

# WHAT'S YOUR **HEALTH** WORTH?



INTERNATIONAL  
FOOD INFORMATION  
COUNCIL FOUNDATION

FOOD & HEALTH SURVEY 2015



# Background & Methodology

- This report presents the results of an online survey of 1,007 Americans ages 18 to 80.
- 2015 marks the 10<sup>th</sup> anniversary of the Food & Health Survey, allowing for trend analysis for many questions.
- Fielding took place from March 13 to March 26, 2015.
- The duration of the survey was 29 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 2014 Current Population Survey. Specifically, they were weighted by age, education, gender, race/ethnicity, and region.
- The survey was conducted by Greenwald & Associates, using ResearchNow's consumer panel.

# HEALTH & DIET

A photograph of three young adults, two men and one woman, smiling and eating together. The woman in the center is holding a piece of food, possibly a taco or a sandwich, and is about to take a bite. The man on the left is also smiling and looking towards the right. The man on the right is partially visible, also smiling. They are all wearing casual clothing. The background is slightly blurred, suggesting an indoor setting like a kitchen or a dining area.

[foodinsight.org](http://foodinsight.org)

Consistent with previous years, more than half of Americans rate their own health as excellent or very good.

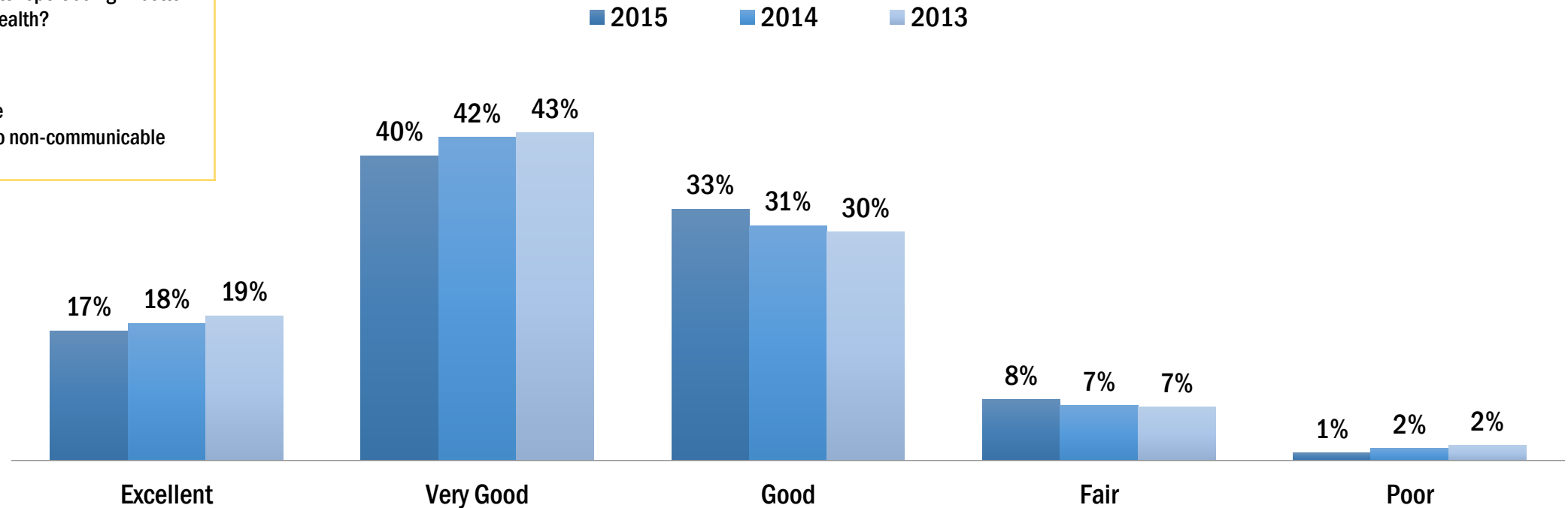
How would you describe your own health in general?

**57%**

**ARE IN EXCELLENT/VERY GOOD HEALTH**

Who is more likely to report being in better health?

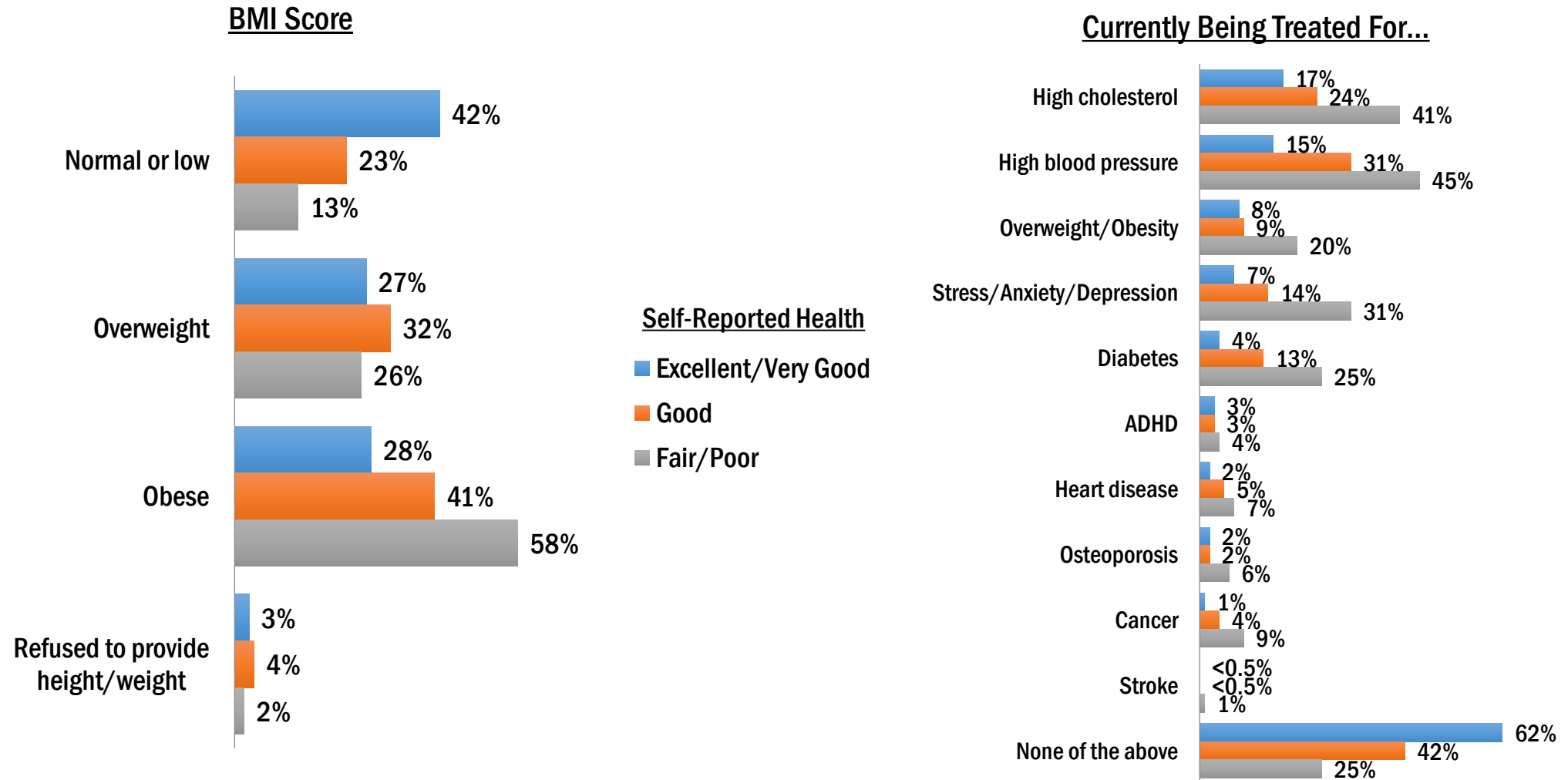
- College grads
- Women
- Higher income
- Lower BMI, no non-communicable diseases



2015 n=1,007; 2014 n=1,005; 2013 n=1,006

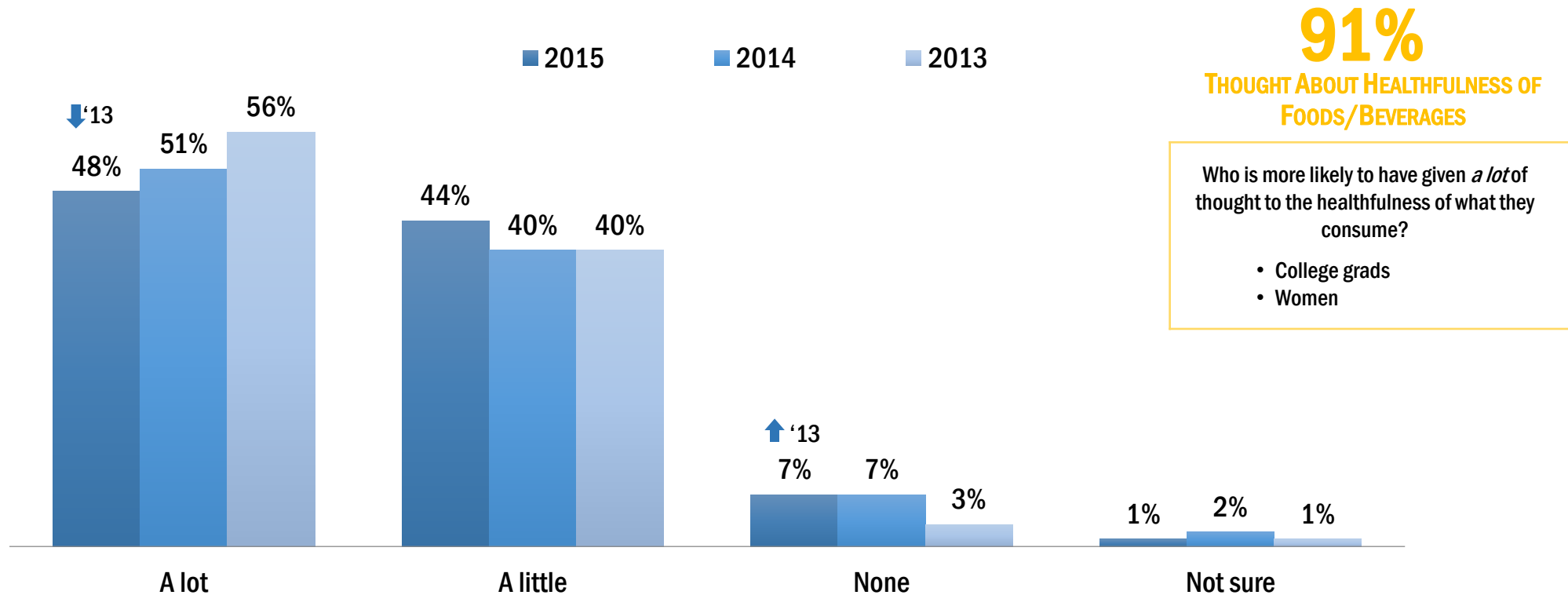
Arrows indicate significant (.95 level) differences vs. prior years

Over half of Americans who see themselves as in excellent or very good health are overweight or obese.



In 2015, almost half of all Americans have given a lot of thought to the healthfulness of 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?

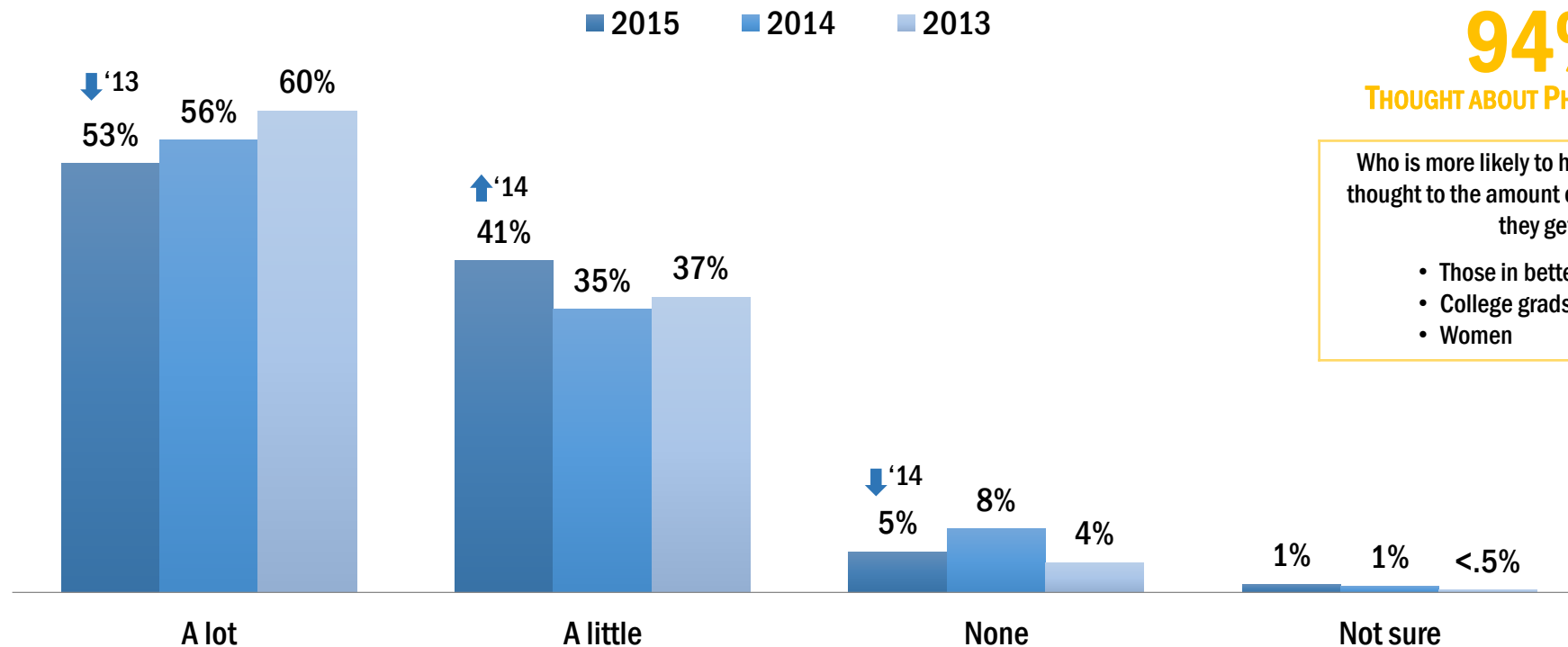


2015 n=1,007; 2014 n=1,005; 2013 n=1,006

Arrows indicate significant (.95 level) differences vs. prior years

Roughly half of all Americans have given a lot of thought to the amount of physical activity they get. Compared to 2014, fewer now say they have given no thought to their physical activity.

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



94%

THOUGHT ABOUT PHYSICAL ACTIVITY

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

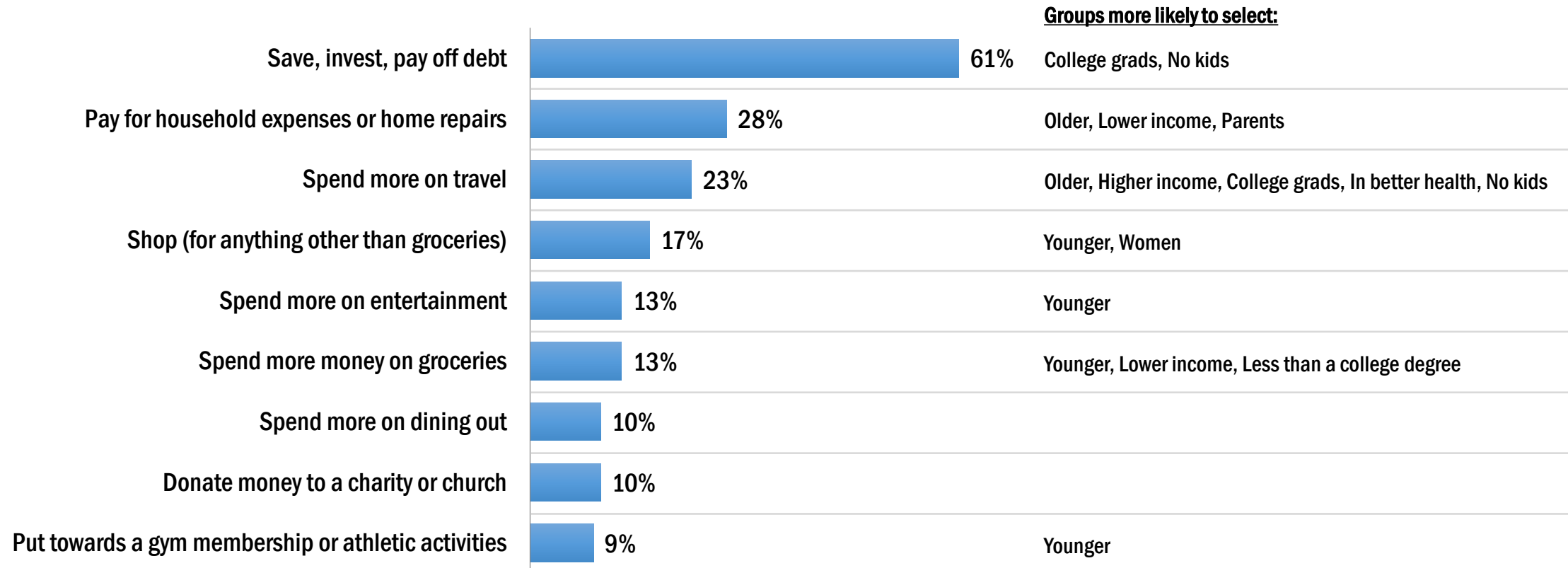
- Those in better health
- College grads
- Women

2015 n=1,007; 2014 n=1,005; 2013 n=1,006

Arrows indicate significant (.95 level) differences vs. prior years

If given an extra \$100 every month, six in ten Americans would save it, invest it, or pay off debt. No more than 13% would apply the extra money to any of the food or health options.

If you had an extra \$100 to spend every month, what would you likely do with that money? *(Please select up to 3 options.)*

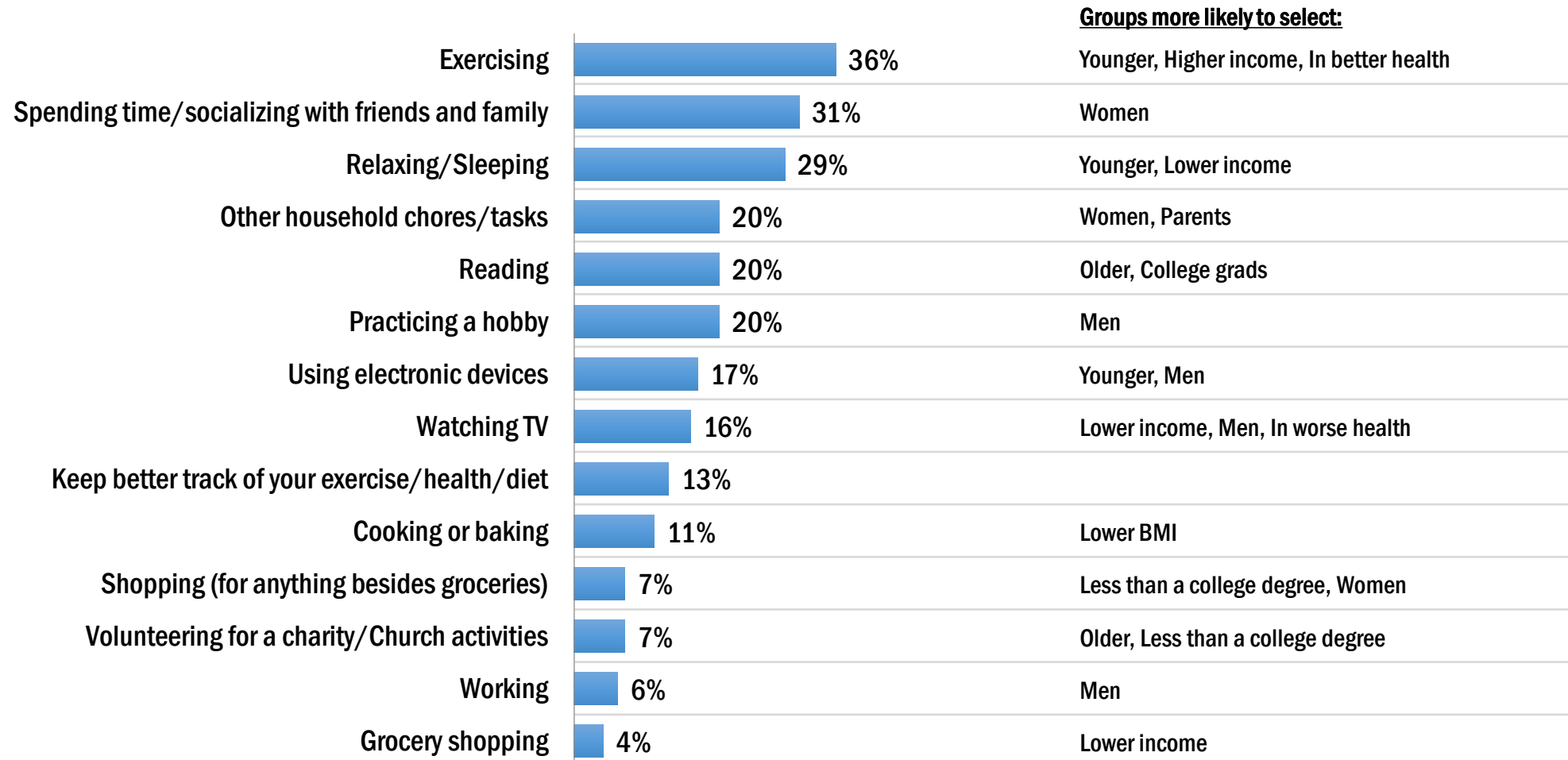


2015 n=1,007



If Americans had an extra 4 hours every week, most say they would exercise or spend time with friends and family. Only about one in ten would spend any of the time cooking or tracking their activity/diet.

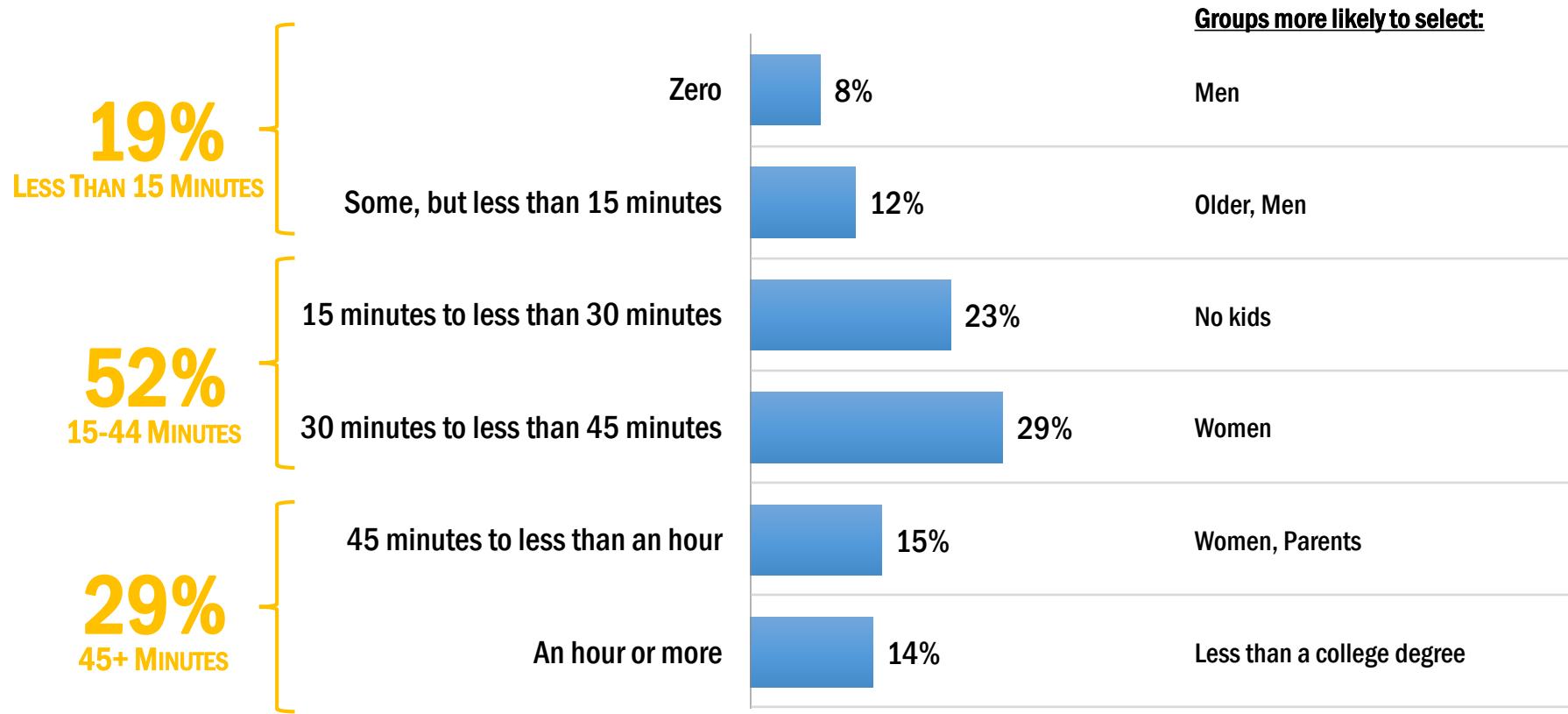
If you suddenly had an extra 4 hours every week, how would you likely spend that time? *(Please select up to 3 options.)*



2015 n=1,007

One in five Americans spends less than 15 minutes cooking or preparing dinner on the average weekday.

How much time do you personally spend cooking or preparing dinner on the average weekday?



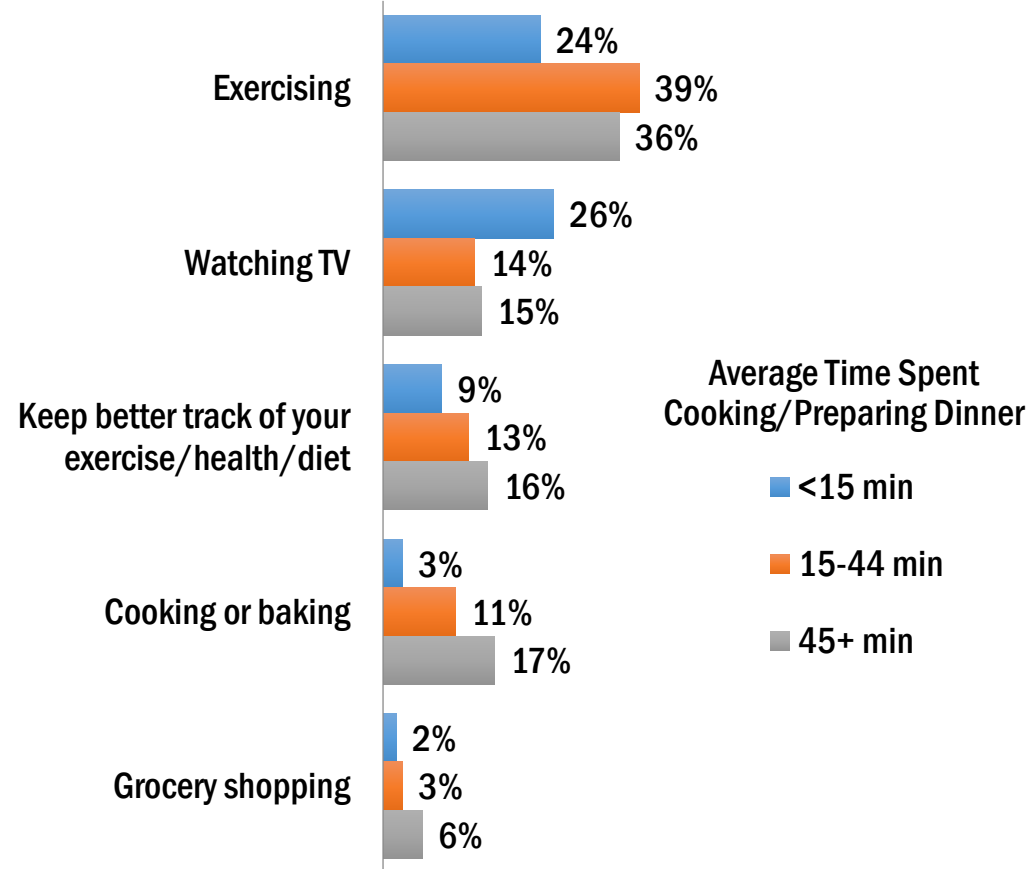
PERCENT SPENDING AN HOUR OR MORE

Race/Ethnicity	
White, non-Hispanic	10%
Hispanic	25%
African American	18%

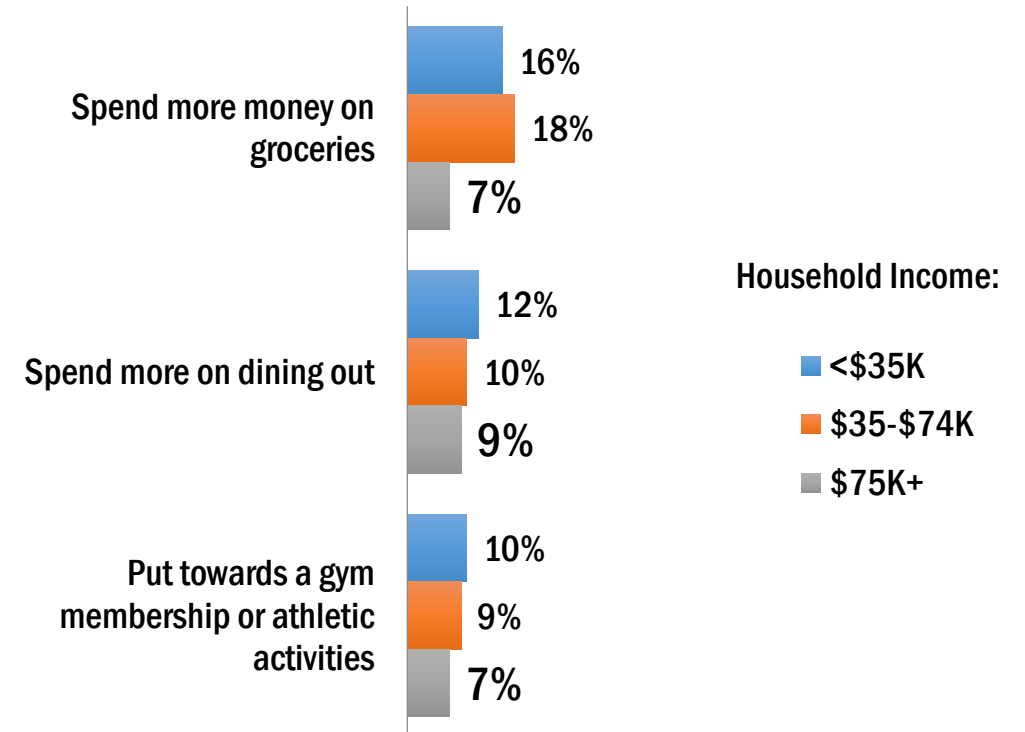
2015 n=1,007

Those who already spend more time cooking/preparing dinner are the ones who are more likely to use their *extra time* on food/diet related activities. Lower income consumers are more likely to spend extra money on groceries.

If you suddenly had an extra 4 hours every week, how would you likely spend that time? *(Please select up to 3 options.)*



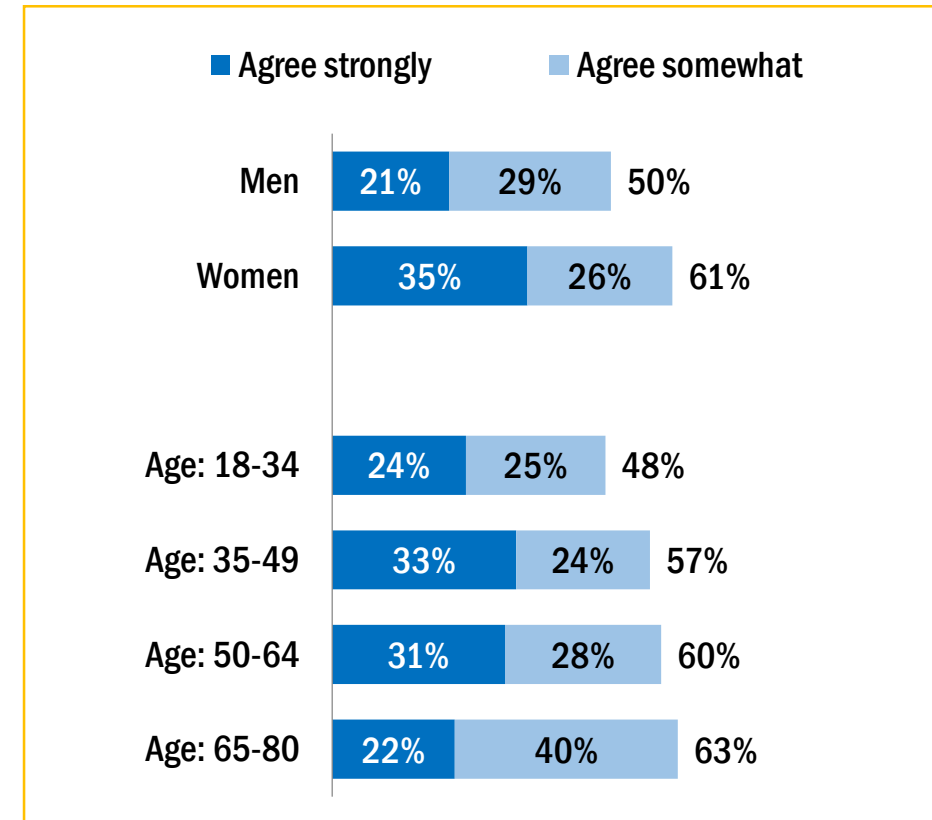
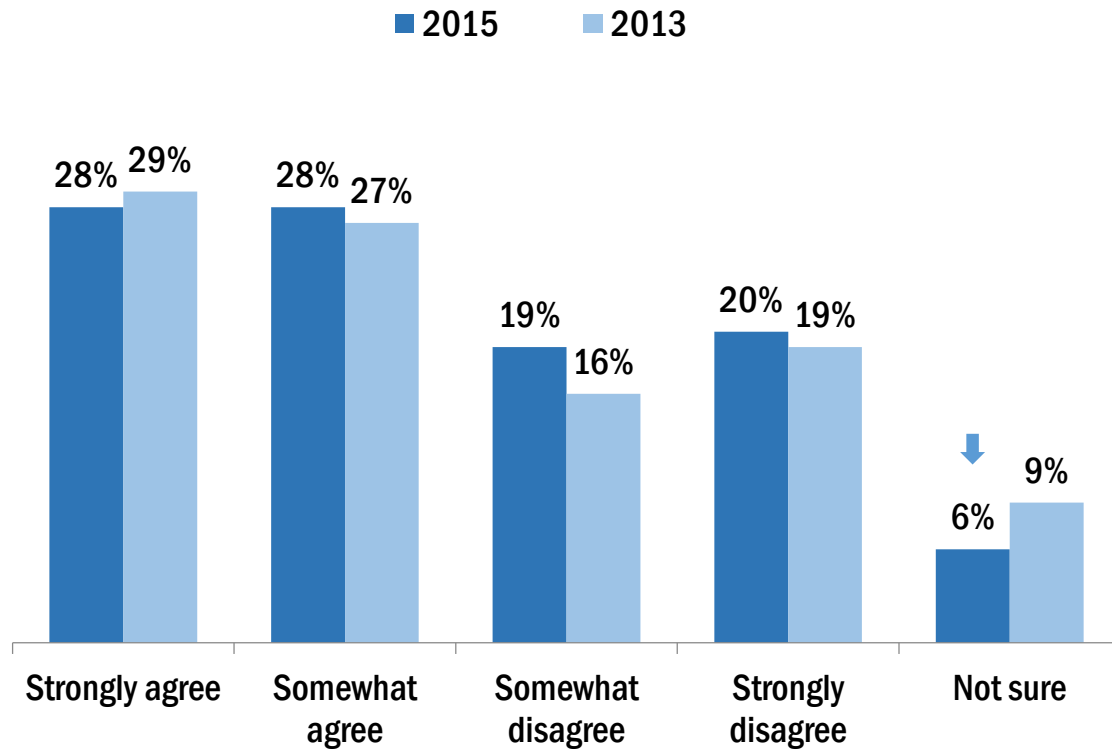
If you had an extra \$100 to spend every month, what would you likely do with that money? *(Please select up to 3 options.)*



2015 n=1,007

When given a choice between losing money or gaining weight, women would rather lose the money. Men are evenly split on the tradeoff.

