



# Welcome!

Health Professional Webcast

*July 21, 2011*

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INTERNATIONAL FOOD INFORMATION COUNCIL FOUNDATION



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COUNCIL FOUNDATION

# 2011 FOOD & HEALTH SURVEY

Consumer Attitudes Toward Food Safety,  
Nutrition & Health

A TRENDED SURVEY

# Today's Speakers:

- **Moderator:**

- Carrie Dooher

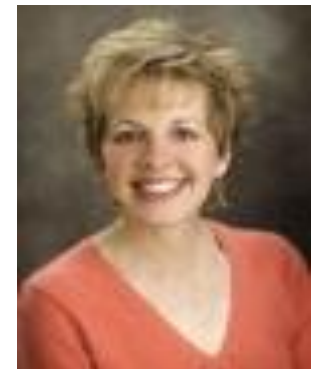
- Director, Trends & Consumer Insights*



- **Presentation of the Findings:**

- Marianne Smith Edge, MS, RD, LD, FADA

- Senior Vice President, Food Safety  
and Nutrition*



# Today's Speakers:

- **Presentation of the Findings:**

- Wendy Reinhardt-Kapsak, RD  
*Senior Director, Health & Wellness*

- Ann Bouchoux  
*Senior Director of Nutrients;  
Editor of Food Insight*

- Lindsey Loving  
*Senior Director, Food Ingredients &  
Technology*



Please send all questions to: [foodandhealth@ific.org](mailto:foodandhealth@ific.org)

We will answer questions at the end of the webcast.

Please follow us @foodinsight, #foodinsight

A PDF copy of these slides will be available after the web cast at IFIC's *Food & Health Survey* Resources: [http://www.foodinsight.org/Resources/Detail.aspx?topic=2011\\_Food\\_Health\\_Survey\\_Consumer\\_Attitudes\\_Toward\\_Food\\_Safety\\_Nutrition\\_Health](http://www.foodinsight.org/Resources/Detail.aspx?topic=2011_Food_Health_Survey_Consumer_Attitudes_Toward_Food_Safety_Nutrition_Health)

# International Food Information Council Foundation

## Mission:

*To effectively communicate science-based information on health, nutrition, and food safety for the public good.*

Primarily supported by the broad-based food, beverage and agricultural industries.

<http://www.foodinsight.org>



# The IFIC Foundation *Food & Health Survey*

International Food Information Council (IFIC) Foundation  
**2006 FOOD & HEALTH SURVEY**  
Consumer Attitudes toward Food, Nutrition & Health

International Food Information Council (IFIC) Foundation  
**2007 FOOD & HEALTH SURVEY**  
Consumer Attitudes toward Food, Nutrition & Health

International Food Information Council (IFIC) Foundation  
**2008 FOOD & HEALTH SURVEY**  
Consumer Attitudes toward Food, Nutrition & Health

International Food Information Council (IFIC) Foundation  
**2009 FOOD & HEALTH SURVEY**  
Consumer Attitudes toward Food, Nutrition & Health

International Food Information Council (IFIC) Foundation  
**2010 Food & Health Survey**  
Consumer Attitudes Toward Food Safety, Nutrition, & Health

2006

2007

2008

2009

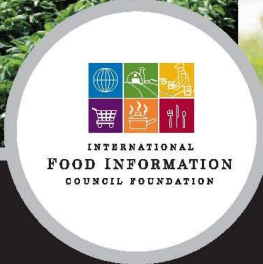
2010

INTERNATIONAL FOOD INFORMATION COUNCIL FOUNDATION

**2011 FOOD & HEALTH SURVEY**

Consumer Attitudes Toward Food Safety, Nutrition & Health

<http://www.foodinsight.org>



INTERNATIONAL FOOD INFORMATION COUNCIL FOUNDATION

# 2011 FOOD & HEALTH SURVEY

Consumer Attitudes Toward Food Safety,  
Nutrition & Health

# Methodology:

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

\*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.

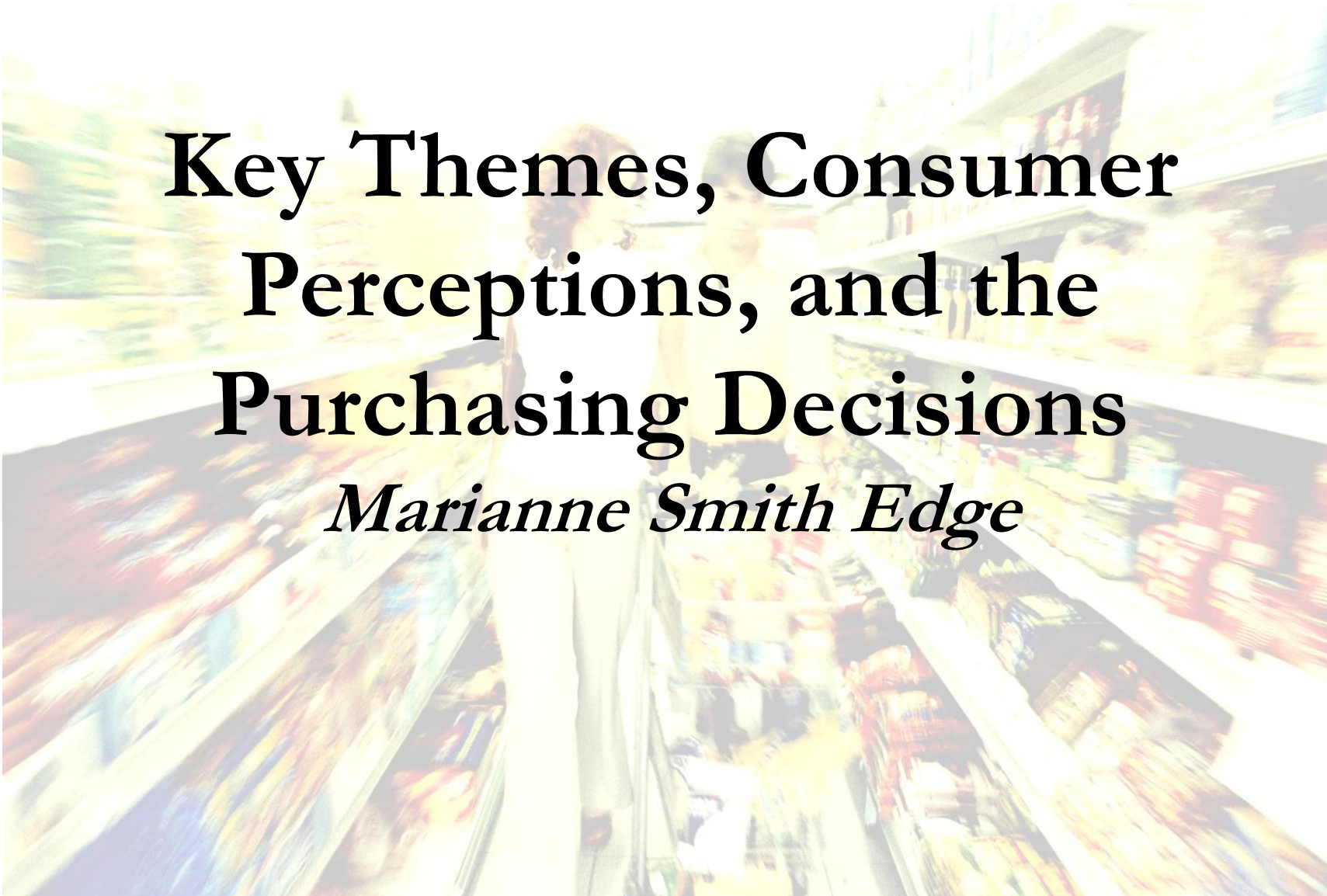
## NOTES:

- 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%.



# Key Objectives & Learnings:

- Understand consumer insights about today's major food & health topics.
- Identify misinformation and lack of understanding that exist for consumers about energy balance.
- Recognize consumers' knowledge gap between the recommended 2010 Dietary Guidelines actions and actual reported behavior.



# Key Themes, Consumer Perceptions, and the Purchasing Decisions

*Marianne Smith Edge*

# “It Is All About Food”



Food Safety and Inspection Service (FSIS)  
*Protecting public health through food safety and defense*



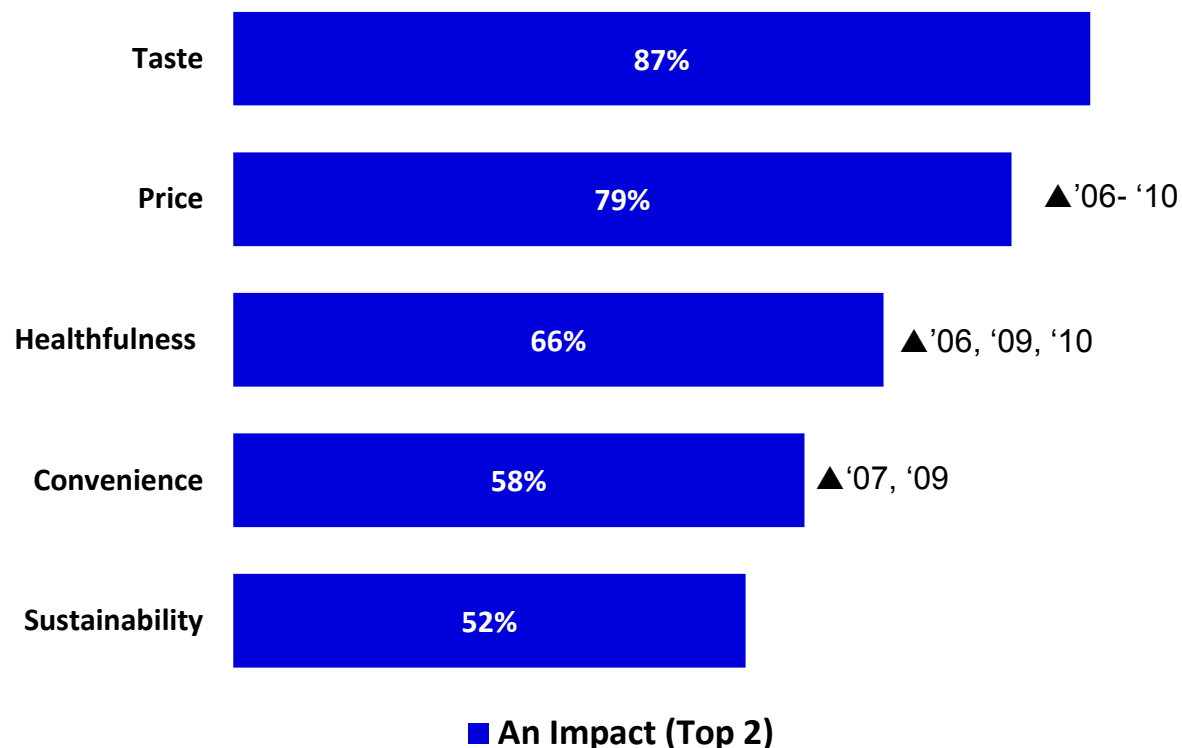
# Broad Takeaways:

- Consumers are increasingly concerned about the price of their food.
- While consumers say they are healthier, they are making fewer dietary changes and are less physically active.
- Consumers continue to be confused about the role calories play in their diet.
- Consumers want to know what *to eat* rather than what *not to eat*.



# 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)

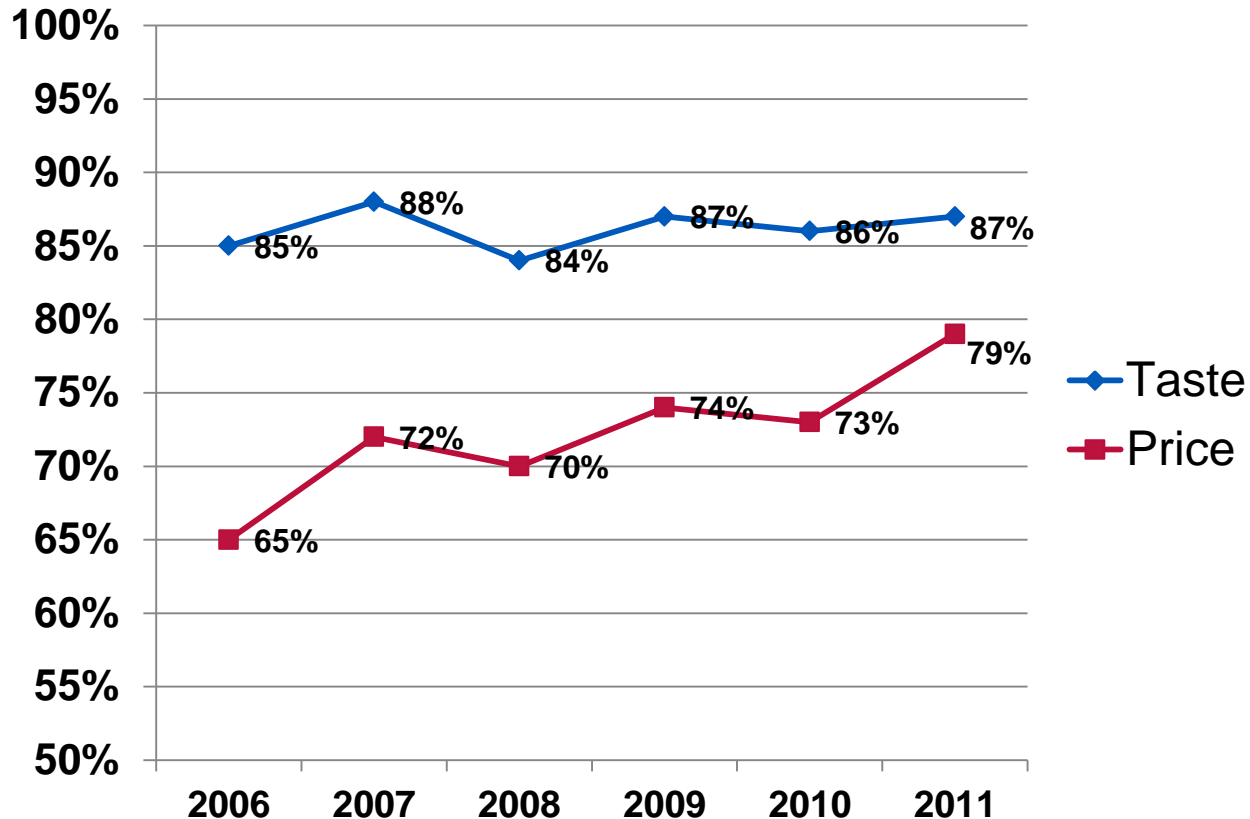
\*Question asked since 2006.

\*\* Sustainability added in 2011.

▲ / ▼ Significant increase/decrease from year indicated



# Price Approaches Taste as Top Influencer for Americans

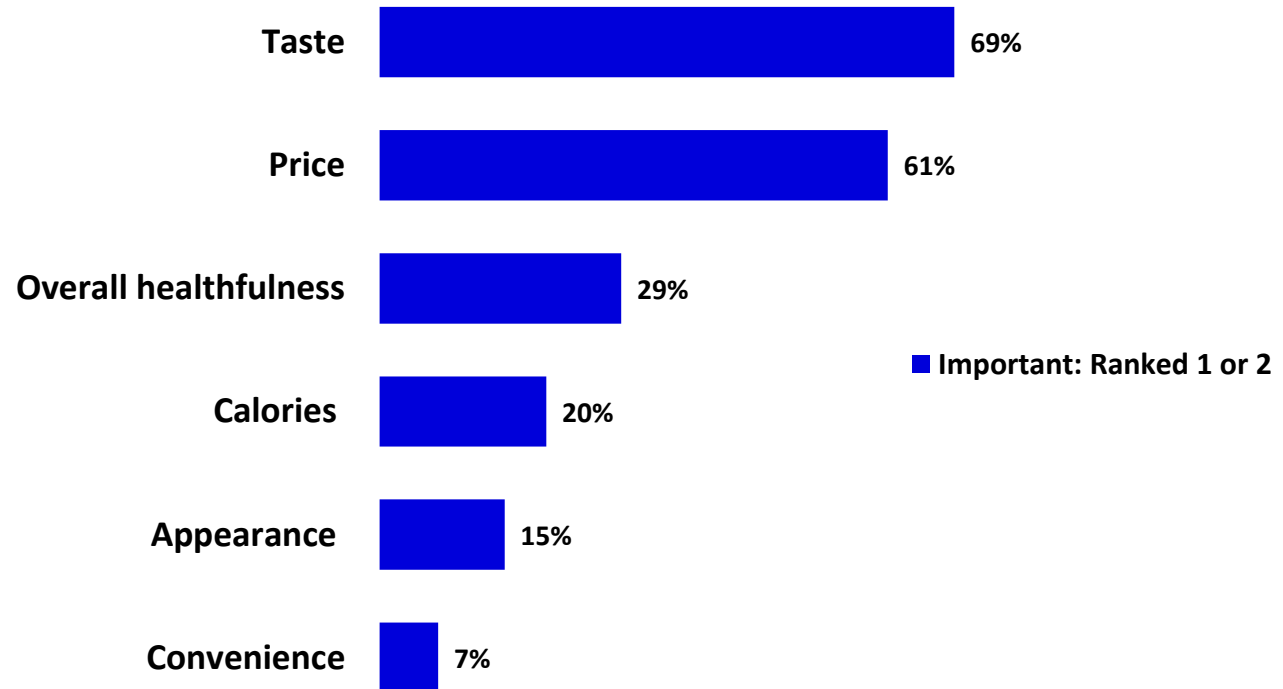


How much of an impact do the following have on your decision to buy foods and beverages?\*

[Scale: 1= "No impact at all" 5="A great impact"] (n=1000)

# Restaurant Ordering Considerations

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

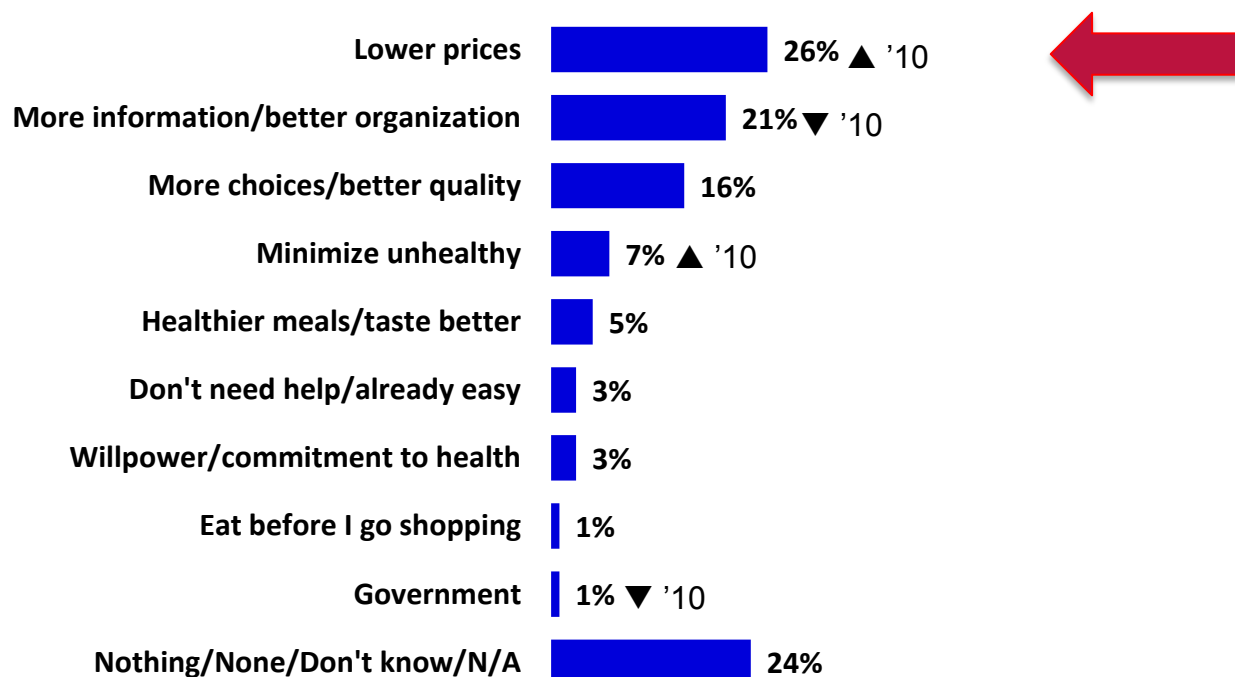


When deciding what item to order in a restaurant, how important is each of the following factors?\*[Please rank the factors where "1" is the most important]. (n=1000)

\*Question added in 2011.

