



2012 FOOD & HEALTH SURVEY

CONSUMER ATTITUDES TOWARDS FOOD SAFETY, NUTRITION & HEALTH
PRESENTED BY THE INTERNATIONAL FOOD INFORMATION COUNCIL FOUNDATION

HALF OF THOSE POLLED BELIEVE IT IS EASIER TO DO THEIR TAXES

THAN TO FIGURE OUT HOW TO EAT HEALTHFULLY



THE BREAKDOWN:

52%*
OF THOSE POLLED

Think it is harder to figure out **what you should and shouldn't eat to be healthier.**

VS.

48%
OF THOSE POLLED

Think it is harder to figure out **how to do your own taxes.**

Those most in need of learning how to eat healthfully, those with high BMI, heart disease or cholesterol issues, or high blood pressure - **ARE MORE APT TO FIND IT DIFFICULT.**

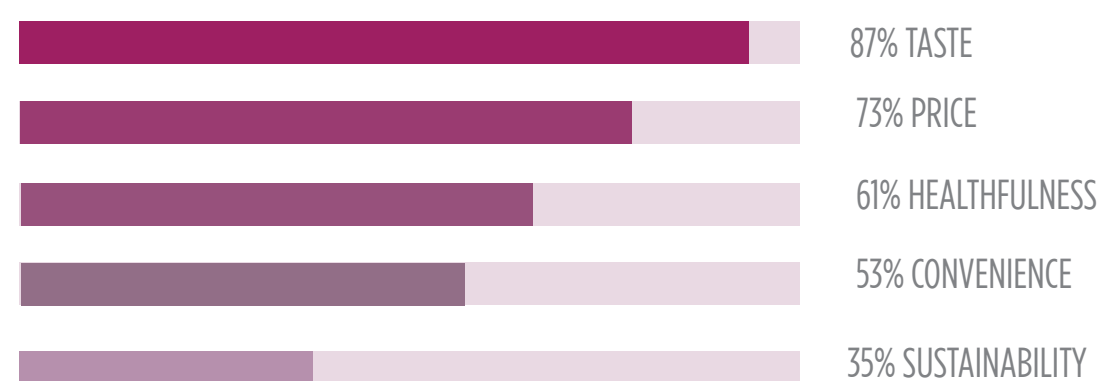
GROUPS MORE LIKELY TO SAY FIGURING OUT WHAT TO EAT IS HARDER:

MEN (55%) vs. 48% of WOMEN
NO COLLEGE DEGREE (56%) vs. 40% of COLLEGE GRADS
BMI in the OBESE (60%) or OVERWEIGHT (54%) range vs. 42% low BMI
HEART DISEASE (59%) or HIGH CHOLESTEROL (54%)
and HIGH BLOOD PRESSURE (57%) vs. 48% NO HEALTH CONDITIONS

TASTE AND PRICE DRIVE FOOD AND BEVERAGE CHOICES MORE OFTEN THAN HEALTHFULNESS



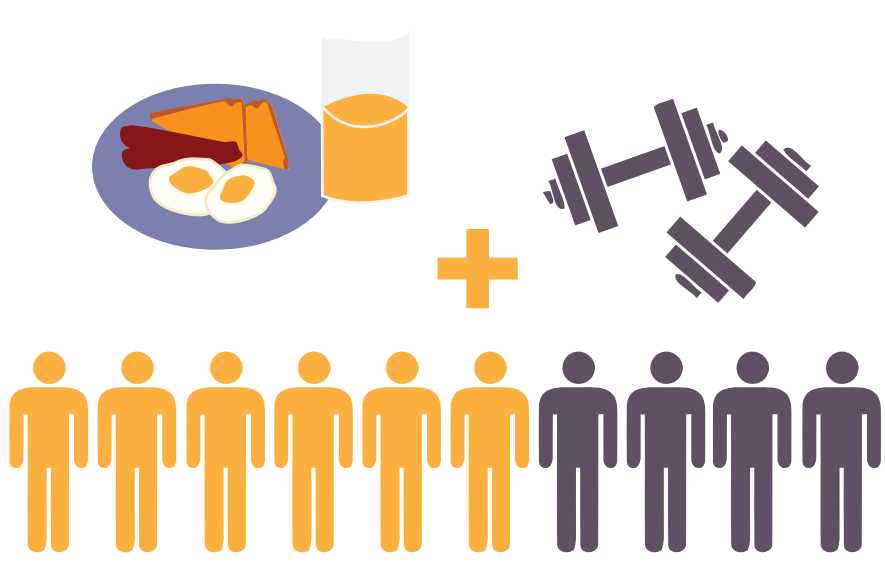
HOW MUCH OF AN IMPACT THE FOLLOWING HAVE ON CONSUMERS DECISION TO BUY FOODS AND BEVERAGES:



OUT OF 100%



About **four in ten consumers** regularly purchase **locally-sourced or recyclable** food and beverage products.



