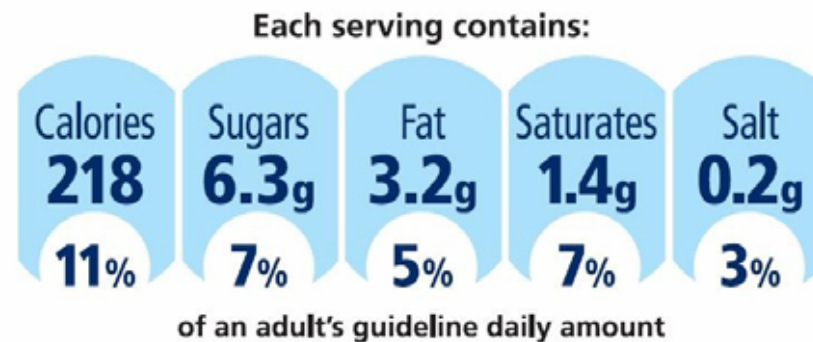


GDA Mirror Group Survey

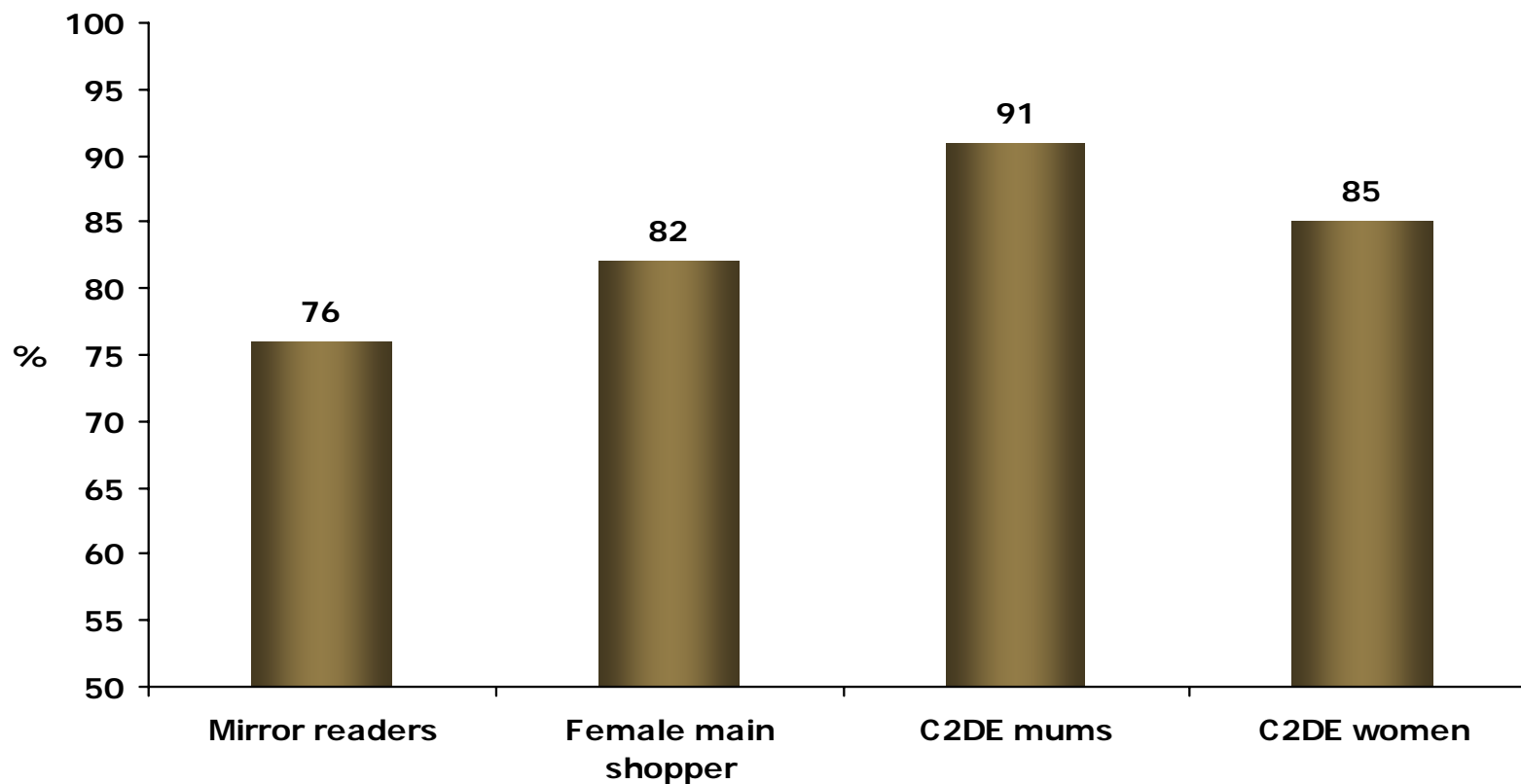
December / January 2008

Total sample = 560
Mirror readers = 442
Female main shoppers = 346
C2DE mums = 60
C2DE women = 173



High awareness of GDA

Have you heard of the term Guideline Daily Amount (GDA)?

