Welcome!
Health Professional Webcast
June 29, 2011
Please dial in to the audio portion:
1-877-326-0664
Room Number: *9056779*

INTERNATIONAL FOOD INFORMATION COUNCIL FOUNDATION

2011 FOOD & HEALTH SURVEY

Consumer Attitudes Toward Food Safety, Nutrition & Health

A TRENDED SURVEY
Today’s Speakers:

• Moderator:
  – Carrie Dooher
    Director, Trends & Consumer Insights

• Presentation of the Findings:
  – Marianne Smith Edge, MS, RD, LD, FADA
    Senior Vice President, Food Safety
    and Nutrition
Today’s Speakers:

• Presentation of the Findings:

  – Wendy Reinhardt-Kapsak, RD
    Senior Director, Health & Wellness

  – Ann Bouchoux
    Senior Director of Nutrients;
    Editor of Food Insight

  – Lindsey Loving
    Senior Director, Food Ingredients & Technology
Please send all questions to: foodandhealth@ific.org

We will answer questions at the end of the webcast.

Please follow us @foodinsight, #foodinsight

A PDF copy of these slides will be available after the webcast at IFIC’s *Food & Health Survey* Resources:
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.foodinsight.org
**Methodology:**

<table>
<thead>
<tr>
<th>Methodology</th>
<th>Web Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conducted By</td>
<td>Cogent Research (Cambridge, MA)</td>
</tr>
<tr>
<td>Population*</td>
<td>Representative Sample of U.S. Adult Population (18+) on Age, Socioeconomic Profile, Race/Ethnicity, Region, and Gender</td>
</tr>
<tr>
<td>Data Collection Period</td>
<td>March 28-April 10, 2011</td>
</tr>
<tr>
<td>Sample Size (Error)</td>
<td>n=1,000 (+ 3.10 for 2011)</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.

**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) Rounding: Due to rounding conventions, please note that Top 2 and Bottom 2 may not add to 100% or respective composite score. In addition, statistical comparisons and totals on charts may not add to 100%. The discrepancy should be no more than +/- 1%.
Key Objectives & Learnings:

• Understand consumer insights about today's major food & health topics.

• Identify misinformation and lack of understanding that exist for consumers about energy balance.

• Recognize consumers' knowledge gap between the recommended 2010 Dietary Guidelines actions and actual reported behavior.
Key Themes, Consumer Perceptions, and the Purchasing Decisions

Marianne Smith Edge
Broad Takeaways:

• Consumers are increasingly concerned about the price of their food.

• While consumers say they are healthier, they are making fewer dietary changes and are less physically active.

• Consumers continue to be confused about the role calories play in their diet.

• Consumers want to know what to eat rather than what not to eat.
Factors Influencing Purchasing Decision

Taste continues to be the main driver of purchasing foods and beverages, but price continues to rise as a significant factor, followed by healthfulness and convenience. Sustainability, added in 2011, is important to about half of Americans.

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

[Scale: 1= “No impact at all” 5=“A great impact”] (n=1000)

*Question asked since 2006.
** Sustainability added in 2011.
Price Approaches Taste as Top Influencer for Americans

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

[Scale: 1= “No impact at all” 5=“A great impact”]  (n=1000)
Restaurant Ordering Considerations

Taste and price are the most important factors for Americans when deciding what to order in a restaurant.

When deciding what item to order in a restaurant, how important is each of the following factors?*

[Please rank the factors where “1” is the most important]. (n=1000)

- Taste: 69%
- Price: 61%
- Overall healthfulness: 29%
- Calories: 20%
- Appearance: 15%
- Convenience: 7%

*Question added in 2011.
Influencers of Healthful Choices During Food Shopping

Unaided, one in four Americans mention “lower prices” as the key driver in helping them make healthful choices while shopping for food.

*Question added in 2010.

What would make it easier for you to make more healthful choices where you go food shopping?* [Open-end] (n=1000)

▲ / ▼ Significant increase/decrease from year indicated
HEALTHY WEIGHT & ACTIVE LIFESTYLES
Wendy Reinhardt Kapsak

Please send all questions to: foodandhealth@ific.org
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Overall Diet
Perceptions of Diet

Compared to previous years, more Americans perceive their overall diet as being healthful ("extremely" or "somewhat"), with about half saying their diet is at least "somewhat healthful."

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=1000)

- Extremely healthful: 10% (▲ '07-'10)
- Not at all healthful: 2%
- Not very healthful: 12% (▼ '06-'10)
- Somewhat healthful: 53% (▲ '06, '10)
- Neither healthful nor unhealthful: 24%
- Neither healthful nor unhealthful: 24%

*Question asked since 2006.

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

The majority of Americans state they are making changes in their diet. However, the actual number of Americans making changes has significantly decreased from 2010.

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

[Select one] (n=1000)

- Yes 59%
- No 41%

*Question asked since 2006.

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

Americans who have made dietary changes are more apt to say they made changes to lose weight rather than maintain weight. Significantly more Americans are focused on their overall well-being than in 2010.

- To improve my overall well-being: 65% (▲ '10)
- To lose weight: 56% (▼ '10)
- To improve my physical health: 56%
- Because of a specific health condition: 32%
- To maintain my weight: 20% (▲ '08, '10)

[IF MADE DIETARY CHANGES] For which of the following reasons are you trying to improve the healthfulness of your diet?* [Select all that apply] (n=594)

*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.”

▲ / ▼ Significant increase/decrease from year indicated
Weight Management
Body Mass Index (BMI)*

Similar to CDC ranges, 30% of respondents are in the obese range, 32% are in the overweight range, 35% are in the normal range, and only 3% are in the underweight range.

<table>
<thead>
<tr>
<th></th>
<th>▲ '06, '07,'10</th>
<th>▲ '07,'08</th>
<th>▼ '08</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMI Calculation*</td>
<td>3%</td>
<td>35%</td>
<td>32%</td>
</tr>
<tr>
<td>CDC 2008</td>
<td>1%</td>
<td>32%</td>
<td>34%</td>
</tr>
</tbody>
</table>

* BMI calculated from self-reported weight and height and categorized according to U.S. Centers for Disease Control and Prevention (CDC) standards (2008).

