



INTERNATIONAL FOOD INFORMATION COUNCIL FOUNDATION

2011 FOOD & HEALTH SURVEY

Consumer Attitudes Toward Food Safety, Nutrition & Health

A TRENDED SURVEY

May 5, 2011



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Methodology

Methodology	Web Survey
Conducted By	Cogent Research (Cambridge, MA)
Population*	Representative Sample of U.S. Adult Population (18+) on Age, Socioeconomic Profile, Race/Ethnicity, Region, and Gender
Data Collection Period	March 28-April 10, 2011
Sample Size (Error)	n=1,000 (± 3.10 for 2011) (± 4.3 among 2011, 2010, 2009, 2008, 2007, 2006)

*Weighting is a widely accepted statistical technique that is used to ensure that the distribution of the sample reflects that of the population on key demographics. With any data collection method, even when the outgoing sample is balanced to the Census, some populations are more likely than others to respond.

NOTES:

- 1) Statistical significant differences from previous years are noted in the report with up or down arrow keys:
▲ / ▼ Significant increase/decrease from year indicated.
- 2) Top 2 refers to the top two answers, 4 or 5 on a 5-point scale; Bottom 2 refers to the bottom two answers, 1 or 2 on a 5-point scale.
- 3) Rounding: Due to rounding conventions, please note that Top 2 and Bottom 2 may not add to 100% or respective composite score. In addition, statistical comparisons and totals on charts may not add to 100%. The discrepancy should be no more than +/- 1%.

2011 FOOD & HEALTH SURVEY

1

HEALTHY WEIGHT & ACTIVE LIFESTYLES

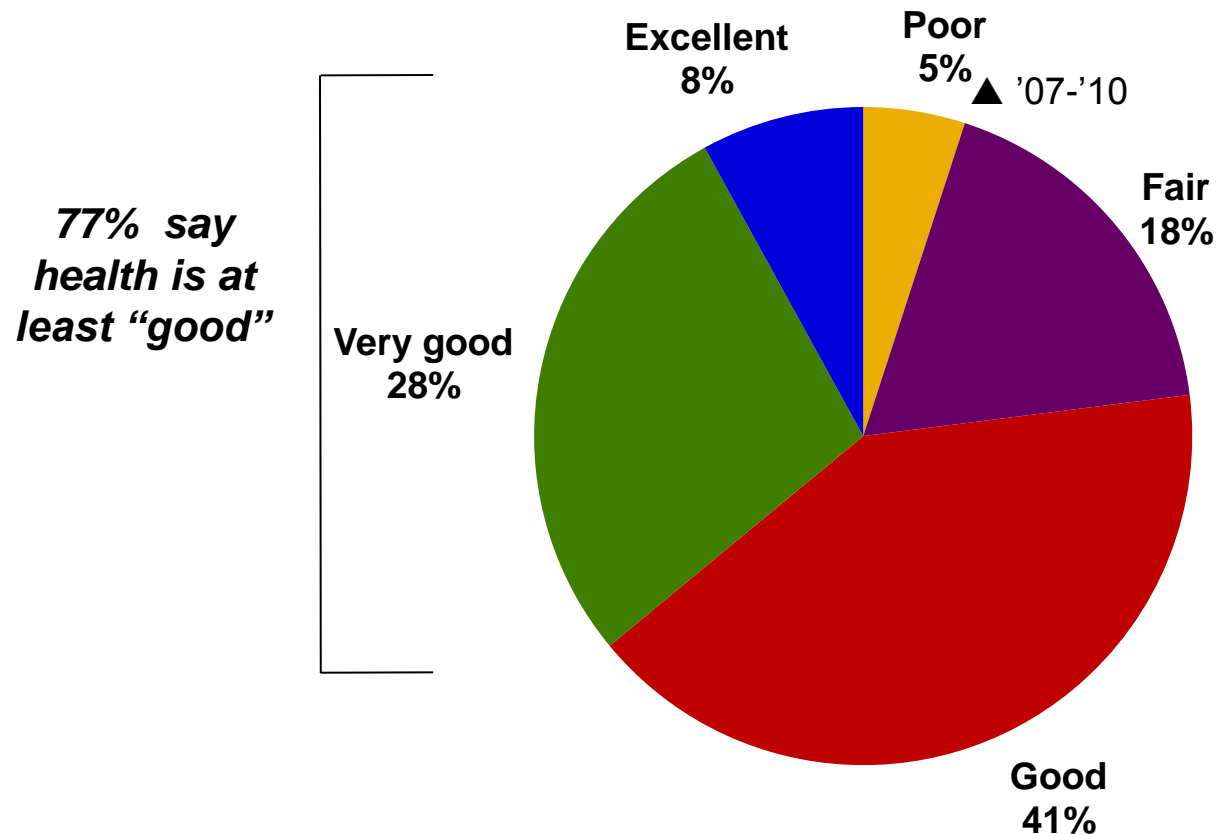




Overall Health: Health Status and Diet

Perceptions of Health Status

Americans' perceptions of their health status remains relatively stable. Although still small, the percentage of those rating their diet as "poor" has increased significantly in 2011.



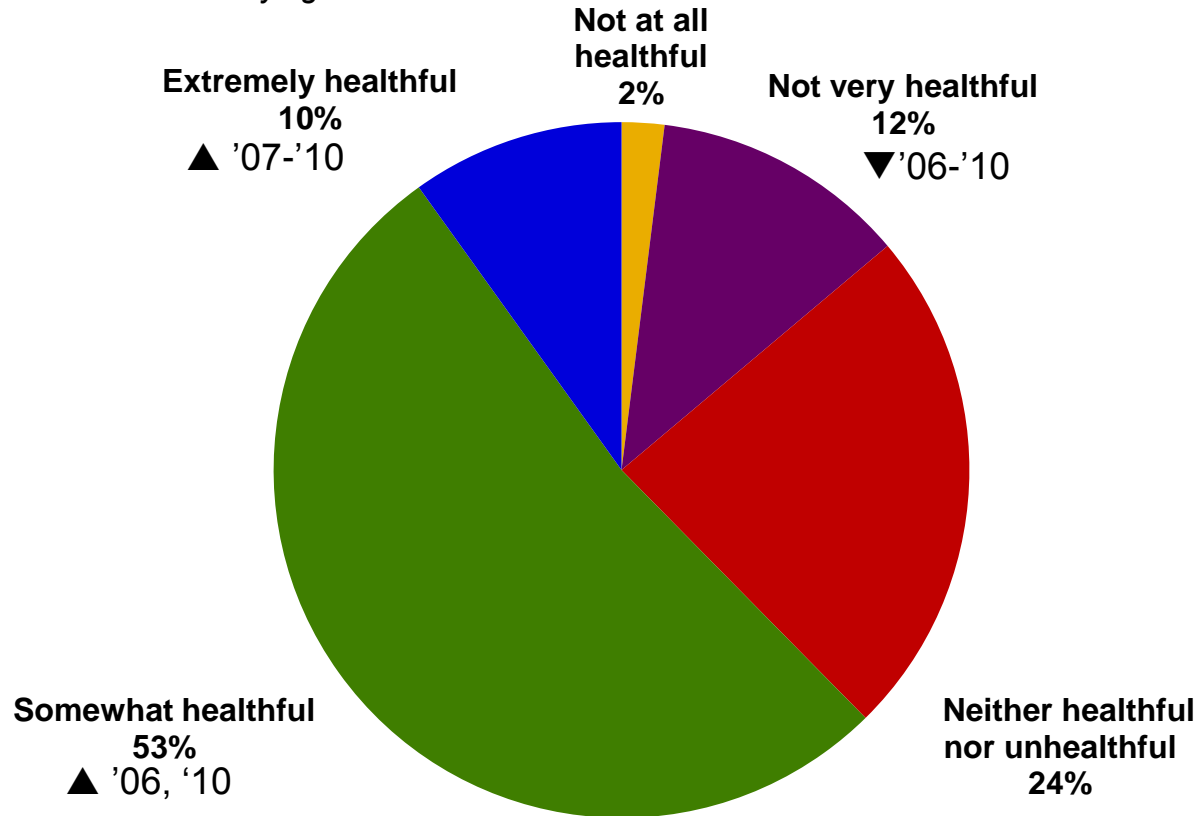
Which of the following best describes your overall health status?* [Select one] (n=1000)

*Question asked since 2006.

▲ / ▼ Significant increase/decrease from year indicated

Perceptions of Diet

Compared to previous years, more Americans perceive their overall diet as being healthful (“extremely” or “somewhat”), with about half saying their diet is at least “somewhat healthful.”



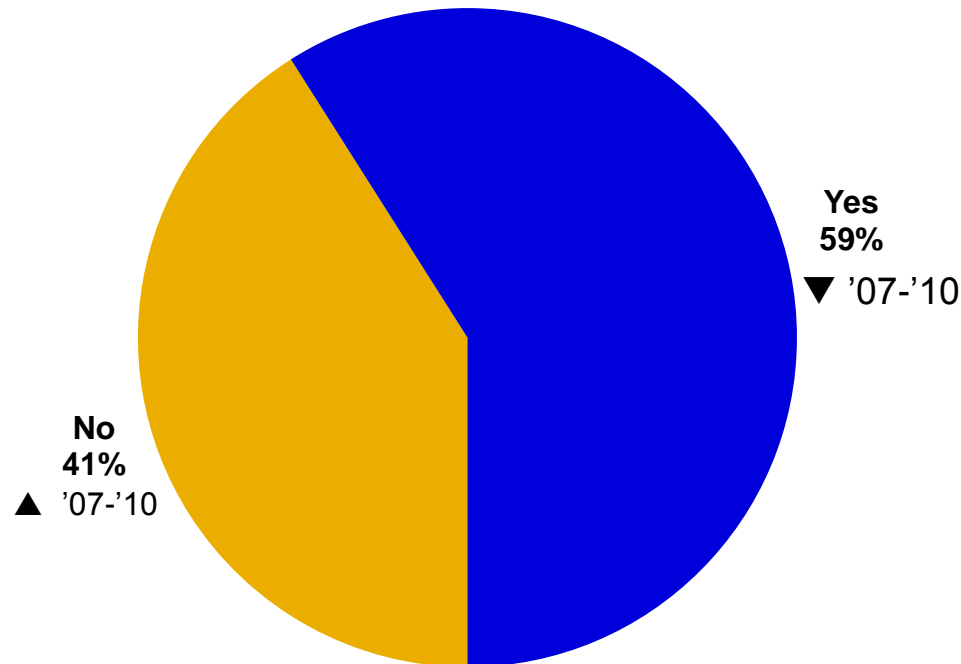
How would you rate the healthfulness of your overall diet? Again, by “diet” we mean everything you consume, including foods; beverages; and vitamin, mineral, and other dietary supplements.*
[Select one] (n=1000)

*Question asked since 2006 .

▲ / ▼ Significant increase/decrease from year indicated

Prevalence of Dietary Changes

The majority of Americans state they are making changes in their diet. However, the actual number of Americans making changes has significantly decreased from 2010.



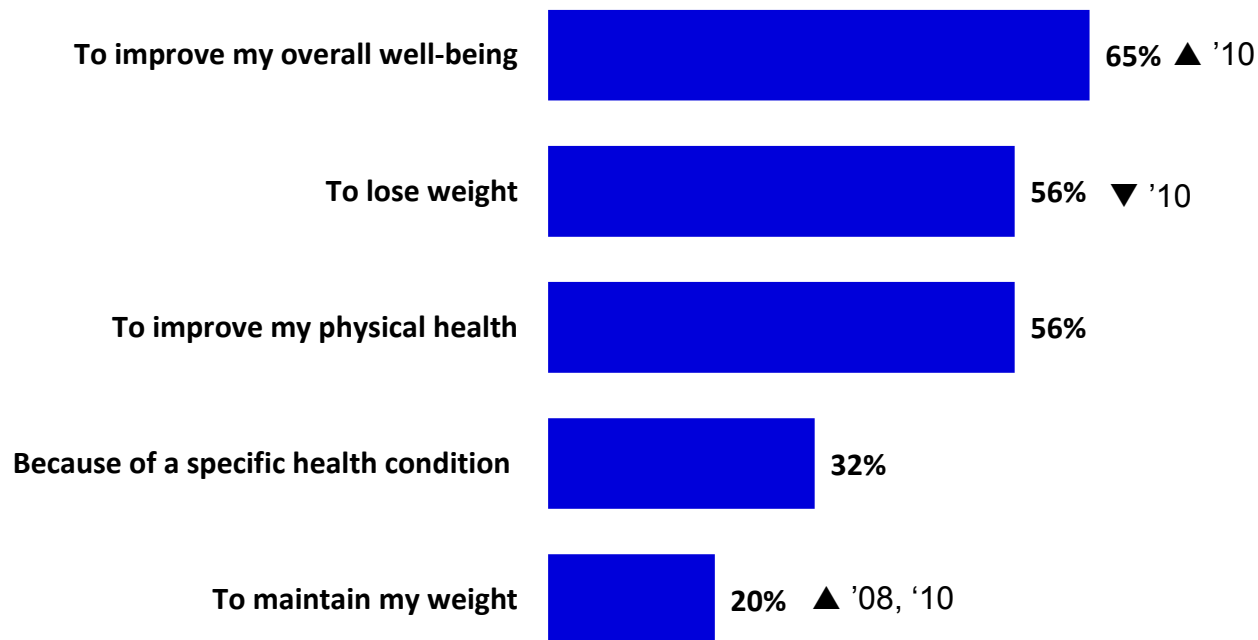
Over the past six months, have you made any changes in an effort to improve the healthfulness of your diet?*
[Select one] (n=1000)

*Question asked since 2006.

▲ / ▼ Significant increase/decrease from year indicated

Drivers of Dietary Changes

Americans who have made dietary changes are more apt to say they made changes to lose weight rather than maintain weight. Significantly more Americans are focused on their overall well-being than in 2010.



[IF MADE DIETARY CHANGES] For which of the following reasons are you trying to improve the healthfulness of your diet?* [Select all that apply] (n=594)

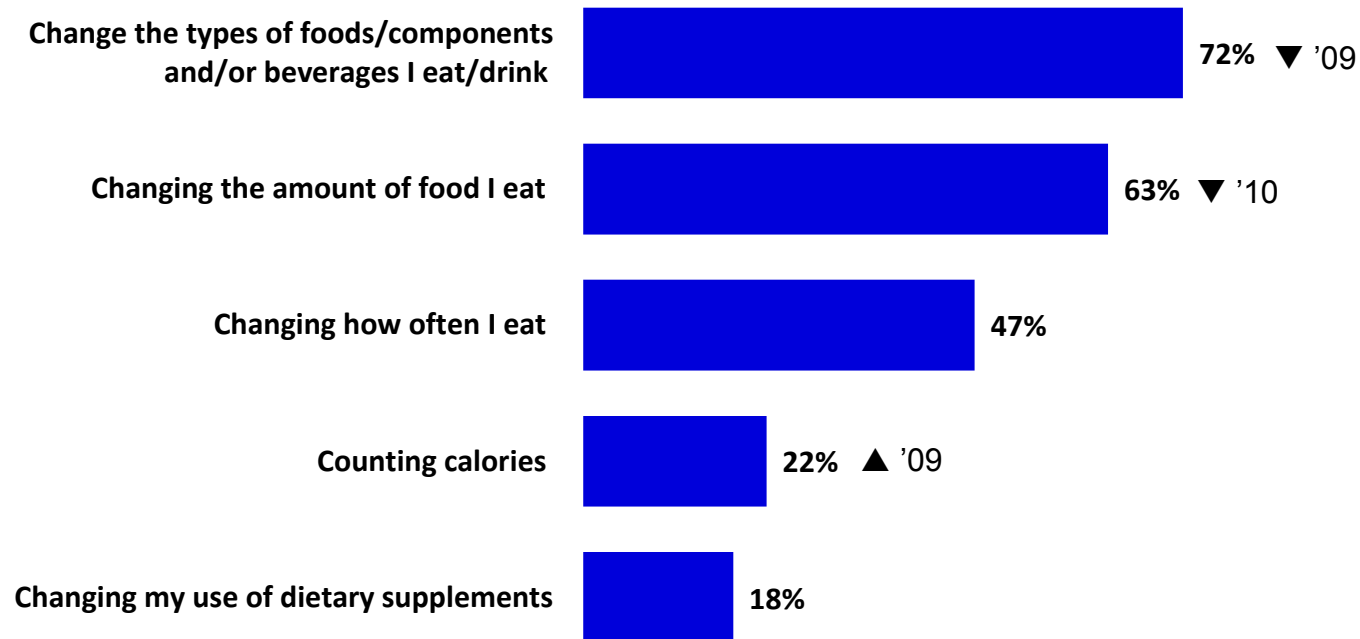
*Question asked since 2006.

** Modification from 2006: "To improve my overall health" (69%) was changed to two items, including "To improve my overall well-being" and "To improve my physical health."

▲ / ▼ Significant increase/decrease from year indicated

Changes Made to Improve Healthfulness of Diet

Among Americans who have made dietary modifications, changing the types and amount of food remain the top changes.



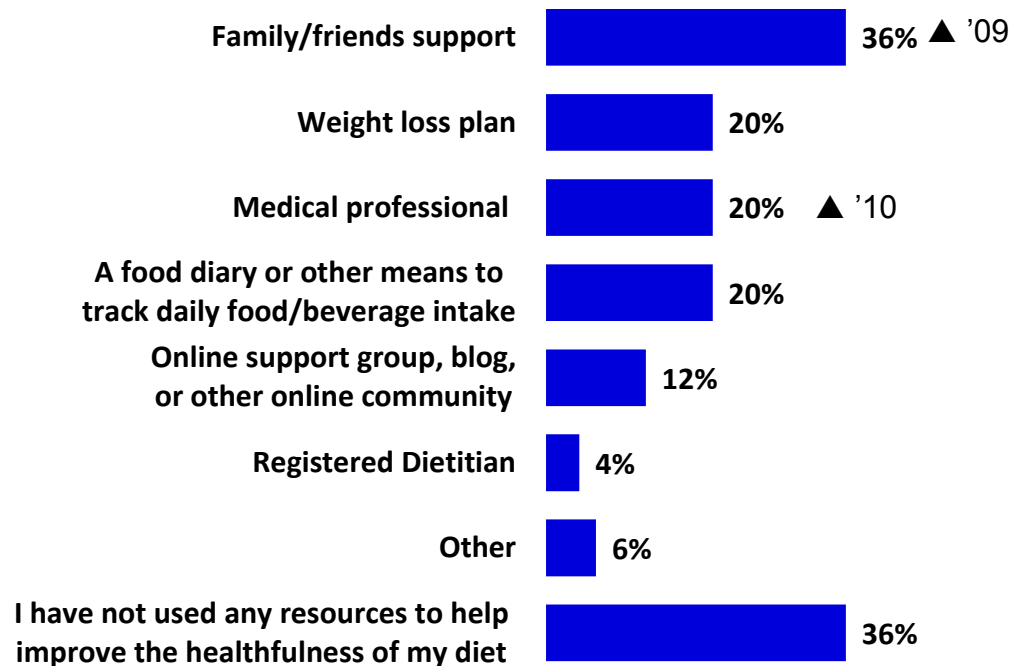
[IF MADE DIETARY CHANGES] Which of the following changes have you made in the past six months to improve the healthfulness of your diet?* [Select all that apply] (n=594)

*Question asked since 2009.

▲ / ▼ Significant increase/decrease from year indicated

Resources Used to Improve Healthfulness of Diet

Among Americans who have made dietary modifications, about one in three Americans continue to turn to "family/friends support." However, just as many say they have not turned to any resource.



[IF MADE DIETARY CHANGES] Which of the following, if any, have you used in your efforts to improve the healthfulness of your diet?* [Select all that apply] (n=594)

*Response wording regarding medical professionals and registered dietitians updated in 2011.

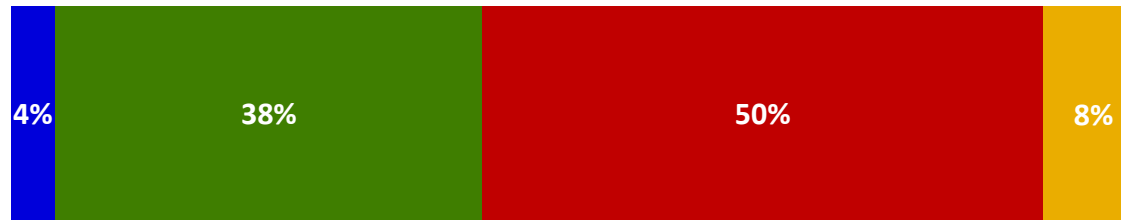
▲ / ▼ Significant increase/decrease from year indicated



Weight Management

Weight Perception

A majority of Americans continue to see themselves as overweight or obese.



■ **Underweight**
<18.5

■ **Ideal**
18.5-24.9
▲ '06-'10

■ **Overweight**
25-29.9
▼ '06-'08, '10

■ **Obese**
30.0+
▼ '08

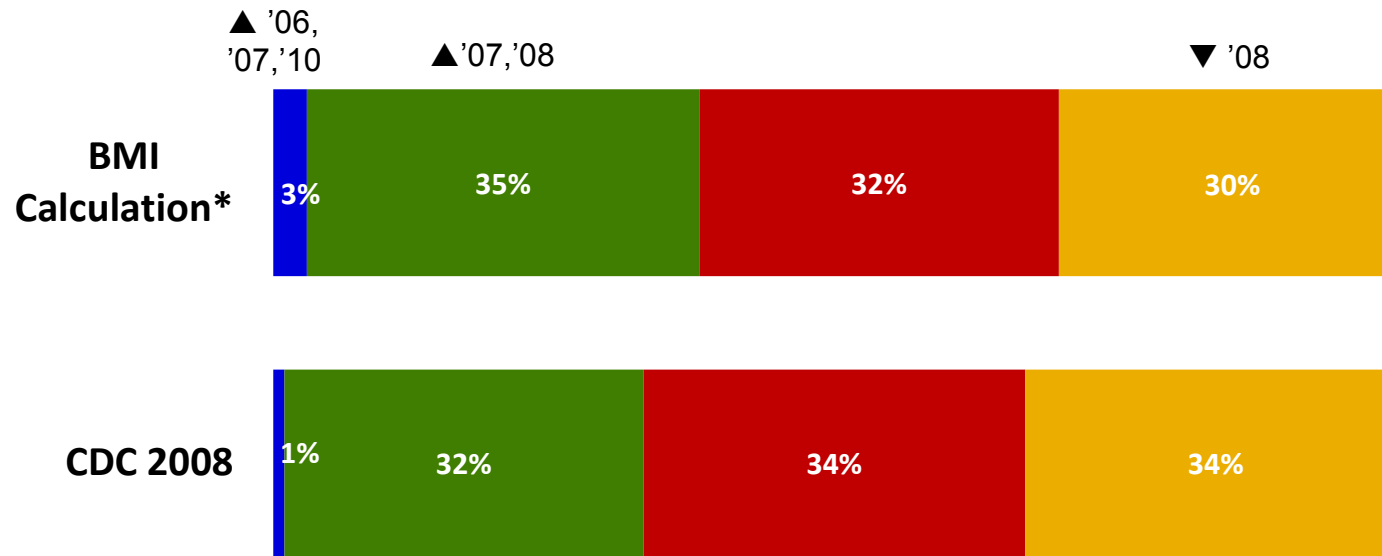
Which of the following best describes your current weight?*[Select one] (n=1000)

*Question asked since 2006.

▲ / ▼ Significant increase/decrease from year indicated

Body Mass Index (BMI)*

Similar to CDC ranges, 30% of respondents are in the obese range, 32% are in the overweight range, 35% are in the normal range, and only 3% are in the underweight range.



■ Underweight <18.5
 ■ Normal 18.5-24.9
 ■ Overweight 25-29.9
 ■ Obese 30.0+

How much do you weigh?* [Open end] (n=921)

How tall are you?* [Open end] (n=921)

* BMI calculated from self-reported weight and height and categorized according to U.S. Centers for Disease Control and Prevention (CDC) standards (2008).

▲ / ▼ Significant increase/decrease from year indicated

Perceived and Calculated Weight Status

The disparity observed between Americans' perception of their weight status and their calculated BMI** continues in 2011, with one in five with a BMI in the overweight range describing themselves as "ideal" or "underweight."*

Perception of Weight	Calculated Weight (BMI)**			
	Underweight <18.5 (n=25)	Normal 18.5-24.9 (n=323)	Overweight 25-29.9 (n=296)	Obese 30.0+ (n=276)
Underweight (n=41)	54%	8%	-	-
Ideal weight (n=349)	42%	74%	29%	5%
Overweight (n=457)	3%	17%	71% ▲ '08	69% ▲ '06, '07
Extremely overweight or obese (n=75)	-	-	-	26%
	100%	100%	100%	100%

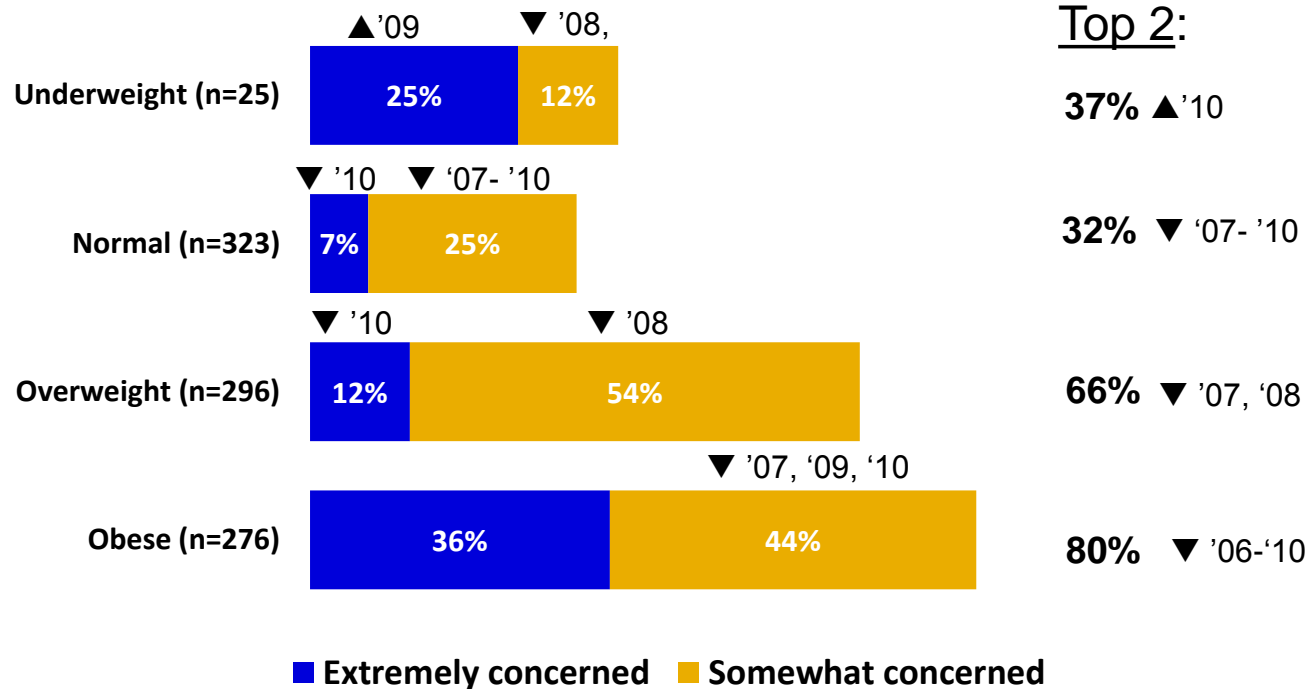
*Questions asked since 2006. Darker blue indicates accurate perception; Lighter blue indicates misperception.

** BMI calculated from self-reported weight and height and categorized according to U.S. Centers for Disease Control and Prevention (CDC) standards.

▲ / ▼ Significant increase/decrease from year indicated

Concern with Weight by BMI Status

Obese Americans are the most likely to be extremely concerned with their current weight status.



How much do you weigh?* [Open-End] (n=921)
 How tall are you?* [Open-End] (n=921)
 How concerned are you about your weight?* [Select one] (n=1000)

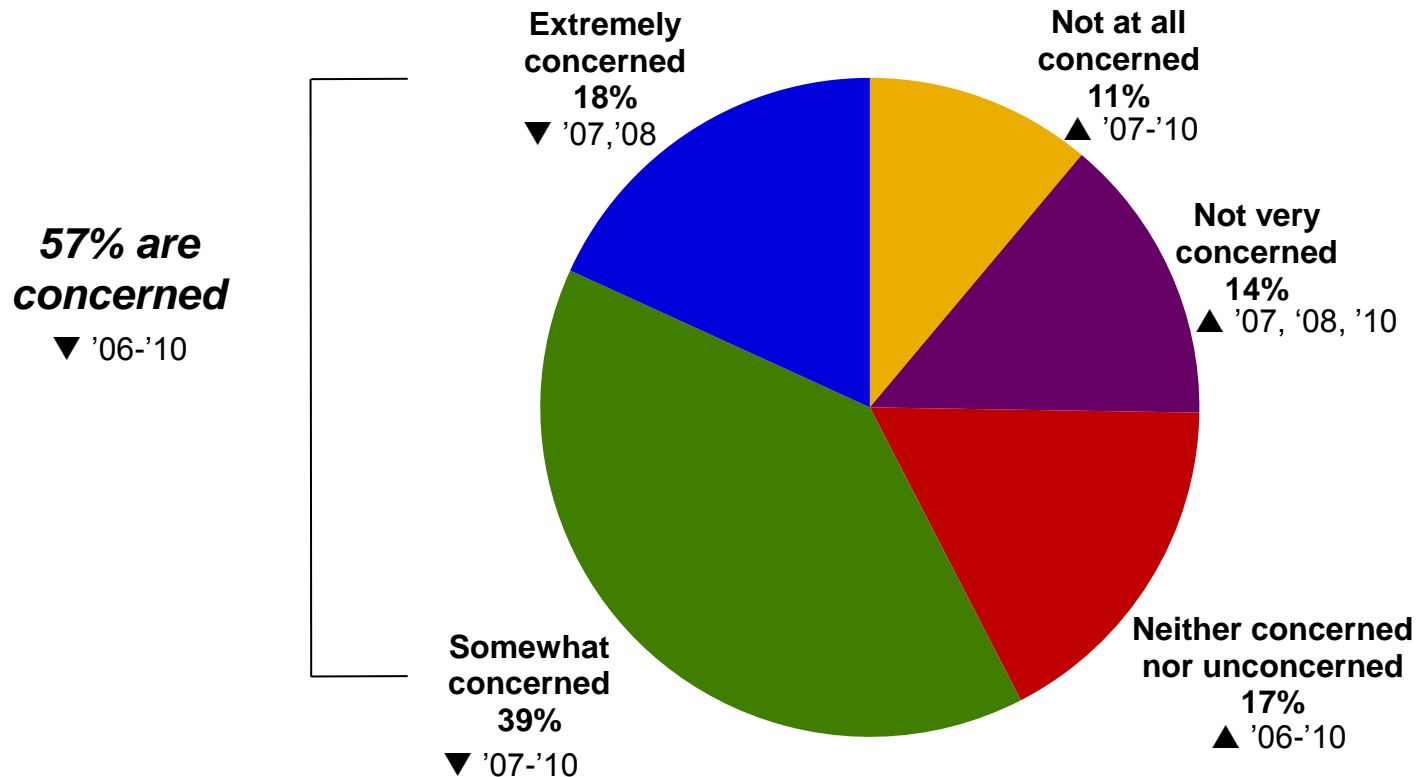
*Questions asked since 2006.

** BMI calculated from self-reported weight and height and categorized according to U.S. Centers for Disease Control and Prevention (CDC) standards.

▲ / ▼ Significant increase/decrease from year indicated

Concern with Perceived Weight Status

Americans' concern with their weight continues to decline, with more than four in ten showing a lack of concern. Still, the majority of Americans are concerned with their weight status.



How concerned are you about your weight?* [Select one] (n=1000)

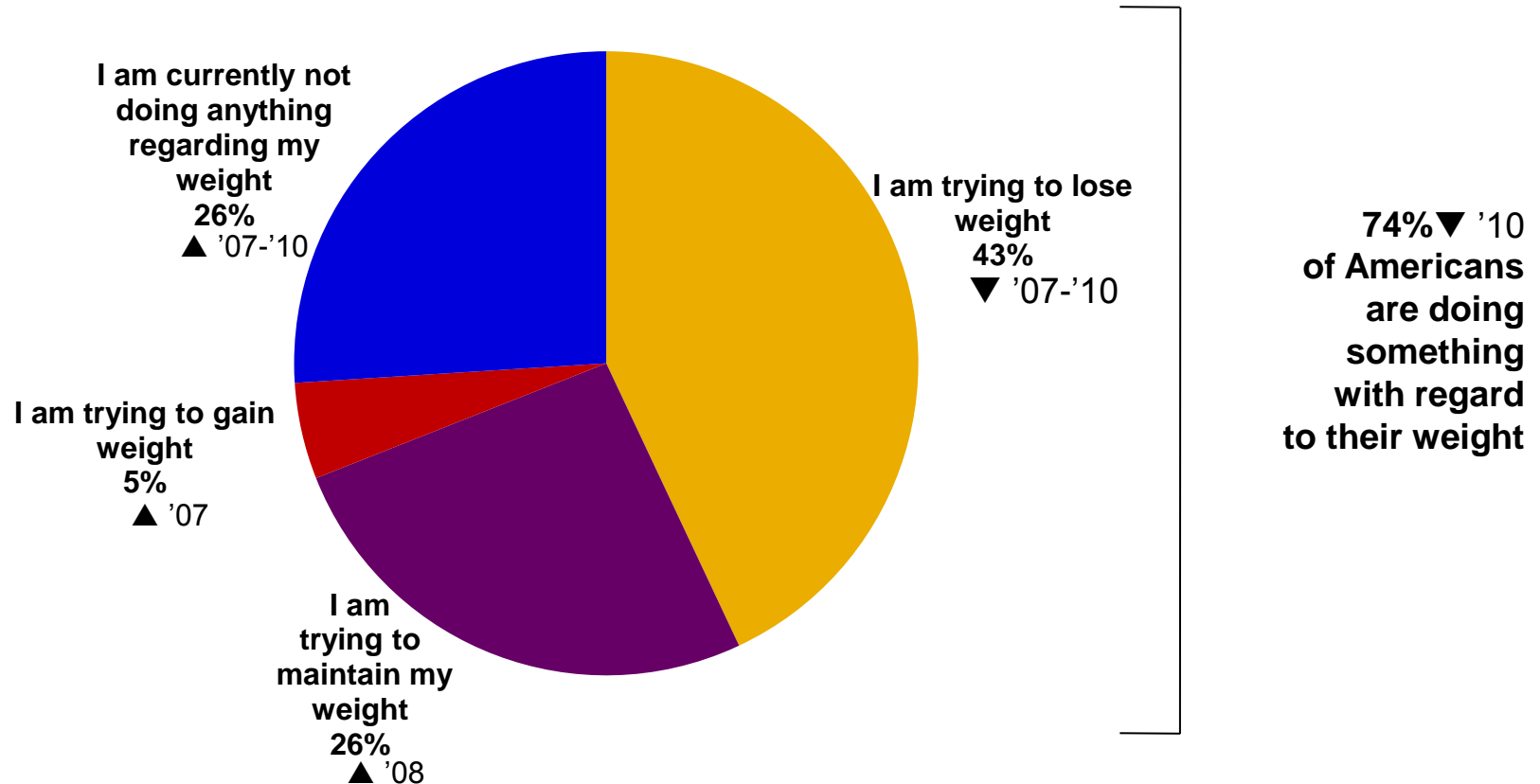
*Question asked since 2006.

** Due to rounding, chart does not equal 100%.

▲ / ▼ Significant increase/decrease from year indicated

Current Weight Management Strategy

Significantly fewer Americans report trying to lose weight and significantly more report trying to maintain weight. In addition, more Americans report they are not doing anything regarding their weight than in previous years.



Which of the following best describes what you are currently doing regarding your weight?*

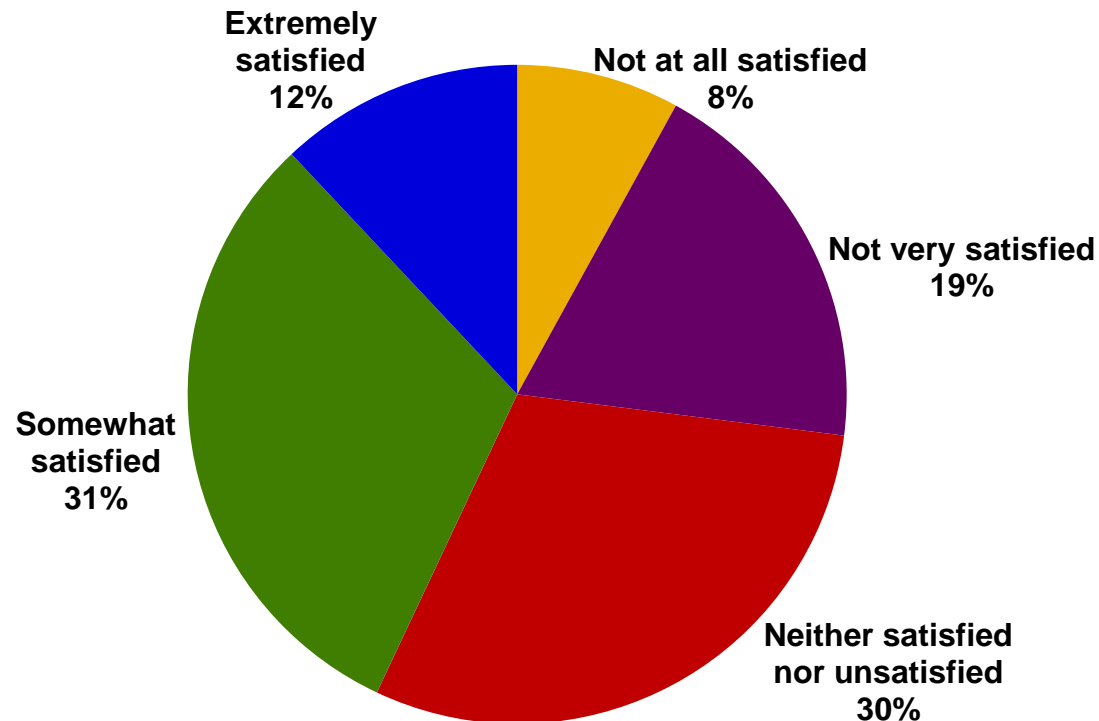
[Select one] (n=1000)

*Question asked since 2007.

▲ / ▼ Significant increase/decrease from year indicated

Satisfaction with Weight Management Progress

Fewer than half of Americans (43%) are satisfied with their progress toward losing or maintaining their weight. Still, approximately another third who are trying to lose or maintain weight appear to be indifferent regarding their progress.