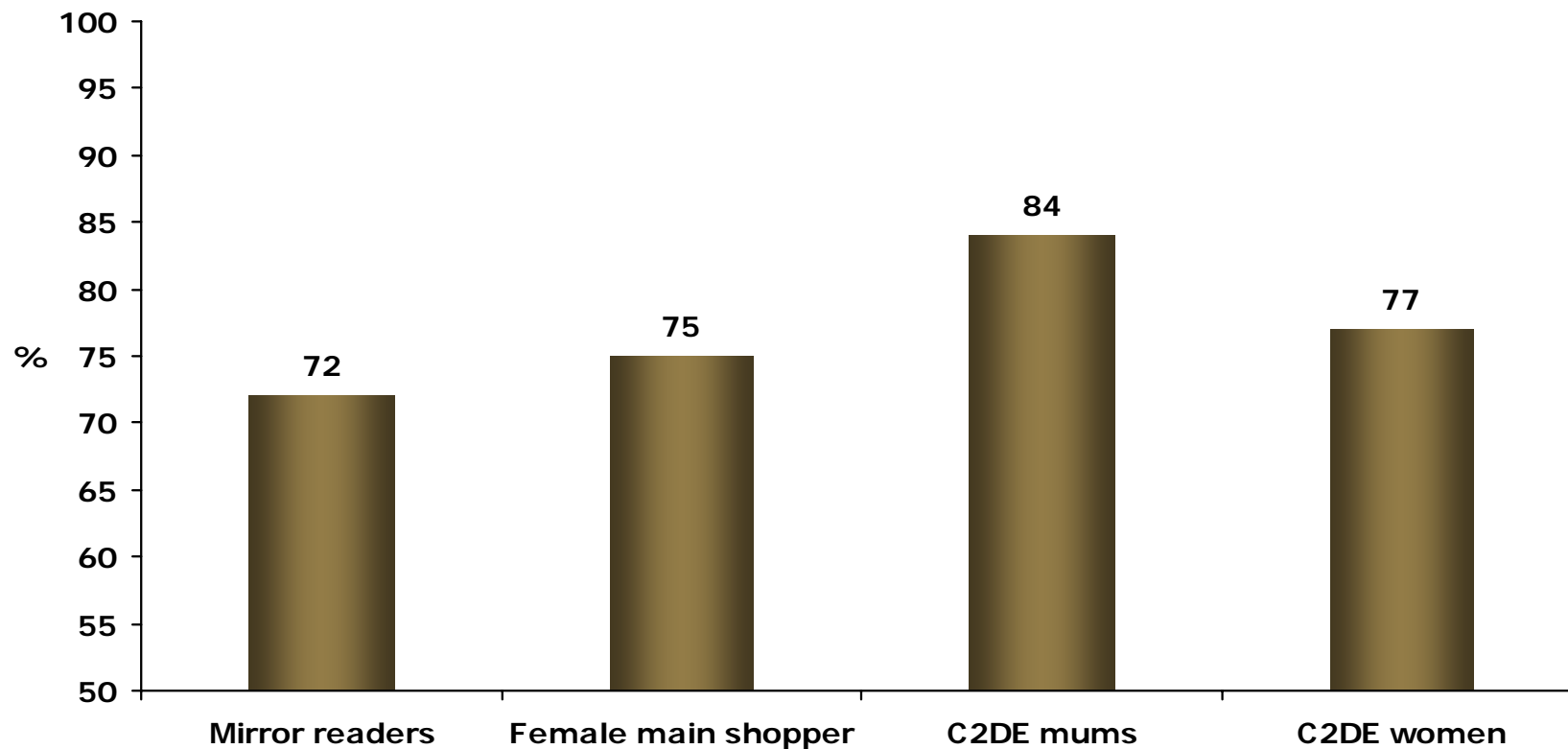


Source: Reader panel GDA Survey Dec 07

High levels of understanding

