2023 Food and Health Survey

International Food Information Council

Methodology

An online survey of 1,022 Americans ages 18 to 80. Fielding took place between April 3rd and April 10th, 2023.

On average, the survey took approximately 20 minutes to complete.

The results were weighted to ensure that they are reflective of the American population ages 18 to 80, as seen in the 2022 Current Population Survey. Specifically, results were weighted by age, education, gender, race/ethnicity, and region.

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

Suggested citation: International Food Information Council. 2023 Food & Health Survey. 23 May 2023. [https://foodinsight.org/2023-food-health-survey/]

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Executive Summary

This year's Food and Health Survey marks the 18th 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 1,022 Americans ages 18 to 80 focus on:

- Perceptions about health and nutrition, and how healthy food is defined
- Food and beverage purchase-drivers
- The impact and usage of social media content on food and nutrition
- Stress and the link between food choices and mental and emotional well-being
- 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- and 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. 2022 (or in some cases, prior years) are indicated where appropriate using up-and-down arrows or call-out boxes.

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The increased cost of food and beverages has impacted shopping behaviors for many Americans

Three in four Americans (76%) say price is highly impactful on their decision to buy foods and beverages, an increase from last year's results (68%). Women (82%) are more likely than men (70%) to say that price significantly impacts their decisions.

In the past year, nine in ten Americans (91%) have noticed an increase in the overall cost of food and beverages, up from 83% in 2022. Seven in ten (72%) describe this increase in food cost as "major" (up from 59%). As a result of increased costs, many have opted for new products or brands that are less expensive (with 47% saying they "always/often" do so), have chosen less-premium or brand-name products (47%), or have cut back on non-essential products (47%). In addition, more than a quarter (28%) say they have made less-healthy food and beverage choices due to increased costs.

That said, price is not the only driver of food and beverage purchases. The importance of taste, which still ranks number one as a purchase-driver, has increased from 80% to 87%. Healthfulness also remains a key driver for six in ten respondents (62%). And convenience is up, from 56% to 61%.

Social media content focused on food and nutrition can cause confusion and doubt

Four in ten Americans (42%) have come across social media content on food and nutrition in the past year. Exposure to this content increases among Gen Z (71%) and Millennials (58%), both of whom are more likely to have seen content than Gen X (36%) and Boomers (22%).

Facebook (64%), YouTube (57%), and Instagram (51%) are the top platforms where Americans have seen food and nutrition content. Interestingly, trust in the content is high: two-thirds (67%) trust the information on social media about food and nutrition, with at least seven in ten saying they trust each social media platform.

Six in ten Americans (60%) say the content they find on social media about food and nutrition has encouraged healthier choices. However, 68% agree that they have seen conflicting information about what foods to eat or avoid on social media, and 60% agree that the conflicting information makes them doubt their eating choices.

As a result of social media content, half of Americans (51%) say they have tried a new recipe, 42% say they have tried a new brand or product, 29% say they have tried a new restaurant, and 28% say they have reevaluated their relationship with food.

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Food and beverage choices are interconnected with mental and emotional well-being

Three in four Americans (74%) believe the food and beverages they consume have a significant or moderate impact on their overall mental and emotional well-being. More than six in ten (61%) also believe their overall mental and emotional well-being has a significant or moderate impact on their food and beverages choices. Gen Z (71%) and Millennials (68%) are more likely to believe their food choices are impacted by their well-being than Boomers (56%).

Six in ten Americans (60%) say they have been "very" or "somewhat" stressed over the past six months, which is consistent with last year's results (56%). Gen Z (76%) and Millennials (76%) are more likely to report these levels of stress than Gen X (56%) and Boomers (42%).

As a result of their stress levels, 51% of Americans say they consumed much less healthy or somewhat less healthy food and beverages over the past six months compared with their typical consumption.

Environmental sustainability continues to trail other decision-making factors

A third of Americans (34%) say environmental sustainability is highly impactful on their decisions to buy foods and beverages, which continues to fall below the other factors tested. Similarly, 35% say that the climate friendliness of a product has an impact on their purchasing decisions. Millennials are most likely to care, with 46% saying so versus 39% of Gen Z, 38% of Gen X, and 22% of Boomers.

Among those who say they care more about the climate friendliness of certain foods, the top categories where it makes a difference in their choices include meat and poultry (62%), fresh fruit and vegetables (55%), and dairy (50%).

Consistent with last year, four in ten Americans (40%) say knowing that a food or beverage is produced in a way that minimizes its carbon footprint/climate impact is an important factor in their purchasing decision. Among those who say it's important, having recyclable (43%) and reusable packaging (37%) are the top indicators of production that minimizes climate impact. Labels that indicate climate friendliness are considered less often—in fact, only 12% say they regularly buy products that are labeled as having a small carbon footprint.

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Roughly half of Americans have followed an eating pattern or diet in the past year

Holding steady from last year's results, 52% of Americans report that they followed a specific eating pattern or diet at some point in the past year. Gen Z (66%) and Millennials (63%) are more likely than Gen X (50%) and Boomers (41%) to have followed an eating pattern or diet. That said, Boomers saw a big increase in those following an eating pattern/diet (41%, up from 29% in 2022).

The most common eating patterns or diets include high-protein (18%), mindful eating (17%), calorie-counting (12%), clean eating (12%), and intermittent fasting (12%).

The top motivators behind making an effort to adopt a new eating pattern or diet include wanting to lose weight (43%), wanting to improve physical appearance (39%), wanting to feel better and have more energy (39%), and wanting to protect long-term health and prevent future conditions (33%). In comparison with last year, the top motivators have both increased: losing weight has jumped from 34% to 43%, and physical appearance has jumped from 31% to 39%.

One in ten (10%) say a recommendation or advertisement from an influencer on social media platforms has been a motivation for their eating pattern or diet. In fact, among those who have seen social media content on food and nutrition in the past year, 18% say they started a diet or eating pattern as a result.

Snacking frequency remains elevated for the second straight year

Seven in ten Americans (72%) snack at least once a day in addition to their main meals, a finding consistent with last year's results (73%). The most common reason for snacking is due to hunger or thirst, which has increased since 2022 (from 34% to 41%). Other top reasons for snacking include the perception that snacks are a treat (29%) and the desire for sweet (21%) and salty (21%) snacks.

When snacking in the morning, Americans most often gravitate toward fruits (30%); dairy (14%); danishes, donuts, and pastries (14%); and nutrition bars (13%). Salty and savory snacks are most popular in the afternoon (31%) and evening (26%), along with fruits (20%/16%); candy, chocolate, and other treats (18%/19%); and cookies, cake, or ice cream (17%/29%).

In order to choose the portion size of their snack, 41% say they simply eat until they feel satisfied, while a quarter (24%) say they pre-portion how much they plan to eat.

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Most Americans feel confident about the safety of the food supply, but say more education would be beneficial

Seven in ten Americans (70%) say they feel "very" or "somewhat" confident about the safety of the U.S. food supply, a finding that is similar to 2022 results (68%). Interestingly, Boomers (77%), Gen X (70%), and Millennials (70%) are more likely to feel confident than Gen Z, of which less than half feel confident (44%).

Among those who feel confident, 47% think the federal government and 44% think food companies are committed to ensuring that food is safe. Four in ten (43%) trust grocery stores and food retailers on this issue, while 41% believe everyone across the food system is working together. In contrast, the majority (55%) of those who are not confident believe that profits are prioritized over safety in the food industry. About four in ten believe everyone is not working together (46%), that there are too many food recalls (40%), and that federal government regulations are not strict enough (39%). Understanding how the government (36%) and food companies (35%) ensure food is safe, along with stricter regulations (36%), are seen as key factors for increasing confidence in the safety of the food supply.

Six in ten Americans (61%) agree that they trust the FDA to determine if ingredients that are unsafe in large quantities but used in small amounts should be allowed in foods and beverages. Similarly, 52% agree that they are comfortable eating foods approved by the FDA that include extremely small amounts of ingredients that may be potentially unsafe if consumed in large quantities.

More Americans are willing to pay additional costs for products that are socially sustainable

More than four in ten Americans (46%) say knowing that the workers who produce, distribute, or serve the food they eat are treated in a fair and equitable way is an important factor in their decision to purchase a food or beverage. Black Americans are more likely to say it is very important, but overall, support is fairly consistent across demographics.

Interestingly, food labels (37%) and manufacturers' websites (34%) are the go-to places for information on whether products are produced in ways that are committed to the fair and equitable treatment of workers.

In alignment with cost concerns, when given a choice between two products, more than half of Americans (53%) are more likely to purchase a $3 option over a $5 option that is produced in ways that are committed to the fair and equitable treatment of workers. However, the 6-point margin between the two choices (53% vs. 47%) reflects a considerable narrowing from the 22-point margin last year (61% vs. 39%).

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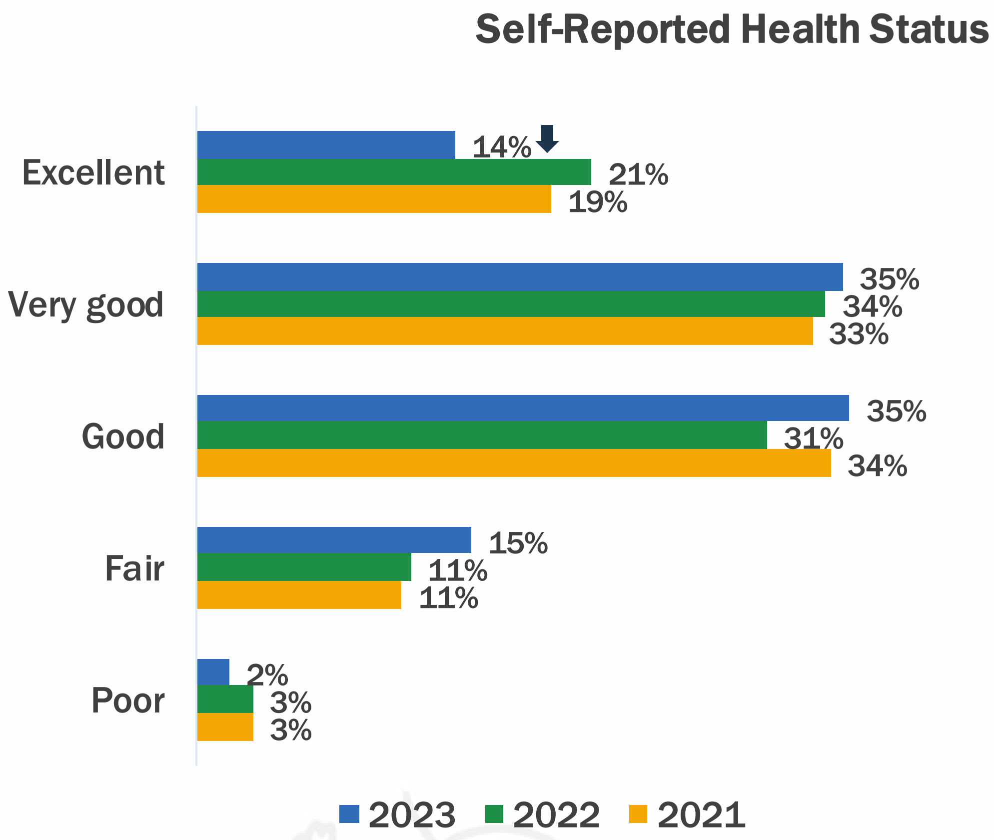
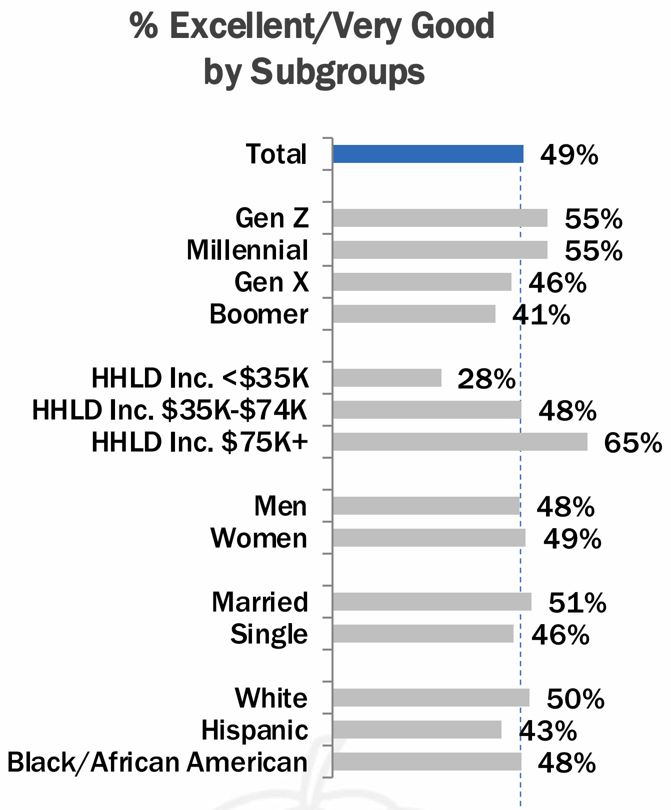
Perspectives on Health and Nutrition

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

Although the overall pattern of how Americans describe their own health is similar to previous years, fewer consider themselves to be in excellent health in 2023.

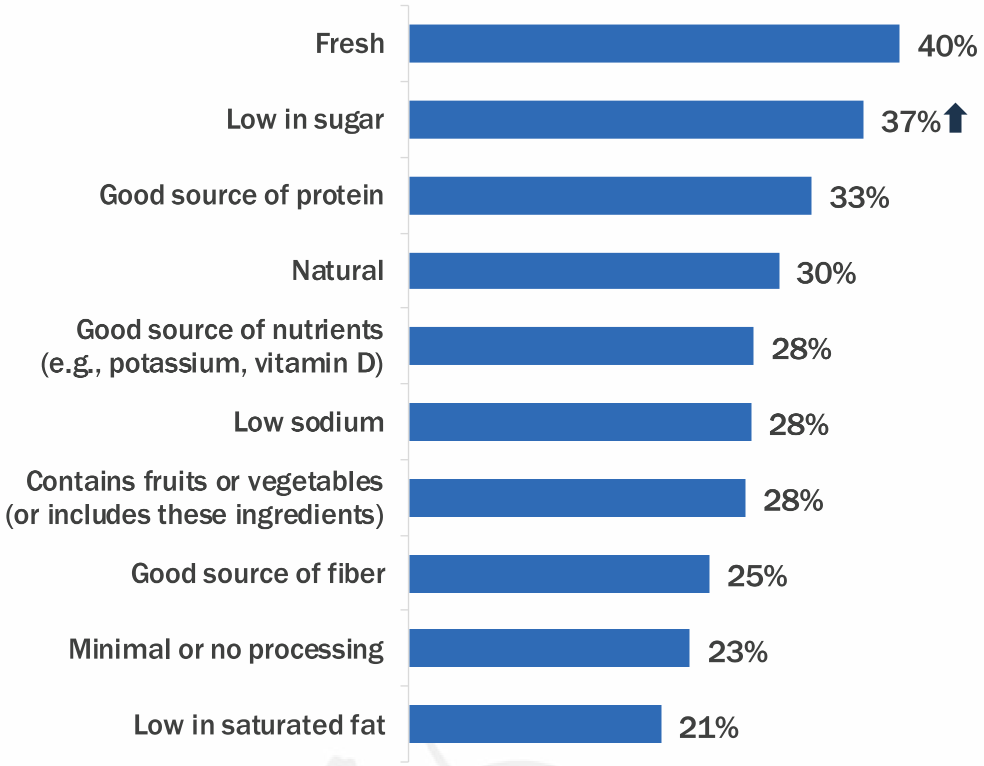


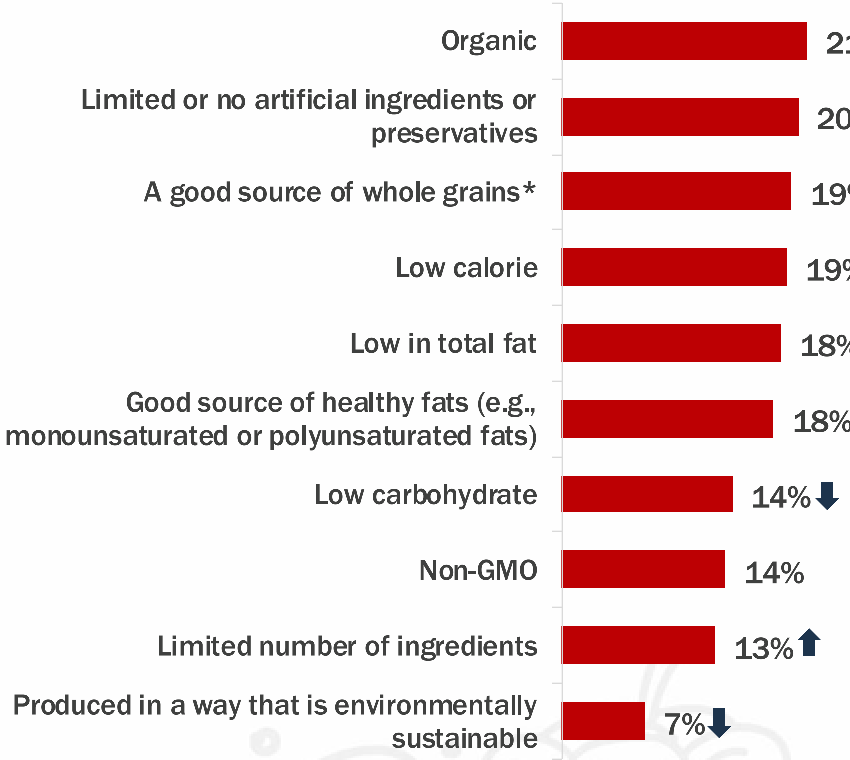


[TREND] Q1 How would you describe your own health, in general? (n=1,022)

"Fresh" and "Low in sugar" remain the top two definitions of healthy food

Older generations are more likely to mention "low in sugar" and "low in sodium," while younger generations more often choose "organic" and "natural."





**New addition in 2023*

[TREND] Q12 Which of the following best define a healthy food to you? Please select up to 5 choices. (n=1,022) Note: "Other" and "none of the above" are not shown

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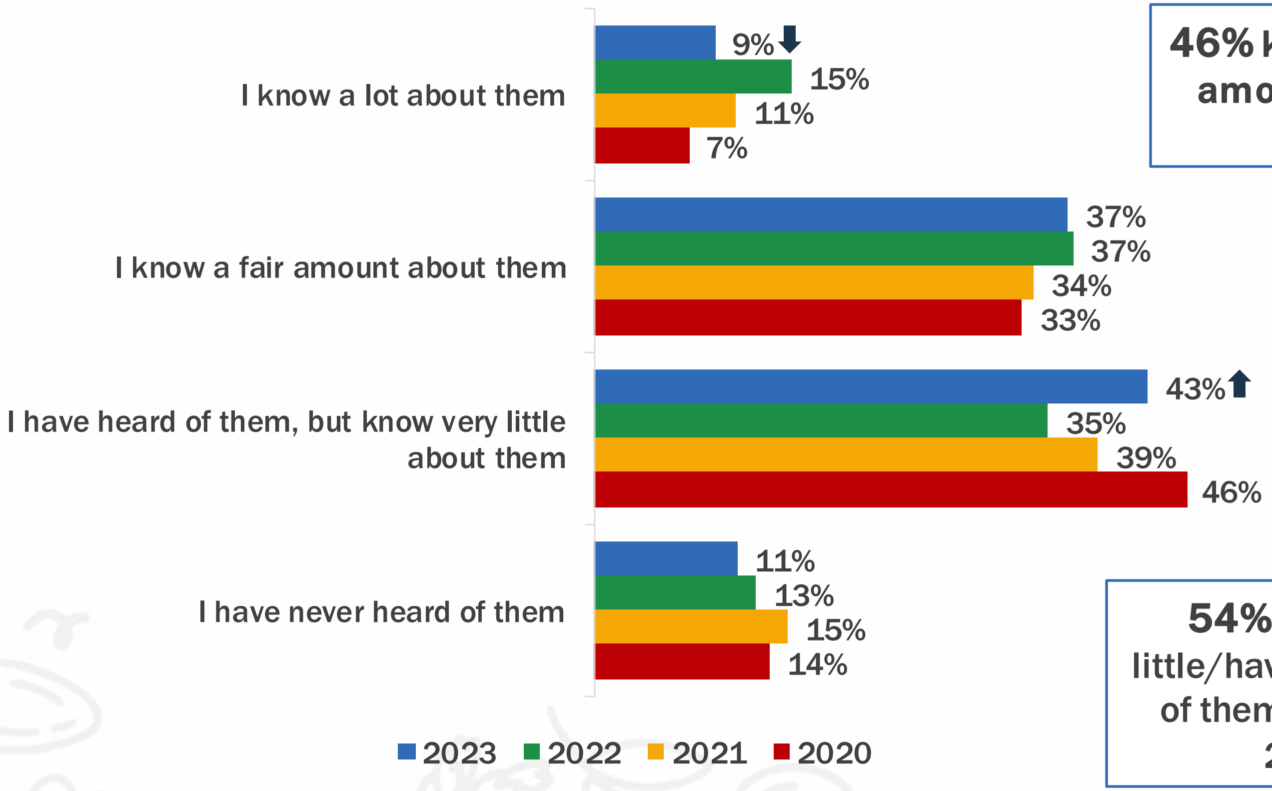
Nearly half know "a lot" or "a fair amount" about the Dietary Guidelines for Americans

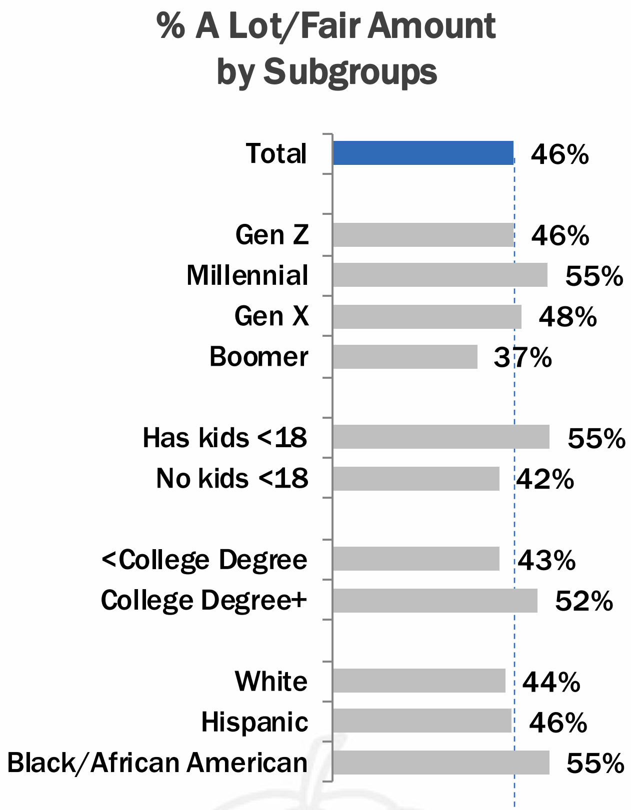
Women, parents, those with more education, and Millennials are more likely to say they know "a lot" or "a fair amount" about the guidelines.

Familiarity with the Dietary Guidelines for Americans



46% know a lot/a fair amount (vs. 52% in 2022)

54% know very little/have never heard of them (vs. 48% in 2022)



[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=1,022)

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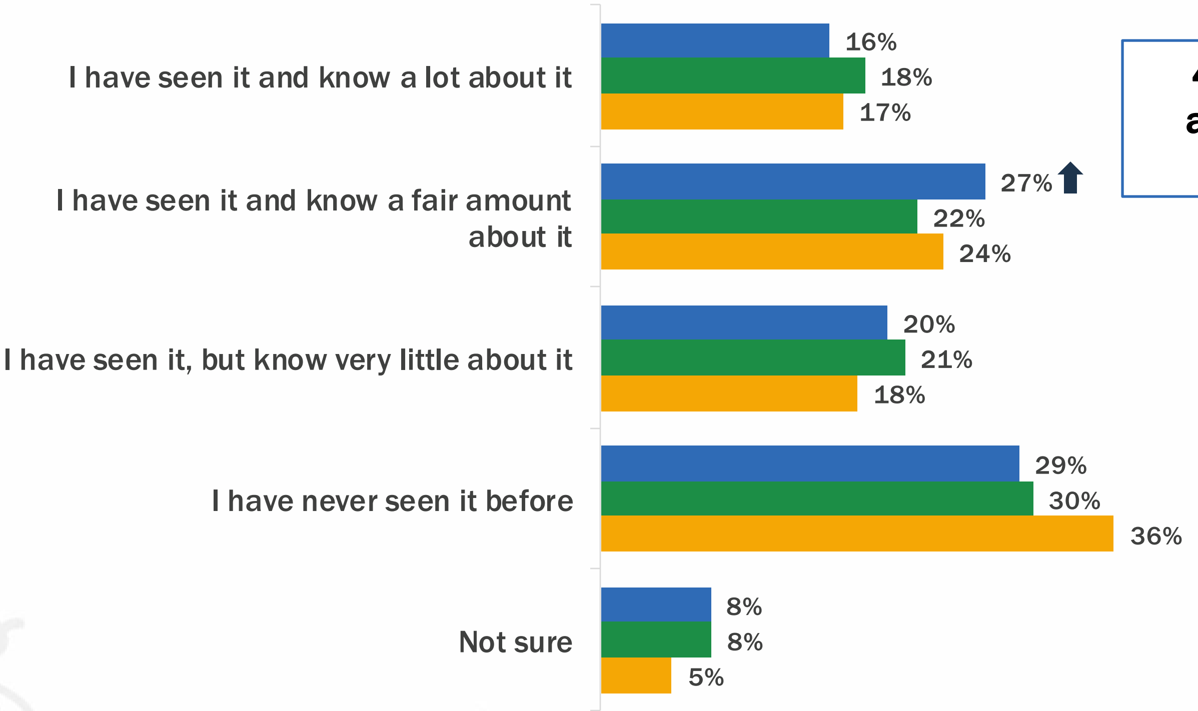
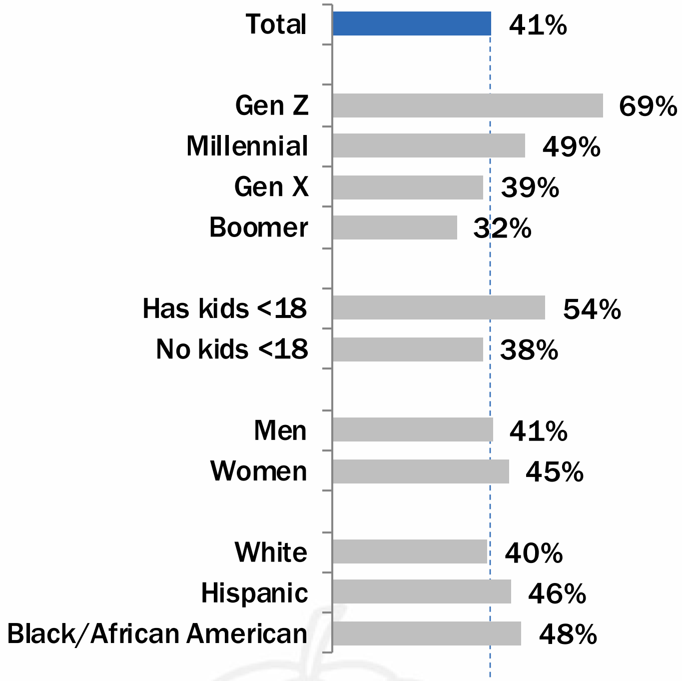
Gen Z is more than twice as familiar with the My Plate graphic as Boomers

Those with young children are also more likely to report familiarity. Overall, 43% know "a lot" or "a fair amount" about it.

Familiarity with My Plate Graphic



% A Lot/Fair Amount by Subgroups



[TREND] Q2 How familiar are you, if at all, with the following graphic [MY PLATE GRAPHIC]? (n=1,022)

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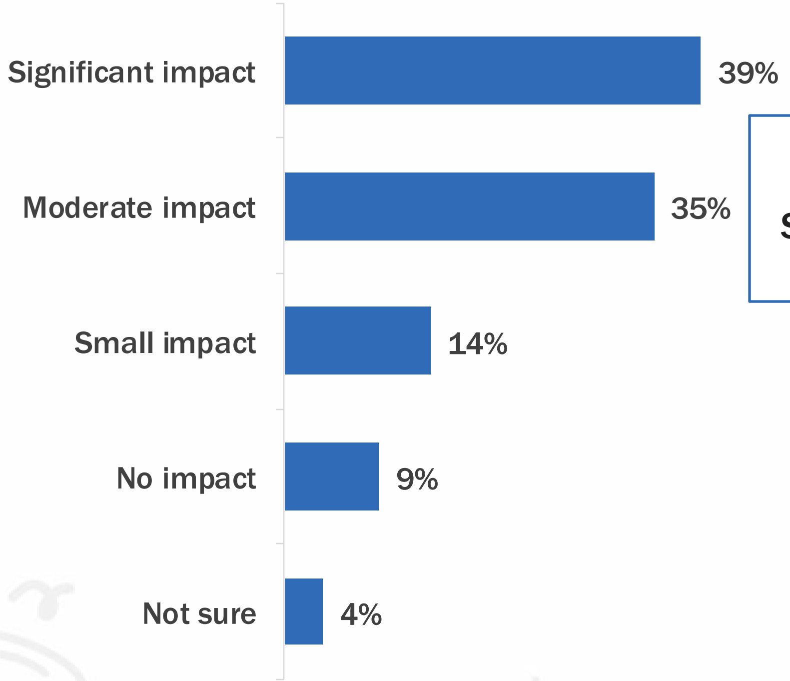
The Impact of Stress and Well-Being on Nutrition

Three in four say food consumption impacts their mental or emotional well-being

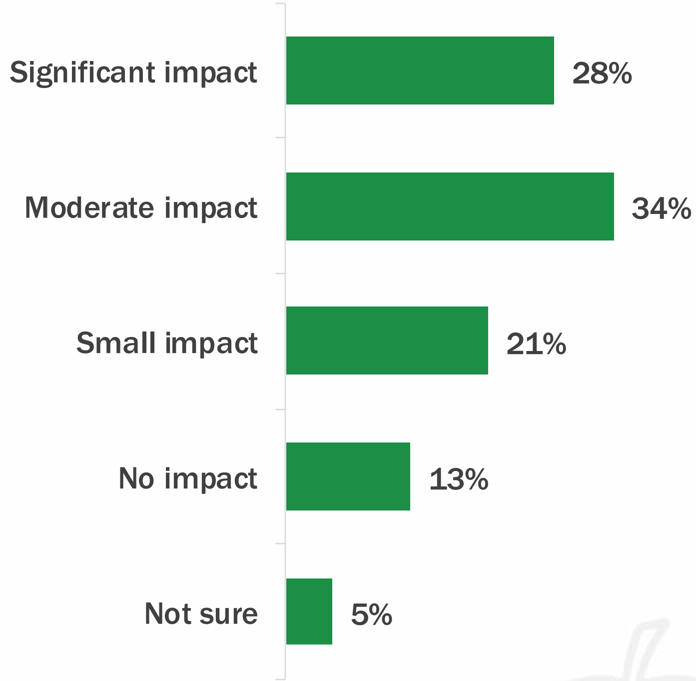
In comparison, only six in ten say the reverse is true: that well-being impacts food choices.

Impact of Food/Beverages Consumed on Mental/Emotional Well-being



74%
Significant/Moderate Impact

Impact of Mental/Emotional Well-being on Food/Beverage Consumption



61%
Significant/Moderate Impact

Q12a. To what degree do you believe that the food and beverages you consume has an impact on your overall mental/emotional well-being? (n=1,022)/ 12b. Now consider the reverse: to what degree does the state of your mental/emotional well-being impact the type of food and beverages you choose to consume? (n=1,022)

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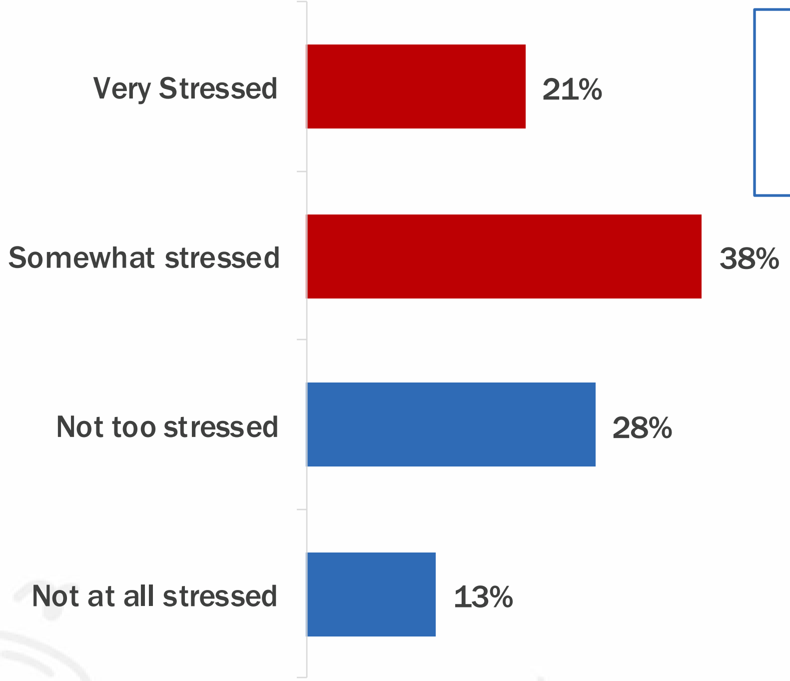
Six in ten self-report being "somewhat" or "very" stressed

Gen Z and Millennials are more likely to be stressed than older generations. Of those who say they are stressed, just over half say it has influenced them to make less-healthy choices.

