

Appendix C

Experimental Study on Consumer Responses to Labeling Statements on Food Packages

Reminder E-mail

We recently sent you a survey to ask you some questions about_____. Our records show that you have not had a chance to complete the survey. We think that you will find the survey interesting. We'd appreciate your completing the survey at your first convenience. Thank you in advance for your time and cooperation.

">Click Here to Start Survey<

(If it does not work automatically from email, please copy the below link to your Internet browser).

“Link”

Our Panel Member Support Center is available if you have questions or comments. You can contact us at our toll free 1-800-782-6899 number, or simply reply to this email invitation. In order to better serve you, please be sure to include reference “ “ in the Subject of your message. We are always happy to hear from you!

Thanks,

KnowledgePanel Support Team

<http://www.knowledgepanel.com>

This email was intended for “firstname.”