# 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

1

# HEALTHY WEIGHT & ACTIVE LIFESTYLES

*Wendy Reinhardt Kapsak*

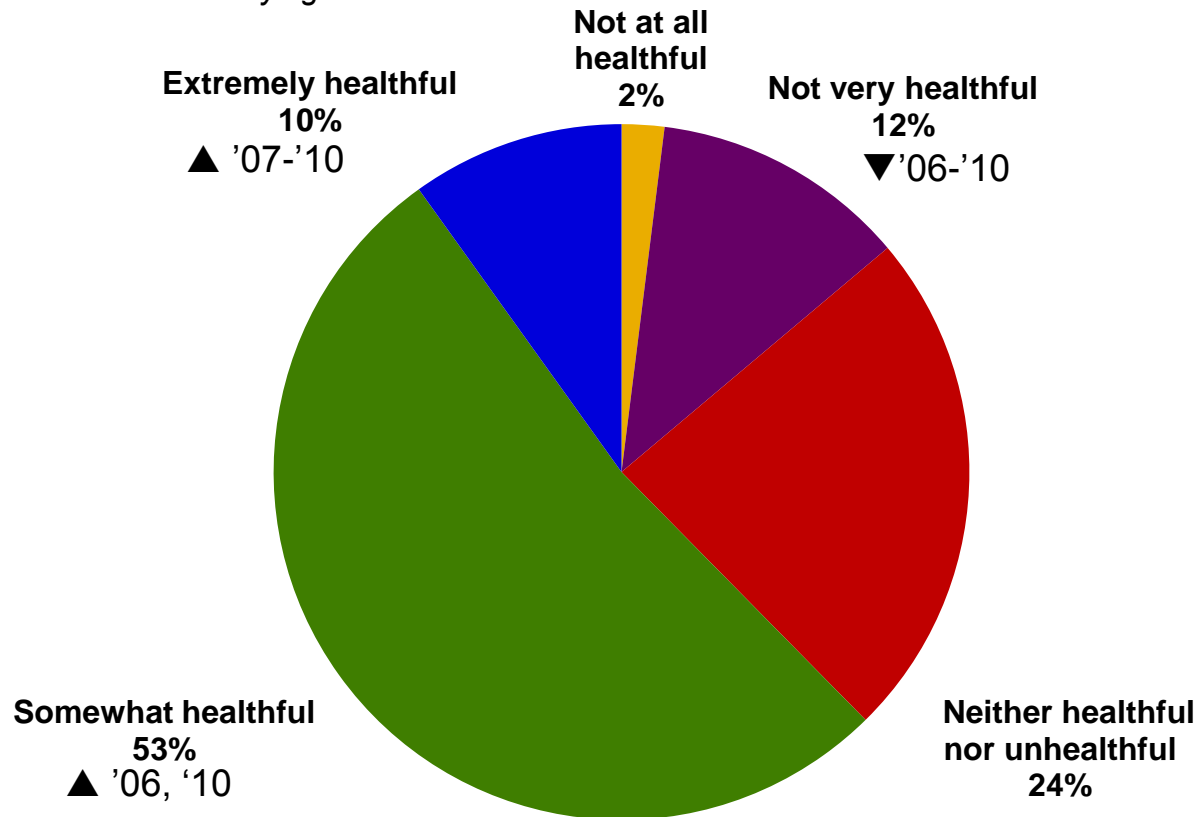
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# Perceptions of Diet

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.”



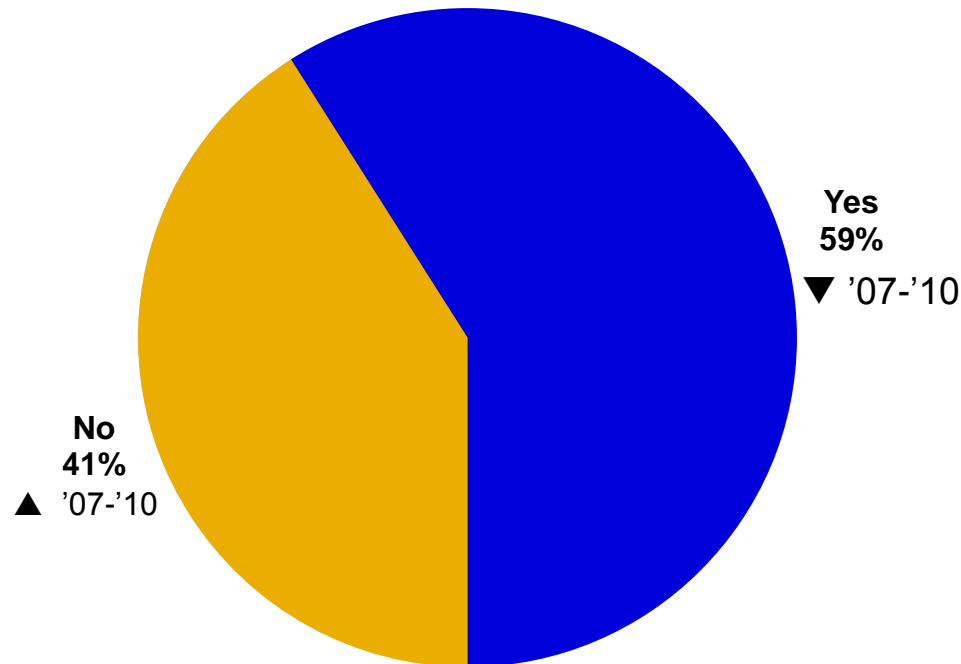
How would you rate the healthfulness of your overall diet? Again, by “diet” we mean everything you consume, including foods; beverages; and vitamin, mineral, and other dietary supplements.\*  
[Select one] (n=1000)

\*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.*



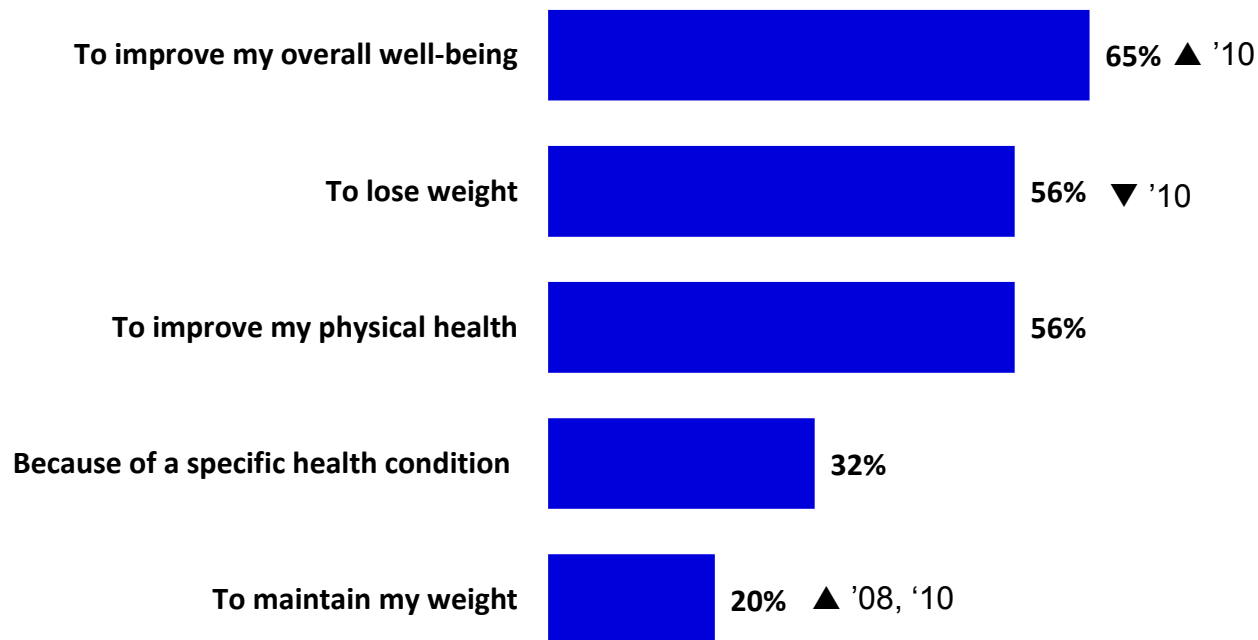
**Over the past six months, have you made any changes in an effort to improve the healthfulness of your diet?\***  
[Select one] (n=1000)

\*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."

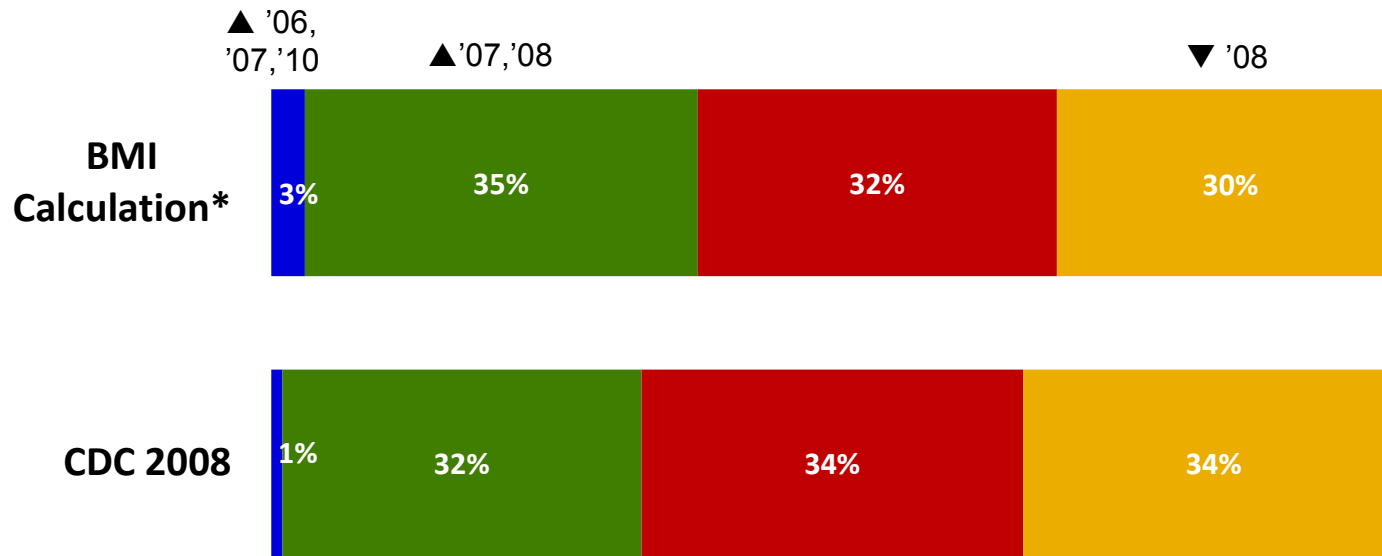
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# Weight Management

# 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%

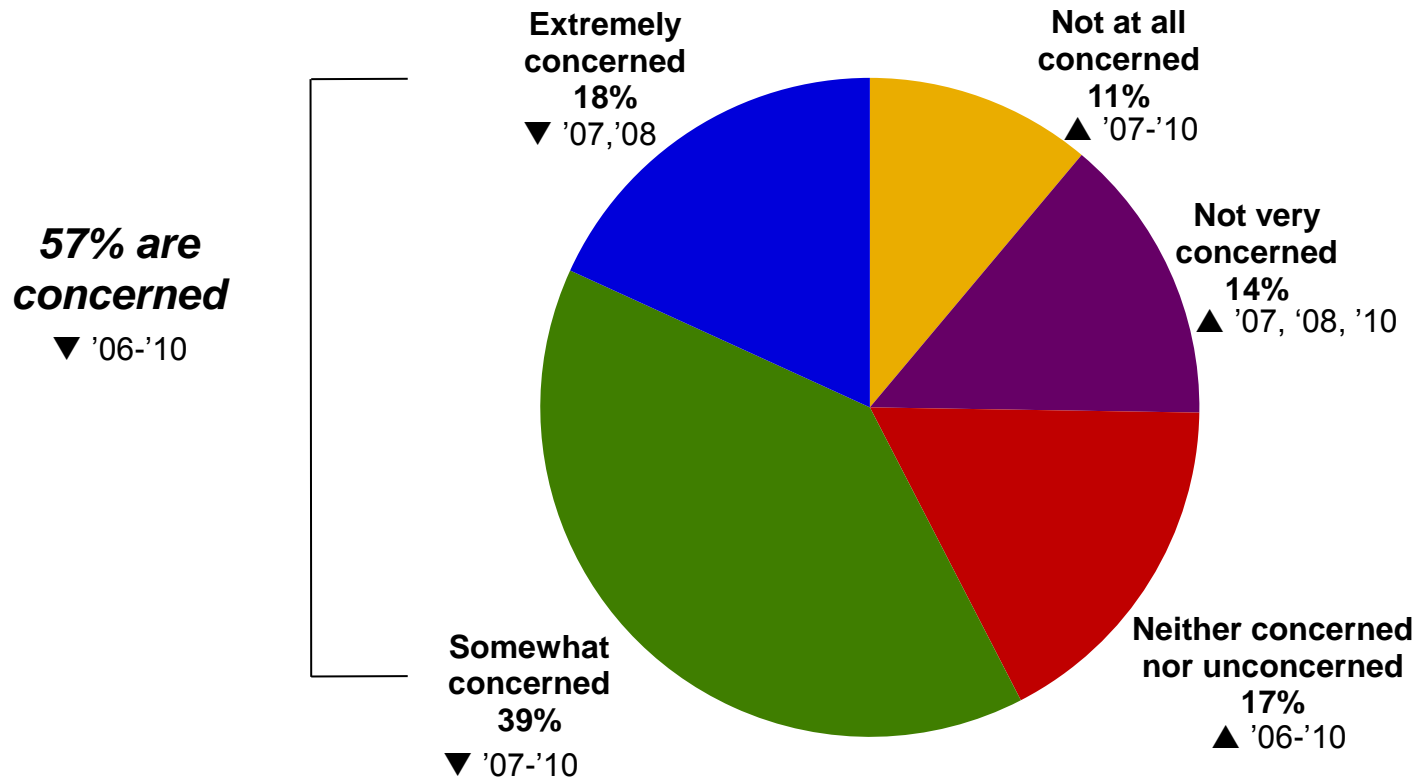
\*Questions asked since 2006. Darker blue indicates accurate perception; Lighter blue indicates misperception.

\*\* 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 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)

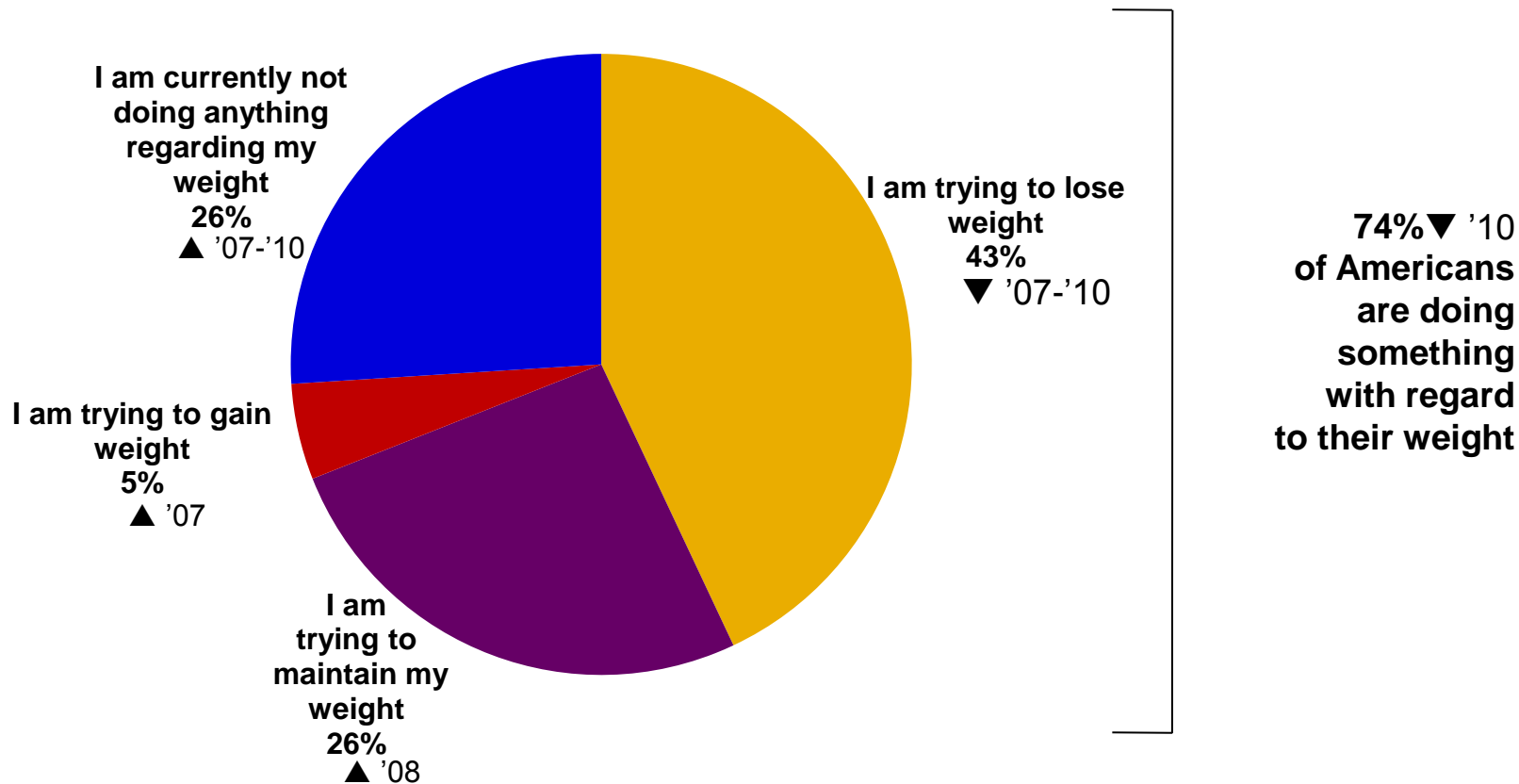
\*Question asked since 2006.

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

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# 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.



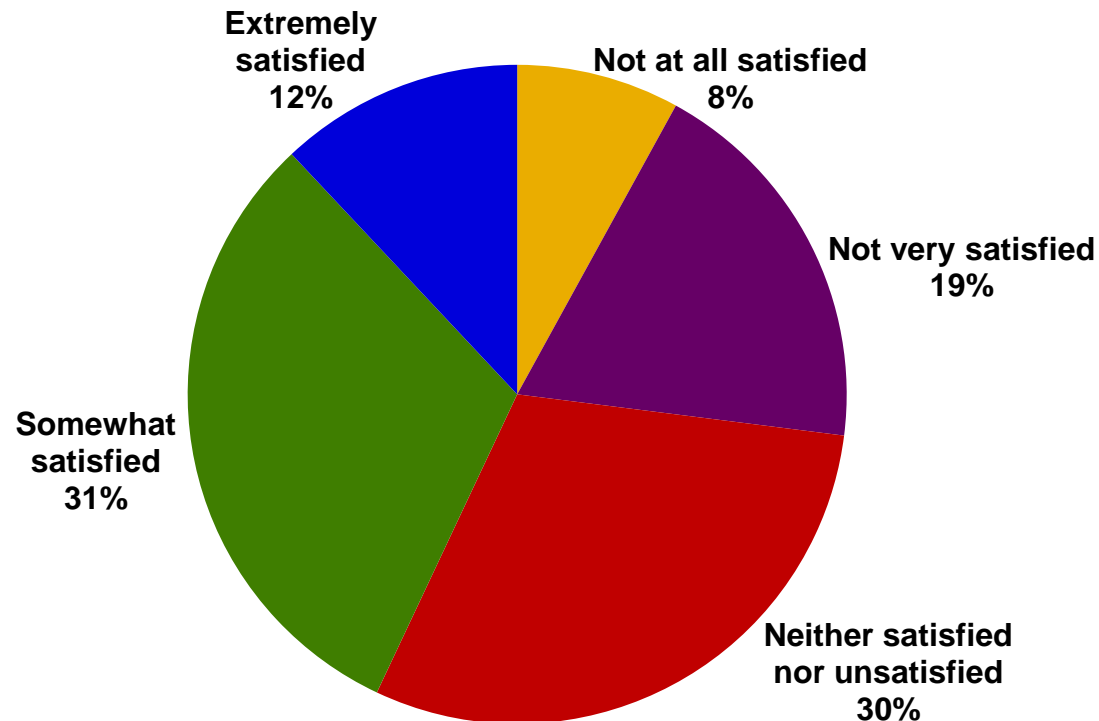
Which of the following best describes what you are currently doing regarding your weight?\*[Select one] (n=1000)

\*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.*



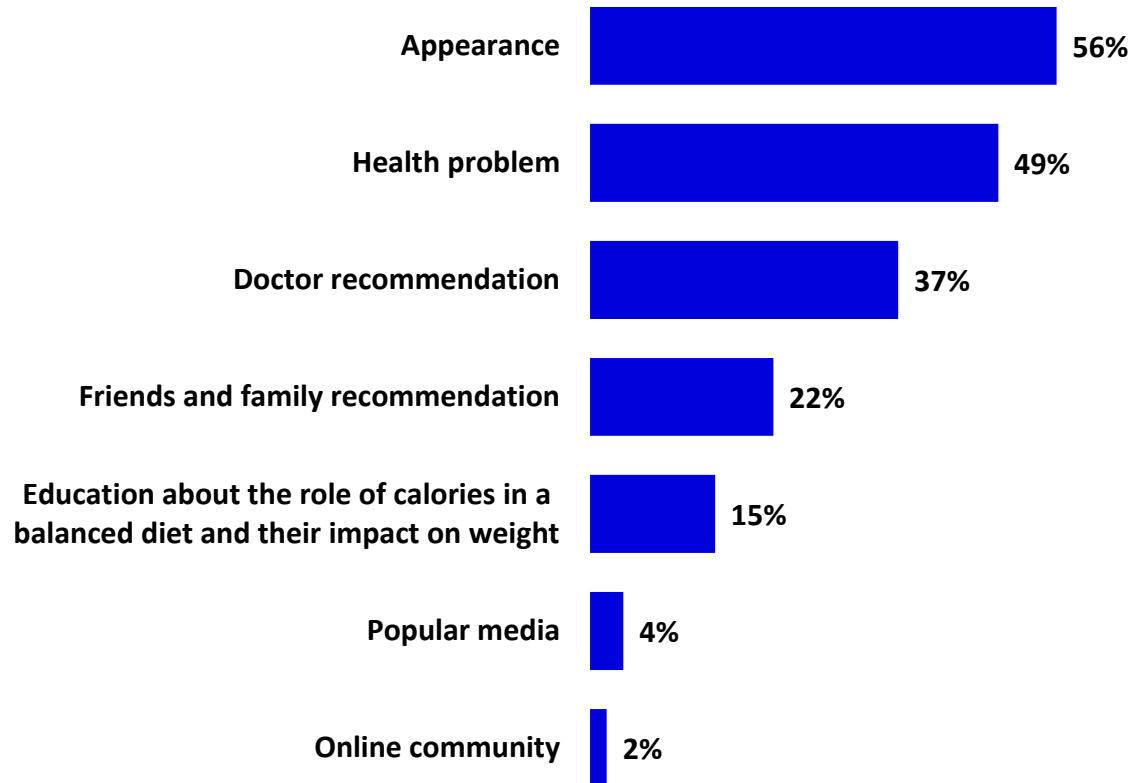
**[IF TRYING TO LOSE/MAINTAIN WEIGHT] Thinking about your ability to stay on track when it comes to losing/maintaining your weight, how satisfied are you with your progress?\* [Select all that apply] (n=689)**

\*Question added in 2011.

