Report

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Quantitative Evaluation of Alternative Food Signposting Concepts

Report of Findings

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Contents

1. Background

The Government is committed to promoting the adoption of healthier eating patterns. The White Paper: Choosing Health[1], reaffirms the Agency's commitment in its Action Plan on Food Promotion and Children's Diets to develop guidance on the use of a front of pack signpost labelling scheme.

Previous qualitative consumer research[2] conducted in September/October 2004 revealed strong approval and support for the idea of front of pack labelling, which consumers felt would make it easier for them to assess the nutritional content of foods, and make healthier choices.

A second piece of qualitative research[3] conducted in February 2005 investigated and developed further the 'Traffic Light-based' concepts and two systems based on guideline daily amounts (GDAs): a colour-coded route and a monochrome route.

Following on from this work the current phase of quantitative consumer research was commissioned to investigate consumer's understanding of, and preference for, four signposting concepts:

- Simple Traffic Lights
- Multiple Traffic Lights
- Colour-coded GDA
- Monochrome GDA

With the exception of Simple Traffic Lights, the signposts featured the following four key nutrients: fat, saturated fat, salt and sugar.

In addition, products without additional signposting information were included to act as a benchmark against which to compare the performance of the different signposting concepts being considered.

Synovate was commissioned to conduct this quantitative research, and this report presents the findings.

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1 This work complements that being taken forward as part of the Scottish Action Plan *Eating for Health, Meeting the Challenge*, the Welsh strategy *"Food and Wellbeing"* and the proposed *Food and Nutrition Strategy for Northern Ireland.*

2 www.food.gov.uk/multimedia/pdfs/alternlab.pdf

3 www.food.gov.uk/multimedia/pdfs/signpostingnavigatorreport.pdf

2. Objectives

2.1 Research Objectives

While the primary objectives of the research were to assess the performance of four signposting concepts, consumer preference was also explored.

The research aimed to:

1. Determine how well each of the four alternative signposting concepts being tested help consumers compared to products without additional signposting information.
2. Determine to what extent the concepts enable consumers to correctly and quickly identify whether an individual product is high, medium or low in terms of fat, saturated fat, salt or sugar.
3. Determine to what extent the concepts enable consumers to make comparisons between similar products and to quickly distinguish between them in terms of fat, saturated fat, salt or sugar.
4. Assess how easy and clear each of the signposting concepts being tested are to understand.
5. Determine to what extent the concepts are applicable across different consumer demographic groups.
6. Determine to what extent the concepts are applicable across different product categories.
7. Establish consumer preference for each of the concepts

2.2 Objectives of Signposting Scheme

Any Government backed Signposting Scheme would be intended to:

1. Help consumers make informed choices and to construct a balanced diet.
2. Allow a consumer to quickly and correctly identify whether a product high in fat, saturated fat, salt or sugar.
3. Allow the consumer to make comparisons between similar products and to quickly distinguish between them in terms of fat, saturated fat, salt or sugar
4. Be easy and clear to understand.
5. Be applicable to as wide a range of consumers as possible (age, socio-economic group, ethnic minorities etc).
6. Be applicable to as wide a range of products as possible so as not to limit choice or limit the scheme to size or packaging type.
7. Be consistent with existing legislation and likely future legislation.
8. Be consistent with wider Agency and Government initiatives on healthier eating (e.g. salt campaign).

The main aim of this research was to find out which concept would best meet requirements 1-6 above.

While this research also provided an indicative guide to requirements 5 and 6, further qualitative research was commissioned to explore these aspects in more detail. A report of this research has been published separately.

3. Methodology

This research was conducted using an interviewer administered hall-test methodology, with a total of 2,676 interviews conducted across England, Scotland, Wales and Northern Ireland in June 2005. Within this, two additional hall days were conducted in areas where there is a large population of the main ethnic minority groups to ensure that a large enough sample of these groups was interviewed to allow for separate analysis.

This sample of 2,676 respondents constituted a representative sample of the UK population of 16-70 year olds, with quotas set on gender, age, working status and socio-economic group. In addition, a screener was imposed to ensure that only those with sole or joint responsibility for the main grocery shopping were invited for interview. Hall tests were conducted in central locations, with interviews lasting around 25 minutes.

The decision was taken that the signposting concepts and products without signposting should be tested in a way that replicated reality as far as possible. It was therefore decided that the signposting should be tested using real products as stimulus. Products were purchased during April 2005 from retail outlets in central London. Life-sized photographs of the products on A3 and A4 card were used as stimulus. The front of the cards bore a photograph of the front of the product and the rear side of the cards bore a photograph of the rear part or side of the product that featured the nutritional panel, allowing respondents to refer to this during the evaluations.

The signposts on the product photographs were consistent with the nutrient content of the product in question, and were consistent in size across similar products and were scaled in proportion to the product size.

The four signposting concepts assessed are shown in Appendix 1. In addition, actual food packaging with no front of pack signposting was included.

The five alternative formats (four signposting and products without signposting) were applied to five different product categories (three examples of products per category);

- Cereal bars/breakfast cereals
- Ready meals
- Chicken burgers/pizzas
- Pasta ready meals/curry ready meals
- Cake/crisps

The categories were chosen in order to ensure that the signposting concepts were evaluated on a broad range of composite products with differing nutrient levels.

Each product category comprised three examples of similar products, the first product was used in the Individual Product Evaluations and the remaining pair used in the Comparisons of Two Products. These assessments are explained in section 3.1.

Respondents were asked about the products' content for two of the four nutrients most relevant to that product type. Some of the levels of nutrients in the product pairs chosen for the Comparison evaluations were similar for the two nutrients respondents were asked about. This was a deliberate decision, taken in order to reflect the reality of a shopping experience and to enable analysis of how each of the concepts performed in such circumstances.

The four key nutrients included in the evaluations were those that featured on all four signposting concepts except Simple Traffic Lights, namely: fat, saturated fat, salt and sugar.

A rotation system was employed to ensure that an equal number of respondents looked at each signposting concept/product category combination, as shown in Table 1 below.

Table 1

	Signposting Concept 1	Signposting Concept 2	Signposting Concept 3	Signposting Concept 4	Products without Signposting
Product Category A	1	5	4	3	2
Product Category B	2	1	5	4	3
Product Category C	3	2	1	5	4
Product Category D	4	3	2	1	5
Product Category E	5	4	3	2	1

Thus, one respondent would be shown Signposting Concept 1 on Product Category A, Signposting Concept 2 on Product Category B, etc, and another respondent would be shown Signposting Concept 1 on Product Category B, Signposting Concept 2 on Product Category C etc.

In addition, any possible order effect was controlled for by rotating the order in which the concepts were presented to respondents.

In total, therefore, there were 25 'test cells', with a separate quota set for each cell so as to ensure matched sample profiles in terms of demographics. The overall target quotas, and those achieved are shown in Table 2 below.

Table 2

		Target	Achieved
Gender	Male	32%	31%
	Female	68%	69%
Age	16-34	40%	42%
	35-54	40%	38%
	55-70	20%	20%
Working Status	Working	46%	55%
	Non-working	54%	45%
Social Grade	ABC1	54%	55%
	C2DE	46%	45%

The sample was designed to be representative of the UK population, however the number of interviews in Northern Ireland and Wales was boosted in order to allow for separate analysis of these countries.

The data was weighted at the analysis stage according to the profile of the UK population (target quotas) on the above demographics, as well as on country (England, Scotland, Wales and Northern Ireland) and ethnic origin (white and non-white).

As described earlier, the research design included a monadic approach, which ensured that the results could be assessed according to the application seen by each respondent first (i.e. the monadic evaluation). The results for each treatment were also analysed according to the total number of respondents who saw it (regardless of the order in which they were seen).

3.1 The Interview

The interview was divided into three sections:

1. Performance of signposting concepts/products without signposting
2. Preference of signposting concepts/products without signposting and diagnostics on preference.
3. Application of signposting and background information on respondent's current nutritional awareness and diet.

The performance section of the interview consisted of the following:

- Individual Product Evaluations: Perceptions of the amount of two of the four nutrients most relevant to the product type in question (of fat, saturated fat, salt and sugar) contained in the product in terms of whether it is high/medium/low. (Repeated for five individual products).

- Comparison of Two Similar Products: Perceptions of which of two products of the same type contained the higher amount of the same two of the four nutrients most relevant to the product type in question (of fat, saturated fat, salt and sugar), or whether both products contained the same amount. (Repeated for five paired products).

Respondents were asked to use the information on packs when answering the performance questions and not specifically the signposting (this however was pointed out when introducing the products with signposting on).

Details of the products used in this research, and the nutrients people were asked about are given in Appendix 2. The numerical nutrient content information was used to determine whether a respondent answered correctly during both parts of the performance section of the interview.

Each respondent evaluated each of the signposting concepts and the products without signposting in the performance section before completing the second and third sections of the interview.

The questionnaire used in the research is given in Appendix 3.

3.2 Pilot Study

Prior to the start of fieldwork, a two-stage pilot study was conducted to test the research design and particularly the effectiveness of the questionnaire. Minor changes were made to the questionnaire following the pilot.

3.3 Statistical Differences

All significant differences referred to in this report are at the 95% confidence level. This means that if similar independent samples are drawn from the UK population, a difference of the same magnitude or greater would be expected 19 times out of 20, and that therefore there is only a likelihood of 1 in 20 (5%) that the difference occurred by chance.

Significant differences between the different concepts and the products without signposting are shown on the charts in this report by use of letters denoting each of the different concepts and the products without signposting. This is explained in the footnote 5 accompanying the first paragraph below Figure 1. These are differences between the *columns* of data.

Significant differences between the demographic groups for each concept or the products without signposting on the summary charts (for example Figures 4, 5 and 6) are shown by the use of green and red rings. These are differences between the different *rows* of data.

A green ring on summary charts signifies that the score ringed is significantly higher than at least one other number of that group, while a number ringed in red is significantly lower than at least one other number of that group.

3.4 Sample Sizes

The sample sizes in all Figures relating to the performance evaluations (Individual and Comparison of Pairs of Products), namely 6.1.1 to 6.1.3, 6.2.1 to 6.2.3 and all Figures in sections 12 and 13 except sections 12.3 and 13.3 are the number of *evaluations*. The number of evaluations is (exactly or almost exactly) twice as high as the number of respondents, as each respondent carried out two evaluations for each of the concepts and the products without signposting: namely an evaluation of two different nutrients.

The sample sizes for all other Figures in the report are the number of *respondents.*

4. Executive Summary

The Food Standards Agency is committed to introducing a system of front of pack signpost labelling to help people make healthier food choices. This report describes the outcome of quantitative consumer research commissioned by the Agency to investigate consumer understanding of four signposting concepts; Simple Traffic Lights, Multiple Traffic Lights, Colour-coded GDA and Monochrome GDA. In addition actual food packaging with no front of pack signposting was included to act as a benchmark against which to compare the performance of the different signposting options.

The research assessed how well each signpost format performed when respondents were asked to assess the level of fat, saturated fat, salt or sugar in an individual product, or to compare levels of two of these nutrients in a pair of products. Respondents were also asked whether they would find signposting helpful and which signposting format they preferred. The reasons behind their preference were explored.

Over 2600 interviews were conducted across the UK. Across both Individual Product and Comparison of Two Products Performance Evaluations, Multiple Traffic Lights and Colour-coded GDA performed strongest of the signposting concepts tested, with Simple Traffic Lights and Monochrome GDA performing significantly less well. In the Individual Product Evaluations, the Multiple Traffic Lights option produced the highest level of correct responses across all age, socio-economic and geographical sub-groups and main ethnic minority groups.

When used to compare products, Colour-coded GDA performed best, particularly when the products had the same colour coding for a nutrient, although both Multiple Traffic Lights and Monochrome GDA also performed strongly. Colour-coded GDA elicited the highest level of correct responses across most of demographic sub-groups compared to Multiple Traffic Lights and Monochrome GDA.

The difference in the performance of the Colour–coded GDA option and Multiple Traffic Lights in the Individual Product Evaluations was very marked, with Colour-coded GDA performing significantly less well than Multiple Traffic Lights by a margin of 21 percentage points. The difference in the level of correct responses, when comparing two products, between Colour-coded GDA and Multiple Traffic Lights was smaller at 6 percentage points. On balance, the Multiple Traffic Lights signpost was therefore considered to most closely meet the objectives of the initiative. It helped people identify whether an individual product was high or low in a particular nutrient correctly and quickly, and to compare nutrient levels in pairs of products. The majority of people found it easy to use and understand, and a wide range of consumers was able to use it correctly including key demographic sub-groups.

The overwhelming majority of respondents (96%) said they thought front of pack signposting would be useful in helping them make healthier food choices. A similarly high proportion of people interviewed said they would prefer a colour-coded individual nutrient signpost, such as Multiple Traffic Lights or Colour-coded GDA. Colour-coded GDA was the most favoured signpost.

5. Main Findings

5.1 Performance Evaluations

Overall, across both performance tests, Multiple Traffic Lights and Colour-coded GDA performed better than Simple Traffic Lights, Monochrome GDA and the products without signposting.

It is clear that the colour-coding was a major contributing factor to Multiple Traffic Lights' and Colour-coded GDA's strong performance in the Individual Product Evaluations, as well as for Multiple Traffic Lights in the Comparison of Two Products.

5.1.1 Individual Product Evaluations

5.1.1.1 Understanding - High, Medium or Low Nutrient Content?

With respect to this test, Multiple Traffic Lights performed best, both in terms of eliciting the highest level of correct responses and the quickest interpretation of the information. Colour-coded GDA performed second best, producing a reasonable level of correct answers.

On Average Across All Four Nutrients and Five Product Categories

When asked to say whether the nutrition content of the various products was high, medium or low, Multiple Traffic Lights elicited the highest level of correct answers. On average *across all nutrients and product categories*, from the total number of evaluations, a high proportion of responses given were correct (79%), when answering about the products bearing the Multiple Traffic Lights signposting.

When the Multiple Traffic Lights signposting[4] on the products was claimed to have been used when answering the questions, a very high proportion, 90%, answered correctly regarding the nutrition content of the products in the evaluations.

These levels of correct response were significantly higher than those for the other three concepts and the products without signposting.

The second-best performing concept in this evaluation was Colour-coded GDA, which produced a level of correct response from the total number of evaluations of 66% (on average across all nutrients and product categories). When the Colour-coded GDA signposting on the products was claimed to have been used to answer the questions, the score was 69% (on average across all nutrients and product categories). Both of these scores were significantly higher than those of Simple Traffic Lights, Monochrome GDA and products without signposting (levels of correct

[4] After the respondent stated whether they thought a product was high, medium or low in a specified nutrient, he or she was asked (without being prompted) what information, if any, they were using when giving their answer. From this, it was ascertained which respondents claimed to use signposting.

responses of less than 50%) both amongst the total number of evaluations and when the signposting was claimed to have been referred to.

Across Each of the Four Nutrients

The proportion of correct answers for sugar and saturated fat was significantly higher than for fat and salt for all four signposting routes.

Multiple Traffic Lights produced a high level of correct responses across fat, saturated fat, sugar and salt.

Colour-coded GDA elicited a significantly lower level of correct responses for fat than the other three nutrients: the level of correct response for Colour-coded GDA was 52% (on average across all product categories). This is attributable to a poor correct response score for ready meals on fat of 41%.

Across Each of the Five Product Categories

Multiple Traffic Lights produced a similar high level of correct responses across each of the five categories of cereal bars, ready meals, chicken burgers, pasta meals and cakes.

Colour-coded GDA elicited a significantly lower level of correct responses for ready meals than the other four categories: the level of correct response for Colour-coded GDA was 55% (on average across all product categories). This is attributable to a poor correct response score on fat for ready meals of 41% cited above.

Across the Key Demographic Sub-groups

Across all key demographic subgroups, including ethnic minorities, socio-economic, age and geographic, Multiple Traffic Lights produced a higher level of correct responses than any other signpost or the products without signposting.

Multiple Traffic Lights produced a similar high level of correct responses across all demographic groups, except amongst consumers aged 55-70 years. Among this group the level of correct responses was 72%, the lowest level of correct responses of any demographic subgroup with Multiple Traffic Lights. This is nevertheless a relatively high score, demonstrating that Multiple Traffic Lights produces a high level of correct response among all subgroups.

Levels of correct responses among 55-70 year-olds (of the total number of evaluations) were lower for all signposts than among at least one younger age group. However, for Colour-coded GDA the level of correct response on average across all nutrients and product categories was 57%. This score was significantly lower than the score of 70% among 16-34 year-olds and also 66% among 35-54 year-olds. The differences in the correct proportions between these age groups when using Colour-coded GDA was significantly larger than that when using other signposting concepts or the products without signposting.

Respondents from socio-economic groups C2DE also gave a significantly lower level of correct response than those from ABC1 groups when using products without signposting and all signpost formats except Simple Traffic Lights. However, the

difference for Colour-coded GDA was significantly larger than for the other routes. Seventy seven per cent of responses among C2DE respondents were correct when using Multiple Traffic Lights, compared to a significantly higher 81% among ABC1 respondents. While 60% of responses from C2DE groups were correct when using Colour-coded GDA, 70% of those from ABC1 groups were correct. The proportion of correct responses when using Colour-coded GDA was the same among the C2 groups as the DE groups.

5.1.1.2 Speed of Interpretation of Signposting Information

With respect to the speed in which the information on the signposting was interpreted, responses were given most quickly when using Multiple Traffic Lights. Responses were given in 5.1 seconds on average across all nutrients and product categories. This was significantly faster than the time taken to interpret and answer using the other three concepts and products without signposting.

The time to interpret and answer for Colour-coded GDA was also fast: 5.4 seconds on average across all nutrients and product categories. This was significantly faster than when Monochrome GDA was used (6.7 seconds), implying that the colour is helpful to consumers in enabling them to quickly evaluate a product.

When the signposting was claimed to have been used, the time to interpret was even faster for Multiple Traffic Lights, 4.2 seconds on average, significantly faster than for all other signposts. Colour-coded GDA elicited the second-fastest average time of 5 seconds.

5.1.1.3 Use of Signposting and Other Information When Answering Questions Regarding Products' Nutrient Content

Consumers were significantly more likely to claim they used signposting when shown a product with Colour-coded GDA than with the other three signposting concepts when answering the questions about nutrient content. Interestingly however, the level of correct responses with Colour-coded GDA was significantly lower than with Multiple Traffic Lights, indicating that people were less able to use the signpost appropriately. In 69% of evaluations with products bearing the Colour-coded GDA signposting, respondents claimed to have used the signposting (on average across all nutrients and product categories), compared to 63% for Multiple Traffic Lights and 60% for Monochrome GDA. The Simple Traffic Lights signposting was claimed to have been used in a relatively small proportion of evaluations, 21%.

In around three-fifths of evaluations with products without signposting (62%) and Simple Traffic Lights (57%) respondents claimed to have used the nutritional panel (on average across all nutrients and product categories). The corresponding proportion for Multiple Traffic Lights and Monochrome GDA was 26%. The proportion for Colour-coded GDA, 18%, was significantly lower.

5.1.2 Comparison of Two Products

5.1.2.1 Understanding - Which of Two Products Contains Higher Levels of Two Specified Nutrients?

With respect to this test, Colour-coded GDA performed best, both in terms of eliciting the highest level of correct responses and the quickest interpretation of the information. However Monochrome GDA and Multiple Traffic Lights also elicited a high level of correct response.

On Average Across All Four Nutrients and Five Product Categories

When asked to say which product of various pairs of products contained the most of a specific nutrient or whether they contained the same amount, Colour-coded GDA elicited the highest level of correct answers. On average *across all nutrients and product categories*, from the total number of evaluations, a very high proportion of responses given were correct (88%), when answering questions about the products bearing the Colour-coded GDA signposting.

When *the Colour-coded GDA signposting* on the products was claimed to have been used when answering the questions, a very high proportion of correct responses, 92%, was given regarding the nutritional content of the products.

These levels of correct response were significantly higher than those for the other three concepts and the products without signposting.

However Multiple Traffic Lights and Monochrome GDA also performed strongly. Monochrome GDA elicited a level of response of 85% among the total number of evaluations and in 88% of the evaluations when the signposting was claimed to have been used. Multiple Traffic Lights produced a correctness level of 83% among the total number of evaluations and 86% of those who claimed to have used its signposting. There was no significant difference between these scores for these two concepts. Although the difference in the level of correct responses between Colour-coded GDA and Monochrome GDA and Multiple Traffic Lights is statistically significant, in numerical terms it is small suggesting that while numbers on the front of pack helped respondents, they were only slightly more useful than the colour coded information on Multiple Traffic Lights. Furthermore, among people who said they used signposting to respond, while the difference in the level of correct responses between Colour-coded GDA and Multiple Traffic Lights is 6 percentage points when comparing two products, in the individual product evaluations Multiple Traffic Lights performed better by a margin of 21 percentage points.

Across Each of the Four Nutrients

Colour-coded GDA produced a similar high level of correct responses across fat, saturated fat, sugar and salt (on average across all nutrients and product categories). The levels of correct responses in respect of Multiple Traffic Lights for salt and sugar were not significantly lower than those for Colour-coded GDA, although they were for fat and saturated fat.

Using Multiple Traffic Lights, in 74% of evaluations respondents gave the correct answer for fat, which was significantly lower than that of Colour-coded GDA, 90%, and the average across all nutrients for Multiple Traffic Lights, 83%.This is almost solely attributable to the two crisp products in the study. These products bore the same traffic light colour (red) for fat, although there was a two-fold difference in the level of fat between the products. When asked which of the two products was higher in fat or whether they contained the same amount, in 67% of the total number of evaluations respondents correctly said which product was higher. However, in 21% of the evaluations respondents said that both products contained the same level of fat. This was significantly higher than the proportion in which respondents said 'both the same' when using Colour-coded GDA, which was 6%.

Across Each of the Five Product Categories

Colour-coded GDA produced a similar high level of correct responses across each of the five categories of breakfast cereals, ready meals, pizzas, curry meals and crisps. The levels of correct identification for Multiple Traffic Lights for breakfast cereals, pizzas and curry meals were not significantly different to those for Colour-coded GDA.

The correct response levels for Multiple Traffic Lights for crisps and ready meals were significantly lower than those for Colour-coded GDA. The level of correct response for crisps for Multiple Traffic Lights of 74% was significantly lower than that of Colour-coded GDA, 86%, and the average across all nutrients for Multiple Traffic Lights, 83%.

As described in the previous section entitled "Across Each of the Four Nutrients", this significantly lower level of correct responses for fat when using Multiple Traffic Lights is almost solely attributable to the lower correctness scores for crisps.

Across the Key Demographic Sub-groups

Colour-coded GDA produced a high level of correct responses across all demographic groups, and performed significantly better than Multiple Traffic Lights and Monochrome GDA among approximately a third of demographic subgroups, although among 55-70 year-olds, Colour-coded GDA did not elicit a significantly higher level of correct response than Multiple Traffic Lights and Monochrome GDA.

As for the Individual Product Evaluations, Colour-coded GDA elicited a significantly lower level of correct response among 55-70 year-olds than among the younger age groups. This was also the case for the Simple Traffic Lights and Multiple Traffic Lights, although not to the same extent as for the Colour-coded GDA.

In the Comparison of Two Similar Products, all signposting concepts as well as products without signposting produced a significantly lower level of correct responses among consumers from the C2DE socio-economic groups than those from the ABC1 socio-economic groups. Although Colour-coded GDA performed better than Multiple Traffic Lights across approximately a third of demographic sub-groups, including C2DE socio-economic groups, there was no significant difference in the level of correct responses with Multiple Traffic Lights and Colour-coded GDA among the C2 sub-group.

5.1.2.2 Speed of Interpretation of Signposting Information

With respect to the speed in which the information on the signposting was interpreted, responses were given most quickly with Colour-coded GDA. Responses were given in 5.6 seconds on average across all nutrients and product categories. This was significantly faster than the time taken to interpret and answer using Monochrome GDA and Multiple Traffic Lights: 6.0 and 6.3 seconds respectively.

When the signposting was claimed to have been used, the time to interpret was even faster for Colour-coded GDA, 5.1 seconds on average, significantly faster than for all other signposts. Multiple Traffic Lights and Monochrome GDA elicited the next fastest average times of 5.5 and 5.6 seconds respectively.

5.1.2.3 Use of Signposting and Other Information When Answering Questions Regarding Products' Nutrient Content

As noted in the Individual Product Evaluations, the signposting was claimed to have been used in significantly more evaluations with Colour-coded GDA than with the other three concepts when answering the questions about nutrient content. In 80% of evaluations respondents claimed to have used the signposting with Colour-coded GDA (on average across all nutrients and product categories), compared to 76% for Monochrome GDA and 67% for Multiple Traffic Lights. The proportion of evaluations in which the signposting of the two GDA concepts were claimed to have been used when comparing products was significantly higher than that for the Individual Product Evaluations.

As with the Individual Product Evaluations, in around three-fifths of evaluations with products without signposting and Simple Traffic Lights (on average across all nutrients and product categories) respondents claimed to have used the nutritional panel.

In 28% of evaluations respondents said they used the nutritional panel with Multiple Traffic Lights. In significantly fewer evaluations respondents said they used it with the GDA concepts: 13% of evaluations with Colour-coded GDA and 16% of evaluations with Monochrome GDA. These proportions where the nutritional panel was claimed to have been used with the GDA concepts were significantly lower than those for the Individual Product Evaluations.

5.2 Consumer Preference

Ninety-five percent of people preferred a colour-coded individual nutrient based scheme. More than twice as many respondents preferred Colour-coded GDA (65%) to those preferring Multiple Traffic Lights (30%). Monochrome GDA and Simple Traffic Lights were preferred by a very small proportion, 3% and 2% respectively.

Those who preferred Colour-coded GDA said they did so mainly because it included colour coding, as well as exact numbers, amounts and detail, while those who preferred Multiple Traffic Lights did so because they felt that it was easy and quick to read, understand and use.

5.3 Rating of Usefulness of Signposting on the Front of Food Packaging When Making Healthier Food Choices

A very large proportion, 96%, said they thought front of pack signposting would be useful. Of these, 70% said they thought it would be very useful and 26% said it would be quite useful. 2% said it would not be very useful. No respondents said it would not be at all useful and 2% had no opinion.

5.4 Food Categories on Which Consumers Would Like To See Signposting

Of all twenty three food categories shown on a list to respondents (copy appended in Appendix 4), the one on which consumers would most like to see signposting was chicken burgers, sausages, nuggets and fish fingers (84%).

The highest scores were for meal centre components (chicken burgers, sausages, nuggets and fish fingers (84%)), chilled and frozen ready meals (83%), breakfast cereals (83%), pizzas (82%), snacks (cakes and biscuits (82%), crisps (80%)) and confectionery (chocolate and sweets (78%)).

Twenty nine per cent said they would like signposting on all food and drinks products.

Significantly more respondents with children would like to see signposting on products than respondents without children for the following categories:

- Burgers, sausages, nuggets and fish fingers
- Cakes and biscuits
- Pizzas
- Crisps
- Chocolate and sweets

5.5 Main Ethnic Minority Groups

Among the main ethnic minority groups, the findings were consistent with those of the total sample on the key results of the Individual Product Evaluations:

- Of all evaluations among this group, in the Individual Product Evaluations, Multiple Traffic Lights performed best, both in terms of eliciting the highest level of correct responses and the quickest interpretation of the information. Colour-coded GDA performed second best, producing a reasonable level of correct answers.

The findings were also consistent in the Comparison of Two Similar Products evaluations:

- The pattern of the level of correct response in the Comparison of Two Similar Products was similar among respondents of main ethnic minority groups to that of the total sample, with Colour-coded GDA eliciting the highest level of correct response, followed by Monochrome GDA and Multiple Traffic Lights. However the levels of response among main ethnic minority groups was

generally lower than among the total sample, with the largest difference evident with products without signposting.

- However unlike across the total sample, among main ethnic minority groups there was no significant difference in the time taken to respond for Colour-coded GDA and Multiple Traffic Lights.

The proportion of respondents from main ethnic minority groups preferring Colour-coded GDA was lower than among the total sample, but this signpost was still significantly preferred over the other signposts.

5.6 Consumers from Lower Socio-economic Grades (C2 and DE)

Among these consumers, the findings were consistent with that of the total sample on the key results of the Individual Product Evaluations:

- In the Individual Product Evaluations, Multiple Traffic Lights performed best, both in terms of eliciting the highest level of correct responses and the quickest interpretation of the information.

- However, the level of correct response for all of the signposts and products without signposting was generally lower among C2 and DE respondents compared to ABC1 groups.

The findings were also similar in the Comparison of Two Similar Products evaluations:

- Colour-coded GDA performed best in terms of the correct response level among DE socio-economic group consumers.

- However, among C2 consumers, Colour-coded GDA did not score significantly better than either Multiple Traffic Lights or Monochrome GDA.

- Again the level of correct response for all the signposts and products without signposting was generally lower among C2 and DE respondents compared with ABC1.

Detailed Analysis

6. Performance of Signposting Concepts

For each of the signposting concepts and products without signposting respondents performed two types of evaluations. The first set of evaluations comprised assessing the level of nutrient content of five individual products. The second set of evaluations comprised assessing which of two products contained the higher level of nutrient content for five pairs of products.

6.1 Individual Product Evaluations

As explained in Section 3.1, respondents were shown photographs of the five different products (one by one) and asked to state whether they were high, medium or low in two of the nutrients most relevant to that product, based on either the front-of-pack signposting or other information that they chose to refer to. Each product bore a different format of signposting information: either one of the four signposting concepts or without any signposting.

6.1.1 Understanding

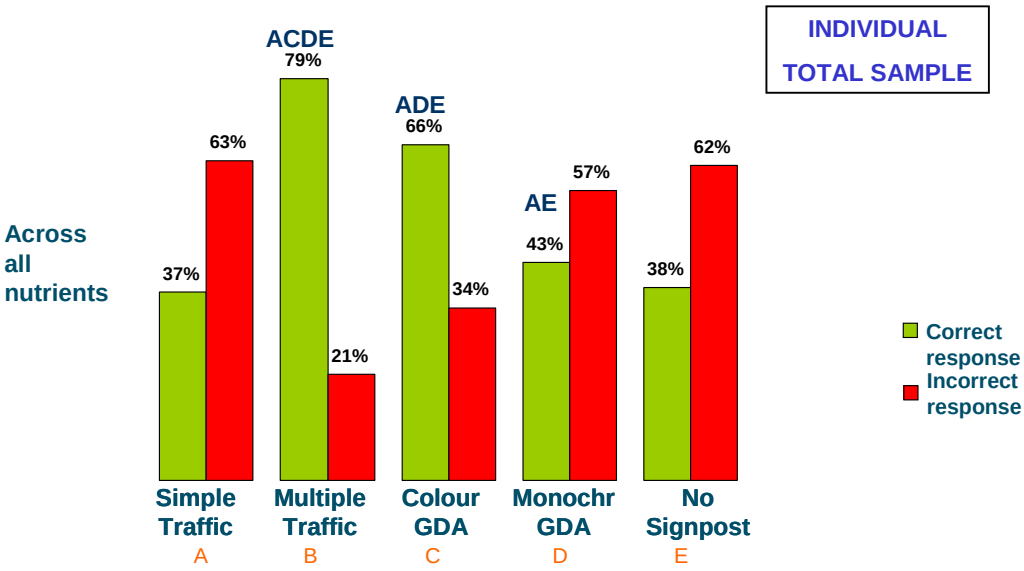
6.1.1.1 Across All Nutrients and Categories

A. Among the Total Sample

The green bars in Figure 1 show the proportion of correct answers across all evaluations (among all respondents) *across all four nutrients and five product categories* when asked whether a product was high, medium or low in the specified nutrients.

Figure 1

Understanding – Proportion of Correct Responses Whether Product is High, Medium or Low - **Across All Nutrients and Categories**



Base: Number of evaluations: Simple Traffic Light 5358, Multiple Traffic Light 5342, Colour GDA 5366, Monochrome GDA 5356, No signposting 5338; Q1

It can be seen that Multiple Traffic Lights elicited the highest level of correct answers, with a level of correct response significantly higher[5] than that of the other three signposting concepts and the products without signposting. Colour-coded GDA produced a significantly higher level of correct responses than the Monochrome GDA, Simple Traffic Lights and products without signposting. Monochrome GDA elicited a significantly higher level of correct answers than products without signposting and Simple Traffic Lights.

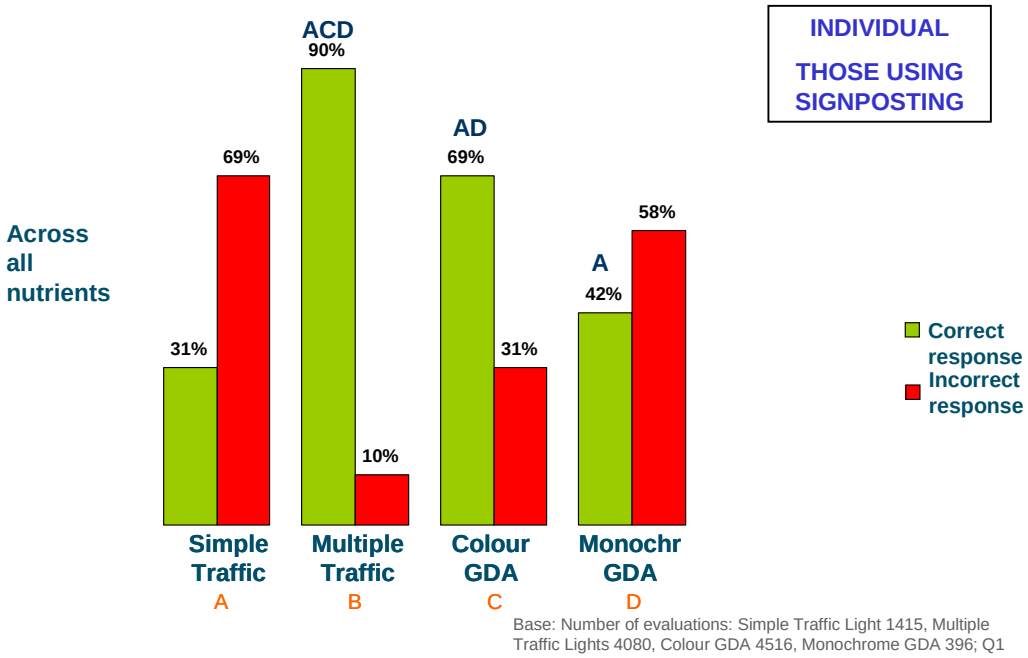
The proportion of correct responses given for Multiple Traffic Lights was high, whilst with Colour-coded GDA the level was reasonable and with Monochrome GDA, products without signposting and Simple Traffic Lights it was poor.

