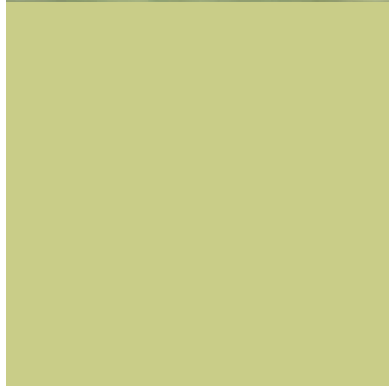
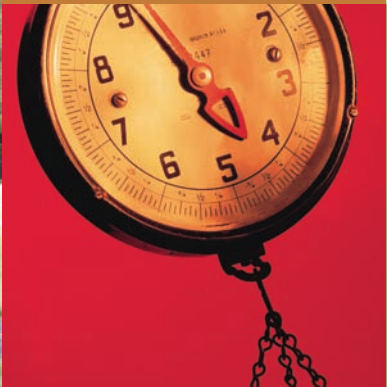
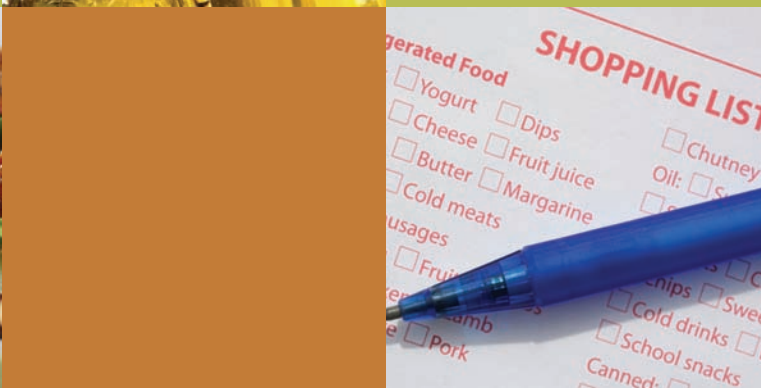


International Food Information Council (IFIC) Foundation

# 2007 FOOD & HEALTH SURVEY

Consumer Attitudes toward Food, Nutrition & Health

*A Trended Survey*



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Consumer Attitudes toward Food, Nutrition & Health

*A Trended Survey*

## International Food Information Council (IFIC) Foundation

The International Food Information Council (IFIC) Foundation will effectively communicate science-based information on health, nutrition, and food safety for the public good. The IFIC Foundation is affiliated with the International Food Information Council, an organization supported by the broad-based food, beverage, and agricultural industries. This report and other IFIC Foundation materials can be accessed at <http://ific.org>.

## Cogent Research

This research was conducted in partnership with Cogent Research. Cogent Research is a marketing research and strategic consulting firm that supports government, associations, and industry in their efforts to understand and track consumer behavior and attitudes in a variety of areas related to food and nutrition. More information regarding the mission and services of Cogent Research can be found at <http://cogentresearch.com>.

# Table of Contents

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



Executive Summary.....	1
Introduction .....	3
Overall Health.....	5
Diet .....	7
Fats.....	13
Carbohydrates, Low-Calorie Sweeteners, and Sugars.....	19
Weight .....	25
Meal Occasions.....	31
Foods and Beverages with Added Health and Wellness Benefits.....	33
Caffeine Consumption .....	35
Physical Activity.....	37
Information Sources.....	41
Food Allergies.....	45
For More Information .....	46





In 2006, the International Food Information Council (IFIC) Foundation released the results from the first *Food & Health Survey: Consumer Attitudes toward Food, Nutrition, and Health*. The research provides the opportunity to see how consumers view their own diets, their efforts to improve them, and their understanding of the components of their diets. In order to effectively communicate with consumers, health professionals and others need to understand what issues are most important and craft communication programs that would help consumers implement behavioral changes.

In early 2007, the IFIC Foundation conducted the second Food & Health Survey and discovered the following findings.

**Overall Health** Americans' perception of their health status improved, with 39 percent indicating their health is "excellent" or "very good," compared to 33 percent in the 2006 survey. Although there was no change year to year, Americans' degree of satisfaction with their health status remained relatively high, with 58 percent indicating they were "extremely satisfied" or "somewhat satisfied."

The respondents indicated that physical activity (94 percent), weight (91 percent), and diet (90 percent) are all influential factors on a person's overall health.

**Weight** Americans' concern with their weight appears to be a very strong factor in influencing a decision to make a dietary change. Seventy-five percent say they are concerned with their weight, whereas 66 percent of respondents in the 2006 survey had weight concerns. In addition, 70 percent cite their reason for making dietary changes is "to lose weight," and 56 percent say they are actively "trying to lose weight."

**Diet and Physical Activity** More Americans (66 percent) reported making changes to improve the healthfulness of their diet compared to 57 percent last year. The specific types of dietary changes most often reported are "changing meal and snack patterns" (59 percent) and "reducing portion sizes" (58 percent). Interestingly, 23 percent of Americans reported "increased physical activity" as a specific diet-related change in 2007 compared to 15 percent last year.

Sixty percent of Americans who are trying to lose weight say they are making an effort "to reduce the number of calories" they consume. However, there appears to be an important disconnect between this reported behavior and Americans' general knowledge about calories. For



example, only 11 percent correctly estimated the recommended number of calories per day for a person of their age and weight, 31 percent correctly understand that calories from any source contribute equally to potential weight gain, and 44 percent report that they do not balance diet and physical activity to manage their weight (calories consumed versus calories expended).

**Dietary Fats** Seventy-two percent of Americans indicated in 2007 that they are concerned with both the amount and types of fats they consume compared to 66 percent last year. Concern over *trans* fat appears to be an important contributor to this overall increase. Awareness of *trans* fat grew to 87 percent in 2007 from 81 percent last year. Sixty-three percent of Americans say they use *trans* fat information on the Nutrition Facts Panel, up from just 49 percent last year. And 75



# Executive Summary

percent of Americans say they are limiting their consumption of *trans* fat, up from 54 percent in 2006. However, 63 percent of Americans believe that more healthful oils are being used in food products, versus 45 percent last year.

Although Americans know that type of fat is important, knowledge of the types that dietary guidance recommends be consumed in larger amounts, including mono- and polyunsaturated fats, is limited. Awareness of both of these healthful fats has declined over the past year, and the number of Americans who are trying to consume *less* polyunsaturated fats increased to 42 percent from 33 percent in 2006.

**Carbohydrates, Low-Calorie Sweeteners, and Sugars** Americans are more concerned with the amount of sugar they consume (70 percent in 2007 versus 63 percent in 2006) and the type of sugar they consume (58 percent versus 53 percent). Overall consumption trends remain consistent for low-calorie sweeteners, with the exception of aspartame, where we find a significant decrease in the number of Americans who are trying to consume less (31 percent) compared to 2006 (40 percent).

Even though there was no significant change in Americans' concern over the amount of carbohydrates they consume, concern with the type of carbohydrates they consume increased to 52 percent in 2007 from 47 percent in 2006.

**Foods and Beverages with Added Health and Wellness Benefits** Although "taste" and "price" continue to

have the greatest impact on Americans' decisions to buy foods and beverages, the importance of "healthfulness" is growing (65 percent in 2007 versus 58 percent in 2006). When asked (without prompting) what changes they are making to improve the healthfulness of their diet, Americans indicated they are both increasing (36 percent in 2007 versus 23 percent in 2006) and decreasing (29 percent in 2007 versus 21 percent in 2006) consumption of specific foods and beverages.

In making dietary changes, Americans say they agree that certain foods and beverages can improve "heart health" (80 percent), maintain overall health and wellness (76 percent), improve physical energy or stamina (76 percent), and improve digestive health (75 percent).

**Meal Occasions** Ninety percent of consumers named breakfast as the most important meal of the day, followed by dinner (87 percent) and lunch (80 percent); however, only 49 percent of consumers eat breakfast seven days per week. Snacks are also an important part of most Americans' day, with nearly all Americans (93 percent) consuming at least one snack per day.

**Caffeine Consumption** Less than half of Americans say they "do not limit their caffeine intake" (40 percent), while 48 percent are "actively limiting or trying to limit their intake," and another 12 percent have "eliminated caffeine" from their diets.

**Food Allergies** Finally, only 16 percent of the American public can accurately identify the correct percentage of the U.S. population that has food allergies (five percent of the population).

The IFIC Foundation Food & Health Survey provides ongoing insights into the many connections Americans make between the food they eat and their health. The initial wave of this survey was conducted in 2006 and acts as a benchmark study. The 2007 Food & Health Survey is the second wave. Over time, this survey will provide consumer insights to guide and shape future education and communication initiatives as well as trend data to measure the progress made toward achieving public health goals.

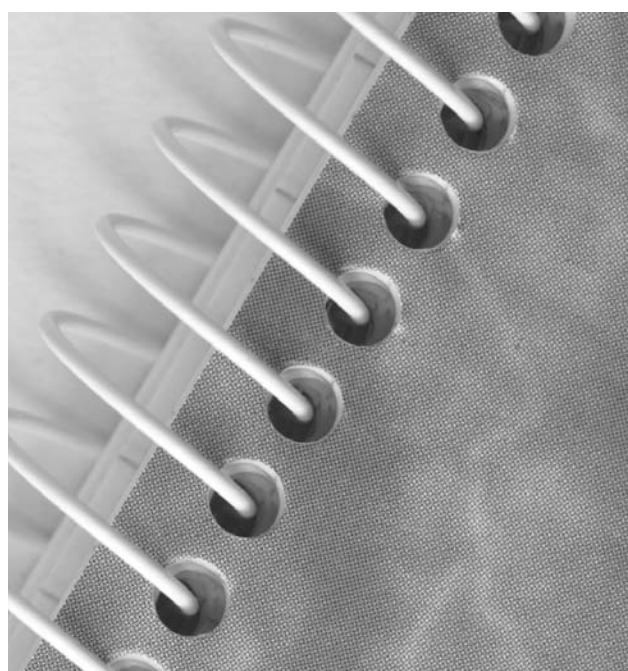
## Areas of Inquiry

The 2006 survey focused primarily on how consumers approach overall diet, physical activity, and weight to manage their physical health. Other questions explored consumer knowledge and attitudes toward principal nutrients, such as fats, sugars, and carbohydrates. Finally, questions addressed consumer attitudes toward and use of information sources such as the Nutrition Facts Panel and *MyPyramid* in making food choices.

The 2007 survey repeated many of the questions asked in 2006 for trending purposes, with the majority asking about overall diet, physical activity, and weight as key determinants of health. Several new questions were added to better understand consumers' knowledge and use of information about calories to help them manage weight and health. Other questions were also included to explore consumer awareness and interest in the functional benefits of foods that can contribute to physical health as well as a sense of well-being.

## Methodology

This research was conducted by Cogent Research of Cambridge, MA. All data for this study were collected from February 19 to March 9, 2007 via a Web-based survey consisting of 120 questions. The outgoing e-mail list for this study was constructed to be reflective of the U.S. population on key census characteristics, with adjustments made for groups with historically lower response rates. To ensure the final results were representative of the adult population in the United States, the survey data were weighted against the latest U.S. Census projections on specific key attributes. The data presented in this report reflect these weighted data.



Throughout this report, 2007 data are compared with the 2006 benchmark study data (collected in November 2005). The 2006 benchmark study also utilized a Web-based methodology and surveyed a representative population of the U.S. on key demographic variables. Statistically significant differences between 2006 and 2007 are noted in the report by up or down arrows. ↑ ↓

The findings presented here rely primarily on univariate analyses and cross-tabulations. All questions were cross-tabulated by a set of key variables, including primary demographic characteristics (e.g., age, income), health-based characteristics (e.g., body mass index

<sup>1</sup>BMI was calculated from self-reported weight and height and was categorized according to Centers for Disease Control and Prevention (CDC) standards.



# Introduction

[BMI]<sup>1</sup>, health history), and attitudinal characteristics (e.g., satisfaction with health status).

A sample of 1,000 interviews is subject to a maximum sampling error of  $\pm 3.1$  percentage points (at the 95 percent confidence level). Comparisons of data from 2007 to 2006 are subject to a maximum sampling error of  $\pm 4.4$  percentage points (at the 95 percent confidence level).

FIGURE 1: Methodology

Methodology	Web survey
Population	Representative sample of Americans aged 18+
Data collection period	February 19–March 9, 2007
Sample size (error)	n=1,000 ( $\pm 3.1$ percentage points)
Data weighting*	Data are weighted to the U.S. Census by age, education, and gender

\*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 U.S. Census, some populations are more likely than others to respond.

## Perceptions of Health Status

Americans' perceptions of their health status are slightly more positive today than they were in 2006. Today, significantly more Americans describe their health as being "excellent" to "very good" (39 percent in 2007 vs. 33 percent in 2006), whereas fewer Americans describe their health as being "poor" (two percent in 2007 vs. six percent in 2006).

Americans who are more likely to rate their health status as "excellent" or "very good" include:

- Those with an income of \$100,000+
- Those with some college education or higher
- Those who consider themselves to have a healthful diet
- Those with a BMI in the normal range
- Those who are physically active



## Satisfaction with Health Status

Americans' satisfaction with their health status remains stable: 55 percent in 2006 and 58 percent in 2007. When the responses are combined, the number of Americans "not at all" and "not very" satisfied with their health status significantly dropped from 30 percent in 2006 to 25 percent in 2007.

Although 80 percent of Americans rated their health status as at least "good" in 2007, only 58 percent said they were "somewhat" or "extremely satisfied" with their health status. This gap indicates that some Americans who consider themselves to be healthy still see room for improvement.

In 2007, Americans who are more likely to be satisfied with their health status include:

- Those with a college degree or higher
- Those who perceive their health status to be "very good" or "excellent"
- Those who consider themselves to have a healthful diet
- Those with a BMI in the normal or overweight range (rather than obese)
- Those who are physically active

FIGURE 2: Perceptions of Health Status

Which of the following best describes your overall health status?

(n=1000)

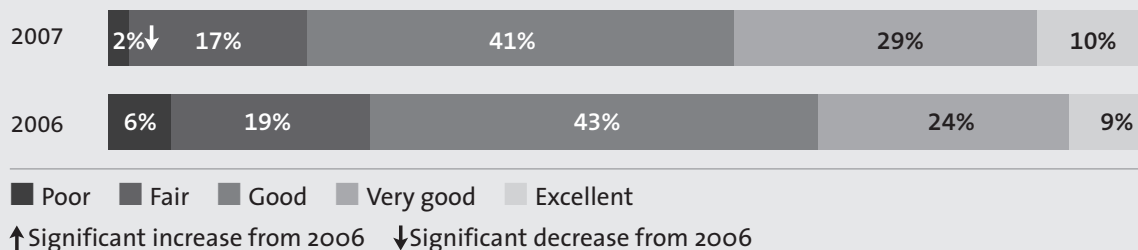
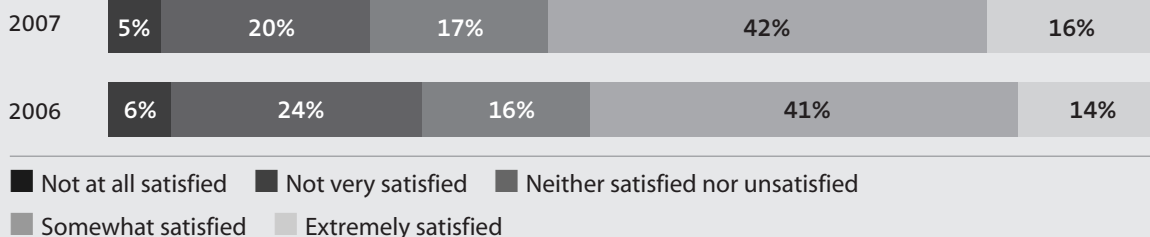


FIGURE 3: Satisfaction with Health Status

How satisfied are you with your overall health status?

(n=1000)



## NOTE:

The survey instrument explained “diet” to respondents as follows:

*By diet, we mean everything you consume, including foods, beverages, and dietary supplements.*

## Factors Influencing Health Status

When asked to rate the influence that diet, weight, and physical activity have on a person’s overall health, Americans rate all three factors as being highly influential. As in 2006, about 90 percent of Americans rate each of these factors as being highly influential.

Segments of the American public that are more apt to believe that each factor is influential are detailed below:

### Physical Activity:

- Those 65+ years of age
- Those with some college education or higher
- Those who perceive their health to be “very good” or “excellent”
- Those who consider themselves to have a healthful diet

### Weight:

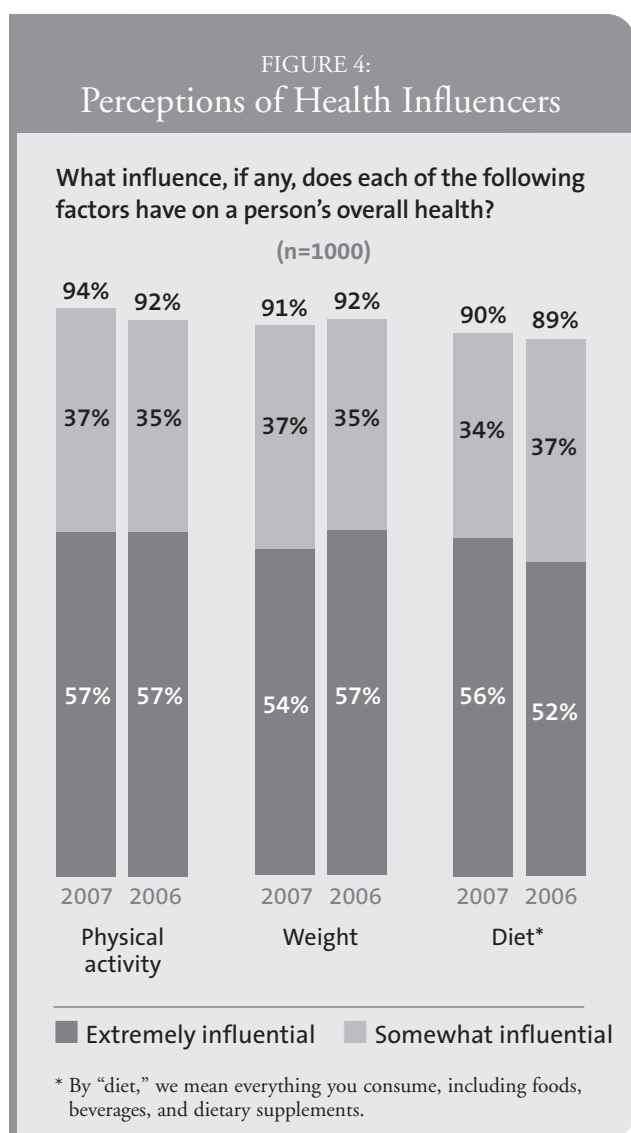
- Those with some college education or higher
- Those who perceive their health to be “very good” or “excellent”
- Those with a BMI in the overweight or obese range
- Those who are concerned with their weight, have made a change to their diet, or are trying to “lose” weight

### Diet:

- Those 65+ years of age
- Those with some college education or higher
- Those who perceive their health to be “very good” or “excellent”
- Those who consider themselves to have a healthful diet
- Those who have made a change to their diet

## Perceptions of Healthfulness of Diet

Americans' perceptions of the healthfulness of their diet remained stable over the past year, with more than half (58 percent) describing their diet as healthful. Among those who describe their diet as healthful, most consider it "somewhat healthful" (51 percent). Less than one in four Americans (20 percent) describe their diet as either "not very" or "not at all" healthful.