▲ / ▼ Significant increase/decrease from year indicated

# Motivators for Taking Action to Manage Weight

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

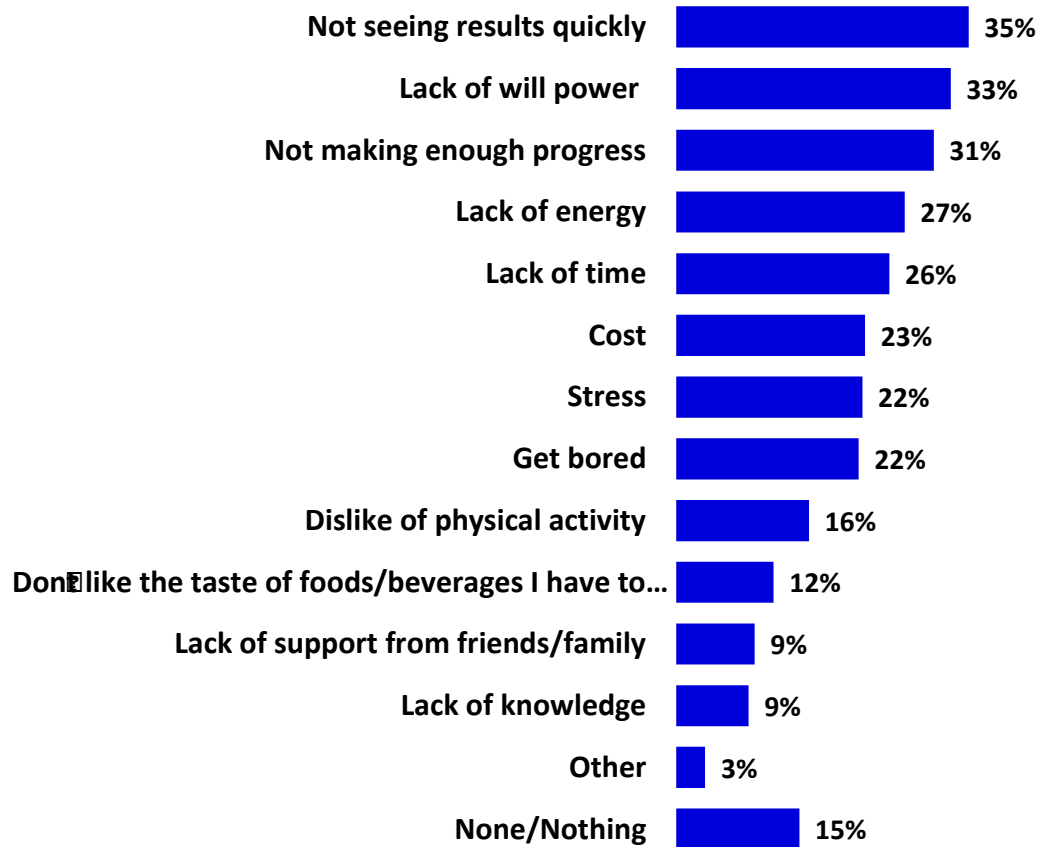


**What has, or would, motivate you to take action to lose/manage weight?\***  
**[Select all that apply] (n=1000)**

\*Question added in 2011.

# 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.*



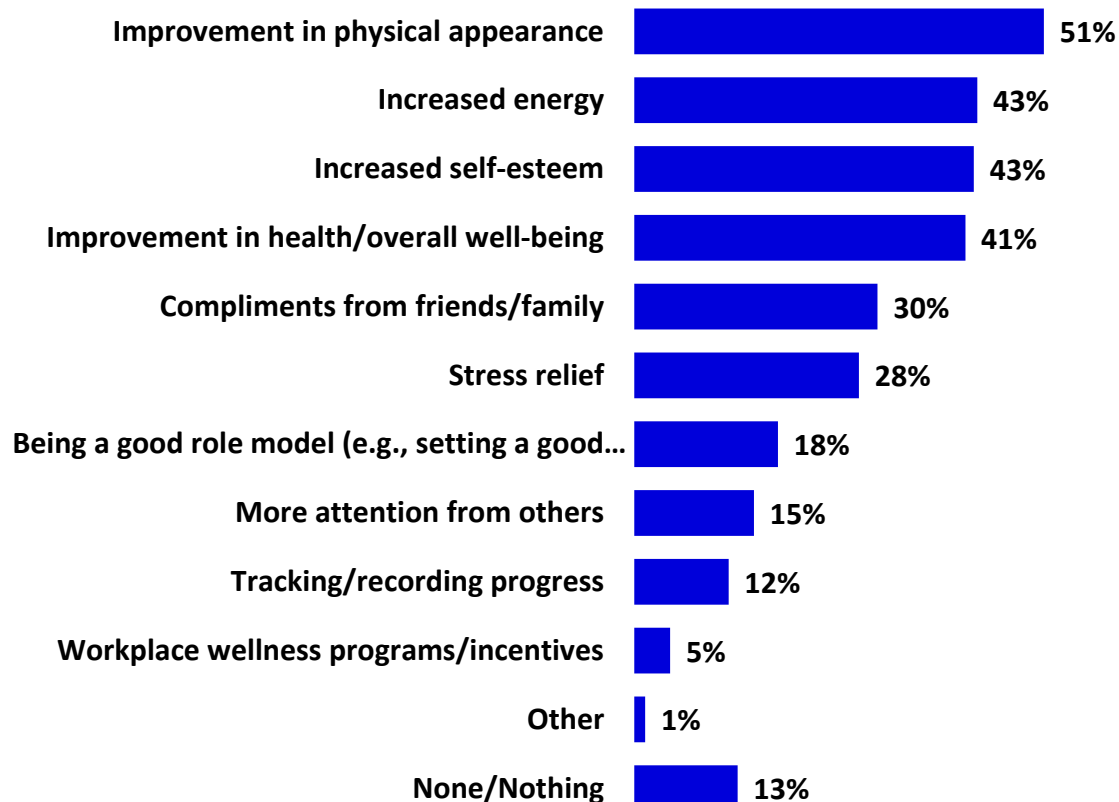
**[IF TRYING TO LOSE/MAINTAIN WEIGHT] In your effort to [lose/maintain] weight, which of the following discourages you from staying on track?\* [Select all that apply] (n=689)**

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



# 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.*

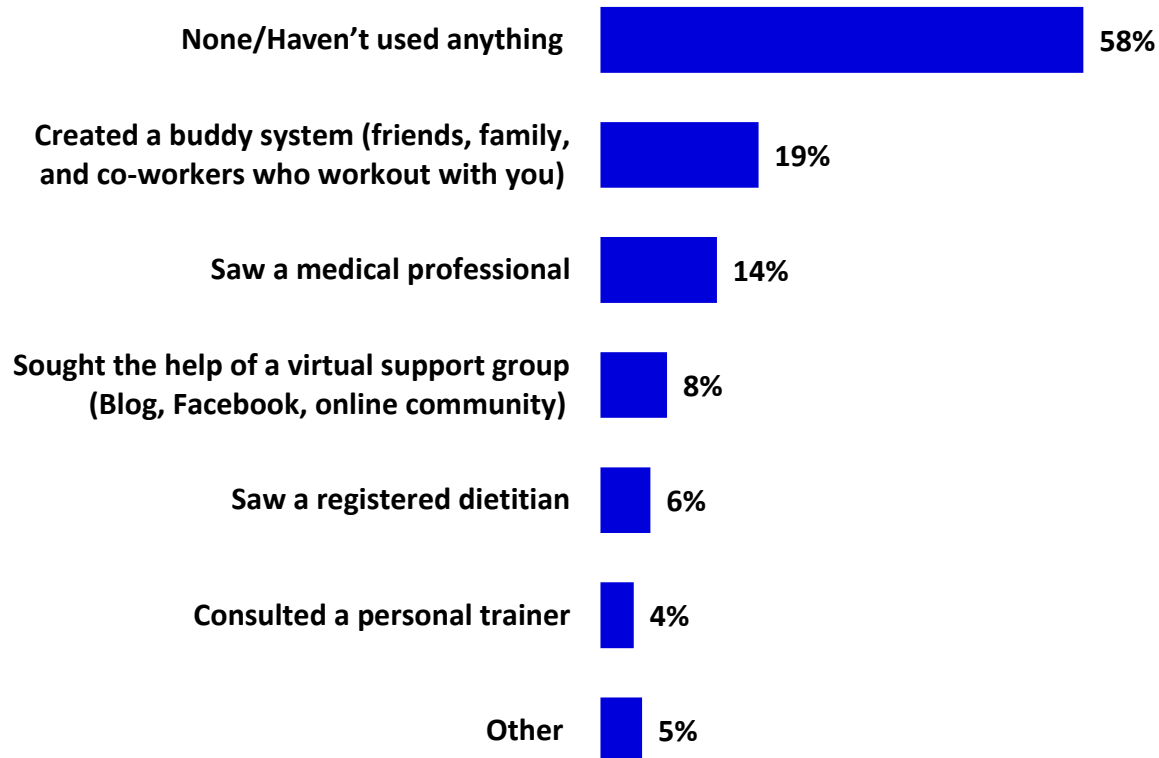


**[IF TRYING TO LOSE/MAINTAIN WEIGHT] In your effort to [lose/maintain] weight, which of the following encourages you to stay on track?\* [Select all that apply] (n=689)**

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

# 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)

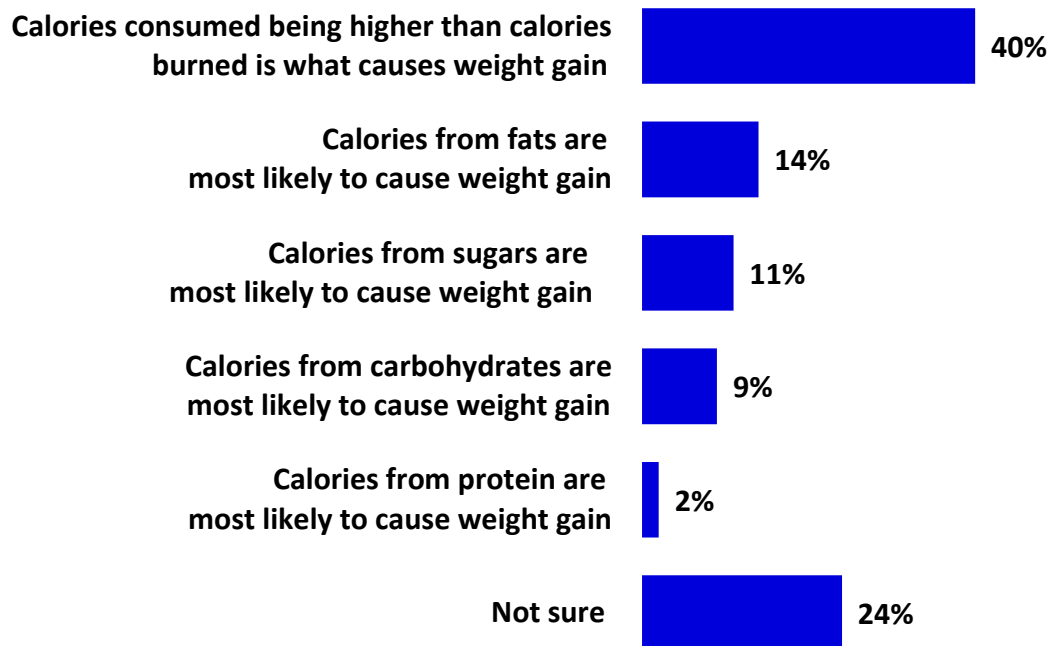
\*Question added in 2011.

# Calories and Energy Balance



# 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.

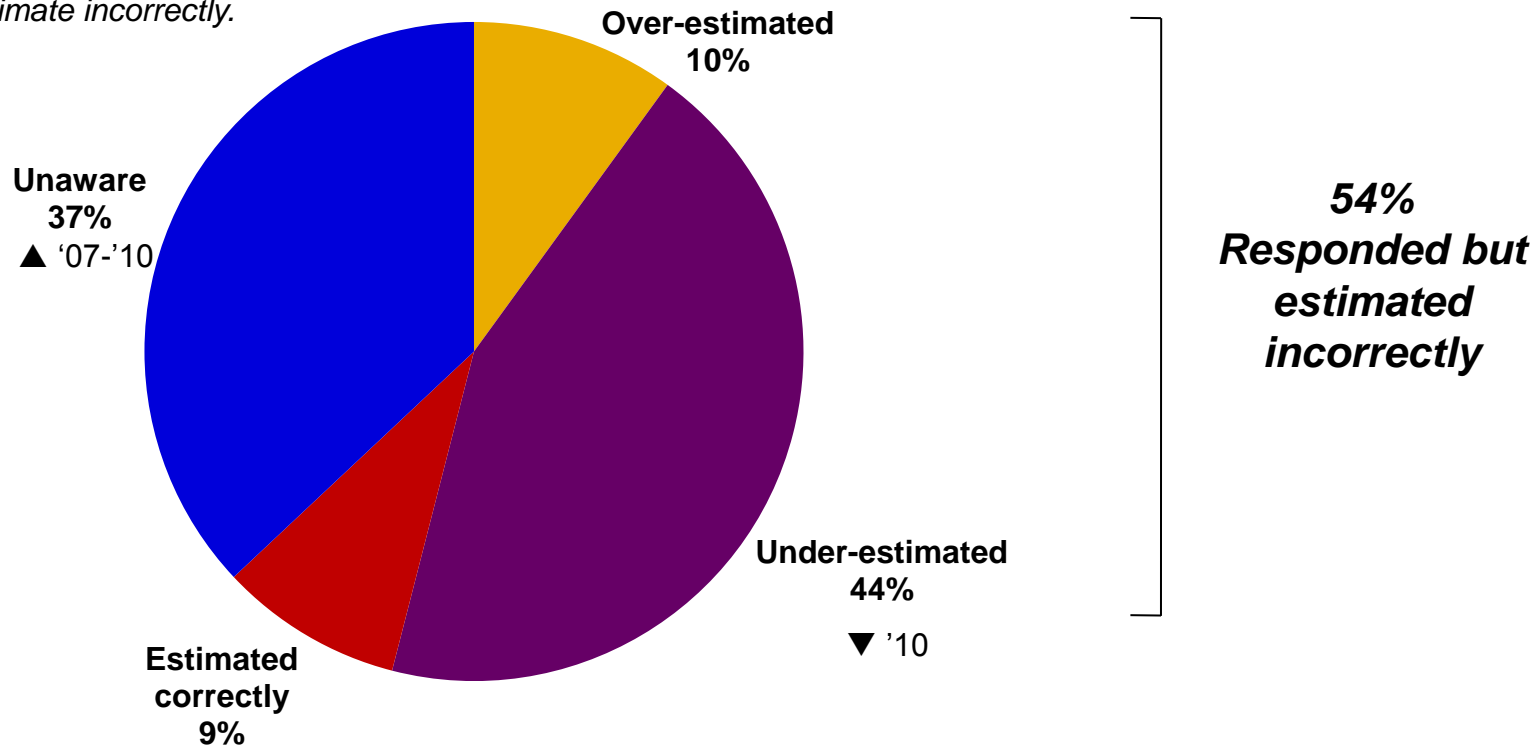


Which of the following statements do you agree with regarding the relationship between calories and weight gain?\* [Select one] (n=1000)

\*Responses changed in 2011.

# 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 Estimated Energy Requirements (EER) equations from the Institute of Medicine. Dietary Reference Intakes for Energy, Carbohydrate, Fiber, Fat, Fatty Acids, Cholesterol, Protein, and Amino Acids. Washington (DC): The National Academies Press: 2002."

\*\* 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

# 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
<b>Don't Know</b>	49% ▲ '10	60% ▲ '10
<b>1000 or less</b>	10% ▲ '10	24% ▼ '10
<b>1001-1500</b>	14% ▼ '10	6%
<b>1501-2000</b>	14% ▼ '10	5% ▼ '10
<b>2001-2500</b>	7% ▼ '10	2%
<b>More than 2500</b>	6% ▼ '10	3%
<b>Mean (excludes outliers**)</b>	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?”

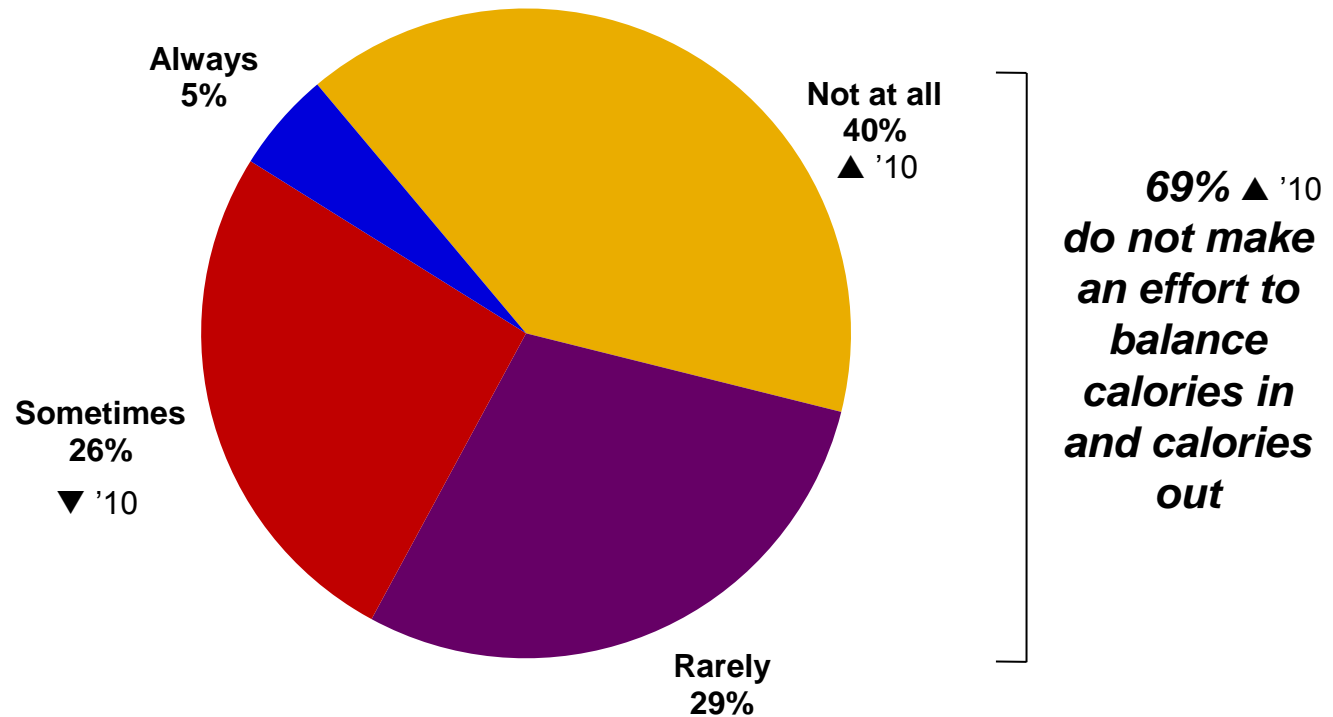
\*\* Outliers: Responses of 5000 or more have been excluded.

