Experimental Study on Consumer Responses to Nutrition Facts Labels with Various Footnote Formats and Declaration of Amount of Added Sugars

0910-NEW

SUPPORTING STATEMENT

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Appendix A. List of Footnotes and Sample Food Labels

In the experimental conditions, each of the following nine footnotes will appear in the footnote area beneath the list of vitamins and minerals and will be preceded by an asterisk, as shown below in the sample label for a hypothetical frozen meal product.

Frozen Meal X

Servings Per Conta	tainer (241g) ainer 1
Amount Per Serving	
Calories 310	Calories from Fat 45
	% Daily Value
Total Fat 5g	8%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 25m	g 8 %
Sodium 470mg	20%
Total Carbohydi	rate 45g 15%
Dietary Fiber 6g	24%
Sugars 3g	
Protein 20g	
Vitamin A	10%
Vitamin C	40%
Calcium	10%
Iron	15%
above that one serving of	amount of a nutrient listed of this product contributes to the s LOW and 20% or more is HIGH
	t is often used as the basis for however, individual calorie

Footnote 1 (shown in the example above):

The % Daily Value is the amount of a nutrient listed above that one serving of this product contributes to the daily diet— 5% or less is LOW and 20% or more is HIGH.

A 2,000 calorie daily diet is often used as the basis for general nutrition advice; however, individual calorie needs vary.

Footnote 2:

The % Daily Value is the amount of a nutrient listed above that one serving of this product contributes to the daily diet— 5% or less is LOW and 20% or more is HIGH.

Footnote 3:

The % Daily Value is the amount of a nutrient listed above that one serving of this product contributes to the daily diet.

Footnote 4:

5% or less is LOW and 20% or more is HIGH.

Footnote 5:

FDA considers 5% or less as LOW and 20% or more as HIGH.

Footnote 6:

The % Daily Value is the amount of a nutrient listed above that one serving of this product contributes to the daily diet— FDA considers 5% or less as LOW and 20% or more as HIGH.

A 2,000 calorie daily diet is often used as the basis for general nutrition advice; however, individual calorie needs vary.

Footnote 7: Same text as Footnote 1 with formatting modifications (shown in the example below)

Frozen Meal X

Amount Per Serving		
Calories 310	Calories	from Fat 45
	%	Daily Value
Total Fat 5g		8%
Saturated Fat 1g		5%
Trans Fat 0g		
Cholesterol 25mg		8%
Sodium 470mg		20%
Total Carbohydrat	te 45g	15%
Dietary Fiber 6g		24%
Sugars 3g		
Protein 20g		
Vitamin A		10%
Vitamin C		40%
Calcium		10%
Iron		15%
* The % Daily Value is the a above that one serving of the daily diet — 5% or less	this product	utrient listed
	ore is HIGH.	

Footnote 8 (Control 1, the current footnote, per 21 CFR § 101.9(d)(9)(i)): Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500	
Total Fat	Less than	65g	80g	
Sat Fat	Less than	20g	25g	
Cholesterol	Less than	300mg	300mg	
Sodium	Less than	2,400mg	2,400mg	
Total Carbohydrate		300g	375g	
Dietary Fiber		25g	30g	

Footnote 9 (Control 2): No footnote (i.e., no asterisk or text).

Appendix B. Sample Food Label: Added Sugars Declaration

The label format that includes an added sugars declaration is shown below.

Cereal X

Nutrition Serving Size 1 cup (3 Servings Per Container	
Amount Per Serving	
Calories 190	Calories from Fat 20
	% Daily Value
Total Fat 2g	3%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 120mg	5%
Total Carbohydrat	te 40g 13%
Dietary Fiber 6g	24%
Sugars 5g	
Added Sugars 0	g
Protein 4g	
Vitamin A	15%
Vitamin C	3%
Calcium	2%
Iron	25%

Appendix C. Cognitive Interview Screener

Hello, my name is xxx and I work for Synovate, a local research firm. We're doing research for the Food and Drug Administration about food labels and nutrition. If you are eligible and you agree to participate, we will give you \$75 to complete an in-person interview that should last about an hour. In order to find out if you are eligible to be interviewed, I'd like to get some background information.

Before I proceed, I must make sure that you are at least 18 years old.

