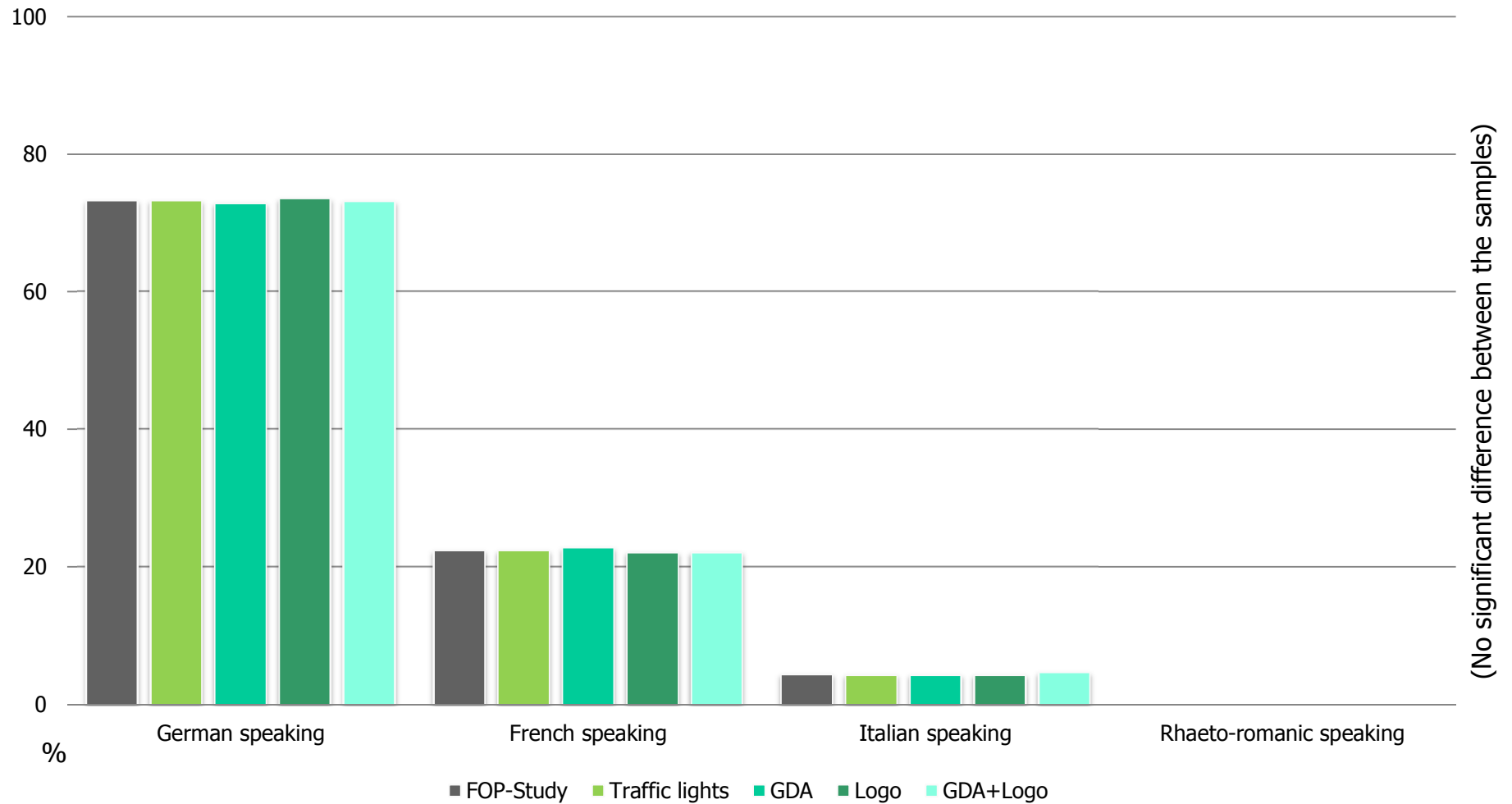


Annexes

Annex I

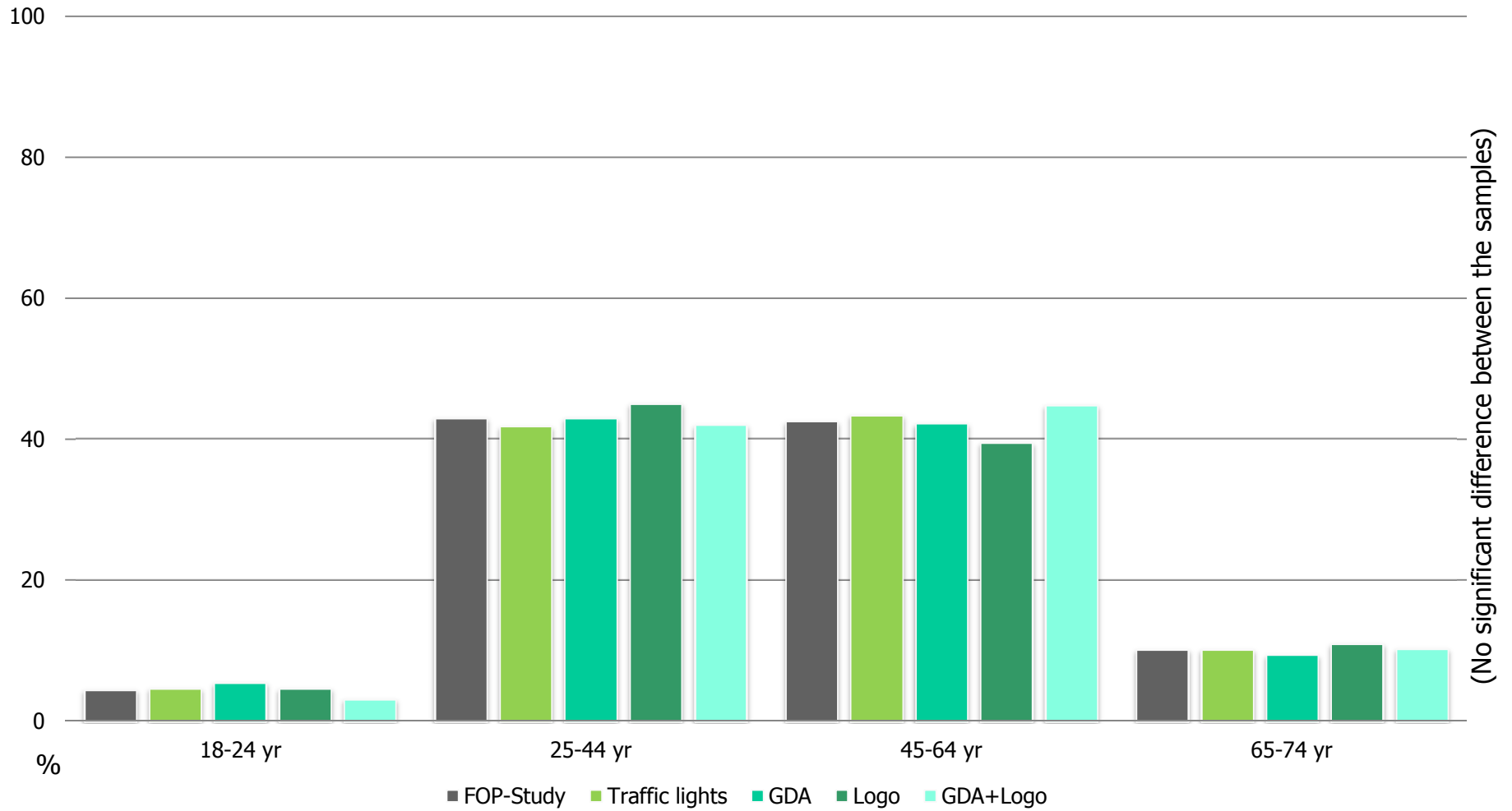
Annex I – Details of participant structure: language region (using postcode)