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



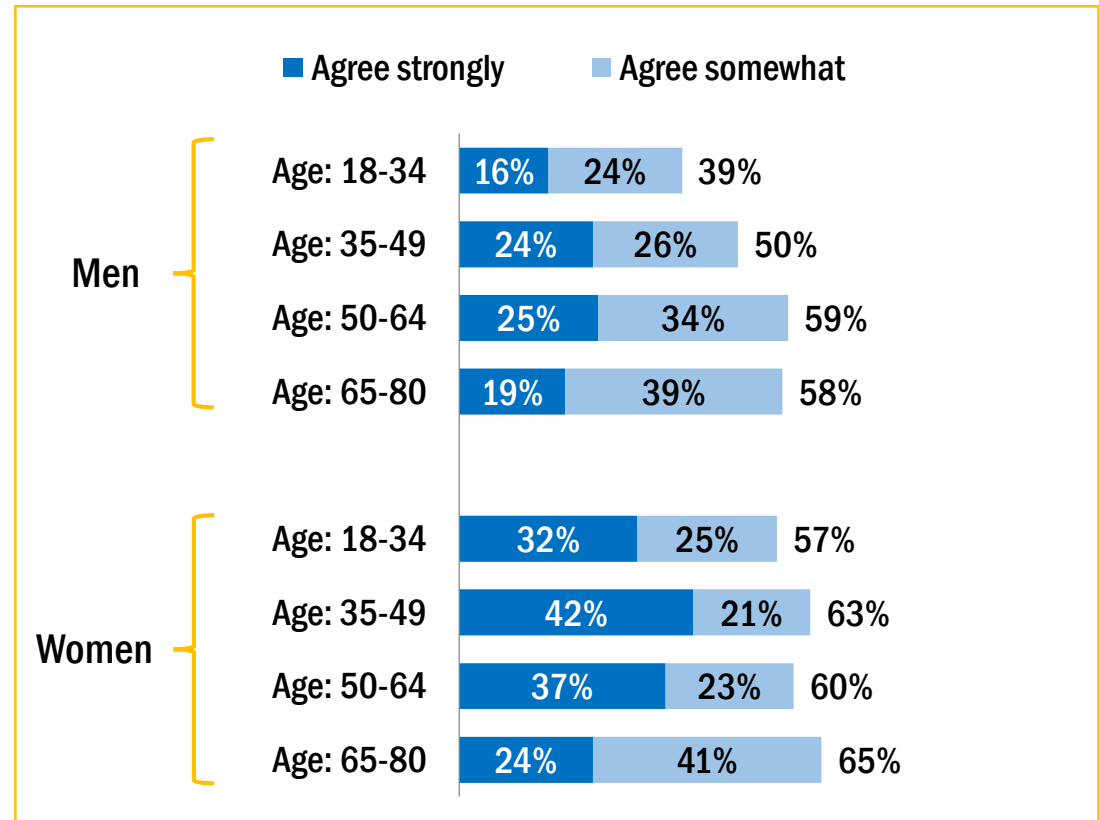
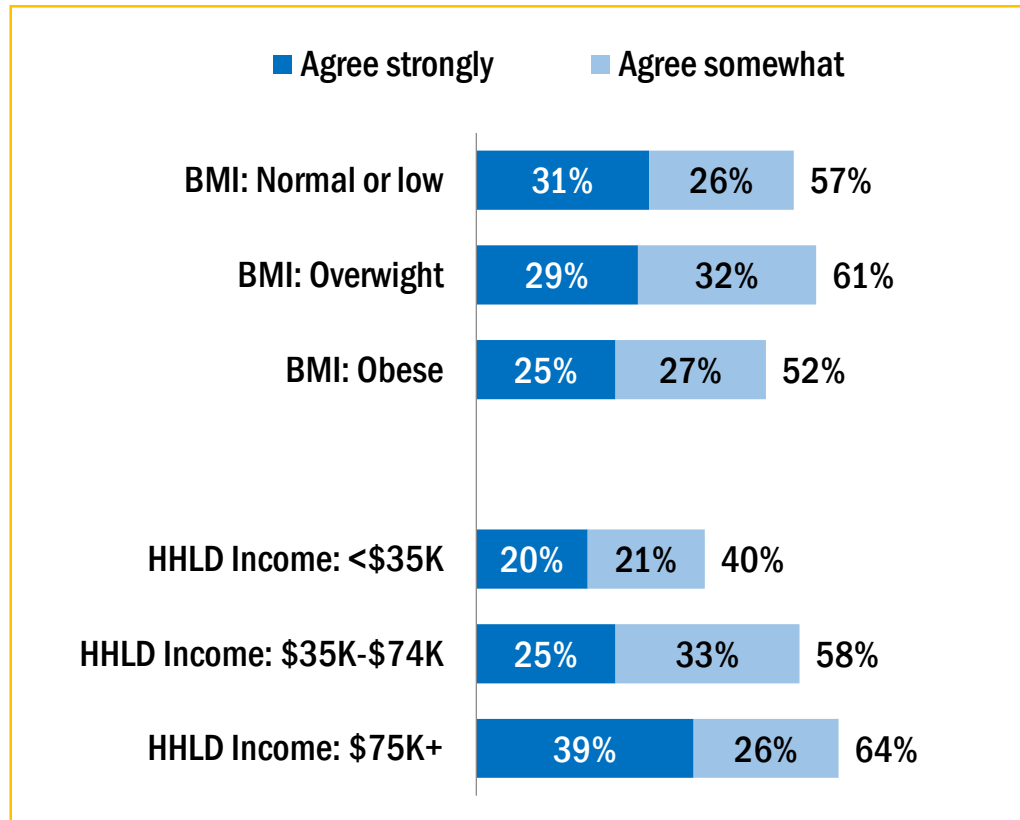
2015 n=1,007; 2013 n=1,006

Arrows indicate significant (.95 level) differences vs. 2013



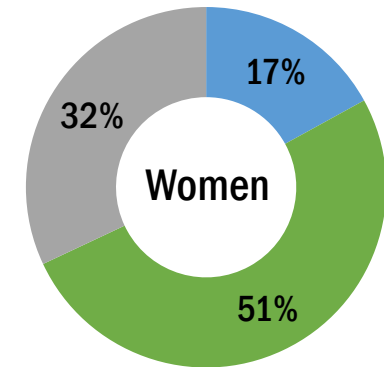
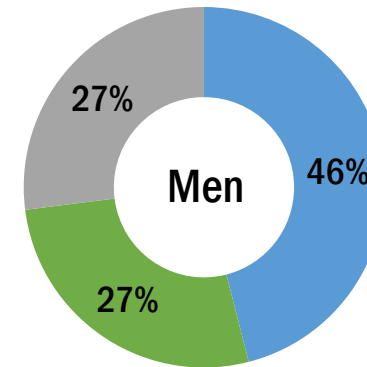
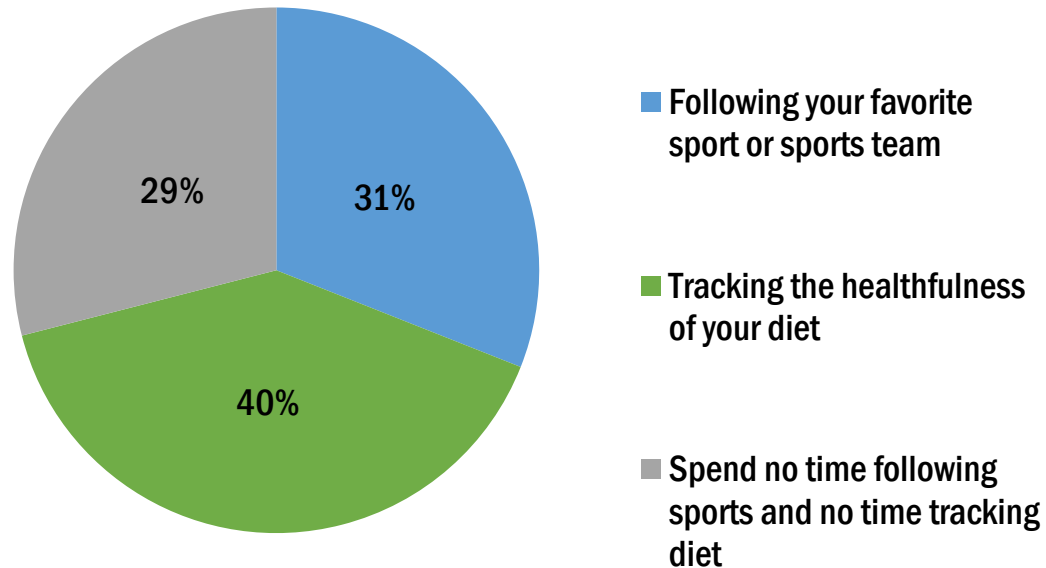
While men are more likely to prefer to gain the weight, this is true more so of younger males.

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



Almost half of all men say they spend more time following their favorite sport or sports team than tracking their diet. Only 17% of women say the same.

Which do you spend more time doing?



2015 n=1,007

Most Americans are excited about the idea of futuristic food technology. Excitement is highest in the younger cohorts.

If you time-traveled 30 years into the future and found that the following had been invented, how excited would you be to try...?

■ Very excited    ■ Somewhat excited

Groups more likely to be excited:

An appliance that can turn raw ingredients into any meal

43%

37%

80%

Younger

Food that has customizable nutritional value/calories

40%

39%

78%

Younger, Less than a college degree

A 3D printer that can make any food you want from scratch

39%

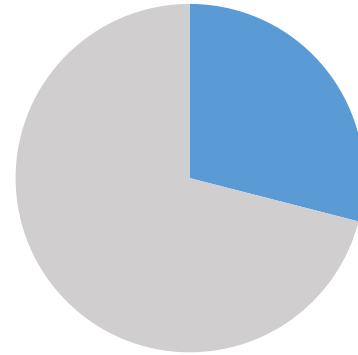
30%

69%

Younger

2015 n=1,007

Only three in ten Americans made a New Year's resolution. Of these, the majority included diet and exercise. By March, six in ten are only somewhat following the resolution.



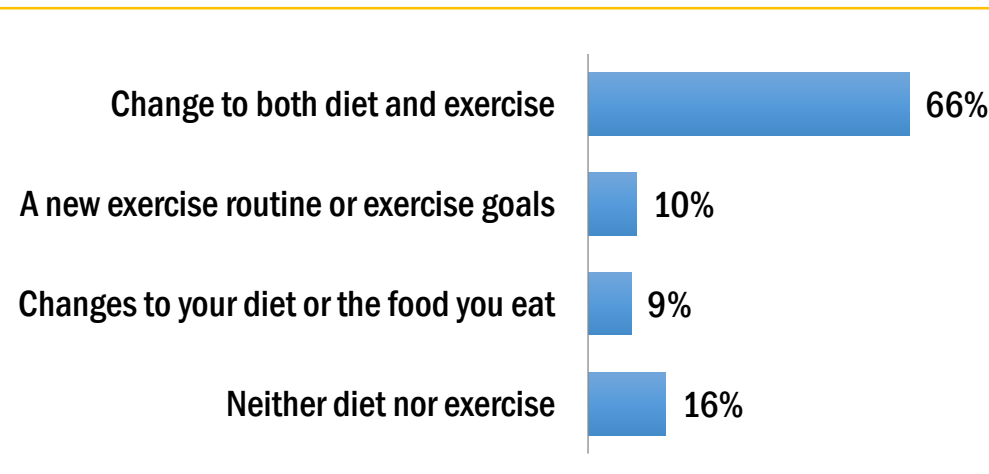
**29%**  
MADE A NEW YEAR'S  
RESOLUTION FOR 2015



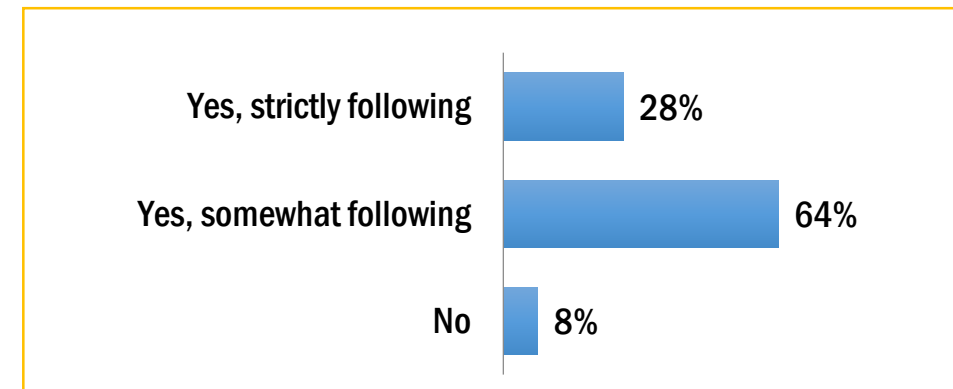
#### MADE RESOLUTION BY AGE

<u>Age</u>	
18-34	46%
35-49	28%
50-64	21%
65-80	12%

#### Did your 2015 New Year's Resolution include:



#### Are you still following your 2015 New Year's Resolution?

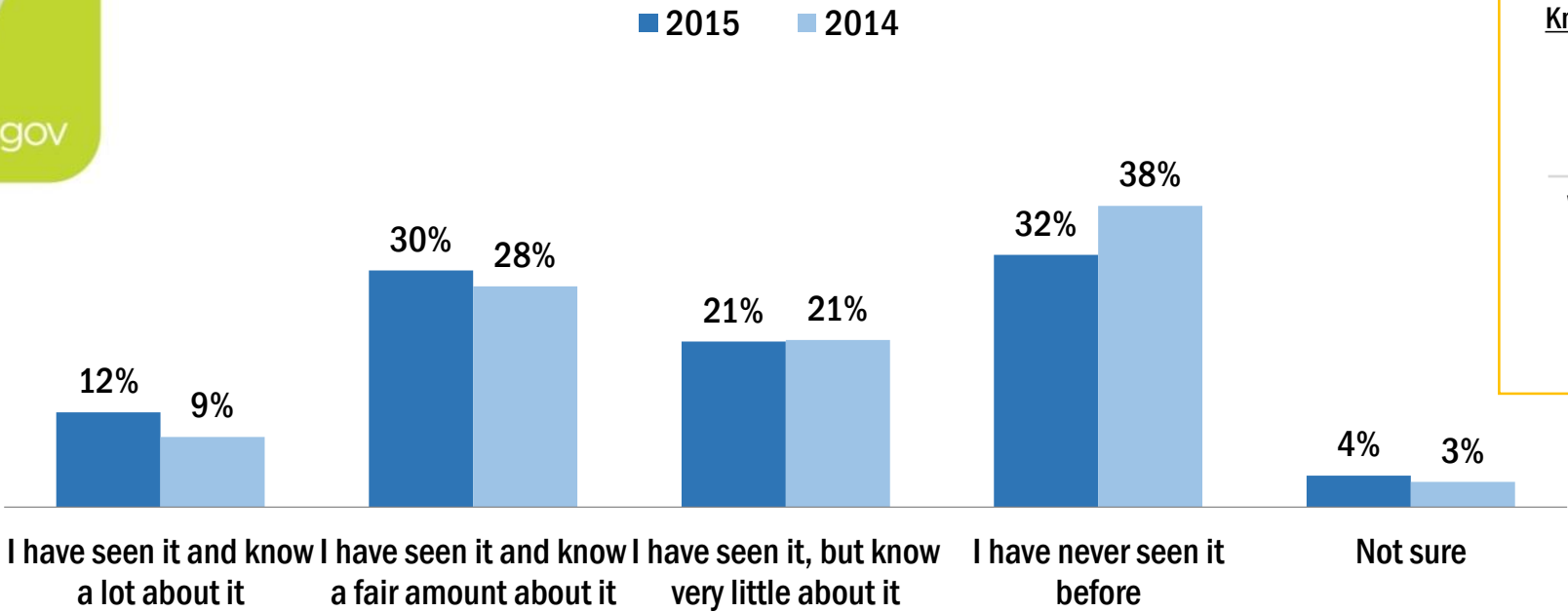


2015 n=1,007; If made resolution n=289



Nearly two in three Americans recognize the MyPlate graphic, with more than four in ten Americans report knowing something about it. Familiarity with MyPlate has increased since 2014.

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



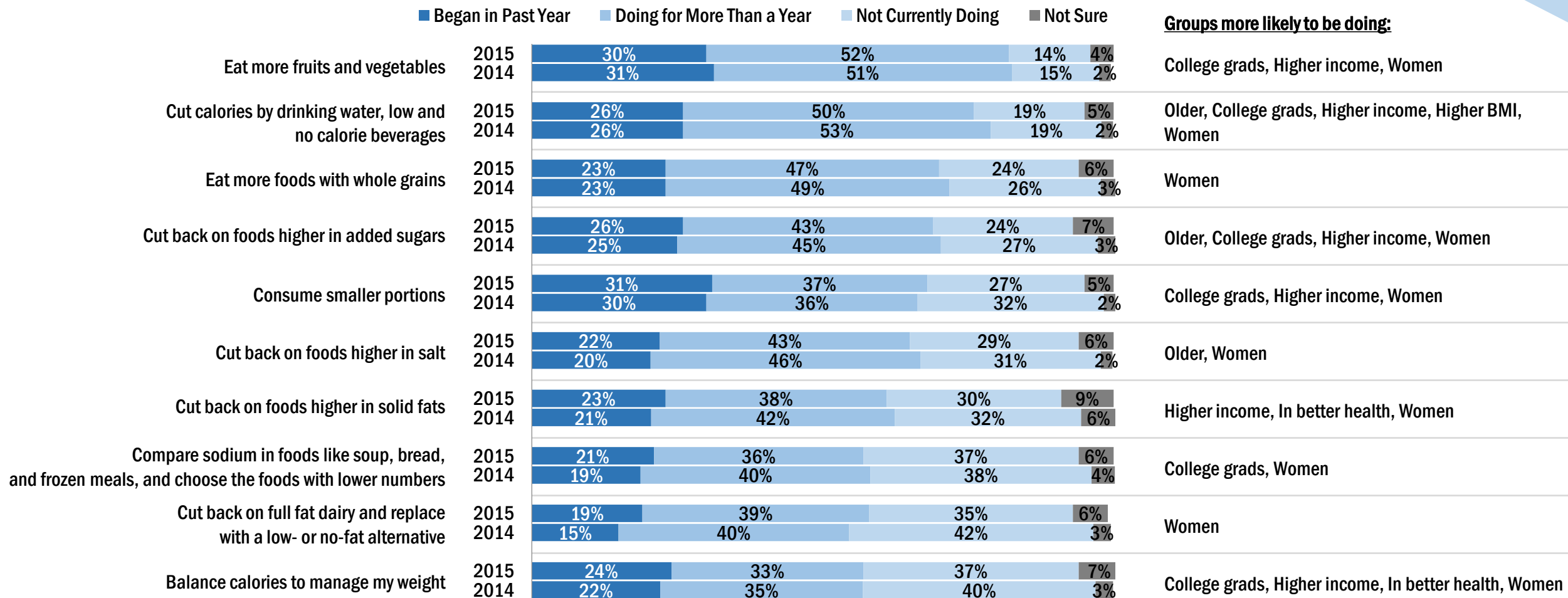
42%  
KNOW SOMETHING ABOUT  
MYPLATE GRAPHIC

Know Something About Graphic	
Gender	
Men	32%
Women	52%
Parents	
Yes	52%
No	38%

2015 n=1,007; 2014 n=1,005  
Arrows indicate significant (.95 level) differences vs. 2014

Although there is a downward trend in taking control of the healthfulness of one's diet, specific actions regarding diet changes are consistent with 2014.

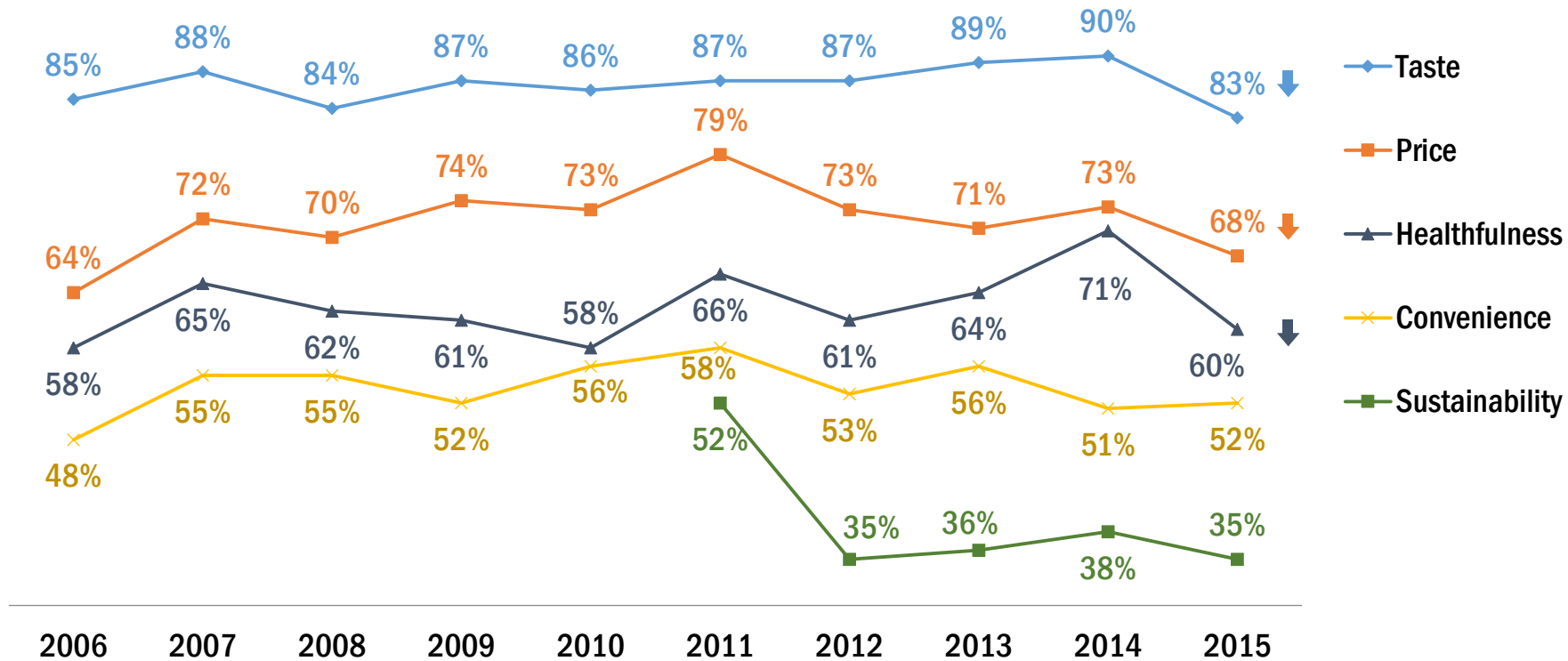
Over the past year, which of the following, if any, have you made an effort to do?



2015 n=1,007; 2014 n=1,005; Arrows indicate significant (.95 level) differences vs. 2014.

Taste, price, and healthfulness continue to drive food selection, but Americans feel less strongly about these three factors than in 2014. Healthfulness in particular is down from its peak position last 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)

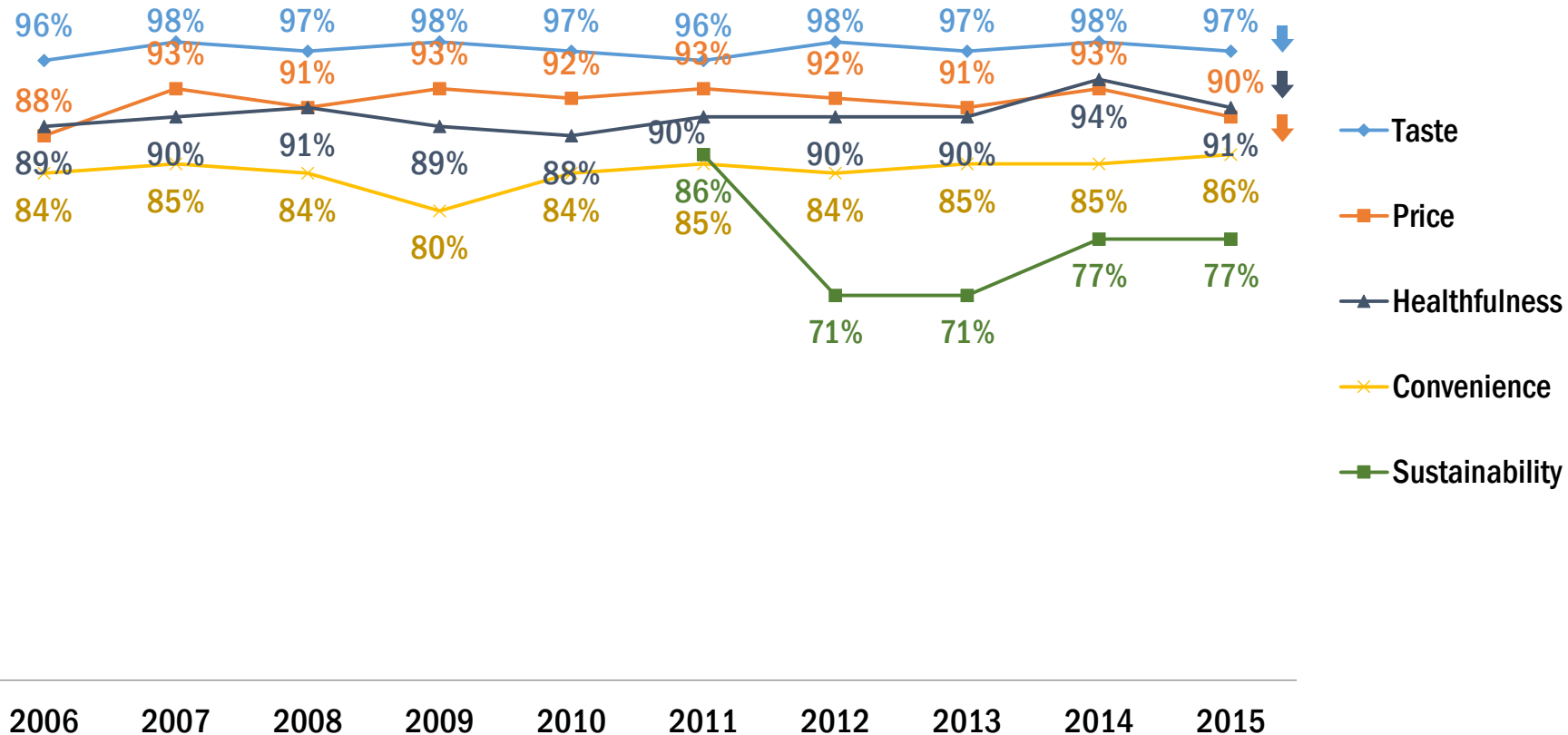


2015 n=1,007

Arrows indicate significant (.95 level) differences vs. 2014.

While taste, price, and healthfulness are down slightly, nearly everyone still rates these as at least a 3 out of 5 in terms of impact.

How much of an impact do the following have on your decision to buy foods and beverages?  
(% Rating 3 to 5 on 5-point scale, from No Impact to A Great Impact)



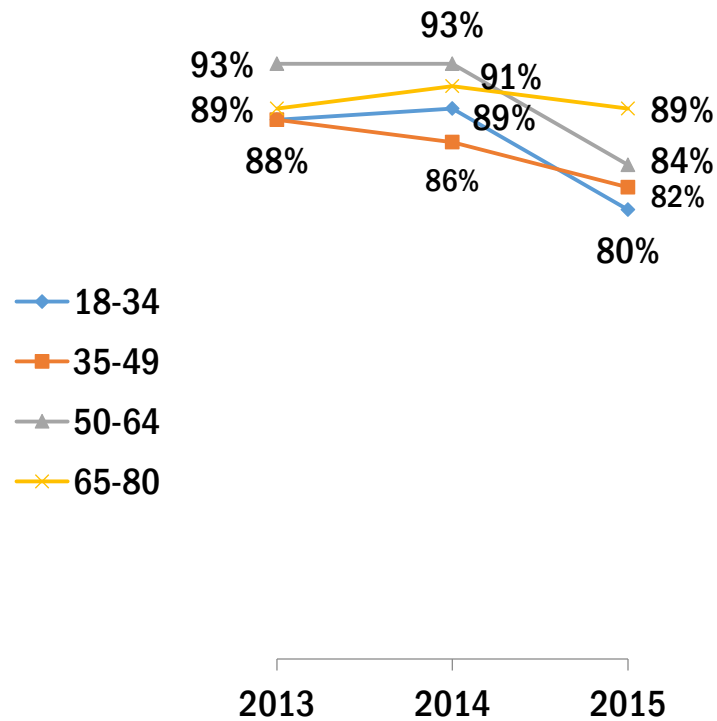
2015 n=1,007

Arrows indicate significant (.95 level) differences vs. 2014.

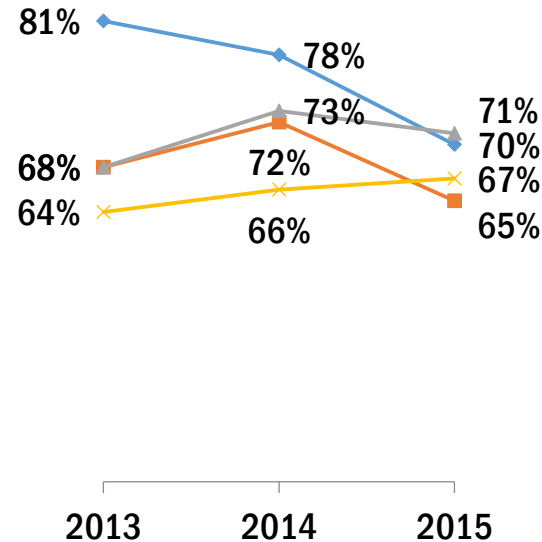


While younger consumers were once notably *more* impacted by price and *less* impacted by healthfulness, they now look similar to other age groups. They also show the smallest decrease in healthfulness impact from 2014.

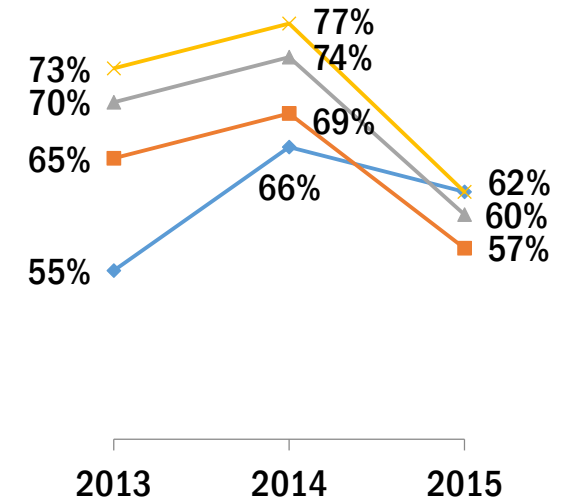
Taste Impact (4-5 of 5)  
by Age



Price Impact (4-5 of 5)  
by Age



Healthfulness Impact (4-5 of 5)  
by Age



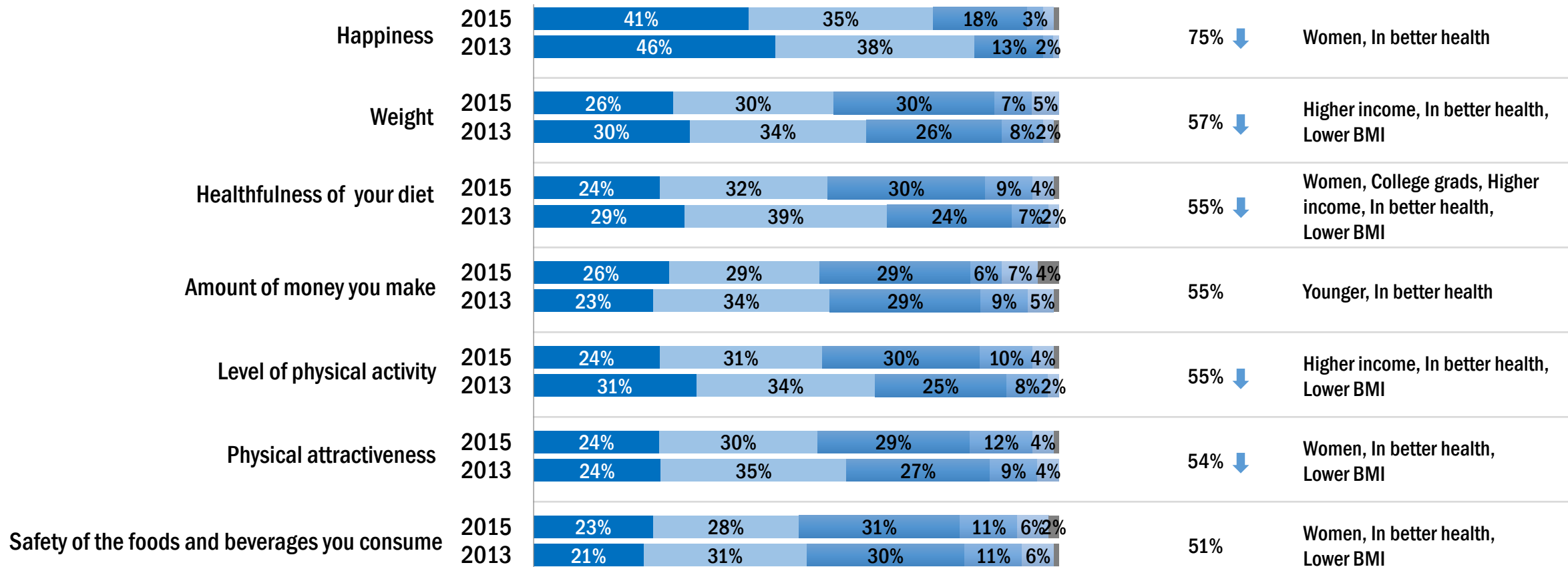
In comparison to 2013, Americans are making less of an effort to control a number of issues related to their well-being.

### How much do you try to control the following in your own life?

■ 5 (A great deal) ■ 4 ■ 3 ■ 2 ■ 1 (Not at all) ■ Not sure

**2015**  
**Net: 4-5**

**Groups more likely to try to control:**

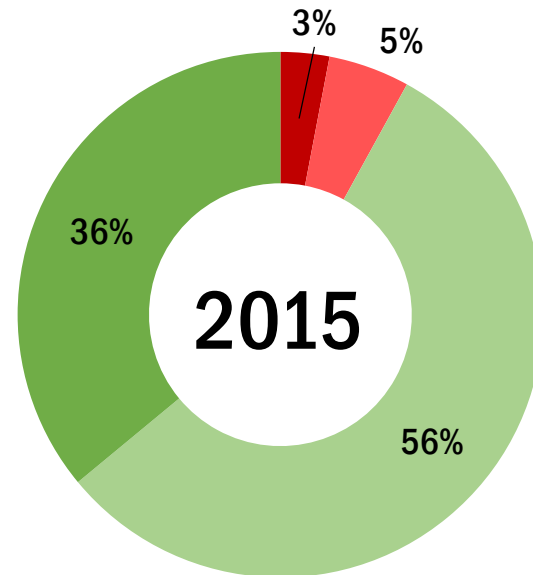
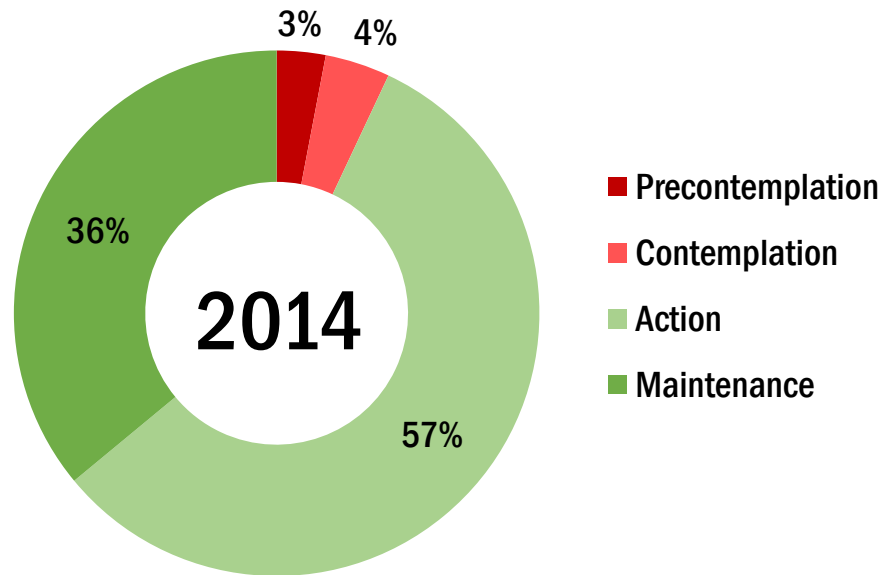


2015 n=1,007; 2013 n=1,006

Arrows indicate significant (.95 level) differences vs. 2013; Percentages under 2% are not labeled.

Consistent with 2014, more than half of Americans are in the 'Action' stage, having made at least one change to improve their diet in the past year. A third are in the 'Maintenance' stage, having maintained a diet change for more than a year.

### Behavioral Change Categories



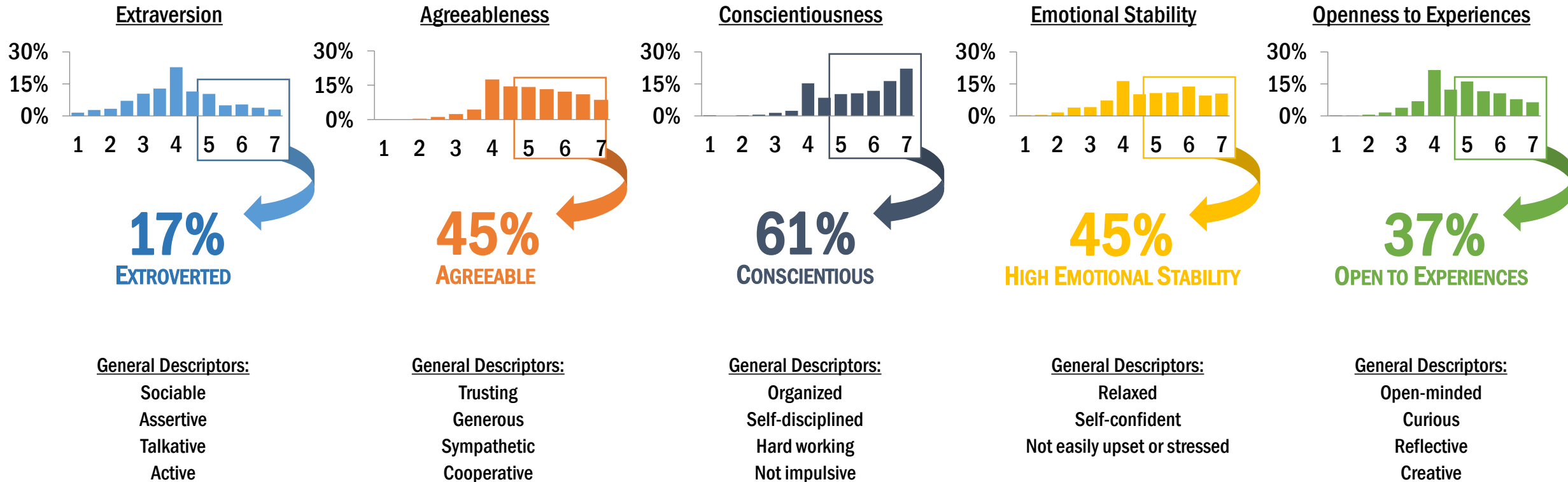
#### Subgroup Differences:

- Younger consumers are more likely to be in the action stage, older consumers have often transitioned into maintenance.
- Those with a college degree are less likely to be in the precontemplation/contemplation stages.
- Women are more likely to be taking action, men are more often in the precontemplation/contemplation stages.
- Those with lower BMIs are more likely to be in the maintenance stage.

