



Health Canada Front-of-Package Labelling Consultation Topline Report

July 2022



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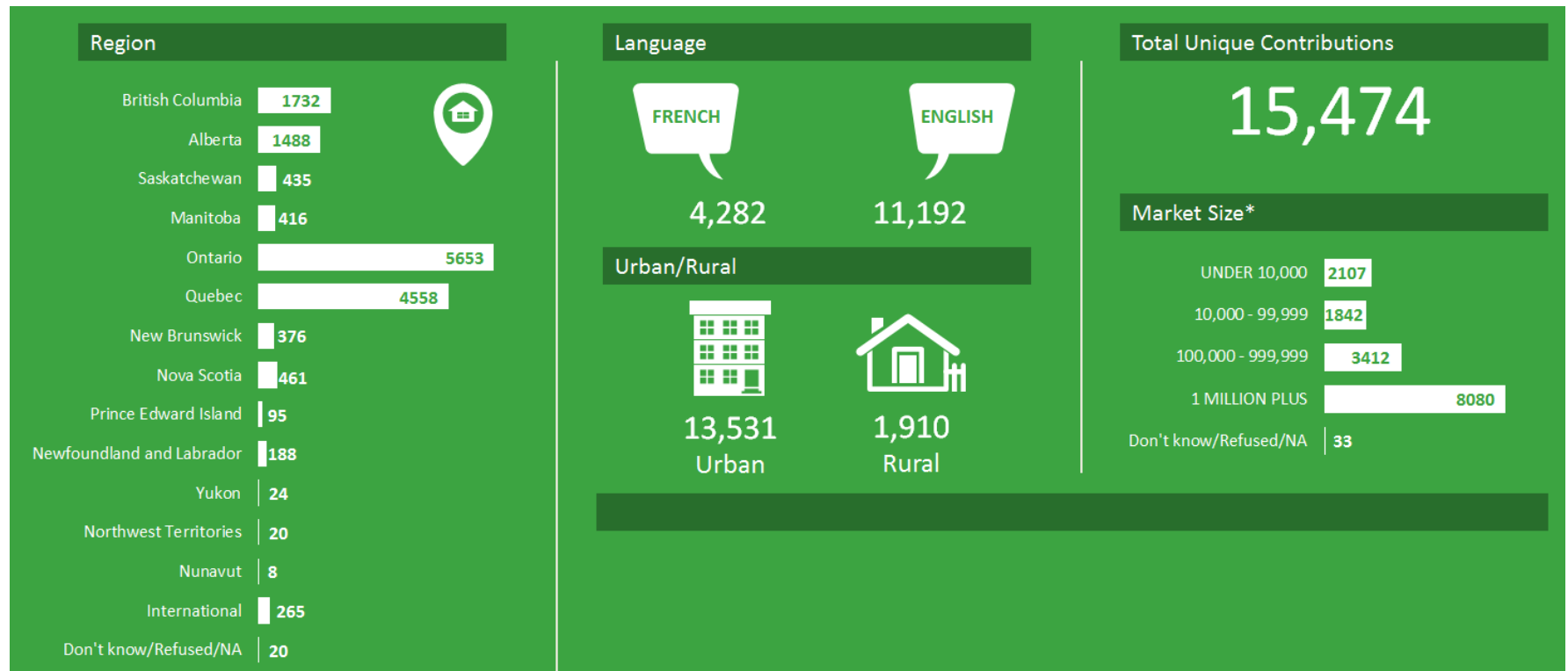
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Disclaimer

The views presented are limited to those of various stakeholders who took part in the consultation process and therefore should not and cannot necessarily be seen as representative of the industry nor Canadians' views in this area.

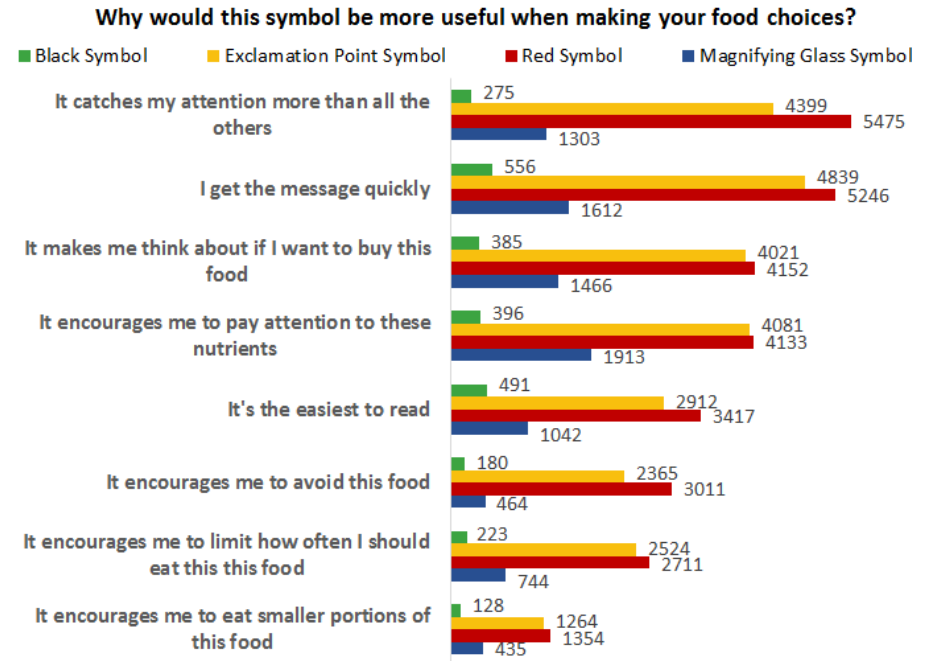
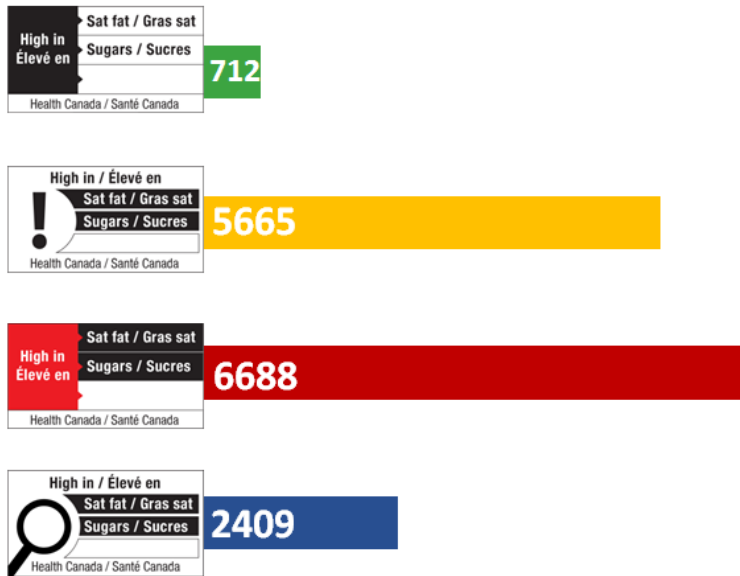
Who did we hear from?



