



Thank you for signing up to participate in the 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.

Continue



Today you will be asked to view some images of food packages. We will ask you some questions about the packages that you see.

While you are looking at the images on the screen, we will be recording audio and using eye-tracking cameras to collect visual behavior data.

All of the recordings will remain confidential and your name will not be associated with any findings from this study.

Do you have any questions?

Continue



You will now be asked to view some images of food packages.

Please look at each image for as long as you like, and feel free to click on the package to view the back or side panel of the package.

Later, we will ask you some questions about the packages you see.

Do you have any questions?

Continue



Click continue to see the first packages.  
Remember, you can click on the package if  
you would like to see the back or side panel.

When you have looked at a package for as  
long as you want, just say "okay" and we'll  
move on to the next one.

Continue





**Nutrition Tips**

Each Serving (30 chips) Contains

<b>Total Fat</b>	8g
<b>Sat. Fat</b>	2g
<b>Sodium</b>	135mg
<b>Sugars</b>	0g
<b>Calories</b>	150

# CORN CHIPS

*Original Flavor*

NET WT. 10 OZ (280g)



350 CALORIES PER SERVING | 1 SERVINGS PER PACKAGE

# Turkey Breast Dinner



NET WT. 12 OZ (340g)

**Nutrition Highlights**

Calories	Total Fat	Sodium	Sugars	Fiber	Calcium
320	8g	420mg	4g	9g	400mg
16%	12%	17%	*	36%	40%

Amount and % Daily Value per serving

**Pepperoni Pizza  
with Wheat Crust**



NET WT. 12 OZ (340g)



Nutrition Rating

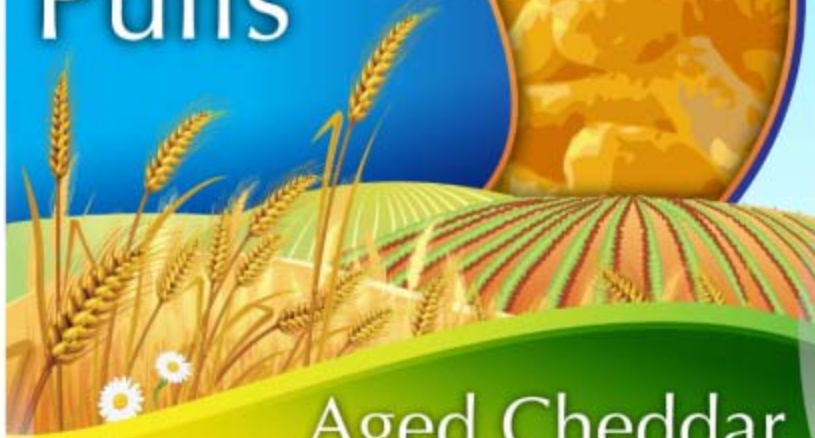


120 Calories Per Serving

MultiGrain

*Trans Fat Free*

Cheese  
Puffs



Aged Cheddar

NET WT. 3 OZ (85g)

**Calorie  
Count**

**112**

Calories Per Serving

**2128**

Calories Per Package

# Shredded Wheat

*BITE SIZE*



**TASTE AND FILLING TOO!**

NET WT. 19 OZ. (532g)



Healthy

Big  
**BOLD**  
Flavor

Contains fresh herbs

A Traditional  
**Ranch**  
Dressing

**Nutrition Tips**

Each Serving (1oz) Contains:

<b>HIGH</b>	<b>Total Fat</b>	13g
<b>MED</b>	<b>Sat. Fat</b>	2g
<b>MED</b>	<b>Sodium</b>	200mg
<b>LOW</b>	<b>Sugars</b>	2g
	<b>Calories</b>	120

1 PT 16FL OZ. 473 ml



**BAKED  
CRACKERS**

NET WT. 10 OZ (280g)



You will now be shown two products side by side.

**For each pair, which product is more healthy (nutritious), or are they about the same?**

Again, you can click on the package to see the back or side panel.

Click 'Continue' to begin and then when you are ready, just say your answer out loud.