Self-Reported Stress

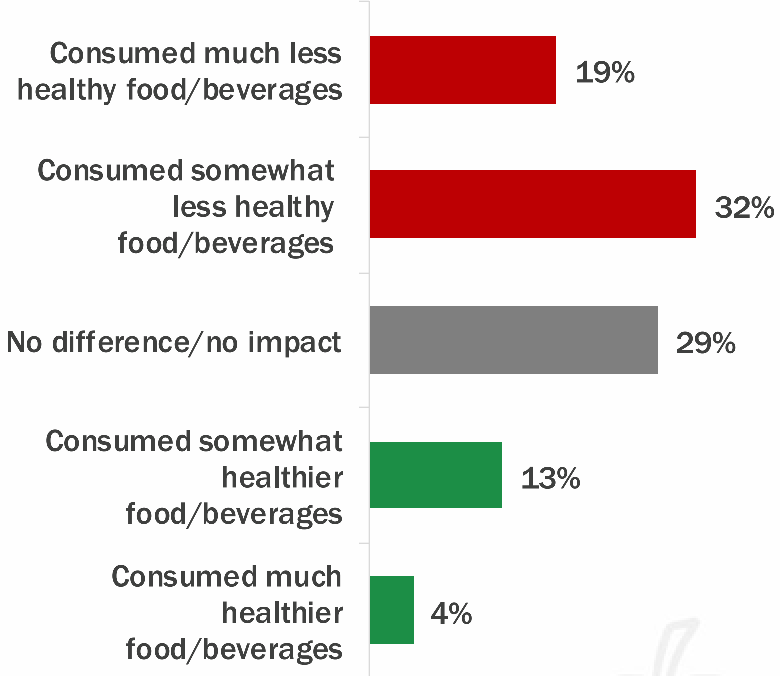


60%
Very/Somewhat Stressed

No significant change vs. 2022

Impact of Stress on Healthfulness of Food/Beverage Consumption

(If At Least Somewhat Stressed)



51%
Somewhat/Much Less-Healthy Consumption

[TREND] Q13 How stressed have you been? (n=1,022) / Q14 What impact did your stress level over the past six months have on the healthfulness of the foods/beverages you consumed?
Filter: Very/Somewhat stressed over the past six months (n=603) Note: "Not sure" is not shown; Response text abridged on each item

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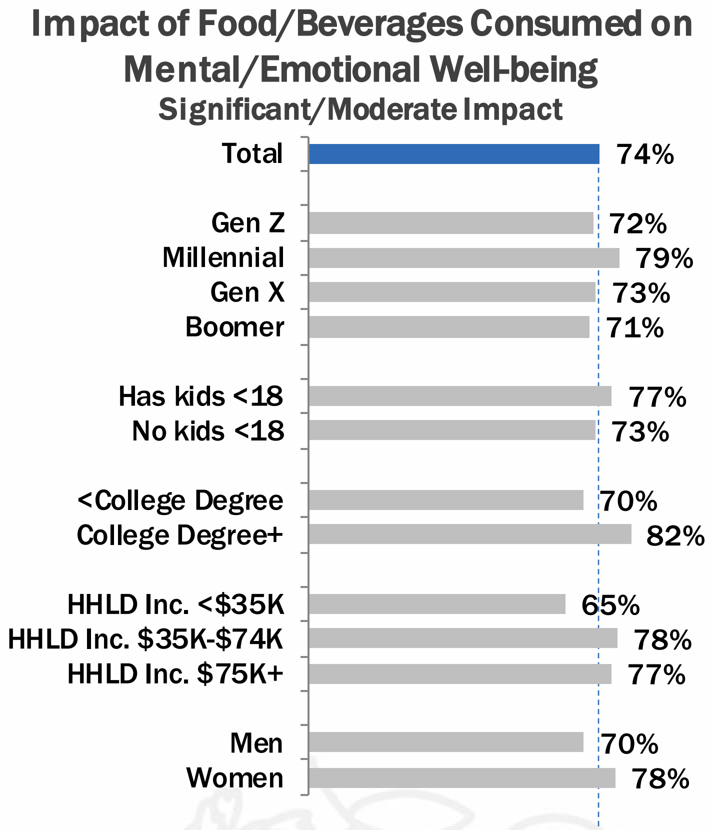
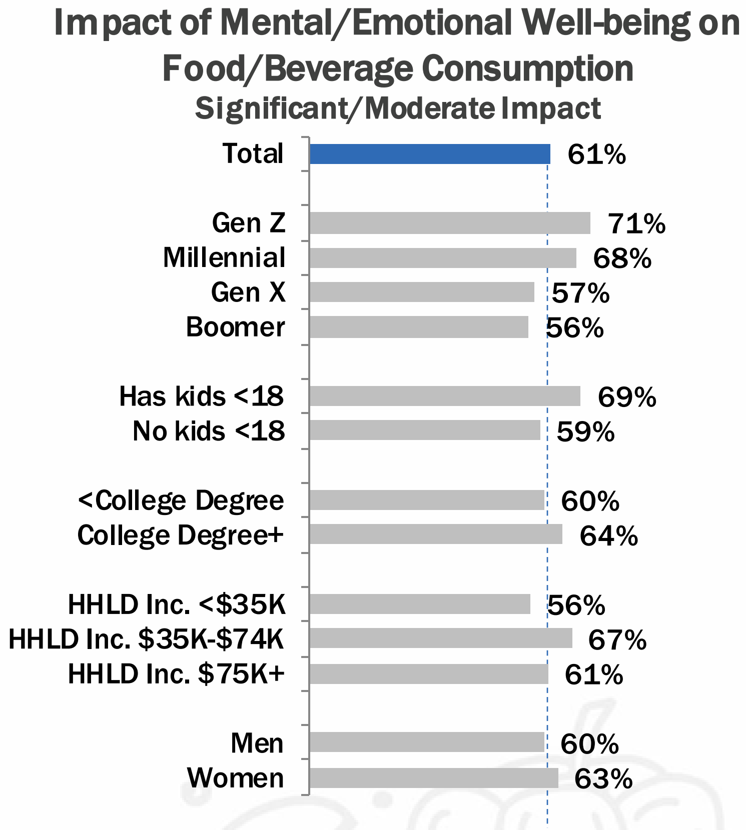
Younger generations are more likely to say their well-being impacts their choices

Interestingly, the same generational difference does not hold true for the impact of food on mental well-being.

Demographic Profile





Q12a. To what degree do you believe that the food and beverages you consume has an impact on your overall mental/emotional well-being? (n=1,022)/ 12b. Now consider the reverse: to what degree does the state of your mental/emotional well-being impact the type of food and beverages you choose to consume? (n=1,022)

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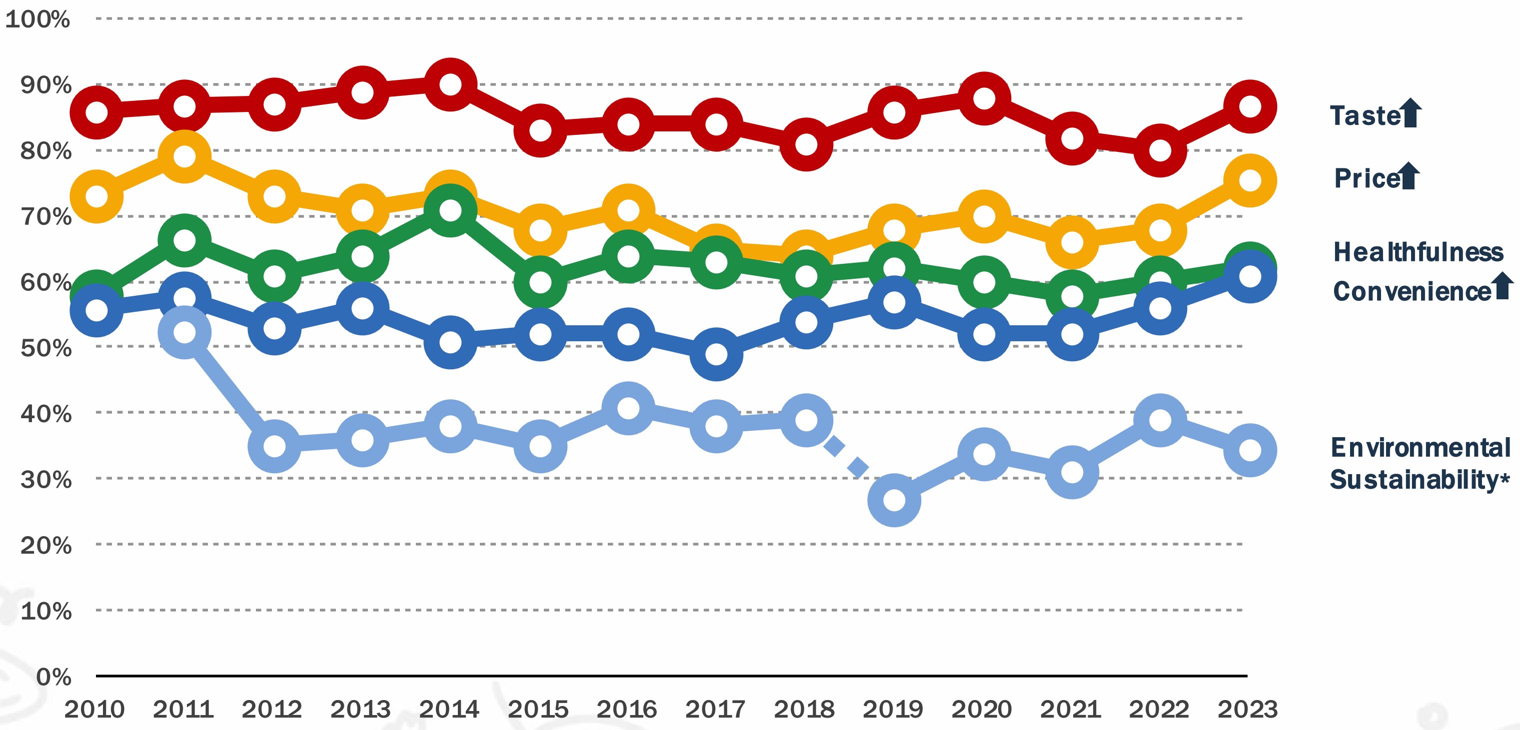
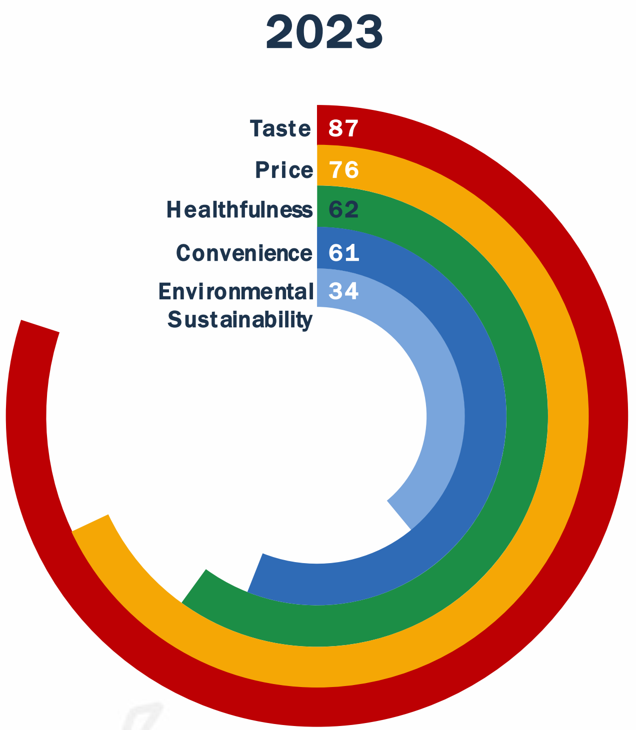
Purchase Drivers and Shopping Patterns

The importance of price is much higher in 2023—but so are other drivers

Taste ranks as the top driver for food and beverage decisions, with nearly nine in ten saying it has an impact on their decision to buy certain foods and beverages. Price has jumped in importance, from 68% to 76%.

Purchase Drivers Over Time
(% 4–5 Impact out of 5)





[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=1,022)
Note: Prior to 2019, "Environmental Sustainability" was addressed as "Sustainability"

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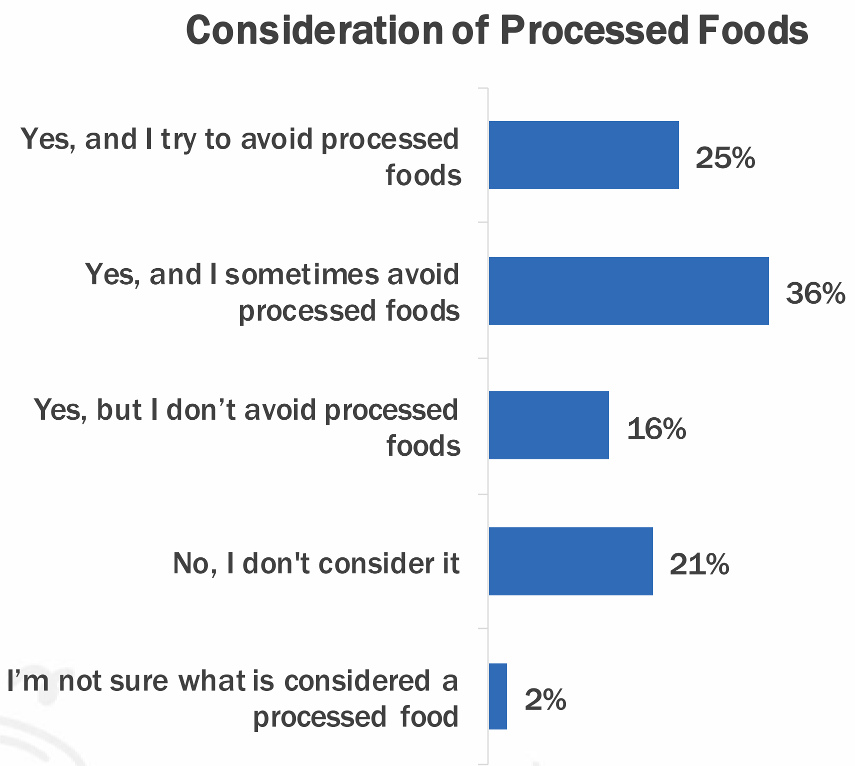
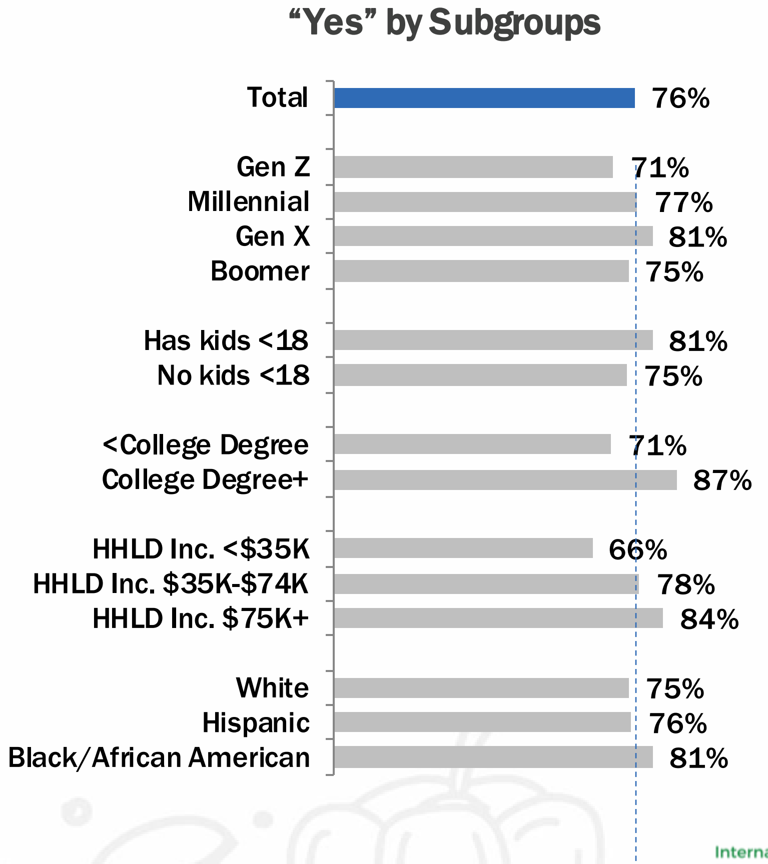
Three in four say they consider if food is processed, and six in ten try to avoid it

Those with higher incomes are more likely to consider whether food is processed.





Q7 When shopping for foods and beverages, do you consider whether the food is processed before purchasing that product? (n=1,022)

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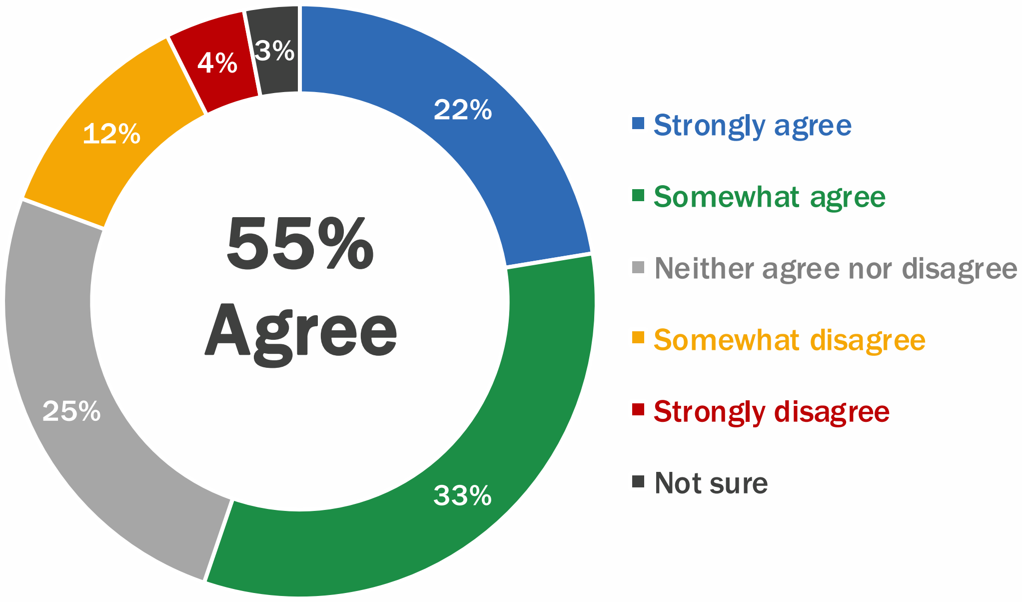
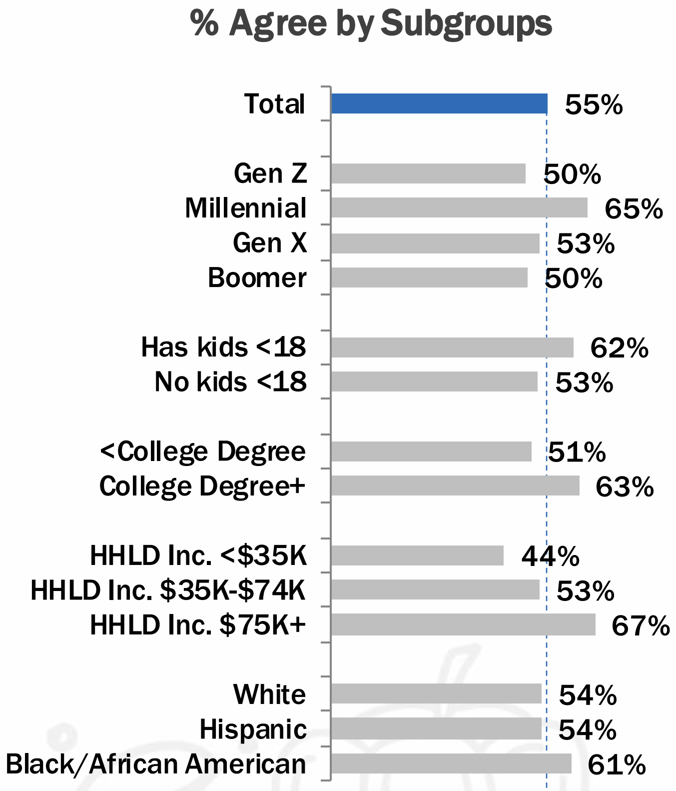
Millennials believe they are more concerned about healthfulness and nutrition than others

Nearly two-thirds of Millennials think this is true, as opposed to only half of Gen Z, Gen X, and Boomers.

"My generation has greater concern about the healthfulness and nutrition of food choices than other generations."





Q9 Do you agree or disagree with the following statement?: My generation has greater concern about the healthfulness and nutrition of food choices than other generations. (n=1,022)

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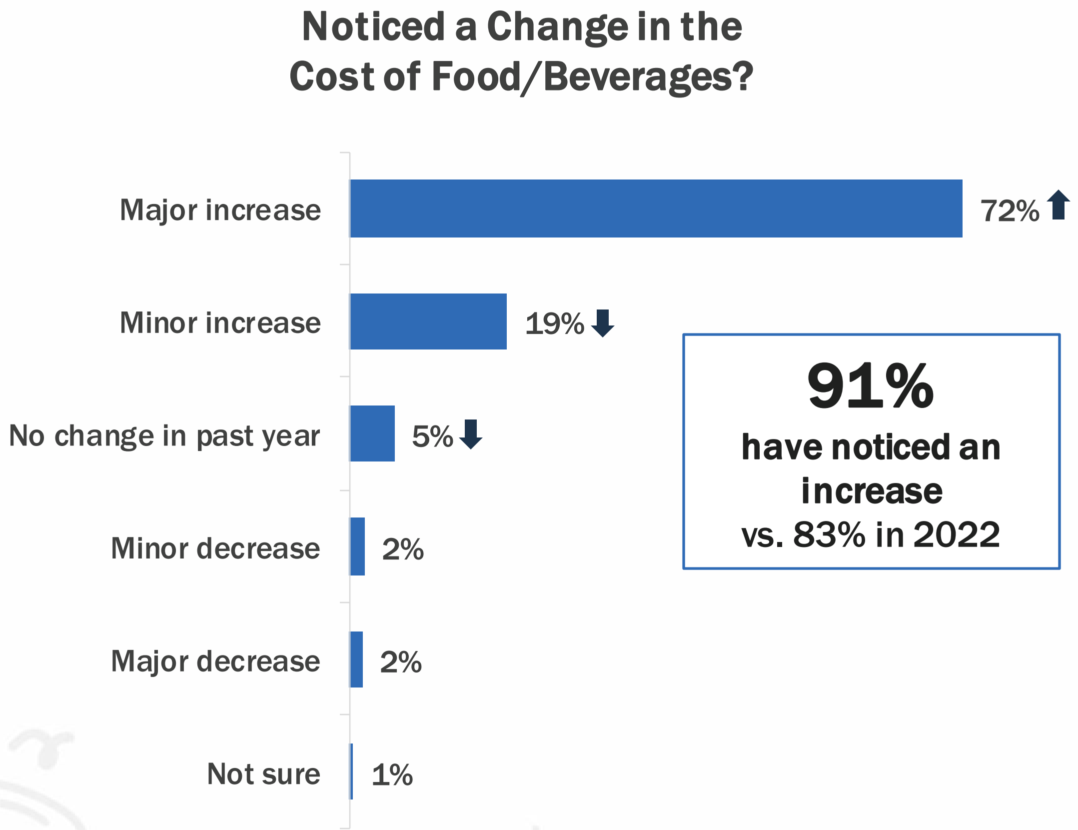
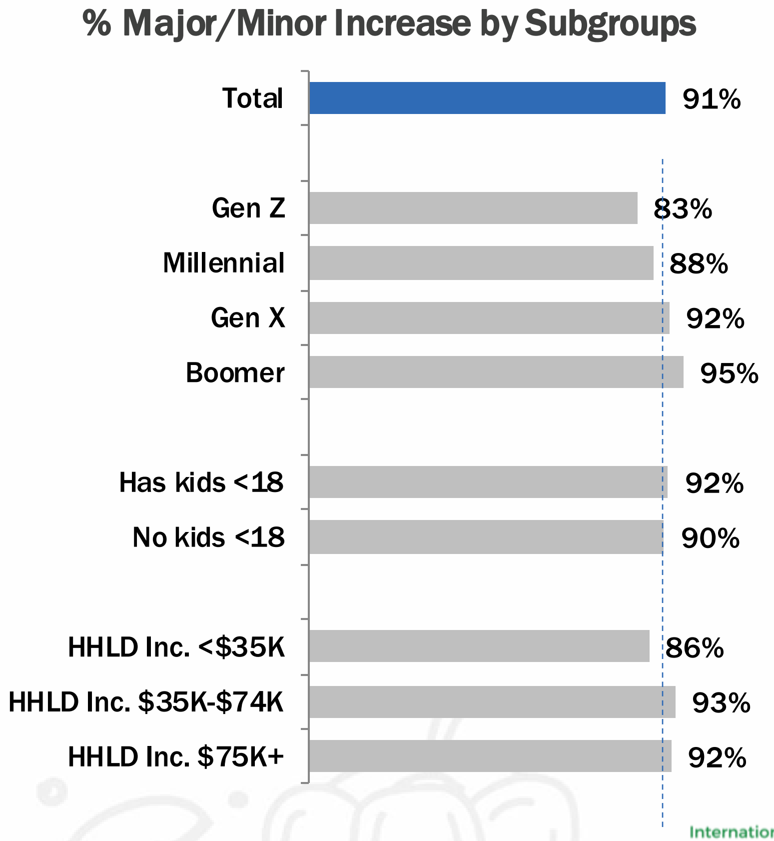
Nine in ten have noticed an increased cost in food and beverages in the past year

Awareness of increased cost is up significantly from 2022. Boomers are more likely to notice an increase in comparison with Gen Z and Millennials.



91%
have noticed an increase
vs. 83% in 2022



[TREND] Q10 In the past year, have you noticed a change in the overall cost of food and beverages? (n=1,022)

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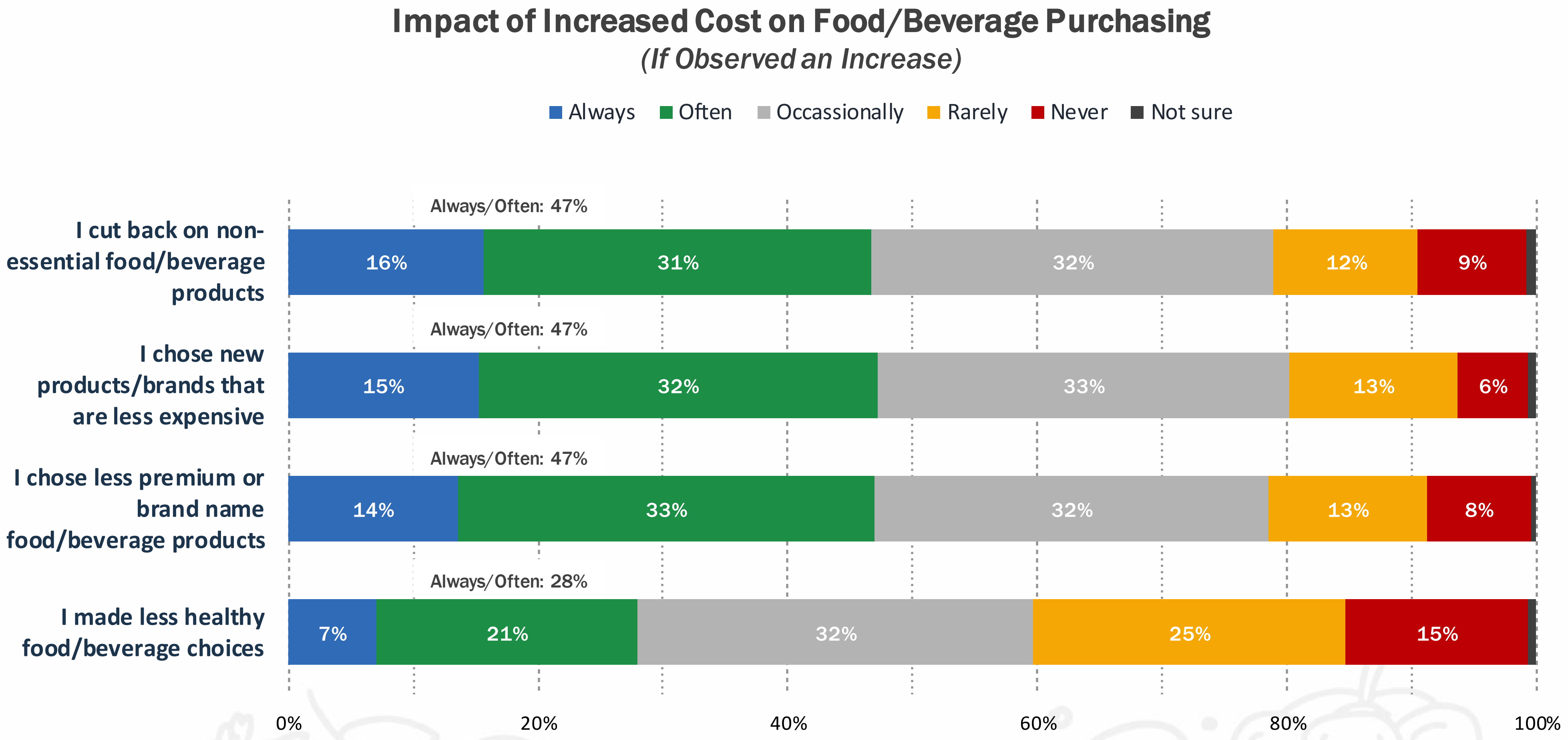
Nearly half who saw an increase say it always/often impacts purchasing

Three in ten say they have made less-healthy choices. Younger generations are more likely to cut back on non-essential items than their older counterparts.