*Market size is based on Statistics Canada data on population size by geographic district within Canada.

Rankings

Overall the red and exclamation point FOP nutrition symbols were considered the most useful for making food choices...

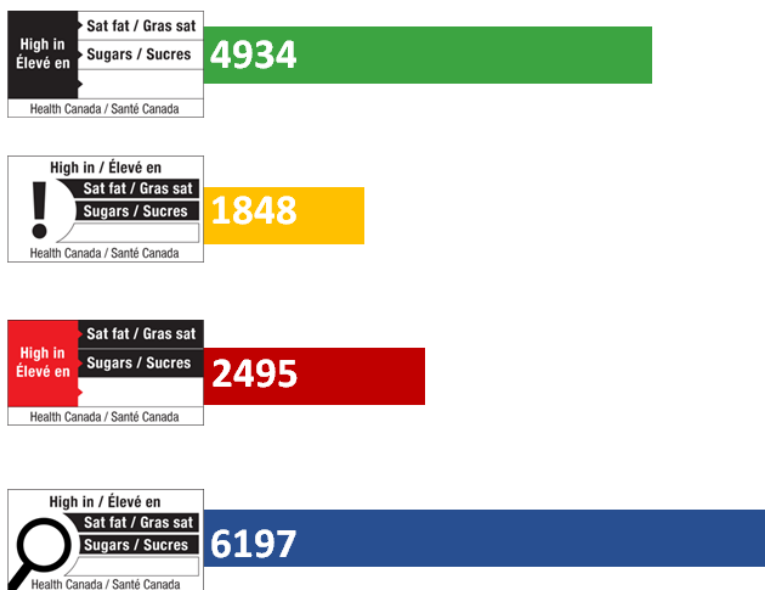


...because they grab attention and convey the message quickly.

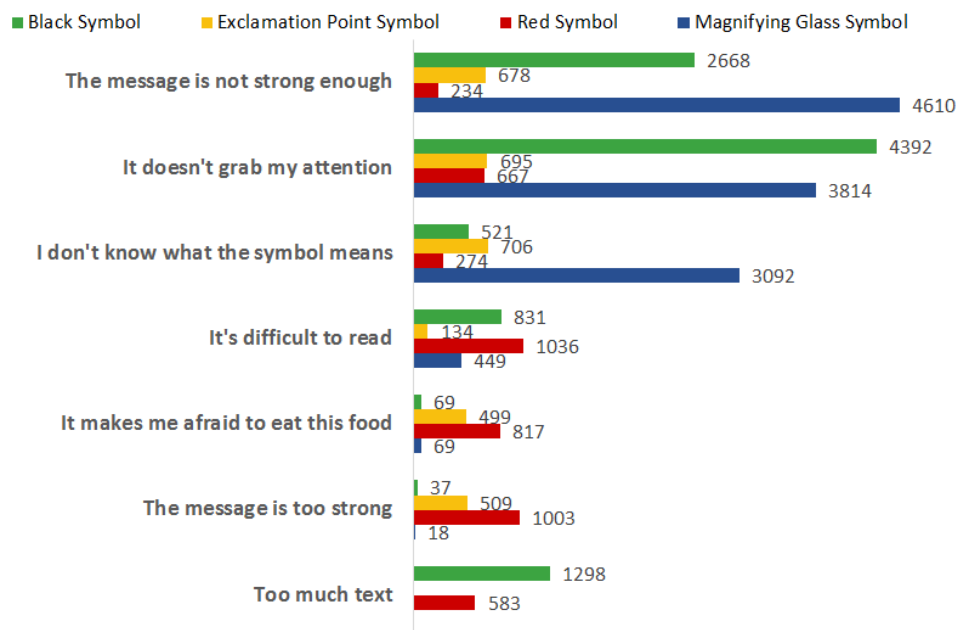
Q5a. Which symbol is the most useful to you when making food choices? Base: All contributors (n=15474)

Q5b. Why would this symbol be more useful when making your food choices? Base: (n=varies)

Consumers stated that the magnifying glass and black symbols were the least useful...



Why would this symbol be less useful when making your food choices?

