International Food Information Council

2022 Food and Health Survey

International Food Information Council

About IFIC

Who We Are

IFIC is a nonprofit 501(c)(3) education and consumer research organization

Our Mission

To effectively communicate science-based information about health, nutrition, food safety and agriculture

Our Vision

We envision a global environment where credible science drives food policy and consumer choice

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Methodology

Online survey of 1,005 Americans ages 18 to 80. Fielding took place between March 23 and April 4, 2022.

The survey took approximately 20 minutes to complete on average.

The results were weighted to ensure that they are reflective of the American population ages 18 to 80, as seen in the 2021 Current Population Survey. Specifically, they were weighted by age, education, gender, race/ethnicity and region.

This year's survey also included an oversample of Gen Z consumers (ages 18-24) to allow for better generational comparisons. The oversample was analyzed separately from the main sample so as not to impact trended results.

The survey was conducted by Greenwald Research, using Dynata's consumer panel.

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Executive Summary

This year's Food and Health Survey marks the 17th time the International Food Information Council (IFIC) has surveyed American consumers to understand their perceptions, beliefs, and behaviors around food and food purchasing decisions.

The findings from this year's online survey of 1,005 Americans ages 18 to 80 focus on:

- Perceptions of about health and nutrition, and how healthy food is defined
- Food and beverage purchase drivers
- The importance of both environmental sustainability, food waste, and social sustainability
- Eating patterns and diets, as well as snacking habits and mindful eating behaviors
- Health benefits consumers seek from food and how they get them
- How Americans approach sugar consumption and the use of low/no-calorie sweeteners
- Beliefs about food production and food technologies
- Views on food safety issues

Findings are presented for all respondents. Additional insights are provided based on how findings vary by different types of demographic groups such as by age, race, gender, and income.

Note: Significant changes in trend vs. 2021 (or in some cases prior years) are indicated where appropriate with up and down arrows or call-out boxes.

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This year, compelling findings of the Food and Health Survey include:

Gen Z's influence on sustainability and health priorities comes into focus

Gen Z might be the youngest cohort of adults, but they are driving attitude changes on sustainability and health priorities across the broader population. Nearly three-quarters (73%) of Gen Z believe their generation is more concerned about the environmental impact of food choices than other generations, followed closely by Millennials (71%), with whom they share many perspectives and purchasing behaviors. Compared with Baby Boomers, Gen Z is more likely to purchase products labeled as "Small carbon footprint/carbon neutral" and "Plant-based".

But some of Gen Z's viewpoints may come as a surprise. For example, compared with Millennials, they are less likely to believe that their personal food choices have at least a moderate impact on the environment (50% vs. 67%, respectively). They are also less likely to be worried about food waste (61% vs. 69%).

Gen Z seems to take a more holistic approach to food and health compared to older counterparts: they are the only generation with emotional/mental health surfacing in the top three health benefits sought from foods, beverages or nutrients.

The number of Americans following a diet or eating pattern in the past year has jumped to 52%

In 2022, 52% of Americans report that they followed a diet or eating pattern in the past year, a significant increase from the past few years (39% in 2021, 43% in 2020, 38% in 2019), one that is *not* driven by the two new options this year, mindful eating and intuitive eating. The increased dieting has come primarily from consumers under age 50.

The most common diets or eating patterns this year include clean eating (16%), mindful eating (14%), calorie counting (13%), and plant-based (12%).

Although more Americans are dieting, the top motivations – protecting long-term health (35%) and losing weight (34%) – remain consistent with last year's results. Boomers are more likely to cite protecting long-term health (46%) and losing weight (48%) as motivations. In comparison, Gen Z is motivated by improving physical appearance (50%) and wanting to better manage a health condition (43%).

The importance of environmental sustainability has increased in 2022

Four in ten Americans (39%) say environmental sustainability has an impact on their decision to buy certain foods and beverages. Although sustainability still ranks below other purchase drivers, like taste and price, its importance has increased substantially from 27% in 2019.

More than half of Americans (52%) believe their food and beverage purchases have an impact on the environment, a significant increase from 2021 (42%). Millennials, those with young children, those with a college degree, and those with higher income are more likely to believe their food and beverage choices impact the environment.

Nearly six in ten Americans (59%) agree that their generation has greater concern about the environmental impact of food choices than other generations. Gen Z (73%) and Millennials (71%) are most likely to believe this applies to their cohort. Interestingly, the attention paid to sustainability appears unchanged vs. a decade ago, but younger consumers are now much more likely to consider sustainability and older consumers are significantly less likely.

Most Americans are concerned about food waste

Nearly six in ten Americans (57%) are concerned about food waste. Among those who are concerned, the top reasons are because it is a waste of money (53%) and there are people in need of food (51%). Older consumers are more likely to be concerned because it is a waste of money and they were taught not to waste food, while younger consumers are more concerned about the impact on the environment.

The top actions taken to reduce food waste include eating leftovers and unused food items (44%) and planning meals before shopping (42%). Actions aimed at preventing spoilage are also common, including trying to better store items (38%), paying more attention to expiration dates (37%), and making an effort to freeze unused foods (35%).

Social sustainability is important to more than four in ten Americans

In their decision to purchase a food or beverage, 45% of Americans say knowing that the workers who produce, distribute, or serve the food are treated in a fair and equitable way is important.

Americans are most likely to seek information on the social sustainability of foods and beverages from labels on their food (37%) and the food manufacturer's website (35%). 1 in 5 of those who consider the treatment of workers important get information on it from the news (21%) and social media (21%). Third party organizations and government agencies rank toward the bottom.

Although food labels are the most common source, younger consumers are more likely to look for information on social sustainability from a variety of sources, and men are more likely than women to look to doctors and news stories.

Price still tends to win out over social and environmental sustainability

Even among those who view social sustainability as important, product price often sways purchasing choices. Six in ten Americans (61%) would be more likely to purchase a product that costs $2 less than a similar product that is produced in ways that are committed to the fair and equitable treatment of workers (39%). Only 11% would be "highly likely" to select the higher-priced, socially sustainable product.

Cost also influences consumers' likelihood to select an eco-friendly product. Only 15% would be most likely to select the most expensive ($7) and most eco-friendly option. A plurality (46%) would select the mid-priced ($5), somewhat eco-friendly product, while 39% would select the lowest priced ($3), least eco-friendly product. Gen Z (58%) is especially likely to favor the mid-priced, somewhat eco-friendly option.

And by a margin of 68% to 39%, price remains a more significant driver of food and beverage purchases than environmental sustainability.

Online grocery shopping continues to increase

A quarter of Americans (25%) buy groceries online at least once a week, which has increased significantly since 2021 (20%) and 2020 (only 11%). Half shop online at least monthly (up from 42% in 2021 and 33% in 2020).

Online shoppers tend to be younger (35% Gen Z, 37% Millennials shop weekly), parents with children under 18 (43%), and those with higher income (31% $75,000+). Men also appear slightly more likely to shop online.

Half of consumers who shop online (52%) pay attention to food labels "always" (24%) or "often" (28%) when doing so. In addition, most report not having much difficulty finding product information online. Quantity and price (70% easy), ingredients (70%), nutrition information (67%), and product size/weight (65%) are easiest to locate.

Feeling stressed is all too common in 2022, and some turn to diet and nutrition to manage it

Most Americans (56%) report feeling "very" (22%) or "somewhat" (34%) stressed over the past six months. Stress levels decrease by generation, as Gen Z (33%), Millennials (29%), and Gen X (25%) are more likely report high stress levels than Boomers (10%).

The top areas Americans have made changes to reduce or manage stress include sleep (41%), exercise (40%), mental health (30%), and diet/nutrition (30%). Among those who made changes to diet/nutrition, the most common changes are trying to eat healthier (54%), focusing on healthy behaviors instead of weight loss (38%), and following a specific eating pattern or diet (37%).

This year's findings also tap into the emotional aspect of food choices, with nearly 1 in 4 (24%) saying that they always or often eat when they're feeling stressed.

Snacking frequency has increased sharply since last year, with 3 in 4 snacking at least once a day

Nearly three in four Americans (73%) snack at least once a day, a substantial increase compared with those who said the same in 2021 (58%). The top reasons for snacking include being hungry or thirsty (34%) and viewing snacks as a treat (25%).

Half of Americans (52%) snack in the morning hours, 71% snack in the afternoon, and 67% snack in the evening or late night. Snacking in the morning (46% to 52%) and afternoon (65% to 71%) has increased significantly since 2021. Fruit (43%) is the snack most often sought in the morning, while those who snack in the evening gravitate toward savory/salty snacks (40%), candy, chocolate, and other treats (38%), and cookies, cake, and ice cream (37%).

Stress is strongly connected to snacking habits, as those who are very stressed (29%) are more likely to snack three or more times a day than those who are only somewhat stressed (10%).

Energy and weight loss are the most sought benefits from food, beverages, and nutrients

More than a third of Americans (37%) are seeking energy and less fatigue from foods, beverages, and nutrients. Other top benefits sought include weight loss/management (30%), digestive/gut health (29%), heart/cardiovascular health (28%), improved sleep (26%), and immune function/health (25%). Improved sleep is more likely to be sought by younger generations (35% Gen Z, 33% Millennials), while heart health is more likely to be sought by Gen X (31%) and Boomers (33%).

Vegetables and fruits are the most consumed foods to address energy levels, weight loss, digestive health and heart health. Vitamins C and D also rank high on the list for addressing immune function/health.

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Sugar remains preferred vs. low/no-calorie sweeteners, but younger generations like both

By a margin of 31% to 24%, American prefer sugar to low/no-calorie sweeteners, a preference that remains stable vs. 2021.

Interestingly, younger generations are much more likely to gravitate toward low/no-calorie sweeteners, although some of this is driven by older generations being more likely to avoid sugar and sweeteners altogether. Gen Z (31%) and Millennials (30%) are more likely to prefer low/no-calorie sweeteners than Gen X (23%) and Boomers (19%).

Nearly three in four Americans (73%) are trying to limit (59%) or avoid (14%) sugars. Among those trying to limit or avoid sugars, two-thirds (67%) are limiting or avoiding added sugars. Among the same segment, the top reasons for limiting or avoiding sugars include to avoid gaining weight (41%) and to improve their diet in general (38%). Among those not limiting or avoiding sugars, the top reason is because they like sweet tasting foods and drinks (40%).

Foodborne illness from bacteria remains the top food safety issue, although most feel protected

Half of Americans (50%) cite foodborne illness from bacteria as the most important food safety issue today, although it is down vs. 2021 (55%) and 2019 (60%).

Foodborne illness is followed by carcinogens (45%) and pesticides (42%). The importance of food allergens (25%) and bioengineered food (21%), while lower in prominence, has increased significantly since 2021.

Most Americans (55%) are "very" (20%) or "somewhat" (35%) satisfied about what is currently being done to protect consumers on their most important food safety issue. Satisfaction with consumer protection does differ by the issue, however. For example, 66% are satisfied with what is being done to protect consumers from foodborne illness while the same is only true for 46% on carcinogens and 41% on heavy metals in foods.

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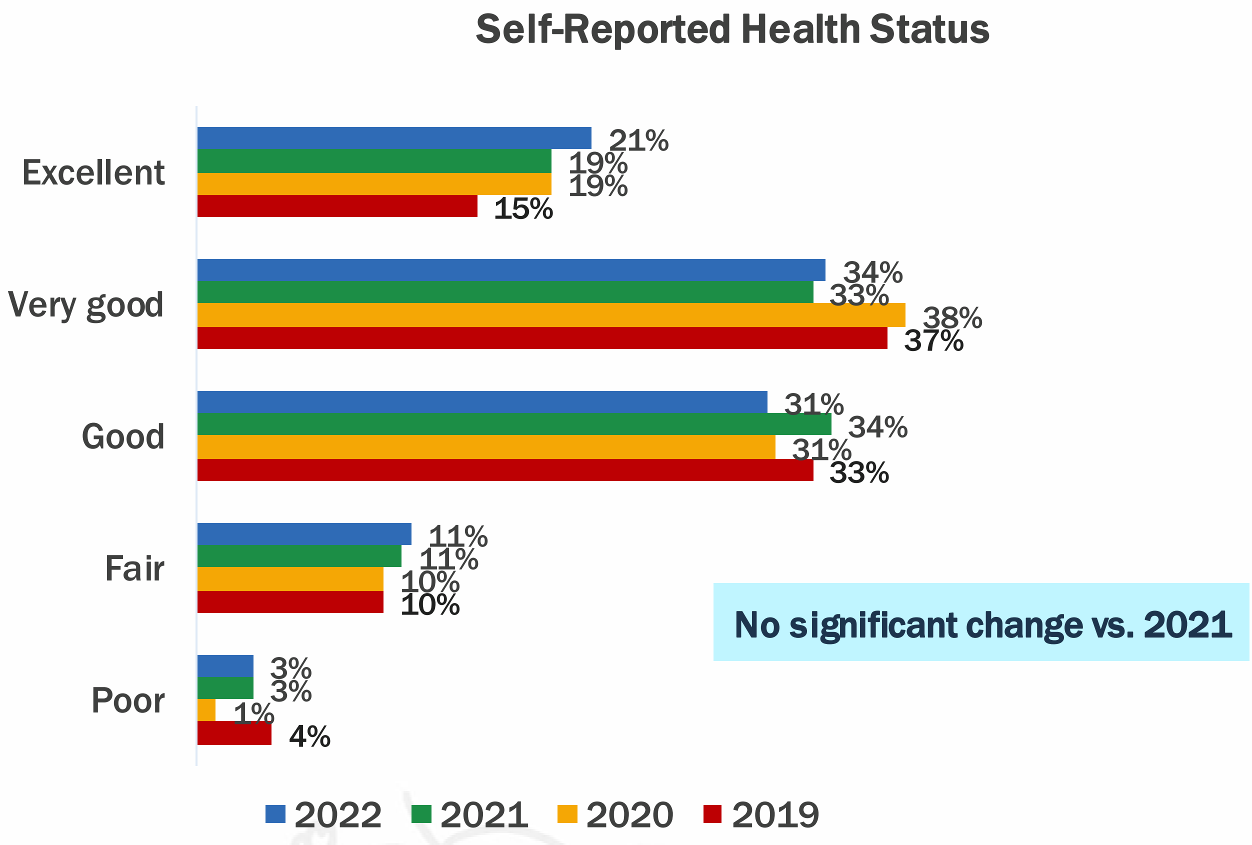
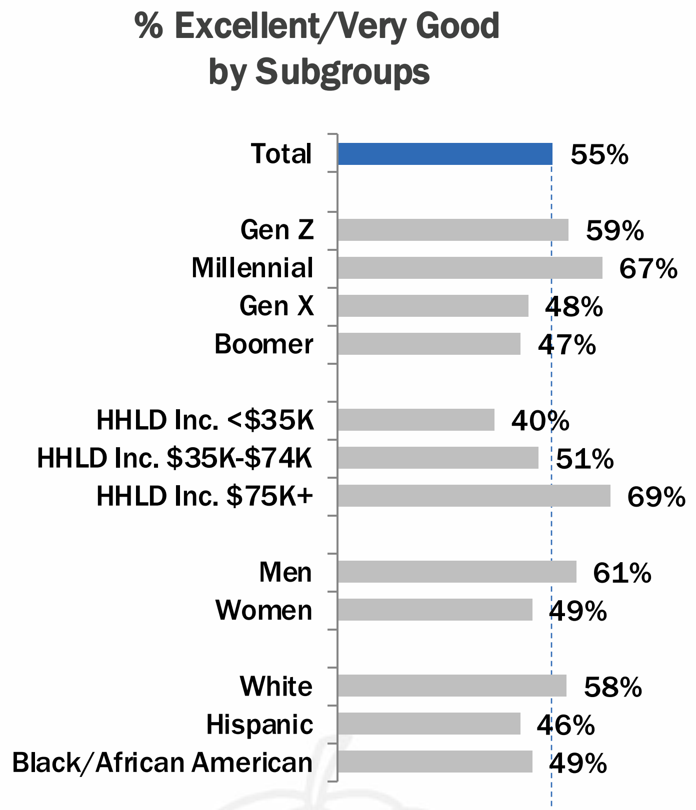
Current Outlooks on Health

Over half self-report being in excellent or very good health

As has been true in previous years, health status differs across demographics, including age/generation, income, gender, and race/ethnicity.





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

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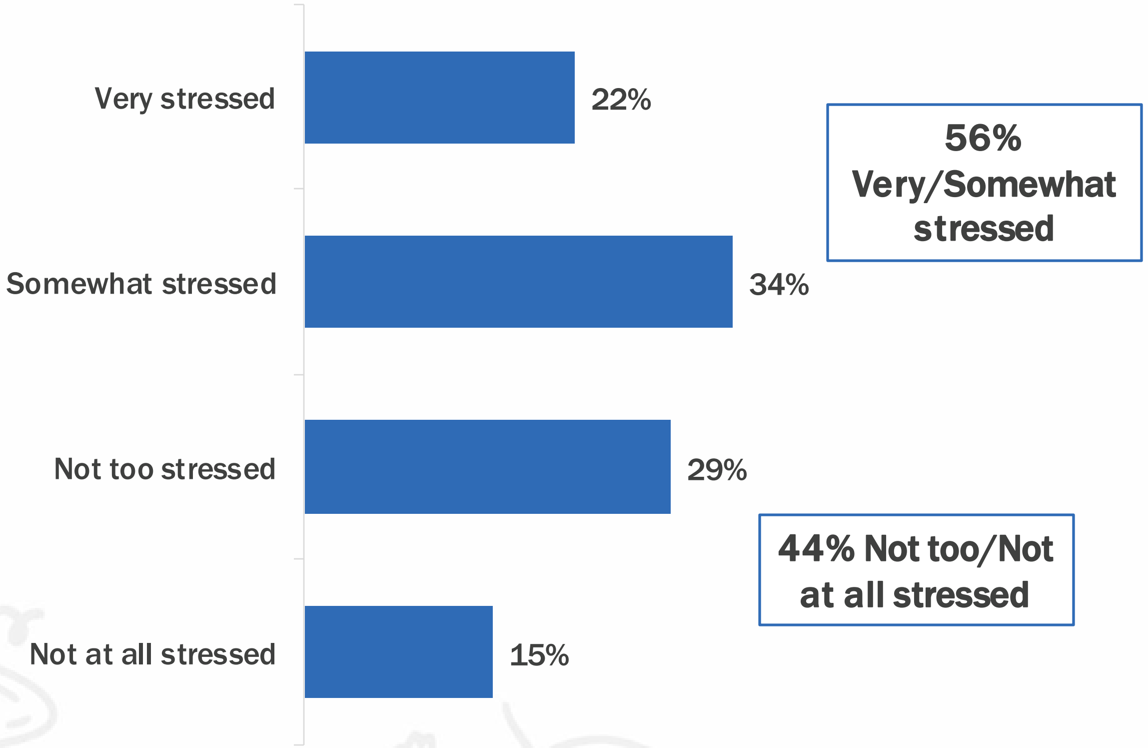
More than half report feeling stressed in the last 6 months

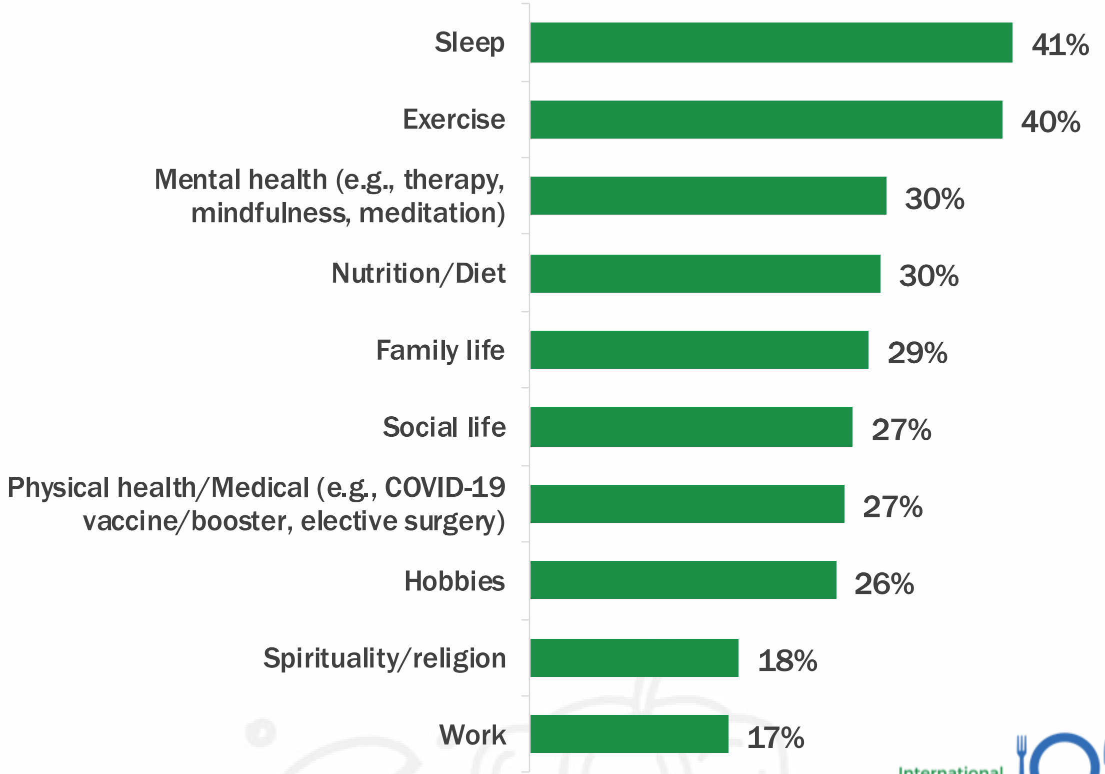
Younger generations are much more likely to have felt high levels of stress in the past 6 months and gravitate towards mental health and social life changes

Level of Stress in Past 6 Months



Areas of Changes Made to Reduce Stress

(If Very/Somewhat Stressed)



Q13 How stressed have you been over the past six months? (n=1,005) / Q13A In which of the following areas, if any, have you made changes in the past six months to manage or reduce stress? (Please select all that apply.) Filter: Very/Somewhat stressed over the past six months: (n=553); Note: "other" and "none of the above" are not shown

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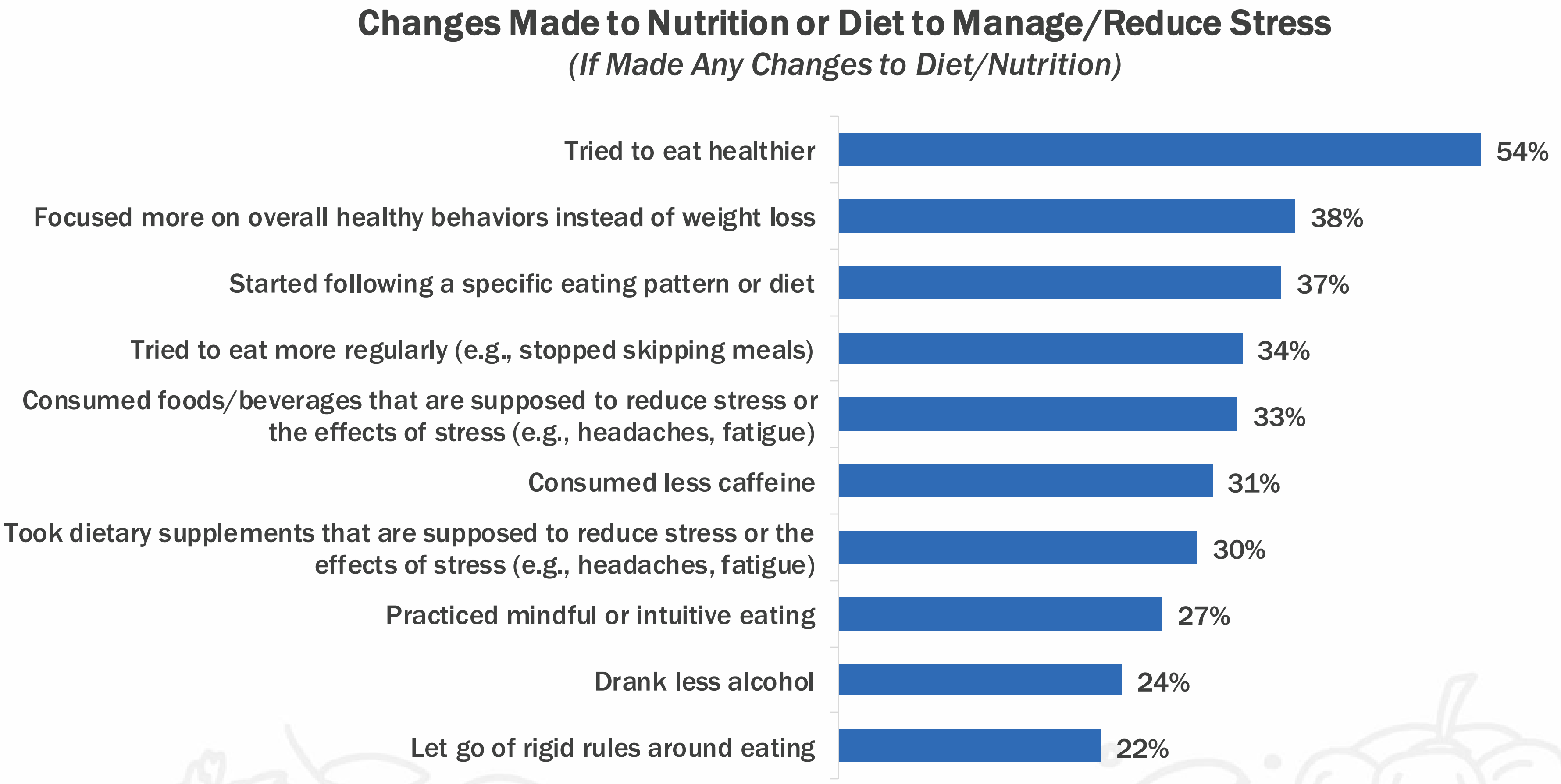
Those looking to alleviate stress via diet/nutrition have made a variety of changes

The most common change is simply eating healthier, followed by focusing more on overall healthy behaviors instead of weight loss. 37% say they started a specific eating pattern or diet for this purpose.



Q13B In what ways have you made changes to your nutrition/diet in the last six months in order to manage or reduce stress? (Select all that apply.) Filter: Has sought to improve nutrition/diet in the past six months to manage or reduce stress: (n=157); Note: "other" and "none of the above" are not shown

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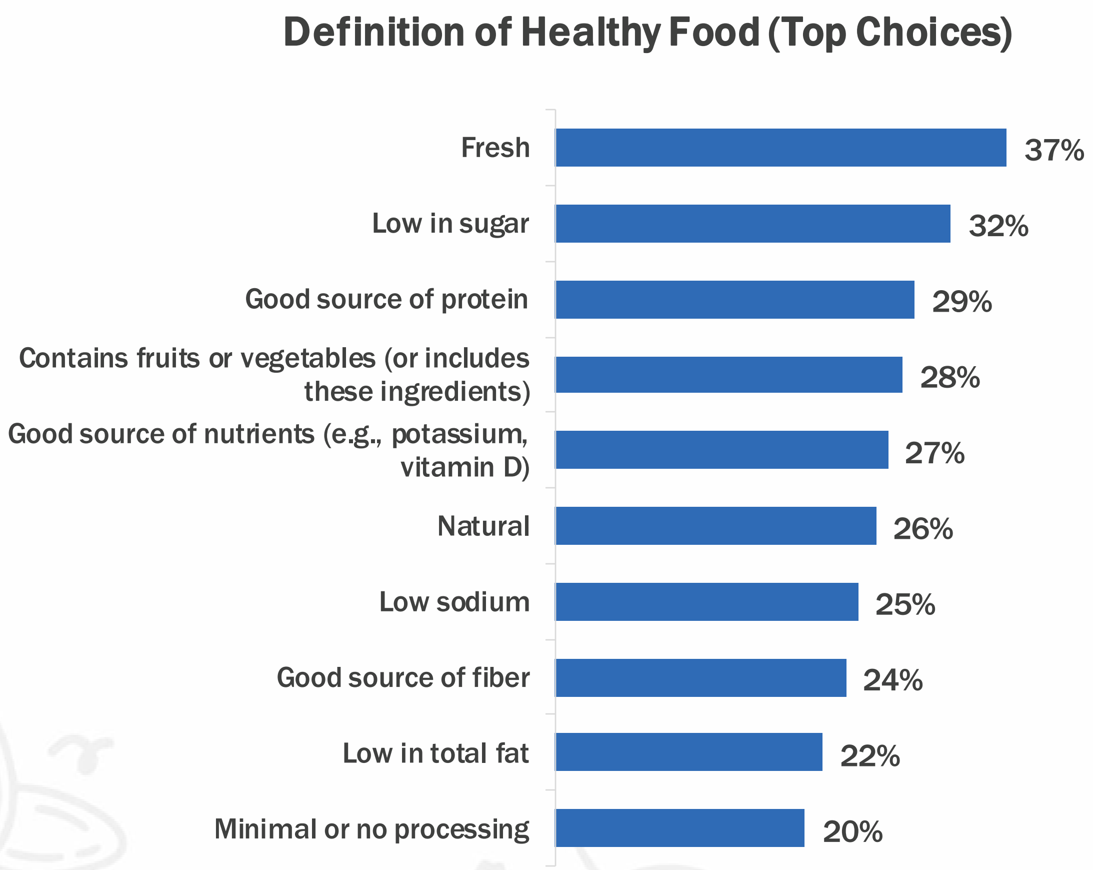
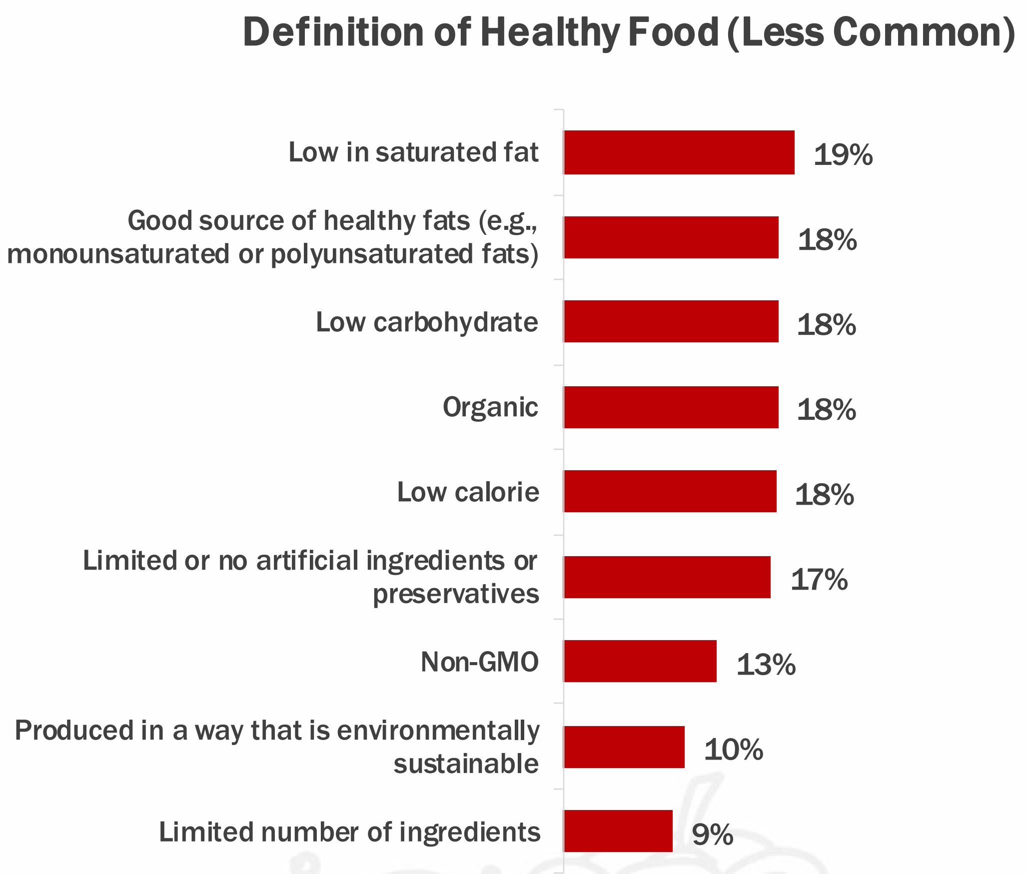
"Fresh" and "low in sugar" are the most common attributes of a healthy food

Older generations are more likely to choose fresh, low in sugar, and low in sodium, while younger generations are much more likely to choose organic





Q12 Which of the following best define a healthy food to you? Please select up to 5 choices. (n=1,005); Note: "other" and "none of the above" are not shown

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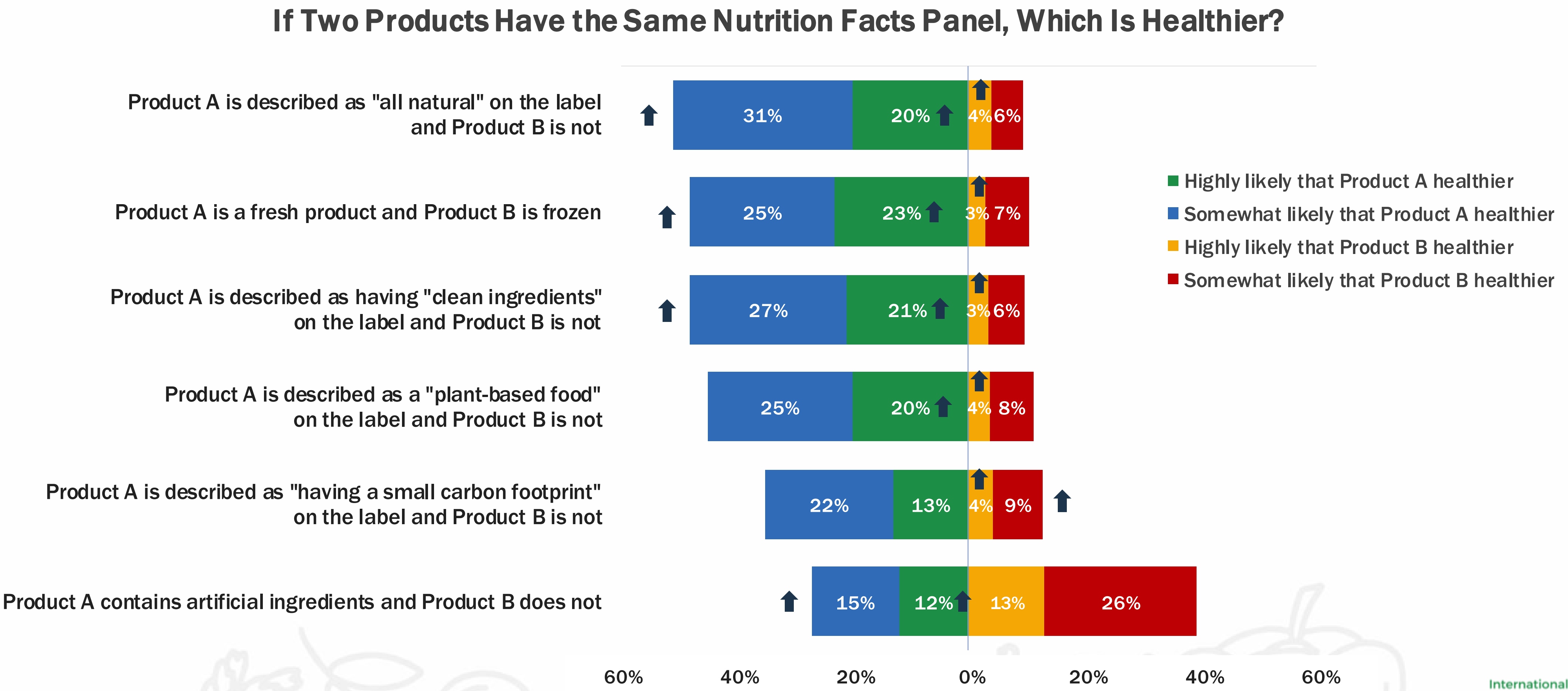
The "health halo" around "all natural", fresh, and "clean" products has increased in 2022

Younger consumers (especially Millennials) are more likely to view all product A options more favorably, except for the "all natural" option which is favored by all generations similarly



[TREND] Q22 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)