Continue



- [Product A](#) is More Healthy
- They are about the same
- Don't Know



- [Product B](#) is More Healthy
- They are about the same
- Don't Know



- Product A** is More Healthy
- They are about the same
- Don't Know



- Product B** is More Healthy
- They are about the same
- Don't Know



Nutrition Tips	
Each Serving (1 Tbsp) Contains	
Total Fat	13g
Sat. Fat	2g
Sodium	130mg
Sugars	2g
Calories	112

1 PT 16FL OZ. 475 ml

- [Product A](#) is More Healthy
- They are about the same
- Don't Know

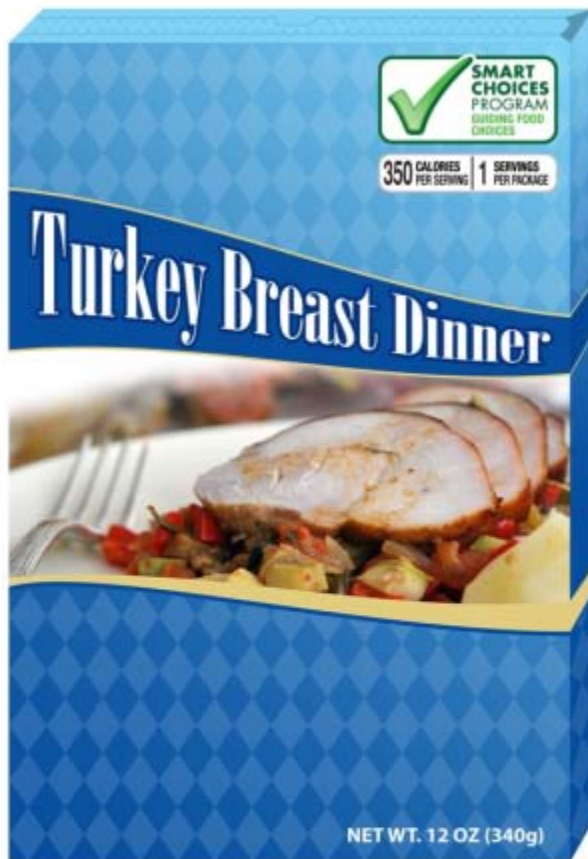


Nutrition Tips	
Each Serving (1 Tbsp) Contains	
Total Fat	13g
Sat. Fat	2g
Sodium	200mg
Sugars	2g
Calories	120

1 PT 16FL OZ. 475 ml

- [Product B](#) is More Healthy
- They are about the same
- Don't Know





- Product A is More Healthy
- They are about the same
- Don't Know



- Product B is More Healthy
- They are about the same
- Don't Know



- Product A** is More Healthy
- They are about the same
- Don't Know



- Product B** is More Healthy
- They are about the same
- Don't Know



- [Product A](#) is More Healthy
- They are about the same
- Don't Know



- [Product B](#) is More Healthy
- They are about the same
- Don't Know

### Corn Chips

## Nutrition Facts

Serving Size 28g (About 32 chips)

Serving Per Container 10

#### Amount Per Serving

**Calories** 150      Calories from Fat 72

#### % Daily Value

**Total Fat** 8g      **12%**

Saturated Fat 2g      **10%**

Trans Fat 0g

**Cholesterol** 0mg      **0%**

**Sodium** 135mg      **6%**

**Total Carbohydrate** 17g      **6%**

Dietary Fiber 1g      **4%**

Sugars 0g

**Protein** 2g

Vitamin A 12%      •      Vitamin C 0%

Calcium 15%      •      Iron 2%

### Raisin Bran

## Nutrition Facts

Serving Size 1 Cup (30g)

Serving Per Container about 19

#### Amount Per Serving

**Calories** 120      Calories from Fat 10

#### % Daily Value

**Total Fat** 1g      **2%**

Saturated Fat 0g      **0%**

Trans Fat 0g

**Cholesterol** 0mg      **0%**

**Sodium** 60mg      **3%**

**Total Carbohydrate** 25g      **8%**

Dietary Fiber 1g      **4%**

Sugars 14g

**Protein** 2g

Vitamin A 20%      •      Vitamin C 10%

Calcium 10%      •      Iron 25%

- [Product A](#) is More Healthy
- They are about the same
- Don't Know

- [Product B](#) is More Healthy
- They are about the same
- Don't Know



Now you will be asked to look at products  
and answer questions about them.

