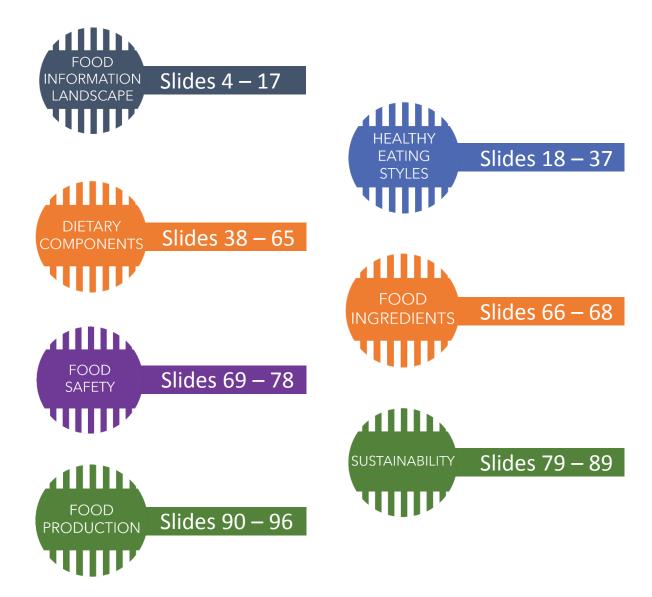


### Background and Methodology

- This report presents the results of an online survey of 1,003 Americans ages 18 to 80.
- 2016 marks the 11<sup>th</sup> edition of the Food & Health Survey, allowing for trend analysis for many questions.
- Fielding took place from March 17 to March 24, 2016.
- 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 2015 Current Population Survey. Specifically, they were weighted by age, education, gender, race/ethnicity, and region.
- Subgroups were reported on for Age, Education, Income, Gender, Those with or without children under 18, BMI and ratings of own health. Additional analysis and subgroups are also included throughout the report.
- The survey was conducted by Greenwald & Associates, using ResearchNow's consumer panel.

## Table of Contents (Click to jump to each section)

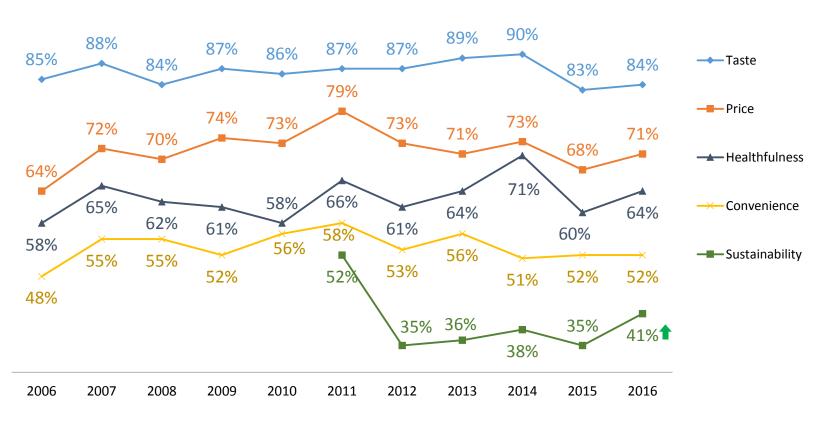




Taste continues to have the greatest impact on the decision to buy foods and beverages. Sustainability is up from 2015.



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)



2016 n=1,003

Arrows indicate significant (.95 level) differences vs. 2015.



Expiration date is the most important consideration for seven in ten consumers.



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)	2016 (n=502)	
	Expiration date	69%	69%	67%	66%	63%	76%	82%	66%	51%	71%	1
	Nutrition Facts panel	66%	63%	69%	68%	68%	66%	67%	65%	49%	49%	
	Ingredients list	59%	51%	49%	47%	49%	51%	52%	52%	40%	47%	1
	Servings size and amount per container						50%	55%	44%	36%	41%	
	Calorie and other nutrition information						48%	45%	42%	29%	39%	1
	Brand name	44%	40%	50%	50%	50%	46%	53%	35%	27%	45%	1
	Cooking instructions/preparation time					33%	45%	45%	32%	25%	37%	1
	Statements about nutrition benefits	44%	43%	29%	29%	31%	42%	43%	30%	23%	26%	
	Country of origin labeling							29%	26%	15%	19%	
	Statements about health benefits	28%	27%	20%	22%	24%	30%	29%	18%	15%	15%	
	Statement about the absence of certain food ingredients						24%	23%	20%	13%	17%	

Arrows indicate significant (.95 level) differences vs. 2015



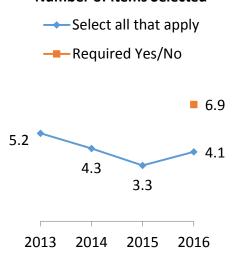
Question format impacts the number of items of packaging information selected by respondents.



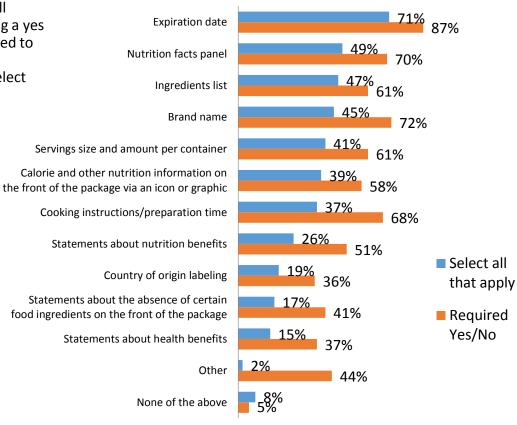
What impact does question format have on how consumers respond?

This year we asked about the packaging information consumers look at in two ways: 50% of the sample received a version using the "Select all that apply" format (that has been used in all previous years); the other 50% received a version requiring a yes or no answer for each item. When respondents are required to answer, they are much more likely to say they consider information on packaging: on average these consumers select about 3 more items.

#### Number of Items Selected



#### **Differences in Items Selected**



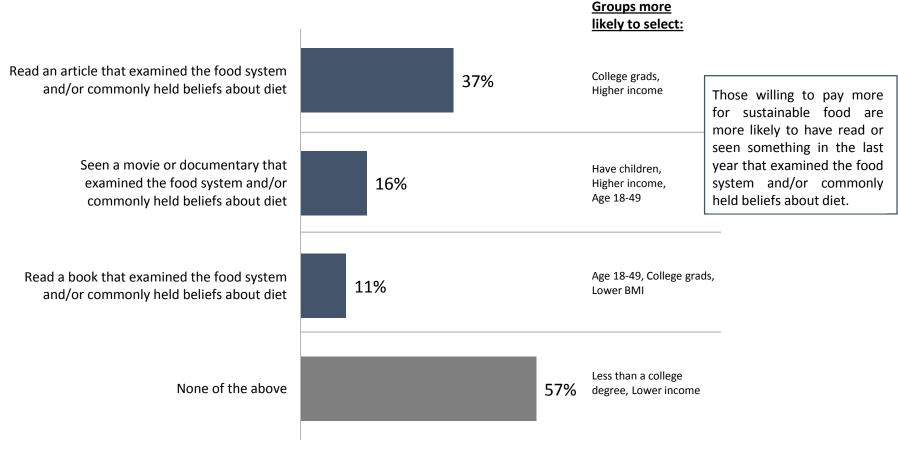
2016 Sample A n=502; Sample B n=501



Almost four in ten have read or seen something in the last year that examined the food system and/or commonly held beliefs about diet.

Have you done any of the following in the past year? (Select all that apply.)





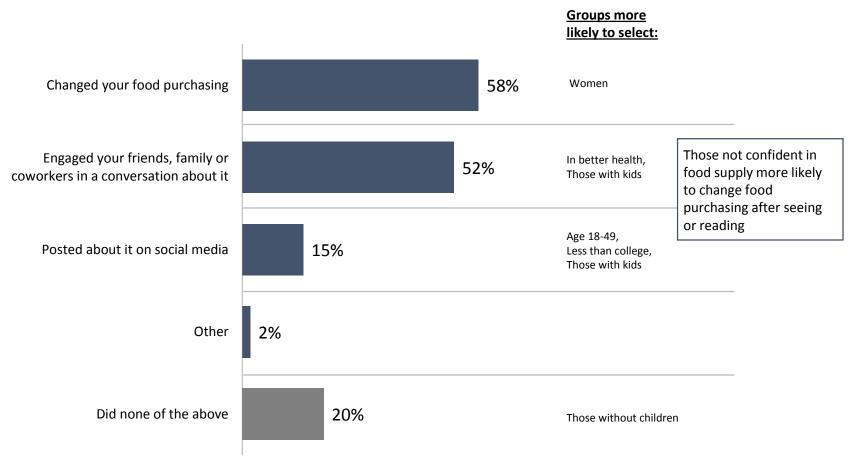
2016 n=1,003



Half have changed their purchasing or engaged friends, family or coworkers as a result of reading or seeing something that examined the food system and/or commonly held beliefs about it.



Have you done any of the following as a result of reading that book or article, or watching that movie or documentary? (Select all that apply.)



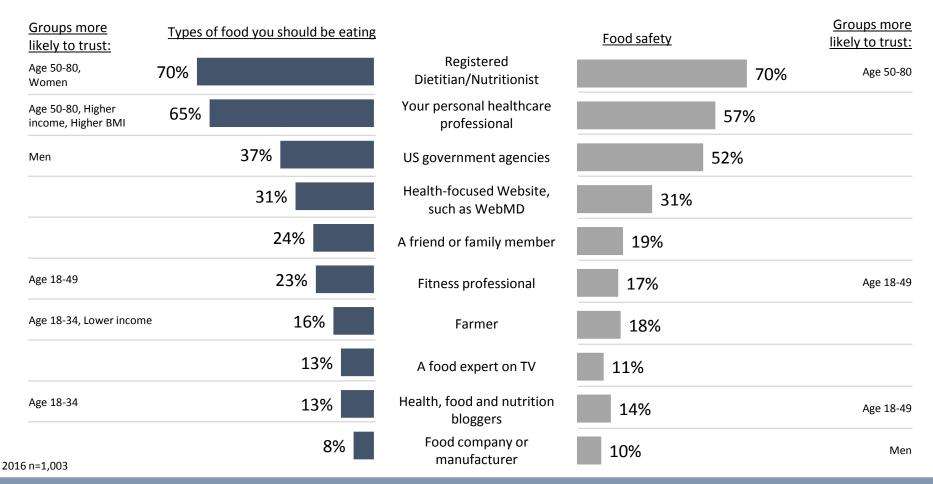
2016 If read or saw something in the past year n=440



Registered Dietitian, Personal healthcare professional and US government agencies are the top three most trusted sources for types of food eaten and food safety.



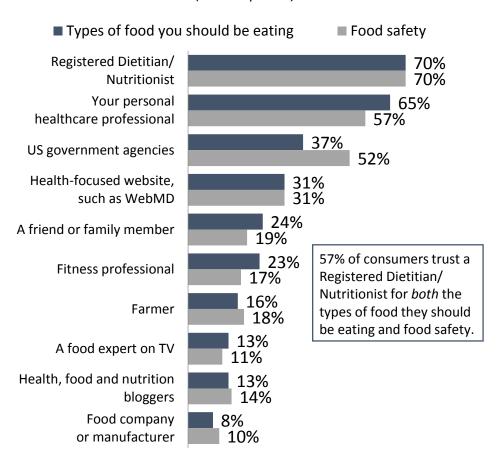
Which one of these sources would you *trust the most* to provide accurate information about the following issues? (*Select up to 3.*)



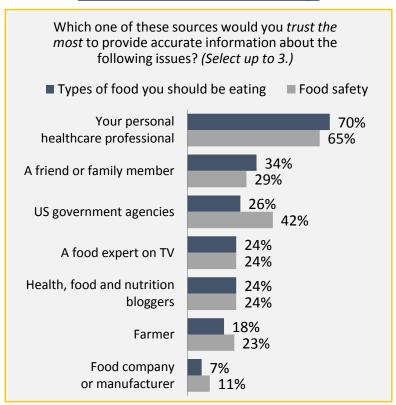
Even with the addition of new options to choose from, trust for US government agencies has increased since 2015.



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



#### 2015 Food & Health Survey:



2016 n=1,003; 2015 n=1,007

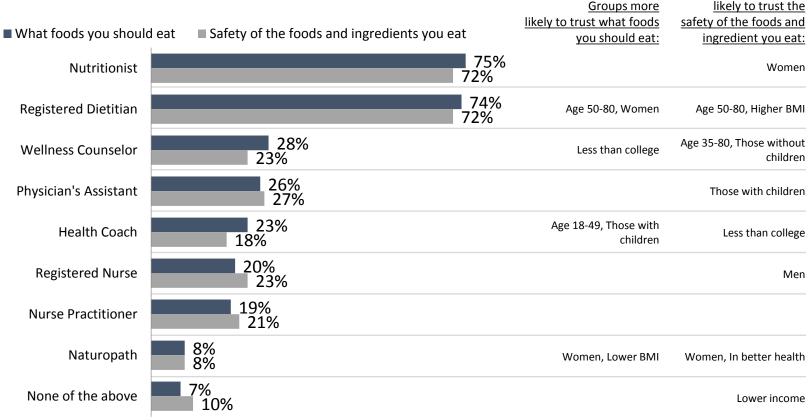


Nutritionists and Registered Dietitians are by far the most trusted on what foods you should eat and the safety of foods/ingredients, besides a primary physician.



Besides your primary physician, which of the following health professionals, if any, would you trust for information on the following issues? (Please select up to 3).





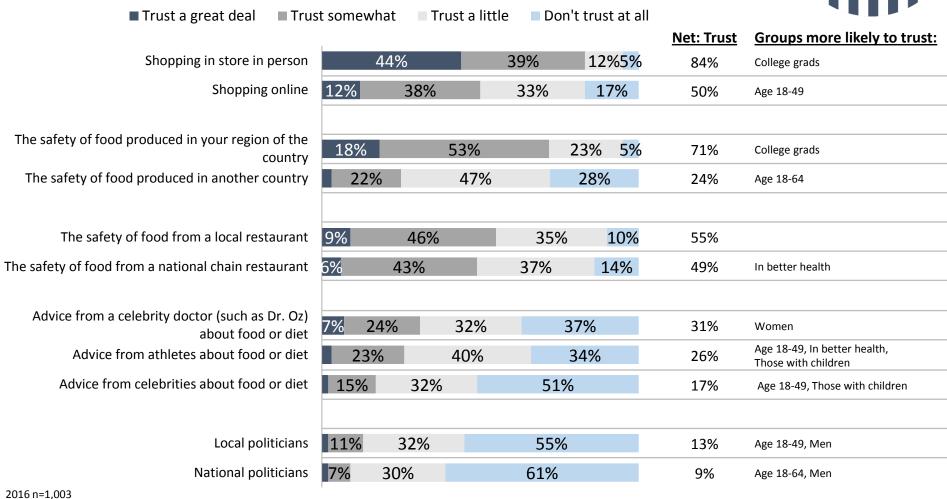
2016 if ranked healthcare professional in top 3 information on food n=671; safety of food n=577



# People are more likely to trust the safety of food that is locally produced or from a local restaurant.

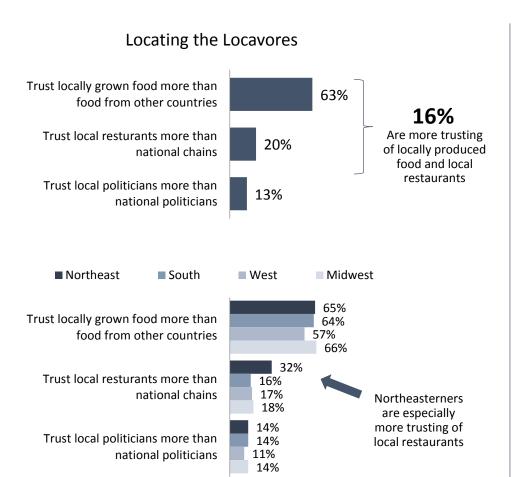


How much do you trust each of the following?

