2019 Food and Health Survey

Special Report on Gen X Consumers

American Institute for Cancer Research

INTERNATIONAL FOOD INFORMATION COUNCIL FOUNDATION

BACKGROUND

The International Food Information Council (IFIC) Foundation's 2019 Food and Health Survey marks the 14th time the IFIC Foundation has surveyed American consumers to understand their perceptions, beliefs and behaviors around food and food-purchasing decisions.

This year, the survey continues an examination of issues related to health and diet, food components, food production and food safety. It also explores new topics, such as food allergies and plant-based diets.

This report represents a supplement to the main study, produced in partnership with the American Institute for Cancer Research, and focuses on how cancer prevention influences food choices among Gen X consumers.

METHODOLOGY

- Online survey of 1,022 Gen X Americans (ages 40 to 55). Survey fielded from March 22 to April 9, 2019. The survey took approximately 21 minutes to complete.
- The results were weighted to ensure that they are reflective of the American population ages 40 to 55, as seen in the 2018 Current Population Survey. Specifically, they were weighted by education, gender, race/ethnicity and region.
- The survey was conducted by Greenwald & Associates, using Dynata's consumer panel (previously known as ResearchNow).

Executive Summary

This year's 2019 Food and Health Survey seeks to understand consumers' perceptions and behaviors around food and food-purchasing decisions.

This Special Report on Gen X Consumers also focuses on the following cancer-related topics:

- Perceptions related to the impact of lifestyle and diet changes on cancer prevention
- Cancer prevention as a food/beverage purchase driver
- Trusted sources for cancer-related information
- Perceived health impact of different protein sources

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

Key Findings

Some of the more compelling findings of the Food and Health Survey's Special Report on Gen X Consumers include:

- **Most Gen X consumers believe lifestyle choices can influence the risk of developing cancer.** While heart disease and diabetes are more likely to be seen as influenced by lifestyle, nearly six in ten Gen X consumers think lifestyle choices can have at least some impact on the risk of developing cancer. A third believe it can have a great influence on the risk. Regular and sustained physical activity, eating a diet high in fruits/veggies, and lowering one's weight/BMI are seen as most impactful.

- **Nearly half of all Gen X consumers say their purchases are impacted by whether a food/beverage might reduce their risk of developing cancer.** That said, cancer prevention is not unique as a purchase driver—prevention of heart disease, diabetes, and the other health conditions all influence consumers similarly. Women, African Americans, and those in better health are all more likely to be impacted by cancer prevention when making purchases (vs. their respective counterparts).

Executive Summary

Key Findings (continued)

- **The cancer-prevention purchase driver is linked to other drivers, such as healthfulness, environmental sustainability, recognizing ingredients, and trust in brands.** Seventy-six percent of Gen X consumers who are greatly influenced by cancer prevention also consider healthfulness a driver (vs. just 33% of those for whom cancer prevention is not a driver). That said, this still leaves a sizeable share who are significantly impacted by the idea of cancer prevention but who are not the typical health-minded consumer.

- **A majority of Gen Xers who are greatly impacted by desire for cancer prevention say their diet has changed significantly over the past ten years.** While only about four in ten of all consumers, and four in ten Gen X consumers specifically, report having an extremely or very different diet vs. ten years ago, 57% of those greatly impacted by the desire for cancer prevention report this to be the case.

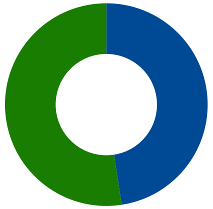
- **Health care professionals and cancer-focused health organizations are by far the most trusted source for learning about potential links between diet and cancer risk.** Not surprisingly, health care professionals (such as a PCPs) are most trusted for information related to diet and cancer risk (31%). Interestingly though, health organizations that focus on cancer, such as the American Institute for Cancer Research, are nearly as trusted: 27% say they would consider this source the most trustworthy.

- **Gen Xers are more focused on weight loss than other generations.** Gen X consumers are more likely than those younger or older to be following a diet with the purpose of losing weight (64% vs. 51% of the general population) or to improve their physical appearance (53% vs. 40%). Also, of those not currently seeking health benefits from food, Gen X is more interested in weight loss than other generations (41% vs. 34%).

Demographics

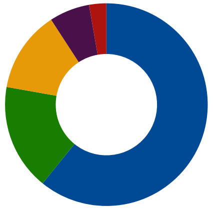
Demographics

Gender	
Male	48%
Female	52
Other	<0.5

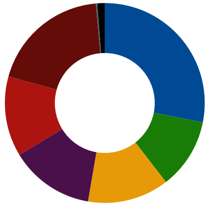


Age	
18 to 34	0%
35 to 49	54
50 to 64	46
65 to 80	0

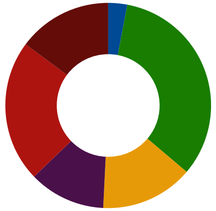
Race/Ethnicity	
White	66%
Hispanic/Latino/Spanish descent	19
Black or African American	14
Asian or Pacific Islander	7
Other	3



Household Income	
Less than $35,000	28%
$35,000 to $49,999	11
$50,000 to $74,999	13
$75,000 to $99,999	14
$100,000 to $149,999	13
$150,000 and above	19
Don't know	<0.5
Prefer not to answer	1

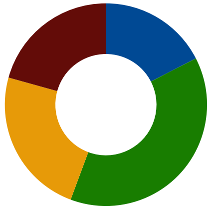


Education	
Less than high school	3%
Graduated high school	33
Some college	15
AA degree/technical/vocational	12
Bachelor's degree	22
Graduate/professional degree	15

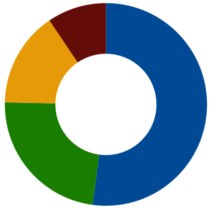


Demographics

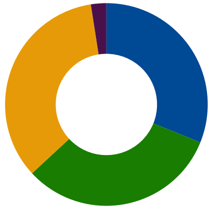
US Region	
Northeast	17%
South	38
West	24
Midwest	21



Type of Location	
Suburban	52%
Urban	23
Rural	15
Small town	9

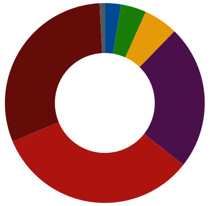


BMI Score	
Normal or Low	31%
Overweight	32
Obese	34
Prefer not to answer height/weight	2



Marital Status	
Married	53%
Single, never married	22
Divorced or separated	14
Living with partner	9
Widowed	2
Other	<0.5

Children's Ages	
Newborn to 2 years old	3%
3 to 5 years old	5
6 to 8 years old	6
9 to 17 years old	27
18 or older	39
Do not have any children	36
Prefer not to say	1



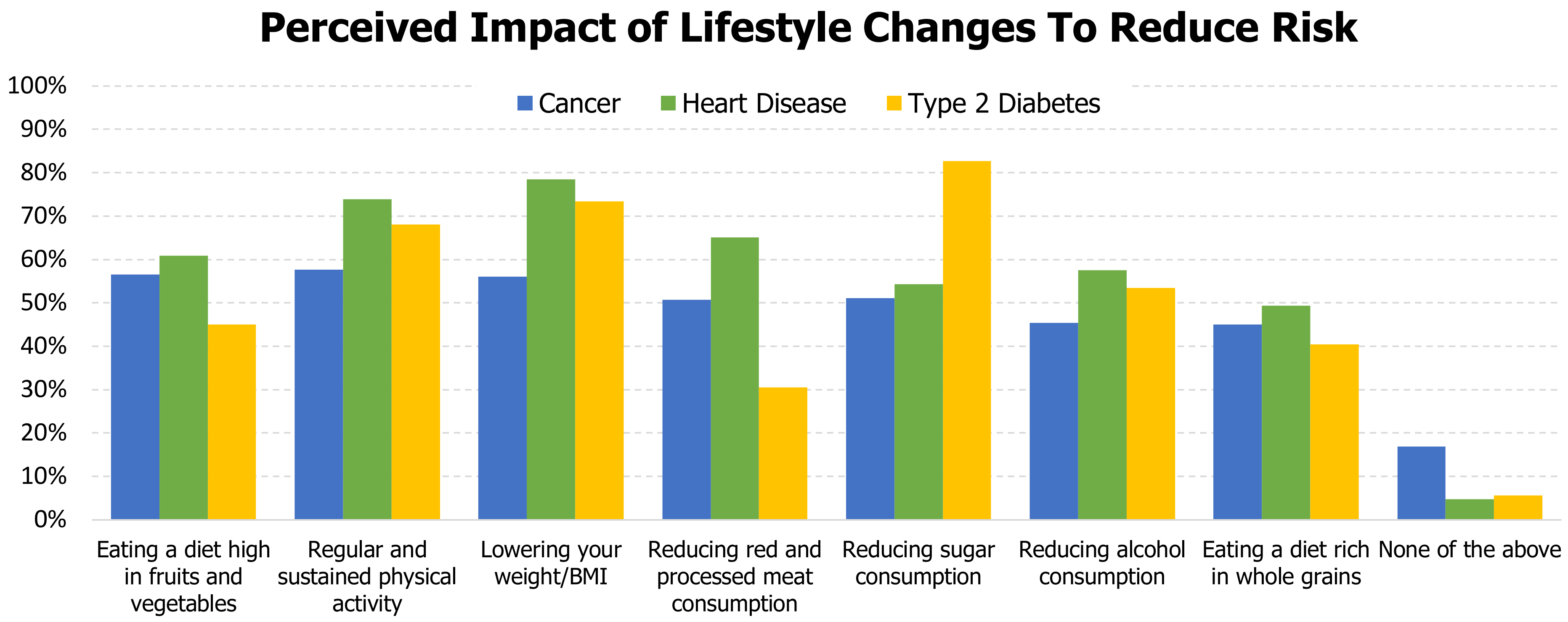
Demographics

Medical Conditions Consumers Are Currently Being Treated for	*Multiple responses accepted*
High blood pressure	**25%**
High cholesterol	**21%**
Stress/Anxiety/Depression	**18%**
Overweight/obesity	**12%**
Diabetes	**9%**
Gastrointestinal disorders	**7%**
Cancer/cancer survivor	**3%**
Heart disease	**2%**
Muscle strength/mobility	**2%**
Stroke	**2%**
Attention deficit hyperactivity disorder (ADHD)	**1%**
Osteoporosis	**1%**
None of the above	**46%**

Beliefs About Cancer-Protective Diets

Consumers See Differences in Impact of Lifestyle

Regular and sustained physical activity is seen as the most impactful for reducing the risk of cancer, followed closely by a diet high in fruits and vegetables.



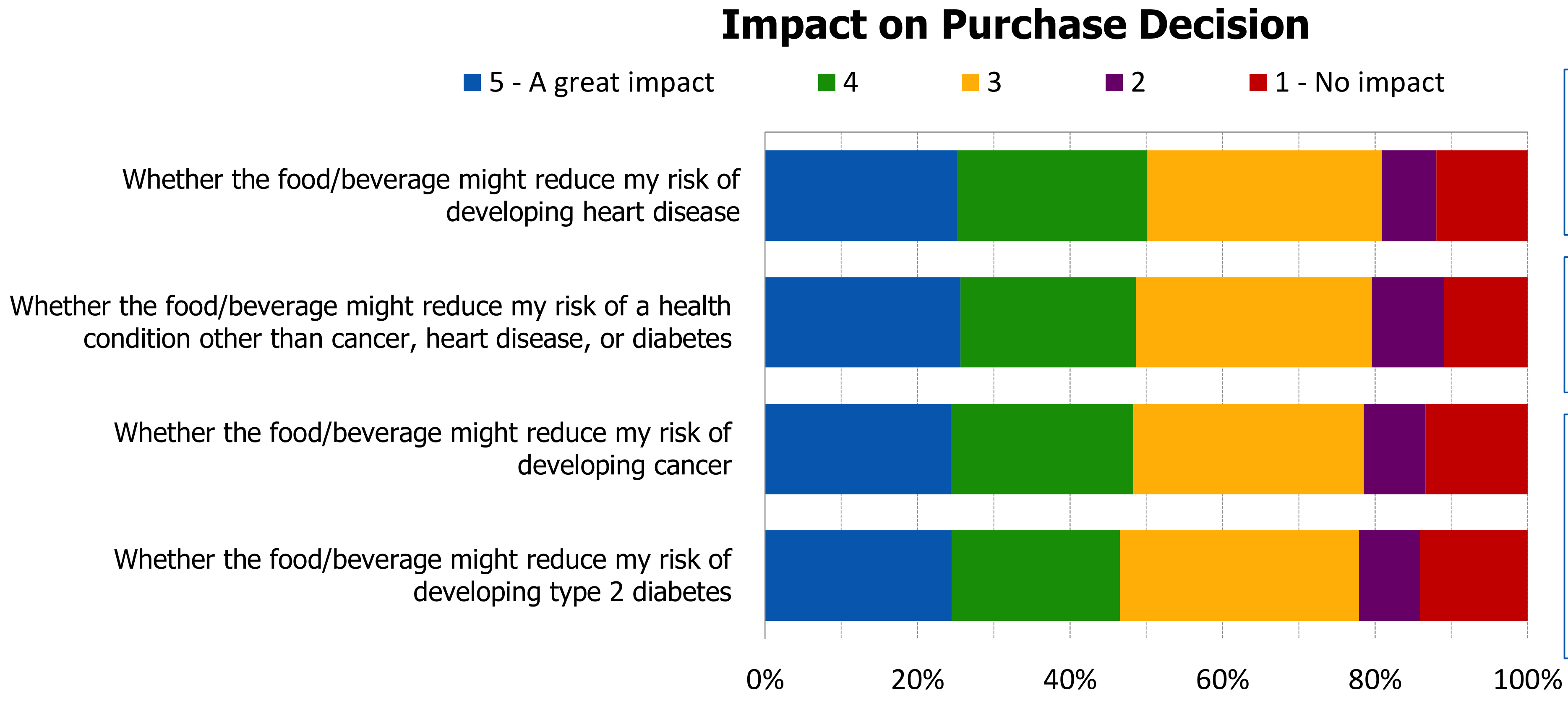
58% of those without a non-communicable disease are more likely to believe that eating a diet high in fruits and vegetables reduces someone's risk of developing cancer vs. 43% of those with a non-communicable disease.

Gen Xers are more likely than their younger counterparts to believe that regular and sustained activity, lowering one's weight and eating a diet rich in whole grains reduces someone's risk of developing cancer.

Q22: Which of the following lifestyle changes do you think would reduce someone's risk of developing cancer? Select all that apply. (n=1,022)
Q23: Which of the following lifestyle changes do you think would reduce someone's risk of developing heart disease? Select all that apply. (n=1,022)
Q24: Which of the following lifestyle changes do you think would reduce someone's risk of developing type 2 diabetes? Select all that apply. (n=1,022)

Purchase Decisions Are Impacted Similarly

Half of Gen X consumers say that reducing the risk of developing heart disease has at least some impact on their purchasing decisions.



African Americans' food and beverage purchase decisions are more impacted by the possible risk reduction of all diseases compared with Gen Xers overall.

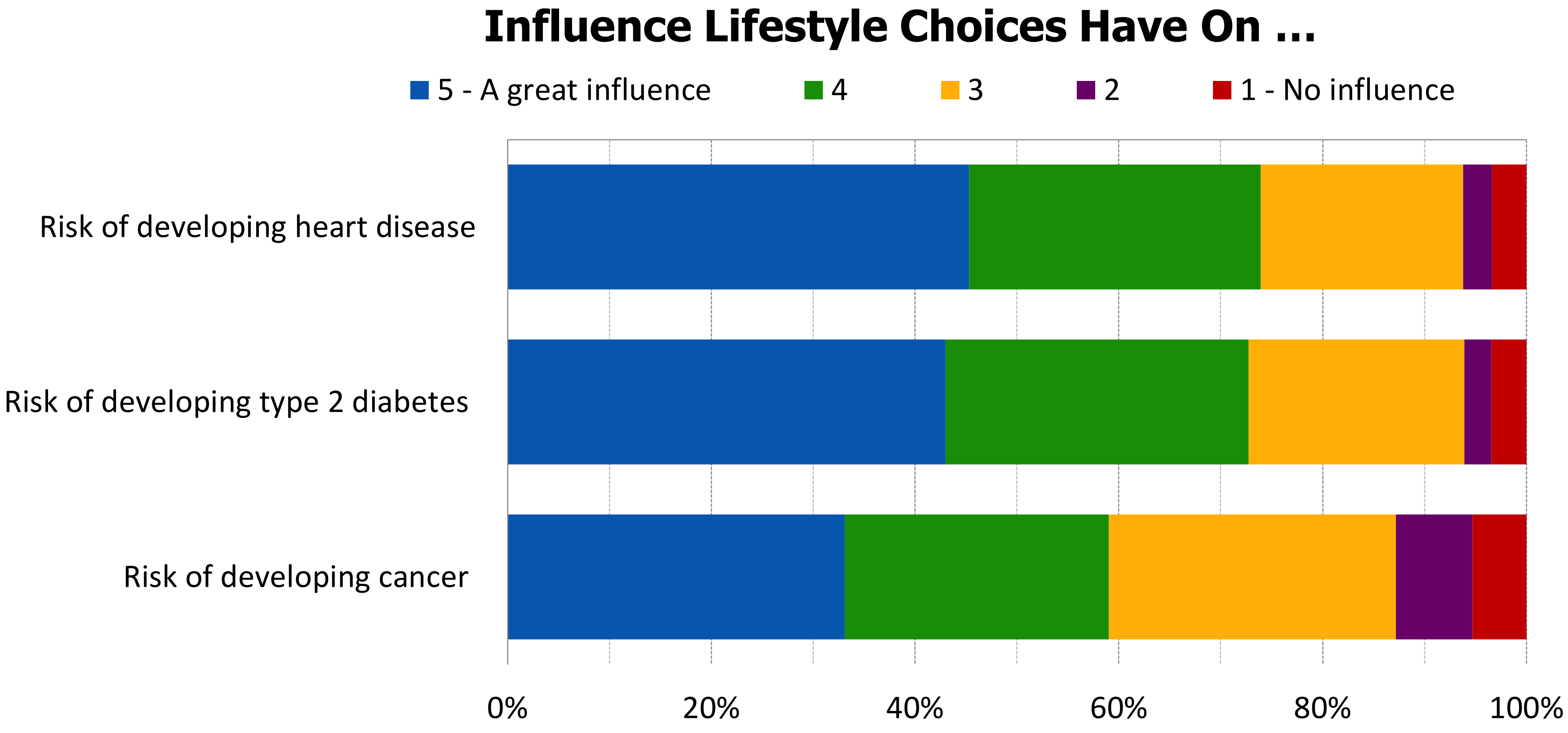
Women's food and beverage purchase decisions are more impacted by the possible risk reduction of all diseases compared with men.

56% and **55%** of those who rate their health as excellent/very good say risk reduction of heart disease and cancer, respectively, has some/a great impact on their food and beverage purchase decisions vs. 41% and 37% of those in fair/poor health.

Q25: How much of an impact do the following have on your decision to buy certain foods and beverages? (n=1,022)

Lifestyle Seen as Less Impactful for Cancer Risk

Over four in ten believe lifestyle choices can have a great influence on the risk of developing heart disease or diabetes, while only one-third believe they have a great impact on the risk of developing cancer.



74% and **73%** of Gen Xers believe that lifestyle choices have some/a great influence on heart disease and type 2 diabetes, respectively, vs. 65% and 62%, respectively, of their younger counterparts.

