



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







350 CALORIES
PER SERVING | 1 SERVINGS
PER PACKAGE

Turkey Breast Dinner



NET WT. 12 OZ (340g)



Nutrition Rating

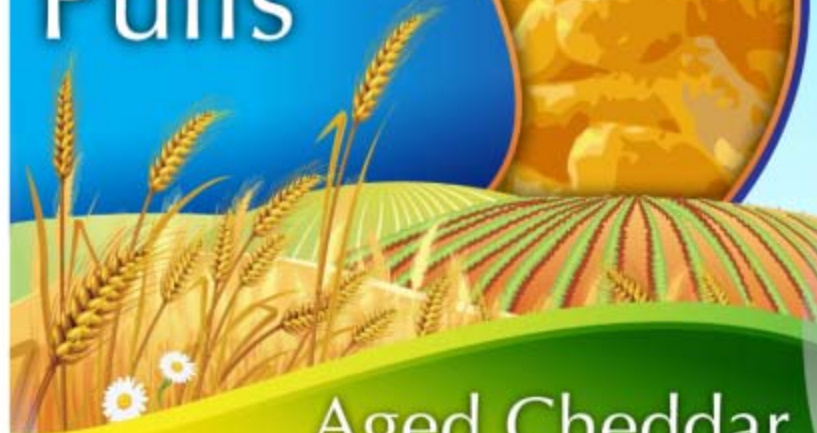


120 Calories Per Serving

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

Heart Healthy

**100%
Natural**



TASTEE AND FILLING TOO!

NET WT. 19 OZ. (532g)







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



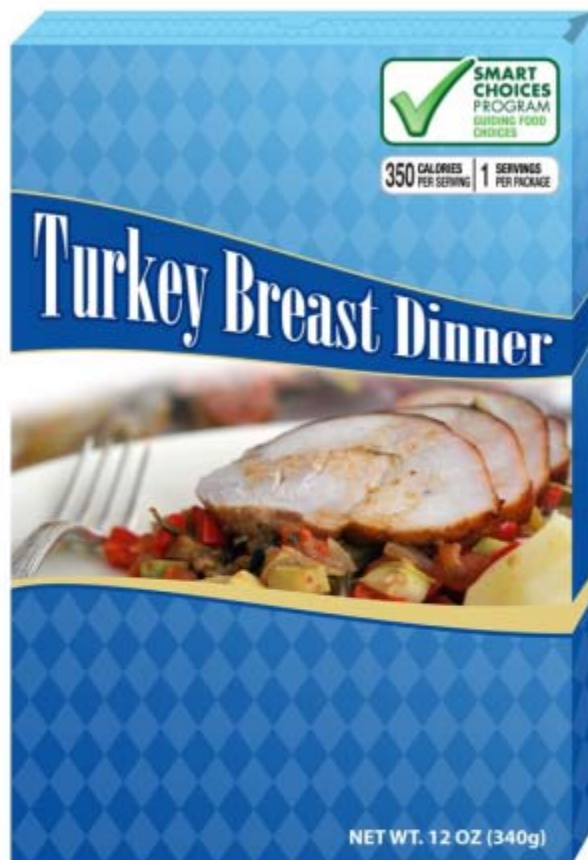
- ☐ [Product B](#) is More Healthy
- ☐ They are about the same
- ☐ Don't Know



- ☐ [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



- ☐ [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 <u>raise</u> risk	Somewhat likely to <u>raise</u> risk	No effect on the risk	Somewhat likely to <u>lower</u> risk	Very likely to <u>lower</u> 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

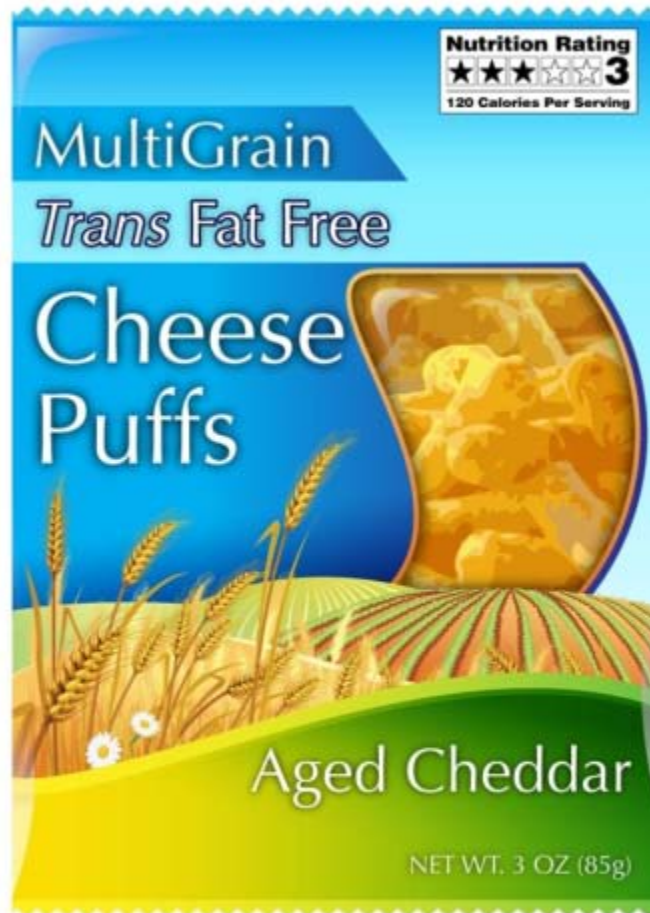


On a scale of 1 to 5 where 1 is 'none or a little' and 5 is 'a lot,' how much of each of the following things would you say this product has?

