

Traffic Light Signals vs GDAs: What Does the Research Show

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Agency Consumer Research (2004 - 2006)

- Preference - what formats appeal to consumers
- Performance - how do consumers use and understand the information provided

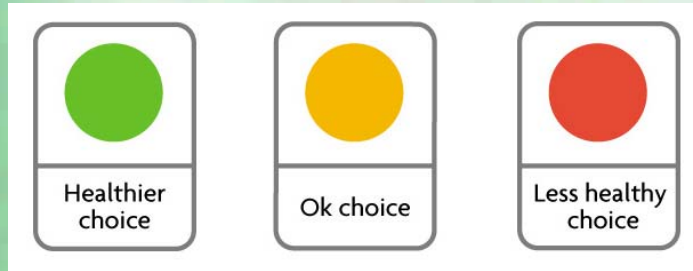
<http://www.food.gov.uk/foodlabelling/signposting/signpostlabelresearch/>



Signposting Preference Research (Nov 04) 5

Concepts tested initially

www.food.gov.uk



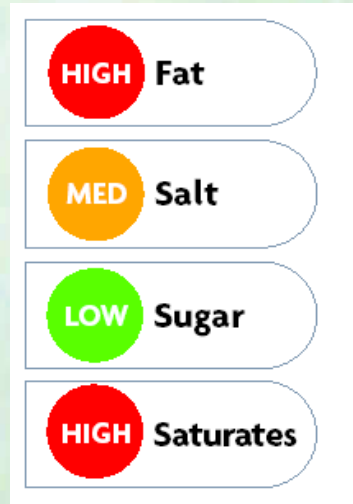
Simple Traffic Light (STL)



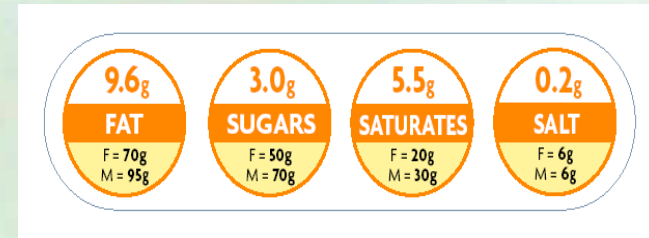
Extended Traffic Light



Healthy Eating Logo



Multiple Traffic Light (MTL)



GDA Key Nutrients



GDA Signposting Preference Research (Mar 05)

7 GDA variations tested in total of which 3 gave the GDA values without calculating the proportion of the nutrient in the product.



MONOCHROME GDA (MGDA)

CALORIES	155 per serving	GDA 2000
SATURATES	0.3g per serving	GDA 20g
FAT	0.75g per serving	GDA 70g
SALT	0.3g per serving	GDA 6g
SUGAR	11.7g per serving	GDA 40g

COLOUR CODED GDA (CGDA)

SATURATES	GDA 20g	0.3g per serving
FAT	GDA 70g	0.75g per serving
SALT	GDA 6g	0.3g per serving
SUGAR	GDA 40g	11.7g per serving

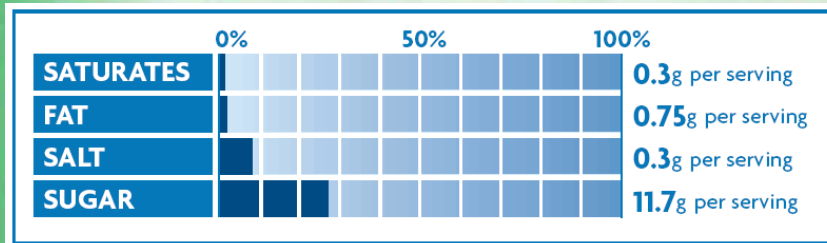
■ HIGH ■ MEDIUM ■ LOW



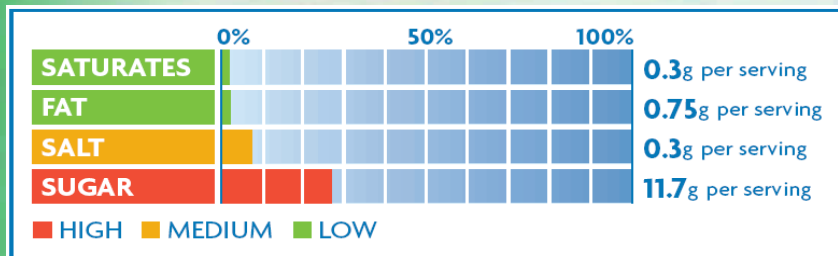
GDA Signposting Preference Research (Mar 05)

