# International Food Information Council Foundation

# Front of Pack Labeling Consumer Research Project

*Supported by a grant from GMA*

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# Mission Statement

The International Food Information Council (IFIC) Foundation will effectively communicate science-based information on health, nutrition, and food safety for the public good.

*(The IFIC Foundation is supported primarily by the broad-based food, beverage and agricultural industries.)*

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# FRONT OF PACKAGE (FOP) LABELING

# FOP Labeling Consumer Research Objectives:

**Research Objectives**

Quantitatively assess the ability of the FOP label options under consideration to:

- Allow consumers to **comprehend** FOP nutrition information.
- **Communicate** the intended information in a way that is clearly and easily understood by a broad range of consumers.
- Understand consumers' **interpretation** of FOP nutrition information.

# Survey Glossary

**FOP**

Front-of-Package. Used in conjunction with 'representation system,' when describing the the number of icons shown to survey respondents.

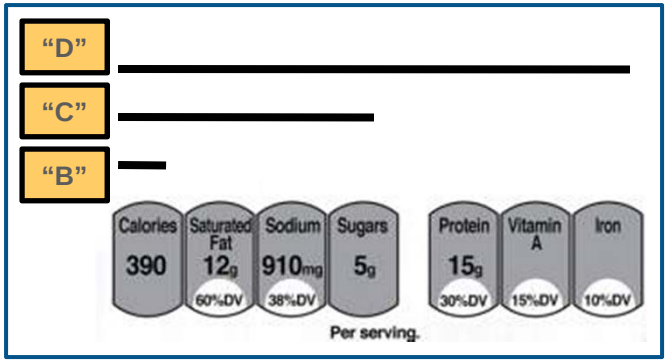
**ICON**

Refers to the pictorial elements used FOP. Predetermined placement, size and color rules were followed.

**LABELING SYSTEMS**

Refers to the FOP icon representation systems tested in the survey.

- Phase 1 - "A" - Control / No FOP
- Phase 2 - "B" - FOP Calories Only
- Phase 3 - "C" - FOP Calories + Negative Nutrients
- Phase 4 - "D" - FOP Calories + Negative Nutrients + Positive Nutrients




**PHASE**

There were four Phases (also referred to as Cells) in this study. 'Phase' refers to the icon representation system shown. Respondents were randomly assigned to a particular Phase. Depending on the Phase, respondents could see packages with either 0, 1, 4, 5/7 FOP icons. This number of FOP icons displayed remained the same for the two products respondents' evaluated.

Each Phase included approximately 1850 respondents with identical demographic profiles to ensure a "level playing field" as a basis for comparison (i.e. that any differences in answers, attitudes, etc. were not a result of demographic differences among the consumers in different Phases.)

# Survey Glossary – (continued)

**PRODUCT CATEGORIES:**

The types of products shown to consumers in the survey. Four categories were tested: cereals, frozen entrées, salad dressings and savory snacks. A consumer was asked about a pair of (two of the four) products during the interview. Cereals and frozen entrées were always evaluated as one pair, and salad dressings and savory snacks were always together. The order of the products and questions were rotated in the surveys.


**PRODUCT TIERS**

Refers to the individual product shown to respondents for most of the survey questions. Products shown were divided into three "tiers" corresponding to nutritional content (eg, Product 1 was generally lower in calories, saturated fat, total sugars, and sodium, and higher in vitamins, minerals, protein, and/or fiber; Product 2 was mid-level; and Product 3 was highest in negative and lowest in positive nutrients).

**NFP**

All survey respondents had the option of examining the NFP for the product they were evaluating, but were never compelled to do so. Answers to all comprehension questions could be found on the NFP, and to varying degrees on the FOP.

**Nutrition Facts**

Serving Size 1 piece (219g)
Servings Per Container 6

| Amount Per Serving | |
|---|---|
| **Calories** 520 | Calories from Fat 240 |
| | **% Daily Value*** |
| **Total Fat** 27g | **41%** |
| Saturated Fat 12g | **61%** |
| **Cholesterol** 255mg | **86%** |
| **Sodium** 1110mg | **46%** |
| **Total Carbohydrate** 29g | **10%** |
| Dietary Fiber 1g | **5%** |
| Sugars 1g | |
| **Protein** 39g | |

Vitamin A 20% • Vitamin C 4%
Calcium 15% • Iron 25%

*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 |
| Saturated 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 |

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

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# Study Methodology

# Study Methodology- Sample

- 7,363 consumers
- 8 to 70 years of age
- Reflected 2007-08 US Census estimates
  - household income
  - age group
  - educational level
- 46 respondents chose to take the survey in Spanish.
- Demographics uniformly replicated among Phases, corresponding to the four labeling systems tested
- Responsible for at least one-half of household grocery shopping
- Purchased and consumed test category products within past three months

# Study Methodology- Questionnaire, Test Categories

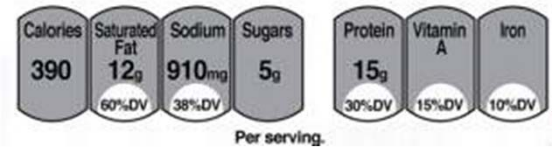
- Interactive online survey; Followed successful completion of Pilot study

- Test categories selected to be consistent with FDA study methodology; Assessed by consumers in 2-category “modules”
  - Breakfast Cereals / Frozen Entrees
  - Salad Dressings / Savory Snacks

# Study Methodology- Test Products

- Test Products
  - Unbranded to avoid possible national brand bias
  - Three products within each category selected to represent relatively high, medium, and low levels of calories and nutrients
  - Nutrient levels “tweaked” to clarify high/med/low progression of nutrients, within product formulation feasibility, consistent with FDA methodology
  - All claims and ingredient lists removed from packages

# Study Methodology- Labeling Systems




Example of System D

- Test Labeling Systems, assessed on monadic basis:
  - A - Control, No FOP
  - B - FOP Calories
  - C - FOP Calories + 3 Negative Nutrients (saturated fat, sodium, total sugars)
  - D - FOP Calories + 3 Negative Nutrients (saturated fat, sodium, total sugars) + Positive Nutrient(s)
    - Breakfast Cereals / Frozen Entrées: 3 Positive Nutrients, consistent within category
    - Salad Dressings / Savory Snacks: 1 Positive Nutrients, unique for each product within category

- Nutrition Facts Panel Availability
  - "In addition to the image you see here, you can also view other sides of the package by clicking on the corresponding link at any time."
  - Informed at start of each module, not reminded again nor compelled to use
  - Available for all four Test Labeling Systems (A, B, C, D) and for all questions assessing comprehension and interpretation

# Study Methodology- Reporting

Statistical significance denoted as follows:

- Test Labeling Systems labeled as
  - "A" - Control / No FOP
  - "B" - FOP Calories
  - "C" - FOP Calories + Negative Nutrients
  - "D" - FOP Calories + Negative Nutrients + Positive Nutrients

- Labeling systems compared for statistical significance at **95% level of confidence**
  - If percentages in each cell **<10%**, **not tested for statistical significance**
  - A, B, C, or D next to value in table/graph indicates statistically significant differences

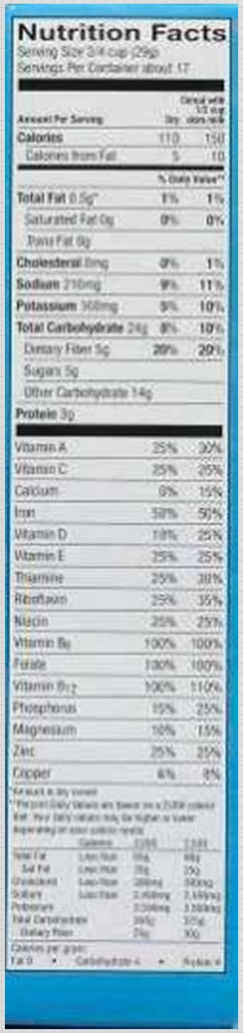
# Front of Package Labeling Structures- Cereal


**Product 1**

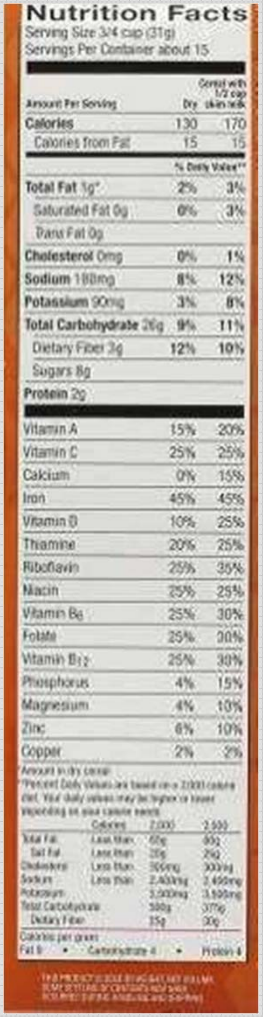
**Product 2**

**Product 3**

# Nutrition Facts Panel - Cereal




Product 1




Product 2


Product 3

# Front of Package Labeling Structures- Frozen Entrée


Product 1


Product 2


Product 3

# Nutrition Facts Panel
# - Frozen Entrée


**Product 1**


**Product 2**


**Product 3**

# Front of Package Labeling Structures- Salad Dressings


**Product 1**

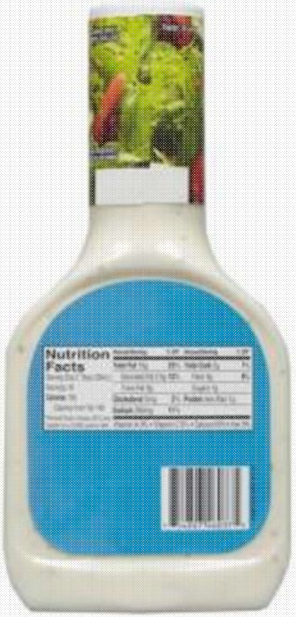
**Product 2**

**Product 3**

# Nutrition Facts Panel
# - Salad Dressings


Product 1


Product 2




Product 3

# Front of Package Labeling Structures- Savory Snacks


**Product 1**

**Product 2**

**Product 3**

# Nutrition Facts Panel
# - Savory Snacks


**Product 1**


**Product 2**


**Product 3**

# Screenshots of Online Survey

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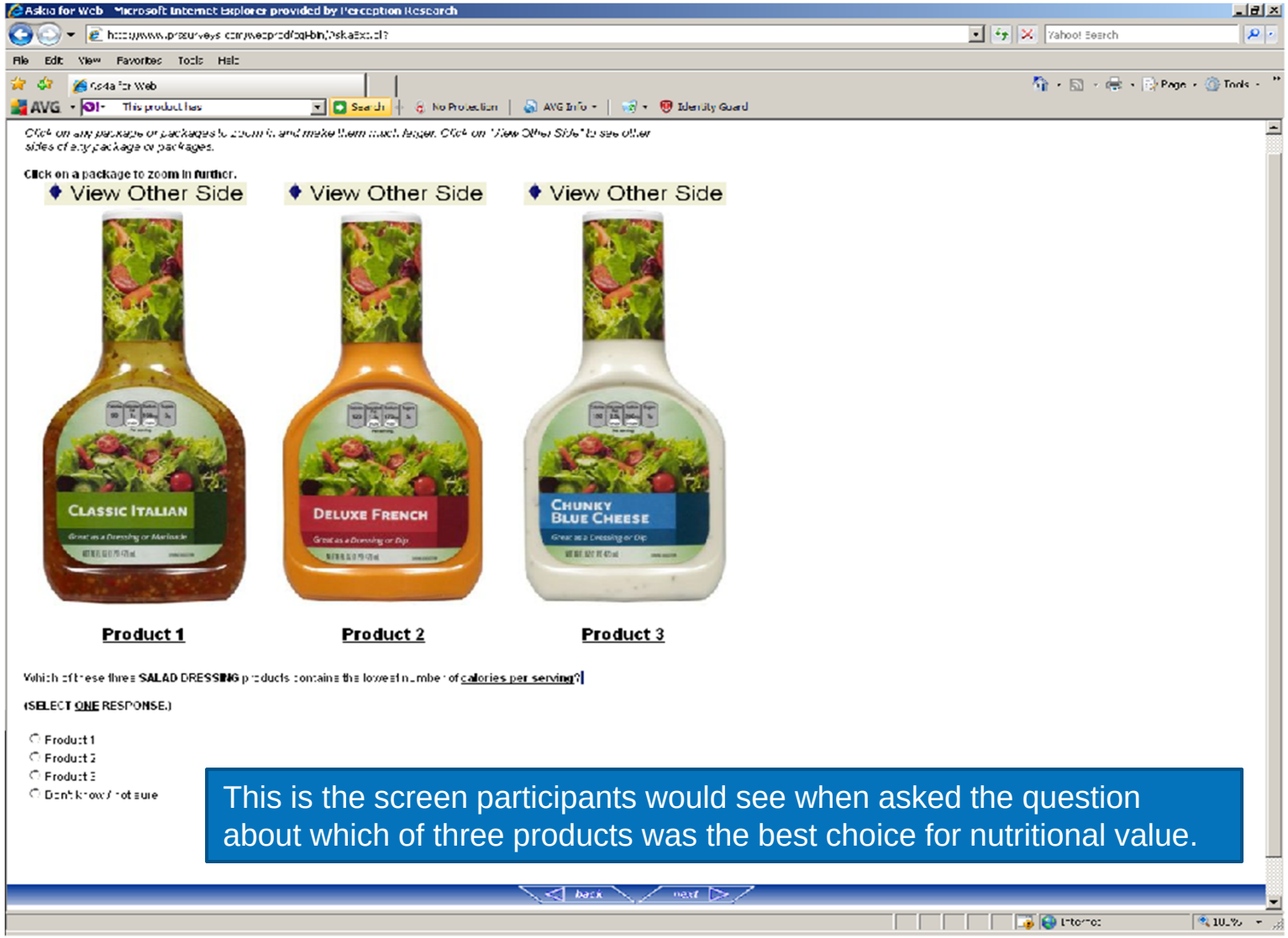
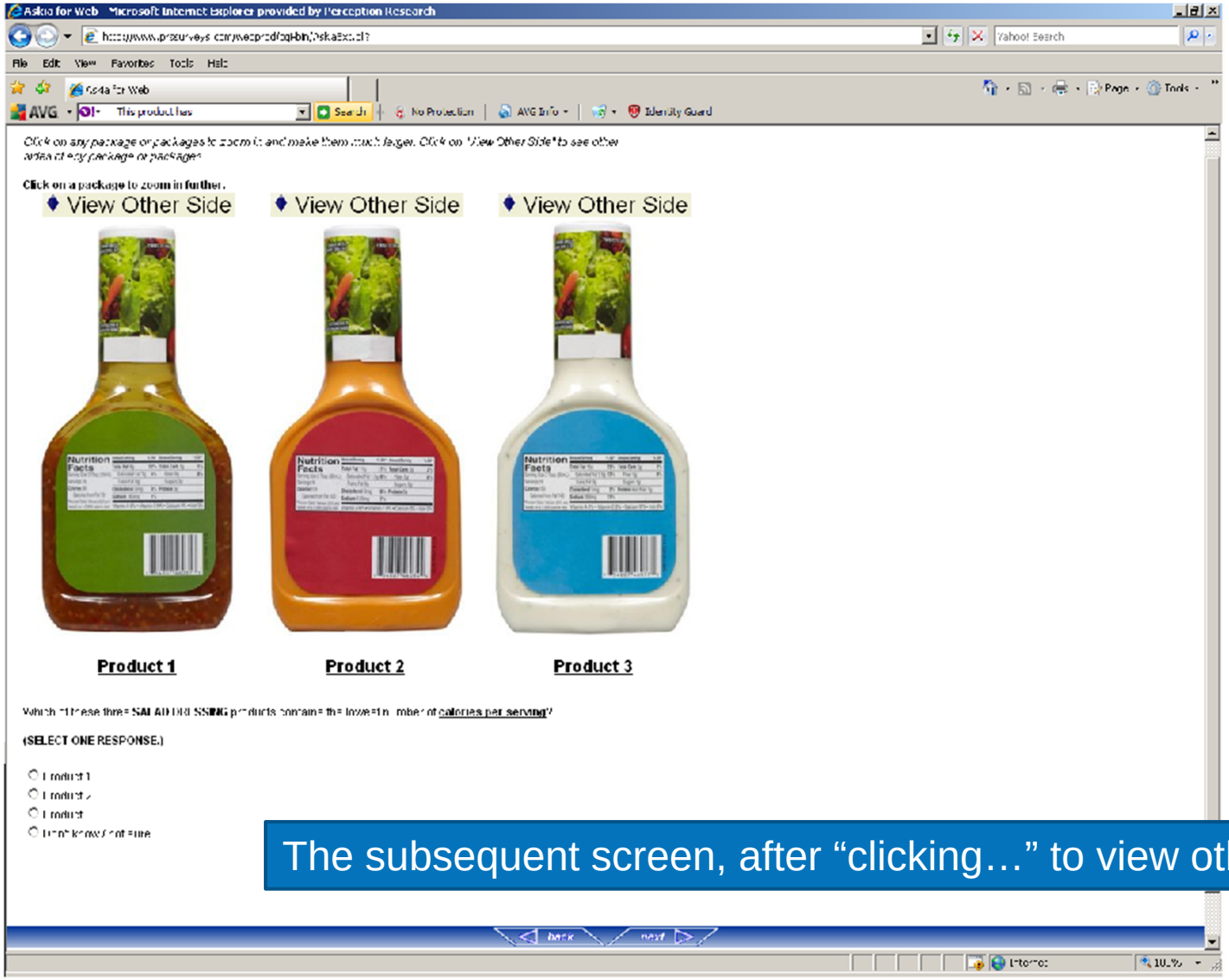
# Screenshots of Online Survey




This is the screen participants would see when asked the question about which of three products was the best choice for nutritional value.

# Screenshots of Online Survey




The subsequent screen, after “clicking…” to view other side

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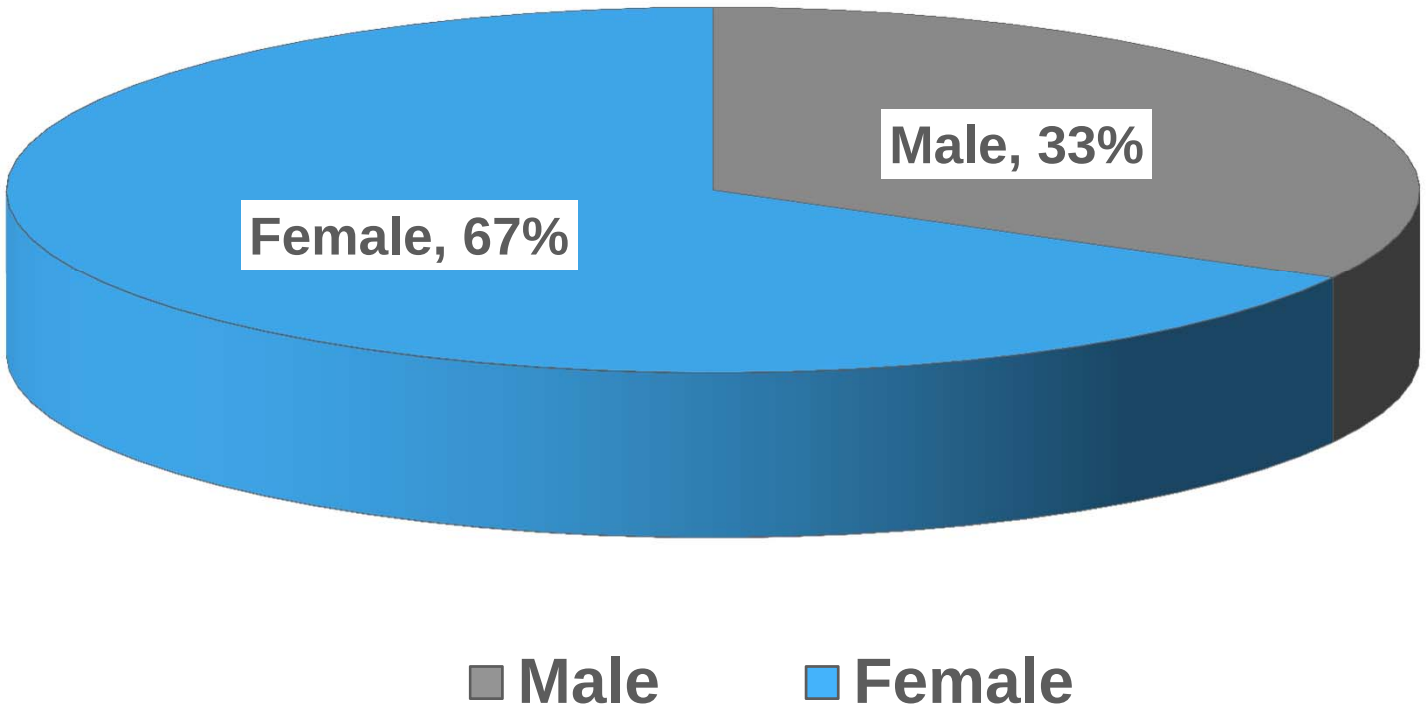
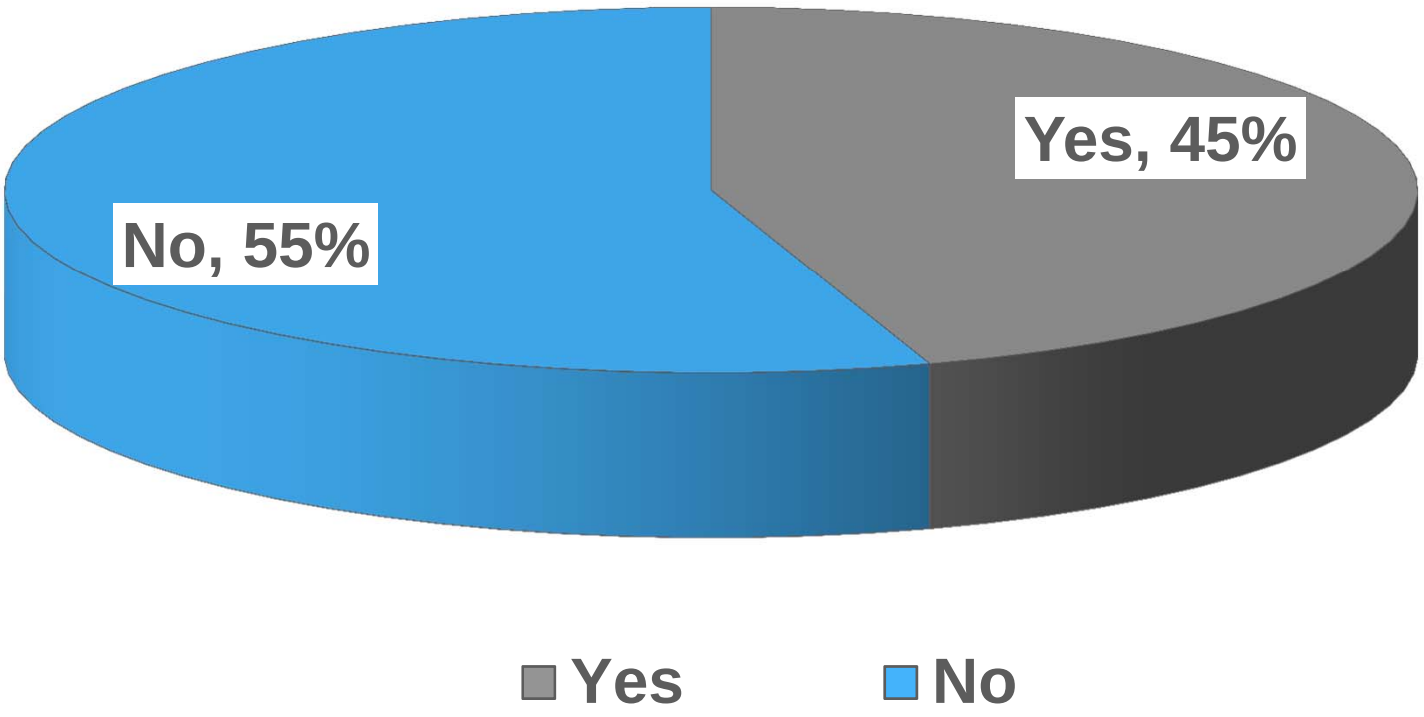
# Survey Results – Demographics

# Gender

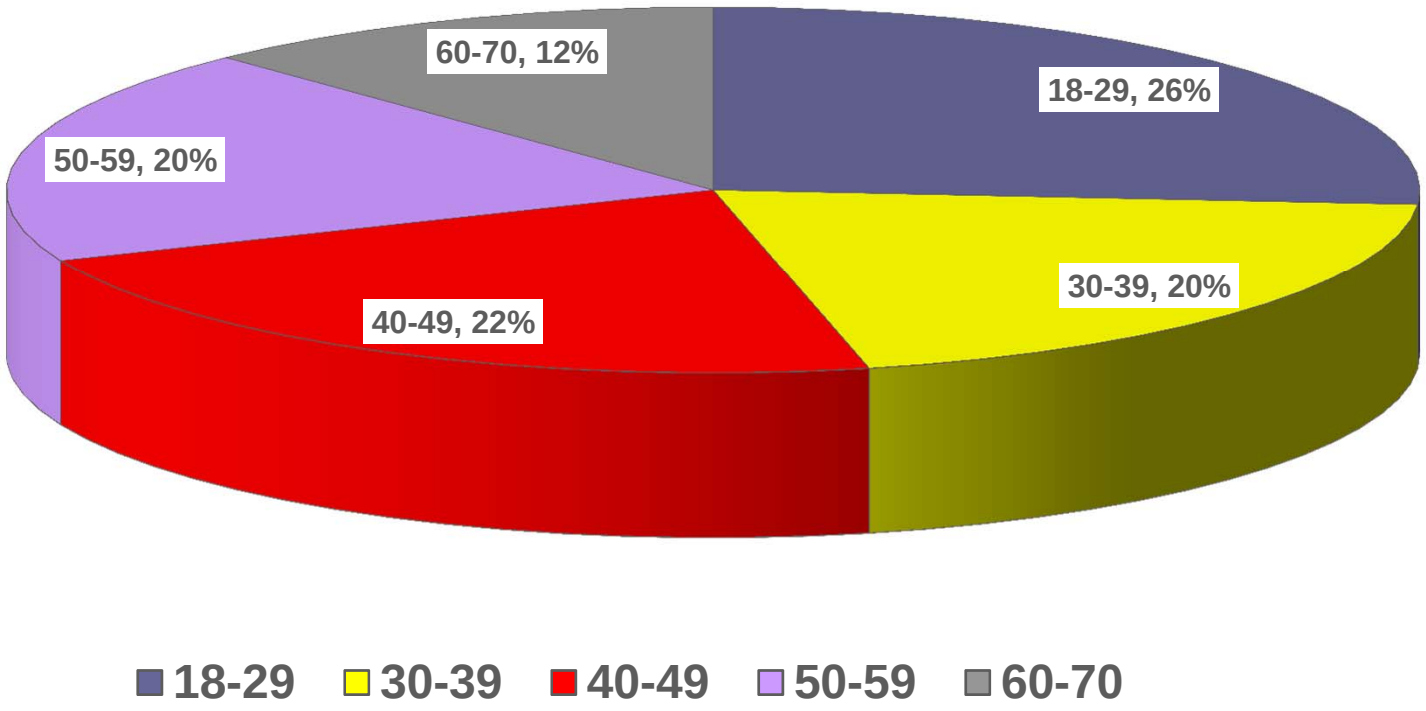
*Reflects demographics of primary household shoppers*



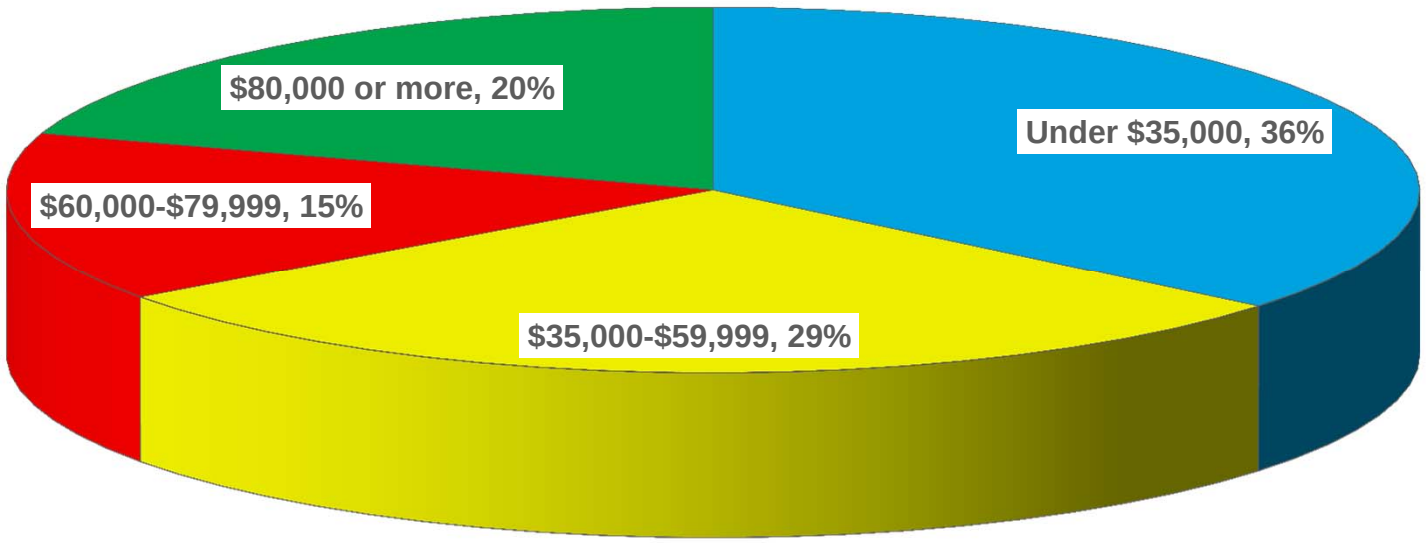
# Children 0-17 in Household



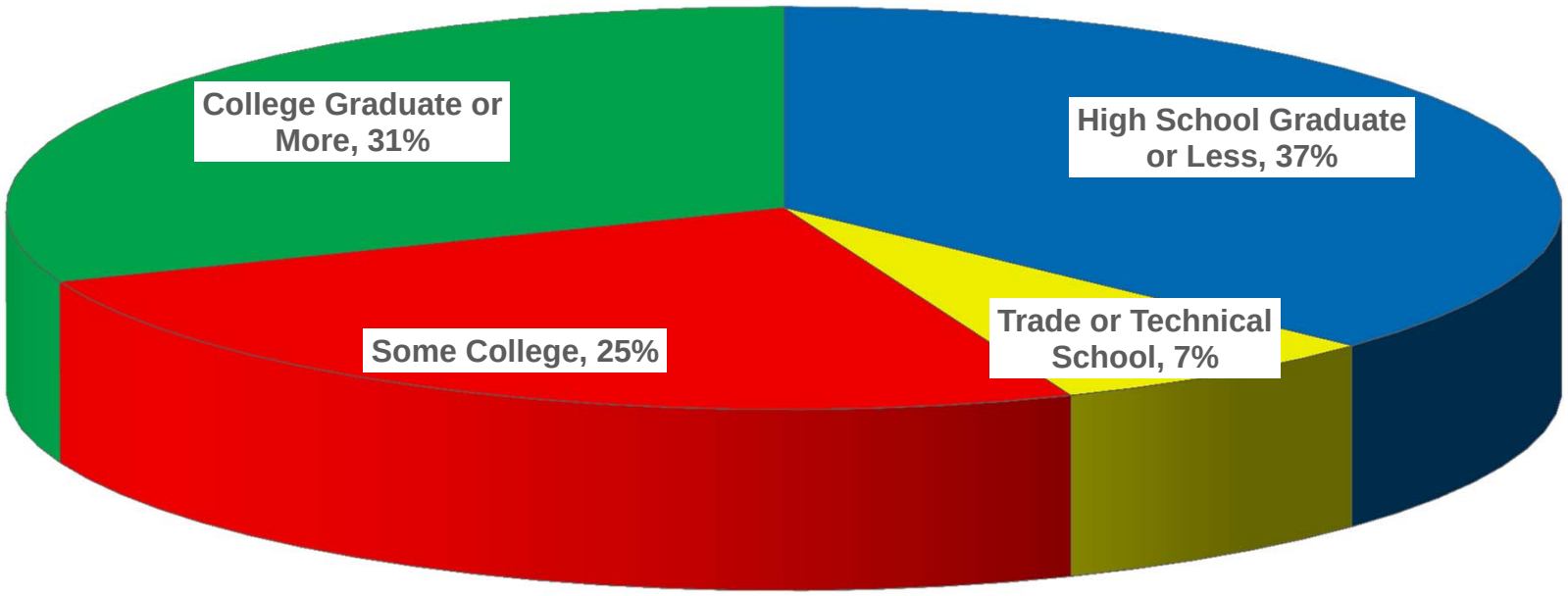
# Age Group


60-70, 12%
18-29, 26%
50-59, 20%
30-39, 20%
40-49, 22%
18-29
30-39
40-49
50-59
60-70

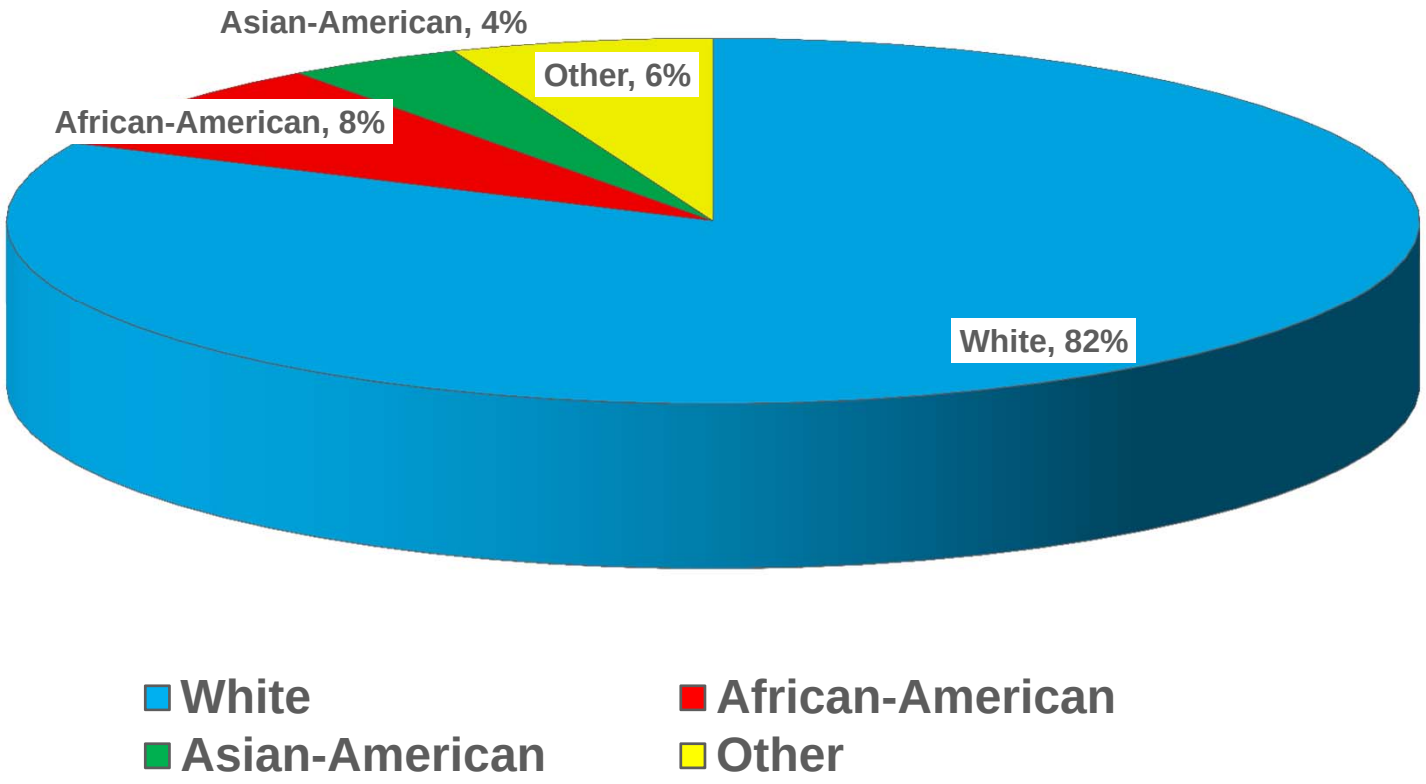
# Income Level



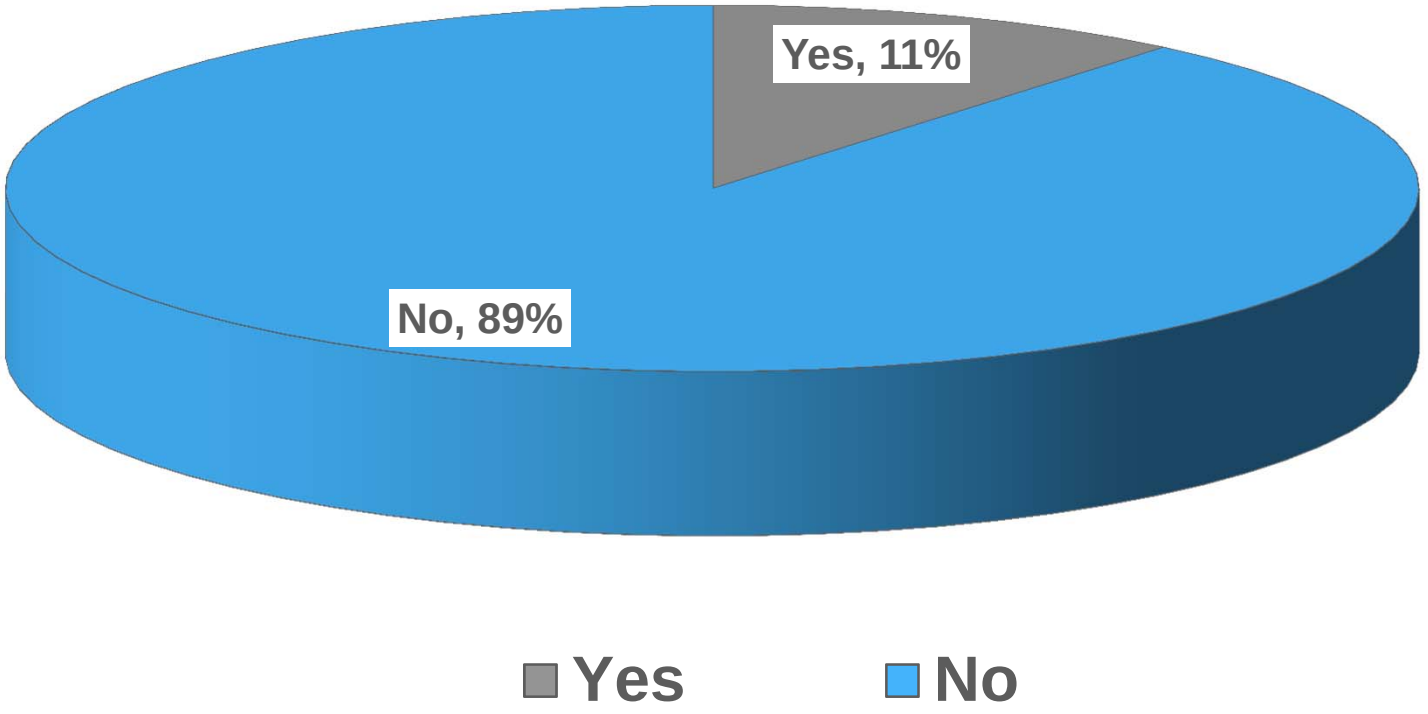
# Educational Level



# Ethnicity

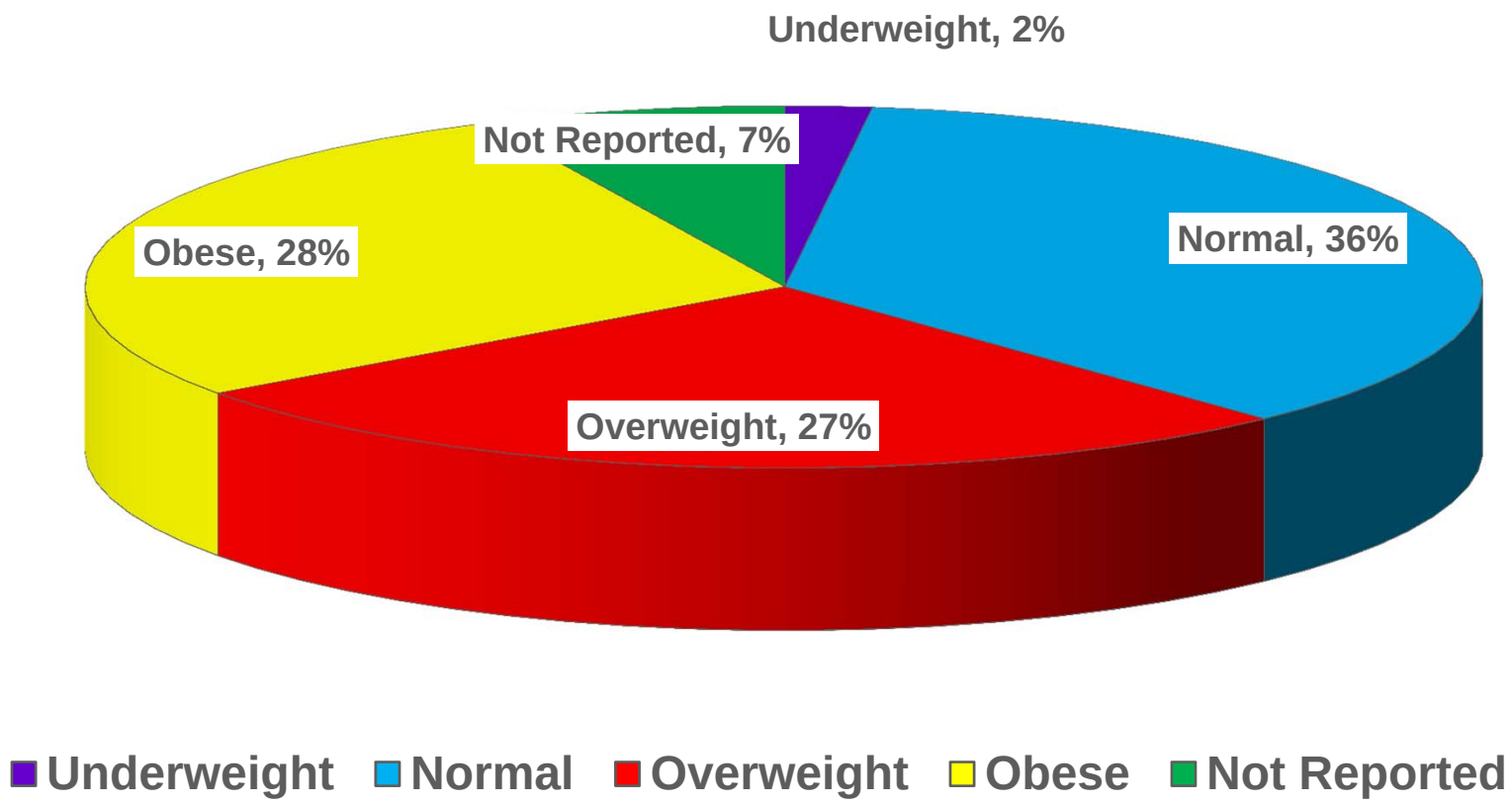

Asian-American, 4%
Other, 6%
African-American, 8%
White, 82%
White
African-American
Asian-American
Other

# Hispanic, Latino, Mexican Origin/Background



# BMI

*Calculated and classified based on self-reported weight and height*



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# Survey Results – Key Findings

# Key Findings

- The FOP icons tested in this study generally enabled shoppers to demonstrate **comprehension,** express **ease of understanding,** and demonstrate **interpretation** of nutrition information on the products tested.
- In general, increasing the amount of nutrition information on the front of the package served to strengthen consumers' comprehension and comfort level with such material.
  - Consumers were more frequently able to accurately find and state nutritional content when the relevant information appeared on the front of the package.
  - However, at times *fewer* consumers were able to find and state *positive* nutritional content when only calories + negative nutrients appeared front of package.
  - The presence of positive nutrients on the front of the package did not interfere with the consumer's ability to accurately find and state caloric or negative nutrient content.