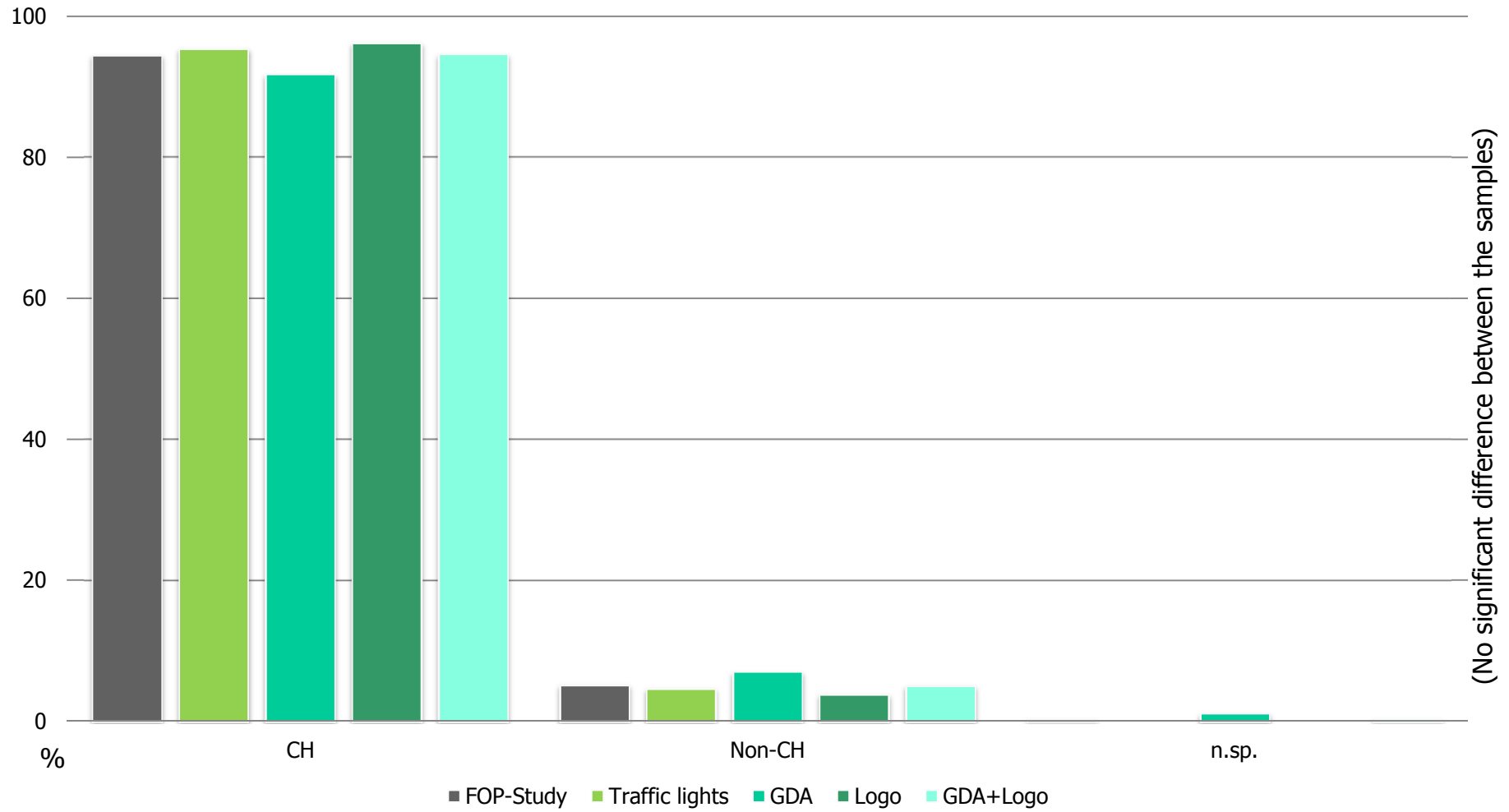
Annex I – Details of participant structure: gender



