

DIETARY FATS & OILS

PURCHASING BEHAVIORS, EATING DECISIONS AND
PERCEPTIONS OF HEALTHFULNESS

DIETARY FATS & OILS

IFIC Consumer
Research

BACKGROUND

Survey Methodology

One thousand interviews were conducted among adults ages 18+ from April 29 to April 30, 2020 and were weighted to ensure proportional results.

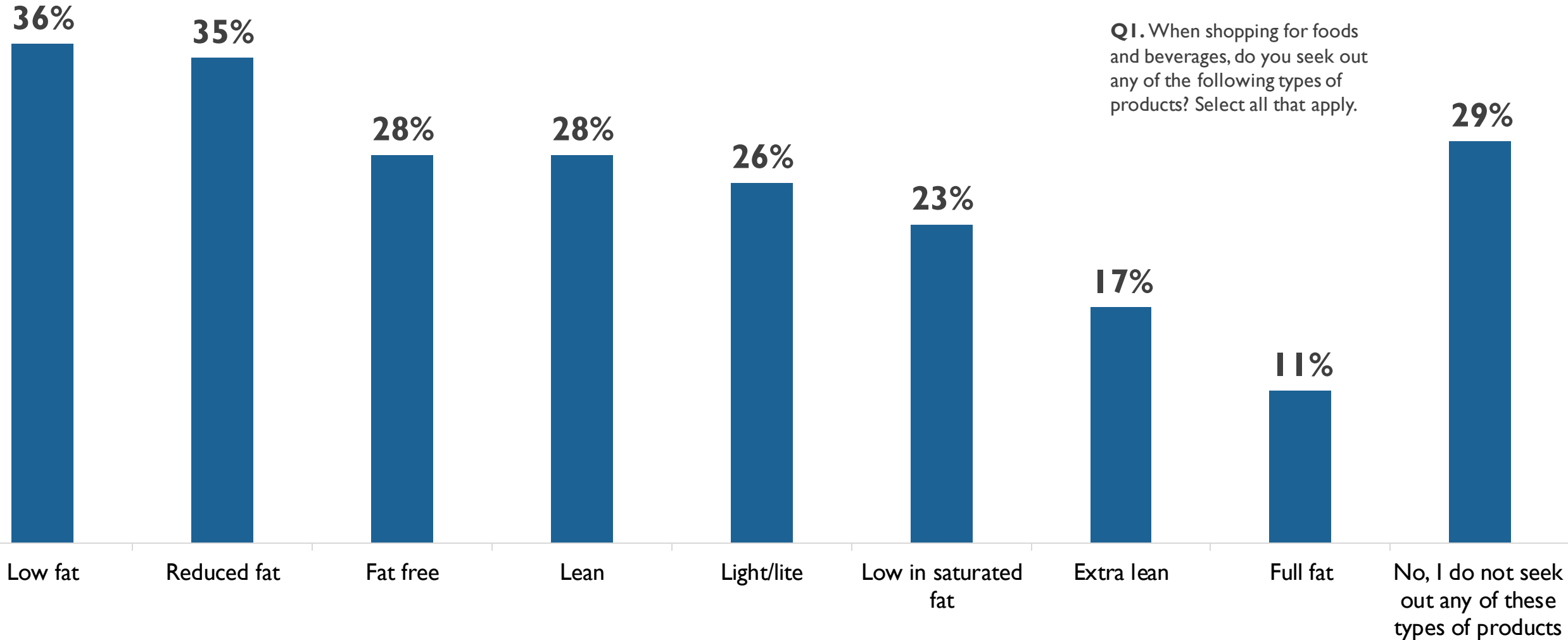
The Bayesian confidence level for 1,000 interviews is 3.5, which is roughly equivalent to a margin of error ± 3.1 at the 95% confidence level.

Statistical Significance

Something is statistically significant if the result cannot be attributed to random chance. Statistical significance in this presentation should be compared within each demographic (e.g. age, race, gender, etc.).

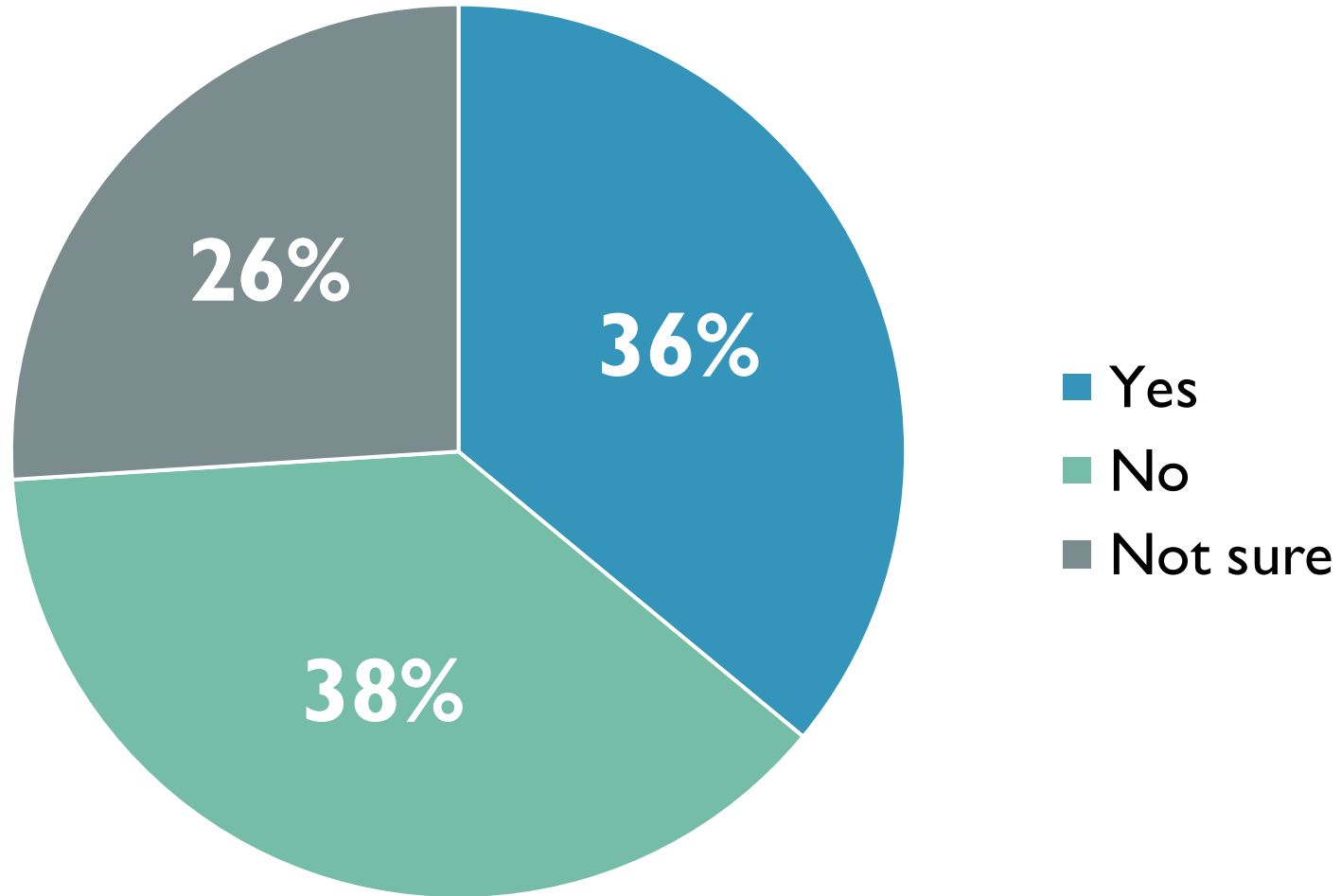
For example, if the responses from female respondents are considered to be significant, it is in relation to male respondents and not necessarily other demographic groups.

