

# 2013 Food & Health Survey

*Consumer Attitudes Toward  
Food Safety, Nutrition & Health*

**May 2013**



# An online survey was conducted with 1,006 Americans about their health, diet, influences on food selection, and related knowledge and beliefs.

- This report presents the results of an online survey of 1,006 Americans ages 18 to 80.
- Many of the questions have been asked in prior Food and Health Surveys, allowing for trend analysis. Some new topics were included in the questionnaire also.
- Fielding took place from April 11 to April 22, 2013.
- The duration of the survey was 28 minutes, on average.
- The results were weighted to ensure that they are reflective of the American population ages 18 to 80, as seen in the 2012 Current Population survey. Specifically, they were weighted by age, education, gender, race/ethnicity, and region.
- The survey was conducted by Mathew Greenwald & Associates, using Research Now's consumer panel.

Notes: Respondents who completed the survey in less than seven minutes were not included in the final sample.

Percentages may not add to 100% or to totals shown due to rounding.



**HEALTH & DIET**

**1**

# The overwhelming majority of Americans continue to believe they are in good health.

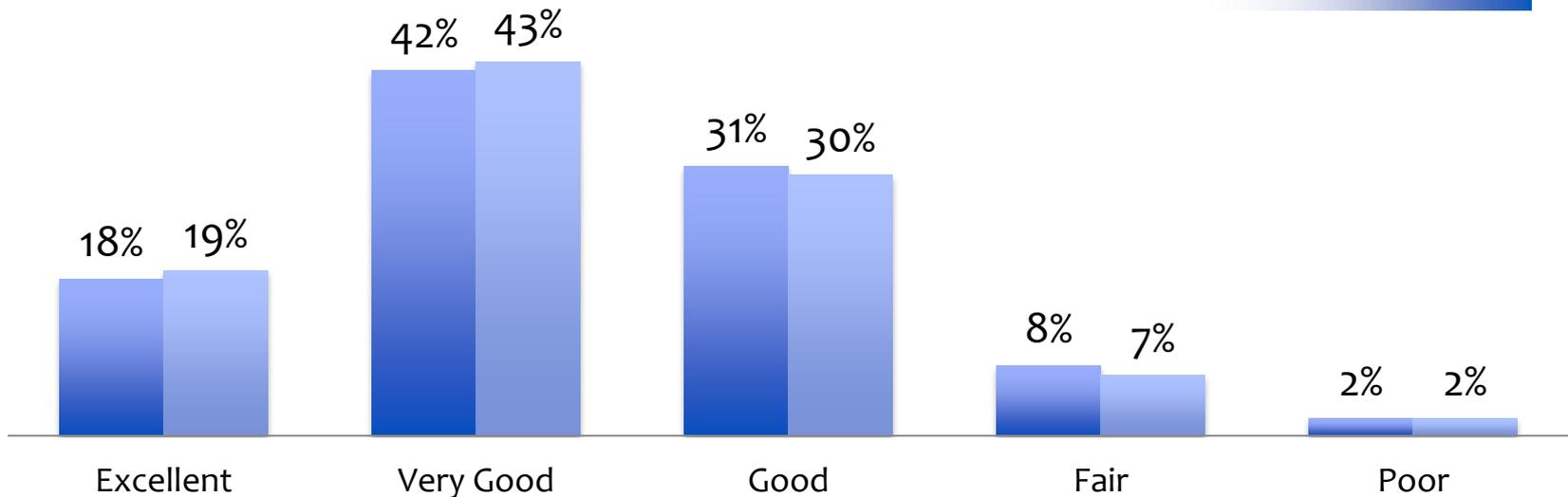
## How would you describe your own health in general?

2013 All (n=1,006)

2012 All (n=1,057)

■ 2012 ■ 2013

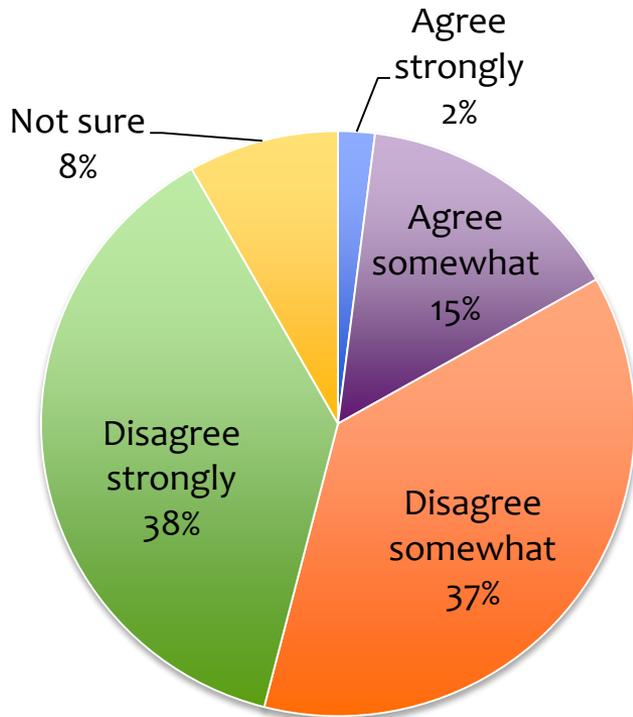
91% are in good, very good, or excellent health.



# Most do not believe their generation is the healthiest in America. But, the older Americans get, the more likely they are to believe it.

To what extent do you agree with the following statement?  
*My generation is the healthiest generation in America.*

2013 All (n=1,006)



Only 17% strongly or somewhat agree that their generation is the healthiest generation in America.

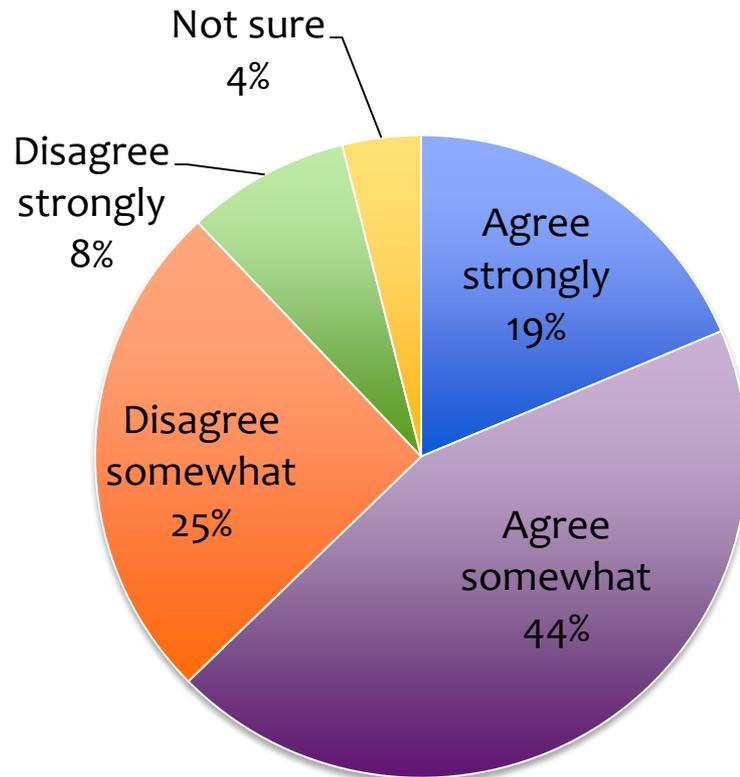
Percentage Agreeing By Age Group			
18-34 (n=311)	35-49 (n=281)	50-64 (n=260)	65-80 (n=154)
7%	11%	22%	38%

➔

# Six in ten parents feel that the healthfulness of their lifestyle sets a good example for their children.

To what extent do you agree with the following statement?  
*My current lifestyle sets a healthful example for my children.*

Base: Children in household 2013 (n=291)

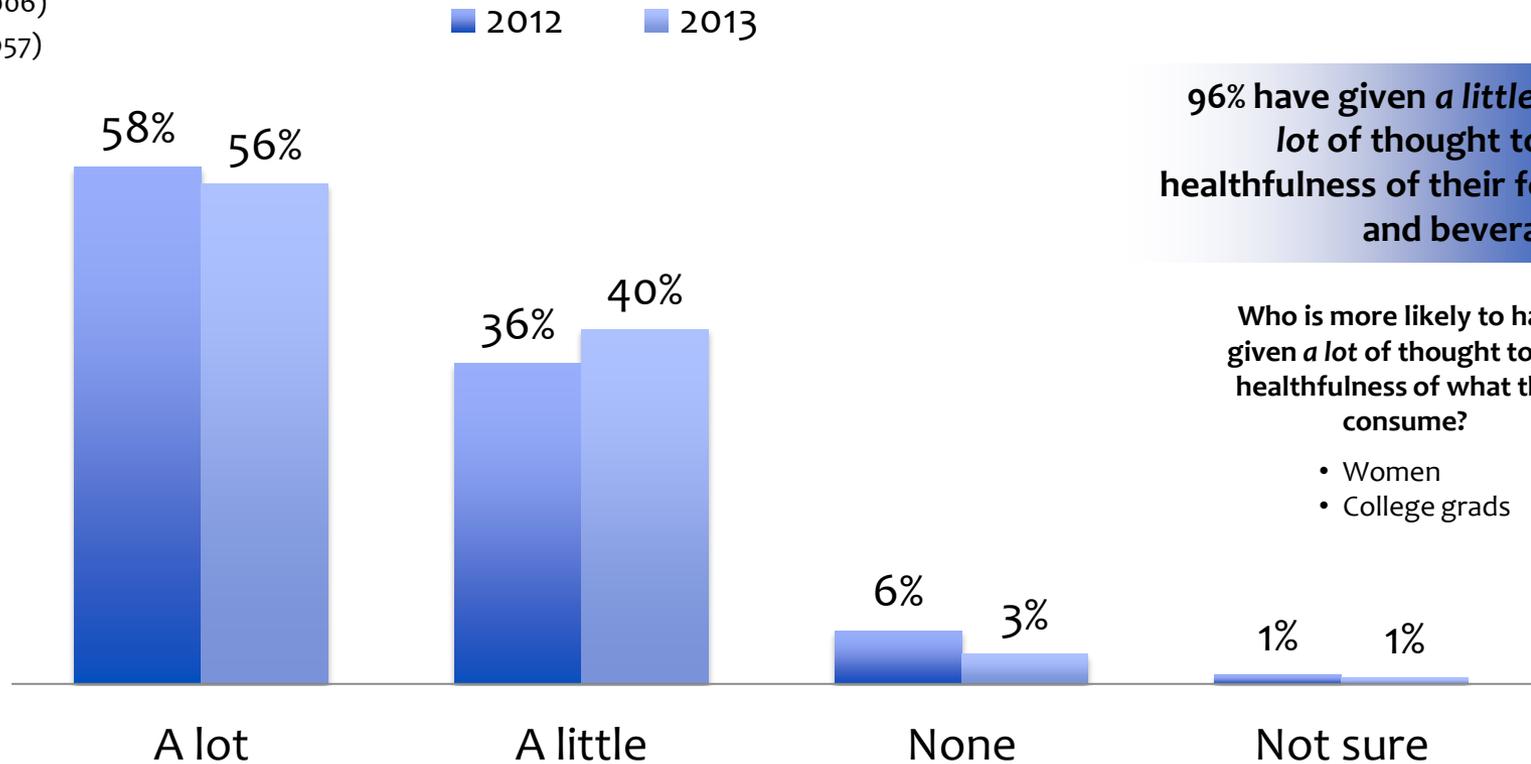


**63% agree strongly or somewhat that their current lifestyle sets a healthful example for their children.**

# Well over half of Americans have thought *a lot* about the healthfulness of the foods and beverages they consume.

Over the past year, how much thought have you given to the healthfulness of the foods and beverages you consume?

2013 All (n=1,006)  
2012 All (n=1,057)



96% have given *a little* or *a lot* of thought to the healthfulness of their foods and beverages.

Who is more likely to have given *a lot* of thought to the healthfulness of what they consume?

- Women
- College grads

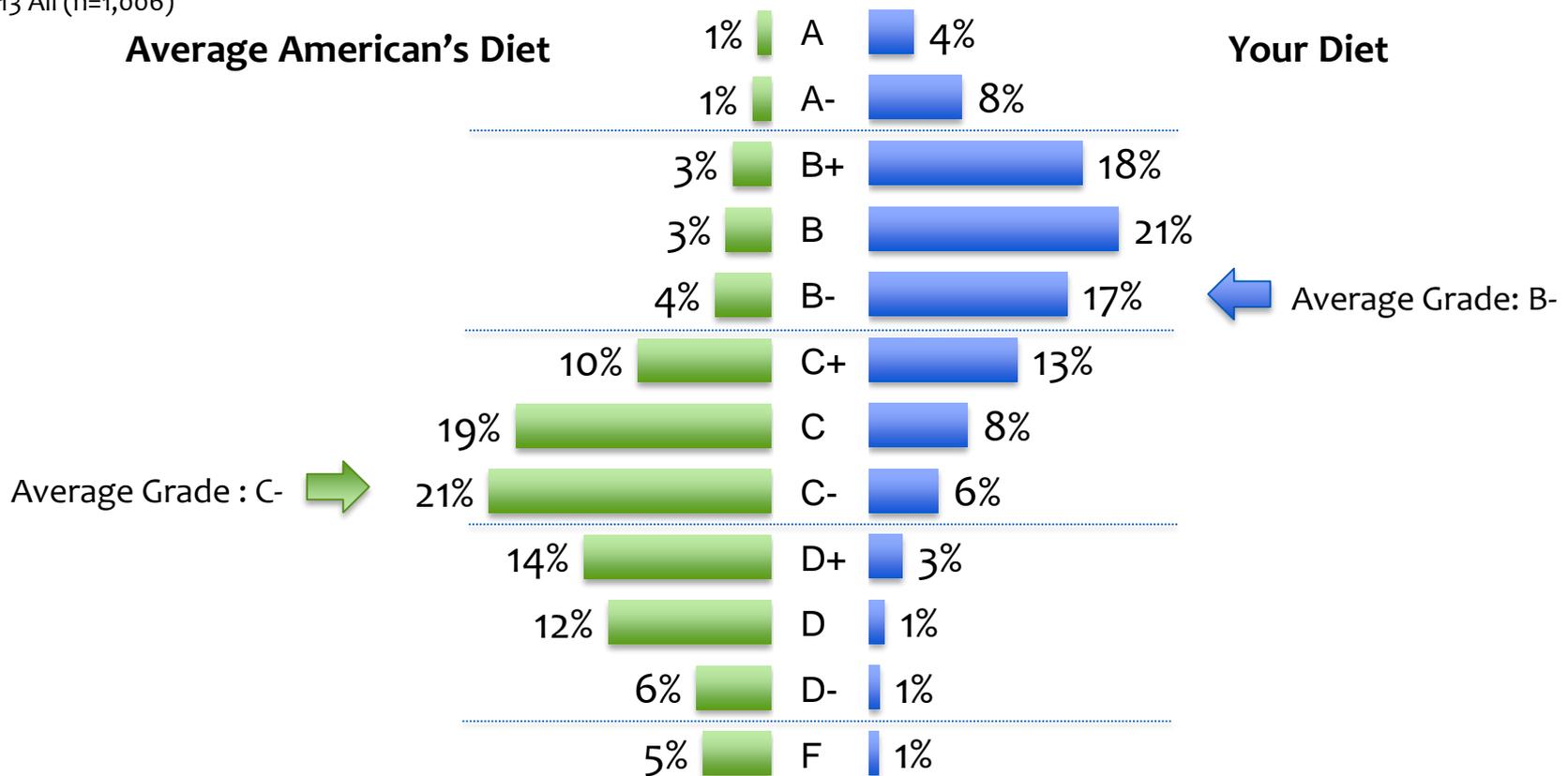
# Consumers tend to rate their own diet as a full grade better than the average American's.

Overall, how would you grade your diet in terms of healthfulness?

All things considered, how would you grade the healthfulness of the average American's diet?

("A" is the highest grade and "F" is the lowest)

2013 All (n=1,006)



# Eating a more balanced diet generally—and more fruits and vegetables and fewer sweets in particular—are the most common ways Americans would improve their diets.

## What do you think you would need to do to give your diet a better grade / improve your diet further?

2013 All (n=1,006)

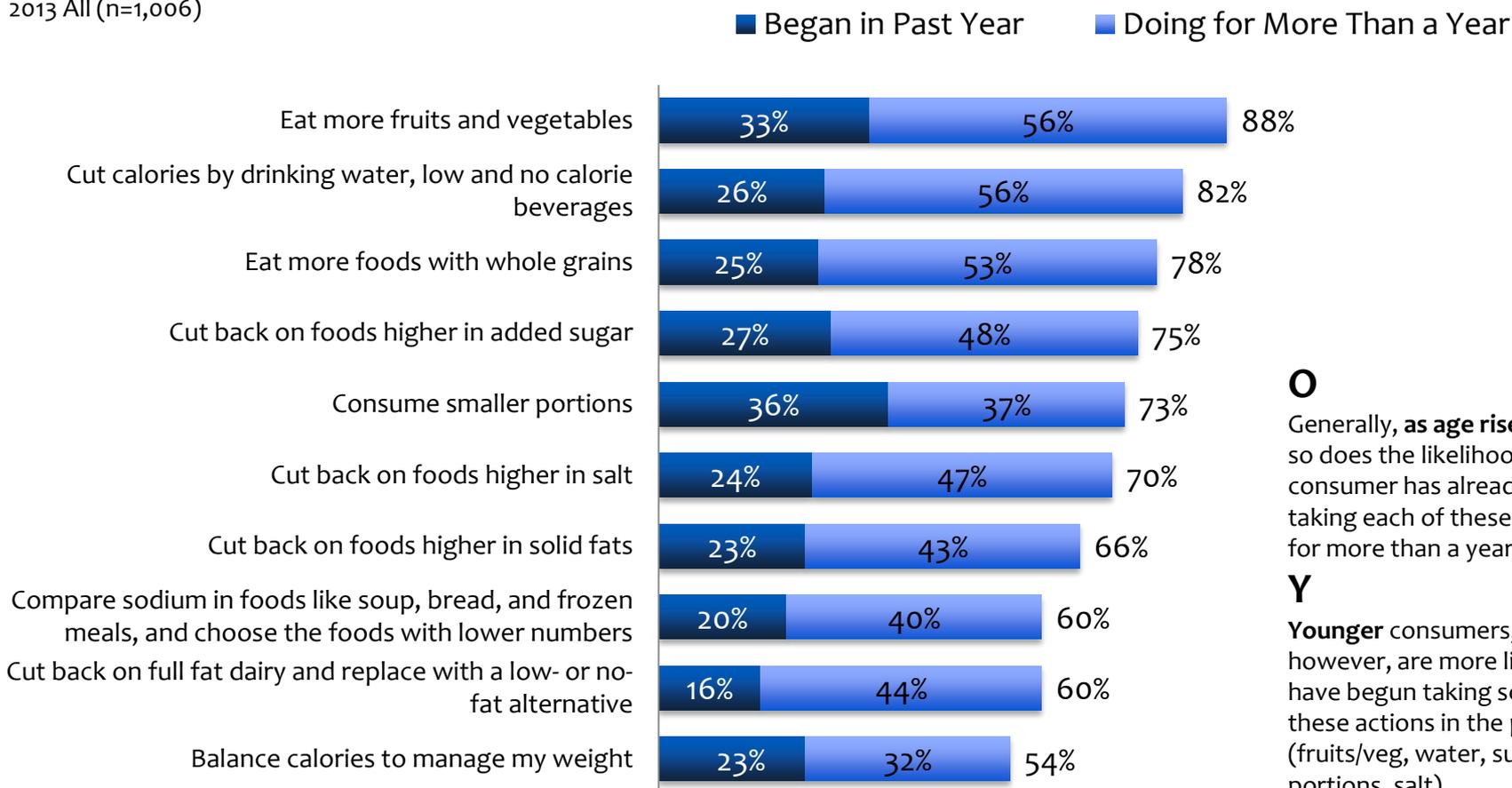
Top responses to open-ended question



# Eating more fruits and vegetables tops the list of ways Americans are trying to improve their diet. On average, Americans began 2 to 3 of the efforts listed in the past year.

## Over the past year, which of the following, if any, have you made an effort to do?

2013 All (n=1,006)



### O

Generally, as age rises to 50, so does the likelihood that a consumer has already been taking each of these steps for more than a year.

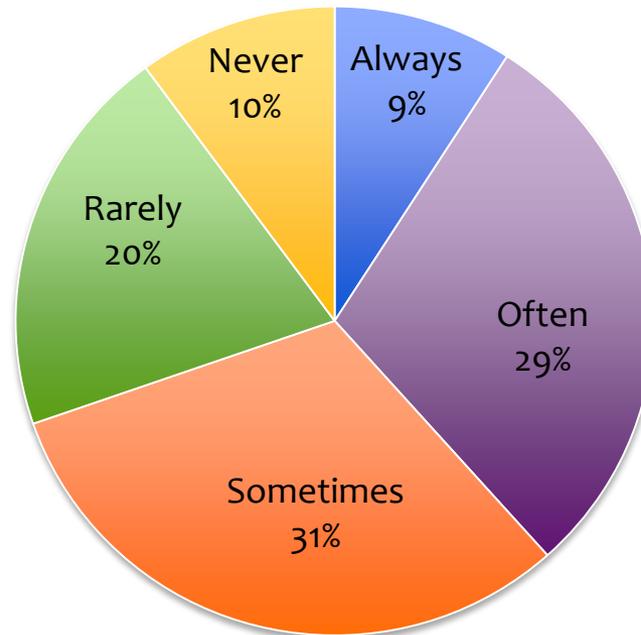
### Y

Younger consumers, however, are more likely to have begun taking several of these actions in the past year (fruits/veg, water, sugar, portions, salt).

# Four out of ten Americans think about calories *often* or *always*.

How often do you think about the number of calories you consume?

2013 All (n=1,006)

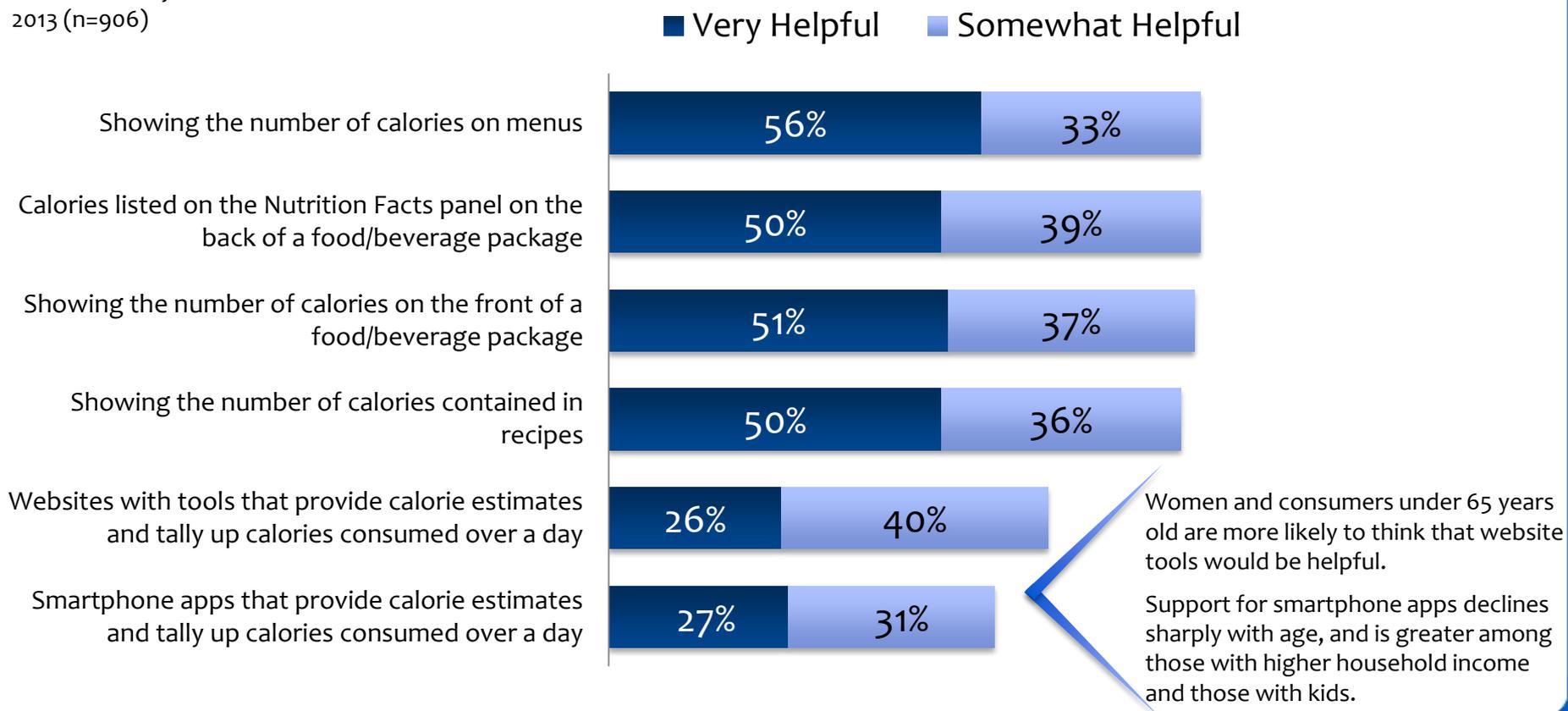


**38% think about the number of calories they consume *often* or *always*.**

# Nine out of ten Americans who think about calories would find it helpful if calorie counts were shown on menus, packaging, or recipes. About six in ten would find website tools or smartphone apps helpful.

## How helpful, if at all, would the following be in your efforts to keep track of how many calories you consume?

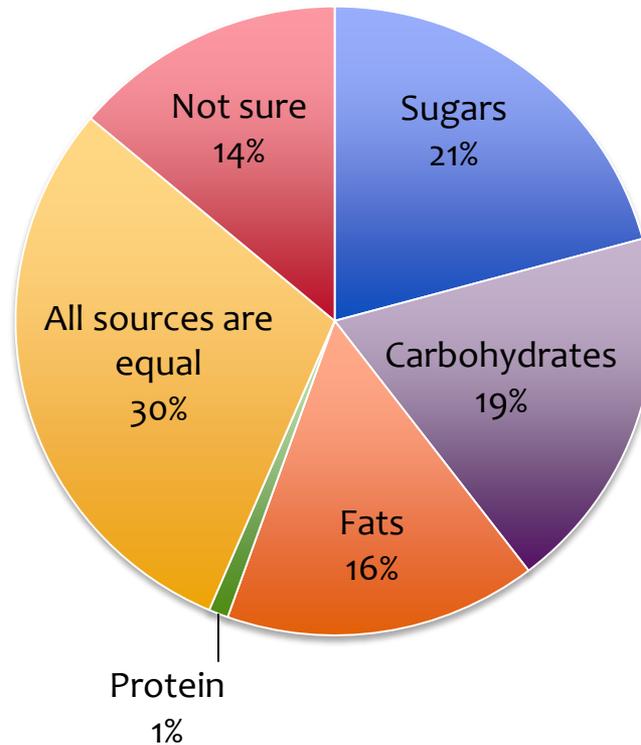
Base: Thinks about the number of calories they consume 2013 (n=906)



# Only three out of ten Americans realize that all sources of calories influence weight gain equally.

What source of calories are the most likely to cause weight gain?

2013 All (n=1,006)



# Beliefs about what sources of calories cause weight gain have not changed over the past year.

## What source of calories are the most likely to cause weight gain?

	2006 (n=1,060)	2007 (n=1,000)	2008 (n=1,000)	2009 (n=1,064)	2010 (n=1,006)	2011 (n=1,000)	2012 (n=1,057)	2013 (n=1,006)
Calories from sugars	N/A	N/A	N/A	N/A	N/A	11%	20%	21%
Calories from carbohydrates	20%	18%	18%	18%	21%	9%	19%	19%
Calories from fats	26%	29%	33%	34%	28%	14%	18%	16%
Calories from protein	2%	1%	1%	1%	2%	2%	1%	1%
Calories from all sources have the same impact on weight gain*	29%	31%	31%	30%	31%	40%	30%	30%
Not sure	22%	20%	18%	17%	19%	24%	11%	14%

\*Prior to 2012, this category was phrased as follows: "Calories consumed being greater than calories burned is what causes weight gain."

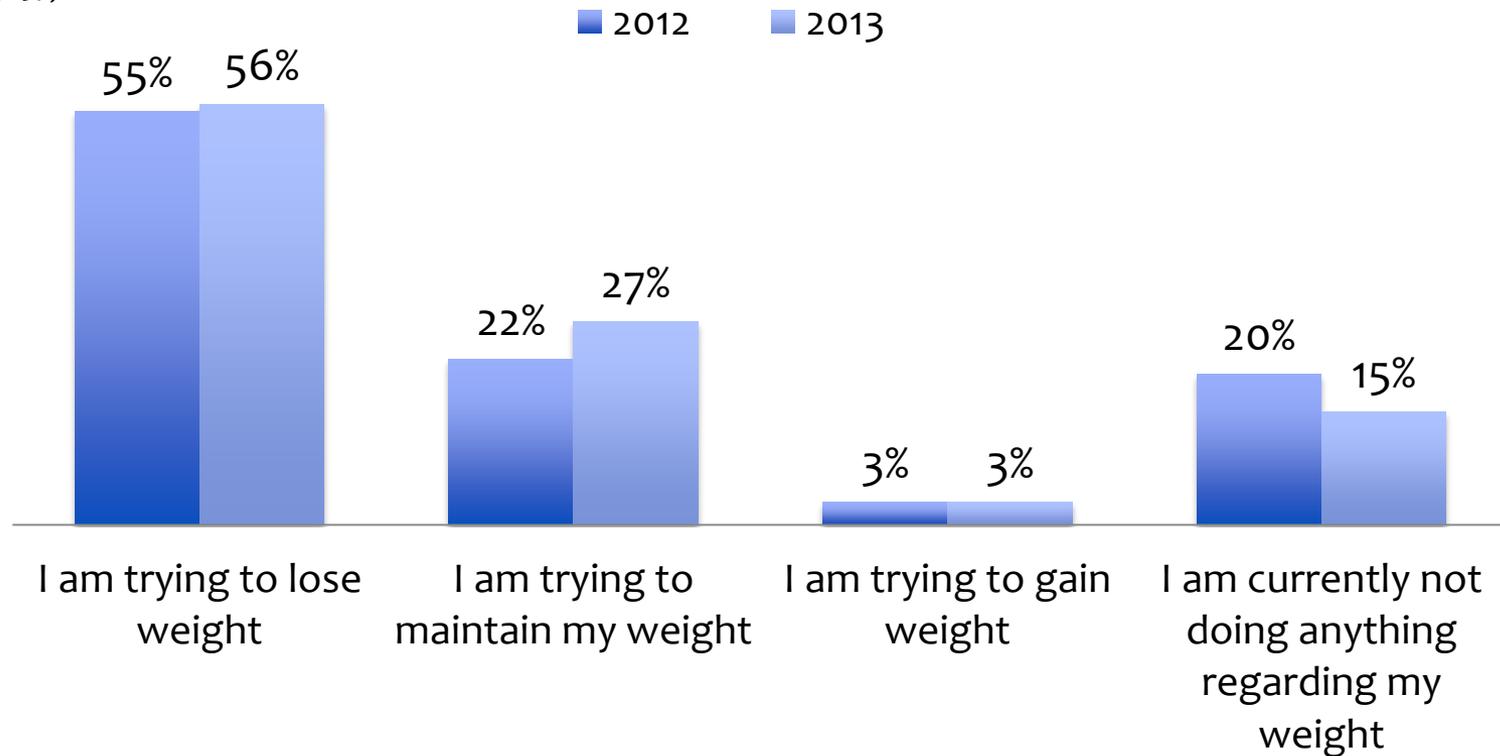
N/A indicates not asked in previous years.

# Just over half of Americans are trying to lose weight, and most of the rest report making an effort to maintain their weight.

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

2013 All (n=1,006)

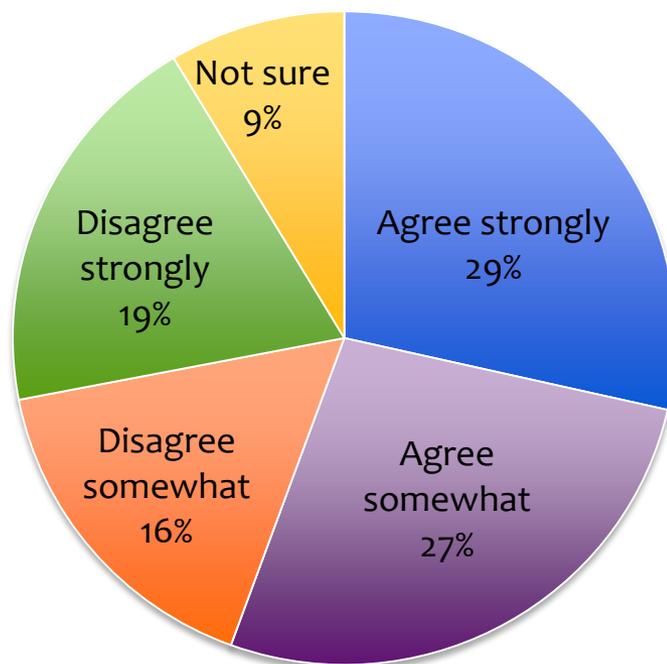
2012 All (n=1,057)



# More than half of Americans overall— particularly women and, predictably, those with higher household incomes—would rather lose \$1,000 than gain 20 pounds.

