

STUDY 2

Appendix C. Nutrition Labeling Schemes and Examples of Package Fronts for Study 2

Study 2, Scheme 1

| Nutrition Tips | |
|-------------------------|-------------|
| Amount Per Serving | |
| Calories | 240 |
| Total Fat 2g | Low |
| Saturated Fat 0g | Low |
| Sugar 12g | High |
| Sodium 250mg | Med |

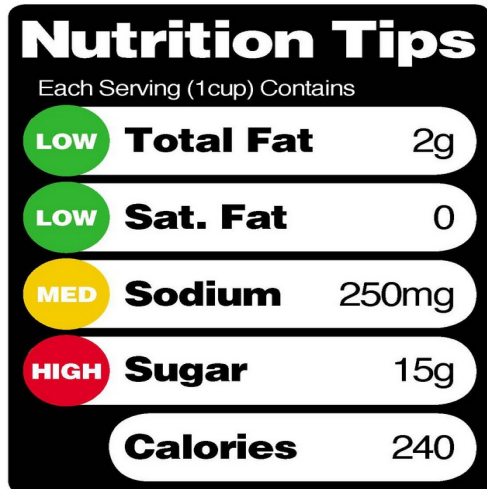
Study 2, Scheme 2

| Nutrition Tips | |
|-------------------------|-------------|
| Amount Per Serving | |
| Calories | 240 |
| Total Fat 2g | Low |
| Saturated Fat 0g | Low |
| Sugar 12g | High |
| Sodium 250mg | Med |

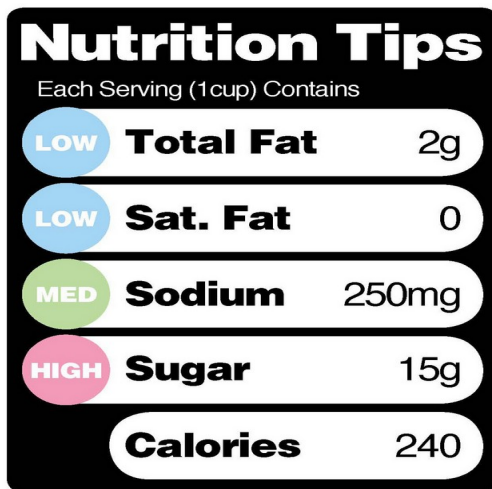
Study 2, Scheme 3

| Nutrition Tips | | |
|-----------------------|-------------|-------------|
| Amount Per Serving | | |
| Calories 240 | Daily Value | |
| Total Fat | 5% | Low |
| Saturated Fat | 4% | Low |
| Sugar | 25% | High |
| Sodium | 15% | Med |

Study 2, Scheme 4



Study 2, Scheme 5



Study 2, Scheme 6

| |
|--------------------------|
| Calorie Count |
| <hr/> |
| 240 |
| Calories Per Serving |
| <hr/> |
| 1440 |
| Calories Per Package |

Study 2, Scheme 7

| |
|----------------------------------|
| Calorie Count |
| <hr/> |
| 240 |
| Calories Per Serving |
| <hr/> |
| 6 Servings Per Package |