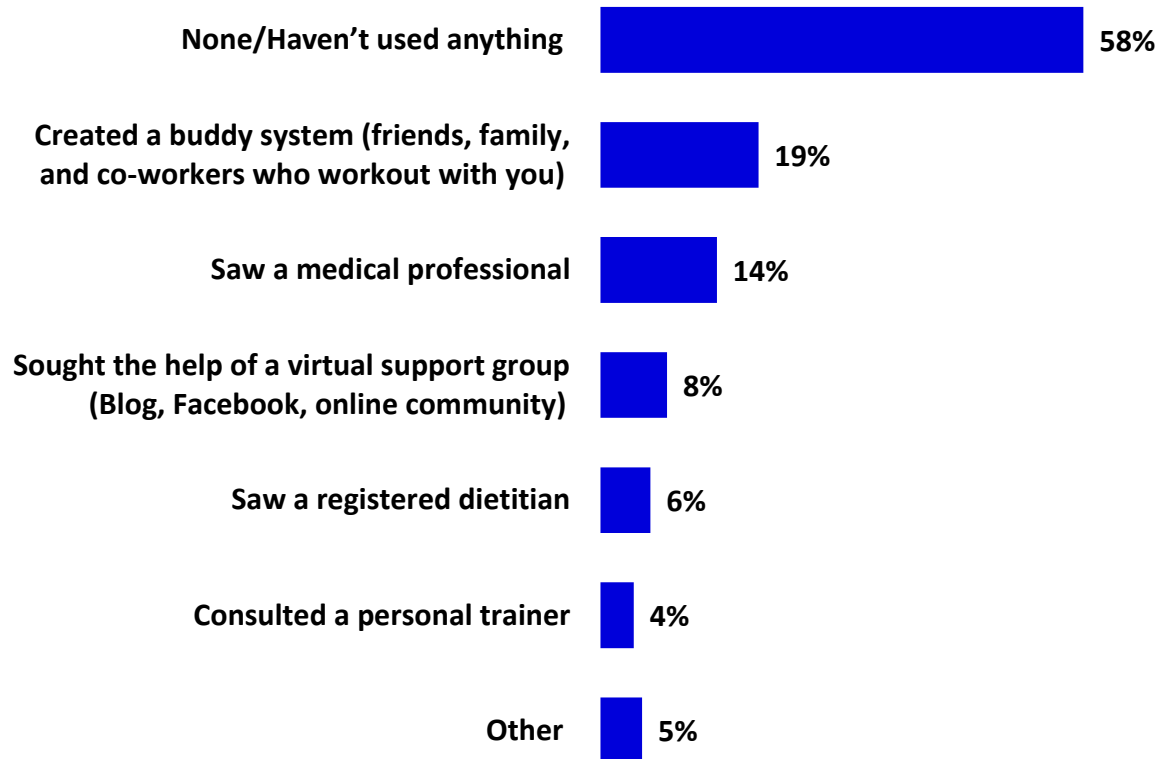
[IF TRYING TO LOSE/MAINTAIN WEIGHT] Thinking about your ability to stay on track when it comes to losing/maintaining your weight, how satisfied are you with your progress?* [Select all that apply] (n=689)

*Question added in 2011.

▲ / ▼ Significant increase/decrease from year indicated

Support Used to Lose/Maintain Weight

The majority of those who report attempting to lose or maintain weight are not seeking support from others to help them manage their weight.



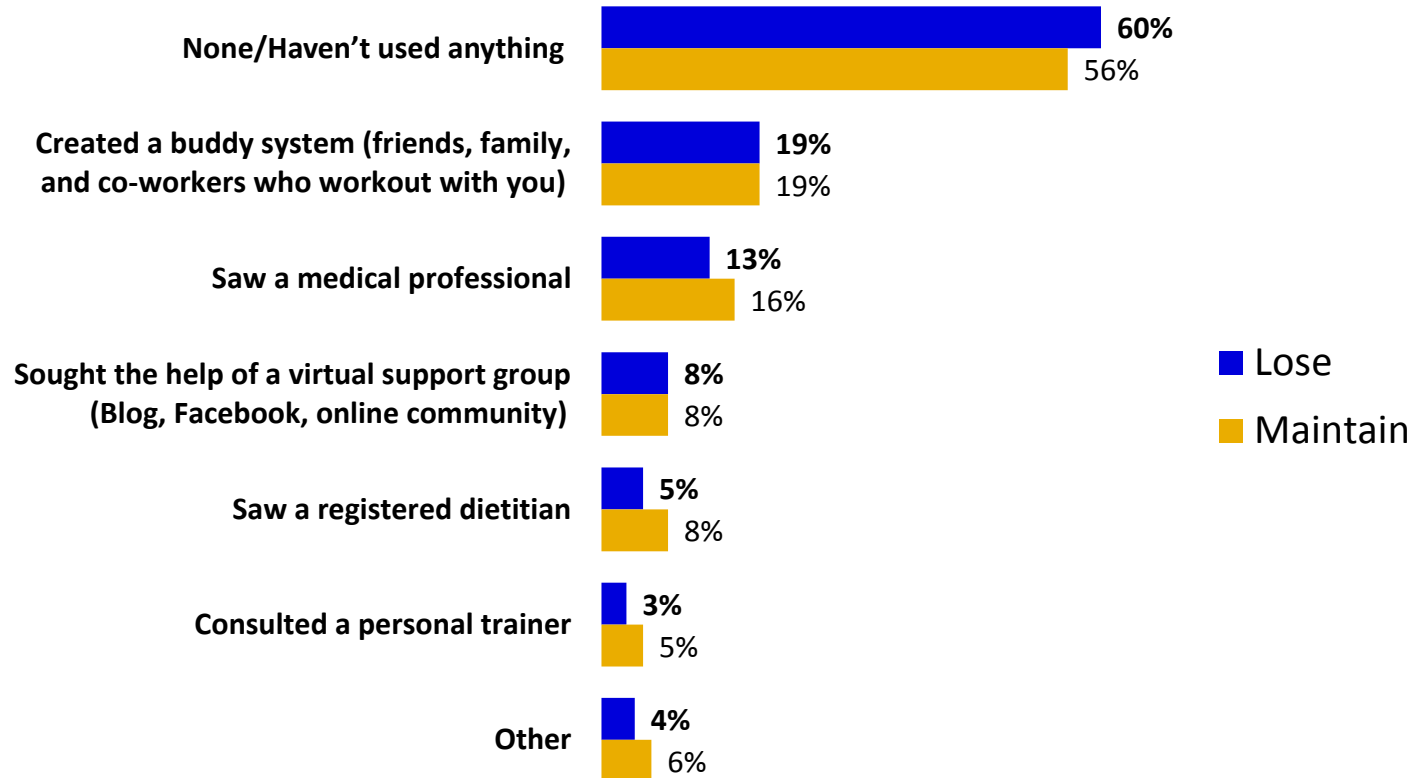
[IF TRYING TO LOSE/MAINTAIN WEIGHT]
What type(s) of support have you used in an effort to lose/maintain your weight?*

[Select all that apply] (n=689)

*Question added in 2011.

Support Used to Lose/Maintain Weight

Those trying to lose weight are no more likely to seek support than those seeking to maintain their weight.

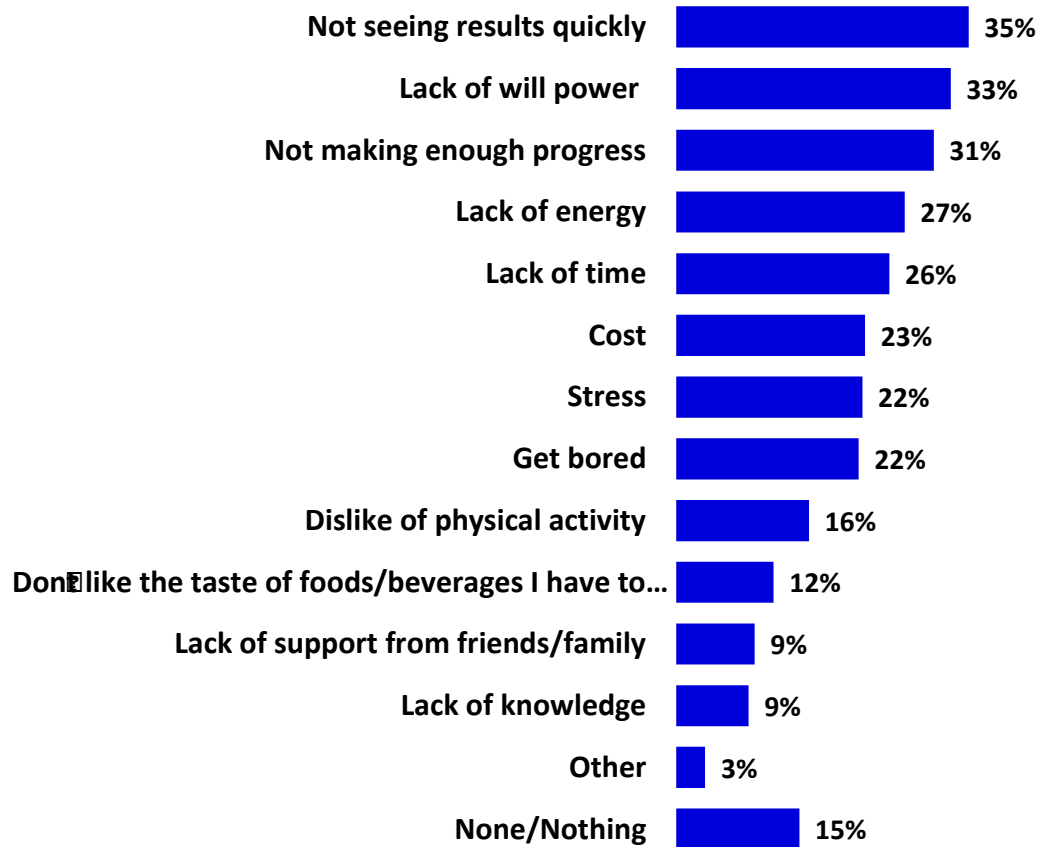


[IF TRYING TO LOSE/MAINTAIN WEIGHT] What type(s) of support have you used in an effort to lose/maintain your weight?* [Select all that apply]
(Lose n=430; Maintain n=259)

*Question added in 2011.

Barriers to Lose/Maintain Weight

Among those who are trying to lose or maintain weight, about one in three cite not seeing results quickly, a lack of willpower, and not making enough progress as obstacles that discourage them from staying on track in their effort to lose or maintain weight.

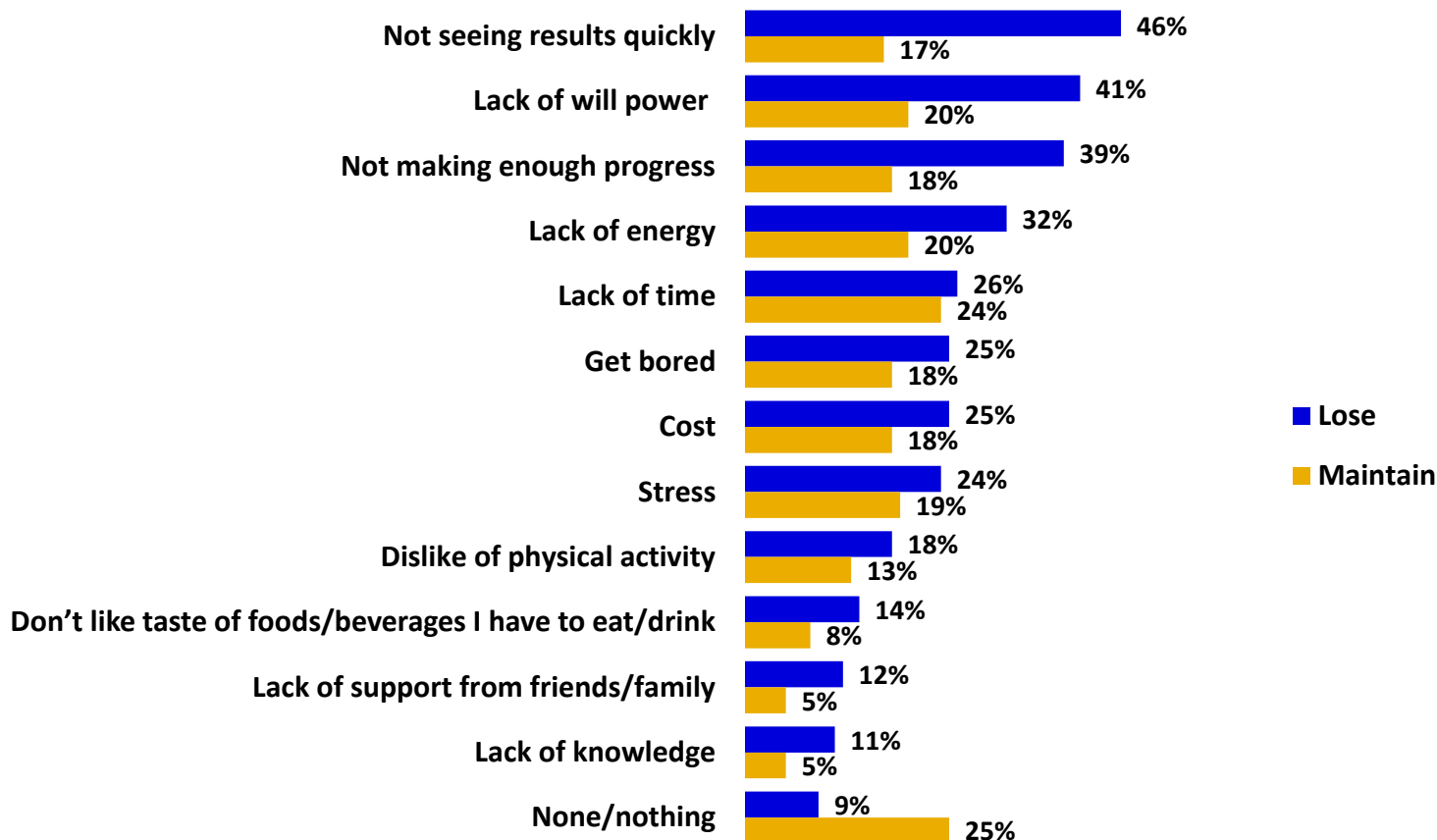


[IF TRYING TO LOSE/MAINTAIN WEIGHT] In your effort to [lose/maintain] weight, which of the following discourages you from staying on track?* [Select all that apply] (n=689)

*Question changed in 2011 to include none of the above.

Barriers to Lose/Maintain Weight

A greater percentage of those who report attempting to lose weight cite multiple barriers to staying on track compared to those who are trying to maintain weight.

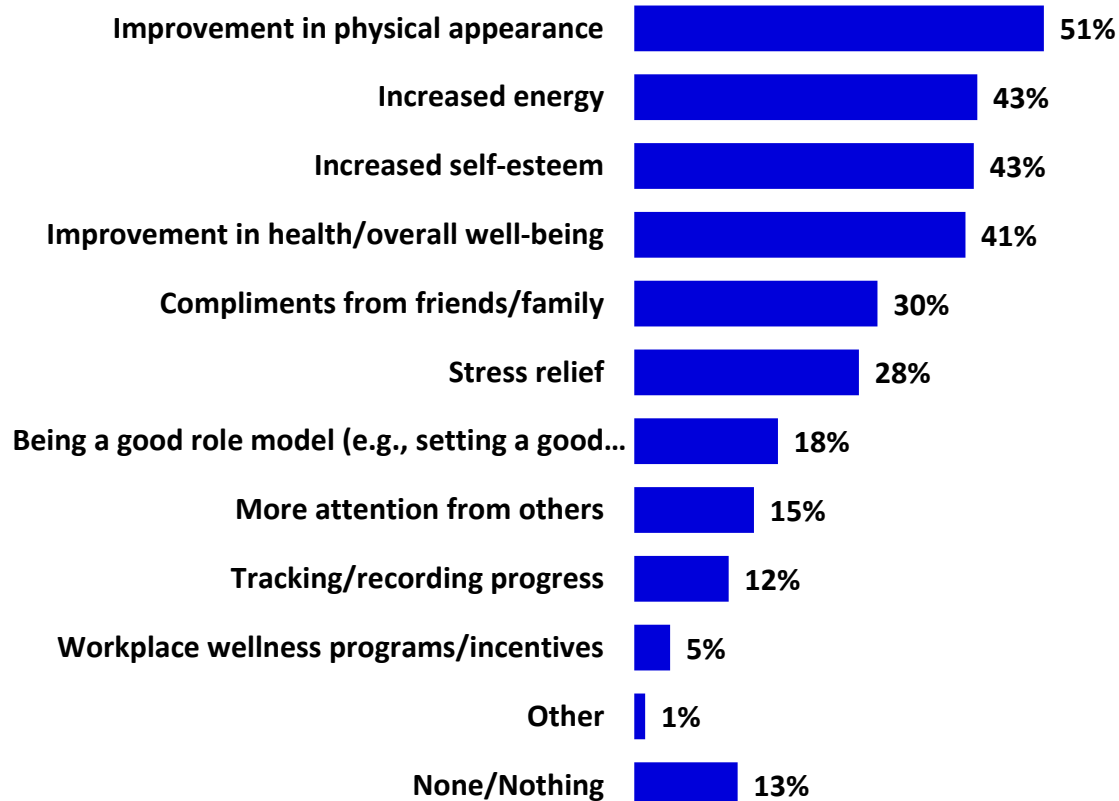


[IF TRYING TO LOSE/MAINTAIN WEIGHT] In your effort to [lose/maintain] weight, which of the following discourages you from staying on track?* [Select all that apply] (Lose n=430; Maintain n=259)

*Question changed in 2011 to include none of the above.

Motivators to Lose/Maintain Weight

Improvement in physical appearance is cited most often by Americans as the primary motivator for trying to lose/maintain weight.

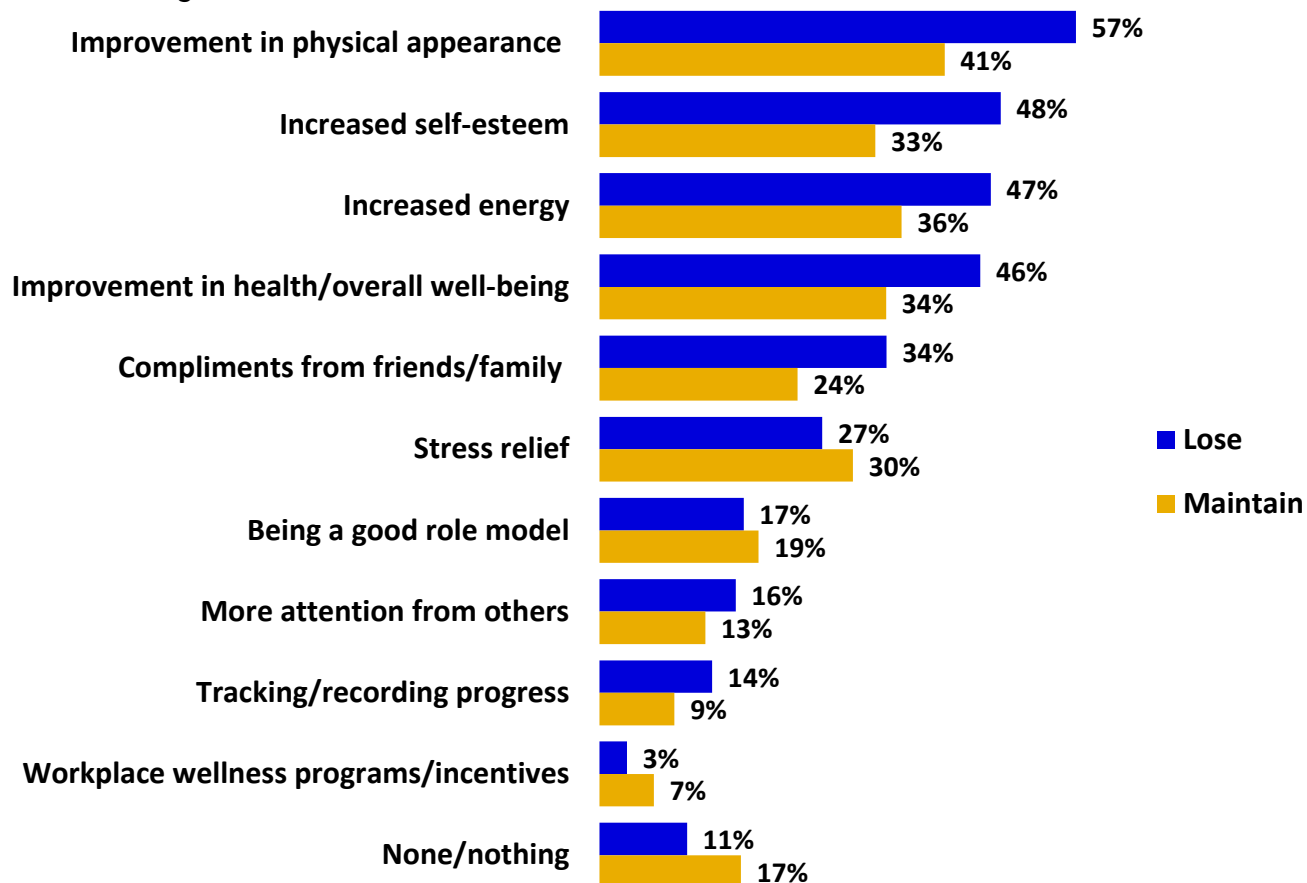


[IF TRYING TO LOSE/MAINTAIN WEIGHT] In your effort to [lose/maintain] weight, which of the following encourages you to stay on track?* [Select all that apply] (n=689)

*Question changed in 2011 to include none of the above and workplace wellness programs.

Motivators to Lose/Maintain Weight

“Improvement in physical appearance” is the most motivating factor for both those trying to lose weight and those trying to maintain their weight.

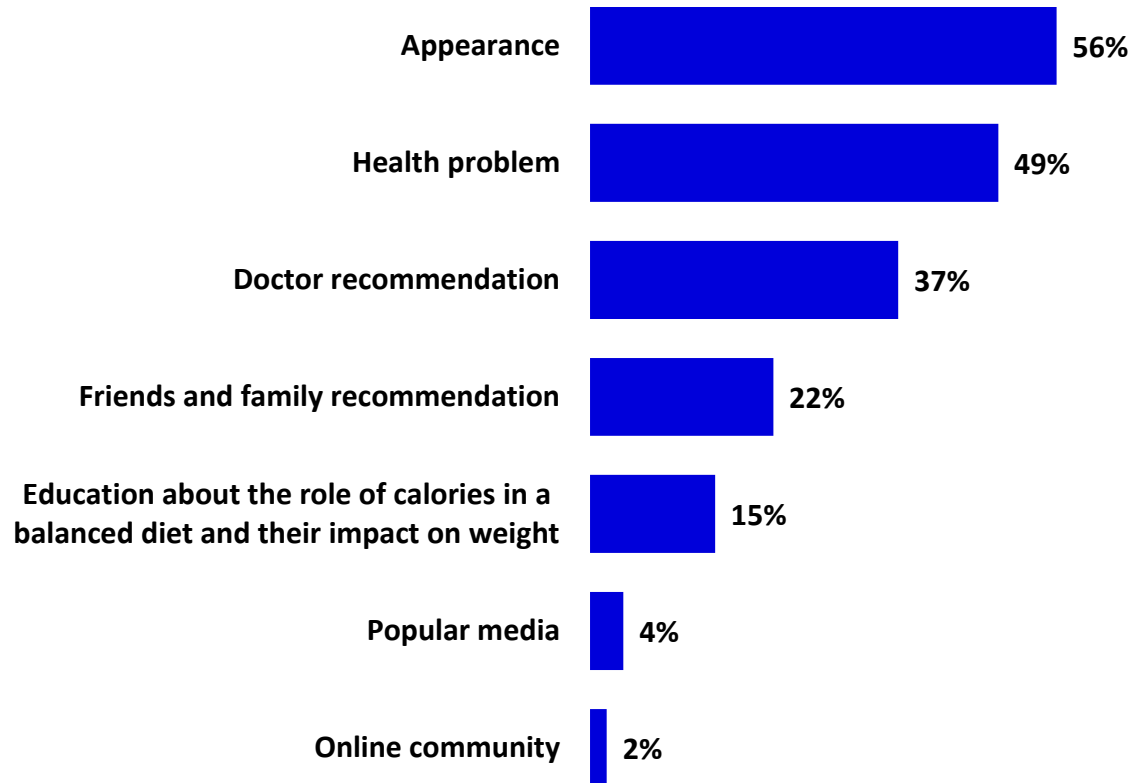


[IF TRYING TO LOSE/MAINTAIN WEIGHT] In your effort to [lose/maintain] weight, which of the following encourages you to stay on track?* [Select all that apply] (Lose n=430; Maintain n=259)

*Question changed in 2011 to include none of the above and workplace wellness programs.

Motivators for Taking Action to Manage Weight

Appearance and health problems are most likely to motivate Americans to take action regarding their weight.

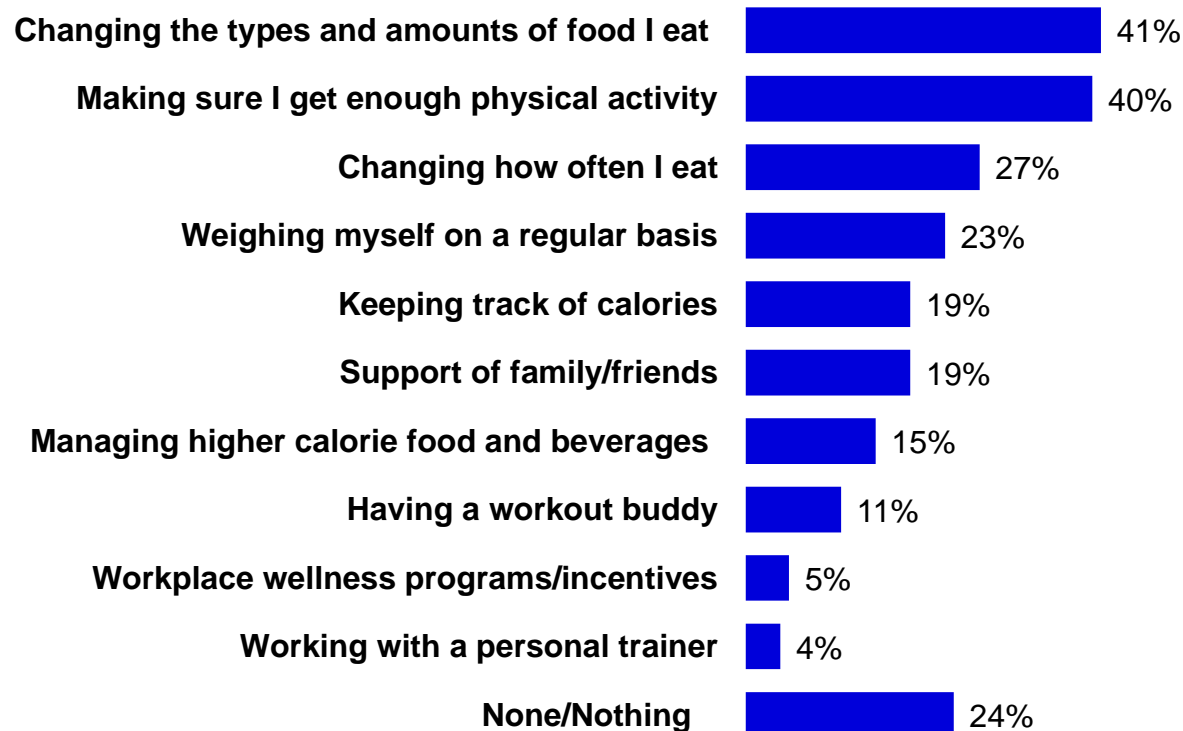


What has, or would, motivate you to take action to lose/manage weight?*
[Select all that apply] (n=1000)

*Question added in 2011.

Contributors to Successful Weight Management

Changing the types and amount of food eaten and getting enough physical activity are cited most often as contributing successful weight management. Nearly one quarter of Americans report that nothing has been helpful.



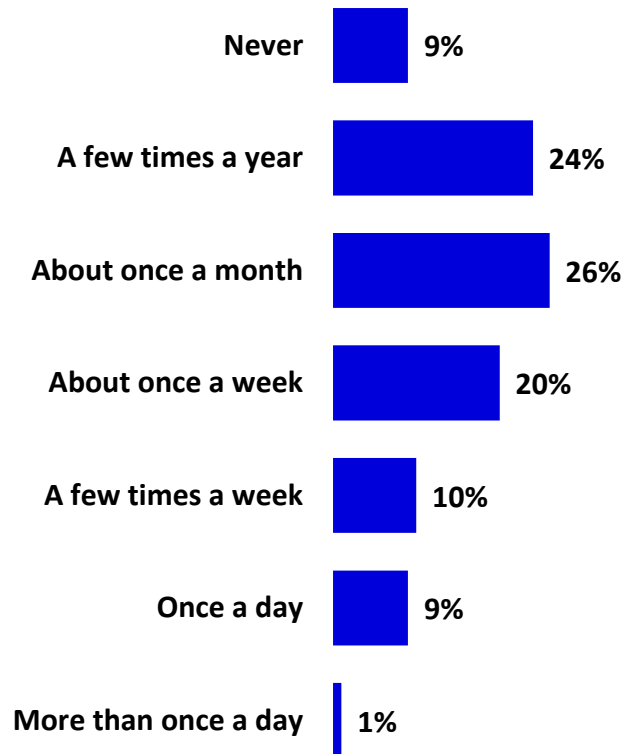
Which of the following would/has contributed the most to your success in maintaining/losing weight?*

[Select all that apply] (n=1000)

*Question added in 2011.

Frequency of Monitoring Weight Status

About four in ten Americans weigh themselves at least once a week. One in ten never weigh themselves.



How often do you weigh yourself?* [Select one] (n=1000)

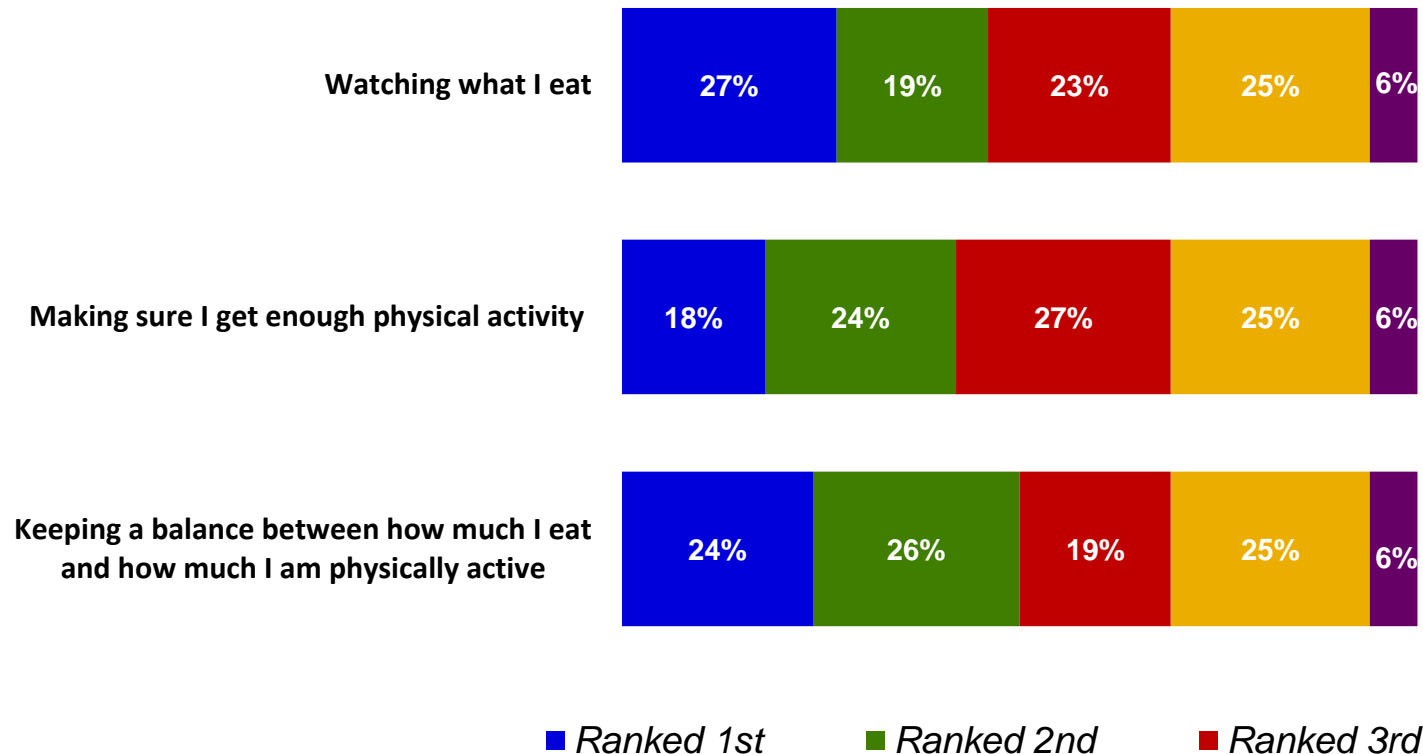
*Question added in 2011.



Calories and Energy Balance

Importance in Maintaining Healthy Weight

Americans are least likely to believe that physical activity on its own is most important when it comes to weight maintenance, and are split about whether food consumption or balancing eating and activity are most important.

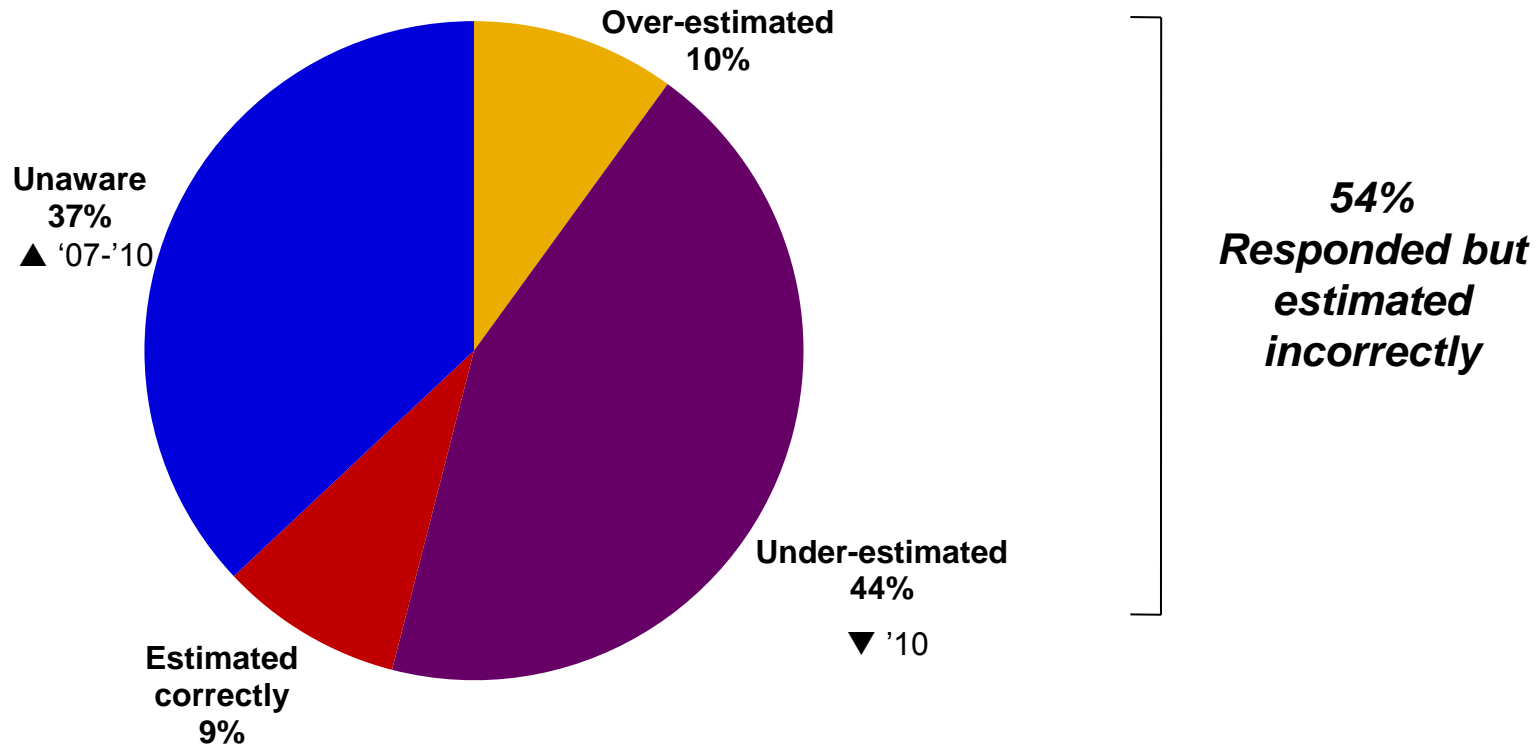


Rank the following in order of importance of maintaining a healthy weight?* [Select all that apply] (n=1000)

*Question added in 2011.

Knowledge of Calories Per Day

When asked to estimate the number of calories that should be consumed in an average day, one-third of Americans are unaware or unable to provide a response. Only one in ten estimate correctly; over half provide a response but estimate incorrectly.



As far as you know, how many calories should a person of your age, weight, height, and physical activity consume per day?* [Open-end] (n=1000)

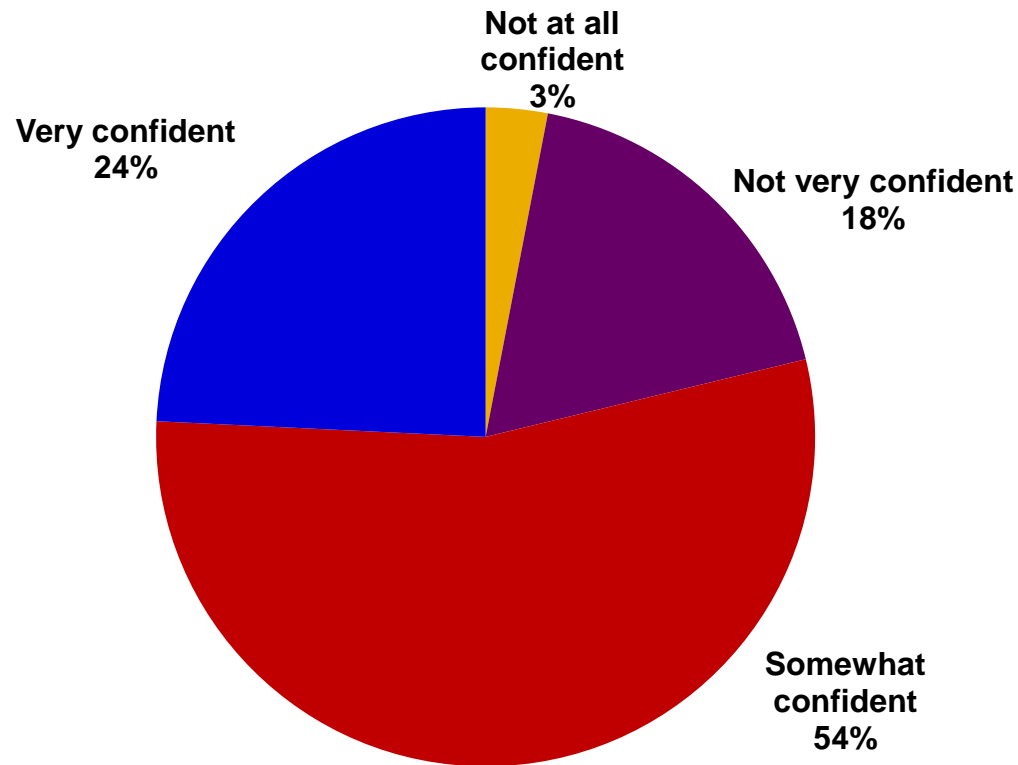
*Question asked since 2006. Estimate correctly is determined within a +/- 100 calorie range based on the MyPyramid formula.

** Modification in 2008 to 2010: "And physical activity" was added to the question. Definitions of physical activity levels were provided.

▲ / ▼ Significant increase/decrease from year indicated

Confidence in Estimate of Calories Consumed

Only one-quarter of those who are willing to estimate calories consumed yesterday feel very confident in their estimate.



[IF PROVIDED AN ESTIMATE OF CALORIES CONSUMED YESTERDAY]
How confident are you in that estimate?*** [Select one] (n=513)

* Question changed in 2011.

**Due to rounding, chart does not equal 100%.

▲ / ▼ Significant increase/decrease from year indicated

Estimated Daily Calories Consumed vs. Burned

Many Americans do not know how many calories they consume or how many they burn each day. Americans appear to be more confused regarding how many calories they burn. Among those who believe they know either or both, Americans estimate they consume more calories than they burn.