Again, you can click the image at any time to  
see the back or side panel.

Click continue to see the first question.

Continue



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?

Click continue to see the image and then say your answer out loud.

Continue

# How much Calories?



1-----2-----3-----4-----5 OR 'Don't know'  
None or a little A lot

# Total Fat



1-----2-----3-----4-----5 OR 'Don't know'  
None or a little A lot



# Sodium



1-----2-----3-----4-----5 OR 'Don't know'  
None or a little A lot

# Iron



1-----2-----3-----4-----5 OR 'Don't know'  
None or a little A lot

On a scale of 1 to 6 where 1 is not healthy (nutritious) at all and 6 is very healthy (nutritious). How healthy would you say this product is?



1-----2-----3-----4-----5-----6 OR 'Don't know'  
Not healthy at all Very healthy



On a scale of 1 to 5 where 1 means 'very likely to raise the risk' and 5 means 'very likely to lower the risk,' how likely is this product to raise or lower the risk of each of these health problems or does the product have no effect on the risk?

Click continue to see the image and then say your answer out loud.

Continue

# Heart disease



1-----2-----3-----4-----5 OR 'Don't know'

Very likely to raise risk      Somewhat likely to raise risk      No effect on the risk      Somewhat likely to lower risk      Very likely to lower risk

# High blood pressure or hypertension



1-----2-----3-----4-----5 OR 'Don't know'

Very likely to raise risk      Somewhat likely to raise risk      No effect on the risk      Somewhat likely to lower risk      Very likely to lower risk

# Diabetes or high blood sugar



1-----2-----3-----4-----5 OR 'Don't know'

Very likely to raise risk      Somewhat likely to raise risk      No effect on the risk      Somewhat likely to lower risk      Very likely to lower risk

# Cancer



1-----2-----3-----4-----5 OR 'Don't know'

Very likely to raise risk      Somewhat likely to raise risk      No effect on the risk      Somewhat likely to lower risk      Very likely to lower risk



# Obesity or overweight



1-----2-----3-----4-----5 OR 'Don't know'

Very likely to raise risk      Somewhat likely to raise risk      No effect on the risk      Somewhat likely to lower risk      Very likely to lower risk

On a scale of 1 to 6 where 1 is not tasty at all and 6 is very tasty. How tasty would you say this product is?



1-----2-----3-----4-----5-----6 OR 'Don't know'  
Not tasty at all Very tasty

How likely would you be to consider including this product in your diet if you want to eat a healthier diet?



1-----2-----3-----4-----5-----6    OR    'Don't know'

Definitely WOULD NOT consider including this product

Definitely WOULD consider including this product

On a scale of 1 to 6 where 1 is 'not helpful at all' and 6 is 'very helpful,' how helpful would you say this label is in telling you the nutritional qualities of this product ?



1-----2-----3-----4-----5-----6 OR 'Don't know'  
Not helpful at all Very helpful

