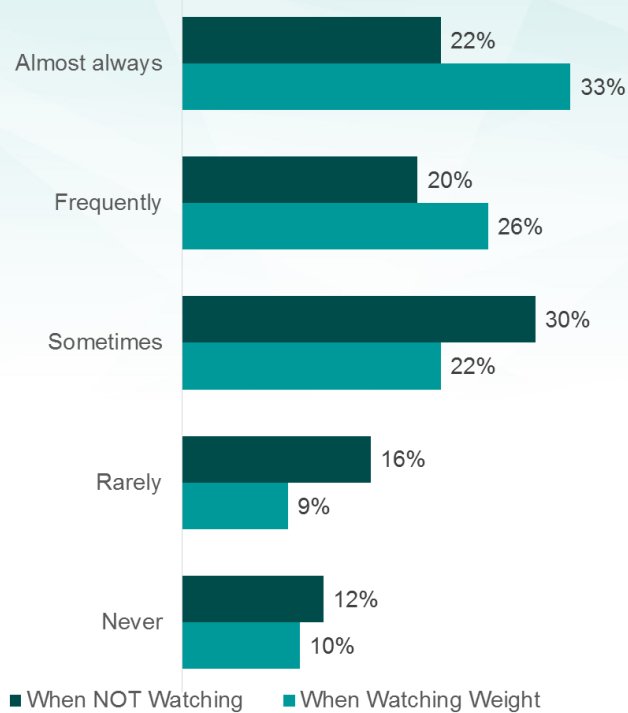


# Frequency of reading the nutritional panel

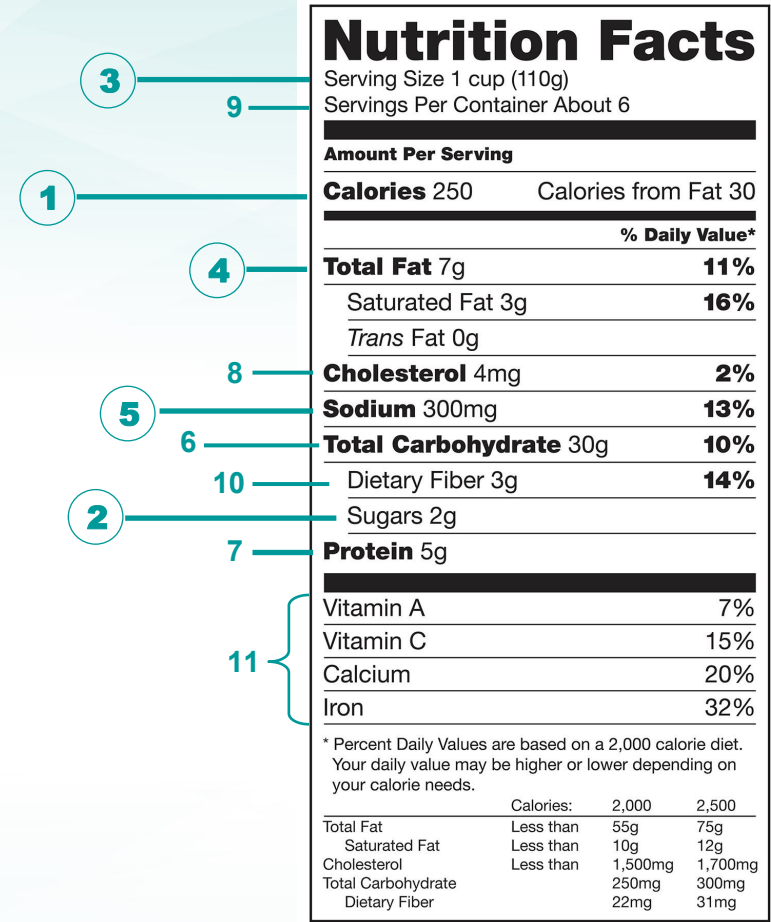
Consumers are more apt to read the nutrition facts panel when they are *watching their weight*.

## How often do you read the nutritional panel on product labels?



Overall, women are more likely than men to read the nutrition facts panel when **NOT** watching weight (49% v 35%) or when watching weight (67% v 50%).

## What are the MOST IMPORTANT elements of the nutritional panel you look for when watching weight?



Source: Weight Management & Healthy Living 2015 report. The Hartman Group survey of 1,728 U.S. adults 18 to 69 years of age.