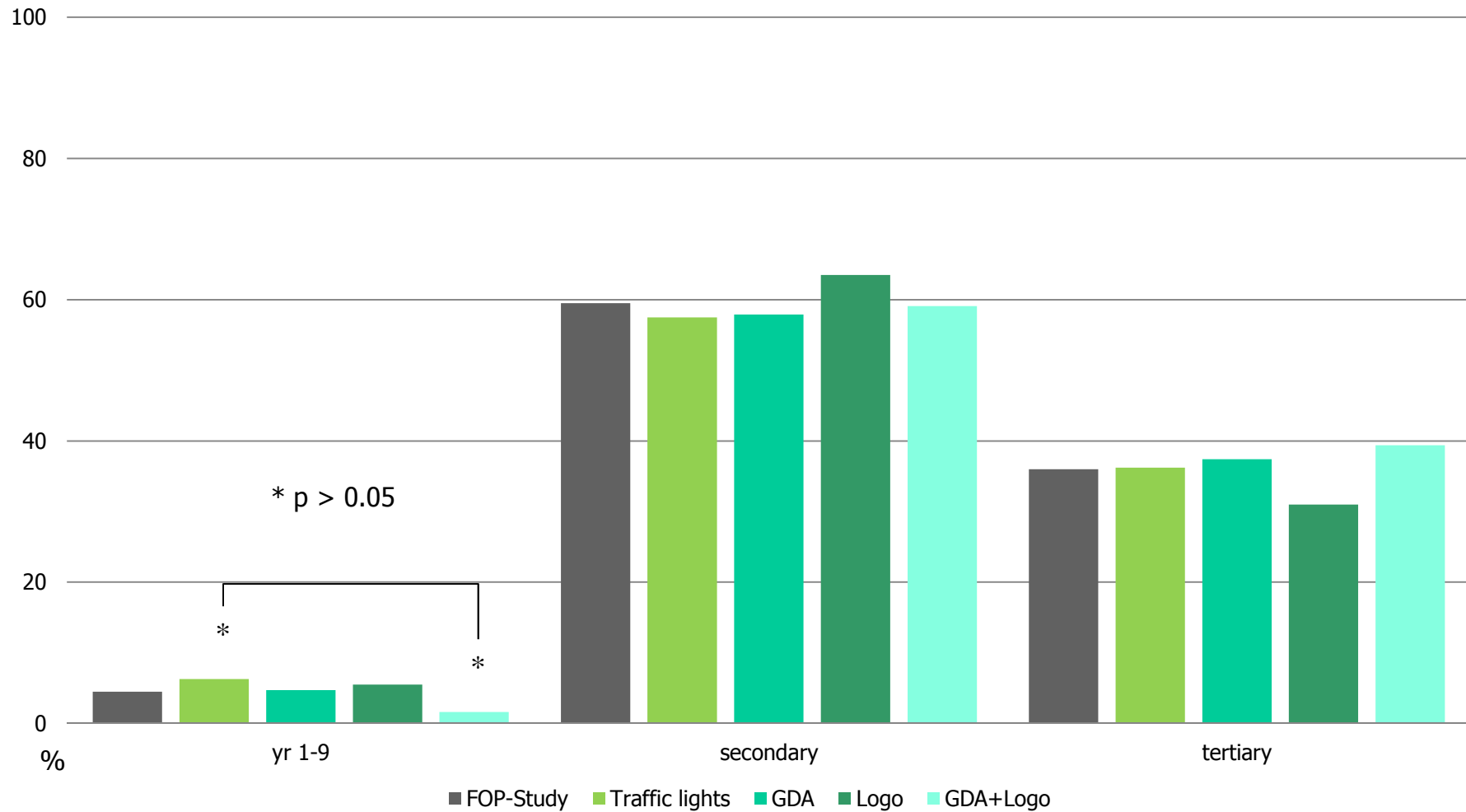
Annex I – Details of participant structure: age



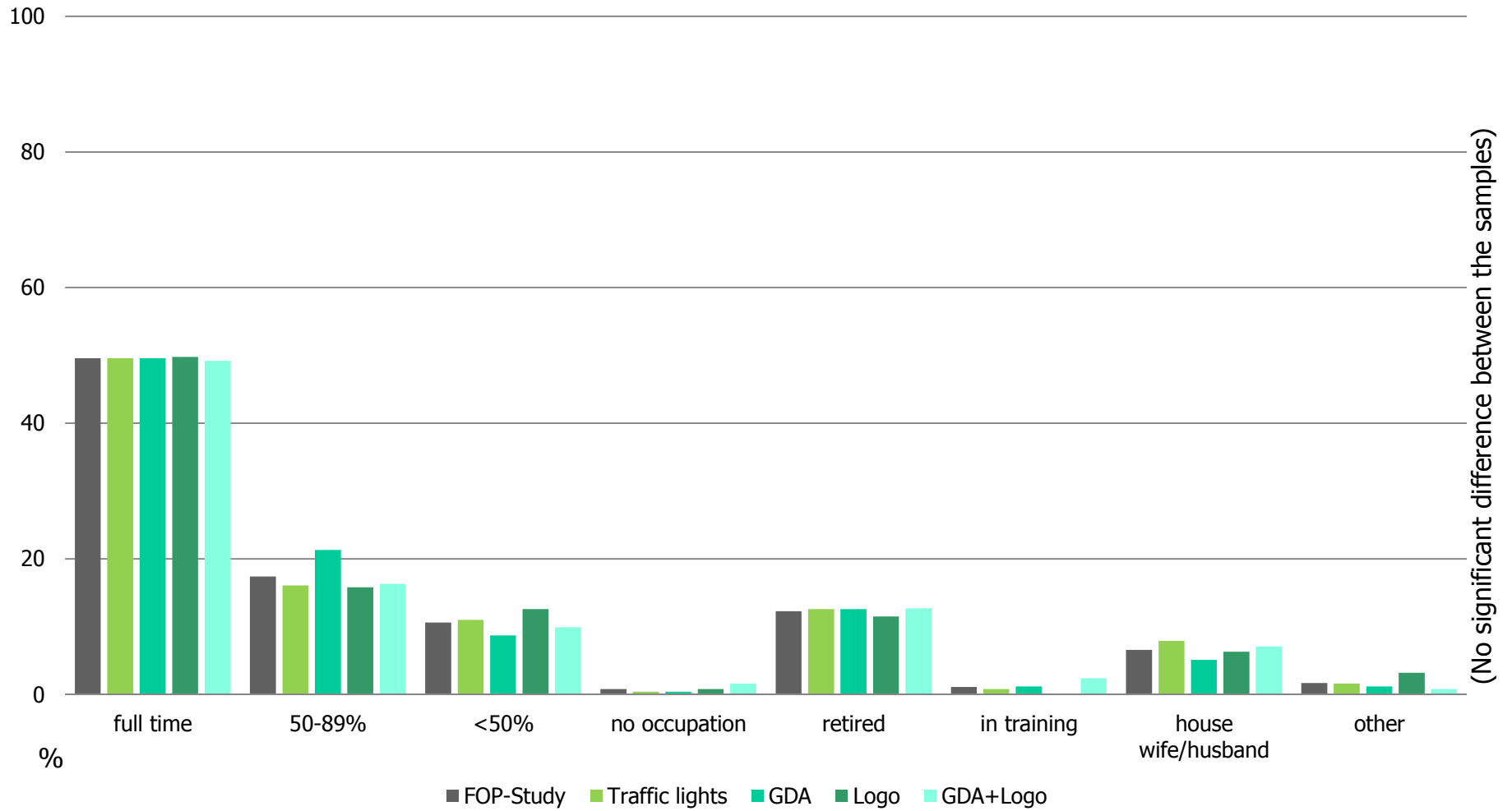
Annex I – Details of participant structure: nationality



