

Survey of B to 24 Parents

INTERNATIONAL FOOD INFORMATION
COUNCIL FOUNDATION
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Introduction & Methodology

- The International Food Information Council (IFIC) Foundation's 2018 survey of parents of children birth to 24 months was conducted to gain greater insight into the importance of nutrition to parents of young children, their sources of nutritional information, feeding milestones and schedules, as well as the purchasing, feeding, and perceived nutrition of specific foods.
- An online survey of 1,001 parents of children ages 0-24 months was fielded June 4 to June 15, 2018.
- The survey was conducted by Greenwald & Associates, using ResearchNow's consumer panel.
- The survey data was weighted by age, gender and education to accurately reflect the survey population.
- The survey was funded by the National Yogurt Association.

Key Findings

Nutrition is important

When it comes to their children's overall well-being and development, **parents are focused on feeding their children a nutritious diet**; 43% call it a top priority. This is a very close second to an emphasis on the parent-child bond (46%).

Furthermore, when purchasing foods, parents prioritize the nutritional value of what they buy; 62% call this very important. Nutritional value trumps other purchasing influencers like price (27%), convenience (24%) and brand familiarity (23%).

Parents are confident they are providing a nutritious diet, but concerns remain

Many are *very* confident they are feeding their child an age-appropriate, nutritious diet (53%); another 44% are somewhat confident. Seven in ten admit that their child eats a healthier diet than they do.

However, when first introducing their child to baby and solid foods, parents do express concerns. Their top concerns focus on food safety – choking hazards (55% say a major concern) and the potential for allergic reaction (38%).

Following safety, **concerns focus on how to figure out what foods to introduce to their child (21%) and when (24%)**.

And...while parents claim to be satisfied with the sources of information available to them, at this key transition point, nearly half (45%) say **not knowing where to find reliable advice was at least a minor concern**.

Key Findings

Feeding transitions

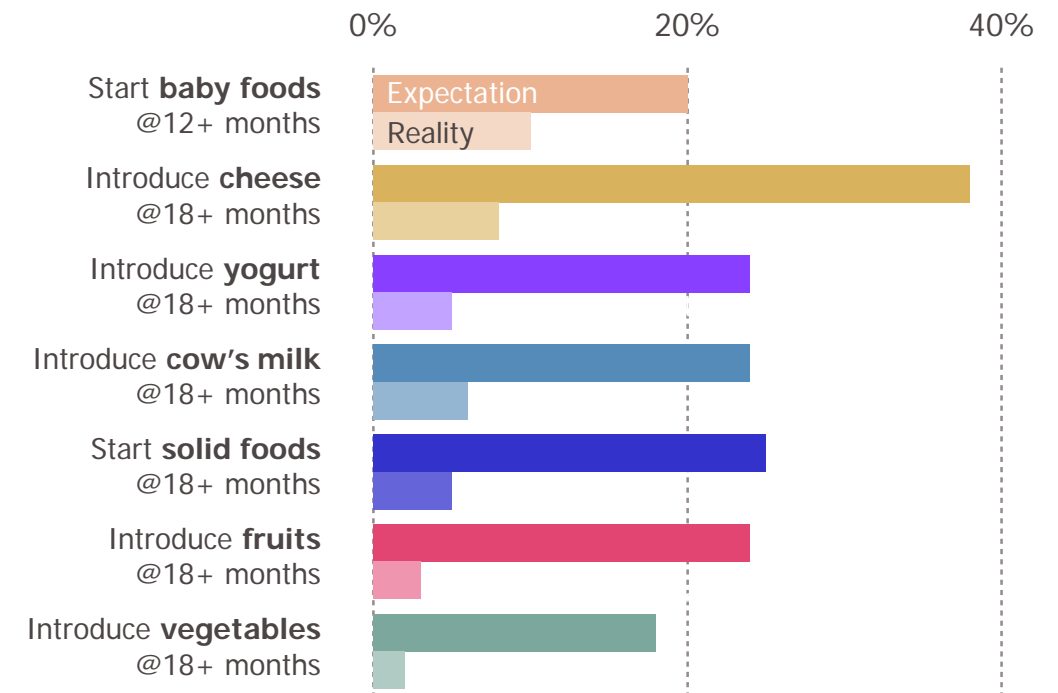
Parents admit that navigating feeding milestones and transitions gave them concern. Here's when those transitions tend to happen:

- Baby foods tend to be introduced at 6 months (68%)
- 9 in 10 introduce solids between 6-12 months
- Cow's milks tends to start at 12 months (79%)

Expectations and reality are misaligned

Overall, there is a gap between when some parents yet to hit a specific milestone *expect* to introduce a specific food and when parents actually report the transition happened. A sizeable share of parents *expect* to introduce foods later than it actually happens.

When Parents Expect to Introduce New Foods Versus The Share Who Actually Waited That Long



Key Findings

Sources of B to 24 Dietary Information

Nine in ten (91%) express satisfaction with the amount of information and guidance available regarding healthy eating and nutrition for children under 24 months. They are also satisfied with the information and guidance received from their primary source (96%) – which is overwhelmingly their pediatrician.

The second most common source of information is mom (or mother-in-law). One-third of parents rely on advice from their mother, far more than the 7% who turn to dad (or father-in-law).

About half of parents report that someone other than a parent provides a significant amount of childcare for their B to 24 child. Of those, about eight in ten say that this other caregiver has a great deal of (39%) or some (40%) influence over their child's diet. But, nannies, babysitters, and daycare workers are seldom mentioned as a source of advice.

Key Findings

Food priorities and goals

As seen in other research with adults, parents aim to ensure their child eats an appropriate amount of vegetables (51%), protein (41%), and fruits (34%). Somewhat lower on the list of top feeding goals is ensuring the right amount of dairy (14%) and grains (11%).

Asked to rate the advantages and concerns of certain foods, certain key themes emerge...

- ✓ Parents consistently rate the amount of sugar as a concern, especially with yogurt (57%) and fruits (43%)
- ✓ Parents view protein as an advantage in the foods they feed their children, particularly when considering dairy like cheese and yogurt
- ✓ Sodium content is generally a concern, particularly with cheese (44%) and yogurt (45%)
- ✓ Parents want to feed their children foods that they enjoy; this is often seen as an advantage of fruits (79%) and yogurt (75%)

Yogurt is healthy but it's not the healthiest

Over eight in ten (84%) believe yogurt is a good source of nutrition for their child. However, it came in third place for healthiest food behind pureed green beans (#1) and milk (#2). Yogurt is more likely to be considered a solid food and more of a snack than a meal.

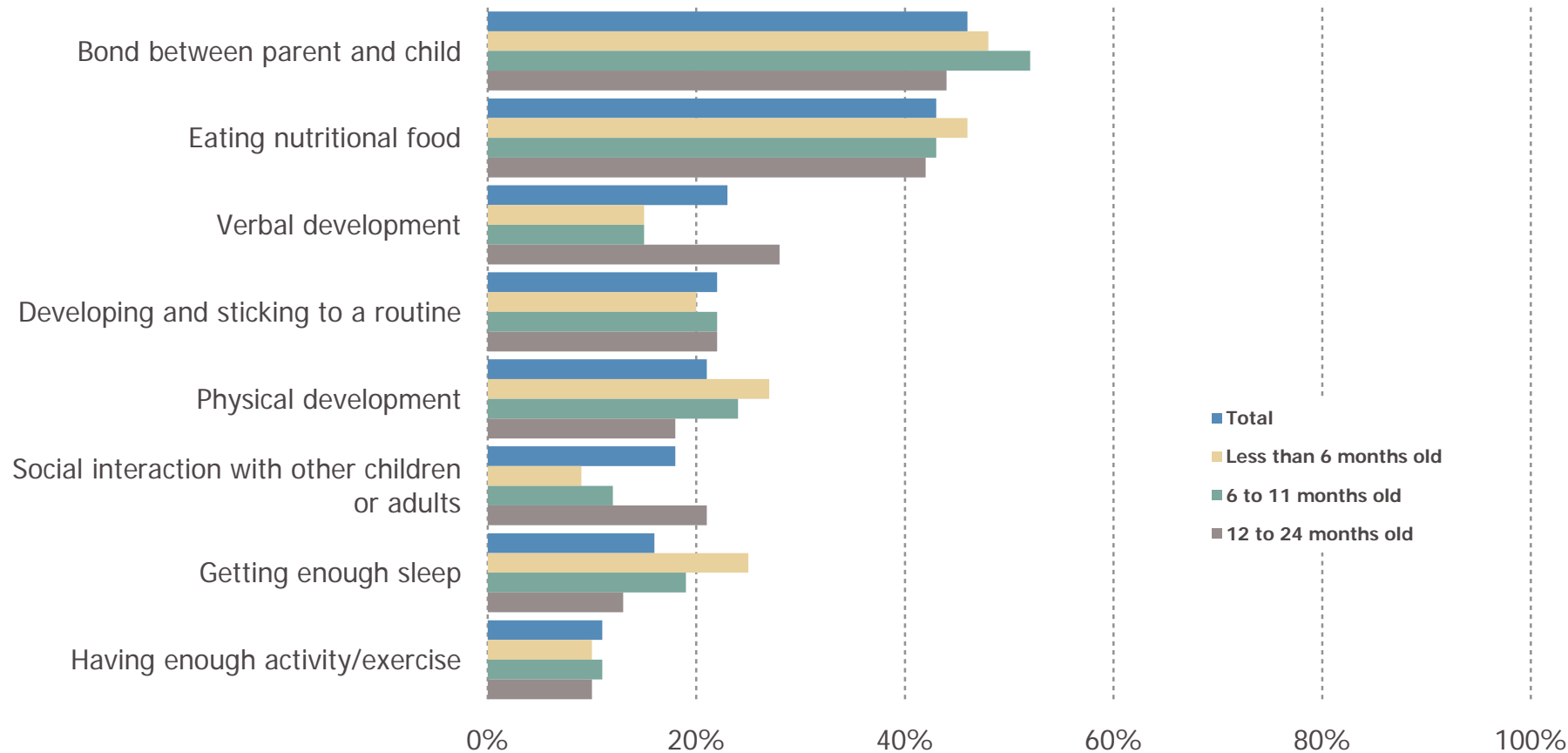
The top advantages of feeding a child yogurt are the amount of calcium/vitamin D it contains, that their child enjoys it, and the amount of vitamins that promote a healthy immune system.