2015 n=1,007; 2014 n=1,005

In an effort to learn more about internal motivation to make healthful decisions, this year's survey included a tool that identifies whether respondents possess each of psychology's Big 5 Personality Traits.

### "BIG 5" PERSONALITY TRAITS



2015 n=1,007

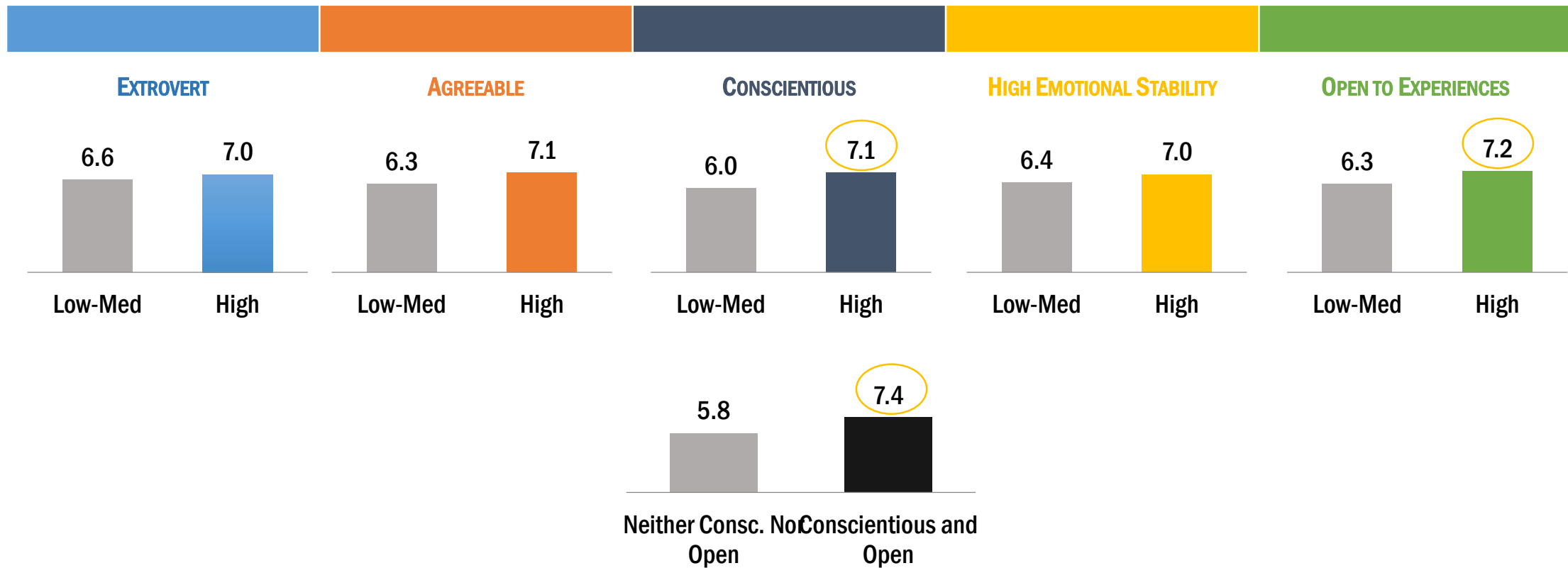
The Big 5 Personality Traits are constructed using Gosling, Rentfrow, and Swann's (2003) Ten-Item Personality Inventory (TIPI). Please see their 2003 *Journal Of Research In Personality* article for more details.



Those who are Conscientious and/or Open to Experiences have more healthy eating behaviors, even when controlling for Age, Gender, and BMI.

Of the 10 healthy eating behaviors (e.g. eating more fruits and vegetables) Americans are currently doing **6.6** of them, on average.

How does personality impact behavior?

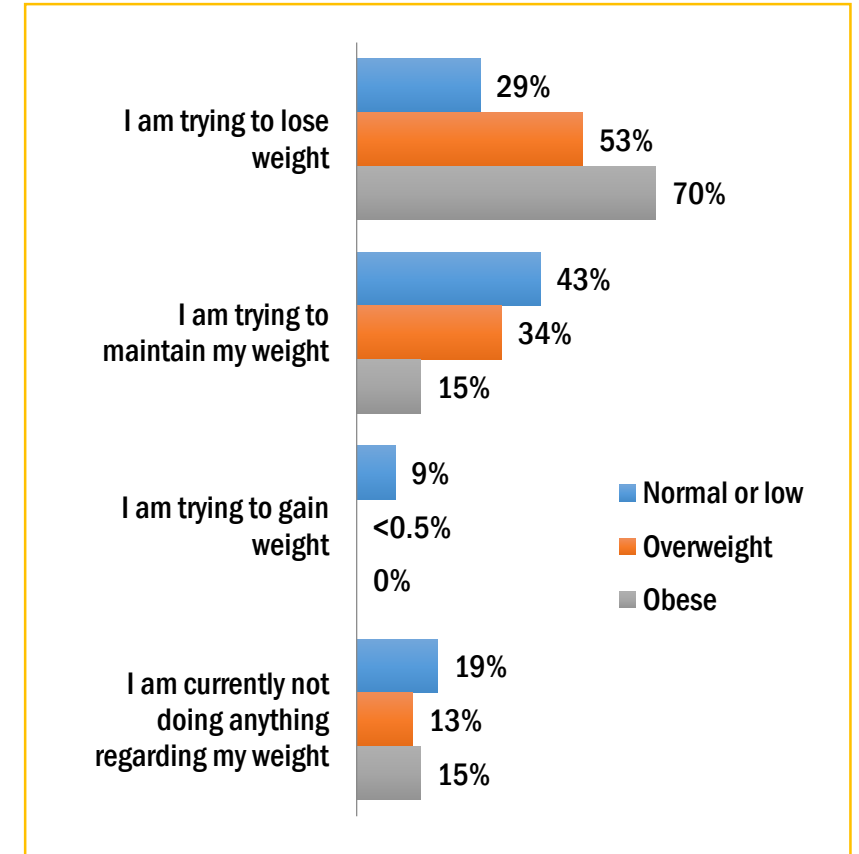
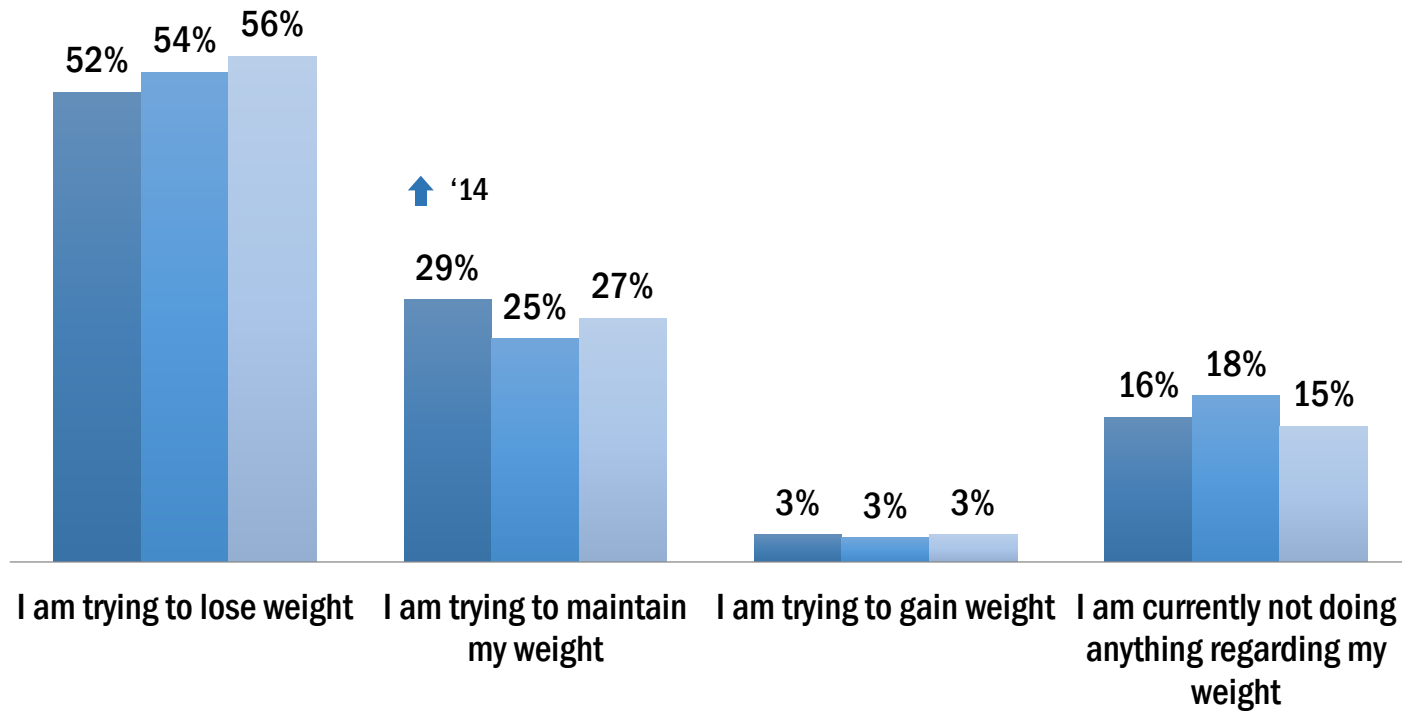


Circle indicate significance between Low-Med and High and Conscientiousness

Four out of five Americans are trying to lose weight or maintain their current weight.

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

■ 2015 ■ 2014 ■ 2013

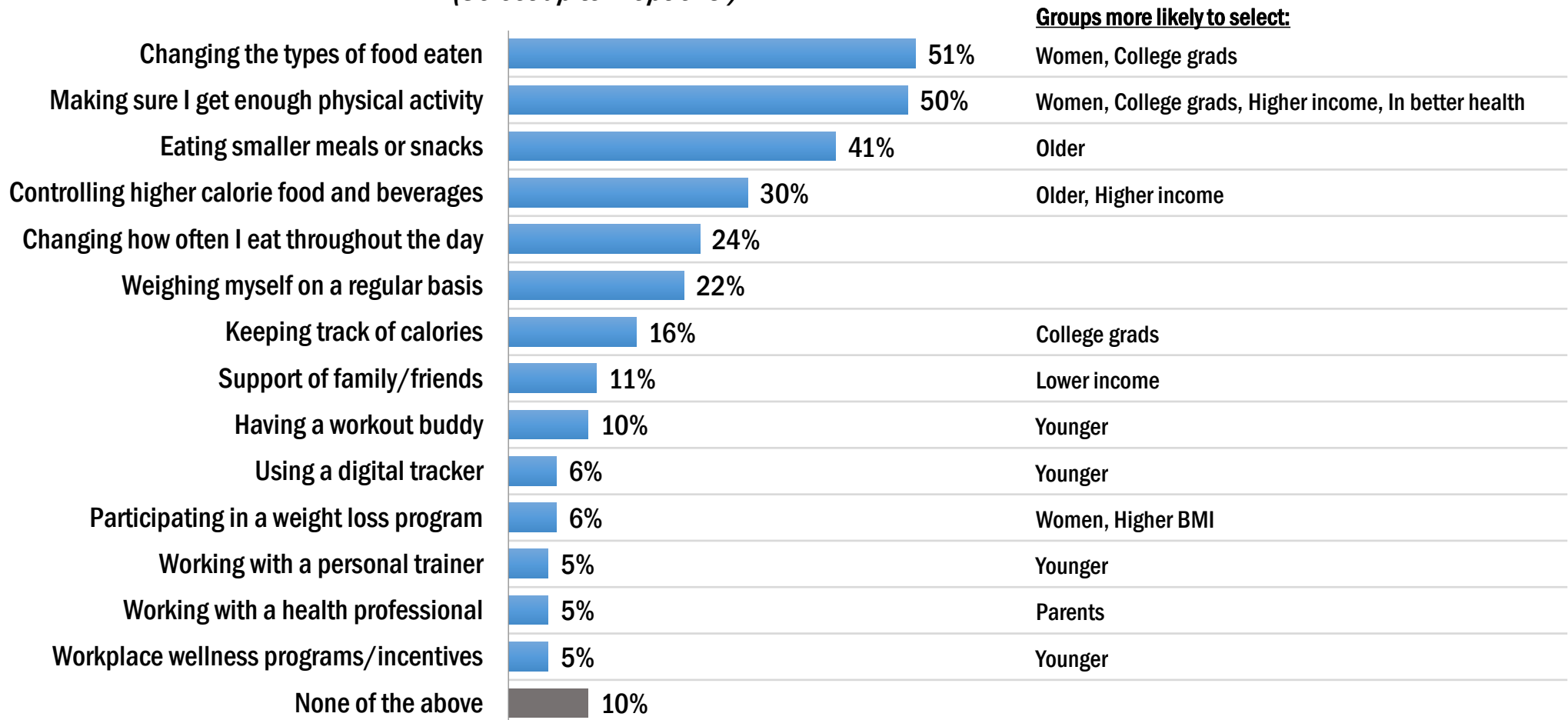


2015 n=1,007; 2014 n=1,005; 2013 n=1,006

Arrows indicate significant (.95 level) differences vs. prior years

# Americans see changing the types of food eaten and making sure to get enough physical activity as the most effective weight management strategies

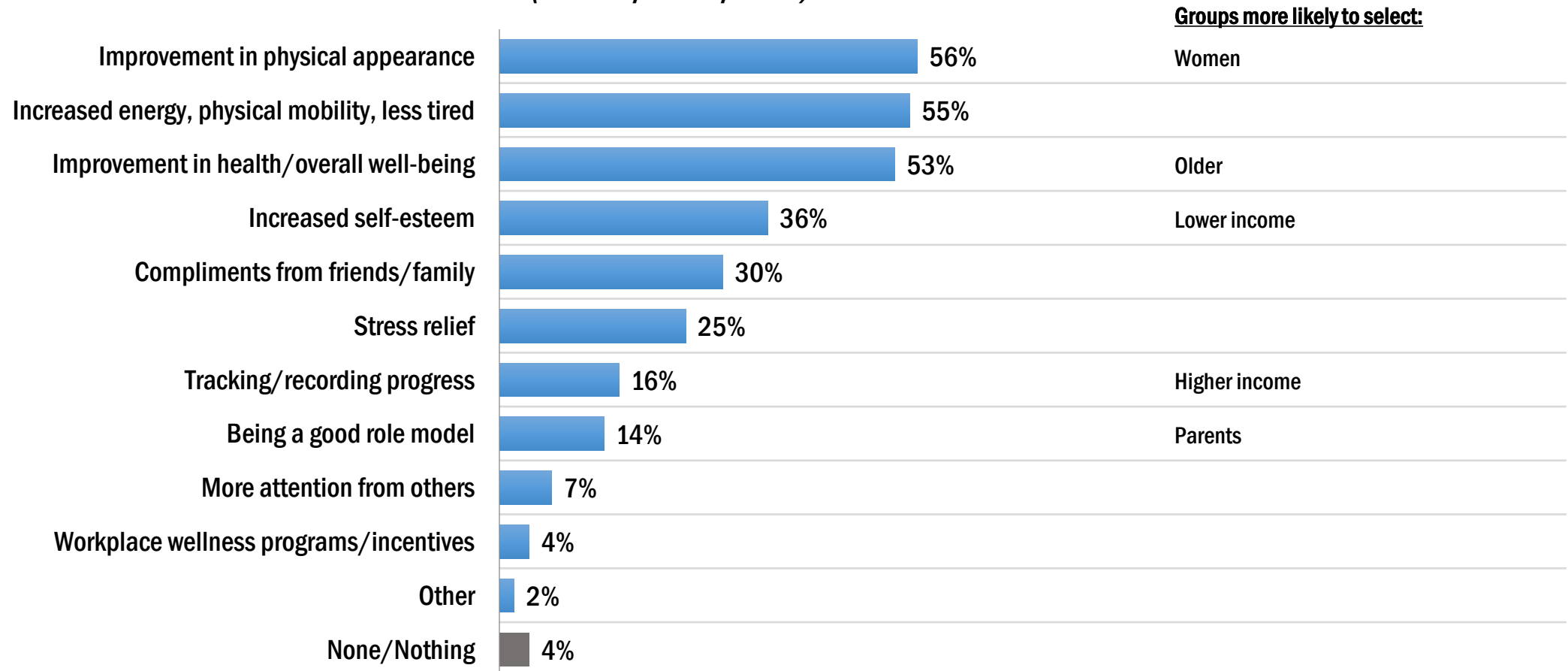
Which of the following would contribute/has contributed the most to your success in maintaining/losing weight?  
(Select up to 4 options.)



2015 n=1,007

The top motivators for weight management are improvements in physical appearance, energy level, and overall health/well-being.

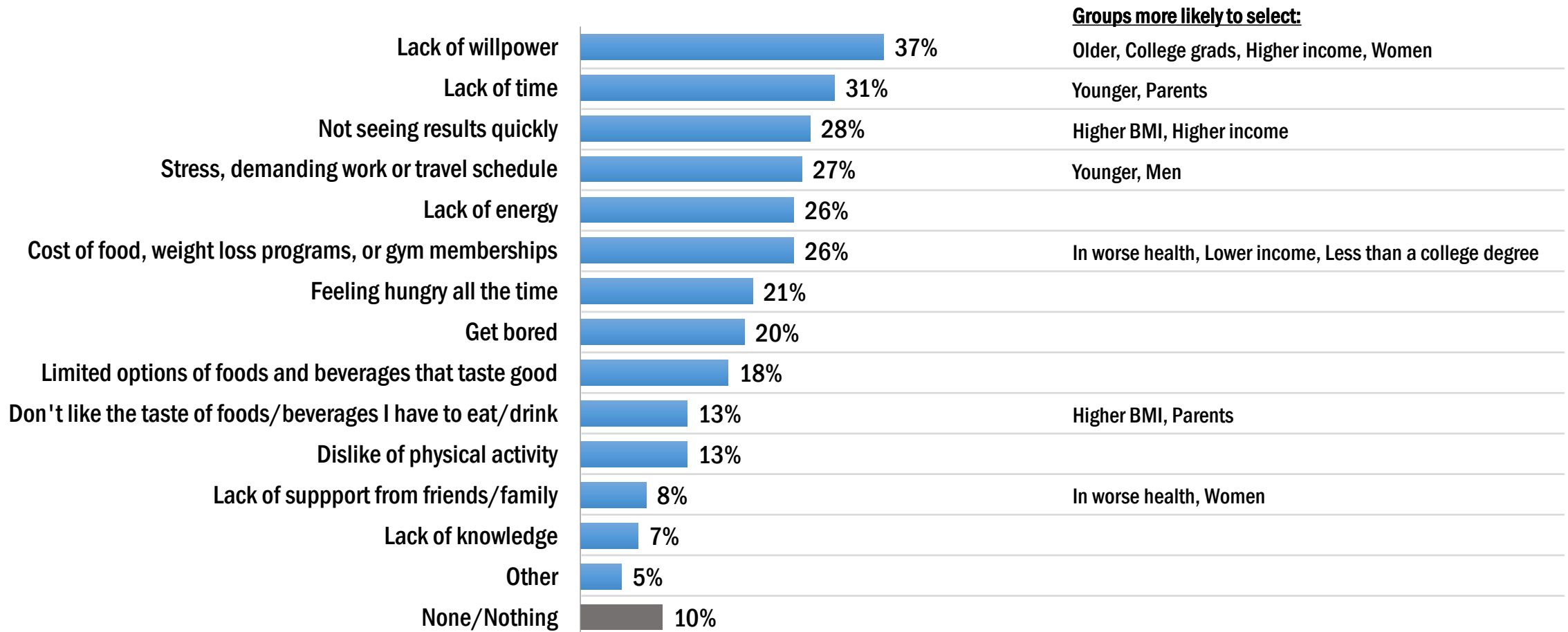
In an effort to lose/maintain weight, which of the following motivates you to stay on track? *(Select up to 4 options.)*



2015 if trying to lose or maintain weight (Split Sample A) n=410

# Americans see lack of willpower and time as the biggest barriers to losing or maintaining weight.

In an effort to lose/maintain weight, which of the following prevents you from staying on track? *(Select up to 4 options.)*

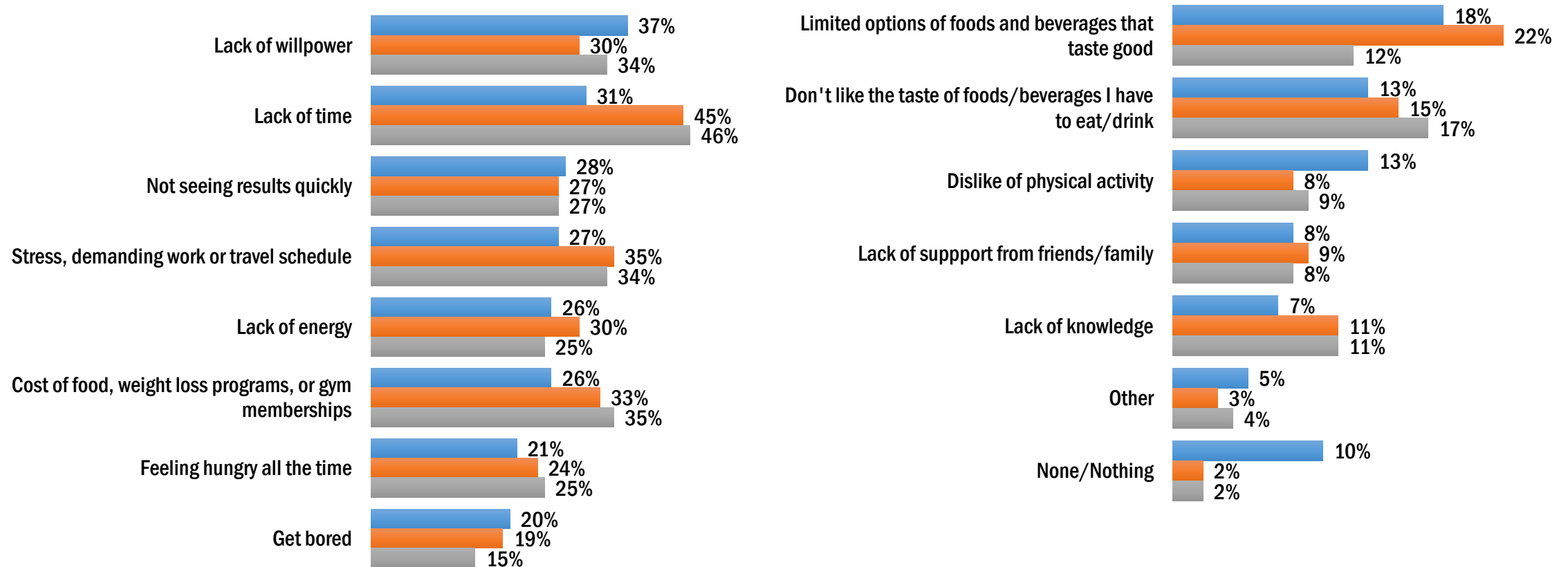


2015 if trying to lose or maintain weight (Split Sample B) n=411

A lack of time, stress, and cost are especially impactful barriers for younger Americans and parents.

In an effort to lose/maintain weight, which of the following prevents you from staying on track? *(Select up to 4 options.)*

■ All Consumers ■ Age: 18-34 ■ Parents

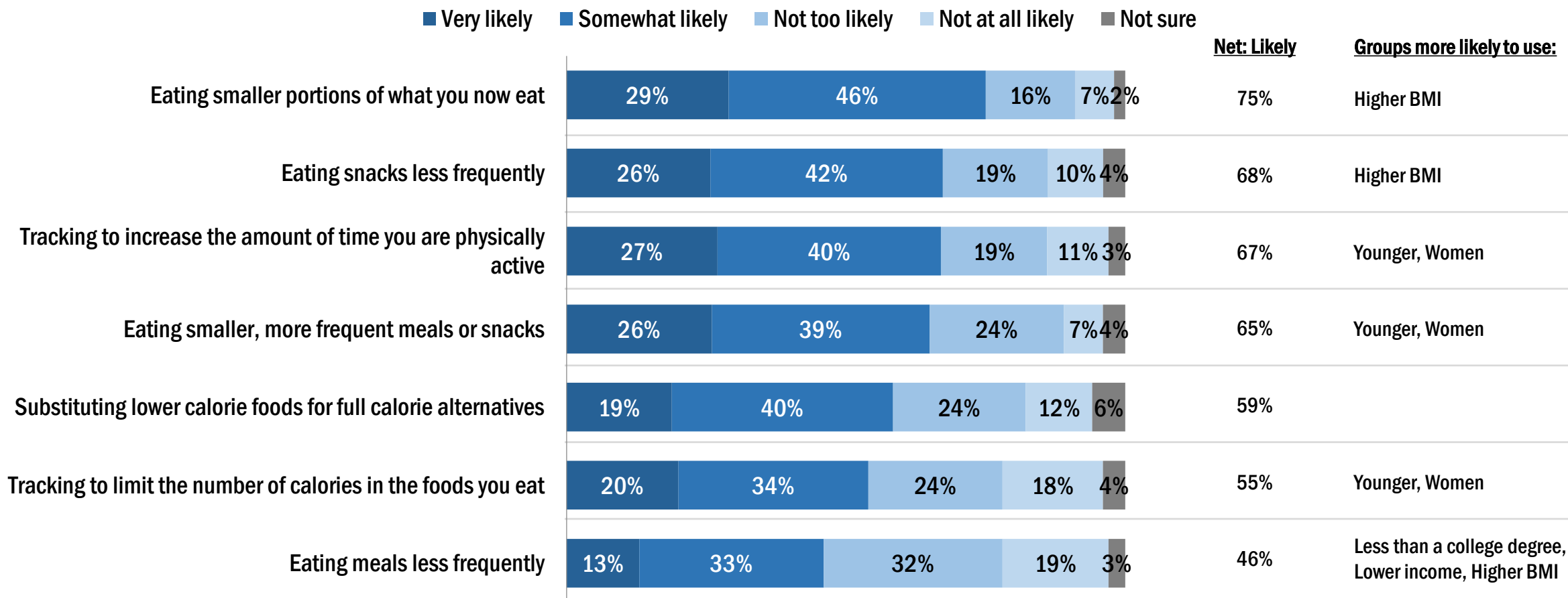


2015 if trying to lose or maintain weight (Split Sample B) n=411; Age: 18-34 n=121; Parents n=122



To manage their weight, three-quarters would eat smaller portions, and nearly seven in ten would eat snacks less frequently, or increase their physical activity.

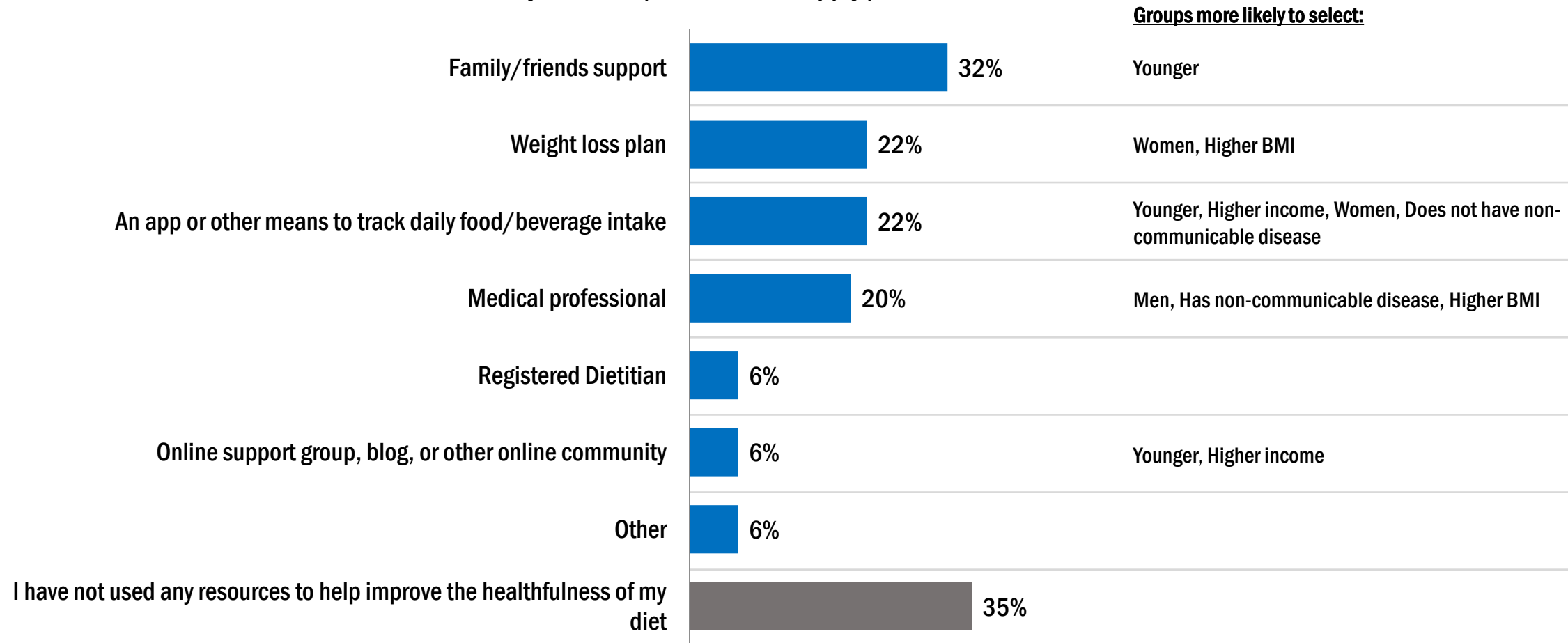
How likely do you think you would be to use or continue using each of the following methods of weight management in the next year?



2015 n=1,007

The support of family and friends is the most commonly used aid to improve the healthfulness of one's diet. More than one in five uses a weight loss plan or an app or other tracking tool. Over one third have not used any resource.

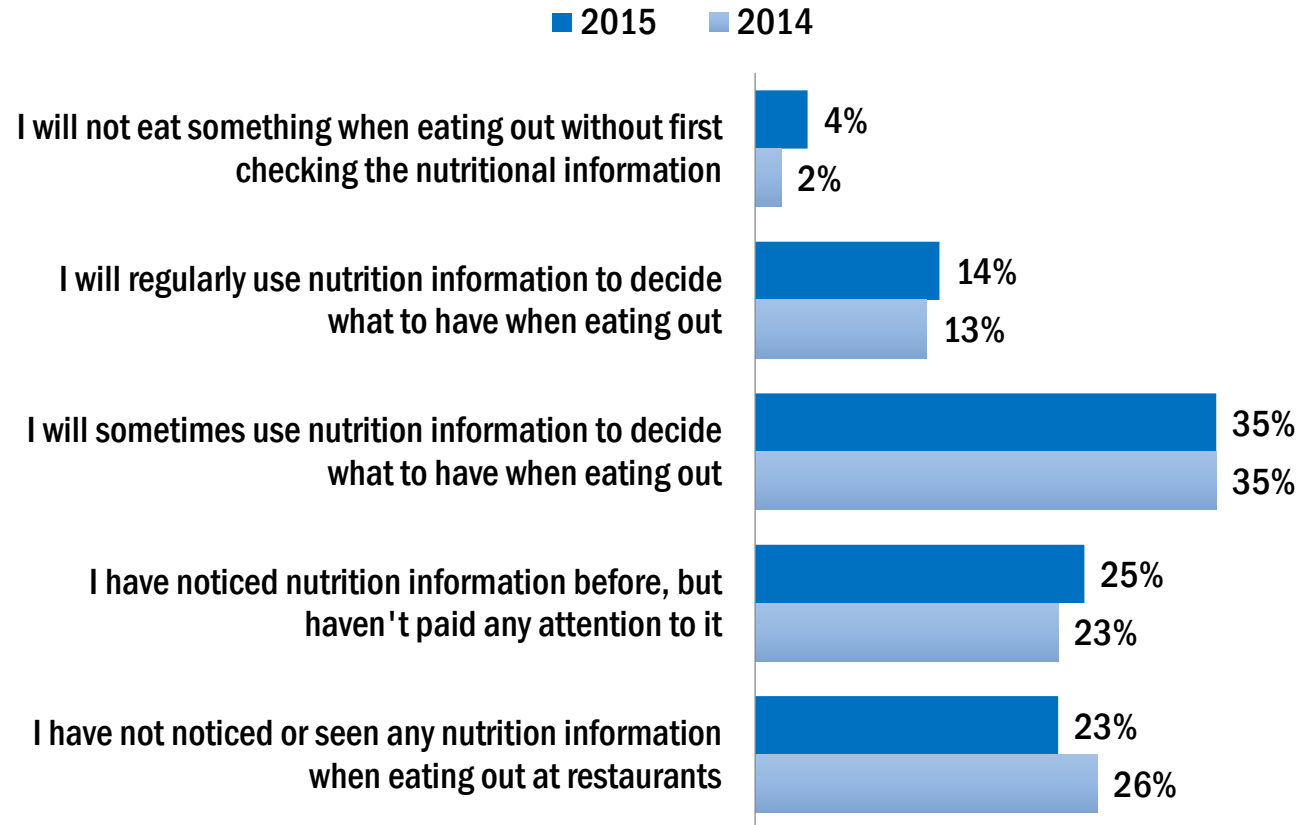
Which of the following, if any, have you used in your efforts to improve the healthfulness of your diet? *(Select all that apply.)*



2015 n=1,007

Consistent with 2014, half of Americans use nutrition information at least occasionally to decide what to choose when eating out.

How, if at all, have you used nutrition information (like calorie counts) when eating out at restaurants?



**52%**

USE NUTRITION INFO

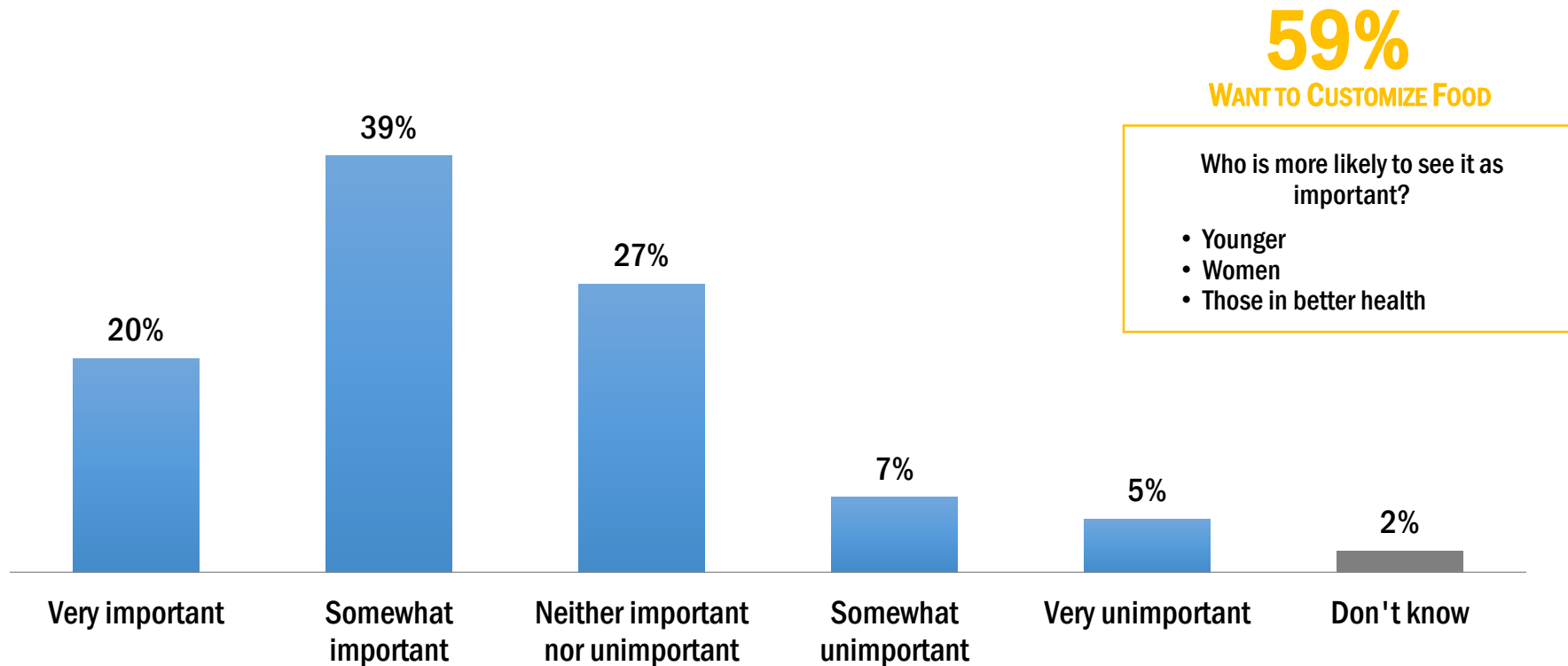
Who is more likely to use nutrition information?

- College grads
- Women
- Those in better health
- Higher income

2015 n=1,007; 2014 n=1,005

Six in ten Americans find it important to be able to customize their food at restaurants.