To what extent do you agree with the following statement?  
*I would rather lose \$1,000 than gain 20 pounds.*

2013 All (n=1,006)



56% agree *strongly* or *somewhat* that they would rather lose \$1,000.

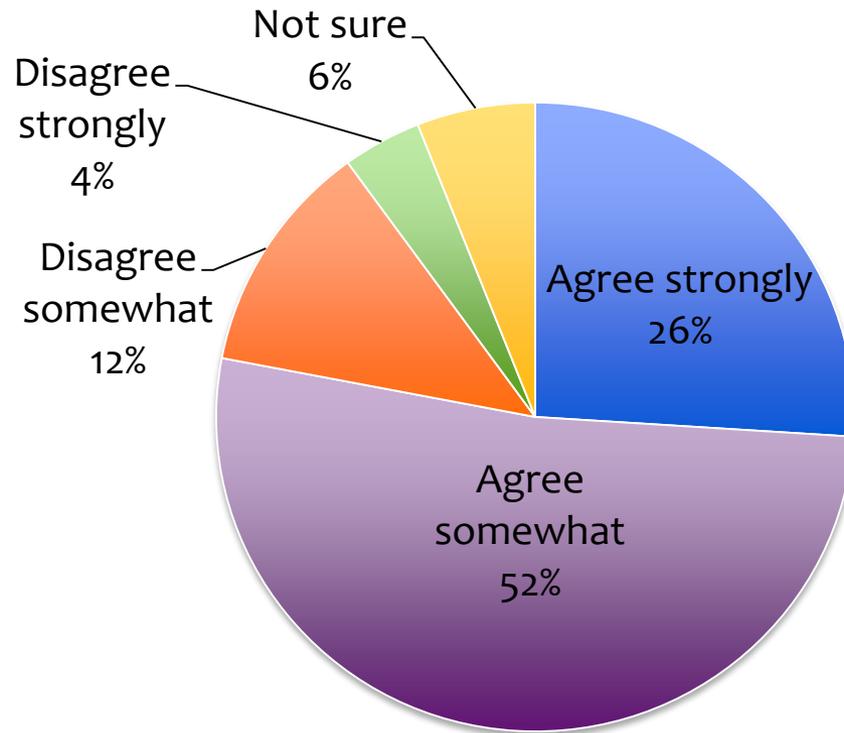
Percentage Agreeing By Gender	
Male (n=496)	Female (n=510)
48%	63%

Percentage Agreeing By Income		
<\$35k (n=164)	\$35k-\$74k (n=371)	\$75k+ (n=361)
47%	48%	68%

# Positive messaging about foods to include in a healthful diet is preferred by three out of four Americans.

To what extent do you agree with the following statement?  
*I would rather hear what I should eat than what I should not eat.*

2013 All (n=1,006)

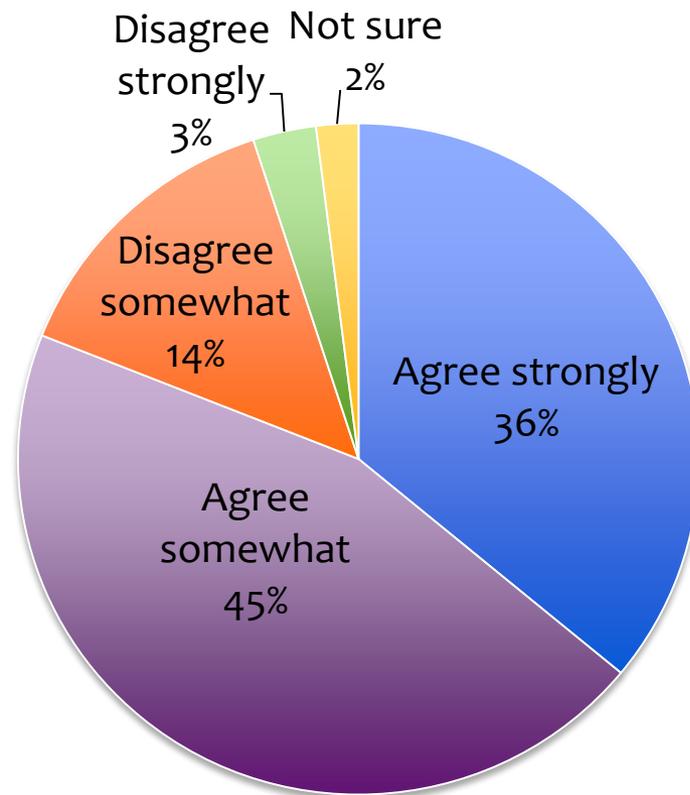


**78% strongly or somewhat agree that they would rather hear what they should eat than what they should not eat.**

# Eight out of ten Americans admit they eat more healthfully at home than at restaurants.

To what extent do you agree with the following statement?  
*I eat more healthfully when I am at home than when I'm in a restaurant.*

2013 All (n=1,006)



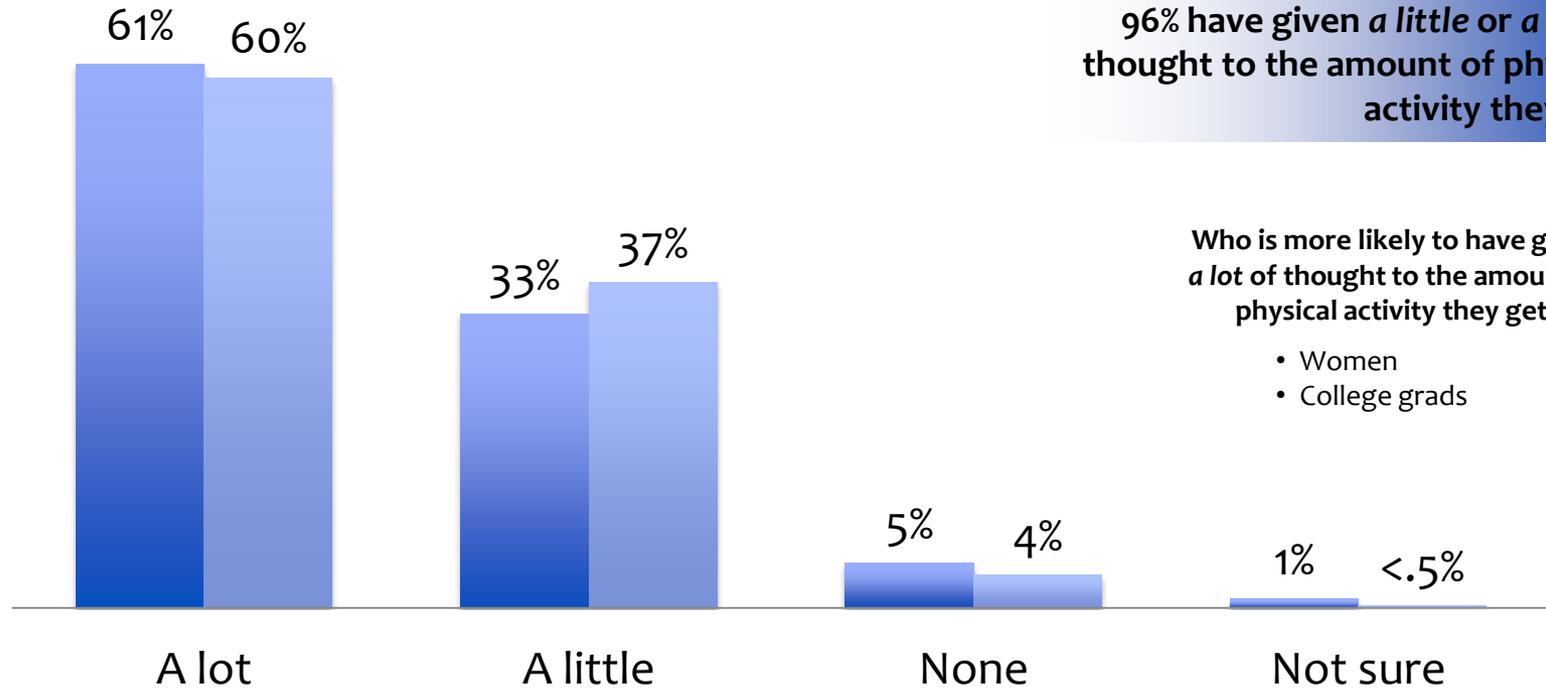
**81% strongly or somewhat agree that they eat more healthfully at home than at restaurants.**

# Six out of ten Americans think *a lot* about the amount of physical activity they get.

Over the past year, how much thought have you given to the amount of physical activity you get?

2013 All (n=1,006)  
2012 All (n=1,057)

■ 2012 ■ 2013



96% have given *a little* or *a lot* of thought to the amount of physical activity they get.

Who is more likely to have given *a lot* of thought to the amount of physical activity they get?

- Women
- College grads

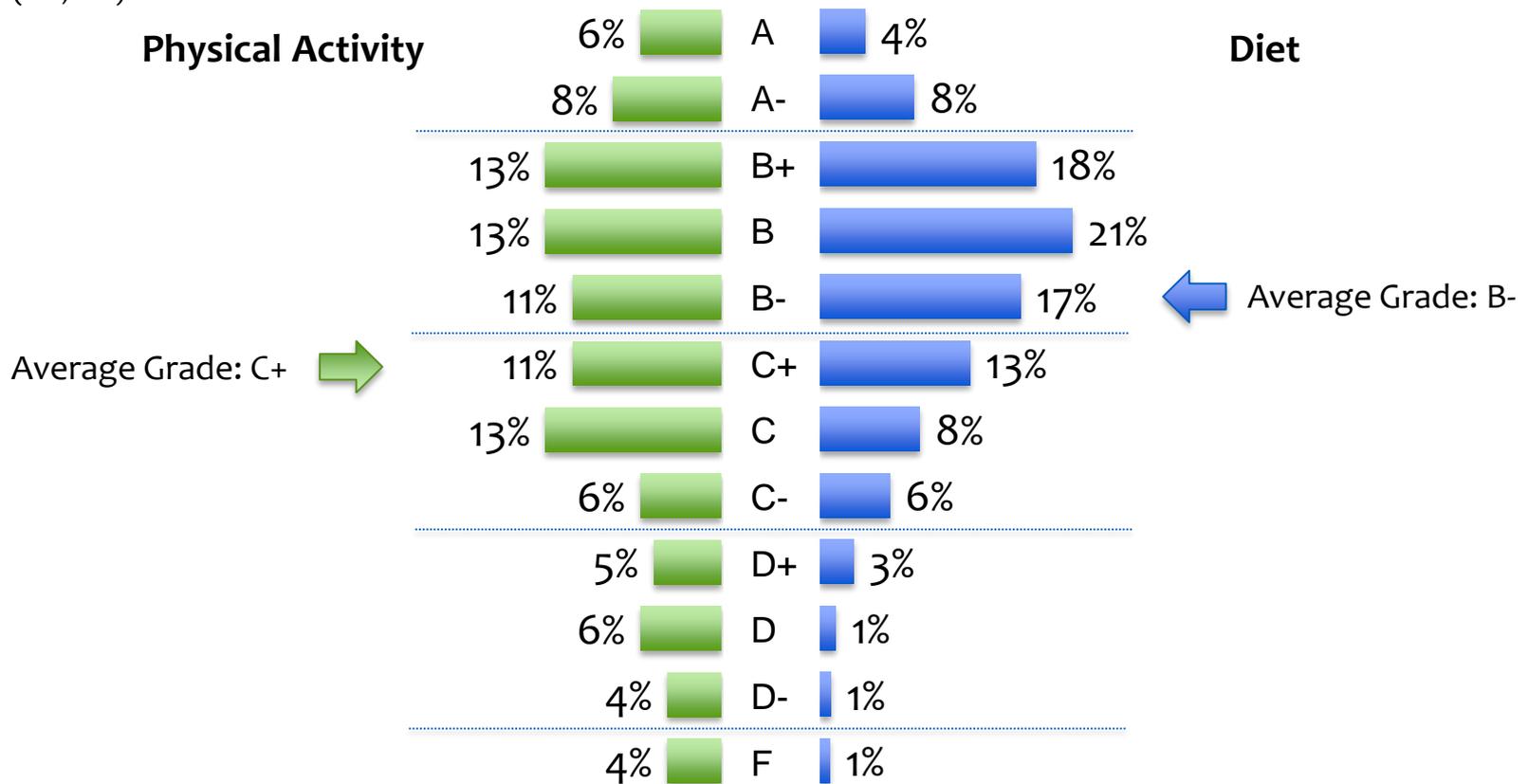
# Americans tend to grade their activity level about as highly as their diet.

Overall, how would you grade your diet in terms of healthfulness?

Overall, how would you grade how physically active you are?

("A" is the highest grade and "F" is the lowest)

2013 All (n=1,006)



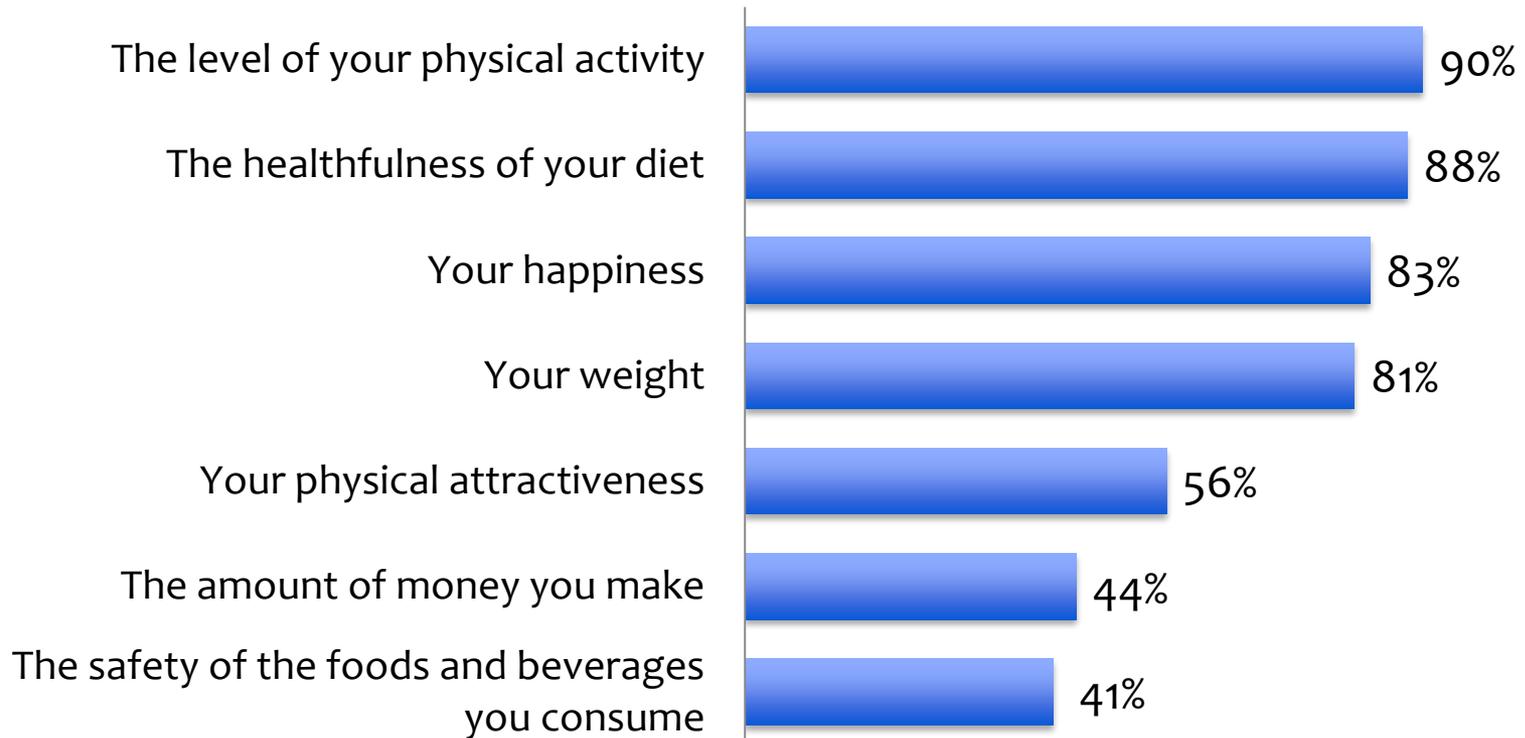
**Most Americans feel they have significant control over their activity, diet, and weight—more so than their attractiveness or earnings. But fewer feel they can control the safety of what they consume.**

**How much control do you believe it is possible to have over...?**

**% believing they have a high level of control**

(4 or 5 on 1-5 scale)

2013 All (n=1,006)



# Consumers with higher household incomes feel they can have more control over their physical activity, diet, and weight.

How much control do you believe it is possible to have over...?

2013 All (n=1,006)

% 4 or 5 on 1-5 scale  
By Household Income

	Less than \$35K	\$35k-\$74K	\$75K or more
The level of your physical activity	84%	<b>91%</b>	<b>92%</b>
The healthfulness of your diet	82%	88%	<b>91%</b>
Your weight	71%	<b>84%</b>	<b>84%</b>

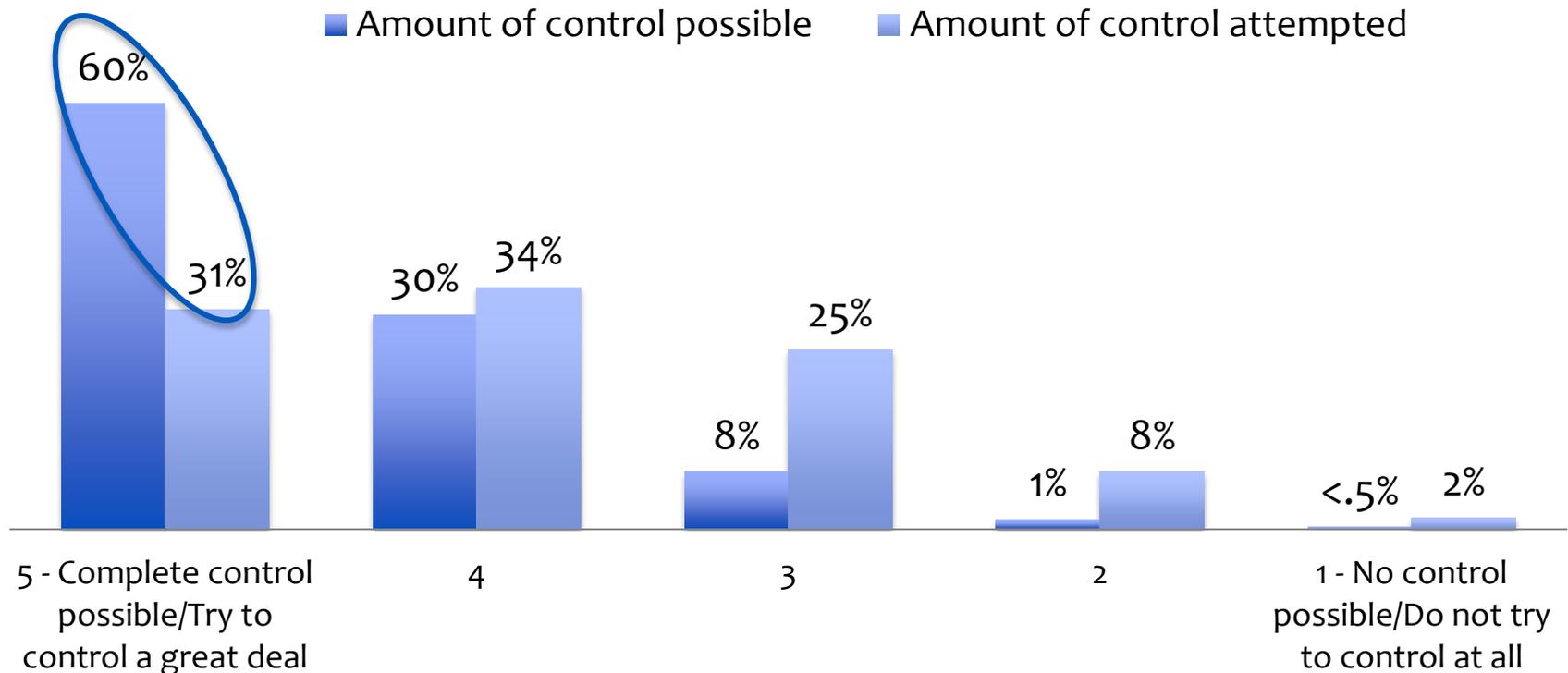
**Bolded** figures are significantly higher than the lowest income category.

# There is a disconnect between Americans' views of the amount of control they can exert in the area of physical activity and the amount they actually take.

How much control do you believe it is possible to have over:  
How much do you try to control:

## YOUR LEVEL OF PHYSICAL ACTIVITY

2013 All (n=1,006)



# Half of Americans believe *complete control* over the healthfulness of their diet is possible, but only three in ten try to control it *a great deal*.

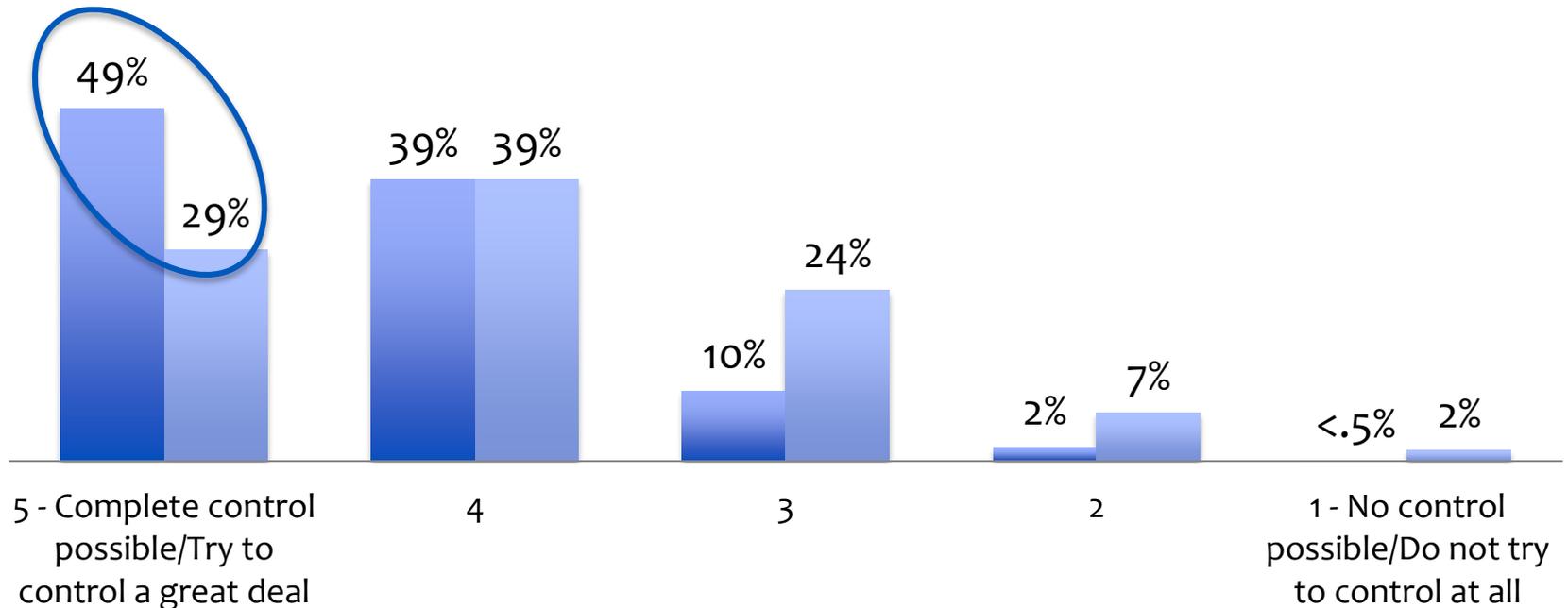
How much control do you believe it is possible to have over:  
How much do you try to control:

## THE HEALTHFULNESS OF YOUR DIET

2013 All (n=1,006)

■ Amount of control possible

■ Amount of control attempted



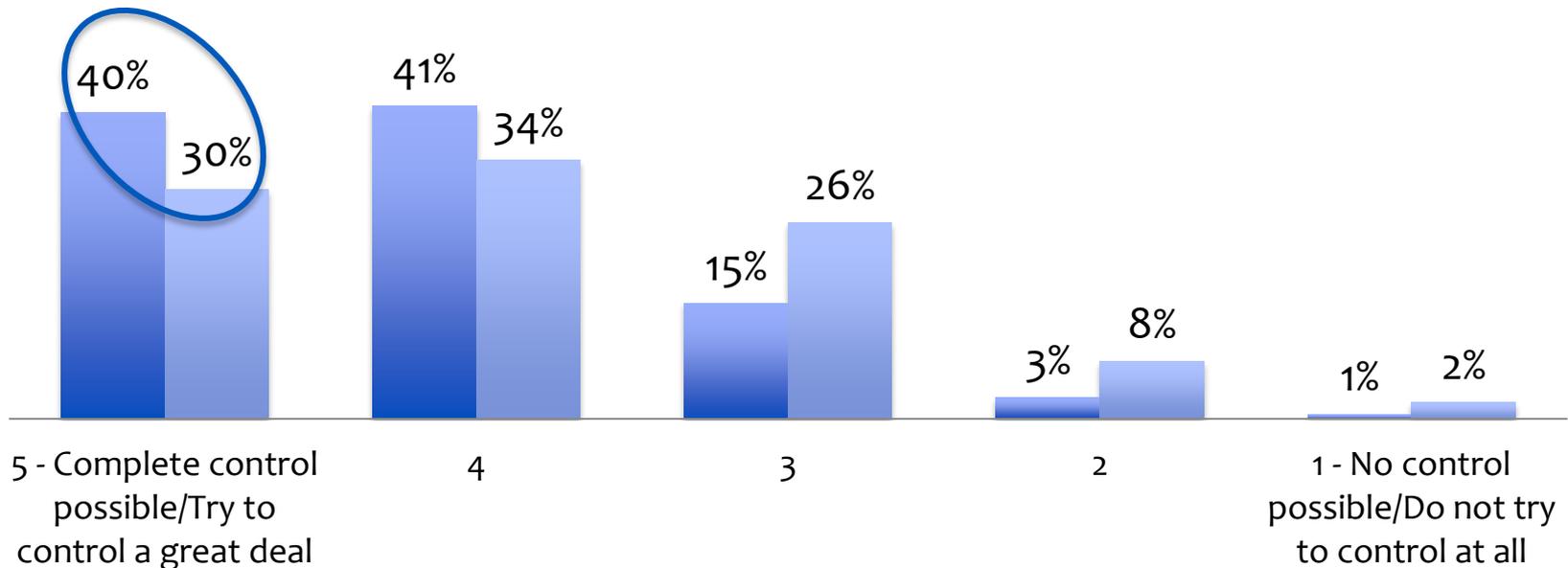
# Four in ten believe *complete control* is possible over their weight, yet only three in ten try *a great deal* to control it.

How much control do you believe it is possible to have over:  
How much do you try to control:

**YOUR WEIGHT**

2013 All (n=1,006)

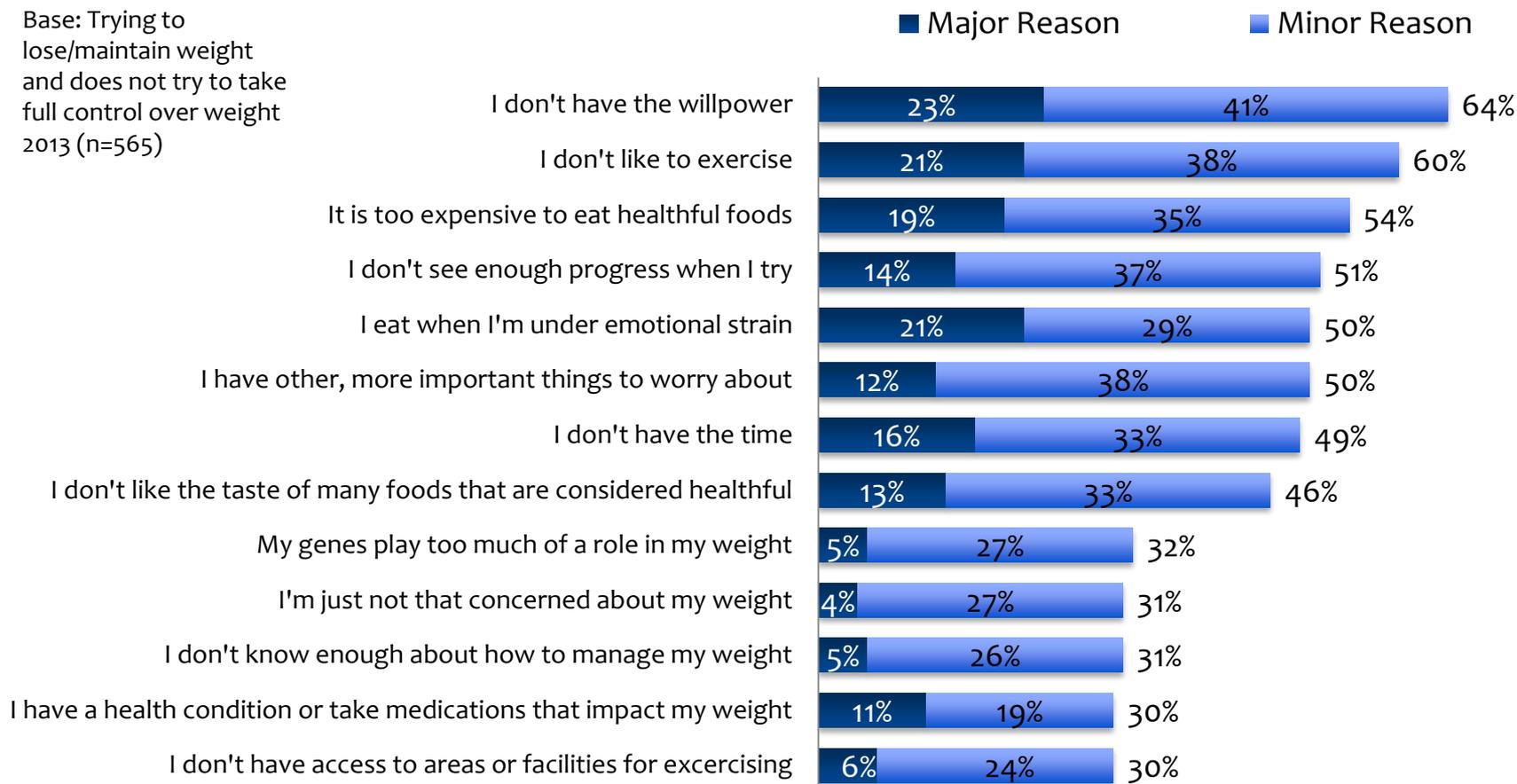
■ Amount of control possible      ■ Amount of control attempted



# Lack of willpower and dislike of exercise are the most common reasons why Americans do not take more control over their weight.

To what extent, if at all, are the following reasons why you do not try to take more control over losing/maintaining your weight?

