

# Experimental Studies of Nutrition Symbols on Food Packages Study 2

*Form Approved: OMB No. 0910-0655*

*Expiration Date: 1/31/2013*

*Notes:*

*The back button is provided for testing purposes only and is not available during the full-scale study (i.e., respondents cannot go back during the survey).*

*In some cases it was not possible to capture the full screen. In such cases, the most important information was captured for the screen shot.*

## Global Opinion Panels



Progress: 0%

Thank you for your time!


During the survey, please do not use your browser's FORWARD or BACK buttons. Carefully answer each question, as you will be unable to go back to correct your answers.

To begin, click on the ">" button below.



## Global Opinion Panels




Progress:  2%

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 ">" button to begin the study.



## Global Opinion Panels

Progress:  5%

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### 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.

Please click the ">" button to begin the study.



## Global Opinion Panels



Progress:  11%

On the next screen you will see two products. Please take a moment to look at these products because you will be asked some questions about them.

Product images will appear on screen when you are being asked questions; you may click on them at any time to enlarge the image.

Please click the ">" button to begin the study.



# Global Opinion Panels

Global Opinion Panel

Progress:  14%

**Healthy**  
112 Calories Per Serving | 19 Servings Per Container

# Shredded Wheat

BITE SIZE

Heart Healthy

100% Natural

TASTE AND FILLING TOO!

NET WT. 19 OZ (532g)

**Healthy**  
103 Calories Per Serving | 19 Servings Per Container

# Golden O's

Roasted Whole Grain Oat Cereal

Helps naturally regulate with dietary fiber for digestive HEALTH

NET WT. 19 OZ (532g)

## Global Opinion Panels

Progress:  17%[Click to enlarge](#) [Click to enlarge](#)

If you were shopping for Cereal, which of these two products would you be more likely to buy?

Please select one

- Shredded Wheat
- Golden O's
- Can't Tell



## Global Opinion Panels

Progress:  23%

[Click to enlarge](#) [Click to enlarge](#)

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?

Please select one

- Shredded Wheat
- Golden O's
- Can't Tell







## Global Opinion Panels

Progress:  26%

Why did you decide to choose Golden O's?

Please be specific



## Global Opinion Panels



Progress:  29%

Now we want to ask you a few questions about **Golden O's**. 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.



[Click to enlarge](#)

Please indicate how much you agree with the following statements:

	Strongly Disagree				Strongly Agree
	1	2	3	4	5
I consider Golden O's to be a healthy food.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Including Golden O's as part of my diet may lower my risk of gaining weight.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Including Golden O's as part of my diet may lower my risk of coronary heart disease.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Including Golden O's as part of my diet may lower my risk of high blood pressure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Including Golden O's as part of my diet may lower my risk of diabetes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Strongly Disagree				Strongly Agree
	1	2	3	4	5
Including Golden O's as part of my diet will improve my overall diet.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I included Golden O's as part of my diet I would have to be careful about how much of it I ate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Please indicate how much you agree with the following statements:

I consider Golden O's to be a healthy food.

Including Golden O's as part of my diet may lower my risk of gaining weight.

Including Golden O's as part of my diet may lower my risk of coronary heart disease.

Including Golden O's as part of my diet may lower my risk of high blood pressure.

Including Golden O's as part of my diet may lower my risk of diabetes.

Including Golden O's as part of my diet will improve my overall diet.

If I included Golden O's as part of my diet I would have to be careful about how much of it I ate.

