



Health Canada Santé
Canada Canada

Understanding, Appraisal and Use of Sugars Labelling by Canadians to Make Healthy Food Choices

Methodology report

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Ce rapport est aussi disponible en français.

Canada 

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This public opinion research report presents the methodology used for an online survey conducted by Leger Marketing Inc. on behalf of Health Canada. The survey was conducted with 4,005 Canadians aged 16 and over between February 19 and March 11, 2024.

Cette publication est aussi disponible en français sous le titre : Compréhension, évaluation et utilisation de l'étiquetage des sucres par les Canadiens pour faire des choix alimentaires sains.

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Executive Summary

Leger is pleased to present Health Canada with this public opinion research methodology report. This report was prepared by Léger Marketing Inc. who was contracted by Health Canada (contract number CW2338679, awarded November 22nd, 2023, for a total value of \$94,679.31 including HST).

Background and Objectives

Excess free (dietary) sugars intakes are associated with adverse health outcomes including weight gain, type II diabetes, dental caries, and other cardio metabolic risk factors. To meet the goal of reducing dietary sugars intakes of the Canadian population, in 2016 Health Canada announced several important sugars related design and content changes to the Nutrition label. The main objectives of the sugars labelling updates are to help people living in Canada:

- be aware of free sugars-based ingredients in foods and beverages,
- understand and be able to evaluate the sugars content of foods and beverages, and
- make informed food choice decisions to reduce sugars intakes.

As per Treasury Board requirements and the Cabinet Directive on Streamlining Regulations, Departments and Agencies are required to evaluate their regulatory programs to objectively assess the effectiveness of these programs in achieving expected results. Information gathered in this research will be used to help determine how successful the refinements to the listing of sugars-based ingredients and the addition of a %Daily Value (%DV) for sugars in the Nutrition Facts table (NFt) are in helping consumers make more informed food choices to reduce sugars intakes (e.g., choosing foods lower in sugars, replacing foods high in sugars with alternatives that are lower in sugars).

Efforts to reduce dietary sugars intake levels have been primarily limited to increasing knowledge and changing attitudes of consumers, specifically, consumer attitudes towards dietary sugars) consumer perceptions of the related risks of the dietary intake of sugars; consumers' most trusted and frequently used information sources for learning about sugars; and other sugars related nutrition-related topics. This consumer research will contribute subjective and objective foci on consumer competencies with sugars focused labelling, and how these factors influence food choices ("sugar literacy"). Specifically, does the % daily value for total sugars help consumers compare sugars content of similar and different foods and identify sugary foods that should be limited (those with a "a lot of sugars" i.e., a daily value of 15% or more). Also, do sugars-based ingredients grouped in brackets in descending order by weight after the name 'sugars' nudge consumer awareness that sugars have been added to the food. And finally does sugars ingredient grouping in the list of ingredients help consumers to identify the types of sugars added to the food and quantify the added sugars content relative to the other ingredients in the food.

The primary objective of this research is to evaluate recent changes to the Nutrition labels designed to help Canadians limit sugars intake.

Methodology

This public opinion research was conducted via online surveys, using Computer Aided Web Interviewing (CAWI) technology. The questionnaires were provided by Health Canada. Leger Marketing Inc. used the questionnaires without making any modifications to its format nor to its content. The questionnaire was approved for use by Health Canada's Research Ethics Board and was built to include integrated voice over for each question in the survey.

Fieldwork for the survey was carried out from February 19th to March 11th, 2024. A pre-test of 71 interviews was completed before launching data collection to validate the programming of the questionnaire in both English and French. A total of 4,005 Canadians aged 16 or older with demographic characteristics reflective of the target population were surveyed. Quotas were set to ensure the sample is made up of around 60% of Canadians who have a limited or marginal health literacy and 40% of Canadians who have an adequate health literacy.

In order to determine respondents' health literacy level and to select representative demographic samples of the Canadian population from consumers at risk of marginal/limited health literacy (60% of respondents) vs adequate health literacy (40% of respondents), they were pre-screened using the Newest Vital Sign health literacy screening tool (provided by Health Canada). This 6-question, multiple choice tool including an image of the label of an ice cream container, was integrated by Léger as a web-based tool with voice over so that participants can read and listen to each question and set of corresponding multiple-choice answers before making their answer selection. Once respondents finished the pre-screening, they were given the option to continue the survey right away, or to continue at a different time.

An average of 28 minutes was required for respondents to complete the survey. The sample was drawn randomly from the Leo panel and the overall participation rate for the survey was 15.53%.

A complete methodological description is provided in the Appendices section of this document.

Notes on Interpretation of the Research Findings

This report was compiled by Leger based on the research conducted specifically for this project. This research is not probabilistic; the results cannot be inferred to the general population of Canada.

Since a sample drawn from an Internet panel is not probabilistic in nature, margins of sampling error cannot be calculated for this survey. Respondents for this survey were selected from among those who have volunteered to participate/registered to participate in online surveys. The results of such surveys cannot be described as statistically projectable to the target population. The data have been weighted to reflect the demographic composition of the target population.

Political Neutrality Statement and Contact Information

Leger certifies that the final deliverables fully comply with the Government of Canada's political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications.

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

A handwritten signature in blue ink, appearing to read "Christian Bourque".

Signed:

Christian Bourque, Senior Researcher
Léger

Appendix 1: Quantitative Methodology

As a CRIC Member, Leger adheres to the most stringent guidelines for quantitative research. The survey was conducted in accordance with Government of Canada requirements for quantitative research, including the Standards of the Conduct of Government of Canada Public Opinion Research— Series A – Fieldwork and Data Tabulation for Online Surveys.

Respondents were assured of the voluntary, confidential and anonymous nature of this research. As with all research conducted by Leger, all information that could allow for the identification of participants was removed from the data, in accordance with the *Privacy Act*.

Sampling Procedure

Leger conducted a panel-based Internet survey with a sample of adult Canadians, using Computer Aided Web Interviewing (CAWI) technology. A total 4,005 respondents participated in the survey. The exact distribution is presented in the following section. Participant selection was done randomly from Leo's online panel.

Leger owns and operates an Internet panel of more than 400,000 Canadians from coast to coast. An Internet panel is made up of Web users profiled on different sociodemographic variables. The majority of Leger's panel members (61%) have been recruited randomly over the phone over the past decade, making it highly similar to the actual Canadian population on many demographic characteristics.

Data Collection

Fieldwork for the survey was carried out from February 19th to March 11th, 2024. A pre-test of 71 interviews was completed before launching data collection to validate the programming of the questionnaire in both English and French. A total of 4,005 Canadians with demographic characteristics reflective of the Canadian population were surveyed. Quotas were set to ensure the sample is made up of around 60% of Canadians who have a limited or marginal health literacy and 40% of Canadians who have an adequate health literacy.

An average of 28 minutes was required for respondents to complete the survey. The sample was drawn randomly from the Leo panel and the overall participation rate for the survey was 15.53%.