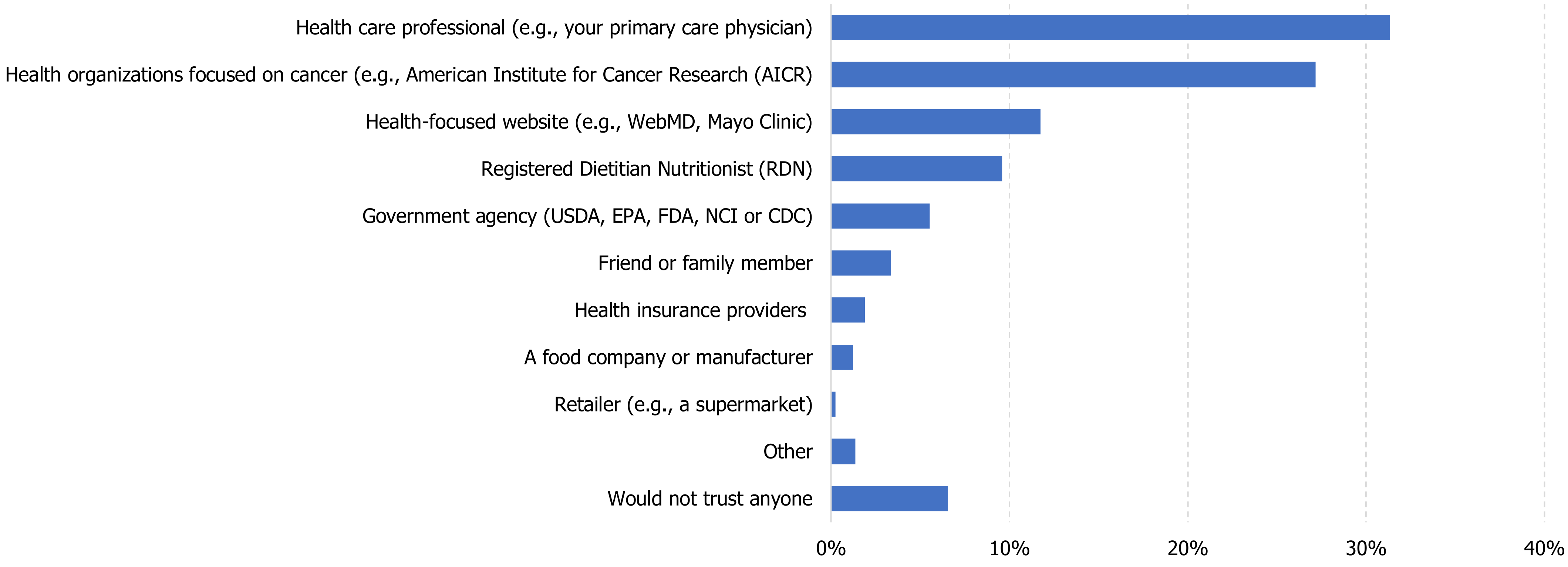
Those who say cancer risk has a great impact on their food/beverage purchase decision are more likely than those who say it has little to no impact to **believe that lifestyle choices have some/a great influence on all three diseases.**

Q26: How much of an influence do you think lifestyle choices can actually have on the following? (n=1,022)

Health Care Professionals Are the Most Trusted Source

They are followed by health organizations focused on cancer and more distantly by health-focused website[s].

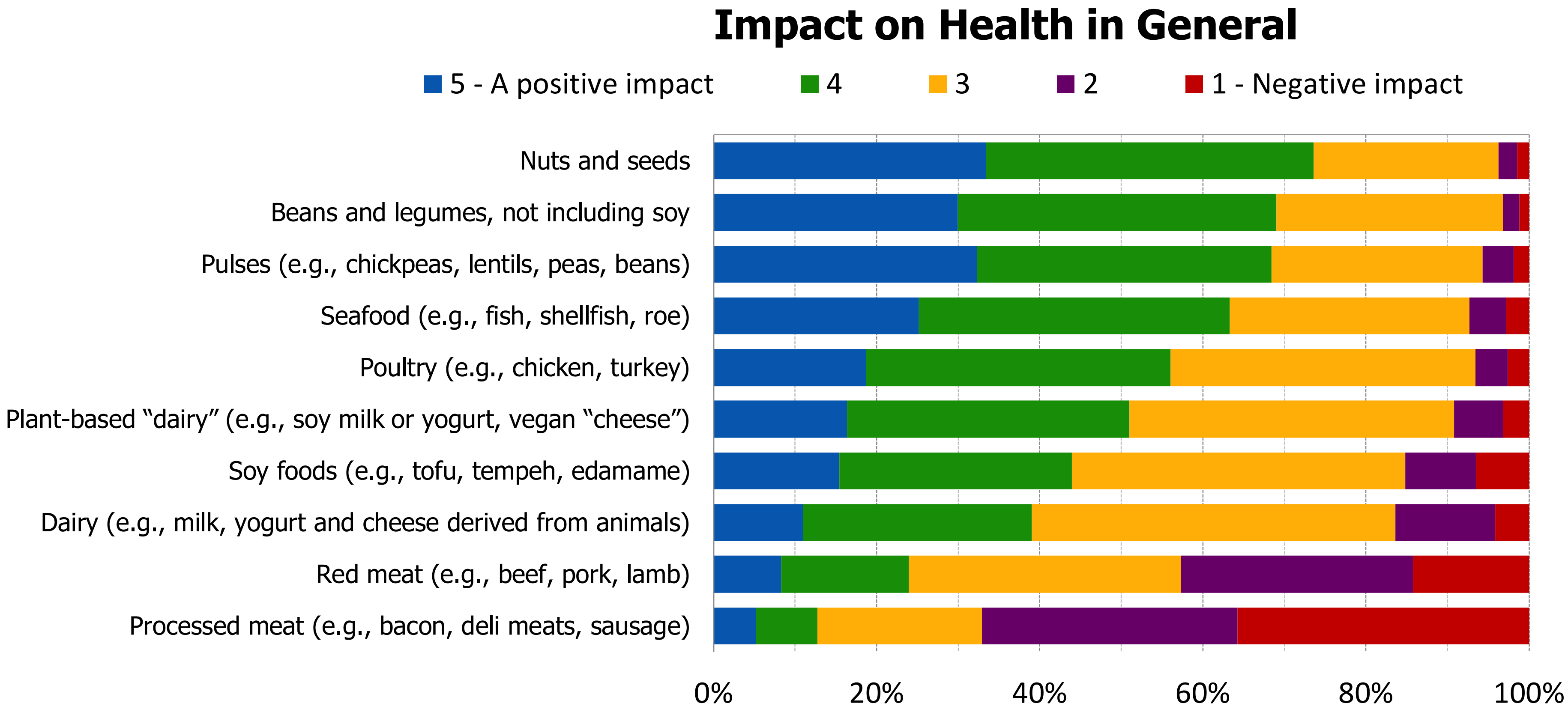
Most Trusted Source for Learning About Links Between Diet and the Risk of Developing Cancer



Q27: If you wanted to learn more about the potential links between diet and the risk of developing cancer, what source would you trust the most? Select only one. (n=1,022)

Plant-Based Proteins Are Top 3 Positive Impact

Older consumers are even more likely than Gen Xers to believe that these top sources of protein sources have a somewhat positive/positive impact on health in general.



Q28: What kind of an impact do you believe consuming the following protein sources has on your health in general? (n=1,022)

Those who say cancer risk has a great impact on their food/beverage purchases are **more likely to indicate that all plant-based proteins have a positive/somewhat positive impact on health in general** compared with those who say cancer risk has little to no impact on their decisions.

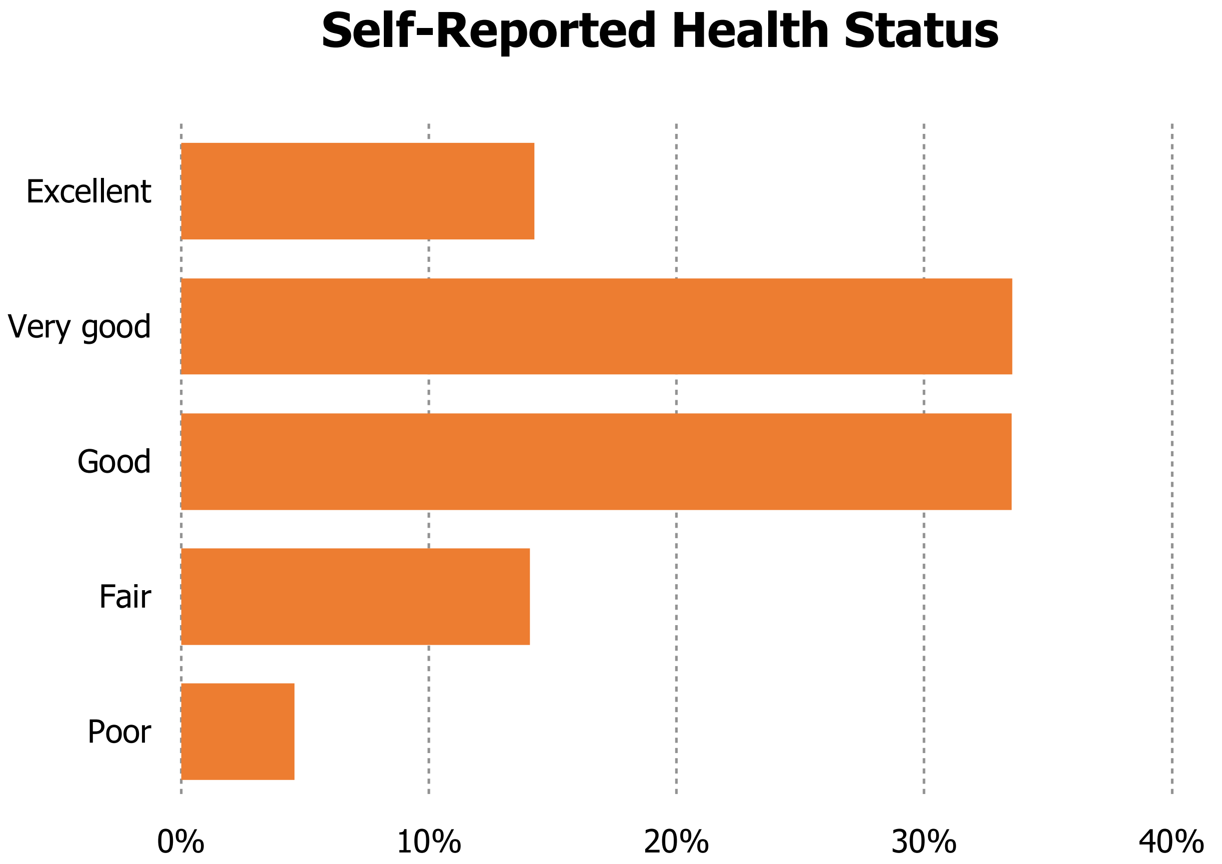
74% and **76%**
of those who rate their health as excellent/very good say that beans and legumes and pulses, respectively, have a positive/somewhat positive impact on health in general vs. 63% and 65% of those who rate their health as fair/poor.

43% and **67%**
of Gen Xers believe that red meat and processed meat, respectively, have a somewhat negative/negative impact vs. 32% and 50%, respectively, of their younger counterparts.

Primary Purchase Drivers

Gen Xers View Themselves in Good Health

Despite nearly half of Gen Xers rating their health as excellent or very good, two in three are classified as overweight or obese.



48%
of consumers indicate their health is excellent or very good.

57%
of consumers who say cancer risk has a great impact on their food and beverage purchases say they are in excellent/good health, compared with 40% of those who say it has little to no impact.

57%
of consumers with an income of \$35k+ rate their health as excellent or very good, compared with 26% of consumers with an income of less than \$35k.

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

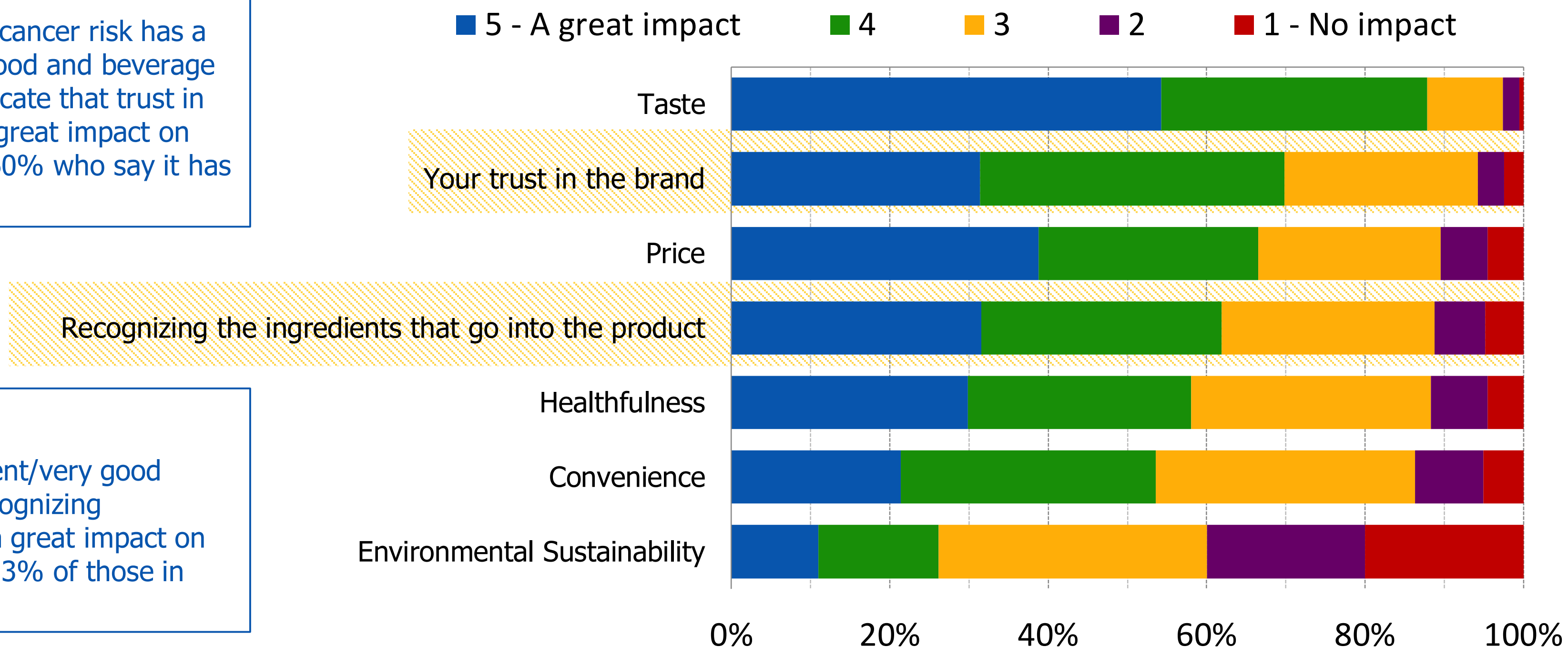
Brand Trust and Ingredients Are Impactful

Three in ten consumers say that recognizing the ingredients and trust in the brand have a great impact.

Impact of Brand Trust and Recognizable Ingredients

85%
of consumers who say cancer risk has a great impact on their food and beverage purchase decisions indicate that trust in the brand has some/a great impact on them, compared with 60% who say it has little to no impact.

70%
of consumers in excellent/very good health indicate that recognizing ingredients has some/a great impact on them, compared with 53% of those in fair/poor health.



60%
of consumers with children under the age of 18 say convenience has some/a great impact on them, vs. 50% of consumers without children under the age of 18.

66%
of African Americans say convenience has some/a great impact on them, vs. 50% of non-Hispanic whites.

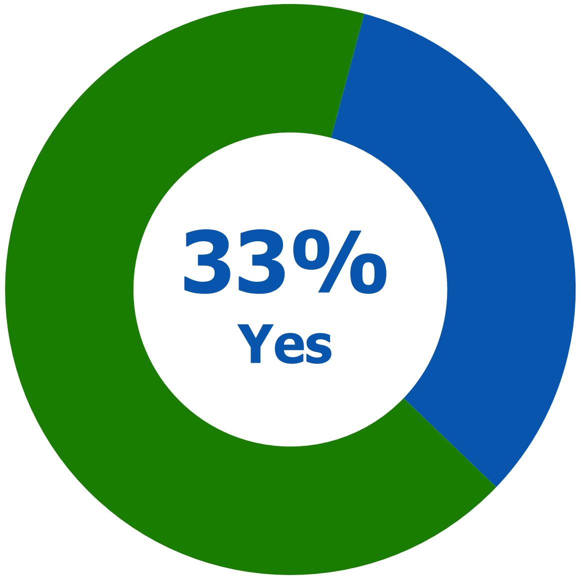
Q8: How much of an impact do the following have on your decision to buy foods and beverages? (n=1,022)
Q9: How much of an impact does the following have on your decision to buy foods and beverages? (n=1,022)

Diets and Eating and Shopping Patterns

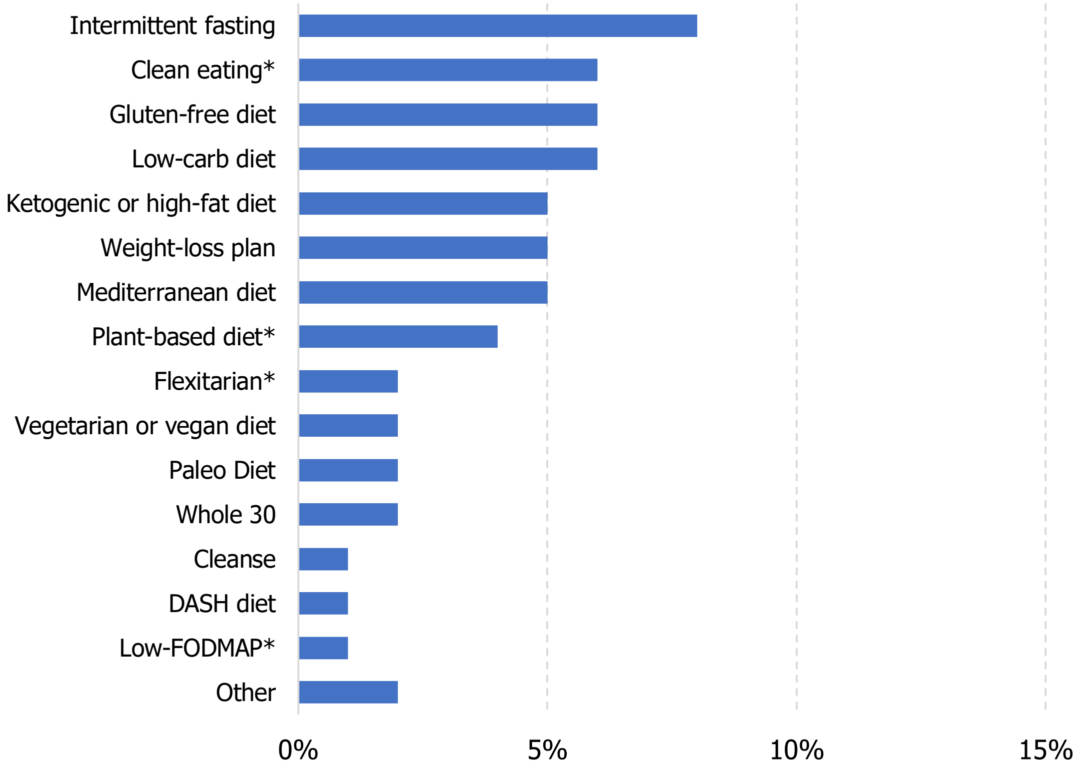
One in Three Followed a Diet in the Past Year

The most common eating patterns/diets among Gen Xers include intermittent fasting and clean eating, similar to the general population.

Followed a Diet in Past Year?



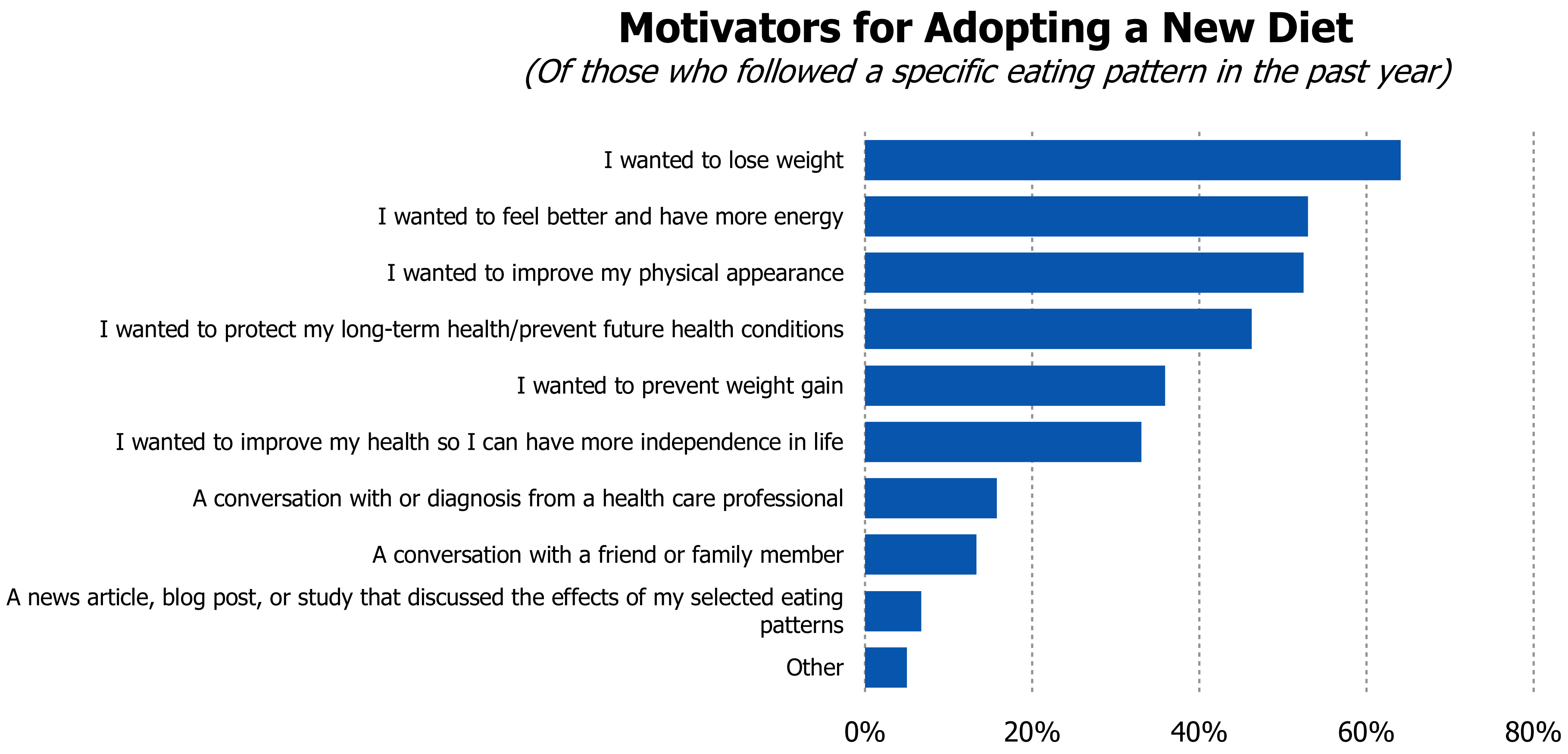
Type of Diet Followed



Q33: Have you followed any specific eating pattern or diet at any time in the past year? Select all that apply. (n=1,022)
**Indicates new diet added in 2019*

Motivators for Adopting a Specific Diet

Wanting to lose weight, improve appearance, and to feel better/have more energy are top reasons for why people adopted a new diet.