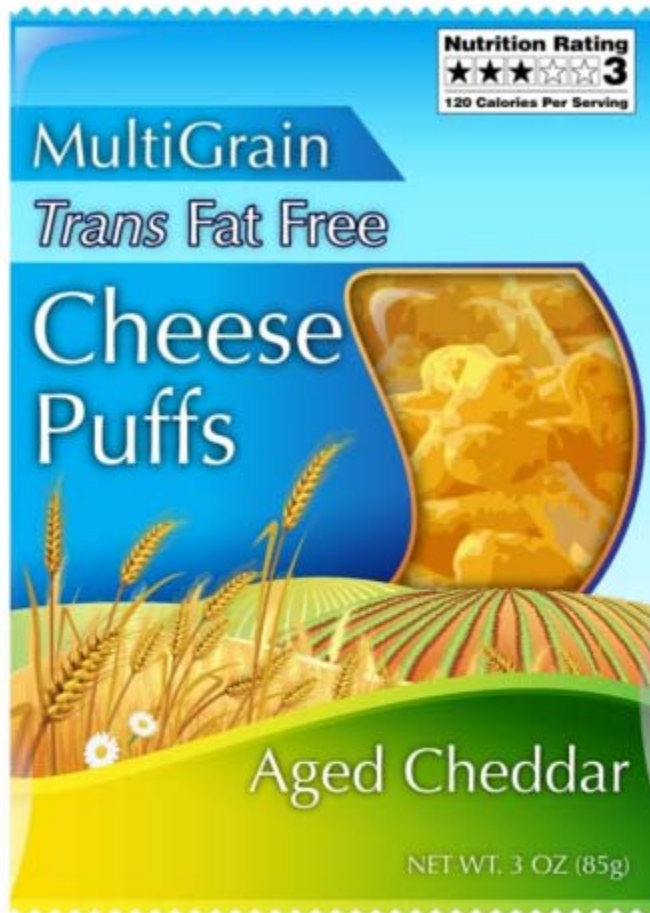


On a scale of 1 to 5 where 1 is 'none or a little' and 5 is 'a lot,' how much of each of the following things would you say this product has?

Click continue to see the image and then say your answer out loud.

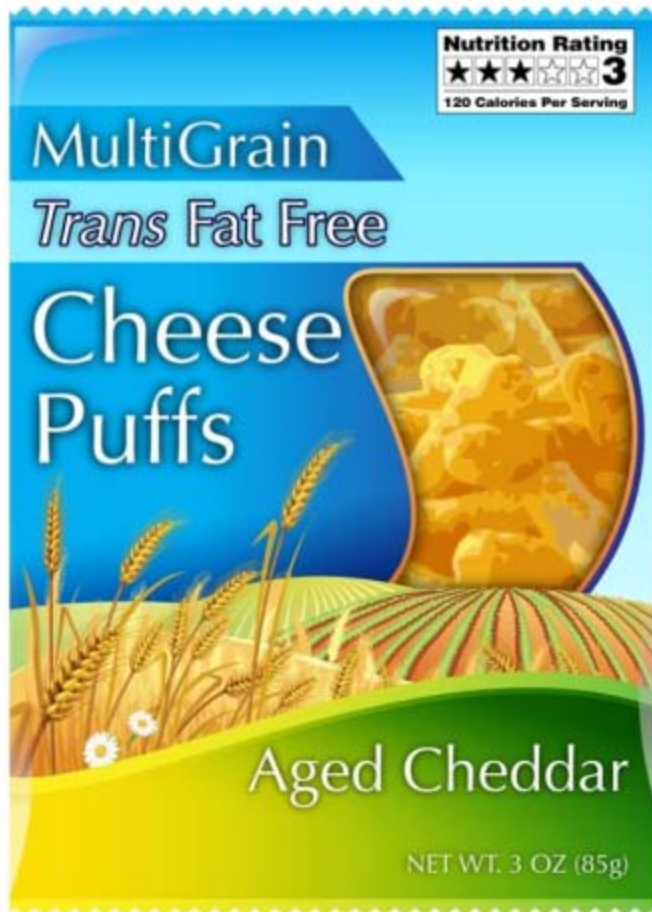
Continue

# How much Calories?



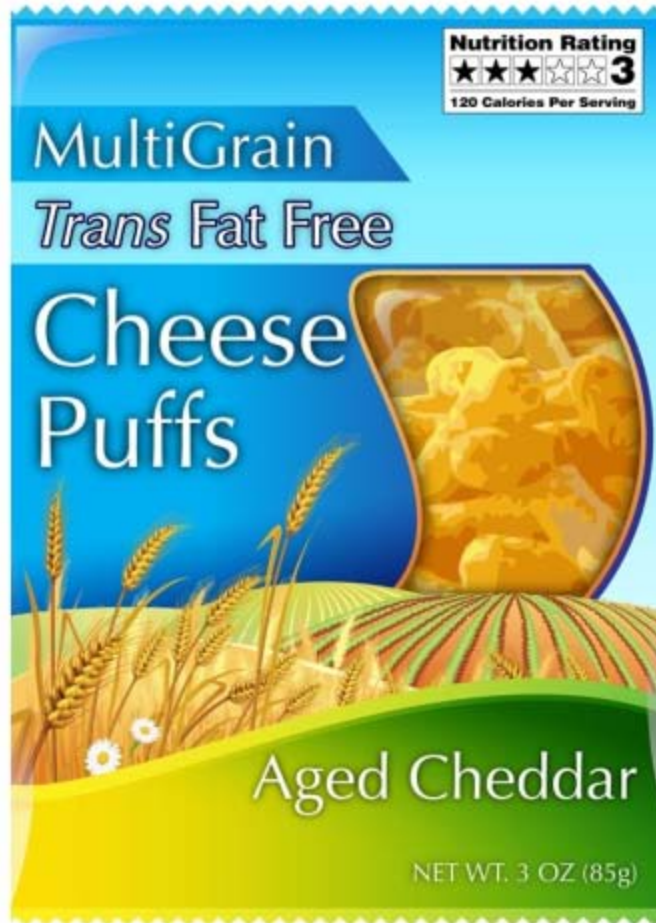
1-----2-----3-----4-----5 OR 'Don't know'  
None or a little A lot