Q11 Over the past year, how often did the increased cost of food/beverages lead to the following? Filter: Have noticed an increase in the overall cost of food and beverages in the past year (n=920)

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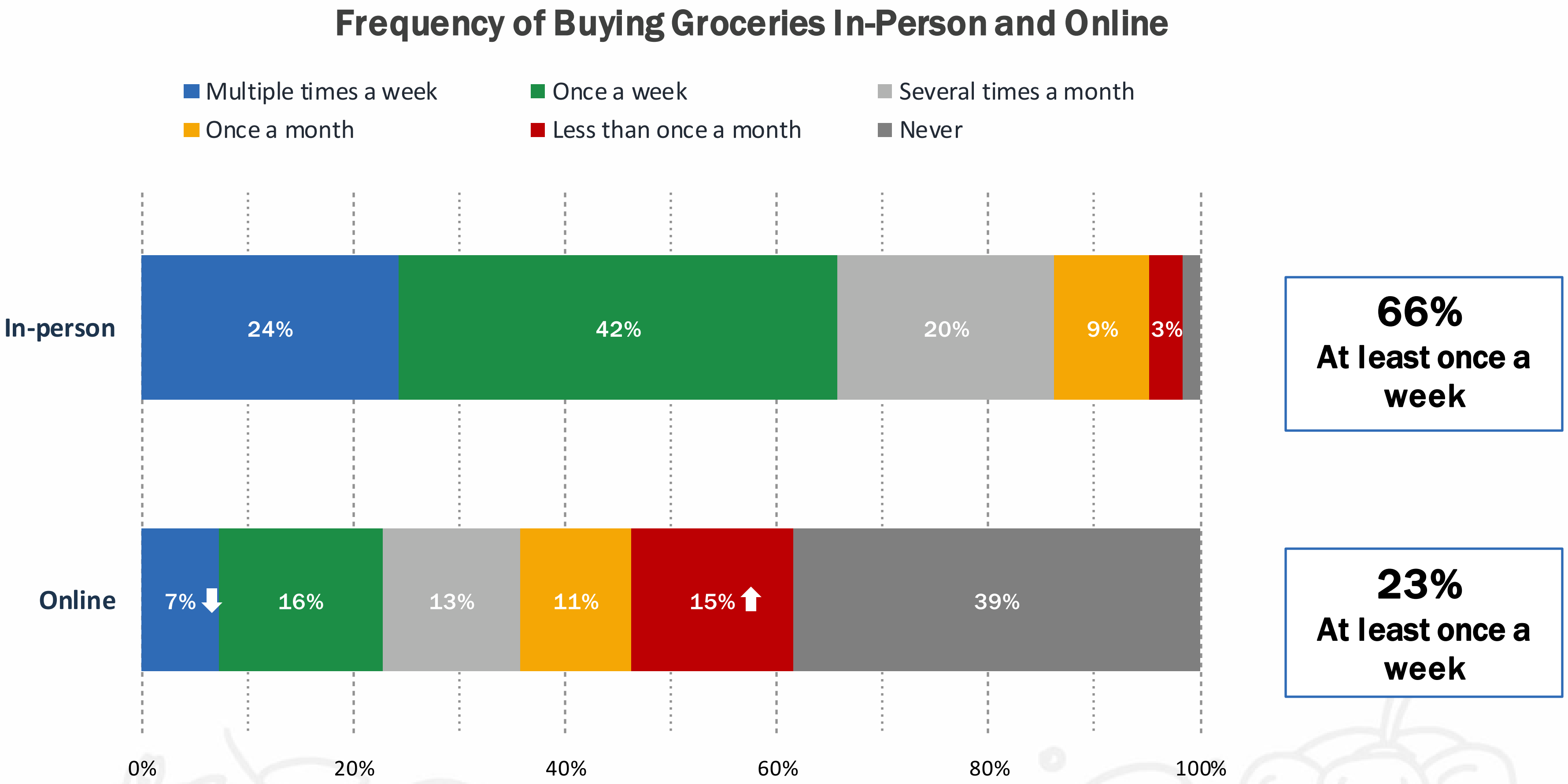
Online and in-person shopping is largely unchanged from 2022

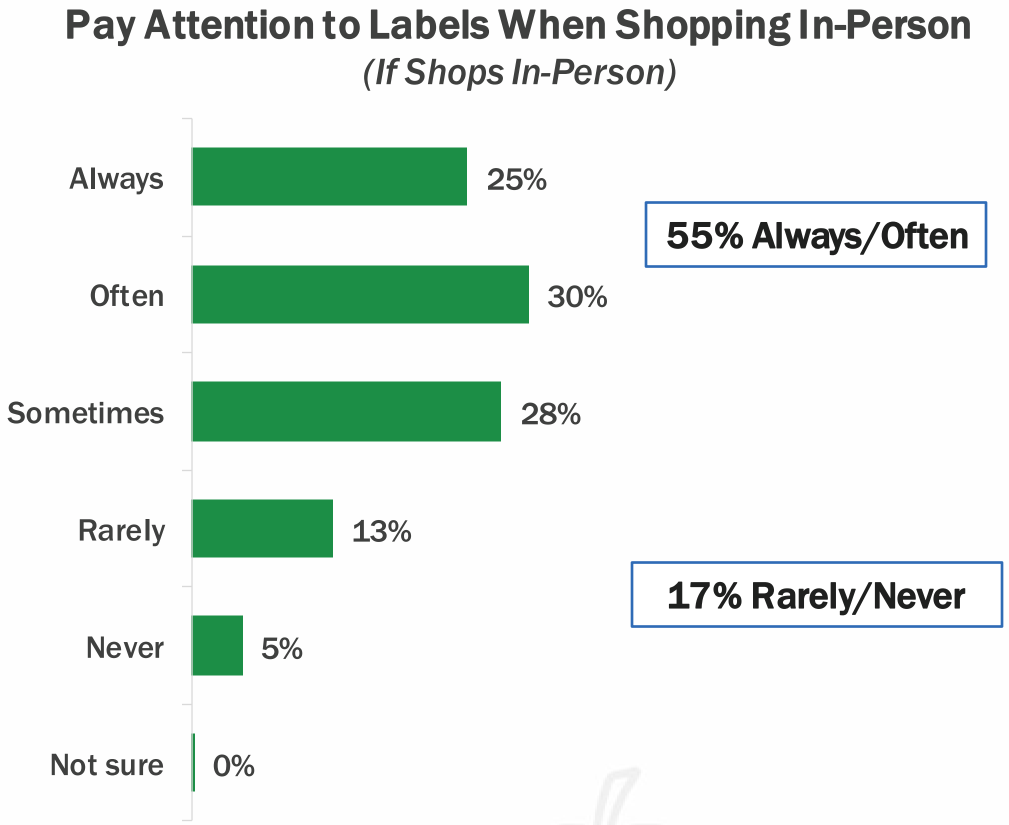
7% now shop online multiple times a week, down from 10% in 2022. Meanwhile, 15% shop online less than once a month, up from 11% last year.



[TREND] Q15A How often do you buy groceries...? A. Online (n=1,022) / [TREND] Q15B How often do you buy groceries...? B. In-person (n=1,022)

Half of online and in-person shoppers pay attention to labels "always" or "often"

Fewer online shoppers say they always pay attention to labels than in 2022.



[TREND] Q16 How often do you pay attention to the labels on food and beverage packaging when shopping...? A. Online Filter: Buys groceries online: (n=628) / TREND] 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=1,003)

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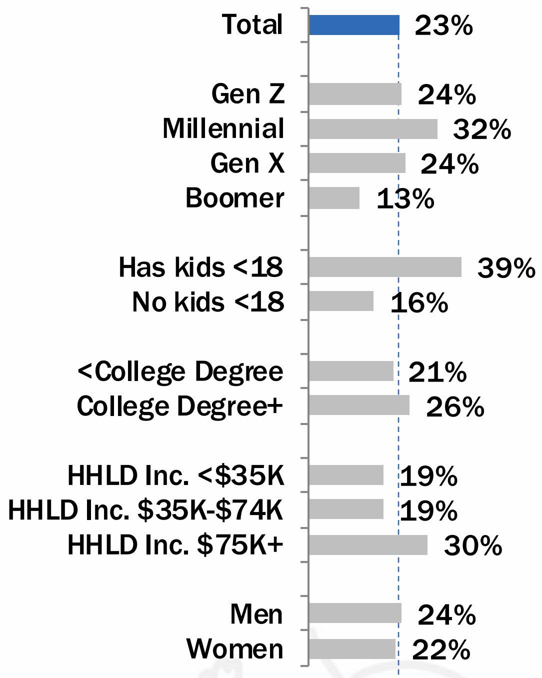
Online shoppers are often younger, parents, and have higher incomes

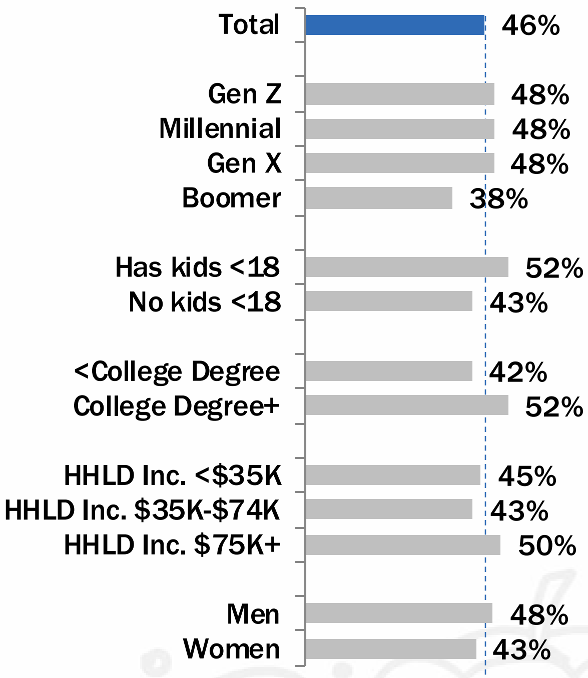
Gen Z appears to be shopping online less regularly than they did last year. In 2022, 35% of Gen Z reported shopping online at least weekly. In 2023, only 24% say the same.

Demographic Profile of Online Shoppers

% Shop Online at Least Weekly



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



*[**TREND**] Q15A How often do you buy groceries...? A. Online Filter: Buys groceries online: (n=1,022) / **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=628)*

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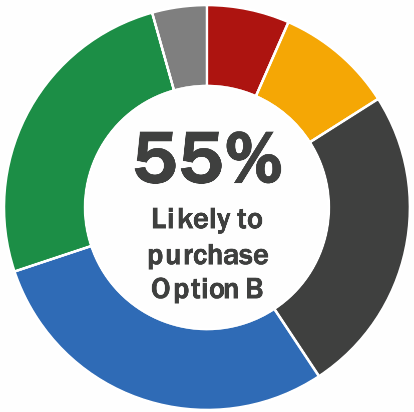
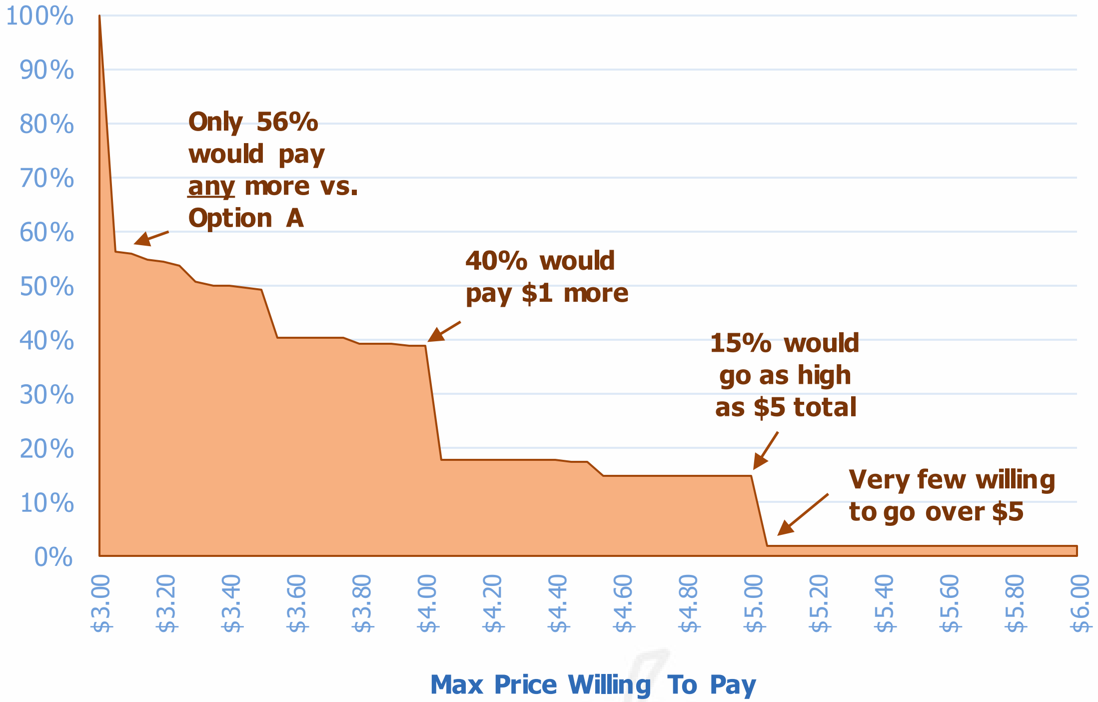
Over half say they would buy the "healthy" option as defined by the FDA

Just over half would be willing to pay more than the price of a snack not labeled as healthy.

Imagine you are in the snack aisle looking to purchase a snack food. Now imagine you come across two different options of a trail mix snack (Option A and Option B). Both options have the same price, except option B has a label that indicates that it meets the definition for healthy as defined by the Food and Drug Administration (FDA). Which option would you likely purchase?



If Option B is Preferred: If Option A costs $3.00, what is the most you would be willing to pay for Option B?



Q17 Imagine you are in the snack aisle looking to purchase a snack food. Now imagine you come across two different options of a trail mix snack (Option A and Option B). Both options have the same price, except option B has a label that indicates that it meets the definition for healthy as defined by the Food and Drug Administration (FDA). Which option would you likely purchase? (n=1,022) / Q18 If Option A costs $3.00, what is the most you would be willing to pay for Option B with the label that indicates that it meets the definition for healthy as defined by the Food and Drug Administration (FDA)? Filter: Option B favored (n=551)

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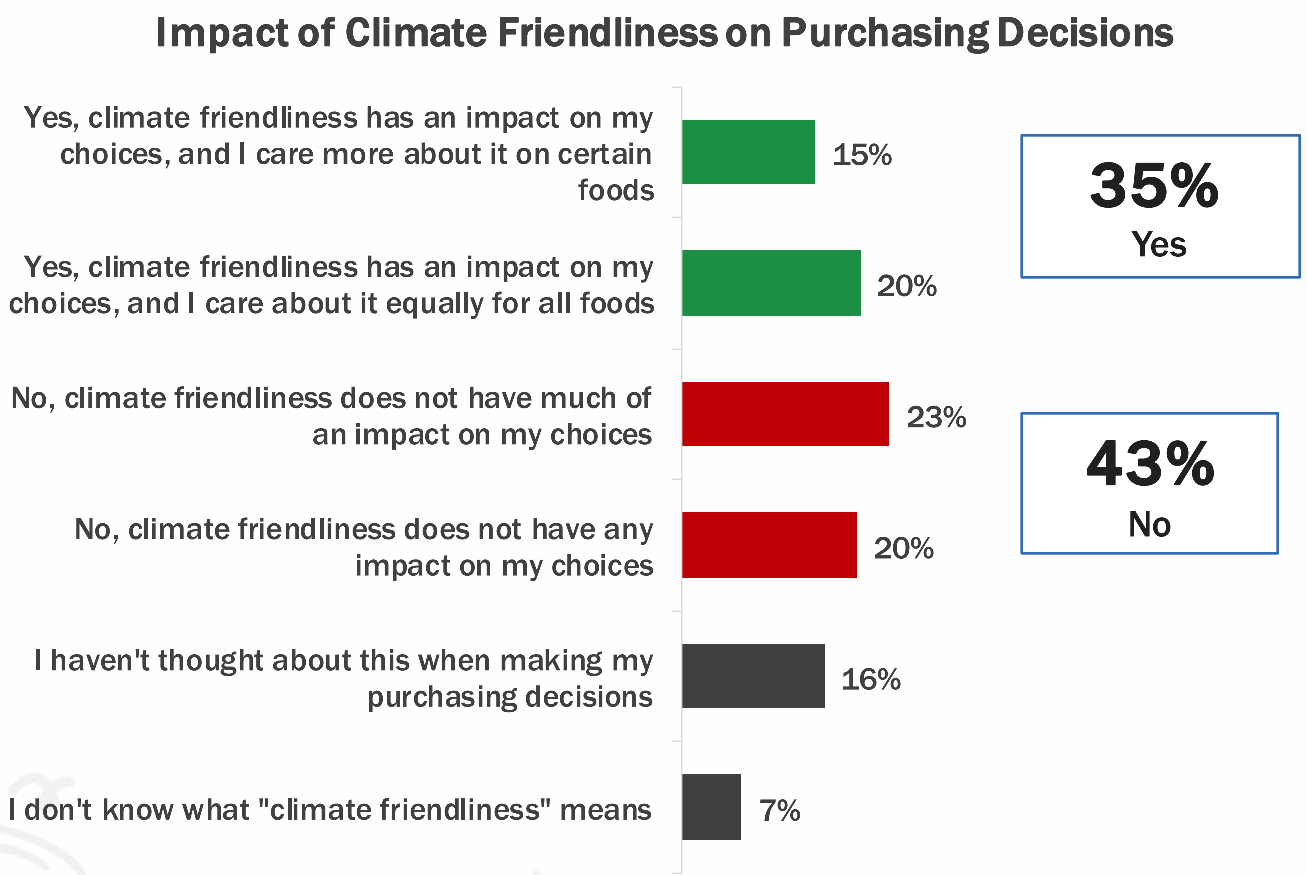
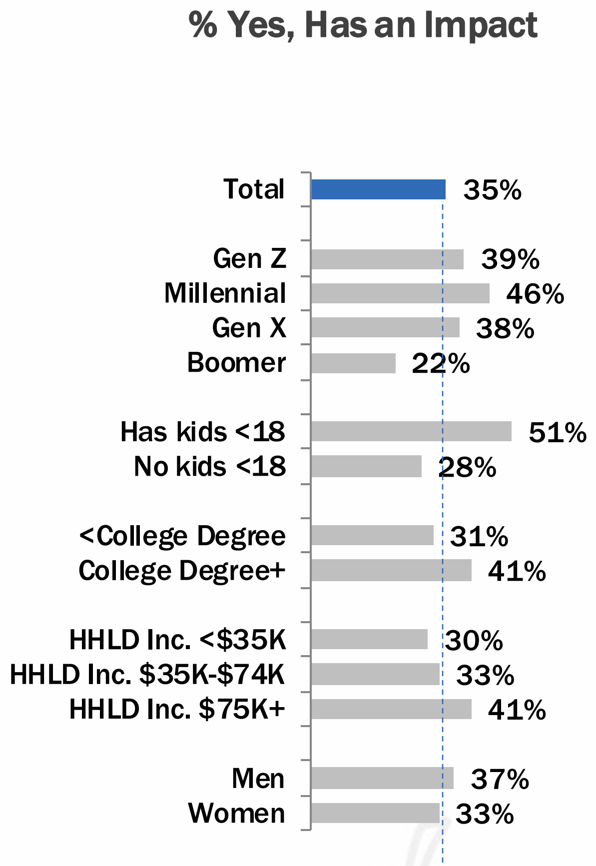
About one-third say that climate-friendliness has an impact on their choices

Younger generations, parents, and those with higher education are more likely to say it has an impact.



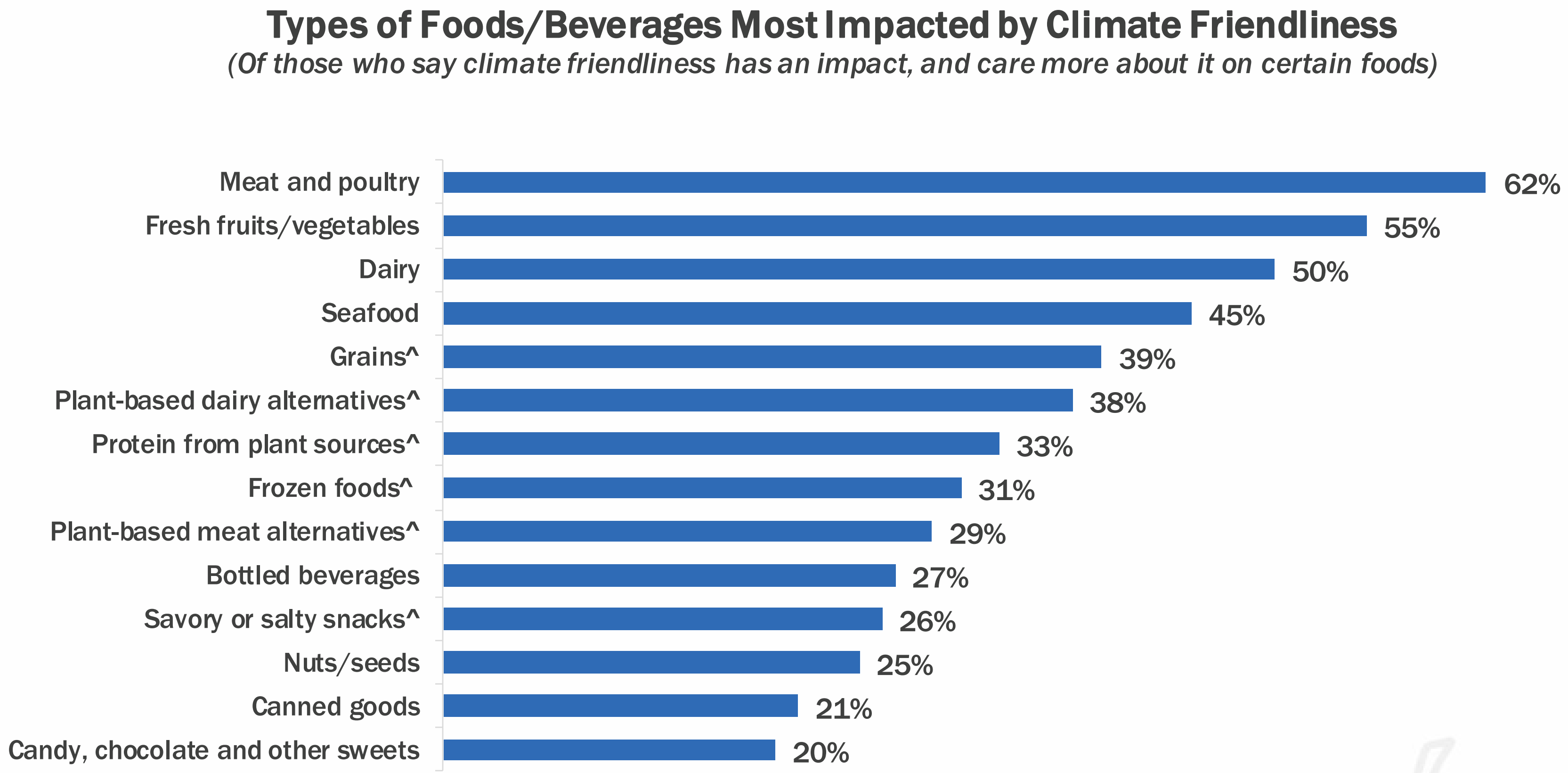


Q19 Does the climate friendliness of a food/beverage product have an impact on your purchasing decisions, and if so, do you care about it more for certain kinds of foods/beverages (e.g., produce, dairy, meat, cereal, juice, etc.) or do you consider it the same way for all kinds of foods/beverages? (n=1,022)

International Food Information Council

Meat and poultry purchase decisions are most impacted by climate concerns

Fresh fruits and vegetables, dairy, and seafood purchases are commonly impacted by those concerned with climate friendliness.



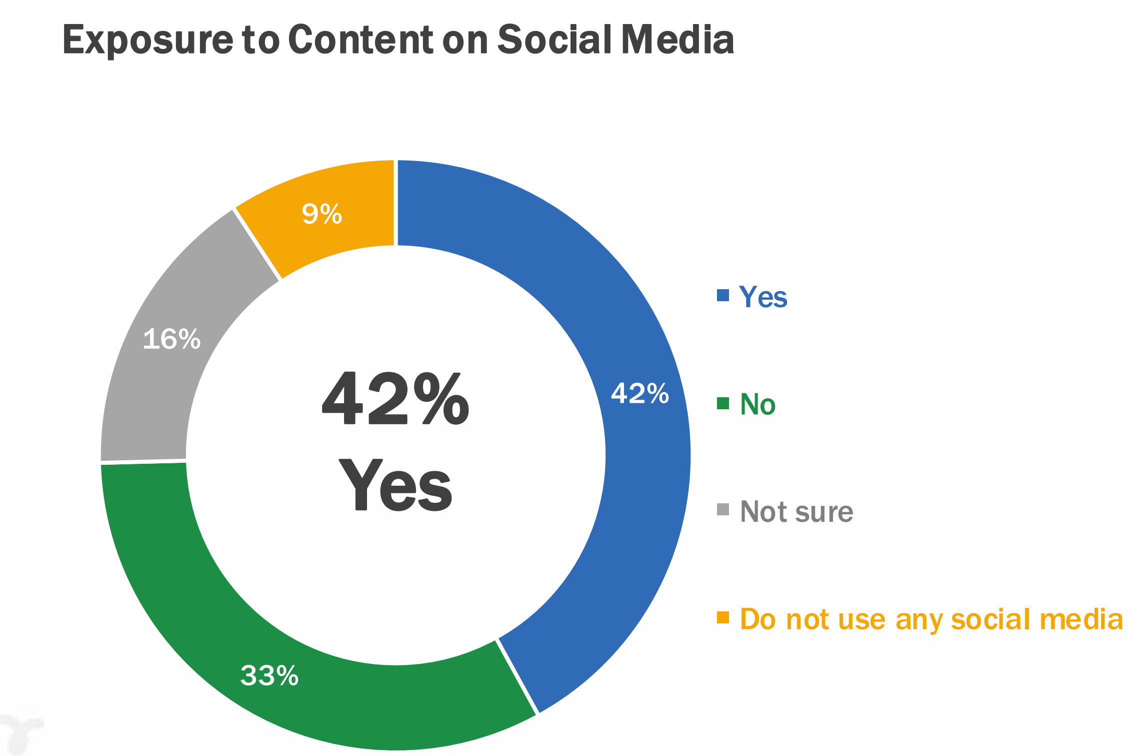
Q19A For what types of foods/beverages does climate friendliness have more of an impact on your choices? (Select all that apply.) Filter: Climate friendliness has an impact on my choices, and I care more about it on certain foods (n=146)). Note: "Other" and "none of the above" are not shown; ^Response text abridged

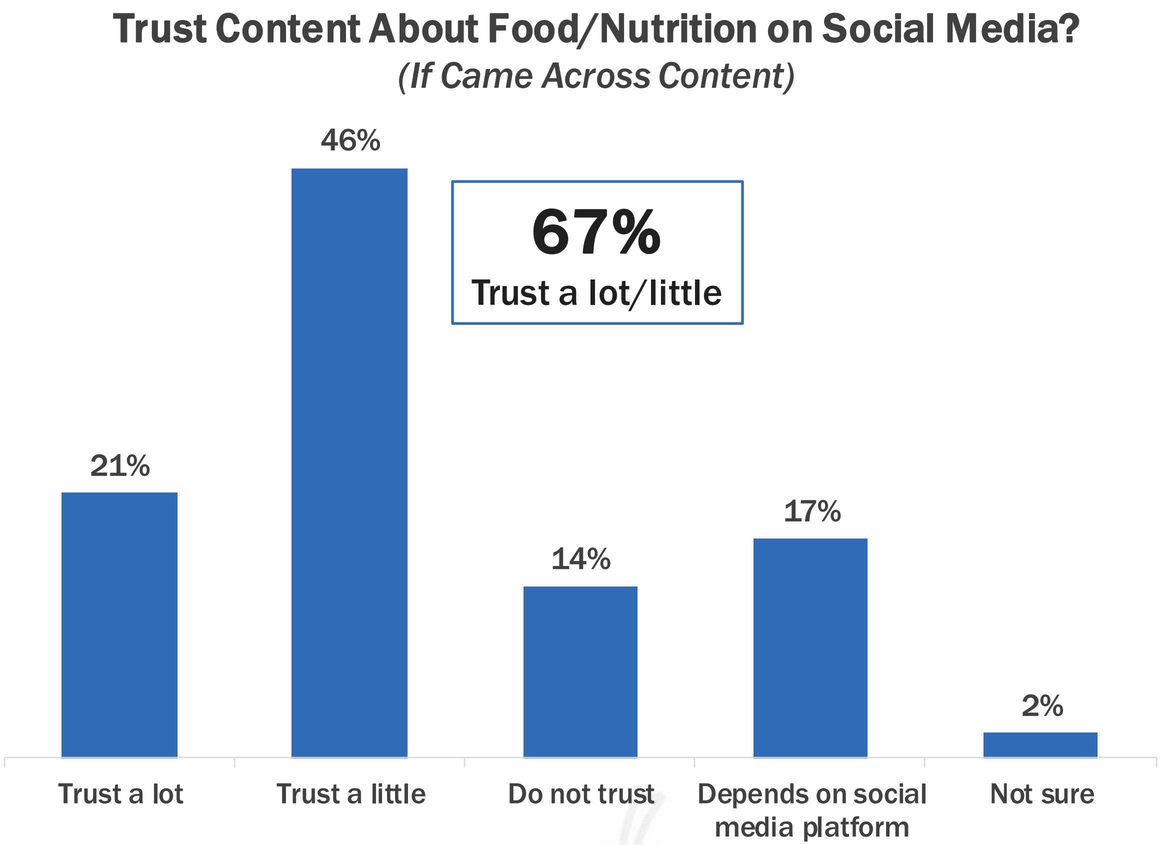
International Food Information Council

The Impact of Social Media

Four in ten have come across content about food and nutrition on social media

Two-thirds say they trust the content they have come across.





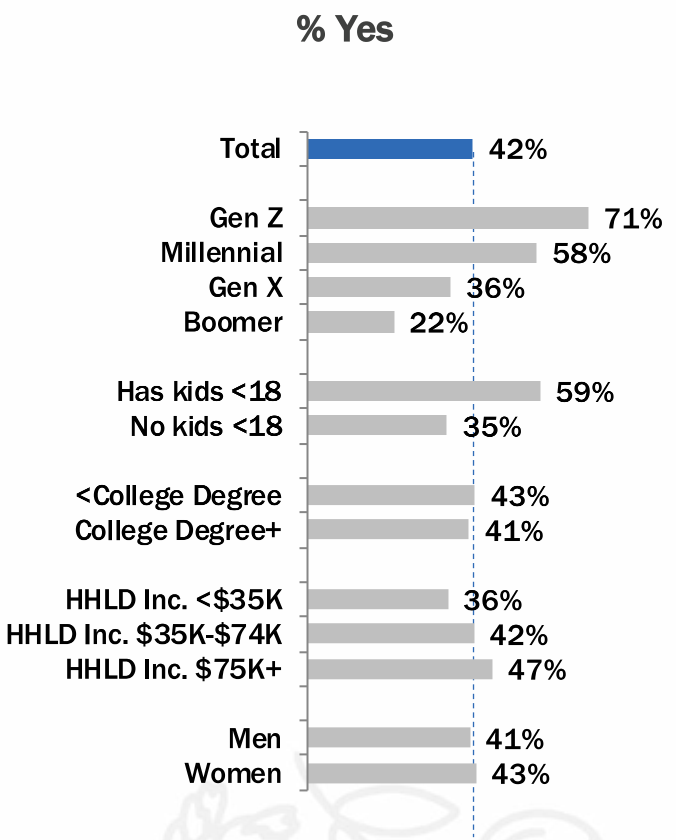
Q21 In the past year, have you come across any content about food or nutrition on social media (e.g., Facebook, Instagram, Pinterest, Twitter, YouTube, TikTok)? (n=1,022) / Q23 In general, how much do you trust the content you see on social media about food and nutrition? Filter: Came across any content about food or nutrition on social media in the past year (n=429)

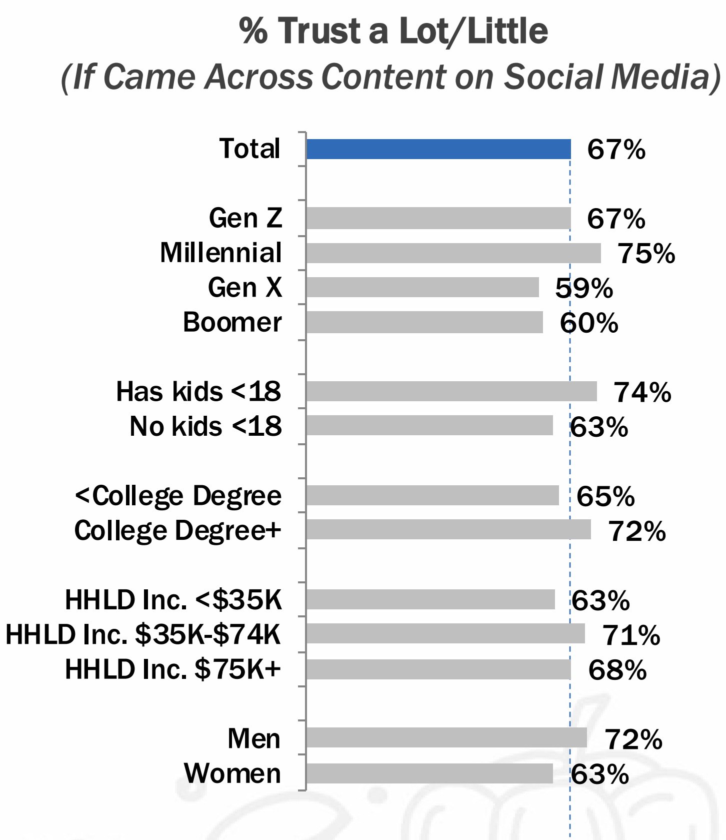
International Food Information Council

Younger generations and parents are more likely to view content on social media

Millennials are also more likely to trust the content they come across.