Importance of Nutrition & Sources of Information



Nearly half of parents say they focus most on the bond between parent and child and on eating nutritional food.

Focus For Child's Overall Well-Being and Development

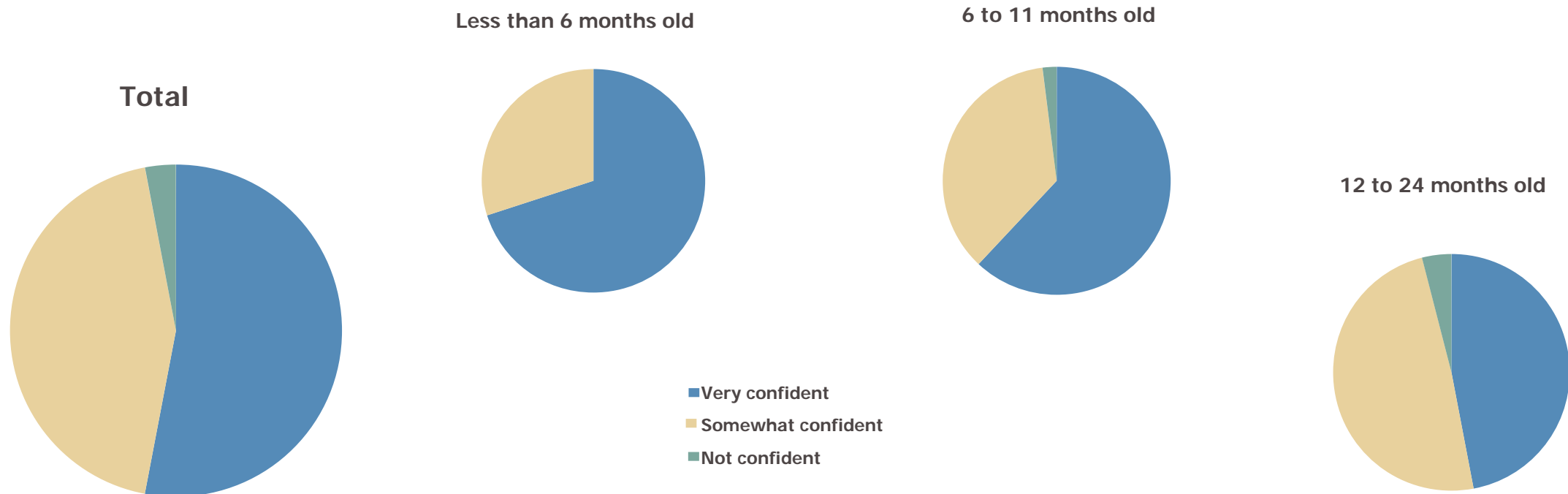


- Parents with a child less than 6 months old are more likely than those with a 12 to 24 month old to focus on getting enough sleep.
- Fathers are more likely than mothers to focus on verbal development.
- Parents with a 3 to 5 month old are more likely to focus on eating nutritional food.
- Parents that receive advice on what to feed their child from a pediatrician tend to focus on developing and sticking to a routine.
- Parents not working are more likely than their counterparts to focus on eating nutritional food.
- Parents receiving professional child care prioritize getting enough sleep more so than those with no other caregiver.

Parents are confident that they are feeding their child an age-appropriate, nutritious diet.

- *Parents with a child under 12 months old are more likely to be very confident than those with a 12 to 24 month old that they are feeding their child an age appropriate, nutritious diet.*
- *Fathers, more so than mothers, are confident they are feeding their child an age appropriate, nutritious diet.*
- *Parents with an income less than \$75k, receiving food assistance through the government, single/not married, all adults working full-time in the household, or not receiving child care from anyone to express great confidence that the diet they feed their child is age-appropriate and nutritious.*

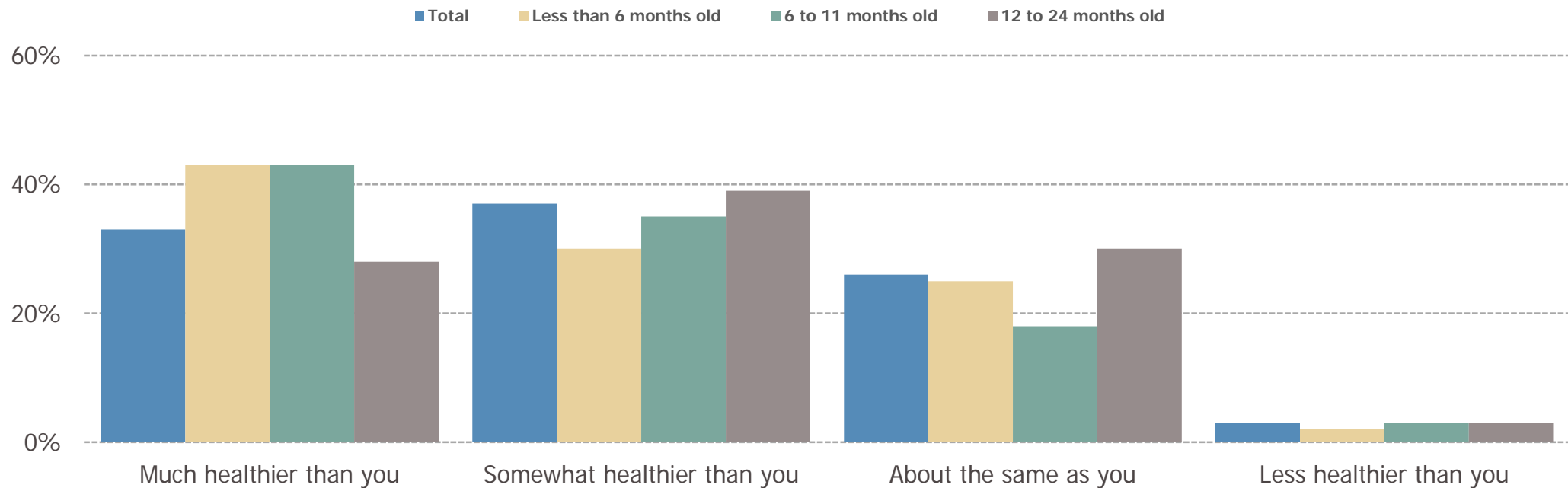
Confidence in Child's Diet Being Age-Appropriate and Nutritious



Most parents say their child consumes a healthier diet than they do.

- Parents with a 6 to 11 month old more so than 12 to 24 months old say child eats a healthier diet.
- Parents who say allergen-free foods are important are more likely to say their child eats a healthier diet.
- Parents that take advice regarding their child's diet from a pediatrician, have an income of \$35K or less, receives food assistance through the government, not employed full-time, all adults are employed full-time, or receives child care from family are more likely than counterparts to say their child eats much healthier than them.