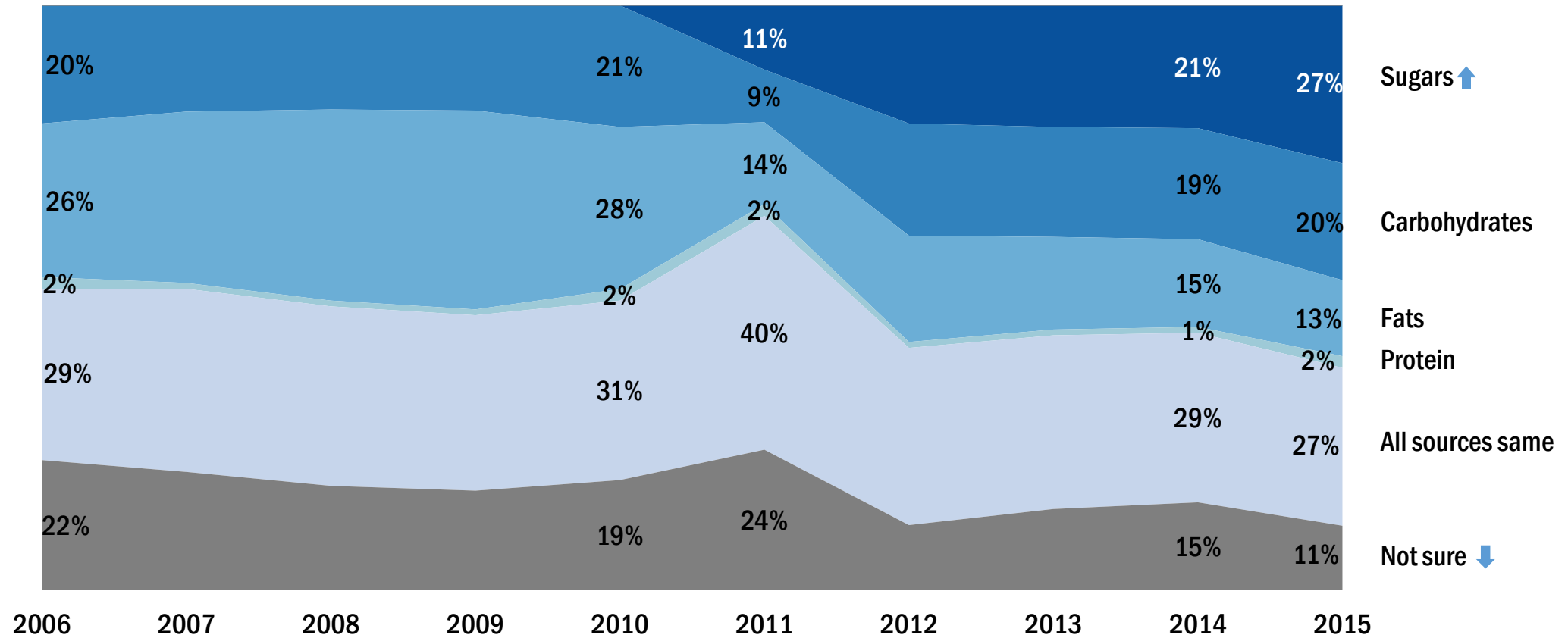
How important is it to you to be able to customize (or personalize) your food at restaurants?



2015 n=1,007

About a quarter of Americans believe that all sources of calories influence weight gain equally. Since 2011, sugars have risen steadily.

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



2015 n=1,007

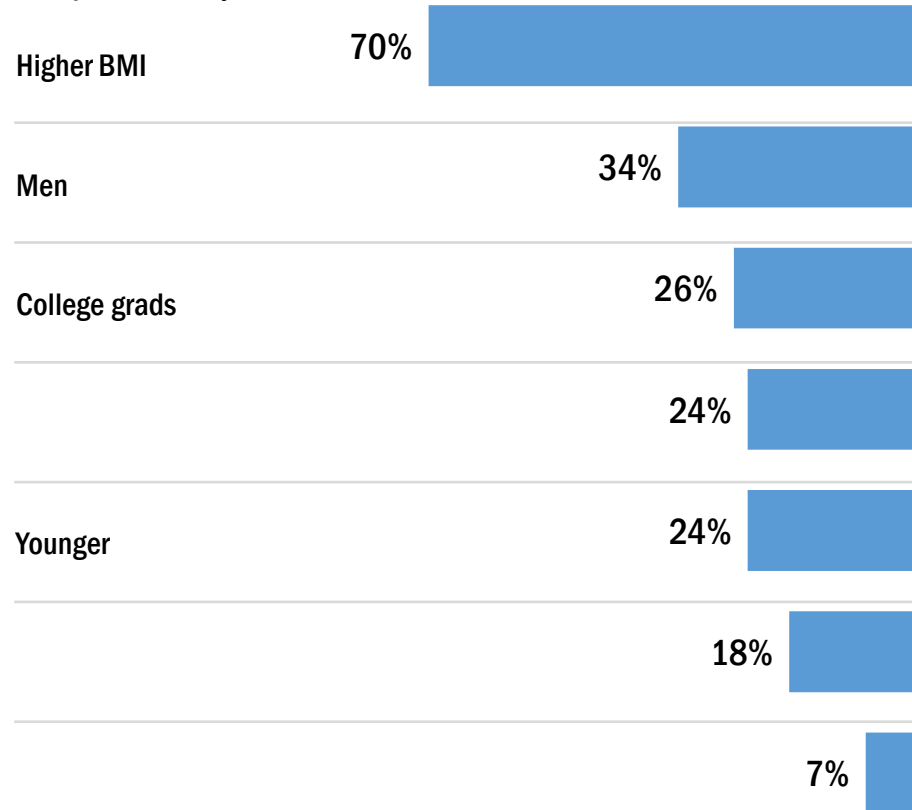
Arrows indicate significant (.95 level) differences vs. 2014

Personal healthcare professionals are most trusted for info on both types of food and food safety.

Which one of these sources would you *trust the most* to provide accurate information about the following issues? (Select up to 3.)

### Types of food you should be eating

Groups more likely to select:



Your personal healthcare professional

A friend or family member

US government agencies

A food expert on TV

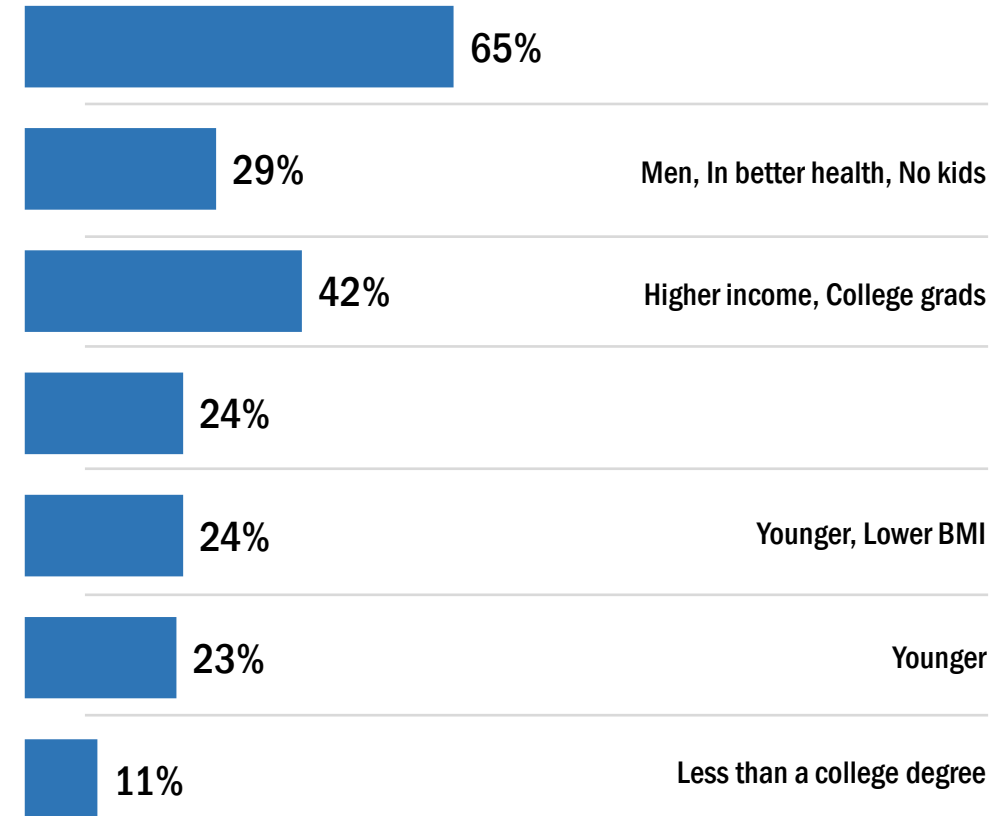
Health, food and nutrition bloggers

Farmer

Food company or manufacturer

### Food safety

Groups more likely to select:



Men, In better health, No kids

Higher income, College grads

Younger, Lower BMI

Younger

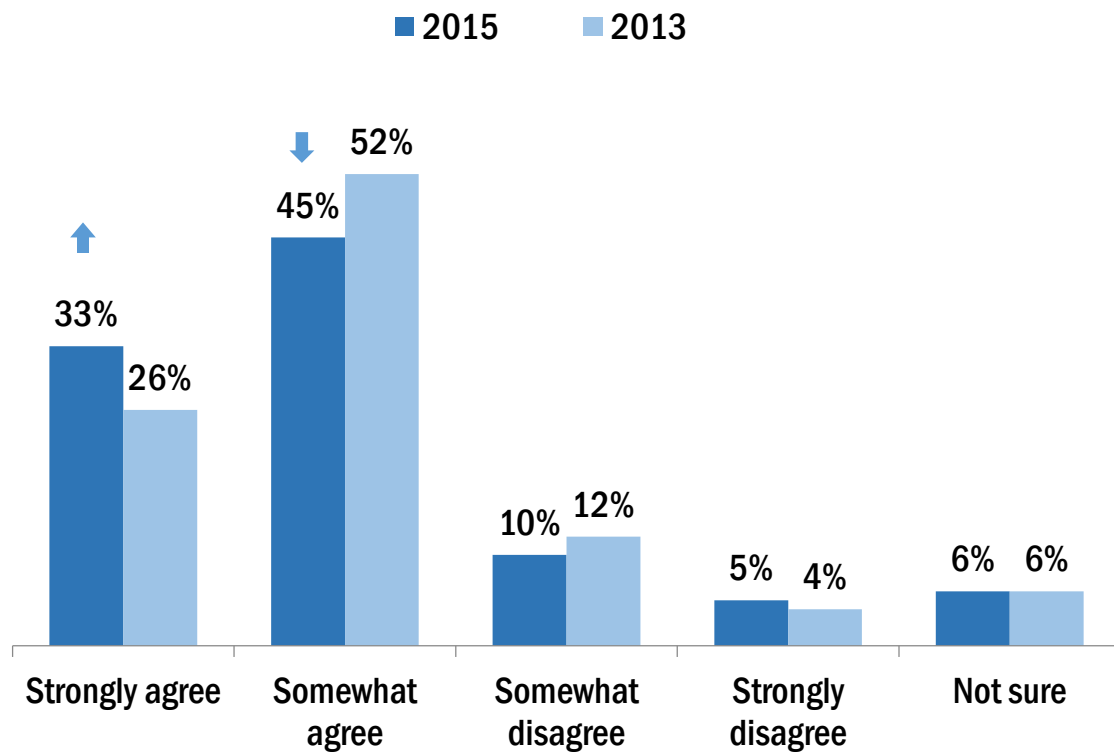
Less than a college degree



Most Americans, particularly women and those age 50+, would rather hear what they should eat than what they should not eat.

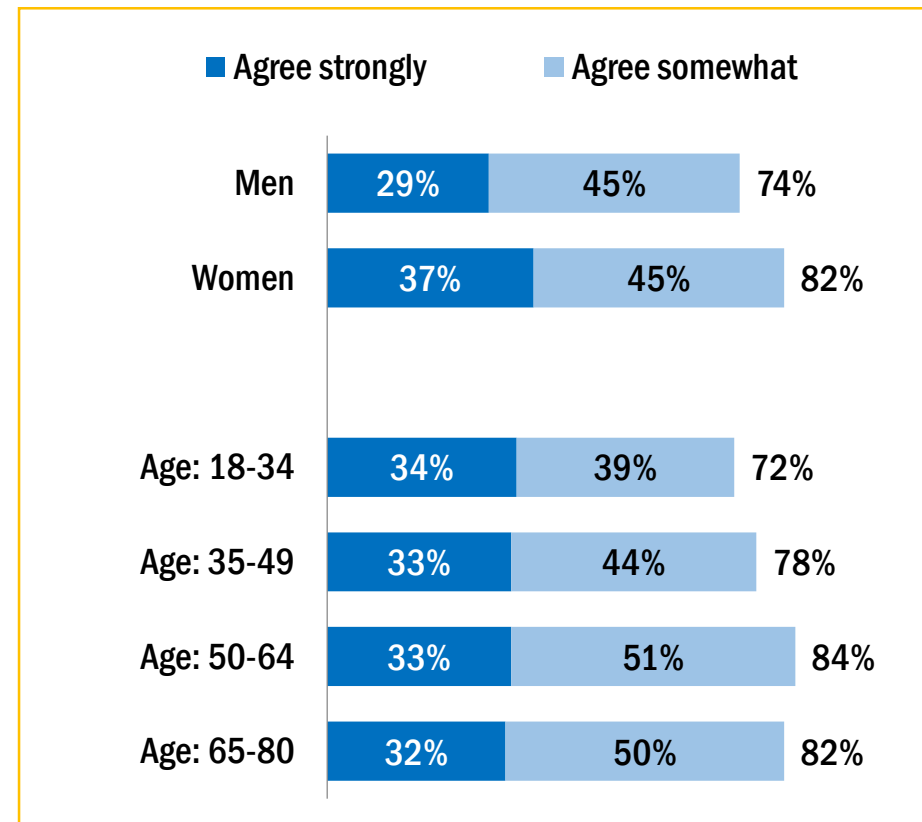
To what extent do you agree or disagree with the following statement?

“I would rather hear what I should eat than what I should not eat.”



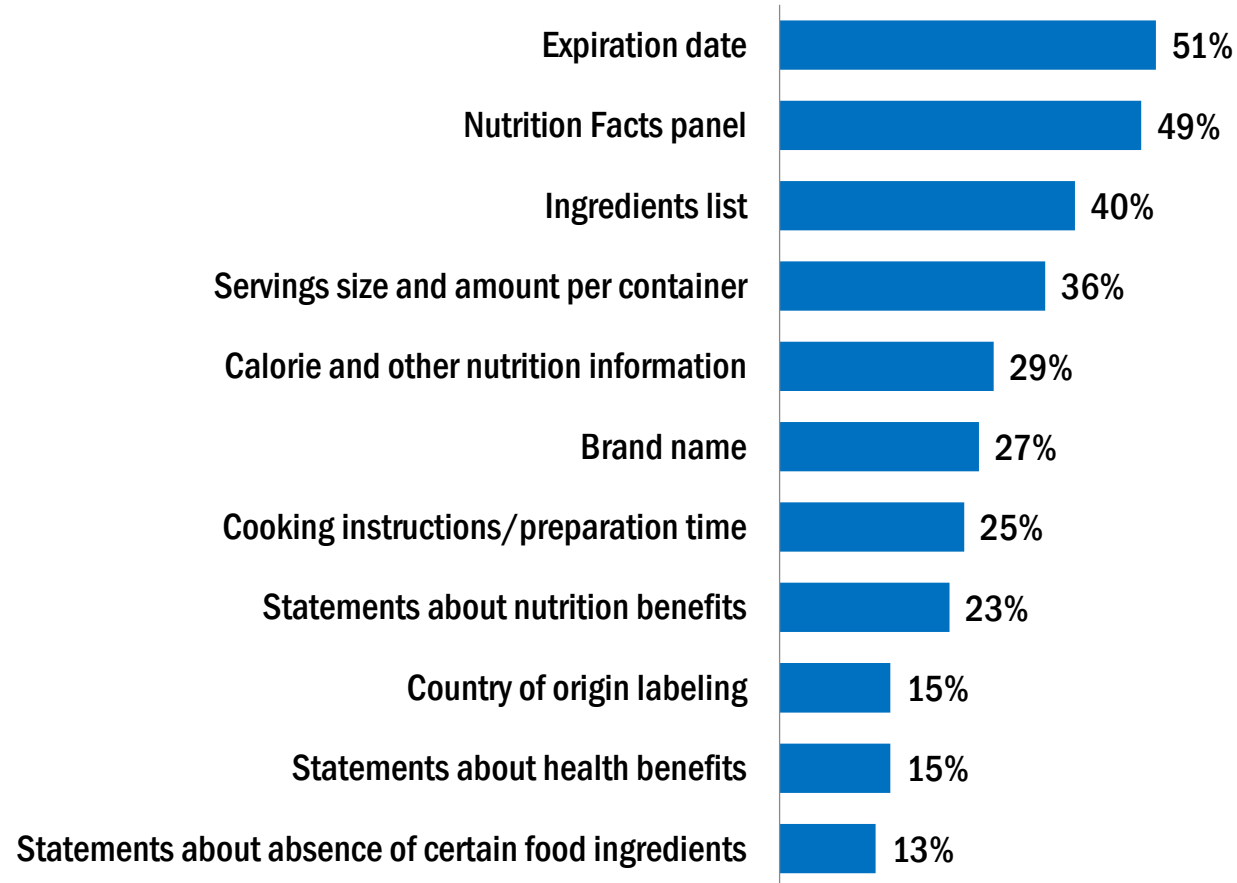
2015 n=1,007; 2013 n=1,006

Arrows indicate significant (.95 level) differences vs. 2013



Americans have consistent views about which packaging information they are more likely to look at. However, they report looking at fewer pieces of information when making a purchasing decision.

What information do you look at on the food or beverage package when deciding to purchase or eat a food or beverage? *(Select all that apply.)*



- On average, consumers consider **3** of these pieces of information in purchasing decisions.
- **11%** say they look at none of these things.

2015 n=1,007

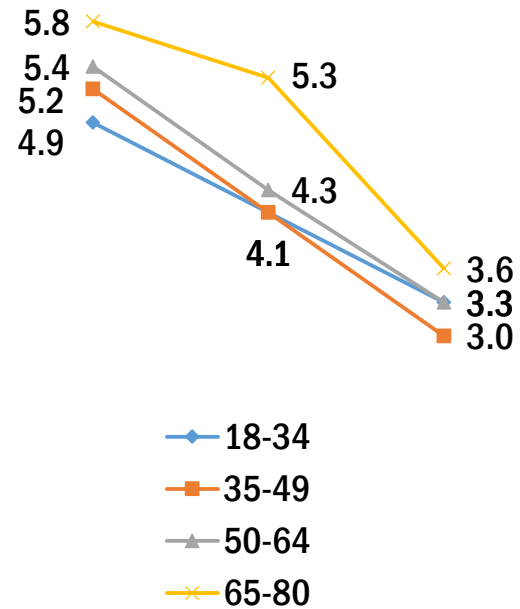
Over the past nine years, the information used has varied, but the past three years have shown a general decline for all items.

What information do you look at on the food or beverage package when deciding to purchase or eat a food or beverage? *(Select all that apply.)*

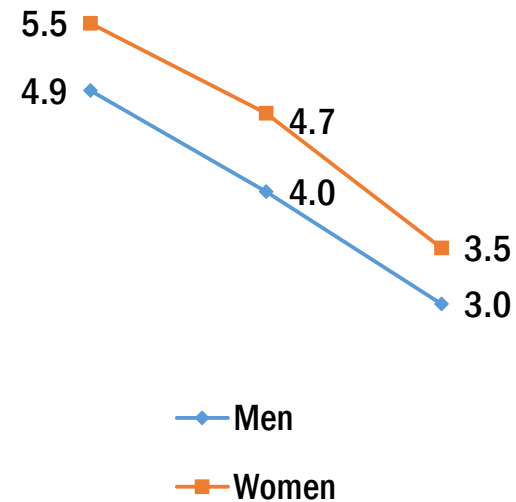
	2007 (n=1,000)	2008 (n=1,000)	2009 (n=1,064)	2010 (n=1,006)	2011 (n=1,000)	2012 (n=1,057)	2013 (n=1,006)	2014 (n=1,005)	2015 (n=1,007)
Expiration date	69%	69%	67%	66%	63%	76%	82%	66%	51%
Nutrition Facts panel	66%	63%	69%	68%	68%	66%	67%	65%	49%
Ingredients list	59%	51%	49%	47%	49%	51%	52%	52%	40%
Servings size and amount per container						50%	55%	44%	36%
Calorie and other nutrition information						48%	45%	42%	29%
Brand name	44%	40%	50%	50%	50%	46%	53%	35%	27%
Cooking instructions/preparation time					33%	45%	45%	32%	25%
Statements about nutrition benefits	44%	43%	29%	29%	31%	42%	43%	30%	23%
Country of origin labeling							29%	26%	15%
Statements about health benefits	28%	27%	20%	22%	24%	30%	29%	18%	15%
Statement about the absence of certain food ingredients						24%	23%	20%	13%

The drop in number of types of packaging information used is consistent across age, gender, and education.

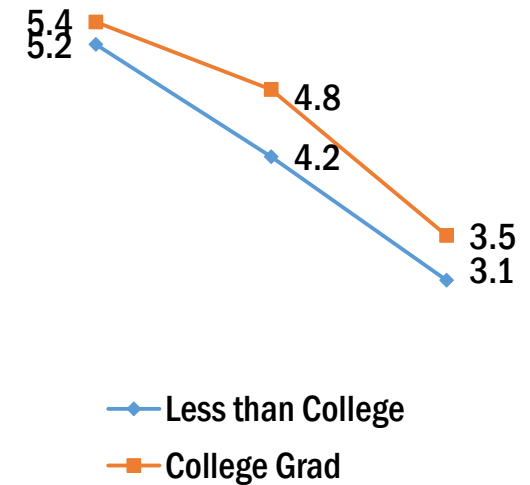
Number of Types of Packaging Information Used by Age



Number of Types of Packaging Information Used by Gender



Number of Types of Packaging Information Used by Education





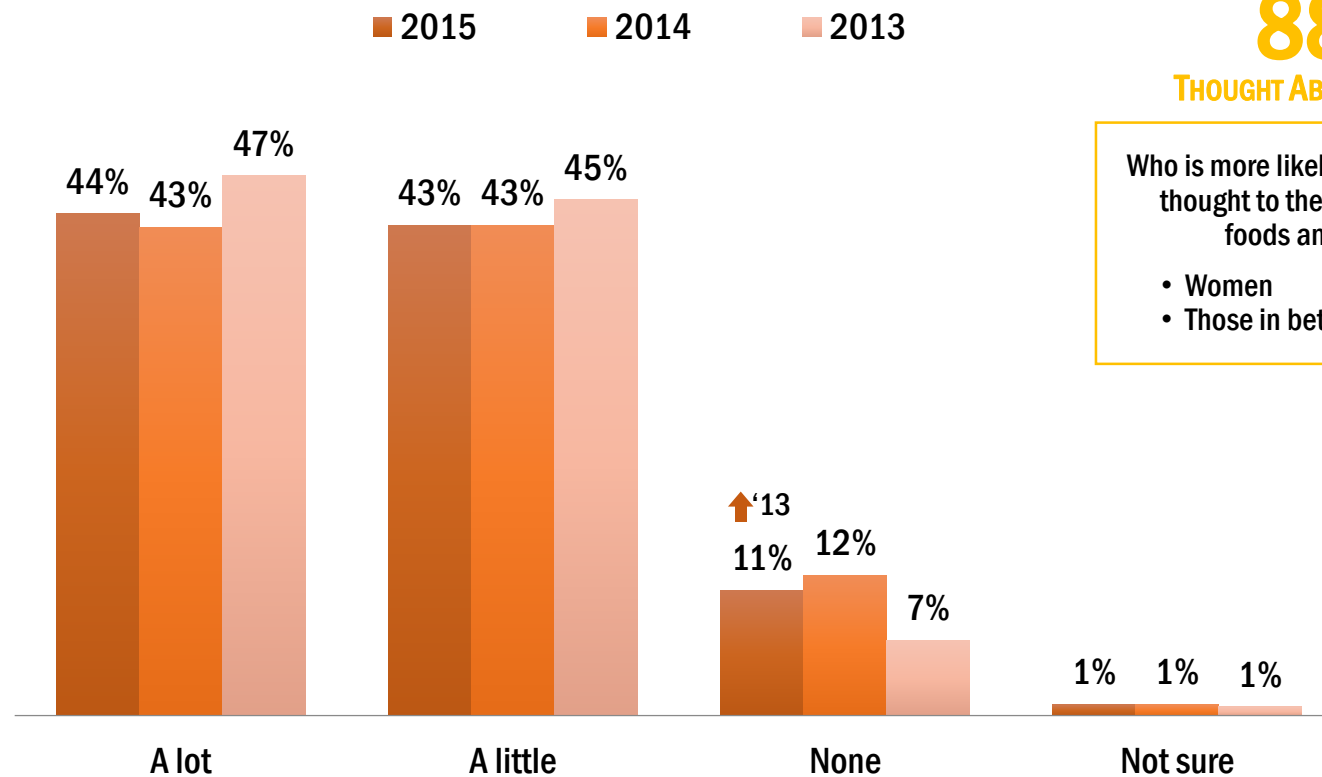
# DIETARY COMPONENTS

A wooden crate filled with various dietary components. The top shelf holds a jar of white liquid, a jar of red beans, a glass bottle of yellow oil, and a potted herb plant. The bottom shelf holds a bowl of fresh vegetables (green bell peppers, red tomatoes, and carrots), two jars of grains, and a small bowl of lentils. A white and yellow striped cloth is draped over the right side of the crate.

[foodinsight.org](http://foodinsight.org)

Nearly nine out of ten Americans have given some thought to the ingredients in their foods and beverages in the past year, with more than two out of five giving a lot of thought to the ingredients.

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



**88%**

THOUGHT ABOUT INGREDIENTS

Who is more likely to have given *a lot* of thought to the ingredients in their foods and beverages?

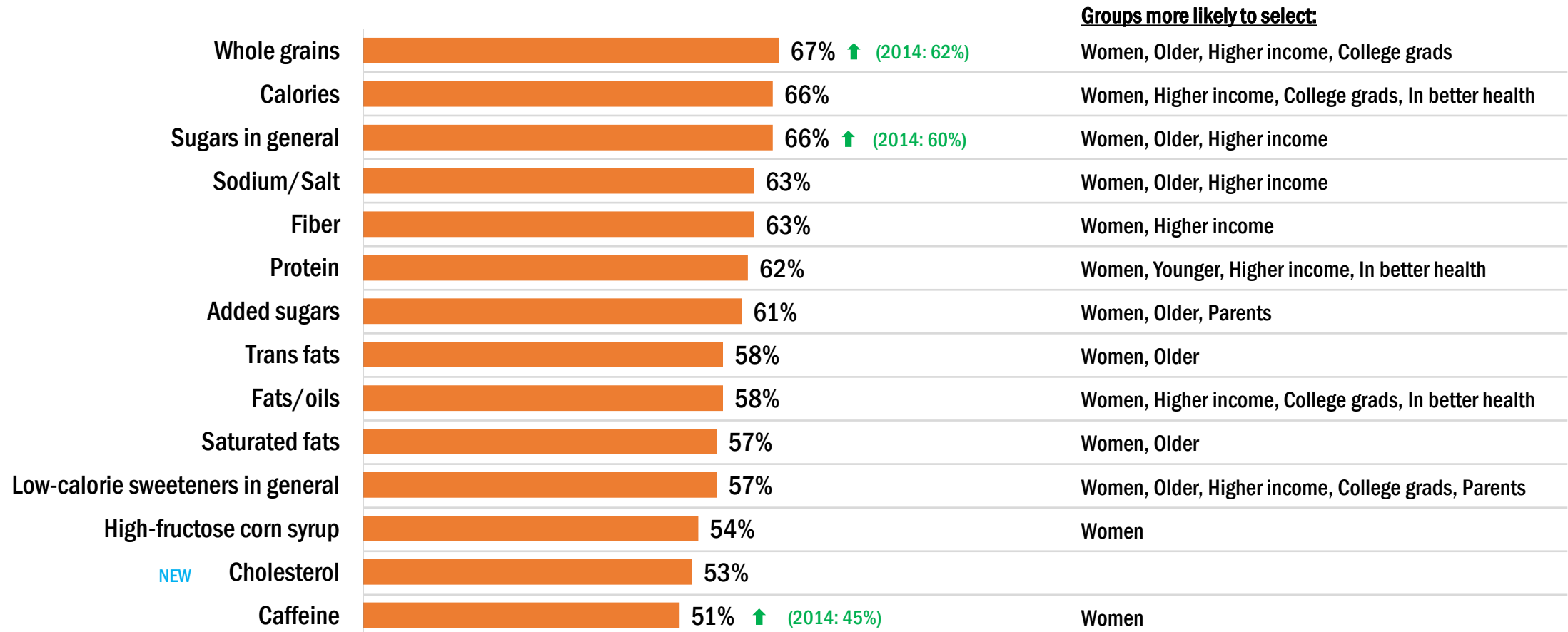
- Women
- Those in better health

2015 n=1,007; 2014 n=1,005; 2013 n=1,006

Arrows indicate significant (.95 level) differences vs. prior years

Whole grains, calories, and sugars are the most common food components that Americans have considered in the past twelve months. Among the most considered items, whole grains and sugars are up slightly from 2014.

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? *(Percent saying Yes.)*



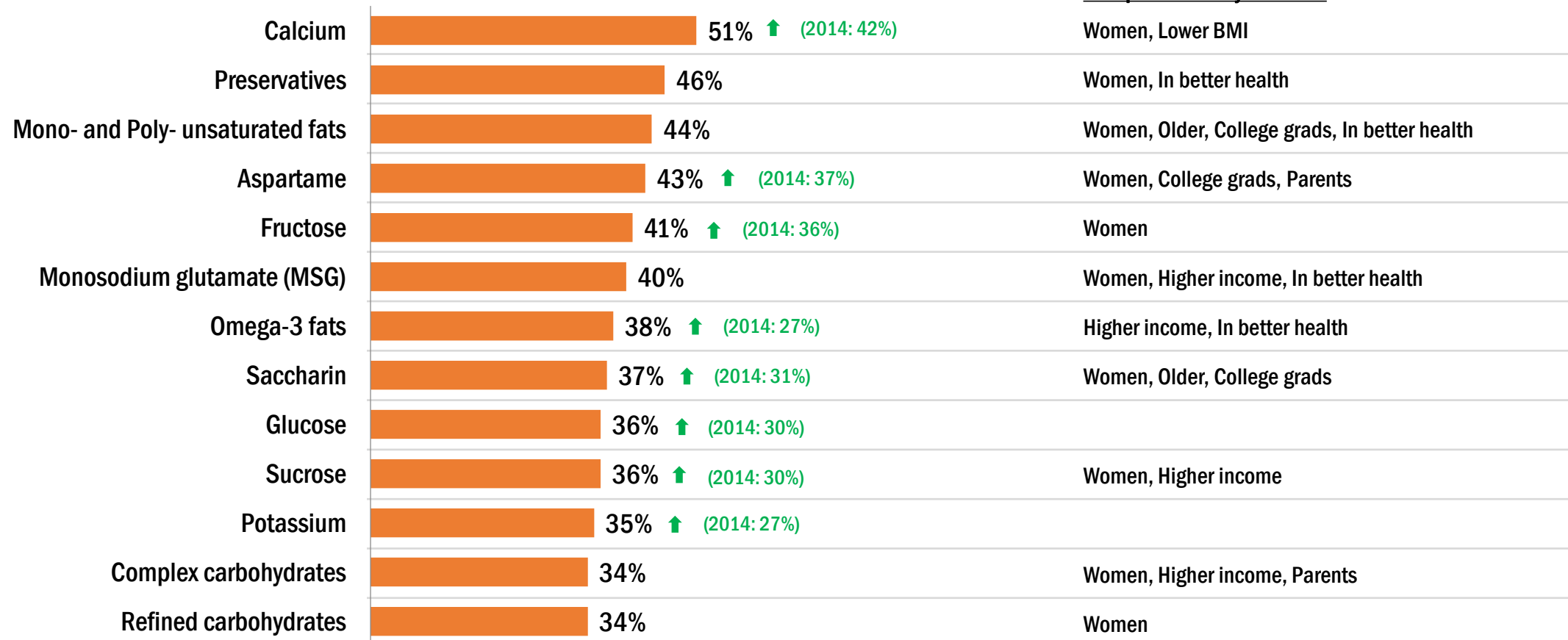
2015 n=1,007; Arrows indicate significant (.95 level) differences vs. 2014



Many of the specific food components are more likely to be considered this year.

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? *(Percent saying Yes.)*

Groups more likely to select:



2015 n=1,007; Arrows indicate significant (.95 level) differences vs. 2014.

The greater consideration is also true for probiotics, stevia, soy, lactose, gluten, and other components.

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? *(Percent saying Yes.)*

Groups more likely to select:

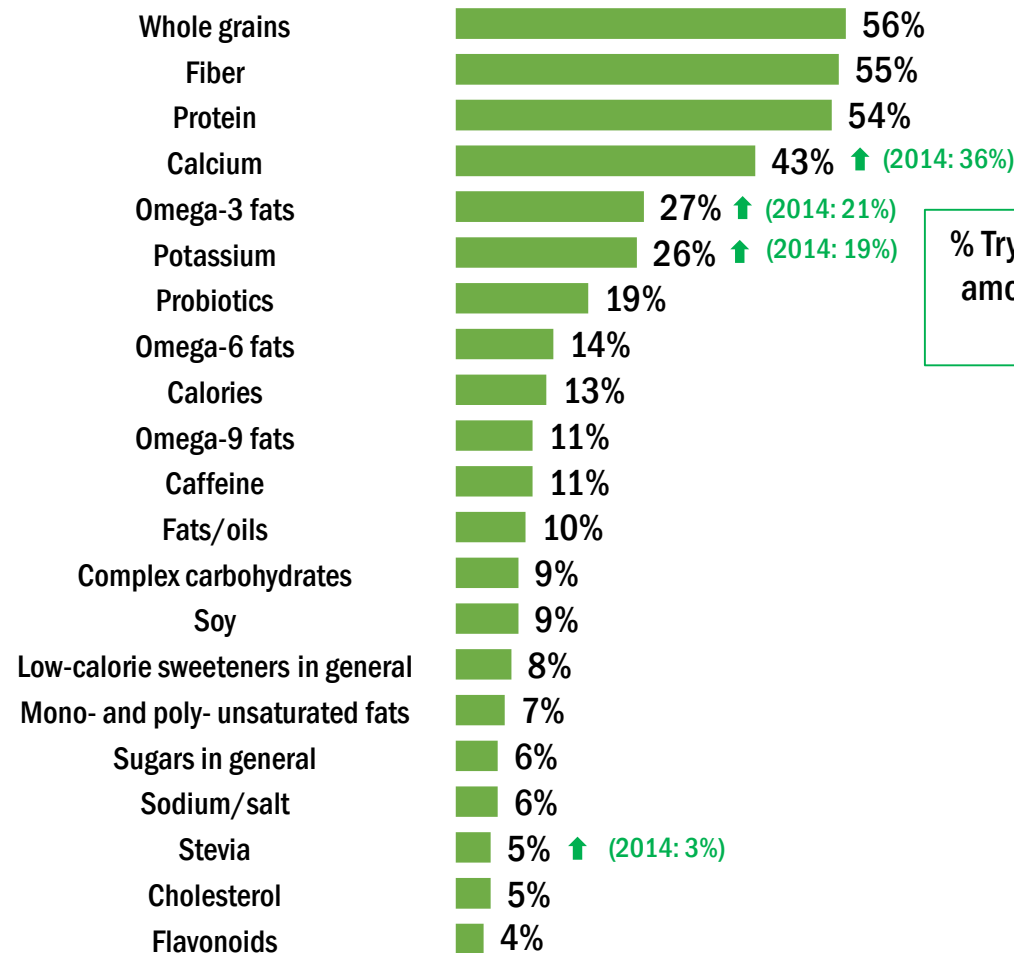
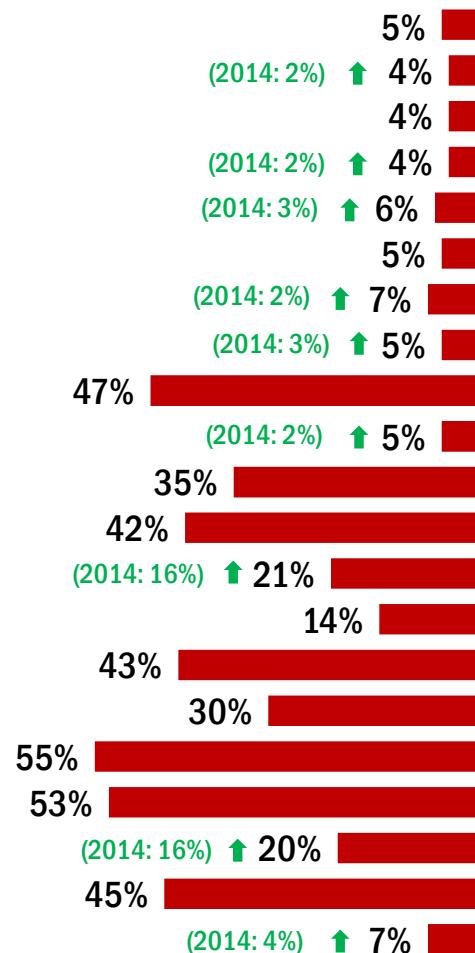
Sucralose	30%		Women, Higher income, College grads, Lower BMI
Probiotics	30%	↑ (2014: 25%)	Women, Younger, Higher income
Stevia	30%	↑ (2014: 24%)	Women, College grads, Lower BMI
Soy	28%	↑ (2014: 21%)	Women, In better health
Lactose	28%	↑ (2014: 20%)	Women
Gluten	28%	↑ (2014: 20%)	Women, Younger, Less than a college degree
Food colors	26%		Women, Lower BMI, Parents
Omega-6 fats	23%	↑ (2014: 17%)	In better health
Omega-9 fats	20%	↑ (2014: 16%)	Younger, In better health
Acesulfame potassium	17%	↑ (2014: 12%)	College grads, Lower BMI
Flavonoids	15%	↑ (2014: 9%)	In better health
NEW Steviol glycosides	14%		College grads, Lower BMI
NEW Erythritol	13%		College grads, In better health
NEW Monk fruit	8%		Younger

2015 n=1,007; Arrows indicate significant (.95 level) differences vs. 2014

More Americans report that they are trying to get at least a certain amount of Calcium, Omega-3s, and Potassium in 2015.

