



# Public Attitudes Around Food Ingredients

May 2023

## Public Perceptions of Food Ingredients

Do consumers shy away from ingredients that are unfamiliar or have chemical-sounding names? And do they gravitate towards foods with certain ingredients, while avoiding others? A recent IFIC survey of 1,000 Americans explores the public sentiment around ingredients in foods and beverages, why people shop where they do, and what drives purchases when it comes to certain foods.

## Highlights

- Six in ten Americans say they usually consider ingredients when choosing foods to buy.
- Consumers choose where they shop based largely on the quality of foods offered and the price of foods sold. Variety of foods is also a top purchase-driver, while ingredients are less important.
- When deciding which foods to purchase, people tend to choose those they consider to be good for them; this consideration outweighs choosing "familiar ingredients."
- Health and safety are the top reasons people avoid certain ingredients.
- For those who believe some ingredients are unsafe to eat, more than four in ten believe those ingredients will have long-term impacts on their physical health.
- Nearly three in ten assume an unknown, chemical-sounding ingredient is not safe to consume.
- When it comes to foods containing naturally occurring compounds that may pose dangers (e.g., arsenic, lead, cadmium, and mercury), consumers are most concerned about seafood—with baby food a close second.

# Methodology

One thousand interviews were conducted among adults ages 18+ from May 4-9, 2023 and were weighted to ensure proportional results. Totals may not equal 100% due to rounding.