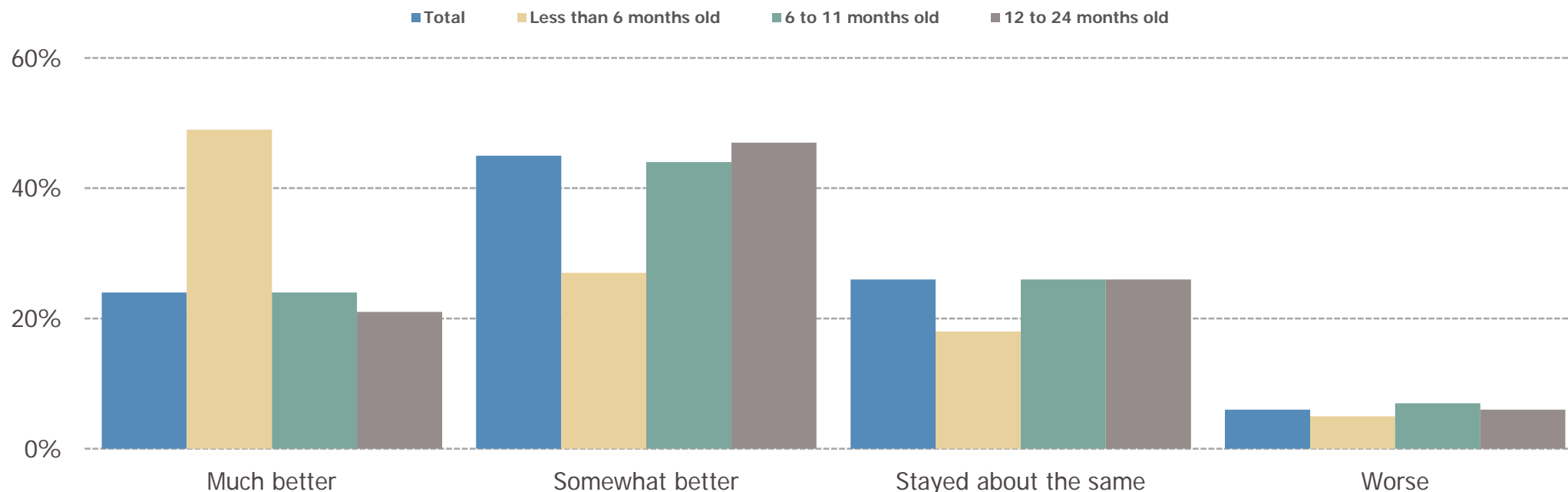
The Nutritional Value of What the Child Eats Versus What the Parent Eats



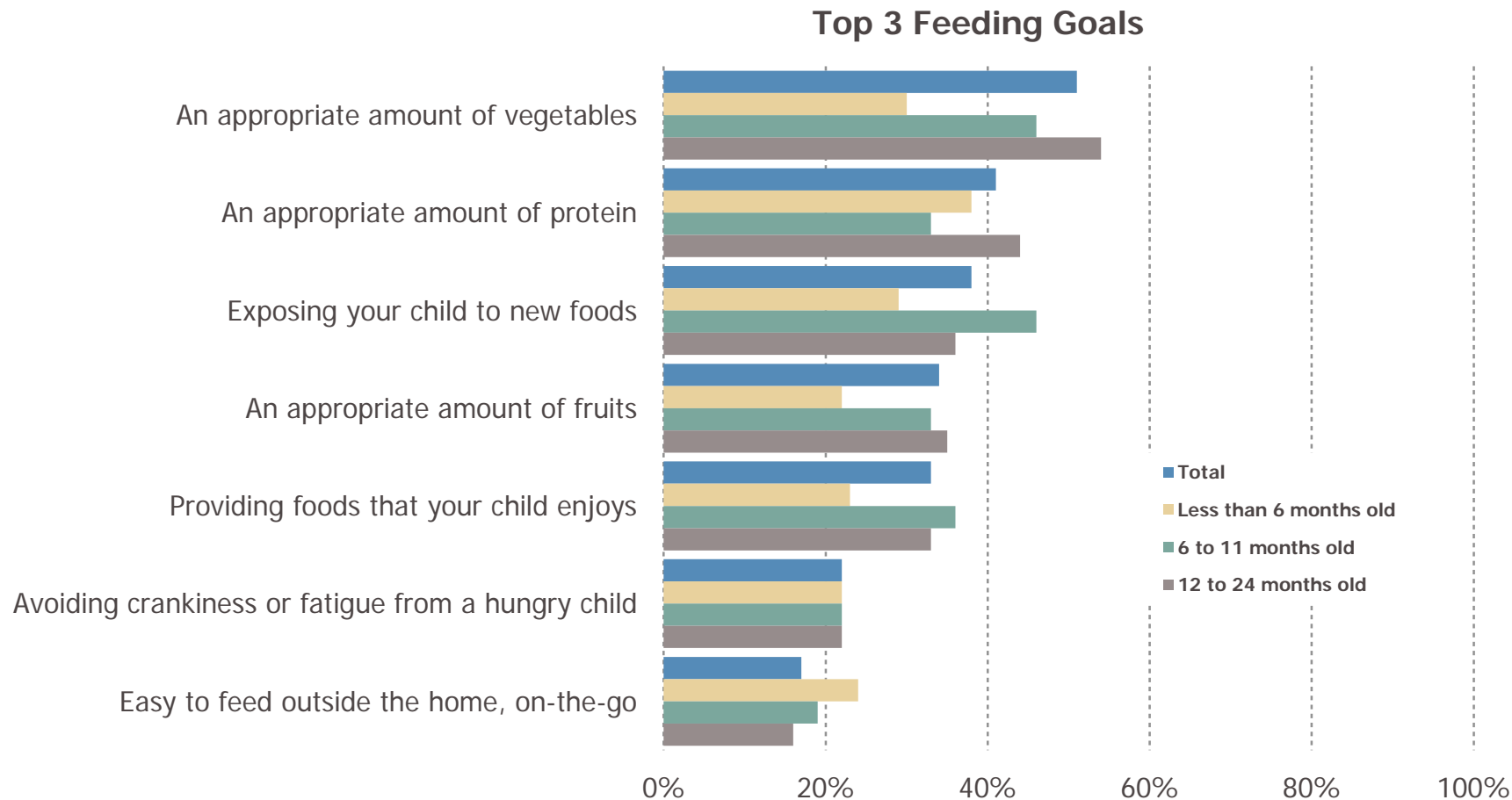
A majority claim that the nutritional value of what they personally eat has improved since having children.

- Parents with a child under 6 months more prone to say the nutritional value of what they eat is much better since having a child.
- Parents with a child 3 to 5 months more likely than those with a child 18 to 24 months to say the nutritional value of what they eat is better since having a child.
- Parents with a child that has eaten yogurt and say allergen-free foods are important say the nutritional value of what they eat is better more so than their counterparts.
- Parents that receive advice on what to feed their child from a pediatrician are more likely than those that receive advice from family members to admit the healthfulness and nutritional value of what they eat has gotten much better since having a child.
- Parents that receive food assistance through the government, are single, or has a family member as a caregiver for their child are more inclined to say their diet improved greatly since having a child.