Segments of the American public that are more likely to view their diet as unhealthy include:

- Those who perceive their health to be "fair" or "poor"
- Those who are dissatisfied with their health status
- Those whose BMI is in the obese range
- Those who describe themselves as "sedentary" or who are physically active less than three days a week

## Servings of Fruits and Vegetables per Day

The survey asked respondents to indicate the number of servings of fruits and vegetables they eat per day.<sup>2</sup> Similar to the findings in 2006, only 12 percent of Americans report eating at least five servings of fruits and vegetables per day.<sup>3</sup> In contrast, more than half of Americans (54 percent) say they eat one or two servings of fruits and vegetables per day. On average, Americans report eating 2.52 servings of fruits and vegetables per day, which is similar to the amount in 2006 (2.53 servings).

## Prevalence of Dietary Changes

This year, significantly more Americans (66 percent) report that they have made changes in an effort to improve the healthfulness of their diet compared to last year (57 percent).

Those more likely to have made changes to their diets include:

- Women
- Those whose BMI is in the overweight or obese range or who perceive themselves to be overweight or obese
- Those who are trying to "lose" weight

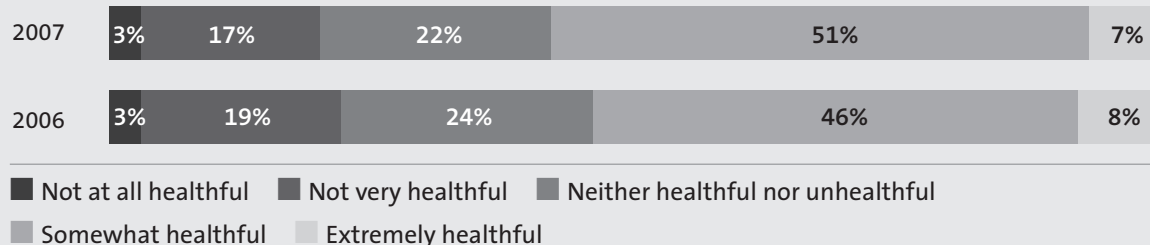
<sup>2</sup> A "serving" was defined for the respondents to be one medium-sized piece of fruit or one cup of vegetables, which fits into the size of a woman's hand.

<sup>3</sup> The United States Department of Agriculture recommends that adults consume 4-5 cups of fruits and vegetables per day.

FIGURE 5: Perceptions of Diet's Healthfulness

How would you rate the healthfulness of your overall diet?\*

(n=1000)

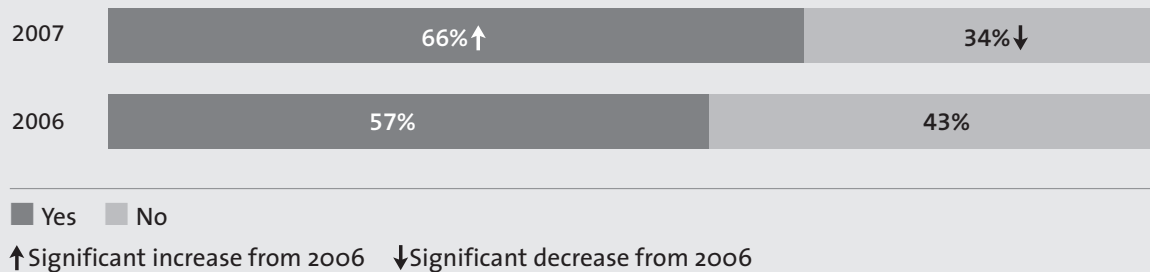


\* By "diet," we mean everything you consume, including foods, beverages, and dietary supplements.

FIGURE 6: Prevalence of Dietary Changes

Over the past six months, have you made any changes in an effort to improve the healthfulness of your diet?

(n=1000)



- Those who are physically active
- Those concerned with the type and amount of fats, carbohydrates, and sugars they consume

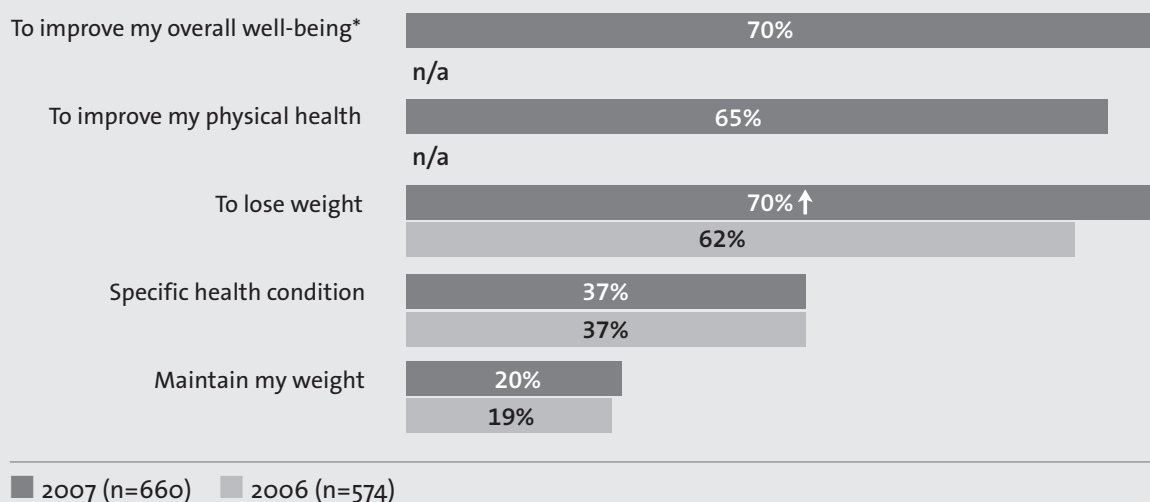
The principal reasons why Americans reported making dietary changes in 2007 were to "improve overall well-being" (70 percent), to "lose weight" (70 percent), and to "improve physical health" (65 percent). Significantly more Americans indicate they are trying to lose weight in 2007 than in 2006 (70 percent in 2007 vs. 62 percent in 2006).





FIGURE 7: Drivers of Dietary Changes

For which of the following reasons, if any, are you trying to improve the healthfulness of your diet?



\* 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.” n/a= No baseline data for 2006 are available.

## Specific Changes Made in an Effort to Improve the Healthfulness of Diet

Americans trying to improve the healthfulness of their diets report making changes in how much they consume of specific foods and beverages.

Without prompting (unaided), significantly more Americans indicate they are consuming both less of a specific type of food or beverage (29 percent in 2007 vs. 21 percent in 2006) and more of a specific type of food or beverage (36 percent in 2007 vs. 23 percent in 2006.)

When prompted (by asking the respondents to choose among a predetermined list of possible actions), Americans report they employ a wider variety of actions to improve the healthfulness of their diets. “Consuming less of a specific food or beverage” was still the most reported action (65 percent in 2007 vs. 68 percent in 2006), while “changing meal/snack patterns” (59 percent in 2007), “reducing amounts of food and beverages

consumed” (58 percent in 2007), and “eating fewer calories” (48 percent in 2007) were the next most frequently cited actions.

In both 2006 and 2007, only roughly 10 percent or fewer Americans said they were “following a specific diet plan.”

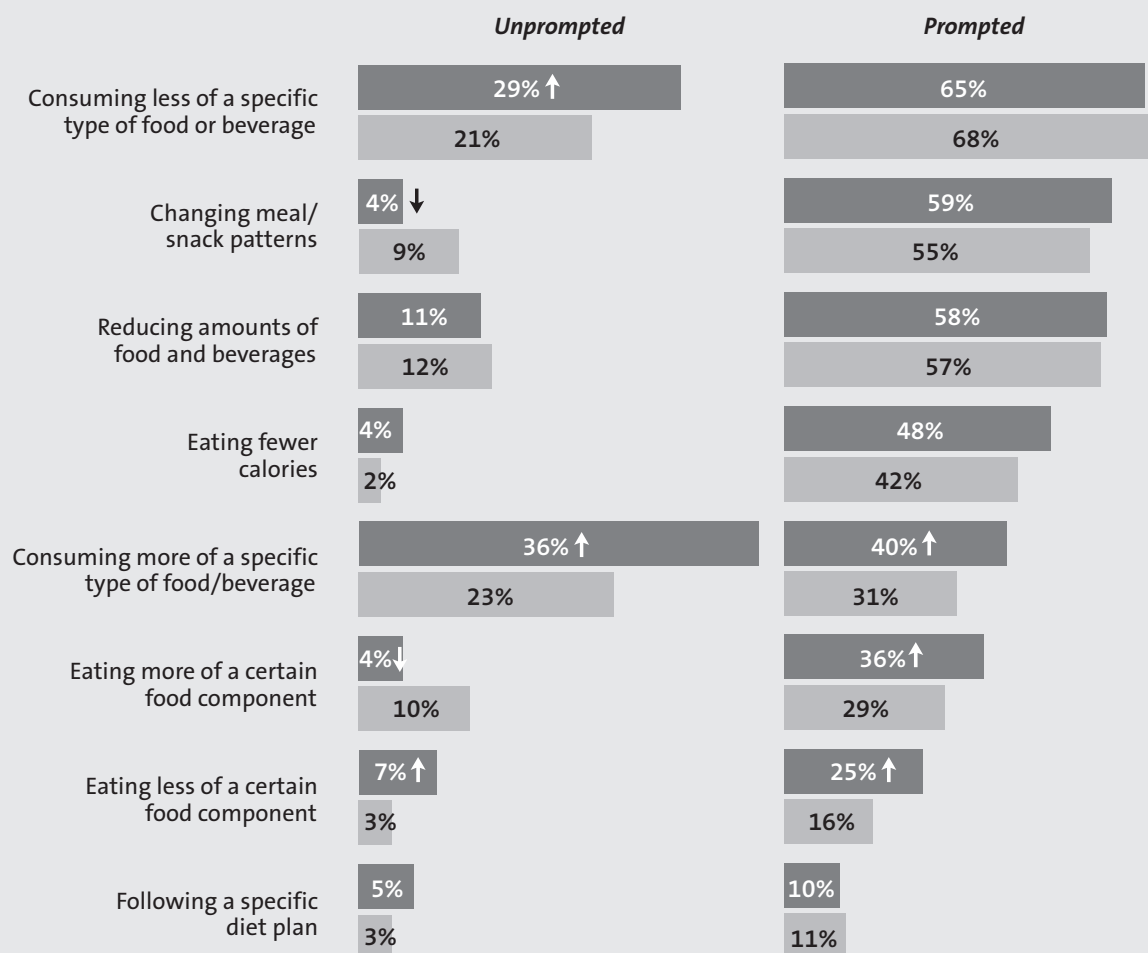
## Calories

When asked to estimate the number of calories they should be consuming in an average day, a higher proportion of Americans provided an estimate in 2007 (69 percent) than in 2006 (57 percent). However, the number of Americans who were able to provide an *accurate* estimate remained unchanged from the number in 2006 (11 percent in 2007 vs. 12 percent in 2006).

Among the 58 percent of consumers who provided an incorrect estimate of calories, 43 percent underestimated and 15 percent overestimated the correct calorie amount per day.

FIGURE 8: Changes Made to Improve Healthfulness of Diet

What have you done to improve the healthfulness of your diet in the past six months?



■ 2007 (n=660) ■ 2006 (n=574)

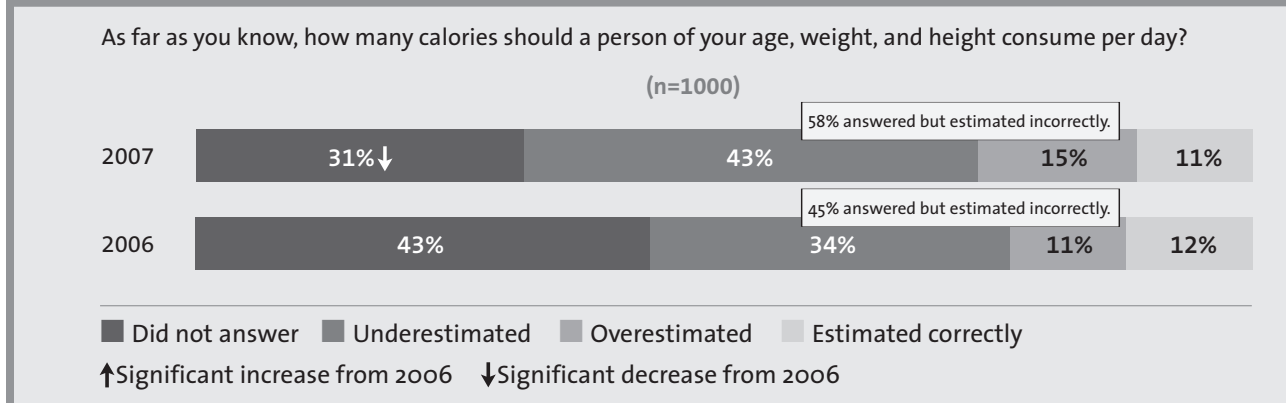
↑ Significant increase from 2006 ↓ Significant decrease from 2006

As was the case in 2006, individuals who provided an estimate of their daily calorie needs are more likely to say they actually consume “about the same” amount of calories per day (41 percent). One-third of Americans say they consume “more” (34 percent) than they estimated, and 17 percent say they consume “less” than they estimated. Eight percent of those who provided an estimate this year did not know whether they actually consumed more, less, or the same number of calories as they had estimated.

Individuals who say they consume *more* calories than they should be eating per day tend to be:

- Those who perceive their health to be “fair” or “poor”
- Those who are dissatisfied with their health status
- Those who consider themselves to have an unhealthful diet
- Those whose BMI is in the obese range
- Those who perceive themselves to be “sedentary” and not physically active

FIGURE 9: Knowledge of Calories per Day



Individuals who say they consume *about* the same number of calories they should be eating per day tend to be:

- Those who perceive their health to be “very good” or “excellent”
- Those who consider themselves to have a healthful diet
- Those whose BMI is in the normal or over-weight range
- Those who are physically active

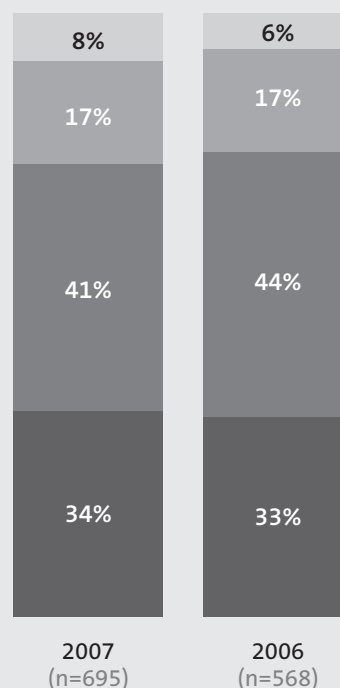


### Calorie Sources and Weight Gain

When asked about the relationship between the source of calories and weight gain, about one-third of Americans (31 percent) correctly identified that “calories in general are most likely to cause weight gain.” A similar number of individuals believe calories from fats (29 percent) are most likely to cause weight gain, whereas fewer believe that calories from carbohydrates (18 percent) are most likely to cause weight gain.

FIGURE 10: Perception of Calorie Consumption

Most days, would you say you consume more, the same, or less than the calories you estimated for your age, weight, and height?



■ More ■ Same ■ Less ■ Don't know

About one-fifth of individuals (20 percent) say they are unsure of the relationship between calories and weight gain. This information is consistent with data from 2006.

## Awareness of Consumption of Specific Nutrients

In 2007, nutrient consumption questions were added to the survey. Results indicated that less than half of all Americans say they are aware of their daily

consumption of certain dietary factors (calories) and nutrients (fats, sugars, carbohydrates, and protein). Americans report they are most aware of their sugar consumption (38 percent), followed closely by fats consumption (34 percent). Just over one-fourth of Americans say they are aware of their caloric intake (27 percent) or carbohydrate intake (26 percent). Americans are least aware of their intake of protein, with 19 percent saying they are aware.

FIGURE 11: Calorie Sources and Weight Gain

Which is most likely to cause weight gain?