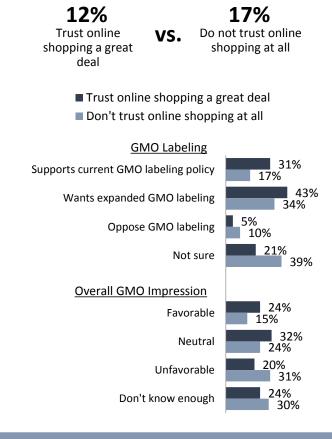


Northeasterners are especially likely to favor local restaurants. Also, those who distrust online shopping are also more likely to less favorable views on biotech.





How do Anti-Online Shoppers Feel about "GMOs"?

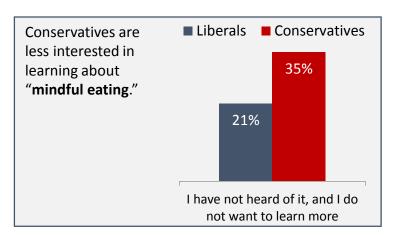


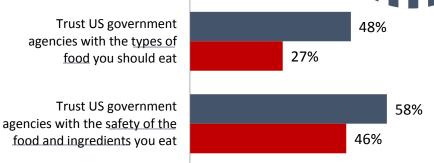
Liberals and conservatives differ on a number of issues related to food and health.



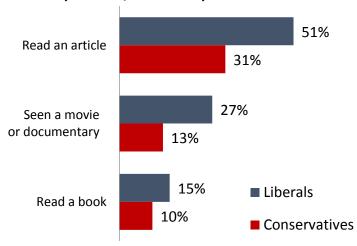
#### LIBERALS ARE MORE LIKELY TO...

- Trust US government agencies and health, food, for the type of food they should be eating and food safety.
- Want more information not currently included on food labels.
- Have read or seen something in the last year that examined the food system and/or commonly held beliefs about diet.





Done any of the following in the past year that examined the food system and/or commonly held beliefs about diet

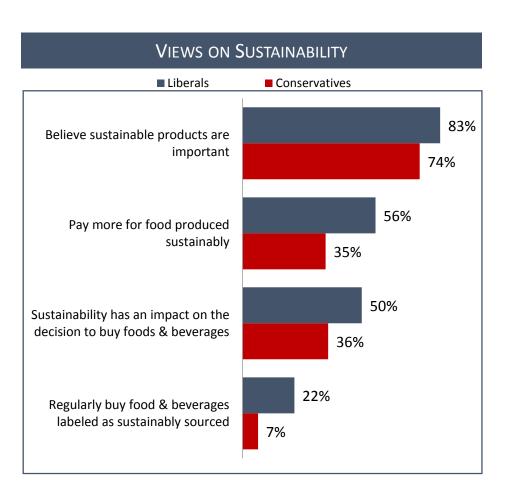


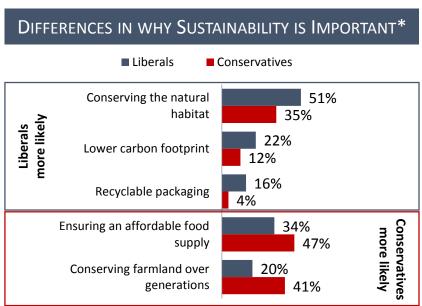
2016 Liberals n=274; Conservatives n=281



Sustainability impacts the purchasing decisions of liberals more than it does conservatives. This may be because the two groups see different reasons to care about the issue.







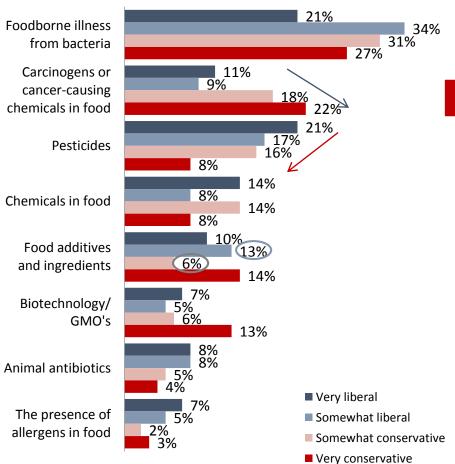
2016 Liberals n=274; Conservatives n=281





Liberals and Conservatives are divided about what is the most important food safety issue today.





#### MOST IMPORTANT FOOD SAFETY ISSUE\*

- Foodborne illness from bacteria is perceived as the top food safety issue.
- Conservatives are more likely to say carcinogens are the top safety food issue, where as Liberals are more likely to say it is pesticides.
- Somewhat liberal are more likely than somewhat conservatives to say food additives are of top concern.

2016 Liberals n=274; Conservatives n=281

\*Ranked #1, Most Important

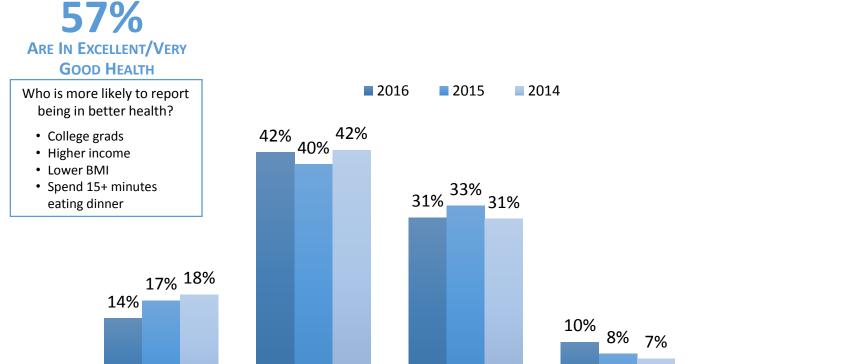




Similar to previous years, people typically describe their general health as good to excellent.



How would you describe your own health, in general?



Good

Fair

2016 n=1,003; 2015 n=1,007; 2014 n=1,005 There were no significant (.95 level) differences vs. 2015

Excellent

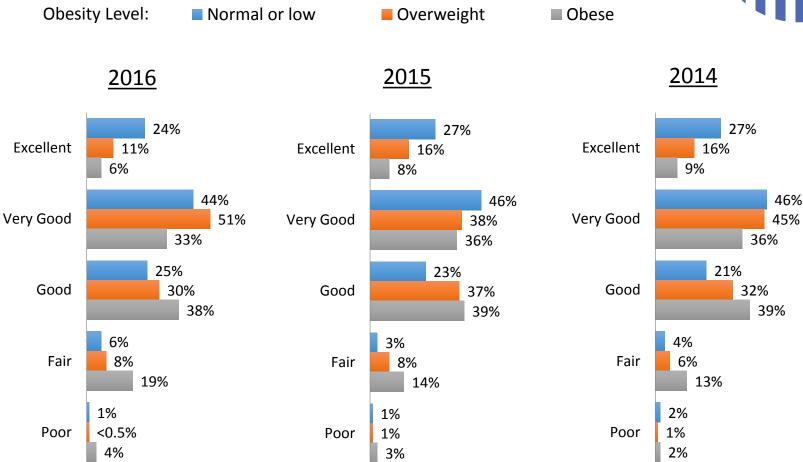


Very Good

Poor

Although BMI and health status are related, the majority of obese consumers still consider their health to be good or better.





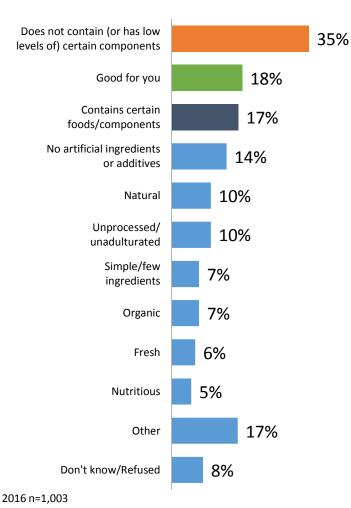
2016 n=1,003, 2015 n=1,007; 2014 n=1,005

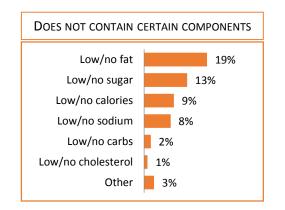


For one-third of consumers, a healthy food is defined, in part, by what it does not contain.



How do you define a healthy food? (Open-ended response)





I define a healthy food as one that doesn't have a large amount of saturated fat, sugars, or artificial ingredients in it.

Male, age 36

A food that is not too heavy in calories, cholesterol or fat, and contains several nutrients needed to maintain optimal health of the body.

Male, age 20

#### GOOD FOR YOU

A food that makes my body feel good and does not have any negative impact on my body.

One that is good for you and has vitamins and minerals our bodies need.

Female, age 19

Female, age 67

#### CONTAINS CERTAIN FOODS/COMPONENTS

High in vitamins and minerals, high in protein, low in sugar and low calorie count while maintaining greater weight so you can stay full longer.

A healthy food is one that provides nutritional calories in the form of unsaturated fats, some protein (if applicable), low added sugar and minimal preservatives or chemicals that are not nutritive. Healthy foods also are nontoxic or minimally toxic.

Male, age 28

Female, age 55



Coded for multiple responses

## A healthy eating style is most often defined by moderation and including certain "healthy" foods.

How do you define a healthy eating style? (Open-ended response)

1%

< 0.5%

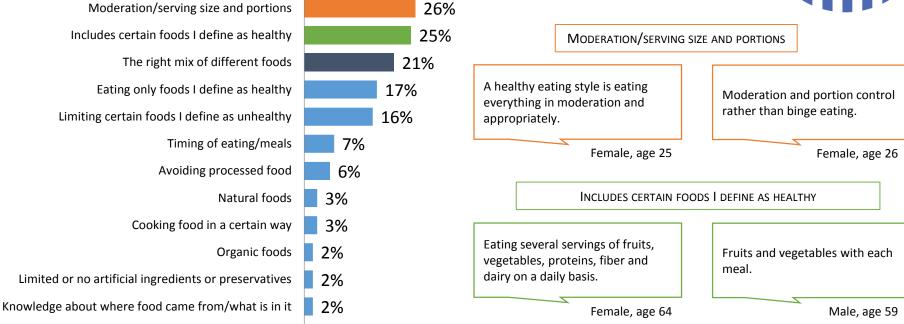
< 0.5%

< 0.5%

3%

12%





Balance, half of your plate being fresh fruits and veggies, lean meats, calcium, and an occasional treat.

Female, age 23

A healthy eating style includes a well-balanced diet free of highly processed foods.

THE RIGHT MIX OF DIFFERENT FOODS

Female, age 26



FOOD INFORMATION

2016 Sample B n=501 Coded for multiple responses Non-"GMO" foods

Don't know/Refused

Other

Can include higher calorie treats in moderation

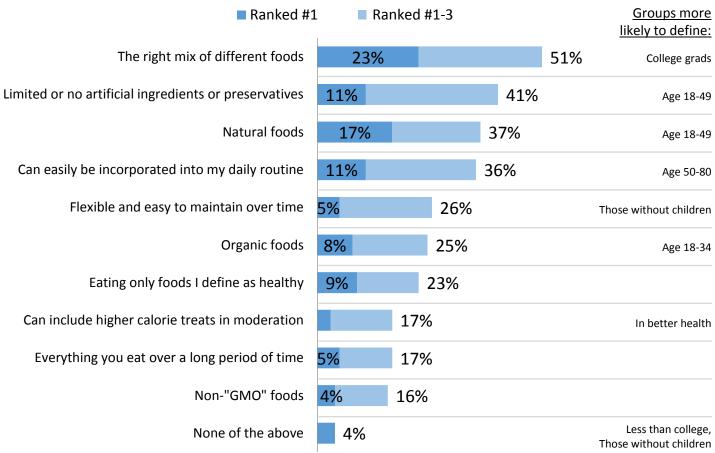
Everything you eat over a long period of time

Flexible and easy to maintain over time

When given potential definitions to choose from, half define a healthy eating style as having the right mix of different foods.



How do you define a healthy eating style? (Please rank the top 3 attributes that best fit your definition, with 1=Top Choice.)



2016 Sample A n=502



The "right mix of different foods" and "eating only foods I define as healthy" are two of the top responses to both the aided and unaided questions on healthy eating style.



#### Comparison Between Aided vs. Unaided

How do you define a healthy eating style?

	Aided	Unaided
	(Top 3 choices)	(Open-end response)
Responses in both aided and unaided versions		
The right mix of different foods	51%	21%
Limited or no artificial ingredients or preservatives	41%	2%
Natural foods	37%	3%
Can easily be incorporated into my daily routine	36%	0%
Flexible and easy to maintain over time	26%	<0.5%
Organic foods	25%	2%
Eating only foods I define as healthy	23%	17%
Can include higher calorie treats in moderation	17%	1%
Everything you eat over a long period of time	17%	<0.5%
Non-"GMO" foods	16%	<0.5%
Other responses from the unaided open-end version		
Moderation/serving size and portions		26%
Includes certain foods I define as healthy		25%
Limiting certain foods I define as unhealthy		16%
Timing of eating/meals		7%
Avoiding processed food		6%
Cooking food in a certain way		3%
Knowledge about where food came from/what is in it		2%
Other		3%

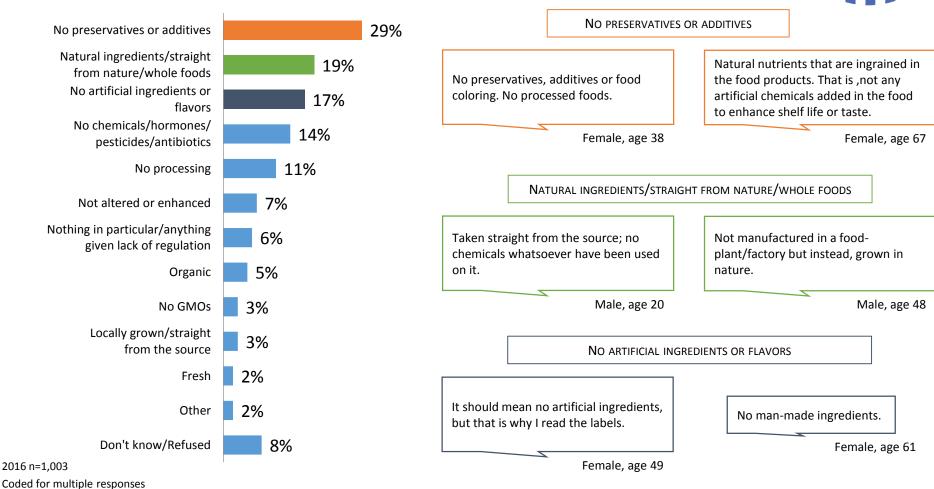
2016 Aided version n=502; Unaided version n=501



"Natural" is most often associated with having no preservatives or additives.

HEALTHY EATING STYLES

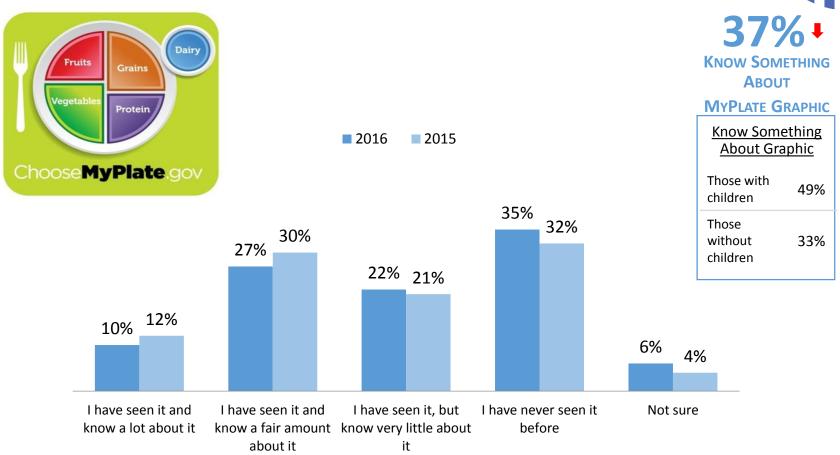
What does the term "natural" mean to you (when applied to food)? (Open-ended response)



More than a third know at least a fair amount about the MyPlate graphic, although familiarity is down slightly from 2015.



