

IFIC's Year-End Survey: Consumer Insights from a Year Like No Other, and a Look to the Year Ahead

December 2020



Methodology

One thousand interviews were conducted among adults ages 18+ from December 3rd to December 5th, 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

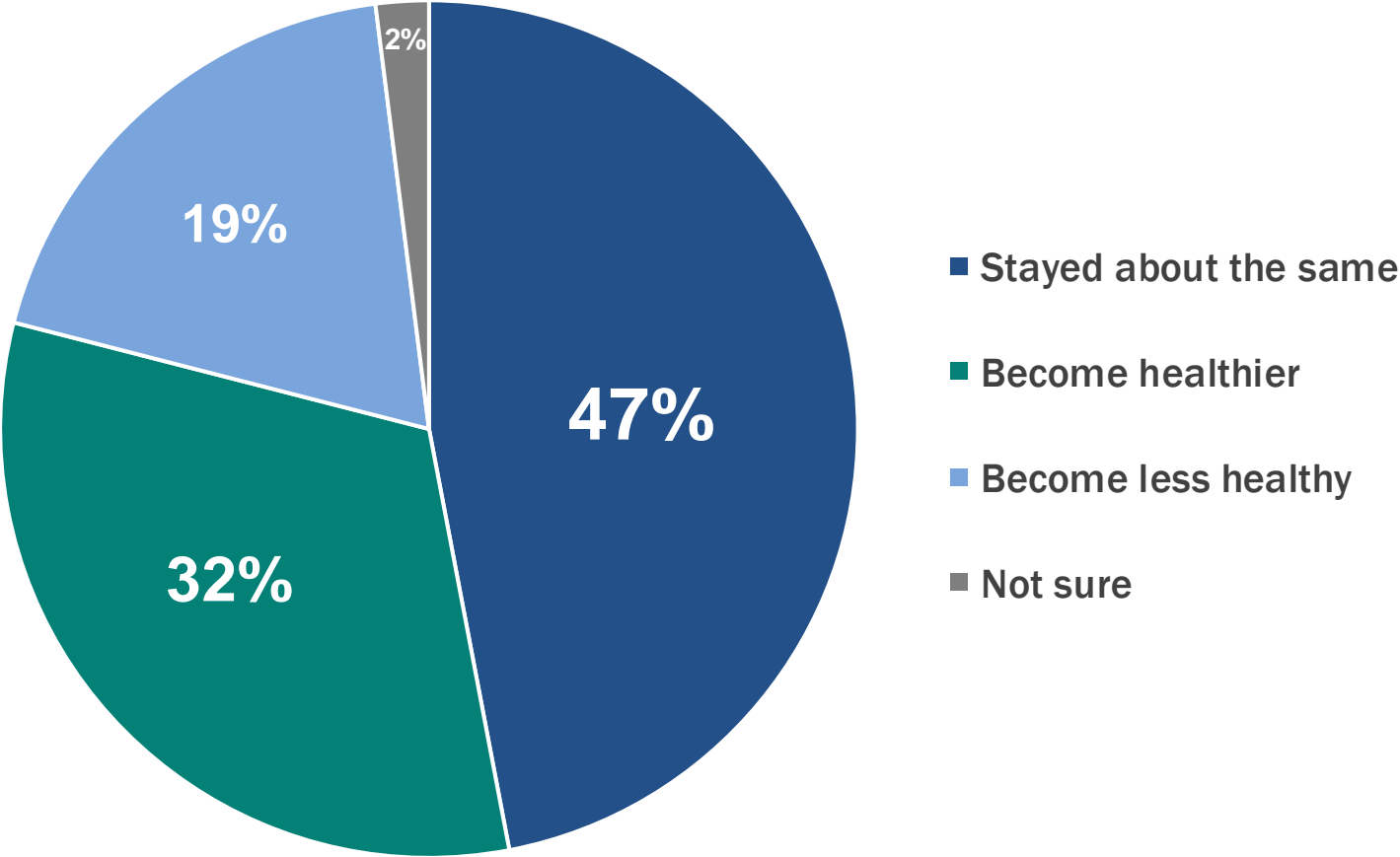
Something is statistically significant if the result cannot be attributed to random chance. Statistical significance in this presentation should be compared within each demographic (e.g., age, race, gender, etc.).