6 OUT OF 10 AMERICANS HAVE GIVEN A LOT OF THOUGHT TO THEIR DIET AND EXERCISE

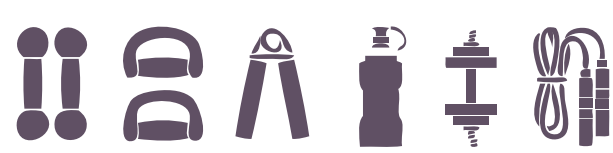
OVER THE PAST YEAR, AMERICANS HAVE GIVEN VARYING AMOUNTS OF THOUGHT TO THE FOLLOWING ISSUES:



HEALTHFULNESS OF FOOD AND BEVERAGES CONSUMED:



OUT OF 93%



AMOUNT OF PHYSICAL ACTIVITY ACHIEVED:

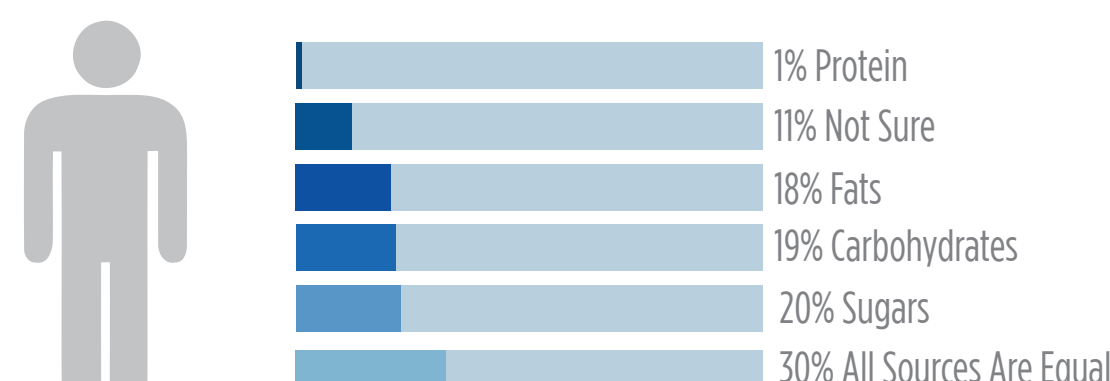


OUT OF 94%

ONLY 3 IN 10 AMERICANS CORRECTLY BELIEVE THAT ALL SOURCES OF CALORIES PLAY AN EQUAL ROLE IN WEIGHT GAIN



PERCENTAGE OF PEOPLE WHO BELIEVE SOURCE CONTRIBUTES MOST WEIGHT GAIN:



OUT OF 100%

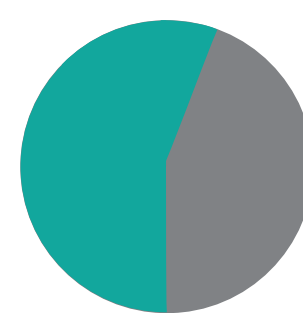
Americans tend to believe that **sugars, carbohydrates, and fats** are most likely to cause weight gain.

NEARLY 6 OUT OF 10 AMERICANS BELIEVE THAT ONLINE AND MOBILE TOOLS CAN HELP THEM LIVE HEALTHFUL LIFESTYLES



GROUPS MOST RECEPTIVE TO THESE TOOLS:

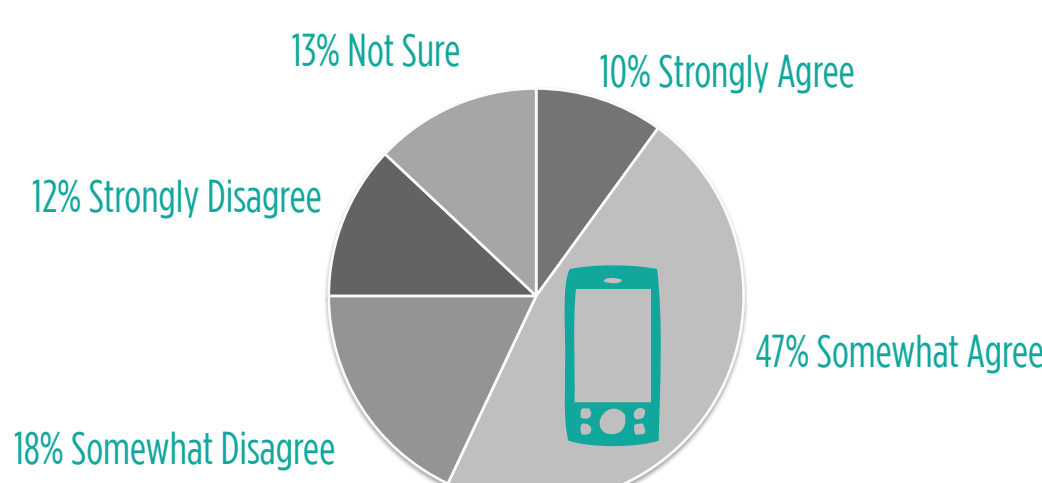
66% AFRICAN AMERICANS
64% OF YOUNG CONSUMERS AGE 18-49
49% OF OLDER CONSUMERS AGE 50+



57%
OF THOSE POLLED

strongly or somewhat agree with the statement: 'Online tools and mobile apps can help me improve my diet and physical activity.'