Base: Trying to lose/maintain weight and does not try to take full control over weight 2013 (n=565)



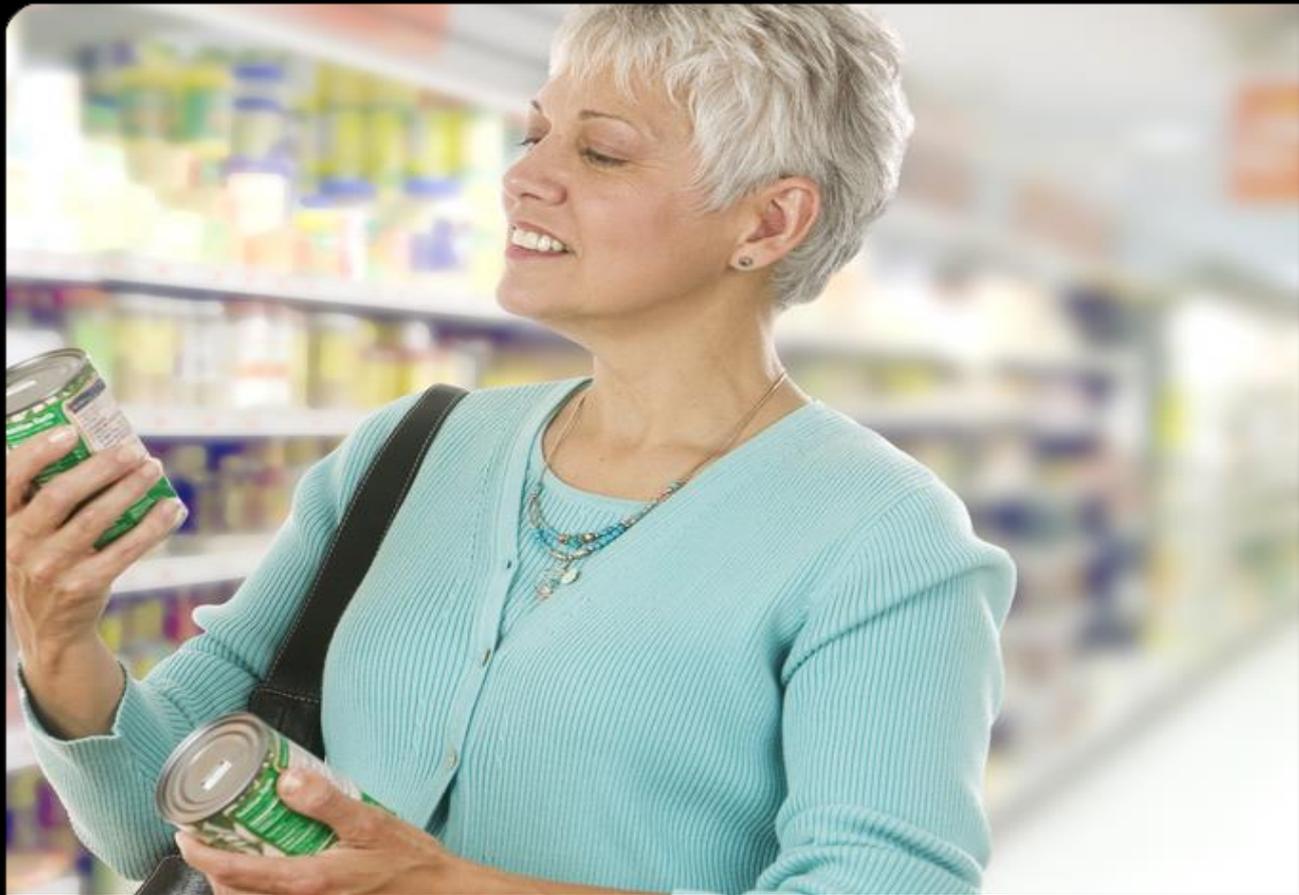
# Top barriers to taking control of one's weight differ between those who are trying to lose weight and people who are trying to maintain..

To what extent, if at all, are the following reasons why you do not try to take more control over losing/maintaining your weight?

(% Major or Minor Reason)

	Among those Trying to Lose Weight (n=406)	Among those Trying to Maintain Weight (n=159)
Base: Does not try to take full control over weight		
I don't have the willpower	<b>72%</b>	43%
I don't like to exercise	<b>65%</b>	46%
It is too expensive to eat healthful foods	56%	50%
I don't see enough progress when I try	<b>58%</b>	34%
I eat when I'm under emotional strain	<b>58%</b>	31%
I have other, more important things to worry about	48%	54%
I don't have the time	50%	48%
I don't like the taste of many foods that are considered healthful	45%	48%
My genes play too much of a role in my	34%	28%
I'm just not that concerned about my weight	22%	<b>54%</b>
I don't know enough about how to manage my weight	33%	26%
I have a health condition or take medications that impact my weight	<b>34%</b>	20%
I don't have access to areas or facilities for exercising	32%	25%

**Bolded** figures are significantly higher than their counterpart group.



## INFORMATION SOURCES & INFLUENCES

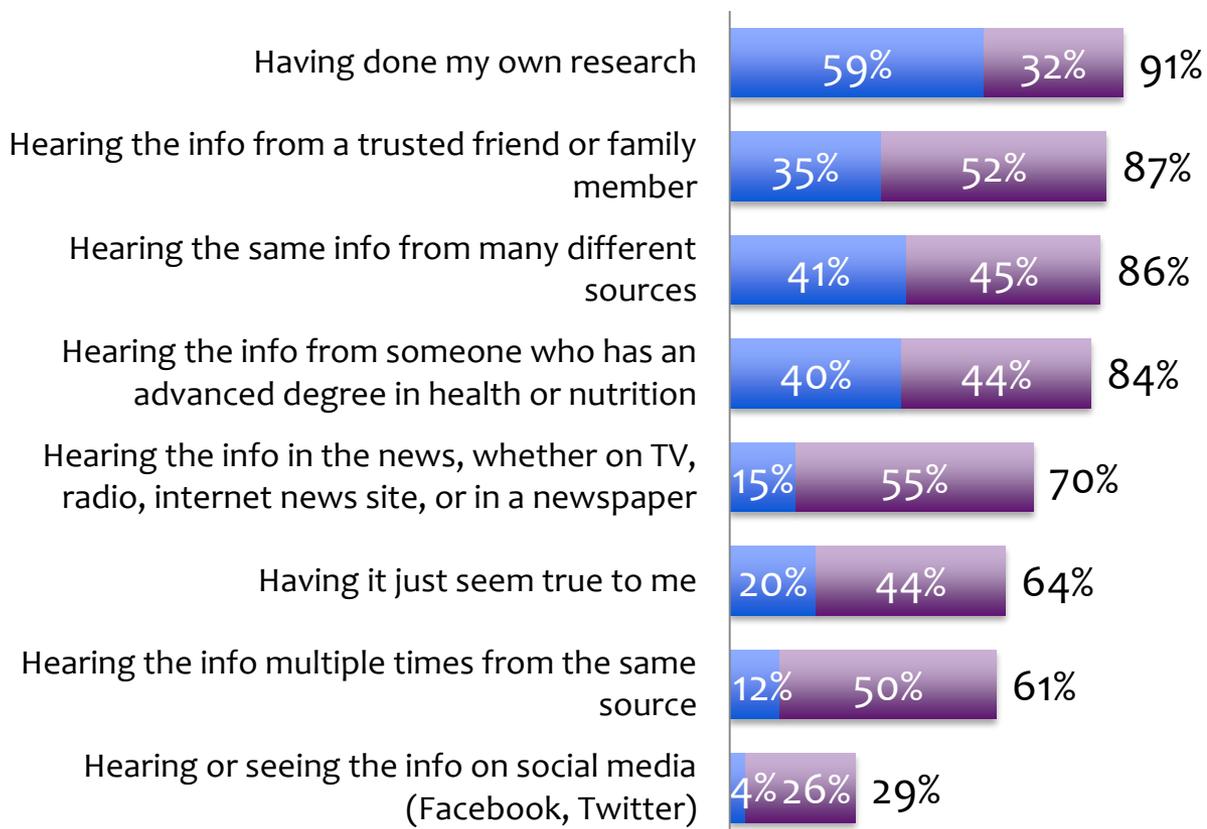
2

# Willingness to believe food/health information is most influenced by one's own research, hearing it from friends/family, repetition across multiple sources, and hearing it from someone with an advanced degree.

## What impact would the following have on your willingness to believe new information about food or health?

2013 All (n=1,006)

■ Major impact ■ Minor impact



**QUESTION FROM 2012 SURVEY:**  
If you read or heard new information about food and health, how would you decide whether or not to believe it?

*[I would] try to find similar results in a credible source, or see if other studies have shown the same effect.*

*If many news programs report on an issue, I tend to believe it—more than just one source.*

*I would research the news through the internet and library, discuss it with friends and family, and speak with my doctor.*

*If there is an explanation... that makes sense to me.*

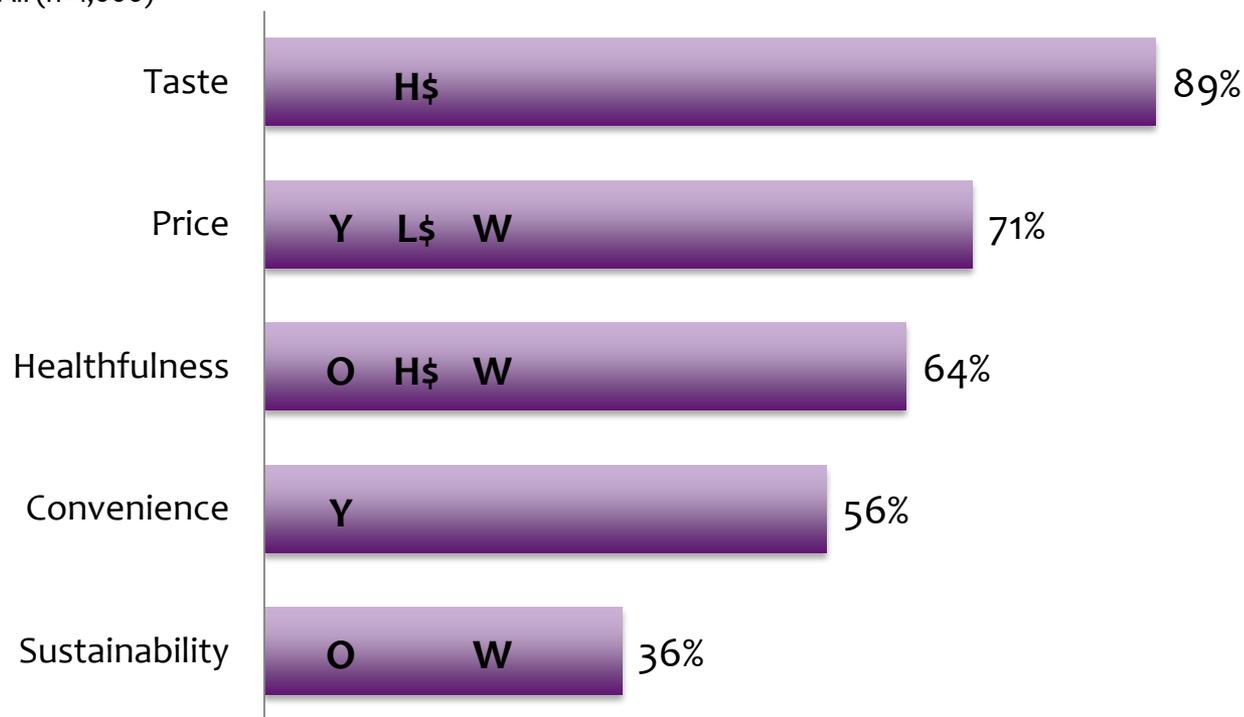
*It would depend on the source of the information. The internet has a lot of false information, and blogs are just opinions and hearsay.*

# Taste continues to be the primary driver of food and beverage selection, followed by price. The primary drivers of food and beverage selection are different for different subgroups of consumers.

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

(% Rating 4 to 5 on 5-point scale, from No Impact to A Great Impact)

2013 All (n=1,006)



### O / Y

**Older** consumers are more likely to be influenced by healthfulness and sustainability and less likely to be influenced by price and convenience than are **younger** consumers.

### H\$ / L\$

**High-income** consumers are more likely to be influenced by taste and healthfulness and less likely to be influenced by price than are **lower-income** consumers.

### W

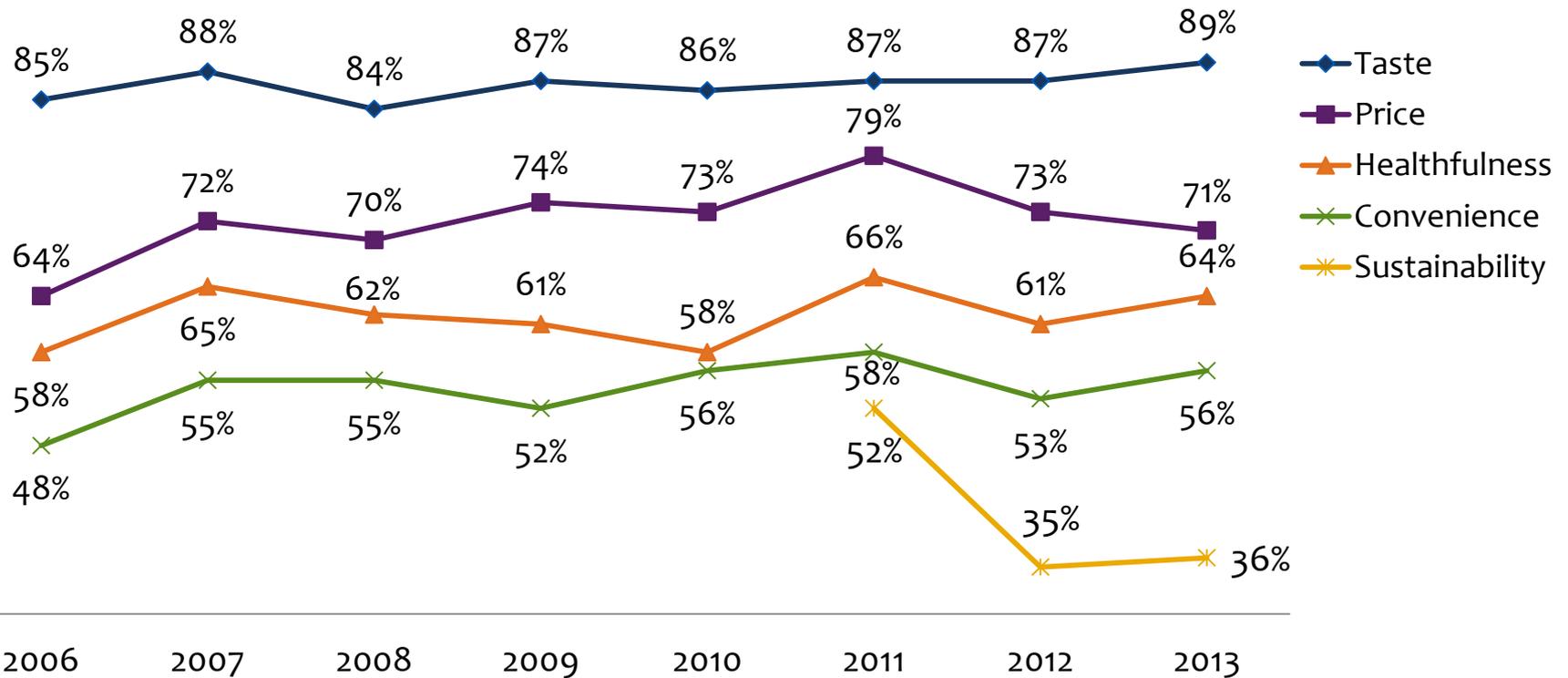
**Women** are more likely than men to be influenced by price, healthfulness and sustainability.

# Food selection drivers have not changed in the past year.

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

(% Rating 4 to 5 on 5-point scale, from No Impact to A Great Impact)

2013 All (n=1,006)

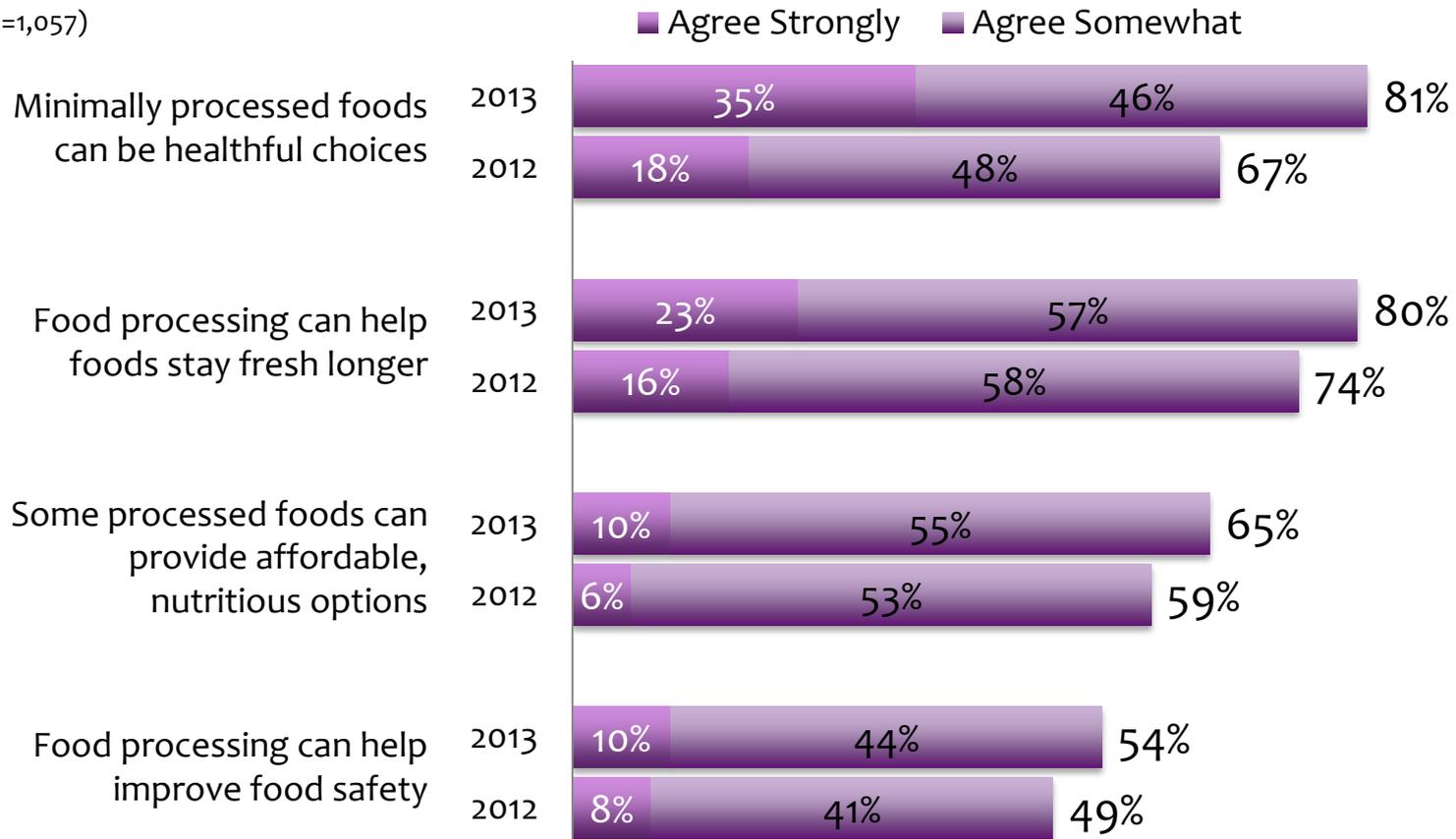


# Americans increasingly believe processed foods can provide various benefits.

In general, to what extent do you agree or disagree with the following statements about processed foods?

2013 All (n=1,006)

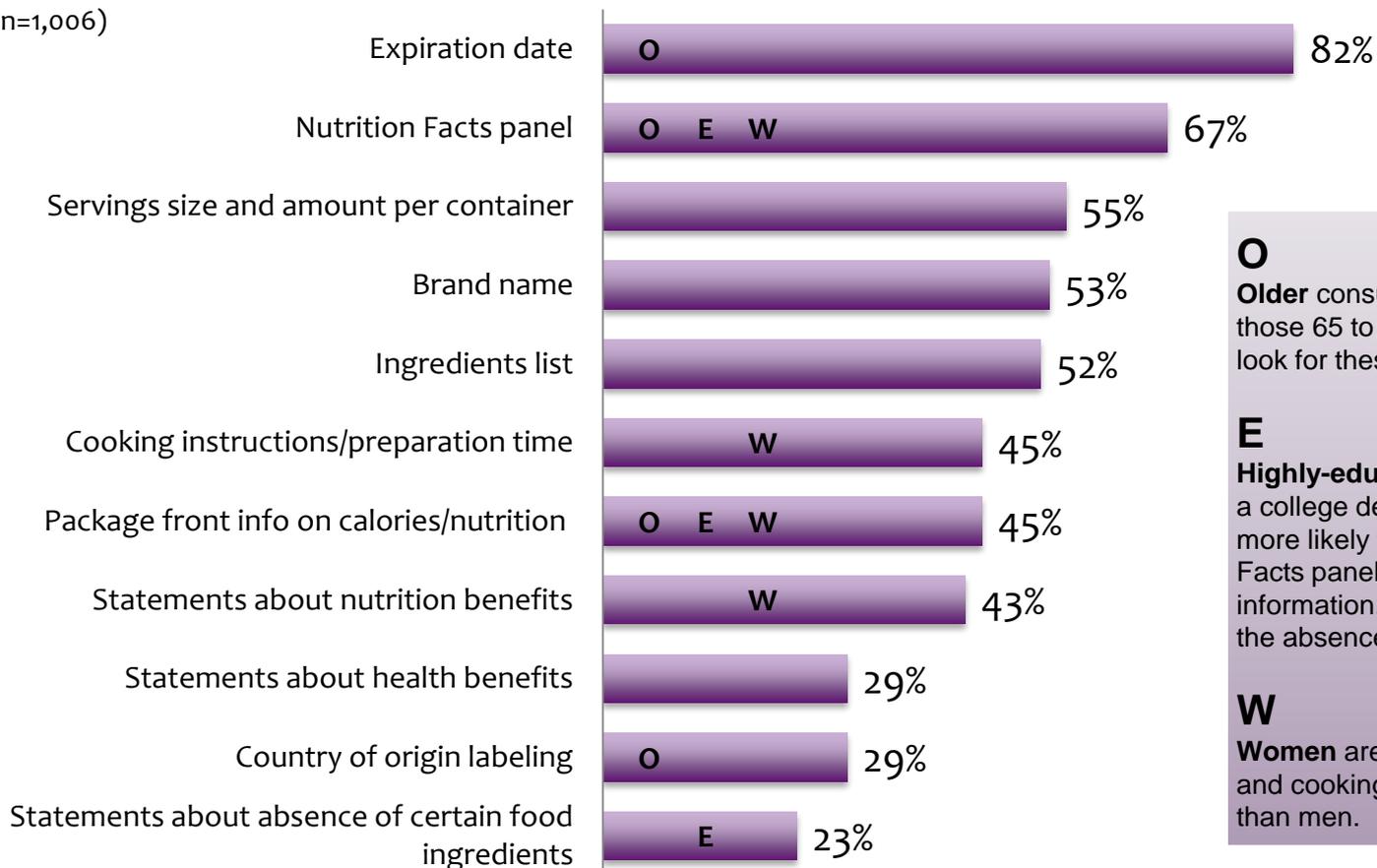
2012 All (n=1,057)



# Older consumers, those with higher educations, and women differ from their counterparts in the types of information they look at on food packaging.

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

2013 All (n=1,006)



**O**

**Older** consumers, especially those 65 to 80, are more likely to look for these items.

**E**

**Highly-educated** consumers (with a college degree or more) are more likely to look at the Nutrition Facts panel, calorie/nutrition information, and statements about the absence of ingredients.

**W**

**Women** are tuned into nutrition and cooking information more than men.

# The proportions of Americans looking at the expiration date and brand name have risen since 2011.

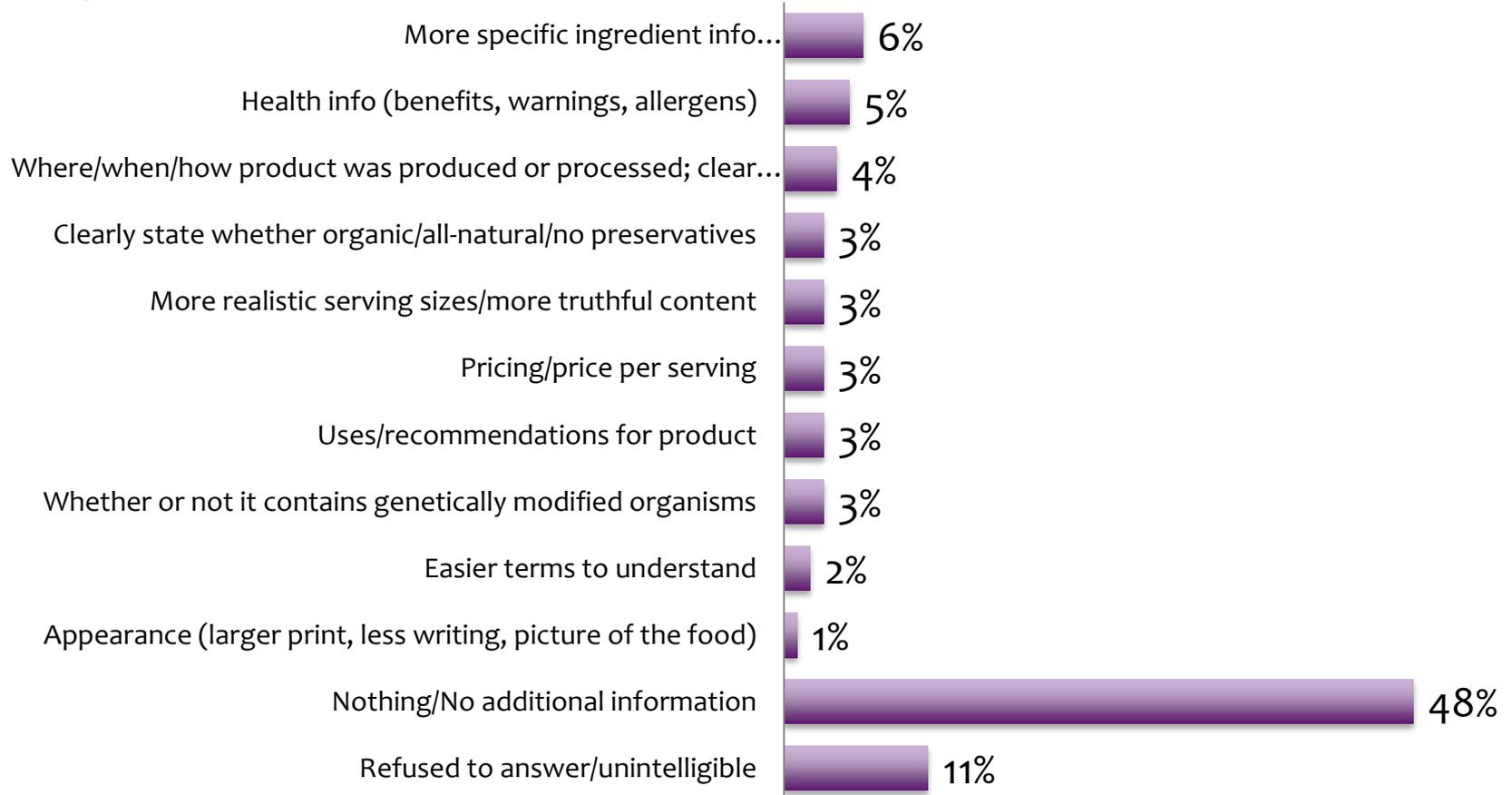
What information do you look at on the food or beverage package when deciding to purchase or eat a food or beverage?

	2006 (n=1,060)	2007 (n=1,000)	2008 (n=1,000)	2009 (n=1,064)	2010 (n=1,006)	2011 (n=1,000)	2012 (n=1,057)	2013 (n=1,006)
Expiration date	65%	69%	69%	67%	66%	63%	76%	82%
Nutrition Facts panel	58%	66%	63%	69%	68%	68%	66%	67%
Servings size and amount per container	N/A	55%						
Brand name	38%	44%	40%	50%	50%	50%	46%	53%
Ingredients list	57%	59%	51%	49%	47%	49%	51%	52%
Cooking instructions/preparation time	N/A	N/A	N/A	N/A	N/A	33%	45%	45%
Calorie and other nutrition information	N/A	45%						
Statements about nutrition benefits	48%	44%	43%	29%	29%	31%	42%	43%
Statements about health benefits	30%	28%	27%	20%	22%	24%	30%	29%
Country of origin labeling	N/A	29%						
Statement about the absence of certain food ingredients	N/A	23%						

# Few Americans feel any additional information is needed on food packages.

**What other information that is not currently on the food package, if any, would you like to see there?** Top responses to open-ended question

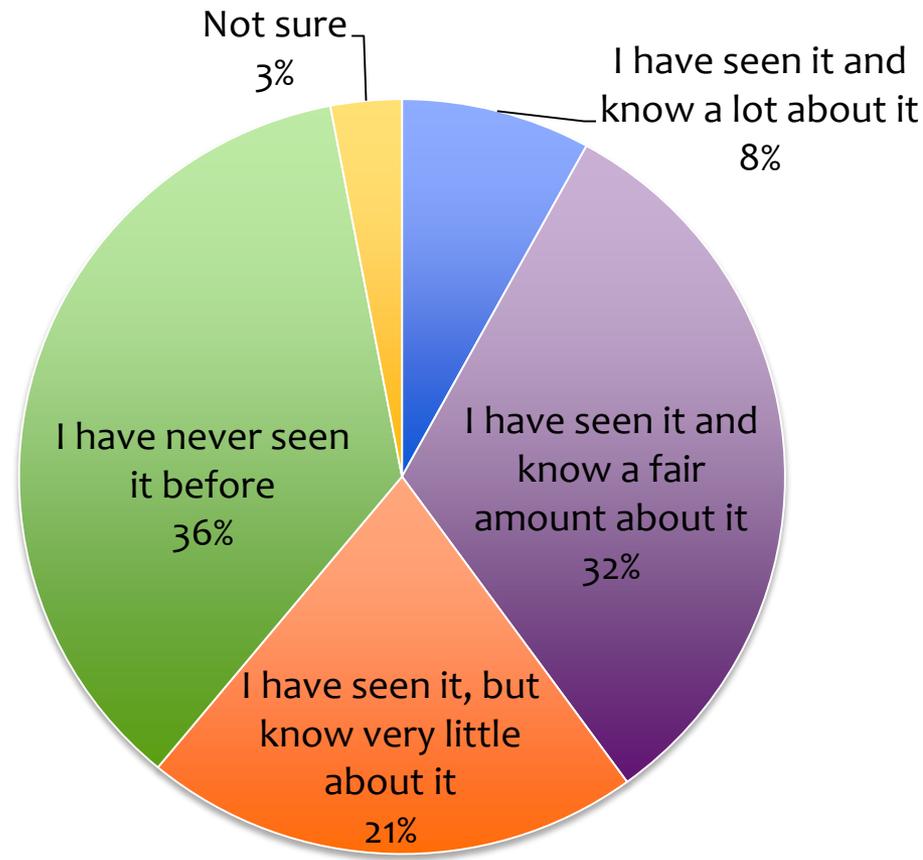
2013 All (n=1,006)



# Most Americans have seen the *MyPlate* graphic, and most of these—amounting to four out of ten Americans overall—feel they know at least a fair amount about it.

## How familiar are you, if at all, with the following graphic?

2013 All (n=1,006)



Who is most likely to say they have not seen the *MyPlate* graphic?

- Younger consumers
- Men

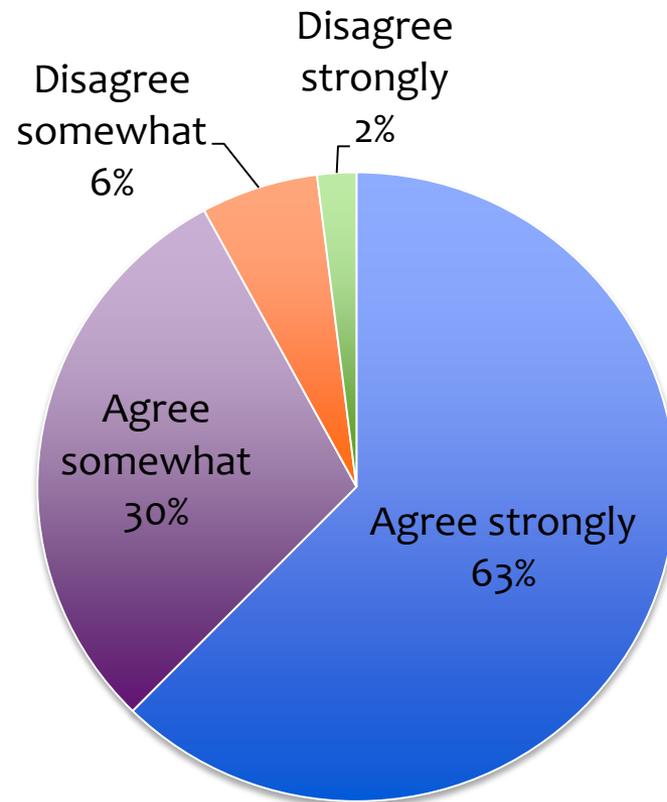
61% have seen the *MyPlate* graphic.



# Consumers overwhelmingly prefer to see the common names of ingredients on the food package, as opposed to scientific names.