(n=1000)

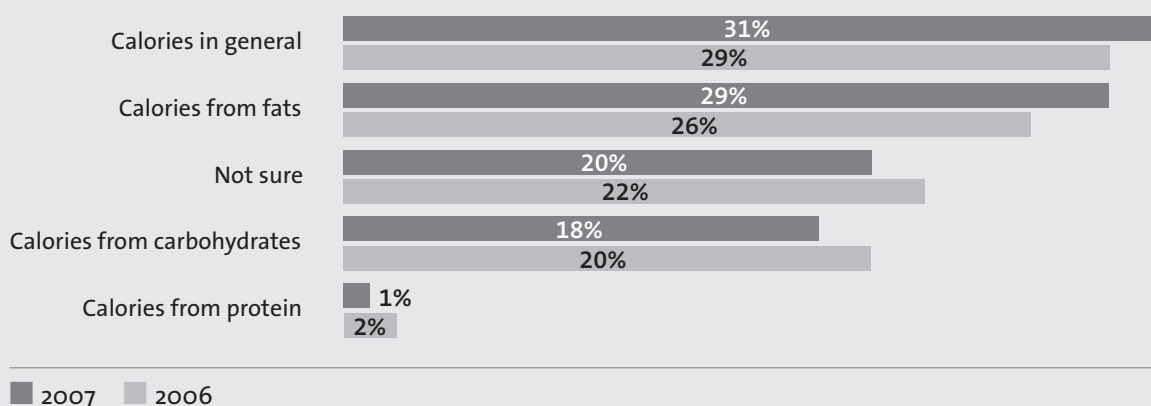
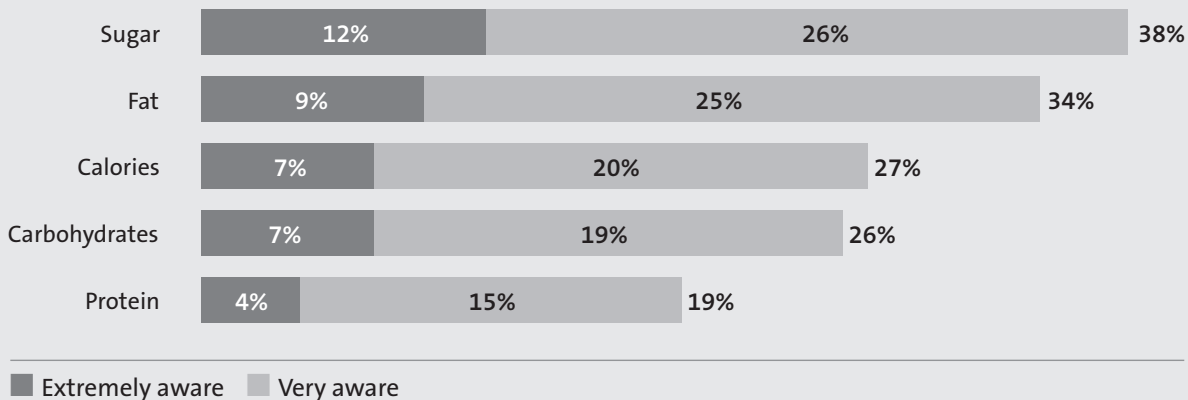


FIGURE 12: Daily Consumption Awareness

How aware are you of your total consumption of each of the following?

2007 (n=1000)



## Concern about Fats

Significantly more Americans report that they are somewhat or extremely concerned with both the *type* and *amount* of fat in their diets today than in 2006. Currently, 72 percent say they are concerned with the *amount* of fat (compared with 66 percent in 2006), and 72 percent say they are concerned with the *type* of fat (compared with 66 percent in 2006).

Those more likely to be concerned with both the *amount* and *type* of fat include:

- Women
- Those aged 35+ years
- Those with a college degree or higher
- Those concerned with the type and amount of carbohydrates and sugars that they consume
- Those concerned with their weight
- Those whose BMI is in the overweight or obese range
- Those who are physically active

### Awareness of Fats

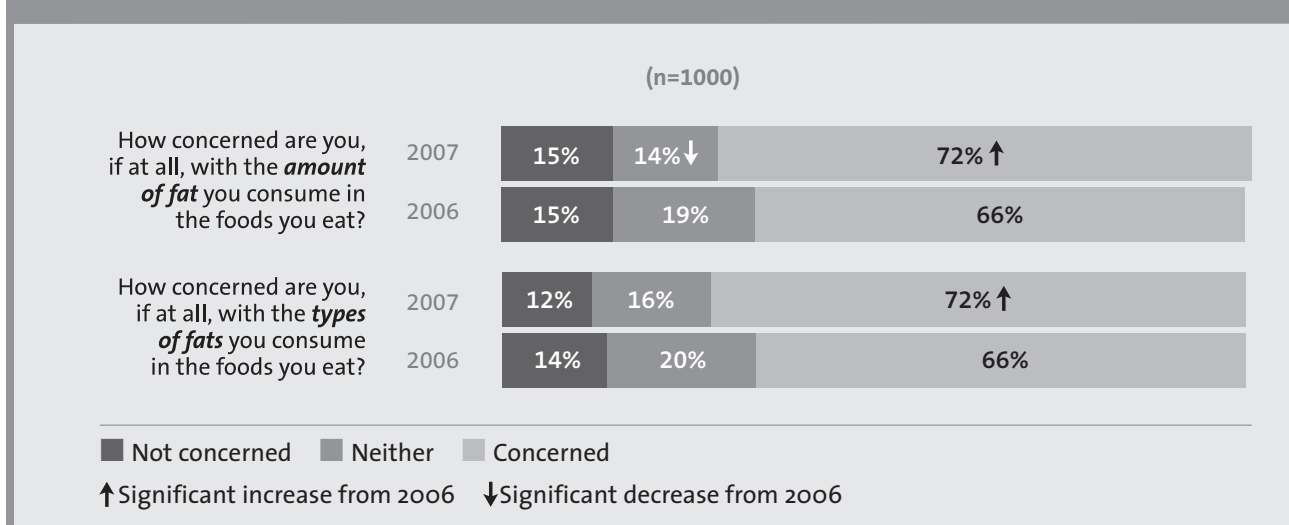
In 2007, when provided with a list, the majority of Americans are aware of many types of fats and fatty acids, with saturated fats (88 percent), vegetable oils

(87 percent), and *trans* fat (87 percent) being the most highly recognized types of fats.

Awareness levels of *trans* fat (87 percent in 2007 vs. 81 percent in 2006), omega-3 (71 percent vs. 63 percent), and omega-6 fatty acids (47 percent vs. 36 percent) have increased since 2006. In contrast, awareness of poly- and monounsaturated fats, hydrogenated oils, and stearic acid decreased over the past year. Awareness of saturated fats, vegetable oils, animal fats, fish oils, partially hydrogenated oils, and tropical oils remained stable from 2006 to 2007. Only 23 percent of Americans are aware of naturally occurring *trans* fat (asked in 2007 only).



FIGURE 13: Concern with Fats





## Consumption Trends for Fats

Compared with the responses in 2006, Americans are more likely to say they are trying to *decrease* their consumption of saturated fats (70 percent vs. 57 percent), *trans* fat (75 percent vs. 54 percent), and animal fats (73 percent vs. 61 percent). In addition, 42 percent of Americans say they are trying to consume *less* polyunsaturated fats (33 percent in 2006). Furthermore, in 2007, approximately half say that they are not trying to *increase* or *decrease* their intake of monounsaturated (52%) or polyunsaturated (48%) fats. Conversely, Americans are more likely to say they

are trying to *increase* their intake of vegetable oils (35 percent vs. 27 percent).

Segments of the American public that report that they are trying to limit their *trans* fat intake include:

- Those 25+ years of age
- Those with some college education or higher
- Those who perceive their diet to be healthful
- Those concerned with their weight
- Those who are physically active

FIGURE 14: Awareness of Fat

Percent Who Have Heard of		
	2007 (n=1000)	2006 (n=1000)
Saturated Fats	88%	91%
Vegetable Oils	87%	86%
<i>Trans</i> fat	87% ↑	81%
Animal Fats	79%	83%
Fish Oils	74%	76%
Omega-3 Fatty Acids	71% ↑	63%
Polyunsaturated Fats	71% ↓	79%
Monounsaturated Fats	64% ↓	70%
Hydrogenated Oils	63% ↓	69%
Partially Hydrogenated Oils	60%	59%
Tropical Oils	54%	58%
Omega-6 Fatty Acids	47% ↑	36%
Naturally Occurring <i>Trans</i> Fats	23%	n/a*
Stearic Acid	16% ↓	21%

↑ Significant increase from 2006

↓ Significant decrease from 2006

\* Added in 2007. n/a= No baseline data for 2006.



### Perception of Oils

In 2007, the majority of Americans rated olive (75 percent), canola (62 percent), soybean (58 percent), and sunflower (56 percent) as being “somewhat or extremely healthful” vegetable oils. The proportion of Americans who perceive corn oil to be “healthful” decreased over the past year (30 percent vs. 39 percent).

In contrast, the proportion of Americans who perceive olive oil to be “extremely healthful” increased over the past year (46 percent vs. 36 percent).

More Americans in 2007 say they perceive that food products have been using “more healthful oils over the past year” than in 2006 (63 percent vs. 45 percent).

FIGURE 15: Trends in Consumption of Fats

[IF HEARD OF] Please indicate whether you are trying to consume more or less of the following:

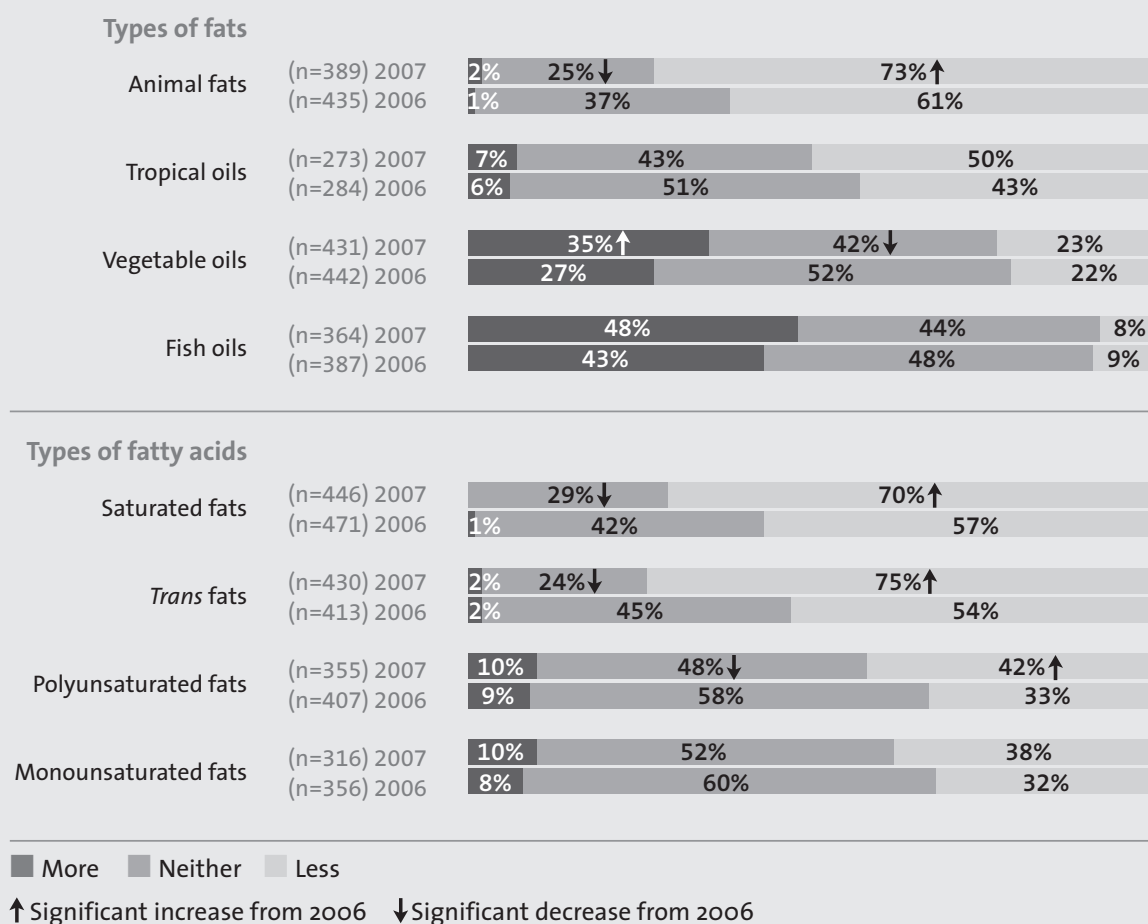
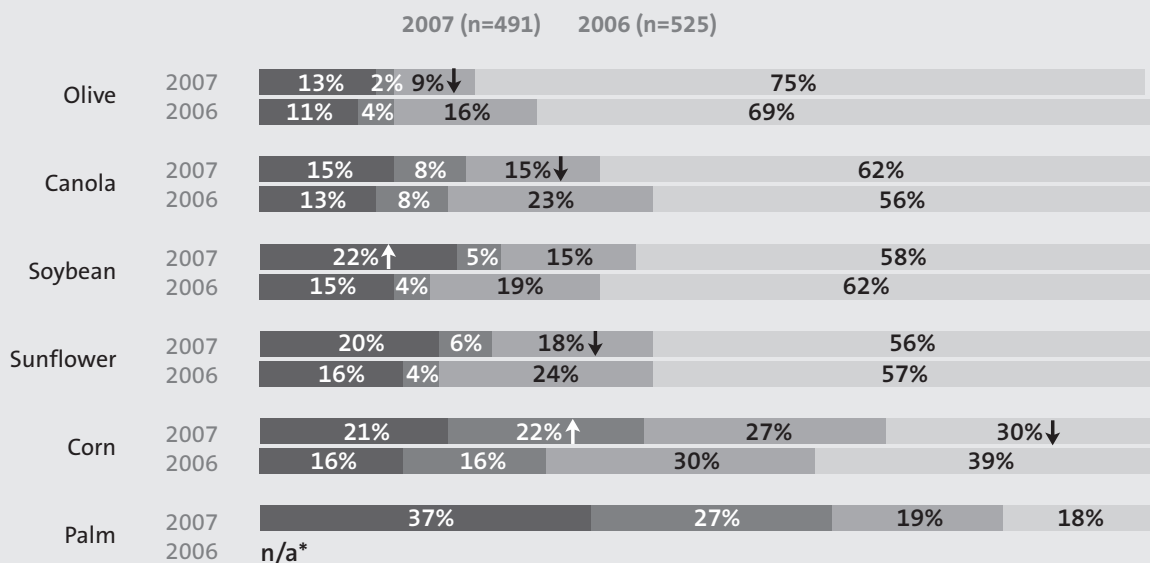


FIGURE 16: Perceived Healthfulness of Vegetable Oils

How would you rate the healthfulness of each of the following types of oil?



■ Unaware   ■ Not healthful   ■ Neither   ■ Healthful

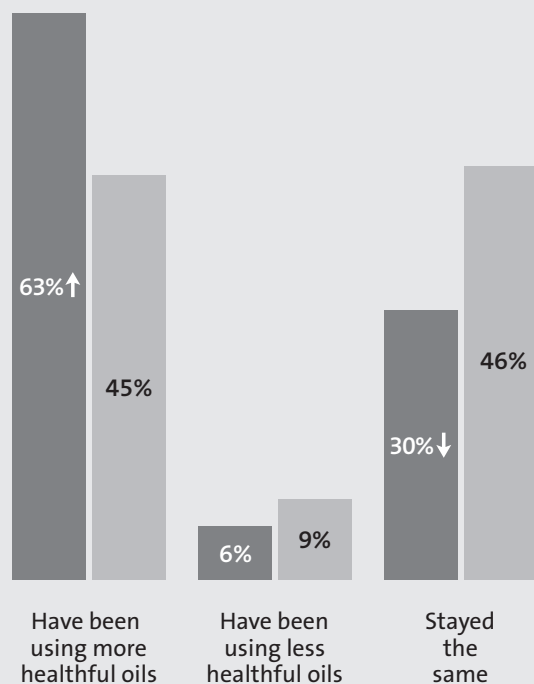
↑ Significant increase from 2006   ↓ Significant decrease from 2006

\*n/a= No baseline data for 2006.

FIGURE 17:  
Perceptions of Healthful Oils Used  
in Food Products

Over the past year, would you say food products...

(n=1000)



■ 2007 ■ 2006

↑ Significant increase from 2006

↓ Significant decrease from 2006





# Carbohydrates, Low-Calorie Sweeteners, and Sugars

## Concern with Carbohydrates

More than half of Americans (55 percent) in 2007 say they are concerned with the *amount* of carbohydrates they consume, which is consistent with data collected in 2006 (51 percent); however, the number who are “somewhat” concerned increased slightly over the past year (42 percent in 2007 vs. 36 percent in 2006). In addition, more Americans in 2007 than in 2006 are concerned with the *types* of carbohydrates they consume (52 percent vs. 47 percent).

Among Americans with diabetes, overall concern regarding the *type* and *amount* of carbohydrates consumed remained consistent from 2006 to 2007.