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



2016 n=1,003; 2015 n=1,007

Arrows indicate significant (.95 level) differences vs. 2015



One-quarter have changed their diet in the past year; most notably making small changes, and eating more fruits and vegetables.

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



■ Began in Past Year ■ Doing fo	■ Doing for More Than a Year		■ Not Currently Doing	g ■ Not Sure	Net:	Allh
					<b>Doing</b>	Groups more likely to be doing:
Eat more fruits and vegetables	2016 2015	28% 30%	53% 52%	16% 4 <mark>%</mark> 14%4%	80%	Age 35-80, College Grads, Higher income, Women, In better health
Made small changes to achieve an overall healthier diet	2016 2015	29% N/A	47%	19% 5 <mark>%</mark>	76%	Age 35-80, College Grads, Higher income, Women, In better health
Cut calories by drinking water, low and no calorie beverages	2016 2015	24% 26%	52% 50%	19% 5 <mark>%</mark> 19% 5 <mark>%</mark>	76%	Age 35-80, College Grads, Higher income, Women, In better health
Cut back on foods higher in added sugars	2016 2015	22% 26%	48% 43%	24% 5 <mark>%</mark> 24% <b>7</b> %	70%	Age 35-80, College Grads, Higher income, Women, In better health
Eat more foods with whole grains	2016 2015	21% 23%	44% 47%	30% 5 <mark>%</mark> 24% 6%	65%	Age 50-80, Higher income, Women, In better health
Consume smaller portions	2016 2015	26% 31%	40% 37%	30% 4 <mark>%</mark> 27% 5 <mark>%</mark>	65%	Age 35-80, College Grads, Higher income, Women, In better health, Higher BMI
Cut back on foods higher in salt	2016 2015	19% 22%	46% 43%	30% 5 <mark>%</mark> 29% 6%	65%	Age 35-80, Higher income, Women, In better health
Cut back on foods higher in solid fats	2016 2015	19% 23%	43% 38%	30% <b>7%</b> 30% 9%	62%	Age 35-80, College grads, Women, In better health
Compare sodium in foods like soup, bread, and frozen meals, and choose the foods with lower numbers	2016 2015	15% 21%	42% 36%	38% 5 <mark>%</mark> 37% 6%	57%	Age 50-80, College Grads, Higher income, Women, In better health
Cut back on full fat dairy and replace with a low- or no-fat alternative	2016 2015	14%	39% 4 39%	10% 6% 35% 6%	54%	Age 35-80, Women, In better health
Balance calories to manage my weight	2016 2015	19% <b>-</b> 24%		11% 6% 37% <b>7</b> %	54%	Age 35-80, College Grads, Higher income, Women, In better health, Higher BMI

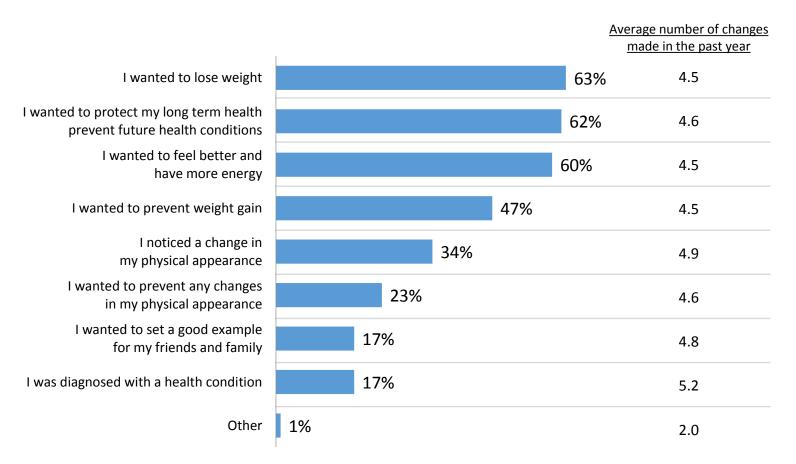
2016 n=1,003; 2015 n=1,007; Arrows indicate significant (.95 level) differences vs. 2015.



People are most often motivated to change their eating habits to lose weight, protect their long term health, or to feel better and have more energy.



Which of the following motivated you to make an effort to change your eating habits? (Select all that apply.)



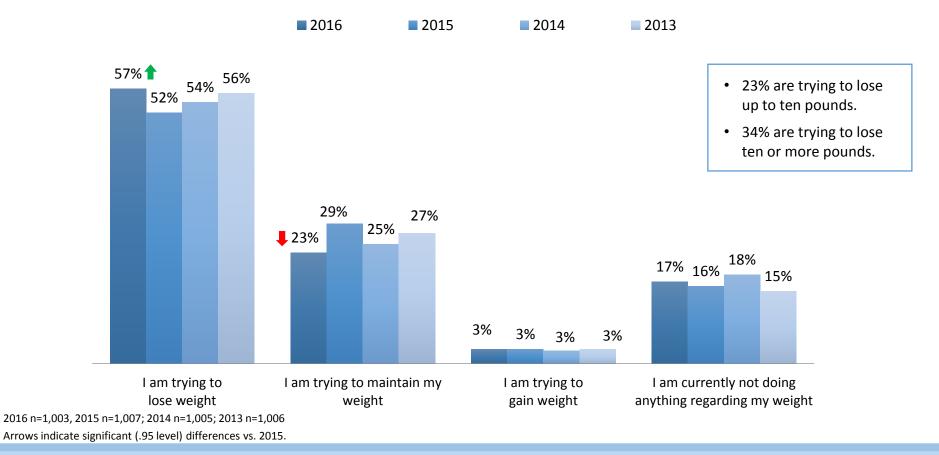
2016 if made any changes in the previous year  $\,$  n=536



Almost six in ten are trying to lose weight with a third trying to lose ten pounds or more.



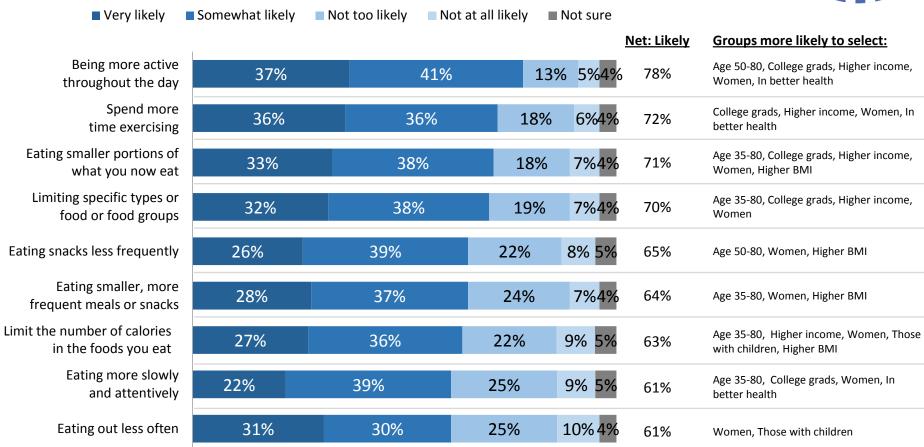
Which of the following best describes what you are currently doing regarding your weight?



Being more active during the day and increased exercise are the most likely methods of weight management.

HEALTHY EATING STYLES

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?



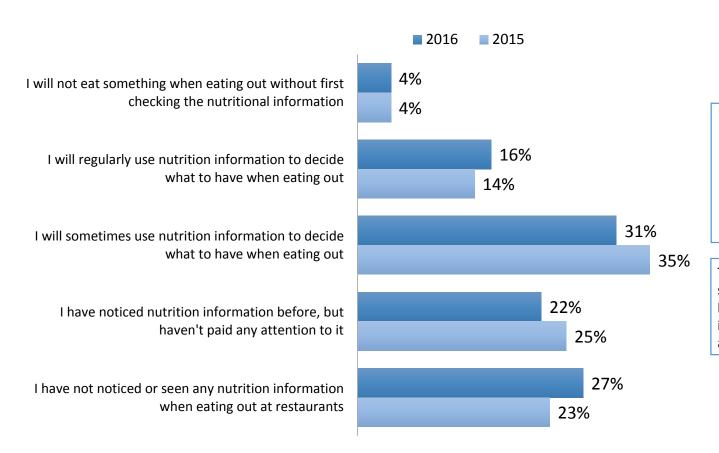
2016 n=1,003; There were no significant (.95 level) differences vs. 2015



When eating out at restaurants, half of consumers use the nutritional information on menus.



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



**52%**Use Nutrition Info

Who is more likely to use nutrition information?

- Age 18-49
- College grads
- Higher income
- Higher BMI
- In better health

Those willing to pay more for sustainable food are more likely to use nutritional information when eating out at restaurants.

2016 n=1,003; 2015 n=1,007;

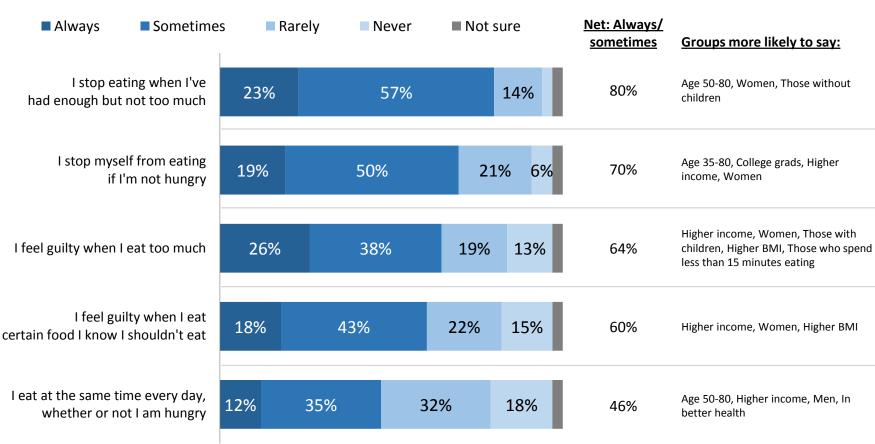
There were no significant (.95 level) differences vs. 2015



Four out of five will stop eating when they've had enough but not too much.



How often do you do the following?



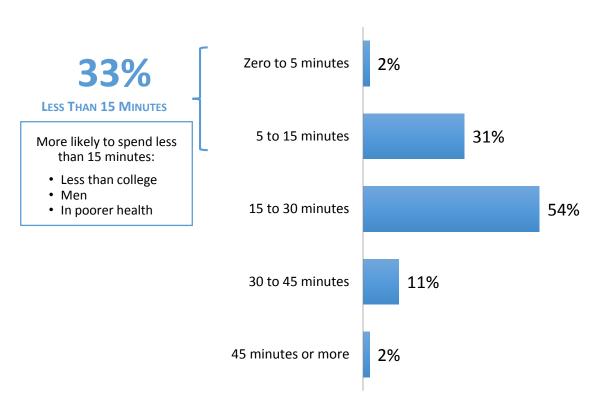
2016 n=1,003



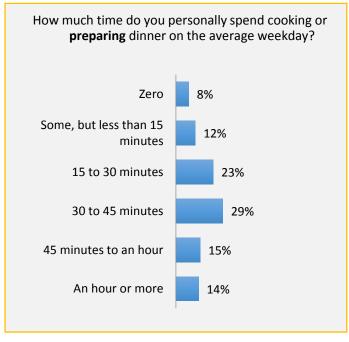
A third of Americans spend less than 15 minutes eating dinner on an average weekday.



On an average weekday, how much time do you personally spend eating dinner?



#### 2015 Food & Health Survey:



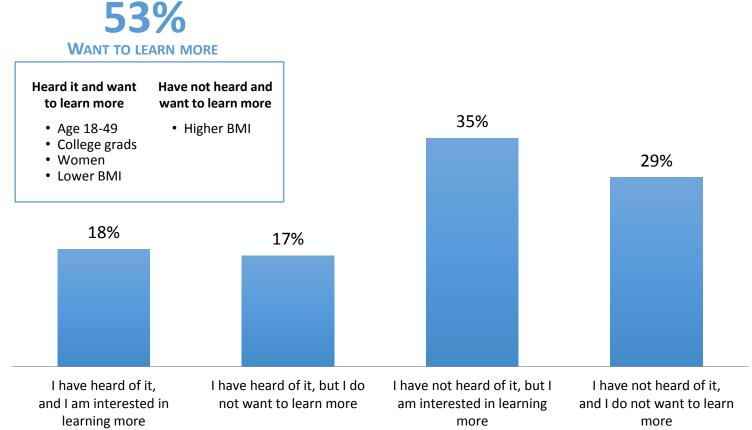
2016 n=1,003; 2015 n=1,007



### Three out of five have not heard of "mindful eating."



Which of the following best describes your familiarity and interest in the practice of "mindful eating"? (sometimes referred to as "intuitive eating")



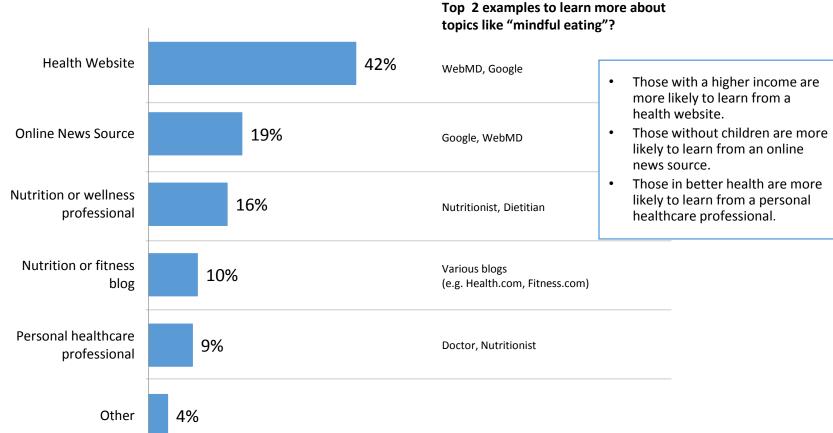




Those interested in learning more about "mindful eating" are more likely to learn more at a health website.



Where would you be most likely to go if you wanted to learn more about topics like "mindful eating"? (Please select just your top answer.)



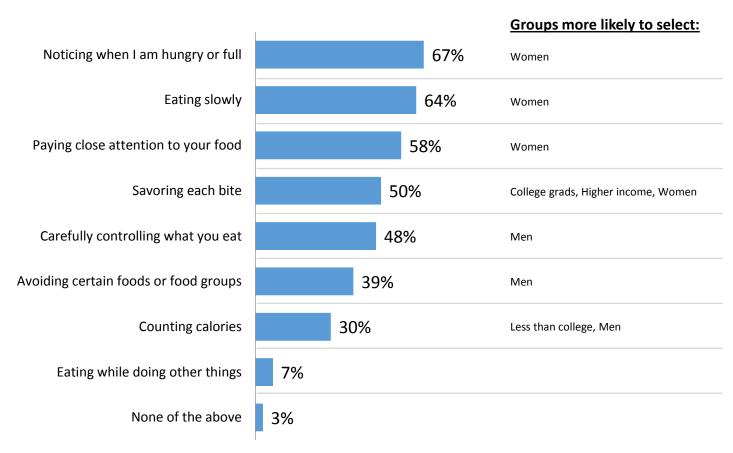
2016 if interested in learning more about "mindful eating" n=555

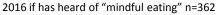


Those that have heard of "mindful eating" most often define it as noticing when they are hungry or full and eating slowly.