Since a sample drawn from an Internet panel is not probabilistic in nature, the margin of error cannot be calculated for this survey. Respondents for this survey were selected from among those who have volunteered to participate/registered to participate in online surveys. The results of such surveys cannot be described as statistically projectable to the target population. The data have been weighted to reflect the demographic composition of the target population. Because the sample is based on those who initially self-selected for participation, no estimates of sampling error can be calculated.

During data collection, regional quotas were set, along quotas to target a sufficient number of individuals with a limited/marginal health literacy (about 60% of the sample) and with adequate health literacy (40%

of the sample). The tables below detail the distribution of respondents by region, gender, age, education level, and presence of children in the household.

Table 1: Distribution of respondents by region

	Number of respondents (unweighted)
Quebec	968
Ontario	1,552
Manitoba/Saskatchewan	252
Alberta	383
British Columbia and Territories	622
Atlantic	228

Table 2: Distribution of respondents by gender

	Number of respondents (unweighted)
Man	1,913
Woman	2,064
Other	28

Table 3: Distribution of respondents by age

	Number of respondents (unweighted)
16-17	37
18-34	887
35-54	1,324
55+	1,757

Table 4: Distribution of respondents by education level

	Number of respondents (unweighted)
High school or less	977
College	1,133
University	1,895

Table 5: Distribution of respondents by presence of children in the household

	Number of respondents (unweighted)
Yes	1,097
No	2,908

Participation Rate

The overall participation rate for this study is 15.53%.

The participation rate is calculated as the number of **in-scope responding units**, divided by the sum of **unresolved units**, **in-scope non-responding units**, and **in-scope responding units**. The detailed completion results are as follows:

Table 6: Participation rate calculation

Invalid cases	
Invitations mistakenly sent to people who did not qualify for the study	-
Incomplete or missing email addresses	-
Unresolved (U)	78,874
Email invitations bounce back	77
Email invitations unanswered	78,797
In-scope non-responding units (IS)	5,949
Non-response from eligible respondents	-
Respondent refusals	861
Language problem	-
Selected respondent not available (illness; leave of absence; vacation; other)	-
Early breakoffs	5,088
Responding units (R)	15,598
Surveys disqualified – quota filled	8,933
Completed surveys disqualified for other reasons	2,660
Completed interviews	4,005
POTENTIALLY ELIGIBLE (U+IS+R)	100,421
Participation rate= R/(U + IS + R)	15.53%

The typical participation rates for Web-surveys are between 20% and 30%. A response rate of 15.53% may seem a bit low but given the limited amount of time for fieldwork, invitations had to be spread more widely in the panel to achieve the objectives, which has an impact on the participation rate.

Unweighted and Weighted Samples

Based on data from Statistics Canada’s 2021 national census, Leger weighted the results of this survey by gender, age, education level, and presence of children in the household within each province, in order to reflect the actual distribution of the Canadian adult population.

A basic comparison of the unweighted and weighted sample sizes was conducted to identify any potential non-response bias that could be introduced by lower participation rates among specific demographic subgroups (see tables below).

The table below presents the geographic distribution of respondents, before and after weighting. Quotas were set for each province, and the weighting adjusted for oversampling in certain provinces so that each province has a representative importance in the results.

Table7: Unweighted and Weighted Sample Distribution by Province

	Weighted	Unweighted
Quebec	889	968
Ontario	1,570	1,552
Manitoba/Saskatchewan	257	252
Alberta	455	383
British Columbia and Territories	575	622
Atlantic	259	228

The following tables present the demographic distribution of respondents, according to gender and age. Regarding gender, weighting only corrected minor imbalances. In terms of age, the weighting process slightly increased the weight of those 18-34 and reduced that of those aged 35-54 who were slightly overrepresented in the sample.

Table 8: Unweighted and Weighted Sample Distribution by Gender

	Weighted	Unweighted
Man	1,910	1,913
Woman	2,052	2,064
Non-binary/Other	43	28

Table 9: Unweighted and Weighted Sample Distribution by Age Group

	Weighted	Unweighted
16-17	81	37
18-34	963	887
35-54	1,232	1,324
55+	1,729	1,757

The following tables present the demographic distribution of respondents, according to education level and presence of children in the household. Regarding education level, the weight of those who have a university level education was decreased in favor of those with a college or high school or less education level, who were slightly underrepresented in the unweighted sample.

Table 10: Unweighted and Weighted Sample Distribution by Education Level

	Weighted	Unweighted
High school	1,283	977
College	1,496	1,133
University	1,226	1,895

The weighting process only minorly corrected the distribution of respondents with children in the household and those without.

Table 11: Unweighted and Weighted Sample Distribution by Presence of Children in the Household

	Weighted	Unweighted
Yes	1,100	1,097

No	2,905	2,908
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There is no evidence from the data that having achieved a different age or gender distribution prior to weighting would have significantly changed the results of this study. The relatively small weight factors (see the section below) and differences in responses between various subgroups suggest that data quality was not affected. The weight that was applied corrected the initial imbalance for data analysis purposes, and no further manipulations were necessary.

As with all research conducted by Leger, the contact information was kept entirely confidential and all information that could allow for the identification of participants was removed from the data in accordance with Canada's *Privacy Act*.

Weighting factors

Certain subgroups tend to be underrepresented or overrepresented in a sample compared to the general population. The weighting of a sample makes it possible to correct for differences in the representation of the various subgroups of that sample compared to what is usually observed in the overall study population. Weighting factors are therefore the weight given to each respondent that corresponds to a subgroup of the sample.

The weighting applied corrected the original imbalance for data analysis purposes; no further manipulation was required. Based on data from Statistics Canada's 2021 national census, Leger weighted the results of the sample of this survey by gender, age, education level, and presence of children in the household within each province, in order to reflect the actual distribution of the Canadian adult population.

The following tables illustrate the proportion allocated to each target audience in the **sample**.

Table 12: Weight factors by region, gender and age

Label	Weight
Male - British Columbia - 16-17	0.11
Male - British Columbia - 18-24	0.63
Male - British Columbia - 25-34	1.13
Male - British Columbia - 35-44	1.12
Male - British Columbia - 45-54	1.06
Male - British Columbia - 55-64	1.19
Male - British Columbia - 65+	1.76
Female - British Columbia - 16-17	0.18
Female - British Columbia - 18-24	0.60
Female - British Columbia - 25-34	1.08
Female - British Columbia - 35-44	1.10
Female - British Columbia - 45-54	1.10
Female - British Columbia - 55-64	1.29

