



2017 FOOD & HEALTH SURVEY

FOOD DECISION PROFILES



INTERNATIONAL
FOOD INFORMATION
COUNCIL FOUNDATION



Meet the Profiles

- **Diligent Searchers** – Take everything into account, valuing all product and brand characteristics.
- **Product Selectors** – Focus on the product itself; its brand is meaningful, but the brand's values are not. Price and convenience matter nearly as much as taste.
- **Pleasure Shoppers** – Strictly evaluate the imminent impact on himself or herself: taste, price, and convenience. All other attributes are considered unimportant.
- **Foodies** – Sacrifice convenience and cost in search of a quality product, particularly one that is tasty, healthy, and made in a way they approve of.
- **Unbiased Buyers** – Consider exclusively what is on the inside; the product's packaging is unimportant, and its brand is even less so.
- **Indifferent Consumers** – Do not find any individual attribute to be especially important or unimportant.

Profile Development

An analysis of purchase drivers reveals six distinct consumer profiles

	20% <u>profile 1</u> Diligent Searchers	24% <u>profile 2</u> Product Selectors	15% <u>profile 3</u> Pleasure Shoppers	14% <u>profile 4</u> Foodies	14% <u>profile 5</u> Unbiased Buyers	13% <u>profile 6</u> Indifferent Consumers
Convenience	High	High	Somewhat high	Somewhat low	Somewhat high	Somewhat low
Healthfulness	Very high	Somewhat high		High	Very high	Somewhat low
Price	Very high	High	High	Somewhat low	Very high	
Taste	Very high	Very high	Very high	Very high	Very high	
Sustainability	High	Somewhat high	Low		Somewhat high	Somewhat low
Brand	High	Somewhat high	Somewhat low	Somewhat high	Very low	
Shared values	Very high	Somewhat low	Very low	Somewhat high	Somewhat low	
Packaging	High		Somewhat low		Somewhat low	
How it's made	Very high		Somewhat low	High	Somewhat high	Somewhat high

Profile Demographics

Foodies tend to be older and female, while Indifferent Consumers are most commonly married men.

20%

24%

15%

14%

14%

13%

	Diligent Searchers	Product Selectors	Pleasure Shoppers	Foodies	Unbiased Buyers	Indifferent Consumers
Gender	45% Male 55% Female	46% Male 54% Female	64% Male 36% Female	37% Male 63% Female	36% Male 64% Female	61% Male 39% Female
Age (median)	48 Years	46 Years	48 Years	58 Years	46 Years	40 Years
Marital status	63% Married/Partner	64% Married/Partner	64% Married/Partner	67% Married/Partner	67% Married/Partner	77% Married/Partner
Has kids under 18	31% Yes	29% Yes	25% Yes	15% Yes	28% Yes	36% Yes

Profile Demographics (cont'd)

Diligent Searchers skew Hispanic and tend to be in excellent/very good health, while Foodies are high income with college degrees.

	Diligent Searchers	Product Selectors	Pleasure Shoppers	Foodies	Unbiased Buyers	Indifferent Consumers
Race/Ethnicity	58% White 19% Afr. Am. 23% Hispanic	73% White 17% Afr. Am. 11% Hispanic	74% White 9% Afr. Am. 12% Hispanic	72% White 8% Afr. Am. 14% Hispanic	75% White 11% Afr. Am. 14% Hispanic	70% White 9% Afr. Am. 18% Hispanic
Income	21% <\$35K 39% \$35K-\$74K 31% \$75K+	19% <\$35K 36% \$35K-\$74K 38% \$75K+	13% <\$35K 39% \$35K-\$74K 37% \$75K+	8% <\$35K 29% \$35K-\$74K 52% \$75K+	27% <\$35K 40% \$35K-\$74K 28% \$75K+	11% <\$35K 34% \$35K-\$74K 46% \$75K+
Education	28% Has college degree	29% Has college degree	37% Has college degree	43% Has college degree	35% Has college degree	19% Has college degree
Health status	65% Exc/VG 27% Good 8% Fair/Poor	50% Exc/VG 37% Good 13% Fair/Poor	59% Exc/VG 28% Good 13% Fair/Poor	60% Exc/VG 34% Good 6% Fair/Poor	64% Exc/VG 29% Good 7% Fair/Poor	57% Exc/VG 38% Good 5% Fair/Poor

Top Info Sources Vary

Pleasure Shoppers received information from all sources far less frequently than the other profiles.

