



Matt Raymond Senior Director of Communications



Marianne Smith Edge Senior Advisor, Science & Consumer Insights



Liz Sanders

Associate Director,

Nutrition and Food Safety

The International Food Information Council Foundation is dedicated to the mission of effectively communicating science-based information on health, food safety and nutrition for the public good.

We are supported primarily by the broad-based food, beverage and agricultural industries.

www.FoodInsight.org/2016-FHS





Background and Methodology

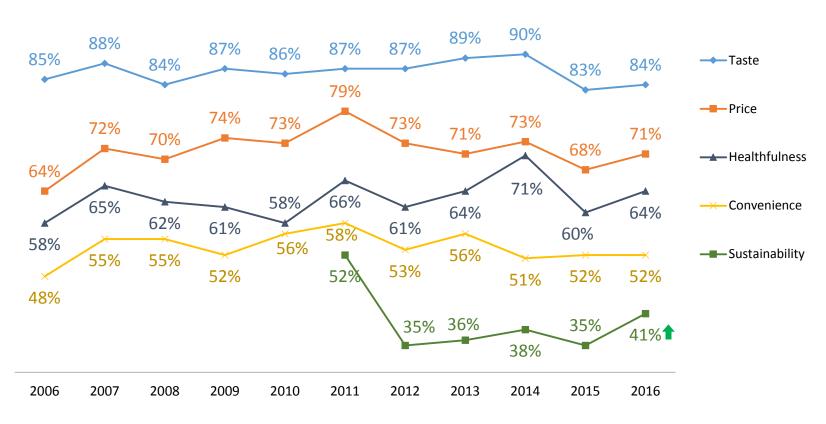
- This report presents the results of an online survey of 1,003 Americans ages 18 to 80.
- 2016 marks the 11th anniversary of the Food & Health Survey, allowing for trend analysis for many questions.
- Fielding took place from March 17 to March 24, 2016.
- The duration of the survey was 29 minutes, on 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.



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

FOOD INFORMATION LANDSCAPE

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%	

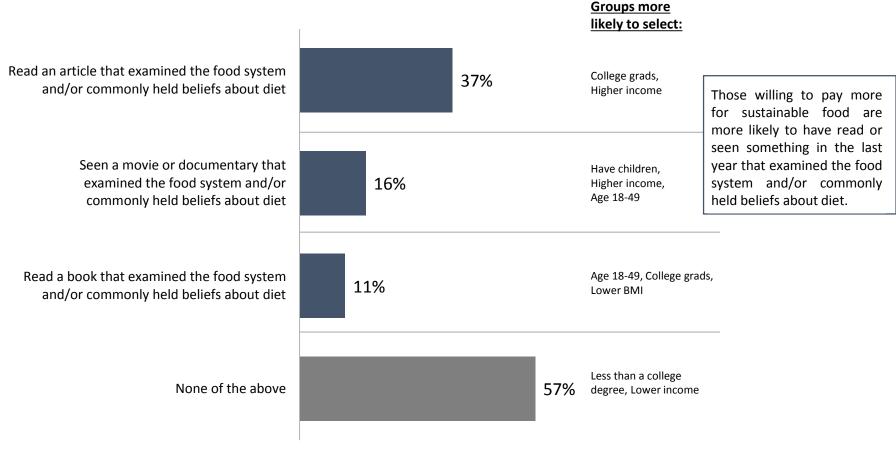
Arrows indicate significant (.95 level) differences vs. 2015



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.)