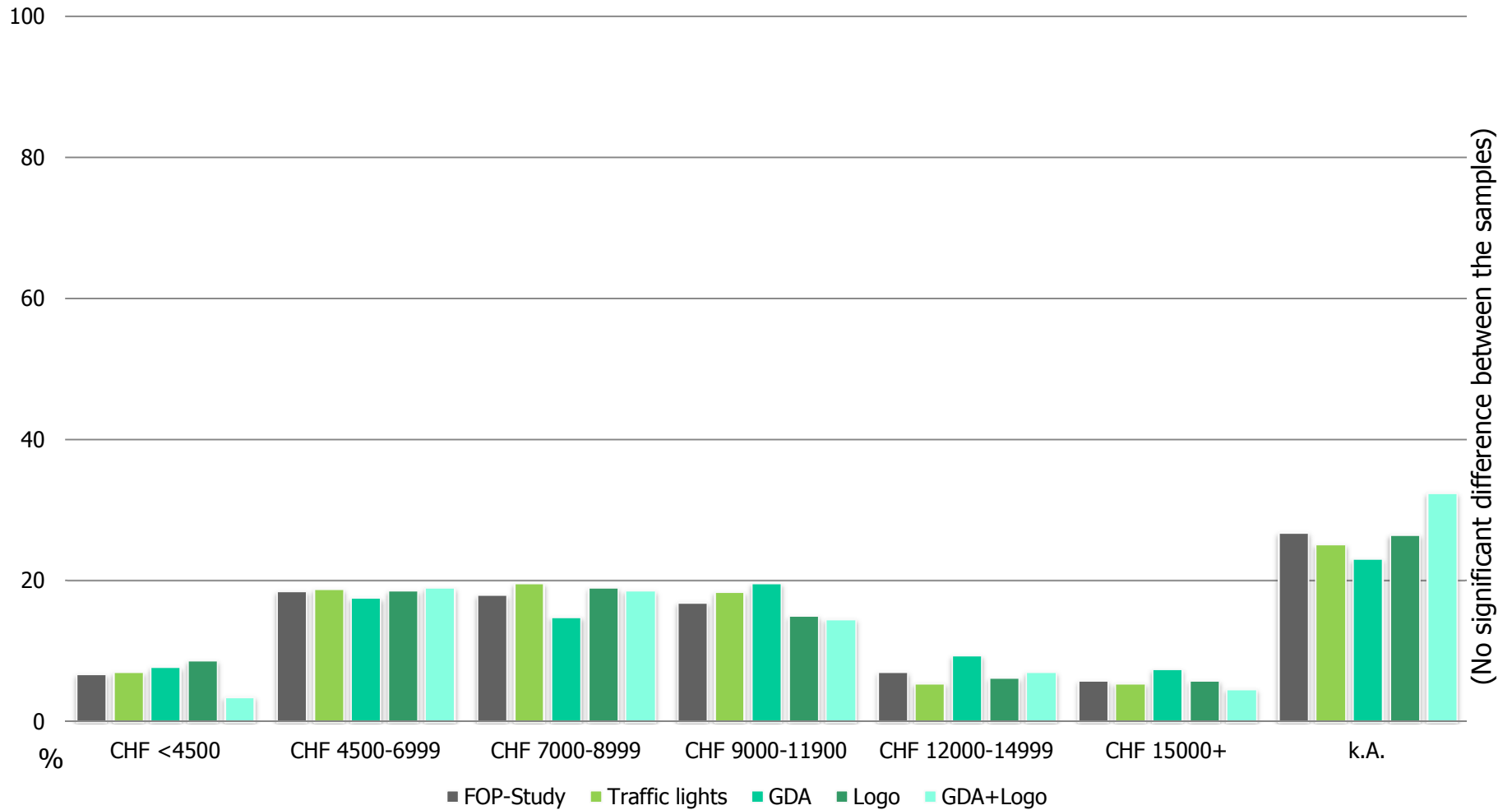
Annex I – Details of participant structure: education



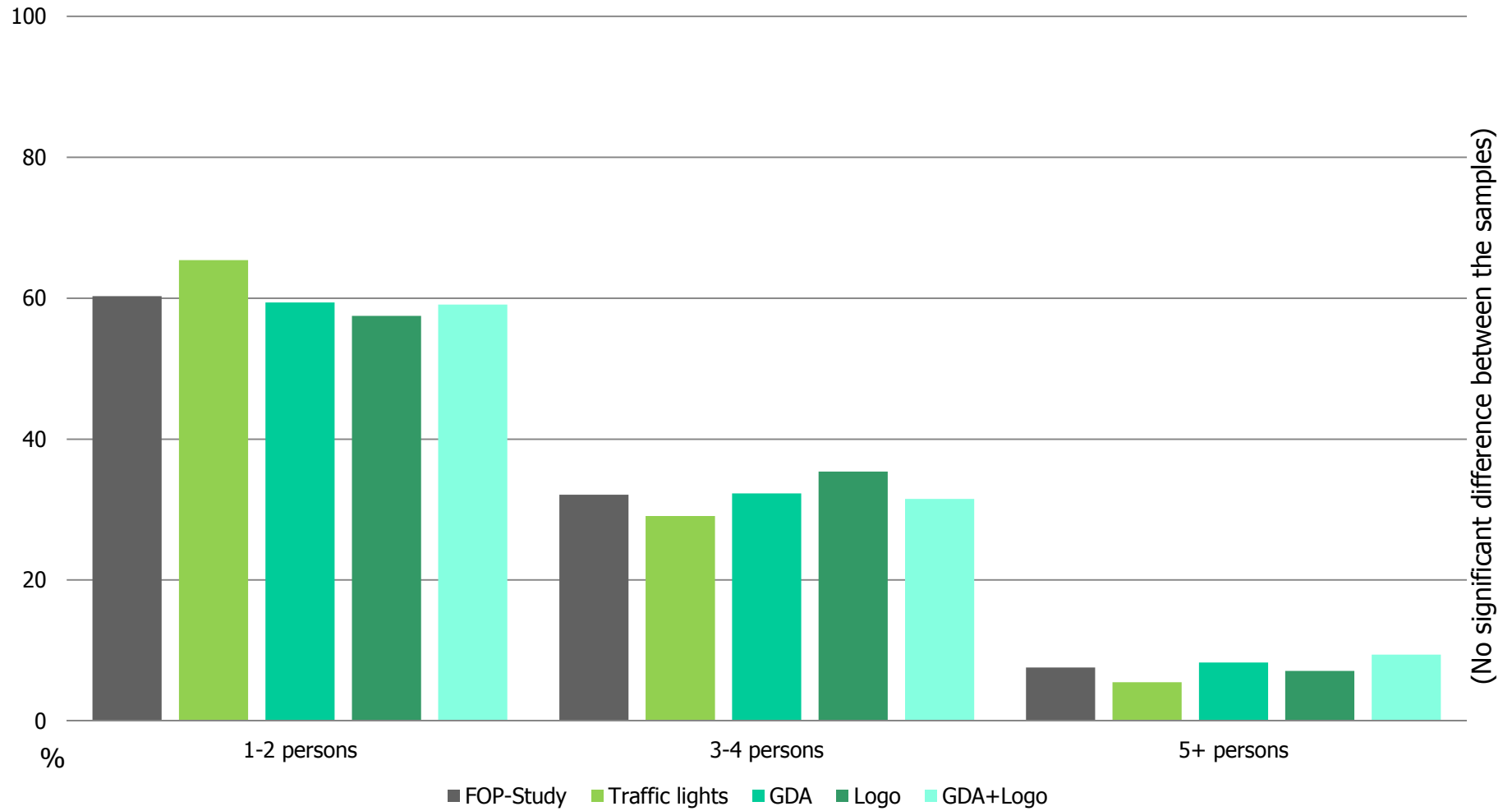
Annex I – Details of participant structure: (professional) occupation