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



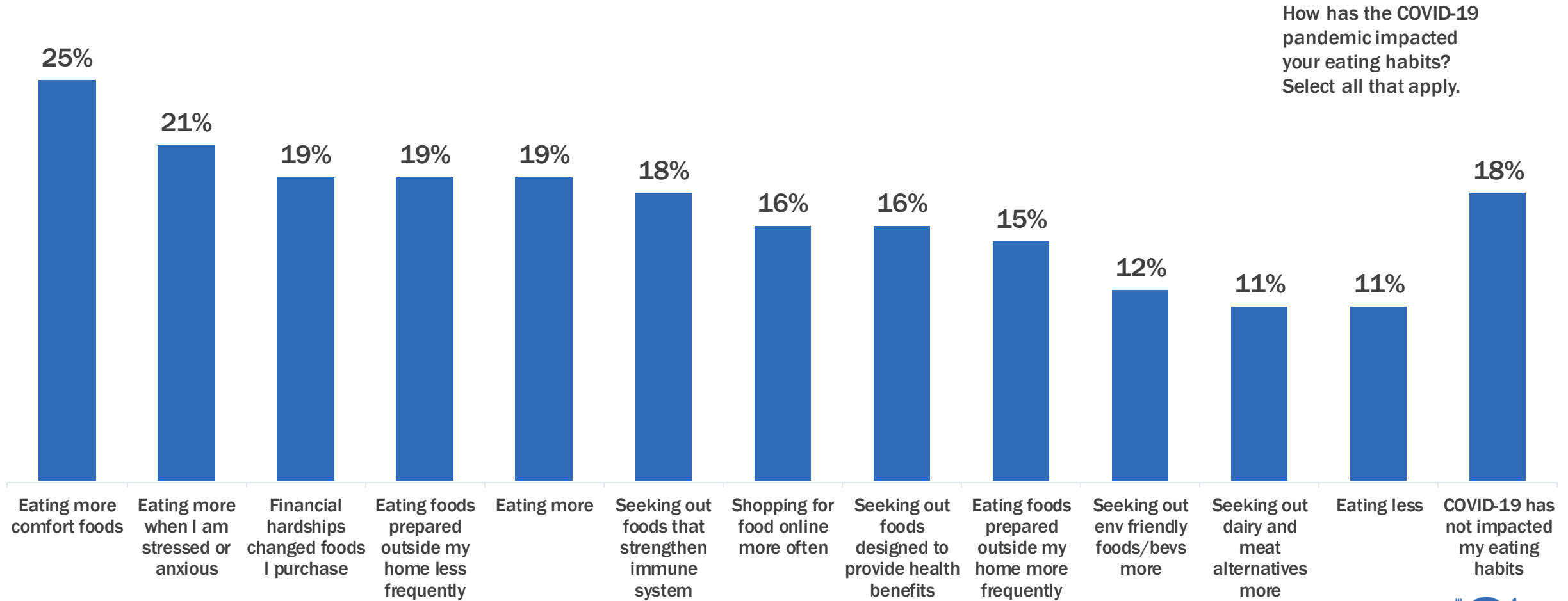
Our food choices in 2020

Nearly 1 in 3 say their eating habits have become healthier over the past year

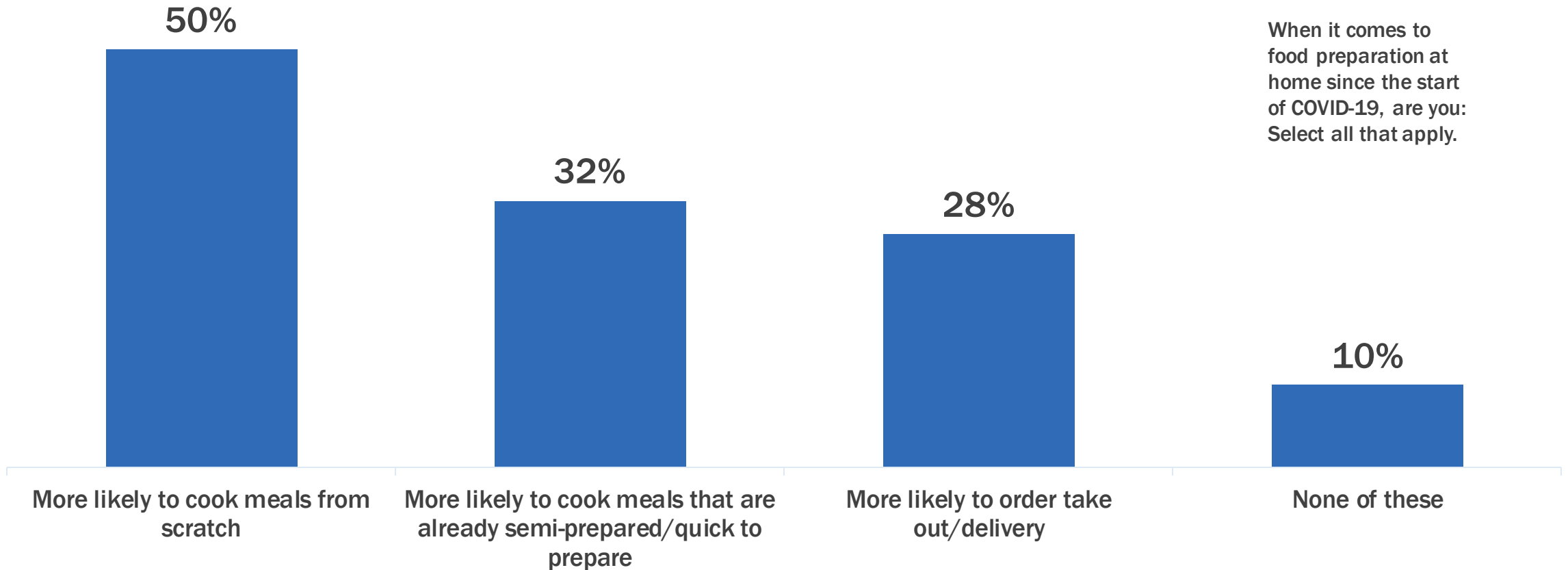


Looking back over the past year, have your eating habits:

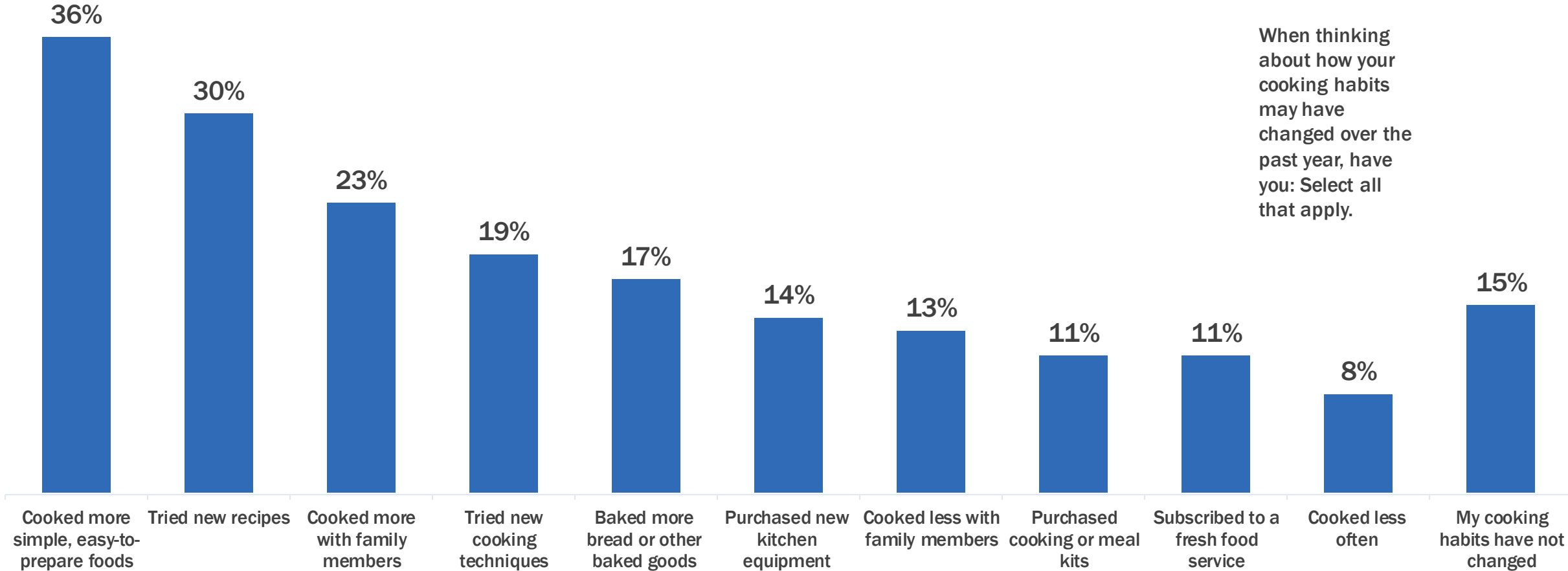
COVID-19 has impacted the eating habits of most people; 1 in 4 eating more comfort foods



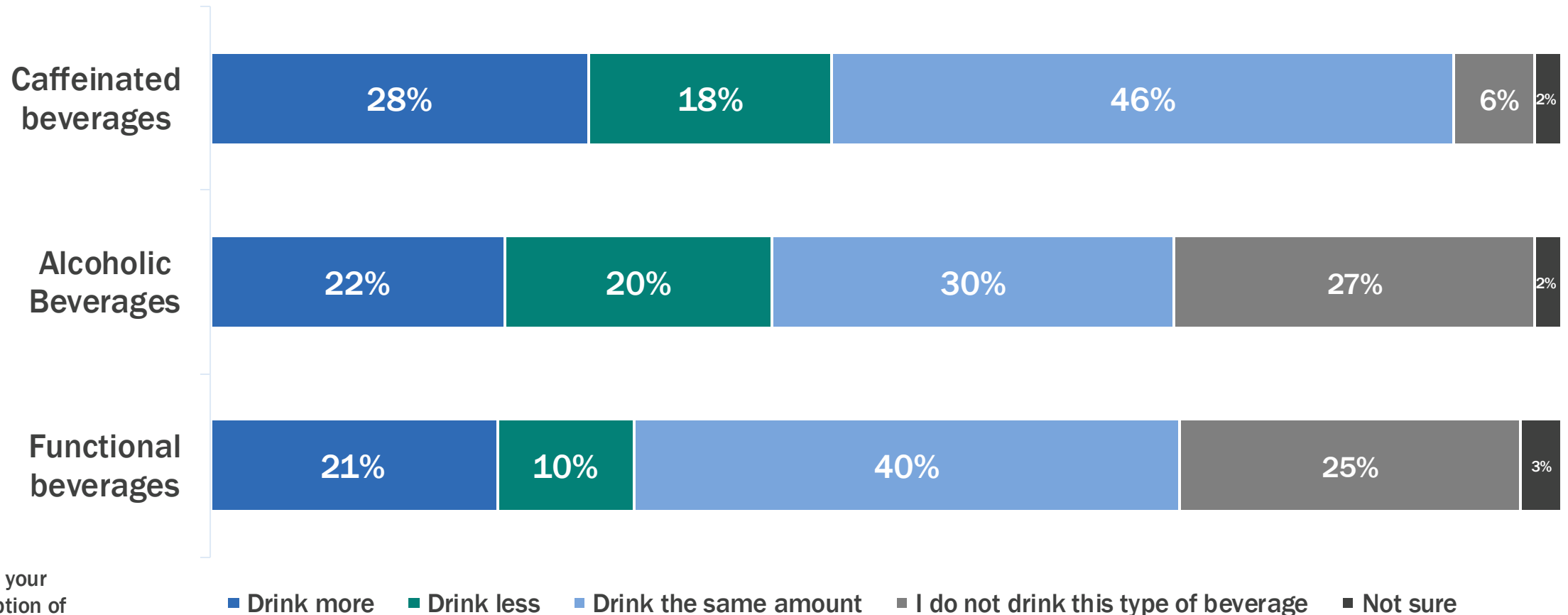
Half of consumers are more likely to cook meals from scratch since the start of the pandemic



