# Food & Health Survey 2018 Medicaid Recipients' Food Attitudes, Purchasing Habits, Barriers and Opportunities

A Partnership Between the International Food Information Council Foundation and the Root Cause Coalition

### Background

The International Food Information Council (IFIC) Foundation's 2018 Food and Health Survey marks the 13th time the IFIC Foundation has surveyed American consumers to understand their perceptions, beliefs and behaviors around food and food purchasing decisions.

This year, the IFIC Foundation conducted an oversample of Medicaid recipients, in partnership with the Root Cause Coalition. The goal of this oversample was to determine how those on Medicaid view their health and diet, food production and safety, as well as how their diets compare to dietary guidelines. In addition, it explores how secure Medicaid recipients feel about their food and how financial constraints impact their food choices.

### Background

Findings are presented for those on Medicaid and, where significantly different, comparisons to those who do not receive Medicaid. Additional insights are provided based on how findings vary by different types of demographic groups such as by age, race, gender and income.

Topics explored in the survey include:

- The link between food and desired health outcomes
- Food insecurity and barriers to healthy eating
- How consumer diets compare to recommendations
- The prevalence and motivation behind certain eating patterns
- Information sources and trust
- Food and beverage purchase drivers
- The influence of food values and views on food safety
- Where food is purchased

### Methodology

Online survey of 1,005 Medicaid recipients ages 18 to 80. The survey was fielded March 12 to March 26, 2018 and took approximately 23 minutes to complete.

The results were weighted to ensure that they are reflective of the American population ages 18 to 80, as seen in the 2017 Current Population Survey. Specifically, they were weighted by age, education, gender, race/ethnicity and region.

The survey was conducted by Greenwald & Associates, using ResearchNow's consumer panel.

### **Executive Summary**

#### **Key Findings**

- Medicaid recipients rate their health worse than non-Medicaid recipients. Yet, Medicaid recipients are very similar to non-Medicaid recipients in wanting the same desired outcomes from food (cardiovascular health, energy, weight loss) but unclear on how to achieve them.
- One-third of Medicaid recipients indicate shopping is stressful, compared to just 11% of non-Medicaid recipients. 67% of those who experienced stress indicate that the cost of the food was a source.
- Cost is a significant driver of food choice. Although cost is important to all consumers, for Medicaid recipients it is even more impactful. For this population, taste and cost are essentially tied as purchase drivers.
- Cost again, along with access, are key barriers to eating fruits and vegetables. Medicaid recipients consume less fruits/vegetables than recommended.

- Food insecurity is an issue for Medicaid recipients. Three in 10 often purchase less food overall because they do not have enough money and often run out of food before they get money to purchase more.
- Skipping meals is more common among Medicaid recipients than non-Medicaid recipients. Over four in 10 indicate they often skip a meal once a day. In addition, more Medicaid recipients often replace at least one meal a day with snacks, compared to non-Medicaid recipients.
- Familiarity is more of a factor for Medicaid recipients in selecting foods. Recipients were asked to choose between two products, one they are familiar with and one that is exactly the same but did not contain artificial ingredients. Although the majority prefer the product without artificial ingredients, fewer prefer that product as compared to non-Medicaid recipients.
- Super-stores as well as convenience stores are more common sources of food for Medicaid recipients, compared to non-Medicaid recipients. However, supermarkets are the most common source for food purchases.



### **General Demographics**

Gender	
Male	44%
Female	56

Age		
18 to 34	40%	
35 to 49	25	
50 to 64	25	
65 to 80	9	

Race/Ethnicity		
White	47%	
Hispanic/Latino/Spanish descent	25	
Black or African American	18	
Asian or Pacific Islander	7	
Other	3	

Household Income		
Less than \$35,000 \$35,000 to \$49,999 \$50,000 to \$74,999 \$75,000 to \$99,999	58% 19 14 4	
\$100,000 to \$149,999		
\$150,000 and above		
Don't know	1	
Prefer not to answer	4	

Education		
Less than high school	8%	
Graduated high school	50	
Some college	19	
AA degree/technical/vocational	10	
Bachelor's degree	9	
Graduate/professional degree	4	

### **Household Demographics**

US Region		
Northeast	21%	
South	29	
West	30	
Midwest	19	

Type of location		
Suburban	33%	
Urban	32	
Rural	20	
Small town	15	

Currently have Medicaid		
Yes	100%	
No		
Prefer not to say		

Marital Status		
Married	27%	
Living with partner	12	
Single, never married	42	
Divorced or separated	14	
Widowed	3	
Other/Prefer Not to Say	1	
Children's Ages		
Newborn to 2 years old	9%	
2 to 8 years old	18	
9 to 17 years old	19	
18 or older	27	
Do not have any children	38	
Prefer not to say	1	
Receive food assistance		
Yes, SNAP program	42%	
Yes, WIC program	9	
Yes, both SNAP and WIC	5	
Yes, other program	1	
No, do not receive food assistance	41	
Prefer not to say	1	

### **Health Demographics**

BMI score		
Normal or Low	32%	
Overweight	29	
Obese	37	
No answer	2	

Weight	
Less than 100 pounds	3%
100 to 149 pounds	26
150 to 199 pounds	38
200 to 249 pounds	20
250 to 299 pounds	7
300 to 349 pounds	4
350 to 399 pounds	1
400 pounds or more	1
Prefer not to answer	1

Height		
Less than 5'0	8%	
5'0 to 5'5	38	
5'6 to 5'11	40	
6'0 or taller	13	

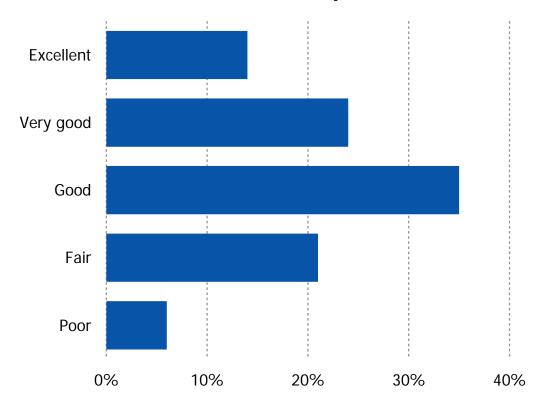
Diseases	Multiple responses accepted
High blood pressure	28%
Stress/anxiety/depression	27%
High cholesterol	22%
Overweight/obesity	14%
Diabetes	13%
Attention deficit hyperactivity disorder	6%
Heart disease	4%
Muscle strength/mobility	4%
Osteoporosis	4%
Cancer	3%
Stroke	3%
None of the above	36%



### Medicaid Recipients Indicate Worse Health

Only 38% of Medicaid recipients rate their health as excellent or very good, compared to 58% of non-Medicaid recipients.

#### **Self-Reported Health Status**



53%

Of Medicaid recipients age 18-34 rate health as excellent or very good, compared to **28%** of older recipients

30%

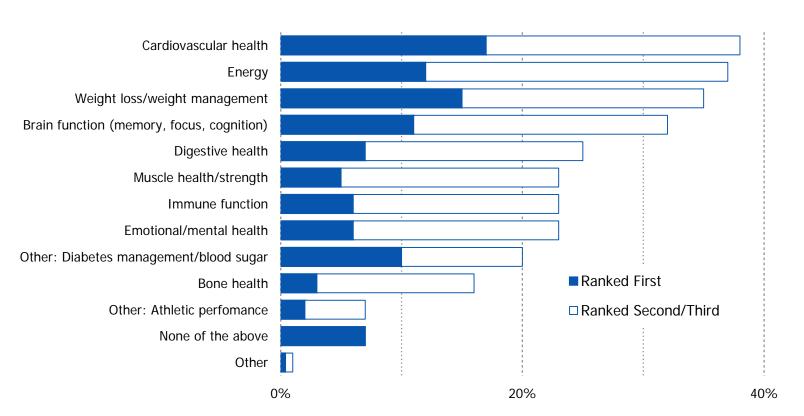
Of Medicaid recipients with high food insecurity ranked their health as fair or poor, compared to 18% of those with no food insecurity

Q1: How would you describe your own health, in general? (n=1,005)

## Cardiovascular Health Top Desired Benefit from Food

Energy, weight loss, and brain function also rank as top benefits Medicaid recipients are interested in getting from food

#### **Interest in Health Benefits from Food and Nutrients**



40%

Of women ranked weight loss as a top three health benefit, compared to **27%** of men

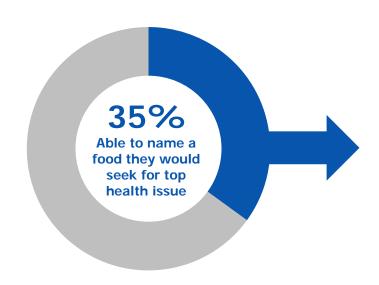
More older adults (65+) ranked diabetes management in top 3 benefits from food

Q31: Which of the following health benefits are you most interested in getting from foods or nutrients? Please rank the top 3 benefits. (n=1,005)

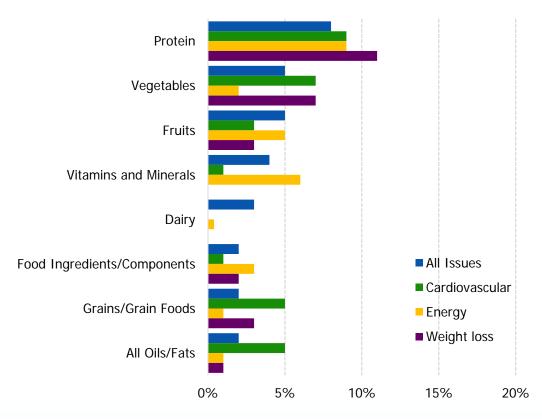
### Two-Thirds Could Not Connect a Food to a Goal