70% of women say they adopted a diet to lose weight, vs. 55% of men.

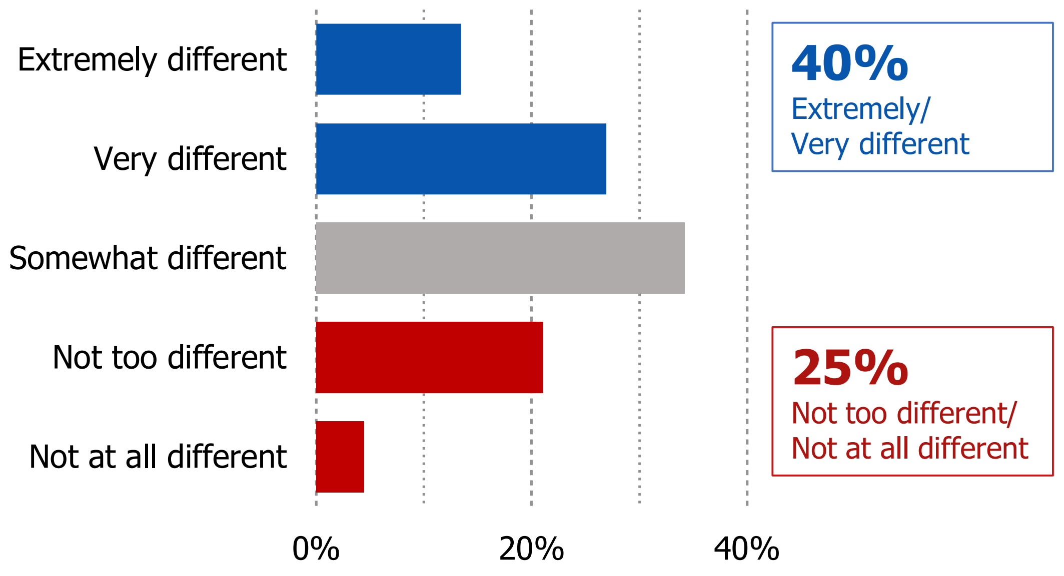
64% and **53%** of Gen Xers who diet do so to lose weight or improve their physical appearance, respectively (vs. 51% and 40% of all consumers in general).

Q34: Which of the following motivated you to make an effort to adopt a new eating pattern/diet? Select all that apply. (Of those who followed a specific eating pattern in past year, n=355)

Four in Ten Say Their Diet Has Changed

However, a quarter indicate their diet is not too different or not at all different.

How different is your overall diet now versus what it looked like 10 years ago?



51% and 47%
of Hispanic/Latino and African American Gen Xers say that their diet is extremely/very different compared with 35% of non-Hispanic white Gen Xers.

57%
of consumers who say cancer risk has a great impact on their food and beverage purchase decisions say their diet is extremely/very different from 10 years ago, vs. 25% of who say it has little/no impact.

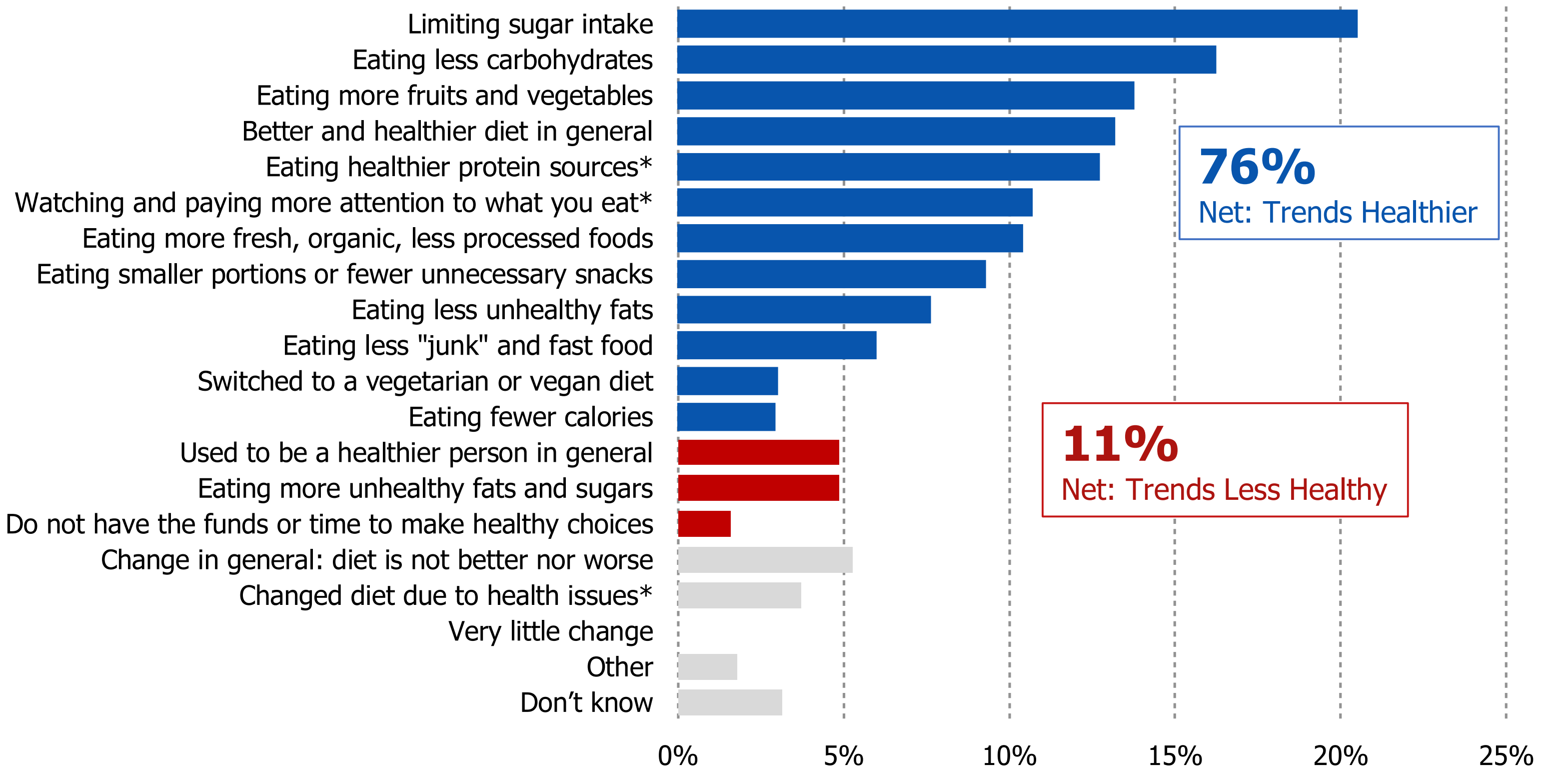
Q6: How different is your overall diet now versus what it looked like 10 years ago? (n=1,022)

Three in Four Report Having a Better Diet Now

Limiting sugar intake and eating fewer carbs are the top ways in which consumers' diets have changed.

Ways in Which Diet Has Changed

(Of those who say their diet is extremely or very different from 10 years ago)



83% and **78%** of non-Hispanic white and African American Gen Xers, respectively, report having a better diet compared with 59% of Hispanic/Latino Gen Xers.

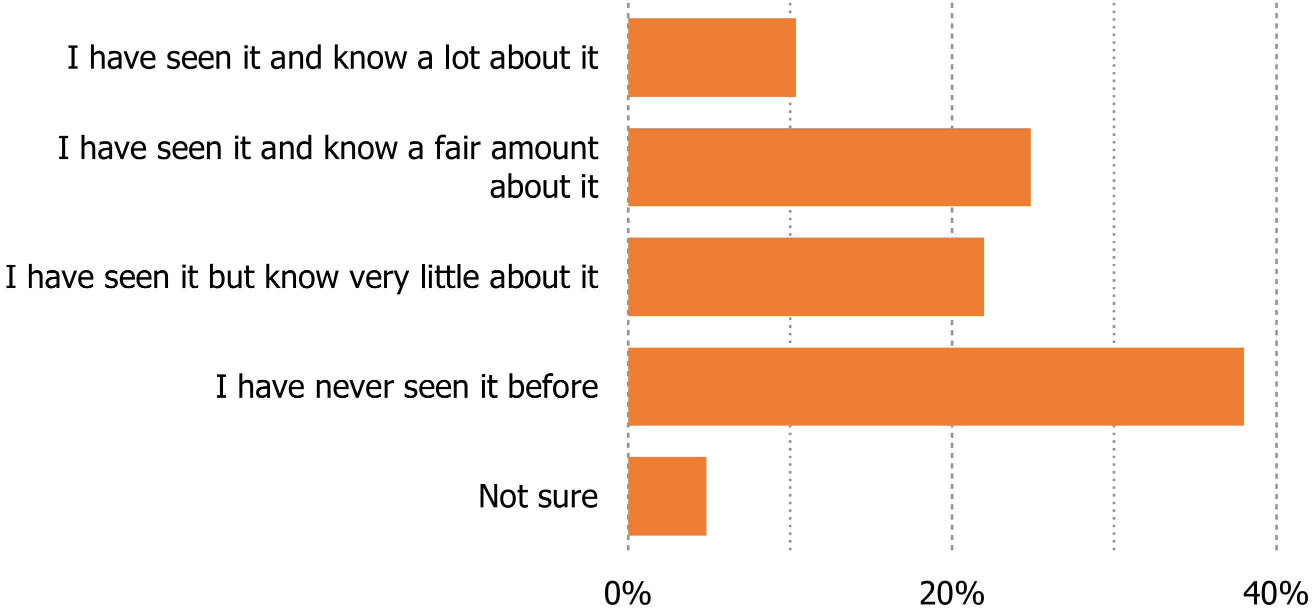
85% of consumers with an income of $75k+ report having a better diet compared with 68% of consumers with an income of $35k–74k.

**Response text abridged*
Q7: In what ways is your diet different from what it looked like 10 years ago? Please give as much detail as possible. (Of those who's diet is different, n=399)

Over One-Third Have Never Seen MyPlate

Female consumers and consumers with children under 18 years are particularly familiar with the icon.

Familiarity With the MyPlate Graphic



57%
have seen the MyPlate graphic.

43%
of women know at least a fair amount about the MyPlate graphic, compared with 27% of men.

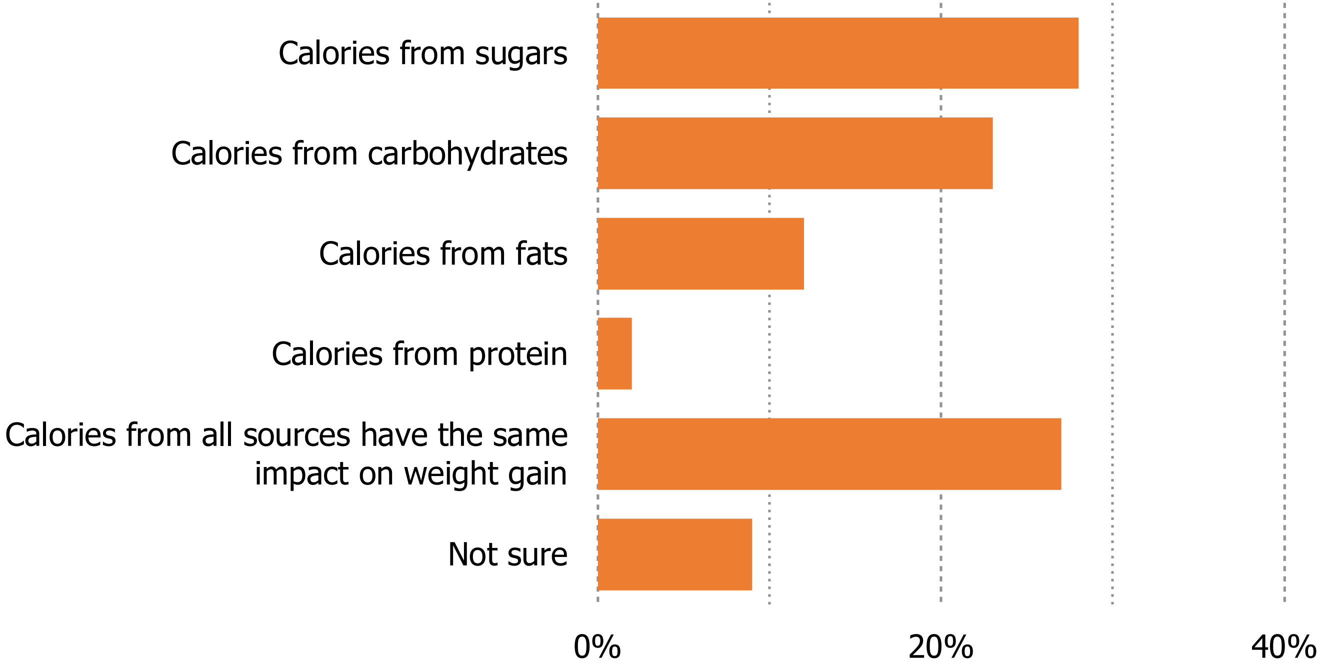
43%
of Gen Xers with children under 18 years report they know at least a fair amount about the MyPlate graphic, compared with 31% of those without children under the age of 18.

Q2: How familiar are you, if at all, with the following graphic? (n=1,022)

Sugars Seen as Top Source for Weight Gain

However, over a quarter believe calories from all sources impact weight the same.

Source of Calories Most Likely To Cause Weight Gain



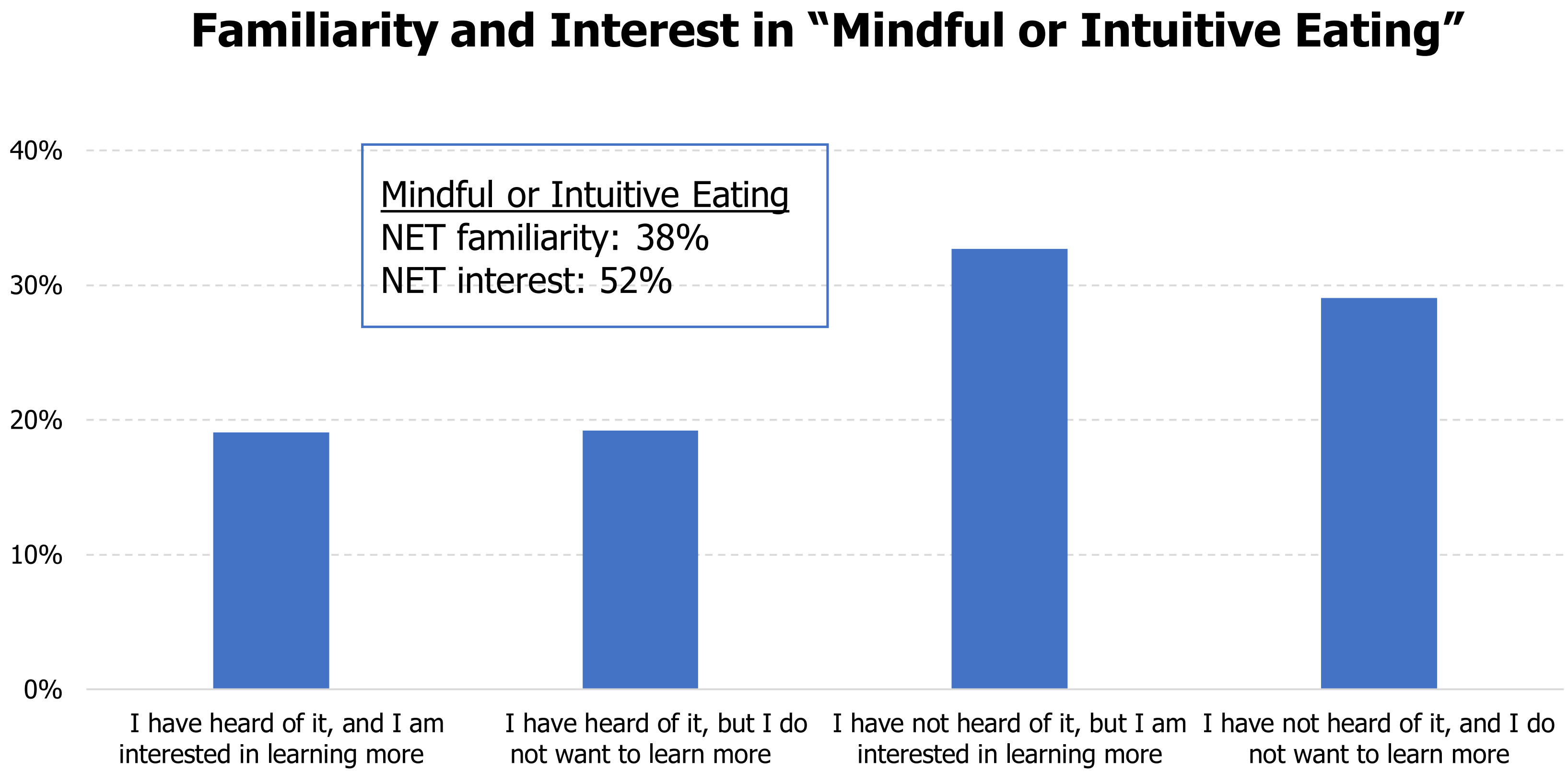
27%
of Gen Xers with children under the age of 18 indicate carbohydrates are the most likely to cause weight gain compared with 20% of those without children under the age of 18.

31%
of those with an income of \$75k+ say that sugars are most likely to cause weight gain compared with 21% of those with an income below \$35k.

Q3: What source of calories is the most likely to cause weight gain? (n=1,022)

Over Three in Five: Unfamiliar With Mindful Eating

However, over half are interested in learning more about mindful or intuitive eating.