Pandemic bread baking may have grabbed headlines in 2020, but more people have been cooking simpler foods and trying new recipes

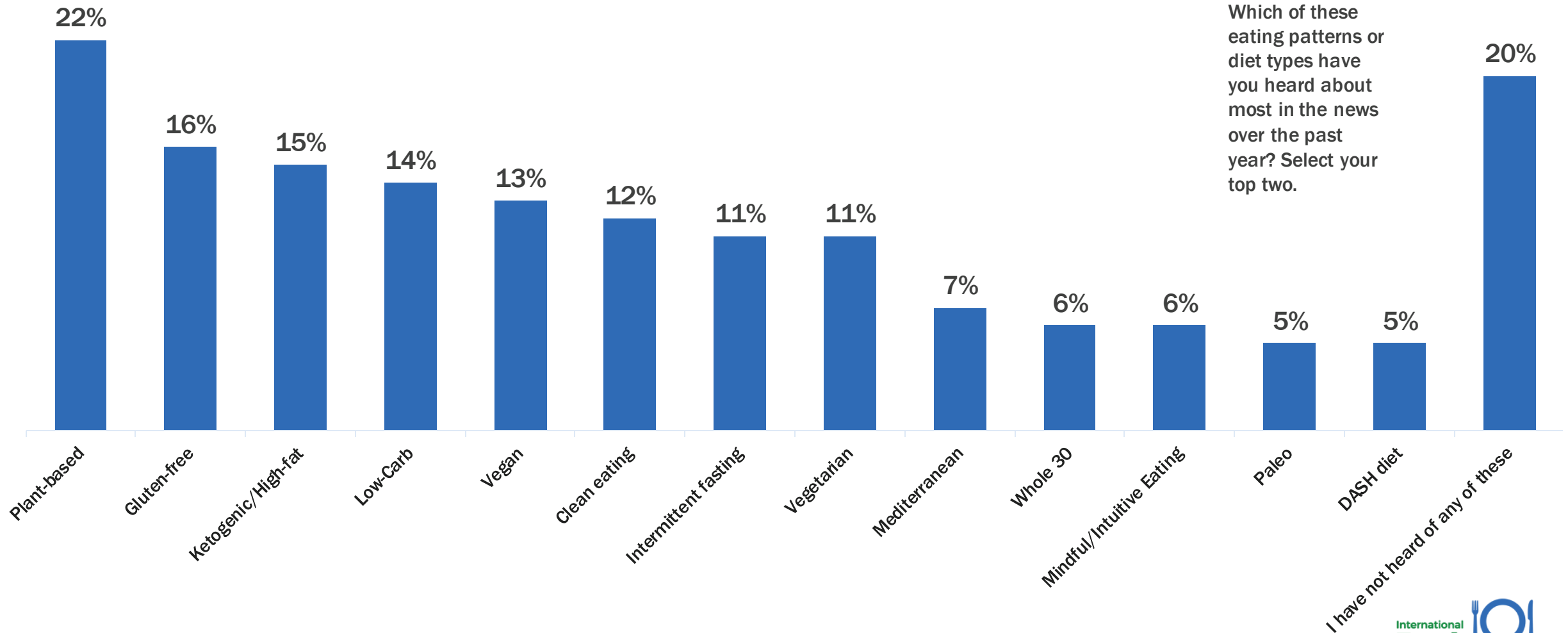


Nearly 3 in 10 say they're drinking more caffeinated beverages this year

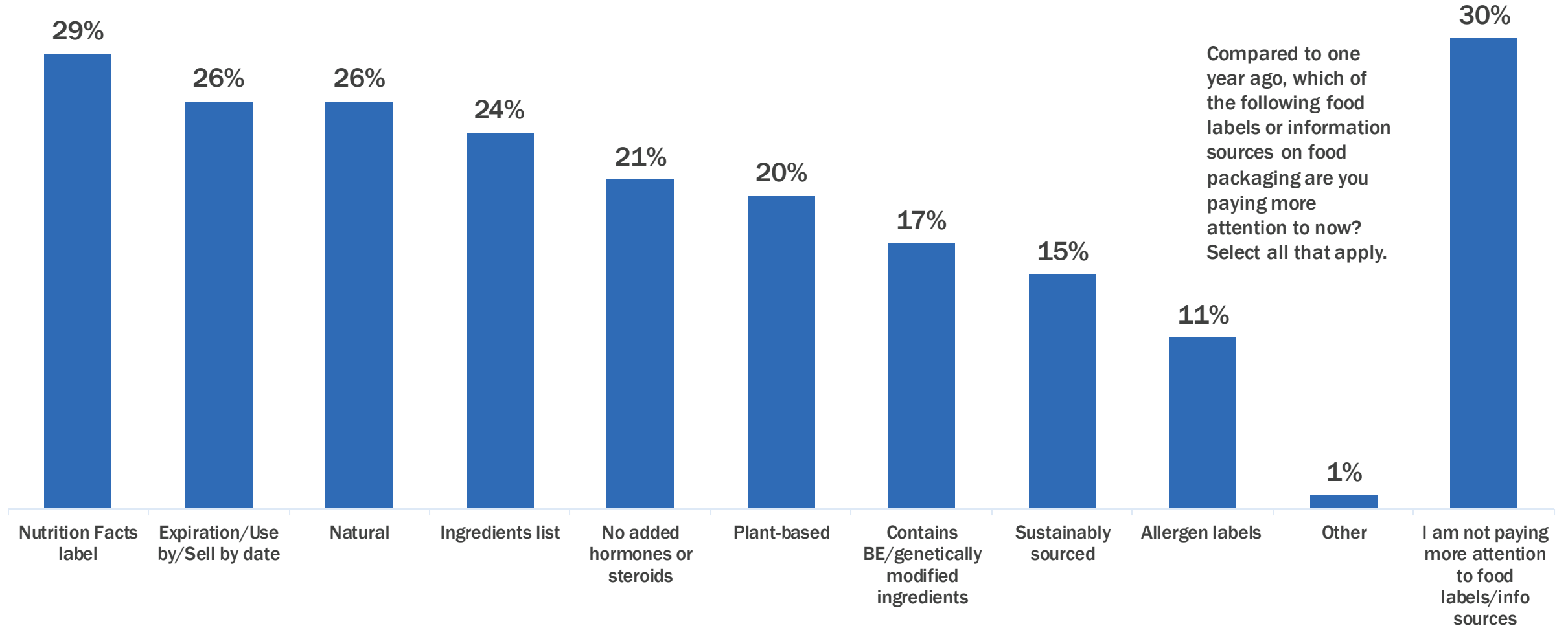


How has your consumption of the following beverages changed since January of this year?