HEALTHY EATING STYLES

Which of the following are included in your definition of "mindful eating"? (Select all that apply.)



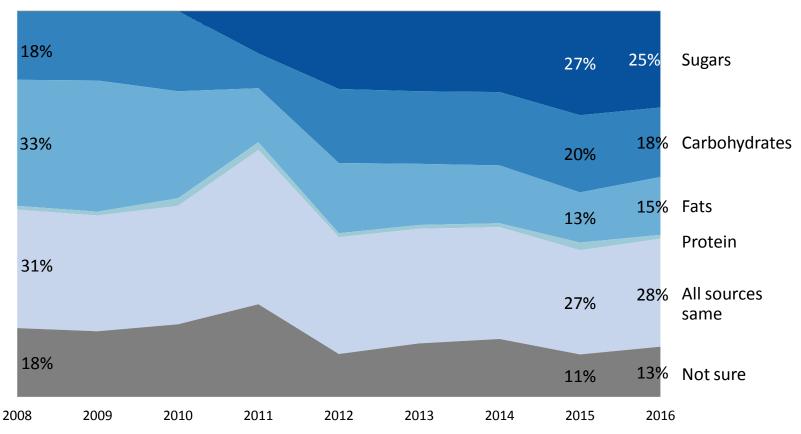




Three in ten think all sources of calories are equally likely to cause weight gain; however, one in four believe sugar is more likely to cause weight gain.



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



2016 n=1,003

There were no significant (.95 level) differences vs. 2015

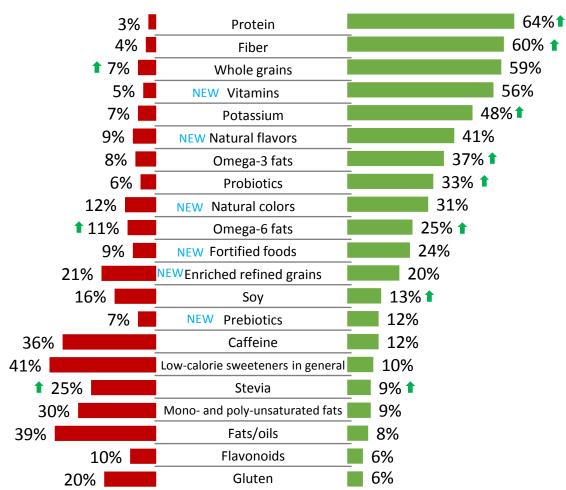




More Americans are trying to consume several nutrients and components, with protein and fiber topping the list.



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



% Try to consume

2016 n=1,003; Arrows indicate significant (.95 level) differences vs. 2015.

% Try to

limit or

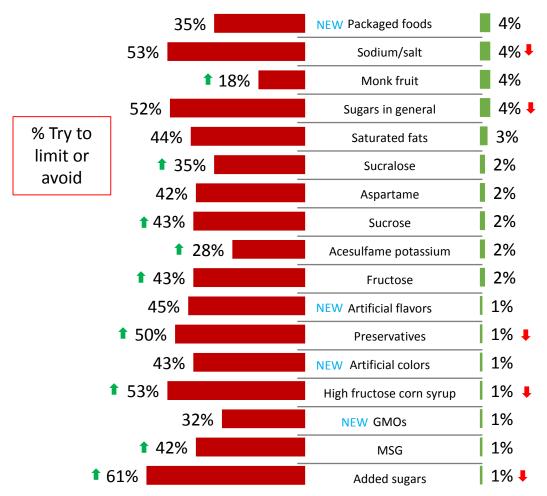
avoid



Consumers are also trying to limit or avoid more components in 2016, such as added sugars, high fructose corn syrup, and preservatives.



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



% Try to consume

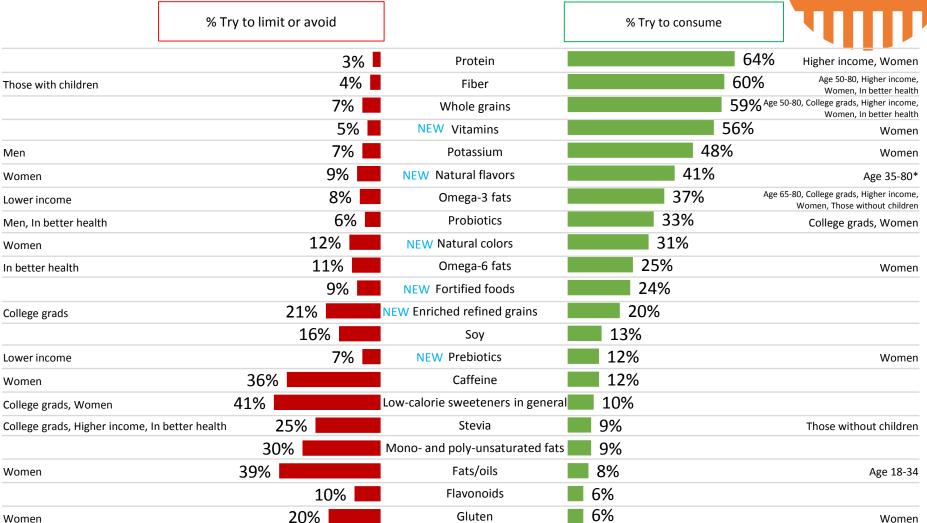
2016 n=1,003; Arrows indicate significant (.95 level) differences vs. 2015.



### Subgroups more likely to take action on components



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





### Subgroups more likely to take action on components

DIETARY
COMPONENTS

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

%	6 Try to limit or avoid		% Try to consume	
College grads, Women	35%	NEW Packaged foods	4%	Age 18-34
Age 50-80	53%	Sodium/salt	4%	
	18%	Monk fruit	4%	
Age 35-80, College grads, Higher income, Women	52%	Sugars in general	4%	Less than college, In better health
College grads, Higher income, Women, In better health	44%	Saturated fats	3%	
College grads, Higher income	35%	Sucralose	2%	
College grads, Higher income	42%	Aspartame	2%	Higher BMI
Age 35-80, College grads, Higher income, Higher BMI	43%	Sucrose	2%	In better health
College grads	28%	Acesulfame potassium	2%	
College grads, Higher income, Higher BM	43%	Fructose	2%	
College grads, Women	45%	NEW Artificial flavors	1%	In better health
Women	50%	Preservatives	1%	Less than college
College grads, Women	43%	NEW Artificial colors	1%	Less than college
College grads, Higher income, Women	53%	High fructose corn syrup	1%	
College grads, Women	32%	NEW GMOs	1%	
Age 35-80, College grads, Women	42%	MSG	1%	Age 18-34, Less than college
College grads, Higher income, Women, In better health	1%	Added sugars	1%	

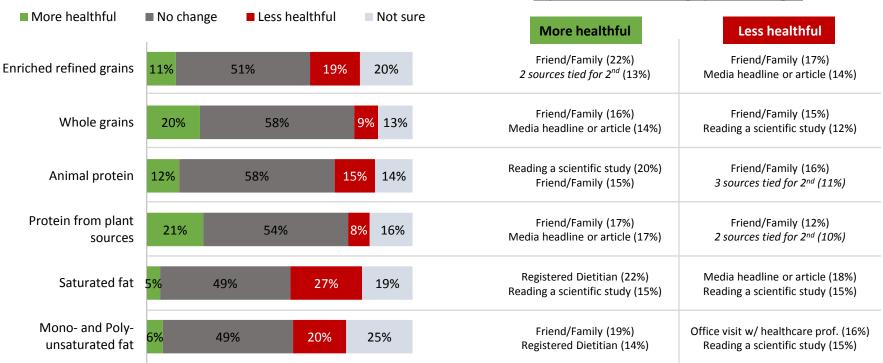
Family and friends are influential in changing opinion on grains and proteins. Consumers are influenced about fats by a variety of sources.



Opinion Change: Grains, Proteins, and Fats

Thinking about the past year, how has your opinion changed, if at all, about the healthfulness of...

#### <u>Top 2 factors influencing opinion change\*</u>



2016 n=1,003

\*Not including "Other"

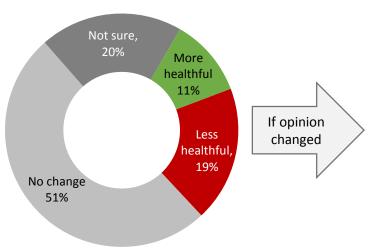


Half have not changed their opinion in the last 12 months about the healthfulness of enriched refined grains.

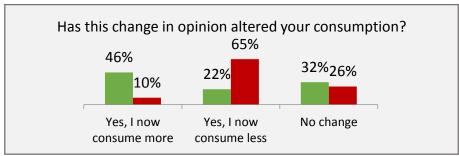


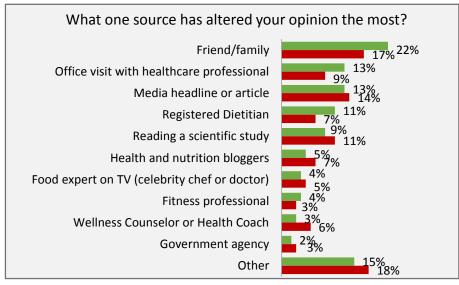
# Opinion Change: Enriched Refined Grains

Thinking about the past year, how has your opinion changed, if at all, about the healthfulness of enriched refined grains?









2016 n=1,003; More healthful n=99; Less healthful n=188

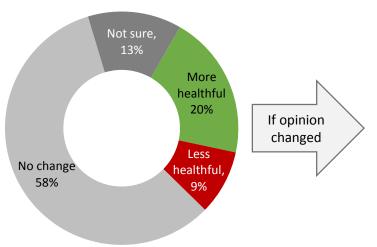


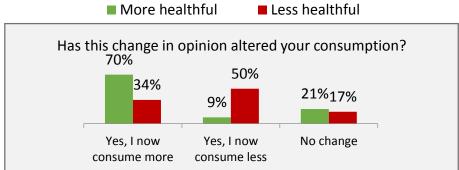
One in five people have an improved opinion on the healthfulness of whole grains. Seven in ten with this improved opinion are consuming more.

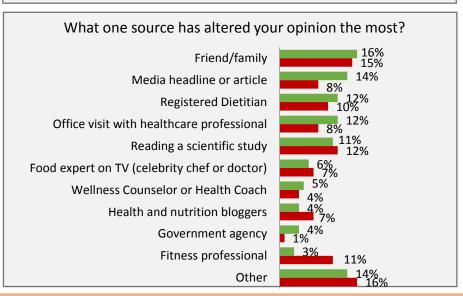


Opinion Change: Whole Grains

Thinking about the past year, how has your opinion changed, if at all, about the healthfulness of whole grains?







2016 n=1,003; More healthful n=213; Less healthful n=81

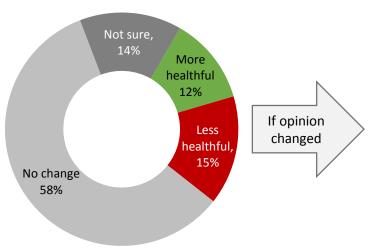


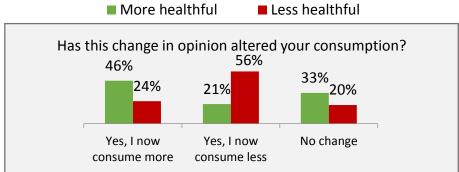
Almost three in five opinions have not changed in the last year about the healthfulness of animal protein.

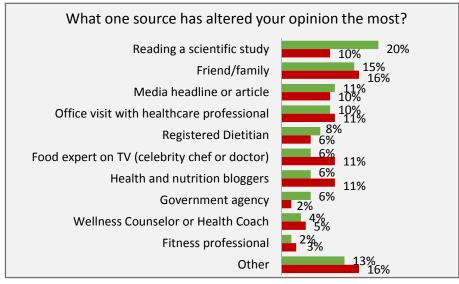


#### Opinion Change: Animal Protein

Thinking about the past year, how has your opinion changed, if at all, about the healthfulness of animal protein (ex: meat, fish, or dairy)?







2016 n=1,003; More healthful n=127; Less healthful n=149

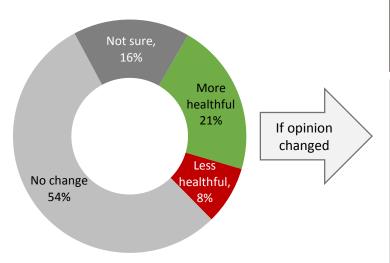


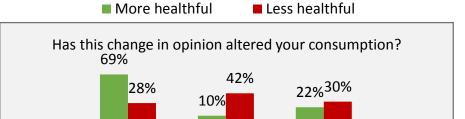
One in five people have an improved opinion on the healthfulness of plant protein and many are trying to consume more.



# Opinion Change: Protein from Plant Sources

Thinking about the past year, how has your opinion changed, if at all, about the healthfulness of protein from plant sources (ex: soy, nuts, or beans)?





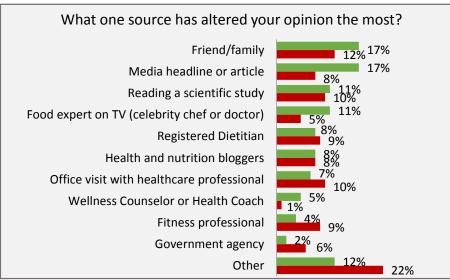
Yes. I now

consume less

Yes, I now

consume more

No change



2016 n=1,003; More healthful n=222; Less healthful n=78

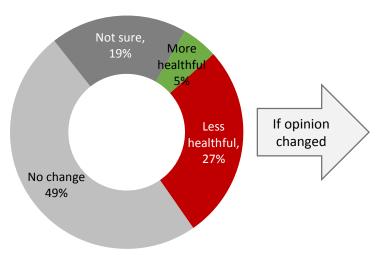


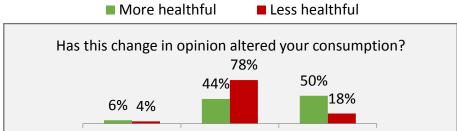
A quarter now believe saturated fat is less healthful. Half have not changed their opinion.



#### Opinion Change: Saturated Fat

Thinking about the past year, how has your opinion changed, if at all, about the healthfulness of saturated fat?





Yes, I now

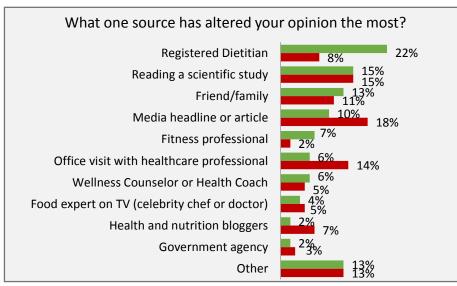
consume less

Yes, I now

consume more

Less healthful

No change



2016 n=1,003; More healthful n=45; Less healthful n=272

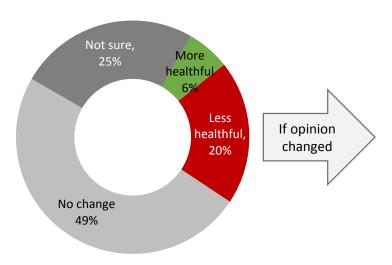


Half have not had their opinion change in the last 12 months about mono- and poly- unsaturated fats, but one in five believe them to be less healthful than they used to.

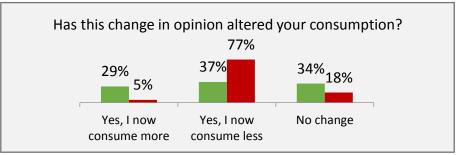


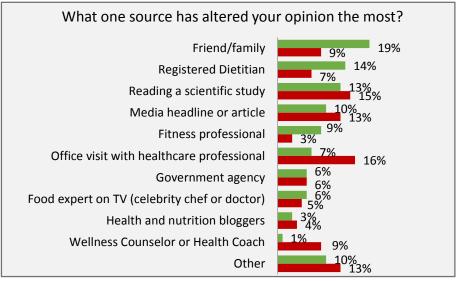
#### Opinion Change: Mono- and Polyunsaturated Fat

Thinking about the past year, how has your opinion changed, if at all, about the healthfulness of monoand poly- unsaturated fat?