[5] Each of the concepts/No Signposting route is labelled with a letter (A, B, C, D or E) below their label. A letter or letters above a concept's/No Signposting's green ('correct') bar on the chart signifies that that the score for that concept/No Signposting route is significantly higher (at the 95% confidence or higher) than those concepts corresponding to the letter(s) in question.

B. Among Those Using Signposting

Figure 2 shows the percentage of evaluations in which respondents claimed to use the signposting when answering questions[6] about the products' key nutrient content.

Figure 2



Those respondents who claimed to have used the signposting with Multiple Traffic Lights and Colour-coded GDA were significantly more likely to give a correct response than the total sample. This indicates that these signpost concepts were helpful in informing consumers as to whether products were healthier or less healthy options in the Individual Product Evaluations.

However, the level of correct responses with Simple Traffic Lights was significantly lower than that of the total sample, implying that the signposting was not helpful in informing consumers as to whether products are healthier or less healthy options.

Figure 3 shows the proportion of correct responses for each of the four signposting routes among the key demographic subgroups.

The significant differences *between the level of correct response of the four signposting concepts* among the total number of evaluations when signposting was claimed to have been used (the first row in the table on the Figure) are shown in letters above the five columns (as shown in Figure 2). Any variation from these

6 After the respondent stated whether they thought a product was high, medium or low in a specified nutrient, he or she was asked (without being prompted) what information, if any, they were using when giving their answer. From this it was ascertained which respondents claimed to use signposting.

significant differences in the proportion of correct response between the four signposting concepts among each of the subgroups is shown in red text.[7]

The rings around the numbers in Figure 3 and all other similar summary charts (e.g. 4, 5 and 6) in this report show significant differences between different subgroups. A green ring signifies that the score ringed is significantly higher than at least one other number of that group, while a number ringed in red is significantly lower than at least one other number of that group.

It can be seen that the pattern of response among each of the subgroups is very similar to that among the total sample, with Multiple Traffic Lights performing best among all subgroups and Colour-coded GDA performing second best.

Figure 3

Understanding – Proportion of Correct Responses - **Across All Nutrients and Categories – Summary by Key Subgroup**

INDIVIDUAL – WHEN USED SIGNPOSTING BY SUBGROUP

Significant differences same as those for Total Number of Evaluations (above columns). Any variation from this shown in red. NS = no significant differences

		ACD	AD	A
	Simple Traffic Light	Multiple Traffic Light	Colour-coded GDA	Mono-chrome GDA
Total Number of Evaluations	31%	90%	69%	42%
16-34s	32%	91%	71%	45%
35-54s	31%	91%	70%	40%
55-70s	28%	87%	61%	39%
White	31%	90%	69%	42%
Not white	31%	87%	66%	38%
Main ethnic groups	31%	93%	66%	38% NS
ABC1s	31%	90%	73%	43%
C2DEs	32%	90%	66%	40%
ABs	32%	91%	74%	44%
C1s	29%	90%	73%	43%
C2s	33%	89%	67%	41%
DEs	31%	89%	65%	39%

C. Among Demographic, Attitudinal and User Subgroups

Figures 4, 5 and 6 show the proportion of correct responses for each of the four signposting routes and products without signposting among all of the demographic, attitudinal and user subgroups.

Figure 4

Understanding – Proportion of Correct Responses - **Across All Nutrients and Categories – Summary by Subgroup (1 of 3)**

INDIVIDUAL – BY SUBGROUPS

Significant differences same as those for Total Number of Evaluations (above columns). Any variation from this shown in red. NS = no significant differences

	Simple Traffic Light	Multiple Traffic Light (ACDE)	Colour-coded GDA (ADE)	Mono-chrome GDA (AE)	No Sign-posting
Total Number of Evaluations	37%	79%	66%	43%	38%
First Seen	32%	80%	56%	42%	34%
16-34s	39%	81%	70%	46%	40%
35-54s	36%	80%	66%	41%	37%
55-70s	37%	72%	57%	39% NS	37%
Females	38%	80%	66%	43%	39%
Males	35%	77%	65%	42%	35%
Working	37%	81%	69%	44%	40%
Not working	37%	77%	63%	41%	36%
Working full-time	37%	81%	71%	45%	41% A
Working part-time	38%	80%	66%	43%	37%
ABC1s	38%	81%	70%	44%	40%
C2DEs	36%	77%	60%	40%	36%
ABs	40%	82%	71%	44% A	40%
C1s	37%	80%	69%	44%	39%
C2s	37%	78%	61%	44%	38%
DEs	35%	76%	60%	38% E	34%

Figure 5

Understanding – Proportion of Correct Responses - **Across All Nutrients and Categories – Summary by Subgroup (2 of 3)**

INDIVIDUAL – BY SUBGROUPS

Significant differences same as those for Total Number of Evaluations (above columns). Any variation from this shown in red. NS = no significant differences

	Simple Traffic Light	ACDE Multiple Traffic Light	ADE Colour-coded GDA	AE Mono-chrome GDA	No Sign-posting
Total Number of Evaluations	37%	79%	66%	43%	38%
Any children in h/hold	37%	82%	68%	44%	38%
No children in h/hold	38%	78%	65%	42%	38%
White	38%	79%	66%	43%	38%
Not white	32%	75%	62%	39%A	38%
Main ethnic groups	33%	75%	59%	38% NS	39%
England	37%	80%	67%	42%	39%
Scotland	33%	73%	52%	43%A	35%
N. Ireland	40%E	74%	64%	39%	31%
Wales	42%E	79%	63%	47%E	31%
England: North	36%	78%	65%	40%A	38%
England: South	38%	81%	71%	45%A	41%
England: Midlands	38%	80%	66%	45%	36%
England: East	40%	86%	71%	43% NS	41%
England: South West	37%	77%	59%	46% NS	41%

Figure 6

Understanding – Proportion of Correct Responses - **Across All Nutrients and Categories – Summary by Subgroup (3 of 3)**

INDIVIDUAL – BY SUBGROUPS

Significant differences same as those for Total Number of Evaluations (above columns). Any variation from this shown in red. NS = no significant differences

	Simple Traffic Light	ACDE Multiple Traffic Light	ADE Colour-coded GDA	AE Mono-chrome GDA	No Sign-posting
Total Number of Evaluations	37%	79%	66%	43%	38%
Referred to Nutritional Panel	39%	82%	68%	44%	40%
Did not refer to Nutritional Panel	31%	67%	54%	37%	28%
Referred to Signposting	31%	90%	69%	42%	-
Did not refer to Signposting	36%	59%	50%	38%	38%
Signposting rated very useful	37%	81%	68%	43%	39%
Signposting rated quite- not at all useful	38%	74%	61%	42%	37%
Nutrit. Panel used always/usually	41%	79%	67%	44%	42%
Nutrit. Panel used occasionally-never	33%	79%	64%	41%	34%
Asked what GDA means	37%	80%	75%	46%	40%
Did not ask what GDA means	37%	79%	65%	42%	38%
Need to be careful about fat in diet	37%	80%	59%	43% E	35%
Need to be careful about sat. fat in diet	35%	80%	65%	43%	35%
Need to be careful about salt in diet	36%	79%	63%	40% NS	37%
Need to be careful about sugar in diet	35%	79%	61%	41% NS	35%
Need to be careful about calories in diet	27%	78%	65%	38%	33%

The proportion of correct responses when using Multiple Traffic Lights was significantly higher among all demographic sub-groups than for the other three signposting concepts and the products without signposting.

It is also evident that Multiple Traffic Lights produced a relatively similar high level of correct responses across all demographic groups, except amongst consumers aged 55-70 years, among whom the correct response level was 72% of the total sample (on average across all nutrients and product categories). This score was significantly lower than the score of 81% of evaluations among 16-34 year-olds and 80% among 35-54 year-olds. This proportion of 72% was the lowest level of correct responses of any demographic subgroup, but nevertheless this score is high, demonstrating that Multiple Traffic Lights produces a high level of correct response among all subgroups.

Levels of correct response among 55-70 year-olds were lower for all signposts than among at least one younger age group. However Colour-coded GDA achieved a correct response of 57%. This score was significantly lower than the score of 70% among 16-34 year-olds and 66% among 35-54 year-olds. The differences in the correct proportions between these age groups when using Colour-coded GDA was significantly larger than that when using other signposting concepts or the products without signposting.

Among respondents from C2DE socio-economic groups, the level of correct response was significantly lower than among respondents from ABC1 groups. However, as was the case with the different age groups, the differences in the correct proportions between ABC1 and C2DE groups when using Colour-coded GDA were significantly larger than that when using other signposting concepts or the products without signposting: in 60% of evaluations those from C2DE groups (61% from C2 and 60% from DE groups) gave correct responses (on average across all nutrients and product categories), compared to 70% of those from ABC1 groups.

From Figure 5 it can be seen that in Scotland the level of the correct identification when using Colour-coded GDA was significantly lower than in England, Wales and Northern Ireland. Respondents from Scotland, as well as Northern Ireland, also gave a significantly lower level of correct responses than those from England when using Multiple Traffic Lights. However, the difference for Colour-coded GDA was significantly higher than for Multiple Traffic Lights.

In Figure 6 it is evident that the level of correct responses for Multiple Traffic Lights and Colour-coded GDA was significantly higher amongst those who were observed by interviewers to have used the nutritional panel as well as those claiming to use the signposting. In addition, those claiming to refer to the nutritional panel when evaluating the products without signposting gave a significantly higher correct response than those who did not refer to the panel.

6.1.1.2 By Nutrient

Figure 7 shows the proportion of correct responses by each of the four nutrients (as well as for all nutrients combined) *across all categories* when using each of the four signposting concepts and the products without signposting.

Figure 7

Understanding – Proportion of Correct Answers Whether Product is High, Medium or Low – **Summary by Nutrient**

INDIVIDUAL - TOTAL SAMPLE

Significant differences same as those for All Nutrients (above columns). Any variation from this shown in red. NS = no significant differences

	Simple Traffic Light	Multiple Traffic Light (ACDE)	Colour-coded GDA (ADE)	Mono-chrome GDA (AE)	No Sign-posting
All Nutrients	37%	79%	66%	43%	38%
Fat	23%	77%	52%	30% A	27%
Saturated Fat	50%	80%	72%	57% E	51%
Salt	25%	76%	61%	26% NS	25%
Sugar	53% E	91%	81%	60% E	44%

Across all four signpost routes and the products without signposting, the proportion of correct answers for sugar and saturated fat was significantly higher than the other nutrients.

Multiple Traffic Lights produced a similar high level of correct responses across fat, saturated fat and salt.

Colour-coded GDA elicited a significantly lower level of correct responses for fat than the other three nutrients. Fifty two per cent gave a correct response for this nutrient (on average across all product categories). As described in section 6.1.1.3, this is attributable to a poor correct response score for ready meals on fat of 41%.

Figure 8 shows the proportion of correct response by whether respondents said they used the signposting or not when answering the questions on nutrient content.

Figure 8

Understanding – Proportion of Correct Responses Whether Product is High, Medium or Low - **Summary by Nutrient**

INDIVIDUAL USED SIGN-POSTING VS NOT

Significant differences same as those for All Nutrients (above columns). Any variation from this shown in red. NS = no significant differences

ACD AD A

	Simple Traffic Light	Multiple Traffic Light	Colour-coded GDA	Mono-chrome GDA
ALL NUTRIENTS	37%	79%	66%	43%
Used Signposting	31%	90%	69%	42%
Did not use Signposting	36%	59%	50%	38%
FAT				
Used Signposting	11%	91%	58%	29%
Did not use Signposting	28%	48%	31% NS	32%
SATURATED FAT				
Used Signposting	50%	88%	78%	62%
Did not use Signposting	50%	67%	60%	51%
SALT				
Used Signposting	25%	89%	66%	24% NS
Did not use Signposting	24%	58% AD	54%	28%
SUGAR				
Used Signposting	64%	97%	84%	64% NS
Did not use Signposting	50%	71%	57%	50%

It can be seen that when Multiple Traffic Lights and Colour-coded GDA signposting were claimed to have been used, a significantly higher level of correct response was given for each of the different nutrients than when respondents said they did not use the signposting.

When Monochrome GDA signposting was claimed to have been used, the level of correct identification was significantly higher for saturated fat and sugar, but there was no significant difference for fat and salt. The lack of a significant difference for fat is due to the particularly low correctness level for ready meals, 19% (as shown on Figure 10). It would seem that this low correctness score is probably due to respondents incorrectly supposing that the ready meal in question – a Chilli Beef Ready Meal - is not low in fat (which it is), based on their general assumptions about these types of food. This seems to indicate that with Monochrome GDA, respondents are significantly more likely than with Multiple Traffic Lights or Colour-coded GDA to not be able to use the signposting information correctly. It would seem therefore that the colour-coding on Multiple Traffic Lights and Colour-coded GDA is helpful to consumers and that consumers are able to use these.

When Simple Traffic Lights signposting was claimed to have been used, the level of correct responses was significantly higher for sugar when signposting was used than when it was not.

However, for fat, the level of correct response was significantly *lower* when the signposting was used than when it was not. This is mainly attributable to a very poor correct response score for ready meals of 16% (shown on Figure 10). This is very probably due to Simple Traffic Lights label being "Less Healthy" but the level of fat actually being low.

6.1.1.3 By Product Category

Figure 9 shows the proportion of correct responses about the nutrient content of a product by *category*.

Figure 9

Understanding – Proportion of Correct Responses - **Across All Nutrients – Summary by Category**

INDIVIDUAL - TOTAL SAMPLE

Significant differences same as those for All Nutrients (above columns). Any variation from this shown in red. NS = no significant differences

	Simple Traffic Light	ACDE Multiple Traffic Light	ADE Colour-coded GDA	AE Mono-chrome GDA	No Sign-posting
All Categories	37%	79%	66%	43%	38%
Cereal bar	40%	85%	71%	41% E	35%
Ready meal	27%	79%	55%	34%	31%
Burger	58%	74%	65%	43%	40%
Pasta meal	45%	79%	71%	49%	45%
Cake	33%	78%	67%	46%	39%

It can be seen that Multiple Traffic Lights produced a similar high level of correct responses across each of the five categories of cereal bars, ready meals, chicken burgers, pasta meals and cakes, although the correctness score for chicken burger was significantly lower than that for cereal bar, ready meal and pasta meal. Its level of correct response was significantly higher on each of the categories than the three other signposting concepts and products without signposting.

Colour-coded GDA elicited a significantly lower level of correct responses for ready meals than the other four categories. This is attributable to a poor correct response score on fat for ready meals of 41%, which is addressed later in this section.

Monochrome GDA also elicited a significantly lower level of correct responses for ready meals than the other four categories.

Simple Traffic Lights elicited a significantly higher level of correct response on cereal bars, chicken burgers and pasta meals than on cakes and ready meals.

The products without signposting elicited a significantly higher level of correct response on pasta meals than on cereal bars and ready meals.

Figure 10 shows the level of correct responses for each of the different product categories by nutrient.

Figure 10

Understanding – Proportion of Correct Responses –
By Nutrient – Summary by Category

INDIVIDUAL - TOTAL SAMPLE

Significant differences same as those for All Nutrients (above columns). Any variation from this shown in red. NS = no significant differences

	Simple Traffic Light	ACDE Multiple Traffic Light	ADE Colour-coded GDA	AE Mono-chrome GDA	No Sign-posting
ALL NUTRIENTS	37%	79%	66%	43%	38%
Cereal	40%	85%	71%	41% A	35%
Ready meals	27%	79%	55%	34% A	31%
Burger	58%	74%	65%	43% A	40%
Pasta meal	45%	79%	71%	49%	45%
Cake	33%	78%	67%	46%	39%
FAT					
Ready meals	16%	77%	41%	19% NS	18%
Cake	30%	78%	62%	42%	35%
SATURATED FAT					
Ready meals	40%	68% ADE	69%	50%	44%
Burger	37%	61% A	68% ABDE	61% A	61% A
Pasta meal	33%	66% A	80% ABDE	68%	59% A
Cake	42%	66% ADE	72% ABDE	50% AE	42%
SALT					
Cereal	27% D	80%	61%	21% NS	25%
Burger	21%	72%	61%	25% NS	20%
Pasta meal	25%	76%	62%	30% NS	31%
SUGAR					
Cereal	53% E	91%	81%	60% E	44%

With the exception of all products in relation to saturated fat, Multiple Traffic Lights produced a level of correct responses that was significantly higher on each of the nutrients by product than the three other signposting concepts and products without signposting.

Of particular note, Colour-coded GDA elicited a significantly lower level of correct response for fat with respect to ready meals than for any other nutrient and food category combination. This is also the case for Simple Traffic Lights, Monochrome

GDA and products without signposting although interestingly this was not the case with Multiple Traffic Lights. Respondents were similarly likely to say that they were referring to the signposting when they answered the question on nutrient content of ready meals, but as stated in Section 6.1.1.2 in relation to fat for Ready Meals for Monochrome GDA, a proportion of respondents appeared to have incorrectly supposed that the ready meal in question – a Chilli Beef Ready Meal - is not low in fat (which it is), perhaps based on their general assumptions about these types of food, instead of using the signposting information.

6.1.2 Time to Interpret

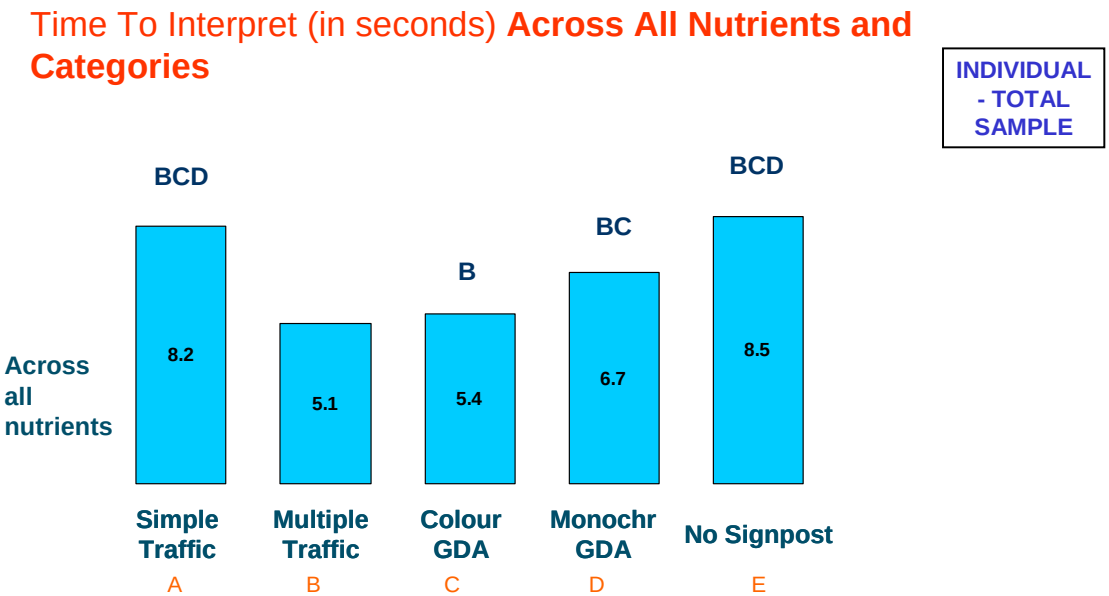
6.1.2.1 Across All Nutrients and Categories

A. Among the Total Sample

Interviewers timed how long respondents took to give their response to each of the questions they were asked about the level of nutrient content of a product.

Figure 11 shows the average time in seconds taken by respondents to give the response for each of the signposting concepts and the products without signposting across all nutrients and categories.

Figure 11



Base: Number of Evaluations: Simple Traffic Light 5358, Multiple Traffic Light 5342, Colour GDA 5366, Monochrome GDA 5356, No signposting 5338: Q2a

Responses were given most quickly when using Multiple Traffic Lights, with a time significantly faster than the time taken to interpret and answer using the other three concepts and the products without signposting.

The time to interpret and answer for Colour-coded GDA was also relatively fast, with a time significantly faster than when Monochrome GDA was used (as well as than Simple Traffic Lights and products without signposting), implying that the colour is helpful to consumers when evaluating a product.

B. Among Those Claiming to Use Signposting, Demographic, Attitudinal and User Subgroups

Figures 12, 13 and 14 show the average time taken by the different demographic, attitudinal and user subgroups.

Multiple Traffic Light elicited responses that were significantly faster than Monochrome GDA, Simple Traffic Lights and the products without signposting across all demographic subgroups, and significantly faster than Colour-coded GDA across about half of the subgroups.

When the signposting was claimed to have been used, the time to interpret was even faster for Multiple Traffic Lights, 4.2 seconds on average, significantly faster than for all other signposts and products without signposting. Colour-coded GDA elicited the second-fastest average time of 5 seconds.

Figure 12

Time To Interpret (in seconds) **Across All Nutrients and Categories – Summary by Subgroup (1 of 3)**

INDIVIDUAL – BY SUBGROUPS

Significant differences same as those for Total Number of Evaluations (above columns). Any variation from this shown in red. NS = no significant differences

	BCD Simple Traffic Light	Multiple Traffic Light	B Colour-coded GDA	BC Mono-chrome GDA	BCD No Sign-posting
Total Number of Evaluations	8.2	5.1	5.4	6.7	8.5
First Seen	8.1	4.4	5.2	6.5	8.5
16-34s	7.4	4.6	4.9	6.1	7.4
35-54s	8.5	5.0	5.6	7.0	9.0
55-70s	9.2	6.0	5.8 NS	7.2	9.5
Females	7.9	4.8	5.3	6.3	8.2
Males	8.8	5.5	5.6 NS	7.4	9.0
Working	8.0	5.1	5.4	6.6	8.6 ABCD
Not working	8.4	5.0	5.4	6.7	8.4
Working full-time	7.9	5.1	5.4 NS	6.7	8.3
Working part-time	8.0	5.0	5.4 NS	6.5	9.0 ABCD
ABC1s	8.0	5.0	5.4	6.8	8.5 ABCD
C2DEs	8.4	5.2	5.4 NS	6.5	8.4
ABs	8.3	5.3	5.8 NS	7.2	9.3 ABCD
C1s	7.8	4.7	5.0 NS	6.5	7.8
C2s	7.8	4.7	5.0 NS	5.9	7.9
DEs	8.9	5.6	5.7 NS	6.9	8.8

Figure 13

Time To Interpret (in seconds) **Across All Nutrients and Categories – Summary by Subgroup (2 of 3)**

INDIVIDUAL – BY SUBGROUPS

Significant differences same as those for Total Number of Evaluations (above columns). Any variation from this shown in red. NS = no significant differences

	BCD Simple Traffic Light	Multiple Traffic Light	B Colour-coded GDA	BC Mono-chrome GDA	BCD No Sign-posting
Total Number of Evaluations	8.2	5.1	5.4	6.7	8.5
Any children in h/hold	7.8	4.7	5.2	6.2	7.9
No children in h/hold	8.4	5.2	5.5 NS	6.9	8.7
White	8.2	5.1	5.4	6.7	8.5
Not white	8.1	4.9	5.7	6.4	8.5
Main ethnic groups	8.7	5.0	5.9	6.5	8.4
England	8.4	5.0	5.4	6.7	8.7
Scotland	7.0	4.8	4.7 NS	6.0	7.5
N. Ireland	7.7 C	6.6	5.9 NS	7.2 C	7.2 C
Wales	7.2 BC	5.0	5.1 NS	6.6	7.7
England: North	8.3	5.1	5.6	6.7	8.3
England: South	9.5	5.6	6.1	7.8	9.4
England: Midlands	7.4	4.5	4.6 NS	5.8	8.2
England: East	8.0	4.5	4.5 NS	5.9	9.2 ABCD
England: South West	7.0	3.7	4.1 NS	5.2	8.4 ABCD

Figure 14

Time To Interpret (in seconds) **Across All Nutrients and Categories – Summary by Subgroup (3 of 3)**

INDIVIDUAL – BY SUBGROUPS

Significant differences same as those for Total Number of Evaluations (above columns). Any variation from this shown in red. NS = no significant differences

	BCD Simple Traffic Light	Multiple Traffic Light	B Colour-coded GDA	BC Mono-chrome GDA	BCD No Sign-posting
Total Number of Evaluations	8.2	5.1	5.4	6.7	8.5
Referred to Nutritional Panel	9.9	7.2	8.3	9.3	10.0
Did not refer to Nutritional Panel	4.9 B	3.8	4.3 NS	5.1	5.2 ABC
Referred to Signposting	6.7 BC	4.2	5.0	6.3	N/a
Did not refer to Signposting	8.6 B	6.4	6.2	7.3 B	8.5 B
Signposting rated very useful	7.9	4.8	5.1	6.3	8.2 ABCD
Signposting rated quite- not at all useful	8.9	5.6	5.9 NS	7.4	8.9
Nutrit. Panel used always/usually	7.9	5.2	5.5	6.5	8.3
Nutrit. Panel used occasionally-never	8.6	4.9	5.2 NS	6.9	8.7
Asked what GDA means	9.2	5.6	5.7 NS	8.0	9.8
Did not ask what GDA means	8.1	5.0	5.3	6.5	8.3
Need to be careful about fat in diet	8.7	5.6	5.9 NS	6.9	8.3
Need to be careful about sat. fat in diet	8.1	5.4	5.4 NS	6.4	8.0
Need to be careful about salt in diet	8.4	5.5	6.6	7.3 B	8.8
Need to be careful about sugar in diet	8.2	5.3	6.2	6.5	8.2
Need to be careful about calories in diet	7.6	5.0	5.1 NS	5.7 NS	8.2

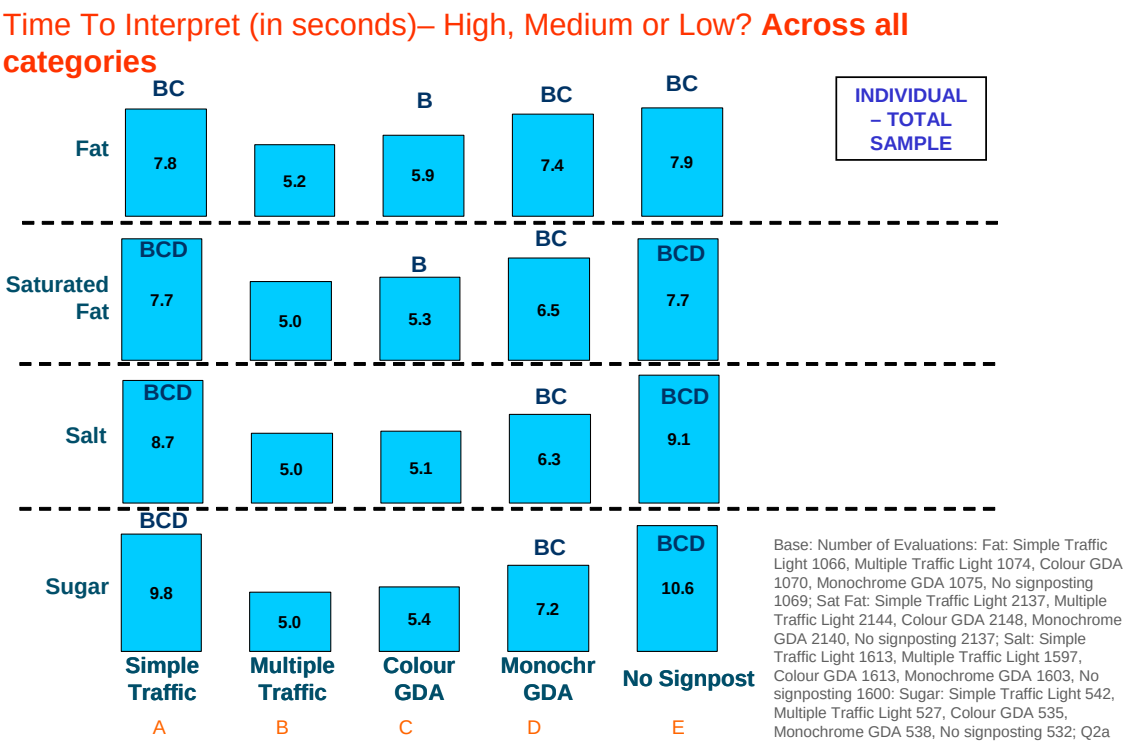
The times taken to respond when using Multiple Traffic Lights were significantly faster than those when using Colour-coded GDA across around half of the subgroups, but were not significantly higher across around another half. The notable demographic subgroups among which the response times for Colour-coded GDA were not significantly slower than Multiple Traffic Lights were:

- Respondents aged 55-70 years
- Male respondents
- Respondents working full-time and those working part-time
- Respondents from C2DE and AB socio-economic groups
- Respondents from Scotland, Wales and Northern Ireland

6.1.2.2 By Nutrient

Figure 15 shows the time taken to respond by nutrient, using each of the signposting concepts and the products without signposting.

Figure 15



Base: Number of Evaluations: Fat: Simple Traffic Light 1066, Multiple Traffic Light 1074, Colour GDA 1070, Monochrome GDA 1075, No signposting 1069; Sat Fat: Simple Traffic Light 2137, Multiple Traffic Light 2144, Colour GDA 2148, Monochrome GDA 2140, No signposting 2137; Salt: Simple Traffic Light 1613, Multiple Traffic Light 1597, Colour GDA 1613, Monochrome GDA 1603, No signposting 1600: Sugar: Simple Traffic Light 542, Multiple Traffic Light 527, Colour GDA 535, Monochrome GDA 538, No signposting 532; Q2a

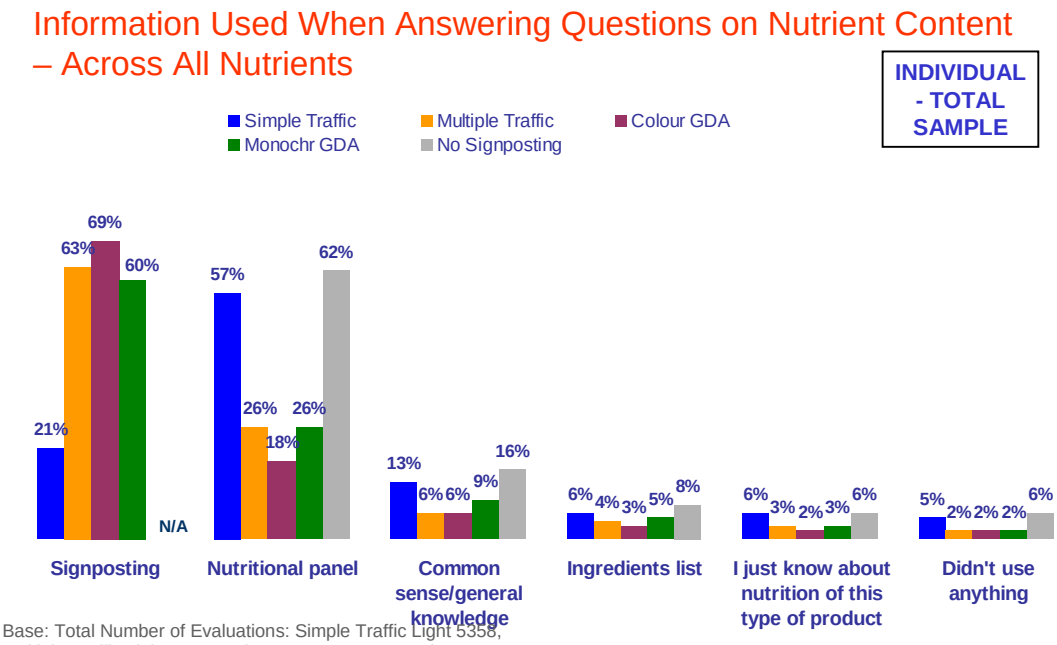
The time to respond when using Multiple Traffic Lights signposting was significantly faster than the other three signposting concepts and the products without signposting across all four nutrients, except on salt and sugar, for which the times were not significantly faster than Colour-coded GDA.

6.1.3 Information Referred to When Answering Questions on Nutritional Content

6.1.3.1 Among the Total Sample

After the respondent stated whether they thought a product was high, medium or low in a specified nutrient, he or she was asked (without being prompted) what information, if any, they were using when giving their answer. Figure 16 shows the proportion of evaluations where respondents claimed to use different sources of information for each of the signposting concepts and products without signposting when answering the nutrient content questions.

Figure 16



Base: Total Number of Evaluations: Simple Traffic Light 5358, Multiple Traffic Light 5342, Colour GDA 5366, Monochrome GDA 5356, No signposting 5338; Q2b

It can be seen that of all sources of information, signposting was claimed to have been used more than any other information when using Colour-coded GDA, Multiple Traffic Lights and Monochrome GDA. The differences in the use of signposting with each of the different concepts and with the products without signposting are addressed in greater detail in section 6.1.3.2.

In evaluations when using Simple Traffic Lights, the nutritional panel was claimed to have been used significantly more than the signposting, with the signposting claimed to have been used in only a small proportion of evaluations.

In a relatively large proportion of evaluations, respondents said they had used the nutritional panel with Multiple Traffic Lights and Monochrome GDA when answering the nutrient questions, while the Colour-coded GDA was claimed to have been used by a significantly smaller proportion.

