



Low-Income Older Adults

An analysis from the **2017 Food & Health Survey**





2017 Food and Health Survey

Income and Health

Research has long shown that lower income Americans face unique barriers to good health. The 2017 Food & Health Survey builds on this body of research, while identifying new ways in which income affects nutrition knowledge, health priorities, perceived health status and food purchases. Low-income older adults are especially unique in their use of nutrition information and their barriers to healthy eating.

Survey Methodology

The results are derived from an online survey of 1,002 Americans ages 50 – 80. Results were weighted to ensure that they are reflective of the American population, as seen in the 2016 Current Population Survey. Specifically, they were weighted by age, education, gender, race/ethnicity and region.

The survey was conducted by Greenwald & Associates, using Research Now's consumer panel.



Key Definitions



"Older adults" are defined for this population as those between the ages of 50 and 80.



< **\$35k per year**

"Low-income" is defined for this population as those who reported a household income of less than \$35,000 per year.



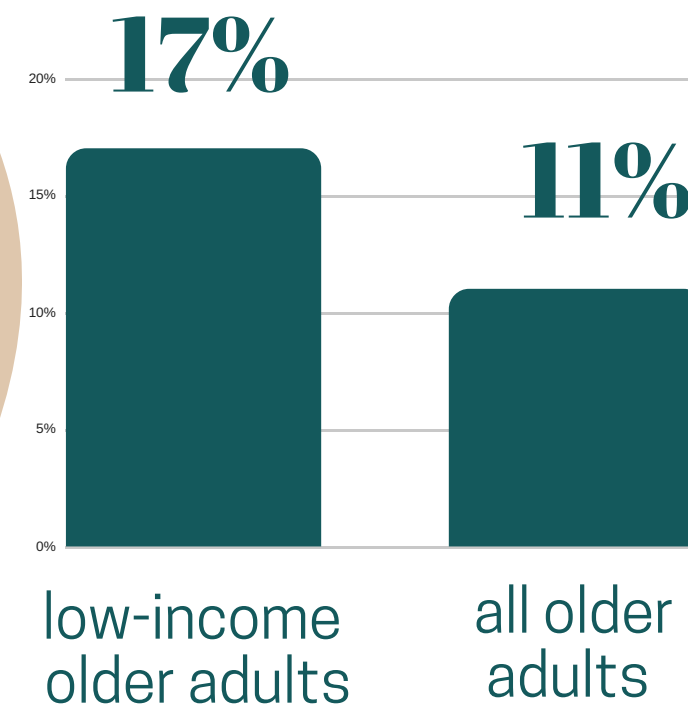
> **\$75k per year**

"Higher income" is defined for this population as those who reported a household income of more than \$75,000 per year.

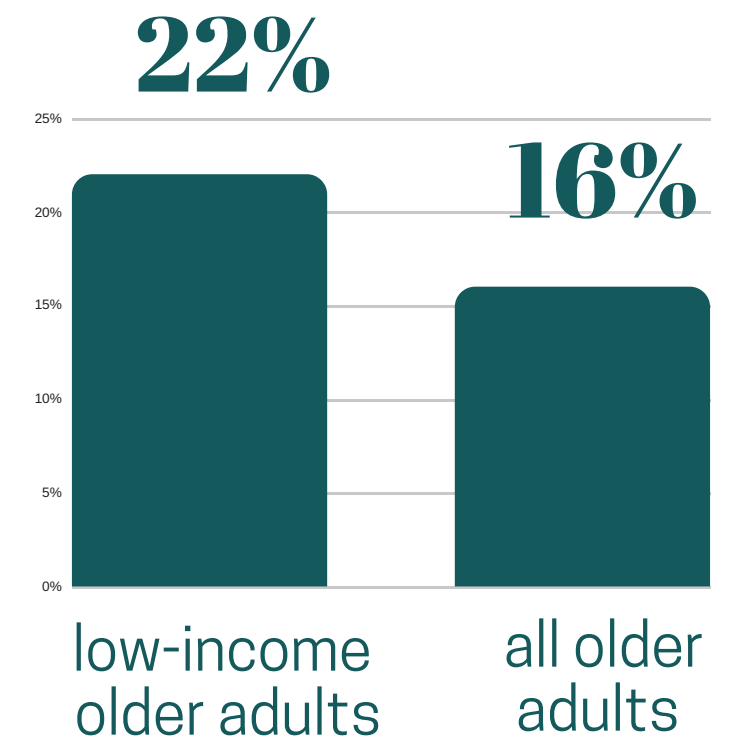
Low-Income Older Adults Have Unique Health Challenges

Low-income older adults are **more likely to report being treated for certain health conditions...**