The Nutritional Value of What the Parent Eats Since Having a Child



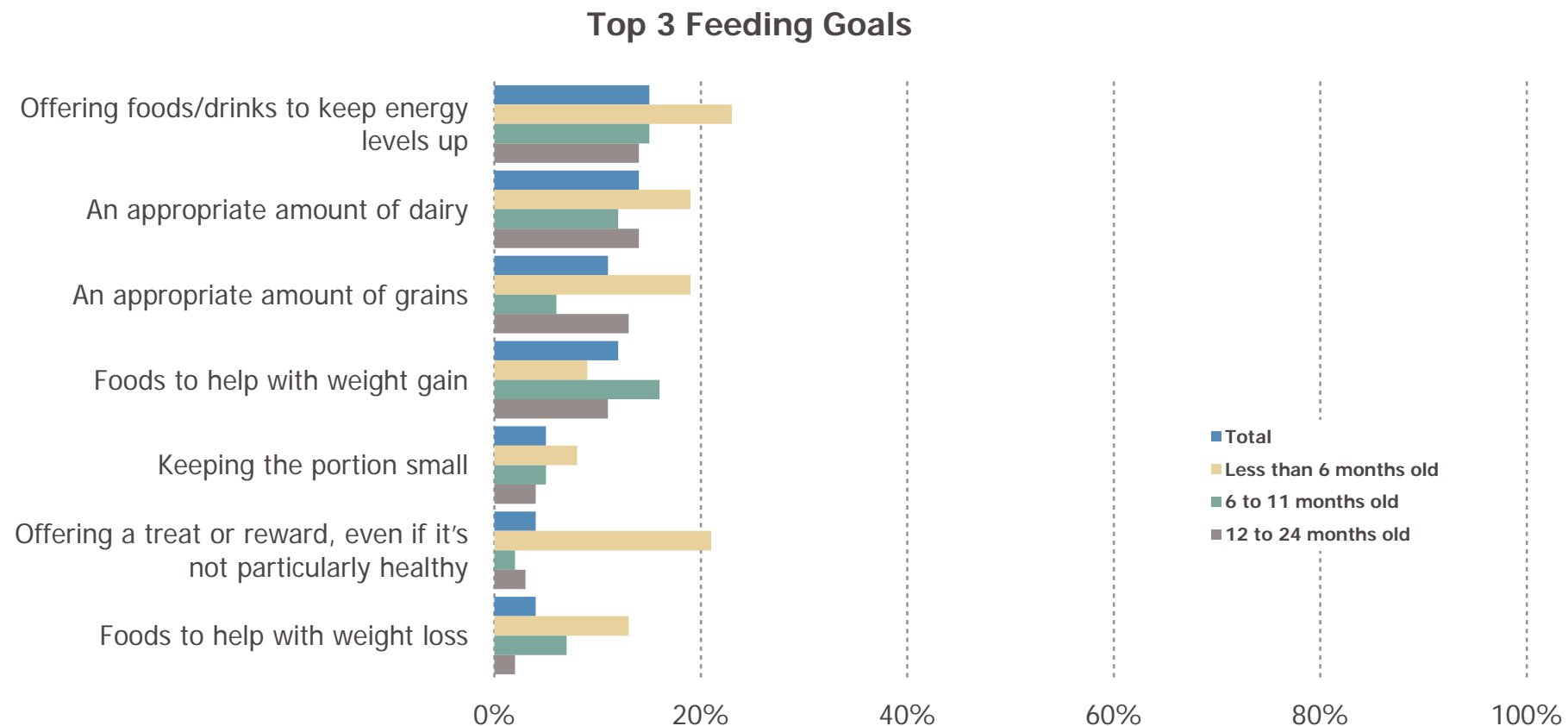
Of the parents whose children currently consume baby and/or solid foods, feeding them an appropriate amount of vegetables, protein, and new foods are their top 3 feeding goals.



- Parents with a child older than 6 months are more likely to list vegetables or fruits as a top goal.
- Parents with a child 3-5 months are less likely than others to list providing foods that your child enjoys as a top goal.
- Of the parents feeding their child baby or solid foods, those not receiving food assistance from the government are more likely to select appropriate amount of vegetables or protein as one of their top 3 goals.
- Parents making \$75k or more per year, are married, have at least 1 adult employed full-time choose protein as one of their top 3 goals.

Parents with a child younger than 6 months old are more inclined to give their child a treat even if it's unhealthy.

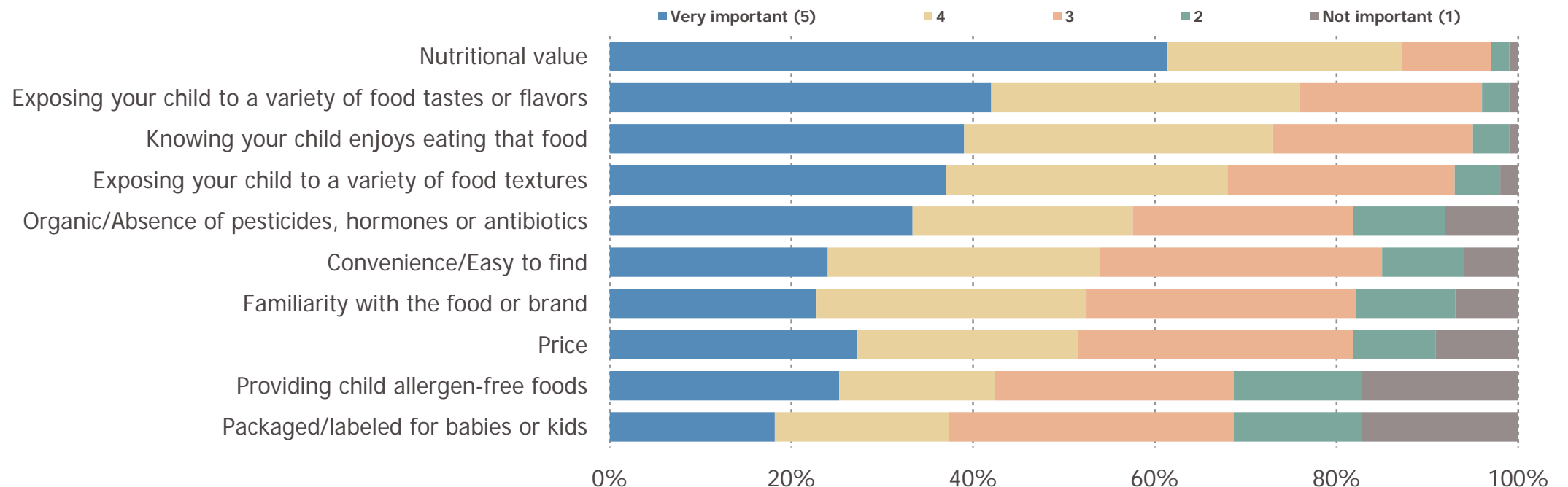
- Parents with a child younger than 6 months and 12 to 24 months are more likely than 6 to 11 months to list appropriate amount of grains as a top goal.
- Parents with a child under 12 months are more likely than 12 to 24 months to list foods to help with weight loss as a top goal.



Nutritional value is by far the top driver for parents when it comes to buying baby food or solids.

- *Nutritional value is more important among those who consider their pediatrician as their primary source of advice.*
- *Providing variation and something that will be enjoyed by the child are also important considerations.*
- *Parents that receive advice primarily from a pediatrician, not receiving food assistance, or have no one providing child care are more likely to say nutritional value is an important factor.*
- *Parents receiving food assistance from the government are more likely to select familiarity with the food or brand, price, providing allergen-free foods, and food packaged/labeled for kids as important factors.*
- *Parents that have family providing child care are more inclined to choose convenience, familiarity with the food or brand, allergen-free foods, and food packaged/labeled for kids as important factors.*

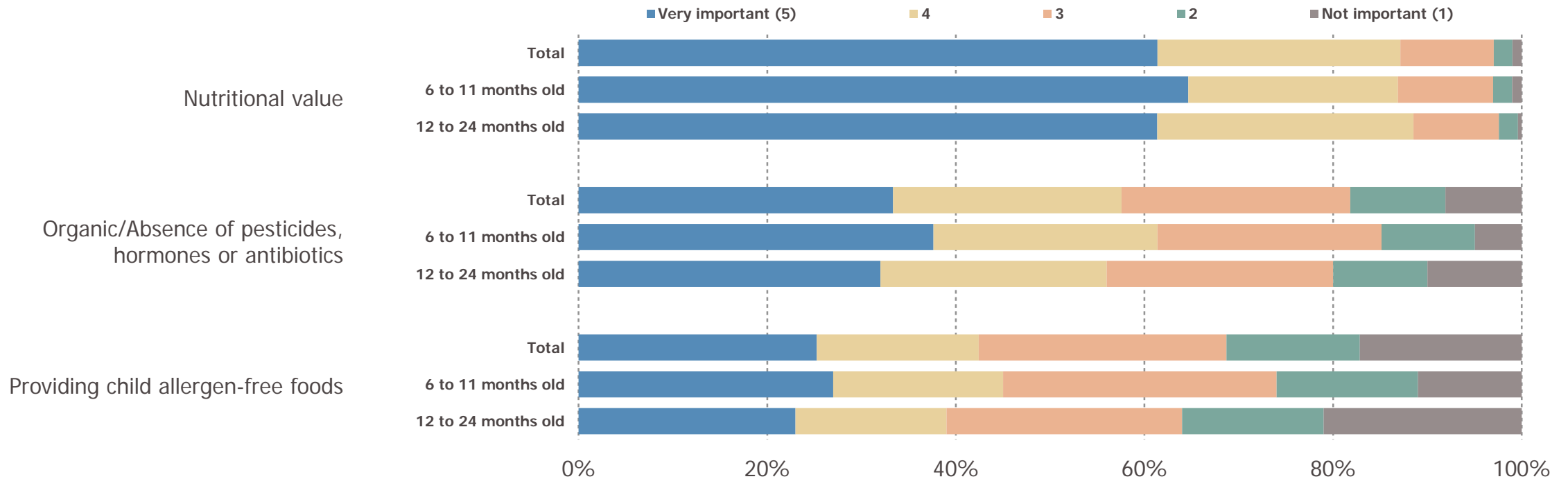
Purchase Drivers for Baby Food/Solids for Children



The importance of nutrition remains high regardless of the age of the child.