How much do you weigh?* [Open end] (n=921)
How tall are you?* [Open end] (n=921)

▲ / ▼ Significant increase/decrease from year indicated
**Perceived and Calculated Weight Status**

The disparity observed between Americans’ perception of their weight status* and their calculated BMI** continues in 2011, with one in five with a BMI in the overweight range describing themselves as “ideal” or “underweight.”

<table>
<thead>
<tr>
<th>Perception of Weight</th>
<th>Underweight &lt;18.5 (n=25)</th>
<th>Normal 18.5-24.9 (n=323)</th>
<th>Overweight 25-29.9 (n=296)</th>
<th>Obese 30.0+ (n=276)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Underweight (n=41)</td>
<td>54%</td>
<td>8%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Ideal weight (n=349)</td>
<td>42%</td>
<td>74%</td>
<td>29%</td>
<td>5%</td>
</tr>
<tr>
<td>Overweight (n=457)</td>
<td>3%</td>
<td>17%</td>
<td>71% ▲ ’08</td>
<td>69% ▲ ’06, ’07</td>
</tr>
<tr>
<td>Extremely overweight or obese (n=75)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>26%</td>
</tr>
</tbody>
</table>

*Questions asked since 2006. Darker blue indicates accurate perception; Lighter blue indicates misperception.

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

▲ / ▼ Significant increase/decrease from year indicated
Concern with Perceived Weight Status

Americans’ concern with their weight continues to decline, with more than four in ten showing a lack of concern. Still, the majority of Americans are concerned with their weight status.

How concerned are you about your weight?* [Select one] (n=1000)

*Question asked since 2006.
** Due to rounding, chart does not equal 100%.
Significantly fewer Americans report trying to lose weight and significantly more report trying to maintain weight. In addition, more Americans report they are not doing anything regarding their weight than in previous years.

Which of the following best describes what you are currently doing regarding your weight?*

*Question asked since 2007.

[Select one] (n=1000)

- I am trying to lose weight: 43% ▼ '07-'10
- I am trying to gain weight: 5% ▲ '07
- I am trying to maintain my weight: 26% ▲ '08
- I am currently not doing anything regarding my weight: 26% ▲ '07-'10

74% ▼ '10 of Americans are doing something with regard to their weight.

▲ / ▼ Significant increase/decrease from year indicated
Satisfaction with Weight Management Progress

Fewer than half of Americans (43%) are satisfied with their progress toward losing or maintaining their weight. Still, approximately another third who are trying to lose or maintain weight appear to be indifferent regarding their progress.

[IF TRYING TO LOSE/MAINTAIN WEIGHT] Thinking about your ability to stay on track when it comes to losing/maintaining your weight, how satisfied are you with your progress?* [Select all that apply] (n=689)

*Question added in 2011.
Motivators for Taking Action to Manage Weight

Appearance and health problems are most likely to motivate Americans to take action regarding their weight.

- Appearance: 56%
- Health problem: 49%
- Doctor recommendation: 37%
- Friends and family recommendation: 22%
- Education about the role of calories in a balanced diet and their impact on weight: 15%
- Popular media: 4%
- Online community: 2%

What has, or would, motivate you to take action to lose/manage weight?*
[Select all that apply] (n=1000)

*Question added in 2011.
### Barriers to Lose/Maintain Weight

Among those who are trying to lose or maintain weight, about one in three cite not seeing results quickly, a lack of willpower, and not making enough progress as obstacles that discourage them from staying on track in their effort to lose or maintain weight.

<table>
<thead>
<tr>
<th>Obstacle</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not seeing results quickly</td>
<td>35%</td>
</tr>
<tr>
<td>Lack of will power</td>
<td>33%</td>
</tr>
<tr>
<td>Not making enough progress</td>
<td>31%</td>
</tr>
<tr>
<td>Lack of energy</td>
<td>27%</td>
</tr>
<tr>
<td>Lack of time</td>
<td>26%</td>
</tr>
<tr>
<td>Cost</td>
<td>23%</td>
</tr>
<tr>
<td>Stress</td>
<td>22%</td>
</tr>
<tr>
<td>Get bored</td>
<td>22%</td>
</tr>
<tr>
<td>Dislike of physical activity</td>
<td>16%</td>
</tr>
<tr>
<td>Don’t like the taste of foods/beverages I have to...</td>
<td>12%</td>
</tr>
<tr>
<td>Lack of support from friends/family</td>
<td>9%</td>
</tr>
<tr>
<td>Lack of knowledge</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
<tr>
<td>None/Nothing</td>
<td>15%</td>
</tr>
</tbody>
</table>

*Question changed in 2011 to include none of the above.*
Motivators to Lose/Maintain Weight

Improvement in physical appearance is cited most often by Americans as the primary motivator for trying to lose/maintain weight.

Improvement in physical appearance 51%
Increased energy 43%
Increased self-esteem 43%
Improvement in health/overall well-being 41%
Compliments from friends/family 30%
Stress relief 28%
Being a good role model (e.g., setting a good... 18%
More attention from others 15%
Tracking/recording progress 12%
Workplace wellness programs/incentives 5%
Other 1%
None/Nothing 13%

[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=689)

*Question changed in 2011 to include none of the above and workplace wellness programs.
Support Used to Lose/Maintain Weight

The majority of those who report attempting to lose or maintain weight are not seeking support from others to help them manage their weight.

None/Haven’t used anything 58%
Created a buddy system (friends, family, and co-workers who workout with you) 19%
Saw a medical professional 14%
Sought the help of a virtual support group (Blog, Facebook, online community) 8%
Saw a registered dietitian 6%
Consulted a personal trainer 4%
Other 5%

*Question added in 2011.*
Calories and Energy Balance
Calorie Sources and Weight Gain

Although Americans are most apt to believe that calorie imbalance (more in vs. out) leads to weight gain (40%), an additional quarter are unsure and the remainder cite other nutrients.

