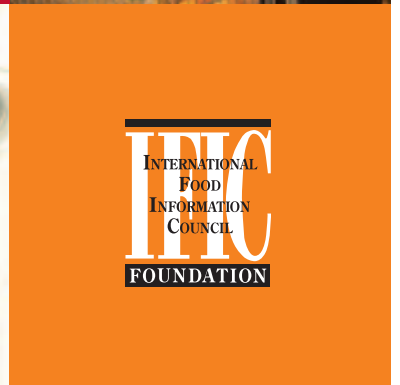
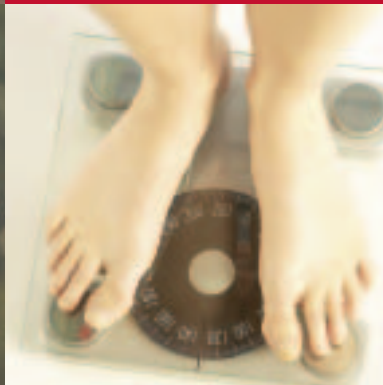


International Food Information Council (IFIC) Foundation
FOOD & HEALTH SURVEY
Consumer Attitudes toward Food, Nutrition & Health



A Benchmark Survey 2006



**International Food Information
Council (IFIC) Foundation
Food & Health Survey:
Consumer Attitudes toward Food,
Nutrition & Health**

2006

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INTERNATIONAL FOOD INFORMATION COUNCIL (IFIC) FOUNDATION

The International Food Information Council (IFIC) Foundation will effectively communicate science-based information on health, nutrition, and food safety for the public good. The IFIC Foundation is affiliated with the International Food Information Council, an organization supported by the broad-based food, beverage, and agricultural industries. This report and other IFIC Foundation materials can be accessed at <http://ific.org>.

COGENT RESEARCH

This research was conducted in partnership with Cogent Research. Cogent Research is a marketing research and strategic consulting firm that supports government, associations, and industry in their efforts to understand and track consumer behavior and attitudes in a variety of areas related to food and nutrition. More information regarding the mission and services of Cogent Research can be found at <http://cogentresearch.com>.

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

IFIC Foundation Food & Health Survey
2006

Three-quarters of consumers describe their health status as “good” to “excellent.” However, only slightly more than half describe themselves as being satisfied (“somewhat” or “extremely”) with their health status.

Desire for Change. While nearly all consumers believe that weight, diet, and physical activity influence health, many consumers say they are not performing well in those areas. Specifically:

- *Diet.* Only half describe their diet as “healthful,” and even fewer (one in six) say they eat five or more fruits and vegetables per day.
- *Physical activity.* One-third say they are not physically active for health benefits, and a similar number describe themselves as “sedentary.”
- *Weight.* Two-thirds are concerned with their weight, and a similar number describe themselves as “overweight” or “extremely overweight or obese.”

Efforts to Change. In an effort to improve their health, more than half of consumers say they are making dietary changes. The most common dietary changes include consuming less of specific types of foods, attempting to manage portions, and reducing caloric intake. Two-thirds of consumers are trying to increase consumption of fiber and whole grains.

Barriers to Change. Potentially hindering consumers’ success in improving their health is a lack of understanding of calories and current weight status, as well as purchase priorities and perceptions that health information is inconsistent.

- *Calories.* Nine out of ten consumers are unable to provide an accurate estimate of their recommended daily caloric intake, nearly half would not even guess, and only one in three understands that a “calorie is a calorie.”
- *Weight.* Three-fourths of consumers classified as obese describe themselves as only “overweight” (classification is based on Body Mass Index calculated from self-reported height and weight).*
- *Purchase Priorities.* Taste and price win out over healthfulness as top factors influencing food and beverage purchase decisions.
- *Consistent Information.* Only one-third of consumers believe the health information they receive is consistent.

*BMI calculated from self-reported weight and height and categorized according to Centers for Disease Control and Prevention (CDC) standards.

Additional barriers to change include consumers' confusion regarding the healthfulness of dietary fats and sugars.

Dietary Fats:

- Although two-thirds of consumers are concerned about consumption of fats or fatty acids, between one-third to one-half of consumers perceive them to be neither healthful nor unhealthful.
- Close to four in ten consumers aware of monounsaturated and polyunsaturated fats consider them to be *un*healthful despite dietary guidance to consume more.
- Nearly half of all consumers indicate they are neither trying to consume more nor less of most dietary fats.

Carbohydrates and Sugars:

- One in five consumers believe the calories contained in carbohydrates (as opposed to calories in and of themselves) are most likely to cause weight gain.
- With the exception of fiber, whole grains, and sugar, the majority of consumers are not trying to change their consumption of carbohydrates and sugars.

Opportunities for Change. Consumers are using information sources and packaging to help them make food-related decisions.

- Nearly nine in ten consumers say they have heard or read something about *MyPyramid*. Of those who have heard "a lot" or a "fair amount" about *MyPyramid*, two in ten say they have customized a diet for themselves on the *MyPyramid* Web site.
- Food packages are also consulted when consumers are deciding to purchase or consume foods and beverages, particularly when purchasing a product for the first time. Nine out of ten consumers use at least one element on the package. They most often report consulting the packaging for expiration dates, the Nutrition Facts Panel, and ingredients.
- Of those who have ever used the Nutrition Facts Panel, a majority of consumers report it is easy to use.
- A greater number of consumers use the amount per serving than the Percent Daily Value on the Nutrition Facts Panel.

INTRODUCTION

INTRODUCTION

IFIC Foundation Food & Health Survey
2006

Background & Objectives

The benchmark *IFIC Foundation Food & Health Survey* provides insights regarding specific catalysts and barriers to healthful eating. This consumer data is important to guide communication efforts with the goal of improving public health. In addition, this research will serve as a basis for valuable longitudinal information to monitor and interpret consumer attitudinal and behavior trends regarding key health issues including diet, physical activity, and weight.

Areas of Inquiry

Broadly, the *IFIC Foundation Food & Health Survey* explores two key issues:

- How American consumers think and feel about health, diet (including overall diet and principal nutrients such as fats, sugars, and carbohydrates), physical activity, and weight.
- How American consumers' knowledge and attitudes impact behavior and use of health information and tools when making food choices.

Specific areas of inquiry include:

- Perceptions of and satisfaction with overall health
- Perceptions of overall diet
- Prevalence of dietary changes and drivers/influencers of change
- Awareness, perceptions, and reported behavior regarding key nutrients
- Perceived and actual* weight status
- Awareness and behaviors regarding calories
- Perceptions and frequency of physical activity levels
- Perceptions and usage of health and nutrition information sources

*BMI calculated from self-reported weight and height and categorized according to Centers for Disease Control and Prevention (CDC) standards.

Methodology

This research was conducted by Cogent Research. All data for this study were collected in November 2005 via a Web-based survey consisting of 134 questions. The outgoing e-mail list for this study was constructed to be reflective of the U.S. population on key census characteristics, adjusting for populations with lower response rates. To ensure the final results were representative of the adult population in the United States, the survey data were weighted against the latest U.S. Census projections on a few key attributes. The data presented in this report reflect these weighted data. A comparison of key demographic variables to those of the U.S. population can be found in the Appendix of this report.

The findings presented here rely primarily on univariate analyses and cross-tabulations. All questions were cross-tabulated by a set of key variables, including primary demographic characteristics (e.g., age, income), health-based characteristics (e.g., BMI*, health history), and attitudinal characteristics (e.g., satisfaction with health status).

A sample of 1,000 interviews is subject to a sampling error of ± 3.1 percentage points (at the 95 percent confidence level).

METHODOLOGY	Web survey
POPULATION	Representative sample of Americans aged 18+ **
DATA COLLECTION PERIOD	November 7-20, 2005
SAMPLE SIZE (ERROR)	n=1,000 (± 3.1 pp)
DATA WEIGHTING***	Data weighted to the U.S. Census by age, education, and gender

*BMI calculated from self-reported weight and height and categorized according to Centers for Disease Control and Prevention (CDC) standards.

**U.S. Census and survey data comparisons included in the Appendix.

***Weighting is a widely accepted statistical technique that is used to ensure that the distribution of the sample reflects that of the population on key demographics. With any data collection method, even when the outgoing sample is balanced to the Census, some populations are more likely than others to respond.

RESEARCH FINDINGS

OVERALL HEALTH

Perceptions of and Satisfaction with Health Status. Three-quarters of consumers (75 percent) describe their health status as “good” to “excellent.” While one-fourth of consumers describe their health in negative terms, only six percent describe their health as “poor.”

A majority of consumers (54 percent) say they are satisfied with their health status. Further analysis explains the gap between *perceptions of health* and *satisfaction with health*; only half of those who describe their health as being “good” are satisfied (“extremely” or “somewhat”) with their health status.

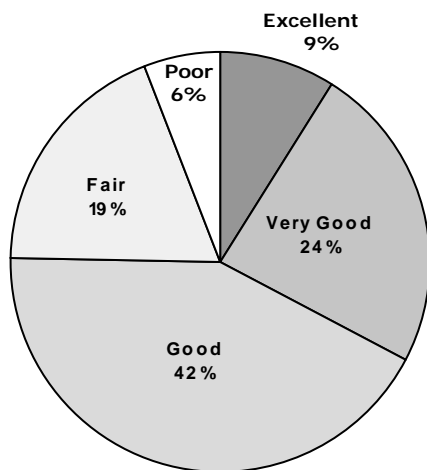
Consumers who are more likely to perceive themselves as unhealthy or to be dissatisfied with their health status include:

- Those who consider their diet unhealthy
- Those who describe themselves as “moderately active” or “sedentary”
- Those with a BMI* in the overweight or obese range
- Those with less than a college degree
- Those over the age of 34 (perceptions vary; satisfaction does not)
- Those concerned with their weight (satisfaction varies; perceptions do not)
- Caucasians (satisfaction varies; perceptions do not)

Perceptions of and Satisfaction with Health Status

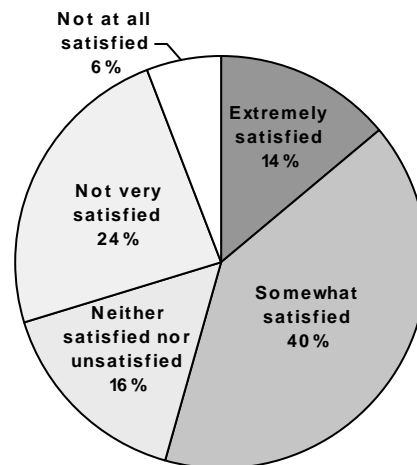
Which of the following best describes your overall health status?

(n=1000)



How satisfied are you with your overall health status?

(n=1000)



*BMI calculated from self-reported weight and height and categorized according to Centers for Disease Control and Prevention (CDC) standards.

Factors Influencing Health Status. When asked to rate the influence diet, * weight, and physical activity have on a person’s overall health, consumers rate all three factors as being highly influential.

Segments of the American public that are more apt to feel a specific factor is influential are detailed below.

Diet:

- Consumers who are concerned with their weight
- Consumers who are college-educated
- Consumers over the age of 34

Weight:

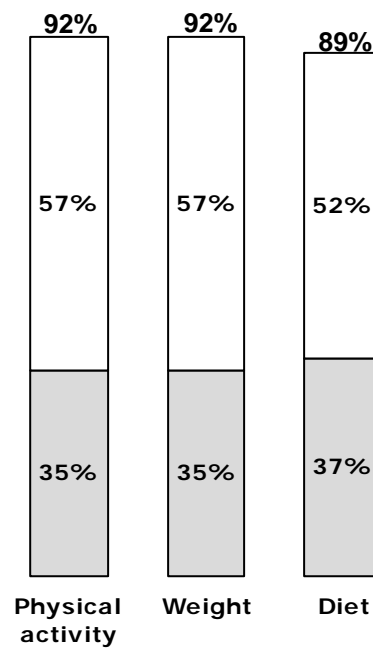
- Consumers who describe themselves as “sedentary”
- Consumers over the age of 34
- Women

Physical Activity:

- Consumers who describe their health as “very good” or better
- Consumers who say they are active

Perceptions of Health Influencers

What influence, if any, does each of the following factors have on a person’s overall health?
(n=1000)



- Extremely influential
- Somewhat influential

*The survey instrument explained diet to respondents as follows: *By diet, we mean everything you consume including foods, beverages, and dietary supplements.*

DIET

The survey instrument explained diet to respondents as follows: *By diet, we mean everything you consume including foods, beverages, and dietary supplements.*

Perceptions of Healthfulness of Diet. More than half of consumers (54 percent) describe their diet as healthful, most of whom describe their diet as “somewhat healthful” (46 percent). In contrast, less than one in four (22 percent) describe their diet as either “not very” or “not at all” healthful.

Segments of the American public that are more apt to view their diet as unhealthy include:

- Those who describe their health as “fair” or “poor”
- Those who are dissatisfied with their health status
- Those under the age of 35
- Those who describe themselves as “moderately active” or “sedentary”
- Those with a BMI* in the overweight or obese range
- Those concerned with their weight
- Those with lower education levels

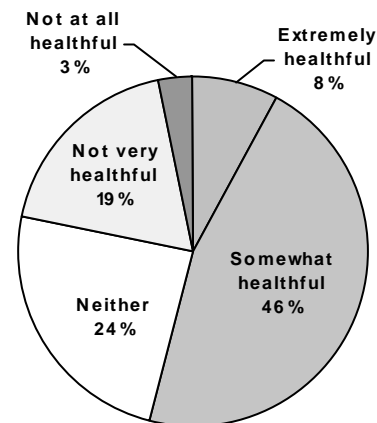
Servings of Fruits and Vegetables per Day.

As one indicator of the health of a person’s diet, the survey asked respondents to indicate the number of servings of fruits and vegetables they eat per day.** Only 14 percent of consumers report eating at least five servings of fruits and vegetables per day. In contrast, more than half of consumers (52 percent) say they eat only one or two servings of fruits and vegetables per day.

Perceptions of Diet

How would you rate the healthfulness of your overall diet? *By diet, we mean everything you consume including foods, beverages, and dietary supplements.*

(n=1000)



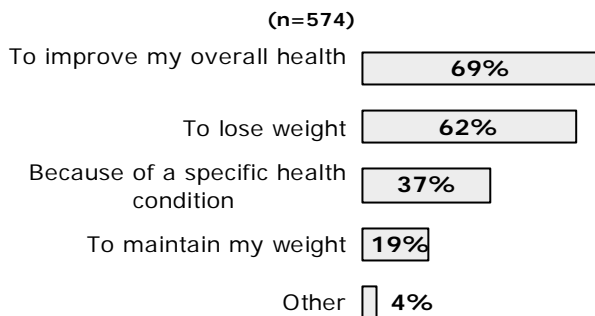
*BMI calculated from self-reported weight and height and categorized according to Centers for Disease Control and Prevention (CDC) standards.

**A serving was defined for respondents to be one medium-sized piece of fruit or one cup of vegetables which fits into the size of a woman’s hand.

Prevalence of Dietary Changes. More than half of consumers (57 percent) say they have made a change to improve the healthfulness of their diet within the past six months. Consumers most apt to have made a change include those who describe their diets as “healthful,” women, African Americans, and those concerned with their weight.

Reasons for Improving Healthfulness of Diet

For which of the following reasons, if any, are you trying to improve the healthfulness of your diet?



Two-thirds of consumers who made dietary changes say they made the change for a general health benefit or to lose weight, while about four in ten made the change because of a specific health condition.

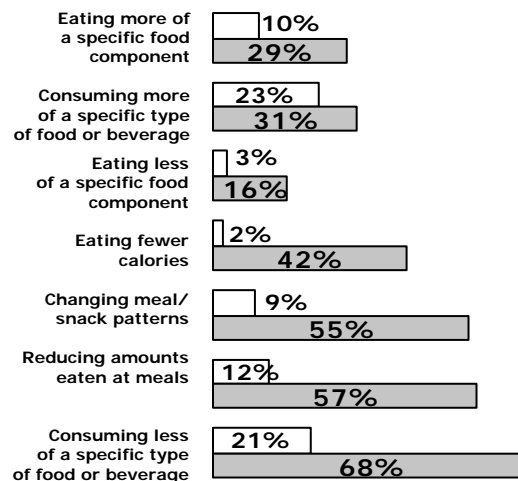
Specific Changes Made in an Effort to Improve the Healthfulness of Diets.

In a series of questions, consumers who have made dietary changes were asked to describe the nature of those changes. The first question was open-ended—that is, the question did not prompt them with specific actions. The second question was closed-ended—that is, it listed potential actions for consumers. When prompted, consumers mention a wide range of activities including eating fewer calories, changing meal/snack patterns, and reducing the amounts eaten at meals. Without prompting, they tend to focus solely on efforts to consume less of a specific type of food or beverage.

Specific Changes Made in

Changes Made to Improve Healthfulness of Diet

What have you done to improve the healthfulness of your diet in the past six months? (n=574)



□ Unprompted □ Prompted

Influencers of Diet-Related Changes. The sources that have been most influential in prompting consumers to make dietary changes are health professionals, family/friends, and food product labels.

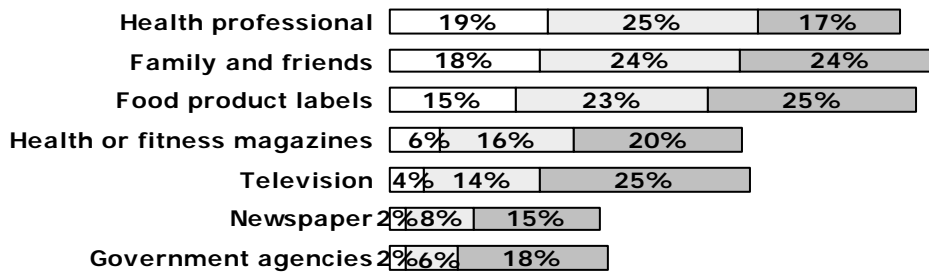
Of the 57 percent of consumers who cited making dietary changes, close to two-thirds say these three sources played at least some role in prompting them to make diet-related changes.

