Welcome!
Please dial in to the audio portion:
(866) 766-2749
Today’s Speakers

• Moderator:
  – Jennifer Schleman, APR
    Director, Public Outreach and Technology Management

• Presentation of the Findings:
  – Tony Flood
    Director, Food Safety Communications

  – Wendy Reinhardt Kapsak, MS, RD
    Director, Health and Nutrition
Agenda

• Brief Background

• Presentation of Key Findings

• Summary and Implications

• Questions and Answers
International Food Information Council Foundation

Mission:

To effectively communicate science-based information on health, nutrition, and food safety for the public good.

Primarily supported by the broad-based food, beverage and agricultural industries.

http://www.ific.org
# Methodology

<table>
<thead>
<tr>
<th>Methodology</th>
<th>Web Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>Representative Sample of Americans Aged 18+</td>
</tr>
<tr>
<td>Data Collection Period</td>
<td>February 19-March 11, 2009</td>
</tr>
<tr>
<td>Sample Size (Error)</td>
<td>n=1,064</td>
</tr>
<tr>
<td></td>
<td>(+ 3.0 for 2009)</td>
</tr>
<tr>
<td>Data Weighting*</td>
<td>Data Weighted on Age, Gender, Income, Education and Race</td>
</tr>
</tbody>
</table>

*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 conducted by Cogent Research, LLC**

Nimisha Parikh, *Project Director*
Consumers’ View of Food Safety
Foodborne Illness is Perceived as the Most Important Food Safety Issue.

What, in your opinion, is the most important food safety issue today? Select one. (n=1064)*

*Total does not add to 100 percent due to rounding

2009 Food & Health Survey
Fewer Americans are Taking Food Safety Precautions to Reduce Their Risk.

Which of the following actions do you perform regularly when cooking, preparing, and consuming food products? Select all that apply. (n=1064)

- Wash my hands with soap and water ▼ ’08
- Wash cutting board(s) with soap and water or bleach ▼ ’08
- Cook to required temperature (such as 165 degrees F for poultry ▼ ’08
- Properly store leftovers within 2 hours of serving ▼ ’08
- Separate raw meat, poultry and seafood from ready-to-eat food products ▼ ’08
- Use different or freshly cleaned cutting boards for each product (such as raw meat/poultry/produce)
- Use a food thermometer to check the doneness of meat and poultry items
- None of the above ▼ ’08

▲ / ▼ Significant increase/decrease from year indicated

2009 Food & Health Survey
Fewer Consumers Adhering to Some Safe Microwave Cooking Practices.

Which of the following actions do you perform regularly when preparing microwavable meals (e.g., frozen meals, pre-packaged meals that contain cooking instructions) at home? Select all that apply. (n=1064)

- Follow ALL the cooking instructions
- Flip, rotate, or stir during the microwave cooking process
- Check the meal package label at point of purchase to determine if the product is suitable for microwave cooking
- Let food stand for appropriate time after microwaving
- Increase or decrease cooking times based on my microwave
- Check microwave wattage
- Use a food thermometer to make sure the food reaches the required temperature
- None of the above
- I do not have or use a microwave

▲ / ▼ Significant increase/decrease from year indicated

2009 Food & Health Survey
The Majority of Americans Do Not Perceive Any Obstacles to Handling Food Safely.

What obstacles, if any, do you face when handling food safely? Select all that apply. (n=1064)

- Lack of information: 19%
- Not enough time: 17%
- I do not have the proper equipment available: 11%
- Lack of interest: 9%
- Not concerned about food safety: 5%
- I do not face any obstacles when handling food safely: 58%

NOTE: “Other” response (one percent) not shown
Nearly Half of Consumers are Confident in the Safety of the U.S. Food Supply.

To what extent, if at all, are you confident in the safety of the U.S. food supply? (n=1064)

- Extremely or somewhat confident: 49%
- Neither confident nor unconfident: 26%
- Not very confident: 20%
- Not at all confident: 5%
Many Perceive Food Safety as a Shared Responsibility.

In general, who do you believe is responsible for food safety in the U.S.? Select all that apply. (n=1064)

- Food manufacturers: 73%
- Government: 72%
- Farmers/producers: 57%
- Retailers/food service: 49%
- Consumers/individuals: 41%

NOTE: “Other” response (one percent) not shown
“Everyone has to do their part to make sure that the process from plant to consumer is a good one and a safe one”

View this video and others at: http://www.ific.org/videos/Index.cfm
The Impact of the Economy on Consumers’ Food Purchases
### Taste Still the Number One Factor Influencing Purchases; Price Increases to an All-Time High.