Common sense/general knowledge and the ingredients list were claimed to have been used in a small proportion of evaluations when using each of the signposting

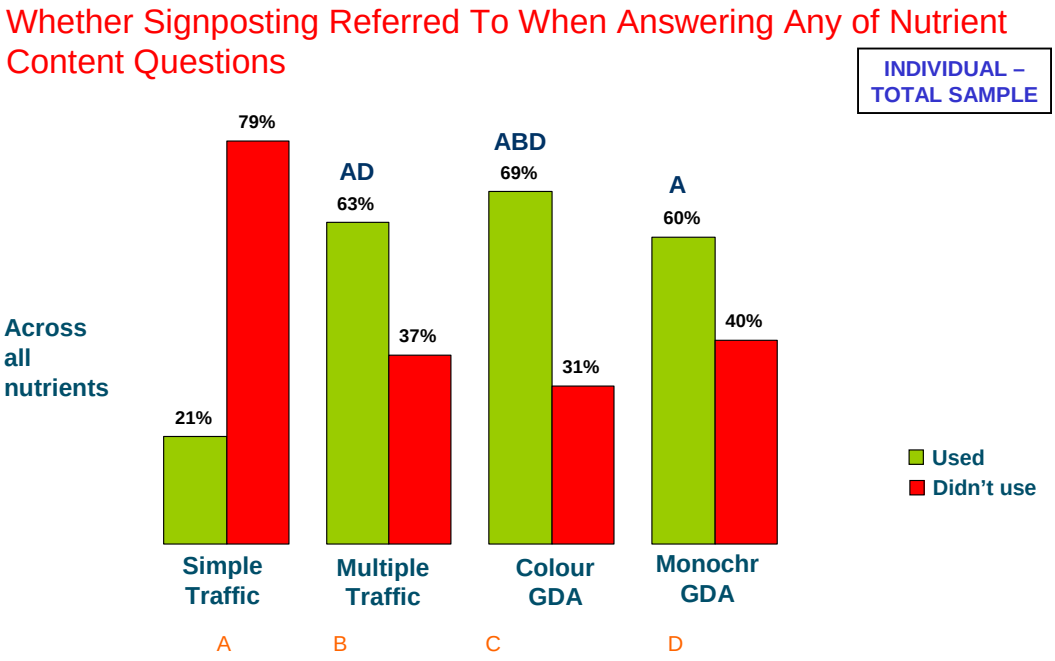
concepts and the products without signposting. Common sense/general knowledge was used most with the products without signposting and Simple Traffic Lights.

6.1.3.2 Proportion Referring to Signposting

A. Among the Total Sample

Figure 17 shows the first set of columns from Figure 16, which indicate the extent to which signposting was claimed to have been used when answering questions about nutrient content across all nutrients and product categories.

Figure 17



Base: Total Number of Evaluations: Simple Traffic Light 5358, Multiple Traffic Light 5342, Colour GDA 5366, Monochrome GDA 5356, No signposting 5338; Q2b

In a relatively high proportion of evaluations, respondents claimed to have used the signposting with Colour-coded GDA, Multiple Traffic Lights and Monochrome GDA. Consumers claimed that they used the signposting significantly more with Colour-coded GDA than with the other three concepts when answering the questions about nutrient content. The signposting with Multiple Traffic Lights was claimed to have been used significantly more than with Monochrome GDA and Simple Traffic Lights.

In a relatively small proportion of evaluations, respondents claimed to have used the Simple Traffic Lights signposting.

B. Among Those Claiming to Use Signposting, Demographic, Attitudinal and User Subgroups

Figures 18, 19 and 20 show the extent to which respondents claimed to use signposting on each of the four different signposting concepts by the different demographic, attitudinal and user subgroups.

Figure 18

Whether Referred to Signposting Across All Nutrients and Categories – **Summary by Subgroup (1 of 3)**

INDIVIDUAL -TOTAL SAMPLE

Significant differences same as those for Total Number of Evaluations (above columns). Any variation from this shown in red. NS = no significant differences

	Simple Traffic Light	AD Multiple Traffic Light	ABD Colour-coded GDA	A Mono-chrome GDA
Total Number of Evaluations	21%	63%	69%	60%
First Seen	22%	78%	75% A	74%
16-34s	21%	66% A	71%	64%
35-54s	21%	64%	69%	59%
55-70s	21%	52% A	64%	57% AB
Females	21%	63% A	69%	62%
Males	21%	62%	68%	58%
Working	22%	65%	69%	62%
Not working	21%	61% A	68%	59%
Working full-time	22%	66%	69%	62%
Working part-time	20%	63% A	70%	61%
ABC1s	21%	65%	68%	60%
C2DEs	21%	60% A	70%	61%
ABs	23%	64%	67% AD	59%
C1s	21%	65%	69%	61%
C2s	22%	61% A	69%	62%
DEs	20%	60% A	70%	61%

Figure 19

Whether Referred to Signposting Across All Nutrients and Categories – **Summary by Subgroup (2 of 3)**

INDIVIDUAL -TOTAL SAMPLE

Significant differences same as those for Total Number of Evaluations (above columns). Any variation from this shown in red. NS = no significant differences

	Simple Traffic Light	AD Multiple Traffic Light	ABD Colour-coded GDA	A Mono-chrome GDA
Total Number of Evaluations	21%	63%	69%	60%
Any children in h/hold	22%	67%	71%	63%
No children in h/hold	21%	61% A	68%	59%
White	21%	62%	69%	60%
Not white	22%	66% A	66% A	62%
Main ethnic groups	21%	67%	66% AD	59%
England	22%	63% A	70%	63%
Scotland	21%	61%	60% AD	48%
N. Ireland	16%	58% A	71%	54%
Wales	11%	64%	69% AD	41%
England: North	23%	61%	71%	57%
England: South	20%	68% A	74%	70%
England: Midlands	23%	63% A	63% A	59%
England: East	24%	62% A	65% A	74% BC
England: South West	23%	64% A	64% A	74% BC

Figure 20

Whether Referred to Signposting Across All Nutrients and Categories – **Summary by Subgroup (3 of 3)**

INDIVIDUAL – BY SUBGROUPS

Significant differences same as those for Total Number of Evaluations (above columns). Any variation from this shown in red. NS = no significant differences

	Simple Traffic Light	AD Multiple Traffic Light	ABD Colour-coded GDA	A Mono-chrome GDA
Total Number of Evaluations	21%	63%	69%	60%
Referred to Nutritional Panel	20%	64% A	70%	63%
Did not refer to Nutritional Panel	28%	58%	64%	51%
Signposting rated very useful	22%	66%	71%	63%
Signposting rated quite- not at all useful	18%	56% A	64%	54%
Nutrit. Panel used always/usually	21%	60% A	67%	60%
Nutrit. Panel used occasionally-never	21%	66%	71%	62%
Asked what GDA means	23%	64% A	73%	64%
Did not ask what GDA means	21%	63%	68%	60%
Need to be careful about fat in diet	23%	58% A	65%	56%
Need to be careful about sat. fat in diet	27%	64%	70%	63%
Need to be careful about salt in diet	21%	61% A	63% A	63%
Need to be careful about sugar in diet	24%	61% A	67%	59%
Need to be careful about calories in diet	27%	62% A	69% A	63%

The signposting of Colour-coded GDA, Multiple Traffic Lights and Monochrome GDA was claimed to have been used significantly more across all subgroups than the Simple Traffic Lights signposting was used.

Claimed use of Colour-coded GDA signposting was significantly higher than that of Multiple Traffic Lights and Monochrome GDA signposting among all age groups, both men and women, among both those working and not working and among both ABC1 and C2DE socio-economic groups.

Among the following subgroups, there was no significant difference between the proportion claiming to have used Colour-coded GDA signposting, compared to either Multiple Traffic Lights or/and Monochrome GDA signposting:

- When the concept was seen first *(not significantly higher than both Multiple Traffic Lights and Monochrome GDA).*
- Among the AB socio-economic group *(not significantly higher than Multiple Traffic Lights).*
- Among non-white respondents *(not significantly higher than both Multiple Traffic Lights and Monochrome GDA).*
- In Scotland and Wales *(not significantly higher than Multiple Traffic Lights).*

It can be seen from Figure 18 that the Multiple Traffic Lights, Colour-coded GDA and Monochrome GDA signposting were claimed to have been used significantly less by 55-70 year-olds than 16-54 year-olds. It can also be seen that C2DE respondents were significantly less likely to use the Multiple Traffic Lights signposting than ABC1 respondents.

From Figure 19 it can be seen that all signposting except that of Simple Traffic Lights was used significantly less by those with no children in household than those with children in the household.

Those in Scotland were significantly less likely to say they used Colour-coded GDA than those from England, Wales and Northern Ireland.

On Figure 20 it can be seen that those who were observed by interviewers to have referred to the Nutritional Panel were significantly more likely to say they referred to the signposting when using Multiple Traffic Lights, Colour-coded GDA and Monochrome GDA.

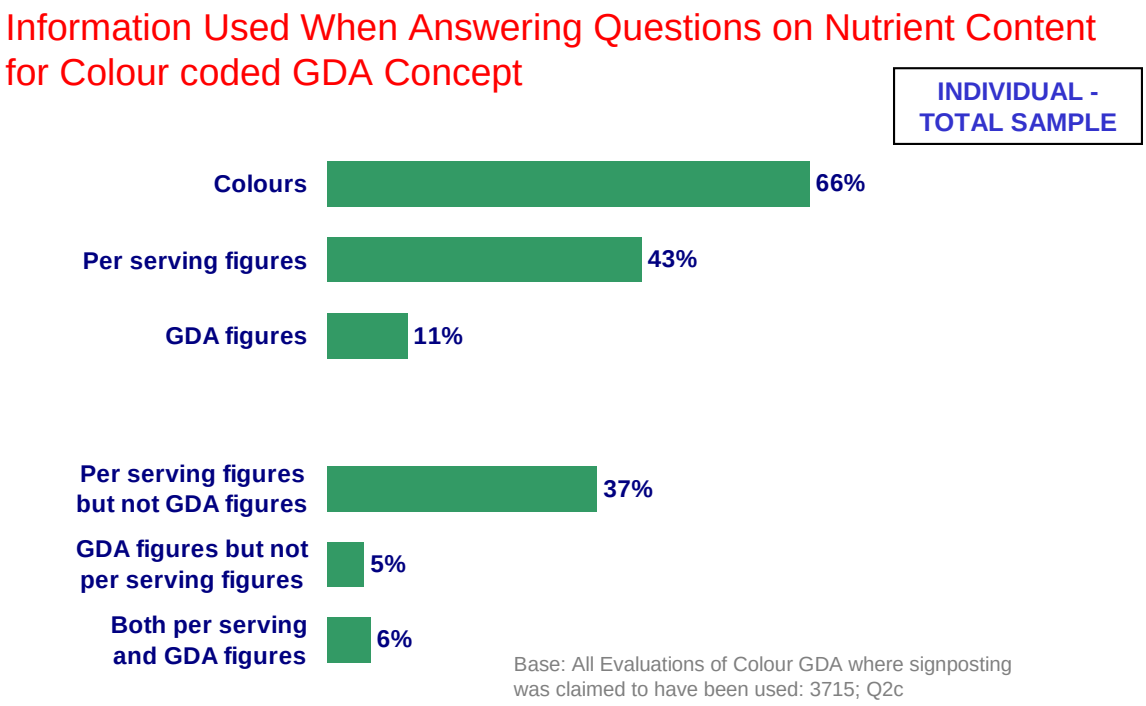
Those rating the idea of signposting as very useful were also more likely to say they had used each of the signposting concepts than those who did not rate signposting as very useful.

6.1.3.3 Information Used When Answering Questions on Nutrient Content for Colour-coded GDA Concept

If a respondent claimed they had used the Colour-coded GDA signposting in an evaluation, they were asked what specific information on the signposting they had used.

Figure 21 shows the proportion of evaluations where respondents said they had used the three constituent parts of the signposting, namely the colour-coding, the per serving figures and the GDA figures.

Figure 21



It can be seen that, in most cases, respondents claimed to have used the colour-coding. The per serving figures were used significantly less than the colour-coding and in a reasonable proportion of evaluations. In a small proportion of evaluations, respondents claimed to have used the GDA figures and in only a very small proportion did respondents claim to use the both the per serving figures and GDA figures, as the information was intended to be used.

Given the significantly higher level of correct response when Colour-coded GDA was used compared to the Monochrome GDA, it is clear that the colour coding on Colour-coded GDA helped consumers to ascertain the level of nutrient content of products in the single product evaluation.

6.2 Comparison of Two Products

As explained in Section 3.1, respondents were shown photographs of the five pairs of different products (one by one) and asked to state which of the two was higher or lower in two of the nutrients most relevant to those products (or whether they were both the same), based on either the front-of-pack signposting or other information that they chose to refer to. Each pair of products bore a different format of signposting information: either one of the four signposting concepts or products without any signposting.

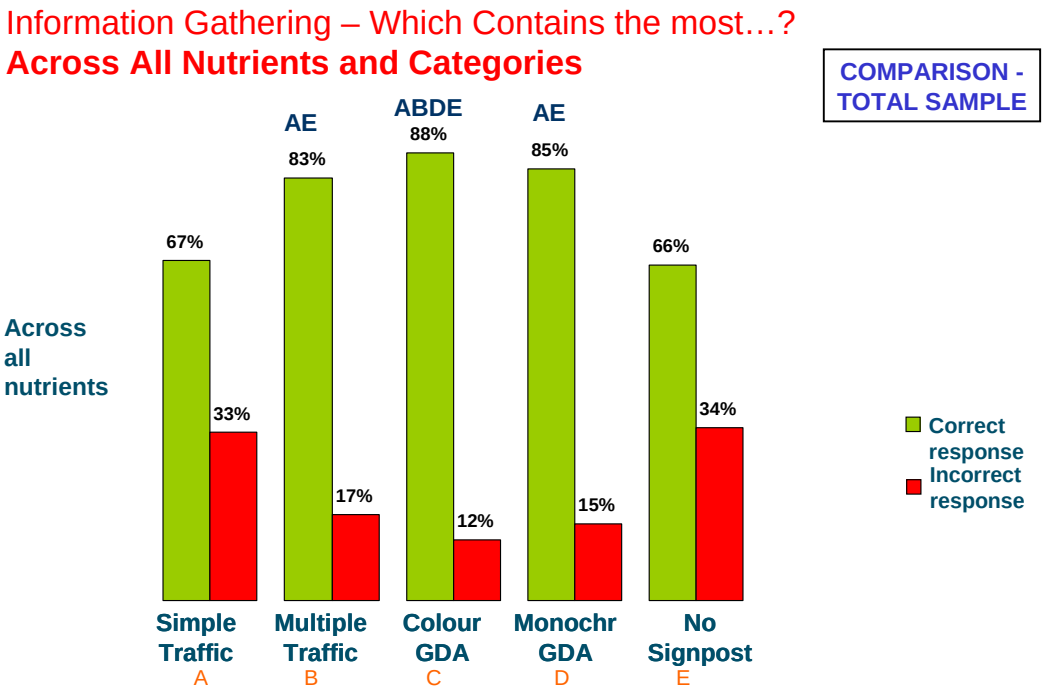
6.2.1 Understanding

6.2.1.1 Across All Nutrients and Categories

A. Among the Total Sample

The green bars in Figure 22 show the proportion of correct responses of the total evaluations (among all respondents) *across all four nutrients and five product categories* when asked whether a product was high, medium or low in the specified nutrients.

Figure 22



Base: Number of Evaluations: Simple Traffic Light 5358, Multiple Traffic Light 5342, Colour GDA 5366, Monochrome GDA 5356, No signposting 5338: Q2a

When asked to say which product of various pairs of products contained the most of a specific nutrient or whether they contained the same amount, Colour-coded GDA elicited the highest level of correct answers across all nutrients and product categories – significantly higher than each of the other signposting concepts and the products without signposting.

Multiple Traffic Lights and Monochrome GDA also performed strongly, eliciting a high correctness level, significantly higher than that of Simple Traffic Lights and products without signposting. There was no significant difference between these scores for these two concepts.

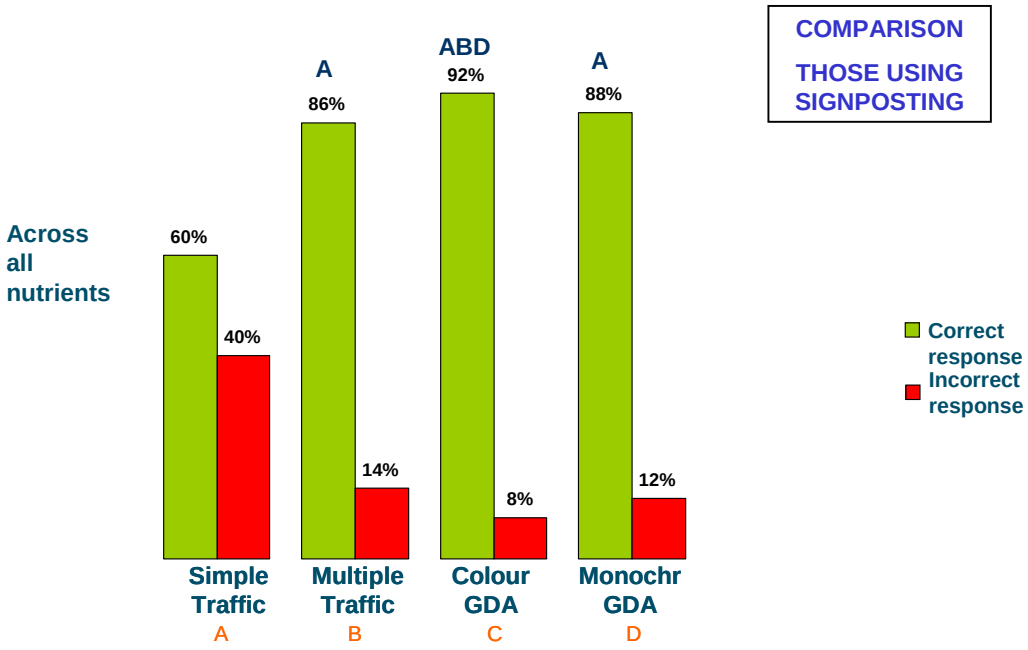
The correctness level of Simple Traffic Lights was fair and was at a very similar level to that of products without signposting.

B. Among those Using Signposting

Figure 23 shows the proportion of correct responses of evaluations in which respondents claimed to have used the signposting when answering questions [8] about the products' key nutrient content.

Figure 23

Understanding – Proportion Answering Correctly Whether Product is High, Medium or Low - **Across All Nutrients and Categories**



Base: Number of Evaluations: Simple Traffic Light 1415, Multiple Traffic Light 4080, Colour GDA 4516, Monochrome GDA 3961; Q3a

In evaluations in which respondents claimed to have used the signposting with Multiple Traffic Lights, Colour-coded GDA and Monochrome GDA, the level of correct response was significantly higher than that of the total sample. This indicates that these signpost formats were helpful in informing consumers as to whether products are healthier or less healthy options when comparing two products.

The level of correct response for Simple Traffic Lights was significantly lower than that of the total sample, implying that this signposting format was not helpful in

[8] After the respondent stated whether they thought a product was high, medium or low in a specified nutrient, he or she was asked (without being prompted) what information, if any, they were using when giving their answer. From this it was ascertained which respondents claimed to use signposting.

informing consumers as to whether products are healthier or less healthy options when comparing two products.

In those evaluations in which respondents *claimed to have used the Colour-coded GDA signposting* on the products when answering the questions, there was a very high proportion (92%) of correct responses regarding the nutritional content of the products in the evaluations.

This level of correct response was significantly higher than those for the other three concepts and the products without signposting. Although once again, the level of correct responses when using Multiple Traffic Lights and Monochrome GDA was also very high (86% and 88% respectively).

Figure 24 shows the proportion of correct responses for each of the four signposting routes among the key demographic subgroups.

It can be seen that the pattern of response among each of the subgroups is similar to that among the total sample, with Colour-coded GDA performing significantly higher than the other three signposts among most of the key subgroups.

Figure 24

Understanding – Proportion of Correct Responses - **Across All Nutrients and Categories – Summary by Key Subgroup**

COMPARISON – WHEN USED SIGNPOSTING BY SUBGROUP

Significant differences same as those for Total Number of Evaluations (above columns). Any variation from this shown in red. NS = no significant differences

	Simple Traffic Light	Multiple Traffic Light (A)	Colour-coded GDA (ABD)	Mono-chrome GDA (A)
Total Number of Evaluations	60%	86%	92%	88%
16-34s	65%	86%	94%	92% AB
35-54s	58%	87%	91%	87%
55-70s	52%	84%	87% A	85%
White	60%	86%	92%	88%
Not white	51%	85%	91% AB	89%
Main ethnic groups	56%	83%	92%	89%
ABC1s	61%	87%	94%	91%
C2DEs	60%	85%	89%	86%
ABs	58%	89%	93%	92%
C1s	61%	86%	94%	90%
C2s	58%	87%	89% A	89%
DEs	61%	84%	88%	83%

C. Among Demographic, Attitudinal and User Subgroups

Figures 25, 26 and 27 below show the proportion of correct responses for each of the four signposting concepts and the products without signposting among all of the demographic, attitudinal and user subgroups.

Figure 25

Information Gathering – Which Contains the most…?
Across All Nutrients and Categories – Summary by Subgroup (1 of 3)

COMPARISON – BY SUBGROUP

Significant differences same as those for Total Number of Evaluations (above columns). Any variation from this shown in red. NS = no significant differences

	Simple Traffic Light	Multiple Traffic Light	Colour-coded GDA	Mono-chrome GDA	No Sign-posting
		AE	ABDE	AE	
Total Number of Evaluations	67%	83%	88%	85%	66%
First Seen	66%	84%	85% AE	83%	66%
16-34s	70%	85%	91%	88%ABE	68%
35-54s	66%	83%	89%	82%	66%
55-70s	62%	80%	81% AE	81%	63%
Females	67%	84%	89%	86%ABE	68%
Males	66%	82%	86%	82%	62%
Working	70%	84%	91%	87%	68%
Not working	64%	83%	85%	83%ABE	65%
Working full-time	72% E	85%	91%	87%	67%
Working part-time	66%	82%	91%	85%	70%
ABC1s	70%	86%	91%	88%	68%
C2DEs	63%	80%	84%	81%	64%
ABs	71%	88%	91% AE	88%	69%
C1s	69%	85%	92%	87%ABE	67%
C2s	64%	81%	84% AE	84%	67%
DEs	63%	79%	84%	79%	61%

It can be seen that Colour-coded GDA produced a high level of correct responses across all demographic groups, and performed significantly better than Multiple Traffic Lights and Monochrome GDA among approximately a third of demographic subgroups.

As for the Individual Product Evaluations, Colour-coded GDA elicited a significantly lower level of correct response among 55-70 year-olds than among younger age groups and did not elicit a significantly higher level of correct response than Multiple Traffic Lights and Monochrome GDA. The other three concepts and products without signposting also elicited a significantly lower level of correct response among 55-70 year-olds compared with at least one younger age group. However, as was the case with the Individual Product Evaluations, the differences in the proportion of correct responses between these age groups when using Colour-coded GDA were significantly larger than when using other signposting concepts or the products without signposting.

All signposting concepts as well as the products without signposting produced a significantly lower level of correct responses among consumers from the C2DE socio-economic groups than those from the ABC1 socio-economic groups.

Figure 26

Information Gathering – Which Contains the most…?
Across All Nutrients and Categories – Summary by Subgroup (2 of 3)

COMPARISON – BY SUBGROUP

Significant differences same as those for Total Number of Evaluations (above columns). Any variation from this shown in red. NS = no significant differences

			AE	ABDE	AE	
	Simple Traffic Light	Multiple Traffic Light	Colour-coded GDA	Mono-chrome GDA	No Sign-posting
Total Number of Evaluations	67%	83%	88%	85%	66%
Any children in h/hold	68%	84%	91%	88%ABE	69%
No children in h/hold	66%	83%	87%	83%	65%
White	67%	84%	88%	85%	67%
Not white	63%	81%	87% ABE	83%	60%
Main ethnic groups	64%	81%	85%	83%	58%
England	67%	84%	88%	85%	66%
Scotland	61%	77%	85% ABE	80%	65%
N. Ireland	80%	81%	86% AE	80%	64%
Wales	71%	84%	89%	86%	66%
England: North	65%	83%	86%	84%	65%
England: South	71%	84%	90%	87%	70%
England: Midlands	68%	85%	91%	84%	64%
England: East	69%	85%	92%ABE	90%ABE	66%
England: South West	69%	82%	82% AE	82%	68%

From Figure 26 it can be seen that in Scotland the level of the correct identification when using Simple Traffic Lights or Multiple Traffic Light or Monochrome GDA concepts is significantly lower than in England.

Figure 27

Information Gathering – Which Contains the most…?

Across All Nutrients and Categories – Summary by Subgroup (3 of 3)

COMPARISON – BY SUBGROUP

Significant differences same as those for Total Number of Evaluations (above columns). Any variation from this shown in red. NS = no significant differences

	Simple Traffic Light	AE Multiple Traffic Light	ABDE Colour-coded GDA	AE Mono-chrome GDA	No Sign-posting
Total Number of Evaluations	67%	83%	88%	85%	66%
Referred to Nutritional Panel	71%	85%	90%	87%ABE	70%
Did not refer to Nutritional Panel	52%	77%	80%ADE	74%	52%
Referred to Signposting	60%	86%	92%	88%	-
Did not refer to Signposting	68%	74%	80% AB	79%	66%
Signposting rated very useful	67%	85%	89%	86%	67%
Signposting rated quite- not at all useful	67%	80%	86%	82%	65%
Nutrit. Panel used always/usually	70%	85%	90%	87%ABE	69%
Nutrit. Panel used occasionally-never	63%	82%	86%	82%	63%
Asked what GDA means	77%	86%	91% ABE	89%	76%
Did not ask what GDA means	66%	83%	88%	84%	65%
Need to be careful about fat in diet	62%	78%	83% AE	80%	67%
Need to be careful about sat. fat in diet	60%	81%	86% AE	81%	68%
Need to be careful about salt in diet	59%	79%	85% ABE	82%	66%
Need to be careful about sugar in diet	67%	80%	83% AE	81%	71%
Need to be careful about calories in diet	53%	76% A	84% AE	80% A	71% A

It can be seen from Figure 27 that the level of correct response for all concepts and products without signposting was significantly higher amongst those claiming to use the nutritional panel than those who said they did not use it.

6.2.1.2 By Nutrient

Figure 28 shows the proportion of correct responses by each of the four nutrients (as well as for all nutrients combined) *across all categories* when using each of the five signposting concepts and the products without signposting.

Figure 28

Information Gathering – Which Contains the most…? – **Summary by Nutrient**

COMPARISON - TOTAL SAMPLE

Significant differences same as those for All Nutrients (above columns). Any variation from this shown in red. NS = no significant differences

	Simple Traffic Light	Multiple Traffic Light	Colour-coded GDA	Mono-chrome GDA	No Sign-posting
		AE	ABDE	AE	
All Nutrients	67%	83%	88%	85%	66%
Fat	62%	74%	90%	86% ABE	65%
Saturated Fat	64%	83%	86%	82%	64%
Salt	69% E	88% ADE	88% ADE	84%	66%
Sugar	81%	93%	94% AE	93%	78%

Once again, as in the individual product evaluations, the proportion of correct answers for sugar was significantly higher than for other nutrients, across all signpost routes.

Colour-coded GDA produced a high level of correct responses across fat, saturated fat and salt (on average across all nutrients and product categories).

The levels of correct identification for Multiple Traffic Lights for salt and sugar were not significantly lower than those for Colour-coded GDA. The correct response levels for Multiple Traffic Lights for fat and saturated fat were significantly lower than those of Colour-coded GDA. The correct response level for fat for Multiple Traffic Lights was significantly lower than the average across all nutrients for Multiple Traffic Lights. This significantly lower level of correct responses for fat when using Multiple Traffic Lights is almost solely attributable to the lower correctness scores for crisps. Both these products bore the same traffic light colour (red) for fat.

It can be seen from Figure 29 that when asked which of the two products was higher in fat or whether they contained the same amount, while in 67% of all evaluations respondents said which product was higher, in 21% they said that both products contained the same level of fat.

The level of 21% was significantly higher than the proportion saying ‘both the same’ when using Colour-coded GDA, which was 6%, indicating that when the traffic light colour is the same for a specific nutrient, it is more difficult to establish which product contains a higher or lower amount of a nutrient when using a signposting concept which is based on only colour-coded banding and does not included numerical information.

Figure 29

Responses Given for Fat

COMPARISON – TOTAL SAMPLE

	Simple Traffic Light		Multiple Traffic Light		Colour-coded GDA		Mono-chrome GDA		No Sign-posting	
FAT	Ready meals	Crisps	Ready meals	Crisps	Ready meals	Crisps	Ready meals	Crisps	Ready meals	Crisps
Product 1 has higher content	42%	74%	17%	67%	6%	88%	9%	85%	44%	80%
Product 2 has higher content	50%	14%	80%	10%	91%	5%	87%	8%	49%	13%
Both the same	5%	10%	2%	21%	2%	6%	4%	5%	4%	5%
Can't tell	3%	1%	1%	1%	1%	0%	0%	1%	2%	1%
Don't know	1%	1%	0%	1%	0%	1%	0%	0%	1%	2%

Correct answer highlighted in red

6.2.1.3 By Product Category

It can be seen from Figure 30 that Colour-coded GDA produced a similar high level of correct responses across each of the five categories of breakfast cereals, ready meals, pizzas, curry meals and crisps.

Figure 30

Information Gathering – Which Contains the most…?
Across All Nutrients – Summary by Category

COMPARISON – TOTAL SAMPLE

	Simple Traffic Light	Multiple Traffic Light	Colour-coded GDA	Mono-chrome GDA	No Sign-posting
All Categories	67%	83%	88%	85%	66%
Breakfast Cereals	77%	92%	91%	88%	72%
Ready meals	47%	81%	89%	84%	46%
Pizzas	75%	86%	88%	86%	70%
Curry meals	65%	86%	85%	82%	67%
Crisps	70%	74%	86%	82%	76%

The levels of correct identification for Multiple Traffic Lights for breakfast cereals, pizzas and curry meals were not significantly different to those for Colour-coded GDA.

Figure 31 shows the level of correct responses for each of the different product categories by nutrient.

Colour-coded GDA and Monochrome GDA produced a similar high level of correct responses that was significantly higher on each of the nutrients within each of the categories than Simple Traffic Lights and products without signposting.

This is not the case for Multiple Traffic Lights however, which performs less well on crisps (67% correct responses for fat). The reason for this poorer performance is addressed in section 6.2.1.2 above.

Figure 31

Understanding – Proportion Answering Correctly – **By Nutrient – Summary by Category**

COMPARISON - TOTAL SAMPLE

	Simple Traffic Light	Multiple Traffic Light	Colour-coded GDA	Mono-chrome GDA	No Sign-posting
ALL NUTRIENTS	67%	83%	88%	85%	66%
Breakfast Cereals	77%	92%	91%	88%	72%
Ready meals	47%	81%	89%	84%	46%
Pizzas	75%	86%	88%	86%	70%
Curry Ready Meals	65%	86%	85%	82%	67%
Crisps	70%	74%	86%	82%	76%
FAT					
Ready meals	50%	80%	91%	87%	49%
Crisps	74%	67%	88%	85%	80%
SATURATED FAT					
Ready meals	45%	81%	87%	82%	43%
Pizzas	80%	86%	89%	88%	74%
Curry Ready Meals	65%	83%	82%	80%	68%
Crisps	66%	80%	84%	79%	72%
SALT					
Breakfast Cereals	73%	91%	89%	83%	65%
Pizzas	70%	85%	87%	84%	66%
Curry Ready Meals	65%	88%	88%	84%	66%
SUGAR					
Breakfast Cereals	81%	93%	94%	93%	78%

6.2.2 Time to Interpret

6.2.2.1 Across All Nutrients and Categories

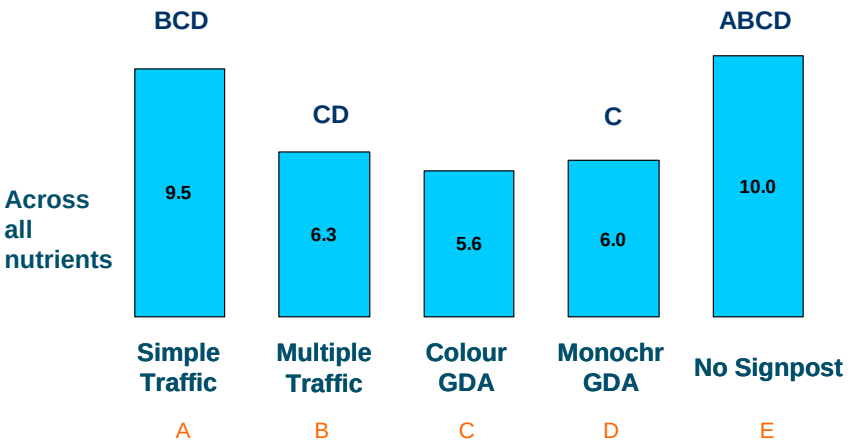
A. Among the Total Sample

Figure 32 shows the speed in which the information on the signposting was interpreted for the different signposting concepts and the products without signposting. It can be seen that the responses were given most quickly with Colour-coded GDA, significantly faster than the time taken to interpret and answer using the other three concepts and the products without signposting. The times to interpret and answer for Monochrome GDA and Multiple Traffic Lights were also fast.

Figure 32

Time To Interpret (in seconds) – Which contains the most? **Across All Nutrients and Categories**

COMPARISON - TOTAL SAMPLE



Base: Number of Evaluations: Simple Traffic Light 5358, Multiple Traffic Light 5342, Colour GDA 5366, Monochrome GDA 5356, No signposting 5338: Q3b

B. Among Those Claiming to Use Signposting, Demographic, Attitudinal and User Subgroups

Figures 33, 34 and 35 show the average time taken by the different demographic, attitudinal and user subgroups.