- Calories consumed being higher than calories burned is what causes weight gain: 40%
- Calories from fats are most likely to cause weight gain: 14%
- Calories from sugars are most likely to cause weight gain: 11%
- Calories from carbohydrates are most likely to cause weight gain: 9%
- Calories from protein are most likely to cause weight gain: 2%
- Not sure: 24%

Which of the following statements do you agree with regarding the relationship between calories and weight gain?* [Select one] (n=1000)

*Responses changed in 2011.
Knowledge of Calories Per Day

When asked to estimate the number of calories that should be consumed in an average day, one-third of Americans are unaware or unable to provide a response. Only one in ten estimate correctly; over half provide a response but estimate 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=1000)


** Modification in 2008 to 2010: “And physical activity” was added to the question. Definitions of physical activity levels were provided.

▲ / ▼ Significant increase/decrease from year indicated
Many Americans do not know how many calories they consume or how many they burn each day. Americans appear to be more confused regarding how many calories they burn. Among those who believe they know either or both, Americans estimate they consume more calories than they burn.

<table>
<thead>
<tr>
<th>Calories consumed</th>
<th>Calories burned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t Know</td>
<td></td>
</tr>
<tr>
<td>49% ▲ ’10</td>
<td>60% ▲ ’10</td>
</tr>
<tr>
<td>1000 or less</td>
<td></td>
</tr>
<tr>
<td>10% ▲ ’10</td>
<td>24% ▼ ’10</td>
</tr>
<tr>
<td>1001-1500</td>
<td></td>
</tr>
<tr>
<td>14% ▼ ’10</td>
<td>6%</td>
</tr>
<tr>
<td>1501-2000</td>
<td></td>
</tr>
<tr>
<td>14% ▼ ’10</td>
<td>5% ▼ ’10</td>
</tr>
<tr>
<td>2001-2500</td>
<td></td>
</tr>
<tr>
<td>7% ▼ ’10</td>
<td>2%</td>
</tr>
<tr>
<td>More than 2500</td>
<td></td>
</tr>
<tr>
<td>6% ▼ ’10</td>
<td>3%</td>
</tr>
<tr>
<td>Mean (excludes outliers**)</td>
<td></td>
</tr>
<tr>
<td>1,701 ▼ ’10</td>
<td>1,072</td>
</tr>
</tbody>
</table>

And how many calories would you say you consumed yesterday?* [Open-end] (n=1000)

On average, how many calories do you think you “burn”/use per day? [Open-end] (n=1000)

*Question changed in 2011 from: “Now, on average, how many calories do you think you actually consume per day?”

** Outliers: Responses of 5000 or more have been excluded.

▲ / ▼ Significant increase/decrease from year indicated
Daily Effort to Balance Calories Consumed and Burned

A majority of Americans make no attempt to consciously monitor the balance of calories they consume and expend in a day. The number of Americans doing this “not at all” has increased significantly since 2010.

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=1000)

*Question added in 2010.

▲ / ▼ Significant increase/decrease from year indicated
Making Calorie Tracking Easier

Americans report an interest in receiving more information on “how many calories different activities burn” to help keep them track calories. Americans also report “calories on menus” and “calories on front of food labels” as being helpful to track calories consumed. Americans also recognize that “planning ahead” could be beneficial.

Knowing how many calories different types of activities burn 47%  
Calories on menus 34%  
Calories on front of food labels 32%  
Planning your meals and snacks in advance 29%  
Planning my activity/exercise in advance 22%  
Websites 16%  
Mobile applications 12%  
Other 1%

What would make it easier for you to keep track of the number of calories you consume or burn in a day?*  
[Select all that apply] (n=1000)

*Question added in 2011.
Physical Activity
Perceived Physical Activity Level

Despite that over half of Americans are active, less than one in ten Americans say they are vigorously active. Nearly as many Americans say they are sedentary as those who say they are moderately active.

On average, which of the following best describes your level of physical activity?  [Select one] * (n=1000)

- **Vigorously Active**: 8%
- **Moderately Active**: 49%
- **Sedentary**: 43%

*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.).

▲ / ▼ Significant increase/decrease from year indicated

57%▼ ’10 of Americans are active

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Motivators for Being Physically Active

The primary drivers of physical activity continue to be weight management and appearance.

- **Lose or maintain weight**: 25% (▼ ’10)
- **Improve appearance**: 24%
- **Avoid or manage health conditions**: 20%
- **Improve athletic performance and/or strength**: 9%
- **Improve mood**: 9%
- **Improve focus**: 7% (▲ ’10)
- **Gain weight**: 3%

[IF VIGOROUSLY OR MODERATELY ACTIVE] Which of the following is your main motivation for being physically active?* [Select one] (n=570)

*Question added in 2010.

▲ / ▼ Significant increase/decrease from year indicated
**Percentage Meeting HHS Physical Activity Guidelines**

As in 2010, less than one-quarter of Americans currently meet U.S. Department of Health & Human Services Physical Activity Guidelines, which is driven by one in four who report being sedentary and most active Americans not including strength training in their routines.

<table>
<thead>
<tr>
<th>NET: MEETS HHS GUIDELINES</th>
<th>HHS guidelines (n=1000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NET: MEETS HHS GUIDELINES</td>
<td>18% ▼ ’10</td>
</tr>
<tr>
<td>Moderately Active</td>
<td>14%</td>
</tr>
<tr>
<td>Vigorously Active</td>
<td>4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NET: DOES NOT MEET HHS GUIDELINES</th>
<th>82% ▲ ’10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sedentary</td>
<td>43% ▲ ’10</td>
</tr>
<tr>
<td>Moderately Active</td>
<td>35%</td>
</tr>
<tr>
<td>Vigorously Active</td>
<td>4% ▲ ’10</td>
</tr>
</tbody>
</table>

**Meet 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
Barriers to Physical Activity

There is no one factor preventing Americans from being or staying physically active. Lack of energy, will power, time, and not seeing quick results are cited most frequently.