To what extent do you agree or disagree with this statement?  
*I would prefer ingredients lists use the common name for ingredients rather than the scientific name (e.g. salt instead of sodium chloride).*

2013 All (n=1,006)

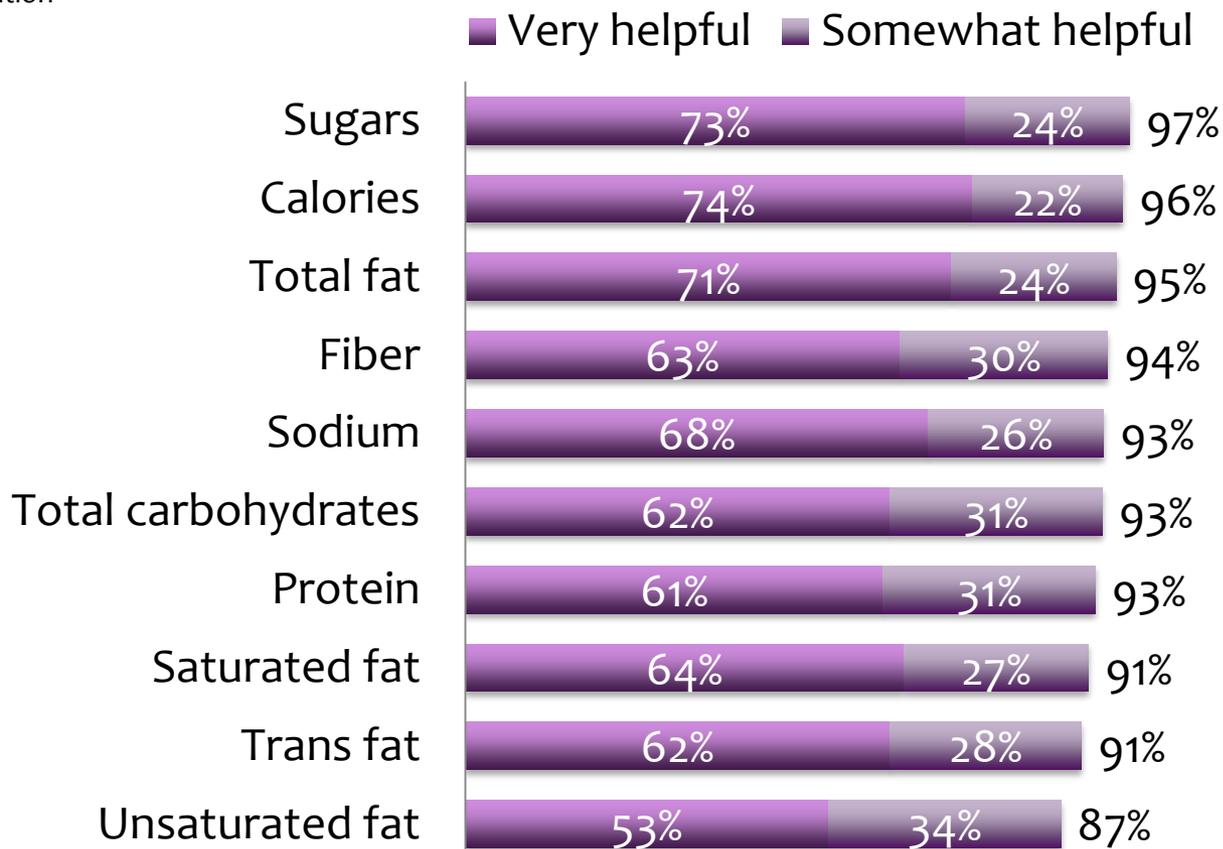


93% agree strongly or somewhat that they would prefer ingredients lists to use the common name for ingredients.

# Americans overwhelmingly find it helpful for the Nutrition Facts panel to show each of the ten ingredients that were asked about in the survey.

How helpful, if at all, is the following information on the Nutrition Facts panel in your decisions to buy foods and beverages?

Base: Uses the Nutrition Facts panel  
2013 (n=678)





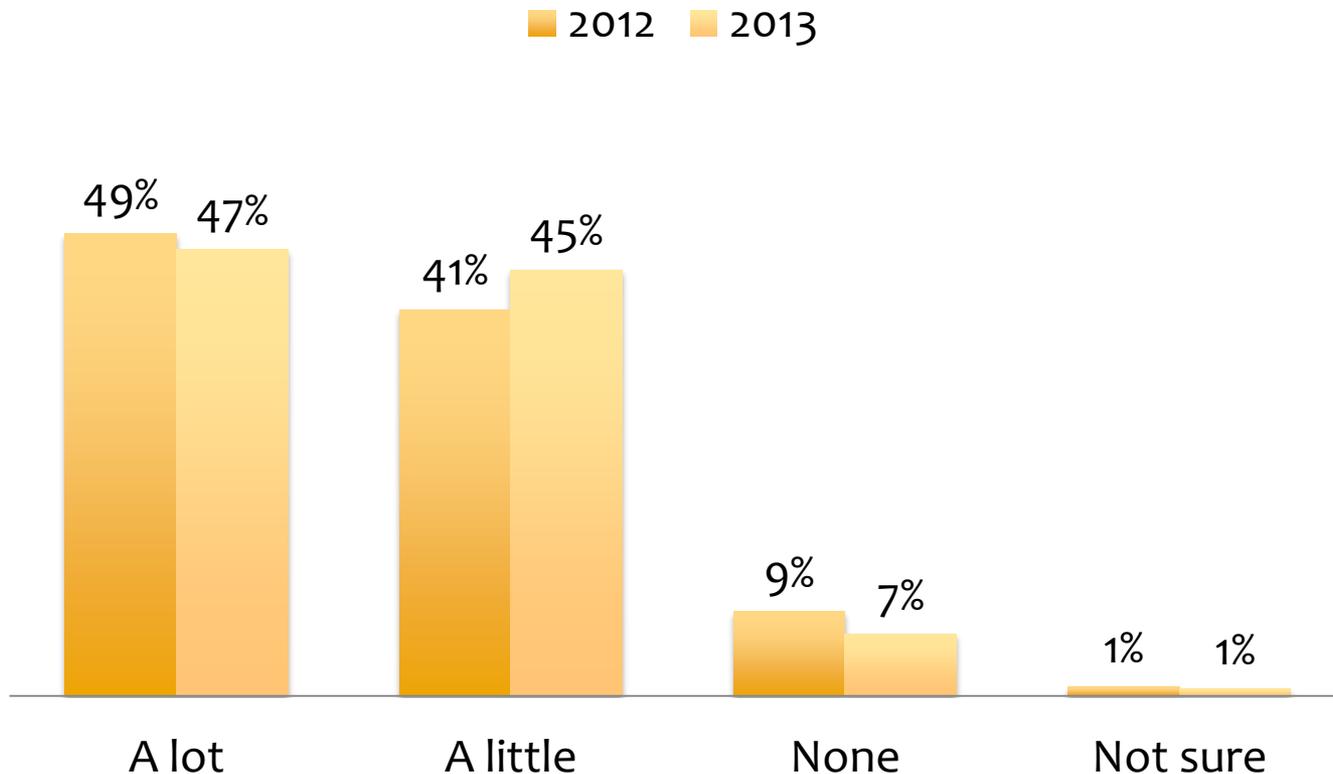
# DIETARY COMPONENTS

3

# Nearly half of Americans have given *a lot* of thought to the ingredients in their foods and beverages.

Over the past year, how much thought have you given to the ingredients in your foods and beverages?

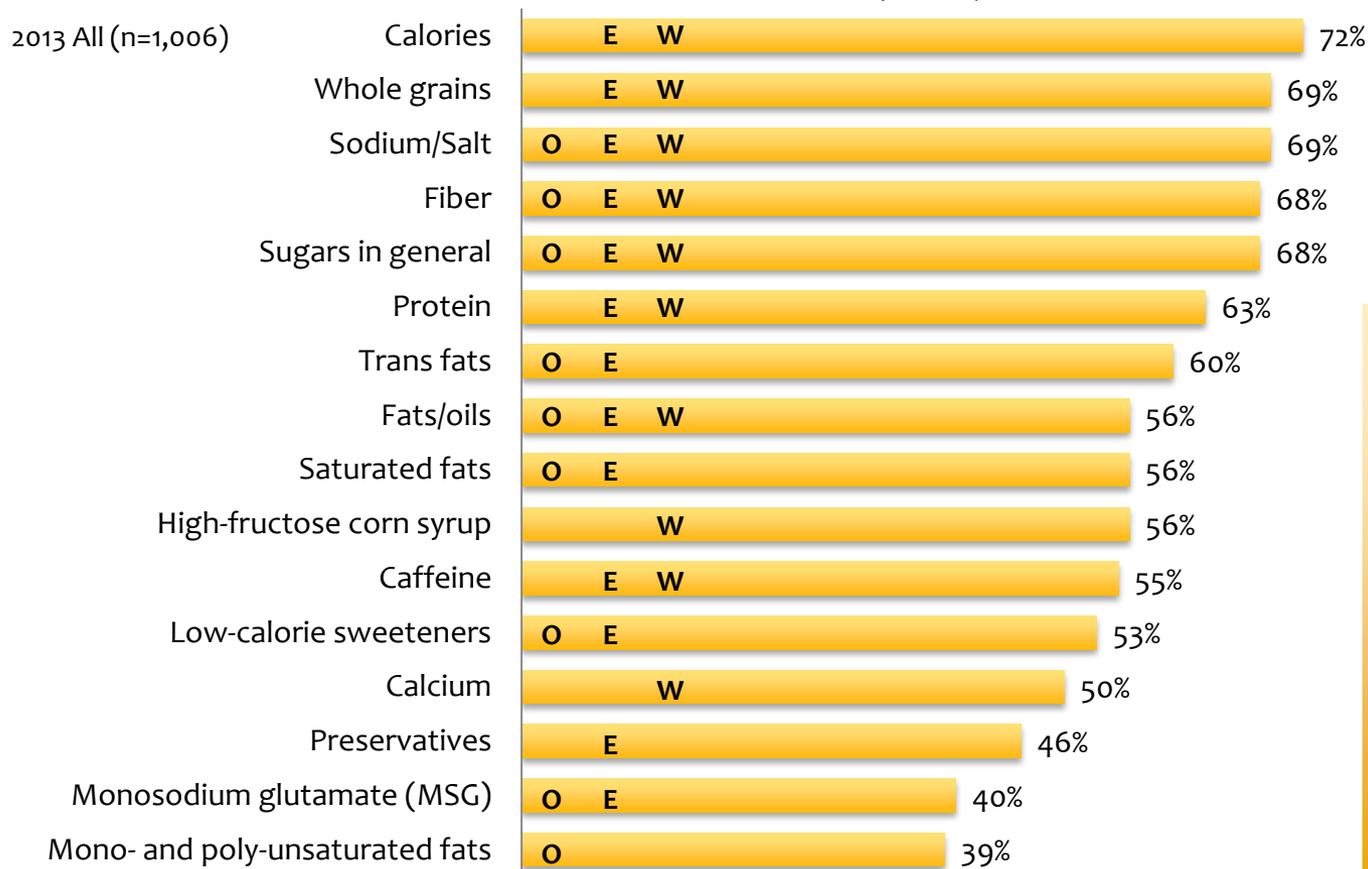
2013 All (n=1,006)  
2012 All (n=1,057)



# Older consumers, college grads, and women are more apt than their counterparts to consider many of the food components listed below when they decide what packaged foods to buy.

Thinking back about the past twelve months, when making decisions about buying packaged food or beverages, have you ever considered whether or not they contain the following?

(% Yes)



On average, consumers consider 12 of the elements on this page and the next when making purchase decisions

**O**

**Older** consumers, especially those 65 to 80, are more likely to consider these food components.

**W**

**Women** are also generally more likely than men to consider them.

**E**

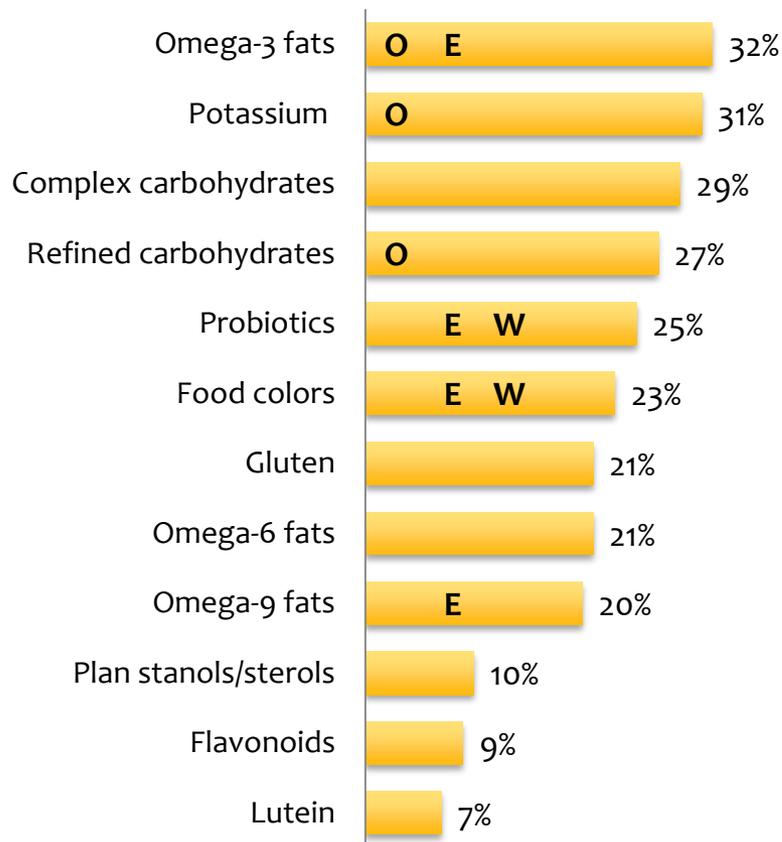
**Highly-educated** consumers (with a college degree or more) are also more apt to consider almost all of these ingredients.

# Again, older consumers, women, and college grads are more likely to consider what is in their packaged foods when deciding what to buy.

Thinking back about the past twelve months, when making decisions about buying packaged food or beverages, have you ever considered whether or not they contain the following?

(% Yes)

2013 All (n=1,006)



## O

As consumers get **older**, so does their likelihood of considering omega-3s, potassium, and refined carbohydrates.

## W

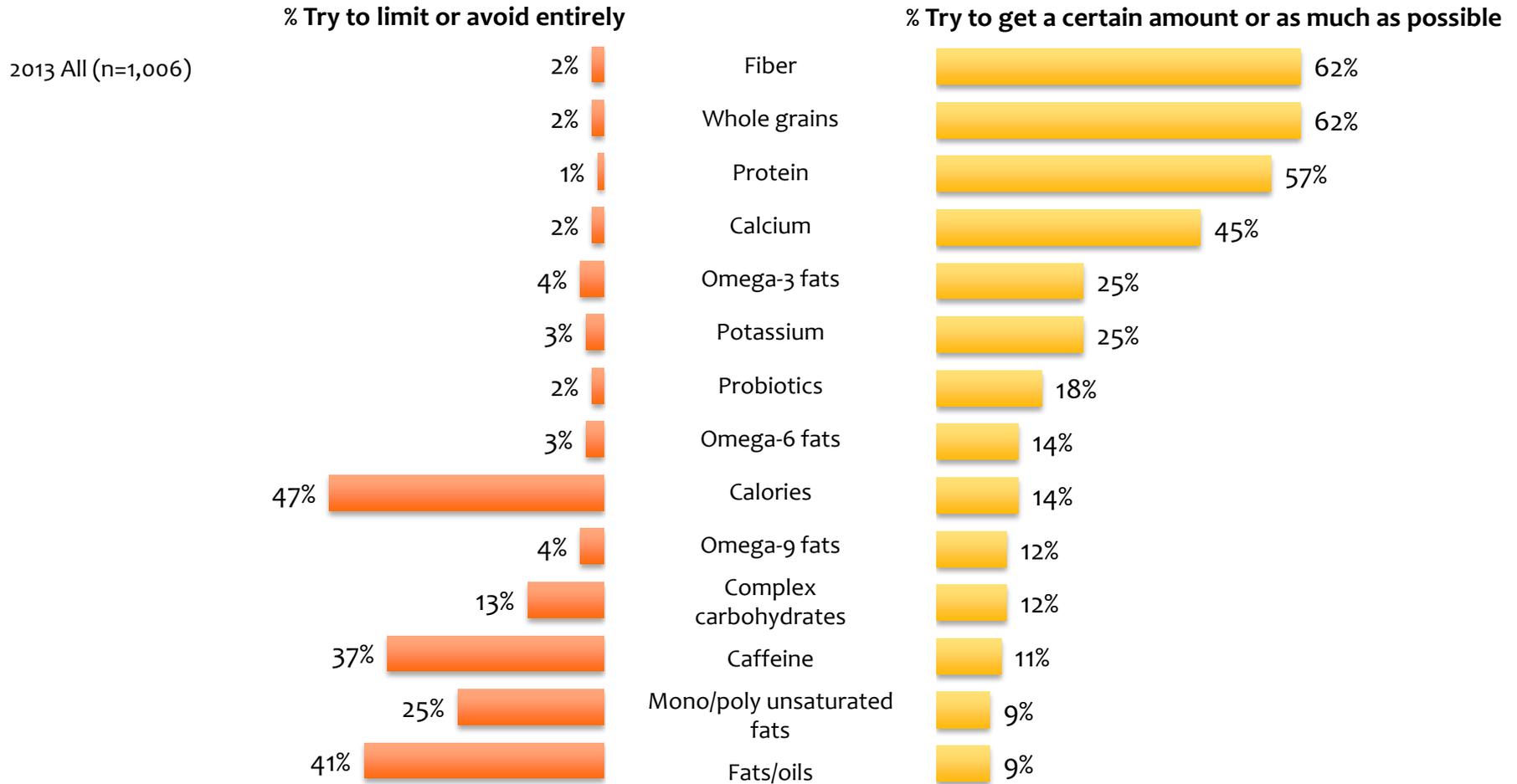
**Women** are more likely than men to consider probiotics and food colors.

## E

**Highly-educated** consumers (with a college degree or more) are more likely to consider omega-3s and 9s, as well as probiotics and food colors.

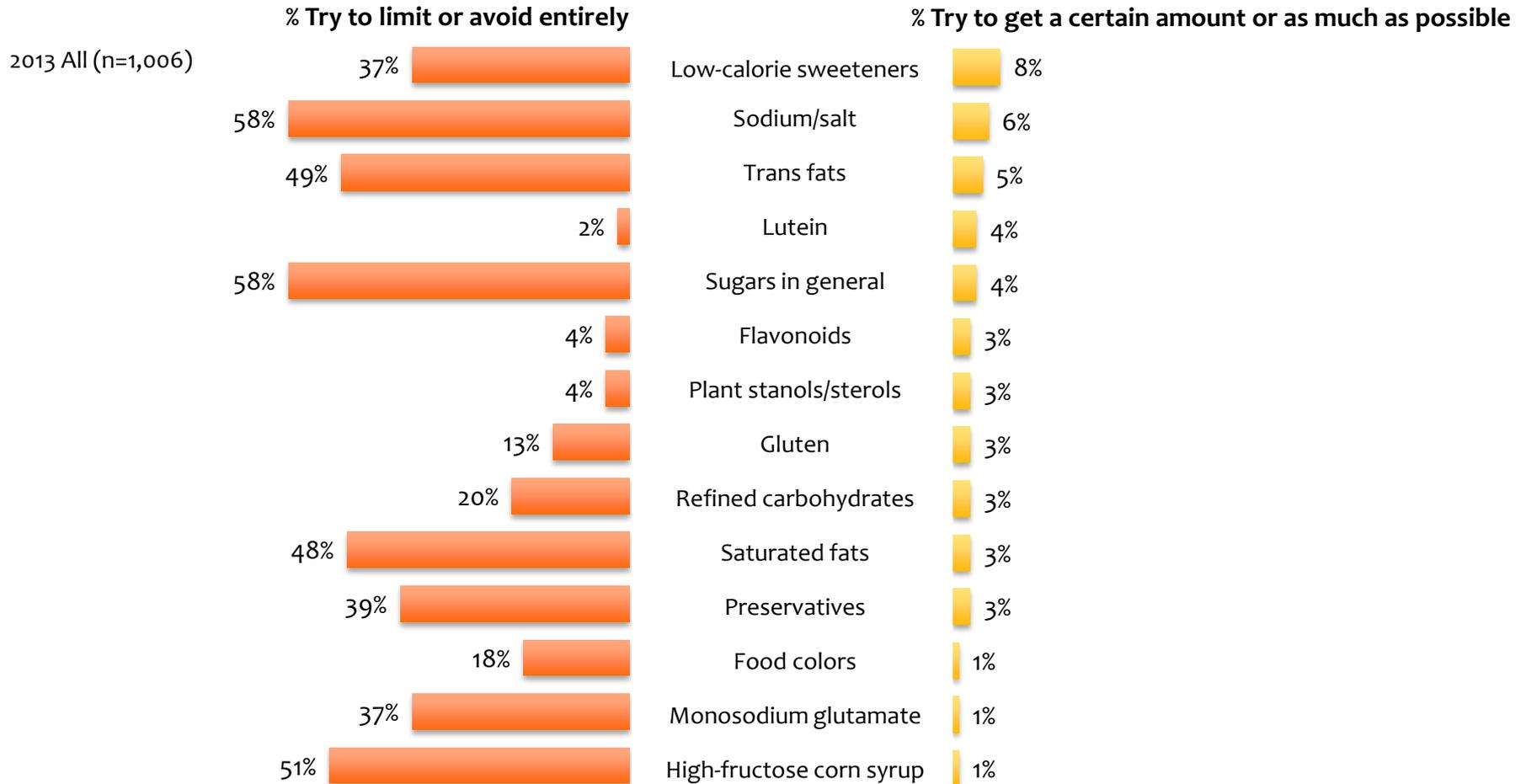
# Roughly six in ten Americans actively make an effort to consume fiber, whole grains, and protein.

## To what extent do you try to consume or avoid the following?



# Half or more try to avoid salt, sugars, high-fructose corn syrup, saturated fats, and trans fats.

## To what extent do you try to consume or avoid the following?





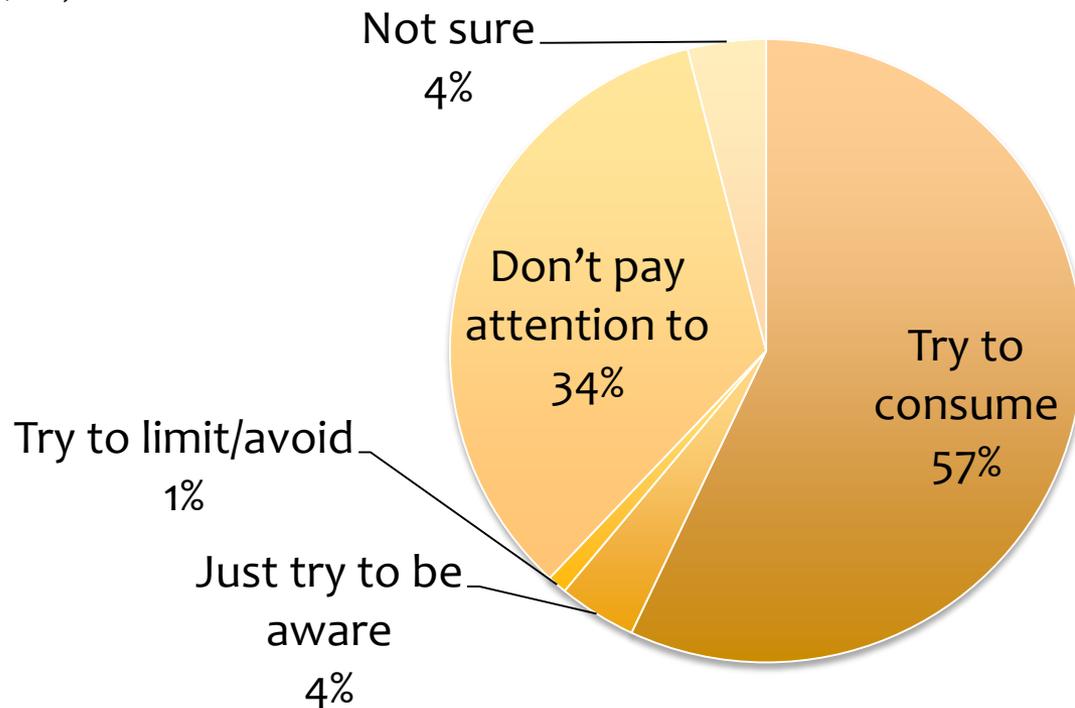
**PROTEIN**

**a**

# Nearly six out of ten Americans are trying to consume packaged foods with protein.

Over the past twelve months, when making decisions about buying packaged food or beverages, did you consider whether or not they contain protein?  
To what extent do you try to consume or avoid protein?

2013 All (n=1,006)



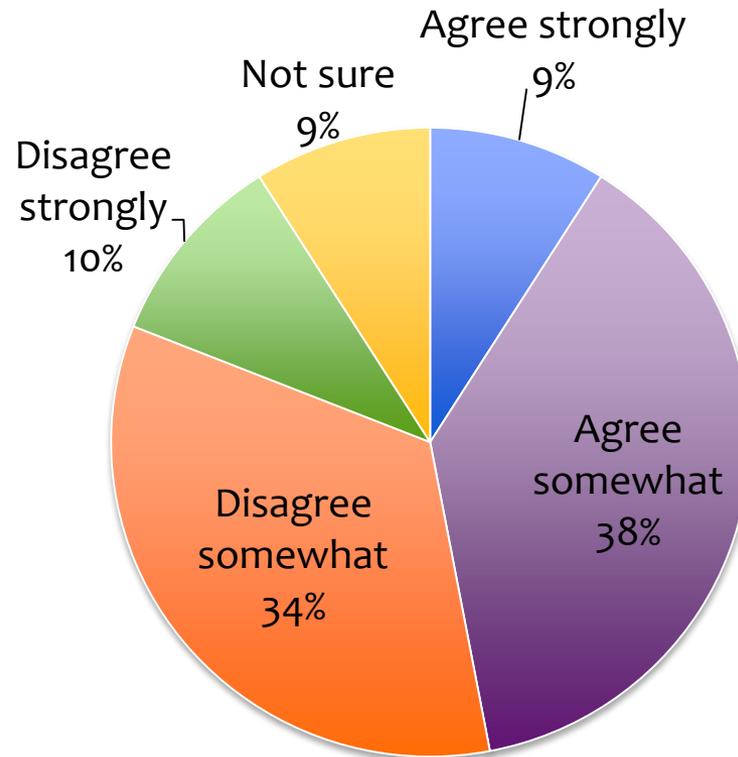
# Fewer than half of Americans indicate that the time of day they get their protein matters to them.

To what extent do you agree or disagree with this statement?  
*As long as I get enough protein over the course of the day, it does not matter to me what time of day I get it.*

2013 All (n=1,006)

**44% disagree strongly or somewhat with the statement, indicating it does matter to them what time of day they get their protein.**

In particular, consumers under the age of 65 and those with college degrees are more likely to say the time of day they consume protein does matter.



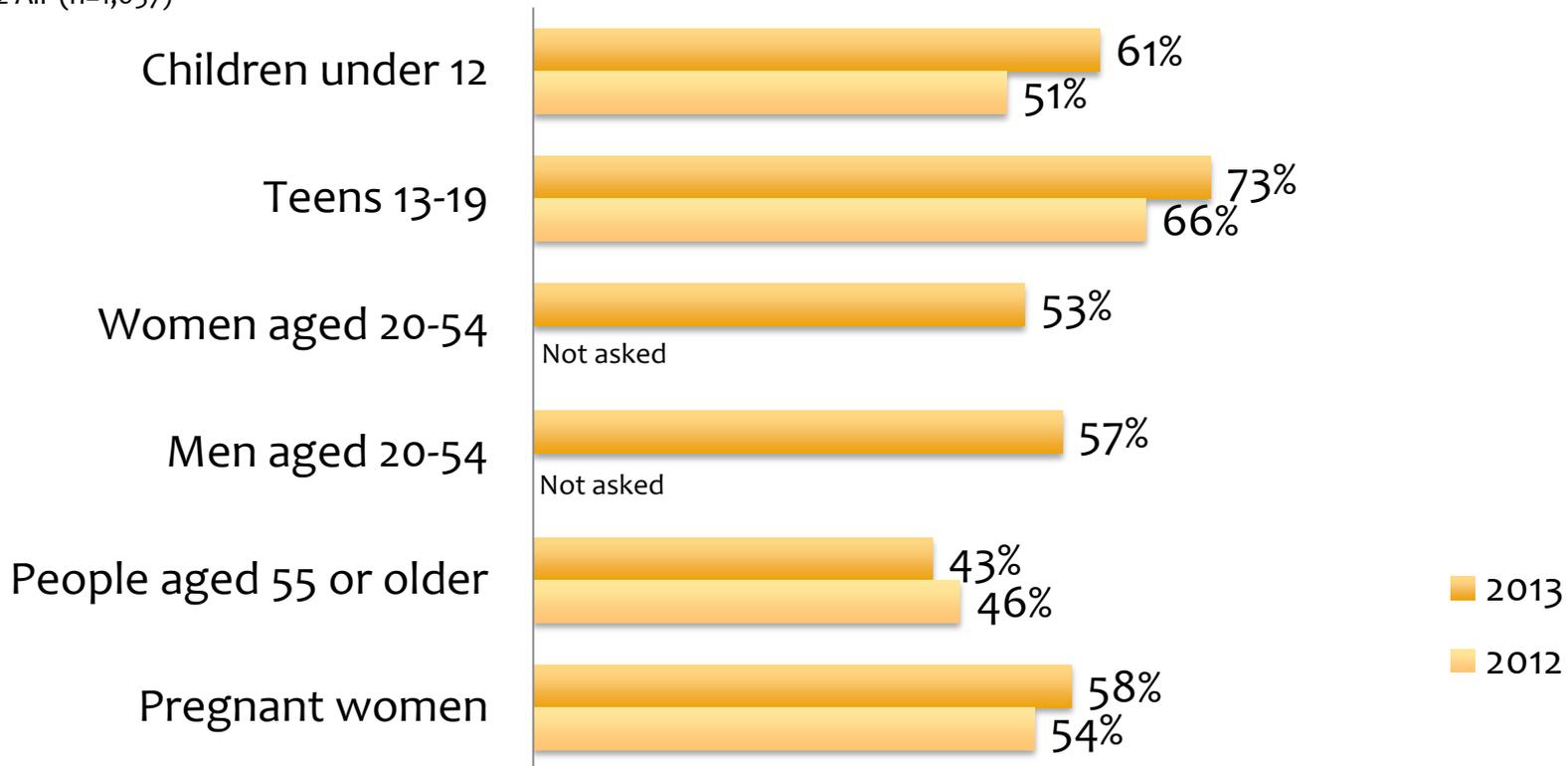
**Protein is widely believed to be beneficial for people of all stages of life, though it is most likely to be seen as beneficial for teens. More Americans believe children and teens need higher amounts of protein this year.**

**Do you believe that consuming higher amounts of protein is especially beneficial for any of the following groups?**

(% Yes)

2013 All (n=1,006)

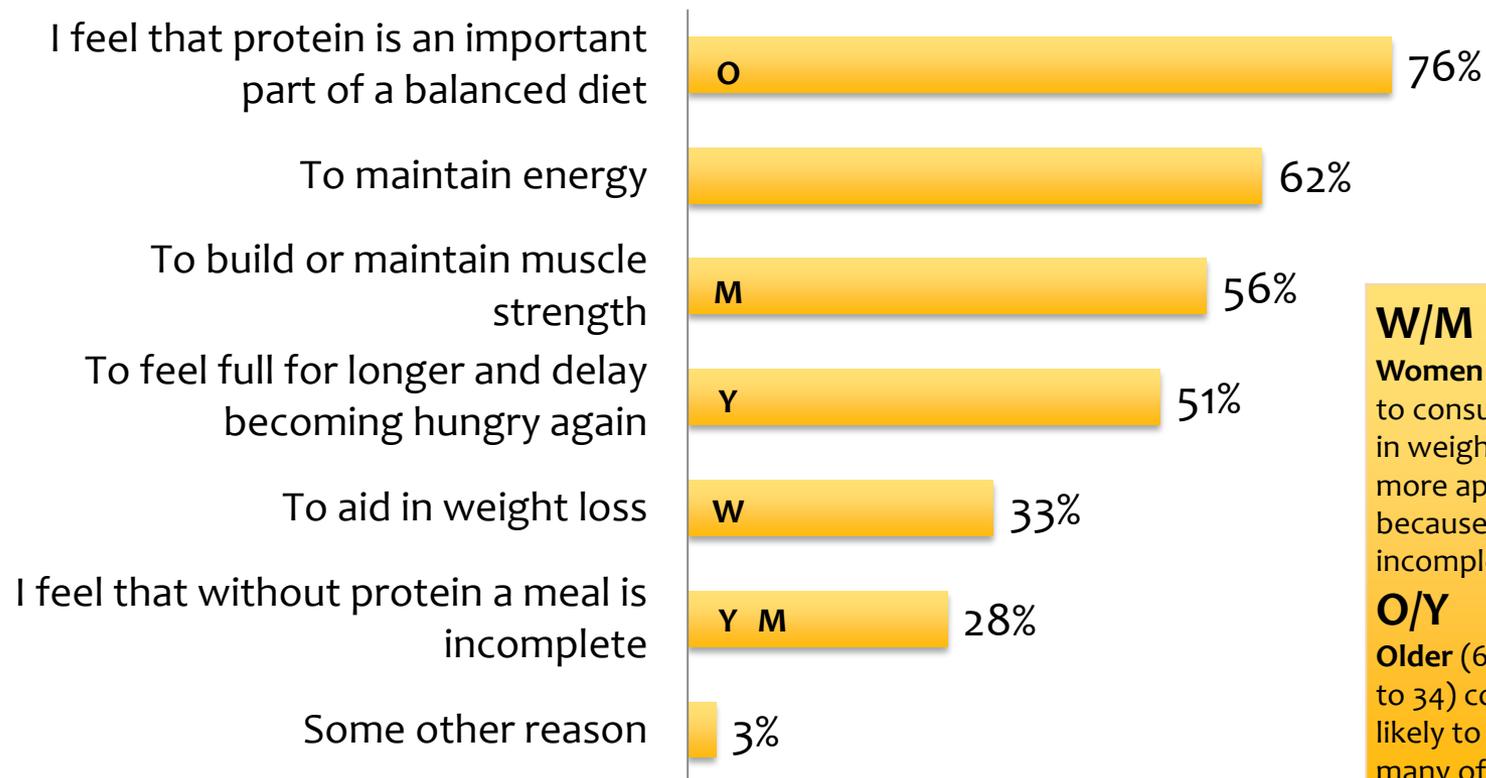
2012 All (n=1,057)



# The most common reason for eating protein is to have a balanced diet, though many consume protein to gain energy, strength, and satiety.