4 options with **percentage GDA** information

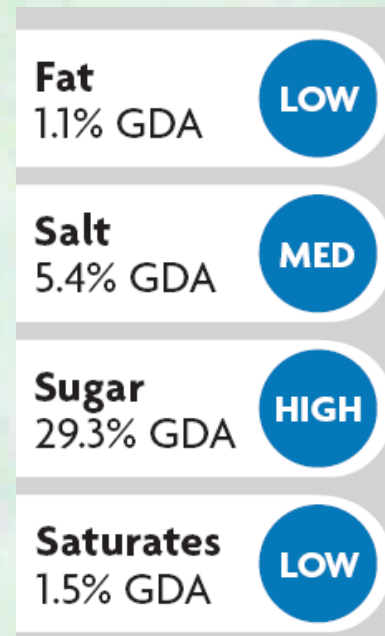
Monochrome % GDA bar chart



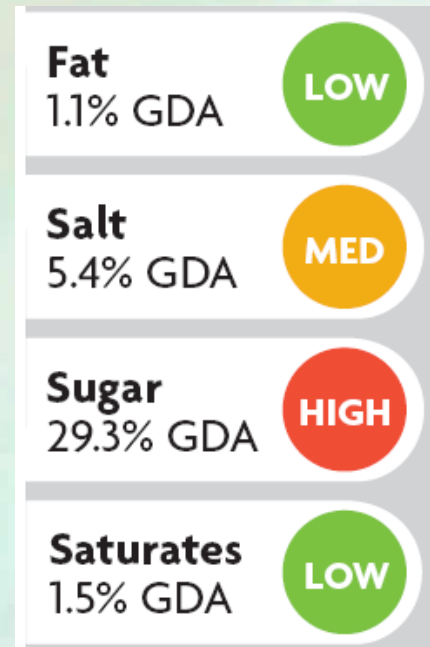
Colour coded % GDA bar chart



Monochrome MTL format

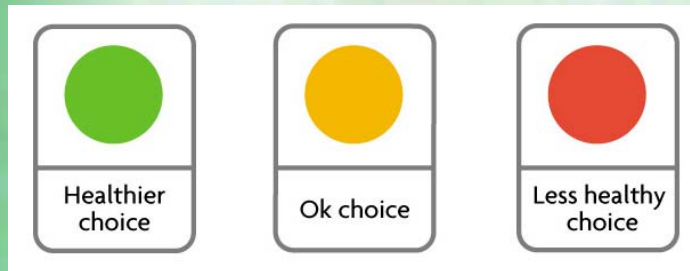


MTL format

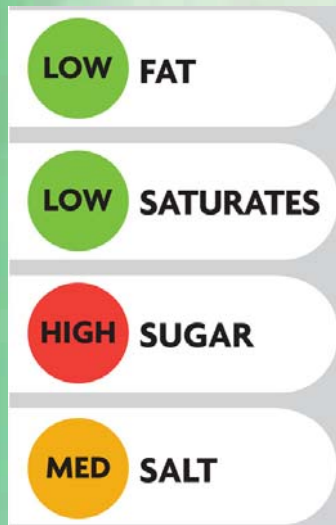


Signposting Performance Research (June 05)

Simple Traffic Light (STL)



Multiple Traffic Light (MTL)



Colour- GDA (CGDA)

