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### International Food Information Council

### 2010 Food & Health Survey

**Consumer Attitudes Towards Food Safety, Nutrition, & Health**

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International Food Information Council Foundation
Methodology

**Methodology**

**Conducted By**
Cogent Research (Cambridge, MA)

**Population**
Representative Sample of U.S. Adult Population (18+)
on Age, Socioeconomic Profile, Race/Ethnicity, Region, and Gender

**Data Collection Period**
April 30-May 17, 2010

**Sample Size (Error)**
n=1,024
(± 3.0 for 2010)

*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.

NOTES:
1) Statistical significant differences from previous years are noted in the report with up or down arrow keys: ▲ / ▼ Significant increase/decrease from year indicated.
2) Top 2 refers to the top two answers, 4 or 5 on a 5-point scale, Bottom 2 refers to the bottom two answers 1 or 2 on a 5-point scale.
3) Please note that Total, Top 2, and Bottom 2 may not add to 100% or respective composite score due to rounding.
4) Similarly, there may appear to be inconsistencies (no more than 1-2%) in statistical testing due to rounding.

2010 Food & Health Survey
Overall Health: Health Status, Diet, Weight, and Physical Activity

Health Status
Perceptions of Health Status

Americans’ perceptions of their health status have been stable since 2007.

Which of the following best describes your overall health status?* [Select one] (n=1024)

- Excellent
- Poor
- Fair
- Very good
- Good

Top 2: 38%  
Bottom 2: 20%

*Question asked since 2006.

Satisfaction with Health Status

Overall, the percentage of Americans who report being satisfied with their health status remains mostly stable year-to-year, with fewer now even reporting being “not at all satisfied”.

How satisfied are you with your overall health status?* [Select one] (n=1024)

- Extremely satisfied
- Not very satisfied
- Somewhat satisfied
- Neither satisfied nor unsatisfied
- Not at all satisfied

Top 2: 57%  
Bottom 2: 24%
Diet

Perception of Diet

Fewer Americans perceive their overall diet as being healthful ("extremely" or "somewhat") compared to previous years, with most going into the "neither healthful nor unhealthful" category.

How would you rate the healthfulness of your overall diet? Again, by “diet”, we mean everything you consume, including foods; beverages; and vitamin, mineral, and other dietary supplements.*  [Select one] (n=1024)

*Question asked since 2006.

▲ / ▼ Significant increase/decrease from year indicated
Prevalence of Dietary Changes

This year, roughly 6 in 10 Americans are making an effort to improve the healthfulness of their diet, which has been consistent since 2007.

Over the past six months, have you made any changes in an effort to improve the healthfulness of your diet?* [Select one] (n=1024)

*Question asked since 2006.

Drivers of Dietary Changes

Americans now cite "to lose weight" as the principal reason for making dietary changes, followed by "to improve my overall well-being" and "to improve my physical health" (which have dropped in ranking compared to previous years).

Mean number of reasons:

- To lose weight: 65%
- To improve my overall well-being**: 59% ▼ '09 '08 '07
- To improve my physical health**: 56% ▼ '08 '07
- Because of a specific health condition: 31% ▼ '07
- To maintain my weight: 16% ▲ '08

*Question asked since 2006.

** Modification from 2006: "To improve my overall health" (69%) was changed to two items, including "To improve my overall well-being" and "To improve my physical health".
**Changes Made to Improve Healthfulness of Diet**

Changing the types and amount of food remain the top changes among Americans who are trying to make healthful dietary changes.

- Changing the types of foods and/or food components I eat: 76%
- Changing the amount of food I eat: 70%
- Changing how often I eat: 44%
- Counting calories: 21%
- Changing my use of dietary supplements: 16%

(If Made Dietary Changes) Which of the following changes have you made in the past six months to improve the healthfulness of your diet?* [Select all that apply] (n=658)

*Question asked since 2009.

▲ / ▼ Significant increase/decrease from year indicated

**Resources Used to Improve Healthfulness of Diet**

Significantly more Americans are using "friends/family support" to help them improve the healthfulness of their diet compared to last year.

- Family/friends support: 37% ▲ '09
- Weight loss plan: 17%
- A food diary or other means to track daily food/beverage intake: 17%
- Health professional: 14%
- Online support group, blog, or other online community: 11%
- Dietitian: 5%
- Other: 6%
- I have not used any resources to help improve the healthfulness of my diet: 34%

(If Made Dietary Changes) Which of the following, if any, have you used in your efforts to improve the healthfulness of your diet?* [Select all that apply] (n=658)

*Question asked since 2009.

▲ / ▼ Significant increase/decrease from year indicated
Knowledge of Calories Per Day

When asked to estimate the number of calories that should be consumed in an average day, a quarter of Americans were unwilling or unable to provide an answer and roughly two-thirds provided a response, but estimated incorrectly.

As far as you know, how many calories should a person of your age, weight, height, and physical activity consume per day?* [Open-end] (n=1024)

74% of respondents estimated incorrectly. ** Modification from 2008 to 2010: “And physical activity” was added to the question. Definitions of physical activity levels were provided.

Estimated Daily Calories Consumed vs. Expended

It appears that more Americans are confused about how many calories they expend in a day vs. how many calories they consume.

<table>
<thead>
<tr>
<th>Calories consumed</th>
<th>Calories expended</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t Know</td>
<td>25%</td>
</tr>
<tr>
<td>1000 or less</td>
<td>43%</td>
</tr>
<tr>
<td>1001-1500</td>
<td>6%</td>
</tr>
<tr>
<td>1501-2000</td>
<td>35%</td>
</tr>
<tr>
<td>2001-2500</td>
<td>8%</td>
</tr>
<tr>
<td>More than 2500</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>14%</td>
</tr>
<tr>
<td></td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>12%</td>
</tr>
<tr>
<td>Mean (excludes outliers**)</td>
<td>1,995</td>
</tr>
</tbody>
</table>

Now, on average, how many calories do you think you actually consume per day?* [Open-end] (n=1024)

Finally, on average, how many calories do you think you “burn”/use per day?* [Open-end] (n=1024)

*Question added in 2010.
** Outliers: Responses of 5000 or more have been excluded.

2010 Food & Health Survey
Estimated Caloric Balance

Most Americans, if able to provide estimates, assume they consume more calories in a given day than they would burn. Even those who are trying to “lose” or “maintain” their weight perceive more calories in than out.

<table>
<thead>
<tr>
<th>Don’t know for consume and/or burn</th>
<th>45% (n=450)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Among those who provided estimates for both (n=565)**:</td>
<td></td>
</tr>
<tr>
<td>Consumes more than burns</td>
<td>83% (n=470)</td>
</tr>
<tr>
<td>About the same (within 100 calorie range)</td>
<td>13% (n=72)</td>
</tr>
<tr>
<td>Burns more than consumes</td>
<td>4% (n=23)</td>
</tr>
</tbody>
</table>

*Question added in 2010.
** Outliers: Responses of 5000 or more have been excluded.

Now, on average, how many calories do you think you actually consume per day?*
[Open-end] (n=565)

Finally, on average, how many calories do you think you “burn”/use per day?*
[Open-end] (n=565)

58% do not make an effort to balance calories in and calories out.