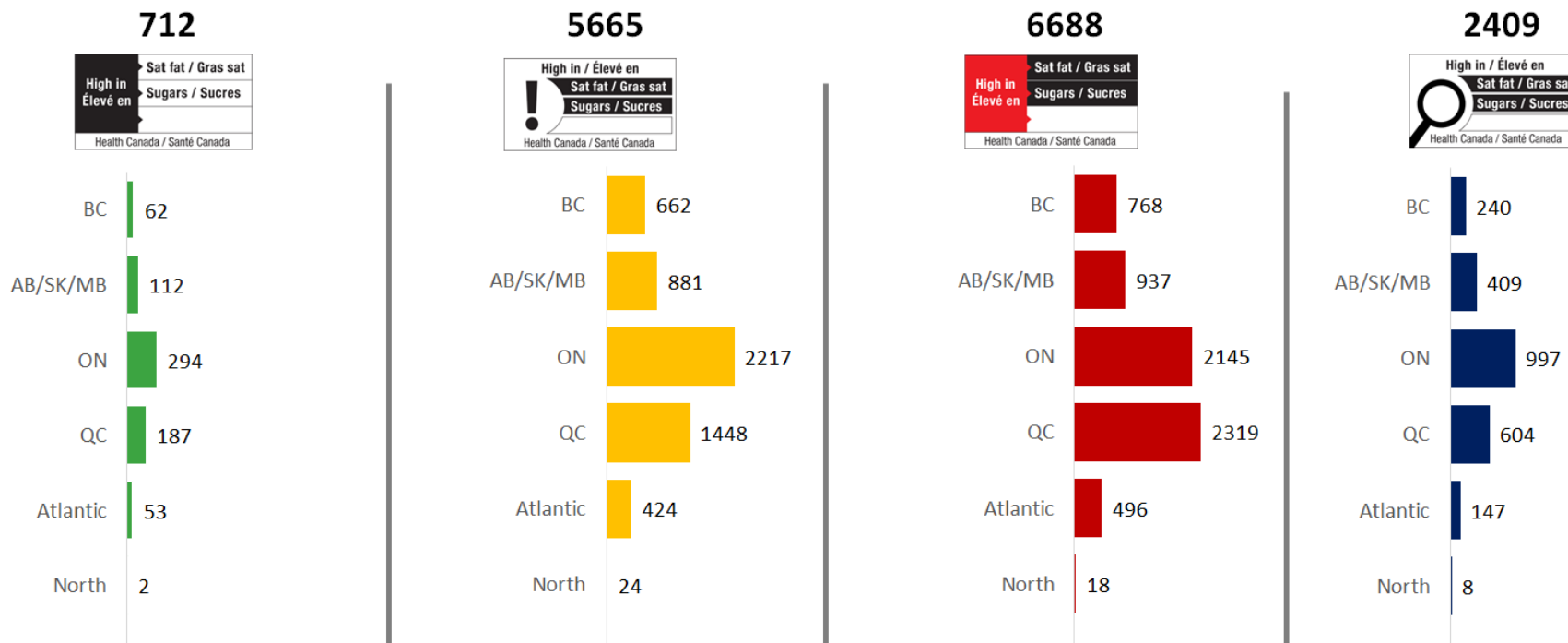


...because they were not strong enough and did not grab attention

Q5a. Which symbol is the least useful to you when making food choices? Base: All contributors (n=15474)

Q5b. Why would this symbol be less useful when making your food choices? Base: (n=varies)

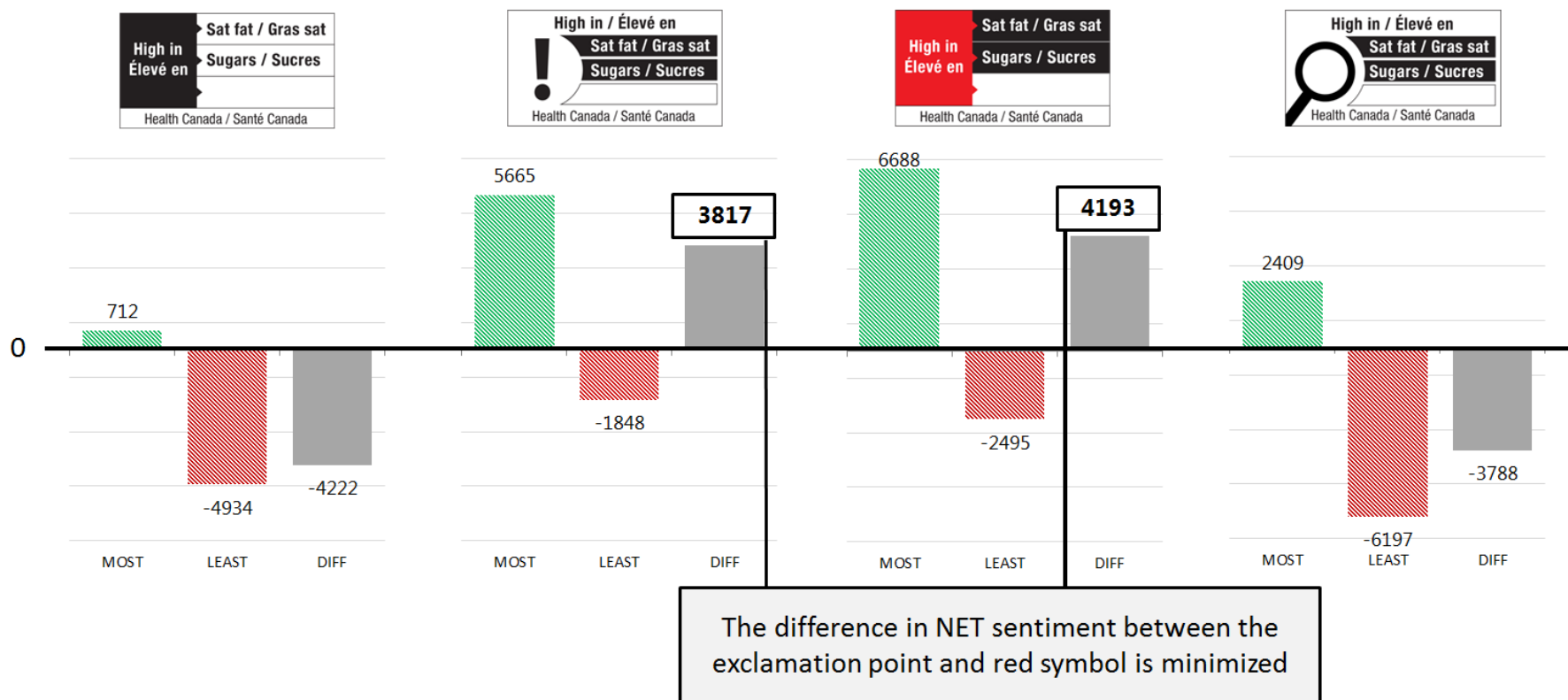
Who identifies which FOP nutrition symbols as most useful?