	Per serving	GDA
FAT	7.7g	70g
SATURATES	2.0g	20g
SUGAR	42.4g	40g
SALT	2.0g	6g

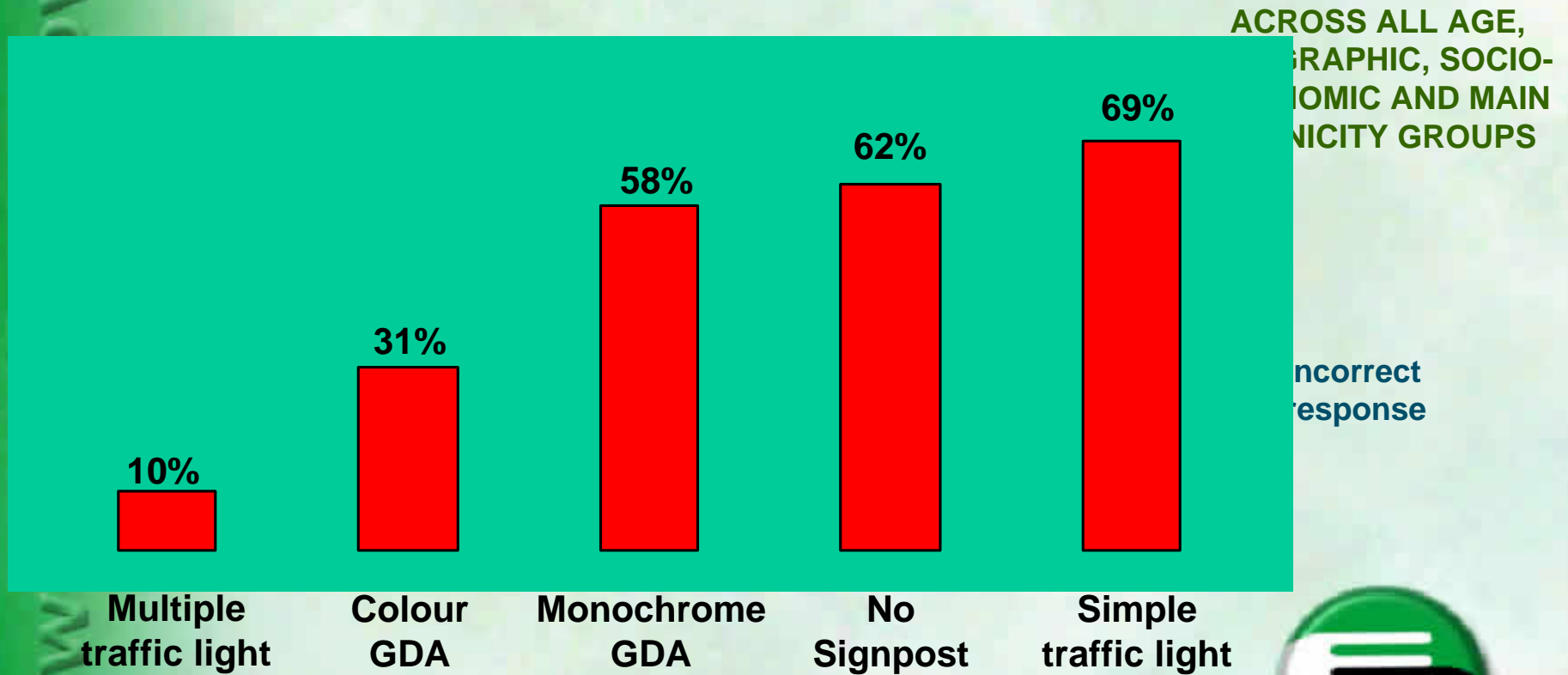
■ HIGH ■ MEDIUM ■ LOW

Monochrome - GDA (MGDA)