Click to

## Golden O's

# Nutrition Facts

Serving Size 1 Cup (28g)  
Serving Per Container about 19

### Amount Per Serving

**Calories** 103      **Calories from Fat** 15

### % Daily Value

**Total Fat** 2g      **3%**

Saturated Fat 0g      **0%**

Trans Fat 0g

**Cholesterol** 0mg      **0%**

**Sodium** 186mg      **8%**

**Total Carbohydrate** 21g      **7%**

Dietary Fiber 3g      **11%**

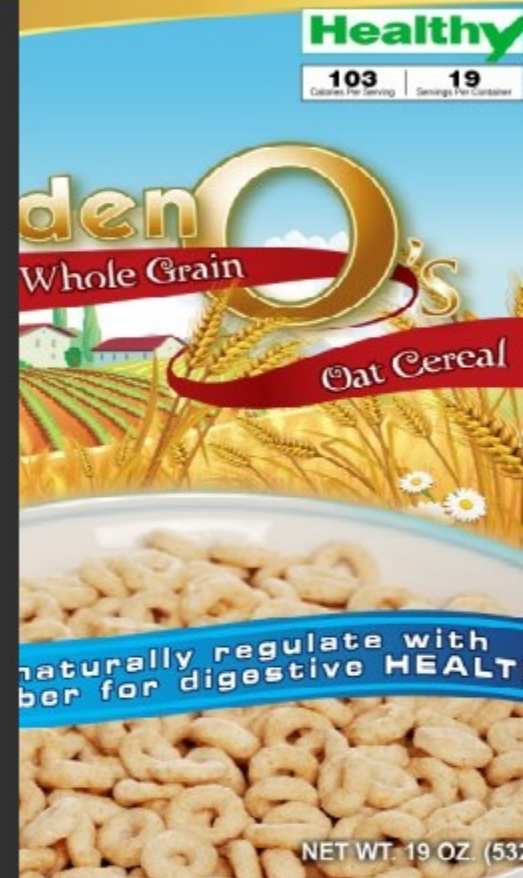
Sugars 1g

**Protein** 3g

Vitamin A 16%      •      Vitamin C 11%

Calcium 11%      •      Iron 49%

Close



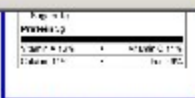
## Global Opinion Panels



Progress:  38%

Now we want to ask you a few questions about the nutrient levels in **Golden O's**. 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.




[Click to enlarge](#)

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?

Please select one for each nutrient

	None or a little 1	2	3	4	A lot 5	Don't know
Calories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sugar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saturated Fat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sodium	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	None or a little 1	2	3	4	A lot 5	Don't know
Cholesterol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fiber	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Calcium	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## Global Opinion Panels



Progress:  47%

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

On the next screen you will see the two new products. Please take a moment to look at these products because you will be asked some questions about them.

Product images will appear on screen when you are being asked questions; you may click on them at any time to enlarge the image.

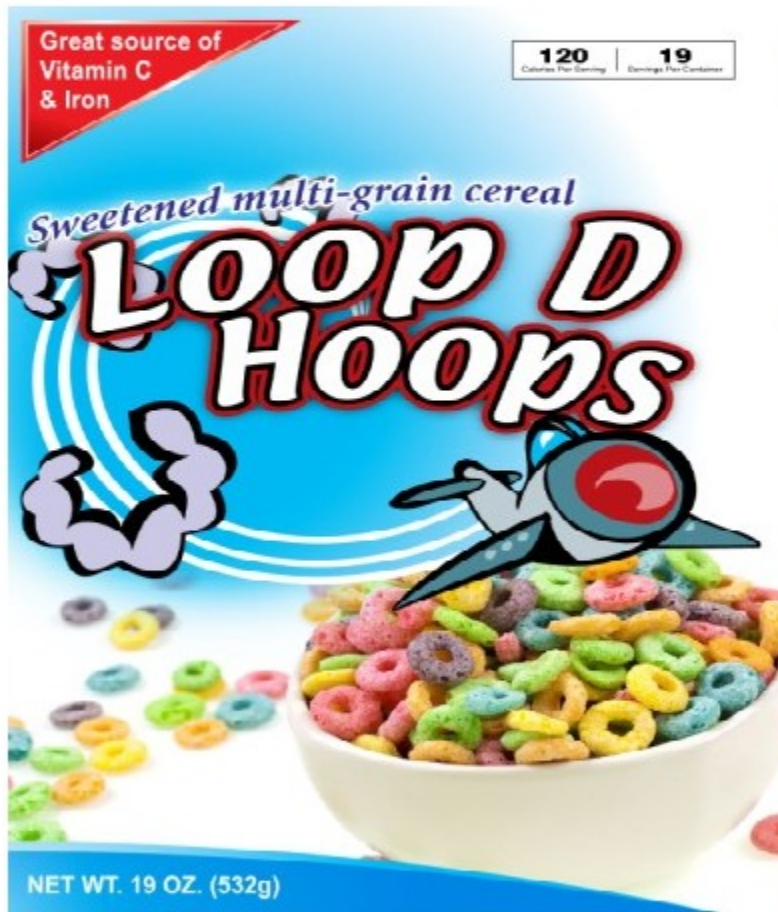
Please click the ">" button to begin the study.



# Global Opinion Panels

Global Opinion Panel

Progress:  50%





## Global Opinion Panels

Progress:  52%

[Click to enlarge](#) [Click to enlarge](#)

If you were shopping for Cereal, which of these two products would you be more likely to buy?

Please select one

- Loop D Hoops
- Shredded Wheat
- Can't Tell



## Global Opinion Panels

Progress:  58%[Click to enlarge](#) [Click to enlarge](#)

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?

Please select one

- Loop D Hoops
- Shredded Wheat
- Can't Tell





## Global Opinion Panels

Progress:  61%

Why did you decide to choose **Loop D Hoops**?

Please be specific



## Global Opinion Panels



Progress:  64%

Now we want to ask you a few questions about **Loop D Hoops**. 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.