Study 2, Scheme 8



Study 2, Scheme 9



Study 2, Control 1

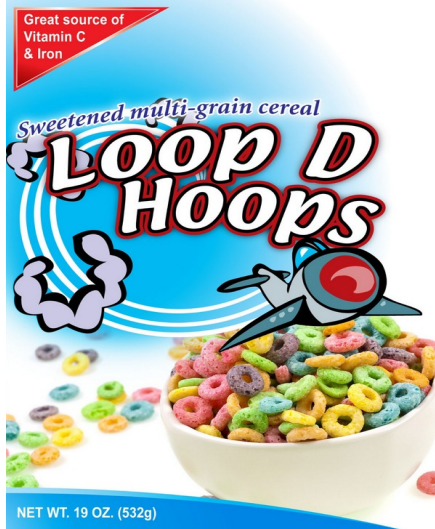
Shredded Wheat

| Nutrition Facts | |
|--------------------------------|---------------------|
| Serving Size 1 Cup (30g) | |
| Serving Per Container about 19 | |
| Amount Per Serving | |
| Calories 110 | Calories from Fat 9 |
| % Daily Value | |
| Total Fat 1g | 2% |
| Saturated Fat 0g | 0% |
| Trans Fat 0g | |
| Cholesterol 0mg | 0% |
| Sodium 0mg | 0% |
| Total Carbohydrate 23g | 8% |
| Dietary Fiber 4g | 16% |
| Sugars 0g | |
| Protein 3g | |
| Vitamin A 8% | • Vitamin C 0% |
| Calcium 15% | • Iron 6% |

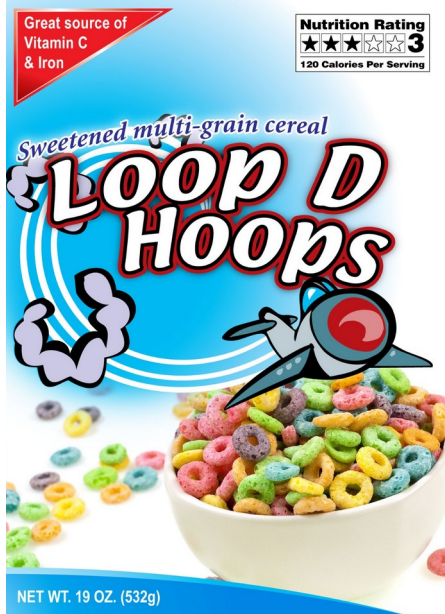
Study 2, Control 2

No symbol on the front of the package.

Study 2, Front Package Example 1



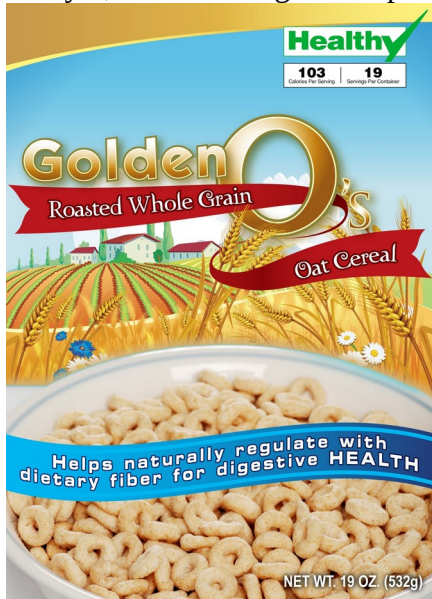
Study 2, Front Package Example 2



Study 2, Front Package Example 3



Study 2, Front Package Example 4



Study 2, Front Package Example 5



Study 2, Front Package Example 6



Experimental Studies of Nutrition Symbols on Food Packages

Appendix M

Studies 1 and 2 (DRAFT, January 2010)

COGNITIVE INTERVIEW SCREENER

Form Approved: OMB No. 0910-XXXX

Expiration Date ____/____/____

PUBLIC Disclosure Burden Statement

Public reporting burden for this collection of information is estimated to average 5 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to:

Department of Health and Human Services
Food and Drug Administration
CFSAN/PRB Comments/HFS-24
5100 Paint Branch Parkway
College Park, MD 20740-3835.

An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Hello, this is _____ from Shugoll, a local market research firm. May I please speak to _____?

(Hello, this is _____ from Shugoll, a local market research firm.) We are working with RTI International, a nonprofit research organization, and the U.S. Food and Drug Administration, or FDA, on a research study about food labeling and would like to include your opinions. We are conducting one-on-one interviews on (date). Each interview will last one hour and will be audio-recorded. FDA project team members may observe the interview. If you participate in an interview, you will be asked to complete an Internet survey, and then an interviewer will ask you some questions about the survey. You will receive **\$40** for your participation. First, however, I need to ask you a few questions to see if you qualify for the study.

