

Table 3. Participant Characteristics

	Healthy Snack Food			Unhealthy Snack Food		
	Healthy Commercials (N = 6)	Unhealthy Commercials (N = 6)	Non-Food Related Commercials (N = 5)	Healthy Commercials (N = 7)	Unhealthy Commercials (N = 6)	Non-Food Related Commercials (N = 6)
Age (yrs)	19.3 $\pm$ 1.0	21.0 $\pm$ 3.6	20.4 $\pm$ 3.7	19.2 $\pm$ 1.5	21.0 $\pm$ 2.1	20.3 $\pm$ 1.3
BMI (kg/m ²)	22.3 $\pm$ 1.6	22.6 $\pm$ 1.5	22.5 $\pm$ 1.1	21.9 $\pm$ 1.3	21.5 $\pm$ 1.8	22.1 $\pm$ 1.6
Race (% white)	83.3	100.0	80.0	85.7	60.0	83.3
Non-Hispanic/Latino (%)	100.0	100.0	100.0	100.0	100.0	100.0
Education (%)						
Some college	66.7	83.3	80.0	57.1	80.0	83.3
College/University	16.7	16.7	0.0	42.9	0.0	16.7

Degree						
Dietary Restraint ^a	12.3 ± 3.0	13.6 ± 2.9	13.0 ± 2.5	12.0 ± 2.7	13.0 ± 2.0	12.6 ± 1.7
Liking of Snack Foods ^b						
Grapes	4.6 ± 0.5	4.6 ± 0.5	3.5 ± 0.7	4.5 ± 0.6	4.7 ± 0.5	4.5 ± 0.7
Carrots	3.6 ± 1.1	4.3 ± 0.6	4.5 ± 0.7	3.5 ± 0.6	4.0 ± 0.8	3.0 ± 0.7
Chocolate Chip Cookies	4.3 ± 1.1	4.3 ± 0.5	4.5 ± 0.7	4.5 ± 1.0	4.5 ± 0.5	4.5 ± 0.7
Potato Chips	3.6 ± 1.1	3.3 ± 0.5	4.5 ± 0.7	3.5 ± 0.6	4.5 ± 0.5	4.5 ± 0.7
Perception of Foods ^c						
Grapes	4.6 ± 0.5	4.6 ± 0.5	4.5 ± 0.7	4.7 ± 0.5	4.7 ± 0.5	4.5 ± 0.7
Carrots	4.6 ± 0.5	5.0 ± 0.0	5.0 ± 0.0	4.7 ± 0.5	5.0 ± 0.0	5.0 ± 0.0
Chocolate Chip Cookies	1.3 ± 0.5	1.6 ± 0.5	1.0 ± 0.7	1.5 ± 0.6	1.2 ± 0.5	2.0 ± 0.7
Potato Chips	1.6 ± 0.5	1.0 ± 0.5	1.0 ± 0.7	1.5 ± 0.6	1.0 ± 0.5	1.0 ± 0.7

Perception of Commercials ^d						
Fiber One Bars	4.6 ± 0.5	4.0 ± 0.5	4.5 ± 0.7	4.5 ± 0.6	4.0 ± 0.5	4.0 ± 0.7
Honey Bunches of Oats	4.3 ± 0.5	4.0 ± 0.5	3.0 ± 0.7	4.2 ± 0.6	4.0 ± 0.5	4.0 ± 0.7
Nature's Path Granola	5.0 ± 0.0	4.3 ± 0.5	4.5 ± 0.7	5.0 ± 0.0	4.7 ± 0.5	5.0 ± 0.0
Nestle Yogurt	4.0 ± 0.5	4.6 ± 0.5	4.0 ± 0.7	4.2 ± 0.5	4.2 ± 0.5	4.0 ± 0.7
Musselman's Applesauce	4.6 ± 0.5	4.6 ± 0.5	5.0 ± 0.0	4.2 ± 0.5^a	4.7 ± 0.5	4.5 ± 0.7
M&M's	1.0 ± 0.5	1.6 ± 0.5	1.0 ± 0.7	1.5 ± 0.6	1.2 ± 0.5	2.0 ± 0.7
Oreo Cookies	1.0 ± 0.5	1.3 ± 0.5	1.0 ± 0.7	1.0 ± 0.6	1.2 ± 0.5	1.5 ± 0.7
Cheez-it Crackers	2.0 ± 0.5	1.6 ± 0.5	1.5 ± 0.7	2.0 ± 0.6	2.0 ± 0.5	2.0 ± 0.5
3 Musketeer's Chocolate Bar	1.0 ± 0.5	1.3 ± 0.5	1.0 ± 0.7	1.2 ± 0.5	1.5 ± 0.5	1.0 ± 0.7

Dorito's Chips	1.3 ± 0.5^b	1.3 ± 0.5^b	1.0 ± 0.7^b	1.2 ± 0.6^b	1.5 ± 0.5^b	1.0 ± 0.7^b
Consumption Prior to Session						
Energy (kcal)	605 ± 235	653 ± 277	854 ± 630	579 ± 336	755 ± 280	521 ± 176
Carbohydrate (% energy)	54.5 ± 11.9	51.5 ± 21.0	46.3 ± 15.0	54.5 ± 13.6	54.5 ± 10.9	53.1 ± 15.1
Protein (% energy)	15.8 ± 4.3	15.2 ± 6.3	18.1 ± 8.0	14.5 ± 5.2	15.3 ± 3.4	14.6 ± 5.6
Fat (% energy)	31.0 ± 11.3	36.9 ± 19.1	37.2 ± 12.8	32.1 ± 10.4	31.7 ± 13.2	34.8 ± 11.2
Hunger Before Snack ^e (mm)	44.8 ± 22.0	48.8 ± 22.2	51.4 ± 14.2	40.5 ± 17.6	38.5 ± 22.5	37.5 ± 21.0
Hunger After Snack ^e (mm)	29.8 ± 17.7	43.0 ± 26.7	48.2 ± 21.1	20.6 ± 19.8	16.0 ± 18.5	18.8 ± 13.7

Memory of Commercials (# incorrect responses) ^f	2.8 ± 1.1	2.1 ± 1.9	3.6 ± 1.5	2.8 ± 2.5	2.1 ± 1.3	3.0 ± 1.2
Memory of Commercials (# of correct responses) ^f	10.1 ± 1.1	10.8 ± 1.9	9.1 ± 1.1	10.1 ± 2.5	10.8 ± 1.3	10.0 ± 1.2

Note: Data presented in M ± standard deviation; numbers with different subscripts are significant (p < 0.05); ^aDietary Restraint measured on a scale of 1-21; ^bLiking ratings measured on a scale of 1-5, with 1 = highly dislike and 5 = highly like; ^cPerception of snack foods; ^cPerception of snack foods = a significant main effect of snack food type was found (p < 0.001), with participants rating “unhealthy” snack foods significantly less healthy than “healthy” snacks; ^dPerception of commercials measured on a scale of 1-5 with 1 = extremely unhealthy and 5 = extremely healthy; ^dPerception of commercials = a significant main effect of commercial type was found (p < 0.001), with participants rating “unhealthy” commercials significantly less healthy than “healthy” commercials; ^eHunger = a main effect of time was found (p < 0.001), with participants significantly less hunger after the snack than before; ^fMemory of commercials = significant main effect of response (p < 0.001), with participants having significantly more correct responses than

incorrect responses; ^fMemory of commercials = a main effect of response was found ($p < 0.001$, with significantly more participants correctly identifying commercials than incorrectly identifying commercials).