

80% of New Yorkers Support Calorie Labeling; Few New Yorkers Can Correctly Estimate Highest or Lowest Calorie Items on Chain Restaurant Menus

Zogby International Poll

April, 2008

New Yorkers support state legislation that would require fast food and other chain restaurants to display calorie information on menus and menu boards. *80% say they would support a bill similar to what was passed in New York City to require those chains and fast food establishments to show the calorie count for their offerings.*

Few respondents could identify items with the fewest or most calorie items on chain restaurant menus.

1. Which item at Burger King has the most calories?

Item	%
An eight-piece Chicken Tenders	18
A Spicy Chicken Crisp Sandwich	17
An original Chicken Sandwich	15
A Tender Crisp Chicken Sandwich	9
Not sure	40

*Item in bold has the most calories

2. At Quiznos, which regular sub, with cheese and dressing, has the most calories?

Item	%
A Baja Chicken with Bacon	30
A Steakhouse Beef Dip	18
A Classic Italian	9
A Tuna Melt	7
Not sure	37

*Item in bold has the most calories

3. Which item at Pizza Hut has the fewest calories?

Item	%
Three cheese breadsticks	27
Two slices of apple dessert pizza	15
A personal pan pizza with pepperoni	15
Two slices of large pepperoni pan pizza	8
Not sure	35

*Item in bold has the most calories

4. Which item at McDonald's has the most calories?

Item	%
A Big Mac	30
Two sausage McGriddles	18
Four regular hamburgers	16
A large chocolate shake	14
Not sure	22

*Item in bold has the most calories

5. New York City will soon require fast food and other chain restaurants to display calorie information on menus and menu boards. New York State lawmakers are considering a similar bill for the entire state. Do you strongly support, somewhat support, somewhat oppose or strongly oppose such legislation?

Strongly support	63%	Support	80%
Somewhat support	17		
Somewhat oppose	7	Oppose	17
Strongly oppose	10		
Not sure	3		

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Zogby International was commissioned by the Center for Science in the Public Interest and NYSHEPA to conduct a telephone survey of adults in New York from 4/4/08 to 4/6/08. The target sample is 909 interviews with approximately 55 questions asked.

Up to six calls are made to reach a sampled phone number. Cooperation rates are calculated using one of AAPOR's approved methodologies¹ and are comparable to other professional public-opinion surveys conducted using similar sampling strategies.² Weighting by region, education, age, race, religion and gender is used to adjust for non-response. The margin of error is +/- 3.3 percentage points. Margins of error are higher in sub-groups.

¹ See COOP4 (p.38) in *Standard Definitions: Final Dispositions of Case Codes and Outcome Rates of Surveys*. The American Association for Public Opinion Research, (2000).

² *Cooperation Tracking Study: April 2003 Update*, Jane M. Sheppard and Shelly Haas. The Council for Marketing & Opinion Research (CMOR). Cincinnati, Ohio (2003).