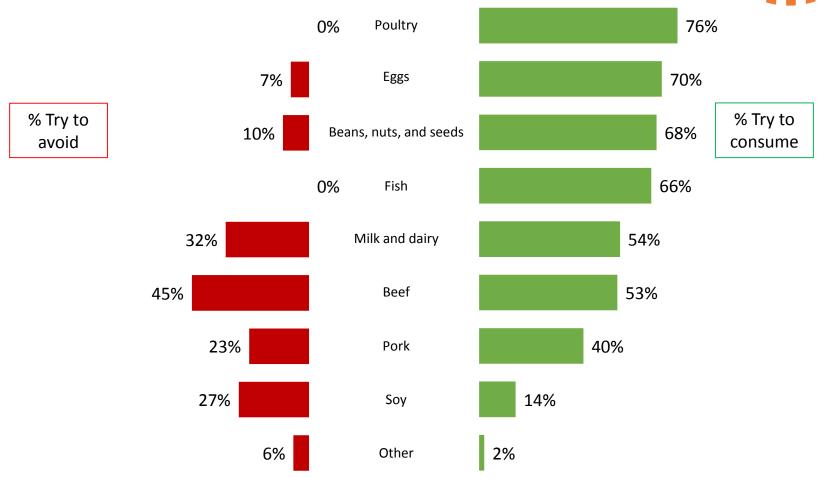
2016 n=1,003; More healthful n=63; Less healthful n=190



Poultry and eggs are the proteins most often consumed; whereas beef is the protein most often limited or avoided.

DIETARY
COMPONENTS

Which type of protein are you trying to consume or avoid? (Please select all that apply.)

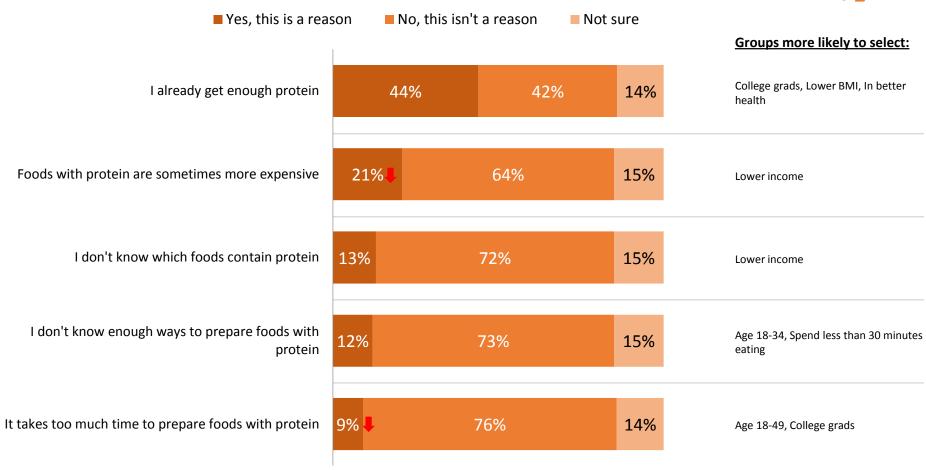


2016 if trying to consume or avoid protein n=695



Four in ten do not consume more protein because they believe they already get enough protein in their diet. DIETARY
COMPONENTS

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



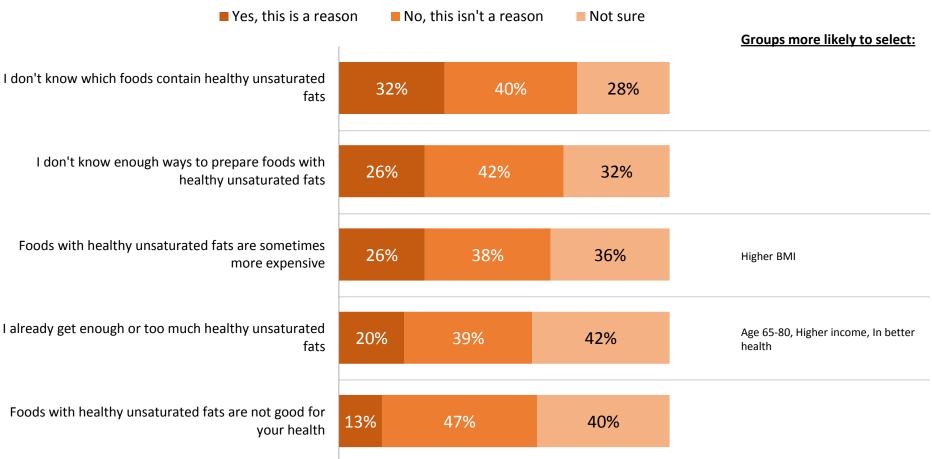
2016 Sample A n=335; Arrows indicate significant (.95 level) differences vs. 2015.



For a third of consumers, a lack of awareness of which foods contain healthy unsaturated fats is a barrier to consumption.

DIETARY COMPONENTS

Which of the following are reasons why you <u>do not</u> consume *more* healthy unsaturated fats like Omega-3 fatty acids than you do now?



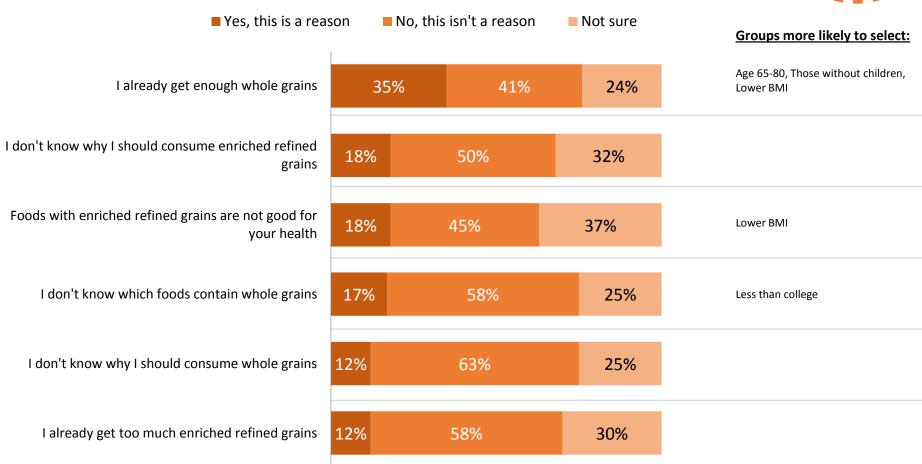
2016 Sample B n=333.



A third of consumers feel that they already get enough whole grains in their diet.

DIETARY
COMPONENTS

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



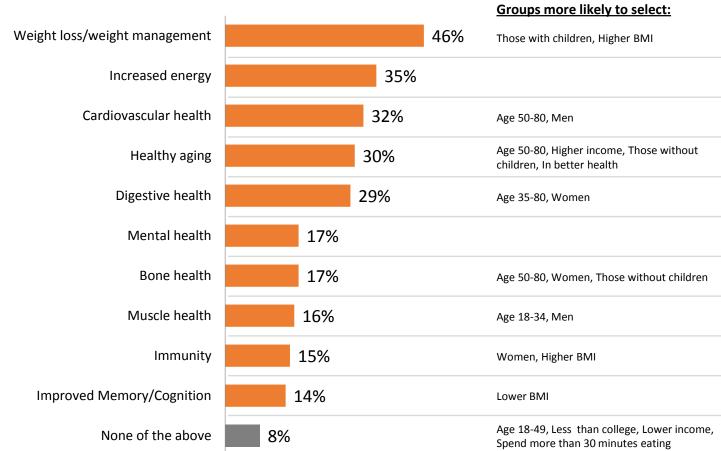
2016 Sample C n=335.



# Almost half are most interested in weight loss benefits associated with nutrients in food.



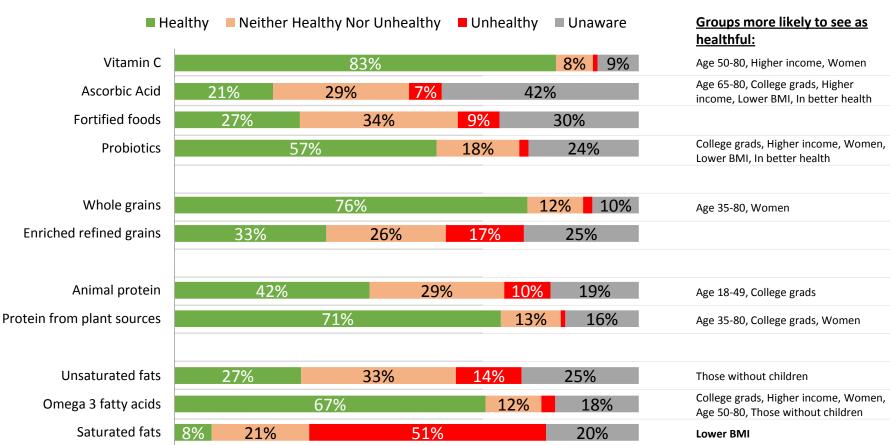
Many nutrients in food are associated with health benefits. Which health benefits are you most interested in getting from foods? (*Please select up to 3.*)



Four out of five rate Vitamin C as healthy, while only 1 in 4 rate Ascorbic Acid as healthy.



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



2016 n=1,003

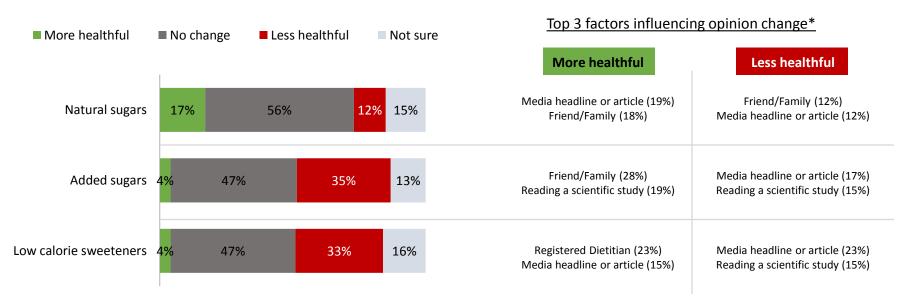


A third of Americans view added sugars and low calorie sweeteners as less healthful than they used to, mainly due to media headlines and articles.



Opinion Change: Natural Sugars, Added Sugars, and Low Calorie Sweeteners

Thinking about the past year, how has your opinion changed, if at all, about the healthfulness of...





\*Not including "Other"

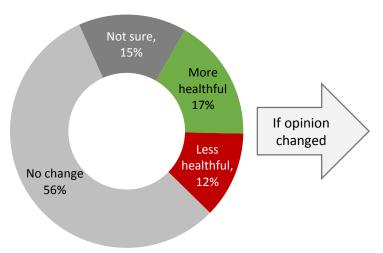


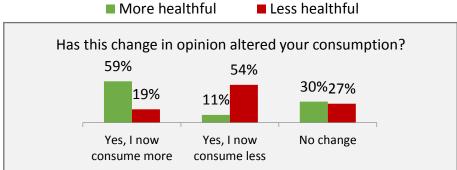
Nearly one in five people have changed their opinion on "natural" sugars, and now view them as more healthful.

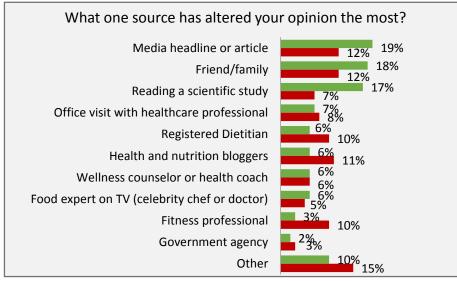


Opinion Change: Natural Sugars

Thinking about the past year, how has your opinion changed, if at all, about the healthfulness of "natural" sugars (ex: from fruit or honey)?







2016 n=1,003; More healthful n=178; Less healthful n=114

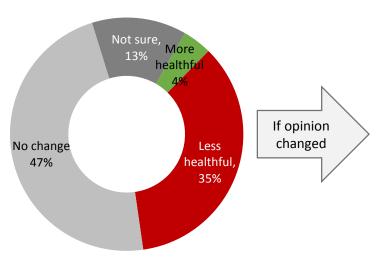


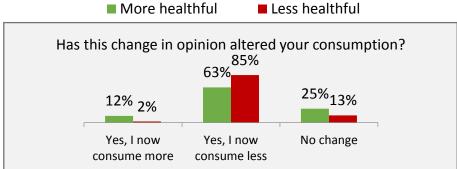
One-third believe "added" sugars are less healthful than they used to be. Of those that believe it is less healthful, eight in ten are consuming less.

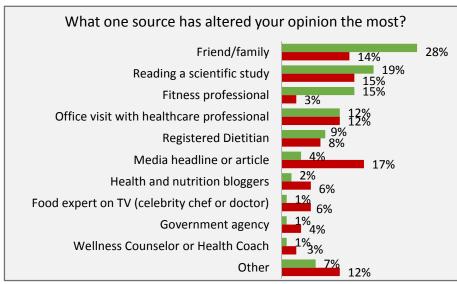


#### Opinion Change: Added Sugars

Thinking about the past year, how has your opinion changed, if at all, about the healthfulness of "added" sugars (ex: table sugar or high fructose corn syrup)?







2016 n=1,003; More healthful n=40; Less healthful n=368

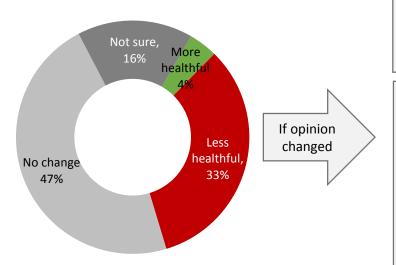


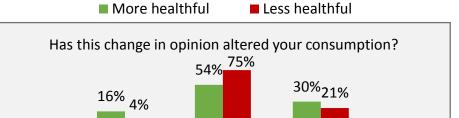
Nearly one-half have not changed their opinion on the healthfulness of low-calorie sweeteners, while one-third believe them to be less healthful than they used to.



# Opinion Change: Low Calorie Sweeteners

Thinking about the past year, how has your opinion changed, if at all, about the healthfulness of low calorie sweeteners (ex: Sucralose, Aspartame)?





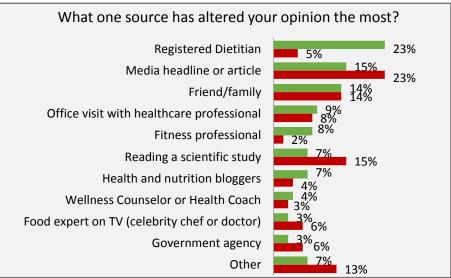
Yes. I now

consume less

No change

Yes. I now

consume more



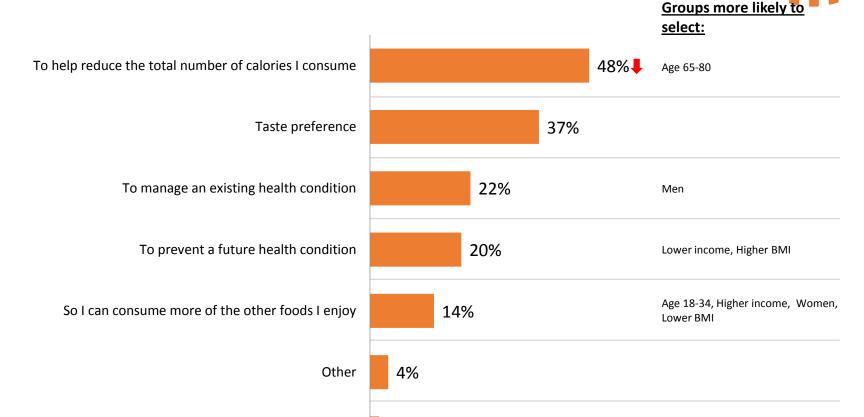
2016 n=1,003; More healthful n=47; Less healthful n=331



Almost half consume foods and/or beverages with low-calorie sweeteners to help reduce the number of calories they consume.