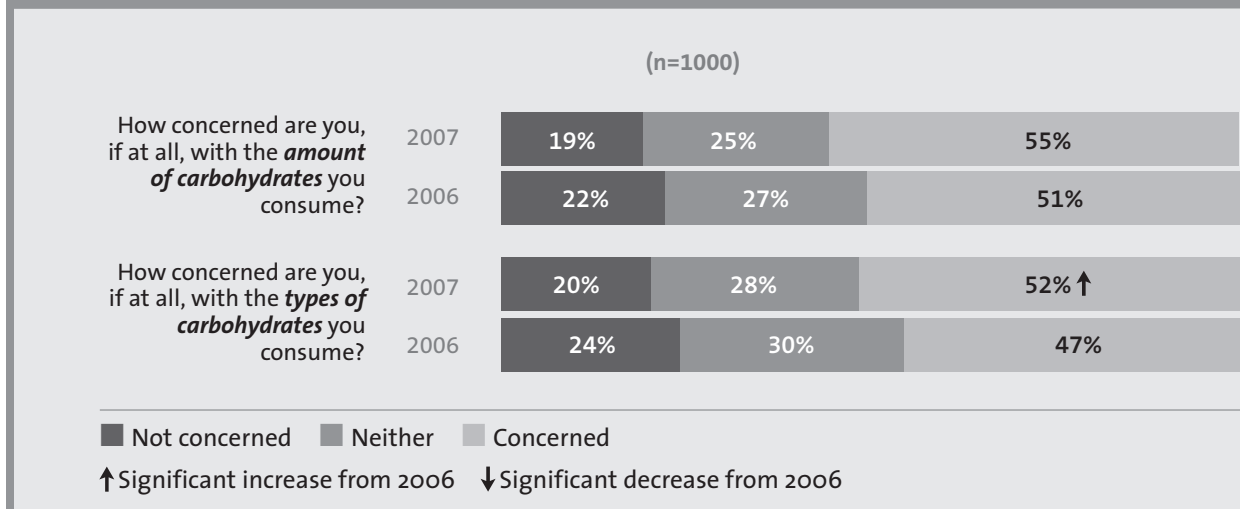
## Concern with Sugar

An increased proportion of Americans are concerned with both the *amount* and *type* of sugar they consume this year compared to last year. In 2007, 70 percent of Americans report being “somewhat or extremely concerned” with the *amount* of sugar that they consume, compared to 63 percent in 2006 (the “concerned” category shown in Figures 18 and 19 includes both

“somewhat concerned” and “extremely concerned” subcategories). With respect to *type* of sugars consumed, 58 percent of Americans this year report being “somewhat” or “extremely concerned,” compared to 53 percent in 2006.

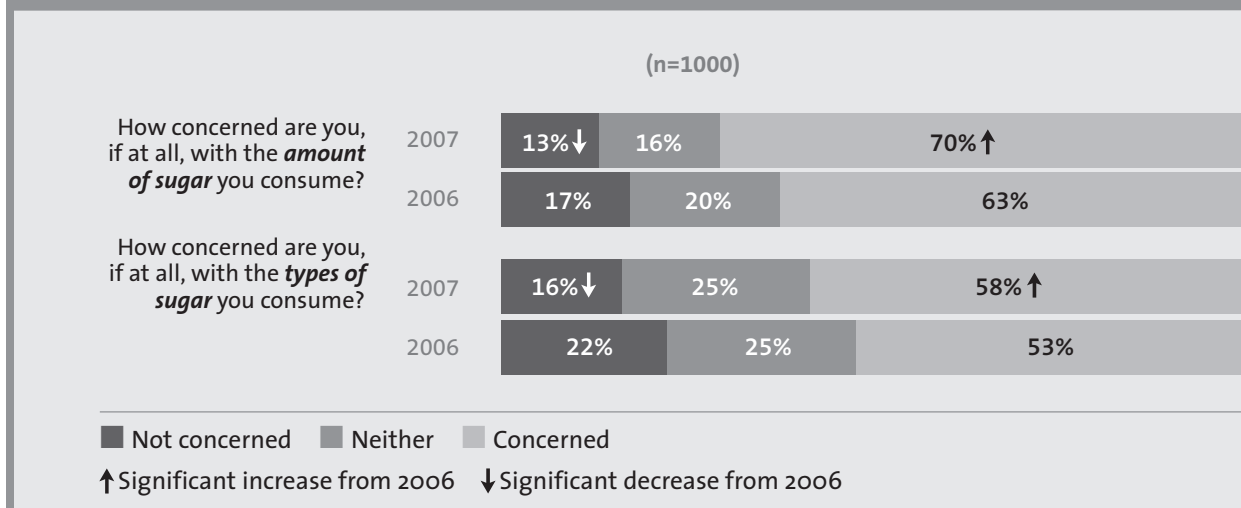
Among individuals with diabetes, more report being “concerned” with the *amount* of sugar they consume in 2007. The increase in concern is being driven largely by an increase in the number who are “somewhat” (as opposed to “extremely”) concerned. Diabetics’ overall concern with the *type* of sugar was stable from 2006 to 2007.

FIGURE 18: Concern with Carbohydrates



# Carbohydrates, Low-Calorie Sweeteners, and Sugars

FIGURE 19: Concern with Sugar



## Awareness of Carbohydrates, Low-Calorie Sweeteners, and Sugars

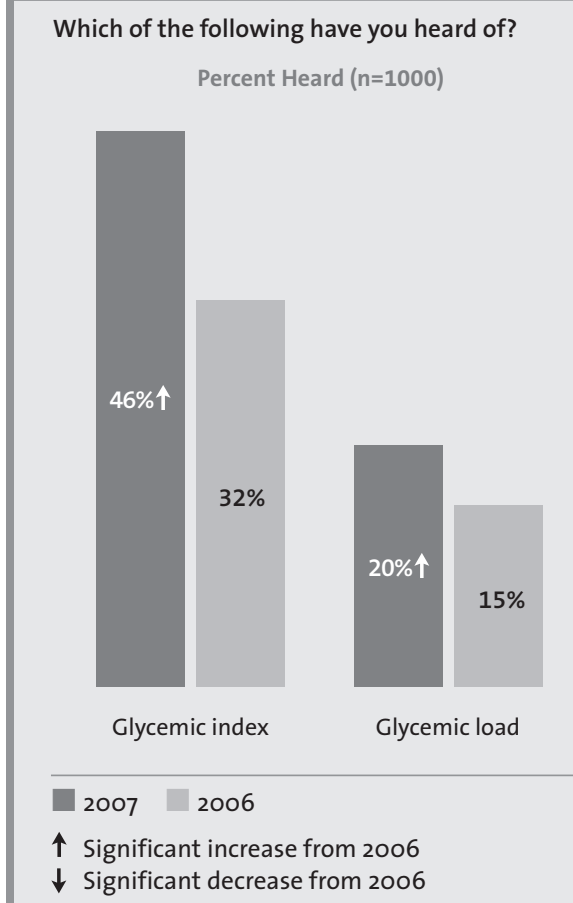
**Carbohydrates.** Awareness of various carbohydrates remained stable from 2006 to 2007, with the exception of the awareness of fiber and whole grains, which dropped from 83 percent compared to 87 percent in 2006.

**Low-Calorie Sweeteners.** With respect to low-calorie sweeteners, significantly fewer Americans heard of saccharin compared to last year (76 percent in 2007 vs. 81 percent in 2006). Awareness of aspartame (66 percent) and sucralose (33 percent) remained consistent in 2007. The levels of awareness of stevia (17 percent) and acesulfame potassium, or Ace-K (seven percent), were also measured for the first time in 2007.

**Sugars.** Consistent with the findings for 2006, two-thirds or more of Americans in 2007 have heard of the various types of sugars (with the exception of sugar alcohols).

Americans were also asked about their awareness of the terms “glycemic index” and “glycemic load.” Awareness of both terms increased over the past year; in 2007 46 percent of individuals are aware of glycemic index (with 32 percent in 2006), and 20 percent are aware of “glycemic load” (compared with 15 percent in 2006). Individuals with diabetes or those who have a family history of diabetes are more likely to have heard of either term.

FIGURE 20:  
Awareness of Glycemic Index or Load



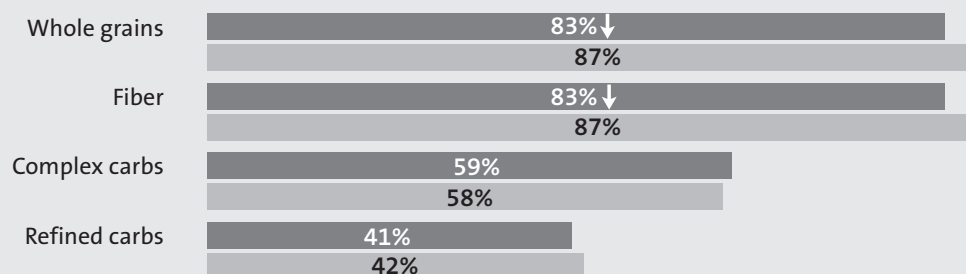
# Carbohydrates, Low-Calorie Sweeteners, and Sugars

FIGURE 21: Awareness of Carbohydrates, Low-Calorie Sweeteners, and Sugars

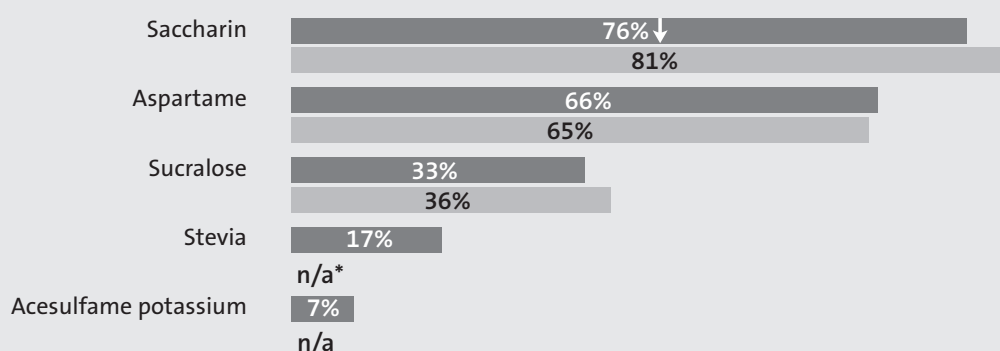
Which of the following have you heard of?

Percent Heard (n=1000)

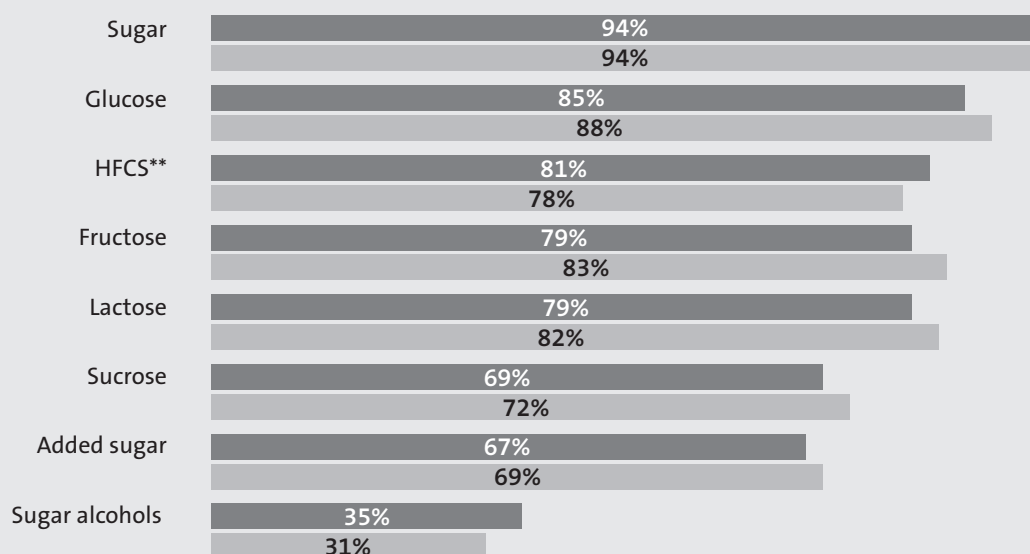
## Carbohydrates



## Low-calorie sweeteners



## Sugars



■ 2007 ■ 2006

↑ Significant increase from 2006 ↓ Significant decrease from 2006

\*n/a= No baseline data for 2006.

\*\*HFCS= High Fructose Corn Syrup.

# Carbohydrates, Low-Calorie Sweeteners, and Sugars

## Consumption Trends for Carbohydrates, Low-Calorie Sweeteners, and Sugars

Consumption trends remained stable for carbohydrates and sugars from 2006 to 2007. Americans continue to say they are trying to *increase* their consumption of whole grains (71 percent) and fiber (72 percent). In contrast, they are most likely to say they

are trying to *decrease* their consumption of sugars (71 percent). The trends for low-calorie sweeteners are stable, with the exception of those for aspartame, with *fewer* Americans reporting they are trying to consume *less* of that sweetener.

FIGURE 22: Carbohydrate Consumption Trends

Please indicate whether you are trying to consume more or less of the following:

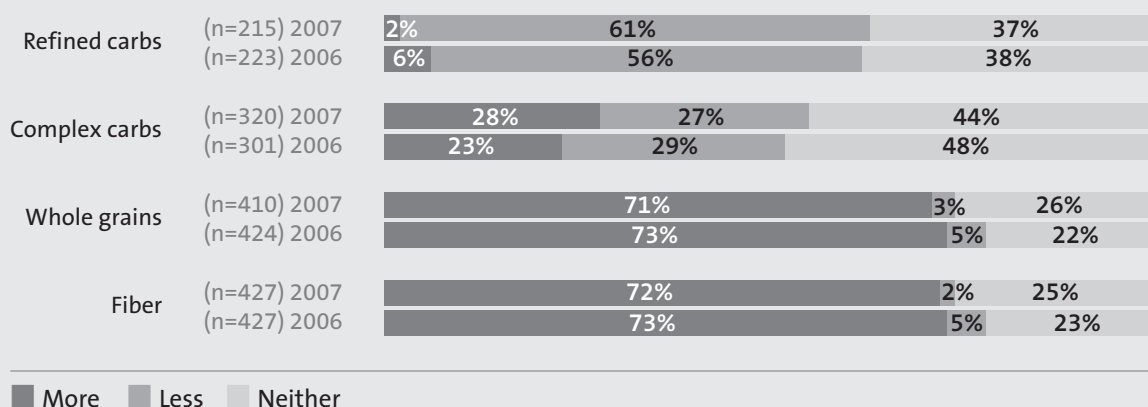
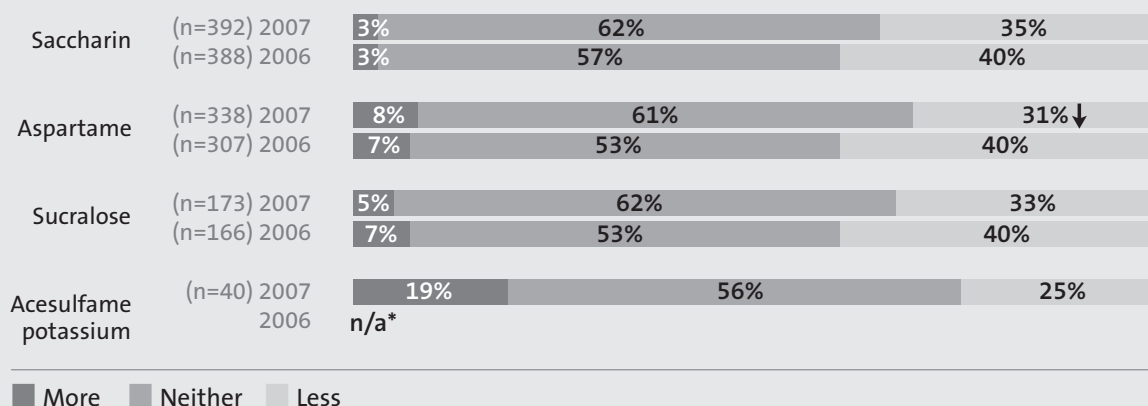


FIGURE 23: Low-Calorie Sweetener Consumption Trends

Please indicate whether you are trying to consume more or less of the following:



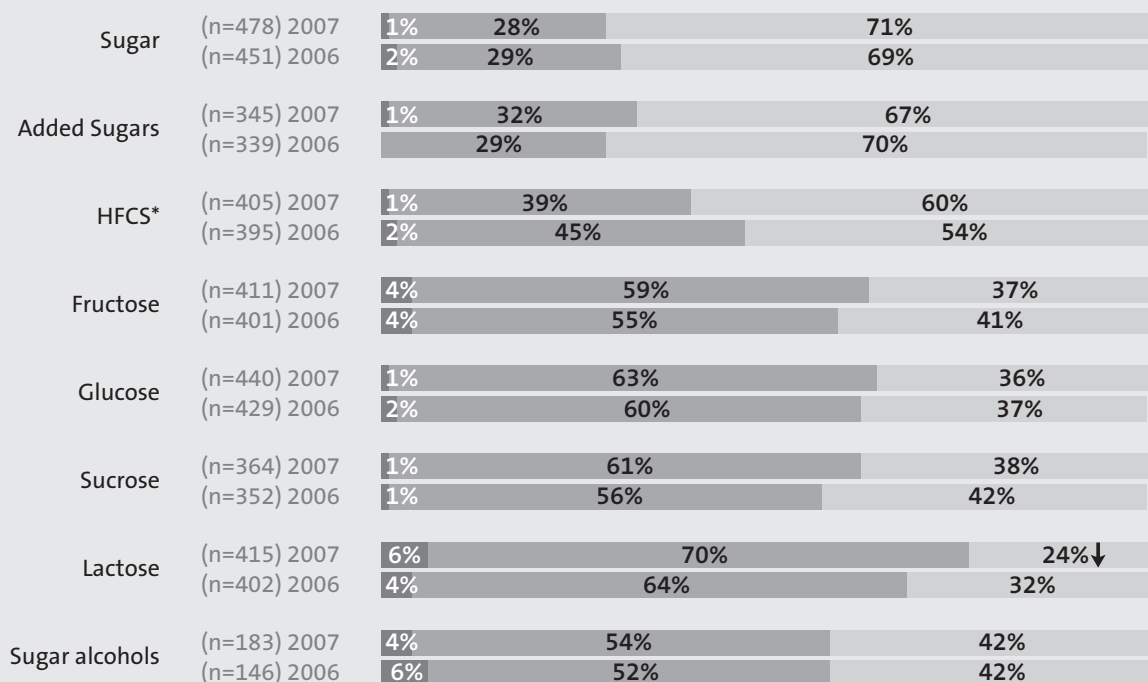
↑ Significant increase from 2006 ↓ Significant decrease from 2006

\*n/a= No baseline data for 2006.