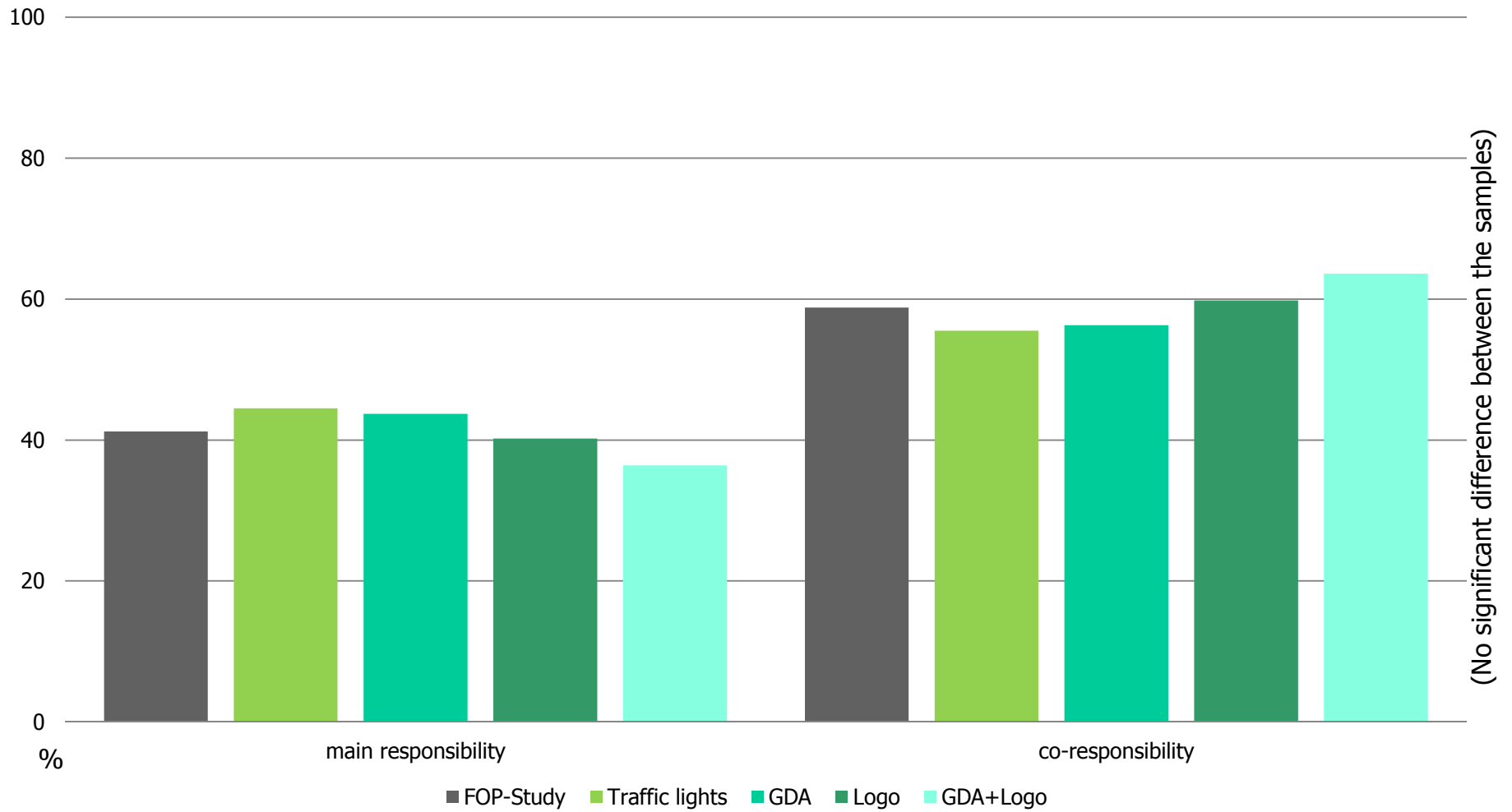
Annex I – Details of participant structure: income



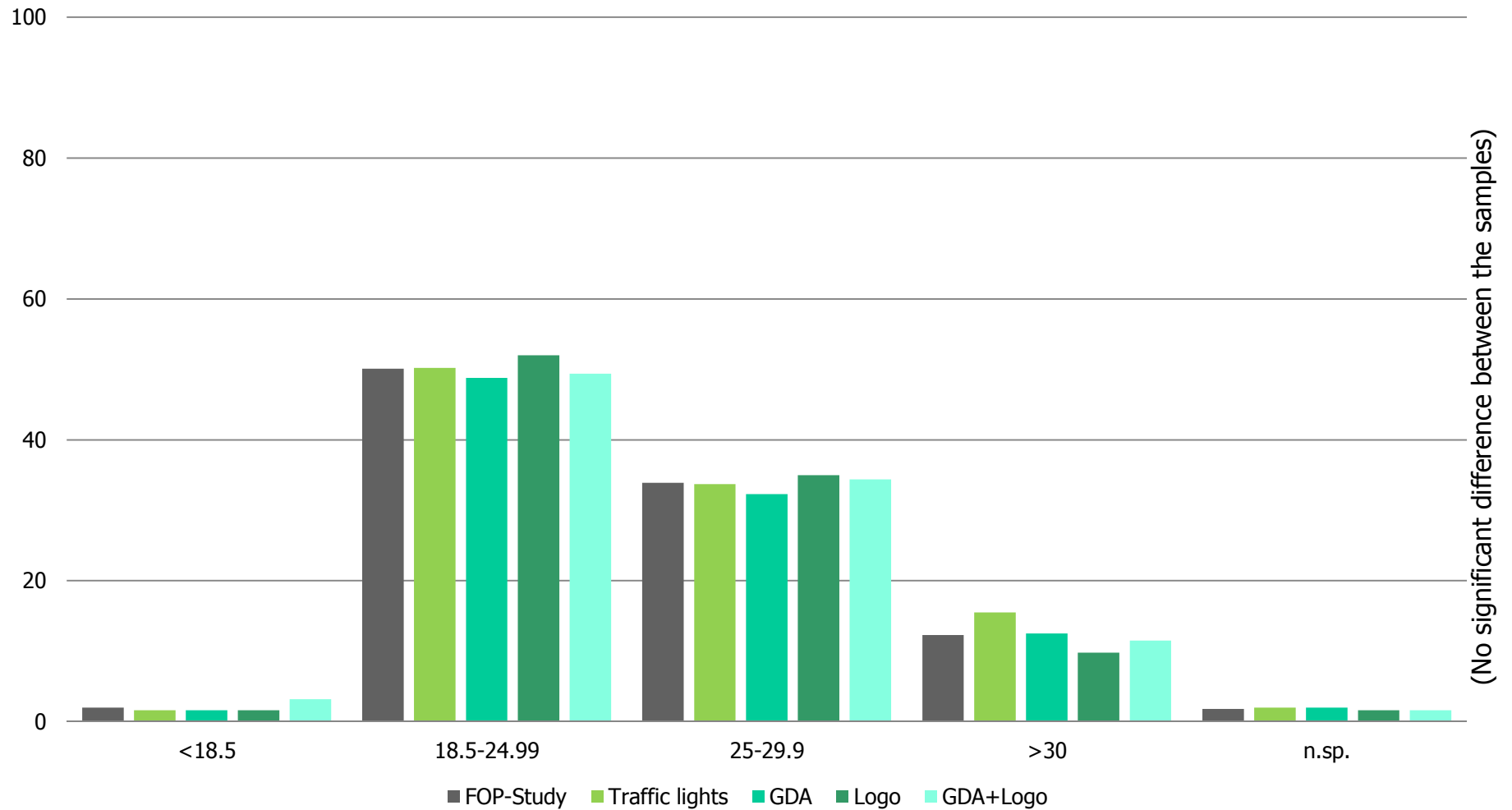
Annex I – Details of participant structure: household size



