More than eight in ten Americans (83 percent) support using “smart labels” to provide customers with accurate information about products on websites or through smartphone apps to get more information than could fit on product packaging.

American consumers believe by wide margins that Accuracy (56 percent), Clarity (48 percent) and Simplicity (32 percent) are most important when it comes to product labels.

More than half of Americans (56 percent) believe that if states or cities want to impose their own requirements on product labels, additional labeling mandates must be based on sound science and legitimate risk to people using the product. Fewer than one out of five people (18 percent) believe that states or cities should be able to impose whatever requirements they want. A smaller percentage (15 percent) do not think states or localities should be able to impose new requirements at all.

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**BY THE NUMBERS: AMERICAN BELIEFS ABOUT STATE AND CITY LABELING MANDATES**

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Statistics based on a national survey conducted August 16-17, 2017 by Echelon Insights and Momentum Analysis