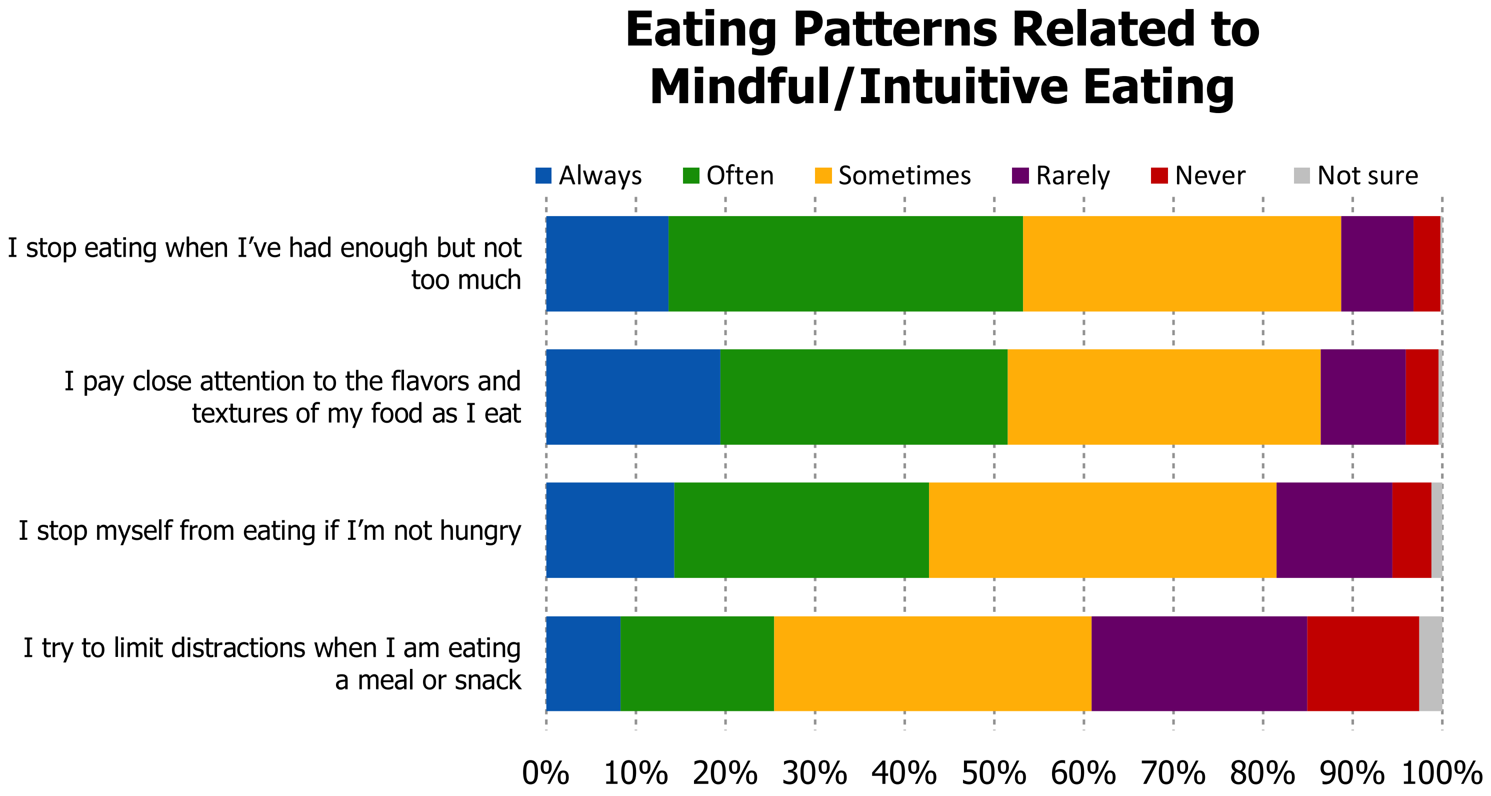
44% of Gen Xers who rate their health as excellent/very good are familiar with the concept compared with 29% of Gen Xers who rate their health as fair/poor.

45% of women are familiar with the concept compared with 31% of men.

Q32: Which of the following best describes your familiarity and interest in the practice of "mindful or intuitive eating"? (n=1,022)

Nearly Two in Five Rarely or Never Limit Distractions When Eating

One in five say they always pay attention to the flavors and textures of their food as they eat.



Gen Xers who say cancer risk has a great impact on their food and beverage purchase decisions are more likely than their counterparts to state that they always or often follow all eating patterns.

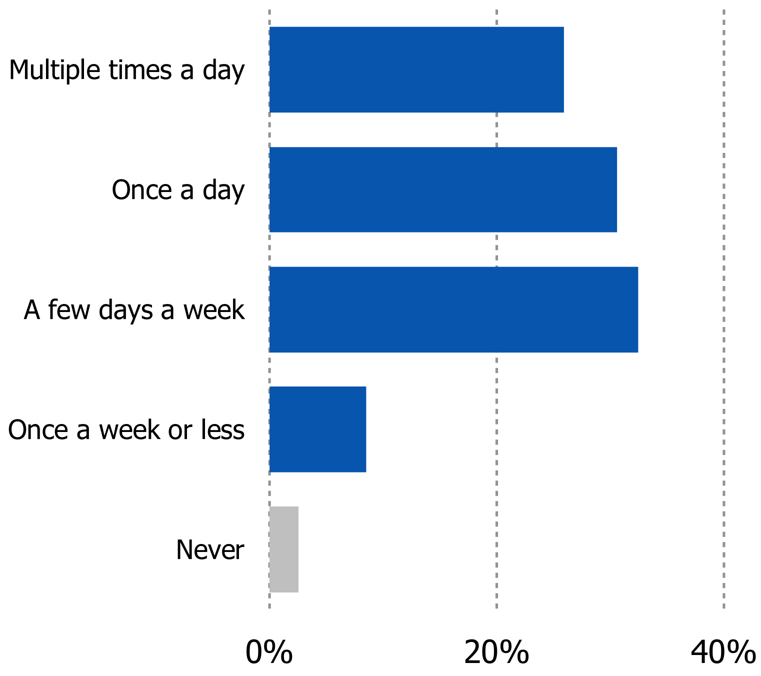
53%
of Hispanic/Latino consumers state they often or always stop themselves from eating if they are not hungry compared with 39% of non-Hispanic whites.

Q29: How often do you do the following? (n=1,022)

Nearly Six in Ten Snack at Least Once a Day

Being hungry or thirsty and craving sweet and/or salty snacks are top reasons why people snack. Those with non-communicable diseases are more likely than their counterparts to say they crave salty snacks.

Frequency of Snacking



Reasons for Snacking

(Of those who snack)

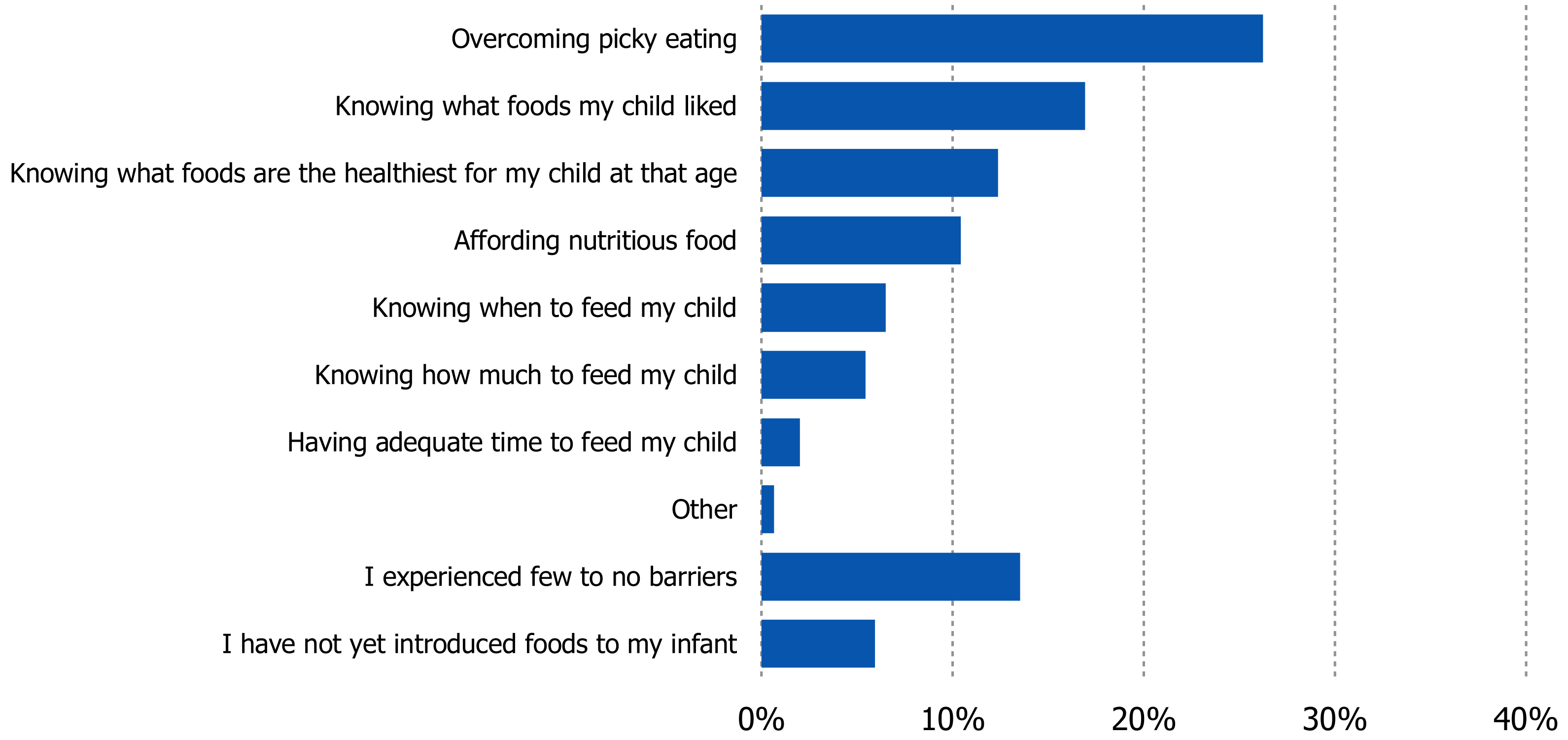
Q30: In a typical week, how often do you snack in addition to your main meals? (n=1,022)
Q31: Which of the following are the most common reasons why you choose to snack? Please select your top 3 reasons. (Of those who snack ever, n=1,000)

Picky Eaters Are a Challenge for Parents

Only 14% say they experienced few to no barriers in introducing foods.

Biggest Challenge When Introducing Foods to Children as Infants

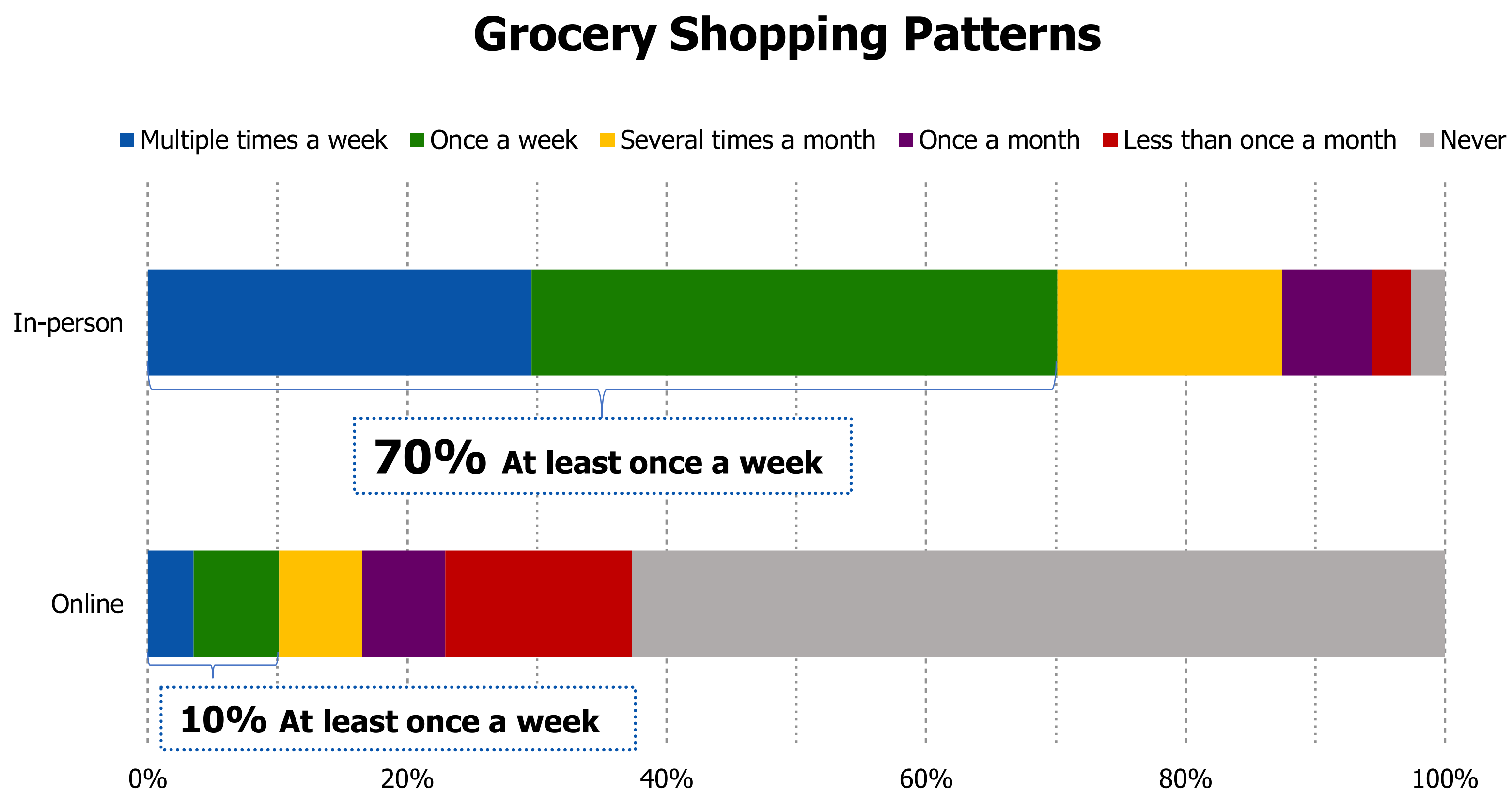
(Of those who have a child under 9 years)



Q35: What was the biggest challenge that you experienced when starting to introduce foods to your children as infant(s)? (Of those who have children under 9 years, n=129)

Majority of Consumers Shop In-Person At Least Once a Week

Only 10% grocery shop online at least once a week.



76%
of those with a household income of $75K+ grocery shop in-person weekly, vs. 64% of those with less than $35K.

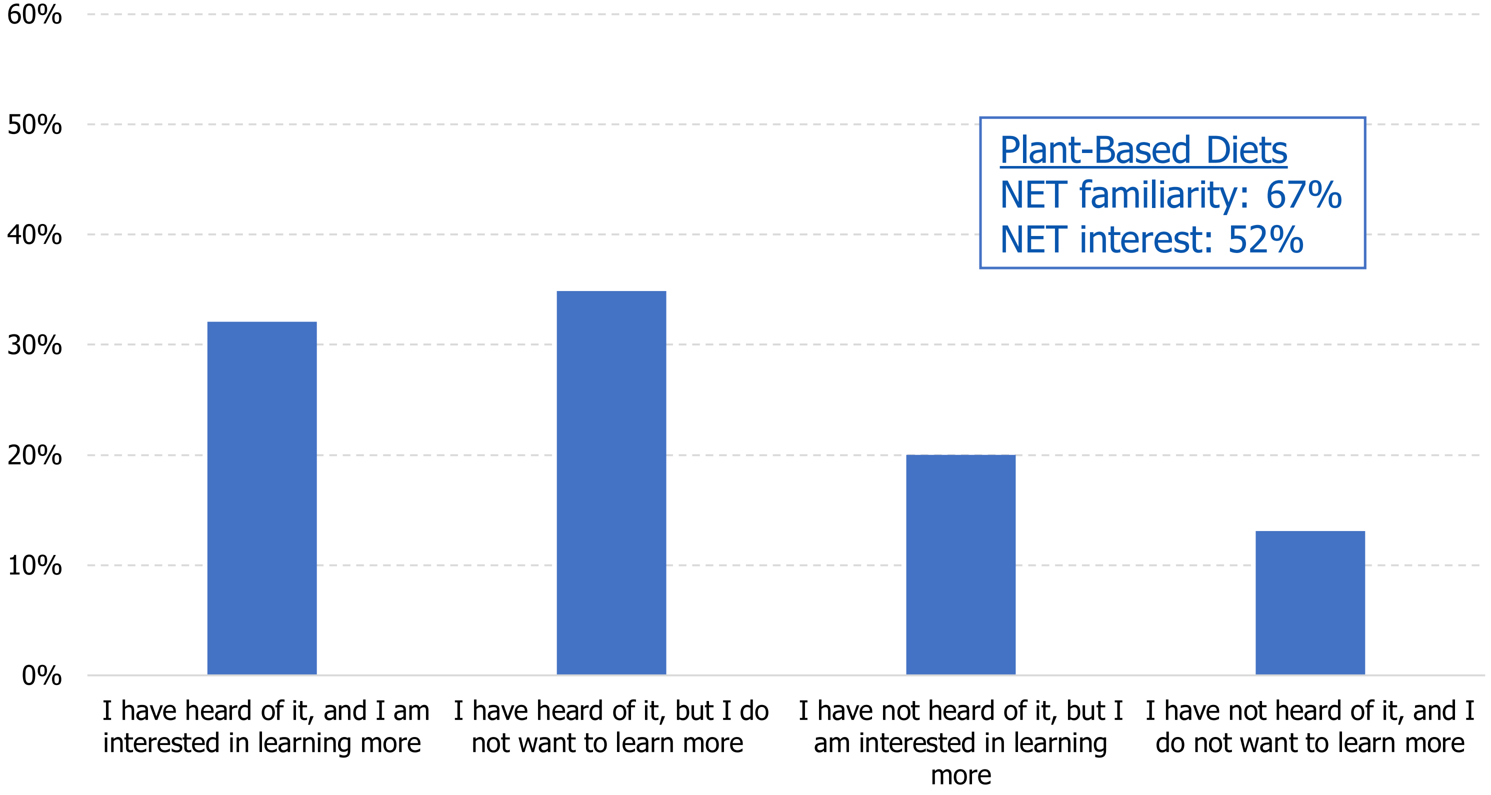
Q10: How often do you buy groceries…? (n=1,022)

Plant-Based Diets

Consumers Are Familiar With Plant-Based Diets

Two-thirds of Gen Xers are familiar with plant-based diets; however, this is significantly less than the overall population (73%).

Familiarity and Interest in Plant-Based Diets



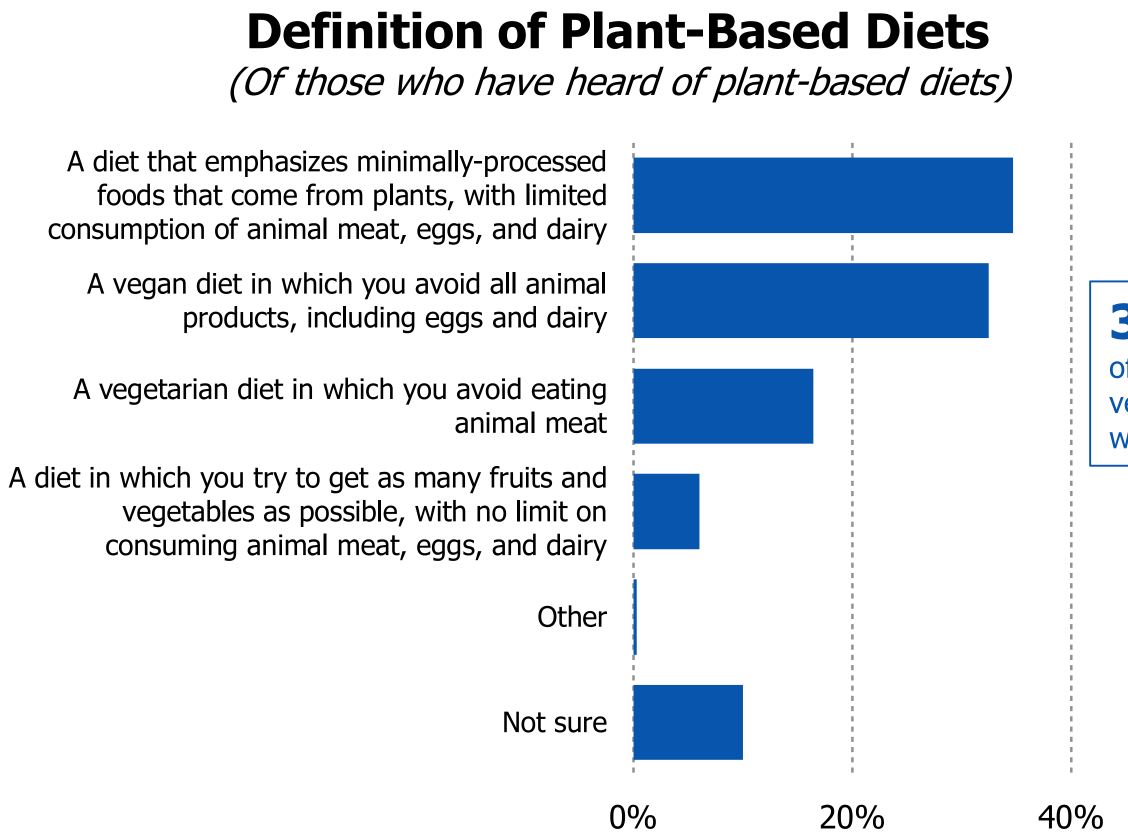
71%
of consumers who rate their health as excellent/very good say that they have heard of plant-based diets compared with 60% who rate their health as fair/poor.

70%
of consumers with an income of $75k+ say that they have heard of plant-based diets compared with 62% who have an income below $35k.

Q12: Which of the following best describes your familiarity and interest with "plant-based diets"? (n=1,022)

Consumers Split on Definition of "Plant-Based"

Similar shares of Gen Xers say a plant-based diet is either a vegan diet or one that emphasizes minimally processed foods with limited animal consumption.