Health or fitness magazines and television are second-tier influencers, with just under half of consumers saying that these sources played some role in prompting them to make diet-related changes.

Influencers of Diet-Related Changes

To what extent, if any, has information from the following sources prompted you to make diet-related changes in the past six months?

(n=574)



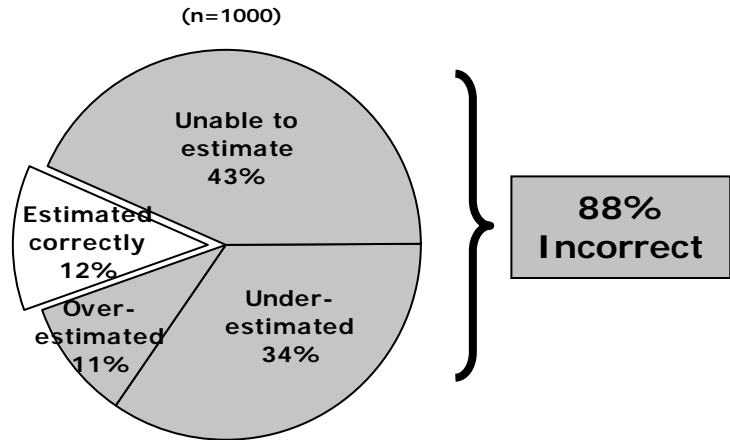
A great extent A moderate extent A minor extent

Calories. When asked to estimate the number of calories they should be consuming in an average day, 88 percent of consumers were unable to provide an accurate estimate.

Among those unable to accurately estimate the correct amount of calories, about half say they "don't know" how many calories they should consume, while the remainder either over or under estimate the correct amount.

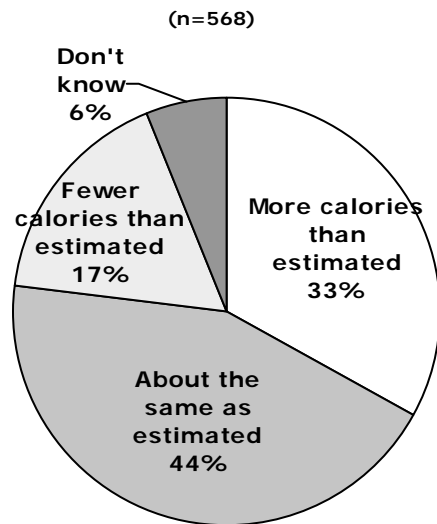
Knowledge of Calories per Day

As far as you know, how many calories should a person of your age, weight, and height consume per day?



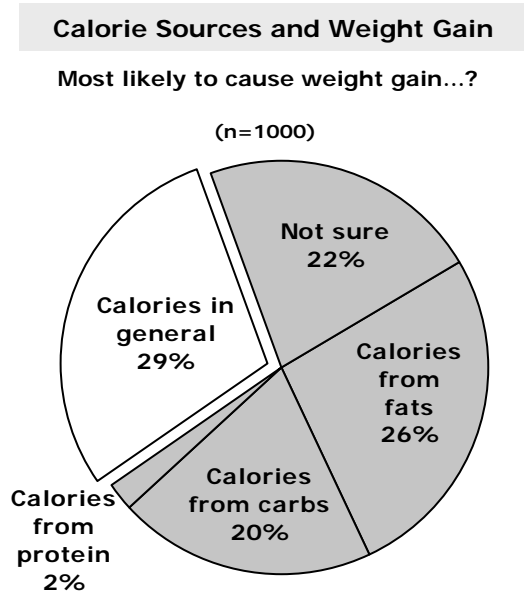
Perception of Calorie Consumption

Most days, would you say you consume...



Among those consumers who provided an estimate of the calories they believe they should be consuming per day, about one-third say they are consuming more calories per day than the estimate they provided.

Calories and Weight Gain. When asked about the relationship between the source of calories and the associated impact on weight gain, less than one in three consumers (29 percent) agree with the correct statement that “calories in general are what cause weight gain.” Similar numbers of consumers believe calories from fats (26 percent) or calories from carbohydrates (20 percent) are most likely to cause weight gain. About one-fourth of consumers say they are unsure of the relationship between calories and weight gain.



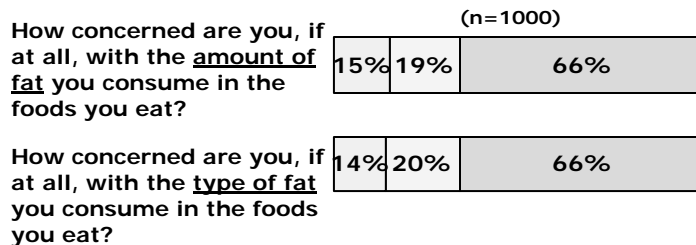
Some differences in opinion by demographic characteristics include the following:

- Consumers with a college education or higher are more likely to agree that calories in general cause weight gain.
- Less educated and lower income consumers are more likely to say they are unsure about the relationship between calories and weight gain.
- Consumers concerned about the amount and type of carbohydrates and sugars they consume are more likely to believe calories from carbohydrates are most likely to cause weight gain.

Concern about Fats. About two-thirds of consumers are concerned with the amount and type of fat they consume. Those more likely to be concerned with both include:

- Those concerned with their weight
- Those with a BMI* of overweight or obese
- Women
- Older consumers
- Those concerned with the type and amount of sugars and carbohydrates they consume

Concern with Fats



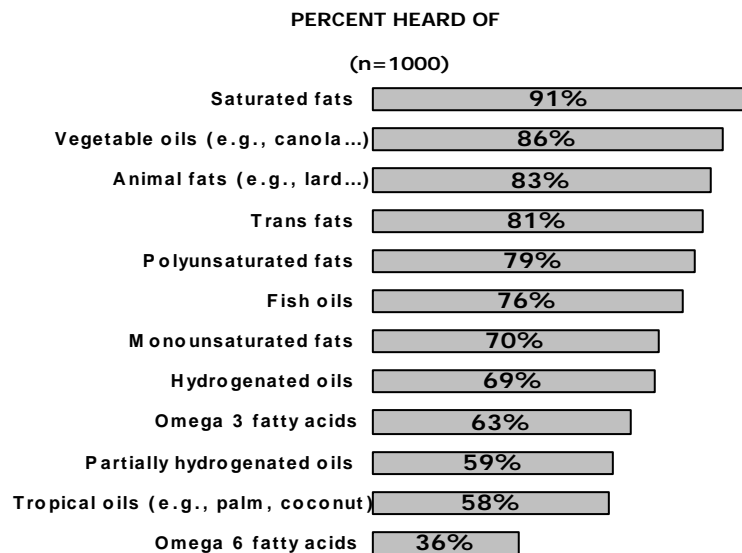
Not concerned Neither Concerned

Awareness of Fats. A majority of Americans have heard of most types of fats and fatty acids, with saturated fats topping the list at 91 percent awareness. More than three-fourths have heard of fish oils, polyunsaturated fats, trans fats, animal fats, and vegetable oils, while more than half have heard of tropical oils, partially hydrogenated oils, hydrogenated oils, omega-3 fatty acids, and monounsaturated fats.

Comparisons reveal:

- Awareness of saturated fats is significantly higher than that of polyunsaturated or monounsaturated fats.
- Awareness of polyunsaturated fats is higher than that of monounsaturated fats.
- Awareness of fish oils is significantly higher than that of omega-3 fatty acids.
- Less than one in five consumers are aware of DHA (docosahexaenoic acid), EPA (eicosapentaenoic acid), CLA (conjugated linoleic acid), or ALA (alpha-linolenic acid).

Awareness of Fats

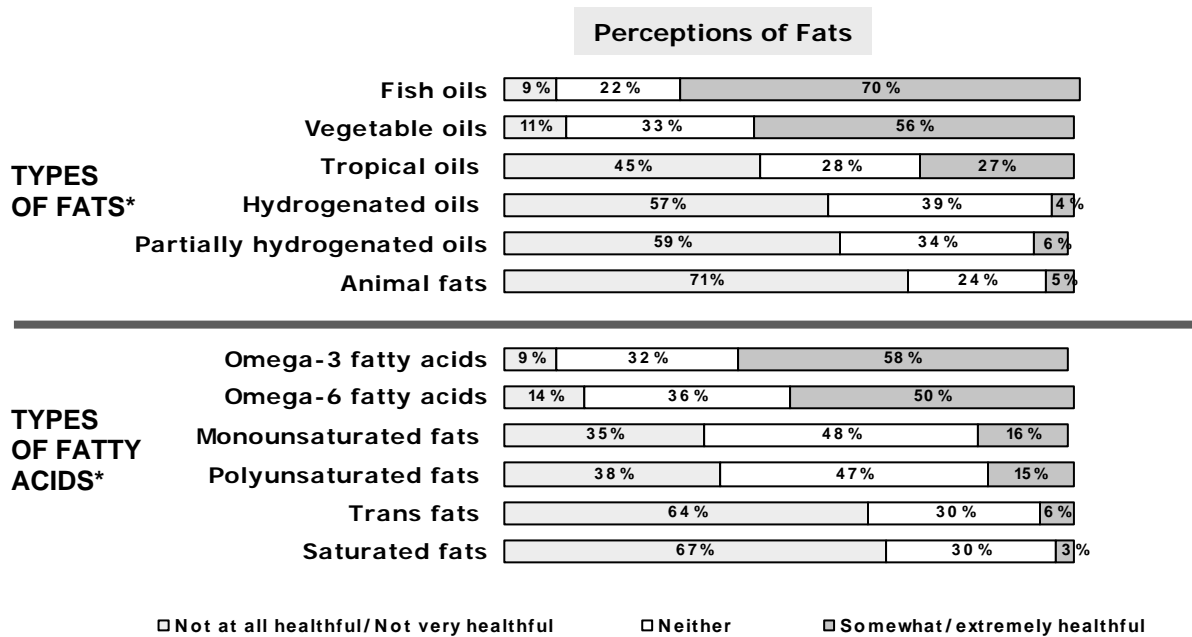


* See the Appendix for a complete listing of the examples provided for some of the fats

*BMI calculated from self-reported weight and height and categorized according to Centers for Disease Control and Prevention (CDC) standards.

FATS

Perceptions. Consumers appear to be unclear when it comes to the healthfulness of dietary fats. When asked to rate the healthfulness of the types of fats and fatty acids they were aware of, 30 to 50 percent perceive most fats as “neither healthful nor unhealthy.” Furthermore, close to four in ten consumers aware of monounsaturated and polyunsaturated fats say they are “unhealthy” despite dietary guidance to consume more of these fats. That said, there is consensus around the level of healthfulness of some fats. Specifically, fish oils, vegetable oils, omega-3 fatty acids, and omega-6 fatty acids are more likely to be rated as healthful. Animal fats, partially hydrogenated oils, hydrogenated oils, saturated fats, and *trans* fats are more likely to be rated as “unhealthy.”



*See the Appendix for a complete listing of the examples provided for some of the fats.

In a question about the healthfulness of specific types of vegetable oils, 50 to 70 percent of consumers rate soybean, sunflower, canola, and olive oil as healthful (with olive oil topping the list). Corn oil fares least well, with less than 40 percent rating it as healthful.

Close to half of consumers say they perceive that food products have been using more healthful oils over the past year. Consumers more apt to perceive a change to more healthful oils include those with a BMI** of obese or overweight, those concerned with their weight, consumers over the age of 34, those with incomes of \$35,000 or more, and women.

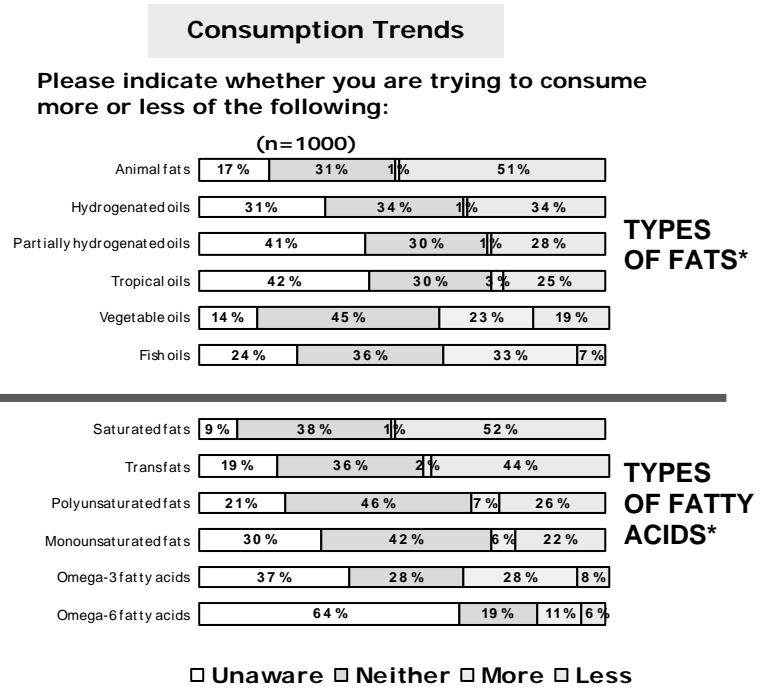
**BMI calculated from self-reported weight and height and categorized according to Centers for Disease Control and Prevention (CDC) standards.

Consumption Trends. For every type of fat and fatty acid asked about in the survey, consumers are more likely to say they have *not* changed their consumption behavior than to say they *are trying* to change their behavior.

Although the *2005 Dietary Guidelines for Americans* recommend that most of the fats people consume come from polyunsaturated or monounsaturated fats, the vast majority of those aware of both fats are not trying to increase their consumption. In fact, the vast majority of consumers aware of any type of unsaturated fatty acid say they don't know what foods contain them. Although six to seven percent say they are trying to consume more of either type of unsaturated fat, about one-quarter say they are trying to consume *less* of both types of fat.

Among the 30 to 50 percent of consumers trying to make changes to dietary fats intake, we see some clear patterns:

- About 50 percent say they are trying to consume less saturated and animal fats.
- Forty-four percent indicate they are trying to consume less *trans* fat.
- About one-third are trying to consume less hydrogenated oil or partially hydrogenated oil.
- About 40 percent are trying to make changes to their consumption of vegetable oil: about half of whom are trying to consume more of the oil; while about half are trying to consume less.
- Consumers making changes to consumption of fish oil or omega-3 fatty acids are about four times as likely to be trying to consume more, rather than less, of these oils.



* See the Appendix for a complete listing of the examples provided for some of the

CARBOHYDRATES AND SUGARS

Concern with Carbohydrates. More than half of consumers (51 percent) say they are concerned with the *amounts* of carbohydrates they consume in the foods they eat. Slightly less—although nearly a majority—say they are concerned with the *types* of carbohydrates they consume.

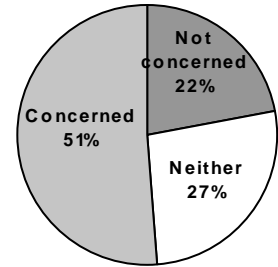
Consumers more likely to be concerned with either the amounts or types of carbohydrates they consume include:

- Those concerned about weight
- Those with a BMI* in the overweight or obese range
- Those who describe their health as “poor” or “fair”
- Those dissatisfied with health
- Women and older consumers
- African Americans (more so than Caucasians)
- Those concerned with the amount and type of sugar and fat

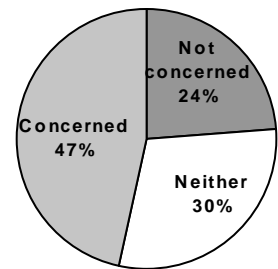
Concern with Carbohydrates

How concerned are you, if at all, with the amounts of carbohydrates you consume in the foods you eat?

(n=1000)



How concerned are you, if at all, with the types of carbohydrates you consume in the foods you eat?



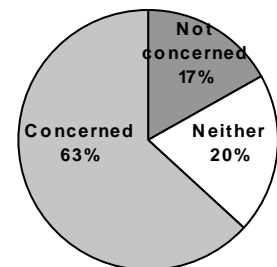
Concern with Sugar. Consumers’ concern with the amount and type of sugar they consume exceeds that of carbohydrates, particularly when it comes to the *amounts* of sugar they are consuming.

Regarding demographic and attitudinal differences, we see a nearly identical pattern to that of carbohydrates. Specifically, BMI,* concern with weight, health status, satisfaction with health, gender, ethnicity, age, and concern with other nutrients all impact concern with sugar.

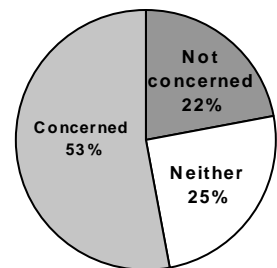
Concern with Sugars

How concerned are you, if at all, with the amounts of sugars you consume in the foods you eat?

(n=1000)



How concerned are you, if at all, with the types of sugars you consume in the foods you eat?

