

Strategies for Promoting Healthier Food Choices

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**Online Appendix**

## Appendix

**Table 1.** The Sandwich Study: Regressions predicting food choices from convenience, information, and demographics

	Dependent variable: Log odds of choosing a low-calorie sandwich		Dependent variable: Total meal calories	
type of regression	logistic		linear	
Constant	0.09 (0.40)	-0.21 (0.43)	843.62*** (46.13)	848.60*** (47.15)
Calorie Information	0.35 (0.26)	0.78** (0.30)	-48.05* (28.82)	-78.71** (32.29)
Calorie Recommendation	0.03 (0.26)	0.03 (0.30)	-37.46 (28.61)	-10.48 (32.49)
Healthy Featured Menu	1.02*** (0.30)	1.24*** (0.36)	-76.65** (34.00)	-60.10 (38.83)
Unhealthy Featured Menu	-1.00*** (0.31)	-1.05*** (0.37)	16.00 (35.62)	30.55 (40.03)
Female	0.06 (0.27)	0.02 (0.28)	-69.47** (30.06)	-58.93* (30.40)
Age	-.01 (0.01)	-.01 (0.01)	-0.75 (1.12)	-0.84 (1.15)
African American	-0.76* (0.44)	-0.65 (0.45)	130.47*** (49.09)	116.96** (49.21)
Dieting		1.89** (0.78)		-58.02 (82.39)
Calorie Information * Dieting		-2.03*** (0.65)		151.54** (68.43)
Calorie Recommendation * Dieting		-0.07 (0.63)		-101.05 (67.97)
Healthy Featured Menu * Dieting		-1.05 (0.73)		-35.96 (79.87)
Unhealthy Featured Menu * Dieting		-0.17 (0.81)		-68.96 (87.32)
	N = 290	N = 289	N = 290	N = 289
	X <sup>2</sup> = 45.65, p < .001	X <sup>2</sup> = 57.98, p < .001	F (7,282) = 3.12, p < .01	F (12, 276) = 2.73, p < .01
	Pseudo R <sup>2</sup> = 0.19	Pseudo R <sup>2</sup> = 0.24	R <sup>2</sup> = 0.07	R <sup>2</sup> = 0.11

**Note:** Note: \*Significantly different from 0 at the 10-percent level; \*\*Significantly different from 0 at the 5-percent level; \*\*\* Significantly different from 0 at the 1-percent level. Standard errors are in parentheses.

**Table 2.** New York City Labeling Study: Demographics

	<b>Coffee shop, Manhattan</b>	<b>Burger Restaurant, Manhattan</b>	<b>Burger Restaurant, Brooklyn</b>
<b>Female</b>	<b>49.1%</b>	<b>46.2%</b>	<b>60.8%</b>
<b>Age</b>	<b>33.83 (12.66)</b>	<b>33.77 (13.50)</b>	<b>37.05 (14.15)</b>
<b>Race</b>			
<b>White</b>	<b>55%</b>	<b>18%</b>	<b>10%</b>
<b>African American</b>	<b>9%</b>	<b>32%</b>	<b>45%</b>
<b>Hispanic</b>	<b>8 %</b>	<b>20%</b>	<b>11%</b>
<b>Asian</b>	<b>6%</b>	<b>3%</b>	<b>4%</b>
<b>Other</b>	<b>23%</b>	<b>27%</b>	<b>30%</b>
<b>Body Mass Index</b>	<b>24.20 (4.52)</b>	<b>26.28 (5.99)</b>	<b>27.71 (5.73)</b>
<b>Dieting</b>	<b>24.2%</b>	<b>17.7%</b>	<b>30.5%</b>

**Table 3.** New York City Labeling Study: OLS regressions predicting calories consumed from informational manipulations and demographics

	<b>Coffee shop, Manhattan</b>	<b>Burger Restaurant, Manhattan</b>	<b>Burger Restaurant, Brooklyn</b>	<b>Burger restaurants (combined)</b>
<b>Constant</b>	<b>206.29***</b> (53.34)	<b>638.73***</b> (83.97)	<b>947.73***</b> (70.95)	<b>696.47***</b> (70.08)
<b>Legislation in effect</b>	<b>11.50</b> (43.90)	<b>19.49</b> (56.83)	<b>-76.61*</b> (39.11)	<b>71.04</b> (47.23)
<b>Thursday</b>	<b>35.59</b> (40.57)	<b>118.58</b> (89.02)		<b>48.78</b> (71.20)
<b>Friday</b>	<b>15.79</b> (32.67)	<b>65.92</b> (65.27)	<b>61.12</b> (39.30)	<b>73.76</b> (63.28)
<b>Saturday</b>	<b>-9.02</b> (33.68)	<b>-12.73</b> (70.96)		<b>-6.17</b> (69.42)
<b>Age</b>	<b>-0.88</b> (0.86)	<b>-1.81</b> (1.35)	<b>-4.17***</b> (1.42)	<b>-2.85***</b> (.97)
<b>Female</b>	<b>-31.06</b> (21.84)	<b>1.90</b> (37.65)	<b>-22.29</b> (41.86)	<b>-12.41</b> (27.84)
<b>African American</b>	<b>81.62**</b> (40.11)	<b>113.10***</b> (42.18)	<b>7.42</b> (40.03)	<b>61.47**</b> (28.96)
<b>Daily Caloric Target Provided<sup>a</sup></b>	<b>29.36</b> (30.28)	<b>56.86</b> (47.35)	<b>61.90</b> (47.88)	<b>52.26</b> (33.54)
<b>Meal Caloric Target Provided</b>	<b>41.52</b> (32.46)	<b>58.43</b> (45.62)	<b>15.23</b> (51.06)	<b>39.67</b> (33.96)
<b>Brooklyn McDonalds</b>				<b>137.68***</b> (45.87)
<b>Brooklyn McDonalds * Calorie information provided</b>				<b>-145.42**</b> (62.03)
	<b>N = 320</b>	<b>N = 568</b>	<b>N = 466</b>	<b>N = 1034</b>
	<b><i>F</i>(9, 310) = .97, <i>p</i> = .47</b>	<b><i>F</i>(9, 558) = 2.41, <i>p</i> = .01</b>	<b><i>F</i>(7, 458) = 2.41, <i>p</i> = .02</b>	<b><i>F</i>(11, 1022) = 3.86, <i>p</i> &lt; .001</b>
	<b>R<sup>2</sup> = 0.03</b>	<b>R<sup>2</sup> = 0.04</b>	<b>R<sup>2</sup> = 0.04</b>	<b>R<sup>2</sup> = 0.04</b>

**Note:** \*Significantly different from 0 at the 10-percent level; \*\*Significantly different from 0 at the 5-percent level; \*\*\* Significantly different from 0 at the 1-percent level. Standard errors are in parentheses. Baseline day of week is Sunday in first 2 columns, Thursday in 3<sup>rd</sup> column.

<sup>a</sup> Because the recommendations were provided for the coffee shop only post-legislation, the effect of the calorie recommendations reported for this location are in fact the interaction between legislation and the recommendation manipulations.