When the signposting was claimed to have been used, the time to interpret was even faster for Colour-coded GDA, 5.1 seconds on average, significantly faster than for all other signposts and products without signposting. Multiple Traffic Lights and Monochrome GDA elicited the next fastest average times of 5.5 and 5.6 seconds respectively.

Colour-coded GDA elicited responses that were significantly faster than Simple Traffic Lights and the products without signposting across all demographic subgroups and significantly faster than Multiple Traffic Lights and Monochrome GDA across about three-quarters of the subgroups.

Monochrome GDA elicited significantly faster responses than Multiple Traffic Lights across approximately a quarter of the subgroups.

It can be seen that for all concepts and for the products without signposting, responses are given significantly quicker by 16-34 year-olds than by those from older age groups.

Figure 33

Time To Interpret (in seconds) – **Across All Nutrients and Categories – Summary by Subgroup (1 of 3)**

COMPARISON – BY SUBGROUP

Significant differences same as those for Total Number of Evaluations (above columns). Any variation from this shown in red. NS = no significant differences

	BCD	CD		C	ABCD
	Simple Traffic Light	Multiple Traffic Light	Colour-coded GDA	Mono-chrome GDA	No Sign-posting
Total Number of Evaluations	9.5	6.3	5.6	6.0	10.0
First Seen	9.0	5.8 NS	5.3	6.8 B	10.4
16-34s	8.9	5.7 C	5.0	5.5	9.3 BCD
35-54s	9.9	6.4 C	5.8	6.2	10.3 BCD
55-70s	10.2	7.5	6.5	6.8 NS	10.8 BCD
Females	9.1	6.2	5.4	5.7	9.7
Males	10.4	6.6 C	5.9	6.7	10.7 BCD
Working	9.5	6.3 C	5.5	6.0	10.0
Not working	9.5	6.4 C	5.6	6.0	10.0
Working full-time	9.5	6.4 C	5.6	6.2	10.0 BCD
Working part-time	9.6	6.1	5.3	5.6 NS	10.0 BCD
ABC1s	9.2	6.3 C	5.5	6.1	9.9
C2DEs	9.9	6.3	5.6	5.9 NS	10.2 BCD
ABs	9.4	7.0 C	6.1	6.6 NS	10.3 BCD
C1s	8.9	5.8 C	5.0	5.7	9.5
C2s	9.3	6.0 D	5.5	5.4 NS	9.7 BCD
DEs	10.4	6.6 C	5.7	6.3	10.6 BCD

Figure 34

Time To Interpret (in seconds) –**Across All Nutrients and Categories – Summary by Subgroup (2 of 3)**

COMPARISON – BY SUBGROUP

Significant differences same as those for Total Number of Evaluations (above columns). Any variation from this shown in red. NS = no significant differences

	BCD	CD		C	ABCD
	Simple Traffic Light	Multiple Traffic Light	Colour-coded GDA	Mono-chrome GDA	No Sign-posting
Total Number of Evaluations	9.5	6.3	5.6	6.0	10.0
Any children in h/hold	8.8	5.8 C	5.4	5.8	9.7
No children in h/hold	9.8	6.6	5.7	6.1	10.2 BCD
White	9.5	6.4	5.5	6.0	10.0
Not white	9.6	5.9 NS	6.2	6.0 NS	9.7 BCD
Main ethnic groups	9.8	6.0	6.5	6.1	9.9 BCD
England	9.7	6.3 C	5.6	6.1	10.2
Scotland	8.4	6.4	4.8	5.0 NS	9.0 BCD
N. Ireland	9.4 C	8.5 C	6.2	7.8	9.1
Wales	8.5	5.5 NS	5.3	5.6 NS	8.9 BCD
England: North	9.5	6.0	5.7	6.1	10.1
England: South	10.7	7.8	6.6	7.0 NS	11.2 BCD
England: Midlands	8.7	5.5 NS	5.0	5.0 NS	9.2 BCD
England: East	10.2	5.4 C	4.6	5.7	10.0 BCD
England: South West	8.3	4.8 C	4.0	4.6 NS	8.8 BCD

Figure 35

Time To Interpret (in seconds) –**Across All Nutrients and Categories – Summary by Subgroup (3 of 3)**

COMPARISON – BY SUBGROUP

Significant differences same as those for Total Number of Evaluations (above columns). Any variation from this shown in red. NS = no significant differences

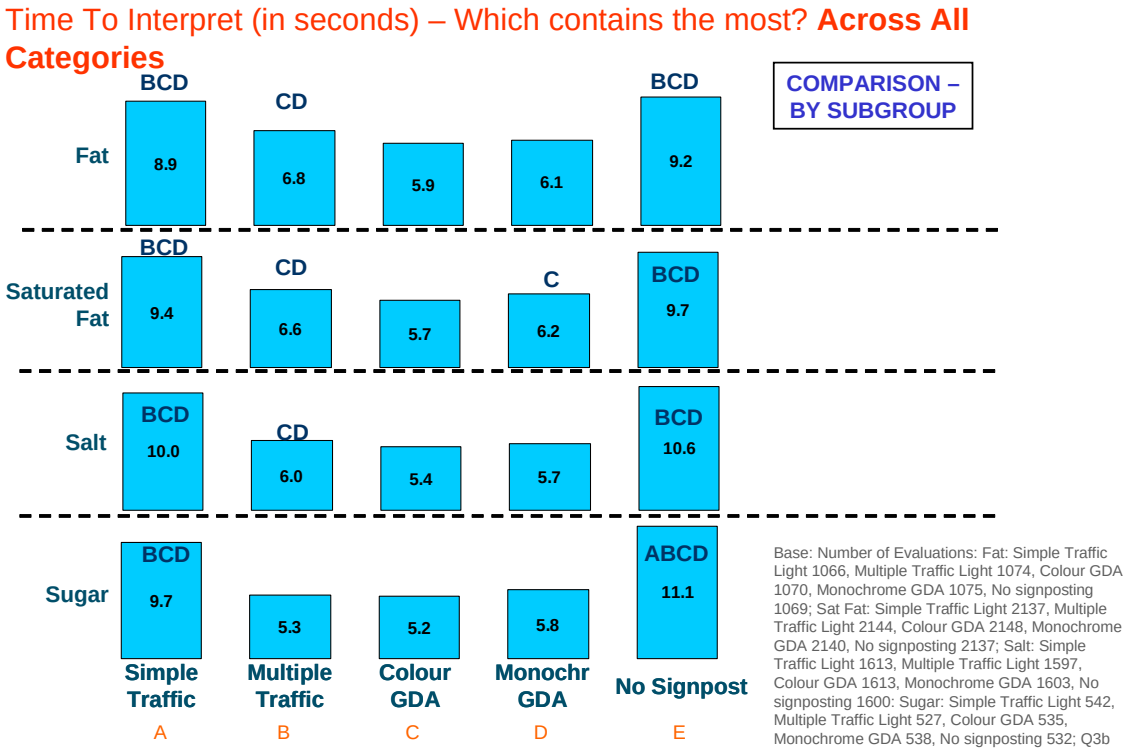
	BCD	CD		C	ABCD
	Simple Traffic Light	Multiple Traffic Light	Colour-coded GDA	Mono-chrome GDA	No Sign-posting
Total Number of Evaluations	9.5	6.3	5.6	6.0	10.0
Referred to Nutritional Panel	11.0	8.7	7.9	7.6	11.3
Did not refer to Nutritional Panel	6.6	5.0 NS	4.7	5.1 NS	7.2
Referred to Signposting	8.8	5.5	5.1	5.6	N/a
Did not refer to Signposting	9.7	7.7	6.6	6.7	10.0
Signposting rated very useful	9.3	5.9 C	5.2	5.7	9.9
Signposting rated quite- not at all useful	9.9	7.3	6.4	6.7 NS	10.0 BCD
Nutrit. Panel used always/usually	9.1	6.5	5.6	6.1	9.7
Nutrit. Panel used occasionally-never	10.0	6.2 C	5.6	6.0	10.4 BCD
Asked what GDA means	10.6	7.2 C	5.9	7.1	11.4 BCD
Did not ask what GDA means	9.4	6.2	5.5	5.9	9.8
Need to be careful about fat in diet	9.8	7.0 NS	6.1	6.7 NS	9.2 BCD
Need to be careful about sat. fat in diet	9.5	6.3 C	5.3	6.3	9.1 BCD
Need to be careful about salt in diet	10.0	6.8 NS	6.2	6.8 NS	10.2 BCD
Need to be careful about sugar in diet	9.4	6.7 NS	6.0	6.3 NS	9.6 BCD
Need to be careful about calories in diet	8.6 CD	6.9 NS	5.5	5.6 NS	8.4 CD

6.2.2.2 By Nutrient

Figure 36 shows the time to respond using each of the signposting concepts and the products without signposting by nutrient.

It can be seen that the time to respond when using Colour-coded GDA signposting was significantly faster than when using the other three signposting concepts and the products without signposting for saturated fat. It was faster than all except Monochrome GDA for fat and salt, and faster than all signposts except Monochrome GDA and Multiple Traffic Lights for sugar.

Figure 36



6.2.3 Information Referred to When Answering Questions on Nutritional Content

6.2.3.1 Among the Total Sample

After the respondent stated whether they thought a product was high, medium or low in a specified nutrient, he or she was asked (without being prompted) what information, if any, they were using when giving their answer. Figure 37 shows the proportion of respondents claiming to use different sources of information for each of the signposting concepts and the products without signposting when answering the nutrient content questions.

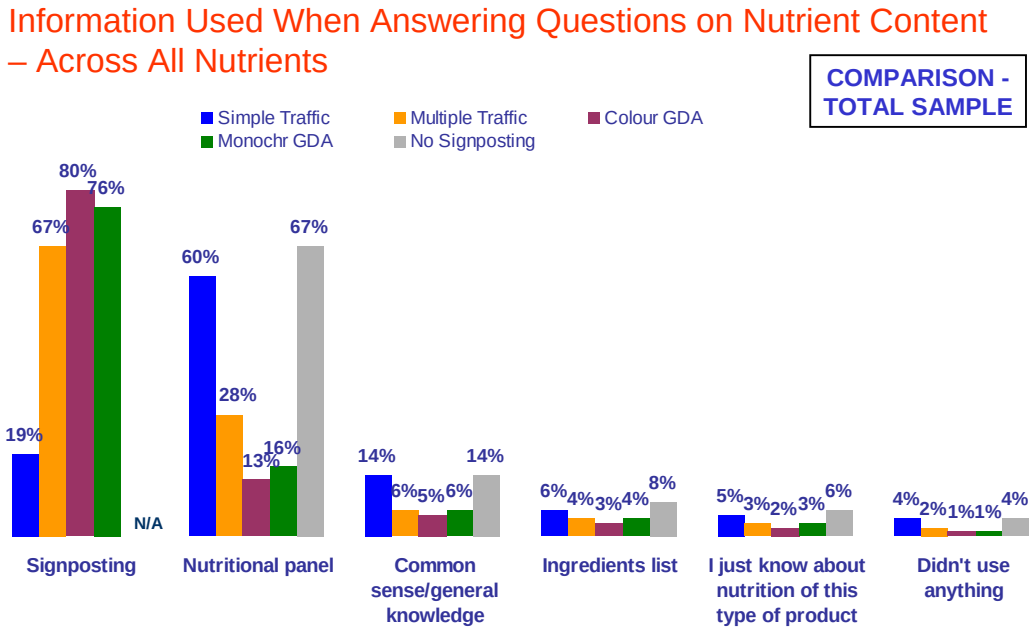
It can be seen that consumers claimed that they used the signposting more with Colour-coded GDA (28%) than with the GDA concepts: 13% of evaluations with Colour-coded GDA and 16% of evaluations with Monochrome GDA. This is perhaps to be expected, as the GDA-based concepts contain much of the same information as shown on the back of pack.

The differences in the use of signposting with each of the different concepts and the products without signposting route are addressed in greater detail in section 6.2.3.2.

As with the Individual Product Evaluations, in around three-fifths of evaluations respondents claimed to have used the nutritional panel with the products without signposting and Simple Traffic Lights (on average across all nutrients and product categories).

In a fair proportion of evaluations respondents said they used the nutritional panel with Multiple Traffic Lights. Significantly fewer said they used it with the GDA concepts: these proportions for the GDA concepts are significantly lower than those relating to the Individual Product Evaluations.

Figure 37



Base: Total Number of Evaluations: Simple Traffic Light 5357, Multiple Traffic Light 5341, Colour GDA 5366, Monochrome GDA 5355, No signposting 5324; Q3c

6.2.3.2 Proportion Referring to Signposting

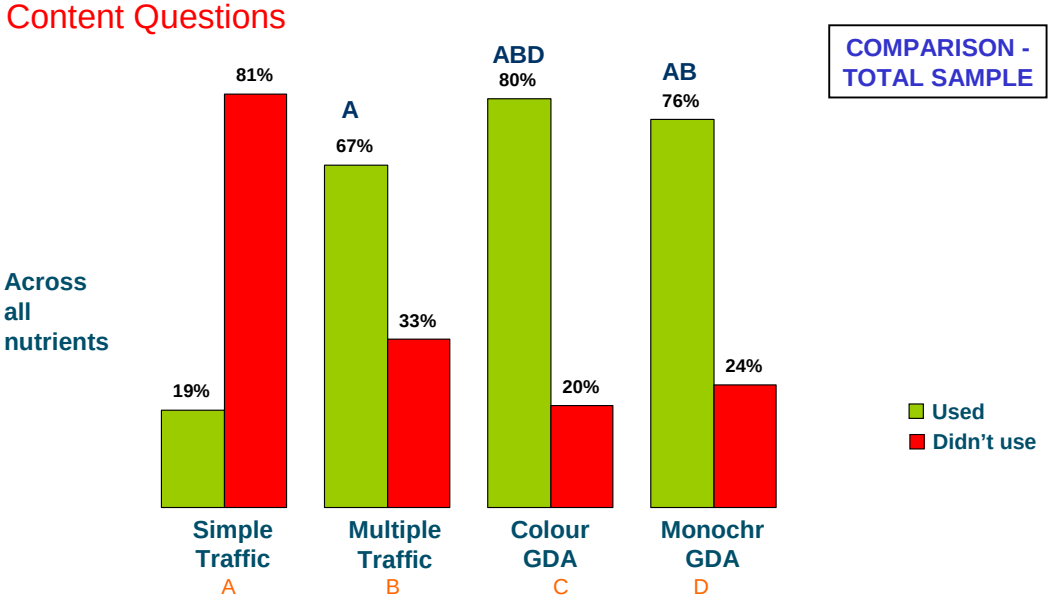
A. Among the Total Sample

It can be seen from Figure 38 that the signposting was claimed to have been used significantly more with Colour-coded GDA than with the other three concepts when answering the questions about nutrient content.

As may be expected due to the nature of the task, the proportion of evaluations in which people claimed to have used the signposting with the two GDA concepts was significantly higher than that relating to the Individual Product Evaluations.

Figure 38

Whether Signposting Referred To When Answering Any of Nutrient Content Questions



Base: Total Number of Evaluations: Simple Traffic Light 5357, Multiple Traffic Light 5341, Colour GDA 5366, Monochrome GDA 5355, No signposting 5324; Q3c

B. Among Those Claiming to Use Signposting, Demographic, Attitudinal and User Subgroups

It can be seen in Figures 39, 40 and 41 that Colour-coded GDA signposting was claimed to have been used significantly more across all subgroups than Simple Traffic Lights and Multiple Traffic Lights. In addition, it was claimed to have been used more than Monochrome GDA among most demographic subgroups. The only subgroups among which there was no significant difference in the extent to which the Colour-coded GDA signposting was claimed to be used were:

- Respondents from AB and C2 socio-economic grade
- Non white respondents
- Respondents from the North, South or Midlands of England
- Respondents needing to be careful about fat, saturated fat, salt and sugar

It can be seen from Figure 39 that the signposting of Multiple Traffic Lights, Colour-coded and Monochrome GDA were used significantly less among respondents aged 55-70 than those respondents aged 16-54. The difference for Multiple Traffic Lights was larger than the two GDA concepts.

From Figure 40 it can be seen that all signposting except that of Simple Traffic Lights was used significantly less by those with no children in household than those with children in the household. This was also the case in the Individual Product Evaluations.

On Figure 41 it can be seen that those who were observed by interviewers to have referred to the Nutritional Panel were significantly more likely to say they referred to the signposting when using Multiple Traffic Lights, Colour-coded GDA and Monochrome GDA. This was also the case in the Individual Product Evaluations.

Those rating the idea of signposting very useful were also more likely to say they had used the Multiple Traffic Lights signposting, Colour-coded GDA and Monochrome GDA signposting than those who did not rate signposting as very useful.

Figure 39

Whether referred to signposting Across All Nutrients and Categories – **Summary by Subgroup (1 of 3)**

COMPARISON – BY SUBGROUP

	Simple Traffic Light	A Multiple Traffic Light	ABD Colour-coded GDA	AB Mono-chrome GDA
Total Sample	19%	67%	80% AB	76%
First Seen	16%	74%	80%	83%
16-34s	19%	70%	82%	78%
35-54s	18%	69%	80%	76%
55-70s	20%	58%	76%	71%
Females	18%	67%	80%	76%
Males	20%	67%	80%	75%
Working	19%	68%	81%	76%
Not working	19%	66%	79%	76%
Working full-time	20%	71%	82%	76%
Working part-time	16%	63%	80%	75%
ABC1s	18%	68%	80%	76%
C2DEs	20%	66%	80%	76%
ABs	16%	69%	79% AB	76%
C1s	19%	67%	81%	76%
C2s	19%	64%	79% AB	76%
DEs	21%	68%	81%	76%

Figure 40

Whether referred to signposting Across All Nutrients and Categories – **Summary by Subgroup (2 of 3)**

COMPARISON – BY SUBGROUP

		A	ABD	AB
	Simple Traffic Light	Multiple Traffic Light	Colour-coded GDA	Mono-chrome GDA
Total Sample	19%	67%	80% AB	76%
Any children in h/hold	16%	69%	83%	79%
No children in h/hold	20%	66%	79%	75%
White	19%	67%	80%	76%
Not white	18%	63%	79% AB	76%
Key ethnic groups	17%	62%	78%	73%
England	19%	68%	81%	78%
Scotland	21%	63%	72%	64% AB
N. Ireland	27%	61%	77%	67% AB
Wales	7%	59%	77%	69%
England: North	19%	66%	79% AB	77%
England: South	21%	70%	81% AB	79%
England: Midlands	17%	67%	82% AB	78%
England: East	20%	74%	87%	82%
England: South West	13%	75%	88%	74% AB

Figure 41

Whether referred to signposting Across All Nutrients and Categories – **Summary by Subgroup (3 of 3)**

COMPARISON – BY SUBGROUPS

		A	ABD	AB
	Simple Traffic Light	Multiple Traffic Light	Colour-coded GDA	Mono-chrome GDA
Total Sample	19%	67%	80% AB	76%
Referred to Nutritional Panel	17%	68%	83%	79%
Did not refer to Nutritional Panel	26%	63%	70%	65% A
Signposting rated very useful	19%	70%	83%	79%
Signposting rated quite- not at all useful	19%	59%	73%	69%
Nutrit. Panel used always/usually	18%	64%	78%	75%
Nutrit. Panel used occasionally-never	20%	71%	82%	77%
Asked what GDA means	17%	68%	86%	78%
Did not ask what GDA means	19%	67%	79%	76%
Need to be careful about fat in diet	18%	60%	75%	70%
Need to be careful about sat. fat in diet	19%	66%	79%	75%
Need to be careful about salt in diet	18%	63%	76%	74%
Need to be careful about sugar in diet	18%	63%	77%	72%
Need to be careful about calories in diet	20%	65%	81%	70% A

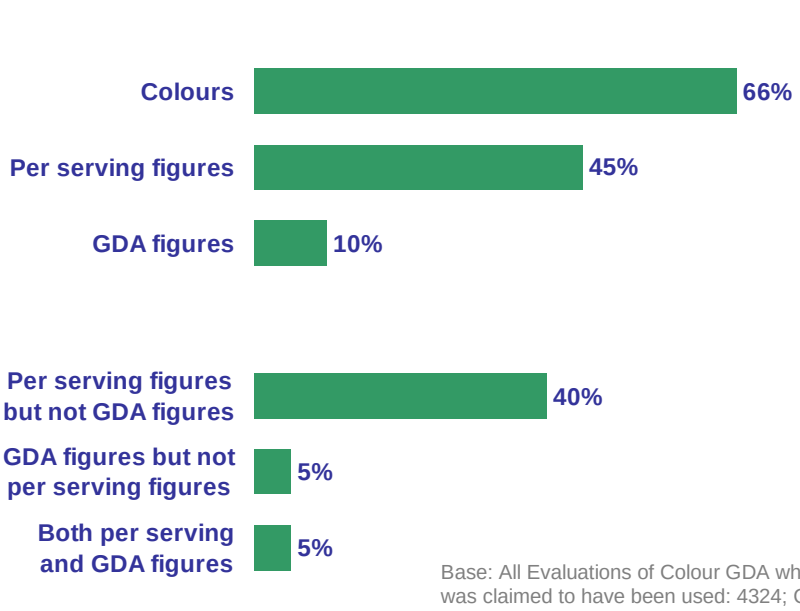
6.2.3.3 Information Used When Answering Questions on Nutrient Content for Colour-coded GDA Concept

If a respondent said they had used the Colour-coded GDA signposting, they were asked what specific information on the signposting they had used.

Figure 42 shows the proportion of evaluations in which respondents said they had used the three constituent parts of the signposting, namely the colour-coding, the per serving figures and the GDA figures.

Figure 42

Information Used When Answering Questions on Nutrient Content for Colour coded GDA Concept



Base: All Evaluations of Colour GDA where signposting was claimed to have been used: 4324; Q3d

The pattern of responses is very similar to that of the Individual Product Evaluations. It can be seen that, in most cases, respondents claimed to have used the colour-coding. The per serving figures were used significantly less than the colour-coding and by a reasonable proportion. In a small proportion of evaluations, respondents claimed to have used the GDA figures and in only a very small proportion they claimed to have used the both the per serving figures and GDA figures, as the information was intended to be used.

Although Colour-coded GDA elicited a significantly higher level of correct identification response than Monochrome GDA, the levels for both were both very high. The very high levels of correct response for the two GDA concepts indicate that compared to Individual Product Evaluations, the colour coding on Colour-coded GDA helped consumers less so in comparison of two products. Instead, while in many evaluations respondents claimed not to use the per serving figures, it seems to be these that are most helpful when comparing the nutrient content of two products.

7. Consumer Preference of Concepts

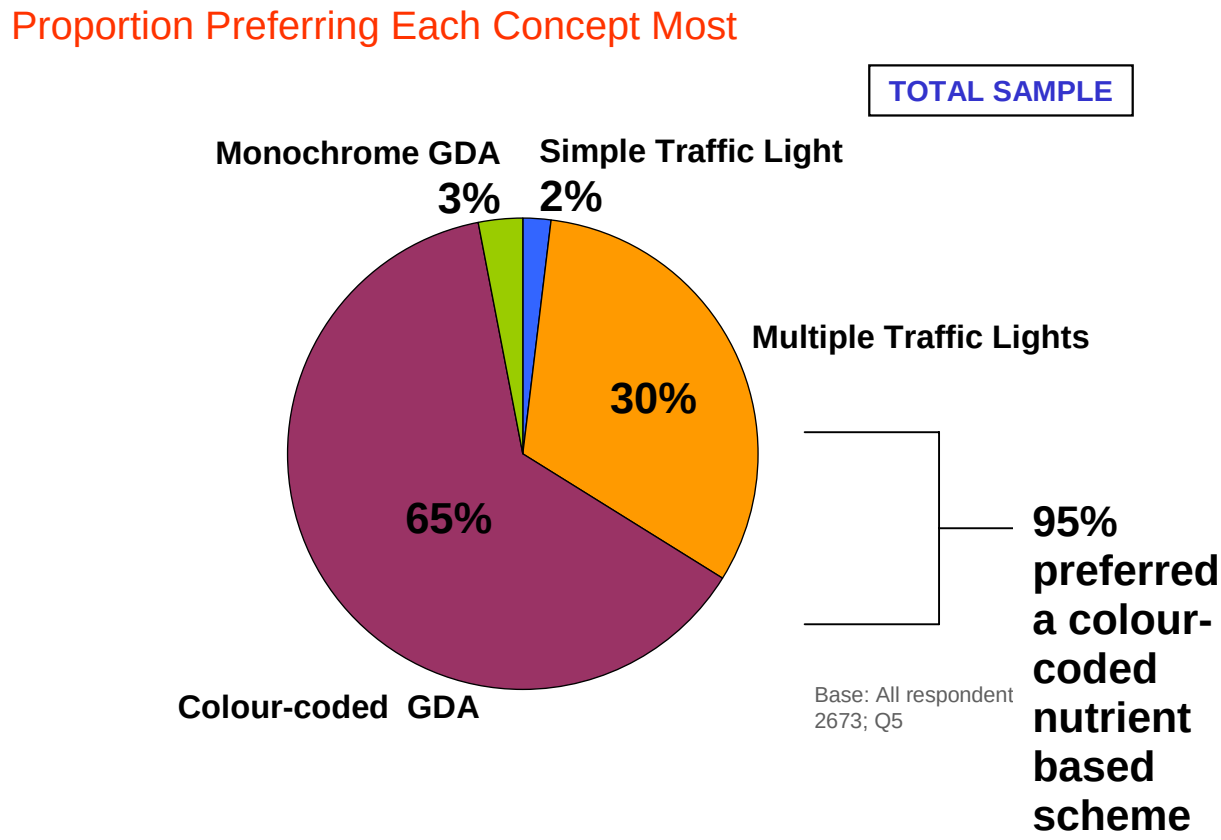
Following the Performance section of the interview, respondents were shown a board displaying the four alternative signposting concepts (not mounted on photographs of products) and asked which concept they preferred most, second most, third most and least.

7.1 Proportion Preferring Each Concept Most

7.1.1 Total Sample

Figure 43 shows the proportion of all respondents that preferred each of the concepts most. People were not aware whether they had correctly used the signposts during the earlier performance section.

Figure 43



It can be seen that 95% of people interviewed preferred a colour-coded nutrient based scheme, of which the large majority of respondents preferred the Colour-coded GDA most.

Multiple Traffic Lights was preferred most by the second largest proportion and by a significantly larger proportion than those liking the Monochrome GDA and Simple Traffic Lights, both of which were preferred most by only a very small proportion.

7.1.2 Among Those Claiming to Use Signposting; Demographic, Attitudinal and User Subgroups

Figures 44, 45 and 46 show the proportion of respondents preferring each of the signposting concepts among all of the demographic, attitudinal and user subgroups.

Figure 44

Proportion Preferring Each Concept Most –
Summary by Subgroup (1 of 3)

TOTAL SAMPLE

	Simple Traffic Light	Multiple Traffic Light	Colour-coded GDA	Mono-chrome GDA
Total Sample	2%	30%	65%	3%
16-34s	1%	26%	70%	2%
35-54s	2%	30%	63%	4%
55-70s	2%	36%	56%	4%
Females	1%	31%	64%	3%
Males	2%	28%	65%	4%
Working	1%	27%	68%	4%
Not working	2%	33%	62%	3%
Working full-time	1%	22%	72%	4%
Working part-time	1%	35%	59%	4%
ABC1s	1%	26%	69%	4%
C2DEs	2%	34%	60%	3%
ABs	1%	26%	69%	4%
C1s	1%	26%	69%	3%
C2s	2%	31%	64%	2%
DEs	3%	37%	67%	4%

Figure 45

Proportion Preferring Each Concept Most – **Summary by Subgroup (2 of 3)**

TOTAL SAMPLE

	Simple Traffic Light	Multiple Traffic Light	Colour-coded GDA	Mono-chrome GDA
Total Sample	2%	30%	65%	3%
Any children in h/hold	2%	28%	66%	3%
No children in h/hold	1%	30%	64%	4%
White	1%	30%	65%	3%
Not white	2%	28%	65%	4%
Key ethnic groups	2%	30%	60%	6%
England	2%	30%	64%	3%
Scotland	2%	25%	67%	6%
N. Ireland	1%	33%	62%	5%
Wales	0%	29%	66%	4%
England: North	2%	32%	62%	3%
England: South	1%	25%	69%	4%
England: Midlands	2%	30%	64%	1%
England: East	1%	33%	62%	4%
England: South West	0%	35%	61%	1%

Figure 46

Proportion Preferring Each Concept Most – **Summary by Subgroup (3 of 3)**

TOTAL SAMPLE

	Simple Traffic Light	Multiple Traffic Light	Colour-coded GDA	Mono-chrome GDA
Total Sample	2%	30%	65%	3%
Referred to Nutritional Panel at Any Individual Eval.	1%	27%	67%	3%
Did not refer to Nutritional Panel at Any Indiv. Eval.	3%	39%	53%	3%
Referred to Signposting at Any Individual Eval.	1%	29%	66%	3%
Did not refer to Signposting at Any Individual Eval.	3%	34%	55%	5%
Signposting rated very useful	1%	29%	67%	3%
Signposting rated quite- not at all useful	3%	32%	60%	5%
Nutrit. Panel used always/usually	1%	24%	70%	5%
Nutrit. Panel used occasionally-never	2%	37%	59%	2%
Asked what GDA means	0%	21%	75%	5%
Did not ask what GDA means	2%	31%	63%	2%
Need to be careful about fat in diet	1%	32%	63%	3%
Need to be careful about sat. fat in diet	1%	31%	63%	4%
Need to be careful about salt in diet	1%	32%	63%	3%
Need to be careful about sugar in diet	2%	31%	63%	4%
Need to be careful about calories in diet	1%	29%	69%	1%

Colour-coded GDA was preferred significantly more than the other three concepts among all key demographic sub-groups.

Respondents aged 55-70 were significantly more likely to prefer Multiple Traffic Lights than respondents aged 16-34 but nevertheless respondents aged 55-70 were still significantly more likely to favour Colour-coded GDA over Multiple Traffic Lights.

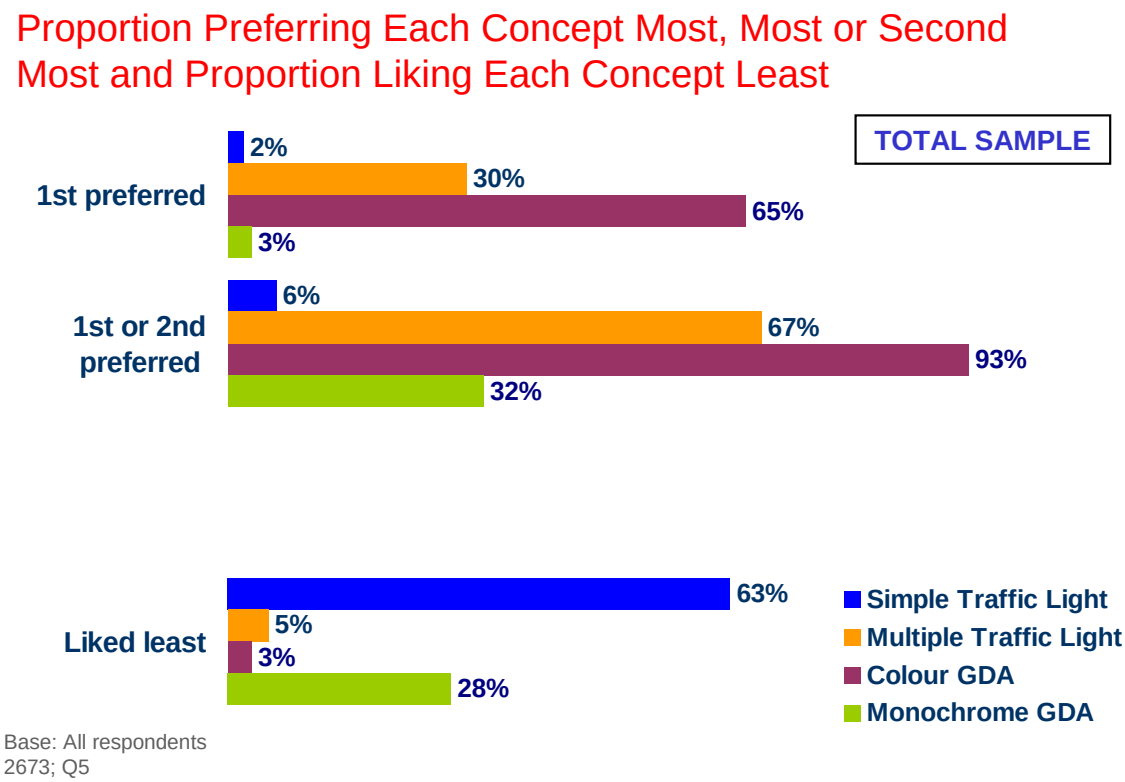
In addition, respondents from C2DE socio-economic groups were significantly more likely to prefer Multiple Traffic Lights than respondents from ABC1 groups, but nevertheless C2DE respondents were still significantly more likely to favour Colour-coded GDA.

It is interesting that those claiming to use the nutritional panel occasionally or never are significantly more likely to prefer Multiple Traffic Lights than those who claim to use the nutritional panel always or usually. For Colour-coded GDA, the opposite is the case: those claiming to use the nutritional panel occasionally or never are significantly *less* likely to prefer Colour-coded GDA than those who claim to use the nutritional panel always or usually. This would suggest that people's familiarity with the nutritional panel is a driver of preference for Colour-coded GDA.

7.2 Proportion Preferring Each Concept Most, Most or Second Most and Proportion Liking Each Concept Least

Figure 47 shows the proportion of the sample that preferred each of the concepts most or second most and the proportion that liked each of them least.

Figure 47



Base: All respondents 2673; Q5

It is evident from the second horizontal bar chart in Figure 47 that the pattern of the proportion preferring each of the concepts *most or second most* was broadly similar to the pattern preferring each of the concepts *most.*

The vast majority of respondents preferred Colour-coded GDA most or second most, while the majority preferred Multiple Traffic Lights most or second-most.

