

## Study on knowledge, attitudes and use of the pre-packaged food nutrition labeling in Hangzhou supermarket consumers in 2010

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**Objective.** To study the prevalence rates of knowledge, attitudes and use of the nutrition labeling and related influential factors in Hangzhou supermarket consumers.

**Methods.** Using a self-developed survey questionnaire, randomly selected customers were conducted a face-to-face interview program in a large supermarket of Hangzhou city.

**Results.** 586 people were interviewed, including 202 males and 384 females, with the mean age as  $41.6 \pm 7.23$  years. The accuracy rates of 6 questions related to the 'ability of choosing healthier food by using the Nutrition Facts Labels' were as follows: dietary fiber (71.84%), fat (70.99%), calcium (60.75%), salt (58.36%), energy (50.85%) and sugar (39.42%). The support rates of the three attitudes indicators were "support marking the Nutrition Facts Label" (90.44%), "support marking the nutrition claims" (87.03%) and "want to know more relative knowledge" (77.13%). There were 58.36% and 80.03% first-time buyers who would read the Nutrition Facts Food Labels and the Nutrition Claims. Through logistic model analysis, male, youth, low-educated people were found to be the risk factors related to the nutrition label reading behavior.

**Conclusion.** The capacity of the reading, understanding and correct application of nutrition labeling among consumers was not satisfactory. Improvement on the readability and the authority of nutrition labeling and the development of the national nutrition knowledge and health education programs were in urgent needs.

**【Key words】** Pre-packaged food; Nutrition labeling; Knowledge, attitudes, practice; Influential factors