“Plant-based” tops the list of diets heard about most in the news

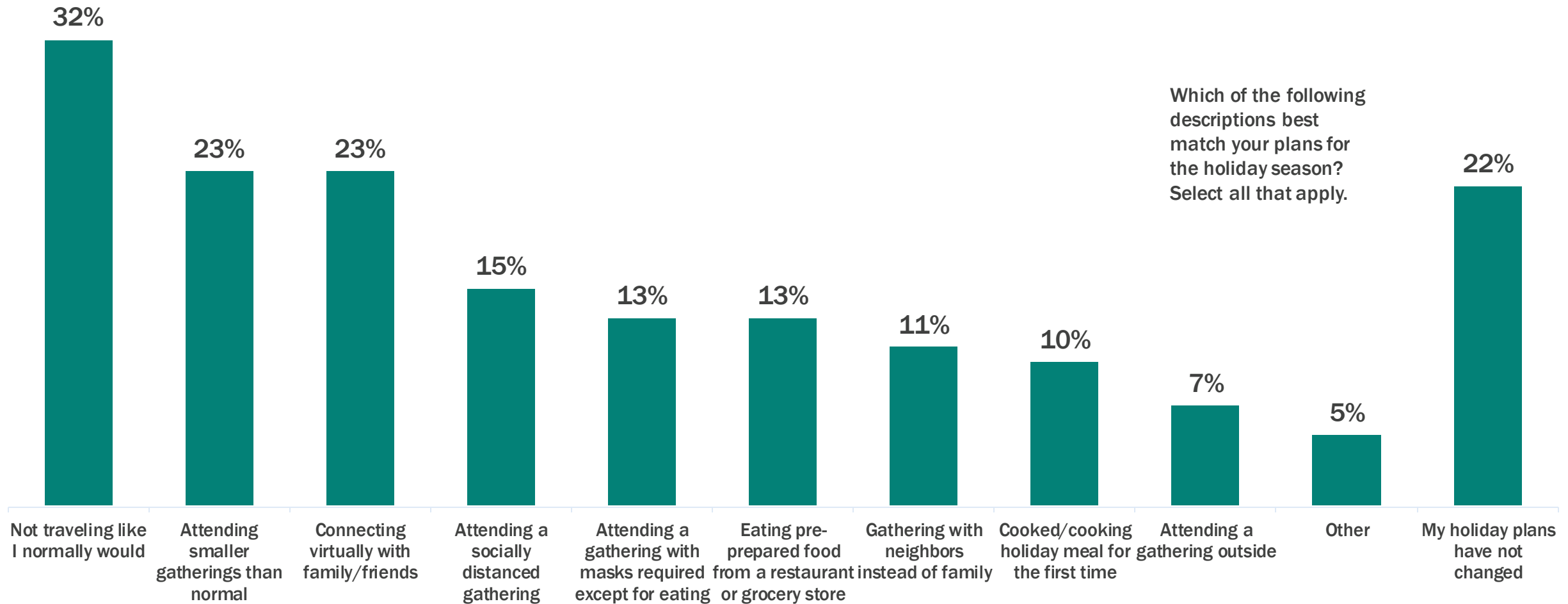


Nearly 3 in 10 looking to the Nutrition Facts label more often this year; similar number aren't paying more attention to labels

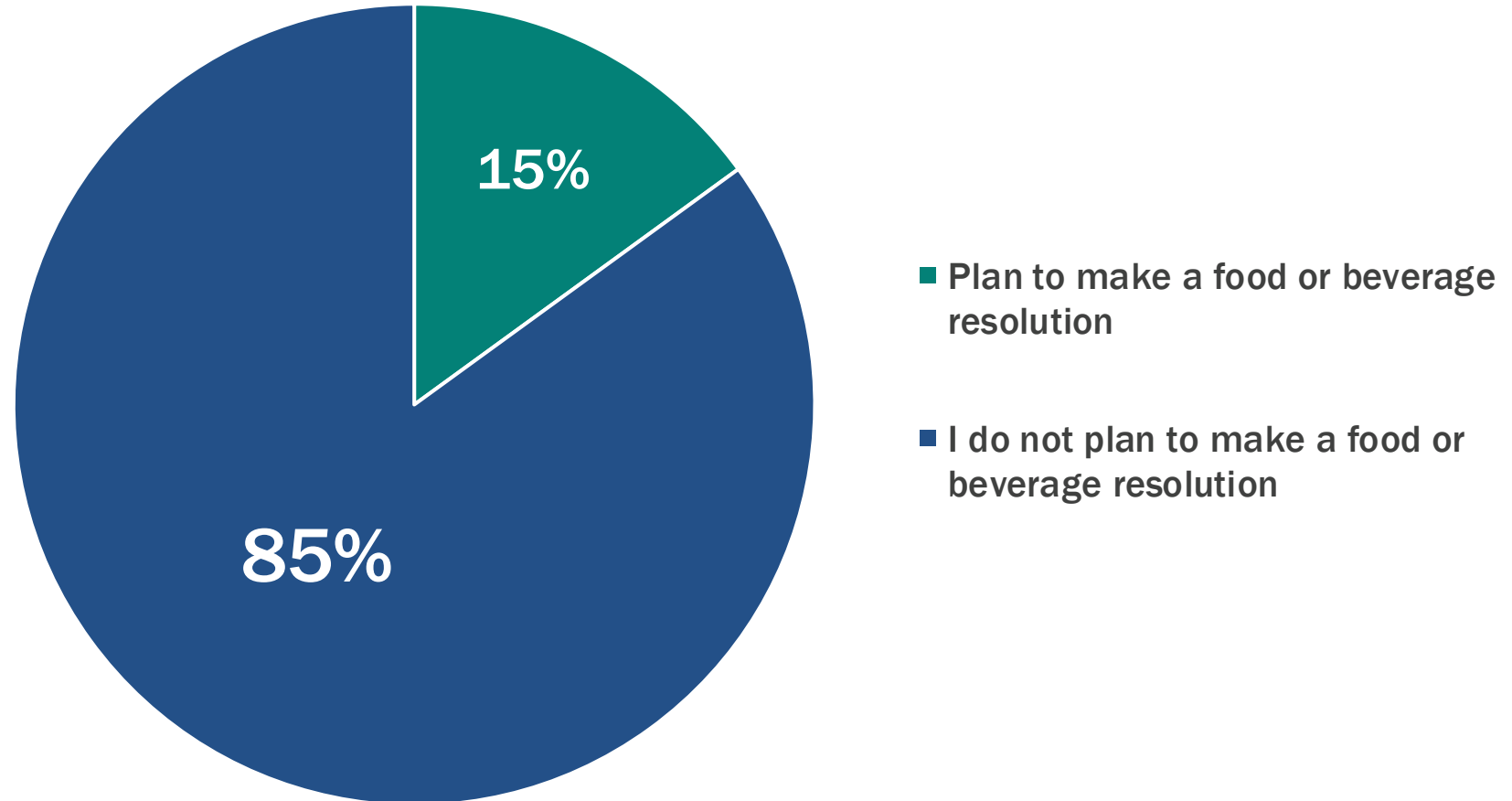


Holiday plans in 2020

The holidays look different for many this year, but 1 in 5 don't think their plans will change