DIETARY
COMPONENTS

Earlier you indicated that you may consume foods and/or beverages containing low-calorie sweeteners at least sometimes. What are your reasons for doing so? (Select all that apply.)



2%

2016 if consumes low-calorie sweeteners  $\,$  n=106; Arrows indicate significant (.95 level) differences vs. 2015.



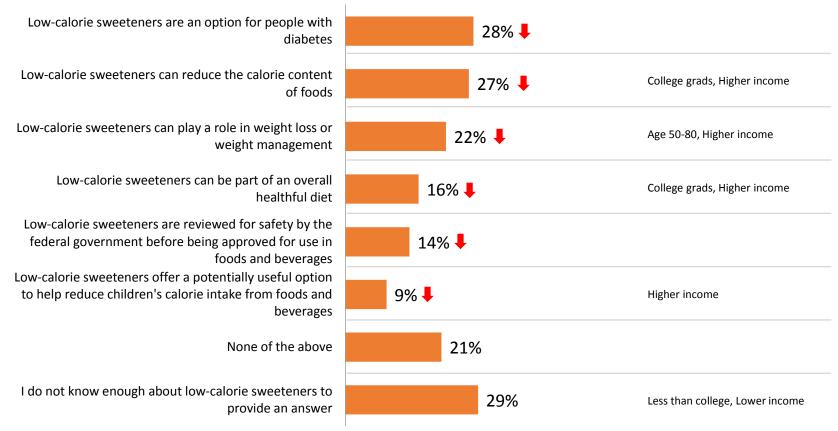
None, I do not try to consume low-calorie sweeteners

Opinions on low-calorie sweeteners are split. One in five don't agree with any statement and one in three do not know enough about low-calories sweeteners.



Which of the following statements, if any, do you agree with regarding low-calorie sweeteners? (Select all that apply.)

#### **Groups more likely to select:**



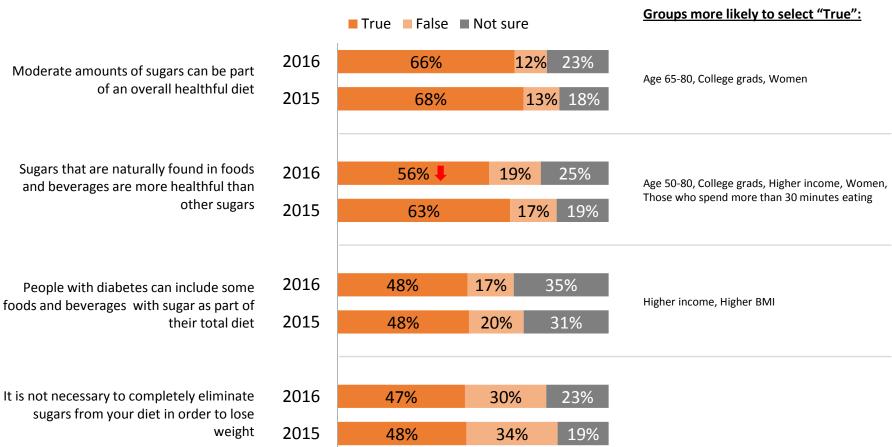
2016 Sample A n=501; Arrows indicate significant (.95 level) differences vs. 2015.



Two-thirds believe that moderate amounts of sugars can be part of an overall healthful diet.

DIETARY
COMPONENTS

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



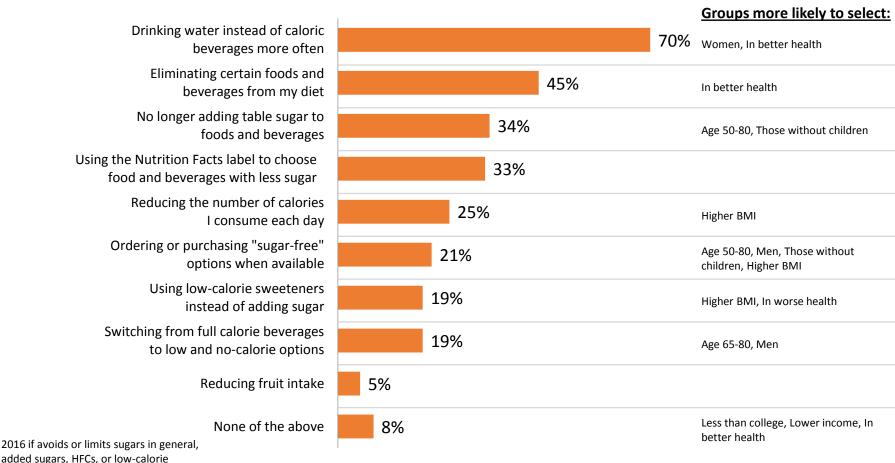
2016 n=502; 2015 n=1,007: Arrows indicate significant (.95 level) differences vs. 2015



Seven in ten drink water instead of caloric beverages as a way to reduce their consumption of sugars.



What actions are you taking to achieve reduction in your consumption of sugars? (Select all that apply.)



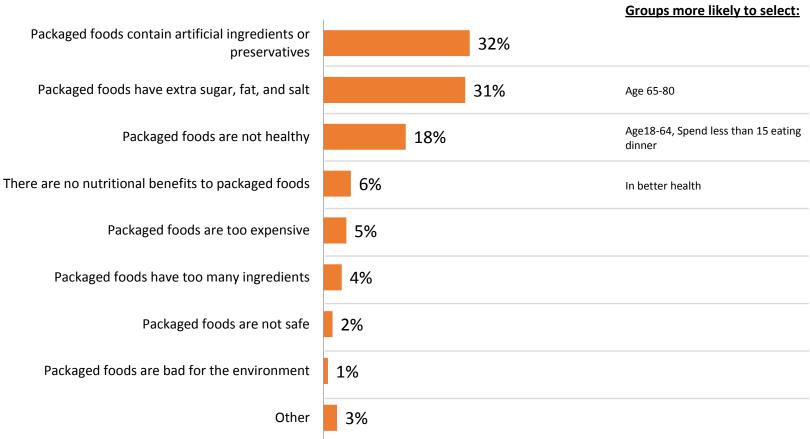


sweeteners n=753

One-third avoid or limit packaged foods because they contain artificial ingredients or preservatives, or have extra sugar, fat and salt.



Which of the following do you consider the top reason why you avoid or limit packaged foods?



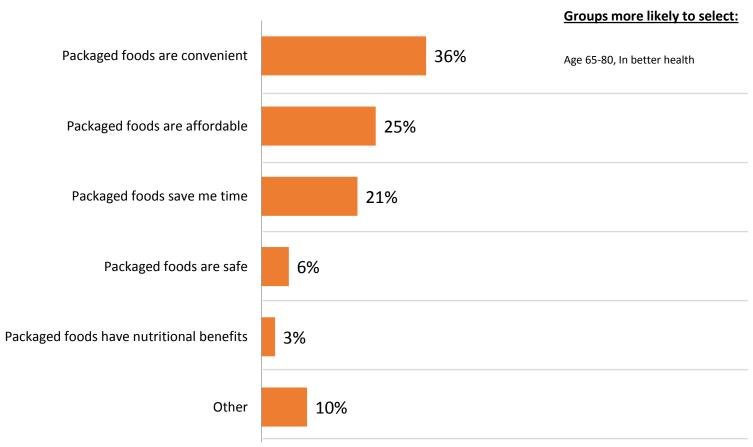
2016 Avoids or limits packaged foods n=376



# One in three consume packaged foods because they are convenient.



Which of the following do you consider the top reason why you consume packaged foods?



2016 Tries to consume packaged foods n=34



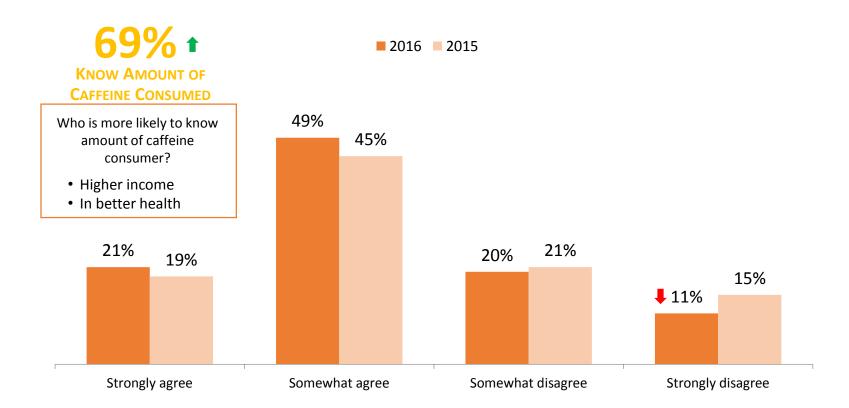


One third of Americans don't know the amount of caffeine that is in the foods and beverages they consume.



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.



2016 Of those who consume caffeine n=939; 2015 n=913; Arrows indicate significant (.95 level) differences vs. 2015

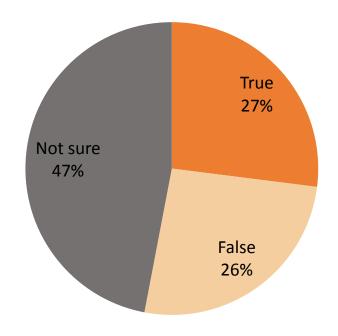


Almost half are unsure if caffeine that is naturally occurring has the same effect as caffeine that is added to foods and beverages.



Please indicate whether the following statement is 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?

• Men

2016 n=1,003; There were no significant (.95 level) differences vs. 2015

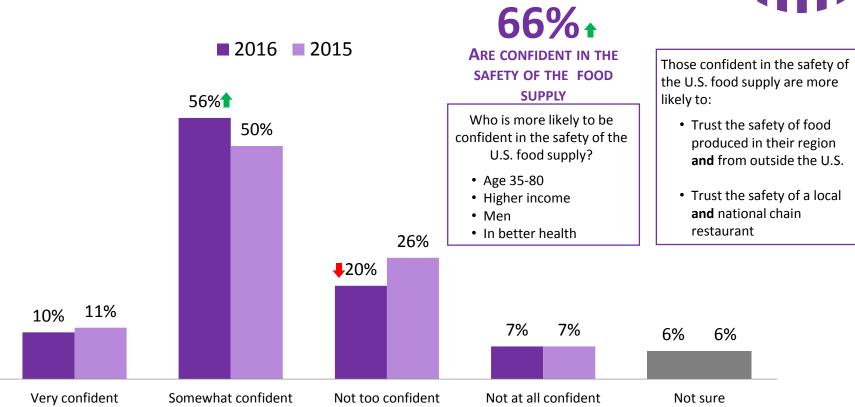




### Two-thirds are confident in the safety of the U.S. food supply.



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



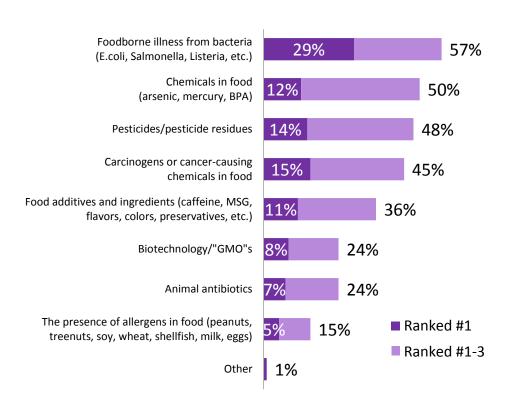
2016 n=1,003; Arrows indicate significant (.95 level) differences vs. 2015.



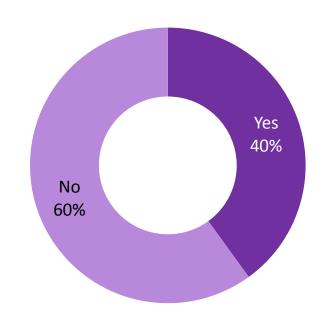
Foodborne illness from bacteria, chemicals in food and pesticides are the most important food safety issues today.



In your opinion, what is the most important food safety issue today? (Please rank from 1 to 3, with 1=Most Important.)



Have you changed your eating habits because of something you've heard or read about food additives and ingredients, chemicals in food, or carcinogens in food?



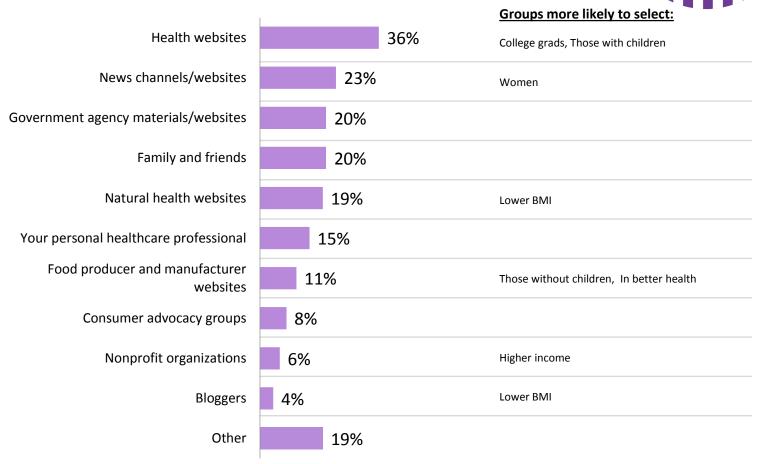
2016 n=1,003; if respondent chose food additives, chemicals in food, or carcinogens or cancer-causing chemicals in food as food safety issue n=386



The top source of information about food additives, chemicals or carcinogens in food is health websites, followed by news channels and government agencies.

FOOD SAFETY

Where do you go for information about food additives and ingredients/chemicals in food/carcinogens in food? (Please select all that apply.)



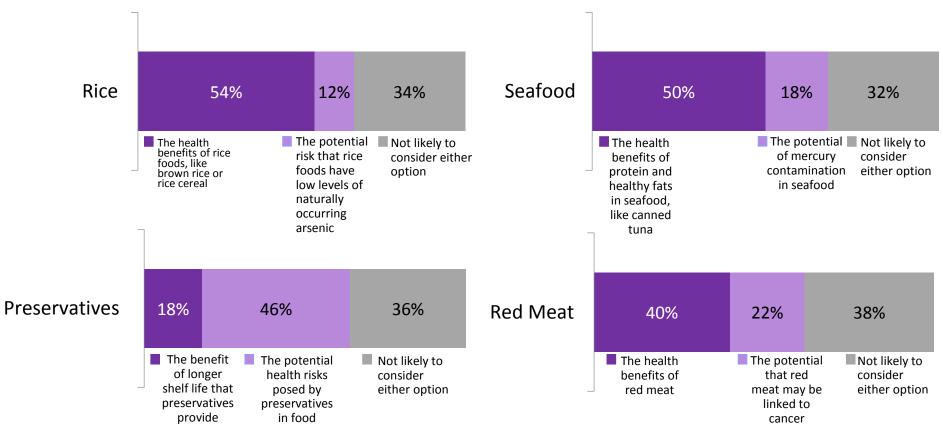
 $2016 if respondent \ chose food \ additives, \ chemicals \ in food, or \ carcinogens \ or \ cancer-causing \ chemicals \ in food \ as food \ safety \ issue \ n=386$ 



At least two in five are more likely to be influenced by the benefits of rice, seafood, and red meat over the potential risks. However, the opposite is true for preservatives: almost half are more likely to be influenced by their potential health risks.