▲ / ▼ Significant increase/decrease from year indicated



# 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.



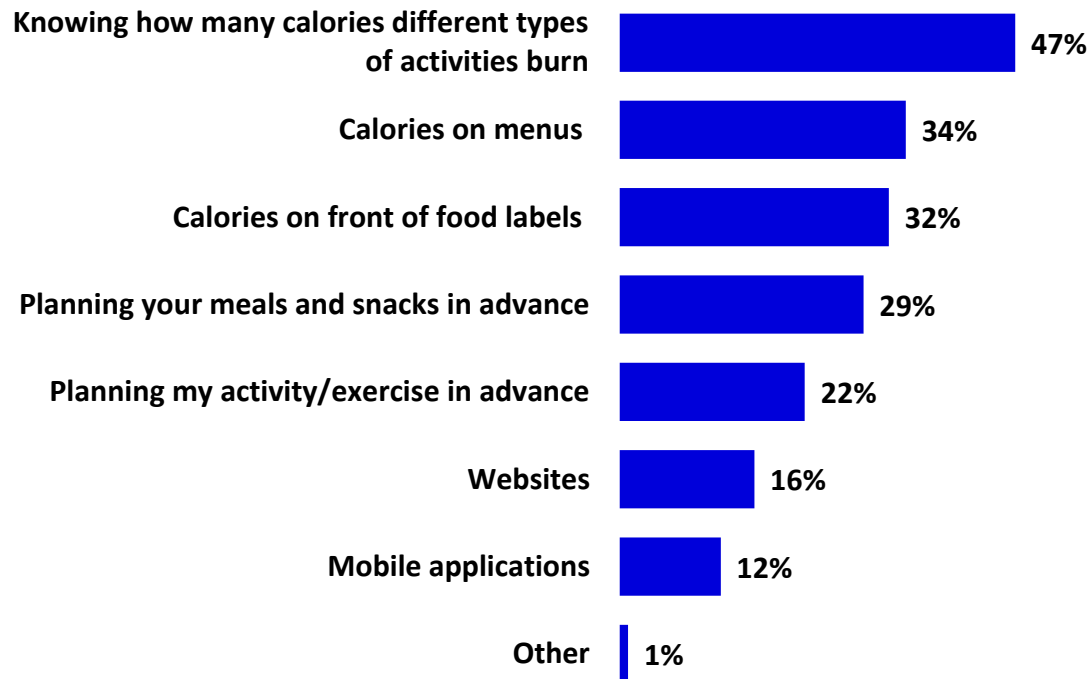
To what extent, if at all, do you make a conscious effort to monitor the balance between how many calories you consume and how many calories you “burn”/use per day?\* [Select one] (n=1000)

\*Question added in 2010.

▲ / ▼ Significant increase/decrease from year indicated

# 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?\*

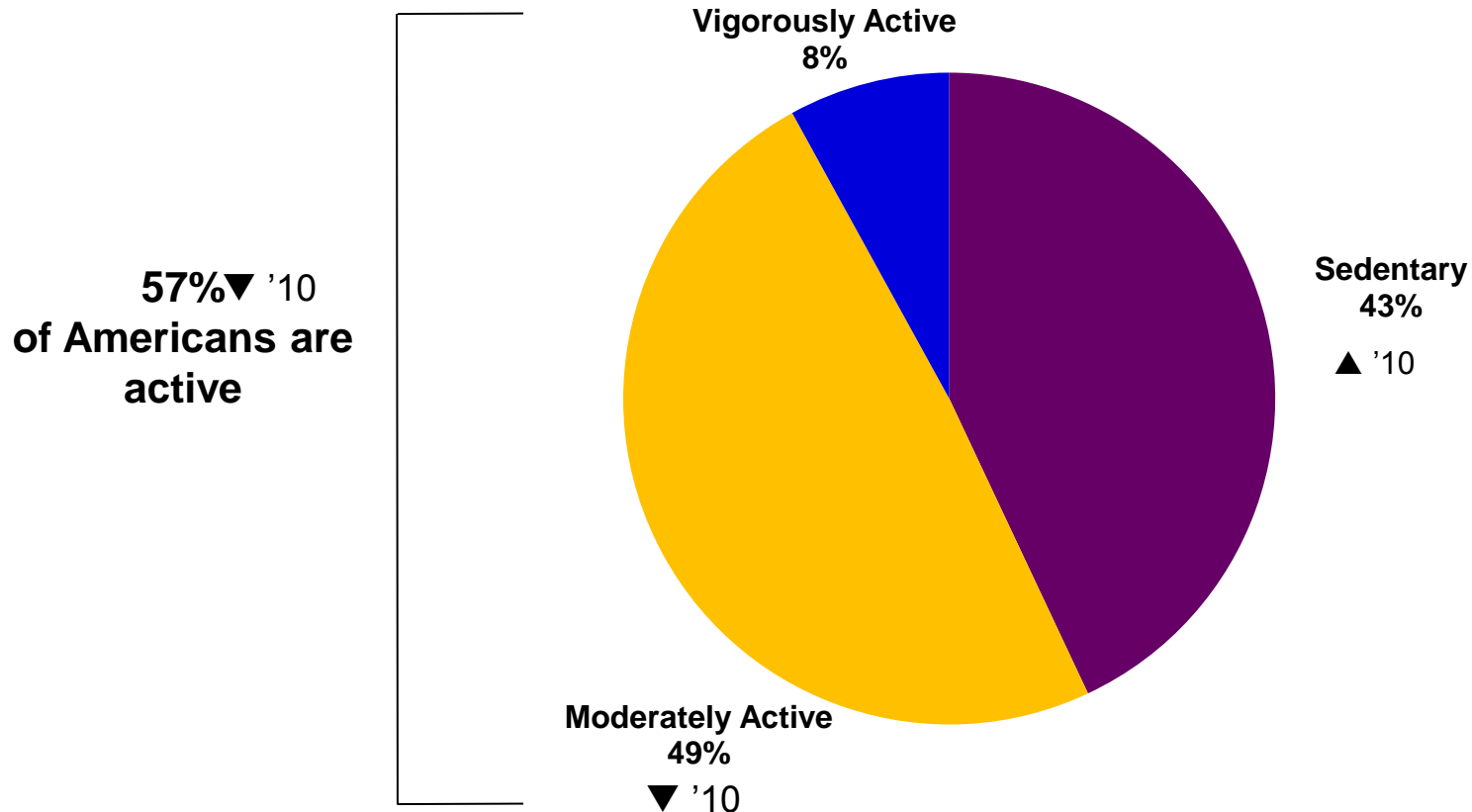
[Select all that apply] (n=1000)

\*Question added in 2011.



# 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)

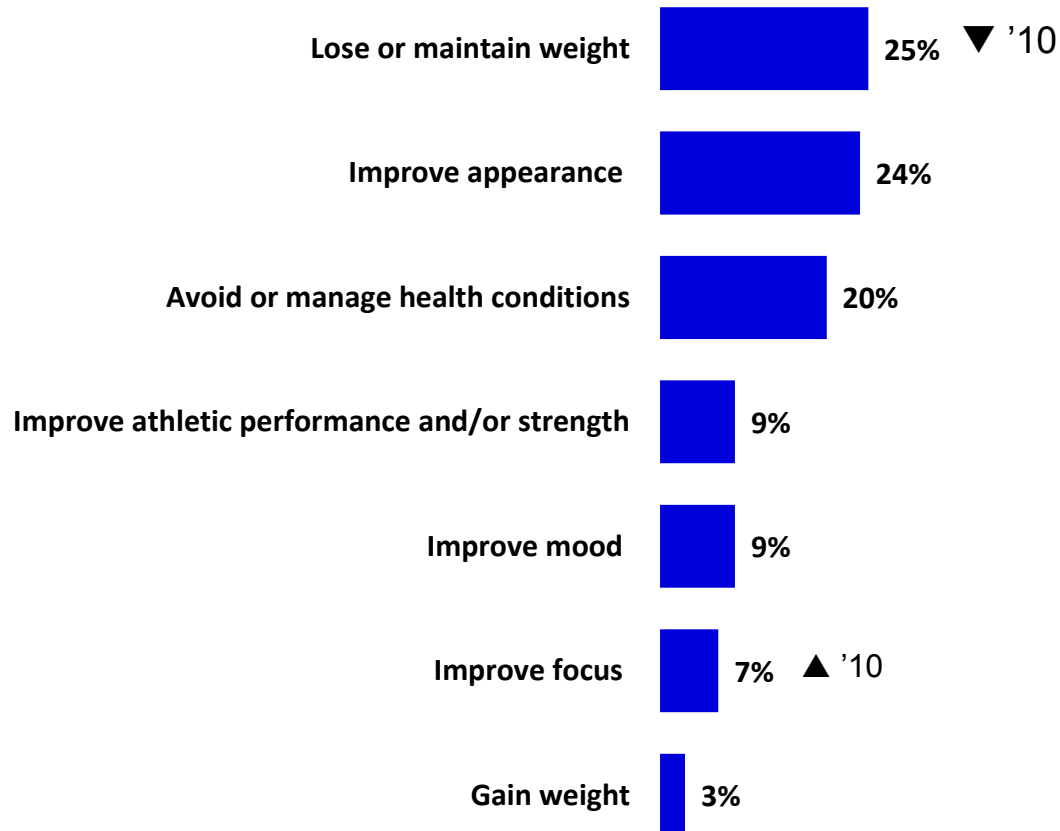
\*Question added in 2010.

\*\* 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

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

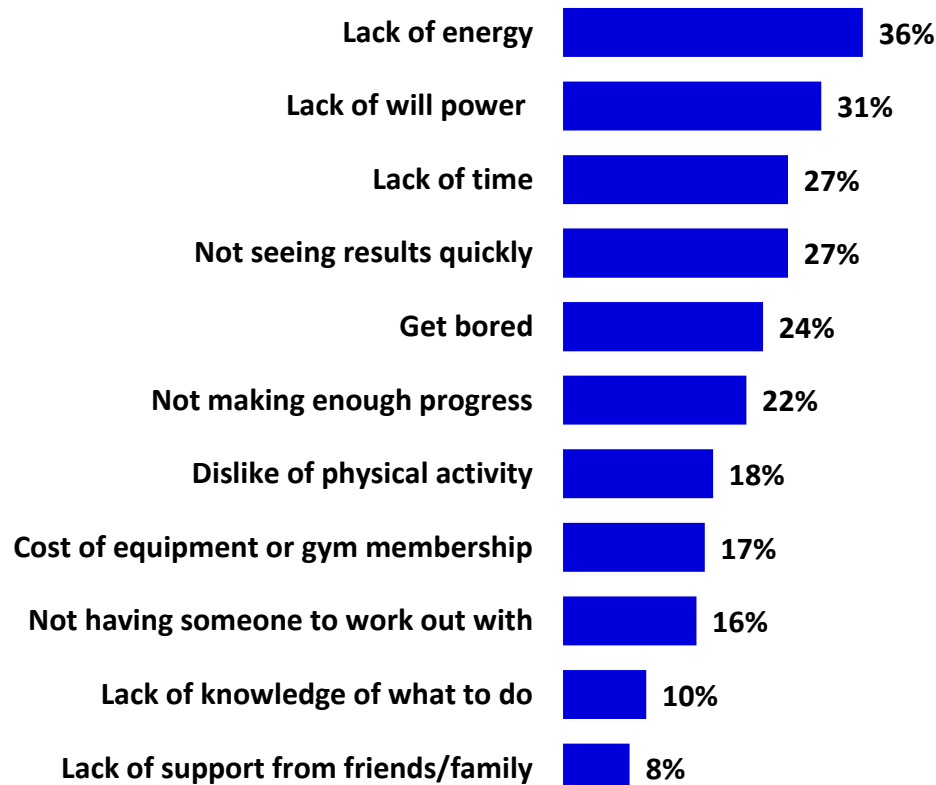
\*\* Meets physical activity guidelines calculated as follows:

- 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.

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# 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.*



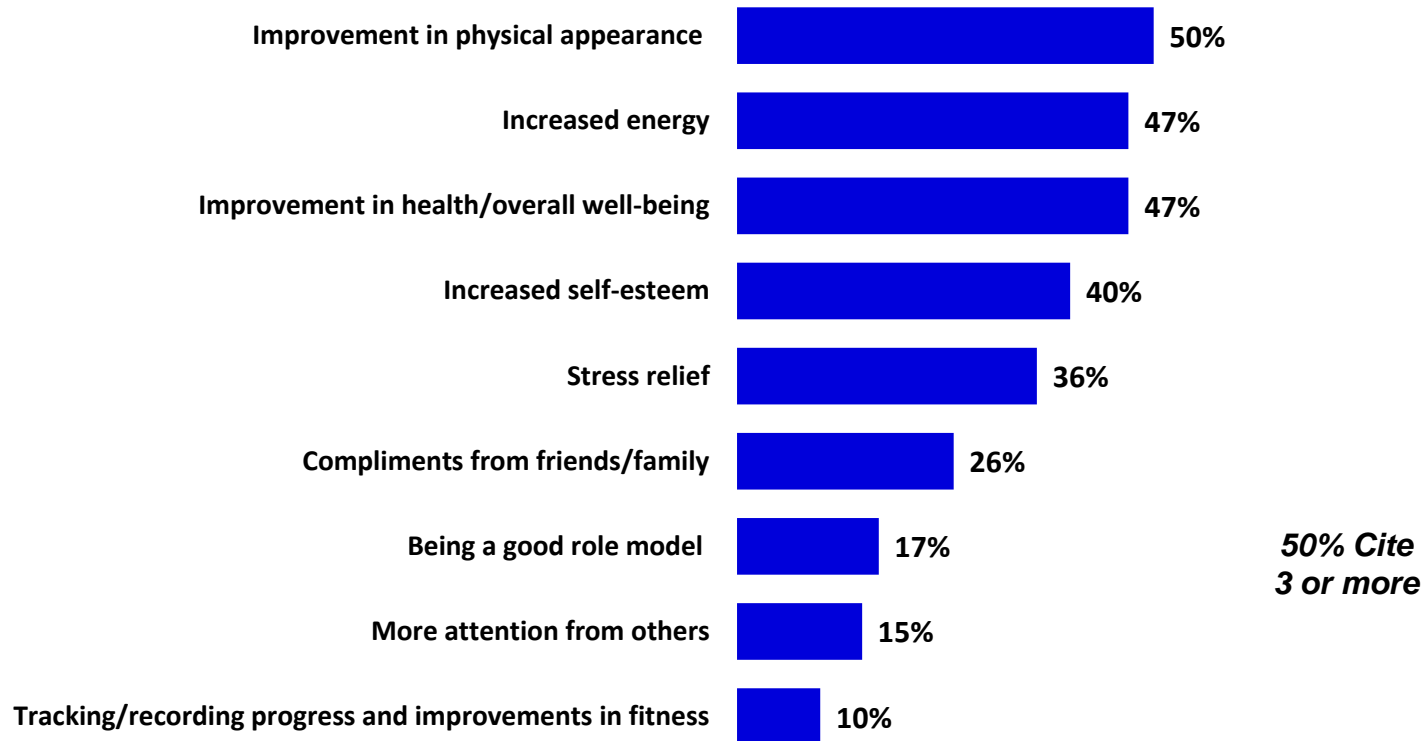
Which of the following discourages you from being physically active or staying on track with your exercise routine?\* [Select all that apply] (n=1000)

\*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.

2011 FOOD & HEALTH SURVEY


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# DIETARY COMPONENTS

*Ann Bouchoux & Lindsey Loving*

Please send all questions to: [foodandhealth@ific.org](mailto:foodandhealth@ific.org)

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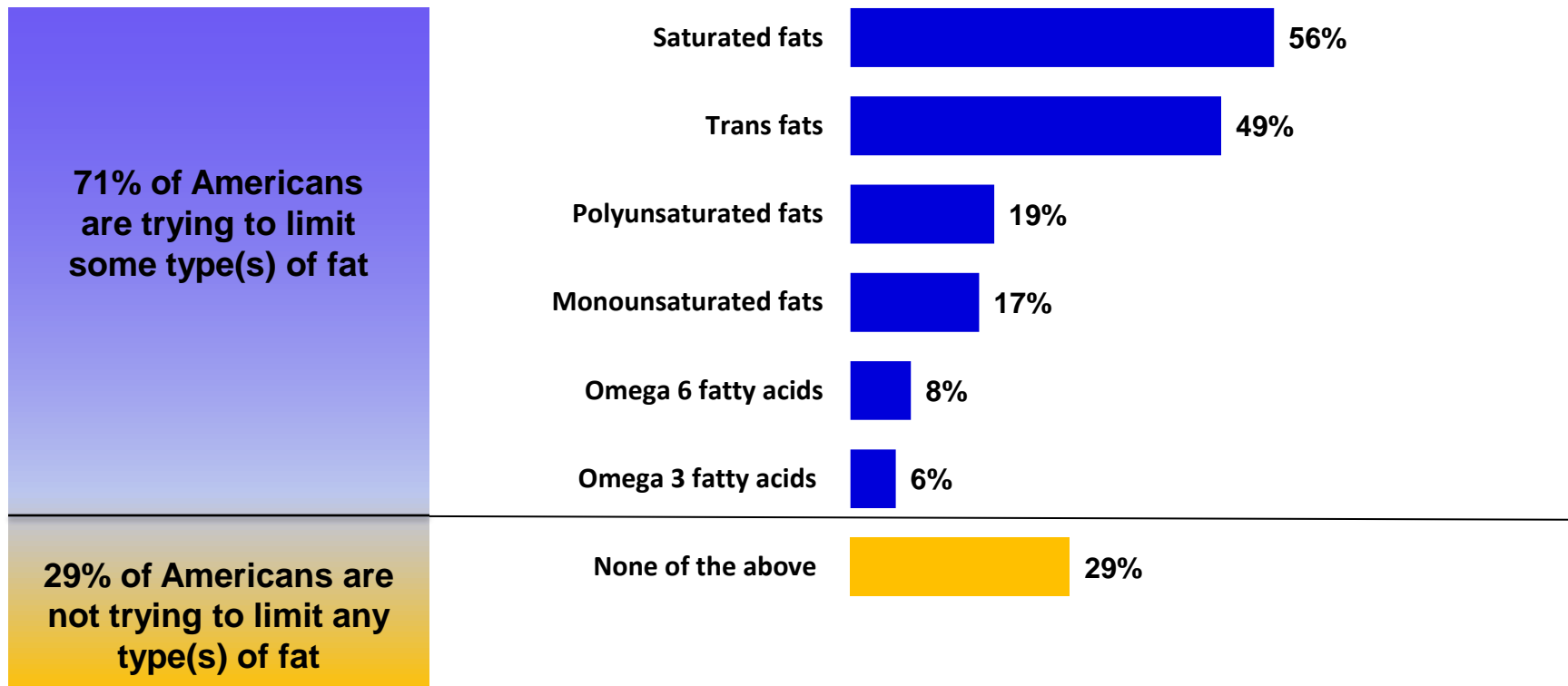


# Dietary Components: Fats

*Ann Bouchoux*

# Trying to Limit Fats

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

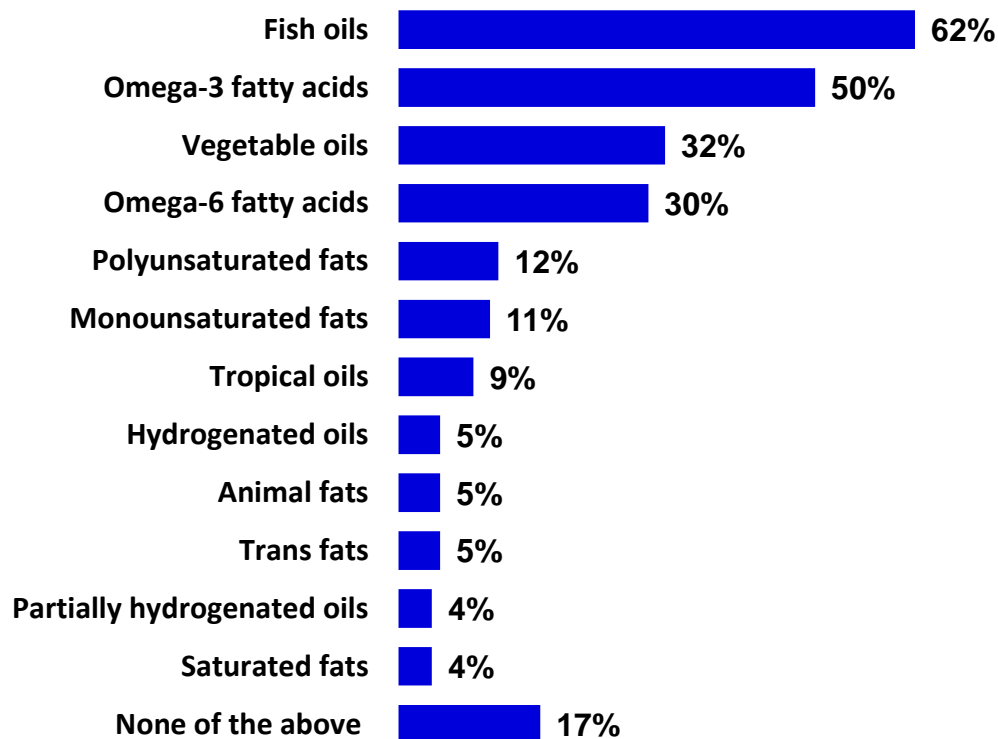


Which of the following are you trying to limit?\* [Select all that apply] (n=1000)

\*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.