UNDER 18:___: [THANK AND END]

18 OR OLDER ::
1. Do you work either full- or part-time in health services research, or for a food or nutrition company? YES:: [THANK AND END] NO::
2. In an average week, how many hours would you say you use the Internet? NONE: : [THANK AND END] 1 HOUR AND MORE: : DON'T KNOW:: [THANK AND END]
3. [RECORD GENDER. IF NOT OBVIOUS, ASK; RECRUIT 4-5 OF EACH] Are you male or female? FEMALE :: MALE ::
4. What is your age? [CODE INTO ONE OF THE FOLLOWING CATEGORIES] 18-24:: 25-39:: 40-54:: 55-64:: 65 OR OLDER:: [RECRUIT A MIX]
5. What is the highest level of education that you have completed? [CODE INTO ONE OF THE FOLLOWING CATEGORIES] LESS THAN A HIGH SCHOOL DIPLOMA :: HIGH SCHOOL GRADUATE OR GED :: SOME COLLEGE, ASSOCIATES DEGREE :: COLLEGE GRADUATE :: ADVANCED DEGREE :: [RECRUIT 2 WITH HIGH SCHOOL DIPLOMA OR LESS]
6. Are you of Hispanic or Latino origin?

YES: : NO: :
7. What is your race? You may choose one or more categories as they apply. WHITE::
BLACK OR AFRICAN AMERICAN ::
ASIAN::
NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER::
AMERICAN INDIAN OR ALASKA NATIVE
SOME OTHER RACE (specify) RECRUIT 3-4 WHO ARE NOT WHITE]
REGRETT 5 4 WITO THE NOT WITTE,
7. What is your occupation?
NVITATION
IF ELIGIBLE AND QUOTA REMAINS UNFILLED]
Thank you for answering all my questions. I'd like to invite you to participate in an in-person nterview that will take about an hour to complete. We'll pay you \$75 for your time with us. Let ne give you some available times and you tell me what would be best for you.
NTERVIEW DATE AND TIME: The interview will be held at (location). I would like to send you directions. Where can I send hem? Also, may I please have your phone number in case we need to get hold of you for any leason?
COLLECT RESPONDENT NAME, ADDRESS (AND EMAIL ADDRESS, IF APPLICABLE) AND PHONE
Name:
Address:
City: State: Zip Code:
Phone:

In case you need to contact me for any reason, you can reach me at 1-800-xxx-xxxx.

Appendix D. Questionnaire

FDA Experimental Study on Consumer Responses to Nutrition Facts Labels with Various Footnote Formats and Disclosure of Amounts of Micronutrients Draft Questionnaire As of October 2011

Form Approved: OMB No. 0910-xxxx

Expiration Date: xx/xx/201x

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/PRA Comments/HFS-24 5100 Paint Branch Parkway College Park, MD 20740-3835.

Study Introduction:

Thank you for agreeing to participate. The following questions are about common food products and nutrition labels you might see on these products. It usually takes about 15 minutes to answer all the questions. The information you provide will be kept strictly confidential.

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

[Time will be recorded by section and/or item once the respondent begins the survey. Please note that the section headings, question numbering, and bracketed comments included in this proposed questionnaire will not be seen by the respondent.]

Section A. Two-Product Comparison Task

Please take a moment to look at the nutrition labels for these two <cereals/yogurts>.

[SHOW A PAIR OF NUTRITION FACTS LABELS FOR TWO CEREALS OR TWO YOGURTS]

A1. Based on what you see on these labels, which one of these <cereals/yogurts> is healthier?

 [Food - Left]
 [Food - Right]
I see no difference

Section B. Single-Product Task

Now, please take a moment to look at this next product. This is a different product from the ones you saw on the previous screen.

[SHOW A SINGLE NUTRITION FACTS LABEL]

The following questions are about <this cereal/yogurt/frozen meal> [OR] <these crackers>. You will be able to view the label while answering these questions.

B1. Based on what you see on the label, how healthy would you say <this cereal/yogurt/frozen meal> is [OR] <these crackers are>? Use a scale of 1 to 5, where 1 means "Not at all healthy" and 5 means "Very healthy."

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

B2. If you were trying to avoid **heart disease**, how likely would you be to include this product as part of your diet? [ROTATE B2-B5]

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

B3. If you were trying to avoid **diabetes**, how likely would you be to include this product as part of your diet?

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

B4. If you were trying to avoid **gaining weight**, how likely would you be to include this product as part of your diet?

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

B5.	If you were trying to avoid tooth decay or cavities , how likely would you be to includ	de
	this product as part of your diet?	