Q5a. Which symbol is the most useful to you when making food choices? Base: (n=varies)

***These are trends in the response of contributors based on data tagged to FSAs provided. This information is directional in nature.**

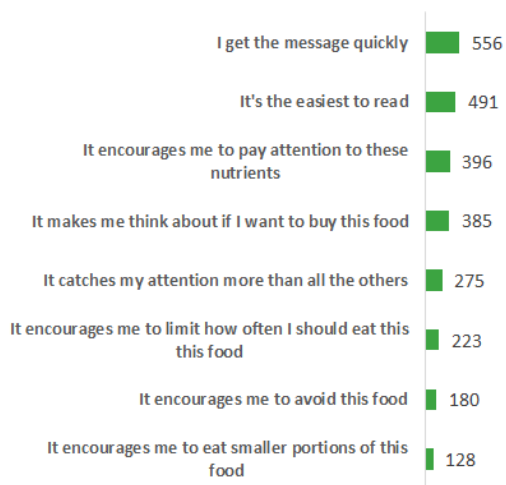
The NET perceived usefulness was positive for the exclamation point and red symbols



Q5a. Which symbol is the most useful to you when making food choices? Base: All contributors (n=15474)

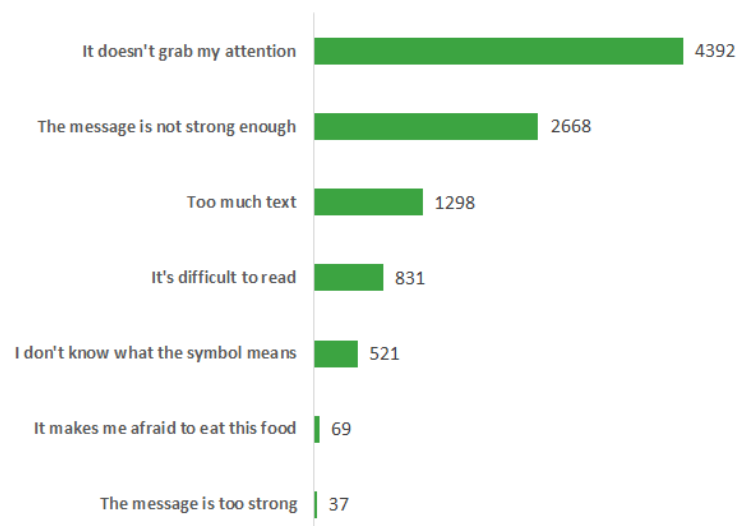
The black symbol did not capture attention

712
Most Useful
 Why would this symbol be the most useful when making your food choices?



High in Élevé en	Sat fat / Gras sat
	Sugars / Sucres
Health Canada / Santé Canada	

4934
Least Useful
 Why would this symbol be the least useful when making your food choices?



Q5b. Why would this symbol be the most useful when making your food choices? Base: (n=varies)

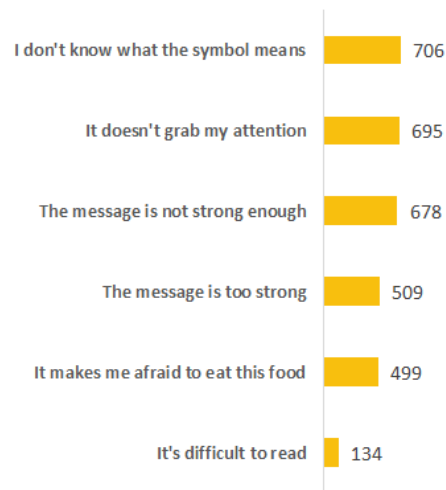
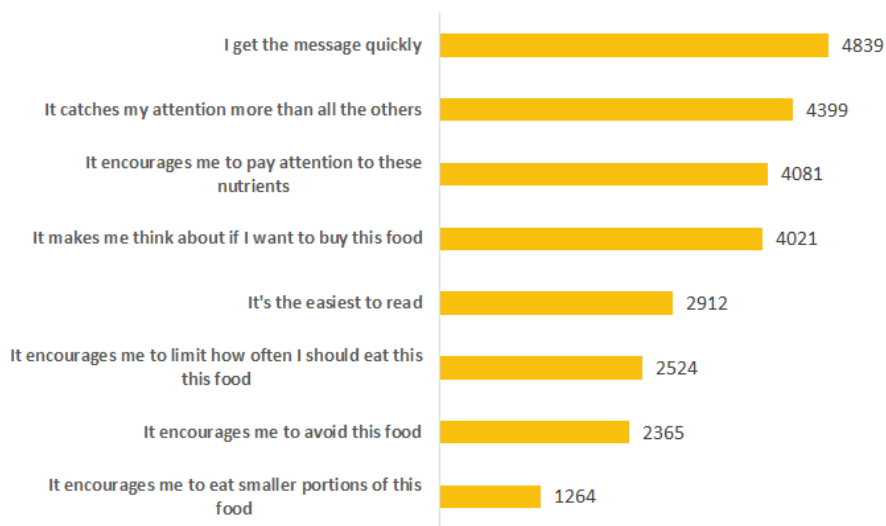
Q5d. Why would this symbol be the least useful when making your food choices? Base: (n=varies)