% currently being treated for **anxiety/depression**

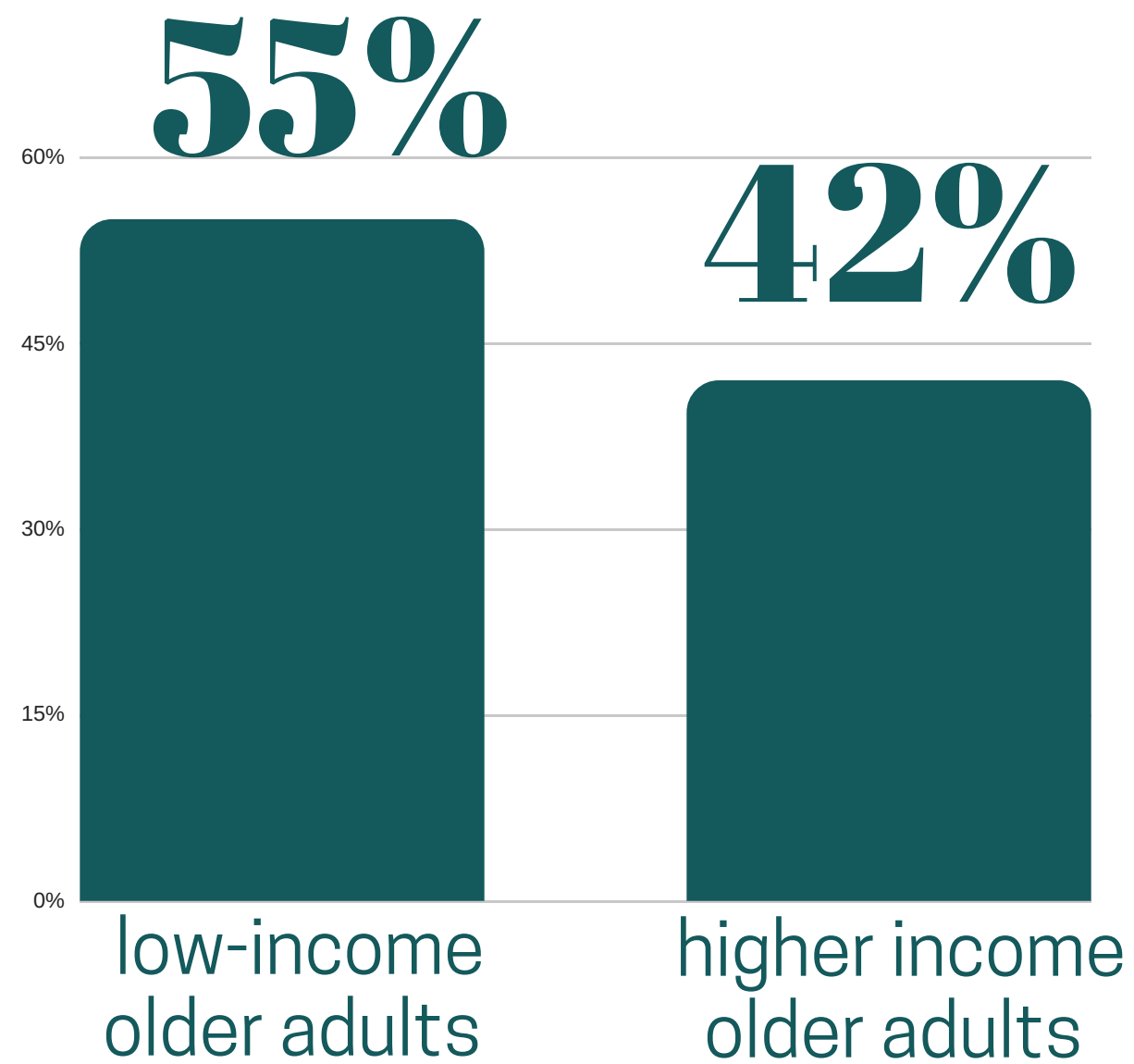


% currently being treated for **diabetes**



...and are more likely **to view their health as "fair" or "poor."**

Compared to higher income older adults, low-income older adults are **more likely to doubt their choices** due to conflicting nutrition information.



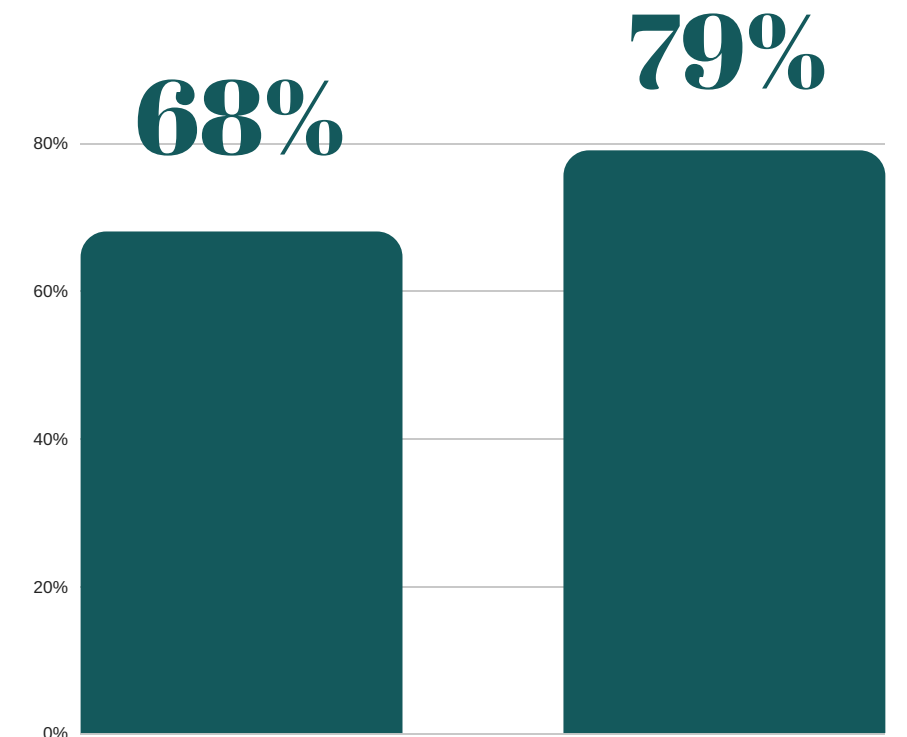
"Food Confusion" Is Higher Among Low-Income Older Adults