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

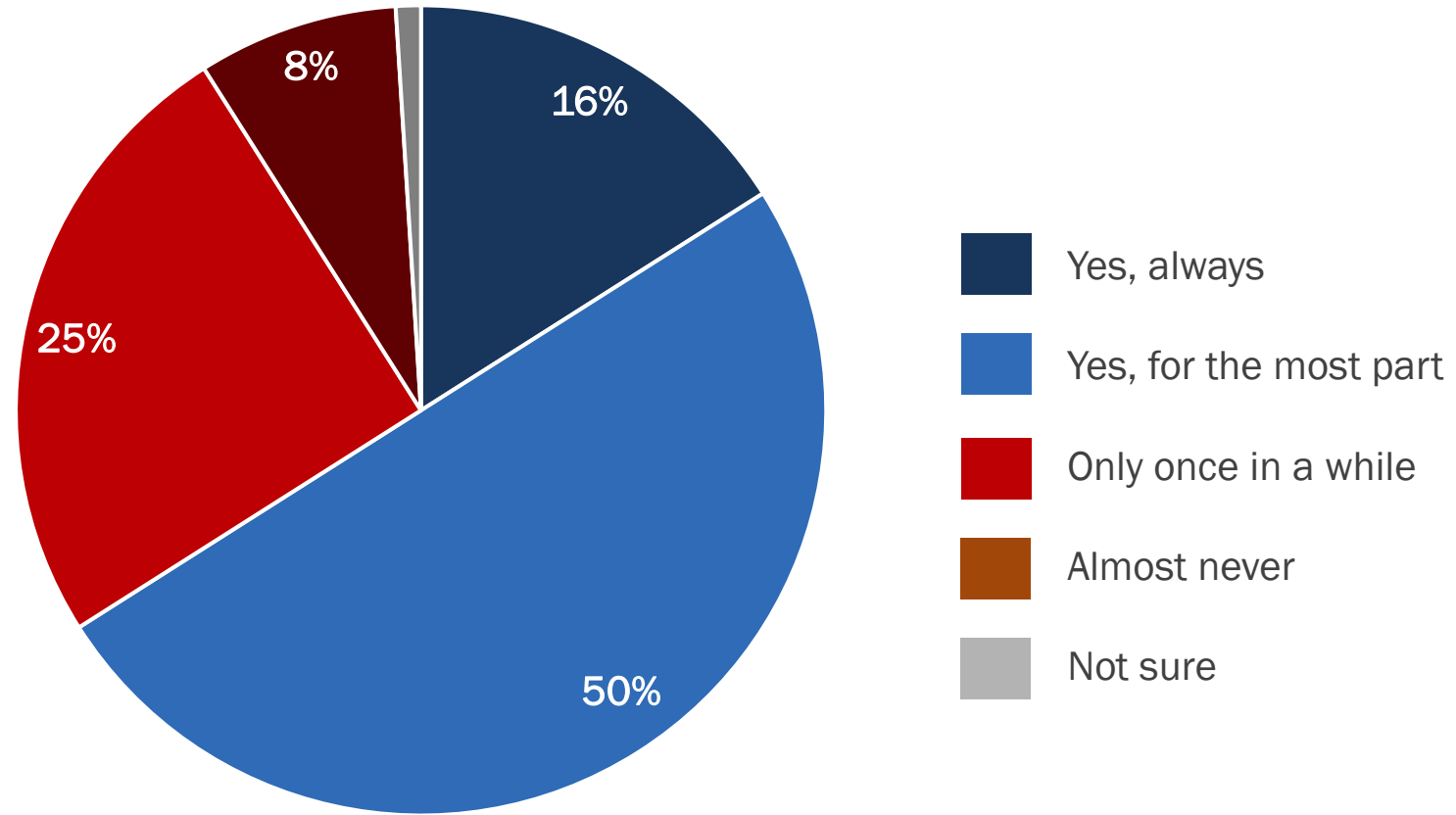
## Statistical Significance

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

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

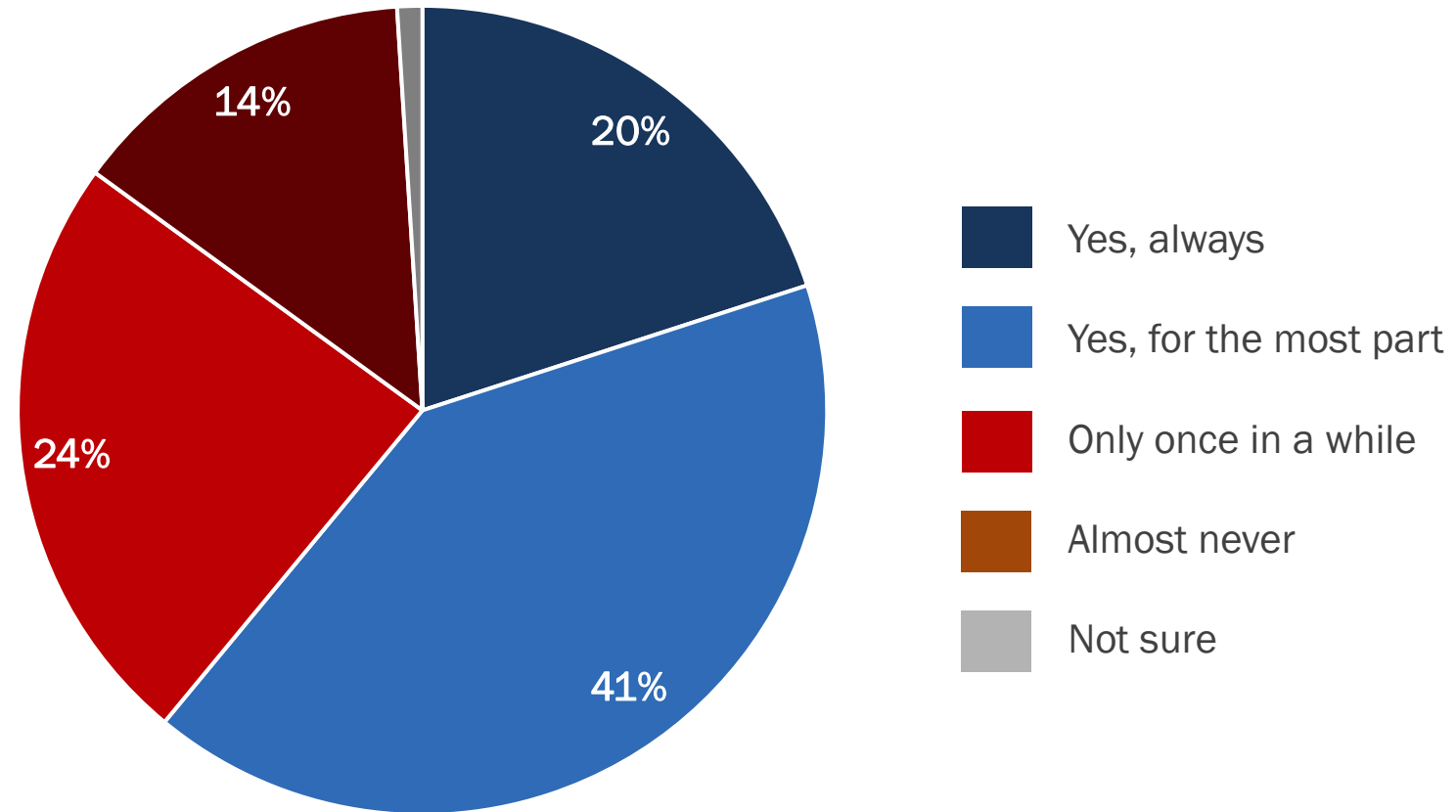


## A majority of Americans (7 in 10) consider themselves to be healthy eaters



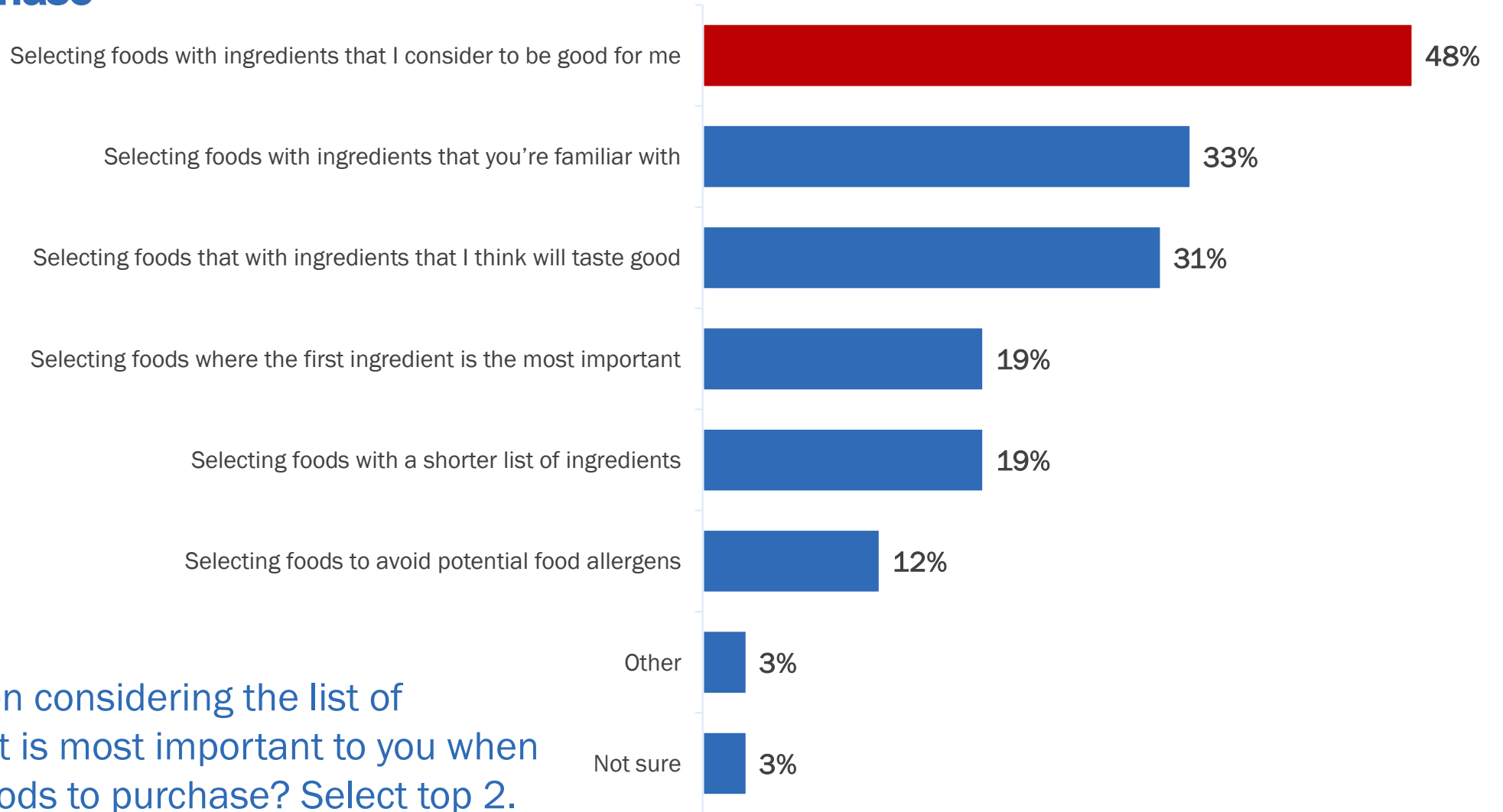
Q1. Do you consider yourself a healthy eater?

## 6 in 10 usually consider ingredients when choosing foods



Q2. When choosing foods to consume, do you consider the list of ingredients?

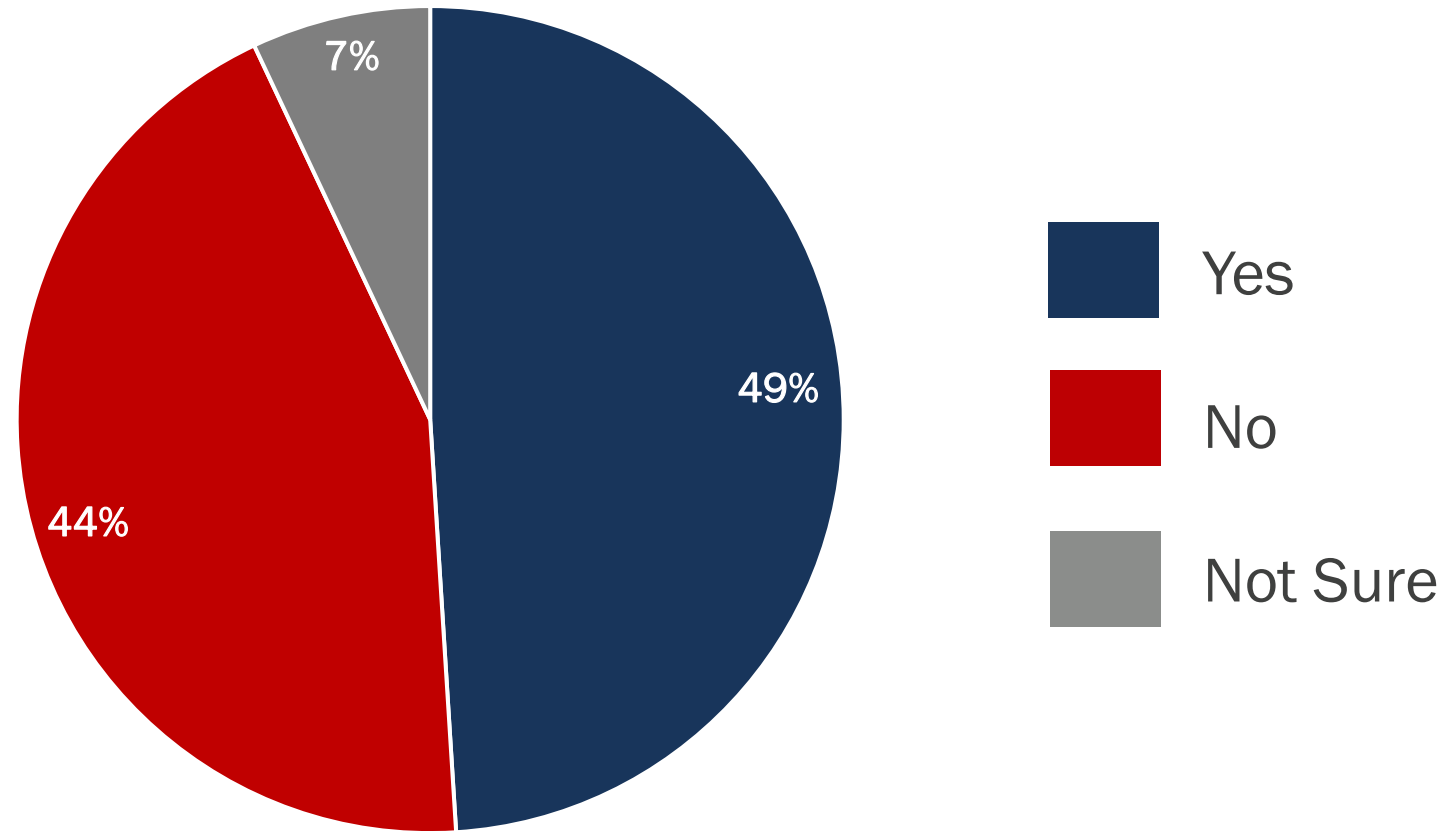
# Foods considered "good for me" outweighs "familiar ingredients" when deciding what foods to purchase



Q3. [if 2a-c] When considering the list of ingredients, what is most important to you when deciding what foods to purchase? Select top 2.



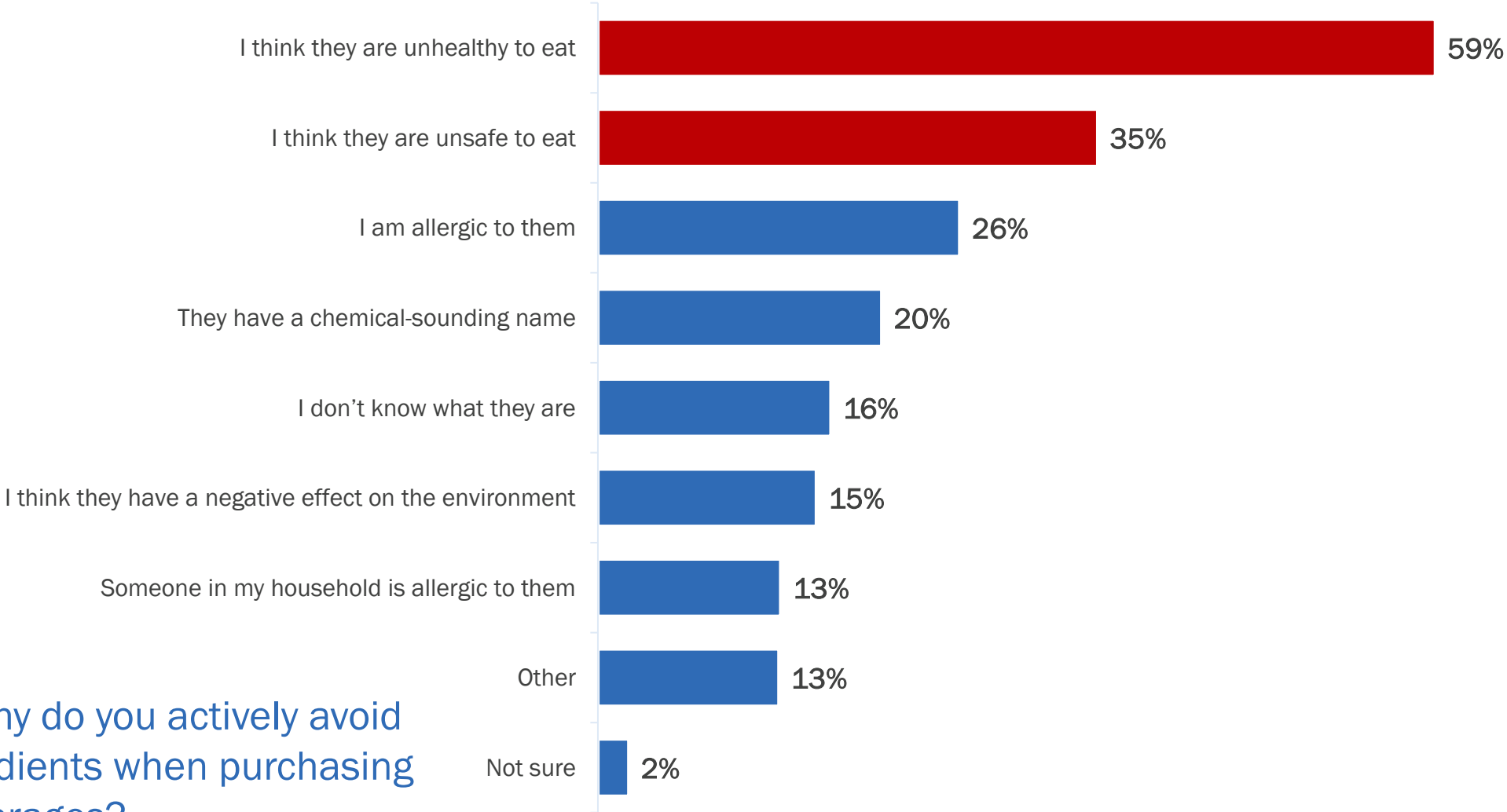
## Americans are split as to whether they actively avoid certain ingredients



**Q4.** Are there any ingredients that you actively avoid when purchasing foods or beverages?



# Health and safety are the top drivers for avoiding certain ingredients



Q5. [if 4a] Why do you actively avoid certain ingredients when purchasing foods or beverages?