Female - British Columbia - 65+	2.00
Male - Alberta - 16-17	0.20
Male - Alberta - 18-24	0.49
Male - Alberta - 25-34	1.03
Male - Alberta - 35-44	0.98
Male - Alberta - 45-54	0.94
Male - Alberta - 55-64	0.96
Male - Alberta - 65+	1.05
Female - Alberta - 16-24	0.65
Female - Alberta - 25-34	0.99
Female - Alberta - 35-44	1.05
Female - Alberta - 45-54	0.85
Female - Alberta - 55-64	0.96
Female - Alberta - 65+	1.22
Male - Manitoba / Saskatchewan - 16-24	0.38
Male - Manitoba / Saskatchewan - 25-34	0.53
Male - Manitoba / Saskatchewan - 35-44	0.47
Male - Manitoba / Saskatchewan - 45-54	0.46
Male - Manitoba / Saskatchewan - 55-64	0.55
Male - Manitoba / Saskatchewan - 65+	0.70
Female - Manitoba / Saskatchewan - 16-17	0.10
Female - Manitoba / Saskatchewan - 18-24	0.29
Female - Manitoba / Saskatchewan - 25-34	0.53
Female - Manitoba / Saskatchewan - 35-44	0.56
Female - Manitoba / Saskatchewan - 45-54	0.47
Female - Manitoba / Saskatchewan - 55-64	0.53
Female - Manitoba / Saskatchewan - 65+	0.84
Male - Ontario - 16-17	0.25
Male - Ontario - 18-24	1.85
Male - Ontario - 25-34	3.27
Male - Ontario - 35-44	2.93
Male - Ontario - 45-54	2.92
Male - Ontario - 55-64	3.27
Male - Ontario - 65+	4.35
Female - Ontario - 16-17	0.46
Female - Ontario - 18-24	1.82
Female - Ontario - 25-34	3.01
Female - Ontario - 35-44	3.11
Female - Ontario - 45-54	3.17
Female - Ontario - 55-64	3.54
Female - Ontario - 65+	5.24

Male - Quebec - 16-17	0.23
Male - Quebec - 18-24	0.86
Male - Quebec - 25-34	1.57
Male - Quebec - 35-44	1.78
Male - Quebec - 45-54	1.60
Male - Quebec - 55-64	2.09
Male - Quebec - 65+	2.88
Female - Quebec - 16-17	0.24
Female - Quebec - 18-24	0.87
Female - Quebec - 25-34	1.45
Female - Quebec - 35-44	1.63
Female - Quebec - 45-54	1.55
Female - Quebec - 55-64	2.12
Female - Quebec - 65+	3.33
Male - Atlantic - 16-24	0.22
Male - Atlantic - 25-34	0.45
Male - Atlantic - 35-44	0.42
Male - Atlantic - 45-54	0.51
Male - Atlantic - 55-64	0.64
Male - Atlantic - 65+	0.94
Female - Atlantic - 16-24	0.24
Female - Atlantic - 25-34	0.41
Female - Atlantic - 35-44	0.48
Female - Atlantic - 45-54	0.50
Female - Atlantic - 55-64	0.63
Female - Atlantic - 65+	1.06

Table 13: Weight factors by region

Label	Weight
British Columbia	14.36
Alberta	11.36
Saskatchewan	2.87
Manitoba	3.53
Ontario	39.19
Quebec	22.20
New Brunswick	1.91
Nova Scotia	2.73
Prince Edward Island	0.33
Newfoundland and Labrador	1.50

Table 14: Weight factors by education level, age, and region

Label	Weight
High school or less	69.41
University – Rest of Canada	24.32
University - Quebec	6.27

Table 15: Weight factors by presence of children in the household

Label	Weight
Yes	25.56
No	74.44

Table 16: Weight factors by level of health literacy

Label	Weight
Limited	7.61
Marginal	18.44
Adequate	73.94

Appendix 3: Questionnaire

Researchers at Health Canada are doing a study on sugars-focused nutrition labels on packaged foods and beverages. You have been asked to take part in this study.

Why are we inviting you to participate in this project?

- Health Canada has made several sugars related changes to food labels. Your participation will help Health Canada to know if these changes make it easier to use food labels to make informed food choices.

What will you be doing in this project?

- We are asking you to take part in an online questionnaire on your computer or tablet.
- You will be asked to look at examples of food labels on packaged foods.
- You will be asked to make food choices and answer questions about the food label information.
- The questionnaire will take about 30 minutes to do.

Can I be in the project?

Yes, you can if...

- You do some food shopping in convenience or grocery stores.
- You have access to a computer or tablet with an internet connection.
- You can speak and read English or French.
- You are at least 16 years old.
- You can understand everything on this page.

What if I start the questionnaire and then want to stop? Can I do that?

- Yes. Once you start the survey, you can stop at any time. You won't have to explain why you want to stop.
- If you decide to stop, none of the information we have collected from you will be used in the analysis, but researchers will use some information such as your age, and gender, if you have provided it, to examine if there are any differences among participants who did not want to take part in the study. The remaining results of your questionnaire responses will be discarded.

Do I have to answer every question in the questionnaire?

- Yes. However, you are free to stop answering the questionnaire at any point but you will not receive compensation points as per the Leger panel policy.

Do I get any benefit from being in the project?

- You will receive compensation points for completing this questionnaire from Léger as per the email you received with this link. If you do wish to withdraw from the questionnaire at any point in time, you will NOT receive any compensation points, as per Léger policy.

What will we do with the results of the project?

- The results of this study will be used by Health Canada to evaluate sugars-focused labelling on packaged foods and beverages.
- The results of this study will be used in a research report written by Health Canada.
- Health Canada will share this research report with all Canadians on the Library and Archives Canada website.
- Health Canada will also prepare a scientific report of the findings and publish them in a scientific journal. Your name will not be used in any of these documents.

Your Rights

- Your identifiable personal information will not be shared with Health Canada.
- You might have questions about your rights as a person in this project. You might also want to confirm that this project has been approved and is safe for you to be in.
- If you have any questions about this research, you can contact:
Elizabeth Mansfield, Health Canada
Telephone: (343) 542-4654
Email: beth.mansfield@hc-sc.gc.ca
- If you have questions about your rights as a research participant, you may contact:
Manager, Research Ethics Board of Health Canada
Telephone: (613) 941-5199
Email: REB-CER@hc-sc.gc.ca

Privacy Notice

The personal information you provide to Health Canada is governed in accordance with the *Privacy Act*. We only collect the information we need to conduct the research project “Front of Pack Consumer Research Phase II” under Section 4 of the Department of Health Act.

Purpose of collection: We require your personal information to determine your eligibility and record your consent to participate in this research study that will inform labelling policy, guidance documents, and development of labelling tools for prepackaged foods. If you request a copy of the research study, your contact information will be used to provide one to you.

For more information: This personal information collection is described in the standard personal information bank [Public Communications – PSU 914](#), in Info Source, available online at infosource.gc.ca.

Your rights under the *Privacy Act*: In addition to protecting your personal information, the *Privacy Act* gives you the right to request access to and correction of your personal information. For more information about these rights, or about our privacy practices, please contact Health Canada's Privacy Coordinator at (613) 948-1219 or privacy-vie.privee@hc-sc.gc.ca. You also have the right to file a complaint with the Privacy Commissioner of Canada if you think your personal information has been handled improperly.