Which of the following discourages you from being physically active or staying on track with your exercise routine?* [Select all that apply] (n=1000)

- Lack of energy: 36%
- Lack of will power: 31%
- Lack of time: 27%
- Not seeing results quickly: 27%
- Get bored: 24%
- Not making enough progress: 22%
- Dislike of physical activity: 18%
- Cost of equipment or gym membership: 17%
- Not having someone to work out with: 16%
- Lack of knowledge of what to do: 10%
- Lack of support from friends/family: 8%

*Question added in 2011.
Motivators For Staying Physically Active

Motivators for staying physically active include improving physical appearance, increasing energy, and improving overall health and well-being.

- Improvement in physical appearance: 50%
- Increased energy: 47%
- Improvement in health/overall well-being: 47%
- Increased self-esteem: 40%
- Stress relief: 36%
- Compliments from friends/family: 26%
- Being a good role model: 17%
- More attention from others: 15%
- Tracking/recording progress and improvements in fitness: 10%

In your effort to stay physically active and exercise, which of the following encourages you to stay on track?* [Select all that apply] (n=1000)

*Question added in 2011.
DIETARY COMPONENTS

Ann Bouchoux

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Dietary Components: Fats
Trying to Limit Fats

Among the 71% of Americans trying to limit fat consumption, the majority are focused on saturated fats.

71% of Americans are trying to limit some type(s) of fat

29% of Americans are not trying to limit any type(s) of fat

Which of the following are you trying to limit?* [Select all that apply] (n=1000)

*Question added in 2011.
Fats Considered Healthful

While nearly one in five Americans say they do not consider any fats to be healthful, at least half consider fish oils and omega-3 fatty acids healthful. Very few name the healthful poly- and monounsaturated fats.

Which of the following types of fat or fatty acids do you consider to be healthful?*

[Select all that apply] (n=1000)

*Question added in 2011.
Knowledge of Solid Fats

Less than 1% of Americans correctly named the six fats considered to be solid according to the 2010 Dietary Guidelines for Americans; nearly half are not willing to venture a guess.

Which of the following is a solid fat?* [Select all that apply] (n=1000)

- Animal fats: 34%
- Saturated fats: 23%
- Trans fats: 17%
- Hydrogenated oils: 11%
- Partially hydrogenated oils: 8%
- Polyunsaturated fats: 7%
- Vegetable oils: 6%
- Monounsaturated fats: 6%
- Fish oils: 3%
- Tropical oils: 3%
- Omega-3 fatty acids: 3%
- Omega-6 fatty acids: 3%

Don't know enough to provide an answer: 46%

*Question added in 2011.
Dietary Components: Carbohydrates & Sugars
Trying to Limit Carbohydrates and Sugars

Nearly three-quarters of Americans are making a change regarding carbohydrates. More than half of Americans say they are trying to limit sugars.

73% of Americans are trying to limit some type(s) of carbohydrates

- Sugars: 56%
- High fructose corn syrup: 44%
- Refined carbohydrates: 24%
- Complex carbohydrates: 17%

27% of Americans are not trying to limit any type(s) of carbohydrates

- None of the above: 27%

Which of the following are you trying to limit?:* [Select all that apply] (n=1000)

*Question changed in 2011.
### Perceptions of Sugar

When given a list of accurate statements regarding sugars, Americans are most apt to agree that moderate amounts of sugar can be part of an overall healthful diet.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moderate amounts of sugar can be part of an overall healthful diet</td>
<td>52%</td>
</tr>
<tr>
<td>People with diabetes can include some foods with sugar as part of their total diet</td>
<td>36%</td>
</tr>
<tr>
<td>It is not necessary to completely eliminate sugar from your diet in order to lose weight</td>
<td>32%</td>
</tr>
<tr>
<td>High fructose corn syrup, sugars, and honey are similar and are used by the body in the same way</td>
<td>28%</td>
</tr>
</tbody>
</table>

79% of Americans agree with at least one statement about sugar.

21% of Americans do not agree with any statements about sugar.

As far as you know, which of the following statements, if any, are true?* [Select all that apply] (n=1000)

*Question changed in 2011 to include HFCS statement.
Dietary Components: Sodium
Concern with Amount of Sodium

There has been no change since 2010 in Americans’ concern about the amount of sodium in their diet; about half of Americans are concerned.

53% of Americans are concerned about the amount of sodium consumed

- Extremely concerned: 18%
- Not at all concerned: 11%
- Not very concerned: 13%
- Neither concerned nor unconcerned: 23%
- Somewhat concerned: 35%

How concerned are you, if at all, with the amount of sodium in your diet?* [Select one] (n=1000)

*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 remain canned soup, snacks, and canned vegetables.

<table>
<thead>
<tr>
<th>Do NOT purchase reduced sodium products</th>
<th>40%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OF THOSE WHO PURCHASE REDUCED SODIUM PRODUCTS</strong> (n=601)</td>
<td></td>
</tr>
<tr>
<td>Canned soup</td>
<td>54%</td>
</tr>
<tr>
<td>Snacks like chips, crackers</td>
<td>44%</td>
</tr>
<tr>
<td>Canned vegetables</td>
<td>43%</td>
</tr>
<tr>
<td>Lunch meat/hot dogs/bacon</td>
<td>36%</td>
</tr>
<tr>
<td>Spreads (butter/margarine, mayonnaise)</td>
<td>33%</td>
</tr>
<tr>
<td>Cheese</td>
<td>32%</td>
</tr>
<tr>
<td>Frozen meals</td>
<td>29%</td>
</tr>
<tr>
<td>Beverages</td>
<td>28%</td>
</tr>
<tr>
<td>Sauces (pasta sauce, gravy)</td>
<td>27%</td>
</tr>
<tr>
<td>Ready-to-eat cereal</td>
<td>26%</td>
</tr>
<tr>
<td>Condiments (e.g., ketchup, soy sauce)</td>
<td>26%</td>
</tr>
<tr>
<td>Fresh meat, poultry, fish</td>
<td>24% ▼ ’10</td>
</tr>
<tr>
<td>Bread/rolls</td>
<td>23%</td>
</tr>
<tr>
<td>Pizza</td>
<td>21% ▲ ’10</td>
</tr>
<tr>
<td>Restaurant menu items and meals</td>
<td>19% ▲ ’10</td>
</tr>
<tr>
<td>Packaged/canned pasta or rice products</td>
<td>19%</td>
</tr>
<tr>
<td>Pancakes/waffles</td>
<td>16%</td>
</tr>
<tr>
<td>Cakes/brownies/muffins/cookies</td>
<td>15% ▲ ’10</td>
</tr>
</tbody>
</table>

*Question added in 2010.