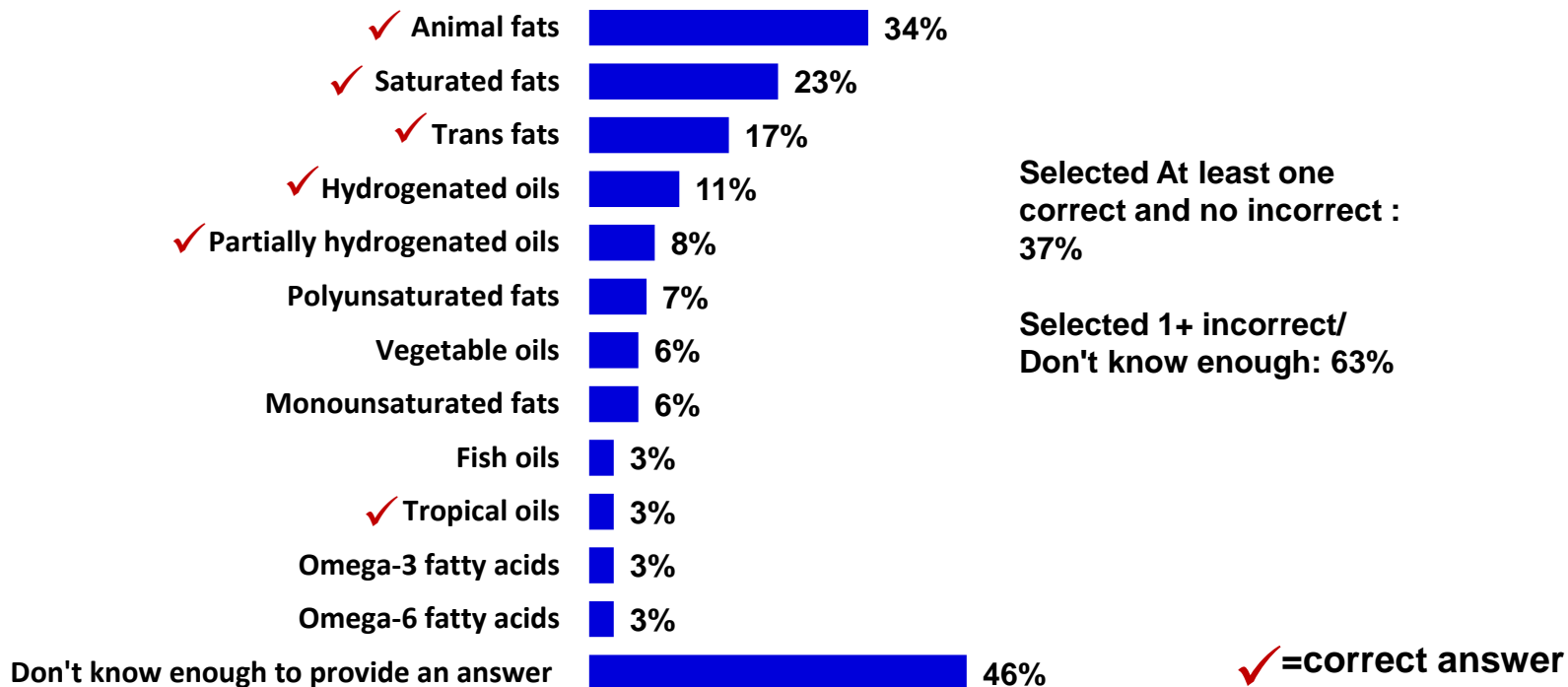
Which of the following types of fat or fatty acids do you consider to be healthful?\*

[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.

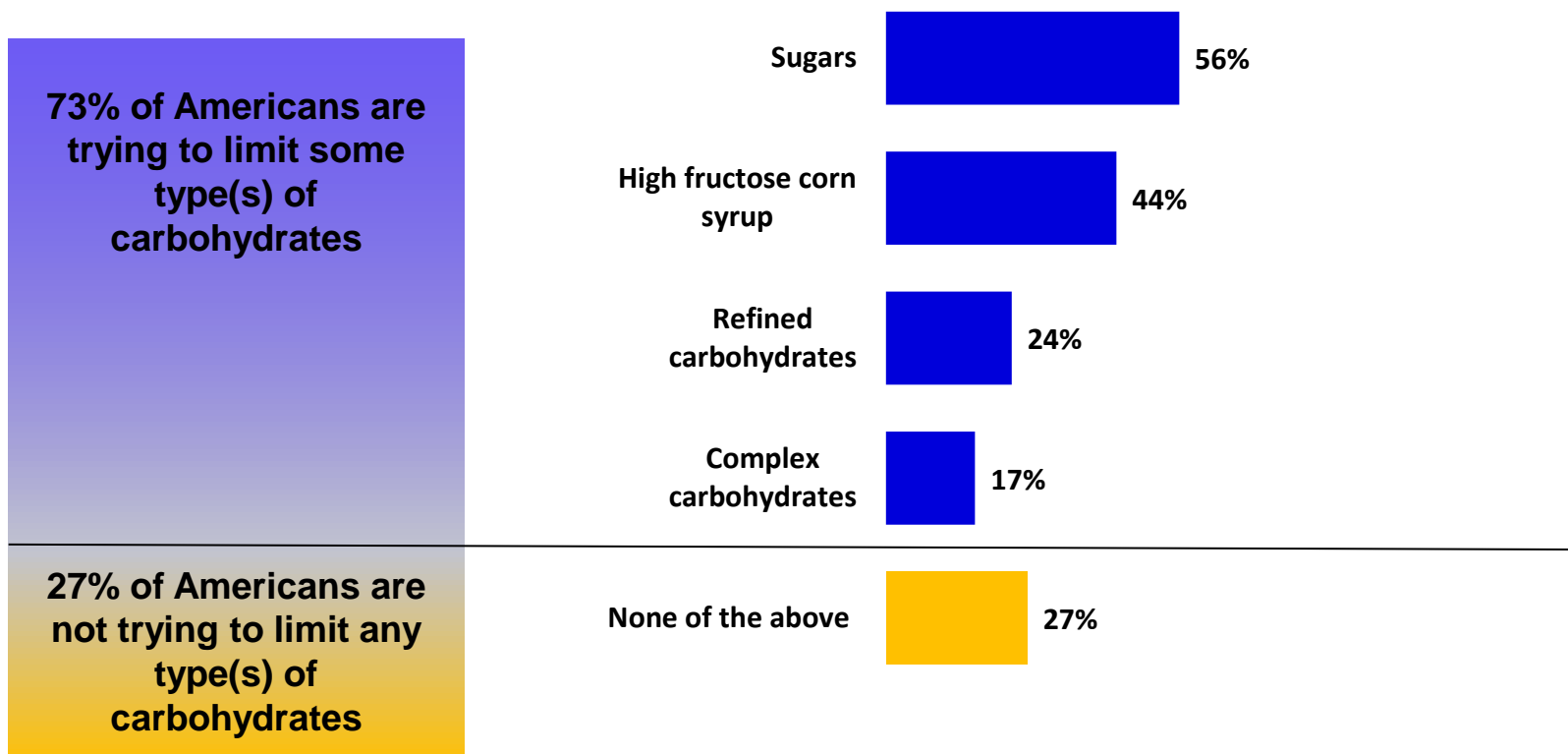


# Dietary Components: Carbohydrates & Sugars



# 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)

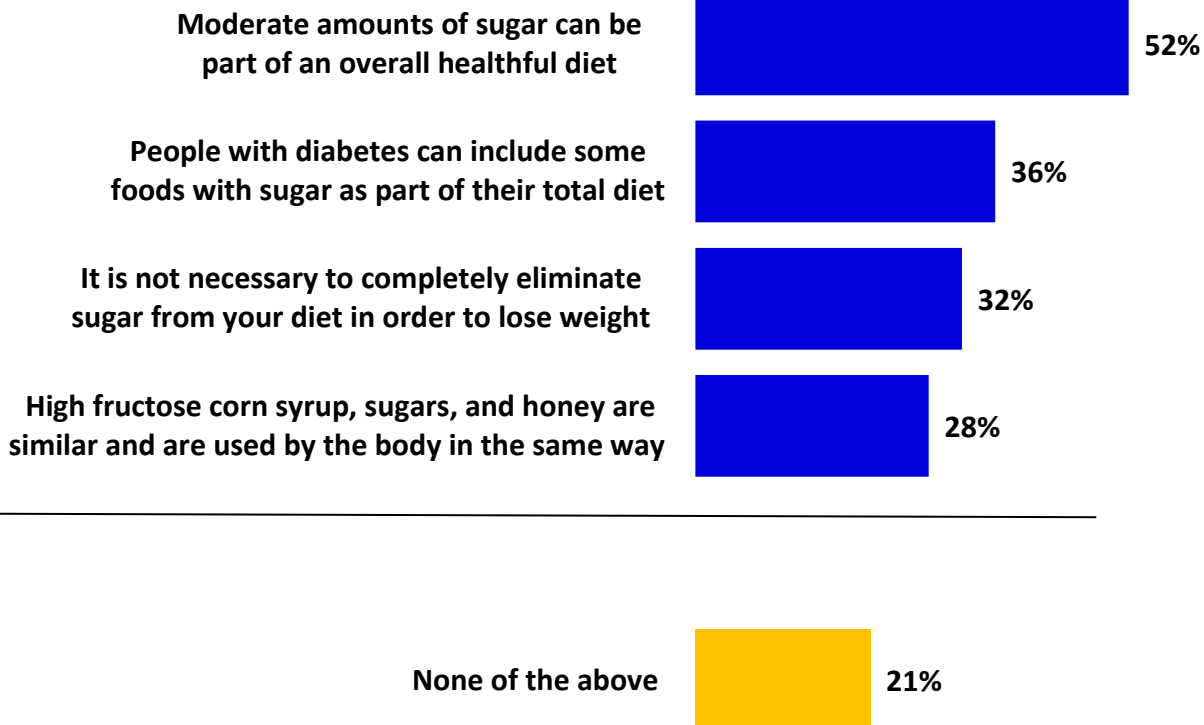
\*Question changed in 2011.

# 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)

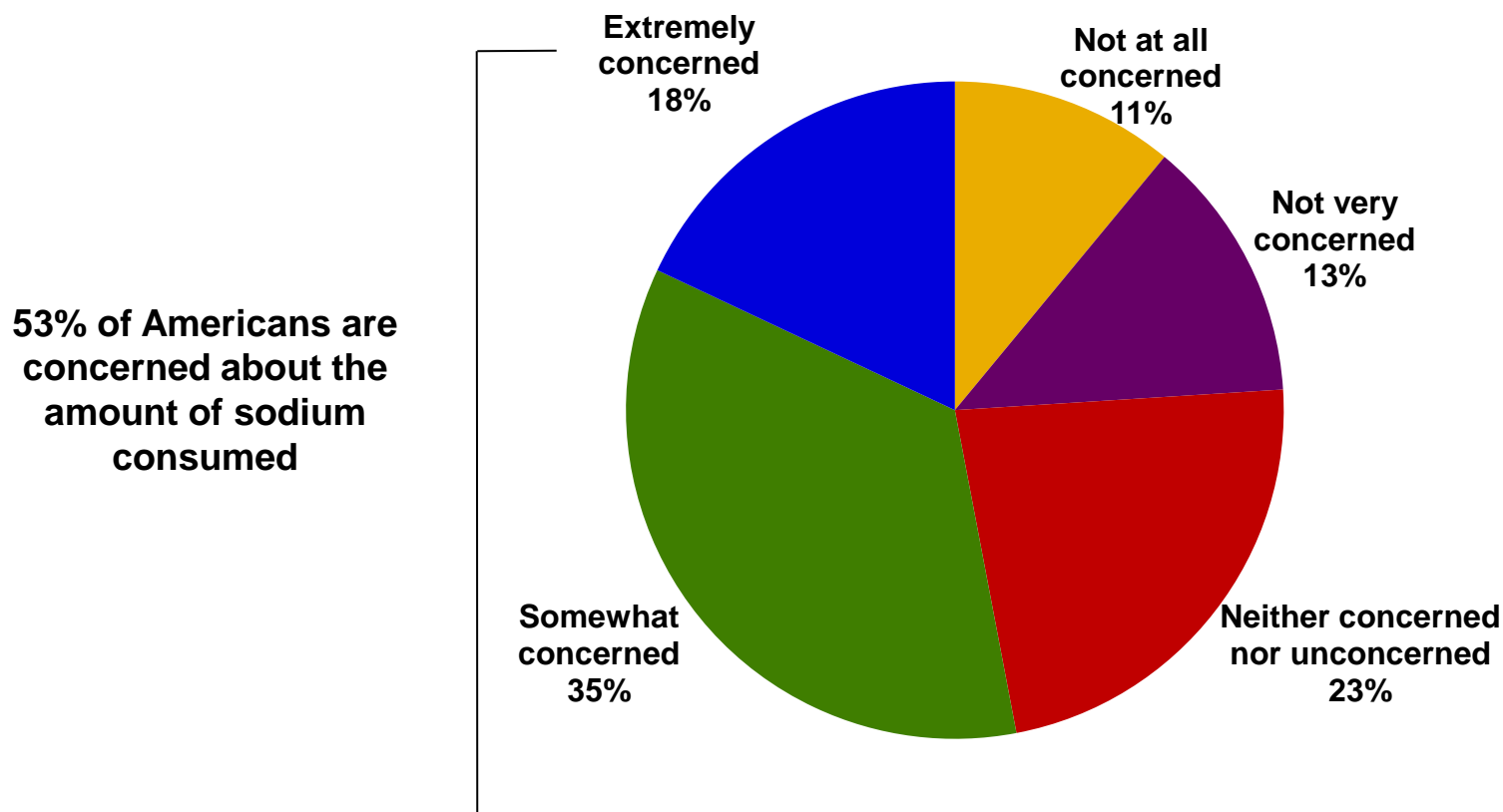
\*Question changed in 2011 to include HFCS statement.



# Dietary Components: 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.

<b>Do NOT purchase reduced sodium products</b>	<b>40%</b>	
<b>OF THOSE WHO PURCHASE REDUCED SODIUM PRODUCTS (n=601)</b>		
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%	▼ '10
Bread/rolls	23%	
Pizza	21%	▲ '10
Restaurant menu items and meals	19%	▲ '10
Packaged/canned pasta or rice products	19%	
Pancakes/waffles	16%	
Cakes/brownies/muffins/cookies	15%	▲ '10

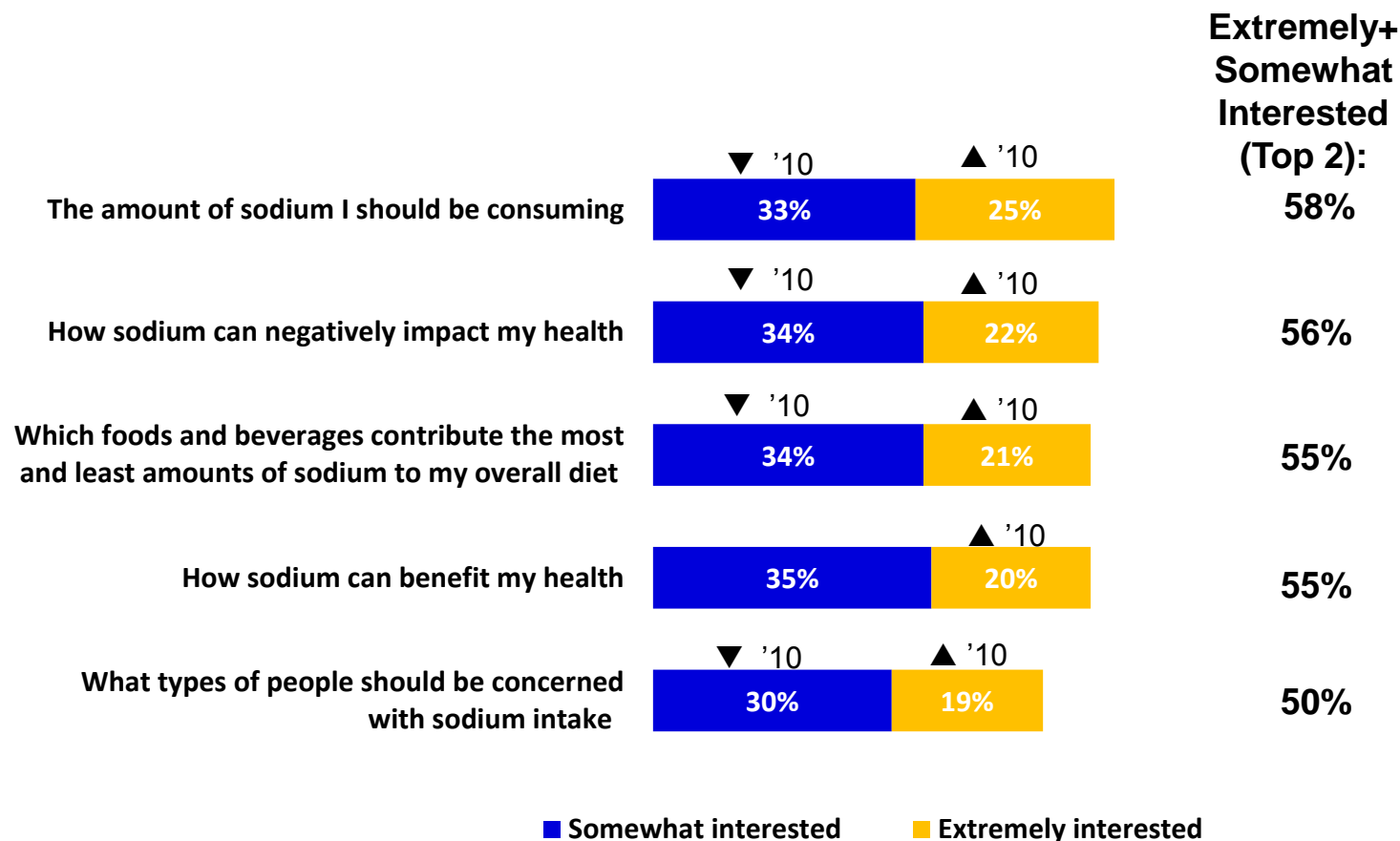
Do you regularly purchase reduced or relatively lower sodium foods in the following categories?  
[Select all that apply] (n=1000, if purchase n=601)

\*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.