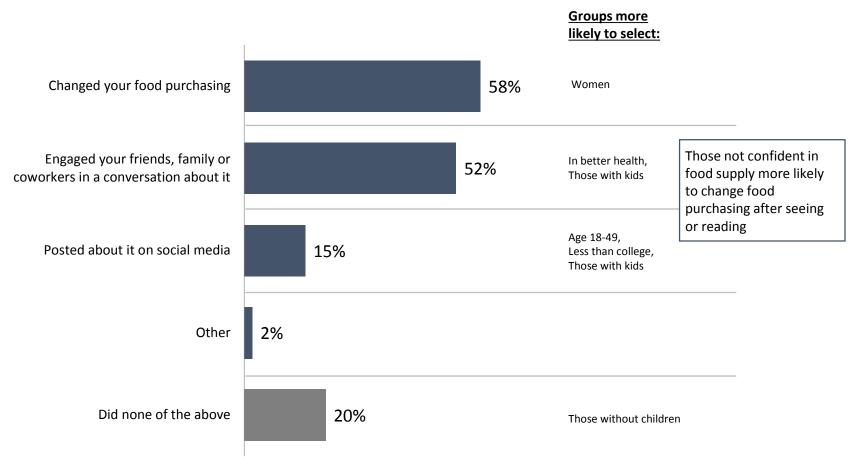
2016 n=1,003



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.)



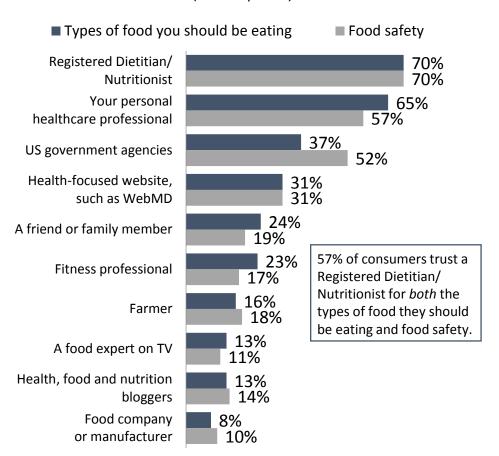
2016 If read or saw something in the past year n=440



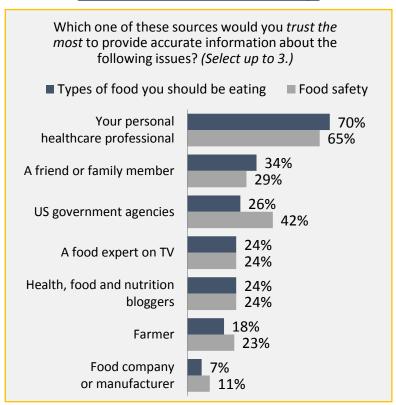
Even with the addition of new options to choose from, trust for US government agencies has increased since 2015.



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:



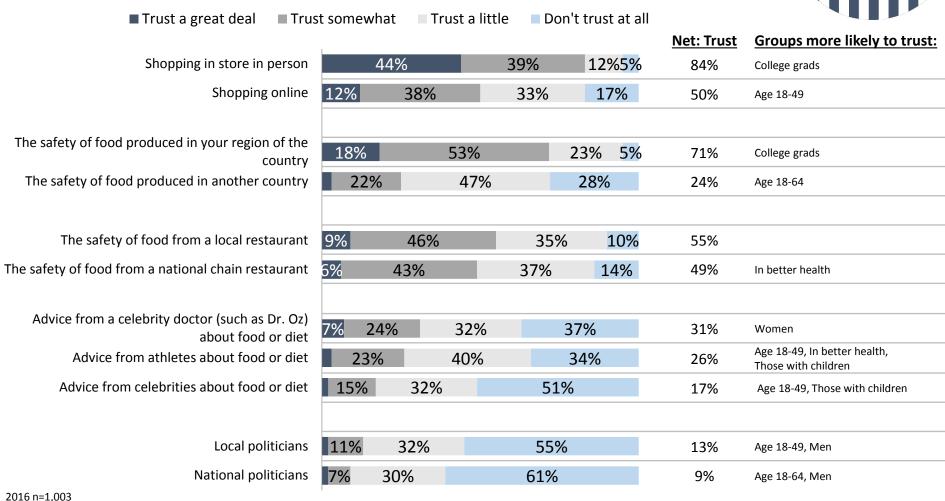
2016 n=1,003; 2015 n=1,007



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?

