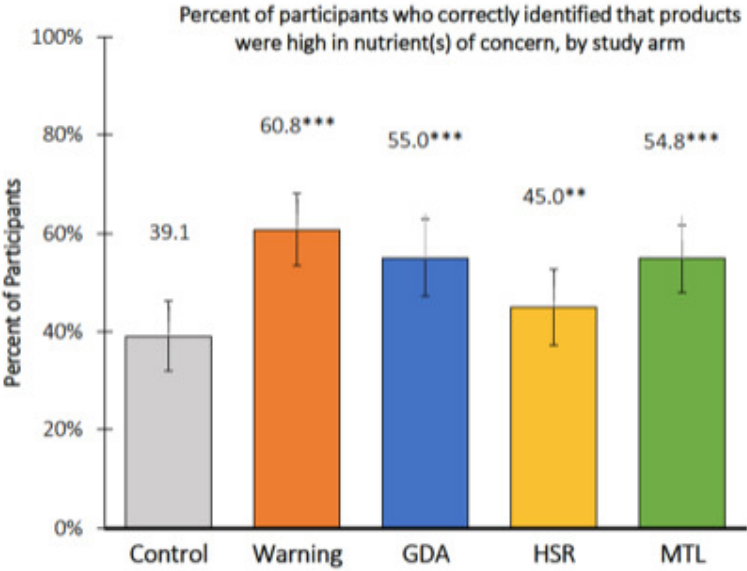


Field Experiment Results



*** P-value <0.001 relative to the control label; ** P-value <0.01; * P-value <0.05; GDA= Guideline Daily Amounts, HSR= Health Star Rating, MTL= Multiple Traffic Light Label.