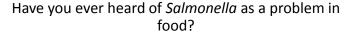
When shopping, which of the following is more likely to influence what you purchase...



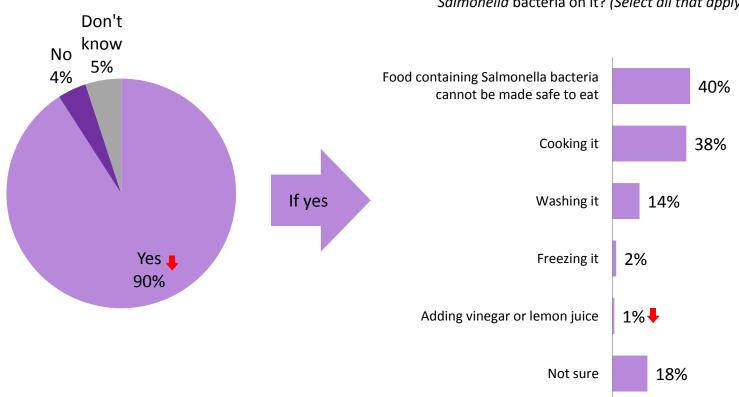


Almost all have heard of Salmonella as a problem in food but consumers are split about whether food with Salmonella bacteria on it can be made safe.





To the best of your knowledge, which of the following would make something safe to eat if it had *Salmonella* bacteria on it? (Select all that apply.)



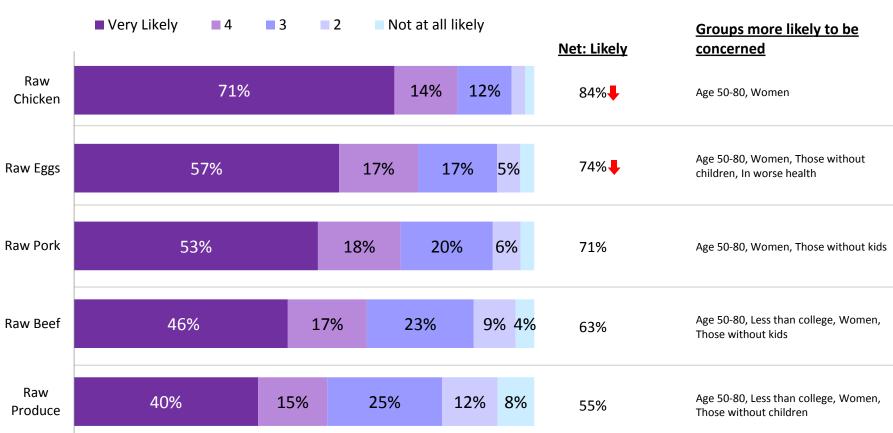
2016 n=1,003; If heard of Salmonella=914; Arrows indicate significant (.95 level) differences vs. 2014.



More than seven in ten consider raw chicken, raw eggs and raw pork likely to have Salmonella germs.

FOOD SAFETY

How likely is it that the following foods have Salmonella germs that can make you sick?



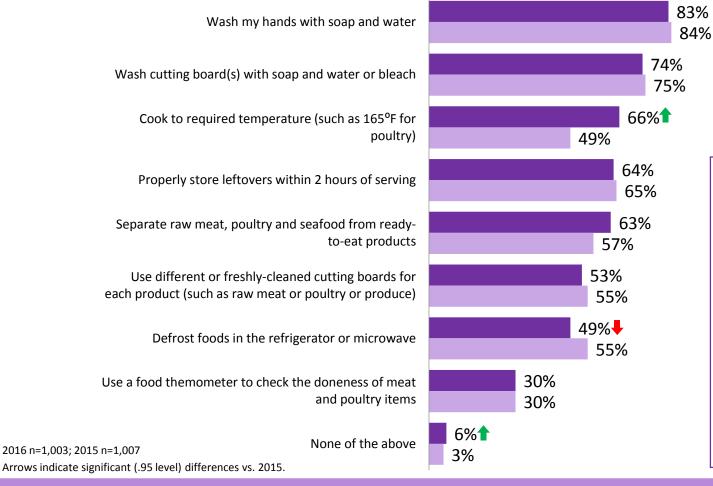
2016 n=1,003; Arrows indicate significant (.95 level) differences vs. 2015.



Four in five wash their hands with soap and water regularly when cooking, preparing, and consuming food products.

FOOD SAFETY

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



Note about the trend difference in "cook to required temperature":

**2016** 

2015

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

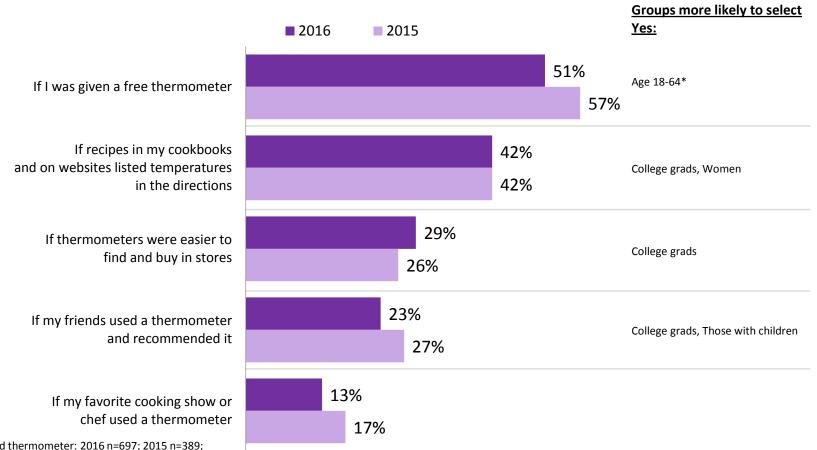
"By food thermometer, we mean a thermometer that is used to check the internal temperature or doneness of meat, poultry, or other dishes. Do not include candy thermometers or thermometers used to check the temperature of oil when frying."

Likely because of this information, we see a difference in consumers reporting to cook to a required temperature.

Half would be encouraged to use a food thermometer more often if they were given a free thermometer.

FOOD SAFETY

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: 2016 n=697; 2015 n=389; There were no significant (.95 level) differences vs. 2015.

<sup>\*</sup>Age 18-34 is even more likely to select than Age 50-64.



Seven in ten has heard of E. coli 0157 as a problem in food, and almost half think food with this bacteria cannot be made safe to eat.



Have you ever heard of *E. coli 0157* as a problem in food?

To the best of your knowledge, which of the following would make something safe to eat if it had *E. coli 0157* bacteria on it? (Select all that apply.)



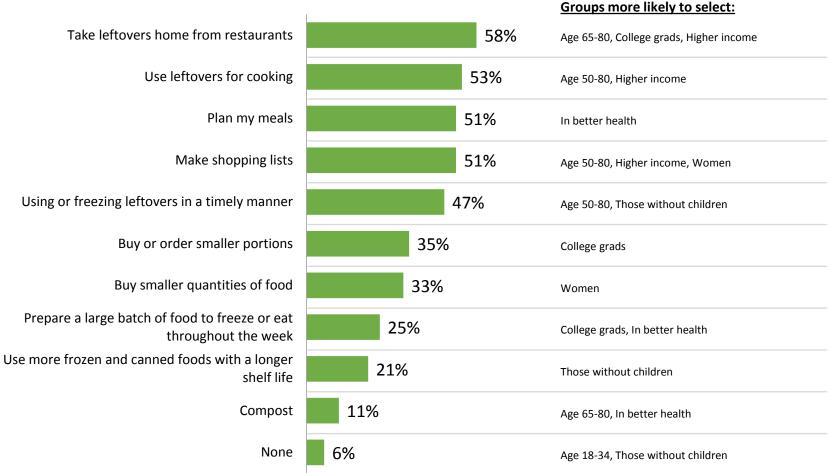




Almost six in ten try to reduce food waste by taking leftovers home from restaurants.



Which of the following do you actively try to do to reduce the amount of food you waste/throw-away? (Select all that apply.)



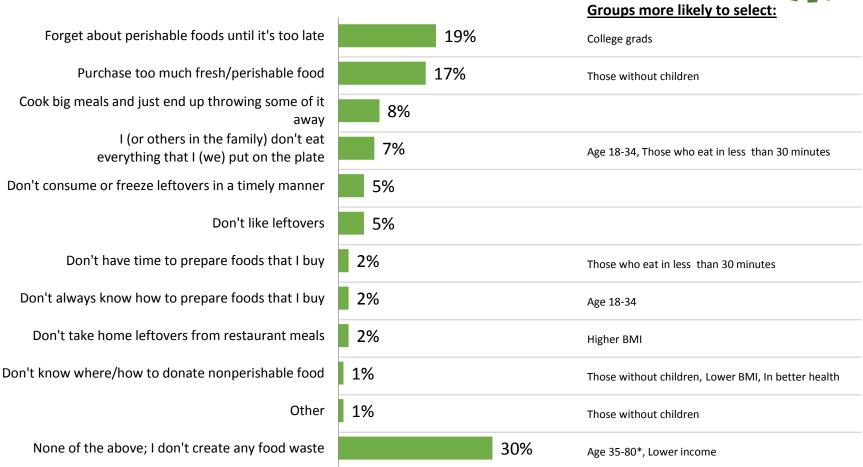


2016 n=501

# The top contributors to food waste are forgetting about perishables and purchasing too much fresh food.

SUSTAINABILITY

What contributes the most to the amount of food waste you produce? (Please select just your top answer.)



2016 n=502

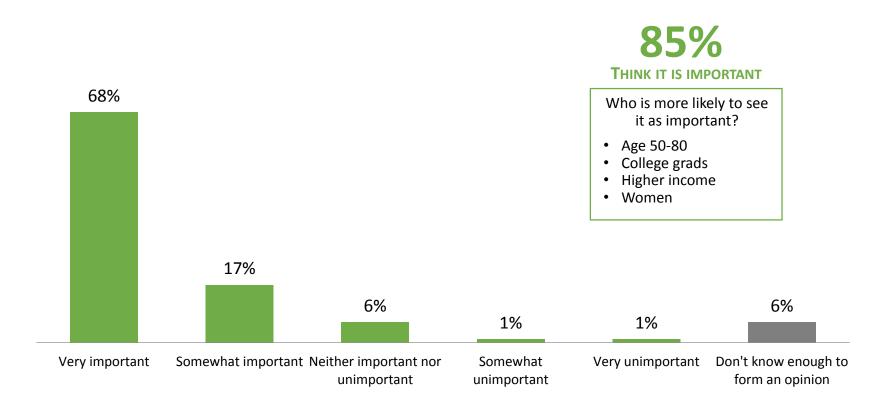
<sup>\*</sup>Age 65-80 is even more likely to select than Age 35-64.



Two-thirds think it is very important to ensure all people have access to healthy food.

SUSTAINABILITY

Knowing that the global population will rise from 7 billion to 9.5 billion by the year 2050, how important do you think it is to ensure all people have access to healthy food?

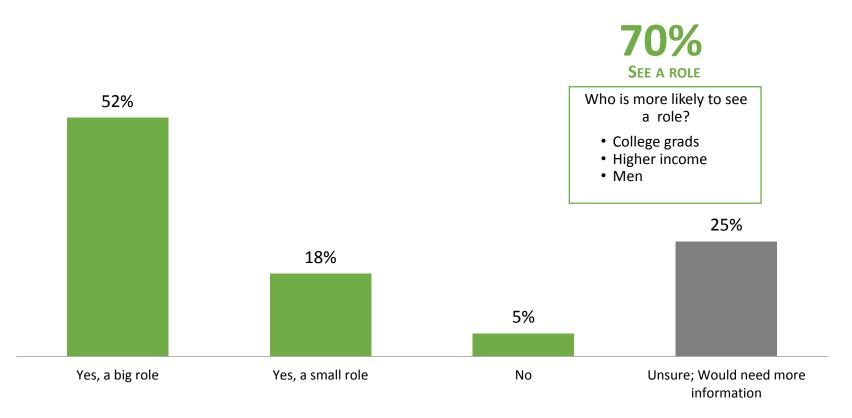




Seven in ten see modern agricultural practices as having at least a small role in ensuring that all people have access to healthy food.



Do you see a role for modern agricultural practices (precision farming, biotechnology, etc.) in ensuring that all people have access to healthy food?



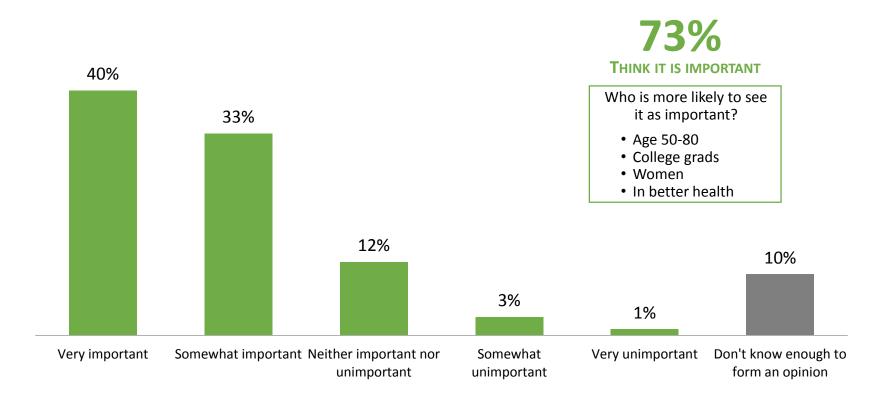
2016 if believes important to ensure all have access to healthy food n=861



Seven in ten think it is important that the food products are produced in a sustainable way.

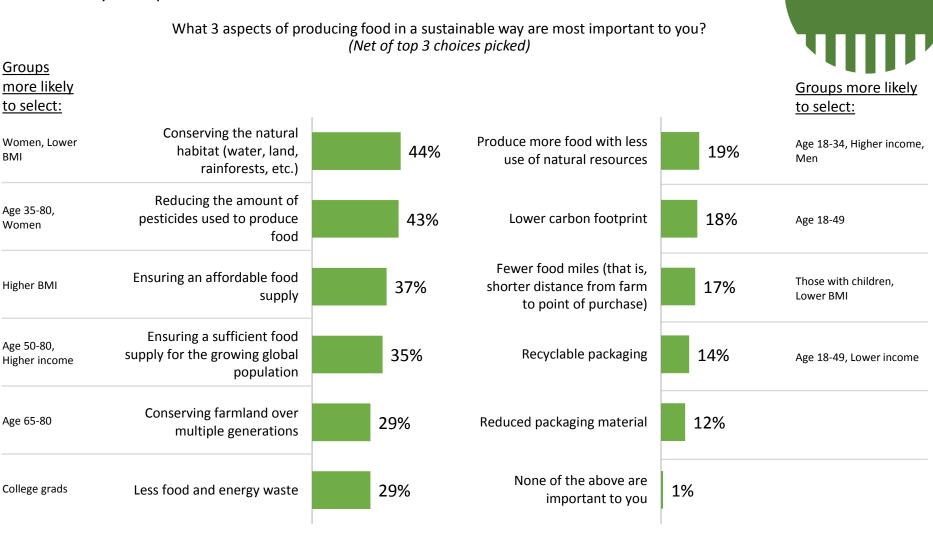
SUSTAINABILITY

How important is it to you that the food products you purchase or consume are produced in a sustainable way?





Four in ten find conserving the natural habitat and reducing the amount of pesticides used to produce food to be important ways to produce sustainable food.



2016 If believes important that food products are produced sustainably n=751

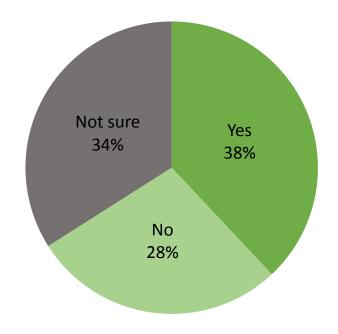


SUSTAINABILITY

People are split on whether they would pay more for food and beverage products that are produced sustainably.