# Total Fat



1-----2-----3-----4-----5 OR 'Don't know'  
None or a little A lot

# Sodium



1-----2-----3-----4-----5 OR 'Don't know'  
None or a little A lot

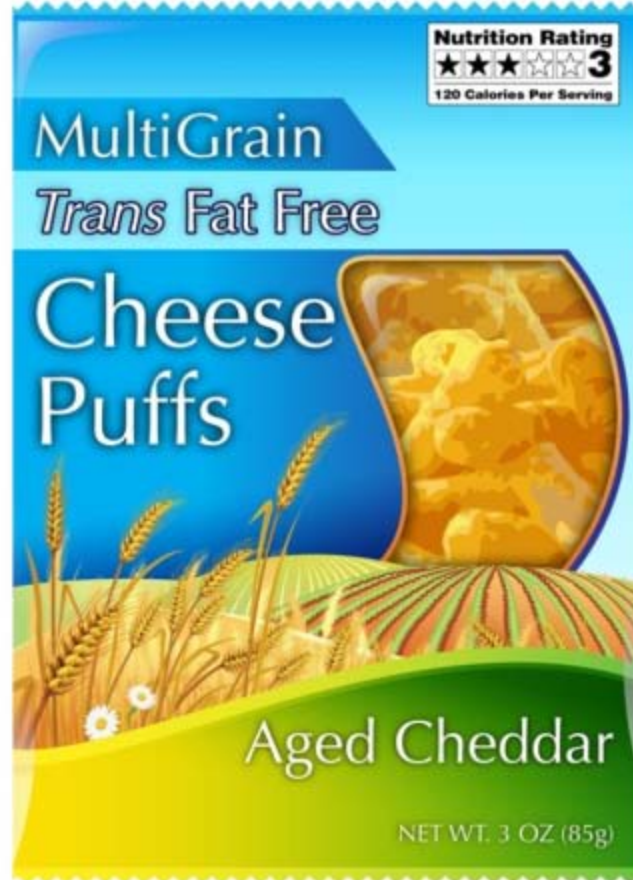


# Fiber



1-----2-----3-----4-----5 OR 'Don't know'  
None or a little A lot

On a scale of 1 to 6 where 1 is not healthy (nutritious) at all and 6 is very healthy (nutritious). How healthy would you say this product is?



1-----2-----3-----4-----5-----6 OR 'Don't know'  
Not healthy at all Very healthy



On a scale of 1 to 5 where 1 means 'very likely to raise the risk' and 5 means 'very likely to lower the risk,' how likely is this product to raise or lower the risk of each of these health problems or does the product have no effect on the risk?

Click continue to see the image and then say your answer out loud.

Continue

# Heart disease



1-----2-----3-----4-----5 OR 'Don't know'

Very likely to raise risk      Somewhat likely to raise risk      No effect on the risk      Somewhat likely to lower risk      Very likely to lower risk