Record Gender — ***Do not ask: (Recruit at least 4 males.)***

- Male
 Female

1. As part of the study, you will be required to use a computer to complete a survey. Do you feel comfortable using a computer to complete a survey?
 Yes ***Continue.***
 No ***Thank the respondent and terminate.***

2. Do you have primary or shared responsibility for grocery shopping for this household?
 Yes ***Continue.***
 No ***Thank the respondent and terminate.***

3. In the past 3 years, have you or any member of your household worked for a market research, advertising, or public relations firm?
 Yes ***Thank the respondent and terminate.***
 No ***Continue.***

4. In the past 3 years, have you or any member of your household worked in a restaurant or other foodservice industry?
 Yes ***Thank the respondent and terminate.***
 No ***Continue.***

5. In the past 3 years, have you or any member of your household worked in a food processing plant or other food industry?
 Yes ***Thank the respondent and terminate.***
 No ***Continue.***

6. In the past 3 years, have you or any member of your household worked for the U.S. Department of Agriculture or the U.S. Food and Drug Administration?
- Yes ***Thank the respondent and terminate.***
- No ***Continue.***
7. Have you participated in any paid market research in the past 6 months?
- Yes ***Thank the respondent and terminate.***
- No ***Continue.***
8. For study purposes, if you participate, your interview will be recorded. The interviewer will not ask any sensitive questions. Are you okay with us recording your interview?
- Yes ***Continue.***
- No ***Thank the respondent and terminate.***
9. Which of the following categories best describes your age? (***Read list. Recruit a mix to show.***)
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 59
- 60+
10. What is the last grade of school you completed? (***Read list. Recruit a mix to show.***)
- High school graduate or less, including GED
- Some college or 2-year degree
- 4-year college degree
- Postgraduate degree
11. Are you of Hispanic or Latino origin? (***Recruit 2 to show.***)
- Yes
- No
12. What is your race? You may choose one or more categories as they apply. (***Read list. Recruit a mix to show.***)
- White
- Black or African-American
- Asian
- Native Hawaiian or other Pacific Islander
- American Indian or Alaska native
- Other

Great! You qualify for our study. Interviews will be held on (date) (time). Each interview will last 1 hour. For your time and opinions, you will receive a \$40 cash honorarium.

11. Would you like to participate in an interview?

Yes

No

Continue.

Thank the respondent and terminate.

Great! Would you prefer to schedule your interview for (date) or (date)? ***[Schedule day of interview.]***

What time would you like to schedule your interview on [confirm date]. ***[Schedule time of interview.]***

May I please have your mailing address to send you a confirmation letter with directions before the interview? ***[Verify address and phone number.]***

Thank you. That's all the questions I have today. Please try to arrive at least 15 minutes prior to your interview. If you have any questions or find that you are unable to attend, please call [facility's phone number] as soon as possible. Thank you again for your time. We look forward to seeing you on [date] at [time].

Read if necessary:

If you have any questions about the study, you may contact Katherine Kosa of RTI at 1-800-334-8571, extension 23901. If you have concerns about how participants are being treated in the study, you may contact RTI's Office of Research Protection toll-free at 1-866-214-2043.

Appendix I. Questionnaire for Study 2 (Cognitive Interview)

**Experimental Studies of Nutrition Symbols on Food Packages
Study 2
(DRAFT, January 2010)**

Questionnaire

Form Approved: OMB No. 0910-XXXX

Expiration Date ____/____/____

PUBLIC Disclosure Burden Statement

Public reporting burden for this collection of information is estimated to average 15 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to:

Department of Health and Human Services
Food and Drug Administration
CFSAN/PRB Comments/HFS-24
5100 Paint Branch Parkway
College Park, MD 20740-3835.

An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Study Introduction: Thank you for agreeing to participate. You will be asked to rate some common food products based on the front and back labels you might see on these products in the store. It usually takes people about 15 minutes to complete the study. The information you provide will be kept strictly confidential.

Please click the “NEXT” button to begin the study.