# Carbohydrates, Low-Calorie Sweeteners, and Sugars

FIGURE 24: Sugar Consumption Trends

Please indicate whether you are trying to consume more or less of the following:

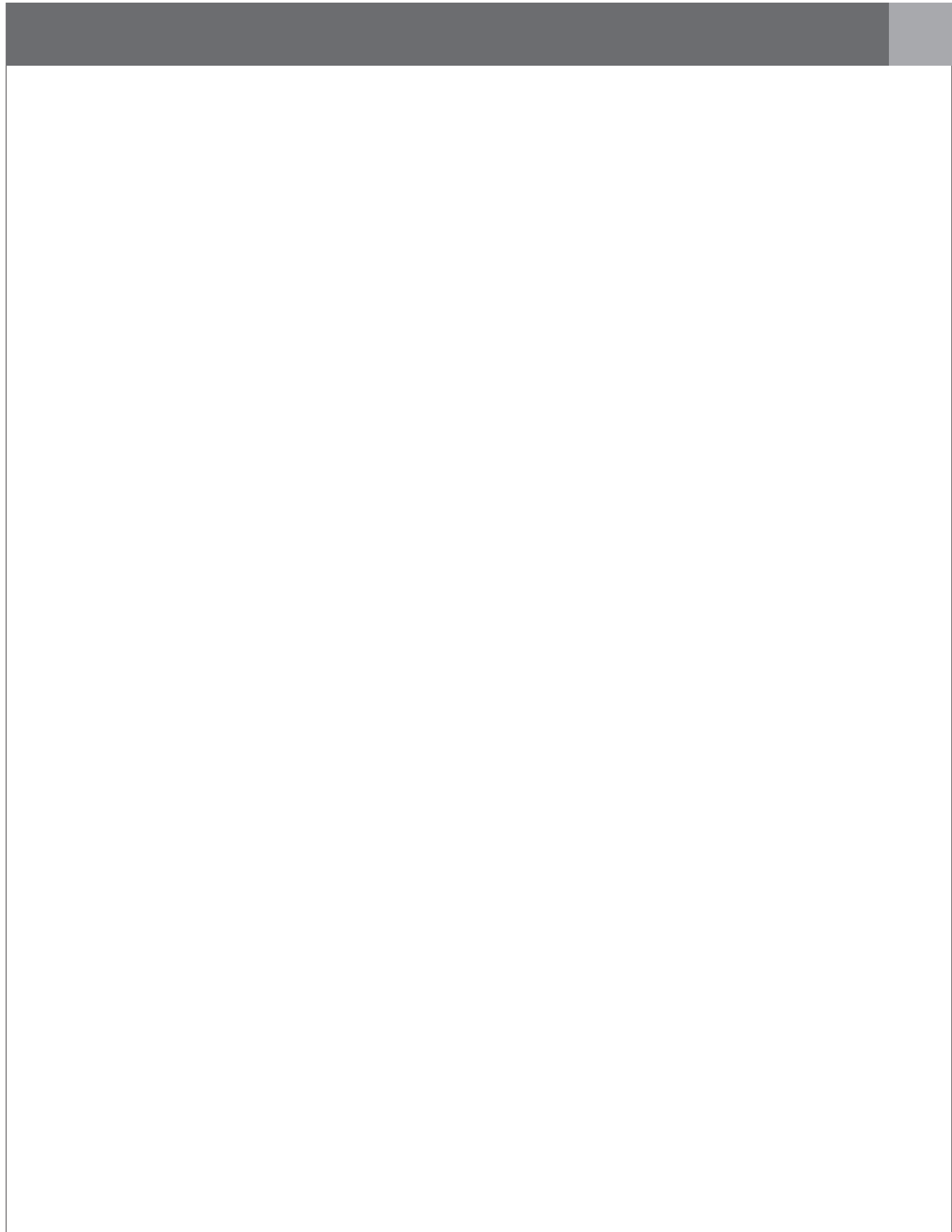


■ More ■ Neither ■ Less

↑Significant increase from 2006

↓Significant decrease from 2006

\*HFCS= High Fructose Corn Syrup.



## Perceptions of Weight

Similar to the findings of 2006 survey, slightly more than a quarter of Americans in 2007 describe their weight status as “ideal” (28 percent), more than half of Americans perceive themselves to be “overweight” (59 percent), and less than one in 10 describe themselves as “obese” (9 percent). Only four percent perceive themselves to be “underweight” in 2007, consistent with 2006 data.

## Body Mass Index (BMI)

As a separate measure of weight status, respondents were asked to provide their height and weight, which were used to calculate Body Mass Index (BMI) scores. According to these 2007 BMI scores, about one-third of respondents are in the obese range, one-third are in the overweight range, and one-third are in the normal range. These findings are consistent with the 2006 survey as well as the CDC National Health and Nutrition Examination Survey (2003-2004) data.

The disparity between Americans’ perceptions of their weight status and their calculated BMI observed in 2006 continues in 2007. Close to a quarter of Americans (23 percent) with a BMI in the overweight range describe themselves as being at an “ideal weight,” and 73 percent of those with a BMI in the obese range describe themselves as being only “overweight.”

FIGURE 25: Perceptions of Weight

Which of the following best describes your current weight?

(n=997)

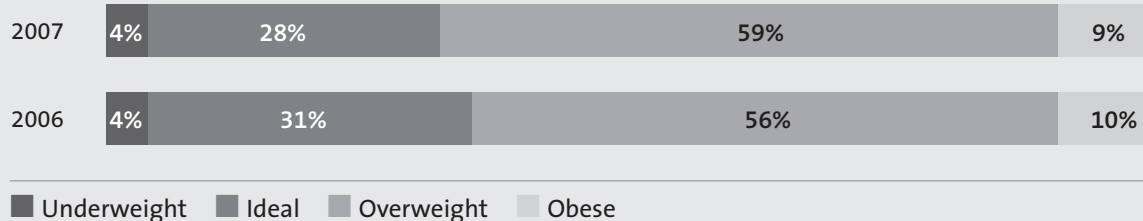
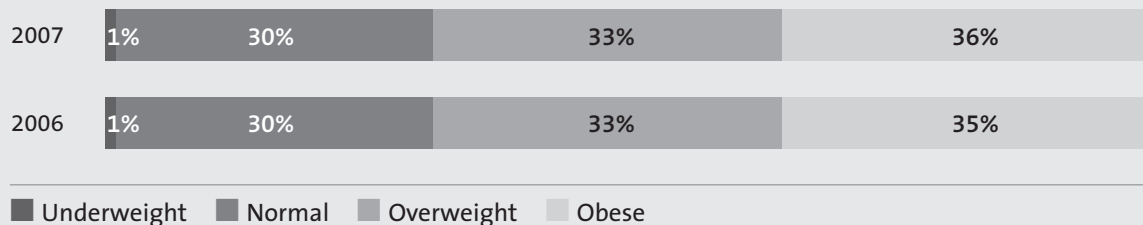


FIGURE 26: BMI\* Based on Reported Height and Weight

Which of the following best describes your current weight?

2007 (n=919)    2006 (n=878)



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



FIGURE 27: Perceived Versus Calculated Weight Status

2007 (n=919)	Calculated Weight (BMI)*			
Perception of weight	Underweight <18.5 (n=10)	Normal 18.5-24.9 (n=283)	Overweight 25-29.9 (n=303)	Obese 30.0+ (n=318)
Underweight	<b>70%</b>	9%	—	2%
Ideal weight	30%	<b>70%</b>	23%	1%
Overweight	—	21%	<b>77%</b>	73%
Extremely overweight	—	—	—	<b>23%</b>
	100%	100%	100%	100%

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

## Concern with Perceived Weight

Americans' concern about their current weight status increased over the past year (75 percent in 2007 vs. 66 percent in 2006). Specifically, the number of Americans who say they are "somewhat" concerned increased significantly (52 percent in 2007 vs. 44 percent in 2006).

Individuals who are more likely to report being concerned about their weight include:

- Women
- Those who have made a change to their diet
- Those who are trying to "lose" weight
- Those concerned with the type and amount of fats, sugars, and carbohydrates they consume

- Those who perceive their physical activity level to be "sedentary" or "moderate"

Nearly all Americans whose calculated BMI is in the obese range are concerned with their weight status (92 percent). Fewer of those who are in the overweight range according to their BMI say they are concerned, although it is still the vast majority at 74 percent. Just over half of those in the normal BMI range are also concerned (51 percent).

The proportion of Americans in the underweight, normal, or overweight BMI ranges who say they are "extremely" concerned did not vary between 2006 and 2007.

FIGURE 28: Concern with Perceived Weight

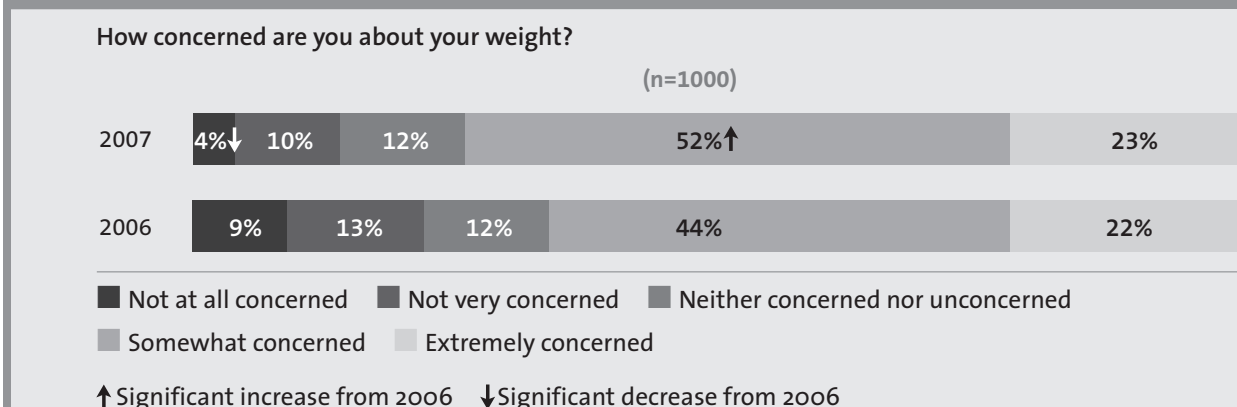
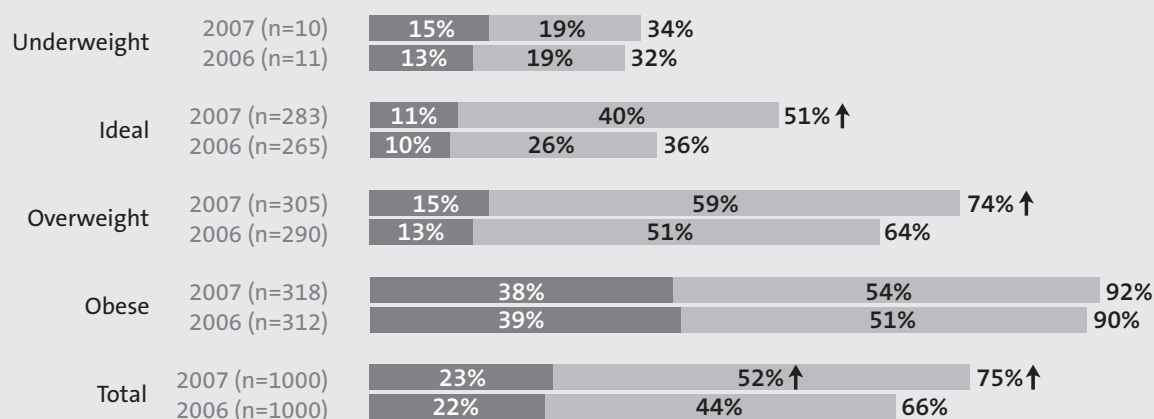


FIGURE 29: Concern with Weight by BMI Status\*

How concerned are you about your weight?



■ Extremely concerned ■ Somewhat concerned

↑ Significant increase from 2006 ↓ Significant decrease from 2006

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

## Management of Weight

When Americans were asked whether they had “discussed their weight with their healthcare provider in the past year,” 52 percent of individuals say that they have not, whereas 34 percent say that they have. Fourteen percent of Americans reported that they had not been to a healthcare provider in the past year.

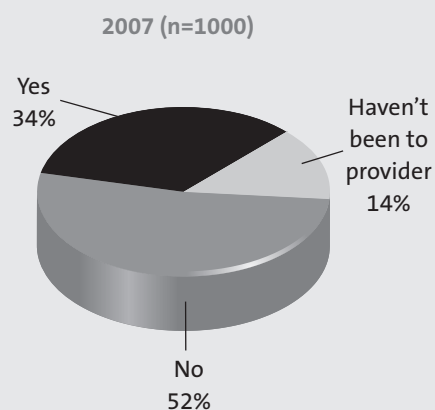
Subgroups of the population more likely to have discussed their weight with their healthcare provider in the past year include:

- Those who describe their health status as “fair” or “poor”
- Those whose BMI is in the overweight or obese range or who perceive themselves to be overweight or obese
- Those who are concerned about their weight
- Those who are not physically active

Slightly more than half of Americans (56 percent) say they are trying to “lose weight,” whereas 23 percent say that they are trying to “maintain their weight.” Eighteen percent say they are “doing nothing about their weight,” and three percent say that they are trying to “gain weight.”

FIGURE 30:  
Weight Discussion with  
Healthcare Provider

In the past year, have you and your healthcare provider discussed your weight?



When asked what they were doing to try to “maintain” or “lose” weight, the top response was “increased or began to engage in physical activity” (79 percent of those trying to lose weight and 66 percent of those trying to maintain weight). More than half say they “reduced the portion sizes of their meals and snacks” (69 percent of those trying to lose weight and 51 percent of those trying to maintain weight). Very few of those trying to “maintain” or “lose” weight say they saw a healthcare professional, including a nutritionist or dietitian.

Forty-three percent of Americans agree that low-calorie sweeteners can play a role in helping individuals maintain or lose weight. Less than 20 percent do not agree they can play a role, and 38 percent neither agree nor disagree.

Among individuals trying to “maintain” or “lose” weight, 43 percent agree that low-calorie sweeteners can play a role in achieving their goal, but only 23 percent report actually using them for weight loss or maintenance.

FIGURE 31:  
Current Efforts Regarding Weight

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

2007 (n=1000)

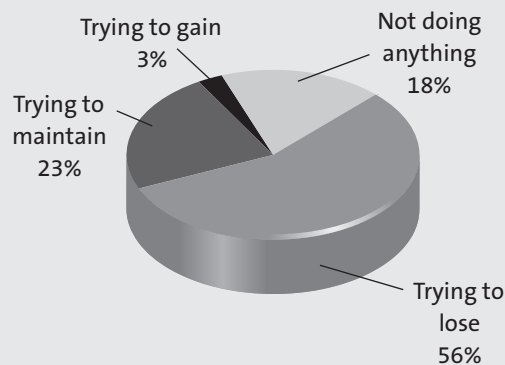


FIGURE 32: Efforts Made to Lose or Maintain Weight

Which of the following things are you doing in an effort to lose or maintain your weight?