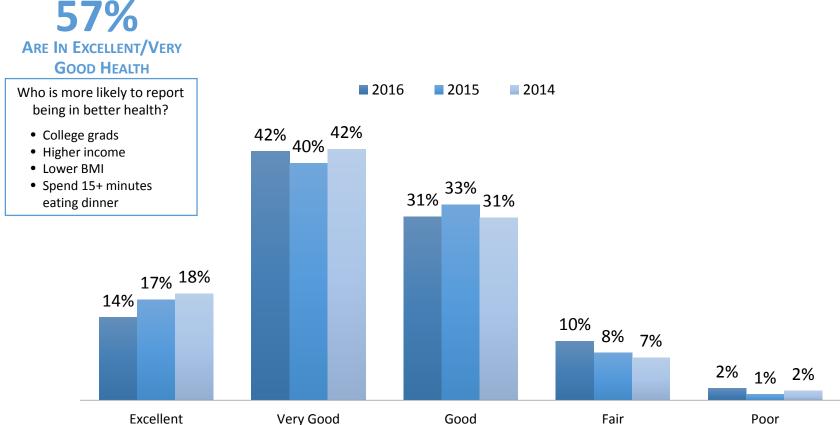




Similar to previous years, people typically describe their general health as good to excellent.



How would you describe your own health, in general?

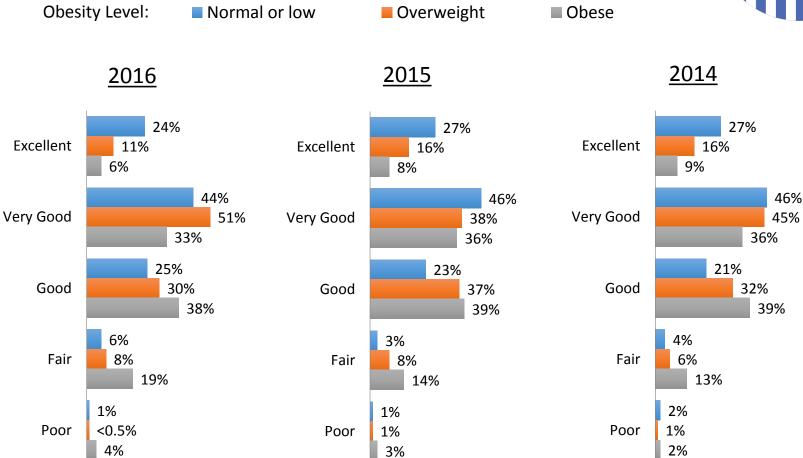


2016 n=1,003; 2015 n=1,007; 2014 n=1,005 There were no significant (.95 level) differences vs. 2015



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





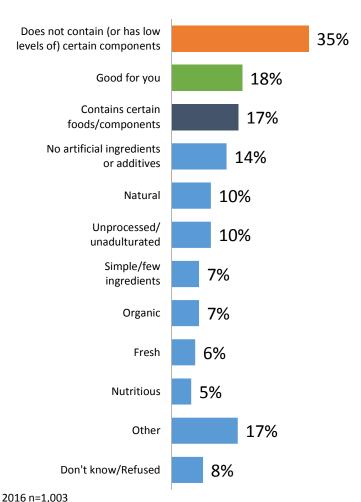
2016 n=1,003, 2015 n=1,007; 2014 n=1,005

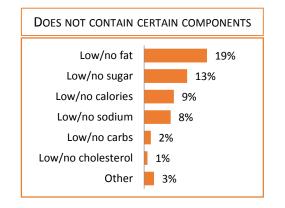


For one-third of consumers, a healthy food is defined, in part, by what it does not contain.