From the third set of bars it can be seen that Simple Traffic Lights was liked least by the majority of respondents and significantly more so than the other three concepts. Monochrome GDA was liked least by a fair proportion, whilst only a very small proportion liked either Colour-coded GDA or Multiple Traffic Lights least.

The large proportion preferring Colour-coded GDA on the one hand and the very small proportion preferring Monochrome GDA most and the relatively large proportion disliking Monochrome GDA most imply that the colour-coding was a key driver of preference.

7.3 Reasons for Preferring Each Concept Most

Figure 48

Reason for Preferring Each Concept Most

TOTAL SAMPLE

	Simple Traffic	Multiple Traffic	Colour GDA	Monochrome GDA
Base size:	41 #	798	1723	90
Like the colour codes	17%	22%	46%	-
Gives exact numbers/amounts/RDA/GDA	-	-	30%	17%
Gives me the info I need/more detailed	13%	10%	26%	32%
Like the high/medium/low guide	-	16%	20%	-
Easy to read/clear	35%	37%	16%	32%
Easy to use/understand	16%	34%	13%	15%
Can see at a glance/quickly	14%	26%	13%	2%
Eyecatching/stands out	5%	12%	9%	10%
Colours are easy to see/read	-	8%	11%	-
Per serving information	-	-	11%	12%
Tells you in grammes	-	-	7%	8%
More colourful	1%	3%	6%	8%
OK choice – right choice	9%	-	-	-
Sounds healthy	7%	-	-	-
Don't know / no reason	3%	2%	2%	4%

 # = caution: low base

When respondents had named which concept they liked most, they were asked (without prompting with answers) why they liked their favourite most. Figure 48 shows the proportion of those preferring each of the concepts most stating each of the (grouped) reasons listed.

Multiple Traffic Lights was preferred because it was felt to be easy to read, understand and use and because the information can be used quickly or at a glance. The colour coding was also named by a sizeable proportion as a reason for preferring it.

It can be seen that Colour-coded GDA was preferred above all for its colour coding. Other main reasons for respondents liking it most were the fact that it gives exact numbers, amounts and all the information a consumer could need, followed by respondents citing the high/medium/low guide.

Monochrome GDA was preferred because of its detailed information and giving all the information a consumer could need and because of its being clear and easy to read.

Of the very small proportion (and low base size) preferring Simple Traffic most, it being clear and easy to read was the main reason for liking it most.

7.4 Reasons for Liking Each Concept Least

Figure 49 shows the proportion of those liking each of the concepts *least* stating each of the (grouped) reasons listed.

Figure 49 Reason for Liking Each Concept Least

TOTAL SAMPLE

	Simple Traffic	Multiple Traffic	Colour GDA	Monochrome GDA
Base size:	1689	132	71#	742
Doesn't explain anything – gives too little information	77%	61%	10%	23%
Only says OK choice	23%	2%	-	1%
It's decided for you – should be our choice	7%	5%	-	1%
Need to know exact amounts of fat/ sugar/ salt	4%	17%	1%	2%
Difficult to understand	4%	6%	49%	31%
Not easy to read	1%	1%	11%	7%
Doesn't catch the eye	2%	3%	7%	14%
No colour guide/ codes	1%	3%	7%	22%
Information is in grams	-	-	6%	3%
Don't like it (unspecified)	-	2%	5%	1%
Doesn't break down into high/ medium/ low	1%	4%	-	11%
Too plain	1%	2%	-	8%
Too much information	-	-	9%	-
Don't know/ nothing	3%	7%	4%	2%

 # = caution: low base

The main reason given for liking Simple Traffic Lights *least* was that respondents thought it did not provide enough information (77%).

This was also the main reason given for liking Multiple Traffic Lights least (61%).

The two GDA concepts were liked least because they were perceived as being difficult to understand (49% for Colour-coded GDA[9] and 31% for Monochrome-GDA). Monochrome GDA was also criticised by 22% for not having a colour-coded guide.

[9] Note that the base for this is low: 71 respondents

7.5 Proportion Rating the Concepts as Having Certain Attributes Associated with Their Ease of Use and Helpfulness

After the preference section of the interview, a number of attributes were read out to respondents and they were asked to which of the concepts, if any, the attributes applied.

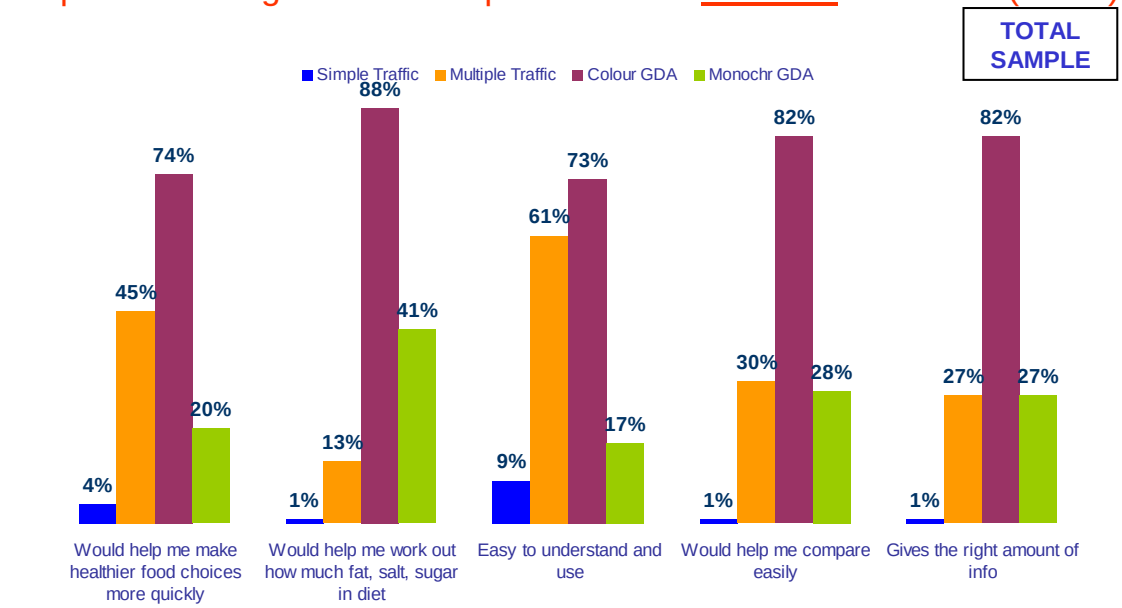
Figures 50 and 51 show the findings from these questions. Figure 50 shows the findings for the positive attributes while Figure 51 shows the results of the negative attributes.

It should be noted that responses to statements can be affected by 'positive halo effects'. A positive halo effect can be defined as the tendency for a respondent to rate a concept or product favourably on all or many dimensions on the basis of one or only a few positive characteristics.

It is suggested that Colour-coded GDA was affected by the 'positive halo effect' described above and therefore the relative scores of it compared to the other concepts are not necessarily a true reflection of the genuine opinions of respondents. The strongest evidence of a positive halo effect for Colour-coded GDA is the fact that it is rated by a higher proportion of respondents as being easy to understand and use than Multiple Traffic Lights, despite the fact that (a). Multiple Traffic Lights performs better than Colour-coded GDA on performance in the Individual Product Evaluations in terms of eliciting the highest proportion of correct responses and eliciting them most quickly, and (b). Multiple Traffic Lights is preferred by a higher number of respondents (spontaneously) than Colour-coded GDA for being easy to read, use and understand.

Figure 50

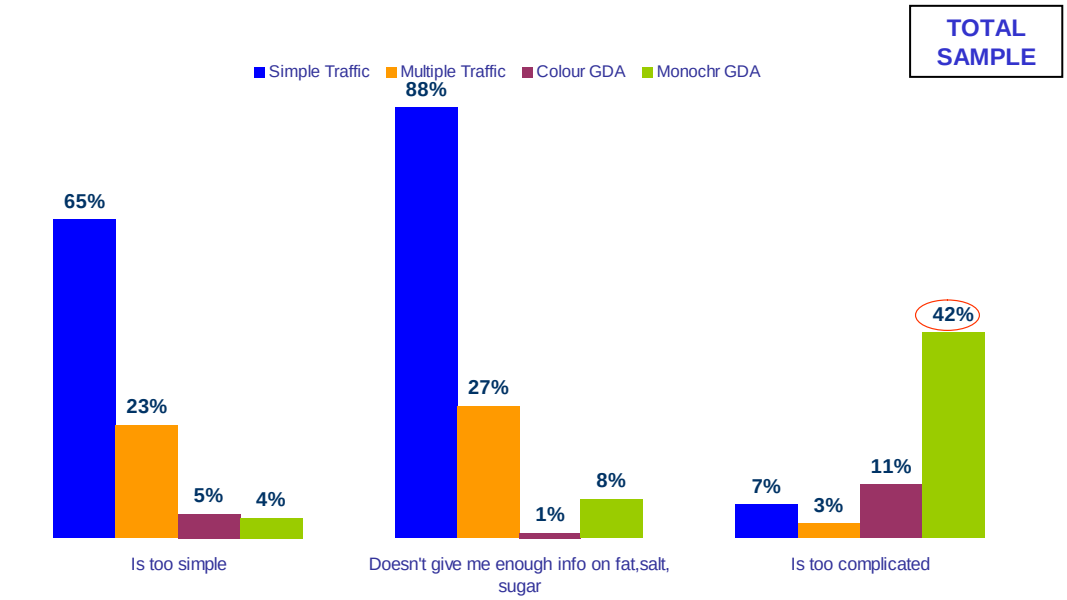
Proportion Rating Each Concept as Each of **Positive** Attributes (1 of 2)



Base: All respondents 2676; Q7

Figure 51

Proportion Rating Each Concept as Each of **Negative** Attributes (2 of 2)



Base: All respondents
2676; Q7

It can be seen on Figure 50 that a high proportion of respondents said that the Colour-coded GDA possessed all five of the positive attributes. The proportion citing Colour-coded GDA was significantly higher than the proportion citing all other three concepts for each of the attributes.

Nevertheless, a high proportion of respondents rated the Multiple Traffic Lights as easy to understand and use and a fair proportion said that it would help them make healthier food choices more quickly.

A fair proportion of respondents said that Monochrome GDA would help them work out how much fat, salt and sugar there is in their diet.

From Figure 51 it can be seen that a very large proportion of respondents said that Simple Traffic Lights did not give them enough information about fat, salt and sugar and a large proportion said it was too simple.

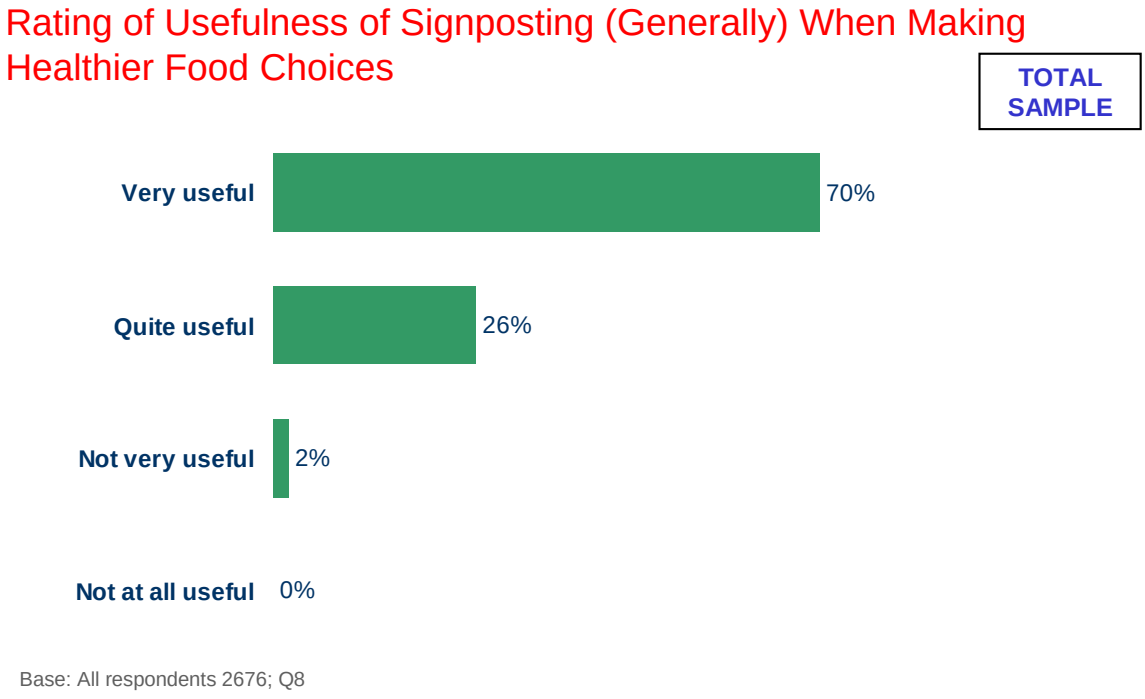
A relatively small proportion said that Multiple Traffic Lights did not give them enough information about fat, salt and sugar and was too simple.

It can also be seen that a fair proportion of respondents said that Monochrome GDA was too complicated, while only a small proportion said this for Colour-coded GDA, implying that the colours on the latter make it much easier to use than the former. Respondents were significantly less likely to say that Multiple Traffic Lights was too complicated compared to each of the other signposting concepts.

8. Rating of Usefulness of Signposting on the Front of Food Packaging When Making Healthier Food Categories

After the performance and preference section, respondents were asked to rate how useful they thought the general idea of having signposting on food products would be to them. The findings are shown in Figure 52.

Figure 52



Base: All respondents 2676; Q8

It can be seen that nearly all respondents thought the idea of signposting was a useful one, with the majority rating it as a very useful idea. Very few rated it as not being useful and very few did not have an opinion (2%).

The subgroups significantly more likely to rate the idea of signposting as very useful (compared to other subgroups within the grouping) and the proportion of each of these subgroups rating it as very useful are as follows:

- 35-54 year-olds: 73%
- Females: 73%
- Those from C1 socio-economic group: 73%
- Those with children in household: 73%
- Midlands region: 81%
- Used signposting (in any performance evaluations): 72%
- Nutritional panel used always/usually: 78%

9. Information on Signposting

9.1 Proportion of Respondents Who Would Like to Know How Information on Signposting is Calculated

The proportion of respondents who would like to know more information on how the signposting data was calculated is shown in Table 4.

Table 4

	Proportion of total sample
	%
Would like to know more information	54
Would not like to know more information	46

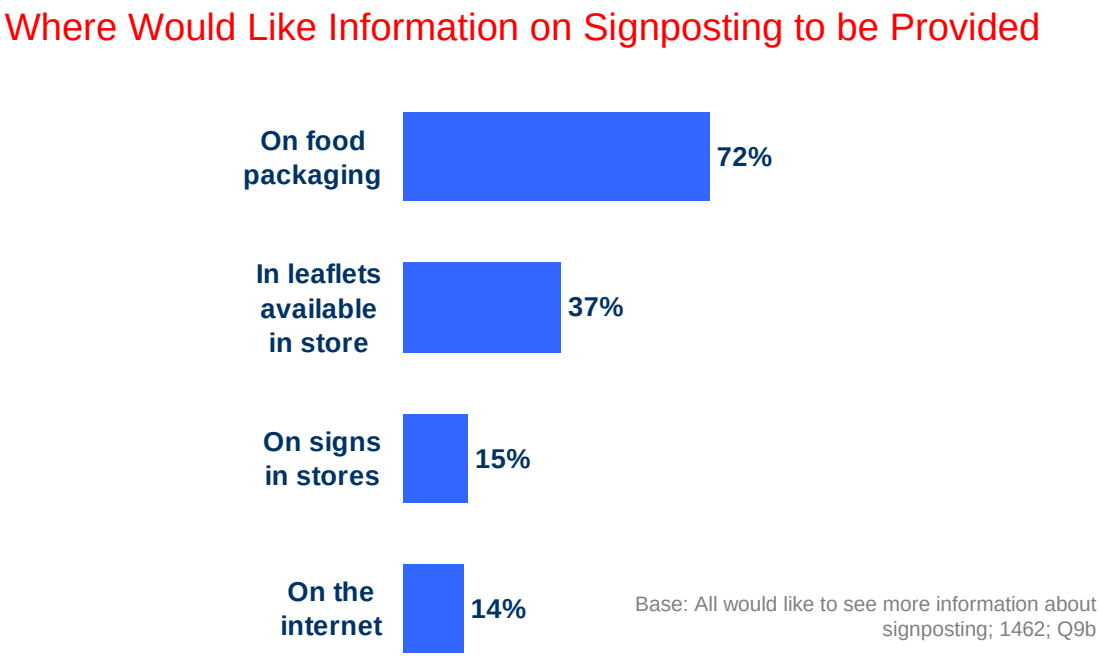
Base: 2676

It can be seen that around half of the sample would like to know more information, whilst a significantly lower proportion, also around half, said they did not want to know more.

9.2 Where Respondents Would Like Information to be Shown

Those who said that they would like to know more information about how the signposting data is calculated were then asked where they would like information to be provided. The findings are shown in Figure 53.

Figure 53



The majority said they would like information to be provided on food packaging itself.

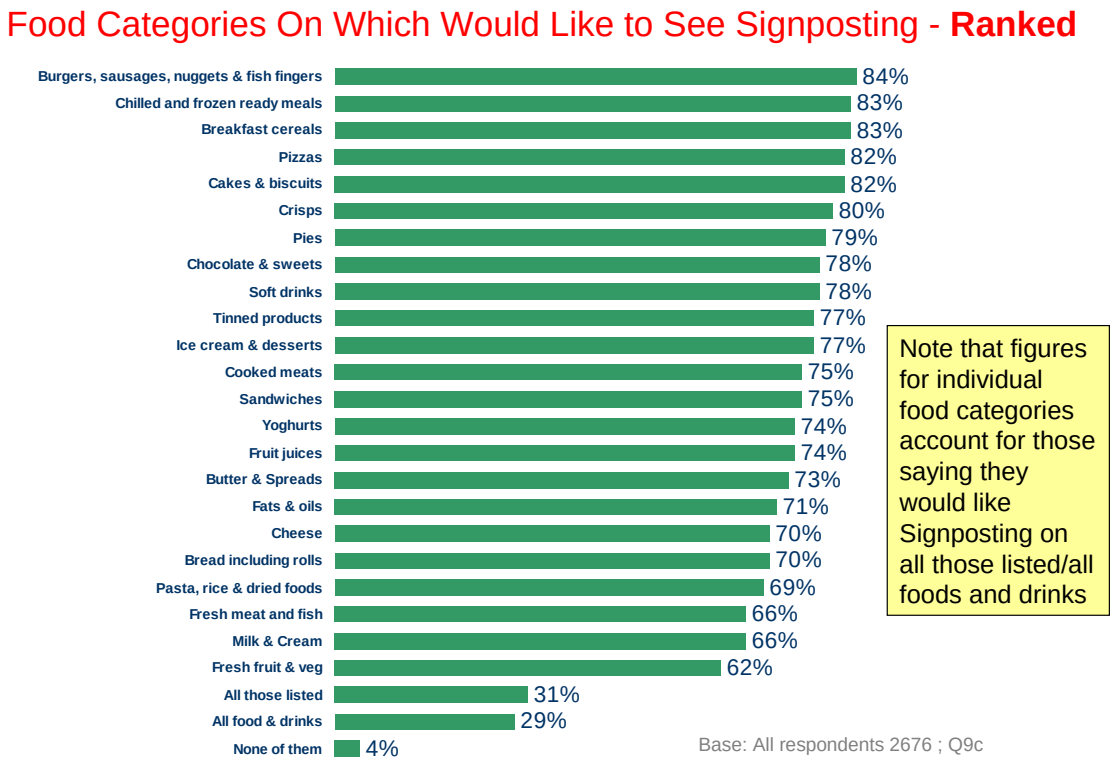
A fair proportion suggested leaflets in stores, while a small proportion suggested information should be provided on signs in stores and on the internet.

10. Food Categories on Which Consumers Would Like To See Signposting

10.1 Total Sample

Respondents were asked on which food categories, if any, they would like front of pack signposting information to be displayed. A list of 23 categories was shown to respondents and is appended in Annex 4. Figure 54 shows the findings. It should be noted that figures for individual food categories account for those respondents saying they would like to see signposting displayed on either all foods and drinks appearing on the list shown to them or on all foods and drinks.

Figure 54



A reasonable to very high proportion of respondents said that they wanted signposting displayed on each of the foods and drinks shown on the list, which is consistent to a very high proportion saying that signposting would be useful.

The category on which consumers would most like to see signposting was burgers, sausages, nuggets and fish fingers (84%).

The highest scores were for meal centres (burgers, sausages, nuggets and fish fingers (84%), chilled and frozen ready meals (83%) and also pies (79%)), breakfast cereals (83%), pizzas (82%), snacks (cakes and biscuits (82%), crisps (80%)) and confectionery (chocolate and sweets (78%)).

Twenty nine per cent said they would like signposting on all food and drinks products.

10.2 Among Respondents with Children Living in the Household and Without Children Living in the Household

Figures 55 and 56 show the proportion of respondents with children living in their household and those without children living in their household who would like signposting to appear on the packaging of the different food categories.

From Figure 55 it can be seen that significantly more respondents with children would like to see signposting on products than respondents without children for the following categories:

- Burgers, sausages, nuggets and fish fingers
- Cakes and biscuits
- Pizzas
- Crisps
- Chocolate and sweets

The difference for crisps is particularly marked, placing these in fourth position among respondents with children, compared to sixth-equal among respondents without children.

Figure 55

Food Categories On Which Would Like to See Signposting by Presence of Children in Household (1 of 2)

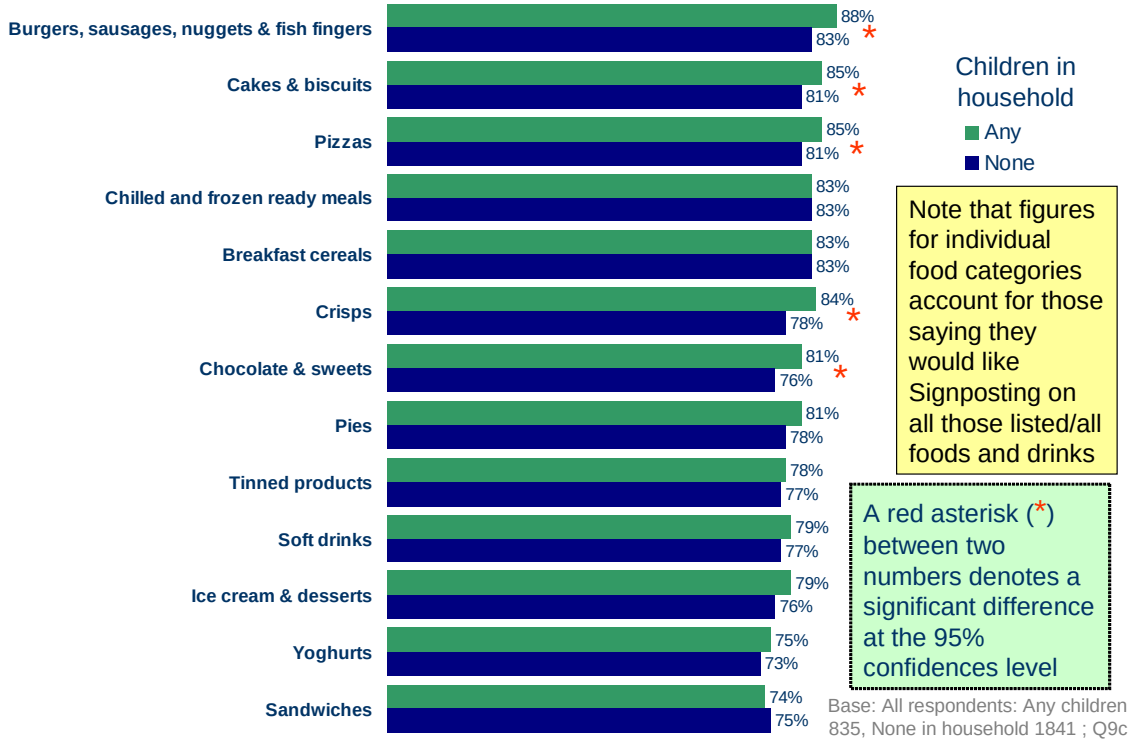
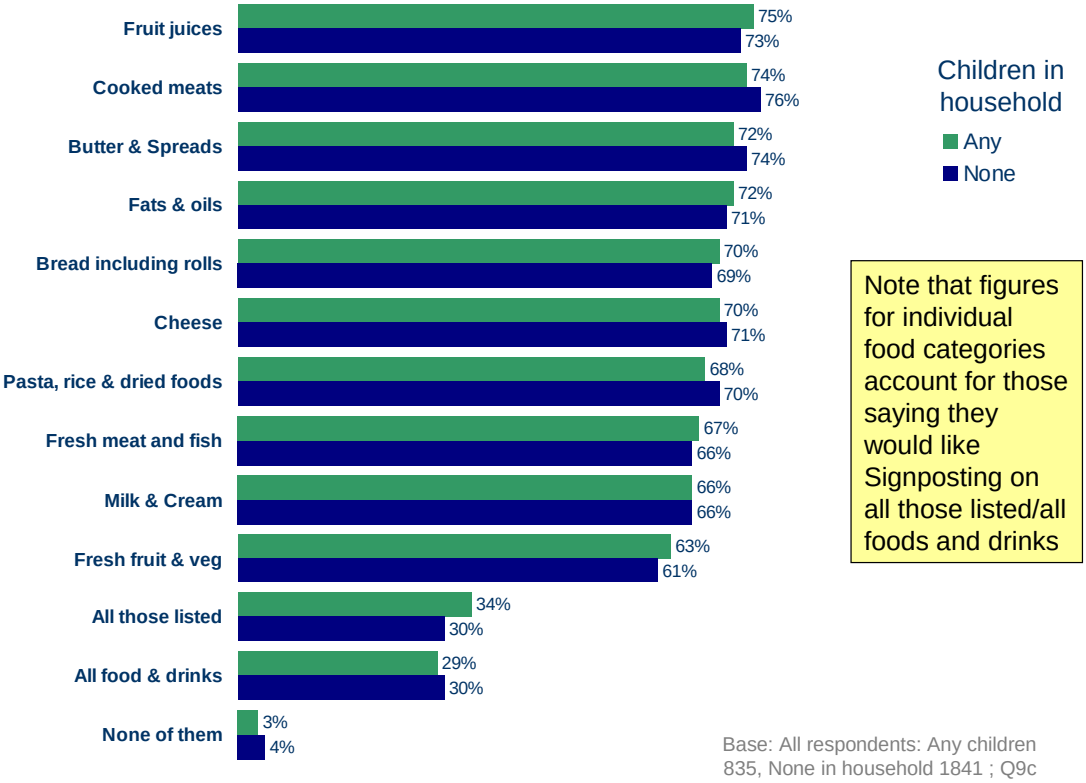


Figure 56

Food Categories On Which Would Like to See Signposting by Presence of Children in Household (2 of 2)



Note that figures for individual food categories account for those saying they would like Signposting on all those listed/all foods and drinks

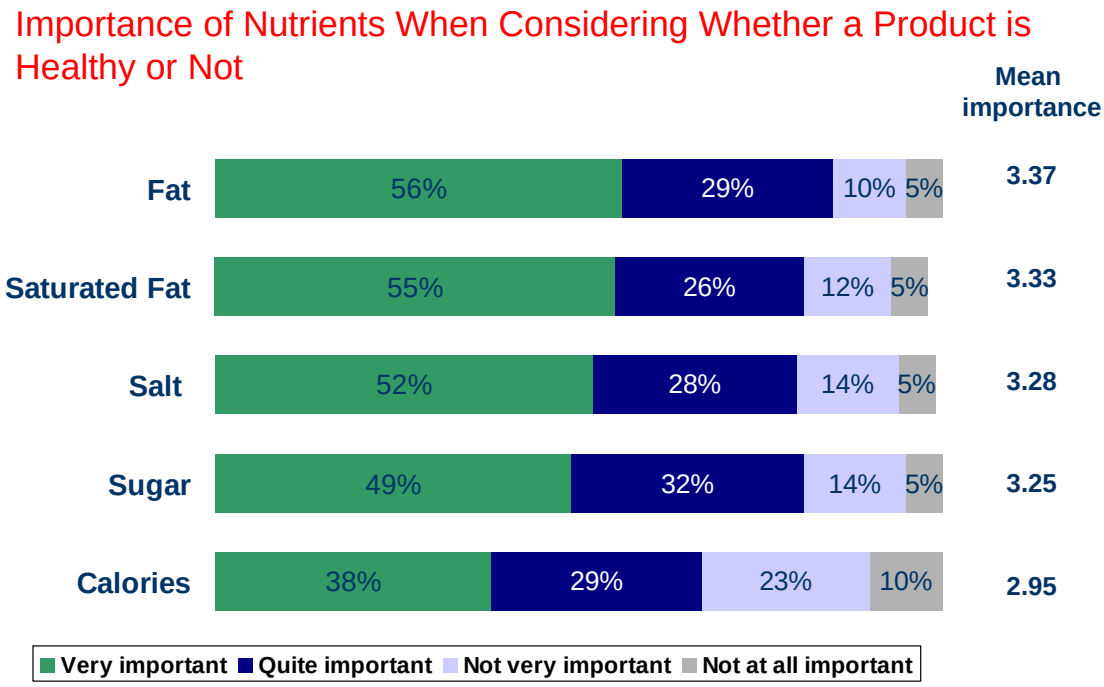
Base: All respondents: Any children 835, None in household 1841 ; Q9c

11. Other Questions Asked Regarding Nutrients, Nutritional Panel and GDA

11.1 Importance of Nutrients When Considering Whether a Product is Healthy or Not

Respondents were asked to rate the importance of the four nutrients focused on in the research (fat, saturated fat, salt and sugar), as well as calories, in terms of their importance when considering whether a product is healthy or not. The findings of this question are shown in Figure 57.

Figure 57



Mean score where very important = 4 to not at all important = 1

Base: All respondents 2676; D1

It can be seen that around a half of all respondents rate fat, saturated fat, salt and sugar as very important, while around one third rate calories as very important. Fat and saturated fat are rated significantly more important on average than salt, sugar and calories.

Calories are rated significantly less important (on the mean importance score and the 'very important' score) than the other four nutrients.

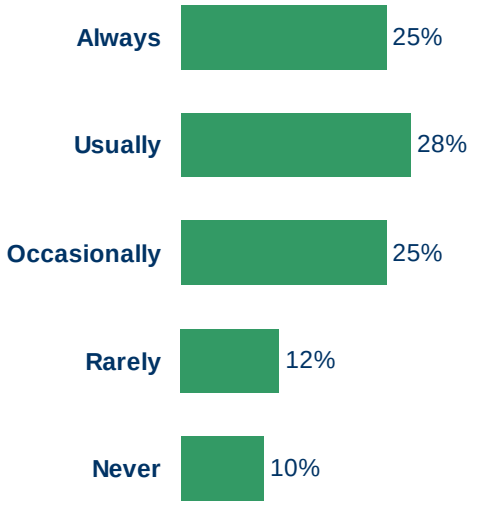
11.2 Frequency of Reading Nutritional Panel on Food Products

Respondents were asked how often they read nutritional panels on food products when they are shopping.

It can be seen from Figure 58 that around a quarter say they read them always, while similar proportions say they read them usually or occasionally.

Figure 58

Frequency of Reading Nutritional Panel



Base: All respondents 2676; D1

A slightly smaller proportion said either they rarely or never read nutritional panels.

Respondents who said they were careful about certain nutrients when they were shopping were significantly more likely to say they always read nutritional labels as shown in Table 5.

Table 5

Nutrient careful about when shopping:	Proportion of subgroup always reading nutritional panel
	%
Fat	46
Saturated Fat	40
Salt	43
Sugar	46
Calories	41

Base: 2676

11.3 Proportion of Respondents Who Spontaneously Asked What GDA Meant During Interview

Interviewers made a note at the end of the interview whether the respondent had spontaneously asked what GDA meant during the course of the interview.

Eleven per cent of the sample asked what GDA meant at some point during the interview, while 89% did not.

Subgroups significantly more likely to ask what GDA meant compared to other subgroups in the same group are shown in Table 6.

Table 6

	Proportion of subgroup
	%
Respondents from ABC1 socio-economic groups	13
Respondents from AB socio-economic groups	16
Wales	18
South England	14
Those preferring Colour-coded GDA concept	12

Base: 2676

12. Main Ethnic Minority Consumers

A boost of respondents from the largest broad ethnic minority groups (as identified in the 2001 census) was recruited, namely Asian and Asian British, Black and Black British. Within these broad groups a mix of different ethnic groups was recruited. In total 166 interviews were conducted among these groups, while 289 were conducted among respondents of any non-white ethnic origin.

At the analysis stage, the data was weighted to be representative of the ethnic profile (and other demographic data) of the UK, as explained in Section 3. The incidence of people from an ethnic minority in the UK is 7.9%[10]. Within this, the largest ethnic groups are as follows:

- 50.2% are Asian or Asian British (Indian (22.7), Pakistani (16.1%), Bangladeshi (6.1%), Other Asian (5.3%)).
- 24.8% are Black or Black British (Black Caribbean (12.2%), Black African (10.5%) and Black other (2.1%))

It should be noted that looking at these groups in total assumes a degree of homogeneity which is obviously not the case amongst such broad groups. The purpose of this exercise was to highlight whether there were general issues amongst minority ethnic groups that warranted further exploration.