Over 1 in 3 seek out “Low fat”, “Reduced fat” products

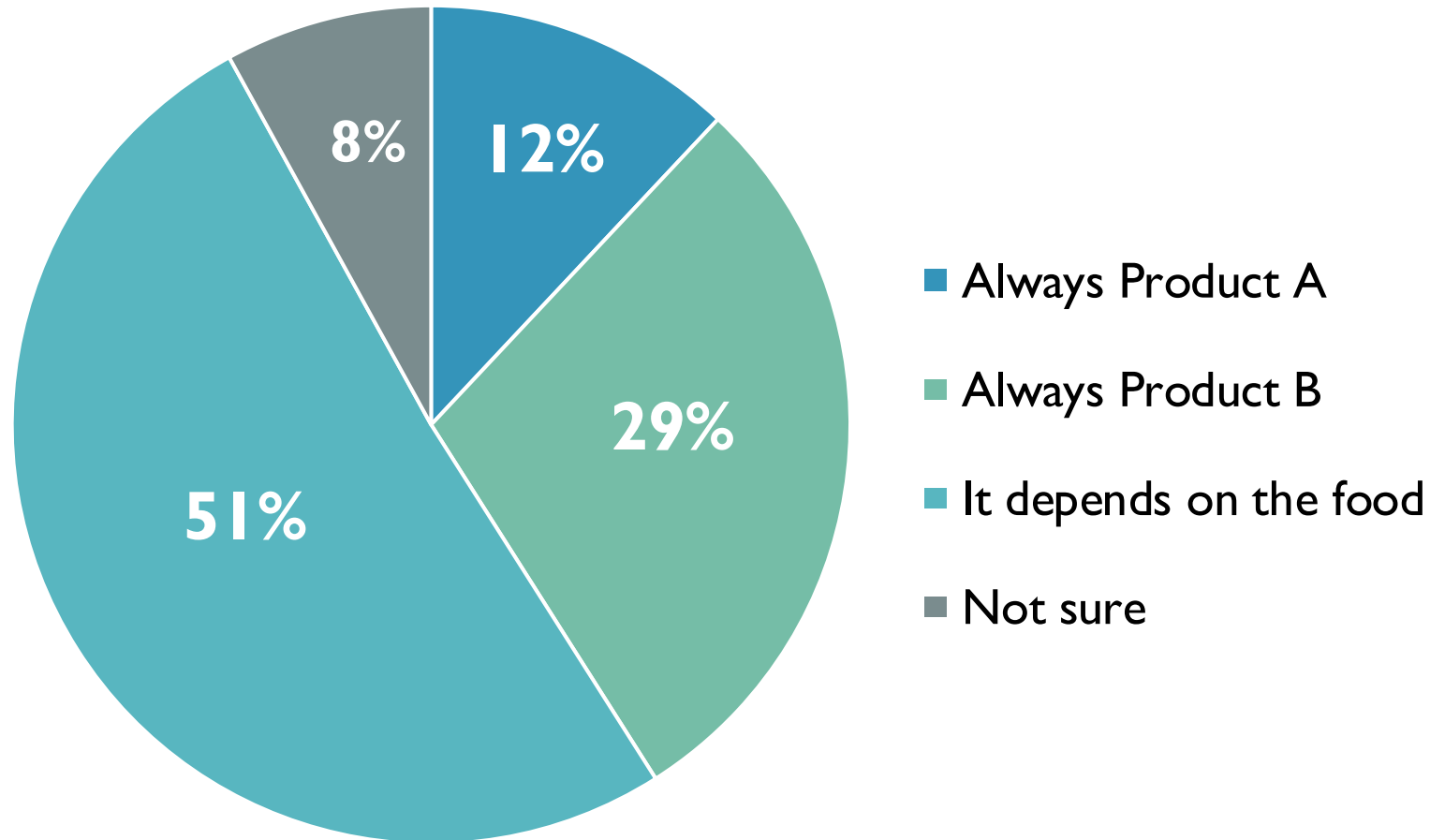


Consumers are split on whether they would choose a higher fat version of a product over a lower-fat version

Q2. If you are comparing two products that differ only in their fat content, one that is higher in total fat and one that is lower in total fat, would you ever choose the one that is higher in total fat?