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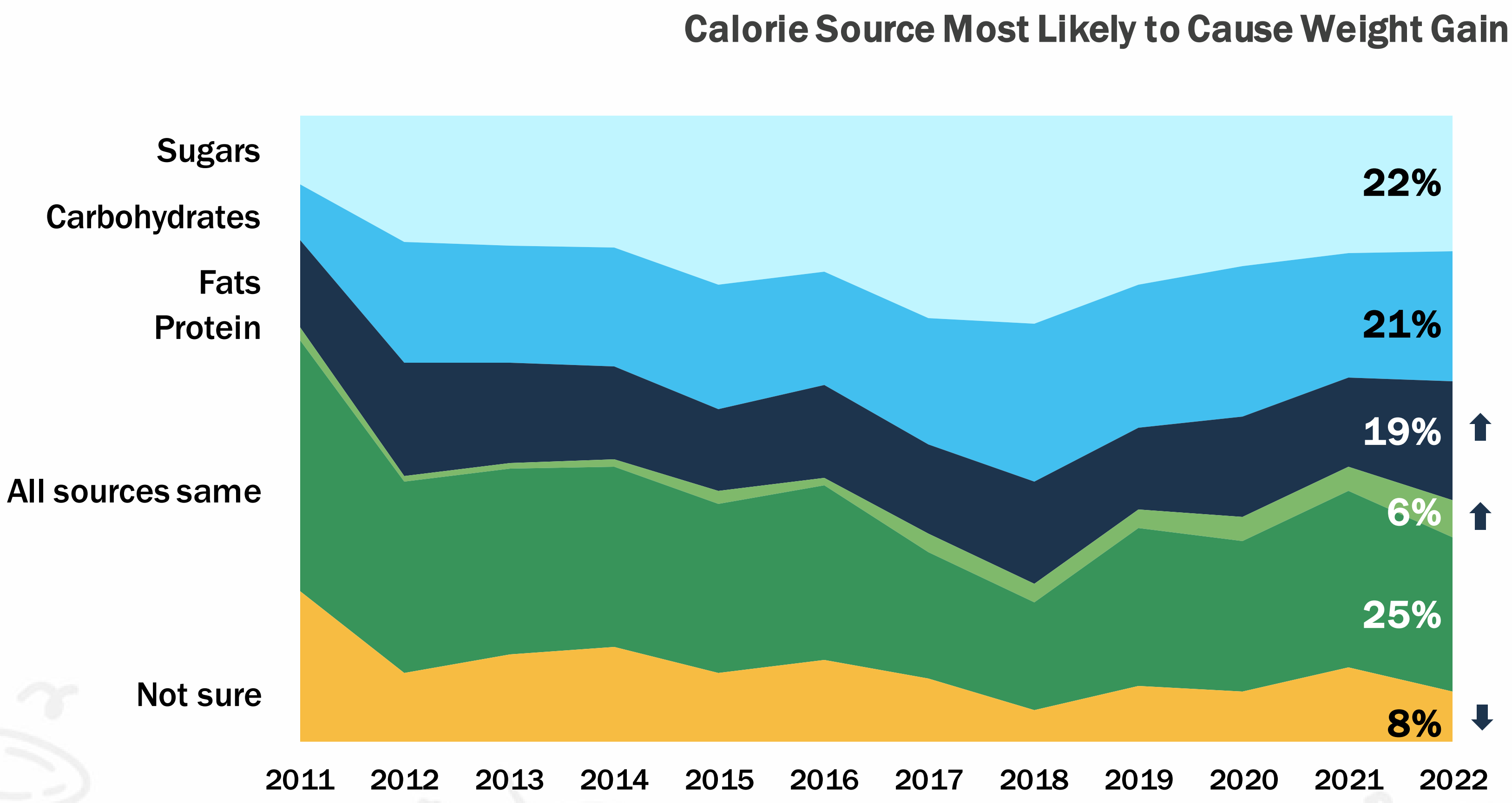
Belief that fats are the most likely calorie source to cause weight gain has risen

Only a quarter of consumers think that all calorie sources are equally likely



30% of Gen Z consumers believe calories from fats are most likely to cause weight gain, vs. 12% of Boomers

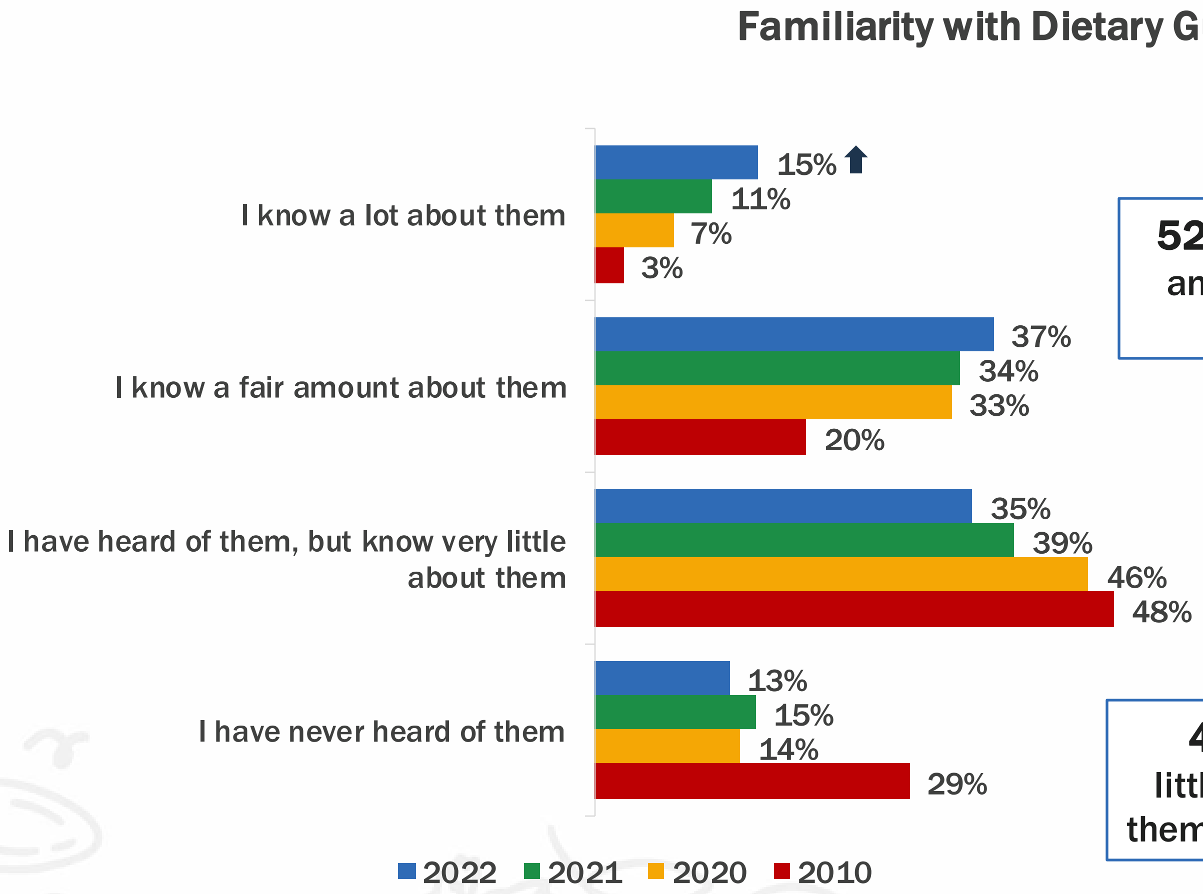
34% of consumers in fair/poor health believe calories from carbohydrates are most likely to cause weight gain, vs. 19% of consumers in excellent/very good health

[TREND]Q5 What source of calories is the most likely to cause weight gain? (n=1,005)

Information Sources for Diet and Nutrition

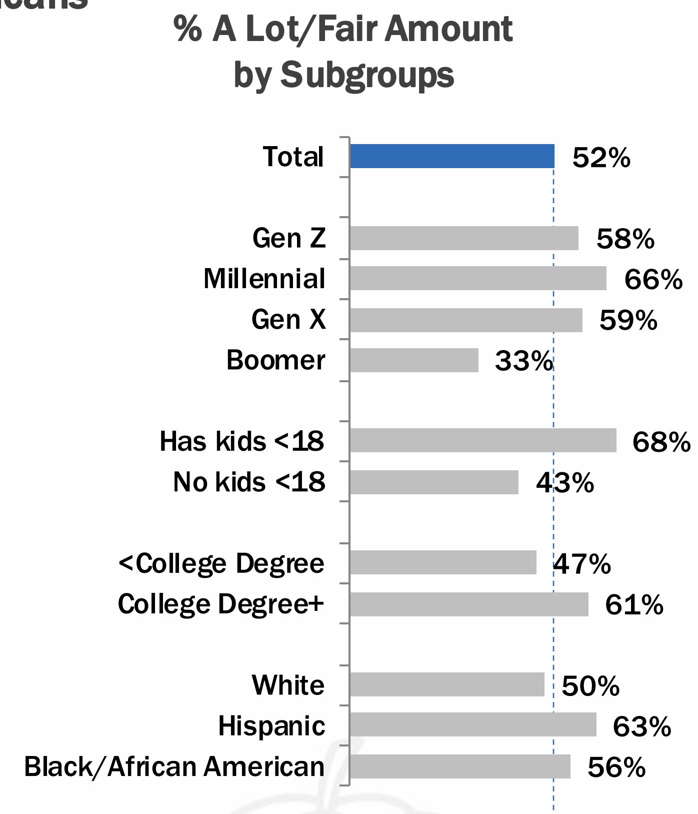
For the 2nd straight year, familiarity with the Dietary Guidelines for Americans has increased

Younger generations report the highest awareness with the Guidelines



52% know a lot/fair amount (vs. 46% in 2021)

48% know very little/never heard of them (vs. 54% in 2021)



[TREND] Q3 Which of the following best describes your familiarity with the "Dietary Guidelines for Americans", which are the US government-approved food and nutrition guidelines? (n=1,005)

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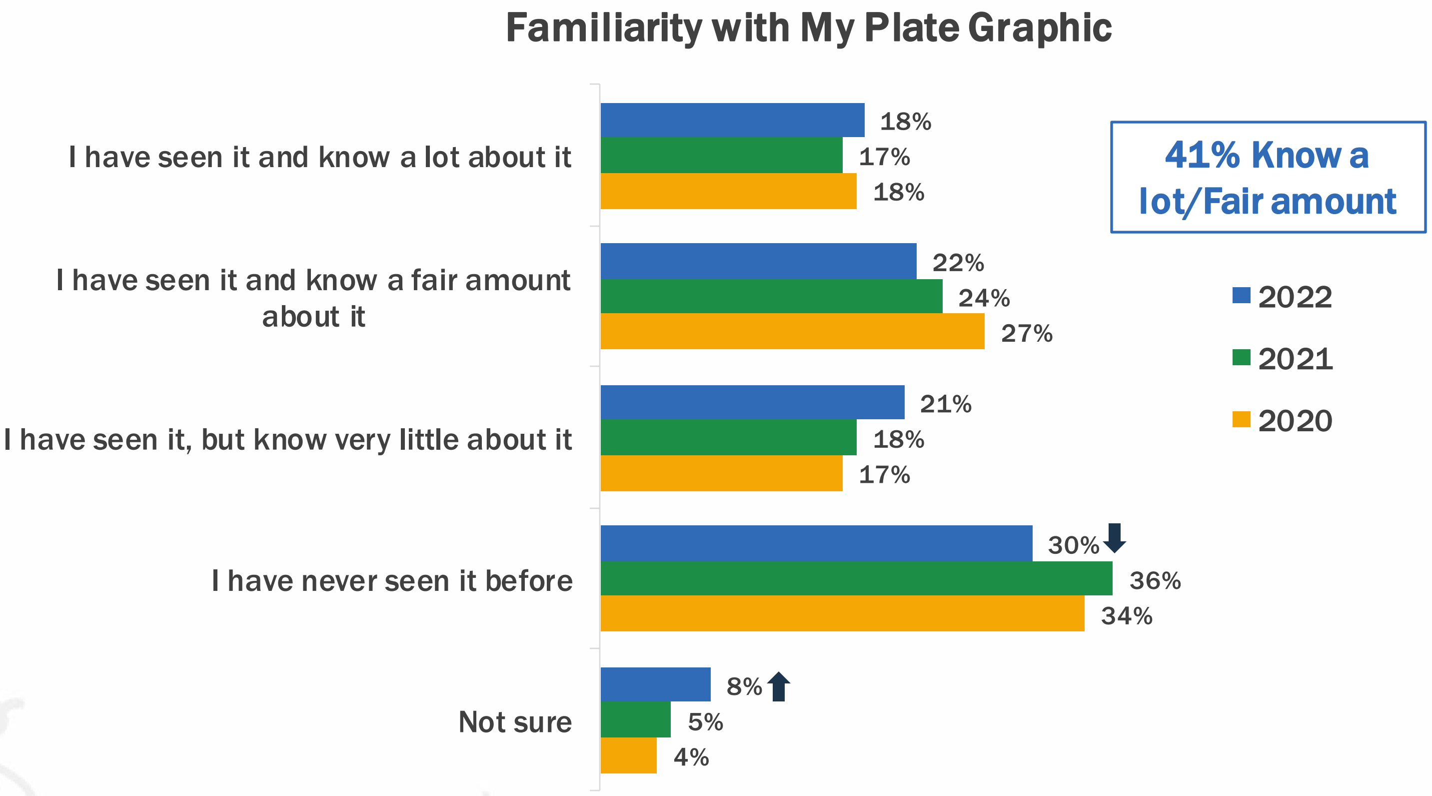
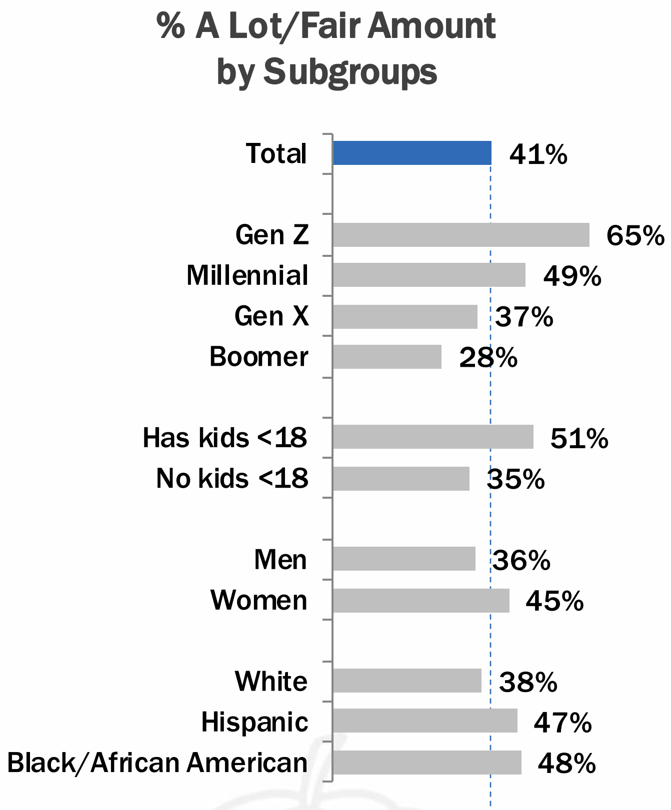
Nearly two-thirds of Gen Z know at least a fair amount about the MyPlate graphic

In comparison, only 28% of Boomers say the same. Having young children also has a tremendous impact on familiarity.





[TREND] Q2 How familiar are you, if at all, with the following graphic [MY PLATE GRAPHIC]? (n=1,005)

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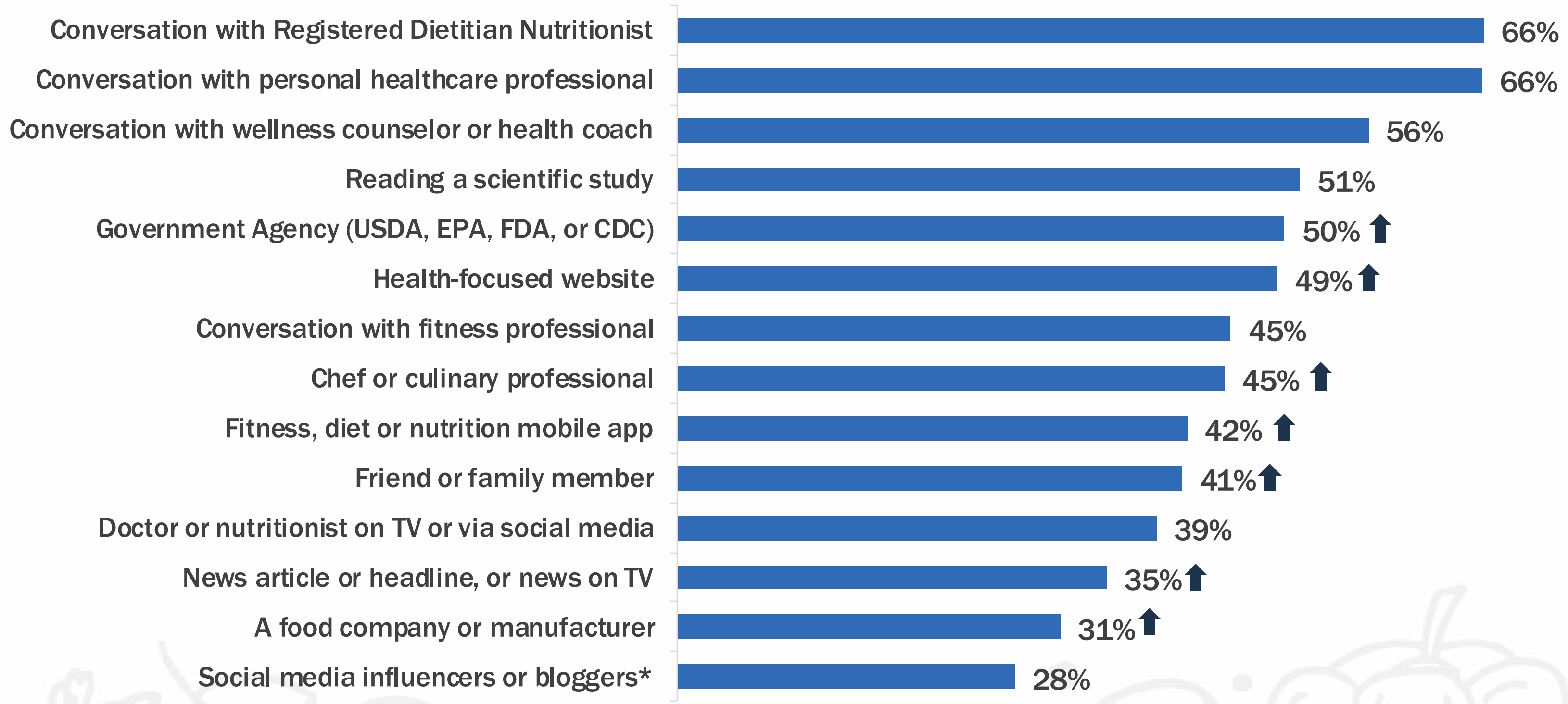
Trust about info regarding foods to eat/avoid has gone up for many sources since 2018

Trust in government agencies has increased and trust in scientific studies has remained stable vs. 2018

Trust Sources of Information on Foods to Eat/Avoid

(% 4-5 Trust out of 5)



**Revised text vs. 2018*

*[**TREND vs. 2018**] Q24 How much would you trust information from the following on what foods to eat and avoid? SUMMARY (Top 2) (n=1,005); *Response text abridged*

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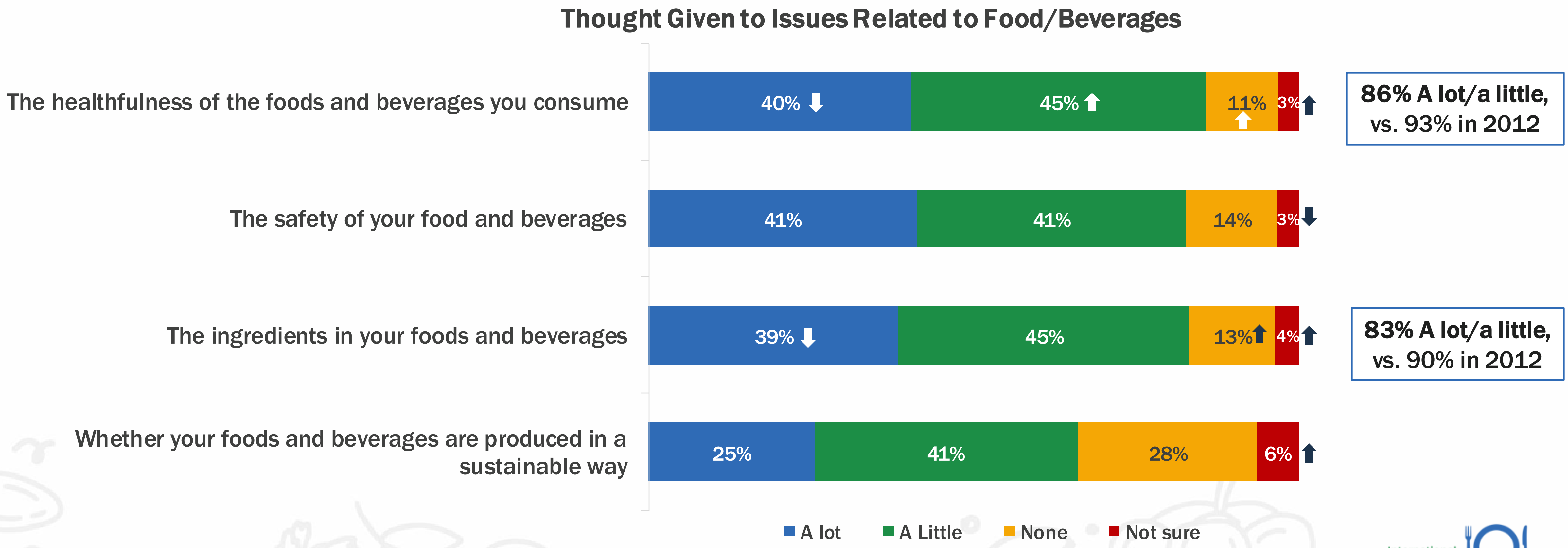
Shifting Perspectives on Food and Health: 2012 to 2022

Compared with a decade ago, fewer are giving a lot of thought to healthfulness and ingredients

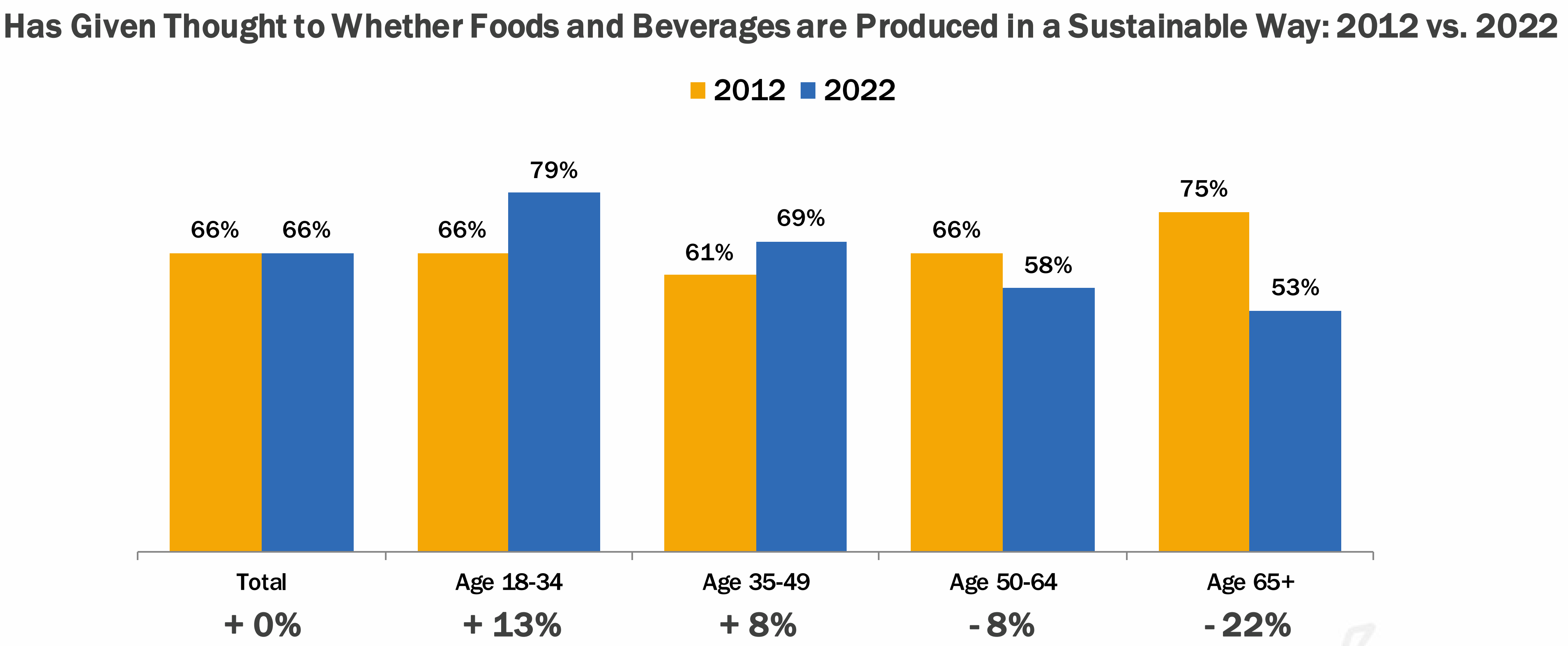
Millennials are more likely to have thought about many of these issues, especially in comparison to Boomers: 50% vs. 35% for safety, 44% vs. 35% for ingredients, and 38% vs. 13% for sustainability.



[TREND vs. 2012] Q23 Over the past year, how much thought have you given to the following issues? (n=1,005)

While attention to sustainability looks flat vs. 2012, big shifts have occurred by age

Younger consumers are now much more likely to consider sustainability, while older consumers are significantly less likely to consider it



[TREND vs. 2012] Q23 Over the past year, how much thought have you given to the following issues? (n=1,005)

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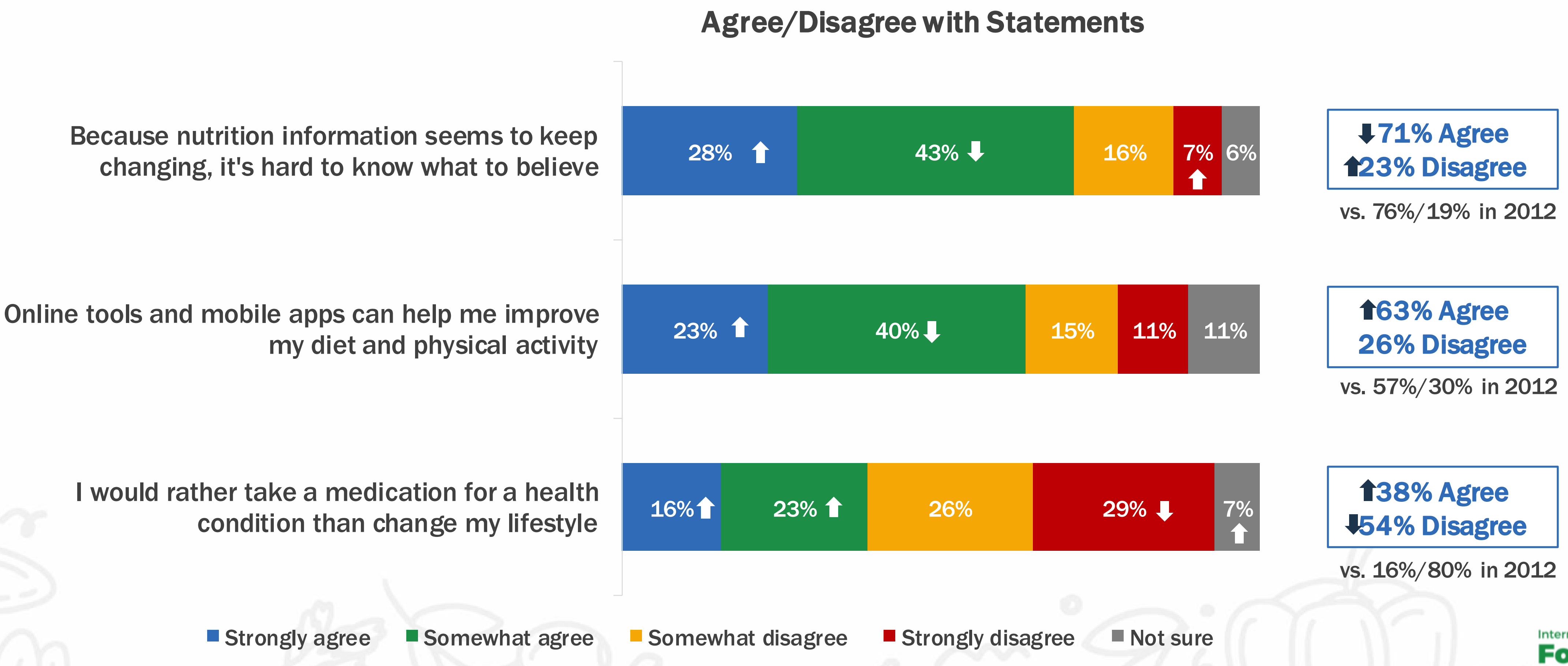
7 in 10 believe changing nutrition info makes it hard to know what to believe

However, this sense of confusion has gone down over the last decade



[TREND vs. 2012] Q23A To what extent do you agree or disagree with the following statements? (n=1,005)

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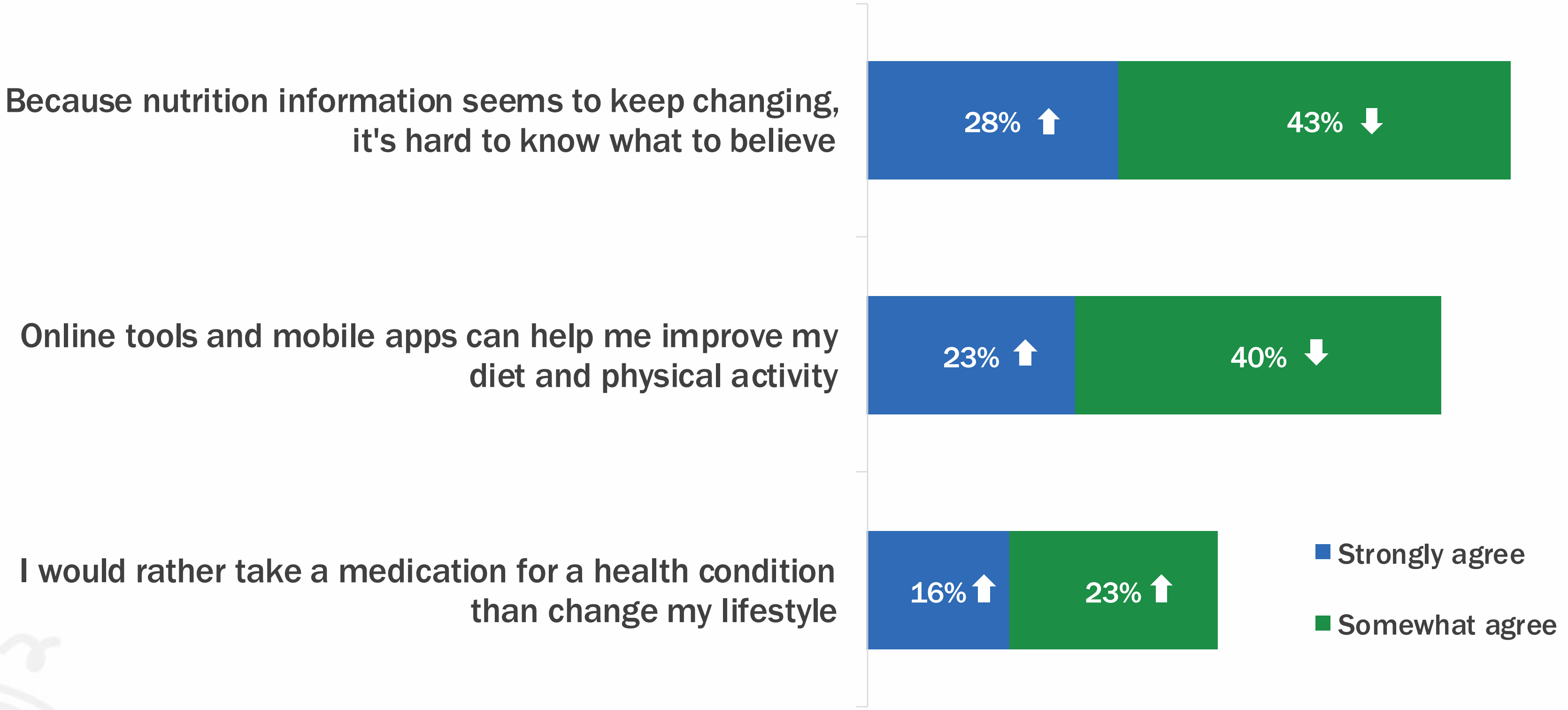
Younger generations are more likely to agree that online tools, mobile apps can help with diet and physical activity

Nearly 3 in 4 Millennials agree with this statement, compared with just over half of Boomers



% Agree by Generation

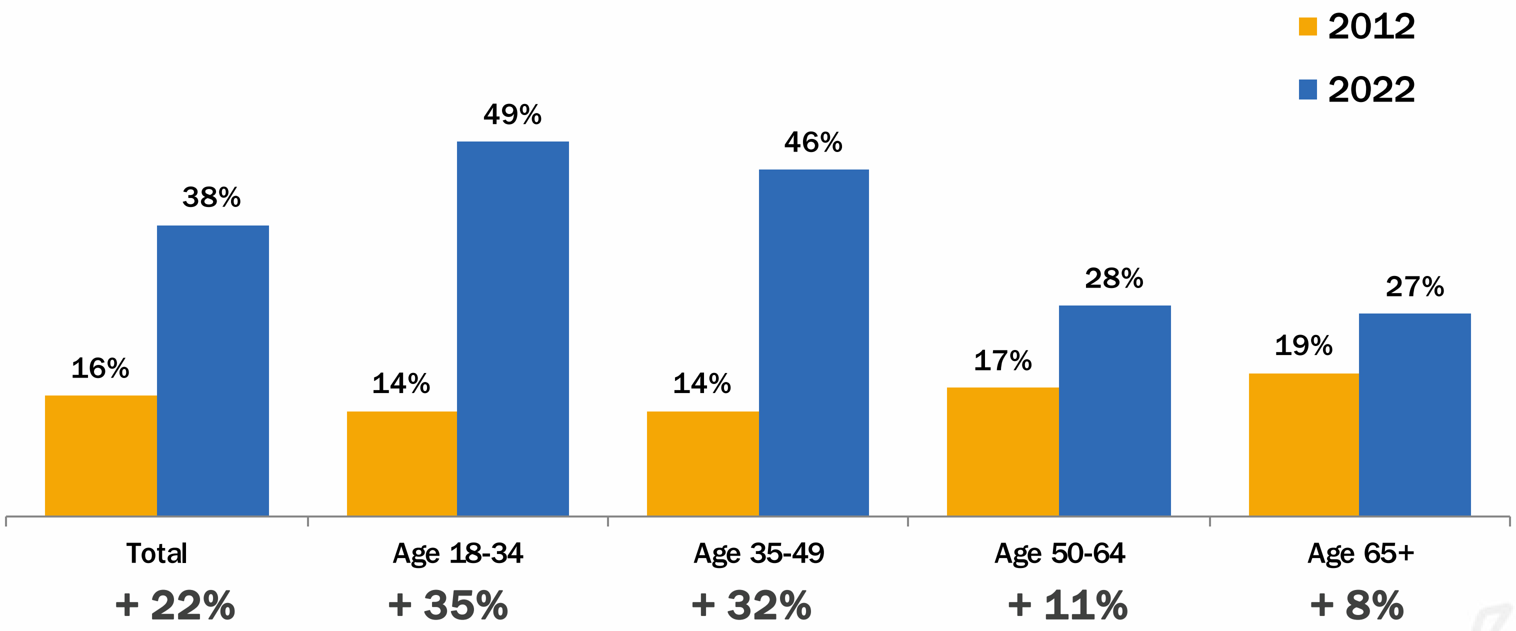
Statement	Gen Z	Mill.	Gen X	Boomer
Because nutrition information seems to keep changing, it's hard to know what to believe	67%	67%	73%	72%
Online tools and mobile apps can help me improve my diet and physical activity	62%	74%	65%	53%
I would rather take a medication for a health condition than change my lifestyle	47%	50%	39%	27%

[TREND vs. 2012] Q23A To what extent do you agree or disagree with the following statements? (n=1,005)

Preference for a medication over a lifestyle change has increased dramatically in the last decade

Interest in a medication option has gone up for all, but most notably among those under 50

% Agree: "I would rather take a medication for a health condition than change my lifestyle": 2012 vs. 2022



[TREND vs. 2012] Q23A To what extent do you agree or disagree with the following statements? (n=1,005)