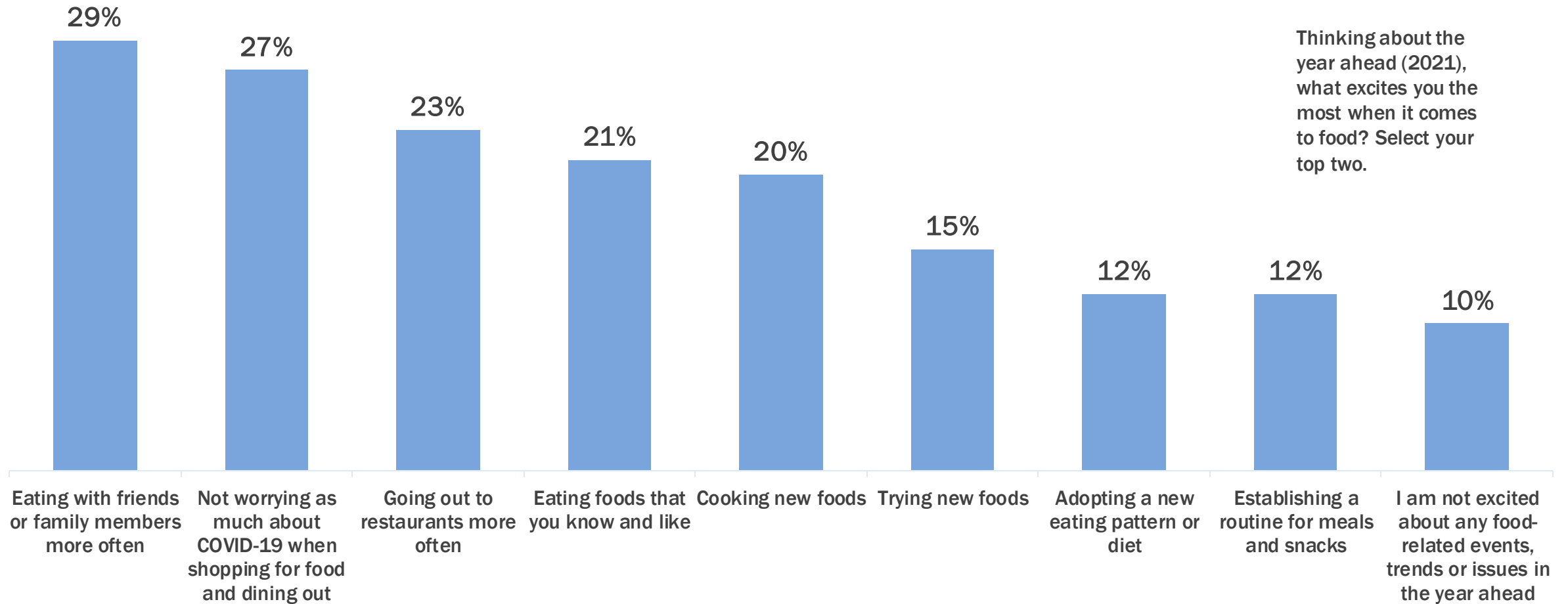
Most people will not be making a food or beverage-related resolution for 2021



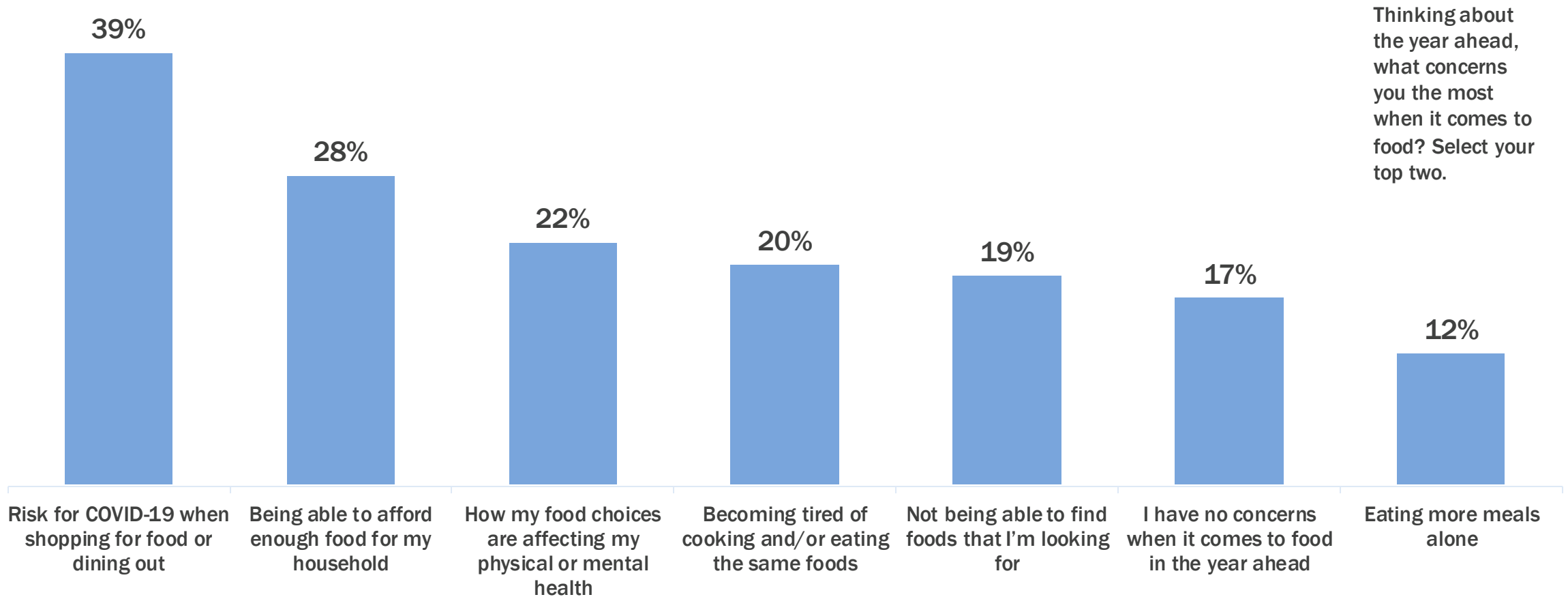
If you plan to make New Year's resolution related to foods or beverages, please state what it is below. If you do not, please select "I do not plan to make a food or beverage resolution."

A look ahead to 2021

COVID-19 related “returns to normal” top the list of what excites people most about food in the new year



Worries about COVID-19 risk, affording food are biggest food concerns for the year ahead



Appendix

Looking back over the past year, have your eating habits:

| | Stayed about the same | Become healthier | Become less healthy | Not sure |
|------------------|-----------------------|------------------|---------------------|----------|
| Total | 47% | 32% | 19% | 2% |
| Men | 55% ↑ | 33% | 11% ↓ | 1% |
| Women | 41% ↓ | 30% | 25% ↑ | 4% |
| Less than \$40K | 46% | 28% | 23% | 3% |
| \$40K-\$79K | 45% | 34% | 20% | 1% |
| \$80K+ | 48% | 36% | 14% | 3% |
| White | 52% | 27% ↓ | 18% | 3% |
| African American | 42% | 39% | 17% | 3% |
| Hispanic/Latinx | 36% | 43% | 20% | 0% ↓ |
| Under 45 | 41% ↓ | 40% ↑ | 17% | 1% |
| 45-64 | 51% | 23% ↓ | 21% | 4% |
| 65+ | 56% | 24% | 18% | 2% |
| Non-college | 47% | 28% | 21% | 3% |
| College | 47% | 35% | 17% | 1% |

How has the COVID-19 pandemic impacted your eating habits? Select all that apply.

