Pilot Study 1: Means and Correlations for Food-Value Orientation Scales, Demographics, and Related Constructs

	Taste-Value Orientation (TVO) 'a'	Healthfulness-Value Orientation (HVO) 'b'	Quantity-Value Orientation (QVO) 'c'
Means	5.44 [b,c]	5.09 [a]	5.17 [a]
SD	1.04	1.35	1.21
Correlations			
TVO	.92		
HVO	.06	.93	
QVO	.23**	−.12*	.91
Age	.02	.10	−.12*
Income	.04	−.01	−.13*
Education	−.01	.05	−.12*
Nutrition Knowledge	−.09	.40**	−.20**
Nutrition Motivation	−.06	.53**	−.23**
Perceived Health-Risk	.09	−.23**	.06
BMI	.09	−.14*	.08

$* p < .05, ** p < .01$

Notes: Means at the top of the table are based on seven-point scales. Superscripts adjacent to the means indicate significant differences ($p < .05$ or better) between the mean values. For example, the superscripts for the "a" cell (TVO) indicate that the taste-value orientation mean is significantly greater than the means for the other two orientations (labeled "b" and "c"). Values on diagonals of the correlation matrix are coefficient α reliabilities. Correlations between interval and ratio scaled variables (i.e., food-value orientations, age, nutrition knowledge, nutrition motivation, health-risk, and body mass index) are Pearson correlations. Correlations between ordinal scaled variables (i.e., income and education) and the food-value orientations are Spearman's rank-order correlations.

Studies 1 and 2: Means and Correlations for Food-Value Orientation Scales

Panel A. Study 1: Means (Standard Deviations) and Correlations

	Taste-Value Orientation (TVO)	Healthfulness-Value Orientation (HVO)	Quantity-Value Orientation (QVO)
Means (Standard Deviations)			
No Calorie Labeling (Control)	5.84 (0.87)	4.82 (1.58)	5.09 (1.47)
Calorie Labeling	5.83 (0.94)	4.99 (1.43)	4.89 (1.49)
Total Sample	5.83 (0.90)	4.91 (1.51)	4.99 (1.48)
Correlations			
TVO	.94		
HVO	−.18**	.96	
QVO	.38**	−.19**	.95

Panel B. Study 2: Means (Standard Deviations) and Correlations

	Taste-Value Orientation (TVO)	Healthfulness-Value Orientation (HVO)	Quantity-Value Orientation (QVO)
Means (Standard Deviations)			
No Calorie Labeling (Control)	6.01 (0.94)	5.32 (1.17)	4.32 (1.46)
Calorie Labeling	6.08 (0.95)	5.47 (1.25)	4.40 (1.37)
Total Sample	6.05 (0.95)	5.40 (1.22)	4.36 (1.41)
Correlations			
TVO	.95		
HVO	.11	.96	
QVO	.12*	−.13*	.95

Notes: Differences between the means across the calorie labeling and no labeling conditions are all nonsignificant (p's > .20). Values on diagonals of the correlation matrix are coefficient α reliabilities.