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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	