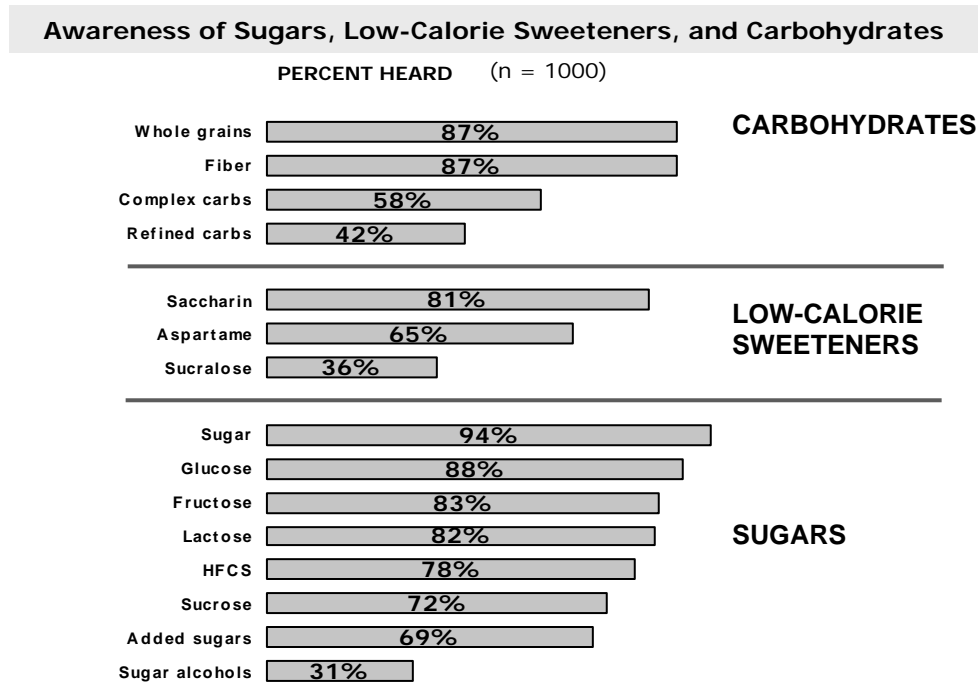


*BMI calculated from self-reported weight and height and categorized according to Centers for Disease Control and Prevention (CDC) standards.

CARBOHYDRATES AND SUGARS

Awareness of Carbohydrates and Sugars. Nearly all consumers have heard of whole grain and fiber, while more than half have heard of complex carbohydrates. Within low-calorie sweeteners, consumers are most apt to have heard of saccharin.

Awareness of aspartame is somewhat lower at 65 percent, with sucralose being lowest at 36 percent. With the exception of sugar alcohols, the vast majority of consumers have heard of the various types of sugars. Sugar and glucose top the list; however, upwards of three-fourths of consumers have heard of sucrose, high fructose corn syrup, lactose, and fructose. Awareness of added sugars is relatively low at 69 percent.

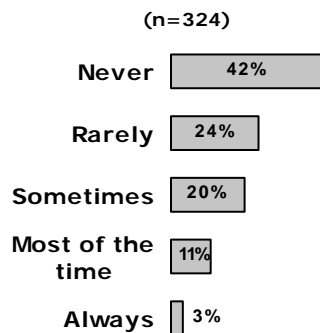


Consumers were also asked about their awareness of the terms glycemic index and glycemic load. Only one in three consumers has heard of glycemic index and even fewer (15 percent) have heard of glycemic load. Among those familiar with either term, very few (14 percent—or less than 5 percent of *all* consumers) say they consider it on a regular basis (“always” or “most of the time”).

Consumers with a family history of diabetes are more likely to consider either term “most of the time” or “always.”

Consideration of Glycemic Index or Load

How often, if at all, do you consider the glycemic index (or glycemic load) of a food or beverage when deciding to eat it?



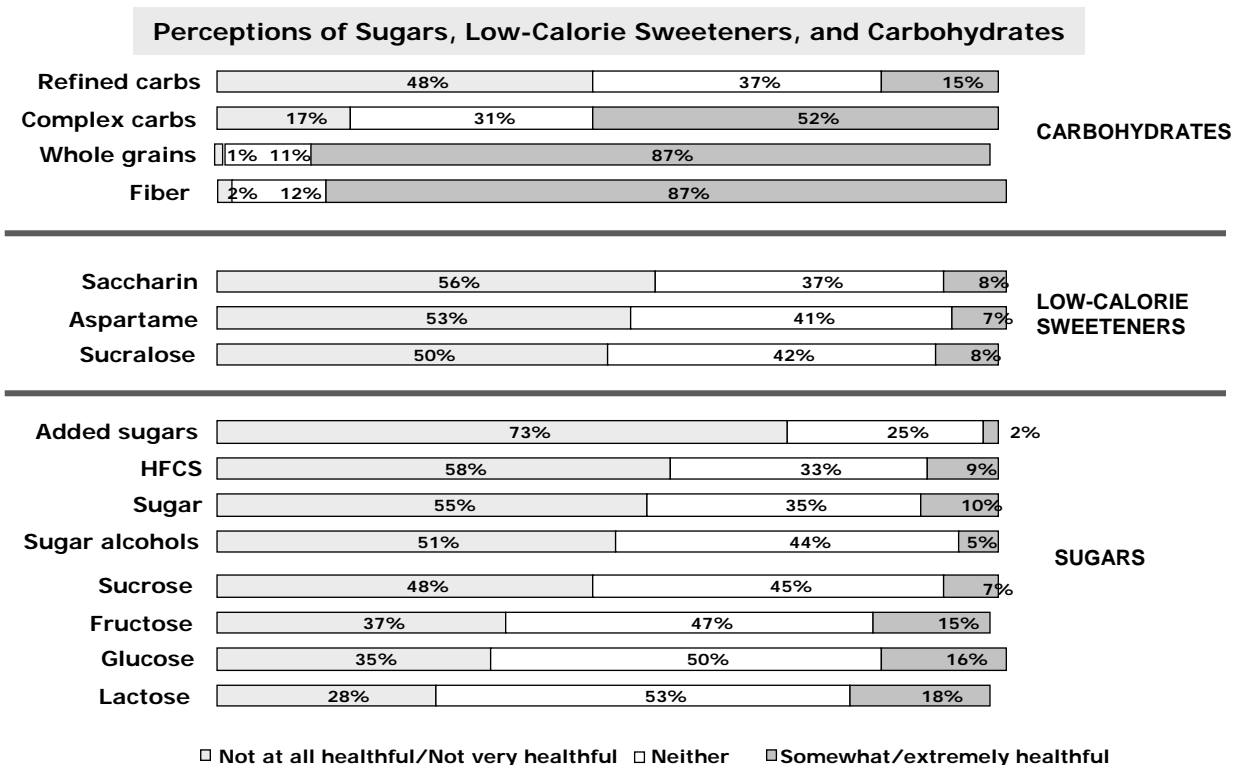
CARBOHYDRATES AND SUGARS

Perceptions

Carbohydrates. Among consumers who say they are aware of specific carbohydrates, close to nine in ten believe fiber and whole grains are “healthful.” Just over half believe complex carbohydrates are “healthful,” while very few believe refined carbohydrates to be “healthful.”

Low-Calorie Sweeteners. About half of all consumers view low-calorie sweeteners including aspartame, saccharin, and sucralose as being “unhealthful.” Of the remaining consumers, most hold neutral, as opposed to positive, views.

Sugars. More than half of those consumers who say they are aware of added sugars, high fructose corn syrup, and sugar view them as being “unhealthful,” with the remainder holding mostly neutral, rather than positive, views. Slightly fewer consumers (although still at or just below 50 percent) view sugar alcohols and sucrose as “unhealthful.” In contrast, fructose, glucose, and lactose are more apt to receive neutral ratings than either negative or positive ratings.

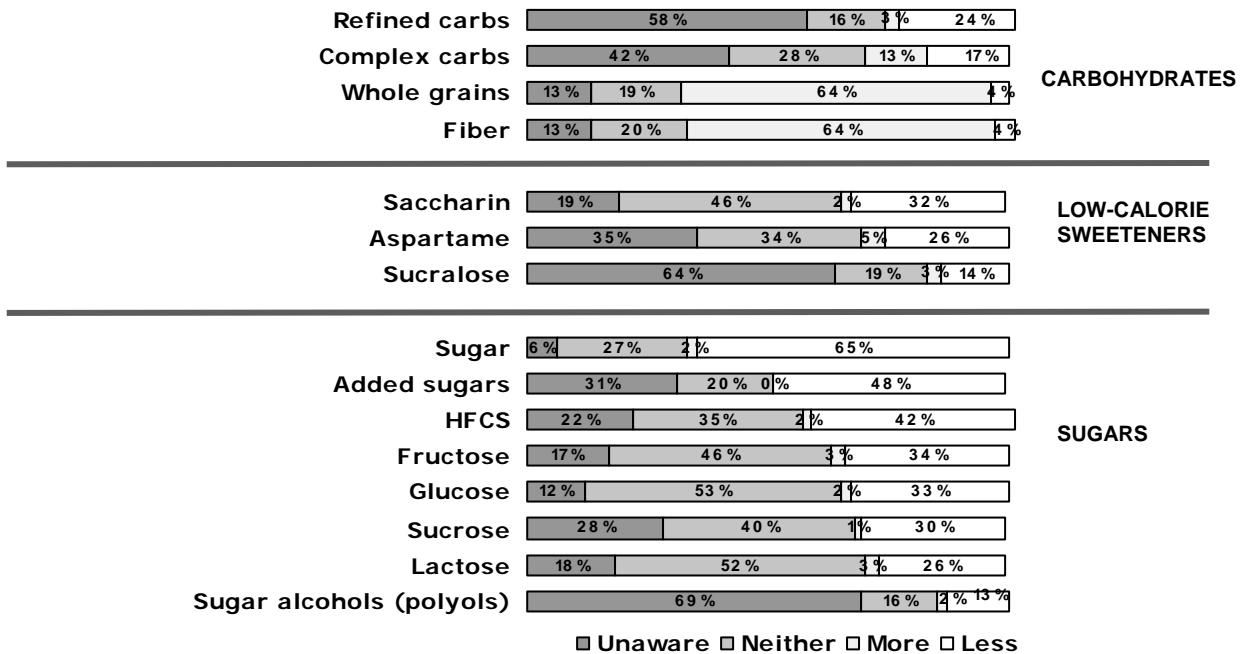


CARBOHYDRATES AND SUGARS

Consumption Trends. With the exception of fiber, whole grains, and sugar, the majority of consumers are not trying to change their consumption of carbohydrates and sugars. In the case of fiber and whole grains, most are attempting to consume more, while in the case of sugar, most are attempting to consume less. For all others, anywhere between 50 and 85 percent are making no changes.

Consumption Trends

Please indicate whether you are trying to consume more or less of the following:
(n=1000)

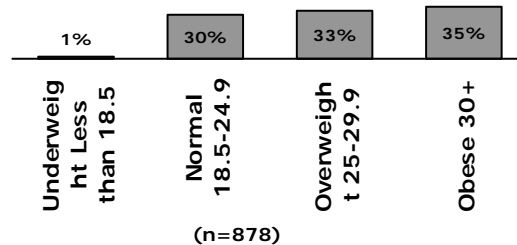


WEIGHT

Perceptions of Weight Status. When asked to describe their weight, only one in three consumers say they are at an “ideal” weight, while 56 percent say they are “overweight.” Only 10 percent describe themselves as “extremely overweight or obese.”

Body Mass Index (BMI).* As a separate measure of weight status, respondents were asked to provide their height and weight, which were used to calculate Body Mass Index (BMI) scores. According to these BMI scores, about one-third of respondents are in the obese range, one-third are in the overweight range, and one-third are in the normal range. These findings are consistent with the CDC National Health and Nutrition Examination Survey (1999-2002) data.

BMI based upon reported height and weight



The chart to the right illustrates the disparity between consumers’ descriptions of their weight status and the BMI scores calculated using their reported height and weight.

Close to one-third of consumers who are in the overweight range describe themselves as being at an “ideal weight.” Nearly three-quarters of those whose BMI is in the obese range describe themselves as being only “overweight.”

Perceived and Calculated Weight Status

(n=878)

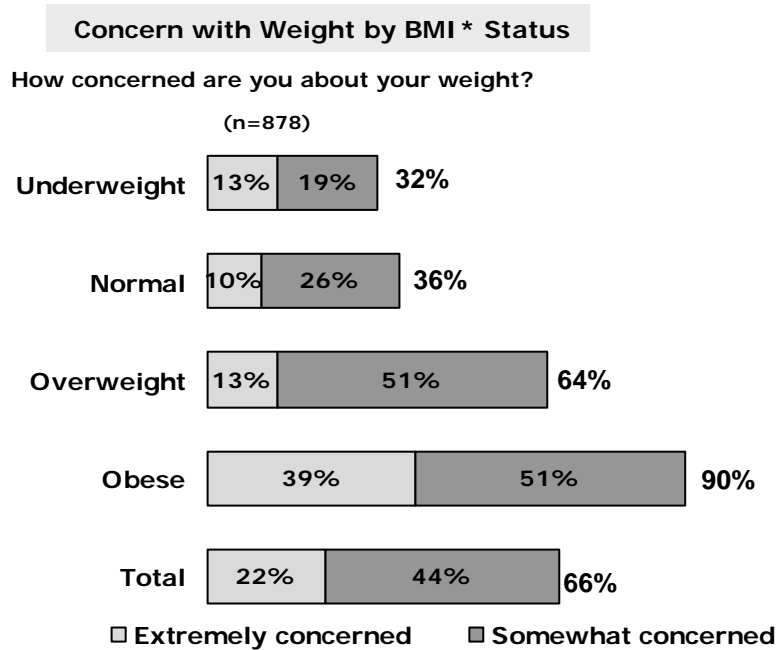
Perception of Weight	Calculated Weight			
	Underweight < 18.5 (n=11)	Normal 18.5-24.9 (n=265)	Overweight 25-29.9 (n=290)	Obese 30.0+ (n=312)
Underweight	56%	9%	1%	--
Ideal weight	44%	75%	29%	2%
Overweight	--	16%	70%	74%
Extremely overweight or obese	--	--	--	24%
	100%	100%	100%	100%

*BMI calculated from self-reported weight and height and categorized according to Centers for Disease Control and Prevention (CDC) standards.

Concern with Current Weight. Two-thirds of *all* consumers are concerned about their current weight (22 percent “extremely” and 44 percent “somewhat” concerned).

Overall concern (“somewhat” and “extremely” concerned) increases as one’s weight increases. While about one-third of those in the underweight and normal ranges are concerned, two-thirds of those in the overweight range are concerned. Nearly all of those in the obese range are concerned.

That said, the percentage of consumers who are “extremely” concerned does not vary across those in the underweight, normal, or overweight ranges.



*BMI calculated from self-reported weight and height and categorized according to Centers for Disease Control and Prevention (CDC) standards.

PHYSICAL ACTIVITY

Physical Activity Frequency. About one-third of consumers say they are physically active for health benefits between three and five days a week. However, more than a third of consumers say they are not active.

Those most active (six to seven days) include:

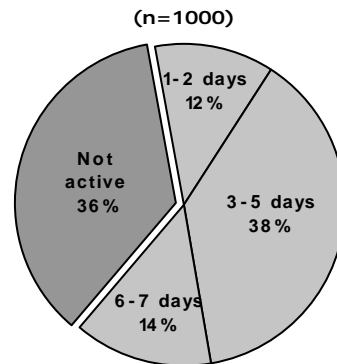
- Men
- Those with a BMI* in the normal or overweight range
- Those who are not concerned with the type of fat they consume

Those who are inactive include:

- Those who describe their health as “fair” or “poor”
- Those who describe their diet as “unhealthy”
- Those with a BMI* in the obese range
- Those with lower education levels
- Those not satisfied with their health status

Frequency of Physical Activity

On average, how often, if at all, would you say you are physically active, for health benefits, in a given week?



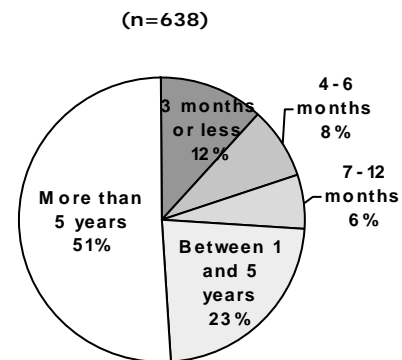
Physical Activity History. Among consumers who report being active at least one day per week, 74 percent say they have been active for at least one year.

Those who are beginning to engage in activity (less than six months) are active less frequently than other groups. They are also *more* likely to be concerned about their weight, to say they are not satisfied with their health status, and to describe their diet as “unhealthy.” These consumers are more likely to be classified as obese.*

In contrast, those who have been physically active for more than five years are more likely to be active six to seven days per week. Their perceptions of their health and diet, as well as their satisfaction with their health and weight, are all positive.

Physical Activity History

[IF ACTIVE] For how long have you been regularly physically active?



*BMI calculated from self-reported weight and height and categorized according to Centers for Disease Control and Prevention (CDC) standards.

PHYSICAL ACTIVITY

Perceptions of Physical Activity. Two-thirds of consumers describe themselves as being “active.” Just under a third of consumers say they are “sedentary.”

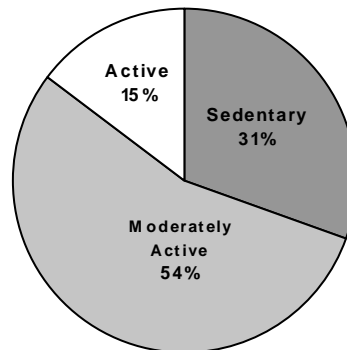
Consumers who are more apt to describe themselves as “active” include:

- Those who describe their health as “very good” or “excellent”
- Those satisfied with their health status
- Those who describe their diet as “healthful”
- Those with a BMI* in the normal or overweight range
- Those who are not concerned with their weight

Perceptions of Physical Activity

How would you describe your current level of physical activity?