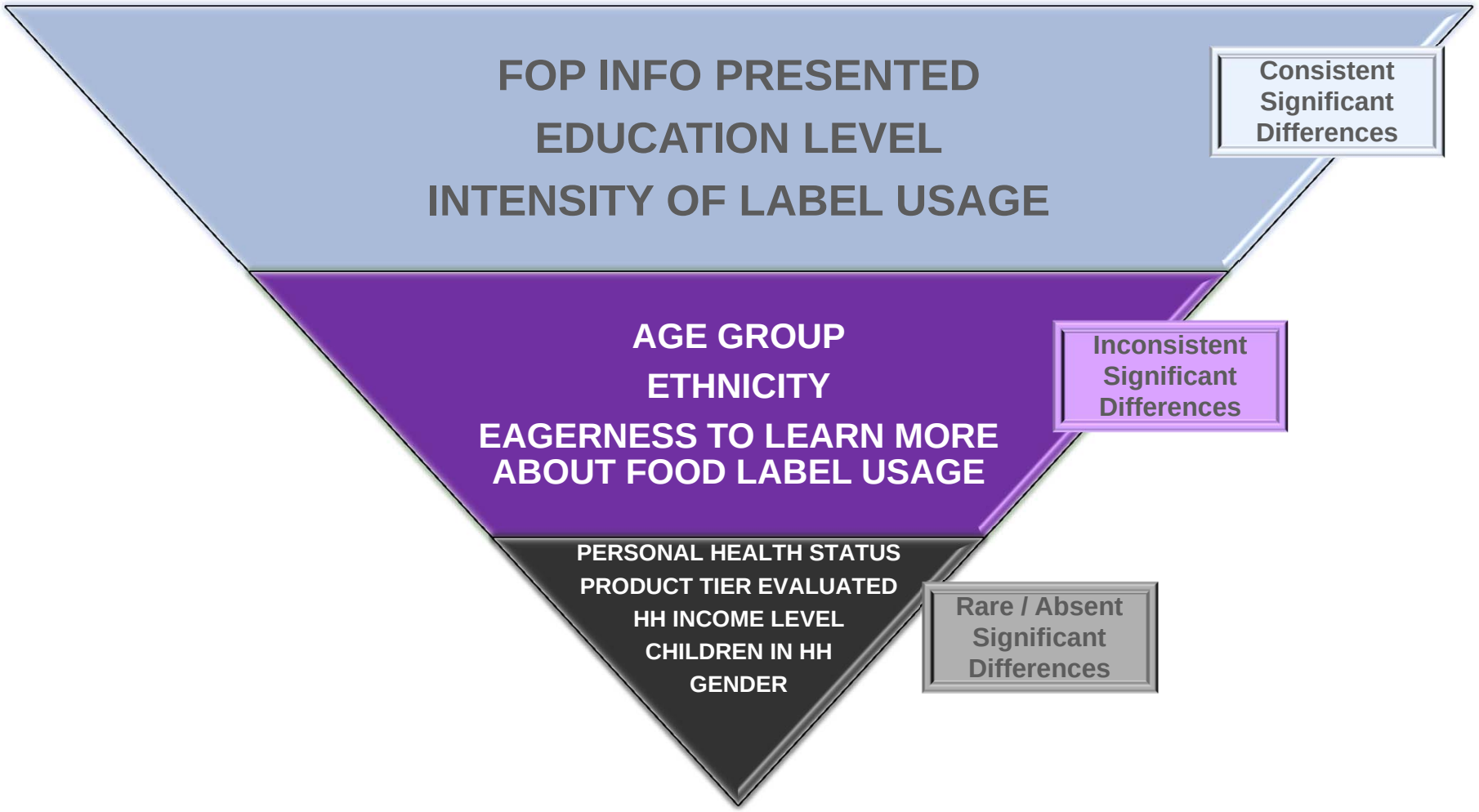
# Key Findings

- Among those who evaluated FOP labeling systems (*not* those who saw no FOP or NFP only), consumers who were provided with calories + negative nutrients + positive nutrients versus calories only were more likely to agree that the **FOP nutrition information aided with decision-making and understanding.**

- When consumers were asked to find specific nutrition information that was available to them on the front of the package, they viewed the Nutrition Facts panel far less often, with either no impact on accuracy, or at times with increased accuracy.

- Across all labeling systems tested and for all product categories, a majority of consumers were able to select the product considered to be the "best choice" with respect to nutritional value. Very few stated that the products were the same or "don't know."

# Key Findings: Subgroup Analysis Overview



# Key Findings in Subgroup Analysis: *Consistent Significant Differences*

- Higher levels of formal **education** were positively associated with expressed **ease of understanding** and **comprehension** (especially for categories with more “complex” NFP).

- Across all education levels, those with more FOP nutrition information demonstrated higher comprehension; however, the difference in comprehension was greater among those with the least formal education.

- The frequency of label usage to determine nutritional content in different situations, when viewed through a segmentation lens, was associated with greater self-reported ease of understanding.

# Key Findings in Subgroup Analysis: *Inconsistent Significant Differences*

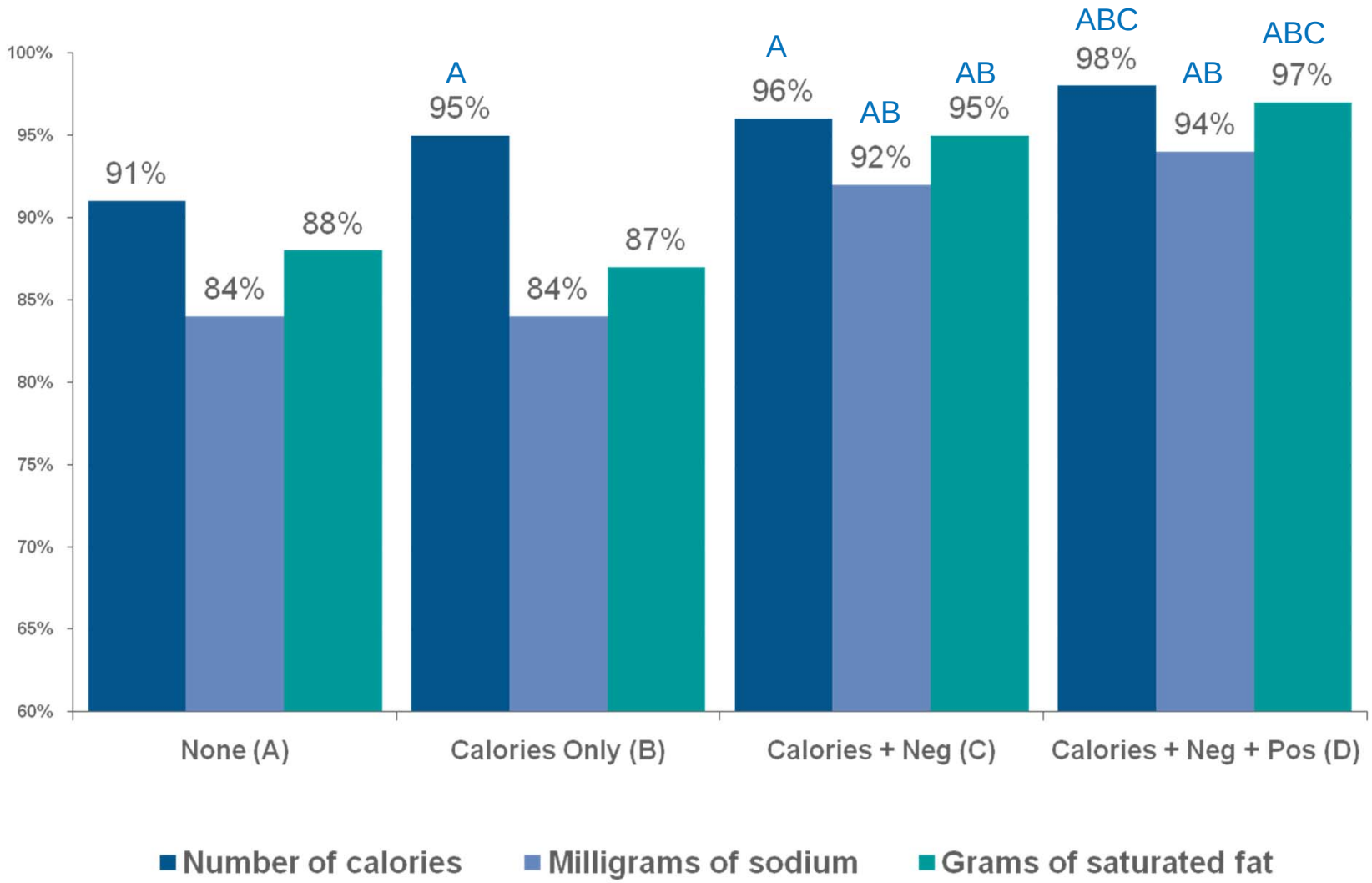
- Among age groups, in general, older respondents (50-70):
  - Are less "trusting" of FOP information when displayed
  - Are more likely to track down correct answers (greater use of NFPs when required for correct answers)
- With respect to ethnicity, shoppers who are not White and Non-Hispanic:
  - Generally have lower comprehension levels when evaluating Amounts and (especially) Daily Value Percentages
  - Are less likely to say that FOP information does not include enough important information, among those who viewed calories + negative + positive nutrients.
  - Are less likely to say that reading and understanding FOP takes more time than they are willing to spend.
  - In many case, these types of differences between racial groups can largely be explained by disparities in education levels.

# Key Findings in Subgroup Analysis: Rare / Absent Significant Differences

- There are several demographic and other groupings that offer little or nothing in the way of significant differences with respect to the survey's parameters
  - This does not mean no differences exist—it simply means that within these categories there is little that can be explained by a consumer's particular standing within that subgroup.

# Comprehension Responses in Four Labeling Systems - *CEREAL*

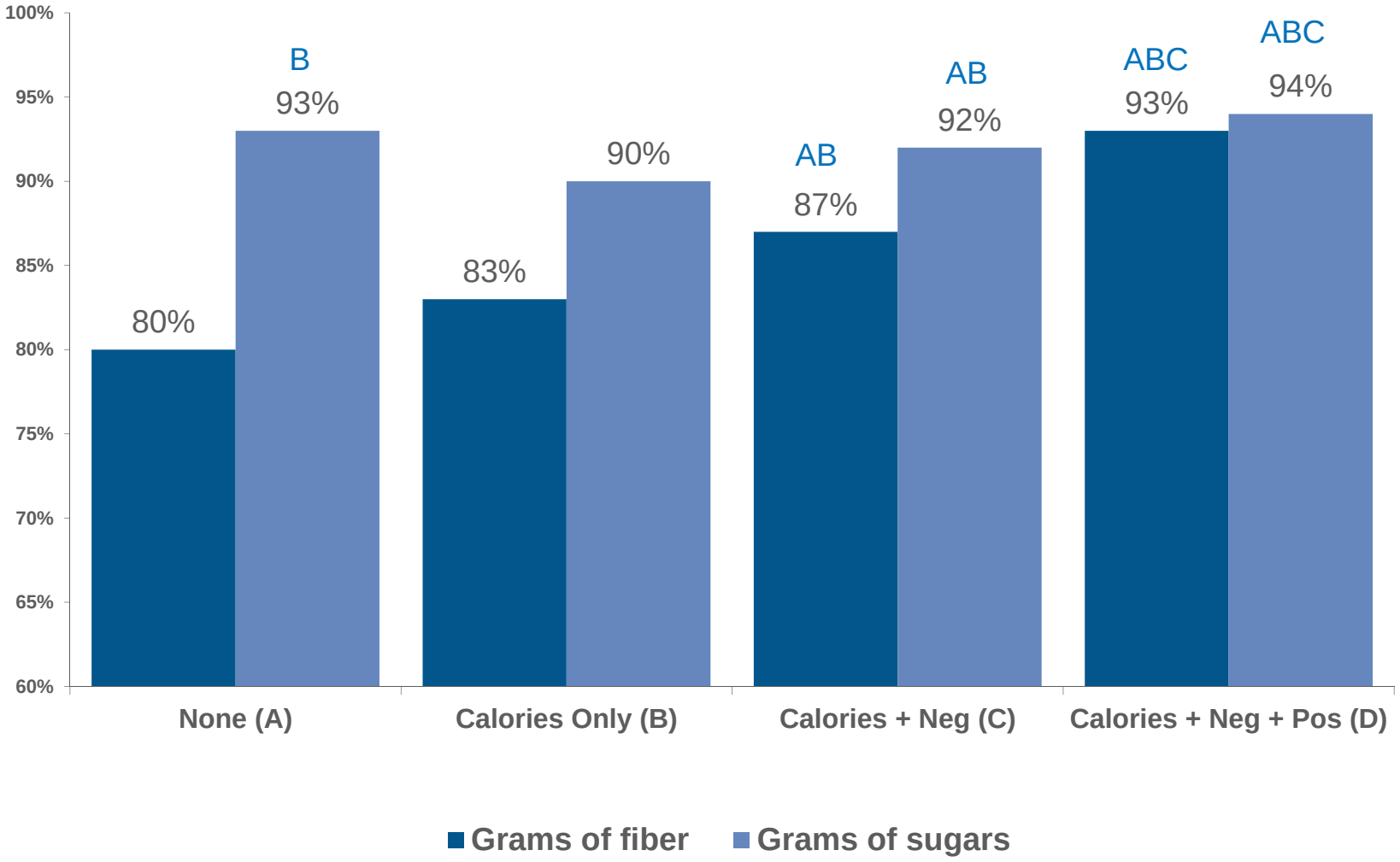
Correct answer percentage- *Amounts*




**A, B, C, D denotes statistical significance**

# Additional FOP Information Equals Greater Comprehension - *CEREALS*

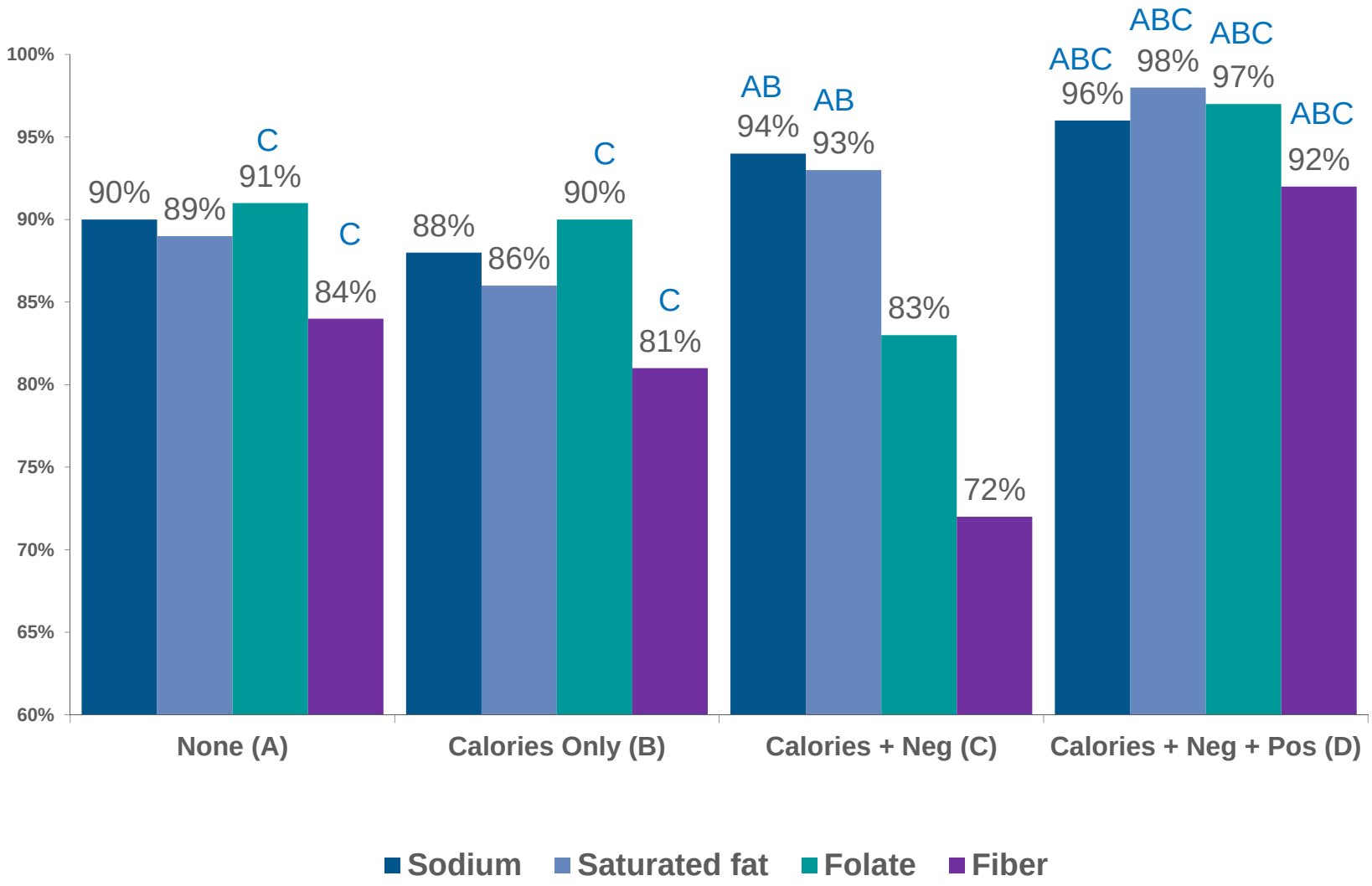
## Correct answer percentage - *Amounts*




A, B, C, D denotes statistical significance

# Additional FOP Information Equals Greater Comprehension - *CEREALS*

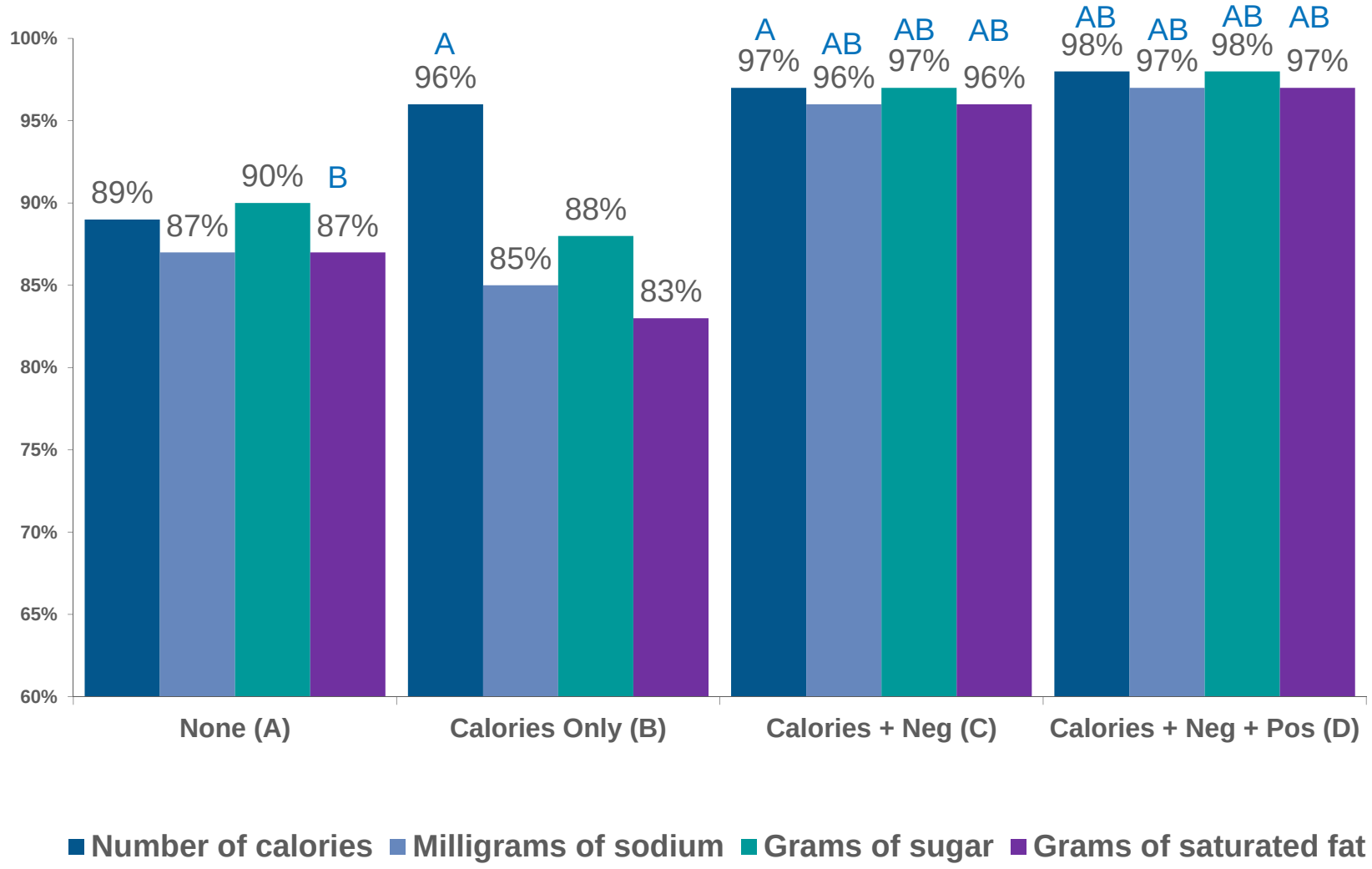
Correct answer percentage- *%DV*




**A, B, C, D denotes statistical significance**

# Additional FOP Information Equals Greater Comprehension – *Frozen Entrées*

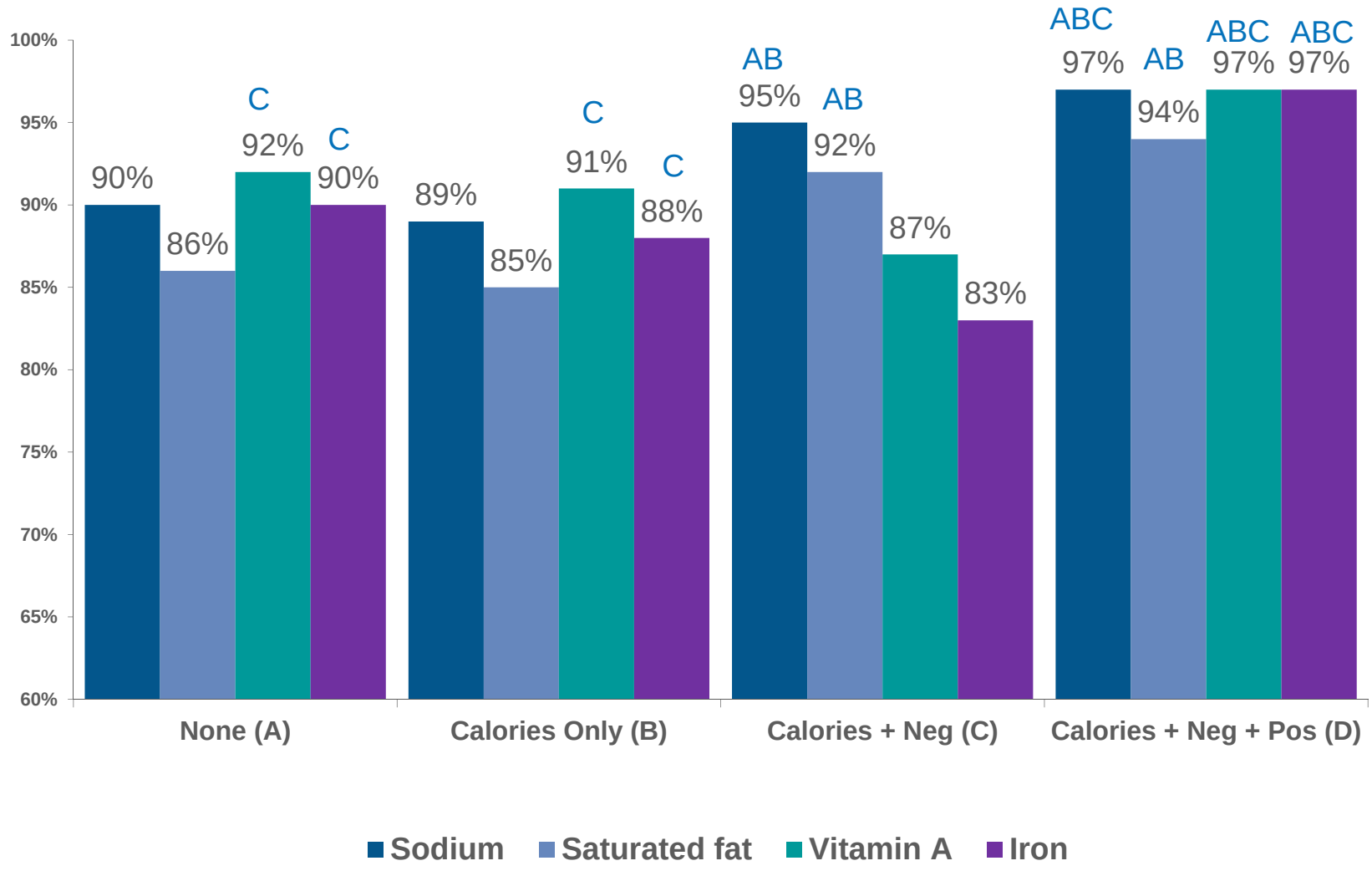
## Correct answer percentage - *Amounts*




**A, B, C, D denotes statistical significance**

# Additional FOP Information Equals Greater Comprehension – *Frozen Entrées*

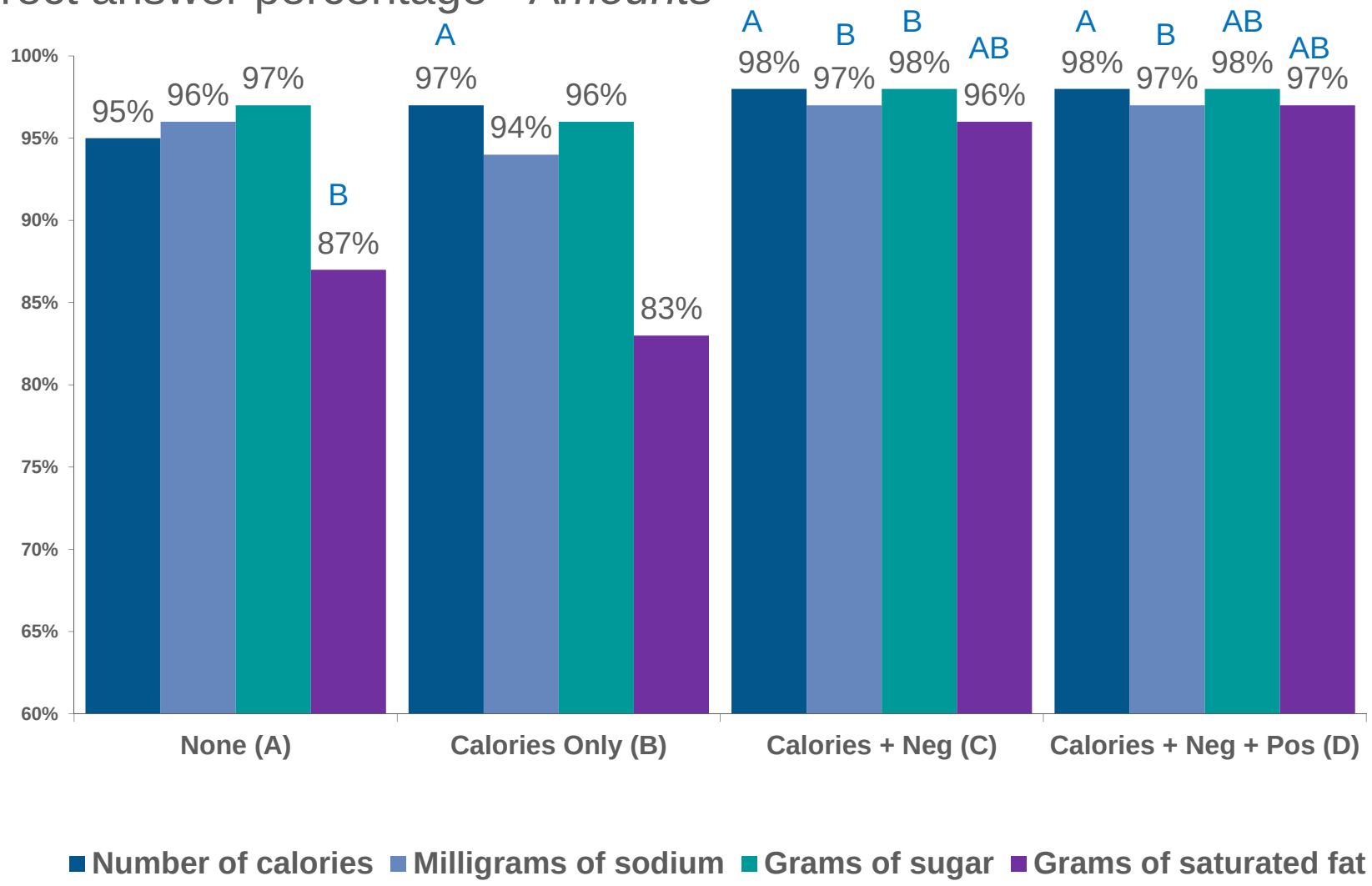
Correct answer percentage – *%DV*




A, B, C, D denotes statistical significance

# Additional FOP Information Equals Greater Comprehension – *SALAD DRESSINGS*

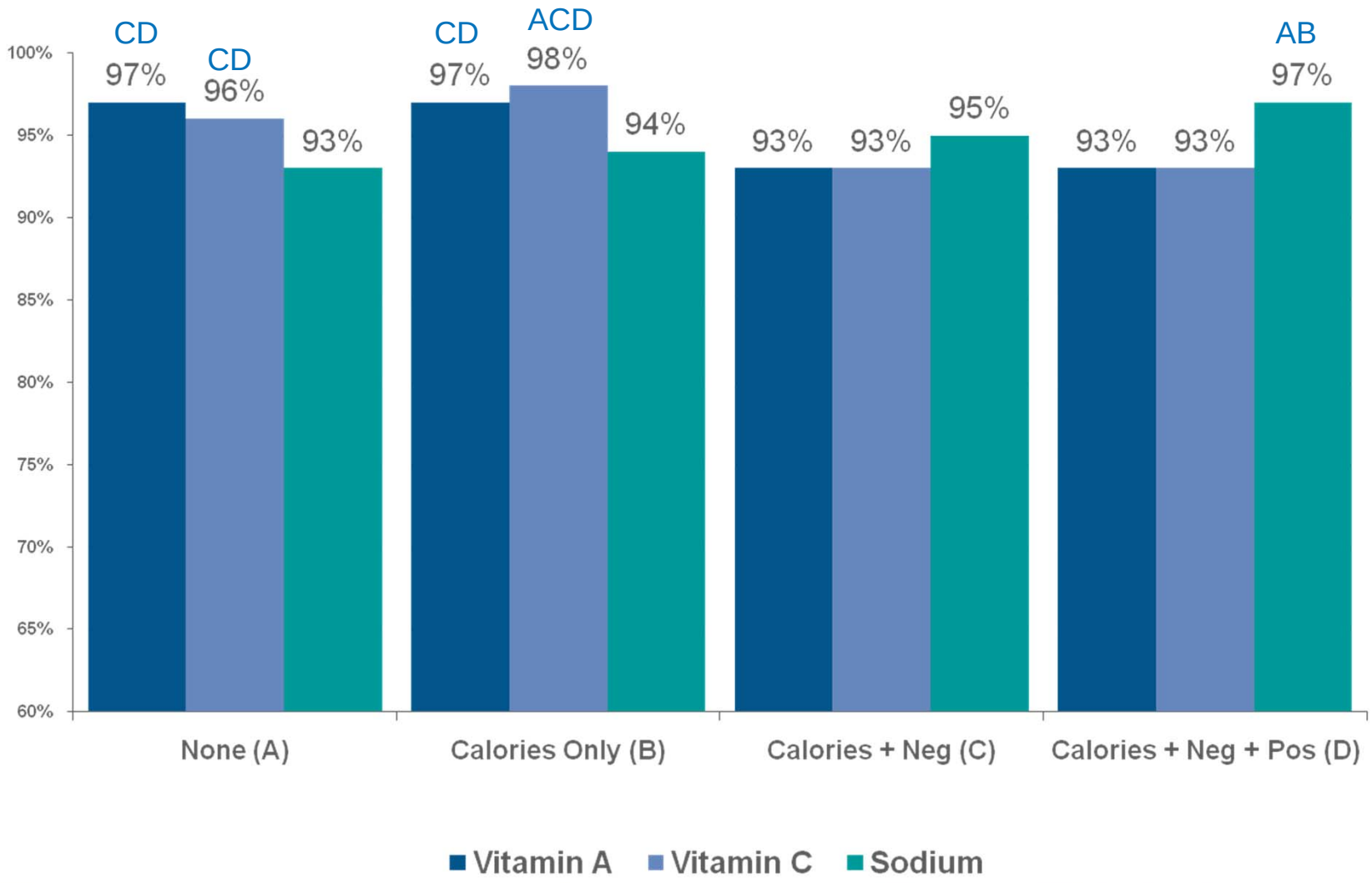
## Correct answer percentage - *Amounts*




**A, B, C, D denotes statistical significance**

# Comprehension Responses in Four Labeling Systems - SALAD DRESSINGS

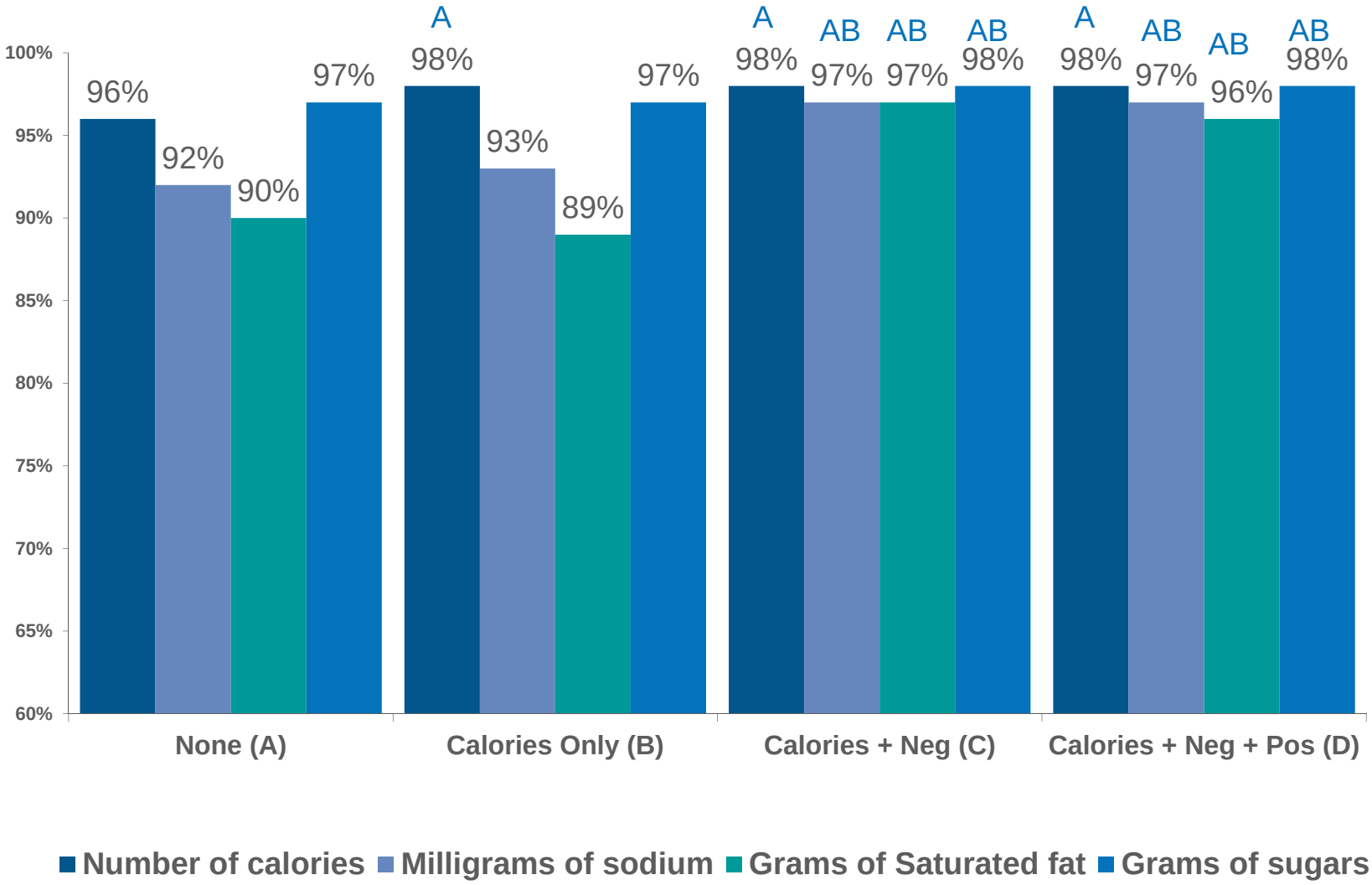
*Correct answer percentage- %DV*




A, B, C, D denotes statistical significance

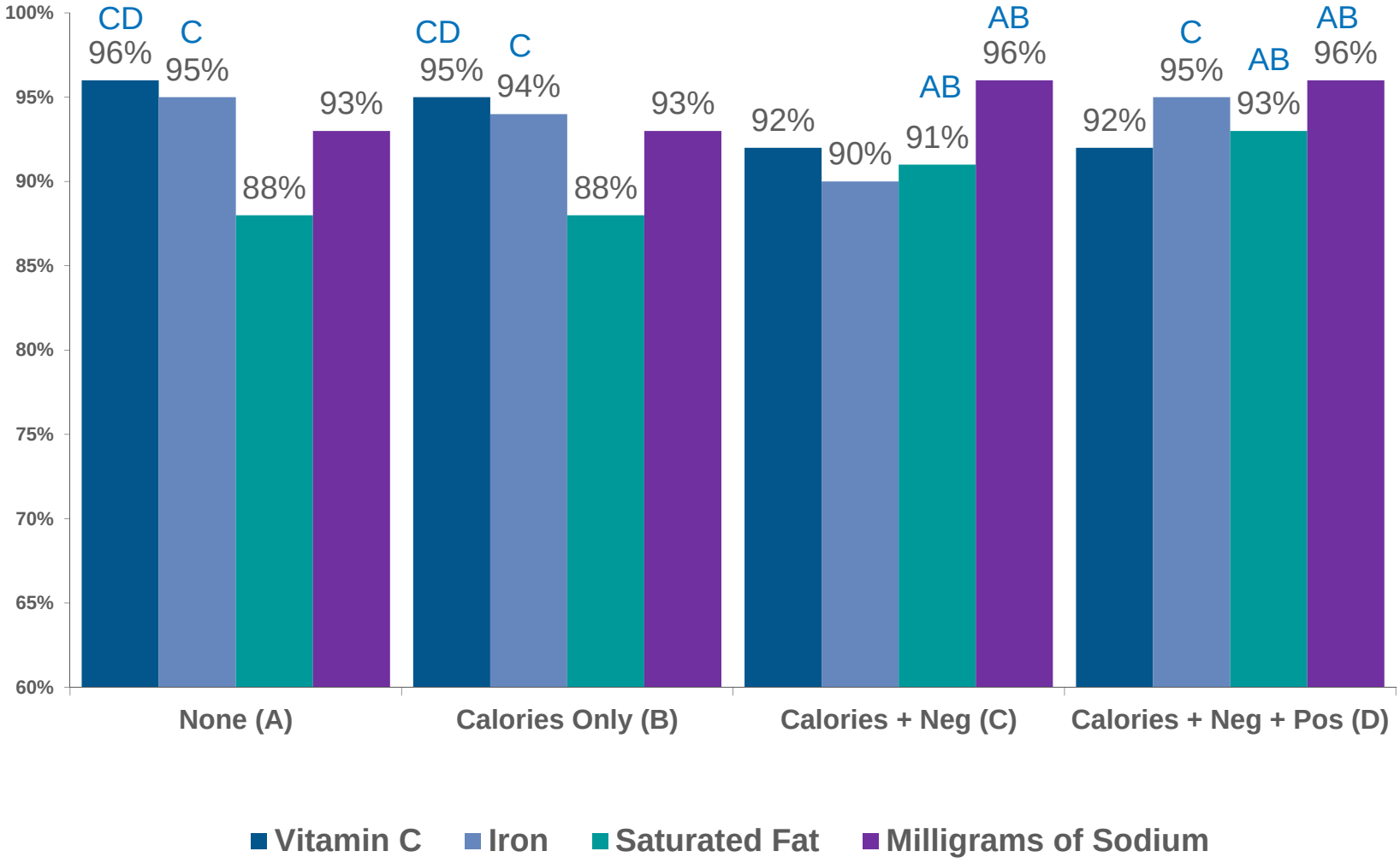
# Additional FOP Information Equals Greater Comprehension – *Savory Snacks*

Correct answer percentage - *Amounts*




A, B, C, D denotes statistical significance

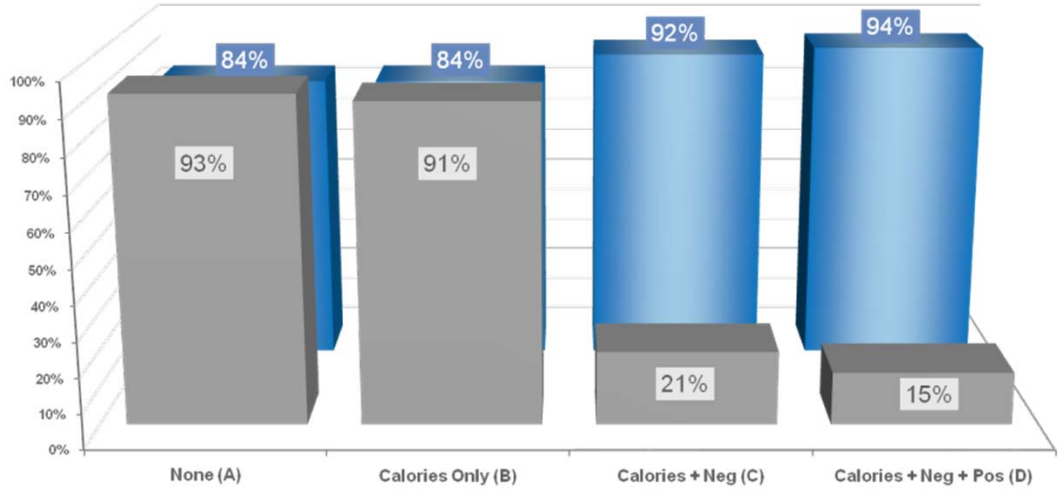
# FOP Information, Sometimes, But Not Always, Equals Greater Comprehension – *Savory Snacks*
## Correct answer percentage – *%DV*