	Calories consumed	Calories burned
Don't Know	49% ▲ '10	60% ▲ '10
1000 or less	10% ▲ '10	24% ▼ '10
1001-1500	14% ▼ '10	6%
1501-2000	14% ▼ '10	5% ▼ '10
2001-2500	7% ▼ '10	2%
More than 2500	6% ▼ '10	3%
Mean (excludes outliers**)	1,701 ▼ '10	1,072

And how many calories would you say you consumed yesterday?* [Open-end] (n=1000)

On average, how many calories do you think you "burn"/use per day? [Open-end] (n=1000)

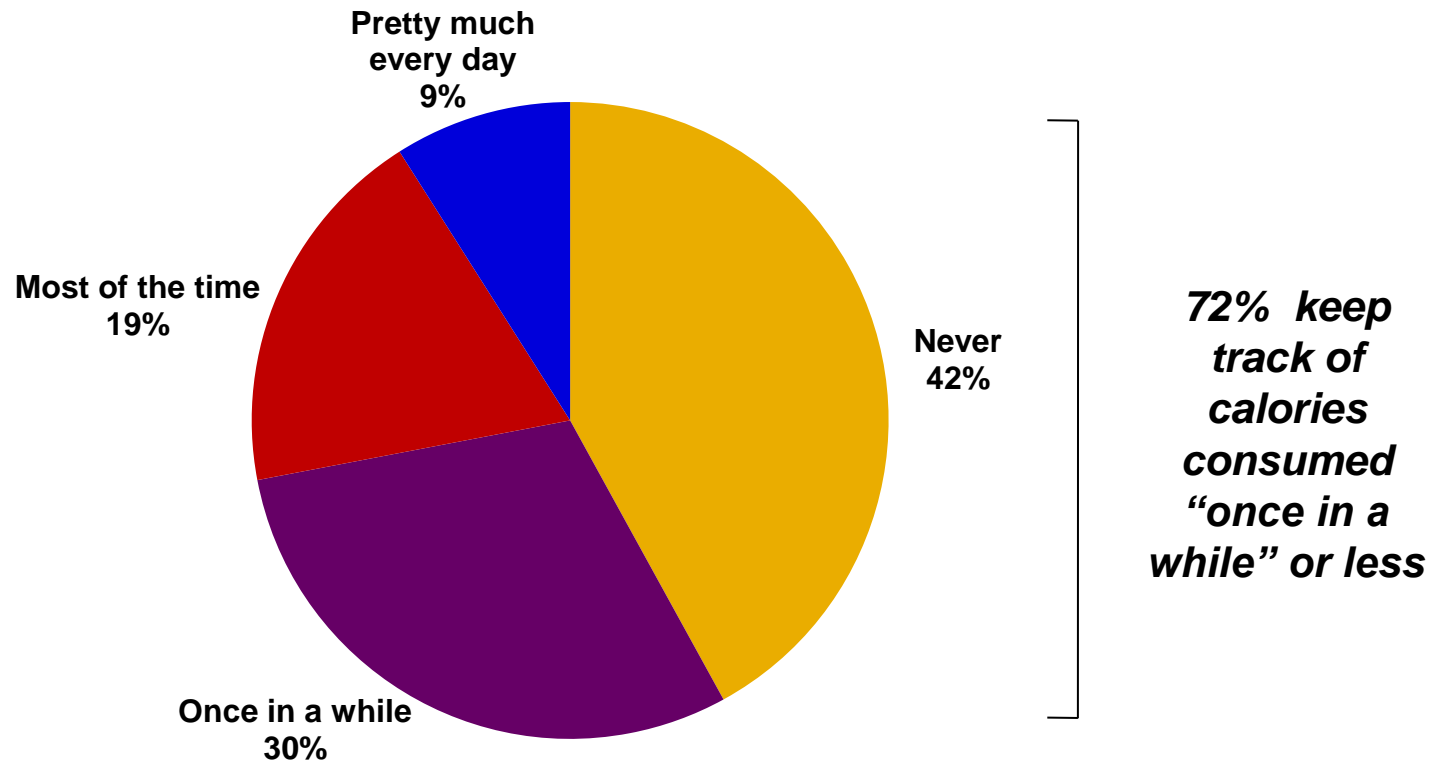
*Question changed in 2011 from: "Now, on average, how many calories do you think you actually consume per day?"

** Outliers: Responses of 5000 or more have been excluded.

▲ / ▼ Significant increase/decrease from year indicated

Keeping Track of Calories Consumed

The majority of Americans do not regularly keep track of calories consumed. Close to half of consumers say they never keep track of calories consumed while an additional 30% say they only keep track “once in a while.”

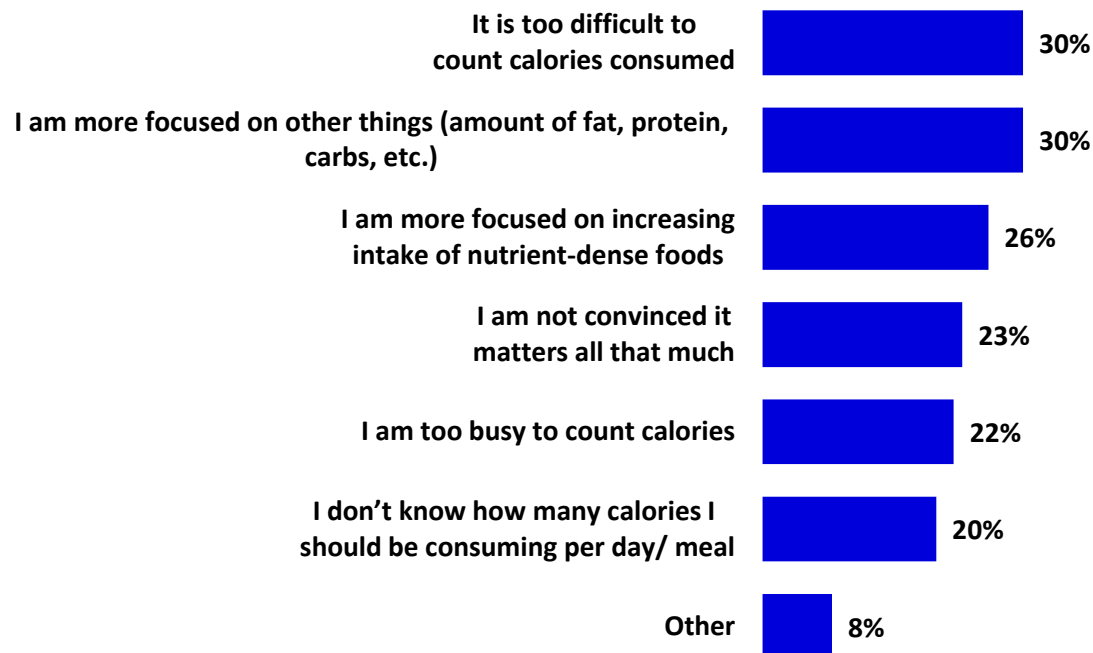


Over the past month, how often, if at all, would you say you kept track of the calories you consumed in a given day?
[Select one] (n=1000)

*Question added in 2011.

Challenges to Tracking Calories Consumed

Americans report many challenges to regularly keeping track of calories consumed.



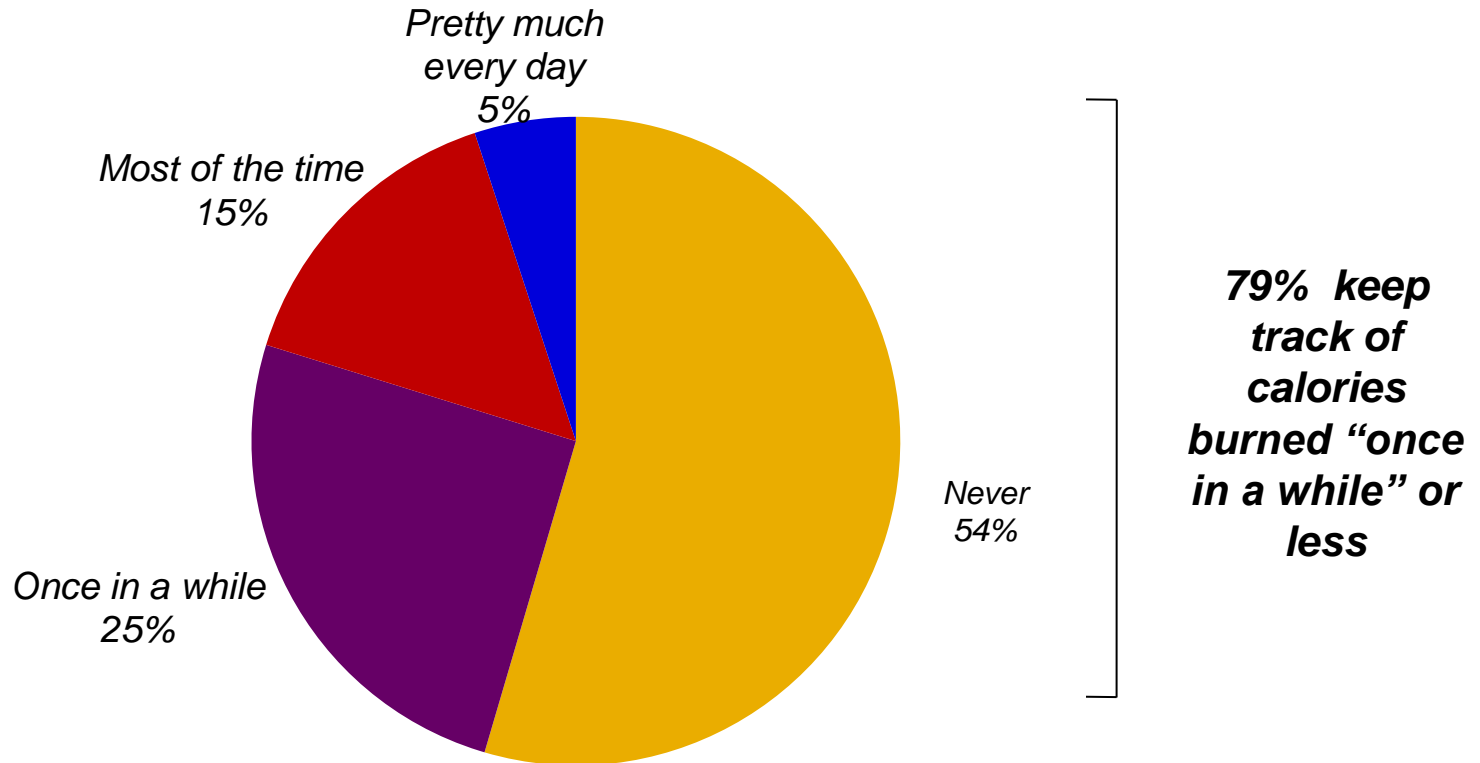
**Mean number
of reasons
= 1.59**

[IF NEVER OR ONCE IN A WHILE] What prevents you from keeping track of calories you consume on a more regular basis? [Select all that apply] (n=718)

*Question added in 2011.

Keeping Track of Calories Burned

In addition to calories consumed, the majority of Americans also do not regularly keep track of calories burned. Just over half say they never keep track of calories burned, while an additional 25% say they only keep track “once in a while.”



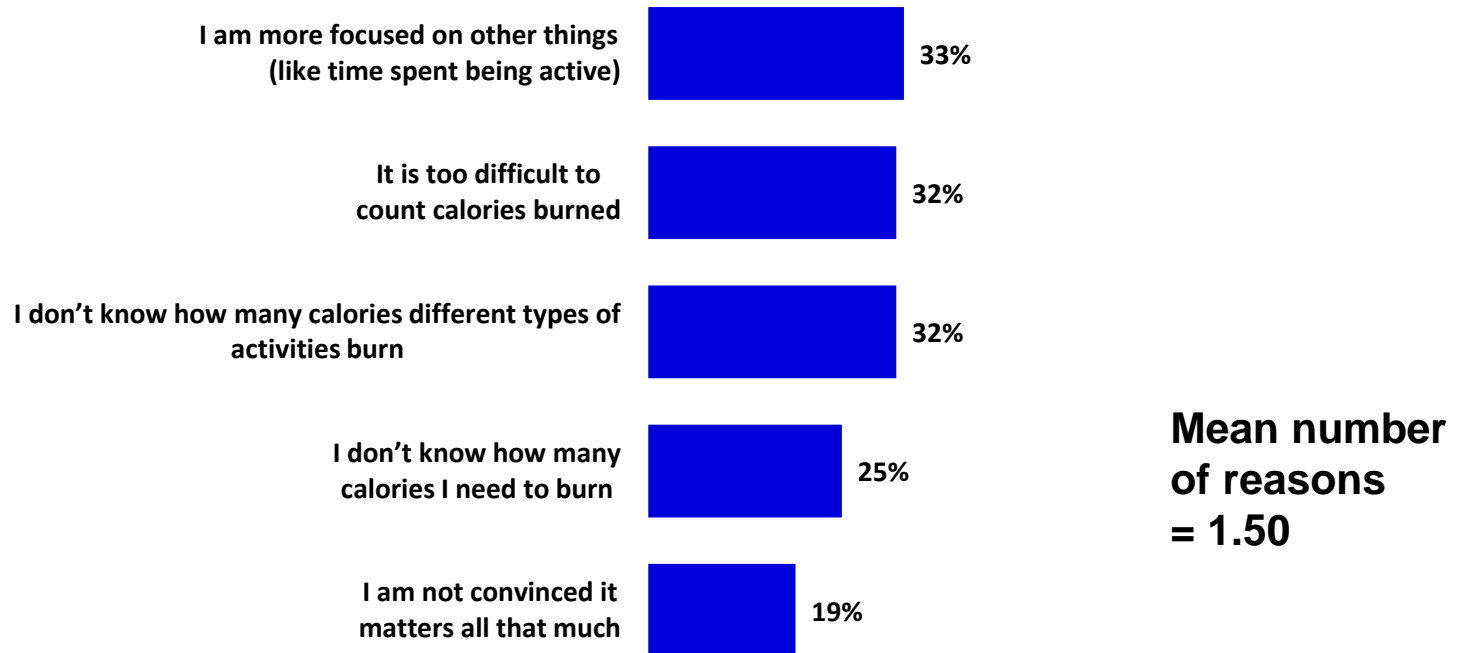
Over the past month, how often, if at all, would you say you kept track of the calories you burned in a given day?
[Select one] (n=1000)

*Question added in 2011.

** Due to rounding, chart does not equal 100%.

Challenges to Tracking Calories Burned

Lack of focus or knowledge and perceived difficulty contribute to why Americans do not track calories burned.

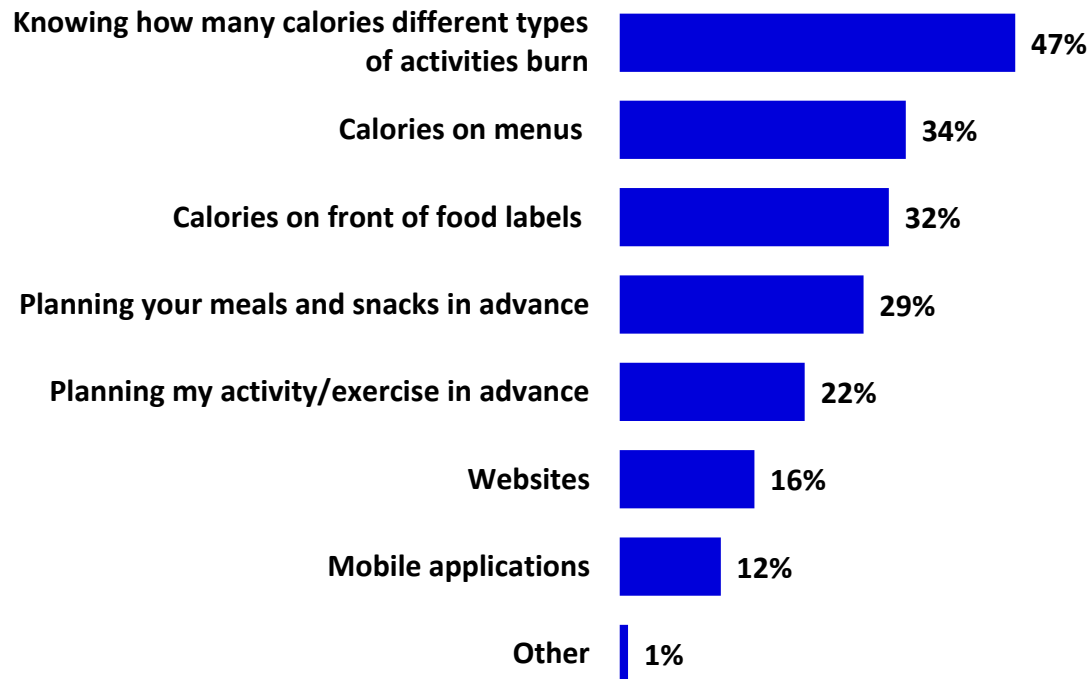


[IF NEVER OR ONCE IN A WHILE] What are the reasons why you don't count or keep track of calories you burn in a day? [Select all that apply] (n=794)

*Question added in 2011.

Making Calorie Tracking Easier

Americans report an interest in receiving more information on “how many calories different activities burn” to help keep them track calories. Americans also report “calories on menus” and “calories on front of food labels” as being helpful to track calories consumed. Americans also recognize that “planning ahead” could be beneficial.



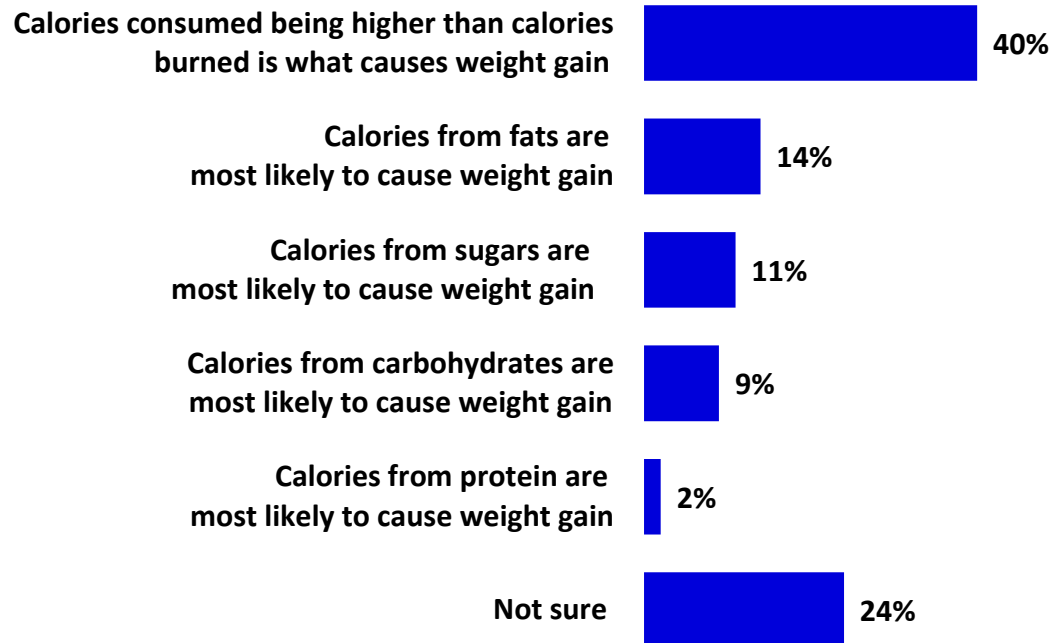
What would make it easier for you to keep track of the number of calories you consume or burn in a day?*

[Select all that apply] (n=1000)

*Question added in 2011.

Calorie Sources and Weight Gain

Although Americans are most apt to believe that calorie imbalance (more in vs. out) leads to weight gain (40%), an additional quarter are unsure and the remainder cite other nutrients.

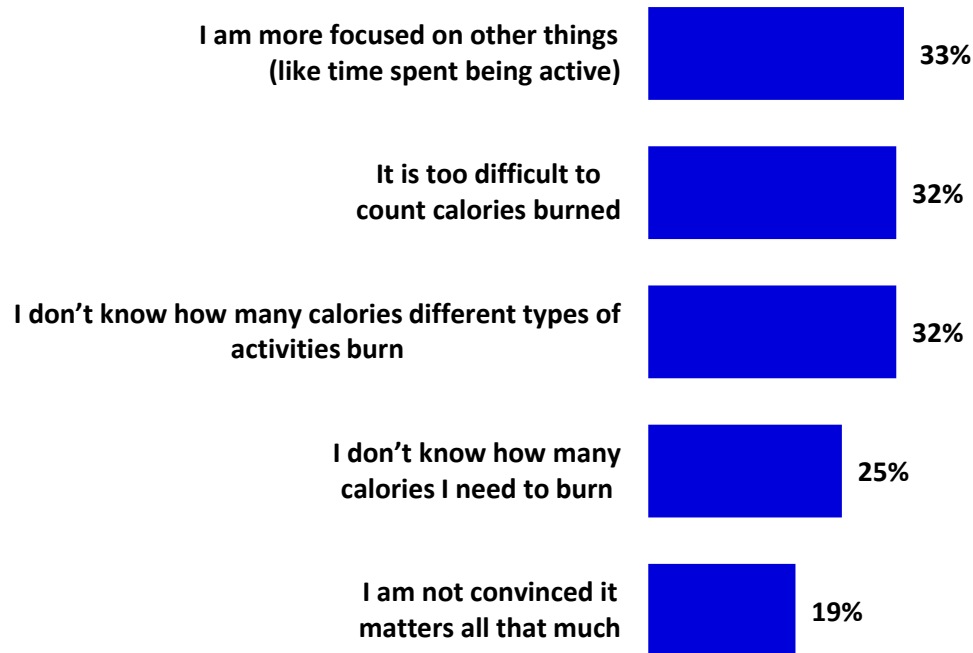


Which of the following statements do you agree with regarding the relationship between calories and weight gain?* [Select one] (n=1000)

*Responses changed in 2011.

Challenges to Tracking Calories Burned

Lack of focus or knowledge and perceived difficulty contribute to why Americans do not track calories burned.



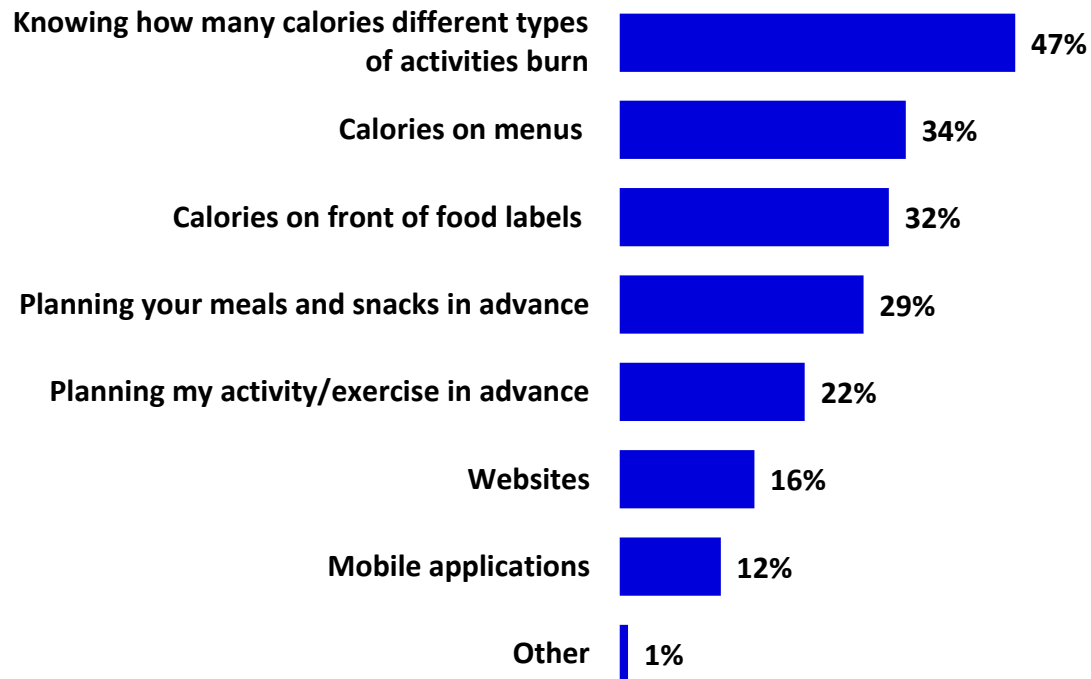
**Mean number
of reasons
= 1.50**

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*Question added in 2011.

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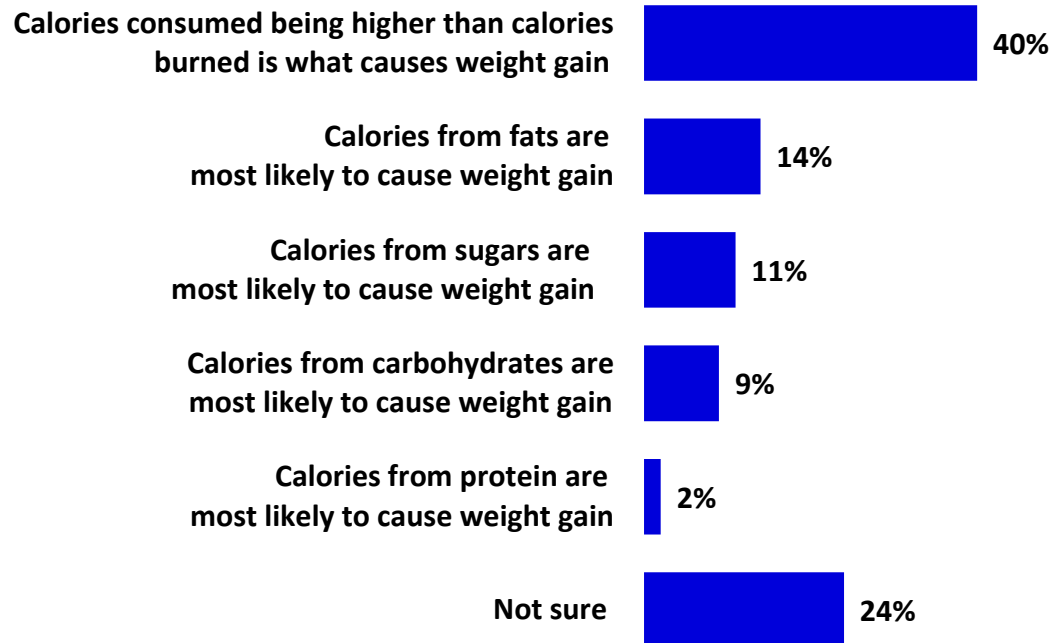
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*Question added in 2011.

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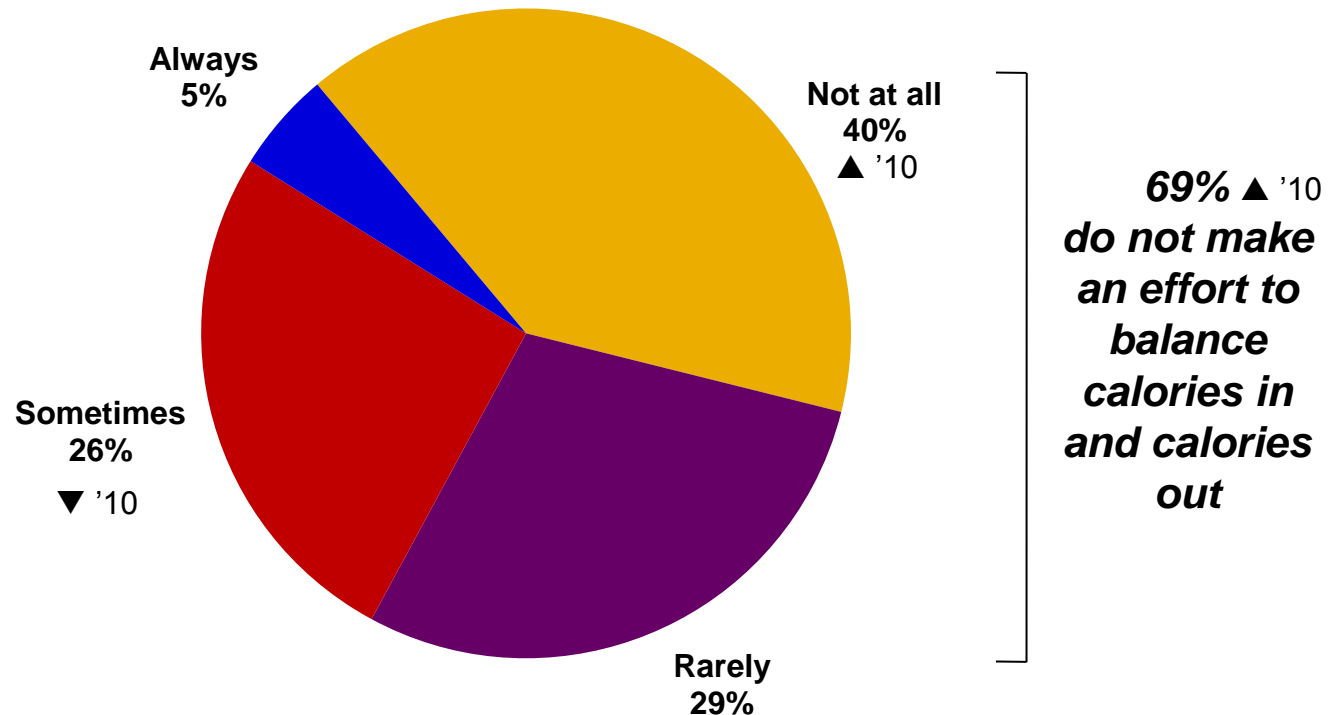


Which of the following statements do you agree with regarding the relationship between calories and weight gain?* [Select one] (n=1000)

*Responses changed in 2011.

Daily Effort to Balance Calories Consumed and Burned

A majority of Americans make no attempt to consciously monitor the balance of calories they consume and expend in a day. The number of Americans doing this “not at all” has increased significantly since 2010.



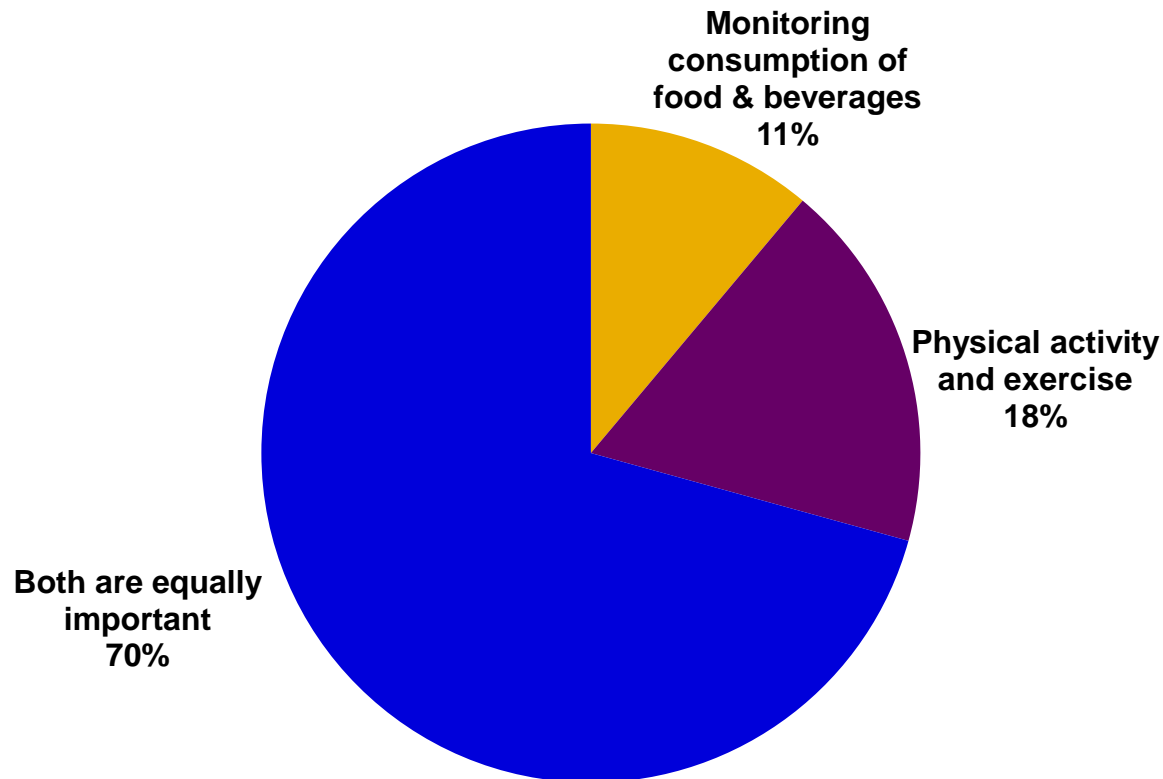
To what extent, if at all, do you make a conscious effort to monitor the balance between how many calories you consume and how many calories you “burn”/use per day?* [Select one] (n=1000)

*Question added in 2010.

▲ / ▼ Significant increase/decrease from year indicated

Importance of Monitoring Activity and Consumption in Weight Management

The vast majority of those trying to lose or maintain weight believe that both physical activity and monitoring food and beverage consumption are equally important in weight maintenance and weight loss.



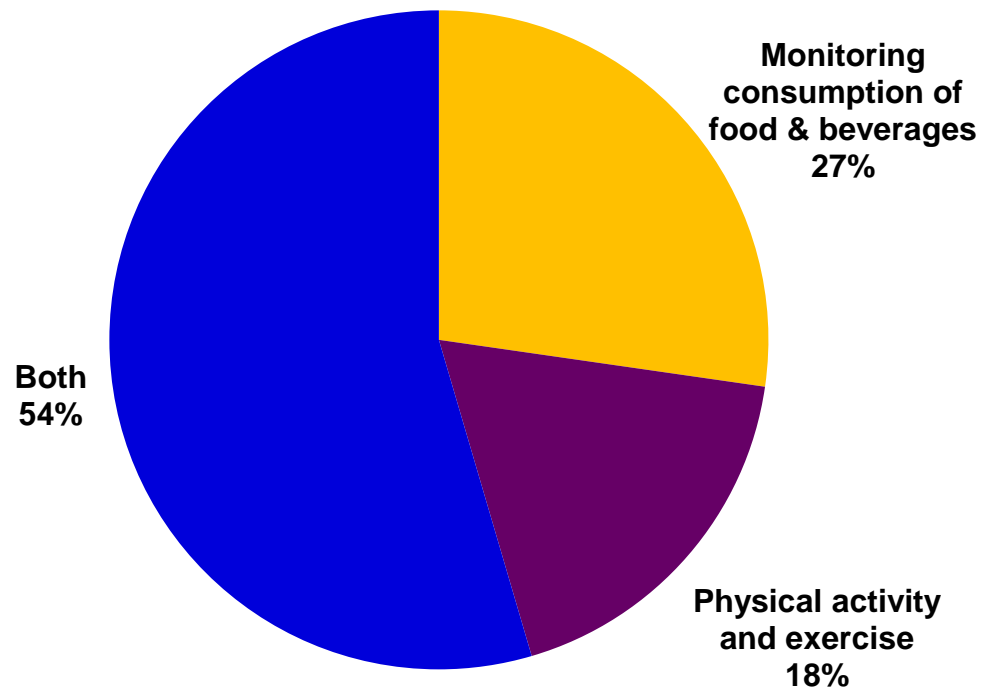
[IF TRYING TO LOSE/MAINTAIN WEIGHT] Which of the following is *most* important in weight maintenance/weight loss?
* [Select one] (n=689)

*Question changed in 2011.

** Due to rounding, chart does not equal 100%.

Reported Physical Activity and Consumption Behaviors

While 70% of those trying to lose/maintain weight believe both are important, only 54% are actually both monitoring their consumption and engaging in physical activity and exercise to manage weight.



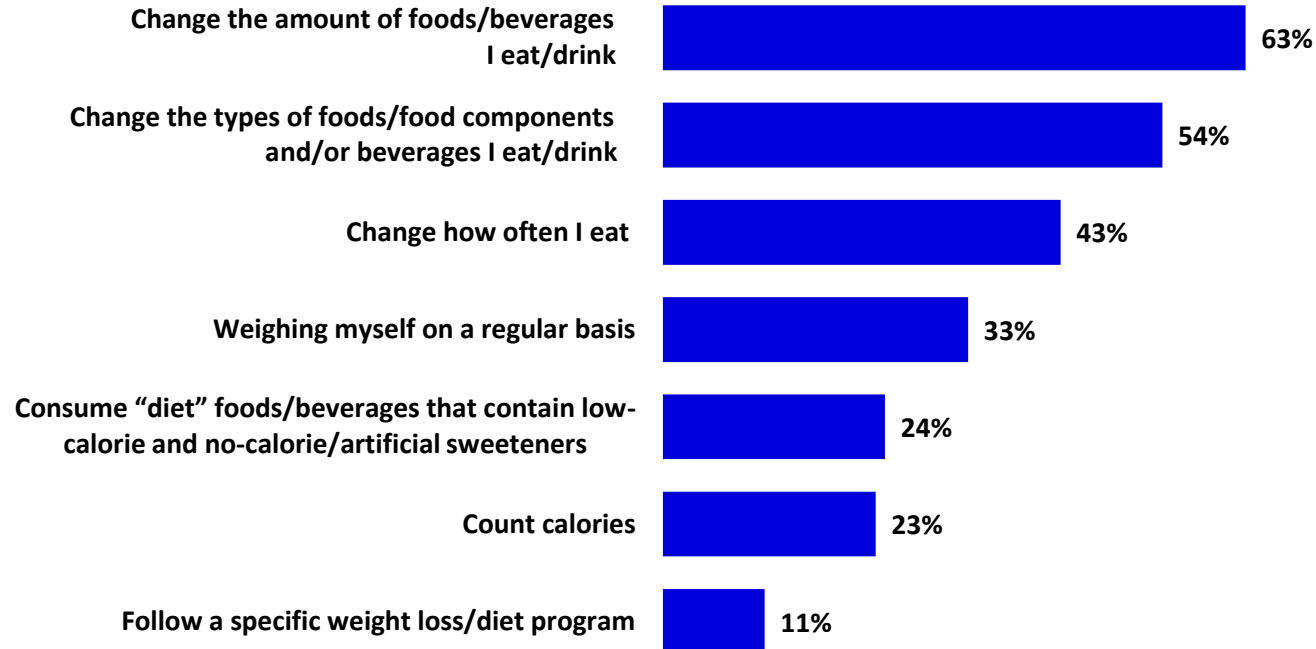
[IF TRYING TO LOSE/MAINTAIN WEIGHT)]Which are you doing in an effort to lose or maintain your weight?*
[Select all that apply] (n=689)

*Question added in 2011.

** Due to rounding, chart does not equal 100%.

Efforts to Monitor Food and Beverage Consumption

Among those who are trying to lose or maintain weight and report either monitoring consumption or both physical activity and monitoring consumption are important in managing weight, efforts cited most often include changing the amount and/or type of food and beverages consumed.

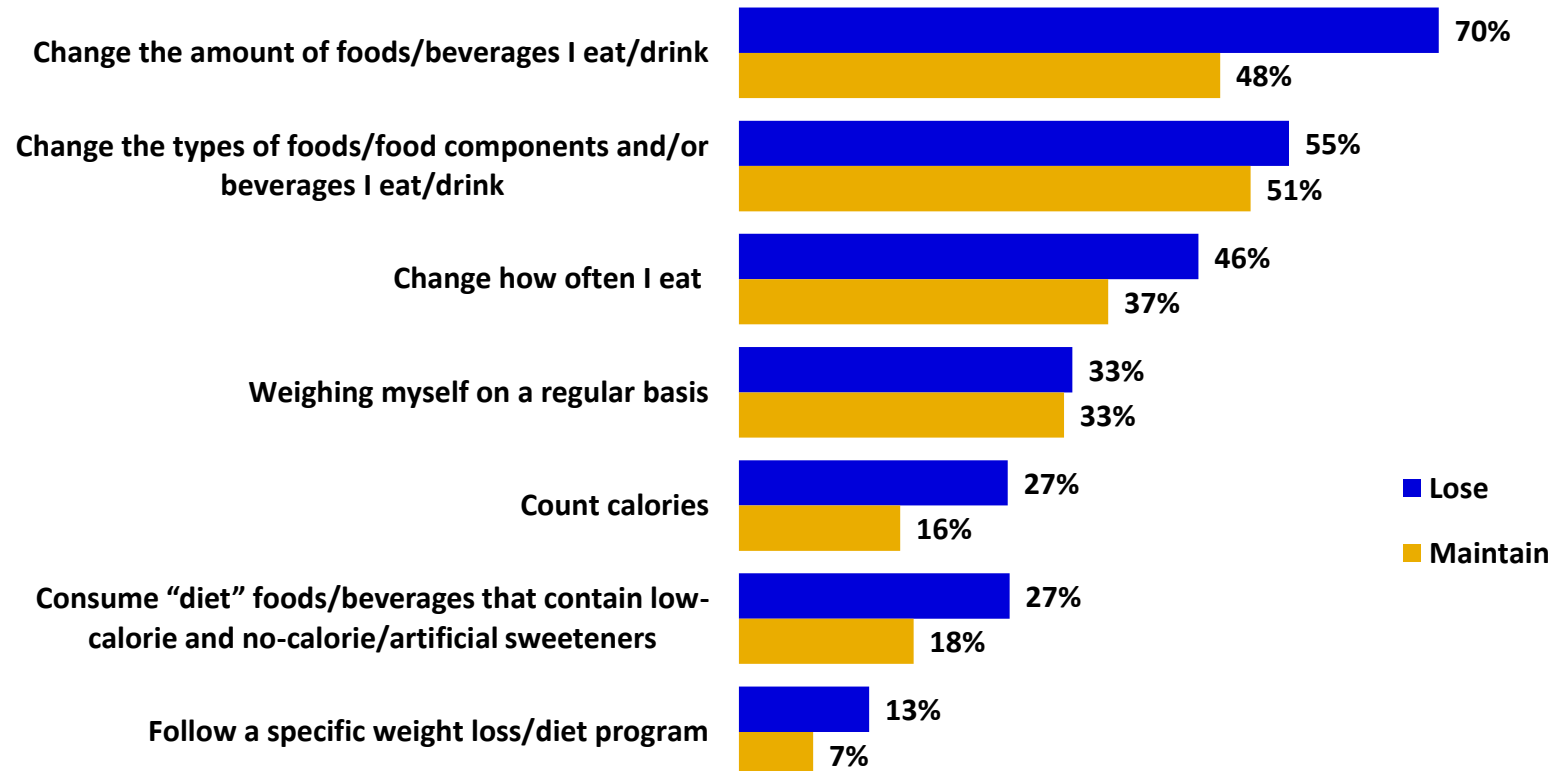


[IF TRYING TO LOSE/MAINTAIN WEIGHT] and [IF MONITORING CONSUMPTION IMPORTANT OR BOTH PHYSICAL ACTIVITY AND MONITORING CONSUMPTION IMPORTANT] What specific actions do you take to monitor what you eat/drink?* [Select all that apply] (n=564)

*Question changed in 2011.