(n=1000)



Sedentary consumers fit the opposite profile, being more likely to view their health and diet poorly, to be dissatisfied with their health, to have a BMI* of obese, and to be concerned with their weight. These consumers are more apt to have a household income of less than \$35,000 per year.

The chart below illustrates the relationship between consumers’ classification of their physical activity level and frequency.

Close to nine out of ten consumers (87 percent) who describe themselves as “active” engage in physical activity between three and seven days per week. Similarly, two-thirds of those who describe themselves as “moderately active” engage in physical activity between one and five days per week.

Perceived Activity Level By Reported Frequency

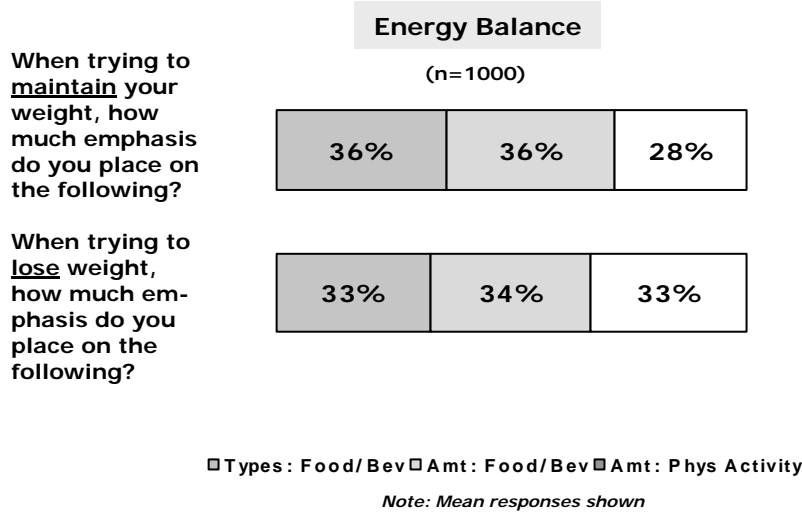
(n=1000)

Describe self as:	Days per week active			
	0	1-2	3-5	6-7
Active	12%	1%	45%	42%
Moderately active	22%	15%	51%	13%
Sedentary	73%	13%	11%	2%

*BMI calculated from self-reported weight and height and categorized according to Centers for Disease Control and Prevention (CDC) standards.

PHYSICAL ACTIVITY

Energy Balance. In general, consumers place nearly equal emphasis on the types and amount of food they consume and their level of physical activity, regardless of whether they are trying to maintain or lose weight.



Age-related differences show that for both weight loss and maintenance, consumers who are over the age of 34 are more likely to focus on the *amount of food/beverages* they consume, while consumers under the age of 35 are more likely to focus on *physical activity*.

INFORMATION SOURCES

MyPyramid. Close to 90 percent of consumers say they have heard or read something about *MyPyramid*.

Consumers who are more apt to have heard of *MyPyramid* include:

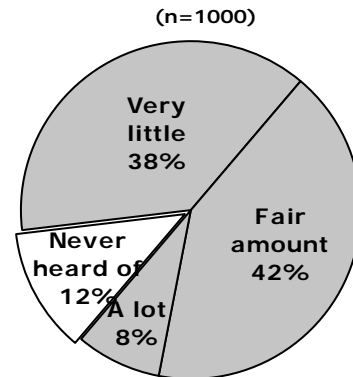
- Consumers satisfied with their health status
- Consumers who describe themselves as being "active"
- Consumers who view their diets as "healthful"
- Consumers concerned with the type of fat or sugar in their diets

Of the consumers who have heard "a lot" or a "fair amount" about *MyPyramid*, two in ten say they have customized a diet for themselves on the *MyPyramid* Web site. Consumers who are concerned about their weight or their consumption of sugars, carbohydrates, or fats are more likely than others to have customized a diet.

Consumers who are aware of *MyPyramid*, but have not customized a diet, mention a wide range of reasons for not acting, many of which relate to a lack of perceived need (e.g., "don't need to" or "not important enough") or confidence that it is the right approach for them (e.g., "following a different diet," "don't believe in accuracy").

MyPyramid Awareness

Which of the following best describes your familiarity with the government's Food Pyramid, called "MyPyramid?"



Reasons for not using *MyPyramid*

(n=760)

Don't personally need to, or following different diet	24%
Don't know enough about it	19%
Too difficult (restrictive/confusing/time consuming)	14%
Don't care enough, or find it important enough	12%
Don't "believe" in its accuracy	10%
Never thought about it	4%
Good intentions, just haven't	1%
Too costly to follow it	1%
Other	3%

INFORMATION SOURCES

Factors Influencing Food and Beverage Purchase Decisions. Taste and price top the list of criteria that drive consumers' purchasing decisions, followed by healthfulness, and then convenience. Consumers over the age of 54 prioritize healthfulness over price.

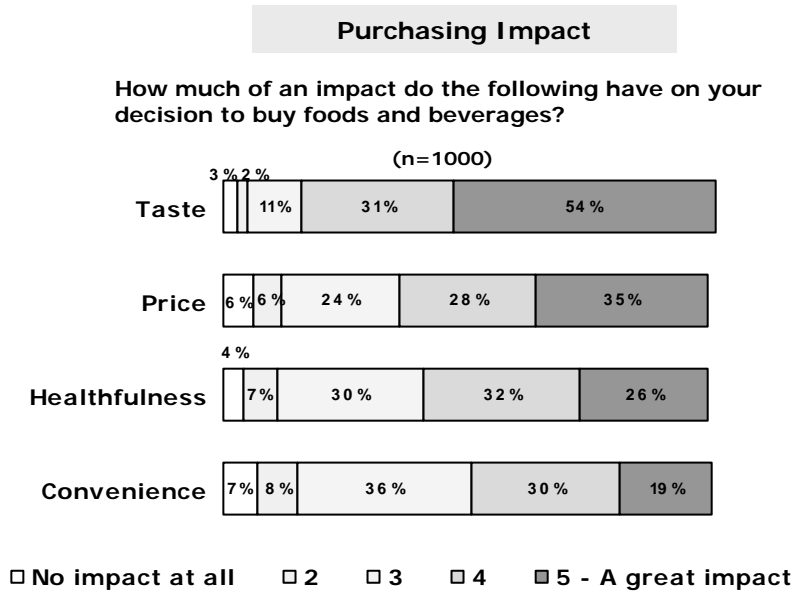
Segments of the American public that are more apt to say a specific factor is influential are detailed below.

Taste:

- Women

Price:

- Those who describe their health as "poor" or "fair"
- Those dissatisfied with their health status
- Women
- Those less than 35 years of age
- Those with lower household incomes



Healthfulness:

- Those who describe their diet as "healthful"
- Those who describe themselves as being "active" or "moderately active"
- Women
- Primary household shoppers
- Those over the age of 54
- Those who are college-educated

Convenience:

- Those who describe their diet as "unhealthful"
- Those who describe themselves as being "sedentary"

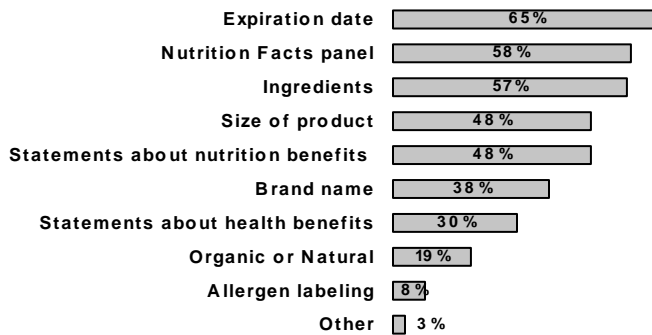
INFORMATION SOURCES

Labels. Consumers are actively using food and beverage packaging elements when deciding to purchase or consume products. They most often consult packaging for expiration dates, the Nutrition Facts Panel (NFP), and ingredients.

More than half of consumers (53 percent) report using at least four elements when making decisions regarding whether to buy or consume a specific product.

Information Used on the Label

What information do you look for on the food or beverage package when deciding to purchase or eat a food or beverage?
(n=1000)

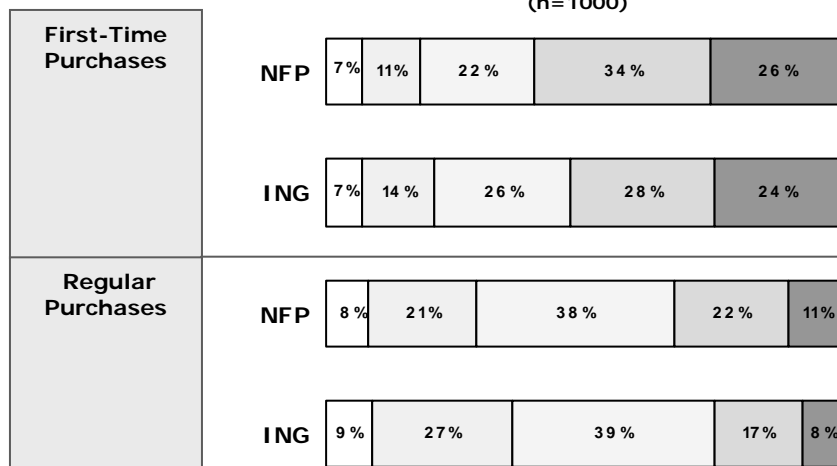


The Nutrition Facts Panel and Ingredients Listing. Consumers report using both the NFP and the ingredients listing more frequently when they are making first-time purchases than when making regular purchases. However, for both first-time and regular purchases, the NFP is used more often than the ingredients list.

Sixty percent of consumers say they use the NFP “most of the time” or “always” for first-time purchases, while only 33 percent do so for regular purchases. Similarly, 52 percent use the ingredients list for first-time purchases while 25 percent do so for regular purchases.

Use of Nutrition Facts Panel and Ingredients List

(n=1000)



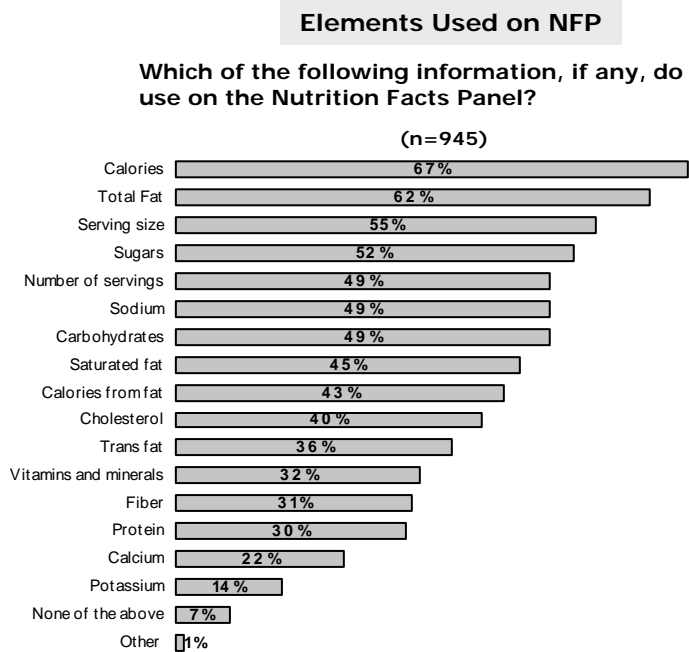
□ Never □ Rarely □ Sometimes □ Most of the time □ Always

INFORMATION SOURCES

The Nutrition Facts Panel—Usage of Specific Elements. Calories top the list of elements used (67 percent), followed very closely by total fat (62 percent), and serving size (55 percent).

Of the three macronutrients, total fat is used most often, with carbohydrates being used by 49 percent, and protein being used by only 30 percent. Similarly, of the fat-related elements, total fat (62 percent) is used considerably more often than saturated fat (45 percent) or *trans* fat (36 percent).

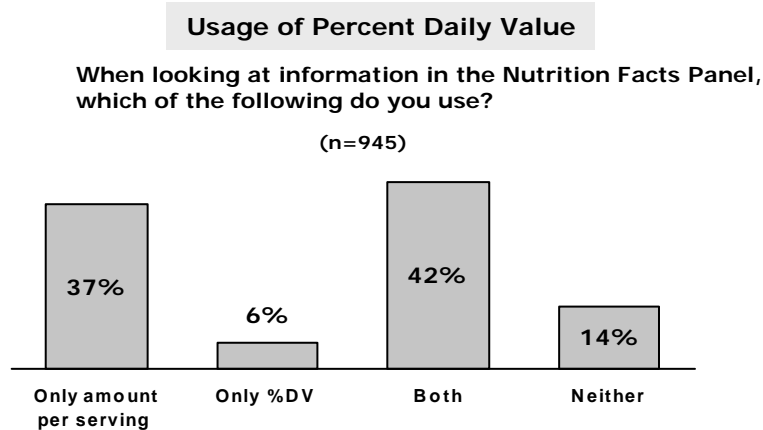
Vitamins and minerals (both in general and when asked specifically) are among the least used elements of the NFP.



The Nutrition Facts Panel—Usage of Percent Daily Value. Less than half of all consumers who are using the NFP say they use the Percent Daily Value (%DV) information. In contrast, close to eight in ten (79 percent) are using the amount per serving information. In fact, close to four in ten consumers (37 percent) *only* use the

amount per serving information.

About one in six consumers say they use neither the %DV nor the amount per serving information.



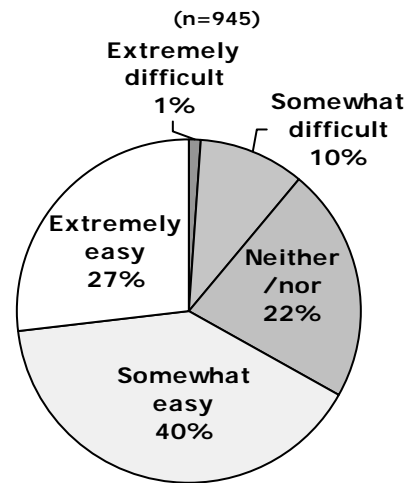
INFORMATION SOURCES

The Nutrition Facts Panel—Ease of Use. Two-thirds of consumers who say they use the NFP say it is “extremely” or “somewhat” easy to use.

Consumers who are more apt to find the NFP to be *difficult* to use include:

- Consumers who describe themselves as being “sedentary”
- Consumers who describe their health as being “fair” or “poor”
- Consumers who are less educated and with lower income
- Consumers with a BMI* in the obese range

Ease of Use—NFP
How easy or difficult is it for you to use the Nutrition Facts Panel on food and beverages?

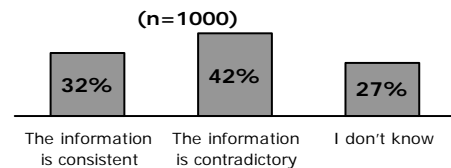


Perceptions of Consistency. Only one-third of consumers say the food and health information they get from different sources is consistent.

Those consumers more apt to say the information is contradictory include consumers who have a college degree or higher, as well as those who have a household income over \$35,000.

Perceptions of Information

Which of the following best describes how you feel about the food and health information you get from different sources?



*BMI calculated from self-reported weight and height and categorized according to Centers for Disease Control and Prevention (CDC) standards.

APPENDIX

OVERALL HEALTH

TABLE 1: OVERALL HEALTH STATUS

Which of the following best describes your overall health status?

	Total	Diet		Activity			BMI				Income				Age			Education		
		Not Healthful	Healthful	Sedentary	Moderate	Active	Under	Ideal	Over	Obese	<\$35K	\$35-50K	\$50-75K	>\$75K	<34	35-54	55+	HS or Less	Some College	College+
Base	1000	219	540	307	547	146	11.1	265	290	312	406	208	155	166	273	443	276	455	274	264
Poor	6%	10%	3%	14%	2%	1%	0%	1%	5%	12%	8%	6%	2%	3%	2%	7%	8%	8%	4%	3%
Fair	19%	30%	15%	30%	16%	7%	17%	12%	18%	23%	21%	17%	16%	16%	14%	20%	21%	20%	20%	14%
Good	43%	44%	39%	43%	47%	26%	18%	40%	43%	43%	44%	46%	41%	37%	42%	45%	39%	44%	45%	36%
Very good	24%	14%	30%	9%	29%	38%	12%	33%	25%	21%	20%	22%	30%	31%	31%	21%	23%	19%	25%	33%
Excellent	9%	2%	13%	3%	6%	28%	53%	14%	10%	2%	7%	8%	12%	13%	11%	7%	9%	9%	4%	13%
Top 2	33%	16%	43%	13%	36%	66%	65%	47%	35%	23%	27%	30%	41%	44%	42%	28%	32%	28%	30%	46%
Bottom 2	24%	40%	18%	44%	18%	8%	17%	13%	22%	34%	29%	24%	17%	19%	16%	27%	29%	28%	25%	18%
Mean	3.12	2.69	3.34	2.58	3.22	3.85	4	3.47	3.19	2.79	2.96	3.07	3.34	3.35	3.34	3.02	3.05	3.01	3.05	3.38

OVERALL HEALTH

TABLE 2: SATISFACTION WITH HEALTH STATUS

How satisfied are you with your overall health status?