The exclamation point symbol captured attention and conveyed the message quickly

11202
Most Useful
 Why would this symbol be the most useful when making your food choices?



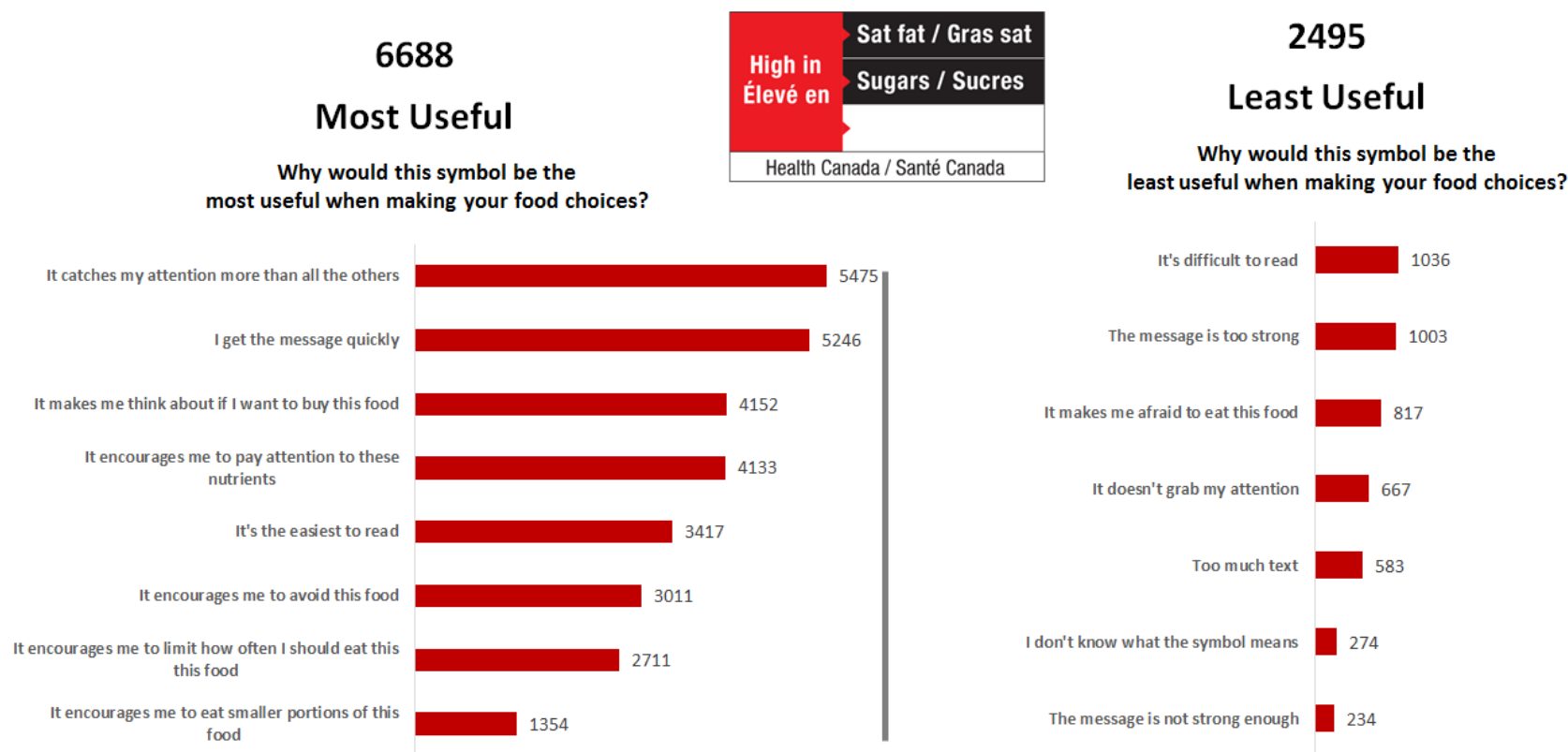
1848
Least Useful
 Why would this symbol be the least useful when making your food choices?



Q5b. Why would this symbol be the most useful when making your food choices? Base: (n=varies)

Q5d. Why would this symbol be the least useful when making your food choices? Base: (n=varies)