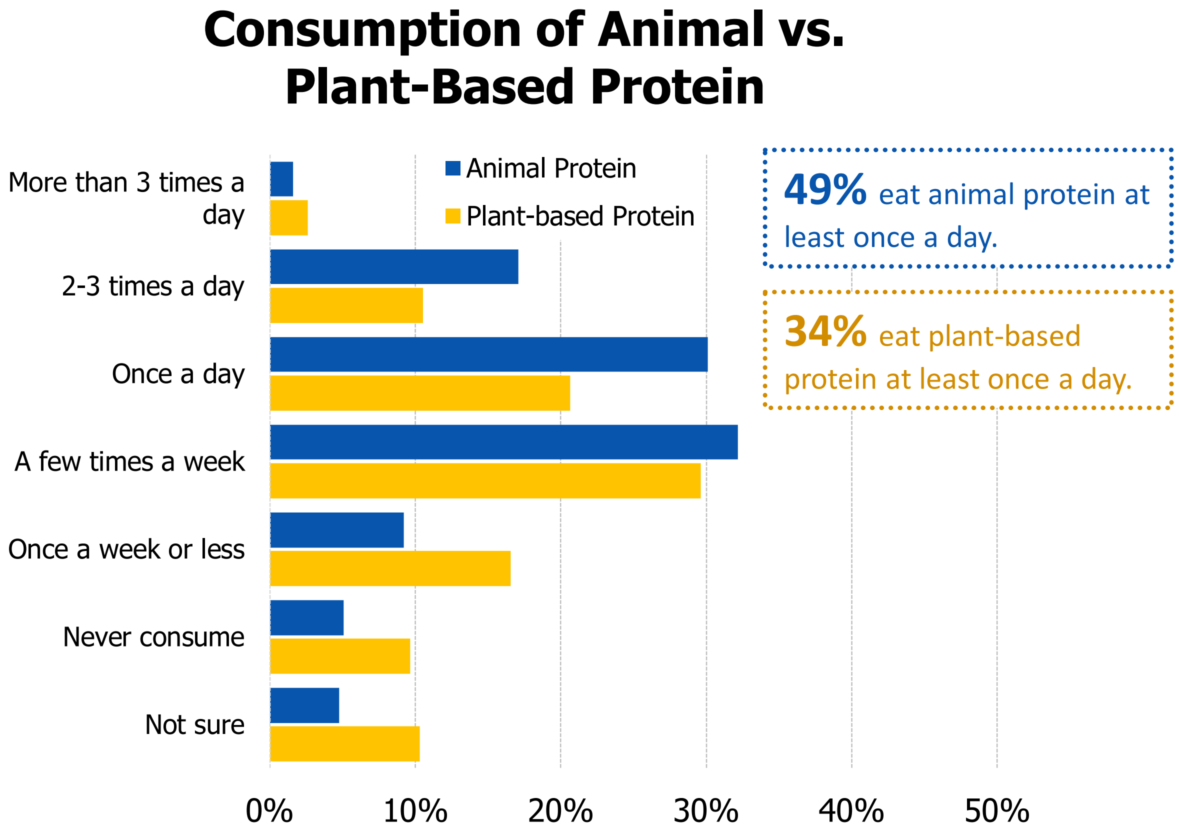


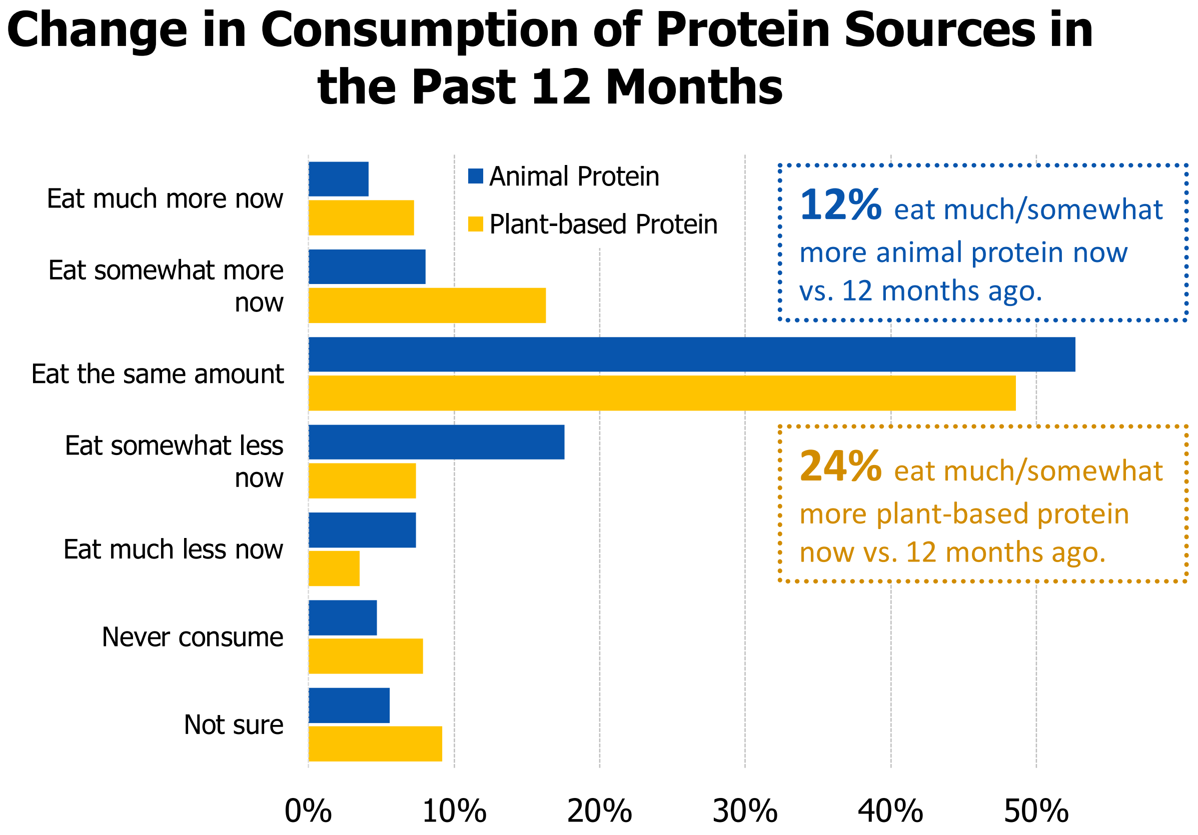
38%
of women believe it is a vegan diet compared with 26% of men.

**Question text abridged*
Q13: Which of the following best matches how you would define a "plant-based diet"? Please select only one answer. (Of those who have heard of plant-based diets, n=716)
Q14: In your opinion, if someone is following a plant-based diet, would it be acceptable for them to eat a plant-based food product that was grown in a lab? (Of those who have heard of plant-based diets, n=716)

One in Four Eat More Plant-Based Protein This Year

Over one-third eat plant-based protein at least once a day.



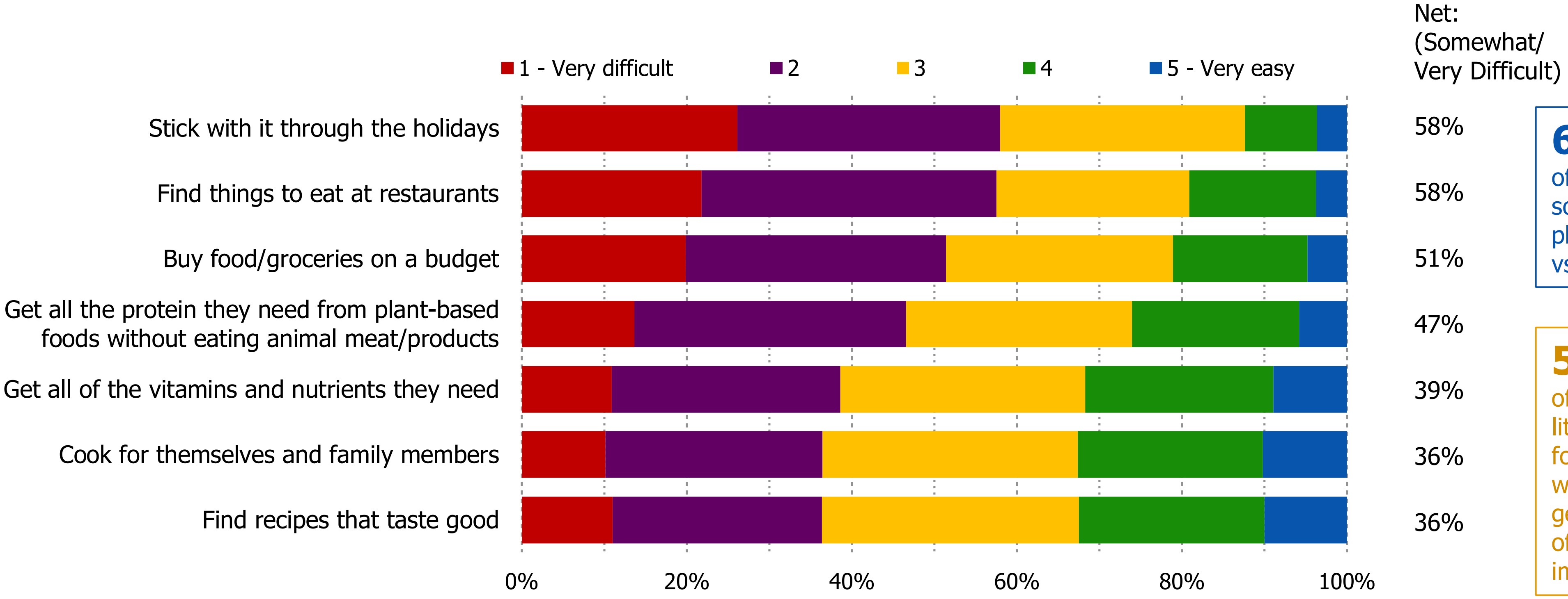


Q41: How often do you consume animal protein (e.g., meat, fish, poultry, dairy, eggs) and plant-based protein (e.g., soy/tofu, nuts, beans and legumes) on average? (n=1,022)
Q42. Thinking about the last 12 months, how has your consumption of animal protein (e.g., meat, fish, poultry, dairy, eggs) and plant-based protein (e.g., soy/tofu, nuts, beans and legumes) changed? (n=1,022)

Holidays and Eating Out Believed To Be Most Difficult Times To Follow Plant-Based Diets

Half also believe buying food on a budget would be difficult.

Ease of Completing Activities for Those on Plant-Based Diets



62% of women think it would be somewhat/very difficult to stick with a plant-based diet through the holidays, vs. 53% of men.

57% of consumers who say cancer risk has little to no impact on their food/beverage purchases believe it would be somewhat/very difficult to get all the protein they need, vs. 40% of those who say it has a great impact.

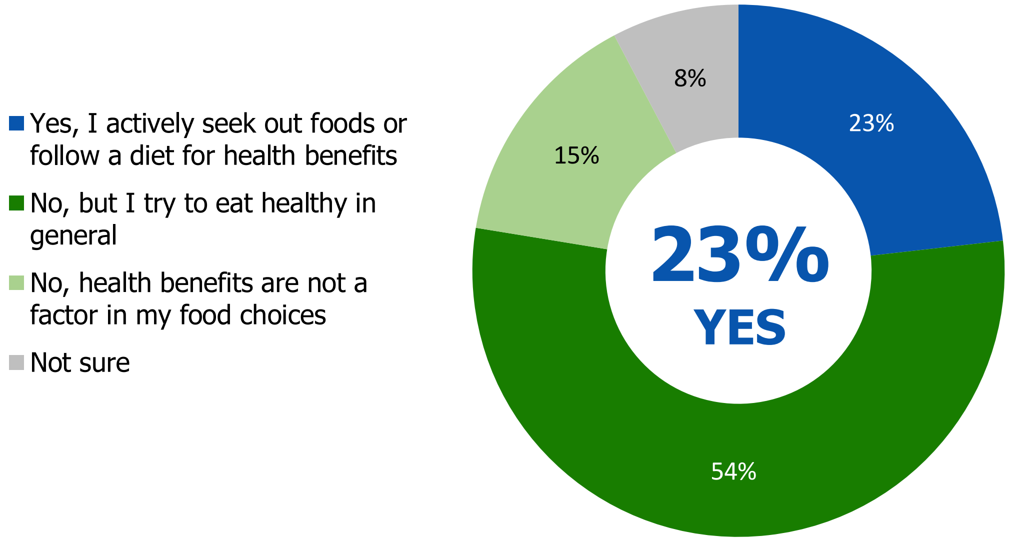
Q15: How easy do you think it would be for someone following a plant-based diet to…? (n=1,022)

Nutrients and Desired Health Benefits

One in Four Consumers Seek Health Benefits From Food

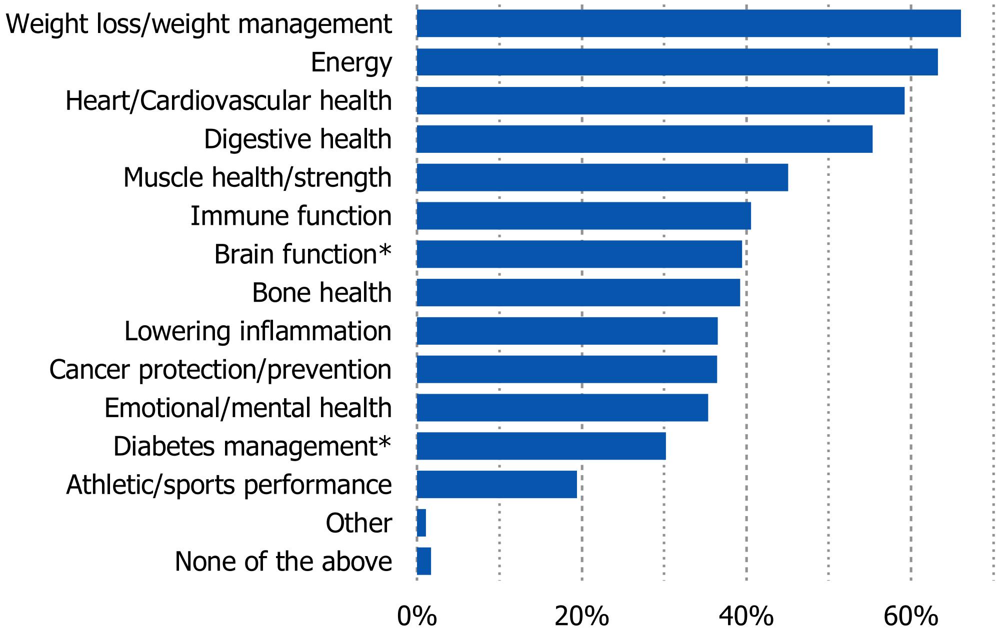
Weight loss, energy, and heart health are the most sought-after benefits; Gen Xers are more likely to seek heart-health benefits compared with consumers in general.

Seek Health Benefits From Foods?



Top Sought-After Health Benefits

(Of those who seek health benefits from foods)

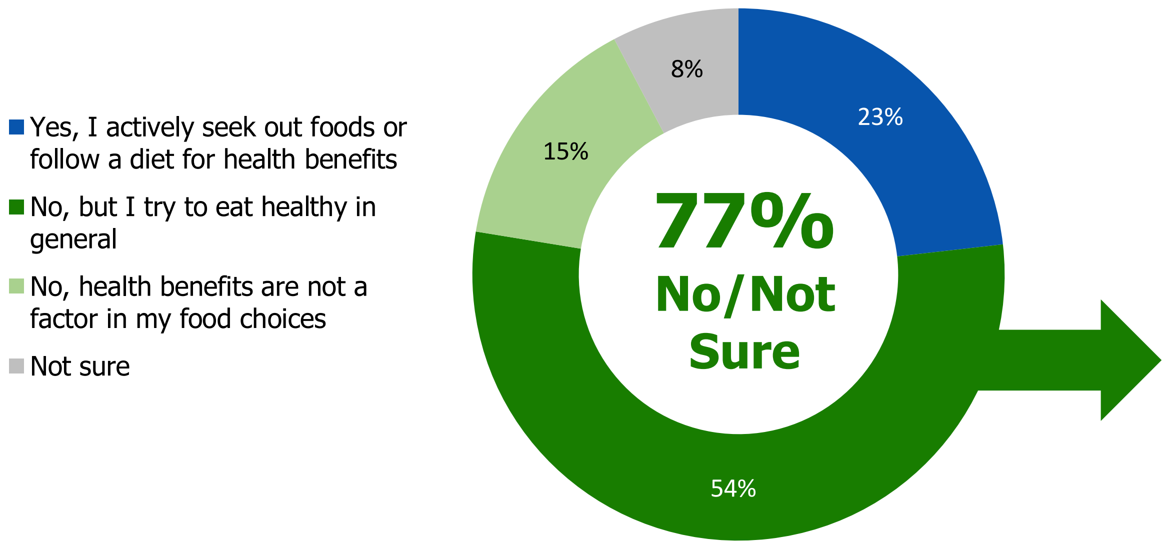


**Response text abridged*
Q36: Do you seek out certain foods or follow a particular diet because of the health benefits that those foods/diet provide? (n=1,022)
Q39: Which of the following health benefits are you seeking to get from foods or nutrients? Select all that apply. (Of those who seek health benefits from foods, n=247)

Interest in Weight Loss, Heart Health, Energy Benefits

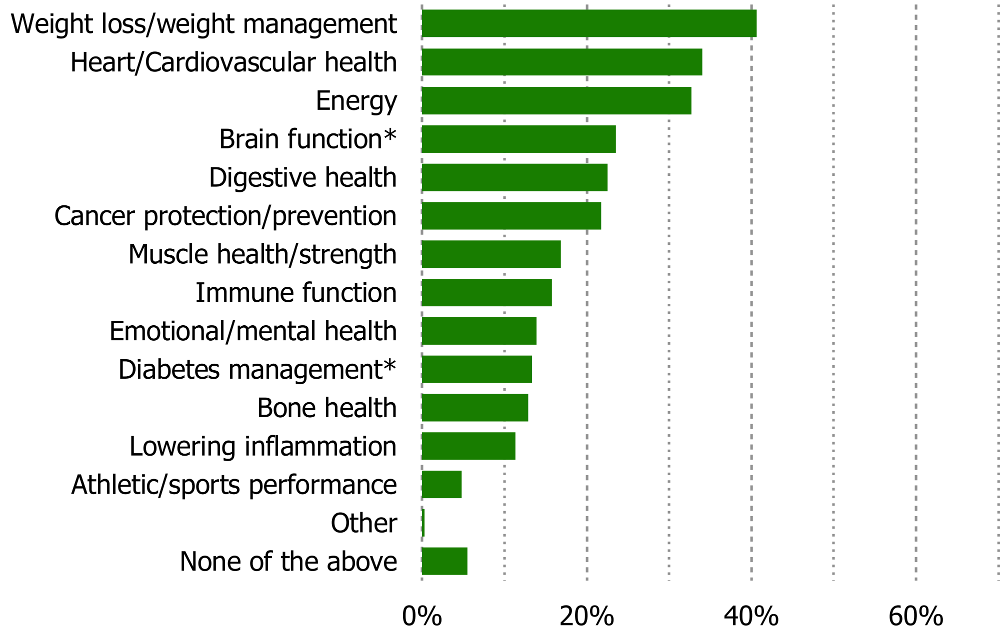
Of those not actively seeking out health benefits from food, Gen Xers are more interested in weight loss than the overall population.

Seek Health Benefits From Foods?