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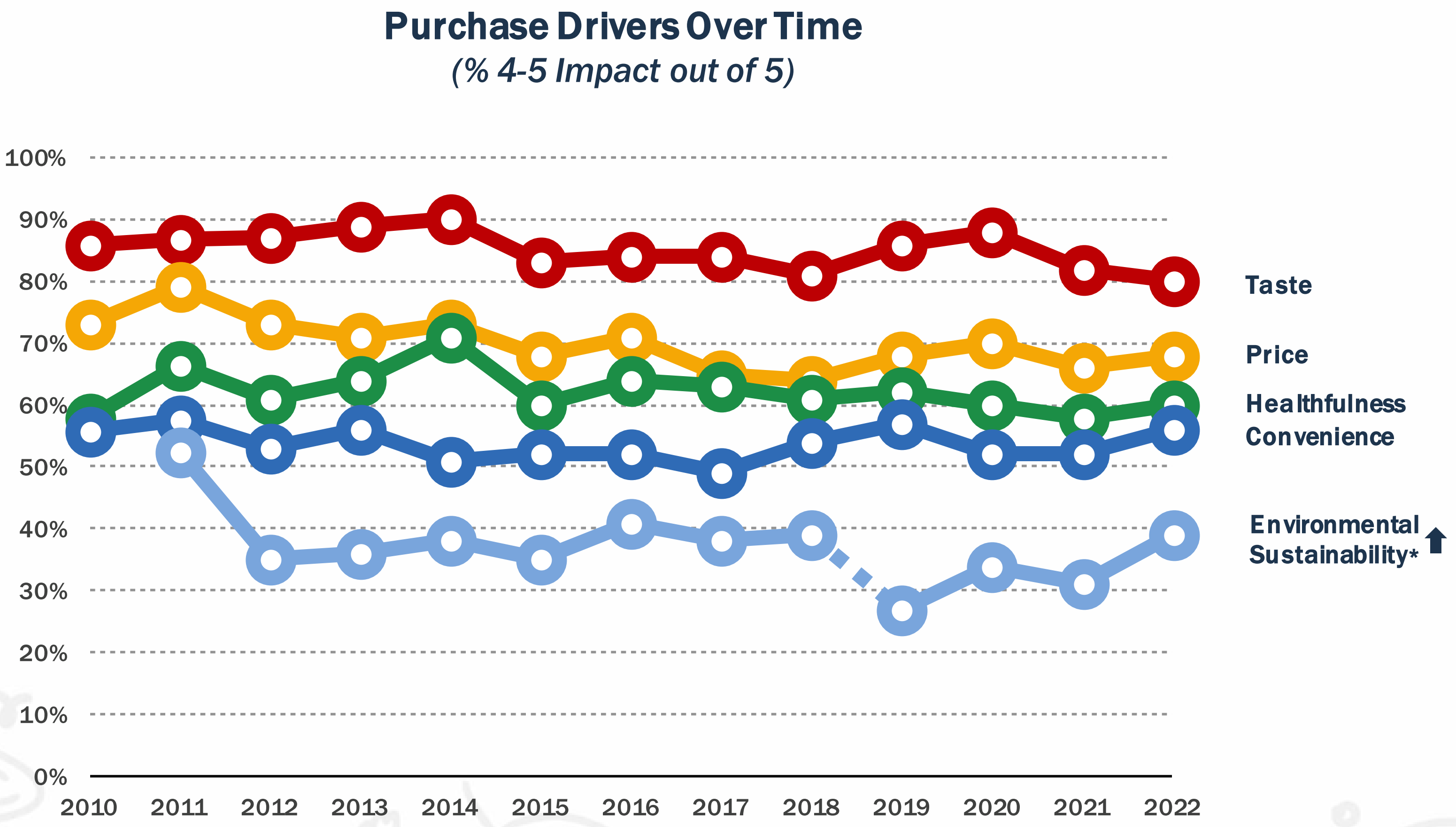
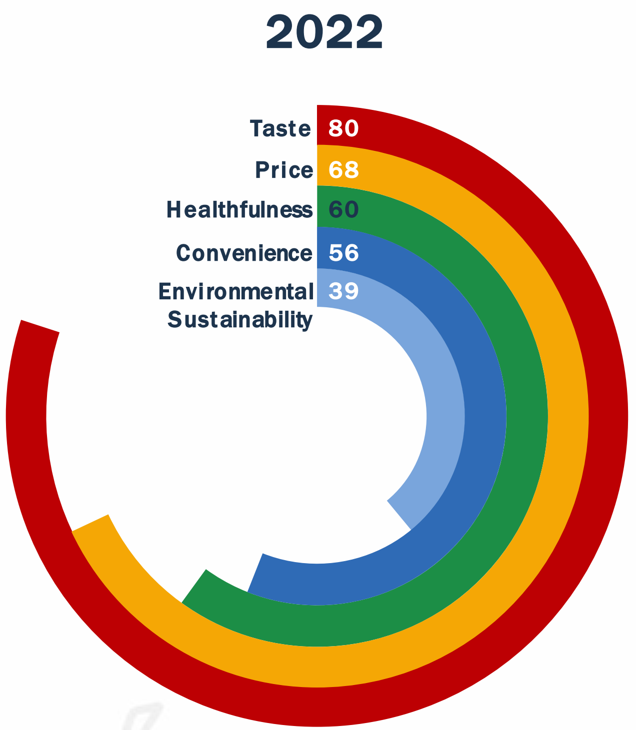
Purchase Drivers and Shopping Patterns

The importance of environment sustainability has increased in 2022

Although it still ranks below other purchase drivers, 4 in 10 say environmental sustainability has an impact on their decision to buy certain foods and beverages





[TREND] Q6 How much of an impact do the following have on your decision to buy foods and beverages? SUMMARY: TOP 2 (Great Impact/Somewhat of an Impact); (n=1,005)

**Prior to 2019, Environmental Sustainability was addressed as "Sustainability"*

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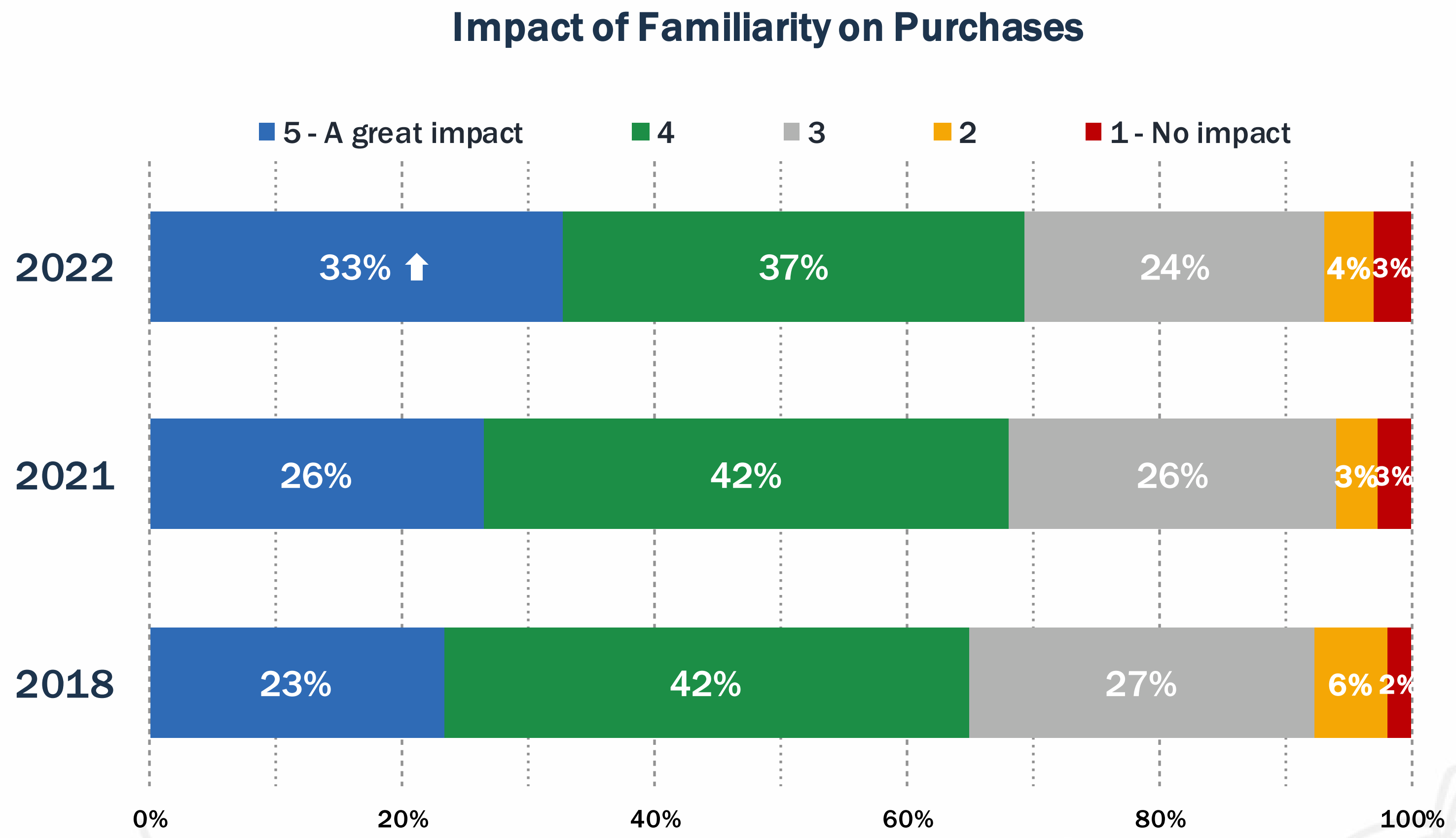
Nearly 7 in 10 consider familiarity important when purchasing a product, with more now saying it has a great impact

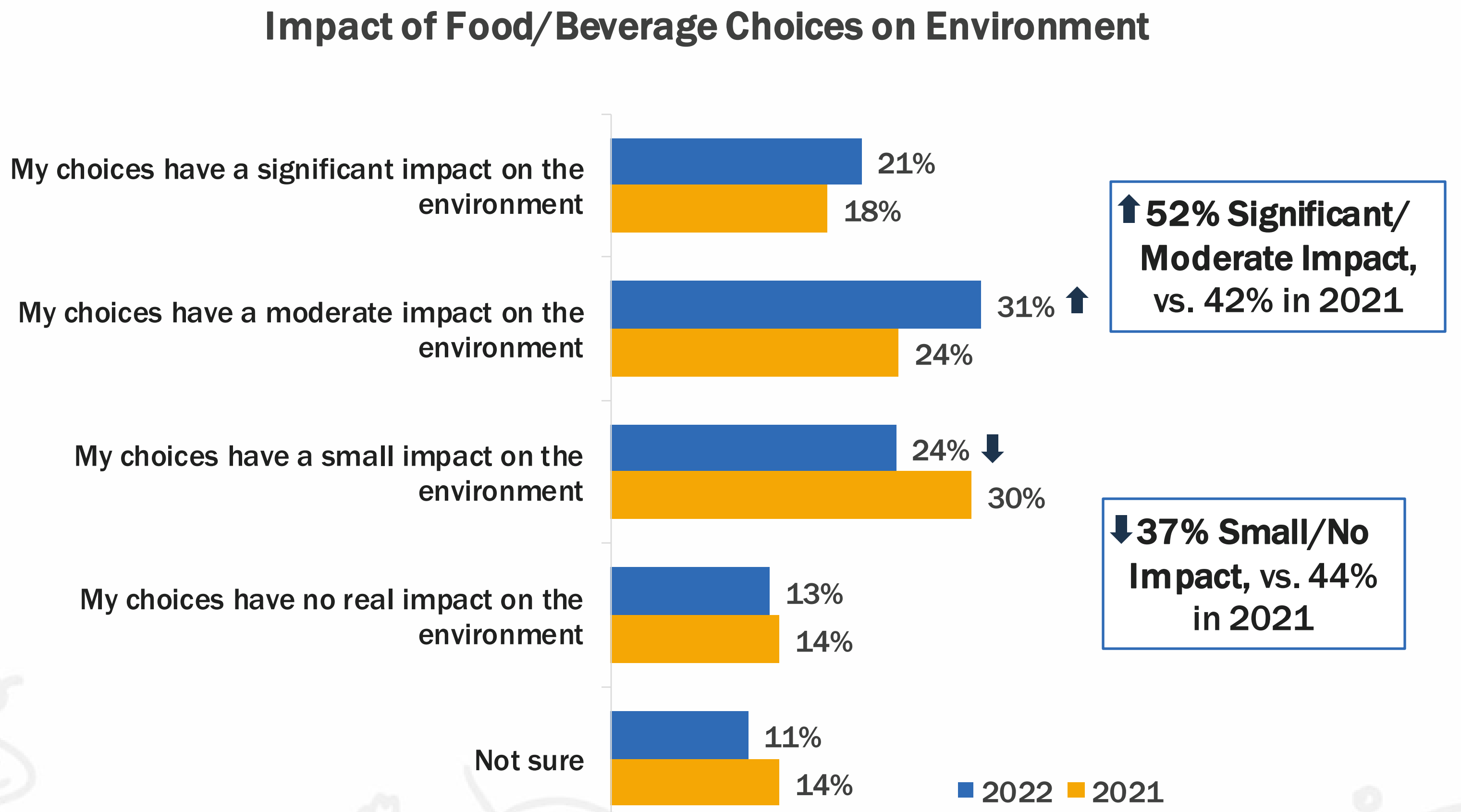
Boomers are much more likely to be influenced by product familiarity

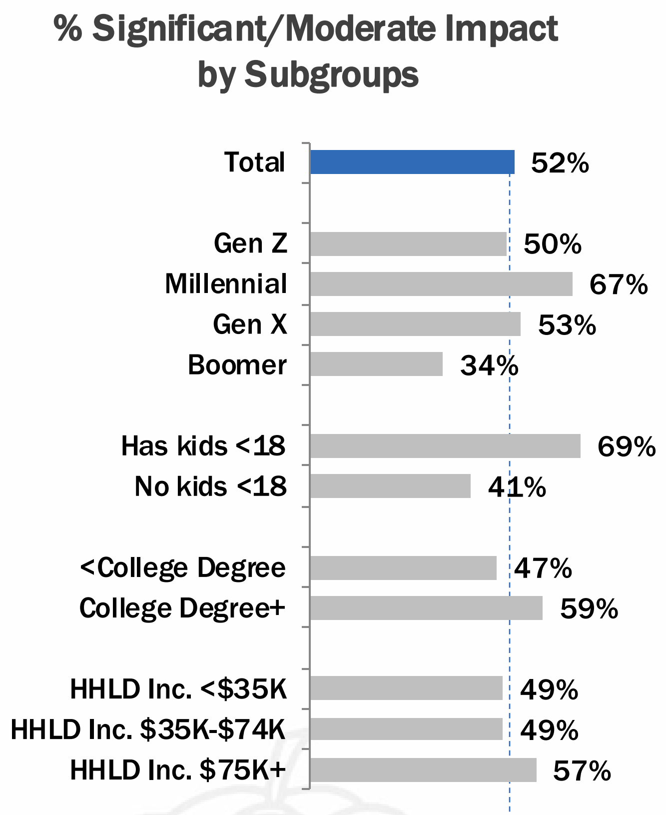


[TREND] Q7 How much of an impact does the following have on your decision to buy foods and beverages (n=1,005)

Over half now believe their food choices have an impact on the environment

Millennials, parents with young children, those with a college degree, and those with higher incomes are more likely to believe their choices have an impact





[TREND] Q8 To what degree do you believe your individual choices about food and beverage purchases impact the environment? (n=1,005)

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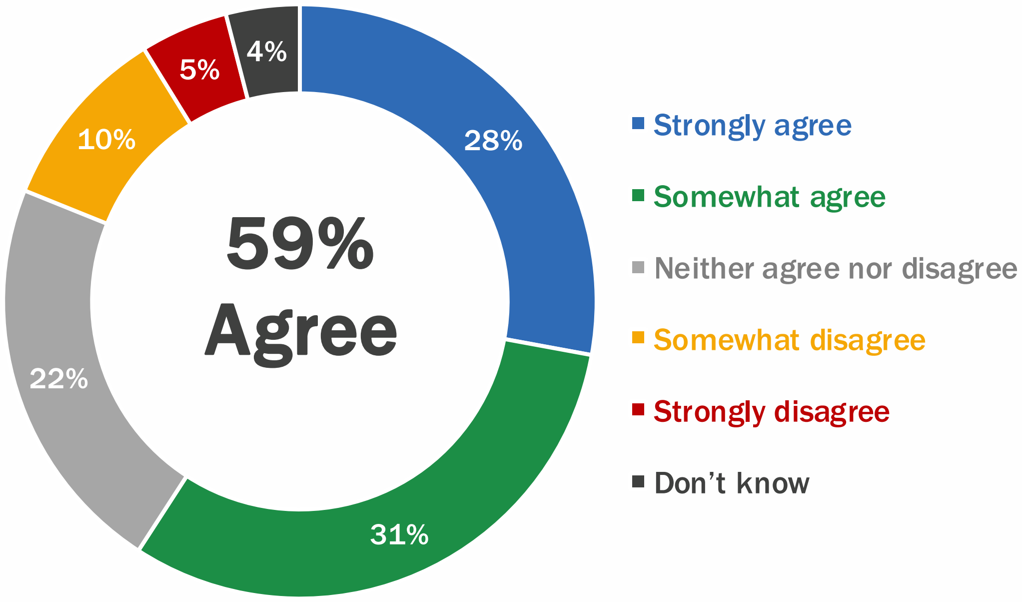
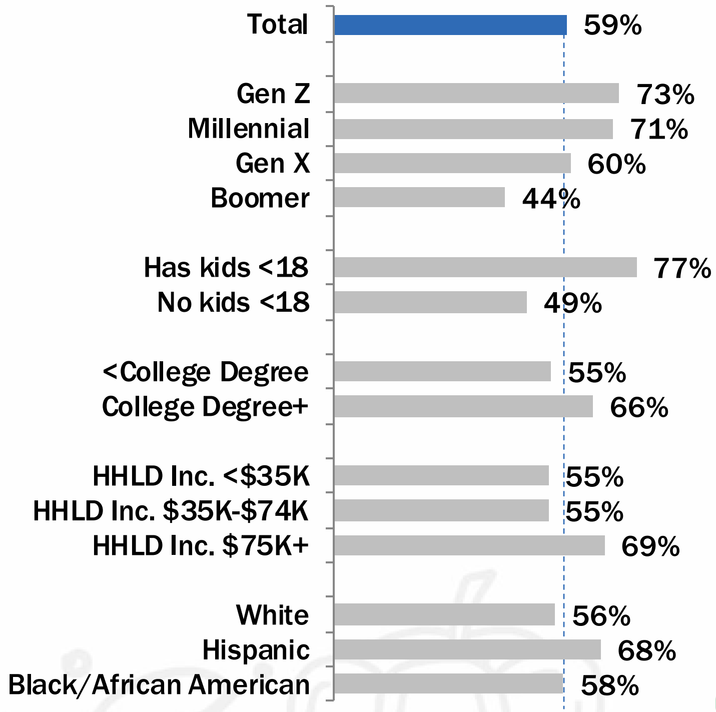
Younger generations are aware that they are more concerned about the environment

More than 7 in 10 Gen Z and Millennials think this is true

Agree/Disagree: "My generation has greater concern about the environmental impact of food choices than other generations"



% Agree by Subgroups



Q9 Do you agree or disagree with the following statement?: My generation has greater concern about the environmental impact of food choices than other generations. (n=1,005)

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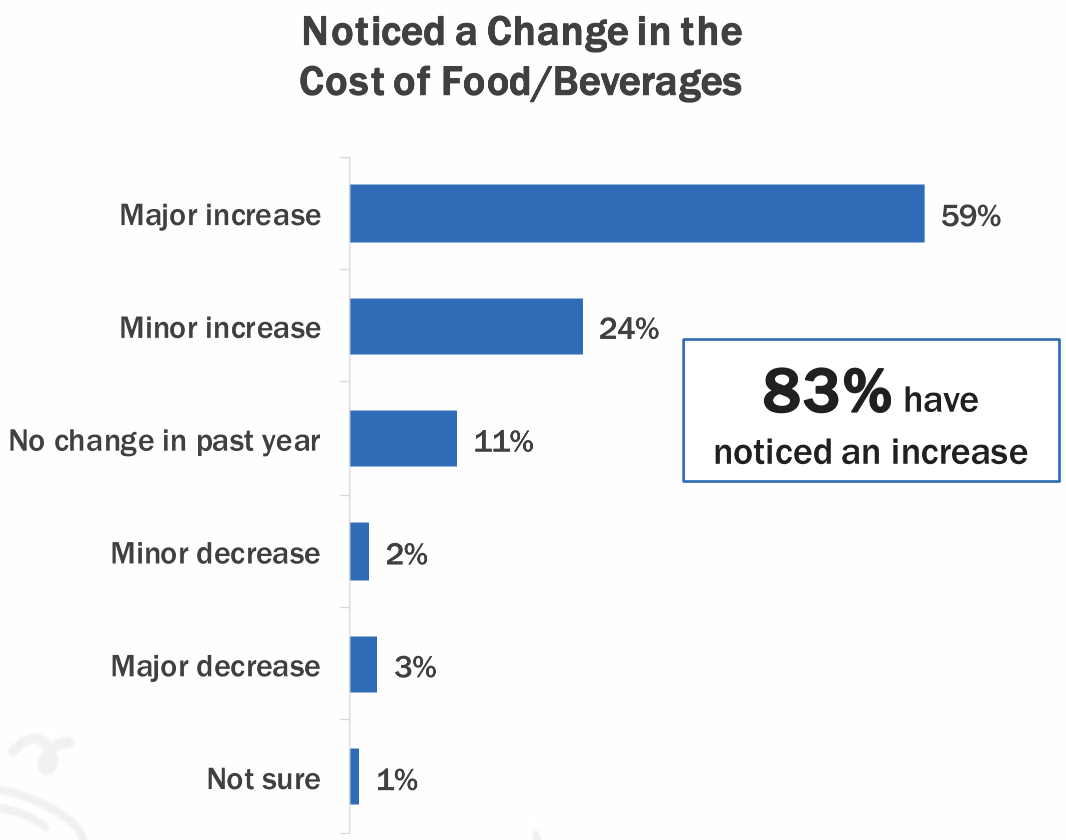
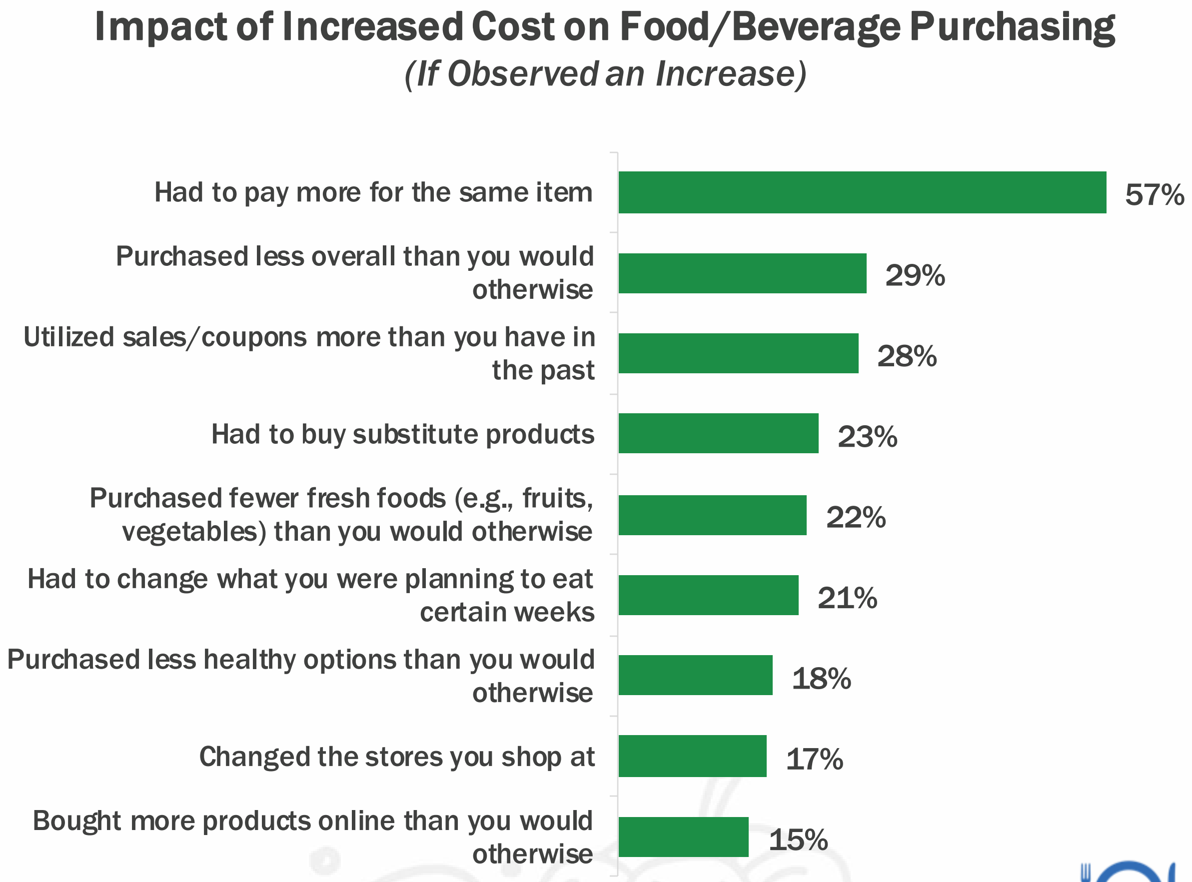
The vast majority have noticed the rising cost of food over the past year

Boomers are much more likely to have observed an increase in cost





Q10 In the past year, have you noticed a change in the overall cost of food and beverages? (n=1,005) / Q10A How has the increased cost of food/beverages impacted your food and beverage purchasing over the past year? (Select all that apply.) Filter: Have noticed a major or minor increase in the overall cost of food and beverages: (n=848); Note: "other" and "none of the above" are not shown

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Nearly 6 in 10 are concerned about food waste; younger consumers care even more

Older consumers are more likely to care because it is a waste of money and because they were taught not to waste food, while younger cohorts (Millennials, Gen X) care more about the impact on the environment

Q11 How concerned are you about the amount of food waste (food that gets thrown away) your household produces? (n=1,005) / Q11A Why do you feel concerned about the amount of food waste your household produces? (Select all that apply.) Filter: Very/Somewhat concerned about the amount of food waste (food that gets thrown away) your household produces: (n=570); Note: "other" and "none of the above" are not shown

International Food Information Council

Using up leftovers and planning meals are common ways consumers reduce waste

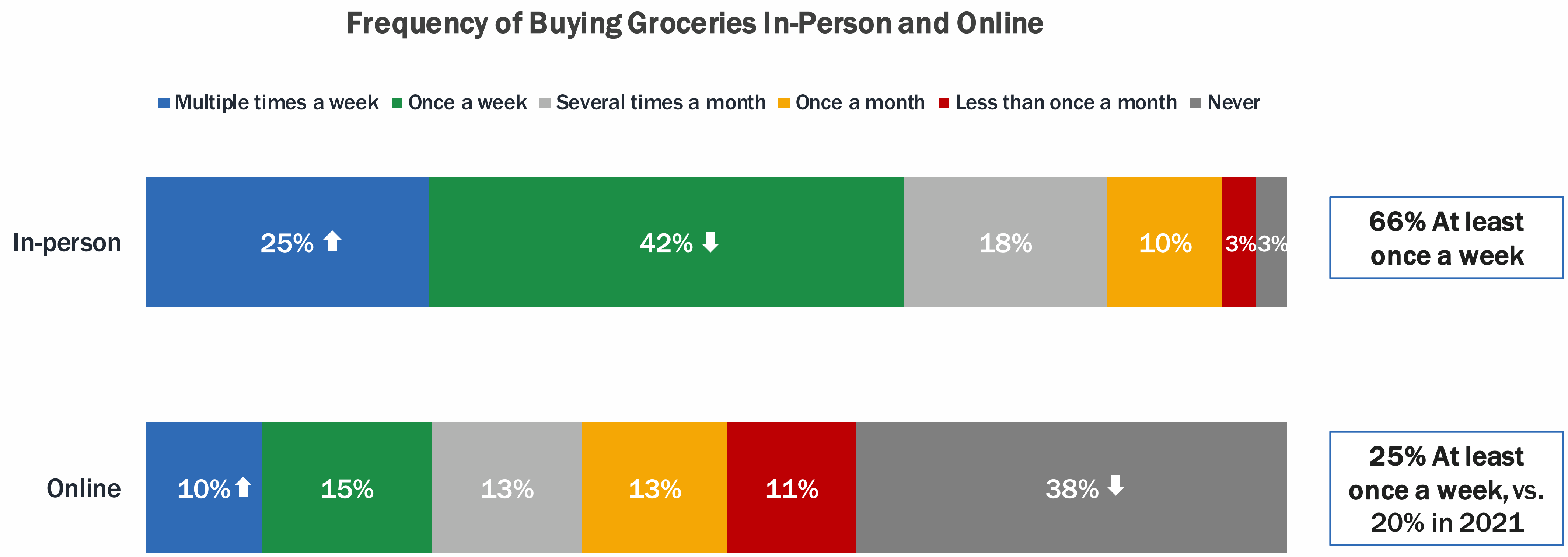
Many also try methods to prevent food spoilage, like storing items better, paying attention to expiration dates and freezing unused foods

Q11B Which of the following actions, if any, have you taken to reduce the amount of food waste your household produces? (Select all that apply.) Filter: Very/Somewhat concerned about the amount of food waste (food that gets thrown away) your household produces: (n=570); Note: "other" and "none of the above" are not shown

International Food Information Council

Online grocery shopping continues to rise in popularity

25% now buy groceries online weekly, up from 20% in 2021 and 11% in 2020. Younger generations, those earning >$75K/year and men are more likely to shop online at least once a week.

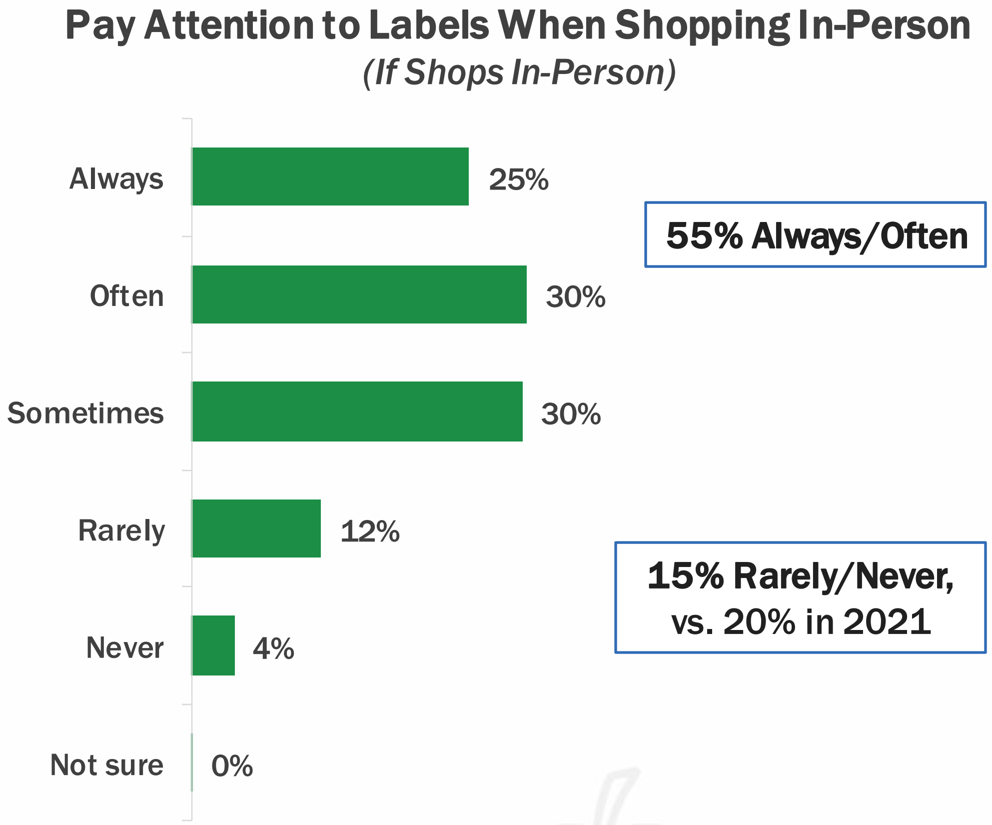


[TREND] Q15A How often do you buy groceries...? A. Online (n=1,005) / [TREND] Q15B How often do you buy groceries...? B. In-person (n=1,005)

International Food Information Council

Half pay attention to labels always/often, whether shopping online or in-person

There are more consumers who say they at least sometimes pay attention to labels vs. 2021



[TREND] Q16A How often do you pay attention to the labels on food and beverage packaging when shopping…? A. Online Filter: Buys groceries online: (n=619) / Q16B How often do you pay attention to the labels on food and beverage packaging when shopping…? B. In-person Filter: Buys groceries in-person: (n=981)

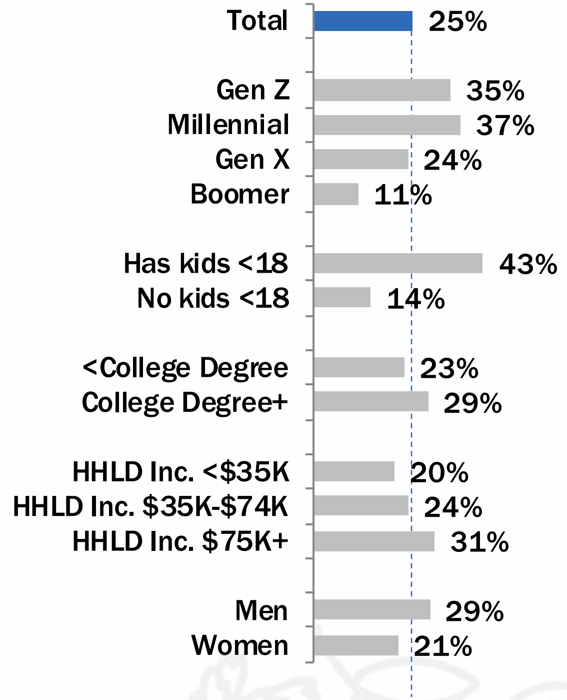
International Food Information Council

Online shoppers are more commonly younger, male, parents and have higher incomes

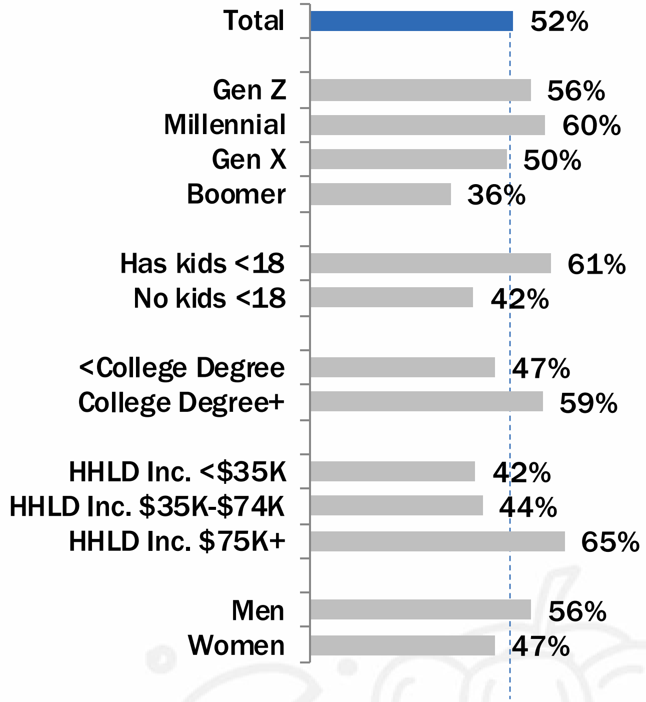
Those with children under 18 stand out: 43% shop online at least weekly vs. just 14% of their counterparts

Demographic Profile of Online Shoppers

% Shop Online at Least Weekly



% Always/Often Pay Attention to Labels When Shopping Online *(If Shops Online)*



Q15A How often do you buy groceries…? A. Online (n=1,005) / Q16A How often do you pay attention to the labels on food and beverage packaging when shopping…? A. Online Filter: Buys groceries online: (n=619)

International Food Information Council

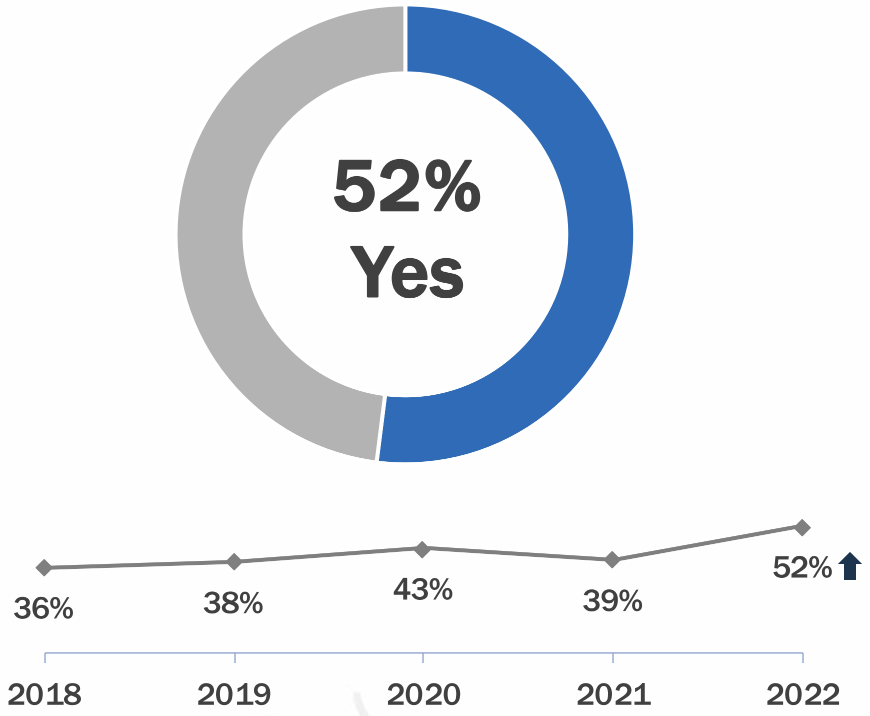
International Food Information Council

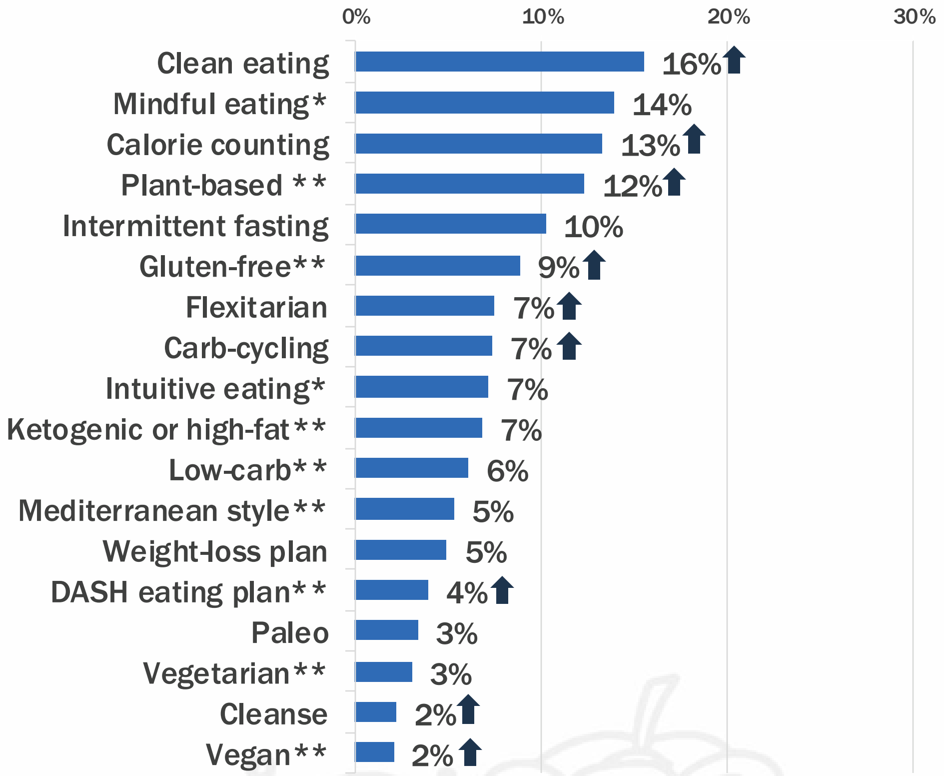
Diets and Eating Patterns

The number of Americans following a diet/eating pattern jumped to 52% in 2022

Clean eating, mindful eating, calorie counting, and plant-based eating represent the most common diets/eating patterns.