Demographic Profile of Respondents



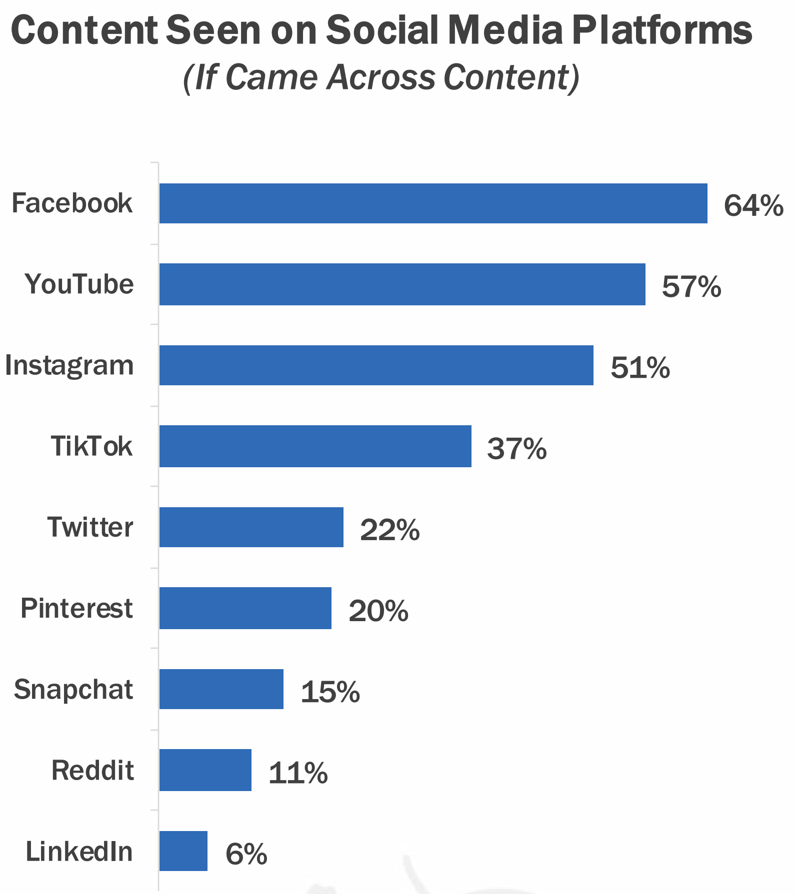


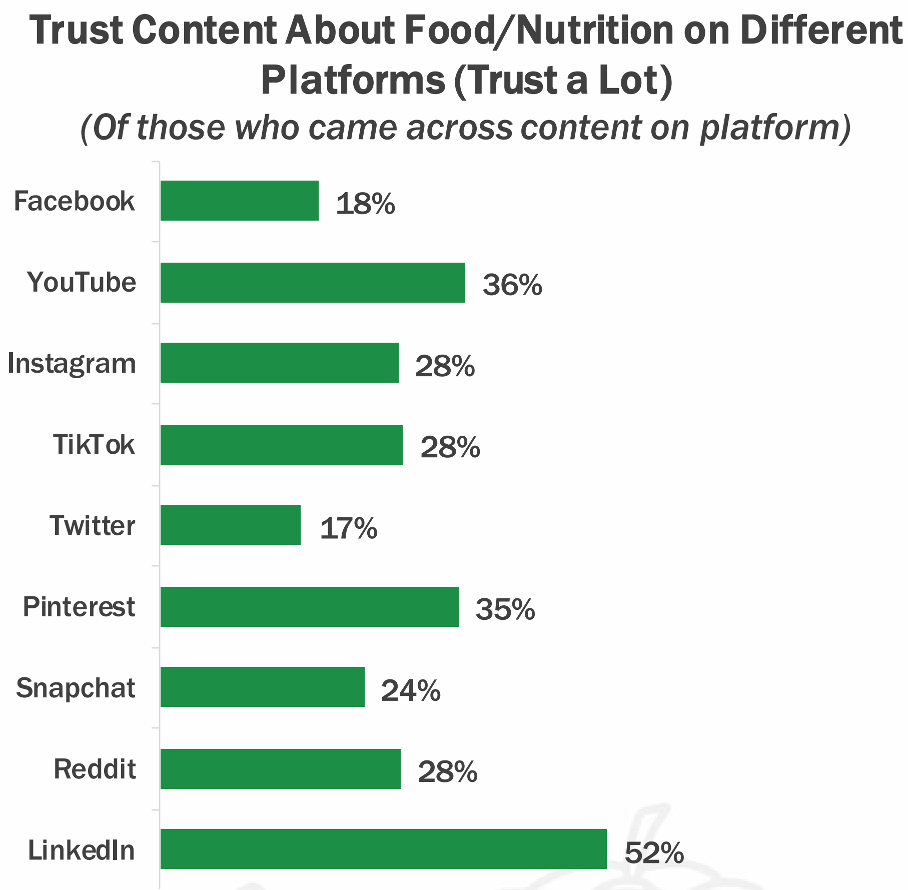
Q21 In the past year, have you come across any content about food or nutrition on social media (e.g., Facebook, Instagram, Pinterest, Twitter, YouTube, TikTok)? (n=1,022) / Q23 In general, how much do you trust the content you see on social media about food and nutrition? Filter: Came across any content about food or nutrition on social media in the past year (n=429)

International Food Information Council

Facebook, YouTube, and Instagram are the most common for food and nutrition content

For those who see food or nutrition content on each platform, trust in the content doesn't vary greatly—except for LinkedIn, YouTube, and Pinterest, which garner a higher degree of trust.



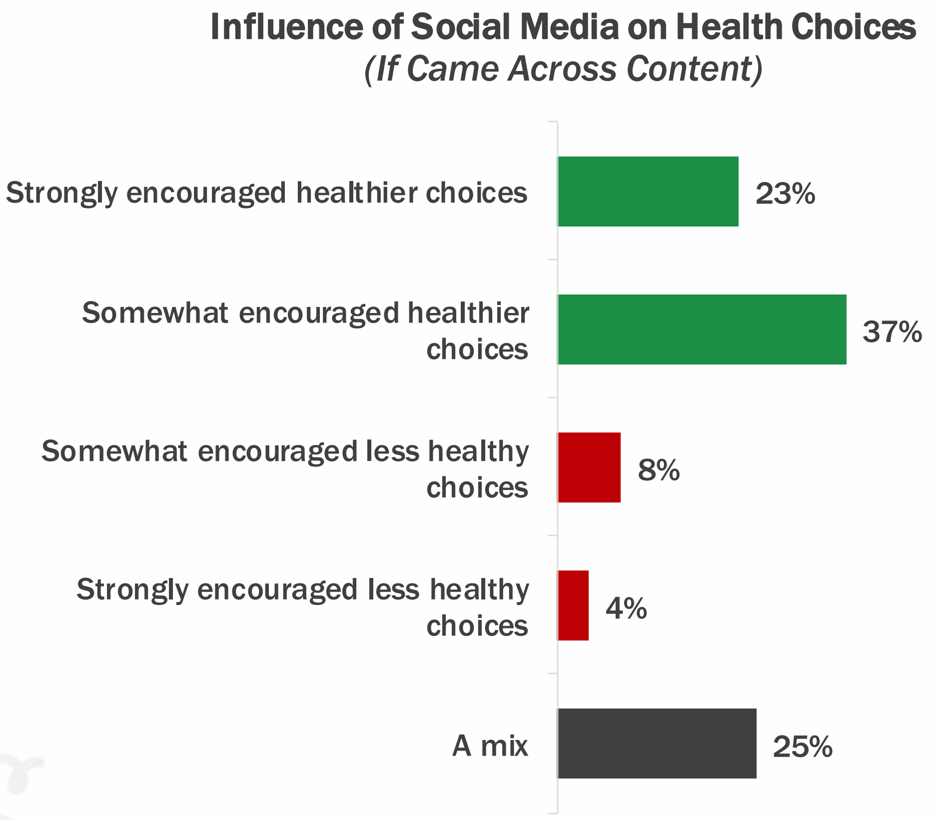


Q22 On which social media platforms have you seen content about food or nutrition? (Select all that apply.) Filter: Came across any content about food or nutrition on social media in the past year (n=429). Note: "Other" and "none of the above" are not shown / 23a. How much do you trust the content you see about food and nutrition on each of the following social media platforms? Filter: Saw content about food or nutrition on social media (n=429)

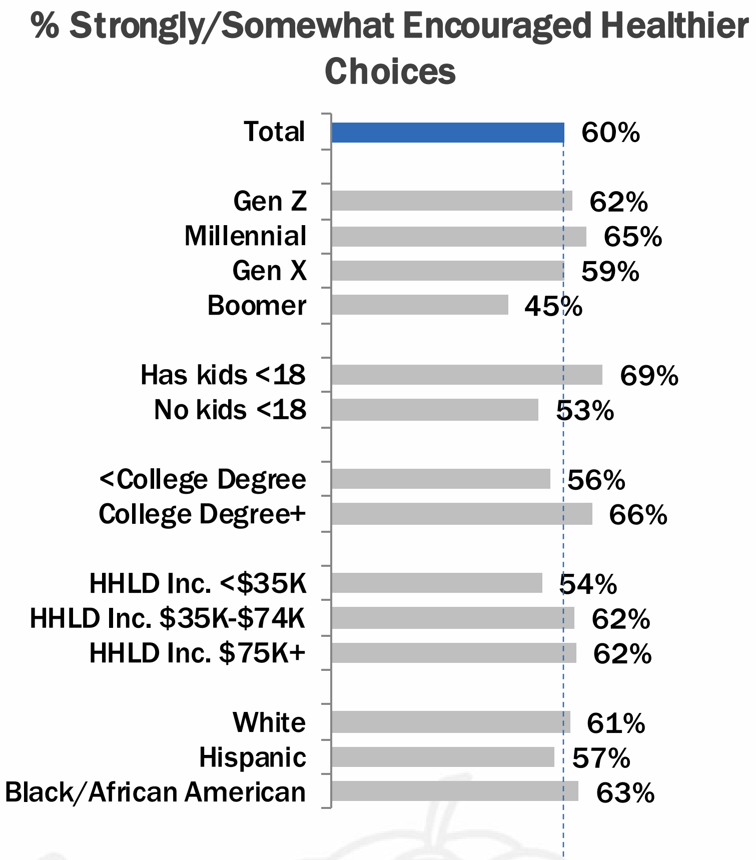
International Food Information Council

Six in ten say they have made healthier choices as a result of social media

Younger generations and parents are more likely to say they were strongly encouraged to make healthier choices.



60%
Strongly/Somewhat Encouraged Healthier Choices



Q24 In your opinion, has the content you found on social media about food and nutrition encouraged healthier choices, less healthy choices, or is it a mix? Filter: Came across any content about food or nutrition on social media in the past year (n=429). Note: "Not sure" is not shown; Response text abridged on each item

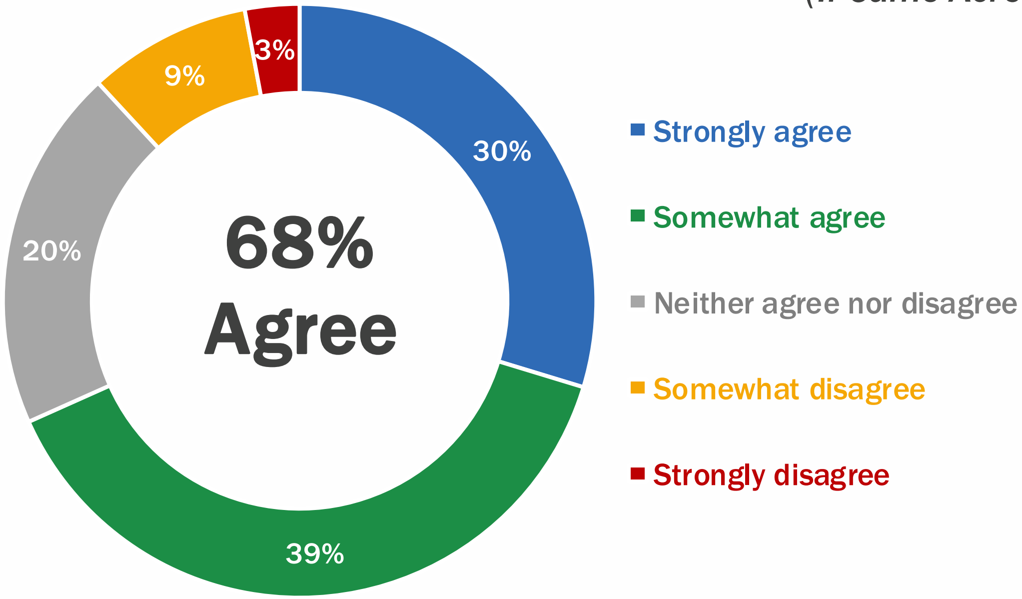
International Food Information Council

Despite their trust in social media content, seven in ten have seen conflicting info

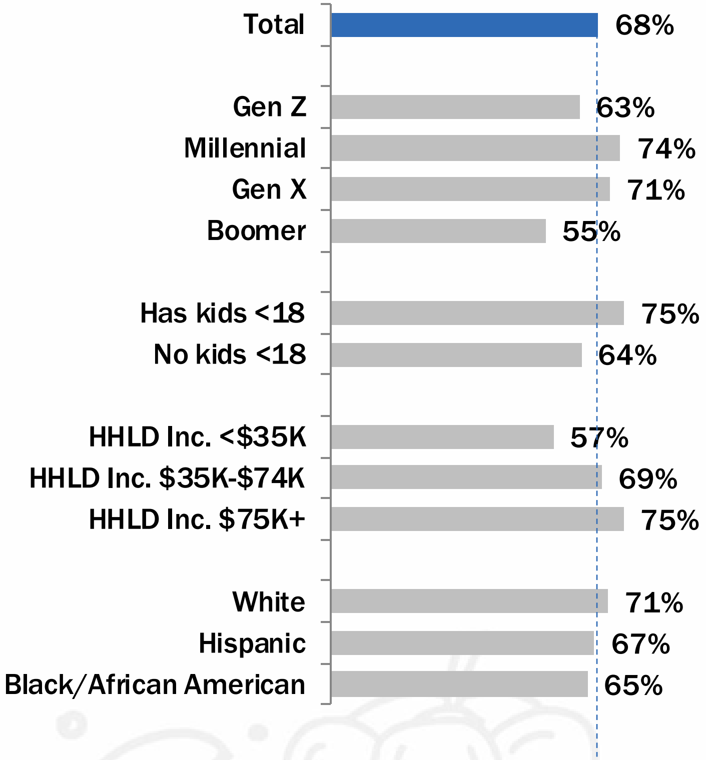
Millennials, parents, and those with higher income more often agree that they've seen conflicting information.

I have seen a lot of conflicting information on social media about what foods I should eat or avoid.

(If Came Across Content)



% Agree by Subgroups



Q25AA Do you agree or disagree with the following statement? "I have seen a lot of conflicting information on social media about what foods I should eat or avoid." Filter: Came across any content about food or nutrition on social media in the past year (n=429). Note: "Not sure" is not shown

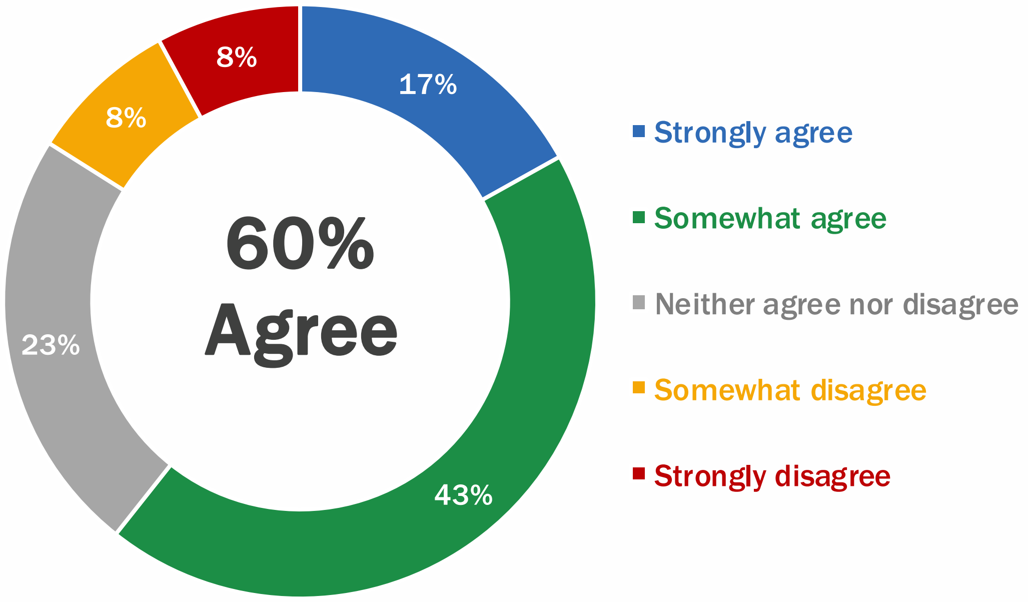
International Food Information Council

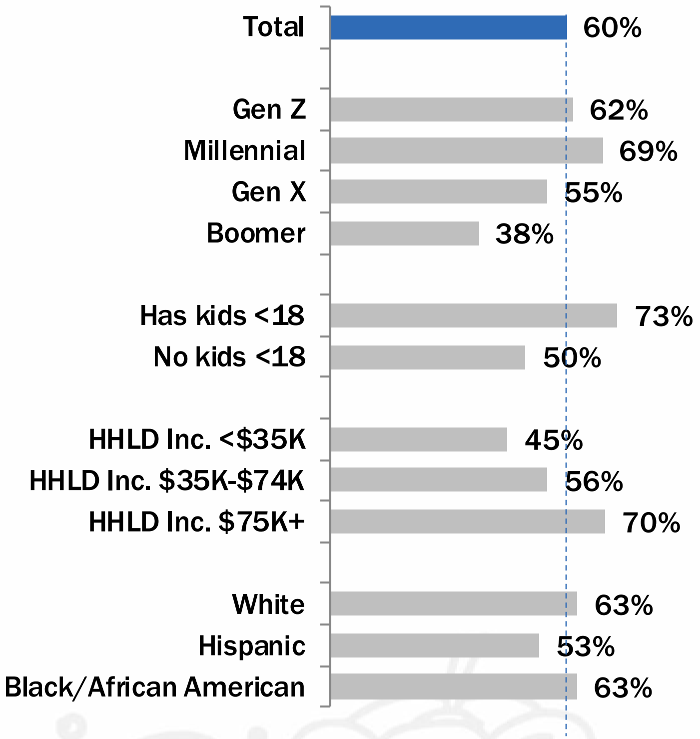
Of those who have seen conflicting info, six in ten doubt choices as a result

Younger generations, parents, and those with higher incomes say they doubt their choices.

The conflicting information I have seen on social media about what I should be eating makes me doubt the choices I make.

(If Came Across Conflicting Information)



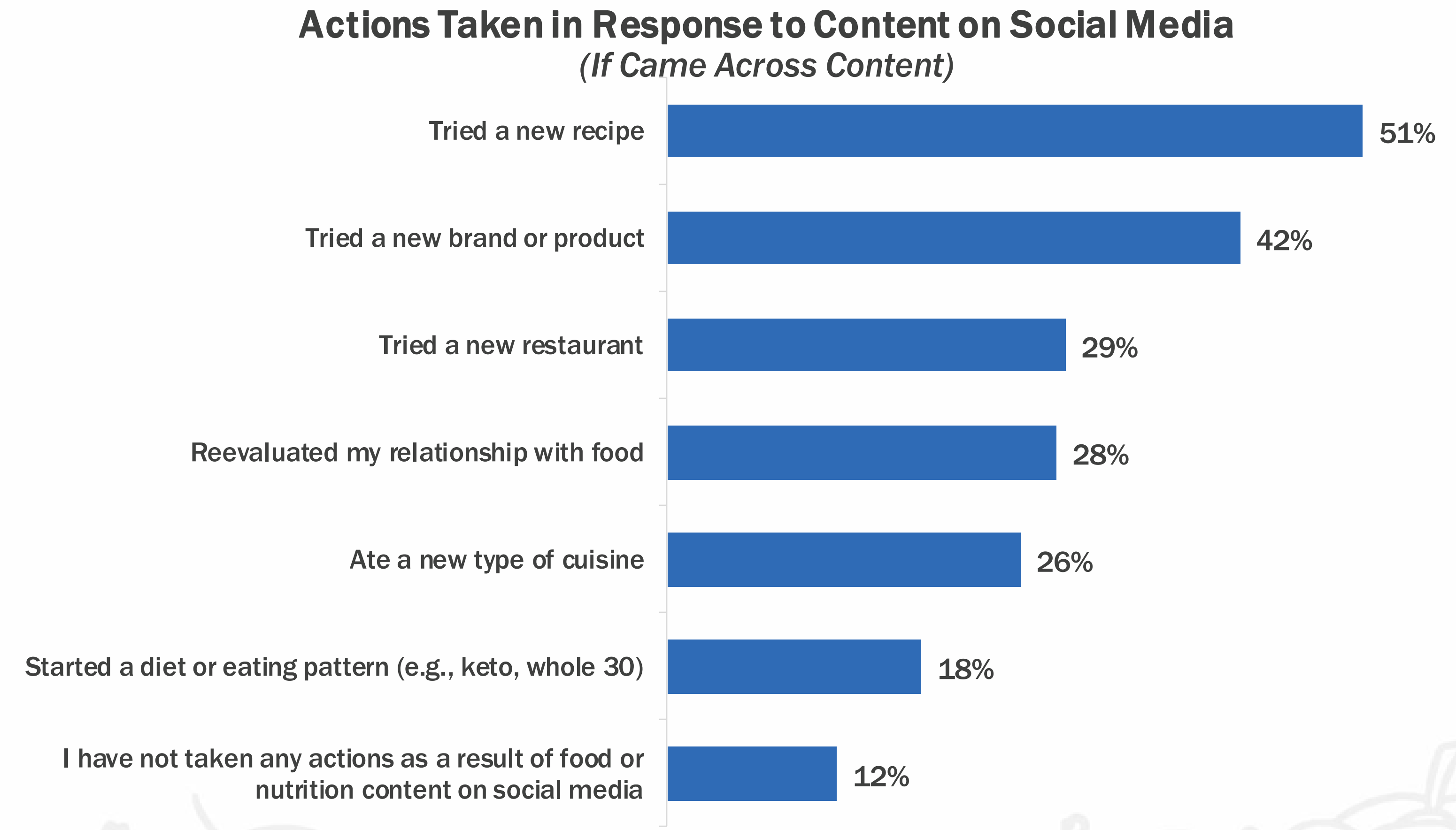


Q25AB Do you agree or disagree with the following statement? "The conflicting information I have seen on social media about what I should be eating makes me doubt the choices I make." Filter: Strongly/Somewhat agrees with the statement: "I have seen a lot of conflicting information on social media about what foods I should eat or avoid." (n=289) Note: "Not sure" is not shown

International Food Information Council

51% tried a new recipe and 42% tried a new product as a result of social media

Nearly three in ten say they have reevaluated their relationship with food.



Q25AC What actions, if any, have you taken in the past year as a result of the content you found on social media about food or nutrition? (Select all that apply.) Filter: Came across any content about food or nutrition on social media in the past year (n=429)

International Food Information Council

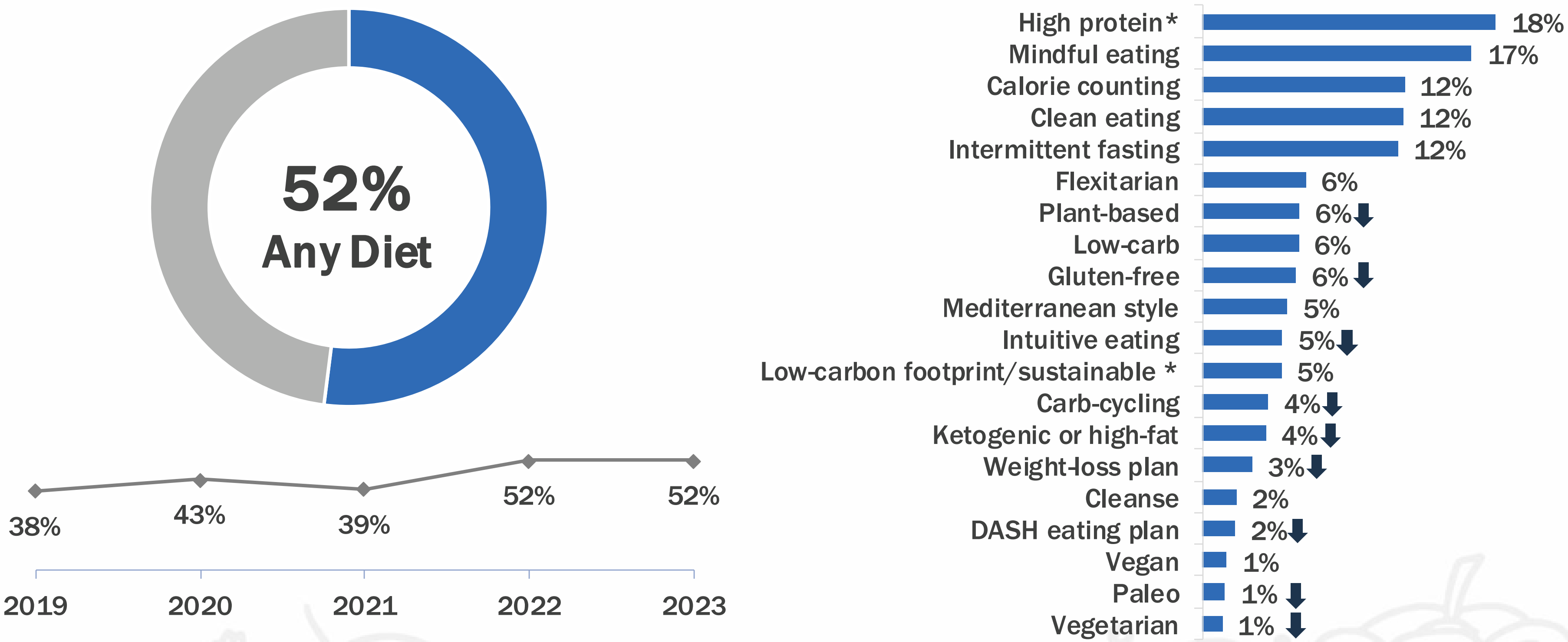
International Food Information Council

Diets and Eating Patterns

Half followed a diet or specific eating pattern in 2023, consistent with last year

"High protein," a new addition in 2023, tops the list as the most common diet or specific eating pattern.

Followed Specific Eating Pattern/Diet in Past Year

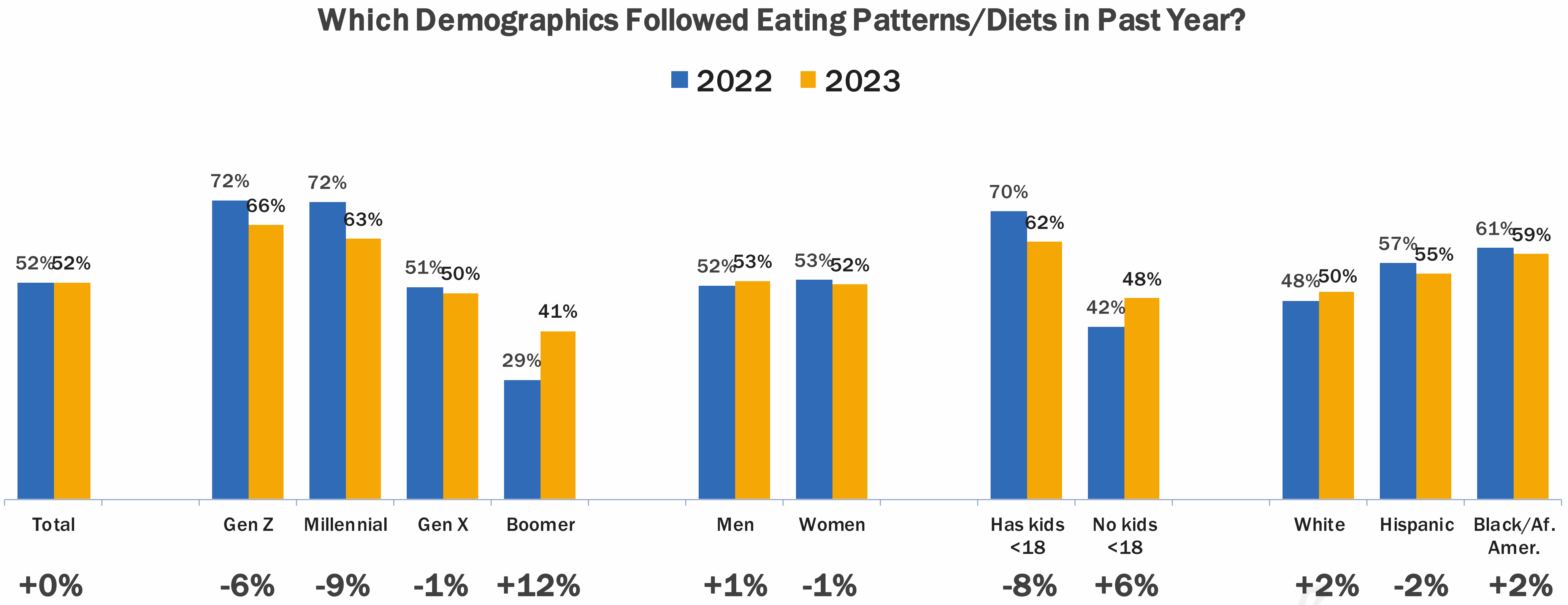


**New addition in 2023*

[TREND] Q28 Have you followed any specific eating pattern or diet at any time in the past year? (Select all that apply.) (n=1,022). Note: "Other" and "none of the above" are not shown

Younger generations are the most likely to be following a diet or eating pattern this year

Compared to last year, Boomers are more liked to be following a specific eating patten/diet



[TREND] Q28 Have you followed any specific eating pattern or diet at any time in the past year? (Select all that apply.) (n=1,022)

International Food Information Council

More people say they are motivated by weight and appearance than said so last year

Protecting long-term health, which ranked first last year, now comes in as the fourth most-common reason.

*New addition in 2023

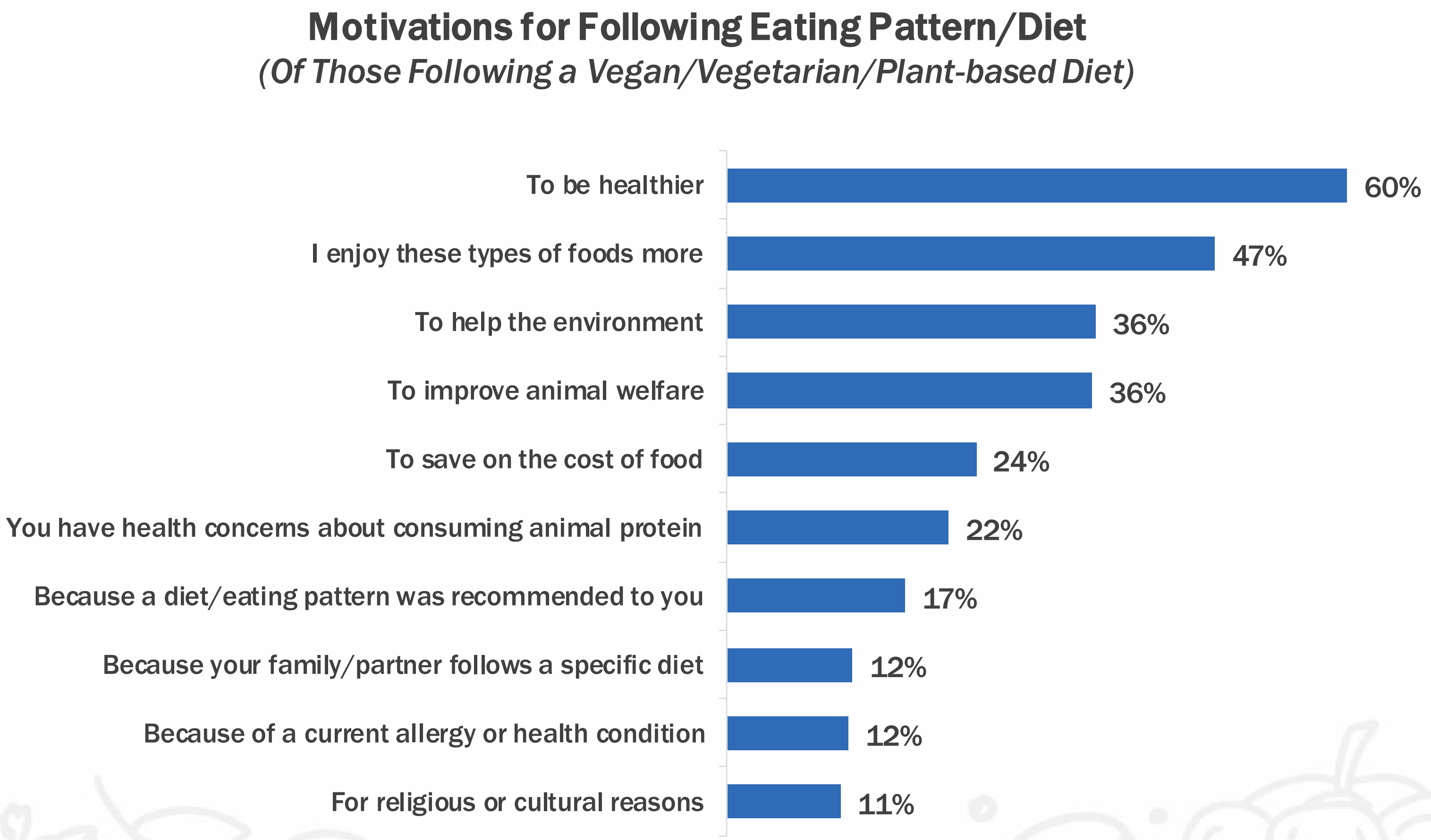
[TREND] Q29 Which of the following motivated you to make an effort to adopt a new eating pattern/diet? (Select all that apply.) Filter: Tried a diet: (n=534); Note: "Other" is not shown;

^Response text abridged

International Food Information Council

Six in ten say they follow a vegan, vegetarian, or plant-based diet to be healthier

And over one-third say they follow these diets to help the environment or to improve animal welfare.