▲ / ▼ Significant increase/decrease from year indicated



# Dietary Components: Protein

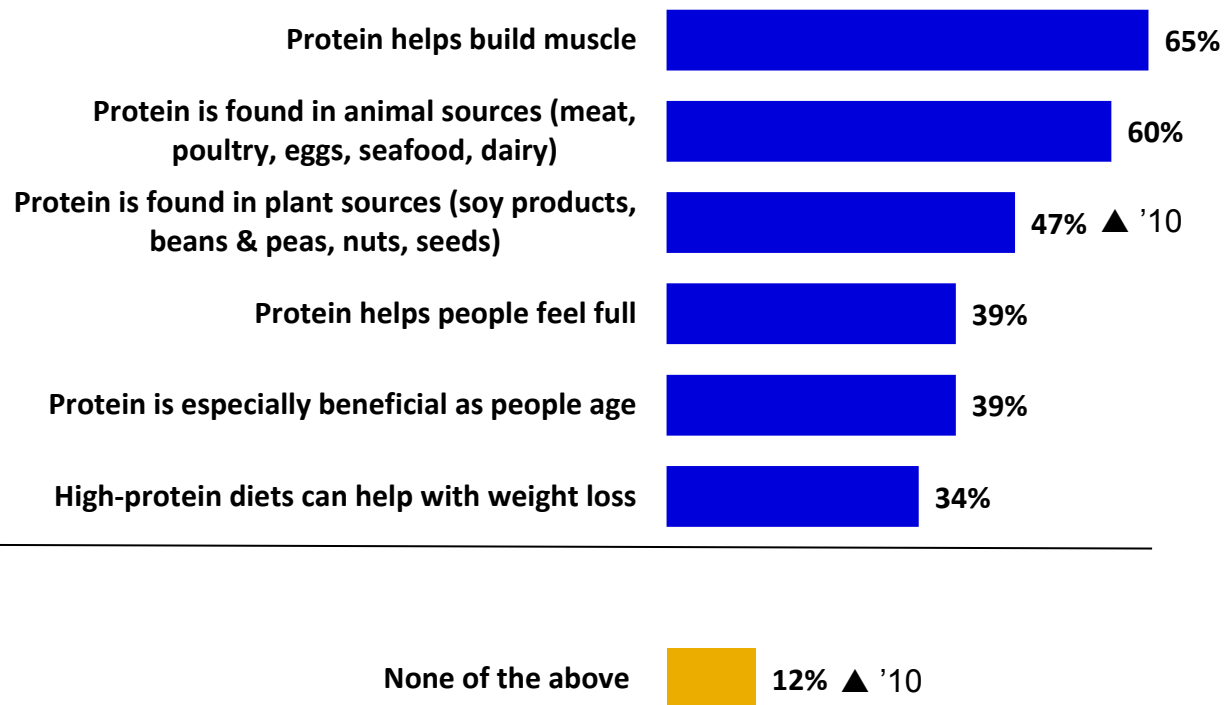


# Perceptions of Protein

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**

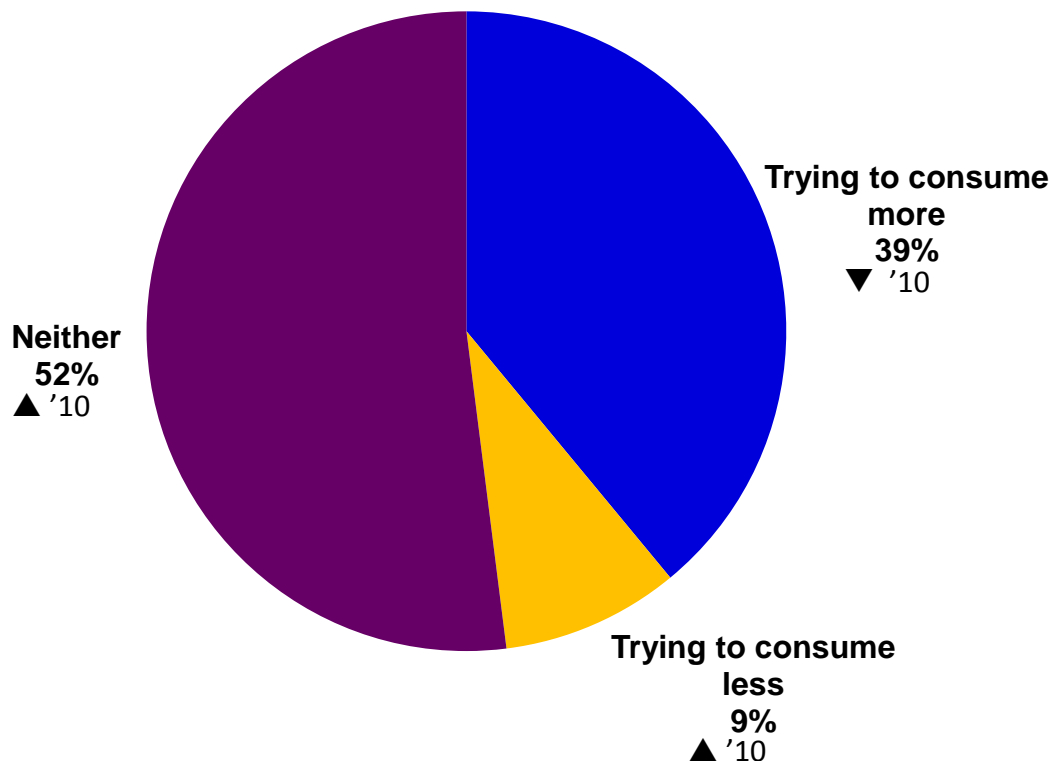


As far as you know, which of the following statements, if any, accurately describe protein?\* [Select all that apply] (n=1000)

\*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

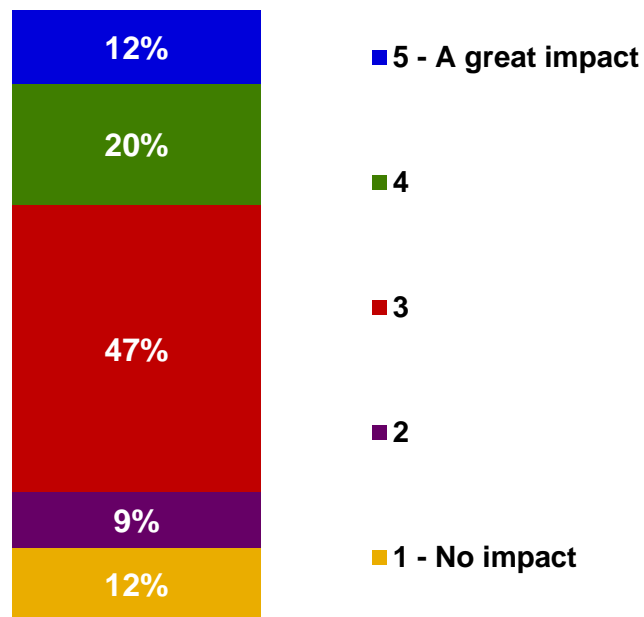


# **Dietary Components: Foods with Other Health & Wellness Benefits**

# 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.”*



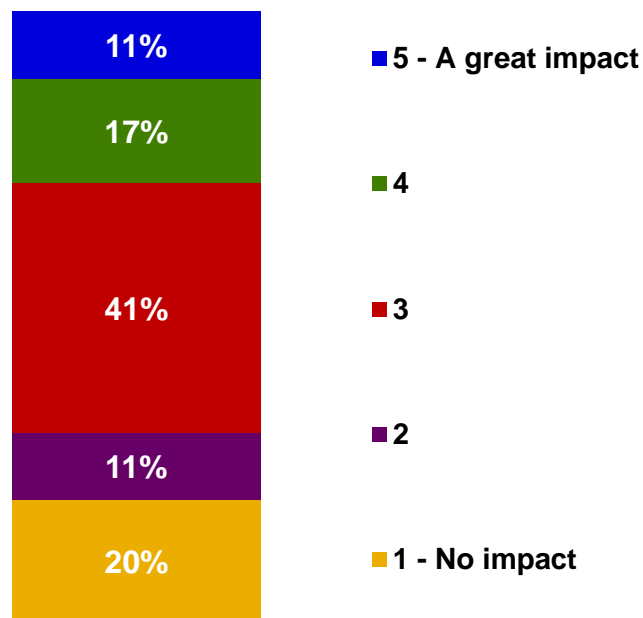
How much of an impact do you think fortified foods or foods with added benefits have on your overall health?\*

[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.*

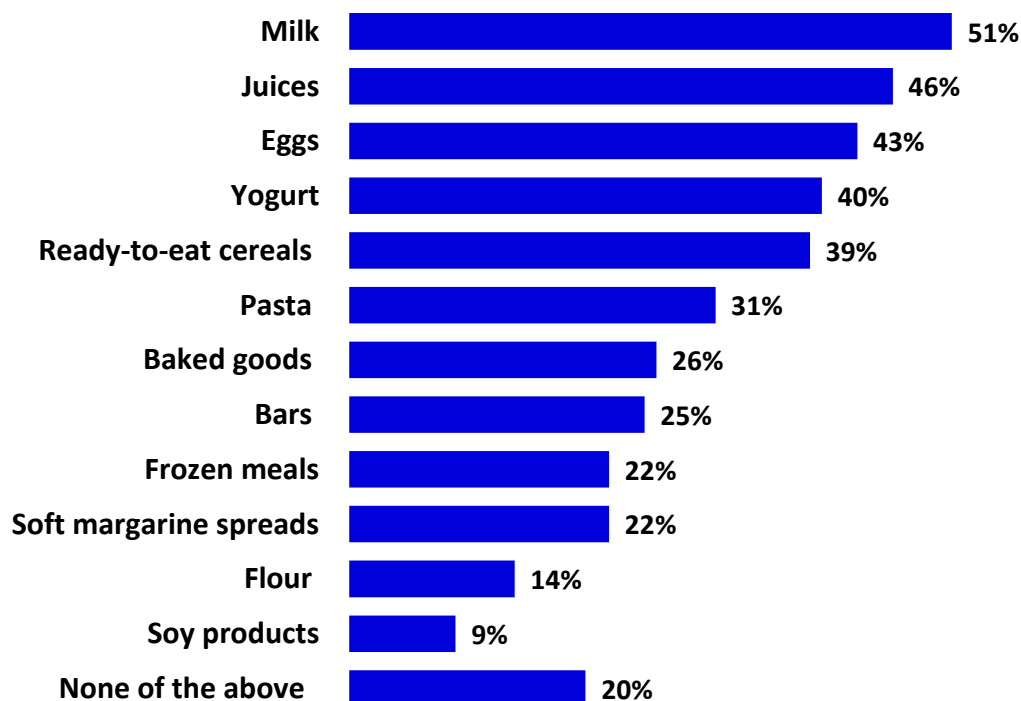


**To what extent does the fact that a food or beverage is fortified or contain added beneficial components impact your decision to purchase it?\* [Select one] (n=1000)**

\*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.



# **Dietary Components: Low-Calorie Sweeteners**

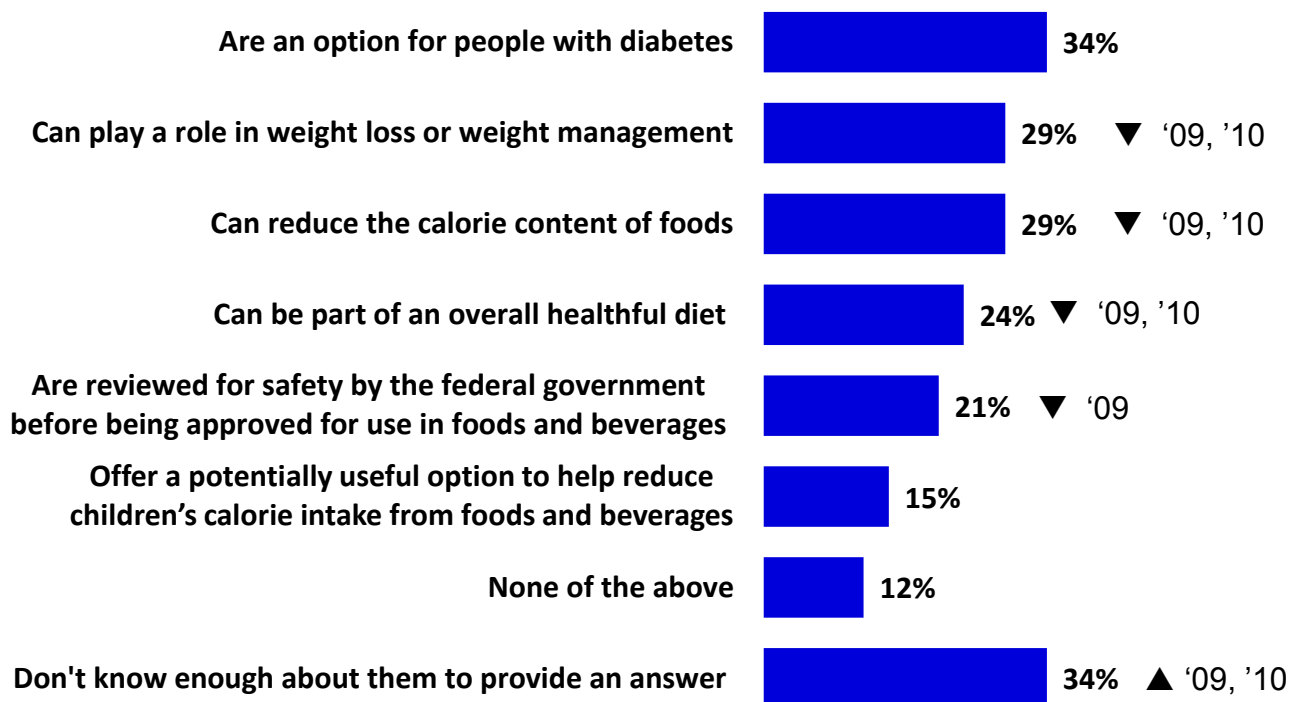
*Lindsey Loving*



# 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.

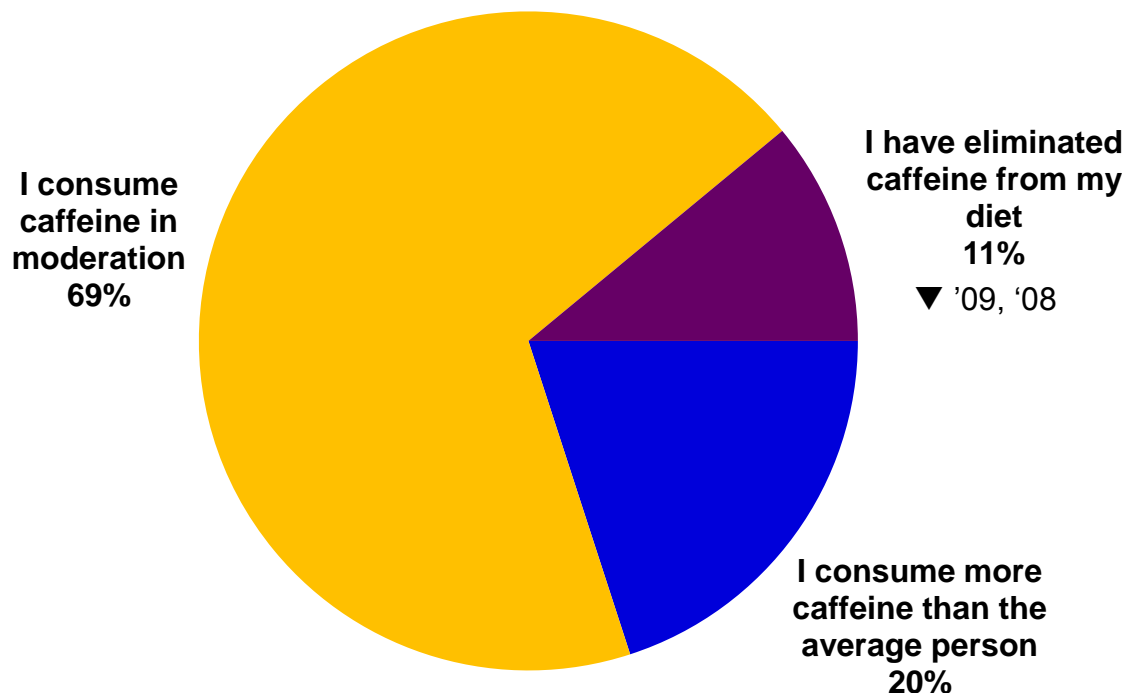
▲ / ▼ Significant increase/decrease from year indicated



# Dietary Components: Caffeine

# Caffeine Consumption

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



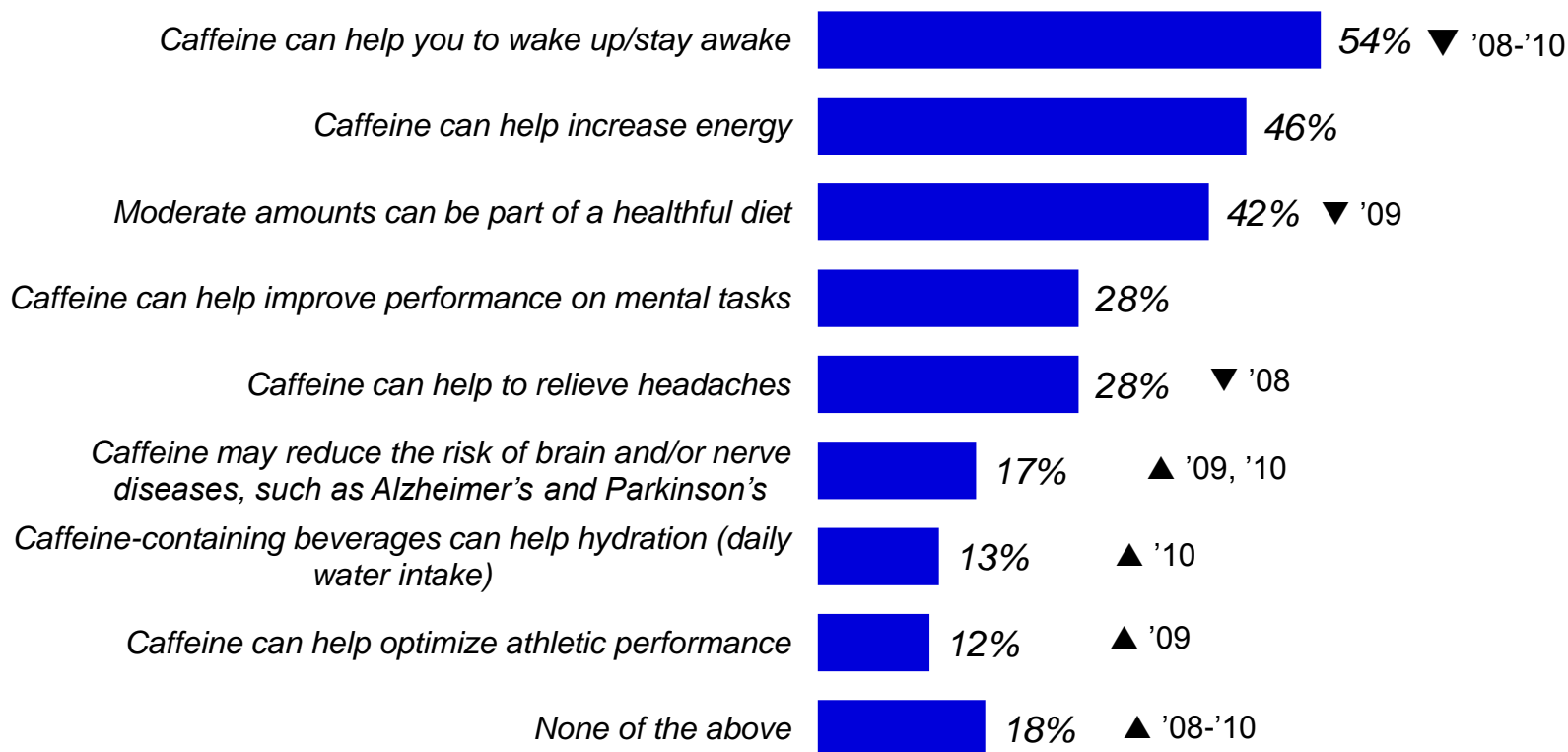
Which of the following statements best describes your level of caffeine consumption?\* [Select one] (n=1000)

\*Question asked since 2008.

