

Paperwork Reduction Act Statement: According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0910-New. The time required to complete this information collection is estimated to average 10 minutes per response for the pretest and test survey, and 15 minutes per response for the experiment pretest and study, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

Send comments regarding this burden estimate or any other aspects of this collection of information, including suggestions for reducing burden to PRStaff@fda.hhs.gov.

Study Design for Quantitative Research on a Voluntary Symbol Depicting the Nutrient Content Claim “Healthy” on Packaged Foods

Product Type	Claim Condition	Symbol	N per cell	N
Breakfast Cereal	1	1	55	385
		2	55	
		3	55	
		4	55	
		5	55	
		6	55	
		Control	55	
	2	1	55	315
		2	55	
		3	55	
		4	55	
		5	55	
		6	55	
		Control	55	
	3	1	55	315
		2	55	
		3	55	
		4	55	

DESIGN: 3 x 4 x 7

- 1. Product Type (3)**
 - 1) Breakfast Cereal
 - 2) Frozen Meal
 - 3) Soup
- 2. Claim Conditions (4)**
 - 1) Symbol - no definition, no URL
 - 2) Symbol - no definition, with URL
 - 3) Symbol - with definition, no URL
 - 4) Symbol - with definition, with URL
- 3. Symbols (7)**
 - Symbol 1
 - Symbol 2
 - Symbol 3
 - Symbol 4
 - Symbol 5

		5	55	315
		6	55	
		Control	55	
	4	1	55	
		2	55	
		3	55	
		4	55	
		5	55	
		6	55	
		Control	55	
Frozen Meal	1	1	55	315
		2	55	
		3	55	
		4	55	
		5	55	
		6	55	
		Control	55	
	2	1	55	315
		2	55	
		3	55	
		4	55	
		5	55	
		6	55	
		Control	55	
	3	1	55	315
		2	55	
		3	55	
		4	55	
		5	55	
		6	55	
		Control	55	
	4	1	55	315
		2	55	
		3	55	
4		55		
5		55		
6		55		
Control		55		

Symbol 6
No symbol control

Canned Soup	1	1	55	315
		2	55	
		3	55	
		4	55	
		5	55	
		6	55	
		Control	55	
	2	1	55	315
		2	55	
		3	55	
		4	55	
		5	55	
		6	55	
		Control	55	
	3	1	55	315
		2	55	
		3	55	
		4	55	
		5	55	
		6	55	
		Control	55	
	4	1	55	315
		2	55	
		3	55	
		4	55	
		5	55	
		6	55	
		Control	55	
Total			4620	