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

B6. How much of each of the following things would you say this product has? [ROTATE ITEMS]

	None or very little 1	2	3	4	A lot
Calories					
Saturated Fat					
Sodium					
Sugars					
Calcium					

<u>Section C. Comprehension – Percent Daily Value</u> [CONTINUE TO SHOW SAME NUTRITION FACTS LABEL AS IN PREVIOUS SECTION]

C1.	How would you rate this product as a source of Vitamin A ?
	ExcellentGoodFairPoorDon't know
C2.	How would you rate this product as a source of Vitamin C ?
	ExcellentGoodFairPoorDon't know
C3.	How would you rate this product as a source of Dietary Fiber ? Excellent

Fair									
Poor									
Don't know									
C4. Would you agree or disagree v	vith the follo	wing statement	s about this pro	duct?					
		T	1						
	Agree	Disagree	Neither agree nor disagree	Don't know					
This product could be									
described as "low-fat"									
This product could be									
described as "low in sodium"									
Section D. Comprehension – Suga	<u>ars</u>								
NT		1 . 1							
Next, we'd like to ask a couple of qu	uestions abou	it this beverage	•						
	OFF1 AND	D EO 1							
[SHOW LABEL. ROTATE ORDER	R OF ET AIN.	D E2.]							
D1. How many grams of Sugars a	re in one cers	zing of this boy	orago?						
D1. How many grains of Sugars a	ie ili olie sei v	ing of this bev	erage:						
grams									
Don't know									
Don't know									
D2. How many grams of Total Ca	rbohydrate	are in one servi	ng of this bever	age?					
3 0	J		O	0					
grams									
☐ Don't know									

___Good

SECTION E. LABEL RATINGS

The next questions are about the food label itself.

When answering these questions, please focus on the part of the label that is inside the blue box shown below.

[INSERT ONE ASSIGNED IMAGE. TWO EXAMPLES INCLUDED BELOW.]



Fat 45 Value 8% 5% 8% 20%
8% 5% 8%
5% 8%
8%
20%
15%
24%
10%
40%
10%
2

	Not at all	2	2	4	Very	Don't
	1		3	4	5	know
E1. How hard is it to understand						
the information shown in						
the blue box?						
E2. How useful is the						
information in the blue box						
to you personally?						
E3. How believable is the						
information in the blue box?						

[CONTINUE TO DISPLAY IMAGE]

E4. Thinking about the information shown in the blue box, how helpful is this information for doing the following things?

	Not at all helpful 1	2	3	4	Very helpful 5	Don't know
For planning a healthy diet?						
For determining the healthfulness of the food?						
For deciding how much of this food you should eat?						
[Skip if footnote condition has been assigned] For determining the amount of						
sugar in the food?						

Section F. Consumption/Purchase of Foods and Typical Food Label Use

The following questions are not based on the nutrition labels shown in the previous questions.

F1. During the past 30 days, about how often did you eat these types of foods? Please select one answer for each food.

	Not at all	1-2 times per week	3-4 times per week	5 or more times per week	Don't know
Yogurt				•	
Cereal					
Frozen meals					
Crackers					

F2. During the past 30 days, about how often did you yourself BUY these types of foods?

		Less than		More than once	Don't
	Not at all	once a week	Once a week	a week	know
Yogurt					
Cereal					
Frozen meals					
Crackers					

F3. When you buy a food produ label?	ct for the f	irst time, l	now often d	o you read t	he Nutritior	n Facts
Often Sometimes Rarely Never [Skip next questi Don't know	on grid]					
F4. When you look at Nutrition following ways?	Facts labe	ls, how oft	en, if at all,	do you use t	the labels in	the
		Often S	ometimes	Rarely	Never	Don't know
To see how high or low the food i	II.					
things like calories, salt, vitamins. To compare different types of foo						
each other	ids to					
To compare similar types of food	with					
each other						
To see if something said in advert	tising					
or on the package is actually true						
To figure out how much of the for product you or your family should						
product you or your raining should	a cat				<u> </u>	
F5. In the last two weeks, has the or eat a food product becauseYesNoDon't know F6. How much do you agree or one answer for each statement.	e you read disagree w	the nutriti	on label?			
			Noithon			ı
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	No opinion
I am confident that I know						
how to choose healthy foods.						
The information on the food label is hard for me to						
understand.						