▲ / ▼ Significant increase/decrease from year indicated
**Interest in Statements about Sodium**

As in 2010, roughly half of all Americans are interested in learning about the various sodium topics.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Somewhat interested '10</th>
<th>Extremely interested '10</th>
<th>Extremely+ Somewhat Interested (Top 2):</th>
</tr>
</thead>
<tbody>
<tr>
<td>The amount of sodium I should be consuming</td>
<td>33%</td>
<td>25%</td>
<td>58%</td>
</tr>
<tr>
<td>How sodium can negatively impact my health</td>
<td>34%</td>
<td>22%</td>
<td>56%</td>
</tr>
<tr>
<td>Which foods and beverages contribute the most and least amounts of sodium to my overall diet</td>
<td>34%</td>
<td>21%</td>
<td>55%</td>
</tr>
<tr>
<td>How sodium can benefit my health</td>
<td>35%</td>
<td>20%</td>
<td>55%</td>
</tr>
<tr>
<td>What types of people should be concerned with sodium intake</td>
<td>30%</td>
<td>19%</td>
<td>50%</td>
</tr>
</tbody>
</table>

*How interested, if at all, would you be in learning about the following topics?* [Select one] (n=1000)

*Question added in 2010.*

▲ / ▼ Significant increase/decrease from year indicated
Dietary Components: Protein
Perceptions of Protein

Two-thirds of Americans believe that protein helps build muscle. When examples were provided, two-thirds of Americans agreed that protein is found in animal sources (60%) and close to half agreed it is found in plant sources (47%), a significant increase from 2010 (28%).

As far as you know, which of the following statements, if any, accurately describe protein? [Select all that apply] (n=1000)

- Protein helps build muscle: 65%
- Protein is found in animal sources (meat, poultry, eggs, seafood, dairy): 60%
- Protein is found in plant sources (soy products, beans & peas, nuts, seeds): 47% ▲ ’10
- Protein helps people feel full: 39%
- Protein is especially beneficial as people age: 39%
- High-protein diets can help with weight loss: 34%
- None of the above: 12% ▲ ’10

*Response wording changed in 2011 to include examples.
Consumption Trend: Protein

Fewer Americans are trying to consume more protein in 2011 compared to 2010. As in 2010, however, the majority are not trying to change the amount of protein they consume.

![Pie chart showing consumption trends for protein]

- Trying to consume more: 39%
- Trying to consume less: 9%
- Neither: 52%

Please indicate whether you are trying to consume more or less protein* [Select one] (n=990)

*Question language updated in 2011, prior question text: Please indicate whether you are trying to consume more or less of the following. Protein.

▲ / ▼ Significant increase/decrease from year indicated
Dietary Components:
Foods with Other Health & Wellness Benefits
Perception of Impact of Fortified Foods and Foods With Added Benefits on Health

The majority of Americans believe that fortified foods and foods with added benefits have at least some impact on overall health.

“Forfication is the addition of one or more essential nutrients to a food, whether or not it is normally contained in the food. Similar to fortified foods, some foods may contain added beneficial ingredients or components that may be used to provide additional health benefits that would not otherwise be present in a comparable food.”

How much of an impact do you think fortified foods or foods with added benefits have on your overall health?*

[Select one] (n=1000)

*Question added in 2011.
Impact of Fortified Foods or Presence of Added Beneficial Components on Purchase Decision

The majority of Americans (80%) believe that fortification/foods with added benefits plays at least some role in their food purchasing behavior.

To what extent does the fact that a food or beverage is fortified or contain added beneficial components impact your decision to purchase it?* [Select one] (n=1000)

*Question added in 2011.
Four out of five Americans purchase a variety of foods and beverages specifically because of an added benefit or fortification.

- Milk: 51%
- Juices: 46%
- Eggs: 43%
- Yogurt: 40%
- Ready-to-eat cereals: 39%
- Pasta: 31%
- Baked goods: 26%
- Bars: 25%
- Frozen meals: 22%
- Soft margarine spreads: 22%
- Flour: 14%
- Soy products: 9%
- None of the above: 20%

*Question added in 2011.*
Dietary Components: Low-Calorie Sweeteners
Perceptions of Statements About Low-Calorie Sweeteners

Approximately one-third of Americans agree that low-calorie sweeteners offer potential benefits for health. However, consumers increasingly report a lack of knowledge about low-calorie sweeteners.

*Low-calorie sweeteners.* . .

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
<th>Change ('09-'10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are an option for people with diabetes</td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>Can play a role in weight loss or weight management</td>
<td>29%</td>
<td>▼</td>
</tr>
<tr>
<td>Can reduce the calorie content of foods</td>
<td>29%</td>
<td>▼</td>
</tr>
<tr>
<td>Can be part of an overall healthful diet</td>
<td>24%</td>
<td>▼</td>
</tr>
<tr>
<td>Are reviewed for safety by the federal government before being approved for use in foods and beverages</td>
<td>21%</td>
<td>▼</td>
</tr>
<tr>
<td>Offer a potentially useful option to help reduce children’s calorie intake from foods and beverages</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>None of the above</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Don’t know enough about them to provide an answer</td>
<td>34%</td>
<td>▲</td>
</tr>
</tbody>
</table>

Which of the following statements, if any, do you agree with regarding low-calorie/artificial sweeteners?*

*Question asked since 2009.

▲ / ▼ Significant increase/decrease from year indicated.
Dietary Components: Caffeine
Caffeine Consumption

As in 2010, the majority of Americans say they consume caffeine in moderation.