| | Eating more comfort foods | Eating more when I am stressed or anxious | Financial hardships changed foods I purchase | Eating foods prepared outside my home less | Eating more | Seeking foods that strengthen immune system | Shopping for food online more often |
|------------------|---------------------------|---|--|--|-------------|---|-------------------------------------|
| Total | 25% | 21% | 19% | 19% | 19% | 18% | 16% |
| Men | 23% | 17% | 15% | 20% | 18% | 17% | 18% |
| Women | 26% | 24% | 22% | 19% | 20% | 19% | 15% |
| Less than \$40K | 27% | 21% | 25% ↑ | 17% | 20% | 16% | 13% |
| \$40K-\$79K | 26% | 21% | 18% | 13% | 18% | 18% | 17% |
| \$80K+ | 22% | 22% | 12% ↓ | 28% ↑ | 19% | 22% | 21% |
| White | 25% | 23% | 17% | 19% | 19% | 17% | 16% |
| African American | 25% | 17% | 19% | 18% | 26% | 16% | 15% |
| Hispanic/Latinx | 24% | 12% | 17% | 17% | 14% | 17% | 21% |
| Under 45 | 25% | 19% | 20% | 22% | 18% | 20% | 19% |
| 45-64 | 25% | 24% | 19% | 14% | 22% | 15% | 15% |
| 65+ | 26% | 20% | 14% | 22% | 16% | 17% | 11% |
| Non-college | 25% | 21% | 20% | 14% ↓ | 20% | 18% | 12% ↓ |
| College | 25% | 21% | 18% | 25% ↑ | 19% | 18% | 20% ↑ |

How has the COVID-19 pandemic impacted your eating habits? Select all that apply.

| | Seeking out foods designed to provide health benefits | Eating foods prepared outside my home more | Seeking out environ friendly foods/beverages more often | Seeking out dairy and meat alternatives more | Eating less | COVID-19 has not impacted my eating habits |
|------------------|---|--|---|--|-------------|--|
| Total | 16% | 15% | 12% | 11% | 11% | 18% |
| Men | 16% | 15% | 15% | 13% | 8% ↓ | 19% |
| Women | 16% | 15% | 9% | 9% | 15% ↑ | 17% |
| Less than \$40K | 14% | 10% | 7% ↓ | 7% | 13% | 22% ↑ |
| \$40K-\$79K | 15% | 20% | 15% | 9% | 11% | 18% |
| \$80K+ | 21% | 18% | 16% | 18% ↑ | 9% | 9% ↓ |
| White | 16% | 13% | 11% | 9% | 11% | 21% |
| African American | 12% | 15% | 11% | 13% | 12% | 13% |
| Hispanic/Latinx | 15% | 21% | 11% | 15% | 9% | 10% |
| Under 45 | 18% | 20% ↑ | 16% ↑ | 16% ↑ | 10% | 7% ↓ |
| 45-64 | 12% | 11% | 9% | 8% | 11% | 25% ↑ |
| 65+ | 19% | 9% | 7% | 5% | 16% | 32% ↑ |
| Non-college | 13% | 13% | 8% ↓ | 7% ↓ | 12% | 22% |
| College | 19% | 17% | 16% ↑ | 15% ↑ | 11% | 14% ↓ |

When it comes to food preparation at home since the start of COVID-19, are you: Select all that apply.

| | More likely to cook meals from scratch | More likely to cook meals that are already semi-prepared | More likely to order take out/delivery | None of these |
|------------------|--|--|--|---------------|
| Total | 50% | 32% | 28% | 10% |
| Men | 46% | 30% | 33% | 11% |
| Women | 54% | 33% | 23% | 9% |
| Less than \$40K | 51% | 34% | 21% ↓ | 14% ↑ |
| \$40K-\$79K | 50% | 29% | 35% | 8% |
| \$80K+ | 49% | 32% | 32% | 5% |
| White | 51% | 32% | 26% | 9% |
| African American | 48% | 36% | 31% | 12% |
| Hispanic/Latinx | 49% | 25% | 35% | 9% |
| Under 45 | 49% | 33% | 33% ↑ | 7% |
| 45-64 | 49% | 30% | 27% | 11% |
| 65+ | 55% | 31% | 16% ↓ | 14% |
| Non-college | 49% | 32% | 27% | 11% |
| College | 51% | 31% | 29% | 8% |

When thinking about how your cooking habits may have changed over the past year, have you: Select all that apply.

| | Cooked more simple, easy-to-prepare foods | Tried new recipes | Cooked more with family members | Tried new cooking techniques | Baked more bread or other baked goods | Purchased new kitchen equipment |
|------------------|---|-------------------|---------------------------------|------------------------------|---------------------------------------|---------------------------------|
| Total | 36% | 30% | 23% | 19% | 17% | 14% |
| Men | 31% | 25% | 25% | 17% | 14% | 12% |
| Women | 40% | 34% | 21% | 21% | 20% | 15% |
| Less than \$40K | 39% | 30% | 14% ↓ | 15% | 14% | 12% |
| \$40K-\$79K | 36% | 32% | 27% | 23% | 21% | 13% |
| \$80K+ | 32% | 28% | 30% ↑ | 22% | 19% | 16% |
| White | 35% | 31% | 24% | 19% | 15% | 13% |
| African American | 29% | 26% | 19% | 23% | 22% | 8% |
| Hispanic/ Latinx | 48% | 18% | 15% | 11% | 10% | 18% |
| Under 45 | 33% | 29% | 23% | 22% | 20% | 16% |
| 45-64 | 32% | 33% | 24% | 20% | 17% | 12% |
| 65+ | 52% ↑ | 25% | 18% | 12% | 11% | 9% |
| Non-college | 39% | 27% | 19% | 17% | 16% | 11% |
| College | 34% | 33% | 27% | 22% | 18% | 16% |

When thinking about how your cooking habits may have changed over the past year, have you: Select all that apply.

| | Cooked less with family members | Purchased cooking or meal kits | Subscribed to a fresh food delivery or pick-up service | Cooked less often | My cooking habits have not changed at all over the past year |
|------------------|---------------------------------|--------------------------------|--|-------------------|--|
| Total | 13% | 11% | 11% | 8% | 15% |
| Men | 14% | 15% | 13% | 9% | 17% |
| Women | 12% | 8% | 9% | 7% | 13% |
| Less than \$40K | 14% | 8% | 8% | 7% | 21% ↑ |
| \$40K-\$79K | 11% | 11% | 9% | 9% | 11% |
| \$80K+ | 14% | 15% | 16% ↑ | 9% | 9% |
| White | 12% | 10% | 11% | 8% | 17% |
| African American | 16% | 12% | 8% | 11% | 11% |
| Hispanic/ Latinx | 19% | 17% | 12% | 4% | 12% |
| Under 45 | 14% | 16% ↑ | 16% ↑ | 8% | 7% ↓ |
| 45-64 | 13% | 8% | 4% ↓ | 8% | 21% ↑ |
| 65+ | 10% | 4% ↓ | 7% | 9% | 24% ↑ |
| Non-college | 14% | 8% | 7% ↓ | 7% | 19% ↑ |
| College | 12% | 14% | 14% ↑ | 9% | 11% ↓ |

How has your consumption of the following beverages changed since January of this year?