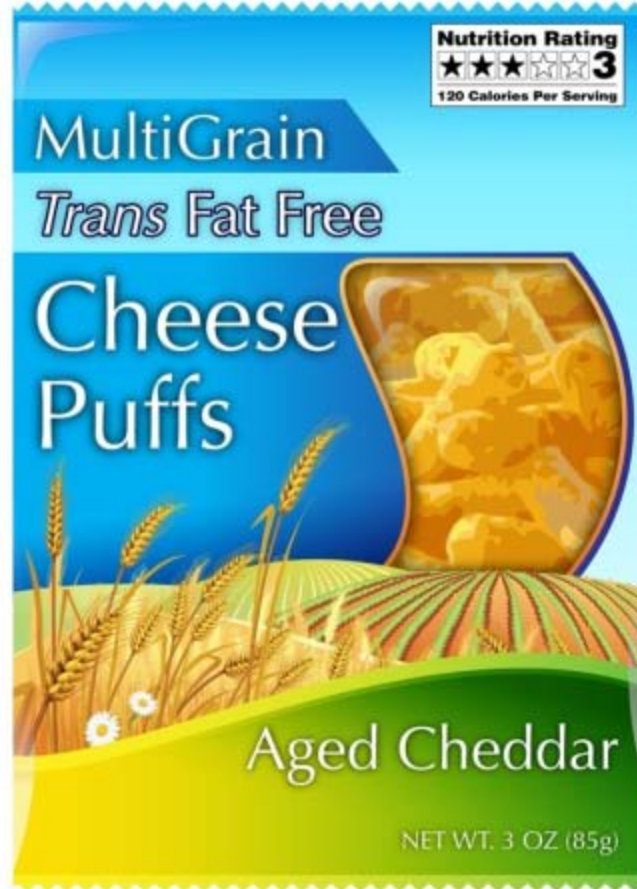
# High blood pressure or hypertension



1-----2-----3-----4-----5 OR 'Don't know'

Very likely to raise risk      Somewhat likely to raise risk      No effect on the risk      Somewhat likely to lower risk      Very likely to lower risk

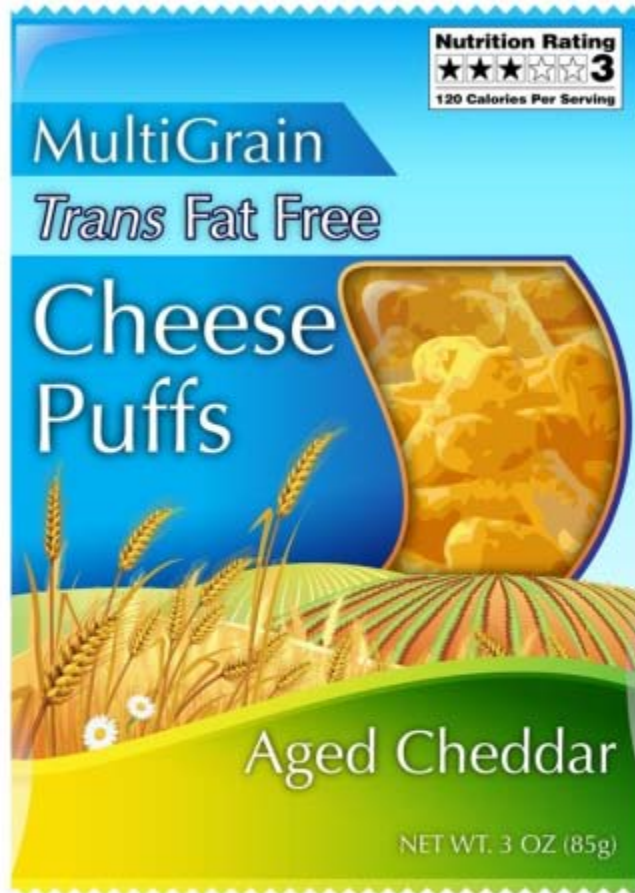
# Diabetes or high blood sugar



1-----2-----3-----4-----5 OR 'Don't know'

Very likely to raise risk      Somewhat likely to raise risk      No effect on the risk      Somewhat likely to lower risk      Very likely to lower risk

# Cancer



1-----2-----3-----4-----5 OR 'Don't know'

Very likely to raise risk      Somewhat likely to raise risk      No effect on the risk      Somewhat likely to lower risk      Very likely to lower risk

# Obesity or overweight



1-----2-----3-----4-----5 OR 'Don't know'

Very likely to raise risk      Somewhat likely to raise risk      No effect on the risk      Somewhat likely to lower risk      Very likely to lower risk



On a scale of 1 to 6 where 1 is not tasty at all and 6 is very tasty. How tasty would you say this product is?



1-----2-----3-----4-----5-----6 OR 'Don't know'  
Not tasty at all Very tasty

How likely would you be to consider including this product in your diet if you want to eat a healthier diet?