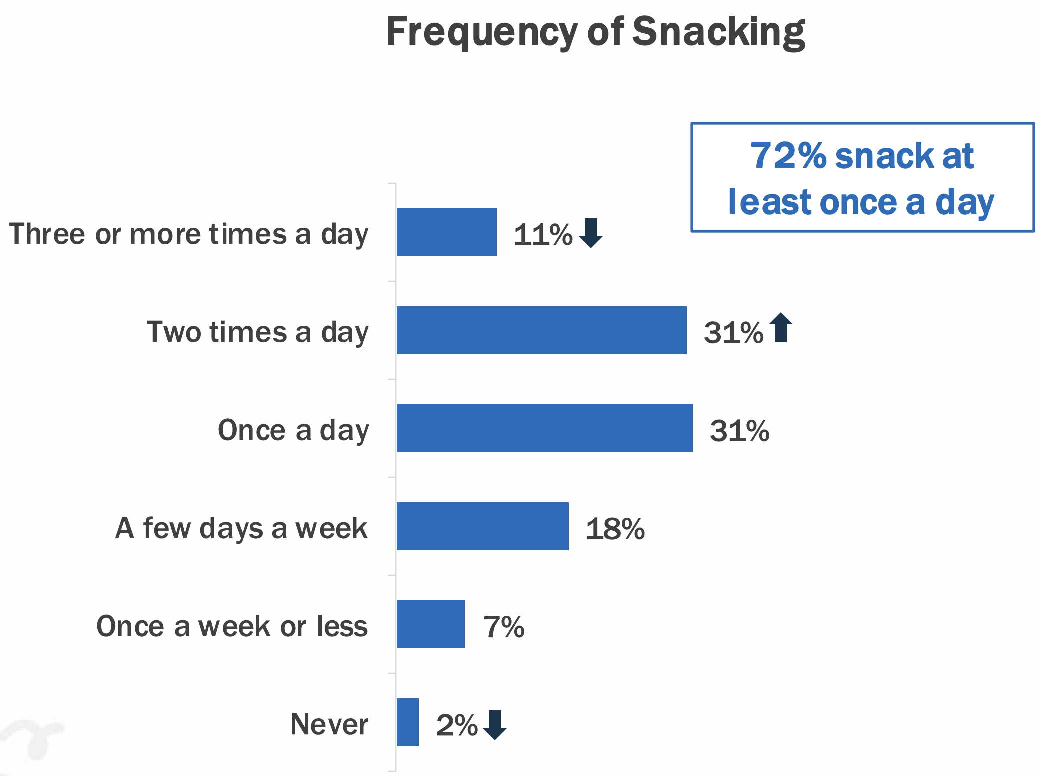


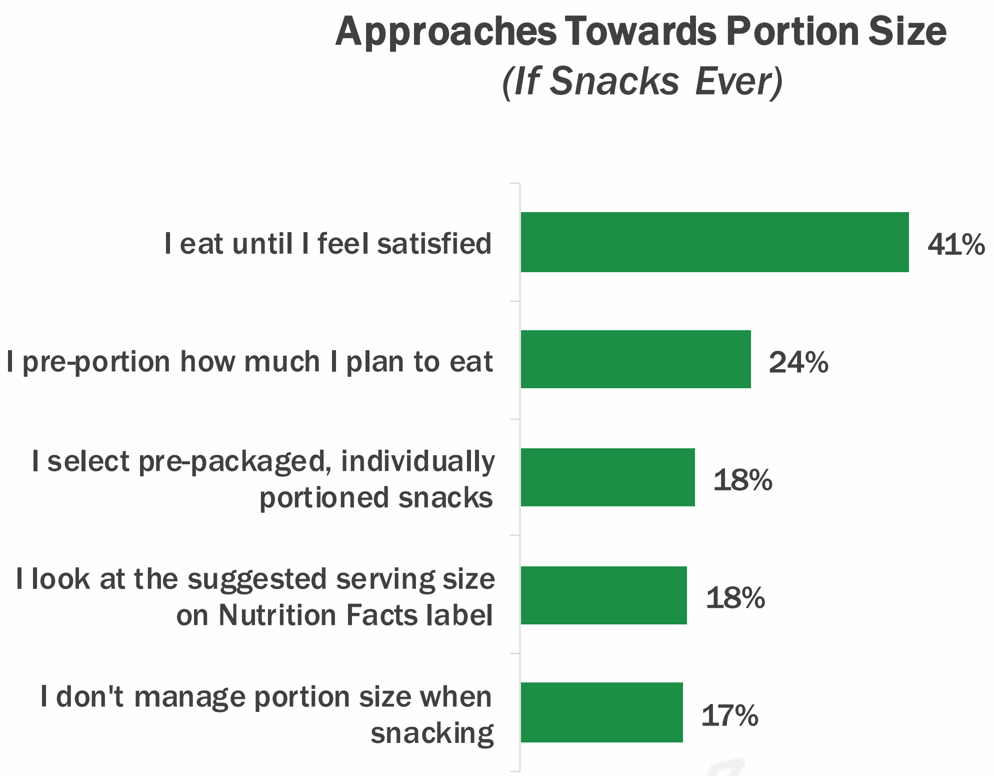
Q29A You indicated that you followed a plant-based/vegan/vegetarian diet/eating pattern over the past year. What was your reasoning for following this type of diet/eating pattern? (Select all that apply.) Filter: Followed a plant based, vegetarian, or vegan diet; (n=84) Note: "Other" and "None of the above" are not shown

International Food Information Council

Seven in ten snack at least once a day, with those under 50 more likely to do so

Four in ten say their approach to portion size for snacks is simply to eat until satisfied.



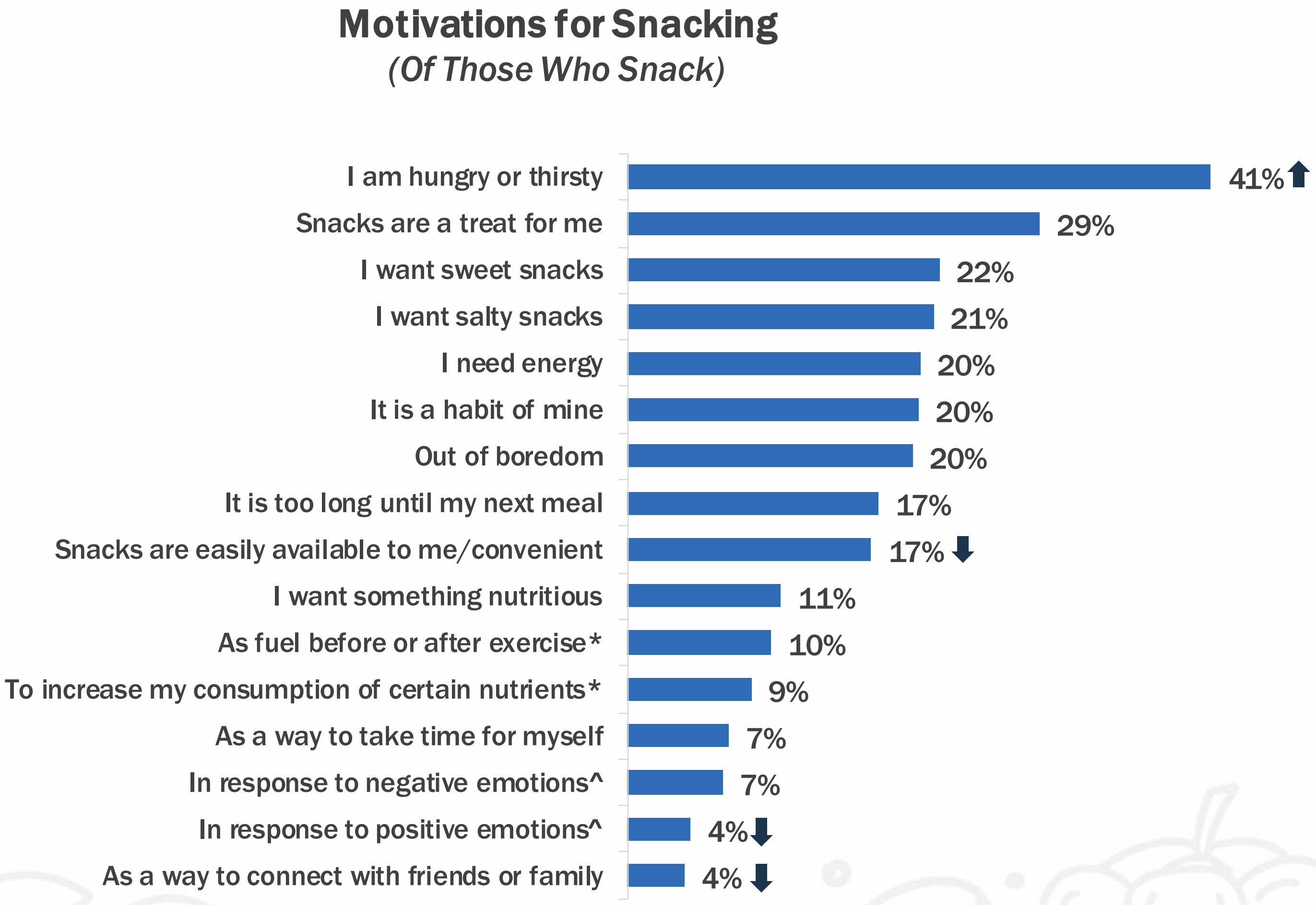


[TREND] Q26 In a typical week, how often do you snack in addition to your main meals? (n=1,022); Note: Response options slight revised / Q26A How do you choose the portion size of your snack? (Select all that apply.) Filter: Snacks in addition to main meals (n=995) Note: "Other" is not shown

International Food Information Council

Four in ten say they snack because they are hungry or thirsty

More than 20% say they snack because they desire a sweet or salty snack, or want a treat.



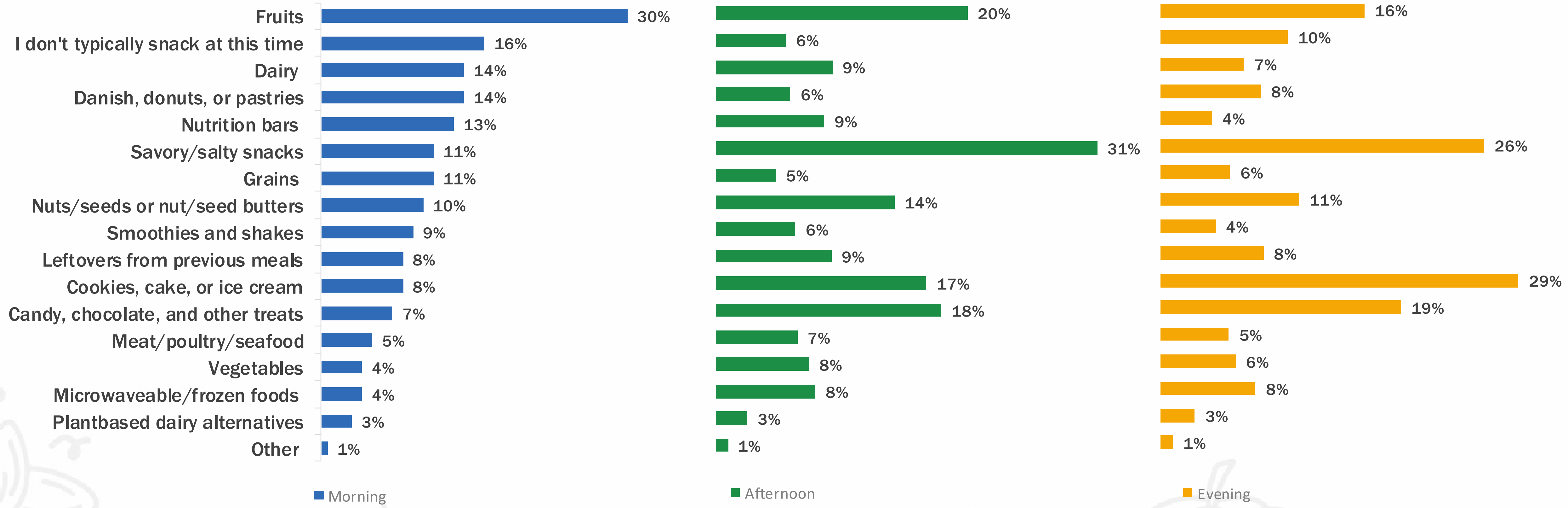
*New addition in 2023

[TREND] Q27 Which of the following are the most common reasons why you choose to snack? (Please select your top 3 reasons.) (n=995) ; Filter: Snacks in addition to main meals Note: ^Response options abridged; "Other" and "Not sure" responses not included

International Food Information Council

Fruits are the most common snack in the morning

Savory and salty snacks are most common in the afternoon—with the addition of cookies, cakes, or ice cream in the evening.

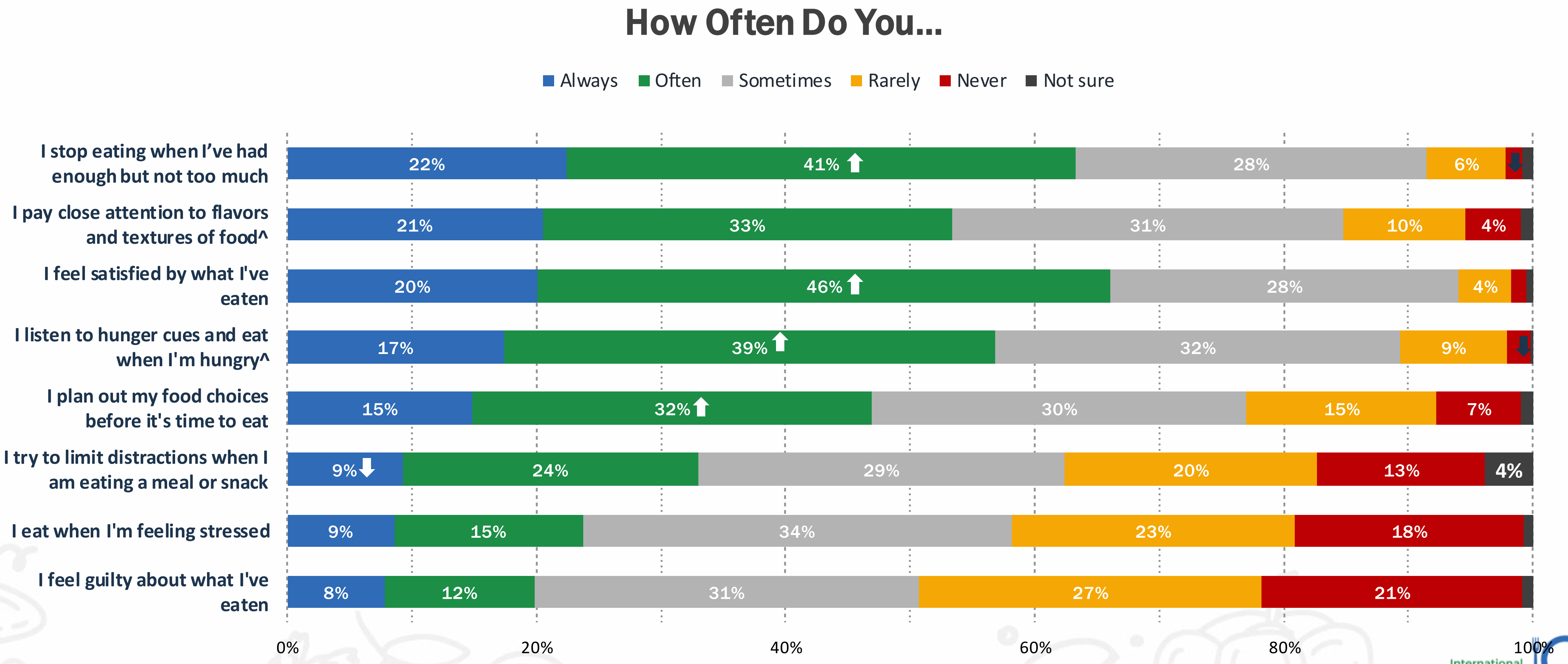


Q30AAA What type of snacks do you often gravitate to when snacking in the morning? Please select your top 2 choices. (n=1,022); Q30BBB What type of snacks do you often gravitate to when snacking in the afternoon? Please select your top 2 choices. (n-1,022); Q30AAB What type of snacks do you often gravitate to when snacking in the evening or late night? Please select your top 2 choices. (n=1,022)

International Food Information Council

More than six in ten say they stop eating when they've had enough

More are also saying they listen to hunger cues and stop eating when they feel satisfied by what they've eaten.



[TREND] Q25 How often do you do the following? (n=1,022) Note: "Not sure" is not shown; ^Response options abridged.

Results of the Mindfulness Index are unchanged from 2022

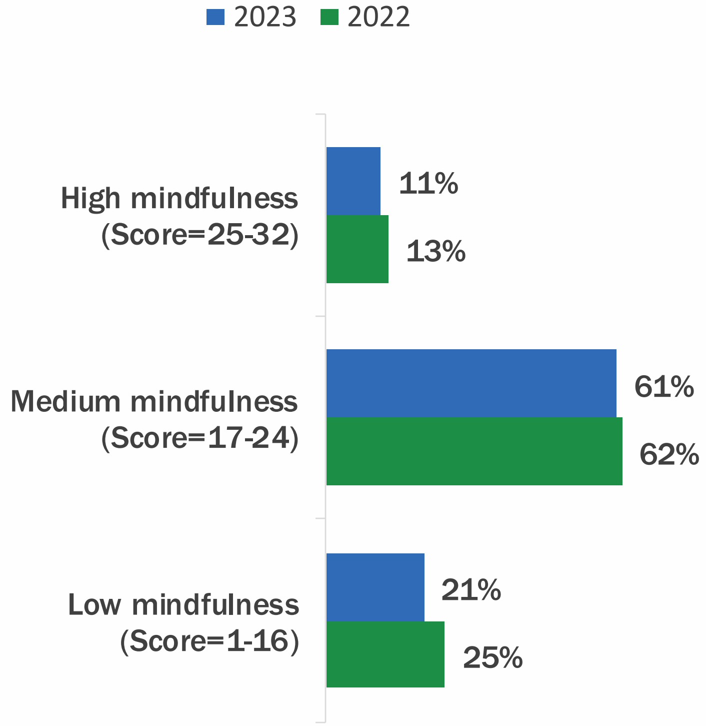
Mindfulness also varies by generation, with Gen X and Boomers more likely to score highly than Gen Z.

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 Index



Mindfulness by Generation

	Gen Z	Mill.	Gen X	Boom
High	6%	9%	16%	13%
Medium	50%	65%	60%	62%
Low	32%	22%	19%	17%

Mindfulness by Stress Level

	Very	Some what	None
High	7%	10%	25%
Medium	55%	64%	54%
Low	29%	20%	11%

Mindfulness Index (n=1,022); Note: Those "not sure" on questions are omitted from the index

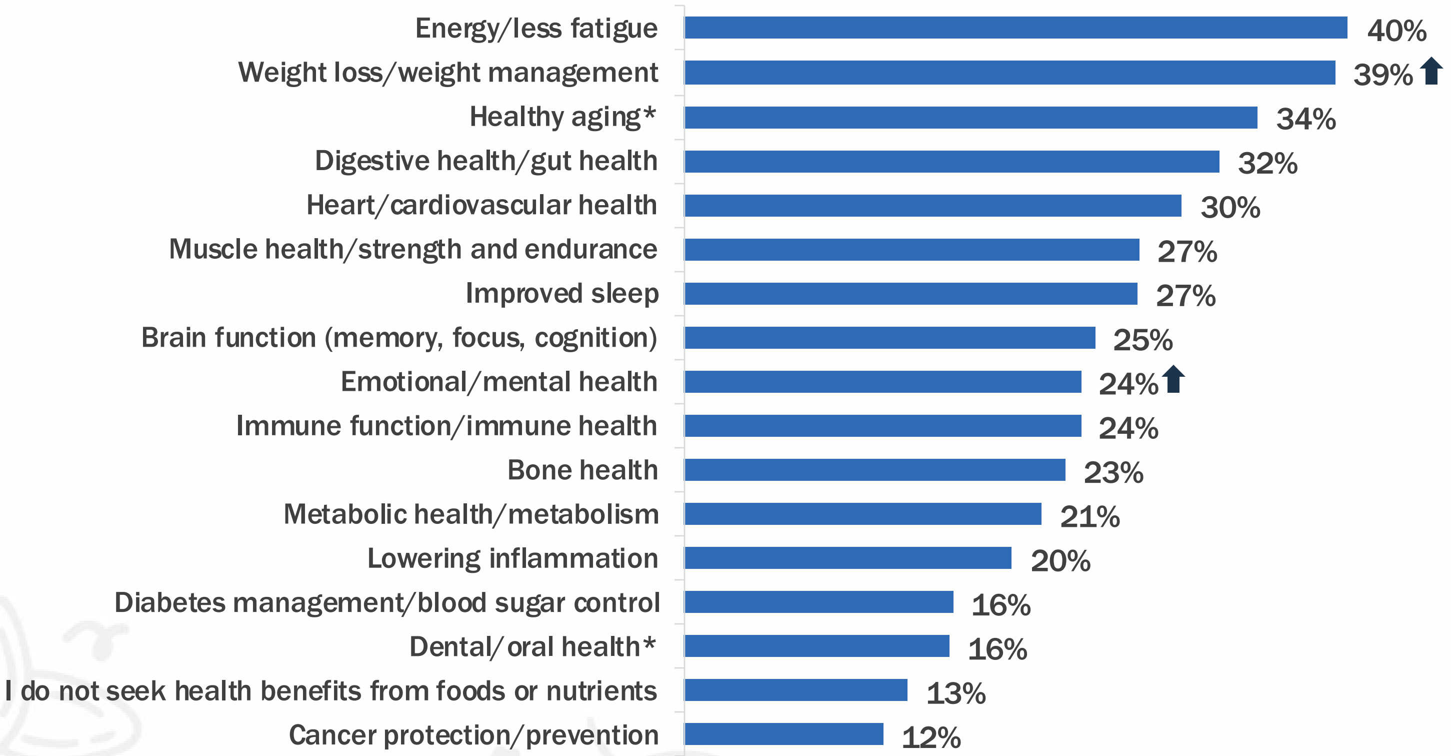
International Food Information Council

Nutrients and Desired Health Benefits

Improving energy and managing weight are the top-sought benefits

Weight loss/weight management and mental health have increased in importance. Younger generations are more likely to seek emotional/mental health benefits, whereas heart health is more important for older generations.

Benefits Sought from Food/Beverages/Nutrients



Top Four Benefits Sought by Generation

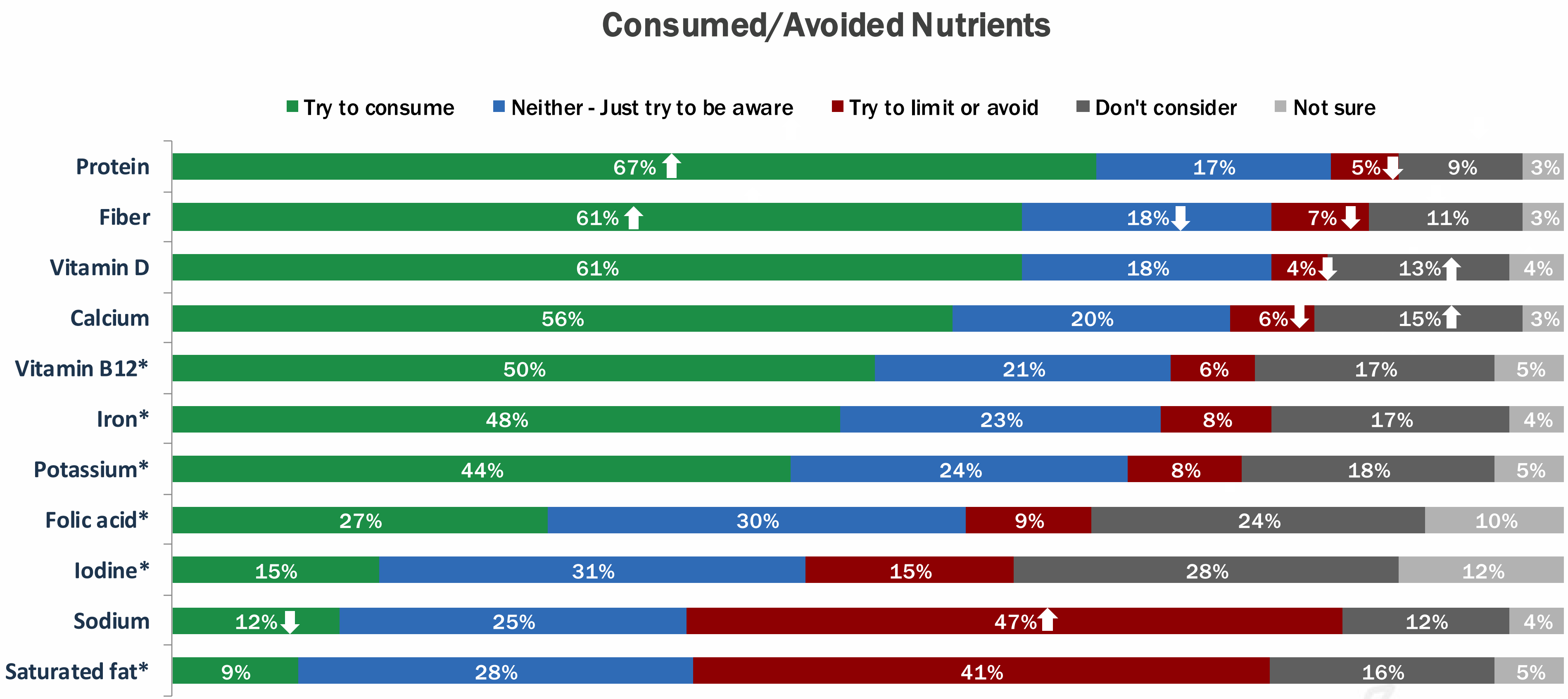
Gen Z	Millennial	Gen X	Boomer
40% Energy/less fatigue	42% Energy/less fatigue	40% Energy/less fatigue	44% Healthy aging
34% Weight loss/weight management	38% Weight loss/weight management	39% Weight loss/weight management	40% Weight loss/weight management
33% Emotional/ mental health	32% Emotional/ mental health	35% Healthy aging	38% Heart/cardio-vascular health
31% Muscle health/ strength and endurance	32% Digestive health/gut health	33% Heart/cardio-vascular health	38% Energy/less fatigue

**New addition in 2022 [TREND] Q31 Which of the following health benefits, if any, are you seeking to get from foods, beverages, or nutrients? (Select all that apply.) (n=1,022); Note: "Other" is not shown*

International Food Information Council

More consumers are trying to consume protein and fiber in 2023

Boomers are more likely than Gen Z and Millennials to try to consume fiber and to avoid sodium and saturated fat.



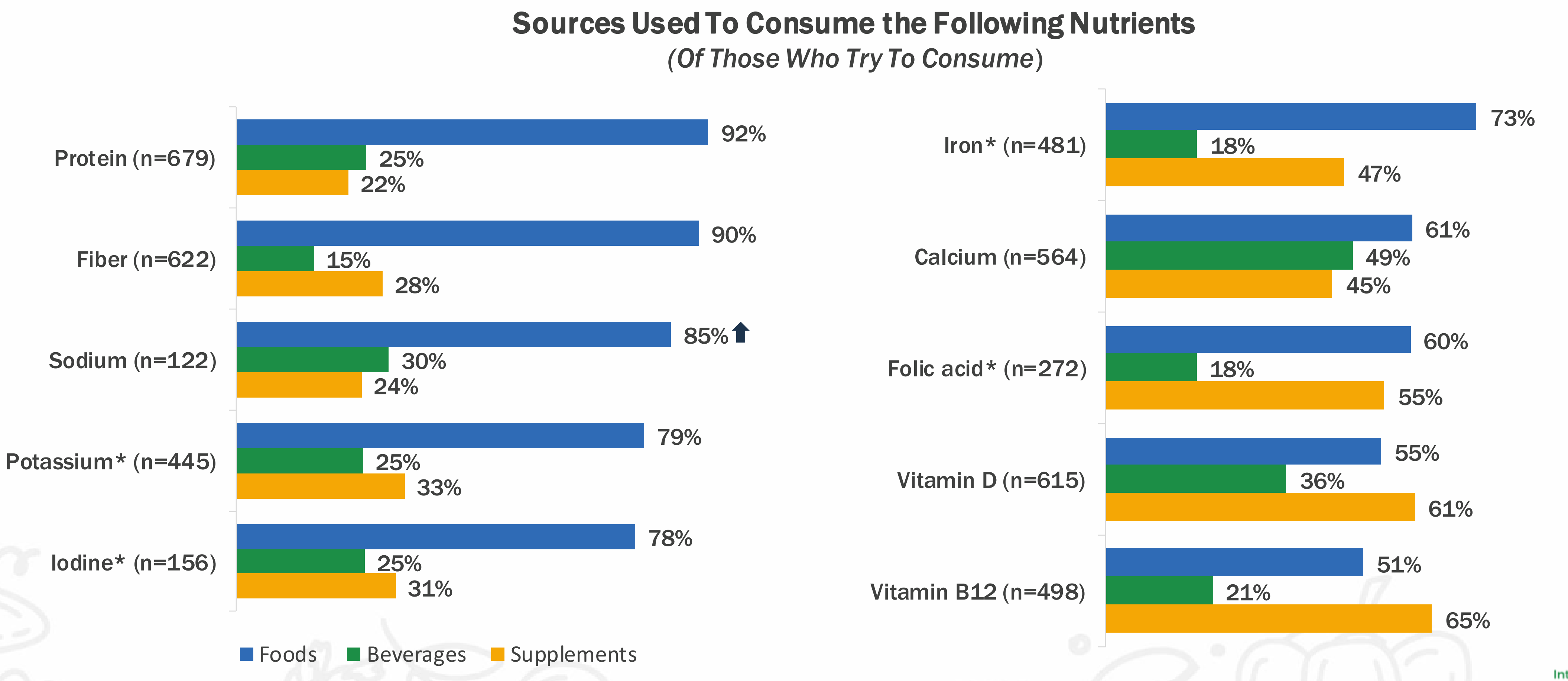
*New additions in 2023

[TREND] Q37 Do you generally try to consume or avoid the following? (n=1,022)

International Food Information Council

Of those who seek folic acid, Vitamin D, and Vitamin B12, half get it from supplements

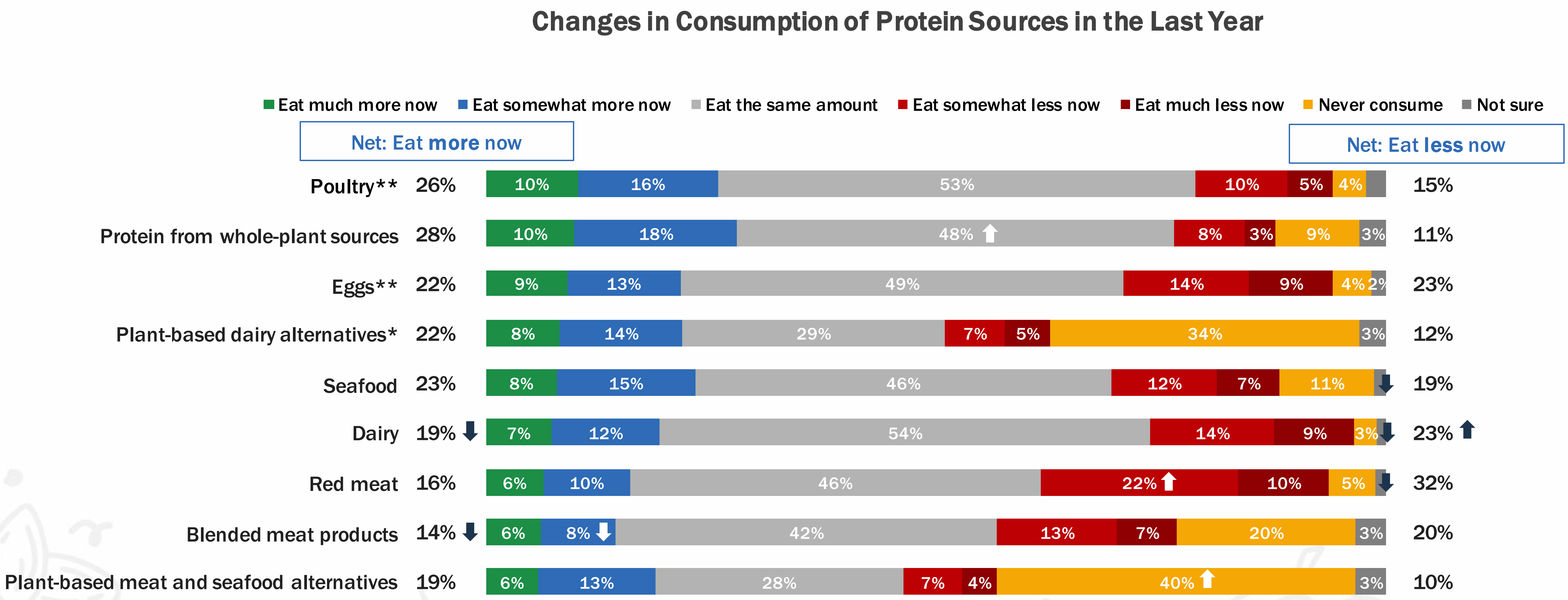
More than nine in ten report getting protein and fiber from foods.



*New addition in 2023; [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)

More than one-quarter are eating more poultry and protein from whole-plant sources compared with last year

And fewer Americans are eating more blended meat products compared with last year.



*Revised text vs. 2022; **New addition in 2023

[TREND]Q39 Thinking about the last 12 months, how has your consumption of the following changed? (n=1,022); Note: Response text abridged on each item

45% of those limiting sodium are choosing low-sodium-labeled options

Boomers are more likely than Gen Z and Millennials to limit salty foods and to taste food before salting it.