Which of the following statements best describes your level of caffeine consumption?* [Select one] (n=1000)

- I consume caffeine in moderation 69%
- I consume more caffeine than the average person 20%
- I have eliminated caffeine from my diet 11%

*Question asked since 2008.

▲ / ▼ Significant increase/decrease from year indicated
Perceptions of Statements About Caffeine

More than half of Americans agree with caffeine’s ability to help you wake up/stay awake, and nearly half agree that caffeine can help increase energy and can be part of an overall healthful diet.

- Caffeine can help you to wake up/stay awake: 54% ▼ '08-'10
- Caffeine can help increase energy: 46%
- Moderate amounts can be part of a healthful diet: 42% ▼ '09
- Caffeine can help improve performance on mental tasks: 28%
- Caffeine can help to relieve headaches: 28% ▼ '08
- Caffeine may reduce the risk of brain and/or nerve diseases, such as Alzheimer’s and Parkinson’s: 17% ▲ ’09, ’10
- Caffeine-containing beverages can help hydration (daily water intake): 13% ▲ ’10
- Caffeine can help optimize athletic performance: 12% ▲ ’09
- None of the above: 18% ▲ ’08-'10

Which of the following statements are true, if any, as they relate to caffeine?* [Select all that apply] (n=1000)

*Question asked since 2009.

▲ / ▼ Significant increase/decrease from year indicated
Dietary Components: Food Additives
Food Color Statements: Regulation

More than half of Americans believe that food colors have to be labeled on food packaging, with nearly half agreeing that they are reviewed and approved by the government.

Which of the following statements, if any, do you believe are true regarding food colors?*

[Select all that apply] (n=1000)

- Both natural and artificial food colors must be labeled on food and beverage packages: 56%
- Food colors must be reviewed and approved by the U.S. government before being added to food products: 42%
- Most government and health authorities say there is no link between food colors and hyperactivity in children: 18%
- None of the above: 25%

*Question added in 2011.
FOOD TECHNOLOGY AND SUSTAINABILITY

Lindsey Loving

Please send all questions to: foodandhealth@ific.org
Please follow us @foodinsight, #foodinsight
Benefits of Modern Food Production

*Six in ten Americans believe they have benefited from modern food production.*

Do you believe you have benefited from modern food production and processing (such as pasteurizing, fermenting, drying, freezing, fortification, canning, etc.)?* [Select one] (n=1000)

*Question added in 2011.*
Benefits of Modern Food Production

Of those Americans believing they have benefited from modern food production, improved safety and freshness are the benefits cited most often.

- Improved food safety: 29%
- Food that stays fresher longer: 22%
- Improved health/nutrition: 13%
- Convenience: 10%
- Increased availability: 9%
- Affordability: 7%
- Variety/choice: 5%
- Better taste: 4%
- None of the above: 1%

[IF YES] What aspect of modern food production and processing (such as pasteurizing, fermenting, drying, freezing, fortification, canning, etc.) do you feel you have benefited from the most?* [Select one] (n=610)

*Question added in 2011.
Benefits of Modern Food Technology

More than four in ten Americans believe that advances in modern food technology have provided, or will provide, future benefits for themselves and their families.

Do you believe advances in modern food technology (such as plant and livestock breeding, crop protection, and improved scientific techniques like food biotechnology) have provided or will provide future benefits for you and your family?*

[Select one] (n=1000)

*Question added in 2011
** Due to rounding, chart does not equal 100%.
Benefits of Modern Food Technology

Of those who say they have or will benefit from modern food technology, three in ten (29 percent) say the greatest benefit is the ability to “produce more food using less land” and one quarter say to “preserve our natural resources.”

- Produce more food using less land: 29%
- Preserve our natural resources: 25%
- Improve nutrition: 20%
- Reduce pesticide use: 17%
- Improve taste: 7%

[IF YES] In your opinion, what is the greatest benefit of modern food technology (such as advances in plant and livestock breeding, crop protection, and improved scientific techniques like food biotechnology)?*

[Select one] (n=426)

*Question added in 2011.
Awareness of Sustainability

Nearly six in ten (58%) Americans have read or heard at least “a little” about sustainability in food production.

How much have you read or heard about the concept of sustainability in food production?* [Select one] (n=1000)

- Nothing at all: 41%
- Some: 26%
- A little: 27%
- A lot: 5%

*Question added in 2011.
** Due to rounding, chart does not equal 100%.
Important Aspects of Sustainability

Americans see “ensuring a sufficient food supply” as the most important aspect of sustainability, with more than one quarter ranking this aspect first.

- Ensuring a sufficient food supply for the growing global population: 28% (19% ranked #1)
- Reducing the amount of pesticides used to produce food: 19% (26% ranked #1)
- Maximum food output with minimal use of natural resources: 14% (27% ranked #1)
- Optimal land and water use and efficiency: 14% (26% ranked #1)
- Less food and energy waste: 7% (30% ranked #1)
- Recyclable packaging: 4% (27% ranked #1)
- Fewer food miles (that is, shorter distance from farm to point of purchase): 6% (22% ranked #1)
- Lower carbon footprint: 3% (13% ranked #1)

58% of Americans say that sustainability is important to them.

Please rank the top three aspects of sustainability in order of importance to you?* [Select all that apply] (n=587)

*Question added in 2011.
FOOD SAFETY
Marianne Smith Edge

Please send all questions to: foodandhealth@ific.org
Please follow us @foodinsight, #foodinsight
Most Important Food Safety Issue Today

Foodborne illness from bacteria remains the most important food safety issue.

What, in your opinion, is the most important food safety issue today?* [If chemicals specify open end]
[Select one] (n=1000)

- Foodborne illnesses from bacteria: 50%
- Imported foods: 15%
- Chemicals in food: 9%
- Food allergens: 8%
- Other: 2%
- Don’t know: 16%

*Question asked since 2009.

** Question changed in 2011 by removing examples in the parentheticals for “chemicals in food” and “foodborne illnesses from bacteria.”
Food Safety Confidence

About half of Americans 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?* [Select one] (n=1000)

*Question asked since 2008.
** Due to rounding, chart does not equal 100%.