Daily Effort to Balance Calories Consumed and Expended

Over half of Americans do not attempt to consciously monitor the calories they consume and expend in a day.

Always 6%
Sometimes 37%
Not at all 28%
Rarely 30%

58% do not make an effort to balance calories in and calories out.

To what extent, if at all, do you make a conscious effort to monitor the balance between how many calories you consume and how many calories you “burn”/use per day?*
[Select one] (n=1024)

*Question added in 2010.
Energy Balance Adjustments
When asked whether they adjust their consumption versus physical activity levels regularly, roughly 6 in 10 Americans (62%) report that they do so in at least one way.

- Increase your physical activity on days when you consume more: 28%
- Consume more on days when you are physically active: 27%
- Consume less on days when you are not physically active: 22%
- Decrease your physical activity on days when you consume less: 5%
- None of the above: 38%

Selected 2 or more: 17%

*Question added in 2010.

Calorie Sources and Weight Gain
Similar to previous years, close to a third of Americans correctly identify that "calories in general are what causes weight gain" and slightly fewer Americans now believe that "calories from fats are most likely to cause weight gain" compared to 2009 and 2008.

- Calories in general are what causes weight gain: 31%
- Calories from fats are most likely to cause weight gain: 28% (vs. 30% in 2009, 31% in 2008)
- Calories from carbohydrates are most likely to cause weight gain: 21%
- Calories from protein are most likely to cause weight gain: 2%
- Not sure: 19%

Which of the following statements do you agree with regarding the relationship between calories and weight gain? * [Select one] (n=1024)

*Question asked since 2006.
Weight Perception

Over half of Americans consider themselves to be “overweight”, a third as “ideal”, less than one in ten describe themselves as “obese”, and only a few perceive themselves as “underweight”.

Which of the following best describes your current weight?* [Select one] (n=1024)

*Question asked since 2006.
**Body Mass Index (BMI)**

Similar to CDC ranges, 34% of respondents are in the obese range, 33% are in the overweight range, 33% are in the normal range, and only 1% are in the underweight range.

*Question asked since 2006.
**BMI calculated from self-reported weight and height and categorized according to Centers for Disease Control and Prevention (CDC) standards. CDC 2008 estimates among adults 20+ years: 34% obese, 34% overweight, 32% normal, <1% underweight.

---

**Perceived and Calculated Weight Status**

The disparity observed between Americans’ perception of their weight status* and their calculated BMI** continues in 2010, with a quarter who are in the overweight range describing themselves as “ideal” and three-quarters who are in the obese range describing themselves as “overweight”.

*Questions asked since 2006.
**BMI calculated from self-reported weight and height and categorized according to Centers for Disease Control and Prevention (CDC) standards.

<table>
<thead>
<tr>
<th>Perception of Weight</th>
<th>Underweight &lt;18.5 (n=9)</th>
<th>Normal 18.5-24.9 (n=266)</th>
<th>Overweight 25-29.9 (n=267)</th>
<th>Obese 30.0+ (n=274)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Underweight (n=37)</td>
<td>54%</td>
<td>9%</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Ideal weight (n=320)</td>
<td>31%</td>
<td>72%</td>
<td>25%</td>
<td>4%</td>
</tr>
<tr>
<td>Overweight (n=587)</td>
<td>15%</td>
<td>19%</td>
<td>74%</td>
<td>76%</td>
</tr>
<tr>
<td>Extremely overweight or obese (n=81)</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>20%</td>
</tr>
</tbody>
</table>

*100% 100% 100% 100%
Concern with Perceived Weight Status

Similar to last year, Americans' concern with their perceived weight status has slightly decreased since 2008.

Concerned: 70% ▼ '08

T2: 70% ▼ '08
B2: 18% ▲ '08

How concerned are you about your weight?* [Select one] (n=1024)

*Question asked since 2006.

▲ / ▼ Significant increase/decrease from year indicated

2010 Food & Health Survey

Concern with Weight by BMI Status

Nearly all Americans with calculated BMIs in the obese range are concerned with their weight, and the majority of those with a calculated BMI in the overweight range are also concerned. Among those in the ideal range, close to a half are concerned.

<table>
<thead>
<tr>
<th>BMI Status</th>
<th>Extremely concerned</th>
<th>Somewhat concerned</th>
<th>Normal (n=266)</th>
<th>Underweight (n=9)</th>
<th>Overweight (n=267)</th>
<th>Obese (n=274)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>8%</td>
<td>49%</td>
<td>39%</td>
<td>8%</td>
<td>51%</td>
<td>57%</td>
</tr>
<tr>
<td>Extremely</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>concerned</td>
<td>13%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Somewhat</td>
<td>21%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>concerned</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Normal</td>
<td>51%</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Underweight</td>
<td></td>
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<tr>
<td></td>
<td>8%</td>
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<tr>
<td>Overweight</td>
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<tr>
<td></td>
<td>51%</td>
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<tr>
<td>Obese</td>
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<tr>
<td></td>
<td>90%</td>
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</tbody>
</table>

Top 2:

How much do you weigh?* [Open-End] (n=816)
How tall are you? [Open-End] (n=816)
How concerned are you about your weight?* [Select one] (n=1024)

*Questions asked since 2006.
**BMI calculated from self-reported weight and height and categorized according to Centers for Disease Control and Prevention (CDC) standards.

▲ / ▼ Significant increase/decrease from year indicated

2010 Food & Health Survey
Current Weight Strategy

Consistent with previous years, one in eight Americans are currently doing something with regard to their weight. Nearly 20% are not doing anything.

Which of the following best describes what you are currently doing regarding your weight?* [Select one] (n=1024)

- I am currently not doing anything regarding my weight 19%
- I am trying to lose weight 54%
- I am trying to gain weight 4%
- I am trying to maintain my weight 23%

81% of Americans are doing something with regard to their weight.

*Question asked since 2007.

Changes Made to Lose/Maintain Weight

When asked what they are doing to try to “maintain” or “lose” weight, the top responses continue to be “changing the amounts” and “types of foods I eat” and “engaging in physical activity”. Over half of those trying to “maintain/lose” weight report making three or more changes.

(If trying to lose/maintain weight) Which of the following things are you doing in an effort to lose or maintain your weight?* [Select all that apply] (n=788)

- Changing the amount of food I eat 69%
- Changing the types of foods and/or food components I eat 63%
- Engaging in physical activity 60%
- Changing how often I eat 41%
- Consuming diet foods and beverages that contain low-calorie/artificial sweeteners 22%
- Counting calories 19%
- Seeing a health professional 8%
- Following a specific weight loss/diet program 8%
- Seeing a dietician 3%

Make 3 or more changes: 58%

*Question asked since 2009.
Changes Made to Lose or Maintain Weight

With the exception of “engaging in physical activity”, Americans who are trying to lose weight are more likely to partake in changes compared to those who are trying to maintain.

![Bar chart showing changes made for weight loss/maintenance.]