Although Medicaid recipients listed various types of foods/nutrients to help achieve health goals, 65% were unable to name at least one

### Able to Link Top Health Issue to Food



#### **Food or Nutrient Sought for Top Issue**

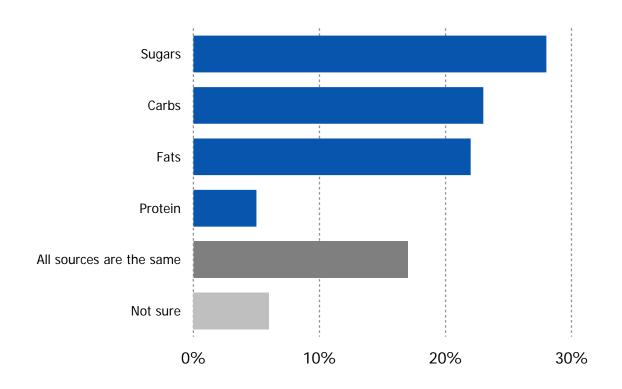


Q32: Can you name a food or nutrient that you would seek out to help with [1st Health Issue]? (Of those who mentioned a health benefit they are interested in getting from food or nutrients, n=949)

### Sugar Believed to be Top Cause of Weight Gain

Similar to non-Medicaid recipients, Medicaid recipients ranked carbs second most likely to cause weight gain; only 17% believe calories from all sources impact weight the same

#### Source of Calories Most Likely to Cause Weight Gain



26%

Of Medicaid recipients in excellent/very good health say that fats are most likely to cause weight gain

33%

Of Medicaid recipients age 65+ state all sources of calories cause weight gain

Q7: What source of calories is the most likely to cause weight gain? (n=1,005)

### Medicaid Recipients Use Sugar More Often

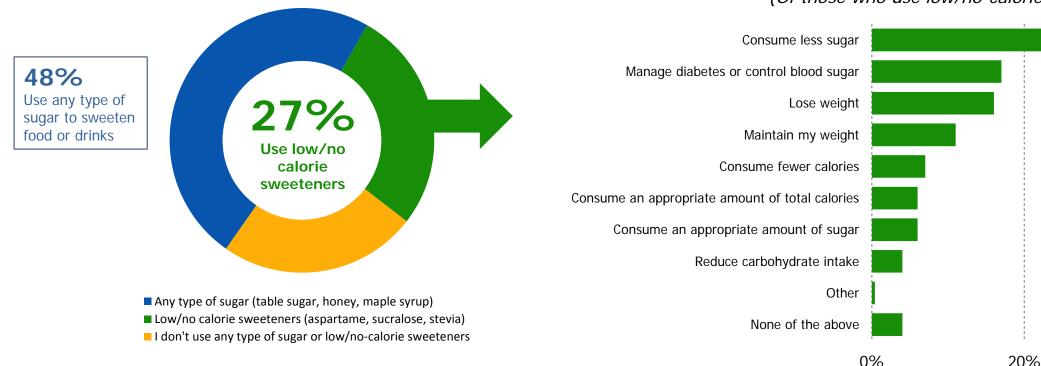
48% of Medicaid recipients choose to sweeten food with sugar, compared to 38% of the non-Medicaid population; when using low/no-calorie sweeteners they do so to consume less sugar, manage diabetes, and to lose weight

#### **Sweeteners Likely to Use**

### Perceived Benefits of Using Low/No-Calorie Sweeteners

(Of those who use low/no-calorie sweeteners)

40%

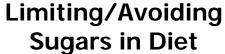


Q37: Which of the following are you more likely to use to sweeten foods and/or beverages? (n=1,005)

Q38: Which of the following, if any, do you believe consuming low/no-calorie sweeteners helps you do? (Select top answer.) (Of those who use low/no calorie sweeteners, n=298)

### Recipients Take Multiple Actions to Limit Sugar

Compared to non-Medicaid recipients, fewer Medicaid recipients are trying to limit sugar. Instead, they are more likely to be trying to avoid sugars altogether.



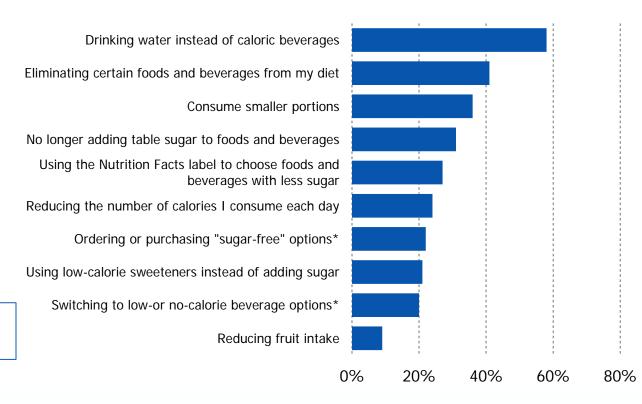


**78%** Of Medicaid recipients with high food insecurity indicate they try to limit/avoid sugars, compared to 58% of those with no food insecurity

Q34: Are you trying to limit or avoid sugars in your diet? (n=1,005)
Q35: What action(s) are you taking to limit or avoid sugars? (Of those limiting/avoiding sugars, n=753)
\*Response text has been abridged

#### **Actions Taken to Limit/Avoid Sugars**

(Of those limiting/avoiding sugars)

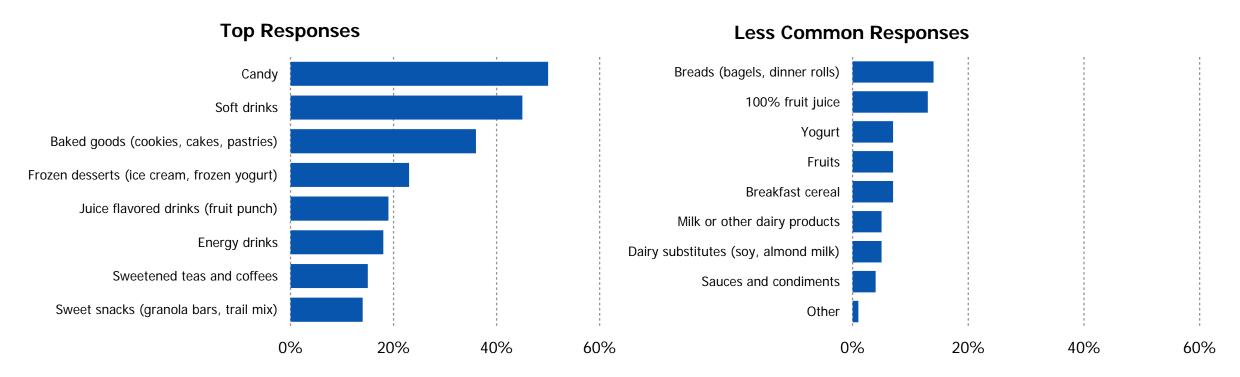


### Candy/Soft Drinks Top List of Foods To Limit

Other types of foods avoided vary but include baked goods and frozen desserts

#### Types of Foods and Beverages Eliminated to Reduce Sugar Consumption

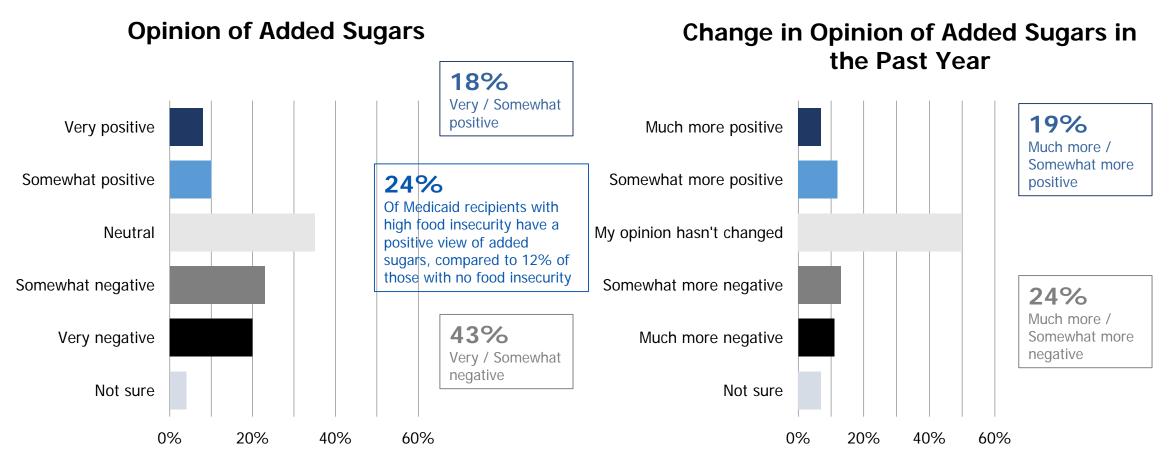
(Of those eliminating foods and beverages to limit/avoid sugar)



Q36: Which types of foods or beverages do you most often eliminate to reduce the amount of sugars you consume? (Select up to three.) (Of those eliminating foods and beverages to limit/avoid sugar, n=337)

### 4 in 10 View Added Sugars Negatively

Medicaid recipients have a less negative view of sugars, compared to non-Medicaid recipients, 43% vs 65%