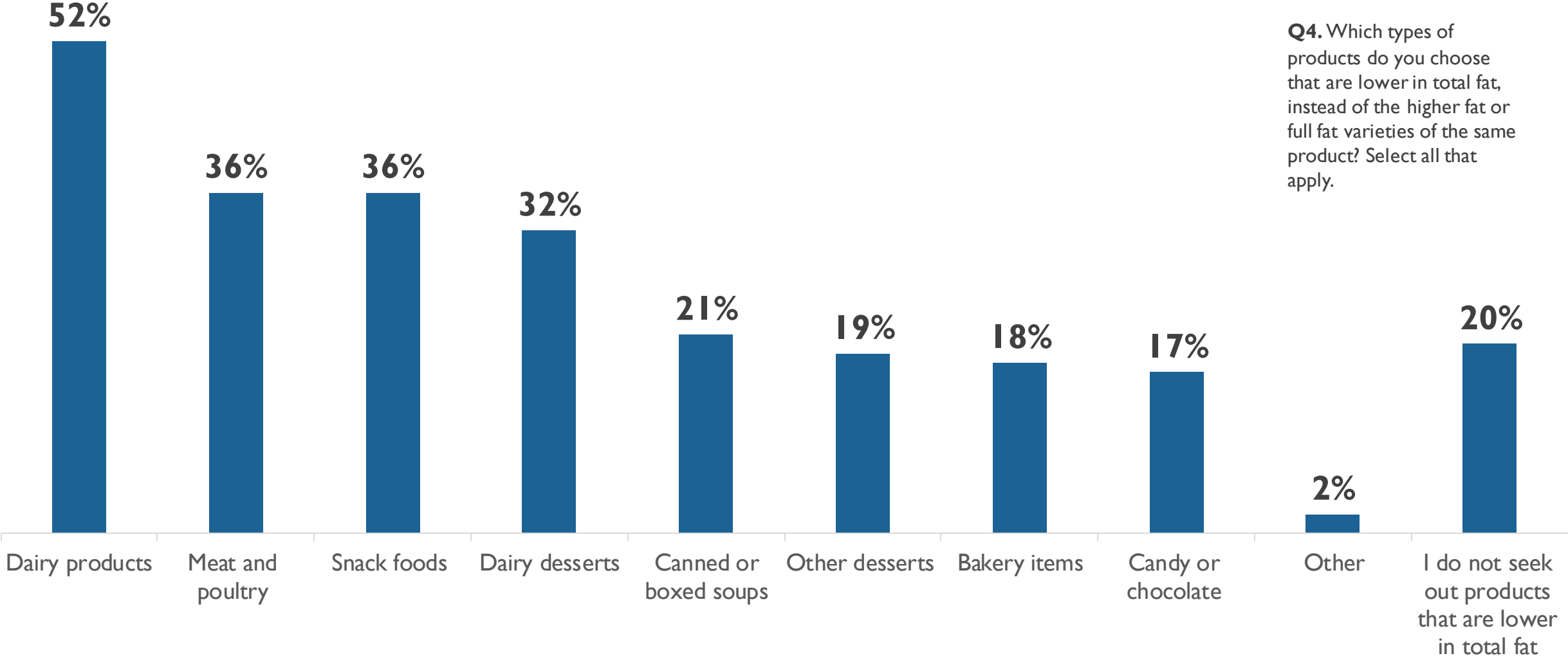


Half say that healthfulness perceptions of fat depend on the type of food



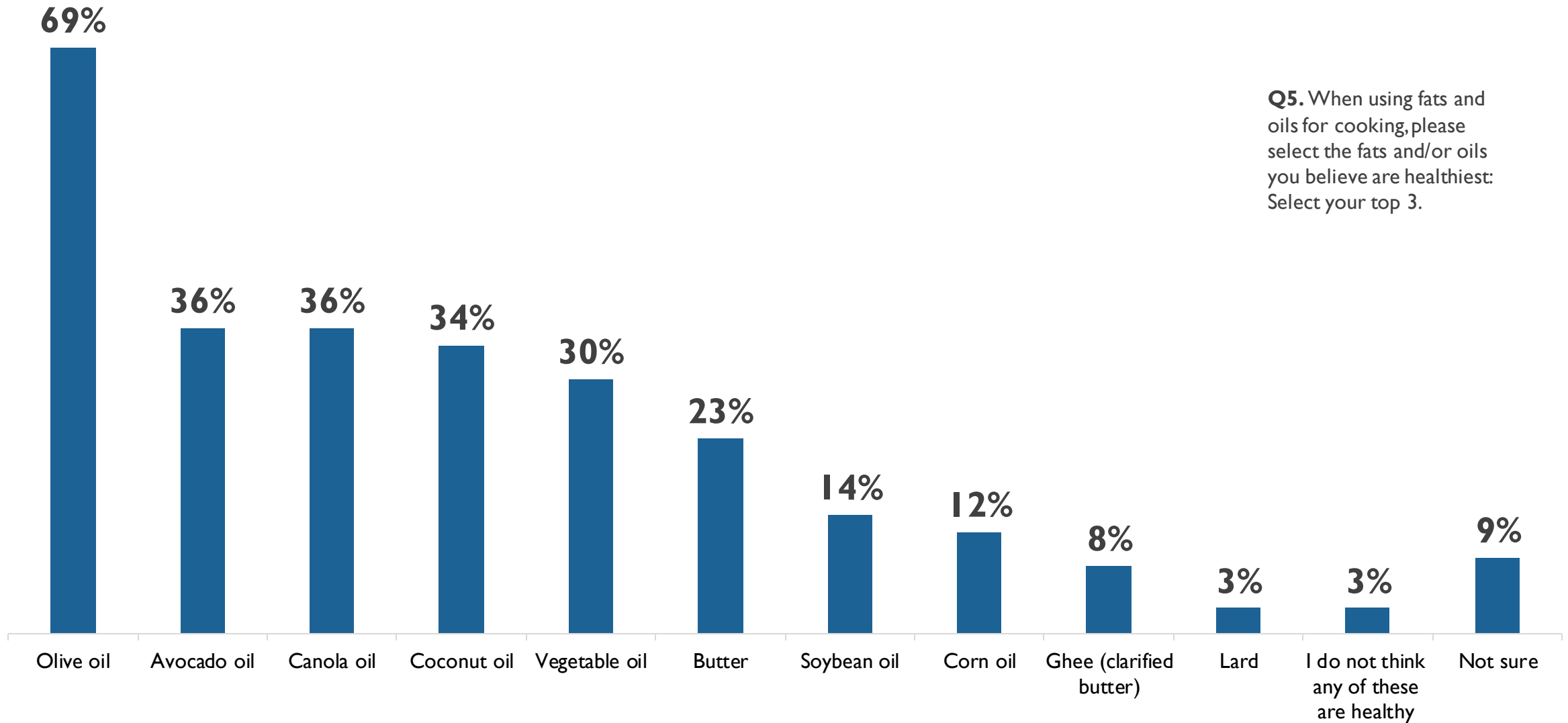
Q3. If you are comparing two products that differ only in their fat content, one that is the full-fat version (Product A) and one that is the low-fat version of the same product (Product B), which do think is healthier?