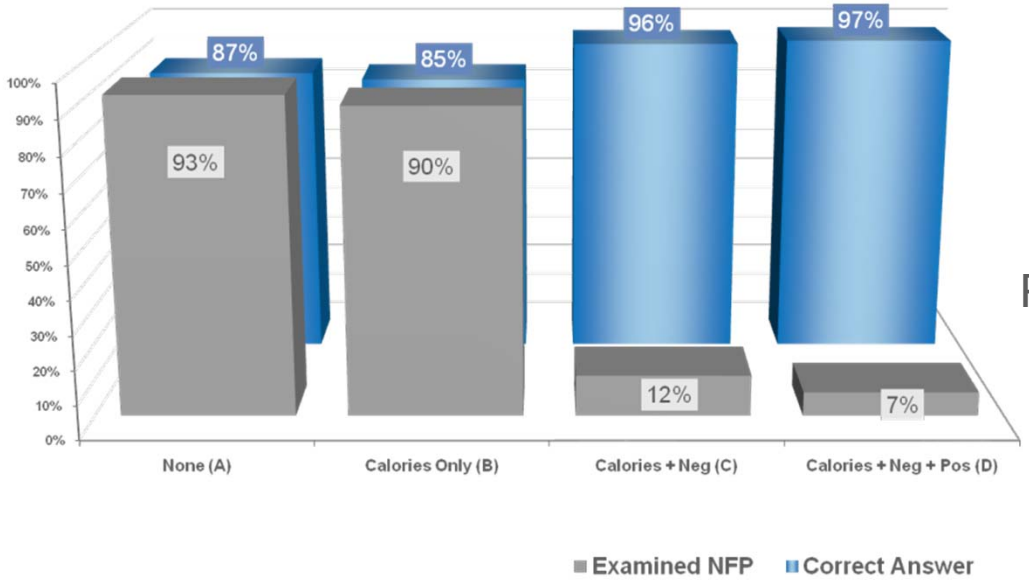

A, B, C, D denotes statistical significance

# Relevant FOP Information has *Positive Impact* on Accuracy for SODIUM, Even With Lower NFP Use (1 of 2)

CEREAL



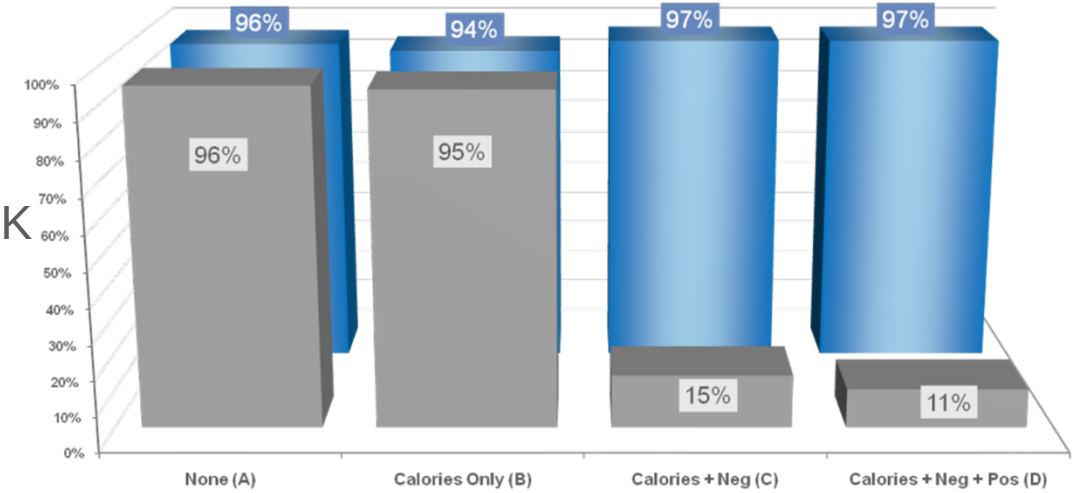

FROZEN ENTRÉE



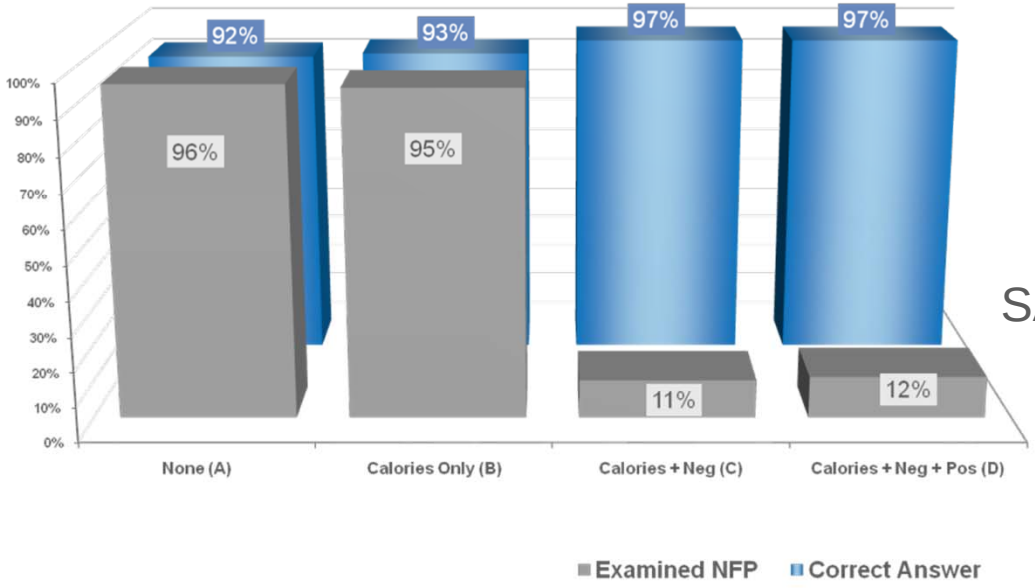

**A, B, C, D denotes statistical significance**

# Relevant FOP Information has *Positive Impact* on Accuracy for SODIUM, Even With Lower NFP Use (2 of 2)

SAVORY SNACK



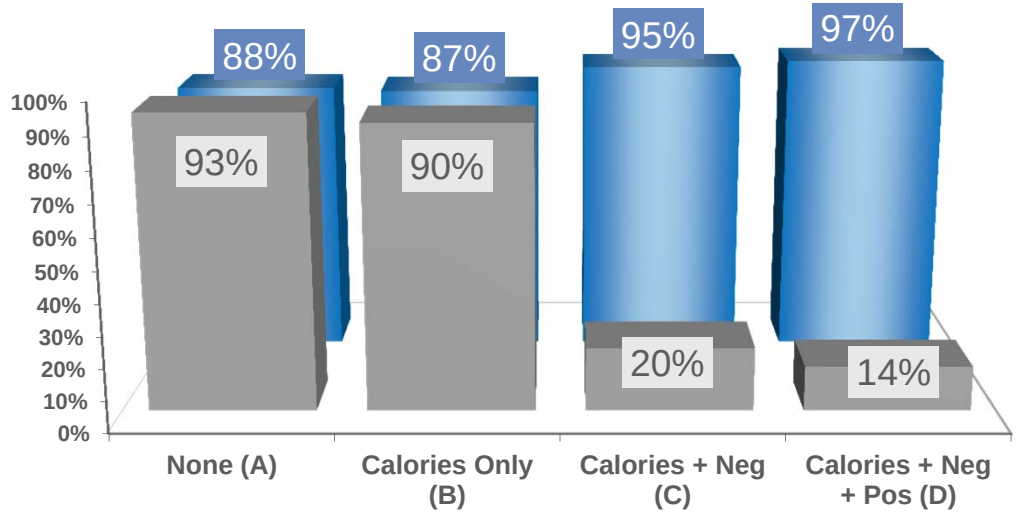

SALAD DRESSSING



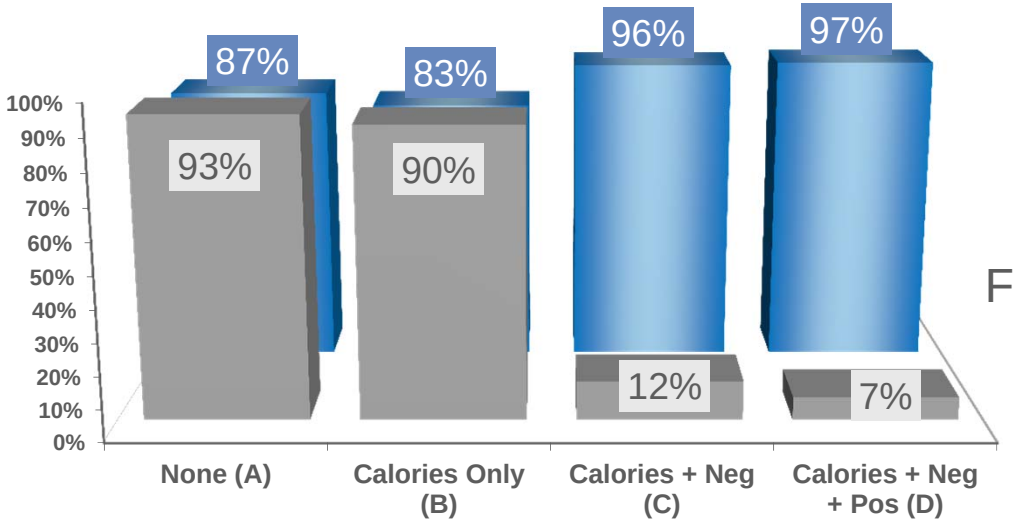

**A, B, C, D denotes statistical significance**

# Relevant FOP Information has *Positive Impact* on Accuracy for SATURATED FAT, Even With Lower NFP Use (1 of 2)

CEREAL



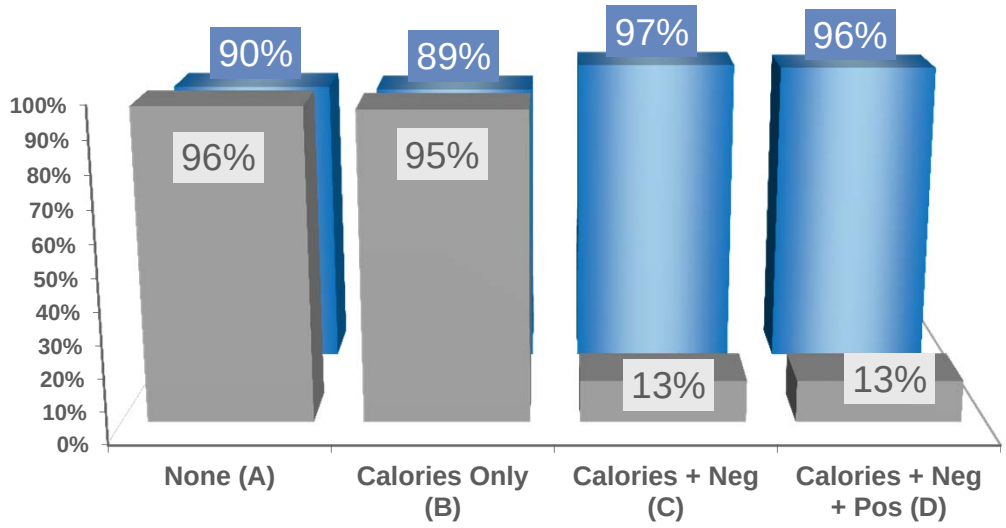

FROZEN ENTRÉE



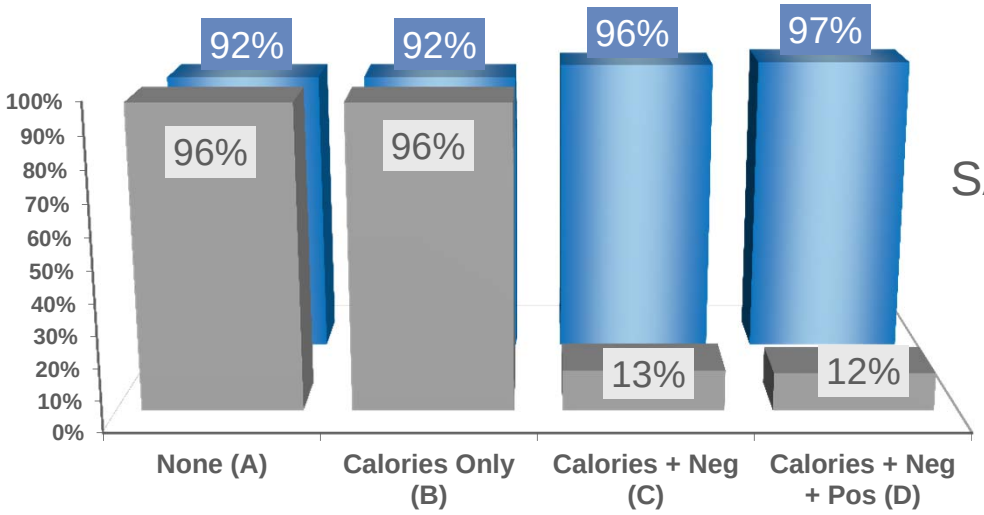

**A, B, C, D denotes statistical significance**

# Relevant FOP Information has *Positive Impact* on Accuracy for SATURATED FAT, Even With Lower NFP Use (2 of 2)

SAVORY SNACK



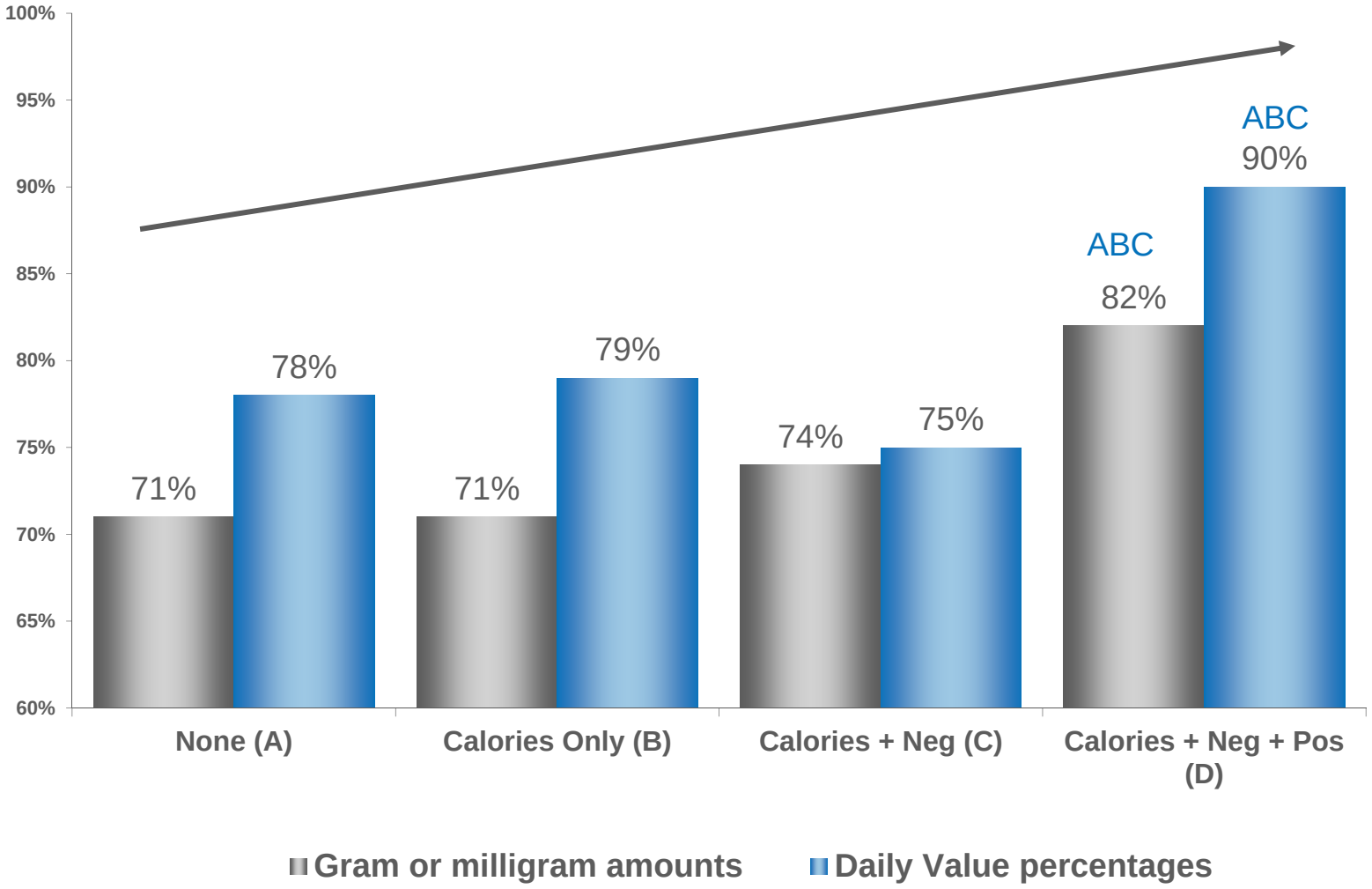

SALAD DRESSSING




**A, B, C, D denotes statistical significance**

# Comfort with Using Four Labeling Systems - CEREAL

*"Very easy to figure out"*




Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

A, B, C, D denotes statistical significance

# Comfort with Using Four Labeling Systems - CEREAL

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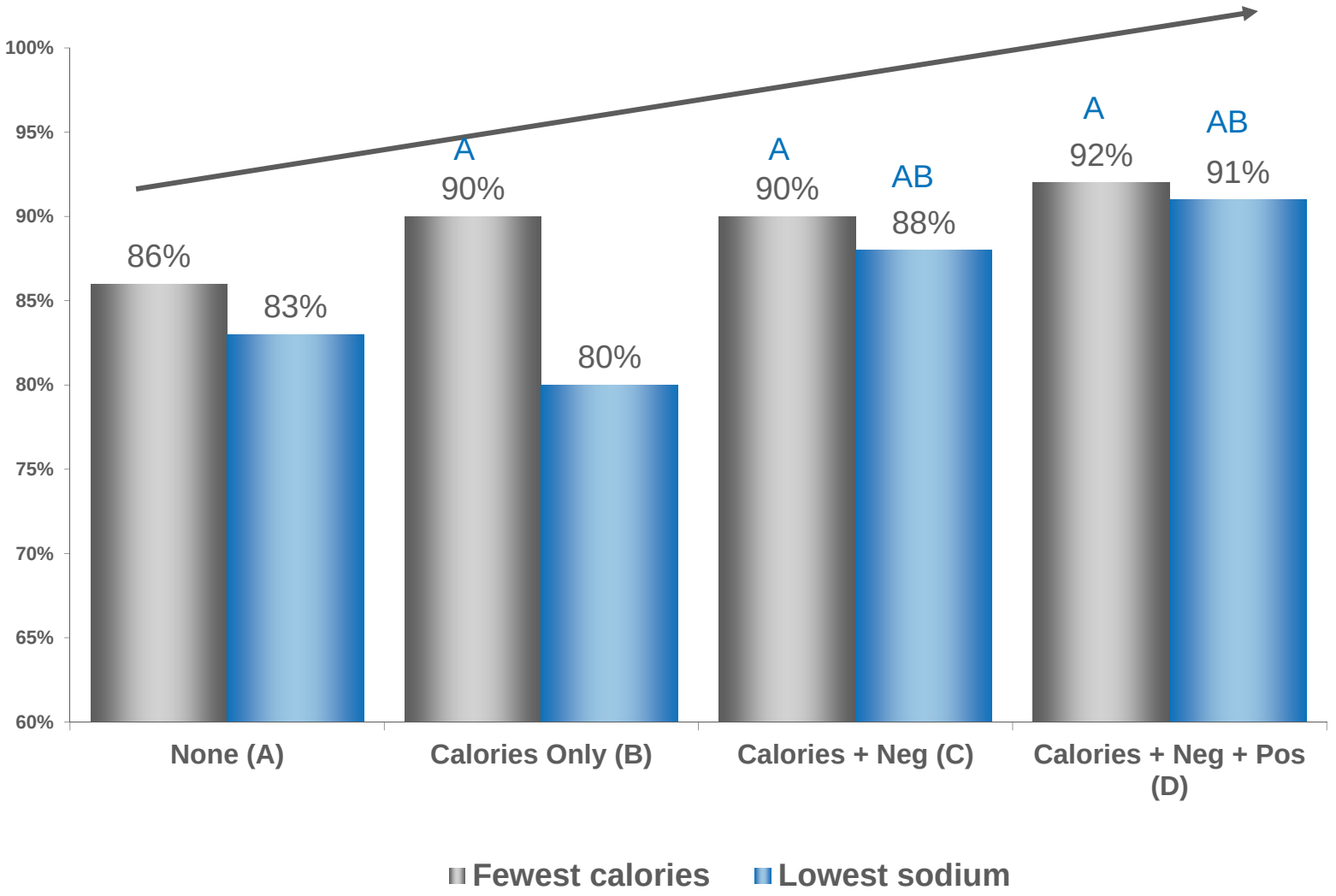


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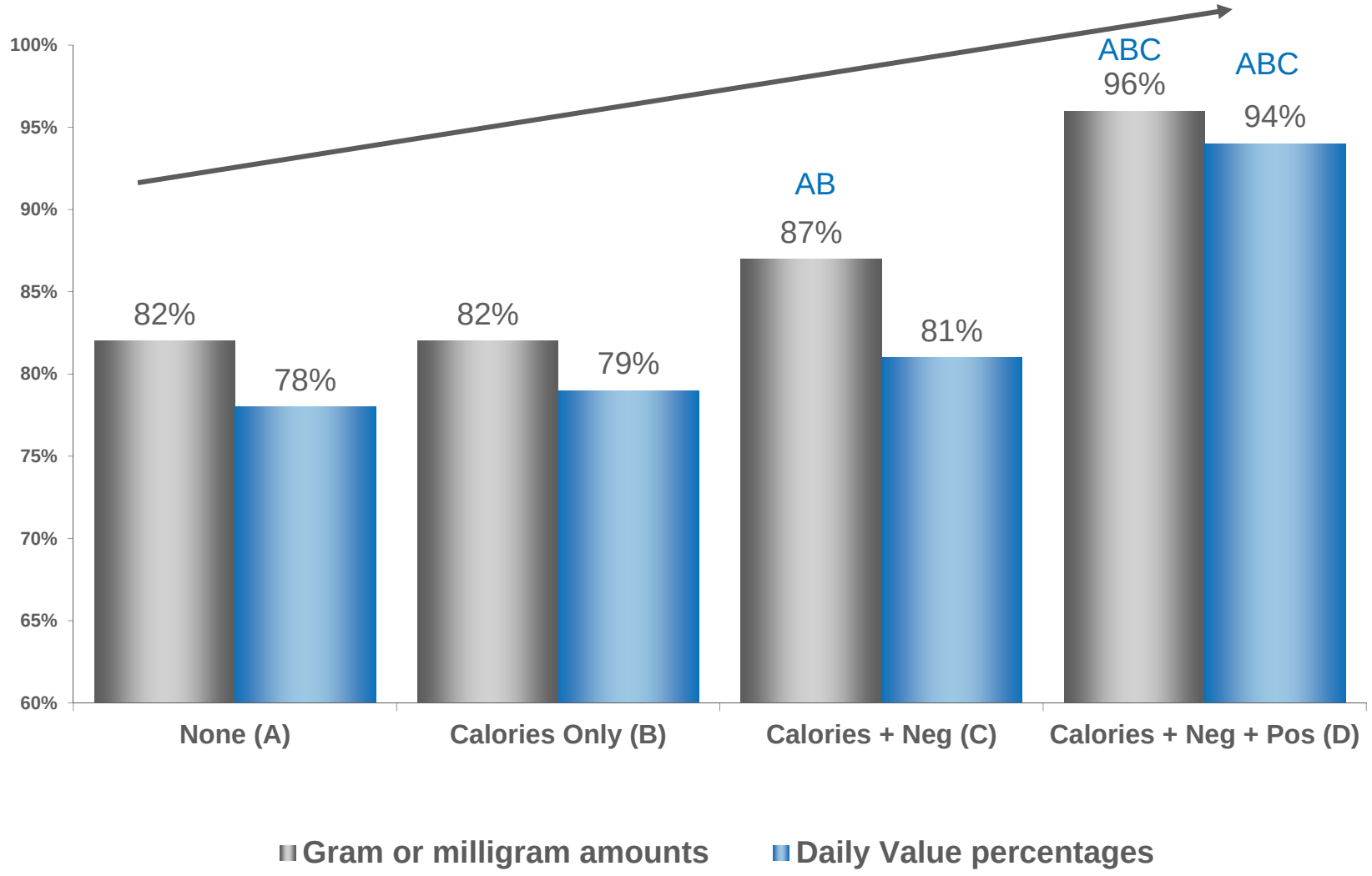
A, B, C, D denotes statistical significance

# Comfort with Using Four Labeling Systems – FROZEN ENTRÉES

*"Very easy to figure out"*

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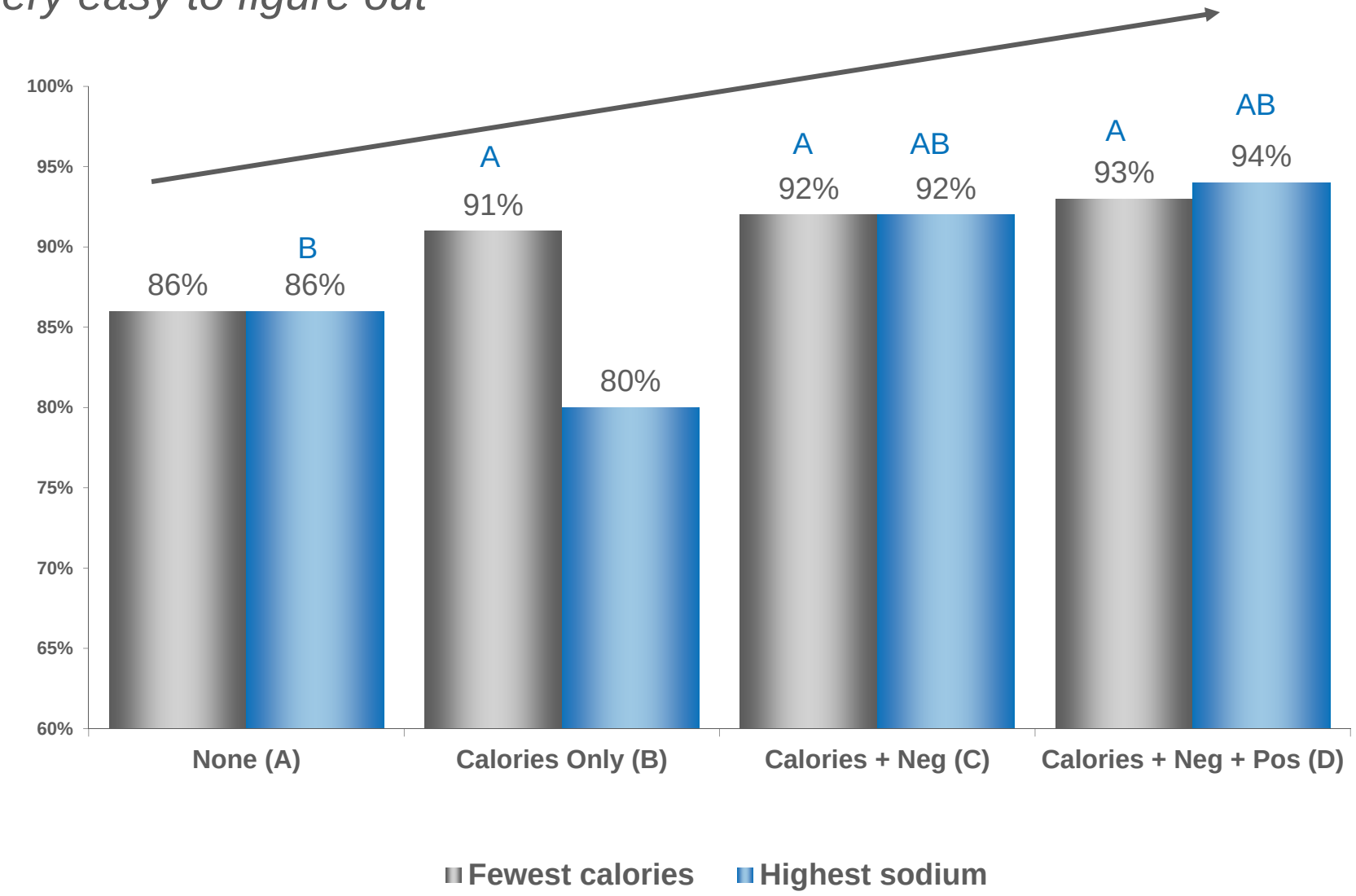
A, B, C, D denotes statistical significance

# Comfort with Using Four Labeling Systems – FROZEN ENTRÉES

*"Very easy to figure out"*

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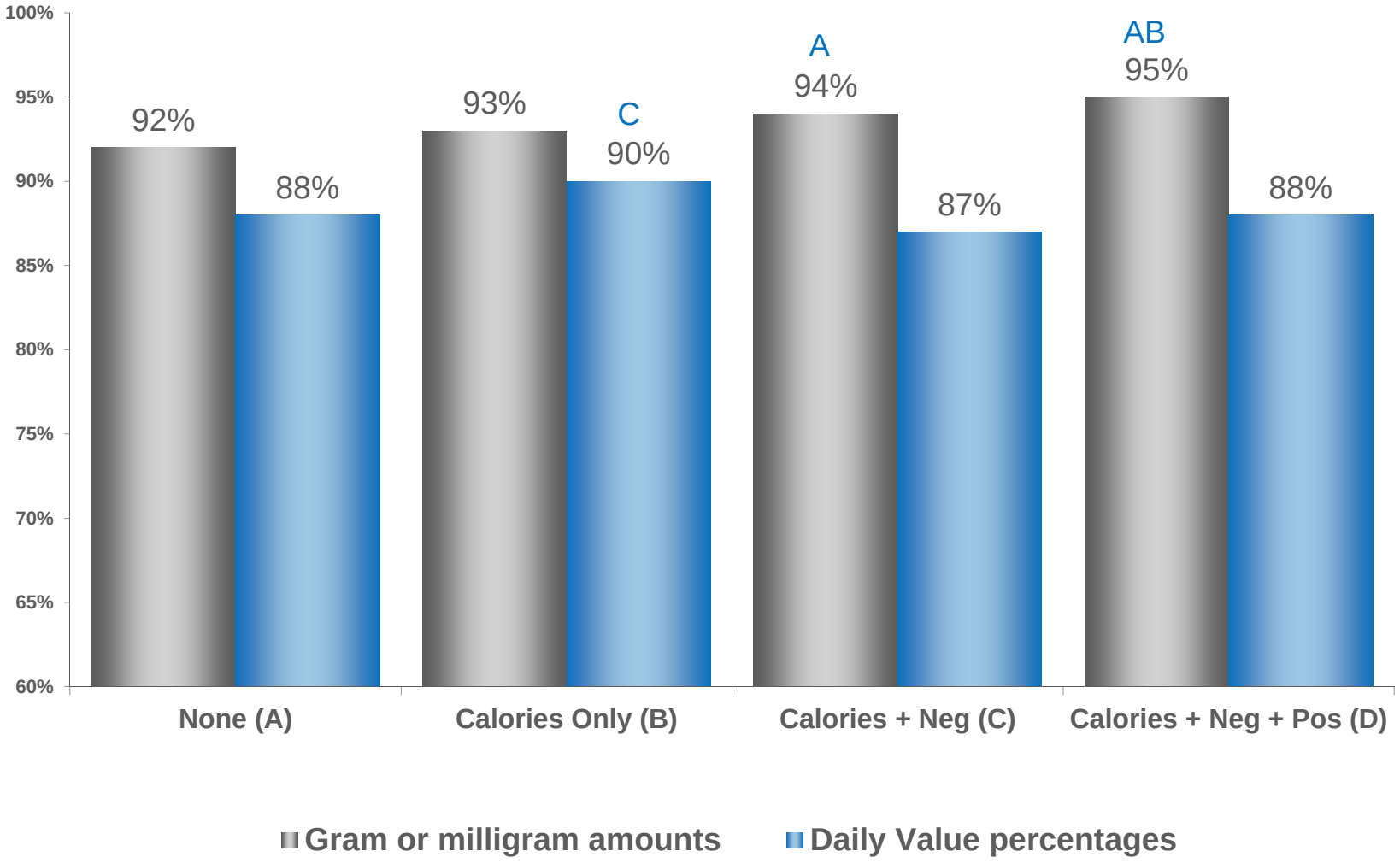
A, B, C, D denotes statistical significance

# Comfort with Using Four Labeling Systems – SALAD DRESSING

*"Very easy to figure out"*

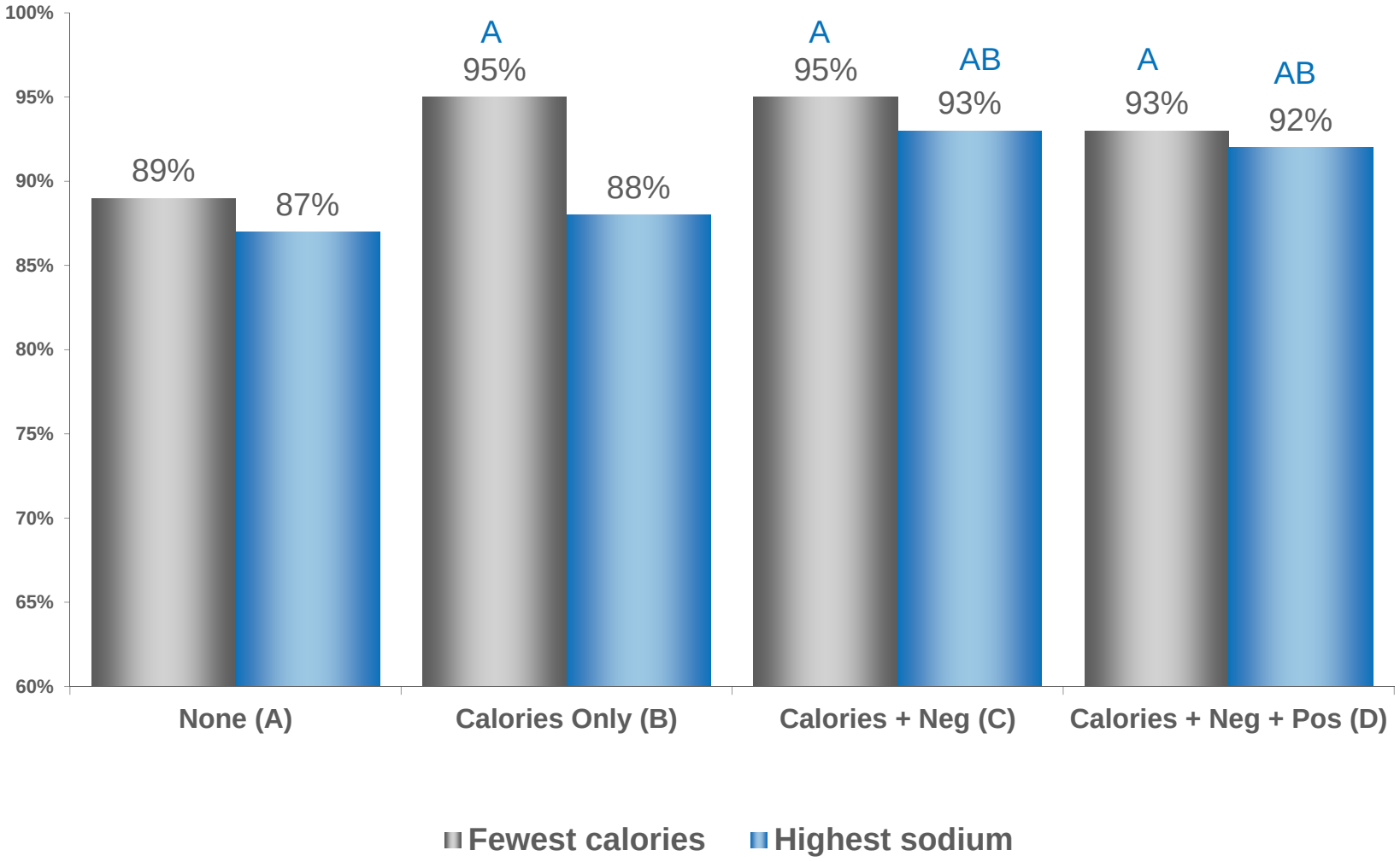



Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

A, B, C, D denotes statistical significance

# Comfort with Using Four Labeling Systems – SALAD DRESSING

*"Very easy to figure out"*

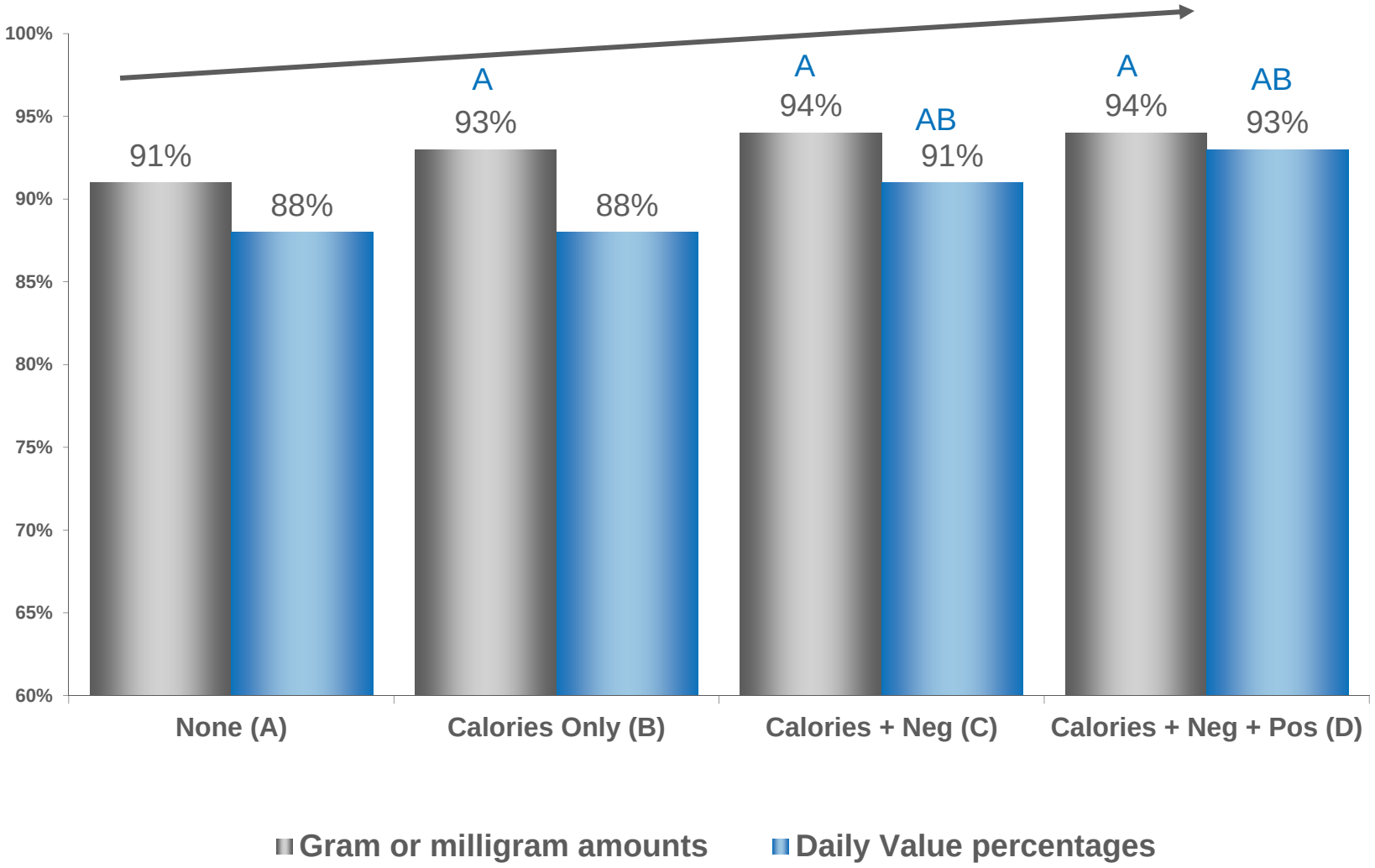



Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

A, B, C, D denotes statistical significance

# Comfort with Using Four Labeling Systems – SAVORY SNACKS

*"Very easy to figure out"*

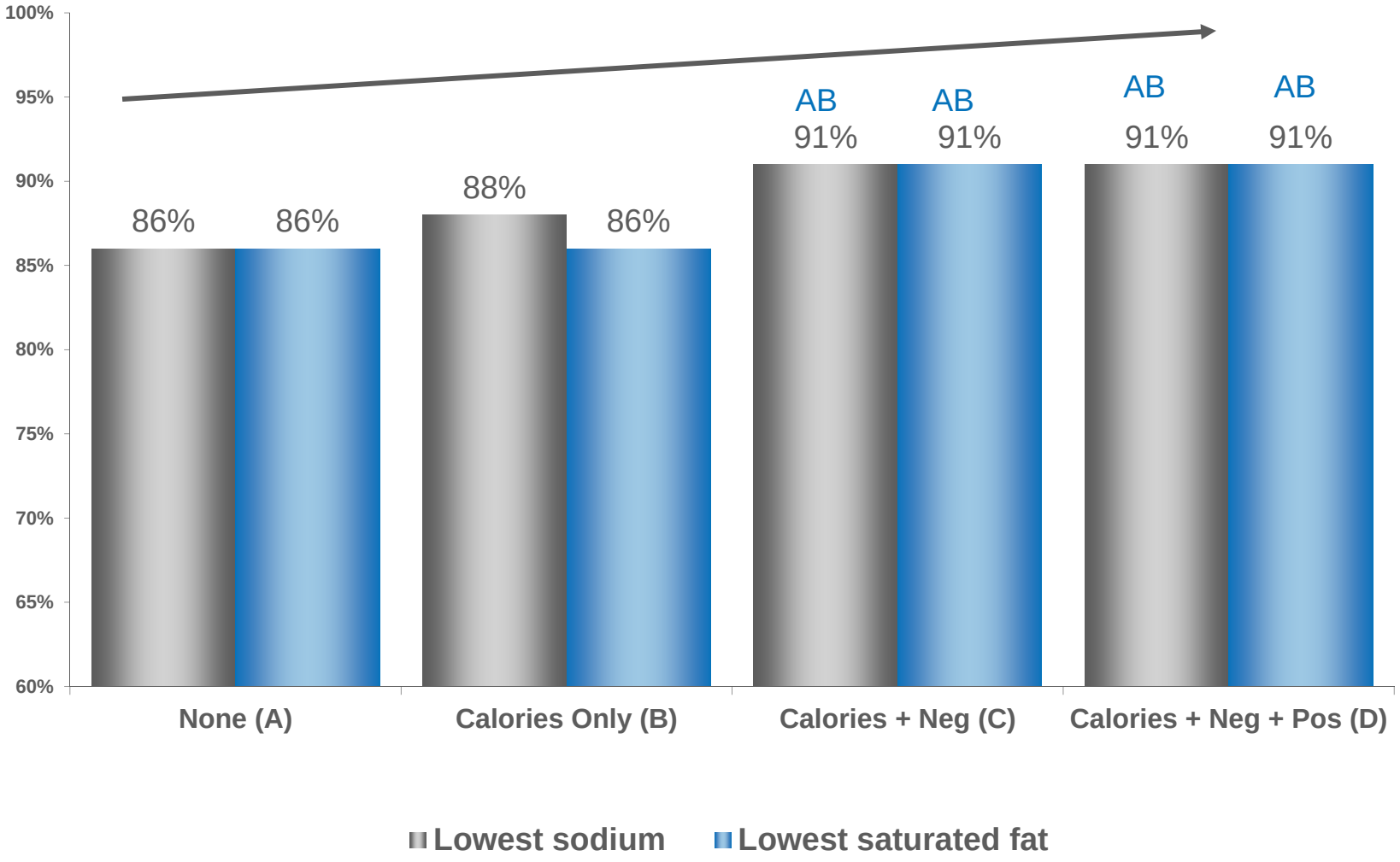



Top Box on 4-point scale

A, B, C, D denotes statistical significance

# Comfort with Using Four Labeling Systems – SAVORY SNACKS

*"Very easy to figure out"*




Top Box on 4-point scale

A, B, C, D denotes statistical significance

# Best Product Choice – Nutritional Value - CEREAL

| | FOP ICONS SHOWN | | | |
|---|---|---|---|---|
| | None | Calories Only | Calories + Negatives | Calories + Neg + Pos |
| | % (A) | % (B) | % (C) | % (D) |
| Product One | 70 | 71C | 67 | 73C |
| Product Two | 13 | 12 | 17ABD | 12 |
| Product Three | 3 | 3 | 2 | 2 |
| No individual product is the best choice | 8 | 7 | 8 | 9 |
| Don't know / not sure | 6D | 6D | 7D | 3 |
| | | | | |
| *Viewed NFP* | *62BCD* | *54CD* | *29D* | *10* |