1-----2-----3-----4-----5-----6 OR 'Don't know'

Definitely WOULD NOT consider including this product

Definitely WOULD consider including this product

On a scale of 1 to 6 where 1 is 'not helpful at all' and 6 is 'very helpful,' how helpful would you say this label is in telling you the nutritional qualities of this product ?



1-----2-----3-----4-----5-----6 OR 'Don't know'  
Not helpful at all Very helpful



Please look at this label for as long as you like.  
The next six questions will be about this label...

<b>Nutrition Facts</b>	
Serving Size 1/2 Cup	
Serving Per Container 4	
<b>Amount Per Serving</b>	
<b>Calories</b> 250	Calories from Fat 120
<b>% Daily Value*</b>	
<b>Total Fat</b> 13g	<b>20%</b>
Saturated Fat 9g	<b>40%</b>
Trans Fat 0g	
<b>Cholesterol</b> 28mg	<b>12%</b>
<b>Sodium</b> 55mg	<b>2%</b>
<b>Total Carbohydrate</b> 30g	<b>12%</b>
Dietary Fiber 2g	<b>8%</b>
Sugars 23g	
<b>Protein</b> 4g	

**INGREDIENTS:** CREAM, SKIM MILK, LIQUID SUGAR, WATER, EGG YOLKS, BROWN SUGAR, MILKFAT, PEANUT OIL, SUGAR, BUTTER, SALT, CARRAGEENAN, VANILLA EXTRACT.

If you eat the entire container, how many calories will you eat?

OK



## Nutrition Facts

Serving Size 1/2 Cup  
Serving Per Container 4

Amount Per Serving	
<b>Calories</b> 250	Calories from Fat 120
% Daily Value*	
<b>Total Fat</b> 13g	<b>20%</b>
Saturated Fat 9g	<b>40%</b>
Trans Fat 0g	
<b>Cholesterol</b> 28mg	<b>12%</b>
<b>Sodium</b> 55mg	<b>2%</b>
<b>Total Carbohydrate</b> 30g	<b>12%</b>
Dietary Fiber 2g	<b>8%</b>
Sugars 23g	
<b>Protein</b> 4g	

**INGREDIENTS:** CREAM, SKIM MILK, LIQUID SUGAR, WATER, EGG YOLKS, BROWN SUGAR, MILKFAT, PEANUT OIL, SUGAR, BUTTER, SALT, CARRAGEENAN, VANILLA EXTRACT.

If you are allowed to eat 60 grams of carbohydrates as a snack, how much of this product could you have?

OK



## Nutrition Facts

Serving Size 1/2 Cup  
Serving Per Container 4

Amount Per Serving	
<b>Calories</b> 250	Calories from Fat 120
<b>% Daily Value*</b>	
<b>Total Fat</b> 13g	<b>20%</b>
Saturated Fat 9g	<b>40%</b>
Trans Fat 0g	
<b>Cholesterol</b> 28mg	<b>12%</b>
<b>Sodium</b> 55mg	<b>2%</b>
<b>Total Carbohydrate</b> 30g	<b>12%</b>
Dietary Fiber 2g	<b>8%</b>
Sugars 23g	
<b>Protein</b> 4g	

**INGREDIENTS:** CREAM, SKIM MILK, LIQUID SUGAR, WATER, EGG YOLKS, BROWN SUGAR, MILKFAT, PEANUT OIL, SUGAR, BUTTER, SALT, CARRAGEENAN, VANILLA EXTRACT.

If your doctor advises to reduce the amount of saturated fat in your diet. You usually have 42 grams of saturated fat each day, which includes 1 serving of this product. If you stop eating this product, how many grams of saturated fat would you be consuming each day?

OK



## Nutrition Facts

Serving Size 1/2 Cup  
Serving Per Container 4

Amount Per Serving	
<b>Calories</b> 250      Calories from Fat 120	
% Daily Value*	
<b>Total Fat</b> 13g	<b>20%</b>
Saturated Fat 9g	<b>40%</b>
Trans Fat 0g	
<b>Cholesterol</b> 28mg	<b>12%</b>
<b>Sodium</b> 55mg	<b>2%</b>
<b>Total Carbohydrate</b> 30g	<b>12%</b>
Dietary Fiber 2g	<b>8%</b>
Sugars 23g	
<b>Protein</b> 4g	

**INGREDIENTS:** CREAM, SKIM MILK, LIQUID SUGAR, WATER, EGG YOLKS, BROWN SUGAR, MILKFAT, PEANUT OIL, SUGAR, BUTTER, SALT, CARRAGEENAN, VANILLA EXTRACT.