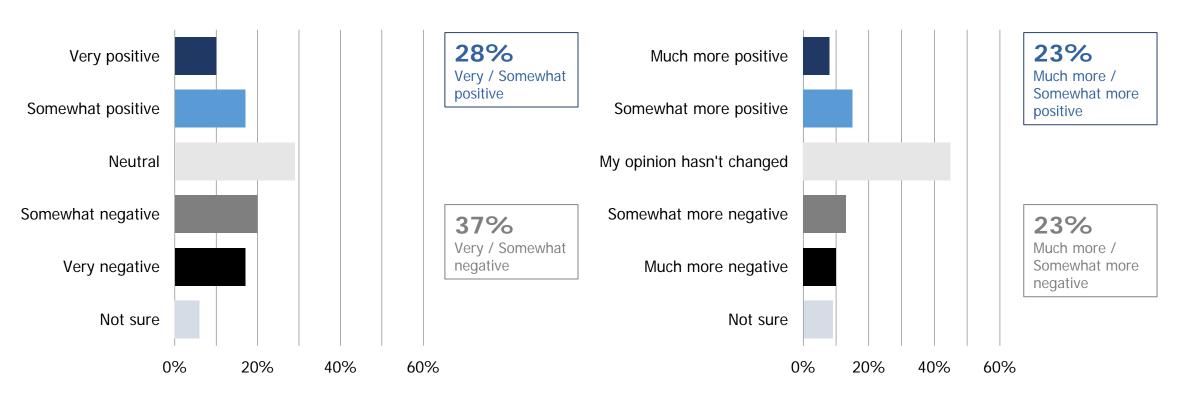
O39: What is your opinion of 'added' sugars (ex. table sugar or high fructose corn syrup)? (n=1,005)
Q40: Thinking about the past year, how has your opinion changed, if at all, about 'added' sugars (ex. table sugar or high fructose corn syrup)? (n=1,005)

### 4 in 10 View Low/No-Cal Sweeteners Negatively

Men, those under age 50, and those in excellent/good health have a more positive opinion of low/no-calorie sweeteners

#### **Opinion of Low/No-Calorie Sweeteners**

### Change in Opinion of Low/No-Calorie Sweeteners in the Past Year



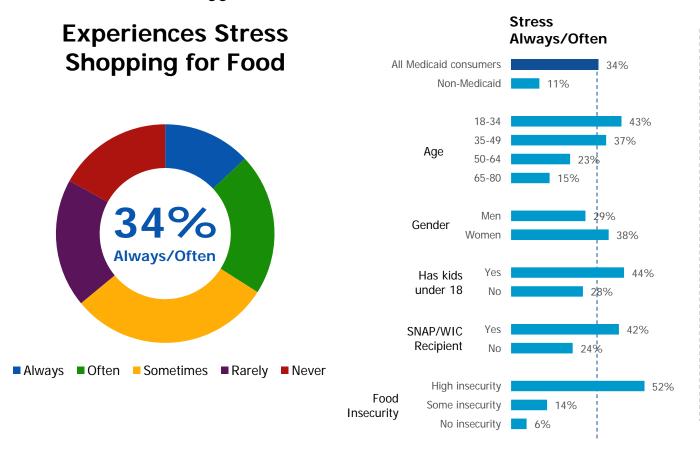
Q41: What is your opinion of low/no-calorie sweeteners? (ex. Sucralose, Aspartame, stevia leaf extract) (n=1,005)

Q42: Thinking about the past year, how has your opinion changed, if at all, about low/no-calorie sweeteners (ex. Sucralose, Aspartame, stevia leaf extract)? (n=1,005)

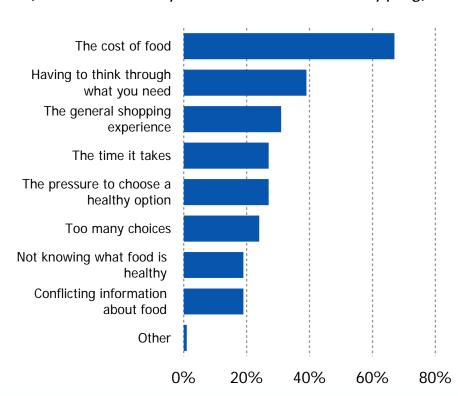


### Shopping is Stressful for One-Third

Compared to the non-Medicaid population, Medicaid recipients are more likely to experience stress often or always when shopping; cost of food is the biggest driver of stress



### Sources of Stress (Of those who experience stress while shopping)

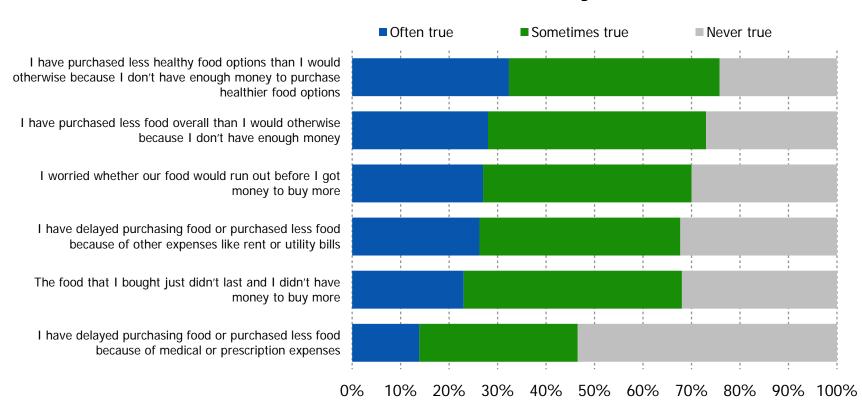


Q23: How often in the past 12 months, have you experienced any form of stress when shopping for food and beverages? (n=1,005)
Q24: What were the causes of your stress while shopping for food and beverages? Select all that apply. (Of those who experience stress while shopping, n=606)

### Food Insecurity Impacts Medicaid Recipients

3 in 10 indicate they often purchase less food because they don't have enough money

#### **Food Insecurity in Past Year**



#### 23%

Of Medicaid recipients indicate the food they had did not last and they didn't have the money to purchase more, as compared to 8% of non-Medicaid recipients

#### 35%

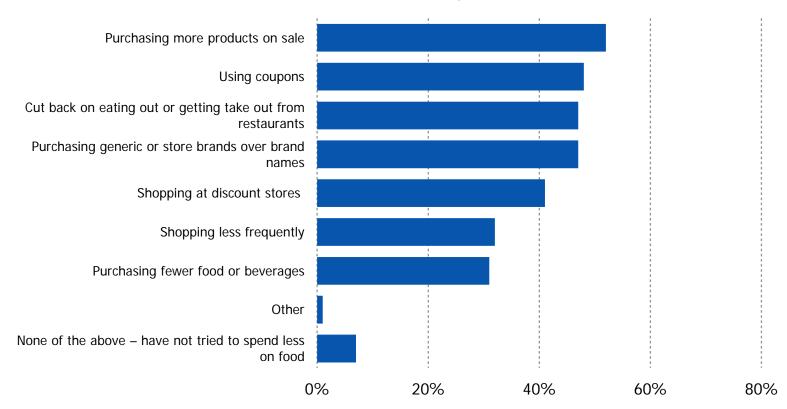
Of those age 18-34 say they often worry that food will run out, while only **22%** of older recipients say the same

Q20: In the past 12 months...? (n=1,005)

### Recipients Take Steps to Limit Food Costs

Medicaid recipients are more likely than non-Medicaid recipients to take many of these cost cutting actions, although they are less likely to use coupons

#### **Cost Cutting Actions in Past Year**



Women, more than men, take action to limit costs

71%

Of those age 65+ purchase more products on sale, compared to **half** of those under age 65

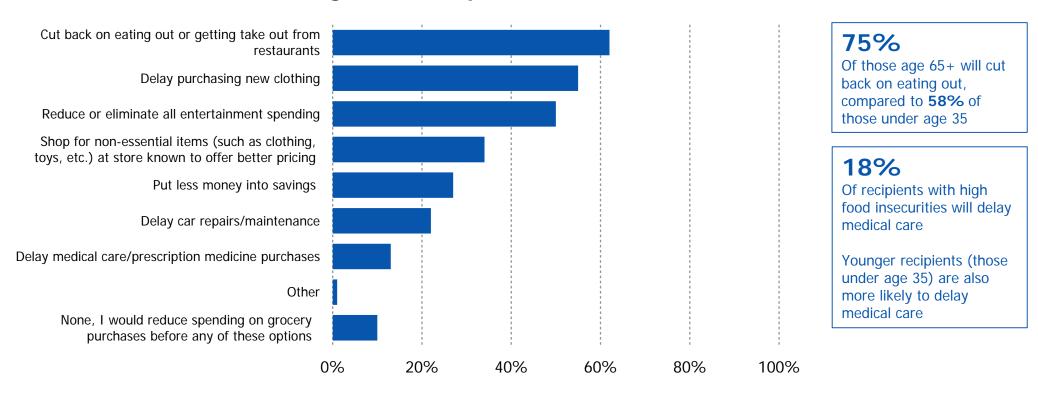
Medicaid recipients with high food insecurity were more likely to take action, compared to those with no food insecurity

Q21: In the past 12 months, have you done any of the following in order to spend less on food and beverages? Select all that apply. (n=1,005)

### Recipients Work to Avoid Reducing Groceries

Cutting back on eating out and delaying new clothing purchases top steps that will be taken, especially by those in fair/poor health