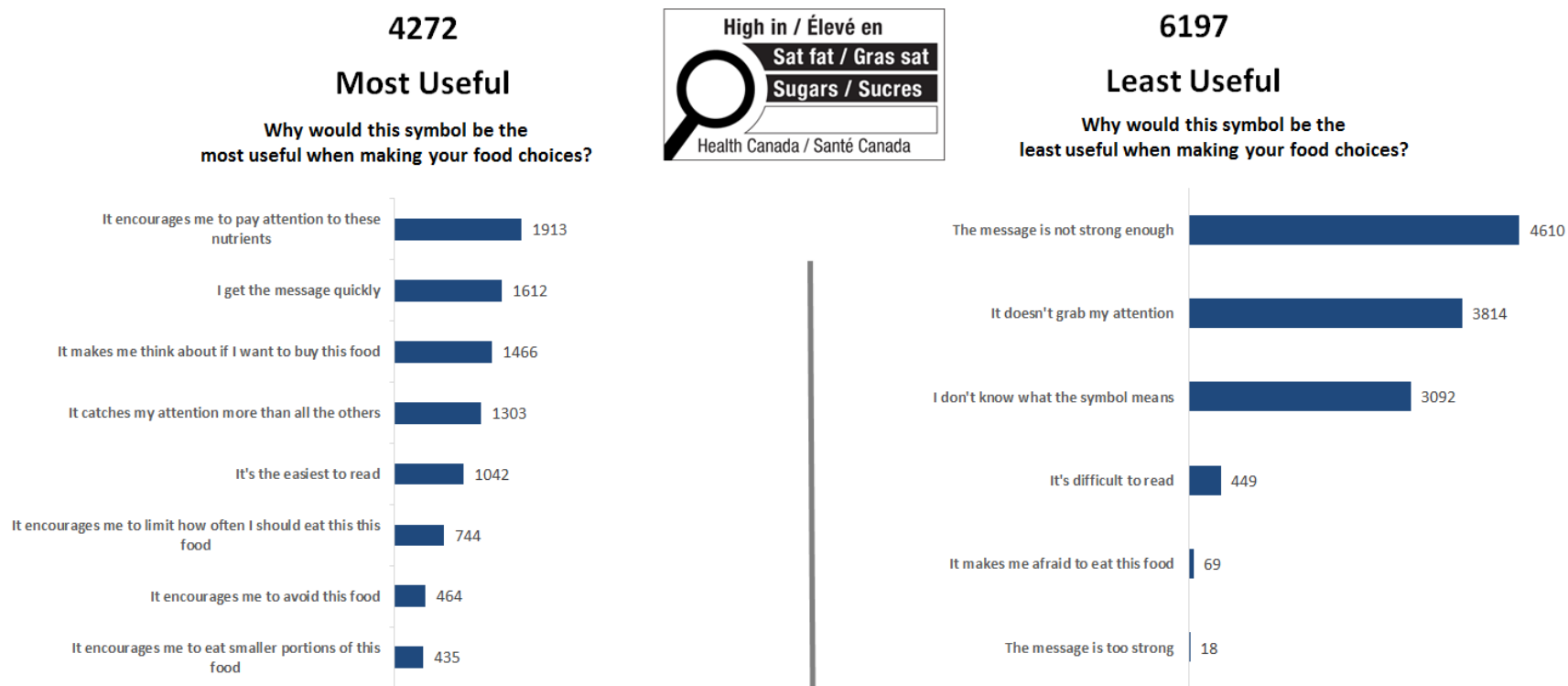
The red symbol captured attention and conveyed the message quickly



Q5b. Why would this symbol be the most useful when making your food choices? Base: (n=varies)

Q5d. Why would this symbol be the least useful when making your food choices? Base: (n=varies)

The magnifying glass symbol did not grab attention and was not strong



Q5b. Why would this symbol be the most useful when making your food choices? Base: (n=varies)

Q5d. Why would this symbol be the least useful when making your food choices? Base: (n=varies)

Comparison of symbols

Among the text-based symbols, the red was more useful



10,801 contributors found this symbol more useful

Why it is useful?

- The colours grab my attention
- It stands out from the other label information



4,673 contributors found this symbol more useful

Why it is useful?

- It stands out from the other label information
- It is easier to read the “High in” text

Q3a. For these symbols, which one would be more useful when making your food choices? (select one)

Q3b. Why would this symbol be the most useful when making your food choices? Base: All contributors (n = 15474)

Among the pictograph-based symbols, the exclamation point symbol was more useful



11,202 contributors found this symbol more useful

Why it is useful?

- The exclamation point grabs attention
- The exclamation point suits the message



4,272 contributors found this symbol more useful

Why it is useful?

- The magnifying glass suits the message
- The magnifying glass grabs attention

Q3a. For these symbols, which one would be more useful when making your food choices? (select one)

Q3b. Why would this symbol be the most useful when making your food choices? Base: All contributors (n = 15474)