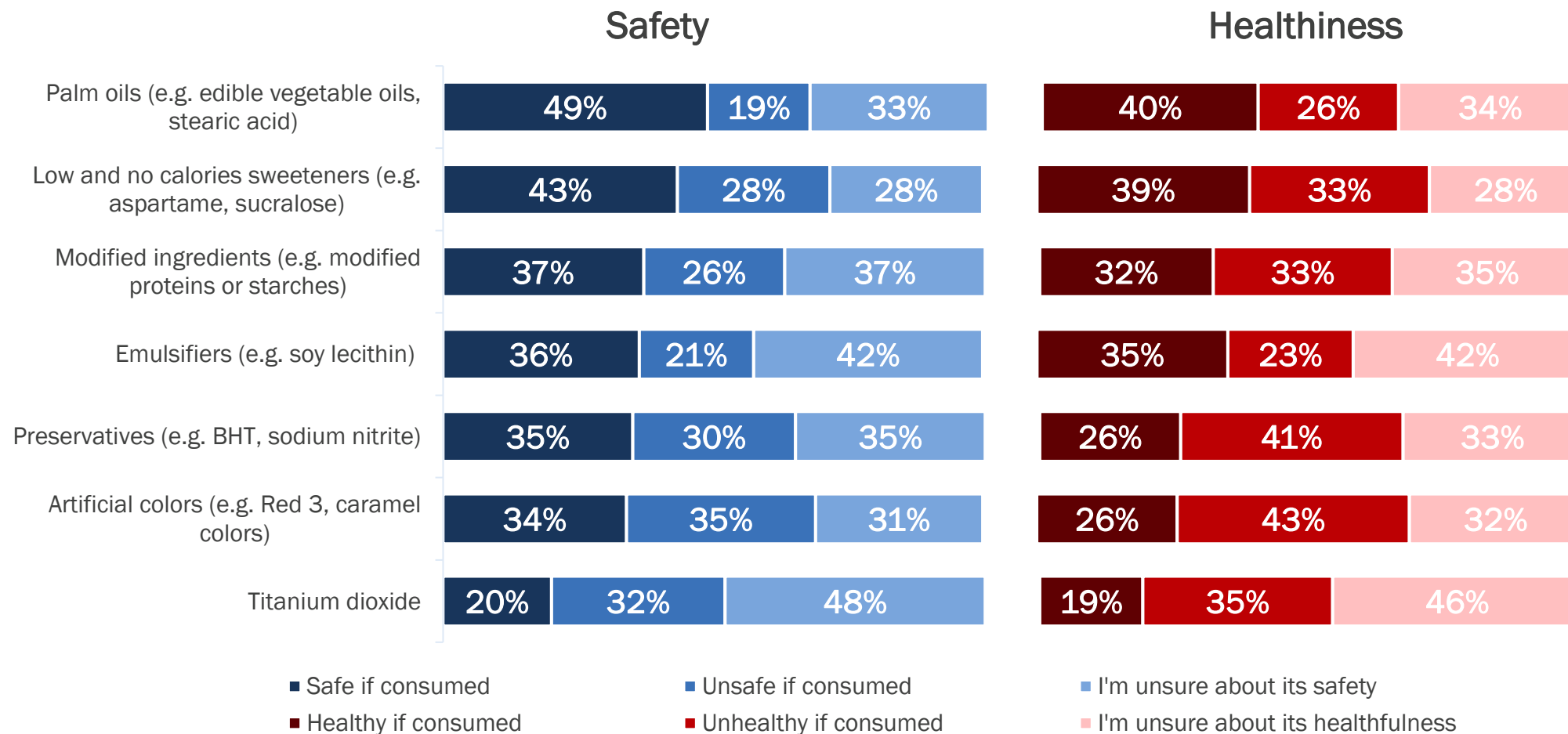
**Q6. Take a look at the ingredient list below. Even if you have never heard of or don't know much about the ingredient, please note your understanding or impression of the ingredient below.**

INGREDIENT	SAFE TO EAT	HEALTHY IF CONSUMED	UNSAFE TO EAT	UNHEALTHY IF CONSUMED	NOT SURE
Titanium dioxide					
Artificial colors (e.g. Red 3, caramel colors)					
Low and no calories sweeteners (e.g. aspartame, sucralose)					
Preservatives (e.g. BHT, sodium nitrite)					
Palm oils (e.g. edible vegetable oils, stearic acid)					
Modified ingredients (e.g. modified proteins or starches)					

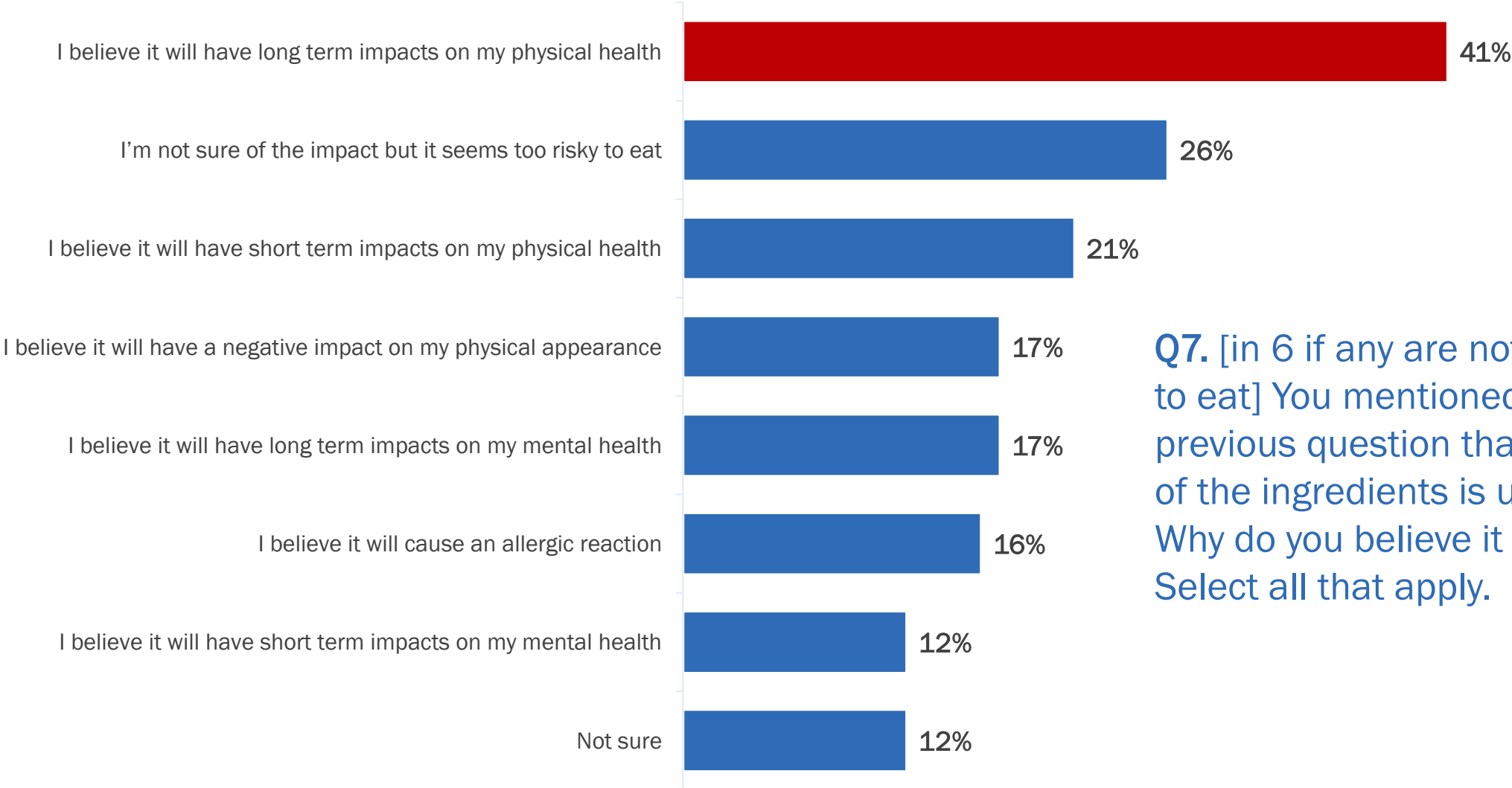
Emulsifiers (e.g. soy lecithin)

# Most people rank palm oils and low and no calories food ingredients as safe and healthy if consumed

*While most ranked artificial colors and preservatives as unsafe and unhealthy*



# For those that believe some ingredients are unsafe to eat, more than 4 in 10 believe they will have long term impacts on their physical health

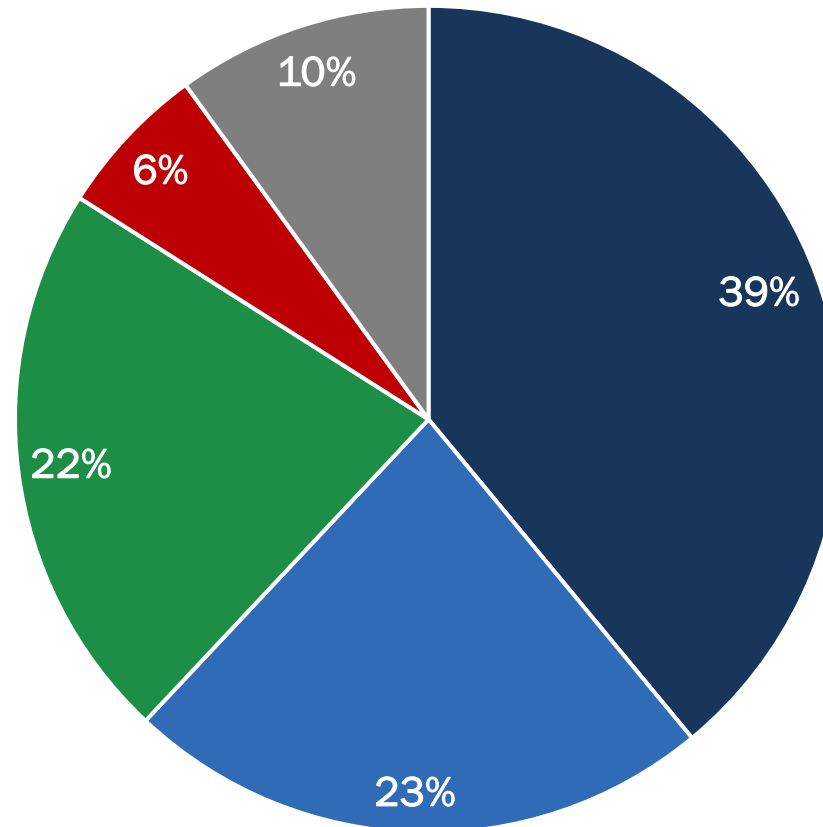


Q7. [in 6 if any are noted as unsafe to eat] You mentioned in the previous question that at least one of the ingredients is unsafe to eat. Why do you believe it is unsafe? Select all that apply.