- Mothers are more likely to look for organic foods and the absence of pesticides, hormones or antibiotics.
- The importance of allergen-free foods is higher for younger parents, single parents, and those with lower income.

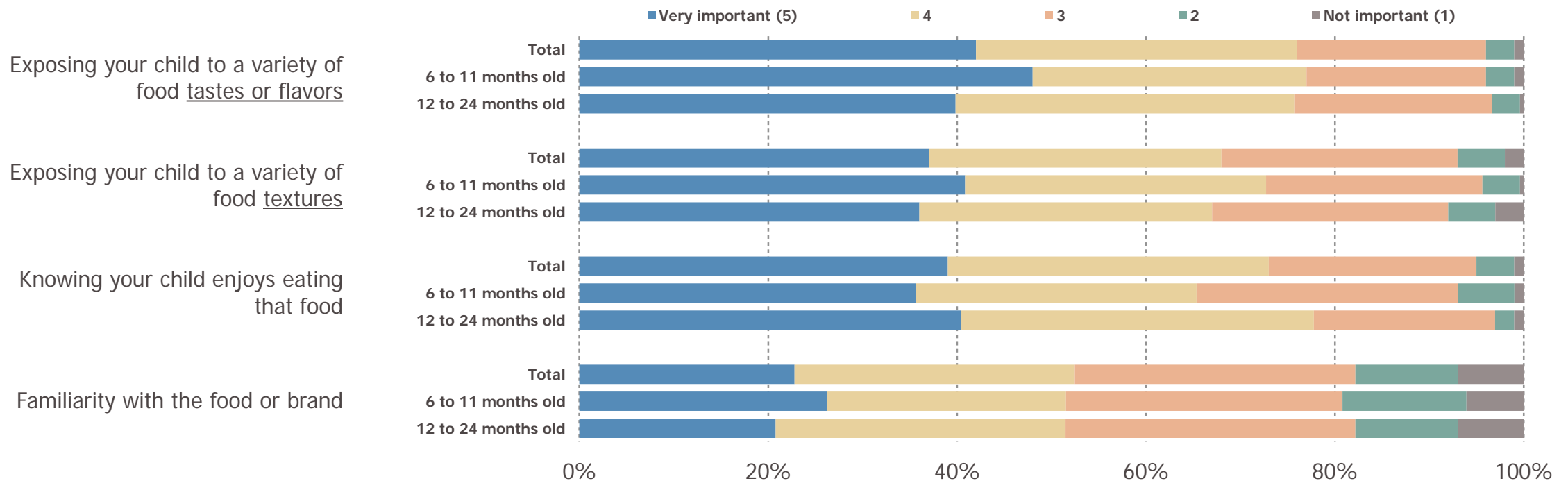
Health Related Purchase Drivers by Child Age



The importance of providing variety is generally on par with sticking with foods the child enjoys.

- *Parents of older children place a higher importance of knowing that the child enjoys the foods.*
- *Providing a variety of textures is more important among those who consider their pediatrician as their primary source of advice.*

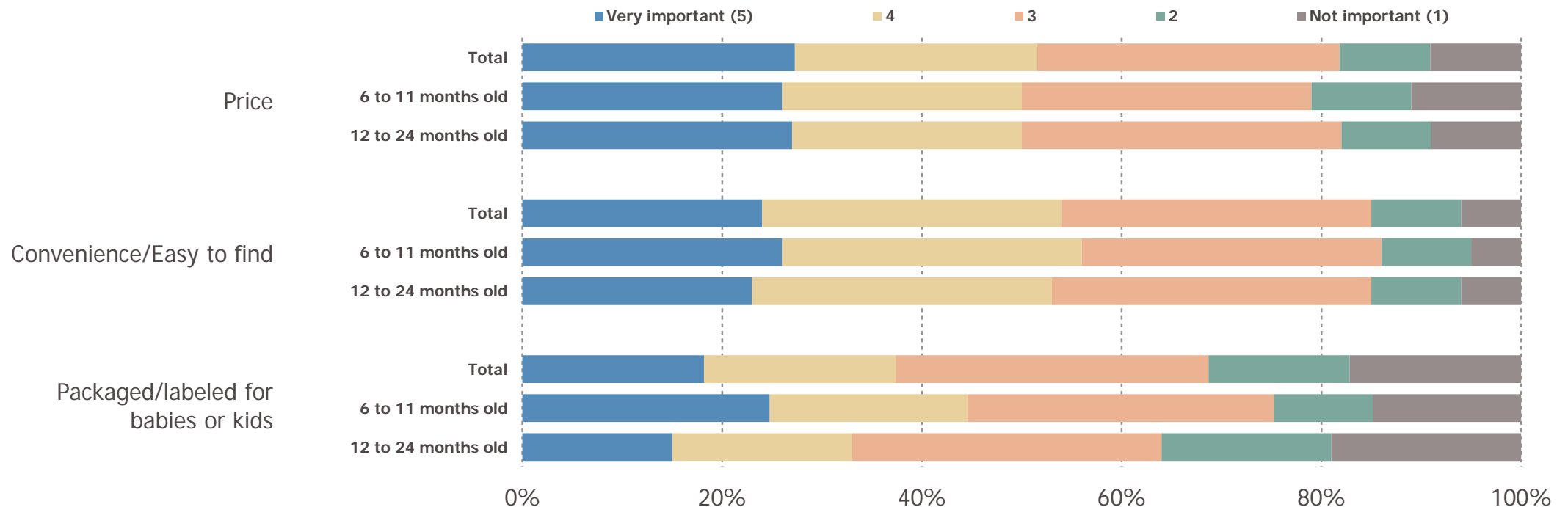
Variation vs. the Familiar, Purchase Drivers by Child Age



Labels/packaging that identifies food as a product for kids is much more important for those with younger kids.

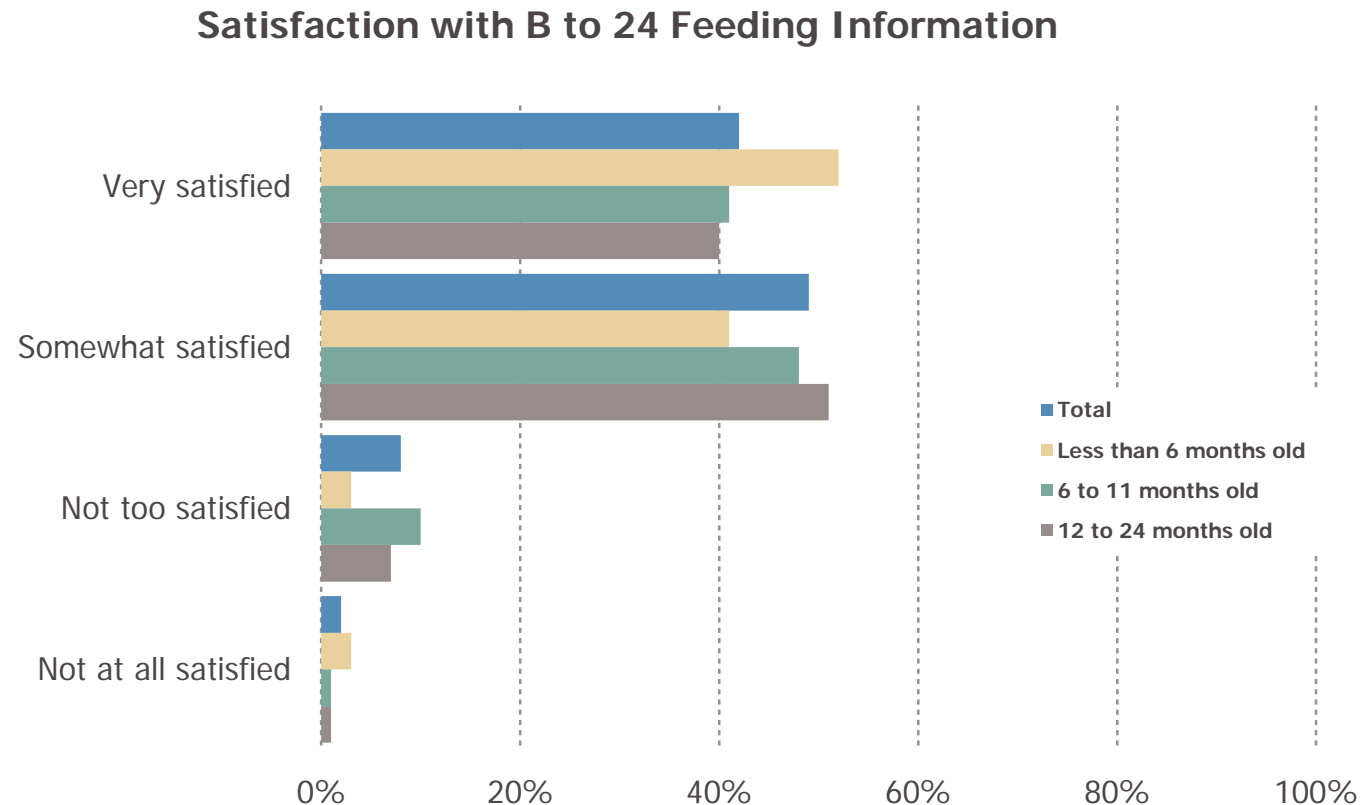
- *The importance of price and convenience does not differ by the age of the child.*
- *Not surprisingly, low income parents are much more price sensitive: 62% rate price as highly important vs. 42% of upper income families.*