*Columns may not add to 100% due to rounding*

**A, B, C, D denotes statistical significance**

# Best Product Choice – Nutritional Value - FROZEN ENTRÉES

| | FOP ICONS SHOWN | | | |
|---|---|---|---|---|
| | None | Calories Only | Calories + Negatives | Calories + Neg + Pos |
| | % (A) | % (B) | % (C) | % (D) |
| Product One | 75 | 78 | 81AD | 76 |
| Product Two | 9C | 7 | 6 | 10C |
| Product Three | 3 | 3 | 3 | 3 |
| No individual product is the best choice | 7 | 7 | 6 | 7 |
| Don't know / not sure | 6 | 5 | 5 | 5 |
| | | | | |
| *Viewed NFP* | *57BCD* | *50CD* | *26D* | *8* |

*Columns may not add to 100% due to rounding*

**A, B, C, D denotes statistical significance**

# Best Product Choice – Nutritional Value - SALAD DRESSING

| | FOP ICONS SHOWN | | | |
|---|---|---|---|---|
| | None | Calories Only | Calories + Negatives | Calories + Neg + Pos |
| | % (A) | % (B) | % (C) | % (D) |
| Product One | 80 | 83 | 84A | 83 |
| Product Two | 3 | 3 | 2 | 3 |
| Product Three | 3 | 2 | 2 | 2 |
| No individual product is the best choice | 11D | 8 | 9 | 8 |
| Don't know / not sure | 4 | 4 | 3 | 4 |
| | | | | |
| *Viewed NFP* | *62BCD* | *55CD* | *29D* | *20* |

*Columns may not add to 100% due to rounding*

**A, B, C, D denotes statistical significance**

# Best Product Choice – Nutritional Value - SAVORY SNACKS

| | FOP ICONS SHOWN | | | |
|---|---|---|---|---|
| | None | Calories Only | Calories + Negatives | Calories + Neg + Pos |
| | % (A) | % (B) | % (C) | % (D) |
| Product One | 86 | 85 | 88 | 87 |
| Product Two | 1 | 2 | 1 | 2 |
| Product Three | 4CD | 4C | 2 | 2 |
| No individual product is the best choice | 5 | 5 | 4 | 5 |
| Don't know / not sure | 4 | 4 | 3 | 3 |
| | | | | |
| *Viewed NFP* | *50BCD* | *46CD* | *25D* | *20* |

*Columns may not add to 100% due to rounding*

**A, B, C, D denotes statistical significance**

PERCEPTION RESEARCH SERVICES
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# Survey Results – Focus on Education Level

# Examined NFP When Initially Presented

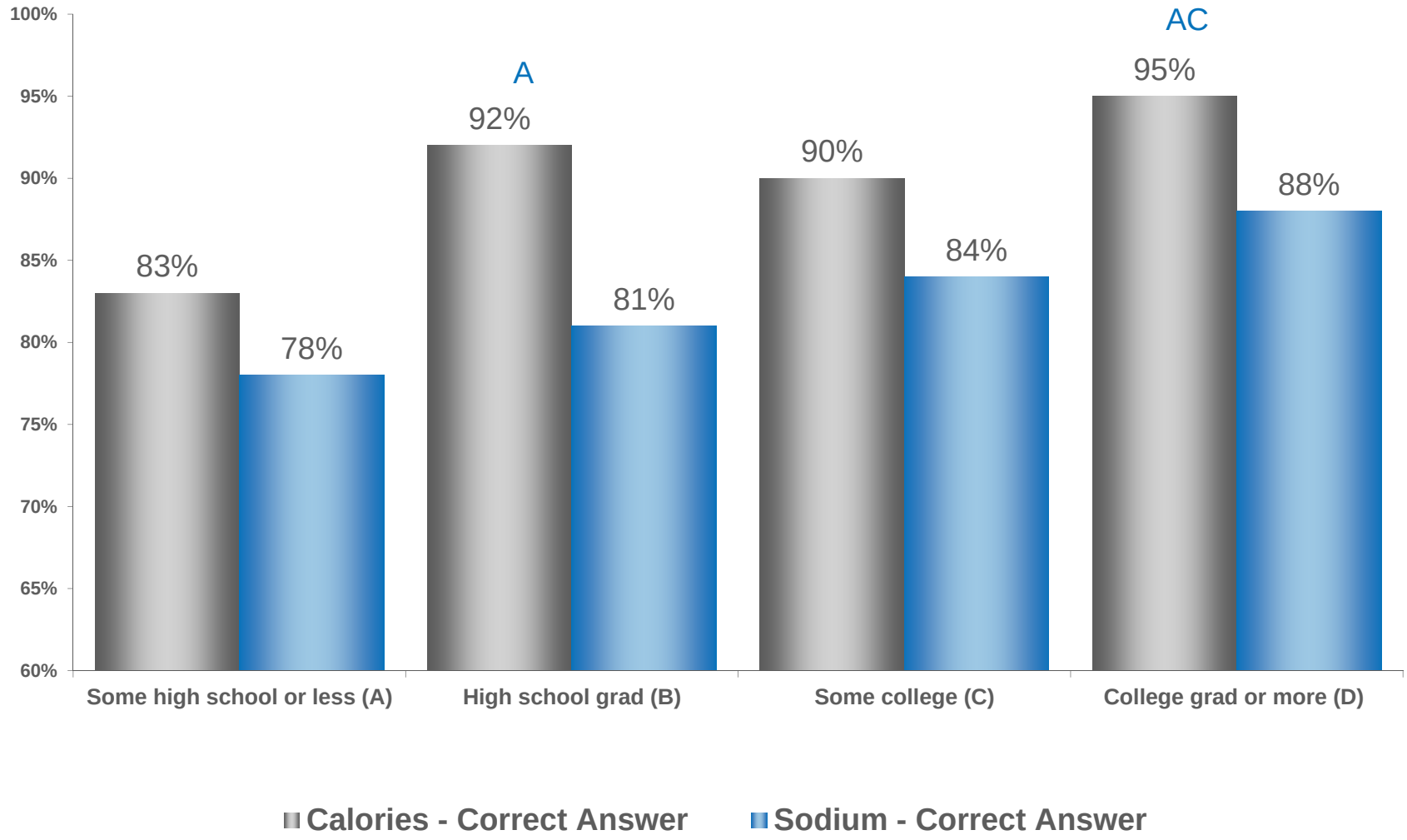
## *By Education Level*

In general, respondents with lower education levels were more likely to initially click to view the Nutrition Facts Panel before they were actually "tested."

| | LESS THAN HIGH SCHOOL GRADUATE | | | | | HIGH SCHOOL GRADUATE | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Phase 1 (No FOPL) | Phase 2 (Cal Only) | Phase 3 (Cal + Neg) | Phase 4 (Cal + Neg + Pos) | | Phase 1 (No FOPL) | Phase 2 (Cal Only) | Phase 3 (Cal + Neg) | Phase 4 (Cal + Neg + Pos) |
| | (A) | (B) | (C) | (D) | | (A) | (B) | (C) | (D) |
| | % | % | % | % | | % | % | % | % |
| YES | 62 | 53 | 39 | 39 | | 61 | 55 | 42 | 45 |
| NO | 38 | 47 | 61 | 61 | | 39 | 45 | 58 | 55 |

| | SOME COLLEGE | | | | | COLLEGE GRAD OR MORE | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Phase 1 (No FOPL) | Phase 2 (Cal Only) | Phase 3 (Cal + Neg) | Phase 4 (Cal + Neg + Pos) | | Phase 1 (No FOPL) | Phase 2 (Cal Only) | Phase 3 (Cal + Neg) | Phase 4 (Cal + Neg + Pos) |
| | (A) | (B) | (C) | (D) | | (A) | (B) | (C) | (D) |
| | % | % | % | % | | % | % | % | % |
| YES | 63 | 58 | 47 | 47 | | 64 | 60 | 51 | 45 |
| NO | 37 | 42 | 53 | 53 | | 46 | 40 | 49 | 55 |

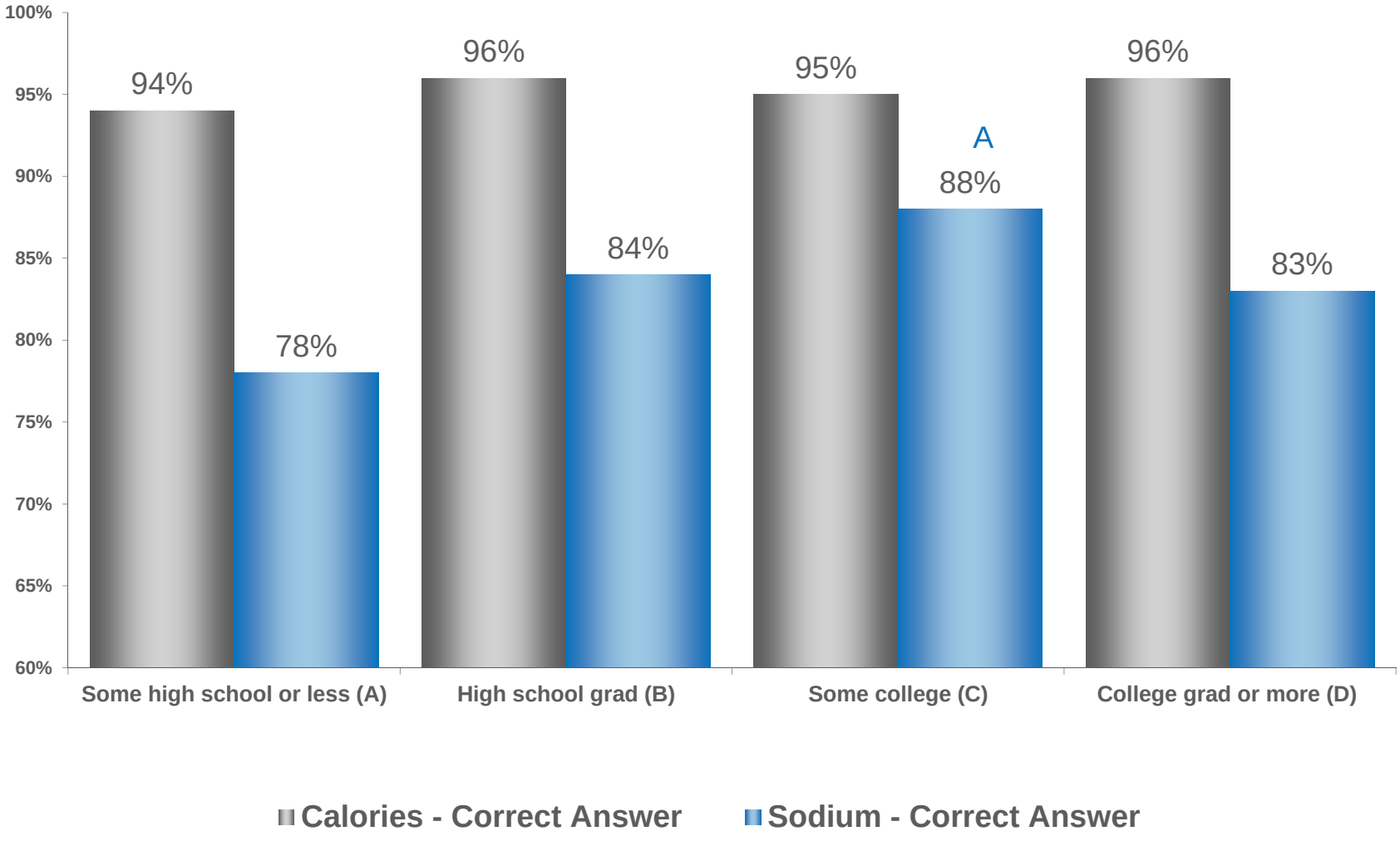
# Calories & Sodium Correct Answers
# - CEREAL
# - *No FOP*




Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

**A, B, C, D denotes statistical significance**

# Calories & Sodium Correct Answers
# - CEREAL
# - *Calories Only*

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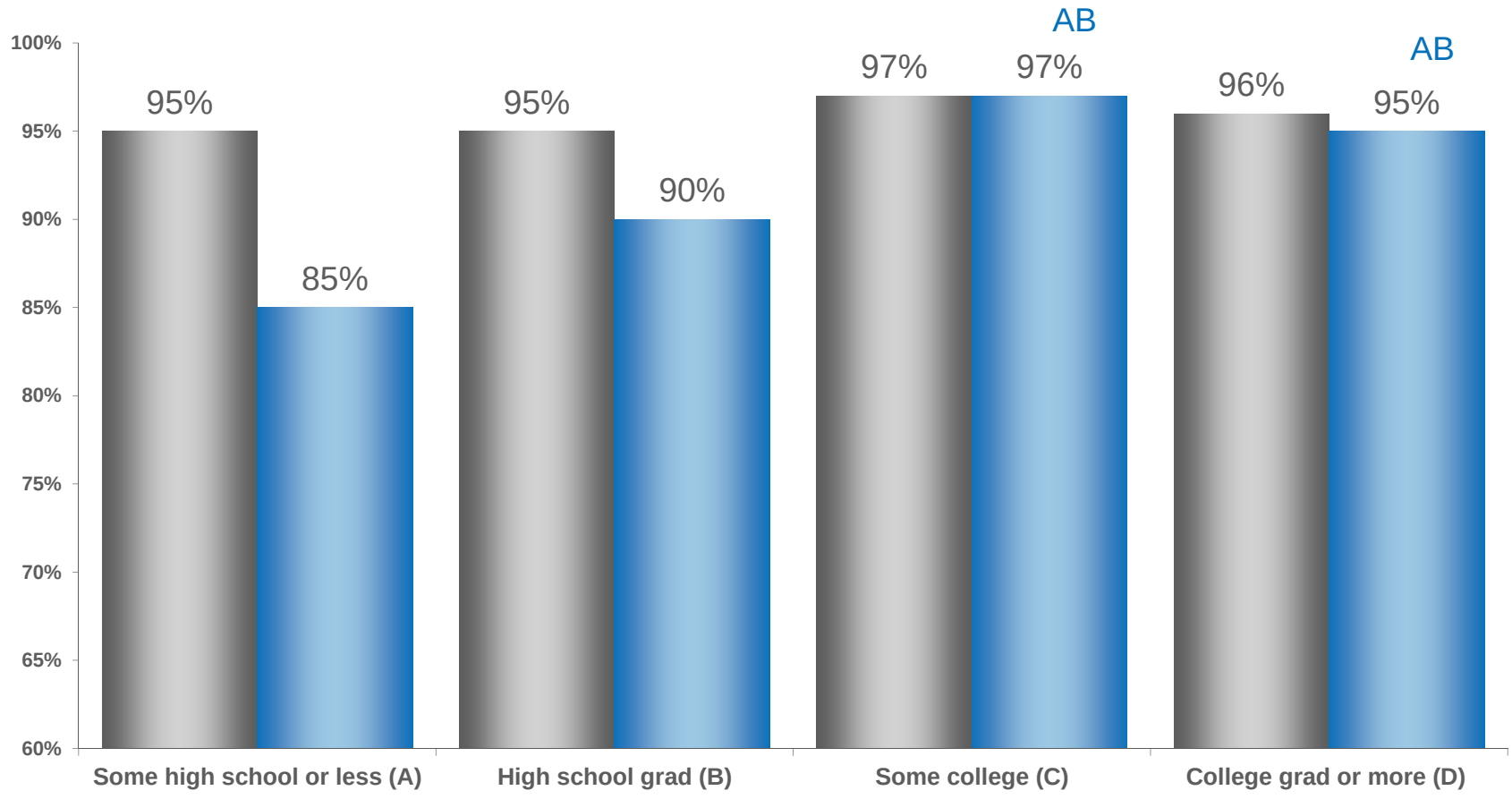
# Calories & Sodium Correct Answers
# - CEREAL
# - *Calories + Negative*

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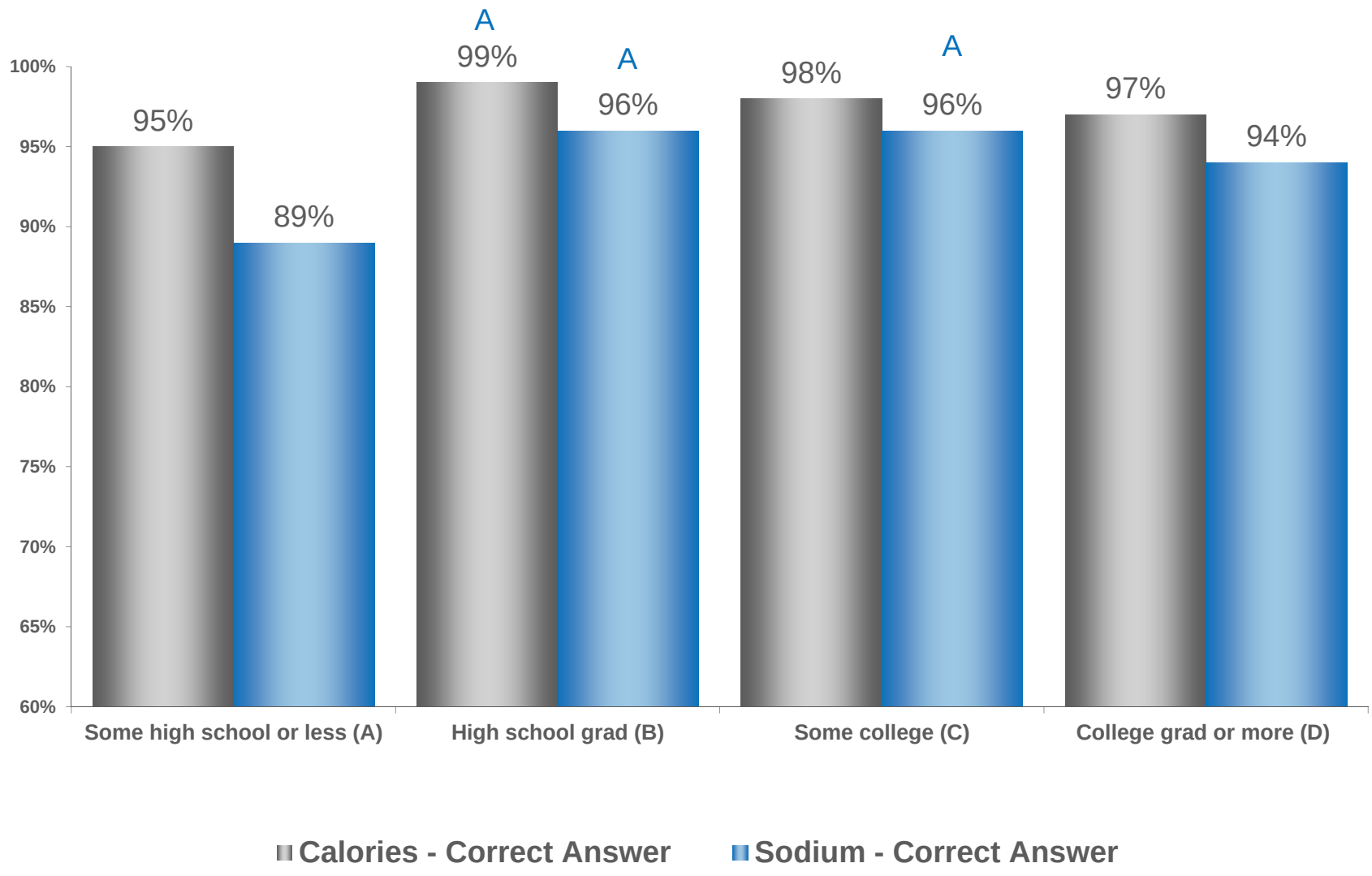
**A, B, C, D denotes statistical significance**

# Calories & Sodium Correct Answers
# - CEREAL
# - *Calories + Negative + Positive*

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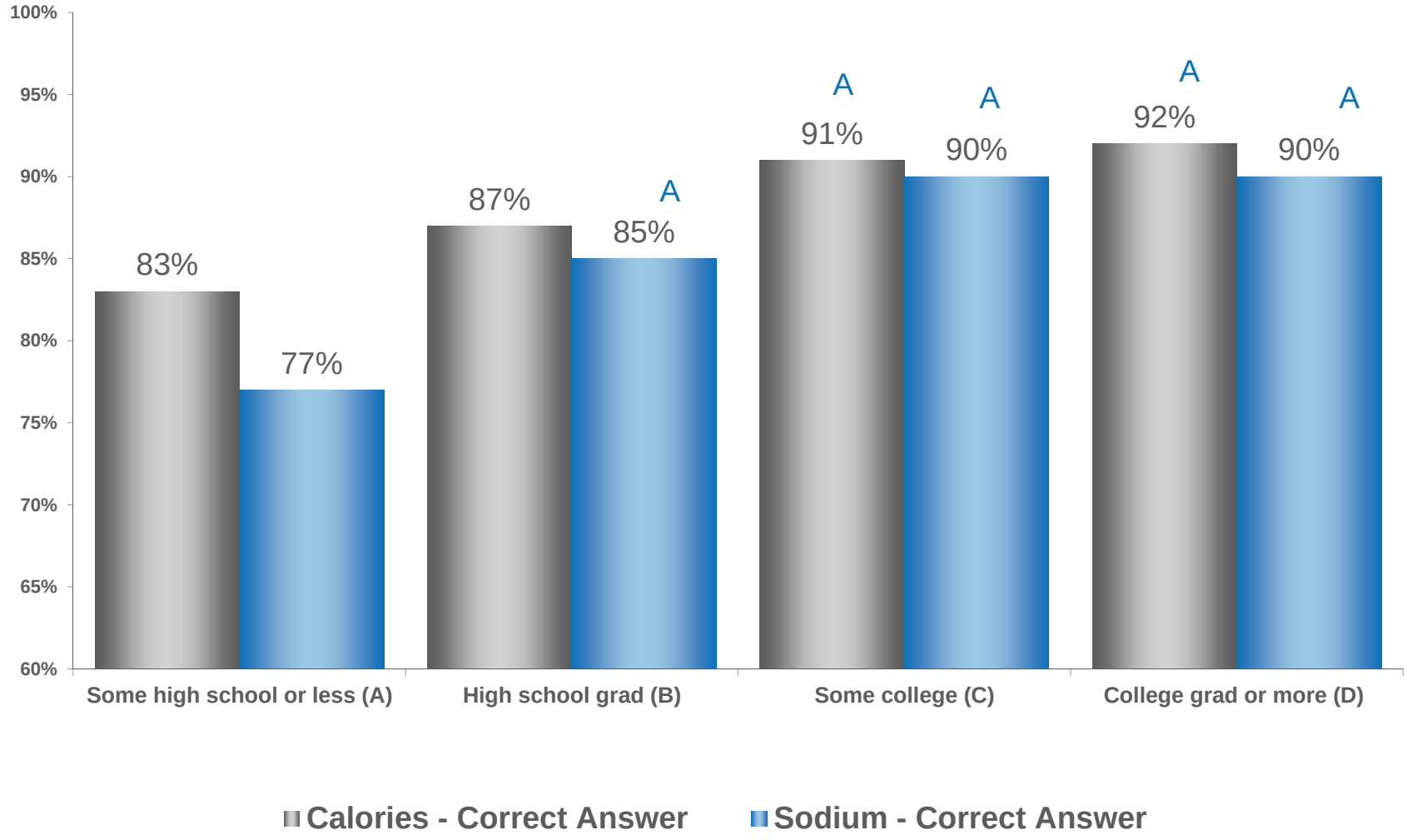
**A, B, C, D denotes statistical significance**

# Calories & Sodium Correct Answers
# - FROZEN ENTRÉES
# - *No FOP*

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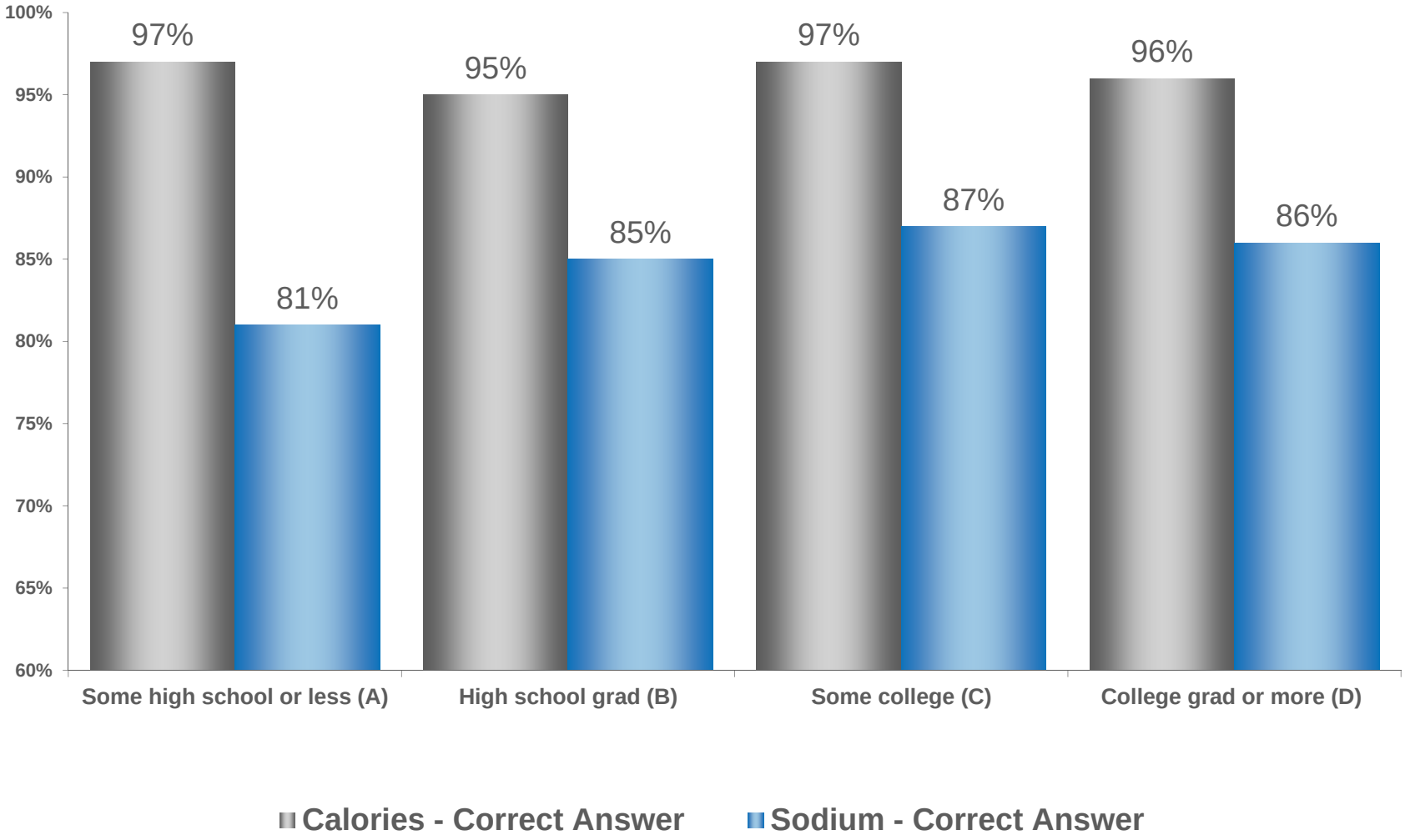
**A, B, C, D denotes statistical significance**

# Calories & Sodium Correct Answers
# - FROZEN ENTRÉES
# - *Calories Only*

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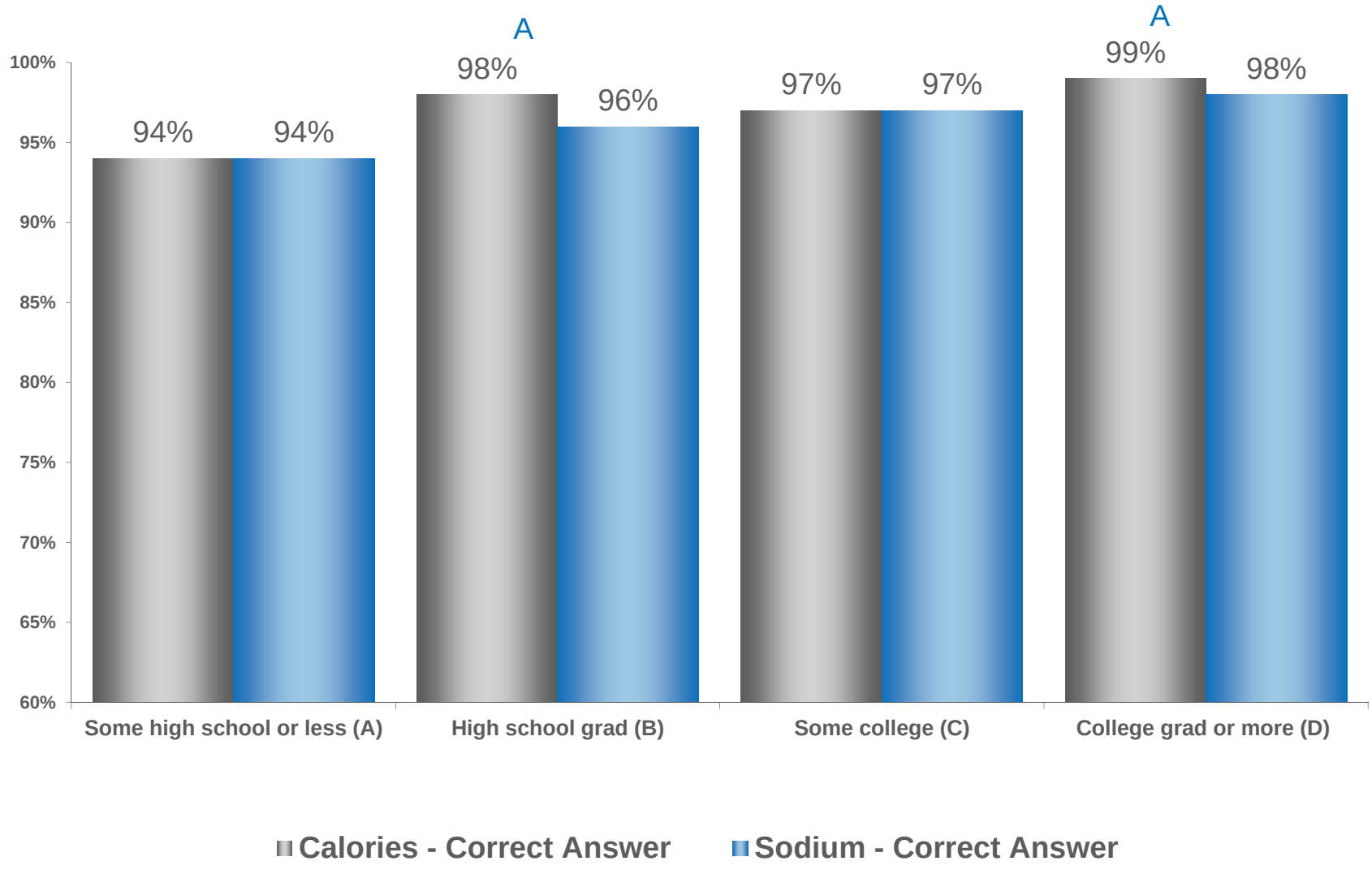
A, B, C, D denotes statistical significance

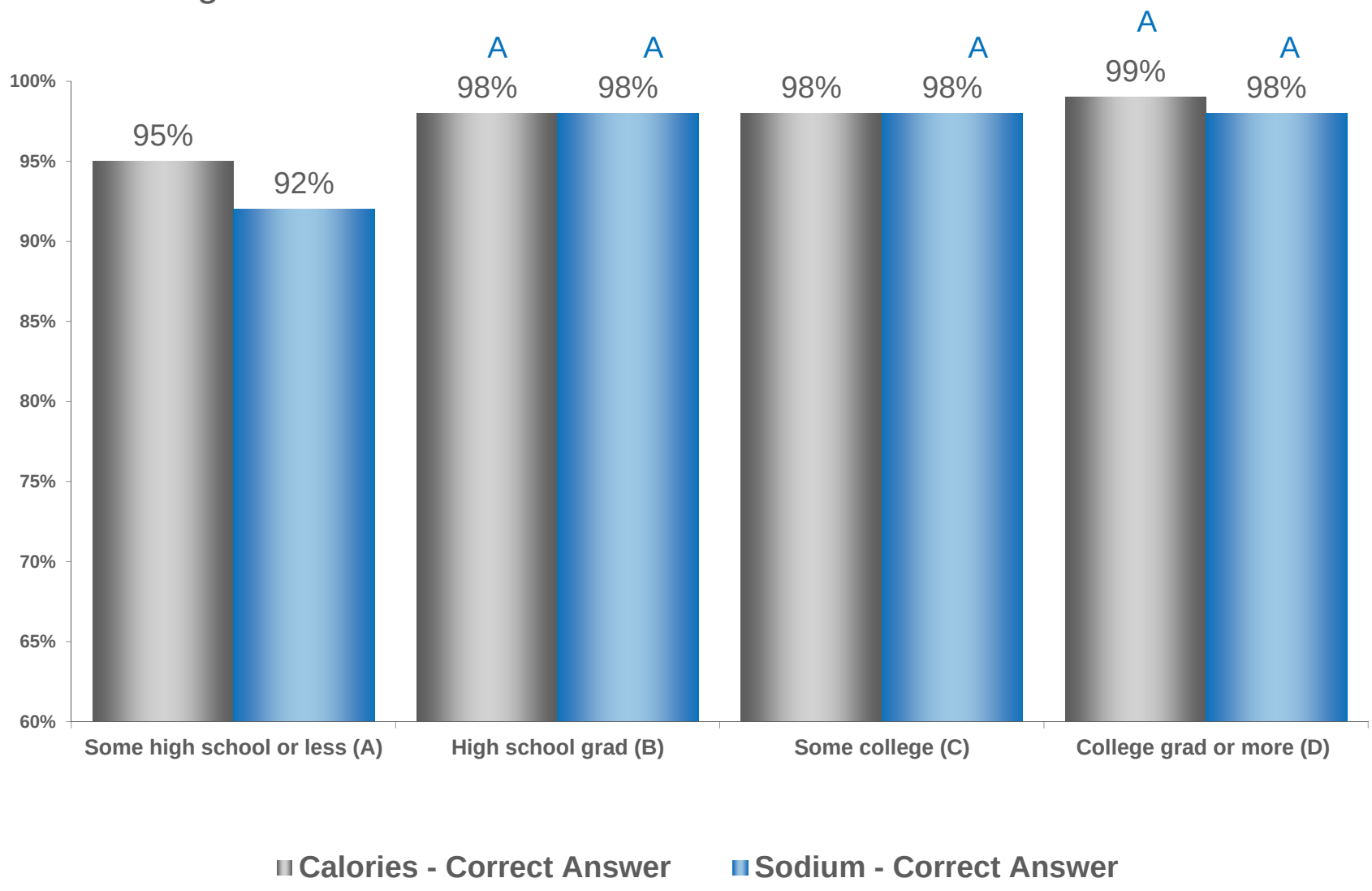
# Calories & Sodium Correct Answers
# - FROZEN ENTRÉES
# - *Calories + Negative*




Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

**A, B, C, D denotes statistical significance**

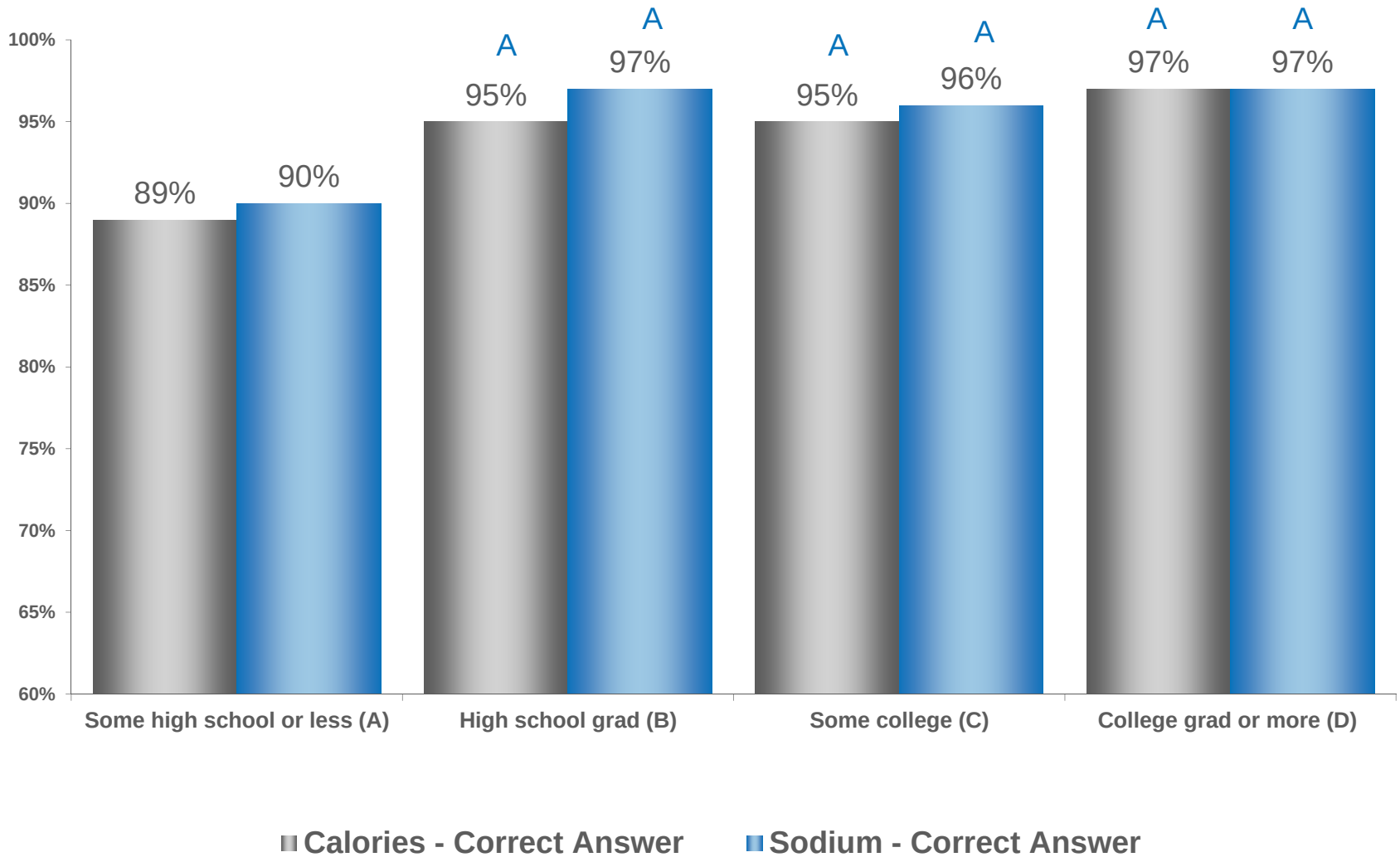
# Calories & Sodium Correct Answers
# - FROZEN ENTRÉES
# - *Calories + Negative + Positive*




Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

**A, B, C, D denotes statistical significance**

# Calories & Sodium Correct Answers
# - SALAD DRESSING
# - *No FOP*

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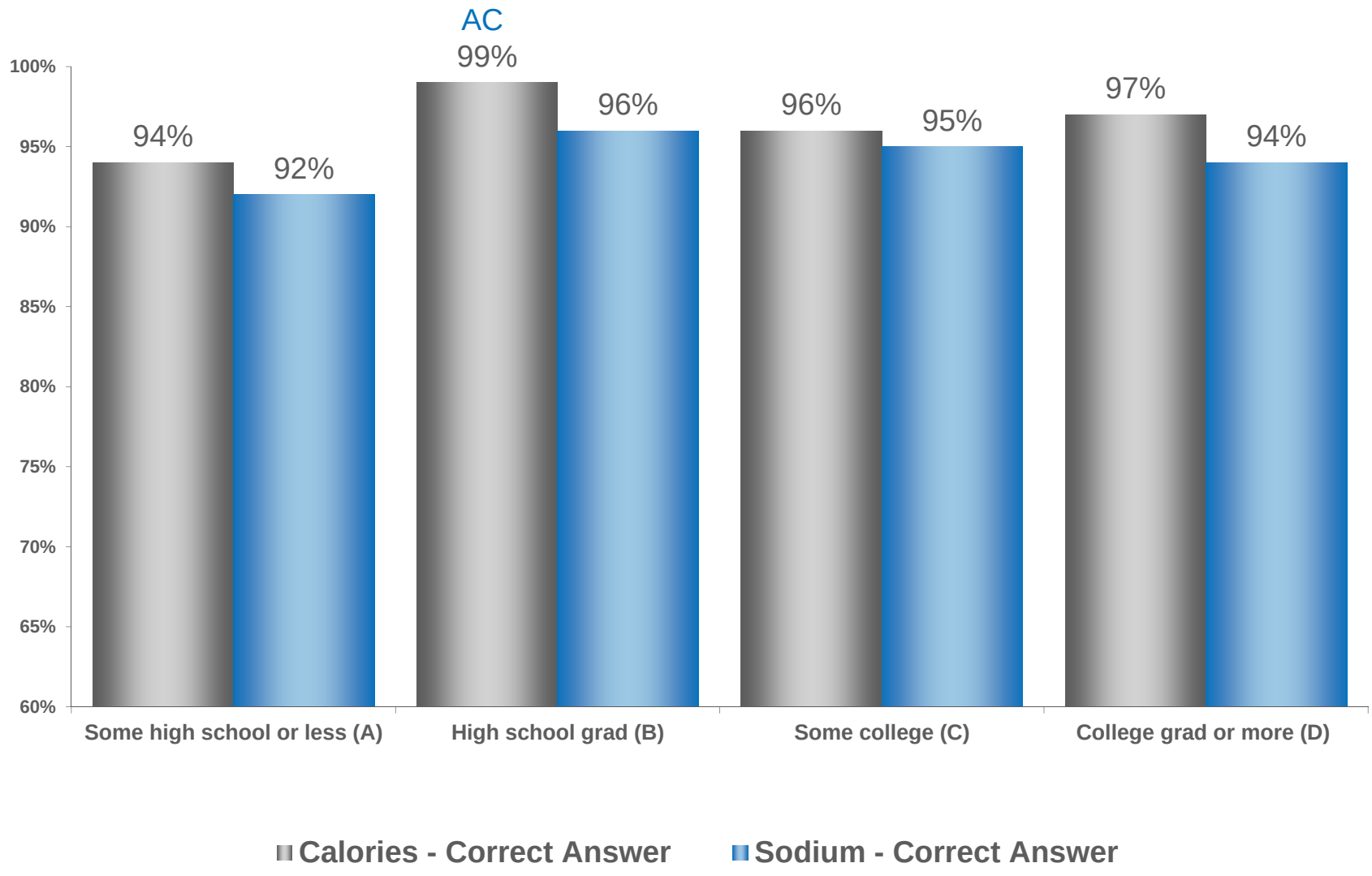
# Calories & Sodium Correct Answers
# - SALAD DRESSING
# - *Calories Only*