- Changing the amount of food I eat: 76% increase, 68% decrease
- Changing the types of foods and/or food components I eat: 61% increase, 50% decrease
- Engaging in physical activity: 59% increase, 50% decrease
- Changing how often I eat: 34% increase, 24% decrease
- Consuming diet foods and beverages that contain low-calorie/artificial sweeteners: 24% increase, 17% decrease
- Counting calories: 22% increase, 17% decrease
- Following a specific weight loss/diet program: 9% increase, 4% decrease
- Seeing a health professional: 8% increase, 7% decrease
- Seeing a dietitian: 3% increase, 3% decrease

Mean number of changes:
- Lose (“Lose”: 3.2 changes, “Maintain”: 2.4 changes)

(IF TRYING TO LOSE/MAINTAIN WEIGHT) Which of the following things are you doing in an effort to lose or maintain your weight? *(Select all that apply)*

Motivators of Weight Loss/Maintenance

Similar to last year, when asked what encourages them to stay on track, those who are trying to maintain/lose weight cite “improvement in physical appearance” and “improvement in health/overall well-being” as their top responses.

![Bar chart showing motivators for weight loss/maintenance.]

- Improvement in physical appearance: 68%
- Improvement in health/overall well-being: 64%
- Increased energy: 50%
- Increased self-esteem: 47%
- Compliments from friends/family: 36%
- Stress relief: 32%
- Being a good role model: 19%
- Tracking/recording progress: 14%
- More attention from strangers: 8%

(IF TRYING TO LOSE/MAINTAIN WEIGHT) In your effort to [lose/maintain] weight, which of the following encourages you to stay on track? *(n=788)*

*Question asked since 2009.*

▲ / ▼ Significant increase/decrease from year indicated

2010 Food & Health Survey
Motivators of Weight Loss or Maintenance

For those who are trying to lose weight, "improvement in physical appearance" is the most motivating, while for those who are trying to maintain, "improvement in health/overall well-being" is their top motivator.

- Improvement in physical appearance: 71%
- Improvement in health/overall well-being: 59%
- Increased energy: 54%
- Increased self-esteem: 45%
- Compliments from friends and family: 41%
- Stress relief: 33%
- Being a good role model: 19% (\( \wedge \) '09: 18%)
- Tracking/recording progress: 10% (\( \wedge \) '09: 8%)
- More attention from strangers: 6% (\( \wedge \) '09: 9%)

*Question asked since 2009.

Barriers of Weight Loss/Maintenance

On the contrary, when asked what discourages them from staying on track to lose/maintain their weight, "lack of will power", "lack of time", and "not seeing results quickly" (down from 2009) are cited as top responses.

- Lack of will power: 44%
- Lack of time: 40%
- Not seeing results quickly: 38% (\( \wedge \) '09: 39%)
- Get bored: 34%
- Not making enough progress: 33%
- Lack of energy: 31%
- Stress: 29%
- Cost: 24%
- Dislike of physical activity: 20%
- Don't like the taste of foods/beverages: 17%
- I have to eat/drink: 12%
- Lack of knowledge: 8%
- Lack of support from friends/family: 7%

*Question asked since 2009.
Barriers of Weight Loss or Maintenance

Those who are trying to lose weight appear to have more deterrents compared to those who are trying to maintain their weight.

(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=788)

- Lack of will power
- Not seeing results quickly
- Lack of time
- Not making enough progress
- Get bored
- Lack of energy
- Stress
- Cost
- Dislike of physical activity
- Don't like the taste of foods/beverages
- I have to eat/drink
- Lack of knowledge
- Lack of support from friends/family

*Question asked since 2009.

\[ \text{Significant increase/decrease from year indicated} \]

Physical Activity
Physical Activity Perceived Level

Roughly one-third of Americans perceive their physical activity level to be “sedentary”, more than half say they are “moderately active”, and less than 1 in 10 say they are “vigorously active”.

![Pie chart showing physical activity levels: Sedentary 37%, Moderately Active 54%, Vigorously Active 8%]

On average, which of the following best describes your level of physical activity?*

(n=1024) [Select one]

- Sedentary (8%)
- Moderately Active (54%)
- Vigorously Active (8%)

*Question added in 2010.

** Definitions for each activity level was adapted using HHS guidelines and was defined as follows: Sedentary (A lifestyle that includes only the light physical activity associated with typical day-to-day life); Moderately Active (Typical lifestyle activities PLUS moderate physical activity such as brisk walking, slow biking, golfing, etc.); Vigorously Active (Typical lifestyle activities PLUS vigorous activity such as running, tennis, fast biking, etc.)

Motivators for Physical Activity

Americans' top motivator for being physically active is to "lose or maintain weight".

- Lose or maintain weight 36%
- Improve appearance 22%
- Avoid or manage health condition(s) 15%
- Improve mood 12%
- Improve athletic performance and/or strength 7%
- Improve focus 3%
- Gain weight 1%

(IF ACTIVE) Which of the following is your main motivation for being physically active?*

[Select one] (n=642)

*Question added in 2010.

▲ / ▼ Significant increase/decrease from year indicated
Daily Physical Activity

Among those who report being active, the majority report being “moderately” or “vigorously” active between 3-5 days a week.

(IF ACTIVE)** 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?* [Open-end] (n=642)

* Question asked since 2006.
** NOTE: Base change in 2010.

Among those who report being active, the majority report being “moderately” or “vigorously” active between 3-5 days a week.

Minutes of Physical Activity Per Day

Among those who report being active, the vast majority report being “moderately” or “vigorously” active for 30 minutes or more per physical activity session; 56% are active for 60 minutes or more.

(IF ACTIVE)** On most days when you are physically active, for how many minutes are you active?* [Open-end] (n=642)

* Question asked since 2006.
** NOTE: Base change in 2010 and outliers excluded if response was <1 minute or 500+ minutes per day.

NETS:
- <30 minutes: 7%
- 30 minutes: 17%
- 31-59 minutes: 19%
- 60 minutes: 25%
- >60 minutes: 31%

Mean: 79 minutes/day
Minutes of Physical Activity Per Week

Among those who report being active, over half say they do so for at least 3 hours per week. Additionally, the majority of active Americans meet HHS minute recommendations per week.

<table>
<thead>
<tr>
<th>Minutes Per Week</th>
<th>60 minutes or less per week</th>
<th>61-120 minutes per week</th>
<th>121-180 minutes per week</th>
<th>181-240 minutes per week</th>
<th>241-300 minutes per week</th>
<th>More than 300 minutes per week</th>
<th>Mean Minutes Per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6%</td>
<td>15%</td>
<td>20%</td>
<td>14%</td>
<td>12%</td>
<td>33%</td>
<td>Mean among active (excludes outliers**) 373 minutes per week</td>
</tr>
<tr>
<td>Moderately active who meet HHS 150 or more minutes per week recommendation</td>
<td>72%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Mean among moderately active (excludes outliers**) 370 minutes per week</td>
</tr>
<tr>
<td>Vigorously active who meet HHS 75 or more minutes per week recommendation</td>
<td>97%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Mean among vigorously active (excludes outliers**) 397 minutes per week</td>
</tr>
</tbody>
</table>

Among those who report being active, over half say they do so for at least 3 hours per week. Additionally, the majority of active Americans meet HHS minute recommendations per week.