▲ / ▼ Significant increase/decrease from year indicated

# 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.

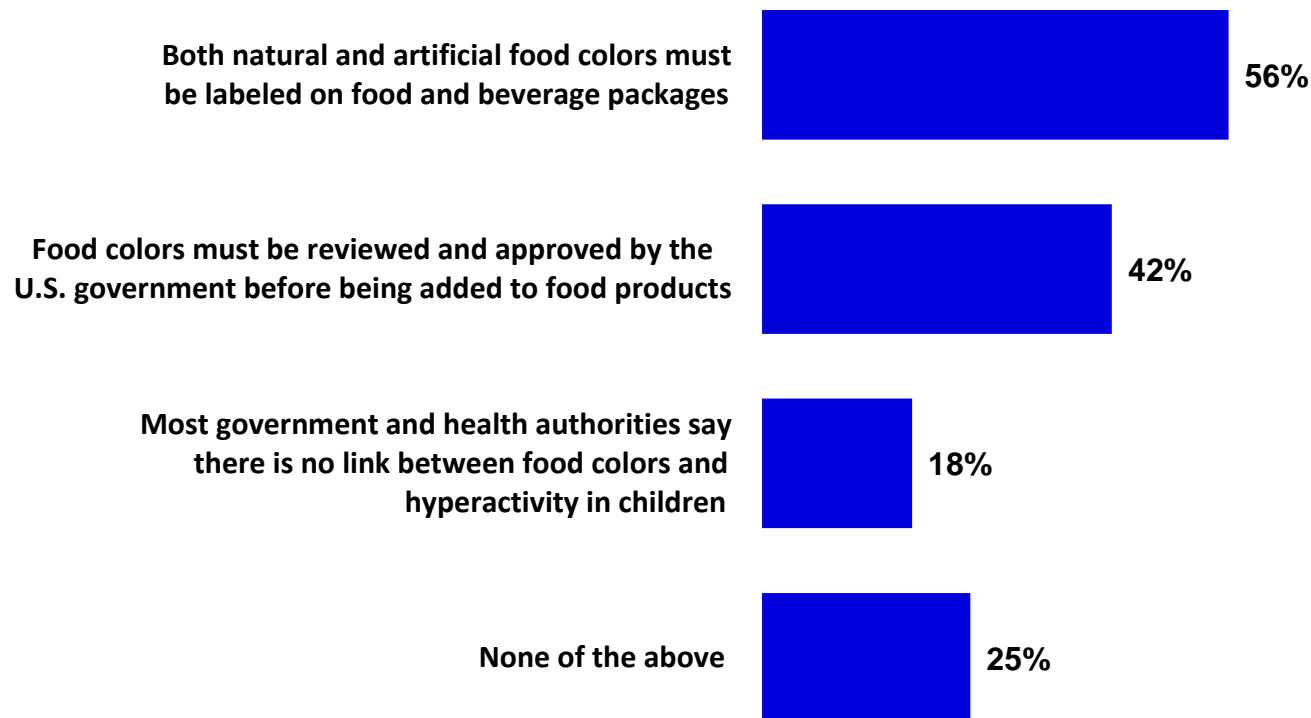
▲ / ▼ Significant increase/decrease from year indicated



# Dietary Components: Food Additives

# Food Color Statements: 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.



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# FOOD TECHNOLOGY AND SUSTAINABILITY

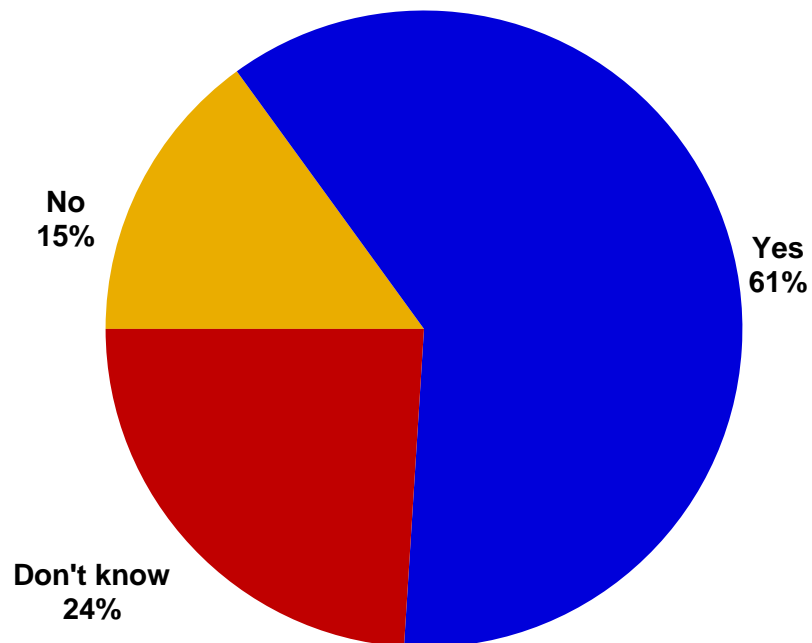
*Lindsey Loving*

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# Benefits of Modern Food Production

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



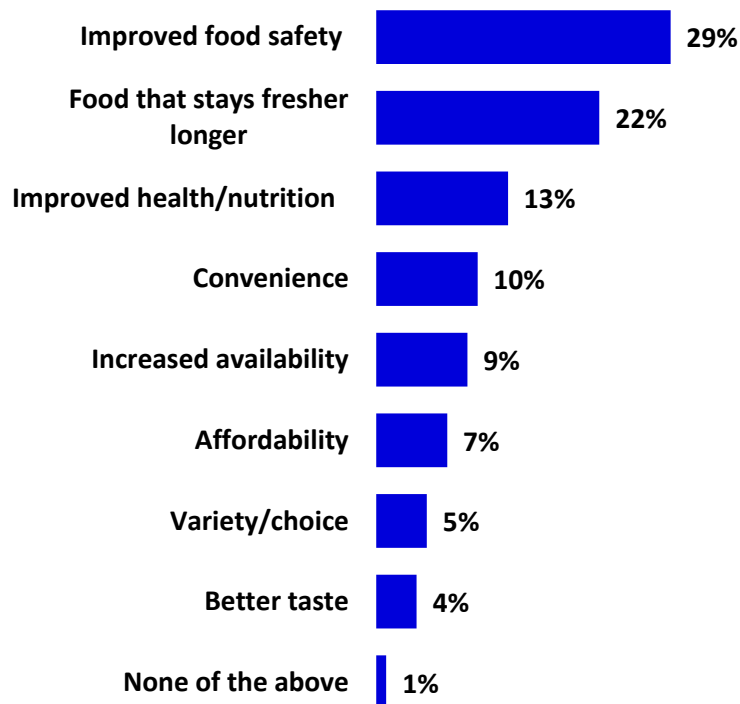
**Do you believe you have benefited from modern food production and processing (such as pasteurizing, fermenting, drying, freezing, fortification, canning, etc.)?\* [Select one] (n=1000)**

\*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.*

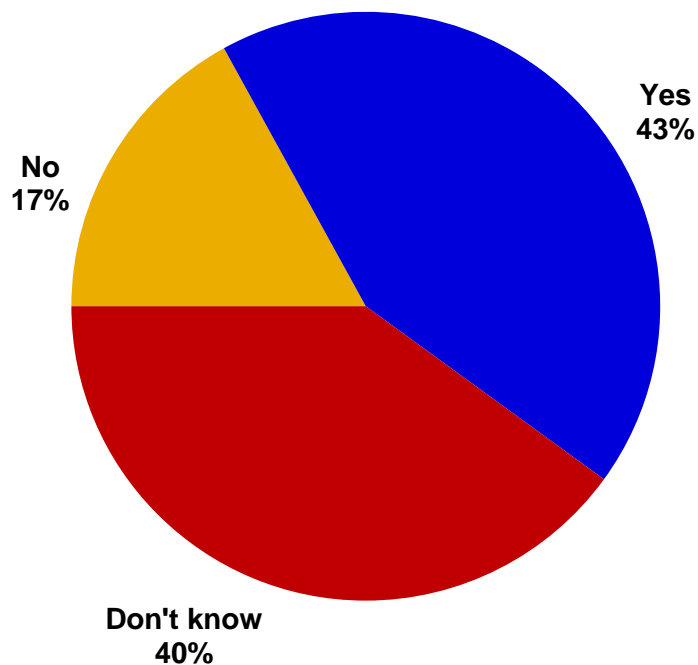


**[IF YES] What aspect of modern food production and processing (such as pasteurizing, fermenting, drying, freezing, fortification, canning, etc.) do you feel you have benefited from the most?\* [Select one] (n=610)**

\*Question added in 2011.

# 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.*



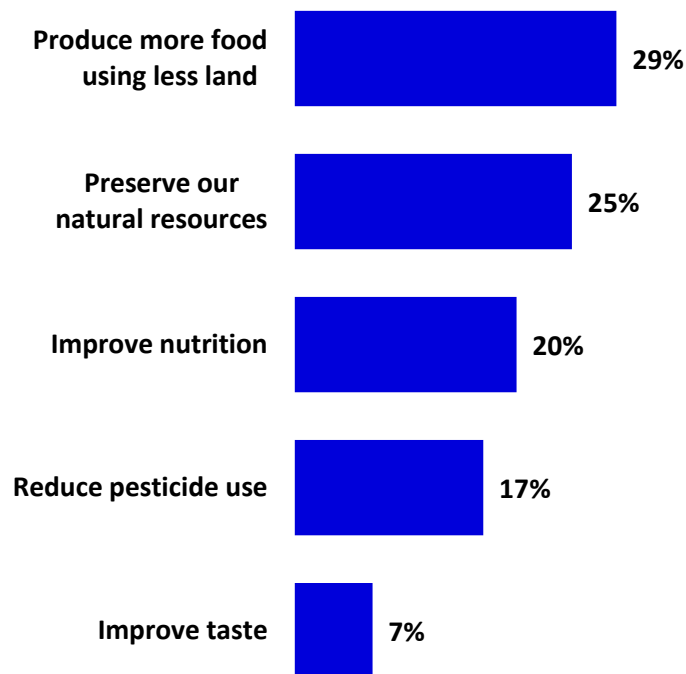
**Do you believe advances in modern food technology (such as plant and livestock breeding, crop protection, and improved scientific techniques like food biotechnology) have provided or will provide future benefits for you and your family?\***  
[Select one] (n=1000)

\*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.”*

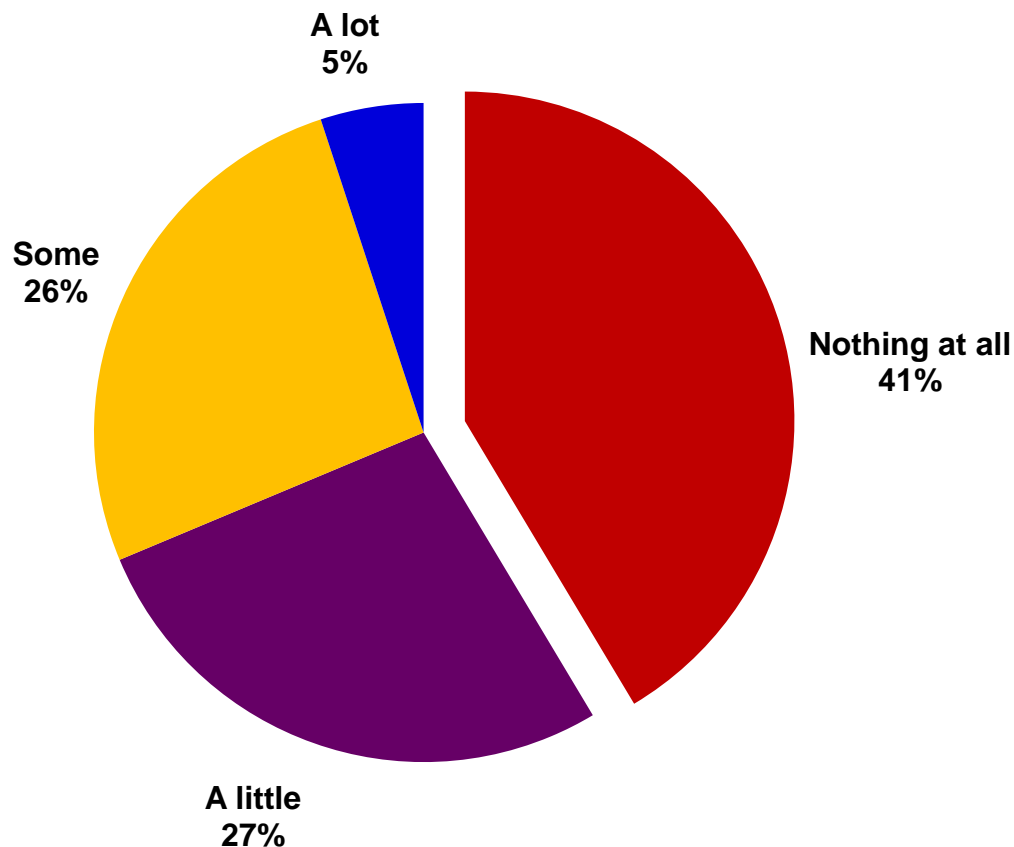


**[IF YES] In your opinion, what is the greatest benefit of modern food technology (such as advances in plant and livestock breeding, crop protection, and improved scientific techniques like food biotechnology)?\***  
**[Select one] (n=426)**

\*Question added in 2011.

# Awareness of Sustainability

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



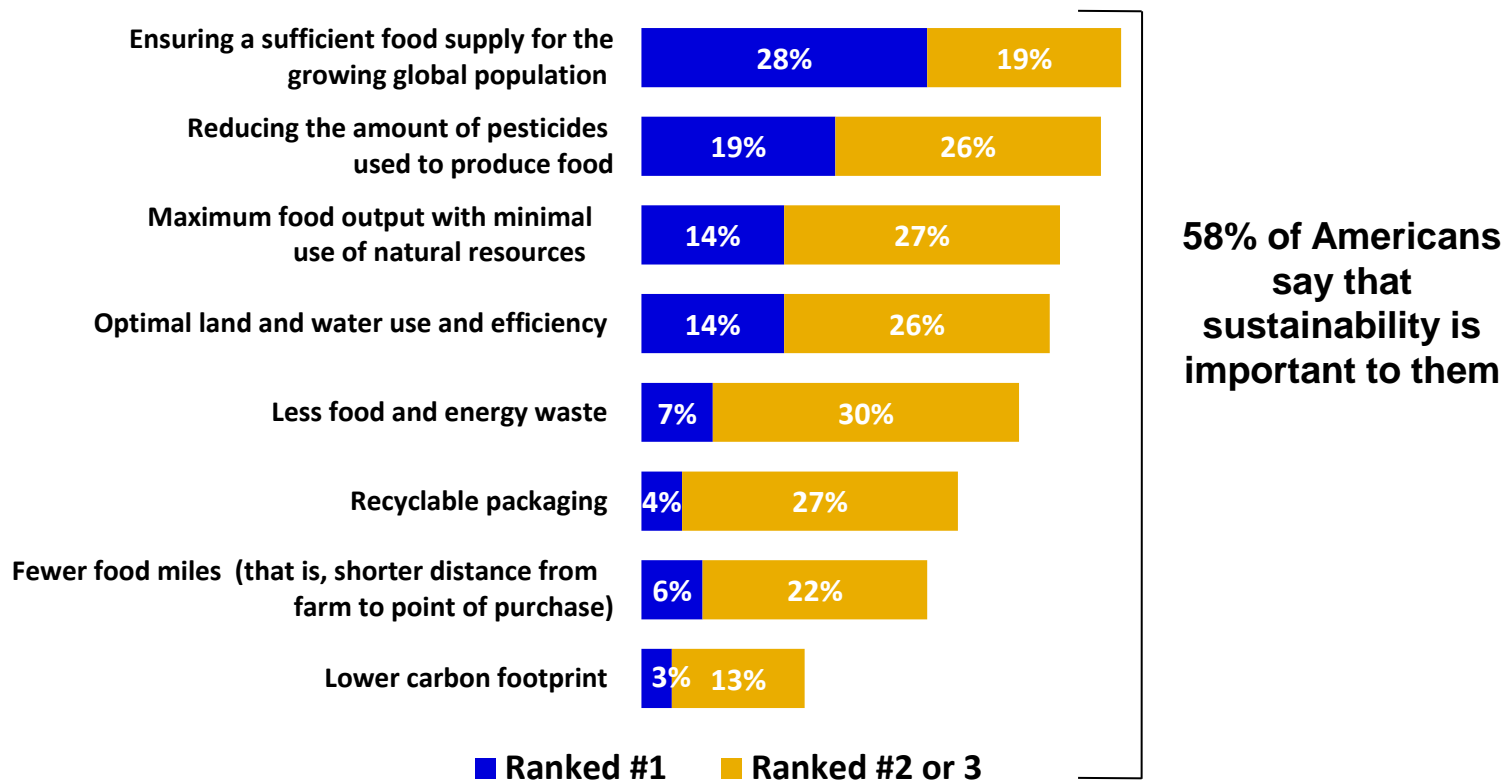
How much have you read or heard about the concept of sustainability in food production?\* [Select one] (n=1000)

\*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.

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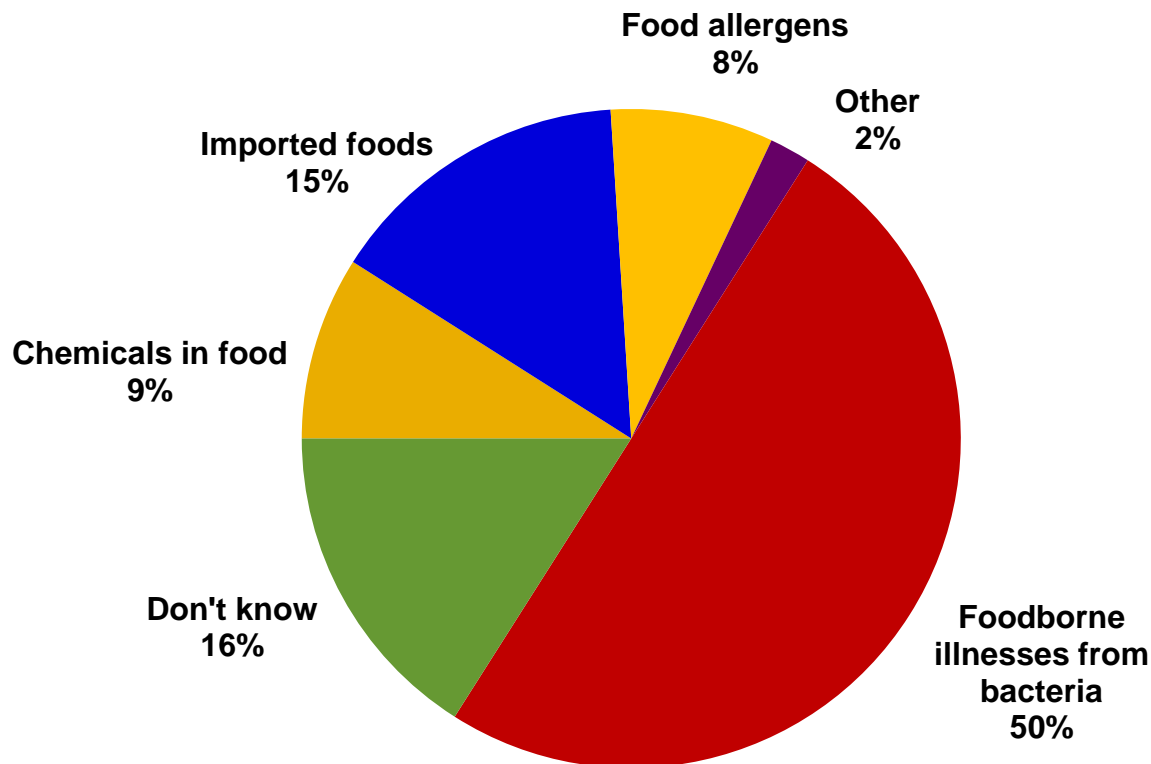
## FOOD SAFETY

*Marianne Smith Edge*

Please send all questions to: [foodandhealth@ific.org](mailto:foodandhealth@ific.org)  
Please follow us @foodinsight, #foodinsight

# 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)

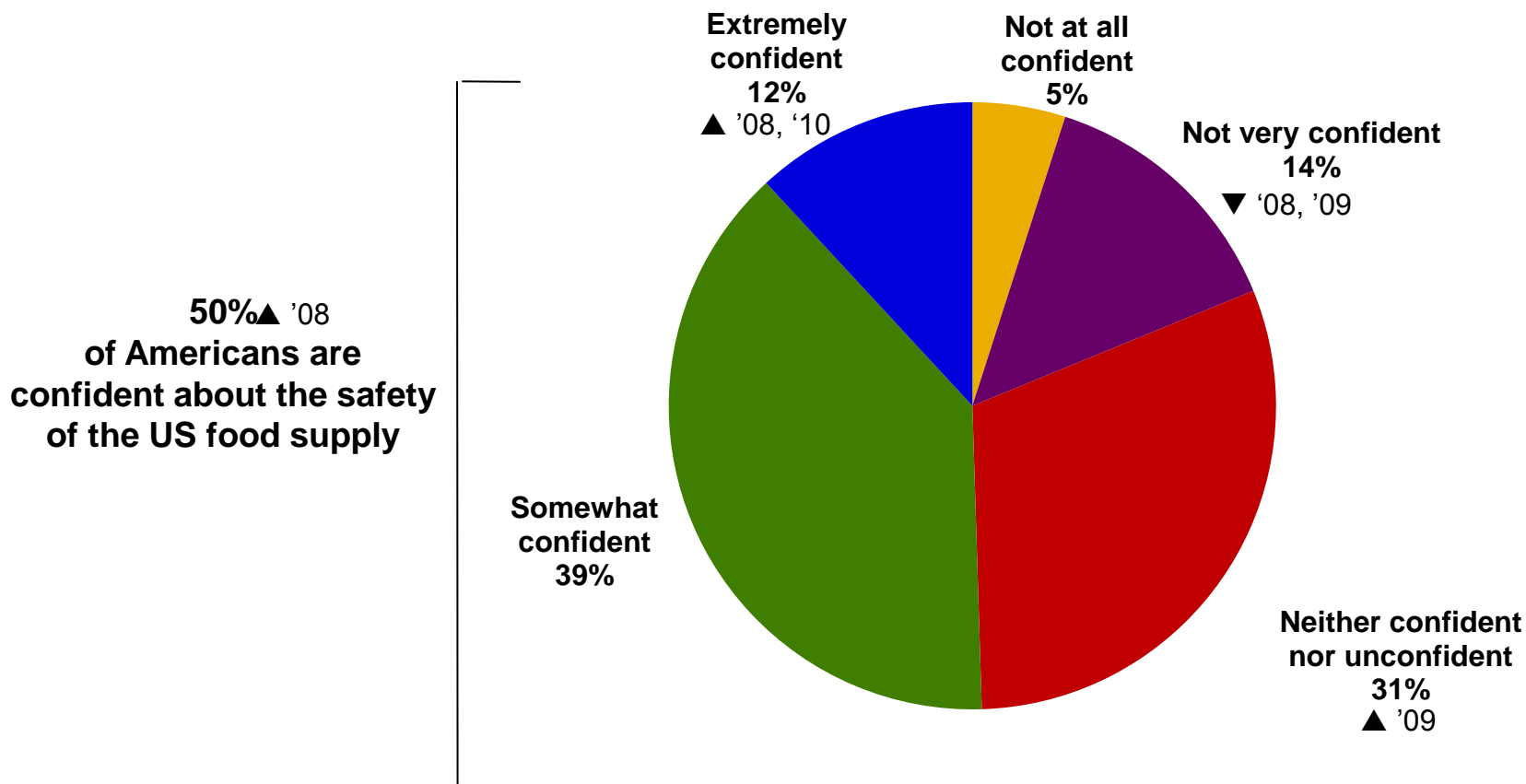
\*Question asked since 2009.