## Which of the following are reasons why you personally try to include a certain amount of protein in your daily diet?

Base: Tries to consume at least a certain amount protein  
2013 (n=576)



### W/M

**Women** are more apt than men to consume protein to help with in weight loss, while **men** are more apt to do so for strength or because they feel a meal is incomplete without it.

### O/Y

**Older** (65 to 80) and **younger** (18 to 34) consumers, are especially likely to consume protein for many of these reasons.



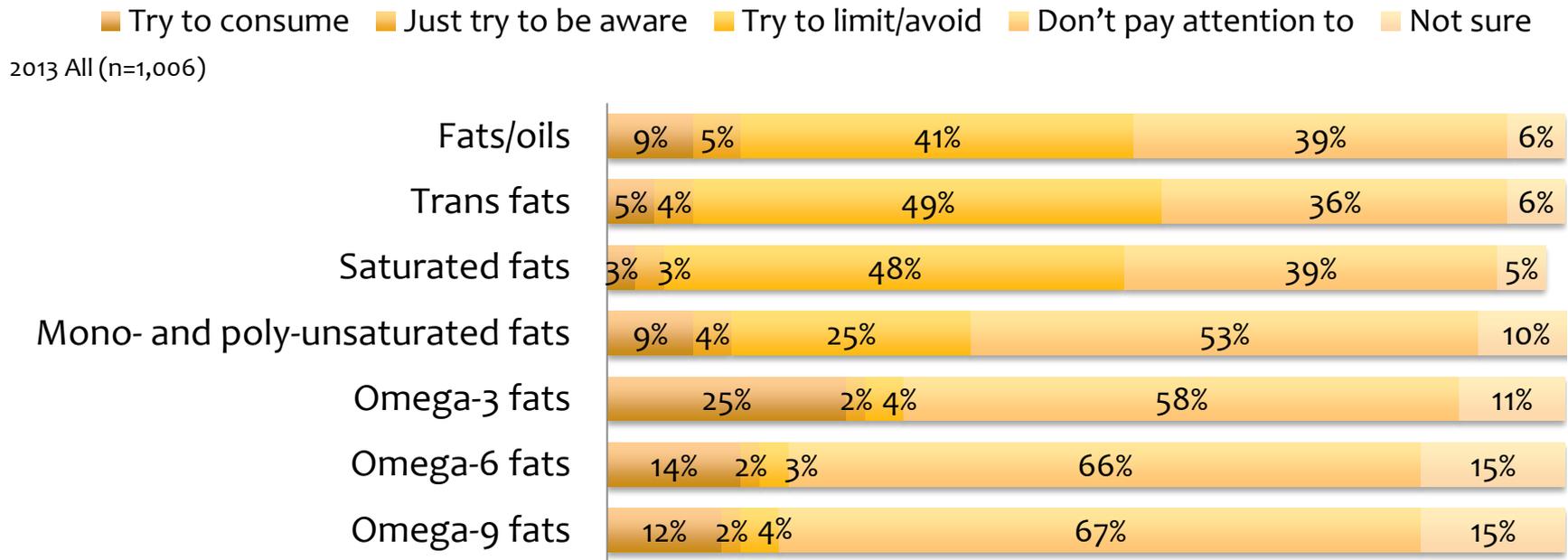
**FATS**

**b**

# Many Americans try to limit the amount of fats they consume, though one in four do try to consume omega-3 fats.

Over the past twelve months, when making decisions about buying packaged food or beverages, did you consider whether or not they contain the following?

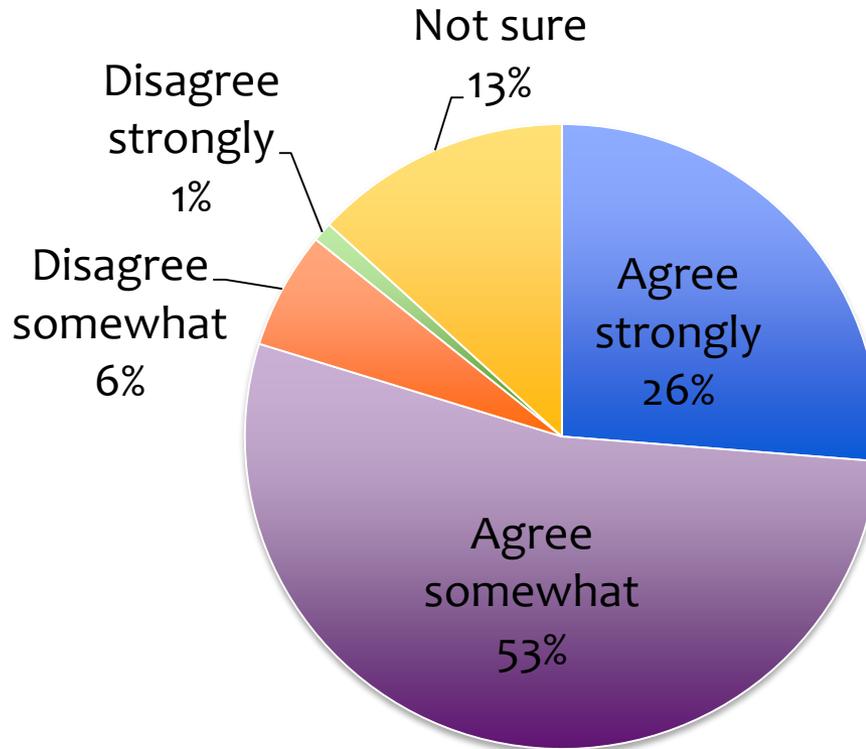
To what extent do you try to consume or avoid the following?



# Eight out of ten Americans believe that fat-containing foods can include more than one type of fat.

To what extent do you agree or disagree with the following?  
*Most foods that contain fat include more than one type of fat.*

2013 All (n=1,006)



**79% agree strongly or somewhat that most foods that contain fat include more than one type of fat.**

# Seven out of ten Americans claim they try to eat as little fat as possible.

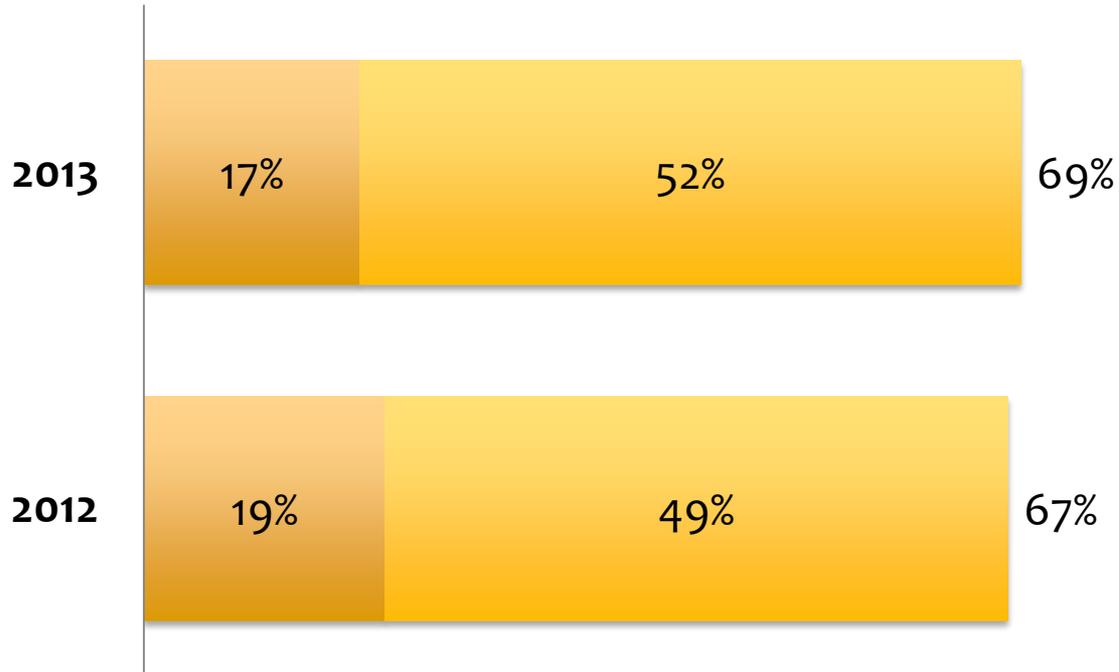
To what extent do you agree or disagree with the following statement?

*I try to eat as little fat as possible.*

2013 All (n=1,006)

2012 All (n=1,057)

■ Agree strongly    ■ Agree somewhat



# One out of five Americans believe all types of fats have the same impact on health.

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

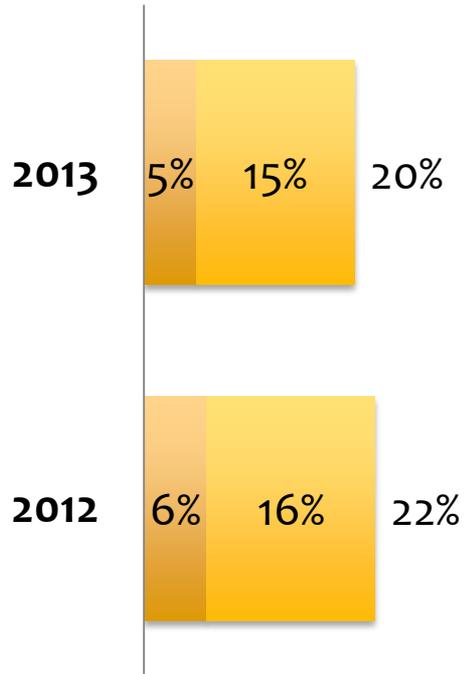
*All types of fat have the same impact on health.*

2013 All (n=1,006)

2012 All (n=1,057)

Agree strongly

Agree somewhat



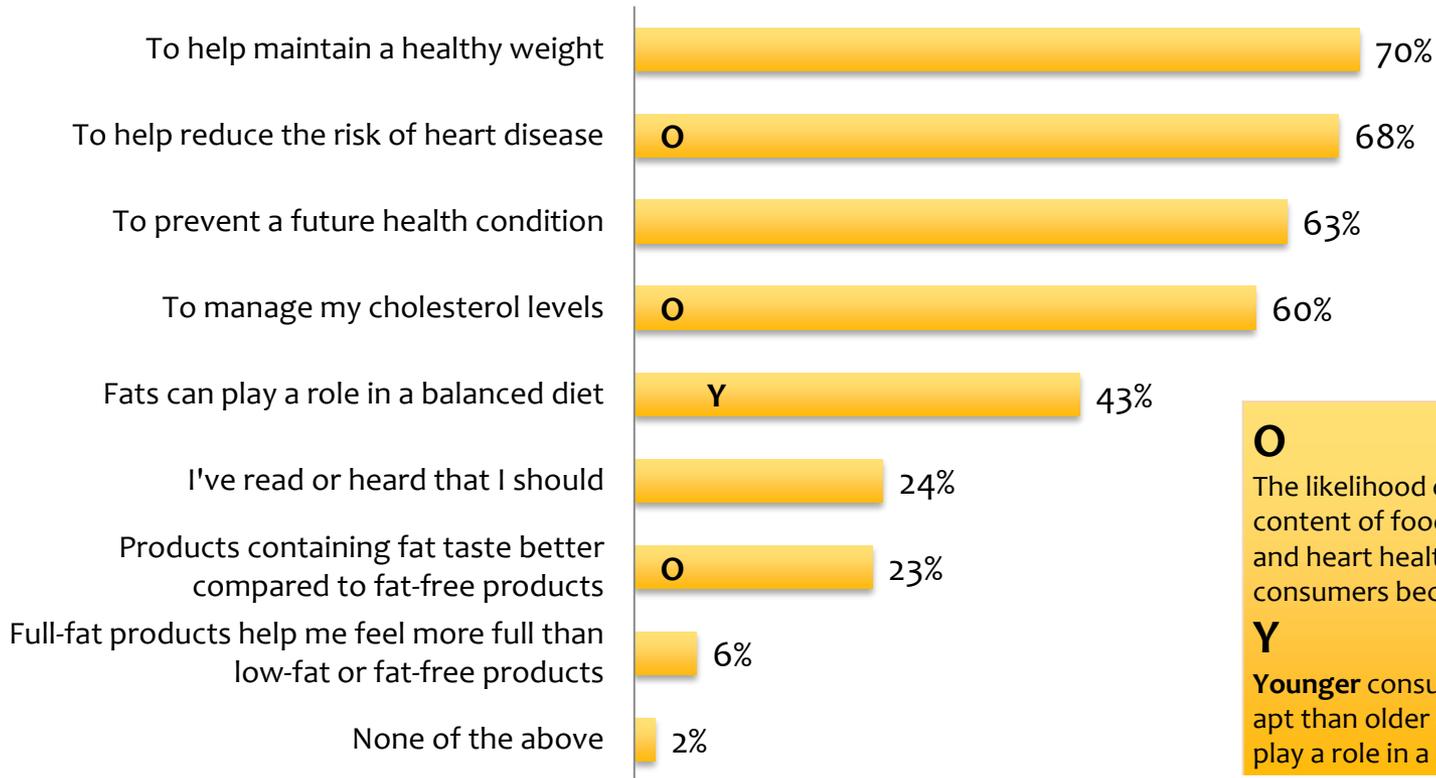
## **M E**

**Men** and consumers with **lower levels of education** (less than a college degree) are more apt to be under the misconception reflected in this statement.

# The top reasons for considering the fat content of foods include maintaining a healthy weight and improving heart health (in general or by managing cholesterol).

## Which of the following, if any, are reasons why you consider the fat content of the foods and beverages you buy?

Base: Considers the presence of fats  
2013 (n=747)



**O**  
The likelihood of considering the fat content of foods to manage cholesterol and heart health increases strongly as consumers become **older**.

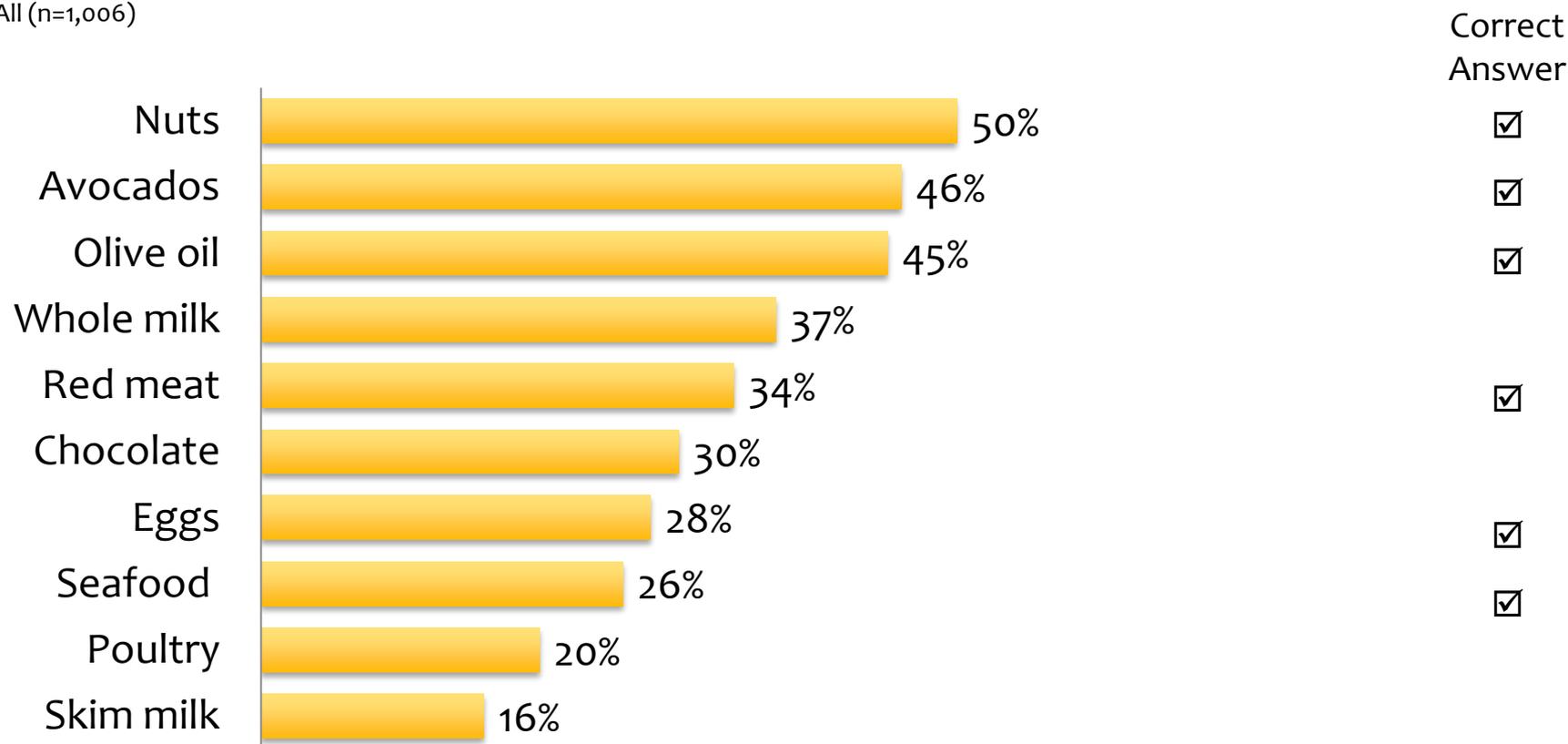
**Y**  
**Younger** consumers, however, are more apt than older ones to believe fats can play a role in a balanced diet.

# No more than half of Americans can identify any given key source of unsaturated fats. Moreover, many erroneously think sources of saturated fats have unsaturated fats.

As far as you know, which of the following contain high levels of unsaturated fats?

(% Yes)

2013 All (n=1,006)





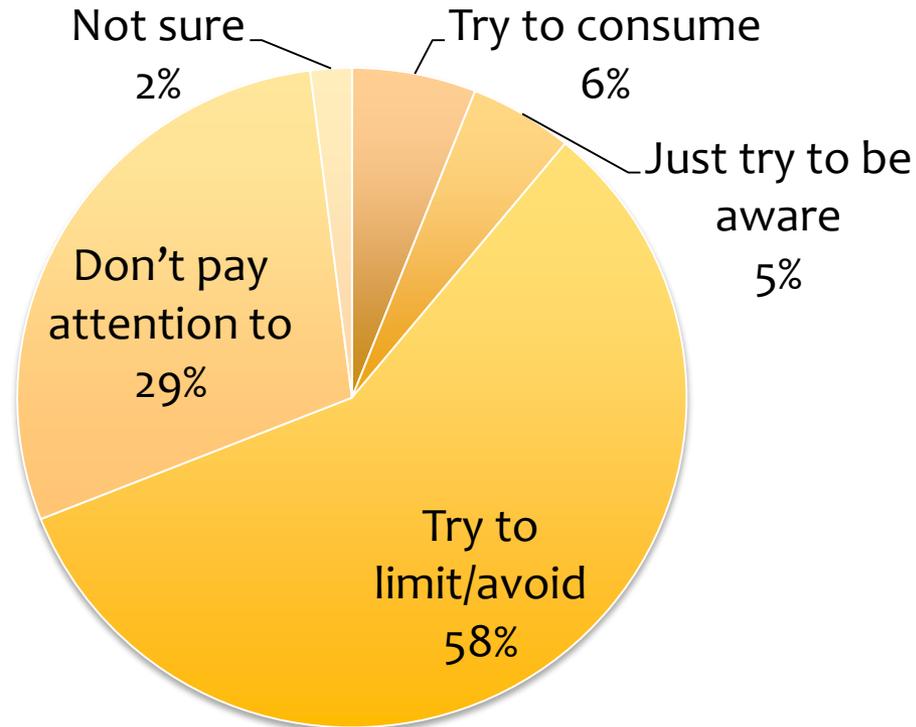
**SALT/SODIUM**

**C**

# Six out of ten Americans try to limit or avoid sodium.

Over the past twelve months, when making decisions about buying packaged food or beverages, did you consider whether or not they contain sodium?  
To what extent do you try to consume or avoid sodium?

2013 All (n=1,006)

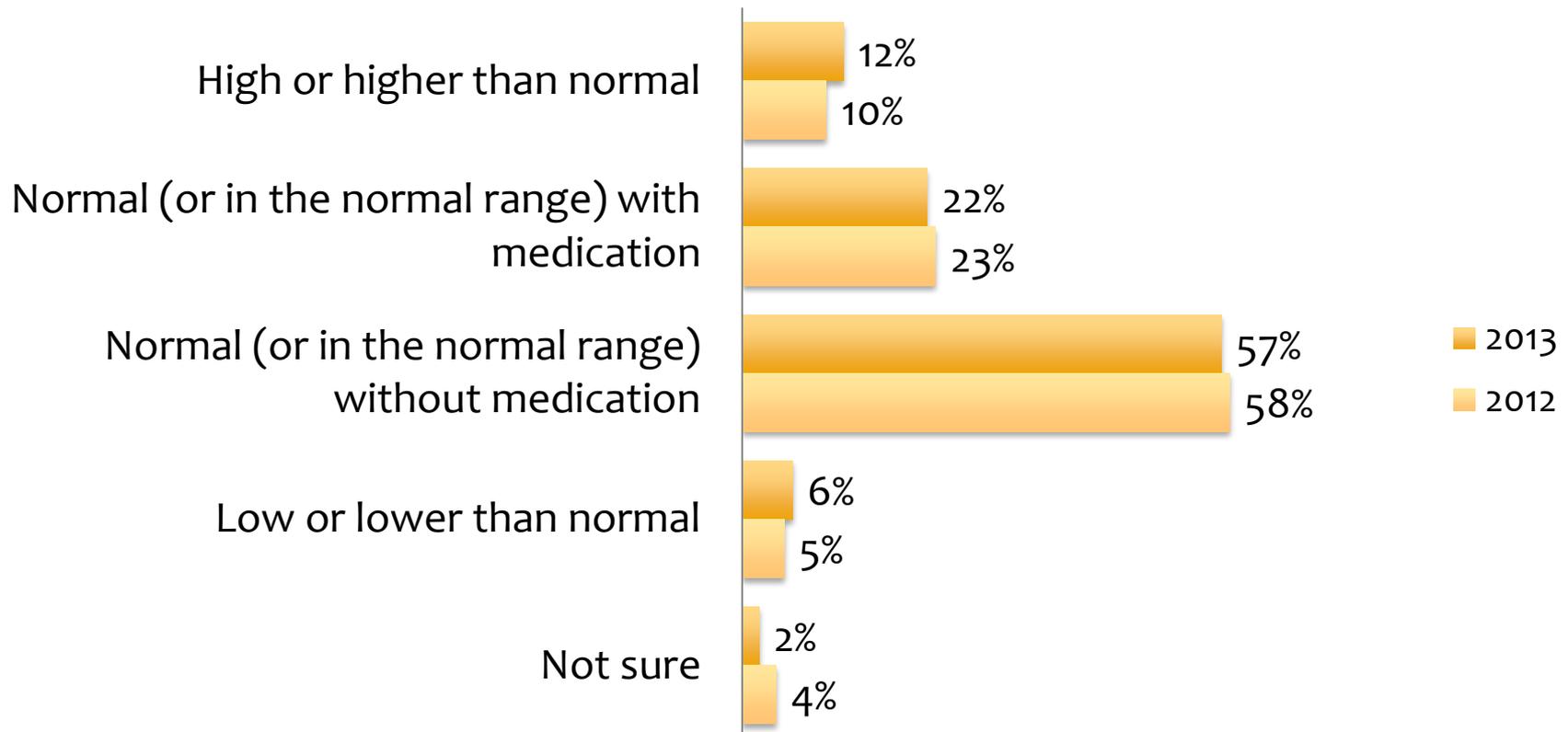


# Eight out of ten Americans have normal blood pressure, although only six in ten achieve it without medication.

To the best of your knowledge, is your blood pressure...

2013 All (n=1,006)

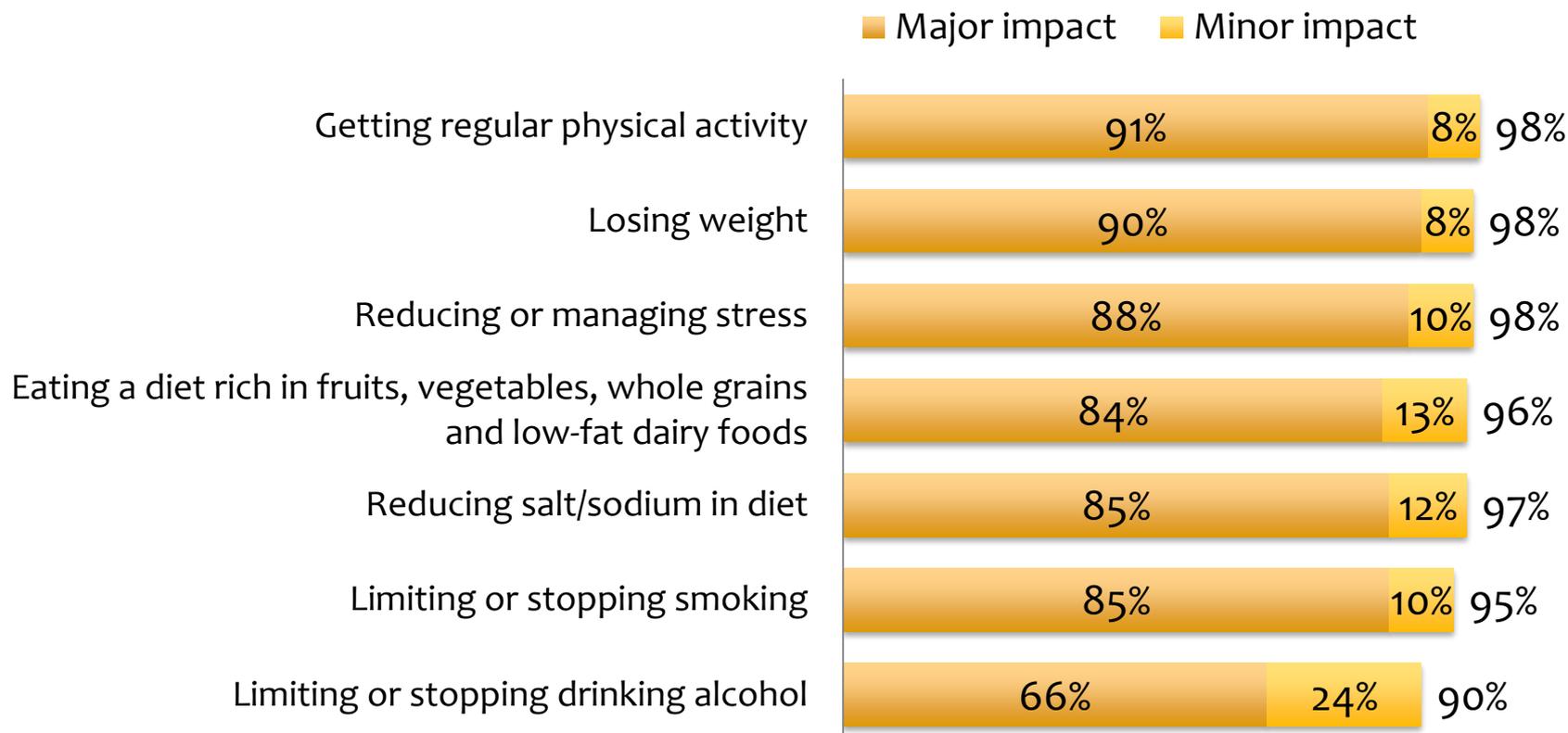
2012 All (n=1,057)



# Each of the specified diet and lifestyle changes are widely believed to have the potential for a *major* impact on blood pressure.

If someone were trying to reduce their blood pressure or keep it from going higher, how much impact do you believe the following would have?

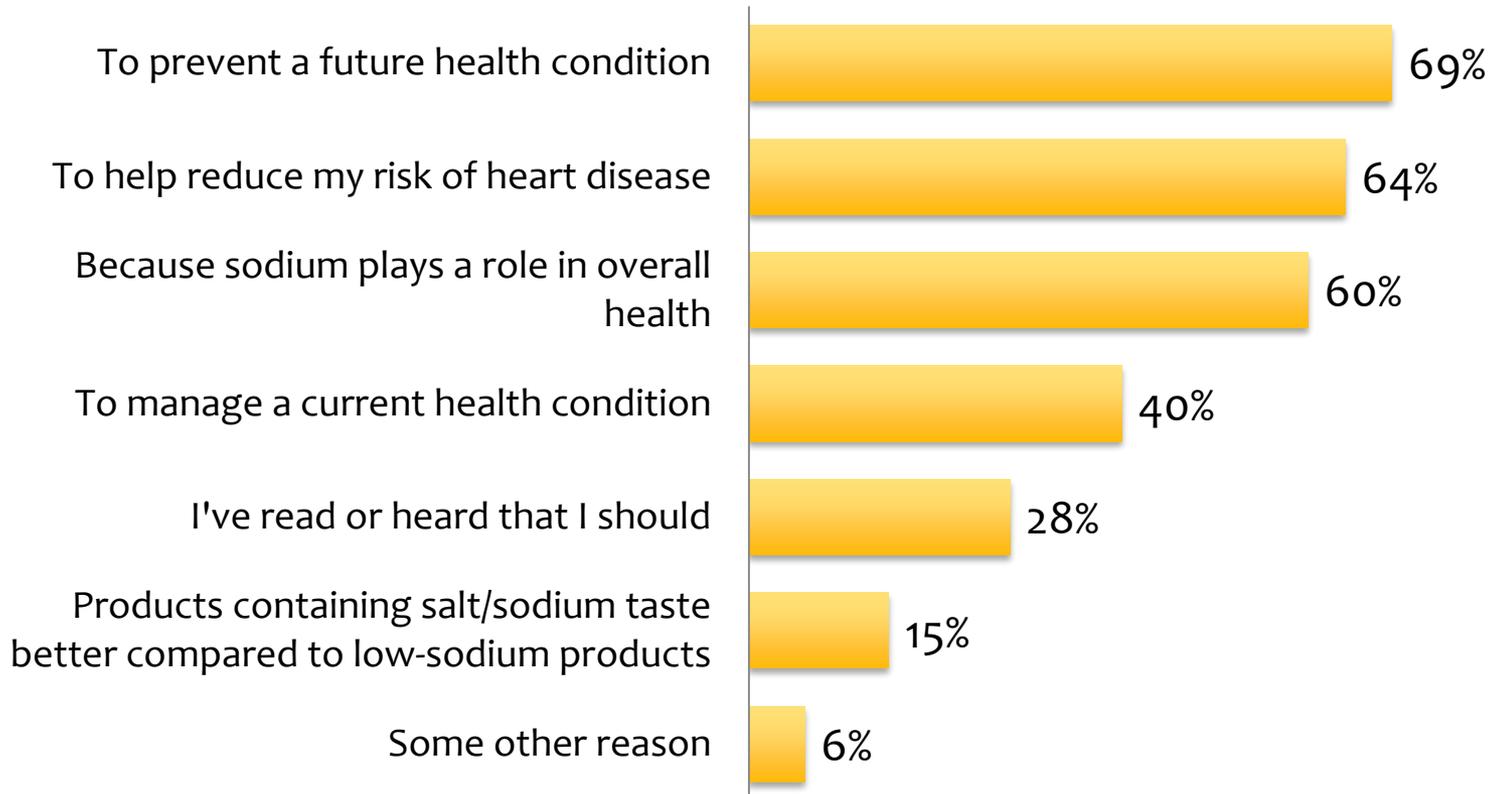
2013 All (n=1,006)



# The most common reasons Americans consider the sodium content of their foods are to prevent a future health condition, reduce their risk of heart disease, and improve overall health.

Which of the following, if any, are reasons why you consider the salt/sodium content of the foods and beverages you buy?