<table>
<thead>
<tr>
<th>Factor</th>
<th>Some Impact</th>
<th>Great Impact</th>
<th>Total Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taste</td>
<td>34%</td>
<td>53%</td>
<td>87%</td>
</tr>
<tr>
<td>Price</td>
<td>31%</td>
<td>43%</td>
<td>74%</td>
</tr>
<tr>
<td>Healthfulness</td>
<td>35%</td>
<td>26%</td>
<td>61%</td>
</tr>
<tr>
<td>Convenience</td>
<td>26%</td>
<td>26%</td>
<td>52%</td>
</tr>
</tbody>
</table>

How much of an impact do the following have on your decision to buy foods and beverages? (n=1064)

▲ / ▼ Significant increase/decrease from year indicated

2009 Food & Health Survey
Those More Apt to Identify “Healthfulness” as Influential in Purchasing Decisions (61 percent):

- Women
- Perceive their health as “very good” or “excellent”
- Are satisfied with their health status
- Believe “making healthful food choices” has the greatest impact on maintaining good health
- Consider themselves to have a healthful diet
- Have made changes to their diet in the past six months
- Agree that reading or hearing about food and health is of interest to them
- Have a BMI in the normal or overweight range (vs. obese)
- Are trying to lose or maintain their weight
- Are physically active
Top Impacts on Americans’ Health
Of all the things people can do to maintain good health, which of the following three things do you think would have the greatest impact? (n=1064)

- Exercising/physical activity: 90%
- Making healthful food choices: 66%
- Managing weight: 53%
- Getting enough sleep: 44%
- Managing stress: 45%
- None of the above contributes to maintaining good health: 2%

NOTE: “Other” response (one percent) not shown

2009 Food & Health Survey
The Majority of Active Americans Report Being Active 3-5 Days/Week.

Keeping in mind that physical activity can include a range of activities from running and basketball to gardening, playing golf and dancing, on average, how many days per week are you physically active? (n=883)*

*Total does not add to 100 percent due to rounding
▲ / ▼ Significant increase/decrease from year indicated
Consumers’ Top Motivators for Being Physically Active

- Lose weight: 27%
- Look better: 13%
- Enjoyment: 10%
- Prevent future medical issue: 10%
- Increase energy: 9%
- Manage medical condition: 7%
- Maintain weight: 7%
- Feel strong: 5%
- Reduce stress: 5%
- Improve mental performance: 2%
- Other: 6%

(IF PHYSICALLY ACTIVE) Which of the following is your main motivation for being physically active? Select all that apply. (n=883)

▲ / ▼ Significant increase/decrease from year indicated

2009 Food & Health Survey
Dieting and Weight Management
Most Americans Report Trying to Lose or Maintain Their Weight.

Which of the following best describes what you are currently doing regarding your weight? (n=1064)

- I am trying to lose weight: 53%
- I am trying to gain weight: 4%
- I am trying to maintain my weight: 25%
- I am currently not doing anything regarding my weight: 18%

△ / ▼ Significant increase/decrease from year indicated
(If trying to lose/maintain weight) Which of the following things are you doing in an effort lose or maintain your weight? Select all that apply. (n=834)

- Changing the amount of food I eat: 71%
- Changing the types of foods and/or food components I eat: 65%
- Engaging in physical activity: 62%
- Changing how often I eat: 44%
- Counting calories: 19%
- Consuming diet foods and beverages that contain low-calorie/artificial sweeteners: 19%
- Following a specific weight loss/diet program: 9%
- Seeing a health professional: 9%
- Seeing a dietitian: 3%

NOTE: “Other” response (three percent) not shown

▲ / ▼ Significant increase/decrease from year indicated

2009 Food & Health Survey
Only One-Third Believe Calories in General Cause Weight Gain.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories from fats are most likely to cause weight gain</td>
<td>34%</td>
</tr>
<tr>
<td>Calories in general are what causes weight gain</td>
<td>30%</td>
</tr>
<tr>
<td>Calories from carbohydrates are most likely to cause weight gain</td>
<td>18%</td>
</tr>
<tr>
<td>Calories from protein are most likely to cause weight gain</td>
<td>1%</td>
</tr>
<tr>
<td>Not sure</td>
<td>17%</td>
</tr>
</tbody>
</table>

Which of the following statements do you agree with regarding the relationship between calories and weight gain? (n=1064)
As far as you know, how many calories should a person of your age, weight, and height consume per day? (n=1064)