# While 4 in 10 would "look up more information about unknown ingredients" before purchase; 2 in 10 would not purchase because of the unknown ingredients

While nearly one-quarter would still purchase this food or beverage

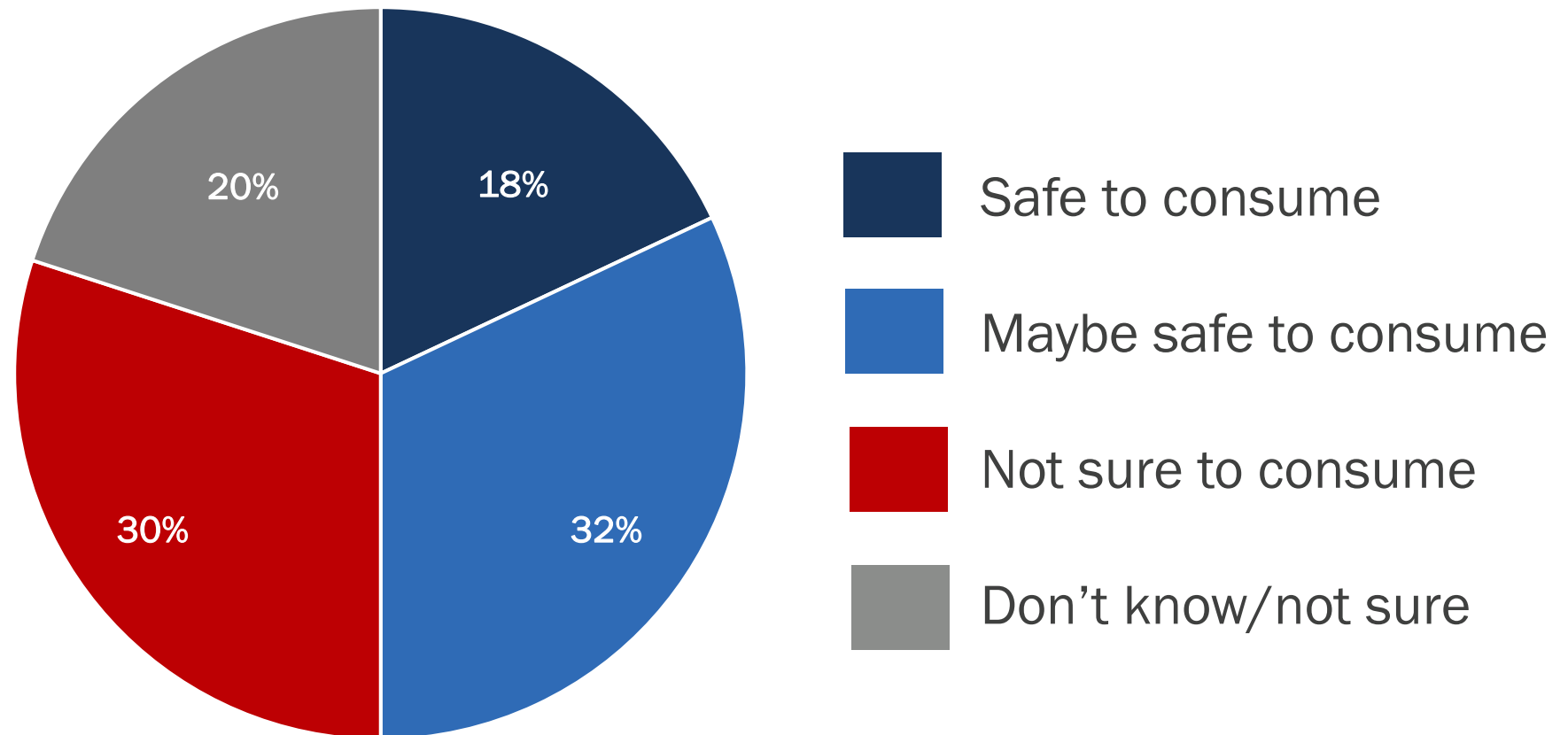
Q8. Imagine you are grocery shopping, and you see a food or beverage you'd like to try but there's an ingredient you're not sure about. What would you do? Select top choice.



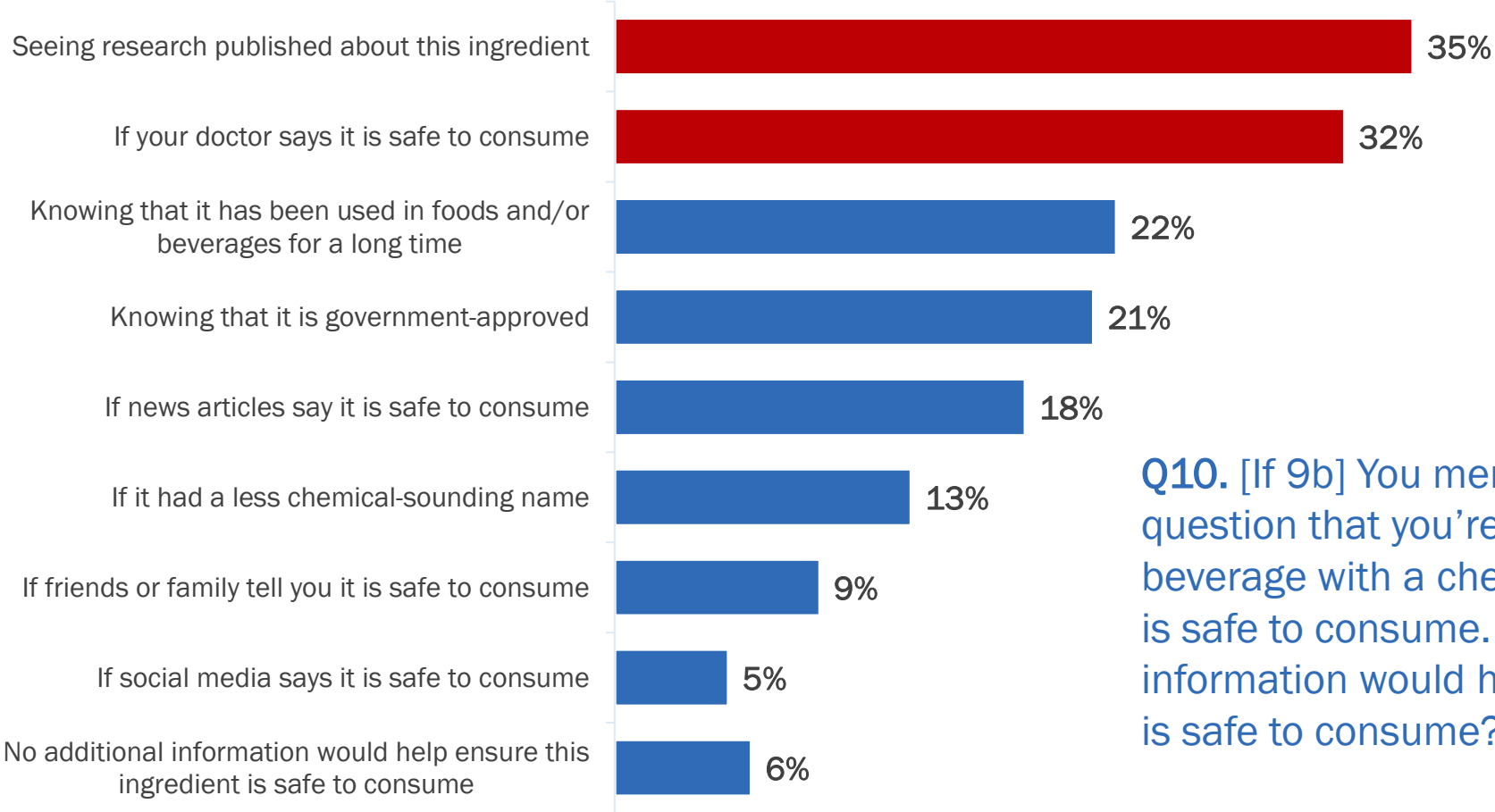
- Look up more information about the ingredient before purchasing the food or beverage
- Still purchase this food or beverage
- Not purchase the food or beverage because of the unknown ingredient
- Try to seek out someone at the grocery store to learn more about the ingredient before purchasing the food or beverage
- Don't know/Not sure

# Nearly 1 in 3 people assumed an unknown chemical-sounding ingredient "maybe safe to consume", 3 in 10 assume it "not safe to consume"

Q9. Again, imagine you are grocery shopping, and you see an ingredient with a chemical-sounding name that you're not sure about. What would you assume this ingredient is? Select top choice.