Followed Eating Pattern/Diet in Past Year





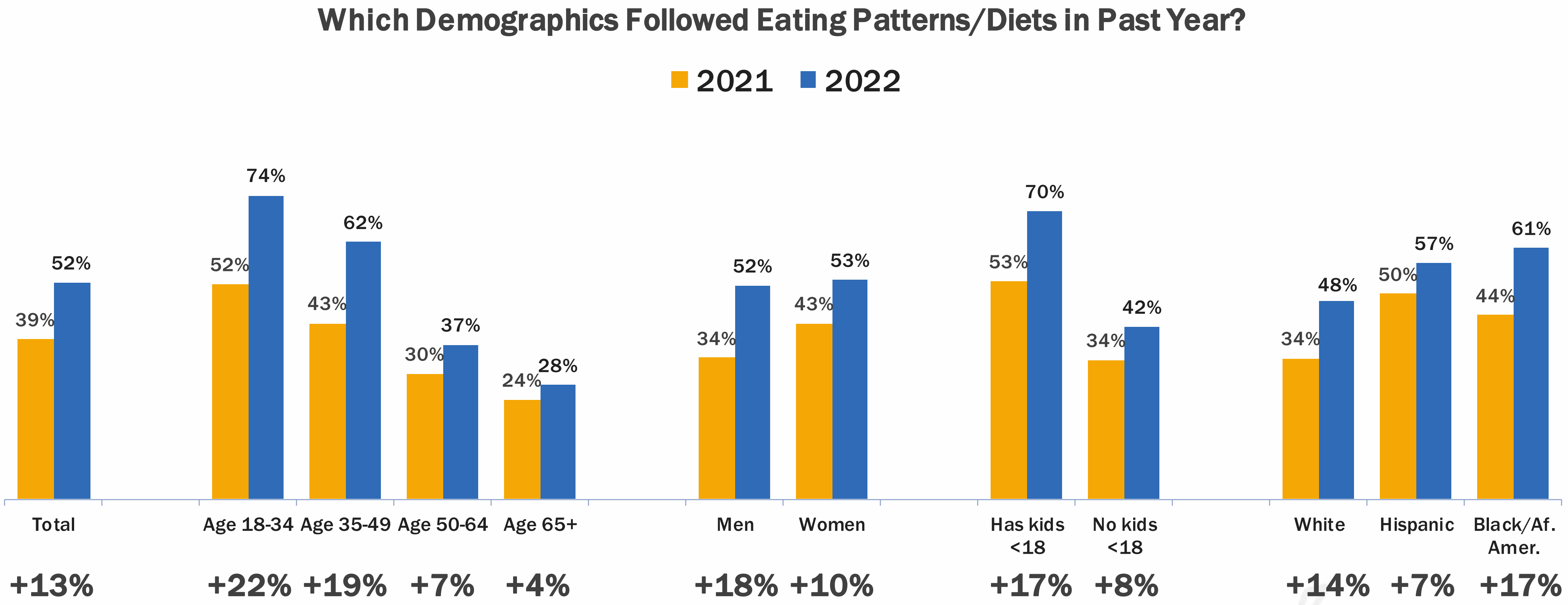
**New addition in 2022; **Revised text vs. 2021*

[TREND] Q28 Have you followed any specific eating pattern or diet at any time in the past year? (Select all that apply.) (n=1,005); Note: "other" and "none of the above" are not shown

International Food Information Council

The jump in dieting occurred primarily among consumers under the age of 50

Men, parents, white and Black consumers also had some of the largest increases year to year

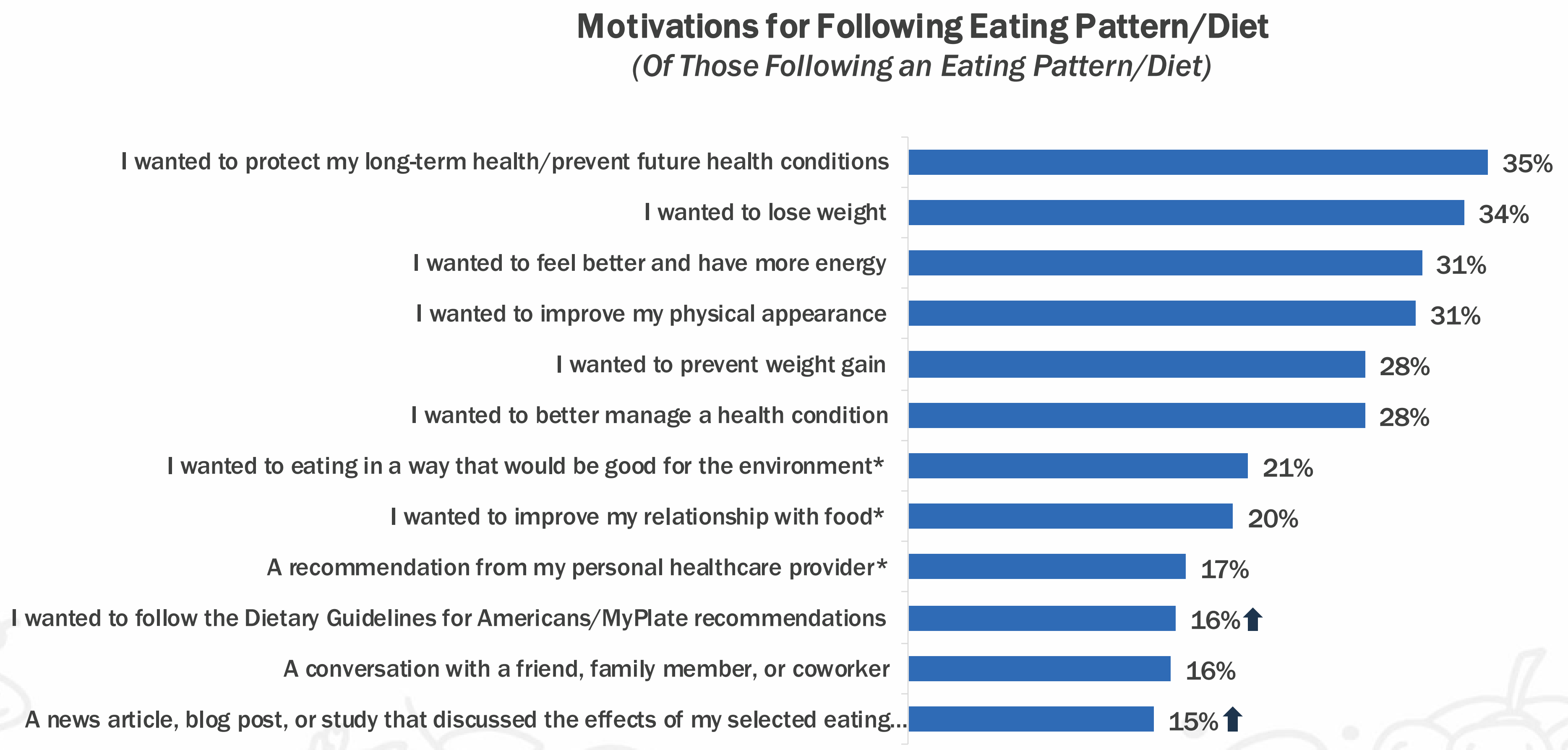


[TREND] Q28 Have you followed any specific eating pattern or diet at any time in the past year? (Select all that apply.) (n=1,005)

International Food Information Council

Motivations for following a diet/eating pattern remain stable

As was the case in 2021, protecting long-term health and losing weight are the top 2 reasons



*New addition in 2022

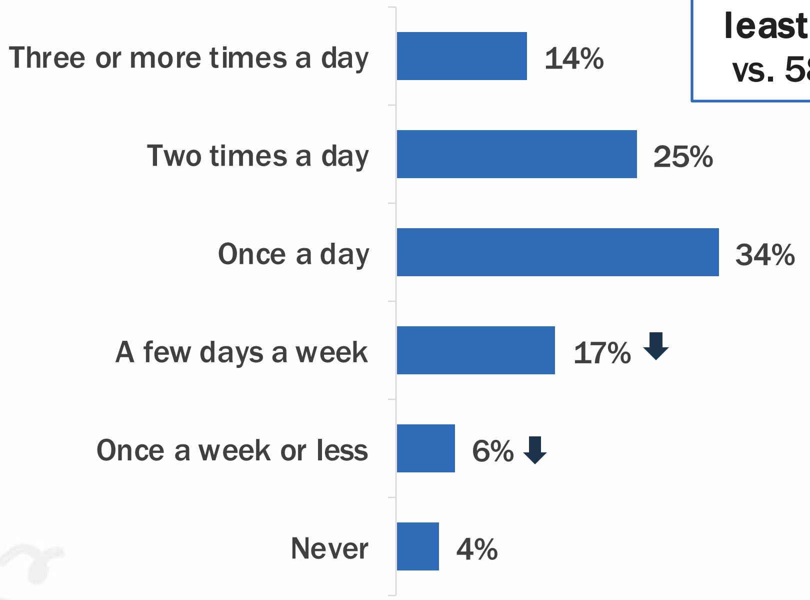
[TREND] Q29 Which of the following motivated you to make an effort to adopt a new eating pattern/diet? (Select all that apply.) Filter: Tried a diet: (n=524); Note: "other" is not shown

International Food Information Council

Nearly 3 in 4 Americans now snack at least once a day, for a variety of reasons

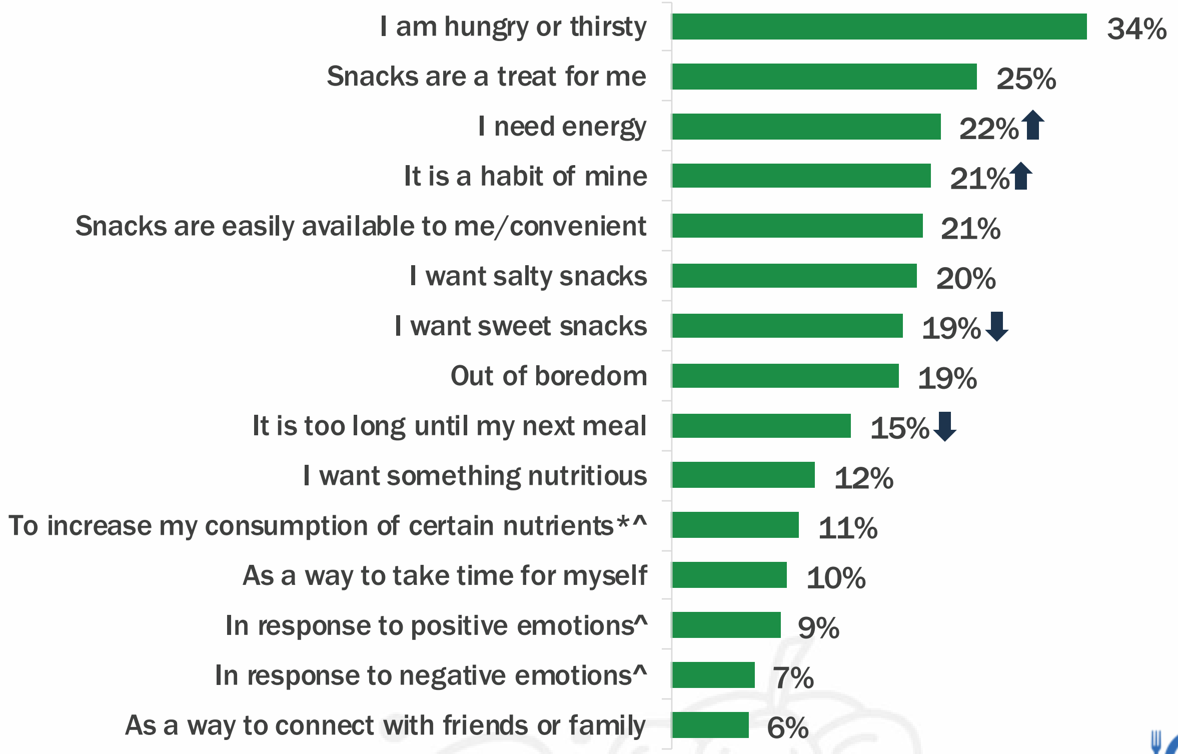
Stress is strongly connected to snacking habits: 29% of those who have been very stressed in the last 6 months snack 3+ times a day vs. just 10% of those who have been somewhat stressed

Frequency of Snacking



73% snack at least once a day, vs. 58% in 2021

Reasons for Snacking
(If Ever Snacks)

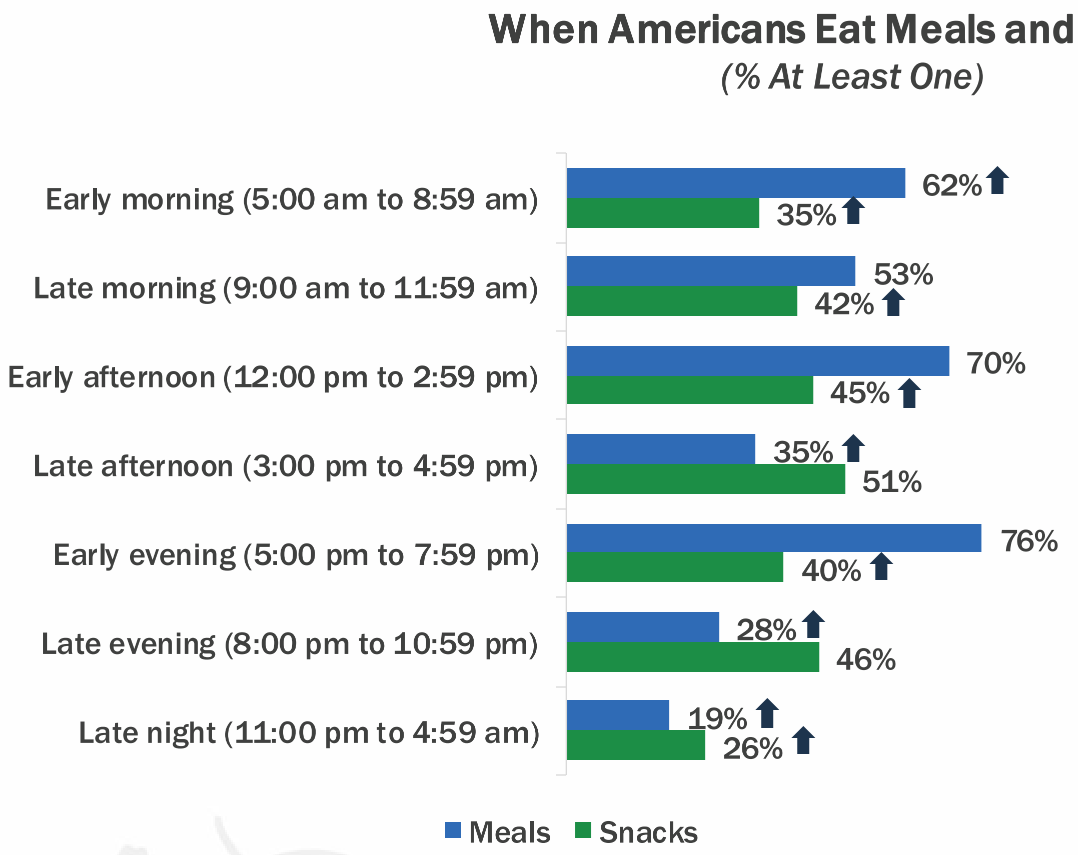


*[TREND] Q26 In a typical week, how often do you snack in addition to your main meals? (n=1,005); Note: Response options slight revised / [TREND] Q27 Which of the following are the most common reasons why you choose to snack? (Please select your top 3 reasons.) Filter: Snacks in addition to main meals: (n=970); Note: "other" and "none of the above" are not shown; *New addition in 2022; *Response text abridged.*

International Food Information Council

Snacking has increased in frequency throughout the day

Men and younger generations are more likely to eat meals and snacks during the late evening and late night, compared to women and older generations.



Morning
1+ Meals: 85%
1+ Snacks: 52%

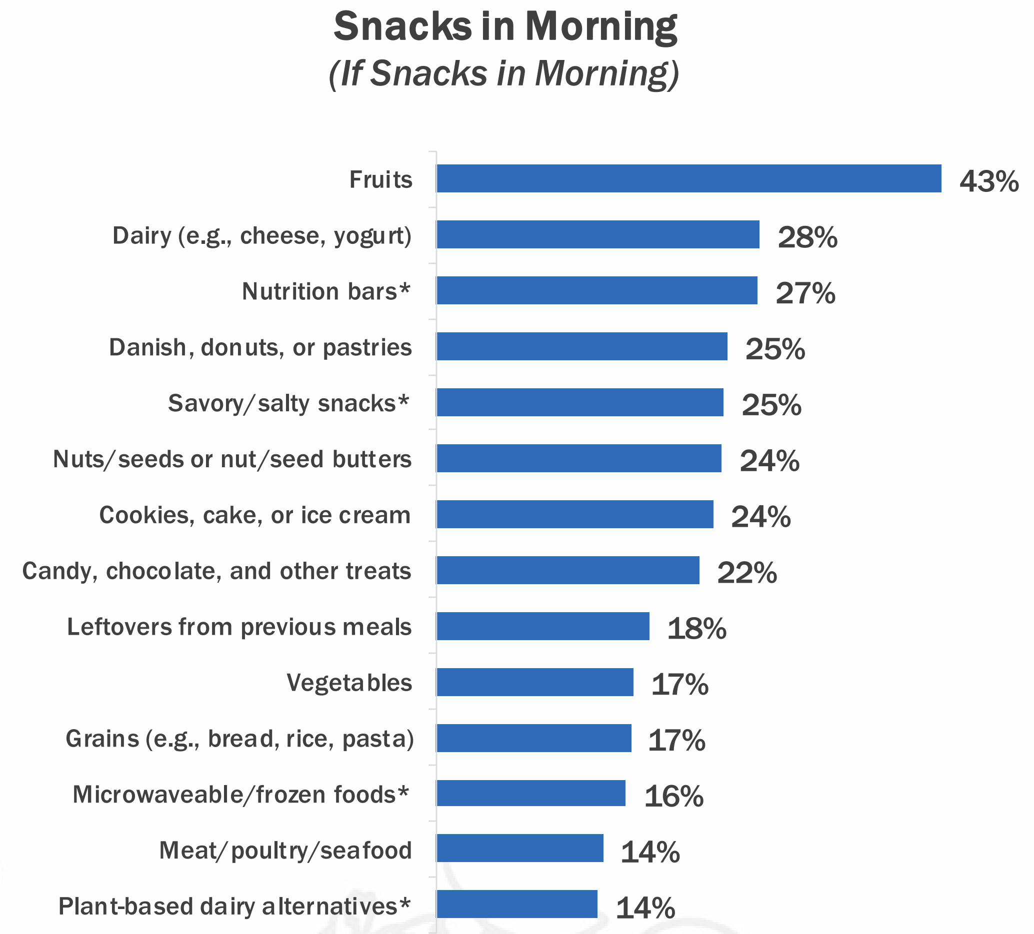
Afternoon
1+ Meals: 80%
1+ Snacks: 71%

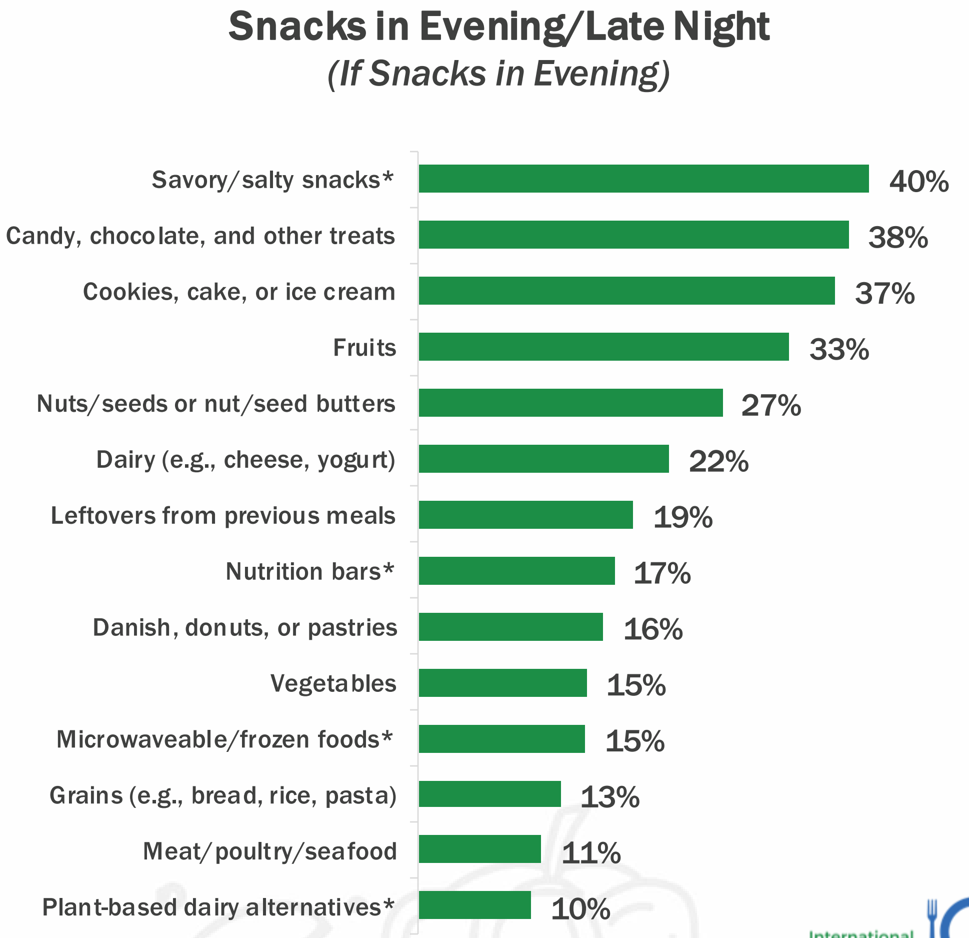
Evening
1+ Meals: 87%
1+ Snacks: 67%

[TREND] Q30A In the average day, how often do you eat [MEALS] during these time periods? SUMMARY: Eats At Least One Meal During These Time Periods (n=1,005) / [TREND] Q30B In the average day, how often do you eat [SNACKS] during these time periods? SUMMARY: Eats At Least One Snack During These Time Periods (n=1,005)

Fruits are by far the most common snack in the morning

The most common evening and late snacks are savory/salty snacks, candy, chocolate and other treats, and cookies, cake or ice cream



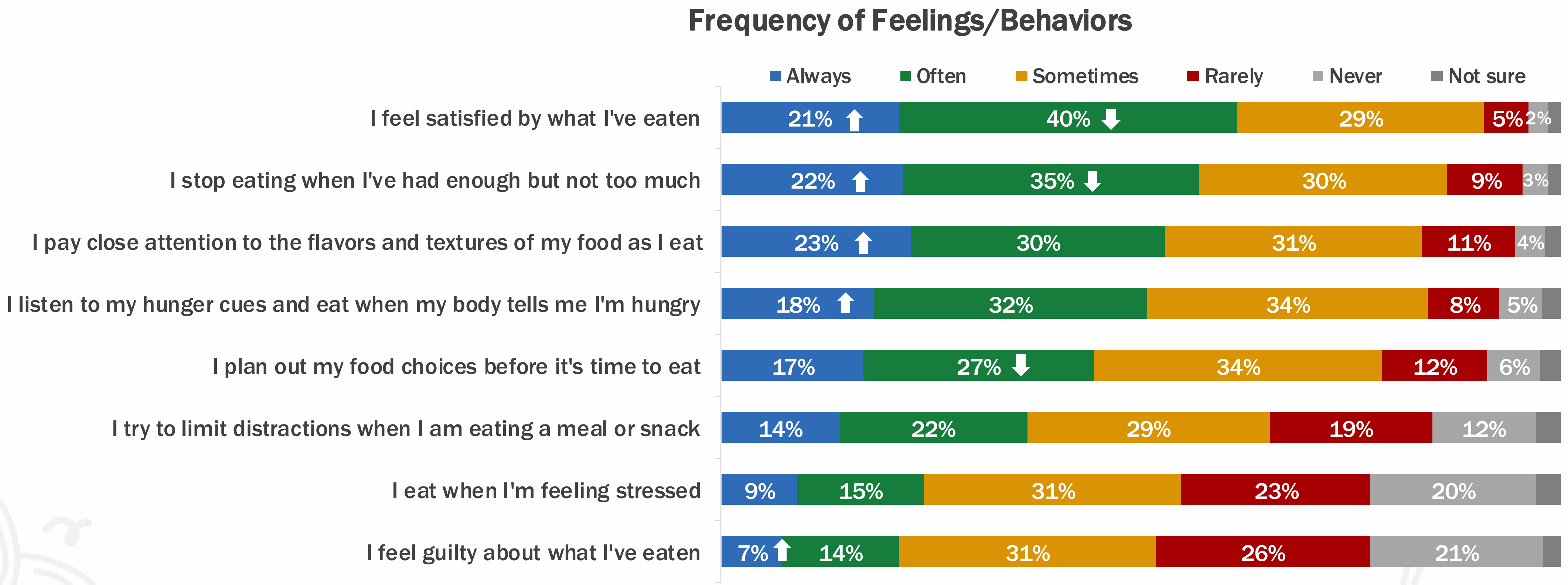


*Q30AA What type of snacks do you often gravitate to when snacking in the morning? (Select all that apply.) Filter: Snacks in the morning: (n=520) / Q30AAB What type of snacks do you often gravitate to when snacking in the evening or late night? (Select all that apply.) Filter: Snacks in the evening or late night: (n=678); Note: "other" is not shown; *Response text abridged*

International Food Information Council

Fewer Americans are planning out their food choices ahead of time in 2022

Guilt about eating habits has also increased, although only 1 in 5 say it is a regular occurrence



[TREND] Q25 How often do you do the following? (n=1,005)

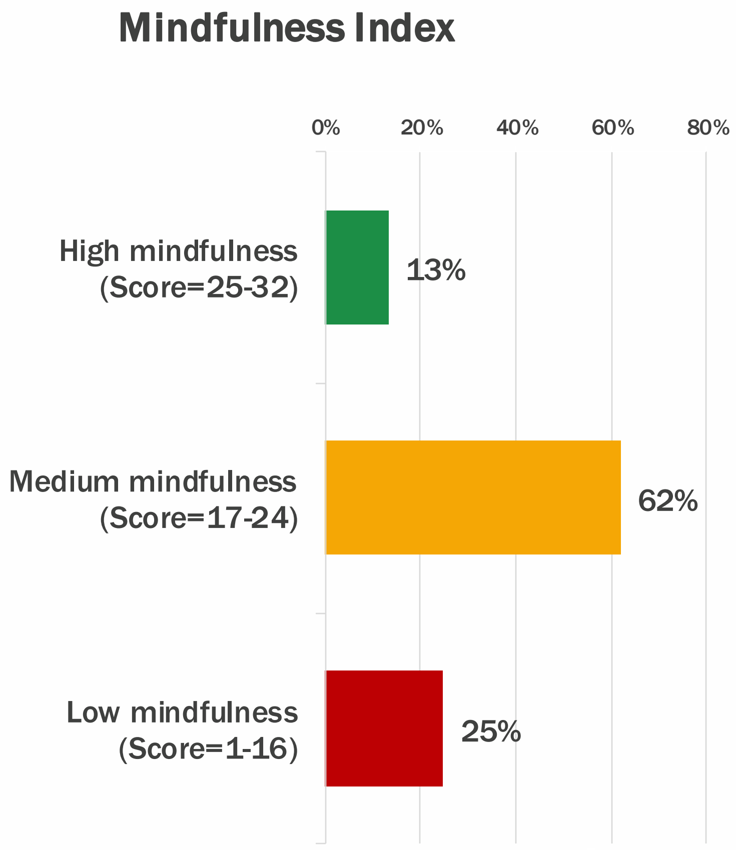
A mindfulness index helps summarize consumers' patterns of behavior

Mindfulness also varies by generation, with Boomers being most likely to score highly

In order to better understand patterns of mindful eating, a mindfulness index was created by assigning points depending on how frequently consumers do the following:

- I feel satisfied by what I've eaten
- I stop eating when I've had enough but not too much
- I pay close attention to the flavors and textures of my food as I eat
- I listen to my hunger cues and eat when my body tells me I'm hungry
- I plan out my food choices before it's time to eat
- I try to limit distractions when I am eating a meal or snack
- I eat when I'm feeling stressed [REVERSE CODED]
- I feel guilty about what I've eaten [REVERSE CODED]

The resulting index is a score from 1 to 32, with 1 being the lowest possible mindfulness and 32 being the highest.



Mindfulness by Generation

	Gen Z	Mill.	Gen X	Boom
High	5%	11%	11%	18%
Medium	55%	60%	59%	66%
Low	40%	29%	30%	16%

Mindfulness by Stress Level

	Very	Some what	None
High	7%	13%	26%
Medium	64%	62%	57%
Low	28%	25%	17%

Mindfulness Index (n=923); Note: those "not sure" on questions are omitted from the index

International Food Information Council

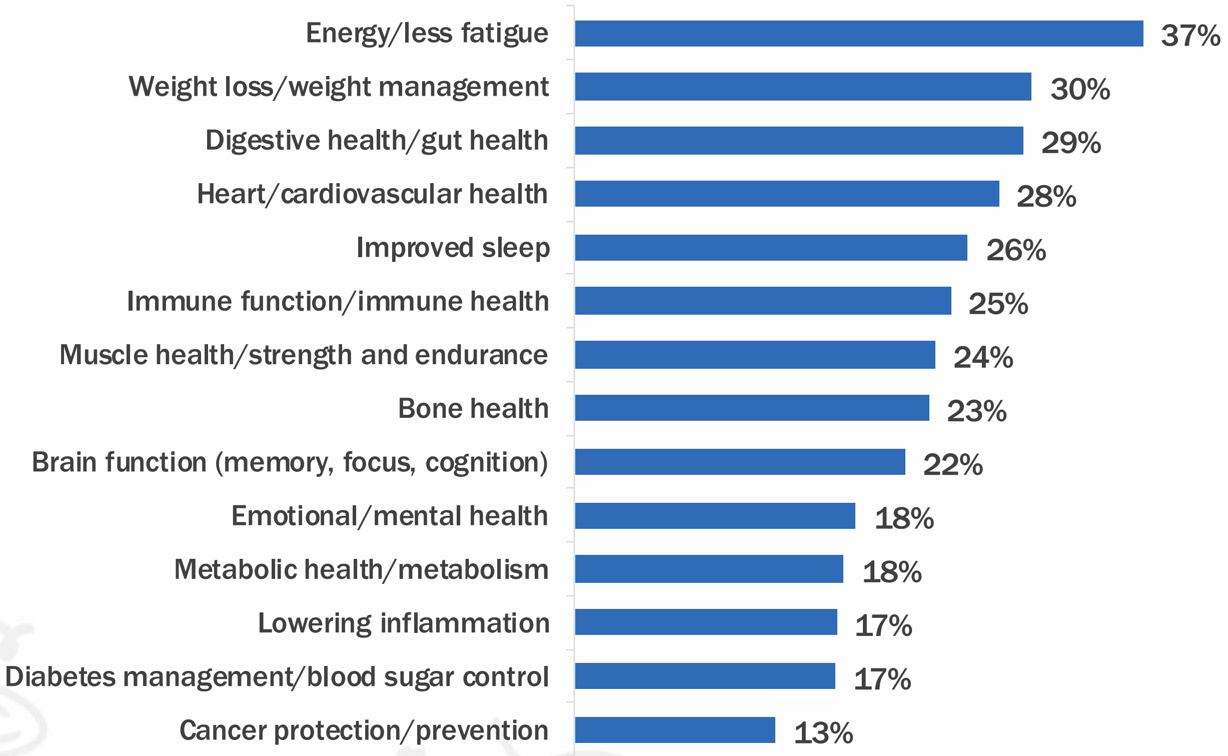
International Food Information Council

Nutrients and Desired Health Benefits

Improving energy and having less fatigue is the most sought benefit from food

Improved sleep is much more likely a goal among younger generations, while heart health becomes more important for Gen X and Boomers.