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

% Try to limit or avoid entirely



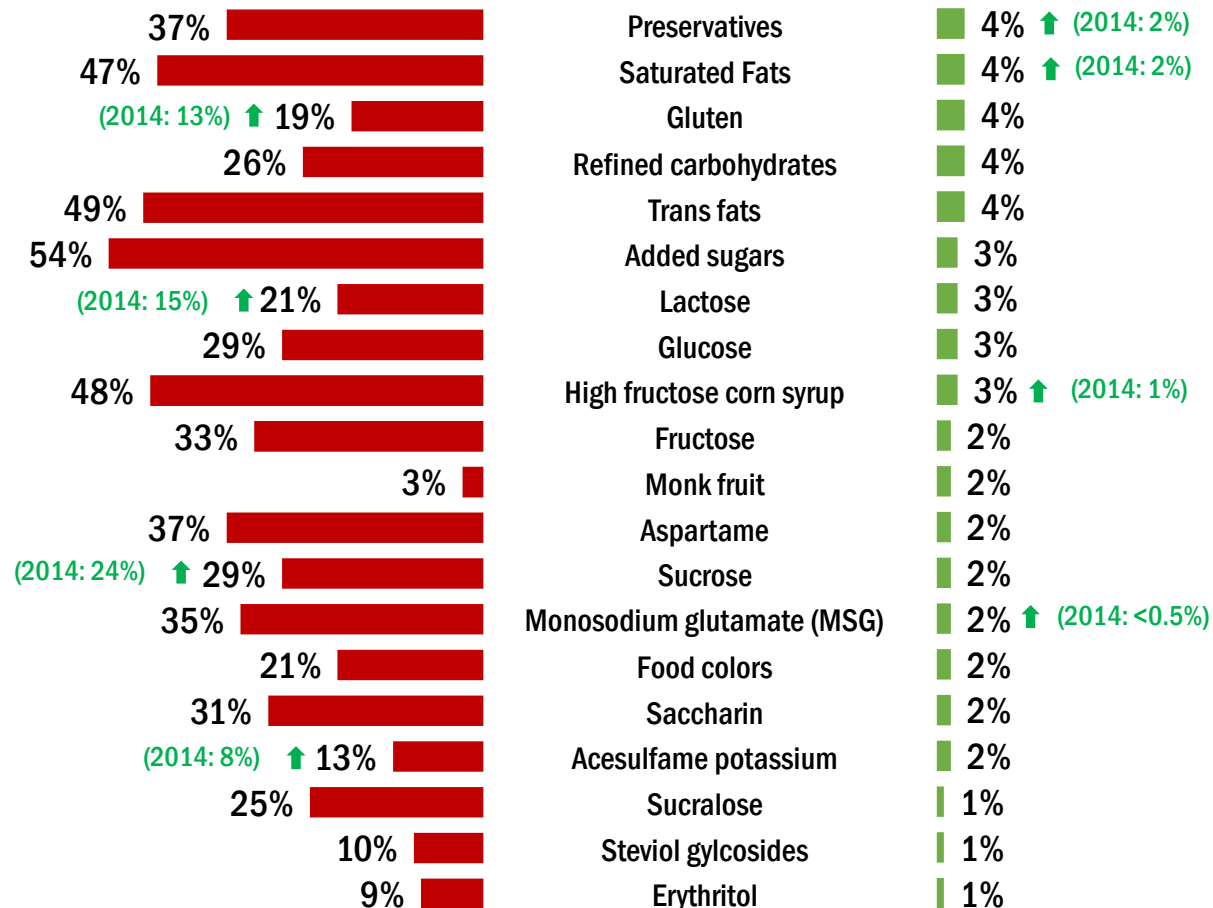
% Try to get a certain amount or as much as possible

2015 n=1,007; Arrows indicate significant (.95 level) differences vs. 2014.

In comparison to 2014, more Americans are trying to limit or avoid gluten, lactose, sucrose, and acesulfame potassium.

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

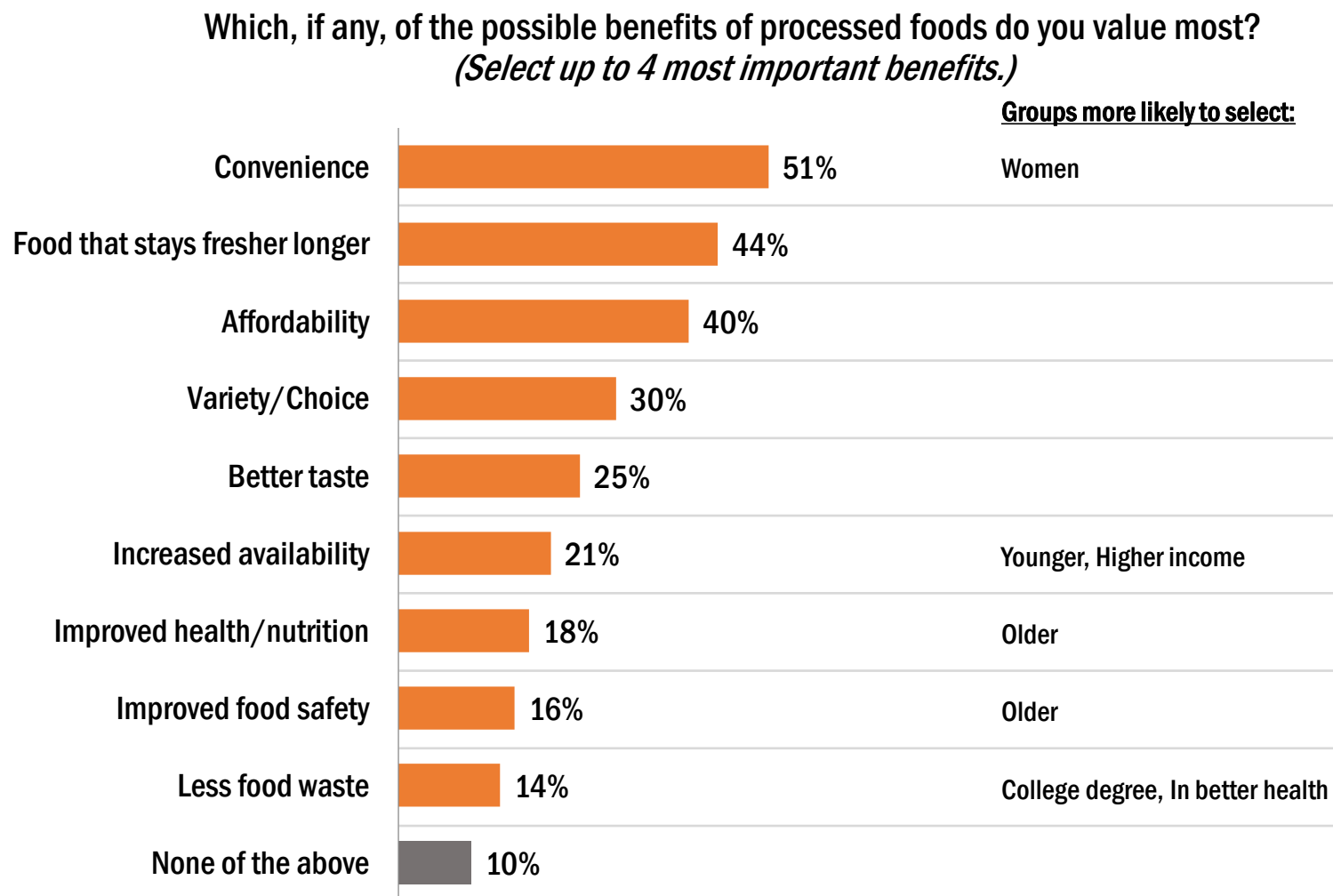
% Try to limit or avoid entirely



% Try to get a certain amount or as much as possible

2015 n=1,007; Arrows indicate significant (.95 level) differences vs. 2014.

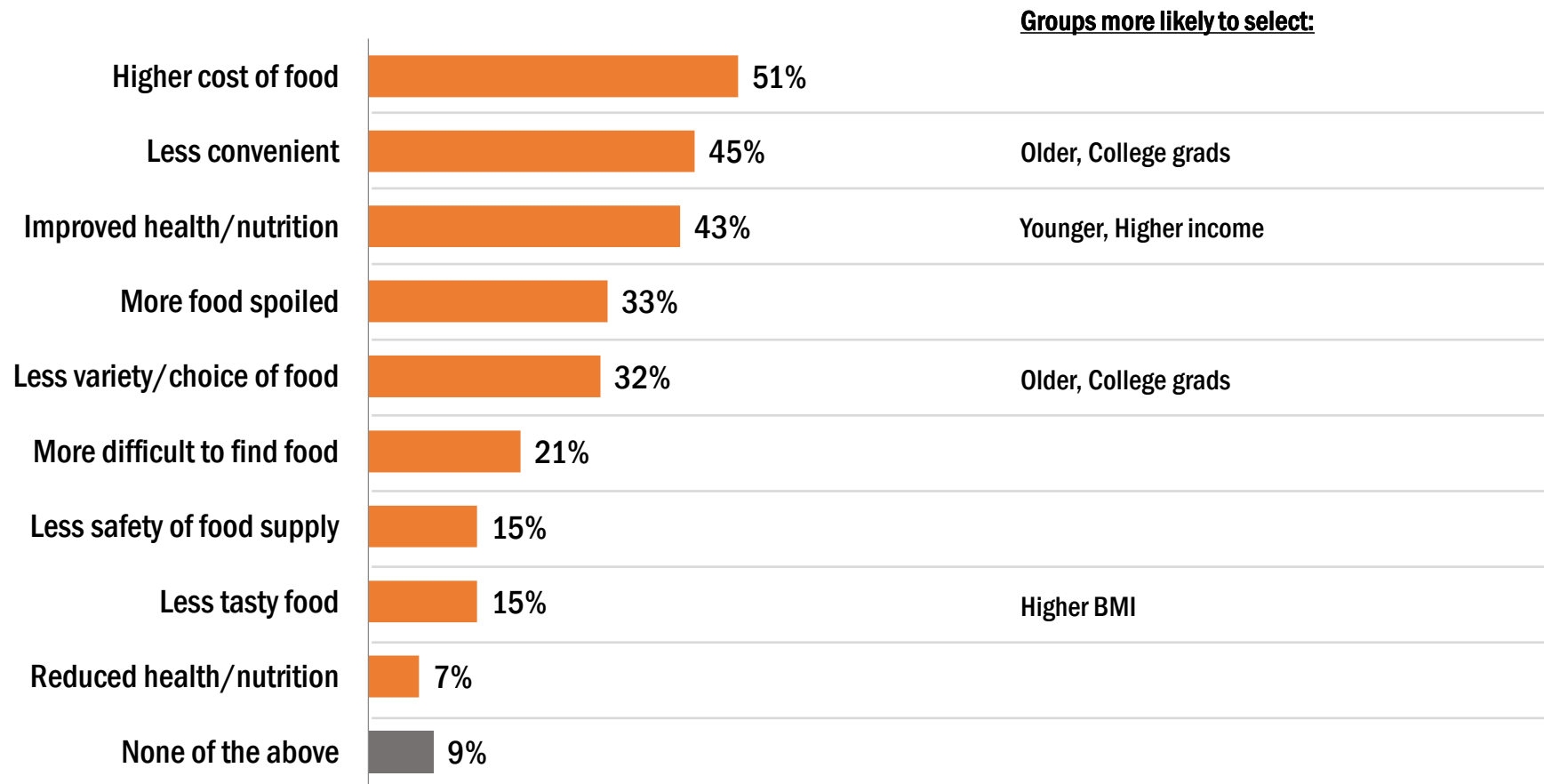
Half of Americans value the convenience of processed foods, followed by staying fresh longer and affordability.



2015 Sample A n=497

Half of Americans believe that they would be most impacted by a higher cost of food if processed foods were removed from the food supply.

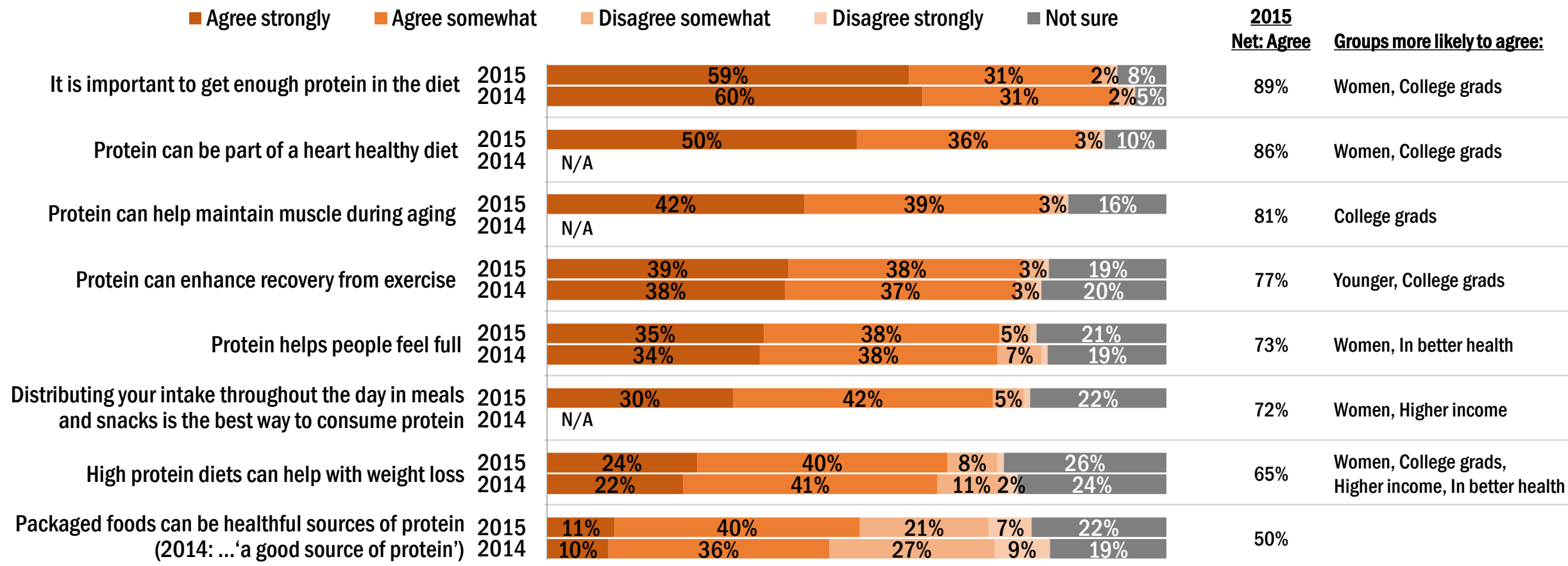
If processed foods were removed from the food supply, how would it impact you?  
(Select up to 4 most important ways you would be impacted.)



2015 Sample B n=510

Most Americans agree that it's important to consume enough protein in their diet, and that protein can be part of a heart healthy diet. Nearly as many agree that protein can help maintain muscle during aging.

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



2015 n=1,007; 2014 n=1,005. Percentages under 2% are not labeled.

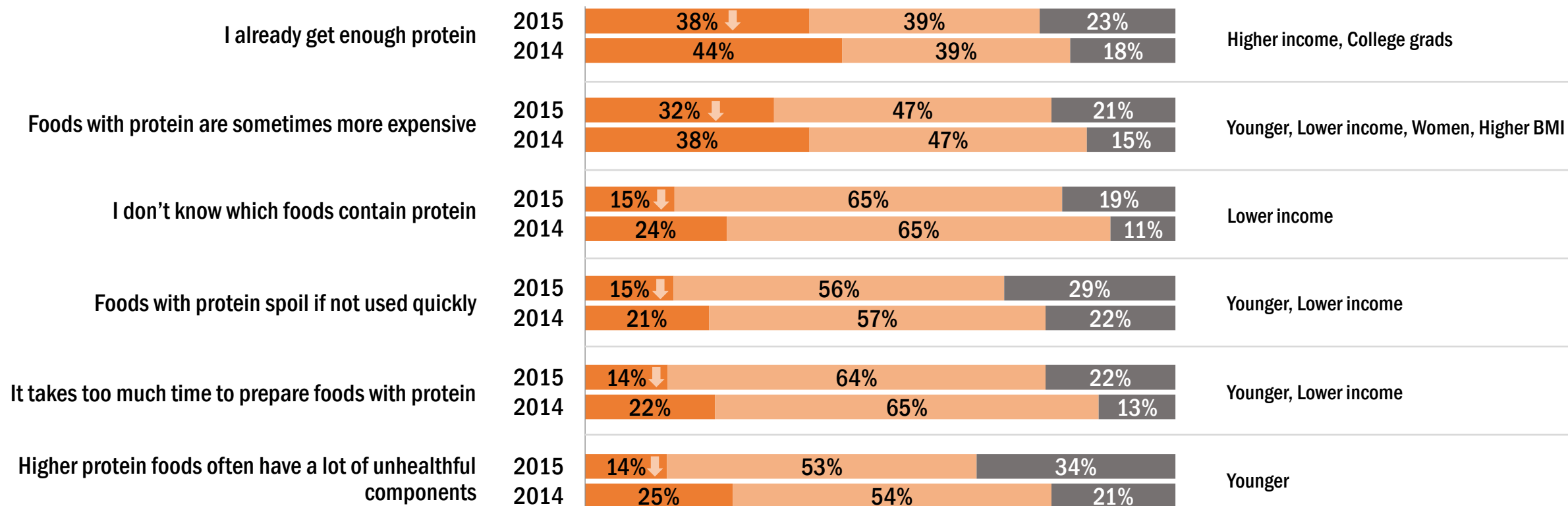


The most common perceived barrier to increasing protein intake is the belief that they already get enough, followed by cost and lack of knowledge about which foods contain protein.

Which of the following are reasons why you do not consume more protein than you do now?

■ Yes, this is a reason   ■ No, this is not a reason   ■ Not sure

**Groups more likely to select “Yes”:**



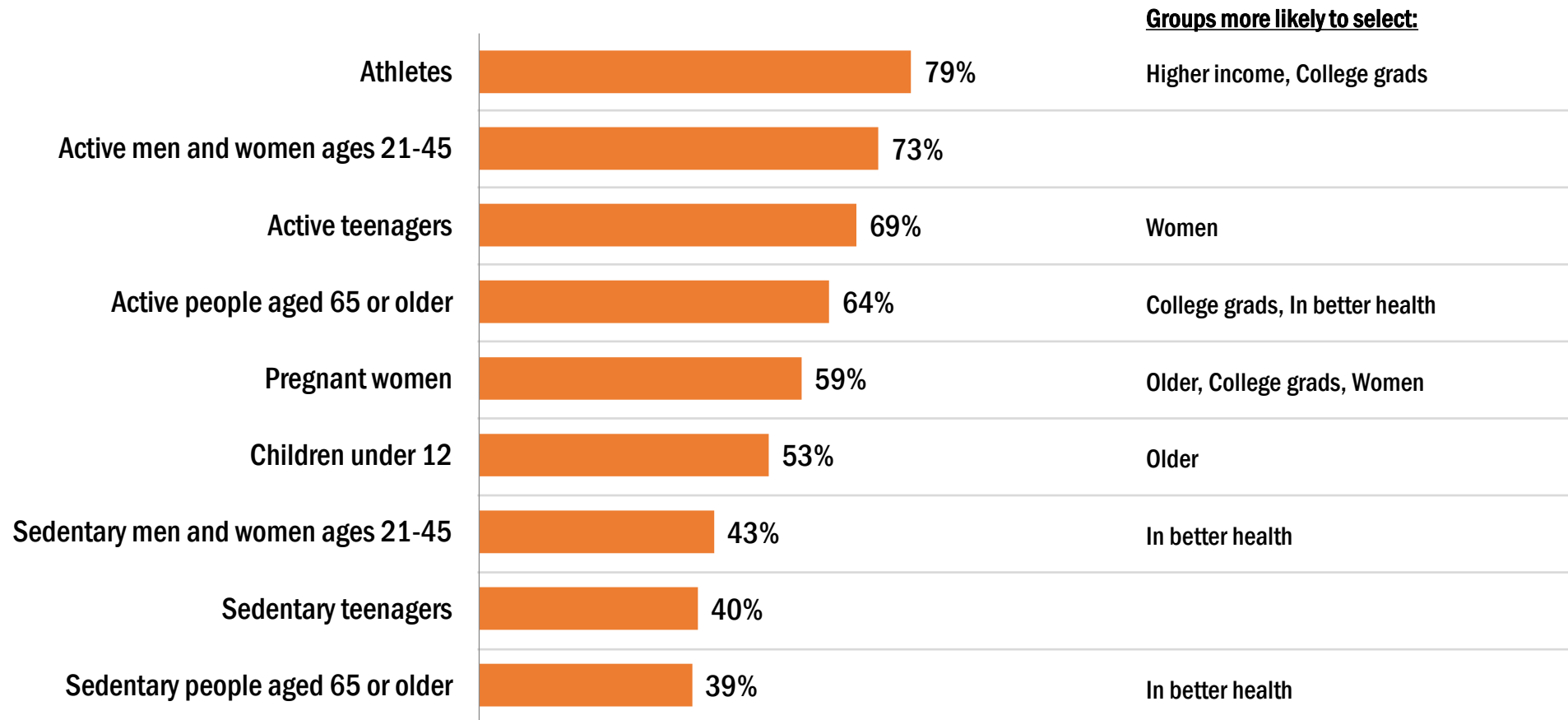
2015 n=1,007; 2014 n=1,005.

In 2014, the question allowed respondents to specify which of the items were ‘major reasons’ and ‘minor reasons.’ Shown above is the netted result of major and minor.

Arrows indicate significant (.95 level) differences vs. 2014.

Most Americans believe that athletes, and to a lesser degree people who are generally active, should be consuming higher amounts of protein.

Do you believe that consuming higher amounts of protein is especially beneficial for any of the following groups? (Percent "Yes")

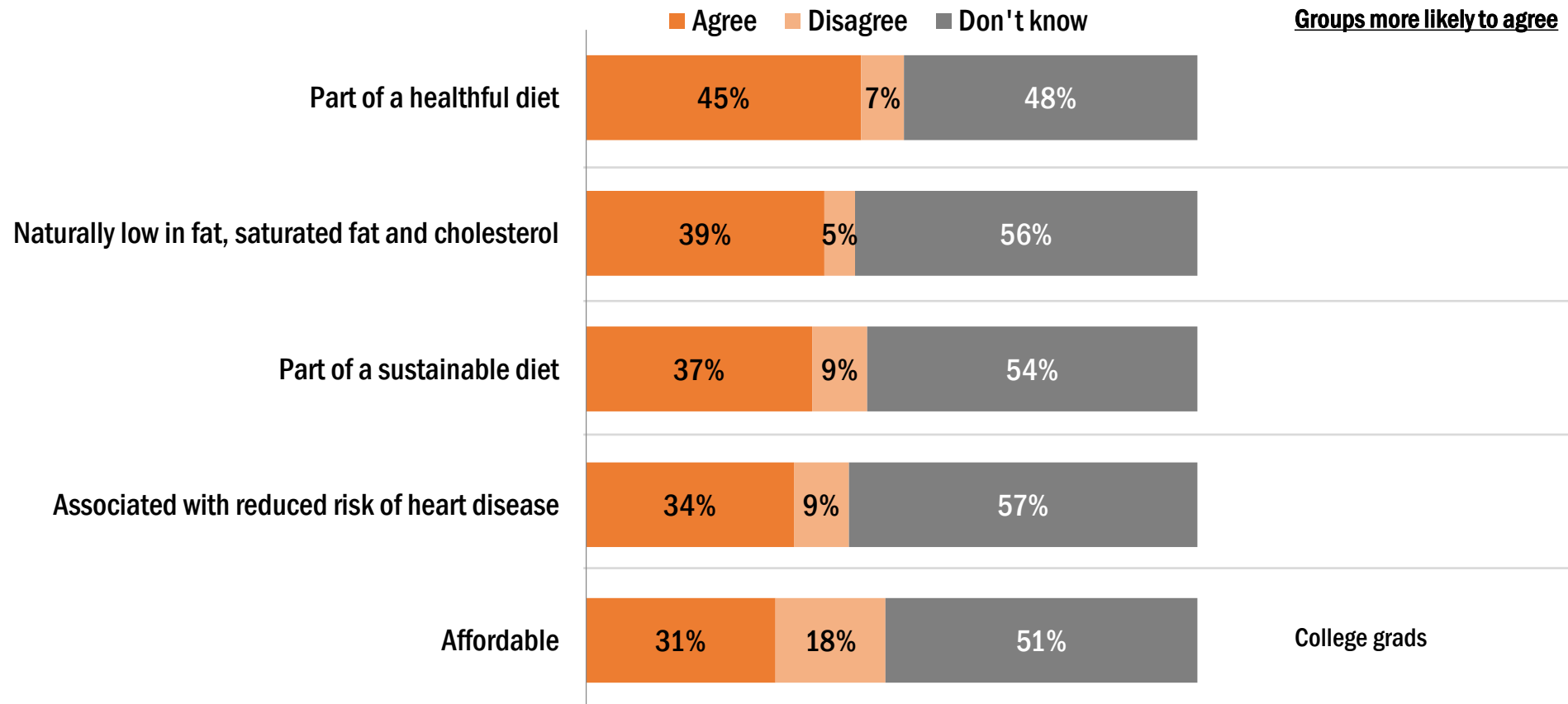


2015 n=1,007

Slightly less than half of Americans agree that soy foods are part of a healthful diet. Four in ten agree that they are naturally low in fat, saturated fat, and cholesterol.

Do you agree or disagree with the following statements about soy foods:

*Soy Foods Are...*

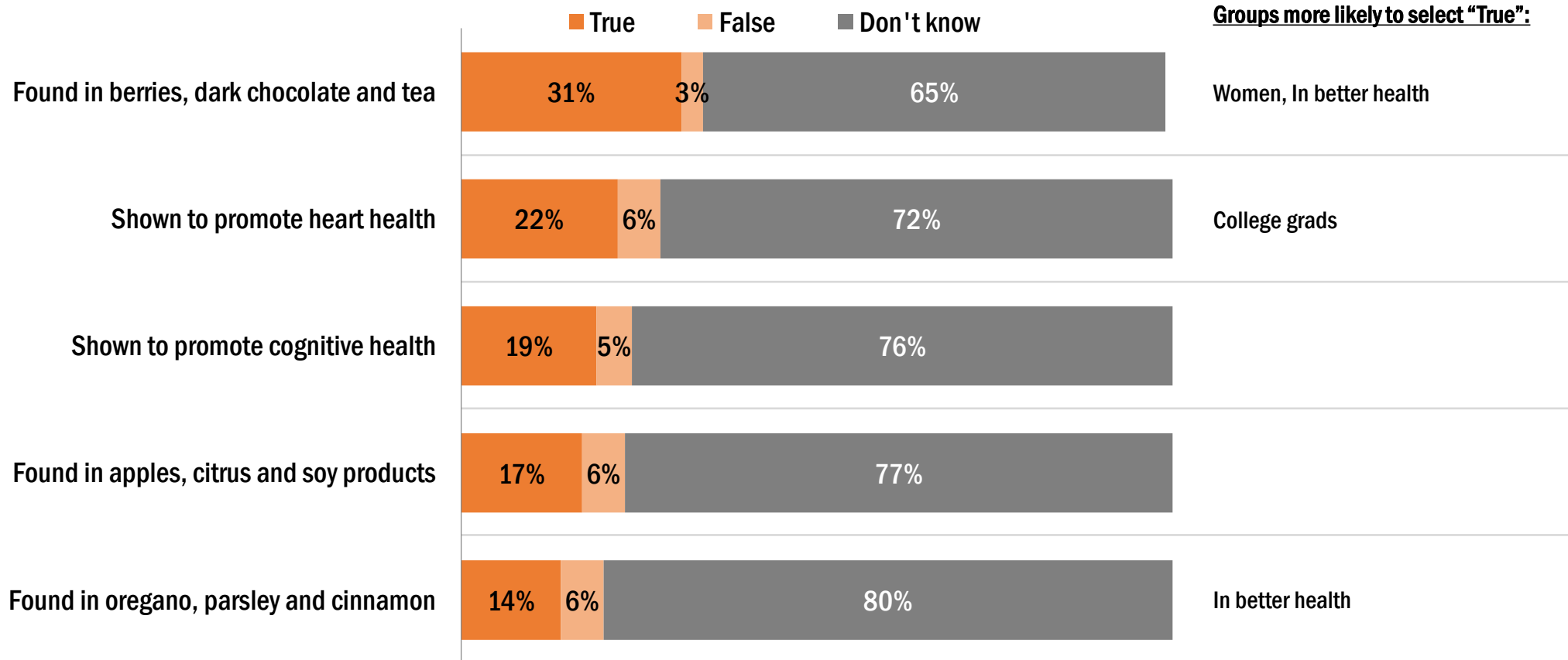


2015 Sample A n=496

One in three Americans agree that flavonoids are found in berries, dark chocolate, and tea, but overall familiarity with food sources of the component and associated health benefits is low.

Which of the following statements are true about flavonoids?

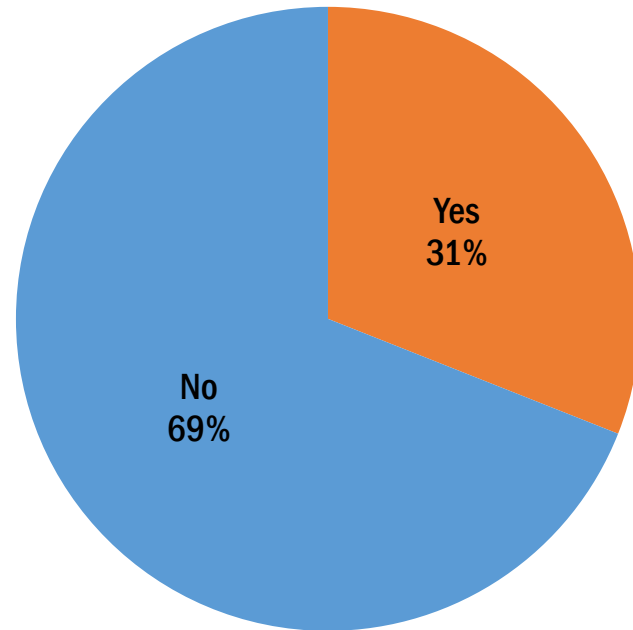
*Flavonoids are...*



2015 Sample B n=511

3 in 10 Americans have recently changed their opinion about the healthfulness of saturated fat, with the majority now believing it's less healthful.

Thinking about the last year, has your opinion changed about the healthfulness of eating saturated fat?



If yes

Please indicate how your opinion about the healthfulness of eating saturated fat has changed.

I believe eating saturated fat is more healthful to eat than I used to

23%

I believe eating saturated fat is less healthful to eat than I used to

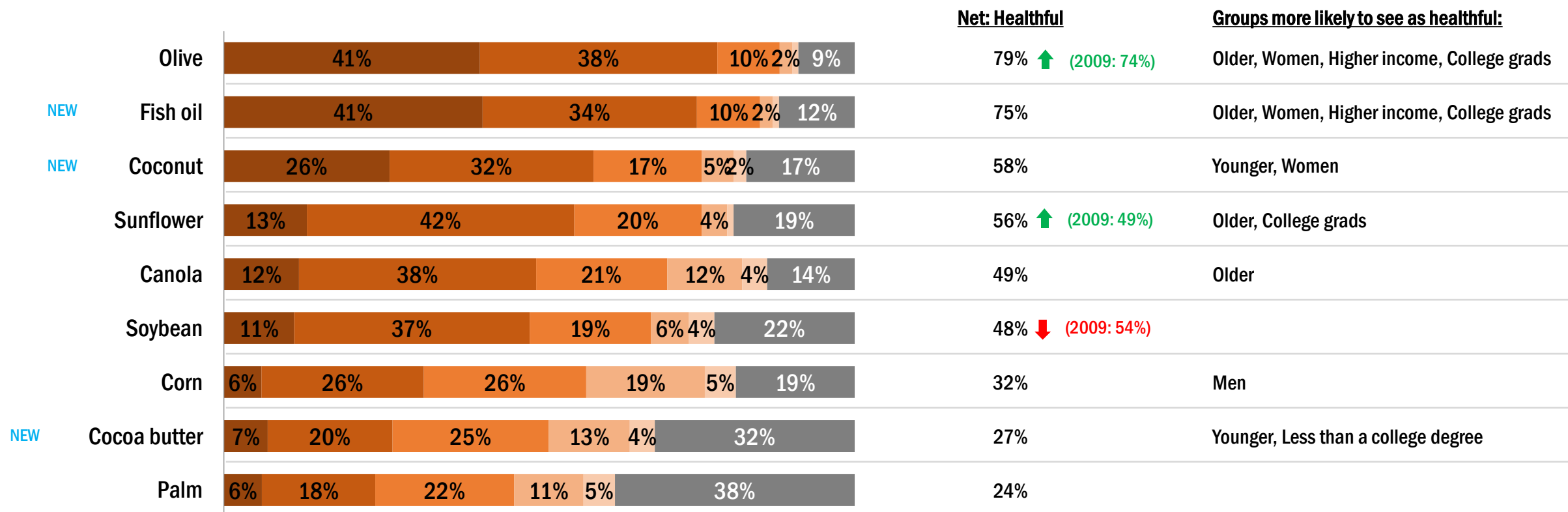
77%

2015 n=1,007; If opinion changed=293

Olive oil and fish oil are seen as the most healthful types of oil on the market.

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

Extremely healthful   Somewhat healthful   Neither healthful nor unhealthy   Not very healthful   Not at all healthful   Unaware

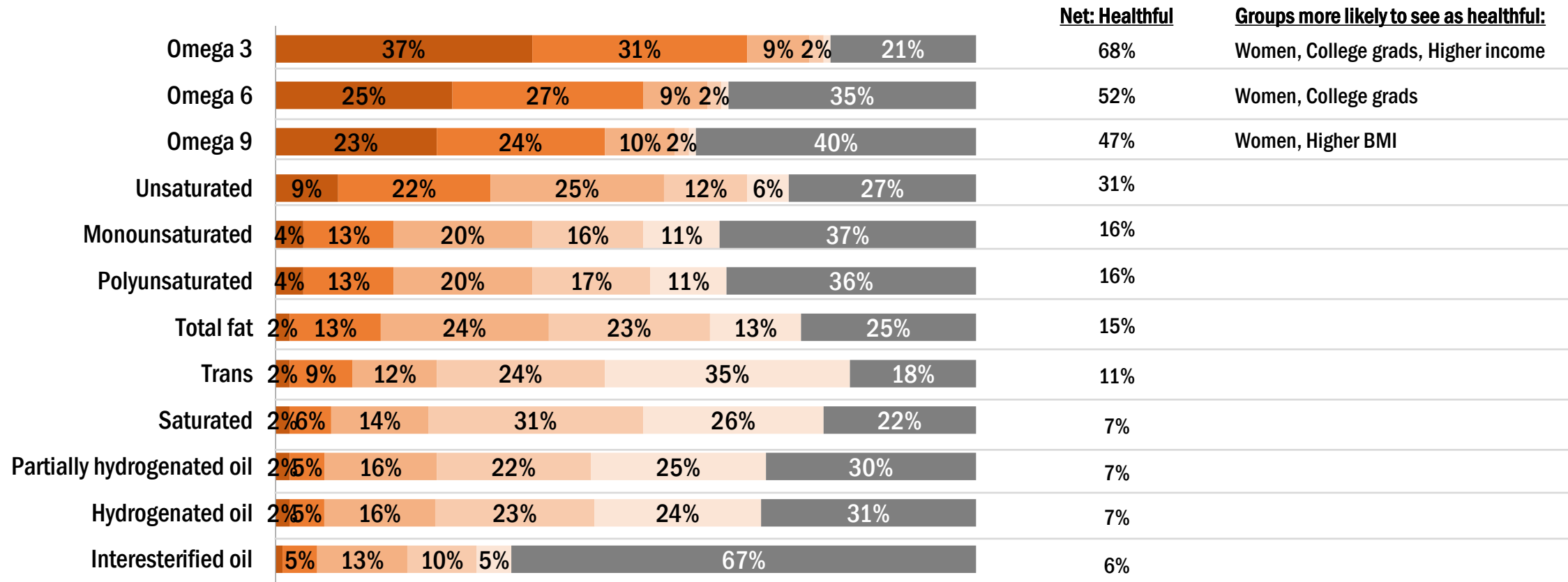


2015 n=1,007; Arrows indicate significant (.95 level) differences vs. 2009 ; Percentages under 2% are not labeled

Americans view omega fatty acids as the most healthful type of fat.  
Considerably less recognize the healthfulness of mono- and polyunsaturated fat.

### How would you rate the healthfulness of each of the following types of fat?

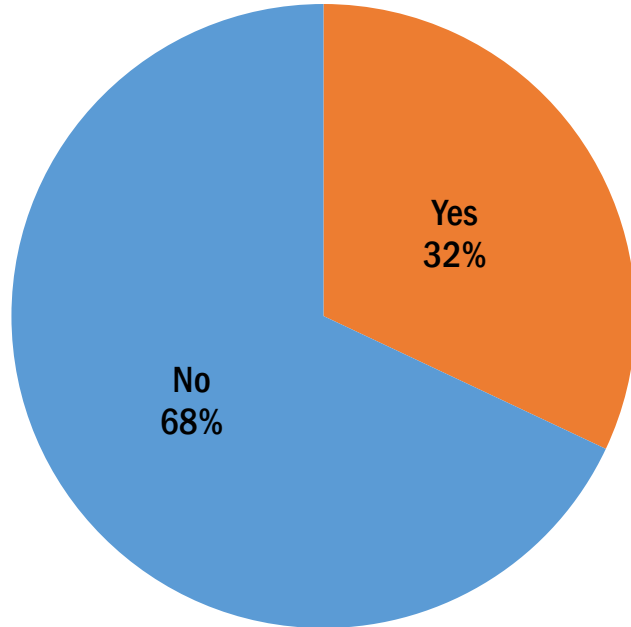
Extremely healthful   Somewhat healthful   Neither healthful nor unhealthy   Not very healthful   Not at all healthful   Unaware



2015 n=1,007; Percentages under 2% are not labeled

3 in 10 Americans have recently changed their opinion about the healthfulness of carbohydrates, with the majority now believing they're less healthful.

Thinking about the last year, has your opinion changed about the healthfulness of eating carbohydrates?



If yes

Please indicate how your opinion about the healthfulness of eating carbohydrates has changed.