Strength Training Frequency

Among those who are active, over half say that they do not include any strength training sessions. Among those who do, most strength train between 1-3 days a week.

Mean: 3.22 days

(If active) Does your physical activity include any strength training – that is, exercises specifically designed to strengthen muscles and bones such as push-ups, lifting weights, etc.? [Select one] (n=642)

*Question added in 2010.

*Note: Base change in 2010 and outliers excluded if response was <1 minute or 500+ minutes per day.
Meets HHS Physical Activity Guidelines**

Less than a quarter of Americans currently meet HHS physical activity guidelines, which is driven by a third who report being sedentary and most active Americans not including “strength training” in their physical activity regimens.

<table>
<thead>
<tr>
<th>HHS guidelines (n=1024)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NET: MEETS HHS GUIDELINES: 23%</td>
</tr>
<tr>
<td>Moderately Active: 16%</td>
</tr>
<tr>
<td>Vigorously Active: 6%</td>
</tr>
<tr>
<td>NET: DOES NOT MEETS HHS GUIDELINES: 77%</td>
</tr>
<tr>
<td>Sedentary: 37%</td>
</tr>
<tr>
<td>Moderately Active: 38%</td>
</tr>
<tr>
<td>Vigorously Active: 2%</td>
</tr>
</tbody>
</table>

** Meets physical activity guidelines calculated as follows:
- Those who are moderately active, 150 or more minutes per week, and yes to strength training.
- Those who are vigorously active, 75 or more minutes per week, and yes to strength training.

▲ / ▼ Significant increase/decrease from year indicated

2010 Food & Health Survey

Dietary Components:
Dietary Fats, Carbohydrates and Sugars, Low-Calorie Sweeteners, Protein, Sodium, Caffeine, Food Additives

2010 Food & Health Survey
Dietary Fats

Consumption Trends: Dietary Fats

Americans remain confused about the benefits of “mono” and “poly” unsaturated fats, with close to a third continuing to decrease their consumption of the two.

<table>
<thead>
<tr>
<th>Fat Type</th>
<th>More</th>
<th>Neither</th>
<th>Less</th>
</tr>
</thead>
<tbody>
<tr>
<td>Omega 3 fatty acids (n=915)</td>
<td>11%</td>
<td>46%</td>
<td>43%</td>
</tr>
<tr>
<td>Omega 6 fatty acids (n=817)</td>
<td>13%</td>
<td>61%</td>
<td>28%</td>
</tr>
<tr>
<td>Monounsaturated fats (n=873)</td>
<td>31%</td>
<td>61%</td>
<td>8%</td>
</tr>
<tr>
<td>Polyunsaturated fats (n=892)</td>
<td>37%</td>
<td>58%</td>
<td>5%</td>
</tr>
<tr>
<td>Trans fats (n=980)</td>
<td>64%</td>
<td>34%</td>
<td>2%</td>
</tr>
<tr>
<td>Saturated fats (n=982)</td>
<td>64%</td>
<td>34%</td>
<td>1%</td>
</tr>
</tbody>
</table>

*(IF HEARD OF) Please indicate whether you are trying to consume more or less of the following.* [Select one] (n=1024)

*Question changed in 2010.*

▲ / ▼ Significant increase/decrease from year indicated
Carbohydrates and Sugars

Consumption Trends: Carbohydrates and Sugars

Americans continue to try and consume more fiber and whole grains in their diets, but remain confused about the benefits of consuming more complex carbohydrates.

(IF HEARD OF) Please indicate whether you are trying to consume more or less of the following:* [Select one] (n=1024)

*Question changed in 2010.

2010 Food & Health Survey
### Perceptions of Statements about Sugar

Significantly fewer Americans believe that “moderate amounts of sugar can be part of an overall healthful diet” compared to previous years.

<table>
<thead>
<tr>
<th>Statement</th>
<th>2008</th>
<th>2009</th>
<th>Increase/Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moderate amounts of sugar can be part of an overall healthful diet</td>
<td>58%</td>
<td>58%</td>
<td>No change</td>
</tr>
<tr>
<td>It is not necessary to eliminate sugar from your diet in order to lose weight</td>
<td>41%</td>
<td>34%</td>
<td>Decrease</td>
</tr>
<tr>
<td>People with diabetes can include some foods with sugar as part of their total diet</td>
<td>34%</td>
<td>17%</td>
<td>Decrease</td>
</tr>
<tr>
<td>All types of sugars affect health in the same way</td>
<td>17%</td>
<td>17%</td>
<td>No change</td>
</tr>
<tr>
<td>None of the above</td>
<td>14%</td>
<td>14%</td>
<td>No change</td>
</tr>
</tbody>
</table>

*Question asked since 2008.

\[\text{\^{A}} / \text{\^{V}} \text{ Significant increase/decrease from year indicated}\]

### Low-Calorie Sweeteners

2010 Food & Health Survey
Perceptions of Statements About Low-Calorie/Artificial Sweeteners

When asked whether they agreed with statements about low-calorie/artificial sweeteners, roughly a third to a quarter agreed with each statement.

Low-calorie/artificial sweeteners...

- Can play a role in weight loss or weight management: 38%
- Are an option for people with diabetes: 38%
- Can reduce the calorie content of foods: 34%
- Can be part of an overall healthful diet: 29%
- Are reviewed for safety by the federal government before being approved for use in foods and beverages: 24%
- Offer a potentially useful option to help reduce children's calorie intake from food and beverages: 14%
- None of the above: 12%
- I do not know enough about low-calorie/artificial sweeteners to provide an answer: 27%

Which of the following statements, if any, do you agree with regarding low-calorie/artificial sweeteners? * [Select all that apply] (n=504)

*Question asked since 2009.

Top Reasons Americans Consume Low-Calorie/Artificial Sweeteners

Americans report consuming low-calorie/artificial sweeteners primarily to help with calorie management and because of taste preference.

- To help with calorie management: 32%
- Taste preference: 22%
- As a sweetener alternative due to having a health condition (e.g. diabetes): 14%
- So I can consume more of the other foods I enjoy: 11%
- I do not consume foods and/or beverages containing low-calorie/artificial sweeteners: 40%

Which of the following reasons, if any, do you consume foods and/or beverages containing low-calorie/artificial sweeteners? * [Select all that apply] (n=504)

*Question asked since 2009.
Protein

Consumption Trend: Protein
Close to half of Americans say they are trying to consume more protein.

Please indicate whether you are trying to consume more or less of the following [Protein].*
[Select one] (n=1024)

*Question added in 2010.

▲ / ▼ Significant increase/decrease from year indicated
Perceptions of Statements about Protein

As far as you know, which of the following statements, if any, accurately describe protein?* [Select all that apply] (n=1024)

- Americans are twice as likely to say protein is found in animal sources vs. plant sources.
  - Selected ALL 6: 9%
- Protein helps build muscle: 69%
- Protein is found in animal sources: 56%
- Protein helps people feel full: 40%
- High-protein diets can help with weight loss: 37%
- Protein is especially beneficial as people age: 35%
- Protein is found in plant sources: 29%
- None of the above: 7%

*Question added in 2010.