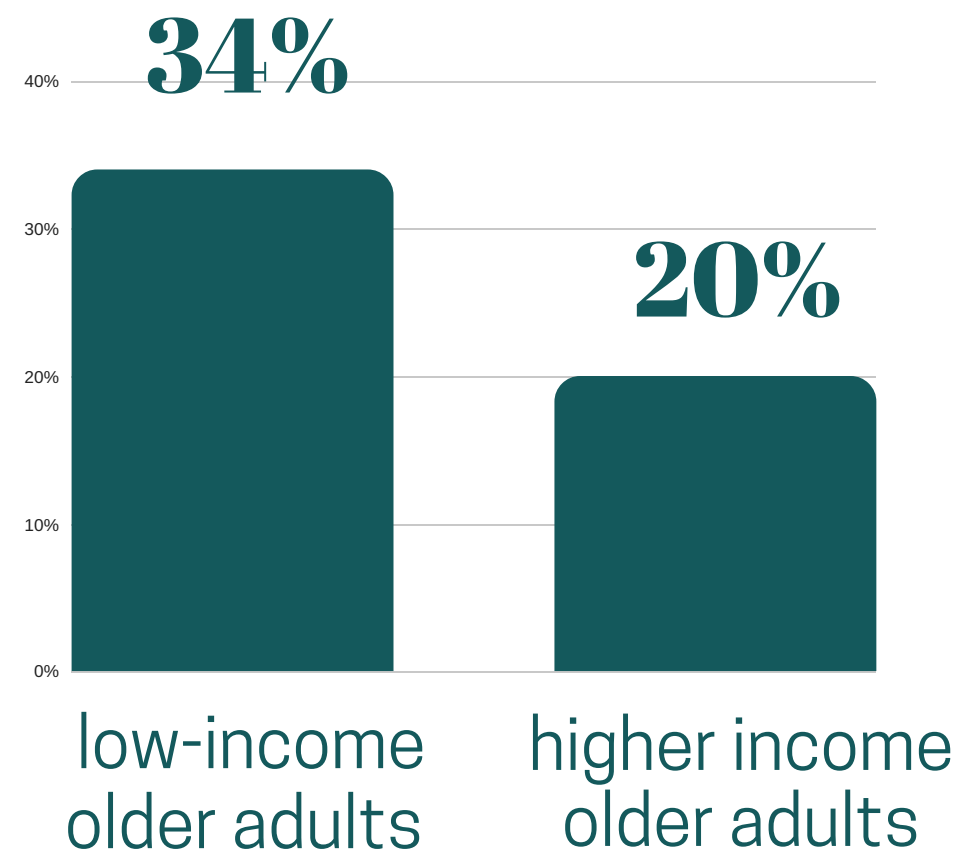
Trusted Sources Differ Slightly for Low-Income Older Adults

Low-income older adults are **less trusting of conversations with RDNs** as a source of information on what to eat and avoid...