Benefits Sought from Food/Beverages/Nutrients



Top 4 Benefits Sought by Generation

Gen Z	Millennial	Gen X	Boomer
38% Energy/less fatigue	**33%** Weight loss/ management	**42%** Energy/less fatigue	**38%** Energy/less fatigue
35% Improved sleep	**33%** Improved sleep	**31%** Heart/ cardiovascular health	**34%** Digestive health/gut health
33% Emotional/ mental health	**32%** Energy/less fatigue	**30%** Digestive health/gut health	**33%** Heart/ cardiovascular health
29% Digestive health/gut health	**28%** Immune health/ function	**27%** Weight loss/ management	**31%** Weight loss/ management

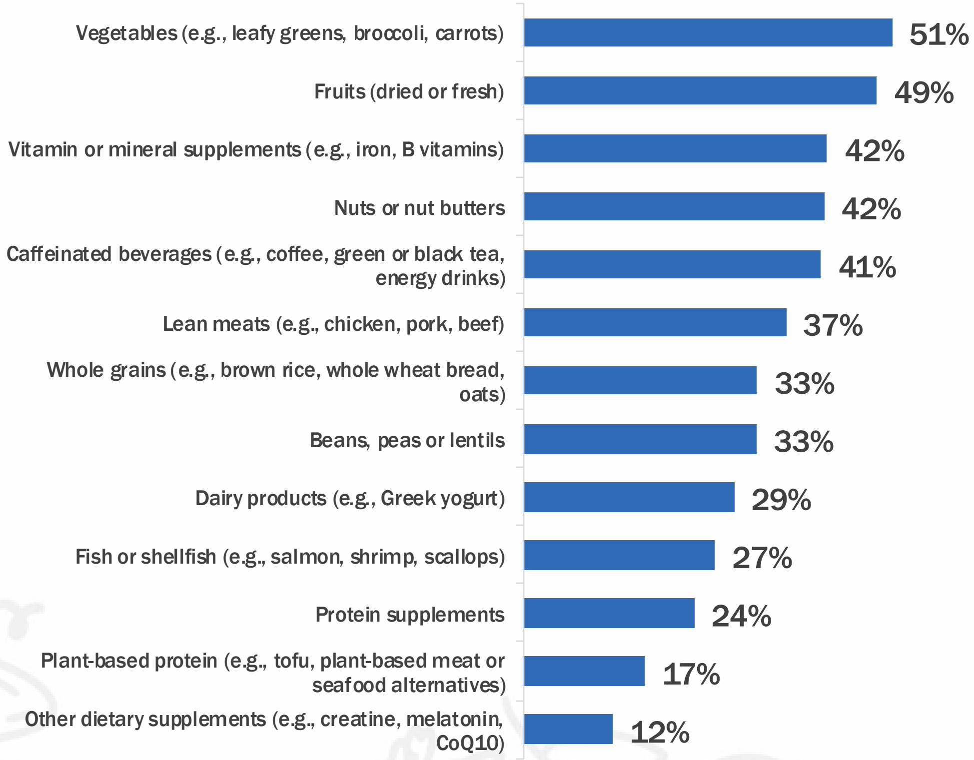
Q31 Which of the following health benefits, if any, are you seeking to get from foods, beverages, or nutrients? (Select all that apply.) (n=1,005); Note: "other" and "none of the above" are not shown

Vegetables and fruits are the most common targets for energy and weight loss

At least 4 in 10 look to vitamin or mineral supplements for both energy and weight loss goals

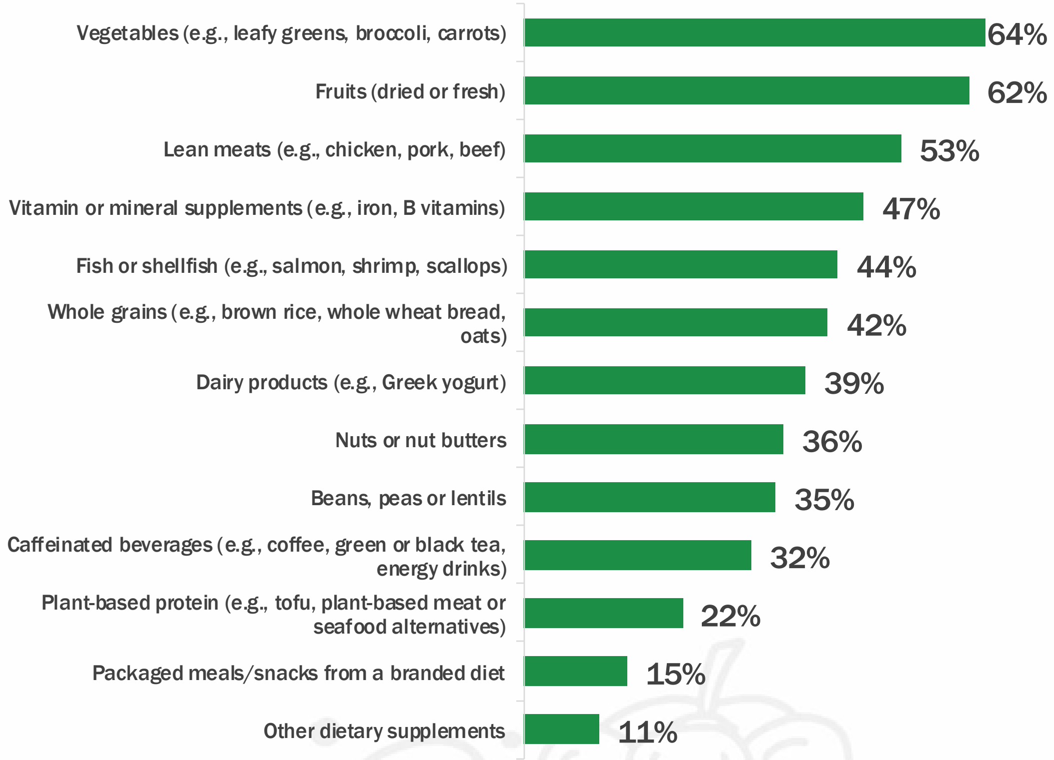
Foods/Nutrients Consumed to Improve Energy/Reduce Fatigue

(Of Those Who Seek This Benefit)



Foods/Nutrients Consumed for Weight Loss/Management

(Of Those Who Seek This Benefit)



Q31B Which of the following foods or nutrients have you consumed in the past year in your effort to improve your energy level/reduce fatigue? (Select all that apply.) Filter: Seeking energy/less fatigue from foods, beverages, or nutrients: (n=372) / Q31A Which of the following foods or nutrients have you consumed in the past year in your effort to lose weight/manage your weight? (Select all that apply.) Filter: Seeking weight loss/weight management from foods, beverages, or nutrients: (n=310); Note: "other" and "none of the above" are not shown

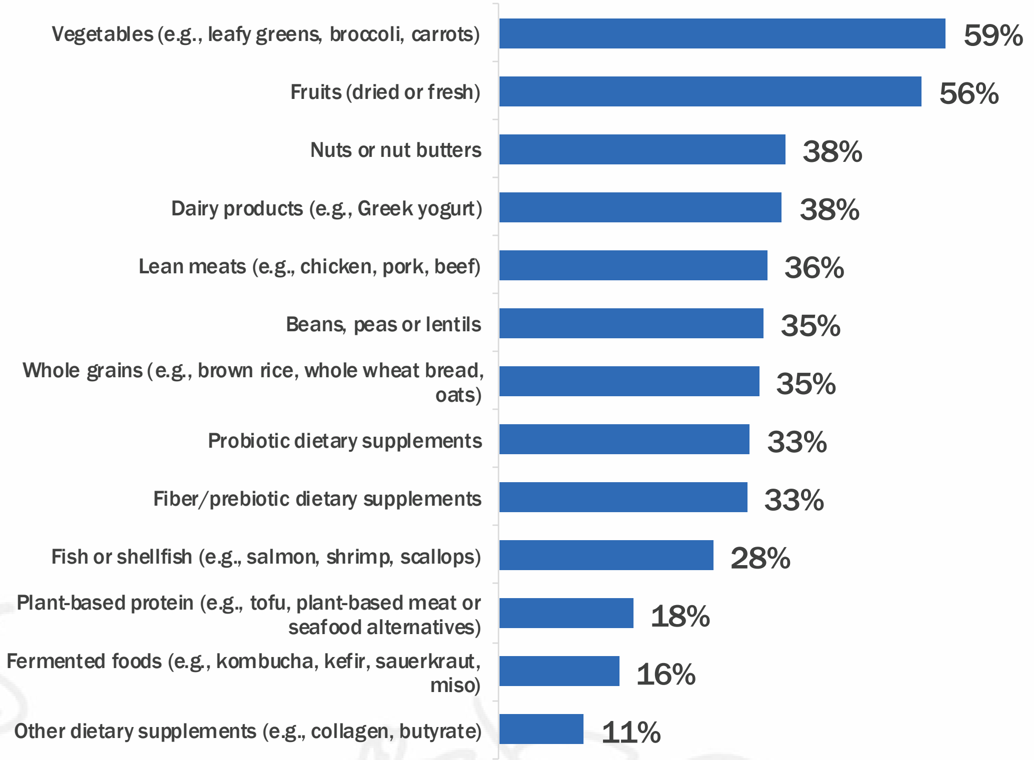
International Food Information Council

Vegetables and fruits are also key for improving gut health and heart health

In comparison, far fewer look to dairy products, probiotic or prebiotic supplements and fermented foods for gut health

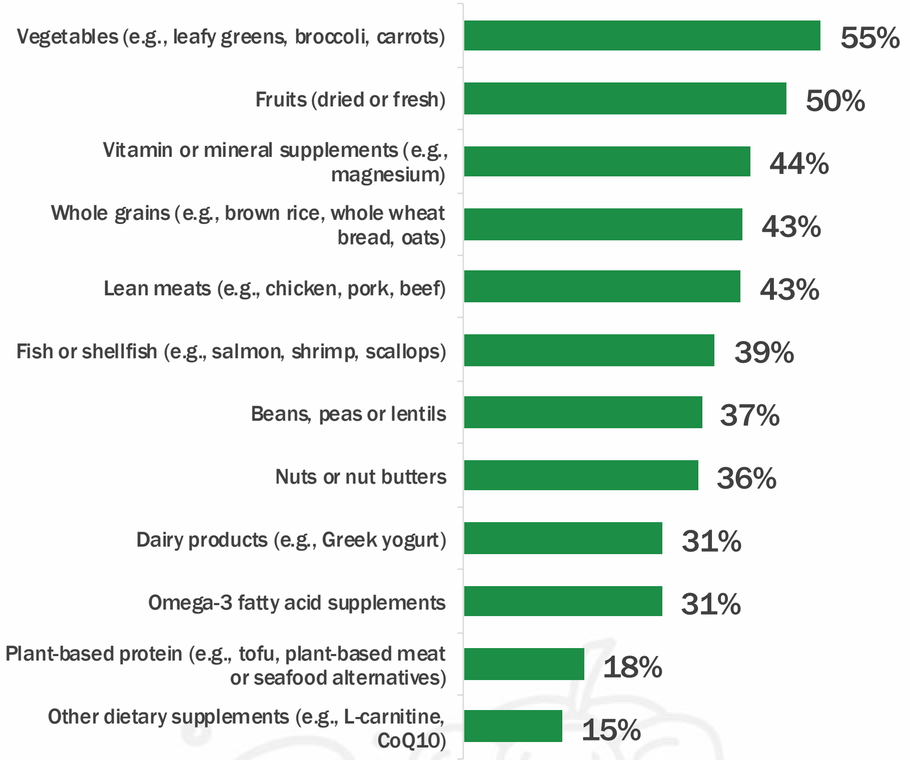
Foods/Nutrients Consumed to Improve Digestive/Gut Health

(Of Those Who Seek This Benefit)



Foods/Nutrients Consumed to Improve Cardiovascular Health

(Of Those Who Seek This Benefit)

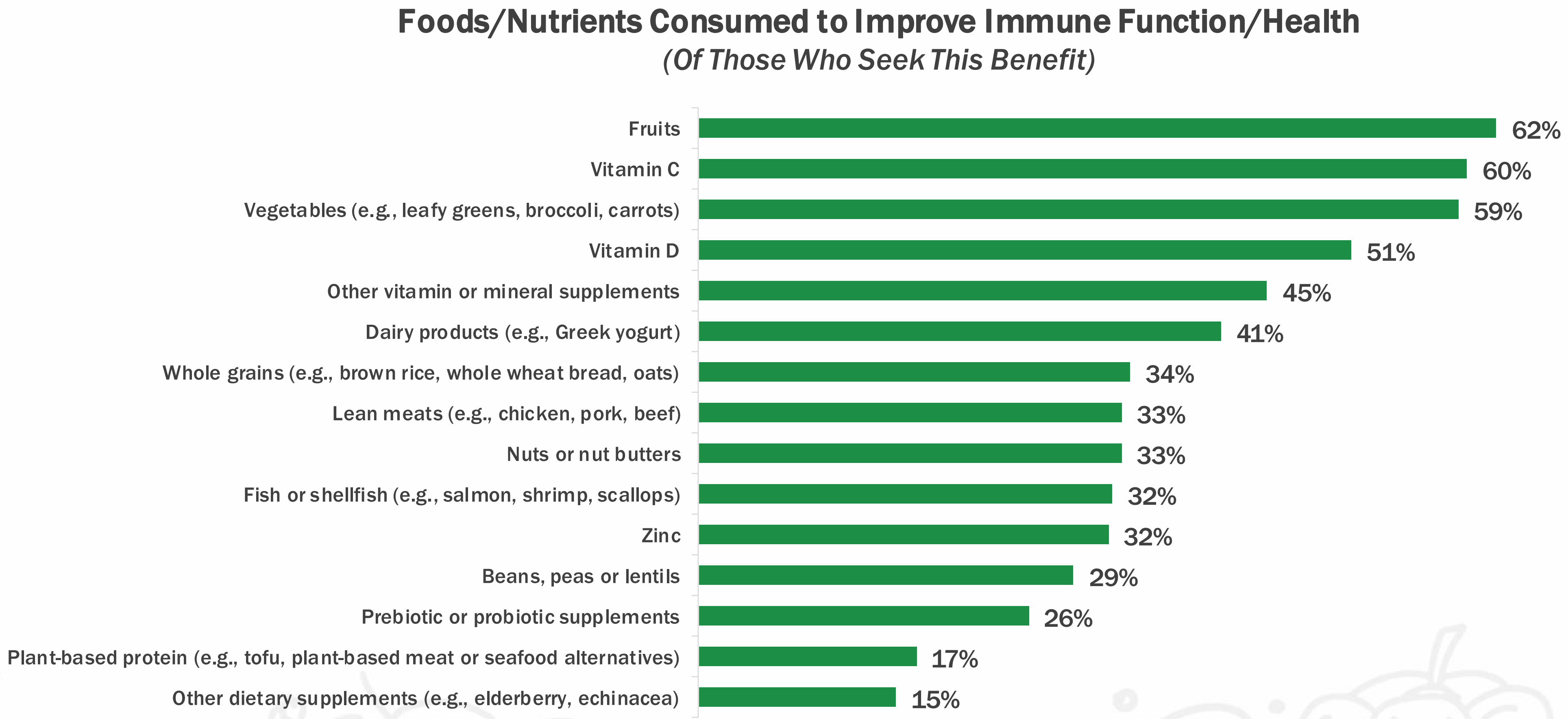


Q31C Which of the following foods or nutrients have you consumed in the past year in your effort to improve your digestive health/gut health? (Select all that apply.) Filter: Seeking digestive health/gut health from foods, beverages, or nutrients: (n=297) / Q31D Which of the following foods or nutrients have you consumed in the past year in your effort to improve your heart/cardiovascular health? (Select all that apply.) Filter: Seeking heart/cardiovascular health from foods, beverages, or nutrients: (n=281); Note: "other" and "none of the above" are not shown

International Food Information Council

6 in 10 who seek to improve immune health consume Vitamin C to do so

Fruits, vegetables, and Vitamin D are also among the most common sources for improving immune health

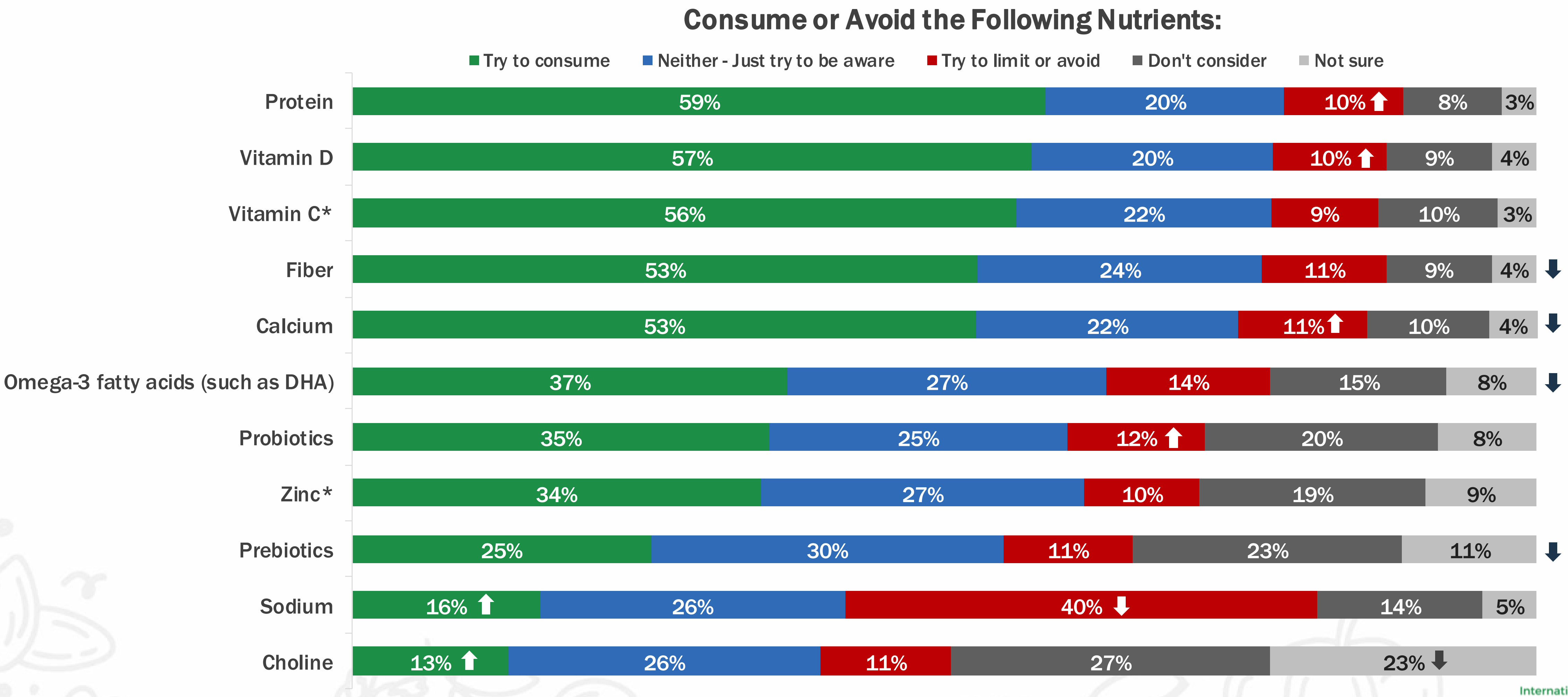


Q31E Which of the following foods or nutrients have you consumed in the past year in your effort to improve your immune function/immune health? (Select all that apply.) Filter: Seeking immune function/immune health from foods, beverages, or nutrients: (n=247); Note: "none of the above" is not shown

International Food Information Council

The nutrients Americans are seeking to consume are relatively unchanged

Protein is sought by all ages, while older consumers are more likely to target vitamin D and fiber



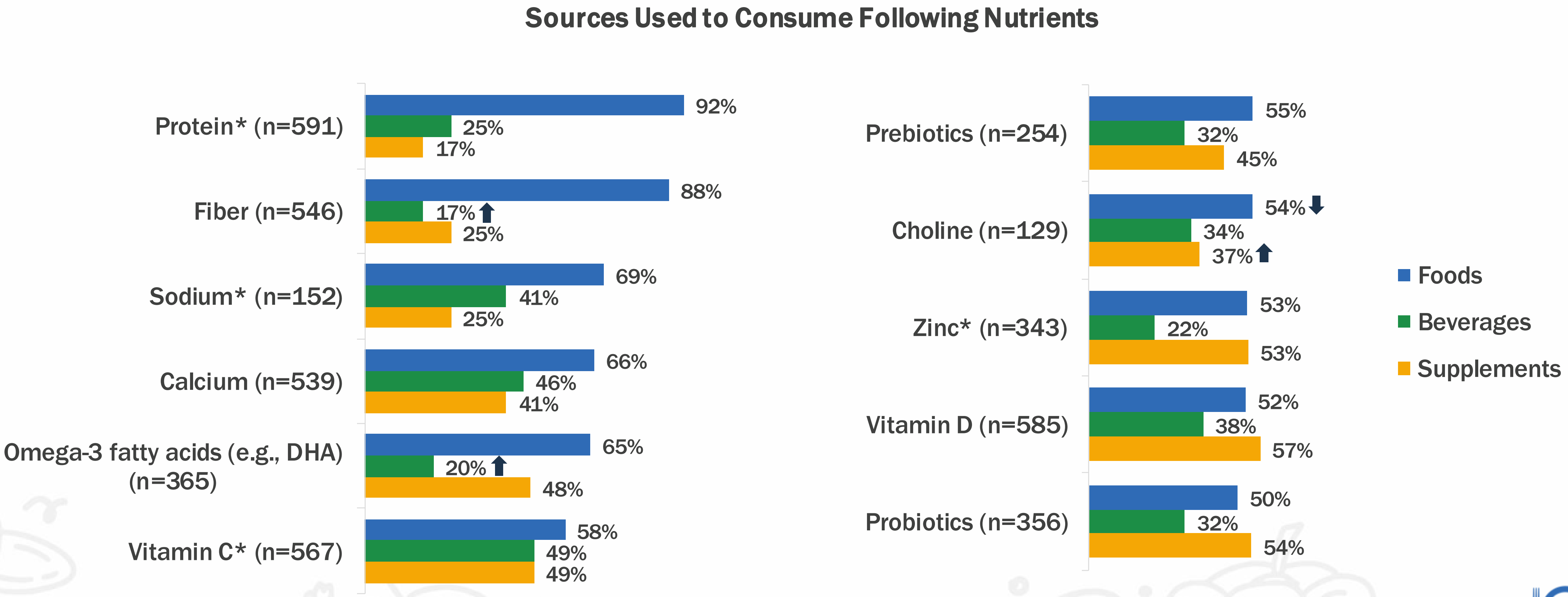
*New addition in 2022

[TREND] Q37 Do you generally try to consume or avoid the following? (n=1,005)

International Food Information Council

With the exceptions of vitamin D, probiotics and zinc, consumers most often seek many nutrients from foods, vs. beverages or supplements

Older people and women are more likely to consume vitamin D and calcium as supplements vs. younger age groups and men, respectively



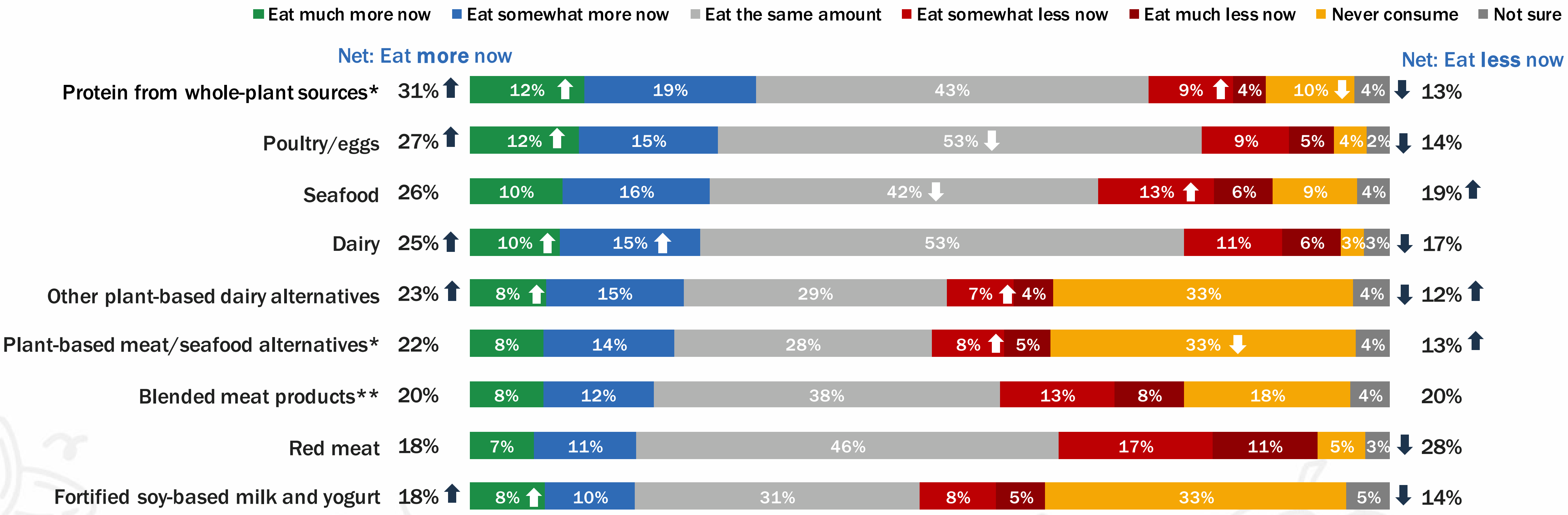
*New addition in 2022; [TREND] Q38 Do you generally try to consume each of the following from food, beverages, supplements, or from more than one of these sources? (Select all that apply.)
Filter: Tries to consume (differs by item)

International Food Information Council

3 in 10 Americans report eating more protein from whole-plant sources

There has also been an increase in the number of Americans who say they're consuming more dairy, plant-based dairy alternatives and fortified soy-based milk and yogurt compared to a year ago

Changes in Consumption of Protein Sources in Last Year



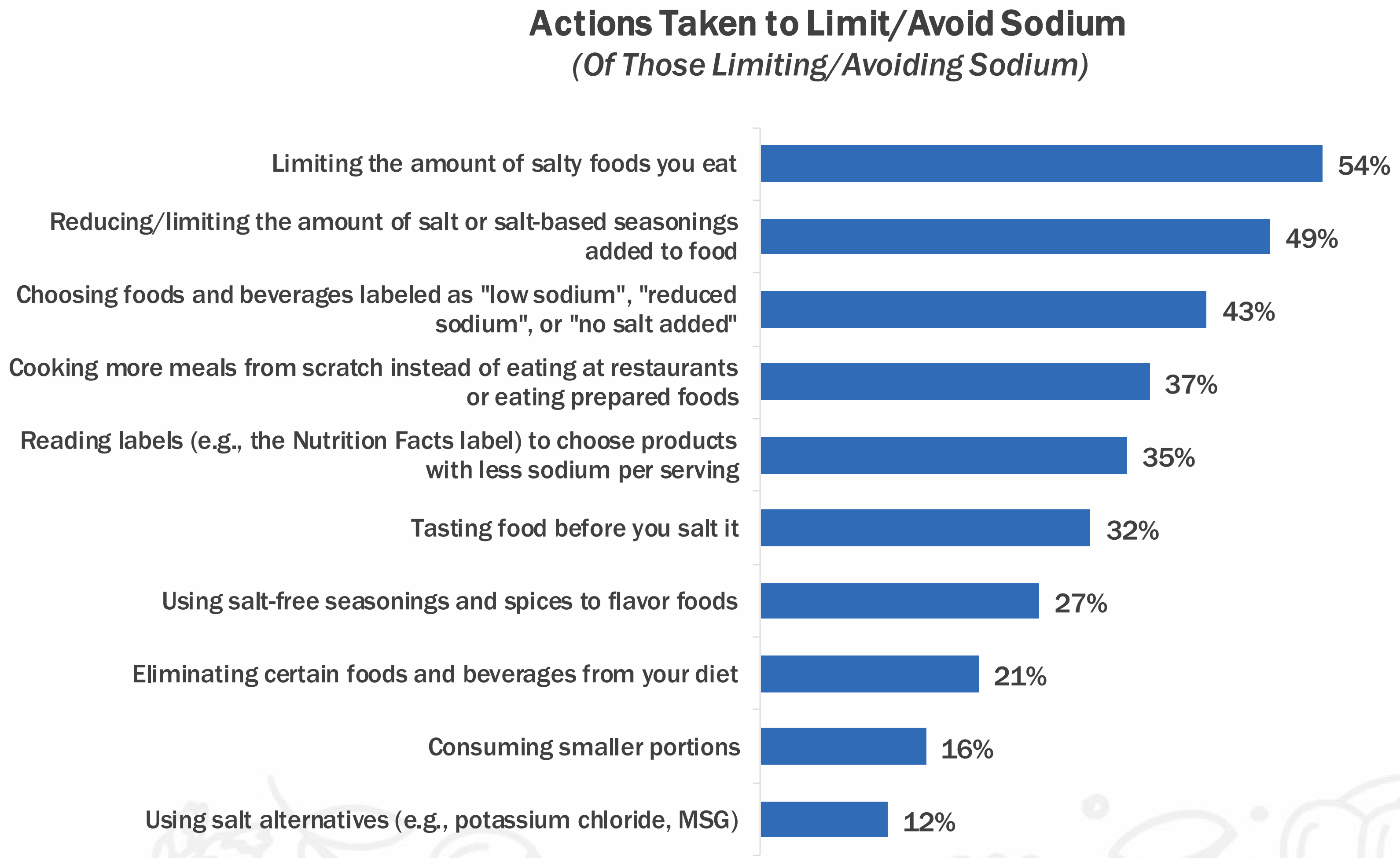
*Revised text vs. 2021; **New addition in 2022

[TREND]Q39 Thinking about the last 12 months, how has your consumption of the following changed? (n=1,005); Note: Response text abridged on each item

International Food Information Council

Of those limiting/avoiding sodium, more than half try to limit salty foods

4 in 10 seek out products labeled as “low sodium”, “reduced sodium”, or “no salt added”



Q39A What actions are you taking to limit or avoid sodium? (Select all that apply.) Filter: Tries to limit or avoid sodium: (n=414); Note: “other” and “none of the above” are not shown

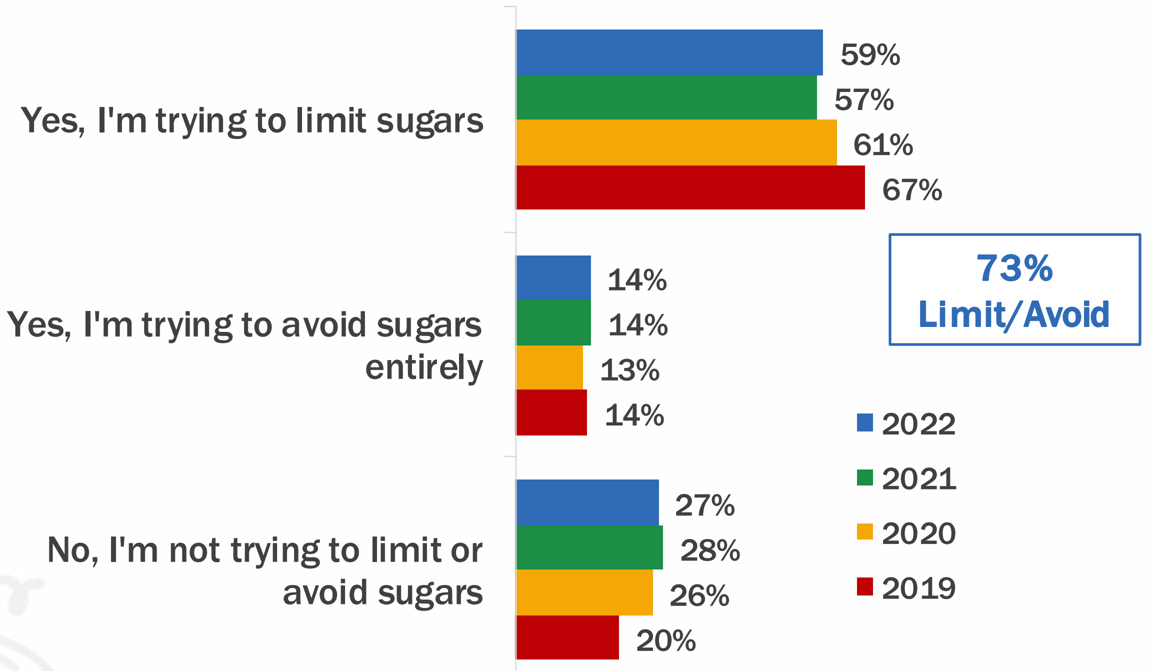
International Food Information Council

Sugars and Sweeteners

Unchanged from previous years, about 3 in 4 are trying to limit or avoid sugars

Added sugars are the most common target to limit, although one-third also avoid naturally-occurring sugars and 1 in 5 avoid all types of sugars.