Sodium

2010 Food & Health Survey
Concern with Sodium Amount
Slightly more than half of Americans are concerned with the amount of sodium in their diet.

How concerned are you, if at all, with the amount of sodium in your diet?* [Select one] (n=1024)

*Question added in 2010.

Regular Purchase of Reduced Sodium Foods
Six in 10 Americans regularly purchase reduced/lower sodium foods – among those that do, the most cited items are: canned soup, snacks, and canned vegetables.

Do you regularly purchase reduced or relatively lower sodium foods in the following categories?* [Select all that apply] (n=1024)

*Question added in 2010.
Roughly half of all Americans are interested in learning about the various sodium topics.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Interest (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Which foods and beverages contribute the most and least amounts of sodium to my overall diet</td>
<td>38% / 15%</td>
</tr>
<tr>
<td>The amount of sodium I should be consuming</td>
<td>43% / 17%</td>
</tr>
<tr>
<td>How sodium can negatively impact my health</td>
<td>39% / 16%</td>
</tr>
<tr>
<td>How sodium can benefit my health</td>
<td>39% / 15%</td>
</tr>
<tr>
<td>What types of people should be concerned with sodium intake</td>
<td>35% / 13%</td>
</tr>
</tbody>
</table>

*Question added in 2010.

How interested, if at all, would you be in learning about the following topics?*

[Select one] (n=1024)

- Somewhat interested - 4
- Extremely Interested - 5

2010 Food & Health Survey

Caffeine
Caffeine Consumption

Significantly more Americans in 2010 report consuming caffeine in moderation (72%) compared to previous years.

Which of the following statements best describes your level of caffeine consumption?*

[Select one] (n=1024)

- Significantly more Americans in 2010 report consuming caffeine in moderation (72%) compared to previous years.
- I have eliminated caffeine from my diet
- I consume more caffeine than the average person

Top Reasons Americans Consume Caffeine

Consuming caffeinated food/beverages “for the taste” maintains the top spot, despite a slight decline from the previous year.

I consume caffeinated foods/beverages...

- For the taste
- To wake up/stay awake
- For more energy
- When I’m thirsty
- For increased concentration
- Before/during a workout

(If CONSUME CAFFEINE) Please complete the following statement: I consume caffeinated foods and/or beverages...?* [Select all that apply] (n=918)

*Question asked since 2009. ▲ / ▼ Significant increase/decrease from year indicated
Perceptions of Statements About Caffeine

Many Americans agree with statements regarding benefits of caffeine, such as helping you wake up/stay awake and helping increase energy.

- Caffeine can help you to wake up/stay awake: 61% ('08)
- Caffeine can help increase energy: 49%
- Moderate amount of caffeine can be part of an overall healthful diet: 42% ('09)
- Caffeine can help to relieve headaches: 32%
- Caffeine can help improve performance on mental tasks: 28%
- Caffeine can help optimize athletic performance: 12%
- Caffeine may reduce the risk of brain and/or nerve diseases, such as Alzheimer’s and Parkinson’s: 11%
- Caffeine-containing beverages can help contribute to hydration: 10% ('08)

Which of the following statements are true, if any, as they relate to caffeine?* [Select all that apply] (n=1024)

*Question asked since 2009. ▲ / ▼ Significant increase/decrease from year indicated

2010 Food & Health Survey

Food Additives
### Perceptions of Statements About Food Additives

The majority of Americans agree with at least two statements about food additives, such as helping extend freshness of foods and improving the flavor of food products.

<table>
<thead>
<tr>
<th>Statement</th>
<th>2010</th>
<th>2009</th>
<th>2008</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food additives extend the freshness of certain foods/act as a preservative</td>
<td>57%</td>
<td>54%</td>
<td>47%</td>
<td>31%</td>
</tr>
<tr>
<td>Food additives can add color to food products</td>
<td>54%</td>
<td>57%</td>
<td>54%</td>
<td>15%</td>
</tr>
<tr>
<td>Food additives can help keep or improve the flavor of food products</td>
<td>47%</td>
<td>54%</td>
<td>60%</td>
<td>16%</td>
</tr>
<tr>
<td>Food additives must be reviewed and approved by the U.S. government before being added to food products</td>
<td>43%</td>
<td>57%</td>
<td>60%</td>
<td>17%</td>
</tr>
<tr>
<td>Food additives can reduce the presence of harmful bacteria in food products</td>
<td>31%</td>
<td>21%</td>
<td>21%</td>
<td>1%</td>
</tr>
<tr>
<td>None of the above</td>
<td>19%</td>
<td>18%</td>
<td>18%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Selected 2 or more: 61%
Selected ALL 5: 16%

*Question asked since 2008. ▲ / ▼ Significant increase/decrease from year indicated

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### Food Safety:

**Food Safety Confidence and Safe Food Preparation, Food Safety Information Sources**
Food Safety Confidence and Safe Food Preparation

2010 Food & Health Survey

Food Safety Confidence

Similar to previous years, close to half of Americans (47%) rate themselves as confident in the safety of the U.S. food supply. Those who are "not very confident" is down significantly from 2009 and 2008, with an increase now seen in the "neither confident nor unconfident" category.

To what extent, if at all, are you confident in the safety of the U.S. food supply?* [Select one] (n=1024)

*Question asked since 2008.

▲ / ▼ Significant increase/decrease from year indicated

2010 Food & Health Survey
Food Safety Responsibility
When asked who they believe is responsible for food safety in the U.S., 74% of Americans believe that the government is responsible, 70% say food manufacturers, followed by farmers/producers (56%), retailers/food service (49%), and consumers/individuals (41%).

- Government: 74%
- Food manufacturers: 70%
- Farmers/producers: 56%
- Retailers/food service: 49%
- Consumers/individuals: 41%
- Livestock veterinarians: 29%
- Consumer advocacy groups: 22%

Selected 5 or more: 31%
Selected 7 or more: 12%

In general, who do you believe is responsible for food safety in the U.S.?* 
[Select all that apply] (n=1024)

Most Important Food Safety Issue Today
Americans believe that “foodborne illnesses from bacteria” is the most important food safety issue today, followed closely by “chemicals in food.”

- Foodborne illnesses from bacteria: 44% (▲ 09)
- Chemicals in food: 39% (▲ ’09)
- Imported foods: 9%
- Food allergens: 3%
- Other: 1%
- Don’t know: 5%

What, in your opinion, is the most important food safety issue today?* [Select one] (n=1024)

*Question asked since 2009.
▼ / ▲ Significant increase/decrease from year indicated
Action Based on Most Important Food Safety Issue Today

Perceived important food safety issues do not prompt behavior change for most Americans.