12.1 Individual Product Evaluations

12.1.1 Understanding

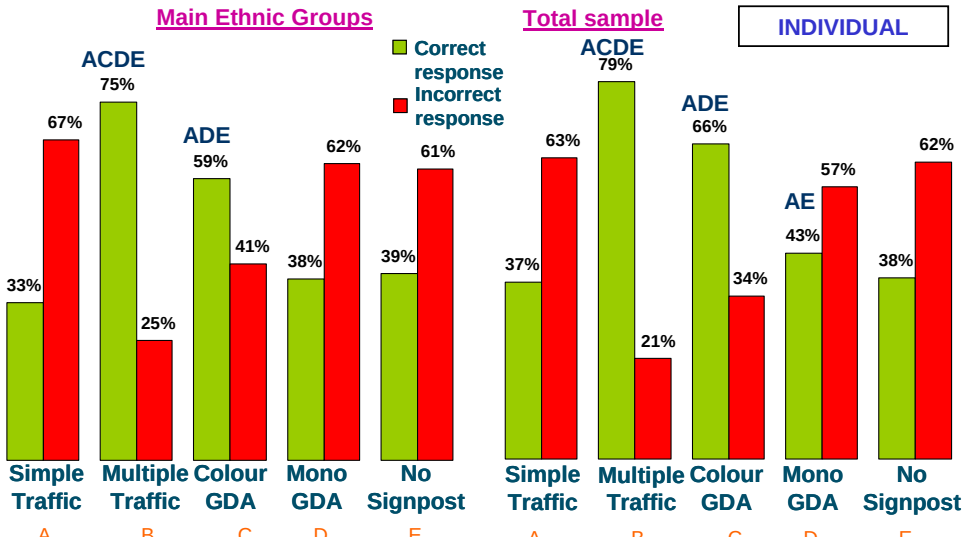
A. Among All Respondents of Main Ethnicity Groups

It can be seen from Figure 59 that, consistent with the results among the total sample, among the main ethnic minority groups, Multiple Traffic Lights performed best, and Colour-coded GDA scored second best. The level of correct response for Multiple Traffic Lights and Colour-coded GDA was slightly (but not significantly) lower than for the total sample.

[10] Census data 2001

Figure 59

Understanding – Proportion Answering Correctly Whether Product is High, Medium or Low - **Across All Nutrients and Categories**



Base: All evaluations: Simple Traffic Light 332, Multiple Traffic Light 332, Colour GDA 332, Monochrome GDA 332, No signposting 332; Q1

Base: All evaluations: Simple Traffic Light 5357, Multiple Traffic Light 5342, Colour GDA 5366, Monochrome GDA 5356, No signposting 5338; Q1

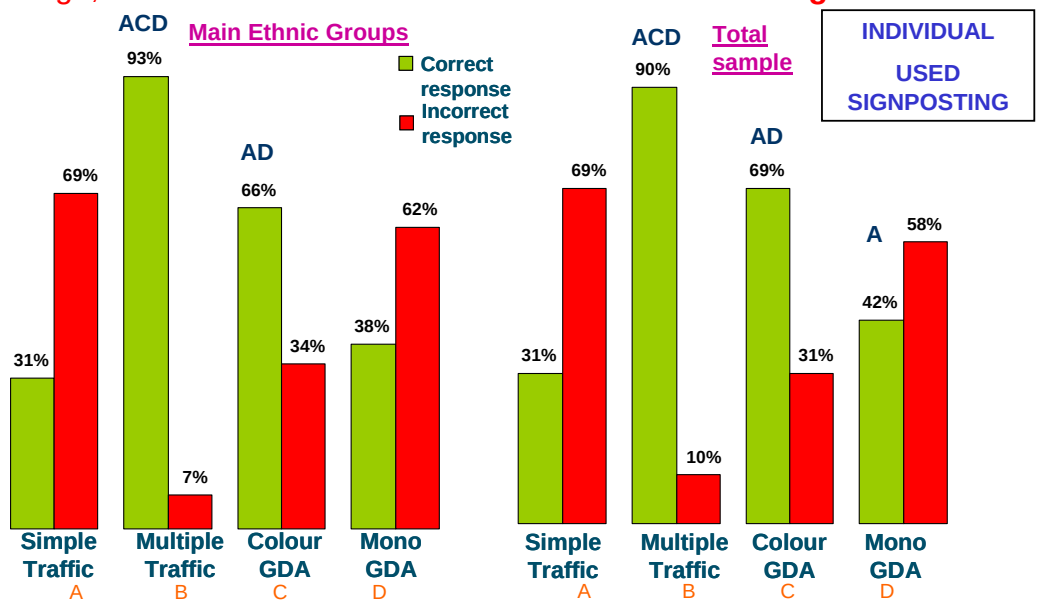
B. Among All Respondents of Main Ethnicity Groups Using Signposting

In Figure 60 it is evident that respondents from main ethnic minority groups were slightly more likely to give a correct response when using signposting than the total sample with Multiple Traffic Lights.

As among the total sample, Multiple Traffic Lights elicited the highest level of correct response among respondents of main ethnic minority groups, with Colour-coded GDA eliciting the second-highest correct response level.

Figure 60

Understanding – Proportion Answering Correctly Whether Product is High, Medium or Low - **Across All Nutrients and Categories**



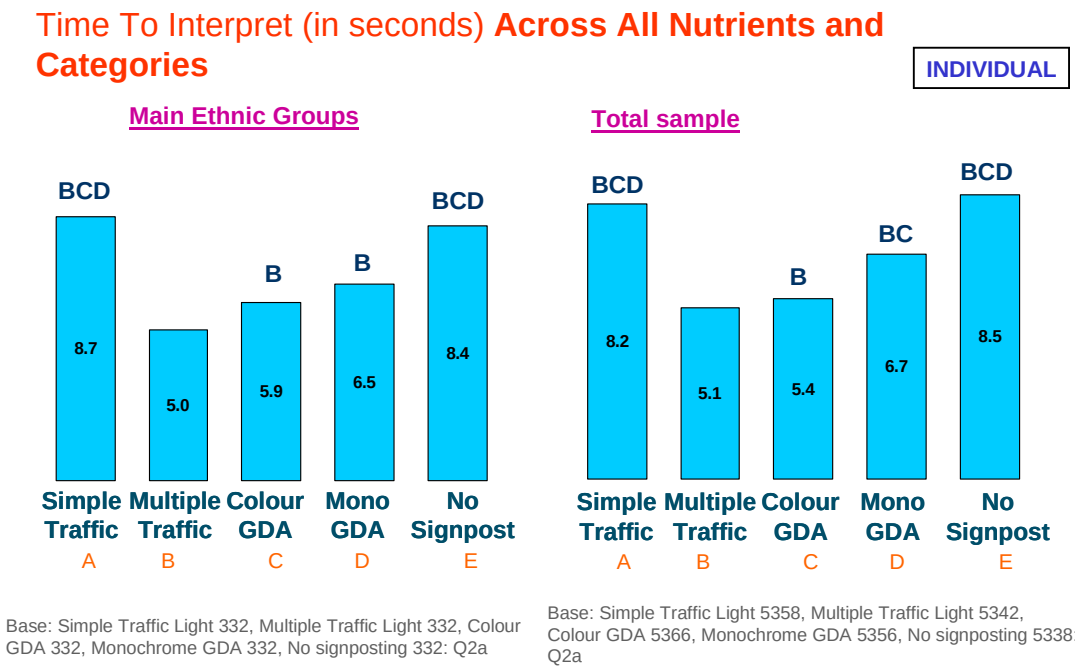
Base: Simple Traffic Light 50, Multiple Traffic Light 157, Colour GDA 156, Monochrome GDA 137

Base: Simple Traffic Light 1415, Multiple Traffic Light 4080, Colour GDA 4516, Monochrome GDA 3961; Q1

12.1.2 Time to Interpret

From Figure 61 it is clear that also consistent with the total sample results, among the main ethnic minority groups, Multiple Traffic Lights elicited responses significantly faster than the other three concepts and products without signposting. The times to respond were similar among respondents from main ethnic minority groups compared to the total sample, although the time to respond among the former was slower when using Simple Traffic Lights and Colour-coded GDA.

Figure 61



Base: Simple Traffic Light 332, Multiple Traffic Light 332, Colour GDA 332, Monochrome GDA 332, No signposting 332: Q2a

Base: Simple Traffic Light 5358, Multiple Traffic Light 5342, Colour GDA 5366, Monochrome GDA 5356, No signposting 5338: Q2a

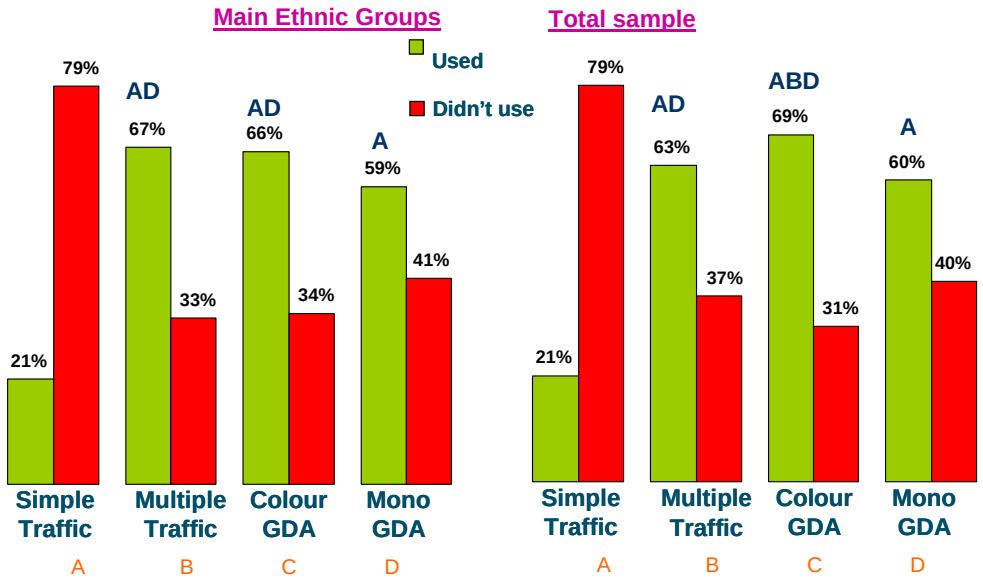
12.1.3 Use of Signposting Information When Answering Questions on Nutritional Content

Figure 62 indicates that among the main ethnic minority groups, the extent to which signposting was claimed to be used with each of the four concepts was similar to that of the total sample. However, there was no significant difference between the proportion using Multiple Traffic Lights and Colour-coded GDA, with the former used slightly more.

Figure 62

Whether Signposting Referred To When Answering Any of Nutrient Content Questions

INDIVIDUAL



Base: Simple Traffic Light 332, Multiple Traffic Light 332, Colour GDA 332, Monochrome GDA 332, No signposting 332

Base: All evaluations: Simple Traffic Light 1071, Multiple Traffic Light 1069, Colour GDA 1074, Monochrome GDA 1072, No signposting 1067; Q1

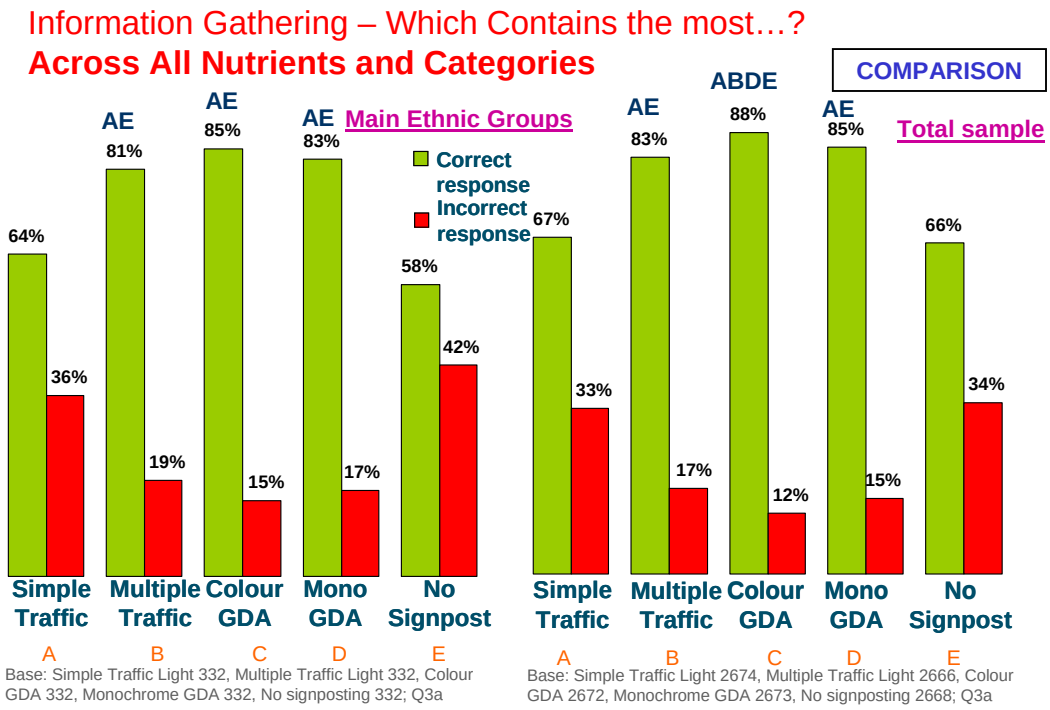
12.2 Comparison of Two Products

12.2.1 Understanding

A. Among All Respondents of Main Ethnicity Groups

As is evident in Figure 63, the pattern of the level of correct responses was similar among respondents of main ethnic minority groups to that of the total sample. However the levels of response among main ethnic minority groups was generally lower than among the total sample, with the largest difference evident with products without signposting. Unlike the total sample, among main ethnic minority groups there was no significant difference between the level of correct response of Colour-coded GDA and the high levels for Monochrome GDA and Multiple Traffic Lights.

Figure 63



Base: Simple Traffic Light 332, Multiple Traffic Light 332, Colour GDA 332, Monochrome GDA 332, No signposting 332; Q3a

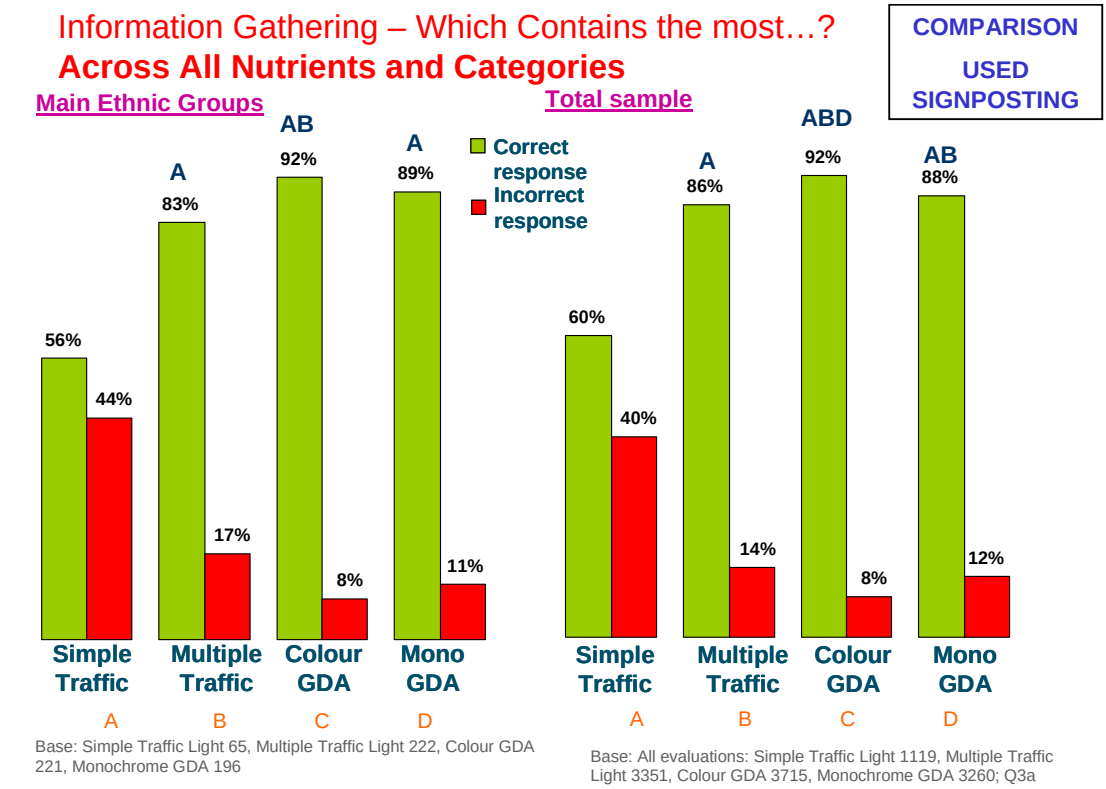
Base: Simple Traffic Light 2674, Multiple Traffic Light 2666, Colour GDA 2672, Monochrome GDA 2673, No signposting 2668; Q3a

B. Among All Respondents of Main Ethnicity Groups Using Signposting

In Figure 64 it is evident that the level of correct responses when using signposting among the main ethnic minority groups with Multiple Traffic Lights is slightly lower than among the total sample, while for Colour-coded GDA it is the same, and for Monochrome GDA it is very similar.

As among the total sample, Colour-coded GDA performed best among main ethnic minority groups, producing a significantly higher level of correct response. However, unlike among the total sample, Colour-coded GDA did not score significantly better than Monochrome GDA.

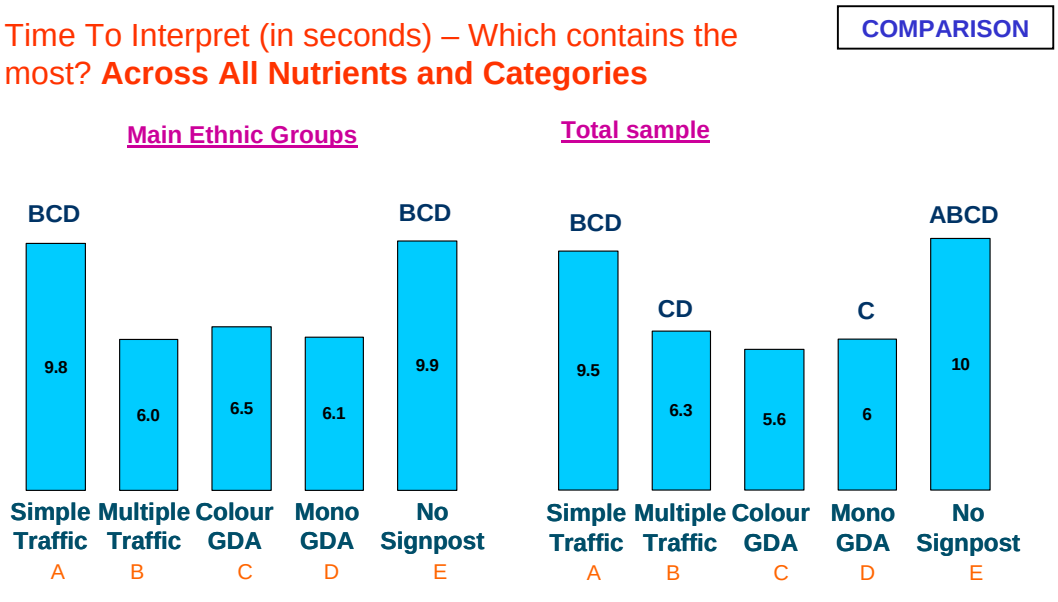
Figure 64



12.2.2 Time to Interpret

From Figure 65 it is clear that among the main ethnic minority groups there was no significant difference in the time to interpret for Colour-coded GDA, Monochrome GDA and Multiple Traffic Lights – in fact Colour-coded GDA elicited slightly slower responses than Multiple Traffic Lights and Monochrome GDA, which differed from the total sample, among whom responses using Colour-coded GDA were significantly faster than with other signposts and products without signposting.

Figure 65

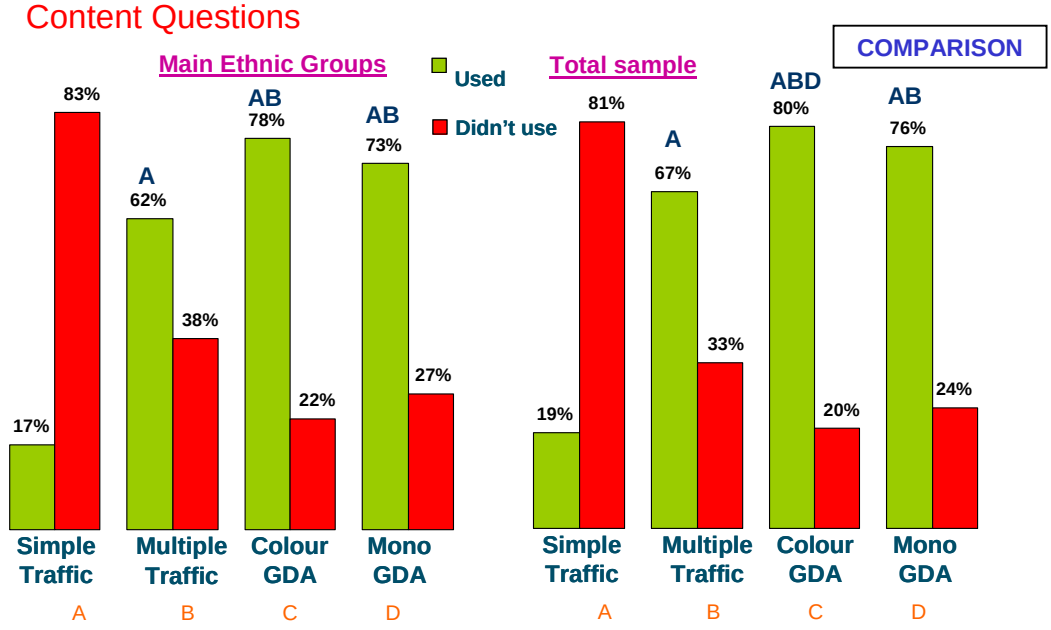


12.2.3 Use of Signposting Information When Answering Questions on Nutritional Content

Figure 66 indicates that among the main ethnic minority groups the extent to which signposting was claimed to have been used with each of the four concepts was similar to that of the Total Sample. However, the signposting was used slightly less with Multiple Traffic Lights and Monochrome GDA among respondents from main ethnic minority groups than among the total sample.

Figure 66

Whether Signposting Referred To When Answering Any of Nutrient Content Questions



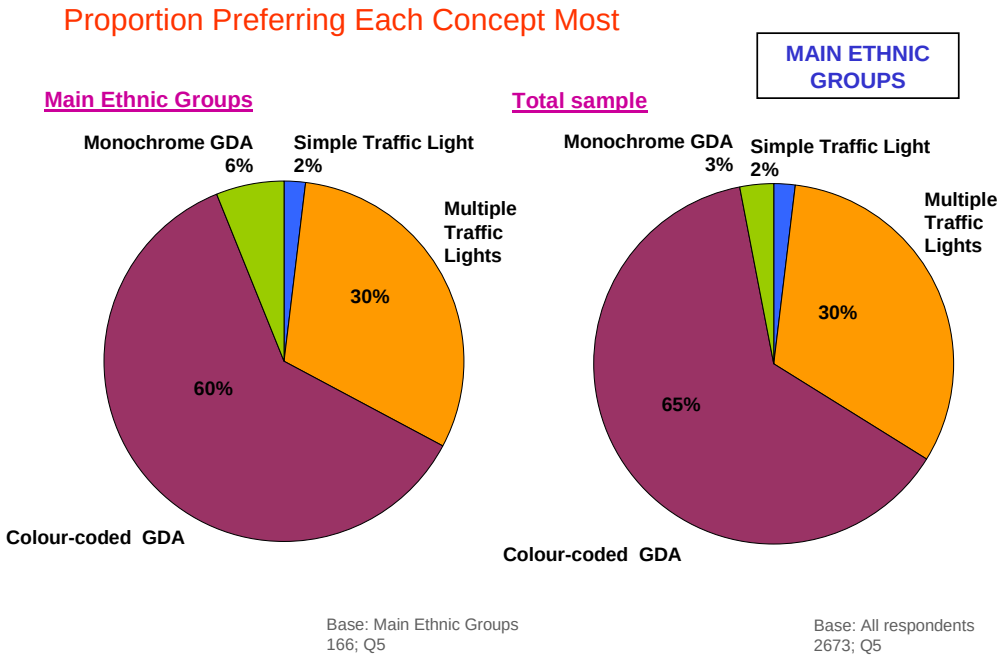
Base: Simple Traffic Light 332, Multiple Traffic Light 332, Colour GDA 332, Monochrome GDA 332, No signposting 332

Base: Simple Traffic Light 1071, Multiple Traffic Light 1069, Colour GDA 1074, Monochrome GDA 1064, No signposting 1071; Q3c

12.3 Consumer Preference

It can be seen in Figure 67 that among respondents of main ethnic minority groups, the proportion preferring Colour-coded GDA was lower than among the total sample and the proportion preferring Monochrome GDA was significantly higher. Colour-coded GDA was nevertheless the most preferred signpost among main ethnic minority groups.

Figure 67



13. Consumers from Lower Socio-economic Grades

This section examines the results among the lowest socio-economic groups, D and E, compared to the higher socio-economic groups of ABC1 combined and C2 group.

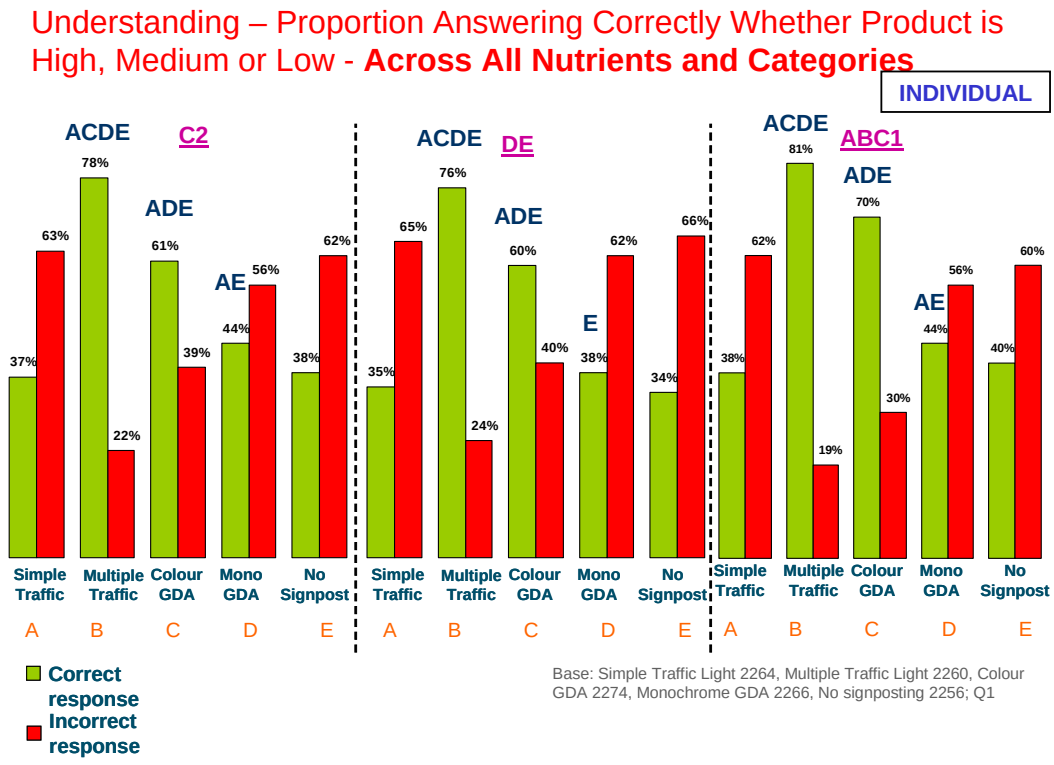
13.1 Individual Product Evaluations

13.1.1 Understanding

A. Among All Respondents of C2 and DE Socio-economic Groups

From Figure 68 it is clear that, consistent with the total sample results (shown in Figure 1), and ABC1 respondents, among C2 and DE respondents, Multiple Traffic Lights performed best, and performed to a level similar to that of the total sample. The level of correct response for all of the signposts and products without signposting was generally lower among C2 and DE respondents than among ABC1 respondents.

Figure 68



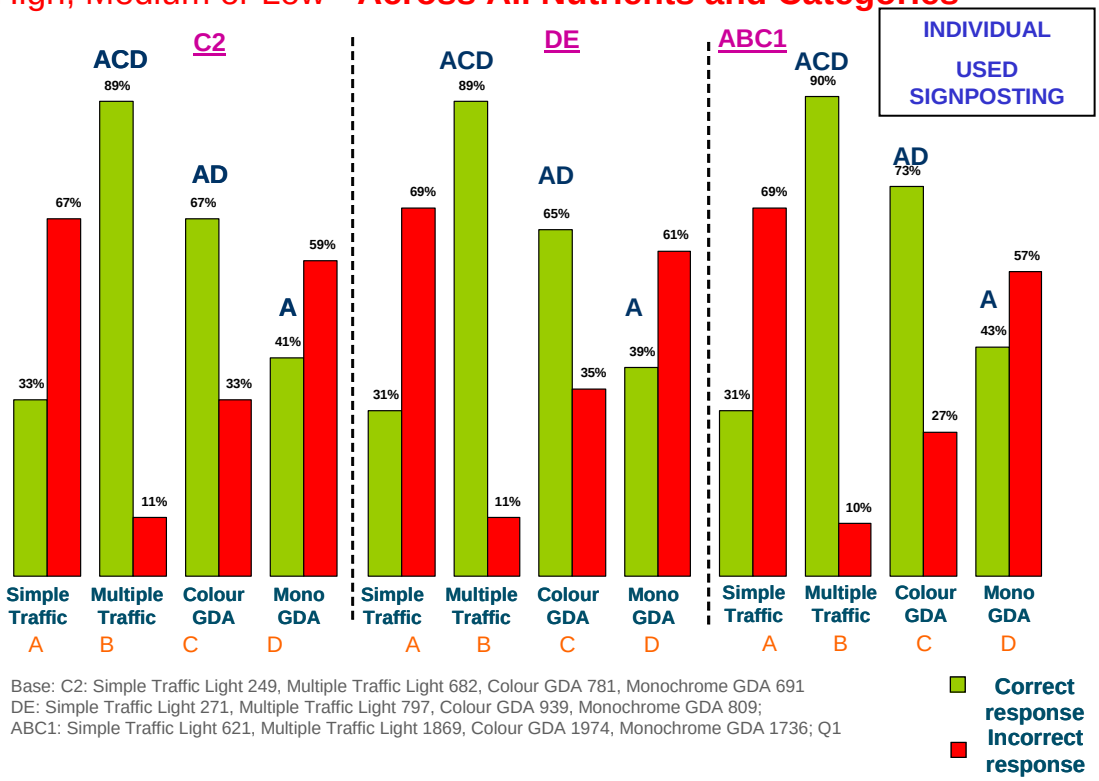
B. Among All Respondents of C2 and DE Socio-economic Groups Using Signposting

In Figure 69 it is evident that, consistent with the total sample (shown in Figure 2), the level of correct responses among respondents from DE and C2 groups was significantly lower when using Colour-coded GDA, compared to respondents from ABC1 groups.

Once again, Multiple Traffic Lights elicited the highest level of correct response among respondents of C2 and DE socio-economic groups (as well as ABC1), with Colour-coded GDA scoring second highest.

Figure 69

Understanding – Proportion Answering Correctly Whether Product is High, Medium or Low - **Across All Nutrients and Categories**



Base: C2: Simple Traffic Light 249, Multiple Traffic Light 682, Colour GDA 781, Monochrome GDA 691
DE: Simple Traffic Light 271, Multiple Traffic Light 797, Colour GDA 939, Monochrome GDA 809;
ABC1: Simple Traffic Light 621, Multiple Traffic Light 1869, Colour GDA 1974, Monochrome GDA 1736; Q1

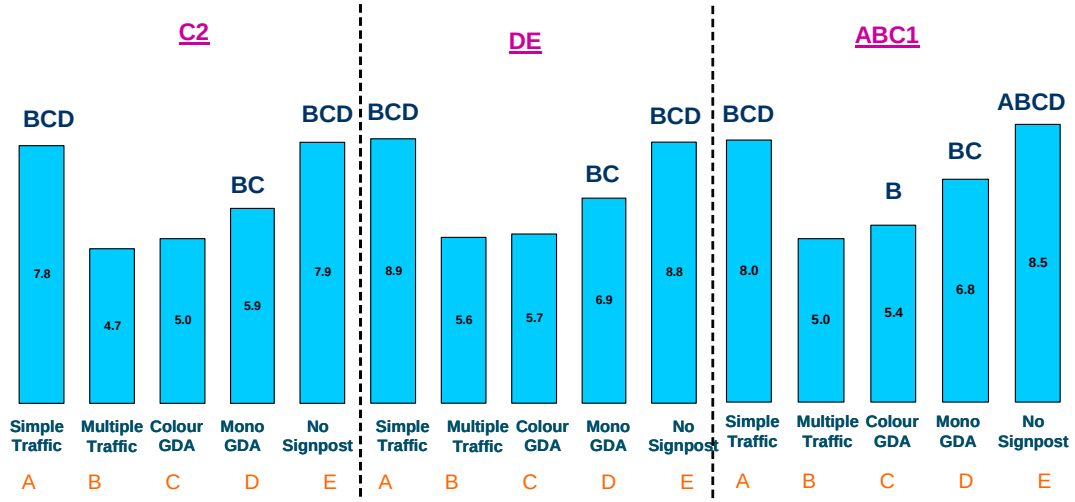
Correct response
Incorrect response

13.1.2 Time to Interpret

Figure 70 indicates that consistent with the total sample results (shown in Figure 11), among C2 and DE respondents, Multiple Traffic Lights elicited responses most quickly. Respondents of C2 socio-economic grade gave responses faster of those of respondents from ABC1 and, in particular, DE socio-economic grades. However, while among the total sample and ABC1 respondents, Multiple Traffic Lights elicited responses significantly faster than the other three concepts and the products without signposting, among C2 and DE respondents, there was no significant difference in the time taken to respond for Multiple Traffic Lights and Colour-coded GDA.