Section 1: Demographics- personal characteristics and baseline shopping measures

#	Purpose	Variable	Question, Response Options [Programmer notes]
1	Screening	Work in the Government or food industry	<p>Are you currently employed in the Government or food industry?</p> <ul style="list-style-type: none"> • Yes • No <p>[PROGRAMMER NOTE: Single response option; Terminate if respond Yes]</p>
2	Screening	Shopping for food in the past 3 months	<p>Which of these have you done in the past 3 months? <i>Select all that apply</i></p> <p>Rows:</p> <ul style="list-style-type: none"> • Shopped for foods online • Shopped for foods in a grocery or convenience store • Bought a new car • Taken a holiday • Started to learn a new language • None of the above <p>[PROGRAMMER NOTE: Multiple response options; Randomise order of responses; Terminate if no food shopping online or in store in past 3 months]</p>
3	Demographics/age quota For audience segmentation	Age [Must be > 16 years old to participate]	<p>What is your age?</p> <ul style="list-style-type: none"> • 16 – 17 • 18–24 • 25–34 • 35–44 • 45–54 • 55–64 • 65–74 • 75+ <p>[PROGRAMMER NOTE: Single response option]</p>
4	Demographics/gender quota	Gender	<p>How do you identify?</p> <ul style="list-style-type: none"> • Male • Female • Non-binary • Other

			[PROGRAMMER NOTE: Single response option]
5	Demographics/regional quota	Region of Canada	<p>What are the 1st 3 digits of your postal code?</p> <p>[PROGRAMMER NOTE: Autocode to provinces /region]</p>
6	Demographics/household For audience segmentation	Household	<p>Are there children under 18 years old living in your household?</p> <ul style="list-style-type: none"> • Yes • No <p>[PROGRAMMER NOTE: Single response option]</p>
7	Demographics/soft quota For audience segmentation	Education	<p>What is the highest level of formal education you have completed?</p> <ul style="list-style-type: none"> • High school or below • Vocational/trade qualification • Undergraduate degree • Postgraduate degree <p>[PROGRAMMER NOTE: Single response option]</p>
INSERT QFILT1			
<p>Nutritional Value Scoring Calculation of health literacy score.</p>			

Nutrition Facts

Serving Size 1/2 cup (125 mL)

Servings Per Container 4

Calories 250 % Daily Value*

Fat 13 g 17 %
Saturated 9 g 45 %
+ Trans 0 g

Carbohydrate 30 g
Fibre 0 g 0 %
Sugars 23 g 23 %

Protein 4 g

Cholesterol 30 mg

Sodium 55 mg 2 %

Potassium 150 mg 3 %

Calcium 175 mg 13 %

Iron 0.5 mg 3 %

Vitamin A 100 µg 11 %

*5% or less is a little, 15% or more is a lot

Ingredients: Cream • Skim milk • Sugars (liquid sugar, brown sugar, sugar) • Water • Egg yolks • Milk fat • Peanut oil • Butter • Salt • Carrageenan • Vanilla extract.

This information is on the back of a 500-ml container of ice cream.

1. If you eat the entire container, how many calories will you eat?

Click on an image to enlarge.

- a. 250 Calories
- b. 300 Calories
- c. 500 calories
- d. 1000 Calories
- e. I do not know

[PROGRAMMER NOTE: Single answer option, correct answer d. 1000 calories.]

Nutrition Facts

Serving Size 1/2 cup (125 mL)

Servings Per Container 4

Calories 250 % Daily Value*

Fat 13 g 17 %
Saturated 9 g 45 %
+ Trans 0 g

Carbohydrate 30 g
Fibre 0 g 0 %
Sugars 23 g 23 %

Protein 4 g

Cholesterol 30 mg

Sodium 55 mg 2 %

Potassium 150 mg 3 %

Calcium 175 mg 13 %

Iron 0.5 mg 3 %

Vitamin A 100 µg 11 %

*5% or less is a little, 15% or more is a lot

Ingredients: Cream • Skim milk • Sugars (liquid sugar, brown sugar, sugar) • Water • Egg yolks • Milk fat • Peanut oil • Butter • Salt • Carrageenan • Vanilla extract.

2. If you are allowed to eat 60 grams of carbohydrates as a snack, how much ice cream could you have?

Click on an image to enlarge.

- a. ½ cup (125 mL)
- b. 1 cup (250 mL)
- c. 2 cups (500 mL)
- d. 4 cups (1000 mL)
- e. I do not know

[PROGRAMMER NOTE: Single answer option, correct answer b. 1 cup (250 mL)]

Nutrition Facts

Serving Size 1/2 cup (125 mL)

Servings Per Container 4

Calories 250	% Daily Value*
Fat 13 g	17 %
Saturated 9 g	45 %
+ Trans 0 g	
Carbohydrate 30 g	
Fibre 0 g	0 %
Sugars 23 g	23 %
Protein 4 g	
Cholesterol 30 mg	
Sodium 55 mg	2 %
Potassium 150 mg	3 %
Calcium 175 mg	13 %
Iron 0.5 mg	3 %
Vitamin A 100 µg	11 %

*5% or less is a little, 15% or more is a lot

Ingredients: Cream • Skim milk • Sugars (liquid sugar, brown sugar, sugar) • Water • Egg yolks • Milk fat • Peanut oil • Butter • Salt • Carrageenan • Vanilla extract.

3. Your doctor advises you to reduce the amount of saturated fat in your diet. You usually have 42 g of saturated fat each day, which includes one serving of ice cream. If you stop eating ice cream, how many grams of saturated fat would you be eating each day?

Click on an image to enlarge.

- a. 9 grams
- b. 15 grams
- c. 33 grams
- d. 42 grams
- e. I do not know

[PROGRAMMER NOTE: Single answer option, correct answer c. 33 grams.]

Nutrition Facts

Serving Size 1/2 cup (125 mL)

Servings Per Container 4

Calories 250	% Daily Value*
Fat 13 g	17 %
Saturated 9 g	45 %
+ Trans 0 g	
Carbohydrate 30 g	
Fibre 0 g	0 %
Sugars 23 g	23 %
Protein 4 g	
Cholesterol 30 mg	
Sodium 55 mg	2 %
Potassium 150 mg	3 %
Calcium 175 mg	13 %
Iron 0.5 mg	3 %
Vitamin A 100 µg	11 %

*5% or less is a little, 15% or more is a lot

Ingredients: Cream • Skim milk • Sugars (liquid sugar, brown sugar, sugar) • Water • Egg yolks • Milk fat • Peanut oil • Butter • Salt • Carrageenan • Vanilla extract.

4. If you usually eat 2,500 calories in a day, what percentage of your daily value of calories will you be eating if you eat one serving of ice cream?

Click on an image to enlarge.

- a. 5%
- b. 10%
- c. 20%
- d. 250%
- e. I do not know

[PROGRAMMER NOTE: Single answer option, correct answer b. 10%.]