If you usually eat 2,500 calories in a day, what percentage of your daily value of calories will you be eating if you eat one serving of product?

OK



## Nutrition Facts

Serving Size 1/2 Cup  
Serving Per Container 4

Amount Per Serving	
<b>Calories</b> 250	Calories from Fat 120
<b>% Daily Value*</b>	
<b>Total Fat</b> 13g	<b>20%</b>
Saturated Fat 9g	<b>40%</b>
Trans Fat 0g	
<b>Cholesterol</b> 28mg	<b>12%</b>
<b>Sodium</b> 55mg	<b>2%</b>
<b>Total Carbohydrate</b> 30g	<b>12%</b>
Dietary Fiber 2g	<b>8%</b>
Sugars 23g	
<b>Protein</b> 4g	

**INGREDIENTS:** CREAM, SKIM MILK, LIQUID SUGAR, WATER, EGG YOLKS, BROWN SUGAR, MILKFAT, PEANUT OIL, SUGAR, BUTTER, SALT, CARRAGEENAN, VANILLA EXTRACT.

Pretend that you are allergic to the following substances: penicillin, peanuts, latex gloves, and bee stings. Is it safe for you to eat this product?

Yes

No

Don't know

OK





Next, we have some questions about one of the products you saw.

Click continue to begin.

Continue

Study Questions

Page 1 of 1

Please answer the following questions about the type of food shown here.



Cheese Puffs

Cheese Puffs

### Nutrition Facts

Serving Size 1 Cup (28g)  
Serving Per Container about 3

Amount Per Serving		% Daily Value	
<b>Calories</b> 350		<b>Calories from Fat</b> 30	
<b>Total Fat</b> 3g <b>5%</b>			
Saturated Fat 1g <b>3%</b>			
Trans Fat 0g			
<b>Cholesterol</b> 0mg <b>0%</b>			
<b>Sodium</b> 360mg <b>15%</b>			
<b>Total Carbohydrate</b> 18g <b>8%</b>			
Dietary Fiber 3g <b>12%</b>			
Sugars 2g			
<b>Protein</b> 0g			
Vitamin A 1%		Vitamin C 10%	
Calcium 10%		Iron 2%	

2. How often do you eat this type of food in a typical month?

- Every day or nearly every day
- 2 - 3 times a week
- Once a week
- Less than once a week
- Several times
- Hard to know

3. In the past six months, did you purchase (shop for, read, receive, or taste) any of this type of food that you did?

- All
- Most
- Some
- None
- Hard to know

4. Think about shopping for this type of food at the store. Do you usually buy it in 1 to 4 ounce (1 to 113g) packages, 5 to 9 ounce (142 to 255g) packages, or 10 to 16 ounce (283 to 454g) packages?

	1 - 4 oz (113g) packages	5 - 9 oz (142 to 255g) packages	10 - 16 oz (283 to 454g) packages	Don't know
None	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Most	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Some	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hard to know	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. At the store, how often do you read labels on this type of food's container, box, package, or product information?

- Always
- Occasionally
- Hardly ever
- Never
- Don't know

6. When you buy this type of food for the first time, how often do you read the label to find out how much it has in terms of calories, fat, sodium, or vitamins?

- Always
- Occasionally
- Hardly ever
- Never
- Don't know

7. On a scale of 1 to 5 where 1 is very helpful and 5 is not helpful at all, how helpful would you say the label is in helping you make the additional quality of this product?

- 1 - Not helpful at all
- 2
- 3
- 4
- 5 - Very helpful
- Don't know

Discussion Question: Please respond verbally.

A few minutes ago, you were asked how helpful this product was and how much the product has in terms of calories, fat, sodium, and vitamins. How did you feel about finding the information you needed to answer these questions, was it easy or hard? Can you say more?

Submit



You have completed all tasks.

Thank you for your time.

Continue