I believe eating carbohydrates is more healthful to eat than I used to

35%

I believe eating carbohydrates is less healthful to eat than I used to

65%

2015 n=1,007; If opinion changed=305



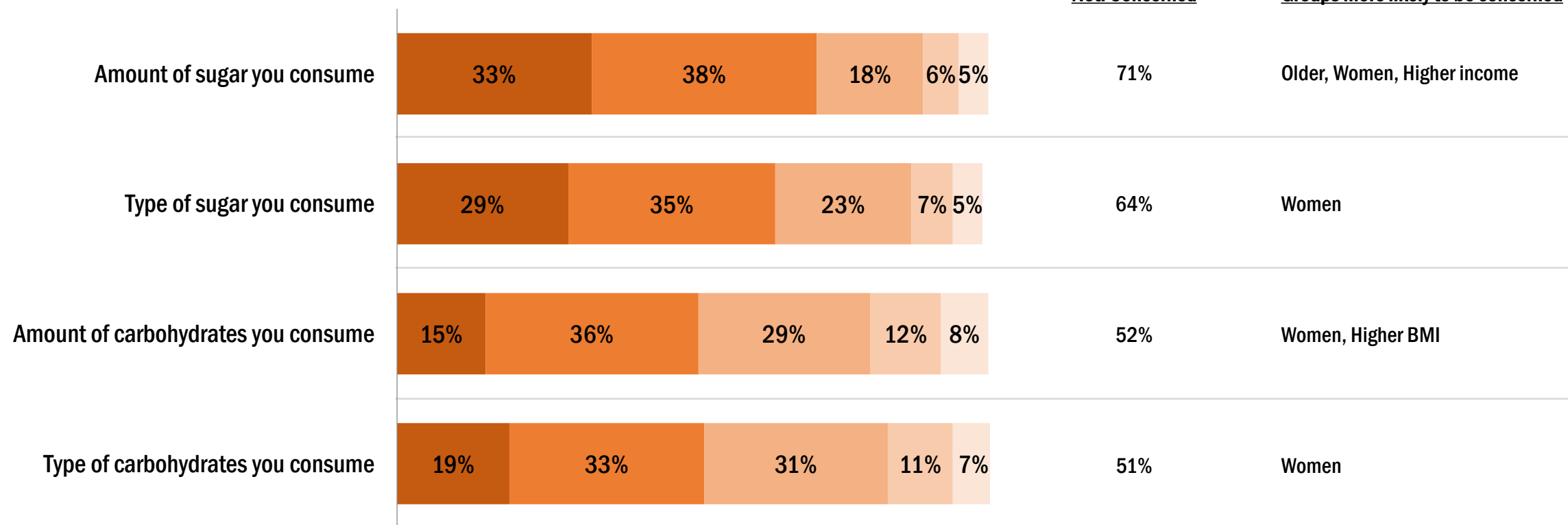
Americans are more concerned about the amount of sugars they eat versus the type of sugars.

How concerned are you, if at all, with the...

Extremely concerned   Somewhat concerned   Neither concerned nor unconcerned   Not very concerned   Not at all concerned

Net: Concerned

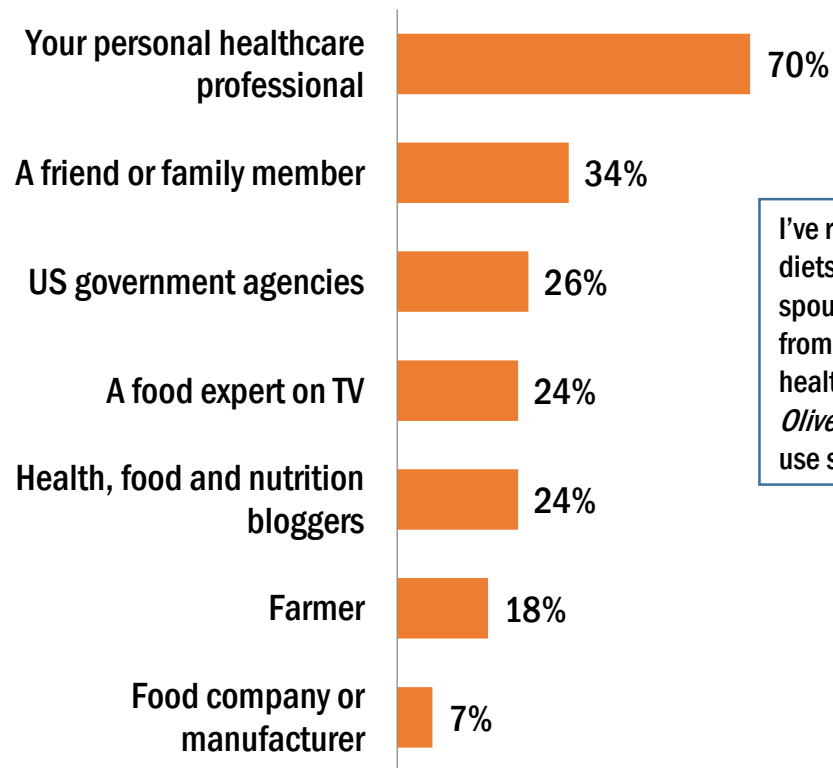
Groups more likely to be concerned



2015 n=1,007

Although healthcare professionals are considered the most trustworthy, consumers describe a range of sources they trust.

Which one of these sources would you *trust the most* to provide accurate information about the types of food you should be eating? (Please select up to 3.)



#### QUOTES FROM POST-SURVEY DISCUSSION ABOUT SOURCES OF INFORMATION ABOUT FOOD IN GENERAL AND SUGARS AND CARBS SPECIFICALLY

Well, I look at the nutrition information labels on processed foods to find that information. I'm not sure I would say I trust it 100% though. I do rely on information from scholarly articles involving food contents though. These sources are credible because they have no bias...

Woman, age 18-34

I don't think I have a specific reference that I base my opinions on. I follow some healthy eating bloggers (e.g., Nom Nom Paleo) and have purchased several paleo, raw & macrobiotic cookbooks, which usually contain a lot of great info.

Woman, age 35-49

I've received info from my doctor and a dietitian on well balanced diets. Someone with a medical background I find credible... My spouse does a lot of research on healthy eating, so I've learned a lot from him. There are also several [TV] shows... that show how to cook healthier - this motivates me to cook better. *Cooking Thin*, *Jamie Oliver*, *Barefoot Contessa* and *Good Eats* I find have great ideas and use simple good food.

Woman, age 35-49

I really rely on food labels tend to look at those a lot. I do watch on occasion food shows (*Rachael Ray*, *The Chew*) and of course Dr. Oz... I have to believe what they are talking about has to be credible due to the fact that they have many discussions and also put those discussions into action with cooking healthy choices.

Man, age 35-49

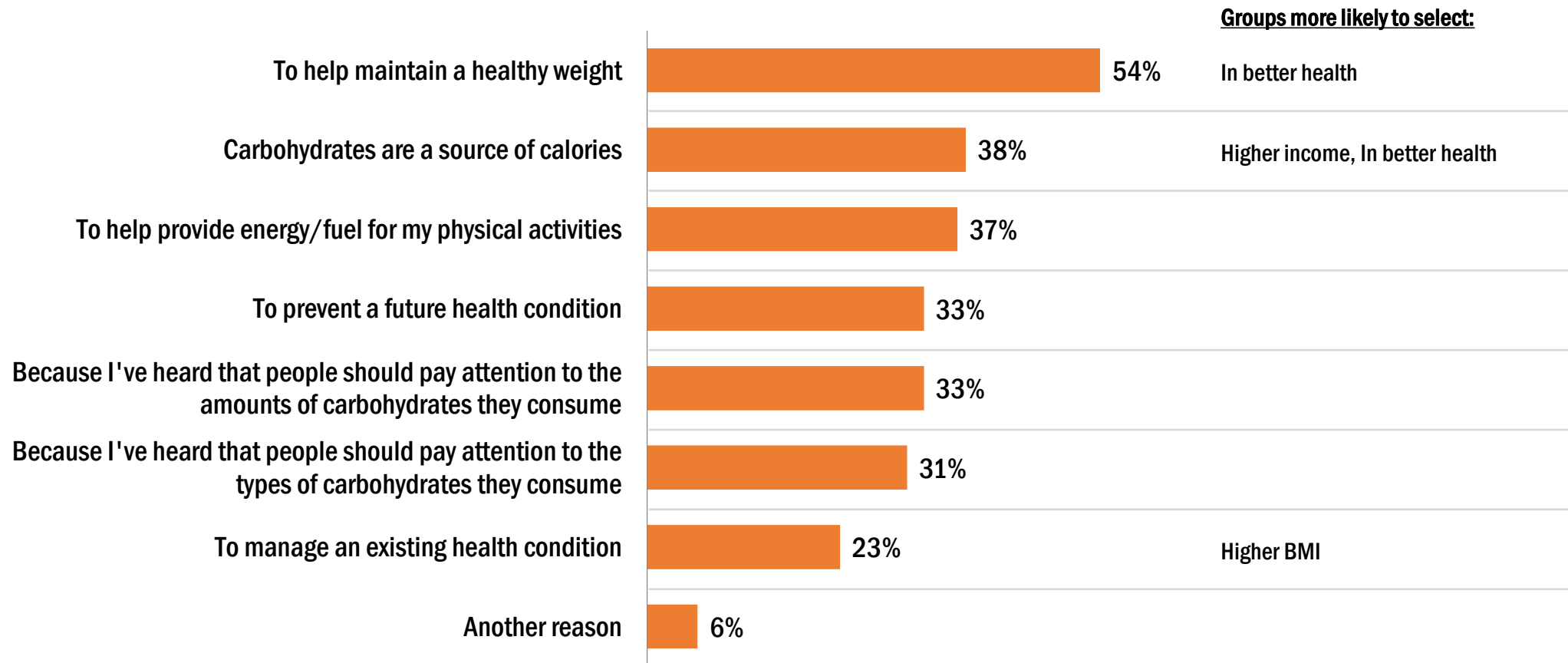
Honestly, television. I am able to watch chefs like Jamie Oliver who are passionate about good food and who demonstrate how to cook it correctly. I grew up eating a certain type of food and I am not always sure how to cut or cook food I didn't grow up eating but I can learn. I also am very conscious now that I am feeding a child what your body needs to stay alive. I am 100% responsible for her nutritional health and I want to set her on the right path.

Woman, age 18-34

2015 n=1,007

More than half of Americans who consider the carbohydrate content in their foods and beverages do so for their weight.

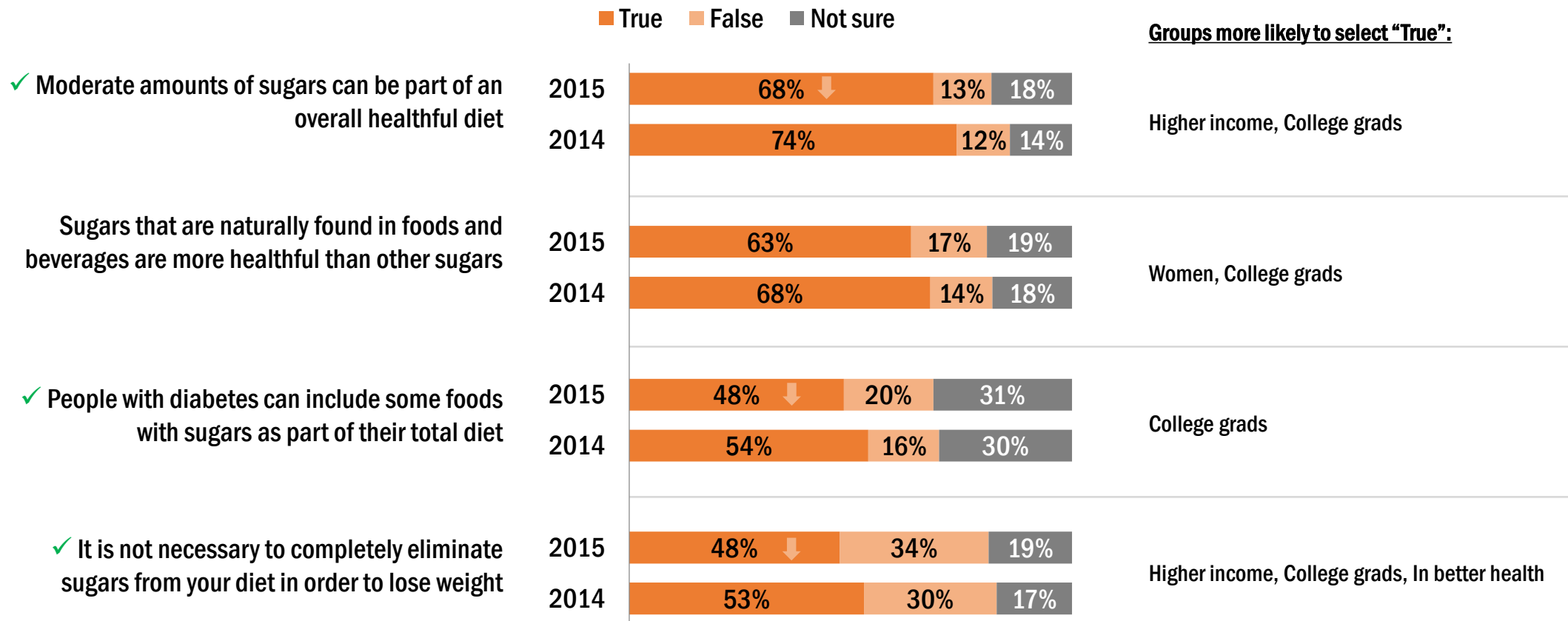
Which of the following, if any, are reasons why you consider the carbohydrate content of the foods and beverages you buy? *(Select all that apply.)*



2015 if considers carbohydrates n=773

Fewer consumers agreed that sugars can have a place in a healthful diet, compared to 2014.

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



2015 n=1,007; 2014 n=1,005

Arrows indicate significant (.95 level) differences vs. 2014.

✓ Indicates true statement

Many consumers see the amount and types of sugars as a complex topic.

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

### QUOTES FROM POST-SURVEY DISCUSSION ABOUT SUGARS AND CARBS

Moderate amounts of sugar can be part of an overall healthful diet

68%

Everything in moderation is the key to success.

Woman, age 35-49

Small amounts, not moderate amounts.

Woman, age 18-34

Sugars that are naturally found in foods and beverages are more healthful than other sugars

63%

I believe our bodies can recognize and process "natural" sugars better than "fake" sugars.

Woman, age 35-49

Very true. Anything artificial is not good for you.

Woman, age 18-34

People with diabetes can include some foods with sugar as part of their total diet

48%

I think it's important to add healthy sources of sugar to your diet, including fruit.

Woman, age 18-34

People with diabetes have to closely watch the sugar intake in their diet and cutting out sugars completely is a good idea.

Man, age 18-34

It is not necessary to completely eliminate sugar from your diet in order to lose weight

48%

I don't think you have to ELIMINATE but focus on limiting, especially added sugars. Fruits, for example, have a lot of natural occurring sugars, and they are packed full of nutrients that are important for overall health.

Woman, age 18-34

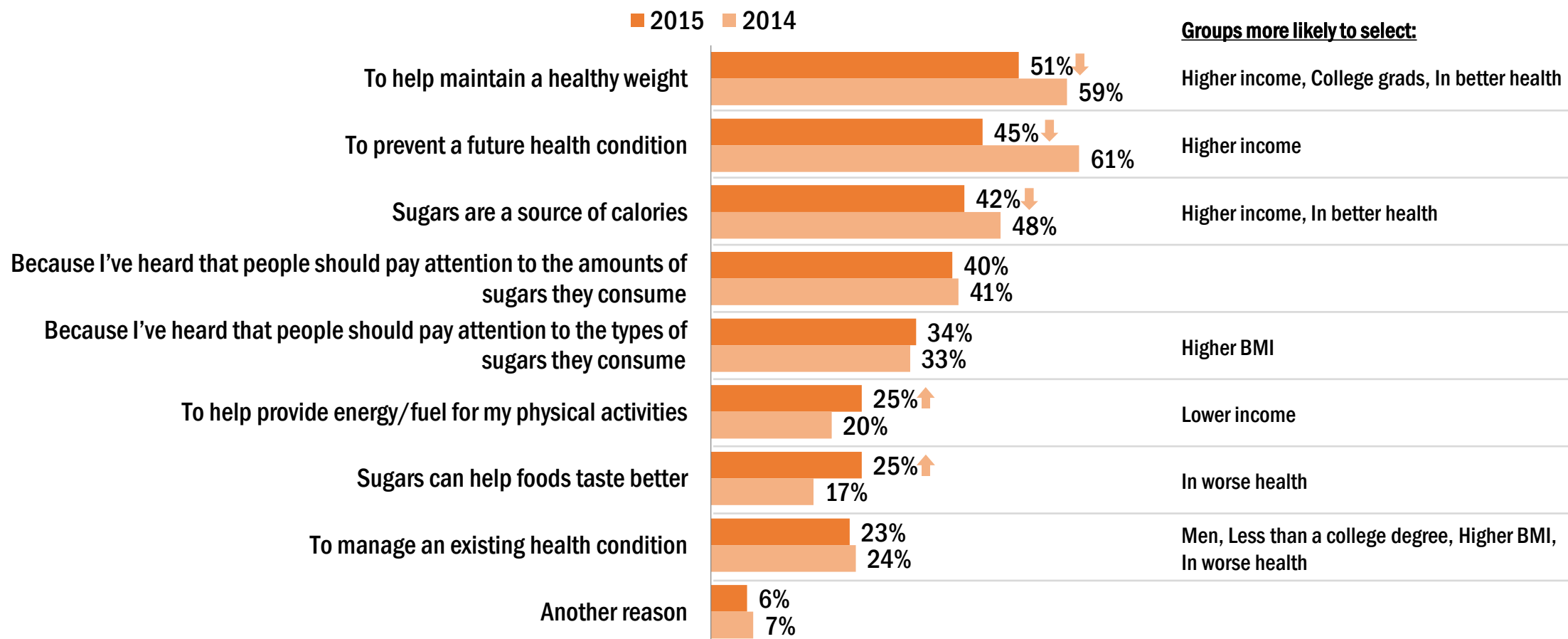
Unless it is recommended by one's doctor, I really don't think one should eliminate all carbs and sugars. Just think about all the interesting food that one would miss, it is really not worth it in my opinion.

Man, age 50+

2015 n=1,007

Half of Americans who consider the sugars content in their foods and beverages do so for their weight. Taste and energy considerations are becoming more prevalent.

Which of the following, if any, are reasons why you consider the sugars content of the foods and beverages you buy?  
(Select all that apply.)



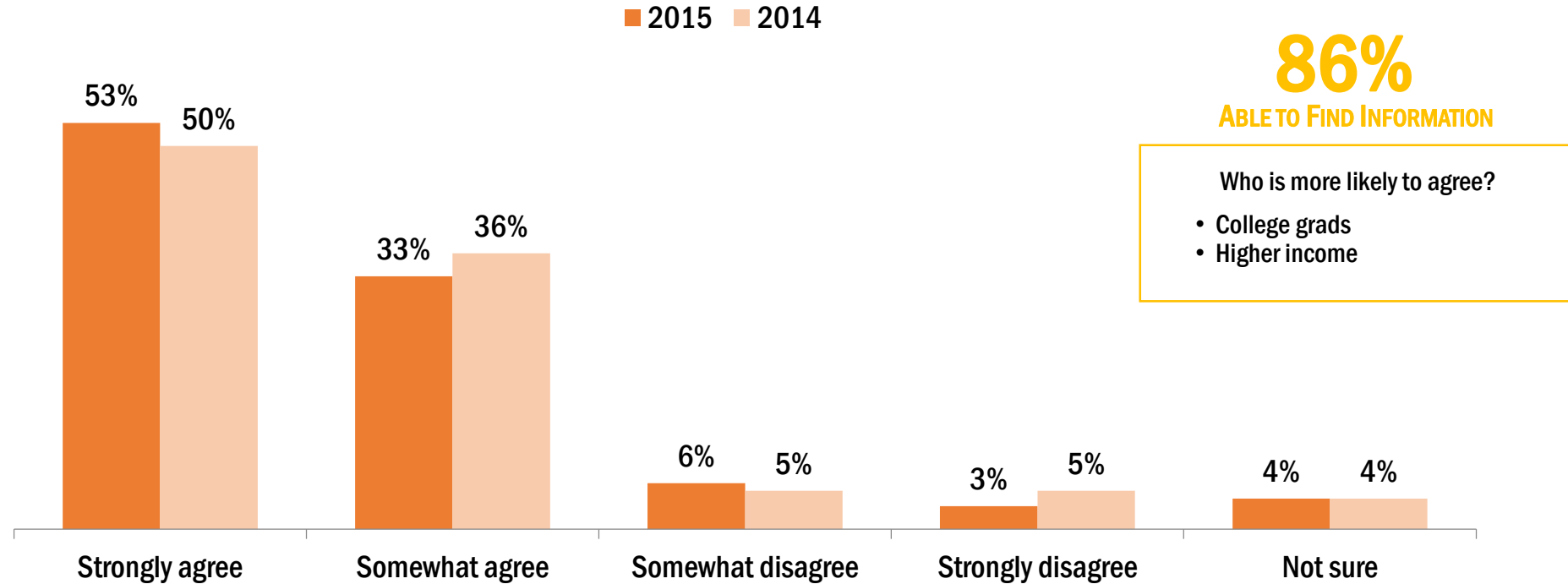
Considers the presence/absence of sugars: 2015 n=764; 2014 n=739

Arrows indicate significant (.95 level) differences vs. 2014

Consistent with 2014, the vast majority of Americans believe they would be able to find information about ingredients in their food if there was something they wanted to know.

Please indicate how much you agree or disagree with the following statement:

*If there was something I wanted to know about an ingredient in my food, I think I would be able to find the information.*



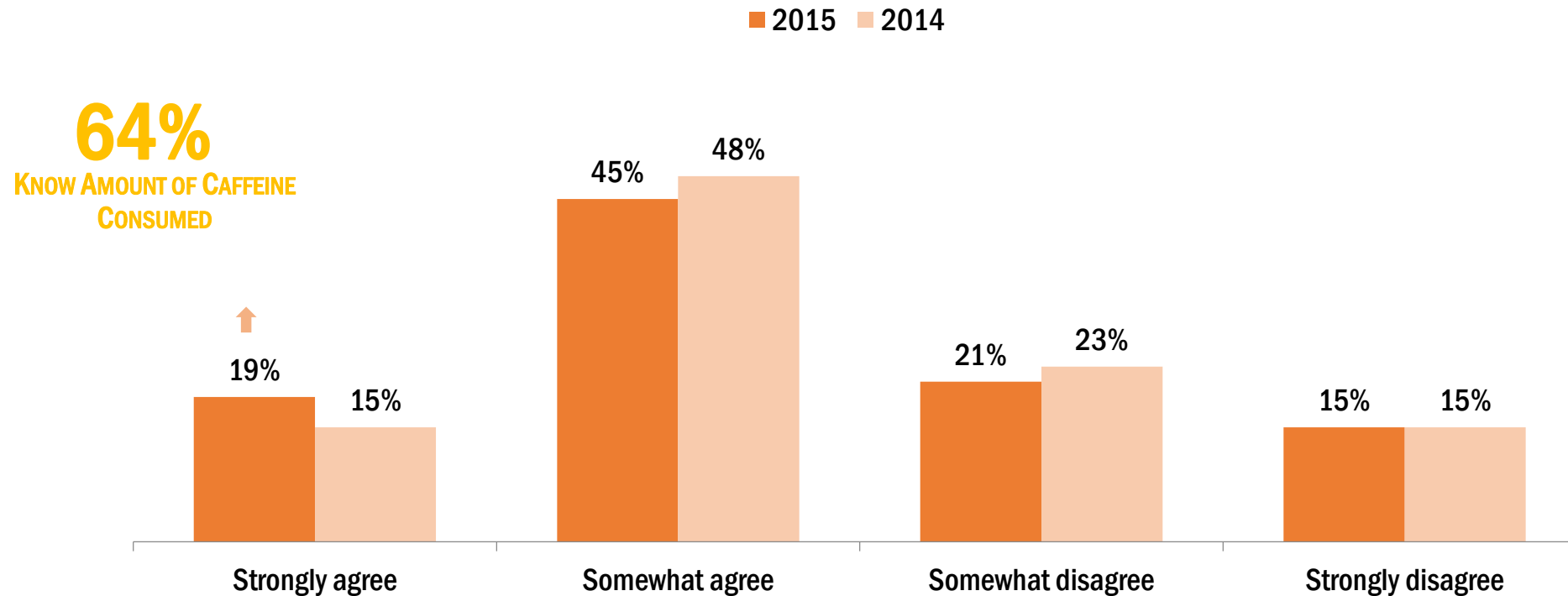
2015 n=1,007; 2014 n=1,005

Arrows indicate significant (.95 level) differences vs. 2014

Six in ten Americans report that they know the amount of caffeine in the foods and drinks they consume.

Please indicate how much you agree or disagree with the following statement:

*I know the amount of caffeine that is in the foods and beverages I consume.*



2015 consumes caffeine n=913; 2014 n=962

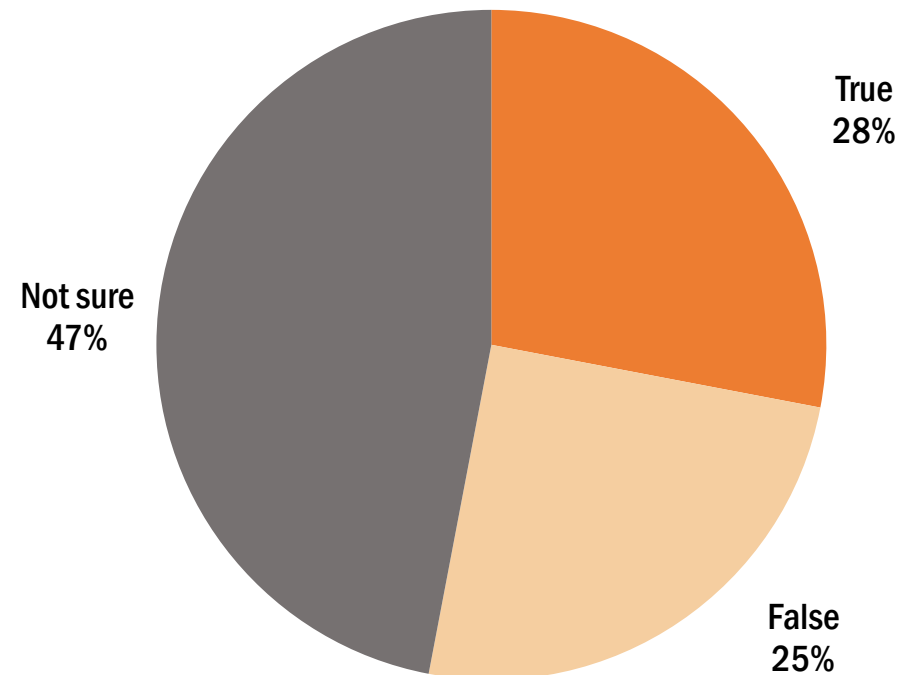
Arrows indicate significant (.95 level) differences vs. 2014



Half of Americans are not sure if naturally-occurring caffeine has the same effect as added caffeine.

As far as you know is the following statement true or false:

*Caffeine that is naturally occurring in foods and beverages has the same effect as caffeine that is added to foods and beverages.*



Who is more likely to believe?

- College grads
- Lower BMI

2015 n=1,007

About three out of ten Americans agree that both the nutritional content and calorie count of a food or beverage are more important than whether or not it contains low-calorie sweeteners.

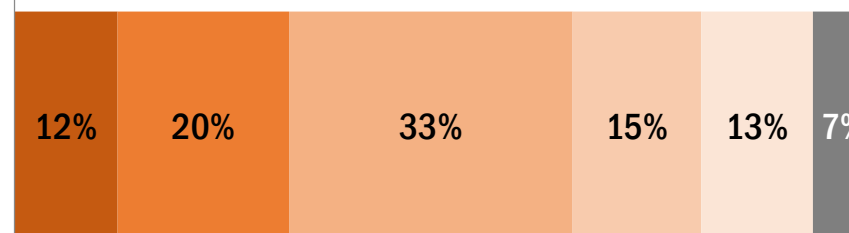
To what extent do you agree or disagree with the following statements regarding low-calorie sweeteners?

■ Agree strongly   ■ Agree somewhat   ■ Neutral   ■ Disagree somewhat   ■ Disagree strongly   ■ Not sure

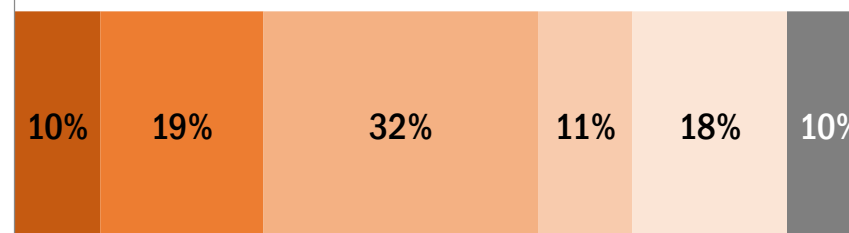
Groups more likely to agree:

Higher income

The nutritional content of a food or beverage is more important to me than whether or not it contains low-calorie sweeteners (n=498)



The calorie count of a food or beverage is more important to me than whether or not it contains low-calorie sweeteners (n=509)



2015 n=1,007



# SUSTAINABILITY

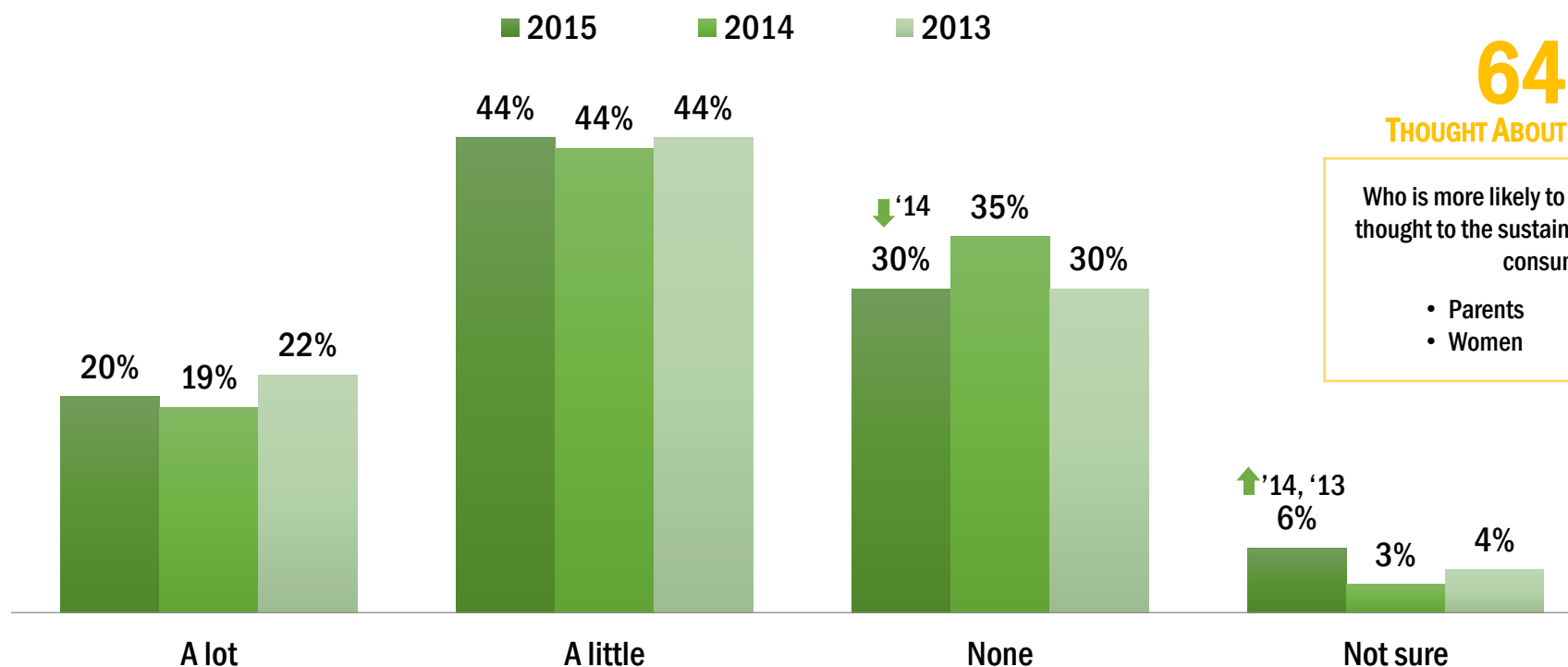


[foodinsight.org](http://foodinsight.org)



Nearly two-thirds of Americans say they have given thought to the environmental 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 an environmentally sustainable way?



**64%**

THOUGHT ABOUT SUSTAINABILITY

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

- Parents
- Women

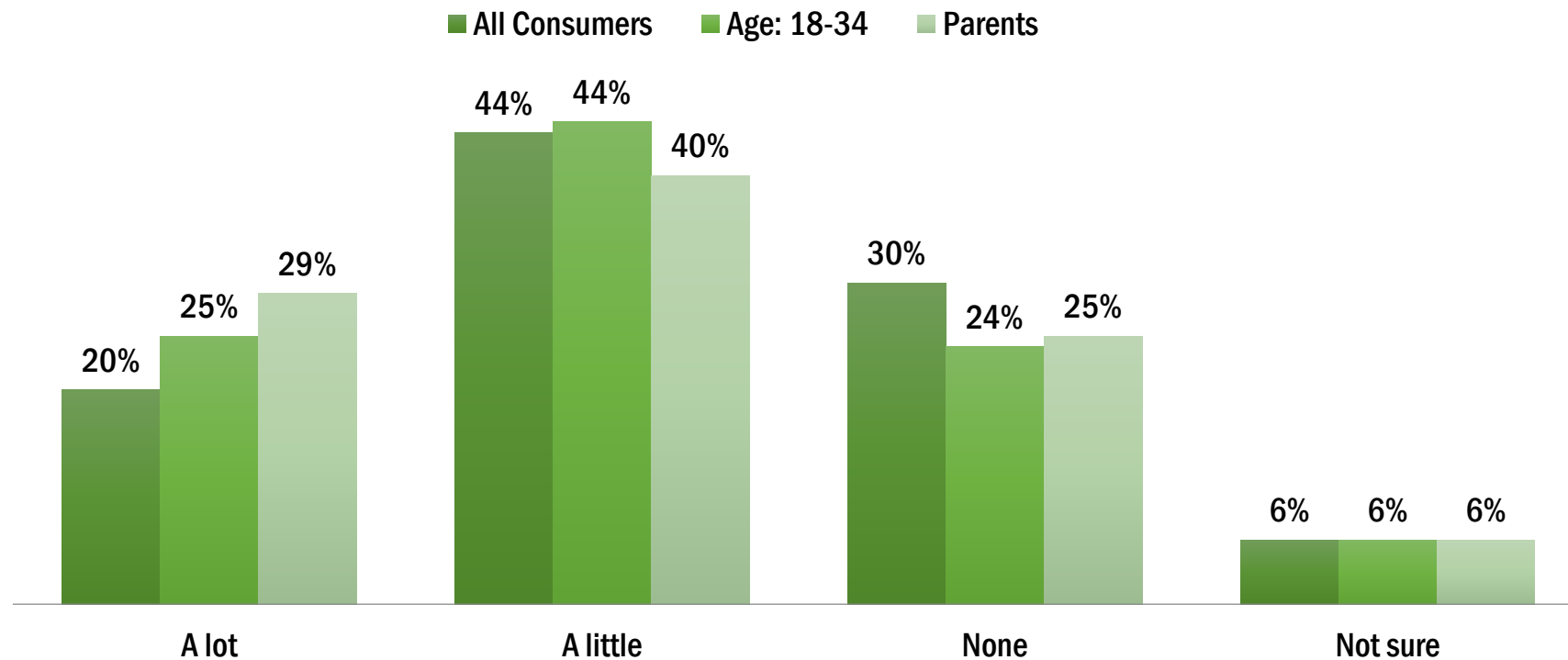
2015 n=1,007; 2014 n=1,005; 2013 n=1,006

In 2014, "sustainable" was changed to "environmentally sustainable."

Arrows indicate significant (.95 level) differences vs. prior years

Seven in ten millennials say they think about whether their food and beverages are produced in an environmentally sustainable way.

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



2015 All consumers n=1,007; Age: 18-34 n=299; Parents: n=293

Four in ten Americans believe that a sustainable diet means that the foods they eat represent a balanced, nutritious meal.