| | Caffeinated Beverages | | | Alcoholic Beverages | | | Functional Beverages | | |
|------------------|-----------------------|------------|-------------------|---------------------|------------|-------------------|----------------------|------------|-------------------|
| | Drink more | Drink less | Drink same amount | Drink more | Drink less | Drink same amount | Drink more | Drink less | Drink same amount |
| Total | 28% | 18% | 46% | 22% | 20% | 30% | 21% | 10% | 40% |
| Men | 28% | 17% | 49% | 27% | 19% | 33% | 26% ↑ | 12% | 39% |
| Women | 29% | 19% | 43% | 18% | 20% | 27% | 16% | 9% | 42% |
| Less than \$40K | 26% | 17% | 48% | 15% ↓ | 21% | 23% ↓ | 15% ↓ | 9% | 39% |
| \$40K-\$79K | 26% | 20% | 49% | 25% | 18% | 36% | 22% | 9% | 43% |
| \$80K+ | 35% | 19% | 38% | 28% | 21% | 33% | 29% ↑ | 14% | 38% |
| White | 29% | 17% | 46% | 23% | 18% | 29% | 22% | 10% | 38% |
| African American | 26% | 25% | 42% | 15% | 20% | 33% | 19% | 15% | 46% |
| Hispanic/Latinx | 27% | 15% | 43% | 26% | 25% | 34% | 23% | 5% | 46% |
| Under 45 | 32% | 20% | 40% ↓ | 29% ↑ | 24% ↑ | 28% | 26% ↑ | 16% ↑ | 39% |
| 45-64 | 27% | 18% | 47% | 21% | 19% | 31% | 21% | 6% ↓ | 42% |
| 65+ | 19% | 12% | 59% ↑ | 6% ↓ | 9% ↓ | 33% | 6% ↓ | 3% ↓ | 42% |
| Non-college | 25% | 15% | 52% ↑ | 15% ↓ | 20% | 31% | 15% ↓ | 9% | 44% |
| College | 32% | 21% | 40% ↓ | 29% ↑ | 20% | 29% | 26% ↑ | 11% | 37% |

Which of these eating patterns or diet types have you heard about most in the news over the past year?

Select your top two.

| | Plant-based | Gluten-Free | Ketogenic/ High-Fat | Low-Carb | Vegan | Clean eating | Intermittent fasting |
|------------------|-------------|-------------|------------------------|----------|-------|--------------|-------------------------|
| Total | 22% | 16% | 15% | 14% | 13% | 12% | 11% |
| Men | 22% | 18% | 12% | 13% | 15% | 13% | 9% |
| Women | 23% | 14% | 18% | 14% | 11% | 10% | 14% |
| Less than \$40K | 23% | 19% | 14% | 13% | 10% | 12% | 10% |
| \$40K-\$79K | 20% | 12% | 17% | 17% | 16% | 11% | 12% |
| \$80K+ | 24% | 14% | 15% | 12% | 15% | 12% | 13% |
| White | 22% | 15% | 18% | 14% | 11% | 11% | 11% |
| African American | 23% | 18% | 13% | 15% | 14% | 11% | 14% |
| Hispanic/Latinx | 19% | 19% | 5% | 15% | 13% | 15% | 7% |
| Under 45 | 19% | 18% | 12% | 13% | 17% ↑ | 15% ↑ | 13% |
| 45-64 | 23% | 13% | 16% | 12% | 10% | 10% | 12% |
| 65+ | 29% | 16% | 22% | 17% | 10% | 5% | 6% |
| Non-college | 19% | 15% | 15% | 15% | 12% | 9% | 10% |
| College | 26% | 16% | 16% | 13% | 14% | 14% | 13% |

Which of these eating patterns or diet types have you heard about most in the news over the past year?

Select your top two.

| | Vegetarian | Mediterranean | Whole 30 | Mindful/ Intuitive Eating | Paleo | DASH | I have not heard of any of these eating patterns/diets |
|------------------|------------|---------------|----------|------------------------------|-------|------|---|
| Total | 11% | 7% | 6% | 6% | 5% | 5% | 20% |
| Men | 16% ↑ | 9% | 6% | 6% | 5% | 7% | 17% |
| Women | 8% ↓ | 5% | 5% | 7% | 5% | 4% | 22% |
| Less than \$40K | 8% | 4% | 1% ↓ | 8% | 5% | 5% | 24% |
| \$40K-\$79K | 12% | 7% | 8% | 4% | 5% | 6% | 20% |
| \$80K+ | 15% | 10% | 9% ↑ | 6% | 4% | 6% | 13% |
| White | 11% | 8% | 7% | 5% | 5% | 5% | 21% |
| African American | 14% | 6% | 5% | 4% | 2% | 3% | 19% |
| Hispanic/Latinx | 13% | 2% | 3% | 14% | 2% | 11% | 20% |
| Under 45 | 15% ↑ | 7% | 7% | 8% | 4% | 7% | 13% ↓ |
| 45-64 | 8% | 6% | 5% | 6% | 4% | 6% | 26% ↑ |
| 65+ | 8% | 8% | 3% | 2% | 8% | 1% ↓ | 26% |
| Non-college | 9% | 4% ↓ | 4% | 6% | 5% | 6% | 27% ↑ |
| College | 14% | 10% ↑ | 7% | 7% | 5% | 5% | 13% ↓ |

Compared to one year ago, which of the following food labels or information sources on food packaging are you paying more attention to now? Select all that apply.

| | Nutrition Facts label | Expiration/Use By/Sell by date | Natural | Ingredients list | No added hormones or steroids |
|------------------|-----------------------|--------------------------------|---------|------------------|-------------------------------|
| Total | 29% | 26% | 26% | 24% | 21% |
| Men | 28% | 27% | 29% | 26% | 17% |
| Women | 29% | 26% | 23% | 23% | 24% |
| Less than \$40K | 24% | 27% | 22% | 21% | 21% |
| \$40K-\$79K | 29% | 26% | 24% | 25% | 22% |
| \$80K+ | 34% | 27% | 33% | 27% | 21% |
| White | 27% | 25% | 24% | 22% | 18% |
| African American | 22% | 23% | 29% | 26% | 23% |
| Hispanic/Latinx | 30% | 39% | 25% | 27% | 21% |
| Under 45 | 27% | 28% | 33% ↑ | 25% | 23% |
| 45-64 | 29% | 21% | 19% ↓ | 24% | 16% |
| 65+ | 32% | 34% | 18% | 23% | 27% |
| Non-college | 24% ↓ | 28% | 20% ↓ | 23% | 19% |
| College | 34% ↑ | 25% | 31% ↑ | 26% | 23% |

Compared to one year ago, which of the following food labels or information sources on food packaging are you paying more attention to now? Select all that apply.

| | Plant-based | Contains bioengineered /genetically modified ingredients | Sustainably sourced | Allergen labels | Other | I am not paying more attention to any food labels |
|------------------|-------------|--|---------------------|-----------------|-------|---|
| Total | 20% | 17% | 15% | 11% | 1% | 30% |
| Men | 19% | 16% | 17% | 16% ↑ | 0% | 26% |
| Women | 21% | 18% | 14% | 7% ↓ | 1% | 34% |
| Less than \$40K | 16% | 16% | 11% | 7% | 1% | 37% ↑ |
| \$40K-\$79K | 20% | 18% | 16% | 10% | 0% | 27% |
| \$80K+ | 26% | 19% | 22% ↑ | 17% ↑ | 1% | 22% |
| White | 20% | 16% | 16% | 11% | 1% | 34% |
| African American | 21% | 20% | 14% | 12% | 0% | 25% |
| Hispanic/Latinx | 14% | 23% | 13% | 16% | 0% | 16% |
| Under 45 | 23% | 20% | 20% ↑ | 16% ↑ | 0% | 17% ↓ |
| 45-64 | 19% | 16% | 12% | 8% | 2% | 38% ↑ |
| 65+ | 15% | 15% | 10% | 7% | 1% | 48% ↑ |
| Non-college | 15% ↓ | 14% | 11% ↓ | 11% | 1% | 38% ↑ |
| College | 25% ↑ | 21% | 19% ↑ | 12% | 1% | 22% ↓ |

Which of the following descriptions best match your plans for the holiday season? Select all that apply.