Lower-fat dairy products are most commonly sought out

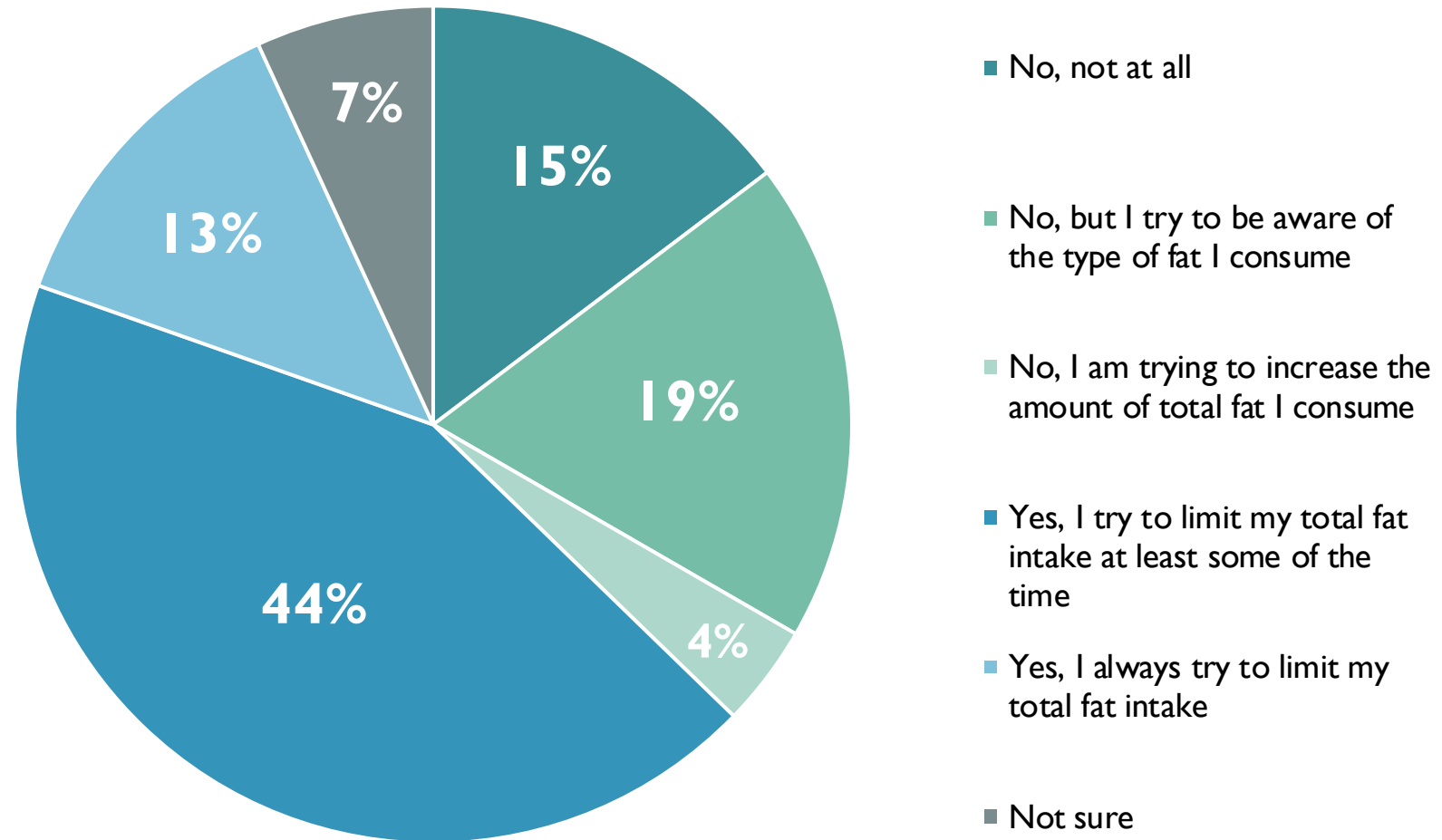


Q4. Which types of products do you choose that are lower in total fat, instead of the higher fat or full fat varieties of the same product? Select all that apply.