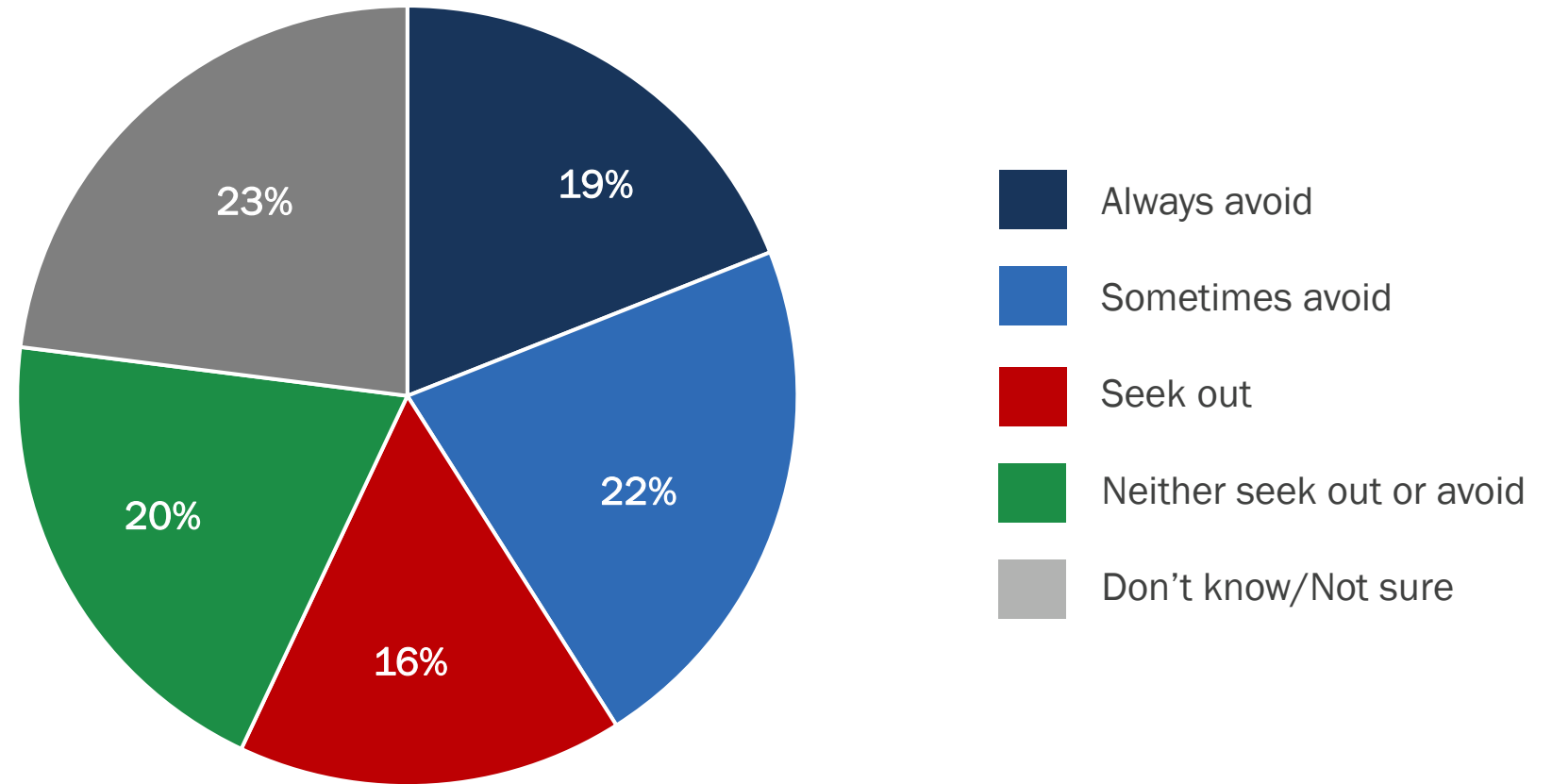
# When unsure about the safety of the chemical-sounding ingredient, most would consult published research or doctor's advice



Q10. [If 9b] You mentioned in the previous question that you're not sure this food or beverage with a chemical-sounding ingredient is safe to consume. What additional information would help ensure this ingredient is safe to consume? Select top choice



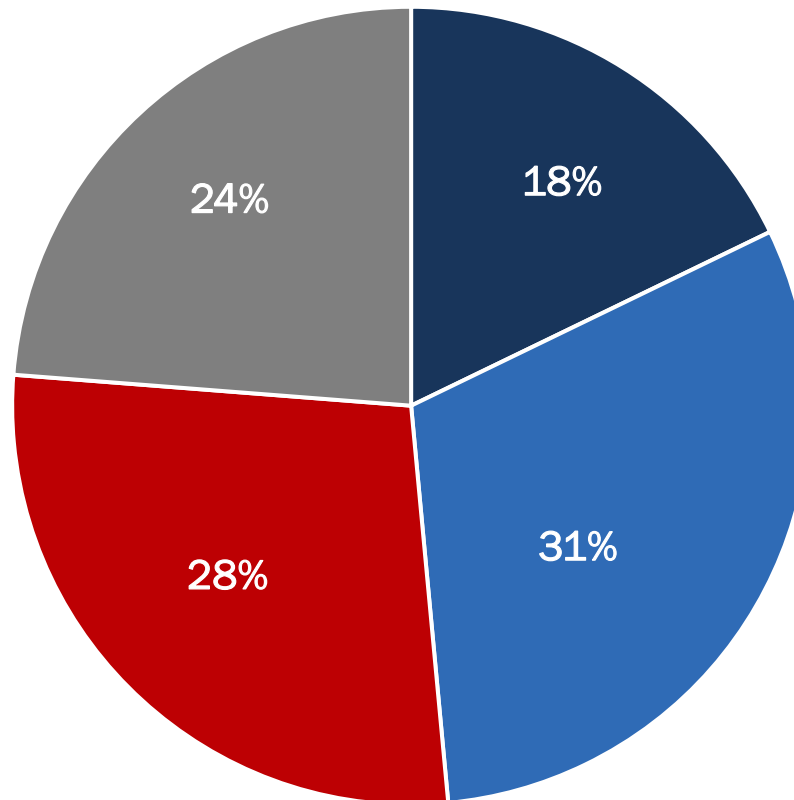
# Nearly 1 in 4 aren't sure whether they'd avoid Titanium Dioxide if on a food package; 1 in 5 would always avoid



**Q11.** Titanium Dioxide is an ingredient in some foods. Is this an ingredient that, if seen on a food package, you would:

**Q12.** Consider “Ingredient A” that is found in some foods in the United States. It is approved for use and consumption in the United States but it has not been approved for use and consumption in the European Union (EU). Would the lack of approval in the European Union affect your perception of whether or not this ingredient is safe to consume?

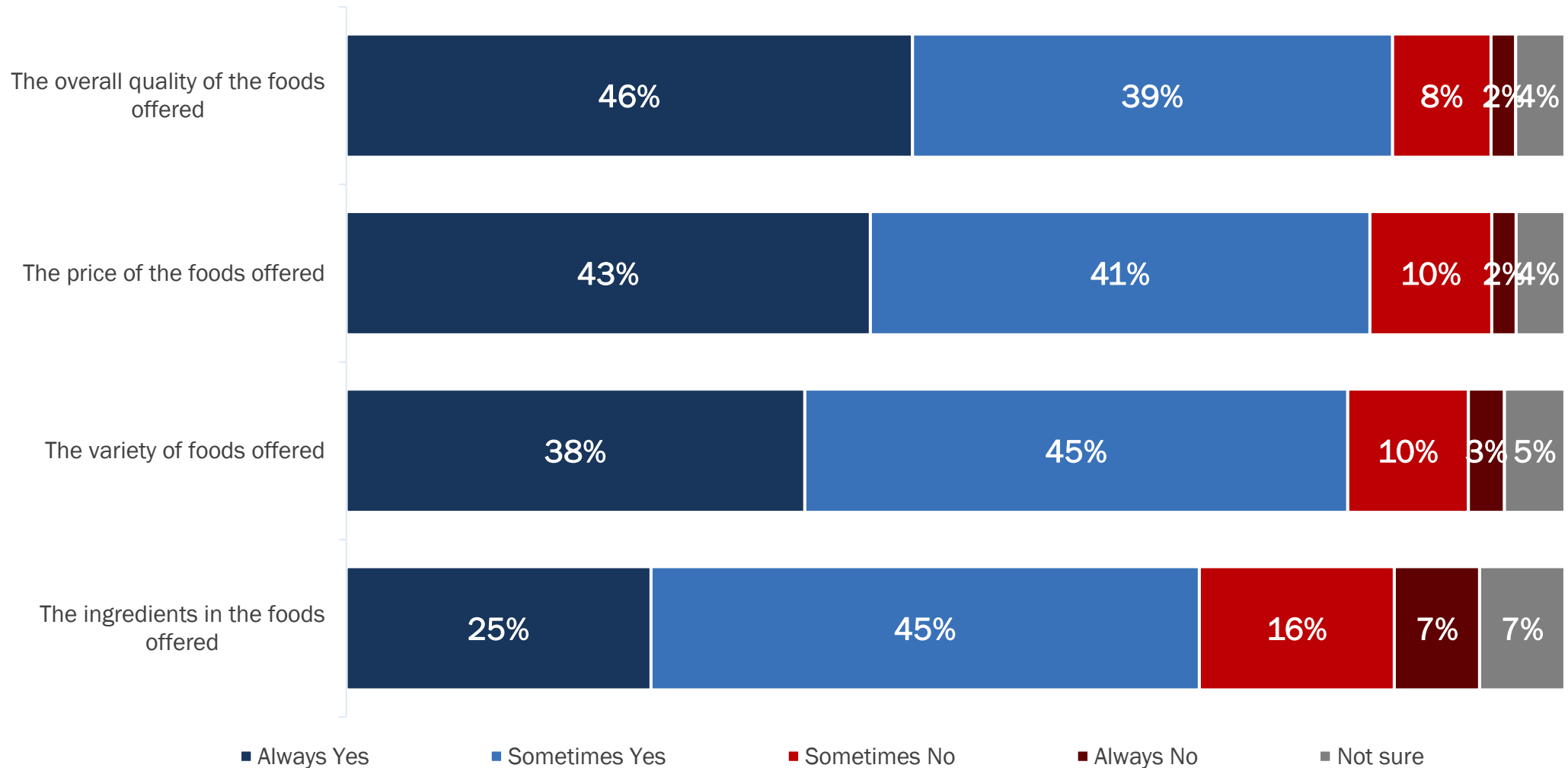
# EU safety approval would impact 6 in 10 Americans' perceptions about ingredient safety; nearly 3 in 10 say they would avoid an ingredient lacking EU approval



- No, the lack of EU approval would have no effect on my perception of its safety
- The lack of EU approval may affect my perception of its safety, but I wouldn't change my eating behavior because of it
- Yes, I would no longer eat any food or beverage with this ingredient because of the lack of EU approval
- I'm not sure whether the lack of EU approval would change my eating behavior

**Q13.** When shopping for foods and beverages, do you ever choose to buy from a store based on any of the criteria below?

# Consumers buy from stores because of the quality of foods offered and the price of foods sold; variety is also a top driver while ingredients in foods sold is less important



**Q14.** To what extent are you concerned about naturally occurring compounds (eg., arsenic, lead, cadmium and mercury) in any of the following foods?