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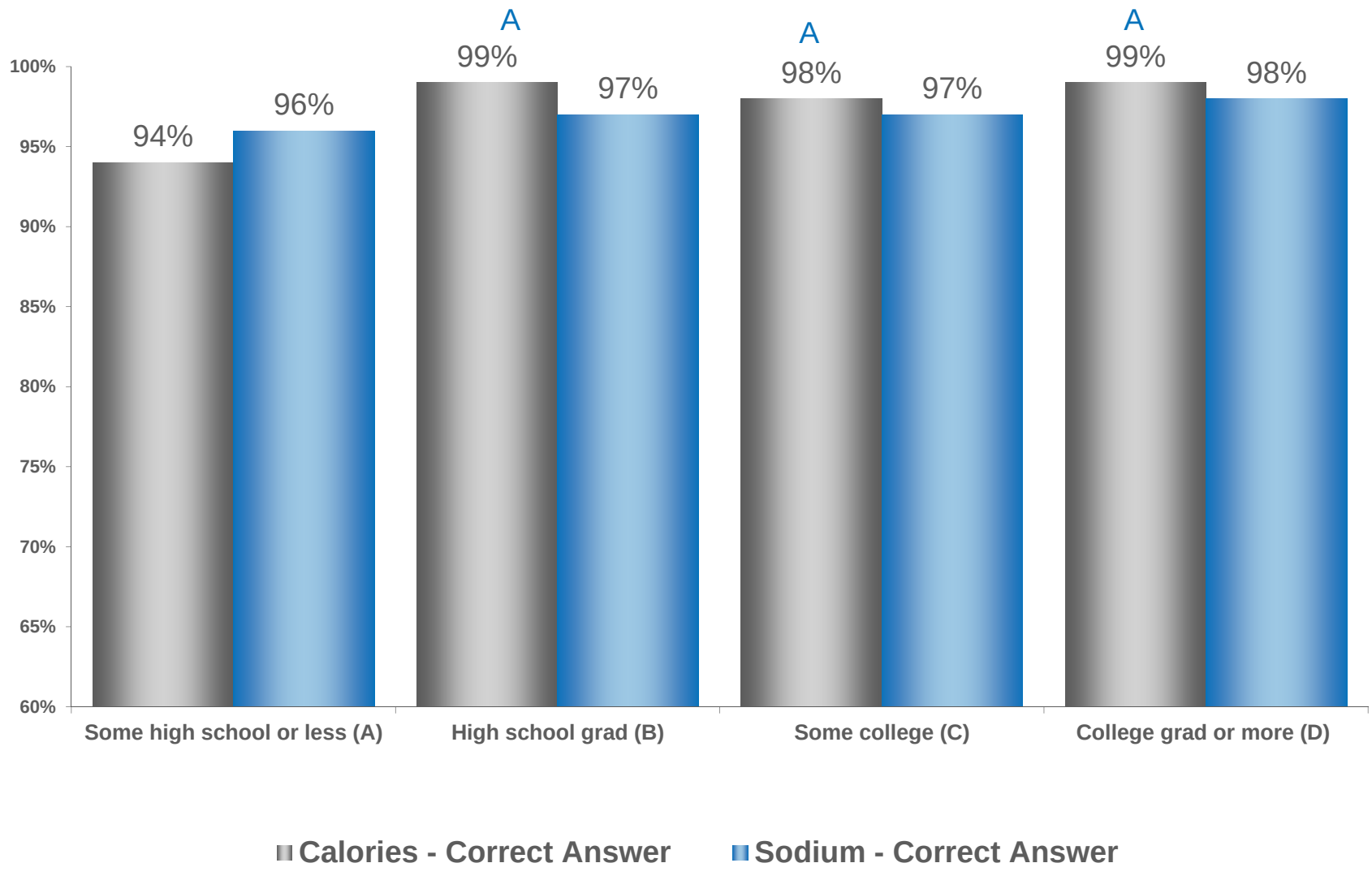
# Calories & Sodium Correct Answers
# - SALAD DRESSING
# - *Calories + Negative*

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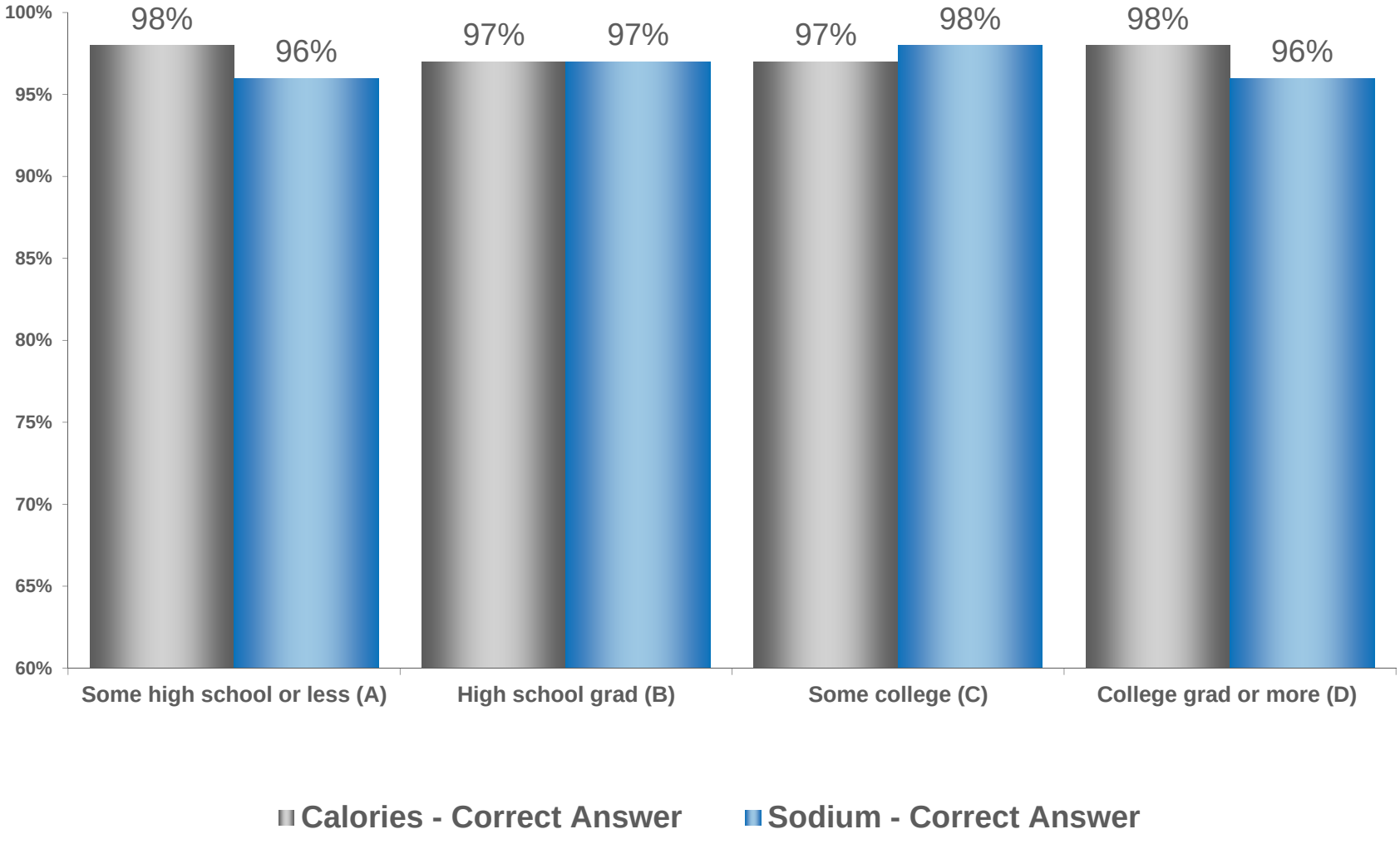
**A, B, C, D denotes statistical significance**

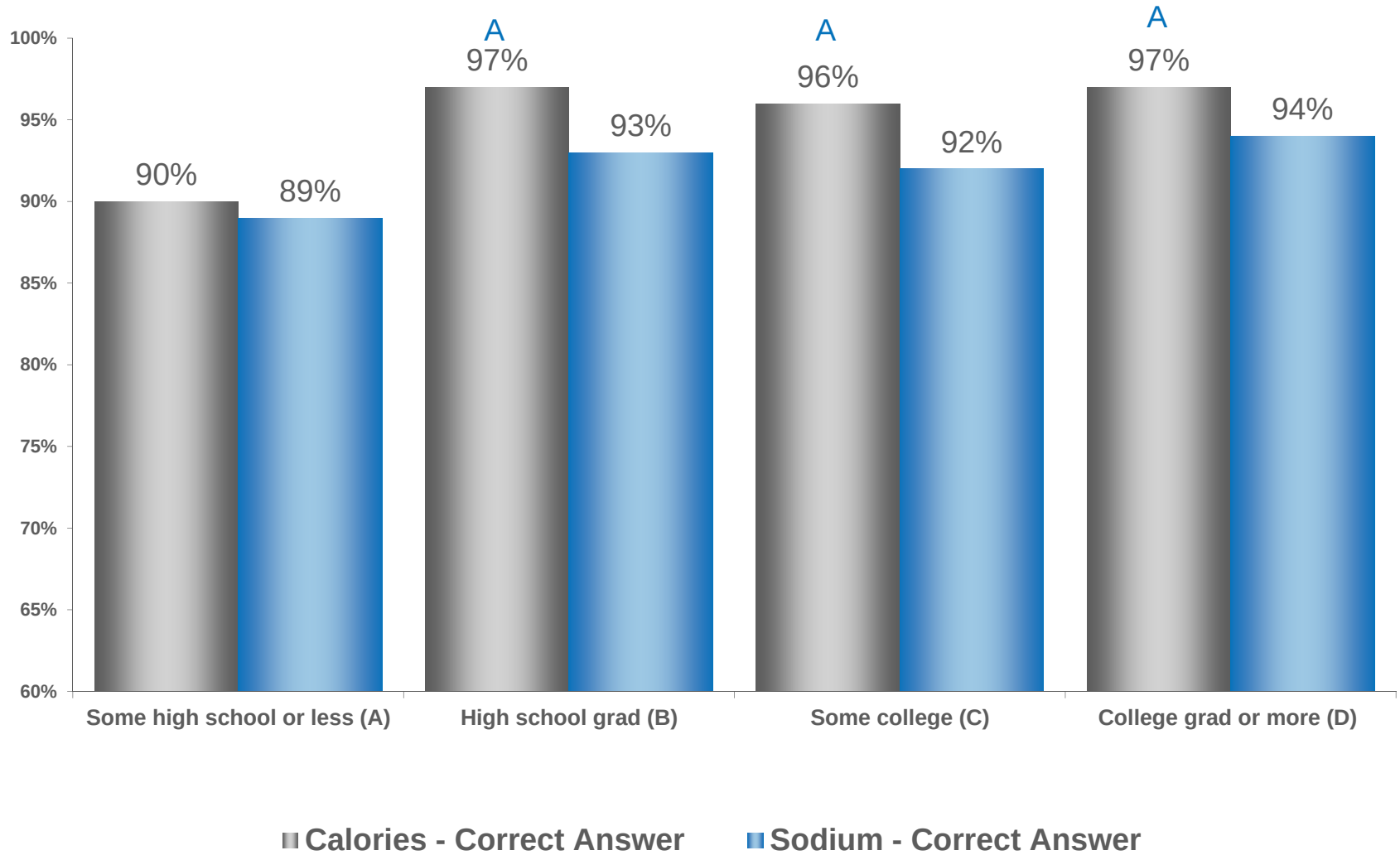
# Calories & Sodium Correct Answers
# - SALAD DRESSING
# - *Calories + Negative + Positive*




Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

A, B, C, D denotes statistical significance

# Calories & Sodium Correct Answers
# - SAVORY SNACKS
# - *No FOP*

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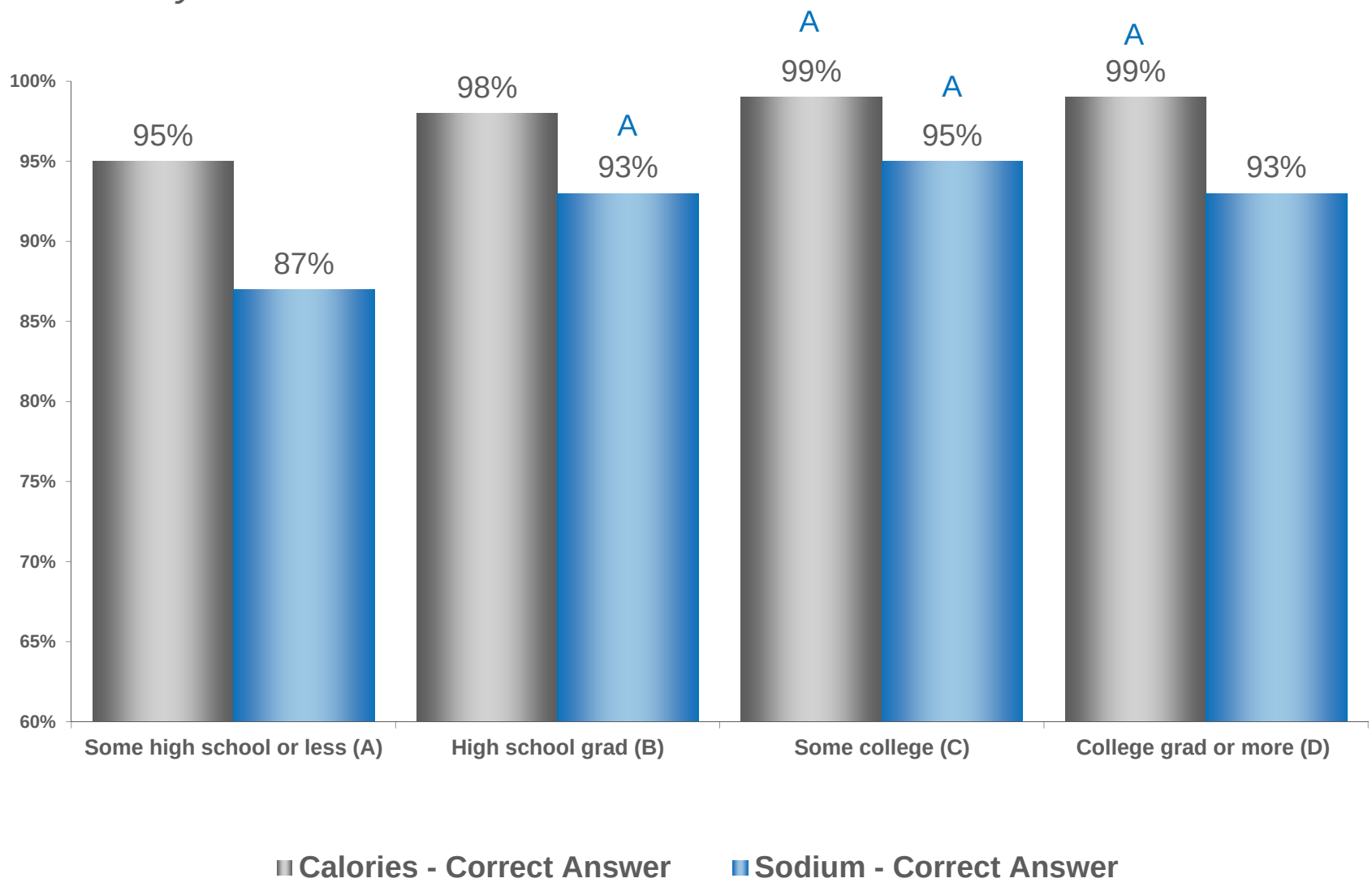
# Calories & Sodium Correct Answers
# - SAVORY SNACKS
# - *Calories Only*

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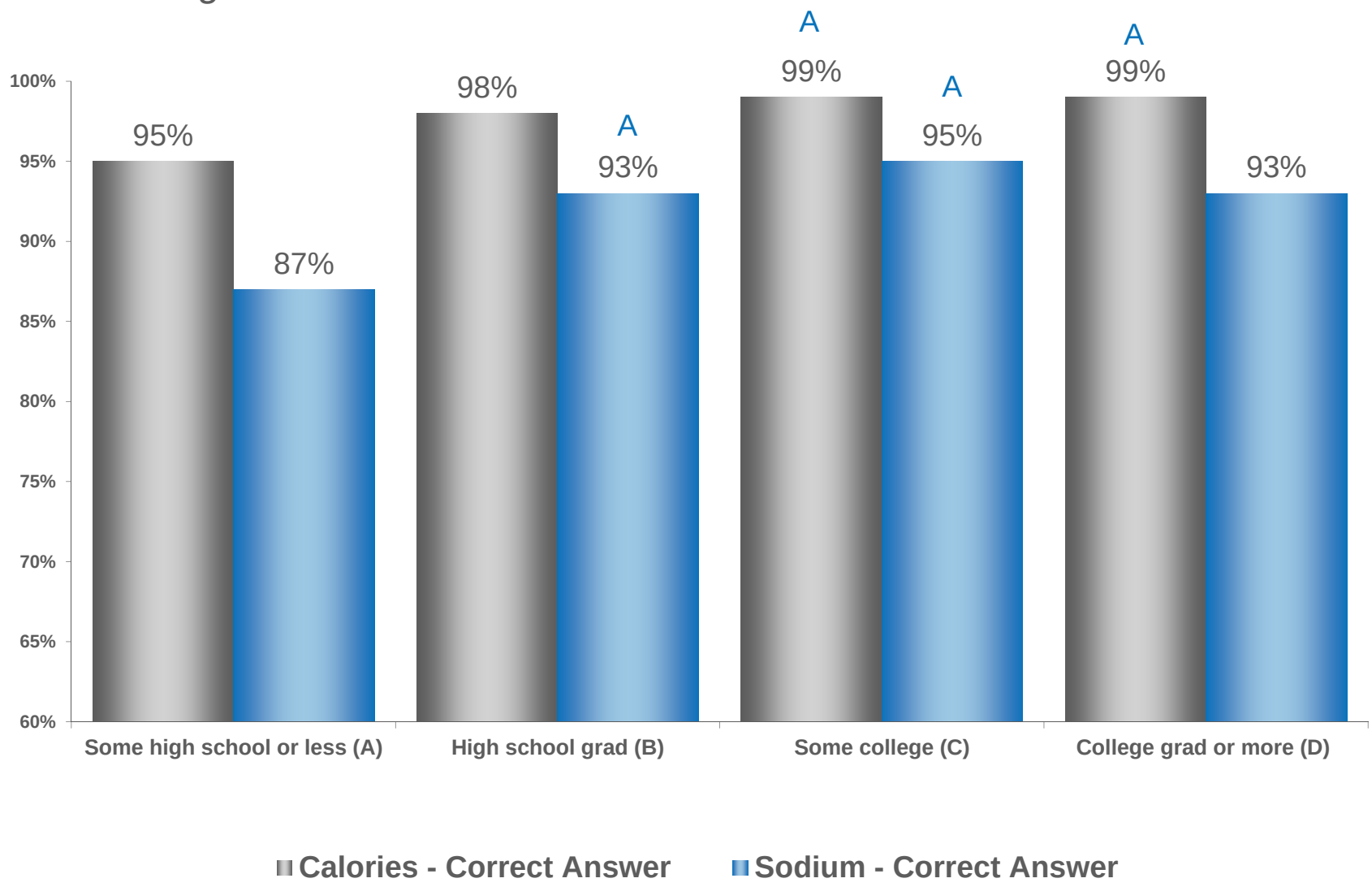
# Calories & Sodium Correct Answers
# - SAVORY SNACKS
# - *Calories + Negative*

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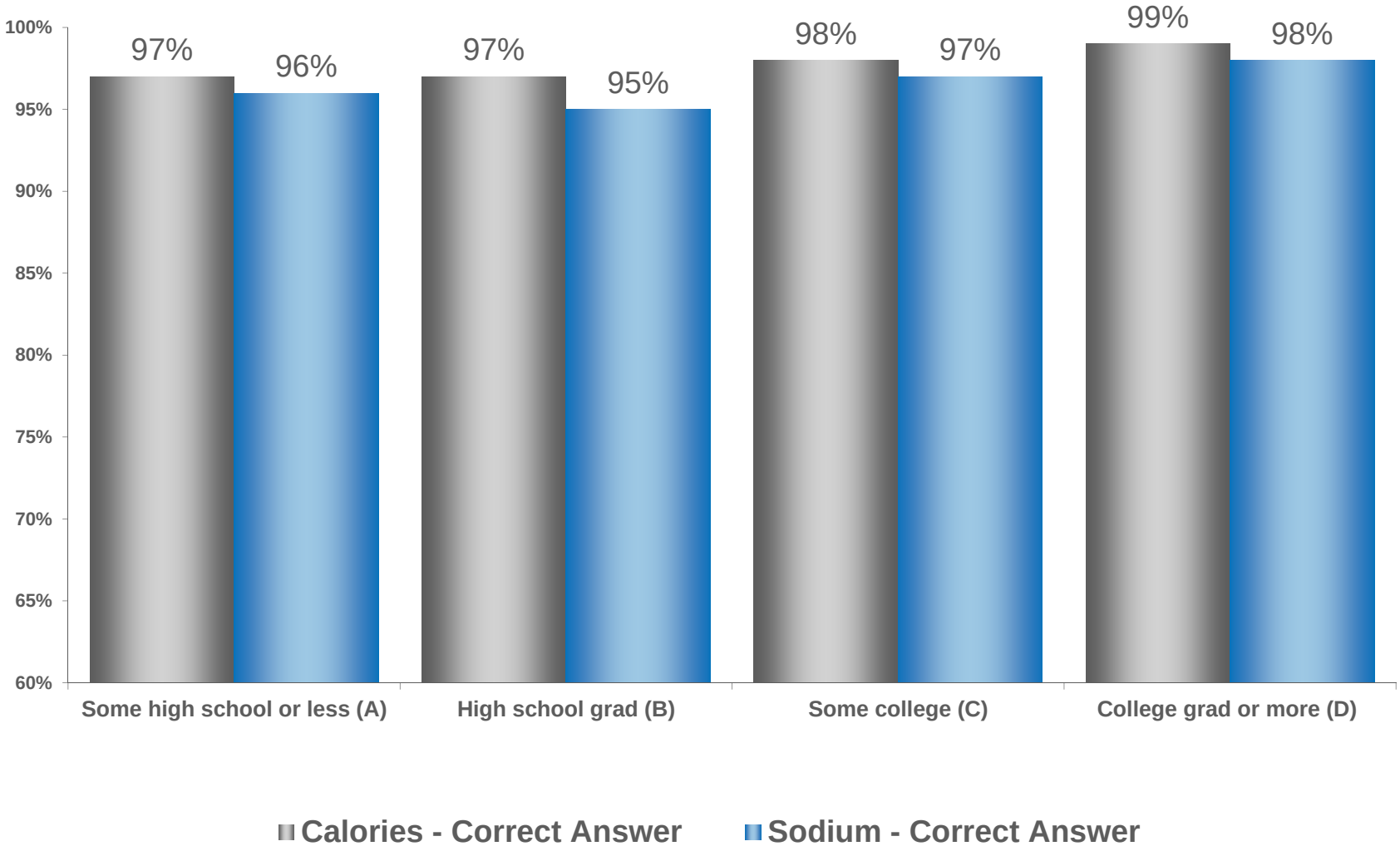
**A, B, C, D denotes statistical significance**

# Calories & Sodium Correct Answers
# - SAVORY SNACKS
# - *Calories + Negative + Positive*




Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

A, B, C, D denotes statistical significance

# More FOP Info Improves Correct Answer Scores Among All Ed Levels, with Largest Improvement Among those with Least Formal Ed

*- CEREALS*

*- Percentage Point Change From Baseline (Baseline: Phase 1-No FOP Info)*

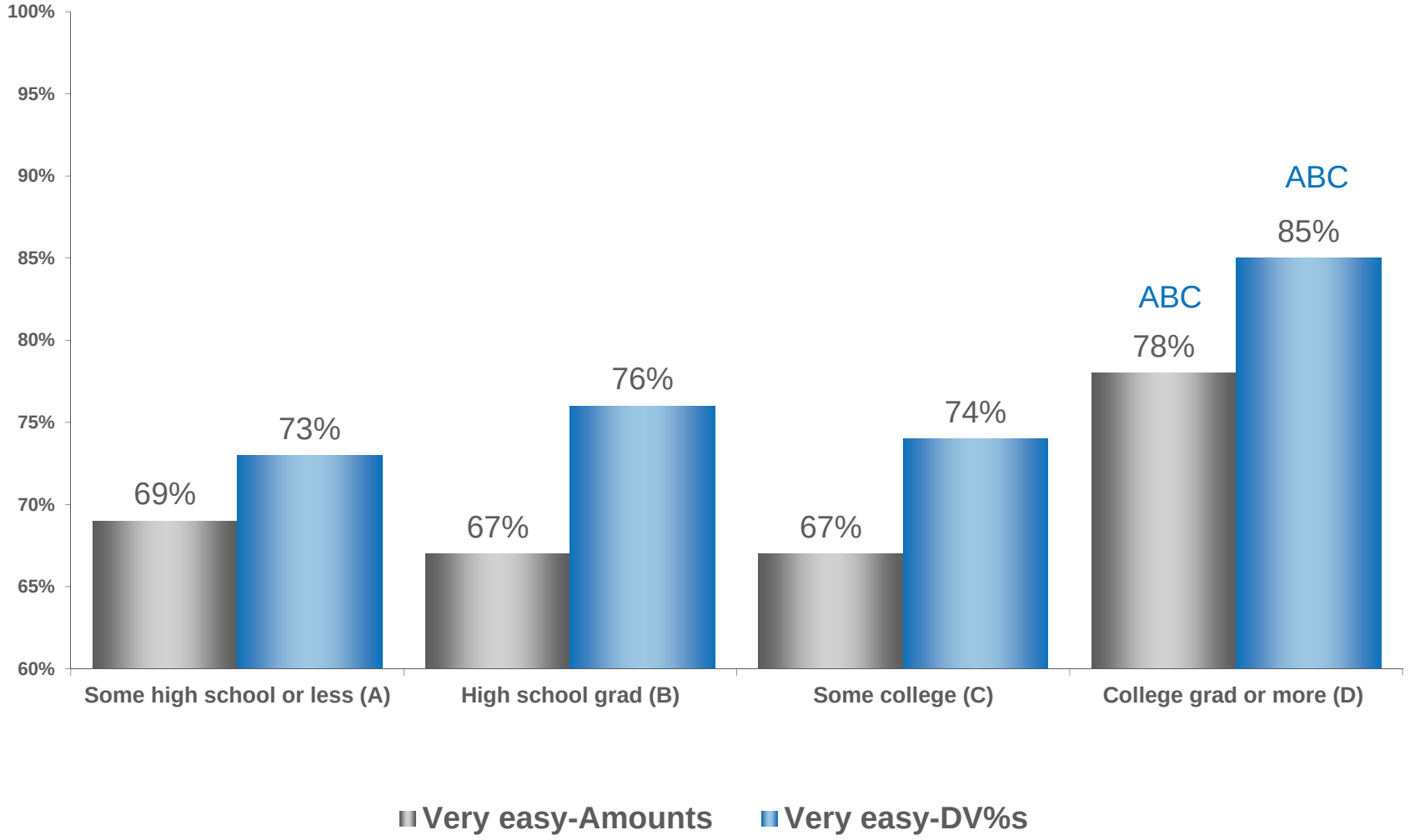
*- By Education Level*

| | LESS THAN HIGH SCHOOL GRADUATE | | | | HIGH SCHOOL GRADUATE | | |
|---|---|---|---|---|---|---|---|
| | Phase 2 (Cal Only) | Phase 3 (Cal + Neg) | Phase 4 (Cal + Neg + Pos) | | Phase 2 (Cal Only) | Phase 3 (Cal + Neg) | Phase 4 (Cal + Neg + Pos) |
| | + / - | + / - | + / - | | + / - | + / - | + / - |
| Calories | 0 | +11 | +12 | | +4 | +3 | +7 |
| Sugars | 0 | +5 | +7 | | +1 | +4 | +9 |
| Fiber | -3 | +4 | +12 | | +2 | +4 | +11 |
| Sodium | 0 | +7 | +11 | | +3 | +9 | +15 |
| Saturated Fat | +3 | +16 | +16 | | +1 | +7 | +11 |

| | SOME COLLEGE | | | | COLLEGE GRADUATE OR MORE | | |
|---|---|---|---|---|---|---|---|
| | Phase 2 (Cal Only) | Phase 3 (Cal + Neg) | Phase 4 (Cal + Neg + Pos) | | Phase 2 (Cal Only) | Phase 3 (Cal + Neg) | Phase 4 (Cal + Neg + Pos) |
| | + / - | + / - | + / - | | + / - | + / - | + / - |
| Calories | +5 | +7 | +8 | | +1 | +2 | +2 |
| Sugars | -3 | +2 | +3 | | -8 | +1 | +1 |
| Fiber | +4 | +11 | +14 | | +6 | +8 | +12 |
| Sodium | +4 | +13 | +12 | | -5 | +7 | +6 |
| Saturated Fat | -1 | +6 | +8 | | -4 | +6 | +8 |

Shaded box indicates answer could be found on FOP

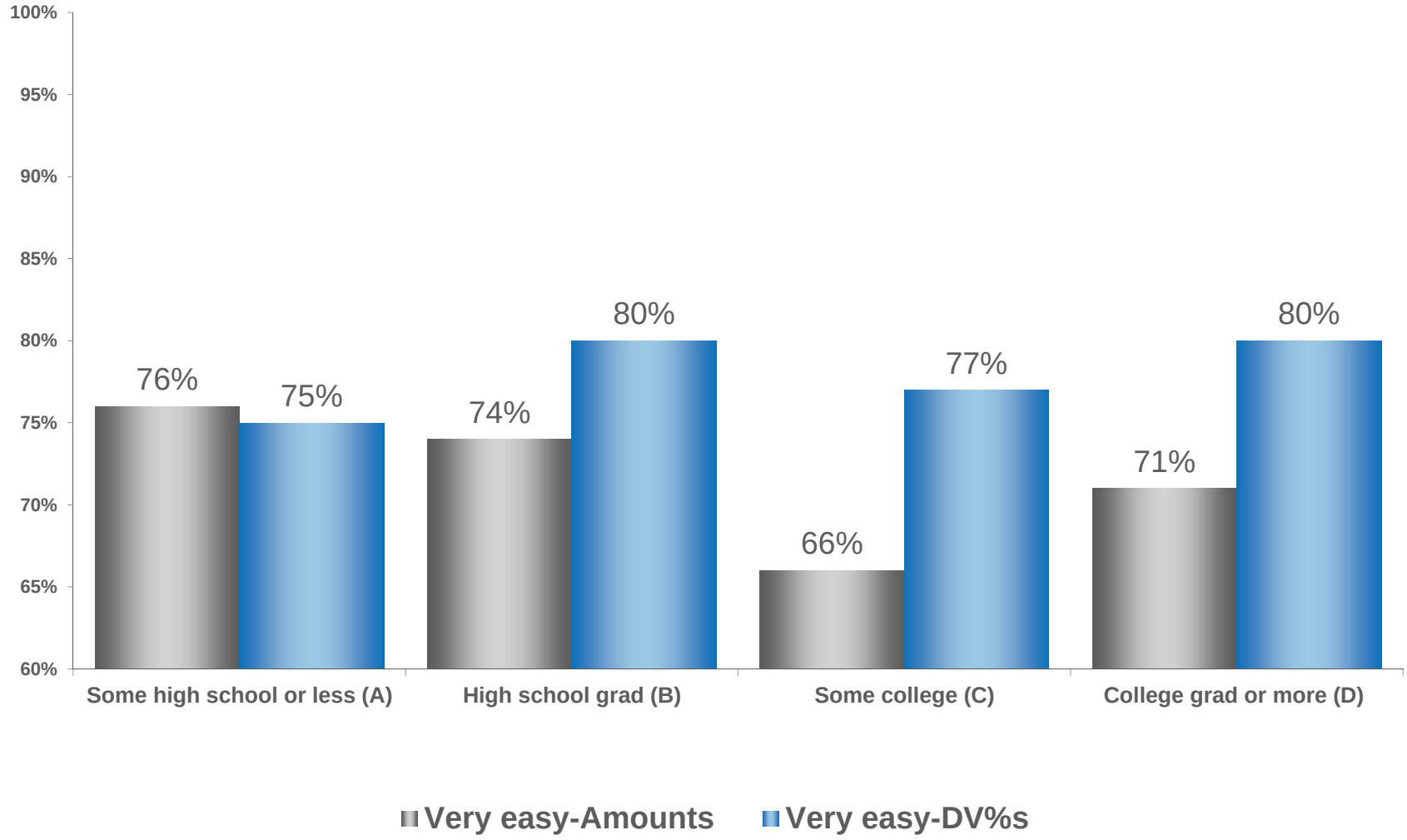
# No FOP Equals Lower Comfort Levels for Non-College Grads
- *CEREAL*
- *"Very Easy to Figure Out"*




Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

**A, B, C, D denotes statistical significance**

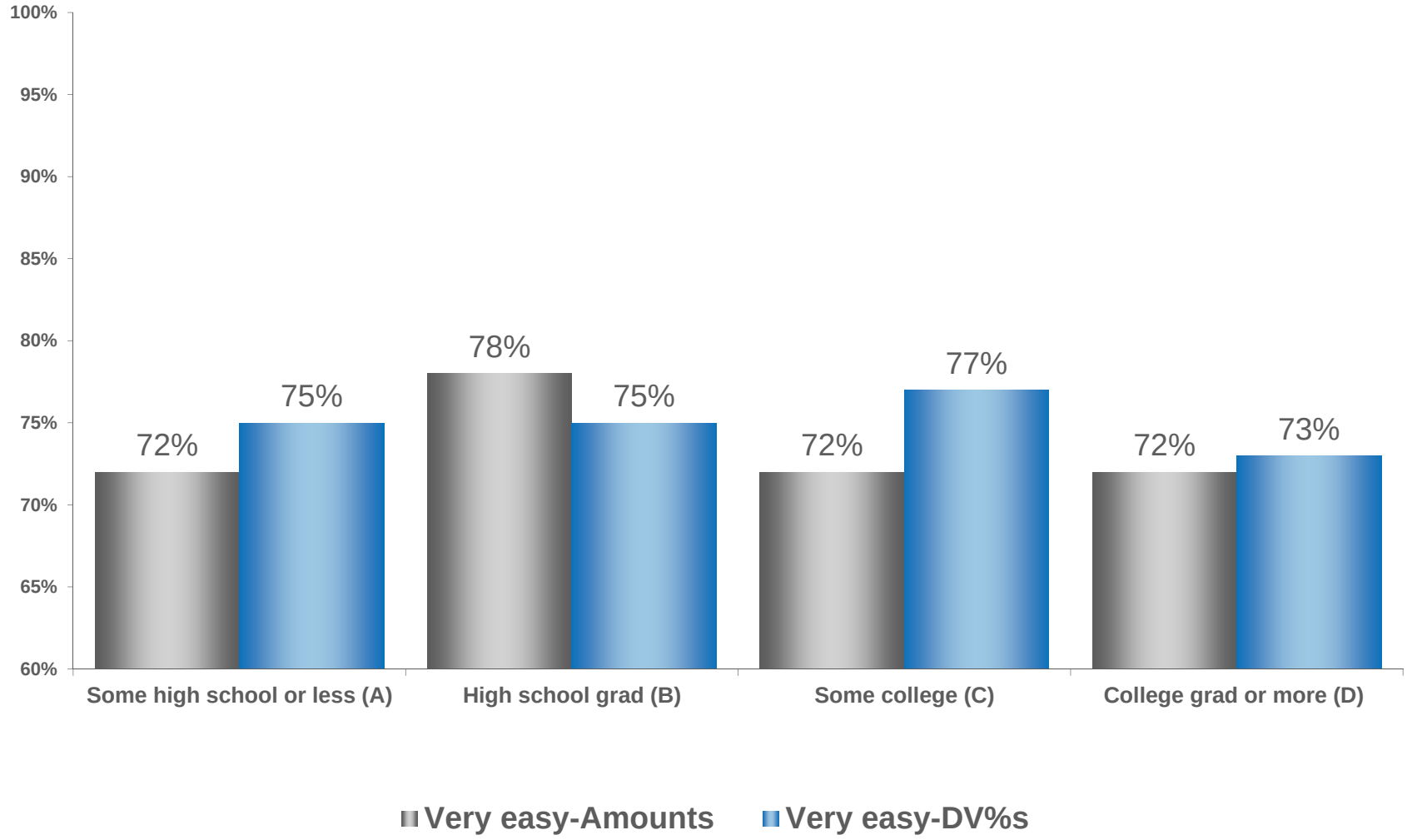
# "Calories Only" Comfort Level Does Not Vary by Ed Level
## - *CEREAL*
## - *"Very Easy to Figure Out"*




Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

A, B, C, D denotes statistical significance

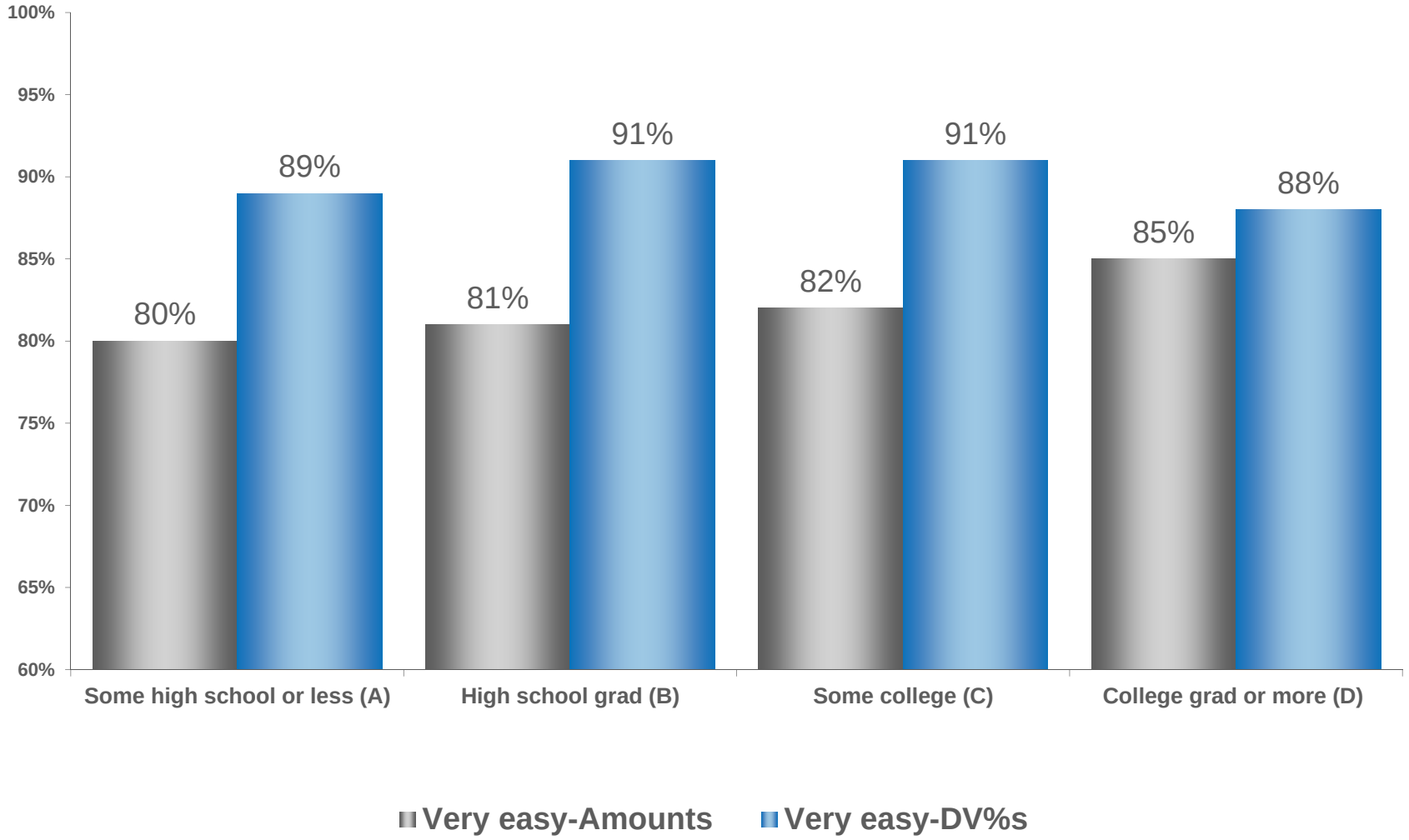
# "Calories + Negatives" Comfort Level Does Not Vary by Ed Level- *CEREAL* - *"Very Easy to Figure Out"*




Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

A, B, C, D denotes statistical significance

# "Calories + Negatives + Positives" Comfort Level Does Not Vary by Ed Level- *CEREAL* - *"Very Easy to Figure Out"*




Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

**A, B, C, D denotes statistical significance**

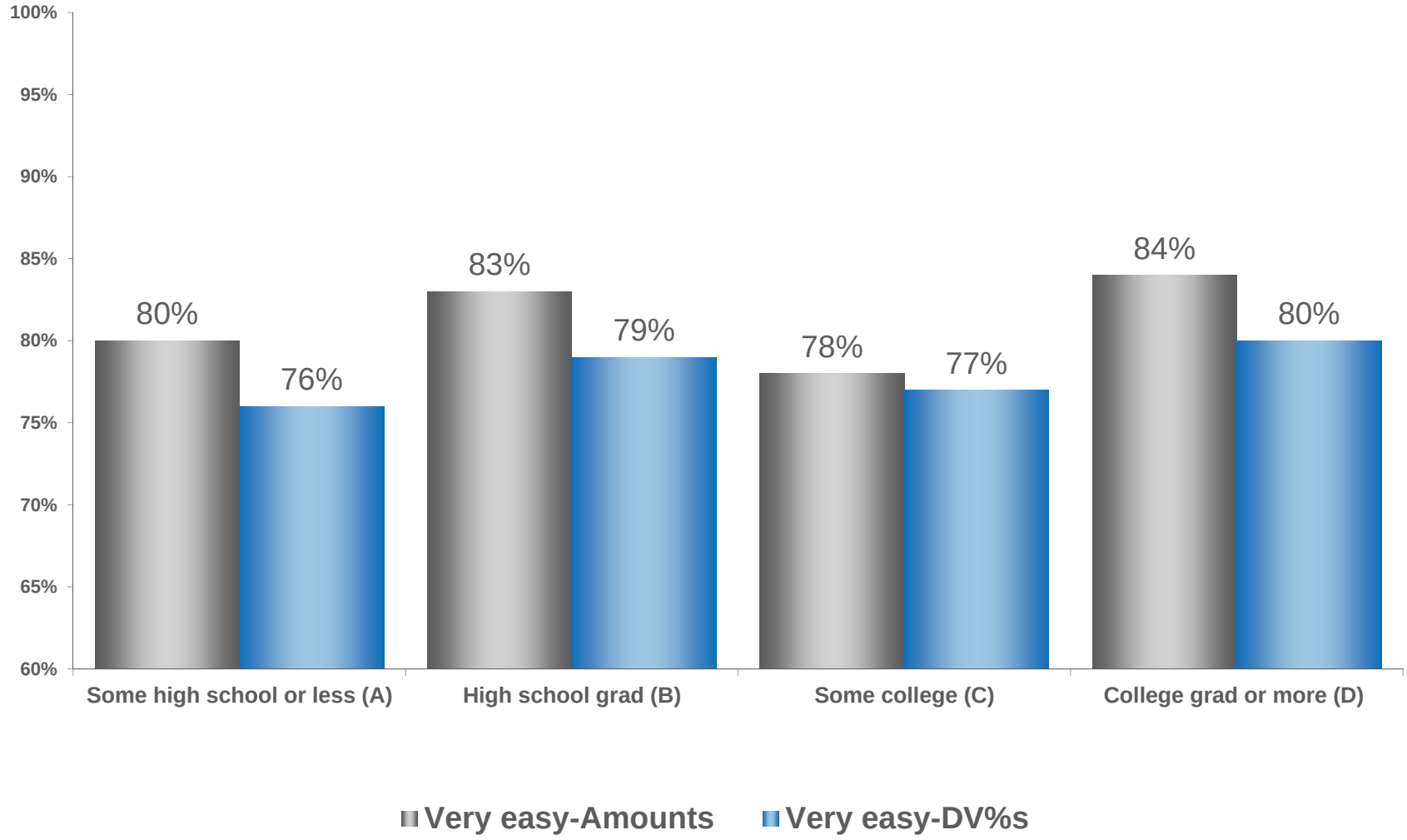
# More FOP Info Improves Correct Answer Scores Among All Ed Levels
## *- FROZEN ENTRÉES*
## *- Percentage Point Change From Baseline (Baseline: Phase 1-No FOP Info)*
## *- By Education Level*

| | LESS THAN HIGH SCHOOL GRADUATE | | | | HIGH SCHOOL GRADUATE | | |
|---|---|---|---|---|---|---|---|
| | Phase 2 (Cal Only) | Phase 3 (Cal + Neg) | Phase 4 (Cal + Neg + Pos) | | Phase 2 (Cal Only) | Phase 3 (Cal + Neg) | Phase 4 (Cal + Neg + Pos) |
| | + / - | + / - | + / - | | + / - | + / - | + / - |
| Calories | +14 | +11 | +12 | | +8 | +11 | +11 |
| Sodium | +4 | +17 | +15 | | 0 | +11 | +13 |
| Saturated Fat | 0 | +13 | +17 | | -5 | +11 | +12 |
| Protein | +9 | -10 | +15 | | +1 | -11 | +14 |
| Sugars | +3 | +6 | +8 | | -3 | +7 | +7 |

| | SOME COLLEGE | | | | COLLEGE GRADUATE OR MORE | | |
|---|---|---|---|---|---|---|---|
| | Phase 2 (Cal Only) | Phase 3 (Cal + Neg) | Phase 4 (Cal + Neg + Pos) | | Phase 2 (Cal Only) | Phase 3 (Cal + Neg) | Phase 4 (Cal + Neg + Pos) |
| | + / - | + / - | + / - | | + / - | + / - | + / - |
| Calories | +6 | +6 | +7 | | +4 | +7 | +7 |
| Sodium | 0 | +6 | +8 | | -5 | +7 | +8 |
| Saturated Fat | -2 | +8 | +11 | | -5 | +7 | +7 |
| Protein | +1 | -7 | +11 | | -6 | -12 | +5 |
| Sugars | -3 | +7 | +8 | | -4 | +8 | +8 |

Shaded box indicates answer could be found on FOP

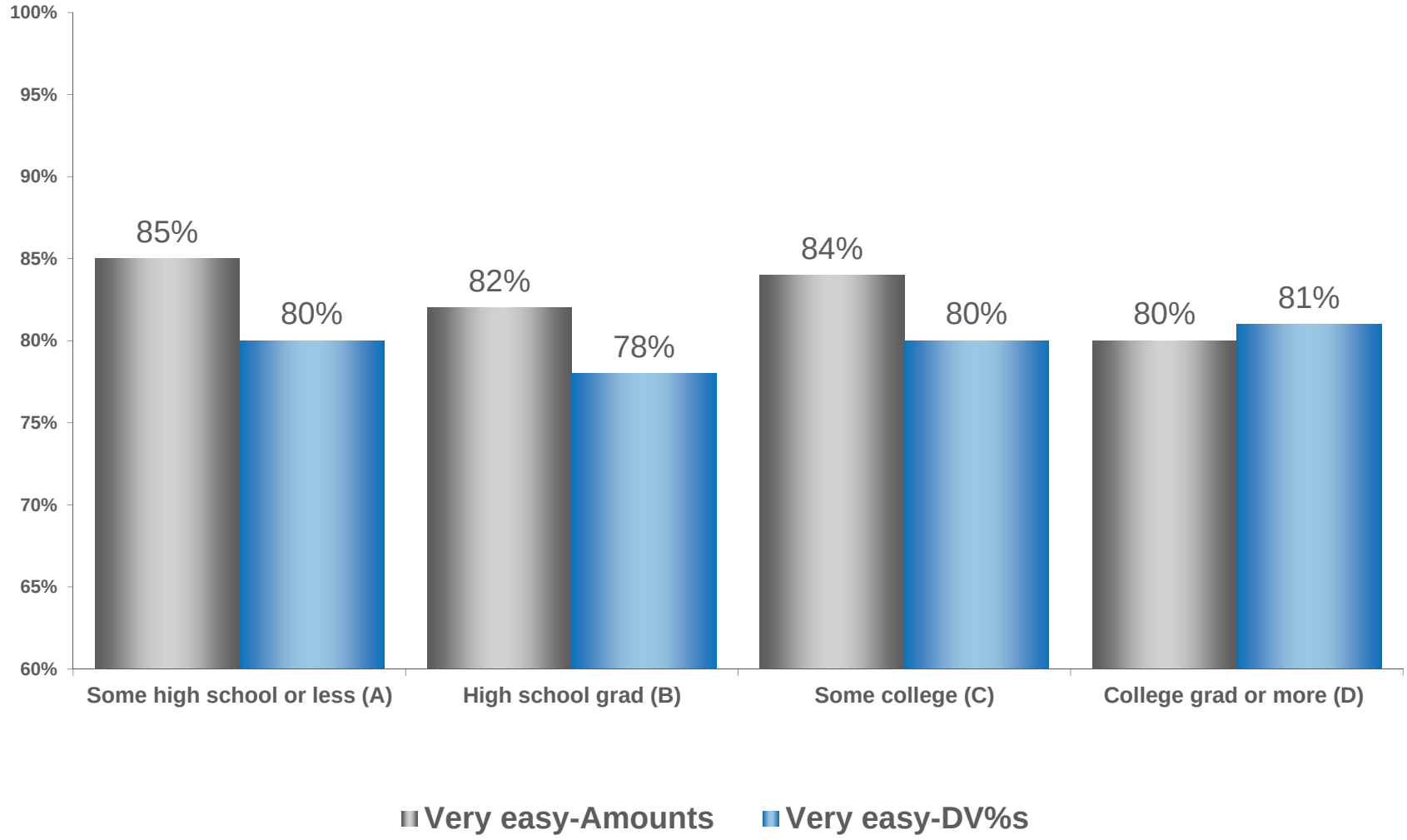
# No FOP Comfort Level Does Not Vary by Education Level - FROZEN ENTRÉES - *"Very easy to figure out"*




Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

**A, B, C, D denotes statistical significance**

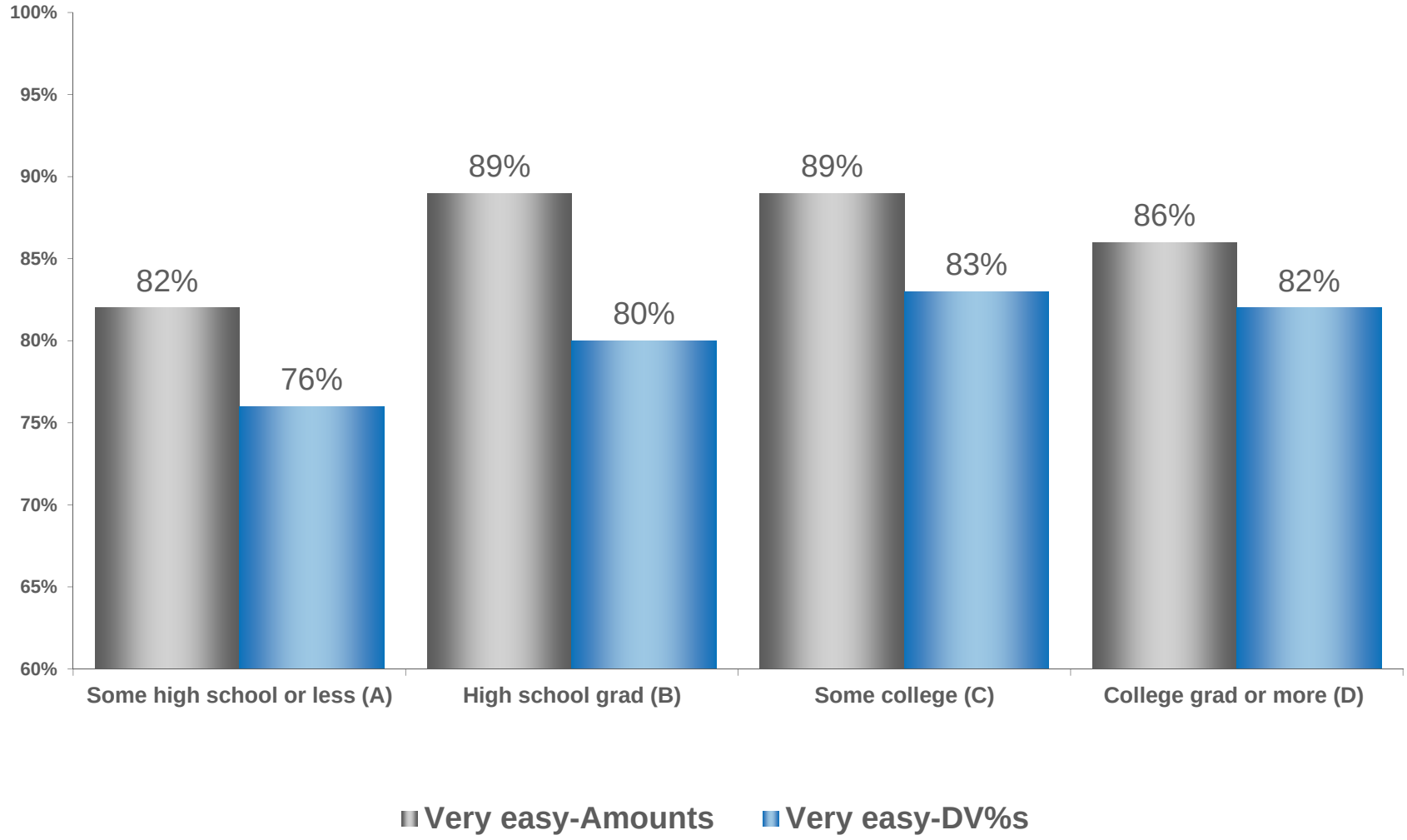
# "Calorie Only" Comfort Level Does Not Vary by Education Level
## - FROZEN ENTRÉES
## - *"Very easy to figure out"*




Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

A, B, C, D denotes statistical significance

# "Calories + Negatives" Comfort Level Does Not Vary by Education Level - FROZEN ENTRÉES - *"Very easy to figure out"*



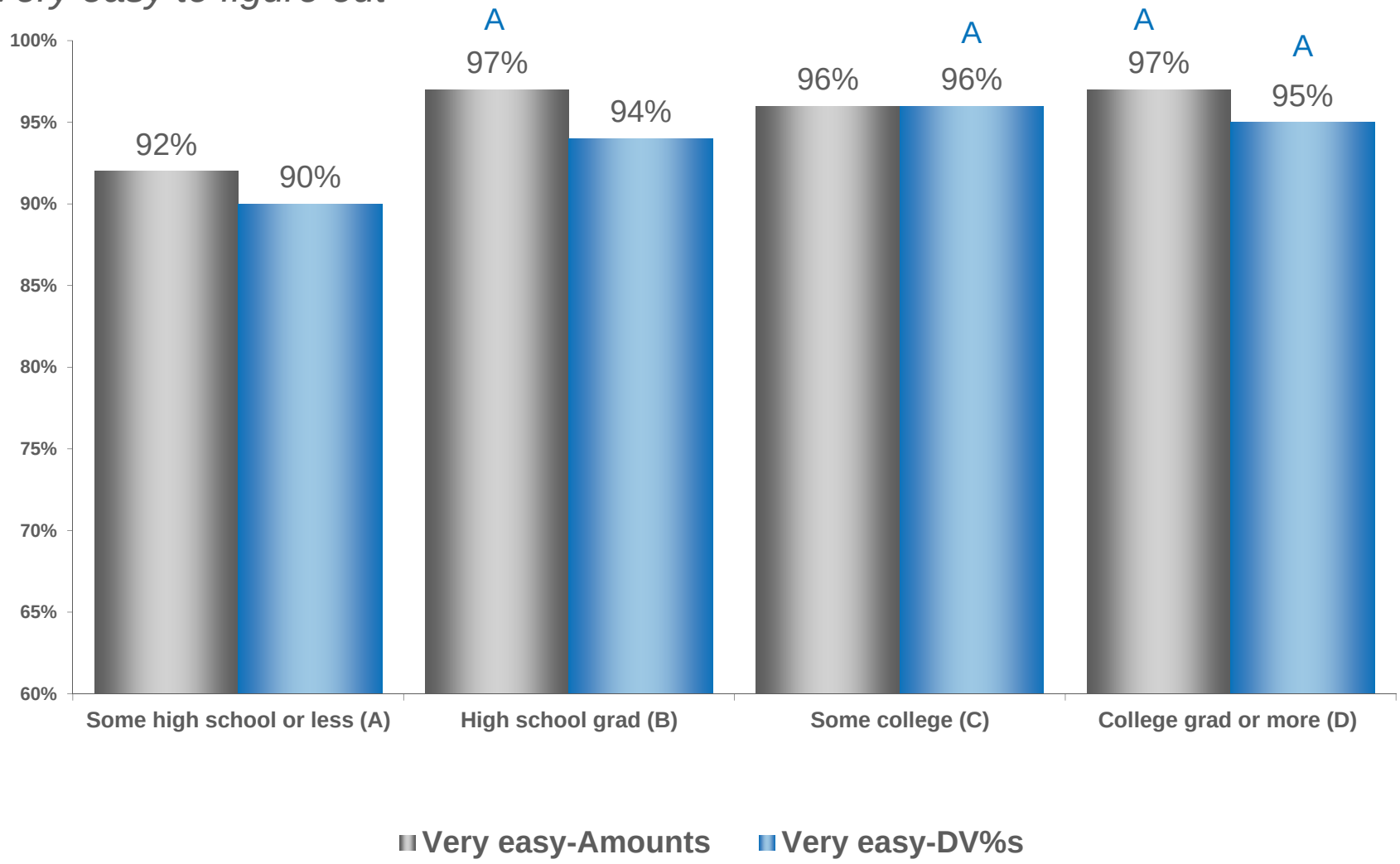

Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

**A, B, C, D denotes statistical significance**

# "Calories + Negatives + Positives" Comfort Level Higher in Some Cases with Higher Education Levels

*- FROZEN ENTRÉES*

*- "Very easy to figure out"*




Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

**A, B, C, D denotes statistical significance**

# More FOP Info Modestly Improves Correct Answer Scores From Already Hig Levels, With Lower Ed Levels Benefitting Most

*- SALAD DRESSINGS*

*- Percentage Point Change From Baseline (Baseline: Phase 1-No FOP Info)*

*-By Education Level*

| | LESS THAN HIGH SCHOOL GRADUATE | | | | HIGH SCHOOL GRADUATE | | |
|---|---|---|---|---|---|---|---|
| | Phase 2 (Cal Only) | Phase 3 (Cal + Neg) | Phase 4 (Cal + Neg + Pos) | | Phase 2 (Cal Only) | Phase 3 (Cal + Neg) | Phase 4 (Cal + Neg + Pos) |
| | + / - | + / - | + / - | | + / - | + / - | + / - |
| Calories | +5 | +5 | +9 | | +4 | +4 | +2 |
| Sodium | +2 | +4 | +6 | | -1 | 0 | 0 |
| Saturated Fat | -3 | +6 | +7 | | -2 | +4 | +4 |
| Sugars | -2 | +3 | +4 | | 0 | +2 | +2 |
| Cholesterol | +1 | -7 | -4 | | 0 | -7 | -12 |

| | SOME COLLEGE | | | | COLLEGE GRADUATE OR MORE | | |
|---|---|---|---|---|---|---|---|
| | Phase 2 (Cal Only) | Phase 3 (Cal + Neg) | Phase 4 (Cal + Neg + Pos) | | Phase 2 (Cal Only) | Phase 3 (Cal + Neg) | Phase 4 (Cal + Neg + Pos) |
| | + / - | + / - | + / - | | + / - | + / - | + / - |
| Calories | +1 | +3 | +2 | | 0 | +2 | +1 |
| Sodium | -1 | +1 | +2 | | -3 | +1 | -1 |
| Saturated Fat | +2 | +5 | +5 | | -3 | +1 | +4 |
| Sugars | -1 | 0 | +1 | | -1 | +1 | +1 |
| Cholesterol | -1 | -7 | -5 | | -3 | -10 | -10 |

Shaded box indicates answer could be found on FOP

# More FOP Info Modestly Improves Correct Answer Scores From Already Hig Levels, With Lower Ed Levels Benefitting Most

*- SALAD DRESSINGS*

*- Percentage Point Change From Baseline (Baseline: Phase 1-No FOP Info)*

*-By Education Level*

For Salad Dressings in all Phases, Cholesterol amounts only appear on the NFP. Regardless of educational level, respondents are less likely to answer correctly when they have more FOP information available.

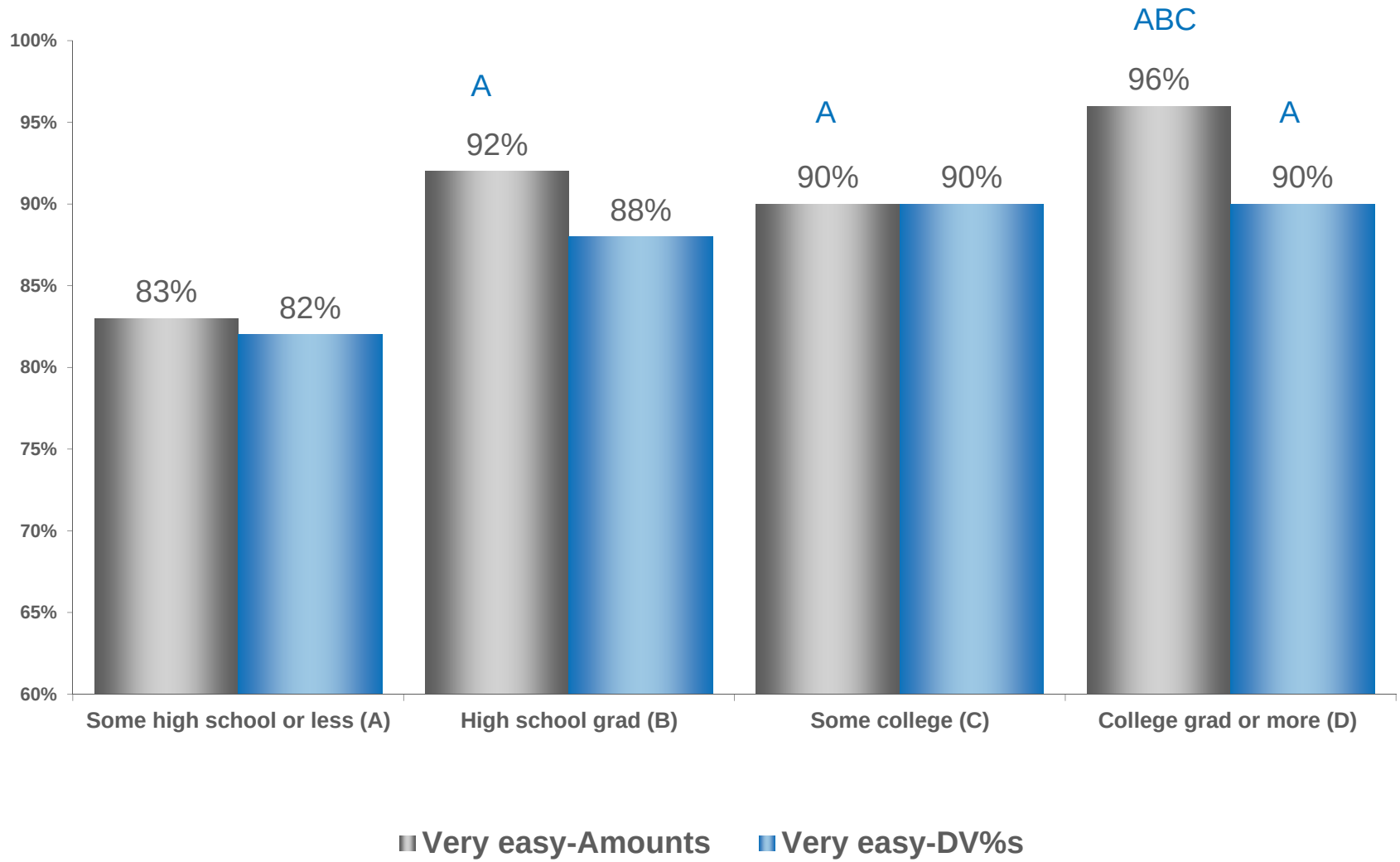
| | LESS THAN HIGH SCHOOL GRADUATE | | | HIGH SCHOOL GRADUATE | | |
|---|---|---|---|---|---|---|
| Sodium | +2 | +4 | +6 | -1 | 0 | 0 |
| Saturated Fat | -3 | +6 | +7 | -2 | +4 | +4 |
| Sugars | -2 | +3 | +4 | 0 | +2 | +2 |
| Cholesterol | +1 | -7 | -4 | 0 | -7 | -12 |

| | SOME COLLEGE | | | COLLEGE GRADUATE OR MORE | | |
|---|---|---|---|---|---|---|
| | Phase 2 (Cal Only) | Phase 3 (Cal + Neg) | Phase 4 (Cal + Neg + Pos) | Phase 2 (Cal Only) | Phase 3 (Cal + Neg) | Phase 4 (Cal + Neg + Pos) |
| | + / - | + / - | + / - | + / - | + / - | + / - |
| Calories | +1 | +3 | +2 | 0 | +2 | +1 |
| Sodium | -1 | +1 | +2 | -3 | +1 | -1 |
| Saturated Fat | +2 | +5 | +5 | -3 | +1 | +4 |
| Sugars | -1 | 0 | +1 | -1 | +1 | +1 |
| Cholesterol | -1 | -7 | -5 | -3 | -10 | -10 |

Shaded box indicates answer could be found on FOP

# With "No FOP," Respondents Without High School Degrees have Lower Comfort with Providing Correct Answers in Some Cases

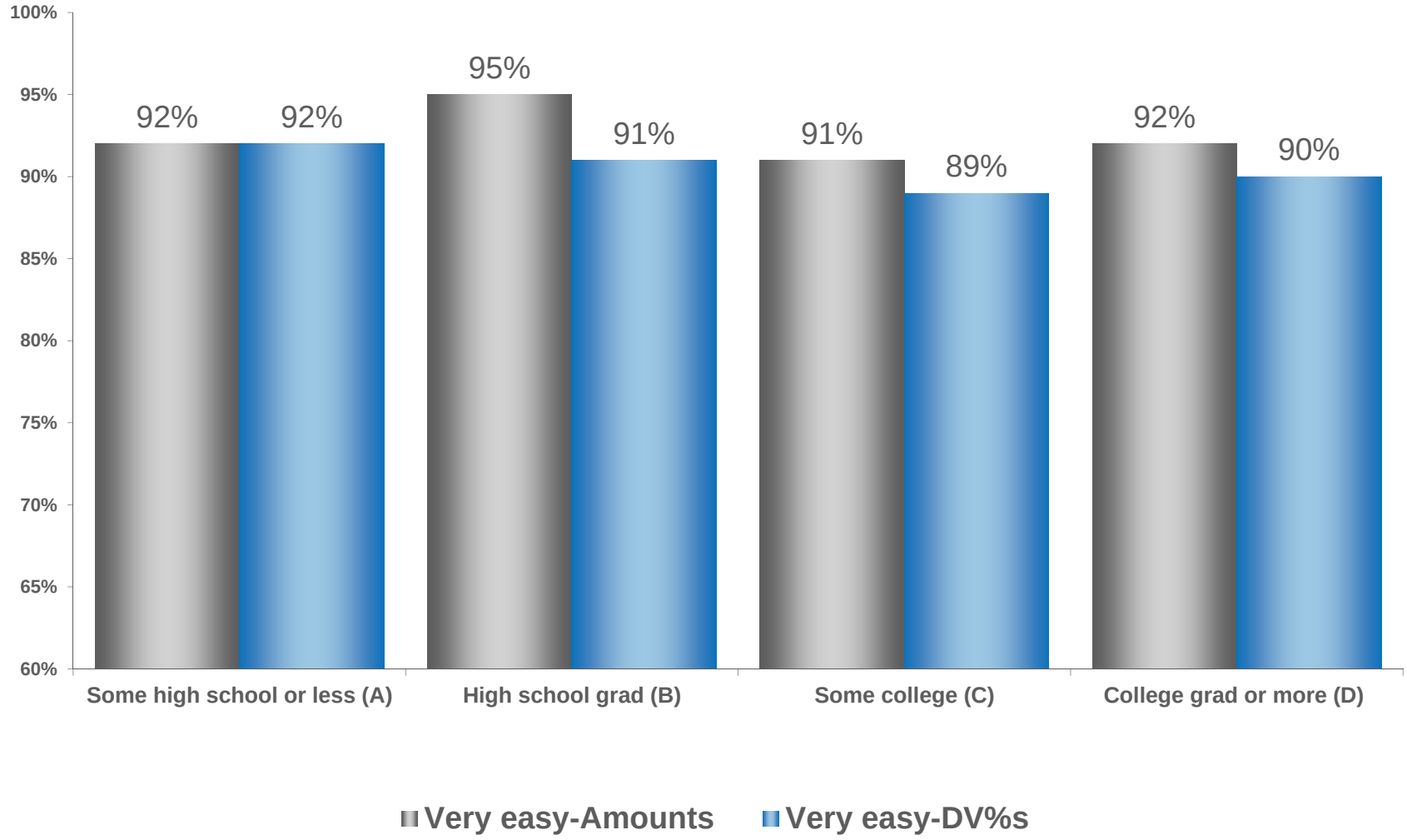
- *SALAD DRESSINGS*
- *"Very Easy"*




Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

**A, B, C, D denotes statistical significance**

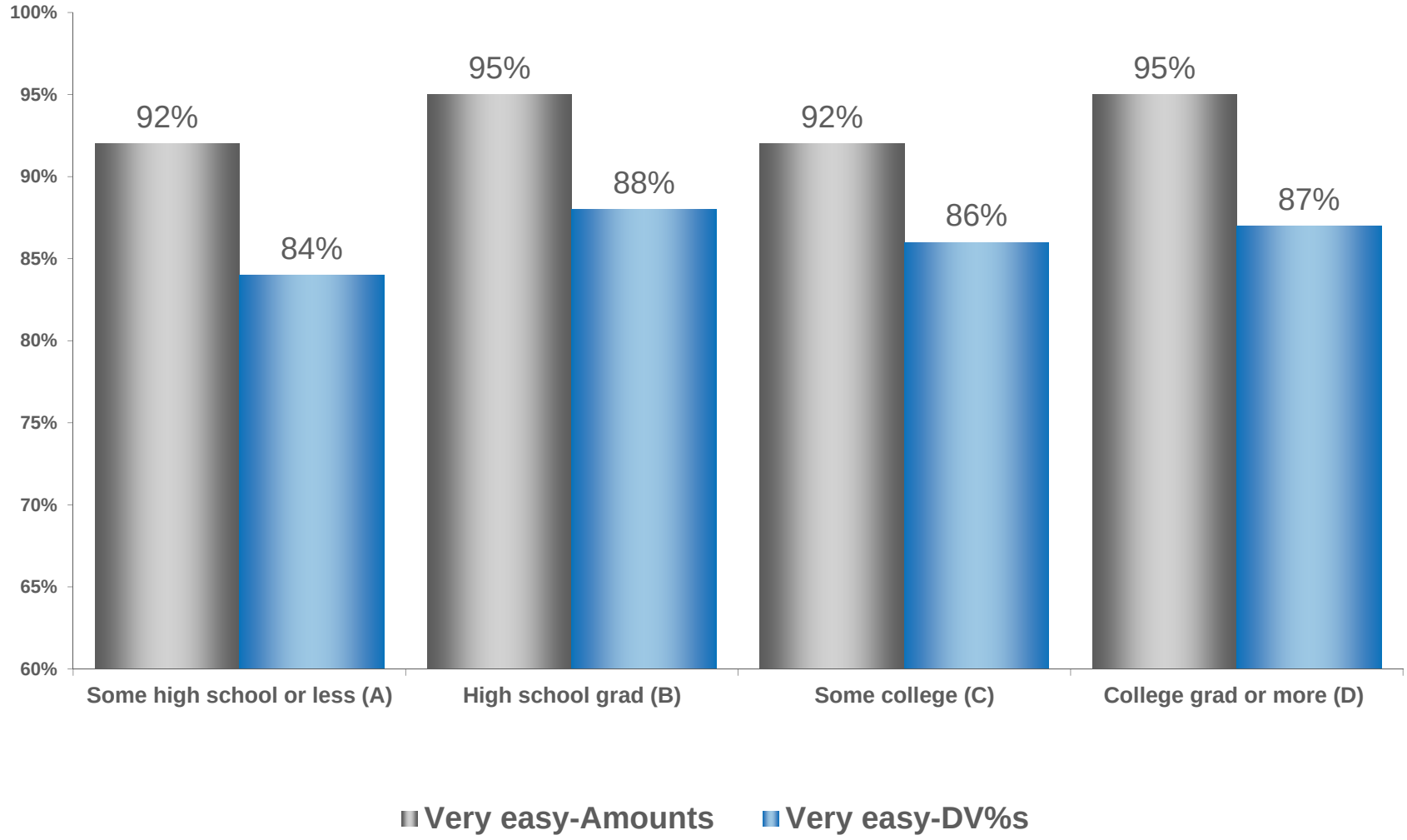
# "Calories Only" Comfort Level Does Not Vary by Education Level
## - SALAD DRESSINGS
## - *"Very easy to figure out"*




Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

A, B, C, D denotes statistical significance

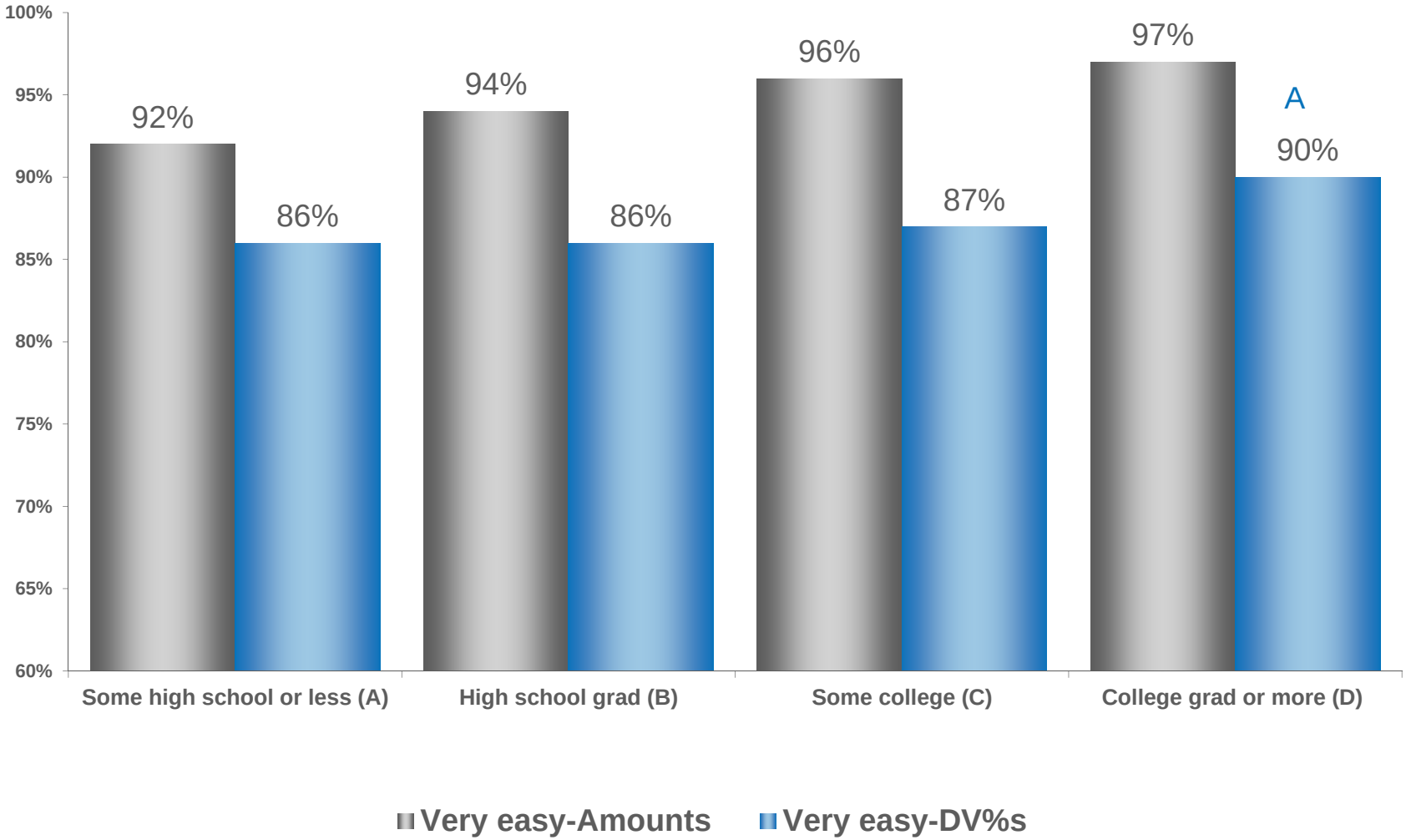
# "Calories + Negatives" Comfort Level Does Not Vary by Education Level - SALAD DRESSINGS - *"Very easy to figure out"*




Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

A, B, C, D denotes statistical significance

# With “Calories + Negatives + Positives,” Some Increased Comfort with Highest Levels of Education
- SALAD DRESSINGS
- *“Very easy to figure out”*




Top Box on 4-point scale (Scale consists of “Very easy” / “Somewhat easy” / “Not too easy” / “Not at all easy”)

A, B, C, D denotes statistical significance

# More FOP Info Modestly Improves Correct Answer Scores From Already High Levels, With Lower Ed Levels Benefitting Most

*- Savory Snacks*

*- Percentage Point Change From Baseline (Baseline: Phase 1-No FOP Info)*

*-By Education Level*

| | LESS THAN HIGH SCHOOL GRADUATE | | | | HIGH SCHOOL GRADUATE | | |
|---|---|---|---|---|---|---|---|
| | Phase 2 (Cal Only) | Phase 3 (Cal + Neg) | Phase 4 (Cal + Neg + Pos) | | Phase 2 (Cal Only) | Phase 3 (Cal + Neg) | Phase 4 (Cal + Neg + Pos) |
| | + / - | + / - | + / - | | + / - | + / - | + / - |
| Calories | +5 | +8 | +7 | | +1 | +1 | 0 |
| Sodium | -2 | +8 | +7 | | 0 | +4 | +2 |
| Saturated Fat | -4 | +9 | +12 | | -1 | +6 | +3 |
| Protein | -3 | -7 | -6 | | -2 | -11 | -9 |
| Sugars | -2 | +4 | +4 | | 0 | +1 | 0 |

| | SOME COLLEGE | | | | COLLEGE GRADUATE OR MORE | | |
|---|---|---|---|---|---|---|---|
| | Phase 2 (Cal Only) | Phase 3 (Cal + Neg) | Phase 4 (Cal + Neg + Pos) | | Phase 2 (Cal Only) | Phase 3 (Cal + Neg) | Phase 4 (Cal + Neg + Pos) |
| | + / - | + / - | + / - | | + / - | + / - | + / - |
| Calories | +3 | 0 | +2 | | +2 | +2 | +2 |
| Sodium | +3 | +5 | +5 | | -1 | +2 | +4 |
| Saturated Fat | -1 | +9 | +7 | | +1 | +5 | +5 |
| Protein | 0 | -11 | -8 | | -1 | -6 | -8 |
| Sugars | +1 | +1 | +1 | | 0 | +2 | +2 |

Shaded box indicates answer could be found on FOP

# More FOP Info Modestly Improves Correct Answer Scores From Already High Levels, With Lower Ed Levels Benefitting Most

*- Savory Snacks*

*- Percentage Point Change From Baseline (Baseline: Phase 1-No FOP Info)*

*-By Education Level*

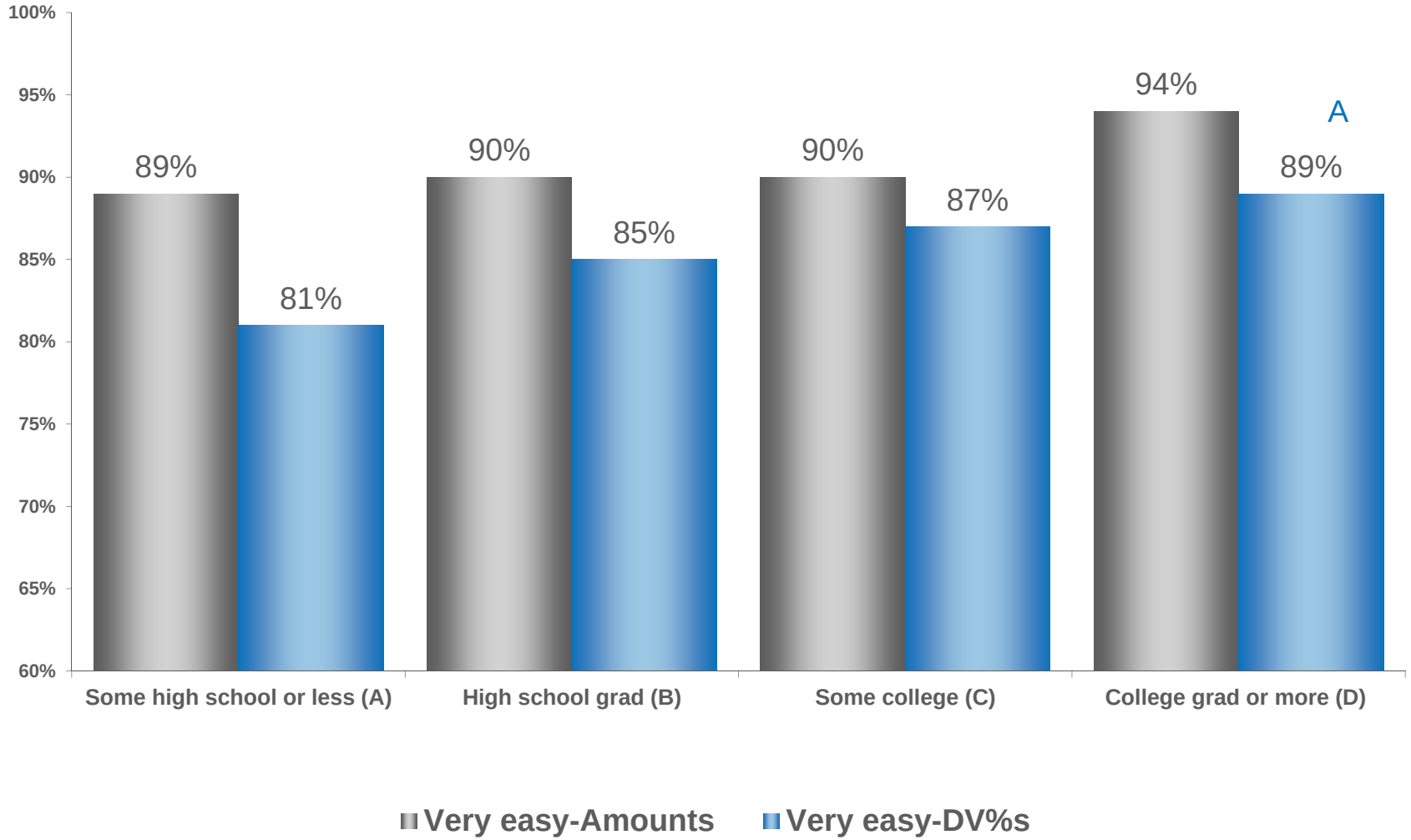
With Savory Snacks, Protein Amounts are never found FOP. At each education level, respondents with no FOP nutritional information do better at recording higher levels of correct answers for Protein than those who have FOP information for other elements.

| | LESS THAN HIGH SCHOOL GRADUATE | | | HIGH SCHOOL GRADUATE | | |
|---|---|---|---|---|---|---|
| Sodium | -2 | +8 | +7 | 0 | +4 | +2 |
| Saturated Fat | -4 | +9 | +12 | -1 | +6 | +3 |
| Protein | -3 | -7 | -6 | -2 | -11 | -9 |
| Sugars | -2 | +4 | +4 | 0 | +1 | 0 |

| | SOME COLLEGE | | | COLLEGE GRADUATE OR MORE | | |
|---|---|---|---|---|---|---|
| | Phase 2 (Cal Only) | Phase 3 (Cal + Neg) | Phase 4 (Cal + Neg + Pos) | Phase 2 (Cal Only) | Phase 3 (Cal + Neg) | Phase 4 (Cal + Neg + Pos) |
| | +/- | +/- | +/- | +/- | +/- | +/- |
| Calories | +3 | 0 | +2 | +2 | +2 | +2 |
| Sodium | +3 | +5 | +5 | -1 | +2 | +4 |
| Saturated Fat | -1 | +9 | +7 | +1 | +5 | +5 |
| Protein | 0 | -11 | -8 | -1 | -6 | -8 |
| Sugars | +1 | +1 | +1 | 0 | +2 | +2 |