Each respondent is randomly assigned to one cell of a 4 X 11 X 2 (product category x nutrition labeling scheme x hard/easy choice) experimental design.

Each respondent is first shown first two package labels consistent with the assigned cell. The two labels are shown side by side to enable easy comparison. Each label is for a recognizable food type with an appropriately descriptive name (e.g., chicken frozen dinner). Each label has a fanciful brand name with an appropriate food image. Each label should resemble a generic brand knock off of a familiar food product.

The pair of products seen are randomly assigned according to the following scheme. There are three products in each product category (A, B or C). A and B have clearly better nutrition profiles than C. The nutrition profile differences between A and B are small, but A is considered slightly better than B. Half the respondents are randomly assigned to an (A,B) pairing (hard) and half the respondents are randomly assigned to either a (A,C) or (B,C) pairing (easy).

Take a moment to look at these products because you will be asked some questions about them.

The image of the product pair assigned to the quota condition should remain on the screen for QA0, QA1, and QA2.

A0. If you were shopping for a [insert Product Type name], which of these two products would you be more likely to buy.

Response categories: A, B, C or Can’t Tell.

The elapsed time clock should begin when QA1 is shown on the screen and end when an answer to QA1 is recorded.

A1. Based on what you can see on the labels, if you wanted to buy a healthy product for your family, which of these two products would you select?

Response categories: A, B, C or Can’t Tell.

Elapsed time is recorded

A2. Why did you decide to choose this product?

Open-ended response: _____

Now we want to ask you a few questions about the product you chose/one of the products (*Wording depends on answer to A1*). At any point during the next few questions, you may want to click on the button provided on the screen to see the Nutrition Facts of the product for more information.

The label of the product chosen in A1 is shown by itself, or if the respondent gave a “can’t tell” response to A1, the product with the better nutrition profile is shown.

On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements.

- A3. I consider (product name) to be a healthy food.
- A4. Regularly eating the (product name) may raise my risk of gaining weight.
- A5. Regularly eating the (product name) may raise my risk of coronary heart disease.
- A6. Regularly eating the (product name) may raise my risk of high blood pressure.
- A7. Regularly eating the (product name) may raise my risk of diabetes.
- A8. Regularly eating the (product name) will improve my overall diet.
- A9. If I regularly ate the (product name) I would have to be careful about how much of it I ate.

Record any click to see nutrition facts panel during A3-A9. After A9 is answered reset the nutrition facts panel screen so that it is no longer available.

Now we want to ask you a few questions about the nutrient levels in the product you chose/one of the products (*Wording depends on answer to A1*). At any point during the next few questions you may want to click on the button provided on the screen to see the Nutrition Facts of the product for more information.

On a scale of 1 to 5 where 1 is none or a little and 5 is a lot, how much of each of the following things would you say this product has? [INCLUDE A ‘DON’T KNOW’ OPTION]

- A10. Calories
- A11. Sugar
- A12. Fat
- A13. Saturated Fat
- A14. Sodium
- A15. Cholesterol
- A16. Fiber
- A17. Calcium

Record any click to see nutrition facts panel during A10-A17.

—

Now we want you to look at a new pair of products and answer the same kinds of questions.

Each respondent will be shown a new pair of brand products constituted as follows; the product not chosen from the first pair paired with the remaining product from the category that was not included in the first pair. In this way, each respondent will see all three brand products from each category when making choices and will rate individually at least two of them. Essentially the same procedure is followed for the second pair as for the first. Since the constitution of the second pair is contingent on the selection made in the first pair, the hard/easy factor is not independently manipulated for the second choice.

Take a moment to look at this new pair of products.

The image of the product pair assigned to the quota condition should remain on the screen for QB0, QB1, and QB2.

B0. If you were shopping for a [insert Product Type name], which of these two products would you be more likely to buy.

Response categories: A, B, C or Can't Tell.

The elapsed time clock should begin when QB1 is shown on the screen and end when an answer to QB1 is recorded..