### Cost Cutting Actions Medicaid Recipients Would Take Before Reducing Amount Spent on Groceries

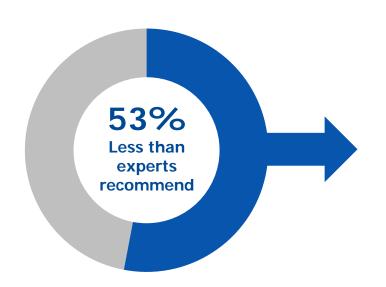


Q22: If you needed to cut back on your spending one month, which of the following would you do <u>before</u> reducing the amount you spend on grocery purchases? Select all that apply. (n=1,005)

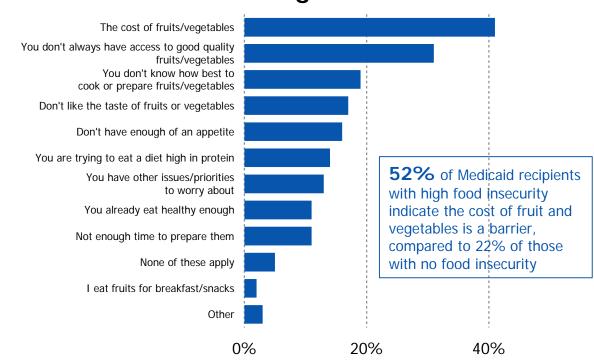
### Cost, Access Are Top Barriers to Good Nutrition

Just over half eat less fruits/vegetables than they think an expert would recommend; 41% of Medicaid respondents indicate cost is a top barrier, compared to 28% of non-Medicaid recipients

### Get Less Fruits/Vegetables Than What They Believe Experts Recommend



### **Barriers to Eating More Fruits/Vegetables**



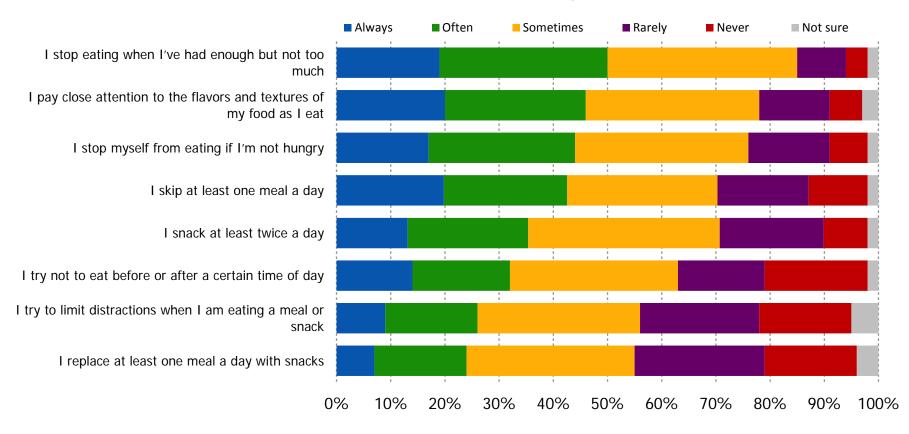
O2: What percentage of a healthy adult's plate do you think health experts recommend should contain each of the following types of food? Please note, your response must total to 100% (n=1,005)

Q5: The amount of fruit and vegetables you get in the average meal is less than the amount you think a health expert would recommend. Which of the following reasons prevent you from eating more fruits/vegetables? Select all that apply. (If own fruit/veg % is less than "expert recommends" n=552)

### 4 in 10 Often Skip a Meal Once a Day

Similarly, more Medicaid recipients often replace at least one meal a day with snacks, compared to non-Medicaid recipients

#### **Eating Patterns**



50%

Of those with high food insecurity skip at least one meal always or often.

Similarly, **33%** of those with high food insecurity, replace at least one meal a day with snacks always or often.

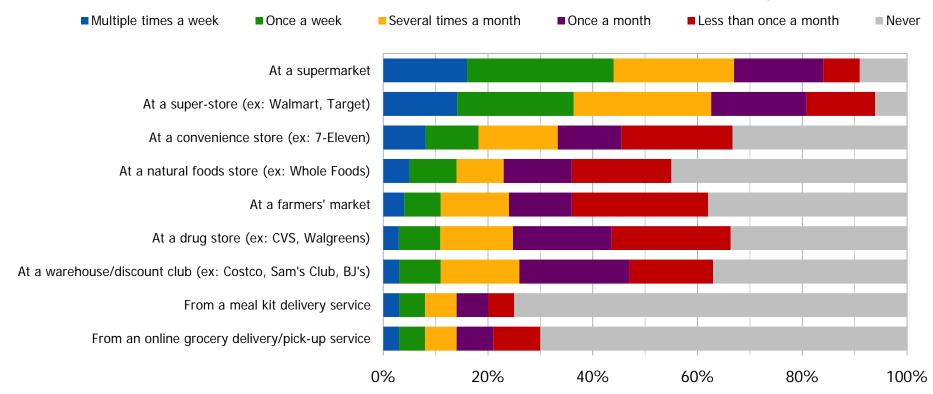
Q25: How often do you do the following? (n=1,005)



### Superstores and Convenience Stores Utilized

While supermarkets are the top grocery location for all consumers, Medicaid recipients are less likely to frequent supermarkets than are non-Medicaid recipients, and more likely to shop at alternatives such as super-stores and convenience stores

#### How Often Shop For/Purchase Food or Beverages

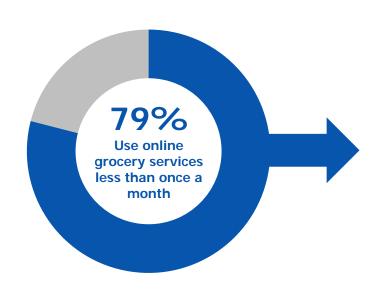


Q16: How often do you shop for/purchase food and beverages... (n=1.005)

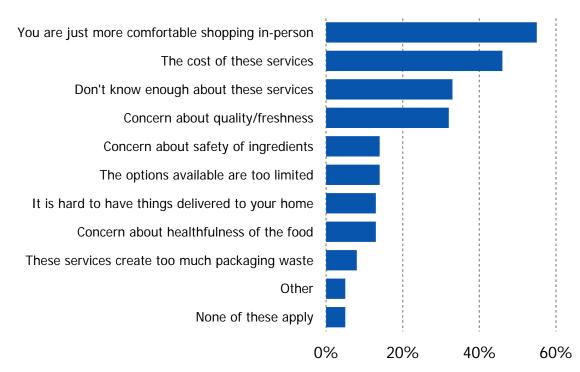
### Use of Online Delivery/Meal Kits Limited

Medicaid recipients cite desire to shop in-person and cost of these services as barriers to use

### How Often Shop/Purchase from Online Grocery Delivery/Meal-Kit Service



### Reasons Don't Use Online Grocery Delivery/Meal-Kit Service Often



Q16: How often do you shop for/purchase food and beverages... (n=1,005)

Q17: Which of the following are reasons why you don't use online grocery or meal kit delivery services (more often)? Select all that apply. (If less than once a month/never shops or purchases from online grocery delivery/pick-up service, n=794)

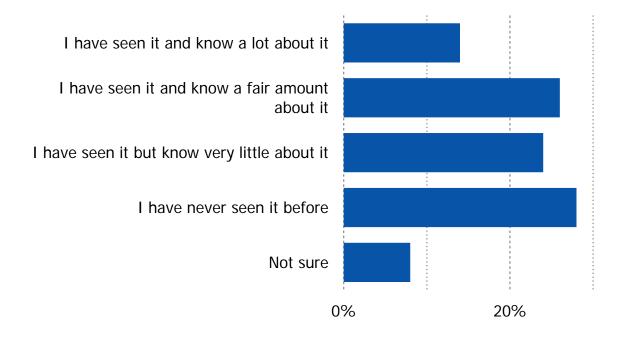


### 4 in 10 Know A Lot/Fair Amount About MyPlate

Medicaid recipients in better health and women are particularly familiar with the icon

#### Familiarity with the MyPlate Graphic





45% of women know a fair amount or a lot about the MyPlate graphic, compared to 35% of men

46% of recipients in excellent or very good health know a fair amount or a lot about the graphic

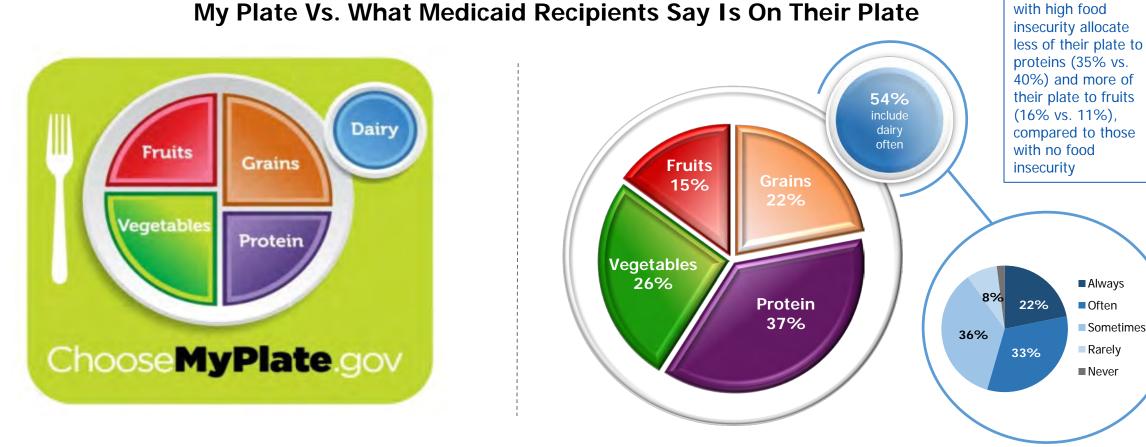
40%

Q6: How familiar are you, if at all, with the following graphic? (n=1,005)