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

Continue

How much Calories?



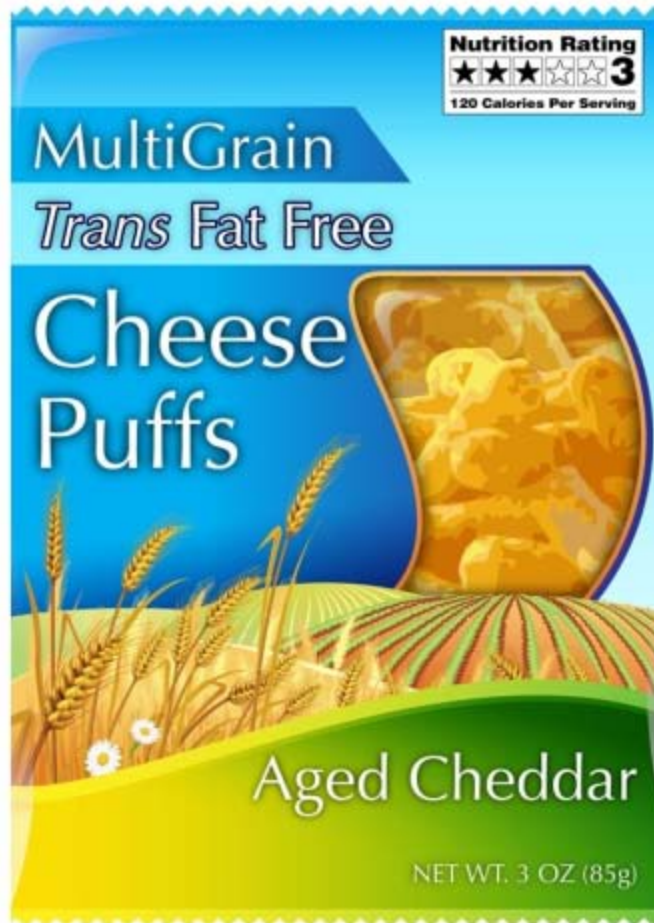
1-----2-----3-----4-----5 OR 'Don't know'
None or a little A lot

Total Fat



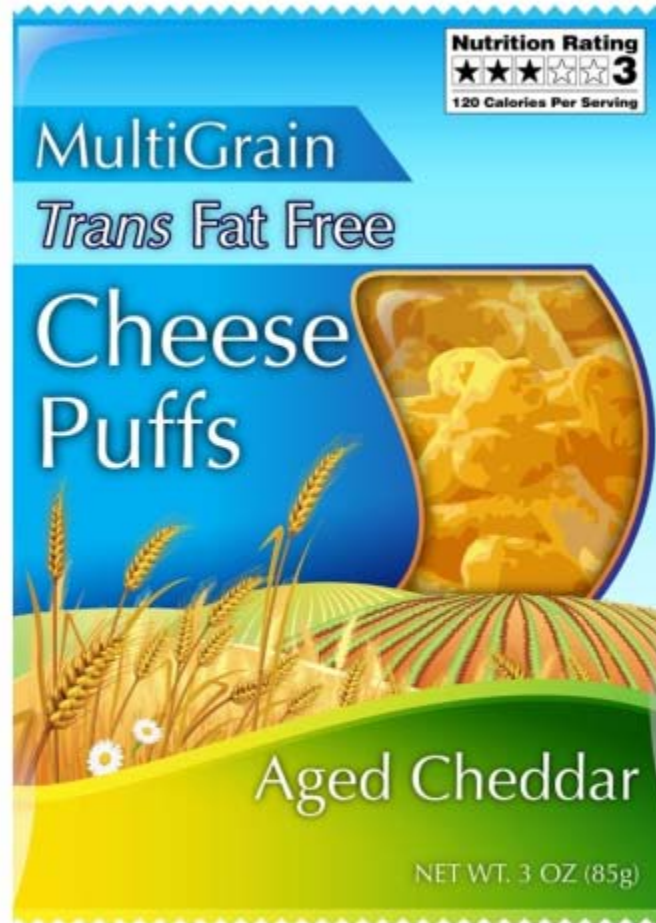
1-----2-----3-----4-----5 OR 'Don't know'
None or a little A lot

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 <u>raise</u> risk	Somewhat likely to <u>raise</u> risk	No effect on the risk	Somewhat likely to <u>lower</u> risk	Very likely to <u>lower</u> risk		