Interest in Certain Health Benefits

(Of those who do not seek health benefits from food)

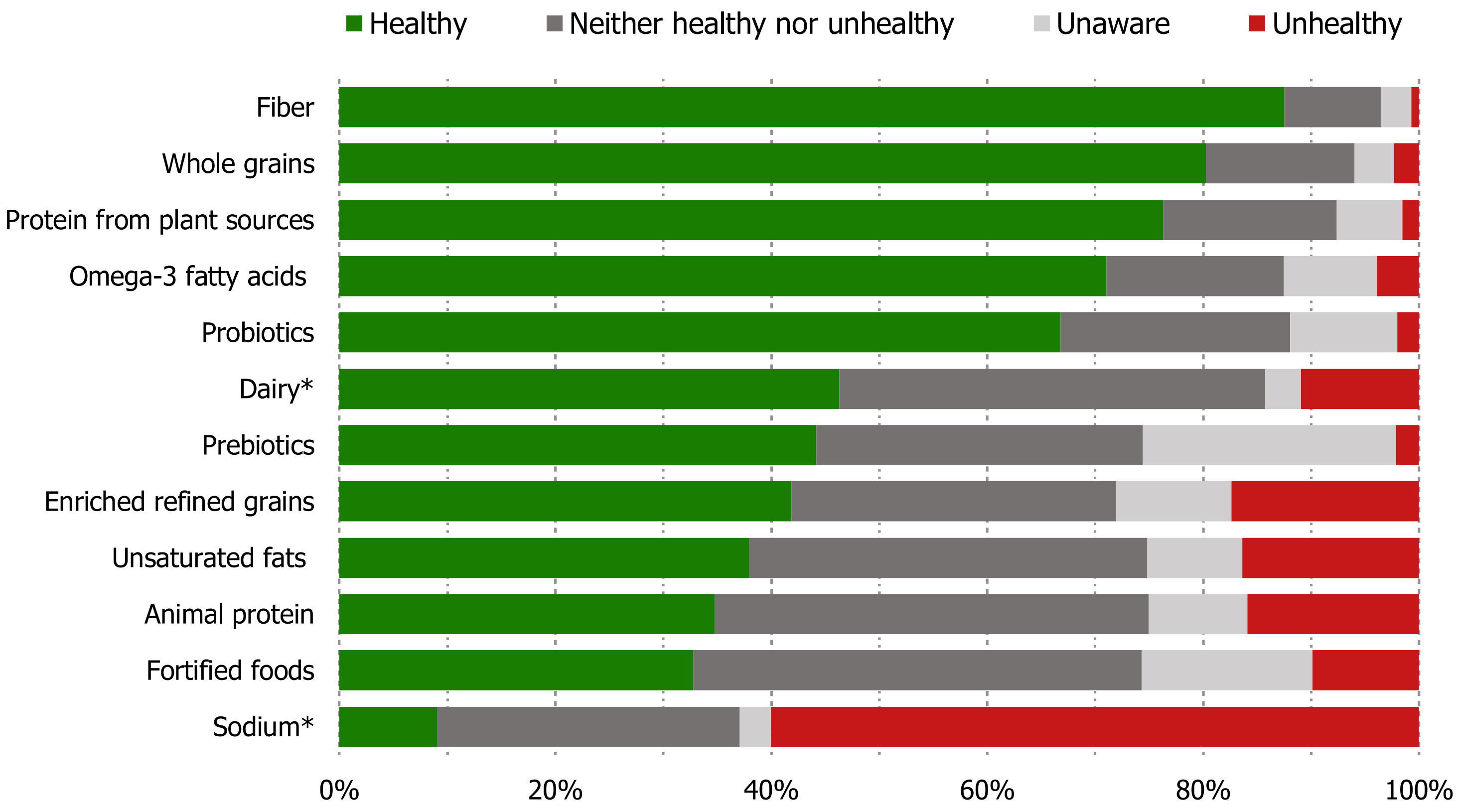


**Response text abridged*
Q36: Do you seek out certain foods or follow a particular diet because of the health benefits that those foods/diet provide? (n=1,022)
Q40: Which of the following health benefits would you be most interested in getting from foods or nutrients? Please select the top 3 benefits (Of those who do not seek health benefits from foods, n=775)

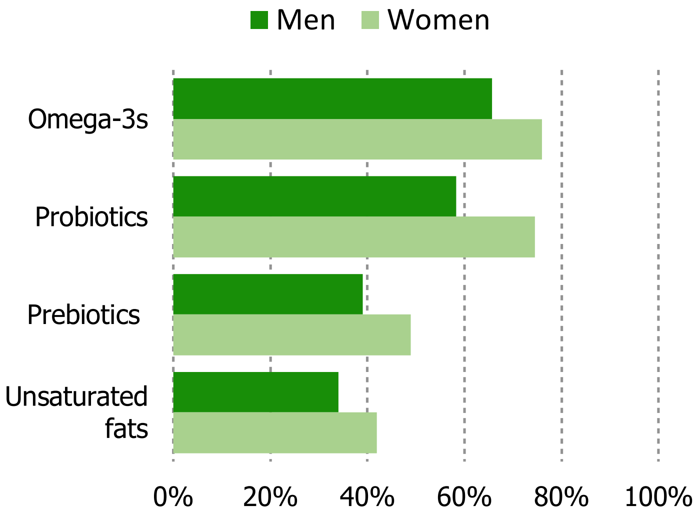
Fiber and Whole Grains Are Healthy to Gen Xers

Women especially find Omega-3s, pro-and prebiotics, and unsaturated fats to be healthy compared with men.

Perceived Healthfulness of Foods



% Healthy by Gender

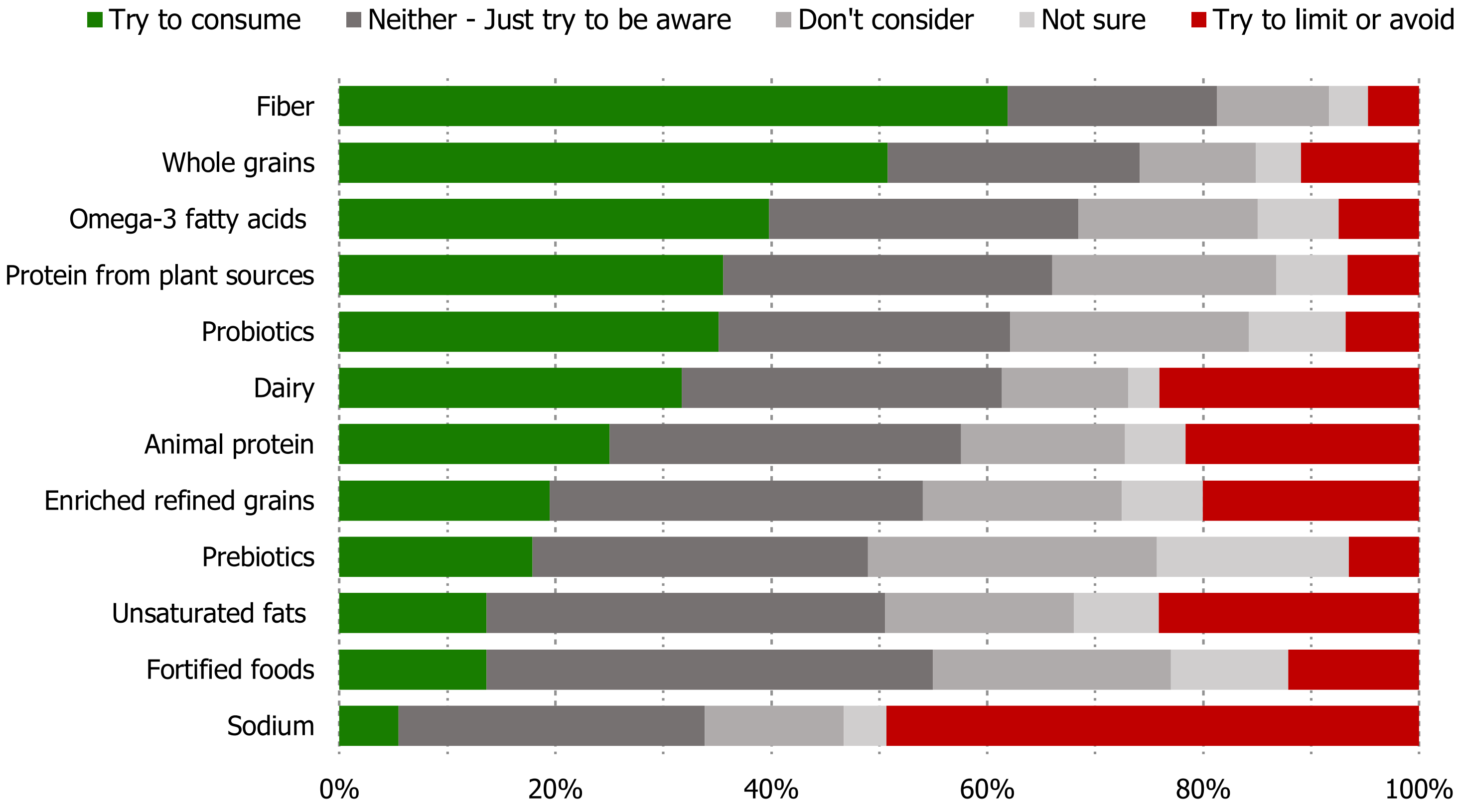


Q37: How would you rate the healthfulness of each of the following? (n=1,022)
**Indicates new addition to list starting in 2019*

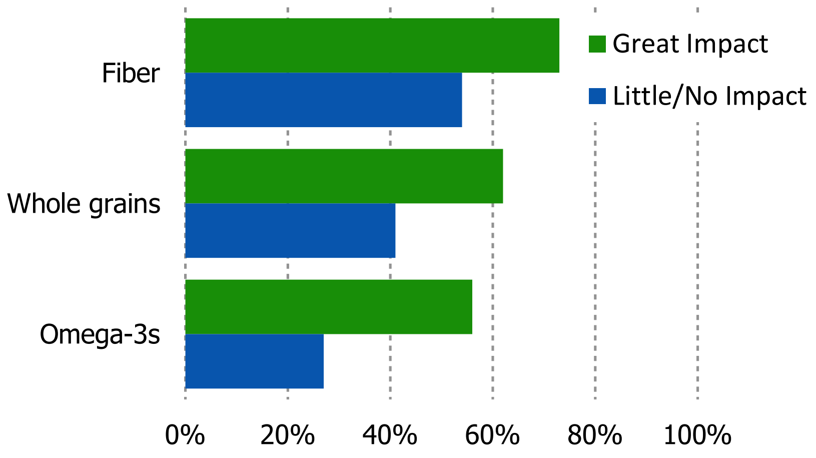
Desired Consumption Mirrors Healthfulness

Older consumers more often than younger ones indicate that they try to consume fiber and whole grains.

Consume or Avoid the Following



% Try to Consume by Impact of Cancer Risk on Food and Beverage Purchase Decisions

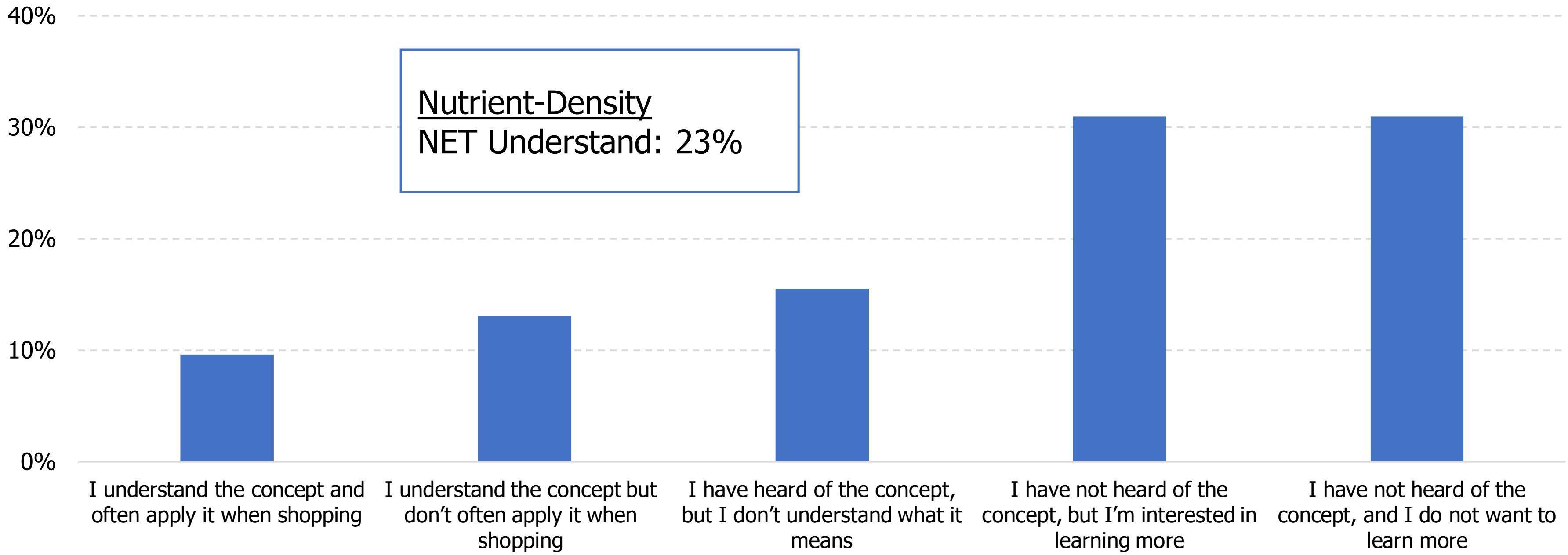


Q38: Do you generally try to consume or avoid the following? (n=1,022)

One in Four Understand "Nutrient Density"

One-third have not heard of it but want to learn more; younger consumers are more familiar with the concept.

Familiarity and Interest in Nutrient Density

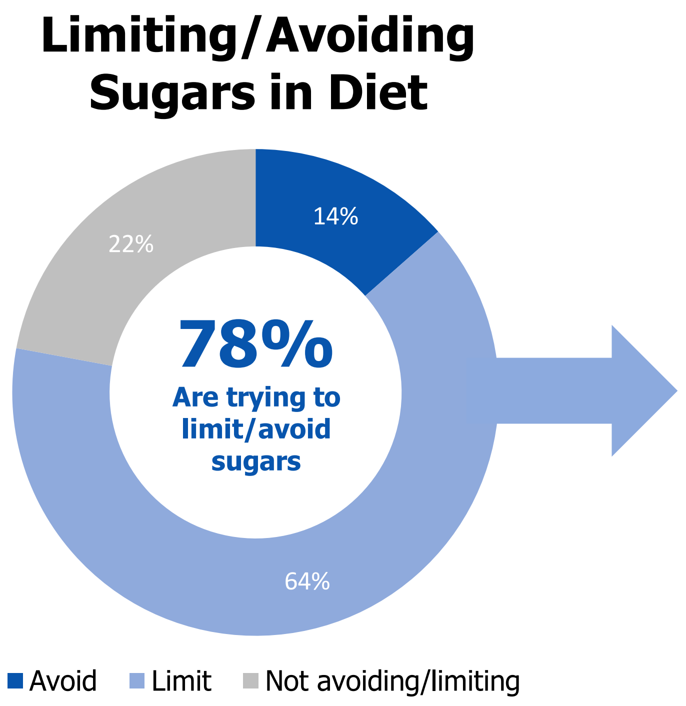


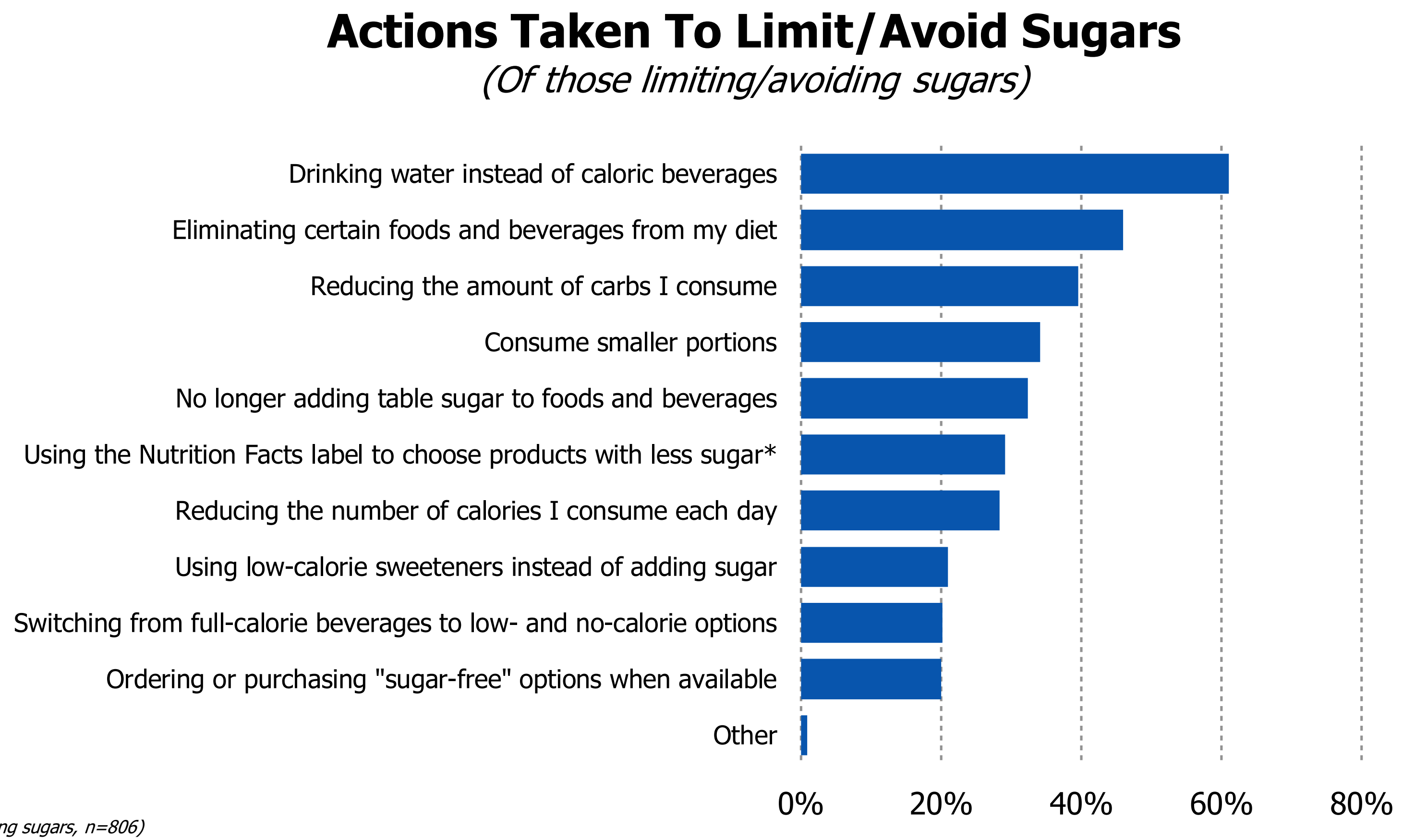
Q43: Which of the following best describes your familiarity and interest in the concept of "nutrient density"? (n=1,022)

Sugars and Sweeteners

Consumers Take Multiple Actions To Limit Sugar

A higher percentage of Gen Xers, compared with their younger counterparts, report reducing the amount of carbs they consume and consuming smaller portions in order to limit/avoid sugars.



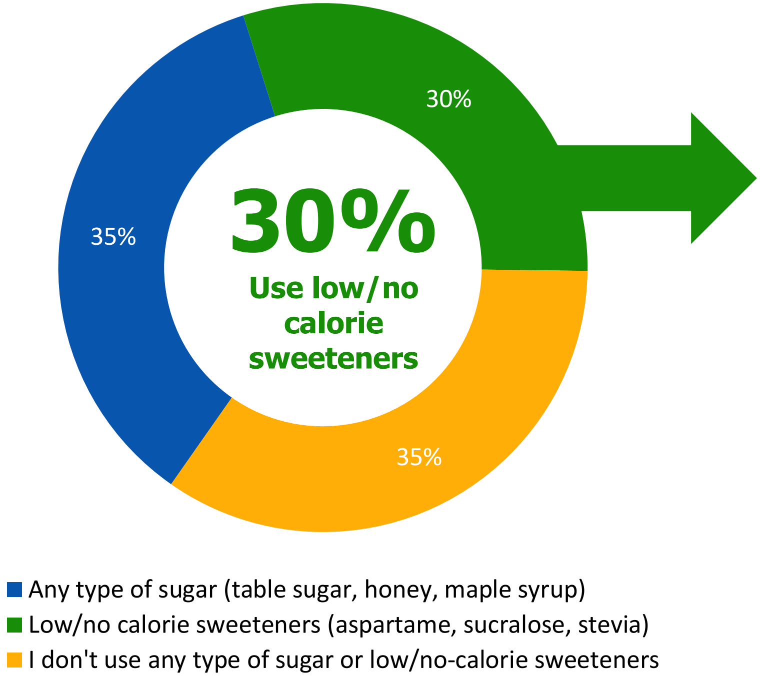


Q44: Are you trying to limit or avoid sugars in your diet? (n=1,022)
Q45: What action(s) are you taking to limit or avoid sugars? Check all that apply. (Of those limiting/avoiding sugars, n=806)
**Response text has been abridged*

Nearly One-Third Prefer Low/No-Cal Sweeteners

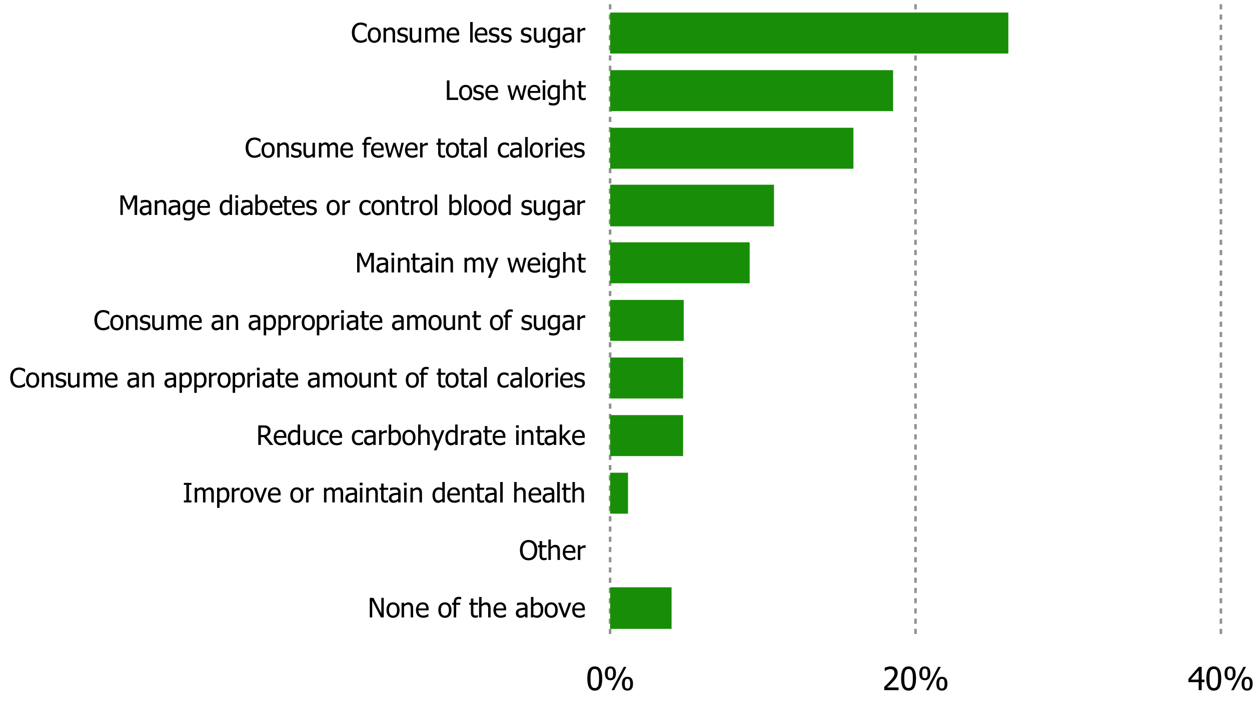
However, Gen Xers are more likely than their younger counterparts to say that they do not use any type of sugar or low/no calorie sweetener.