	Total	Health		Diet		Activity			BMI			
		Not Healthy	Healthy	Not Healthful	Healthful	Sedentary	Moderately	Active	Under	Ideal	Over	Obese
Base	1000	243	330	219	540	307	547	146	11	265	290	312
Not at all satisfied	6%	23%	0%	11%	4%	13%	3%	1%	4%	1%	3%	14%
Not very satisfied	24%	57%	3%	44%	17%	40%	19%	7%	24%	13%	21%	32%
Neither satisfied nor unsatisfied	16%	15%	5%	17%	12%	17%	18%	7%	4%	16%	16%	16%
Somewhat satisfied	41%	5%	55%	25%	48%	26%	47%	48%	16%	50%	44%	34%
Extremely satisfied	14%		37%	3%	19%	4%	12%	37%	52%	20%	16%	5%
Top 2	54%	5%	92%	28%	68%	30%	60%	85%	68%	70%	60%	39%
Bottom 2	30%	80%	3%	55%	21%	53%	22%	8%	28%	14%	23%	46%
Mean	3.32	2.02	4.26	2.65	3.62	2.68	3.47	4.13	3.87	3.75	3.5	2.83

OVERALL HEALTH

TABLE 2: SATISFACTION WITH HEALTH STATUS cont'd

How satisfied are you with your overall health status?

	Total	Income				Age			Weight Concern		Education			Race				
		<\$35K	\$35-50K	\$50-75K	>\$75K	<34	35-54	55+	Concerned		HS or Less	Some College	College +	Caucasian	African American	Asian	Hispanic	Other
									Yes	No								
Base	1000	406	208	155	166	273	442.8	276	657	225	455	274	264	741	78	26	121	20
Not at all satisfied	6%	8%	6%	3%	6%	2%	7%	9%	8%	3%	8%	4%	4%	7%	2%	4%	4%	6%
Not very satisfied	24%	27%	25%	15%	19%	23%	26%	20%	28%	18%	24%	28%	19%	24%	17%	11%	26%	33%
Neither satisfied nor unsatisfied	16%	17%	14%	14%	14%	18%	13%	18%	15%	13%	17%	17%	13%	15%	16%	32%	17%	11%
Somewhat satisfied	41%	35%	44%	53%	43%	44%	42%	37%	38%	46%	36%	43%	47%	40%	52%	46%	42%	36%
Extremely satisfied	14%	13%	11%	15%	19%	13%	13%	16%	11%	20%	14%	8%	18%	14%	13%	7%	11%	14%
Top 2	54%	48%	54%	68%	62%	57%	54%	53%	49%	66%	51%	51%	65%	54%	65%	53%	53%	50%
Bottom 2	30%	35%	31%	18%	25%	25%	33%	29%	36%	21%	32%	32%	22%	31%	19%	15%	30%	39%
Mean	3.32	3.18	3.28	3.62	3.5	3.42	3.28	3.31	3.16	3.62	3.24	3.23	3.56	3.31	3.57	3.42	3.30	3.19

OVERALL HEALTH

TABLE 3: INFLUENCE OF KEY FACTORS ON HEALTH STATUS

What influence, if any, does each of the following factors have on a person's overall health?

DIET

	Total	Weight		Education			Age				Fat Amount		Fat Type		Carb Amount		Carb Type		Sugar Amount		Sugar Type	
		Concerned		HS or Less	Some College	College +	18-24	25-34	35-54	55+	Concerned		Concerned		Concerned		Concerned		Concerned		Concerned	
		Yes	No								Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Base	995	654	225	453	273	263	111	162	441	273	654	153	657	142	515	219	461	236	622	173	523	220
Not at all influential	2%	1%	4%	2%	2%	1%	2%	4%	1%	1%	1%	8%	1%	9%	0%	5%	1%	5%	1%	4%	1%	5%
Not very influential	2%	1%	2%	2%	1%	1%	2%	5%	0%	1%	1%	3%	1%	4%	2%	2%	2%	2%	1%	3%	1%	3%
Neither	7%	4%	8%	7%	8%	4%	11%	8%	6%	5%	4%	7%	3%	9%	3%	6%	4%	6%	4%	8%	4%	6%
Somewhat influential	37%	36%	42%	39%	36%	37%	38%	33%	40%	36%	35%	41%	34%	41%	34%	38%	32%	41%	33%	42%	33%	42%
Extremely influential	52%	57%	44%	50%	53%	57%	47%	50%	52%	57%	60%	40%	61%	36%	60%	49%	62%	46%	61%	44%	60%	44%
Top 2	90%	93%	86%	89%	89%	94%	85%	83%	92%	93%	95%	81%	95%	78%	95%	87%	94%	87%	94%	86%	94%	86%
Bottom 2	4%	3%	6%	4%	3%	2%	4%	9%	2%	2%	2%	11%	2%	13%	2%	7%	2%	7%	3%	7%	3%	7%
Mean	4.37	4.45	4.20	4.32	4.36	4.49	4.26	4.20	4.41	4.46	4.52	4.02	4.53	3.92	4.53	4.23	4.53	4.21	4.51	4.19	4.50	4.19

OVERALL HEALTH

TABLE 3: INFLUENCE OF KEY FACTORS ON HEALTH STATUS cont'd

What influence, if any, does each of the following factors have on a person's overall health?

WEIGHT

	Total	Activity			Gender		Age				Fat Amount		Fat Type		Sugar Amount		Sugar Type	
		Sedentary	Moderately	Active	Male	Female	18-24	25-34	35-54	55+	Concerned	Not Concerned	Concerned	Not Concerned	Concerned	Not Concerned	Concerned	Not Concerned
Base	998	305	547	146	470	523	111	162	443	274	658	153	658	142	621	175	522	222
Not at all influential	1%	0%	1%	3%	1%	1%		1%	1%	1%	1%	4%	1%	4%	1%	2%	1%	2%
Not very influential	2%	1%	3%	0%	3%	2%	2%	7%	1%	1%	2%	5%	2%	7%	2%	3%	2%	4%
Neither	5%	3%	6%	5%	6%	3%	7%	9%	3%	3%	2%	6%	3%	6%	3%	6%	3%	6%
Somewhat influential	35%	40%	35%	24%	39%	32%	39%	31%	38%	32%	32%	45%	32%	42%	31%	38%	32%	36%
Extremely influential	57%	55%	55%	68%	51%	63%	53%	51%	57%	63%	63%	40%	63%	41%	63%	50%	63%	51%
Top 2	92%	95%	90%	92%	90%	94%	91%	83%	94%	95%	95%	85%	95%	83%	94%	89%	95%	88%
Bottom 2	3%	2%	4%	4%	4%	3%	2%	8%	2%	2%	2%	9%	2%	11%	3%	5%	3%	6%
Mean	4.44	4.47	4.41	4.53	4.36	4.54	4.42	4.25	4.48	4.54	4.56	4.13	4.55	4.1	4.54	4.32	4.54	4.31

OVERALL HEALTH

TABLE 3: INFLUENCE OF KEY FACTORS ON HEALTH STATUS cont'd

What influence, if any, does each of the following factors have on a person's overall health?

PHYSICAL ACTIVITY

	Total	Overall Health		Activity			Fat Amount		Fat Type	
		Very Good Excellent	Fair Poor	Sedentary	Moderately	Active	Concerned		Concerned	
							Yes	No	Yes	No
Base	997	320	243	307	547	146	658	153	658	142
Not at all influential	1%	0%	2%	2%	1%	2%	1%	3%	1%	4%
Not very influential	2%	1%	2%	2%	2%	1%	1%	2%	1%	3%
Neither	5%	4%	5%	4%	6%	3%	3%	6%	2%	6%
Somewhat influential	35%	28%	31%	40%	36%	19%	32%	44%	31%	46%
Extremely influential	57%	67%	60%	52%	56%	74%	63%	45%	64%	40%
Top 2	92%	95%	91%	92%	92%	94%	95%	89%	95%	87%
Bottom 2	3%	2%	4%	4%	2%	3%	2%	5%	2%	8%
Mean	4.45	4.60	4.44	4.37	4.45	4.62	4.55	4.26	4.57	4.15

DIET

TABLE 1: HEALTHFULNESS OF DIET

Now a few questions about diet. By "diet," we mean everything you consume, including foods, beverages, and dietary supplements.

How would you rate the healthfulness of your overall diet?

	Total	Overall Health		Health Satisfaction		Weight Concern		Education		
		Very Good Excellent	Fair Poor	Satisfied	Not Satisfied	Concerned		HS or Less	Some College	College +
						Yes	No			
Base	1000	330	243	544	297	657	225	455	274	264
Not at all healthful	3%	1%	7%	1%	7%	3%	2%	4%	2%	1%
Not very healthful	19%	10%	29%	10%	34%	25%	9%	20%	25%	12%
Neither healthful nor unhealthful	24%	19%	23%	22%	22%	23%	23%	28%	22%	19%
Somewhat healthful	46%	54%	36%	54%	34%	44%	52%	41%	46%	55%
Extremely healthful	8%	16%	5%	13%	4%	6%	14%	7%	4%	13%
Top 2	54%	70%	41%	67%	38%	49%	65%	49%	50%	68%
Bottom 2	22%	11%	36%	11%	40%	28%	12%	24%	27%	13%
Mean	3.37	3.75	3.03	3.67	2.94	3.24	3.65	3.28	3.25	3.67

DIET

TABLE 1: HEALTHFULNESS OF DIET cont'd

Now a few questions about diet. By "diet," we mean everything you consume, including foods, beverages, and dietary supplements.

How would you rate the healthfulness of your overall diet?

	Total	Age				Activity			BMI			
		18-24	25-34	35-54	55+	Sedentary	Moderately	Active	Under Weight	Ideal Weight	Over Weight	Obese Weight
Base	1000	111	162	443	276	307	547	146	11	265	290	312
Not at all healthful	3%	4%	2%	4%	0%	6%	1%	1%			2%	5%
Not very healthful	19%	29%	29%	17%	14%	32%	17%	2%	26%	8%	22%	27%
Neither healthful nor unhealthful	24%	32%	27%	25%	17%	28%	24%	19%	13%	21%	24%	25%
Somewhat healthful	46%	26%	39%	48%	56%	32%	53%	51%	21%	60%	43%	38%
Extremely healthful	8%	10%	4%	7%	12%	2%	6%	27%	40%	11%	10%	4%
Top 2	54%	35%	42%	54%	68%	34%	59%	79%	61%	71%	52%	42%
Bottom 2	22%	33%	31%	20%	15%	39%	18%	3%	26%	8%	24%	32%
Mean	3.37	3.08	3.13	3.37	3.65	2.91	3.46	4.02	3.74	3.74	3.37	3.09

DIET

TABLE 2: DAILY SERVING OF FRUITS AND VEGETABLES

On average, approximately how many servings of fruits and vegetables do you eat per day?

Base	Total
	1000
0	6%
1	29%
2	23%
3	20%
4-6	19%
7-9	3%
10+	1%
<i>Mean</i>	<i>2.70</i>

TABLE 3: CHANGES TO DIET IN PAST SIX MONTHS

Over the past six months, have you made any changes in an effort to improve the healthfulness of your diet?

Base	Total
	1000
Yes	57%
No	43%

TABLE 4: REASONS FOR DIETARY CHANGES

[IF CHANGES] For which of the following reasons, if any, are you trying to improve the healthfulness of your diet? *Select all that apply*

Base	Total
	574
To improve my overall health	69%
To lose weight	62%
Because of a specific health condition (e.g., diabetes, high cholesterol, high blood pressure, allergies)	37%
To maintain my weight	19%
Other	4%

DIET

TABLE 5: UNAIDED TYPES OF DIETARY CHANGES

[IF CHANGES] What, specifically, have you done to improve the healthfulness of your diet in the past six months? [open end]

Base	Total
	574
Consuming more of a specific type of food or beverage	23%
Consuming less of a specific type of food or beverage	21%
Changing eating habits/eating healthier/watching what I eat (but no specifics given)	18%
Change the amount of sugars	17%
Exercise	15%
Change the amount of fat	14%
Reducing the amounts of food and beverages served/eaten at meals (Limiting portions)	12%
Change the amount of carbs	11%
Eating more of a certain food component (e.g., a vitamin, mineral, nutrient)	10%
Changing meal/snack patterns (i.e., Skipping meals, snacks, and/or desserts; eating smaller meals, more frequently)	9%
Following a specific diet plan	3%
Eating less of a certain food component (e.g., a vitamin, mineral, nutrient)	3%
Eating fewer calories	2%
Change the type of carbs	2%
Change the type of fat	1%
Other	2%
I am not taking any steps to improve the healthfulness of my diet (Nothing)	1%

DIET

TABLE 6: AIDED TYPES OF DIETARY CHANGES

[IF CHANGES] Which of the following specific changes, if any, have you made in the past 6 months to improve the healthfulness of your diet? *Check all that apply*

Base	Total
Consuming less of a specific type of food or beverage	68%
Reducing the amounts of food and beverages served/eaten at meals (Limiting portions)	57%
Changing meal/snack patterns (i.e., skipping meals, snacks, or desserts; eating smaller meals, more frequently)	55%
Eating fewer calories	42%
Consuming more of a specific type of food or beverage	31%
Eating more of a certain food component (e.g., a vitamin, mineral, nutrient)	29%
Eating less of a certain food component (e.g., a vitamin, mineral, nutrient)	16%
Following a specific diet plan	11%
Other	3%
I am not taking any steps to improve the healthfulness of my diet	1%

TABLE 7: INFORMATION SOURCES PROMPTING DIETARY CHANGES

To what extent, if any, has information from the following sources prompted you to make diet-related changes in the past six months?

Scale: 1= "not at all," 2= "a minor extent," 3= "a moderate extent," 4= "a great extent"

Base= 574	1	2	3	4
Health professional	38%	17%	25%	19%
Television	57%	25%	14%	4%
Newspaper	76%	15%	8%	2%
Health or fitness magazines	57%	20%	16%	6%
Food product labels	38%	25%	23%	15%
Family and friends	33%	24%	24%	18%
Government agencies	75%	18%	6%	2%

DIET

TABLE 8: AWARENESS OF RECOMMENDED DAILY CALORIC CONSUMPTION

As far as you know, how many calories should a person of your age, weight, and height consume per day?

Base	Total
Don't know	43%
Base	568
1000 or less	5%
1001-1500	33%
1501-2000	42%
2001-2500	15%
2501-3000	3%
More than 3000	1%
Mean	1811

TABLE 9: CALORIES CONSUMED PER DAY

[IF ANSWERED CONSUMPTION] Most days, would you say you consume:

Base	Total
Base	568
More than [CONSUMPTION] per day	33%
About [CONSUMPTION] per day	44%
Less than [CONSUMPTION] per day	17%
Don't know	6%

DIET

TABLE 10: AWARENESS OF CALORIC IMPACT ON WEIGHT GAIN

Which of the following statements do you agree with regarding the relationship between calories and weight gain?

	Total	Gender		Income				Education			Carb Amount		Carb Type		Sugar Amount		Sugar Type	
		Male	Female	<35K	\$35K- <50K	\$50K- <100K	100K+	HS or Less	Some College	College+	Concerned		Concerned		Concerned		Concerned	
		Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	
Base	1000	472	523	406	208	255	66	455	274	264	515	219	464	236	623	175	524	222
Calories from fats are most likely to cause weight gain	26%	27%	26%	25%	30%	25%	36%	25%	31%	24%	26%	27%	26%	30%	29%	25%	28%	26%
Calories from carbohydrates are most likely to cause weight gain	20%	21%	20%	22%	19%	22%	17%	20%	19%	22%	31%	8%	31%	10%	24%	16%	26%	16%
Calories from protein are most likely to cause weight gain	2%	4%		3%	1%	2%	3%	3%	2%	1%	1%	1%	1%	1%	1%	1%		1%
Calories in general are what causes weight gain (i.e., all calories are the same)	29%	25%	32%	23%	28%	33%	33%	24%	29%	38%	27%	32%	29%	31%	30%	24%	27%	29%
Not sure	22%	23%	21%	27%	21%	18%	11%	28%	19%	15%	14%	31%	14%	29%	17%	35%	18%	28%

FATS

TABLE 1: AWARENESS OF DIETARY FATS

Which of the following types of fat have you heard of?

Base	Total
	1000
Saturated fats	91%
Vegetable oils (e.g., canola, corn, soybean, olive)	86%
Animal fats (e.g., lard, tallow, butter)	83%
<i>Trans</i> fats	81%
Polyunsaturated fats	79%
Fish oils	76%
Monounsaturated fats	70%
Hydrogenated oils	69%
Omega-3 fatty acids	63%
Partially hydrogenated oils	59%
Tropical oils (e.g., palm, coconut)	58%
Omega-6 fatty acids	36%
Stearic acid	21%
DHA (docosahexaenoic acid)	16%
ALA (alpha-linolenic acid)	9%
CLA (conjugated linoleic acid)	8%
EPA (eicosapentaenoic acid)	8%
None of the above	4%

FATS

TABLE 2: CONCERN WITH AMOUNT OF DIETARY FATS

How concerned are you, if at all, with the amount of fat you consume in the foods you eat?