**A sustainable diet means that the foods you eat...**  
*(Please select up to 3.)*

Groups more likely to select:

Lower income, Less than college	Represent a balanced, nutritious meal	39%
Less than college, Higher BMI	Are affordable and readily available	25%
Higher income, College grads, Lower BMI, Healthier	Have a smaller impact on the environment	23%
Higher income, College grads, Lower BMI, Healthier	Are produced in a socially responsible way	23%
	Are locally produced	17%
Lower BMI	Are organic	16%
Higher income, College grads	Have a smaller carbon footprint	15%

Groups more likely to select:

Are produced using less pesticides	15%
Are produced without using genetic engineering	14%
Create less food waste	13%
Use fewer natural resources in production	13%
Have a longer shelf-life	11%
Are produced using genetic engineering	2%
Other	8%

Younger

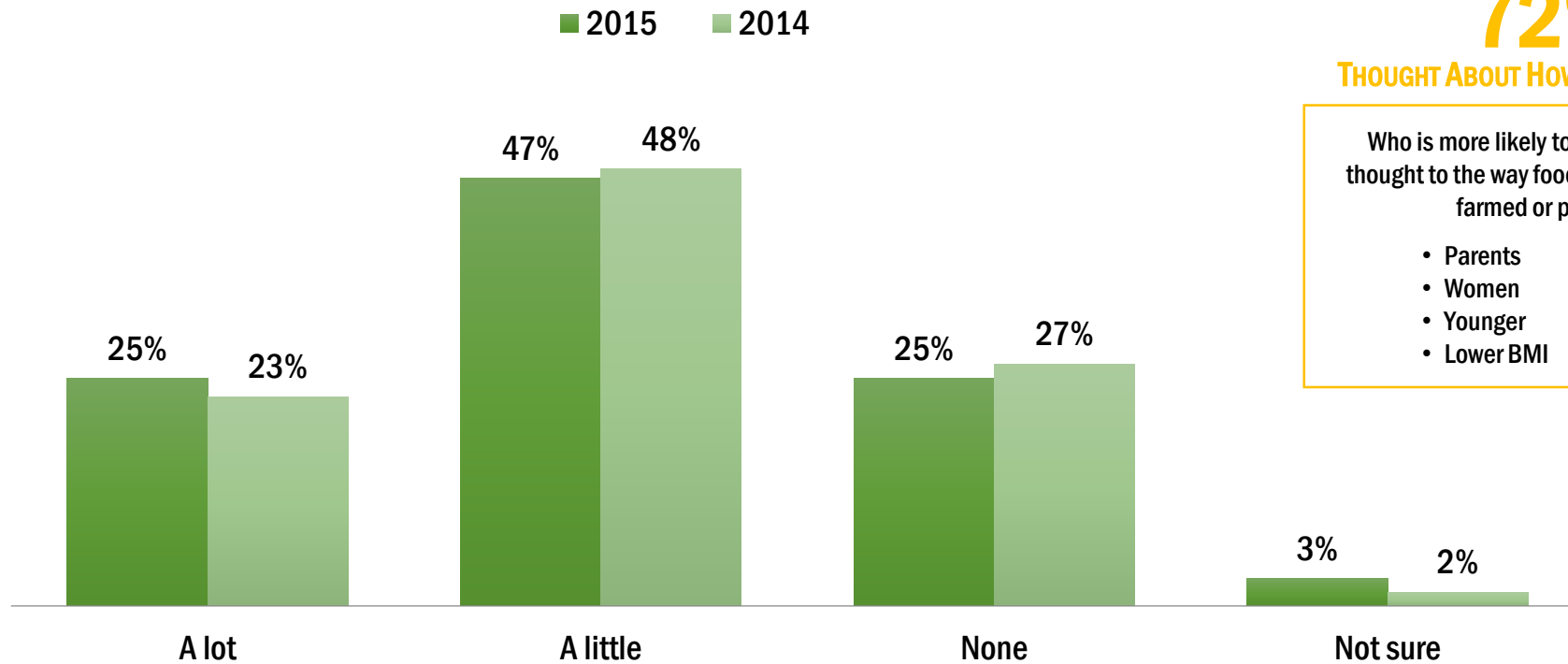
Older, Higher income, College grads

Lower income, Less than college

2015 n=1,007

Seven out of ten Americans have given some thought to how their foods and beverages are farmed or produced.

Over the past year, how much thought have you given to the ways the foods and beverages you consume are farmed or produced?



**72%**

**THOUGHT ABOUT HOW FOOD PRODUCED**

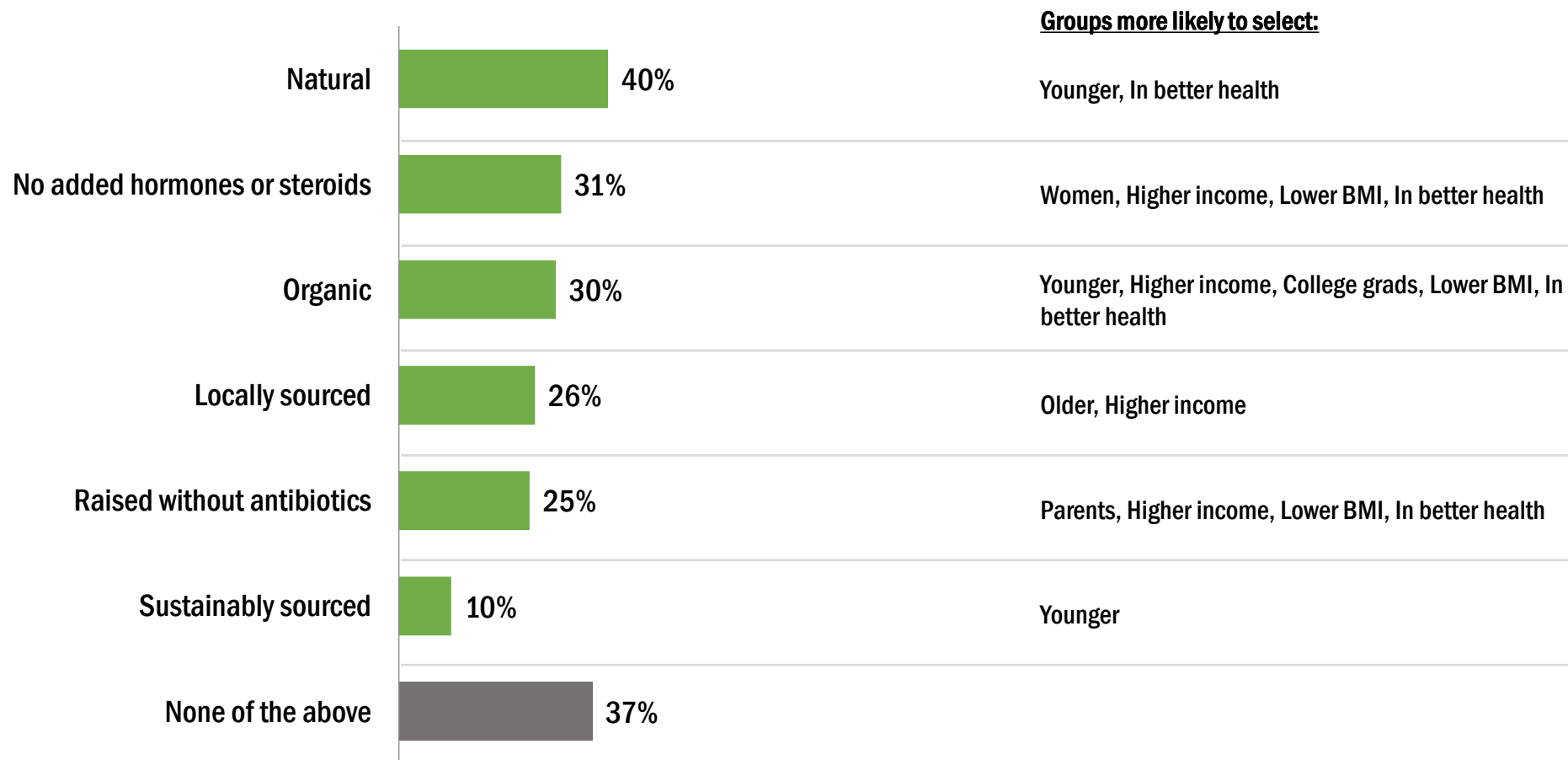
Who is more likely to have given *a lot* of thought to the way foods and beverages are farmed or produced?

- Parents
- Women
- Younger
- Lower BMI

2015 n=1,007; 2014 n=1,005

Three in ten consumers regularly buy foods labeled as “Organic”, while nearly four in ten do not regularly buy foods with any of these terms 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)?  
Buy foods because they are advertised on the label as... *(Check all that apply.)*

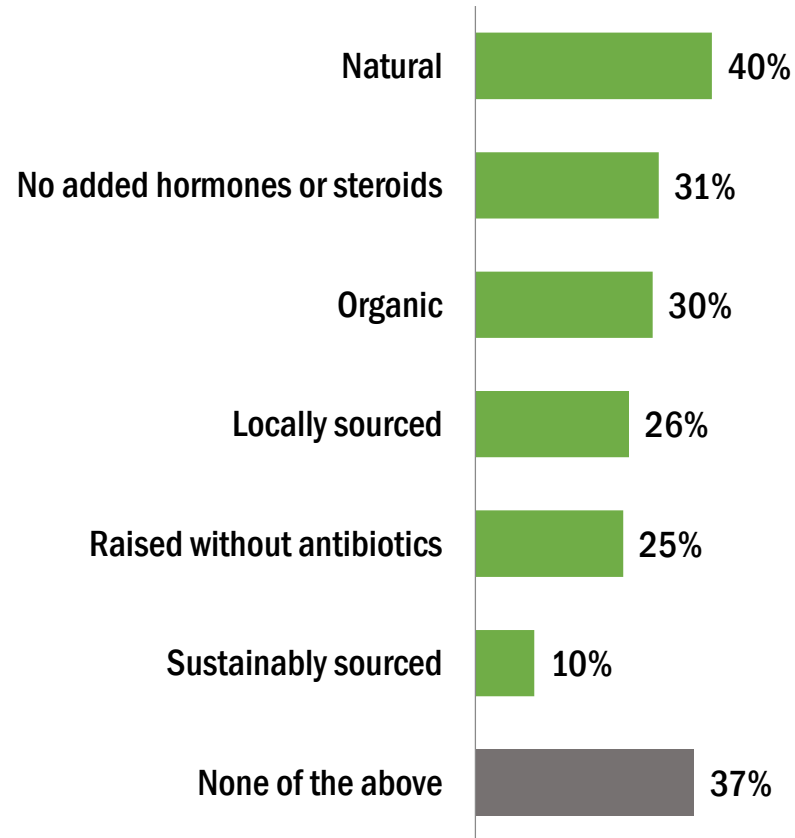


2015 n=1,007



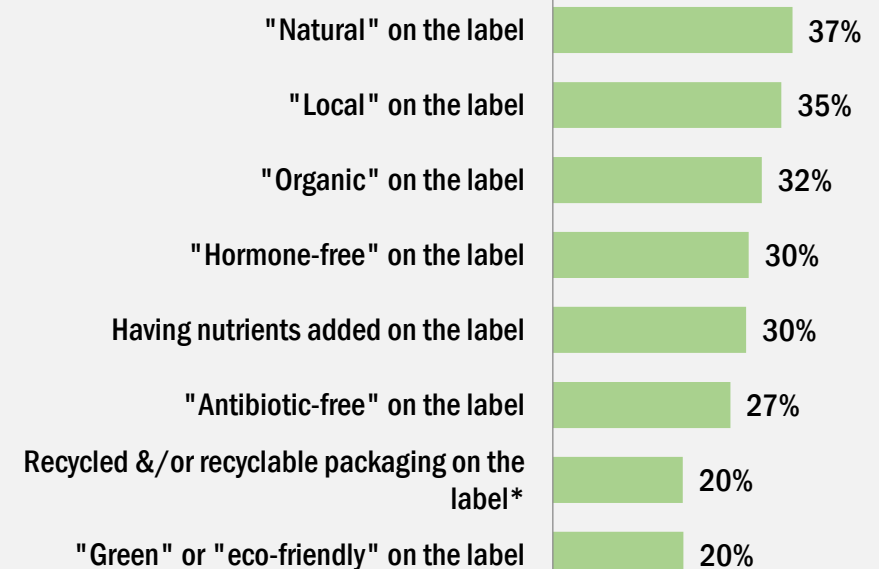
The proportion of consumers buying foods because they are labeled as “natural” or “organic” in 2015 is consistent with data from 2014.

Which of the following, if any, do you do on a regular basis (that is, most times when you shop for food and beverages)? *(Check all that apply.)*  
Buy foods because they are advertised on the label as...



### 2014 Food & Health Survey:

Which of the following, if any, do you do on a regular basis (that is, most times when you shop for food and beverages)?  
Buy foods because they are advertised as... *(Each item asked individually.)*

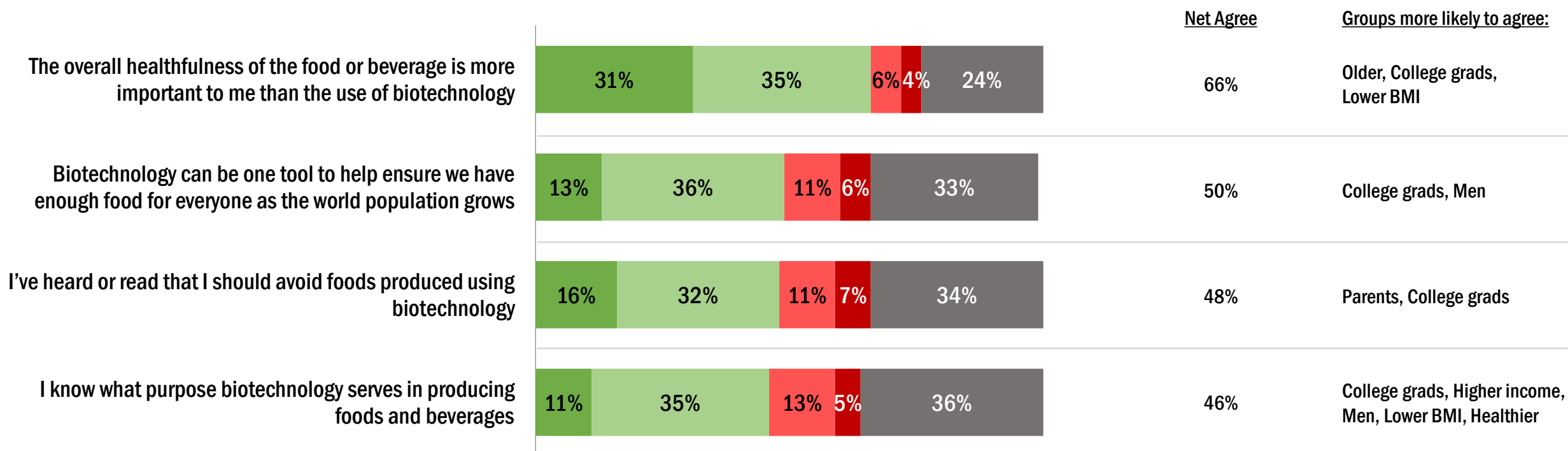


2015 n=1,007

Two-thirds of Americans agree that the overall healthfulness of the food or beverage is more important than the use of biotechnology.

To what extent do you agree or disagree with the following statements about food biotechnology?  
(That is, the use of science and technologies such as genetic engineering to enhance certain attributes of foods?)

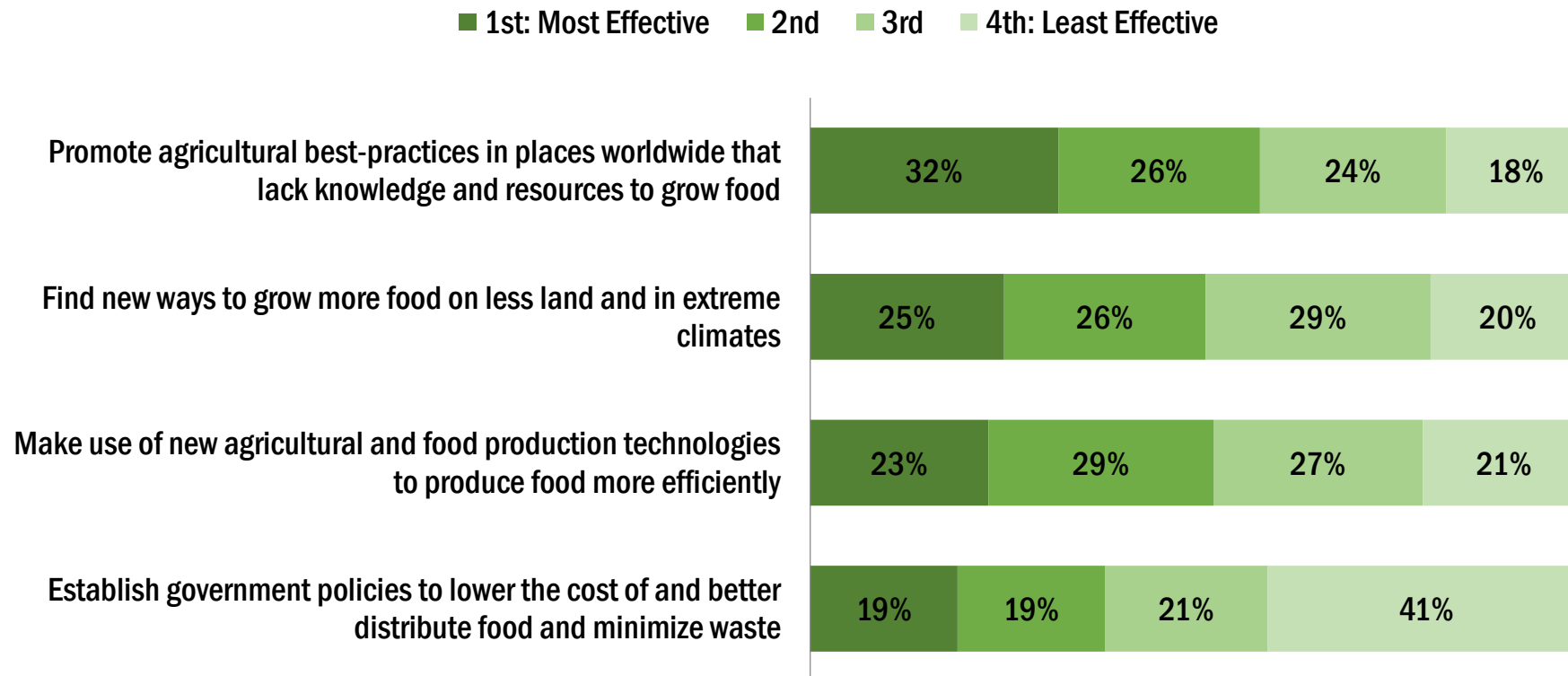
■ Agree strongly ■ Agree somewhat ■ Disagree somewhat ■ Disagree strongly ■ Not sure



2015 n=1,007

One-third of Americans think promoting agricultural best-practices in places worldwide to grow food would be the most effective way to ensure there is enough food for everyone.

The world population is expected to grow by 2 billion – an increase from 7 to 9 billion people -- in the next 35 years. What should be done to ensure that there is enough food for everyone at that time?  
Please rank the following options in order of how effective you think they would be.



2015 n=1,007

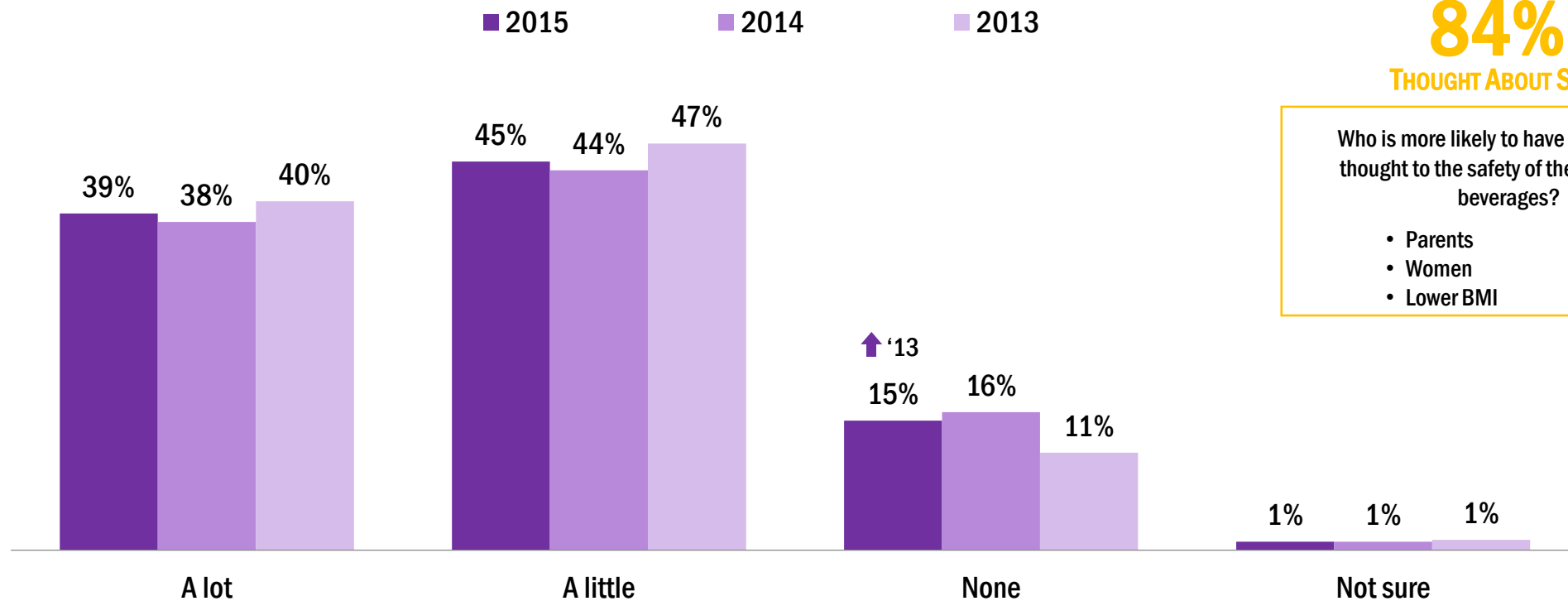
# FOOD SAFETY

A close-up photograph of a person's hands washing a large head of green lettuce under a running kitchen faucet. The water is spraying over the lettuce. In the background, a wooden cutting board with various vegetables like tomatoes, carrots, and cucumbers is visible on a kitchen counter. The scene is brightly lit, suggesting a sunny day.

[foodinsight.org](http://foodinsight.org)

Almost two out of five Americans report that they have given food and beverage safety a lot of thought.

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



**84%**

THOUGHT ABOUT SAFETY

Who is more likely to have given *a lot* of thought to the safety of their foods and beverages?

- Parents
- Women
- Lower BMI

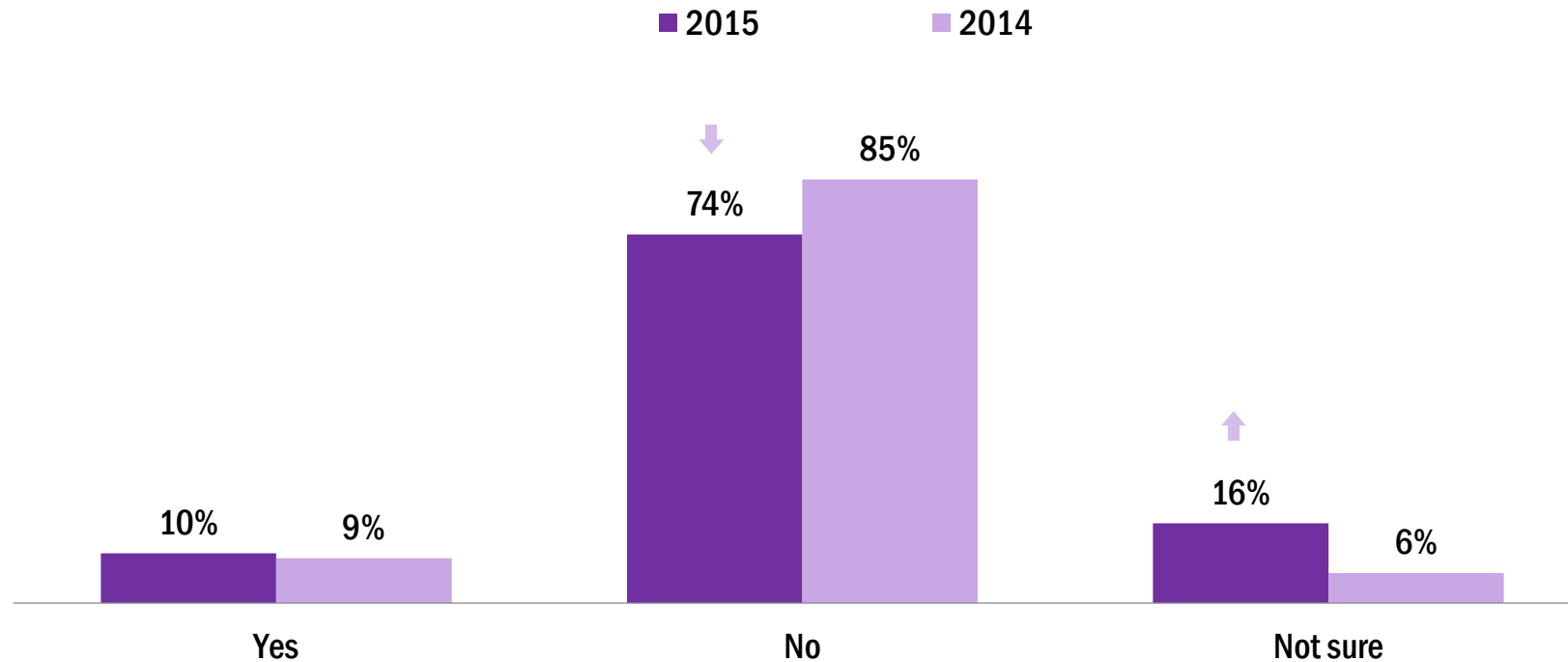
2015 n=1,007; 2014 n=1,005; 2013 n=1,006

Arrows indicate significant (.95 level) differences vs. prior years



Awareness of GRAS is very low, with only one in ten consumers having heard of the term.

Have you ever heard of the term GRAS (Generally Recognized as Safe)?

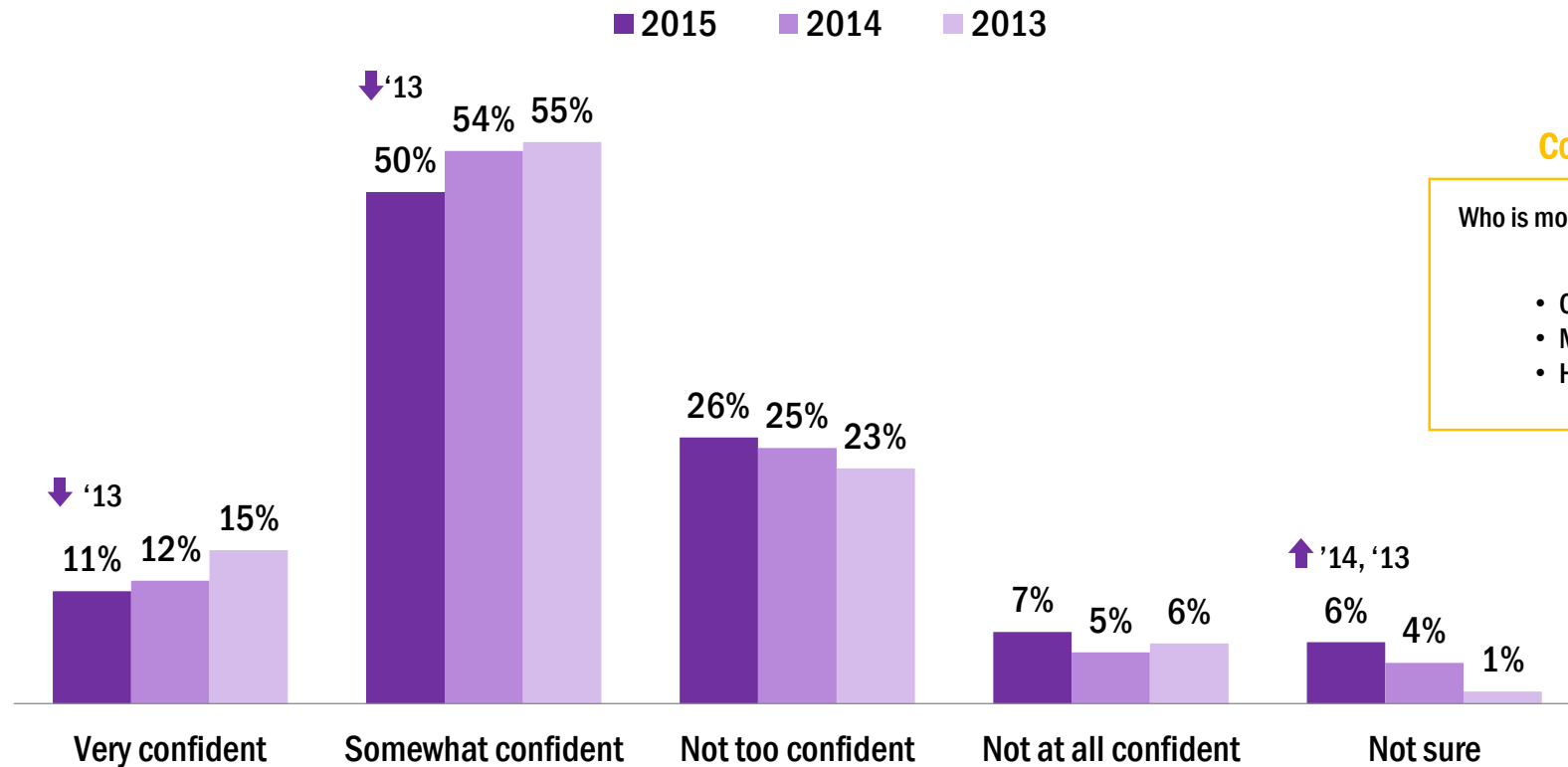


2015 n=1,007; 2014 n=1,005

Arrows indicate significant (.95 level) differences vs. 2014

Six in ten Americans are confident in the U.S. food supply's safety.

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



**61%**  
CONFIDENT IN FOOD SUPPLY

Who is more likely to be confident in the U.S. food supply?

- Older
- Men
- Higher income

2015 n=1,007; 2014 n=1,005; 2013 n=1,006

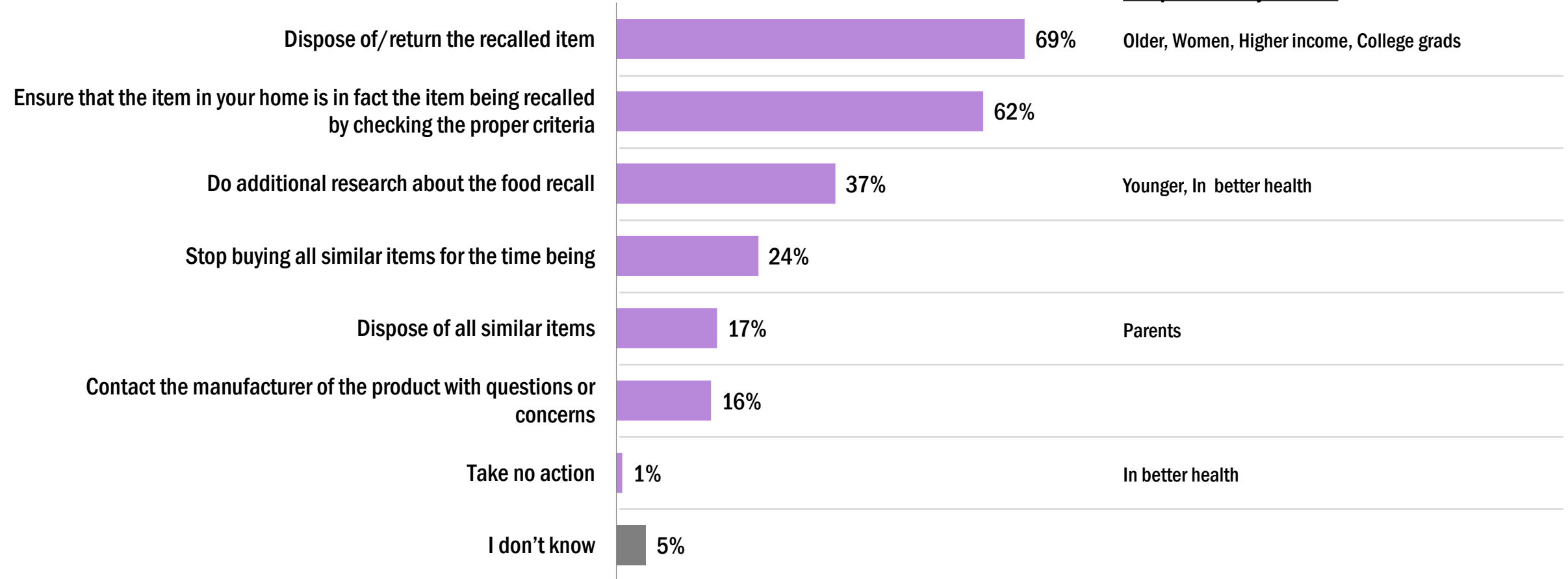
Arrows indicate significant (.95 level) differences vs. prior years



Seven out of ten Americans would dispose of or return the item if they heard that it had been recalled.

In the news, you hear that a particular food item has been recalled. You think that you might have the recalled item in your home. What is your likely response? *(Please select all that apply.)*

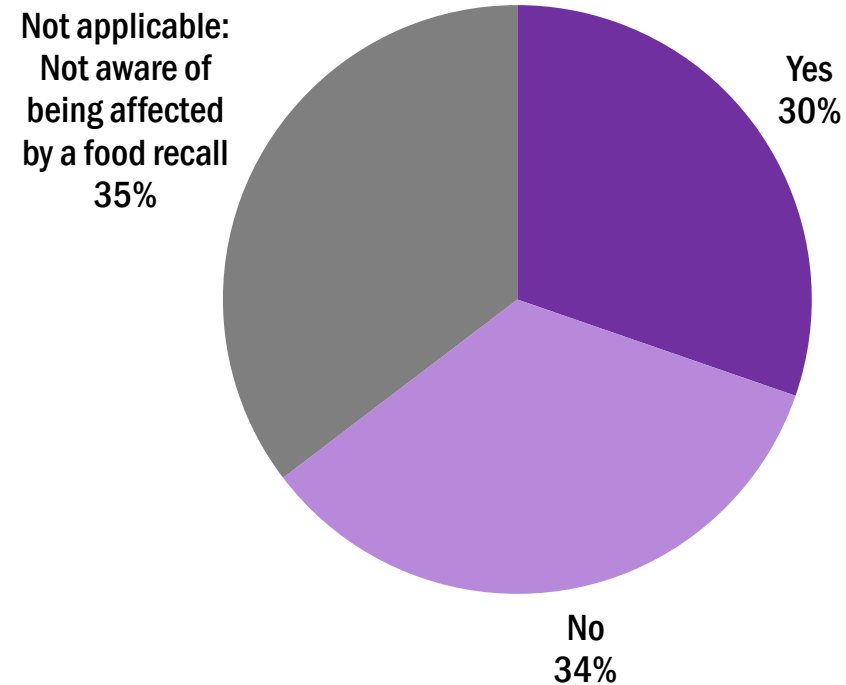
Groups more likely to select:



2015 n=1,007

Only three in ten Americans have taken action in response to an actual food recall.

Have you ever taken action in response to an actual food recall?



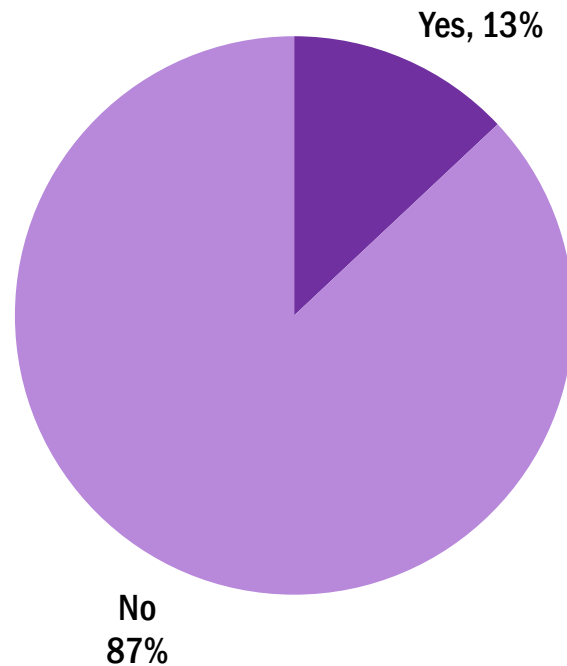
Who is more likely to take action?

- College grads
- Parents

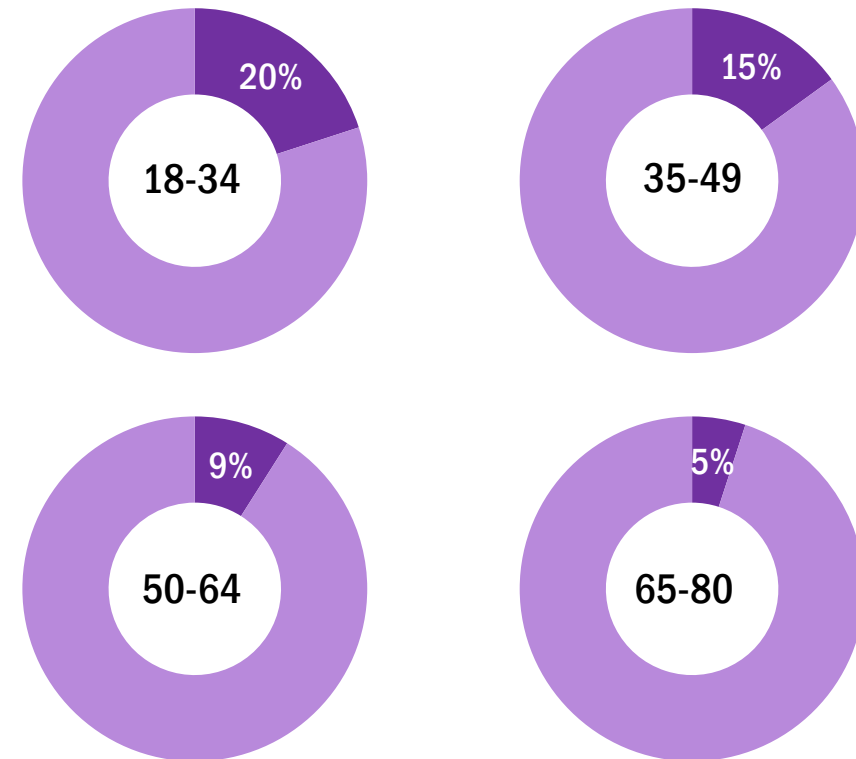
2015 n=1,007

Nearly nine out of ten Americans have not heard of the Food Safety Modernization Act.

Have you heard of the Food Safety Modernization Act (FSMA)?