Olive oil is believed to be healthiest fat or oil for cooking

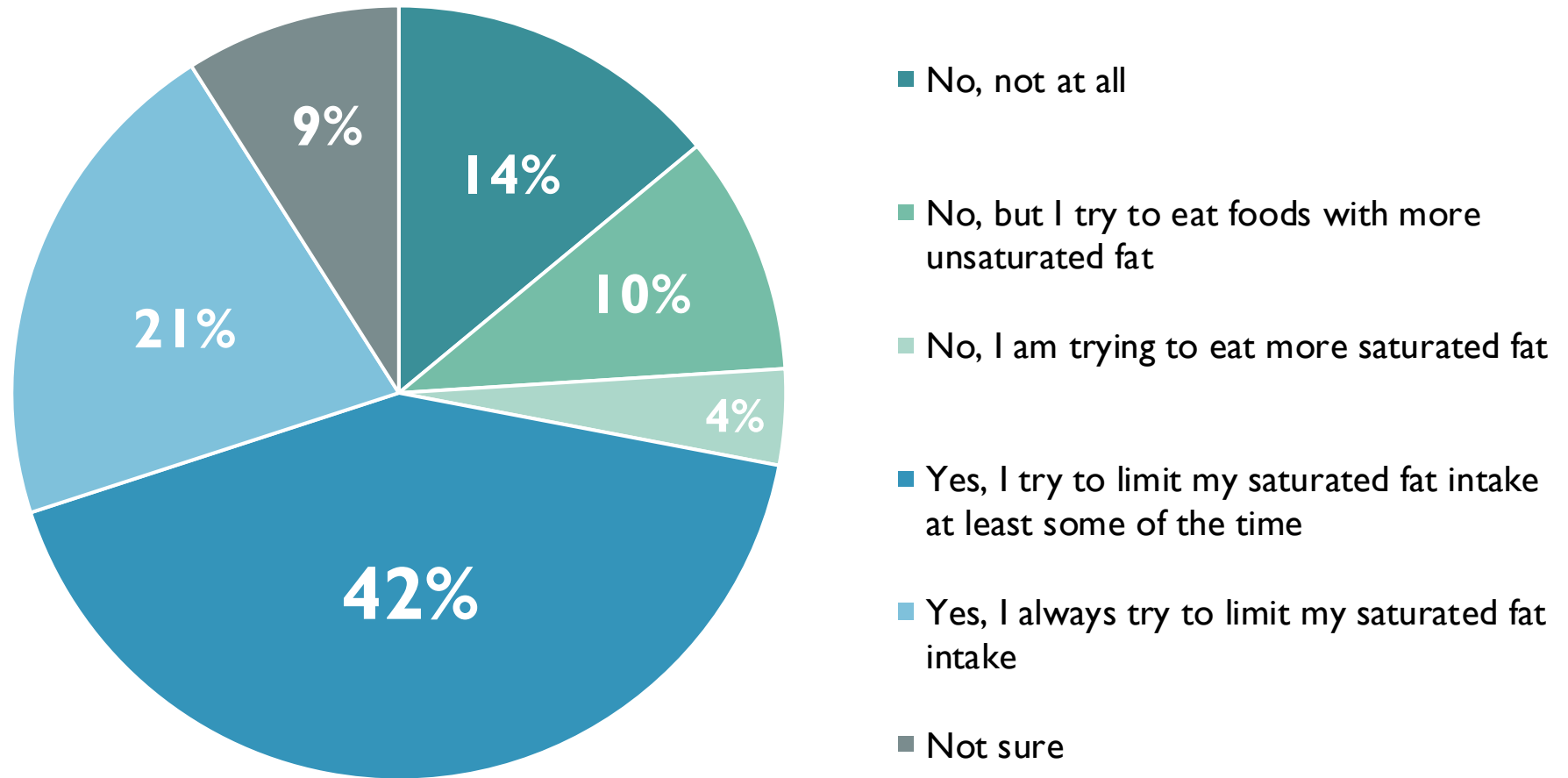


Nearly 6 in 10 try to limit total fat in their diet at least some of the time



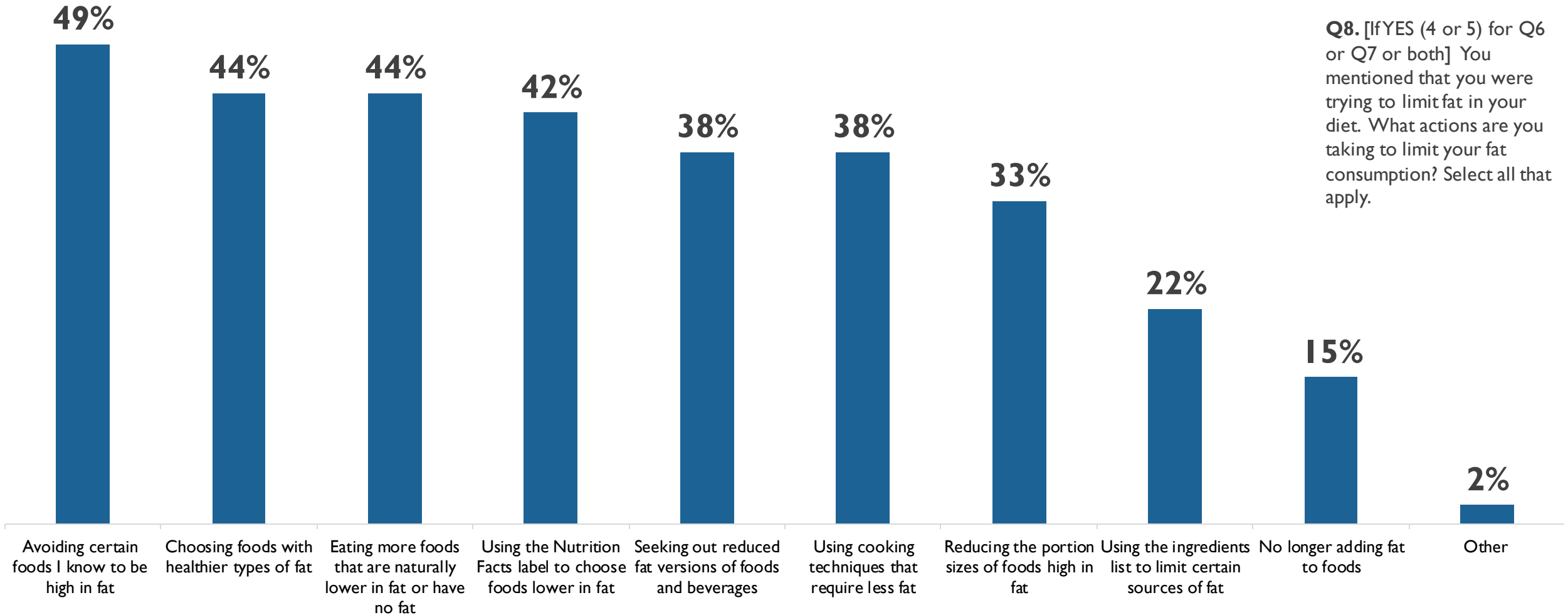
Q6. Do you try to limit the amount of total fat in your diet? Please select the option that best applies to you.

