



THE IMPACT OF A GROWING NATIONAL FOOD DIALOGUE

In the Past Year ...

- An average of 31% of Americans changed their minds about at least one dietary component, such as grains, sugars, or protein
- 44% read a book or article, or watched a movie or documentary, examining the food system and/or commonly held beliefs about diet ...
- ... and more than half of that group changed their food purchasing decisions (26% of all Americans) or engaged with friends, family, or coworkers (23% of all Americans) based on what they read or viewed

What Americans Believe:

- 71% trust the safety of food produced in their region of the country, but just 24% trust the safety of food from another country
- The most trusted sources of information about food safety are Registered Dietitian/Nutritionists (70%), personal healthcare professional (57%), & U.S. government agencies (52%)
- Most trusted sources of info about what types of food to eat: Registered Dietitian/Nutritionists (70%), personal healthcare professional (65%), & U.S. gov't agencies (37%)
- 73% say it's important that food products be produced in a sustainable way, but only 38% are willing to pay more for it

"Healthy" & "Natural"

- "Healthy" food: 35% define as "not containing, or having low levels of, components such as fat and sugar"
- In defining a "healthy eating style," 51% chose "the right mix of different foods" & 41% chose "limited or no artificial ingredients or preservatives" when given a list of attributes, but ...
- ... when *not* given a list, 26% said "moderation/ serving size & portions," and 25% said "includes certain foods I define as healthy"
- "Natural" food: 29% say it's "associated with having no preservatives or additives," 19% say "having ingredients that come straight from nature & whole foods," and 17% say "having no artificial ingredients or flavors"

2016 FOOD & HEALTH SURVEY

FOODINSIGHT.ORG/2016-FHS



Results based on an online survey of 1,003 Americans ages 18 to 80, conducted by Greenwald & Associates March 17 to March 24, 2016.