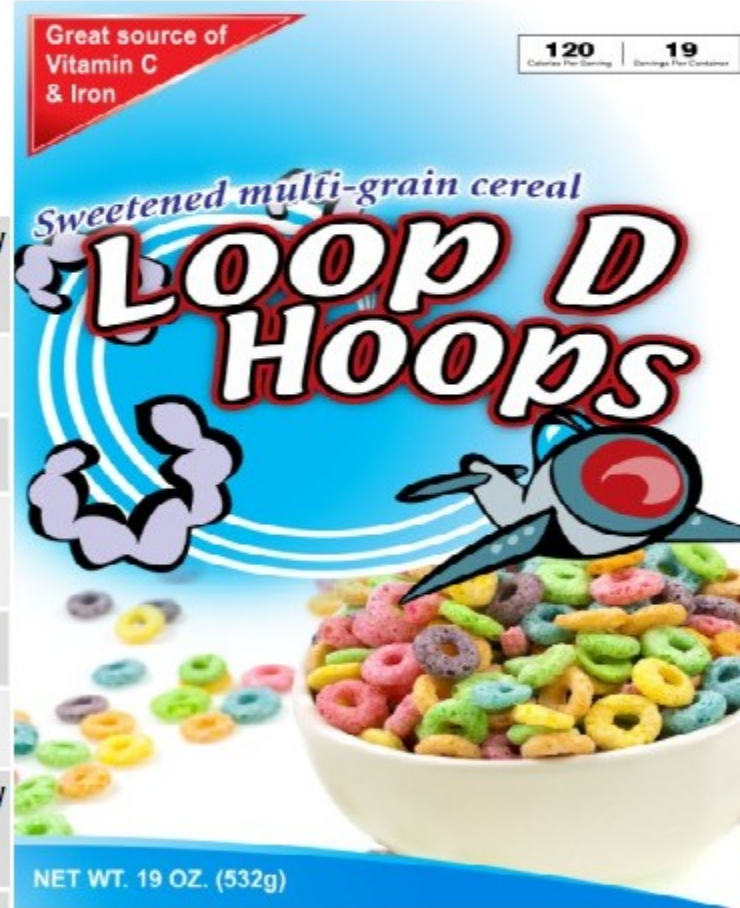


Nutrition Facts	
Serving Size 1 cup (30g)	
Total Fat 12g	
Sodium 250mg	
Total Carbohydrate 25g	
Dietary Fiber 1g	
Protein 5g	
Total 120 Calories	

[Click to enlarge](#)

Please indicate how much you agree with the following statements:

	Strongly Disagree	2	3	4	Strongly Agree
	1				5
I consider <b>Loop D Hoops</b> to be a healthy food.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Including <b>Loop D Hoops</b> as part of my diet may lower my risk of gaining weight.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Including <b>Loop D Hoops</b> as part of my diet may lower my risk of coronary heart disease.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Including <b>Loop D Hoops</b> as part of my diet may lower my risk of high blood pressure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Including <b>Loop D Hoops</b> as part of my diet may lower my risk of diabetes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Strongly Disagree	2	3	4	Strongly Agree
	1				5
Including <b>Loop D Hoops</b> as part of my diet will improve my overall diet.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I included <b>Loop D Hoops</b> as part of my diet I would have to be careful about how	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Please indicate how much you agree with the following statements:

I consider **Loop D Hoops** to be a healthy food.

Including **Loop D Hoops** as part of my diet may lower my risk of gaining weight.

Including **Loop D Hoops** as part of my diet may lower my risk of coronary heart disease.

Including **Loop D Hoops** as part of my diet may lower my risk of high blood pressure.

Including **Loop D Hoops** as part of my diet may lower my risk of diabetes.

Including **Loop D Hoops** as part of my diet will improve my overall diet.

If I included **Loop D Hoops** as part of my diet I would have to be careful about how much of it I ate.

### Loop D Hoops

## Nutrition Facts

Serving Size 1 Cup (28g)

Serving Per Container about 19

#### Amount Per Serving

**Calories** 120      Calories from Fat 10

#### % Daily Value

**Total Fat** 1g      **3%**

Saturated Fat 0.5g      **2%**

*Trans* Fat 0g

**Cholesterol** 0mg      **0%**

**Sodium** 150mg      **8%**

**Total Carbohydrate** 28g      **9%**

Dietary Fiber 1g      **4%**

Sugars 15g

**Protein** 1g

Vitamin A 10%      •      Vitamin C 25%

Calcium 0%      •      Iron 25%

**120**      **19**  
Calories Per Serving      Servings Per Container

multi-grain cereal

# Loop D Hoops



32g)

Close

## Global Opinion Panels

Progress:  73%

Now we want to ask you a few questions about the nutrient levels in **Loop D Hoops**. 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.