SUSTAINABILITY

Are you willing to pay more for food and beverage products that are produced sustainably?



Who is more likely to pay?

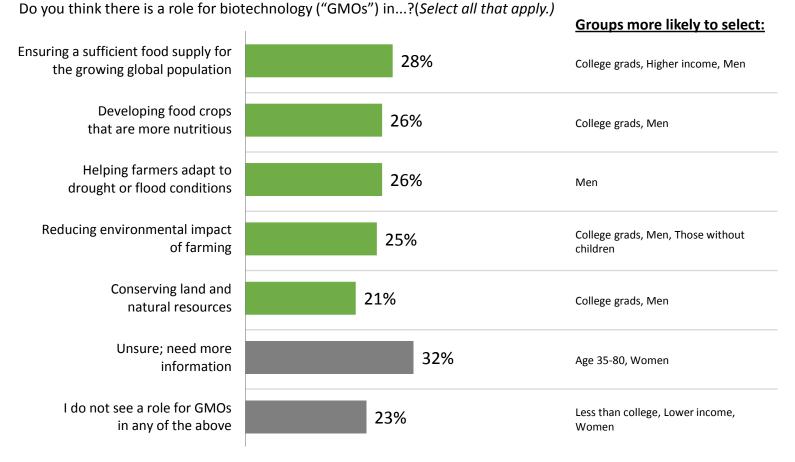
- College grads
- · Higher income
- Lower BMI
- In better health

A third need more information to make an informed decision of the role of biotechnology.



As you may know, some food products and medicines are being developed with the help of scientific techniques. One such technique is genetic engineering, which is used to produce crops and food products known as GMOs".

known as GMOs".



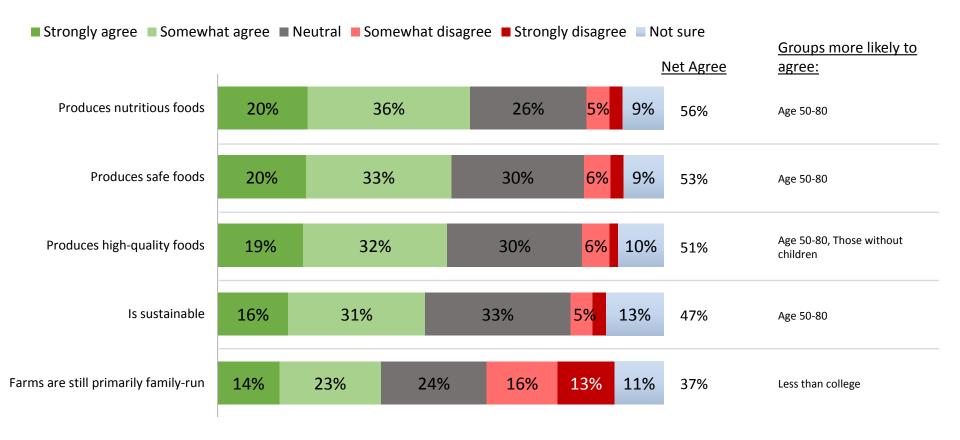




Half agree that modern agriculture produces nutritious foods, safe foods, and high-quality foods.

SUSTAINABILITY

In general, to what extent do you agree or disagree with the following statements about the use of modern tools, equipment, and technologies in agriculture? Modern agriculture...

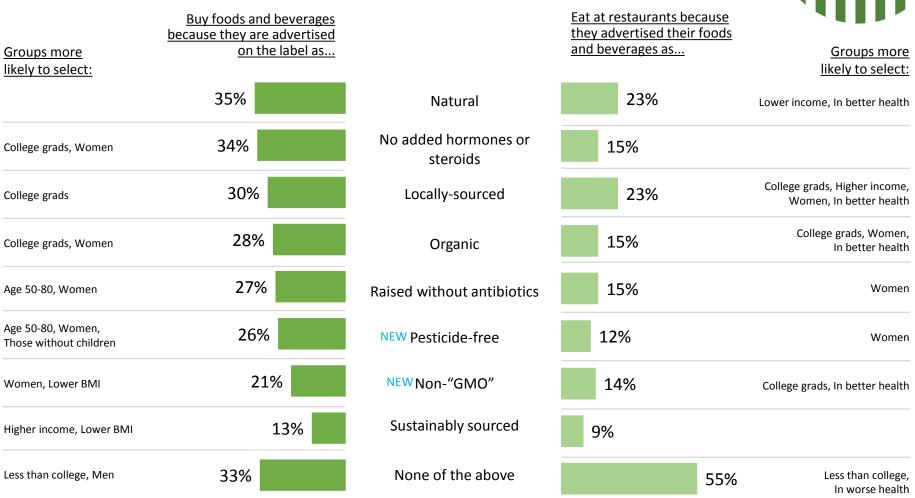




## Consumers are less impacted by labeling in restaurants than they are at the grocery store.

SUSTAINABILITY

Which of the following, if any, do you do on a regular basis? (Select all that apply.)



2016 Sample A n=502; Sample B n=501; There were no significant (.95 level) differences vs. 2015.

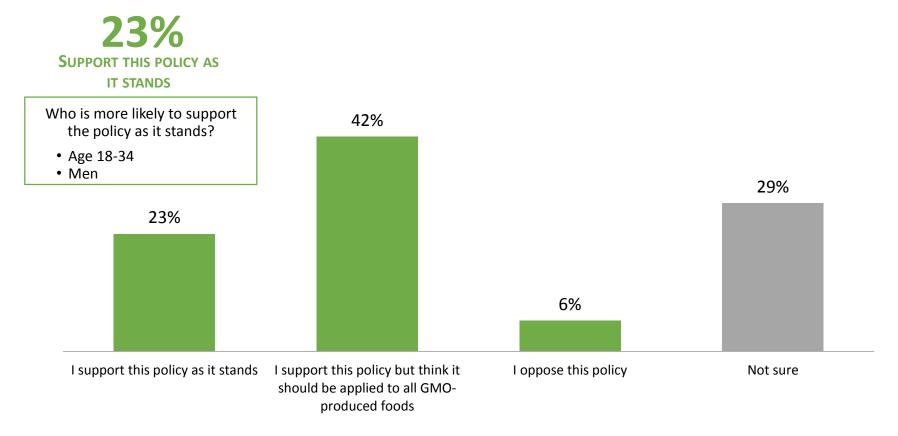




A quarter support the FDA policy requiring special labeling for foods produced with biotechnology as it stands. Four in ten would like to see expanded labeling.



The U.S. Food and Drug Administration (FDA) requires special labeling for foods produced with biotechnology ("GMO") only when the food produced by biotechnology is substantially different (for example, if the food has a different nutritional content). Would you say that you support or oppose this FDA policy?



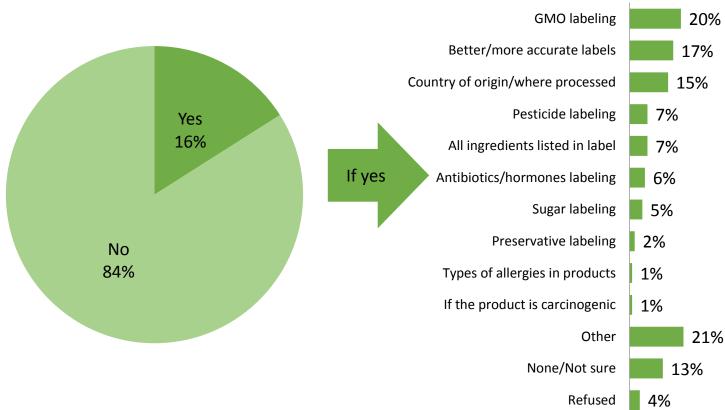


One in six wish to see more information on labels. Of those, GMO labeling is one of their top concerns.



Can you think of any information that is not currently listed on food labels that you would like to see on food labels?

What information not currently included on food labels would you like to see on the labels? (Openended response)



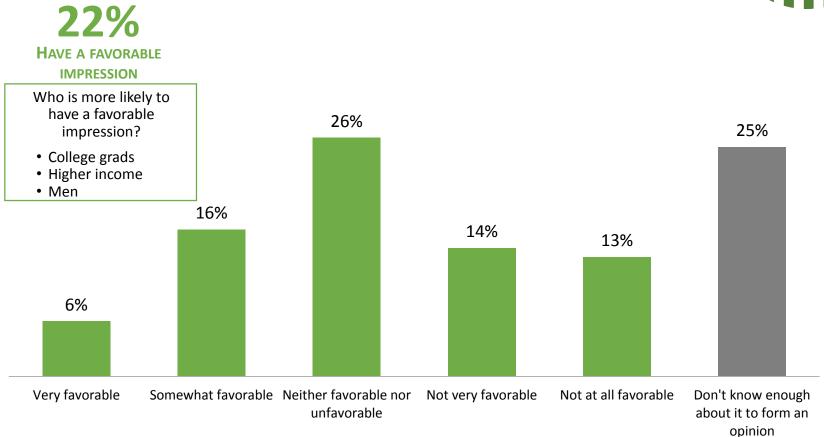
2016 n=1,003; If would like to see more information on food labels n=168



There is a diversity of opinions about the use of biotechnology to produce food products.



What is your overall impression of using biotechnology ("GMO") to produce food products? Would you say you are...?

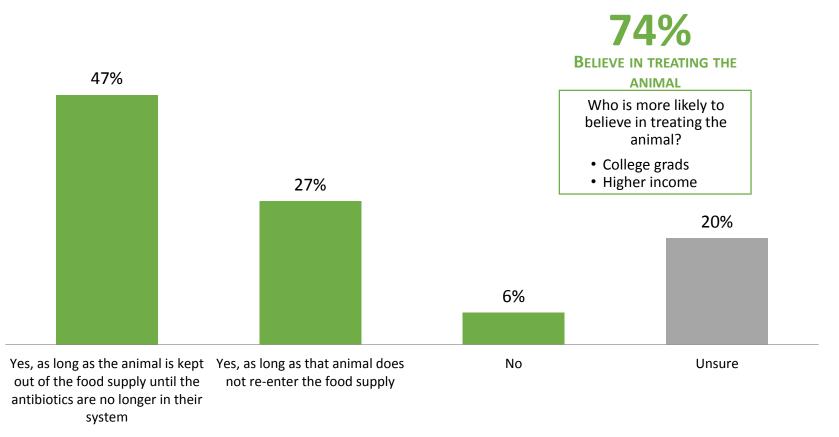




Three-quarters believe farmers and veterinarians should be allowed to treat animals with antibiotics if they become sick.



If a food-producing animal gets sick, should farmers and veterinarians be allowed to treat the animal with antibiotics?



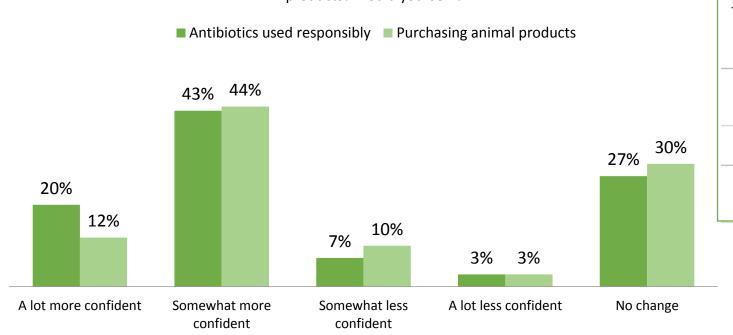


Three in five would be more confident that veterinarians and farms are using antibiotics responsibly if the FDA requires veterinary oversight for all uses of antibiotics.

The US Food and Drug Administration will soon prohibit growth-promotion uses of antibiotics and only allow antibiotics to be used in food producing animals to fight illness.

How would this impact your level of confidence that veterinarians and farmers are using antibiotics responsibly?

How would this change impact your level of confidence in purchasing meat, poultry, egg, and milk products? Would you be...?





#### More likely to be confident

### Antibiotics used responsibly

- Age 50-80
- In better health

#### Purchasing animal products

- Age 50-80
- In better health

2016 Sample A n=501



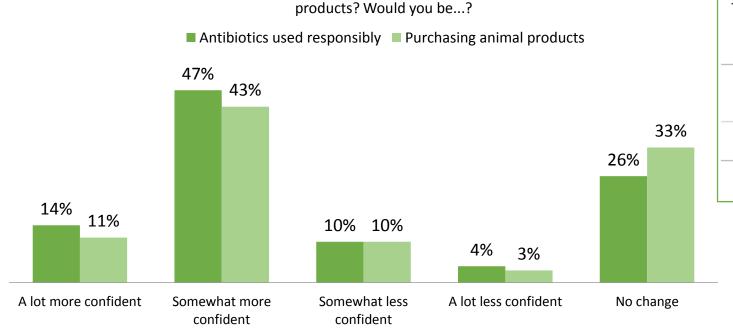
Three in five would be more confident that veterinarians and farms are using antibiotics responsibly if the FDA requires veterinary oversight for all uses of antibiotics.

FOOD PRODUCTION

The US Food and Drug Administration will soon require veterinary oversight for all uses of antibiotics in food-producing animals. Once the rule is implemented, supervision from a veterinarian will be required to administer antibiotics to food-producing animals.

How would this change impact your level of confidence that antibiotics are being used responsibly by veterinarians and farmers? Would you be...?

How would this change impact your level of confidence in purchasing meat, poultry, egg, and milk



### More likely to be confident

#### Antibiotics used responsibly

- Age 65-80
- College grads
- Higher income

#### Purchasing animal products

- Age 65-80
- Higher income

2016 Sample B n=502



#### Respondent Profile

Age	(n=1,003)	Gender	(n= 1,003)
18 to 34 years old	31%	Male	49%
35 to 49 years old	26	Female 51	
50 to 64 years old	26		
65 to 80 years old	17	Age of Children in Household	
Education		0 to 2 years old	4%
Less than high school	3%	3 to 6 years old 5	
Graduated high school	40	7 to 12 years old 11	
Some college (no degree)	22	13 to 17 years old 10	
Associates degree, technical or vocational school	7	18 or older 37	
Bachelor's degree	18	There are no children under 18 in my household 44	
Graduate/Professional work or degree	10	Prefer not to say 1	
Race/Ethnicity		Marital Status	
White (Non-Hispanic)	69%	Married 49%	
Hispanic/Latino/Spanish descent	16	Single	29
Black or African American	12	Divorced	12
Asian or Pacific Islander	6	Living with partner	6
American Indian or Alaskan Native	2	Widowed 3	
Native Hawaiian	1	Other <0.5	
Other	1	Prefer not to say	<0.5



## Respondent Profile

Pregnant within past 12 months	(n=284)	Medical Conditions	(n=1,003)
Yes	6%	High blood pressure	25%
No	94	High cholesterol 20	
Region	(n=1,003)	Stress/anxiety/depression 12	
Northeast	18%	Diabetes 9	
Midwest	21	Overweight/obesity 6	
South	37	Heart disease 2	
West	23	Cancer	2
Household Income		ADHD	2
Less than \$35,000	19%	Osteoporosis 2	
\$35,000 to less than \$50,000	19	Stroke 1	
\$50,000 to less than \$75,000	17	Alzheimer's or related forms of dementias <0.5	
\$75,000 to less than \$100,000	15	None of the above 55	
\$100,000 to less than \$150,000	11	BMI score	
\$150,000 and above	5	Normal or low 35%	
Don't know	1	Overweight 30	
Prefer not to answer	11	Obese	30
		No answer	5



#### Respondent Profile

Political Leaning	(n=1,003)	Political Party	(n=1,003)
Very Liberal	9%	Democrat	36%
Somewhat Liberal	17	Independent	28
Moderate	32	Republican	25
Somewhat Conservative	18	Not sure	11
Very Conservative	11		
Not sure	13		