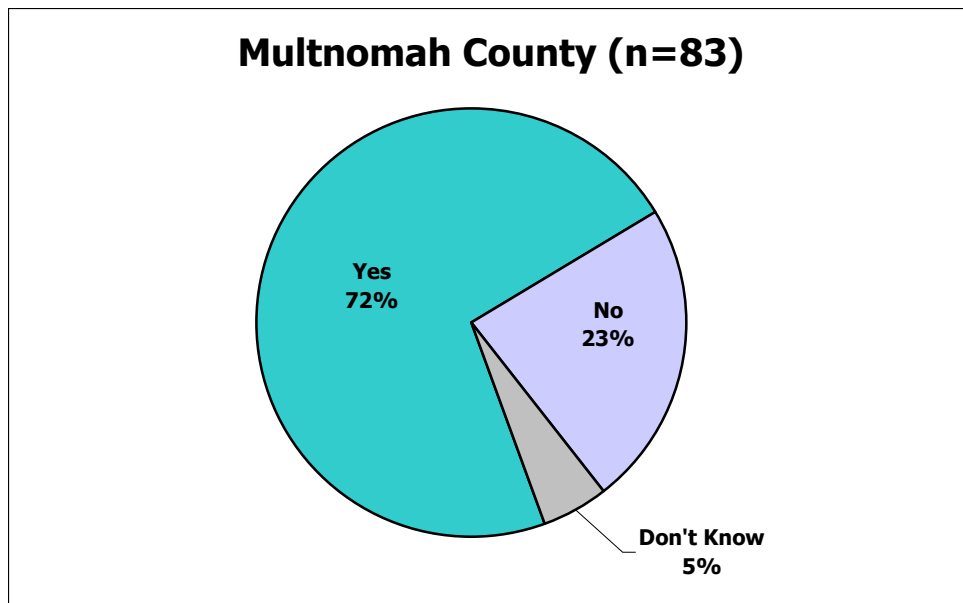
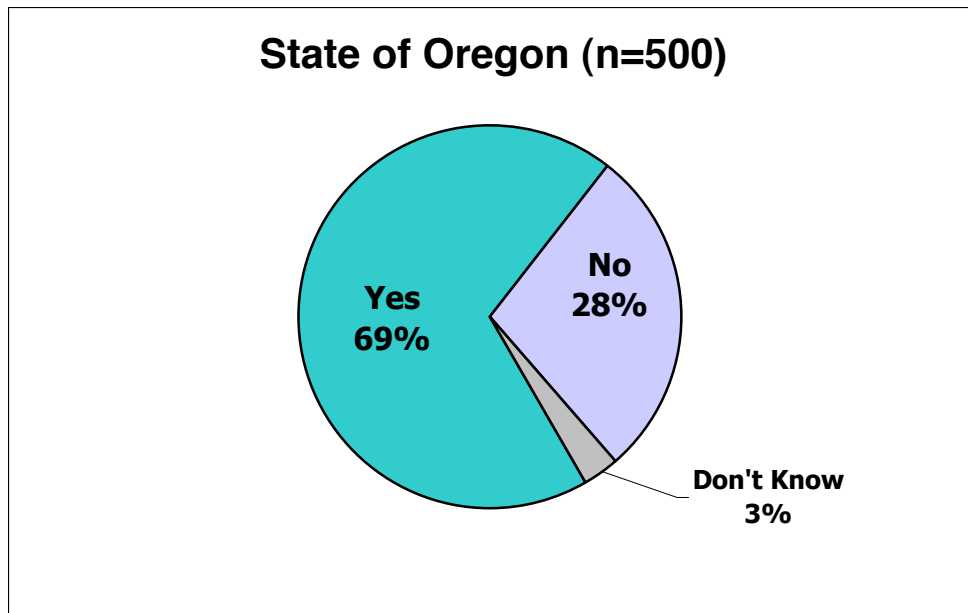


**NUTRITION LABELING SUPPORT LEVEL**  
**Statewide Community Health Priorities Survey, General Population**  
**Conducted for The Northwest Health Foundation**  
**By Davis, Hibbitts & Midghall, Inc.**

In December 2007, Northwest Health Foundation commissioned a statewide poll on Oregonian's attitudes and priorities for the Community Health Priorities initiative. Davis, Hibbitts and Midghall, Inc. (DHM), an independent, non-partisan, public opinion research firm in Portland, OR, conducted this research. We asked 500 Oregonians their support for a policy requiring fast food and restaurant chains to post the number of calories of food items on their menu boards to be available at the point of sale. (Oregon Statewide Survey, General Population, n=500, Margin of Error +/- 4.4%)<sup>1</sup>

**Would you support a policy requiring fast food and restaurant chains to post the number of calories of food items on their menu boards?**



Source: Davis, Hibbitts & Midghall, Inc. Community Health Priorities Survey, December 2007

<sup>1</sup> Disclaimer: In accordance with the standards of the American Association for Public Opinion Research, any release of this material must clearly state the following: the name of the organization that paid for the questions; the size and composition of the sample (provided in the methodology section); the margin of sampling error; the dates of the interviewing. Northwest Health Foundation reserves the right to correct any misinformation in a public release of findings which does not include this information.

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**Would you support a policy requiring fast food and restaurant chains to post the number of calories of food items on their menu boards?**

	AGE			GENDER		REGION			ETHNICITY		Likely Voters
	18-34	35-54	55+	Female	Male	Metro	Willamette Valley	Rest of State	Caucasian	Other	
<b>Yes</b>	68%	72%	65%	71%	67%	69%	73%	65%	69%	74%	66%
<b>No</b>	29%	26%	31%	26%	31%	28%	26%	31%	29%	26%	32%
<b>DK</b>	3%	2%	4%	3%	3%	3%	1%	3%	3%	0%	2%

Source: Davis, Hibbitts & Midghall, Inc. Community Health Priorities Survey, December 2007

**Methodology:**

Davis, Hibbitts and Midghall, Inc. (DHM), an independent, non-partisan public opinion research firm in Portland, OR, conducted this research. The Northwest Health Foundation funded the research. The research was done through a telephone survey of 500 Oregonians ages 18 and older. Respondents were contacted through random digit dialing to assure a representative sample of Oregon residents. Poll respondents were very similar to all Oregon residents in terms of age, ethnicity, income, gender, and political leanings. The poll slightly over-represented non-Hispanic Caucasians, households with incomes of \$30,000-\$49,999, non-affiliated voters, and those with private health insurance. The poll slightly under-represented households with incomes less than \$30,000, Republicans, and those with no health insurance.

Any sampling of opinions or attitudes is subject to a margin of error, which represents the difference between a sample of a given population and the total population (here, Oregon residents, ages 18 plus). For a sample size of 500, if the respondents answered a particular question in the proportion of 90% one way and 10% the other, the margin of error would be +/- 2.6%. If they answered 50% each way, the margin would be +/- 4.4%. The reason for the difference lies in the fact that when response categories are relatively even in size, each is numerically smaller and thus slightly less able - on a statistical basis - to approximate the larger population. These plus-minus error margins represent differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margins of error if compared with the results achieved from surveying the entire target population.

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