Efforts to Monitor Food and Beverage Consumption

Americans who are trying to lose weight are more likely than those trying to maintain their weight to say they have made changes in the amount of foods and beverages consumed.



IF TRYING TO LOSE/MAINTAIN WEIGHT] and [IF MONITORING CONSUMPTION IMPORTANT OR BOTH PHYSICAL ACTIVITY AND MONITORING CONSUMPTION IMPORTANT] What specific actions do you take to monitor what you eat/drink?* [Select all that apply] (Lose n=373; Maintain n=191)

*Question changed in 2011.

Efforts to Be More Physically Active

Among those who are trying to lose or maintain weight and who say physical activity is important in managing weight, efforts cited most often include increasing the number of days/or amount of time being active and going to the park/walking more often.

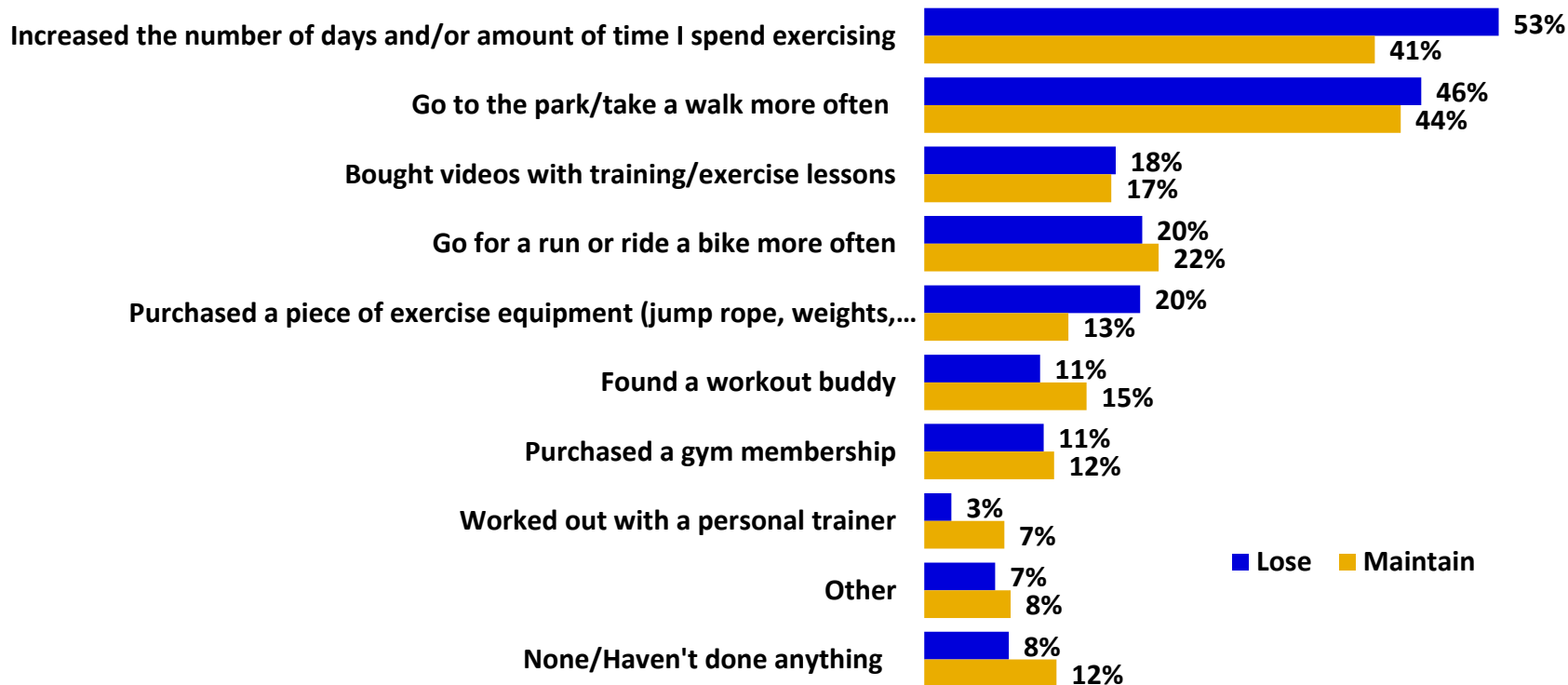


IF TRYING TO LOSE/MAINTAIN WEIGHT] and [IF MONITORING CONSUMPTION IMPORTANT OR BOTH PHYSICAL ACTIVITY AND MONITORING CONSUMPTION IMPORTANT] Which of the following have you done in an effort to be more physically active?* [Select all that apply] (n=500)

*Question added in 2011.

Efforts to Be More Physically Active

Those who are trying to lose weight are more likely than those trying to maintain weight to say they have increased the number of days/amount of time being active.



[IF TRYING TO LOSE/MAINTAIN WEIGHT] and [IF PHYSICAL ACTIVITY IMPORTANT OR BOTH PHYSICAL ACTIVITY AND MONITORING CONSUMPTION IMPORTANT] Which of the following have you done in an effort to be more physically active?* [Select all that apply] (Lose n=302; maintain n=198)

*Question added in 2011.

Weekly Physical Activity

Regardless of family size, walking is the most frequently cited weekly physical activity.

	Single (no kids)	Married (no kids)	Single (with kids)	Married (with kids)
Going for a walk	56%	50%	52%	53%
Gardening and/or housework	35%	44%	31%	43%
Playing with your pets	32%	30%	25%	34%
Running, jogging and/or biking	20%	13%	24%	20%
Dancing	11%	5%	16%	12%
Individual sports	8%	4%	11%	9%
Playing fitness video games	7%	6%	17%	16%
Team or group sports	6%	4%	11%	7%
None of the above	13%	23%	20%	19%
Mention 1-2 activities	56%	50%	52%	48%
Mention 3-4 activities	27%	25%	21%	26%

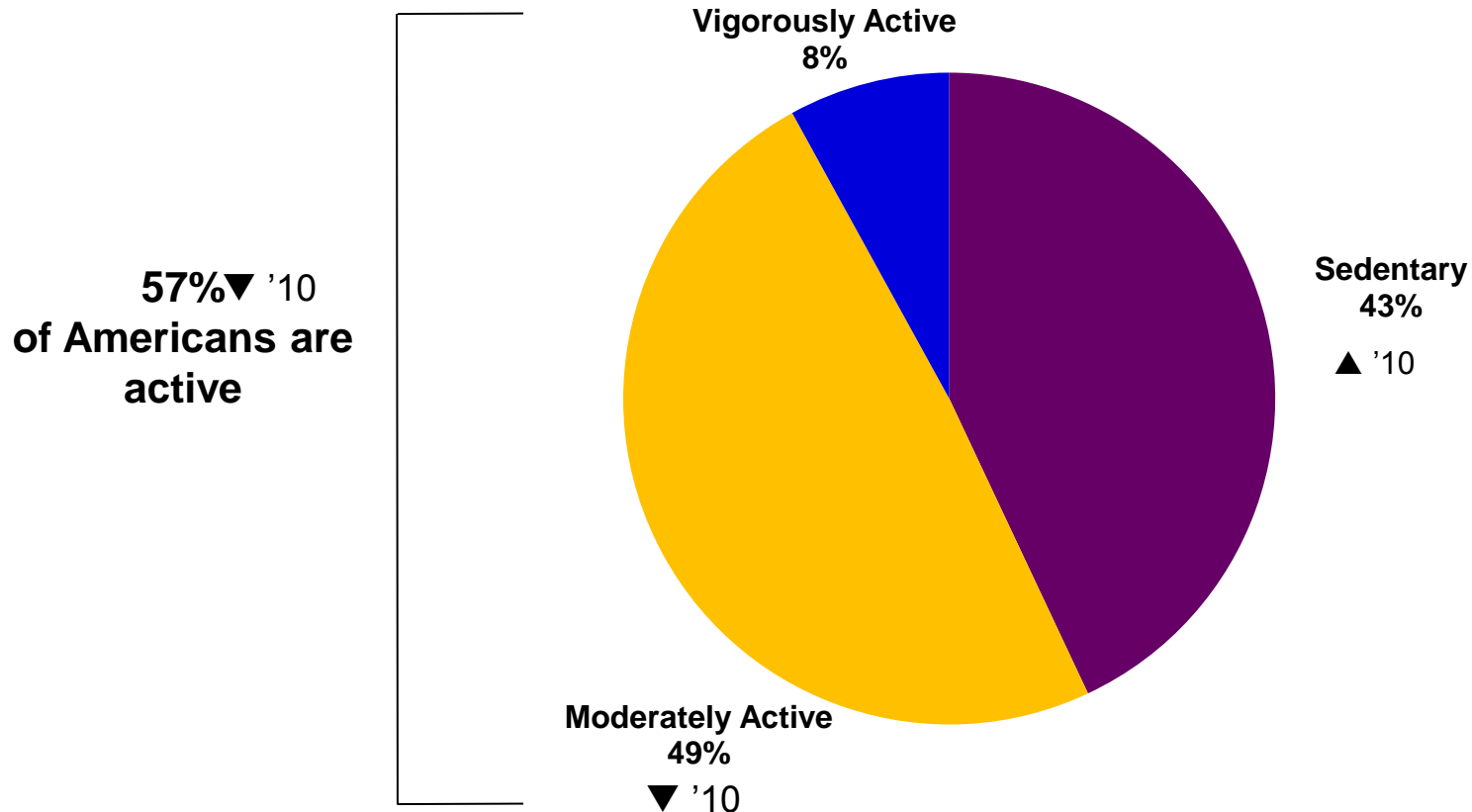
**In an average week, which of the following physical activities do you do [if family: with your family]?*
[Select all that apply] (n=1000)**

*Question added in 2011.



Perceived Physical Activity Level

Despite that over half of Americans are active, less than one in ten Americans say they are vigorously active. Nearly as many Americans say they are sedentary as those who say they are moderately active.



On average, which of the following best describes your level of physical activity? [Select one] * (n=1000)

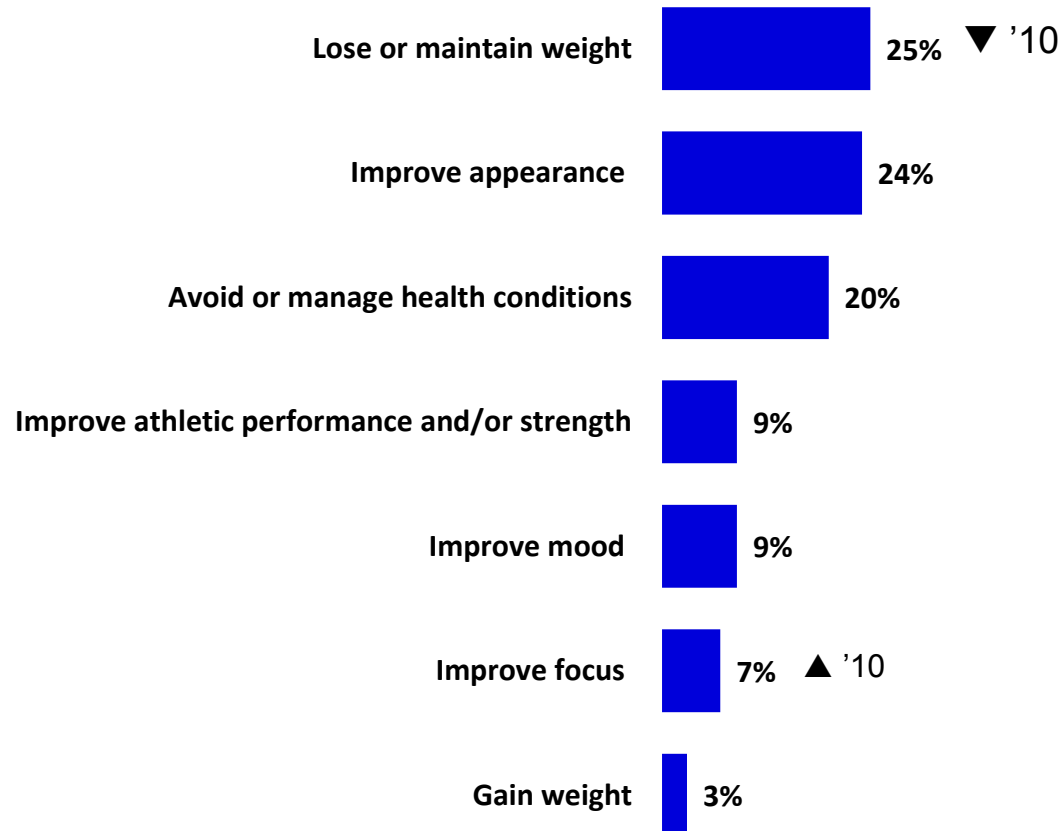
*Question added in 2010.

** Definitions for each activity level was adapted using HHS guidelines and was defined as follows: Sedentary (A lifestyle that includes only the light physical activity associated with typical day-to-day life); Moderately Active (Typical lifestyle activities PLUS moderate physical activity such as brisk walking, slow biking, golfing, etc.); Vigorously Active (Typical lifestyle activities PLUS vigorous activity such as running, tennis, fast biking, etc.).

▲ / ▼ Significant increase/decrease from year indicated

Motivators for Being Physically Active

The primary drivers of physical activity continue to be weight management and appearance.



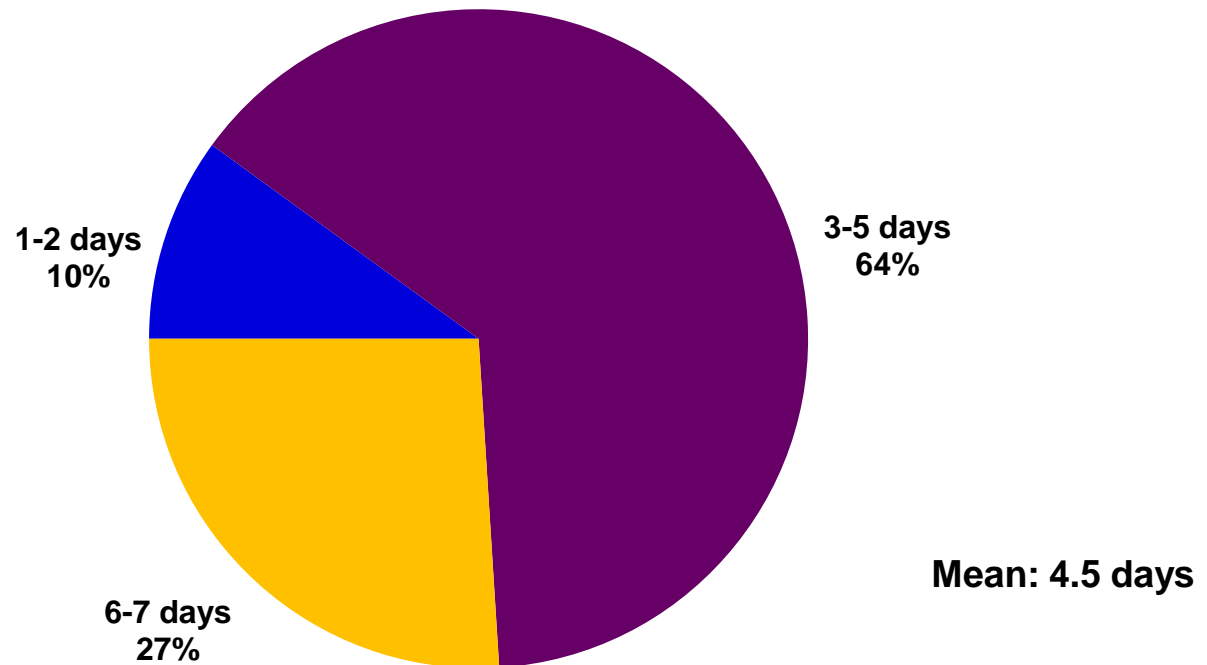
[IF VIGOROUSLY OR MODERATELY ACTIVE] Which of the following is your main motivation for being physically active?* [Select one] (n=570)

*Question added in 2010.

▲ / ▼ Significant increase/decrease from year indicated

Frequency of Physical Activity

Similar to 2010, among those who report being active, the majority report being “moderately” or “vigorously” active between 3-5 days a week.



[IF VIGOROUSLY OR MODERATELY ACTIVE]** Keeping in mind that physical activity can include a range of activities from running and basketball to gardening, playing golf and dancing, on average, how many days per week are you physically active?* [Open-end] (n=570)

*Question asked since 2006.

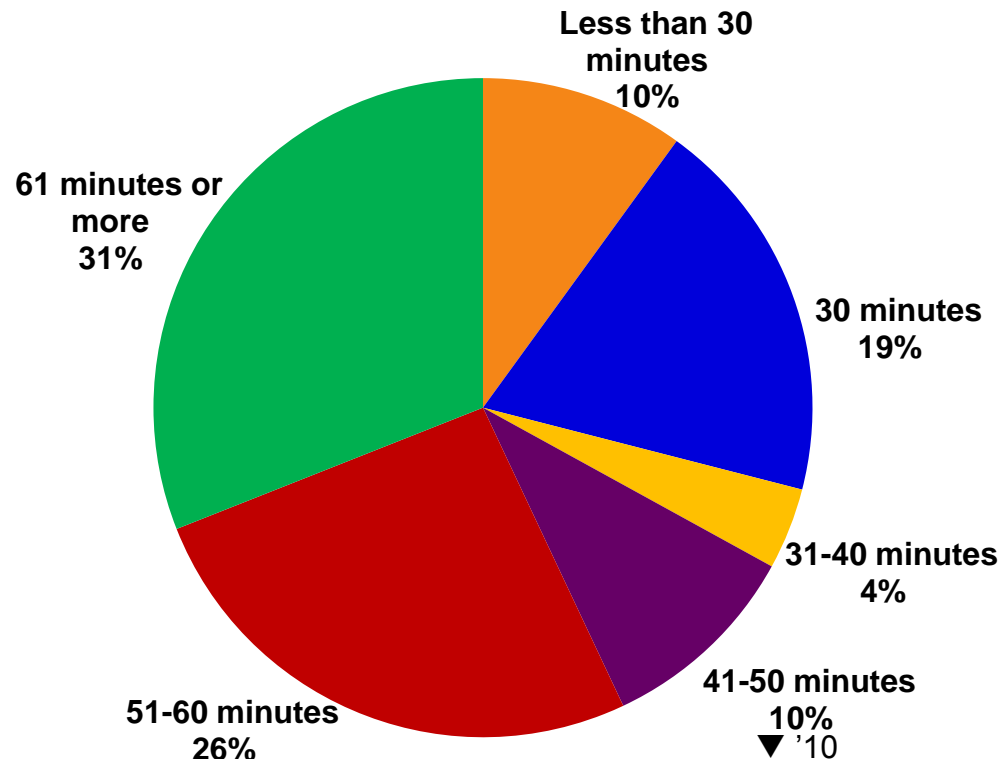
**NOTE: Base change in 2010.

*** Due to rounding, chart does not equal 100%.

▲ / ▼ Significant increase/decrease from year indicated

Duration of Daily Physical Activity

Among those who report being active, the vast majority report being “moderately” or “vigorously” active for 30 minutes or more per physical activity session; 57% are active for 51 minutes or more.



[IF VIGOROUSLY OR MODERATELY ACTIVE] On most days when you are physically active, for how many minutes are you active?* [Open-end] (n=570)

*Question asked since 2006.

**NOTE: Base change in 2010 and outliers excluded if response was <1 minute or 500+ minutes per day.

▲ / ▼ Significant increase/decrease from year indicated

Total Duration of Physical Activity Per Week

Among those who report being moderately or vigorously active, over half say they do so for at least 3 hours per week. Additionally, the majority of active Americans meet U.S. Government recommendations for minutes of activity per week.

	Minutes Per Week
60 minutes or less per week	9%
61-120 minutes per week	17%
121-180 minutes per week	18%
181-240 minutes per week	11%
241-300 minutes per week	10%
More than 300 minutes per week	36%
<i>Moderately active who meet HHS 150 or more minutes per week recommendation</i>	70%
<i>Vigorously active who meet HHS 75 or more minutes per week recommendation</i>	92%
Mean Minutes Per Week	
Mean among active (excludes outliers**)	344
Mean among moderately active (excludes outliers**)	327
Mean among vigorously active (excludes outliers**)	453

57% are active 3 hours or more

[IF VIGOROUSLY OR MODERATELY ACTIVE]** On most days when you are physically active, for how many minutes are you active?* [Open-end] (n=570)

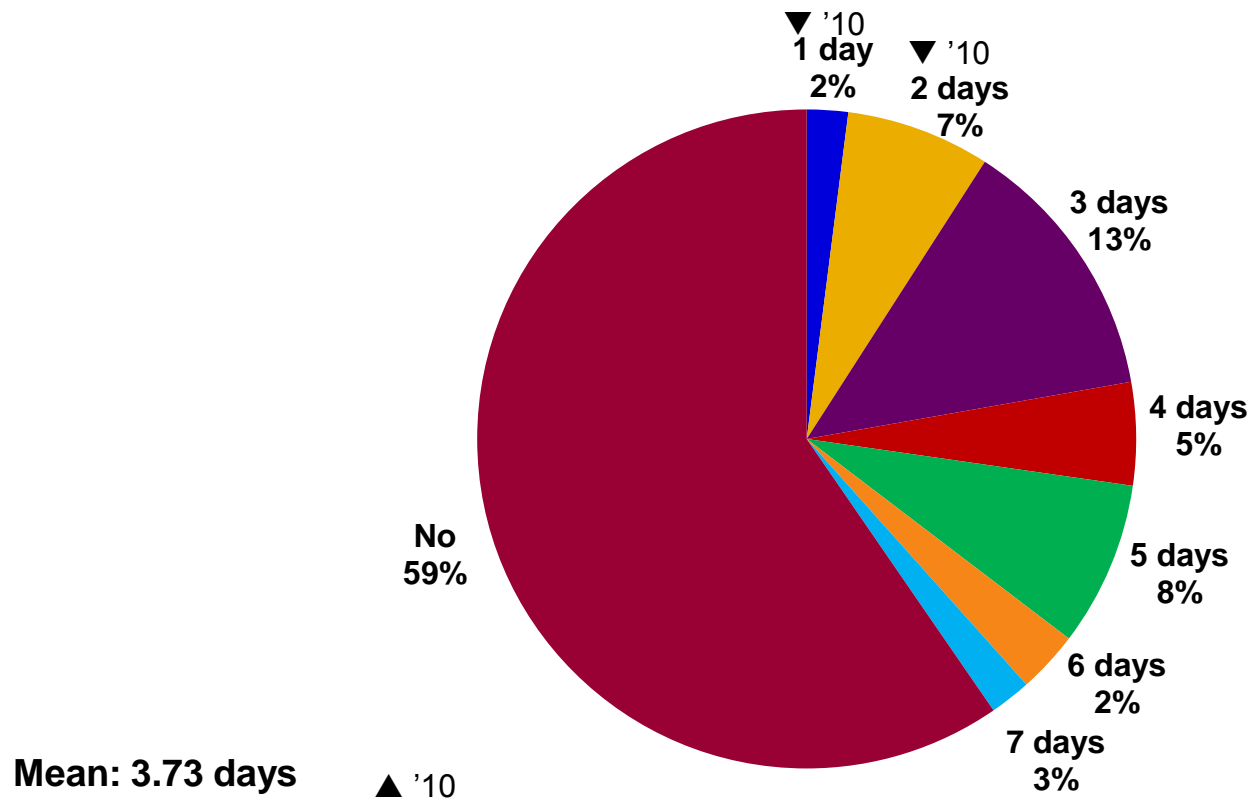
*Question asked since 2006.

**NOTE: Base change in 2010 and outliers excluded if response was <1 minute or 500+ minutes per day.

▲ / ▼ Significant increase/decrease from year indicated

Strength Training Frequency

Among those who claim to be active, nearly 60% say that they do not include any strength training sessions.



[IF VIGOROUSLY OR MODERATELY ACTIVE] Does your physical activity include any strength training – that is, exercises specifically designed to strengthen muscles and bones such as push-ups, lifting weights, etc.??
[Select one] (n=570)

*Question added in 2010.

** Due to rounding, chart does not equal 100%.

▲ / ▼ Significant increase/decrease from year indicated

Percentage Meeting HHS Physical Activity Guidelines **

As in 2010, less than one-quarter of Americans currently meet U.S. Department of Health & Human Services Physical Activity Guidelines, which is driven by one in four who report being sedentary and most active Americans not including strength training in their routines.

	HHS guidelines (n=1000)
NET: MEETS HHS GUIDELINES	18% ▼ '10
Moderately Active	14%
Vigorously Active	4%
NET: DOES <u>NOT</u> MEET HHS GUIDELINES	82% ▲ '10
Sedentary	43% ▲ '10
Moderately Active	35%
Vigorously Active	4% ▲ '10

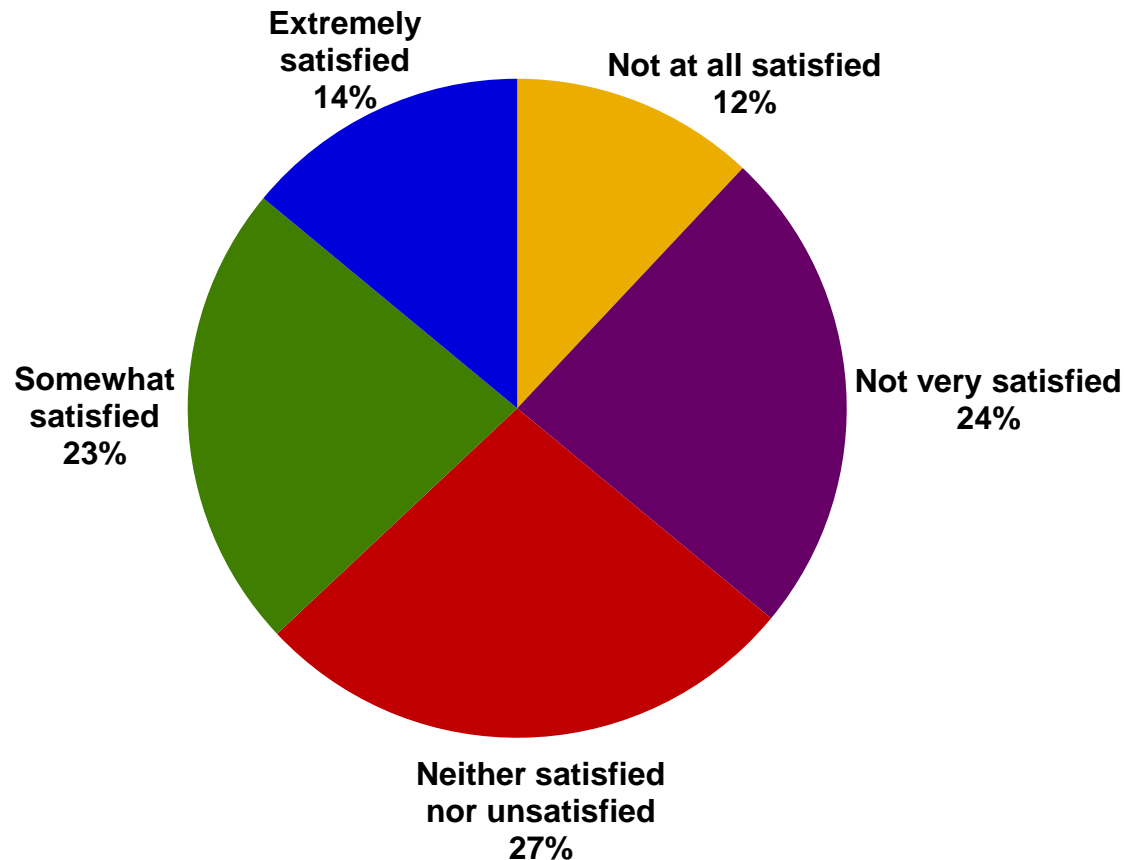
** Meets physical activity guidelines calculated as follows:

- Those who are moderately active, 150 or more minutes per week, and yes to strength training.
- Those who are vigorously active, 75 or more minutes per week, and yes to strength training.

▲ / ▼ Significant increase/decrease from year indicated

Satisfaction with Physical Activity Status

Nearly equal numbers of Americans report being satisfied and dissatisfied about their level of physical activity; the remainder appear to be indifferent when it comes to their physical activity level.

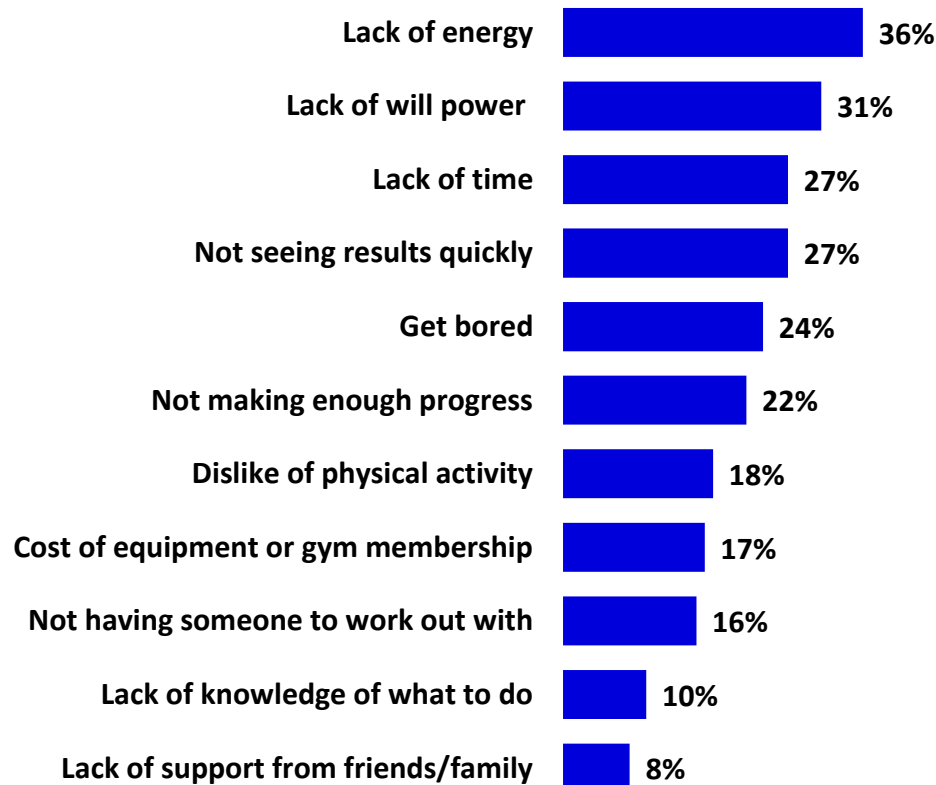


How satisfied are you with the amount of physical activity you get in a typical week?* [Select all that apply] (n=1000)

*Question added in 2011.

Barriers to Physical Activity

There is no one factor preventing Americans from being or staying physically active. Lack of energy, will power, time, and not seeing quick results are cited most frequently.

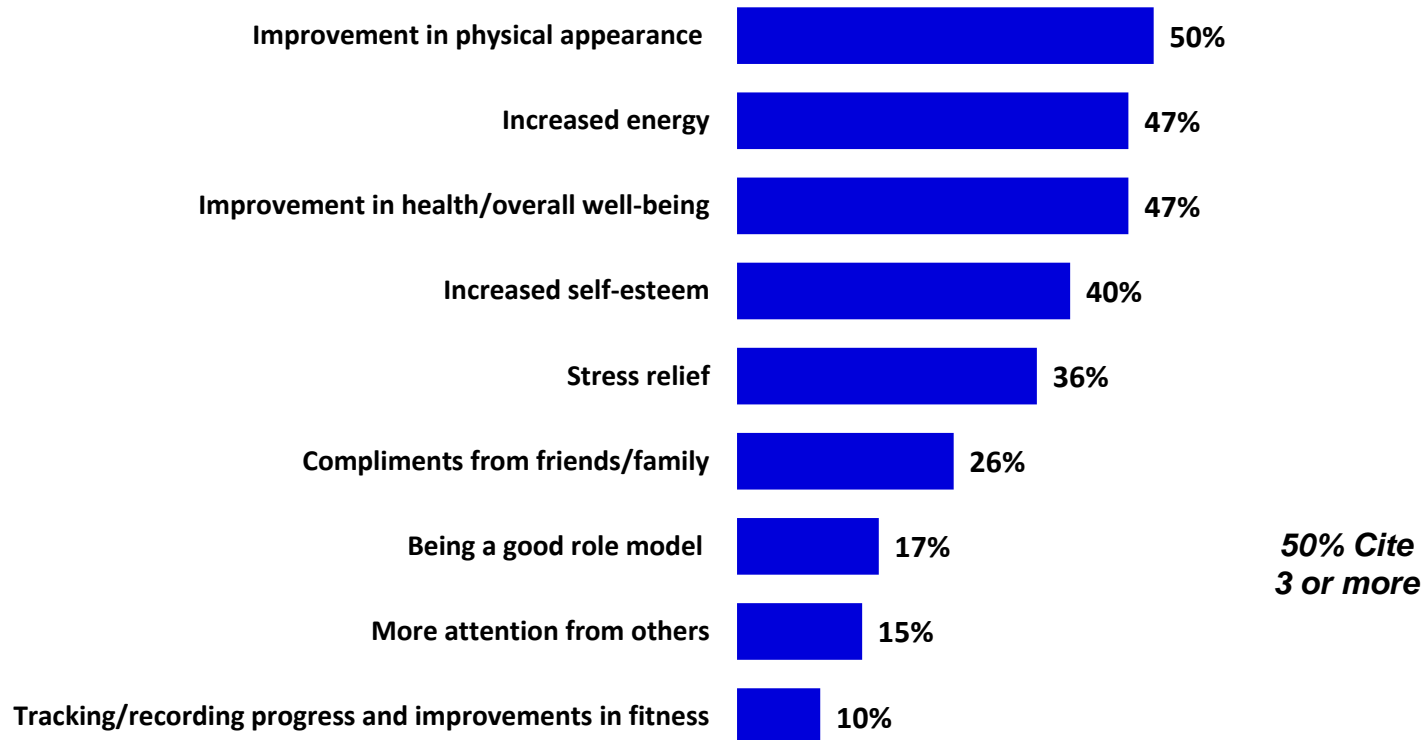


Which of the following discourages you from being physically active or staying on track with your exercise routine?* [Select all that apply] (n=1000)

*Question added in 2011.

Motivators For Staying Physically Active

Motivators for staying physically active include improving physical appearance, increasing energy, and improving overall health and well-being.



In your effort to stay physically active and exercise, which of the following encourages you to stay on track?* [Select all that apply] (n=1000)

*Question added in 2011.

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INFORMATION SOURCES AND INFLUENCES

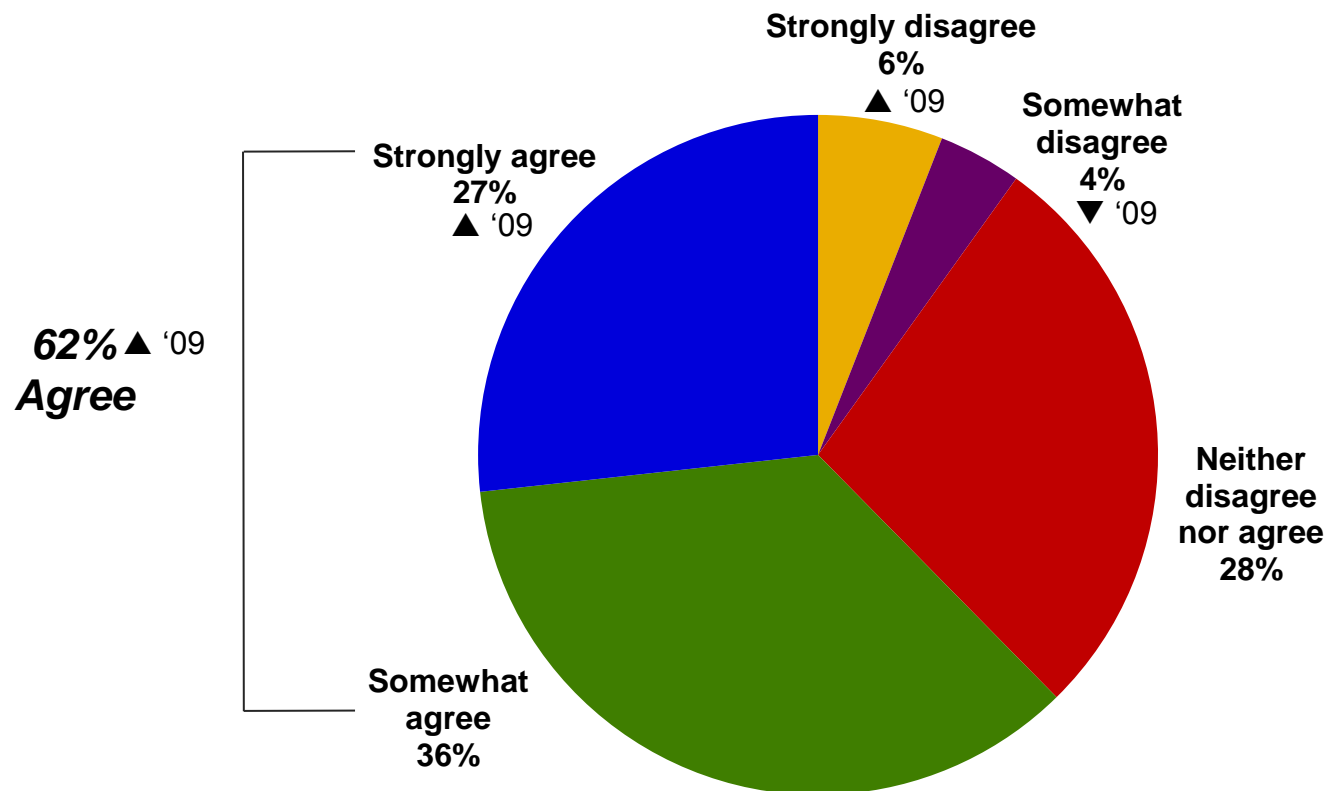


A person is shown from the chest up, holding two smartphones. The phone in the left hand is blue and displays a food label with a blue background. The phone in the right hand is pink and displays a food label with a pink background. The person's face is partially visible in the background, looking down at the phones. The background is a soft, out-of-focus yellow and white.

Information Sources/ Influences: Dietary Guidance and MyPyramid

Consumer Messaging

Over 60 percent of Americans would rather hear positive messages about what to eat, rather than negative messages regarding what not to eat.