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

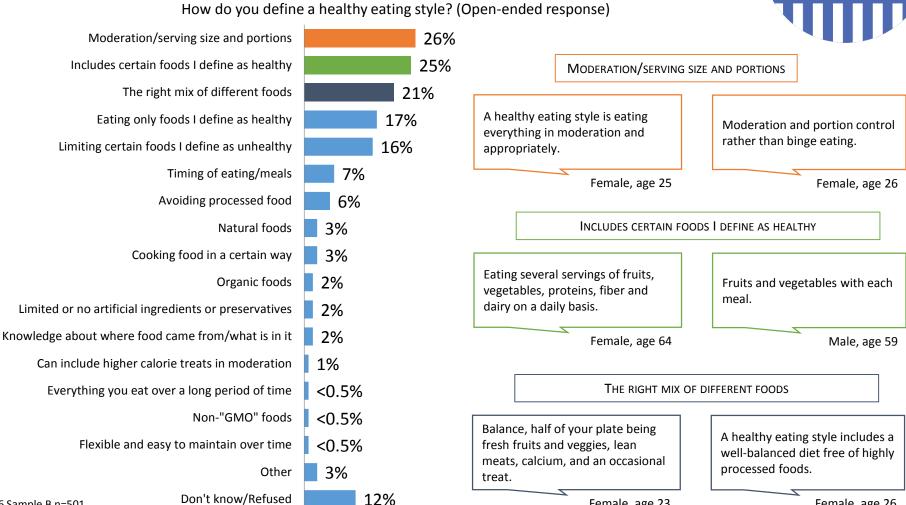
Female, age 55



Coded for multiple responses

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





Female, age 23

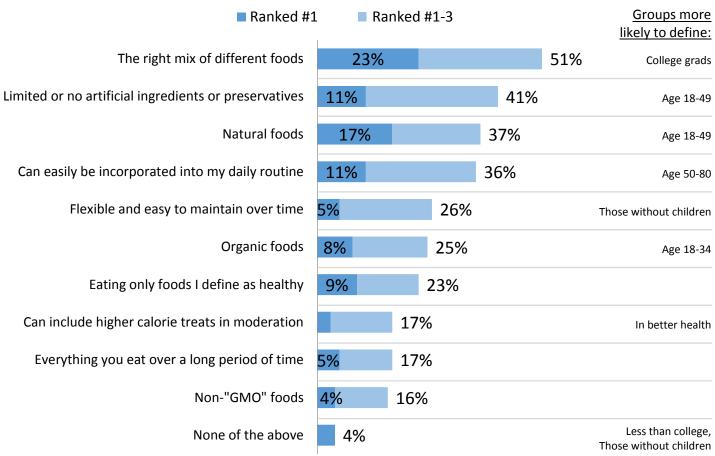


2016 Sample B n=501 Coded for multiple responses Female, age 26

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?

	A : al a al	
	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%

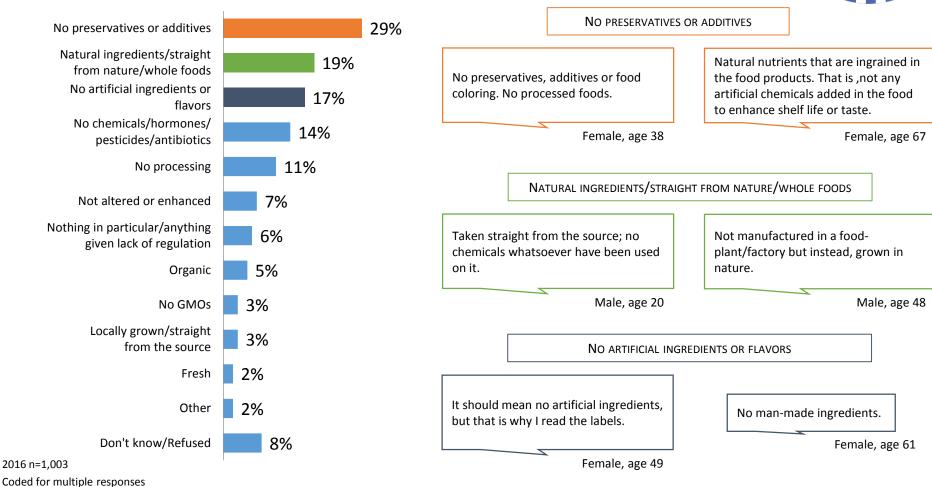
2016 Aided version n=502; Unaided version n=501