2007

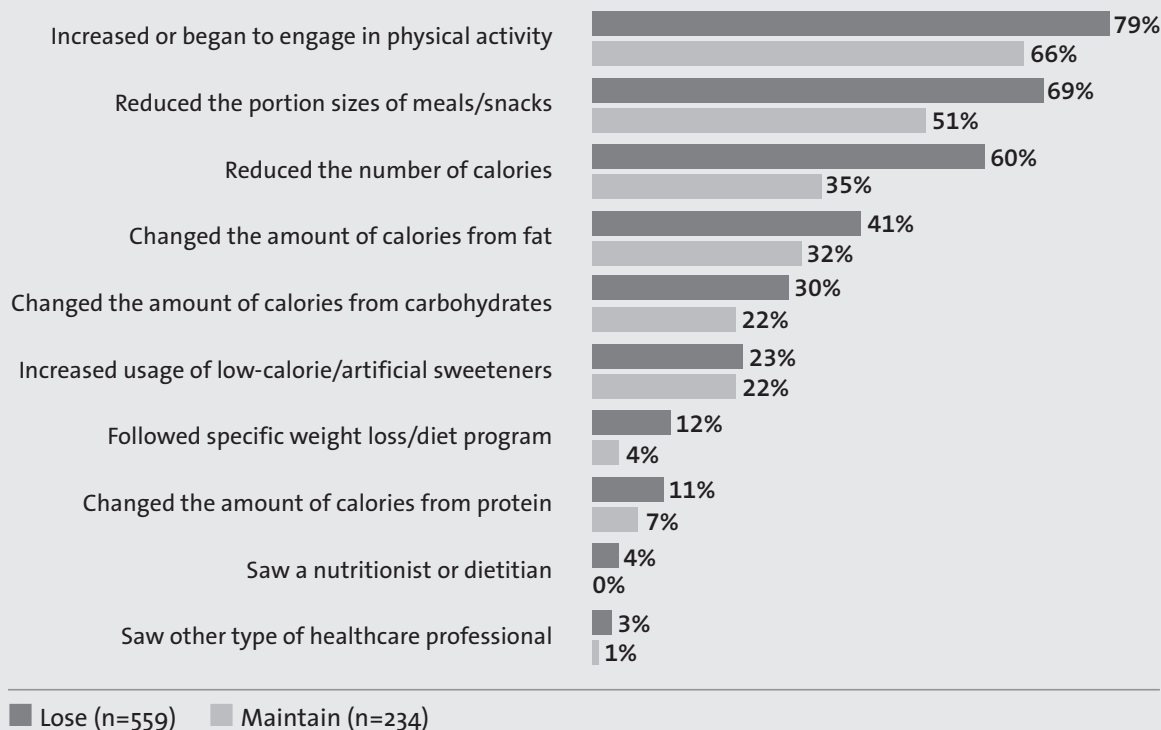
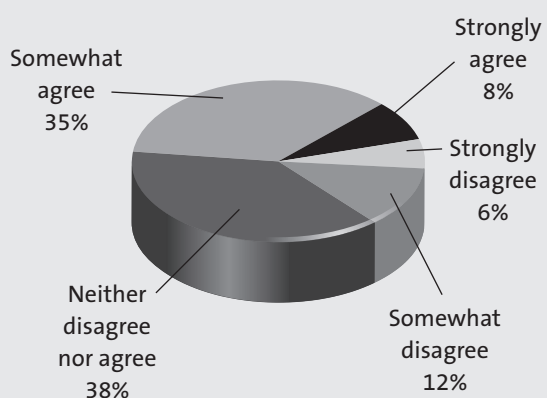
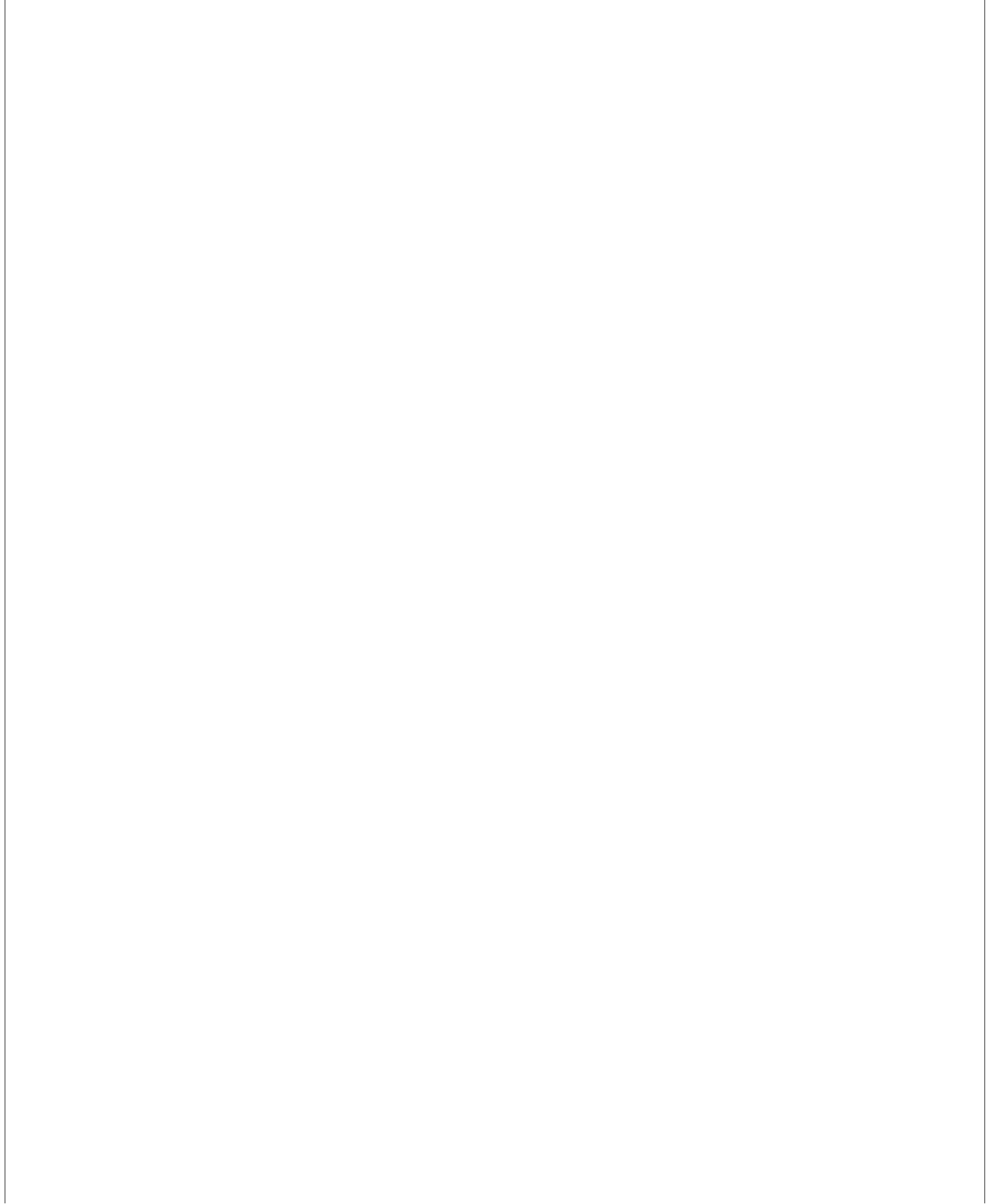


FIGURE 33:  
Perceived Role of Low-Calorie  
Sweeteners in Weight Management

To what extent do you agree or disagree that  
low-calorie sweeteners can play a role in  
helping individuals maintain or lose weight?

2007 (n=1000)





## Meal Importance and Frequency

The vast majority of Americans perceive all three meals of the day as being important to an overall healthful diet. Breakfast is perceived to be the most important eating occasion, with 90 percent of consumers agreeing it is important (66 percent “extremely” and 24 percent “somewhat”), followed by dinner at 87 percent (43 percent “extremely” and 44 percent “somewhat”) and lunch at 80 percent (33 percent “extremely” and 47 percent “somewhat”).

About half of all Americans (53 percent) perceive snacks to be an important part of an overall healthful diet.

Subsets of the population that are more likely to think that breakfast is an important meal in an overall healthful diet are:

- Women
- Those who perceive their health to be “very good” or “excellent”
- Those who consider themselves to have a healthful diet
- Those who are trying to “lose” or “maintain” their weight

Although breakfast is the meal the greatest number of Americans view as important to a healthful diet, less than half of all Americans (49 percent) eat breakfast seven days a week. Three-quarters of all Americans

(76 percent) eat dinner seven days a week, and half (50 percent) eat lunch every day. Nearly all Americans (93 percent) eat at least one snack per day with the mean number being 2.5 snacks per day.

Subsets of the population more likely to eat breakfast three days per week or less include:

- Those who perceive their health status to be “fair” or “poor”
- Those who consider themselves to have an unhealthful diet
- Those not concerned with their weight
- Those who perceive their physical activity level to be “sedentary” or who are not physically active
- Those who are doing “nothing” regarding their weight

FIGURE 34: Perception of Importance of Meal Occasions

How important, if at all, are each of the following eating occasions to an overall healthful diet?

2007 (n=1000)

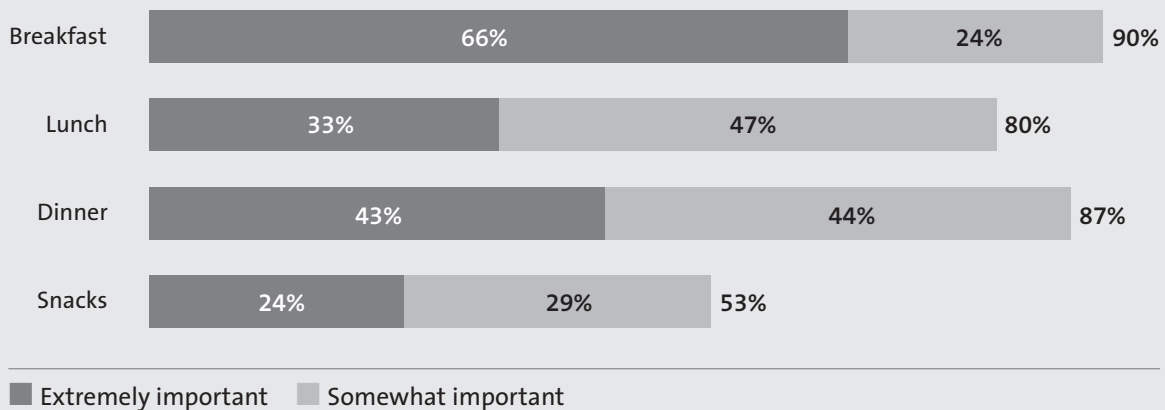


FIGURE 35: Frequency of Meal Occasions per Week

In general, how often do you eat each of the following meals per week?

2007 (n=1000)

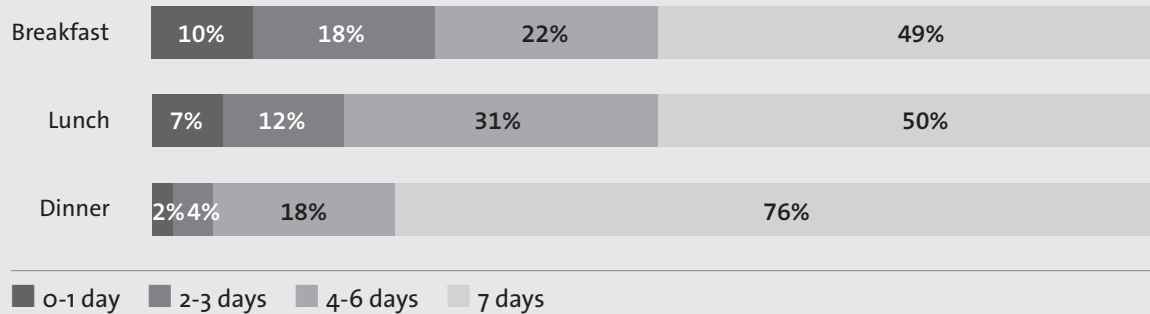
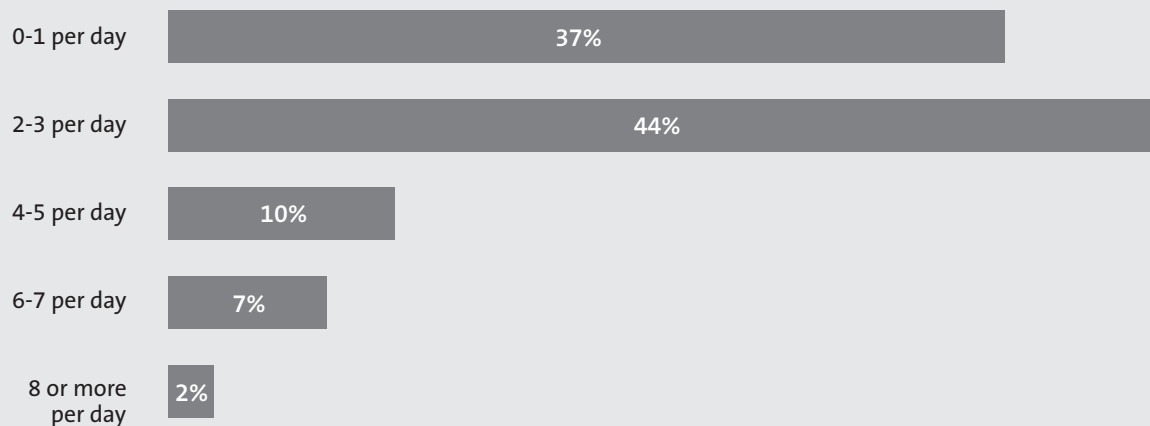


FIGURE 36: Frequency of Snacks per Day

In general, how often do you eat snacks per day?

2007 (n=1000)





# Foods and Beverages with Added Health and Wellness Benefits

## Perceptions of and Interest in Added Benefits Offered by Foods or Beverages

When the 2007 survey respondents were asked whether they agree or disagree that foods and beverages can provide a wide array of specific health benefits (for example, heart health), 60 percent or more of Americans either somewhat or strongly believed in the stated benefit. Of the benefits mentioned, improving heart health (80 percent), maintaining overall health and wellness (77 percent), improving physical energy or stamina (76 percent), and improving digestive health (76 percent) were the benefits Americans are most apt to believe could be provided by foods and beverages.

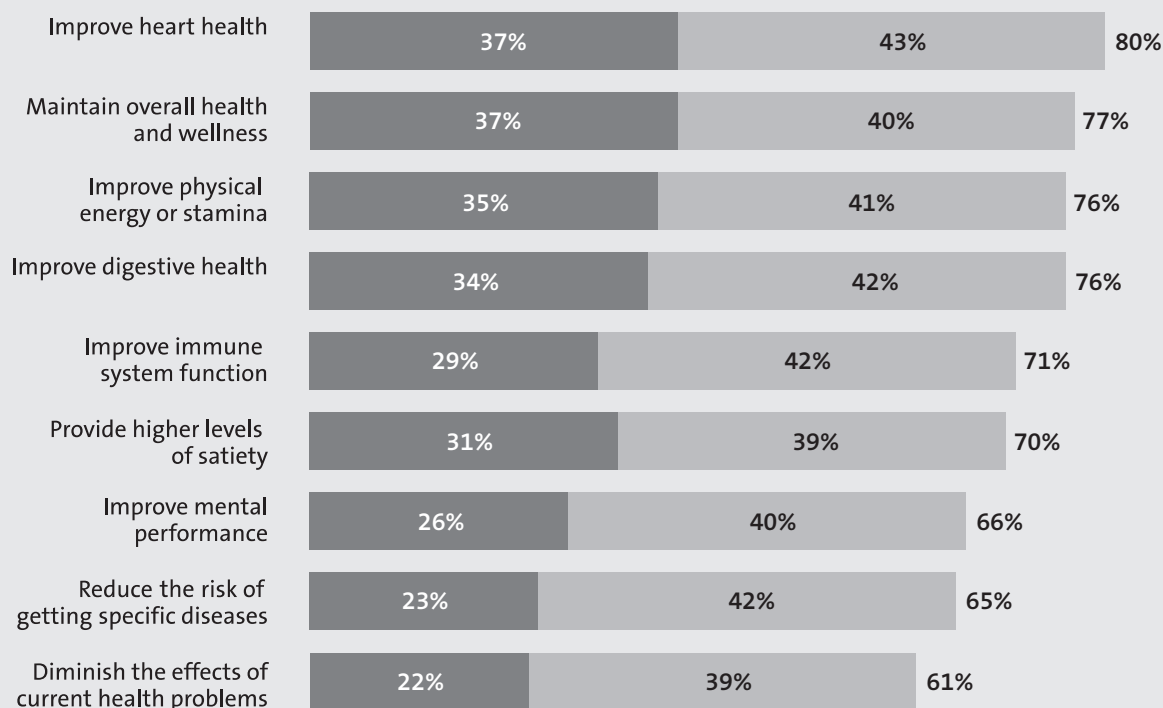
More than 80 percent of all Americans say they are currently consuming or would be interested in consuming foods or beverages for health and wellness benefits. Very few Americans indicated that they are not interested in consuming foods or beverages for any of the stated benefits. Of the benefits explored in the

survey, Americans are most likely to be currently consuming foods or beverages for an “overall health and wellness” benefit or for a “heart health” benefit. They are least likely to be consuming foods or beverages for a “mental health” benefit.

FIGURE 37: Perception of Benefits from Foods and Beverages

To what extent do you agree or disagree that some specific foods or beverages can provide the following benefits?

2007 (n=1000)



■ Strongly agree ■ Somewhat agree

# Foods and Beverages with Added Health and Wellness Benefits

Subgroups of the population that are currently consuming specific foods or beverages for benefits are most likely to be:

- Those who are satisfied with their health status
- Those who are physically active
- Those who consider themselves to have a healthful diet
- Those who are “eating more of a certain food component” and/or “consuming more of a specific type of food or beverage” in an effort to improve the healthfulness of their diet
- Those who eat breakfast four days a week or more
- Those who consume at least five servings of fruits and vegetables per day
- Those who perceive “healthfulness” to have a *great* impact on their food and beverage purchase decision

Segments of the American public that are more apt to say they are not currently consuming certain foods or

beverages for specific benefits but *are interested* in doing so include:

- Those who perceive their health to be “fair” or “poor”
- Those who are dissatisfied with their health status
- Those who consider themselves to have an unhealthful diet
- Those who perceive their physical activity level as “sedentary”

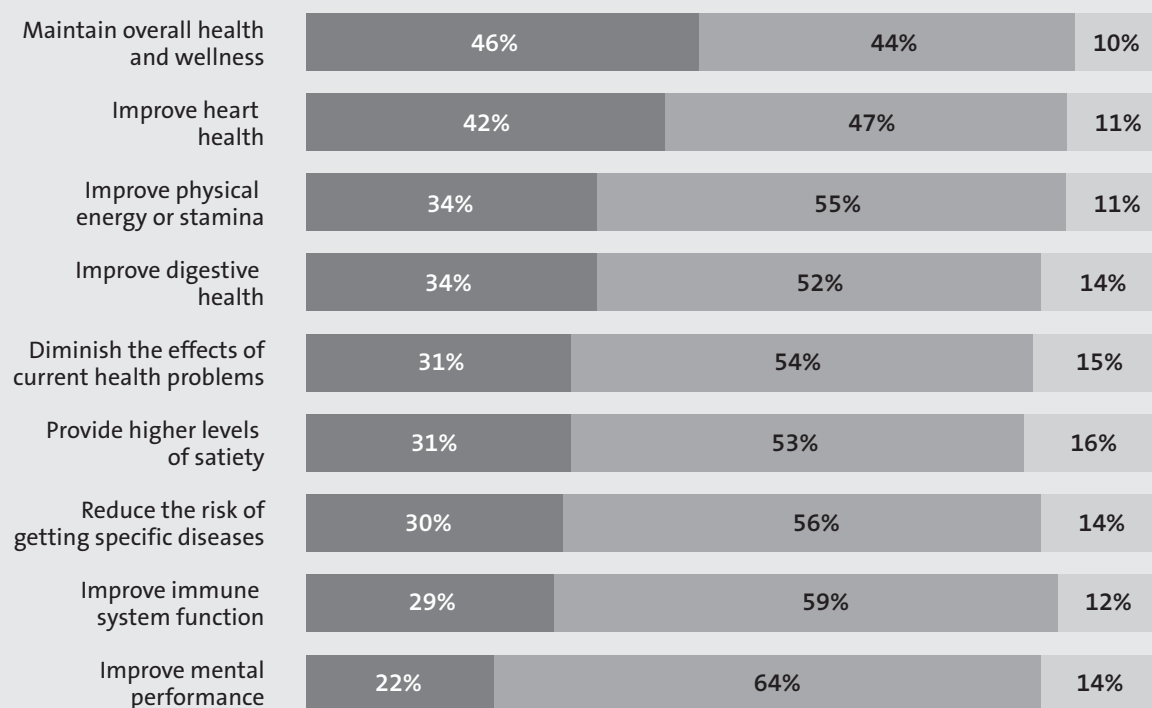
The small segment of the American public more likely to say they are not currently consuming specific foods or beverages for specific benefits and who are not interested in doing so includes:

- Men
- Those who have not made a change to their diet in the last six months
- Those who are not concerned with their weight and state that they are doing “nothing” regarding their weight

FIGURE 38: Consumption of and Interest in Foods and Beverages for Benefits

Please indicate your current or future interest in foods and beverages that provide each of the following benefits:

2007 (n=1000)



■ Currently consume ■ Don't currently consume, but interested ■ Don't currently consume, not interested

## Perception of Caffeine Consumption

When asked to describe their current approach to caffeine consumption, 40 percent of Americans say they “do not limit their caffeine intake,” 48 percent are “actively limiting or trying to limit their intake,” and 12 percent have “eliminated caffeine.”