Price, Convenience, Child Labels, Purchase Drivers by Child Age



Fewer than half of parents are very satisfied with the amount of information available regarding healthy eating and nutrition.

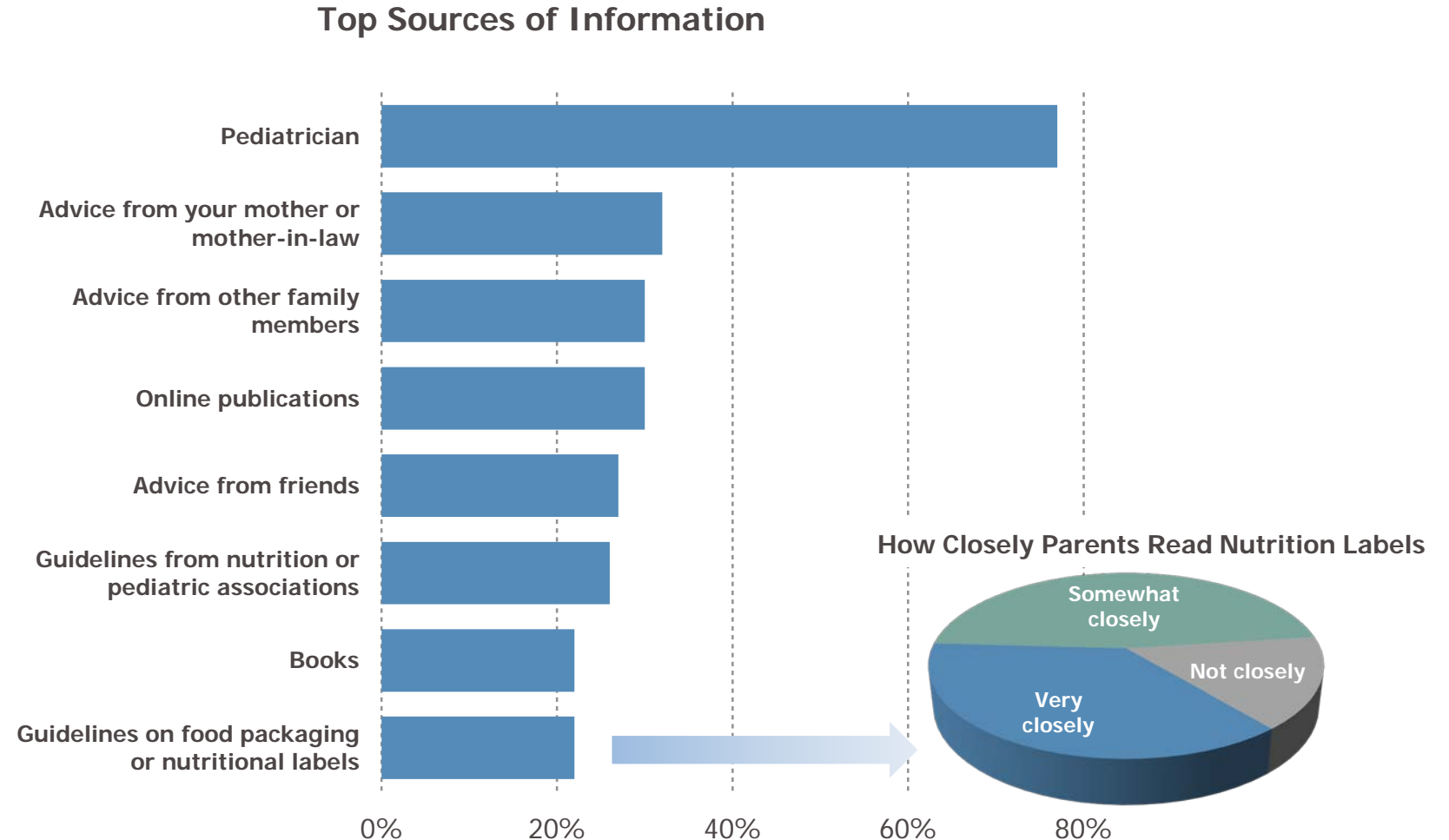
- *Parents with a child under 3 months and fathers are more likely to be satisfied with amount of information available.*
- *Those more likely to be very satisfied with the amount of information and guidance available regarding healthy eating include: Parents that turn to pediatricians for advice (vs. other), those who receive food assistance, single, adults working full-time or no one working full-time, and when family (vs. professional) provides child care.*



Q26. How satisfied are you with the amount of information and guidance available to parents regarding healthy eating and nutrition for children under 24 months? (Total n=1,001, <6 months old n=82, 6-11 months old n=256, 12-24 months old n=663)

Pediatricians are, by far, the source parents rely on most to help them navigate feeding milestones.

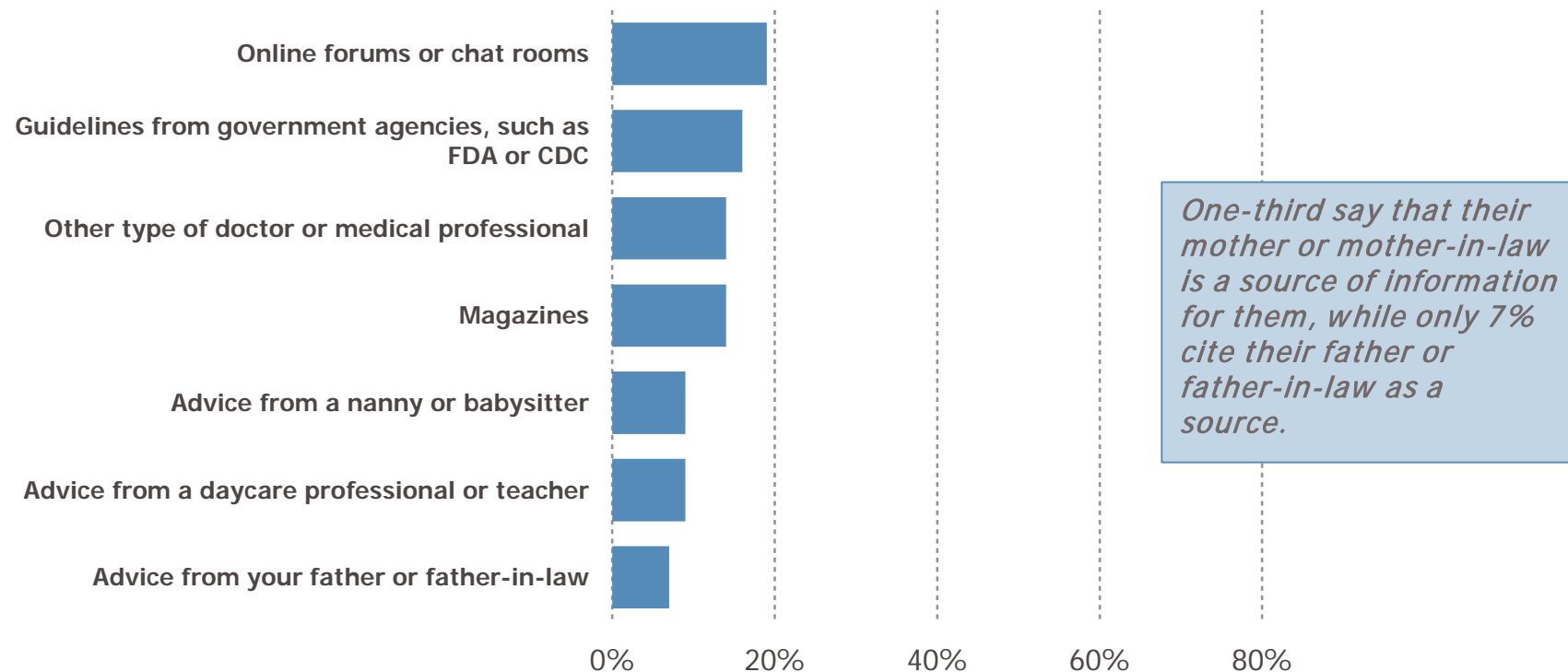
- *Two in ten use nutrition labels on food as a source of information on what to feed their child and when. Those with a child 6 months or older are more likely to say labels are a source of information. Most claim they read nutrition labels closely, including four in ten who read them “very closely.”*
- *Parents of children 6+ months are more likely than those with younger children to use online publications and guidelines from associations.*
- *Parents with an income of \$75k or more, do not receive food assistance, or at least 1 adult works full-time in the household are more inclined to turn to a pediatrician for help with understanding what types of food to introduce and when.*
- *Parents that receive advice on what to feed their child from a pediatrician or other sources, or with either a family member or no one providing child care are more apt to say they read nutritional labels very closely when purchasing food for their child.*



Only one in ten say a nanny, babysitter, teacher or daycare professional is a source of feeding information.