### A Typical Dinner Plate is Mismatch to MyPlate

Medicaid recipients report getting less fruits and vegetables than is recommended by MyPlate, and make up for it with protein

Medicaid recipients

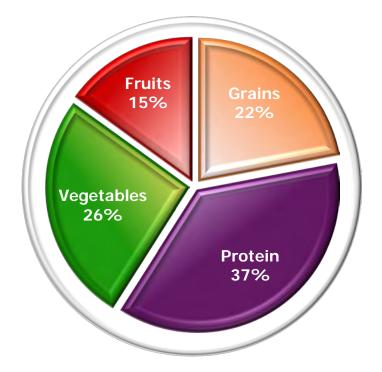


Q2: Thinking about your average dinner, what percentage of your plate would contain each of the following types of food? Please note, your response must total to 100%. (n=1,005) Q3: Thinking about your average dinner, about how often do you include a serving of dairy (ex: milk, cheese, yogurt, etc.)? (n=1,005)

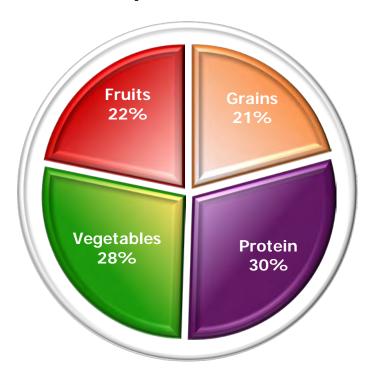
### **Beliefs about Expert Recommendations**

Medicaid recipients believe experts recommend a larger portion of fruit and a smaller portion of protein than what they say is actually on their plate

#### What Medicaid Recipients Say is On Their Plate



#### What Medicaid Recipients Believe Experts Recommend



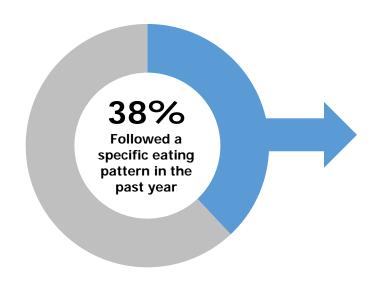
Q2: Thinking about your average dinner, what percentage of your plate would contain each of the following types of food? Please note, your response must total to 100%. (n=1,005)

Q4: What percentage of a healthy adult's plate do you think health experts recommend should contain each of the following types of food? Please note, your response must total to 100% (n=1,005)

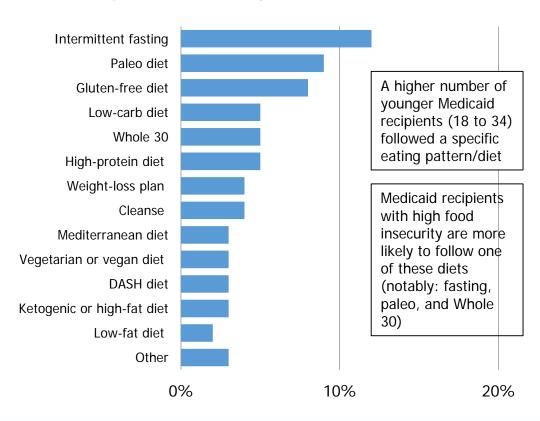
### 4 in 10 Follow a Specific Eating Pattern

Medicaid and non-Medicaid recipients are very similar in following a specific eating pattern

#### **Following Specific Eating Pattern**



#### **Type of Eating Pattern Followed**



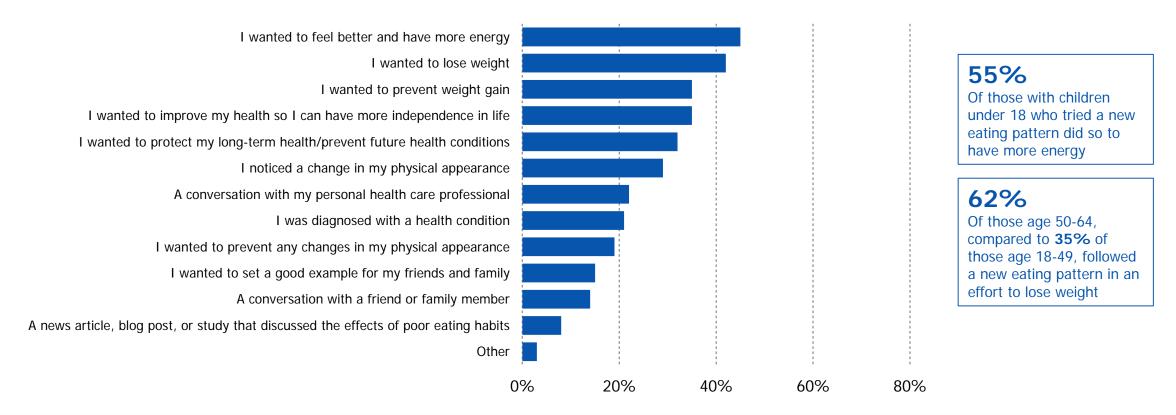
Q27: Have you followed any specific eating pattern or diet at any time in the past year? Select all that apply. (n=1,005)

### Motivators for Adopting Specific Eating Pattern

Almost half of Medicaid recipients indicate they adopted a new eating pattern in an effort to feel better and have more energy

#### **Motivations for Adopting a New Eating Pattern**

(Of those who followed a specific eating pattern in past year)



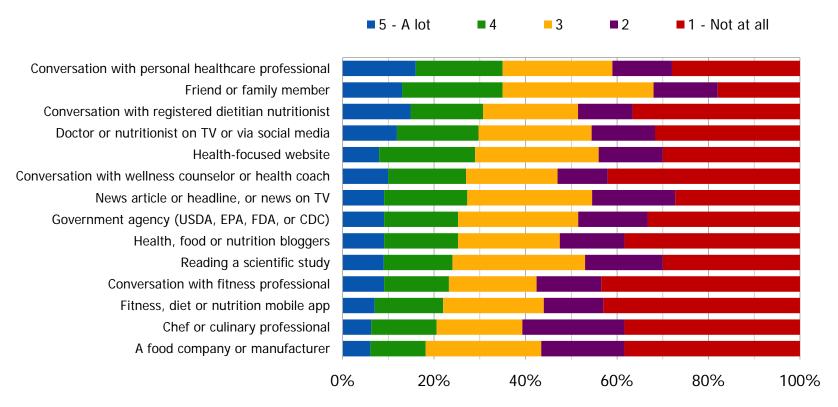
Q28: Which of the following motivated you to make an effort to adopt a new eating pattern/diet? Select all that apply. (Of those who followed a specific eating pattern in past year, n=383)



#### No One Source of Information Used

Medicaid recipients are more likely to get information from all of these sources, compared to non-Medicaid recipients

#### Sources for Information About Which Foods to Eat/Avoid



Younger Medicaid recipients tend to listen to multiple sources for information about which foods to eat or avoid more than older recipients

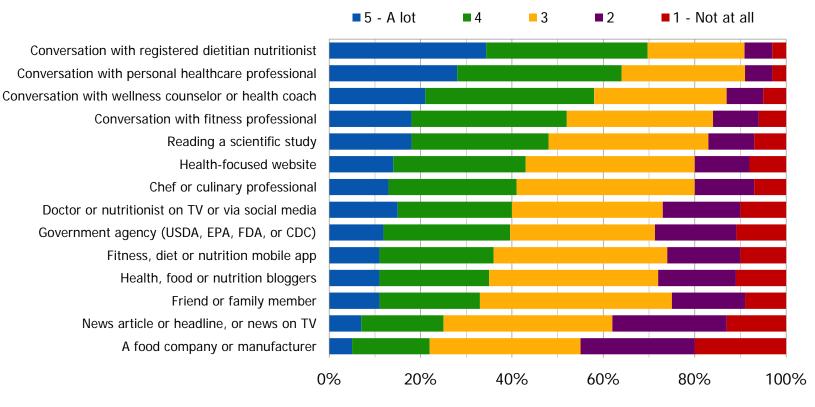
Medicaid recipients with high food insecurity indicate they use multiple sources of information more than those with no food insecurity

Q11: How often do you get information from the following on which foods to eat and avoid? (n=1,005)

## Medicaid Recipients Highly Trust RDNs and HCPs

Recipients place more trust in a number of sources than non-Medicaid recipients do, such as a food company or manufacturer (22% highly trusted by Medicaid recipients vs 11% for non-Medicaid)

#### Trusted Sources About Which Foods to Eat/Avoid



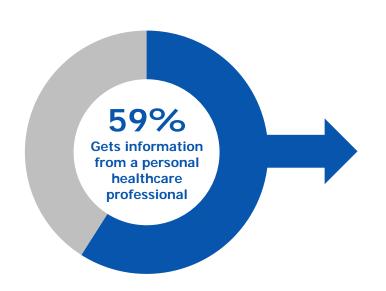
Younger recipients place more trust in technologybased sources of information, including fitness apps, bloggers and people on TV

Q10: How much would you trust information from the following on which foods to eat and avoid? (n=1,005)