Annex I – Details of participant structure: responsibility for food shopping



Annex I – Details of participant structure: BMI



Annex II

Annex II: Effectiveness (muesli/cereals)

Category: muesli/cereals

Question 6: Which of the two products do you think is healthier?

Basis: [] people/closed question



	 Body Balance (Familia) Traffic lights [254] (a)	 Special K (Kellogg's) Traffic lights [254] (b)	 Body Balance (Familia) GDA [254] (c)	 Special K (Kellogg's) GDA [254] (d)	 Body Balance (Familia) with healthy choice logo [254] (e)	 Special K (Kellogg's) without healthy choice logo [254] (f)	 Body Balance (Familia) GDA+healthy choice logo [253] (g)	 Special K (Kellogg's) GDA [253] (h)
Correct selection of the healthier product	7%	93% ^{afh}	12%	88% ^{cf}	79% ^{acfg}	21%	20% ^a	80% ^{fg}
Ø Decision time in seconds	12.57	14.36 ^f	13.07	16.20 ^f	12.05	9.60	18.53 ^e	17.05 ^f

Annex II: Effectiveness (crispbread)

Category: crispbread

Question 6: Which of the two products do you think is healthier?

Basis: [] people/closed question



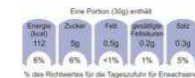
	 Wasa Original Traffic lights [254] (a)	 Wasa Fibres Traffic lights [254] (b)	 Wasa Original GDD [254] (c)	 Wasa Fibres GDA [254] (d)	 Wasa Original with healthy choice logo [254] (e)	 Wasa Fibres without healthy choice logo [254] (f)	 Wasa Original GDA+healthy choice logo [253] (g)	 Wasa Fibres GDA [253] (h)
Correct selection of the healthier product	92% ^{bce} g	8%	82% ^{de}	18% ^b	45%	55% ^{bdeh}	82% ^{eh}	18% ^b
Ø Decision time in seconds	16.63	17.95	19.77 ^e	27.74 ^{fh}	15.31	18.43	17.77	18.36

Annex II: Effectiveness (bread)

Category: bread

Question 6: Which of the two products do you think is healthier?

Basis: [] people/closed question



	 CoopNaturaPlan Bio Rye Bread Traffic lights [254] (a)	 CoopNaturaPlan Bio Wheat Wholemeal Bread Traffic lights [254] (b)	 CoopNaturaPlan Bio Rye Bread GDA [254] (c)	 CoopNaturaPlan Bio Wheat Wholemeal Bread GDA [254] (d)	 CoopNaturaPlan Bio Rye Bread with healthy choice logo [254] (e)	 CoopNaturaPlan Bio Wheat Wholemeal Bread without healthy choice logo [254] (f)	 CoopNaturaPlan Bio Rye Bread GDA+healthy choice logo [253] (g)	 CoopNaturaPlan Bio Wheat Wholemeal Bread GDA [253] (h)
Correct selection of the healthier product	95% ^{ecb}	5%	88% ^{de}	12% ^b	65.5% ^f	34.5% ^{bdh}	90.5% ^{eh}	9.5%
Ø Decision time in seconds	14.86	16.02	19.27 ^{ae}	18.36 ^f	13.13	11.96	18.76 ^{ae}	17.40

Annex II: Effectiveness (cereal bar)

Category: cereal bar

Question 6: Which of the two products do you think is healthier?

Basis: [] people/closed question



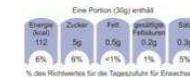
	 Farmer Crunchy Cereal & Nuts (Migros) Traffic lights [254] (a)	 MaVita with nuts and apricots (Denner) Traffic lights [254] (b)	 Farmer Crunchy Cereal & Nuts (Migros) GDA [254] (c)	 MaVita with nuts and apricots (Denner) GDA [254] (d)	 Farmer Crunchy Cereal & Nuts (Migros) with healthy choice logo [254] (e)	 MaVita with nuts and apricots (Denner) without healthy choice logo [254] (f)	 Farmer Crunchy Cereal & Nuts (Migros) GDA+healthy choice logo [253] (g)	 MaVita with nuts and apricots (Denner) GDA [253] (h)
Correct selection of the healthier product	93%be	7%	88%de	12%	56%f	44%bdh	90%eh	10%
Ø Decision time in seconds	18.94e	23.56	18.74e	24.88	13.93	17.16e	18.54e	19.42









Annex II: Effectiveness (yoghurt)

Category: yoghurt

Question 6: Which of the two products do you think is healthier?

Basis: [] people/closed question



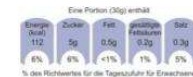
	 Probiotic Nature (Coop) Traffic lights [254] (a)	 ProBifidus Nature (Migros) Traffic lights [254] (b)	 Probiotic Nature (Coop) GDA [254] (c)	 ProBifidus Nature (Migros) GDA [254] (d)	 Probiotic Nature (Coop) with healthy choice logo [254] (e)	 ProBifidus Nature (Migros) without healthy choice logo [254] (f)	 Probiotic Nature (Coop) GDA+healthy choice logo [253] (g)	 ProBifidus Nature (Migros) GDA [253] (h)
Correct selection of the healthier product	82% ^{be}	18%	74% ^d	26%	65% ^f	35% ^{bh}	79.5% ^{eh}	20.5%
∅ Decision time in seconds	18.09 ^e	19.55 ^f	21.2 ^e	19.5 ^f	13.65	11.72	20.86 ^e	19.11 ^f


















Annex II: Effectiveness (salad dressing)

Category: salad dressing

Question 6: Which of the two products do you think is healthier?