No significant change vs. 2022

*New addition in 2023

[TREND] Q39AA What actions are you taking to limit or avoid sodium? (Select all that apply.) Filter: Tries to limit or avoid sodium: (n=485); Note: "Other" and "none of the above" are not shown

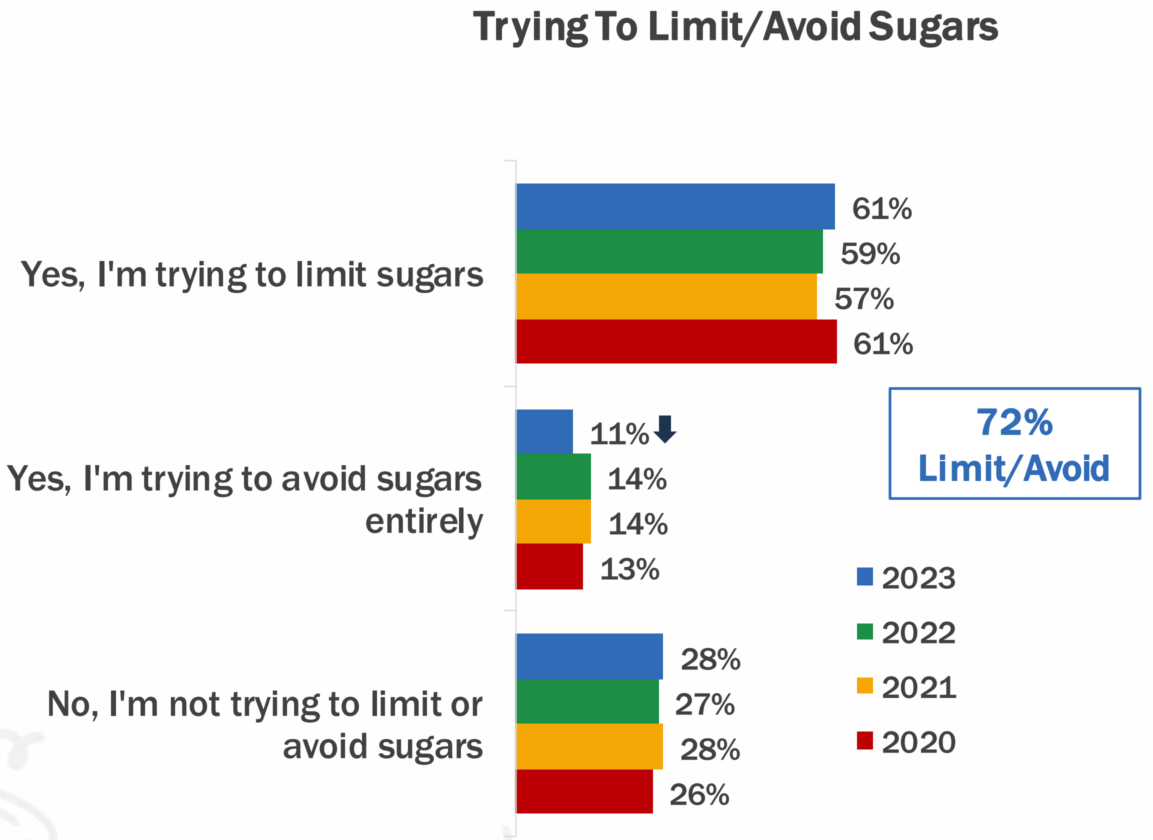
International Food Information Council

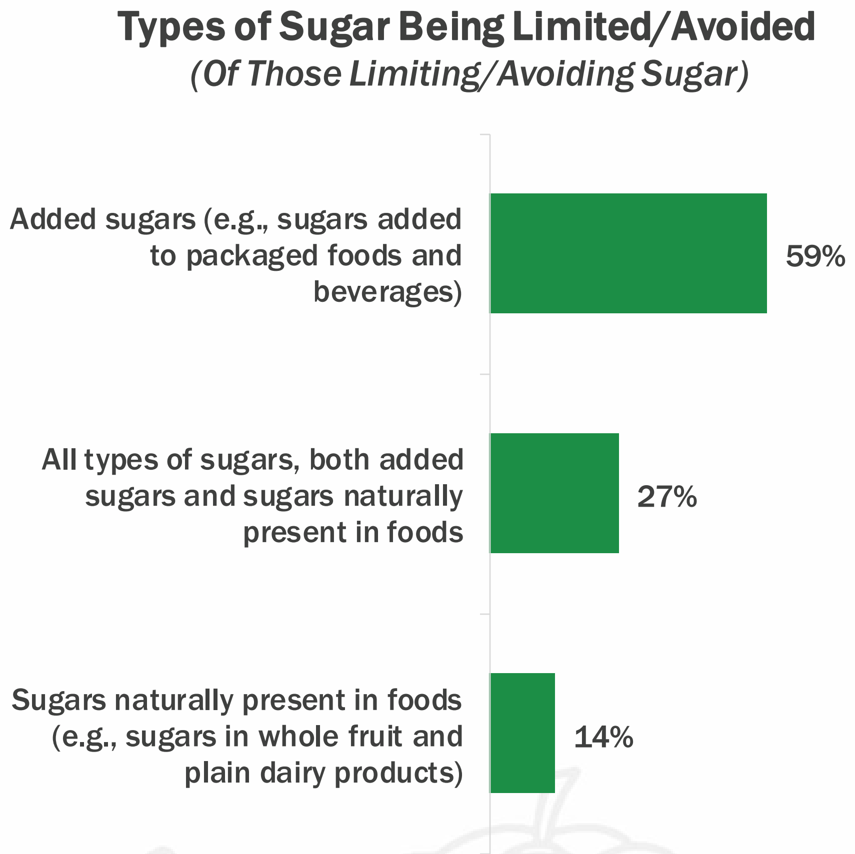
International Food Information Council

Sugars and Sweeteners

Percentage of those trying to limit or avoid sugars is relatively consistent with last year

While added sugars are the most common type to avoid, three in ten say they are avoiding all types of sugars.





[TREND] Q40 Are you trying to limit or avoid sugars in your diet? (n=1,022) / Q40A What type of sugars are you trying to limit or avoid? Filter: Tries to limit or avoid sugars: (n=725)

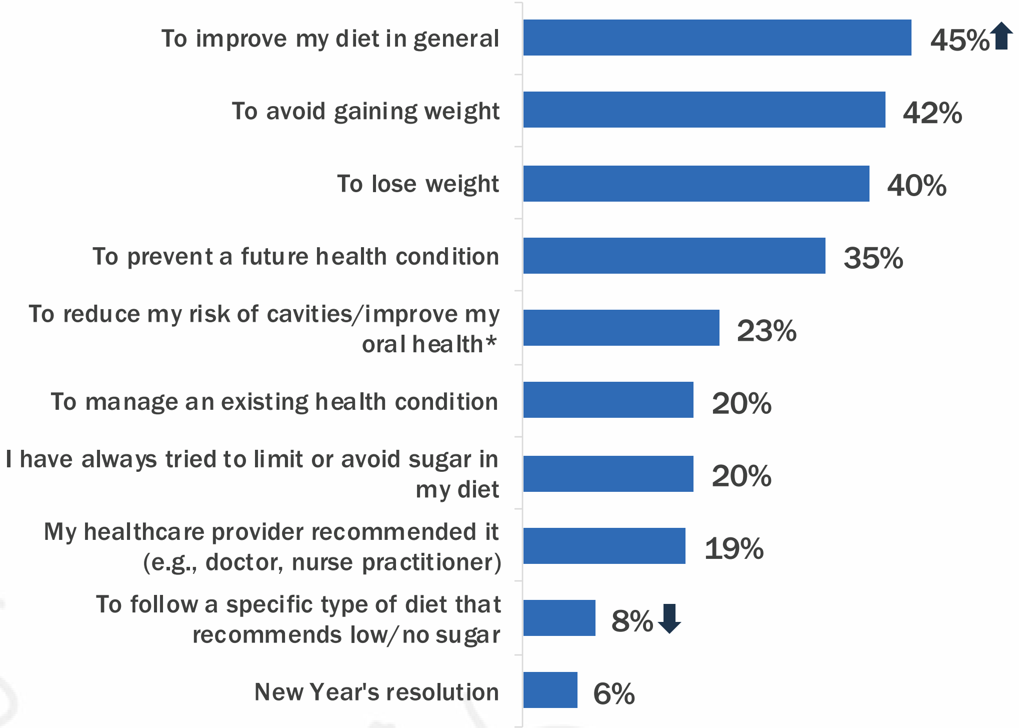
International Food Information Council

More consumers say they are limiting sugars to improve their diet in general

And more than a third say they do NOT limit sugars because they like the taste and aren't concerned about their sugar intake.

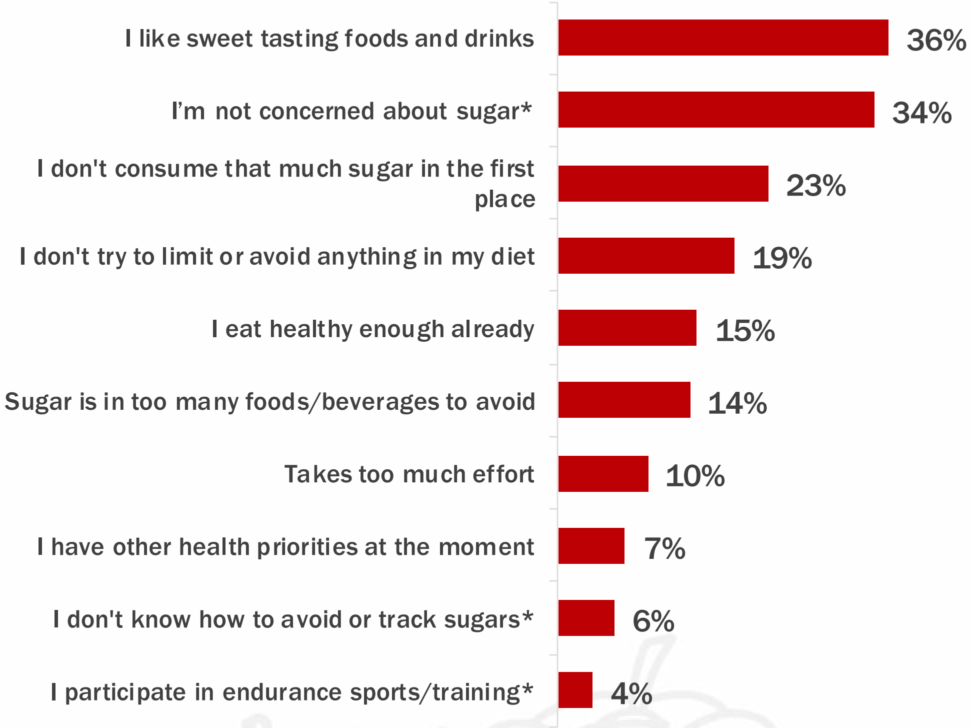
Reasons for Limiting/Avoiding Sugars

(Of Those Who Limit/Avoid Sugars)



Reasons for NOT Limiting/Avoiding Sugars

(Of Those Who Do Not Limit/Avoid Sugars)



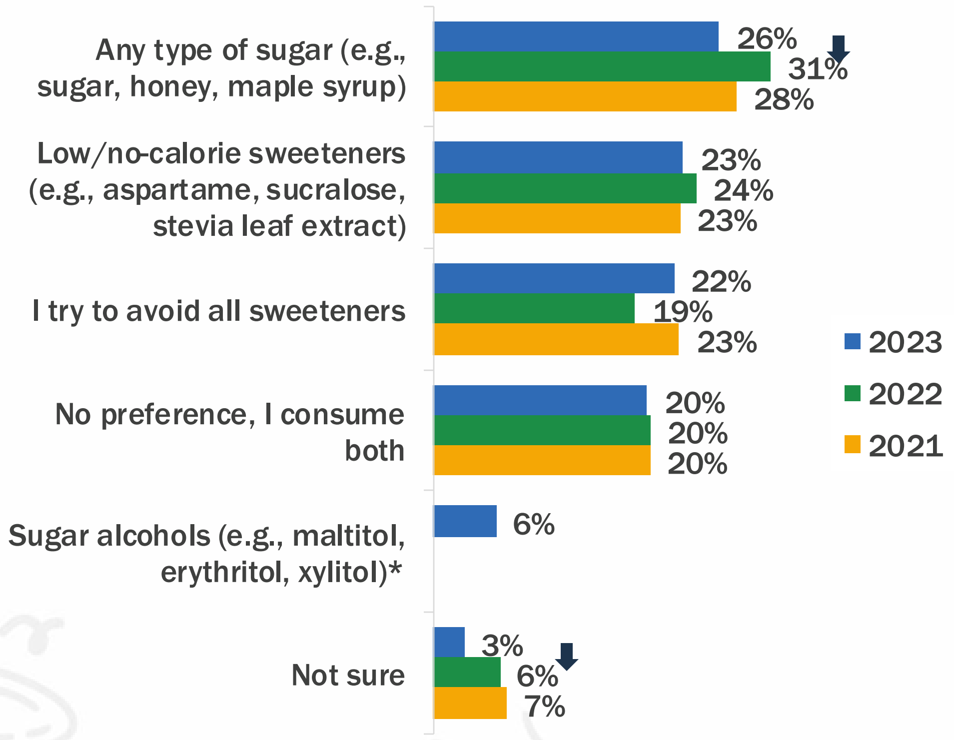
New addition in 2023; [TREND**] Q40B Why did you start trying to limit or avoid sugar in your diet? (Select all that apply.) Filter: Tries to limit or avoid sugars: (n=725) / [**TREND**] Q40C Which of the following are reasons why you do not try to limit or avoid sugar in your diet? (Select all that apply.) Filter: Does not try to limit or avoid sugars: (n=297); Note: "Other" and "not sure" are not shown*

International Food Information Council

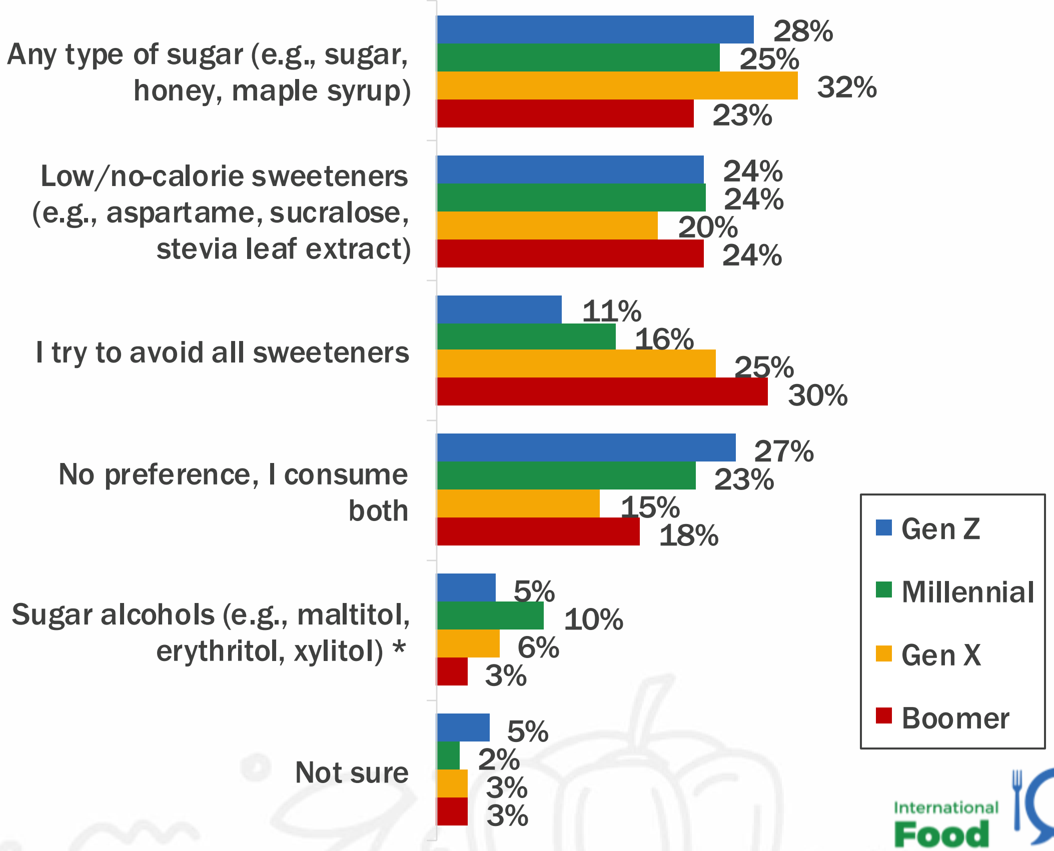
Sugar remains the preferred choice over low/no-calorie sweeteners

The generational differences in low/no-calorie sweeteners have leveled off. Older generations continue to be more likely to avoid all sweeteners.

Preference for Sweeteners (Overall Trend)



Preference for Sweeteners (By Generation)

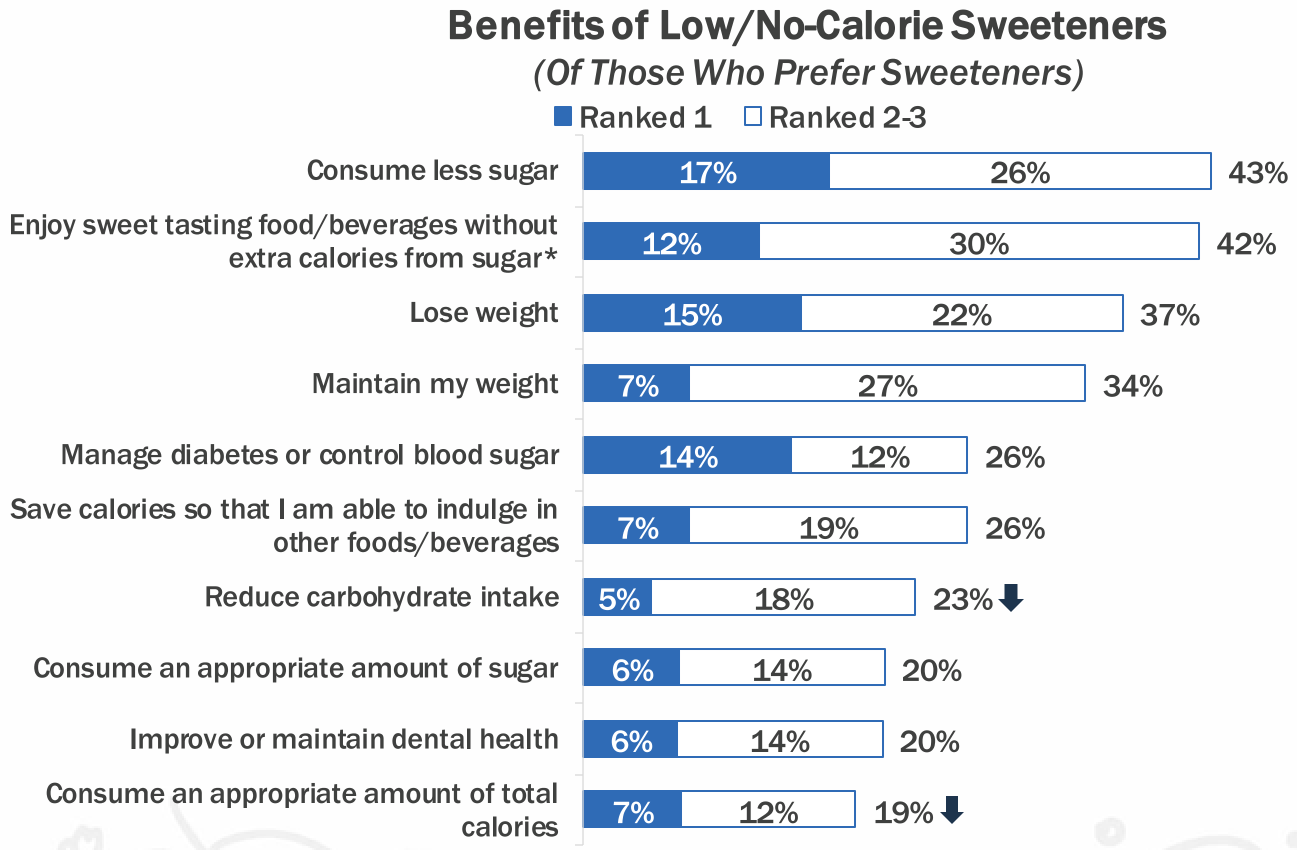


*New addition in 2023 [TREND] Q42 Do you have a preference for the type of sweetener you add to your foods and/or beverages or that is used in the products you purchase? (n=1,022)

International Food Information Council

The most common benefits cited for using low/no-calorie sweeteners are reducing sugar intake and enjoying sweet-tasting products without the added calories

More than a third also say it helps them lose or maintain weight.



*New addition in 2023

[TREND] 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=235); Note: "Other" and "none of the above" are not shown

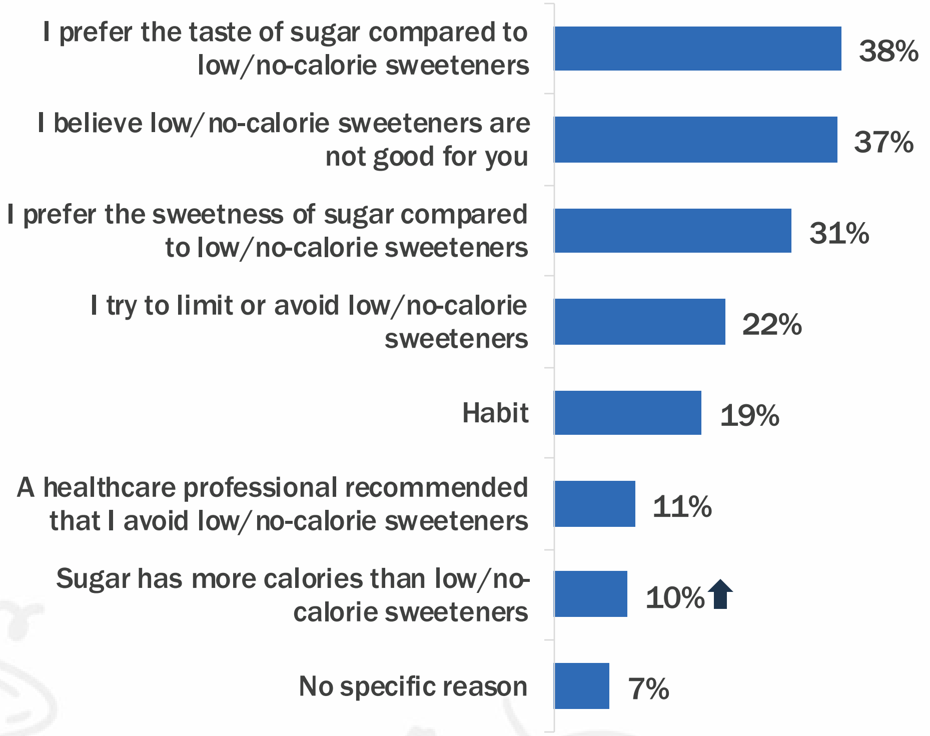
International Food Information Council

Top reasons for preferring sugar remain consistent with those in 2022

Trying to limit sugar and save calories remain the most common reasons for preferring low/no-calorie sweeteners.

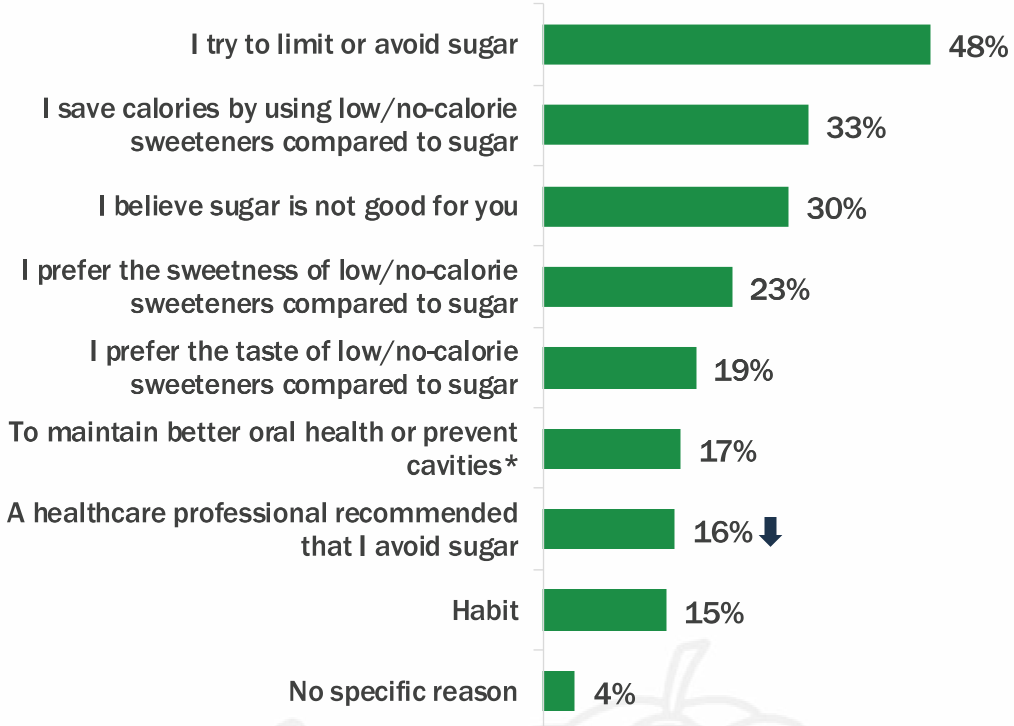
Reasons for Preferring Sugar

(Of Those Who Prefer Sugar)



Reasons for Preferring Low/No-Calorie Sweeteners

(Of Those Who Prefer Sweeteners)

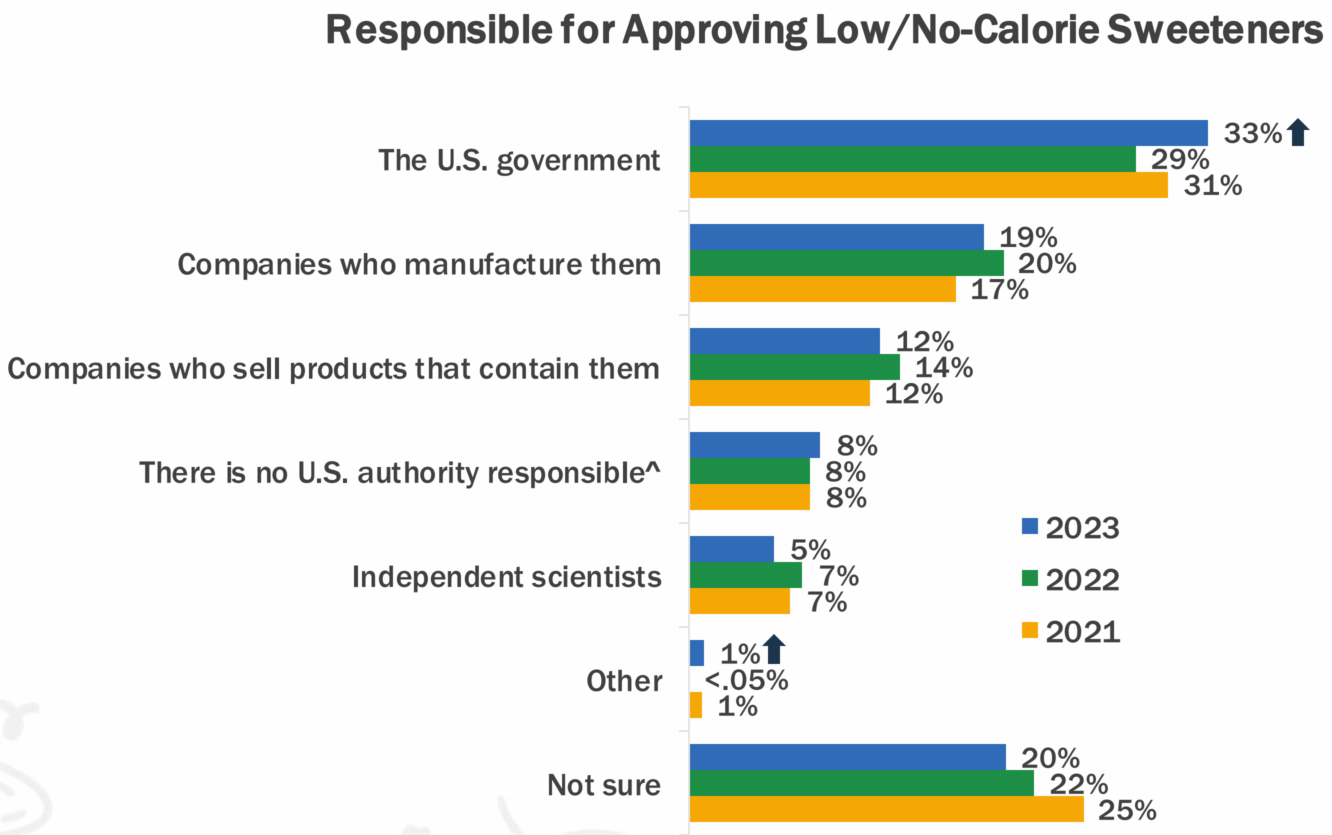


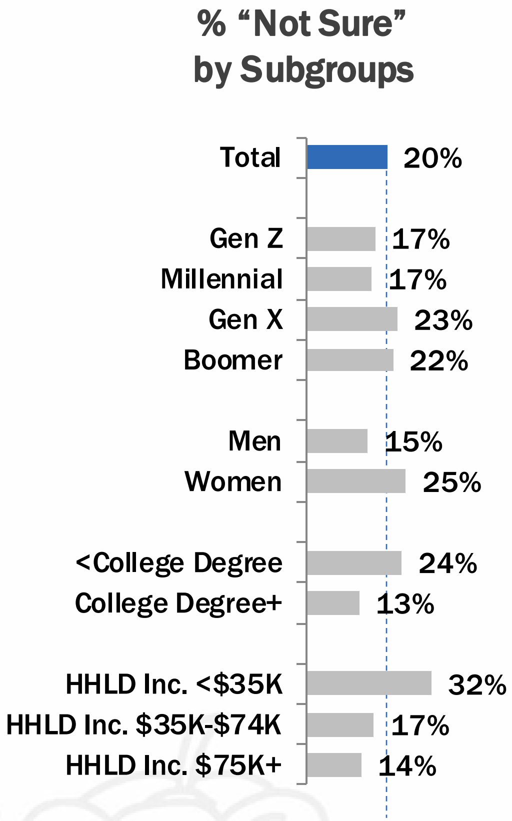
**New addition in 2023 [TREND] Q43 You indicated that you are more likely to sweeten foods and/or beverages or purchase products with types of sugars rather than with low/no-calorie sweeteners. Why? (Select all that apply.) Filter: Prefers sugar: (n=283) / [TREND] Q44 You indicated that you are more 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=232); Note: "Other" is not shown*

International Food Information Council

One-third say the government is responsible for approving the use of low/no-calorie sweeteners in the U.S.

One in five say they're not sure who is responsible.





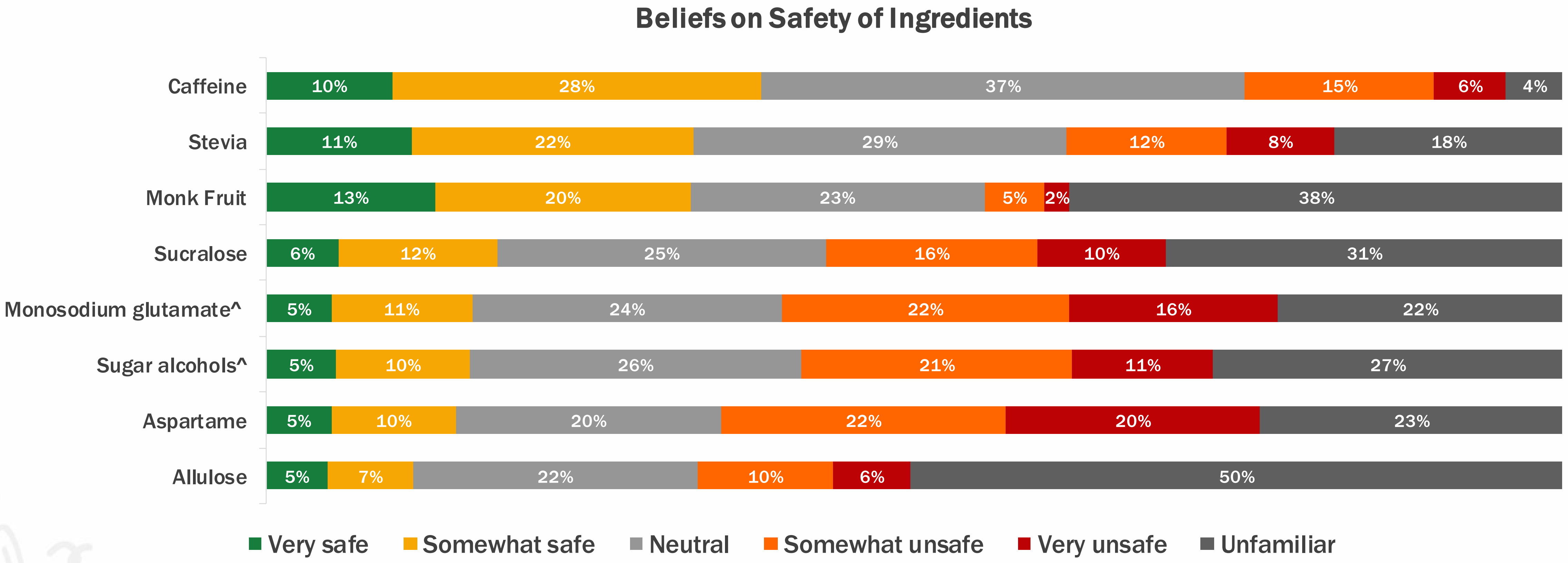
Revised text vs. 2022

[TREND] Q48 Who do you believe is responsible for approving the use of low/no-calorie sweeteners in foods and beverages in the U.S.? (n=1,022) ; Note: ^Response text abridged

International Food Information Council

More than one-third consider caffeine safe, followed by stevia and monk fruit sweeteners

Younger generations are more likely to consider sucralose, sugar alcohols, and allulose as safe in comparison with Boomers.