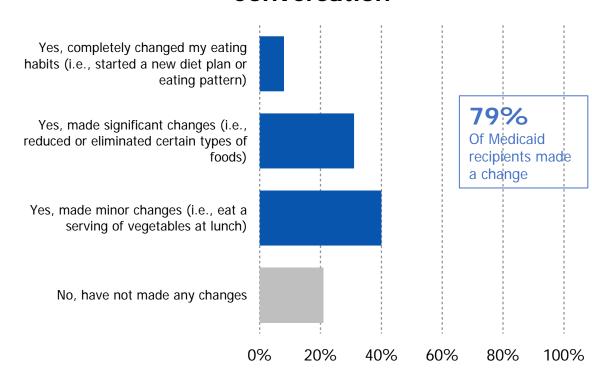
## Healthcare Professionals Impact Eating Habits

Most Medicaid recipients indicate they made a change to eating habits as a result of a conversation with healthcare professional

#### Getting Information From Personal Healthcare Professional



## Changed Eating Habits as Result of Conversation

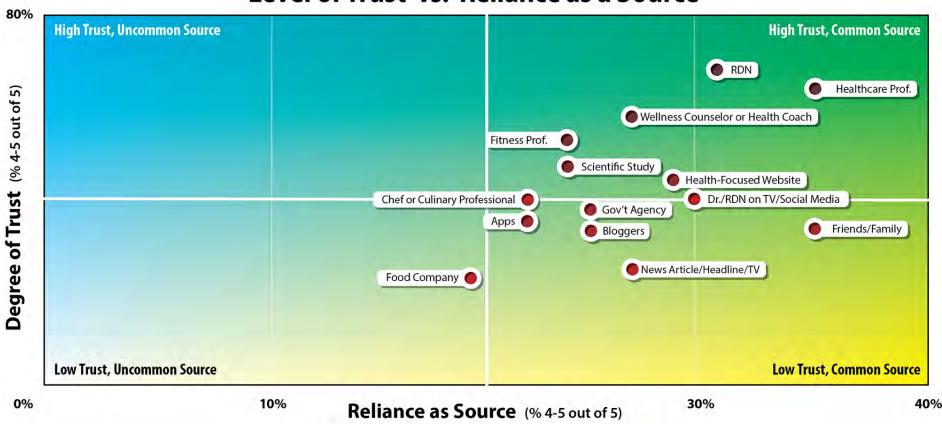


Q11: How often do you get information from the following on which foods to eat and avoid? (n=1,005)
Q12: Have you changed your eating habits as a result of a conversation with a personal healthcare professional? (If has conversation with Personal Healthcare Professional 3-5, n=576)

#### Relationship Between Trust and Reliance

Health professionals trusted and used by Medicaid recipients to guide health and food decisions





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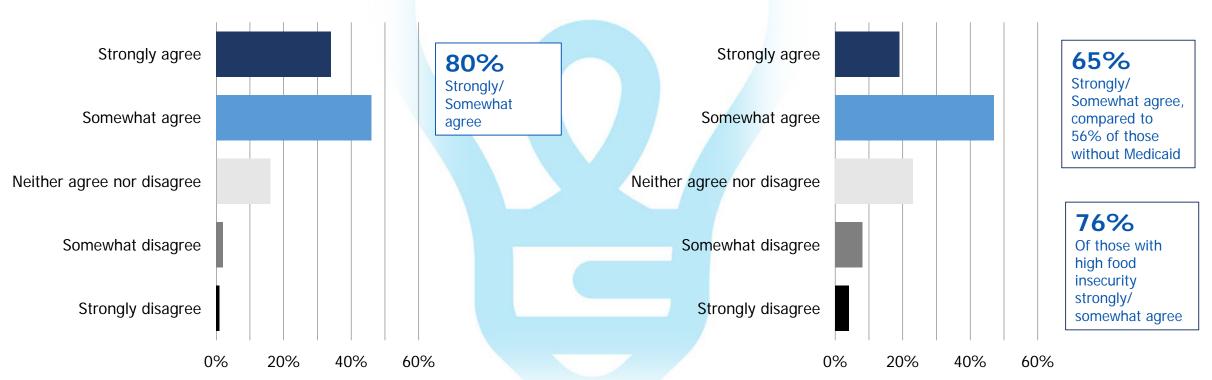
## Conflicting Information Creates "Confusion"

More Medicaid recipients than non-Medicaid recipients indicate conflicting information makes them doubt choices (65% vs 56%)

"There is a lot of **conflicting information** about what foods I should eat or avoid."

"The conflicting information about what I should be eating makes me **doubt** the choices I make."

(Of those who think there is conflicting information)



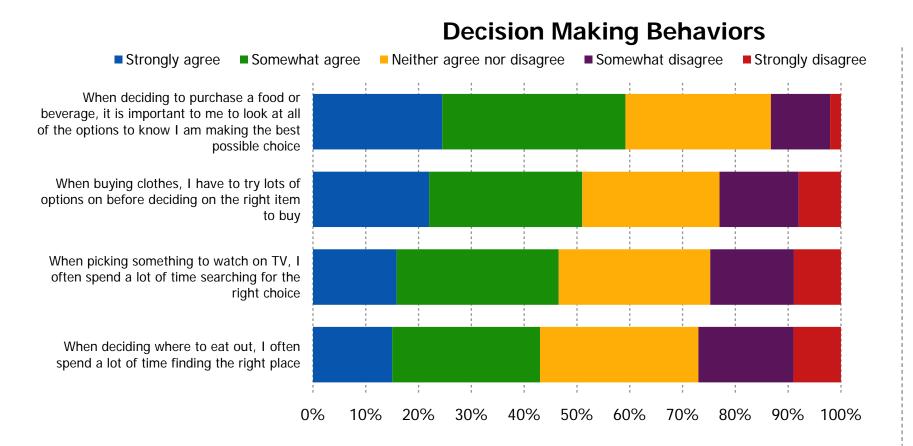
Q8: Do you agree or disagree with the following statement? "There is a lot of conflicting information about what foods I should eat or avoid." (n=1,005)

Q9: Do you agree or disagree with the following statement? "The conflicting information, n=806)



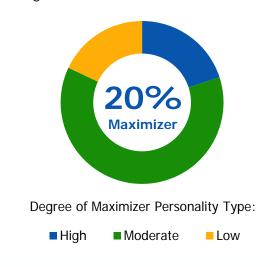
#### 1 in 5 Feel Need to Maximize Choices

Large share of consumers agree they have to look at multiple options before making a decision; 20% of Medicaid recipients have a maximizer personality type, compared to 12% of the non-Medicaid population



#### "Maximizer" Index

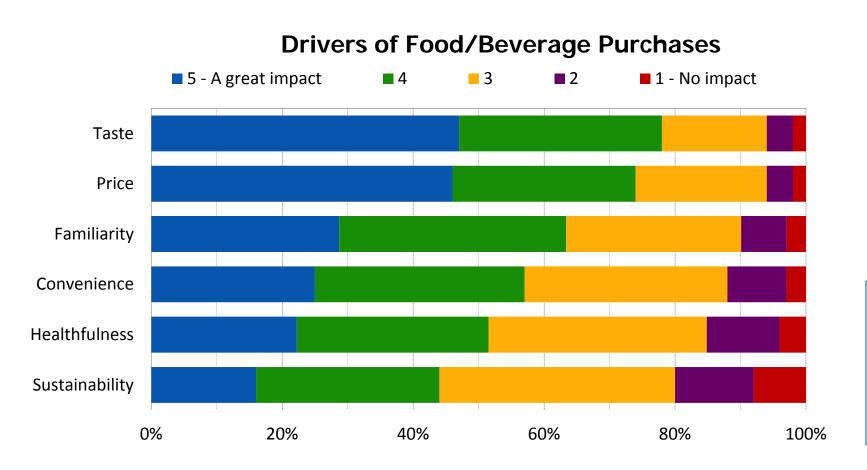
Taking all of these decision making behaviors into account, an index was created to identify a key consumer type: the "maximizer." Maximizers stress over making the optimal decision and weigh all options to do so. Among the Medicare population, 20% are high maximizers.



Q19: Do you agree or disagree with the following statement? (n=1,005)

#### Taste and Price Equal As Purchase Drivers

Price has a greater impact on decisions for Medicaid recipients than for non-Medicaid recipients



Medicaid recipients who report being in fair or poor health are more likely to be influenced by taste and price

69%

Of those age 65+ say healthfulness is a top driver, vs. roughly half of younger recipients

79%

Of Medicaid recipients with high food insecurity indicate price has a high impact, compared to 63% of those with no food insecurity

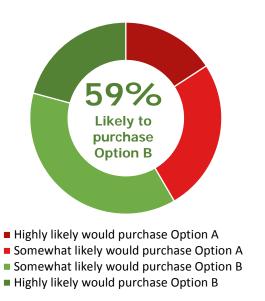
Q13/14: How much of an impact do the following have on your decision to buy foods and beverages? (n=1,005)

## 6 in 10 Prefer No Artificial Ingredients

However, more Medicaid recipients, in comparison to non-Medicaid recipients prefer the familiar product with artificial ingredients

#### **Preference for Products with No Artificial Ingredients**

Imagine you are going to the store to purchase a food or beverage you like. You see they have made a newer version of the product. Option A has all the original ingredients you are familiar with, including artificial ingredients. Option B has similar ingredients, except no artificial ingredients. Which option would you likely purchase?