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

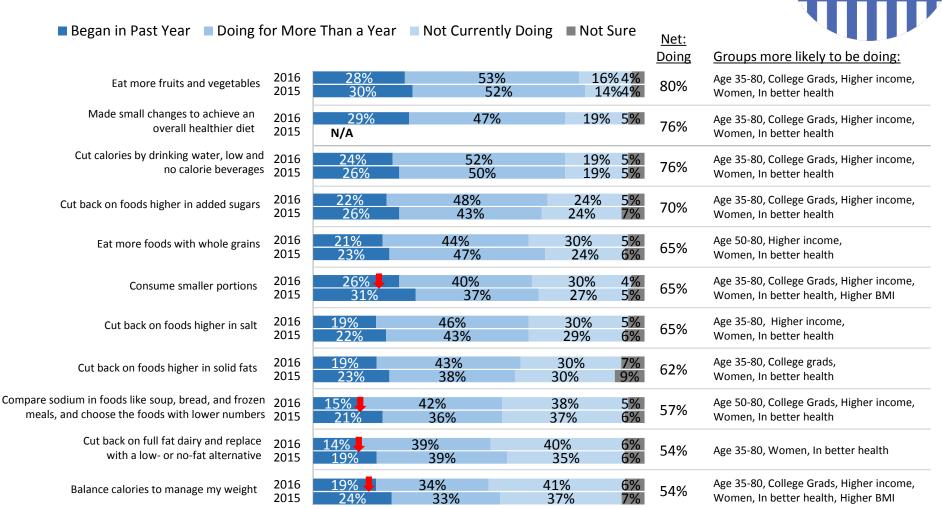
HEALTHY EATING STYLES

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



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

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



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



HEALTHY

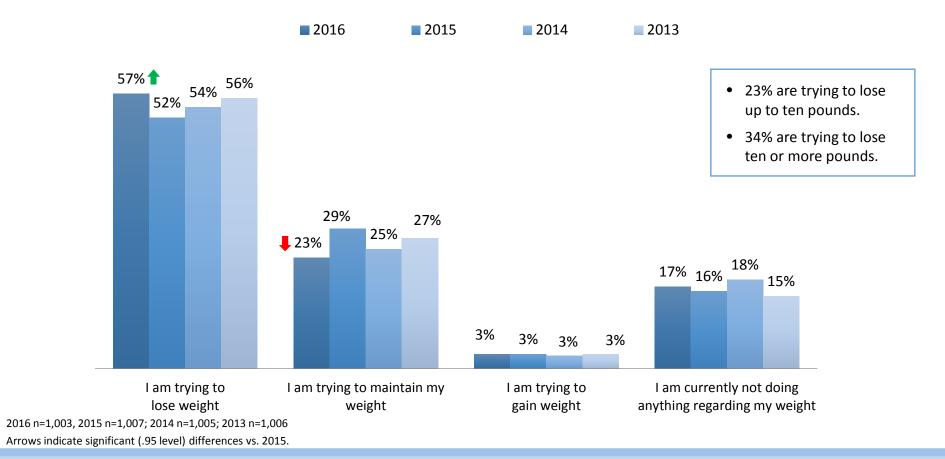
EATING

STYLES

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



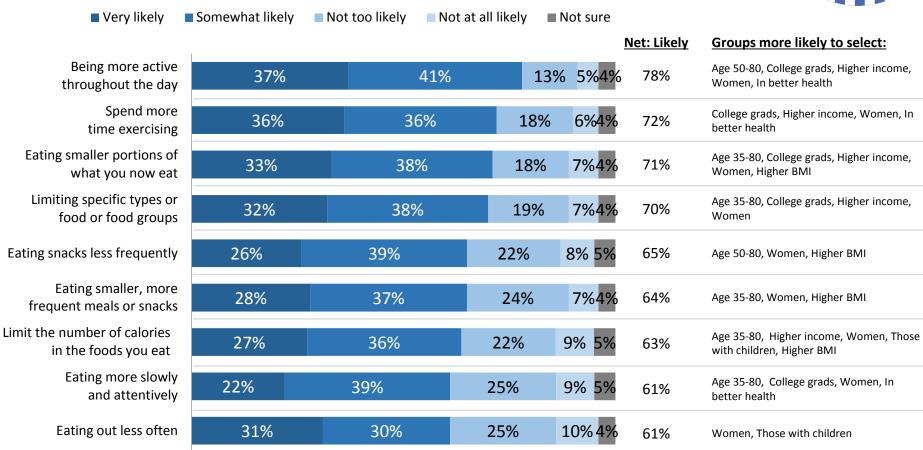
Which of the following best describes what you are currently doing regarding your weight?