	Total	Fat Amount		Fat Type		Concern with Weight		BMI				Gender		Age				Type of Sugar		Amount of Sugar	
		Concerned		Concerned		Concerned		Under	Ideal	Over	Obese	Male	Female	18-24	25-34	35-54	55+	Concerned		Concerned	
		Yes	No	Yes	No	Yes	No											Yes	No	Yes	No
Base	1000	658	153	660	142	657	225	11	265	290	312	472	523	111	162	443	276	524	222	623	175
Not at all concerned	7%	0%	46%	1%	40%	3%	18%	47%	10%	7%	4%	10%	4%	17%	7%	5%	6%	2%	23%	1%	31%
Not very concerned	8%	0%	54%	2%	41%	4%	20%	16%	15%	7%	5%	10%	6%	11%	10%	9%	6%	4%	23%	4%	23%
Neither concerned nor unconcerned	19%	0%	0%	4%	5%	15%	20%	25%	22%	14%	18%	19%	18%	27%	15%	20%	15%	11%	12%	12%	11%
Somewhat concerned	48%	72%	0%	64%	14%	56%	33%	12%	40%	52%	51%	43%	52%	34%	57%	49%	47%	57%	36%	57%	31%
Extremely concerned	18%	28%	0%	27%		22%	9%	0%	13%	21%	22%	17%	19%	11%	11%	18%	26%	26%	7%	26%	4%
Top 2	66%	100%	0%	92%	14%	78%	43%	12%	54%	73%	73%	61%	71%	45%	68%	67%	73%	83%	43%	82%	35%
Bottom 2	15%	0%	100%	4%	81%	8%	37%	63%	25%	14%	9%	20%	11%	28%	17%	13%	12%	6%	45%	6%	54%
Mean	3.62	4.28	1.54	4.14	1.92	3.89	2.97	2.01	3.32	3.73	3.82	3.48	3.75	3.11	3.55	3.66	3.80	4.00	2.81	4.01	2.54

FATS

TABLE 3: CONCERN WITH TYPE OF DIETARY FATS

How concerned are you, if at all, with the types of fat you consume in the foods you eat?

Base	Total
Not at all concerned	1000
Not very concerned	6%
Neither concerned nor unconcerned	8%
Somewhat concerned	20%
Extremely concerned	44%
<i>Top 2</i>	22%
<i>Bottom 2</i>	66%
<i>Mean</i>	14%
	3.68

Note: Top 2 and Bottom 2 may be +/- 1% due to rounding

TABLE 4: PERCEPTION OF CHANGE IN HEALTHFULNESS OF OILS IN FOOD PRODUCTS

Over the past year, would you say food products...?

	Total	BMI				Weight Concern		Gender		Age				Income			
		Under Weight	Ideal Weight	Over Weight	Obese Weight	Concerned		Male	Female	18-24	25-34	35-54	55+	<35K	\$35K-<50K	\$50K-<100K	100K+
						Yes	No										
Base	1000	11	265	290	312	657	225	472	523	111	162	443	276	406	208	255	66
Have been using more healthful oils	45%	19%	38%	49%	50%	48%	39%	41%	49%	29%	30%	49%	55%	38%	51%	49%	54%
Have been using less healthful oils	9%	0%	12%	6%	8%	9%	6%	11%	6%	17%	9%	9%	4%	10%	8%	7%	7%
Stayed the same (i.e., made no change)	46%	81%	50%	45%	42%	43%	55%	48%	45%	54%	62%	42%	40%	52%	41%	44%	38%

FATS

TABLE 5: PERCEIVED HEALTHFULNESS OF SPECIFIC DIETARY FATS

[SPLIT SAMPLE (A) AND HEARD OF] How would you rate the healthfulness of each of the following types of fat? Scale: 1= "not at all healthful," 2= "not very healthful," 3= "neither healthful nor unhealthful," 4= "somewhat healthful," 5= "extremely healthful"

	1	2	3	4	5
Monounsaturated fats (n= 356)	13%	22%	48%	13%	3%
Polyunsaturated fats (n= 407)	14%	24%	47%	13%	2%
Saturated fats (n= 471)	34%	33%	30%	2%	1%
<i>Trans</i> fats (n= 413)	36%	28%	30%	6%	-
Hydrogenated oils (n= 346)	33%	24%	39%	4%	-
Partially hydrogenated oils (n= 302)	36%	23%	34%	6%	-
Tropical oils (e.g., palm, coconut, kernel) (n= 284)	25%	20%	28%	23%	4%
Vegetable oils (e.g., canola, corn, soybean, olive) (n= 442)	4%	7%	33%	44%	12%
Fish oils (n= 387)	5%	4%	22%	33%	37%
Animal fats (e.g., lard, tallow, butter) (n= 435)	41%	30%	24%	4%	1%
Omega-3 fatty acids (n= 323)	4%	5%	32%	23%	35%
Omega-6 fatty acids (n= 189)	2%	12%	36%	21%	29%

TABLE 6: PERCEIVED HEALTHFULNESS OF VEGETABLE OILS

[SPLIT SAMPLE (A) ONLY] How would you rate the healthfulness of each of the following types of vegetable oil? Scale: 1= "not at all healthful," 2= "not very healthful," 3= "neither healthful nor unhealthful," 4= "somewhat healthful," 5= "extremely healthful," 6=unaware

Base= 525	1	2	3	4	5	6
Canola	3%	5%	23%	41%	15%	13%
Corn	4%	12%	30%	34%	5%	16%
Sunflower	1%	3%	24%	45%	12%	16%
Soybean	2%	2%	19%	42%	20%	15%
Olive	1%	3%	16%	33%	36%	11%

FATS

TABLE 7: PERCEIVED HEALTHFULNESS OF SOLID VS. LIQUID FATS

As far as you know, which of the following types of fat is less healthful?

	Total
Base	1000
Fats that are solid at room temperature are less healthful	34%
Fats that are liquid at room temperature are less healthful	4%
They are of equal health value	19%
Not sure	43%

TABLE 8: AWARENESS OF UNSATURATED FATTY ACIDS

[IF HEARD OF MONOUNSATURATED, POLYUNSATURATED, OMEGA 3, OMEGA 6, DHA, EPA, ALA] What foods or types of foods contain unsaturated fatty acids? [open end]

	Total
Base	855
Net Correct Mentions	22%
Fish/fish oils	20%
Nuts and seeds	2%
Plant oils (vegetable, canola, corn, soybean, olive)	2%
Flax/flaxseed oil	1%
Fruit (only avocados and olives)	1%
Eggs	-
Net Incorrect Mentions	6%
Vegetables	1%
Plant based (w/o specifying oils)	1%
Dairy	1%
Fruits	1%
Other	3%
Don't know	73%
No answer	1%

FATS

TABLE 9: DESIRED CHANGE IN CONSUMPTION OF DIETARY FATS

[SPLIT SAMPLE (A) AND HEARD OF] Please indicate whether you are trying to consume more or less of the following. *Scale= 1=trying to consume more, 2=trying to consume less, 3=neither*

	More	Less	Neither
Monounsaturated fats (n= 356)	8%	32%	60%
Polyunsaturated fats (n= 407)	9%	33%	58%
Saturated fats (n= 471)	1%	57%	42%
<i>Trans</i> fats (n= 413)	2%	54%	45%
Hydrogenated oils (n= 346)	1%	49%	49%
Partially hydrogenated oils (n= 302)	2%	47%	51%
Tropical oils (e.g., palm, coconut, kernel) (n= 284)	6%	43%	51%
Vegetable oils (e.g. canola, corn, soybean, olive) (n= 442)	27%	22%	52%
Fish oils (n= 387)	43%	9%	48%
Animal fats (e.g., lard, tallow, butter) (n= 435)	1%	61%	37%
Omega-3 fatty acids (n= 323)	44%	12%	44%
Omega-6 fatty acids (n= 189)	30%	18%	52%

CARBOHYDRATES AND SUGARS

TABLE 1: CONCERN WITH AMOUNT OF CARBOHYDRATES

Now a few questions about carbohydrates and sugars. How concerned are you, if at all, with the amount of carbohydrates/sugars you consume? *Scale: 1= "not at all concerned," 2="not very concerned," 3="neither concerned nor unconcerned," 4="somewhat concerned," 5="extremely concerned"*

Base= 1000

	1	2	3	4	5
Amount of carbohydrates	11%	11%	27%	36%	15%
Type of carbohydrates	11%	13%	30%	31%	16%
Amount of sugar	8%	9%	20%	39%	24%
Type of sugar	10%	12%	25%	32%	21%

AMOUNT OF CARBOHYDRATES

	Total	Health Status		Health Satisfaction		BMI				Weight Concern		Gender	
		Very Good Excellent	Fair Poor	Satisfied	Not Satisfied	Under Weight	Ideal Weight	Over Weight	Obese Weight	Concerned		Male	Female
										Yes	No		
Base	1000	330	243	544	297	11	265	290	312	657	225	472	523
Not at all concerned	11%	13%	9%	13%	9%	54%	20%	9%	5%	5%	27%	13%	9%
Not very concerned	11%	11%	10%	12%	10%	9%	11%	12%	10%	7%	21%	14%	8%
Neither concerned nor unconcerned	27%	28%	21%	27%	23%	25%	30%	25%	24%	24%	26%	27%	26%
Somewhat concerned	36%	37%	38%	36%	37%	4%	30%	37%	39%	44%	22%	32%	40%
Extremely concerned	15%	11%	22%	12%	20%	7%	8%	16%	22%	20%	4%	14%	17%
Top 2	52%	48%	60%	48%	57%	12%	38%	53%	61%	64%	26%	46%	57%
Bottom 2	22%	24%	19%	25%	20%	63%	32%	22%	15%	13%	48%	27%	17%
Mean	3.34	3.21	3.54	3.22	3.48	2.01	2.94	3.37	3.63	3.66	2.56	3.20	3.48

CARBOHYDRATES AND SUGARS

TABLE 1: CONCERN WITH AMOUNT OF CARBOHYDRATES cont'd

Now a few questions about carbohydrates and sugars. How concerned are you, if at all, with the amount of carbohydrates/sugars you consume? *Scale: 1= "not at all concerned," 2="not very concerned," 3="neither concerned nor unconcerned," 4="somewhat concerned," 5="extremely concerned"*

Base= 1000	1	2	3	4	5
Amount of carbohydrates	11%	11%	27%	36%	15%
Type of carbohydrates	11%	13%	30%	31%	16%
Amount of sugar	8%	9%	20%	39%	24%
Type of sugar	10%	12%	25%	32%	21%

AMOUNT OF CARBOHYDRATES

	Total	Age					Ethnicity					Fat Amount		Fat Type		Sugar Amount		Sugar Type	
		18-24	25-34	35-54	55+	Caucasian	African American	Asian	Hispanic	Other	Concerned		Concerned		Concerned		Concerned		
		Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No		
Base	1000	111	162	443	276	741	78	26	121	20	658	153	660	142	623	175	524	222	
Not at all concerned	11%	17%	10%	11%	10%	12%	10%	8%	7%	6%	4%	49%	5%	45%	4%	45%	5%	36%	
Not very concerned	11%	9%	14%	11%	10%	11%	7%	15%	10%	2%	9%	19%	9%	23%	7%	27%	5%	27%	
Neither concerned nor unconcerned	27%	33%	25%	29%	20%	27%	15%	32%	28%	20%	19%	13%	19%	15%	18%	11%	16%	12%	
Somewhat concerned	36%	34%	39%	36%	37%	34%	46%	36%	40%	51%	47%	14%	46%	14%	48%	14%	48%	21%	
Extremely concerned	15%	7%	12%	14%	23%	15%	22%	8%	14%	21%	20%	5%	21%	4%	23%	4%	26%	4%	
Top 2	52%	40%	51%	50%	60%	50%	68%	45%	54%	71%	67%	19%	67%	18%	71%	18%	74%	25%	
Bottom 2	22%	26%	23%	21%	20%	23%	17%	23%	17%	9%	14%	68%	15%	68%	11%	71%	10%	63%	
Mean	3.34	3.03	3.30	3.32	3.54	3.30	3.62	3.21	3.44	3.77	3.69	2.07	3.67	2.09	3.79	2.06	3.86	2.29	

CARBOHYDRATES AND SUGARS

TABLE 2: CONCERN WITH TYPE OF CARBOHYDRATES

How concerned are you, if at all, with the type of carbohydrates you consume in the foods you eat?

TYPE OF CARBOHYDRATES

	Total	Health Status		Health Satisfaction		BMI				Weight Concern		Gender	
		Very Good Excellent	Fair Poor	Satisfied	Not Satisfied	Under Weight	Ideal Weight	Over Weight	Obese Weight	Concerned		Male	Female
										Yes	No		
Base	1000	330	243	544	297	11	265	290	312	657	225	472	523
Not at all concerned	11%	12%	9%	12%	10%	59%	19%	9%	6%	5%	26%	13%	9%
Not very concerned	13%	14%	13%	14%	12%	10%	17%	14%	11%	8%	25%	15%	10%
Neither concerned nor unconcerned	30%	29%	26%	29%	28%	19%	33%	29%	27%	28%	27%	32%	28%
Somewhat concerned	31%	32%	31%	31%	30%	4%	22%	32%	34%	38%	17%	28%	34%
Extremely concerned	16%	13%	22%	13%	20%	7%	9%	17%	22%	21%	5%	13%	19%
Top 2	46%	45%	52%	44%	51%	12%	32%	48%	56%	58%	22%	40%	52%
Bottom 2	24%	26%	21%	27%	22%	69%	36%	22%	17%	14%	51%	28%	19%
Mean	3.28	3.20	3.44	3.18	3.39	1.91	2.87	3.34	3.55	3.60	2.50	3.13	3.43

CARBOHYDRATES AND SUGARS

TABLE 2: CONCERN WITH TYPE OF CARBOHYDRATES cont'd

How concerned are you, if at all, with the type of carbohydrates you consume in the foods you eat?

TYPE OF CARBOHYDRATES

	Total	Age				Ethnicity					Fat Amount		Fat Type		Sugar Amount		Sugar Type	
		18-24	25-34	35-54	55+	Caucasian	African American	Asian	Hispanic	Other	Concerned		Concerned		Concerned		Concerned	
		Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes
Base	1000	111	162	443	276	741	78	26	121	20	658	153	660	142	623	175	524	222
Not at all concerned	11%	20%	8%	9%	11%	12%	7%	8%	9%	9%	4%	50%	5%	47%	4%	46%	4%	37%
Not very concerned	13%	8%	19%	13%	10%	13%	13%	18%	8%	7%	12%	21%	11%	24%	9%	26%	7%	30%
Neither concerned nor unconcerned	30%	41%	31%	30%	23%	30%	21%	28%	36%	22%	24%	15%	23%	17%	22%	11%	18%	12%
Somewhat concerned	31%	26%	30%	32%	31%	29%	36%	38%	33%	39%	40%	10%	40%	10%	41%	14%	45%	17%
Extremely concerned	16%	6%	12%	15%	24%	16%	24%	8%	13%	23%	21%	4%	22%	2%	23%	4%	26%	4%
Top 2	46%	32%	42%	47%	56%	45%	60%	46%	46%	62%	60%	14%	62%	12%	65%	18%	71%	21%
Bottom 2	24%	28%	27%	23%	21%	25%	19%	26%	17%	15%	16%	71%	15%	71%	13%	72%	11%	67%
Mean	3.28	2.90	3.18	3.30	3.47	3.24	3.58	3.20	3.32	3.62	3.62	1.99	3.63	1.95	3.71	2.04	3.81	2.20

CARBOHYDRATES AND SUGARS

TABLE 3: CONCERN WITH AMOUNT OF SUGARS

How concerned are you, if at all, with the amount of sugars you consume in the foods you eat?

AMOUNT OF SUGARS

	Total	Health Status		Health Satisfaction		BMI				Weight Concern		Gender	
		Very Good Excellent	Fair Poor	Satisfied	Not Satisfied	Under Weight	Ideal Weight	Over Weight	Obese Weight	Concerned		Male	Female
										Yes	No		
Base	1000	330	243	544	297	11	265	290	312	657	225	472	523
Not at all concerned	8%	10%	6%	11%	6%	47%	15%	7%	4%	3%	26%	12%	5%
Not very concerned	9%	9%	8%	11%	9%	5%	9%	9%	9%	7%	13%	9%	9%
Neither concerned nor unconcerned	20%	21%	15%	20%	15%	20%	23%	16%	19%	16%	24%	22%	18%
Somewhat concerned	39%	41%	36%	39%	39%	21%	37%	43%	37%	44%	27%	33%	44%
Extremely concerned	24%	20%	34%	19%	31%	7%	16%	25%	31%	30%	11%	24%	24%
Top 2	62%	61%	71%	58%	70%	28%	53%	68%	68%	74%	38%	57%	67%
Bottom 2	17%	19%	14%	22%	15%	52%	24%	16%	13%	10%	38%	21%	14%
Mean	3.60	3.52	3.84	3.44	3.80	2.37	3.30	3.69	3.83	3.91	2.85	3.48	3.72

CARBOHYDRATES AND SUGARS

TABLE 3: CONCERN WITH AMOUNT OF SUGARS cont'd

How concerned are you, if at all, with the amount of sugars you consume in the foods you eat?

AMOUNT OF SUGARS

	Total	Age				Ethnicity					Fat Amount		Fat Type		Carb Amount		Carb Type	
		18-24	25-34	35-54	55+	Caucasian	African American	Asian	Hispanic	Other	Concerned		Concerned		Concerned		Concerned	
		Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	
Base	1000	111	162	443	276	741	78	26	121	20	658	153	660	142	515	219	464	236
Not at all concerned	8%	9%	9%	9%	7%	9%	8%	17%	2%	21%	2%	39%	4%	37%	1%	33%	1%	30%
Not very concerned	9%	19%	10%	7%	9%	9%	5%	18%	13%		7%	23%	7%	27%	6%	24%	6%	23%
Neither concerned nor unconcerned	20%	29%	17%	22%	14%	20%	13%	27%	22%	7%	13%	15%	12%	12%	8%	12%	6%	12%
Somewhat concerned	39%	31%	50%	39%	35%	40%	35%	20%	40%	35%	48%	15%	46%	21%	46%	27%	44%	29%
Extremely concerned	24%	12%	13%	23%	35%	22%	39%	18%	24%	36%	30%	8%	32%	4%	40%	4%	43%	5%
Top 2	62%	43%	64%	63%	70%	62%	74%	39%	63%	72%	78%	23%	78%	24%	86%	31%	87%	34%
Bottom 2	17%	28%	19%	15%	16%	18%	13%	34%	15%	21%	9%	62%	10%	64%	6%	57%	7%	53%
Mean	3.60	3.18	3.49	3.62	3.82	3.57	3.91	3.06	3.71	3.66	3.97	2.30	3.95	2.27	4.20	2.45	4.22	2.57

CARBOHYDRATES AND SUGARS

TABLE 4: CONCERN WITH TYPE OF SUGARS

How concerned are you, if at all, with the type of sugars you consume in the foods you eat?