Vulnerability Index

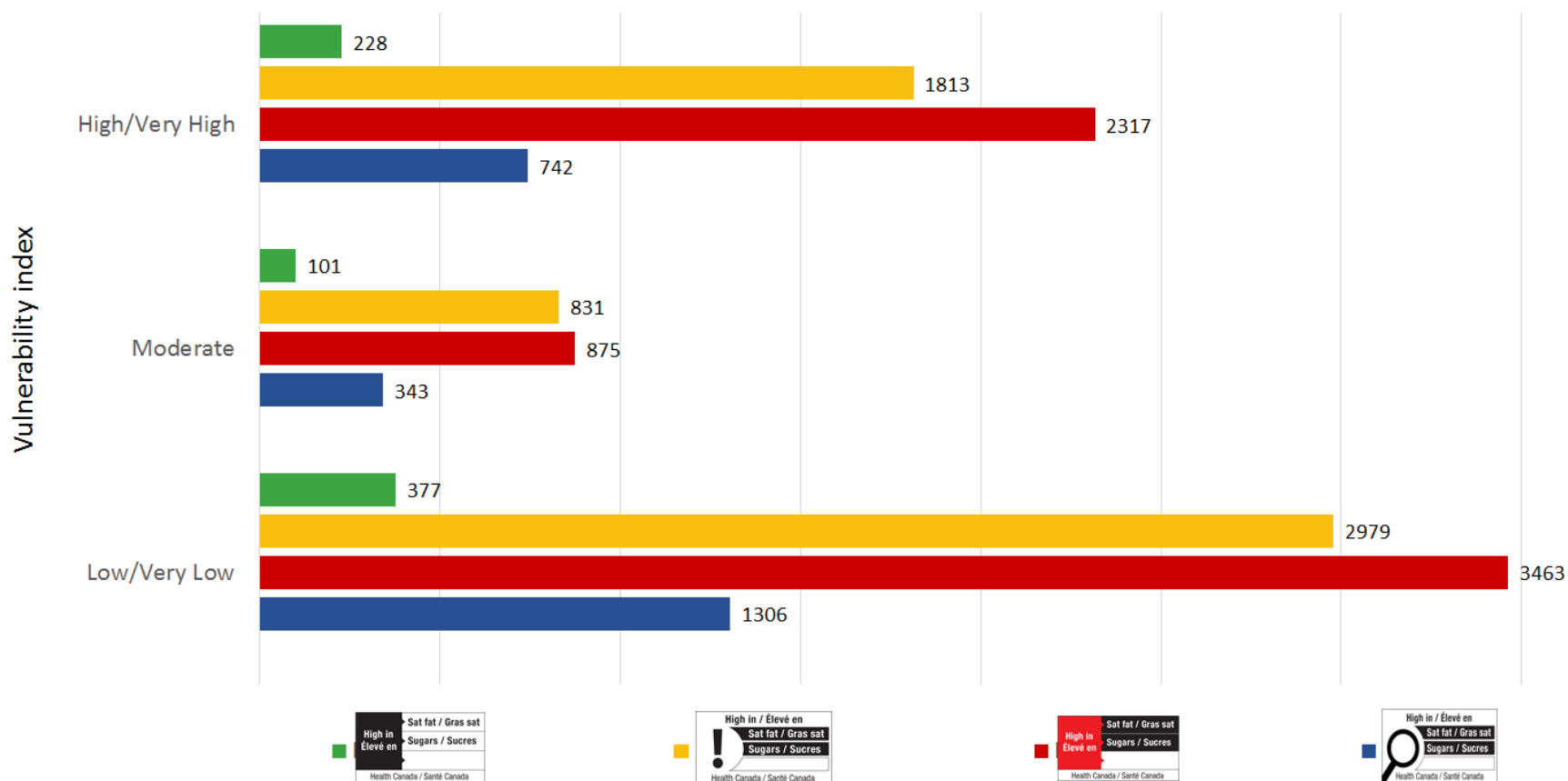
Contributors were asked to share the first three digits of their postal code (FSA) to assist in referencing demographics of participants. Using data from Statistics Canada Census (2011), three socioeconomic indices were tied to different postal codes. These include unemployment, poverty and education. These were combined into an amalgamated vulnerability index, identifying those FSAs with typically higher levels of poverty and unemployment as well as those with lower levels of education as highly vulnerable.

First, poverty and unemployment were crossed to identify on a 5-point scale the intersection of these variables. Second, this was overlaid with education to result in an overall 5-pointing index.



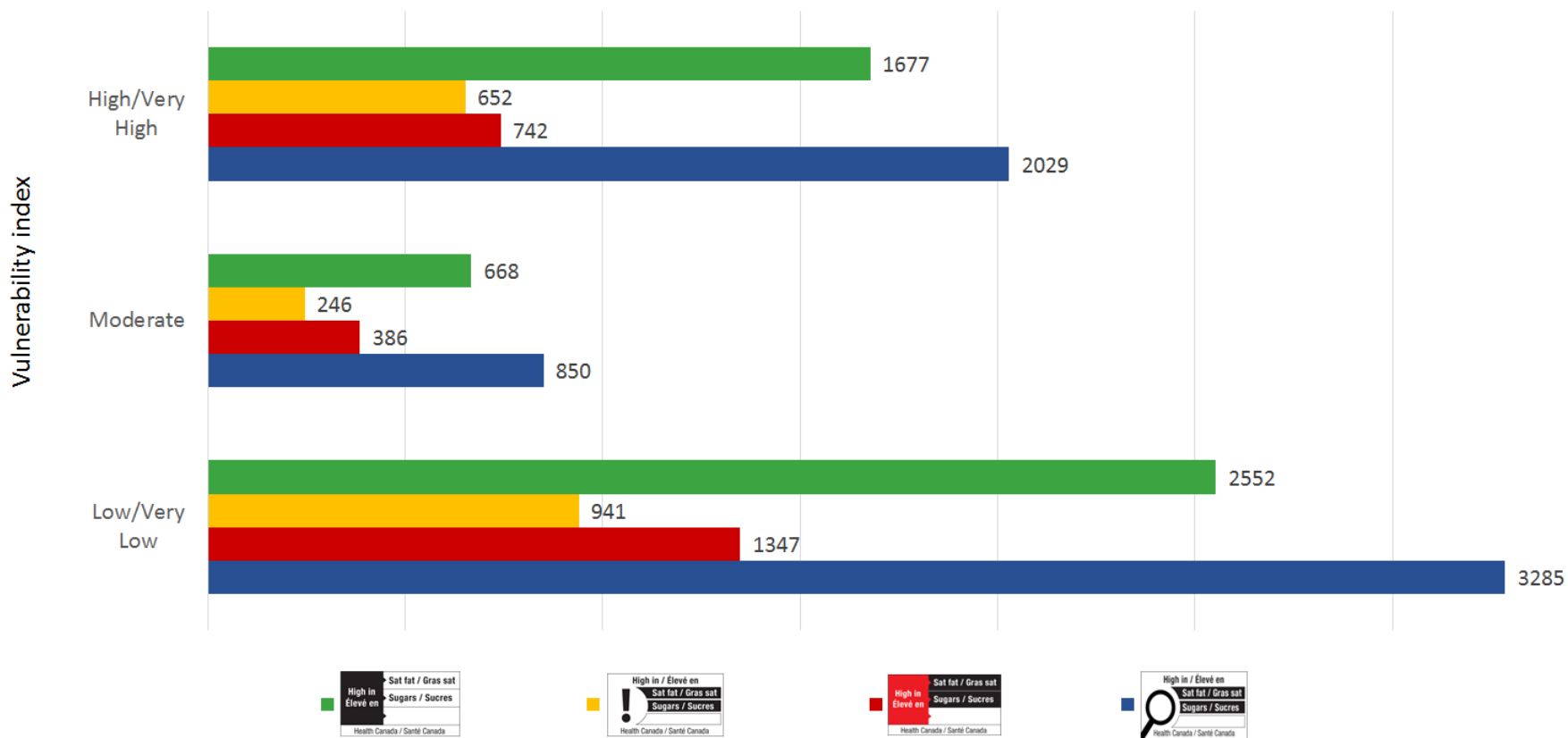
- A – 5 -High Poverty AND High Unemployment AND Low Education
- B – One of:
 - 5 - (High Poverty AND High Unemployment AND (Moderate OR High Education))
 - 4 - ((Moderate Unemployment AND High Poverty) OR (High unemployment AND moderate Poverty)) AND (Moderate Education OR Low Education)
 - 3 - ((Low Unemployment AND High Poverty) OR (Moderate Unemployment AND Moderate Poverty) OR (High Unemployment and Low Poverty)) AND (Low Education)
- C - One of:
 - 2 - ((Moderate Unemployment AND Low Poverty) OR (Low unemployment AND moderate Poverty)) AND (Low Education)
 - 3 - ((Low Unemployment AND High Poverty) OR (Moderate Unemployment AND Moderate Poverty) OR (High Unemployment and Low Poverty)) AND (Moderate Education)
 - 4 - ((Moderate Unemployment AND High Poverty) OR (High unemployment AND moderate Poverty)) AND (High Education)
- D – One of:
 - 1 - (Low Poverty AND Low Unemployment) AND (Low Education)
 - 2 - ((Moderate Unemployment AND Low Poverty) OR (Low unemployment AND moderate Poverty)) AND (Moderate Education)
 - 3 - ((Low Unemployment AND High Poverty) OR (Moderate Unemployment AND Moderate Poverty) OR (High Unemployment and Low Poverty)) AND (High Education)
- E – One of:
 - 1 - (Low Poverty AND Low Unemployment) AND (High OR Moderate Education)
 - 2 - ((Moderate Unemployment AND Low Poverty) OR (Low unemployment AND moderate Poverty)) AND (High Education)