B1. Based on what you can see on the labels, if you wanted to buy a healthy product for your family, which of these two products would you select?

Response categories: A, B, C or Can't Tell.

Elapsed time is recorded

B2. Why did you decide to choose this product?

Open-ended response: _____

Now we want to ask you a few questions about the product you chose/one of the products (Wording depends on answer to B1). At any point during the next few questions you may want to click on the button provided on the screen to see the Nutrition Facts of the product for more information.

The label of the product chosen in B1 is shown by itself, or if the respondent gave a “can’t tell” response to B1, the product with the better nutrition profile is shown.

On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements.

- B3. I consider the (product name) to be a healthy food.
- B4. Regularly eating the (product name) may raise my risk of gaining weight.
- B5. Regularly eating the (product name) may raise my risk of coronary heart disease.
- B6. Regularly eating the (product name) may raise my risk of high blood pressure.
- B7. Regularly eating the (product name) may raise my risk of diabetes.
- B8. Regularly eating the (product name) will improve my overall diet.
- B9. If I regularly ate the (product name) I would have to be careful about how much of it I ate.

Record any click to see nutrition facts panel during B3-B9. After B9 is answered reset the nutrition facts panel screen so that it is no longer available.

Now we want to ask you a few questions about the nutrient levels in the product you chose/one of the products (Wording depends on answer to B1). At any point during the next few questions you may want to click on the button provided on the screen to see the Nutrition Facts of the product for more information.

On a scale of 1 to 5 where 1 is none or a little and 5 is a lot, how much of each of the following things would you say this product has? [INCLUDE A ‘DON’T KNOW’ OPTION]

- B10. Calories
- B11. Sugar
- B12. Fat
- B13. Saturated Fat
- B14. Sodium
- B15. Cholesterol
- B16. Fiber
- B17. Calcium

Record any click to see nutrition facts panel during B10-B17.

Now that you have a chance to see some products, we have a few questions about the labels that you just saw.

C1. Did you notice this information panel [show them an example of the FOP graphics they just saw. Image should stay on the screen for the C sequence of questions] on the product packages? YES/NO

If answer to C1 is “yes”, ask C2

C2. Did you find this information panel to be helpful when you selected and rated the different products? YES/NO

If answer to C2 is yes, ask C3

C3. When did you find it most helpful?

Open-ended response: _____

Open end responses to be coded thematically.

C4. Did you feel at any time when you were answering questions that you needed to know more about the products than you could find on the front of the package?

Yes/No

If answer to C4 is “yes”, ask C5

C5. What questions were those?

Open-ended response: _____

Open end responses to be coded thematically.

Thinking about the front of package information panel you just saw, how would you rate it on the following scales?

C6. Helpful/Not Helpful

C7. Easy to Use/Hard to Use

C8. Biased/Unbiased

C9. Trustworthy/Not Trustworthy

C10. Not too informative/Very Informative

On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements.

D1. I usually am interested in looking for nutritional information on food packages.

D2. I would like to see additional nutritional information on food packages.

D3. On a scale of 1 to 5 where 1 is almost nothing and 5 is a lot, compared to other people, how much do you feel you know about nutrition?

Appendix F. Invitation Email for Study 2 (Pretest and Experiment)

**Experimental Studies of Nutrition Symbols on Food Packages
Study 2**

(DRAFT, January 2010)

INVITATION EMAIL

Dear Panel Member,

Today I am requesting your household's participation in an important online study. I would like the {Age} year old {Gender} in your household to complete this particular study. We are conducting the study for the Food and Drug Administration (FDA). FDA would like to understand consumers' opinions about some common food products and find better ways to provide useful information to consumers.

The study should take about 15 minutes to complete. I would appreciate it could be completed within the next few days.

To participate in this online study, please have the person identified above click on the link below. Or you may copy and paste the entire URL link into the address line of your Internet browser (e.g., Internet Explorer, Netscape, etc.). This link will take you directly to the beginning of the study: [link]

Should you exit the study unexpectedly or accidentally close your Internet browser, clicking on the link above will allow you to re-enter the study and continue where you left off.