IF SELECTED AS MOST IMPORTANT FOOD SAFETY ISSUE:

<table>
<thead>
<tr>
<th>Issue</th>
<th>No (%)</th>
<th>Yes (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foodborne Illness</td>
<td>85</td>
<td>15</td>
</tr>
<tr>
<td>Chemicals in Food</td>
<td>84</td>
<td>16</td>
</tr>
<tr>
<td>Imported Food</td>
<td>68</td>
<td>32</td>
</tr>
</tbody>
</table>

(IF IMPORTED FOODS, FOODBORNE ILLNESS, OR CHEMICALS IN FOOD RATED MOST IMPORTANT ISSUE) Have you made any changes in the past six months as a result of information you heard or read about...? [Select one] Why?* [Open-end] (n=936)

*Question added in 2010.

General Food Safety Practices

Similar to last year, fewer Americans are performing food safety practices compared to 2008. The vast majority say they wash their hands with soap and water (89%) and wash the cutting board(s) with soap and water or bleach (78%).

- Wash my hands with soap and water: 89% ▼ '08
- Wash cutting board(s) with soap and water or bleach: 78% ▼ '08
- Cook to required temperature (such as 165 degrees F for poultry): 72% ▼ '08
- Properly store leftovers within 2 hours of serving: 72% ▼ '08
- Separate raw meat, poultry and seafood from ready-to-eat food products: 61% ▼ '08
- Use different or freshly cleaned cutting boards for each product (such as raw meat/poultry/produce): 50%
- Use a food thermometer to check the doneness of meat and poultry items: 28%
- None of the above: 4%

Selected 5 or more: 57%
Selected all 7: 17%

Which of the following actions do you perform regularly when cooking, preparing, and consuming food products?* [Select all that apply] (n=1024)

*Question asked since 2008.

2010 Food & Health Survey
### Microwave Food Safety Practices

When it comes to microwave food safety practices, the majority of Americans (87%) perform at least one microwave instruction. A few of the practices have declined from previous years.

<table>
<thead>
<tr>
<th>Instruction</th>
<th>2010 (%)</th>
<th>2008 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Follow ALL the cooking instructions</td>
<td>69%</td>
<td>69%</td>
</tr>
<tr>
<td>Flip, rotate, or stir during the microwave cooking process</td>
<td>62%</td>
<td>64%</td>
</tr>
<tr>
<td>Check food to see if it is fully heated before consuming**</td>
<td>60%</td>
<td></td>
</tr>
<tr>
<td>Check the meal package label at point of purchase to determine if the product is suitable for microwave cooking</td>
<td>54%</td>
<td></td>
</tr>
<tr>
<td>Let food stand for appropriate time after microwaving</td>
<td>47%</td>
<td>53%</td>
</tr>
<tr>
<td>Increase or decrease cooking times based on my microwave's wattage**</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>Use a food thermometer to make sure the food reaches the required temperature</td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>

Selected 5 or more: 35%  
Selected all 7: 2%

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=1024)

*Question asked since 2008.
**Modification from 2009: Added “check to see if it is fully heated before consuming” and “microwave’s wattage”

### Microwave Uses

The majority of Americans use their microwave for reheating leftovers, foods, and/or beverages – an area which also lacks instruction regarding safe practices.

<table>
<thead>
<tr>
<th>Reason</th>
<th>2010 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reheat leftovers, foods, and/or beverages</td>
<td>92%</td>
</tr>
<tr>
<td>Prepare a packaged product (e.g., popcorn, soup, frozen meal)</td>
<td>84%</td>
</tr>
<tr>
<td>Thaw frozen foods and/or beverages</td>
<td>58%</td>
</tr>
<tr>
<td>Prepare a meal from scratch</td>
<td>15%</td>
</tr>
<tr>
<td>None of the above</td>
<td>2%</td>
</tr>
</tbody>
</table>

(If have microwave) For which of the following reasons, if any, do you use your microwave? * [Select all that apply] (n=952)

*Question added in 2010.

▲ / ▼ Significant increase/decrease from year indicated
Food Safety Information Sources

Recently Used Food Safety Sources

Americans are receiving their food safety information from the media, with TV news program topping the list.

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV news program</td>
<td>43%</td>
</tr>
<tr>
<td>Internet article</td>
<td>32%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>28%</td>
</tr>
<tr>
<td>Friends/family</td>
<td>28%</td>
</tr>
<tr>
<td>Magazine article</td>
<td>25%</td>
</tr>
<tr>
<td>Food label</td>
<td>24%</td>
</tr>
<tr>
<td>Cooking shows/hosts</td>
<td>22%</td>
</tr>
<tr>
<td>Talk shows</td>
<td>21%</td>
</tr>
<tr>
<td>Grocery store, drug store, or specialty store</td>
<td>14%</td>
</tr>
<tr>
<td>Government agency/official</td>
<td>14%</td>
</tr>
<tr>
<td>Product or manufacturer communications (i.e., Web sites, advertising, etc.)</td>
<td>13%</td>
</tr>
<tr>
<td>Radio news program</td>
<td>13%</td>
</tr>
<tr>
<td>Health professional (e.g., doctor, nurse, physician assistance, pharmacist, etc.)</td>
<td>10%</td>
</tr>
<tr>
<td>Health association</td>
<td>9%</td>
</tr>
<tr>
<td>Consumer advocacy groups</td>
<td>9%</td>
</tr>
<tr>
<td>At/from schools</td>
<td>5%</td>
</tr>
<tr>
<td>None of the above</td>
<td>20%</td>
</tr>
</tbody>
</table>

In the past six months, from which of the following sources, if any, have you heard or read about food safety practices?* [Select all that apply] (n=1024)

NOTE: Responses <5% not shown

*Question added in 2010.

▲ / ▼ Significant increase/decrease from year indicated

2010 Food & Health Survey
Awareness of Food Supply Safety Practices

Four in 10 Americans (37%) are not aware of any of the food supply safety practices. Among those who are aware, improvements to packaging and standard protocols are most known.

- Improvements to packaging: 38%
- Standard protocols: 35%
- Adding preservatives/specific ingredients: 24%
- Irradiation: 18%
- High-power washing: 16%
- Ammonium hydroxide: 3%
- None of the above: 37%

Which of the following practices, if any, are you aware of that increase the safety of the food supply? * [Select all that apply] (n=1024)

*Question added in 2010.

Trusted Food Safety Sources

Government agency/officials and health professionals are the top cited trusted sources for food safety information.

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government agency/official</td>
<td>39%</td>
</tr>
<tr>
<td>Health professional (e.g., doctor, nurse, physician assistance, pharmacist, etc.)</td>
<td>36%</td>
</tr>
<tr>
<td>TV news program</td>
<td>32%</td>
</tr>
<tr>
<td>Health association</td>
<td>31%</td>
</tr>
<tr>
<td>Food label</td>
<td>26%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>24%</td>
</tr>
<tr>
<td>Dietitian</td>
<td>24%</td>
</tr>
<tr>
<td>Magazine article</td>
<td>18%</td>
</tr>
<tr>
<td>Consumer advocacy groups</td>
<td>18%</td>
</tr>
<tr>
<td>Internet article</td>
<td>18%</td>
</tr>
<tr>
<td>Friends/family</td>
<td>17%</td>
</tr>
<tr>
<td>Cooking shows/hosts</td>
<td>17%</td>
</tr>
<tr>
<td>Grocery store, drug store, or specialty store</td>
<td>16%</td>
</tr>
<tr>
<td>Radio news program</td>
<td>14%</td>
</tr>
<tr>
<td>Product or manufacturer communications (i.e., Web sites, advertising, etc.)</td>
<td>13%</td>
</tr>
<tr>
<td>Talk shows</td>
<td>12%</td>
</tr>
<tr>
<td>Ad from schools</td>
<td>8%</td>
</tr>
<tr>
<td>Cooperative extension service agent</td>
<td>7%</td>
</tr>
<tr>
<td>None of the above</td>
<td>15%</td>
</tr>
</tbody>
</table>

Which of the following sources, if any, do you trust to deliver food safety information? * [Select all that apply] (n=1024)

*Question added in 2010.