Over 6 in 10 try to limit saturated fat intake at least some of the time

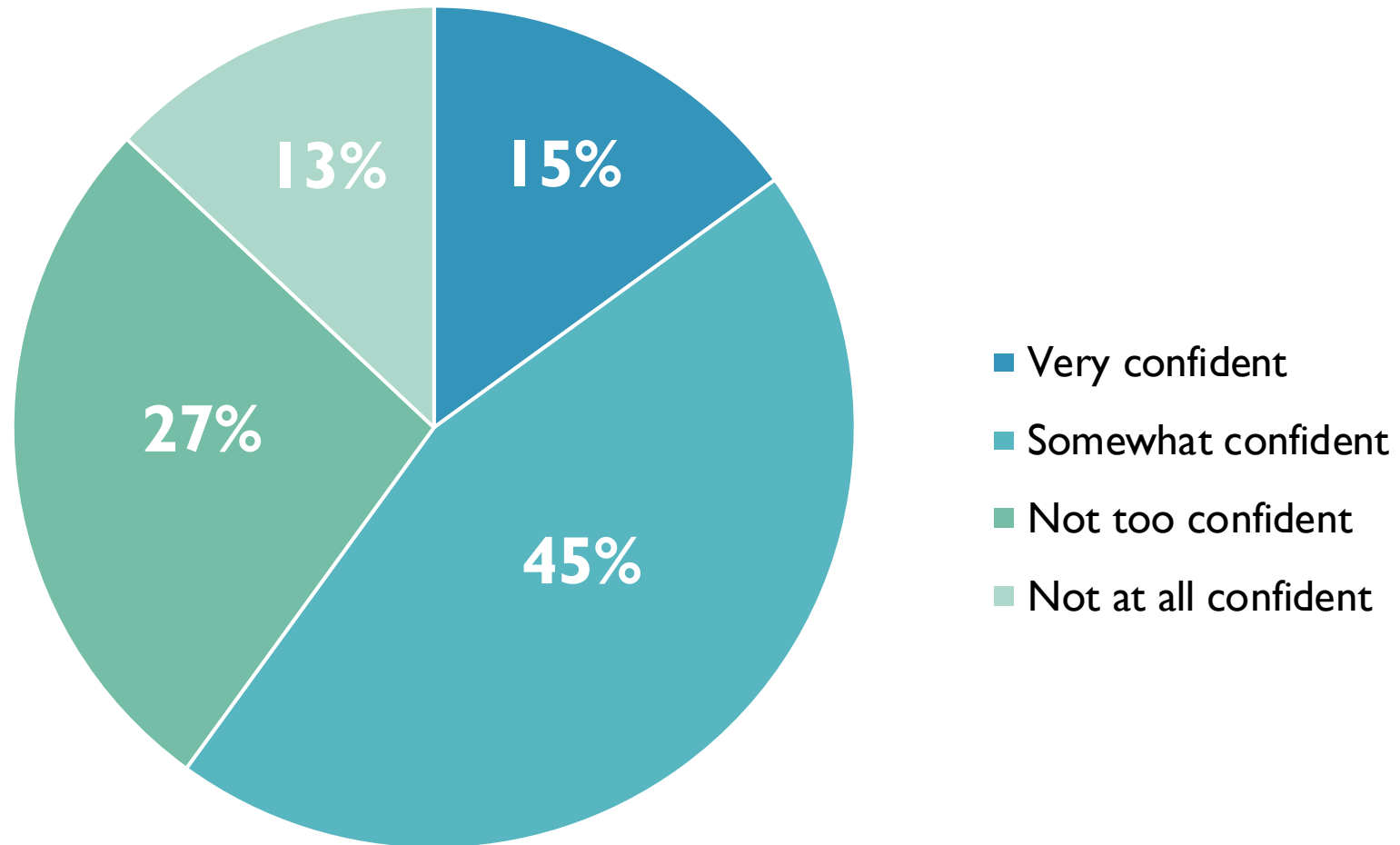


Q7. Do you try to limit the amount of saturated fat in your diet? Please select the option that best applies to you.

People take a variety of actions to limit fat consumption

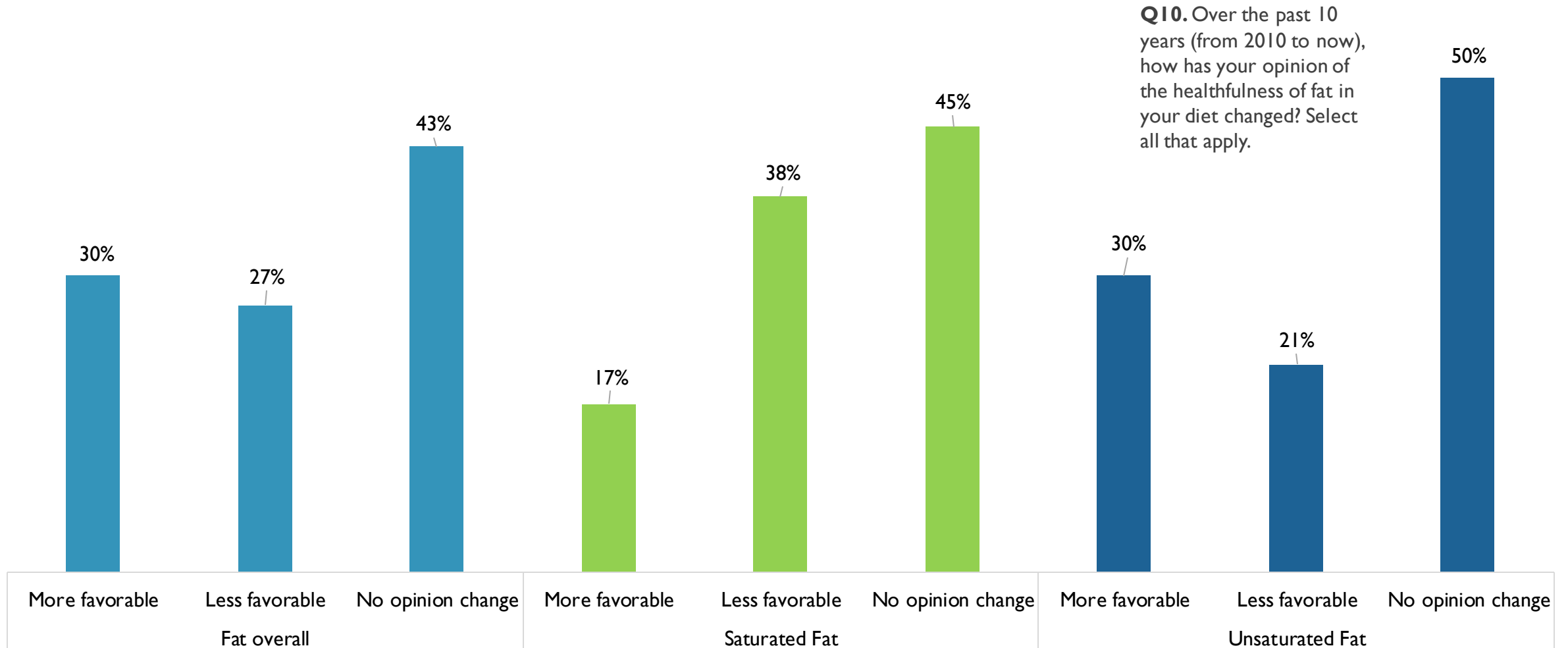


Most people are at least somewhat confident that they know how much saturated fat they consume



Q9. How confident are you in your knowledge of the amount of saturated fat you consume each day?

Change in healthfulness perceptions of dietary fats is mixed



APPENDICES

Q1. When shopping for foods and beverages, do you seek out any of the following types of products? Select all that apply.

	Low fat	Reduced fat	Fat free	Lean	Light/lite
Total	36%	35%	28%	28%	26%
Men	33%	32%	28%	26%	24%
Women	40%	37%	28%	29%	28%
White	37%	36%	26%	31% ↑	30% ↑
African American	34%	27%	36%	18%	14% ↓
Hispanic/ Latinx	40%	36%	30%	25%	21%
Under 45	34%	31%	31%	21% ↓	23%
45-64	38%	38%	24%	34% ↑	27%
65+	40%	38%	26%	33%	33%
Northeast	32%	32%	28%	20%	21%
Midwest	34%	35%	27%	27%	28%
South	35%	33%	29%	32%	24%
West	44%	38%	26%	32%	30%
Non-college	34%	31%	25%	23% ↓	22%
College	39%	38%	30%	32% ↑	30%

Q1. When shopping for foods and beverages, do you seek out any of the following types of products? Select all that apply.

	Low in saturated fat	Extra lean	Full fat	No, I do not seek out any
Total	23%	17%	11%	29%
Men	24%	16%	11%	31%
Women	23%	17%	10%	28%
White	25%	18%	10%	29%
African American	15%	15%	18%	25%
Hispanic/ Latinx	24%	15%	13%	32%
Under 45	20%	15%	16% ↑	28%
45-64	24%	17%	6% ↓	31%
65+	34% ↑	19%	7%	33%
Northeast	21%	14%	13%	32%
Midwest	19%	14%	10%	31%
South	27%	18%	11%	29%
West	27%	20%	11%	26%
Non-college	18% ↓	14%	10%	33%
College	29% ↑	19%	12%	26%

Q2. If you are comparing two products that differ only in their fat content, one that is higher in total fat and one that is lower in total fat, would you ever choose the one that is higher in total fat?