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?



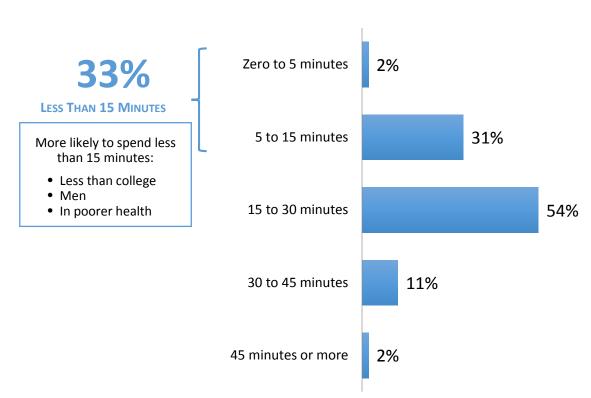
2016 n=1,003; There were no significant (.95 level) differences vs. 2015



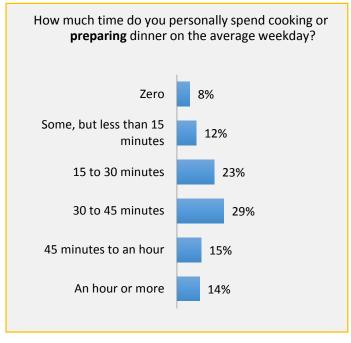
A third of Americans spend less than 15 minutes eating dinner on an average weekday.



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

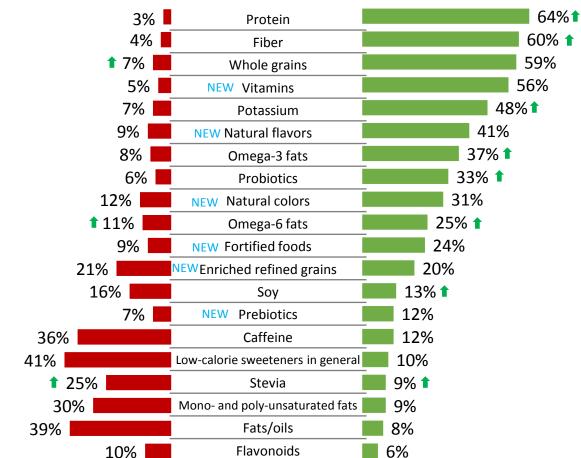




More Americans are trying to consume several nutrients and components, with protein and fiber topping the list.



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



Gluten

6%

% Try to consume

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

% Try to

limit or

avoid

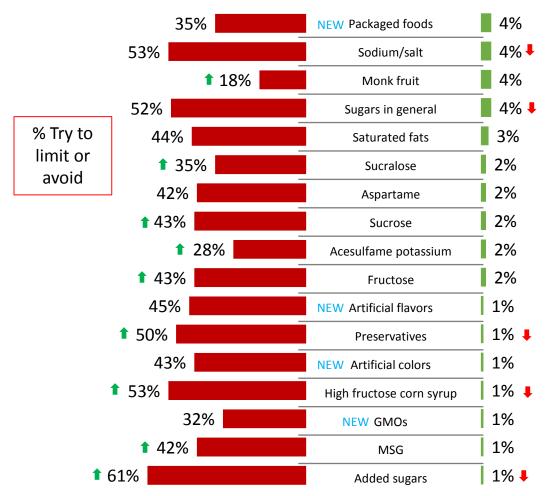


20%

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.