Figure 70

Time To Interpret (in seconds) **Across All Nutrients and Categories** INDIVIDUAL



Base: Simple Traffic Light 332, Multiple Traffic Light 332, Colour GDA 332, Monochrome GDA 332, No signposting 332: Q2a

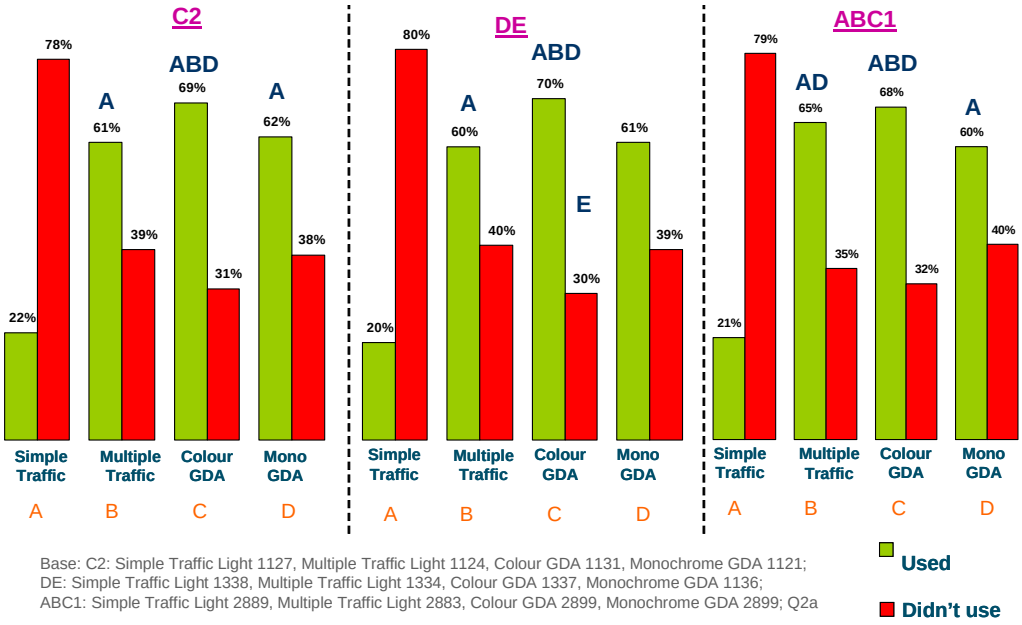
Base: Simple Traffic Light 5358, Multiple Traffic Light 5342, Colour GDA 5366, Monochrome GDA 5356, No signposting 5338: Q2a

13.1.3 Use of Signposting Information When Answering Questions on Nutritional Content

In Figure 71 it is clear that the signposting was claimed to have been used to a similar extent with each of the signposts by each of C2, DE and ABC1 respondents, with colour-coded GDA used significantly more than other concepts. The signposting was however used slightly more with Multiple Traffic Lights among ABC1 groups than C2 and DE groups.

Figure 71

Whether Signposting Referred To When Answering Any of Nutrient Content Questions



Base: C2: Simple Traffic Light 1127, Multiple Traffic Light 1124, Colour GDA 1131, Monochrome GDA 1121;
DE: Simple Traffic Light 1338, Multiple Traffic Light 1334, Colour GDA 1337, Monochrome GDA 1136;
ABC1: Simple Traffic Light 2889, Multiple Traffic Light 2883, Colour GDA 2899, Monochrome GDA 2899; Q2a

13.2 Comparison of Two Products

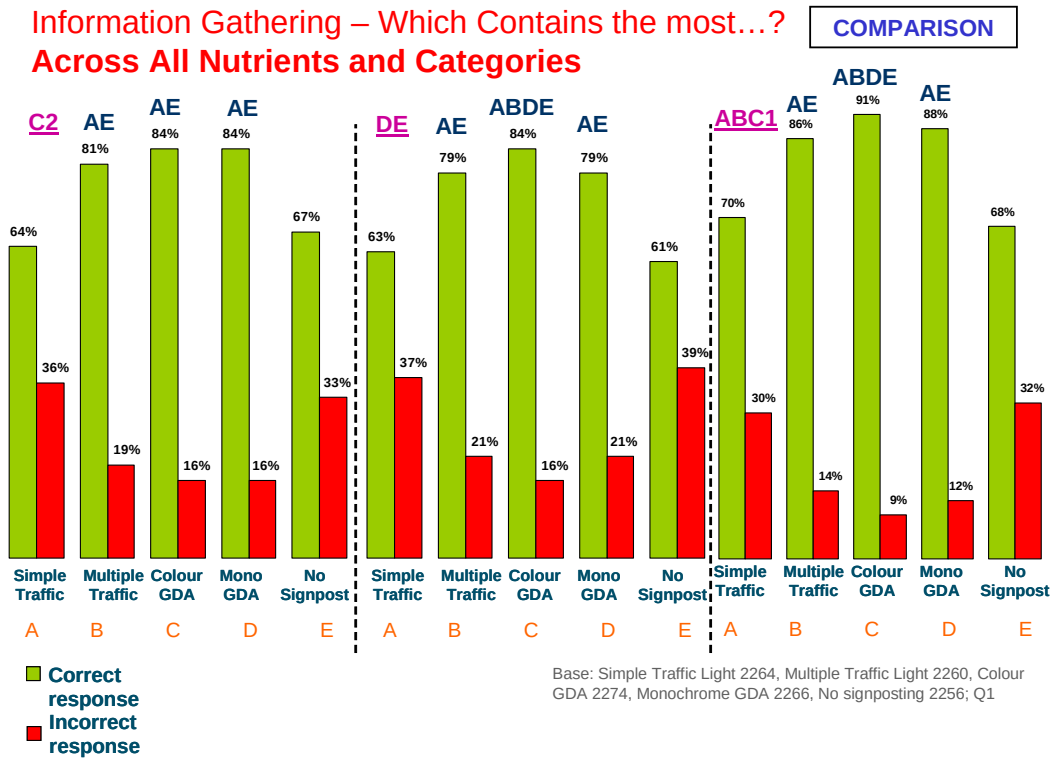
13.2.1 Understanding

A. Among All Respondents of C2 and DE Socio-economic Groups

As shown in Figure 72, whilst the pattern of responses among C2 and DE respondents was similar to that of the total sample (shown in Figure 22) and ABC1 respondents, there were some differences. Firstly, among C2 respondents, there was no significant difference in the correctness level elicited by Colour-coded GDA compared to Multiple Traffic Lights and Monochrome GDA, while among DE respondents, ABC1 respondents and the Total Sample, Colour-coded GDA did perform significantly better than Multiple Traffic Lights and Monochrome GDA.

Secondly, the level of correct responses among C2 and DE respondents was lower than that of ABC1 respondents for all signposting concepts.

Figure 72



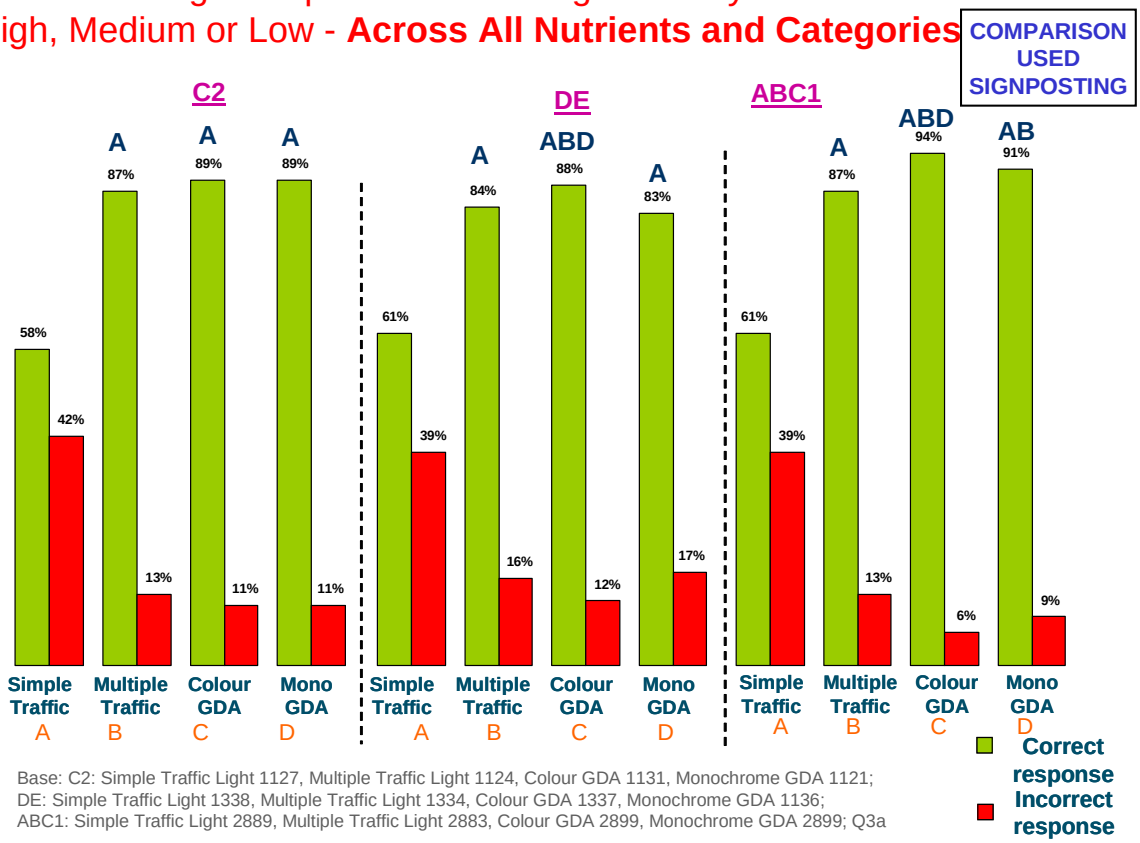
B. Among All Respondents of C2 and DE Socio-economic Groups Using Signposting

In Figure 73 it can be seen that the level of correct responses among C2 and DE respondents claiming to have used signposting was lower than that of ABC1 respondents for Colour-coded GDA and Monochrome GDA.

As among the total sample (shown in Figure 22), Colour-coded GDA performed best among DE and ABC1 socio-economic groups, producing a significantly higher level of correct response than the other three signposts. However, unlike among the total sample, Colour-coded GDA did not score significantly better than either Multiple Traffic Lights or Monochrome GDA among the C2 group.

Figure 73

Understanding – Proportion Answering Correctly Whether Product is High, Medium or Low - **Across All Nutrients and Categories**

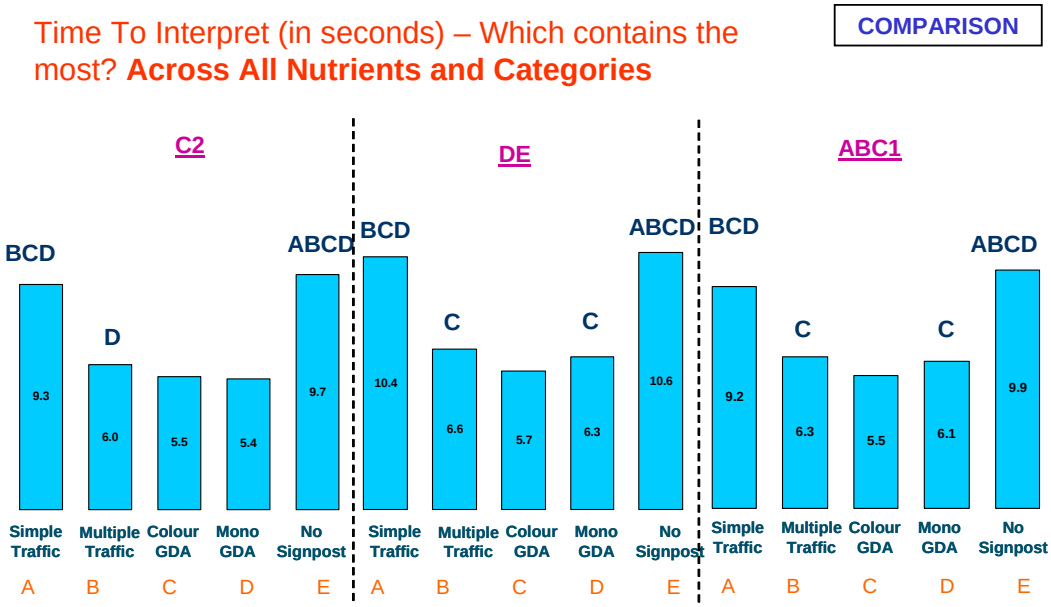


Base: C2: Simple Traffic Light 1127, Multiple Traffic Light 1124, Colour GDA 1131, Monochrome GDA 1121;
DE: Simple Traffic Light 1338, Multiple Traffic Light 1334, Colour GDA 1337, Monochrome GDA 1136;
ABC1: Simple Traffic Light 2889, Multiple Traffic Light 2883, Colour GDA 2899, Monochrome GDA 2899; Q3a

13.2.2 Time to Interpret

Figure 74 shows that the general pattern of speed of response is similar across C2, DE and ABC1 groups. However there is no difference in the speed of response when using Colour-coded GDA and Multiple Traffic Lights among the C2 group, whereas among the DE group and the Total sample, Colour-coded GDA elicited significantly faster responses.

Figure 74

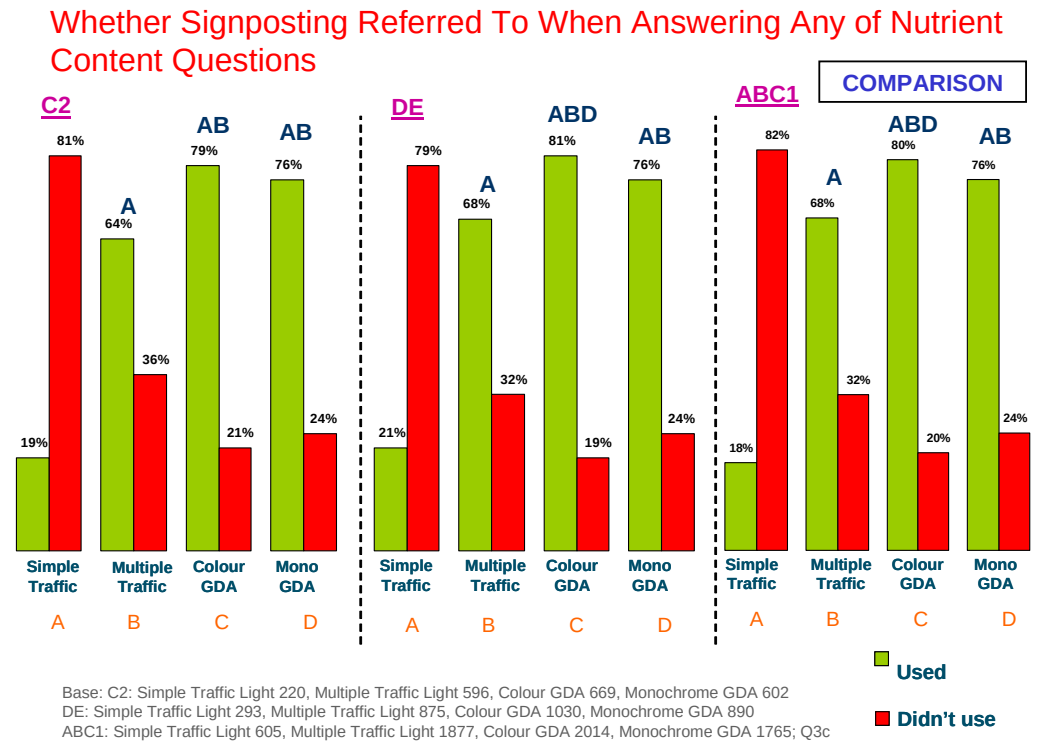


Base: C2: Simple Traffic Light 1127, Multiple Traffic Light 1124, Colour GDA 1131, Monochrome GDA 1121, No signposting 1118;
DE: Simple Traffic Light 1338, Multiple Traffic Light 1334, Colour GDA 1337, Monochrome GDA 1136, No signposting 1335;
ABC1: Simple Traffic Light 2889, Multiple Traffic Light 2883, Colour GDA 2899, Monochrome GDA 2899, No signposting 2881; Q2a

13.2.3 Use of Signposting Information When Answering Questions on Nutritional Content

It can be seen from Figure 75 that the signposting was claimed to have been used to a similar extent with each of the signposts by each of C2, DE and ABC1 respondents. The signposting was however used slightly less with Multiple Traffic Lights among C2 groups than among ABC1 and DE groups.

Figure 75

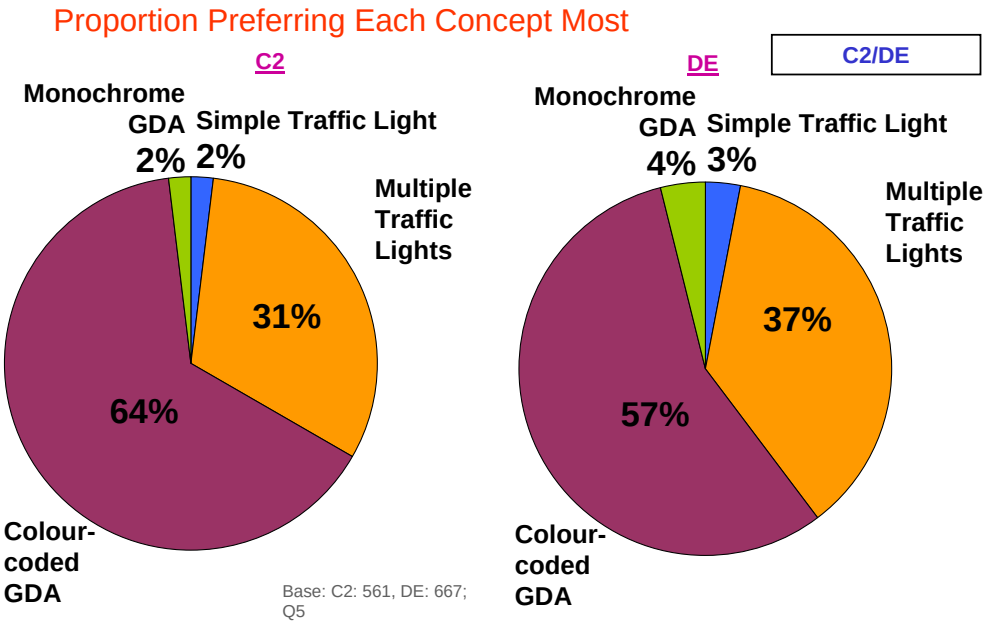


Base: C2: Simple Traffic Light 220, Multiple Traffic Light 596, Colour GDA 669, Monochrome GDA 602
DE: Simple Traffic Light 293, Multiple Traffic Light 875, Colour GDA 1030, Monochrome GDA 890
ABC1: Simple Traffic Light 605, Multiple Traffic Light 1877, Colour GDA 2014, Monochrome GDA 1765; Q3c

13.3 Consumer Preference

It can be seen in Figure 76 that among DE respondents the proportion preferring Colour-coded GDA was significantly lower than that of other socio-economic groups and the proportion preferring Multiple Traffic Lights was significantly higher. Colour-coded GDA was nevertheless the most preferred signpost among DE and all other socio-economic groups.

Figure 76



14. Conclusions

Overall across both performance evaluations, the Multiple Traffic Lights and Colour-coded GDA options performed strongest of the signposting concepts tested. All signposting concepts performed better than when no signposting was available. A three point scale has been used to show the relative merits of Multiple Traffic Lights and Colour-coded GDA measured against the objectives of a government signposting scheme as shown in the table below.

	Objectives of a signposting scheme	**Multiple Traffic Lights**	**Colour-coded GDA**
1.	To help consumers make informed choices and to construct a balanced diet.	**	***
2.	To allow a consumer to quickly and correctly identify whether a product is a healthier option or one high in fat, salt or sugar.	***	**
3.	To allow the consumer to make comparisons between products and to quickly identify which is the one lower in fat, salt or sugar and which is the higher.	**	***
4.	To be easy and clear to understand.	***	**
5.	To be applicable to as a wide a range of consumers as possible (age, socio-demographic group, ethnic minorities etc)	***	**

Objective 1. To help consumers make informed choices and to construct a balanced diet.
From 2,676 respondents interviewed, 96% said they felt that front of pack signposting would be useful in helping them make healthier food choices.

When consumer **preference** for signposting formats was explored, 95% of people preferred a colour-coded individual nutrient based scheme. More than twice as many respondents preferred the Colour-coded GDA option (65%), than preferred Multiple Traffic Lights (30%).

Objective 2. To allow a consumer to quickly and correctly identify whether a product is a healthier option or one high in fat, salt or sugar.
The Multiple Traffic Lights option **performed** particularly strongly when used to assess whether an individual product was high, medium or low in a particular nutrient (90% correct responses compared with 69% for Colour-coded GDA among those

who said they used signposting[11]). In the individual product evaluation people were more likely to respond quickly and correctly when using Multiple Traffic Lights (average 4.2 sec) compared with any other signposting formats (Colour-coded GDA average 5.0 sec).

Objective 3. To allow the consumer to make comparisons between products and to quickly identify which is the one lower in fat, salt or sugar and which is the higher.

When comparing two products, the Colour-coded GDA option elicited the highest level of correct responses, although in evaluations in which respondents claimed to use signposting, the Multiple Traffic Lights option also produced a high level of correct responses. The level of correct responses when using Multiple Traffic Lights was lower than the Colour-coded GDA option (86% and 92% correct responses respectively[12]).

When using Colour-coded GDA, consumers also responded more quickly (average 5.1 sec), compared with Multiple Traffic Lights (average 5.5 sec). This difference can perhaps be explained by the fact that in the case of the Multiple Traffic Lights option, respondents referred to the nutrition panel in a greater proportion[13] of evaluations as well as the signposting concept to differentiate between the products' nutrient content when comparing two products. When consumers claimed they did not use the nutritional panel they were less likely to be able to differentiate between products' nutrient content using the Multiple Traffic Lights signpost alone, especially when comparing products with the same colour coding for the same nutrients.

Objective 4. To be easy and clear to understand.

Of those people who said they preferred Multiple Traffic Lights, the main reasons given were that it was easy to: read (37%), use and understand (34%) and that it could be seen quickly or at a glance (26%).

Those who preferred Colour-coded GDA, said they did so because they liked the colour-coding (46%) and the detailed numerical information (30%). A smaller proportion of people preferring this option said that Colour-coded GDA was easy or clear to read (16%) or to use and understand (13%).

The performance data suggests that while people said they liked having access to numerical information in the Colour-coded GDA signpost, they were not always able to use it correctly and were more likely to use the colour coding information as the basis on which to determine the 'healthiness' of the product.

Objective 5. To be applicable to as a wide a range of consumers as possible (age, socio-demographic group, ethnic minorities etc)

Multiple Traffic Lights produces a high level of correct responses across all age, socio-economic and geographical subgroups and main ethnic minority groups. In the Individual Performance Evaluations, Colour-coded GDA performed particularly poorly

[11] Difference is statistically significant at the 95% confidence level
[12] Difference is statistically significant at the 95% confidence level
[13] Difference is statistically significant at the 95% confidence level

among older consumers (55-70 year-olds) and those in the lowest socio-economic groups (DE).

In Individual Performance Evaluations, Multiple Traffic Lights performed best across all socio-economic groups. The Colour-coded GDA option performed second best, notably producing a greater difference in the level of correct responses among those of C2 and DE compared with ABC1 socio-economic groups than other signposts in the study. The Colour-coded GDA option produced a lower level of responses among age range 55-70 yr (57%), than among other age ranges (16-34 yrs (70%), 35-54 yrs (66%)), a difference which was larger compared with other signposts.

When the signposting was claimed to have been used in the Two-Product Comparison Evaluations, among C2 respondents, there was no significant difference in the correctness level elicited by Colour-coded GDA compared to Multiple Traffic Lights, while among DE respondents (and C2 and DE groups combined), ABC1 respondents and the Total Sample, Colour-coded GDA did perform significantly better than Multiple Traffic Lights and Monochrome GDA.

With respect to the main ethnic minority groups, Multiple Traffic Lights performed best in the Individual Product Evaluation, both in terms of the level of correct responses, and the speed with which the information was interpreted. Among those who claimed to use signposting to compare two products, Colour-coded GDA performed significantly better than Multiple Traffic Lights (92% and 83% correct responses respectively). There was no significant difference in the time taken to respond.

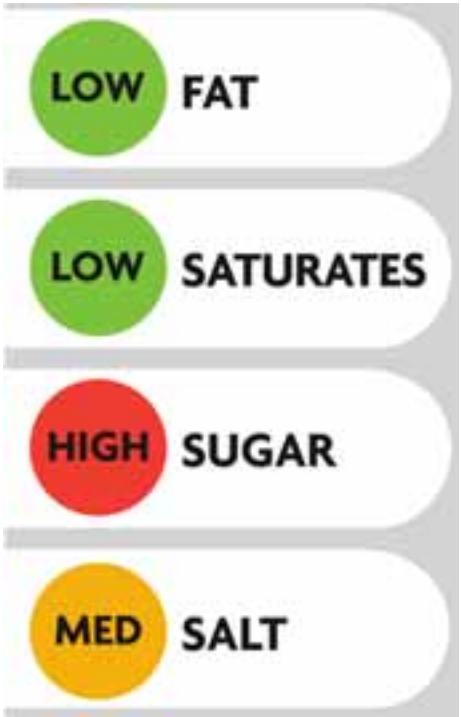
In summary, both Multiple Traffic Lights and Colour-coded GDA perform well and have obvious strengths. The Multiple Traffic Lights option largely performed better than the Colour-coded GDA option in helping a wide range of consumers, including the elderly and those from lower socio-economic groups, to quickly and correctly assess the saturated fat, fat, salt and sugar levels in a range of foods. The Colour-coded GDA option performed best in helping people compare the nutritional content of two products. It is notable that among people who said that they used signposting to respond, while the difference in the level of correct responses between Colour-coded GDA and Multiple Traffic Lights is 6 percentage points when comparing two products, Multiple Traffic Lights performed better during the individual product comparisons by a margin of 21 percentage points.

On balance the Multiple Traffic Lights signpost was found to most closely meet the research objectives and the Agency's stated objectives for a government signposting system, and was found by the majority of consumers to be easy to use and understand.

Appendix 1: Signposting Concepts

Simple Traffic Lights

Multiple Traffic Lights



GDA Concept with colour coding

Monochrome GDA concept

Appendix 2.1: Products and Nutrients Included in the Research and Nutrient Content Profile of Products

The shaded boxes indicate the two nutrients which were asked about for each product in the evaluations.

For the purposes of this exercise, the Agency's guidance on 'A lot' and 'A little' was used as the basis of the descriptors high (H), medium (M) and low (L). A nutrient was described as 'low' if it met the criteria for 'A little', as 'high' if it met the criteria for 'A lot' and 'medium' in all other cases.

Products tested – Individual Evaluations

Products	Simple Traffic	Fat	Sat Fat	Sugar	Salt
Cereal bar, apple variety	Less healthy	3.5 M	1.5 M	11 H	0.3 M
Chilli Beef Noodles Ready Meal	Less healthy	8.1 L	1.1 L	23.0 M	3.4 M
Chicken Fillet Burger	Intermediate	3.9 M	0.6 L	0 L	0.3 M
Swiss Roll, Raspberry Variety	Less healthy	0.6 L	0.3 L	14.2 H	0.1 M
Cannelloni Ready Meal	Less healthy	40 M	20.4 H	13.6 M	2.8 M

The nutrient content of a product is shown as grams of nutrient per serving.

Appendix 2.2: Nutrients Included in the Research and Nutrient Content Profile of Products

The shaded boxes indicate the two nutrients which were asked about for each product in the evaluations.

For the purposes of this exercise, the Agency's guidance on 'A lot' and 'A little' was used as the basis of the descriptors high (H), medium (M) and low (L). A nutrient was described as 'low' if it met the criteria for 'A little', as 'high' if it met the criteria for 'A lot' and 'medium' in all other cases.

Products tested – Comparisons of Two Products

Products	Simple Traffic	Fat	Sat Fat	Sugar	Salt
Whole Grain Breakfast Cereal	Less healthy	1.6 M	0.4 M	8.6 H	0.6 H
Whole Grain Breakfast Cereal	Healthier	1.0 L	0.2 L	0.4 L	Trace L
Irish Stew Ready Meal	Intermediate	9.5 L	5.4 M	2.7 L	4.5 M
Minced Beef Cobbler Ready Meal	Intermediate	33.2 M	20 H	10.4 M	3.0 M
Spinach & Ricotta Pizza	Intermediate	15.7 M	5.8 M	8.5 M	1.7 M
Garlic Mushroom & Marscapone Cheese Pizza	Less healthy	26.3 M	14.0 H	3.6 L	2.8 H
Corn-based Crisps, Cheese Variety	Less healthy	13.0 H	6.0 H	1.3 M	1 H
Corn-based Crisps, Cheese Variety	Less healthy	6.3 H	0.4 M	1.6 M	0.5 H
Chicken Dopiaza & Pilau Rice Ready Meal	Intermediate	27 M	2.6 L	13 M	1.8 M
Prawn Rogan Josh & Pilau Rice Ready Meal	Intermediate	28 M	7 M	14 M	2.3 H

The nutrient content of a product is shown as grams of nutrient per serving.

Appendix 3: Food Categories About Which Respondents Were Asked Whether Would Like to See Signposting On

Fresh meat and fish

Cooked meats inc. tinned meats

Burger, sausages, nuggets and fish fingers

Pies

Pizzas

Chilled and frozen ready meals

Sandwiches

Milk & cream

Cheese

Butter and spreads

Fats and oils

Bread including rolls

Tinned products

Pasta, rice and dried foods

Fresh fruit and vegetables

Breakfast cereals

Crisps

Cakes and biscuits

Ice cream and desserts

Yoghurts

Chocolate and sweets

Soft drinks

Fruit juices

All of those listed

All foods & drinks

Appendix 4: Questionnaire

CONCEPTS TO BE TESTED:

1ST EVALUATION: A10, A21 AND A32

2ND EVALUATION: G16, G27 AND G38

3RD EVALUATION: M51, M62 AND M73

4TH EVALUATION: T57, T68 AND T79

5TH EVALUATION: Z85, Z96 AND Z107

COLLECT CONCEPT BOARD EF

DO NOT ALLOW RESPONDENT TO SEE CONCEPT MATERIAL PRIOR TO THE START OF EACH INTERVIEW – THESE SHOULD BE PLACED ON A CHAIR NEXT TO YOU AND OUT OF VIEW.

MAIN INTERVIEW – INTRODUCTION

(15-17) 1
Concept
(18) 1
Nutrient 1st
(19) 1
Nutrient 2nd
(20) 4

SAY: **Today I am going to show you some photos of real packaging for different food products with information on both sides and ask you some questions about them. This research is about understanding how consumers use information on food labels to make healthier food choices. Some of the product packaging I will show you has additional information on the front of the pack, whilst some does not.**

Just to reassure you that this is not a test. We are just interested in your views. Please take as long as you want for each question

SHOW BOTH SIDES OF BOARD **A10**.

SAY: **Here is a photo of a Cereal Bar you might typically find in a supermarket. Please imagine you are in a supermarket looking at it. This product is as it appears in the shops but with some additional information on the front of the pack. POINT TO SIGNPOSTING ON FRONT OF PACK. This information is designed to help you decide whether to choose this product as part of a nutritionally balanced diet. Please take a moment to look at it.**

Prod shown 1st
(21-22) 1

REMEMBER TO RECORD TIME RESPONDENT TAKES AT Q1 AT Q2A

Q1. Using the information on the pack, would you say this product is high, medium or low in…

INTERVIEWER: ROTATE ORDER OF ASKING	**SUGAR** (23)	**SALT** (24)
High content	☐ 1	☐ 1
Medium Content	☐ 2	☐ 2
Low content	☐ 3	☐ 3
Can't tell	☐ 4	☐ 4
Don't know	☐ 5	☐ 5
Observation only:	(25)	(26)
Nutritional panel on back of pack referred to: Yes	☐ 1	☐ 1
No	☐ 2	☐ 2

Q2a. INT. RECORD APPROXIMATE ESTIMATION OF TIME TAKEN TO OBTAIN THIS INFORMATION

	SUGAR (27)	**SALT** (28)
Immediately (within 2 seconds)	☐ 1	☐ 1
Within 5 seconds	☐ 2	☐ 2
Within 10 seconds	☐ 3	☐ 3
Within 20 seconds	☐ 4	☐ 4
Longer than 20 seconds	☐ 5	☐ 5

Q2b. What information, if any, were you using when answering the questions I just asked you about …… (insert Nutrient**) content?** RECORD AS PER PRE-CODES. OTHERWISE RECORD UNDER OTHERS. IF FURTHER CLARIFICATION REQUIRED ASK RESPONDENT TO POINT TO CONCEPT BOARD, DO NOT PROMPT AS PER PRE-CODES. MULTI CODING ALLOWED

	SUGAR (29-48)	**SALT** (49-68)
Signposting (on front of pack)	☐ 1	☐ 1
(POINT TO DOUBLE CHECK THIS IS WHAT IS MEANT)		
Nutritional panel (on back of pack)	☐ 2	☐ 2
The ingredients list (not nutritional panel)	☐ 3	☐ 3
I just know about the nutrition of this type of product	☐ 4	☐ 4
Common sense/General knowledge	☐ 5	☐ 5
Didn't use anything	☐ 6	☐ 6
Other (SPECIFY).....	☐ 20	

Other (SPECIFY) ..... ☐ 20

REMOVE BOARD A10

SHOW BOTH SIDES OF THE BOARDS **A21** and **A32** TOGETHER.

SAY: **Here are photos of two Breakfast cereals you might typically find in a supermarket. Please take a moment to look at them**

POINT TO SIGNPOSTING ON FRONT OF BOTH BOARDS

These packs also have information to help you decide whether to choose these products.