NOTE: Responses <5% not shown
Sources that Prompt Safe Food Handling Changes

Physicians and media reports are most likely to prompt safe food handling changes.

- Recommendation from physician: 58%
- Media reports: 54%
- Recommendation from dietitian: 36%
- Guidance from family/friends: 35%
- Blog or social networking site: 8%

Which of the following, if any, would prompt you to make changes about safe food handling?* [Select all that apply]  (n=1024)

*Question added in 2010.

Benefits of Packaging

Less than half of Americans view “safety” as a benefit to food packaging.

- Convenience: 55%
- Marketing: 51%
- Safety: 44%
- Taste: 29%
- Sustainability: 28%
- None of the above: 8%

Selected ALL 5: 5%

Which of the following benefits, if any, do you think the packaging for foods and beverages provide?* [Select all that apply]  (n=1024)

*Question added in 2010.
Information Sources and Influences:
Dietary Guidance and MyPyramid, Food Labeling, Purchasing Influences

Dietary Guidance and MyPyramid
Perception of Food and Health Information

Close to half of Americans continue to feel that food and health information is confusing and conflicting.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

Top 2: 45%
Bottom 2: 24% ▼ '09

To what extent do you agree or disagree with the following statements regarding food and health information?: I feel that food and health information is confusing and conflicting.* [Select one] (n=1024)

*Question asked since 2008.

Sources of Food, Nutrition, and Food Safety Information

Similar to last year, the top stated source of information that Americans use to guide their food, nutrition, and food safety practices is the food label.

<table>
<thead>
<tr>
<th>Source</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food label</td>
<td>62%</td>
</tr>
<tr>
<td>Friends/family</td>
<td>40%</td>
</tr>
<tr>
<td>Grocery store, drug store, or specialty store</td>
<td>29%</td>
</tr>
<tr>
<td>Health professional</td>
<td>28%</td>
</tr>
<tr>
<td>Internet article</td>
<td>24%</td>
</tr>
<tr>
<td>TV news program</td>
<td>19%</td>
</tr>
<tr>
<td>Magazine article</td>
<td>18%</td>
</tr>
<tr>
<td><strong>Cooking show</strong></td>
<td>17%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>12%</td>
</tr>
<tr>
<td>Product or manufacturer communications</td>
<td>9%</td>
</tr>
<tr>
<td>Health association</td>
<td>7%</td>
</tr>
<tr>
<td><strong>Talk shows</strong></td>
<td>7%</td>
</tr>
<tr>
<td><strong>Dietitian</strong></td>
<td>6%</td>
</tr>
<tr>
<td>At/from school</td>
<td>5%</td>
</tr>
</tbody>
</table>

What three sources of information do you use most often to guide your food, nutrition, and food safety practices?* [Select three] (n=1024)

**NOTE:** Responses <5% not shown

*Question asked since 2009.

**Modification from 2009: Added “Cooking show,” “Dietitian,” and “Talk show”

▲ / ▼ Significant increase/decrease from year indicated
Familiarity with MyPyramid

The majority of Americans have at least heard of MyPyramid, which is consistent with previous years.

Which of the following best describes your familiarity with the government's Food Pyramid, called MyPyramid?* [Select one] (n=1024)

- I know a lot about it: 9%
- I have a fair amount about it: 42%
- I have heard of it, but know very little about it: 34%
- I have never heard of it: 15%

*Question asked since 2006.

Sources of Contact with MyPyramid

Americans' contact with MyPyramid appears to be down compared to previous years.

- At a doctor's office or health clinic: 31% ▼ '09 '08
- In a TV, newspaper, or magazine story: 28% ▼ '09 '08
- Advertising**: 22%
- At/from a school**: 21%
- In a grocery store: 21%
- On a food or beverage package: 20% ▼ '08
- On the MyPyramid Web site: 8%
- On other products other than a food or beverage: 5%
- I have not seen any information: 30%

Where, if at all, have you seen MyPyramid information?* [Select all that apply] (n=1024)

*Question asked since 2008.

**Modification from 2009: Added "Advertising" and "At/from school"
**MyPyramid Usage**

Among those that have at least heard of MyPyramid, the majority continue to not have used it.

- Changed my diet to lose weight: 11%
- Changed my diet or my family’s diet to eat healthier based on the recommendation from MyPyramid: 11%
- Visited the MyPyramid Web site: 9%
- Used the tools on the MyPyramid Web site to plan or assess my diet: 7%
- None of the above: 71%

(If heard of) In which of the following ways, if any, have you used MyPyramid?* [Select all that apply] (n=869)

*Question asked since 2008.

---

**Familiarity with “Dietary Guidelines for Americans”**

Similar to previous years, close to three-quarters of Americans have at least heard of the “Dietary Guidelines for Americans”.

- I know a lot about them: 3%
- I know a fair amount about them: 20%
- I have heard of them, but know very little about them: 48%
- I have never heard of them: 29%

Which of the following best describes your familiarity with the “Dietary Guidelines for Americans,” which are the US government-approved, food and nutrition guidelines?* [Select one] (n=1024)

*Question asked since 2009.
Food Labeling

Information Used on the Food/Beverage Package

Similar to previous years, Americans say they are actively using the Nutrition Facts panel, the expiration date, and increasingly, the brand name.

<table>
<thead>
<tr>
<th>Information Used</th>
<th>2008</th>
<th>2007</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nutrition Facts panel</td>
<td>68%</td>
<td>66%</td>
<td></td>
</tr>
<tr>
<td>Expiration date</td>
<td>66%</td>
<td>66%</td>
<td></td>
</tr>
<tr>
<td>Brand name</td>
<td>50% ▲</td>
<td>08 '07 '06</td>
<td></td>
</tr>
<tr>
<td>Ingredients</td>
<td>47%</td>
<td>46%</td>
<td></td>
</tr>
<tr>
<td>Size of product</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nutrition content on the front of the package</td>
<td>32%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statements about nutrition benefits</td>
<td>29%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statements about health benefits</td>
<td>22%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country of origin labeling</td>
<td>15%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organic</td>
<td>14%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Allergen labeling</td>
<td>11% ▲</td>
<td>08 '07 '06</td>
<td></td>
</tr>
<tr>
<td>Health symbol or health icon</td>
<td>11%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>None of the above</td>
<td>4%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