#### If Option B is Preferred: If Option A costs \$1.00, what is the most you would be willing to pay for Option B?



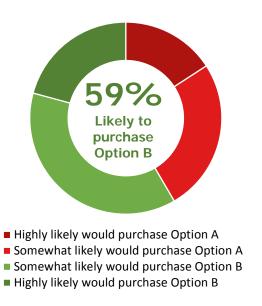
Q55: Imagine you are going to the store to purchase a food or beverage you like. You see they have made a newer version of the product. Option A has all the original ingredients you are familiar with, including artificial ingredients. Option B has similar ingredients, except no artificial ingredients. Which option would you likely purchase? (n=1,005)
Q56: If Option A costs \$1.00, what is the most you would be willing to pay for Option B? (Of those who are likely to purchase Option B, n= 639)

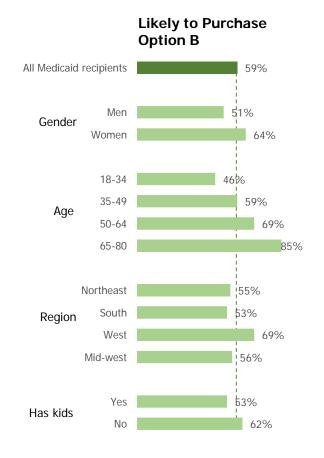
## Those Who Prefer No Artificial Ingredients

Preference for Option B (Without Artificial Ingredients) varies by age, gender, and other demographics

#### **Preference for Products with No Artificial Ingredients**

Imagine you are going to the store to purchase a food or beverage you like. You see they have made a newer version of the product. Option A has all the original ingredients you are familiar with, including artificial ingredients. Option B has similar ingredients, except no artificial ingredients. Which option would you likely purchase?





Q55: Imagine you are going to the store to purchase a food or beverage you like. You see they have made a newer version of the product. Option A has all the original ingredients you are familiar with, including artificial ingredients. Option B has similar ingredients, except no artificial ingredients. Which option would you likely purchase? (n=1,005)

## How Context Influences Medicaid Recipients

With the exception of fresh vs. frozen, Medicaid recipients are more likely than non-Medicaid recipients to see Product A as healthier across these various comparisons

#### If Two Products Have the Same Nutrition Facts Panel, Which is Healthier?



Highly likely that Product A healthier

Somewhat likely that Product A healthier

Product A contains genetically engineered (GMO) ingredients and Product B is labeled as non-GMO

Product A tastes sweeter than Product B

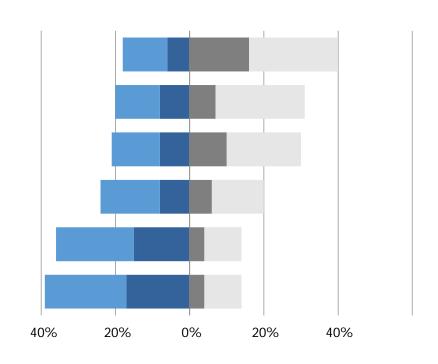
Product A has a longer ingredients list than Product B

Product A is produced using newer technology than Product B

Product A is produced in a more environmentally sustainable way than Product B

Product A is a fresh product and Product B is frozen

- Highly likely that Product B healthier
- Somewhat likely that Product B healthier

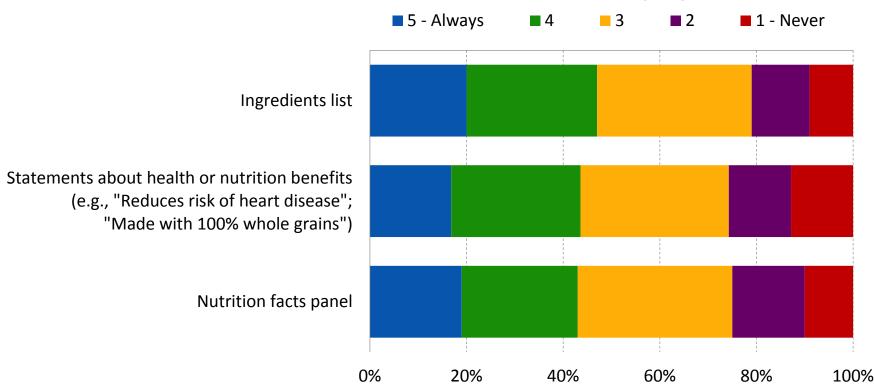


Q18: Imagine you came across two food products that had the exact same Nutrition Facts panel. Would any of the following details lead you to believe that one of the products was more likely to be healthier? (n=1,005)

## Ingredients List Consulted by Medicaid Recipients

Medicaid recipients, versus their non-Medicaid counterparts, more frequently look at statements about health benefits when making a purchasing decision (43% vs 35%)

#### **How Often Consult Packaging Information**



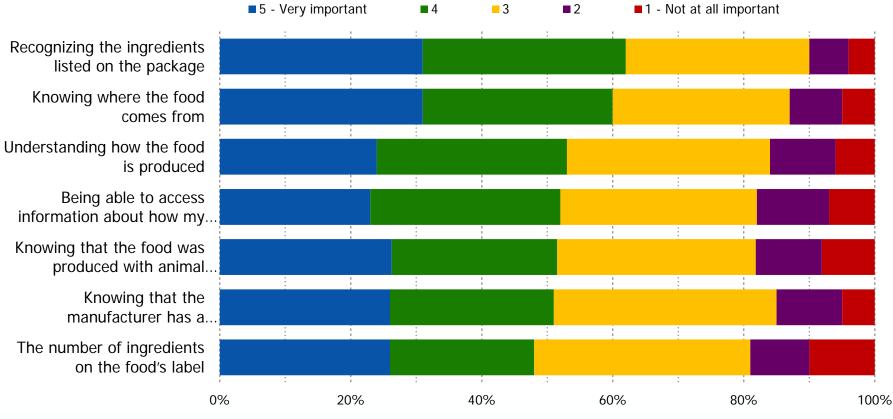
All three packaging information types were viewed most by those in excellent/very good health

Q15: How often do you consult the following packaging information before deciding to purchase a food or beverage? (n=1,005)

## Recipients Select Food Based on Ingredients

6 in 10 Medicaid recipients indicate recognizing the ingredients and knowing where the food comes from as key

#### **Important Factors When Purchasing Food**



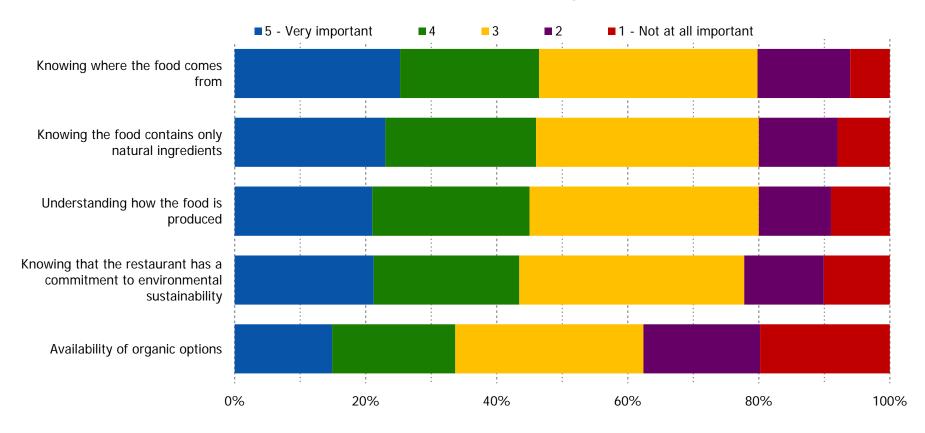
A higher percentage of **women** rate almost all factors as important, compared to men

Q43: How important are the following factors in your decision to purchase a food or beverage? (Split Sample A, n=491)

## **Knowing Food Sources Key to Restaurant Choice**

Medicaid recipients in excellent/very good health more likely to find all the following factors important when choosing a restaurant

#### Important Factors When Choosing a Restaurant or Cafeteria

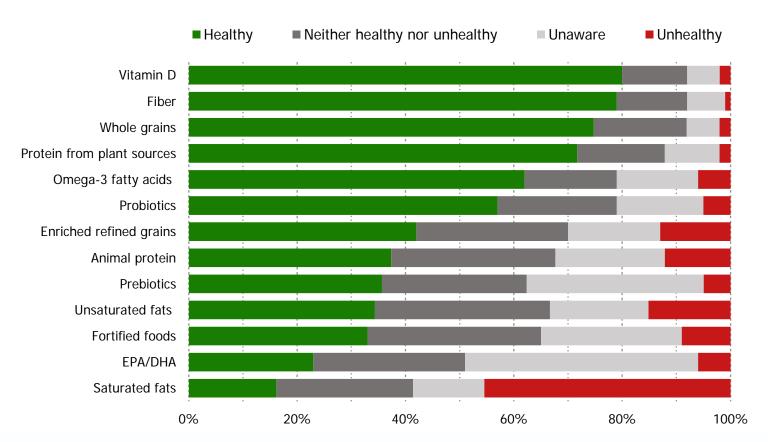


Q44: How important are the following factors when it comes to choosing a restaurant or cafeteria? (Split Sample B, n=514)

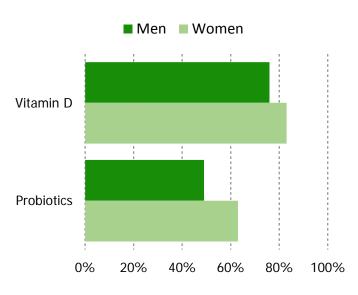
## Recipients See Many Nutrients As Healthy

Vitamin D, fiber, whole grains, and protein from plant sources ranked healthy by at least 70% of Medicaid recipients