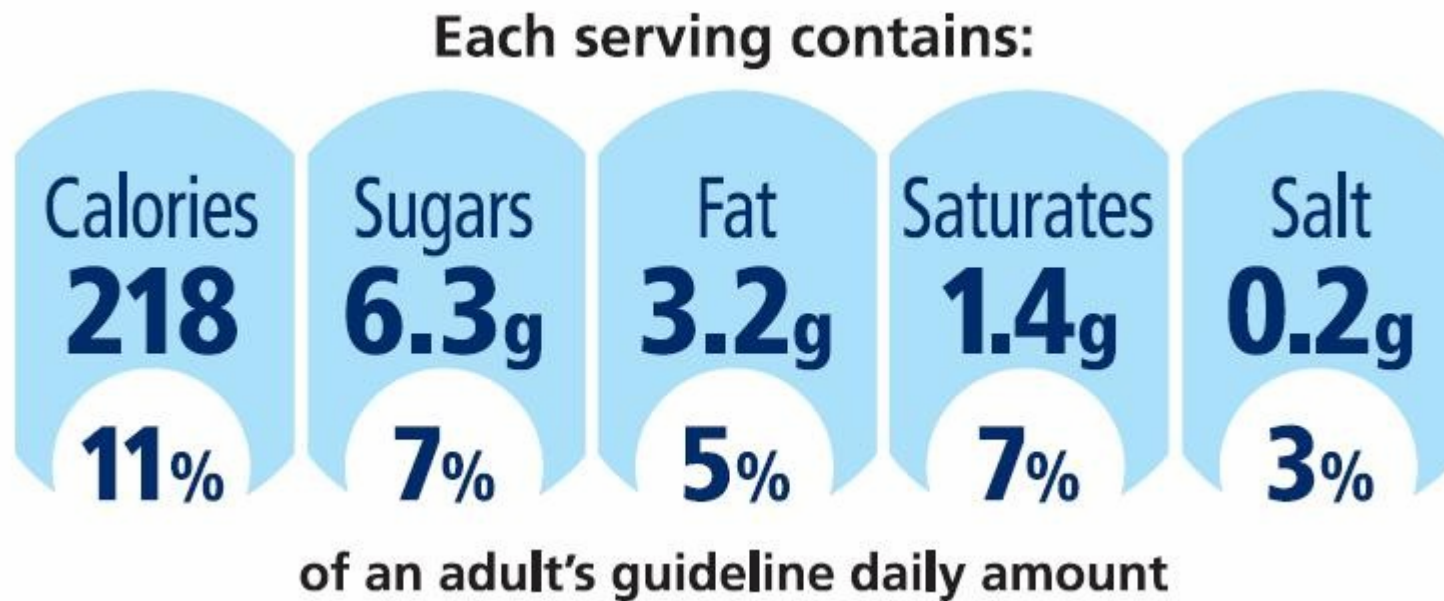
Q: Which of the following phrases best describes what you understand the term GDA to actually mean?

