



# ANATOMY OF A FOODIE

A profile group analysis from the **2017 Food & Health Survey**



[foodinsight.org/FHS-Foodies](http://foodinsight.org/FHS-Foodies)





# 2017 FOOD & HEALTH SURVEY

## SURVEY METHODOLOGY

The results are derived from an online survey of 1,002 Americans ages 18 – 80, conducted March 10 to March 29, 2017. Results were weighted to ensure that they are reflective of the American population, as seen in the 2016 Current Population Survey. Specifically, they were weighted by age, education, gender, race/ethnicity, and region. The survey was conducted by Greenwald & Associates, using Research Now's consumer panel.

## FOOD DECISION PROFILES

An analysis of purchase drivers from the Food & Health Survey reveals six distinct consumer profiles, including foodies.

These profiles help us understand how different consumers think about and shop for food beyond traditional demographics, like age, income or gender.





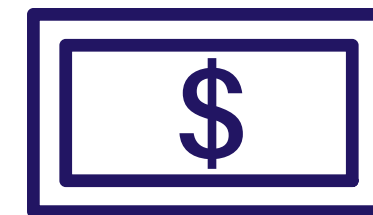
**One in seven** Food & Health Survey respondents fit the profile of a foodie. This is a shopper who sacrifices cost and convenience for a high-quality product.

**58 YRS**

Foodies have an higher median age than other profile groups.



Two-thirds (63%) of foodies from the Food & Health Survey are female.



The majority (52%) of foodies make over 75k per year.





# FOODIES HAVE A UNIQUE DEFINITION OF HEALTHY

A foodie's top three attributes of a healthy food:

1

Free from artificial ingredients or additives.

2

High in healthy components.

3

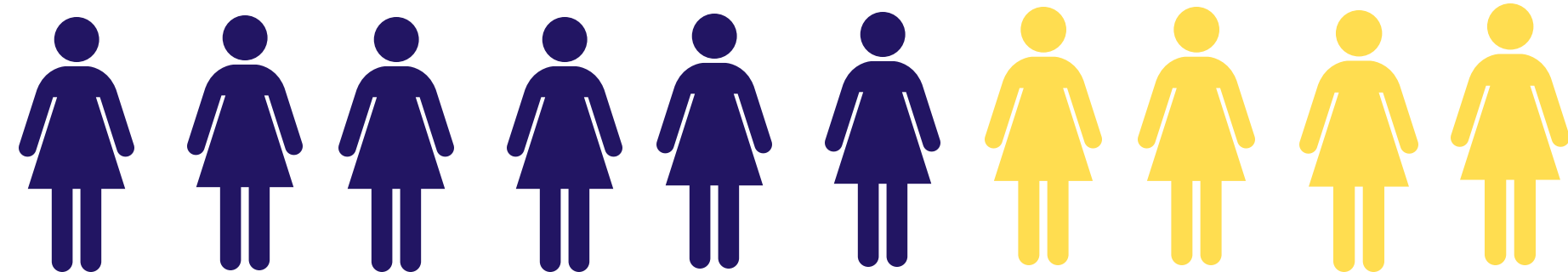
Minimally processed.

All other groups include "part of an important food group" in their top three attributes of a healthy food.





# FOODIES ARE MORE CONFIDENT IN THEIR NUTRITION KNOW-HOW



**60%**

of foodies can name a food or nutrient associated with their most desired health benefit.

Only **44%** of the general population can do the same.

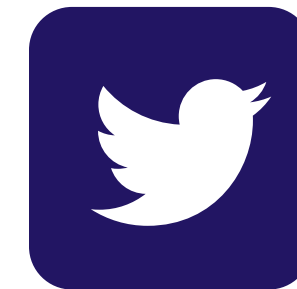




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