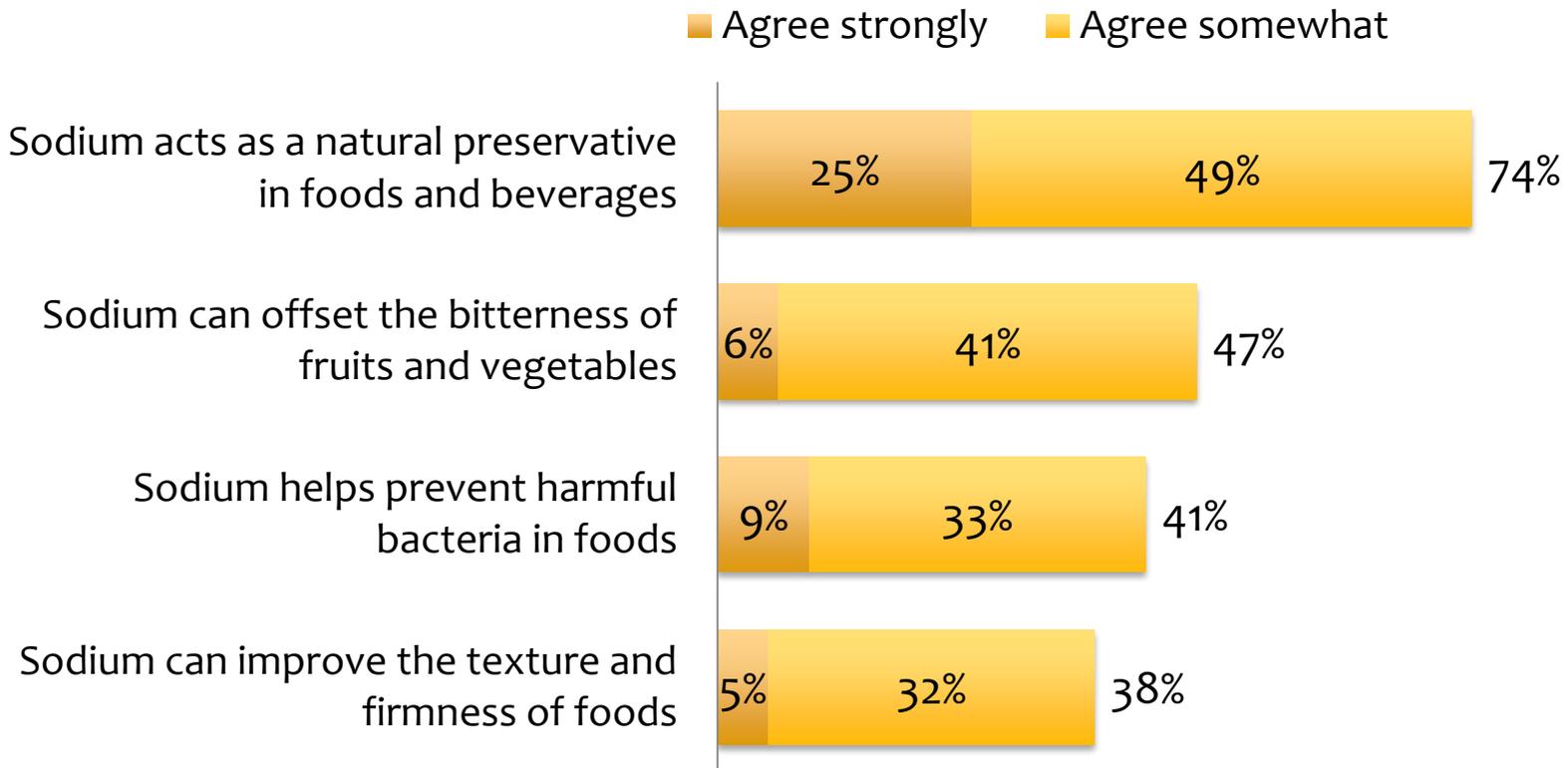
Base: Considers the presence/absence of salt/sodium 2013 (n=691)



# Three-quarters of consumers know that sodium can act as a preservative in foods and beverages.

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

2013 All (n=1,006)





# CARBOHYDRATES AND SUGARS

d

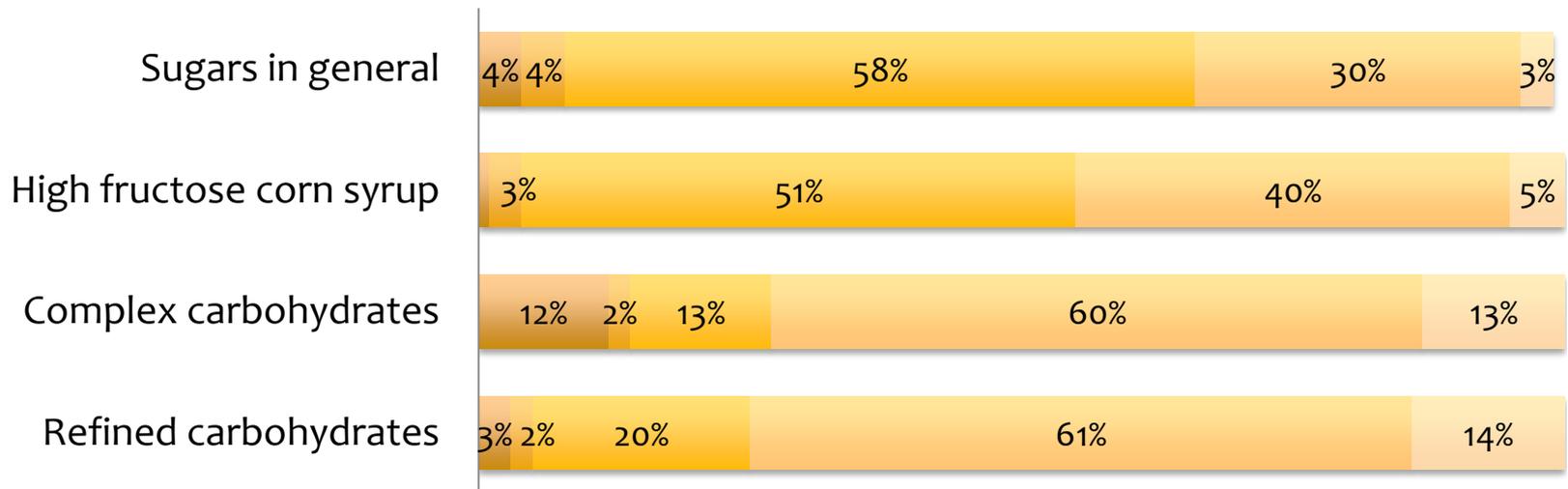
# Half or more of Americans try to limit their consumption of sugars in general or high-fructose corn syrup specifically.

Over the past twelve months, when making decisions about buying packaged food or beverages, did you consider whether or not they contain the following?

To what extent do you try to consume or avoid the following?

■ Try to consume 
 ■ Just try to be aware 
 ■ Try to limit/avoid 
 ■ Don't pay attention to 
 ■ Not sure

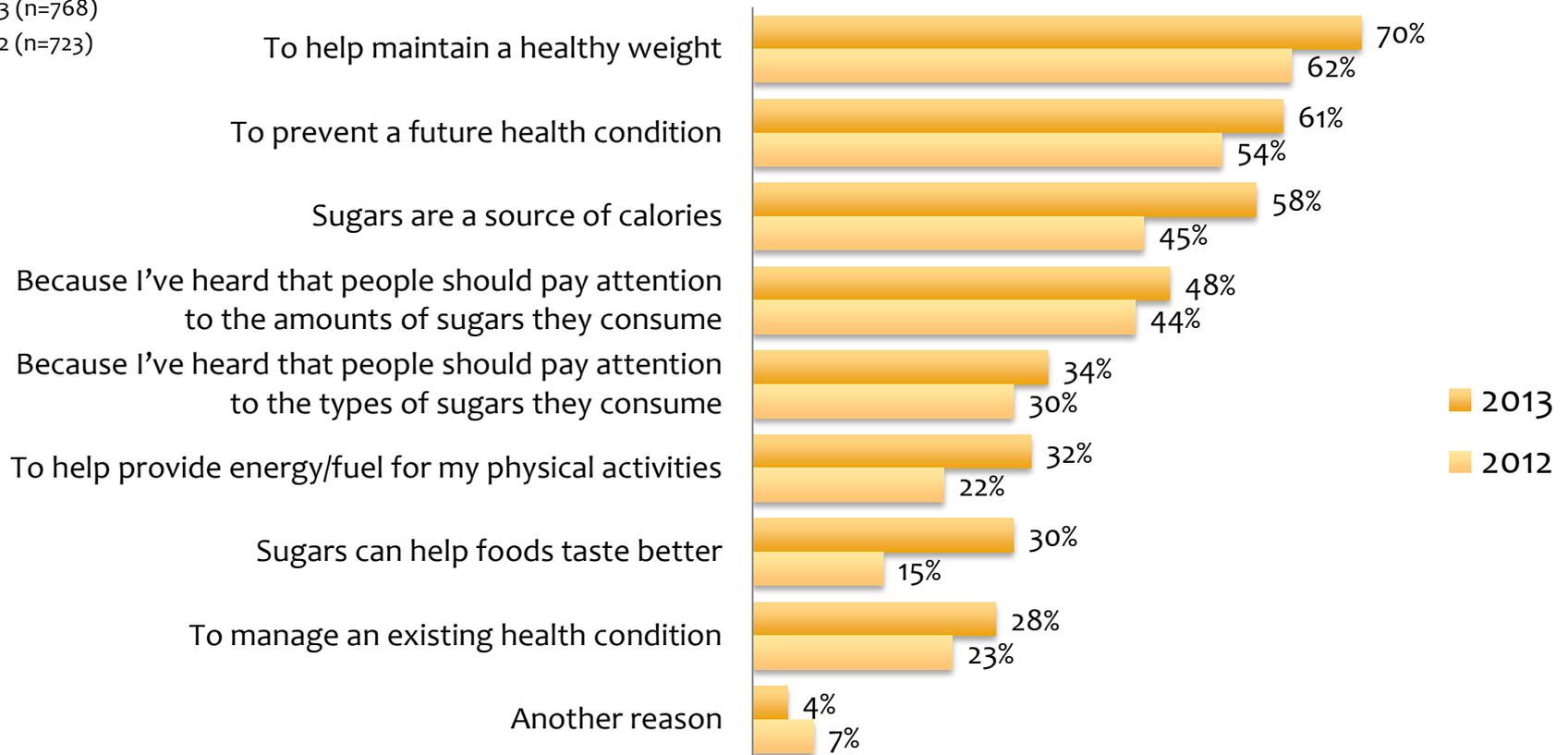
2013 All (n=1,006)



# The top reason for considering sugars/carbohydrates when choosing foods is to maintain a healthy weight. The prevalence of this and other reasons rose considerably in the past year.

Which of the following, if any, are reasons why you consider the sugars and/or carbohydrate content of the foods and beverages you buy?

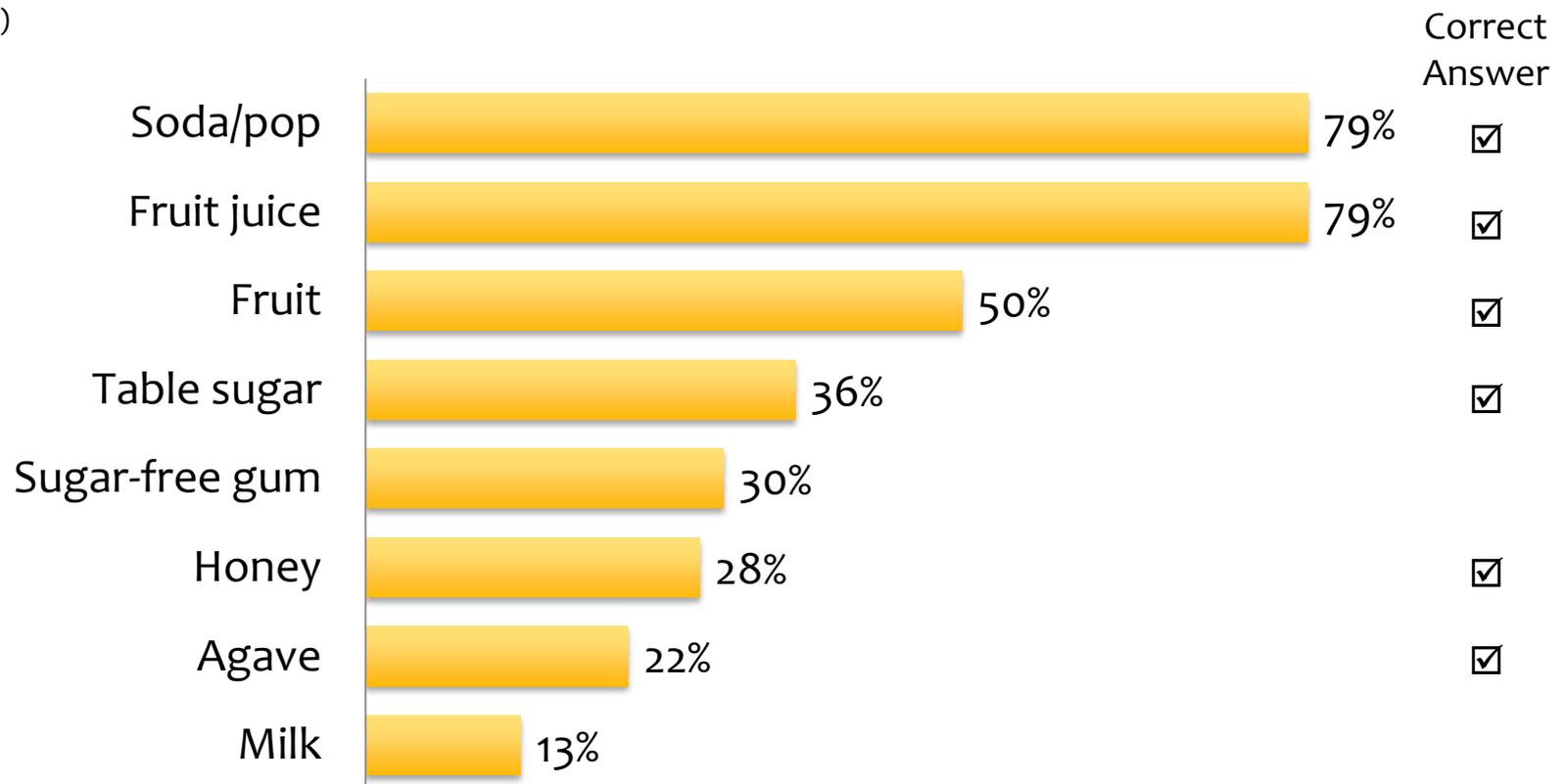
Base: Considers the presence/absence of carbohydrates or sugar  
2013 (n=768)  
2012 (n=723)



# Eight out of ten consumers know fructose can be found in beverages. But only half recognize that fructose is found in fruit.

As far as you know, which of the following, if any, contain fructose?

2013 All (n=1,006)

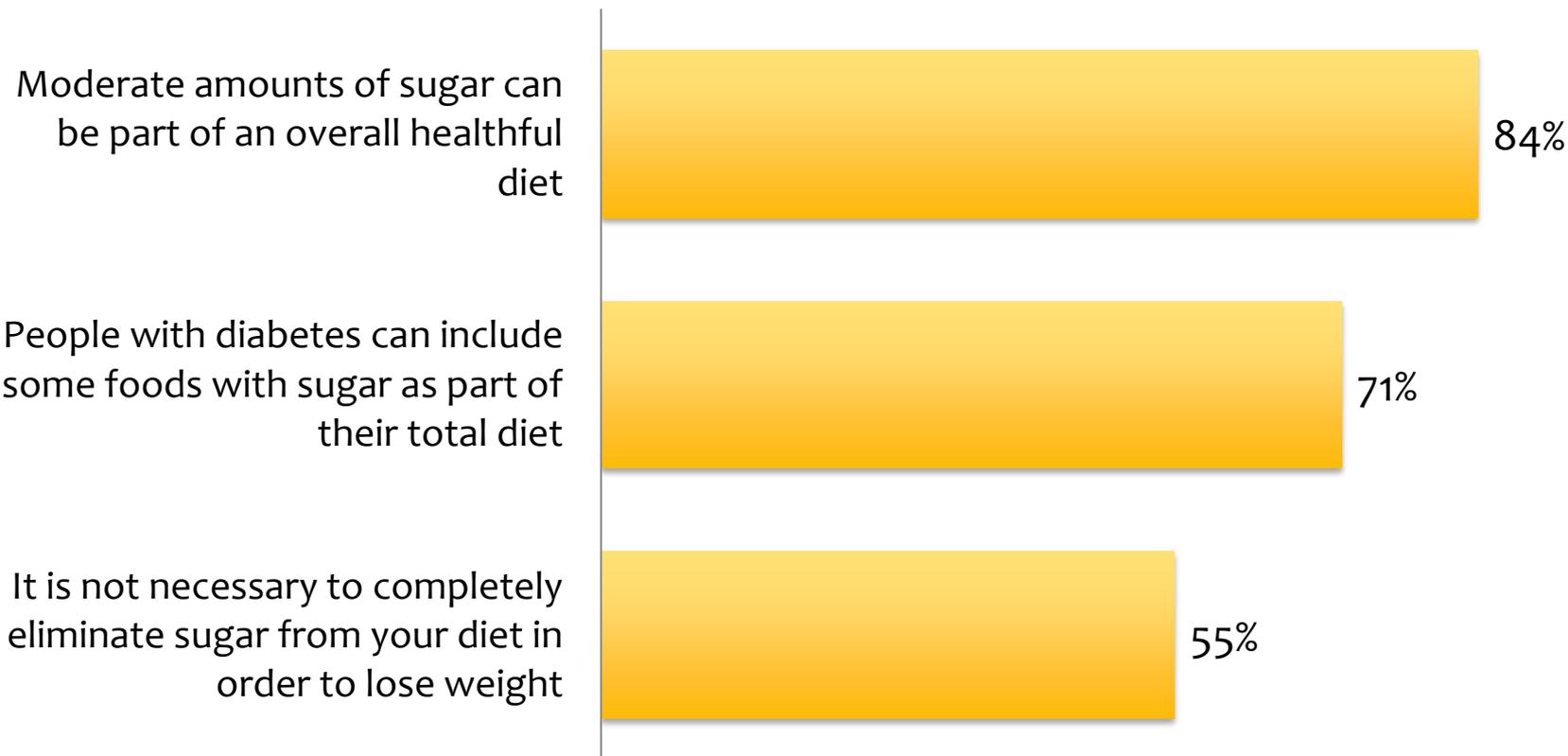


**More than eight out of ten consumers believe that moderate amounts of sugar can be part of a healthful diet. Seven in ten believe people with diabetes can include sugar in their diet.**

As far as you know, which of the following statements, if any, are true?

(% True)

2013 All (n=1,006)





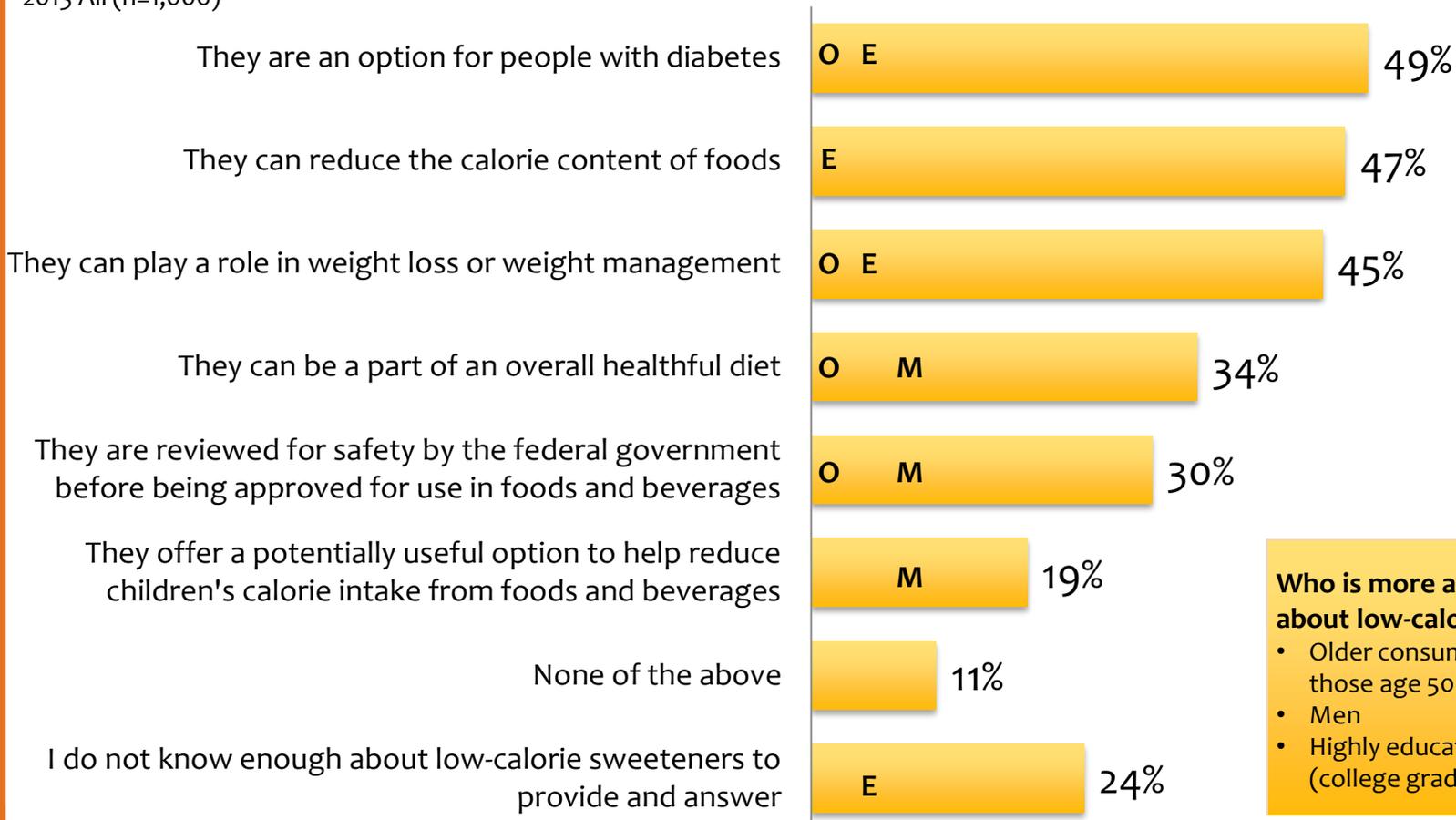
**LOW-CALORIE  
SWEETENERS**

**e**

# Half of Americans recognize benefits of low-calorie sweeteners for people with diabetes, in reducing the calorie content of foods, and in weight management.

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

2013 All (n=1,006)



## Who is more apt to feel positive about low-calorie sweeteners?

- Older consumers (generally those age 50 or older)
- Men
- Highly educated consumers (college graduates)

# Increasing proportions of Americans believe that low-calorie sweeteners can play a variety of roles.

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

	2009 (n=1,064)	2010 (n=495)	2011 (n=1,000)	2012 (n=1,057)	2013 (n=1,006)
They are an option for people with diabetes	34%	38%	34%	41%	49%
They can reduce the calorie content of foods	34%	34%	29%	41%	47%
They can play a role in weight loss or weight management	34%	38%	29%	40%	45%
They can be part of an overall healthful diet	28%	29%	24%	30%	34%
They are reviewed for safety by the federal government before being approved for use in foods and beverages	26%	24%	21%	30%	30%
They offer a potentially useful option to help reduce children's calorie intake from foods and beverages.	N/A	14%	15%	18%	19%
None of the above	12%	12%	12%	9%	11%
I do not know enough about low-calorie sweeteners to provide an answer	28%	27%	34%	31%	24%

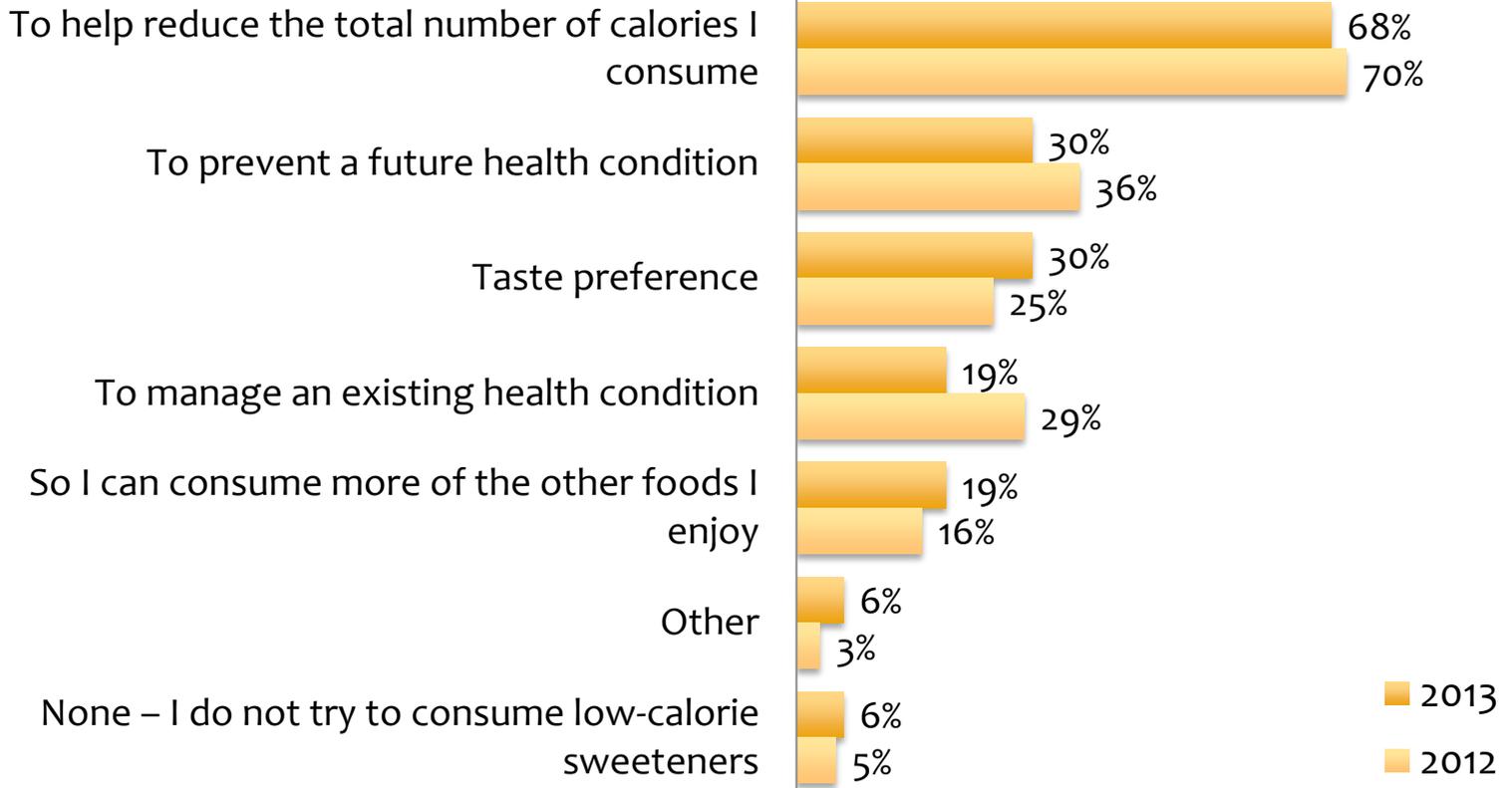
# For those Americans who consume low-calorie sweeteners, reducing total calories is the most common reason.

## What are your reasons for consuming foods or beverages that contain low-calorie sweeteners?

Base: Tries to get as much as possible, a certain amount, or limit low-calorie sweetener consumption

2013 (n=243)

2012 (n=237)





**FUNCTIONAL FOODS**

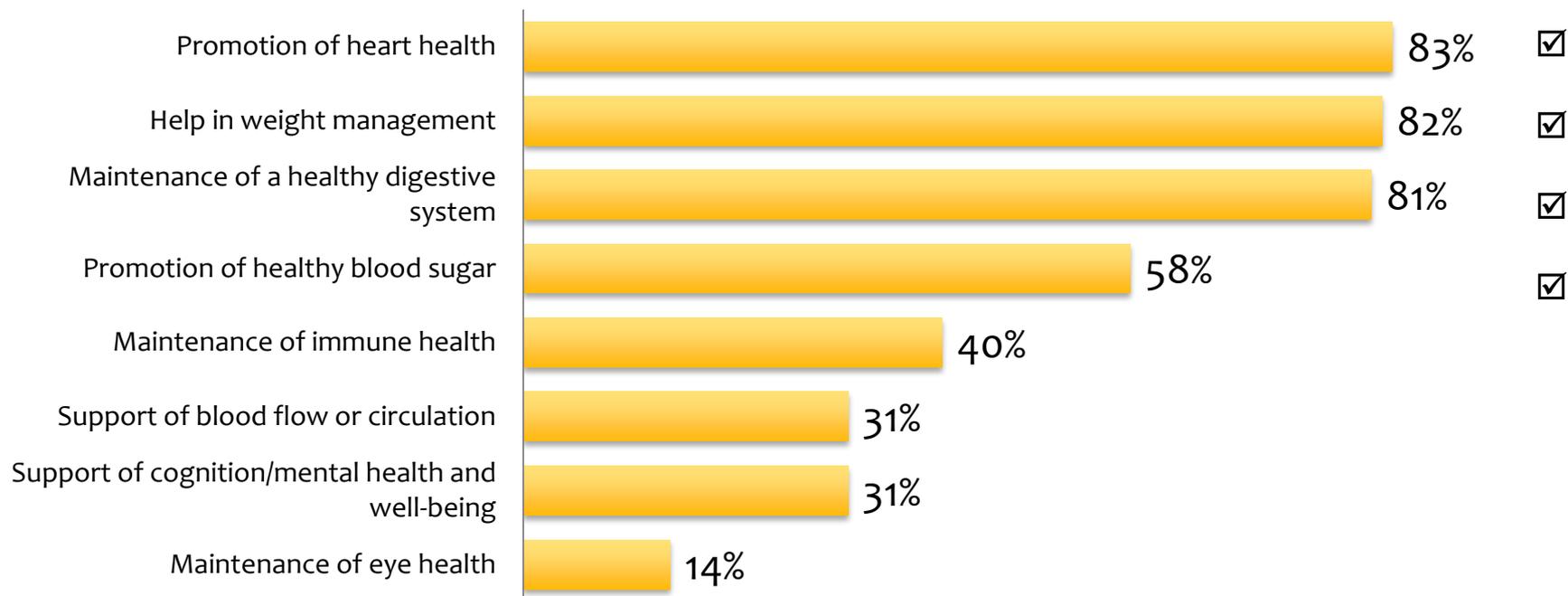
**f**

# Eight out of ten Americans associate whole grains with heart health, weight management benefits, and digestive system health. Six in ten connect whole grains to healthy blood sugar.

To the best of your knowledge, are whole grains associated with...  
(% Yes)

2013 Split sample  
(n=503)

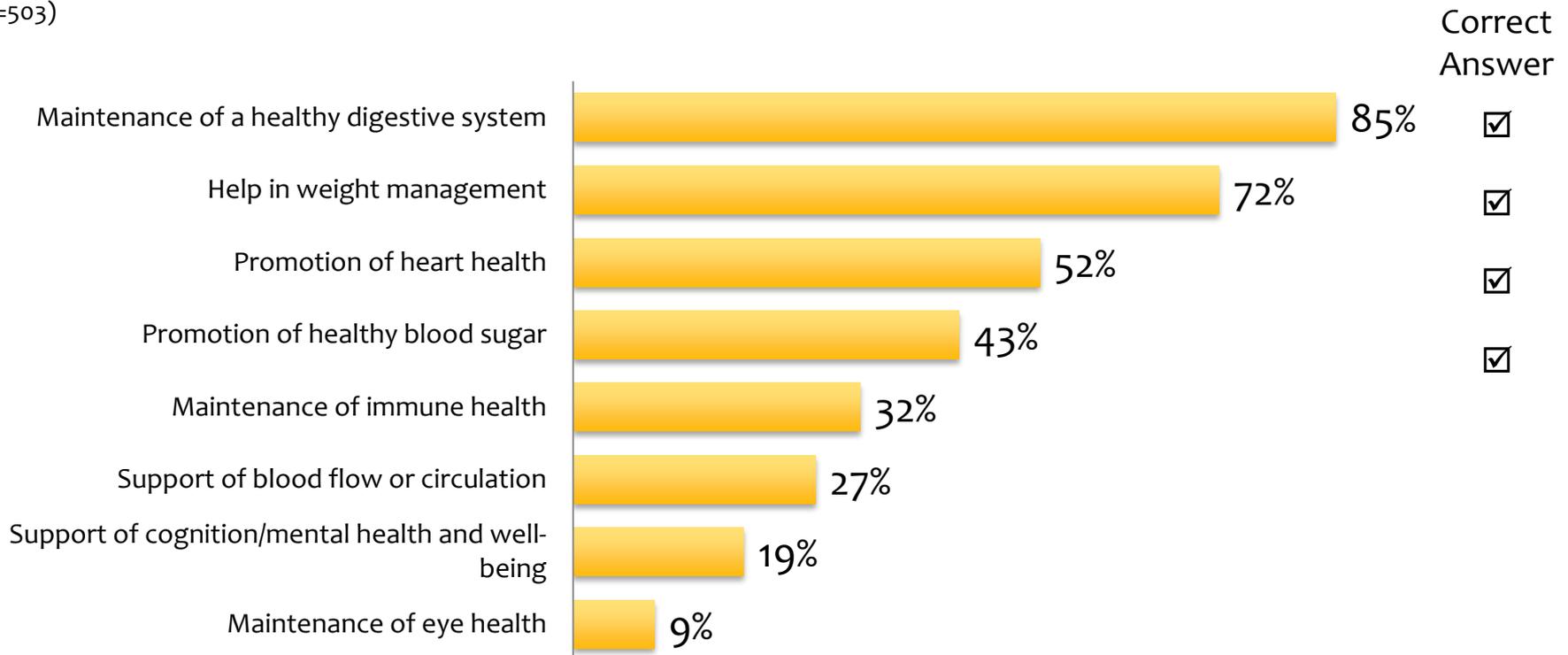
Correct  
Answer



# Americans are more likely to know that fiber is associated with digestive system health and weight management than heart health or healthy blood sugar.