By taking part in this study you are playing an important role in providing the FDA with useful and valuable information. Thank you for your continued participation!

Cordially,

Panel Director

When you complete the study, you'll earn 250 reward points plus an entry into our monthly sweepstakes (200+ prizes totaling \$5,000).

Don't miss a single chance to let your voice be heard! Many Internet service providers and email programs use filters and "bulk mail" folders to help you separate the messages you want from unsolicited spam. Please add xxxxx@synovate.net to your address book or list of preferred email senders to keep your Consumer Opinion Panel studies coming!

For details on adding xxxxx@synovate.net to your list of 'safe' email senders, visit

www.ConsumerOpinionPanel.com/safe.htm.

If you change your e-mail address or have any questions or comments you can e-mail xxxxx@synovate.net or call 1-800-745-4267. If you experienced a problem with the study, please visit our Troubleshooting Page at <http://www.ConsumerOpinionPanel.com/troubles.htm> for help. If your question is not answered here, please include this original message when replying by e-mail, along with a description of the problem.

If you have a question regarding this e-mail or the online study described above, please include this original message when you reply by e-mail. Please include your Membership ID along with any correspondence.

Your Membership ID is: \${MIQ}

To visit the Synovate Consumer Opinion Panel web site, please go to <http://www.ConsumerOpinionPanel.com>.

If you would like to be removed from the Consumer Opinion Panel please send a reply message to this e-mail indicating the word "Remove" on the subject line.

Appendix I. Questionnaire for Study 2 (Pretest and Experiment)

**Experimental Studies of Nutrition Symbols on Food Packages
Study 2
(DRAFT, January 2010)**

Questionnaire

Form Approved: OMB No. 0910-XXXX

Expiration Date ____/____/____

PUBLIC Disclosure Burden Statement

Public reporting burden for this collection of information is estimated to average 15 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to:

Department of Health and Human Services
Food and Drug Administration
CFSAN/PRB Comments/HFS-24
5100 Paint Branch Parkway
College Park, MD 20740-3835.

An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Study Introduction: Thank you for agreeing to participate. You will be asked to rate some common food products based on the front and back labels you might see on these products in the store. It usually takes people about 15 minutes to complete the study. The information you provide will be kept strictly confidential.

Please click the “NEXT” button to begin the study.

Each respondent is randomly assigned to one cell of a 4 X 11 X 2 (product category x nutrition labeling scheme x hard/easy choice) experimental design.

Each respondent is first shown first two package labels consistent with the assigned cell. The two labels are shown side by side to enable easy comparison. Each label is for a recognizable food type with an appropriately descriptive name (e.g., chicken frozen dinner). Each label has a fanciful brand name with an appropriate food image. Each label should resemble a generic brand knock off of a familiar food product.

The pair of products seen are randomly assigned according to the following scheme. There are three products in each product category (A, B or C). A and B have clearly better nutrition profiles than C. The nutrition profile differences between A and B are small, but A is considered slightly better than B. Half the respondents are randomly assigned to an (A,B) pairing (hard) and half the respondents are randomly assigned to either a (A,C) or (B,C) pairing (easy).

Take a moment to look at these products because you will be asked some questions about them.

The image of the product pair assigned to the quota condition should remain on the screen for QA0, QA1, and QA2.

A0. If you were shopping for a [insert Product Type name], which of these two products would you be more likely to buy.

Response categories: A, B, C or Can’t Tell.

The elapsed time clock should begin when QA1 is shown on the screen and end when an answer to QA1 is recorded.

A1. Based on what you can see on the labels, if you wanted to buy a healthy product for your family, which of these two products would you select?

Response categories: A, B, C or Can’t Tell.

Elapsed time is recorded

A2. Why did you decide to choose this product?

Open-ended response: _____

Now we want to ask you a few questions about the product you chose/one of the products (*Wording depends on answer to A1*). At any point during the next few questions, you may want to click on the button provided on the screen to see the Nutrition Facts of the product for more information.