Q48B Imagine you are grocery shopping and come across a food or beverage that contains one of the following ingredients. On a scale of 1 to 5, how would you describe your beliefs on the safety of these ingredients? (n=1,022) Note: ^Response text abridged

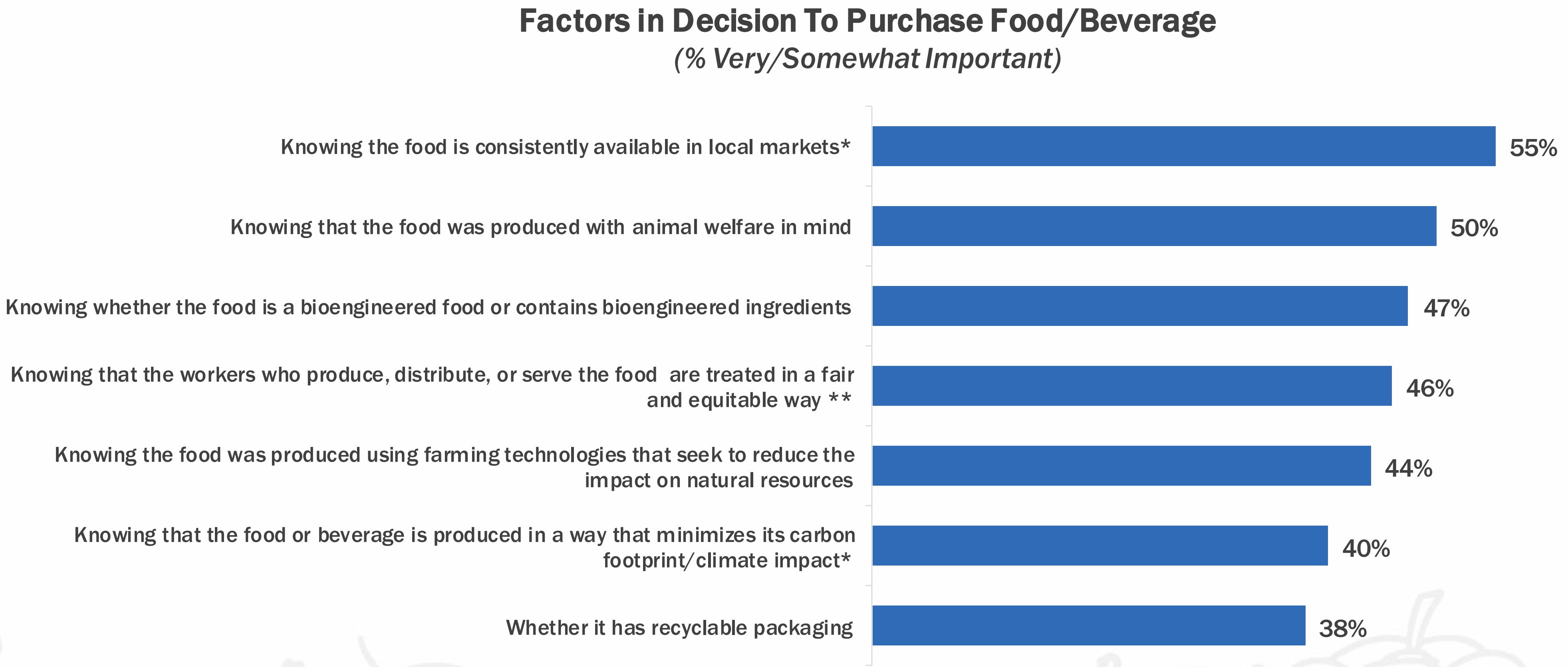
International Food Information Council

International Food Information Council

Food Production

Consistent availability of foods and animal welfare are important for half of respondents

Millennials and Gen X are more likely than Boomers and Gen Z to care whether a food is produced with animal welfare in mind, assembled with recyclable packaging, or made in a way that minimizes its carbon footprint.



No significant change vs. 2022

New addition in 2023;Revised language in 2023*

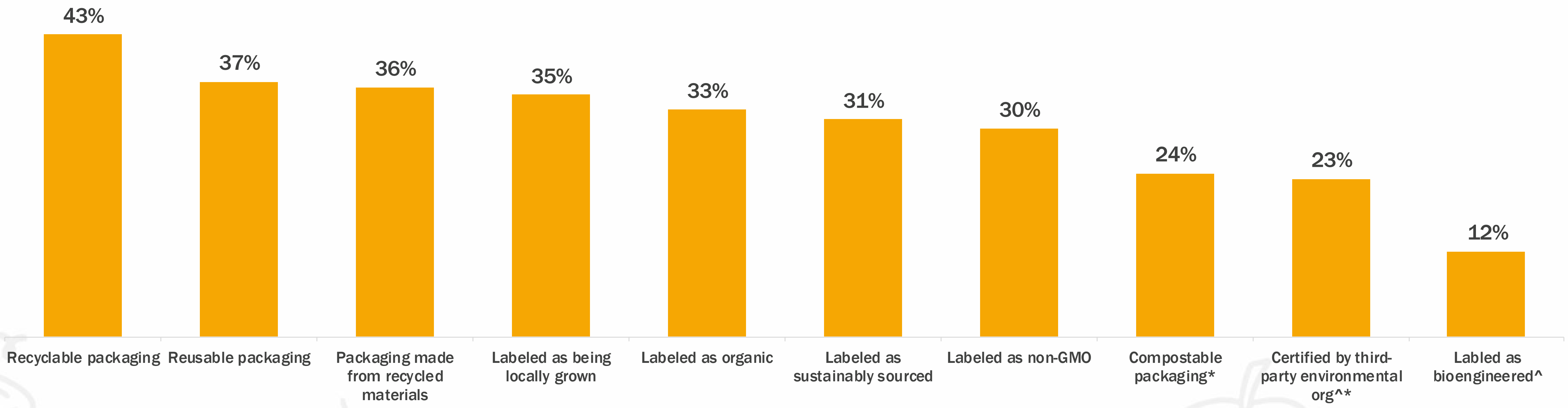
[TREND] Q49 How important are the following factors in your decision to purchase a food or beverage? Note: Q49GA and Q49GB are split sample (n=1,022)

International Food Information Council

Packaging that is recyclable, reusable, and made from recycled products is most often viewed as an indication of environmental sustainability

Older generations are more likely to mention recyclable packaging as an indicator of sustainability.

Indications That a Product "Minimizes Carbon Footprint/Climate Impact"
(Of Those Who Consider It Important)



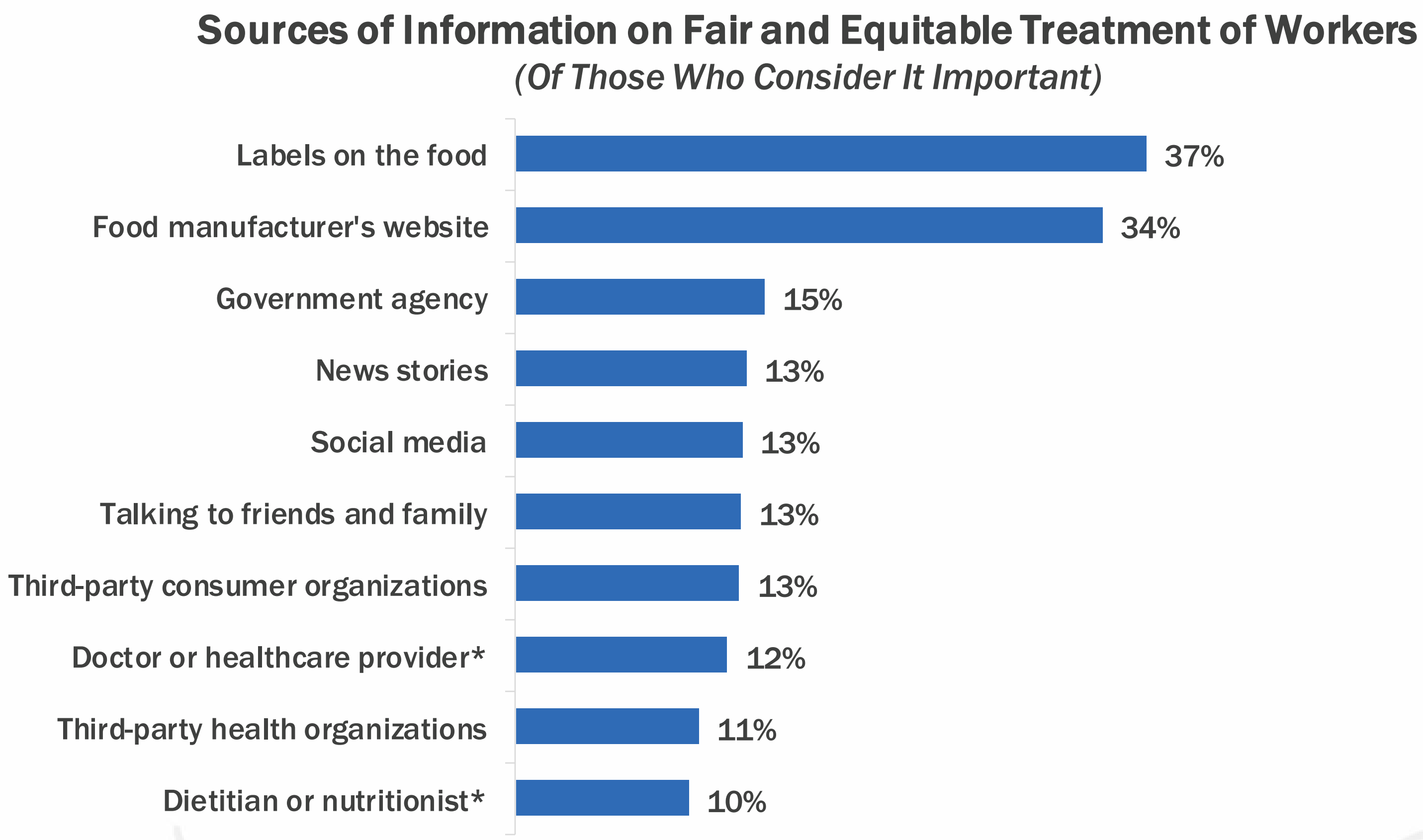
**New addition in 2023*

Q49AA [TREND] 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=725); Note: "Other" and "none of the above" are not shown; ^Response text abridged

International Food Information Council

Food labels and manufacturer websites are the top choices for social sustainability info

Third-party health organizations and dietitians or nutritionists rank much lower.



*New additions in 2023

Q49AB You answered that it is at least somewhat important to you that the foods or beverages you buy are produced in ways that are committed to the fair and equitable treatment of workers (e.g., farm hands, factory workers, retail and foodservice staff). If you wanted to know more about whether a food/beverage product was produced in this way, where would you go for that information? (Please select your top 2 choices.): (n=805); Note: "Other" and "none of the above" are not shown; Not trended in 2023

International Food Information Council

Among those who see worker treatment as important, over half still choose price

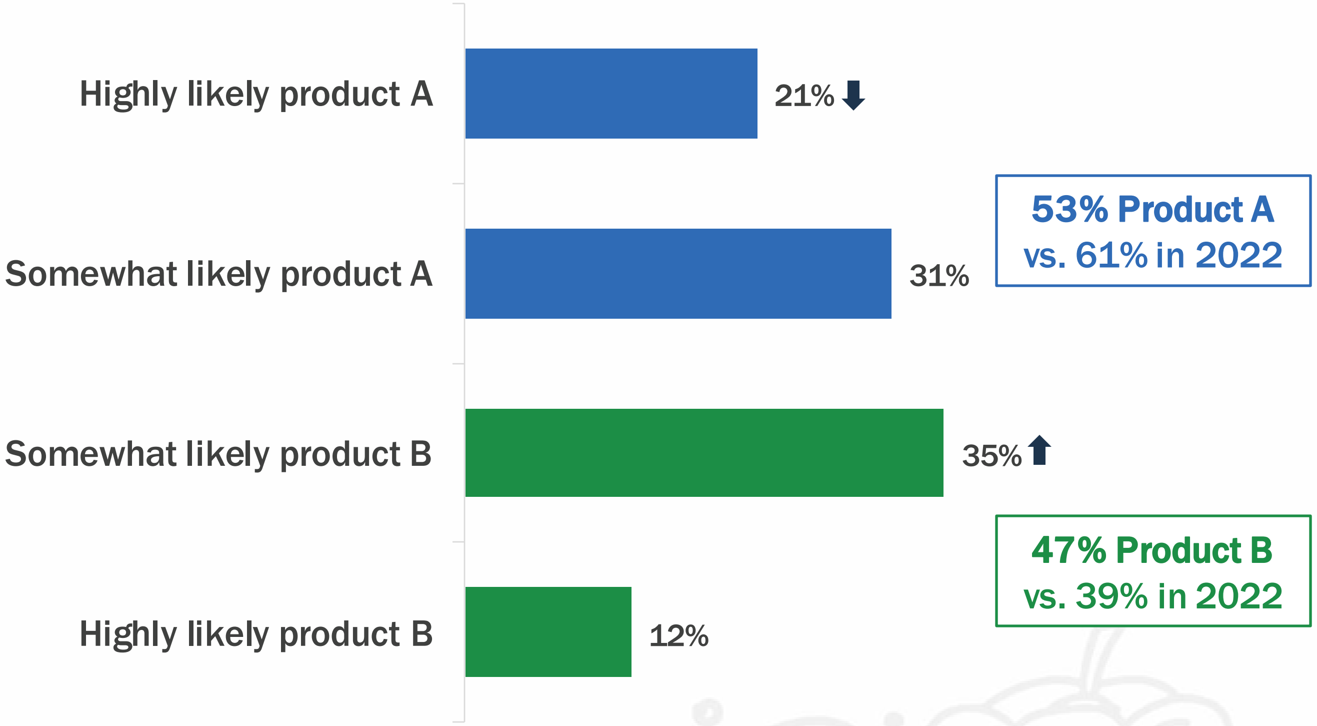
However, 47% now say they prefer the socially sustainable option—up from 39% last year.

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?



[TREND] 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 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=805)

International Food Information Council

Similar to 2022, cost also impacts likelihood of picking an eco-friendly product

Half choose the middle-ground approach, while only 16% choose the eco-friendly option.

Preference for Traffic Light Product vs. Price

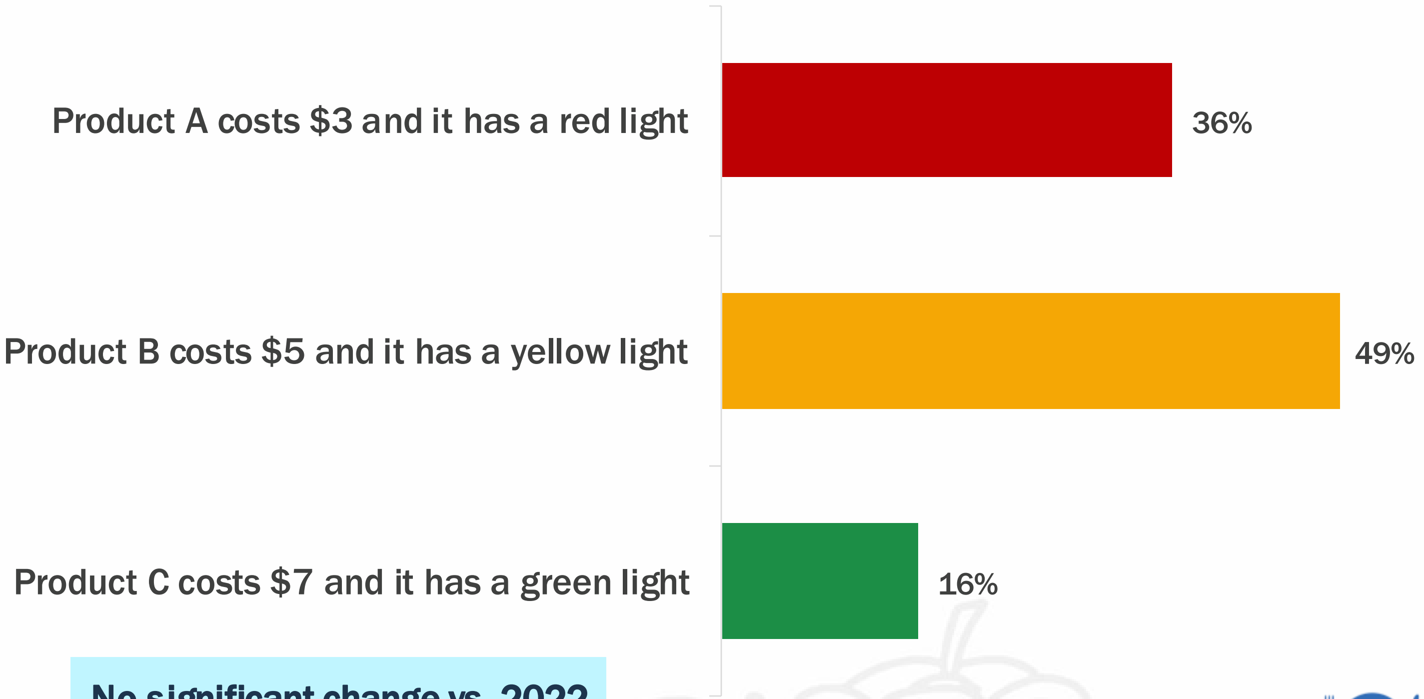
Imagine you are at the store to purchase a food or beverage you like. There are three versions of the same product.

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?



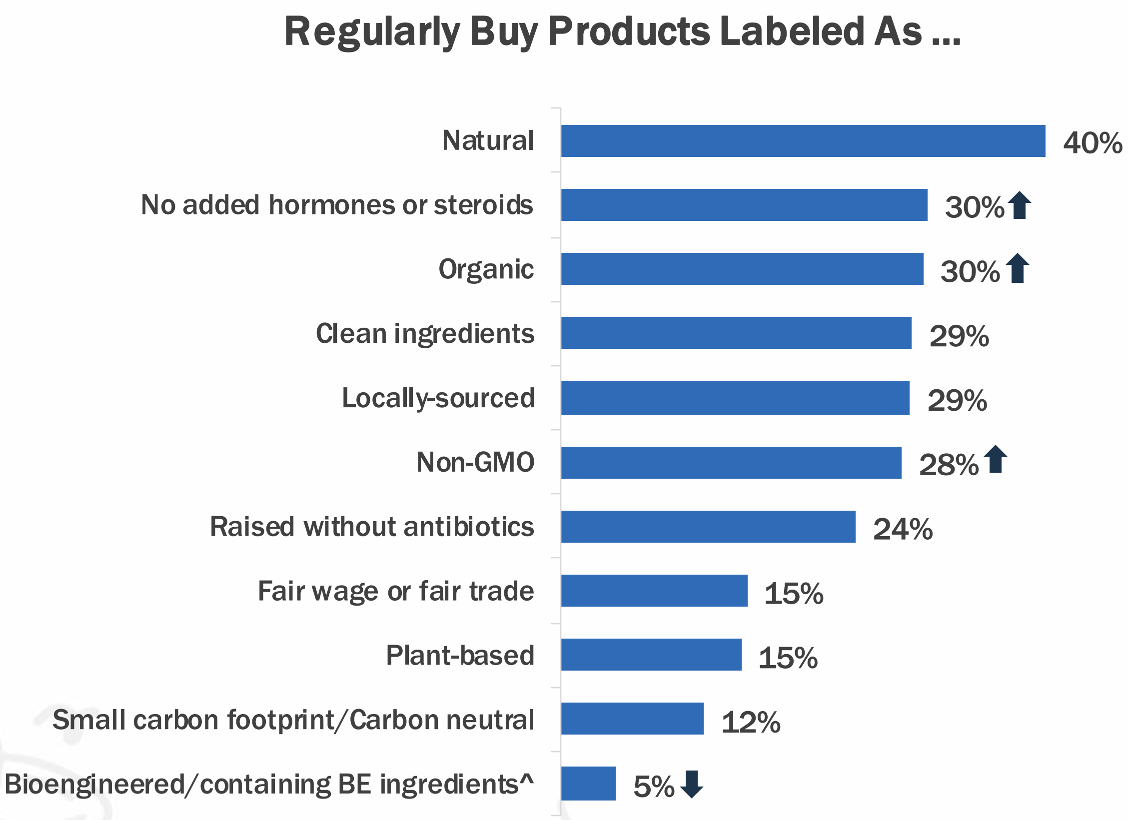
No significant change vs. 2022

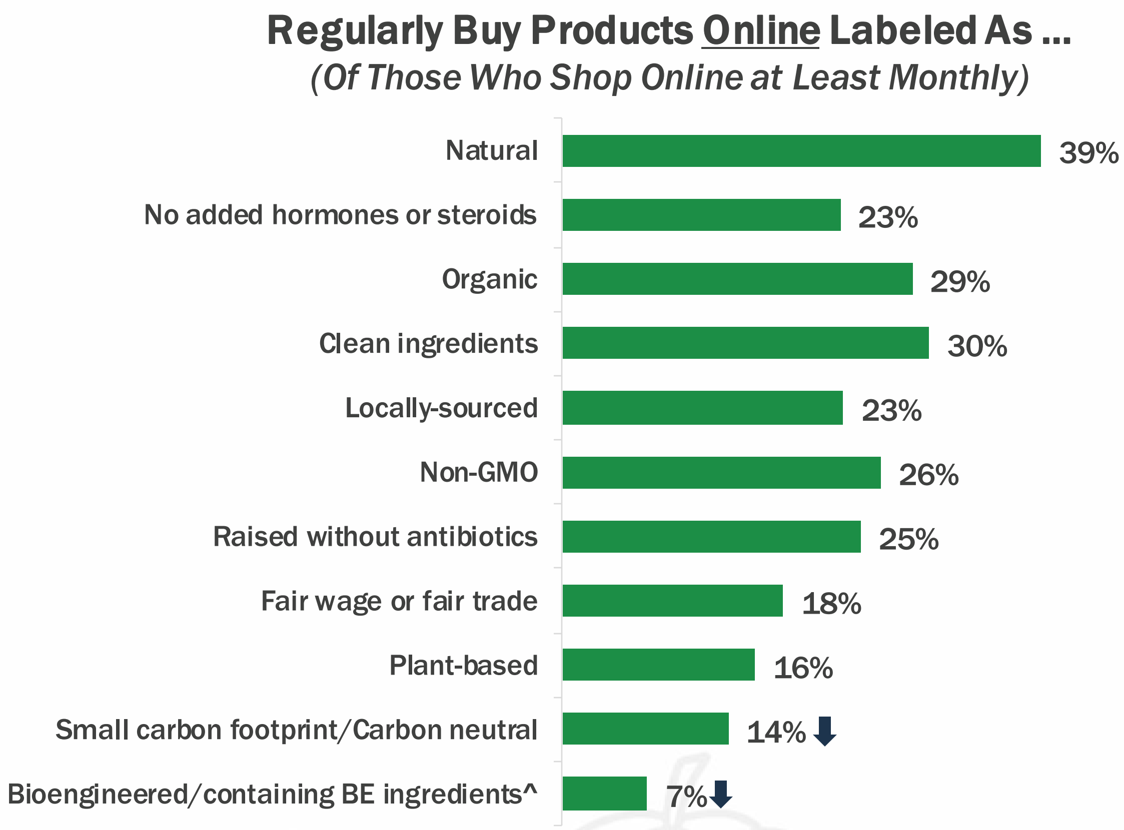
[TREND] Q50 Imagine you are at the store to purchase a food or beverage you like. There are three versions of the same product. All three have a "traffic light" symbol on the packaging indicating the product's level of environmental impact: Product A cost $3 and it has a red light, Product B costs $5 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=1,022)

International Food Information Council

Preference for products labeled as "no added hormones or steroids," "organic," and "non-GMO" has increased in 2023

Fewer in-person and online consumers are concerned with products labeled as "bioengineered/containing BE ingredients."





[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 label as...? (Select all that apply.) (n=1,022) / [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=478); Note: "Other" and "none of the above" are not shown; ^Response text abridged

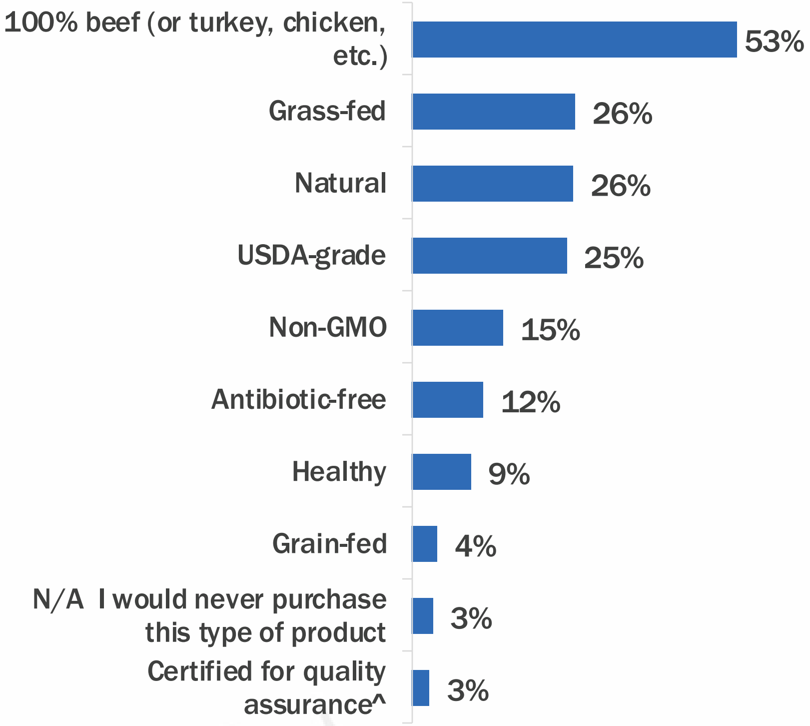
International Food Information Council

Patties labeled as "100% beef" are by far the most appealing

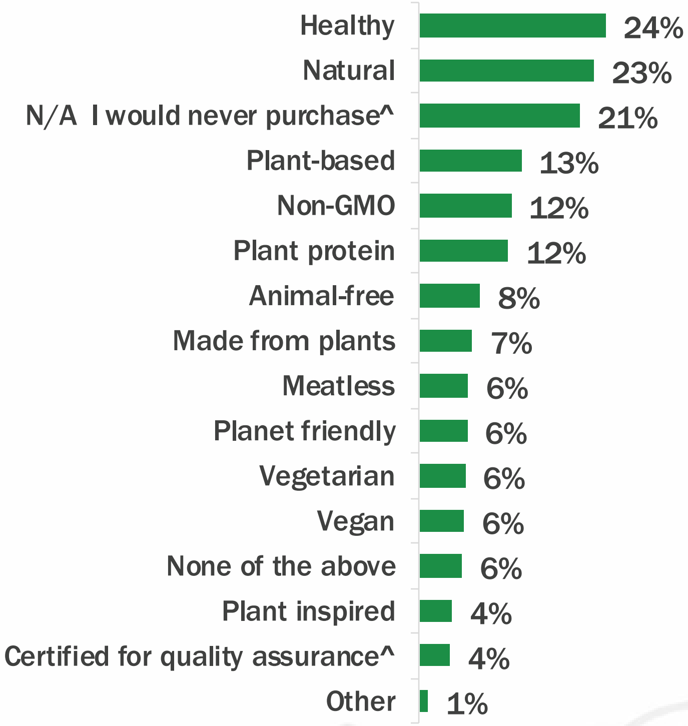
Nearly a quarter of those purchasing alternative meat say "healthy" and "natural" are the most enticing labels.

Most Appealing Label Descriptions

Ground Animal Patties



Plant Alternative to Animal Meat



Q58A Imagine you are in the store considering purchasing a package of patties made of ground animal meat (e.g., beef, turkey, chicken, etc.). Which of the following label descriptions would be most appealing to you? Please select your top two. (n=511) / Q58B Imagine you are in the store considering purchasing a package of patties made of a plant alternative to animal meat. Which of the following label descriptions would be most appealing to you? Please select your top two. (n=511) Note: "None of the above" and "other" responses not shown; ^Response options abridged

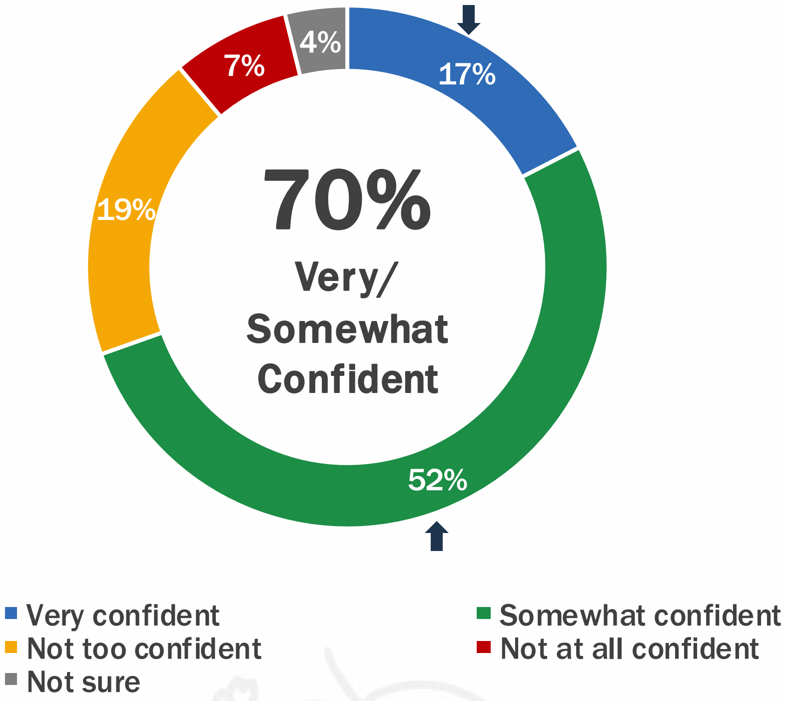
International Food Information Council

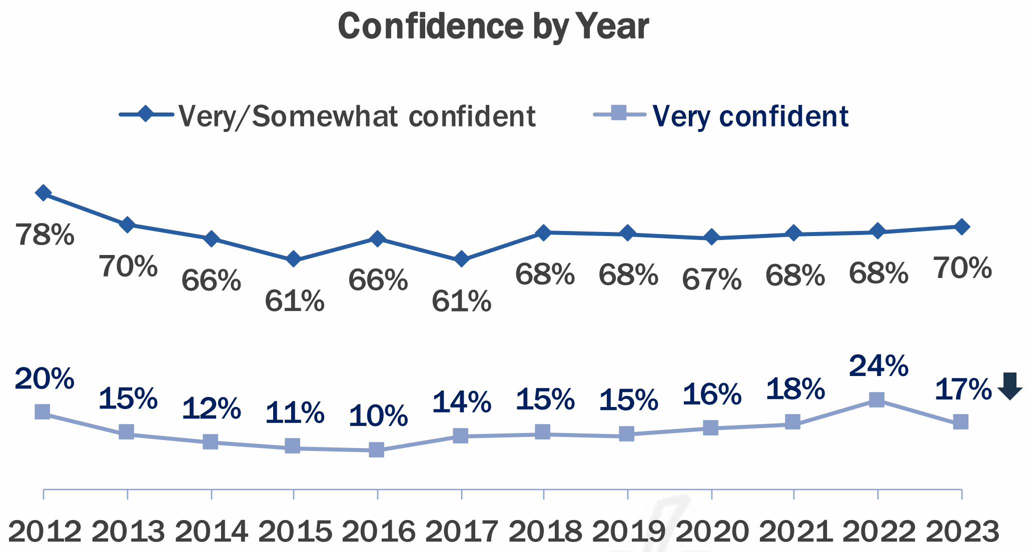
Food Ingredients and Food Safety

Although overall confidence in the food supply is steady, fewer are "very" confident

This change puts the results back in line with the years prior to 2022. Millennials and older generations, men, and those with higher incomes are more likely to be "very" or "somewhat" confident.