What information do you look for on the food or beverage package when deciding to purchase or eat a food or beverage?* [Select all that apply] (n=1024)

*Question asked since 2006.
**Modification from 2008/2006: Added a blurred image and explanation of the Nutrition Facts Panel, thus trend measures cannot be made.
***Modifications from 2006: The words “or natural” were dropped from this statement in 2007, likely explaining the significant decrease in usage. ▲ / ▼ Significant increase/decrease from year indicated.
Information Used on the Nutrition Facts Panel

When asked which specific elements Americans use on the Nutrition Facts panel, calories remain at the top of the list. This year, fewer Americans look for the total fat content and sugars compared to previous years, while more Americans are looking at the sodium content.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories</td>
<td>74%</td>
<td>71%</td>
<td>72%</td>
<td>72%</td>
<td>74%</td>
</tr>
<tr>
<td>Sodium</td>
<td>63%</td>
<td>64%</td>
<td>62%</td>
<td>63%</td>
<td>63%</td>
</tr>
<tr>
<td>Total Fat</td>
<td>62%</td>
<td>62%</td>
<td>61%</td>
<td>62%</td>
<td>61%</td>
</tr>
<tr>
<td>Sugars</td>
<td>62%</td>
<td>61%</td>
<td>61%</td>
<td>61%</td>
<td>60%</td>
</tr>
<tr>
<td>Saturated Fat</td>
<td>52%</td>
<td>53%</td>
<td>53%</td>
<td>53%</td>
<td>53%</td>
</tr>
<tr>
<td>Serving size</td>
<td>52%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trans Fat</td>
<td>52%</td>
<td>53%</td>
<td>53%</td>
<td>53%</td>
<td>53%</td>
</tr>
<tr>
<td>Calories from fat</td>
<td>51%</td>
<td>51%</td>
<td>51%</td>
<td>51%</td>
<td>51%</td>
</tr>
<tr>
<td>Fiber</td>
<td>47%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of servings per package</td>
<td>46%</td>
<td>45%</td>
<td>45%</td>
<td>45%</td>
<td>45%</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>43%</td>
<td>43%</td>
<td>43%</td>
<td>43%</td>
<td>43%</td>
</tr>
<tr>
<td>Carbohydrates</td>
<td>43%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Protein</td>
<td>37%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vitamins and minerals</td>
<td>32%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Calorie from fat</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Potassium</td>
<td>14%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(If use) Which of the following information, if any, do you use on the Nutrition Facts Panel? [Select all that apply] (n=698)

*Question asked since 2007.

▲ / ▼ Significant increase/decrease from year indicated

2010 Food & Health Survey

Ingredient Information Used

The most looked-for items on the ingredients list on food and beverage packages continue to be the type of fat/oil and sweeteners. More Americans also report looking for vitamins/minerals compared to 2009.

<table>
<thead>
<tr>
<th>Item</th>
<th>2010</th>
<th>2009</th>
<th>2008</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of fat/oil</td>
<td>62%</td>
<td>57%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sweeteners</td>
<td>59%</td>
<td>60%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Natural ingredients</td>
<td>54%</td>
<td>53%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Order of ingredients on list</td>
<td>47%</td>
<td>46%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vitamins/minerals</td>
<td>43%</td>
<td>40%</td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>Artificial ingredients</td>
<td>43%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preservatives</td>
<td>41%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flavors/spices</td>
<td>29%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caffeine</td>
<td>28%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Length of ingredients list</td>
<td>22%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food colors</td>
<td>18%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ability to pronounce ingredient name(s)</td>
<td>14%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Allergens</td>
<td>14%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(If use ingredient information) What, specifically, are you looking for when it comes to using the ingredients portion of food and beverage packages? [Select all that apply] (n=479)

*Question asked since 2009.

▲ / ▼ Significant increase/decrease from year indicated

2010 Food & Health Survey
Purchasing Influences

Factors Influencing Purchasing Decision

Taste remains stable and in the highest position, followed by price, healthfulness, and convenience when it comes to factors that influence Americans’ purchasing decisions.

<table>
<thead>
<tr>
<th>Factors</th>
<th>'06</th>
<th>'07</th>
<th>'08</th>
<th>'09</th>
<th>'10</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taste</td>
<td>32%</td>
<td>53%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td>31%</td>
<td>43%</td>
<td>58%</td>
<td>56%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Healthfulness</td>
<td>34%</td>
<td>24%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Convenience</td>
<td>28%</td>
<td>28%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Question asked since 2006.

*Some impact - 4  A Great Impact - 5

How much of an impact do the following have on your decision to buy foods and beverages? [Select one] (n=1024)

▲ / ▼ Significant increase/decrease from year indicated
**Food Shopping Destination**

The vast majority of Americans conduct the bulk of their household food shopping at a supermarket/grocery store.

<table>
<thead>
<tr>
<th>Destination</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supermarket/Grocery store</td>
<td>88%</td>
</tr>
<tr>
<td>Warehouse membership club</td>
<td>4%</td>
</tr>
<tr>
<td>Discount retailer</td>
<td>4%</td>
</tr>
<tr>
<td>Local market/farmer’s market</td>
<td>2%</td>
</tr>
<tr>
<td>Specialty</td>
<td>1%</td>
</tr>
<tr>
<td>Convenience store</td>
<td>1%</td>
</tr>
</tbody>
</table>

Where does your household do the majority of its food shopping?*  
[Select all that apply] (n=1024)

*Question added in 2010.

▲ / ▼ Significant increase/decrease from year indicated

---

**Healthfulness of Food Shopping Destination**

Roughly three-quarters of Americans are satisfied with the healthfulness of products offered at their supermarket/grocery store and warehouse membership club.

**Top 2:**

<table>
<thead>
<tr>
<th>Destination</th>
<th>Somewhat satisfied</th>
<th>Extremely satisfied</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supermarket/Grocery store (n=902)</td>
<td>52%</td>
<td>21%</td>
<td>73%</td>
</tr>
<tr>
<td>Warehouse membership club (n=44)</td>
<td>49%</td>
<td>31%</td>
<td>80%</td>
</tr>
</tbody>
</table>

How satisfied are you with the healthfulness of products offered where you do the majority of your food shopping?*  
[Select one] (n=1024)

*Question added in 2010.

NOTE: Categories <4% not shown

▲ / ▼ Significant increase/decrease from year indicated

2010 Food & Health Survey
Improvements for Healthful Choices at Food Shopping Destination

Americans would like to see lower prices, more choices/better quality products, and better labels and packaging at their food shopping destination.

<table>
<thead>
<tr>
<th></th>
<th>Lower prices: 18%</th>
<th>Better labels and packaging: 14%</th>
<th>More choices/Better quality: 14%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supermarket/Grocery store (n=901)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Warehouse membership club (n=44)</td>
<td>More choices/Better quality: 21%</td>
<td>Lower prices: 16%</td>
<td>Better labels and packaging: 10%</td>
</tr>
</tbody>
</table>

What would make it easier for you to make more healthful choices where you go food shopping?* [Open-end] (n=1024)

*Question added in 2010.

▲ / ▼ Significant increase/decrease from year indicated

For more information:
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