Shaded box indicates answer could be found on FOP

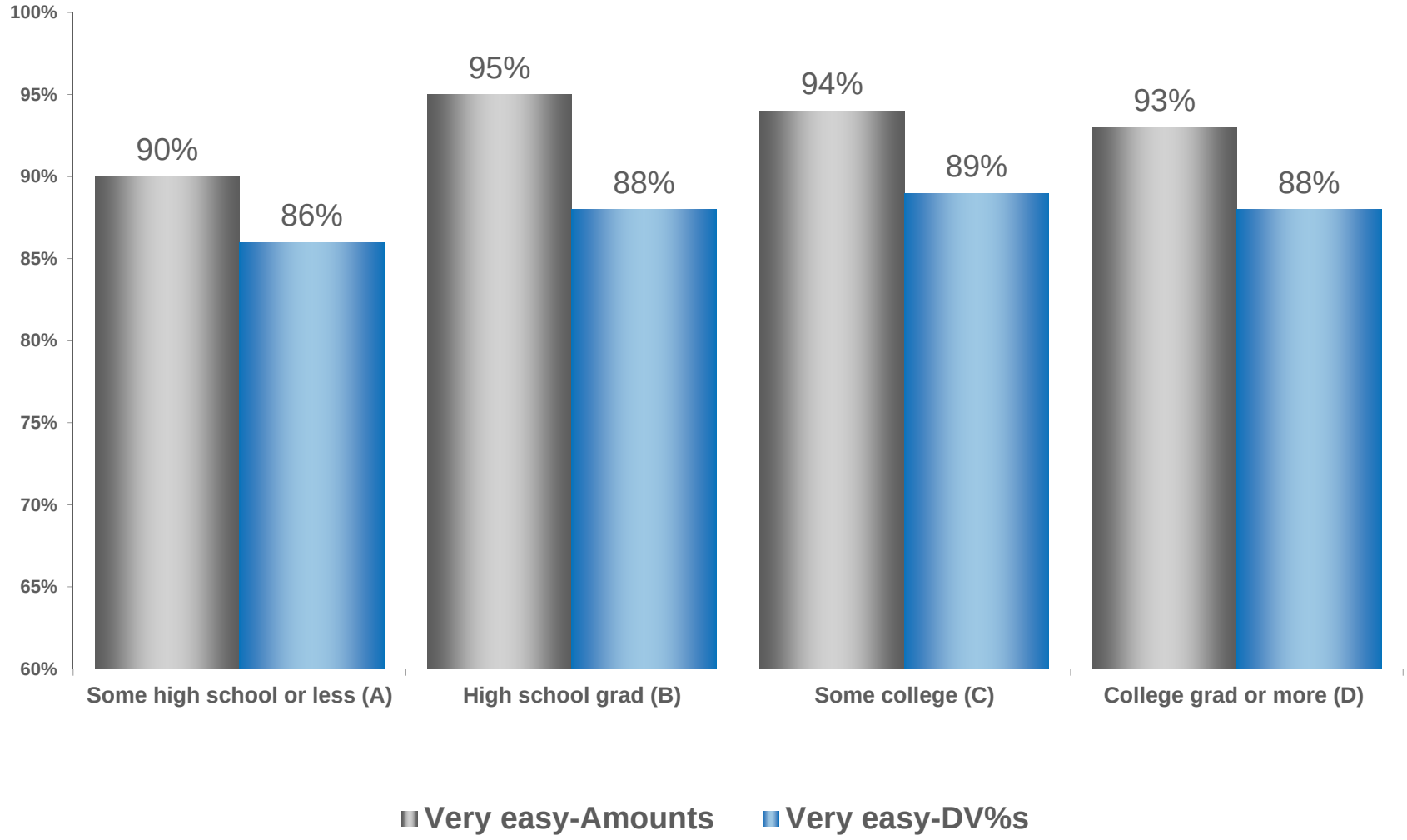
# "No FOP" Comfort Level Does Not Vary by Education Level
## - SAVORY SNACKS
## - *"Very easy to figure out"*




Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

A, B, C, D denotes statistical significance

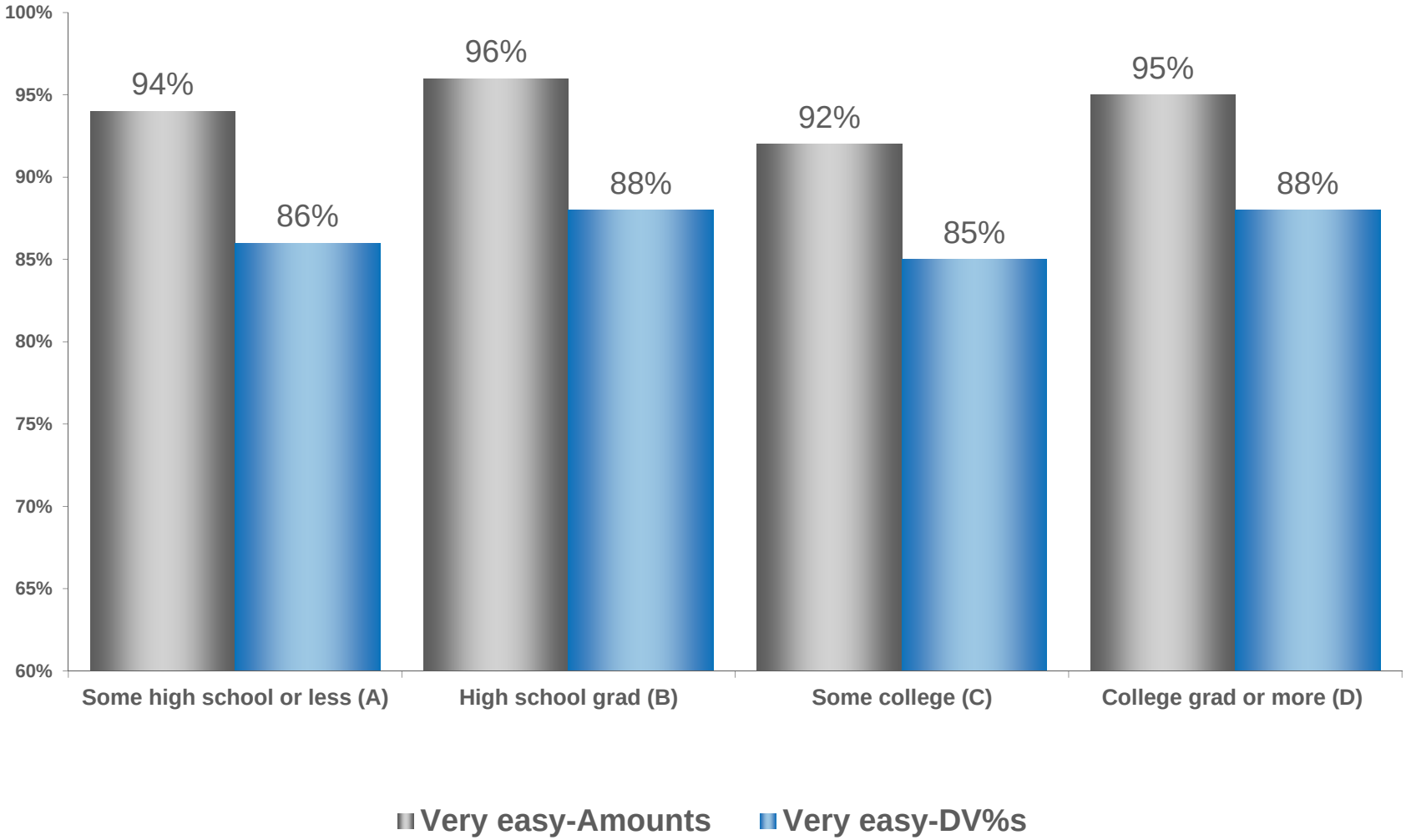
# "Calories Only" Comfort Level Does Not Vary by Education Level
## - *SAVORY SNACKS*
## - *"Very easy to figure out"*




Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

A, B, C, D denotes statistical significance

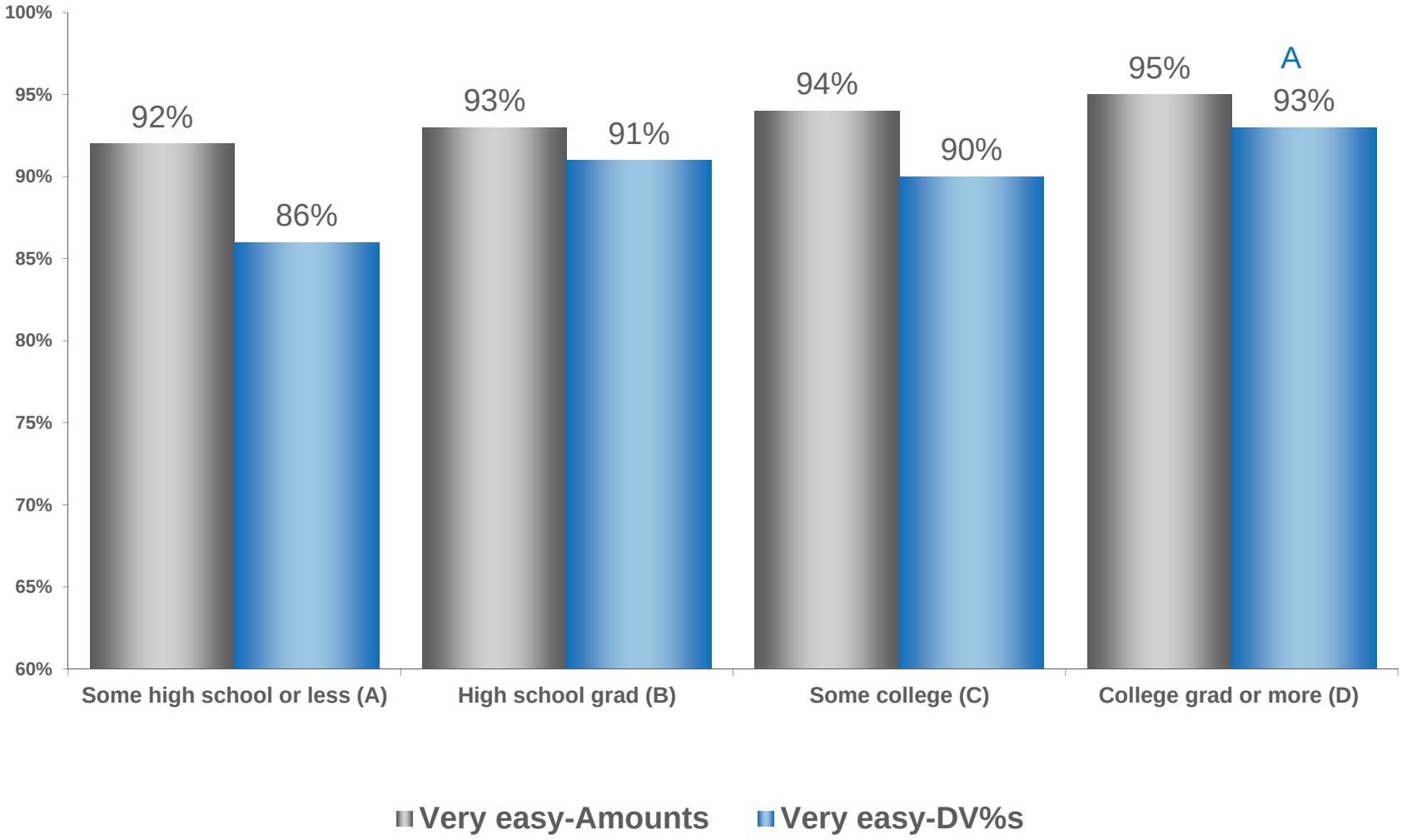
# "Calories + Negatives" Comfort Level Does Not Vary by Education Level
## - *SAVORY SNACKS*
## - *"Very easy to figure out"*




Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

A, B, C, D denotes statistical significance

# "Calories + Negatives + Positives" Comfort Level Does Not Vary by Education Level
- SAVORY SNACKS
- *"Very easy to figure out"*




Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

A, B, C, D denotes statistical significance

# Best Choice for Nutritional Value
## *- CEREAL*
## *- NO FOP*

| | FOP ICONS SHOWN | | | |
|---|---|---|---|---|
| | Some High School or Less | High School Graduate | Some College | College Grad or More |
| | % (A) | % (B) | % (C) | % (D) |
| **Product One – Bran Flakes (% CHOOSING)** | **54** | **68A** | **70A** | **78ABC** |
| TOP MENTIONS | (100%) | (100%) | (100%) | (100%) |
| Less of "Bad" Elements (NET) | 42 | 58A | 54 | 73ABC |
| Fat Mentions (SUBNET) | 10 | 24A | 22A | 28A |
| Lowest fat / no fat | 25 | 38 | 40A | 50ABC |
| Less saturated fat | 0 | 5 | 1 | 4 |
| Other "Bad" Elements (SUBNET) | 39 | 52 | 49 | 70ABC |
| Lowest calories / best calorie count | 25 | 38 | 40A | 50ABC |
| Lowest sugar amount / lower sugar amount | 6 | 15 | 21 | 27AB |
| Lowest sodium | 4 | 7 | 10 | 16AB |
| More of "Good" Elements (NET) | 59C | 57C | 39 | 62BC |
| Vitamin / Mineral Mention (SUBNET) | 18 | 26 | 35A | 28 |
| Other "Good" Elements (SUBNET) | 31 | 38 | 36 | 50ABC |
| High fiber / contains fiber | 12 | 20 | 26A | 36ABC |
| Best nutritional value / best balance of nutrition | 4 | 7 | 4 | 9 |
| Better for you / healthier | 9 | 6 | 4 | 5 |
| Highest protein / good source of protein | 4 | 5 | 7 | 8 |
| WENT TO NUTRITION FACTS PANEL | 44 | 64A | 65A | 64A |

**A, B, C, D denotes statistical significance**

# Best Choice for Nutritional Value
## - *CEREAL*
## - *CALORIES ONLY*

| | FOP ICONS SHOWN | | | |
|---|---|---|---|---|
| | Some High School or Less | High School Graduate | Some College | College Grad or More |
| | % (A) | % (B) | % (C) | % (D) |
| **Product One – Bran Flakes (% CHOOSING)** | **51** | **50** | **67AB** | **75AB** |
| TOP MENTIONS | (100%) | (100%) | (100%) | (100%) |
| Less of "Bad" Elements (NET) | 51 | 50 | 67AB | 75AB |
| Fat Mentions (SUBNET) | 12 | 16 | 26AB | 29AB |
| Lowest fat / no fat | 8 | 14 | 21AB | 26AB |
| Less saturated fat | 4 | 2 | 3 | 3 |
| Other "Bad" Elements (SUBNET) | 48 | 49 | 64AB | 72AB |
| Lowest calories / best calorie count | 31 | 35 | 50AB | 57AB |
| Lowest sugar amount / lower sugar amount | 19 | 19 | 21 | 26 |
| Lowest sodium | 4 | 8 | 6 | 15AC |
| More of "Good" Elements (NET) | 36 | 56A | 65A | 61A |
| Vitamin / Mineral Mention (SUBNET) | 18 | 26 | 32AD | 21 |
| Other "Good" Elements (SUBNET) | 22 | 37A | 44A | 49AB |
| High fiber / contains fiber | 10 | 22A | 22A | 33ABC |
| Best nutritional value / best balance of nutrition | 7 | 7 | 9 | 8 |
| Better for you / healthier | 3 | 7 | 10 | 6 |
| Highest protein / good source of protein | 3 | 5 | 8 | 6 |
| WENT TO NUTRITION FACTS PANEL | 47 | 54 | 56 | 56 |

**A, B, C, D denotes statistical significance**

# Best Choice for Nutritional Value
## - *CEREAL*
### - *CALORIES + NEGATIVE*

| | FOP ICONS SHOWN | | | |
|---|---|---|---|---|
| | Some High School or Less | High School Graduate | Some College | College Grad or More |
| | % (A) | % (B) | % (C) | % (D) |
| **Product One – Bran Flakes (% CHOOSING)** | **63** | **61** | **71B** | **71B** |
| TOP MENTIONS | (100%) | (100%) | (100%) | (100%) |
| Less of "Bad" Elements (NET) | 46 | 47 | 59AB | 63AB |
| Fat Mentions (SUBNET) | 6 | 12 | 14A | 15A |
| Lowest fat / no fat | 5 | 8 | 8 | 8 |
| Less saturated fat | 2 | 4 | 6 | 7 |
| Other "Bad" Elements (SUBNET) | 44 | 46 | 58AB | 62AB |
| Lowest calories / best calorie count | 31 | 32 | 40 | 45AB |
| Lowest sugar amount / lower sugar amount | 23 | 20 | 31B | 39AB |
| Lowest sodium | 15 | 17 | 21 | 19 |
| More of "Good" Elements (NET) | 19 | 25 | 29A | 37AB |
| Vitamin / Mineral Mention (SUBNET) | 6 | 9 | 12 | 13A |
| Other "Good" Elements (SUBNET) | 15 | 19 | 19 | 28ABC |
| High fiber / contains fiber | 8 | 12 | 13 | 21ABC |
| Best nutritional value / best balance of nutrition | 2 | 3 | 2 | 4 |
| Better for you / healthier | 4 | 4 | 3 | 2 |
| Highest protein / good source of protein | 2 | 1 | 1 | 4 |
| WENT TO NUTRITION FACTS PANEL | 26 | 27 | 30 | 33 |

**A, B, C, D denotes statistical significance**

# Best Choice for Nutritional Value
## - *CEREAL*
## - *CALORIES + NEGATIVE + POSITIVE*

INTERNATIONAL FOOD INFORMATION COUNCIL FOUNDATION

| | FOP ICONS SHOWN | | | |
|---|---|---|---|---|
| | Some High School or Less | High School Graduate | Some College | College Grad or More |
| | % (A) | % (B) | % (C) | % (D) |
| **Product One – Bran Flakes (% CHOOSING)** | **67** | **70** | **78AB** | **76** |
| TOP MENTIONS | (100%) | (100%) | (100%) | (100%) |
| Less of "Bad" Elements (NET) | 67 | 71 | 85AB | 83AB |
| Fat Mentions (SUBNET) | 16 | 32A | *46AB* | 47AB |
| Lowest fat / no fat | 5 | 8 | 5 | 8 |
| Less saturated fat | 3 | 4 | 4 | 5 |
| Other "Bad" Elements (SUBNET) | 41 | 51 | 55A | 60AB |
| Lowest calories / best calorie count | 27 | 35 | 45AB | 45AB |
| Lowest sugar amount / lower sugar amount | 21 | 27 | 28 | 31A |
| Lowest sodium | 8 | 16AC | 10 | 14 |
| More of "Good" Elements (NET) | 38 | 47 | 54A | 58AB |
| Vitamin / Mineral Mention (SUBNET) | 13 | 15 | 23AB | 23AB |
| Other "Good" Elements (SUBNET) | 33 | 41 | 46 | 50 |
| High fiber / contains fiber | 20 | 28 | 38AB | 41AB |
| Best nutritional value / best balance of nutrition | 8 | 8 | 6 | 4 |
| Better for you / healthier | 5 | 5 | 3 | 3 |
| Highest protein / good source of protein | 0 | 0 | 0 | 1 |
| WENT TO NUTRITION FACTS PANEL | 8 | 13 | 10 | 9 |

**A, B, C, D denotes statistical significance**

# Best Choice for Nutritional Value
## *- FROZEN ENTRÉES*
## *- NO FOP*

| | FOP ICONS SHOWN | | | |
|---|---|---|---|---|
| | Some High School or Less | High School Graduate | Some College | College Grad or More |
| | % (A) | % (B) | % (C) | % (D) |
| **Product One – Sesame Chicken (% CHOOSING)** | **65** | **73** | **74** | **82ABC** |
| TOP MENTIONS | (100%) | (100%) | (100%) | (100%) |
| Less of "Bad" Elements (NET) | 57 | 78A | 79A | 81A |
| Fat Mentions (SUBNET) | 21 | 39A | 44A | 48AB |
| Lowest fat / no fat | 19 | 26 | 30A | 36AB |
| Less saturated fat | 1 | 14A | 14A | 14A |
| Other "Bad" Elements (SUBNET) | 48 | 75A | 74A | 77A |
| Lowest calories / best calorie count | 35 | 60A | 56A | 60A |
| Lowest sodium | 35 | 48A | 49A | 52A |
| Lowest sugar amount / lower sugar amount | 4 | 1 | 3 | 2 |
| More of "Good" Elements (NET) | 21 | 24 | 27 | 36AB |
| Vitamin / Mineral Mention (SUBNET) | 7 | 8 | 9 | 13 |
| Other "Good" Elements (SUBNET) | 16 | 19 | 19 | 29ABC |
| Highest protein / provides a good source of protein | 5 | 6 | 9 | 17ABC |
| Better for you / healthier | 10CD | 5 | 4 | 3 |
| High fiber / contains fiber | 2 | 5 | 5 | 10AB |
| Best nutritional value / best balance of nutrition | 1 | 4 | 5 | 3 |
| WENT TO NUTRITION FACTS PANEL | 48 | 57 | 59 | 57 |

**A, B, C, D denotes statistical significance**

# Best Choice for Nutritional Value
## *- CALORIES ONLY*
## *- NO FOP*

| | FOP ICONS SHOWN | | | |
|---|---|---|---|---|
| | Some High School or Less | High School Graduate | Some College | College Grad or More |
| | % (A) | % (B) | % (C) | % (D) |
| **Product One – Sesame Chicken (% CHOOSING)** | **70** | **76** | **79** | **81A** |
| TOP MENTIONS | (100%) | (100%) | (100%) | (100%) |
| Less of "Bad" Elements (NET) | 67 | 71 | 85AB | 83AB |
| Fat Mentions (SUBNET) | 16 | 32A | 46AB | 47AB |
| Lowest fat / no fat | 14 | 23 | 38AB | 31A |
| Less saturated fat | 3 | 8 | 8 | 16ABC |
| Other "Bad" Elements (SUBNET) | 63 | 66 | 79AB | 80AB |
| Lowest calories / best calorie count | 51 | 53 | 63AB | 65AB |
| Lowest sodium | 39 | 45 | 53A | 53A |
| Lowest sugar amount / lower sugar amount | 2 | 4 | 5 | 5 |
| More of "Good" Elements (NET) | 20 | 29 | 33A | 32A |
| Vitamin / Mineral Mention (SUBNET) | 3 | 8 | 9 | 7 |
| Other "Good" Elements (SUBNET) | 17 | 24 | 30A | 29A |
| Highest protein / provides a good source of protein | 5 | 9 | 11 | 14A |
| Better for you / healthier | 9 | 7 | 8 | 6 |
| High fiber / contains fiber | 1 | 5 | 7 | 8 |
| Best nutritional value / best balance of nutrition | 2 | 4 | 8 | 3 |
| WENT TO NUTRITION FACTS PANEL | 42 | 48 | 55A | 51 |

**A, B, C, D denotes statistical significance**

# Best Choice for Nutritional Value
## *- CALORIES + NEGATIVE*
## *- NO FOP*

| | FOP ICONS SHOWN | | | |
|---|---|---|---|---|
| | Some High School or Less | High School Graduate | Some College | College Grad or More |
| | % (A) | % (B) | % (C) | % (D) |
| **Product One – Sesame Chicken (% CHOOSING)** | **73** | **80** | **83A** | **83A** |
| TOP MENTIONS | (100%) | (100%) | (100%) | (100%) |
| Less of "Bad" Elements (NET) | 49 | 65A | 66A | 70A |
| Fat Mentions (SUBNET) | 21 | 34A | 36A | 46ABC |
| Lowest fat / no fat | 7 | 19A | 13 | 19A |
| Less saturated fat | 12 | 15 | 24AB | 27AB |
| Other "Bad" Elements (SUBNET) | 47 | 62A | 65A | 69A |
| Lowest calories / best calorie count | 37 | 49A | 52A | 55A |
| Lowest sodium | 29 | 40A | 45A | 52AB |
| Lowest sugar amount / lower sugar amount | 4 | 8 | 10 | 8 |
| More of "Good" Elements (NET) | 14 | 18 | 23A | 17 |
| Vitamin / Mineral Mention (SUBNET) | 4 | 5 | 6 | 5 |
| Other "Good" Elements (SUBNET) | 14 | 18 | 23A | 17 |
| Highest protein / provides a good source of protein | 5 | 6 | 10 | 6 |
| Better for you / healthier | 5 | 3 | 5 | 1 |
| High fiber / contains fiber | 2 | 2 | 4 | 3 |
| Best nutritional value / best balance of nutrition | 2 | 4 | 5 | 2 |
| WENT TO NUTRITION FACTS PANEL | 23 | 27 | 27 | 26 |

**A, B, C, D denotes statistical significance**

# Best Choice for Nutritional Value
## *- CALORIES + NEGATIVE + POSITIVE*
## *- NO FOP*

| | FOP ICONS SHOWN | | | |
|---|---|---|---|---|
| | Some High School or Less | High School Graduate | Some College | College Grad or More |
| | % (A) | % (B) | % (C) | % (D) |
| **Product One – Sesame Chicken (% CHOOSING)** | **65** | **76A** | **79A** | **79A** |
| TOP MENTIONS | (100%) | (100%) | (100%) | (100%) |
| Less of "Bad" Elements (NET) | 69 | 76 | 83A | 85AB |
| Fat Mentions (SUBNET) | 40 | 40 | 48 | 55AB |
| Lowest fat / no fat | 14 | 18 | 16 | 22 |
| Less saturated fat | 27 | 23 | 32 | 33B |
| Other "Bad" Elements (SUBNET) | 64 | 72 | 80A | 81AB |
| Lowest calories / best calorie count | 51 | 53 | 68AB | 68AB |
| Lowest sodium | 47 | 47 | 62AB | 60AB |
| Lowest sugar amount / lower sugar amount | 10 | 5 | 4 | 8 |
| More of "Good" Elements (NET) | 29 | 24 | 31 | 36 |
| Vitamin / Mineral Mention (SUBNET) | 8 | 8 | 7 | 11 |
| Other "Good" Elements (SUBNET) | 24 | 21 | 29 | 33B |
| Highest protein / provides a good source of protein | 10 | 12 | 19 | 27ABC |
| Better for you / healthier | 7 | 4 | 3 | 1 |
| High fiber / contains fiber | 1 | 0 | 1 | 2 |
| Best nutritional value / best balance of nutrition | 8 | 4 | 7 | 3 |
| WENT TO NUTRITION FACTS PANEL | 9 | 10 | 7 | 5 |

**A, B, C, D denotes statistical significance**

# Best Choice for Nutritional Value
## *- SALAD DRESSINGS*
## *- NO FOP*

| | FOP ICONS SHOWN | | | |
|---|---|---|---|---|
| | Some High School or Less | High School Graduate | Some College | College Grad or More |
| | % (A) | % (B) | % (C) | % (D) |
| **Product One – Classic Italian (% CHOOSING)** | **73** | **80** | **83A** | **80** |
| TOP MENTIONS | (100%) | (100%) | (100%) | (100%) |
| Less of "Bad" Elements (NET) | 62 | 80A | 82A | 82A |
| Fat Mentions (SUBNET) | 23 | 34 | 45AB | 49AB |
| Lowest fat / no fat | 19 | 27 | 37AB | 40AB |
| Less saturated fat | 5 | 8 | 12 | 11 |
| Other "Bad" Elements (SUBNET) | 57 | 77A | 80A | 78A |
| Lowest calories / best calorie count | 44 | 59A | 63A | 66A |
| Lowest sodium | 24 | 47A | 50A | 52A |
| Lowest sugar amount / lower sugar amount | 4 | 4 | 5 | 10B |
| More of "Good" Elements (NET) | 22 | 18 | 20 | 19 |
| Vitamin / Mineral Mention (SUBNET) | 7 | 7 | 8 | 7 |
| Other "Good" Elements (SUBNET) | 15 | 11 | 13 | 12 |
| Better for you / healthier | 9 | 5 | 8 | 6 |
| Best nutritional value / best balance of nutrition | 7 | 5 | 4 | 6 |
| WENT TO NUTRITION FACTS PANEL | 56 | 61 | 70ABD | 61 |

**A, B, C, D denotes statistical significance**

# Best Choice for Nutritional Value
## - *SALAD DRESSINGS*
## - *CALORIES ONLY*

| | FOP ICONS SHOWN | | | |
|---|---|---|---|---|
| | Some High School or Less | High School Graduate | Some College | College Grad or More |
| | % (A) | % (B) | % (C) | % (D) |
| **Product One – Classic Italian (% CHOOSING)** | **79** | **84** | **85** | **82** |
| TOP MENTIONS | (100%) | (100%) | (100%) | (100%) |
| Less of "Bad" Elements (NET) | 58 | 82A | 81A | 84A |
| Fat Mentions (SUBNET) | 23 | 38A | 43A | 48AB |
| Lowest fat / no fat | 16 | 31A | 43A | 48AB |
| Less saturated fat | 6 | 9 | 8 | 10 |
| Other "Bad" Elements (SUBNET) | 57 | 80A | 79A | 82A |
| Lowest calories / best calorie count | 38 | 66A | 63A | 71A |
| Lowest sodium | 26 | 47A | 49A | 57AB |
| Lowest sugar amount / lower sugar amount | 4 | 7 | 6 | 6 |
| More of "Good" Elements (NET) | 17 | 19 | 16 | 23 |
| Vitamin / Mineral Mention (SUBNET) | 3 | 7 | 6 | 11A |
| Other "Good" Elements (SUBNET) | 15 | 12 | 11 | 12 |
| Better for you / healthier | 11A | 6 | 5 | 4 |
| Best nutritional value / best balance of nutrition | 5 | 5 | 5 | 7 |
| WENT TO NUTRITION FACTS PANEL | 45 | 60A | 53 | 55 |

**A, B, C, D denotes statistical significance**

# Best Choice for Nutritional Value
## - *SALAD DRESSINGS*
## - *CALORIES + NEGATIVE*

| | FOP ICONS SHOWN | | | |
|---|---|---|---|---|
| | Some High School or Less | High School Graduate | Some College | College Grad or More |
| | % (A) | % (B) | % (C) | % (D) |
| **Product One – Classic Italian (% CHOOSING)** | **82** | **79** | **85** | **87B** |
| TOP MENTIONS | (100%) | (100%) | (100%) | (100%) |
| Less of "Bad" Elements (NET) | 70 | 78 | 76 | 82A |
| Fat Mentions (SUBNET) | 32 | 41 | 48A | 54AB |
| Lowest fat / no fat | 13 | 25A | 27A | 31A |
| Less saturated fat | 21 | 17 | 24 | 24 |
| Other "Bad" Elements (SUBNET) | 68 | 76 | 73 | 78A |
| Lowest calories / best calorie count | 50 | 60 | 61 | 65A |
| Lowest sodium | 44 | 50 | 53 | 54 |
| Lowest sugar amount / lower sugar amount | 15 | 16 | 15 | 13 |
| More of "Good" Elements (NET) | 13 | 13 | 9 | 9 |
| Vitamin / Mineral Mention (SUBNET) | 5 | 5 | 4 | 4 |
| Other "Good" Elements (SUBNET) | 8 | 9 | 6 | 5 |
| Better for you / healthier | 6 | 5 | 2 | 2 |
| Best nutritional value / best balance of nutrition | 3 | 3 | 4 | 3 |
| WENT TO NUTRITION FACTS PANEL | 29 | 31 | 29 | 27 |

**A, B, C, D denotes statistical significance**

# Best Choice for Nutritional Value
## *- SALAD DRESSINGS*
## *- CALORIES + NEGATIVE + POSITIVE*

| | FOP ICONS SHOWN | | | |
|---|---|---|---|---|
| | Some High School or Less | High School Graduate | Some College | College Grad or More |
| | % (A) | % (B) | % (C) | % (D) |
| **Product One – Classic Italian (% CHOOSING)** | **78** | **81** | **86** | **86** |
| TOP MENTIONS | (100%) | (100%) | (100%) | (100%) |
| Less of "Bad" Elements (NET) | 67 | 70 | 76 | 78AB |
| Fat Mentions (SUBNET) | 38 | 38 | 43 | 53ABC |
| Lowest fat / no fat | 21 | 22 | 23 | 29 |
| Less saturated fat | 17 | 17 | 21 | 26B |
| Other "Bad" Elements (SUBNET) | 65 | 68 | 75 | 76AB |
| Lowest calories / best calorie count | 53 | 53 | 60 | 68AB |
| Lowest sodium | 42 | 44 | 51 | 51 |
| Lowest sugar amount / lower sugar amount | 15 | 13 | 13 | 11 |
| More of "Good" Elements (NET) | 18 | 17 | 15 | 13 |
| Vitamin / Mineral Mention (SUBNET) | 4 | 5 | 8 | 7 |
| Other "Good" Elements (SUBNET) | 15CD | 11D | 7 | 6 |
| Better for you / healthier | 7 | 8 | 3 | 2 |
| Best nutritional value / best balance of nutrition | 8 | 3 | 4 | 4 |
| WENT TO NUTRITION FACTS PANEL | 19 | 22 | 17 | 22 |

**A, B, C, D denotes statistical significance**

# Best Choice for Nutritional Value
## *- SALAD DRESSINGS*
## *- NO FOP*

| | FOP ICONS SHOWN | | | |
|---|---|---|---|---|
| | Some High School or Less | High School Graduate | Some College | College Grad or More |
| | % (A) | % (B) | % (C) | % (D) |
| **Product One – Multigrain Tortilla Chips (% CHOOSING)** | **80** | **87** | **83** | **89A** |
| TOP MENTIONS | (100%) | (100%) | (100%) | (100%) |
| Less of "Bad" Elements (NET) | 58 | 68 | 75A | 73A |
| Fat Mentions (SUBNET) | 40 | 50 | 57A | 61AB |
| Less saturated fat | 16 | 23 | 30A | 29A |
| Lowest fat / no fat | 23 | 29 | 32 | 36A |
| Other "Bad" Elements (SUBNET) | 51 | 59 | 70AB | 68AB |
| Lowest sodium | 27 | 42A | 51A | 49A |
| Lowest calories / best calorie count | 28 | 26 | 36B | 35B |
| More of "Good" Elements (NET) | 44 | 52 | 58A | 52 |
| Vitamin / Mineral Mention (SUBNET) | 9 | 11 | 18AB | 12 |
| Other "Good" Elements (SUBNET) | 37 | 44 | 45 | 45 |
| Multigrain product | 24 | 23 | 26 | 27 |
| High fiber / contains fiber | 2 | 5 | 11AB | 11AB |
| Better for you / healthier | 12D | 7 | 7 | 5 |
| Best nutritional value / best balance of nutrition | 3 | 9 | 3 | 5 |
| WENT TO NUTRITION FACTS PANEL | 83 | 90 | 90 | 89 |

**A, B, C, D denotes statistical significance**

# Best Choice for Nutritional Value
## *- SALAD DRESSINGS*
## *-CALORIES ONLY*

| | FOP ICONS SHOWN | | | |
|---|---|---|---|---|
| | Some High School or Less | High School Graduate | Some College | College Grad or More |
| | % (A) | % (B) | % (C) | % (D) |
| **Product One – Multigrain Tortilla Chips (% CHOOSING)** | **79** | **86** | **91AD** | **84** |
| TOP MENTIONS | (100%) | (100%) | (100%) | (100%) |
| Less of "Bad" Elements (NET) | 58 | 67 | 70A | 77AB |
| Fat Mentions (SUBNET) | 41 | 52 | 53A | 64ABC |
| Less saturated fat | 12 | 24A | 27A | 32AB |
| Lowest fat / no fat | 26 | 31 | 29 | 37A |
| Other "Bad" Elements (SUBNET) | 50 | 60 | 63A | 71AB |
| Lowest sodium | 28 | 40A | 45A | 48A |
| Lowest calories / best calorie count | 25 | 30 | 33 | 45ABC |
| More of "Good" Elements (NET) | 35 | 49A | 48A | 51A |
| Vitamin / Mineral Mention (SUBNET) | 5 | 14A | 15A | 15A |
| Other "Good" Elements (SUBNET) | 32 | 39 | 37 | 43 |
| Multigrain product | 21 | 22 | 22 | 24 |
| High fiber / contains fiber | 3 | 9 | 8 | 14A |
| Better for you / healthier | 7 | 7 | 3 | 7 |
| Best nutritional value / best balance of nutrition | 4 | 5 | 7 | 4 |
| WENT TO NUTRITION FACTS PANEL | 82 | 92AD | 93AD | 85 |

**A, B, C, D denotes statistical significance**

# Best Choice for Nutritional Value
## - *SALAD DRESSINGS*
## - *CALORIES + NEGATIVES*

| | FOP ICONS SHOWN | | | |
|---|---|---|---|---|
| | Some High School or Less | High School Graduate | Some College | College Grad or More |
| | % (A) | % (B) | % (C) | % (D) |
| **Product One – Multigrain Tortilla Chips (% CHOOSING)** | **92** | **91A** | **88** | **90A** |
| TOP MENTIONS | (100%) | (100%) | (100%) | (100%) |
| Less of "Bad" Elements (NET) | 58 | 68 | 73A | 75A |
| Fat Mentions (SUBNET) | 40 | 52A | 58A | 62A |
| Less saturated fat | 27 | 31 | 31 | 36 |
| Lowest fat / no fat | 15 | 22 | 30A | 29A |
| Other "Bad" Elements (SUBNET) | 53 | 65A | 69A | 70A |
| Lowest sodium | 37 | 48 | 54A | 52A |
| Lowest calories / best calorie count | 24 | 39A | 40A | 44A |
| More of "Good" Elements (NET) | 43 | 39 | 36 | 34 |
| Vitamin / Mineral Mention (SUBNET) | 4 | 11A | 6 | 9 |
| Other "Good" Elements (SUBNET) | 41D | 31 | 32 | 39 |
| Multigrain product | 29D | 20 | 20 | 16 |
| High fiber / contains fiber | 2 | 5 | 7 | 8 |
| Better for you / healthier | 7 | 5 | 5 | 4 |
| Best nutritional value / best balance of nutrition | 5 | 4 | 3 | 5 |
| WENT TO NUTRITION FACTS PANEL | 7 | 6 | 10 | 6 |

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# Best Choice for Nutritional Value
## - *SALAD DRESSINGS*
## - *CALORIES + NEGATIVES + POSITIVES*

| | FOP ICONS SHOWN | | | |
|---|---|---|---|---|
| | Some High School or Less | High School Graduate | Some College | College Grad or More |
| | % (A) | % (B) | % (C) | % (D) |
| **Product One – Multigrain Tortilla Chips (% CHOOSING)** | **87** | **86** | **87** | **89** |
| TOP MENTIONS | (100%) | (100%) | (100%) | (100%) |
| Less of "Bad" Elements (NET) | 57 | 63 | 70A | 72A |
| Fat Mentions (SUBNET) | 40 | 48 | 53A | 61AB |
| Less saturated fat | 22 | 32A | 34A | 33A |
| Lowest fat / no fat | 20 | 17 | 18 | 27BC |
| Other "Bad" Elements (SUBNET) | 54 | 60 | 66A | 68A |
| Lowest sodium | 35 | 42 | 48A | 54AB |
| Lowest calories / best calorie count | 25 | 34 | 37A | 43AB |
| More of "Good" Elements (NET) | 43 | 36 | 40 | 41 |
| Vitamin / Mineral Mention (SUBNET) | 10 | 11 | 11 | 8 |
| Other "Good" Elements (SUBNET) | 37 | 29 | 34 | 35 |
| Multigrain product | 17 | 16 | 18 | 20 |
| High fiber / contains fiber | 8 | 3 | 8 | 7 |
| Better for you / healthier | 10D | 7 | 5 | 4 |
| Best nutritional value / best balance of nutrition | 4 | 3 | 3 | 6 |
| WENT TO NUTRITION FACTS PANEL | 12 | 6 | 6 | 6 |

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PERCEPTION RESEARCH SERVICES
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FOOD INFORMATION
COUNCIL FOUNDATION

# Survey Results – Focus on Label Use Practices

# Summary Segmentation-
# Food Product Label Usage

*All Respondents*

Respondents were asked three questions regarding their label usage:

1) Label reading when shopping for food products, to compare relative nutritional values;
2) When purchasing a food product for the first time, to find out a product's nutritional value;
3) When regularly purchasing food products, to find out a product's nutritional value.

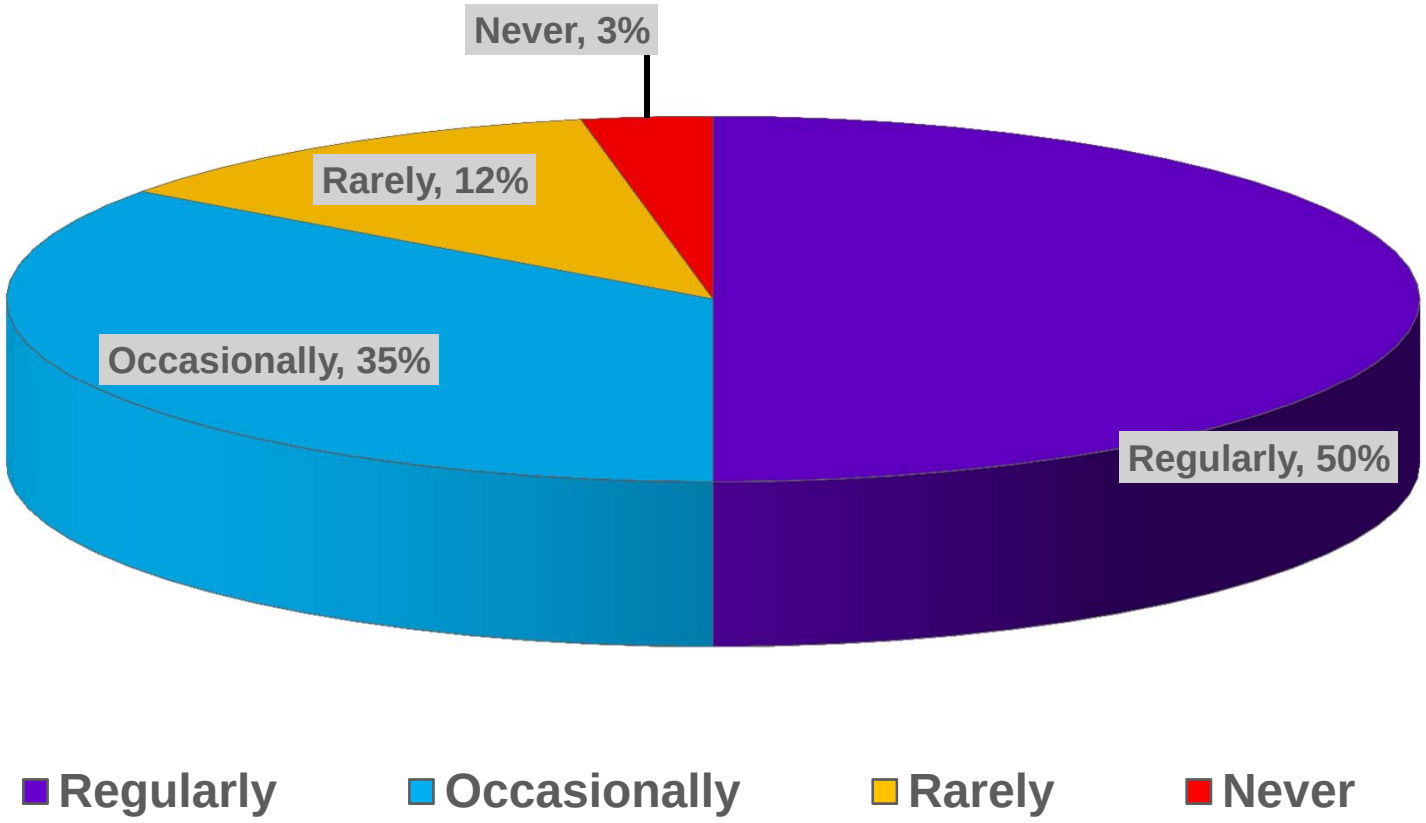
Those in the "regularly" segment do all of these actions on a "regular" basis. Respondents in the "usually" segment typically do at least one (and sometimes two) of these actions on a regular basis.

Respondents were assigned scores that corresponded to their frequencies of actions for these three questions. This formed the basis of the segmentation "score." For example, someone who does all three actions on a regular basis scored the lowest score possible, 3 points (1 point for each question), and was included in the "regularly" segment. Someone who "never" does any of these actions received the highest score possible, 12 points (4 points for each question), and was assigned to the "rarely/never" segment, etc.

This series of charts reflects n=7,363 survey participants.