- Parents with a child in the 6-11 month range are particularly likely to say they rely on another type of doctor or medical professional for advice.
- Two in ten parents with a child under 6 months rely on advice from a nanny or babysitter; reliance on this source declines as the child ages.

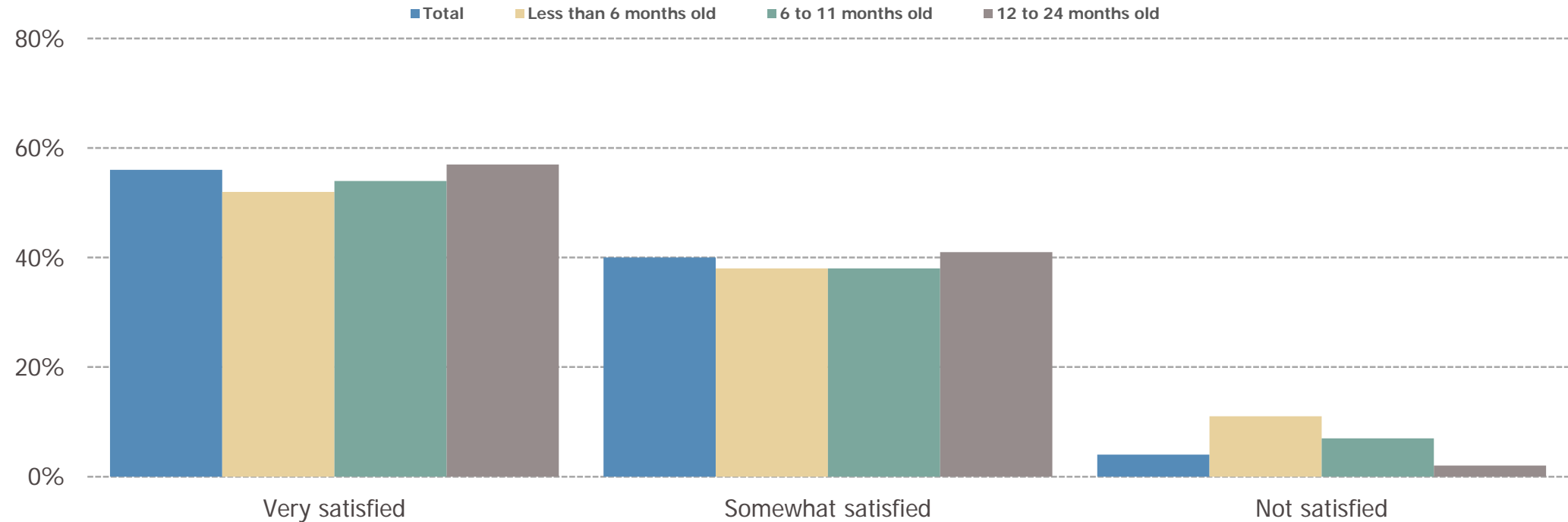
Less Common Sources of Information



Parents are relatively satisfied with the nutrition guidance they receive from their primary source, their pediatrician.

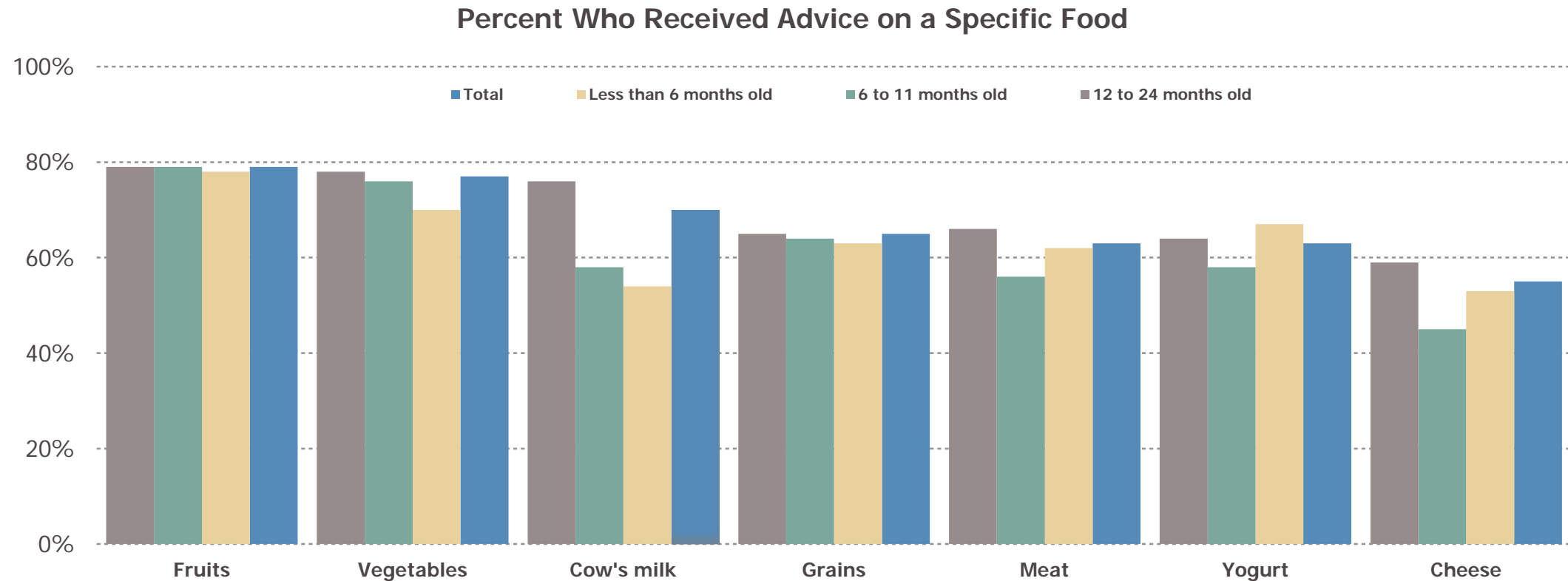
- *Parents with a child 12 to 24 months old and those who say allergen-free foods are important are more likely to be satisfied.*
- *Parents that receive advice on what to feed their child from a pediatrician are more likely to be very satisfied with the information and guidance they receive from them regarding healthy eating for their child.*

Satisfaction with Advice from Primary Source



Parents received specific information outlining the pros and cons of several foods, especially fruits, vegetables and milk.