% who trust conversations with RDNs



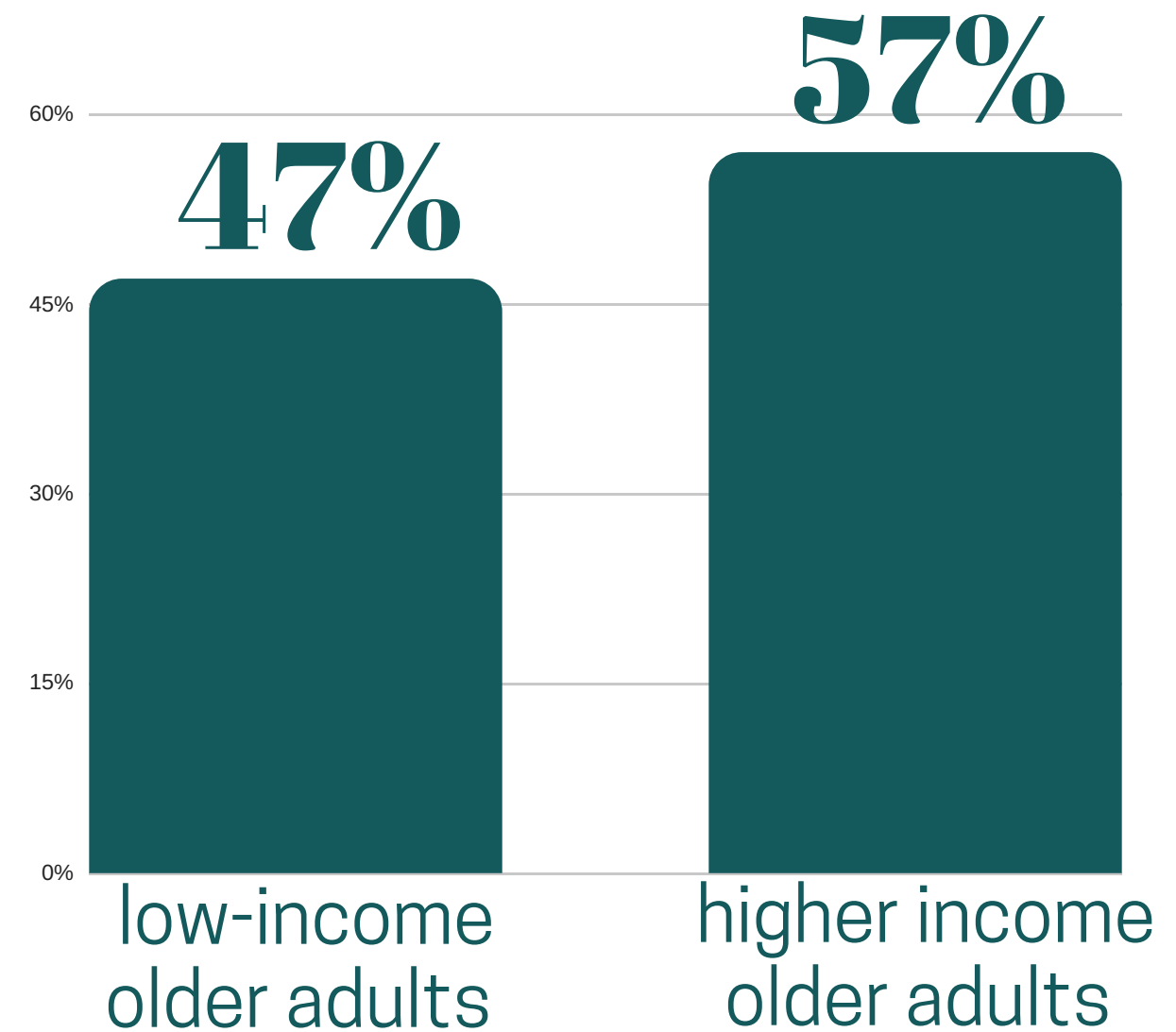
% who trust friends and family



... and **more trusting of friends and family.**

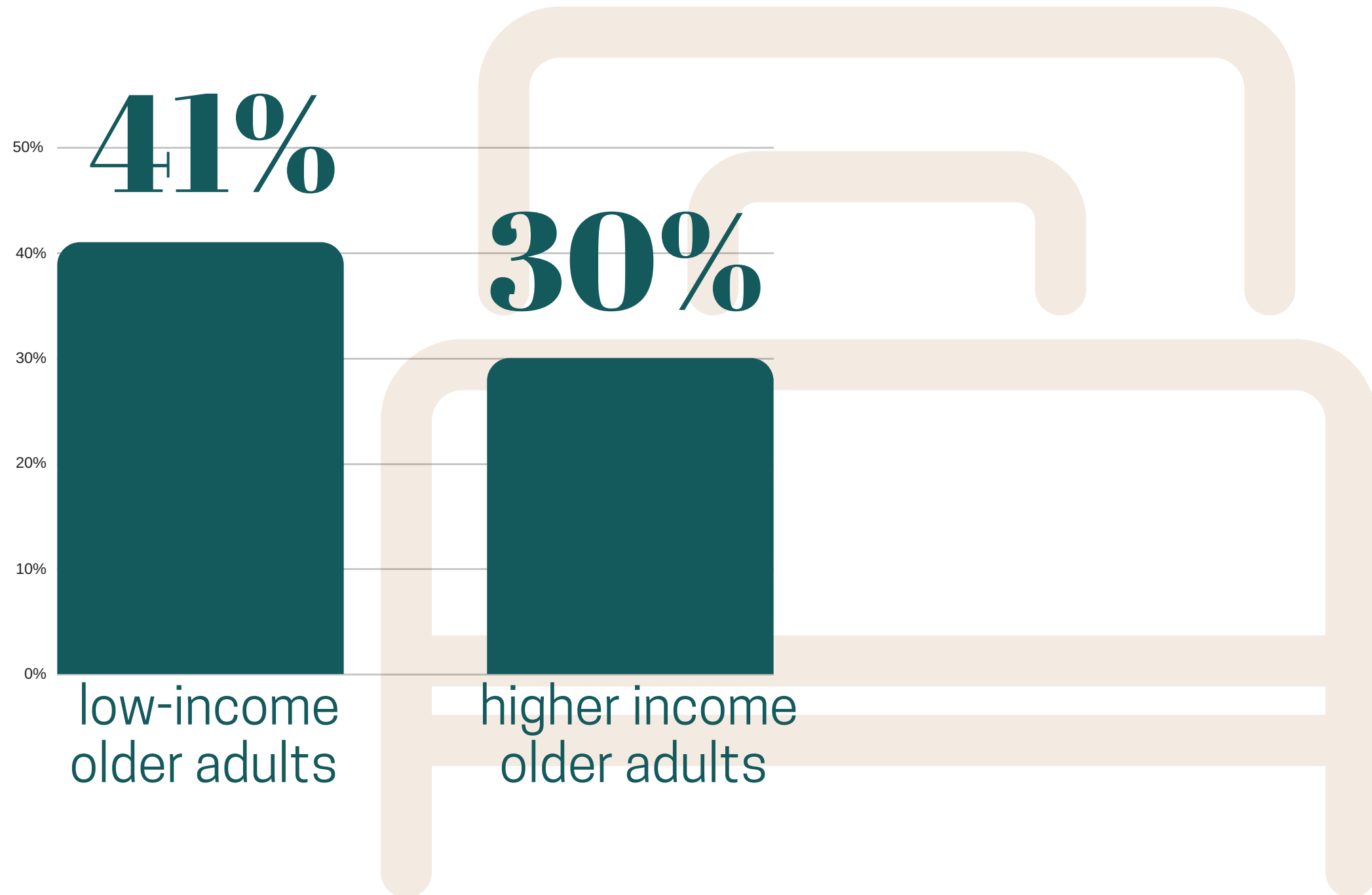
Low-Income Older Adults Are Less Confident in Their Nutrition Know-How

Older adults are interested in getting health benefits from food, specifically for **cardiovascular health** and **weight management**.