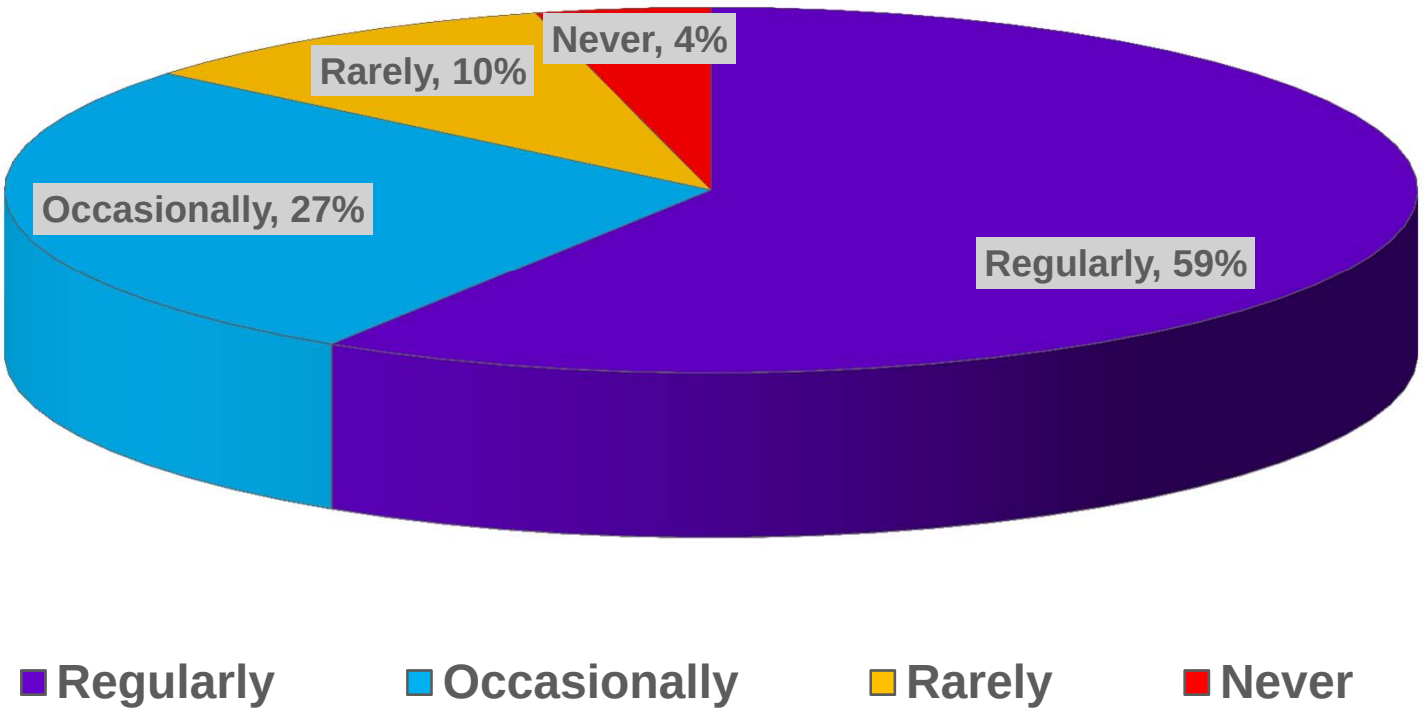
# Frequency of Reading Food Labels to Compare Nutritional Values

*All Respondents*

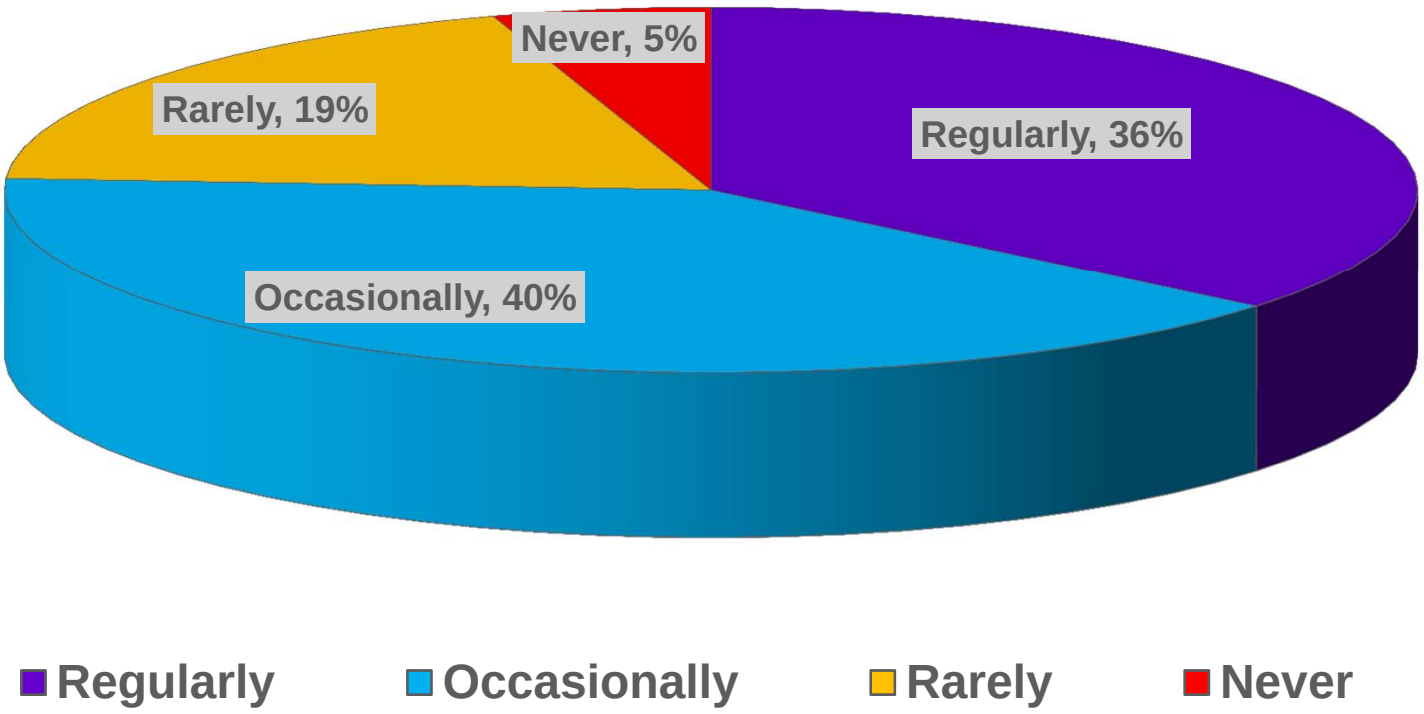


# When Buying A Food Product for the First Time, Frequency of Reading Food Label to See Nutritional Value

*All Respondents*

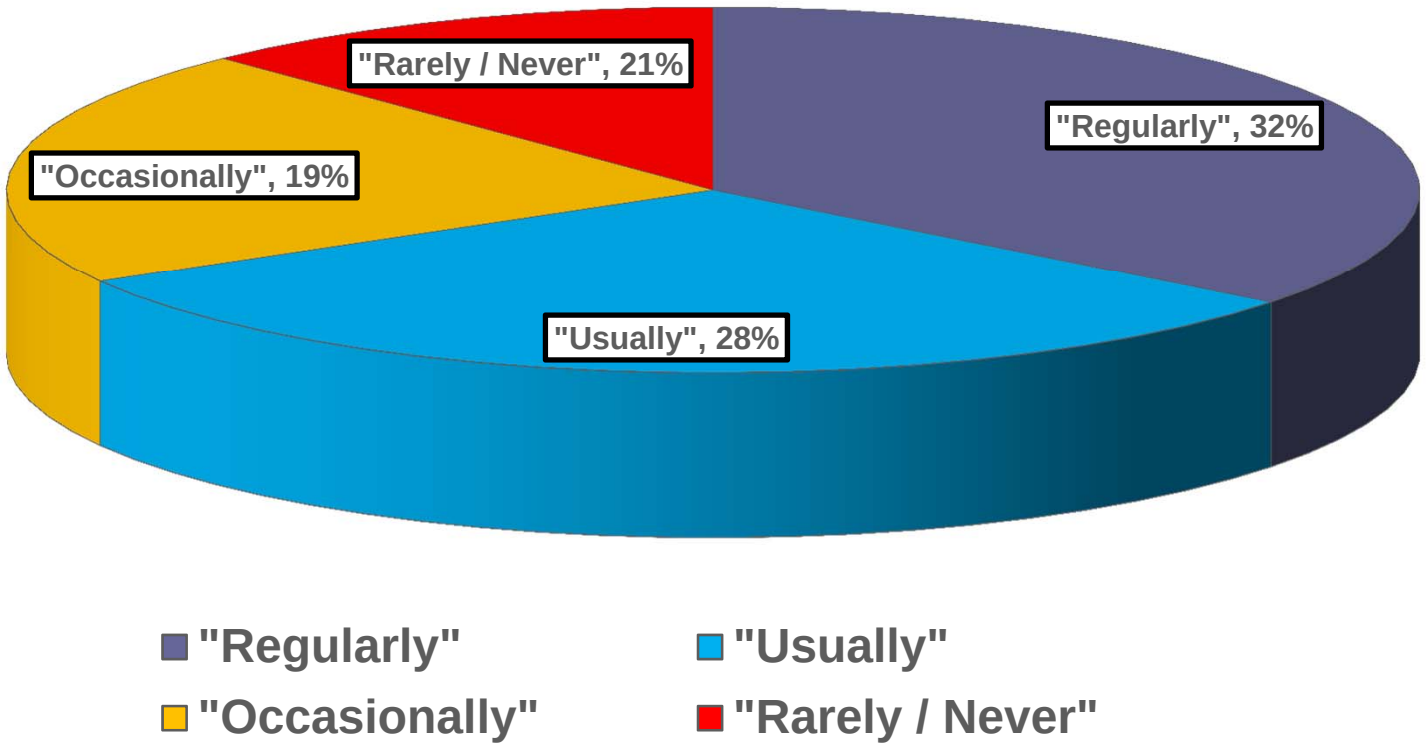


# When Buying Food Products Regularly, Frequency of Reading Food Label to See Nutritional Value
*All Respondents*



# Summary Segmentation- Food Product Label Usage

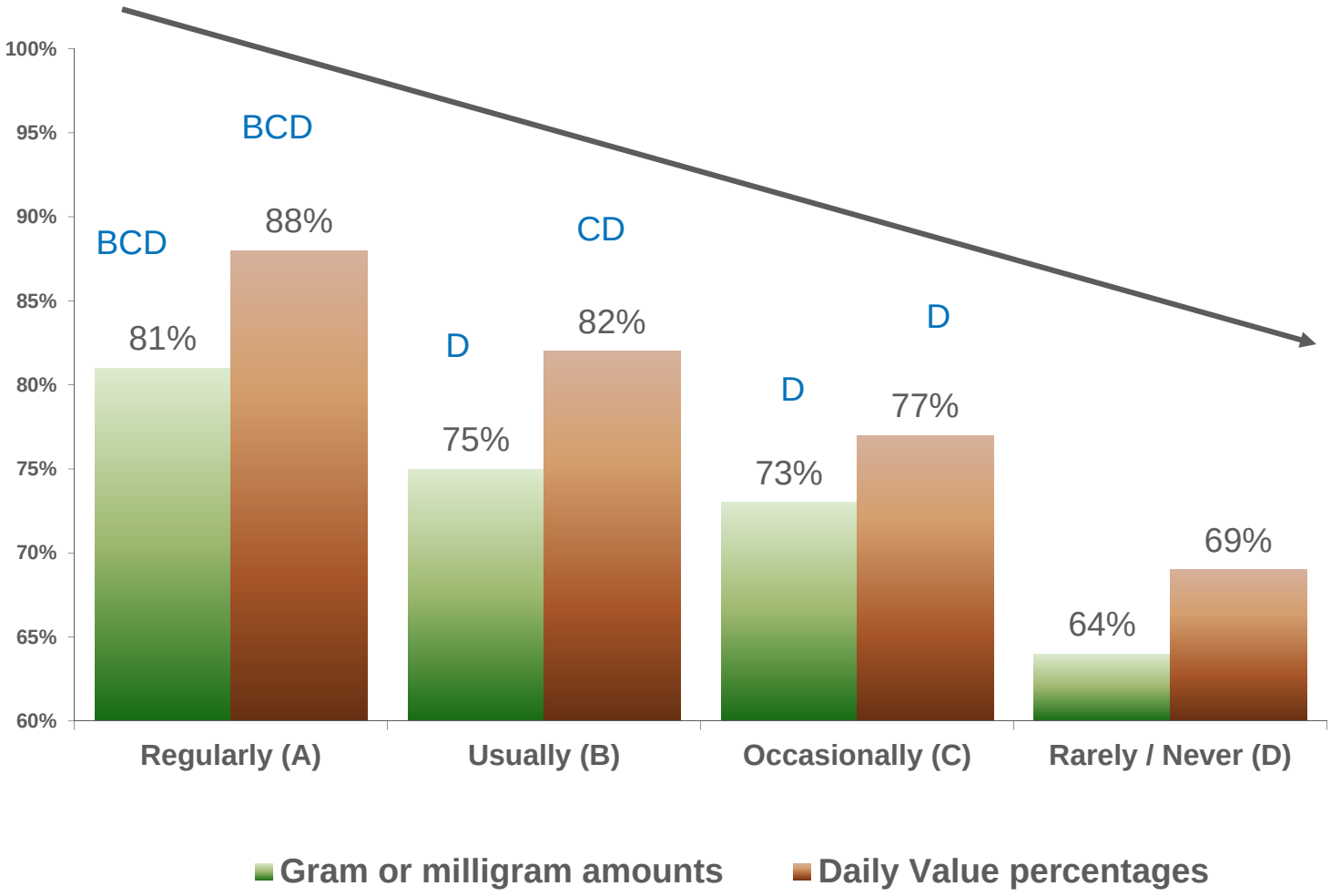
*All Respondents*



# Extent of Label Usage Strongly Correlated With Greater Ease In Determining Amounts and %DVs

*- CEREAL*

*- "Very easy to figure out"*



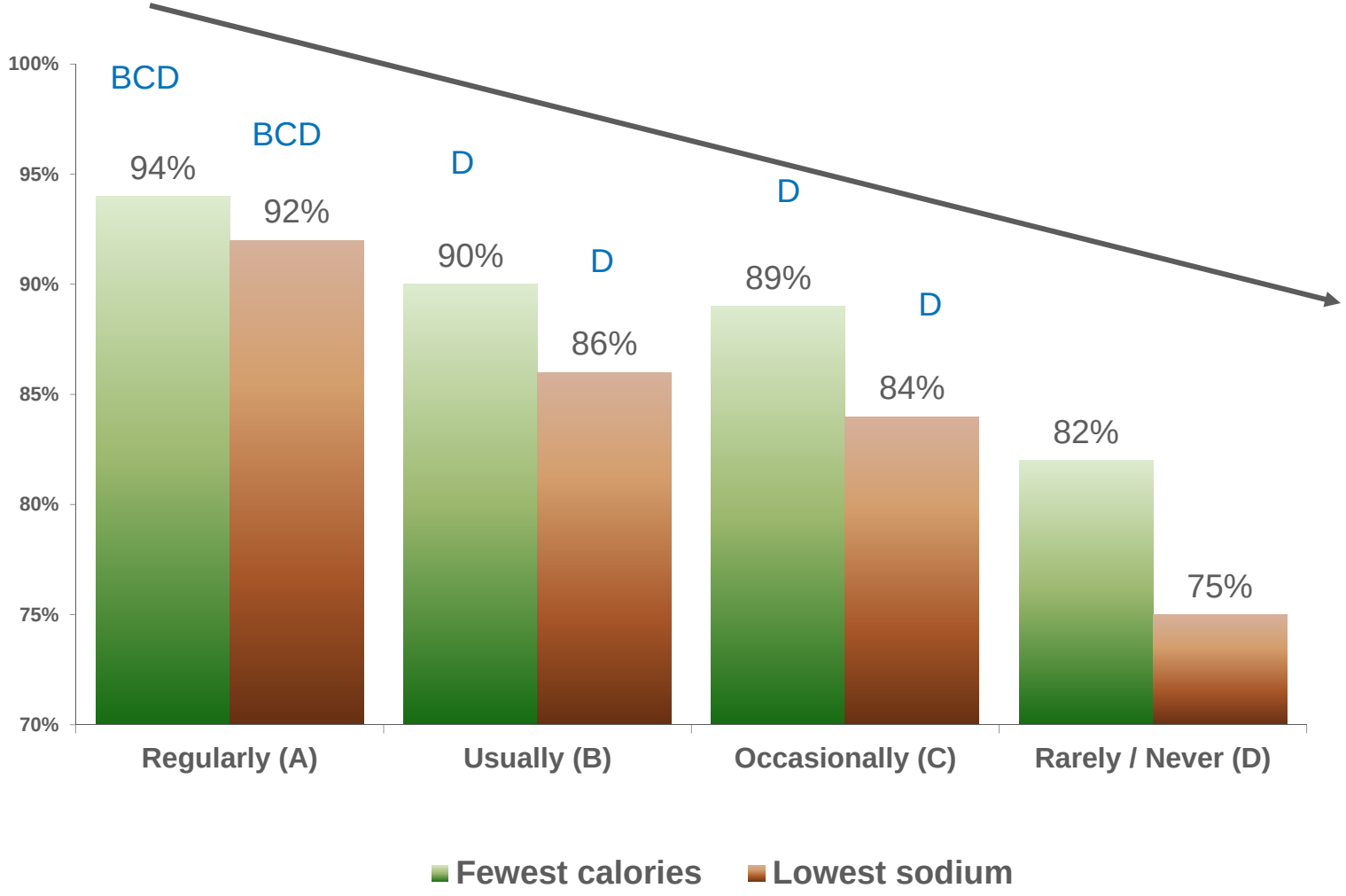

Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

A, B, C, D denotes statistical significance

# Extent of Label Usage Strongly Correlated With Greater Ease In Comparing Nutritional Content

*- CEREAL*

*- "Very easy to figure out"*



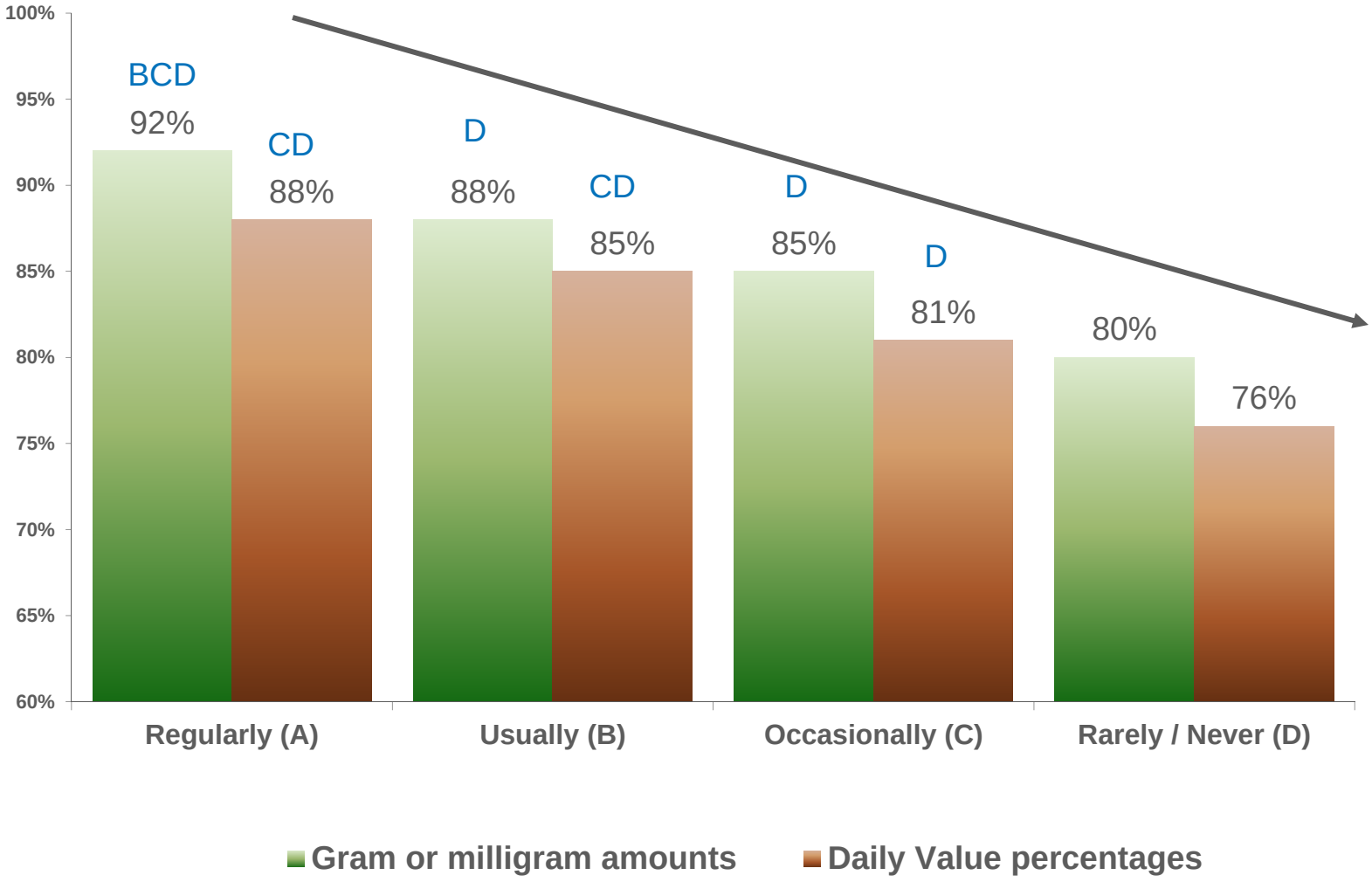

Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

A, B, C, D denotes statistical significance

# Extent of Label Usage Strongly Correlated With Greater Ease In Determining Amounts and %DVs

*- FROZEN ENTRÉES*

*- "Very easy to figure out"*



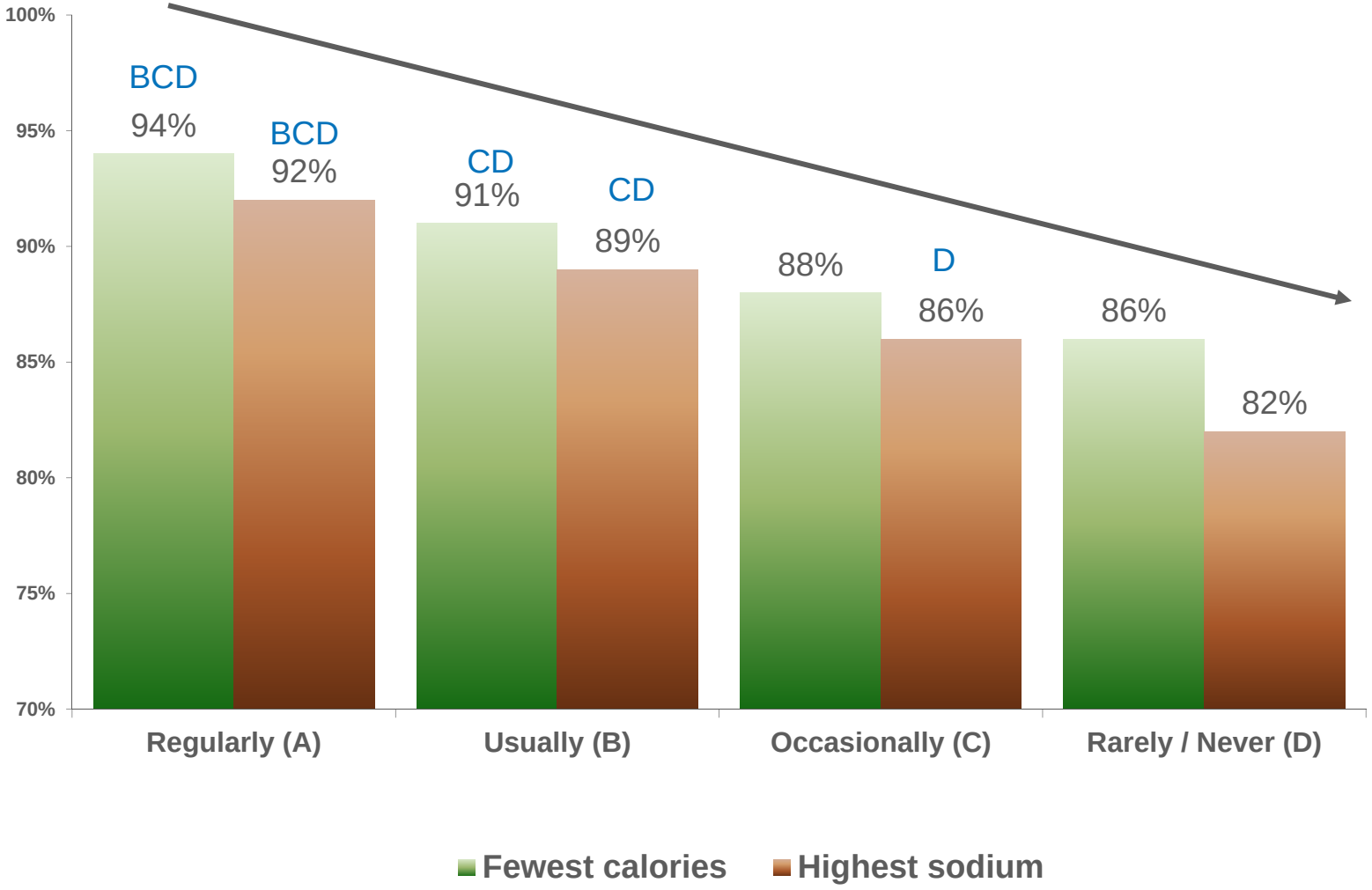

Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

A, B, C, D denotes statistical significance

# Extent of Label Usage Strongly Correlated With Greater Ease In Comparing Nutritional Content

*- FROZEN ENTRÉES*

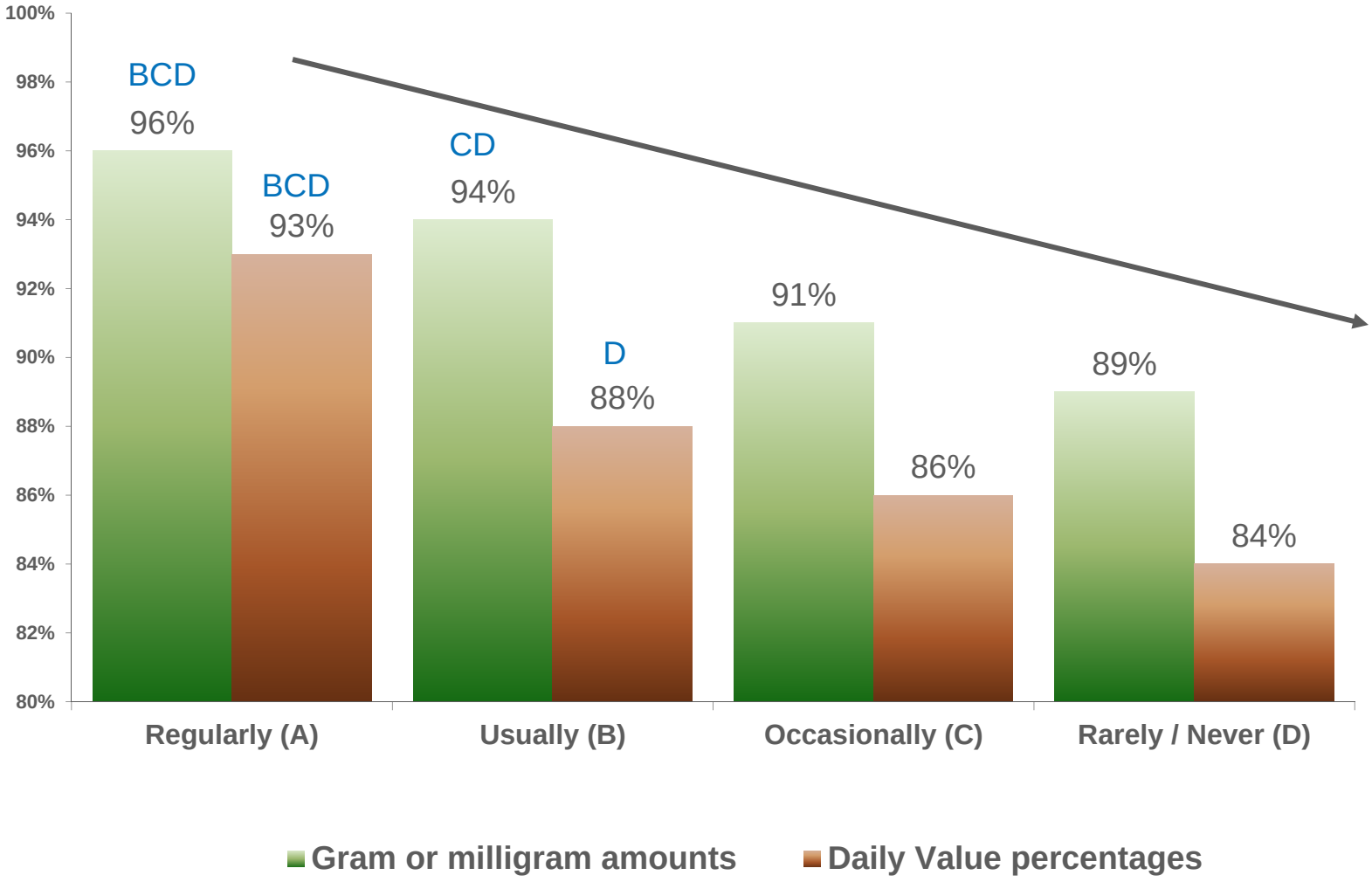
*- "Very easy to figure out"*




Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

A, B, C, D denotes statistical significance

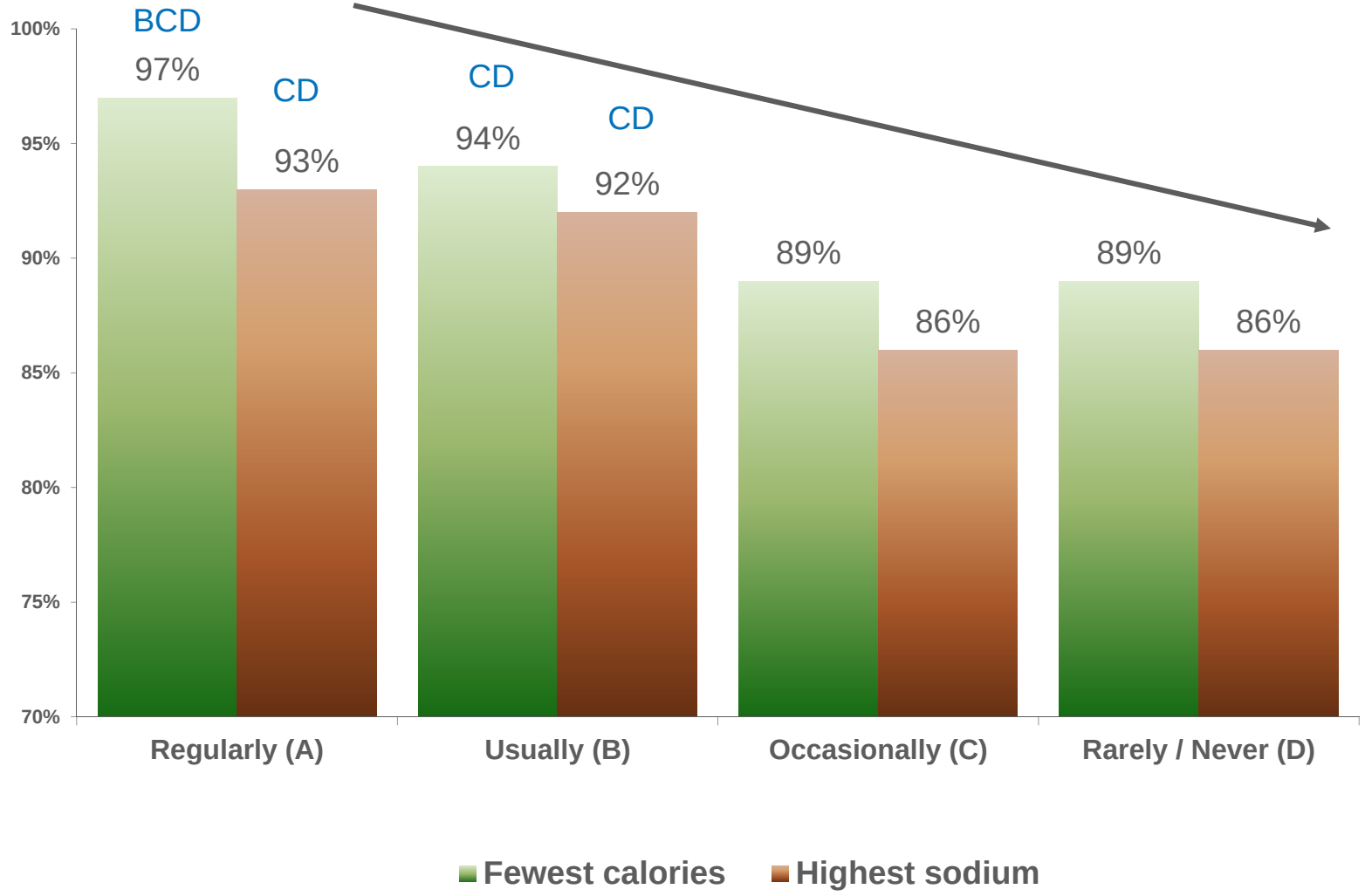
# Extent of Label Usage Strongly Correlated With Greater Ease In Comparing Nutritional Content
- SALAD DRESSINGS
- "*Very easy to figure out*"




Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

A, B, C, D denotes statistical significance

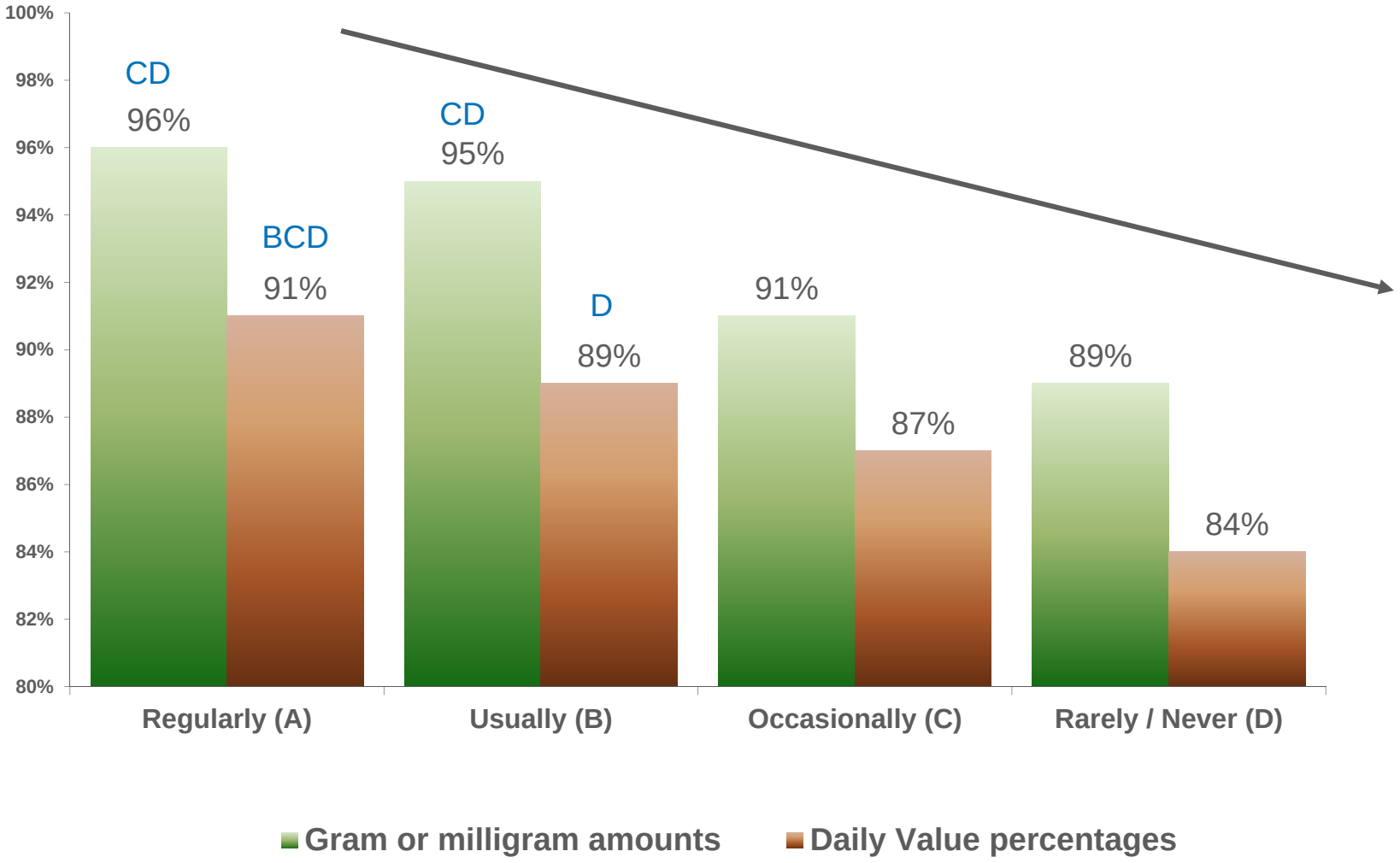
# Extent of Label Usage Strongly Correlated With Greater Ease In Comparing Nutritional Content
- SALAD DRESSINGS
- *"Very easy to figure out"*




Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

A, B, C, D denotes statistical significance

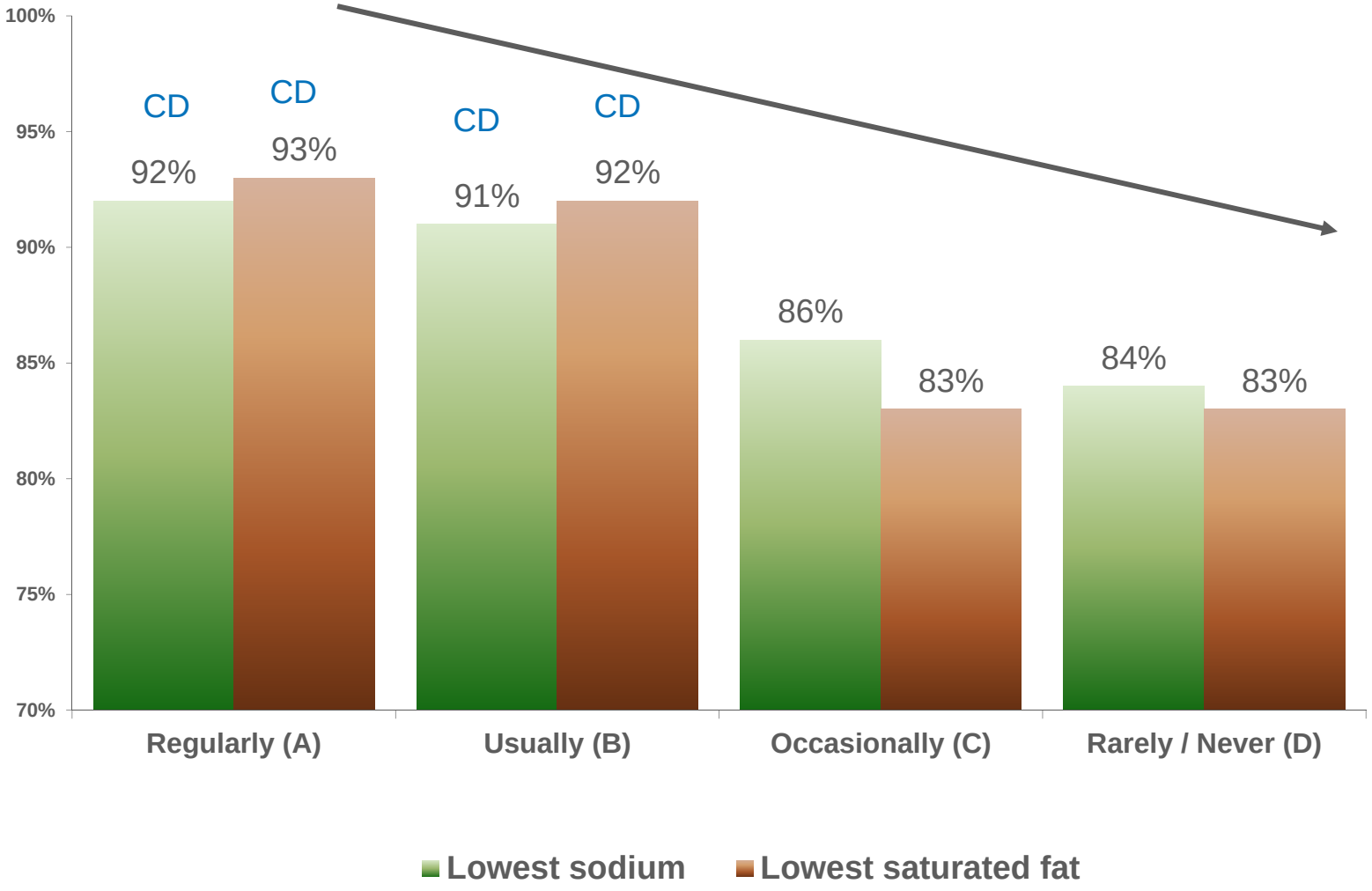
# Extent of Label Usage Strongly Correlated With Greater Ease In Comparing Nutritional Content
- SAVORY SNACKS
- *"Very easy to figure out"*




Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

A, B, C, D denotes statistical significance

# Extent of Label Usage Strongly Correlated With Greater Ease In Comparing Nutritional Content
- SAVORY SNACKS
- *"Very easy to figure out"*




Top Box on 4-point scale (Scale consists of "Very easy" / "Somewhat easy" / "Not too easy" / "Not at all easy")

A, B, C, D denotes statistical significance

# Considerations in Evaluating Findings

- Did not assess the many factors that affect food purchase and consumption decisions, beyond nutrition information
- Controlled for potential confounders on the food packages
  - Factors such as other information on the package, complexity of NFP, etc are present in real shopping experiences and would likely influence decisions
- Results may vary for different categories of foods, based on factors such as pre-existing perceptions of specific foods, categories of foods, or nutrients, and other messages consumers encounter on package, in store, etc.
- Tested one approach to FOP labeling
- Online survey methodology
  - Ability of shoppers to view, manipulate, and articulate package nutrition information
  - Able to survey a large sample, allowing for testing of 4 labeling systems on 12 products for a total of 48 test conditions
  - Ability to obtain a fully representative sample, including lower SES Americans in their proper proportions
  - Better nationwide geographic representation
  - Quick turnaround of results
  - More economically feasible

# In Summary…Key Findings

- Increasing the amount of nutrition information on the front of the package served to strengthen consumers' comprehension and comfort level with such material.
  - Consumers were more frequently able to accurately find and state nutritional content when the relevant information appeared on the front of the package.
  - However, at times fewer consumers were able to find and state *positive* nutritional content when only calories + negative nutrients appeared front of package.
  - The presence of positive nutrients on the front of the package did not interfered with the consumer's ability to accurately find and state caloric or negative nutrient content.
- When consumers were asked to find specific nutrition information that was available on the front of the package, they viewed the Nutrition Facts panel far less often, with no or improved impact on accuracy.
- Among those who evaluated FOP labeling systems, consumers who were provided with calories + negative nutrients + positive nutrients versus calories only were more likely to agree that the FOP nutrition information aided with decision-making and understanding.
- Across all labeling systems tested and for all product categories, a large majority of consumers were able to select the product considered to be "high health."

# In Summary…Future Considerations

- Consumer research plays an important role in understanding how to optimize any potential new approaches to food labeling.
- Consumer education is critical to the success of implementing a new labeling approach and must be ongoing to help consumers apply knowledge and put it into action for a positive health impact.
- Further consumer research is also necessary to determine if any labeling approach is having the intended affect(s) not only on consumer purchase, but also consumption patterns to build healthful diets with the intended health effects.

# For More Information…

International Food Information Council Foundation
1100 Connecticut Avenue NW
Suite 430
Washington, DC
202.296.6540 (phone)
www.foodinsight.org (web)