Basis: [] people/closed question



	  French Léger (Migros) Traffic lights [254] (a)	  Provençale Léger (Migros) Traffic lights [254] (b)	  French Léger (Migros) GDA [254] (c)	  Provençale Léger (Migros) GDA [254] (d)	  French Léger (Migros) with healthy choice logo [254] (e)	  Provençale Léger (Migros) without healthy choice logo [254] (f)	   French Léger (Migros) GDA+healthy choice logo [253] (g)	  Provençale Léger (Migros) GDA [253] (h)
Correct selection of the healthier product	60%bcg	40%f	25.5%	74.5%bcf	79%cdfg	21%	33%	67%bfg
Ø Decision time in seconds	19.22e	24.06f	24.99ae	22.11f	14.38	14.84	22.10e	21.88f









Annex II: Effectiveness (margarine)

Category: margarine

Question 6: Which of the two products do you think is healthier?

Basis: [] people/closed question



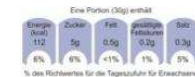
	 Rama Idea! (Unilever) Traffic lights [254] (a)	 Becel reduced fat (Unilever) Traffic lights [254] (b)	 Rama Idea! (Unilever) GDA [254] (c)	 Becel reduced fat (Unilever) GDA [254] (d)	 Rama Idea! (Unilever) with healthy choice logo [254] (e)	 Becel reduced fat (Unilever) without healthy choice logo [254] (f)	 Rama Idea! (Unilever) GDA+healthy choice logo [253] (g)	 Becel reduced fat (Unilever) GDA [253] (h)
Correct selection of the healthier product	78%be	22%	83%de	17%	52%	48%bdh	82%eh	18%
Ø Decision time in seconds	19.64e	24.19f	18.00e	20.10f	11.25	12.45	17.89e	17.71

Annex II: Effectiveness (ice-cream)

Category: ice-cream

Question 6: Which of the two products do you think is healthier?

Basis: [] people/closed question



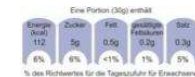
	 Rakete (Nestlé) Traffic lights [254] (a)	 Milk'is (Migros) Traffic lights [254] (b)	 Rakete (Nestlé) GDA [254] (c)	 Milk'is (Migros) GDA [254] (d)	 Rakete (Nestlé) with healthy choice logo [254] (e)	 Milk'is (Migros) without healthy choice logo [254] (f)	 Rakete (Nestlé) GDA+healthy choice logo [253] (g)	 Milk'is (Migros) GDA [253] (h)
Correct selection of the healthier product	88%be	12%	80%de	20%	58%f	42%bdh	82%eh	18%
Ø Decision time in seconds	16.03e	19.12f	19.08e	15.91	12.33	11.81	18.66e	19.72f









Annex II: Effectiveness (Vienna sausage)

Category: Vienna sausage

Question 6: Which of the two products do you think is healthier?

Basis: [] people/closed question



	 Cornatur Quorn Hot Dog (Migros) Traffic lights [254] (a)	 Wienerli Traffic lights [254] (b)	 Cornatur Quorn Hot Dog (Migros) GDA [254] (c)	 Wienerli GDA [254] (d)	 Cornatur Quorn Hot Dog (Migros) with healthy choice logo [254] (e)	 Wienerli without healthy choice logo [254] (f)	 Cornatur Quorn Hot Dog (Migros) GDA+healthy choice logo [253] (g)	 Wienerli GDA [253] (h)
Correct selection of the healthier product	97%be	3%	98%de	2%	86%f	14%bdh	93%eh	7%
Ø Decision time in seconds	13.34e	11.63	16.04ae	15.91	10.07	11.30	16.29ae	16.80

Annex II: Effectiveness (soft drink)

Category: soft drinks

Question 6: Which of the two products do you think is healthier?

Basis: [] people/closed question



	 Fett: 0.5g pro Portion Zucker: 5g pro Portion gesättigte Fettsäuren: 0.2g pro Portion Salz: 0.3g pro Portion Volvic Lemon Traffic lights [254] (a)	 Fett: 0.5g pro Portion Zucker: 5g pro Portion gesättigte Fettsäuren: 0.2g pro Portion Salz: 0.3g pro Portion Sprite Zero Traffic lights [254] (b)	 Energie (kcal): 112 Zucker: 5g Fett: 0.5g gesättigte Fettsäuren: 0.2g Salz: 0.3g Volvic Lemon GDA [254] (c)	 Energie (kcal): 112 Zucker: 5g Fett: 0.5g gesättigte Fettsäuren: 0.2g Salz: 0.3g Sprite Zero GDA [254] (d)	 Volvic Lemon with healthy choice logo [254] (e)	 Sprite Zero without healthy choice logo [254] (f)	 Volvic Lemon GDA+healthy choice logo [253] (g)	 Sprite Zero GDA [253] (h)
Correct selection of the healthier product	22%	78%afh	31%	69%cf	86%acfg	14%	38%a	62%gf
Ø Decision time in seconds	17.97e	17.44f	19.19e	19.93f	9.62	9.89	17.68e	19.79f

Annex III

Annex III – Product details

Pair 1 – muesli/cereals	Special K (Kelloggs)	Body Balance (Familia)
Healthy choice logo	NO	YES
GDA		
- Serving	30g	50g
- Energy	112kcal - 6%	187kcal – 9%
- Sugar	5g - 6%	13g – 14%
- Fat	0.5g - <1%	5g – 7%
- Saturated fatty acids	0.2g - 1%	1g – 5%
- Salt	0.3g – 5%	0.3g – 5%
Traffic lights		
- Serving	30g	50g
- Fat	Green (0.5g per serving)	Orange (5g per serving)
- Saturated fatty acids	Green (0.2g per serving)	Orange (1g per serving)
- Sugar	Red (5g per serving)	Red (13g per serving)
- Salt	Orange (0.3g per serving)	Orange (0.3g per serving)

Pair 2 – crispbread	Wasa Original	Wasa Fibres
Healthy choice logo	YES	NO
GDA		
- Serving	2 slices (18g)	2 slices (19g)
- Energy	58kcal (3%)	57kcal (3%)
- Sugar	0.2g (<1%)	0.5g (<1%)
- Fat	0.3g (<1%)	1.2g (2%)
- Saturated fatty acids	<0.1g (<1%)	0.3g (2%)
- Salt	0.2g – 3%	0.3g – 5%
Traffic lights		
- Serving	2 slices (18g)	2 slices (19g)
- Fat	Green (0.3g)	Orange (1.2g)
- Saturated fatty acids	Green (<0.1g)	Green (0.3g)
- Sugar	Green (0.2g)	Green (0.5g)
- Salt	Orange (0.2g)	Orange (0.3g)