A: A guide to the amount of nutrients a person should be eating in a day



Source: Reader panel GDA Survey Dec 07

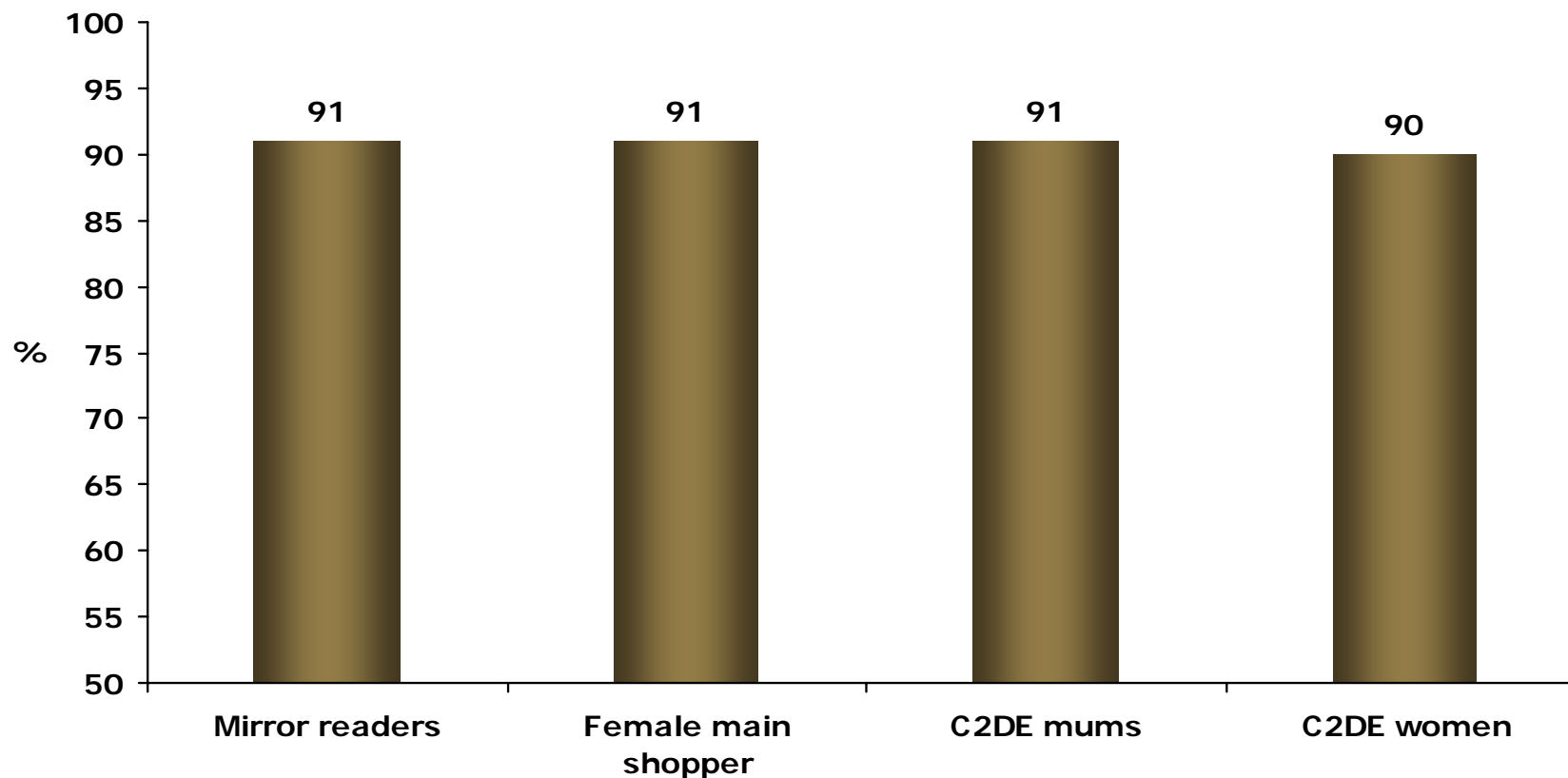
Food labelling shown to respondents



Source: Reader panel GDA Survey Dec 07

Good levels of label awareness

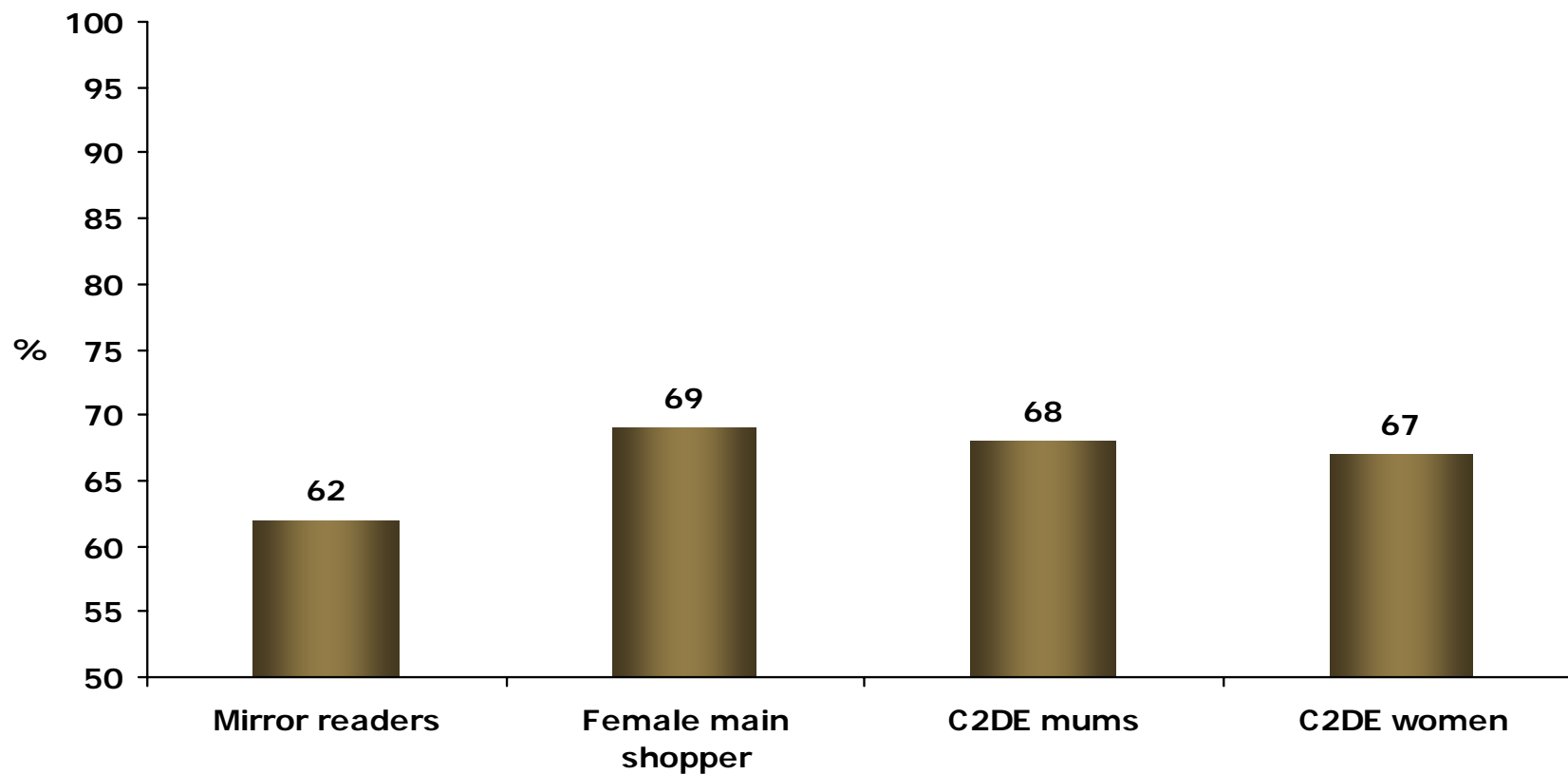
Thinking about the labelling we have just shown you. Have you seen, heard or read anything about this particular type of food labelling before today?



Source: Reader panel GDA Survey Dec 07

Good levels of usage

Have you ever used these labels?



Source: Reader panel GDA Survey Dec 07

Base: Used labels **mirror group**

What do they use it for?

Three main uses for C2DE women:

- To check how much FSSC in the food they're buying - 99%
- To pick products with the lowest amount of a specific nutrient - 96%
- To compare two products in the same category - 88%

Less likely to use for:

- Adding up the total amount of any given nutrient in a day - 62%
- Comparing different kinds of products e.g. chocolate and a yoghurt - 77%



Source: Reader panel GDA Survey Dec 07

What does it help them with?

- Considering the nutrient content of what they eat - 87%
- Understanding how healthy a product is - 84%
- Choosing products that make up a balanced diet - 77%
- Calories and fat are their main concern



Source: Reader panel GDA Survey Dec 07