| | Not traveling like I normally would | Attending smaller gatherings than normal | Connecting virtually with family/friends | Attending a socially distanced gathering | Attending a gathering with masks except for eating | Eating pre-prepared food ordered from a restaurant or grocery store |
|------------------|-------------------------------------|--|--|--|--|---|
| Total | 32% | 23% | 23% | 15% | 13% | 13% |
| Men | 32% | 25% | 24% | 19% | 18% ↑ | 15% |
| Women | 32% | 22% | 22% | 11% ↓ | 9% ↓ | 11% |
| Less than \$40K | 30% | 17% | 20% | 12% | 11% | 9% |
| \$40K-\$79K | 29% | 25% | 24% | 17% | 15% | 15% |
| \$80K+ | 37% | 29% | 27% | 17% | 16% | 17% |
| White | 30% | 26% | 21% | 14% | 12% | 12% |
| African American | 24% | 16% | 29% | 16% | 15% | 14% |
| Hispanic/Latinx | 37% | 21% | 20% | 17% | 22% | 17% |
| Under 45 | 28% | 25% | 24% | 22% ↑ | 21% ↑ | 17% ↑ |
| 45-64 | 35% | 22% | 24% | 12% | 8% ↓ | 9% |
| 65+ | 36% | 20% | 19% | 2% ↓ | 5% ↓ | 10% |
| Non-college | 26% ↓ | 18% ↓ | 21% | 13% | 14% | 9% |
| College | 37% ↑ | 28% ↑ | 25% | 17% | 13% | 16% ↑ |

Which of the following descriptions best match your plans for the holiday season? Select all that apply.

| | Gathering with more neighbors instead of family | Cooked/cooking holiday meal for the first time | Attending a gathering outside | Other | My holiday plans have not changed |
|------------------|---|--|-------------------------------|-------|-----------------------------------|
| Total | 11% | 10% | 7% | 5% | 22% |
| Men | 14% | 14% ↑ | 9% | 1% ↓ | 21% |
| Women | 7% | 8% | 6% | 8% ↑ | 23% |
| Less than \$40K | 6% | 7% ↓ | 4% | 7% | 29% ↑ |
| \$40K-\$79K | 12% | 9% | 7% | 4% | 19% |
| \$80K+ | 15% | 17% ↑ | 11% ↑ | 2% | 14% ↓ |
| White | 10% | 10% | 8% | 5% | 25% |
| African American | 10% | 15% | 10% | 4% | 18% |
| Hispanic/Latinx | 14% | 12% | 3% | 3% | 12% |
| Under 45 | 16% ↑ | 16% ↑ | 10% ↑ | 2% ↓ | 12% ↓ |
| 45-64 | 9% | 7% | 6% | 8% ↑ | 28% ↑ |
| 65+ | 0% ↓ | 1% ↓ | 2% ↓ | 6% | 36% ↑ |
| Non-college | 9% | 7% ↓ | 5% ↓ | 6% | 27% ↑ |
| College | 12% | 14% ↑ | 10% ↑ | 3% | 17% ↓ |

If you plan to make New Year’s resolution related to foods or beverages, please state what it is below. If you do not, please select “I do not plan to make a food or beverage resolution.”

| | Plan to make a food or beverage resolution | I do not plan to make a food or beverage resolution |
|------------------|--|---|
| Total | 15% | 85% |
| Men | 18% | 82% |
| Women | 12% | 88% |
| Less than \$40K | 10% | 90% |
| \$40K-\$79K | 12% | 88% |
| \$80K+ | 23% ↑ | 77% ↓ |
| White | 15% | 85% |
| African American | 12% | 88% |
| Hispanic/Latinx | 21% | 79% |
| Under 45 | 21% ↑ | 79% ↓ |
| 45-64 | 10% ↓ | 90% ↑ |
| 65+ | 7% | 93% |
| Non-college | 11% ↓ | 89% ↑ |
| College | 18% ↑ | 82% ↓ |

Thinking about the year ahead (2021), what excites you the most when it comes to food? Select your top two.

| | Eating with friends or family members | Not worrying as much about COVID-19 | Going out to restaurants more often | Eating foods that you know and like | Cooking new foods | Trying new foods | Adopting a new eating pattern or diet | Establishing a routine for meals and snacks | I am not excited about any food-related |
|------------------|---------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------|------------------|---------------------------------------|---|---|
| Total | 29% | 27% | 23% | 21% | 20% | 15% | 12% | 12% | 10% |
| Men | 25% | 24% | 22% | 23% | 21% | 17% | 12% | 16% | 10% |
| Women | 32% | 30% | 24% | 19% | 20% | 13% | 13% | 9% | 11% |
| Less than \$40K | 25% | 27% | 21% | 22% | 20% | 15% | 12% | 9% | 16% ↑ |
| \$40K-\$79K | 32% | 28% | 21% | 19% | 22% | 16% | 14% | 13% | 7% |
| \$80K+ | 29% | 24% | 25% | 23% | 21% | 16% | 12% | 17% | 7% |
| White | 30% | 28% | 28% ↑ | 20% | 19% | 13% | 12% | 11% | 11% |
| African American | 16% ↓ | 21% | 13% | 19% | 25% | 22% | 13% | 14% | 15% |
| Hispanic/Latinx | 29% | 31% | 6% ↓ | 24% | 22% | 19% | 15% | 19% | 6% |
| Under 45 | 25% | 23% | 16% ↓ | 25% | 28% ↑ | 19% ↑ | 16% | 18% ↑ | 5% ↓ |
| 45-64 | 30% | 25% | 26% | 21% | 16% | 14% | 10% | 10% | 15% |
| 65+ | 36% | 42% ↑ | 35% ↑ | 14% | 11% | 5% ↓ | 8% | 3% ↓ | 18% ↑ |
| Non-college | 27% | 26% | 23% | 20% | 18% | 16% | 12% | 12% | 13% |
| College | 30% | 27% | 23% | 22% | 22% | 14% | 13% | 13% | 8% |

Thinking about the year ahead, what concerns you the most when it comes to food? Select your top two.

| | Risk for COVID-19 | Being able to afford enough food for my household | Food choices affect physical/mental health | Tired of cooking and/or eating the same foods | Not being able to find foods that I'm looking for | Eating more meals alone | I have no concerns when it comes to food |
|------------------|-------------------|---|--|---|---|-------------------------|--|
| Total | 39% | 28% | 22% | 20% | 19% | 12% | 17% |
| Men | 37% | 25% | 26% | 18% | 20% | 13% | 18% |
| Women | 41% | 30% | 19% | 22% | 18% | 11% | 17% |
| Less than \$40K | 39% | 36% ↑ | 19% | 14% ↓ | 19% | 12% | 19% |
| \$40K-\$79K | 40% | 25% | 20% | 24% | 23% | 10% | 15% |
| \$80K+ | 38% | 23% | 28% | 24% | 17% | 15% | 15% |
| White | 37% | 28% | 21% | 22% | 18% | 12% | 19% |
| African American | 39% | 24% | 18% | 20% | 23% | 13% | 17% |
| Hispanic/ Latinx | 37% | 32% | 34% | 9% | 23% | 13% | 13% |
| Under 45 | 38% | 31% | 28% ↑ | 25% ↑ | 20% | 15% | 8% ↓ |
| 45-64 | 39% | 27% | 18% | 17% | 18% | 10% | 22% |
| 65+ | 42% | 21% | 15% | 14% | 20% | 7% | 33% ↑ |
| Non-college | 37% | 30% | 16% ↓ | 18% | 22% | 9% ↓ | 22% ↑ |
| College | 41% | 26% | 28% ↑ | 22% | 17% | 15% ↑ | 13% ↓ |



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