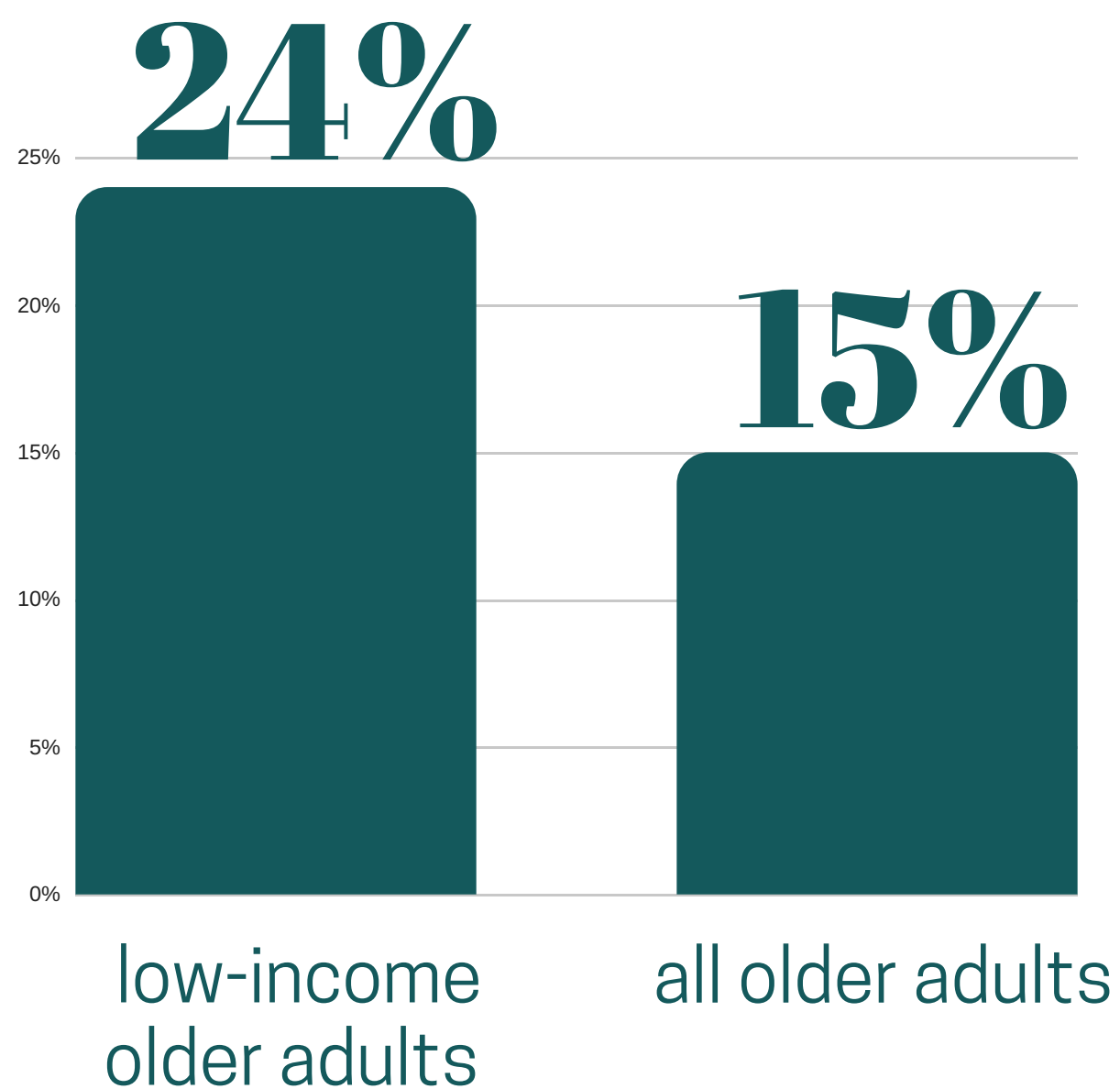
Fewer low-income older adults **can name a food or nutrient** that would help with their **most desired health benefit**.

If given an **extra 4 hours per week**, more low-income older adults would use it to **sleep or rest**.