	Yes	No	Not sure
Total	36%	38%	26%
Men	39%	37%	25%
Women	33%	40%	28%
White	36%	37%	27%
African American	34%	44%	23%
Hispanic/ Latinx	49% ↑	27%	24%
Under 45	43% ↑	35%	22%
45-64	31%	40%	29%
65+	24% ↓	45%	31%
Northeast	37%	38%	26%
Midwest	34%	37%	30%
South	34%	41%	25%
West	39%	37%	24%
Non-college	35%	38%	27%
College	36%	38%	26%

Q3. If you are comparing two products that differ only in their fat content, one that is the full-fat version (Product A) and one that is the low-fat version of the same product (Product B), which do think is healthier?

	Always Product A	Always Product B	It depends on the food	Not sure
Total	12%	29%	51%	8%
Men	15%	30%	46% ↓	9%
Women	10%	27%	55% ↑	7%
White	11%	26% ↓	57% ↑	6% ↓
African American	13%	34%	38% ↓	14%
Hispanic/ Latinx	19%	37%	38% ↓	7%
Under 45	20% ↑	29%	42% ↓	8%
45-64	5% ↓	29%	59% ↑	6%
65+	5% ↓	26%	55%	13% ↑
Northeast	15%	31%	49%	6%
Midwest	10%	25%	56%	10%
South	12%	31%	47%	10%
West	13%	30%	50%	7%
Non-college	11%	33% ↑	45% ↓	11% ↑
College	14%	25% ↓	56% ↑	6% ↓

Q4. Which types of products do you choose that are lower in total fat, instead of the higher fat or full fat varieties of the same product? Select all that apply.

	Dairy products	Snack foods	Meat and poultry	Dairy desserts	Canned or boxed soups
Total	52%	36%	36%	32%	21%
Men	50%	35%	35%	29%	20%
Women	55%	37%	38%	34%	22%
White	56% ↑	36%	39%	31%	22%
African American	36% ↓	38%	33%	32%	17%
Hispanic/ Latinx	52%	32%	28%	35%	21%
Under 45	43% ↓	38%	36%	34%	23%
45-64	60% ↑	33%	37%	30%	19%
65+	62%	38%	35%	28%	22%
Northeast	52%	35%	36%	28%	22%
Midwest	52%	34%	33%	28%	18%
South	52%	39%	41%	35%	19%
West	55%	38%	36%	35%	26%
Non-college	48%	33%	35%	29%	19%
College	57%	39%	37%	34%	23%

Q4. Which types of products do you choose that are lower in total fat, instead of the higher fat or full fat varieties of the same product? Select all that apply.

	Other desserts	Bakery items	Candy or chocolate	Other	I do not seek out products
Total	19%	18%	17%	2%	20%
Men	20%	20%	20%	3%	21%
Women	17%	17%	14%	1%	18%
White	16%	16%	15%	2%	19%
African American	21%	23%	20%	2%	24%
Hispanic/ Latinx	25%	26%	21%	3%	15%
Under 45	23% ↑	24% ↑	26% ↑	2%	18%
45-64	15%	14%	12% ↓	2%	20%
65+	15%	12%	4% ↓	5%	24%
Northeast	20%	19%	19%	3%	18%
Midwest	20%	16%	15%	2%	24%
South	19%	20%	18%	2%	20%
West	16%	19%	16%	2%	16%
Non-college	20%	16%	16%	2%	22%
College	18%	21%	18%	2%	17%

Q5. When using fats and oils for cooking, please select the fats and/or oils you believe are healthiest:
Select your top 3.

	Olive oil	Avocado oil	Canola oil	Coconut oil	Vegetable oil	Butter
Total	69%	36%	36%	34%	30%	23%
Men	63% ↓	29% ↓	39%	28% ↓	35% ↑	21%
Women	76% ↑	43% ↑	34%	40% ↑	25% ↓	25%
White	72%	37%	40% ↑	36%	25% ↓	22%
African American	61%	29%	28%	27%	48% ↑	31%
Hispanic/ Latinx	67%	35%	29%	32%	41%	25%
Under 45	61% ↓	35%	25% ↓	37%	37% ↑	26%
45-64	77% ↑	38%	45% ↑	36%	26%	21%
65+	78%	37%	49% ↑	22% ↓	17% ↓	21%
Northeast	66%	29%	33%	38%	37%	26%
Midwest	69%	37%	33%	32%	31%	18%
South	69%	32%	41%	30%	29%	22%
West	73%	45% ↑	37%	36%	24%	26%
Non-college	67%	33%	34%	37%	30%	25%
College	72%	39%	38%	31%	29%	22%

Q5. When using fats and oils for cooking, please select the fats and/or oils you believe are healthiest:
Select your top 3.

	Soybean oil	Corn oil	Ghee (clarified butter)	Lard	I do not think any of these are healthy	Not sure
Total	14%	12%	8%	3%	3%	9%
Men	17%	16% ↑	8%	4%	3%	11%
Women	11%	9% ↓	7%	3%	2%	7%
White	15%	11%	7%	2%	2%	8%
African American	9%	18%	6%	6%	1%	11%
Hispanic/ Latinx	12%	14%	8%	7%	4%	6%
Under 45	14%	15%	11% ↑	6% ↑	2%	9%
45-64	13%	11%	5%	2%	2%	7%
65+	15%	7%	6%	0%	5%	12%
Northeast	13%	13%	9%	4%	2%	8%
Midwest	12%	14%	7%	3%	2%	12%
South	14%	13%	8%	4%	4%	8%
West	15%	9%	7%	3%	2%	6%
Non-college	12%	12%	6%	4%	3%	10%
College	16%	12%	9%	2%	2%	7%

Q6. Do you try to limit the amount of total fat in your diet? Please select the option that best applies to you.

	No, not at all	No, but I try to be aware	No, I am trying to increase	Yes, I try to limit my intake at least some	Yes, I always try to limit intake	Not sure
Total	15%	19%	4%	44%	13%	7%
Men	16%	17%	4%	41%	13%	9%
Women	13%	20%	4%	46%	12%	5%
White	14%	20%	3%	46%	11%	5%
African American	18%	15%	8%	31%	16%	12%
Hispanic/ Latinx	15%	13%	5%	43%	18%	6%
Under 45	14%	21%	7% ↑	38% ↓	12%	8%
45-64	18%	16%	1%	48%	13%	4% ↓
65+	8%	18%	0%	50%	14%	11%
Northeast	15%	16%	4%	44%	15%	6%
Midwest	17%	19%	5%	42%	8%	9%
South	14%	19%	4%	41%	15%	7%
West	13%	19%	2%	47%	14%	5%
Non-college	20% ↑	18%	5%	38% ↓	11%	8%
College	10% ↓	19%	3%	48% ↑	14%	6%

Q7. Do you try to limit the amount of saturated fat in your diet? Please select the option that best applies to you.