The label of the product chosen in A1 is shown by itself, or if the respondent gave a “can’t tell” response to A1, the product with the better nutrition profile is shown.

On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, now much do you agree with the following statements.

- A3. I consider (product name) to be a healthy food.
- A4. Regularly eating (product name) may raise my risk of gaining weight.
- A5. Regularly eating ((product name) may raise my risk of coronary heart disease.
- A6. Regularly eating ((product name) may raise my risk of high blood pressure.
- A7. Regularly eating ((product name) may raise my risk of diabetes.
- A8. Regularly eating (product name) will improve my overall diet.
- A9. If I regularly ate ((product name) I would have to be careful about how much of it I ate.

Record any click to see nutrition facts panel during A3-A9. After A9 is answered reset the nutrition facts panel screen so that it is no longer available.

Now we want to ask you a few questions about the nutrient levels in the product you chose/one of the products (*Wording depends on answer to A1*). At any point during the next few questions you may want to click on the button provided on the screen to see the Nutrition Facts of the product for more information.

On a scale of 1 to 5 where 1 is none or a little and 5 is a lot, how much of each of the following things would you say this product has? [INCLUDE a “DON’T KNOW” OPTION]

- A10. Calories
- A11. Sugar
- A12. Fat
- A13. Saturated Fat
- A14. Sodium
- A15. Cholesterol
- A16. Fiber
- A17. Calcium

Record any click to see nutrition facts panel during A10-A17.

—

Now we want you to look at a new pair of products and answer the same kinds of questions.

Each respondent will be shown a new pair of brand products constituted as follows; the product not chosen from the first pair paired with the remaining product from the category that was not included in the first pair. In this way, each respondent will see all three brand products from each category when making choices and will rate individually at least two of them. Essentially the same procedure is followed for the second pair as for the first. Since the constitution of the second pair is contingent on the selection made in the first pair, the hard/easy factor is not independently manipulated for the second choice.

Take a moment to look at this new pair of products.

The image of the product pair assigned to the quota condition should remain on the screen for QB0, QB1, and QB2.

B0. If you were shopping for a [insert Product Type name], which of these two products would you be more likely to buy.

Response categories: A, B, C or Can't Tell.

The elapsed time clock should begin when QB1 is shown on the screen and end when an answer to QB1 is recorded..

B1. Based on what you can see on the labels, if you wanted to buy a healthy product for your family, which of these two products would you select?

Response categories: A, B, C or Can't Tell.

Elapsed time is recorded

B2. Why did you decide to choose this product?

Open-ended response: _____

Now we want to ask you a few questions about the product you chose/one of the products (Wording depends on answer to B1). At any point during the next few questions you may want to click on the button provided on the screen to see the Nutrition Facts of the product for more information.

The label of the product chosen in B1 is shown by itself, or if the respondent gave a “can’t tell” response to B1, the product with the better nutrition profile is shown.

On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements.

- B3. I consider (product name) to be a healthy food.
- B4. Regularly eating (product name) may raise my risk of gaining weight.
- B5. Regularly eating ((product name) may raise my risk of coronary heart disease.
- B6. Regularly eating ((product name) may raise my risk of high blood pressure.
- B7. Regularly eating ((product name) may raise my risk of diabetes.
- B8. Regularly eating (product name) will improve my overall diet.
- B9. If I regularly ate ((product name) I would have to be careful about how much of it I ate.

Record any click to see nutrition facts panel during B3-B9. After B9 is answered reset the nutrition facts panel screen so that it is no longer available.

Now we want to ask you a few questions about the nutrient levels in the product you chose/one of the products (Wording depends on answer to B1). At any point during the next few questions you may want to click on the button provided on the screen to see the Nutrition Facts of the product for more information.