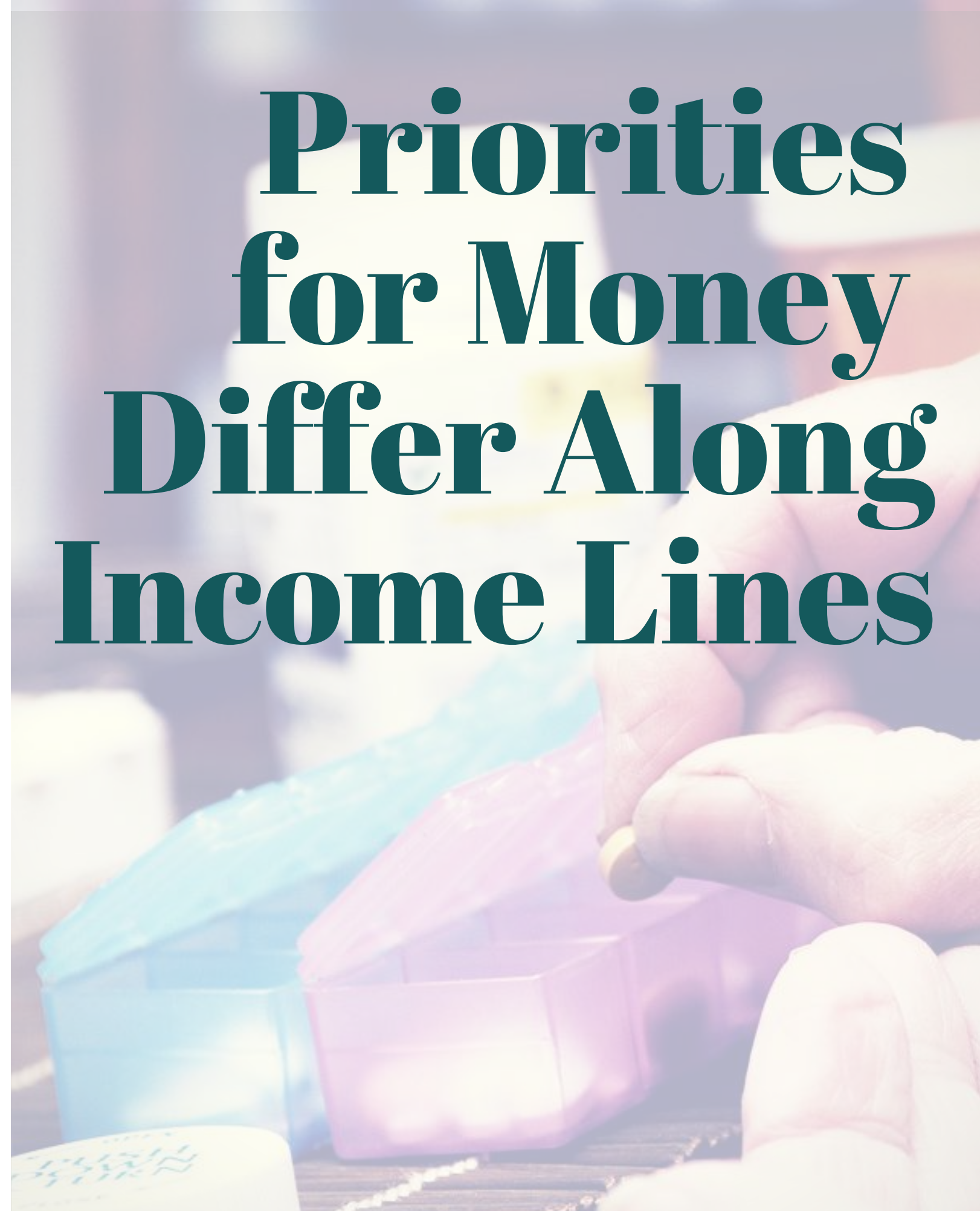


Priorities for Time Differ Along Income Lines

If given an **extra \$100 per month**, more low-income older adults would spend it on **healthcare or medications.**