Sweeteners Likely To Use



Perceived Benefits of Using Low/No-Calorie Sweeteners

(Of those who use low/no-calorie sweeteners)



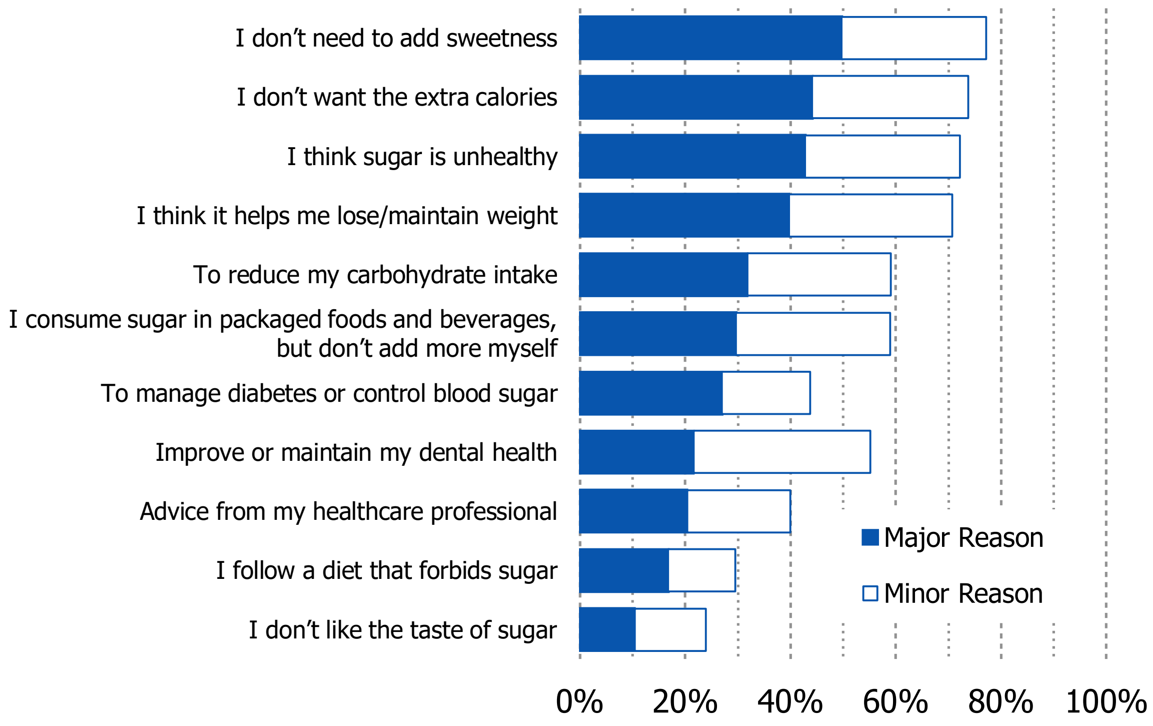
Q46: Which of the following are you more likely to use to sweeten foods and/or beverages? (n=1,022)
Q49: Which of the following, if any, do you believe consuming low/no-calorie sweeteners helps you do? (Select top answer.) (Of those who use low/no-calorie sweeteners, n=317)

Not Needing To Add Sweetness Is Top Reason

Consumers who avoid both sugars and low/no-cal sweeteners think that both can be unhealthy.

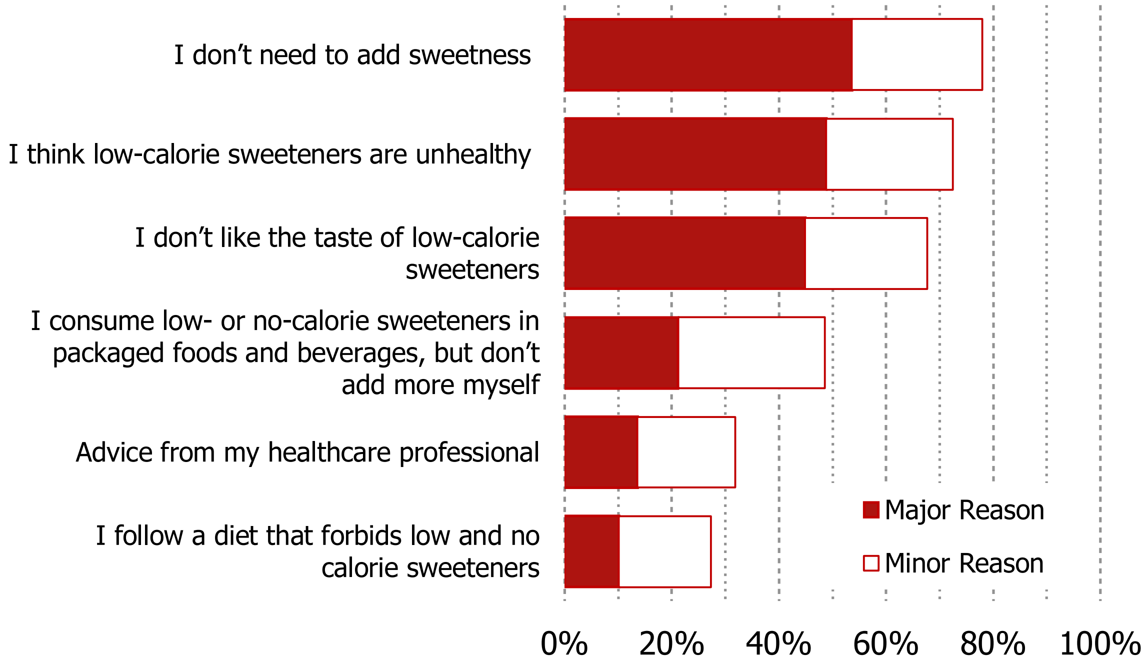
Reasons For Not Using Sugar

(Of those who don't use sugar or low/no-calorie sweetener)



Reasons For Not Using Low/No-Calorie Sweetener

(Of those who don't use sugar or low/no-calorie sweetener)



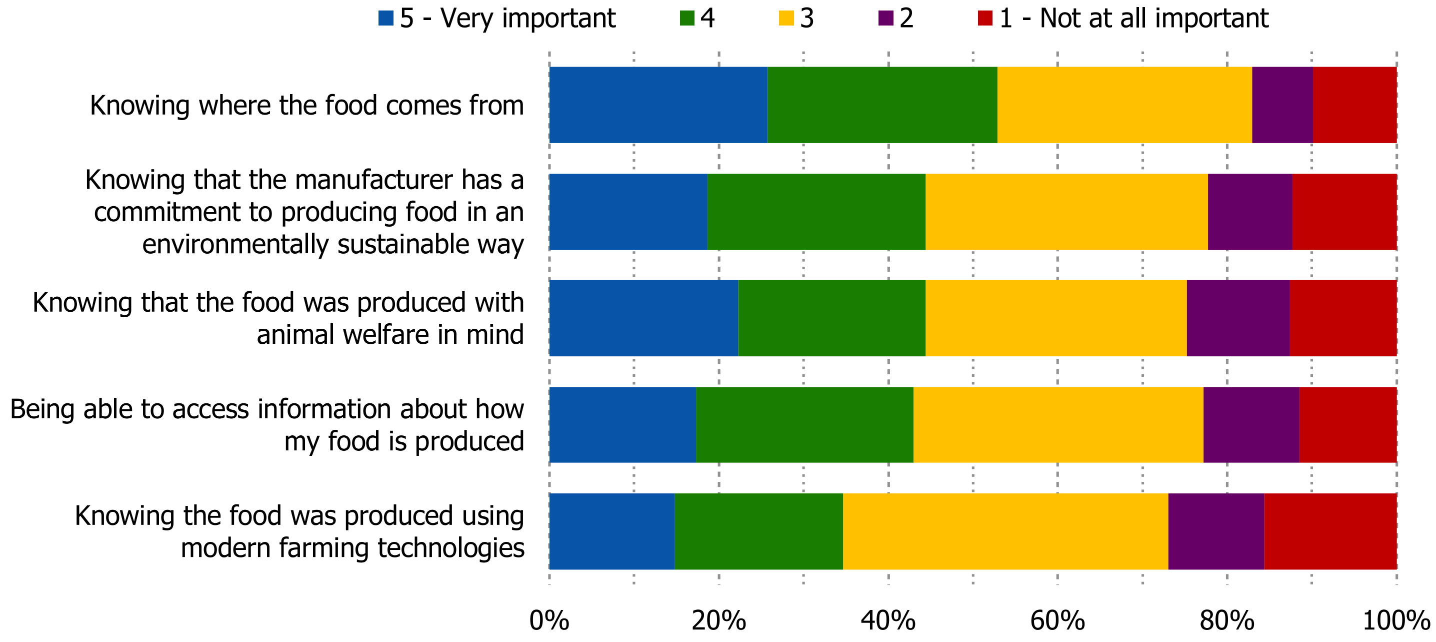
Q47: Why don't you use any type of sugar (ex. Table sugar, honey, maple syrup) to sweeten your foods and/or beverages? (Of those who don't use sugar or low/no-calorie sweeteners, n=350)
Q48: Why don't you use any type of low or no calorie sweeteners (ex. Aspartame, Sucralose, stevia leaf extract) to sweeten your foods and/or beverages? (Of those who don't use sugar or low/no-calorie sweetener, n=350)

Food Production

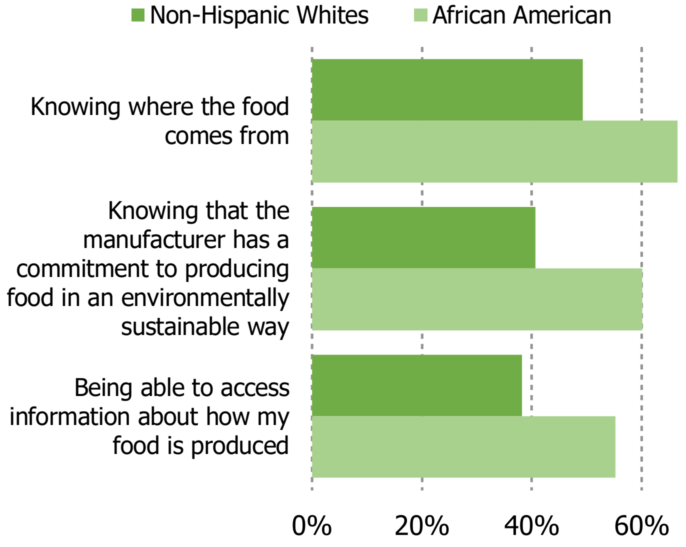
Knowing Where Food Comes From Is Important

More than half say knowing where their food comes from is highly important; nearly half say the same about knowing a manufacturer has a commitment to environmental sustainability.

Important Factors When Purchasing Food



% Top 2 (Very Important /Important) by Race

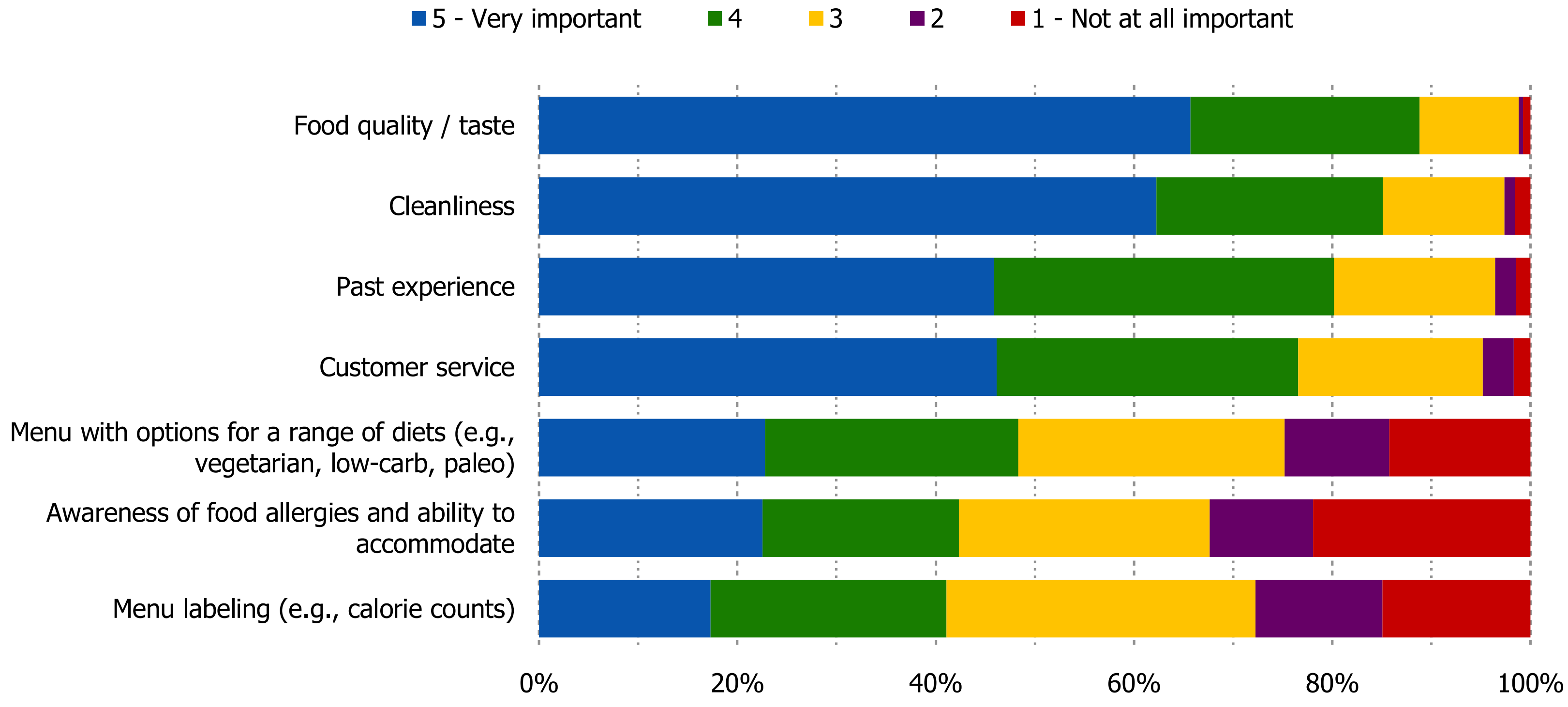


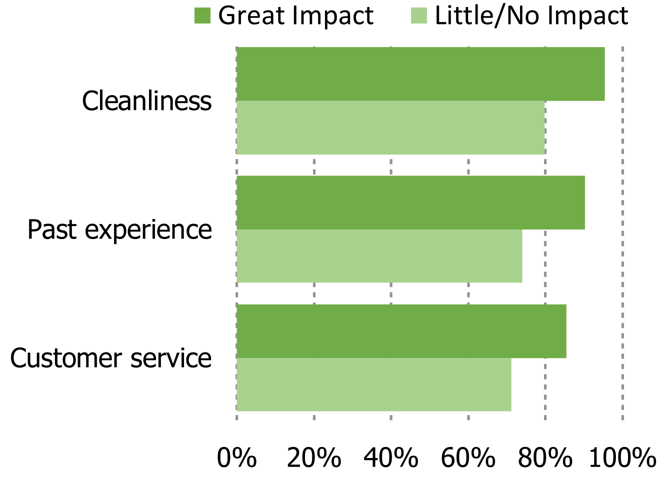
Q50: How important are the following factors in your decision to purchase a food or beverage? (n=1,022)

Taste/Cleanliness Are Key for Restaurant Choice

Cleanliness, past experience and customer service are significantly more important to Gen Xers who say cancer risk has a great impact on their food and beverage purchase decisions compared with the general population.

Important Factors When Choosing a Restaurant or Cafeteria



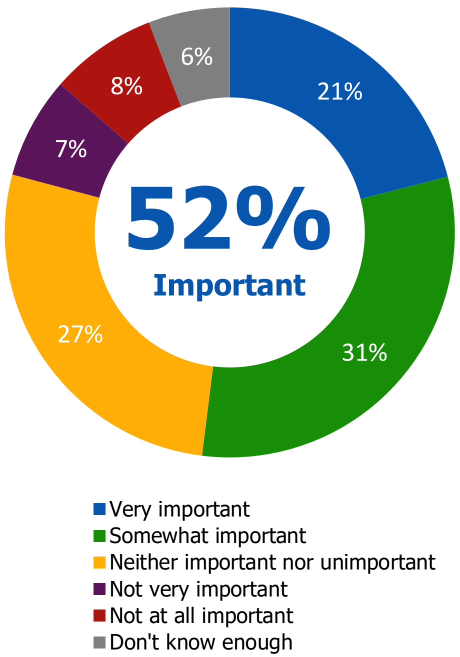


Q51: How important are the following factors when it comes to choosing a restaurant or cafeteria? (n=1,022)

Over Half Say Sustainability Is Important

Labeled as being "locally grown" is the top indicator for perceived environmental sustainability.

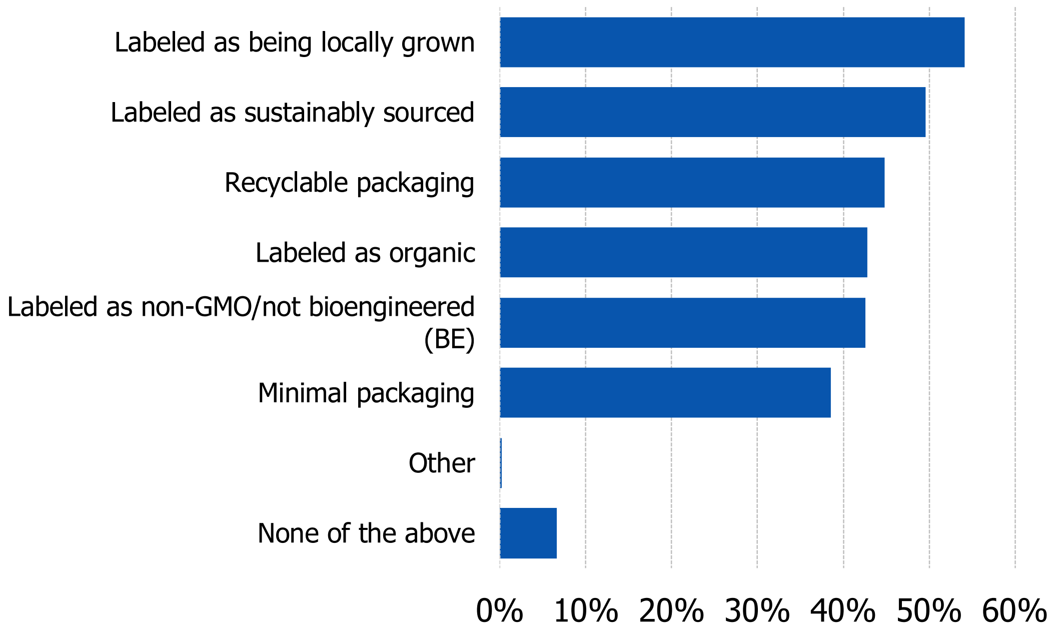
Importance of Environmental Sustainability in Food Products Purchased



58% of those with an income below $35k say it is very/somewhat important to them vs. 49% of those with an income of $75k+.

