

APPENDIX 7

Statistical Analysis Plan

1. Identify the most preferable label(s).

The ranking scores for the four (4) labels (data from Questions 1 and 4) will be compared using an ANOVA. The Student-Newman-Keuls follow up multiple comparison procedure will be used to compare ratings between labels.

The percentages of the “most preferred” among the four (4) labels (data from Question 1) will be compared using a Chi-square test. When a statistically significant difference on the preference among the four (4) labels is detected, the pairwise comparisons will be conducted using a Chi-square test to determine which label(s) has (have) received statistically significantly higher percentage(s) of being the “most preferred”.

2. Identify the main reason that a label is the most preferred (data from Question 2).

A two- (2) way table of percentages, as illustrated in the following table, will be constructed.

Label	Numerical System	Symbols	Descriptors	Pass/Fail
Easy to increase rating scale, like SPF				
Easy to compare products against each other				
Clearer/ more specific/ easier to understand				
Easy to read or see				

A Chi-square test will be used to compare the reasons for the “most preferred” across the four (4) labels.

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3. Compare reasons that a label is the most preferred (data from Question 3)¹. Five (5) two- (2) way tables of percentages, one (1) for each “reason”, as illustrated in the following tables, will be constructed:

Label	Numerical System	Symbols	Descriptors	Pass/Fail
Clear/ More specific/ Easier to understand is selected				
Clear/ More specific/ Easier to understand is <i>not</i> selected				

Label	Numerical System	Symbols	Descriptors	Pass/Fail
Can increase rating scale, like SPF is selected				
Can increase rating scale, like SPF is <i>not</i> selected				

Label	Numerical System	Symbols	Descriptors	Pass/Fail
Easy to compare products against each other is selected				
Easy to compare products				

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¹ If a respondent selects a choice in Question #2 of the questionnaire, the same choice in Question #3 will be treated as also having been selected by the respondent.

against each other is not selected				
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Label	Numerical System	Symbols	Descriptors	Pass/Fail
Show you what you need to know is selected				
Show you what you need to know is not selected				

Label	Numerical System	Symbols	Descriptors	Pass/Fail
Easier to read or see is selected				
Easier to read or see is not selected				

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A Chi-square test will be used to compare the preference among the four (4) labels for each reason.

4. Compare reasons that a label is a **second** choice (data from Question 5).

The same statistical analysis method as used in Section 3 above will be used to compare the preference as a **second** choice among the four (4) labels for each reason.

5. Compare reasons that a label is a **fourth** choice (data from Question 6).

The same statistical analysis method as used in Section 3 above will be used to compare the preference as a **fourth** choice among the four (4) labels for each reason.

Additional demographic variables will also be collected and tabulated, such as center location, gender, age, and education level.