	Diligent Searchers	Product Selectors	Pleasure Shoppers	Foodies	Unbiased Buyers	Indifferent Consumers
Trusted sources (top 3)	80% RDN 77% HCP 72% Wellness counselor	67% RDN 62% HCP 59% Wellness counselor	64% RDN 60% HCP 49% Wellness counselor	73% RDN 70% HCP 62% Wellness counselor	76% HCP 75% RDN 59% Wellness counselor	46% RDN 41% HCP 43% Wellness counselor
Sources of info used (top 3)	46% Friends/family 44% HCP 40% RDN	28% HCP 23% Friends/family 21% Health website	12% HCP 11% Friends/family 6% Scientific study	33% HCP 29% Friends/family 24% Scientific study	30% Friends/family 26% HCP 20% Health website	30% Friends/family 26% HCP 23% Fitness prof.



Experience Food Confusion Differently

Indifferent Consumers are least likely to recognize conflicting information, but are most likely to doubt their choices as a result of conflicting information.

	Diligent Searchers	Product Selectors	Pleasure Shoppers	Foodies	Unbiased Buyers	Indifferent Consumers
Food Confusion	84% Agree that there is conflicting info 57% Doubt their decisions as a result	78% Agree that there is conflicting info 65% Doubt their decisions as a result	84% Agree that there is conflicting info 42% Doubt their decisions as a result	76% Agree that there is conflicting info 44% Doubt their decisions as a result	84% Agree that there is conflicting info 51% Doubt their decisions as a result	61% Agree that there is conflicting info 73% Doubt their decisions as a result

Vary in Ability to Link Nutrients with Top Health Benefits

Indifferent Consumers are the least able to connect food and nutrients to their top desired benefits.

Foodies are the most able to do so.

	Diligent Searchers	Product Selectors	Pleasure Shoppers	Foodies	Unbiased Buyers	Indifferent Consumers
Dietary Disconnect	57% Cannot name a food or nutrient associated with their top health benefit	61% Cannot name a food or nutrient associated with their top health benefit	55% Cannot name a food or nutrient associated with their top health benefit	40% Cannot name a food or nutrient associated with their top health benefit	59% Cannot name a food or nutrient associated with their top health benefit	75% Cannot name a food or nutrient associated with their top health benefit

Have Their Own Take on “Healthy”

*Foodies are the only profile to include “minimally processed” in their top three attributes of a healthy food.
All other profiles include “part of an important food group...”*

	Diligent Searchers	Product Selectors	Pleasure Shoppers	Foodies	Unbiased Buyers	Indifferent Consumers
Definition of 'healthy food' (top 3)	60% Free from artificial ingredients	62% High in healthy components	63% High in healthy components	61% Free from artificial ingredients	64% High in healthy components	51% High in healthy components
	54% High in healthy components	55% Part of an important food group	50% Part of an important food group	55% High in healthy components	55% Free from artificial ingredients	43% Free from artificial ingredients
	46% Part of an important food group	48% Free from artificial ingredients	50% Low in unhealthy components	45% Minimally processed	47% Part of an important food group	40% Part of an important food group



Key Profile Takeaways

Foodies tend to be older and female, while **indifferent consumers** are most commonly married men. **Diligent searchers** skew Hispanic and tend to be in excellent/very good health, while **foodies** are high income with college degrees.

- **Defining healthy: Foodies** are the only profile to include “minimally processed” in their top three attributes of a healthy food. All other profiles include “part of an important food group...” in their top three.
- **Ability to name source of desired benefit: Indifferent consumers** are the least able to connect food and nutrients to their top desired benefits, **foodies** are the most able to do so.
- **Information sources: Pleasure shoppers** receive information from all sources far less frequently than the other profiles. **Diligent searchers** use more information from all sources on a regular basis.
- **Confusion: Indifferent consumers** are least likely to recognize conflicting information, but are most likely to doubt their choices as a result of conflicting information.





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