Subgroups of the population who are most likely to limit their caffeine consumption include:

- Those who consider themselves to have a healthy diet
- Those who perceive their physical activity level to be “active”

When Americans were asked which segments of the population they think should limit their caffeine consumption, 86 percent chose children (12 years and under) and 82 percent chose pregnant or lactating women. Sixty to 70 percent of Americans reported that teenagers (13 years and up) and individuals who suffer from a heart condition, heartburn, or diabetes should limit their caffeine consumption. Roughly half of all Americans also reported that men (45 percent) and women (52 percent) are segments of the population that should limit their caffeine intake.

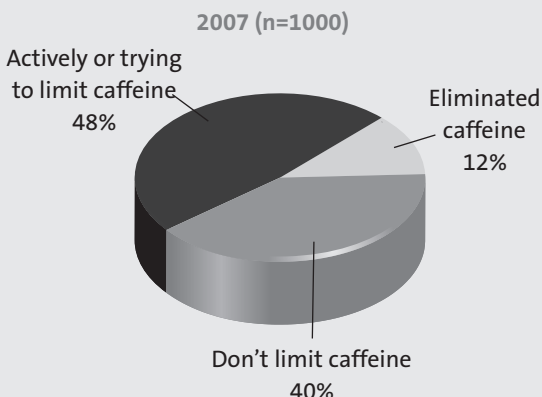


In addition, Americans were asked to what extent they agreed with specific statements regarding caffeine: 24 percent agree that caffeine may enhance their performance by increasing endurance and reducing muscle pain caused by strenuous physical activity; 30 percent agree that caffeine-containing beverages can contribute to their total daily water intake; and 66 percent agree that by slowly decreasing their consumption of caffeine over time, individuals may avoid symptoms, such as headaches, fatigue, or drowsiness, which can be experienced when consumption is abruptly stopped.

Those Americans most likely to agree that caffeine may enhance performance by increasing endurance and reducing muscle pain caused by strenuous physical activity are also those who agree that specific foods or beverages can improve physical energy or stamina.

FIGURE 39:  
Current Approach to  
Caffeine Consumption

Which of the following statements best describes your current approach to caffeine consumption?



# Caffeine Consumption

FIGURE 40: Perceptions of Populations That Should Limit Caffeine

Which of the following populations, if any, should limit their caffeine intake?

2007 (n=1000)

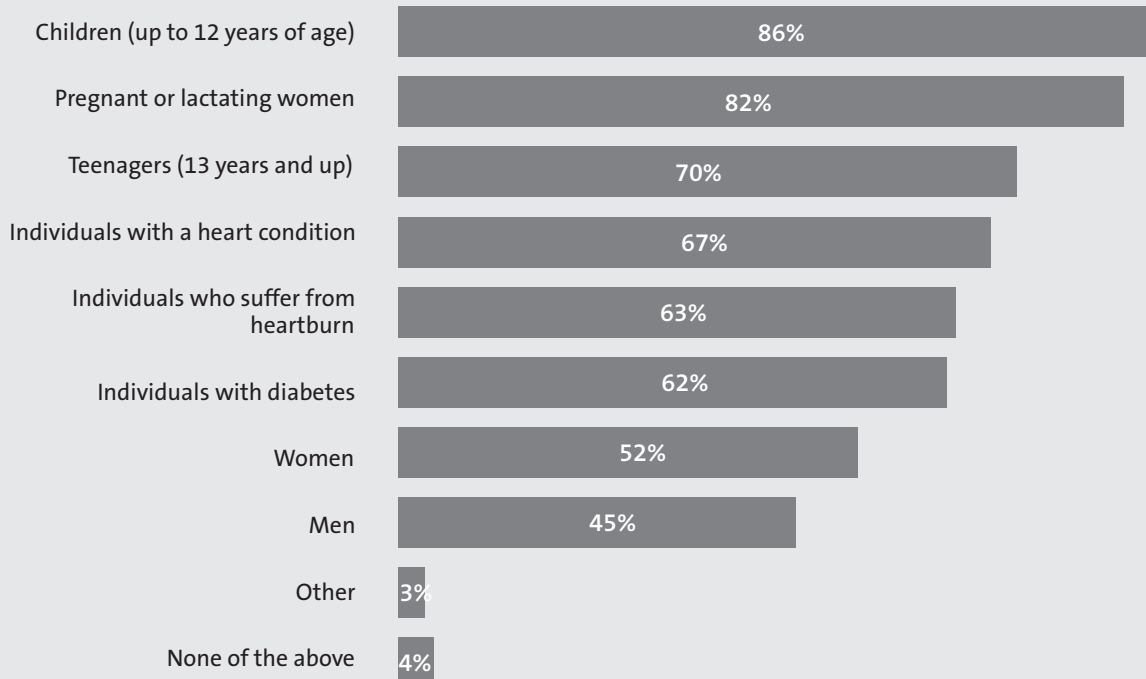
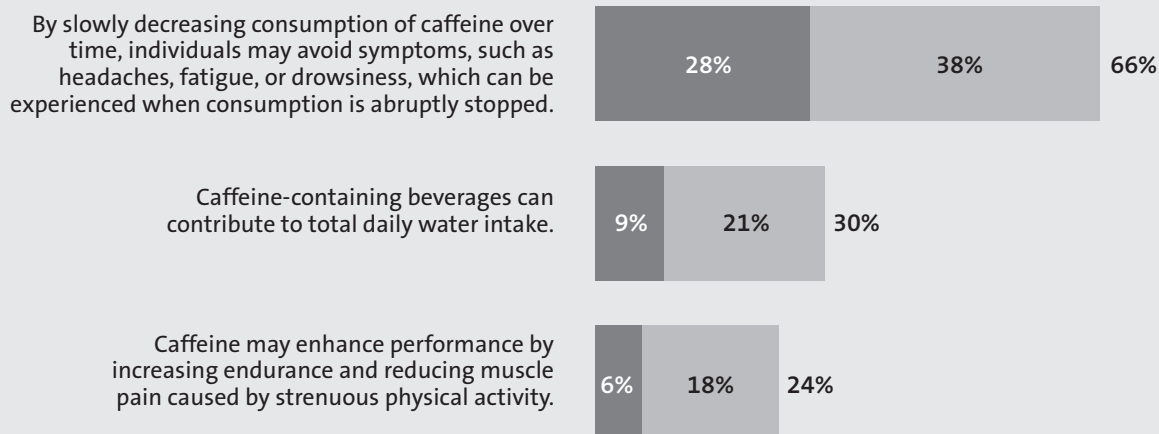


FIGURE 41: Perception of Caffeine

To what extent do you agree or disagree with the following statements?

2007 (n=1000)



■ Strongly agree ■ Somewhat agree

## Physical Activity Frequency

Compared with the findings in 2006, significantly more Americans say in 2007 they are physically active at least one day per week in 2007 (84 percent in 2007 vs. 64 percent in 2006).

### NOTE:

The survey instrument in 2007 explained “physical activity” to respondents as follows: *Physical activity can include a range of activities from running and basketball to gardening, playing golf, and dancing.* In 2006 the definition was somewhat more limited: *By physical activity we mean something that would increase your heart rate like walking, jogging, etc.*

Individuals who are more likely to be physically active are:

- Those with a college degree or higher
- Those who consider themselves to have a healthful diet, are satisfied with their health, and perceive their health status to be “very good” or “excellent”
- Those who are trying to “lose” or “maintain” their weight

When Americans were asked to estimate how many minutes of physical activity a person their age, weight, and height should get per day for good health, the vast

FIGURE 42:  
Estimated Minutes of Recommended  
Physical Activity Per Day

As far as you know, how many minutes of physical activity should a person of your age, weight, and height get per day for good health?

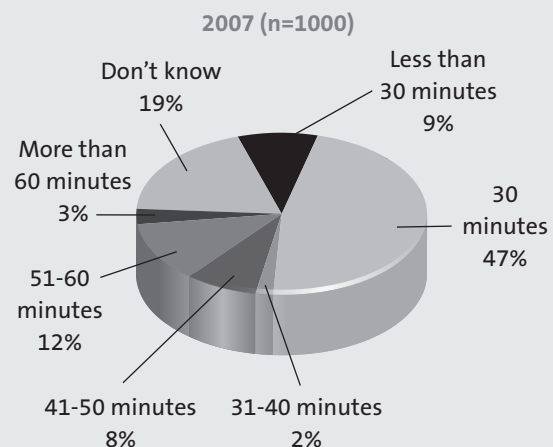
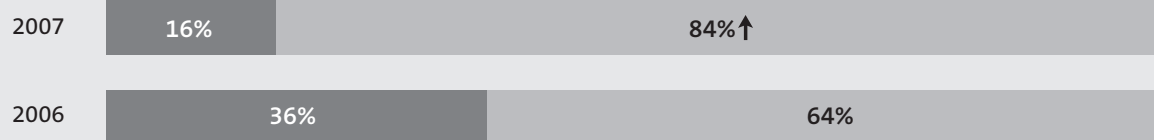


FIGURE 43: Frequency of Physical Activity

On average, how often, if at all, would you say you are physically active, for health benefits, in a given week?\*

(n=1000)



■ Not physically active ■ Physically active at least one day per week

↑ Significant increase from 2006 ↓ Significant decrease from 2006

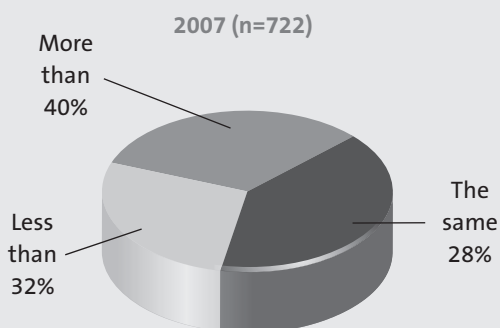
\* Note: The definition of physical activity changed in 2007:

2007 definition: “Physical activity can include a range of activities from running and basketball to gardening, playing golf, and dancing.”

2006 definition: “By physical activity we mean something that would increase your heart rate like walking, jogging, etc.”

FIGURE 44:  
Reported Physical Activity Level  
vs. Knowledge of Recommended  
Activity Levels

[If Active] Actual minutes of activity vs. estimate  
of recommended activity



majority estimated 30 minutes or more (47 percent reported 30 minutes; 25 percent reported more than 30 minutes). Less than one in 10 (nine percent) reported less than 30 minutes per day, and 19 percent said they did not know.

Close to two-thirds of Americans who report being active at least one day per week and who provided an

estimate of recommended physical activity per day say they are active for at least as many minutes per day as they believed to be necessary for good health (68 percent). Thirty-two percent of those who are active and who provided an estimate say they are active for fewer minutes per day than they believed to be necessary.

When asked about their approach to diet and physical activity for weight maintenance, 44 percent of Americans who report being active say they “do not balance diet and physical activity.” Thirty-four percent of physically active Americans report that they “make different food choices or eat less when they are not physically active,” 17 percent “engage in physical activity so that they can eat more of the foods that they enjoy,” and 16 percent “increase their physical activity when they eat more than usual.”

## Perceptions of Physical Activity

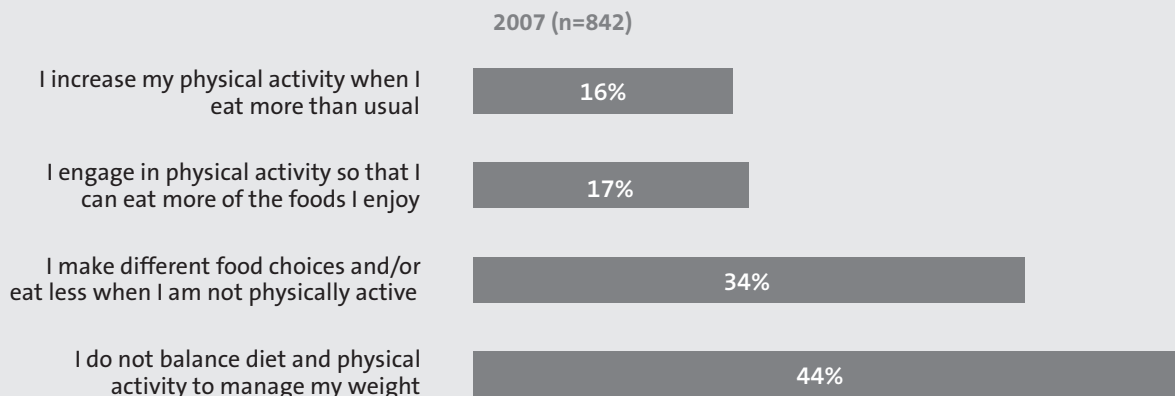
Americans’ perceptions of their level of physical activity remained stable from 2006. Two-thirds of Americans describe themselves as being “active” (13 percent “active” and 59 percent “moderately active”), whereas just under a third of Americans (28 percent) say they are “sedentary.”

Individuals who are more likely to describe themselves as “active” include:

- Those who perceive their health to be as “very good” or “excellent”

FIGURE 45: Current Approach to Diet and Activity

[If Active] Which of the following statements best describes your current approach to diet and physical activity for weight maintenance?



- Those who are satisfied with their health status
- Those who consider themselves to have a healthful diet
- Those who are trying to “lose” or “maintain” their weight

Individuals who describe themselves as “sedentary” fit a contrasting profile and are more likely to view their health status and overall diet as poor, to be dissatisfied with their health, to have a BMI in the obese range, and to say they are “not doing anything” with regard to their weight.

Figure 46 depicts the relationship between individuals’ classification of their physical activity level and frequency.

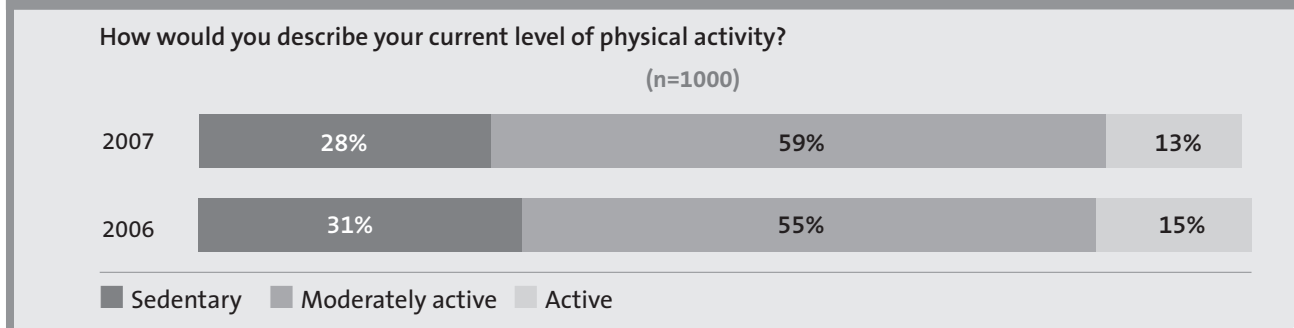
Roughly nine out of 10 Americans (92 percent) who describe themselves as “active” say they engage in physical activity between three and seven days per week. Of those Americans who describe themselves as

“moderately active,” approximately seven out of 10 (68 percent) report engaging in physical activity one to five days a week. Thirty-seven percent of Americans who describe themselves as being “sedentary” report being physically active zero days per week.

