

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

In the experimental conditions, each of the following footnotes will appear in the footnote area beneath the list of vitamins and minerals.

Footnote 1:

2,000 calories a day is used for general nutrition advice.

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet.

Footnote 2:

2,000 calories a day is used for general nutrition advice.

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet – 5% or less is a little, 20% or more is a lot.

Footnote 3:

2,000 calories a day is used for general nutrition advice.

*The % Daily Value tells you how much a nutrient, such as saturated fat or dietary fiber, in a serving of food contributes to a daily diet.

Footnote 4:

2,000 calories a day is used for general nutrition advice, but people have different calorie needs.

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet.

Footnote 5:

2,000 calories a day is used for general nutrition advice.

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet.

†These are nutrients to reduce in your diet.

(In Footnote 5, a symbol will be inserted to the left of saturated fat, trans fat, cholesterol, sodium, and sugars to correspond with the footnote, “These are nutrients to reduce in your diet.”)

Footnote 6 (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 7 (Control 2):
 No footnote (i.e., no asterisk or text).

Appendix B. Sample Food Labels with Added Sugars Declarations

The two label formats that include an added sugars declaration are shown below.

Added sugars format 1: Added Sugars declaration is indented below the “Sugars” declaration

Cereal X

Nutrition Facts	
Serving Size 1/2 cup (57g)	
Servings Per Container about 14	
Amount Per Serving	
Calories 190	Calories from Fat 20
% Daily Value	
Total Fat 2g	3%
Saturated Fat 0g	0%
<i>Trans</i> Fat 0g	
Cholesterol 0mg	0%
Sodium 120mg	5%
Total Carbohydrate 40g	13%
Dietary Fiber 6g	24%
Sugars 5g	
Added Sugars 0g	
Protein 4g	
Vitamin A	15%
Vitamin C	3%
Calcium	2%
Iron	25%

Added sugars format 2: Added Sugars declaration is indented below a “Total Sugars” declaration

Cereal X

Nutrition Facts	
Serving Size 1/2 cup (57g)	
Servings Per Container about 14	
Amount Per Serving	
Calories 190	Calories from Fat 20
% Daily Value	
Total Fat 2g	3%
Saturated Fat 0g	0%
<i>Trans</i> Fat 0g	
Cholesterol 0mg	0%
Sodium 120mg	5%
Total Carbohydrate 40g	13%
Dietary Fiber 6g	24%
Total Sugars 5g	
Added Sugars 0g	
Protein 4g	
Vitamin A	15%
Vitamin C	3%
Calcium	2%
Iron	25%

Appendix C. Product Nutrition Profiles

Frozen Meal Nutrition Profiles for Experimental Conditions Related to Footnotes

Amount per serving	Frozen meal 1		Frozen meal 2	
		%DV		%DV
Calories	420		310	
Calories from fat	140		45	
Total Fat	15g	23%	5g	8%
Saturated Fat	5g	25%	1g	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%		20%

Crackers Nutrition Profiles for Experimental Conditions Related to Footnotes

Amount 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%	1g	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%	1g	4%
Sugars	0g		1g	
Protein	3g		3g	
Vitamin A		25%		2%
Vitamin C		25%		0%
Calcium		2%		0%
Iron		10%		6%

Yogurt Nutrition Profiles for Experimental Conditions Related to Added Sugars

Amount per serving	Yogurt 1		Yogurt 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%

Amount per serving	Yogurt 1b		Yogurt 3b	
		%DV		%DV
Calories	90		160	
Calories from fat	0		14	
Total Fat	0g	0%	1.5g	2%
Saturated Fat	0g	0%	1g	5%
Trans Fat	0g		0g	
Cholesterol	5mg	2%	10mg	3%
Sodium	80mg	3%	80mg	3%
Total Carbohydrate	8g	3%	25g	8%
Dietary Fiber	0g	0%	0g	0%
Sugars	7g		21g	
Added Sugars	5g		4g	
Protein	14g		11g	
Vitamin A		15%		2%
Vitamin C		0%		0%
Calcium		30%		30%
Iron		0%		0%

Cereal Nutrition Profiles for Experimental Conditions Related to Added Sugars

Amount per serving	Cereal 1		Cereal 2		Cereal 3	
		%DV		%DV		%DV
Calories	130		190		230	
Calories from fat	10		20		40	
Total Fat	1g	2%	2g	3%	4g	6%
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	15%
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%

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

Frozen Meal Nutrition Profiles for Experimental Conditions Related to Added Sugars

Amount per serving	Meal 1		Meal 2		Meal 3	
		%DV		%DV		%DV
Calories	470		330		290	
Calories from fat	210		80		45	
Total Fat	23g	35%	9g	14%	5g	8%
Saturated Fat	5g	25%	2g	10%	1g	5%
Trans Fat	0.5g		0g		0g	
Cholesterol	30mg	10%	25mg	8%	25mg	8%
Sodium	770mg	32%	570mg	24%	470mg	20%
Total Carbohydrate	40g	13%	40g	13%	40g	13%
Dietary Fiber	5g	20%	6g	24%	6g	24%
Sugars	4g		16g		18g	
Added Sugars	2g		2g		12g	
Protein	25g		22g		20g	
Vitamin A		20%		20%		25%
Vitamin C		25%		35%		50%
Calcium		20%		10%		10%
Iron		5%		15%		15%

Amount per serving	Meal 2b		Meal 3b	
		%DV		%DV
Calories	330		290	
Calories from fat	80		45	
Total Fat	9g	14%	5g	8%
Saturated Fat	2g	10%	1g	5%
Trans Fat	0g		0g	
Cholesterol	25mg	8%	25mg	8%
Sodium	570mg	24%	470mg	20%
Total Carbohydrate	40g	13%	40g	13%
Dietary Fiber	6g	24%	6g	24%
Sugars	16g		18g	
Added Sugars	7g		2g	
Protein	22g		20g	
Vitamin A		20%		25%
Vitamin C		35%		50%
Calcium		10%		10%
Iron		15%		15%