On a scale of 1 to 5 where 1 is none or a little and 5 is a lot, how much of each of the following things would you say this product has? [INCLUDE a “DON’T KNOW” OPTION]

- B10. Calories
- B11. Sugar
- B12. Fat
- B13. Saturated Fat
- B14. Sodium
- B15. Cholesterol
- B16. Fiber
- B17. Calcium

Record any click to see nutrition facts panel during B10-B17.

Now that you have a chance to see some products, we have a few questions about the labels that you just saw.

C1. Did you notice this information panel [show them an example of the FOP graphics they just saw. Image should stay on the screen for the C sequence of questions] on the product packages? YES/NO

If answer to C1 is “yes”, ask C2

C2. Did you find this information panel to be helpful when you selected and rated the different products? YES/NO

If answer to C2 is yes, ask C3

C3. When did you find it most helpful?

Open-ended response: _____

Open end responses to be coded thematically.

C4. Did you feel at any time when you were answering questions that you needed to know more about the products than you could find on the front of the package?

Yes/No

If answer to C4 is “yes”, ask C5

C5. What questions were those?

Open-ended response: _____

Open end responses to be coded thematically.

Thinking about the front of package information panel you just saw, how would you rate it on the following scales?

- C6. Helpful/Not Helpful
- C7. Easy to Use/Hard to Use
- C8. Biased/Unbiased
- C9. Trustworthy/Not Trustworthy
- C10. Not too informative/Very Informative

On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements.

- D1. I usually am interested in looking for nutritional information on food packages.
- D2. I would like to see additional nutritional information on food packages.
- D3. On a scale of 1 to 5 where 1 is almost nothing and 5 is a lot, compared to other people, how much do you feel you know about nutrition?

Appendix L. Reminder Email for Study 2 (Pretest and Experiment)

**Experimental Studies of Nutrition Symbols on Food Packages
Study 2
(DRAFT, January 2010)**

REMINDER EMAIL

Dear Panel Member,

Recently I requested your household's participation in an important online study that we are doing for the Food and Drug Administration (FDA). FDA would like to understand consumers' opinions about some common food products and find better ways to provide useful information to consumers.

If the study has been completed, please accept my thanks. If not, I would like the {Age} year old {Gender} in your household to complete this particular study.

I would appreciate it if this study could be completed within the next few days. It should take about 15 minutes to complete.

To participate in this online study, please have the person identified above click on the link below. Or you may copy and paste the entire URL link into the address line of your Internet browser (e.g., Internet Explorer, Netscape, etc.). This link will take you directly to the beginning of the study: [LINK]

Should you exit the study unexpectedly or accidentally close your Internet browser, clicking on the link above will allow you to re-enter the study and continue where you left off.

Cordially,

Panel Director

When you complete the study, you'll earn 250 reward points plus an entry into our monthly sweepstakes (200+ prizes totaling \$5,000).

By taking part in this study you are playing an important role in providing the FDA with useful and valuable information. Thank you for your continued participation!

Don't miss a single chance to let your voice be heard! Many Internet service providers and email programs use filters and "bulk mail" folders to help you separate the messages you want from unsolicited spam. Please add xxxxx@synovate.net to your address book or list of preferred email senders to keep your Consumer Opinion Panel studies coming!

For details on adding xxxxx@synovate.net to your list of 'safe' email senders, visit www.ConsumerOpinionPanel.com/safe.htm.

If you change your e-mail address or have any questions or comments you can e-mail xxxxx@synovate.net or call 1-800-745-4267. If you experienced a problem with the study, please visit our Troubleshooting Page at <http://www.ConsumerOpinionPanel.com/troubles.htm> for help. If your question is not answered here, please include this original message when replying by e-mail, along with a description of the problem.

If you have a question regarding this e-mail or the online study described above, please include this original message when you reply by e-mail. Please include your Membership ID along with any correspondence.

Your Membership ID is: \${MIQ}

To visit the Synovate Consumer Opinion Panel web site, please go to <http://www.ConsumerOpinionPanel.com>.

If you would like to be removed from the Consumer Opinion Panel please send a reply message to this e-mail indicating the word "Remove" on the subject line.