			Neither			
	Strongly	Somewhat	Agree nor	Somewhat	Strongly	No
	Agree	Agree	Disagree	Disagree	Disagree	opinion
It takes too much time to read						
the food label.						
I'm not that interested in the						
nutrition information on the						
food label.						
When I use food labels, I make						
better food choices.						
The nutrition information on						
food labels is useful to me.						

	e nutrition information on displaying displa						
F7.	roduct. Whi						
	Enriched Flour Vegetable Oil Brown Sugar Corn Syrup Dextrose High Fructose Corn Syr Salt Honey Molasses Cinnamon	rup					
	Baking SodaAll of the aboveNone of the aboveDon't know						
<u>Sect</u>	ion G. Dietary Awareness a	and Interes	<u>sts</u>				
	nave one final set of question tion and health.	s about you	and your h	ealth, since	this is a su	rvey about	
G1.	Do you consider yourself to	be overwe	ight, underv	weight, or a	bout the rig	ht weight?	
	OverweightUnderweightAbout the right weightPrefer not to answer						

G2.	Have you ever been told by a doctor or other healthcare professional that you have any of the following health conditions high blood pressure, diabetes, high cholesterol, heart disease, obesity, overweight, or cancer? We don't need to know which condition, just whether you have ANY of them.					
	Yes No Prefer not to answer					
G3.	3. During the past 3 months, have you diet?	been trying	g to limit or cu	ıt down on these thing	s in your	
		Yes	No	Prefer not to answer		
	Fat	103	110	Tieler not to unswer		
	Carbs or carbohydrates					
	Sodium or salt					
	Calories					
	Cholesterol					
	Sugar					
G4.	4. About how many calories do you the needs to consume in a day to maintateLess than 500 calories500-1000 calories1001-1500 calories1501-2000 calories2001-2500 calories2501-3000 caloriesMore than 3000 caloriesDon't know	-		gender, and physical a	activity	
G5.	5. In a typical week during the past 30 moderate or vigorous physical activyard work for at least 30 minutes? Please enter a number ranging from Prefer not to answer	ities such as	s brisk walkir	ng, jogging, biking, aer		

Section H. Health Status and Demographics

H1.	In what year were you born?
	Prefer not to answer
∃2.	Are you male or female?
	Male Female
	Prefer not to answer
НЗ.	How tall are you without your shoes on? Please enter your height in the spaces below
	Feet Inches Prefer not to answer
H4.	How much do you weigh without your shoes on? Please enter your weight in the space below.
	Pounds Prefer not to answer
H5.	What is the highest degree or level of school you have COMPLETED? Please select one.
	Less than 9 th grade
	9 th grade to 12 th grade, NO DIPLOMA High school graduate - DIPLOMA or GED
	Some college or Associate degree
	Bachelor's degree Graduate or professional degree
	Prefer not to answer
H6.	Are you of Hispanic or Latino origin? Please select one.
	Yes
	No
	Prefer not to answer
H7.	What race do you consider yourself to be? Please select one or more.
	American Indian or Alaska Native Asian
	Black or African American

Native Hawaiian or other Pacific IslanderWhiteOtherPrefer not to answer
FOR PRETESTS ONLY
P1. If you have any comments about this survey, please provide them in the space below.
[PROVIDE SPACE FOR OPEN-END RESPONSE]
I have no comments
P2. Is there anything specific that you would suggest changing about this survey?
[PROVIDE SPACE FOR OPEN-END RESPONSE]
I have no suggestions
You have reached the end of the survey. Thank you very much for your participation in

Information about how to understand and use the Nutrition Facts label is available at http://www.fda.gov/Food/LabelingNutrition/ConsumerInformation/default.htm

this research.

Appendix E. Invitation E-mail (Pretest and Experimental Study)

New Food Survey

Dear [Panel Member's first name],

The next opportunity for you to share your opinions with me is here!
Link not working? Copy and paste this into your browser:

[link]

Points: Earn up to <#ProjectVersion[CompletedPoints]> reward points, plus an entry into our

monthly sweepstakes (with 200+ prizes totaling \$5,000).

Time: About 15 minutes.

How do I log in?

Username: <#DubKnowledge[1200/Username]>

Password Hint: <#DubKnowledge[26327/Password hint]>

Have fun!

Marie Brighton
Panel Director

**The survey is completely voluntary and your answers will be kept strictly confidential and you don't have to answer any questions that you don't want to.