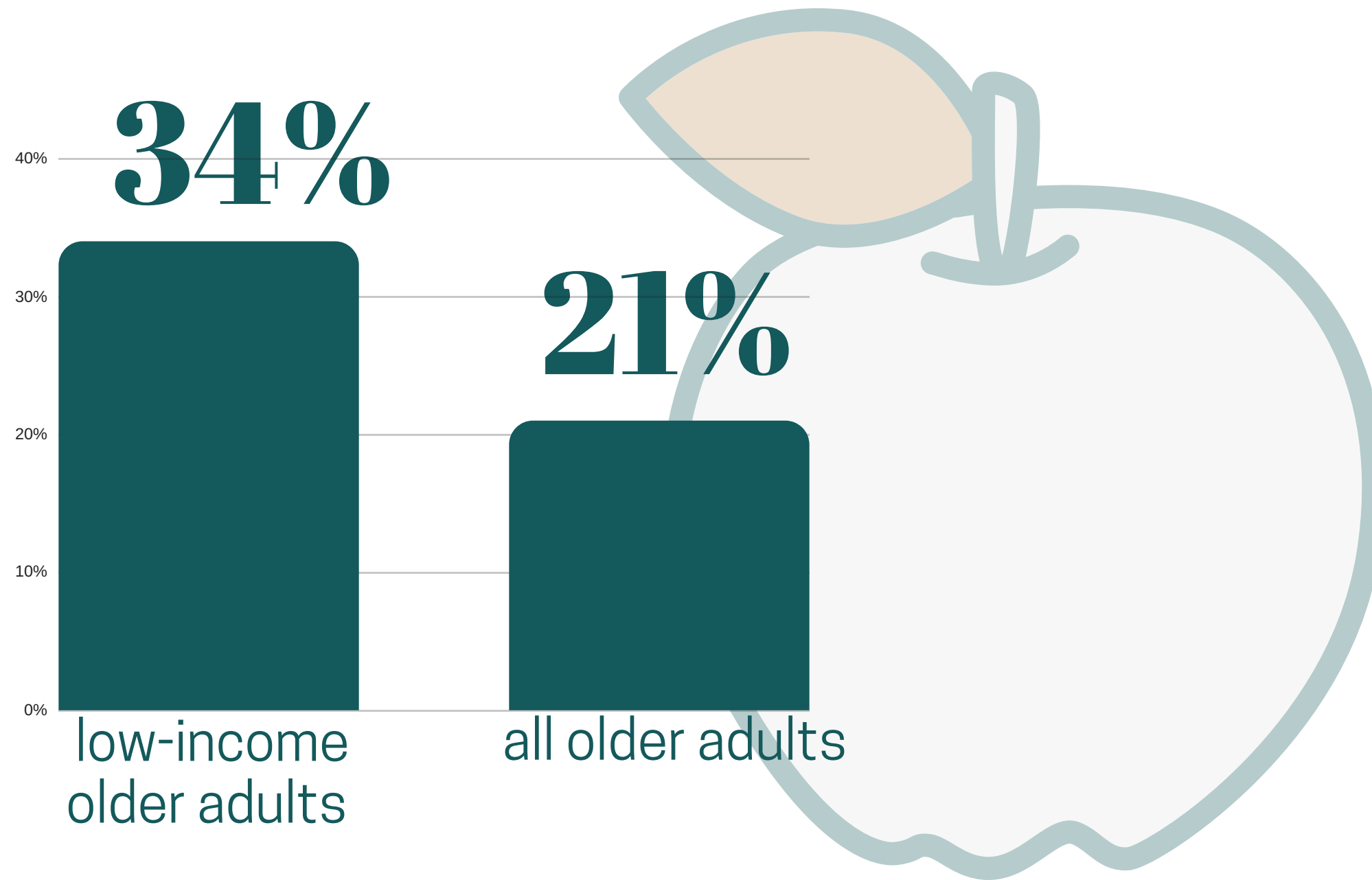


Priorities for Money Differ Along Income Lines



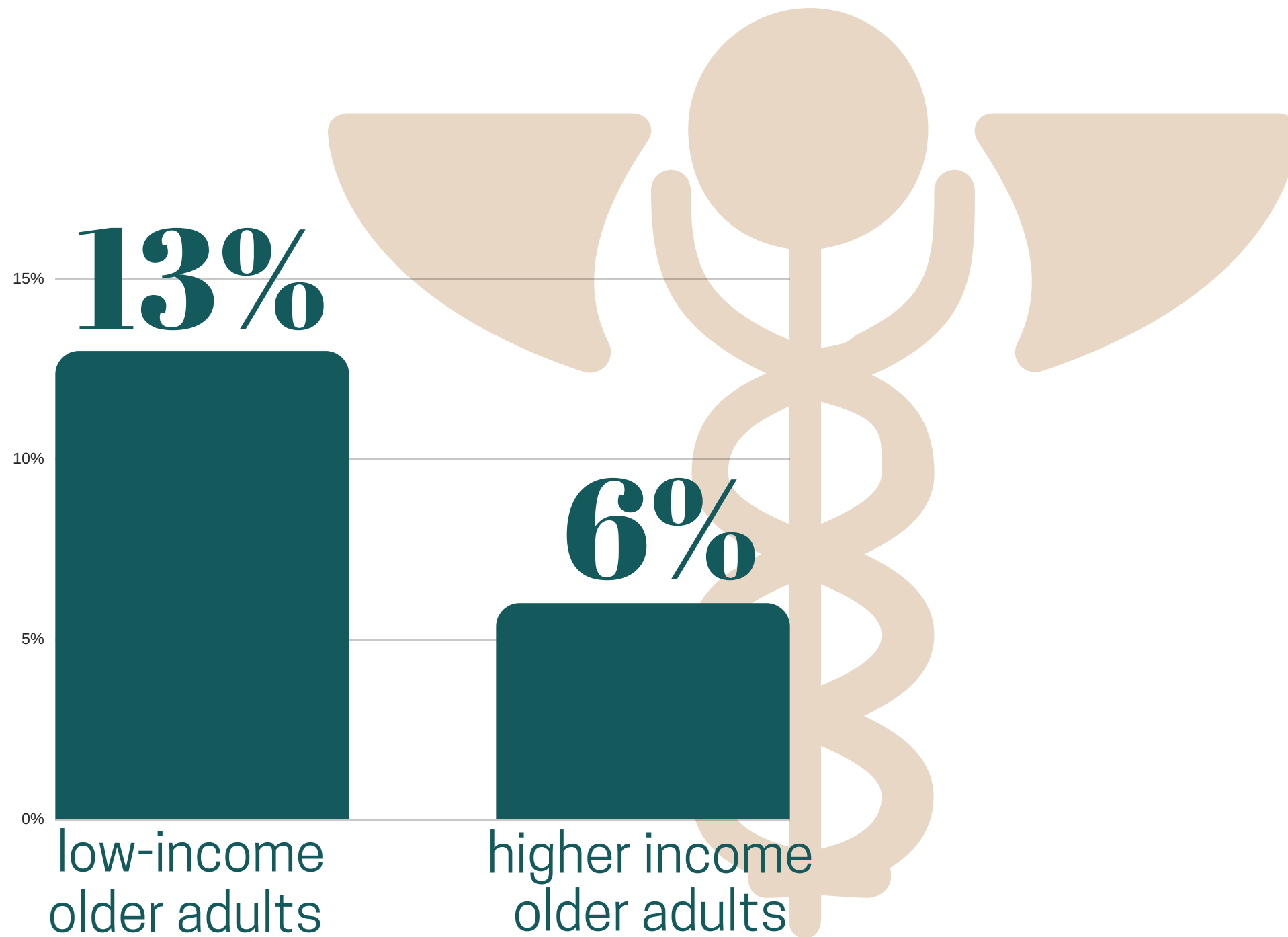
If given an **extra \$100 per month**,

more low-income older adults would use it to buy **groceries**.



Priorities for Money Differ Along Income Lines

Low-income older adults are more likely to shop for food and groceries at **drug stores** on a regular basis.

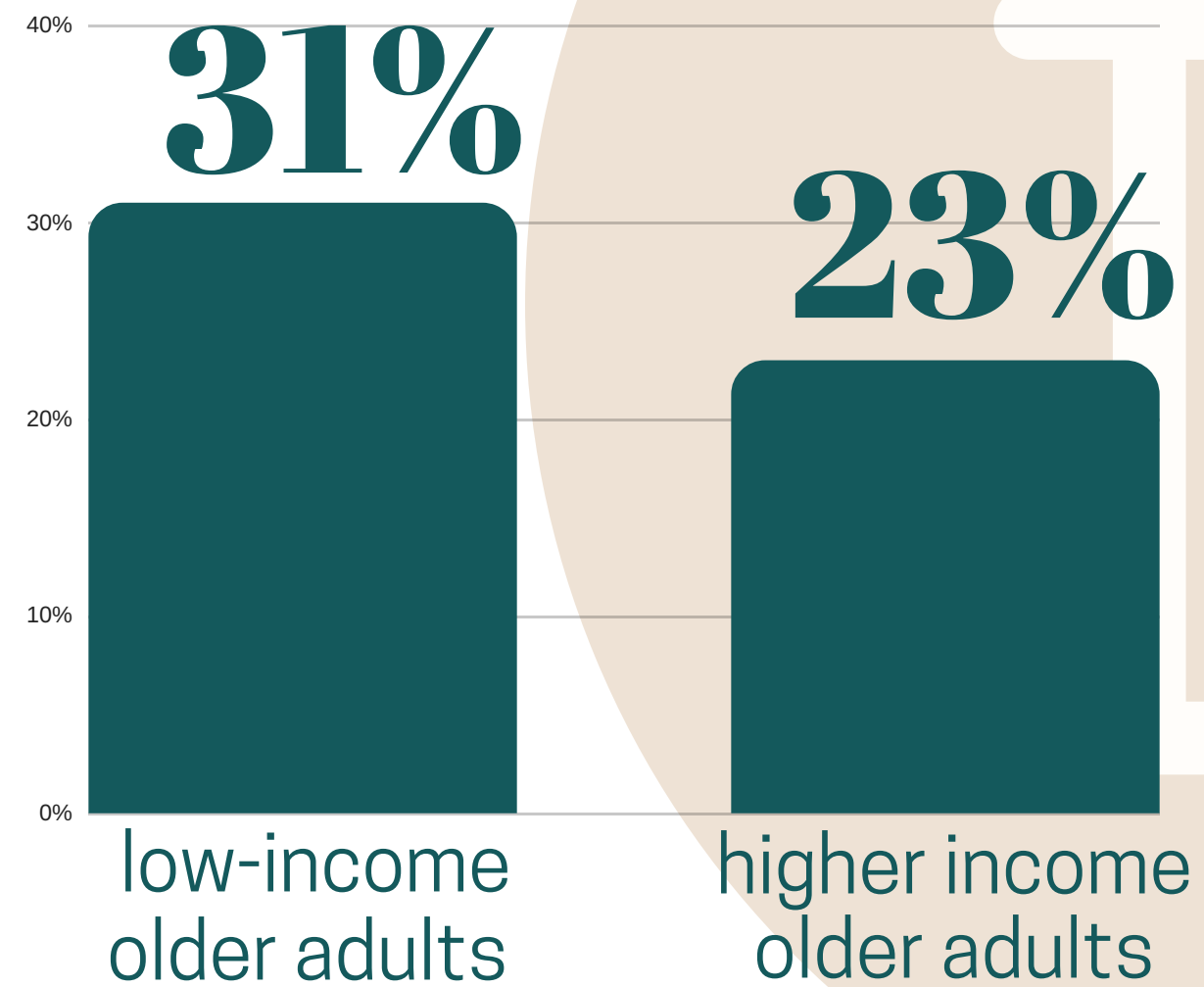


Shopping Locations Differ Along Income Lines

A photograph of an older woman with short white hair, wearing a white top and dark pants, pushing a shopping cart filled with groceries through a grocery store aisle. The background is slightly blurred, showing shelves of products.

Low-Income Older Adults Care More About Companies' Food Waste Comittments

Compared to higher income older adults, low-income older adults are more likely to say that **a manufacturer's commitment to reducing food waste is important.**



Thank You

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