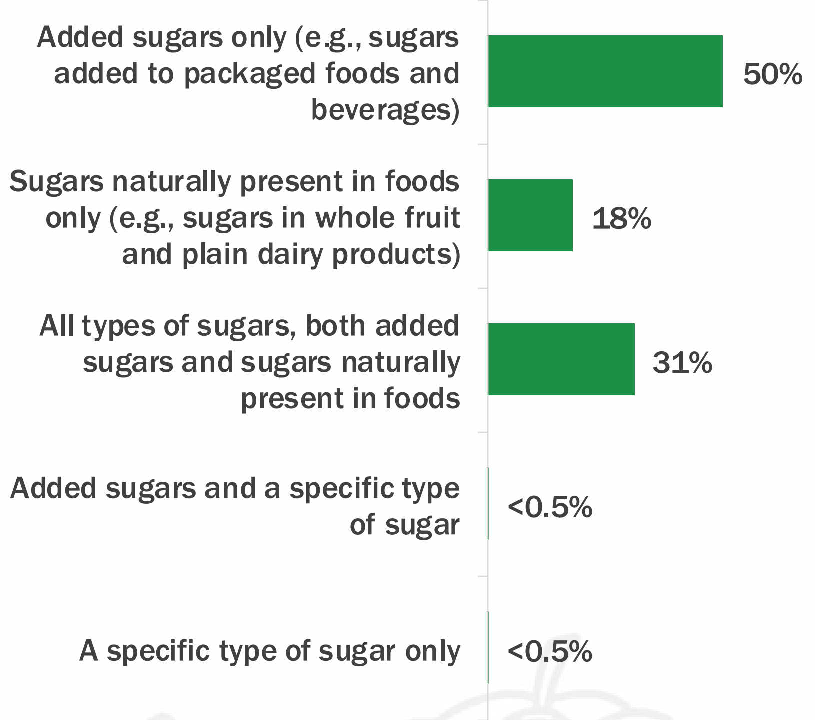
Trying to Limit/Avoid Sugars



No significant change vs. 2021

Types of Sugar Limiting/Avoiding

(Of Those Limiting/Avoiding Sugar)

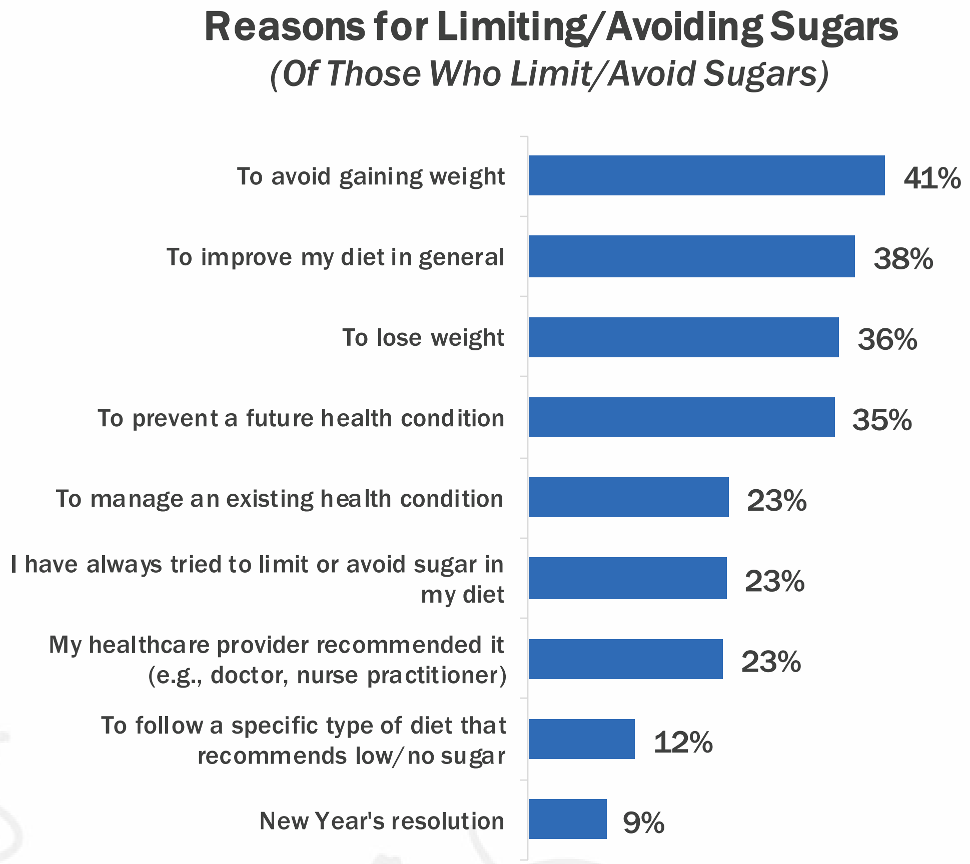


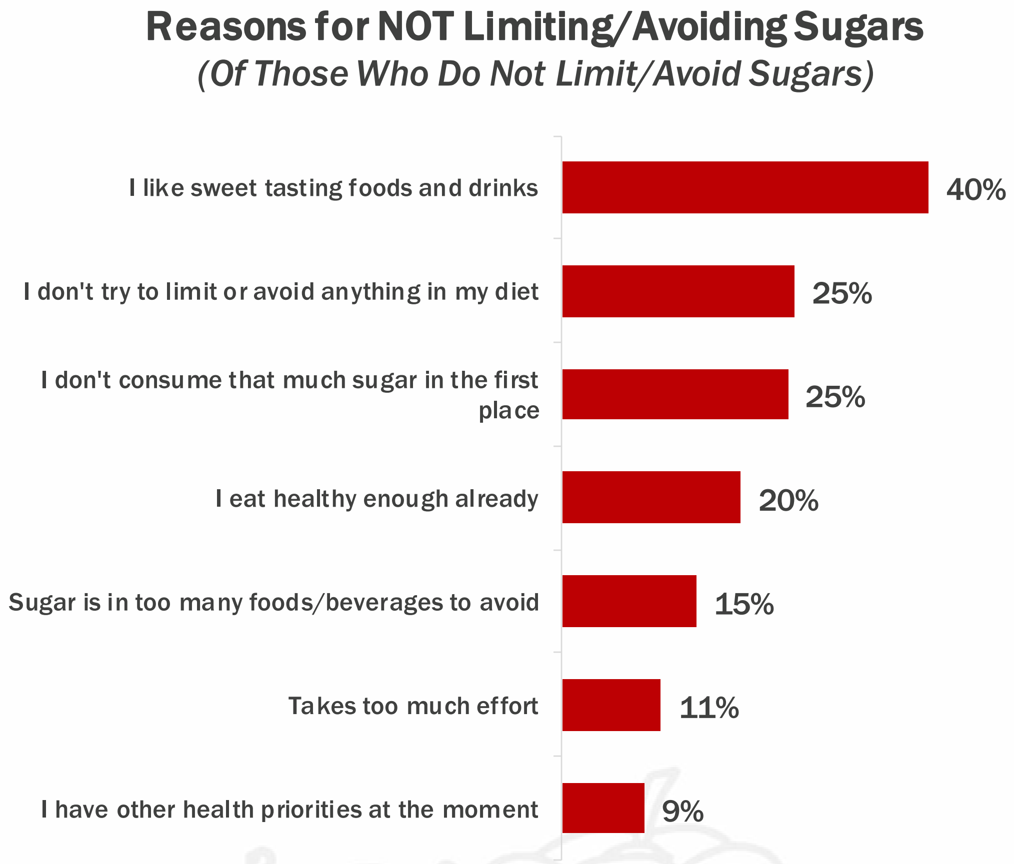
[TREND] Q40 Are you trying to limit or avoid sugars in your diet? (n=1,005) / Q40A What type of sugars are you trying to limit or avoid? (Select all that apply.) Filter: Tries to limit or avoid sugars: (n=727); Note: Results converted into exclusive categories

International Food Information Council

Avoiding weight gain and losing weight are key for those limiting sugars

Those not avoiding sugars are most likely to say they simply like the taste of sweet foods and drinks



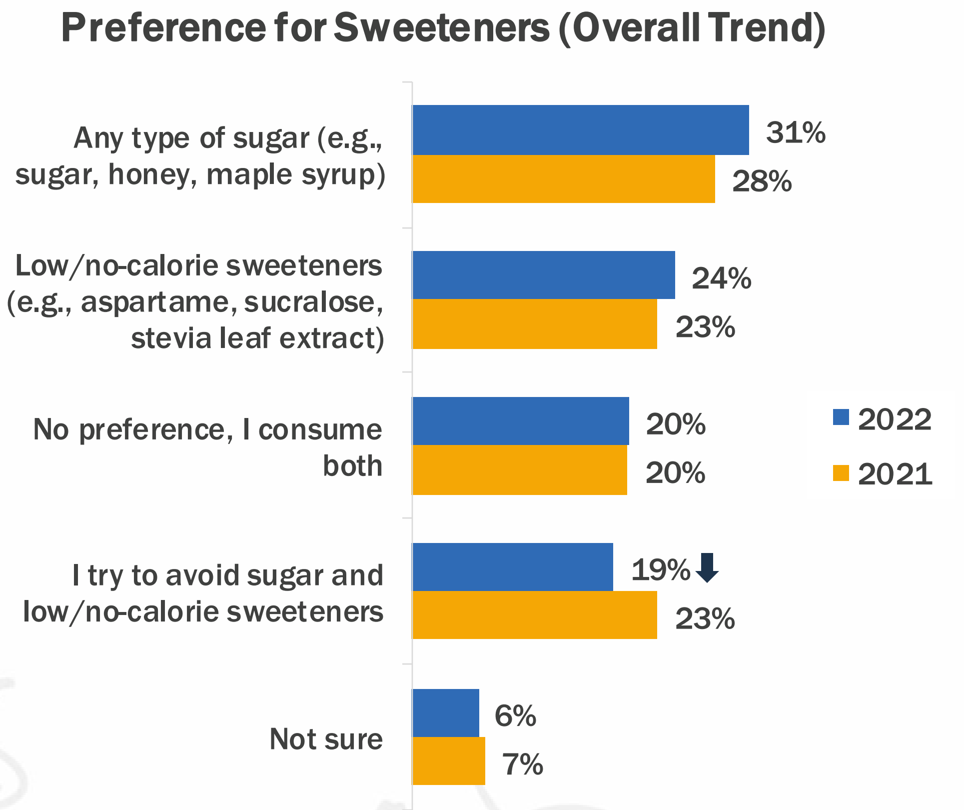


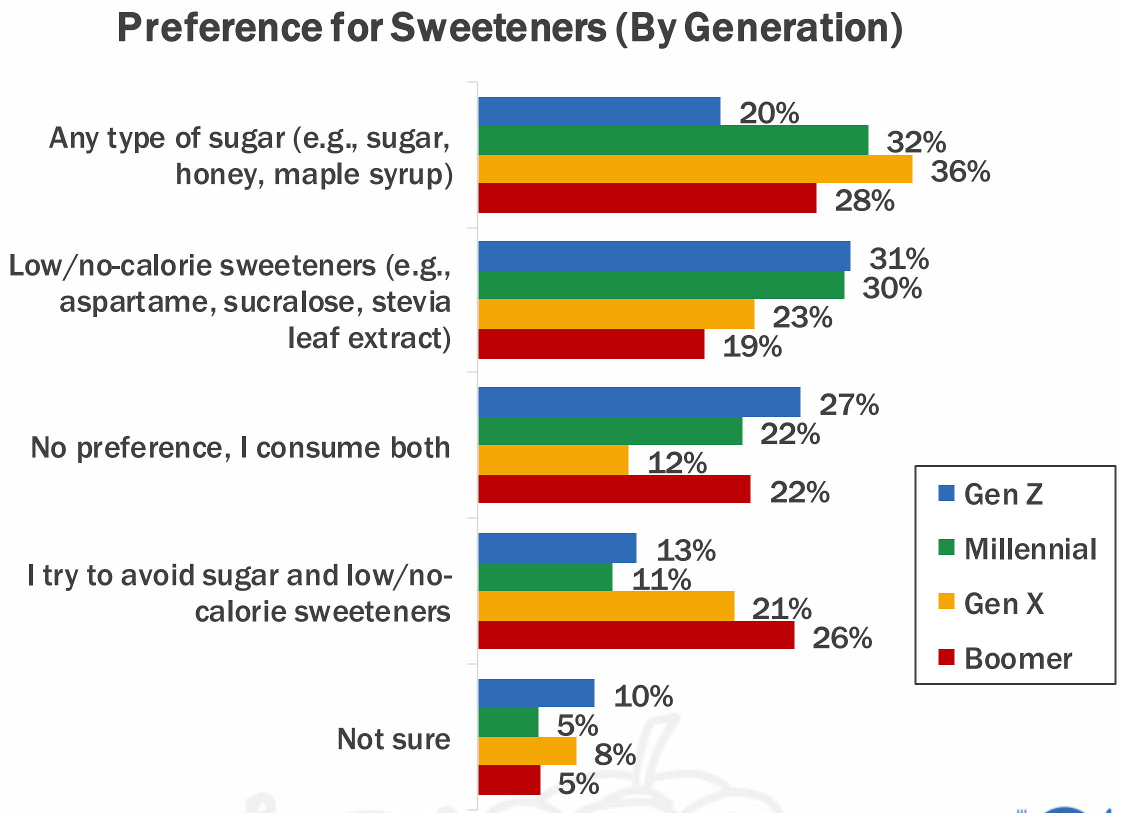
Q40B Why did you start trying to limit or avoid sugar in your diet? (Select all that apply.) Filter: Tries to limit or avoid sugars: (n=727) / Q40C Which of the following are reasons why you do not try to limit or avoid sugar in your diet? (Select all that apply.) Filter: Does not try to limit or avoid sugars: (n=278); Note: "other" and "none of the above" are not shown

International Food Information Council

Sugar remains preferred over low/no-calorie sweeteners

Younger generations are much more likely to gravitate toward low/no-calorie sweeteners, although some of this is driven by older generations being more likely to avoid sugar and sweeteners altogether



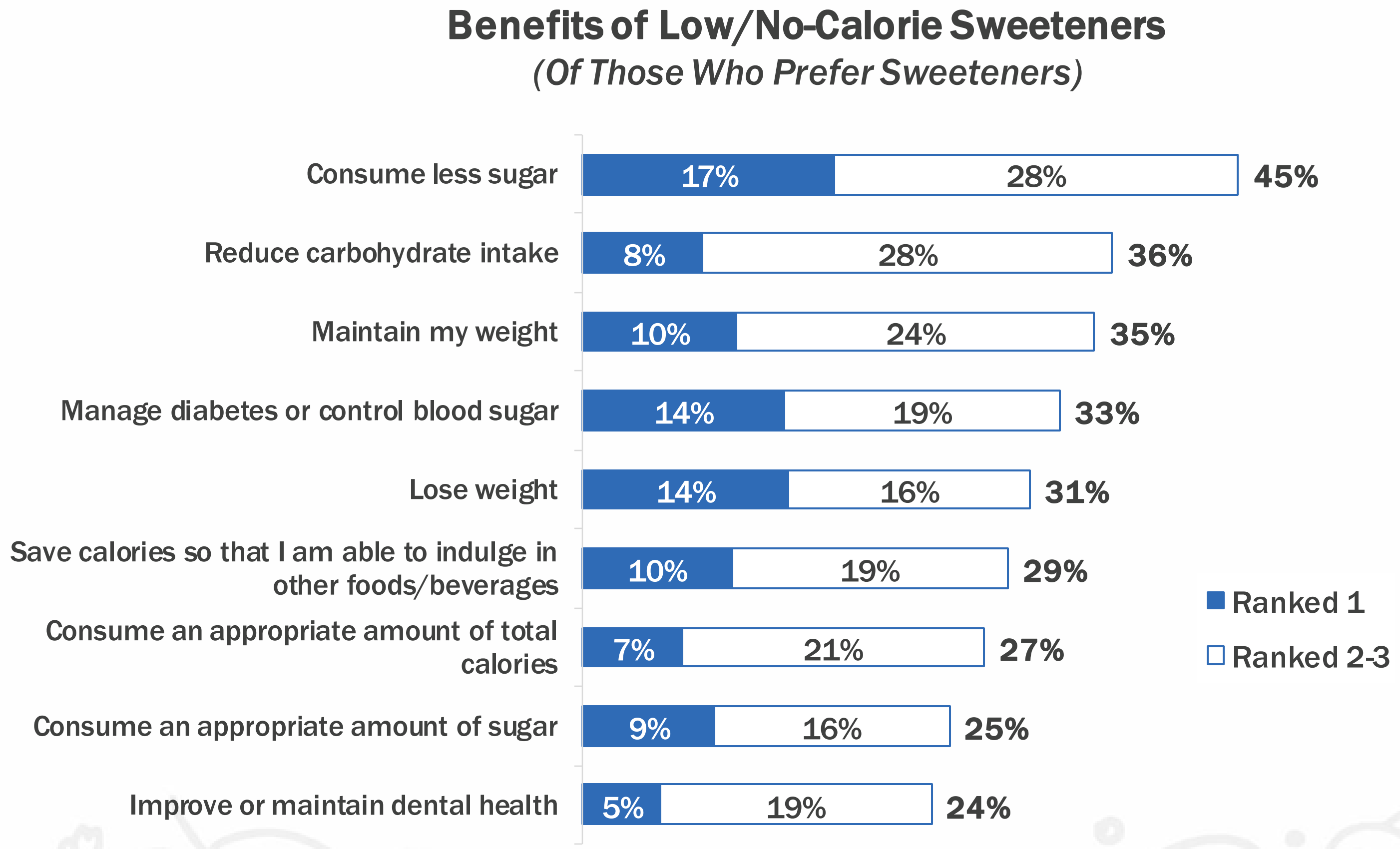


[TREND] Q42 Do you have a preference for the type of sweetener you add to your foods and/or beverages or that is used in the products you purchase? (n=1,005)

International Food Information Council

The most common benefits to sweeteners relate to reducing sugar and carb intake

That said, one-third of those who prefer low/no-calorie sweeteners say it helps them manage diabetes or control their blood sugar.



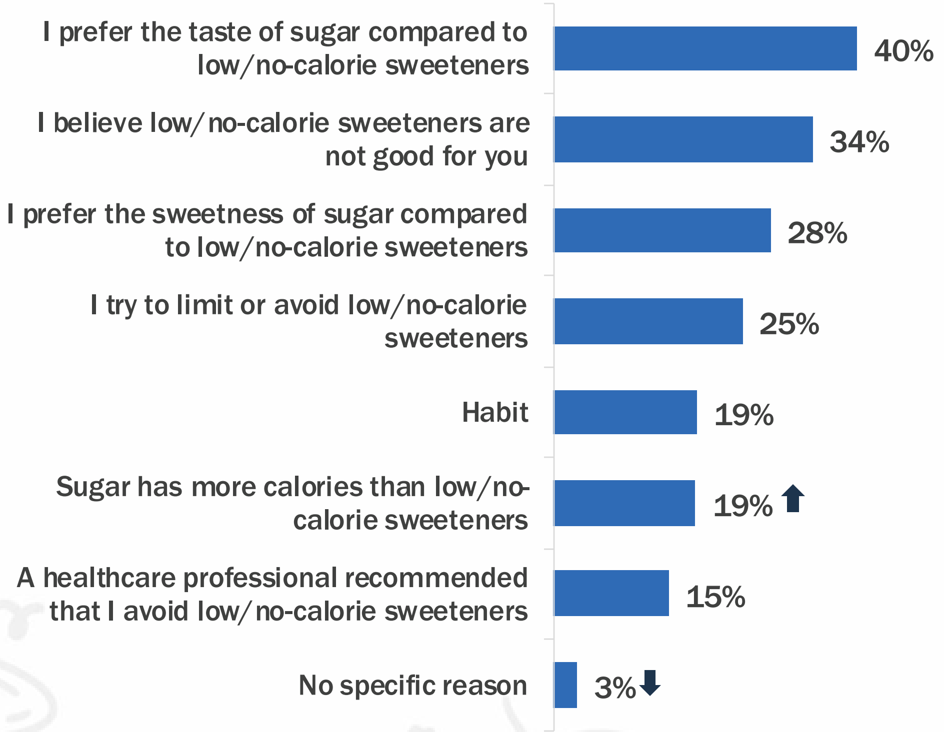
Q42A Which of the following, if any, do you believe consuming low/no-calorie sweeteners helps you do? (Rank your top 3 choices, with 1=Top Choice.) Filter: Prefers low/no calorie sweeteners: (n=244); Note: "other" and "none of the above" are not shown

International Food Information Council

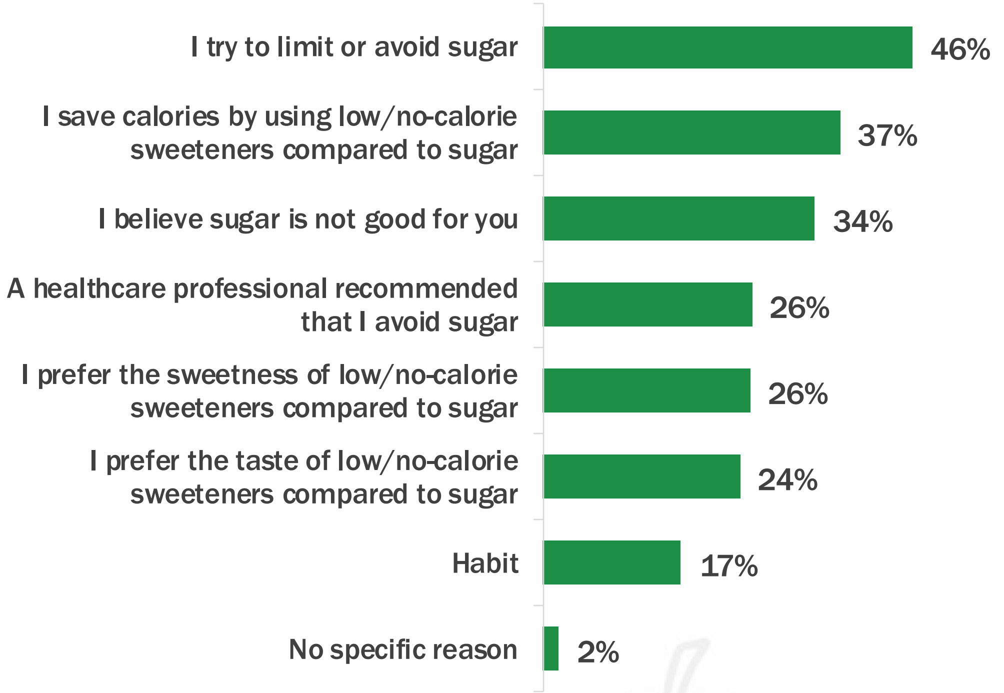
The reasons why consumers prefer certain sweeteners are relatively unchanged

Taste and a belief that low/no-calorie sweeteners are not good for you remain key reasons for preferring sugar

Reasons for Preferring Sugar
(Of Those Who Prefer Sugar)



Reasons for Preferring Low/No Calorie Sweeteners
(Of Those Who Prefer Sweeteners)



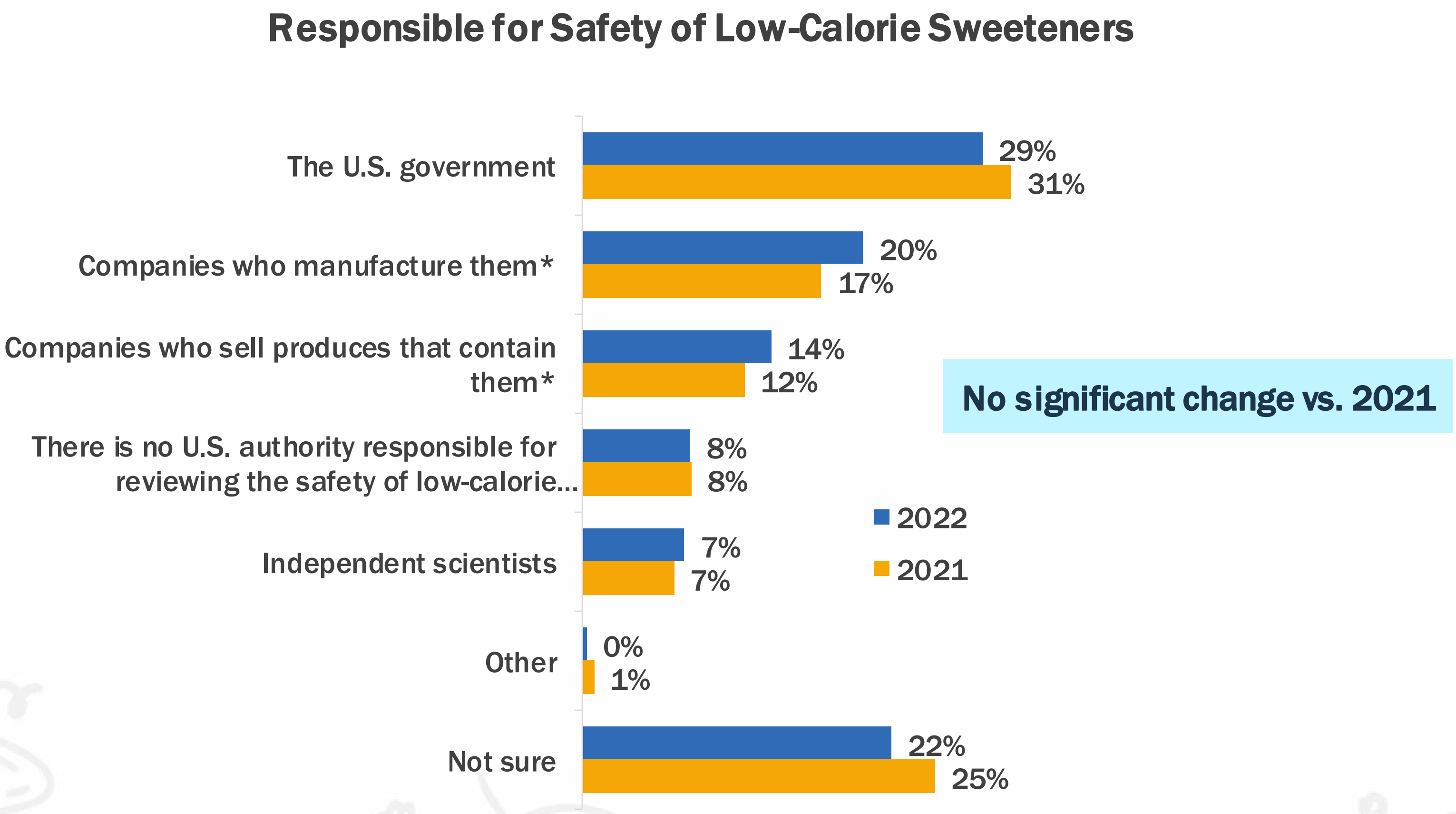
No significant change vs. 2021

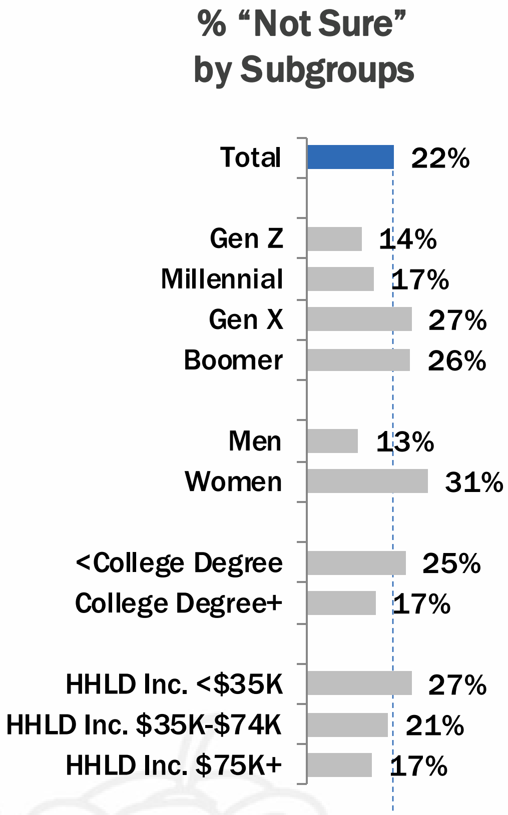
[TREND] Q43 You indicated that you are more likely to sweeten foods and/or beverages or purchase products with types of sugars rather than with low/no-calorie sweeteners. Why? (Select all that apply.) Filter: Prefers sugar: (n=316) / [TREND] Q44 You indicated that you are more likely to sweeten foods and/or beverages or purchase products with low/no-calorie sweeteners rather than types of sugars. Why? (Select all that apply.) Filter: Prefers low/no-calorie sweeteners: (n=244); Note: "other" and "none of the above" are not shown

International Food Information Council

Consumers remain confused on who is responsible for the safety of sweeteners

Women are more than twice as likely to say they are not sure





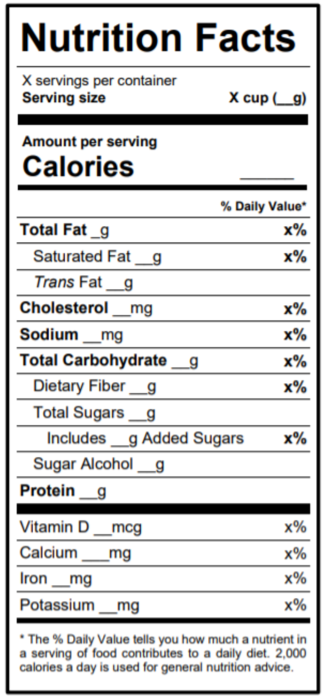
*Revised text vs. 2021

[TREND] Q48 Who do you believe is currently responsible for reviewing the safety of low-calorie sweeteners in the U.S.? (n=1,005)

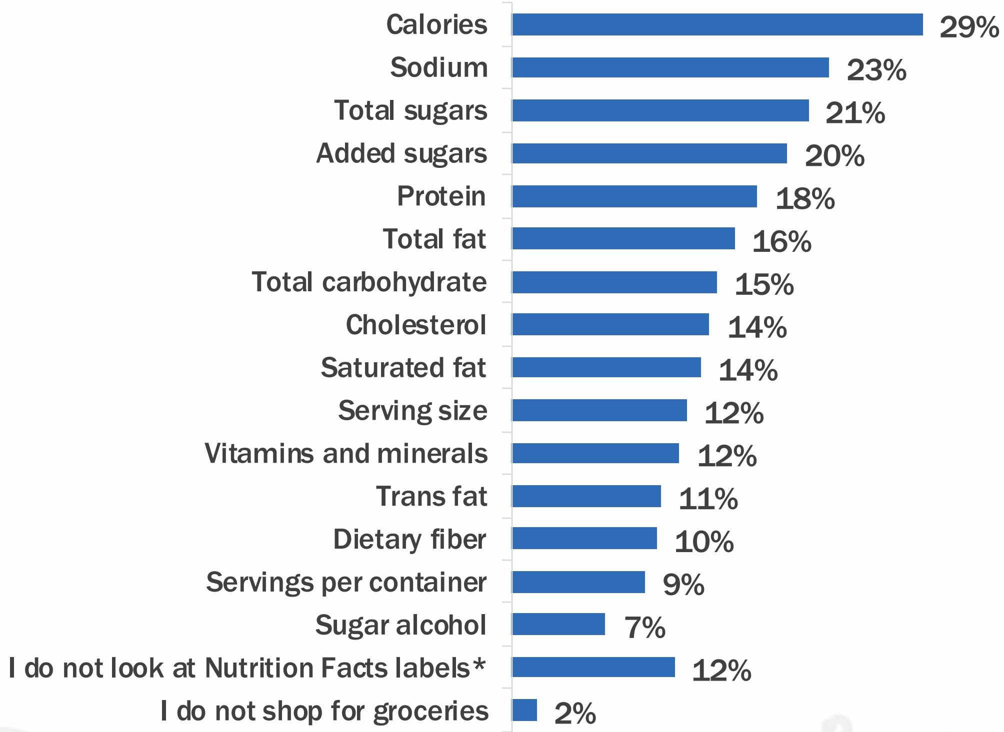
International Food Information Council

Calories stand out as most viewed, but consumers look at a variety of information on Nutrition Facts labels

Within the Total Carbohydrate section, total sugars and added sugars are most frequently reviewed



Most Frequently Sought Information on Nutrition Facts Labels



*Q48A When grocery shopping, what information on Nutrition Facts labels, if any, do you look at most often? (Select your top three.) (n=1,005); *Response text abridged*

International Food Information Council

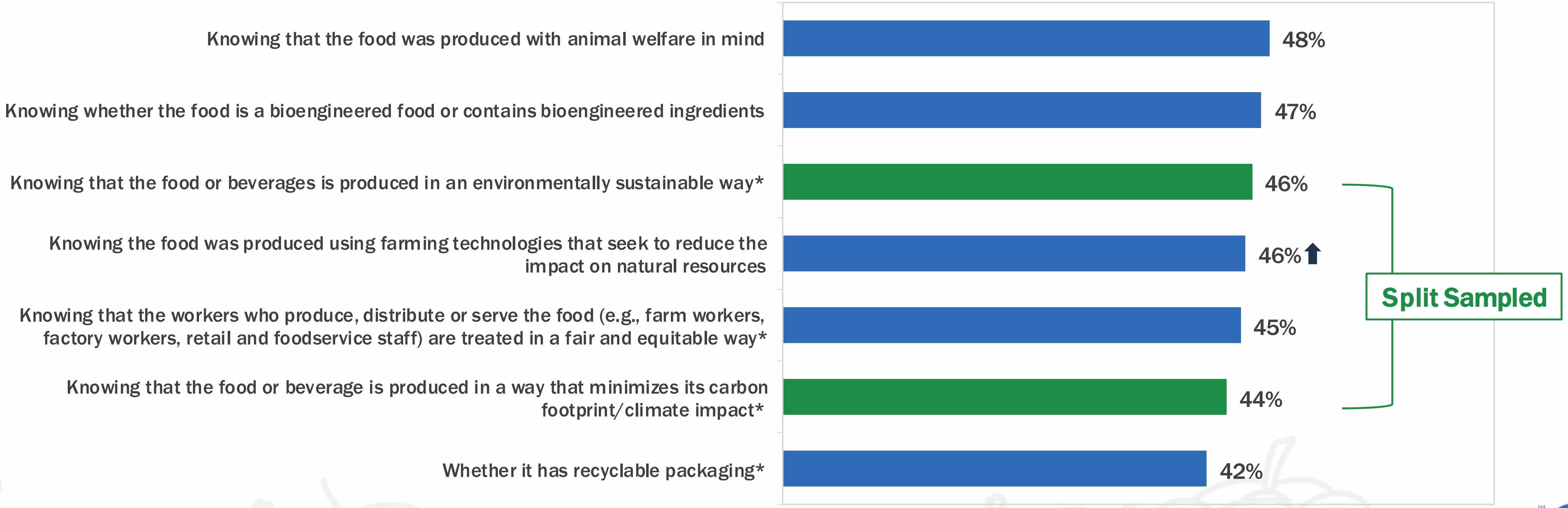
Food Production

The importance of food production that reduces the impact on natural resources has increased

There is little difference in consumer reaction to the split sample test of “environmental sustainability” and “minimizing carbon footprint/climate impact.”

Factors in Decision to Purchase Food/Beverage

(% 4-5 Important out of 5)

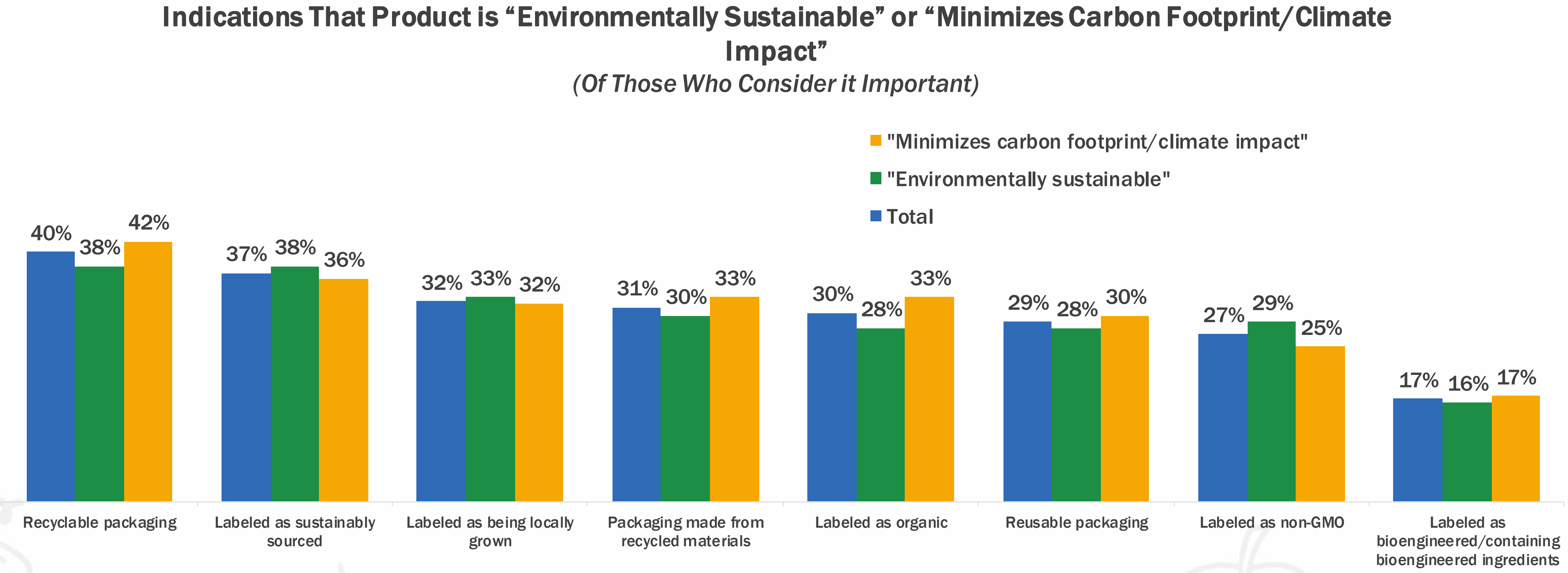


*New addition in 2022

[TREND] Q49 How important are the following factors in your decision to purchase a food or beverage? Note: Q49GA and Q49GB are split sample (n=1,005)

Recyclable packaging is the top indicator that a product is environmentally friendly

Similar to the perceived importance of “environmentally sustainable” and “minimizing carbon footprint,” a split sample test that toggled those two phrases shows that consumers use the same indicators and labels for both

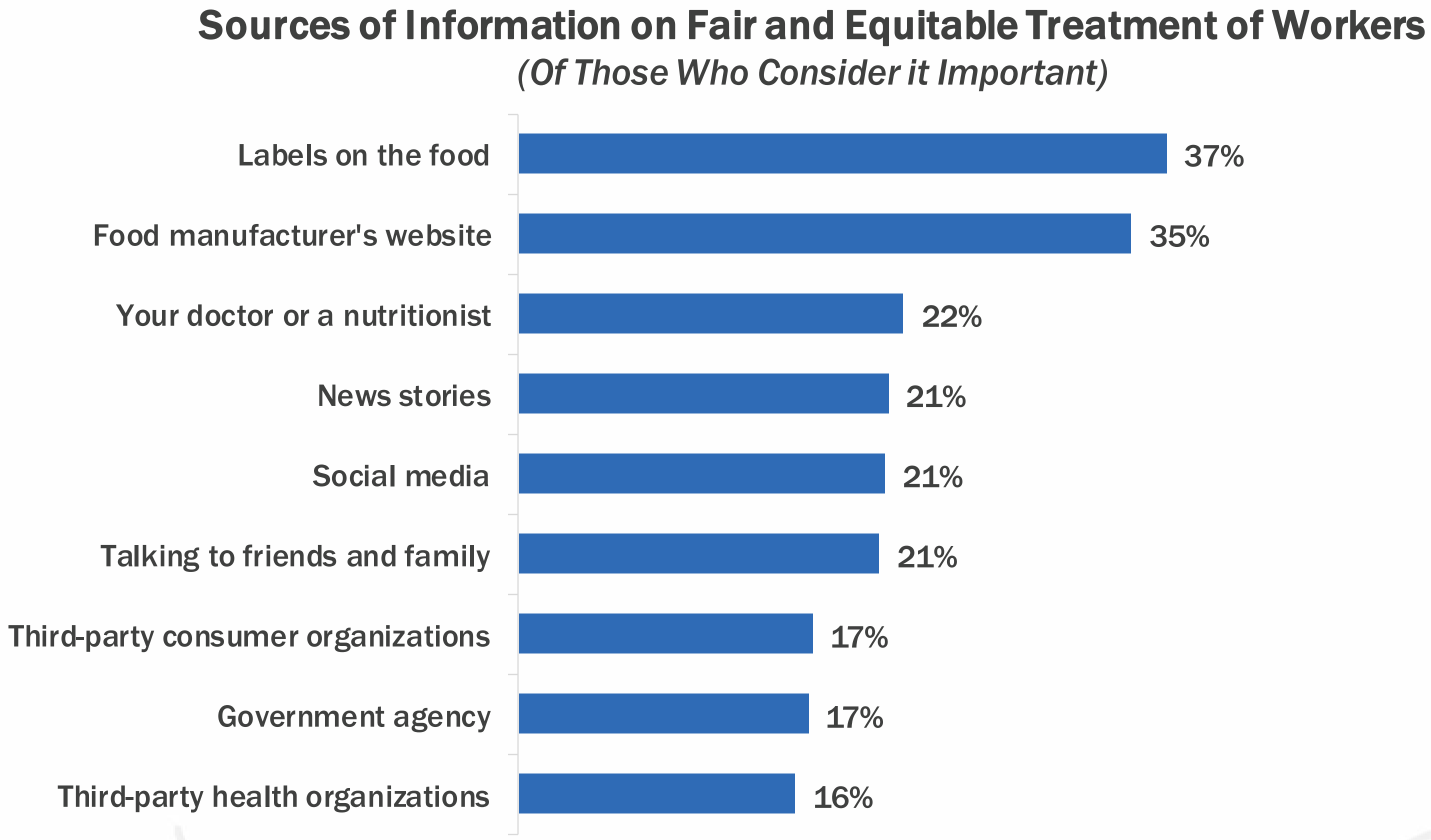


Q49AA You mentioned that it is important to you that food products are produced (in an environmentally sustainable way / in a way that minimizes its carbon footprint/climate impact). When shopping for foods and beverages, which of the following do you look for as an indication that a product is produced (in an environmentally sustainable way / in a way that minimizes its carbon footprint/climate impact)? (Select all that apply.) Filter: Important that the food or beverage products you purchase are produced (in an environmentally sustainable way / in a way that minimizes its carbon footprint/climate impact): (n=754); Note: “other” and “none of the above” are not shown

International Food Information Council

Food labels and manufacturer websites are key sources for social sustainability info

Third-party organizations and government agencies rank much lower



Q49AB If you wanted to know more about whether a food/beverage product was produced in ways that are committed to the fair and equitable treatment of workers (e.g., farm hands, factory workers, retail and foodservice staff), where would you realistically go for that information? (Select all that apply.) Filter: Important that the food or beverage products you purchase are produced knowing that the workers who produce, distribute, or serve the food (e.g., farm workers, factory workers, retail and foodservice staff) are treated in a fair and equitable way: (n=773); Note: "other" and "none of the above" are not shown

International Food Information Council

Even among those who see worker treatment as important, price tends to win out

61% favor a product that is $2 cheaper than one that is produced in ways that show commitment to fair/equitable worker treatment. Only 11% say they are "highly likely" to select the socially sustainable option.