Annex III – Product details

Pair 3 – bread	CoopNaturaPlan Bio Wheat Wholemeal Bread	CoopNaturaPlan Bio Rye Bread
Healthy choice logo	NO	YES
GDA		
- Serving	50g	40g
- Energy	109kcal (5%)	88kcal (4%)
- Sugar	1.5g (2%)	0.8g (<1%)
- Fat	0.8g (1%)	0.4g (<1%)
- Saturated fatty acids	0.2g (1%)	<0.1g (<1%)
- Salt	0.8g (13%)	0.5g (8%)
Traffic lights		
- Serving	50g	40g
- Fat	Green (0.8g)	Green (0.4g)
- Saturated fatty acids	Green (0.2g)	Green (<0.1g)
- Sugar	Green (1.5g)	Green (0.8g)
- Salt	Red (0.8g)	Orange (0.5g)

Pair 4 – cereal bar	Farmer Crunchy Cereal & Nuts (Migros)	MaVita with nuts and apricots (Denner)
Healthy choice logo	YES	NO
GDA		
- Serving	1 bar (22g)	1 bar (50g)
- Energy	110kcal (6%)	234kcal (12%)
- Sugar	4.6g (5%)	13g (14%)
- Fat	6.6 (9%)	15g (21%)
- Saturated fatty acids	0.8 (4%)	2g (10%)
- Sodium	29mg (1%)	30mg (1%)
Traffic lights		
- Serving	22g	50g
- Fat	Red (6.6g)	Red (15g)
- Saturated fatty acids	Orange (0.8g)	Orange (2g)
- Sugar	Red (4.6g)	Red (13g)
- Salt	Green (0.1g)	Green (0.1g)

Annex III – Product details

Pair 5 – yoghurt	Probiotic Nature (Coop)	ProBifidus Nature (Migros)
Healthy choice logo	YES	NO
GDA		
- Serving	150g	150g
- Energy	93kcal (5%)	114kcal (6%)
- Sugar	9g (10%)	7.5g (8%)
- Fat	2.3g (3%)	5.4g (8%)
- Saturated fatty acids	1.5g (8%)	3.3g (17%)
- Sodium	75mg (3%)	75mg (3%)
Traffic lights		
- Serving	150g	150g
- Fat	Green (2.3g)	Orange (5.4g)
- Saturated fatty acids	Green (1.5g)	Orange (3.3g)
- Sugar	Orange (9g)	Green (7.5g)
- Salt	Green (0.2g)	Green (0.2g)

Pair 6 – salad dressing	Provençale Léger (Migros)	French Léger (Migros)
Healthy choice logo	NO	YES
GDA		
- Serving	30ml	30ml
- Energy	29kcal (1%)	41kcal (2%)
- Sugar	1g (1%)	<1g (1%)
- Fat	2g (3%)	4g (6%)
- Saturated fatty acids	0.4g (2%)	0.5g (3%)
- Salt	0.7g (12%)	0.5g (8%)
Traffic lights		
- Serving	30ml	30ml
- Fat	Orange (2g)	Orange (4g)
- Saturated fatty acids	Green (0.4g)	Orange (0.5g)
- Sugar	Green (1g)	Green (<1g)
- Salt	Red (0.7g)	Orange (0.5g)

The salt content of French Léger is actually higher, however a lower value has been stated in the context of this experiment to meet the logo's sodium criteria.

Annex III – Product details

Pair 7 – margarine	Rama Ideal (Unilever)	Becel reduced fat (Unilever)
Healthy choice logo	YES	NO
GDA		
- Serving	10g	10g
- Energy	37kcal (2%)	54kcal (3%)
- Sugar	<0.5g (<1%)	<0.5g (<1%)
- Fat	4g (6%)	6g (9%)
- Saturated fatty acids	1.2g (6%)	1.3 (7%)
- Salt	0.03g (<1%)	0.01g (<1%)
Traffic lights		
- Serving	10g	10g
- Fat	Red (4g)	Red (6g)
- Saturated fatty acids	Red (1.2g)	Red (1.3g)
- Sugar	Green (<0.5g)	Green (<0.5g)
- Salt	Green (0.03g)	Green (0.01g)

Pair 8 – ice-cream	Milk'is (Migros)	Rakete (Nestlé)
Healthy choice logo	NO	YES
GDA		
- Serving	40g	50ml
- Energy	76kcal (4%)	49kcal (2%)
- Sugar	8g (9%)	9g (10%)
- Fat	4g (6%)	0.7 (1%)
- Saturated fatty acids	2g (10%)	0.5 (3%)
- Sodium	28mg (1%)	8mg (<1%)
Traffic lights		
- Serving	40g	50ml
- Fat	Orange (4g)	Green (0.7g)
- Saturated fatty acids	Orange (2g)	Green (0.5g)
- Sugar	Red (8g)	Red (9g)
- Salt	Green (0.07g)	Green (0.02g)

Rama would actually narrowly fail to meet the criteria for saturated fatty acids (and not be awarded the healthy choice logo), however the n6:n3 ratio is considerably better -> SAFA of 12.5g reduced to 11.5g, so that Rama is awarded the logo. Becel would theoretically also be awarded the healthy choice logo, because n6:n3 is not (yet) an official criterion.

Annex III – Product details

Pair 9 – Vienna sausage	Cornatur Quorn Hot Dog (Migros)	Wienerli
Healthy choice logo	YES	NO
GDA		
- Serving	1 unit (45g)	1 unit (50g)
- Energy	70kcal (4%)	130kcal (7%)
- Sugar	<0.5g (<1%)	<0.5g (<1%)
- Fat	4g (6%)	12g (17%)
- Saturated fatty acids	0.5g (3%)	4g (20%)
- Salt	0.8g (13%)	1g (17%)
Traffic lights		
- Serving	1 unit (45g)	1 unit (50g)
- Fat	Orange (4g)	Red (12g)
- Saturated fatty acids	Green (0.5g)	Red (4g)
- Sugar	Green (<0.5g)	Green (0.5g)
- Salt	Red (0.8g)	Red (1g)

Pair 10 – soft drink	Volvic Lemon	Sprite Zero
Healthy choice logo	YES	NO
GDA		
- Serving	250ml	250ml
- Energy	13kcal (0.7%)	3kcal (0.2%)
- Sugar	2.5g (3%)	0g (0%)
- Fat	0g (<0.1%)	0g (0%)
- Saturated fatty acids	0g (<0.1%)	0g (0%)
- Sodium	3mg (0.1%)	50mg (2%)
Traffic lights		
- Serving	250ml	250ml
- Fat	Green (0g)	Green (0g)
- Saturated fatty acids	Green (0g)	Green (0g)
- Sugar	Green (2.5g)	Green (0g)
- Salt	Green (0.01g)	Green (0.1g)

According to the international criteria for the "Choices" logo, Sprite Zero would be awarded the logo. However, the Swiss group of experts that reviewed the logo criteria for compatibility in Switzerland suggested that products containing artificial sweeteners should be excluded. This could avoid a situation whereby sugared products are simply artificially sweetened, but still retain the same level of sweetness.