

Appendix F

Experimental Study on Consumer Responses to Labeling Statements on Food Packages

Product Characteristics

Amount per serving	Shredded Wheat		Snack Bar		Tortilla Chips	
		%DV		%DV		%DV
Calories	110		170		160	
Calories from fat	10		30		90	
Total Fat	1g	2%	3g	5%	10g	15%
Saturated Fat	0g	0%	1g	5%	2g	8%
Trans Fat	0g		0g		0g	
Cholesterol	0mg	0%	0mg	0%	0mg	0%
Sodium	0mg	0%	180mg	8%	160mg	7%
Total Carbohydrate	23g	8%	25g	8%	16g	7%
Dietary Fiber	5g	20%	5g	20%	1g	4%
Sugars	0g		15g		2g	
Protein	3g		10g		0g	
Vitamin A		12%		2%		10%
Vitamin C		0%		2%		0%
Calcium		15%		2%		2%
Iron		6%		12%		16%