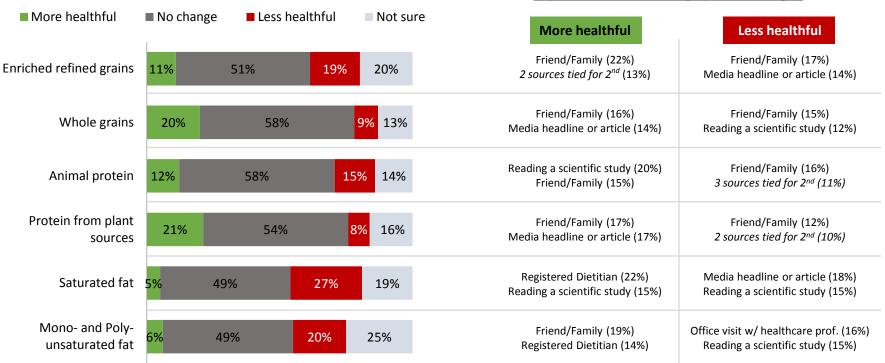
Family and friends are influential in changing opinion on grains and proteins. Consumers are influenced about fats by a variety of sources.



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>





*Not including "Other"

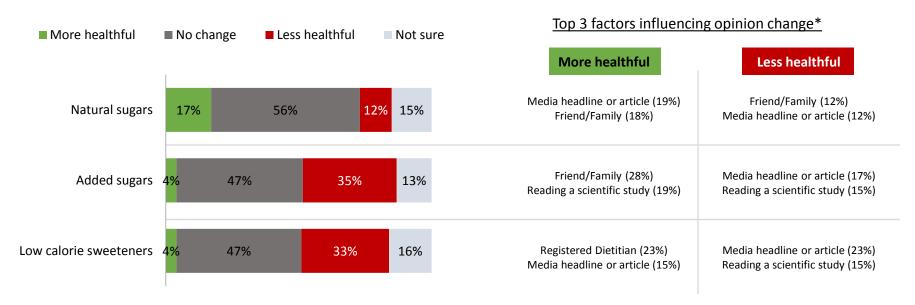


A third of Americans have changed their opinion on added sugars and low calorie sweeteners, mainly due to media headlines and articles.

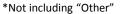


Opinion Change: Natural Sugars, Added Sugars, and Low Calorie Sweeteners

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





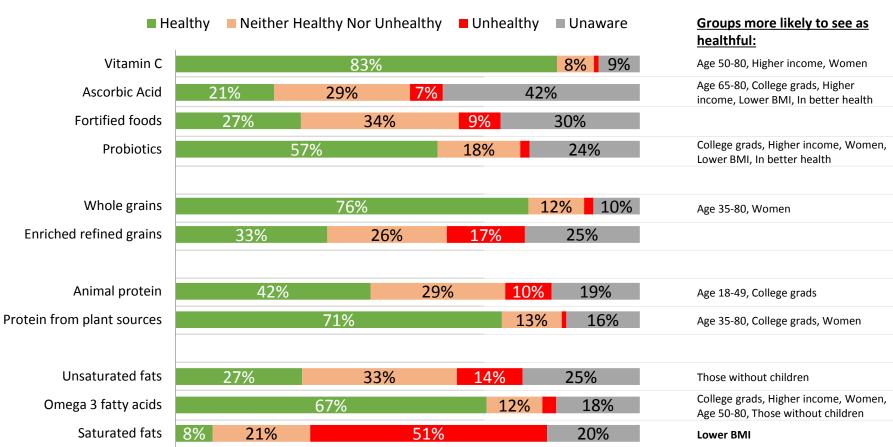




Four out of five rate Vitamin C as healthy, while only 1 in 4 rate Ascorbic Acid as healthy.