Very concerned

Somewhat concerned

Not all that concerned

Not at all concerned

Don't know

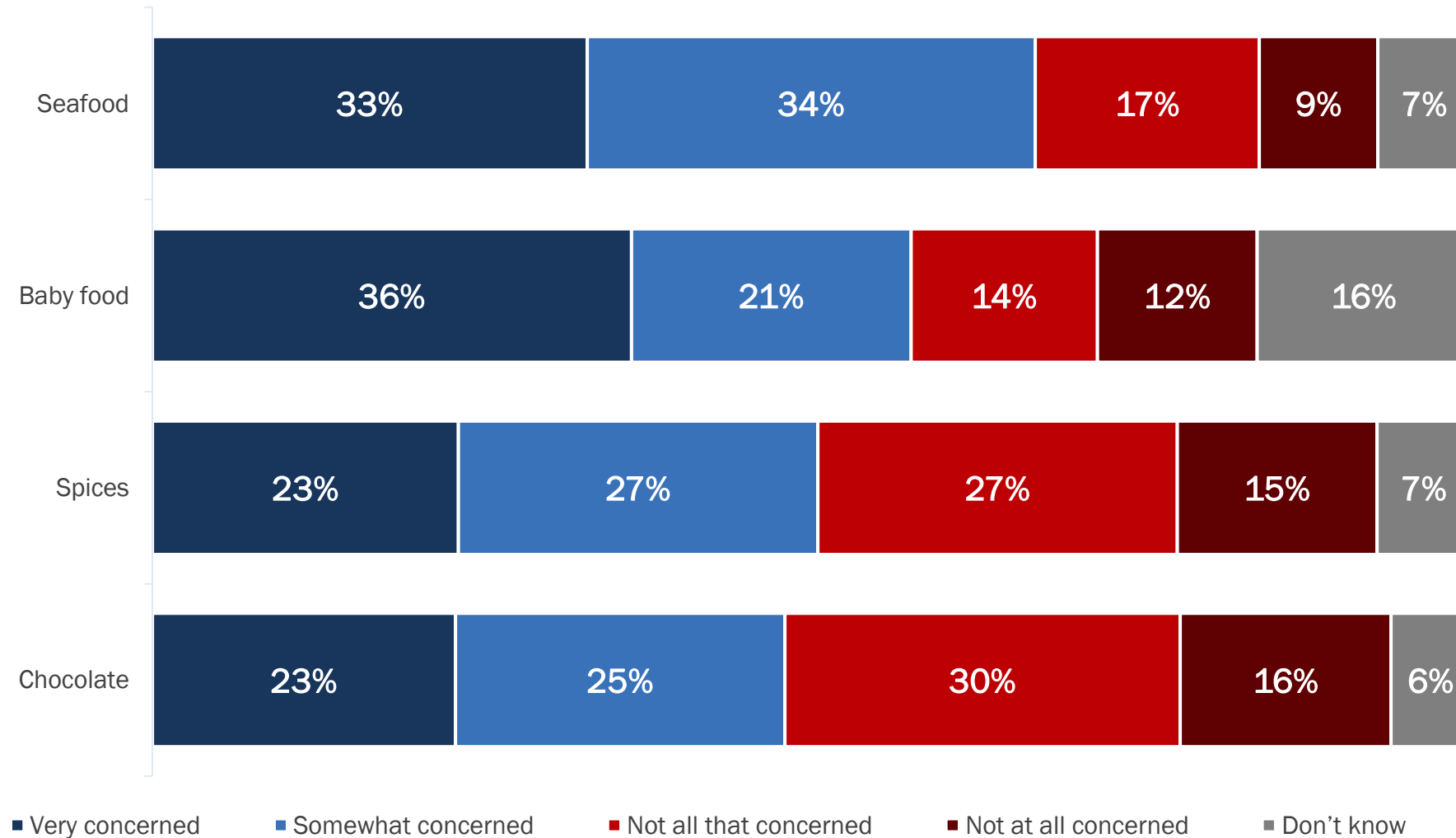
Baby food

Spices

Chocolate

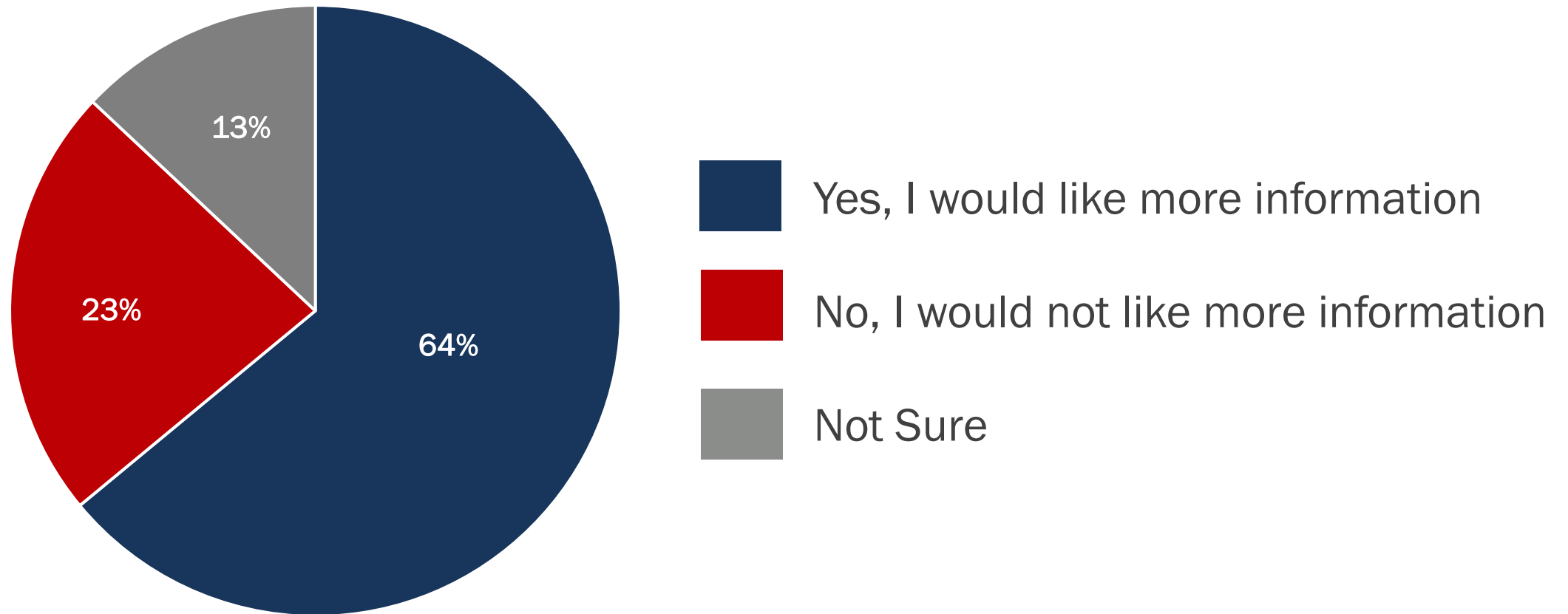
Seafood

# Consumers are most concerned about naturally occurring compounds in seafood, with baby food a close second





# A majority of Americans would like more information about naturally occurring compounds in food



Q15. Would you like to learn more about naturally occurring compounds in food?

# Appendix

Q1. Do you consider yourself a healthy eater?

	Yes, always	Yes, for the most part	Only once in awhile	Almost never	Not sure
Total	16%	50%	25%	8%	1%
Men	21% ↑	49%	22%	6%	1%
Women	10% ↓	51%	29%	9%	1%
Less than \$40K	10% ↓	45% ↓	32% ↑	11%	2%
\$40K-\$79K	11%	57%	24%	7%	0%
\$80K+	32% ↑	52%	11% ↓	4%	1%
White	16%	49%	25%	8%	2%
African American	16%	49%	32%	3%	0%
Hispanic/ Latinx	15%	50%	25%	9%	2%
Under 45	22% ↑	48%	24%	6%	1%
45-64	12%	46%	26%	13% ↑	2%
65+	5% ↓	62% ↑	27%	4%	1%
College	26% ↑	53%	17% ↓	4% ↓	0%
Non-college	10% ↓	49%	29% ↑	10% ↑	2%

Q2. When choosing foods to consume, do you consider the list of ingredients?

	Yes, always	Yes, for the most part	Only once in awhile	Almost never	Not sure
Total	20%	41%	24%	14%	1%
Men	24%	37%	25%	13%	1%
Women	17%	45%	23%	14%	1%
Less than \$40K	14% ↓	40%	28% ↑	17% ↑	2%
\$40K-\$79K	20%	45%	23%	12%	1%
\$80K+	34% ↑	42%	15% ↓	9%	1%
White	22%	38%	25%	15%	1%
African American	18%	47%	19%	13%	3%
Hispanic/ Latinx	20%	40%	26%	12%	1%
Under 45	26% ↑	41%	20%	12%	1%
45-64	16%	40%	25%	18%	1%
65+	16%	44%	29%	10%	1%
College	30% ↑	42%	20%	8% ↓	1%
Non-college	15% ↓	41%	25%	17% ↑	1%

Q3. [if 2a-c] When considering the list of ingredients, what is most important to you when deciding what foods to purchase? Select top 2.

	Selecting foods with ingredients that I consider to be good for me	Selecting foods with ingredients that you're familiar with	Selecting foods that with ingredients that think will taste good	Selecting foods with a shorter list of ingredients	Selecting foods where the first ingredient is the most important	Selecting foods to avoid potential food allergens	Other	Not sure
Total	48%	33%	31%	19%	19%	12%	3%	3%
Men	49%	31%	32%	17%	22%	12%	1%	4%
Women	46%	34%	30%	22%	15%	12%	4%	2%
Less than \$40K	44%	34%	32%	22%	13% ↓	11%	3%	3%
\$40K-\$79K	50%	37%	27%	19%	18%	11%	2%	2%
\$80K+	54%	27%	33%	17%	29% ↑	14%	0%	2%
White	48%	33%	29%	19%	21%	11%	3%	3%
African American	43%	33%	51% ↑	14%	17%	12%	1%	5%
Hispanic/ Latinx	49%	30%	33%	20%	13%	12%	2%	2%
Under 45	48%	31%	33%	20%	23% ↑	15% ↑	1%	2%
45-64	47%	34%	30%	15%	15%	10%	4%	4%
65+	50%	35%	30%	23%	15%	6% ↓	3%	3%
College	52%	32%	31%	19%	24% ↑	14%	1%	2%
Non-college	46%	34%	31%	19%	16% ↓	11%	3%	4%

Q4. Are there any ingredients that you actively avoid when purchasing foods or beverages?