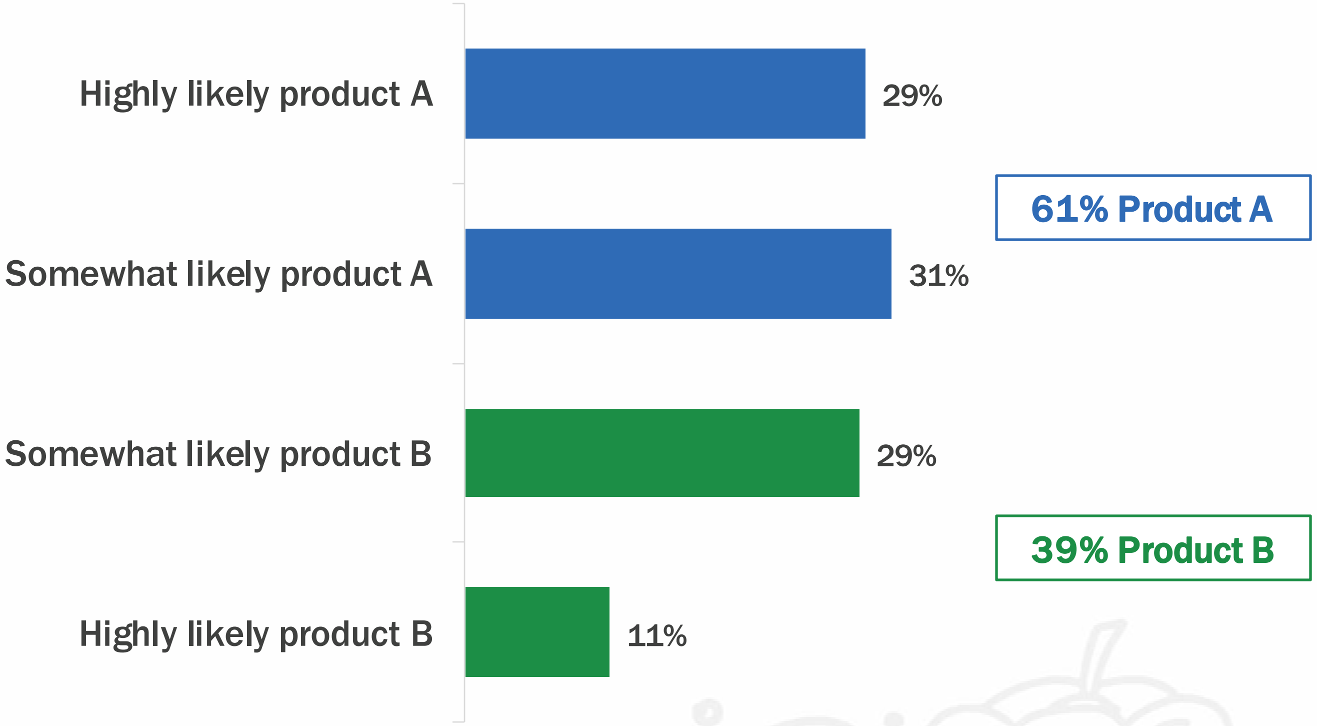
Preference for Socially Sustainable Product vs. Price

(Of Those Who Consider Fair/Equitable Treatment Important)

Imagine you are at the store to purchase a food or beverage you like. There are two versions of the same product with only these differences:

- Product A costs $3
- Product B costs $5, but is produced in ways that are committed to the fair and equitable treatment of workers.

Which would you be more likely to purchase?



Q49AC Imagine you are at the store to purchase a food or beverage you like. There are two versions of the same product with only these differences: Product A costs $3. Product B costs $5, but is produced in ways that are committed to the fair and equitable treatment of workers. Which would you be more likely to purchase? Filter: Important (3-5 of 5) that the food or beverage products you purchase are produced knowing that the workers who produce, distribute, or serve the food (e.g., farm workers, factory workers, retail and foodservice staff) are treated in a fair and equitable way: (n=773)

International Food Information Council

Cost also influences likelihood to pick an eco-friendly product

Only 15% select the most expensive and most eco-friendly option, but nearly half target the middle ground approach

Preference for Traffic Light Product vs. Price

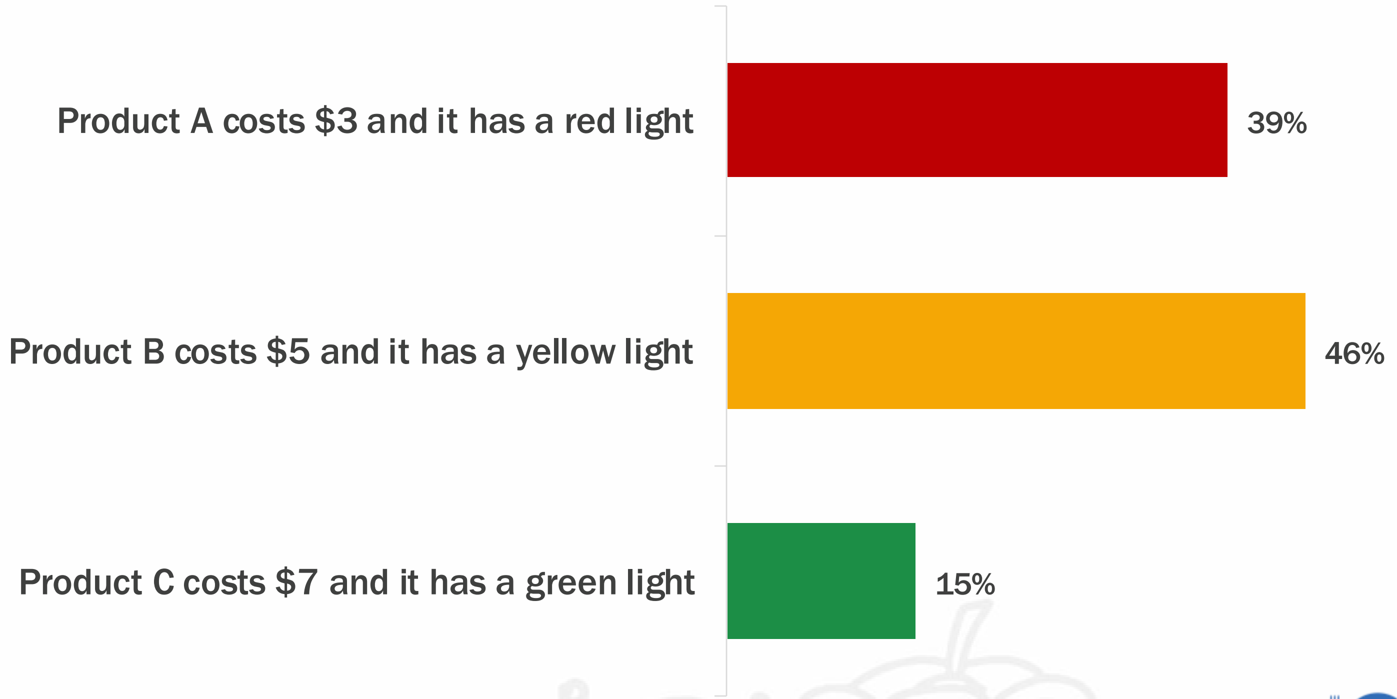
Imagine you are at the store to purchase a food or beverage you like. There are three versions of the same product.

All three have a “traffic light” symbol on the packaging indicating the product’s level of environmental impact:

- A green light indicates it is very eco-friendly
- A yellow/amber light indicates it is somewhat eco-friendly
- A red light indicates it is not very eco-friendly

Product A costs $3 and it has a red light.
Product B costs $5 and it has a yellow light.
Product C costs $7 and it has a green light.

Which would you be most likely to purchase?

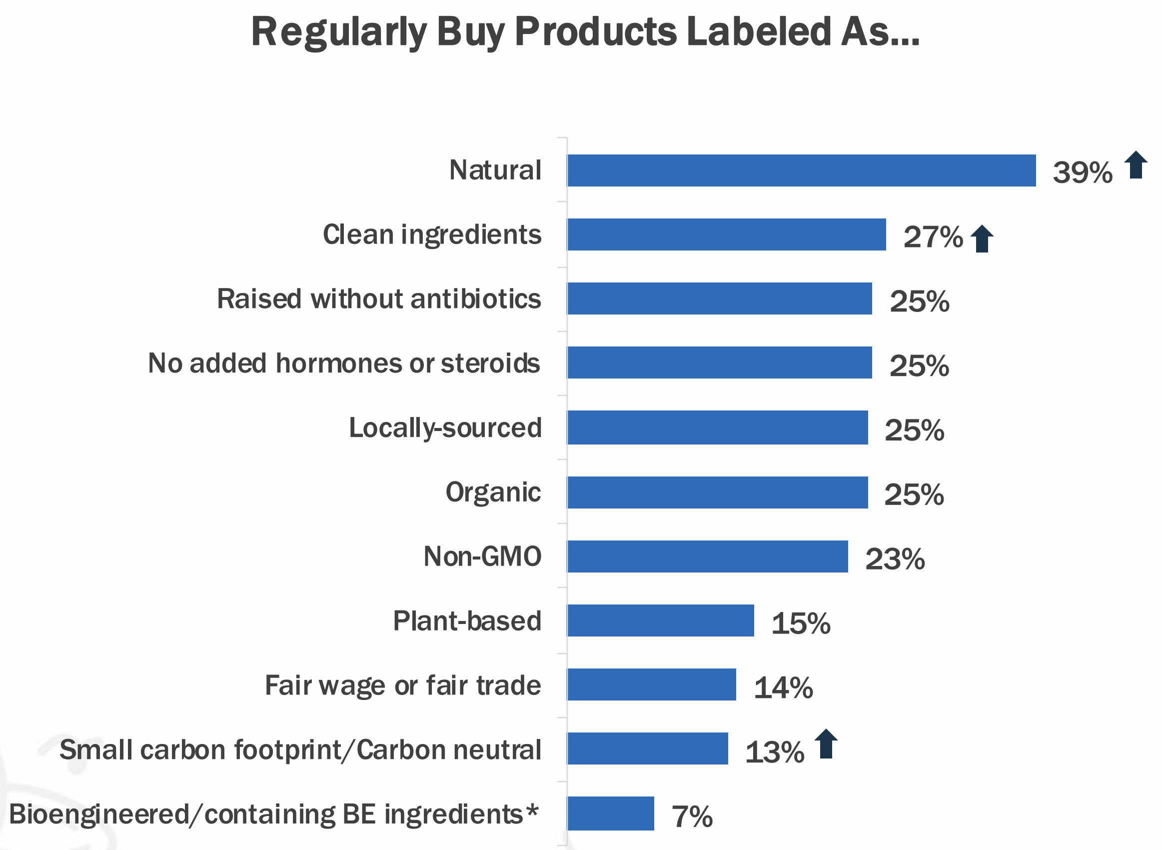


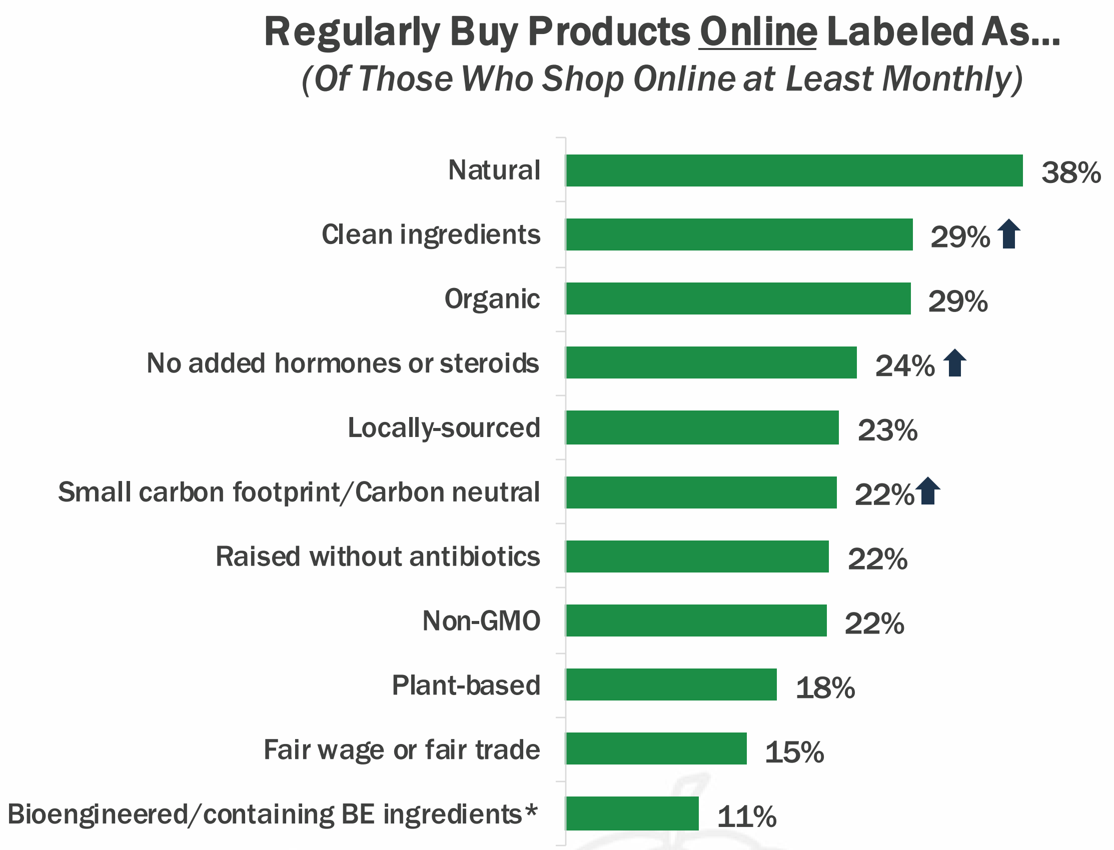
Q50 Imagine you are at the store to purchase a food or beverage you like. There are three versions of the same product. All three have a "traffic light" symbol on the packaging indicating the product's level of environmental impact: Product A cost $3 and it has a red light, Product B costs $5 and it has a yellow light, and Product C costs $7 and it has a green light. Which would you be most likely to purchase? (n=1,005)

International Food Information Council

Preference for products labeled as “natural” and “clean” has increased in 2022

There are also more consumers looking for products labeled as having a small carbon footprint, for both in-person and online shopping





*[TREND] Q54 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 labeled as…? (Select all that apply.) (n=1,005) / [TREND] Q55 You mentioned that you buy groceries online at least occasionally. Which of the following, if any, do you do on a regular basis (that is, most times when you shop for foods and beverages online)? Buy foods and beverages online because they are labeled as…? (Select all that apply.) Filter: Shop for groceries online at least once a month: (n=505); Note: “other” and “none of the above” are not shown; *Response text abridged*

International Food Information Council

Perceived healthfulness is the most common reason for seeking "natural" labels

Nearly half also say they purchase natural foods to avoid artificial ingredients

64% of Boomers seek out "natural" foods because they want to avoid artificial ingredients, vs. 44% of Gen X, 41% of Millennials, and 36% of Gen Z consumers

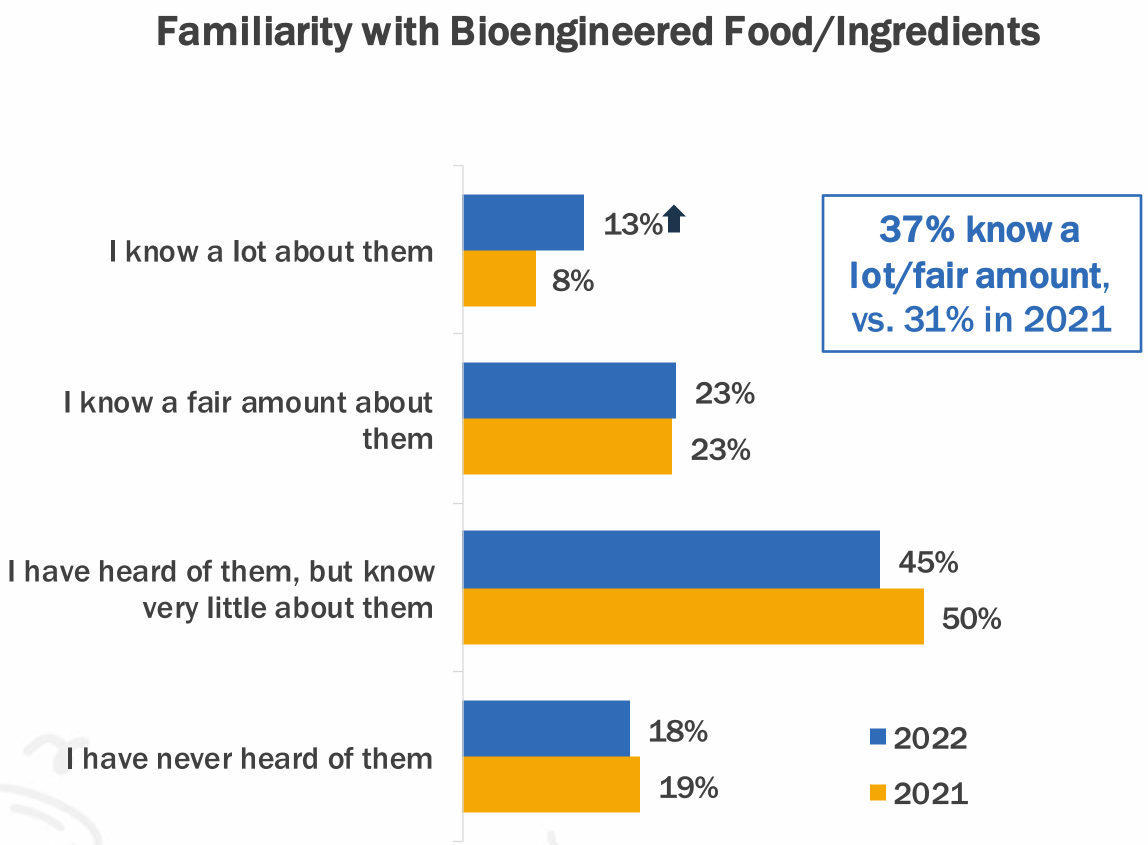
45% of Millennials seek out "natural" foods because they are better for the environment, vs. 25% of Boomers

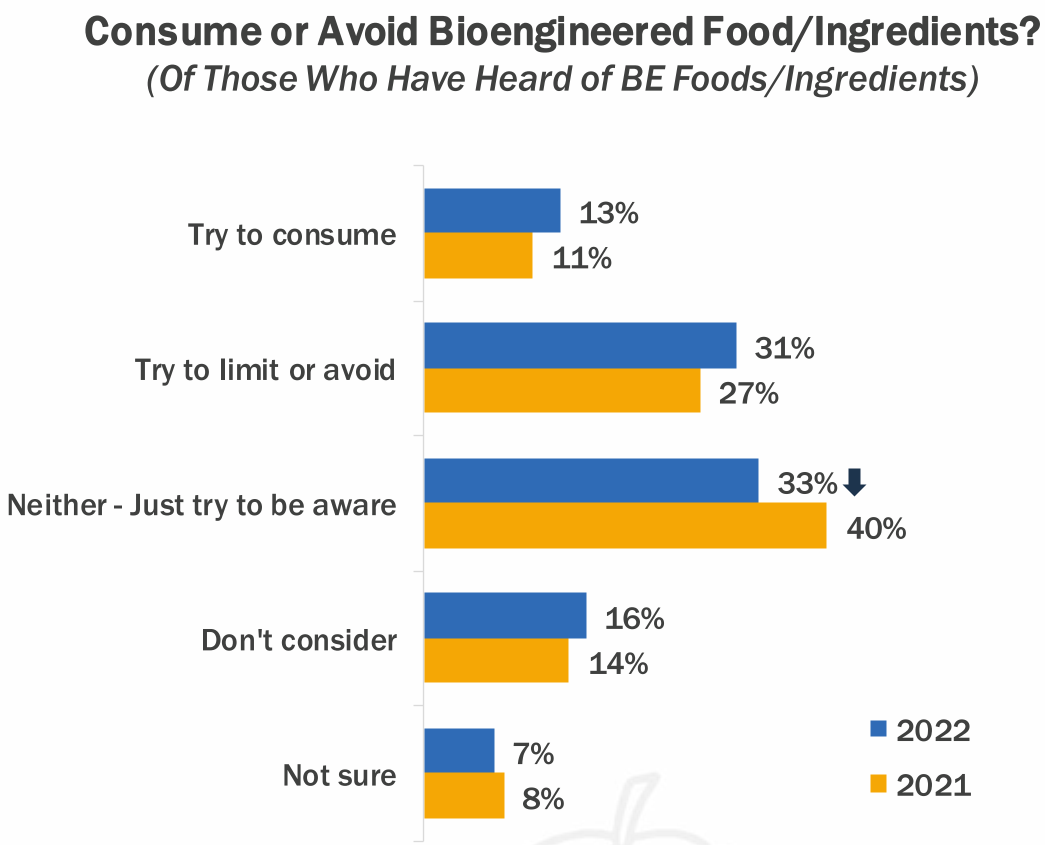
Q56 Which of the following, if any, are reasons why you seek out foods (and beverages) labeled as "natural"? (Select all that apply.) Filter: Buys natural label in person or online: (n=449); Note: "none of the above" is not shown

International Food Information Council

Familiarity with bioengineered foods/ingredients has increased vs. 2021

Younger generations, college grads and men are more likely to know at least a fair amount about them





[TREND] Q57 Which of the following best describes your familiarity with "bioengineered foods/ingredients"? (n=1,005) [TREND] Q58 Do you generally try to consume or avoid bioengineered foods or foods containing bioengineered ingredients? Filter: Have heard of bioengineered foods/ingredients: (n=818)

International Food Information Council

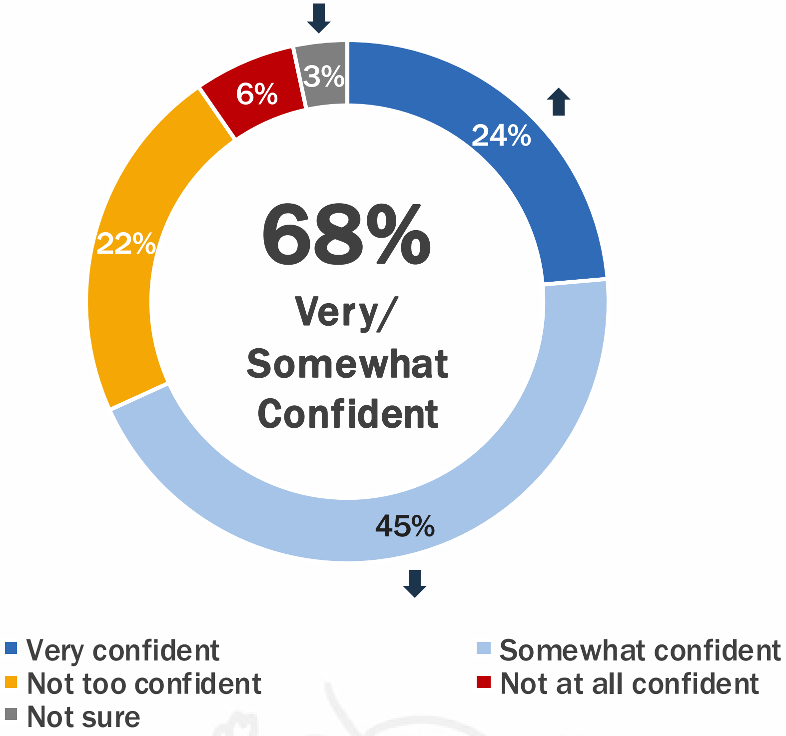
International Food Information Council

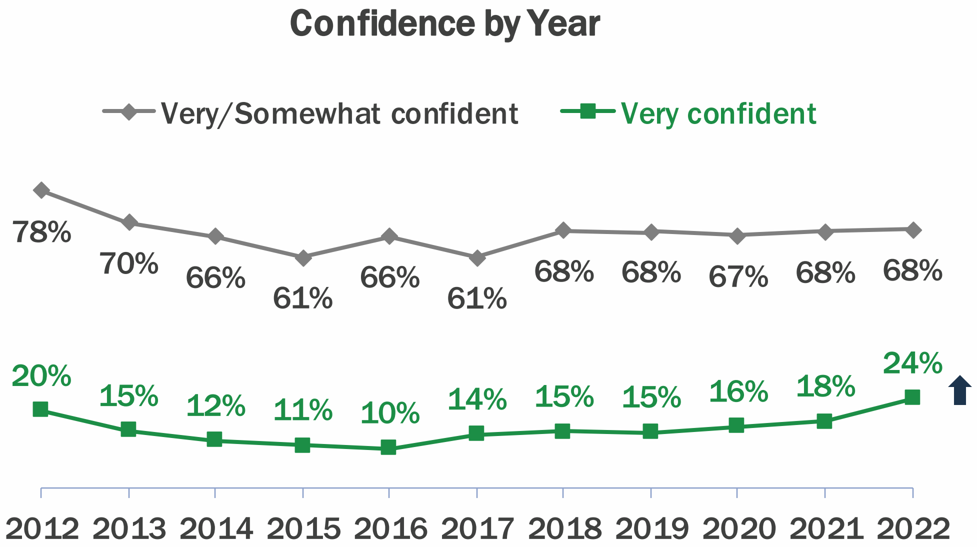
Food Ingredients and Food Safety

Although overall confidence in the food supply is stable, more are very confident

Nearly 1 in 4 report being very confident in the US food supply, the highest level of that statistic in the past 10 years

Confidence in Safety of US Food Supply





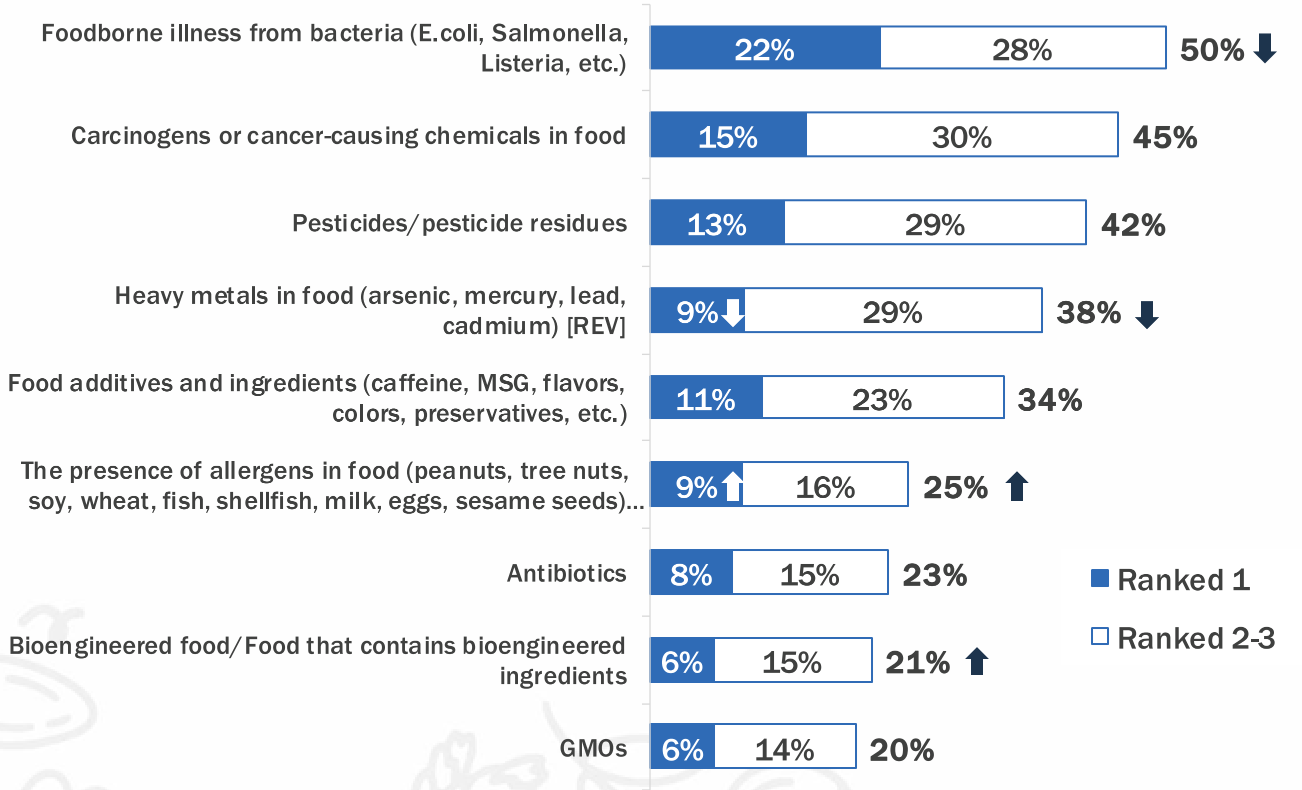
[TREND] Q60 Overall, how confident are you in the safety of the U.S. food supply? (n=1,005)

International Food Information Council

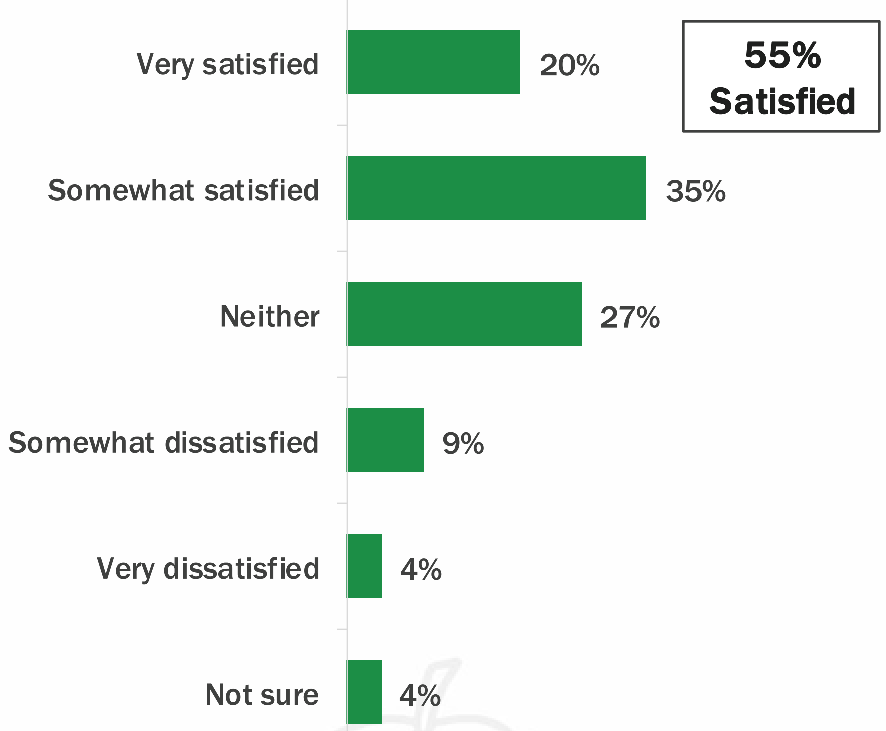
Foodborne illness remains the top safety issue, although its importance is down

More than half of consumers are satisfied with what is currently being done to protect consumers on their top issue

Most Important Food Safety Issues



Satisfaction with Consumer Protection on #1 Issue



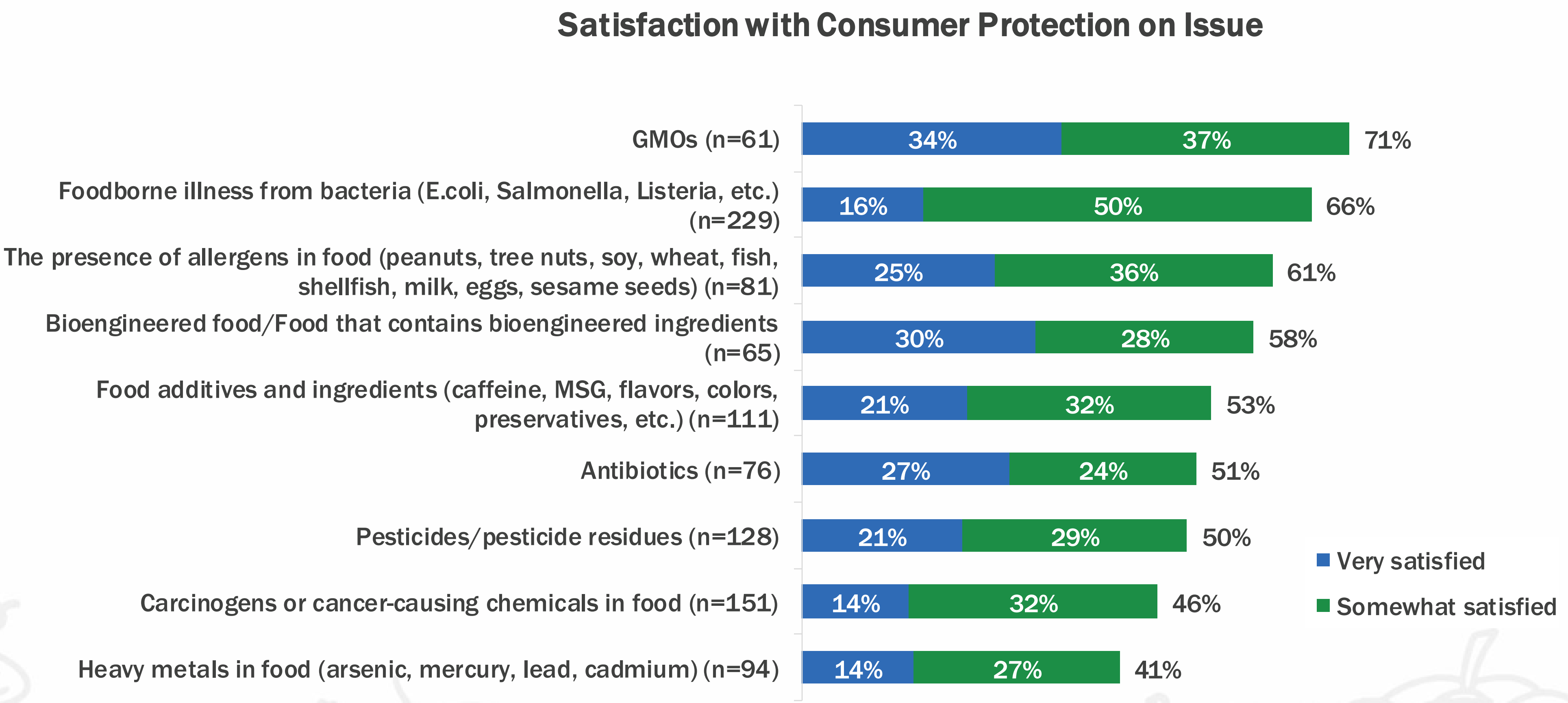
Note: REV=Revised text vs. 2021

[TREND] Q61 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) / Q61AA(ALL) You indicated that your most important food safety issue today is [Q61 #1 Issue]. How satisfied are you with what is currently being done to protect consumers on this issue? (n=1,005); Note: "other" is not shown

International Food Information Council

Satisfaction with consumer protection on safety issues differs by the issue

Consumers are most satisfied with protection on GMOs, foodborne illness, and allergens. Pesticides, carcinogens, and heavy metals in foods garner the lowest level of satisfaction

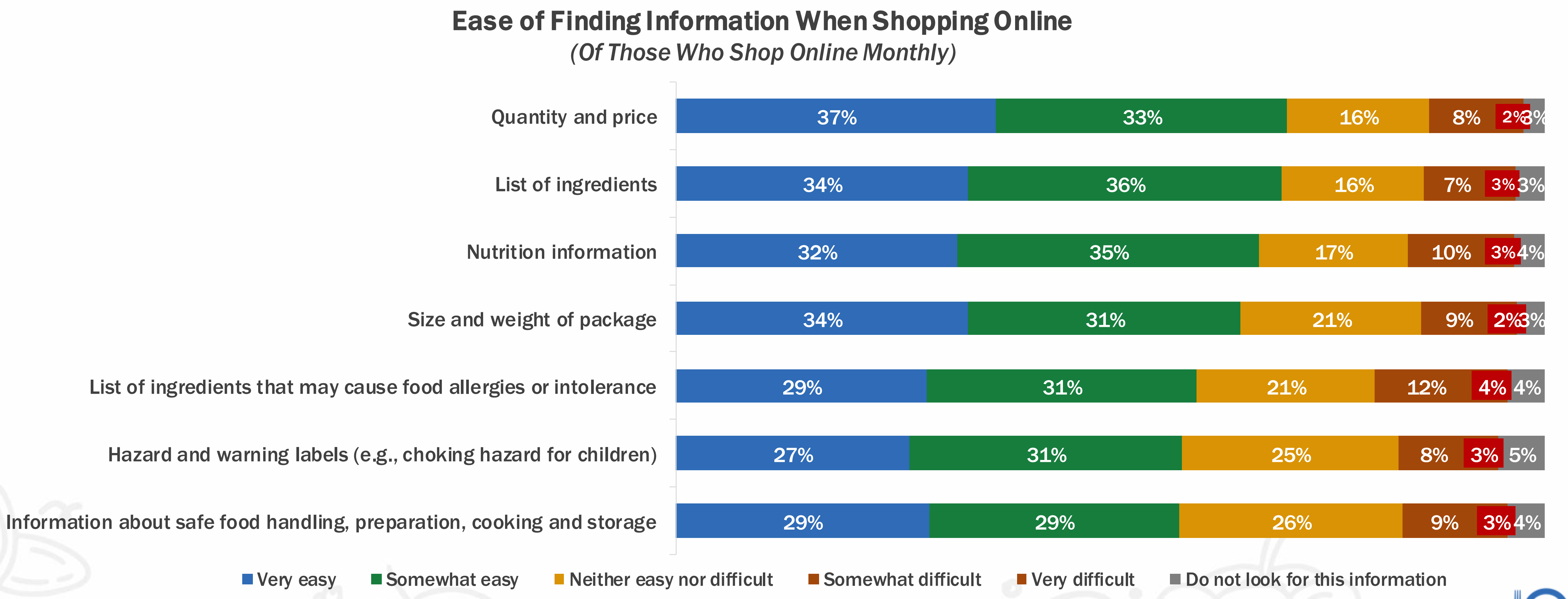


Q61AA You indicated that your most important food safety issue today is [INSERT TOP ISSUE]. How satisfied are you with what is currently being done to protect consumers on this issue?