▲ / ▼ Significant increase/decrease from year indicated
General Food Safety Practices

Across most actions asked about, fewer Americans report performing food safety practices on a regular basis compared to previous years.

<table>
<thead>
<tr>
<th>Action</th>
<th>2011</th>
<th>2008</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wash my hands with soap and water</td>
<td>79%</td>
<td>▼ 71%</td>
<td>'08-'10</td>
</tr>
<tr>
<td>Wash cutting board(s) with soap and water or bleach</td>
<td>71%</td>
<td>▼ 68%</td>
<td>'08-'10</td>
</tr>
<tr>
<td>Cook to required temperature (such as 165°F for poultry)</td>
<td>68%</td>
<td>▼ 68%</td>
<td>'08</td>
</tr>
<tr>
<td>Properly store leftovers within 2 hours of serving</td>
<td>68%</td>
<td>▼ 62%</td>
<td>'08</td>
</tr>
<tr>
<td>Separate raw meat, poultry and seafood from ready-to-eat food products</td>
<td>62%</td>
<td>▼ 51%</td>
<td>'08</td>
</tr>
<tr>
<td>Use different or freshly-cleaned cutting boards for each product</td>
<td>51%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use a food thermometer to check the doneness of meat and poultry items</td>
<td>29%</td>
<td>▲ 8%</td>
<td>'09-'10</td>
</tr>
<tr>
<td>None of the above</td>
<td>8%</td>
<td>▲ 8%</td>
<td>'08-'10</td>
</tr>
</tbody>
</table>

Which of the following actions do you perform regularly when cooking, preparing, and consuming food products?*

*Question asked since 2008.

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

73% of Americans get their food safety information from media sources.

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV or radio news program</td>
<td>39%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>23%</td>
</tr>
<tr>
<td>Cooking shows/hosts</td>
<td>22%</td>
</tr>
<tr>
<td>Internet article</td>
<td>20%</td>
</tr>
<tr>
<td>Talk shows</td>
<td>19%</td>
</tr>
<tr>
<td>Magazine article</td>
<td>17%</td>
</tr>
<tr>
<td>Public service announcement or ad campaign on TV or radio</td>
<td>12%</td>
</tr>
<tr>
<td>Blog or social networking site (e.g., Twitter, Facebook, etc.)</td>
<td>4%</td>
</tr>
<tr>
<td>Food label</td>
<td>27%</td>
</tr>
<tr>
<td>Friends/family</td>
<td>27%</td>
</tr>
<tr>
<td>Government official/public agency</td>
<td>15%</td>
</tr>
<tr>
<td>Grocery store, drug store, or specialty store</td>
<td>15%</td>
</tr>
<tr>
<td>Health association</td>
<td>9%</td>
</tr>
<tr>
<td>Consumer advocacy groups</td>
<td>8%</td>
</tr>
<tr>
<td>Product or manufacturer communications (i.e., website, advertising, etc.)</td>
<td>8%</td>
</tr>
<tr>
<td>Medical professional (e.g., doctor, nurse, physician assistance, pharmacist, etc.)</td>
<td>7%</td>
</tr>
<tr>
<td>At/from schools</td>
<td>4%</td>
</tr>
<tr>
<td>Church/faith based group</td>
<td>3%</td>
</tr>
<tr>
<td>Cooperative extension service agent</td>
<td>3%</td>
</tr>
<tr>
<td>Livestock veterinarians</td>
<td>3%</td>
</tr>
<tr>
<td>Registered dietitian</td>
<td>2%</td>
</tr>
<tr>
<td>Community leader</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</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=1000)

*Question changed in 2011.
# Trusted Food Safety Sources

Americans trust government officials as the primary source for food safety information. However, when media sources are considered together, over half of Americans trust these sources for food safety information.

<table>
<thead>
<tr>
<th>Source</th>
<th>Trust (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV or radio news program</td>
<td>23%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>18%</td>
</tr>
<tr>
<td>Public service announcement or ad campaign on TV or radio</td>
<td>18%</td>
</tr>
<tr>
<td>Cooking shows/host</td>
<td>17%</td>
</tr>
<tr>
<td>Internet article</td>
<td>15%</td>
</tr>
<tr>
<td>Magazine article</td>
<td>15%</td>
</tr>
<tr>
<td>Talk shows</td>
<td>9%</td>
</tr>
<tr>
<td>Blog or social networking site (e.g., Twitter, Facebook, etc.)</td>
<td>4%</td>
</tr>
<tr>
<td>Government official/public agency</td>
<td>33%</td>
</tr>
<tr>
<td>Health association</td>
<td>32%</td>
</tr>
<tr>
<td>Medical professional (e.g., doctor, nurse, physician assistance, pharmacist, etc.)</td>
<td>29%</td>
</tr>
<tr>
<td>Food label</td>
<td>29%</td>
</tr>
<tr>
<td>Registered dietitian</td>
<td>24%</td>
</tr>
<tr>
<td>Friends/family</td>
<td>22%</td>
</tr>
<tr>
<td>Consumer advocacy groups</td>
<td>17%</td>
</tr>
<tr>
<td>Grocery store, drug store, or specialty store</td>
<td>15%</td>
</tr>
<tr>
<td>Product or manufacturer communications (i.e., website, advertising, etc.)</td>
<td>12%</td>
</tr>
<tr>
<td>Cooperative extension service agent</td>
<td>9%</td>
</tr>
<tr>
<td>Livestock veterinarians</td>
<td>8%</td>
</tr>
<tr>
<td>At/from schools</td>
<td>6%</td>
</tr>
<tr>
<td>Church/faith based group</td>
<td>5%</td>
</tr>
<tr>
<td>Community leader</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
</tbody>
</table>

*Question change in 2011.

55% cite at least one media source
2011 FOOD & HEALTH SURVEY

Understanding Where Consumers Get the Information

Marianne Smith Edge

Please send all questions to: foodandhealth@ific.org
Please follow us @foodinsight, #foodinsight
Sources of Food Information

Americans most often cite the nutrition facts panel as the primary source for food and nutrition information. However, when media sources are considered together, two-thirds of Americans look to media sources for food and nutrition information.