To what extent do you agree or disagree with the following statements regarding food and health information? / *am more interested in hearing about what TO eat, rather than what NOT to eat* * [Select one] (n=1000)

*Question last asked in survey in 2009.

** Due to rounding, chart does not equal 100%.

▲ / ▼ Significant increase/decrease from year indicated

Sources of Food Information

Americans most often cite the nutrition facts panel as the primary source for food and nutrition information.

However, when media sources are considered together, two-thirds of Americans look to media sources for food and nutrition information.

Internet article	19%
Cooking shows/hosts	18%
TV or radio news program	18%
Magazine article	17%
Newspaper	10%
Talk shows	7%
Public service announcement or ad campaign on TV or radio	4%
Blog or social networking site (e.g., Twitter, Facebook, etc)	3%
Food label	59%
Friends/family	38%
Medical professional (e.g., doctor, nurse, physician assistant, pharmacist, etc)	28%
Grocery store, drug store, or specialty store	28%
Health association	11%
Registered dietitian	9%
Product or manufacturer communications (i.e., Web sites, advertising, etc)	8%
Government official/agency	4%
At/from schools	3%
Church/faith based group	3%
Consumer advocacy groups	3%
Cooperative extension service agent	2%
Community leader	1%
Livestock veterinarian	1%
Other	6%

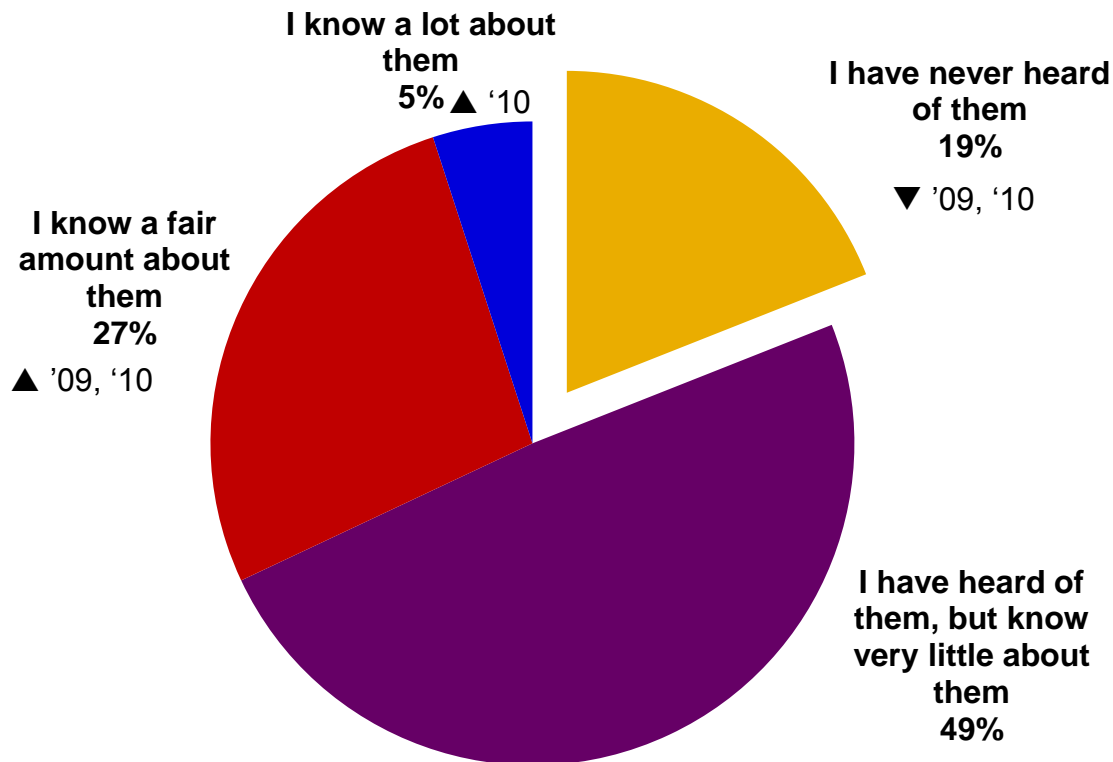
68%
cite at
least
one
media
source

What three sources of information do you use most often to guide your food and nutrition practices?* [Select three] (n=1000)

*Question changed in 2011.

Familiarity with “Dietary Guidelines for Americans”

Eight in ten Americans say they have heard at least something about the Dietary Guidelines for Americans.



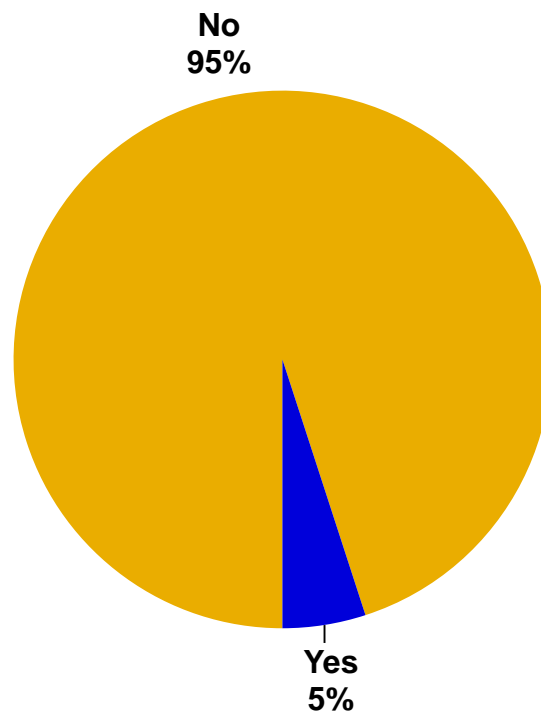
Which of the following best describes your familiarity with the “Dietary Guidelines for Americans,” which are the US government-approved, food and nutrition guidelines?* [Select one] (n=1000)

*Question added in 2009.

▲ / ▼ Significant increase/decrease from year indicated

Awareness of Educational Programs

Very few Americans say they can name any specific program aside from MyPyramid and the Dietary Guidelines for Americans that provide information focused on helping families learn about healthy living.

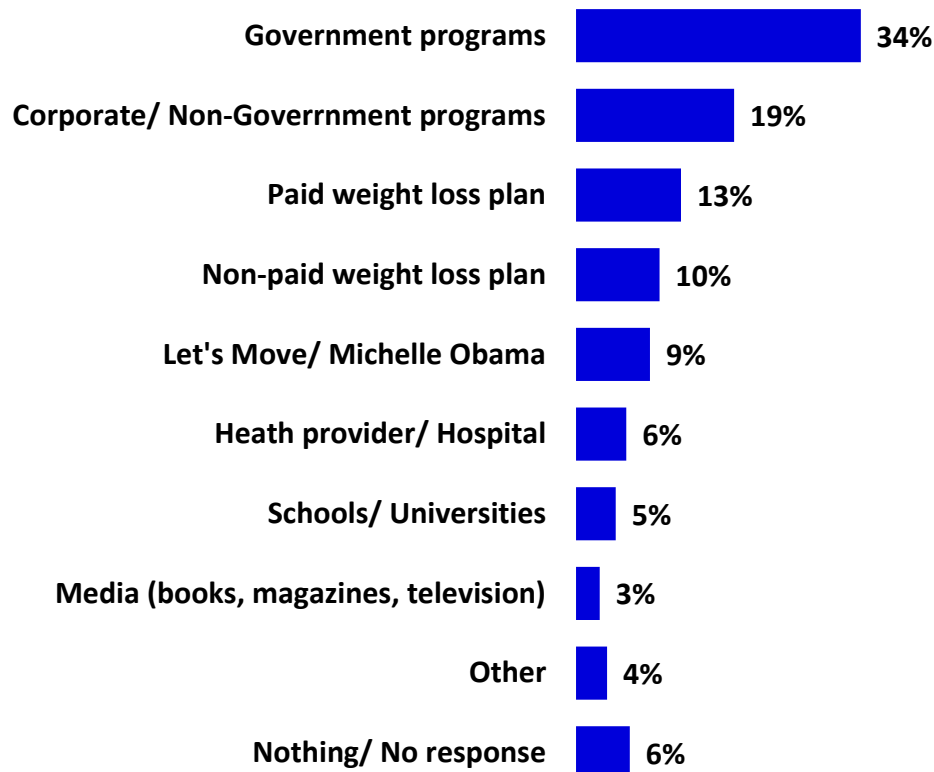


Aside from the MyPyramid and the “Dietary Guidelines for Americans,” are you familiar with any other initiatives from government, nonprofits, or corporations focused on helping families learn about healthy living?* [Select one] (n=1000)

*Question added in 2011.

Identified Health & Wellness Initiatives

Among those who are aware of educational programs, government programs are mentioned most often.

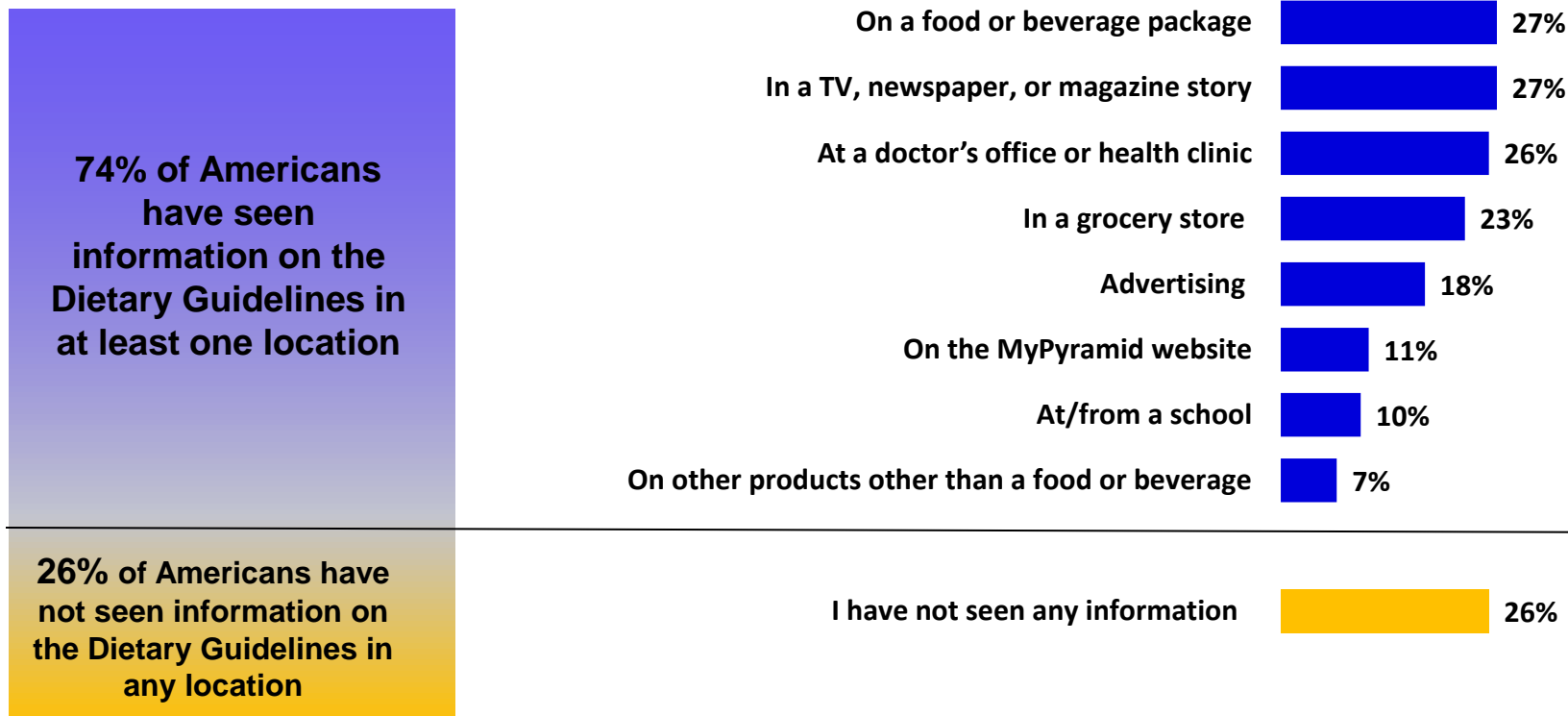


Aside from the MyPyramid and the “Dietary Guidelines for Americans,” are you familiar with any other initiatives from government, nonprofits, or corporations focused on helping families learn about healthy living?* [open-end] (n=60)

*Question added in 2011.

Sources of Contact with Dietary Guidelines

Three fourths of Americans believe they have seen some information about the Dietary Guidelines for Americans, citing a wide range of sources.



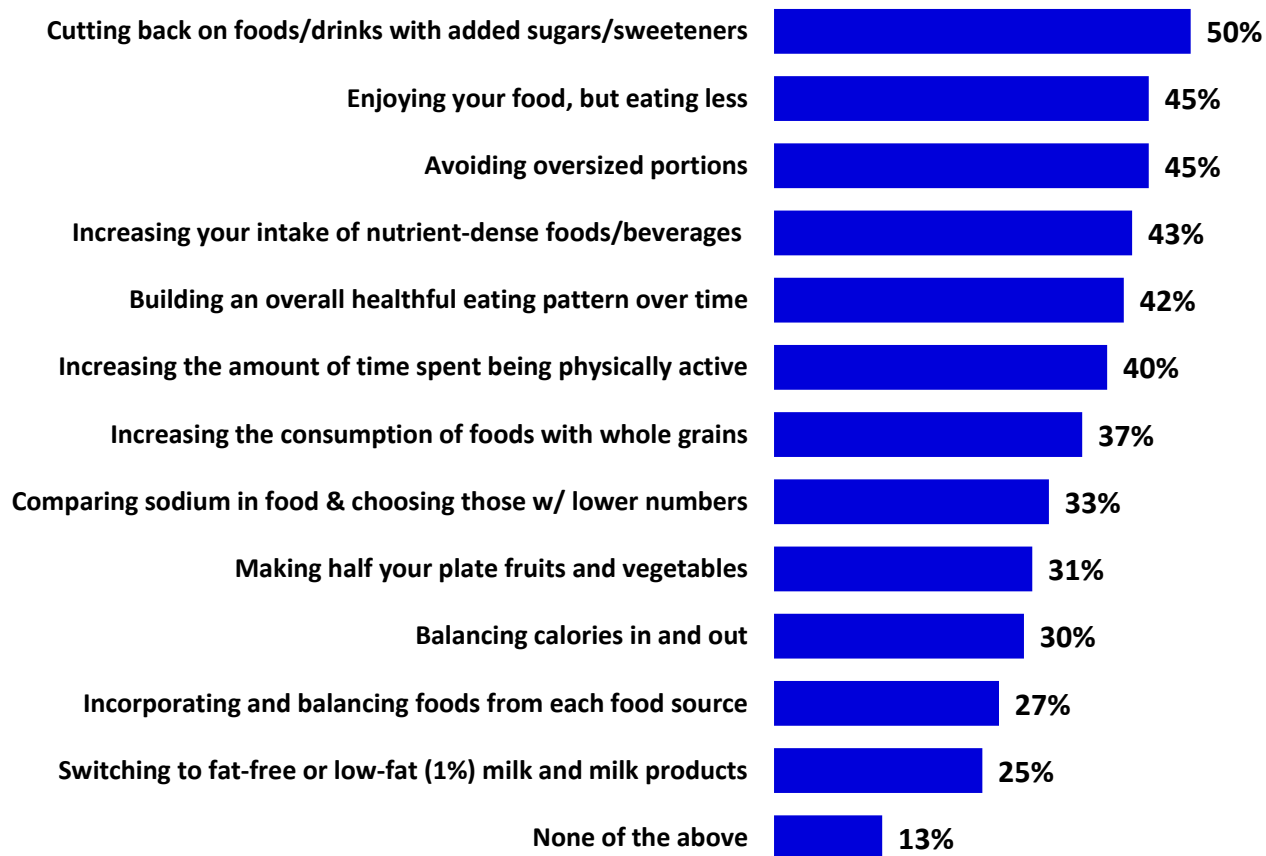
Where, if at all, have you seen Dietary Guidelines information?* [Select all that apply] (n=1000)

NOTE: Responses <5% not shown

*Question added in 2011.

Dietary Guidelines Activities

Americans are most interested in Dietary Guidelines actions relating to moderating consumption. Four in ten Americans express interest in increasing the amount of time spent being physically active.



Which of the following Dietary Guidelines-related actions are you interested in doing?* [Select all that apply] (n=1000)

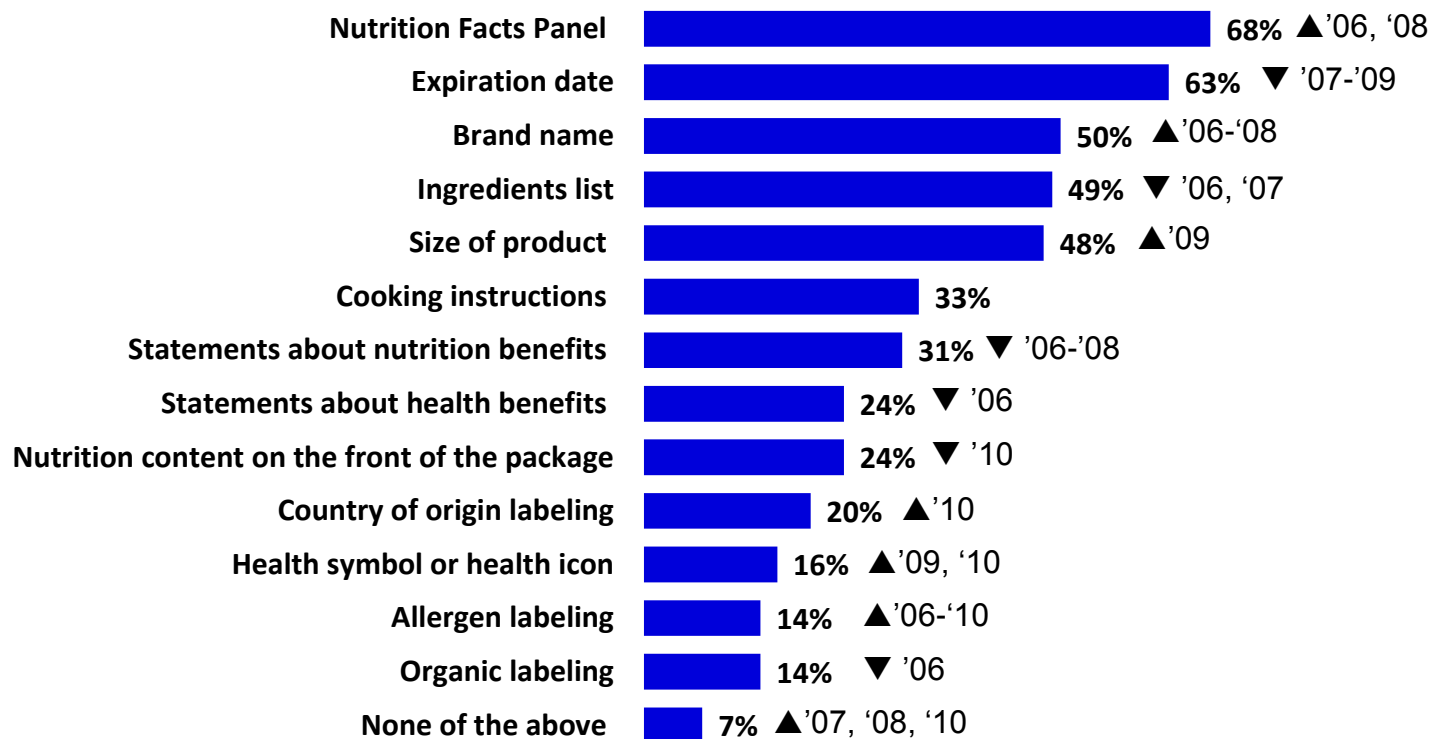
*Question new in 2011.

A photograph of a person's hands holding two food labels, one blue and one pink, against a blurred background. The text is overlaid on the image.

Information Sources/ Influences: Food Labeling

Information Used on the Food/Beverage Package

Similar to previous years, Americans say they are actively using the Nutrition Facts panel, the expiration date, the brand name, and the size of the product.



What information do you look for on the food or beverage package when deciding to purchase or eat a food or beverage?*
[Select all that apply] (n=1000)

*Question asked since 2006.

**Modification from 2008/2006: Added a blurred image and explanation of the Nutrition Facts panel.

***Modifications from 2006: The words "or natural" were dropped from this statement in 2007.

**** Modifications in 2011: Cooking instructions added. Blurred FOP label not shown.

▲ / ▼ Significant increase/decrease from year indicated

Information Used on the Nutrition Facts Panel

Among those who use the NFP, Americans are most likely to use calories, total fat, sodium/salt, and sugars. Those using the information about vitamins and minerals and potassium on the NFP have also increased since 2010.

Calories	68%	▼ '07-'10
Total fat	67%	▼ '07
Sodium/salt	61%	
Sugars	55%	▼ '07-'10
Saturated fat	53%	
Trans fat	51%	▼ '07, '08
Serving size	50%	
Number of servings per package	46%	▼ '08
Cholesterol	46%	
Calories from fat	46%	▼ '07-'09
Fiber	46%	▼ '08
Carbohydrates	41%	
Vitamins and minerals	40%	▲ '09, '10
Protein	39%	▲ '07
Calcium	26%	▲ '10
Potassium	19%	▲ '09, '10

[IF USE NFP] Which of the following information, if any, do you use on the Nutrition Facts Panel?*

[Select all that apply] (n=680)

*Question asked since 2007.

**Sodium/salt added in 2011.

▲ / ▼ Significant increase/decrease from year indicated

Ingredient Information Used

About two-thirds of Americans are looking at sodium/salt, fat/oil, and sugar content on ingredient lists of food and beverage packages. Additionally, Americans continue to increasingly look for vitamins and minerals.

Sodium/salt	65%	
Type of fat/oil	64%	
Sugars	60%	
Natural ingredients	50%	
Vitamins/minerals	48%	▲ '09
Low-calorie/artificial sweeteners**	44%	▼ '09, '10
Artificial ingredients	44%	
Preservatives	43%	
Order of ingredients on list	36%	▼ '09, '10
Caffeine	29%	
Flavors/spices	27%	
Length of ingredients list	24%	
Food colors	21%	
Ability to pronounce ingredient name(s)	18%	▲ '09, '10
Allergens	16%	

(IF USE INGREDIENT INFORMATION) What, specifically, are you looking for when it comes to using the ingredients portion of food and beverage packages?* [Select all that apply] (n=493)

*Question asked since 2009.

**Sodium/salt added in 2011.

*** Low-calorie/artificial sweeteners changed in (2010 language: "Sweeteners"); Sugars added in 2011.

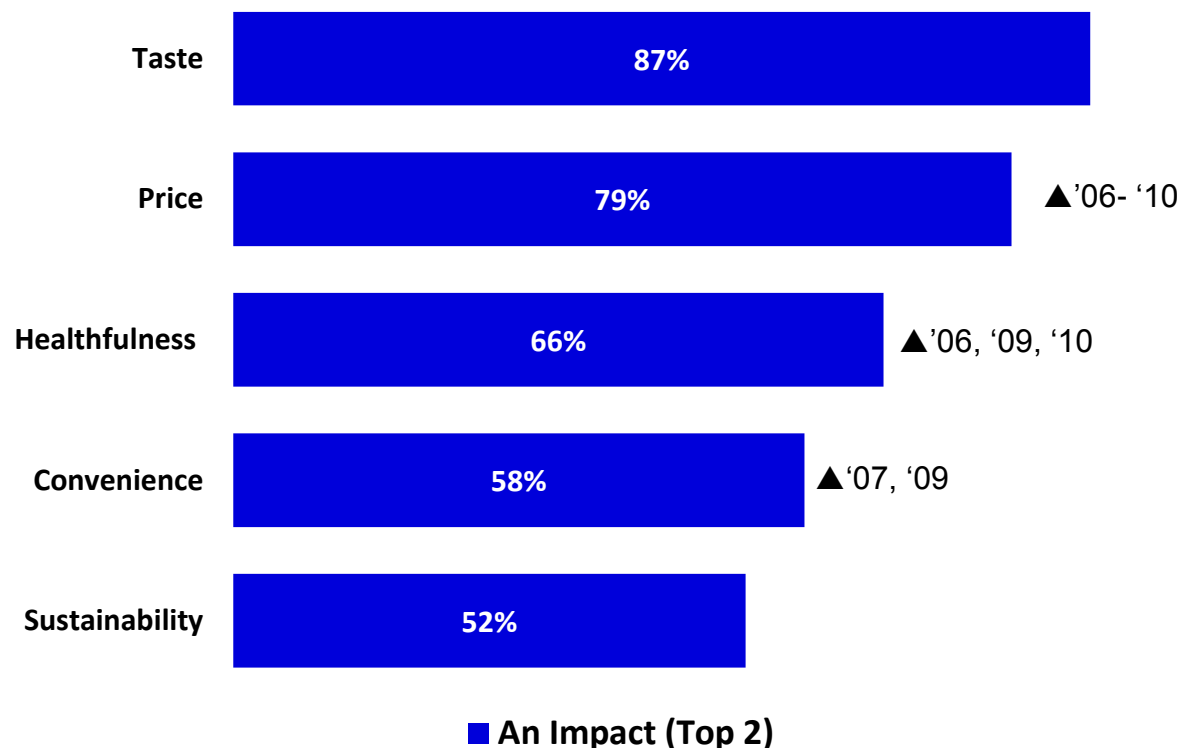
▲ / ▼ Significant increase/decrease from year indicated



Information Sources/ Influences: Purchasing Influencers

Factors Influencing Purchasing Decision

Taste continues to be the main driver of purchasing foods and beverages, but price continues to rise as a significant factor, followed by healthfulness and convenience. Sustainability, added in 2011, is important to about half of Americans.



How much of an impact do the following have on your decision to buy foods and beverages?*
 [Scale: 1= "No impact at all" 5="A great impact"] (n=1000)

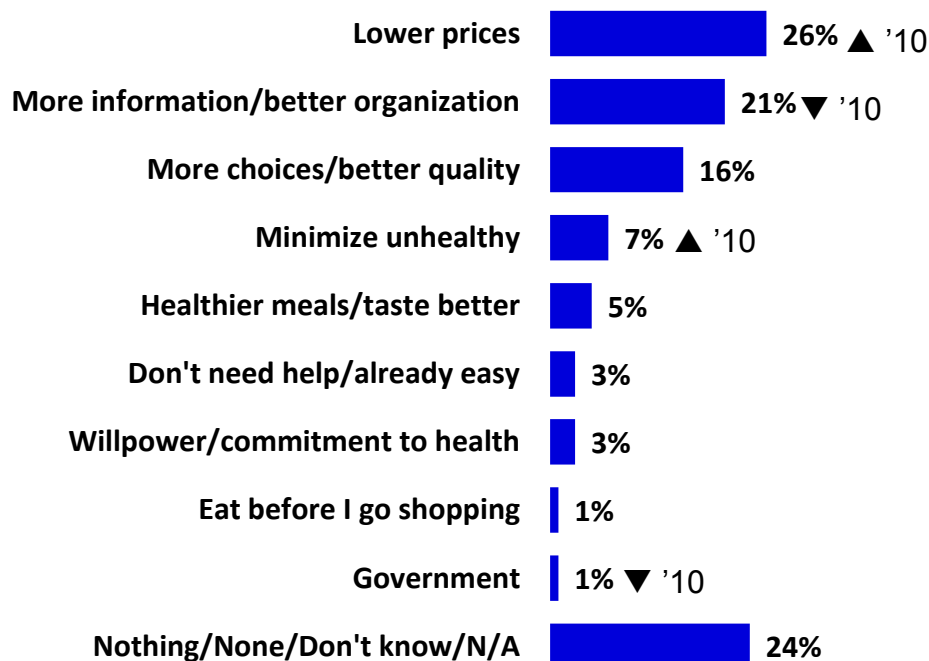
*Question asked since 2006.

** Sustainability added in 2011.

▲ / ▼ Significant increase/decrease from year indicated

Influencers of Healthful Choices During Food Shopping

Unaided, one in four Americans mention “lower prices” as the key driver in helping them make healthful choices while shopping for food.



What would make it easier for you to make more healthful choices where you go food shopping?* [Open-end] (n=1000)

*Question added in 2010.

▲ / ▼ Significant increase/decrease from year indicated

2011 FOOD & HEALTH SURVEY

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DIETARY COMPONENTS

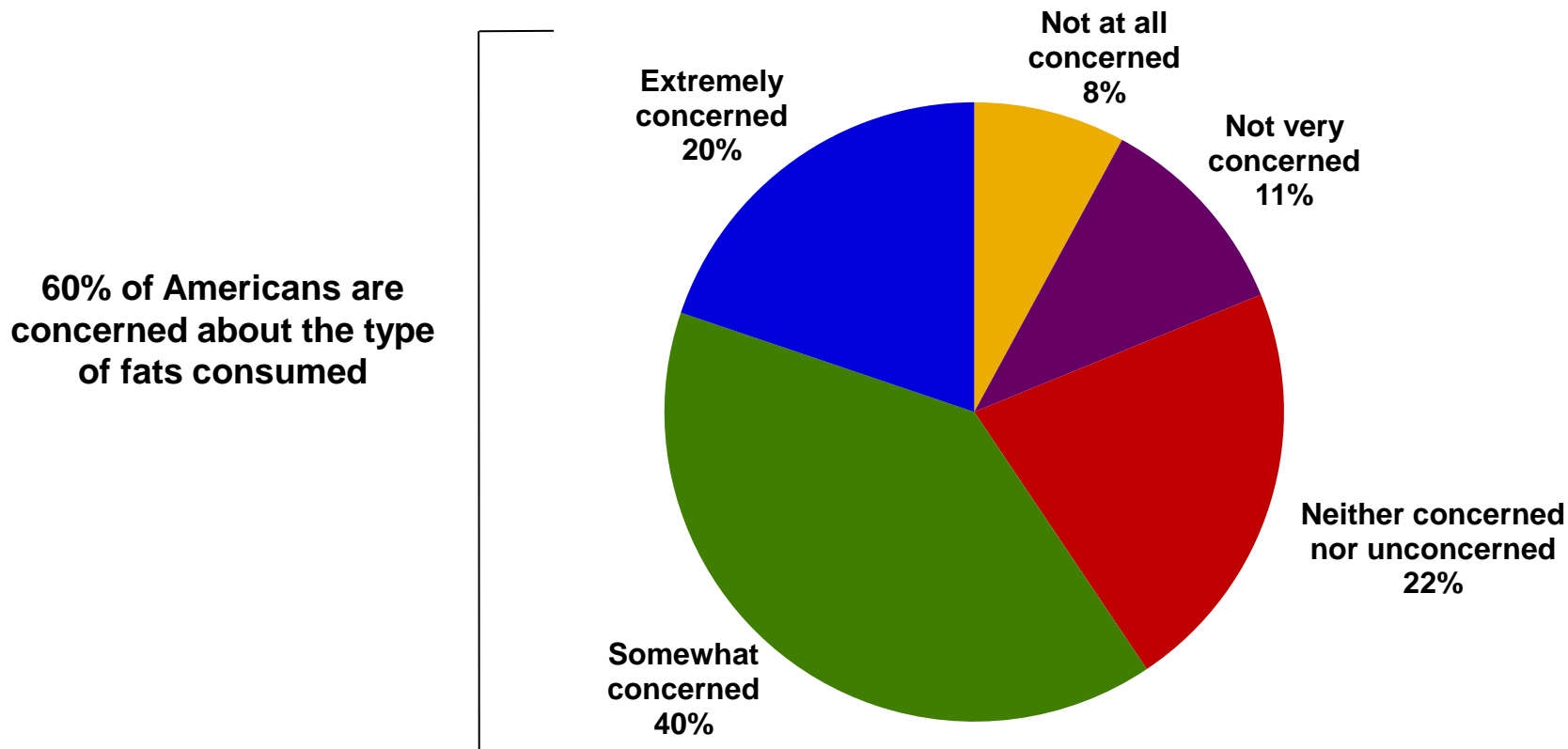




Dietary Components: Dietary Fats

Concern Regarding Type of Fats

The majority of Americans are concerned about the type of fats they consume.

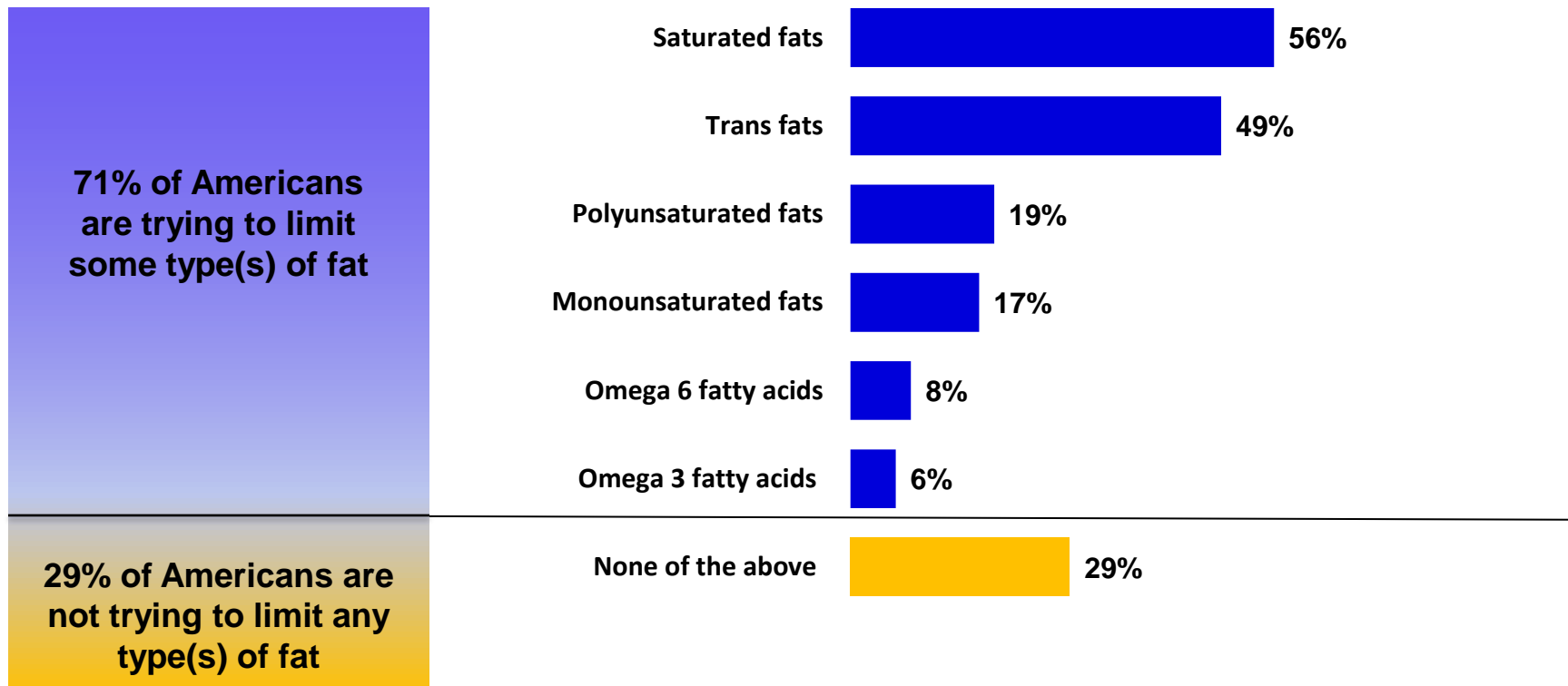


How concerned are you about the type of fats you consume?* [Select one] (n=1000)

*Question added in 2011.

Trying to Limit Fats

Among the 71% of Americans trying to limit fat consumption, the majority are focused on saturated fats.

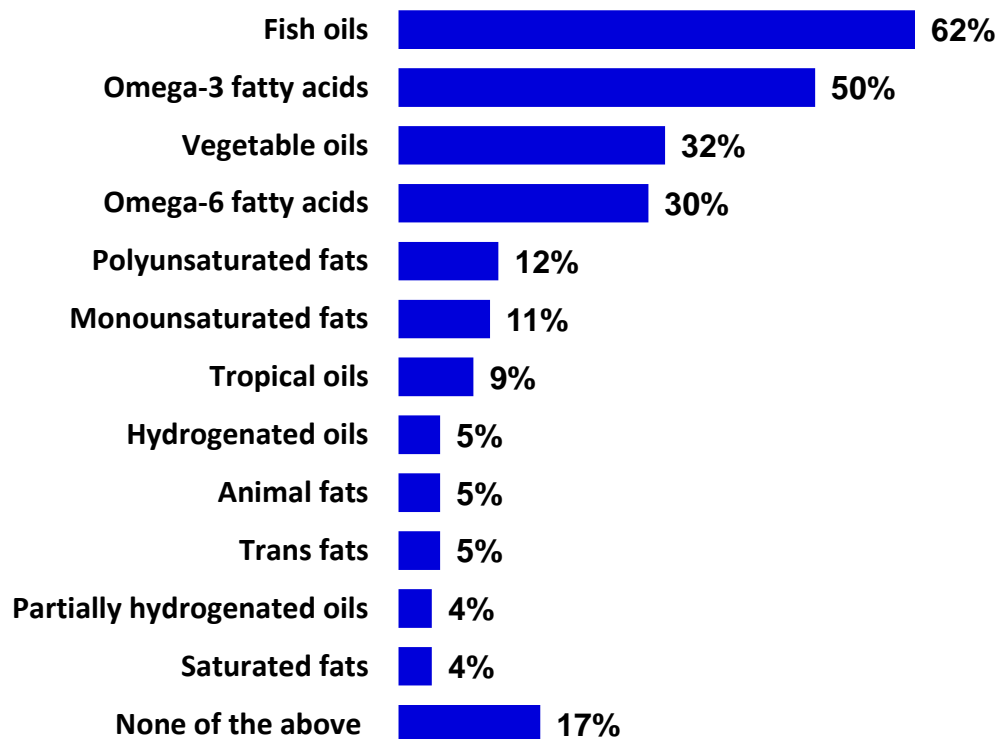


Which of the following are you trying to limit?* [Select all that apply] (n=1000)

*Question added in 2011.

Fats Considered Healthful

While nearly one in five Americans say they do not consider any fats to be healthful, at least half consider fish oils and omega-3 fatty acids healthful. Very few name the healthful poly- and monounsaturated fats.



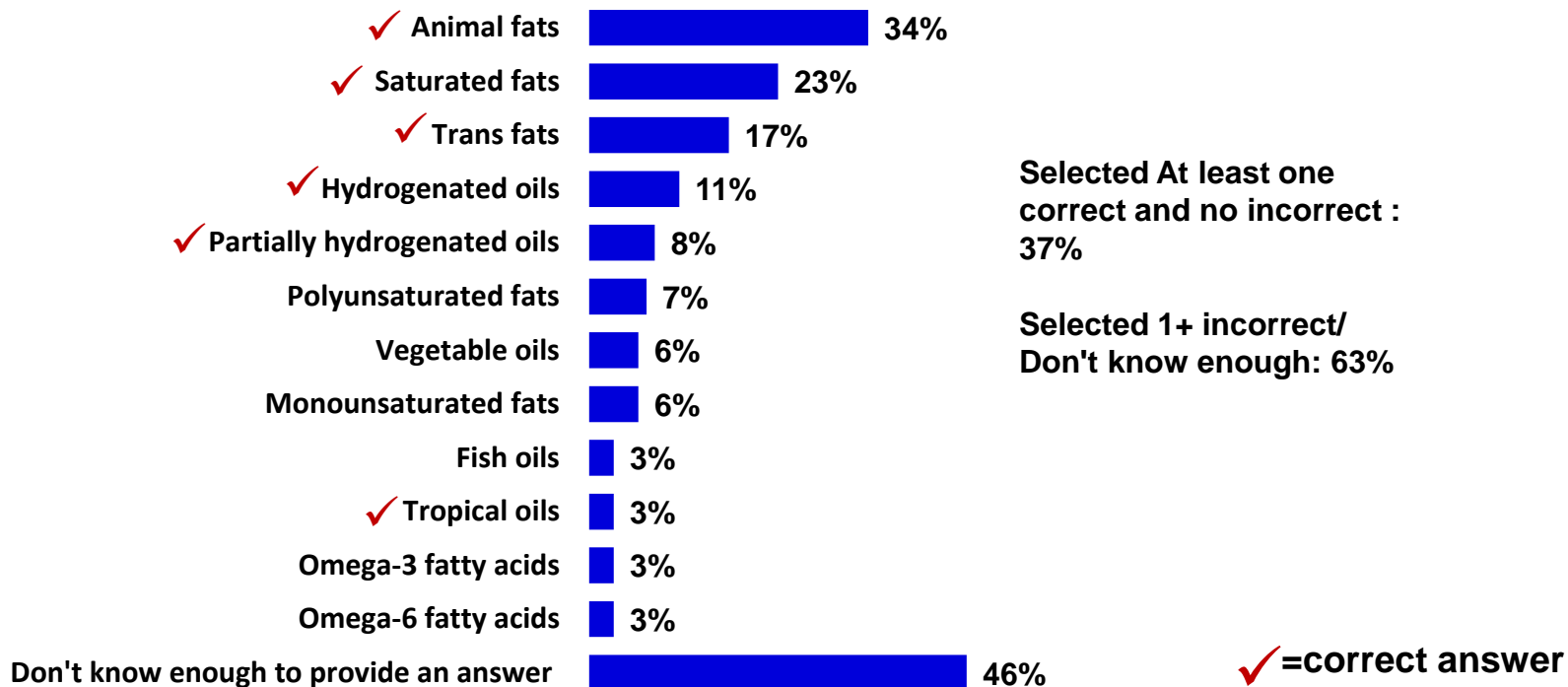
Which of the following types of fat or fatty acids do you consider to be healthful?*

[Select all that apply] (n=1000)

*Question added in 2011.