Confidence in Safety of U.S. Food Supply



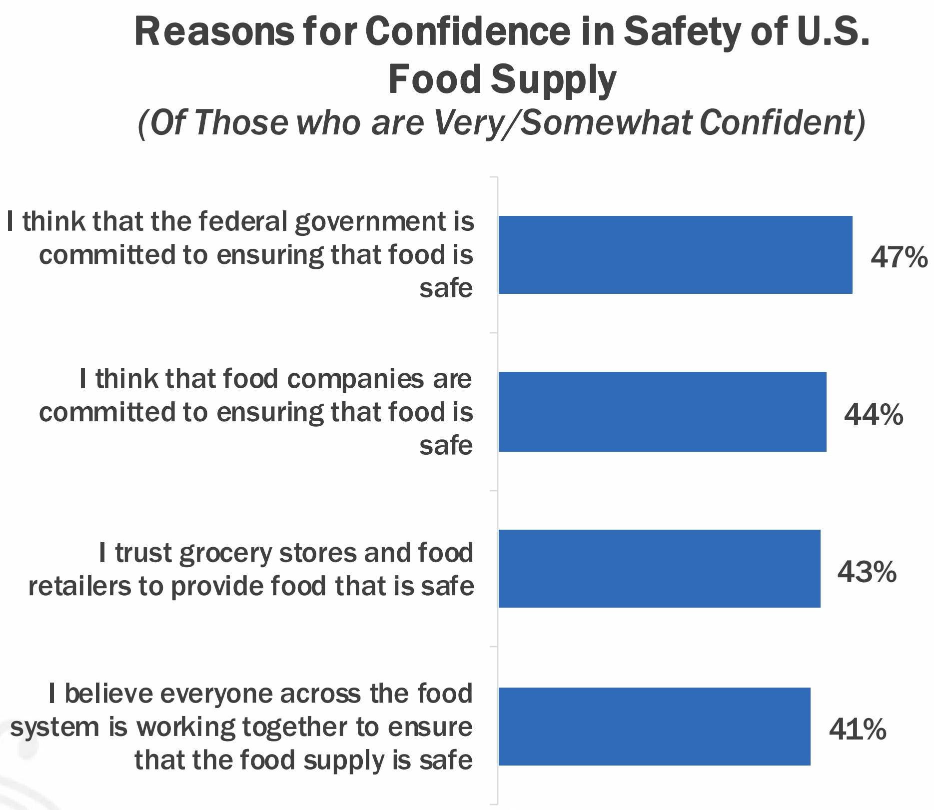


[TREND] Q60 Overall, how confident are you in the safety of the U.S. food supply? (n=1,022)

International Food Information Council

Nearly half believe the federal government is committed to ensuring safety

Over half attribute their lack of confidence to the belief that profit is prioritized over safety.

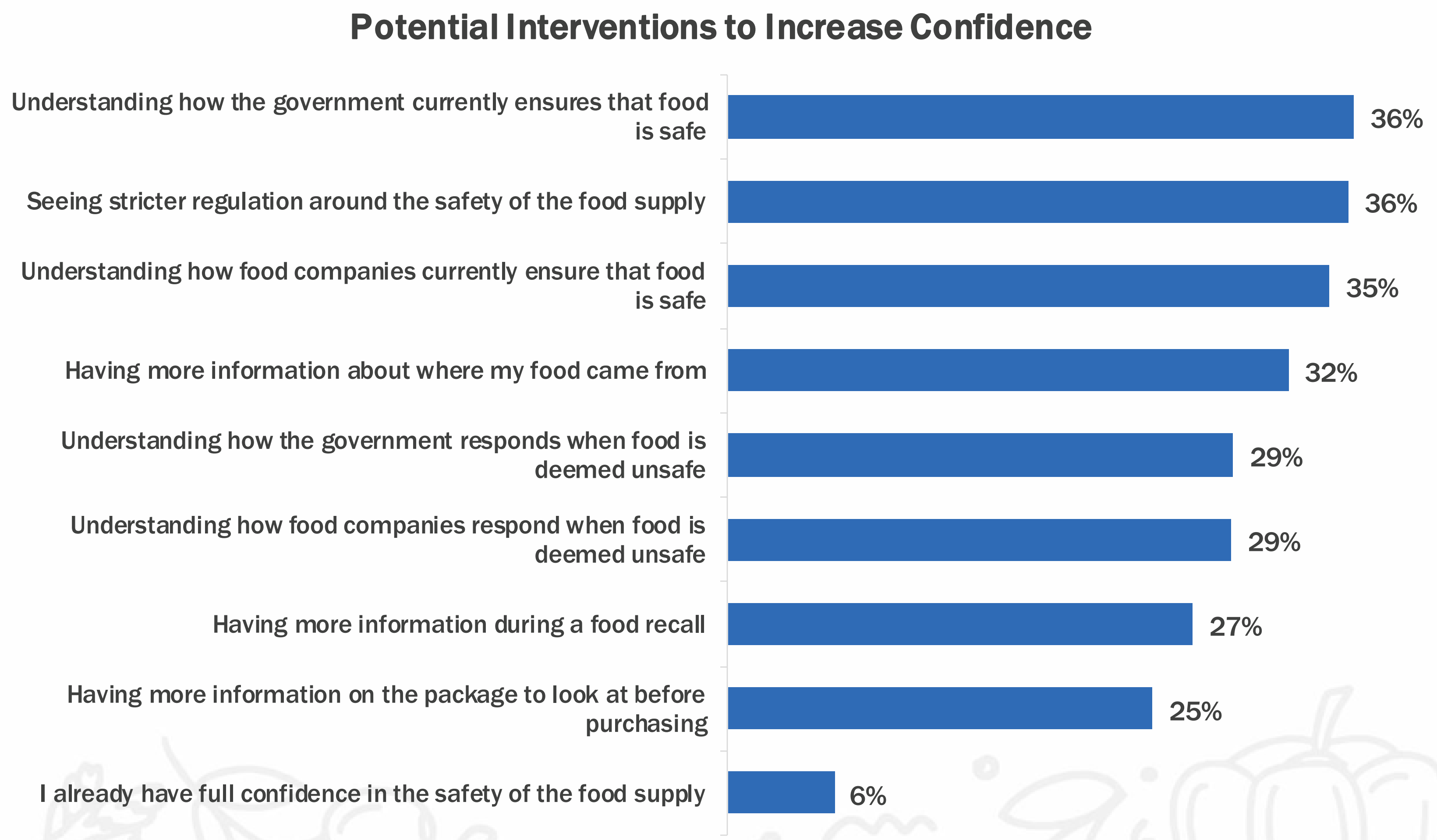


Q60A You mentioned that you are very or somewhat confident in the safety of the U.S. food supply. What makes you confident in its safety? (Select all that apply.) Filter: Very/Somewhat confident in the safety of the U.S. food supply (n=704) / Q60B You mentioned that you are not at all or not too confident in the U.S. food supply. Why aren't you confident in its safety? (Select all that apply.) Filter: Not Too/Not at all confident in the safety of the U.S. food supply (n=274); Note: "Other" is not shown

International Food Information Council

More than one-third say that understanding how the government currently ensures that food is safe would increase their confidence

The same percentage say seeing stricter regulation around the safety of the food supply would also increase their confidence.



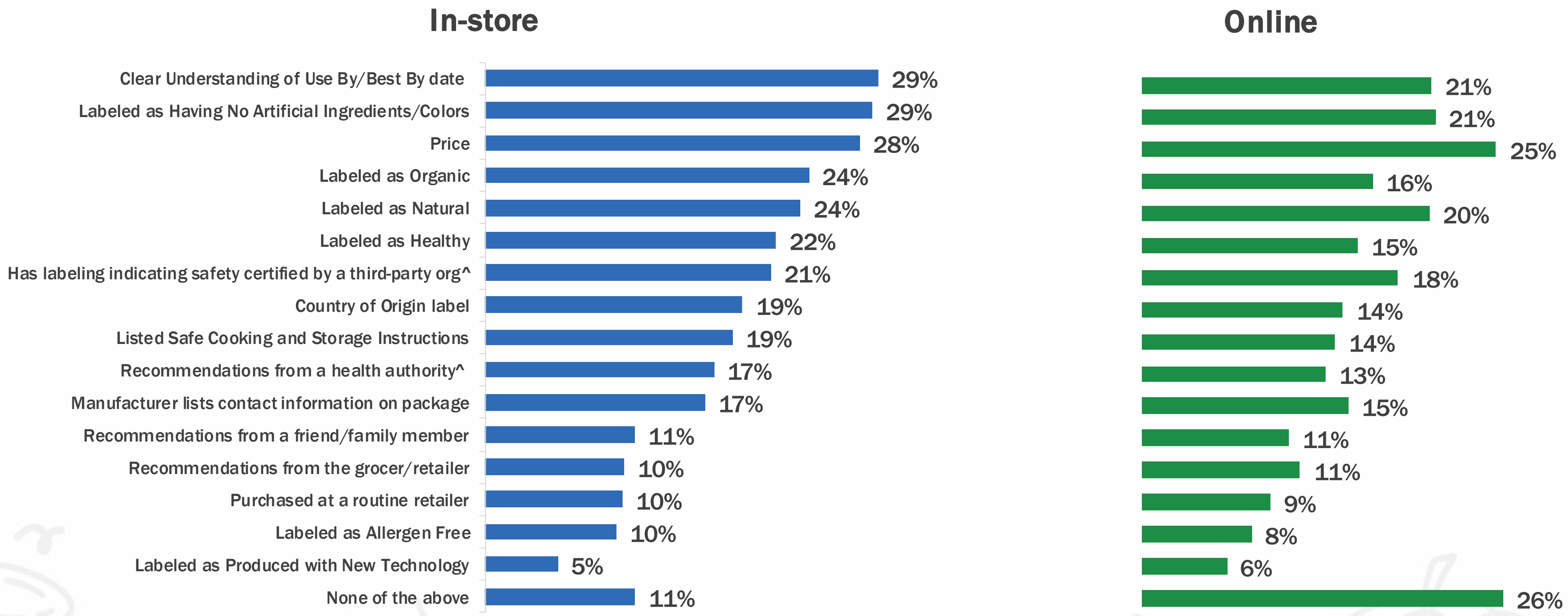
Q61 What would increase your confidence in the safety of the food supply? (Select all that apply.) (n=1,022); Note: "Other" and "none of the above" are not shown

International Food Information Council

“Best by” dates, labels that indicate no artificial ingredients/colors, and price are key indicators of safety

Among both in-person and online shoppers, younger generations are more likely to say price contributes to confidence in safety.

Contributing Factors Towards Confidence in Safety of Food



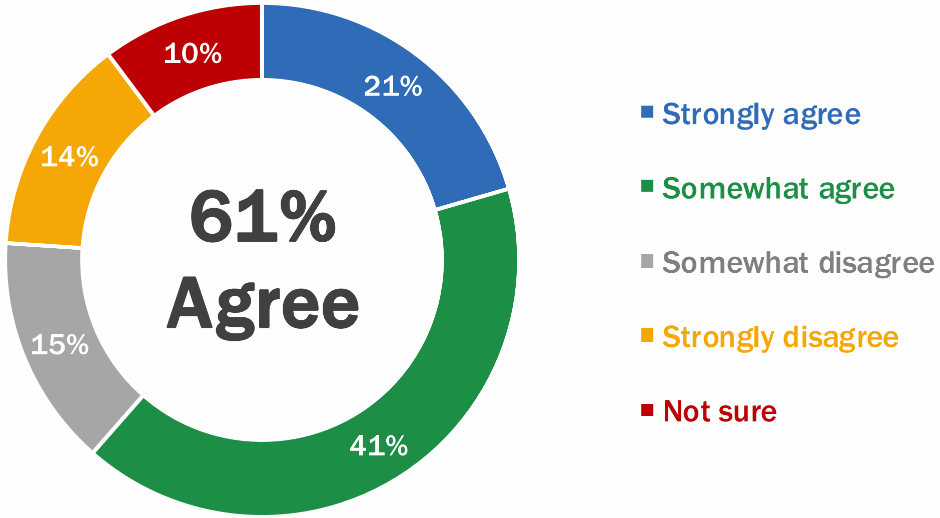
Q62A Which factors inform your belief about the safety of the food you purchase while shopping in-store? (Select all that apply.) (n=1,022) / Q62B Which factors inform your belief about the safety of the food you purchase while shopping online? (Select all that apply.) (n=1,022) Note: ^Response text abridged

International Food Information Council

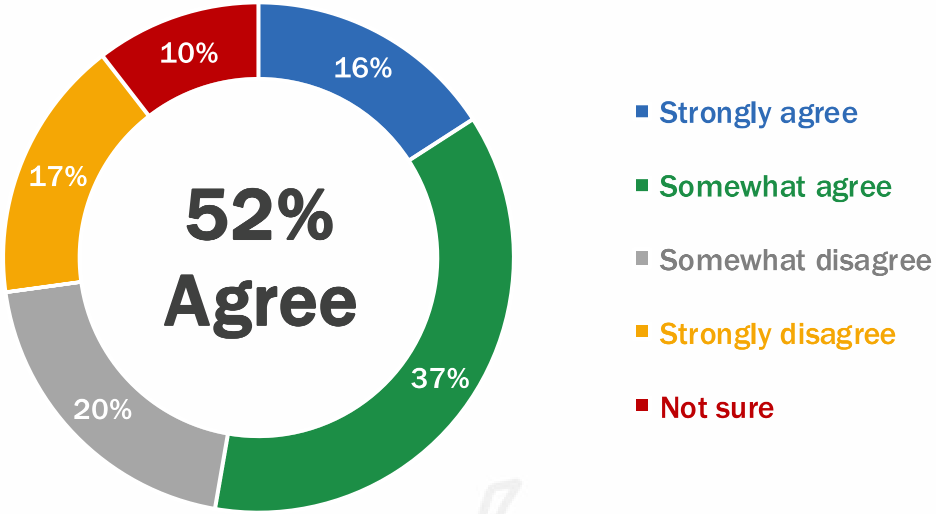
Six in ten trust the FDA to determine whether certain ingredients should be allowed

That said, only half say they are comfortable eating those approved products. Men and those with higher incomes are more likely to agree with both statements.

If an ingredient is unsafe in large quantities but is used in extremely small amounts in processed food, I trust the Food and Drug Administration (FDA) to determine whether or not it should be allowed in foods/beverages.



I am comfortable eating foods approved by the Food and Drug Administration (FDA) that include extremely small amounts of ingredients that may be potentially unsafe if consumed in large quantities.

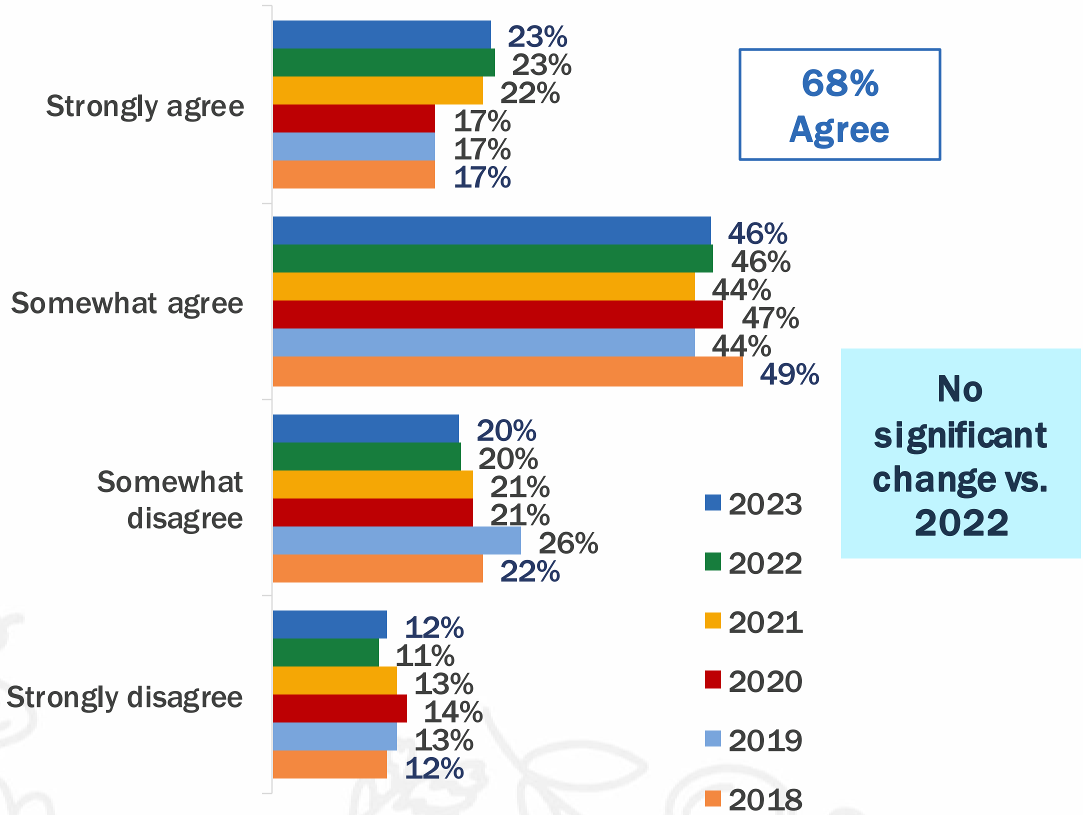


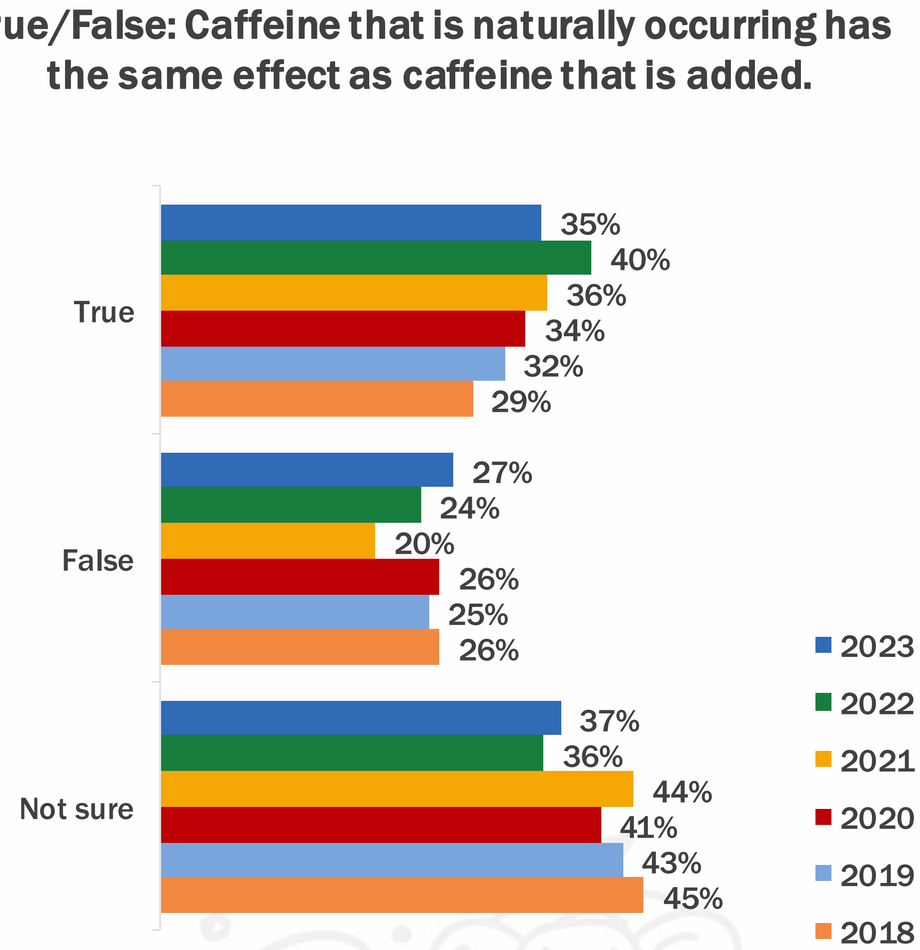
Q62C Please indicate how much you agree or disagree with the following statement: If an ingredient is unsafe in large quantities but is used in extremely small amounts in processed food, I trust the Food and Drug Administration (FDA) to determine whether or not it should be allowed in foods/beverages. (n=1,022) / Q62D Please indicate how much you agree or disagree with the following statement: I am comfortable eating foods approved by the Food and Drug Administration (FDA) that include extremely small amounts of ingredients that may be potentially unsafe if consumed in large quantities. (n=1,022)

International Food Information Council

Knowledge of caffeine consumption remains consistent in 2023

One-third believe all caffeine has the same effect, with this belief most commonly held by younger generations, men, and those with higher degrees.





[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=966) / [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=1,022)

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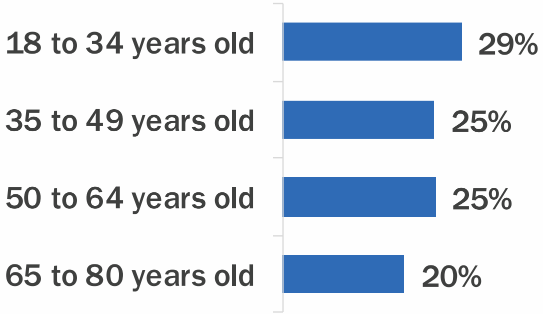
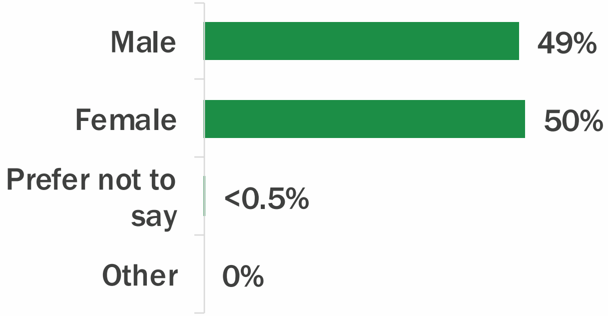
Demographics

Demographics

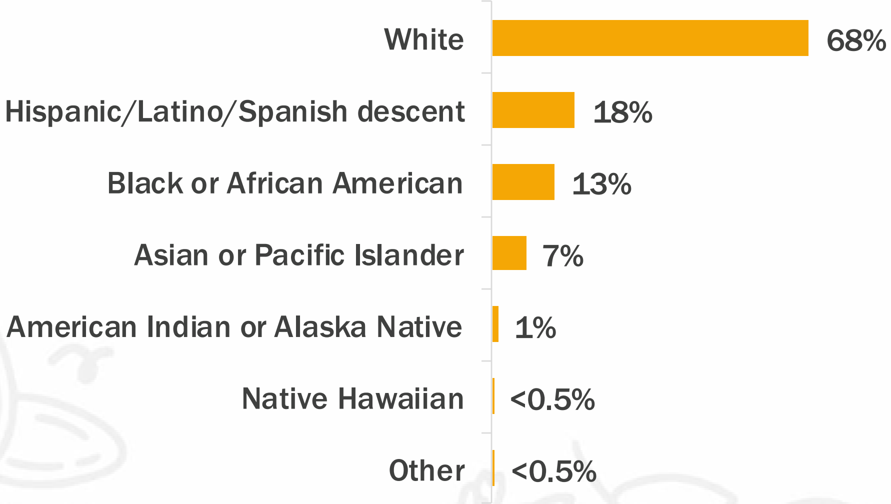
AGE



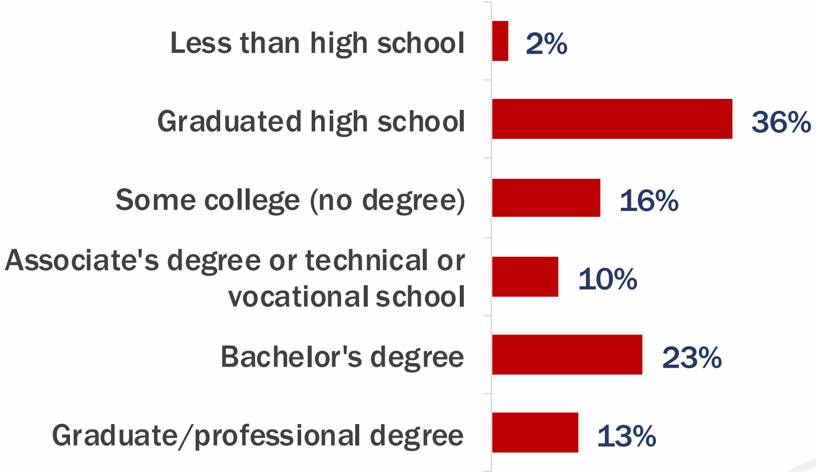
GENDER



RACE/ETHNICITY



EDUCATION



S1 What is your age? (n=1,022) / S3 Which of the following best describes your race or ethnicity? (Select all that apply.) (n=1,022) / S4 What is your gender? (n=1,022) / S2 What is the highest level of education you have completed? (n=1,022)

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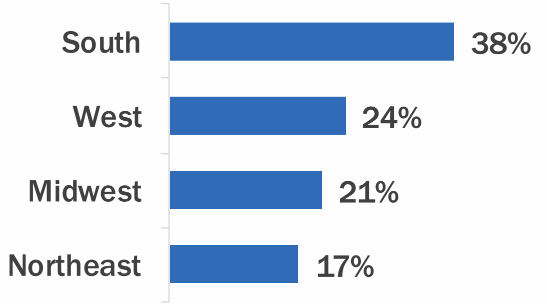
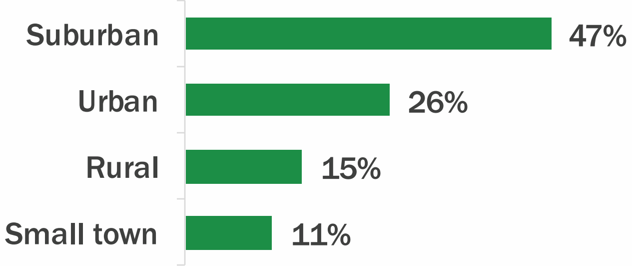
Demographics

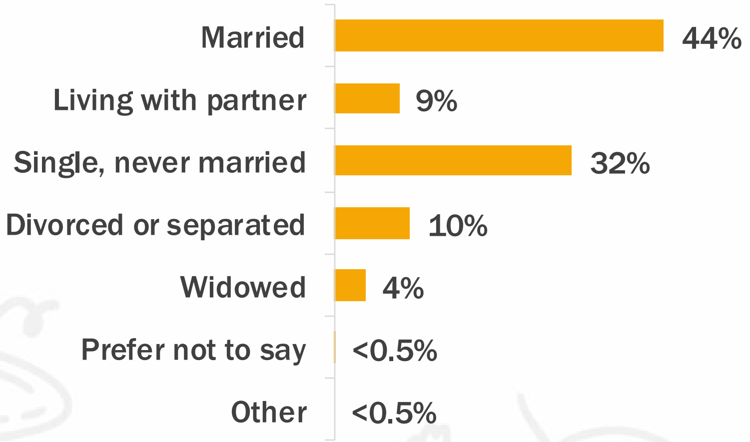
REGION



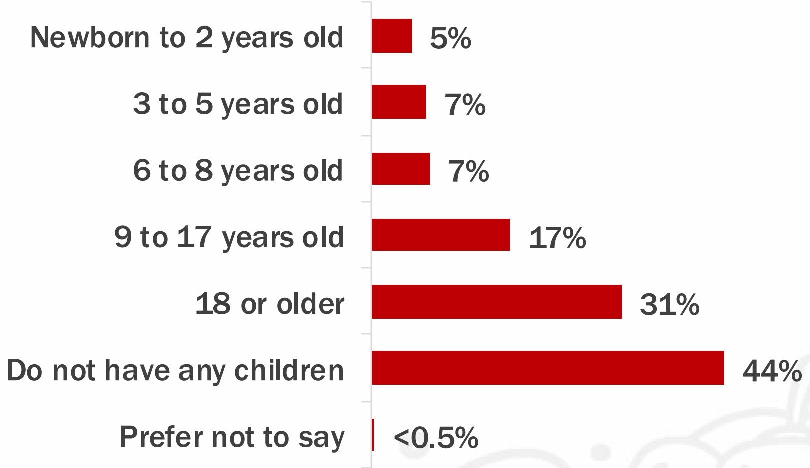
COMMUNITY



MARITAL STATUS



CHILDREN

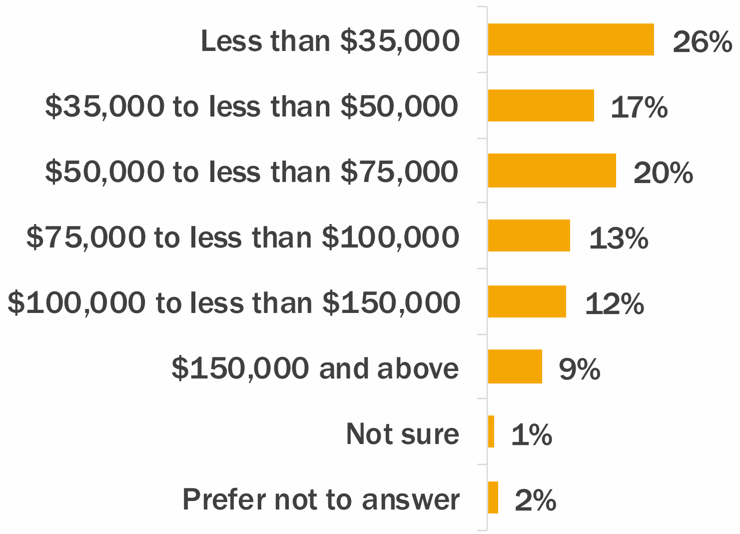


S5B Region (n=1,022) / S6 What is your marital status? (n=1,022) / S8 Which of the following best describes the area in which you live? (n=1,022) / S7 Do you have any children between the ages of…? (Select all that apply.) (n=1,022)

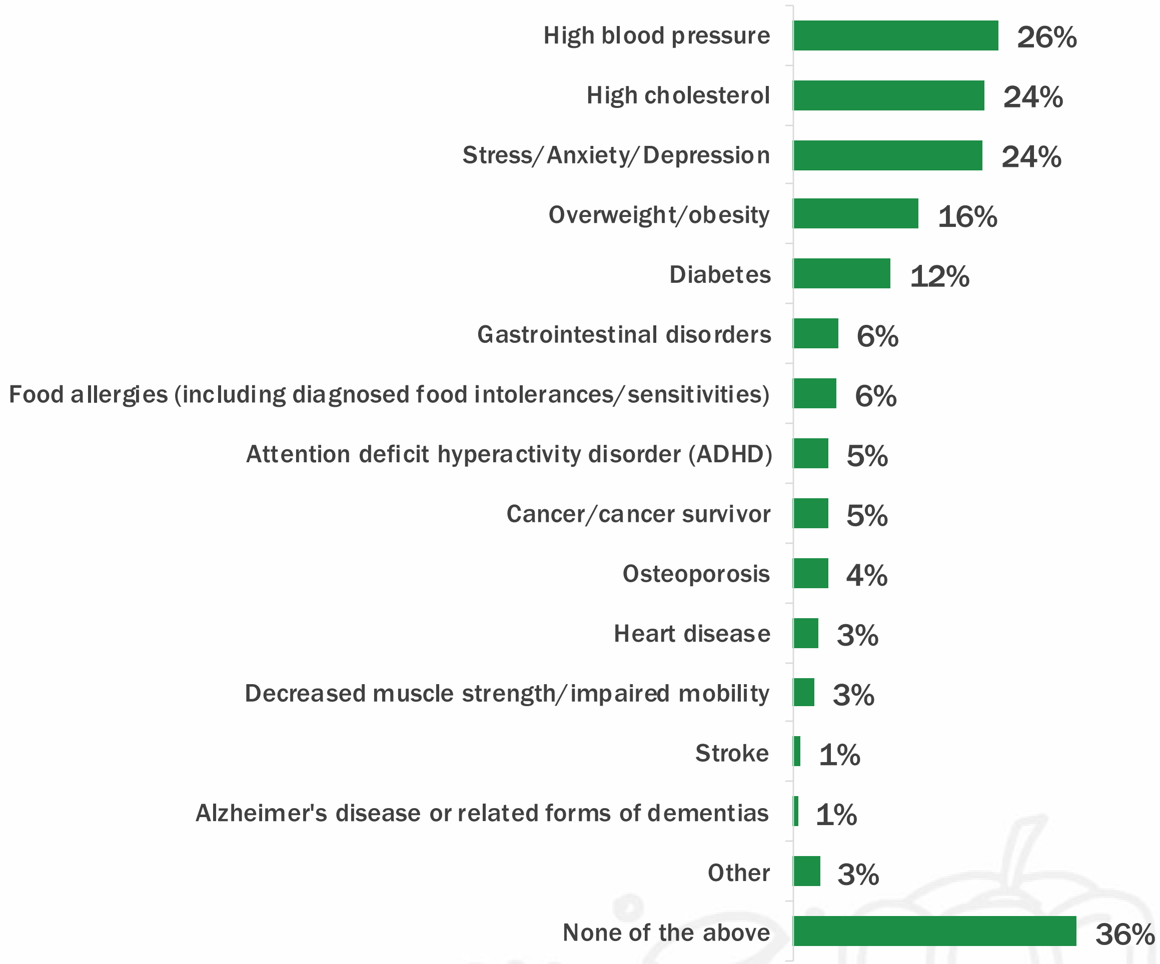
International Food Information Council

Demographics

INCOME



MEDICAL CONDITIONS



D5 Finally, how much is your total annual household income? (n=1,022) / D4 Which of the following medical conditions, if any, have you been diagnosed with having? (Select all that apply.) (n=1,022)

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