	No, not at all	No, but I try to be aware	No, I am trying to increase	Yes, I try to limit my intake at least some	Yes, I always try to limit intake	Not sure
Total	14%	10%	4%	42%	21%	9%
Men	14%	11%	4%	39%	20%	10%
Women	13%	9%	4%	45%	21%	7%
White	14%	10%	3%	45%	20%	7%
African American	13%	14%	6%	36%	19%	11%
Hispanic/ Latinx	15%	7%	8%	32%	28%	10%
Under 45	13%	14% ↑	7% ↑	39%	17%	10%
45-64	18%	9%	1% ↓	45%	22%	5%
65+	7%	4%	3%	44%	28%	14%
Northeast	13%	11%	5%	40%	23%	7%
Midwest	14%	7%	4%	46%	15%	14% ↑
South	14%	12%	4%	41%	22%	7%
West	14%	11%	3%	41%	24%	7%
Non-college	19% ↑	10%	5%	38%	18%	10%
College	9% ↓	10%	4%	46%	23%	7%

Q8. [If YES (4 or 5) for Q6 or Q7 or both] You mentioned that you were trying to limit fat in your diet. What actions are you taking to limit your fat consumption? Select all that apply.

	Avoiding foods high in fat	Eat foods lower in fat or no fat	Choosing healthier types of fat	Using the Nutrition Facts label	Using cooking techniques less fat
Total	49%	44%	44%	42%	38%
Men	46%	41%	40%	40%	30% ↓
Women	52%	48%	47%	43%	45% ↑
White	51%	46%	49% ↑	45%	41%
African American	36%	41%	28%	42%	35%
Hispanic/ Latinx	46%	40%	32%	31%	23%
Under 45	41% ↓	39%	40%	36%	31% ↓
45-64	57%	47%	46%	46%	37%
65+	53%	52%	52%	48%	56% ↑
Northeast	52%	42%	38%	37%	31%
Midwest	47%	44%	47%	42%	44%
South	48%	46%	43%	46%	40%
West	51%	46%	48%	42%	36%
Non-college	46%	41%	40%	38%	38%
College	52%	47%	47%	45%	38%

Q8. [If YES (4 or 5) for Q6 or Q7 or both] You mentioned that you were trying to limit fat in your diet. What actions are you taking to limit your fat consumption? Select all that apply.

	Seek reduced fat versions of foods and beverages	Reducing portion sizes	Using the ingredients list	No longer adding fat to foods	Other
Total	38%	33%	22%	15%	2%
Men	38%	30%	25%	16%	2%
Women	37%	35%	19%	15%	2%
White	42% ↑	33%	22%	14%	2%
African American	26%	34%	26%	15%	3%
Hispanic/ Latinx	26%	29%	14%	27%	0%
Under 45	30% ↓	31%	25%	17%	0%
45-64	39%	34%	13% ↓	11%	4%
65+	51% ↑	34%	29%	20%	3%
Northeast	35%	30%	19%	13%	2%
Midwest	33%	39%	19%	12%	3%
South	41%	28%	23%	20%	2%
West	41%	33%	25%	16%	1%
Non-college	34%	30%	18%	13%	2%
College	40%	35%	24%	17%	2%

Q9. How confident are you in your knowledge of the amount of saturated fat you consume each day?

	Very confident	Somewhat confident	Not too confident	Not at all confident
Total	15%	45%	27%	13%
Men	19% ↑	43%	25%	13%
Women	12% ↓	46%	29%	13%
White	12% ↓	46%	30% ↑	12%
African American	28% ↑	43%	16%	12%
Hispanic/ Latinx	25% ↑	38%	24%	14%
Under 45	24% ↑	42%	24%	11%
45-64	10% ↓	49%	29%	13%
65+	5% ↓	46%	31%	19%
Northeast	20%	47%	23%	10%
Midwest	10% ↓	44%	30%	16%
South	19%	45%	25%	11%
West	14%	45%	28%	13%
Non-college	13%	44%	28%	15%
College	18%	46%	26%	10%

Q10. Over the past 10 years (from 2010 to now), how has your opinion of the healthfulness of fat in your diet changed? Select all that apply.

	Unsaturated fats has not changed	Saturated fat has not changed	Healthfulness fat has not changed	Less favorable saturated fat	Favorable healthfulness of fat
Total	50%	45%	43%	38%	30%
Men	46%	41%	40%	38%	30%
Women	53%	49%	45%	38%	30%
White	55% ↑	49% ↑	47% ↑	36%	31%
African American	34% ↓	33% ↓	27% ↓	39%	28%
Hispanic/ Latinx	38% ↓	35%	32%	43%	29%
Under 45	41% ↓	39% ↓	34% ↓	37%	36% ↑
45-64	58% ↑	51%	50% ↑	37%	26%
65+	55%	50%	53% ↑	44%	23%
Northeast	44%	38%	35% ↓	44%	29%
Midwest	60% ↑	54% ↑	51% ↑	30% ↓	26%
South	44%	43%	40%	40%	33%
West	49%	44%	44%	38%	33%
Non-college	53%	47%	46%	38%	28%
College	47%	43%	40%	38%	33%

Q10. Over the past 10 years (from 2010 to now), how has your opinion of the healthfulness of fat in your diet changed? Select all that apply.

	More favorable unsaturated fats	Less favorable healthfulness of fat	Less favorable unsaturated fats	More favorable saturated fat
Total	30%	27%	21%	17%
Men	32%	30%	23%	21% ↑
Women	28%	24%	19%	13% ↓
White	27%	22% ↓	18% ↓	15%
African American	34%	45% ↑	32% ↑	28% ↑
Hispanic/ Latinx	40%	39% ↑	22%	22%
Under 45	36% ↑	30%	22%	24% ↑
45-64	24% ↓	24%	18%	13%
65+	25%	24%	20%	6% ↓
Northeast	34%	36% ↑	22%	18%
Midwest	19% ↓	23%	20%	16%
South	37% ↑	27%	20%	17%
West	31%	23%	20%	18%
Non-college	26% ↓	27%	22%	14%
College	34% ↑	27%	19%	19%

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