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



2016 n=1,003

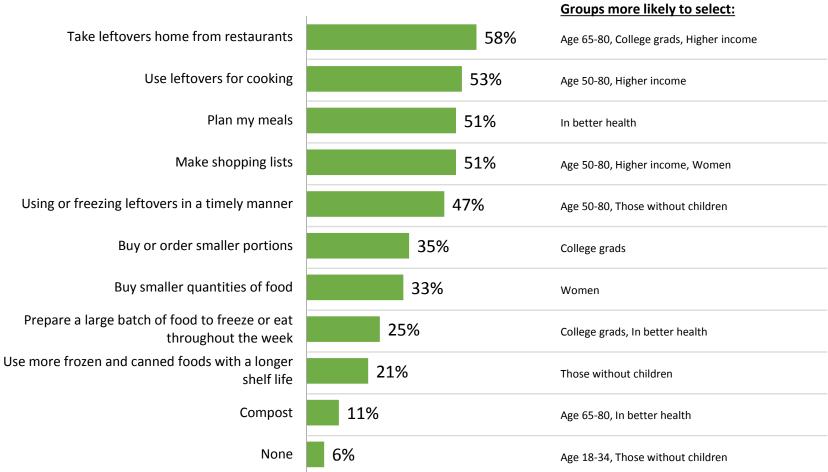




Almost six in ten try to reduce food waste by taking leftovers home from restaurants.



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



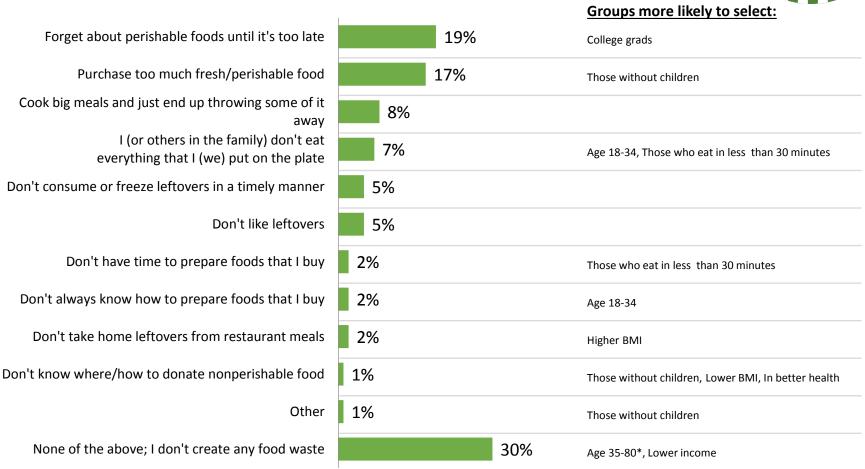


2016 n=501

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

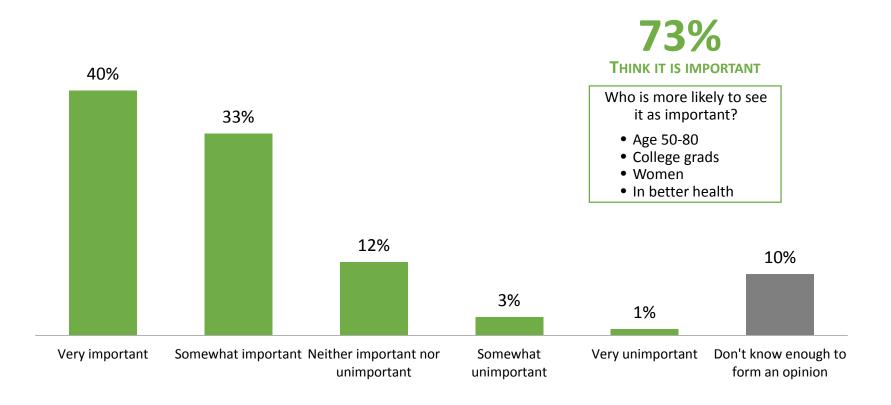
^{*}Age 65-80 is even more likely to select than Age 35-64.



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?



2016 n=1,003



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

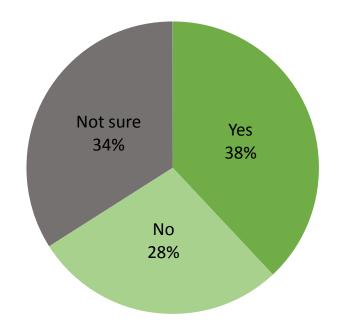


SUSTAINABILITY

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

2016 n=1,003