TYPE OF SUGARS

	Total	Health Status		Health Satisfied		BMI				Weight concern		Gender	
		Very Good Excellent	Fair Poor	Satisfied	Not Satisfied	Under Weight	Ideal Weight	Over Weight	Obese Weight	Concerned		Male	Female
										Yes	No		
Base	1000	330	243	544	297	11	265	290	312	657	225	472	523
Not at all concerned	10%	12%	8%	13%	8%	59%	17%	9%	6%	5%	28%	14%	7%
Not very concerned	12%	15%	9%	14%	11%	6%	15%	10%	12%	11%	16%	13%	11%
Neither concerned nor unconcerned	25%	27%	20%	25%	19%	10%	24%	25%	25%	23%	25%	25%	26%
Somewhat concerned	32%	28%	35%	31%	37%	25%	29%	34%	31%	36%	21%	29%	35%
Extremely concerned	21%	18%	28%	17%	25%		15%	23%	26%	26%	11%	20%	21%
Top 2	52%	47%	63%	47%	62%	25%	44%	56%	57%	62%	31%	49%	56%
Bottom 2	22%	27%	17%	27%	18%	65%	32%	19%	18%	15%	44%	26%	19%
Mean	3.40	3.26	3.66	3.24	3.62	2.01	3.10	3.51	3.59	3.68	2.71	3.29	3.51

CARBOHYDRATES AND SUGARS

TABLE 4: CONCERN WITH TYPE OF SUGARS cont'd

How concerned are you, if at all, with the type of sugars you consume in the foods you eat?

TYPE OF SUGARS

	Total	Age				Ethnicity					Fat Amount		Fat Type		Carb Amount		Carb Type	
		18-24	25-34	35-54	55+	Caucasian	African American	Asian	Hispanic	Other	Concerned		Concerned		Concerned		Concerned	
		Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	
Base	1000	111	162	443	276	741	78	26	121	20	658	153	660	142	515	219	464	236
Not at all concerned	10%	11%	11%	10%	10%	11%	8%	8%	3%	21%	4%	45%	5%	43%	2%	37%	2%	36%
Not very concerned	12%	19%	17%	9%	12%	12%	7%	31%	14%		10%	21%	10%	26%	9%	27%	8%	28%
Neither concerned nor unconcerned	25%	33%	22%	28%	20%	27%	15%	22%	24%	10%	20%	14%	18%	15%	14%	12%	10%	12%
Somewhat concerned	32%	27%	41%	32%	29%	31%	36%	21%	39%	26%	40%	14%	39%	13%	40%	20%	41%	20%
Extremely concerned	21%	9%	10%	22%	29%	19%	34%	18%	20%	44%	26%	6%	28%	3%	35%	4%	39%	4%
Top 2	52%	37%	50%	54%	58%	50%	71%	39%	59%	69%	66%	20%	67%	16%	75%	24%	80%	25%
Bottom 2	22%	30%	28%	18%	22%	23%	15%	39%	17%	21%	14%	66%	15%	69%	11%	64%	10%	63%
Mean	3.40	3.05	3.21	3.48	3.56	3.33	3.82	3.09	3.59	3.70	3.74	2.16	3.75	2.06	3.98	2.26	4.07	2.30

CARBOHYDRATES AND SUGARS

TABLE 5: AWARENESS OF SPECIFIC CARBOHYDRATES/SUGARS

Which of the following have you heard of?

	Total
Base	1000
Sugar	94%
Glucose	88%
Fiber	87%
Whole grains	87%
Fructose	83%
Lactose	82%
Saccharin	81%
High fructose corn syrup	78%
Sucrose	72%
Added sugars	69%
Aspartame	65%
Complex carbohydrates	58%
Refined carbohydrates	42%
Sucralose	36%
Glycemic Index	32%
Sugar alcohols (polyols)	31%
Glycemic Load	15%
None of the above	3%

TABLE 6: CONSIDERATION OF GLYCEMIC INDEX/LOAD

[IF HEARD OF GLYCEMIC INDEX OR GLYCEMIC LOAD] How often, if at all, do you consider the glycemic index (or glycemic load) of a food or beverage when deciding to eat it?

	Total	Yes , family history	No family history
Base	324	127	197
Never	42%	32%	48%
Rarely	24%	25%	23%
Sometimes	20%	21%	19%
Most of the time	11%	18%	7%
Always	3%	4%	2%
<i>Top 2</i>	<i>14%</i>	<i>21%</i>	<i>9%</i>
<i>Bottom 2</i>	<i>66%</i>	<i>57%</i>	<i>72%</i>
<i>Mean</i>	<i>2.09</i>	<i>2.36</i>	<i>1.92</i>

CARBOHYDRATES AND SUGARS

TABLE 7: PERCEIVED HEALTHFULNESS OF CARBOHYDRATES/SUGARS

[SPLIT SAMPLE (B) AND HEARD OF] How would you rate the healthfulness of each of the following? Scale: 1= "not at all healthful," 2= "not very healthful," 3= "neither healthful nor unhealthful," 4="somewhat healthful," 5="extremely healthful"

	1	2	3	4	5
Sugar (n= 451)	17%	38%	35%	9%	-
Added sugars (n= 339)	28%	45%	25%	2%	-
Sucrose (n= 352)	15%	33%	45%	6%	-
Fructose (n= 401)	12%	26%	47%	15%	-
Glucose (n= 429)	10%	25%	50%	15%	1%
Lactose (n= 402)	8%	20%	53%	18%	1%
Refined carbohydrates (n= 223)	18%	30%	37%	13%	2%
Complex carbohydrates (n= 301)	4%	13%	31%	34%	18%
Whole grains (n= 424)	1%	-	11%	23%	65%
Fiber (n= 427)	1%	1%	12%	21%	66%
High fructose corn syrup (n= 395)	22%	36%	33%	7%	2%
Aspartame (n= 307)	34%	18%	41%	6%	1%
Saccharin (n= 388)	30%	25%	37%	6%	2%
Sucralose (n= 166)	26%	24%	42%	6%	1%
Sugar alcohols (polyols) (n= 146)	19%	31%	44%	3%	2%

TABLE 8: DESIRED CHANGE IN CARBOHYDRATES/SUGARS

[SPLIT SAMPLE (B) AND HEARD OF] Please indicate whether you are trying to consume more or less of the following. Scale= 1=trying to consume more, 2=trying to consume less, 3=neither

	More	Less	Neither
Sugar (n= 451)	2%	69%	29%
Added sugars (n= 339)	-	70%	29%
Sucrose (n= 352)	1%	42%	56%
Fructose (n= 401)	4%	41%	55%
Glucose (n= 429)	2%	37%	60%
Lactose (n= 402)	4%	32%	64%
Refined carbohydrates (n= 223)	6%	56%	38%
Complex carbohydrates (n= 301)	23%	29%	48%
Whole grains (n= 424)	73%	5%	22%
Fiber (n= 427)	73%	5%	23%
High fructose corn syrup (n= 395)	2%	54%	45%
Aspartame (n= 307)	7%	40%	53%
Saccharin (n= 388)	3%	40%	57%
Sucralose (n= 166)	7%	40%	53%
Sugar alcohols (polyols) (n= 146)	6%	42%	52%

WEIGHT

TABLE 1: BODY MASS INDEX

How much do you weigh? How tall are you?

BMI CALCULATION: Multiply weight in pounds by 705, divide the result by height in inches, and then divide that by height in inches again.

Base	Total
	878
Underweight Less than 18.5	1%
At an ideal weight 18.5-24.9	30%
Overweight 25-29.9	33%
Net Obese	35%

Obese 30-39.9	28%
Severely obese 40+	7%

<i>Mean BMI</i>	<i>28.94</i>
<i>Prefer not to answer excluded</i>	

TABLE 2: PERCEIVED CURRENT WEIGHT STATUS

Which of the following best describes your current weight? **[ANSWER NOT FORCED]**

	Total	BMI			
		Under Weight	Ideal Weight	Over Weight	Obese Weight
Base	997	11	265	290	312
Underweight	4%	56%	9%	1%	
At an ideal weight	31%	44%	75%	29%	2%
Overweight	56%		16%	70%	74%
Extremely overweight or obese	10%			0.148%	24%

WEIGHT

TABLE 3: CONCERN WITH CURRENT WEIGHT

How concerned are you about your weight?

	Total	BMI			
		Under Weight	Ideal Weight	Over Weight	Obese Weight
Base	1000	11	265	290	312
Not at all concerned	9%	54%	23%	6%	1%
Not very concerned	13%	7%	23%	18%	4%
Neither concerned nor unconcerned	12%	6%	18%	12%	5%
Somewhat concerned	44%	19%	26%	51%	51%
Extremely concerned	22%	13%	10%	13%	39%
Top 2	66%	32%	36%	64%	90%
Bottom 2	22%	62%	46%	24%	5%
Mean	3.56	2.29	2.77	3.48	4.23

Note: Top 2 and Bottom 2 may be +/- 1% due to rounding

PHYSICAL ACTIVITY

TABLE 1: WEEKLY ACTIVITY LEVEL

Now a few questions about physical activity. *By physical activity we mean something that would increase your heart rate like walking, jogging, etc.* Days per week - On average, how often, if at all, would you say you are physically active, for health benefits, in a given week?

	Total	Health Status		Health Satisfaction		Healthy Diet		BMI				Weight Concern		Activity		
		Very Good Excellent	Fair Poor	Satisfied	Not Satisfied	Healthy	Not Healthy	Under Weight	Ideal Weight	Over Weight	Obese Weight	Concerned		Sedentary	Moderately	Active
												Yes	No			
Base	1000	330	243	544	297	540	219	11	265	290	312	657	225	307	547	146
Do not exercise for health benefits at all	36%	17%	54%	27%	53%	23%	59%	21%	25%	32%	45%	37%	32%	73%	22%	12%
Net exercise	64%	83%	46%	73%	47%	77%	41%	79%	75%	68%	55%	63%	68%	27%	78%	88%
1	3%	2%	4%	2%	5%	3%	3%		2%	4%	2%	4%	1%	6%	2%	
2	9%	10%	10%	10%	8%	10%	7%		12%	6%	10%	10%	6%	7%	13%	
3	17%	23%	11%	19%	14%	21%	15%		17%	19%	18%	18%	16%	6%	24%	15%
4	9%	12%	6%	10%	6%	13%	4%	13%	14%	9%	5%	8%	10%	2%	11%	16%
5	12%	13%	8%	14%	8%	14%	9%	19%	13%	13%	11%	12%	12%	4%	16%	15%
6	5%	10%	2%	7%	3%	7%	1%		10%	6%	2%	3%	10%		4%	18%
7	9%	13%	5%	11%	4%	10%	2%	47%	8%	11%	7%	8%	12%	2%	8%	24%
NET 1-2 Days	12%	11%	13%	12%	13%	12%	10%		14%	10%	12%	14%	7%	13%	15%	1%
NET 3-5 Days	38%	49%	25%	43%	28%	47%	28%	32%	43%	41%	34%	39%	39%	11%	51%	45%
NET 6-7 Days	14%	22%	8%	18%	6%	17%	3%	47%	17%	17%	8%	11%	22%	2%	13%	42%
Mean: Among all	2.59	3.54	1.72	3.10	1.69	3.17	1.42	4.74	3.06	2.85	2.10	2.44	3.10	0.80	3.07	4.56
Mean: Among exercisers	4.07	4.28	3.72	4.24	3.60	4.14	3.43	6.03	4.10	4.19	3.84	3.87	4.57	2.99	3.93	5.21

PHYSICAL ACTIVITY

TABLE 1: WEEKLY ACTIVITY LEVEL cont'd

Now a few questions about physical activity. *By physical activity we mean something that would increase your heart rate like walking, jogging, etc.* Days per week - On average, how often, if at all, would you say you are physically active, for health benefits, in a given week?

	Total	Gender		Income				Education			Fat type	
		Male	Female	<35K	\$35K- <50K	\$50K- <100K	100K+	HS or Less	Some College	College+	Concerned	
											Yes	No
Base	1000	472	523	406	208	255	66	455	274	264	660	142
Do not exercise for health benefits at all	36%	36%	36%	41%	42%	28%	27%	41%	37%	27%	32%	49%
Net exercise	64%	64%	64%	59%	58%	72%	73%	59%	63%	73%	68%	51%
1	3%	4%	2%	2%	3%	3%		3%	3%	3%	3%	2%
2	9%	9%	10%	7%	11%	13%	8%	8%	10%	11%	10%	4%
3	17%	13%	20%	16%	14%	19%	16%	17%	16%	19%	18%	11%
4	9%	8%	9%	9%	9%	9%	12%	5%	13%	10%	10%	5%
5	12%	12%	12%	9%	12%	15%	21%	11%	11%	16%	13%	9%
6	5%	6%	4%	5%	4%	6%	8%	5%	4%	7%	5%	8%
7	9%	12%	6%	12%	5%	7%	10%	11%	7%	7%	10%	11%
NET 1-2 Days	12%	13%	12%	9%	14%	17%	8%	11%	13%	14%	13%	7%
NET 3-5 Days	38%	33%	42%	33%	34%	43%	48%	33%	39%	46%	41%	25%
NET 6-7 Days	14%	17%	11%	17%	9%	13%	18%	16%	10%	13%	14%	19%
Mean: Among all	2.59	2.70	2.52	2.52	2.21	2.82	3.29	2.50	2.44	2.92	2.77	2.35
Mean: Among exercisers	4.07	4.23	3.91	4.29	3.84	3.90	4.47	4.22	3.88	3.99		

PHYSICAL ACTIVITY

TABLE 2: HISTORY OF PHYSICAL ACTIVITY LEVEL

[IF PHYSICALLY ACTIVE] For how long have you been regularly physically active?

	Total	Health Status		Health Satisfied		Healthy Diet		BMI				Weight Concern		Activity		
		Very Good Excellent	Fair Poor	Satisfied	Not Satisfied	Healthy	Not Healthy	Under Weight	Ideal Weight	Over Weight	Obese Weight	Concerned		Sedentary	Moderately	Active
												Yes	No			
Base	638	273	112	397	140	414	91	9	198	198	171	415	152	83	427	128
3 months or less	12%	10%	16%	8%	22%	10%	18%	9%	5%	6%	21%	14%	5%	16%	13%	4%
4-6 months	8%	6%	6%	7%	6%	7%	15%		6%	5%	13%	11%	5%	6%	11%	2%
Less than 6 months	20%	16%	22%	15%	28%	17%	33%	9%	11%	12%	34%	25%	10%	22%	24%	6%
7-12 months	6%	3%	11%	5%	10%	6%	6%		5%	4%	10%	7%	3%	9%	5%	7%
Between 1 and 5 years	23%	20%	25%	21%	25%	21%	22%	67%	24%	25%	18%	21%	27%	30%	21%	23%
More than 5 years	51%	61%	43%	59%	37%	57%	39%	24%	60%	59%	38%	47%	61%	39%	49%	63%

TABLE 3: PERCEPTIONS OF PHYSICAL ACTIVITY

How would you describe your current level of physical activity?

	Total	Health Status		Health Satisfaction		Healthy Diet		BMI				Weight Concern		Income			
		Very Good Excellent	Fair Poor	Satisfied	Not Satisfied	Healthy	Not Healthy	Under Weight	Ideal Weight	Over Weight	Obese Weight	Concerned		<35K	\$35K- <50K	\$50K- <100K	100K+
												Yes	No				
Base	1000	330	243	544	297	540	219	11	265	290	312	657	225	406	208	255	66
Sedentary	31%	12%	56%	17%	55%	19%	54%	28%	18%	26%	43%	36%	19%	37%	33%	23%	24%
Moderately active	55%	59%	40%	60%	41%	60%	44%	33%	57%	58%	52%	54%	52%	49%	53%	64%	51%
Active	15%	29%	5%	23%	4%	21%	2%	40%	25%	15%	5%	9%	29%	15%	14%	14%	25%

PHYSICAL ACTIVITY

TABLE 4: AWARENESS OF ENERGY BALANCE

When trying to maintain your weight, how much emphasis do you place on the following? *Please distribute 100 points to demonstrate the amount of emphasis you place on each.*

Base= 1000	The types of foods or beverages you eat.	The amount of foods or beverages you eat.	How much physical activity you do.
0-25	36%	35%	50%
26-50	53%	55%	43%
51-75	8%	5%	5%
76-100	3%	4%	1%
<i>Mean</i>	<i>35.82</i>	<i>35.87</i>	<i>28.37</i>

Mean scores out of 100 points	Total	Age			
		18-24	25-34	35-54	55+
Base	1000	111	162	443	276
The types of foods or beverages you eat	35.82	33.41	34.68	35.88	37.37
The amount of foods or beverages you eat	35.87	33.91	30.52	36.59	38.79
How much physical activity you do	28.31	32.67	34.80	27.53	23.84

PHYSICAL ACTIVITY

TABLE 4: AWARENESS OF ENERGY BALANCE cont'd

When trying to lose weight, how much emphasis do you place on the following?
 Please distribute 100 points to demonstrate the amount of emphasis you place on each.