- Over-estimate: 47% ▲ ’06
- Under-estimate: 16% ▲ ’06
- Estimate correctly: 11% ▼ ’08
- Unaware: 26% ▼ ’07/’06

63 percent responded but estimated incorrectly. ▲ ’08/’07/’06

▲ / ▼ Significant increase/decrease from year indicated
Barriers to Staying on Track with Weight Management Goals

(If trying to lose/maintain weight) In your effort to [lose/maintain] weight, which of the following discourages you from staying on track? Select all that apply. (n=834)

- Not seeing results quickly: 44%
- Lack of will power: 43%
- Lack of time: 40%
- Not making enough progress: 33%
- Lack of energy: 31%
- Get bored: 30%
- Cost: 27%
- Stress: 25%
- Dislike of physical activity: 20%
- Don't like the taste of foods/beverages: 15%
- I have to eat/drink: 9%
- Lack of support from friends/family: 8%
- Lack of knowledge: 8%

NOTE: “Other” response (four percent) not shown
Motivators for Staying on Track with Weight Management Goals

- Improvement in physical appearance: 69%
- Improvement in health/overall well-being: 67%
- Increased self-esteem: 49%
- Increased energy: 49%
- Compliments from friends/family: 35%
- Stress relief: 33%
- Being a good role model: 23%
- Tracking/recording progress: 18%
- More attention from strangers: 12%

(IF TRYING TO LOSE/MAINTAIN WEIGHT) In your effort to [lose/maintain] weight, which of the following encourages you to stay on track? Select all that apply. (n=834)

NOTE: “Other” response (two percent) not shown
Communicating with Consumers About Food and Their Health
What three sources of information do you use most often to guide your food, nutrition, and food safety practices? Select three. (n=1064)

NOTE: Responses less than five percent not shown.
Consumers Are Interested in Food and Health Information **AND**... Are Searching for Consistent and/or Positive Messages.

Reading or hearing about the relationship between food and health is of interest to me*

I feel that food and health information is confusing and conflicting

I am more interested in hearing about what TO eat, rather than what NOT to eat

<table>
<thead>
<tr>
<th>Disagree</th>
<th>Neither</th>
<th>Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>10%</td>
<td>24%</td>
<td>67%</td>
</tr>
<tr>
<td>29%</td>
<td>29%</td>
<td>42%</td>
</tr>
<tr>
<td>13%</td>
<td>31%</td>
<td>56%</td>
</tr>
</tbody>
</table>

*(n=1064)*

*Total does not add to 100 percent due to rounding

▲ / ▼ Significant increase/decrease from year indicated

2009 Food & Health Survey
The Challenge:

Deriving actionable food and health recommendations from the science
Creating Food and Health Messages with **IMPACT:**

- **Insightful**
- **Motivating**
- **Positive**
- **Action-oriented**
- **Context and Choices**
- **Tailored and Tested by Science**

2009 Food & Health Survey
In Summary

• Food safety is top of mind for many consumers, yet they are doing less to potentially reduce their risk. Few perceive obstacles to handle food safely.

• The economy appears to have more consumers looking at price when making food and beverage purchases. Taste is still king.

• Americans are focused on weight management, and health does not appear to be the key motivator. Calorie confusion continues.
Implications

• Consumers crave consistent and positive food and health information that also provides choices on how to change what’s on their plate.

• Opportunity to Raise Awareness on:
  – Safe food handling
    • Clean, Separate, Cook, Chill
  – Healthful lifestyles
    • Consider calories in a new way, think about the whole day.
    • Physical activity—just get moving.
Food & Health Web Cast Series:

July: “Consumer Attitudes and Consumption Trends Related to Components of the American Diet”

August: “How Consumers Use the Food Label and Other Sources of Food and Health Information”

September: “A Focus on Food Safety”

November: “Americans’ Approach to Dieting and Weight Management Strategies”
Questions and Answers
Food & Health Survey Report
Available on IFIC.org and Foundation Publications Store!

The Executive Summary is available at
http://www.ific.org/research/foodandhealthsurvey.cfm

Full Report is available for purchase at
http://www.ificpubs.org/servlet/Detail?no=47

Data Tables and Comparative Topline are available for purchase at
http://www.ificpubs.org/servlet/Detail?no=48

Twitter hashtag: #ificfoodandhealth

2009 Food & Health Survey
Related Foundation Resources

http://www.ific.org

A Consumer’s Guide to Food Safety Risks
http://www.ific.org/publications/other/consumersguideom.cfm
CPE Credit

• Registered Dietitians can download a Certificate of Completion for ONE CPE credit at:

http://www.ific.org/research/foodandheathsurvey.cfm