\*\* 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

# 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.

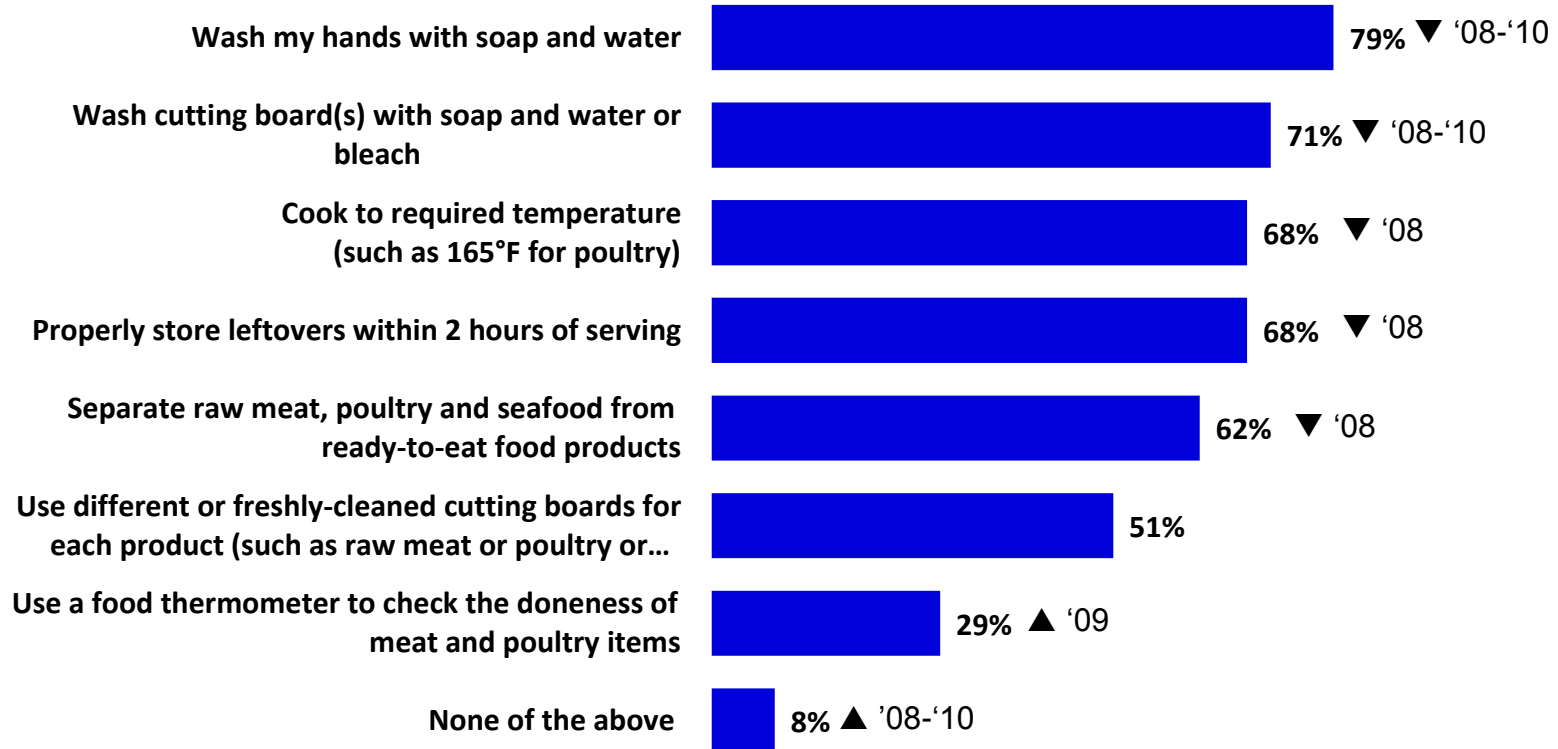
\*\* Due to rounding, chart does not equal 100%.

▲ / ▼ Significant increase/decrease from year indicated



# 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

# Recently Used Food Safety Sources

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

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

**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.

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

**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.

2011 FOOD & HEALTH SURVEY

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# Understanding Where Consumers Get the Information

*Marianne Smith Edge*

Please send all questions to: [foodandhealth@ific.org](mailto:foodandhealth@ific.org)  
Please follow us @foodinsight, #foodinsight

# 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.

<b>Internet article</b>	<b>19%</b>
<b>Cooking shows/hosts</b>	<b>18%</b>
<b>TV or radio news program</b>	<b>18%</b>
<b>Magazine article</b>	<b>17%</b>
<b>Newspaper</b>	<b>10%</b>
<b>Talk shows</b>	<b>7%</b>
<b>Public service announcement or ad campaign on TV or radio</b>	<b>4%</b>
<b>Blog or social networking site (e.g., Twitter, Facebook, etc)</b>	<b>3%</b>
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%

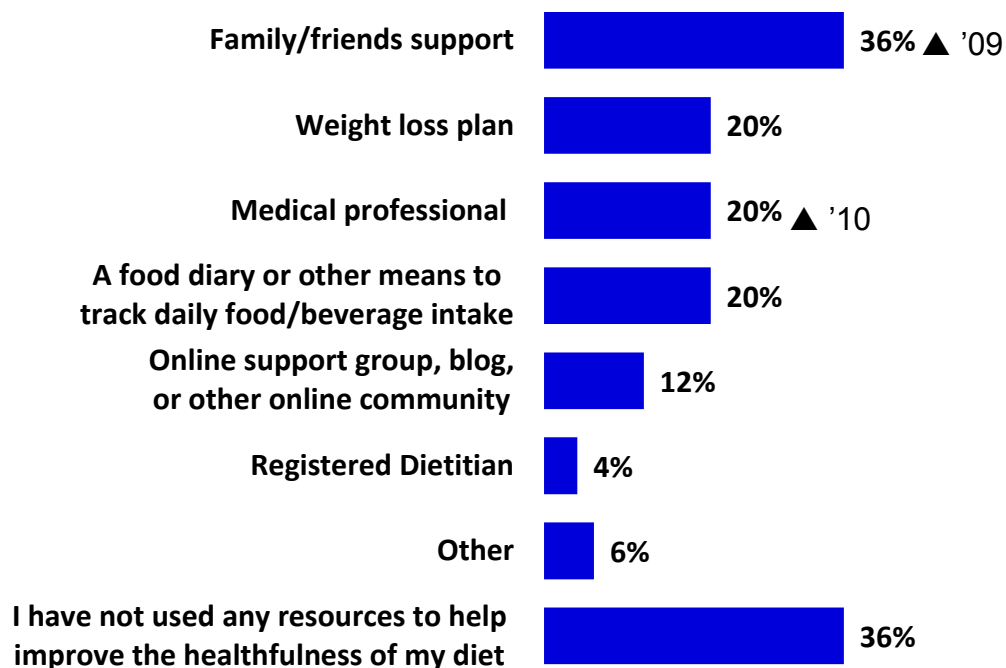
**68%  
cite at  
least  
one  
media  
source**

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.

# 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.



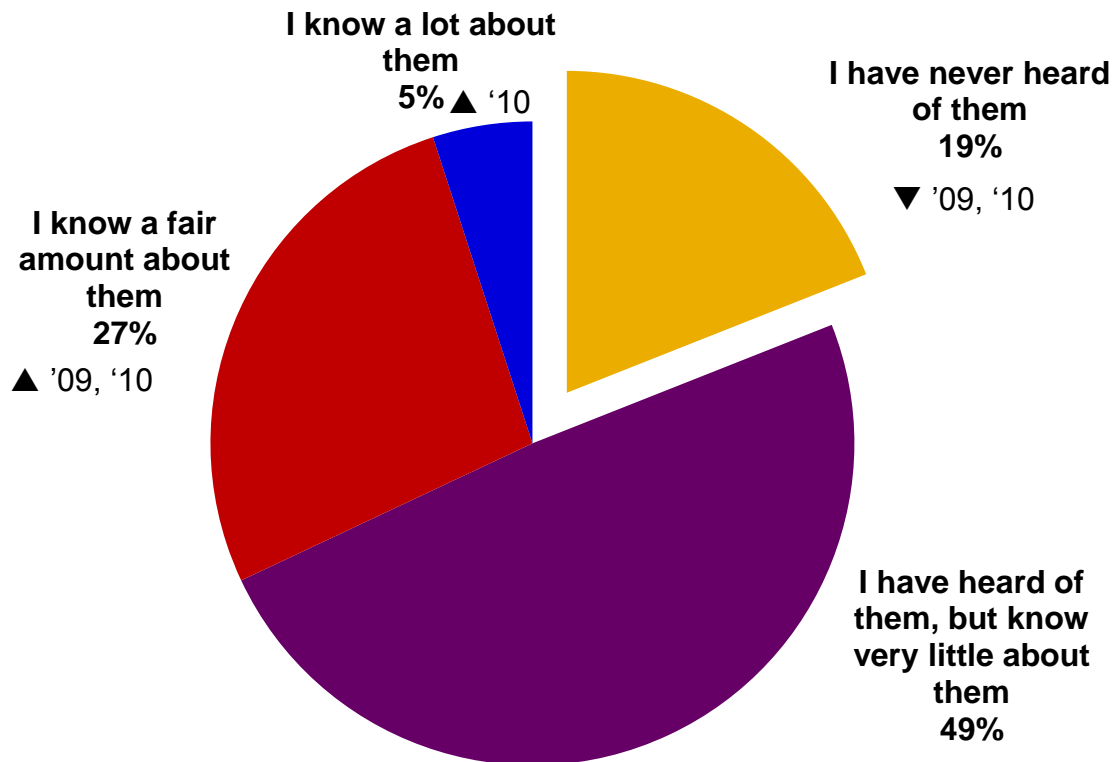
[IF MADE DIETARY CHANGES] Which of the following, if any, have you used in your efforts to improve the healthfulness of your diet?\* [Select all that apply] (n=594)

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

▲ / ▼ Significant increase/decrease from year indicated

# Familiarity with “Dietary Guidelines for Americans”

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



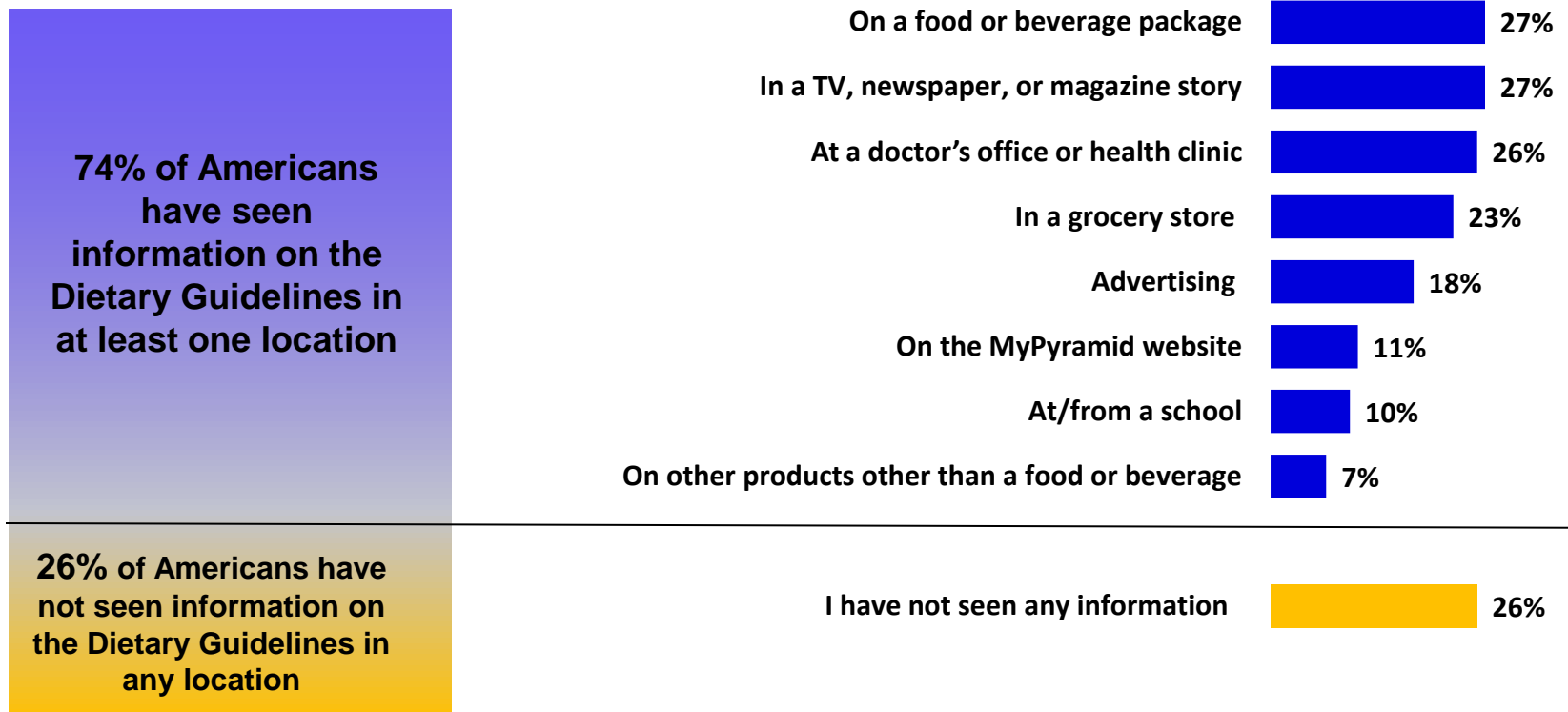
Which of the following best describes your familiarity with the “Dietary Guidelines for Americans,” which are the US government-approved, food and nutrition guidelines?\* [Select one] (n=1000)

\*Question added in 2009.

▲ / ▼ Significant increase/decrease from year indicated

# 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)

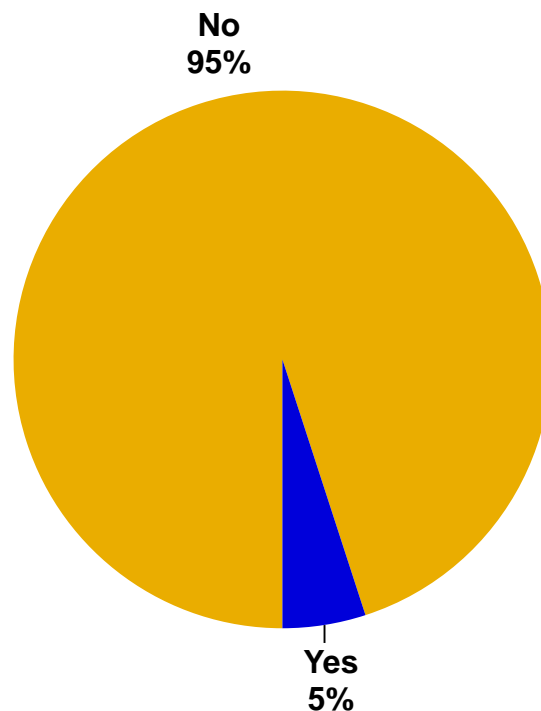
*NOTE: Responses <5% not shown*

\*Question added in 2011.



# 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.*

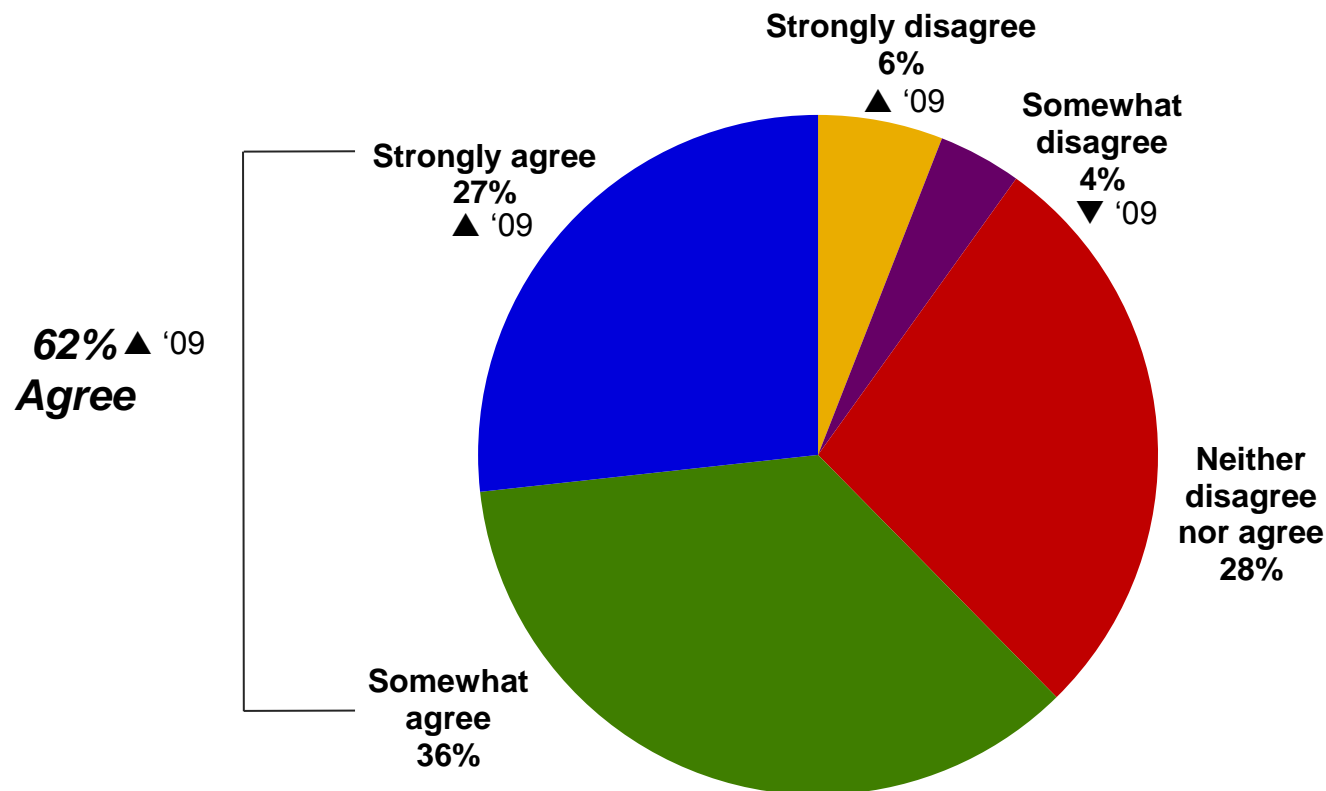


**Aside from the MyPyramid and the “Dietary Guidelines for Americans,” are you familiar with any other initiatives from government, nonprofits, or corporations focused on helping families learn about healthy living?\* [Select one] (n=1000)**

\*Question added in 2011.

# 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

# Our Call To Action:

- **WE** need to understand where consumers are.
- **When** we communicate to consumers, **WE** have to start where they are, not where we are.
- **WE** need to become a more frequently used and trusted source.
- It goes back to consistent, positive messaging that will motivate consumers to change.

**WE need to be part of the SOLUTION.**



**Questions and Answers:**  
[foodandhealth@ific.org](mailto:foodandhealth@ific.org)



# IFIC Foundation and *2011 Food & Health Survey* Resources:

- The Executive Summary & Full Report are available at: [www.foodinsight.org](http://www.foodinsight.org)
- Twitter hashtag: #foodinsight

## CPE Credit:

At the conclusion of this web cast, Registered Dietitians can download a Certificate of Completion for 1.5 CDR Continuing Professional Education credits at:

[http://www.foodinsight.org/Resources/Detail.aspx?topic=2011 Food Health Survey Consumer Attitudes Toward Food Safety Nutrition Health](http://www.foodinsight.org/Resources/Detail.aspx?topic=2011_Food_Health_Survey_Consumer_Attitudes_Toward_Food_Safety_Nutrition_Health)

# Upcoming *IFIC Foundation* Webcasts and Events:

August 4<sup>th</sup>, 2-3 pm ET

**“A Place on the Plate for Functional Foods: Helping Consumers Achieve Optimal Health with Diet”**

September 1<sup>st</sup>, Time TBD:

**“A Focus on Food Safety”**

September 19<sup>th</sup> – New York, NY

**International Food Information Council Foundation’s Global Diet and Physical Activity Communications Summit: “Insights to Motivate Healthful, Active Lifestyles”**



***THANK YOU!***



INTERNATIONAL  
**FOOD INFORMATION**  
 COUNCIL FOUNDATION

**For more information:**

**International Food Information  
 Council Foundation**

**1100 Connecticut Avenue NW, Ste 430**

**Washington, DC 20036**

**Phone: (202) 296-6540**

**Web: <http://www.foodinsight.org>**



INTERNATIONAL FOOD INFORMATION COUNCIL FOUNDATION

**2011 FOOD &  
 HEALTH SURVEY**

Consumer Attitudes Toward Food Safety,  
 Nutrition & Health