Base= 1000	The types of foods or beverages you eat.	The amount of foods or beverages you eat.	How much physical activity you do.
0-25	42%	39%	39%
26-50	49%	52%	48%
51-75	6%	5%	9%
76-100	3%	4%	3%
<i>Mean</i>	<i>32.56</i>	<i>34.27</i>	<i>33.17</i>

Mean scores out of 100 points	Total	Age			
		18-24	25-34	35-54	55+
Base	1000	111	162	443	276
The types of foods or beverages you eat	32.56	29.10	29.61	33.32	34.42
The amount of foods or beverages you eat	34.27	29.34	28.97	34.54	39.35
How much physical activity you do	33.17	41.57	41.43	32.14	26.23

INFORMATION SOURCES

TABLE 1: FAMILIARITY WITH MYPYRAMID

Which of the following best describes your familiarity with the government's Food Pyramid, called "MyPyramid?"

	Total	Health Satisfaction		Healthy Diet		Activity			Fat Type		Sugar Type	
		Satisfied	Not Satisfied	Healthy	Not Healthy	Sedentary	Moderately	Active	Concerned		Concerned	
									Yes	No	Yes	No
Base	1000	544	297	540	219	307	547	146	660	142	524	222
I have never heard of it	12%	11%	16%	8%	17%	15%	12%	8%	12%	16%	10%	11%
I know very little about it	38%	34%	43%	37%	39%	40%	41%	23%	35%	42%	34%	47%
I know a fair amount about it	42%	45%	36%	45%	37%	39%	42%	47%	44%	38%	45%	37%
I know a lot about it	8%	10%	5%	11%	6%	5%	6%	22%	9%	4%	10%	5%
Mean	2.45	2.53	2.30	2.58	2.31	2.34	2.41	2.82	2.51	2.31	2.55	2.36

TABLE 2: USAGE OF MYPYRAMID

[IF HEARD OF MYPYRAMID] Have you used MyPyramid to customize an eating pattern for yourself?

	Total	Fat Amount		Fat Type		Carb Amount		Carb Type		Sugar Amount		Sugar Type		Weight Concern	
		Concerned		Concerned		Concerned		Concerned		Concerned		Concerned		Concerned	
		Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Base: heard of:	876	578	131	584	120	460	193	417	208	557	151	469	198	580	193
Yes	13%	16%	7%	16%	10%	17%	7%	19%	8%	17%	5%	17%	6%	16%	6%
No	87%	84%	93%	84%	90%	83%	93%	81%	92%	83%	95%	83%	94%	84%	94%
Base: Everyone:	1000	658	153	660	142	515	219	464	236	623	175	524	222	657	225
Yes	12%	14%	6%	14%	8%	15%	7%	17%	7%	15%	4%	15%	6%	14%	5%
No	88%	86%	94%	86%	92%	85%	93%	83%	93%	85%	96%	85%	94%	86%	95%

INFORMATION SOURCES

TABLE 3: REASONS FOR NOT USING *MYPYRAMID*

[IF NOT CUSTOMIZED DIET] Why haven't you used *MyPyramid* to customize a diet for yourself? [open end]

Base	Total
Don't personally need to, or following different diet plan	24%
Don't know enough about it	19%
Too difficult/restrictive/confusing/time consuming	14%
Don't care enough, or find it important enough	12%
Don't "believe" in its accuracy/Don't trust the government	10%
Never thought about it	4%
Good intentions, just haven't	1%
Too costly to follow it	1%
Other	3%
Don't know	12%
No answer	4%

TABLE 4: IMPACT OF VARIABLES ON PURCHASING DECISIONS

How much of an impact do the following have on your decision to buy foods and beverages?

CONVENIENCE

	Total	Healthy Diet		Activity		
		Healthy	Not Healthy	Sedentary	Moderately	Active
Base	1000	540	219	307	547	146
No impact at all	7%	8%	9%	8%	7%	8%
2	8%	11%	6%	6%	9%	9%
3	36%	37%	22%	31%	37%	44%
4	30%	28%	27%	31%	30%	25%
A great impact	19%	16%	35%	24%	17%	14%
Top 2	48%	44%	63%	55%	47%	40%
Bottom 2	16%	19%	15%	14%	16%	17%
Mean	3.44	3.32	3.74	3.57	3.41	3.29

INFORMATION SOURCES

TABLE 4: IMPACT OF VARIABLES ON PURCHASING DECISIONS cont'd

How much of an impact do the following have on your decision to buy foods and beverages?

HEALTHFULNESS

	Total	Healthy Diet		Activity			Grocery Buyer			Gender		Age				Education		
		Healthy	Not Healthy	Sedentary	Moderately	Active	Self	Other Member	Both	Male	Female	18-24	25-34	35-54	55+	HS or Less	Some College	College+
Base	1000	540	219	307	547	146	617	153	230	472	523	111	162	443	276	455	274	264
No impact at all	4%	1%	12%	7%	3%	2%	3%	6%	7%	6%	3%	7%	4%	4%	4%	6%	3%	2%
2	7%	4%	15%	9%	6%	9%	7%	8%	7%	9%	6%	15%	12%	5%	5%	8%	9%	4%
3	30%	21%	37%	35%	31%	19%	27%	36%	35%	36%	25%	33%	37%	33%	20%	31%	34%	25%
4	32%	37%	20%	34%	32%	29%	35%	33%	23%	29%	35%	29%	25%	33%	36%	29%	32%	38%
A great impact	26%	37%	16%	16%	28%	42%	28%	18%	28%	21%	32%	17%	22%	25%	35%	27%	22%	30%
Top 2	58%	75%	36%	49%	60%	71%	63%	50%	51%	50%	66%	46%	47%	58%	71%	55%	54%	68%
Bottom 2	11%	5%	27%	16%	9%	11%	10%	13%	14%	14%	9%	21%	16%	9%	9%	14%	12%	6%
Mean	3.69	4.06	3.13	3.42	3.76	4.00	3.78	3.49	3.58	3.50	3.86	3.35	3.49	3.71	3.93	3.62	3.61	3.89

INFORMATION SOURCES

TABLE 4: IMPACT OF VARIABLES ON PURCHASING DECISIONS cont'd

How much of an impact do the following have on your decision to buy foods and beverages?

PRICE

	Total	Health status		Health Satisfaction		Gender		Age				Income			
		Very Good Excellent	Fair Poor	Satisfied	Not Satisfied	Male	Female	18- 24	25- 34	35- 54	55+	<35K	\$35K- <50K	\$50K- <100K	100K+
Base	1000	330	243	544	297	472	523	111	162	443	276	406	208	255	66
No impact at all	6%	8%	5%	8%	5%	8%	5%	5%	3%	9%	6%	5%	8%	8%	13%
2	6%	8%	5%	6%	4%	7%	4%	6%	1%	4%	10%	3%	6%	8%	8%
3	24%	29%	16%	26%	19%	26%	23%	15%	23%	26%	26%	20%	26%	29%	30%
4	28%	26%	28%	30%	27%	29%	28%	34%	34%	28%	24%	23%	30%	32%	27%
A great impact	35%	29%	46%	30%	46%	29%	40%	40%	39%	33%	34%	48%	29%	23%	21%
Top 2	64%	55%	74%	60%	73%	58%	68%	74%	73%	61%	58%	71%	60%	55%	49%
Bottom 2	12%	16%	10%	14%	8%	16%	9%	11%	4%	13%	16%	8%	14%	16%	21%
Mean	3.80	3.59	4.05	3.68	4.06	3.64	3.94	3.98	4.05	3.73	3.70	4.07	3.67	3.54	3.36

INFORMATION SOURCES

TABLE 4: IMPACT OF VARIABLES ON PURCHASING DECISIONS cont'd

How much of an impact do the following have on your decision to buy foods and beverages?

TASTE

	Total	Gender	
		Male	Female
Base	1000	472	523
No impact at all	3%	4%	2%
2	2%	3%	1%
3	11%	12%	10%
4	31%	31%	30%
A great impact	54%	50%	58%
Top 2	85%	81%	88%
Bottom 2	4%	7%	2%
Mean	4.31	4.19	4.43

TABLE 5: USAGE OF PACKAGING ELEMENTS

Now a few questions about the information on food and beverage packages and how you use it.

What information do you look for on the food or beverage package when deciding to purchase or eat a food or beverage? *Check all that apply*

Base	Total
Expiration date	1000
Nutrition Facts Panel	65%
Ingredients	58%
Size of product (e.g., net weight, fluid ounces)	57%
Statements about nutrition benefits (e.g., a good source of calcium, low in fat)	48%
Brand name	48%
Statements about health benefits (e.g., reduces risk of heart disease)	38%
Organic or Natural	30%
Allergen labeling	19%
Other	8%
None of the above	3%
	7%

INFORMATION SOURCES

TABLE 6: NUTRITION FACTS PANEL—USAGE

How often do you look at the Nutrition Facts Panel on packaged foods or beverages that you are <u>purchasing for the first time</u> ?	
Base	Total
	1000
Never	7%
Rarely	11%
Sometimes	22%
Most of the time	34%
Always	26%
<i>Top 2</i>	<i>60%</i>
<i>Bottom 2</i>	<i>18%</i>
<i>Mean</i>	<i>3.60</i>
How often do you look at the Nutrition Facts Panel on packaged foods or beverages that you <u>purchase regularly</u> ?	
Base	Total
	1000
Never	8%
Rarely	21%
Sometimes	38%
Most of the time	22%
Always	11%
<i>Top 2</i>	<i>33%</i>
<i>Bottom 2</i>	<i>29%</i>
<i>Mean</i>	<i>3.06</i>

INFORMATION SOURCES

TABLE 7: INGREDIENTS—USAGE

How often do you look at the ingredients list on packaged foods or beverages that you purchase for the first time?

Base	Total
	1000
Never	7%
Rarely	14%
Sometimes	26%
Most of the time	28%
Always	24%
<i>Top 2</i>	52%
<i>Bottom 2</i>	22%
<i>Mean</i>	3.48

How often do you look at the ingredients list on packaged foods or beverages that you purchase regularly?

Base	Total
	1000
Never	9%
Rarely	27%
Sometimes	39%
Most of the time	17%
Always	8%
<i>Top 2</i>	25%
<i>Bottom 2</i>	37%
<i>Mean</i>	2.87

Note: Top 2 and Bottom 2 may be +/- 1% due to rounding

INFORMATION SOURCES

TABLE 8: NUTRITION FACTS PANEL—%DV VS. AMOUNT PER SERVING

[IF USAGE GREATER THAN NEVER] When looking at information in the Nutrition Facts Panel, which of the following do you use?

	Total	Health Status		Income			
		Very Good Excellent	Fair Poor	<35K	\$35K- <50K	\$50K- <100K	100K+
Base	945	317	223	373	196	248	65
Amount per serving (e.g. Total Fat: 8g)	37%	38%	37%	35%	32%	38%	51%
%DV (Percent Daily Value, e.g.: Total Fat: 11%)	6%	7%	4%	6%	4%	8%	10%
Both	42%	46%	40%	43%	49%	42%	33%
Neither	14%	10%	18%	16%	16%	12%	6%

TABLE 9: NUTRITION FACTS PANEL—ELEMENTS USED

[IF USAGE GREATER THAN NEVER] Which of the following information, if any, do you use on the Nutrition Facts Panel? *Check all that apply*

Base	Total
	945
Calories	67%
Total Fat	62%
Serving size	55%
Sugars	52%
Number of servings per package	49%
Sodium	49%
Carbohydrates	49%
Saturated Fat	45%
Calories from fat	43%
Cholesterol	40%
Trans Fat	36%
Vitamins and minerals	32%
Fiber	31%
Protein	30%
Calcium	22%
Potassium	14%
Other	1%
None of the above	7%

INFORMATION SOURCES

TABLE 10 NUTRITION FACTS PANEL—EASE OF USE

[IF GREATER THAN NEVER IN USAGE] How easy or difficult is it for you to use the Nutrition Facts Panel on food and beverages?

	Total	Health Status		Healthy Diet		BMI				Activity			Income			Education		
		Very Good Excellent	Fair Poor	Healthy	Not Healthy	Under Weight	Ideal Weight	Over Weight	Obese Weight	Sedentary	Moderately	Active	\$35K- <50K	\$50K- <100K	100K+	HS or Less	Some College	College+
Base	945	317	223	520	200	11	255	275	292	287	521	138	196	248	65	418	265	256
Very difficult	1%	0.295%	4%	0.288%	4%		1%	0.167%	3%	3%	1%		1%	0.190%		2%	1%	0.185%
Somewhat difficult	10%	5%	18%	8%	13%	7%	7%	7%	14%	14%	8%	9%	15%	9%	4%	13%	9%	7%
Neither	22%	19%	26%	17%	25%	13%	21%	22%	19%	22%	24%	14%	23%	24%	15%	24%	20%	20%
Somewhat easy	40%	37%	33%	42%	40%	15%	41%	42%	38%	40%	42%	30%	36%	41%	38%	37%	43%	41%
Extremely easy	27%	39%	19%	34%	19%	65%	30%	29%	26%	20%	25%	47%	25%	26%	42%	24%	27%	31%
Top 2	66%	76%	52%	75%	58%	80%	71%	70%	64%	60%	67%	77%	60%	67%	81%	61%	70%	72%
Bottom 2	12%	6%	22%	8%	16%	7%	8%	8%	17%	18%	9%	9%	17%	9%	4%	15%	10%	7%
Mean	3.80	4.08	3.45	4.01	3.57	4.37	3.92	3.91	3.70	3.59	3.83	4.15	3.67	3.84	4.18	3.67	3.86	3.96

Note: Top 2 and Bottom 2 may be +/- 1% due to rounding

TABLE 11: PERCEPTIONS OF CONSISTENCY

Which of the following best describes how you feel about the food and health information you get from different sources?

	Total	Income						Education	
		<35K	\$35K- <50K	\$50K- <100K	100K+	HS or Less	Some College	College+	
Base	1000	406	208	255	66	455	274	264	
The information is consistent	32%	34%	31%	31%	38%	29%	36%	32%	
The information is contradictory	42%	34%	49%	46%	51%	39%	27%	52%	
I don't know	27%	32%	20%	23%	11%	32%	37%	16%	

DEMOGRAPHICS

TABLE 1: PRIMARY HOUSEHOLD SHOPPER

Who in your household does the majority of the grocery shopping?

Base	Total
	1000
You	62%
Other household member	15%
Both	23%

TABLE 2: FAMILY MEDICAL HISTORY

Which of the following, if any, do you or your immediate family have in your medical history?

Base	Total
	1000
High blood pressure	54%
Arthritis	41%
High cholesterol	41%
Overweight/Obesity	39%
Diabetes	38%
Heart disease	31%
Cancer	29%
Asthma	19%
Stroke	18%
Osteoporosis	14%
Food allergy	13%
Alzheimer's	7%
None of the above	15%

TABLE 3: SMOKING

Do you smoke cigarettes, cigars or a pipe?

Base	U.S. Census	Total
		1000
Yes	20.9%	28%
No	79.1%	70%

DEMOGRAPHICS

TABLE 4: MARITAL STATUS

What is your marital status?

	U.S. Census	Total 1000
Base		
Single	29%	25%
Married	53.4%	51%
Divorced	9.6%	14%
Widowed	6.1%	5%
Other	2%	4%

TABLE 5: CHILDREN UNDER 18 IN HOUSEHOLD

Do you have any children under the age of 18 who currently live at home with you?

	U.S. Census	Total 1000
Base		
Yes	32.2%	30%
No	67.8%	69%

[IF CHILD] How many are...

	Total 300
Base	
0 to 2 years old	23%
3 to 6 years old	38%
7 to 12 years old	47%
13 to 17 years old	40%
Prefer not to answer	1%

TABLE 6: AGE

Which of the following categories includes your age?

	U.S. Census	Total 1000
Base		
18-24	9.9%	11%
25-34	19.0%	16%
35-44	21.2%	23%
45-54	19.5%	22%
55-64	13.3%	14%
65-74	8.7%	12%
75+	8.4%	2%

DEMOGRAPHICS

TABLE 7: EDUCATION

What was the highest level of education you completed?

Base	U.S. Census	Total 1000
Less than high school	16.4%	10%
Graduated from high school	29.8%	36%
Some college/Tech./Vocational school	27.3%	27%
Graduated from college	16.9%	17%
Graduate/professional school	9.7%	9%

TABLE 8: ETHNICITY—RACE

Do you consider yourself of Hispanic/Latino/Spanish descent?

Base	U.S. Census	Total 1000
Yes	13.9%	12%
No	86.2%	87%
Prefer not to answer		1%

Which of the following best describes your race?

Base	U.S. Census	Total 1000
Caucasian	76.2%	80%
Black or African American	12.5%	9%
American Indian or Alaska Native	1.4%	2%
Asian or Pacific Islander	4.5%	3%
Other	5.1%	5%

TABLE 9: INCOME

Which of the following categories includes your total annual household income?

Base	U.S. Census	Total 1000
Less than \$35,000	40.27%	41%
\$35,000 to less than \$50,000	15.76%	21%
\$50,000 to less than \$75,000	19.1%	16%
\$75,000 to less than \$100,000	10.87%	10%
\$100,000 to less than \$150,000	8.95%	5%
\$150,000 and above	5.05%	2%

DEMOGRAPHICS

TABLE 10: GENDER

Are you...?	U.S. Census	Total 1000
Male	47.5%	47%
Female	52.5%	52%

TABLE 11: REGION

Region <i>(Determined by zip code)</i>	Total 1000
Northeast	19%
Midwest	25%
South	31%
West	25%



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