Contributors with higher vulnerability found red and exclamation point symbols most useful



Q5a. Which symbol is the most useful to you when making food choices? Base: All contributors (n=15474)

Contributors with higher vulnerability found magnifying glass and black symbols least useful



Q5c. Which symbol is the least useful to you when making food choices? Base: All contributors (n=15474)

Discussion of Symbols

The following discussion is based on analysis of the final optional undirected call for additional feedback included in this consultation.

Of the 15,474 contributors, 6,821 responded to the open-ended question, representing 44% of the total contributions.

Format specific attributes of the FOP nutrition symbol that contribute to accessibility, understanding and appraisal

This section has been analyzed by dividing feedback based on consumer perceptions of the presented symbols on screen and competencies when using the proposed FOP symbols.

Accessibility/Awareness of FOP Symbol	Understanding of FOP Symbol	Appraisal of FOP Symbol
<ul style="list-style-type: none"> Many contributors suggested combining one of the symbols, the exclamation point in particular, with the red color. This was suggested as a way for the symbols to be effective for colorblind people (which was an issue people were passionate about) and as well as those who were not proficient in English or French. It would also have a positive impact on the visibility of the symbol and its success in attracting attention. There were several comments about how the labeling should be in a visible place and large enough to be noticeable on the label. There was some concern that a red symbol would fade into colorful packaging or that food manufactures would make packaging more colorful to make it less eye catching. 	<ul style="list-style-type: none"> A number of participants suggested that both the red and the exclamation point resonated with them because they conveyed stop or hazard most effectively. A few contributors felt the red/exclamation point symbols were too strong or negative and suggested using a yellow colour/magnifying glass. Some indicated that others may feel shamed for their food choices and asking Canadians to make informed decisions rather than avoiding foods with strong warnings would be preferable. Some participants wanted more details about the thresholds for “high in” and suggested that the source of the nutrients should be taken into account (i.e. natural sugar). They worried consumers could be prevented from buying otherwise healthy food or that there would be to wide a range of amounts under that category to be truly useful to Canadians trying to make healthy choices. 	<ul style="list-style-type: none"> There were several comments on how the symbol had to be simple and fast to be useful to busy people, particularly parents. The red colour and exclamation point were underscored as elements that could support this function in applying this information to their diets. Others also discussed a need for broader public education about healthy eating in general and the use of the FOP symbols more specifically.

Q6. Are there any other comments that you would like to share about the front-of-package nutrition symbols? Base: All contributors (n=15474)

Summary Results



- Red catches consumers' attention



- Exclamation point catches consumers' attention



- Does not capture consumers' attention
- Easier to read for some than red background



- Difficult to understand, not clear it is a magnifying glass
- Makes some think about their choice(s)
- Weaker than other approaches

- Some felt a mixed approach would assist in balancing different accessibility and understanding needs between different groups of Canadians, such as those with colorblindness as well as reading difficulties.
- The exclamation point and red symbols were identified as the most attention grabbing by a large number of contributors.

Q6. Are there any other comments that you would like to share about the front-of-package nutrition symbols? Base: All contributors (n=15474)