



RE: Results from New York survey

Executive Summary

New Yorkers are worried about trans fats, and they are ready to support legislation that would help them make informed dining choices when they eat at restaurants. In fact, the survey of 800 adults in New York State shows that a strong majority (73%) are concerned about the presence of artificial trans fat in restaurant food, and even more (84%) favor regulations that would require restaurants to disclose whether or not they use trans fats on menus and menu boards.

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. Artificial trans fat comes from partially hydrogenated oil and has been shown to be a contributing factor in heart disease. How concerned are you about the presence of artificial trans fat in restaurant food?

Very concerned	43%	Concerned	73%
Somewhat concerned	30		
Somewhat unconcerned	7	Not concerned	24
Not at all concerned	17		
Not sure	3		

Overall, almost three quarters (73%) say they are concerned about the presence of artificial trans fat in restaurant food, with 43% saying they are very concerned and 30% saying they are somewhat concerned. In almost every demographic group polled, a majority say they are either somewhat concerned or very concerned about trans fat in restaurant food.

A quarter of respondents (24%) say they are not concerned about the presence of artificial trans fat in restaurant food, with a majority of those individuals (17%) saying they are not at all concerned about the issue, and 7% saying they are somewhat unconcerned.

2. Do you strongly favor, somewhat favor, somewhat oppose or strongly oppose restaurants being required to disclose whether or not they use trans fats on menus and menu boards?

Strongly favor	62%	Favor	84%
Somewhat favor	22		
Somewhat oppose	5	Oppose	13
Strongly oppose	8		
Not sure	4		

Respondents overwhelmingly favor restaurants being required to disclose whether or not they use trans fats on menus and menu boards. Of those who say they are in favor of such disclosure, two-thirds (62%) say they strongly favor such regulation, and almost a quarter 22% say they somewhat favor the requirement. That support for disclosure on menu boards runs across almost all demographics polled.

One in eight (13%) say they are opposed to restaurants being required to disclose whether or not they use trans fats, with 8% saying they strongly oppose such a move, and 5% saying they somewhat oppose the idea.

3. New York State is considering a bill that would require restaurants to phase out their use of artificial trans fat, as New York City has done. Would you strongly favor, somewhat favor, somewhat oppose, or strongly oppose such legislation?

Strongly favor	53%	Favor	71%
Somewhat favor	18		
Somewhat oppose	13	Oppose	27
Strongly oppose	14		
Not sure	2		

A strong majority (71%) say they favor a state bill that would require restaurants to phase out their use of artificial trans fat, as New York City has done. Of those who say they favor the regulation in some form, 53% say they strongly favor the idea and 18% say they somewhat favor such a plan. Overall, a majority of almost all demographics say they either strongly favor or somewhat favor such legislation.

About a quarter of all respondents (27%) say they oppose a bill to require restaurants to phase out the use of artificial trans fats, with half of those individuals (13%) saying they somewhat oppose the idea, and the other half (14%) saying they are strongly opposed to such regulation.