Appendix F. Product Nutrition Profiles

Frozen Meal Nutrition Profiles

Amount per serving	Frozen r	neal 1	Frozen meal 2		
		%DV		%DV	
Calories	420		310		
Calories from fat	140		45		
Total Fat	15g	23%	5g	8%	
Saturated Fat	5g	25%	1 g	5%	
Trans Fat	0g		0g		
Cholesterol	75mg	25%	25mg	8%	
Sodium	600mg	25%	470mg	20%	
Total Carbohydrate	45g	15%	45g	15%	
Dietary Fiber	3g	12%	6g	24%	
Sugars	4g		3g		
Protein	25g		20g		
Vitamin A		5%		10%	
Vitamin C		5%		40%	
Calcium		8%		10%	
Iron		5%		15%	

Crackers Nutrition Profiles

Amount per serving	ount per serving Crackers - Type 1		Crackers	-Type 2
		%DV		%DV
Calories	130		140	
Calories from fat	30		45	
Total Fat	3g	5%	5g	8%
Saturated Fat	0g	0%	1 g	5%
Trans Fat	0g		0g	
Cholesterol	0mg	0%	5mg	2%
Sodium	85mg	4%	240mg	10%
Total Carbohydrate	22g	7%	20g	7%
Dietary Fiber	5g	20%	1 g	4%
Sugars	0g		1 g	
Protein	3g		3g	
Vitamin A		25%		2%
Vitamin C		25%		0%
Calcium		2%		0%
Iron		10%		6%

Yogurt Nutrition Profiles

Amount per serving Yogurt 1		Yogu	ırt 2	Yogurt 3		
		%DV		%DV		%DV
Calories	90		130		160	
Calories from fat	0		0		14	
Total Fat	0g	0%	0g	0%	1.5g	2%
Saturated Fat	0g	0%	0g	0%	1g	5%
Trans Fat	0g		0g		0g	
Cholesterol	5mg	2%	5mg	2%	10mg	3%
Sodium	80mg	3%	80mg	3%	80mg	3%
Total Carbohydrate	8g	3%	22g	7%	25g	8%
Dietary Fiber	0g	0%	0g	0%	0g	0%
Sugars	7g		20g		21g	
Added Sugars	0g*		14g		8g*	
Protein	14g		11g		11g	
Vitamin A		15%		10%		2%
Vitamin C		0%		0%		0%
Calcium		30%		30%		30%
Iron		0%		0%		0%

^{*}For the single-product evaluations only: The profiles for Yogurts 1 and 3 will be varied to include different amounts of added sugars (5g for the alternate Yogurt 1 and 4g for the alternate Yogurt 3).

Cereal Nutrition Profiles

Amount per serving	mount per serving Cereal 1		Cereal 2		Cereal 3	
		%DV		%DV		%DV
Calories	130		190		230	
Calories from fat	10		20		45	
Total Fat	1 g	2%	2g	3%	4g	8%
Saturated Fat	0g	0%	0g	0%	1g	5%
Trans Fat	0g		0g		0g	
Cholesterol	0mg	0%	0mg	0%	0mg	0%
Sodium	120mg	5%	120mg	5%	120mg	5%
Total Carbohydrate	25g	8%	40g	13%	44g	12%
Dietary Fiber	7g	28%	6g	24%	2g	8%
Sugars	4g		5g		12g	
Added Sugars	4g*		0g		10g*	
Protein	4g		4g		4g	
Vitamin A		25%		15%		5%
Vitamin C		50%		3%		0%
Calcium		2%		2%		2%
Iron		50%		25%		25%

^{*}For the single-product evaluations only: The profiles for Cereals 1 and 3 will be varied to include different amounts of added sugars (0g for the alternate Cereal 1 and 5g for the alternate Cereal 3).

Beverage Nutrition Profiles

Amount per serving Bevera		age 1	Beverage 2		Beverage 3	
		%DV		%DV		%DV
Calories	125		125		125	
Total Fat	0g	0%	0g	0%	0g	0%
Sodium	0mg	0%	0mg	0%	0mg	0%
Total Carbohydrate	31g	10%	31g	10%	31g	10%
Sugars	31g		31g		31g	
Added Sugars	31g		0g		15g	

Appendix G. Reminder E-mail

Dear [Panel member's first name],

We're still interested in your opinions. Your <u>survey</u> is waiting for you! Link not working? Copy and paste this into your browser:

[Link]

Points: Earn up to <#ProjectVersion[CompletedPoints]> reward points, plus an entry into our monthly sweepstakes (with 200+ prizes totaling \$5,000).

Time: About 15 minutes.

How do I log in?

Username: <#DubKnowledge[1200/Username]>

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Have fun!

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