	Per serving	GDA
FAT	7.7g	70g
SATURATES	2.0g	20g
SUGAR	42.4g	40g
SALT	2.0g	6g



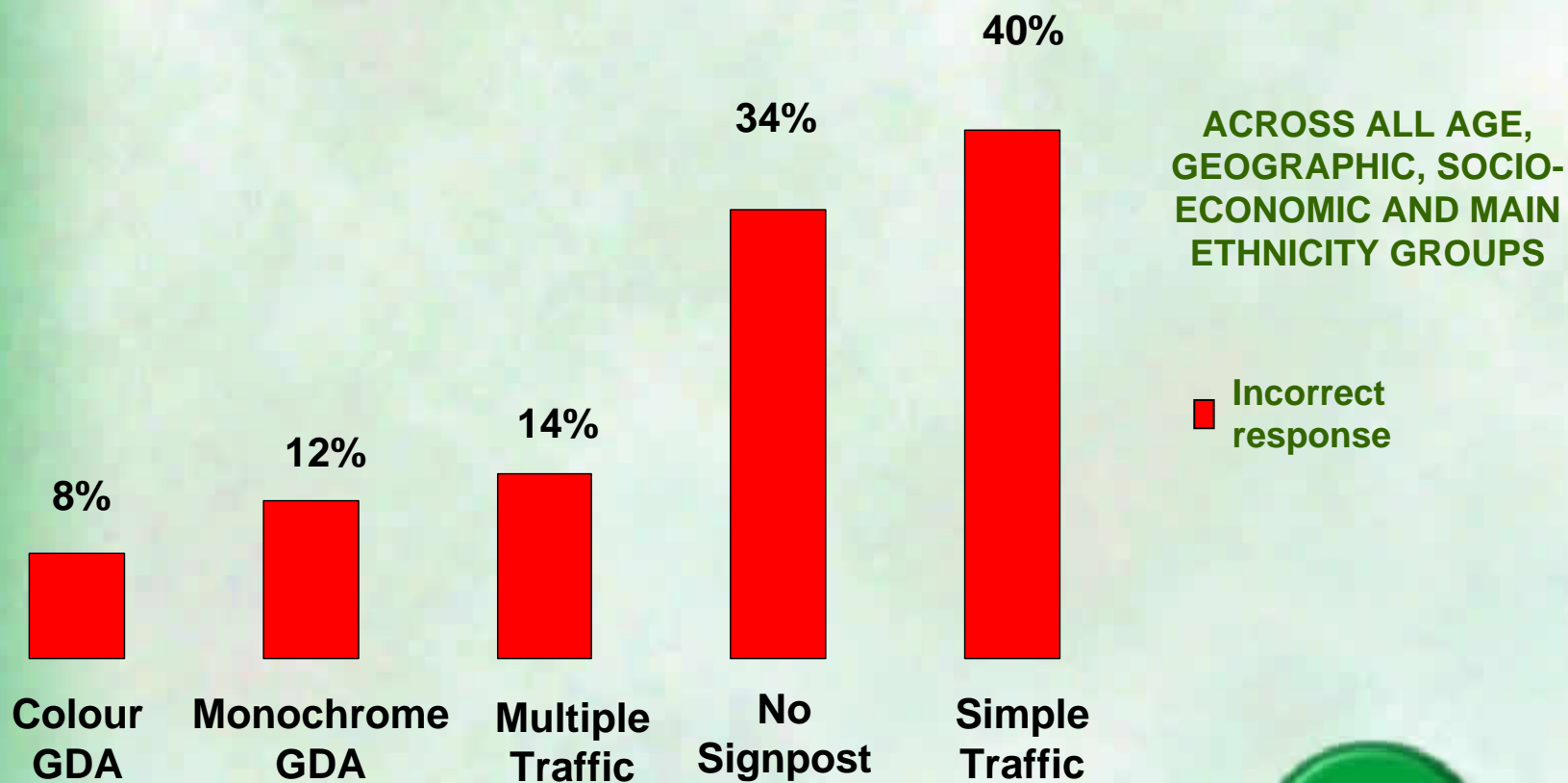
Individual Product – Proportion of Incorrect responses across all those who used signposting



Using signposting produces significantly lower levels of incorrect responses with MTL and C-GDA.



Comparison of 2 products – Proportion of incorrect responses. Breakdown by those who used signposting



Colour GDA elicits less incorrect answers than all other concepts and No Signposting. Levels of incorrect responses also very low with MTL and Mono GDA.



Main Findings of Agency Research

In summary, consumers:

- wanted front of pack labelling, especially on certain composite processed foods
- liked separate information on key nutrients
- found colour coding easy to understand and use
- liked additional information on amount of nutrient in a serving
- some found GDA percentages confusing

