

**Figure 1. Front-of-package food labels tested**

**No-label Control**



**Facts Up Front**



**National Academy of Medicine**



**Single Traffic Light**



**Multiple Traffic Light**



**NuVal**



Internet survey of 1,247 adults, conducted June–July 2013. Note: Facts Up Front displays calories, saturated fat, sodium, and sugar per serving, and it includes amounts of nutrients in grams/milligrams and % daily value information. Single Traffic Light uses a calories-per-serving label and a traffic light symbol (red, yellow, or green) reflecting overall nutritional quality. Multiple Traffic Light uses a calories-per-serving label and a modified traffic light symbol with High/Med/Low text, indicating amounts of saturated fat, sodium, and added sugars. NuVal displays a 1-100 score; higher scores indicate healthier products. The National Academy of Medicine 3-star label includes calories per serving and a star rating: 0 stars (least healthy) to 3 stars (most healthy), which represents the amount of saturated and trans fats, sodium, and sugar per serving.