



Date: April 15, 2009

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RE: Results from New York survey

Methodology

Zogby International was commissioned by the Center for Science in the Public Interest 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.

Samples are randomly drawn from telephone CDs of national listed sample. Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges.

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).

Executive Summary

New Yorkers also support state legislation that would require fast food and other chain restaurants to display calorie information on menus and menu boards. Eighty percent 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.

Having calorie information could certainly be useful, as respondents consistently had trouble identifying fast food items with the most calories when presented with small lists from several major chain restraints. When asked what regular sub at Quiznos, with dressing and cheese, has the most calories, 30% picked the Baja Chicken, while only 7% picked the Tuna Melt. According to Quizno's Web site, the Tuna Melt has the most calories among the four sandwiches listed for the poll.

Overall it is clear that New Yorkers have concerns about trans fat in their foods, and even more say they would support legislative changes that would either make it easier for them to make informed choices, or to require restaurants to phase out the use of such fats altogether (71%).

Top Line Summary

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

Respondents are split about which Burger King item has the most calories, as 18% say it is the eight-piece Chicken Tenders, 17% say it is the Spicy Chicken Crisp Sandwich and 15% say the original Chicken Sandwich is the most caloric. Nine percent of respondents say they think the Tender Crisp Chicken Sandwich has the most calories, but 40% say they are not sure.

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

About a third of respondents (30%) say they think the Baja Chicken with Bacon has the most calories at the sub-shop Quiznos. Others, (18%), say they think the Steakhouse Beef Dip sandwich has the most calories, followed by the Classic Italian (9%) and lastly the Tuna Melt (7%). Thirty-seven percent of respondents say they are not sure which sandwich 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

Slightly more than a quarter of all respondents (27%) say they think the three cheese breadsticks at Pizza Hut have the fewest calories, followed by 15% who picked two slices of apple dessert pizza, and another 15% who say the personal pan pizza with pepperoni has the fewest calories. Eight percent say two slices of large pepperoni pan pizza has the fewest calories, while one third (35%) say they are not sure which item has the fewest 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

A plurality of respondents (30%) say the Big Mac has the most calories at McDonalds. Others, (18%) say two sausage McGriddles have the most calories, followed by 16% who say four regular hamburgers pack the most calories, and 14% who say the large chocolate shake is the most caloric. Twenty-two percent of respondents say they are not sure which item 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		

Overall, a strong majority (80%) supports a New York State bill similar to what New York City enacted to require fast food and other chain restaurants to display calorie information on menus and menu boards. Of those who say they support such a measure, the vast majority (63%) say they strongly support the idea, and 17% say they somewhat support such regulation.

Majorities of respondents from across the state, from rural to urban areas, and across age groups, are strongly in favor of chains and fast food restaurants being required to display calorie information. In fact, a majority of almost every demographic polled said they support the calorie information legislation as it was presented.

One in six (17%) say they are opposed to requiring fast food and other chain restaurants to display calorie information on menus and menu boards, with 10% saying they strongly oppose the idea and 7% saying they are somewhat opposed to such regulation.