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet article</td>
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<tr>
<td>Cooking shows/hosts</td>
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</tr>
<tr>
<td>TV or radio news program</td>
<td>18%</td>
</tr>
<tr>
<td>Magazine article</td>
<td>17%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>10%</td>
</tr>
<tr>
<td>Talk shows</td>
<td>7%</td>
</tr>
<tr>
<td>Public service announcement or ad campaign on TV or radio</td>
<td>4%</td>
</tr>
<tr>
<td>Blog or social networking site (e.g., Twitter, Facebook, etc)</td>
<td>3%</td>
</tr>
<tr>
<td>Food label</td>
<td>59%</td>
</tr>
<tr>
<td>Friends/family</td>
<td>38%</td>
</tr>
<tr>
<td>Medical professional (e.g., doctor, nurse, physician assistant, pharmacist, etc)</td>
<td>28%</td>
</tr>
<tr>
<td>Grocery store, drug store, or specialty store</td>
<td>28%</td>
</tr>
<tr>
<td>Health association</td>
<td>11%</td>
</tr>
<tr>
<td>Registered dietitian</td>
<td>9%</td>
</tr>
<tr>
<td>Product or manufacturer communications (i.e., Web sites, advertising, etc)</td>
<td>8%</td>
</tr>
<tr>
<td>Government official/agency</td>
<td>4%</td>
</tr>
<tr>
<td>At/from schools</td>
<td>3%</td>
</tr>
<tr>
<td>Church/faith based group</td>
<td>3%</td>
</tr>
<tr>
<td>Consumer advocacy groups</td>
<td>3%</td>
</tr>
<tr>
<td>Cooperative extension service agent</td>
<td>2%</td>
</tr>
<tr>
<td>Community leader</td>
<td>1%</td>
</tr>
<tr>
<td>Livestock veterinarian</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
</tbody>
</table>

68% cite at least one media source

What three sources of information do you use most often to guide your food and nutrition practices?* [Select three] (n=1000)

*Question changed in 2011.
Resources Used to Improve Healthfulness of Diet

Among Americans who have made dietary modifications, about one in three Americans continue to turn to “family/friends support.” However, just as many say they have not turned to any resource.

- Family/friends support: 36% ▲ ’09
- Weight loss plan: 20%
- Medical professional: 20% ▲ ’10
- A food diary or other means to track daily food/beverage intake: 20%
- Online support group, blog, or other online community: 12%
- Registered Dietitian: 4%
- Other: 6%
- I have not used any resources to help improve the healthfulness of my diet: 36%

[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=594)

*Response wording regarding medical professionals and registered dietitians updated in 2011.

▲ /▼ Significant increase/decrease from year indicated
Familiarity with “Dietary Guidelines for Americans”

Eight in ten Americans say they have heard at least something about the Dietary Guidelines for Americans.

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=1000)

- I have never heard of them
  - 19%
  - ▼ '09, '10

- I have heard of them, but know very little about them
  - 49%

- I know a fair amount about them
  - 27%
  - ▲ '09, '10

- I know a lot about them
  - 5%
  - ▲ ‘10

*Question added in 2009.

▲ / ▼ Significant increase/decrease from year indicated
Sources of Contact with Dietary Guidelines

Three fourths of Americans believe they have seen some information about the Dietary Guidelines for Americans, citing a wide range of sources.

74% of Americans have seen information on the Dietary Guidelines in at least one location

26% of Americans have not seen information on the Dietary Guidelines in any location

Where, if at all, have you seen Dietary Guidelines information?* [Select all that apply] (n=1000)

- On a food or beverage package: 27%
- In a TV, newspaper, or magazine story: 27%
- At a doctor’s office or health clinic: 26%
- In a grocery store: 23%
- Advertising: 18%
- On the MyPyramid website: 11%
- At/from a school: 10%
- On other products other than a food or beverage: 7%
- I have not seen any information: 26%

NOTE: Responses <5% not shown

*Question added in 2011.
Awareness of Educational Programs

Very few Americans say they can name any specific program aside from MyPyramid and the Dietary Guidelines for Americans that provide information focused on helping families learn about healthy living.

Aside from the MyPyramid and the “Dietary Guidelines for Americans,” are you familiar with any other initiatives from government, nonprofits, or corporations focused on helping families learn about healthy living?* [Select one] (n=1000)

*Question added in 2011.
Consumer Messaging

Over 60 percent of Americans would rather hear positive messages about what to eat, rather than negative messages regarding what not to eat.

To what extent do you agree or disagree with the following statement regarding food and health information? I am more interested in hearing about what TO eat, rather than what NOT to eat * [Select one] (n=1000)

*Question last asked in survey in 2009.
** Due to rounding, chart does not equal 100%.

▲ / ▼ Significant increase/decrease from year indicated
Our Call To Action:

- WE need to understand where consumers are.
- When we communicate to consumers, WE have to start where they are, not where we are.
- WE need to become a more frequently used and trusted source.
- It goes back to consistent, positive messaging that will motivate consumers to change.

WE need to be part of the SOLUTION.
Questions and Answers:
foodandhealth@IFIC.org
IFIC Foundation and 2011 Food & Health Survey Resources:

• The Executive Summary & Full Report are available at: www.foodinsight.org

• Twitter hashtag: #foodinsight
CPE Credit:

At the conclusion of this web cast, Registered Dietitians can download a Certificate of Completion for 1.5 CDR Continuing Professional Education credits at:

Upcoming IFIC Foundation Webcasts:

**July 13th, 2-3 pm ET**

“Changing Behaviors, Changing Waistlines: Understanding Consumers’ Mindset to Achieve a Healthy Weight”

**August 4th, 2-3 pm ET**

“A Place on the Plate for Functional Foods: Helping Consumers Achieve Optimal Health with Diet”

**September, Date and Time TBD:**

“A Focus on Food Safety”
THANK YOU!

For more information:
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