Knowledge of Solid Fats

Less than 1% of Americans correctly named the six fats considered to be solid according to the 2010 Dietary Guidelines for Americans; nearly half are not willing to venture a guess.



Which of the following is a solid fat?* [Select all that apply] (n=1000)

*Question added in 2011.

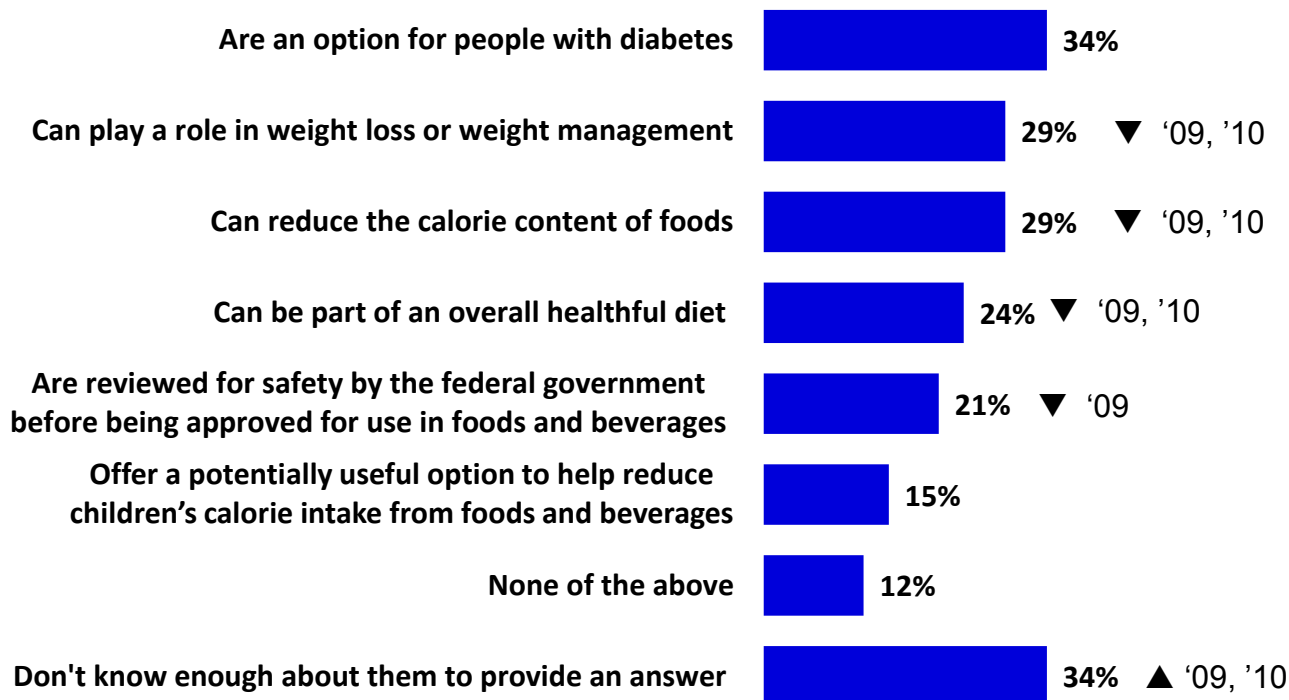


Dietary Components: Low-Calorie Sweeteners

Perceptions of Statements About Low-Calorie Sweeteners

Approximately one-third of Americans agree that low-calorie sweeteners offer potential benefits for health. However, consumers increasingly report a lack of knowledge about low-calorie sweeteners.

Low-calorie sweeteners. . .



Which of the following statements, if any, do you agree with regarding low-calorie/artificial sweeteners?*

[Select all that apply] (n=1000)

*Question asked since 2009.

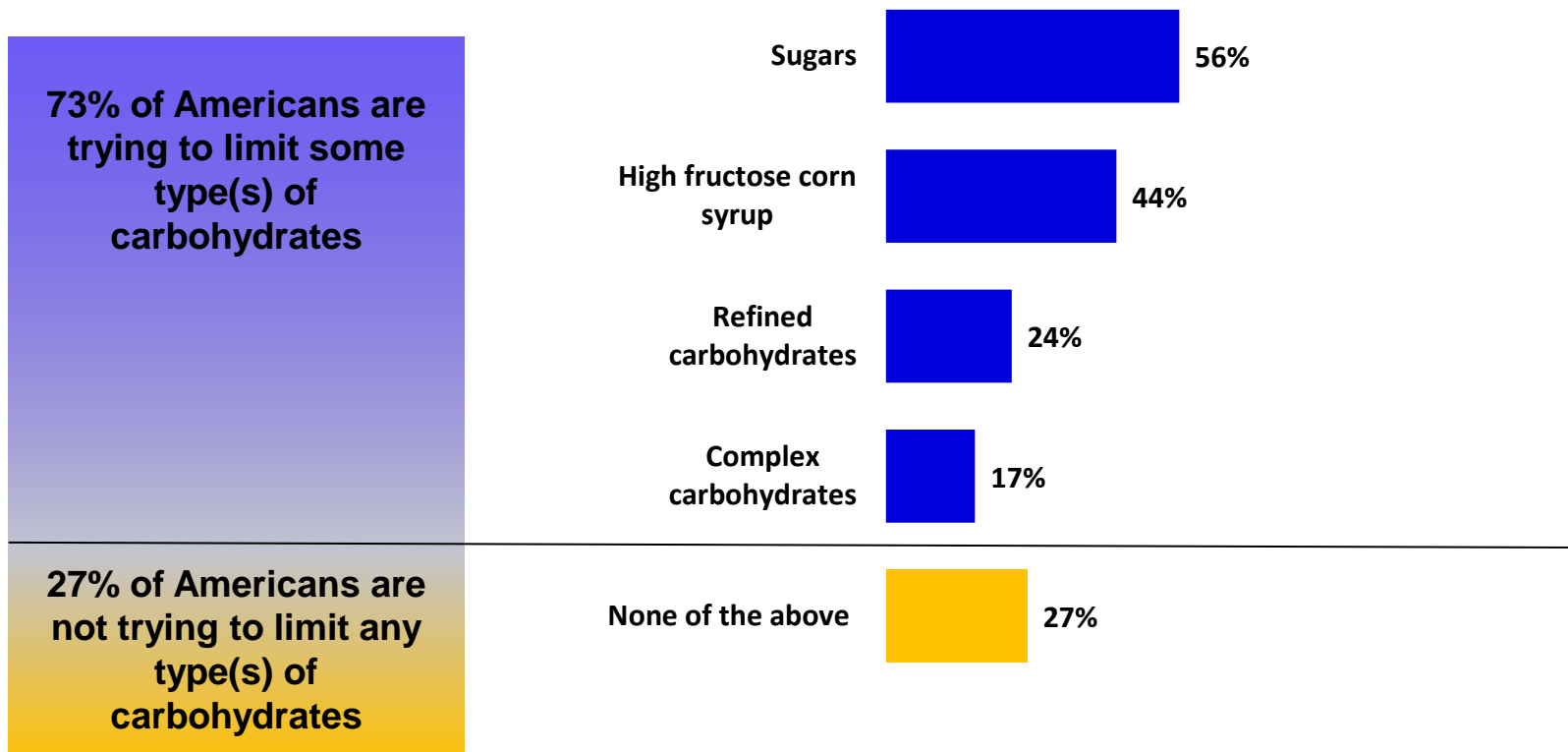
▲ / ▼ Significant increase/decrease from year indicated

The background image shows four wooden spoons arranged in a row. The top two spoons are filled with a white powder, likely salt or sugar. The middle spoon is filled with brown granules, possibly brown sugar or a spice. The bottom right spoon is filled with black granules, likely black pepper. The spoons are set against a dark, textured background.

Dietary Components: Carbohydrates and Sugar

Trying to Limit Carbohydrates and Sugars

Nearly three-quarters of Americans are making a change regarding carbohydrates. More than half of Americans say they are trying to limit sugars.



Which of the following are you trying to limit?.* [Select all that apply] (n=1000)

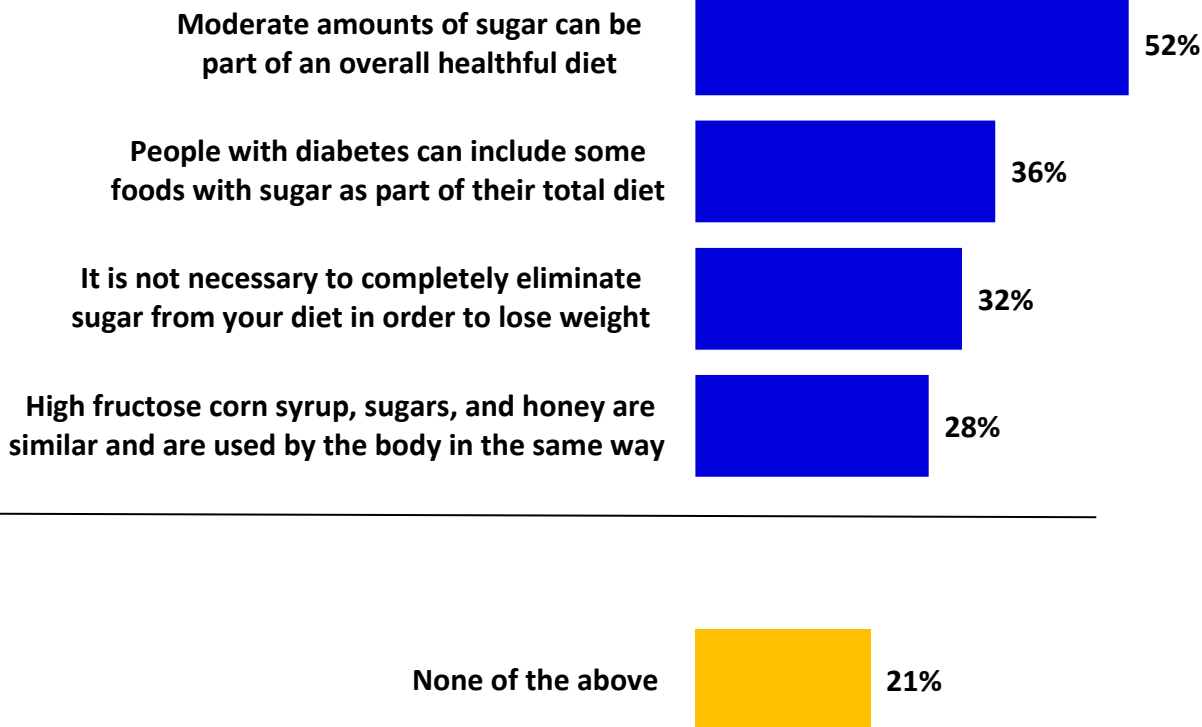
*Question changed in 2011.

Perceptions of Sugar

When given a list of accurate statements regarding sugars, Americans are most apt to agree that moderate amounts of sugar can be part of an overall healthful diet.

79% of Americans agree with at least one statement about sugar.

21% of Americans do not agree with any statements about sugar.



As far as you know, which of the following statements, if any, are true?* [Select all that apply] (n=1000)

*Question changed in 2011 to include HFCS statement.



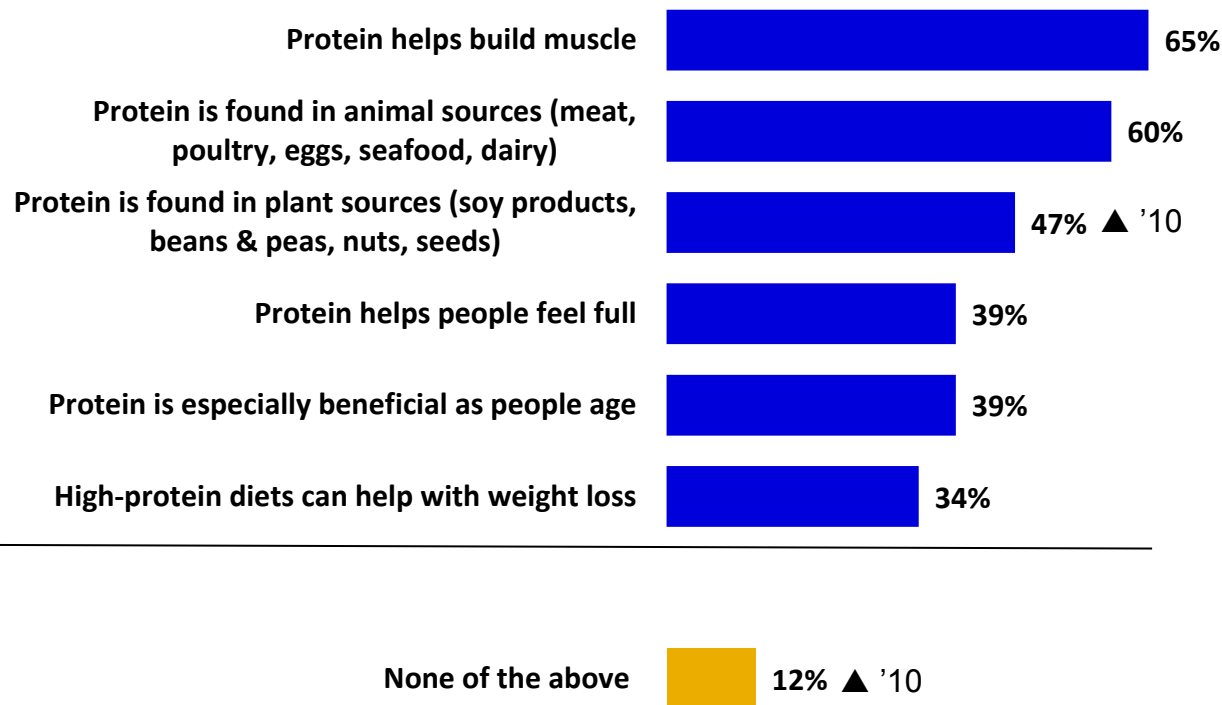
Dietary Components: Protein

Perceptions of Protein

Two-thirds of Americans believe that protein helps build muscle. When examples were provided, two-thirds of Americans agreed that protein is found in animal sources (60%) and close to half agreed it is found in plant sources (47%), a significant increase from 2010 (28%).*

88% of Americans agree with at least one statement about protein

12% of Americans do not agree with any statements about protein

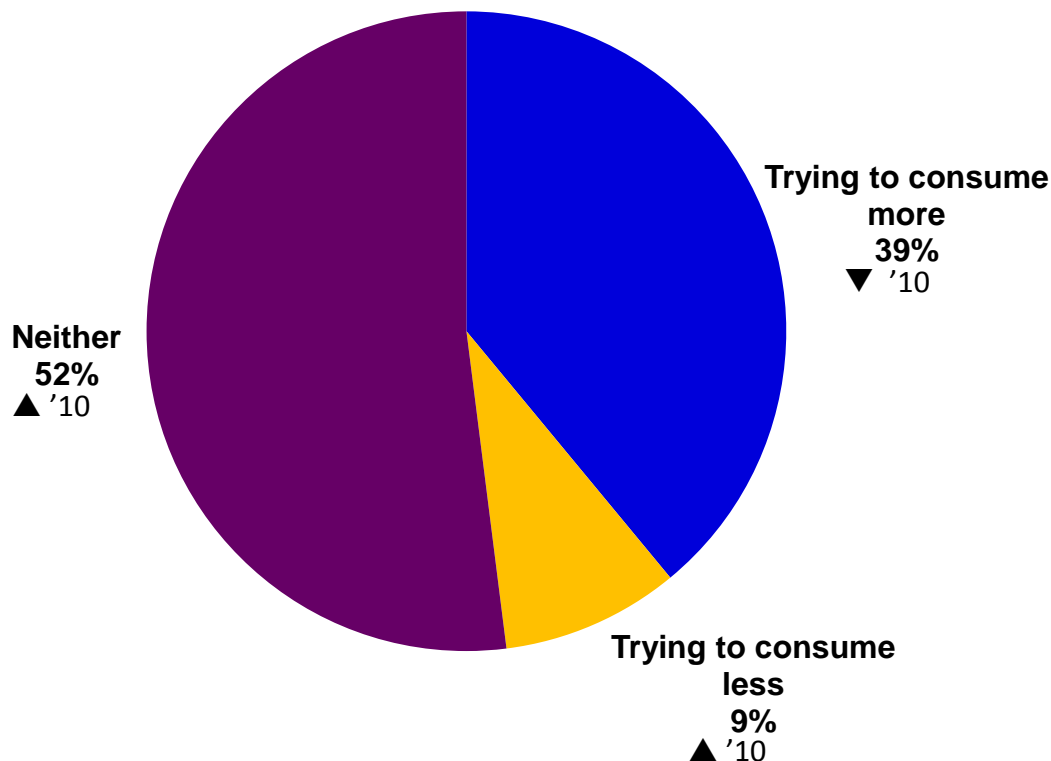


As far as you know, which of the following statements, if any, accurately describe protein?* [Select all that apply] (n=1000)

*Response wording changed in 2011 to include examples.

Consumption Trend: Protein

Fewer Americans are trying to consume more protein in 2011 compared to 2010. As in 2010, however, the majority are not trying to change the amount of protein they consume.



Please indicate whether you are trying to consume more or less protein* [Select one] (n=990)

*Question language updated in 2011, prior question text: Please indicate whether you are trying to consume more or less of the following. Protein.

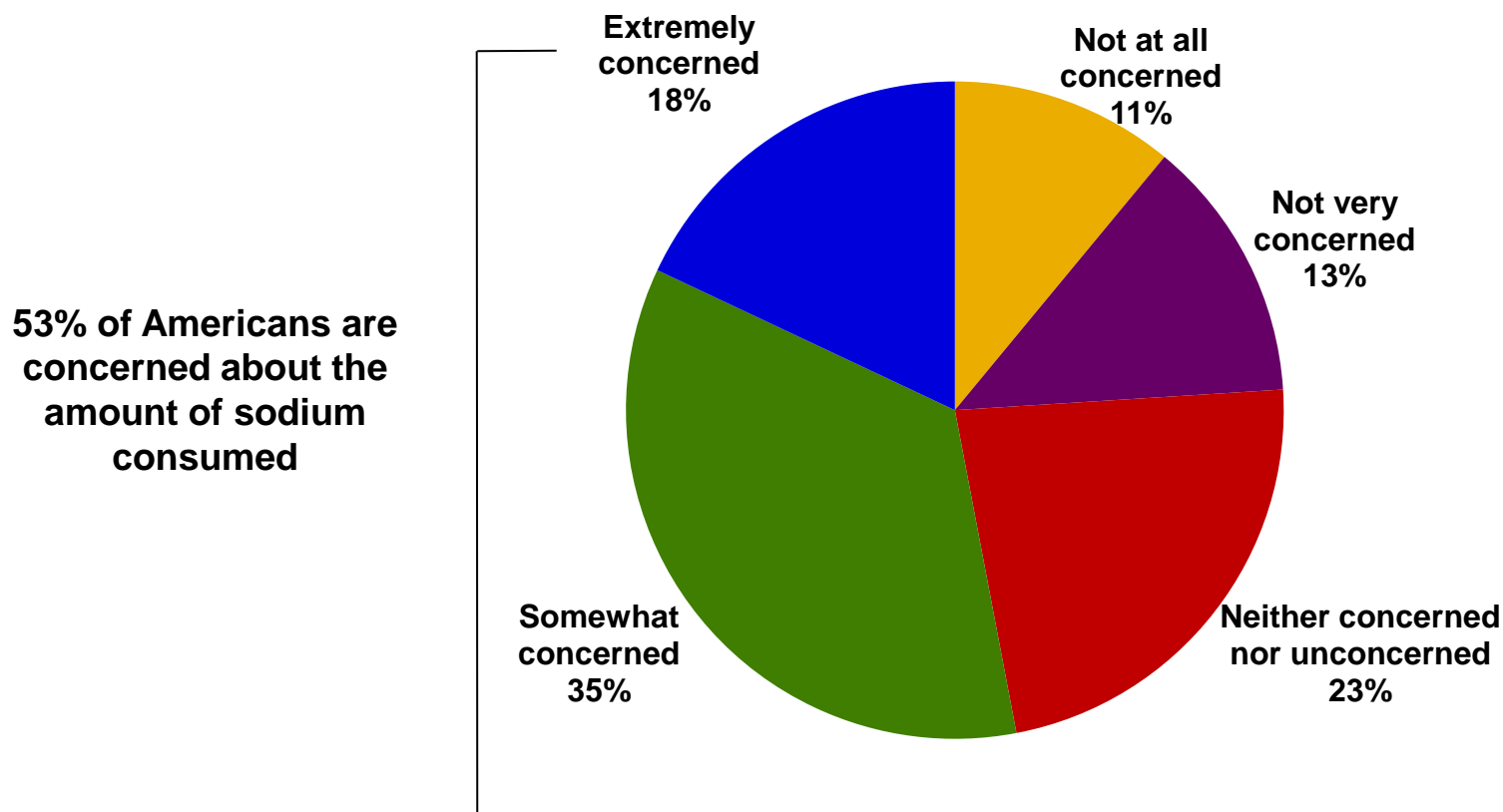
▲ / ▼ Significant increase/decrease from year indicated



Dietary Components: Sodium

Concern with Amount of Sodium

There has been no change since 2010 in Americans' concern about the amount of sodium in their diet; about half of Americans are concerned.



How concerned are you, if at all, with the amount of sodium in your diet?* [Select one] (n=1000)

*Question added in 2010.

Regular Purchase of Reduced Sodium Foods

Six in 10 Americans regularly purchase reduced/lower sodium foods – among those that do, the most cited items remain canned soup, snacks, and canned vegetables.

Do NOT purchase reduced sodium products	40%
OF THOSE WHO PURCHASE REDUCED SODIUM PRODUCTS (n=601)	
Canned soup	54%
Snacks like chips, crackers	44%
Canned vegetables	43%
Lunch meat/hot dogs/bacon	36%
Spreads (butter/margarine, mayonnaise)	33%
Cheese	32%
Frozen meals	29%
Beverages	28%
Sauces (pasta sauce, gravy)	27%
Ready-to-eat cereal	26%
Condiments (e.g., ketchup, soy sauce)	26%
Fresh meat, poultry, fish	24%
Bread/rolls	23% ▲ '10
Pizza	21%
Restaurant menu items and meals	19% ▲ '10
Packaged/canned pasta or rice products	19%
Pancakes/waffles	16% ▲ '10
Cakes/brownies/muffins/cookies	15%

Do you regularly purchase reduced or relatively lower sodium foods in the following categories?*

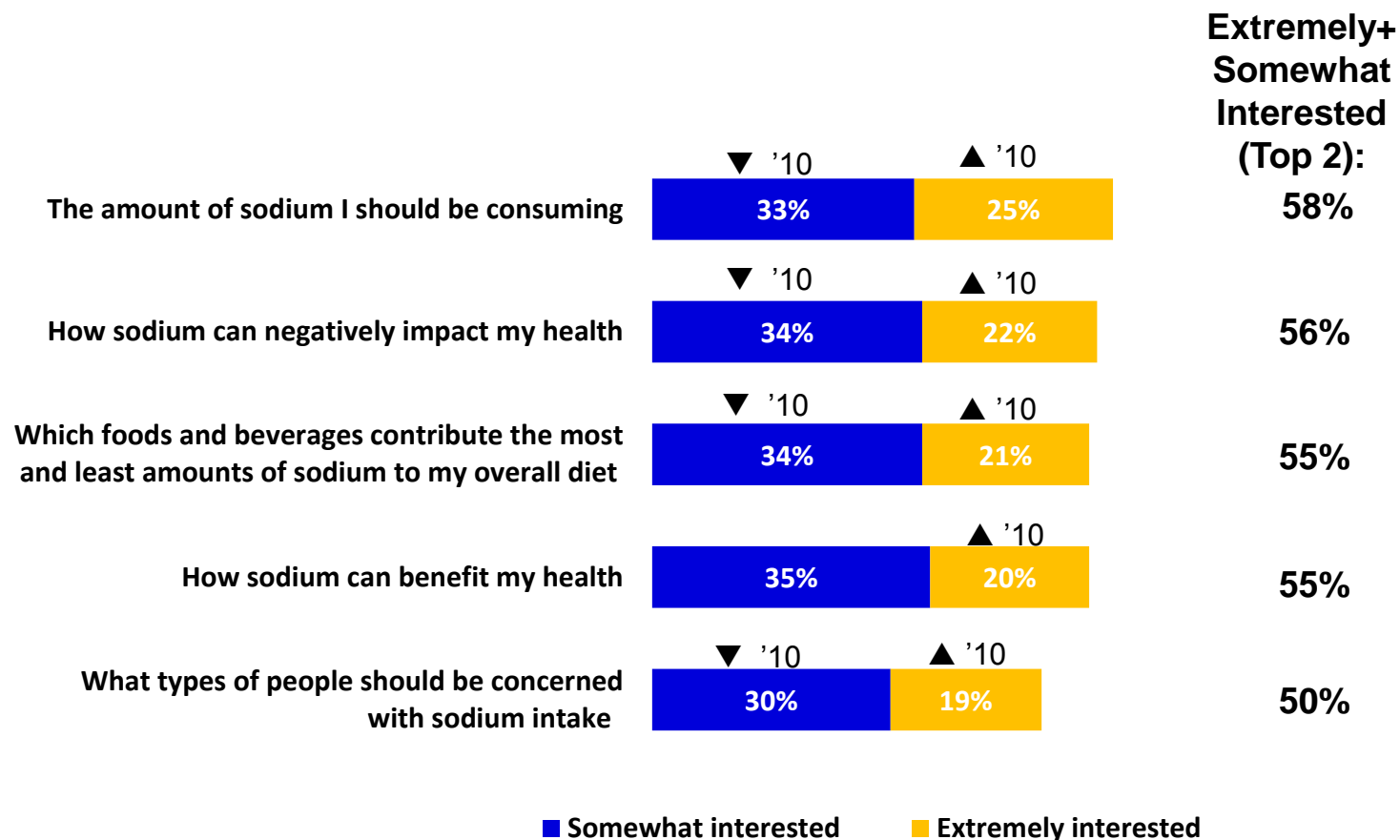
[Select all that apply] (n=1000, if purchase n=601)

*Question added in 2010.

▲ / ▼ Significant increase/decrease from year indicated

Interest in Statements about Sodium

As in 2010, roughly half of all Americans are interested in learning about the various sodium topics.



How interested, if at all, would you be in learning about the following topics?* [Select one] (n=1000)

*Question added in 2010.

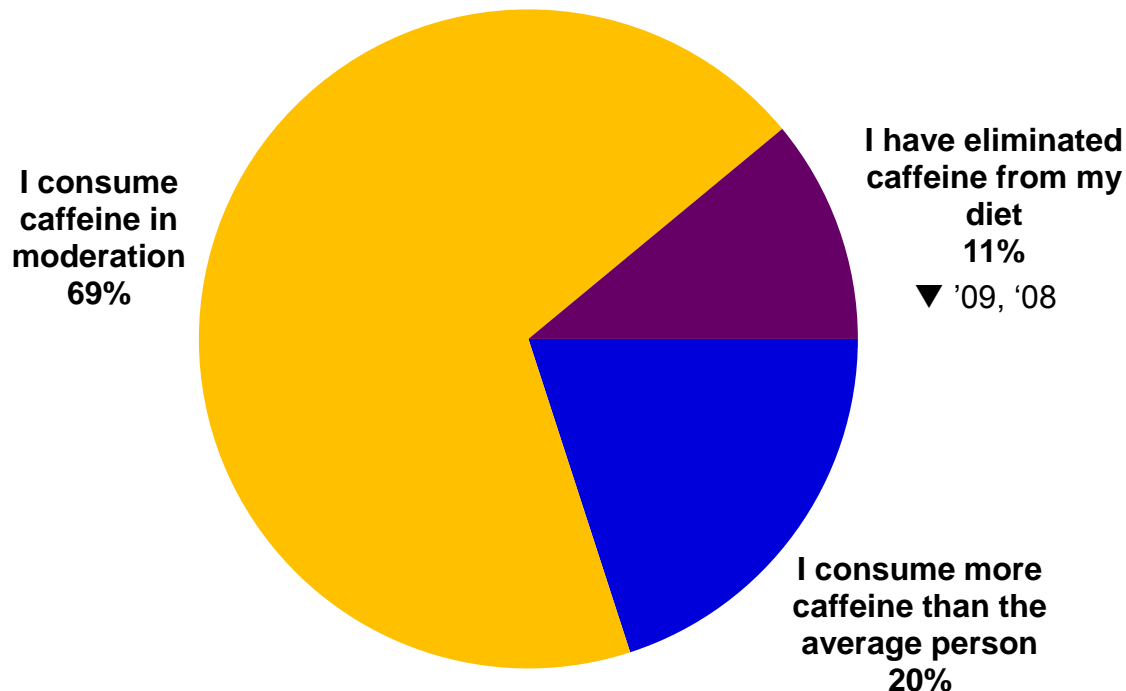
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Dietary Components: Caffeine

Caffeine Consumption

As in 2010, the majority of Americans say they consume caffeine in moderation.



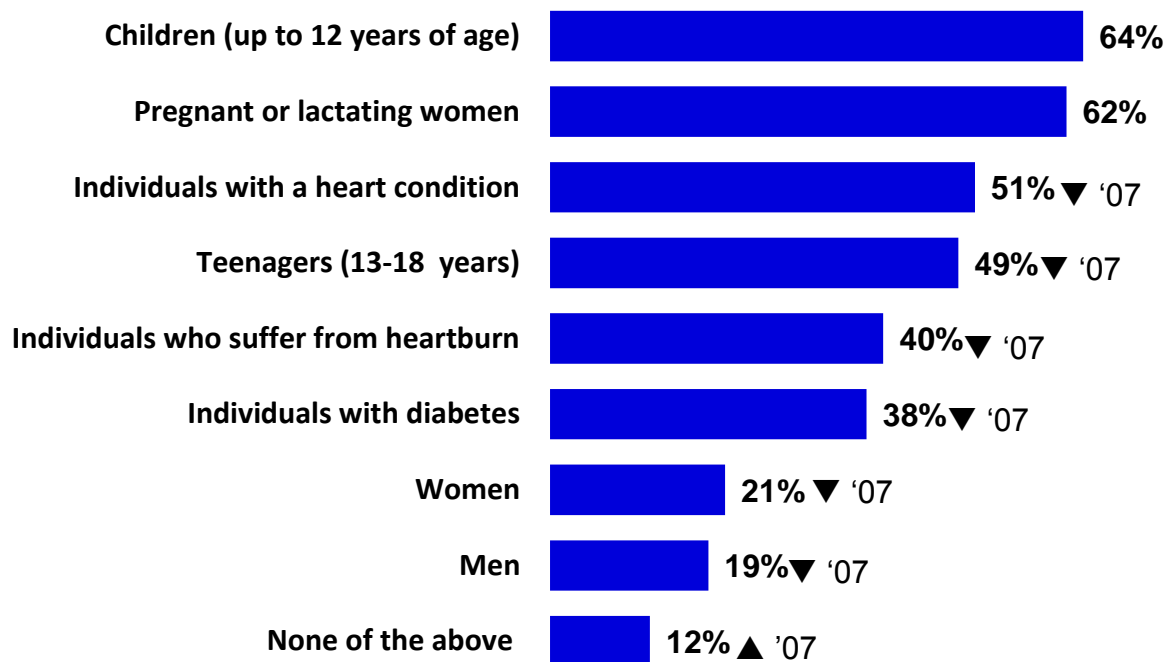
Which of the following statements best describes your level of caffeine consumption?* [Select one] (n=1000)

*Question asked since 2008.

▲ / ▼ Significant increase/decrease from year indicated

Populations that Should Limit Caffeine

Six in ten Americans believe that children and pregnant or lactating women should limit their caffeine intake.

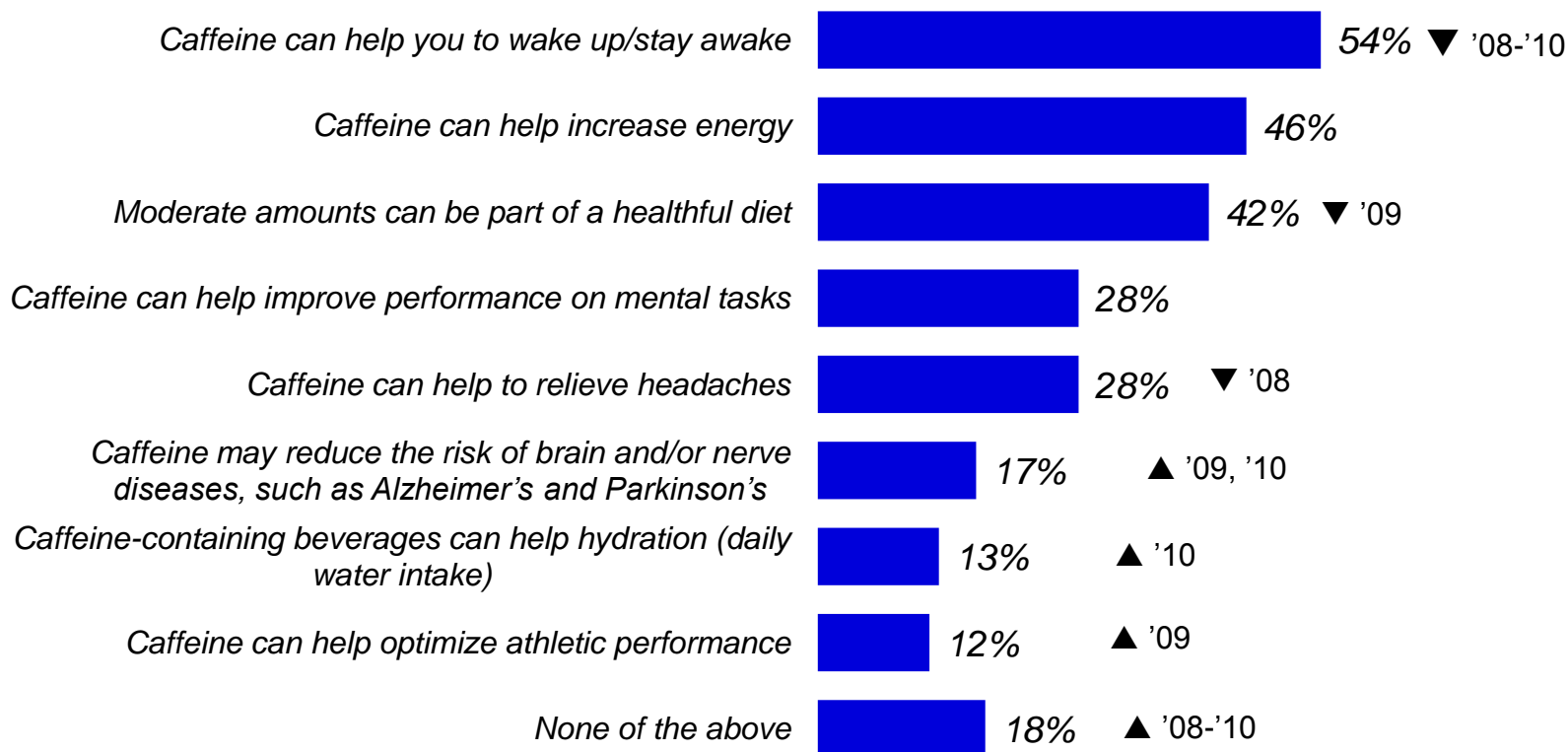


Which of the following populations, if any, should limit their caffeine intake?* [Select all that apply] (n=1000)

*Question asked since 2007; last asked in 2008.

Perceptions of Statements About Caffeine

More than half of Americans agree with caffeine's ability to help you wake up/stay awake, and nearly half agree that caffeine can help increase energy and can be part of an overall healthful diet.



Which of the following statements are true, if any, as they relate to caffeine?* [Select all that apply] (n=1000)

*Question asked since 2009.

▲ / ▼ Significant increase/decrease from year indicated



Dietary Components: Food Additives

Food Color Statements: Appearance

Approximately one-third of Americans agree with various functional aspects of food colors in our food supply.

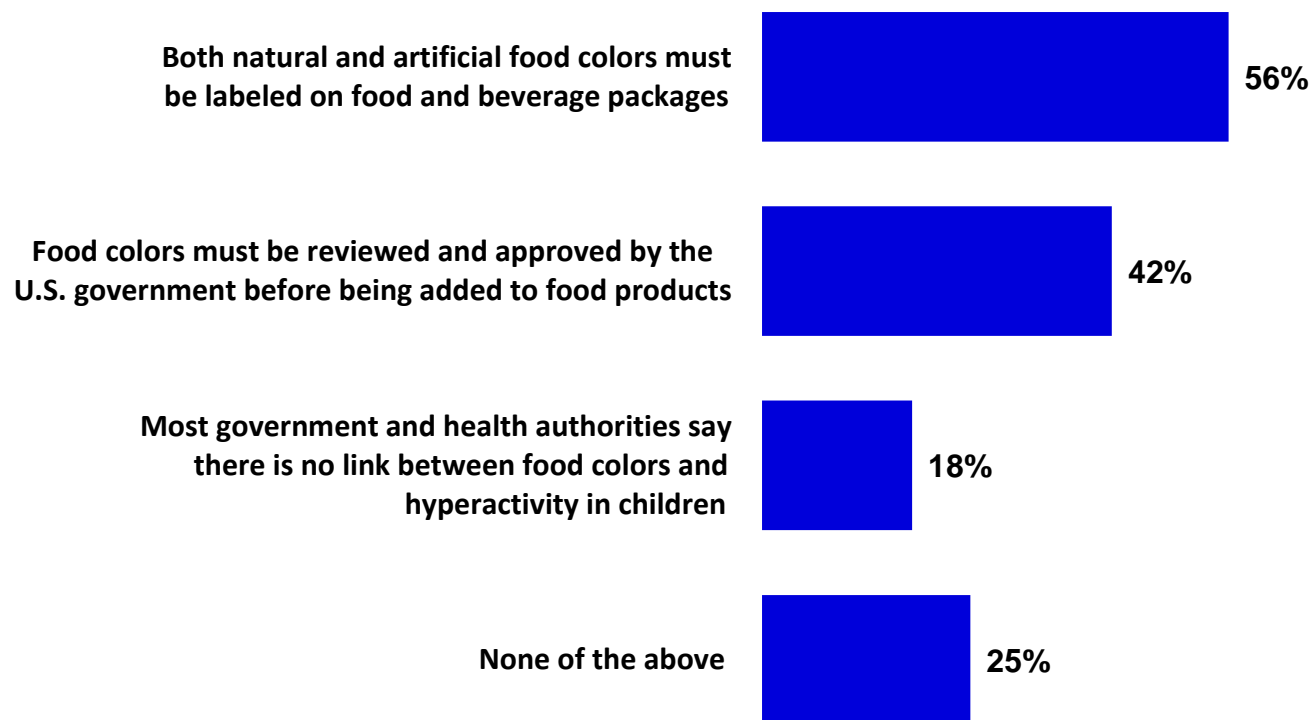


Which of the following statements, if any, do you agree with regarding food colors?*[Select all that apply] (n=1000)

*Question added in 2011.