Nutrition Facts

Serving Size 1/2 cup (125 mL)

Servings Per Container 4

Calories 250	% Daily Value*
Fat 13 g	17 %
Saturated 9 g	45 %
+ Trans 0 g	
Carbohydrate 30 g	
Fibre 0 g	0 %
Sugars 23 g	23 %
Protein 4 g	
Cholesterol 30 mg	
Sodium 55 mg	2 %
Potassium 150 mg	3 %
Calcium 175 mg	13 %
Iron 0.5 mg	3 %
Vitamin A 100 µg	11 %

*5% or less is a little, 15% or more is a lot

Ingredients: Cream • Skim milk • Sugars (liquid sugar, brown sugar, sugar) • Water • Egg yolks • Milk fat • Peanut oil • Butter • Salt • Carrageenan • Vanilla extract.

5. Pretend that you are allergic to the following substances: penicillin, peanuts, latex gloves and bee stings. Is it safe for you to eat this ice cream?

Click on an image to enlarge.

- a. Yes
- b. No
- c. I do not know

[PROGRAMMER NOTE: Single answer option, correct answer b. No]

Nutrition Facts

Serving Size 1/2 cup (125 mL)

Servings Per Container 4

Calories 250	% Daily Value*
Fat 13 g	17 %
Saturated 9 g	45 %
+ Trans 0 g	
Carbohydrate 30 g	
Fibre 0 g	0 %
Sugars 23 g	23 %
Protein 4 g	
Cholesterol 30 mg	
Sodium 55 mg	2 %
Potassium 150 mg	3 %
Calcium 175 mg	13 %
Iron 0.5 mg	3 %
Vitamin A 100 µg	11 %

*5% or less is a little, 15% or more is a lot

Ingredients: Cream • Skim milk • Sugars (liquid sugar, brown sugar, sugar) • Water • Egg yolks • Milk fat • Peanut oil • Butter • Salt • Carrageenan • Vanilla extract.

6. (Answer only if you responded "No" to question 5) Why not?

- a. Contains egg
- b. Comes from bees
- c. Contains peanut or peanut oil
- d. Contains ingredients that may be harmful
- e. I do not know

[PROGRAMMER NOTE: Single answer option, correct answer c. Contains peanut or peanut oil.]

Shopping demographic questions

<p>9</p>	<p>Demographics/Shopping</p> <p>For audience segmentation</p>	<p>Level of shopping</p>	<p>Generally, who does the food shopping for your household? Please include both online and in store food shopping.</p> <ul style="list-style-type: none"> • I do all or most of the food shopping • I share the responsibility with someone else • Someone else in my household does it • Someone else outside of my household (e.g., a relative or caregiver) does it • Each person does their own food/grocery shopping • None of the above <p>[PROGRAMMER NOTE: Single response option; Randomize order of responses except 'None of the above']</p>
<p>10</p>	<p>Shopping Demographics</p> <p>For audience segmentation</p>	<p>Type of shopping</p>	<p>How often, if at all, do you ...</p> <ol style="list-style-type: none"> 1. SHOPTYP1_a buy food at grocery stores or supermarkets? 2. SHOPTYP1_b buy food online from grocery stores or supermarkets? 3. SHOPTYP1_c buy food at convenience stores? 4. SHOPTYP1_d buy meal kits in store or online? <ul style="list-style-type: none"> • Every day • Most days • 2-3 times a week • About once a week • 2-3 times a month • About once a month • Less than once a month • Never <p>[PROGRAMMER NOTE: Single response for each SHOPTYP]</p>
<p>11</p>	<p>Shopping Demographics</p>	<p>Shopping for health reasons</p>	<p>Do any of the following affect the food choices you make for you or your household? Pick all that apply.</p> <ul style="list-style-type: none"> • Food allergy or food intolerance [DIETFACTORS_1]

			<ul style="list-style-type: none"> • Digestive concerns such as celiac disease, irritable bowel syndrome, etc. [DIETFACTORS_2] • Diet-related health concerns such as diabetes, heart disease, high blood pressure, etc. [DIETFACTORS_3] • Pregnancy or breast feeding [DIETFACTORS_4] • Looking to lose weight and/or maintain a healthy weight [DIETFACTORS_5] • Vegetarian or vegan [DIETFACTORS_6] • Religious beliefs that affect food choices [DIETFACTORS_7] • Training for sports [DIETFACTORS_8] • Cost of living pressures [DIETFACTORS_9] • Other things about you or your household that affect food choices (Please specify) [FREE TEXT] [DIETFACTORS_10] • None of the above. [EXCLUSIVE] [DFO] <p>[Multiple responses possible, randomise response order except for 'Other' and 'None of the above'.]</p>
12	Nutrition Information Demographics	Sources of information on sugars in foods	<p>If you need information about how to cut down on sugars, saturated fats, sodium (salt) in your diet where would you go for information? Pick all that apply</p> <ul style="list-style-type: none"> • Family and friends • TV or radio programs (e.g., cooking shows) • Health Canada website • Recipes – in books, magazines or online • Internet search engine (e.g., Google) • Social media (e.g., Facebook, Instagram, TikTok) • Food product packaging • Food professionals (e.g., Dietitian, Nutritionist) • I don't need information on cutting down on saturated fats, sugars or sodium in my diet [EXCLUSIVE] • Other, please specify: _____

			<p>[PROGRAMMER NOTE: Multiple response options except if they choose any of the last 2 options; Randomise order of responses, except 'I don't need information on cutting down on saturated fats, sugars, or sodium in my diet' and "Other"]</p>
13	Food safety knowledge and concerns	FoodSafety	<p>[ASK ALL]</p> <p>How often do you do the following when preparing food at home?</p> <p><i>Please answer on a scale from 1 to 7, where 1 = Never, and 7 = Always.</i></p> <ul style="list-style-type: none"> • Clean hands and work surfaces before, during, and after cooking [FS1] • Keep raw animal products (e.g. meat, eggs, and seafood) separate from ready-to-eat foods (e.g. fruit, vegetables, and cooked foods) in the fridge and when preparing foods. [FS2; include option Not applicable – I don't use raw animal products] • Cook raw animal products (e.g. meat, eggs, and seafood) to safe food temperatures using a food thermometer. Please consider instances where thorough cooking is not required for the dish (e.g. do not select always if you prepare raw egg smoothies, rare steak, runny eggs, or use raw fish in sushi. [FS3; include option Not applicable – I don't use raw animal products] • Refrigerate leftovers shortly after you are finished with them (within 2 hours) [FS4] <p>[Matrix: 1 = Never, 4 = About half the time, 7 = Always; or 'Not applicable – I don't use raw animal products']</p>

INSERT QFILT2

Section 2: Subjective Measures – Risk Perceptions and Label Competencies (Awareness, Understanding, Appraisal and Use) Questions from FSANZ, USFDA, UKFSA, EFSA, TNT Surveys