Perceived Factors To Know if a Product Is Produced in an Environmentally Sustainable Way

(Of those who say it's important their food be produced sustainably)

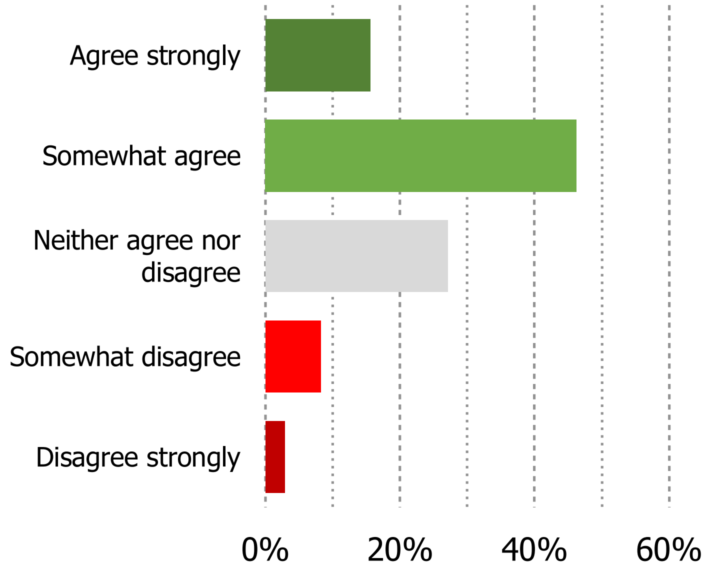


Q52: How important is it to you that the food products you purchase or consume are produced in an environmentally sustainable way? (n=1,022)
Q53: You mentioned that it is important to you that food products are produced in an environmentally sustainable way. When shopping for foods and beverages, which of the following do you look for as a way to know that a product is produced in an environmentally sustainable way? Select all that apply. (Of those who say it's important their food be produced sustainably, n=530)

Sustainability of Food Choices Is Difficult To Know

A greater share of women strongly/somewhat agree that it is hard to know whether their food choices are environmentally friendly.

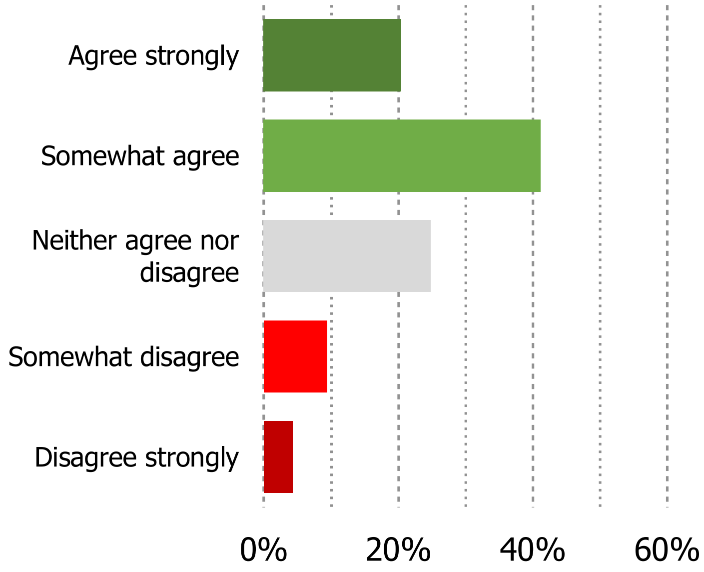
Agree or Disagree:
"It is hard for consumers to know whether the food choices they make are environmentally sustainable."



62% Strongly / Somewhat agree

11% Somewhat / Strongly disagree

Agree or Disagree:
"If it was easier to know whether my food choices were environmentally sustainable, it would have a greater influence on the choices I make."
(Of those who agree it is hard to know)



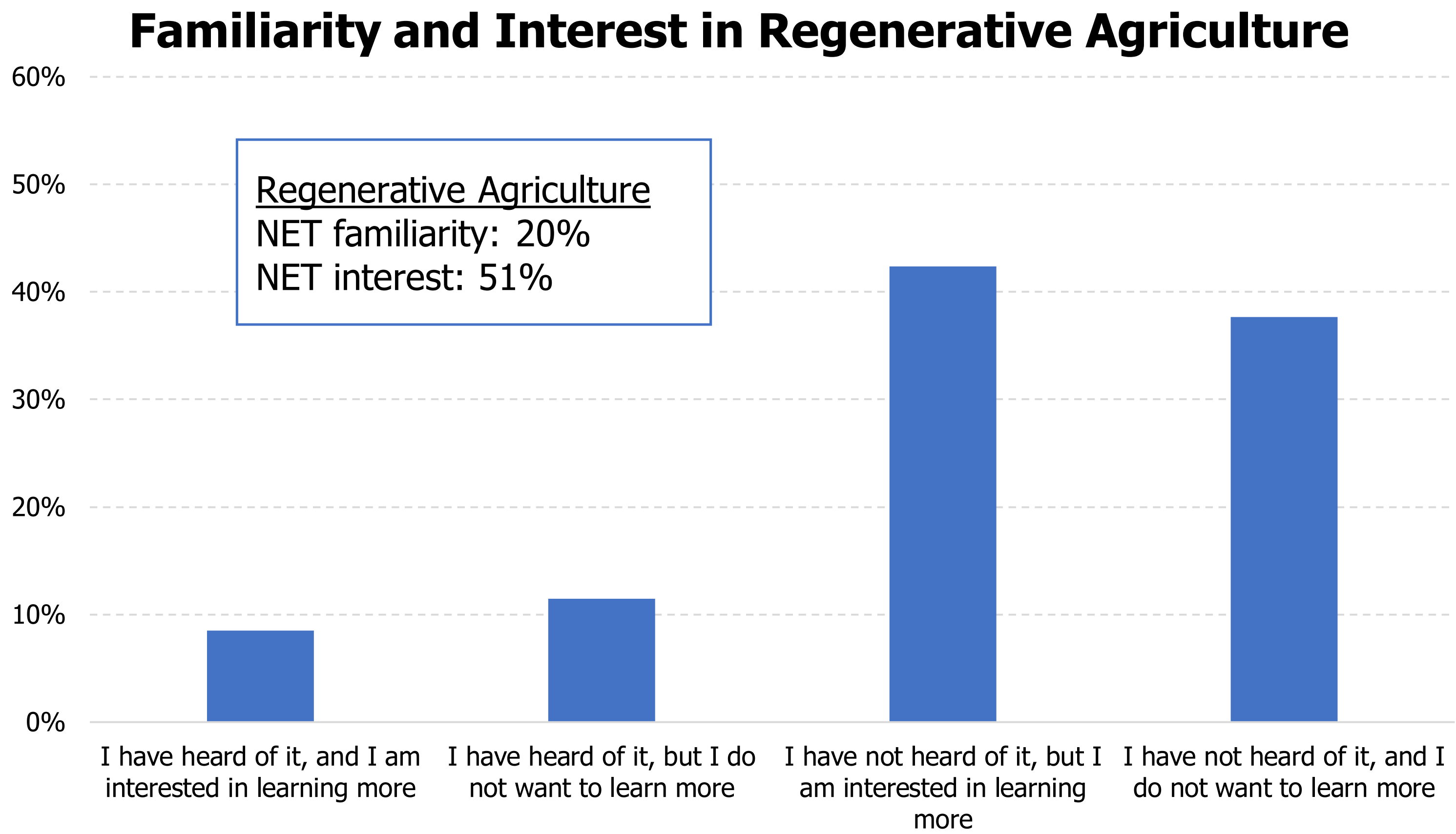
62% Strongly / Somewhat agree

14% Somewhat / Strongly disagree

Q4: Do you agree or disagree with the following statement? "It is hard for consumers to know whether the food choices they make are environmentally sustainable." (n=1,022)
Q5: Do you agree or disagree with the following statement? "If it was easier to know whether my food choices were environmentally sustainable, it would have a greater influence on the choices I make." (Of those who agree it is hard to know, n=670)

One in Five Have Heard of Regenerative Ag

Gen Xers are less likely than their younger counterparts to have heard of regenerative agriculture.



47%
of women have not heard of it, but are interested in learning more—vs. 37% of men.

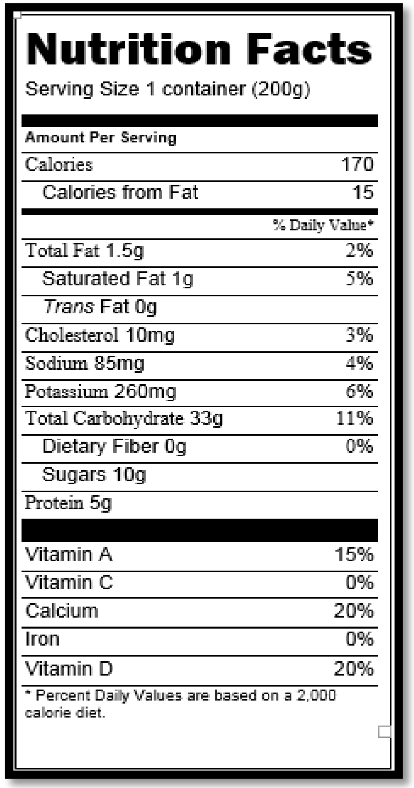
56%
of consumers who say cancer risk has little to no impact on their food/beverage have not heard of regenerative agriculture and don't want to learn more, vs. 29% of those who say it has a great impact.

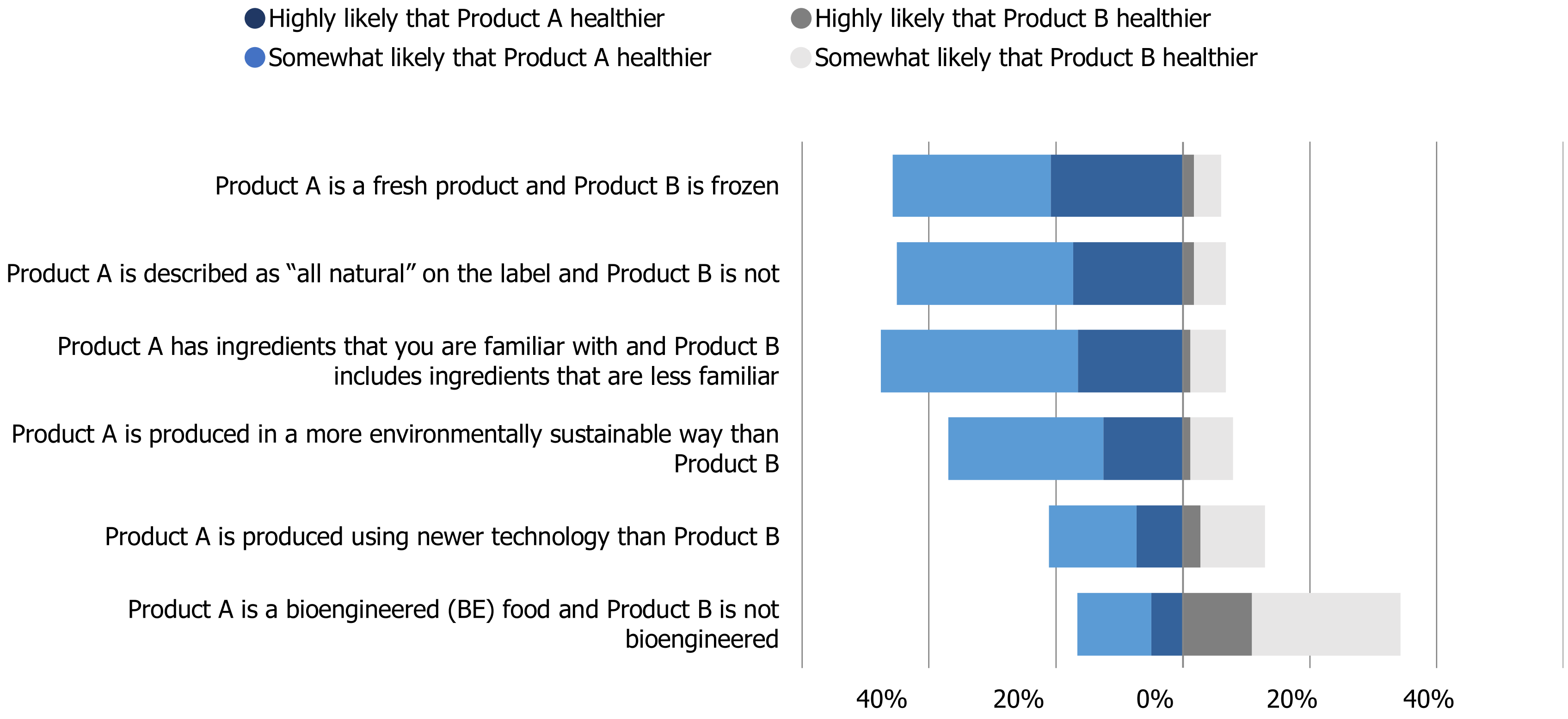
Q54: Which of the following best describes your familiarity and interest in the practices of "regenerative agriculture"? (n=1,022)

How Context Influences the Consumer

Despite identical nutritional info, details including freshness, “all natural” description, familiarity, and environmental sustainability influence perception.

If Two Products Have the Same Nutrition Facts Panel, Which Is Healthier?

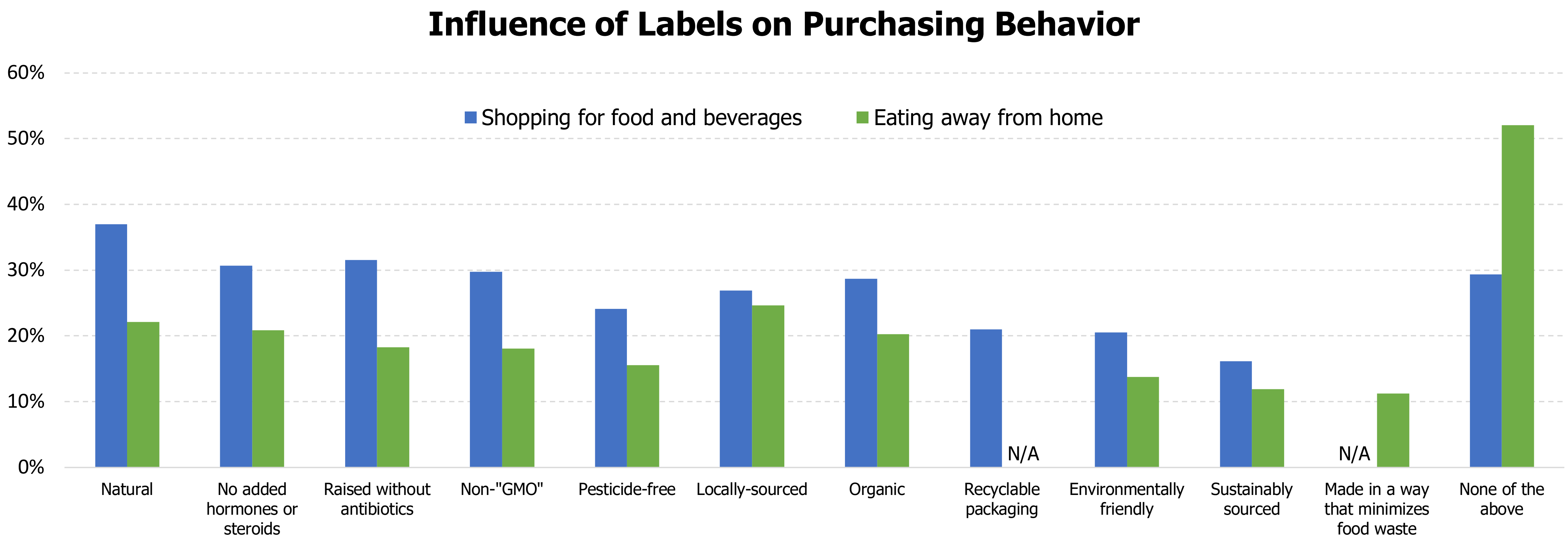




Q11: Imagine you came across two food products that had the exact same Nutrition Facts panel. Would any of the following details lead you to believe that one of the products was more likely to be healthier? (n=1,022)

Labeling Is More Important When Shopping

Half of consumers say that none of the labeling information is important when eating away from home.



Q55: Which of the following, if any, do you do on a regular basis (that is, most times when you shop for foods and beverages)? Select all that apply. Buy foods and beverages because they are advertised on the label as…(Split Sample A, n=504)
Q56: Which of the following, if any, do you do on a regular basis (that is, most times when you eat away from home)? Select all that apply. Eat at restaurants because they advertised their foods and beverages as…(Split Sample B, n=518)

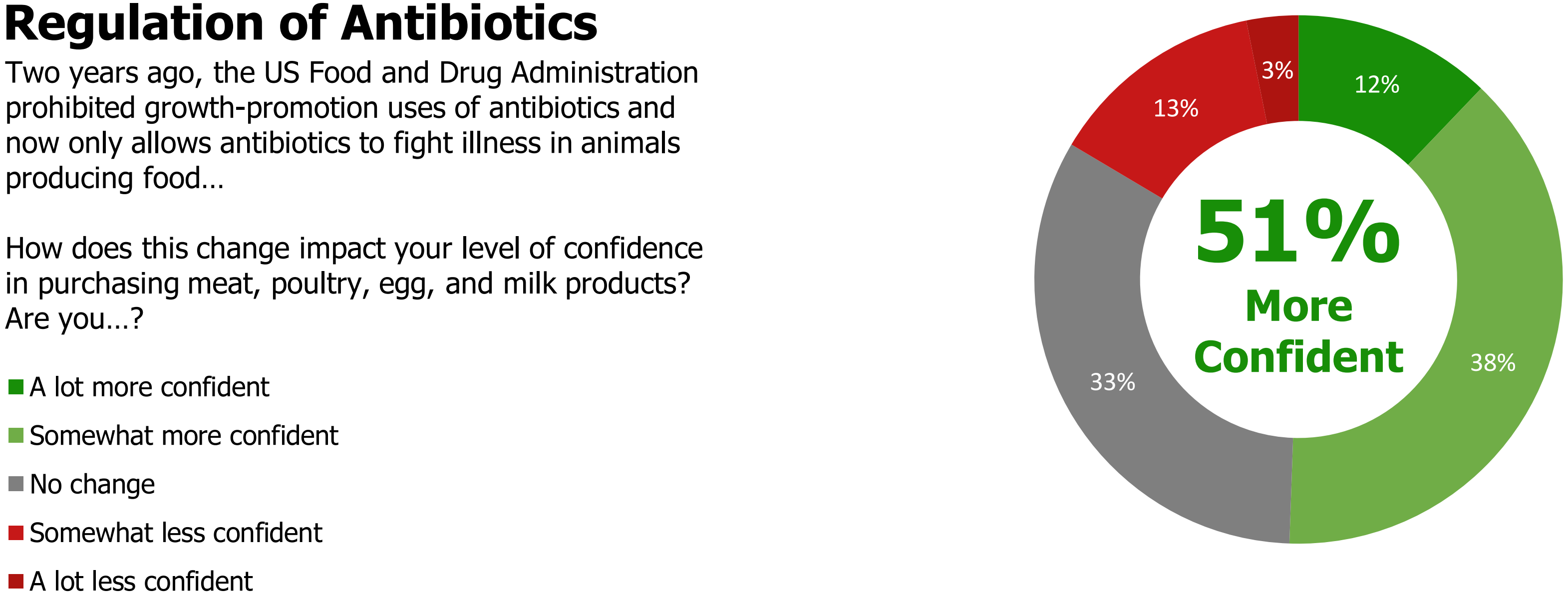
Gen Xers Are Less Confident Than Gen Pop

While half of Gen Xers are confident in purchasing meat, poultry, egg and milk products, the general population is more likely to be more confident than Gen Xers.

Change in Confidence Since Regulation of Antibiotics

Two years ago, the US Food and Drug Administration prohibited growth-promotion uses of antibiotics and now only allows antibiotics to fight illness in animals producing food…

How does this change impact your level of confidence in purchasing meat, poultry, egg, and milk products? Are you…?



55%
of women say that they are a lot/somewhat more confident in purchasing meat, poultry, egg, and milk products, compared with 45% of men.

Q57: Two years ago, the US Food and Drug Administration prohibited growth-promotion uses of antibiotics and now only allows antibiotics to fight illness in animals producing food… How does this change impact your level of confidence in purchasing meat, poultry, egg, and milk products? Are you…? (n=1,022)

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