REMEMBER TO RECORD TIME RESPONDENT TAKES AT Q3A AT Q3B

Q3a. Using the information on the packs, which, if any, of these products would you say has a higher …… (insert Nutrient) content or would you say they are both the same?
INTERVIEWER: ROTATE ORDER OF ASKING

INTERVIEWER RECORD WHETHER NUTRITION PANEL ON BACK REFERRED TO AND FOR WHICH PRODUCT(S):

		SUGAR	SALT	
Product with higher content:				
A21 has higher content		☐ 1	☐ 1	(69) (70)
A32 has higher content		☐ 2	☐ 2	
Both the same		☐ 3	☐ 3	
Can't tell		☐ 4	☐ 4	
Don't know		☐ 5	☐ 5	
Observation only: Nutritional panel on the back referred to:				
A21	Yes	☐ 6	☐ 6	
	No	☐ 7	☐ 7	
A32	Yes	☐ 8	☐ 8	
	No	☐ 9	☐ 9	

Q3b. INTERVIEWER RECORD APPROXIMATE ESTIMATION OF TIME TAKEN TO OBTAIN THIS INFORMATION:

	SUGAR	SALT	
Immediately (within 2 seconds)	☐ 1	☐ 1	(71) (72)
Within 5 seconds	☐ 2	☐ 2	
Within 10 seconds	☐ 3	☐ 3	
Within 20 seconds	☐ 4	☐ 4	
Longer than 20 seconds	☐ 5	☐ 5	

Q3c. What information, if any, were you using when answering the questions I just asked you about which product is higher in…… (insert Nutrient)? RECORD AS PER PRE-CODES. OTHERWISE RECORD UNDER OTHERS. IF FURTHER CLARIFICATION REQUIRED ASK RESPONDENT TO POINT TO CONCEPT BOARDS, DO NOT PROMPT AS PER PRE-CODES. MULTI CODING ALLOWED

	SUGAR	SALT	
Signposting (on front of pack)	☐ 1	☐ 1	(73) (93)
(POINT TO DOUBLE CHECK THIS IS WHAT IS MEANT)			
Nutritional panel (on back of pack)	☐ 2	☐ 2	
The ingredients list (not nutritional panel)	☐ 3	☐ 3	
I just know about the nutrition of this type of product	☐ 4	☐ 4	
Common sense/General knowledge	☐ 5	☐ 5	
Didn't use anything	☐ 6	☐ 6	
Other (SPECIFY)	☐ 20		
.....	☐ 20		

REMOVE BOARDS A21 and A32

2nd EVALUATION

Concept (113) 2 Nutrient 1st (114) 2 Nutrient 2nd (115) 3

Prod shown 1st (116-117) 2

SHOW BOTH SIDES OF BOARD **G16**.

SAY: **Here is a photo of a Ready Meal you might typically find in a supermarket. Please imagine you are in a supermarket looking at it. This product is as it appears in the shops but with some additional information on the front of the pack. POINT TO SIGNPOSTING ON FRONT OF PACK. This information is designed to help you decide whether to choose this product as part of a nutritionally balanced diet. Please take a moment to look at it.**

REMEMBER TO RECORD TIME RESPONDENT TAKES AT Q1 AT Q2A.

Q1. Using the information on the pack, would you say this product is high, medium or low in…

INTERVIEWER: ROTATE ORDER OF ASKING

	FAT	**SATURATED FAT**
	(118)	(119)
High content	☐ 1	☐ 1
Medium Content	☐ 2	☐ 2
Low content	☐ 3	☐ 3
Can't tell	☐ 4	☐ 4
Don't know	☐ 5	☐ 5
Observation only:	(120)	(121)
Nutritional panel on back of pack referred to: Yes	☐ 1	☐ 1
No	☐ 2	☐ 2

Q2a. INT. RECORD APPROXIMATE ESTIMATION OF TIME TAKEN TO OBTAIN THIS INFORMATION

	FAT	**SATURATED FAT**
	(122)	(123)
Immediately (within 2 seconds)	☐ 1	☐ 1
Within 5 seconds	☐ 2	☐ 2
Within 10 seconds	☐ 3	☐ 3
Within 20 seconds	☐ 4	☐ 4
Longer than 20 seconds	☐ 5	☐ 5

Q2b. What information, if any, were you using when answering the questions I just asked you about …… (insert Nutrient**) content?** RECORD AS PER PRE-CODES. OTHERWISE RECORD UNDER OTHERS. IF FURTHER CLARIFICATION REQUIRED ASK RESPONDENT TO POINT TO CONCEPT BOARD, DO NOT PROMPT AS PER PRE-CODES. MULTI CODING ALLOWED.

	FAT	**SATURATED FAT**
Signposting (on front of pack) (POINT TO DOUBLE CHECK THIS IS WHAT IS MEANT)	☐ 1	☐ 1
Nutritional panel (on back of pack)	☐ 2	☐ 2
The ingredients list (not nutritional panel)	☐ 3	☐ 3
I just know about the nutrition of this type of product	☐ 4	☐ 4
Common sense/General knowledge	☐ 5	☐ 5
Didn't use anything	☐ 6	☐ 6
Other (SPECIFY)	☐ 20	
.....	☐ 20	

(124)(144)

REMOVE BOARD G16

SHOW BOTH SIDES OF THE BOARDS **G27** and **G38** TOGETHER.

SAY: **Here are photos of two Ready Meals you might typically find in a supermarket. Please take a moment to look at them**

POINT TO SIGNPOSTING ON FRONT OF BOTH BOARDS

These packs also have information to help you decide whether to choose these products.

REMEMBER TO RECORD TIME RESPONDENT TAKES AT Q3A AT Q3B

Q3a. Using the information on the packs, which, if any, of these products would you say has a higher …… (insert Nutrient) content or would you say they are both the same?
INTERVIEWER: ROTATE ORDER OF ASKING

INTERVIEWER RECORD WHETHER NUTRITION PANEL ON BACK REFERRED TO AND FOR WHICH PRODUCT(S):

		FAT	SATURATED FAT	
Product with higher content:				
G27has higher content		☐ 1	☐ 1	(164) (165)
G38 has higher content		☐ 2	☐ 2	
Both the same		☐ 3	☐ 3	
Can't tell		☐ 4	☐ 4	
Don't know		☐ 5	☐ 5	
Observation only: Nutritional panel on the back referred to:				
G27	Yes	☐ 6	☐ 6	
	No	☐ 7	☐ 7	
G38	Yes	☐ 8	☐ 8	
	No	☐ 9	☐ 9	

Q3b. INTERVIEWER RECORD APPROXIMATE ESTIMATION OF TIME TAKEN TO OBTAIN THIS INFORMATION:

	FAT	SATURATED FAT	
Immediately (within 2 seconds)	☐ 1	☐ 1	(166) (167)
Within 5 seconds	☐ 2	☐ 2	
Within 10 seconds	☐ 3	☐ 3	
Within 20 seconds	☐ 4	☐ 4	
Longer than 20 seconds	☐ 5	☐ 5	

Q3c. What information, if any, were you using when answering the questions I just asked you about which product is higher in …… (insert Nutrient)? RECORD AS PER PRE-CODES. OTHERWISE RECORD UNDER OTHERS. IF FURTHER CLARIFICATION REQUIRED ASK RESPONDENT TO POINT TO CONCEPT BOARDS, DO NOT PROMPT AS PER PRE-CODES. MULTI CODING ALLOWED.

	FAT	SATURATED FAT	
Signposting (on front of pack)	☐ 1	☐ 1	(168) (188)
(POINT TO DOUBLE CHECK THIS IS WHAT IS MEANT)			
Nutritional panel (on back of pack)	☐ 2	☐ 2	
The ingredients list (not nutritional panel)	☐ 3	☐ 3	
I just know about the nutrition of this type of product	☐ 4	☐ 4	
Common sense/General knowledge	☐ 5	☐ 5	
Didn't use anything	☐ 6	☐ 6	
Other (SPECIFY)	☐ 20		
.....	☐ 20		

REMOVE BOARDS G27 and G38

3rd EVALUATION

Concept (208) 3 Nutrient 1st (209) 3 Nutrient 2nd (210) 4

Prod shown 1st (211-212) 3

SHOW BOTH SIDES OF BOARD **M51**

SAY: **Here is a photo of a Chicken burger you might typically find in a supermarket. Please imagine you are in a supermarket looking at it. This product is as it appears in the shops but with some additional information on the front of the pack. POINT TO SIGNPOSTING ON FRONT OF PACK. This information is designed to help you decide whether to choose this product as part of a nutritionally balanced diet. Please take a moment to look at it.**

REMEMBER TO RECORD TIME RESPONDENT TAKES AT Q1 AT Q2A.

Q1. Using the information on the pack, would you say this product is high, medium or low in…

INTERVIEWER: ROTATE ORDER OF ASKING

	SATURATED FAT (213)	SALT (214)
High content	☐ 1	☐ 1
Medium Content	☐ 2	☐ 2
Low content	☐ 3	☐ 3
Can't tell	☐ 4	☐ 4
Don't know	☐ 5	☐ 5

Observation only: Nutritional panel on the back referred to:

	(215)	(216)
Yes	☐ 1	☐ 1
No	☐ 2	☐ 2

Q2a. INT. RECORD APPROXIMATE ESTIMATION OF TIME TAKEN TO OBTAIN THIS INFORMATION

	SATURATED FAT (217)	SALT (218)
Immediately (within 2 seconds)	☐ 1	☐ 1
Within 5 seconds	☐ 2	☐ 2
Within 10 seconds	☐ 3	☐ 3
Within 20 seconds	☐ 4	☐ 4
Longer than 20 seconds	☐ 5	☐ 5

Q2b. What information, if any, were you using when answering the questions I just asked you about …… (insert Nutrient) content? RECORD AS PER PRE-CODES. OTHERWISE RECORD UNDER OTHERS. IF FURTHER CLARIFICATION REQUIRED ASK RESPONDENT TO POINT TO CONCEPT BOARD, DO NOT PROMPT AS PER PRE-CODES. MULTI CODING ALLOWED.

	SATURATED FAT	SALT
Signposting (on front of pack) (POINT TO DOUBLE CHECK THIS IS WHAT IS MEANT)	☐ 1	☐ 1
Nutritional panel (on back of pack)	☐ 2	☐ 2
The ingredients list (not nutritional panel)	☐ 3	☐ 3
I just know about the nutrition of this type of product	☐ 4	☐ 4
Common sense/General knowledge	☐ 5	☐ 5
Didn't use anything	☐ 6	☐ 6
Other (SPECIFY)	☐ 20	
.....		☐ 20

(219) (239)

***IF SIGNPOSTING MENTIONED AT Q2B GO TO Q2C ON LAST PAGE, ELSE REMOVE BOARD M51**

SHOW BOTH SIDES OF BOARDS **M62** and **M73** TOGETHER.

SAY: **Here are photos of two Pizzas you might typically find in a supermarket. Please take a moment to look at them**

POINT TO SIGNPOSTING ON FRONT OF BOTH BOARDS

These packs also have information to help you decide whether to choose these products.

REMEMBER TO RECORD TIME RESPONDENT TAKES AT Q3A AT Q3B

Q3a. Using the information on the packs, which, if any, of these products would you say has a higher …… (insert Nutrient) content or would you say they are both the same?
INTERVIEWER: ROTATE ORDER OF ASKING

INTERVIEWER RECORD WHETHER NUTRITION PANEL ON BACK REFERRED TO AND FOR WHICH PRODUCT(S):

		SATURATED FAT	SALT	
Product with higher content:				
M62 has higher content		☐ 1	☐ 1	(259) (260)
M73has higher content		☐ 2	☐ 2	
Both the same		☐ 3	☐ 3	
Can't tell		☐ 4	☐ 4	
Don't know		☐ 5	☐ 5	
Observation only: Nutritional panel on the back referred to				
M62	Yes	☐ 6	☐ 6	
	No	☐ 7	☐ 7	
M73	Yes	☐ 8	☐ 8	
	No	☐ 9	☐ 9	

Q3b. INTERVIEWER RECORD APPROXIMATE ESTIMATION OF TIME TAKEN TO OBTAIN THIS INFORMATION:

	SATURATED FAT	SALT	
Immediately (within 2 seconds)	☐ 1	☐ 1	(261) (262)
Within 5 seconds	☐ 2	☐ 2	
Within 10 seconds	☐ 3	☐ 3	
Within 20 seconds	☐ 4	☐ 4	
Longer than 20 seconds	☐ 5	☐ 5	

Q3c. What information, if any, were you using when answering the questions I just asked you about which product is higher in …… (insert Nutrient)? RECORD AS PER PRE-CODES. OTHERWISE RECORD UNDER OTHERS. IF FURTHER CLARIFICATION REQUIRED ASK RESPONDENT TO POINT TO CONCEPT BOARDS, DO NOT PROMPT AS PER PRE-CODES. MULTI CODING ALLOWED

	SATURATED FAT	SALT	
Signposting (on front of pack)	☐ 1	☐ 1	(263) (283)
(POINT TO DOUBLE CHECK THIS IS WHAT IS MEANT)			
Nutritional panel (on back of pack)	☐ 2	☐ 2	
The ingredients list (not nutritional panel)	☐ 3	☐ 3	
I just know about the nutrition of this type of product	☐ 4	☐ 4	
Common sense/General knowledge	☐ 5	☐ 5	
Didn't use anything	☐ 6	☐ 6	
Other (SPECIFY)	☐ 20		
.....	☐ 20		

***IF SIGNPOSTING MENTIONED AT Q3C, GO TO Q3D ON BACK PAGE, ELSE REMOVE BOARDS M62 and M73**

4th EVALUATION

Concept (303) 4 Nutrient 1st (304) 2 Nutrient 2nd (305) 3

SHOW BOTH SIDES OF BOARD **T57**.

SAY: **Here is a photo of a Cake you might typically find in a supermarket. Please imagine you are in a supermarket looking at it. This product is as it appears in the shops but with some additional information on the front of the pack. POINT TO SIGNPOSTING ON FRONT OF PACK. This information is designed to help you decide whether to choose this product as part of a nutritionally balanced diet. Please take a moment to look at it.**

Prod shown 1st

(306-307) 4

REMEMBER TO RECORD TIME RESPONDENT TAKES AT Q1 AT Q2A.

Q1. Using the information on the pack, would you say this product is high, medium or low in…

INTERVIEWER: ROTATE ORDER OF ASKING

	FAT (308)	**SATURATED FAT** (309)
High content	☐ 1	☐ 1
Medium Content	☐ 2	☐ 2
Low content	☐ 3	☐ 3
Can't tell	☐ 4	☐ 4
Don't know	☐ 5	☐ 5

Observation only: Nutritional panel on the back referred to:

	(310)	(311)
Yes	☐ 1	☐ 1
No	☐ 2	☐ 2

Q2a. INT. RECORD APPROXIMATE ESTIMATION OF TIME TAKEN TO OBTAIN THIS INFORMATION

	FAT (312)	**SATURATED FAT** (313)
Immediately (within 2 seconds)	☐ 1	☐ 1
Within 5 seconds	☐ 2	☐ 2
Within 10 seconds	☐ 3	☐ 3
Within 20 seconds	☐ 4	☐ 4
Longer than 20 seconds	☐ 5	☐ 5

Q2b. What information, if any, were you using when answering the questions I just asked you about …… (insert Nutrient**) content?** RECORD AS PER PRE-CODES. OTHERWISE RECORD UNDER OTHERS. IF FURTHER CLARIFICATION REQUIRED ASK RESPONDENT TO POINT TO CONCEPT BOARD, DO NOT PROMPT AS PER PRE-CODES. MULTI CODING ALLOWED.

	FAT	**SATURATED FAT**
Signposting (on front of pack) (POINT TO DOUBLE CHECK THIS IS WHAT IS MEANT)	☐ 1	☐ 1
Nutritional panel (on back of pack)	☐ 2	☐ 2
The ingredients list (not nutritional panel)	☐ 3	☐ 3
I just know about the nutrition of this type of product	☐ 4	☐ 4
Common sense/General knowledge	☐ 5	☐ 5
Didn't use anything	☐ 6	☐ 6
Other (SPECIFY)	☐ 20	
.....		☐ 20

(314) (334)

REMOVE BOARD T57

SHOW BOTH SIDES OF BOARDS **T68** and **T79** TOGETHER.

SAY: **Here are photos of two Packets of crisps you might typically find in a supermarket. Please take a moment to look at them**

POINT TO SIGNPOSTING ON FRONT OF BOTH BOARDS

These packs also have information to help you decide whether to choose these products.

REMEMBER TO RECORD TIME RESPONDENT TAKES AT Q3A AT Q3B

Q3a. Using the information on the packs, which, if any, of these products would you say has a higher ……. (insert Nutrient) content or would you say they are both the same?
INTERVIEWER: ROTATE ORDER OF ASKING

INTERVIEWER RECORD WHETHER NUTRITION PANEL ON BACK REFERRED TO AND FOR WHICH PRODUCT(S):

		FAT	SATURATED FAT	
Product with higher content:				
T68 has higher content		☐ 1	☐ 1	(354) (355)
T79 has higher content		☐ 2	☐ 2	
Both the same		☐ 3	☐ 3	
Can't tell		☐ 4	☐ 4	
Don't know		☐ 5	☐ 5	
Observation only: Nutritional panel on the back referred to				
T68	Yes	☐ 6	☐ 6	
	No	☐ 7	☐ 7	
T79	Yes	☐ 8	☐ 8	
	No	☐ 9	☐ 9	

Q3b. INTERVIEWER RECORD APPROXIMATE ESTIMATION OF TIME TAKEN TO OBTAIN THIS INFORMATION:

	FAT	SATURATED FAT	
Immediately (within 2 seconds)	☐ 1	☐ 1	(356) (357)
Within 5 seconds	☐ 2	☐ 2	
Within 10 seconds	☐ 3	☐ 3	
Within 20 seconds	☐ 4	☐ 4	
Longer than 20 seconds	☐ 5	☐ 5	

Q3c. What information, if any, were you using when answering the questions I just asked you about which product is higher in ……. (insert Nutrient)? RECORD AS PER PRE-CODES. OTHERWISE RECORD UNDER OTHERS. IF FURTHER CLARIFICATION REQUIRED ASK RESPONDENT TO POINT TO CONCEPT BOARDS, DO NOT PROMPT AS PER PRE-CODES. MULTI CODING ALLOWED

	FAT	SATURATED FAT	
Signposting (on front of pack)	☐ 1	☐ 1	(358) (378)
(POINT TO DOUBLE CHECK THIS IS WHAT IS MEANT)			
Nutritional panel (on back of pack)	☐ 2	☐ 2	
The ingredients list (not nutritional panel)	☐ 3	☐ 3	
I just know about the nutrition of this type of product	☐ 4	☐ 4	
Common sense/General knowledge	☐ 5	☐ 5	
Didn't use anything	☐ 6	☐ 6	
Other (SPECIFY)	☐ 20		
.....	☐ 20		

REMOVE BOARDS T68 and T79

5th EVALUATION

Concept (398) 5 Nutrient 1st (399) 3 Nutrient 2nd (400) 4

SHOW BOTH SIDES OF BOARD **Z85**.

SAY: **Here is a photo of a PASTA READY MEALS you might typically find in a supermarket. This product is as it appears in the shops, without any additional information on the front of the pack. Please imagine you are in a supermarket looking at it. Please take a moment to look at it.**

Prod shown 1st (401-402) 5

REMEMBER TO RECORD TIME RESPONDENT TAKES AT Q1 AT Q2A.

Q1. Using the information on the pack, would you say this product is high, medium or low in…

INTERVIEWER: ROTATE ORDER OF ASKING

	SATURATED FAT (403)	SALT (404)
High content	☐ 1	☐ 1
Medium Content	☐ 2	☐ 2
Low content	☐ 3	☐ 3
Can't tell	☐ 4	☐ 4
Don't know	☐ 5	☐ 5

Observation only: Nutritional panel on the back referred to:

	(405)	(406)
Yes	☐ 1	☐ 1
No	☐ 2	☐ 2

Q2a. INT. RECORD APPROXIMATE ESTIMATION OF TIME TAKEN TO OBTAIN THIS INFORMATION

	SATURATED FAT (407)	SALT (408)
Immediately (within 2 seconds)	☐ 1	☐ 1
Within 5 seconds	☐ 2	☐ 2
Within 10 seconds	☐ 3	☐ 3
Within 20 seconds	☐ 4	☐ 4
Longer than 20 seconds	☐ 5	☐ 5

Q2b. What information, if any, were you using when answering the questions I just asked you about …… (insert Nutrient**) content?** RECORD AS PER PRE-CODES. OTHERWISE RECORD UNDER OTHERS. IF FURTHER CLARIFICATION REQUIRED ASK RESPONDENT TO POINT TO CONCEPT BOARD, DO NOT PROMPT AS PER PRE-CODES. MULTI CODING ALLOWED

	SATURATED FAT	SALT
BLANK CODE (POINT TO DOUBLE CHECK THIS IS WHAT IS MEANT)	☐ 1	☐ 1
Nutritional panel (on back of pack)	☐ 2	☐ 2
The ingredients list (not nutritional panel)	☐ 3	☐ 3
I just know about the nutrition of this type of product	☐ 4	☐ 4
Common sense/General knowledge	☐ 5	☐ 5
Didn't use anything	☐ 6	☐ 6
Other (SPECIFY)	☐ 20	
.....		☐ 20

(409) (429)

REMOVE BOARD Z85

SHOW BOTH SIDES OF BOARDS **Z96** and **Z107** TOGETHER

SAY: **Here are photos of two Curry's you might typically find in a supermarket.**

REMEMBER TO RECORD TIME RESPONDENT TAKES AT Q3A AT Q3B

Q3a. which, if any, of these products would you say has a higher …… (insert Nutrient) content or would you say they are both the same?
INTERVIEWER: ROTATE ORDER OF ASKING

INTERVIEWER RECORD WHETHER NUTRITION PANEL ON BACK REFERRED TO AND FOR WHICH PRODUCT(S):

		SATURATED FAT	SALT	
Product with higher content:				
Z96 has higher content		☐ 1	☐ 1	(449) (450)
Z107 has higher content		☐ 2	☐ 2	
Both the same		☐ 3	☐ 3	
Can't tell		☐ 4	☐ 4	
Don't know		☐ 5	☐ 5	
Observation only: Nutritional panel on the back referred to				
Z96	Yes	☐ 6	☐ 6	
	No	☐ 7	☐ 7	
Z107	Yes	☐ 8	☐ 8	
	No	☐ 9	☐ 9	

Q3b. INTERVIEWER RECORD APPROXIMATE ESTIMATION OF TIME TAKEN TO OBTAIN THIS INFORMATION:

	SATURATED FAT	SALT	
Immediately (within 2 seconds)	☐ 1	☐ 1	(451) (452)
Within 5 seconds	☐ 2	☐ 2	
Within 10 seconds	☐ 3	☐ 3	
Within 20 seconds	☐ 4	☐ 4	
Longer than 20 seconds	☐ 5	☐ 5	

Q3c. What information, if any, were you using when answering the questions I just asked you about which product is higher in …… (insert Nutrient)? RECORD AS PER PRE-CODES. OTHERWISE RECORD UNDER OTHERS. IF FURTHER CLARIFICATION REQUIRED ASK RESPONDENT TO POINT TO CONCEPT BOARDS, DO NOT PROMPT AS PER PRE-CODES. MULTI CODING ALLOWED

	SATURATED FAT	SALT	
BLANK CODE	☐ 1	☐ 1	(453) (473)
(POINT TO DOUBLE CHECK THIS IS WHAT IS MEANT)			
Nutritional panel (on back of pack)	☐ 2	☐ 2	
The ingredients list (not nutritional panel)	☐ 3	☐ 3	
I just know about the nutrition of this type of product	☐ 4	☐ 4	
Common sense/General knowledge	☐ 5	☐ 5	
Didn't use anything	☐ 6	☐ 6	
Other (SPECIFY)	☐ 20		
.....	☐ 20		

REMOVE BOARDS Z96 and Z107

PREFERENCE OF CONCEPTS

SHOW BOARD EF AND POINT TO ALL FOUR CONCEPTS:

Here are the 4 different ways of displaying the additional information I have just shown you.

Q5a. Thinking about actually looking at this information on a product in a supermarket, which of these ways of displaying additional information on nutritional content do you like <u>the most</u>?

Q5b. Which would be your <u>least favourite</u> choice?

Q5c. Which would be your <u>second</u> choice?

IF NO FURTHER PREFERENCE OR ALL THE SAME GIVEN AT ANY QUESTION, SKIP TO Q6A.

	Concept W	Concept X	Concept Y	Concept Z	No Further Preference	All the same	
Concept liked best	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	(493)
Least favourite choice	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	(494)
Second choice	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	(495)
Int.to code remaining choice (THIRD CHOICE)	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	(497)

Q6a. Why do you like [POINT TO RELEVANT CONCEPT] **<u>the most</u>?** PROBE FULLY (498-557)

.....

.....

.....

.....

.....

.....

.....

.....

Q6b. Why do you like [POINT TO RELEVANT CONCEPT] **<u>the least</u>?** PROBE FULLY (558-617)

.....

.....

.....

.....

.....

.....

.....

.....

Q7. I am now going to read out some statements that other people have said about these ways of displaying information. After I read out each statement, can you please tell me which of these (POINT TO W, X, Y, Z ON BOARD)**, if any, the statement applies to….** PROBE FOR EACH STATEMENT: **Any others?**
MULTICODE POSSIBLE

INTERVIEWER: ROTATE ORDER OF ASKING STATEMENTS

	Concept W	Concept X	Concept Y	Concept Z	All of them	None of them	No opinion	
Is easy to understand and use (Ask: Any others)	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7	(618-624)
Doesn't give me enough information on fat, salt and sugar (Ask: Any others)	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7	(625-631)
Is too simple (Ask: Any others)	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7	(632-638)
Is too complicated (Ask: Any others)	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7	(639-645)
Gives me the right amount of information I need on fat, salt and sugar (Ask: Any others)	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7	(646-652)
Would help me to compare easily the fat, salt and sugar content of products (Ask: Any others)	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7	(653-659)
Would help me work out how much fat, sugar and salt I am eating in my diet (Ask: Any others)	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7	(660-666)
Would help me make healthier food choices more quickly (Ask: Any others)	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7	(667-673)

POINT TO ALL 4 TYPES OF SIGNPOSTING:

SHOWCARD Q8

Q8. Thinking generally about all these ways of showing information on the front of food packaging, which of these phrases best describes how useful you think this information is when making healthier food choices?

Very useful	☐ 1	(674)
Quite useful	☐ 2	
Not very useful	☐ 3	
Not at all useful	☐ 4	
(Don't care/not interested)	☐ 5	

Q9a. **If this type of information were shown on food packaging, would you like to know more about how the information you see is worked out?**

Yes	☐ **1** – Q9b	(675)
No	☐ **2** – Q9c	

IF YES AT Q9a, ASK Q9b. OTHERWISE SKIP TO Q9c:

SHOWCARD Q9b

Q9b. **Where would you like to find out more about how the information was worked out?** PROBE: **Any others?**
MULTICODE POSSIBLE

On food packaging	☐ 1	(676-685)
In leaflets available in stores	☐ 2	
On signs in stores	☐ 3	
On the internet	☐ 4	
Other (SPECIFY)	☐ **10**	

SHOWCARD Q9c

Q9c. **On which of the following food categories, if any, would you like to see this additional information to be shown?** PROBE: **Any others?** MULTICODE POSSIBLE

Fresh meat and fish	☐ 1	Fresh fruit and vegetables	☐ 15	(686-720)
Cooked meats inc. tinned meats	☐ 2	Breakfast cereals	☐ 16	
Burgers, sausages, nuggets and fish fingers	☐ 3	Crisps	☐ 17	
		Cakes and biscuits	☐ 18	
Pies	☐ 4	Ice cream and desserts	☐ 19	
Pizzas	☐ 5	Yoghurts	☐ 20	
Chilled and frozen ready meals	☐ 6	Chocolate and sweets	☐ 21	
Sandwiches	☐ 7	Soft drinks	☐ 22	
Milk and cream	☐ 8	Fruit juices	☐ 23	
Cheese	☐ 9	Other (SPECIFY)		
Butter and spreads	☐ 10	.....		
Fats and oils	☐ 11	.....	☐ **32**	
Bread including rolls	☐ 12	All of those listed	☐ 33	
Tinned products	☐ 13	All foods and drinks	☐ 34	
Pasta, rice and dried foods	☐ 14	None of them	☐ 35	

SHOWCARD Q10

Q10. **Which of these products, if any, do you buy nowadays?**

Breakfast cereal	☐ 1	(721-729)
Ready meals	☐ 2	
Indian Ready Meals	☐ 3	
Pasta Ready Meals	☐ 4	
Pizzas	☐ 5	
Chicken Burgers	☐ 6	
Cake	☐ 7	
Crisps	☐ 8	
Cereal bars	☐ 9	

CLASSIFICATION

QD1. I'd now like to ask you how important different nutrients are to you when you are in a shop considering whether a product is healthier or less healthy.

Firstly, thinking about [INSERT NUTRIENT]**, how important would you say this is when you are considering whether a product is healthier or less healthy?**

SHOW CARD QD1

INTERVIEWER: ROTATE ORDER OF ASKING

TICK & ROTATE START		Very Important	Quite important	Not very important	Not at all important	(Don't know)	
☐	Fat	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	(730)
☐	Saturated fat	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	(731)
☐	Salt	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	(732)
☐	Sugar	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	(733)
☐	Calories	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	(734)

QD2. Can I just check, how often do you read the nutritional panel on food packaging? By this I mean the table on the back or the side of the packaging that tells you how much fat, sugar and protein etc. is contained in the product.

SHOW CARD QD2

Never	☐ 1	(735)
Rarely	☐ 2	
Occasionally	☐ 3	
Usually	☐ 4	
Always	☐ 5	
Don't know/can't remember	☐ 6	

QD2a. INTERVIEWER : Code whether respondent asked what GDA meant at any time during the interview (736)

Yes	☐ 1
No	☐ 2

SHOW CARD QD3

QD3. Can I ask if you or anyone else in your household who you buy food for is any of the following?

READ OUT AND ASK HOW MANY PEOPLE

	No. of people	
Completely vegetarian (do not eat meat - beef, chicken pork or lamb - or fish?	_____	(737-738)
Mainly vegetarian (eat fish but not meat)	_____	(739-740)
Vegan (do not eat meat, fish, dairy products, or any product derived from animals)	_____	(741-742)
Following a strict plan to lose weight	_____	(743-744)
*On a special diet for medical reasons	_____	(745-746)
On a special diet due to allergies	_____	(747-748)
On a special diet for religious reasons	_____	(749-750)

IF ONE OR MORE PEOPLE CODED FOR '* **ON A SPECIAL DIET FOR MEDICAL REASONS**' AT QD3, ASK QD4. OTHERWISE SKIP TO QD5:

QD4. And can I ask you which ingredients or nutrients you need to be careful about for the special diet due to medical reasons? READ OUT. MULTI CODING ALLOWED (751-760)

- Fat ☐ 1
- Saturated fat ☐ 2
- Salt ☐ 3
- Sugar ☐ 4
- Calories ☐ 5
- Something else (SPECIFY) ..... ☐ 10

QD5a. How many male adults aged 16+ currently live in your household?

QD5b. How many female adults aged 16+ currently live in your household?

	Male (761)	**Female** (762)
One	☐ 1	☐ 1
Two	☐ 2	☐ 2
Three	☐ 3	☐ 3
Four or more	☐ 4	☐ 4

QD6. And how many children aged … live in your household? INTERVIEWER ASK FOR EACH AGE GROUP

	Children aged 0-5 (763)	**Children aged 6-10** (764)	**Children aged 11-15** (765)
One	☐ 1	☐ 1	☐ 1
Two	☐ 2	☐ 2	☐ 2
Three	☐ 3	☐ 3	☐ 3
Four or more	☐ 4	☐ 4	☐ 4
None	☐ 5	☐ 5	☐ 5

NAME AND ADDRESS OF RESPONDENT FOR BACK-CHECKING PURPOSES ONLY.

Name: .....

Address: .....

.....

Postcode: .....

Telephone Number: (INCL. STD CODE) .....

THANK RESPONDENT & CLOSE

INTERVIEWED IN ACCORDANCE WITH THE MRS CODE OF CONDUCT

Signed by Interviewer: .....

Interviewer ID: ☐☐☐☐☐ (766-770)

Date of interview: ☐☐ : ☐☐ : 0 5 (771-776)

Time of interview: ☐☐ : ☐☐ (777-780)

PLEASE NOTE ACCORDING TO 24 HOUR CLOCK E.G. 1:00PM WILL BE 1 3 : 0 0

FOR OFFICE USE ONLY:

CODER 1 ..... (781-782) CODER 2 ..... (783-784) PUNCHER 1..... (785-786) PUNCHER 2 (787-788)

POINT TO SIGNPOSTING ON FRONT OF BOARD

Q2c. **You said you used this information to answer the questions I just asked you about …** (INSERT NUTRIENT(S) AS APPROPRIATE)**. Can you tell me what exactly you were using?**
DO NOT PROMPT AS PER PRE-CODES. MULTICODING POSSIBLE

	SATURATED FAT (789)	**SALT** (809)
The colours	☐ 1	☐ 1
The per serving figures	☐ 2	☐ 2
The GDA figures	☐ 3	☐ 3
Other (SPECIFY).....	☐ 20	
.....		☐ 20

REMOVE BOARD M51

NOW GO BACK TO INSTRUCTIONS BEFORE Q3A

POINT TO SIGNPOSTING ON FRONT OF BOTH BOARDS

Q3d. **You said you used this information to answer the questions I just asked you about …** (INSERT NUTRIENT(S) AS APPROPRIATE)**. Can you tell me what exactly you were using**? DO NOT PROMPT AS PER PRE-CODES. MULTICODING POSSIBLE

	SATURATED FAT (829)	**SALT** (849)
The colours	☐ 1	☐ 1
The per serving figures	☐ 2	☐ 2
The GDA figures	☐ 3	☐ 3
Other (SPECIFY).....	☐ 20	
.....		☐ 20

REMOVE BOARDS M62 and M73

NOW GO BACK TO NEXT EVALUATION

(869)