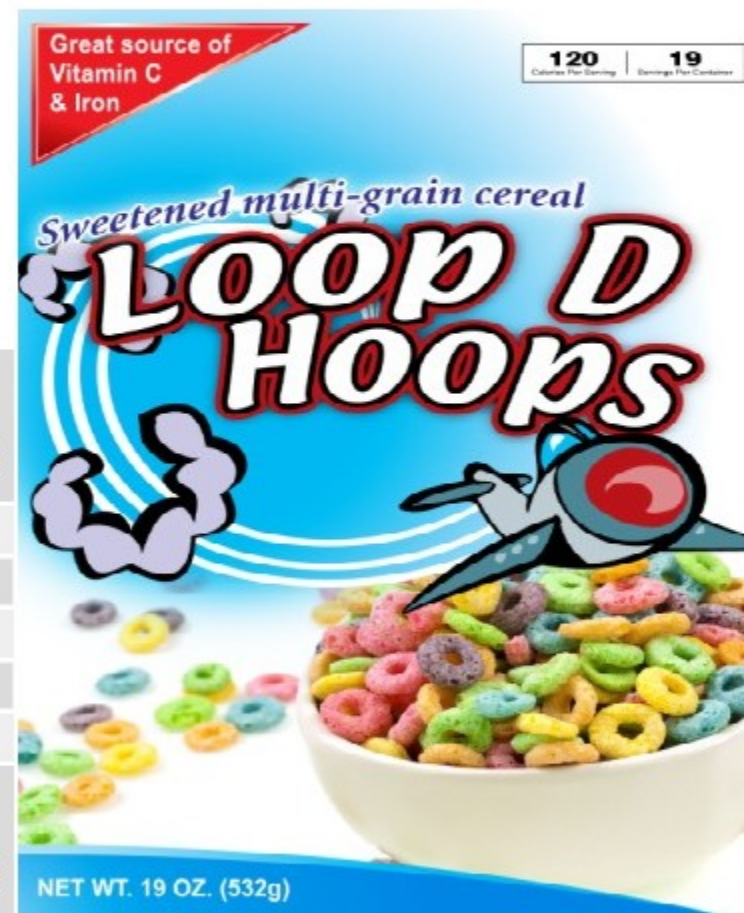
Nutrition Facts	
Serving Size 1 cup (30g)	
Amount Per Serving	
Calories 120	
<b>Total Fat</b>	2 1/2g
<b>Sodium</b>	150mg
<b>Total Carbohydrate</b>	25g
<b>Fiber</b>	1g
<b>Sugars</b>	10g
<b>Protein</b>	2g
<b>Total Fat</b>	2 1/2g
<b>Sodium</b>	150mg
<b>Total Carbohydrate</b>	25g
<b>Fiber</b>	1g
<b>Sugars</b>	10g
<b>Protein</b>	2g

[Click to enlarge](#)

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?

Please select one for each nutrient

	None or a little 1	2	3	4	A lot 5	Don't know
Calories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sugar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saturated Fat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sodium	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	None or a little 1	2	3	4	A lot 5	Don't know
Cholesterol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fiber	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Calcium	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





## Global Opinion Panels

Progress:  8

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

Please click the ">" button to continue.



Did you notice this information panel on the product packages?

Please select one

- Yes  
 No

# Healthy

**116**

Calories Per Serving

**3**

Servings Per Container

Did you find this information panel to be helpful when you selected and rated the different products?

Please select one

- Yes  
 No

# Healthy

**116**

Calories Per Serving

**3**

Servings Per Container

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

Please select one for each row

	1	2	3	4	5	
Helpful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not Helpful
Easy to Use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Hard to Use
Tries to Inform	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Tries to Sell
Trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not Trustworthy
Not too informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Informative

# Healthy

# 116

Calories Per Serving

# 3

Servings Per Container

## Global Opinion Panels

Progress:  8

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.

	Strongly disagree 1	2	3	4	Strongly agree 5
Nutrition information on the back of food packages is important to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to see more nutrition information on the front of food packages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## Global Opinion Panels

Progress:  9

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?

1 2 3 4 5

Almost nothing      A lot



## Global Opinion Panels

Thank you for taking this survey today!

Your points have been credited and you have received an entry into this month's sweepstakes drawing, with the chance to win one of over 200 prizes.

1 Prize of \$1,000  
10 Prizes of \$100  
15 Prizes of \$50  
30 Prizes of \$25  
150 Prizes of \$10

*Just so you know, in some cases it may take up to 72 hours for your points to be reflected in your online account.*

See the points you received for this survey by logging in to [your panelist website](#). Once logged in, you can also find out if other surveys are available. For questions, email [marie@synovate.net](mailto:marie@synovate.net) - when doing so, please include the topic of the survey and your username.

Thanks for your participation!



Marie Brighton  
Panel Director

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