#### **Perceived Healthfulness of Foods**



#### % Healthy by Gender



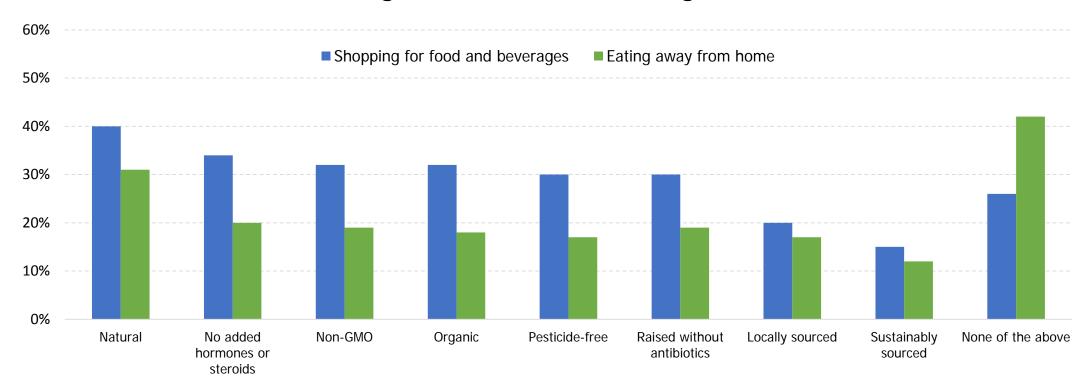
A higher percentage of non-Medicaid recipients indicated vitamin D, fiber, whole grains and protein from plant sources are healthy sources

Q30: How would you rate the healthfulness of each of the following? (n=1,005)

## Natural, No Added Hormones Important Labels

Most influential labels are similar between Medicaid and non-Medicaid recipients; "natural" is slightly more influential among Medicaid recipients when eating away from home

#### **Labeling Influence on Purchasing Behavior**



Q47a: Which of the following, if any, do you do on a regular basis (that is, most times when you shop for foods and beverages)? Buy foods and beverages because they are advertised on the label as...? Select all that apply. (Split Sample A, n=491) Q47b: Which of the following, if any, do you do on a regular basis (that is, most times when you eat away from home)? Eat at restaurants because they advertised their foods and beverages as...? Select all that apply. (Split Sample B, n=514)

## Majority Say Sustainability of Food is Important

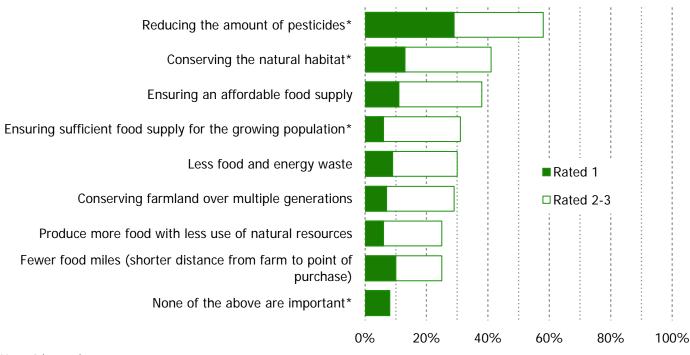
Sustainability for Medicaid recipients means reducing pesticides and conserving natural habitats, and an affordable food supply

#### Importance of Sustainability in Food Products Purchased

# Very important Somewhat important Neither important Not very important Not very important Not at all important Don't know enough

## Ranked Important Aspects of Sustainable Food Production

(Of those who say it's important their food be produced sustainably)



Q45: How important is it to you that the food products you purchase or consume are produced in a sustainable way? (n=1,005)

Q46: What 3 aspects of producing food in a sustainable way are most important to you? (Select top answer.) (Of those who say it's important their food be produced sustainably, n=593)

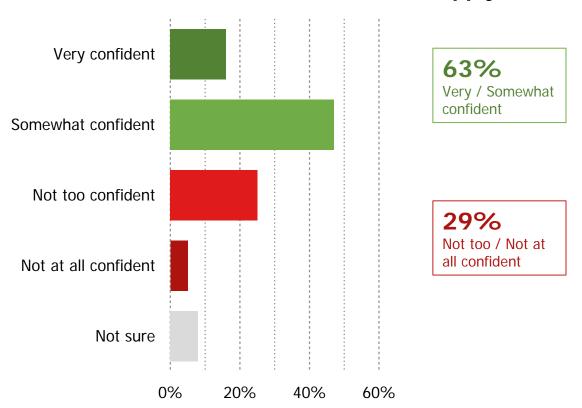
\*Response text has been abridged



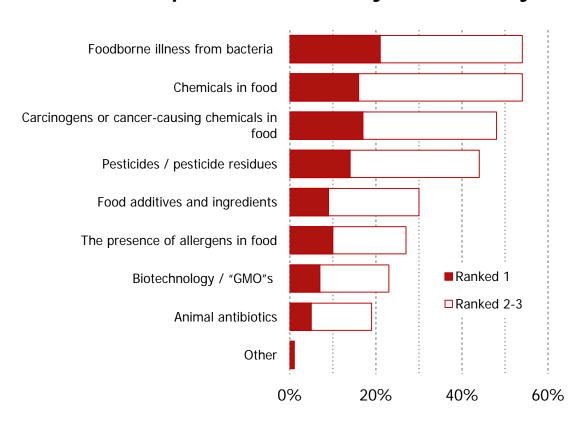
## Over 6 in 10 Have Confidence in Food Supply

Yet, foodborne illness, chemicals, and carcinogens in foods remain safety issues

#### **Confidence in Overall Food Supply**



#### **Most Important Food Safety Issues Today**



Q49: Overall, how confident are you in the safety of the US food supply? (n=1,005)

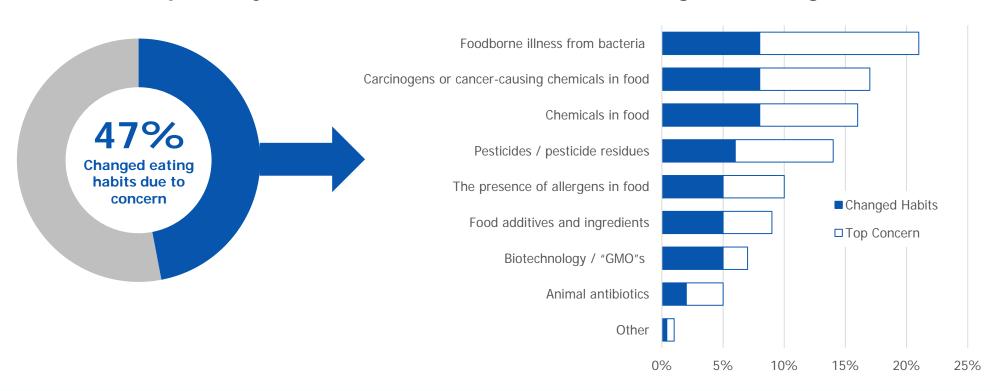
Q50: What in your opinion are the three most important food safety issues today? Please rank from 1 to 3, with 1=Most Important. (n=1,005)

## Less than Half Changed Eating Because of Safety

Yet, a higher percentage of Medicaid recipients indicate they changed their eating habits, compared to non-Medicaid recipients (47% vs 41%)

# **Changed Eating Habits Due to Concerns about Top Safety Issue**

## Changed Habits by the Concern Driving the Change

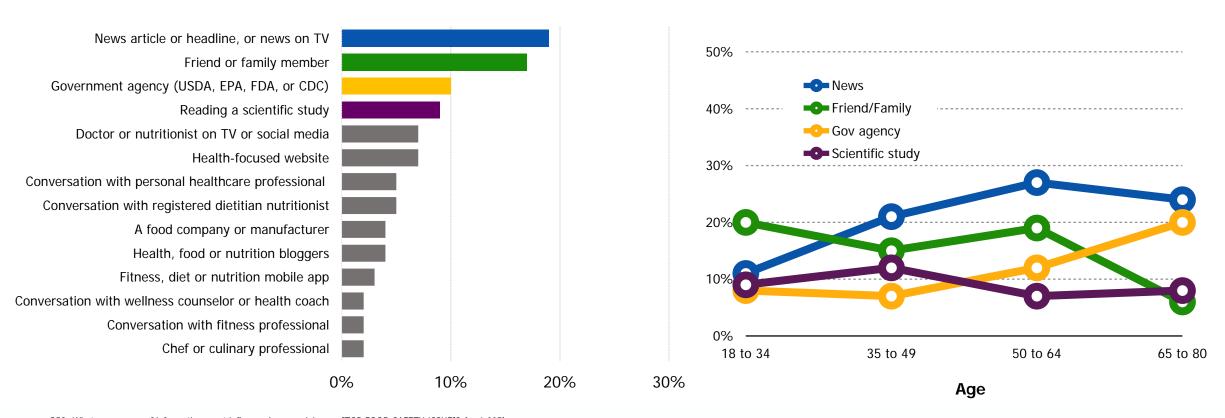


Q51: Have you changed your eating habits due to concerns about [TOP FOOD SAFETY ISSUE] ? (n=1,005)

## News Sources Impact Opinion on Food Safety

Generations influenced by different sources, with younger Medicaid recipients more influenced by family, health bloggers, fitness apps or food companies

#### Top Sources of Influence on Opinion about Top Safety Concern



Q52: What one source of information most influenced your opinion on [TOP FOOD SAFETY ISSUE]? (n=1,005)

# THANK YOU

For more information:

www.foodinsight.org

www.rootcausecoalition.org