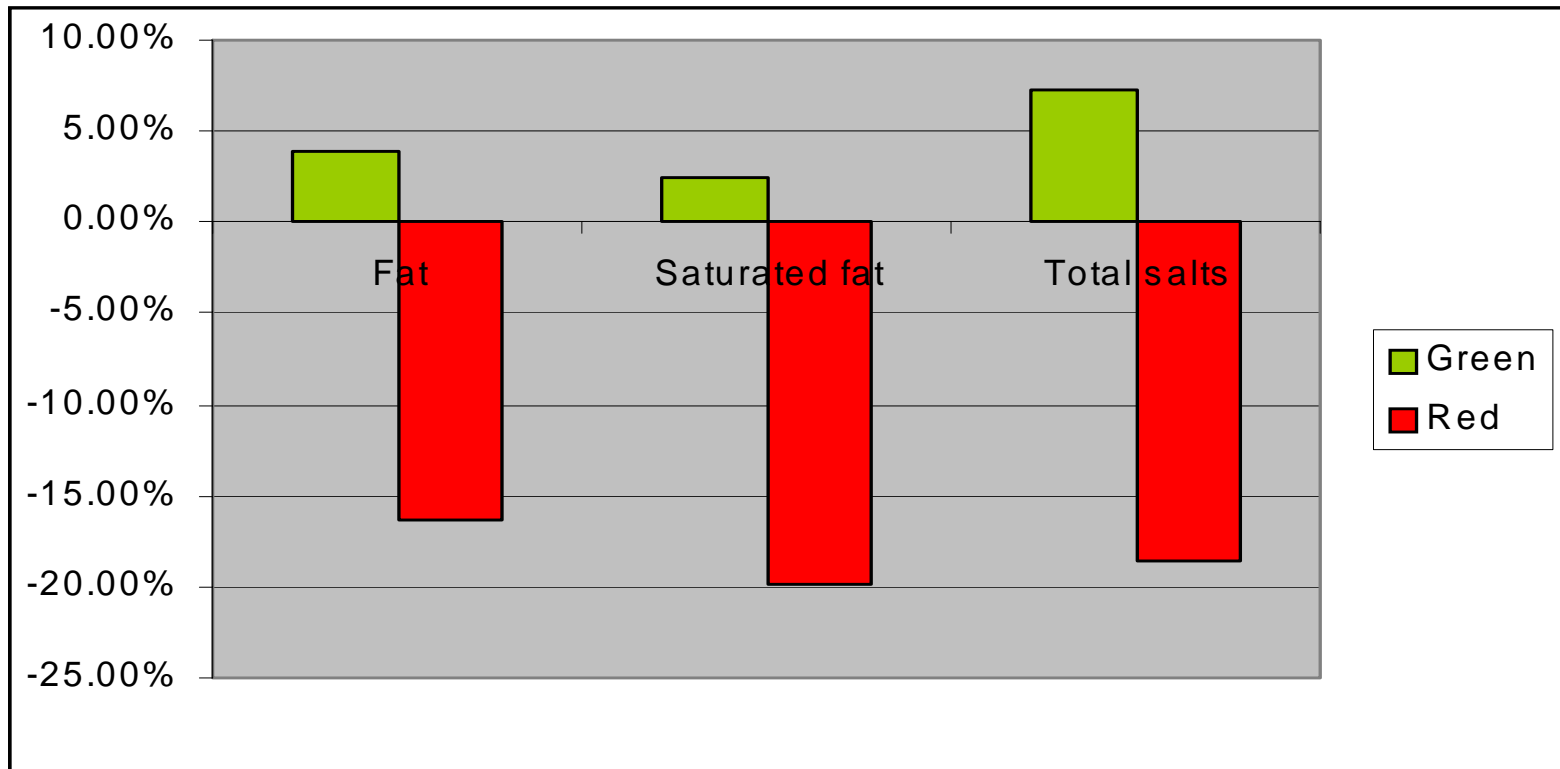


Consumer Purchasing Behaviour – Research Findings (Mar 07)

- Consumers want front of pack labels on products
- Signposts with traffic light colours:
 - act as an initial filter/prompt further investigation;
 - raise profile of all signposted nutrients
- Signposts with monochrome GDAs:
 - are an improvement on information on back of pack;
 - are used to evaluate specific nutrient of concern



Growth against the rest of ready meals



Example of how Sainsbury's use MTL criteria as a tool during the development and re-development of products

Chicken and Bacon Bake

Per serving	Previous	New
Calories (Kcal)	666	568
Fat (g)	26.4	19.2
Saturated Fat (g)	16.4	12
Total sugars (g)	6	1.6
Salt (g)	2.3	1.9

Basics Ready Salted Crisps

Per serving	Previous	New
Calories (Kcal)	107	88
Fat (g)	7.2	4.6
Saturated Fat (g)	1.9	0.7
Total sugars (g)	0.1	0.1
Salt (g)	0.3	0.2



UK Independent Signposting Evaluation Research

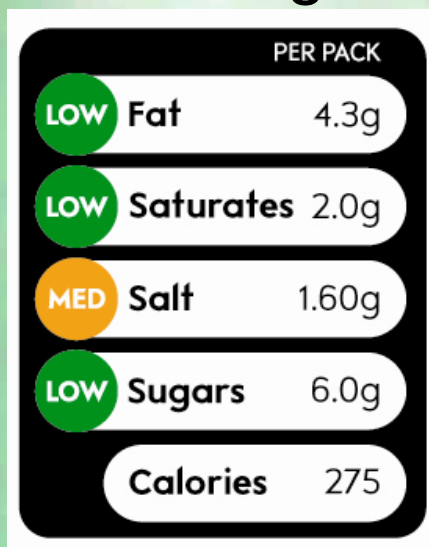
- **Research Objective:**

“to evaluate the impact of front of pack signpost labelling schemes operating in the UK on purchasing behaviour and consumer knowledge”



Examples of the 3 Types of Signposting Schemes Being Used in the UK Marketplace – 30,000 products

Traffic Lights



Colour Coded GDA



Monochrome GDA



Next Steps

- Independent evaluation reports December 2008
- Progress towards single system