Food Color Statements: Regulation

More than half of Americans believe that food colors have to be labeled on food packaging, with nearly half agreeing that they are reviewed and approved by the government.



Which of the following statements, if any, do you believe are true regarding food colors?*

[Select all that apply] (n=1000)

*Question added in 2011.

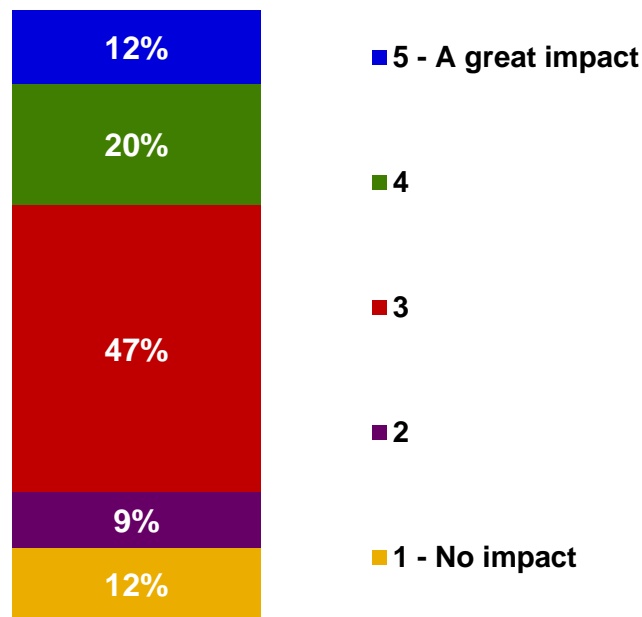


Fortified Foods and Foods With Added Benefits

Perception of Impact of Fortified Foods and Foods With Added Benefits on Health

The majority of Americans believe that fortified foods and foods with added benefits have at least some impact on overall health.

“Fortification is the addition of one or more essential nutrients to a food, whether or not it is normally contained in the food. Similar to fortified foods, some foods may contain added beneficial ingredients or components that may be used to provide additional health benefits that would not otherwise be present in a comparable food.”



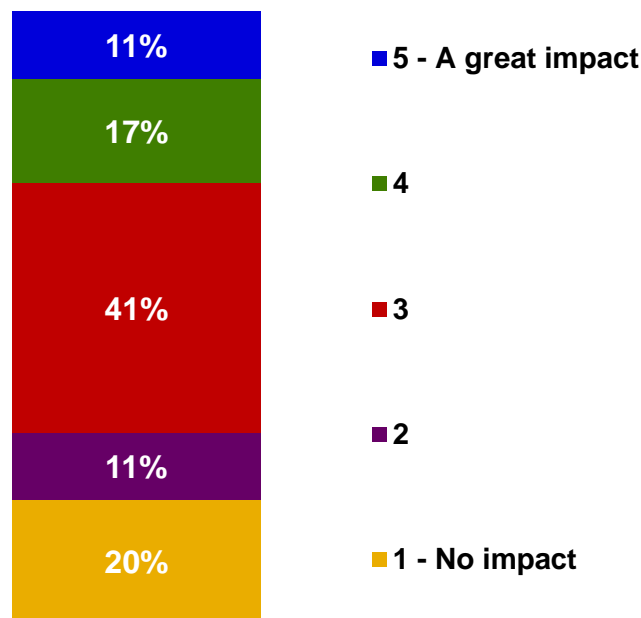
How much of an impact do you think fortified foods or foods with added benefits have on your overall health?*

[Select one] (n=1000)

*Question added in 2011.

Impact of Fortified Foods or Presence of Added Beneficial Components on Purchase Decision

The majority of Americans (80%) believe that fortification/ foods with added benefits plays at least some role in their food purchasing behavior.

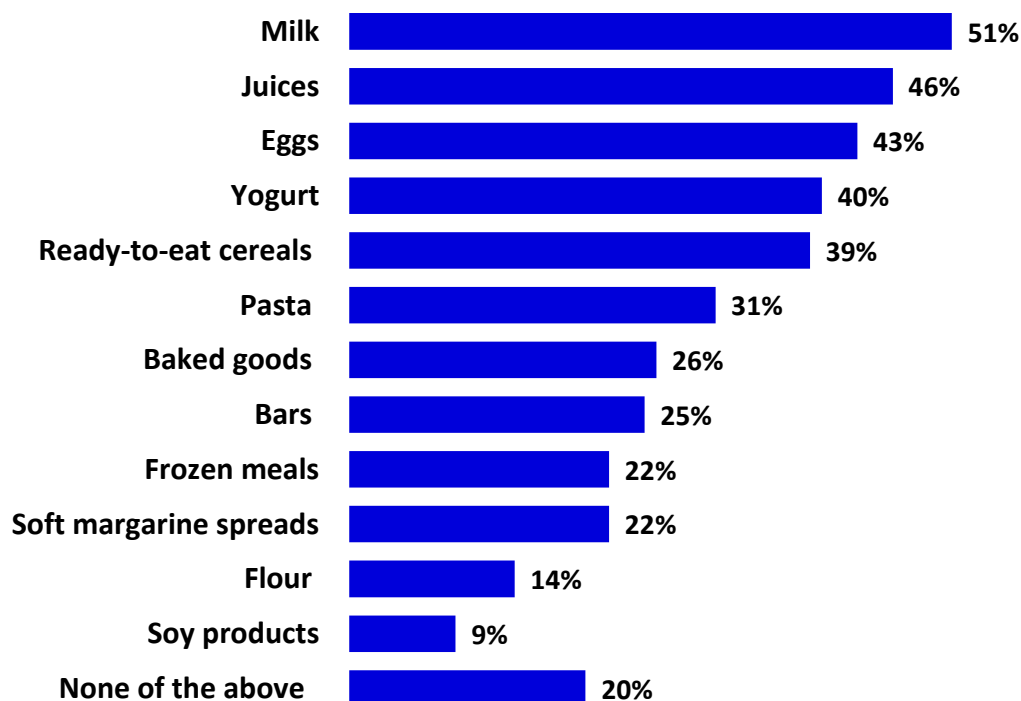


To what extent does the fact that a food or beverage is fortified or contain added beneficial components impact your decision to purchase it?* [Select one] (n=1000)

*Question added in 2011.

Purchase of Specific Fortified Foods or Foods with Added Benefits

Four out of five Americans purchase a variety of foods and beverages specifically because of an added benefit or fortification.



Which of the following do you purchase on a regular basis specifically because they are fortified or contain added beneficial components?* [Select all that apply] (n=1000)

*Question added in 2011.

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FOOD TECHNOLOGY AND SUSTAINABILITY

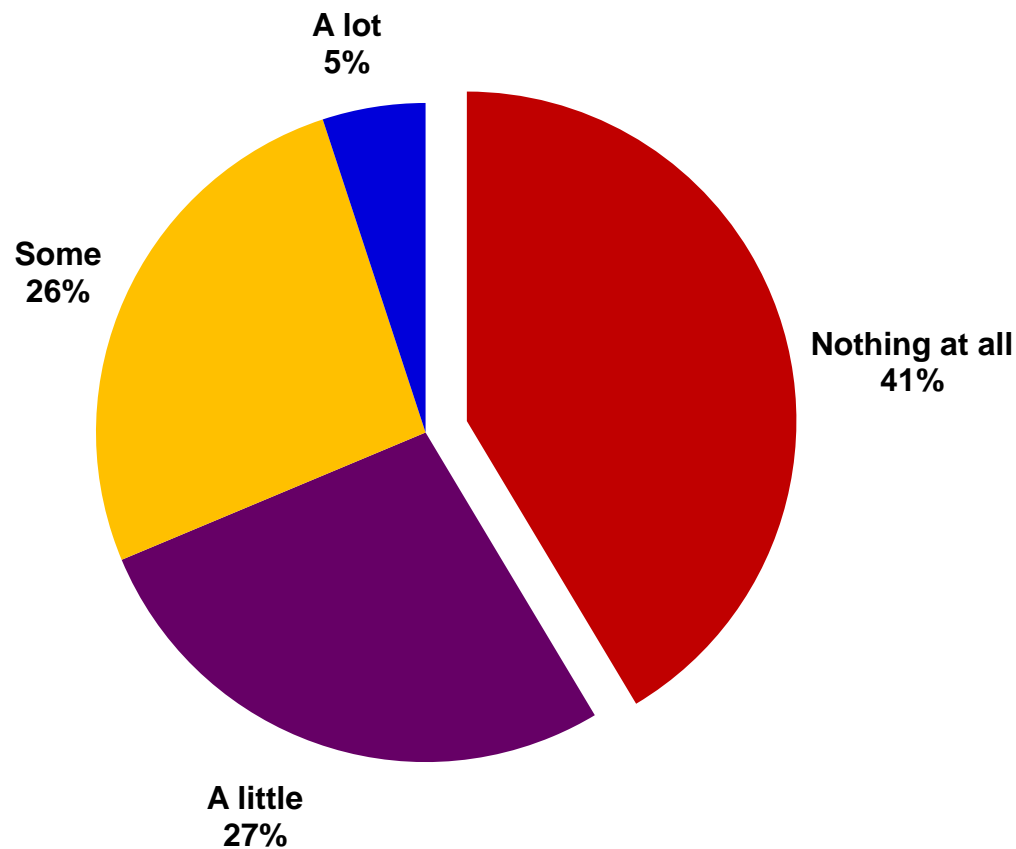




Food Technology and Sustainability

Awareness of Sustainability

Nearly six in ten (58%) Americans have read or heard at least “a little” about sustainability in food production.



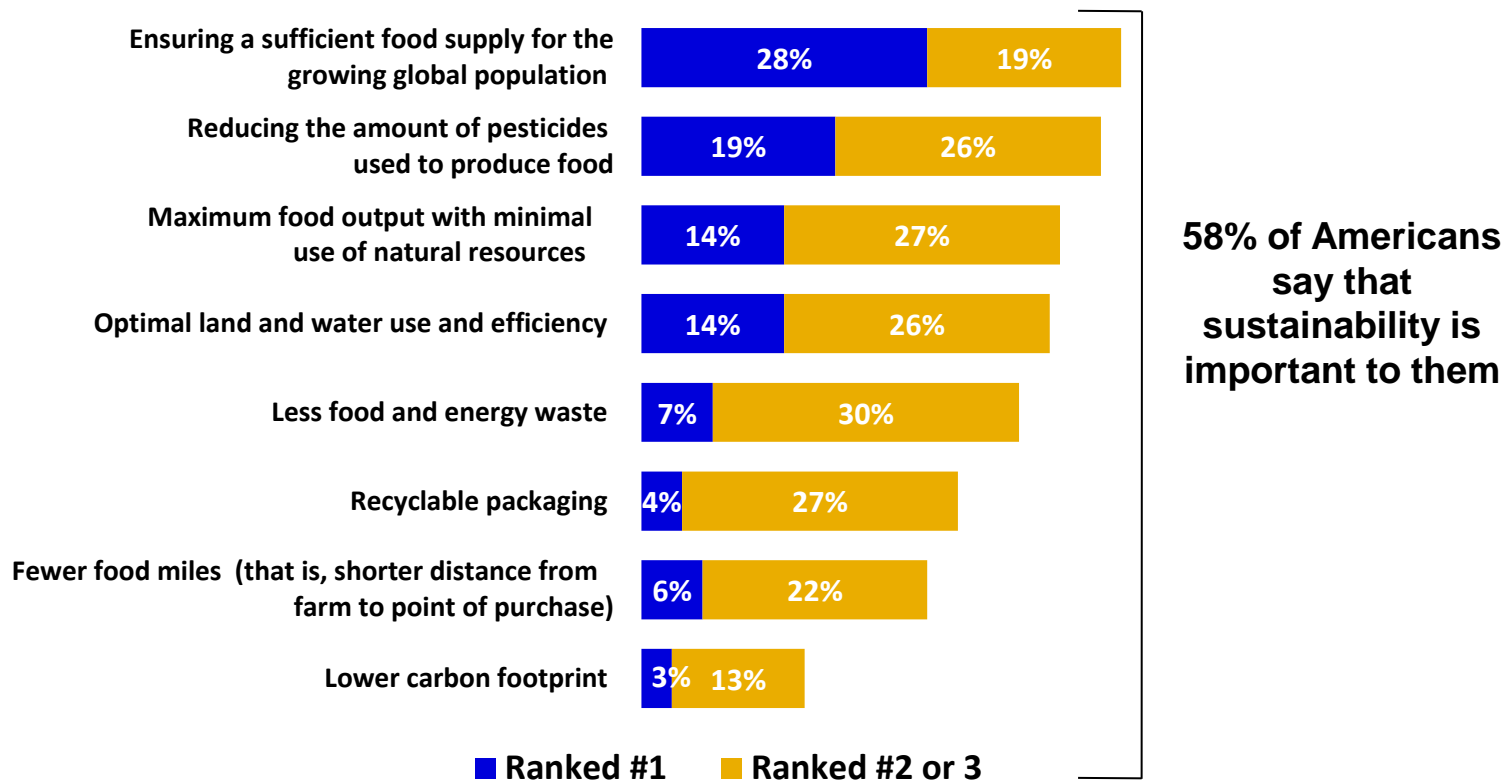
How much have you read or heard about the concept of sustainability in food production?* [Select one] (n=1000)

*Question added in 2011.

** Due to rounding, chart does not equal 100%.

Important Aspects of Sustainability

Americans see “ensuring a sufficient food supply” as the most important aspect of sustainability, with more than one quarter ranking this aspect first.

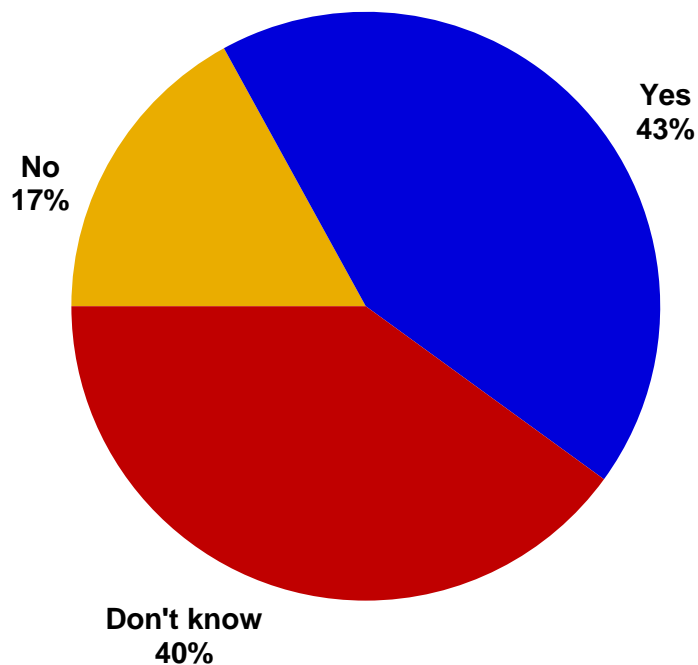


Please rank the top three aspects of sustainability in order of importance to you?* [Select all that apply] (n=587)

*Question added in 2011.

Benefits of Modern Food Technology

More than four in ten Americans believe that advances in modern food technology have provided, or will provide, future benefits for themselves and their families.



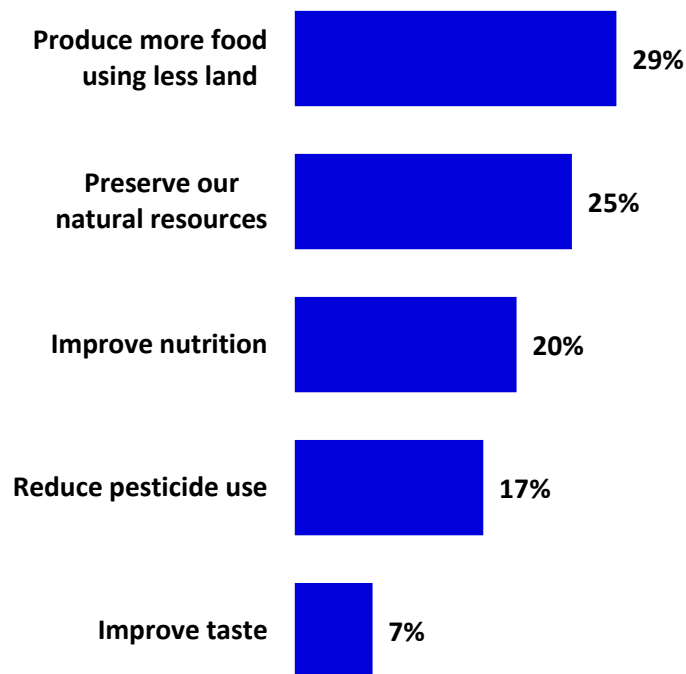
Do you believe advances in modern food technology (such as plant and livestock breeding, crop protection, and improved scientific techniques like food biotechnology) have provided or will provide future benefits for you and your family?*
[Select one] (n=1000)

*Question added in 2011

** Due to rounding, chart does not equal 100%.

Benefits of Modern Food Technology

Of those who say they have or will benefit from modern food technology, three in ten (29 percent) say the greatest benefit is the ability to “produce more food using less land” and one quarter say to “preserve our natural resources.”

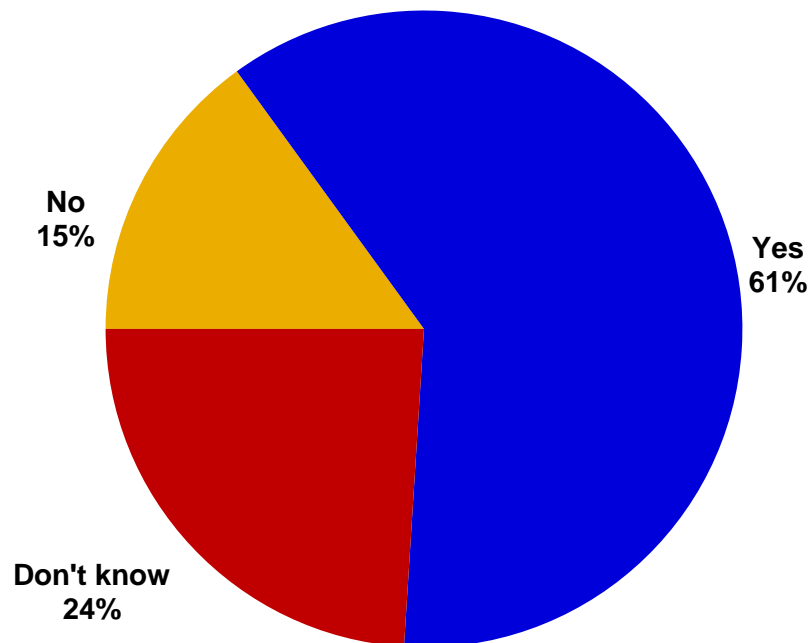


[IF YES] In your opinion, what is the greatest benefit of modern food technology (such as advances in plant and livestock breeding, crop protection, and improved scientific techniques like food biotechnology)?*
[Select one] (n=426)

*Question added in 2011.

Benefits of Modern Food Production

Six in ten Americans believe they have benefited from modern food production.

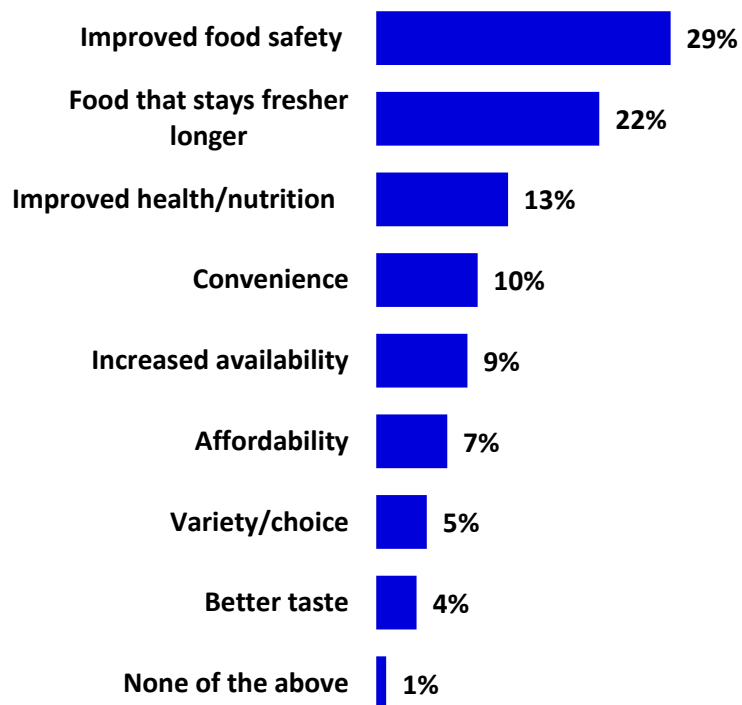


Do you believe you have benefited from modern food production and processing (such as pasteurizing, fermenting, drying, freezing, fortification, canning, etc.)?* [Select one] (n=1000)

*Question added in 2011.

Benefits of Modern Food Production

Of those Americans believing they have benefited from modern food production, improved safety and freshness are the benefits cited most often.



[IF YES] What aspect of modern food production and processing (such as pasteurizing, fermenting, drying, freezing, fortification, canning, etc.) do you feel you have benefited from the most?* [Select one] (n=610)

*Question added in 2011.

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FOOD SAFETY

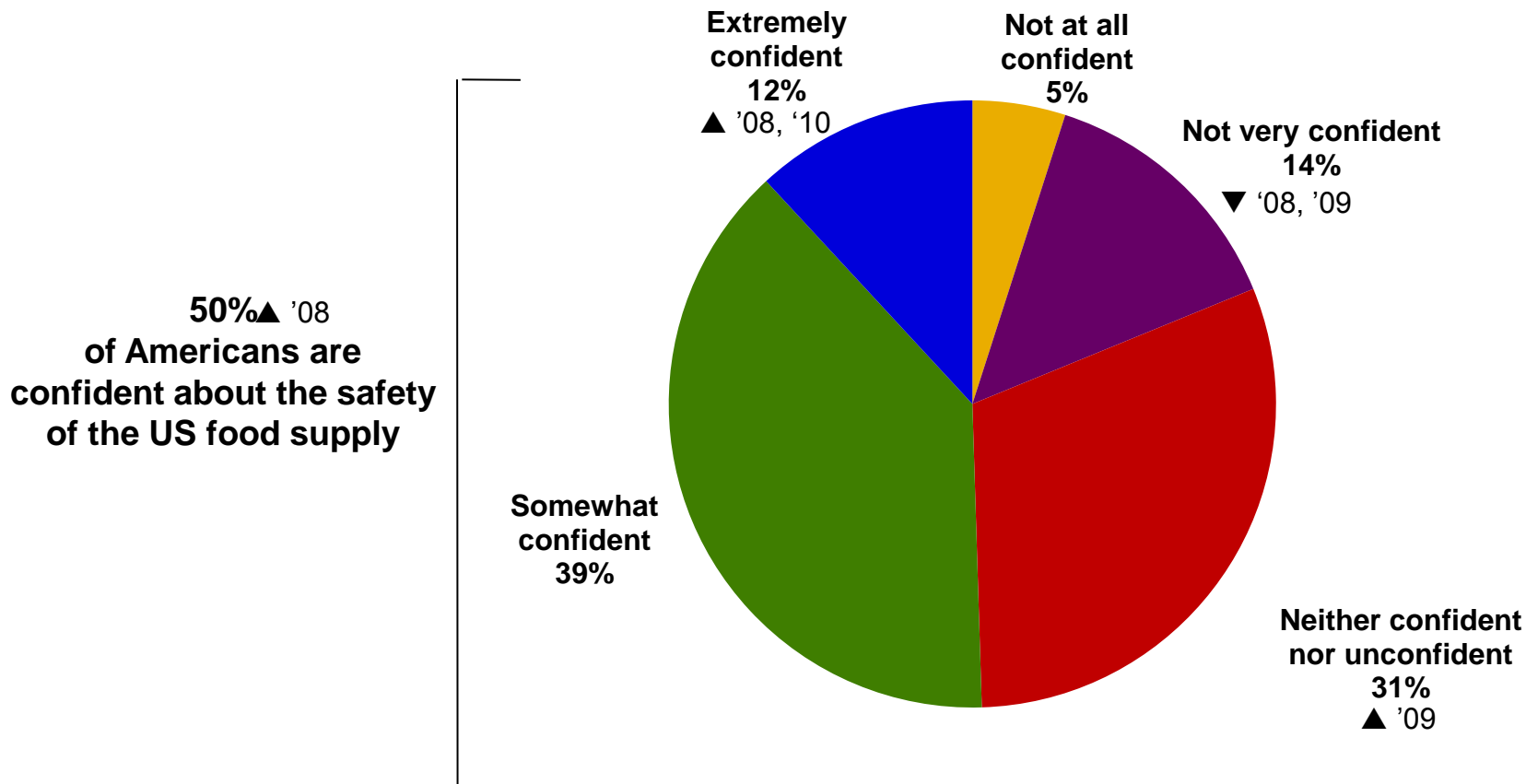




Food Safety: Confidence and Safe Food Handling

Food Safety Confidence

About half of Americans are confident in the safety of the U.S. food supply.



To what extent, if at all, are you confident in the safety of the U.S. food supply?* [Select one] (n=1000)

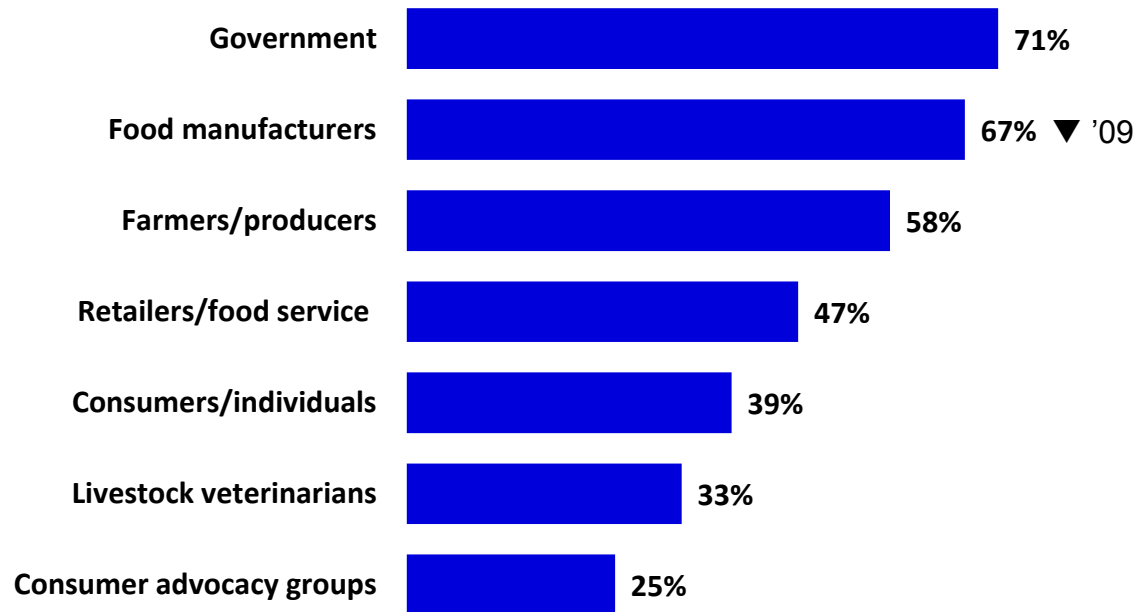
*Question asked since 2008.

** Due to rounding, chart does not equal 100%.

▲ / ▼ Significant increase/decrease from year indicated

Food Safety Responsibility

When asked who they believe is responsible for food safety in the U.S., 71% of Americans believe that the government is responsible, and 67% say food manufacturers, followed by farmers/producers (58%), retailers/food service (47%), and consumers/individuals (39%).



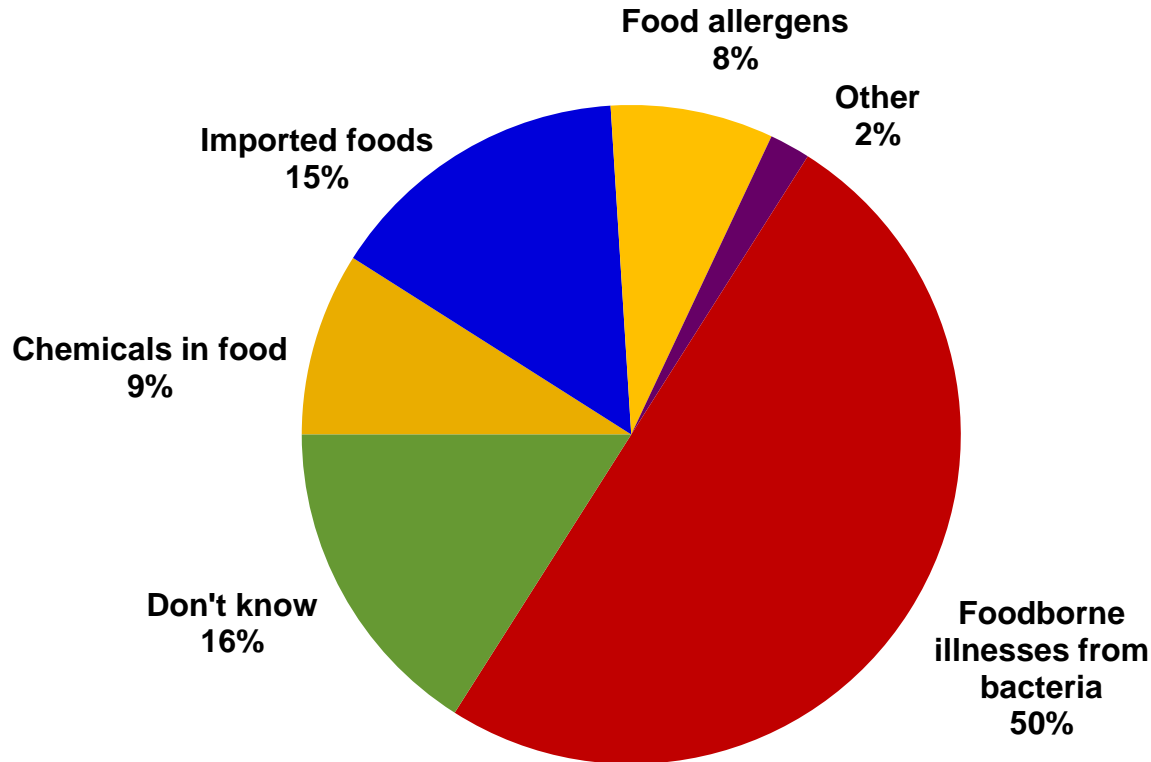
In general, who do you believe is responsible for food safety in the U.S.?
[Select all that apply] (n=1000)

*Question asked since 2009.

▲ / ▼ Significant increase/decrease from year indicated

Most Important Food Safety Issue Today

Foodborne illness from bacteria remains the most important food safety issue.



What, in your opinion, is the most important food safety issue today?* [If chemicals specify open end]
[Select one] (n=1000)

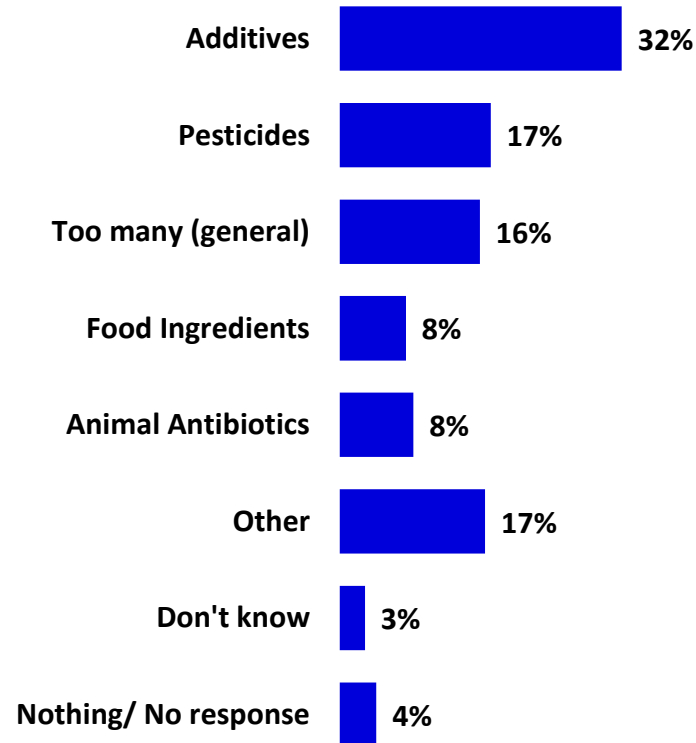
*Question asked since 2009.

** Question changed in 2011 by removing examples in the parentheses for “chemicals in food” and “foodborne illnesses from bacteria.”

▲ / ▼ Significant increase/decrease from year indicated

Chemicals In Food

Of those Americans who perceive “chemicals in food” to be the most important food safety issue today, they specify chemicals to be additives and pesticides.

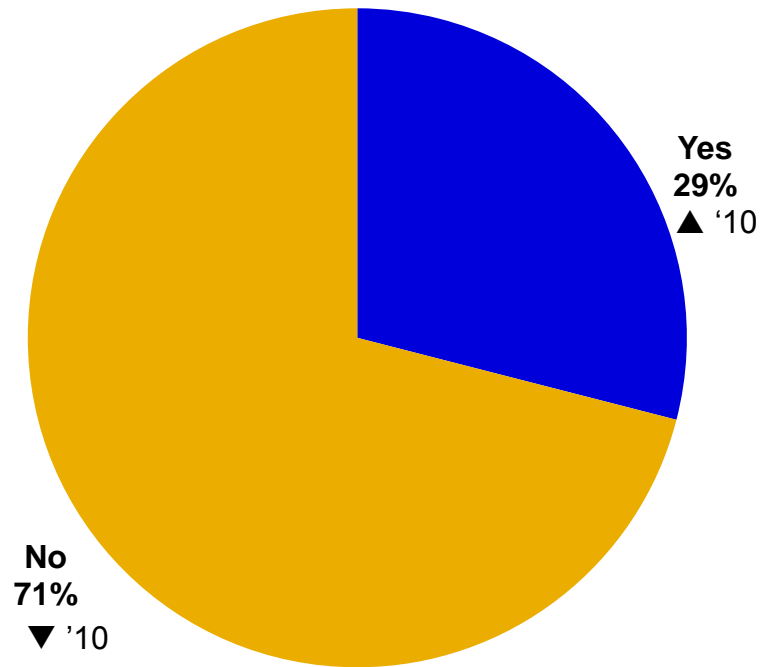


[IF CHEMICALS IN FOOD RATED MOST IMPORTANT ISSUE] What, in your opinion, is the most important food safety issue today?* [Specify, open end n=102]

*Question asked since 2009.

Action Taken Based on Chemicals in Food

Of those Americans who perceive “chemicals in food” to be the most important food safety issue today, three-quarters have not changed their behavior based on the importance they place on the issue.



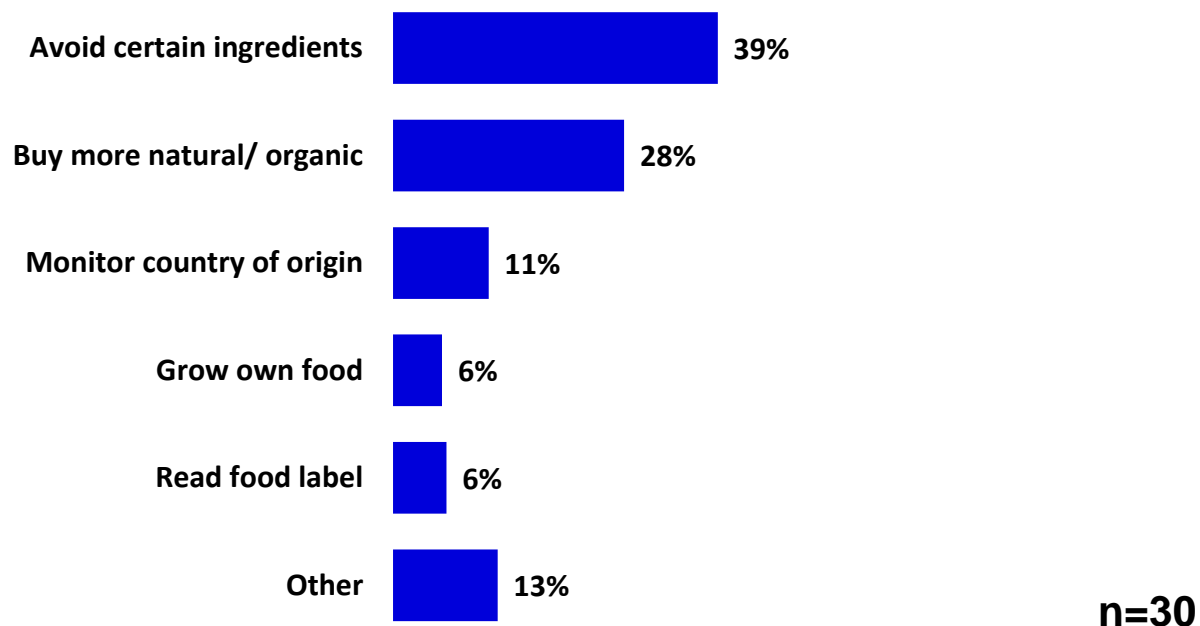
[IF CHEMICALS IN FOOD RATED MOST IMPORTANT ISSUE] Have you made any changes in the past six months as a result of information you heard or read about chemicals in food... ? [Select one]* (n=91) Why? [Open-end n=30]

*Question added in 2010.

▲ / ▼ Significant increase/decrease from year indicated

Specific Action Taken Based on Chemicals in Food

Among those that perceive chemicals in food as the most “important food safety issue,” the actions most commonly involve avoiding certain ingredients and purchasing more organic and natural food products.

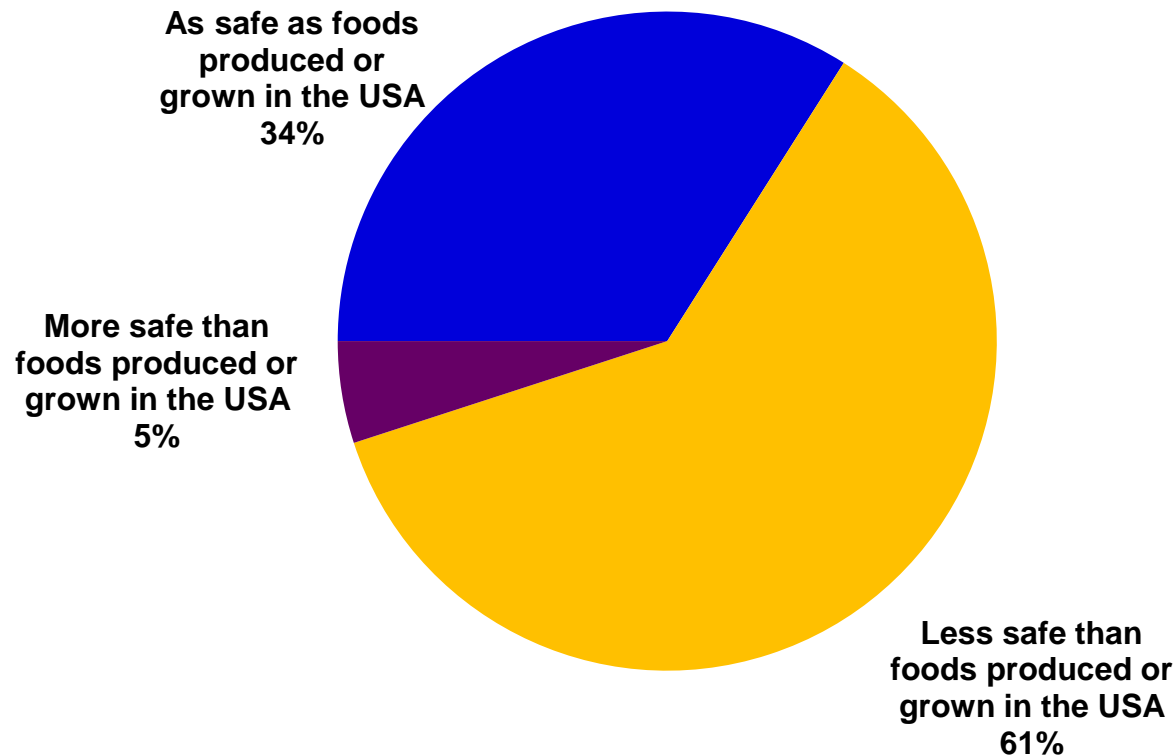


[IF CHEMICALS IN FOOD RATED MOST IMPORTANT ISSUE] Have you made any changes in the past six months as a result of information you heard or read about chemicals in food... ? [Select one]* (n=91) Why? [Open-end n=30]

** Open-end question added in 2011.

Safety of Imported Foods

More than half of Americans say they do not believe imported foods are as safe as foods produced or grown in the USA.