To the best of your knowledge, is dietary fiber associated with...  
(% Yes)

2013 Split sample  
(n=503)



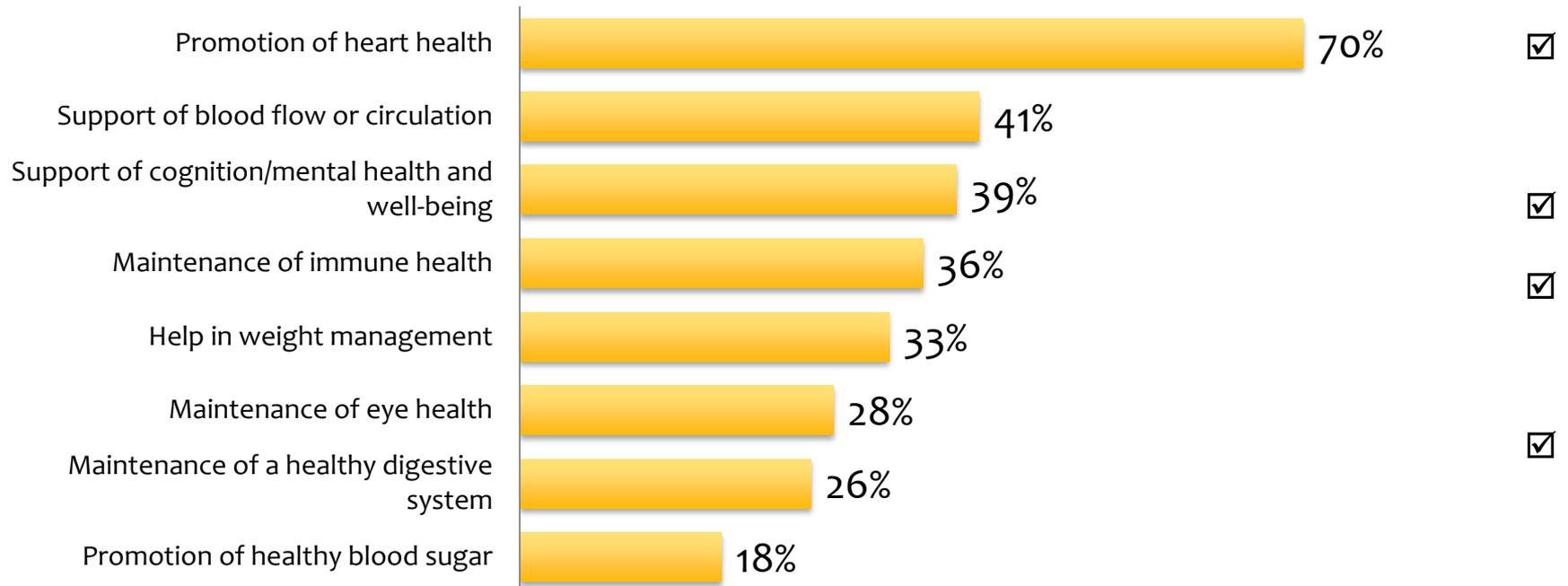
# Seven out of ten Americans are aware that omega-3s can promote heart health. Far fewer know that they can also promote cognition, immune health, and eye health.

To the best of your knowledge, are omega-3s (e.g., DHA, EPA, ALA) associated with...

2013 Split sample  
(n=503)

(% Yes)

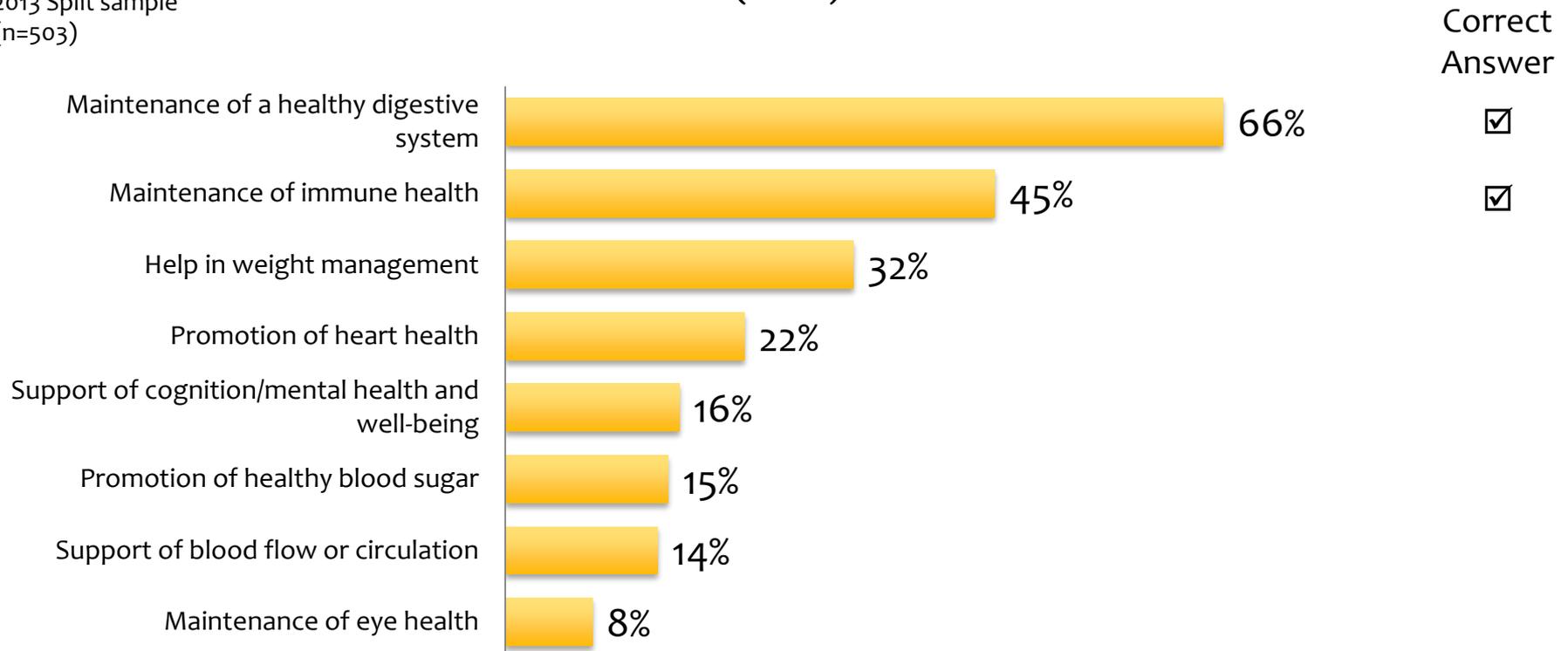
Correct  
Answer



# Two-thirds of Americans draw a link between probiotics and a healthy digestive system. Fewer think they contribute to immune health. Probiotics also have an aura of other perceived benefits.

To the best of your knowledge, are probiotics associated with...  
(% Yes)

2013 Split sample  
(n=503)

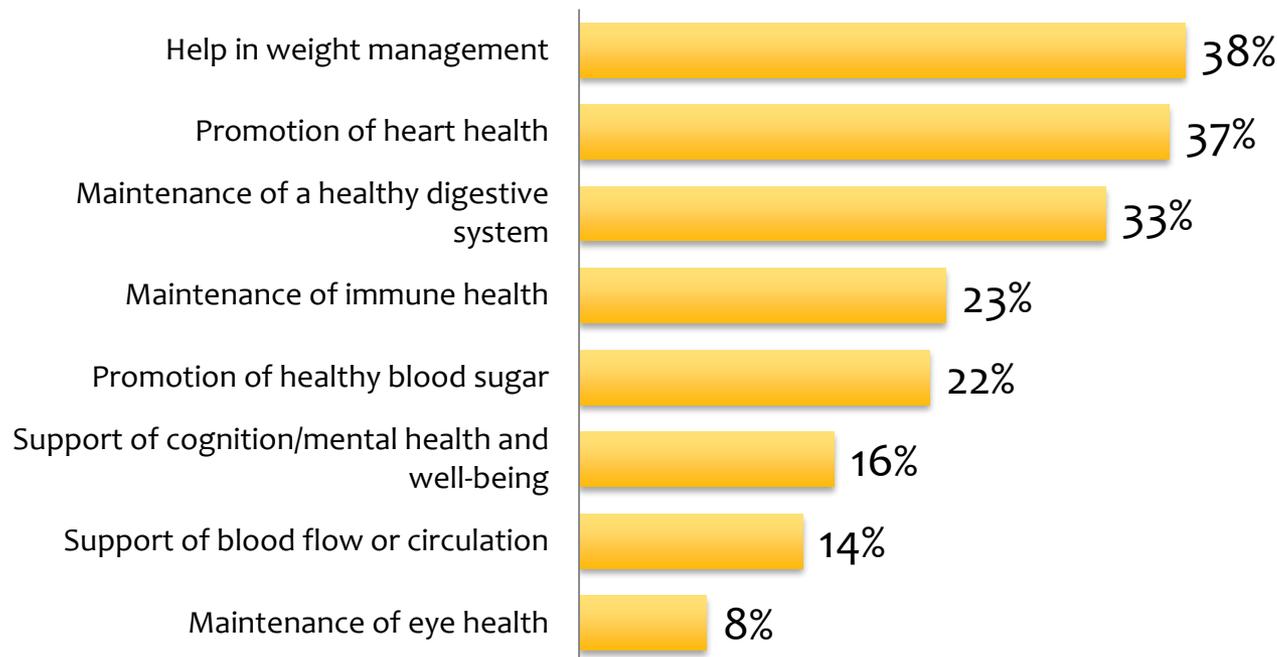


# One-third of Americans know that soy can promote heart health, though just as many incorrectly believe that it is associated with weight management or digestive system functioning.

To the best of your knowledge, is soy associated with...  
(% Yes)

2013 Split sample  
(n=503)

Correct  
Answer

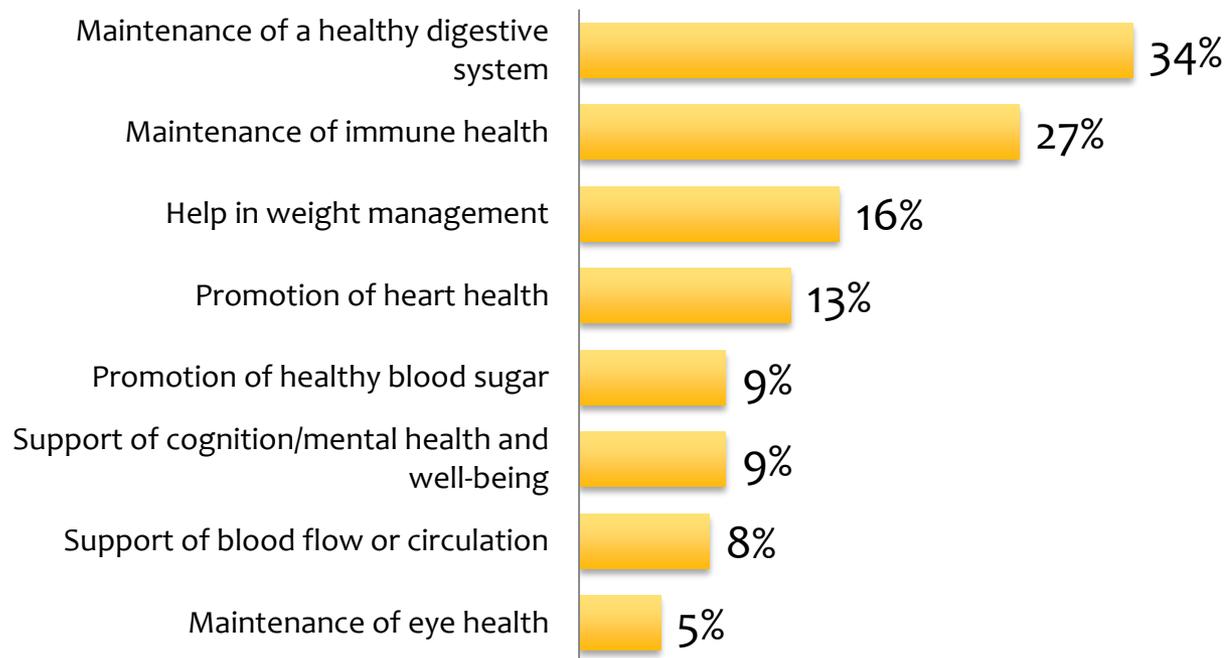


# One-third of Americans associate prebiotics with maintaining a healthy digestive system. One-fourth think they help with immune health.

To the best of your knowledge, are prebiotics associated with...  
(% Yes)

2013 Split sample  
(n=503)

Correct  
Answer

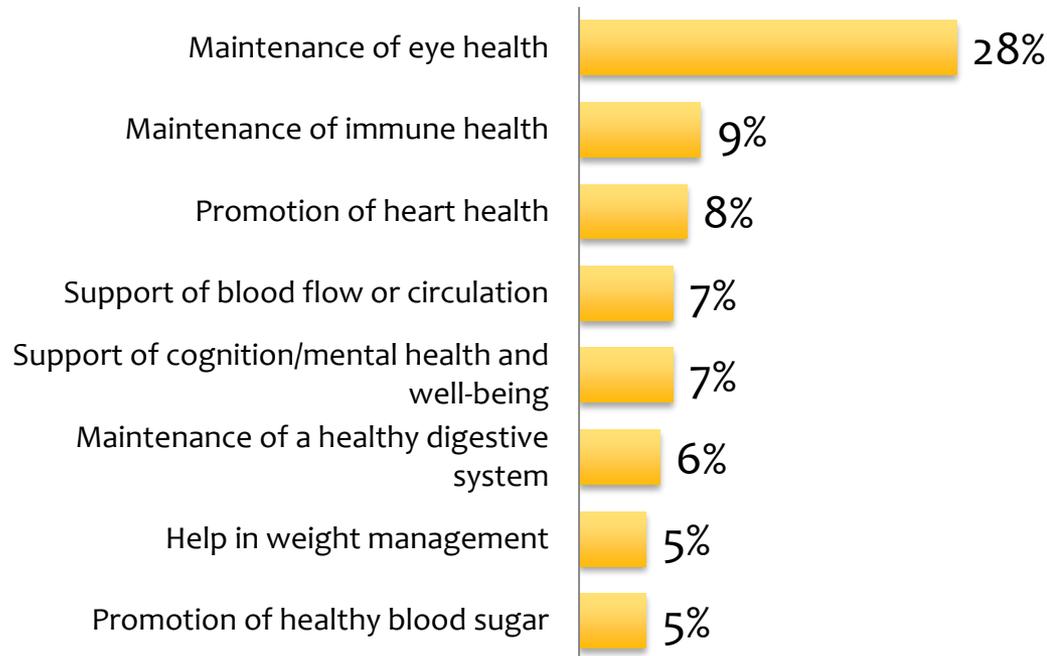


# One out of four Americans associate lutein with eye health, while small proportions think it has other health benefits.

To the best of your knowledge, is lutein associated with...  
(% Yes)

2013 Split sample  
(n=503)

Correct  
Answer

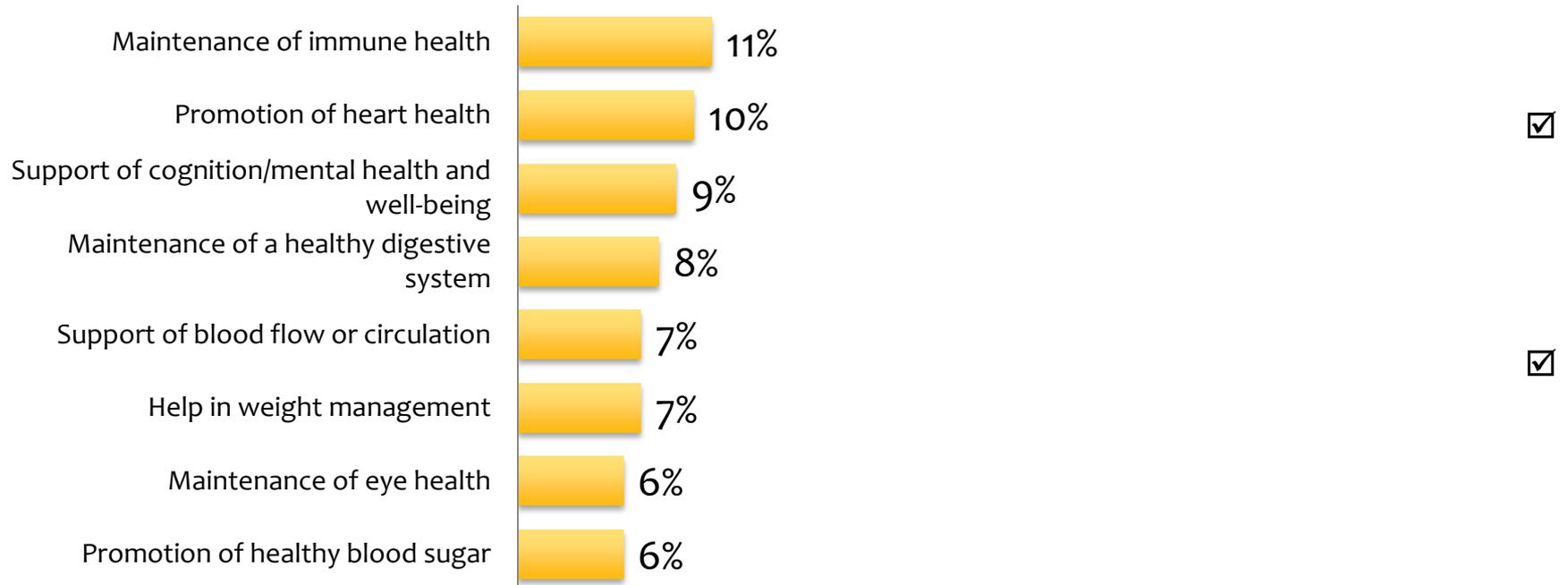


# Only a very small segment of Americans appear to know the benefits of flavonoids.

To the best of your knowledge, are flavonoids associated with...  
(% Yes)

2013 Split sample  
(n=503)

Correct  
Answer





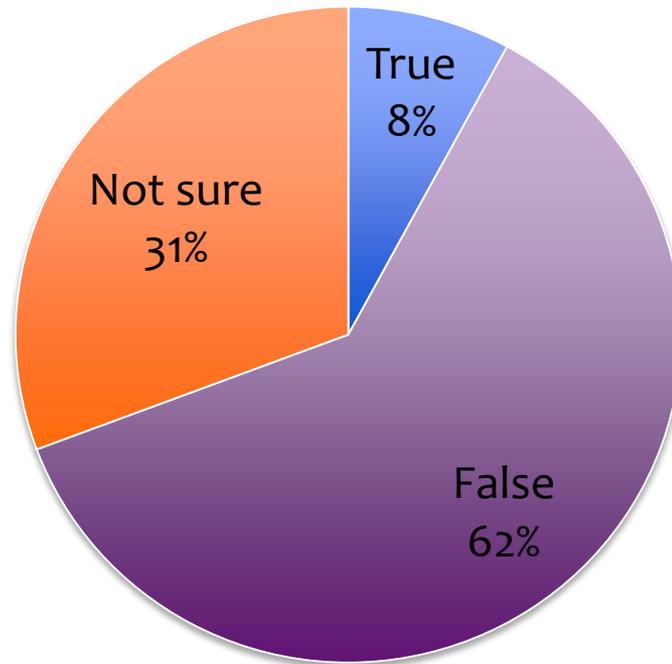
# FOOD ADDITIVES

gg

# Only one in ten Americans believe that man-made food additives have the same properties as their “natural” counterparts.

As far as you know, is the following statement about food additives true or false?  
*Many man-made food additives have the exact same properties as the same additives found in nature.*

2013 All (n=1,006)

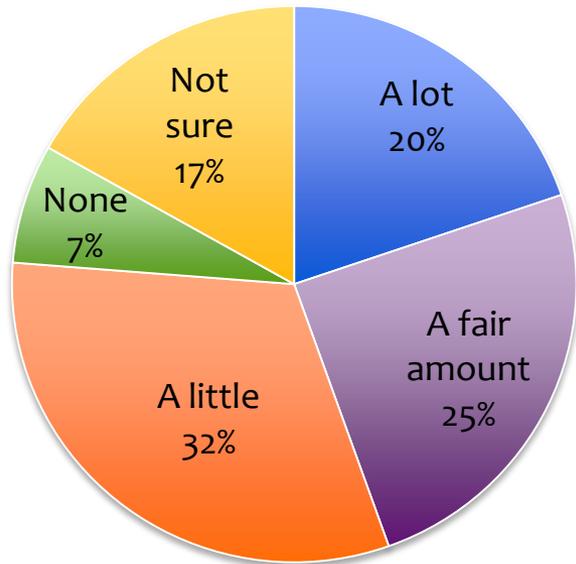


# Consumers are much more likely to believe the government regulates man-made food additives more than naturally-occurring food additives.

How much government regulation, if any, do you believe there is in the following?

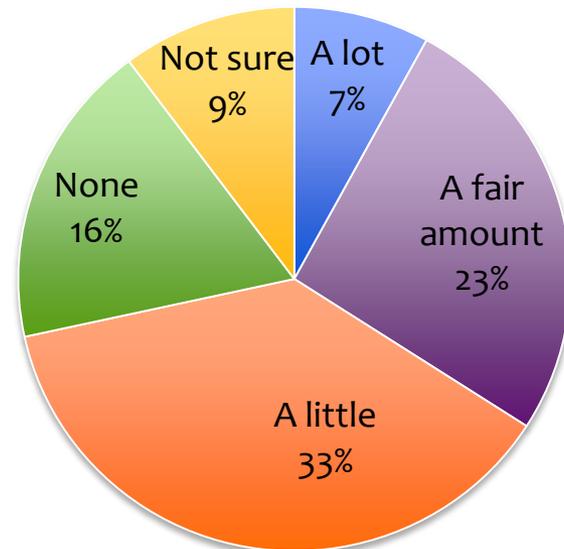
2013 All (n=1,006)

Man-made food additives



45% a fair amount or a lot

Naturally occurring food additives



30% a fair amount or a lot



**FOOD SAFETY**

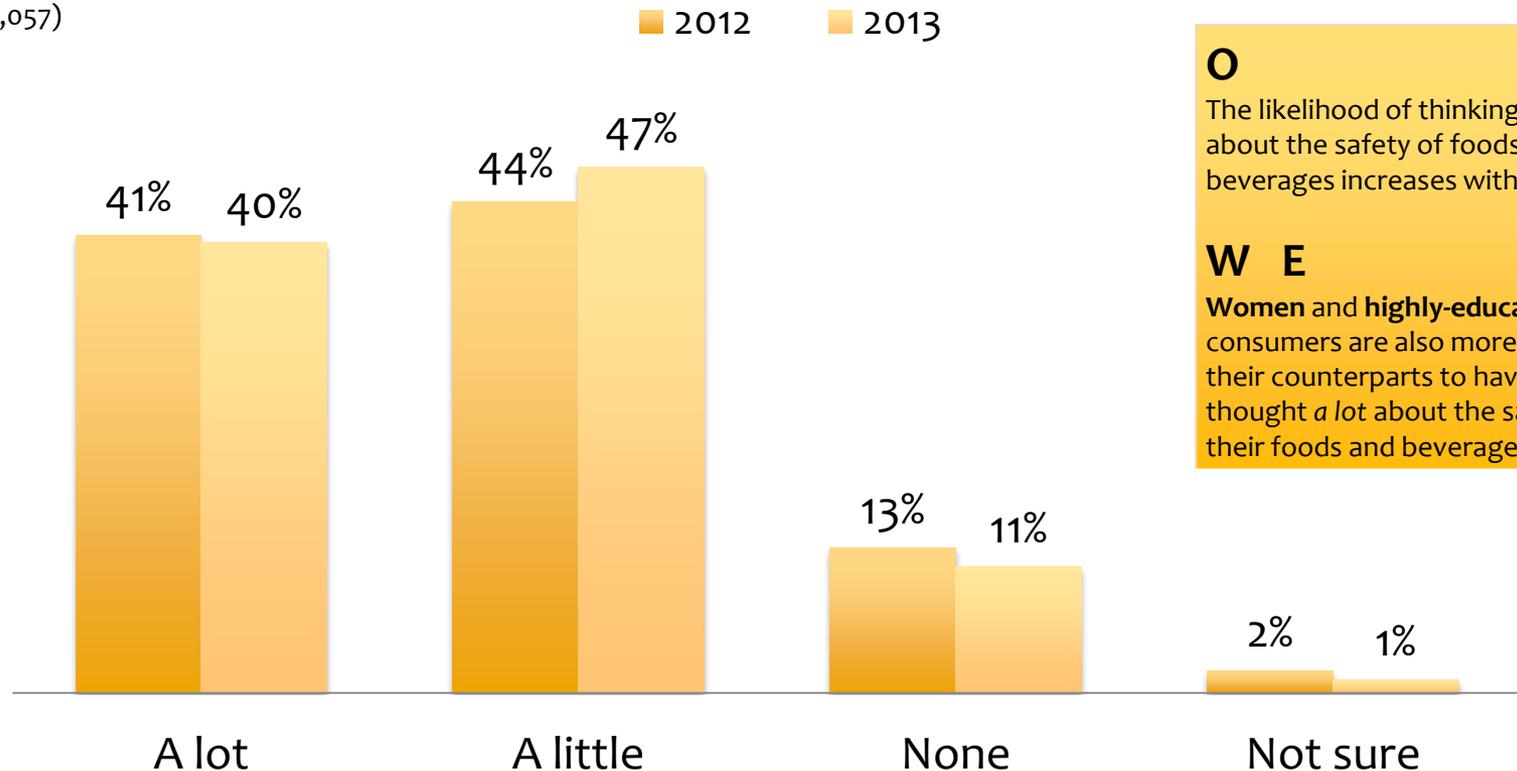
**4**

# Safety of foods and beverages is on the minds of four out of ten Americans *a lot*.

Over the past year, how much thought have you given to the safety of your foods and beverages?

2013 All (n=1,006)

2012 All (n=1,057)



**O**

The likelihood of thinking *a lot* about the safety of foods and beverages increases with age.

**W E**

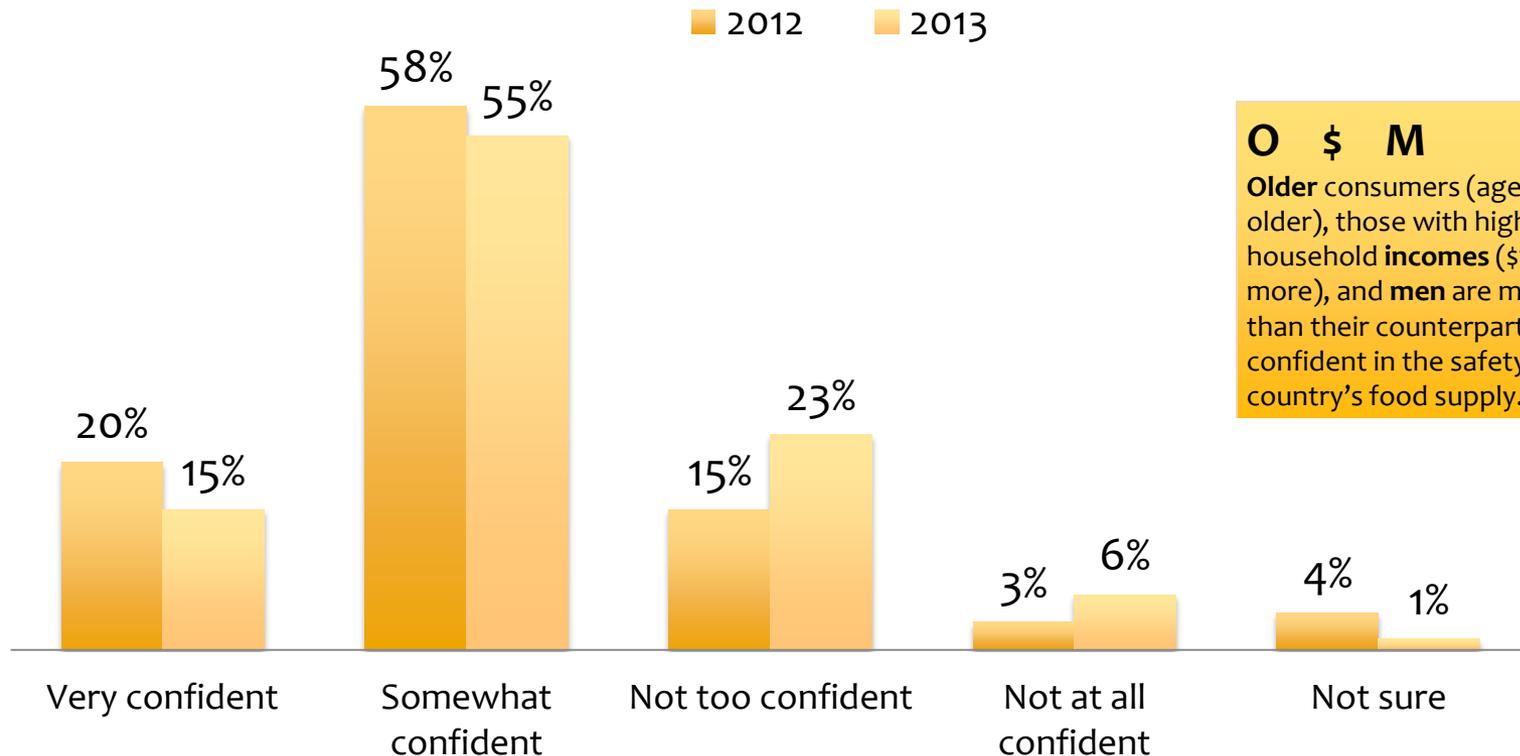
**Women** and **highly-educated** consumers are also more apt than their counterparts to have thought *a lot* about the safety of their foods and beverages.

# Although the large majority of Americans remain confident in the safety of the U.S. food supply, confidence dropped between 2012 and 2013.

Overall, how confident are you in the safety of the U.S. food supply?