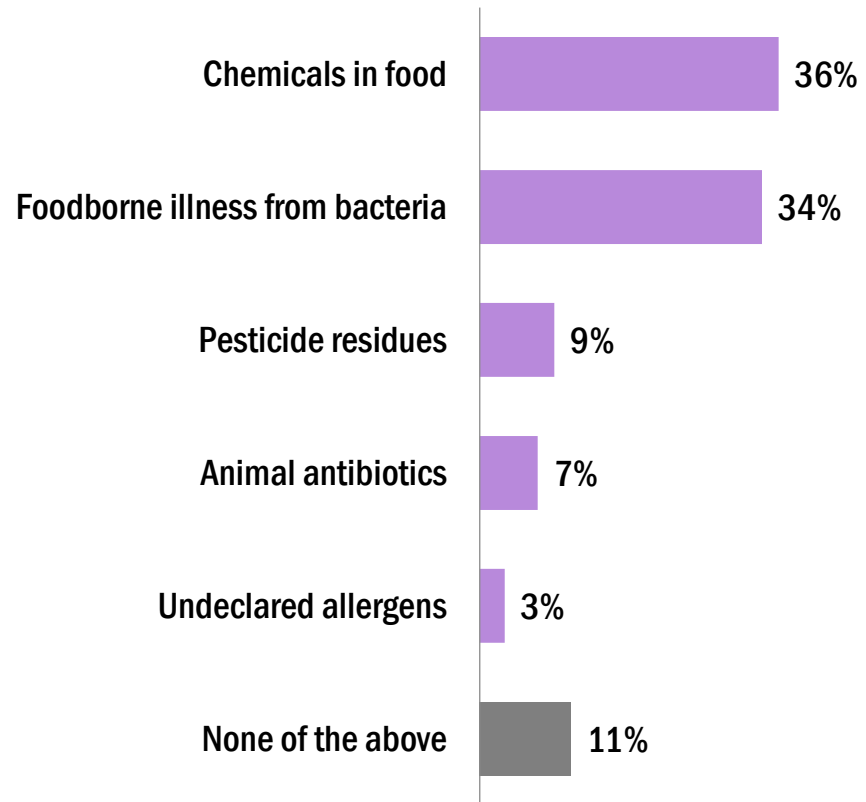
By Age Group



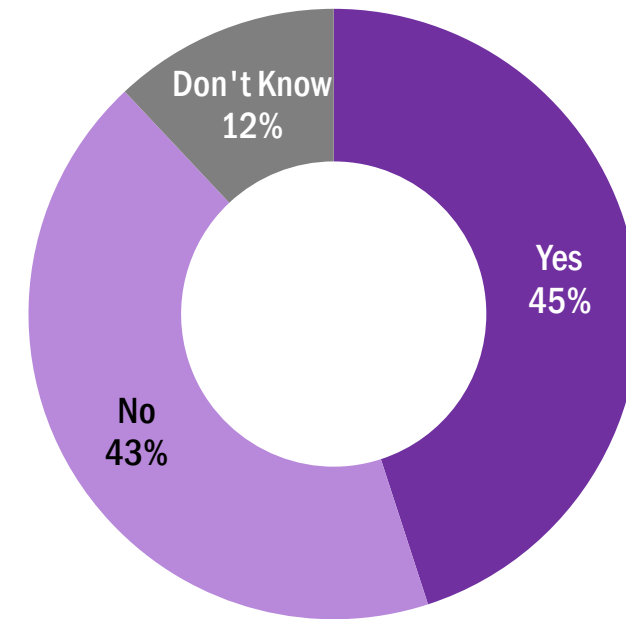
2015 n=1,007

More than one-third of Americans believe that chemicals in food and foodborne illness from bacteria are the most important food safety issues today.

In your opinion, what is the most important food safety issue for you and your family today? *(Select one.)*



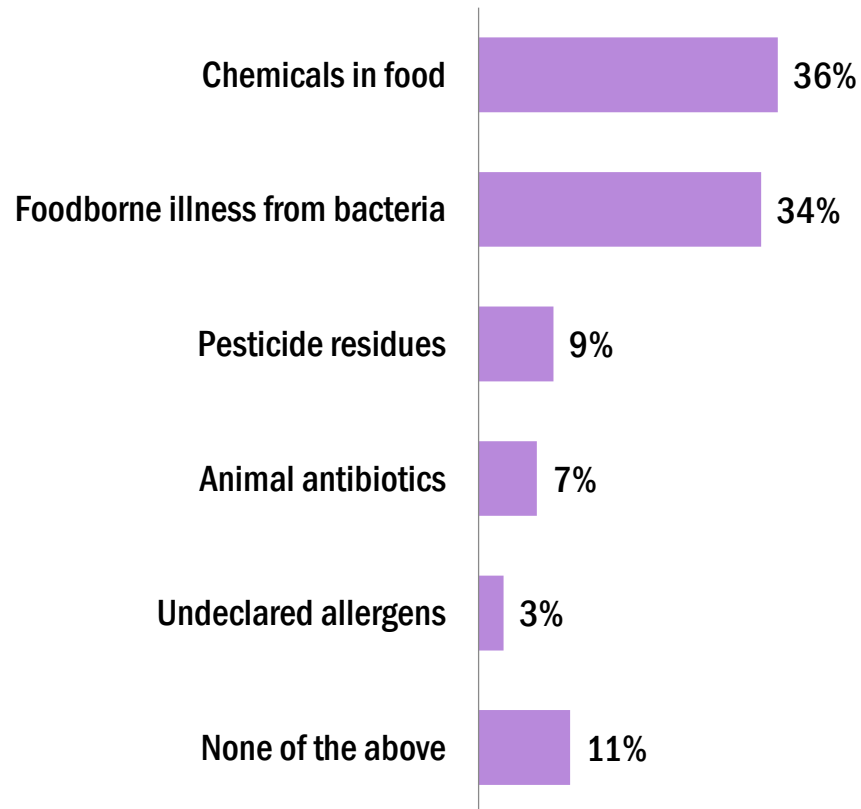
Have you made changes to your food purchases because of recent information about chemicals in food/pesticide residues/animal antibiotics?



2015 n=1,007; if respondent chose chemicals in food, pesticide residues, or animal antibiotics as food safety issue n=521

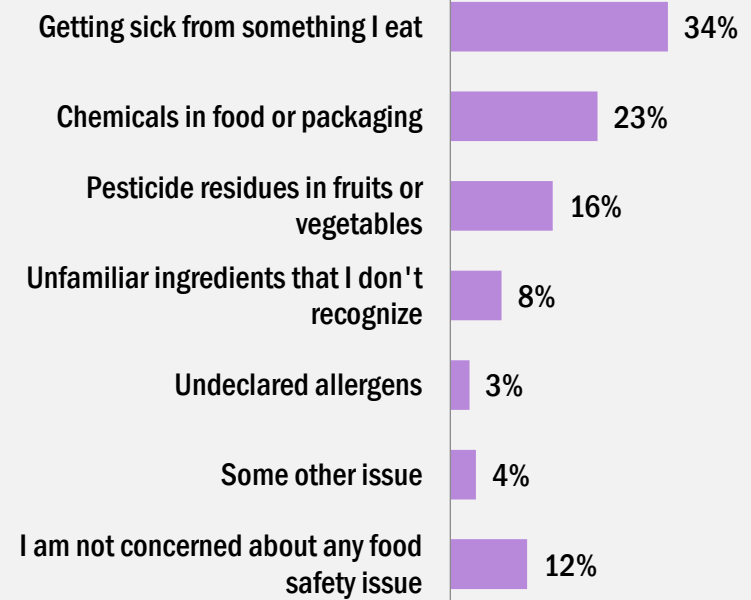
In 2014, less than a quarter of Americans thought of chemicals as a top safety issue when shopping. When asked in 2015 what issue matters most to their families, more than a third chose chemicals in food.

In your opinion, what is the most important food safety issue for you and your family today?



### 2014 Food & Health Survey:

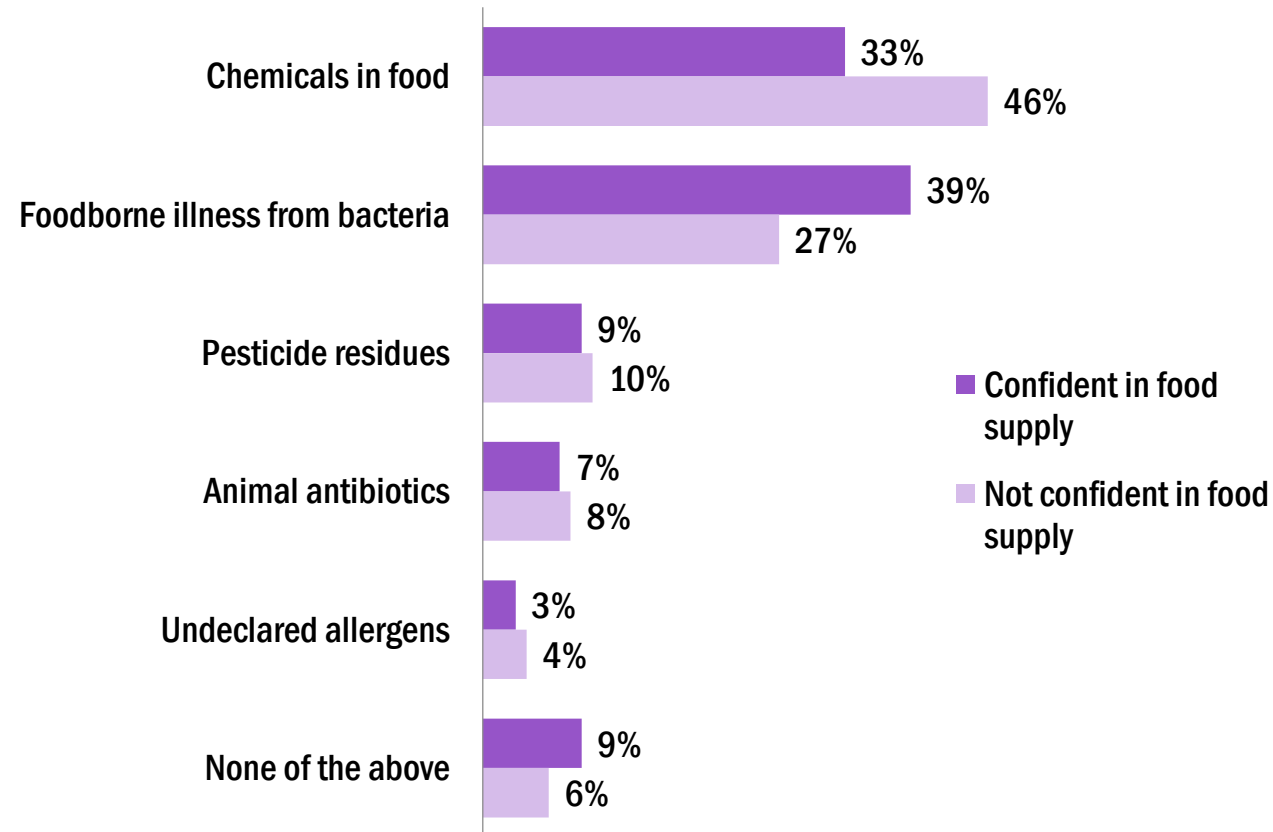
What is the most important food safety issue you consider when shopping for food?



2015 n=1,007; 2014 n=1,005

Those who are not confident in the U.S. food supply are much more likely to be concerned about chemicals in food and less concerned about foodborne illness.

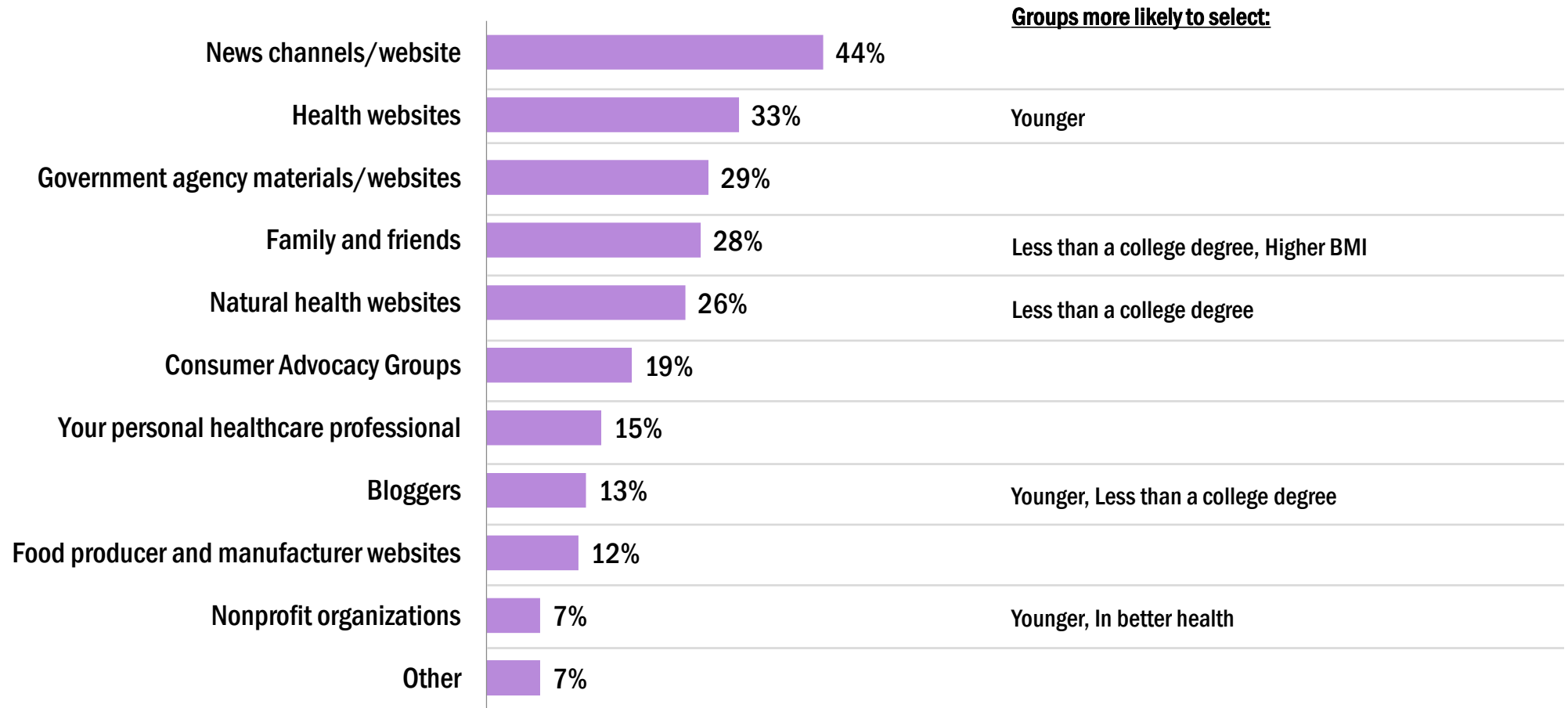
In your opinion, what is the most important food safety issue for you and your family today?



2015 confident in food supply n=610; not confident in food supply n=330

A sizable percentage of Americans go to the news media for information about chemicals in food, pesticide residues, or animal antibiotics. One-third go to health websites.

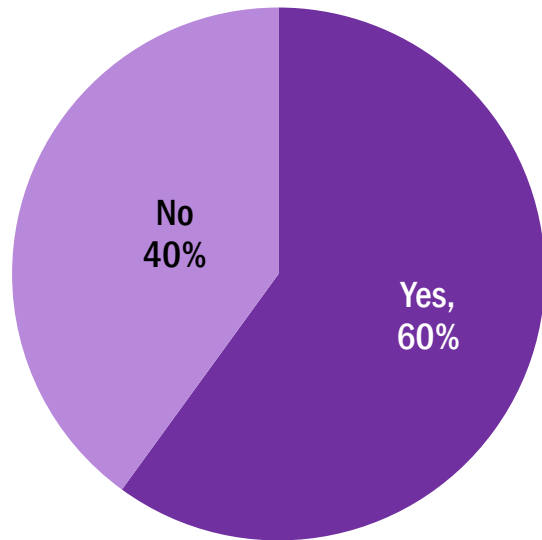
Where do you go for information about chemicals in food/pesticide residues/animal antibiotics? *(Please select all that apply.)*



2015 if respondent chose chemicals in food, pesticide residues, or animal antibiotics as food safety issue n=521

Of the three in five Americans that have a food thermometer, more than one-quarter always use it when preparing poultry or whole cuts of meat. More than half never use it when preparing ground beef.

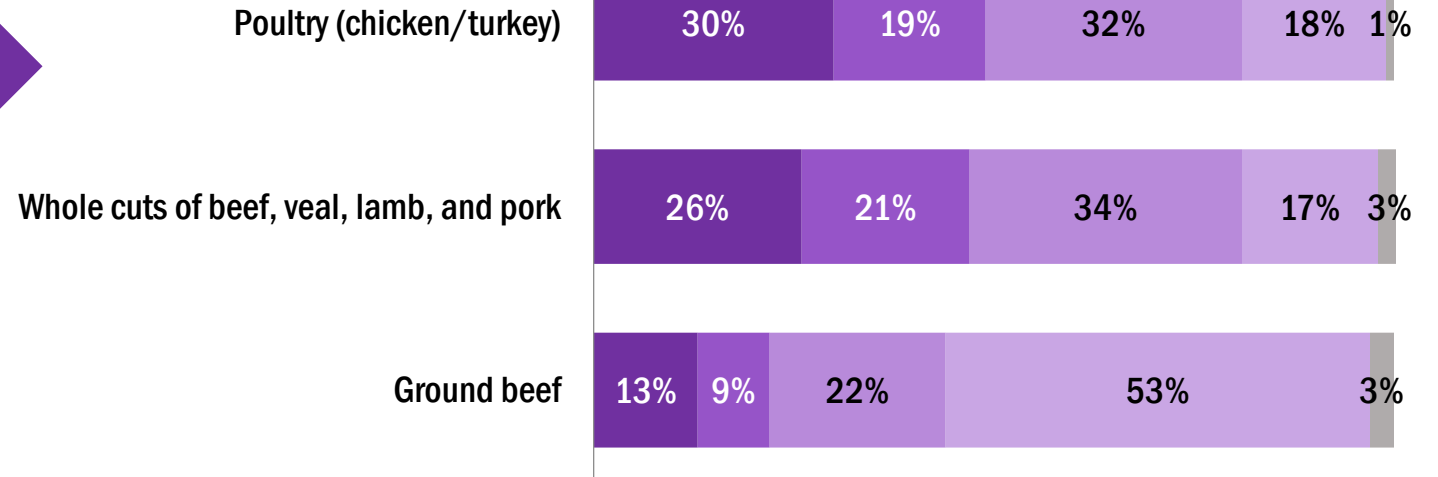
Do you have a food thermometer at home?



If yes

Thinking of your usual habits over the past year, when you prepare the following foods, how often do you use a thermometer? Would you say...?

Always Often Sometimes Never Never cook this food

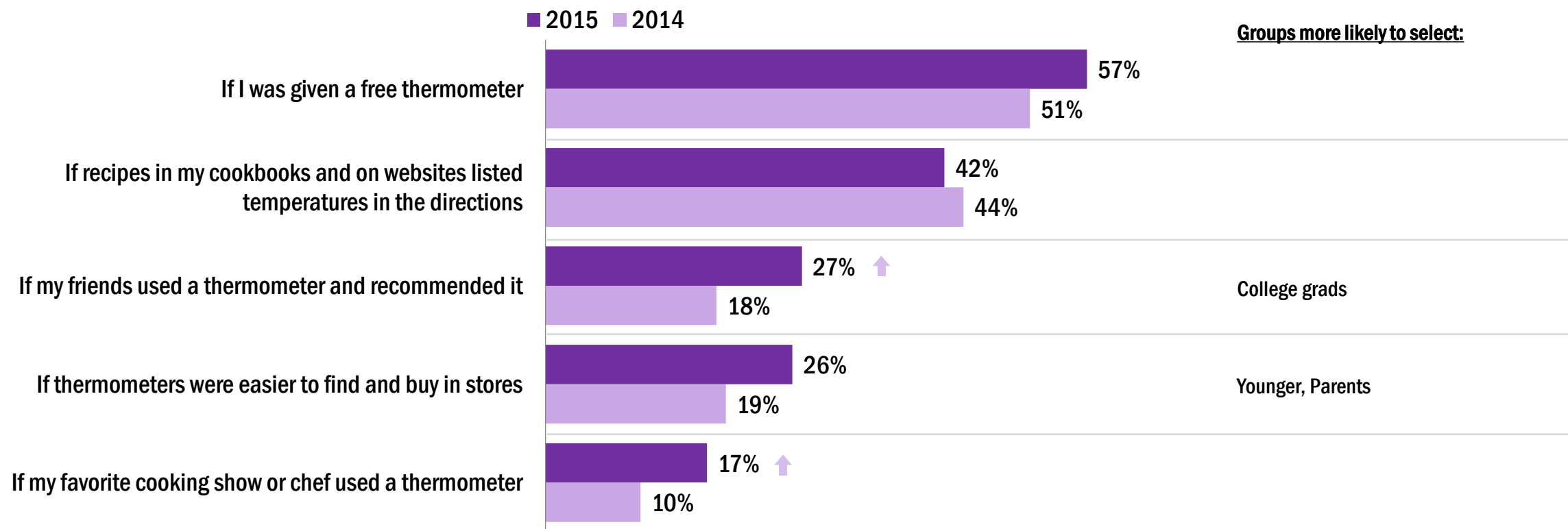


2015 n=1,007; If have food thermometer n=618



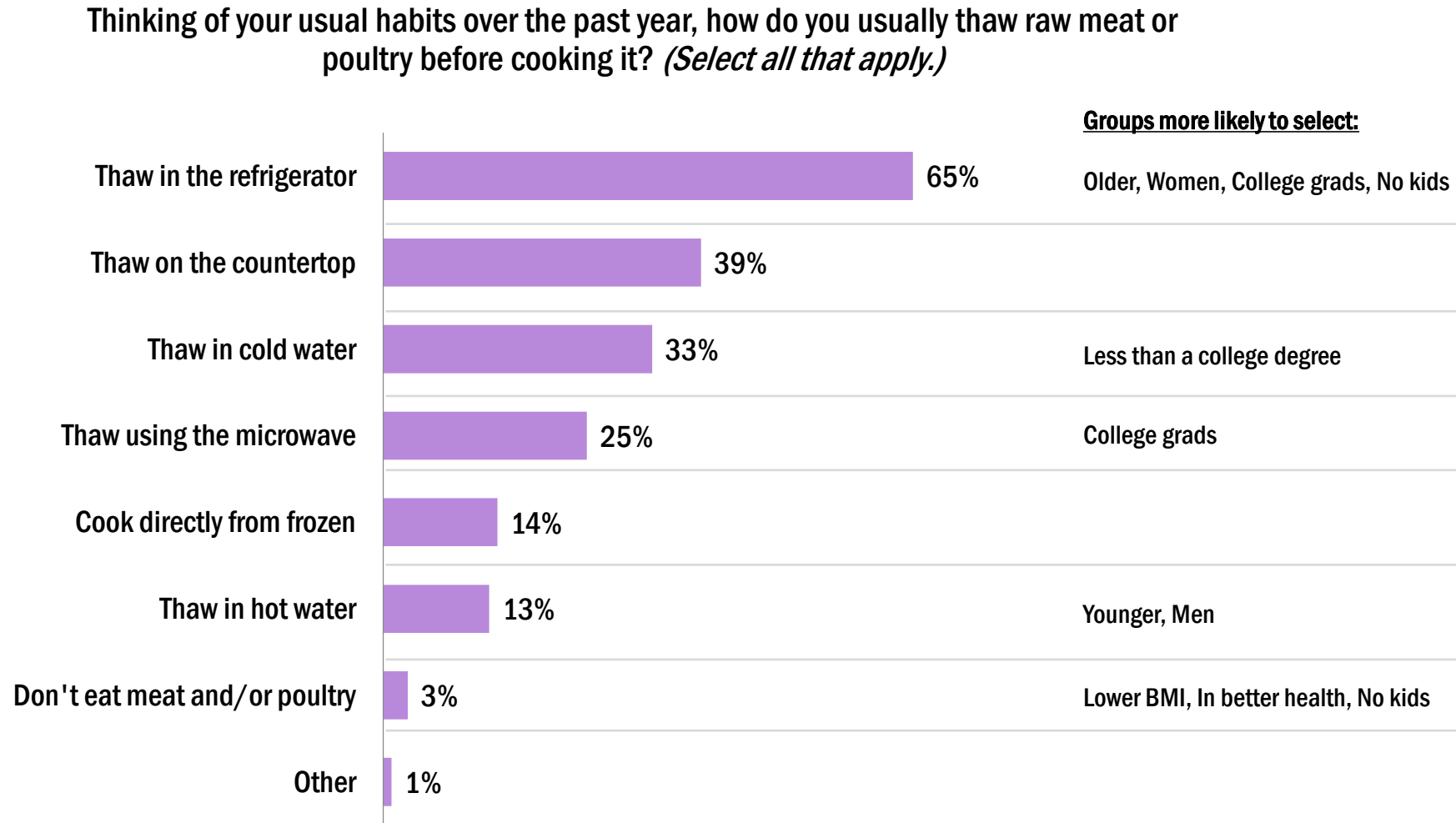
The majority of Americans would use a thermometer if they were given a free one. More Americans would use thermometers if their friends used them, or their favorite cooking show used them than in 2014.

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



Not currently using a food thermometer: 2015 n=389; 2014 n=652  
Arrows indicate significant (.95 level) differences vs. 2014.

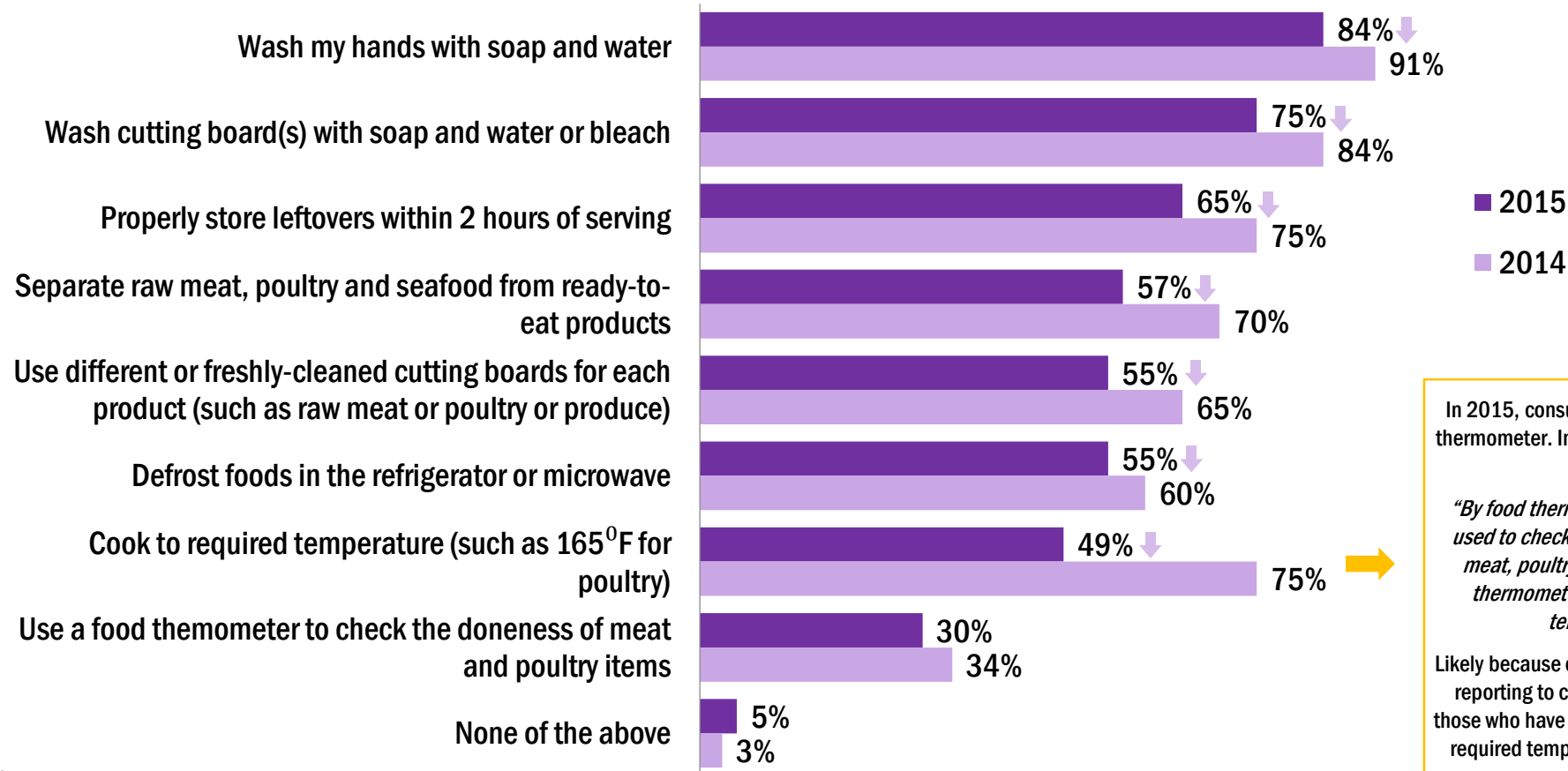
Nearly two-thirds of Americans usually thaw their meat or poultry in the refrigerator before cooking it.



2015 n=1,007

Most Americans wash their hands and cutting boards. Only three of out ten respondents regularly use a thermometer to check if their meat is cooked thoroughly.

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



In 2015, consumers were asked directly if they owned a thermometer. In addition, they were given a definition of a food thermometer:

*“By food thermometer, we mean a thermometer that is used to check the internal temperature or doneness of meat, poultry, or other dishes. Do not include candy thermometers or thermometers used to check the temperature of oil when frying.”*

Likely because of this change, we see far fewer consumers reporting to cook to a required temperature. Amongst those who have a thermometer, 61% say they cook food to required temperatures, compared to just 31% of those without a thermometer.

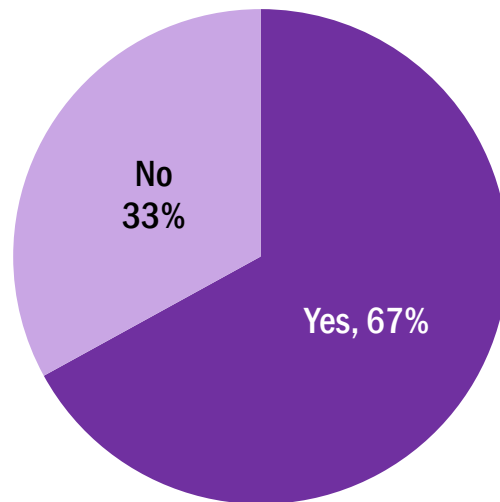
2015 n=1,007; 2014 n=1,005

Arrows indicate significant (.95 level) differences vs. 2014.

Of the two-thirds of Americans that have seen this label, a majority have read the information, used it while preparing food, and used while cooking food.

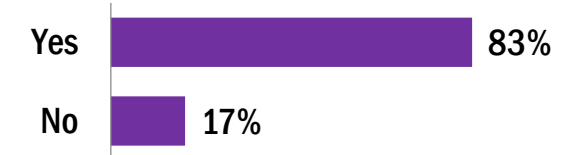


Before today, have you seen this label on food products?

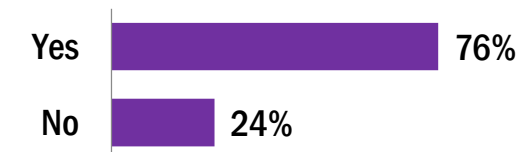


If yes

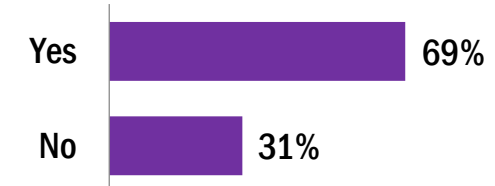
Before today, have you read the information on the label?



Have you used the information on the label while preparing food for cooking?



Have you used the information on the label while cooking food?



2015 n=1,007; If yes n=660

# Respondent Profile

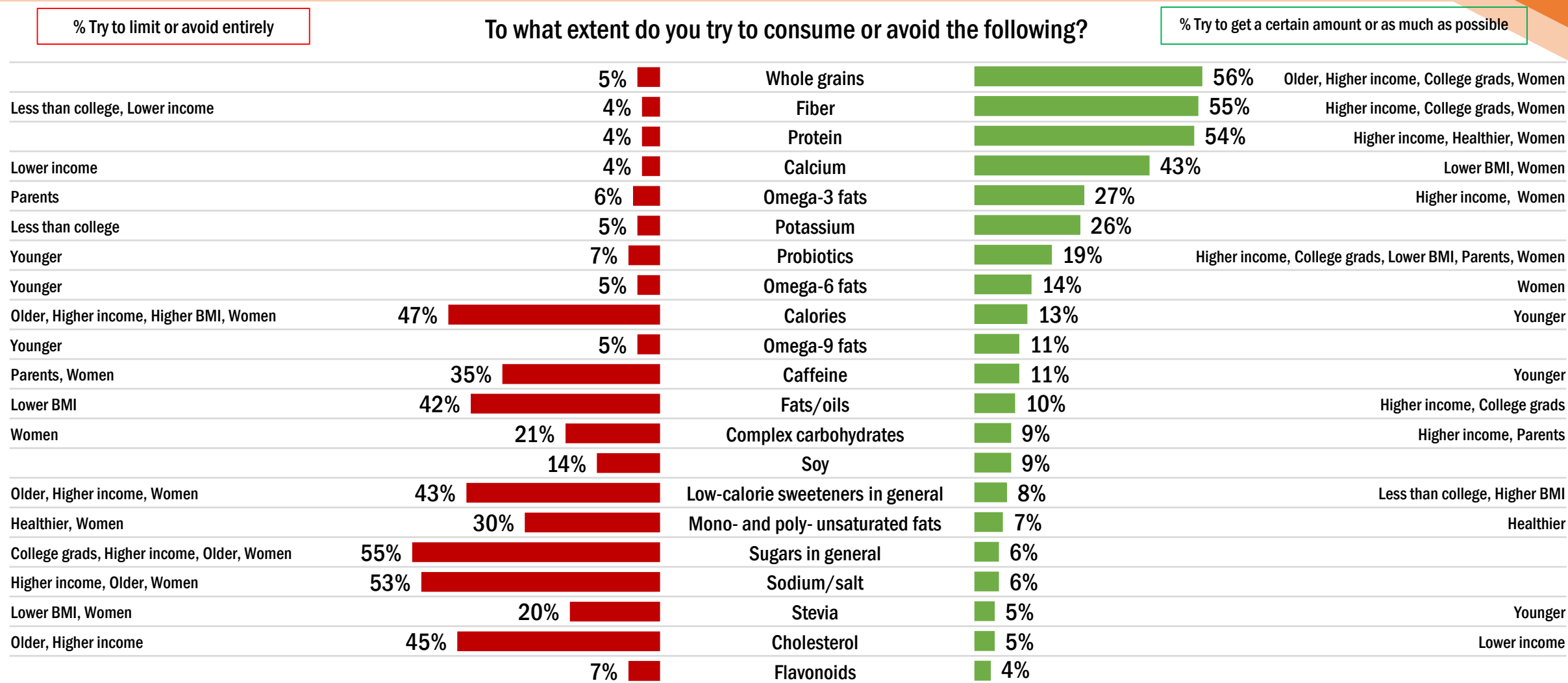
# Respondent Profile

Age (n=1,007)		Gender (n= 1,007)	
18 to 34 years old	31%	Male	48%
35 to 49 years old	26	Female	52
50 to 64 years old	26		
65 to 80 years old	17		
Education		Children Under 18 in Household	
Less than high school	3%	0 to 2 years old	8%
Graduated high school	39	3 to 6 years old	11
Some college (no degree)	20	7 to 12 years old	16
Associates degree or technical or vocational school	9	13 to 17 years old	13
Bachelor's degree	18	There are no children under 18 in my household	63
Graduate/Professional work or degree	10	Prefer not to say	1
Race/Ethnicity		Marital Status	
White (Non-Hispanic)	65%	Married	55%
Hispanic/Latino/Spanish descent	17	Single	24
Black or African American	12	Divorced	10
Asian or Pacific Islander	7	Living with partner	8
American Indian or Alaskan Native	2	Widowed	3
Native Hawaiian	<0.5	Other	<0.5
Other	1	Prefer not to say	1

# Respondent Profile

Pregnant within past 12 months		Medical Conditions	
	(n=276)		(n=1,007)
Yes	11%	High blood pressure	23%
No	89	High cholesterol	22
Region		Stress/anxiety/depression	12
Northeast	18%	Diabetes	9
Midwest	21	Overweight/obesity	9
South	37	Heart disease	3
West	23	Cancer	3
Household Income		ADHD	3
Less than \$35,000	19%	Osteoporosis	2
\$35,000 to less than \$50,000	18	Stroke	<0.5
\$50,000 to less than \$75,000	18	None of the above	52
\$75,000 to less than \$100,000	14	BMI score	
\$100,000 or more	18	Normal or low	33%
Don't know	1	Overweight	29
Prefer not to answer	11	Obese	35
		No answer	3

## Appendix A: Subgroups more likely to take action on components



2015 n=1,007



## Appendix A: Subgroups more likely to take action on components

% Try to limit or avoid entirely		To what extent do you try to consume or avoid the following?		% Try to get a certain amount or as much as possible
Higher income, College grads, Lower BMI, Healthier, Women	37%	Preservatives	4%	Less than college
Older, Healthier, Women	47%	Saturated Fats	4%	
Less than college	19%	Gluten	4%	Younger
Women	26%	Refined carbohydrates	4%	Men
Older, Lower BMI, Healthier, College grads, Women	49%	Trans fats	4%	
College grads, Higher income, Older, Women	54%	Added sugars	3%	Men
Women	21%	Lactose	3%	
Women	29%	Glucose	3%	Younger, Lower BMI
Higher income, College grads, Women	48%	High fructose corn syrup	3%	
Healthier, Women	33%	Fructose	2%	Younger
Younger	3%	Monk fruit	2%	Lower BMI, Healthier
College grads, Women	37%	Aspartame	2%	Healthier
College grads, Women	29%	Sucrose	2%	Healthier, Men
Higher income, Healthier, Women	35%	Monosodium glutamate (MSG)	2%	Younger, Lower income
Lower BMI, Healthier, Women	21%	Food colors	2%	Lower BMI, Healthier
Older, College grads, Women	31%	Saccharin	2%	Higher income, Healthier
College grads, Lower BMI	13%	Acesulfame potassium	2%	Younger
Higher income, College grads, Lower BMI, Women	25%	Sucralose	1%	
College grads	10%	Steviol glycosides	1%	Higher income, Parents
College grads, Lower BMI	9%	Erythritol	1%	

2015 n=1,007