

Californians Support Menu Labeling

A March 2007 Field Poll found that **84% of registered California voters support** requiring fast-food and chain restaurants to post **nutrition information**, such as caloric, fat and sugar content, **on menus**.

Regardless of **political party**,

Californians support menu labeling:

Republicans: 78%

Democrats: 89%

Conservative Republicans: 73%

Liberal Democrats: 96%

Regardless of **education**,

Californians support menu labeling:

High school or less: 83%

Some college or trade: 82%

College graduate: 80%

Post-grad work: 90%

Regardless of **location**,

Californians support menu labeling:

Southern California: 85%

Northern California: 84%

Central Valley: 77%

Regardless of **ethnicity**,

Californians support menu labeling:

White, non-hispanic: 83%

African-American & Asian: 90%

Latino: 88%

Regardless of **income**,

Californians support menu labeling:

Less than \$20,000: 85%

\$20,000-40,000: 87%

\$40,000-80,000: 85%

More than \$80,000: 82%



Field Research Corporation Poll, March 20-31, 2007