In general, do you think that imported foods are...?* [Select one] (n=1000)

*Question added in 2011.

Reasoning behind Imported Food Safety Opinion

Beliefs regarding the degree of regulations drives perception of food safety.

LESS SAFE	
Less regulation/inspection	50%
Use chemicals/pesticides	8%
Distance/transport issues	8%
Don't know how it's produced	7%
Lack of sanitary conditions	5%

AS SAFE	
Imports are regulated	33%
Other countries have safety standards too	6%
U.S. has food safety issues	5%
Problems can come from U.S. or imported	5%
No bad experiences	3%

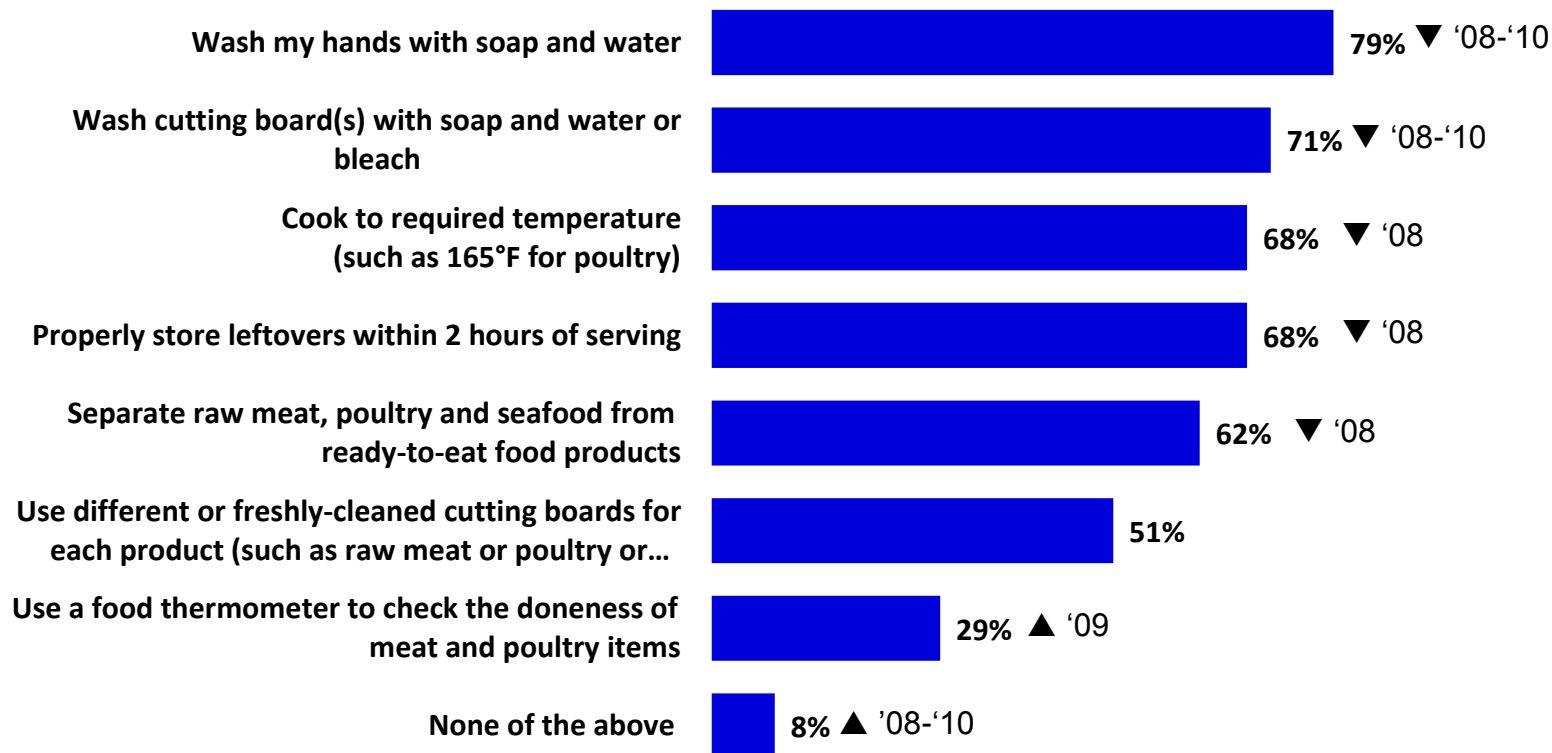
MORE SAFE	
More regulated/inspected	10%
Less use of chemicals	9%
U.S. less concerned with quality	8%
Better	7%
More naturally grown	5%

Why do you believe that imported foods are [based on answered to previous question] less/more/as safe as food grown in the United States?* [Open-end] (n=1000)

*Question added in 2011.

General Food Safety Practices

Across most actions asked about, fewer Americans report performing food safety practices on a regular basis compared to previous years.



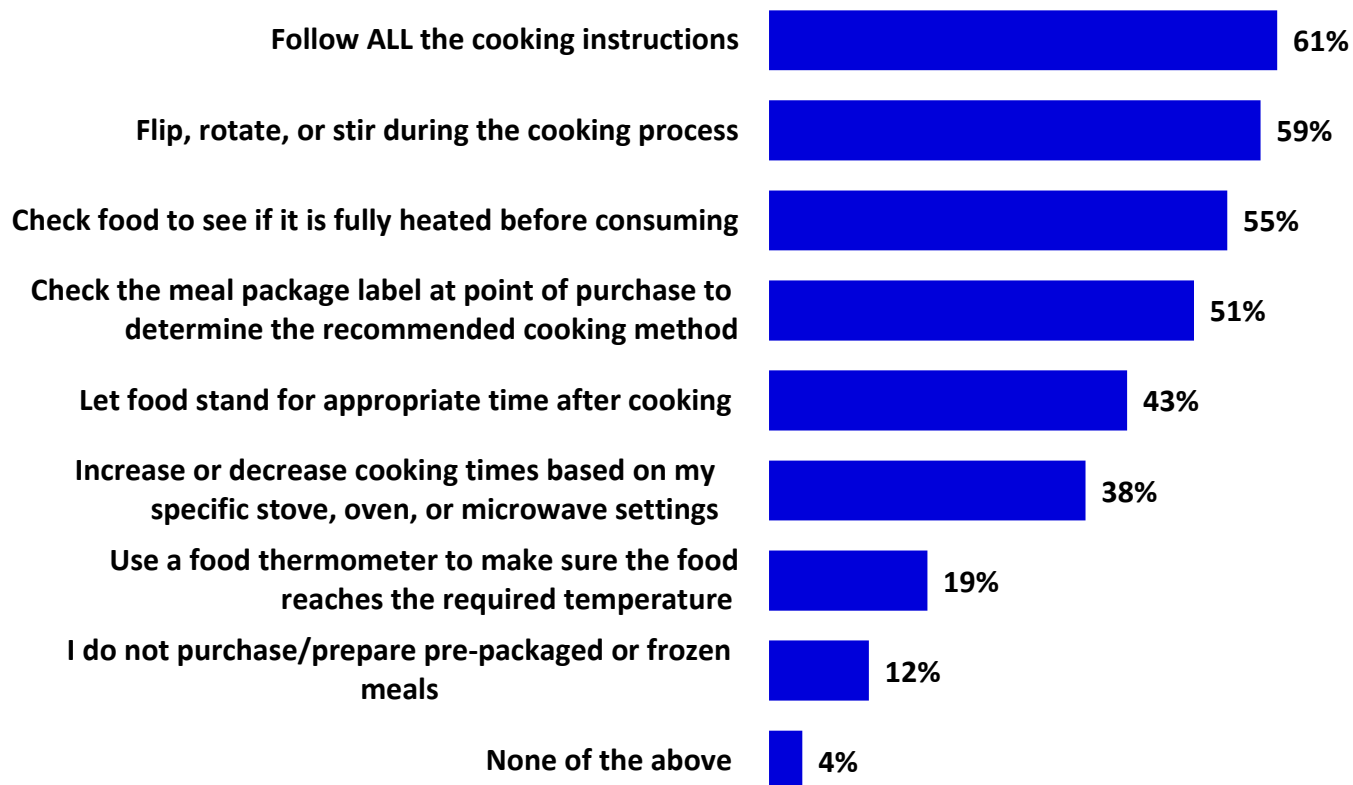
Which of the following actions do you perform regularly when cooking, preparing, and consuming food products?*[Select all that apply] (n=1000)

*Question asked since 2008.

▲ / ▼ Significant increase/decrease from year indicated

Pre-Packaged Food Safety Practices

When it comes to pre-packaged food safety practices, 6 in 10 Americans say they follow all cooking instructions and/or flip, rotate, or stir during the cooking process on a regular basis.

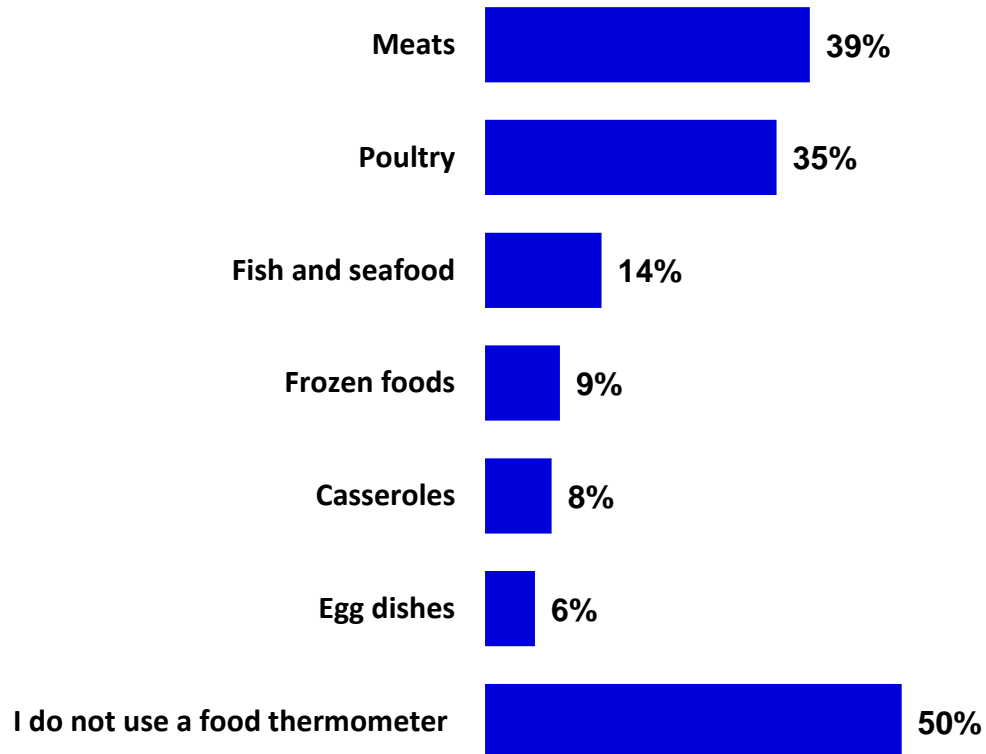


Which of the following actions do you perform regularly when purchasing or preparing pre-packaged foods (e.g., packaged or frozen meals that contain cooking instructions) at home? * [Select all that apply] (n=1000)

*Question changed in 2011, no longer microwave-specific.

Use of Food Thermometer

Half of Americans do not use a food thermometer at all. When one is used, it is most likely to be while cooking meat and poultry items.

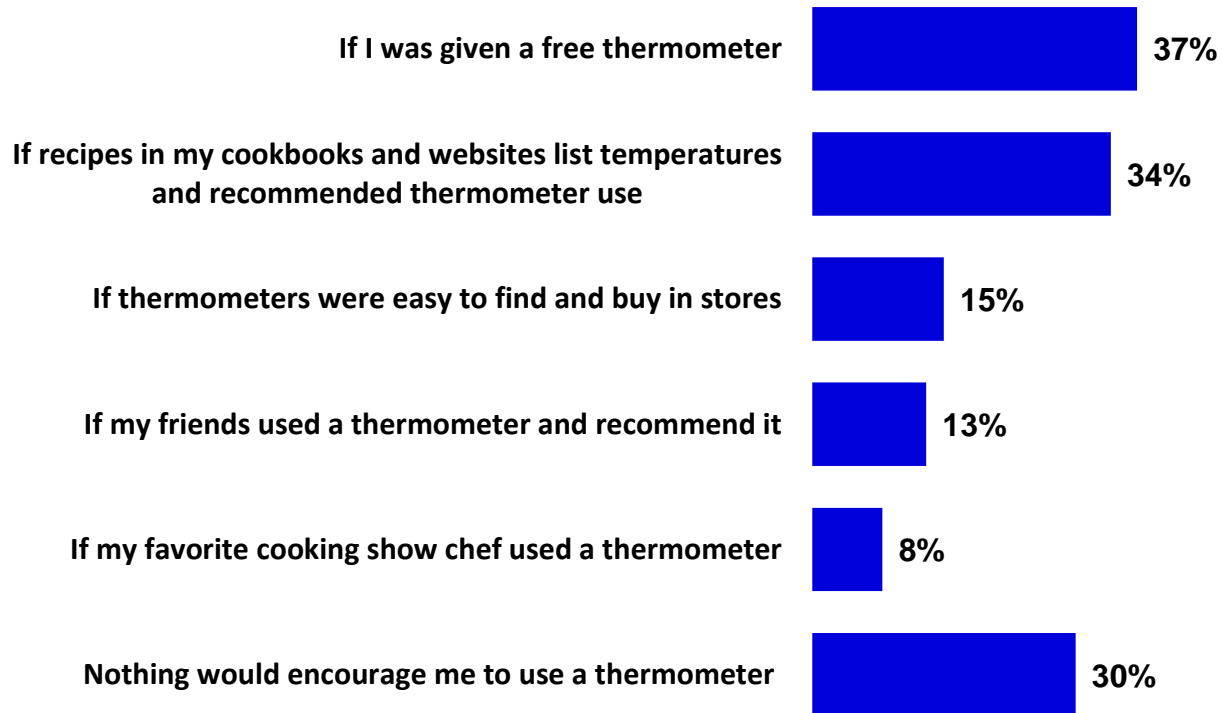


For which products do you use a food thermometer when you are cooking?* [Select all that apply] (n=1000)

*Question added in 2011.

Encourage to Use Thermometer

About one-third of Americans say that nothing would encourage them to use a food thermometer. Among those that might, a free thermometer and recommendations in cookbook and website recipes would help most.

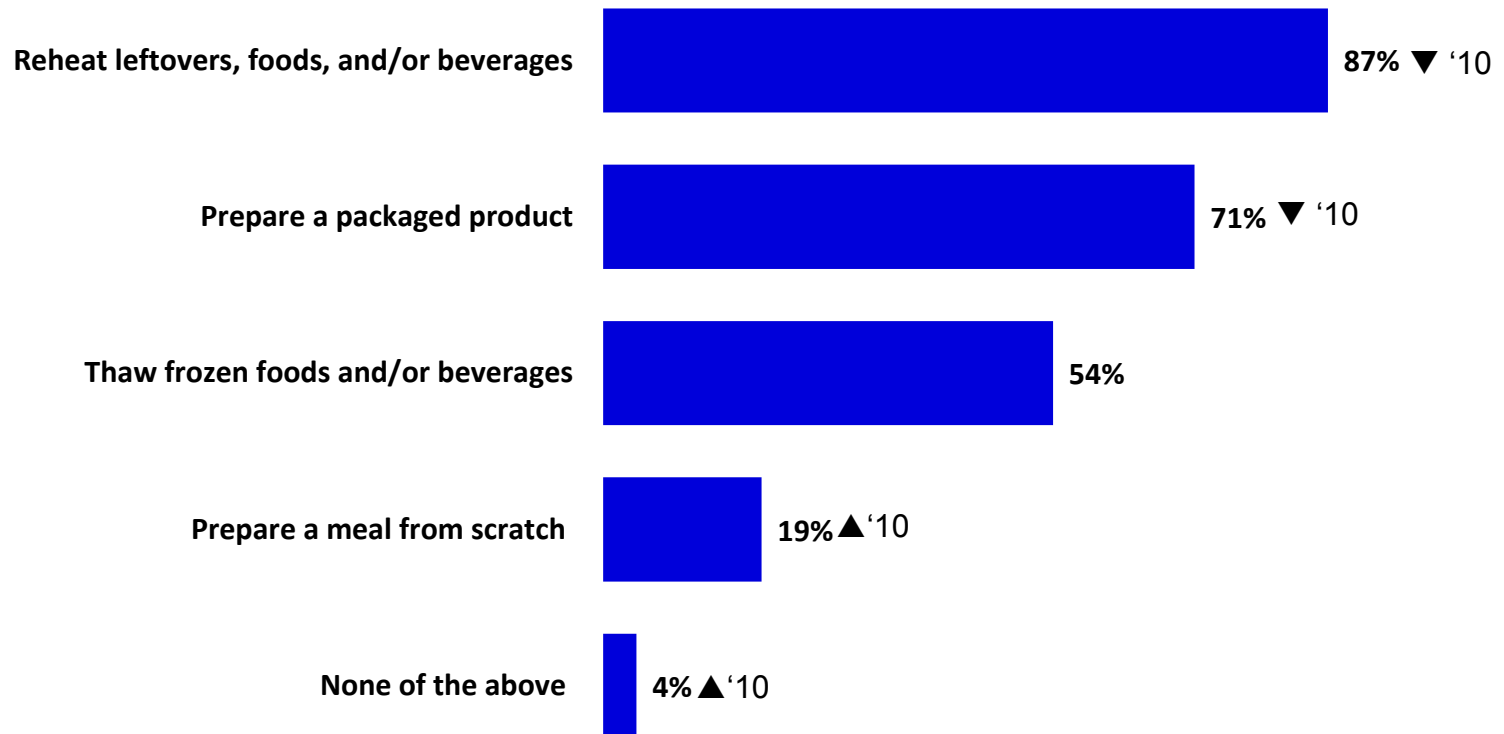


What would encourage you to use a food thermometer?* [Select all that apply] (n=1000)

*Question added in 2011.

Microwave Uses

Reheating leftovers and preparing a packaged product continue to be the main reasons Americans use the microwave.



For which of the following reasons, if any, do you use your microwave?* [Select all that apply] (n=955)

* Question added in 2010.

*2011 responses shown only out of those that have/use microwave. Removed packaged product examples in 2011.

▲ / ▼ Significant increase/decrease from year indicated



Food Safety: Information Sources

Recently Used Food Safety Sources

73% of Americans get their food safety information from media sources.

TV or radio news program	39%
Newspaper	23%
Cooking shows/hosts	22%
Internet article	20%
Talk shows	19%
Magazine article	17%
Public service announcement or ad campaign on TV or radio	12%
Blog or social networking site (e.g., Twitter, Facebook, etc.)	4%
Food label	27%
Friends/family	27%
Government official/public agency	15%
Grocery store, drug store, or specialty store	15%
Health association	9%
Consumer advocacy groups	8%
Product or manufacturer communications (i.e., website, advertising, etc.)	8%
Medical professional (e.g., doctor, nurse, physician assistance, pharmacist, etc.)	7%
At/from schools	4%
Church/faith based group	3%
Cooperative extension service agent	3%
Livestock veterinarians	3%
Registered dietitian	2%
Community leader	2%
Other	7%

**73%
cite at
least
one
media
source**

In the past six months, from which of the following sources, if any, have you heard or read about food safety practices?* [Select all that apply] (n=1000)

*Question changed in 2011.

Trusted Food Safety Sources

Americans trust government officials as the primary source for food safety information. However, when media sources are considered together, over half of Americans trust these sources for food safety information.

TV or radio news program	23%
Newspaper	18%
Public service announcement or ad campaign on TV or radio	18%
Cooking shows/hosts	17%
Internet article	15%
Magazine article	15%
Talk shows	9%
Blog or social networking site (e.g., Twitter, Facebook, etc.)	4%
Government official/public agency	33%
Health association	32%
Medical professional (e.g., doctor, nurse, physician assistance, pharmacist, etc.)	29%
Food label	29%
Registered dietitian	24%
Friends/family	22%
Consumer advocacy groups	17%
Grocery store, drug store, or specialty store	15%
Product or manufacturer communications (i.e., website, advertising, etc.)	12%
Cooperative extension service agent	9%
Livestock veterinarians	8%
At/from schools	6%
Church/faith based group	5%
Community leader	4%
Other	6%

**55%
cite at
least
one
media
source**

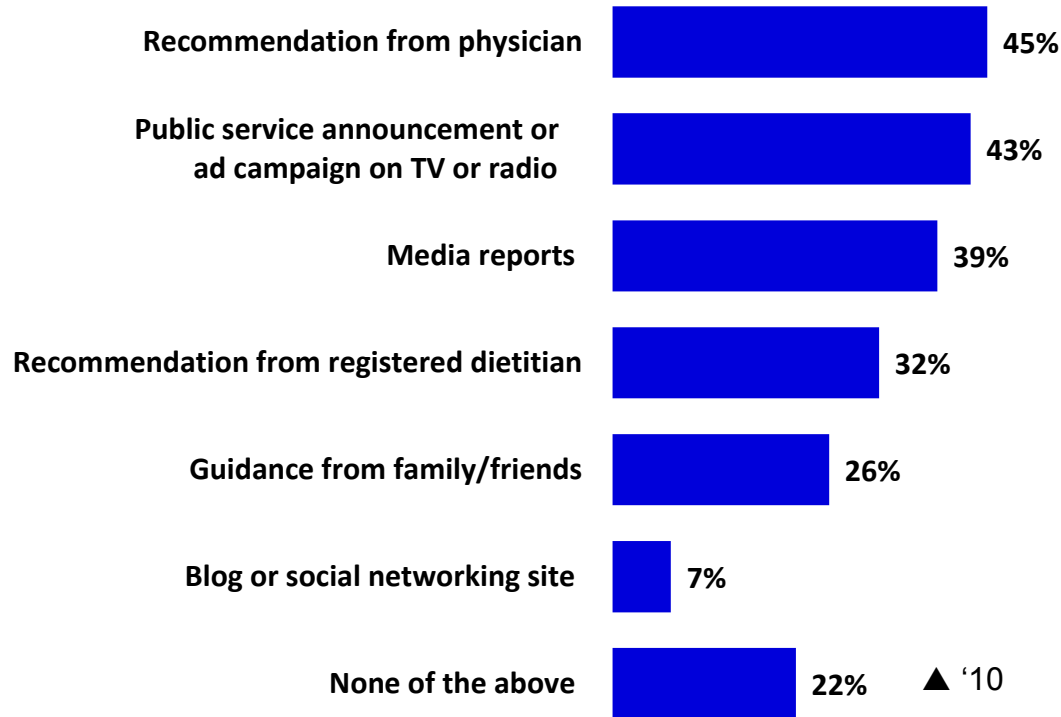
Which of the following sources, if any, do you trust to deliver food safety information?*

[Select all that apply] (n=1000)

*Question change in 2011.

Sources that Prompt Safe Food Handling Changes

Recommendations from physicians and public service announcements are most likely to motivate Americans to make changes regarding food handling.



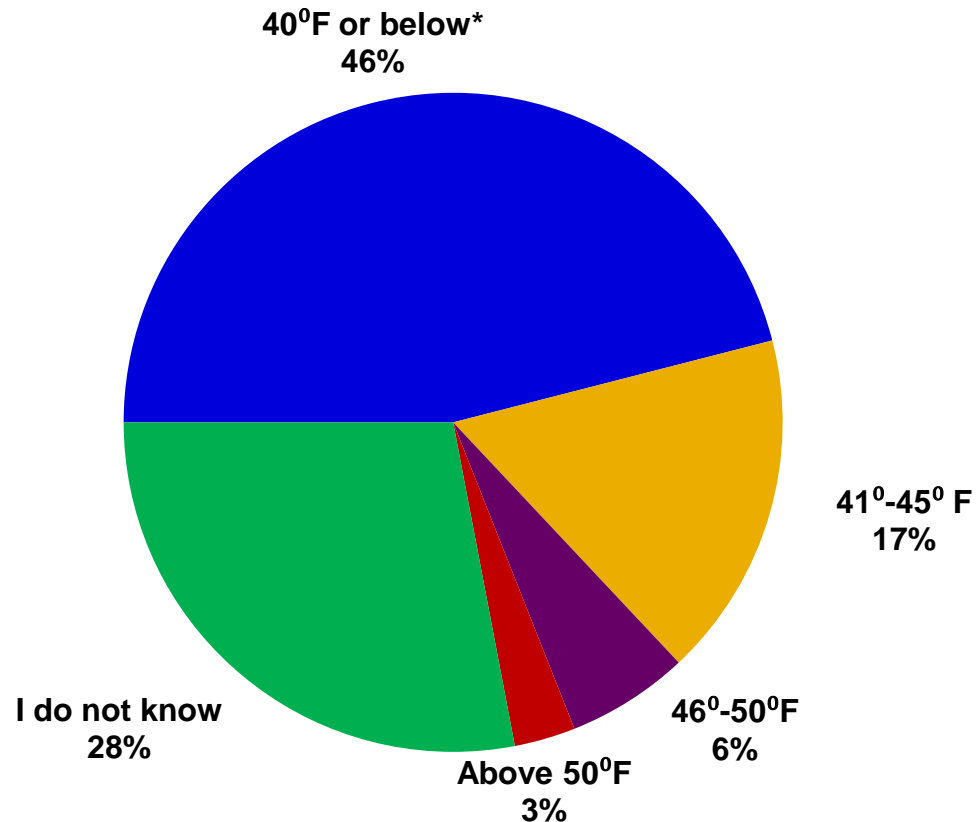
Which of the following, if any, would prompt you to make changes about safe food handling?*
 [Select all that apply] (n=1000)

*"Public Service Announcement" added in 2011.

▲ / ▼ Significant increase/decrease from year indicated

Safe Refrigerator Temperature

Over one-half of Americans do not know the safe internal temperature for their refrigerators to protect most foods from bacterial growth.



What do you think is the safe internal temperature for your refrigerator to protect most foods from bacteria growth?*[Select one] (n=1000)

*Question added in 2011.

** "Refrigerators should be set to maintain a temperature of 40 °F or below. " U.S. Department of Agriculture, Food Safety and Inspection Service, http://www.fsis.usda.gov/factsheets/refrigeration_and_food_safety/index.asp.

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RESTAURANTS/ MEAL OCCASIONS

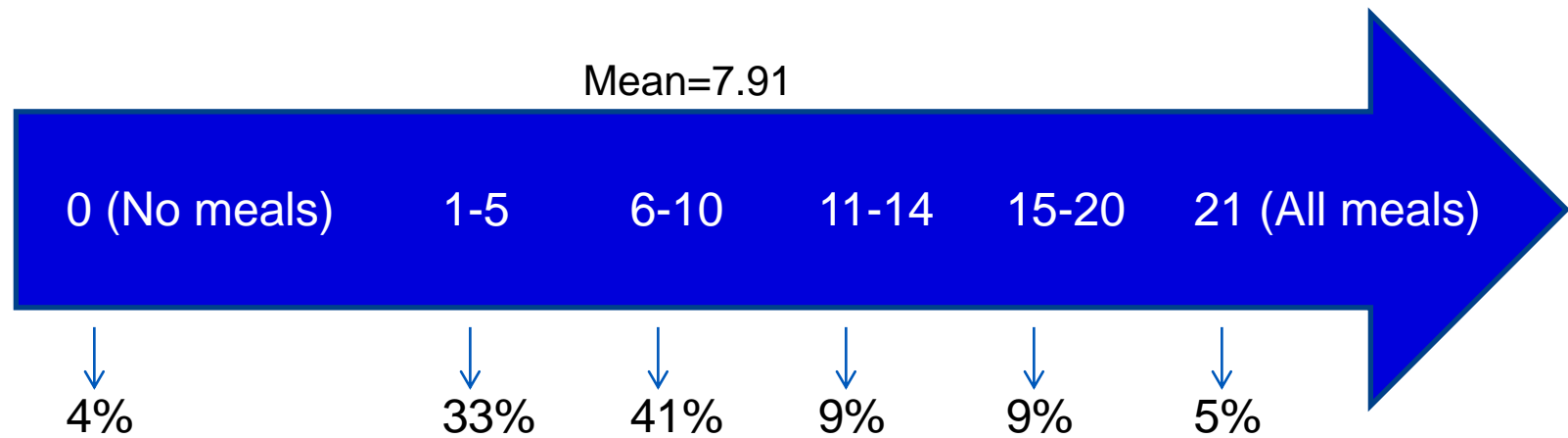


Restaurants and Eating Occasions



Frequency of Family Meals

On average, Americans eat 7.91 meals with their family each week.

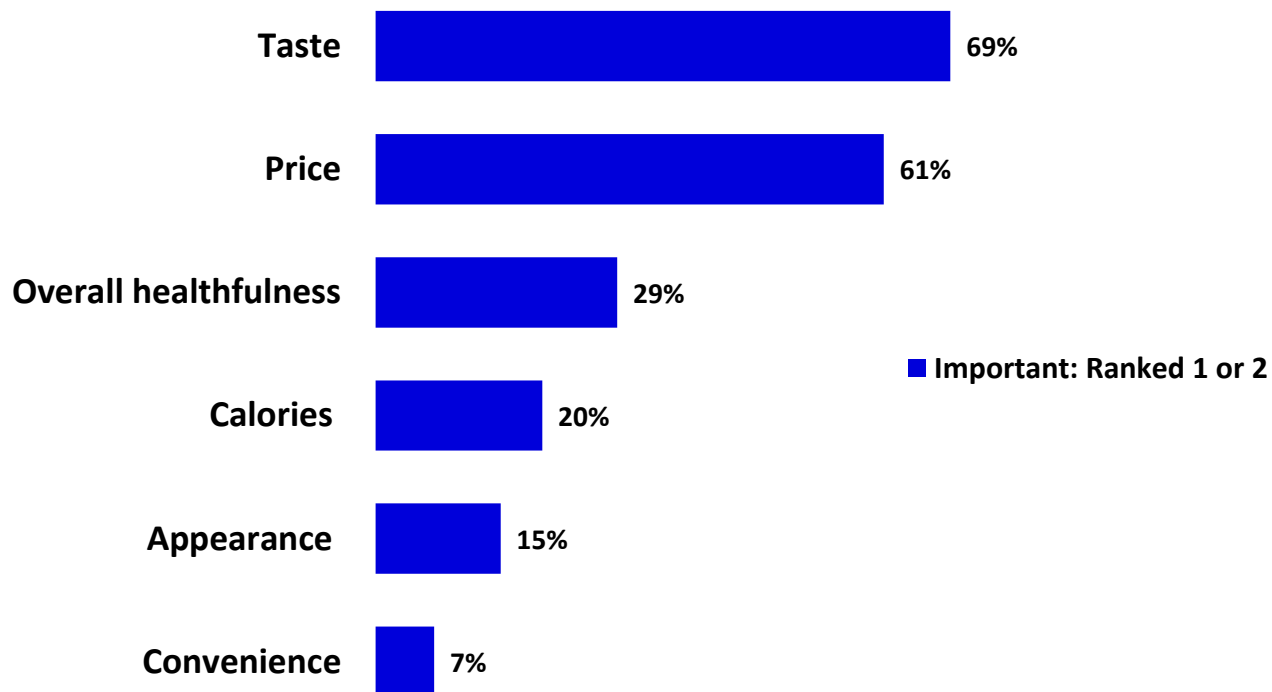


[AMONG MARRIED AND/OR HAVE KIDS] In an average week, how often do you and your family eat meals together? *
[Select one] (n=577)

*Question added in 2011.

Restaurant Ordering Considerations

Taste and price are the most important factors for Americans when deciding what to order in a restaurant.

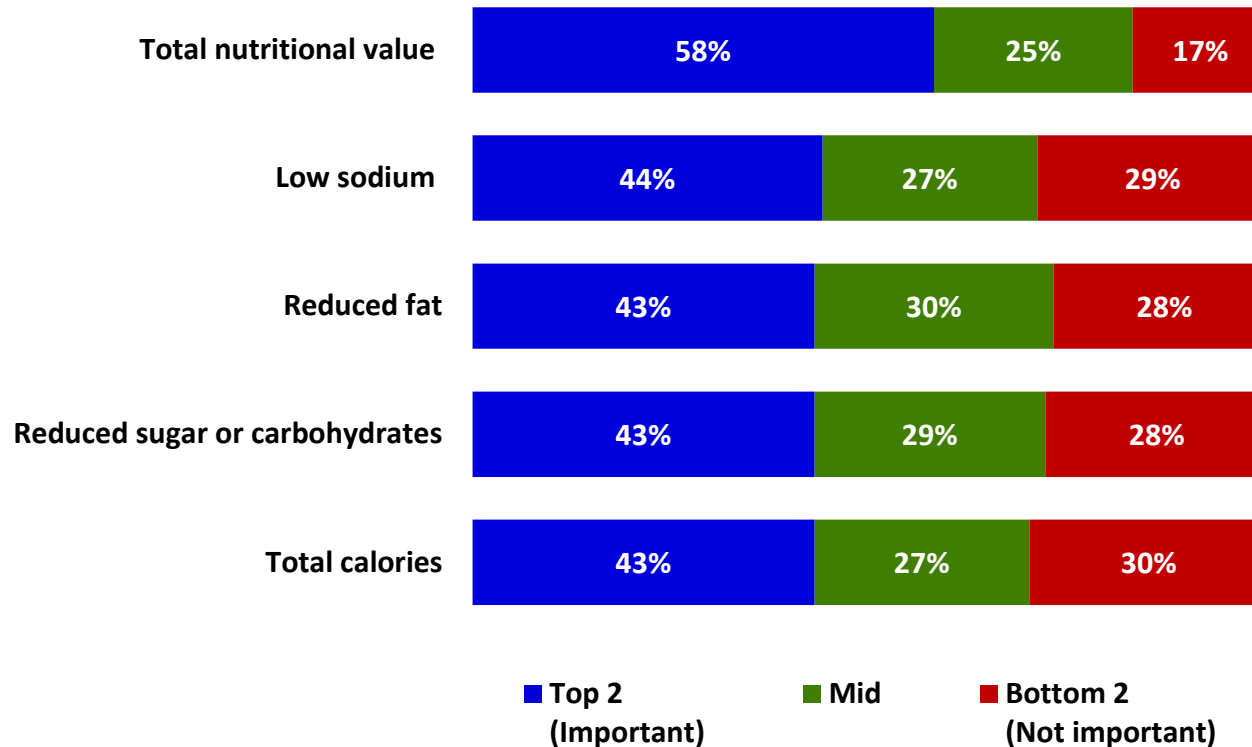


When deciding what item to order in a restaurant, how important is each of the following factors?*[Please rank the factors where "1" is the most important]. (n=1000)

*Question added in 2011.

Important Considerations When Ordering

When thinking about the overall healthfulness of food in restaurants, Americans believe the total nutritional value is most important. This is further evidenced by the fact that equal (and significant) numbers of Americans rate a variety of specific additional factors as important.

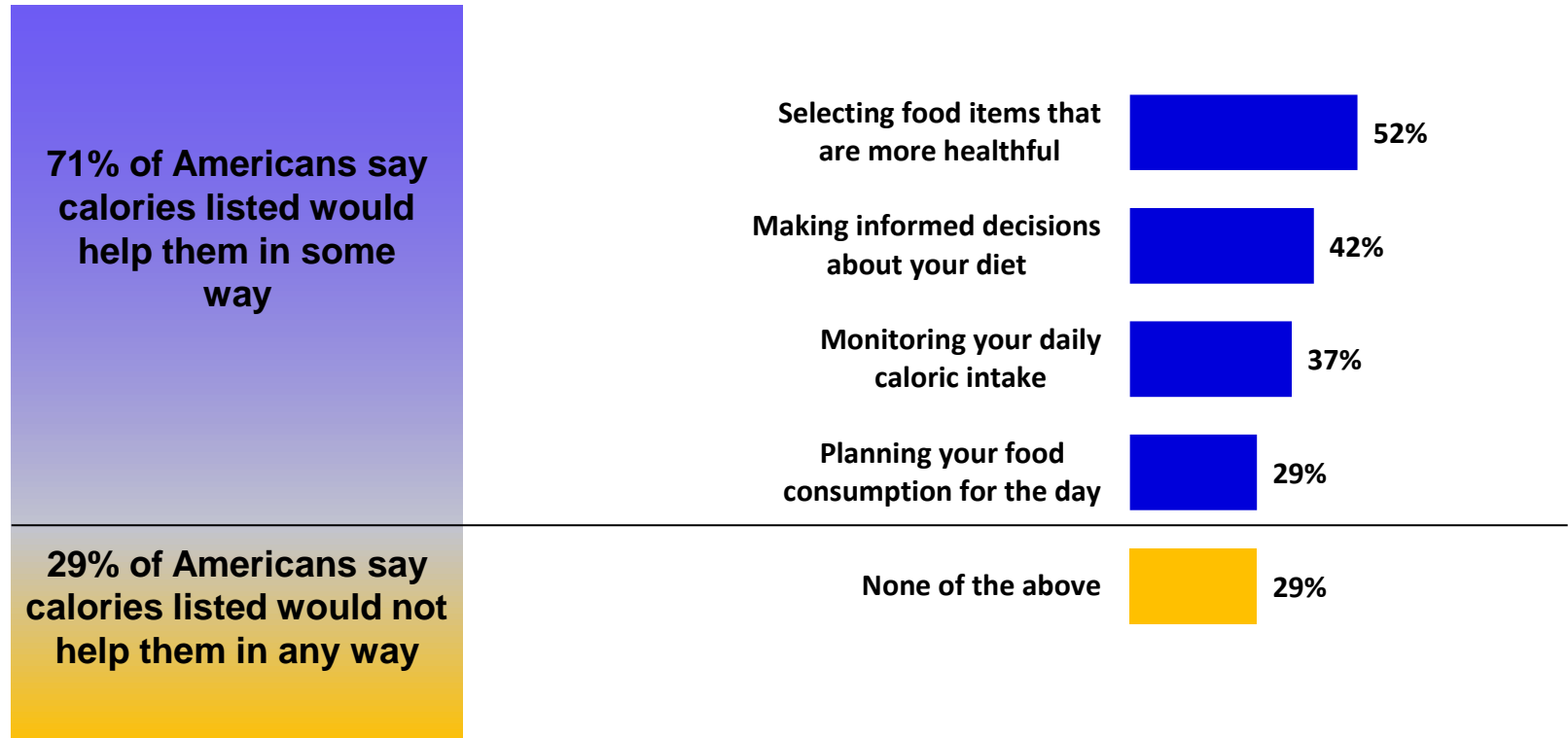


Specifically, thinking about the overall healthfulness of meals you order in a restaurant, how important is each of the following when selecting a menu item?* [Select one] (n=1000)

*Question added in 2011.

Help Provided By Calories on Menus

Seven in ten Americans believe that calories on menus would help them in some way with “selecting foods that are more healthful” chosen most often.



Which of the following would calories listed on a menu help you achieve?* [Select all that apply] (n=1000)

*Question added in 2011.



INTERNATIONAL
FOOD INFORMATION
COUNCIL FOUNDATION

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Washington, DC 20036
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Web: <http://www.foodinsight.org>

INTERNATIONAL FOOD INFORMATION COUNCIL FOUNDATION

2011 FOOD & HEALTH SURVEY



Consumer Attitudes Toward Food Safety,
Nutrition & Health

A TRENDED SURVEY