1	Overall Health - Subjective	Perception of Health	<p>How would you describe your own health, in general?</p> <ul style="list-style-type: none"> • Excellent • Very Good • Good • Fair • Poor <p>[PROGRAMMER NOTE: Single response option]</p>
2	Level of Interest in food and nutrition	Food Interest	<p>How interested are you in food and nutrition? Would you say that you are:</p> <ul style="list-style-type: none"> • Very interested • Interested • Not very interested • Not interested at all <p>[PROGRAMMER NOTE: Single response option]</p>
3	Interest in sugars	SUGARS	<p>Are you trying to limit or avoid sugars in your diet?</p> <ul style="list-style-type: none"> • YES I'm trying to limit sugars • YES I'm trying to avoid sugars entirely • NO I'm not trying to limit or avoid sugars <p>[PROGRAMMER NOTE: Single response option]</p>
4	Types of sugars to limit	SUGARS_LIMIT	<p>What type of sugars are you trying to limit or avoid?</p> <ul style="list-style-type: none"> • Sugars added to packaged foods and beverages • All types of sugars, both added sugars and sugars naturally present in foods • Sugars naturally present in foods (e.g., sugars in whole fruit and plain dairy products) • Other, please specify: _____ <p>[PROGRAMMER NOTE: Multiple response options; randomize order of responses]</p>
5	<p>Label Awareness</p> <p>EXAMPLE: Can filter by demographic profile, in store vs online, and by frequency of shopping (e.g., men/women, % shopping online at least weekly who always/often pay attention to food labels)</p>	Awareness of nutrition information on food labels	<p>When shopping for foods how often do you pay attention to the labels on foods and beverages?</p> <ul style="list-style-type: none"> • Always • Often • Sometimes • Rarely • Never <p>[PROGRAMMER NOTE: Single response option]</p>
6	Label Use		<p>[ASK IF LAIbertaEL_AWARE=always/often/sometimes]</p> <p>What information on the food labels do you pay most attention to? Pick up to 3 answers from the given ones</p> <ul style="list-style-type: none"> • Claims

			<ul style="list-style-type: none"> • Food Picture • Brand Name • Nutrition facts table • List of ingredients • Best before date • Serving size • Calories • Sugars content • Fat content • Protein content • Allergen information • Addition of colours and preservatives • Vitamin and mineral content • Other, please specify: _____ <p>[PROGRAMMER NOTE: Multiple response options up to 3; Randomise order of responses except “Other”]</p>
7	Dietary Sugars Knowledge		<p>For each of the following statements, please indicate whether you think it is true or false.</p> <ol style="list-style-type: none"> 1. A product with a “no added sugars” claim contains 0 grams of sugar 2. Added sugars are all artificial 3. Sugars and added sugars are the same 4. Fructose, glucose, sucrose can be used as added sugars 5. Added sugars can be from natural sources such as honey and maple syrup 6. Added sugars are added during food preparation 7. Fruit contains sugars 8. Plain milk contains sugars 9. Fruit yogurt contains added sugars 10. Sugars are only added to sweeten foods 11. 100% fruit juice contains sugars <p>[PROGRAMMER NOTE: Randomise order that the items appear]</p>
8	Dietary Sugars Knowledge		<p>In which of the following products do you expect to find added sugars? Pick all that apply</p> <ul style="list-style-type: none"> • Fresh vegetables • Ready-to-eat meals • Fresh fruits • Plain yogurt • Fruit yogurt • 100% Fruit juice • Honey • Ice cream • Breakfast cereals (cornflakes, bran flakes) • Milk

		<ul style="list-style-type: none"> • Baked goods (cookies, cakes, pastries) • Sweets and chocolate • Sauces and condiments • Soft drinks • Energy drinks • Sports drinks • Alcoholic beverages • None of the above <p>[PROGRAMMER NOTE: Multiple response options; Randomise except "None of the above"]</p>
7	Dietary Sugars Risk Perception	<p>For each of the following statements, please indicate whether you think it is true or false.</p> <ol style="list-style-type: none"> 1. Low sugars intake may decrease the risk of dental caries; 2. The intake of foods or beverages with added sugars has been associated with an increased risk of weight gain, overweight and obesity, and type 2 diabetes. 3. Drinking water instead of sugar sweetened beverages may decrease risk of dental caries; 4. Canadian guidelines are to consume less than 100 grams of sugars a day; 5. It is better for health to limit those foods which contain high levels of sugars such as sugary drinks (soft drinks, fruit drinks, energy drinks and juices) and confectionaries (includes sweets such as candies, candy bars, fruit leathers, chocolate, and chocolate coated treats). 6. Foods and beverages with added sweeteners (e.g., acesulfame potassium, aspartame, saccharin, steviol glycosides, sugar alcohols) need to be consumed to reduce sugars intake. <p>Response options for each item:</p> <ul style="list-style-type: none"> • True • False <p>[PROGRAMMER NOTE: Randomize order that items appear]</p>
8		<p>How important, if at all, are the following factors when you shop for food products?</p> <p><i>Please answer on a scale from 0 to 5, where 0 = Not at all Important, and 5 = Very Important.</i></p> <ol style="list-style-type: none"> 1. "Zero sugar" OR "Does not contain sugar" OR "Free of sugar" 2. "No sugar added" 3. "Low in sugar" 4. "Reduced in sugar" 5. "Lower in sugar" 6. "Naturally sweetened"

			<p>7. "Sweetened with fruit" 8. "Lightly sweetened"</p> <p>Scale 0 1 2 3 4 5 Not at all Important Very Important</p> <p>[PROGRAMMER NOTE: Randomize order that claims appear]</p>
9	Use of sweeteners		<p>Do you have a preference for the type of sweet tasting ingredients used in the products you purchase? Pick one</p> <ul style="list-style-type: none"> • Added sugars (e.g., sugar, honey, maple syrup, high fructose corn syrup) • No calorie sweeteners (e.g., aspartame, sucralose, acesulfame potassium, steviol glycosides) • Sugar alcohols (e.g., maltitol, erythritol, xylitol) • I try to avoid all types of sweeteners • No preference, I consume all types of sweeteners and added sugars <p>[PROGRAMMER NOTE: Single response option; Randomize order of responses]</p>

INSERT QFILT3

Section 3: Choice Food Tasks – Investigating the Effects of Label Competencies (Awareness, Understanding, Appraisal and Use) and health-related consumption purpose and their interaction on food choices, using cereals, beverages, bars and yogurts

TOTAL of 21 Questions: 14 Task based Questions + 6 NVS Questions + 1 sugars labelling utility question

Task Order & On Screen Randomization Notes: Cereal and bar tasks will always appear first, order of yogurt and beverage tasks to be randomized. Product order (within task) to be randomized.