2013 All (n=1,006)

2012 All (n=1,057)

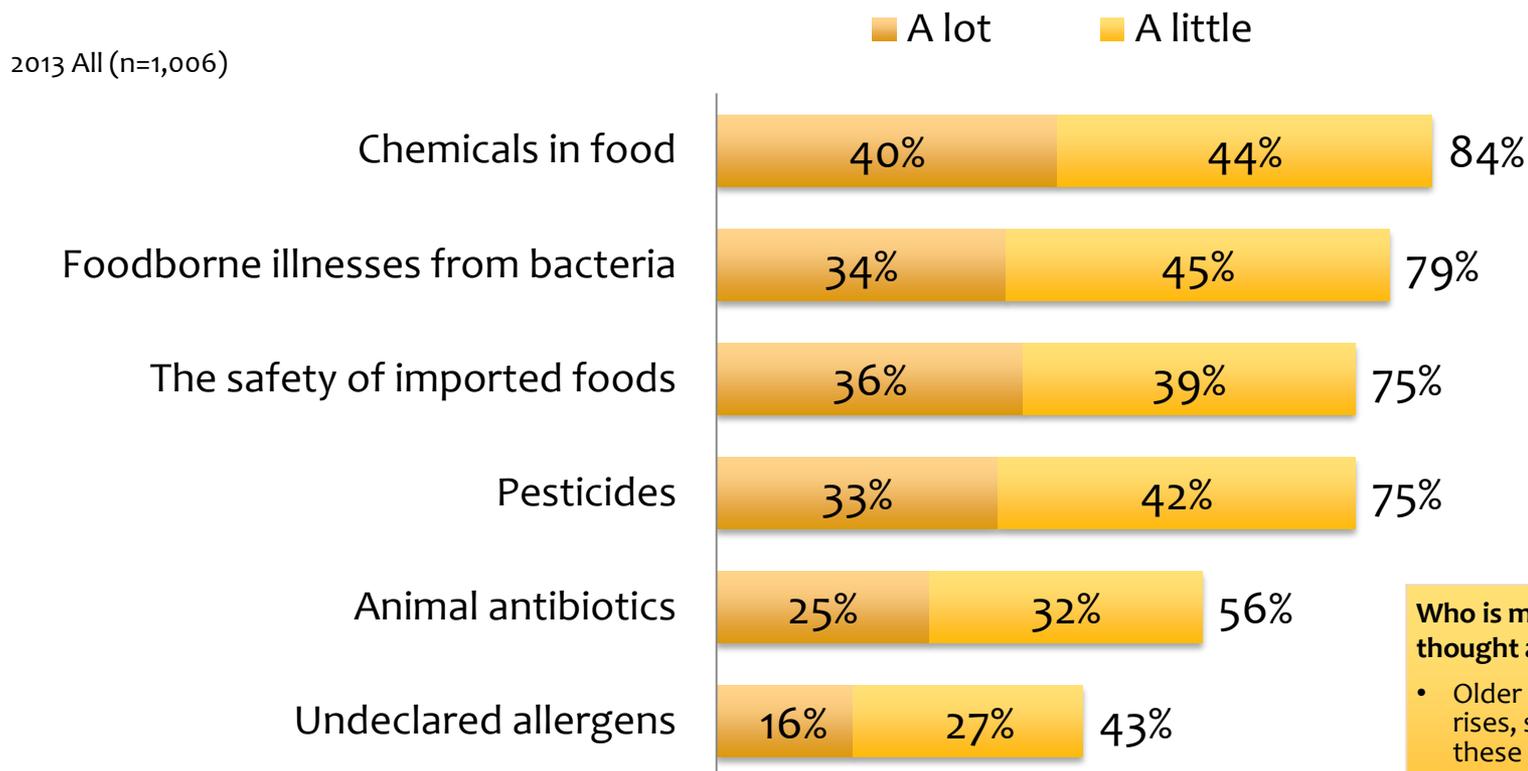


**O \$ M**

**Older** consumers (age 50 or older), those with higher household **incomes** (\$75,000 or more), and **men** are more likely than their counterparts to feel confident in the safety of the country's food supply.

# At least three-fourths of Americans say they give a lot or a little thought to chemicals, pesticides, and bacteria in their food, as well as the safety of imported foods.

Over the past year, how much thought have you given to the following issues?



### Who is more likely to have thought about these issues?

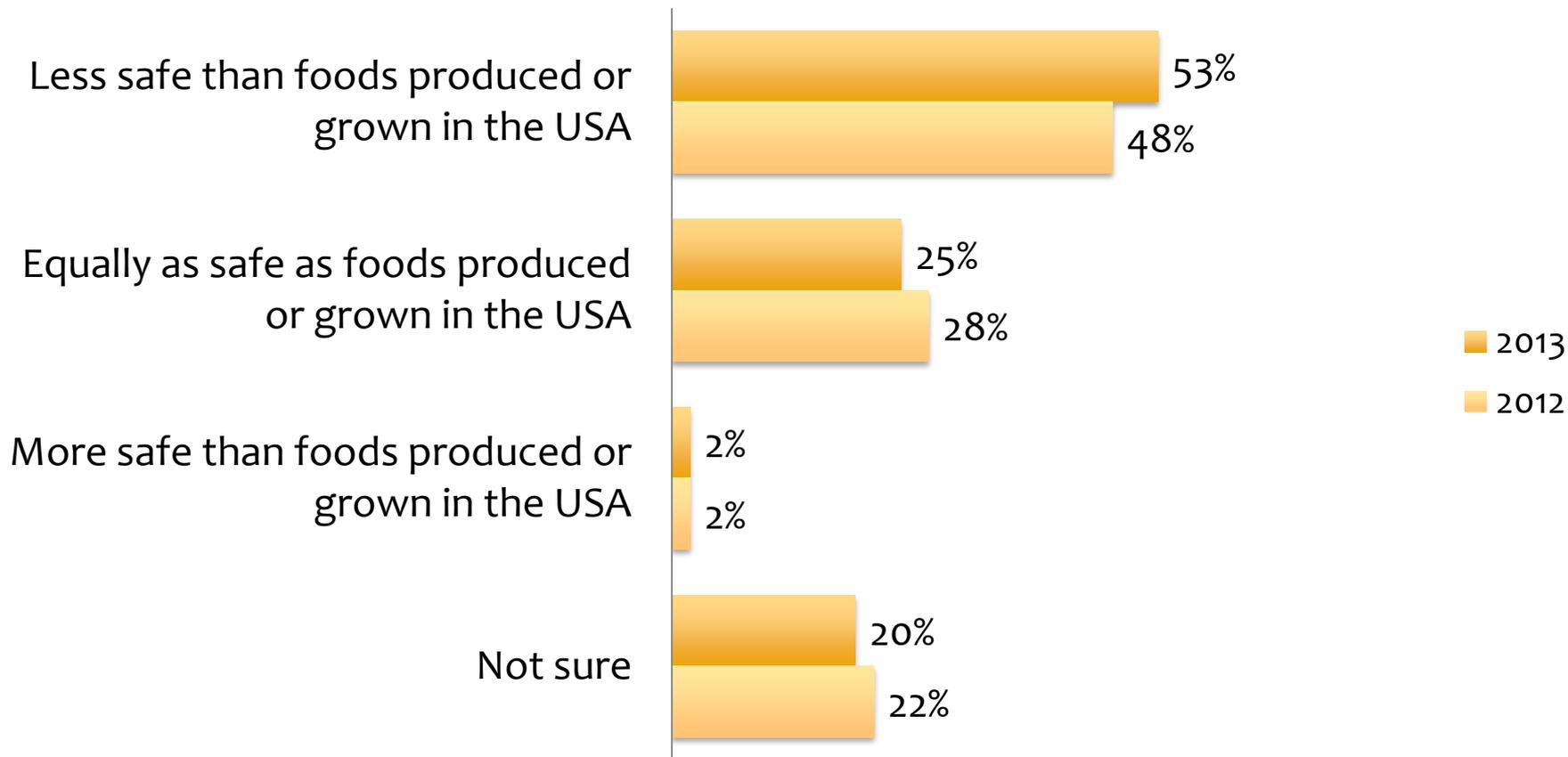
- Older consumers (as age rises, so does thinking about these issues)
- Women
- Highly-educated consumers (college graduates)

# Americans place far more faith in the safety of foods produced or grown in the United States than in imported foods; this contrast is even more pronounced this year.

In general, do you think that imported foods are...?

2013 All (n=1,006)

2012 All (n=1,057)



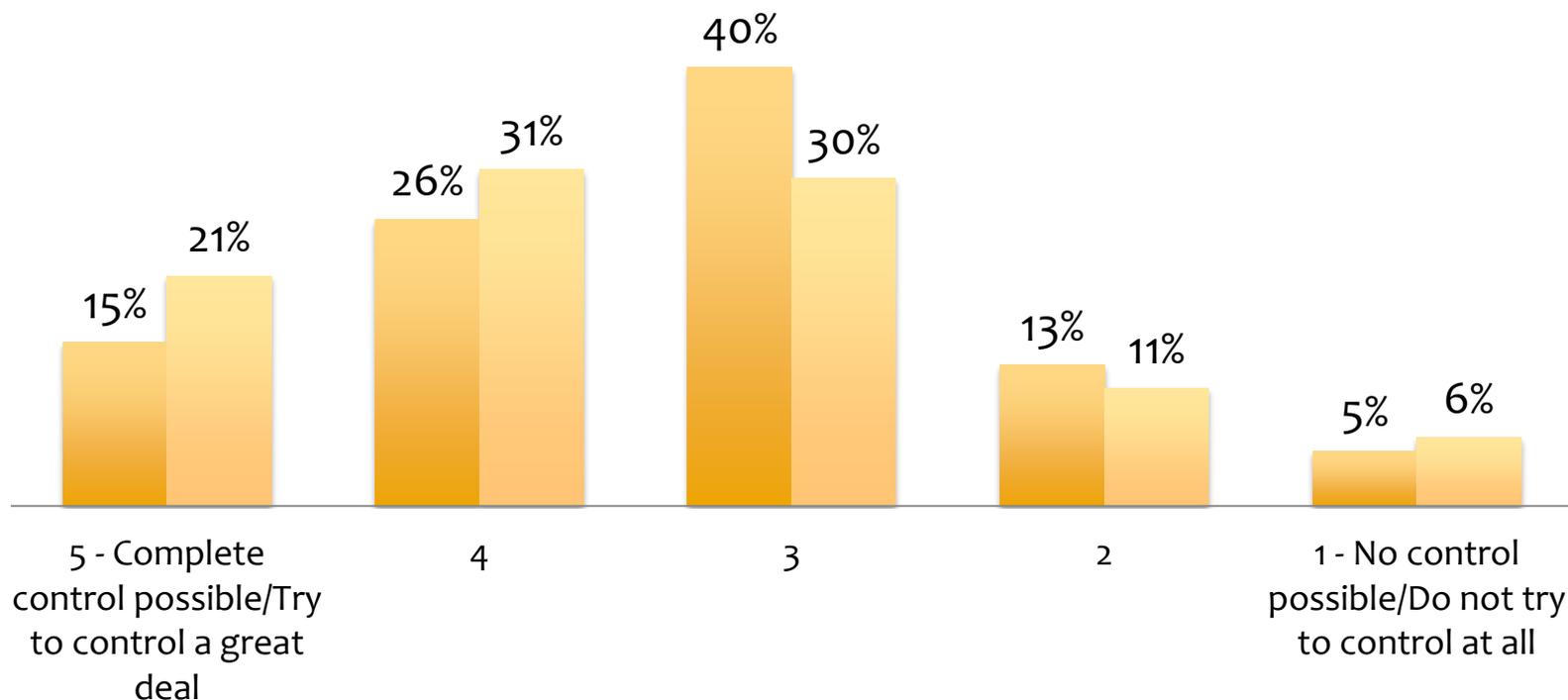
# Only one out of seven Americans believe it is possible to have complete control over the safety of their foods and beverages, but one in five report making the strongest effort to control it.

How much control do you believe it is possible to have...  
How much do you try to control...  
the safety of the foods and beverages you consume?

2013 All (n=1,006)

Amount of control possible

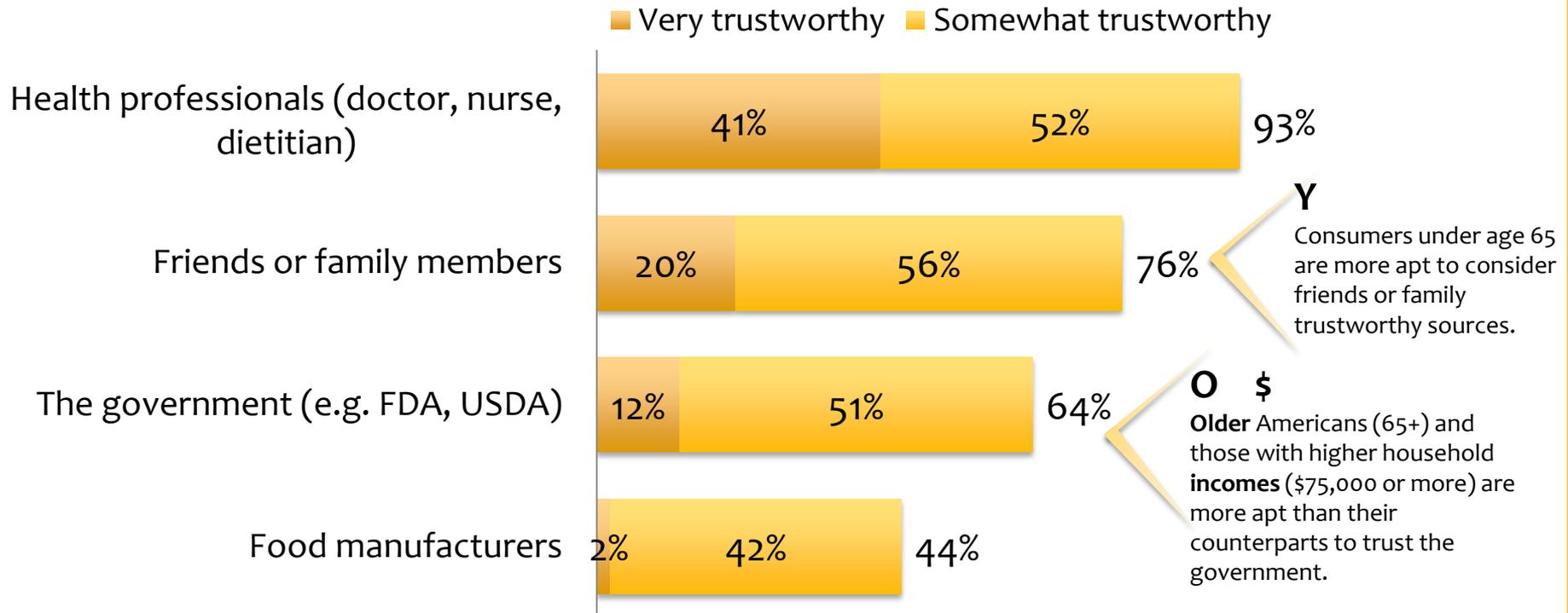
Amount of control attempted



# Health professionals stand out as the most trusted source of food safety information.

In general, how trustworthy, if at all, do you find the following sources to deliver accurate food safety information?

2013 All (n=1,006)

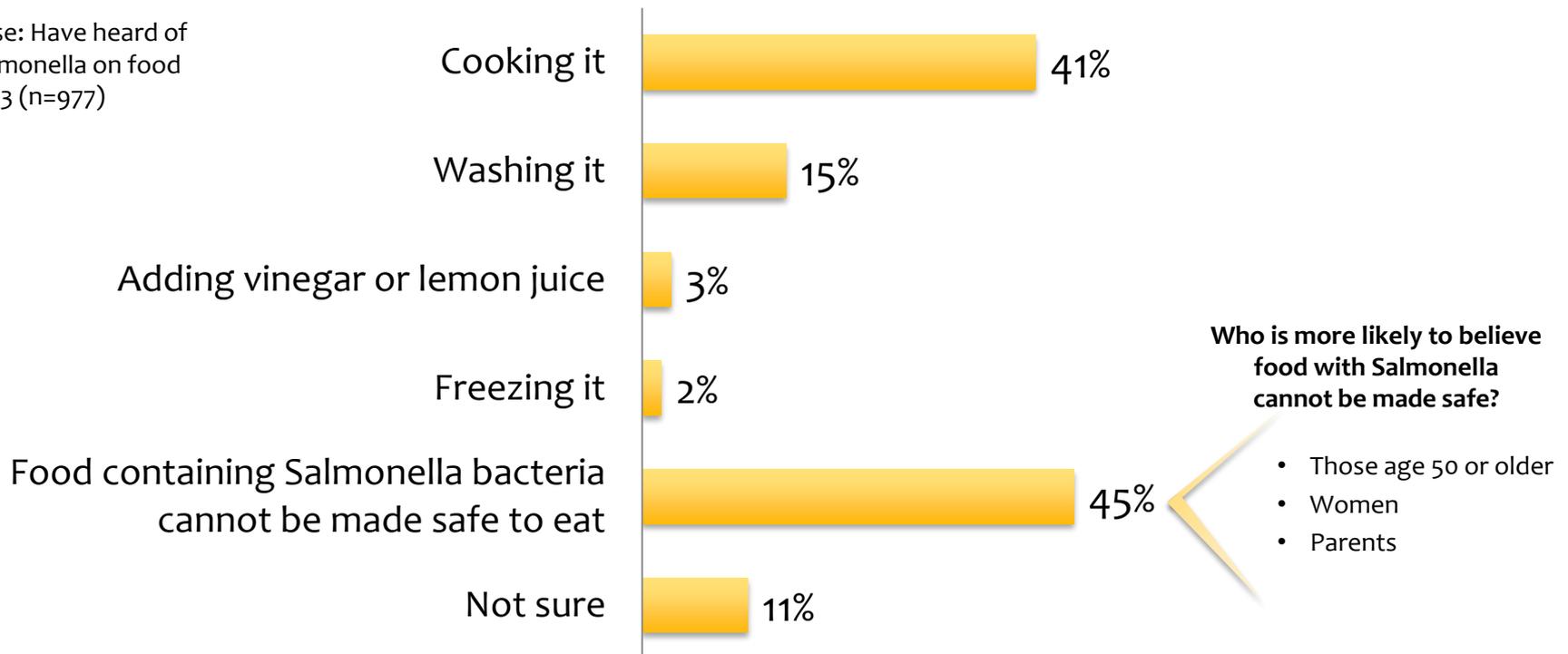


# Almost all have heard of *Salmonella* on food. Nearly half of them believe food containing *Salmonella* cannot be made safe to eat.

97% have heard of *Salmonella* on food

To the best of your knowledge, which of the following would make something safe to eat if it had *Salmonella* bacteria on it?

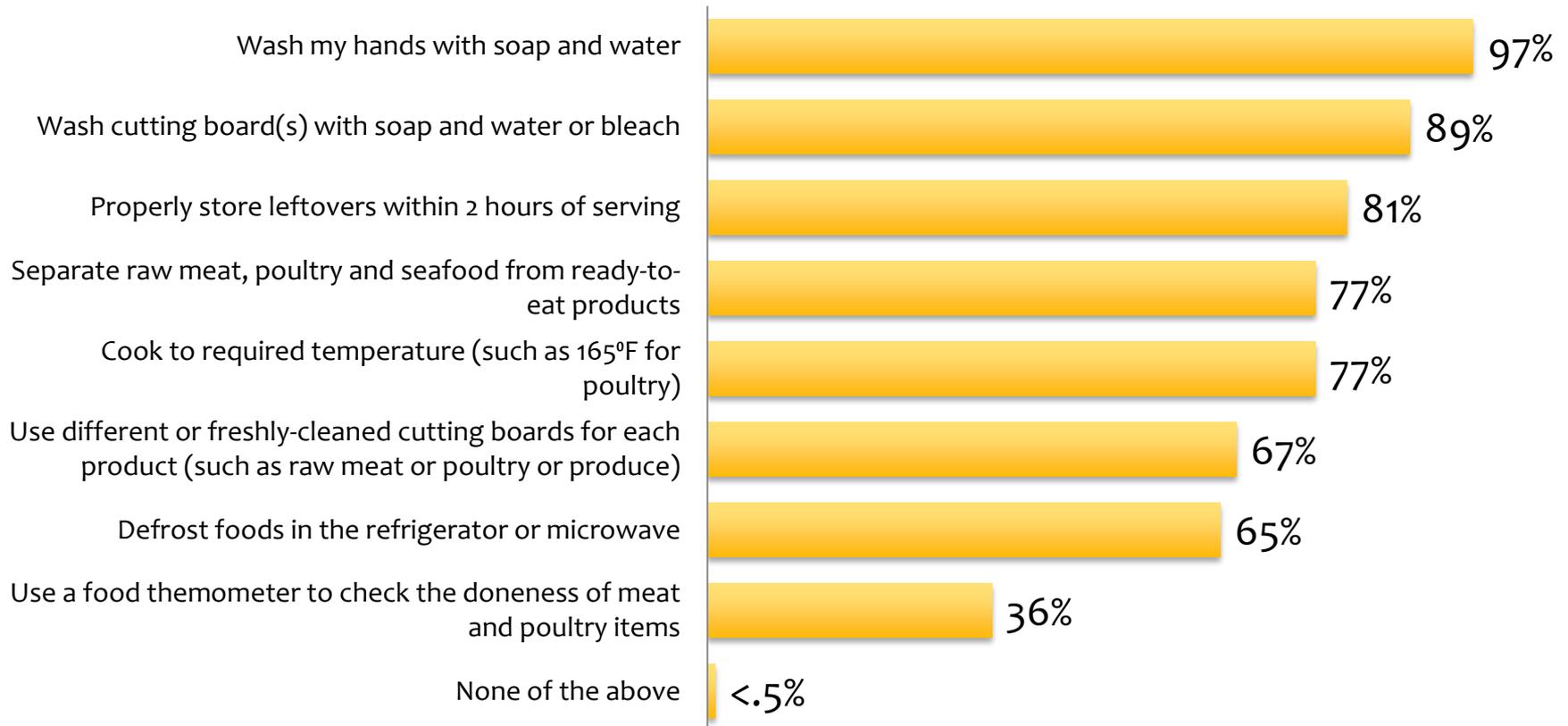
Base: Have heard of *Salmonella* on food 2013 (n=977)



# Americans commonly take a variety of actions to achieve food safety—especially washing their hands and cutting boards.

Which of the following actions do you perform regularly when cooking, preparing, and consuming food products?

2013 All (n=1,006)

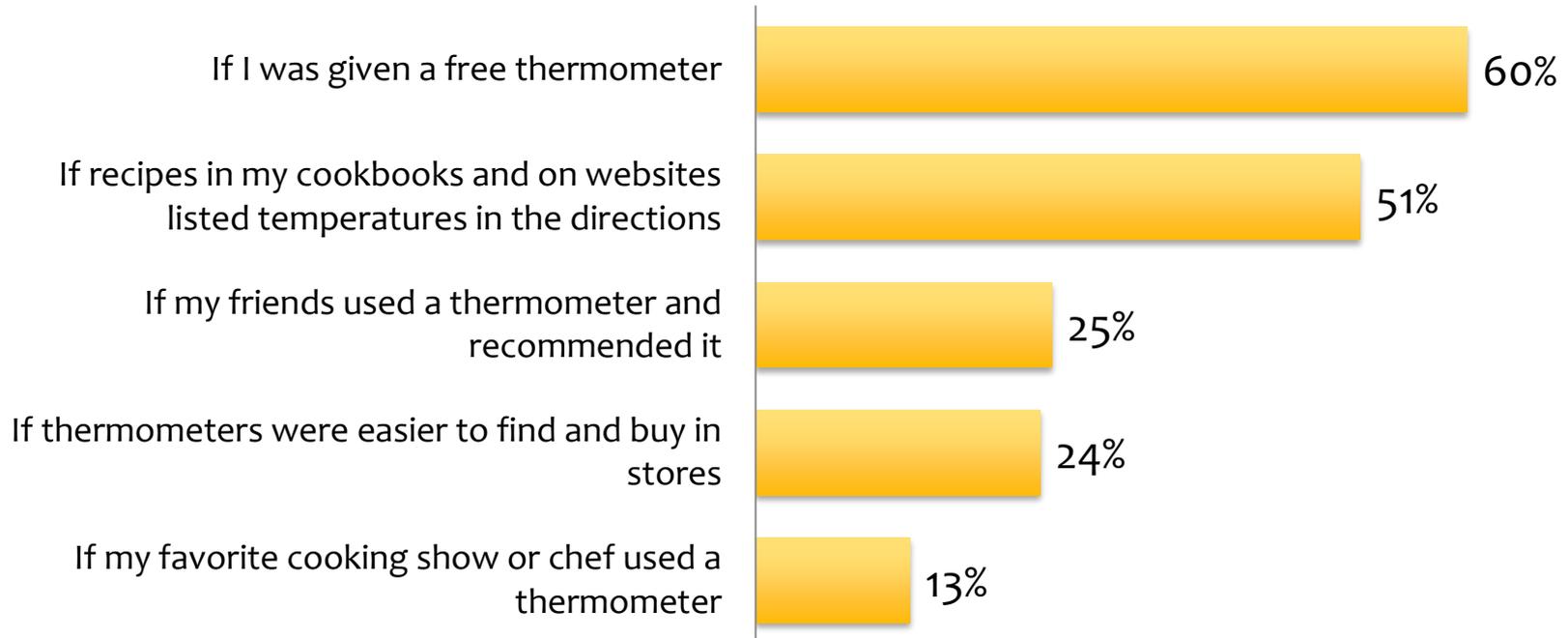


# Offering free thermometers and highlighting required temperatures in recipes would be the most effective way to increase food thermometer usage.

Which of the following, if any, would encourage you to use a food thermometer more often than you do?

Base: Not currently using a food thermometer  
2013 (n=643)

(% Yes)





**SUSTAINABILITY**

**5**

# One in five Americans say they have given a lot of thought to the sustainability of their foods and beverages.

Over the past year, how much thought have you given to whether your foods and beverages are produced in a sustainable way?

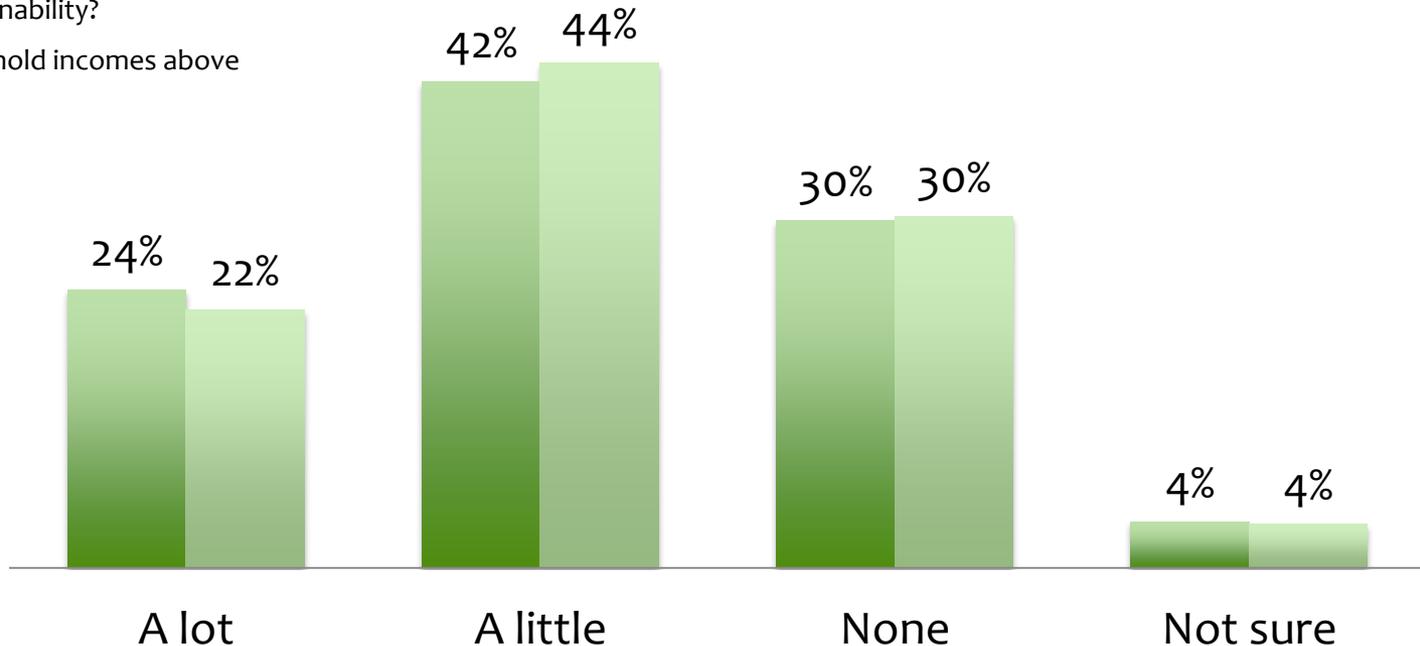
2013 All (n=1,006)

2012 All (n=1,057)

■ 2012 ■ 2013

Who is more likely to have given thought to sustainability?

- Those with household incomes above \$35,000
- Women

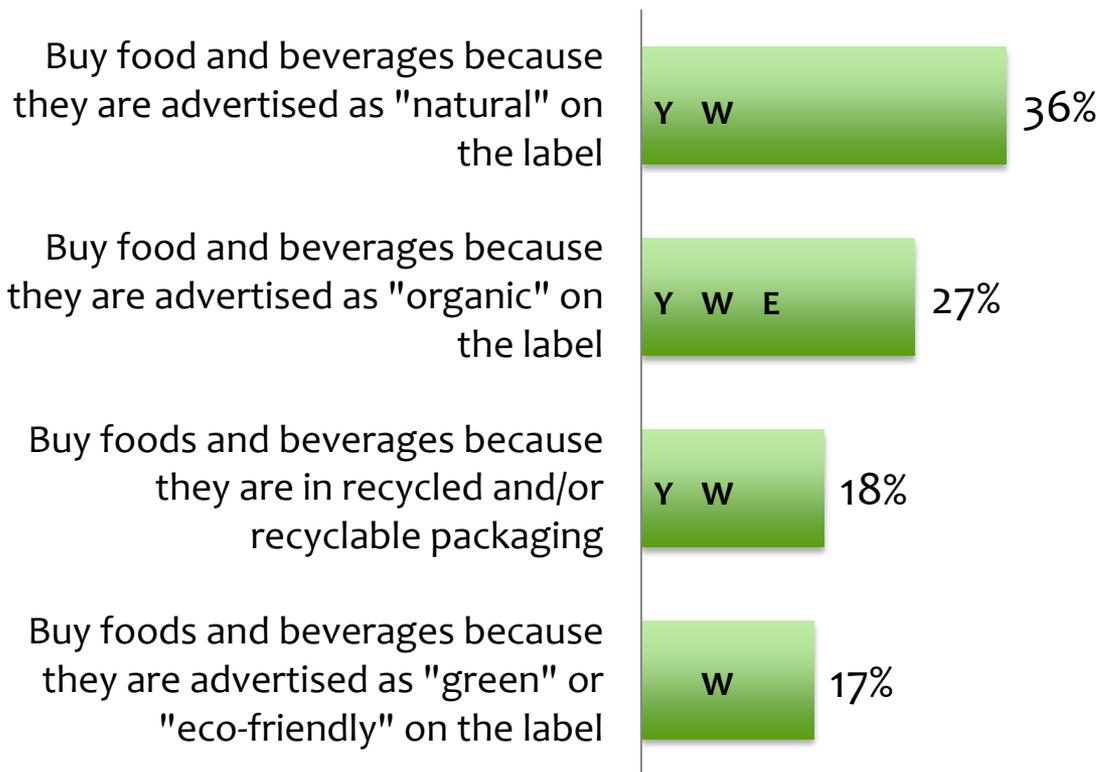


# The minority of consumers report regularly buying products because they are advertised as “natural” or “organic” on the label.

Which of the following, if any, do you do on a regular basis (that is, most times when you shop for food and beverages)?

(% Yes)

2013 All (n=1,006)

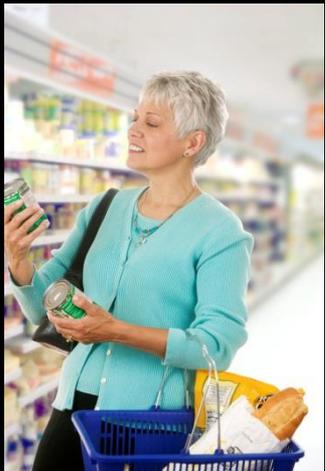


**W Y**

**Women** and **younger** consumers (18-34 year olds) are especially likely to have purchased foods or beverages for several of these reasons.

**E**

Highly **educated** consumers (college grads) are more apt to have purchased organic.



## Demographic Profile of Respondents



# Respondents mirror the U.S. distribution of age, gender, education, and race/ethnicity for 18- to 80-year-olds.

Age	(n=1,006 )	Gender	(n= 1,006)
18 to 34 years old	31%	Male	49%
35 to 49 years old	27	Female	51
50 to 64 years old	26		
65 to 80 years old	15		
Education		Race/Ethnicity	
Less than high school	2%	White (Non-Hispanic)	71%
Graduated high school	40	Hispanic/Latino/Spanish descent	15
Some college (no degree)	21	Black or African American	13
Associates degree or technical or vocational school	8	Asian or Pacific Islander	6
Bachelor's degree	19	American Indian or Alaskan Native	1
Graduate/Professional work or degree	10	Other	1
Children Under 18 in Household		Marital Status	
0 to 2 years old	7%	Married	55%
3 to 6 years old	10	Single	24
7 to 12 years old	12	Divorced	10
13 to 17 years old	13	Living with partner	7
There are no children under 18 in my household	69	Widowed	3
Prefer not to say	2	Other	<.5
		Prefer not to say	1

## The mix of respondents also reflects the U.S. regional distribution.

Region	(n=1,006)
Northeast	18%
Midwest	22
South	37
West	23
Household Income	
Less than \$35,000	17%
\$35,000 to less than \$50,000	16
\$50,000 to less than \$75,000	20
\$75,000 to less than \$100,000	16
\$100,000 or more	20
Don't know	1
Prefer not to answer	10

Medical Conditions	(n=1,006)
High blood pressure	26%
High cholesterol	19%
Heart disease	3%
Diabetes	7%
Overweight/obesity	6%
Stress/anxiety/depression	11%
Osteoporosis	3%
Cancer	1%
AD/HD	1%
Stroke	<.5%
None of the above	56%