	Yes	No	Not sure
Total	49%	44%	7%
Men	50%	44%	6%
Women	48%	44%	7%
Less than \$40K	45%	48%	8%
\$40K-\$79K	53%	41%	5%
\$80K+	55%	40%	5%
White	49%	45%	6%
African American	48%	43%	9%
Hispanic/ Latinx	46%	48%	6%
Under 45	48%	46%	7%
45-64	47%	47%	6%
65+	55%	37%	8%
College	56% ↑	39%	5%
Non-college	45% ↓	47%	7%

Q5. [if 4a] Why do you actively avoid certain ingredients when purchasing foods or beverages?

	I think they are unhealthy to eat	I think they are unsafe to eat	I am allergic to them	They have a chemical-sounding name	I think they have a negative effect on the environment	Someone in my household is allergic to them	I don't know what they are	Other	Not sure
Total	59%	35%	26%	20%	15%	13%	16%	13%	2%
Men	58%	36%	28%	18%	16%	13%	16%	13%	1%
Women	60%	35%	23%	23%	15%	13%	17%	13%	3%
Less than \$40K	54%	31%	26%	19%	13%	10%	20%	18% ↑	3%
\$40K-\$79K	65%	38%	22%	19%	15%	11%	15%	12%	1%
\$80K+	58%	38%	32%	19%	19%	19%	11%	4% ↓	2%
White	60%	34%	26%	18%	17%	12%	17%	14% ↑	2%
African American	49%	39%	34%	22%	12%	19%	14%	2%	3%
Hispanic/ Latinx	56%	31%	20%	18%	15%	12%	17%	6%	4%
Under 45	58%	37%	32% ↑	19%	17%	20% ↑	17%	7% ↓	3%
45-64	52%	30%	23%	21%	14%	8%	12%	17%	3%
65+	72% ↑	39%	15% ↓	20%	13%	6%	21%	19%	1%
College	62%	41%	26%	18%	20%	18%	13%	12%	1%
Non-college	57%	32%	25%	21%	13%	10%	18%	13%	3%



Q6. Take a look at the ingredient list below. Even if you have never heard of or don't know much about the ingredient, please note your understanding or impression of the ingredient below.

	Safe if consumed	Unsafe if consumed	I'm unsure about its safety	Healthy if consumed	Unhealthy if consumed	I'm unsure about its healthfulness
Total	20%	32%	48%	19%	35%	46%
Men	24%	30%	46%	24% ↑	34%	42%
Women	17%	33%	50%	14% ↓	35%	51%
Less than \$40K	17%	33%	50%	17%	35%	48%
\$40K-\$79K	16%	34%	50%	14%	36%	50%
\$80K+	33% ↑	30%	37% ↓	30% ↑	35%	35% ↓
White	20%	29%	51%	18%	32%	50%
African American	25%	41%	34% ↓	23%	38%	39%
Hispanic/ Latinx	17%	34%	49%	22%	36%	42%
Under 45	28% ↑	30%	42% ↓	27% ↑	33%	40% ↓
45-64	16%	34%	51%	14%	37%	49%
65+	9% ↓	34%	57% ↑	8% ↓	34%	58% ↑
College	25%	34%	41% ↓	24% ↑	37%	39% ↓
Non-college	18%	31%	51% ↑	16% ↓	33%	51% ↑

Q6. Take a look at the ingredient list below. Even if you have never heard of or don't know much about the ingredient, please note your understanding or impression of the ingredient below.

	Safe if consumed	Unsafe if consumed	I'm unsure about its safety	Healthy if consumed	Unhealthy if consumed	I'm unsure about its healthfulness
Total	34%	35%	31%	26%	43%	32%
Men	35%	33%	32%	31% ↑	38% ↓	31%
Women	33%	38%	29%	20% ↓	48% ↑	32%
Less than \$40K	31%	35%	34%	25%	41%	33%
\$40K-\$79K	34%	38%	28%	20%	47%	33%
\$80K+	41%	33%	27%	34% ↑	42%	24%
White	35%	32%	33%	26%	39%	35% ↑
African American	41%	27%	32%	27%	49%	25%
Hispanic/ Latinx	31%	44%	25%	27%	47%	26%
Under 45	40% ↑	35%	24% ↓	31% ↑	42%	28%
45-64	31%	33%	36%	25%	42%	34%
65+	25% ↓	39%	36%	16% ↓	47%	37%
College	35%	36%	29%	29%	43%	28%
Non-college	34%	35%	31%	24%	43%	33%

Q6. Take a look at the ingredient list below. Even if you have never heard of or don't know much about the ingredient, please note your understanding or impression of the ingredient below.

	Safe if consumed	Unsafe if consumed	I'm unsure about its safety	Healthy if consumed	Unhealthy if consumed	I'm unsure about its healthfulness
Total	43%	28%	28%	39%	33%	28%
Men	48%	26%	26%	46% ↑	27% ↓	27%
Women	39%	31%	30%	32% ↓	39% ↑	29%
Less than \$40K	37% ↓	32%	32%	37%	32%	31%
\$40K-\$79K	43%	27%	30%	35%	35%	29%
\$80K+	58% ↑	23%	19% ↓	50% ↑	33%	17% ↓
White	43%	28%	29%	35% ↓	35%	30%
African American	54%	21%	25%	54% ↑	25%	21%
Hispanic/ Latinx	43%	34%	23%	42%	32%	25%
Under 45	50% ↑	24% ↓	26%	46% ↑	28% ↓	26%
45-64	40%	32%	28%	35%	37%	28%
65+	34% ↓	33%	33%	27% ↓	40%	33%
College	49%	28%	23%	43%	36%	20% ↓
Non-college	41%	29%	31%	36%	32%	32% ↑

Q6. Take a look at the ingredient list below. Even if you have never heard of or don't know much about the ingredient, please note your understanding or impression of the ingredient below.

	Safe if consumed	Unsafe if consumed	I'm unsure about its safety	Healthy if consumed	Unhealthy if consumed	I'm unsure about its healthfulness
Total	35%	30%	35%	26%	41%	33%
Men	38%	31%	31%	32% ↑	38%	30%
Women	33%	29%	38%	21% ↓	44%	35%
Less than \$40K	33%	27%	40% ↑	26%	39%	35%
\$40K-\$79K	32%	36%	32%	20% ↓	48%	33%
\$80K+	44% ↑	29%	27% ↓	38% ↑	39%	23% ↓
White	35%	28%	36%	27%	39%	34%
African American	37%	29%	34%	31%	40%	29%
Hispanic/ Latinx	37%	29%	34%	25%	40%	35%
Under 45	42% ↑	26%	31%	32% ↑	40%	29%
45-64	32%	33%	35%	24%	43%	32%
65+	23% ↓	34%	44% ↑	15% ↓	42%	43% ↑
College	39%	34%	27% ↓	29%	45%	25% ↓
Non-college	33%	28%	39% ↑	24%	39%	37% ↑

Q6. Take a look at the ingredient list below. Even if you have never heard of or don't know much about the ingredient, please note your understanding or impression of the ingredient below.

	Safe if consumed	Unsafe if consumed	I'm unsure about its safety	Healthy if consumed	Unhealthy if consumed	I'm unsure about its healthfulness
Total	49%	19%	33%	40%	26%	34%
Men	53%	19%	28% ↓	46% ↑	25%	28% ↓
Women	45%	18%	37% ↑	33% ↓	27%	40% ↑
Less than \$40K	44%	18%	38% ↑	37%	22% ↓	41% ↑
\$40K-\$79K	45%	22%	33%	34%	34% ↑	32%
\$80K+	62% ↑	18%	20% ↓	53% ↑	28%	20% ↓
White	50%	16% ↓	34%	38%	26%	36%
African American	51%	27%	22%	55% ↑	21%	24%
Hispanic/ Latinx	43%	20%	37%	36%	28%	36%
Under 45	55% ↑	19%	26% ↓	44%	26%	29%
45-64	47%	19%	34%	39%	27%	35%
65+	39% ↓	17%	44% ↑	31% ↓	25%	43% ↑
College	56% ↑	18%	26% ↓	47% ↑	27%	26% ↓
Non-college	45% ↓	19%	36% ↑	36% ↓	26%	38% ↑

Q6. Take a look at the ingredient list below. Even if you have never heard of or don't know much about the ingredient, please note your understanding or impression of the ingredient below.

	Safe if consumed	Unsafe if consumed	I'm unsure about its safety	Healthy if consumed	Unhealthy if consumed	I'm unsure about its healthfulness
Total	37%	26%	37%	32%	33%	35%
Men	38%	26%	36%	37%	32%	31%
Women	35%	26%	38%	28%	34%	38%
Less than \$40K	33%	28%	40%	29%	32%	39% ↑
\$40K-\$79K	37%	23%	41%	31%	33%	36%
\$80K+	48% ↑	26%	26% ↓	44% ↑	34%	22% ↓
White	37%	22% ↓	40%	31%	30%	39%
African American	42%	28%	29%	39%	39%	22% ↓
Hispanic/ Latinx	32%	33%	34%	33%	33%	34%
Under 45	43% ↑	26%	31% ↓	39% ↑	33%	28% ↓
45-64	34%	27%	39%	29%	35%	36%
65+	27% ↓	25%	48% ↑	22% ↓	30%	48% ↑
College	42%	26%	32%	38% ↑	31%	31%
Non-college	34%	27%	39%	29% ↓	34%	36%

Q6. Take a look at the ingredient list below. Even if you have never heard of or don't know much about the ingredient, please note your understanding or impression of the ingredient below.