High blood pressure or hypertension



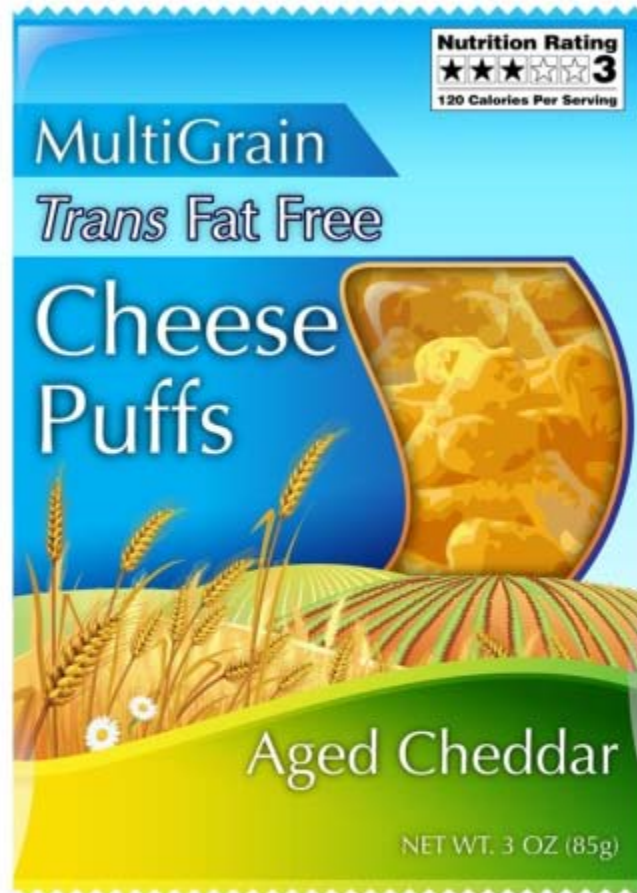
1	2	3	4	5	OR	'Don't know'
Very likely to <u>raise</u> risk	Somewhat likely to <u>raise</u> risk	No effect on the risk	Somewhat likely to <u>lower</u> risk	Very likely to <u>lower</u> risk		

Diabetes or high blood sugar



1	2	3	4	5	OR	'Don't know'
Very likely to <u>raise</u> risk	Somewhat likely to <u>raise</u> risk	No effect on the risk	Somewhat likely to <u>lower</u> risk	Very likely to <u>lower</u> risk		

Cancer



1	2	3	4	5	OR	'Don't know'
Very likely to <u>raise</u> risk	Somewhat likely to <u>raise</u> risk	No effect on the risk	Somewhat likely to <u>lower</u> risk	Very likely to <u>lower</u> risk		

Obesity or overweight



1	2	3	4	5	OR	'Don't know'
Very likely to <u>raise</u> risk	Somewhat likely to <u>raise</u> risk	No effect on the risk	Somewhat likely to <u>lower</u> risk	Very likely to <u>lower</u> 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...

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

Calories 250 Calories from Fat 120

% Daily Value*

Total Fat 13g **20%**

Saturated Fat 9g **40%**

Trans Fat 0g

Cholesterol 28mg **12%**

Sodium 55mg **2%**

Total Carbohydrate 30g **12%**

Dietary Fiber 2g **8%**

Sugars 23g

Protein 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

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

Calories 250 Calories from Fat 120

% Daily Value*

Total Fat 13g **20%**

Saturated Fat 9g **40%**

Trans Fat 0g

Cholesterol 28mg **12%**

Sodium 55mg **2%**

Total Carbohydrate 30g **12%**

Dietary Fiber 2g **8%**

Sugars 23g

Protein 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

Calories 250 Calories from Fat 120

% Daily Value*

Total Fat 13g **20%**

Saturated Fat 9g **40%**

Trans Fat 0g

Cholesterol 28mg **12%**

Sodium 55mg **2%**

Total Carbohydrate 30g **12%**

Dietary Fiber 2g **8%**

Sugars 23g

Protein 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

Nutrition Facts

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

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

Cheese Puffs

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
☐ Rarely or not at all
☐ I don't know

3. In the past six months, did you yourself shop for all, most, some, or none of this type of food that you ate?

- ☐ All
☐ Most
☐ Some
☐ None
☐ I don't know

4. Think about shopping for this type of food at the store. On a scale of 1 to 5 where 1 is not important at all and 5 is very important, how important is each of the factors listed below?

	1 - Not important at all	2	3	4	5 - Very important	Don't know
Price	5	5	5	5	5	5
Brand	5	5	5	5	5	5
Availability in convenient locations	5	5	5	5	5	5
Taste	5	5	5	5	5	5

5. At the store, how often do you read labels on this type of food? Do you compare how healthy or nutritious different products are?

- ☐ 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 things like 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 this label is in making one of the additional questions 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 nutritious this product was and how much this product has in things like calories, fat, sodium, and vitamins. How did you feel about finding the information you needed to answer those questions, was it easy or hard? Can you say more?

Submit



You have completed all tasks.

Thank you for your time.

Continue