International Food Information Council

Most online shoppers have no issue finding product information

Safety information is relatively less easy to find, but not seen as difficult

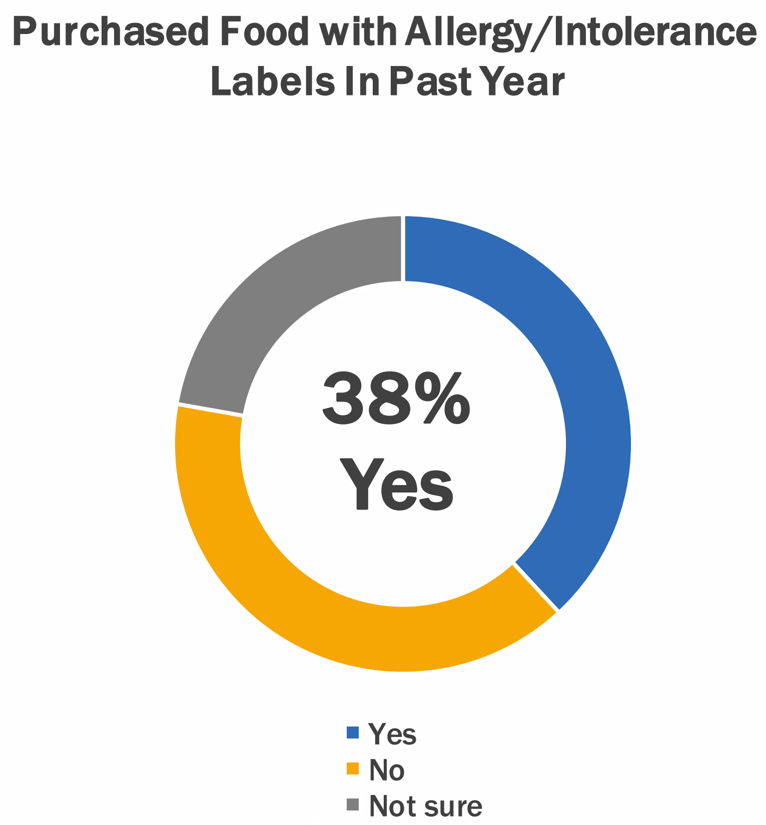


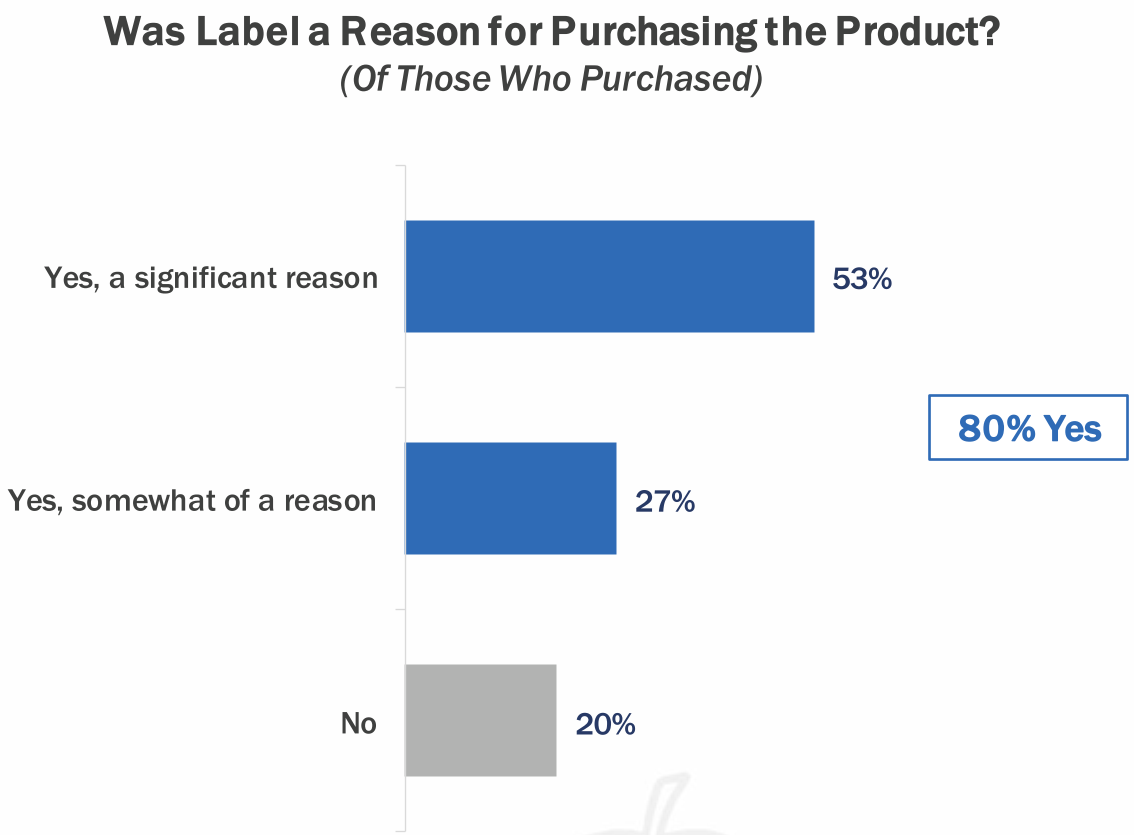
Q61B When shopping online for groceries, how easy is it for you to locate the following information? Filter: Shops for groceries online at least monthly: (n=505)

International Food Information Council

4 in 10 have purchased food with allergen labeling in the last year

80% purchased those products specifically because of the labeling



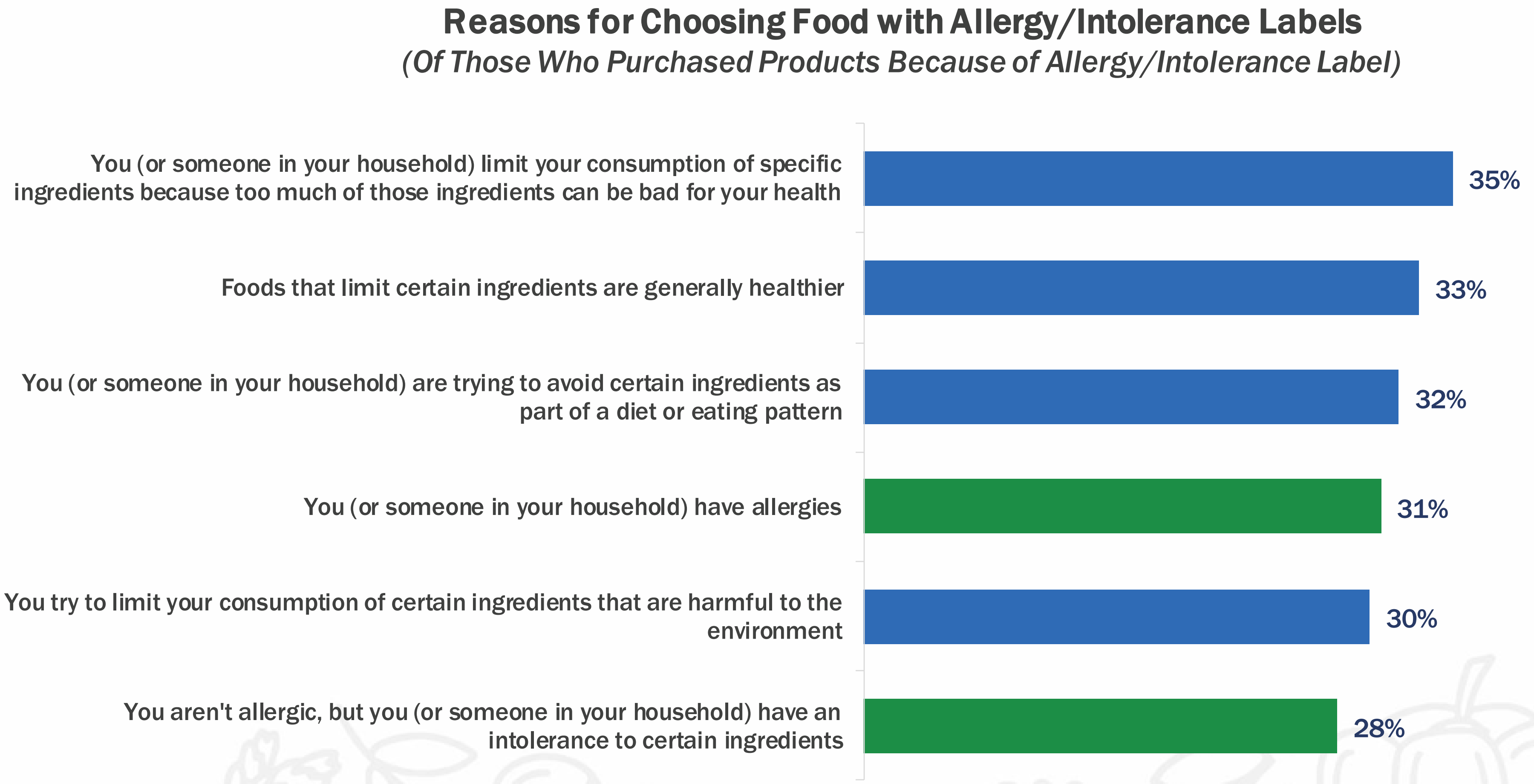


Q62 In the past year, have you (or anyone in your household) purchased packaged foods that have labels indicating the absence of ingredients that may cause food allergies or intolerance (i.e., labels that read "free from milk, soy, egg, nuts" etc.)? (n=1,005) / Q62A Was the fact that the packaged food was free from certain ingredients that may cause food allergies or intolerance a reason why you purchased that item(s)? Filter: Purchased a "free from" product in the past year: (n=375)

International Food Information Council

Only 1 in 3 looked for allergen labels because of a specific allergy in their household

Many do so because the absence of those ingredients is seen as better for health or because it fits with a diet or eating pattern

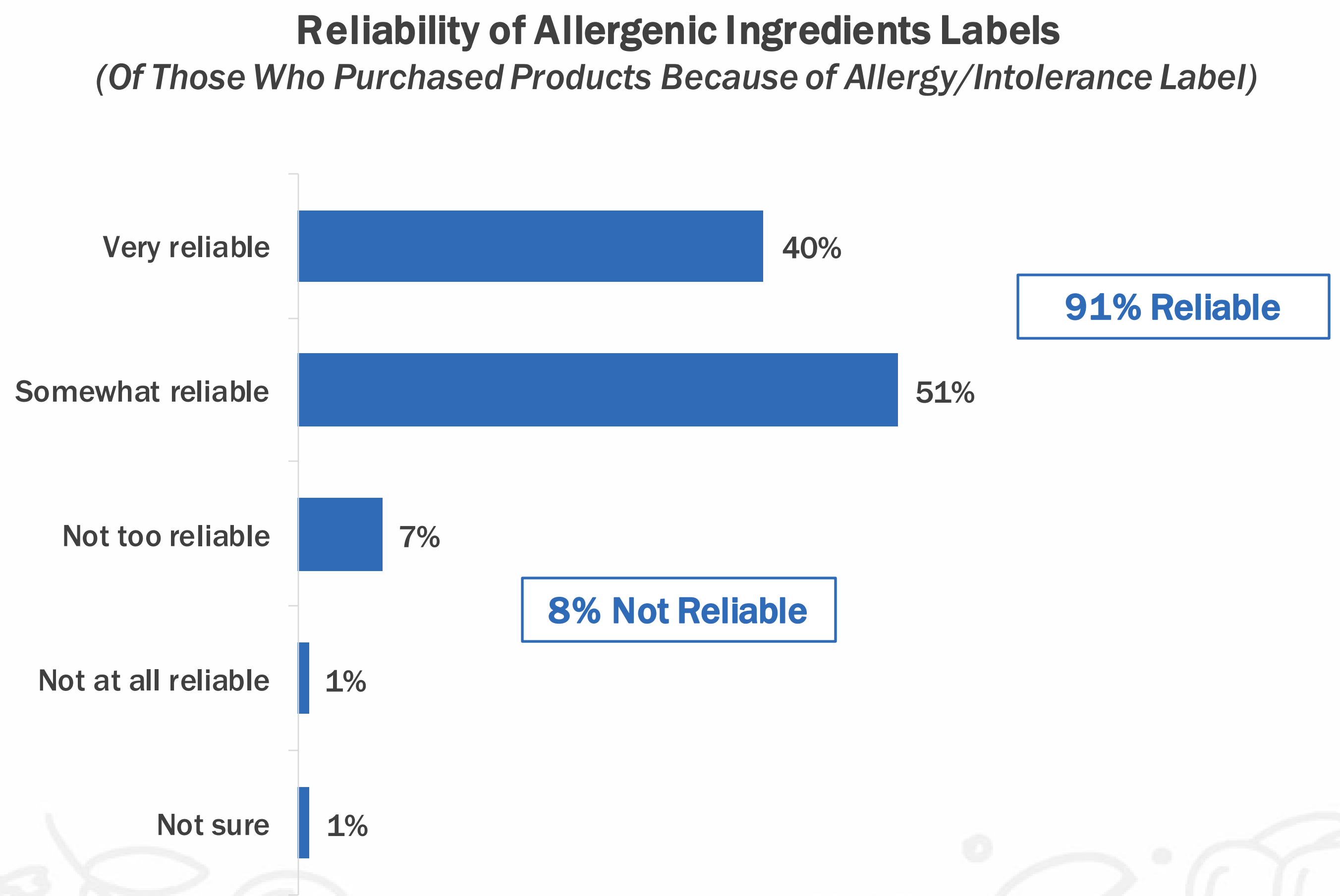


Q62B Which of the following, if any, are reasons why you chose the packaged food that was free from certain ingredients that may cause food allergies or intolerance? (Select all that apply.)
Filter: "Free from" label was a reason for purchasing item: (n=297); Note: "other" and "none of the above" are not shown

International Food Information Council

Nearly all purchasing “free from” labeled products view the labels as reliable

9 in 10 consider the labels reliable and 4 in 10 consider them very reliable

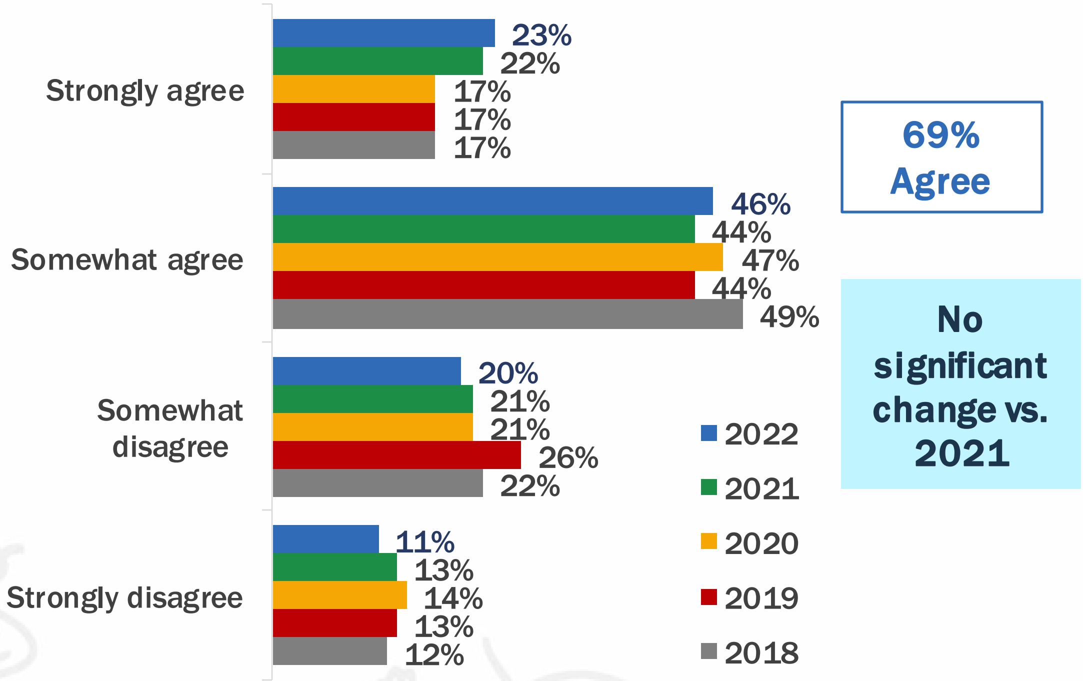


Q62C In general, how reliable do you find labels indicating the absence of allergenic ingredients to be? Filter: "Free from" label was a reason for purchasing item: (n=297)

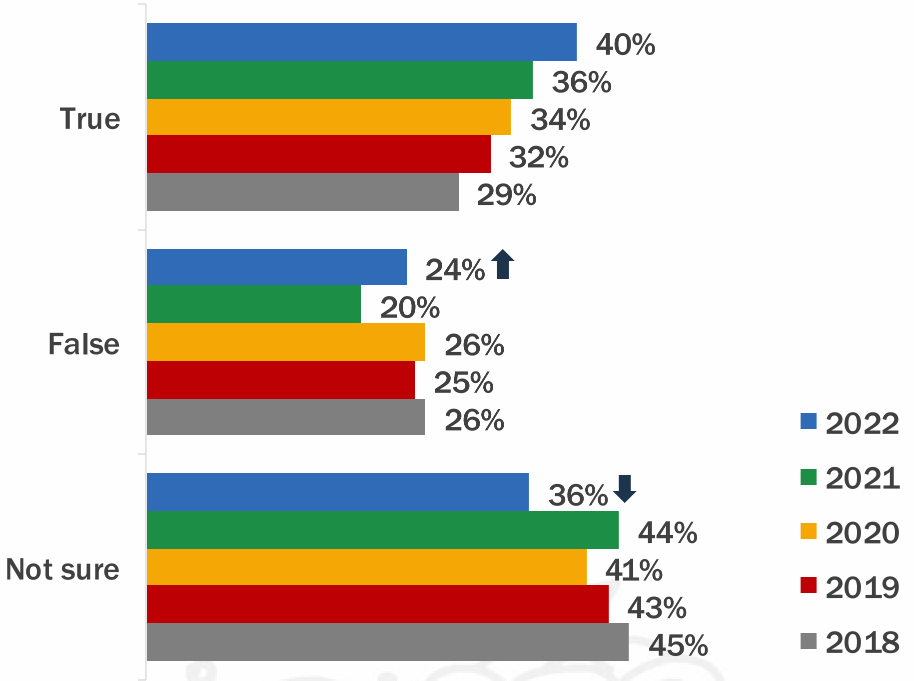
Knowledge of caffeine consumption is unchanged vs. 2021

Although there is an uptick this year in people believing naturally-occurring caffeine has a different effect vs. added caffeine, the overall belief that all caffeine has the same effect continues to grow

Know the Amount of Caffeine in Foods/Beverages
(Of Those Who Consume Caffeine)



True/False: Caffeine that is naturally occurring has the same effect as caffeine that is added



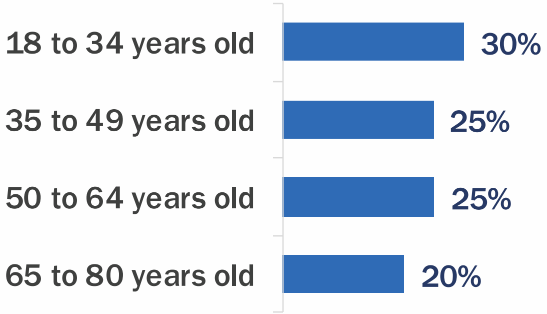
[TREND] Q63 Please indicate how much you agree or disagree with the following statement: I know the amount of caffeine that is in the foods and beverages I consume. Filter: Of those who consume caffeine: (n=956) / [TREND] Q64 Please indicate whether the following statement is true or false: Caffeine that is naturally occurring in foods and beverages has the same effect as caffeine that is added to foods and beverages (n=1,005)

International Food Information Council

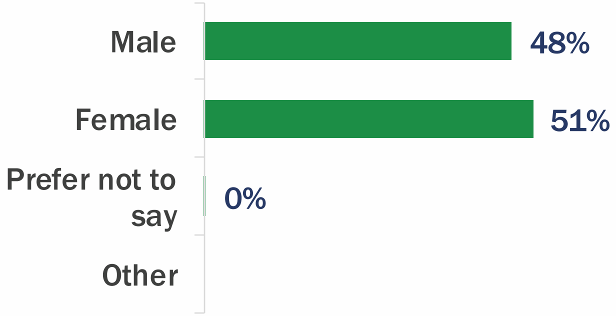
Demographics

Demographics

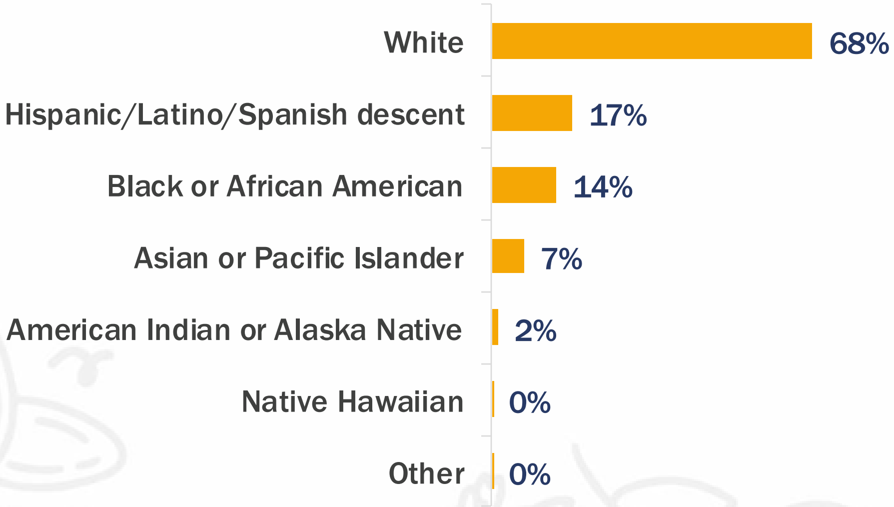
AGE



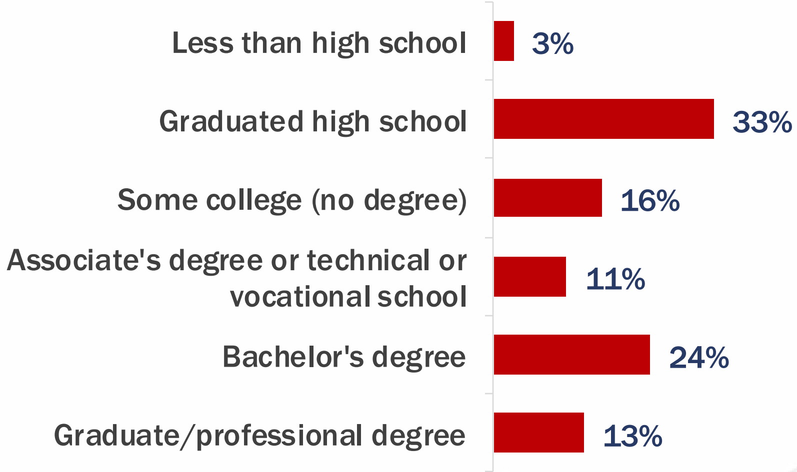
GENDER



RACE/ETHNICITY



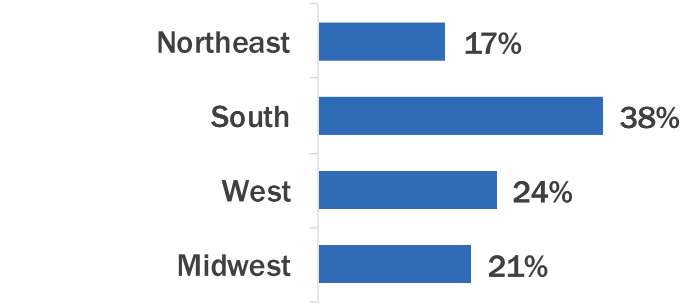
EDUCATION



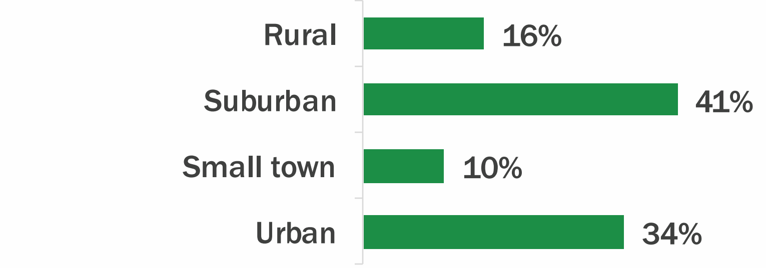
S1 What is your age? (n=1,005) / S3 Which of the following best describes your race or ethnicity? (Select all that apply.) (n=1,005) / S4 What is your gender? (n=1,005) / S2 What is the highest level of education you have completed? (n=1,005)

Demographics

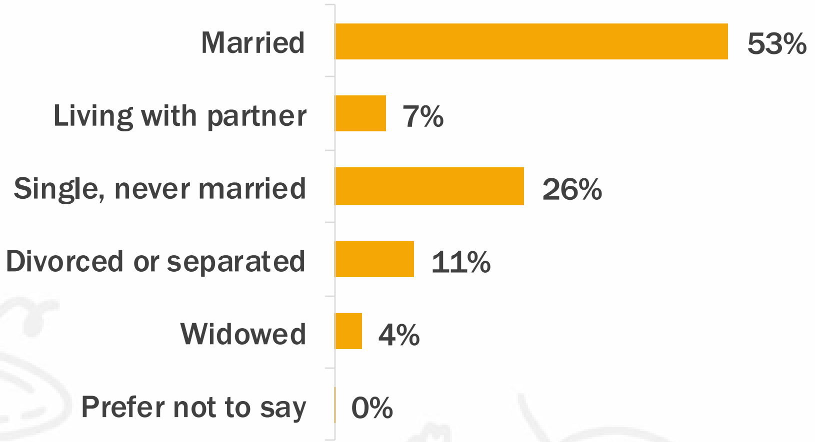
REGION



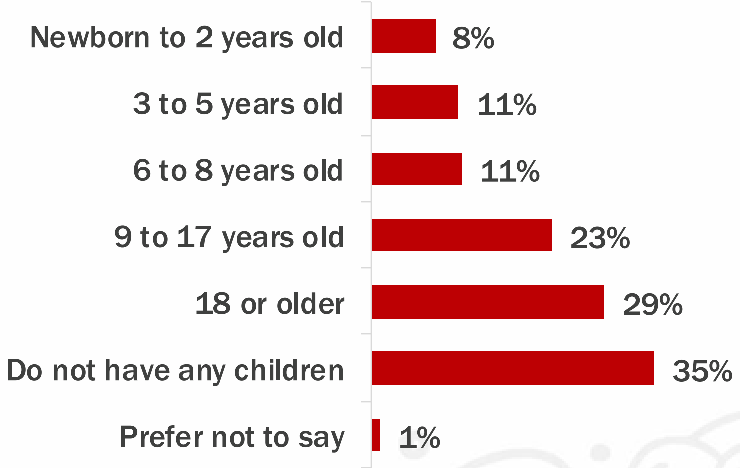
COMMUNITY



MARITAL STATUS



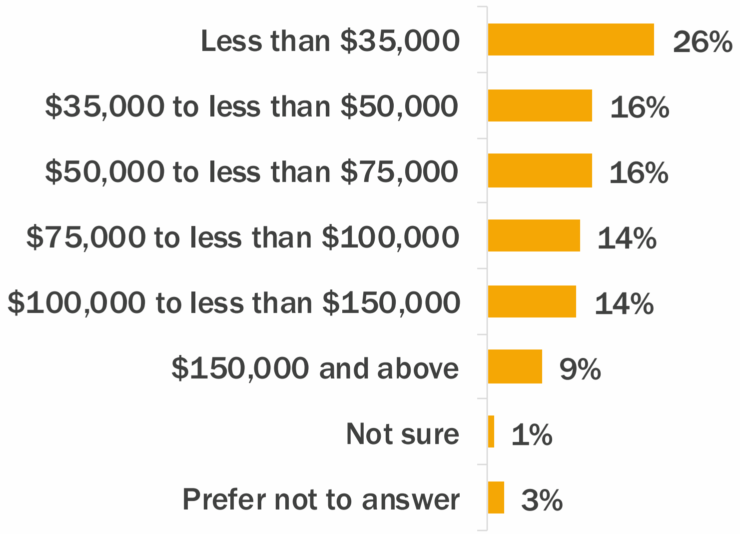
CHILDREN



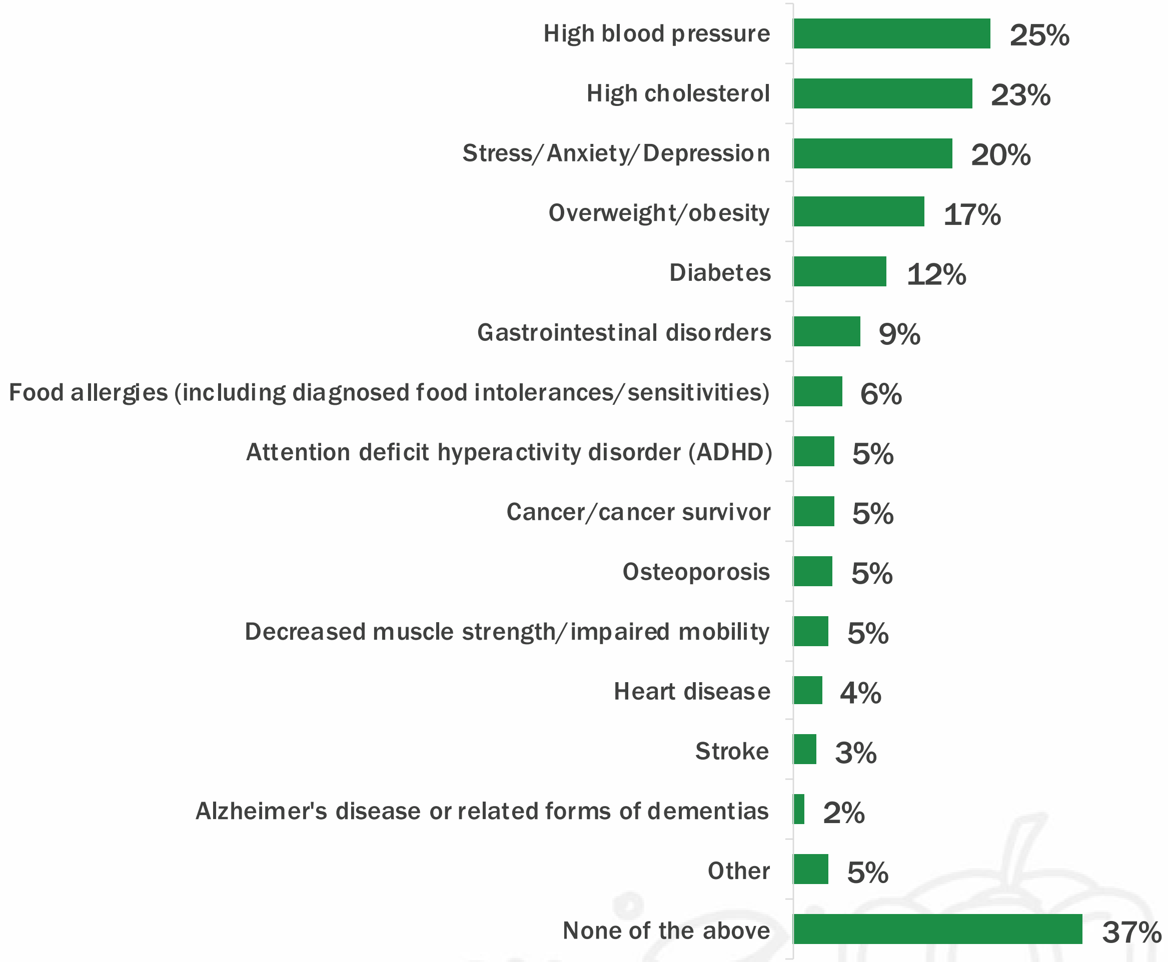
S5B Region (n=1,005) / S6 What is your marital status? (n=1,005) / S8 Which of the following best describes the area in which you live? (n=1,005) / S7 Do you have any children between the ages of...? (Select all that apply.) (n=1,005)

Demographics

INCOME



MEDICAL CONDITIONS



BMI Score (n=1,005) / D5 Finally, how much is your total annual household income? (n=1,005) / D4 Which of the following medical conditions, if any, have you been diagnosed with having? (Select all that apply.) (n=1,005)

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