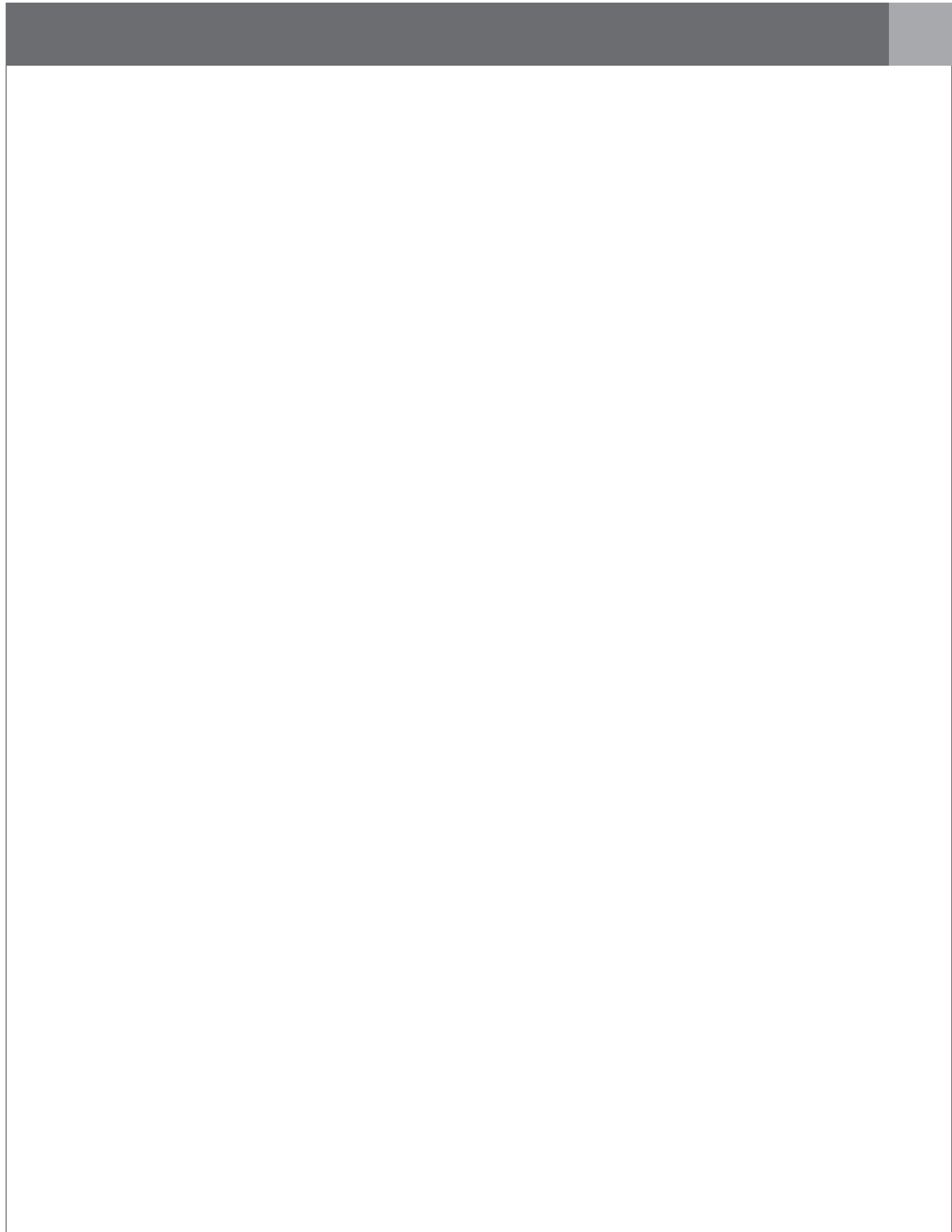
FIGURE 46: Perceived Activity Level by Frequency

Describe self as:	Days per week			
	0 days	1-2 days	3-5 days	6-7 days
Active	6%	2%	<b>53%</b>	<b>39%</b>
Moderately active	8%	<b>9%</b>	<b>59%</b>	24%
Sedentary	<b>37%</b>	36%	23%	4%

FIGURE 47: Perceptions of Physical Activity



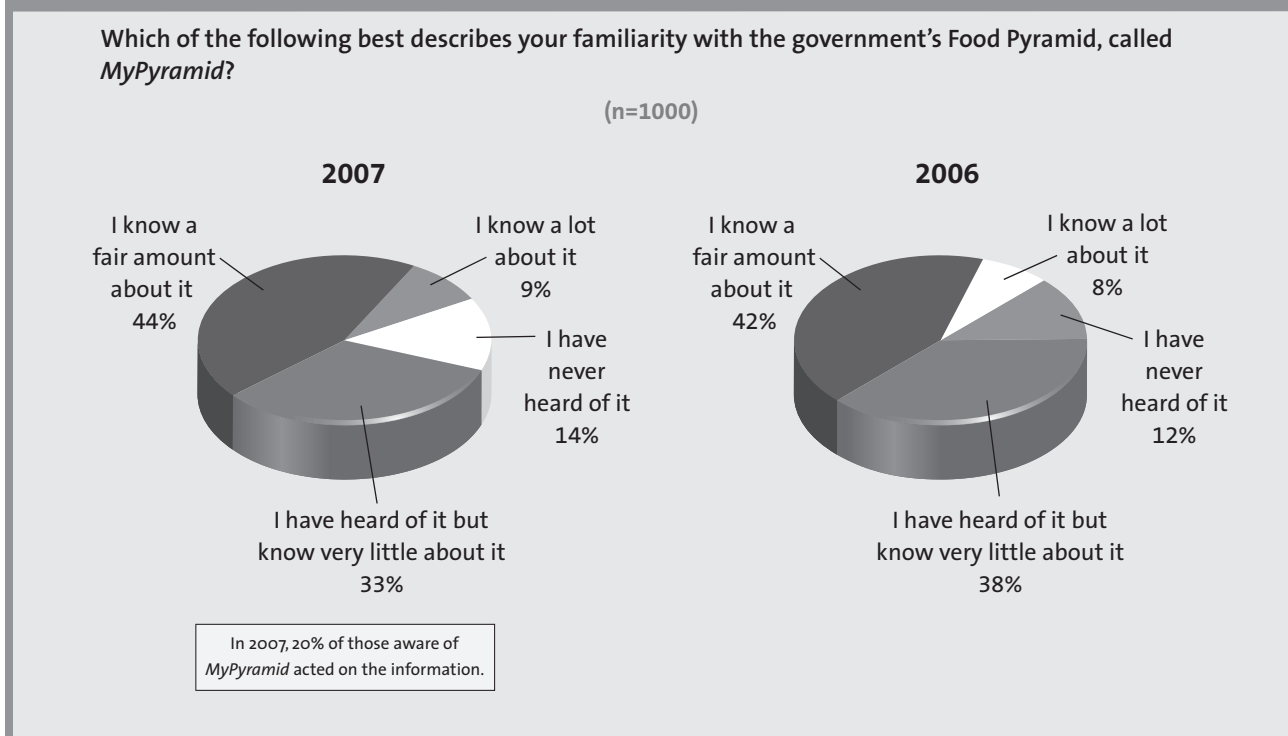




## MyPyramid

Of the 86 percent of individuals who are aware of *MyPyramid*, only 20 percent have acted on that information by either visiting the *MyPyramid* Web site and/or using the *MyPyramid* Web site tools (eight percent) or by making changes in their diet (food choices), based on the recommendations from *MyPyramid* (14 percent). Similar to the findings in 2006, 14 percent of Americans say they have not heard of *MyPyramid*.

FIGURE 48: Familiarity and Use of *MyPyramid*



Segments of the American population that are more likely to say they have taken action with regard to *MyPyramid* include:

- Those who have heard a fair amount or a lot about *MyPyramid*
- Those who consider themselves to have a healthful diet
- Those who have made a change to their diet
- Those who are trying to “lose” or “maintain” their weight
- Those who are physically active

## Factors Influencing Food and Beverage Purchase Decisions

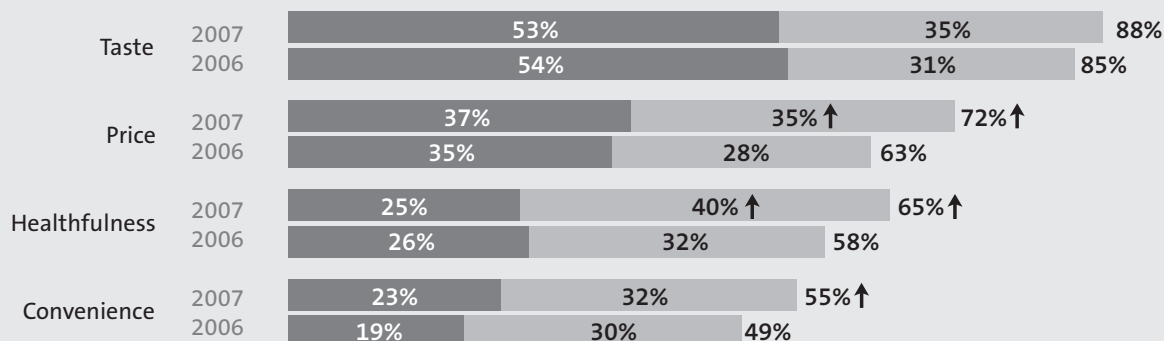
When Americans were asked about the impact of convenience, healthfulness, price, and taste on their decision to buy foods and beverages, taste remained stable and in the highest position (88 percent in 2007 vs. 85 percent in 2006). The remaining variables all increased in importance since 2006: price (72 percent vs. 63 percent), healthfulness (65 percent vs. 58 percent), and convenience (55 percent vs. 49 percent).

Segments of the American public in 2007 that indicate “healthfulness” is an important factor in

FIGURE 49: Factors Influencing Purchasing Decisions

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

2007 (n=1000)



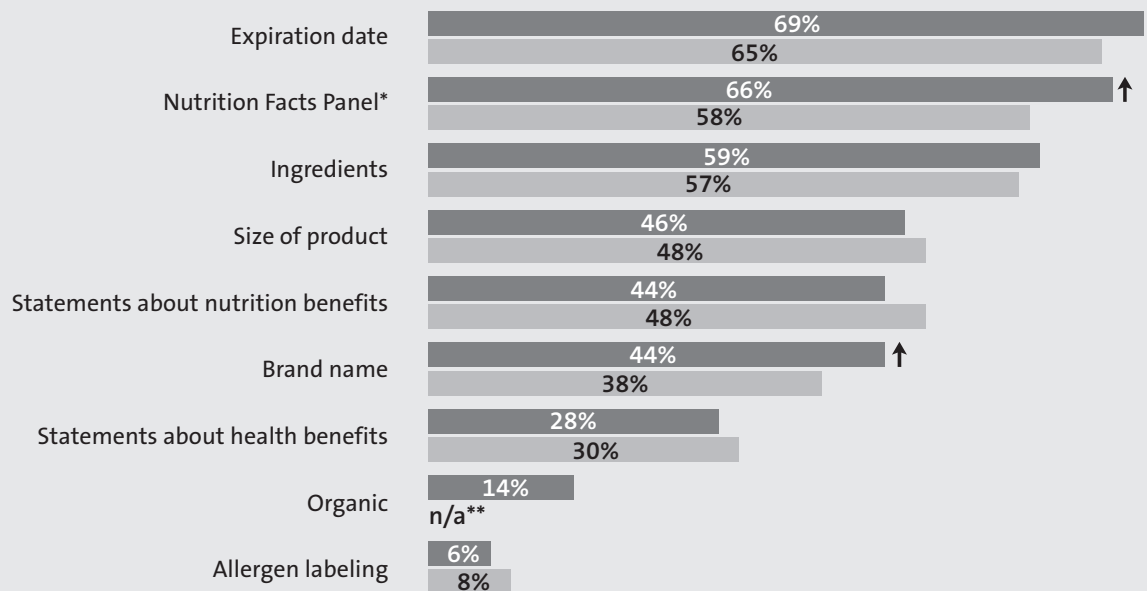
■ Great impact ■ Some impact

↑ Significant increase from 2006 ↓ Significant decrease from 2006

FIGURE 50: Information Used on the Package

What information do you look for on the food or beverage package when deciding to purchase or eat a food or beverage?

2007 (n=1000)



■ 2007 ■ 2006

↑ Significant increase from 2006 ↓ Significant decrease from 2006

\* Modification from 2006: an explanation of the Nutrition Facts Panel was added in 2007, likely explaining the significant increase in usage.

\*\* n/a= No baseline data for 2006.

influencing their food and beverage purchase decisions are:

- Women
- Those with some college education or higher
- Those who perceive their health to be “very good” or “excellent”
- Those who are satisfied with their health status and diet
- Those who are concerned with their weight
- Those who are physically active

## NOTE:

In 2007 a definition of the Nutrition Facts Panel, “that is, the printed box on a food package that includes calories and nutrient information, which is typically on the back or the side of the package,” was added to the survey to clarify the portion of the label in question.

## Labels

As in 2006, Americans say they are actively using food and beverage packaging elements when deciding whether to purchase or consume food products. Expiration date (69 percent), the Nutrition Facts Panel (66 percent), and the ingredients list (59 percent) continue to be the most commonly used elements. Although the number of Americans indicating they use the Nutrition Facts Panel in 2007 represents an increase over 2006, this is most likely an artifact of having included an expanded definition of the Nutrition Facts Panel in the 2007 survey text. Consumers’ usage of the brand name of a product has also increased since 2007.

## The Nutrition Facts Panel

When Americans were asked which specific elements they use on the Nutrition Facts Panel, calories (73 percent) and total fat (73 percent) remain at the top of the list in 2007, just as they were in 2006. Use of the *trans* fat information increased significantly among Americans in 2007, with 63 percent saying they use the information today compared to 49 percent in 2006. The use of information on serving size (49 percent), carbohydrates (47 percent), number of servings per package (46 percent), protein (33 percent), and potassium (15 percent) all decreased compared to 2006. The remaining elements show no change since 2006.

FIGURE 51: Information Used on Nutrition Facts Panel

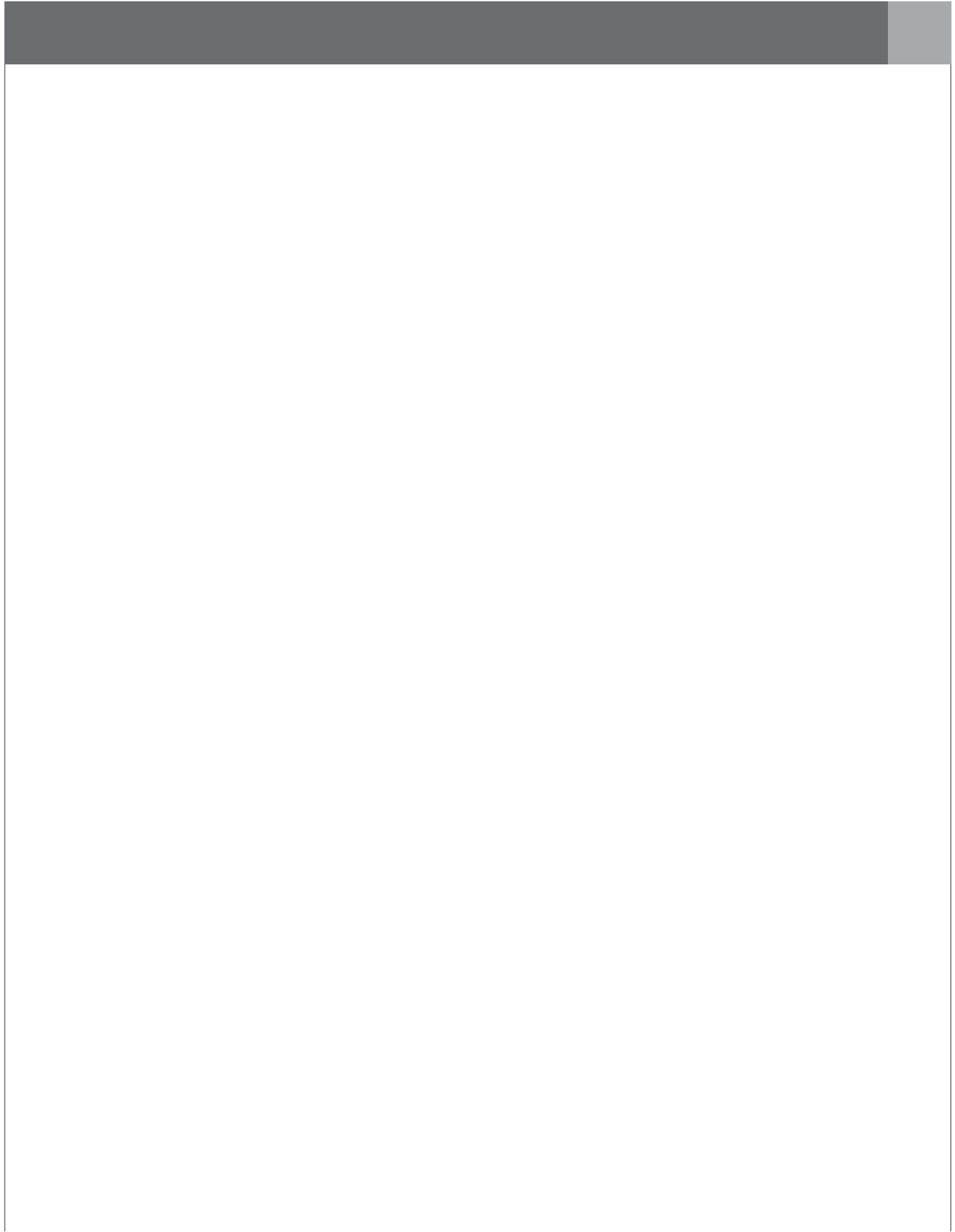
Which of the following information, if any, do you use on the Nutrition Facts Panel?\*

	2007 (n=657)	2006 (n=581)
Calories	73%	78%
Total fat	73%	76%
<i>Trans</i> fat	63% ↑	49%
Sugars	63%	67%
Sodium	60%	60%
Saturated fat	58%	60%
Calories from fat	57%	58%
Cholesterol	50%	50%
Serving size	49% ↓	63%
Carbohydrates	47% ↓	62%
Number of servings per package	46% ↓	55%
Fiber	43%	42%
Vitamins and minerals	35%	39%
Protein	33% ↓	39%
Calcium	24%	28%
Potassium	15% ↓	20%

↑ Significant increase from 2006

↓ Significant decrease from 2006

\* Note: In 2006, those who said they used the Nutrition Facts Panel after being prompted were allowed to answer this question. Here we show data only for those who said they used the Nutrition Facts Panel unaided to provide a comparison with 2007.



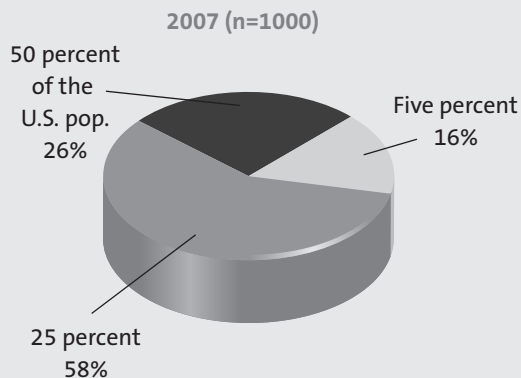
## Proportion of Food Allergies

Only 16 percent of Americans can accurately identify the correct percentage of the U.S. population that has food allergies.

The majority of individuals (58 percent) believe “25 percent” of the population has food allergies, and about a quarter of Americans (26 percent) believe the proportion with allergies is “50 percent.” Those who answered correctly said “five percent” of the population has food allergies.

FIGURE 52:  
Perception of Proportion of  
U.S. Population with Food Allergies

What percentage of the entire U.S. population (that is, adults and children) do you think have food allergies?



## For More Information:

For an electronic copy of this report and the full data tables, please visit the IFIC Foundation Web site at

<http://www.ific.org/research/foodandhealthsurvey.cfm>.



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