TASK	Type and Food Products	Variable Name	Answer derivatives
<p>OVERALL TASK Objectives:</p> <ul style="list-style-type: none"> Awareness, understanding, and use of the sugars information in the NfT = (g) and % daily value; <p>VOICE OVER: In this next section you will see images of packaged foods and be asked a series of questions.</p> <p>TASK 1 – INTRINSICALLY MOTIVATED (IM) FOOD TASK (4 Questions – Focus on NfT)</p>			
<p>Q1. Intrinsically motivated task</p>	<p>CEREALS varying by sugars content. CEREALS:</p> <ul style="list-style-type: none"> Cheerios (1 g sugar) Multi Grain Cheerios (6 g sugar) Oat Crunch Cinnamon Cheerios (16 g sugar) 		<p>Imagine that you want to choose a cereal for you or your household, which one would you choose? Assume all the cereals cost the same.</p> <p>Click on an image to enlarge.</p> <ul style="list-style-type: none"> Cheerios Multi Grain Cheerios Oat Crunch Cinnamon Cheerios <p>[PROGRAMMER NOTE: Single response option; Randomize presentation order of food products on screen, and record order of randomization]</p>
<p>Q2. Label use in intrinsically motivated task</p>	<p>Label info used to make intrinsically motivated cereal choice</p>		<p>What information did you pay most attention to when making your decision? Pick up to 3 answers.</p> <ul style="list-style-type: none"> Name of cereal Food picture Nutrition claims (e.g., whole grain, source of fibre) Nutrition facts table List of ingredients Other, please specify: _____




			[PROGRAMMER NOTE: Multiple response options up to 3; Randomize order of responses except "Other"]
Q3a. No USE of NFT	Base: Respondents who DID NOT choose Nutrition Facts table in Q2		<p>What are the main reasons why you did NOT pay attention to the information in the nutrition facts table? Pick up to 3 answers</p> <ul style="list-style-type: none"> • I already have a pretty good idea of the nutritional benefits of the product • I don't think the information is relevant unless you have a particular medical condition or disease • I don't see a real benefit from using the information • It's too confusing/too difficult to understand • It doesn't contain the information I'm looking for • I'm not confident in the accuracy of the information • I don't care/not that interested • It takes too much time to read and use it • Other, please specify: _____ <p>[PROGRAMMER NOTE: Multiple response options up to 3; Randomize order of responses except "Other"]</p> <p>[PROGRAMMER NOTE: Before participants move onto next question, do we want a pop-up after one or two options are selected to see if they used any other information?]</p>
Q3b. USE of NFT	Base: Respondents who choose NFT in Q2 Use of NFT to make intrinsically motivated cereal choice		<p>Please indicate how you used the information in the nutrition facts table. Pick up to 3 answers</p> <ul style="list-style-type: none"> • To see if the cereal has a little or a lot of sugars • To get an idea of the number of calories provided by the cereal • To see the serving size of the cereal • To see if the cereal has a little or a lot of the nutrients I may want to eat more of (e.g., fibre, vitamins and minerals) • To see if nutrition claims made on the package are true • To figure out how much of the cereal I should eat • To compare the grams of sugars in each cereal • Other: _____ <p>[PROGRAMMER NOTE: Randomize order of responses except Other]</p>



			[PROGRAMMER NOTE: Before participants move onto next question, do we want a pop-up after one or two options are selected to see if they used any other information?]
TASK 2 – Perception of Healthiness Ranking for products that are “high in”/have “a lot” of sugars:			
Objectives			
<ul style="list-style-type: none"> To quantify perception of healthiness by degree of processing (LOI) and sugars content in NFT (g sugars and/or %DV) to identify and distinguish the sources of sugars added to the food; 			
Q4-7. Perception of healthiness by degree of processing	<p>FOOD TASK - with (4) BARS</p> <p>Perceived healthiness of bars varying by degree of processing (i.e., list of ingredients). (ALL HIGH IN SUGAR)</p> <p>BARS:</p> <ul style="list-style-type: none"> NB-Nakd Bar (18% DV) LB-Larabar (20 % DV) NB-Nutrigrain Bar (15% DV) CB-Compliments Bar (14% DV) 		<p>Rank the overall healthiness of each bar.</p> <p>Click on an image to enlarge.</p> <ol style="list-style-type: none"> Nakd Larabar Nutrigrain Bar Compliments Bar <p>Please rank the bar on a scale from 0 to 10, where 0 = Not at all healthy, and 10 = Very healthy. [Show all images with click to NFT and LOI - 2 by 2 table format on screen]</p> <p>0 1 2 3 4 5 6 7 8 9 10 Not at all healthy Very healthy</p> <p>[PROGRAMMER NOTE: Randomize presentation order of food products on screen, in 2 x 2 format. Show scale horizontally on computer browsers, and vertically on tablet browsers]</p>
Q8. Label Use for ranking of healthiness	Label info used to rank perceived healthiness with varying degree of processing of each of the bars		<p>What information did you pay most attention to when making your decision? Pick up to 3 answers</p> <ul style="list-style-type: none"> Brand Food picture Nutrition Claims (e.g., source of vitamins, natural ingredients) Nutrition Facts table List of ingredients Other, please specify

			<p>[PROGRAMMER NOTE: Multiple response options up to 3; Randomize order of responses except “Other”]</p> <p>[PROGRAMMER NOTE: Before participants move onto next question, do we want a pop-up after one or two options are selected to see if they used any other information?]</p>
<p>Q9. Use of LOI</p>	<p>List of Ingredients Information</p> <p>BASE: Respondents who choose Q8 – List of Ingredients</p>		<p>Please indicate how you used the information in the list of ingredients to rate the healthiness of the bars. Pick up to 3 answers</p> <ul style="list-style-type: none"> • To know if there are any added sugars • To see the types of added sugars • To see the number of ingredients • To see if there are any unfamiliar ingredients • To see if there are any allergens • To see if there are any added vitamins or minerals • Other, please specify: _____ <p>[PROGRAMMER NOTE: Multiple response options up to 3; Randomize order of responses except “Other”]</p>
<p>TASK 3 – FINDABILITY: to identify sugary foods that should be limited, such as those with a “a lot” of sugars i.e., a daily value of 15% or more. (2 Questions TOTAL)</p> <ul style="list-style-type: none"> • Awareness, understanding and use of NFT – specifically the g and %DV sugars 			
<p>Q10. Findability</p>	<p>Food Task with yogurts</p> <p>To compare similar food products and identify products that have a lot of sugars (i.e., is high in sugars), with and without reduced in sugars claim.</p> <p>Products:</p> <ul style="list-style-type: none"> • IOGO vanilla (25% less sugar, 17g sugar, Regular) • Liberte vanilla 3% (30% less sugar; 11g sugar, 3% MF, Greek) • Astro original vanilla (17 g sugars, 3.25% MF, Balkan) 		<p>Which of these yogurts have “a lot” of sugars? Pick all that apply.</p> <p>Click on an image to enlarge.</p> <ul style="list-style-type: none"> • IOGO vanilla • Liberte vanilla 3% Greek yogurt • Astro original vanilla • None of them • I don’t know <p>[PROGRAMMER NOTE: Multiple response options; Randomize presentation order of food products on screen, align response order accordingly except “I don’t know”; correct answer is IOGO vanilla and Astro original vanilla]</p>