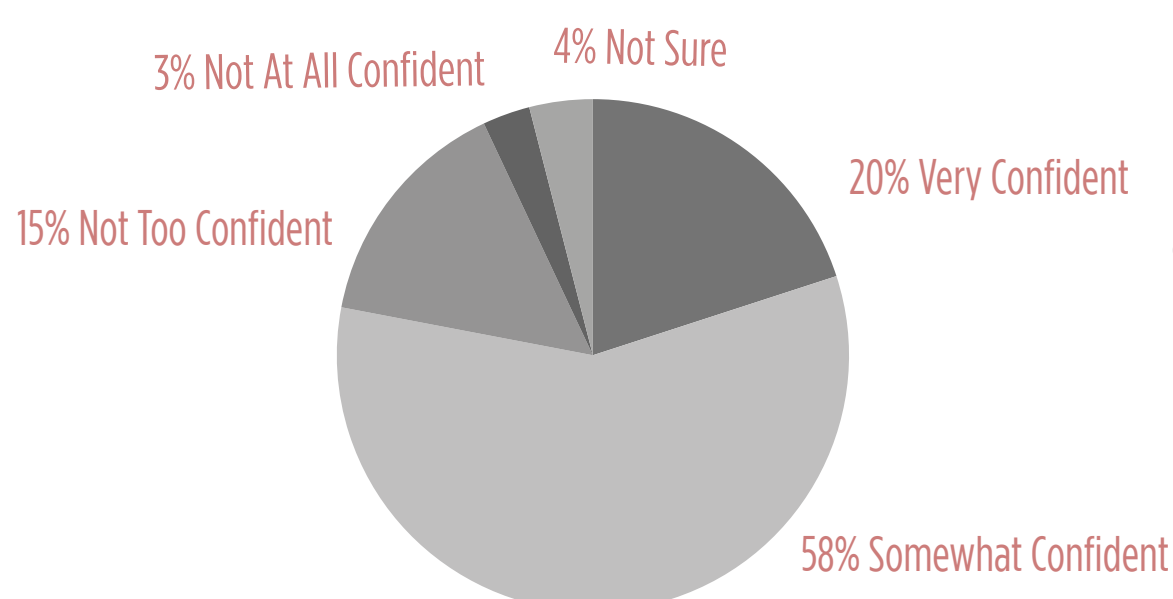
BREAKDOWN OF ALL RESPONSES:



3 OUT OF 4 CONSUMERS ARE CONFIDENT IN THE SAFETY OF THE COUNTRY'S FOOD SUPPLY



BREAKDOWN OF ALL RESPONSES:



78%

of consumers are **VERY** or **SOMEWHAT** confident in the safety of the U.S. food supply.

AT LEAST 6 OUT OF 10 CONSIDER calories, whole grains, fiber, sugars, sodium and/or fats WHEN BUYING PACKAGED FOODS & BEVERAGES

"Over the past year, when making decisions about buying packaged food or beverages, **have you ever considered whether or not they contain the following?**"

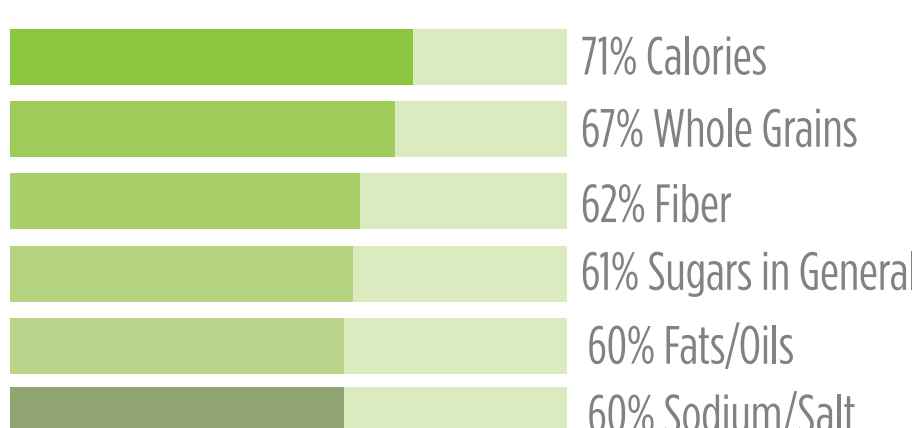


THOSE MOST LIKELY TO CONSIDER FOOD COMPONENTS

OLDER CONSUMERS AGE 65-80
WOMEN* VS. MEN
HIGHLY EDUCATED CONSUMERS

*however for fats, sugars and refined carbohydrates, there is no apparent gender difference among obese consumers.

TOP 6 FOOD COMPONENTS CONSIDERED:



OUT OF 100%



FOR MORE INFORMATION, VISIT:

www.foodinsight.org/foodandhealth2012.aspx

* Sample size: n= 1,057
All information present was collected from online survey