	Safe if consumed	Unsafe if consumed	I'm unsure about its safety	Healthy if consumed	Unhealthy if consumed	I'm unsure about its healthfulness
Total	36%	21%	42%	35%	23%	42%
Men	38%	23%	40%	39%	22%	39%
Women	36%	20%	44%	32%	24%	45%
Less than \$40K	34%	18%	47% ↑	33%	20%	47%
\$40K-\$79K	35%	24%	41%	33%	24%	43%
\$80K+	42%	26%	32% ↓	43% ↑	26%	32% ↓
White	39%	16% ↓	45%	36%	20%	44%
African American	35%	30%	35%	39%	25%	36%
Hispanic/ Latinx	33%	26%	42%	33%	24%	44%
Under 45	38%	24%	38%	37%	25%	38%
45-64	36%	20%	44%	36%	21%	43%
65+	32%	19%	49%	29%	21%	50%
College	41%	24%	35% ↓	36%	26%	38%
Non-college	34%	20%	46% ↑	34%	21%	44%



Q7. [in 6 if any are noted as unsafe to eat] You mentioned in the previous question that at least one of the ingredients is unsafe to eat. Why do you believe it is unsafe? Select all that apply.

	I believe it will have long term impacts on my physical health	I'm not sure of the impact but it seems too risky to eat	I believe it will have short term impacts on my physical health	I believe it will have a negative impact on my physical appearance	I believe it will have long term impacts on my mental health	I believe it will cause an allergic reaction	I believe it will have short term impacts on my mental health	Not sure
Total	41%	26%	21%	17%	17%	16%	12%	12%
Men	41%	25%	23%	20% ↑	17%	20%	16% ↑	10%
Women	42%	28%	19%	13% ↓	16%	13%	8% ↓	14%
Less than \$40K	37%	26%	18%	16%	14%	15%	9%	13%
\$40K-\$79K	43%	29%	19%	12%	17%	16%	10%	11%
\$80K+	48%	23%	28% ↑	25% ↑	21%	21%	20% ↑	7%
White	42%	27%	23%	15%	16%	14%	11%	12%
African American	40%	24%	21%	20%	16%	19%	13%	15%
Hispanic/ Latinx	35%	24%	17%	22%	15%	14%	14%	11%
Under 45	40%	22%	25% ↑	23% ↑	22% ↑	18%	19% ↑	11%
45-64	42%	23%	17%	14%	15%	15%	8%	13%
65+	44%	42% ↑	19%	6% ↓	7% ↓	14%	4% ↓	12%
College	48% ↑	25%	27% ↑	21%	20%	18%	15%	8% ↓
Non-college	38% ↓	27%	18% ↓	14%	15%	15%	11%	14% ↑

Q8. Imagine you are grocery shopping, and you see a food or beverage you'd like to try but there's an ingredient you're not sure about. Select top choice. Would you

	Look up more information about the ingredient before purchasing the food or beverage	Still purchase this food or beverage	Not purchase the food or beverage because of the unknown ingredient	Try to seek out someone at the grocery store to learn more about the ingredient before purchasing the food or beverage	Don't know/Not sure
Total	39%	23%	22%	6%	10%
Men	36%	29% ↑	20%	7%	9%
Women	41%	18% ↓	24%	6%	11%
Less than \$40K	39%	22%	22%	4%	13% ↑
\$40K-\$79K	43%	21%	27%	3%	5%
\$80K+	35%	29%	19%	12% ↑	5%
White	38%	23%	22%	6%	11%
African American	36%	26%	21%	5%	11%
Hispanic/ Latinx	36%	26%	29%	4%	5%
Under 45	40%	29% ↑	16% ↓	6%	9%
45-64	36%	21%	25%	7%	11%
65+	41%	15% ↓	31% ↑	4%	9%
College	38%	26%	21%	9% ↑	6% ↓
Non-college	39%	22%	23%	5% ↓	12% ↑

Q9. Again, imagine you are grocery shopping, and you see an ingredient with a chemical-sounding name that you're not sure about. Select top choice. Would you assume this ingredient is

	Safe to consume	Maybe safe to consume	Not safe to consume	Don't know/not sure
Total	18%	32%	30%	20%
Men	22% ↑	36%	27%	15% ↓
Women	13% ↓	28%	33%	25% ↑
Less than \$40K	13% ↓	35%	29%	23%
\$40K-\$79K	16%	27%	34%	22%
\$80K+	27% ↑	32%	27%	13% ↓
White	19%	31%	28%	22%
African American	17%	30%	36%	17%
Hispanic/ Latinx	16%	35%	34%	15%
Under 45	23% ↑	33%	31%	12% ↓
45-64	13%	32%	28%	27% ↑
65+	12%	29%	32%	27%
College	25% ↑	31%	29%	15% ↓
Non-college	14% ↓	32%	31%	23% ↑

Q10. [If 9b] You mentioned in the previous question that you're not sure this food or beverage with a chemical-sounding ingredient is safe to consume. What additional information would help ensure this ingredient is safe to consume? Select top

	Seeing research published about this ingredient	If your doctor says it is safe to consume	Knowing that it has been used in foods and/or beverages for a long time	Knowing that it is government approved	If news articles say it is safe to consume	If it had a less chemical sounding name	If friends or family tell you it is safe to consume	If social media says it is safe to consume	No additional information would help ensure this ingredient is safe to consume
Total	35%	32%	22%	21%	18%	13%	9%	5%	6%
Men	36%	35%	22%	20%	18%	16%	10%	8%	5%
Women	34%	27%	23%	22%	18%	8%	9%	3%	8%
Less than \$40K	30%	28%	25%	16%	23%	14%	8%	5%	9%
\$40K-\$79K	36%	37%	19%	25%	12%	12%	12%	2%	3%
\$80K+	42%	34%	19%	28%	15%	10%	10%	7%	3%
White	30%	30%	26%	23%	13%	13%	9%	3%	8%
African American	40%	30%	9%	21%	29%	15%	4%	17% ↑	5%
Hispanic/ Latinx	51%	40%	13%	21%	18%	14%	13%	4%	4%
Under 45	34%	30%	18%	22%	21%	17%	11%	7%	6%
45-64	35%	30%	22%	20%	16%	10%	9%	6%	8%
65+	39%	40%	35%	22%	12%	6%	5%	0%	4%
College	40%	35%	24%	24%	19%	10%	8%	8%	5%
Non-college	33%	30%	21%	20%	17%	14%	10%	4%	7%

Q11. Titanium Dioxide is an ingredient in some foods. Is this an ingredient that, if seen on a food package, you would:

	Always avoid	Sometimes avoid	Seek out	Neither seek out or avoid	Don't know/Not sure
Total	19%	22%	16%	20%	23%
Men	20%	24%	18%	19%	18% ↓
Women	18%	19%	15%	21%	28% ↑
Less than \$40K	17%	19%	16%	21%	27% ↑
\$40K-\$79K	19%	25%	14%	19%	23%
\$80K+	25%	24%	21%	17%	13% ↓
White	21%	20%	14%	18%	26%
African American	16%	24%	17%	29% ↑	14%
Hispanic/ Latinx	12%	23%	24%	21%	19%
Under 45	16%	29% ↑	19%	21%	15% ↓
45-64	18%	17%	15%	19%	31% ↑
65+	27% ↑	13% ↓	11%	21%	29%
College	23%	26%	16%	14% ↓	21%
Non-college	17%	19%	16%	23% ↑	24%

Q12. Consider “Ingredient A” that is found in some foods in the United States. It is approved for use and consumption in the United States but it has not been approved for use and consumption in the European Union (EU). Would the lack of approval in the European Union affect your perception of whether or not this ingredient is safe to consume?

	No, the lack of EU approval would have no effect on my perception of its safety	The lack of EU approval may affect my perception of its safety, but I wouldn’t change my eating behavior because of it	Yes, I would no longer eat any food or beverage with this ingredient because of the lack of EU approval	I’m not sure whether the lack of EU approval would change my eating behavior
Total	18%	31%	28%	24%
Men	21%	31%	29%	20%
Women	15%	30%	27%	28%
Less than \$40K	20%	27%	24%	28% ↑
\$40K-\$79K	17%	31%	29%	24%
\$80K+	17%	37%	32%	13% ↓
White	21%	30%	25%	24%
African American	9%	34%	35%	22%
Hispanic/ Latinx	16%	31%	29%	24%
Under 45	14%	35%	33% ↑	18% ↓
45-64	20%	28%	24%	28%
65+	24%	25%	21%	30%
College	18%	33%	32%	17% ↓
Non-college	18%	29%	25%	27% ↑

Q13. When shopping for foods and beverages, do you ever choose to buy from a store based on any of the criteria below? (% Always Yes)

	The overall quality of the foods offered	The variety of foods offered	The ingredients in the foods offered	The price of the foods offered
Total	46%	38%	25%	43%
Men	44%	34%	25%	40%
Women	48%	41%	25%	45%
Less than \$40K	45%	35%	20% ↓	45%
\$40K-\$79K	43%	35%	25%	44%
\$80K+	53%	44%	35% ↑	39%
White	46%	38%	22%	43%
African American	45%	38%	30%	38%
Hispanic/ Latinx	45%	41%	32%	49%
Under 45	43%	35%	29%	41%
45-64	48%	42%	24%	47%
65+	48%	38%	18%	41%
College	50%	41%	31% ↑	41%
Non-college	44%	36%	22% ↓	44%

Q14. To what extent are you concerned about naturally occurring compounds (eg., arsenic, lead, cadmium and mercury) in any of the following foods?  
 (% Very concerned)

	Baby food	Seafood	Spices	Chocolate
Total	36%	33%	23%	23%
Men	36%	31%	22%	21%
Women	37%	35%	24%	24%
Less than \$40K	35%	32%	20%	20%
\$40K-\$79K	37%	32%	21%	19%
\$80K+	43%	41%	31% ↑	33% ↑
White	35%	33%	23%	21%
African American	30%	31%	24%	25%
Hispanic/ Latinx	43%	36%	24%	25%
Under 45	36%	31%	25%	26%
45-64	37%	35%	22%	21%
65+	37%	36%	20%	19%
College	44% ↑	40% ↑	30% ↑	31% ↑
Non-college	33% ↓	30% ↓	20% ↓	19% ↓



Q15. Would you like to learn more about naturally occurring compounds in food?

	Yes, I would like more information	No, I would not like more information	Not sure
Total	64%	23%	13%
Men	66%	24%	10%
Women	62%	22%	16%
Less than \$40K	58% ↓	27% ↑	14%
\$40K-\$79K	65%	22%	12%
\$80K+	77% ↑	15% ↓	8%
White	60% ↓	26%	14%
African American	66%	20%	14%
Hispanic/ Latinx	75% ↑	14%	11%
Under 45	67%	22%	10%
45-64	60%	26%	14%
65+	63%	20%	17%
College	73% ↑	18%	8% ↓
Non-college	59% ↓	25%	16% ↑



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