Q11. Label_Use for findability task	LabelUse Label info used to make decision		<p>Click on the information you used when making your decision? Pick up to 3 answers</p> <ul style="list-style-type: none"> • Type of yogurt (e.g., Greek, Balkan, Regular) • Nutrition claims (e.g., 30% less sugar) • Grams of sugars in the nutrition facts table • % daily value of sugars in the nutrition facts table • Grouping of added sugars in the list of ingredients • Other, please specify: _____ <p>[PROGRAMMER NOTE: Multiple response options up to 3; Randomize order except "Other"; only show if participants choose responses other than "I don't know" in Q10]</p>
<p>Task 4 – NUTRIENT SPECIFIC: to choose a beverage for someone who needs to reduce sugars intake (3 Questions)</p> <ul style="list-style-type: none"> • To quantify and compare sugars content using NFt (g sugars and/or %DV) • to identify and distinguish the sources of added sugars and other sweetening agents added to the food 			
Q12. Nutrient specific task	Food Task with (3) beverages (on screen showing FOP + BOP) Ability to identify product lower in sugars, with varying sources of sugars-based ingredients, varying sugars claims and use of NN sweeteners. <ul style="list-style-type: none"> • Minute Maid NUTRI Fibre • Minute Maid 40 Cal Watermelon blueberry • Minute Maid 100% Fruit Blend 		<p>Choose a beverage for someone who drinks a fruit juice daily but wants to reduce their sugars intake. Assume all beverages cost the same.</p> <p>Click on an image to enlarge.</p> <ul style="list-style-type: none"> • Minute Maid NUTRI Fibre Mixed Berry • Minute Maid Watermelon blueberry • Minute Maid Fruit blend <p>[PROGRAMMER NOTE: Single response option; Randomize presentation order of food products on screen, align response order accordingly]</p>
Q13. Label_Use for nutrient specific task	Label Use to make decision?	Make options clickable	<p>Click on the information you used when making your decision? Pick up to 3 answers</p> <ul style="list-style-type: none"> • Name of beverage • Food picture • Nutrition claims (e.g., 50% less sugar) • Grams of sugars in the nutrition facts table • % daily value of sugars in the nutrition facts table • List of ingredients

			<ul style="list-style-type: none"> Other, please specify: _____ <p>[PROGRAMMER NOTE: Multiple response options up to 3; Randomize order except "Other"]</p>
Q14. LOI_USE	Use of LOI BASE: those that picked Q13 List of ingredients		<p>Please indicate how you used the information in the list of ingredients to make your decision. Pick up to 3 answers</p> <ul style="list-style-type: none"> To see if there are any added sugars To see if there are sweeteners, such as sucralose To see the types of fruit in the beverages To see if there are any added vitamins or minerals To see if there are any added food colours (e.g., Allura red) Other, please specify: _____ <p>[PROGRAMMER NOTE: Multiple response options up to 3; Randomize order except "Other"]</p>
<p>Tasks for Sugars Literacy (single foods) 6 Questions</p> <p>Objectives – to create a score for sugars labelling competencies (KNOWLEDGE) ranging from 0-6 (limited: 0-1, marginal:2-3, adequate: 4-6)</p> <p>CREATE Health Literacy Score: +1pt for each correct answer (in green) and create the groupings above.</p>			
Q15 – SL_1	Awareness, understanding, and use of grams sugars. Calculation of amount of sugars when consuming multi-serving amount of food.		<p>If you eat all the energy bars in this box, how many grams of sugars will you eat?</p> <p>Answer Options</p> <ul style="list-style-type: none"> 15 g 30 g 45 g 60 g I don't know <p>[PROGRAMMER NOTE: single response option; correct answer 60 g]</p>

<p>Q16 – SL_2</p>	<p>Awareness and understanding of sugars %DV value in the context of the footnote.</p>		<p>Does one of these energy bars contain a little or a lot of sugar?</p> <p>Answer Options</p> <ul style="list-style-type: none"> • A little • A lot • I don't know <p>[PROGRAMMER NOTE: single response option; correct answer A lot]</p>
<p>Q17-SL_3</p>	<p>Awareness and understanding of grams sugars. Calculation of amount of sugars with nutrient specific sugars reduction goal.</p>		<p>Your doctor advises you to reduce the amount of sugars in your diet. You usually have 110 g of sugars each day, which includes one cup of chocolate milk. If you stop consuming the chocolate milk how many grams of sugars would you be eating each day?</p> <p>Answer Options:</p> <ul style="list-style-type: none"> • 70 g • 85 g • 95 g • 100 g • I don't know <p>[PROGRAMMER NOTE: single response option; correct answer 85 g]</p>
<p>Q18 – SL_4</p>	<p>Awareness and understanding of sugars %DV.</p>		<p>What percentage of your daily value of sugars will you be consuming if you have two cups of this chocolate milk per day?</p> <p>Answer Options:</p> <ul style="list-style-type: none"> • 25 % • 45 % • 50 % • 60 % • I don't know <p>[PROGRAMMER NOTE: single response option; correct answer 50% DV]</p>

<p>Q19 – SL_5</p>	<p>Awareness of Sugars grouping in the LOI</p>		<p>What are the <u>added sugars</u> in this fruit snack? Pick all that apply</p> <p>Answer Options:</p> <ul style="list-style-type: none"> • Apples • Glucose-fructose • Strawberry puree • Water • Natural flavour • Ascorbic Acid • Allura Red • I don't know <p>[PROGRAMMER NOTE: Randomize presentation order of responses on screen, always leaving "I don't know" as last option; correct answers are glucose-fructose and strawberry puree]</p>
<p>Q20 – SL_6</p>	<p>Understanding of Sugars grouping in the LOI</p>		<p>Which <u>added sugar</u> is present in the largest amount in this fruit snack?</p> <ul style="list-style-type: none"> • Apples • Glucose-fructose • Strawberry puree • Water • Natural flavour • Ascorbic Acid • Allura Red • I don't know <p>[PROGRAMMER NOTE: Randomize presentation order of responses on screen, always leaving "I don't know" as last option ; answer is glucose-fructose]</p>
<p>Q21</p>	<p>Overall Label Utility Perceptions</p>		<p>How easy is it for you to compare the <u>sugars</u> content of foods using the labelling?</p> <ul style="list-style-type: none"> • Very easy • Fairly easy • Not very easy

			<ul style="list-style-type: none"> • Not easy at all • I don't know <p>[PROGRAMMER NOTE: single response option]</p>
Q22	Overall Label Utility Perceptions		<p>How easy is it for you to compare the <u>added sugars</u> content of foods using the labelling?</p> <ul style="list-style-type: none"> • Very easy • Fairly easy • Not very easy • Not easy at all • I don't know <p>[PROGRAMMER NOTE: single response option]</p>

This concludes the survey. Your answers have been submitted. Thank you for your participation!