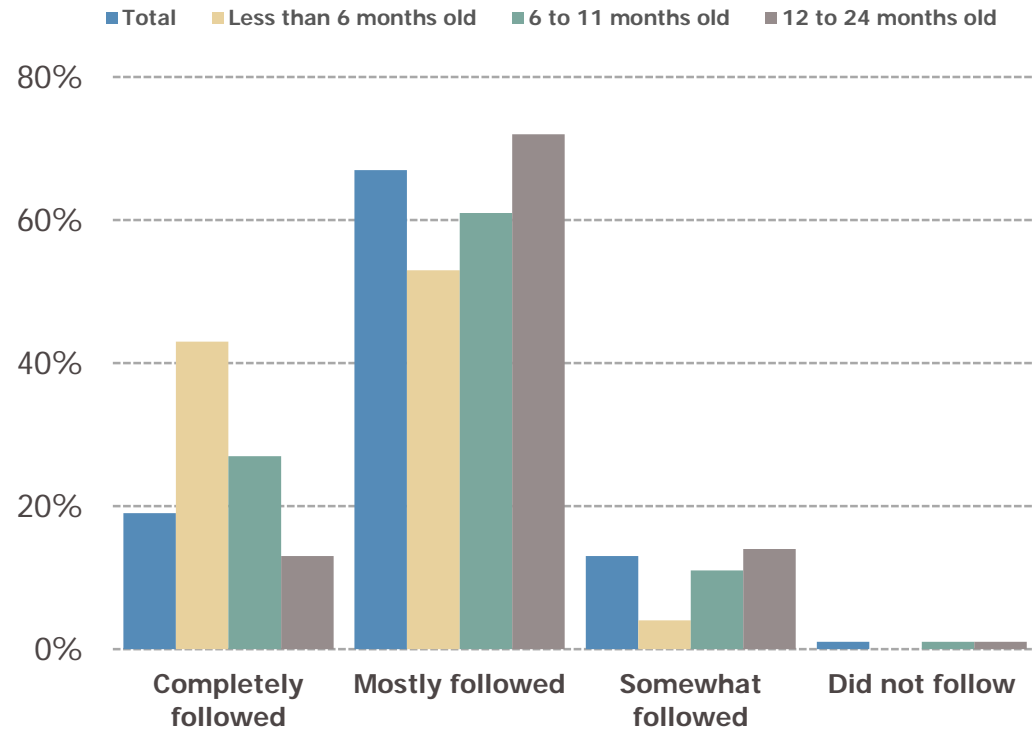
- *Parents who say allergen-free foods are important are more likely to receive specific info about fruits, vegetables, grains, yogurt and cheese.*
- *Parents that receive advice on what to feed their child from a pediatrician are more likely than those that receive advice from others to say they received specific information about the pros and cons of feeding their child fruits, vegetables, cow's milk, grains, and meats.*



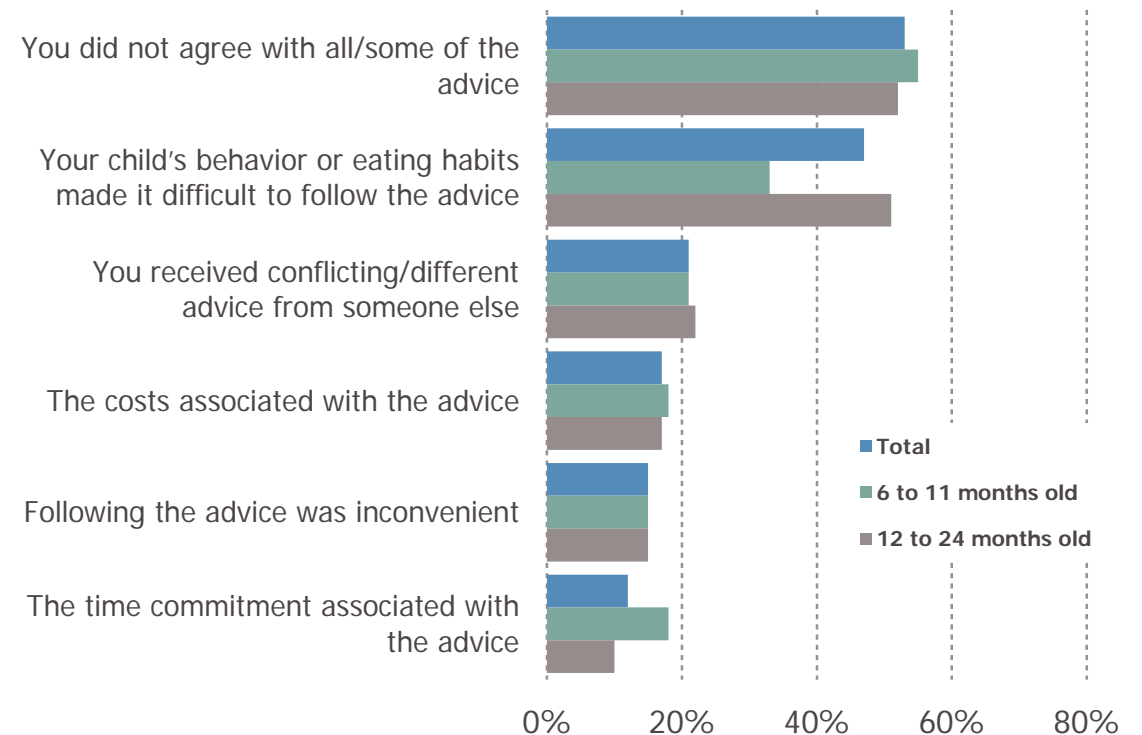
Parents claim to be mostly following the advice they received from their primary source, but less so as the child ages.

- The child's behavior or eating habits are a reason why some parents, especially those with a 12 to 24 month old, do not follow recommendations.
- Parents that receive advice on what to feed their child from a pediatrician, receive food assistance from the government, are single, or receive child care from a family member are more likely to completely follow the advice of their primary source.

Following Primary Source's Advice



Reasons for Not Following Advice

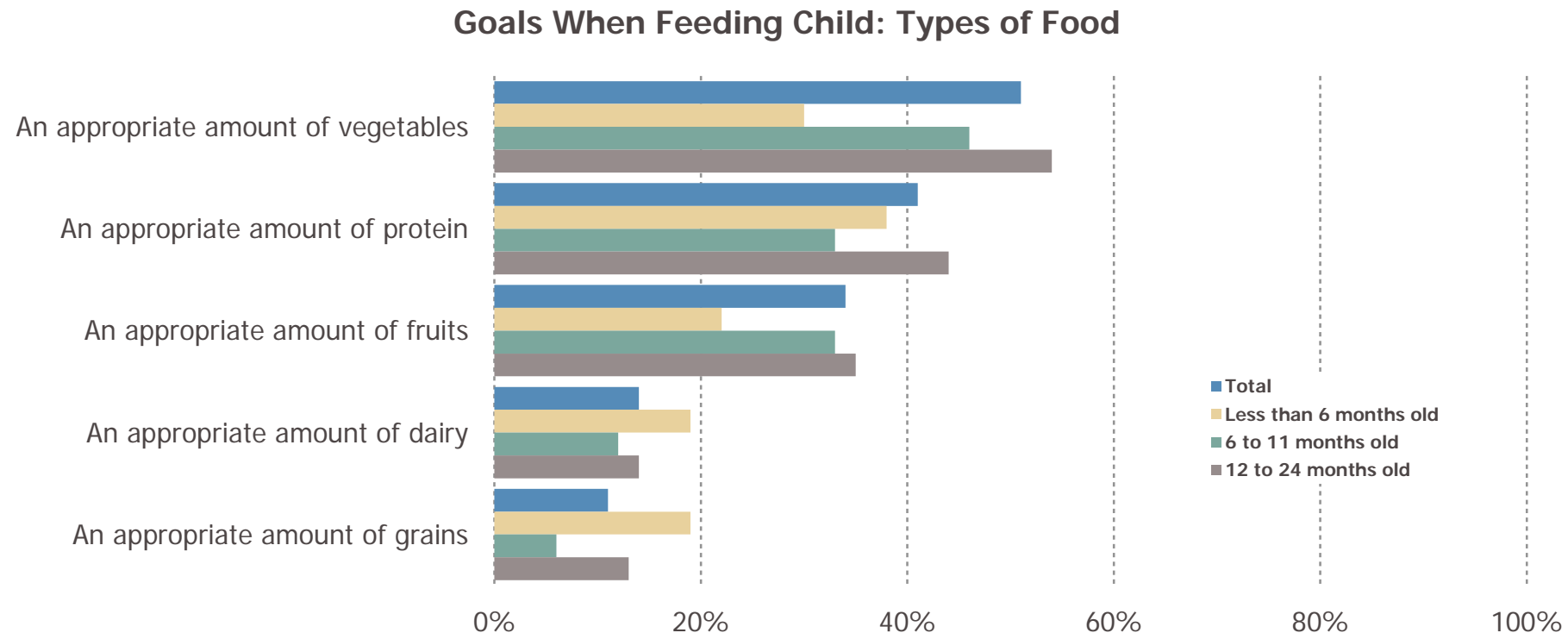


Q32. To what extent have you followed your primary source's recommendations or advice for your child's diet? (Received pros and cons; Total n=898, <6 months old n=74, 6-11 months old n=230, 12-24 months old n=594)

Q33. Which of the following are reasons why you have not followed all of the recommendations or advice provided to you? Please select all that apply. (Somewhat or did not follow; Total n=106, <6 months old n=4**, 6-11 months old n=25*, 12-24 months old n=77) *Low n size; **<6 months not shown for exceedingly small base size

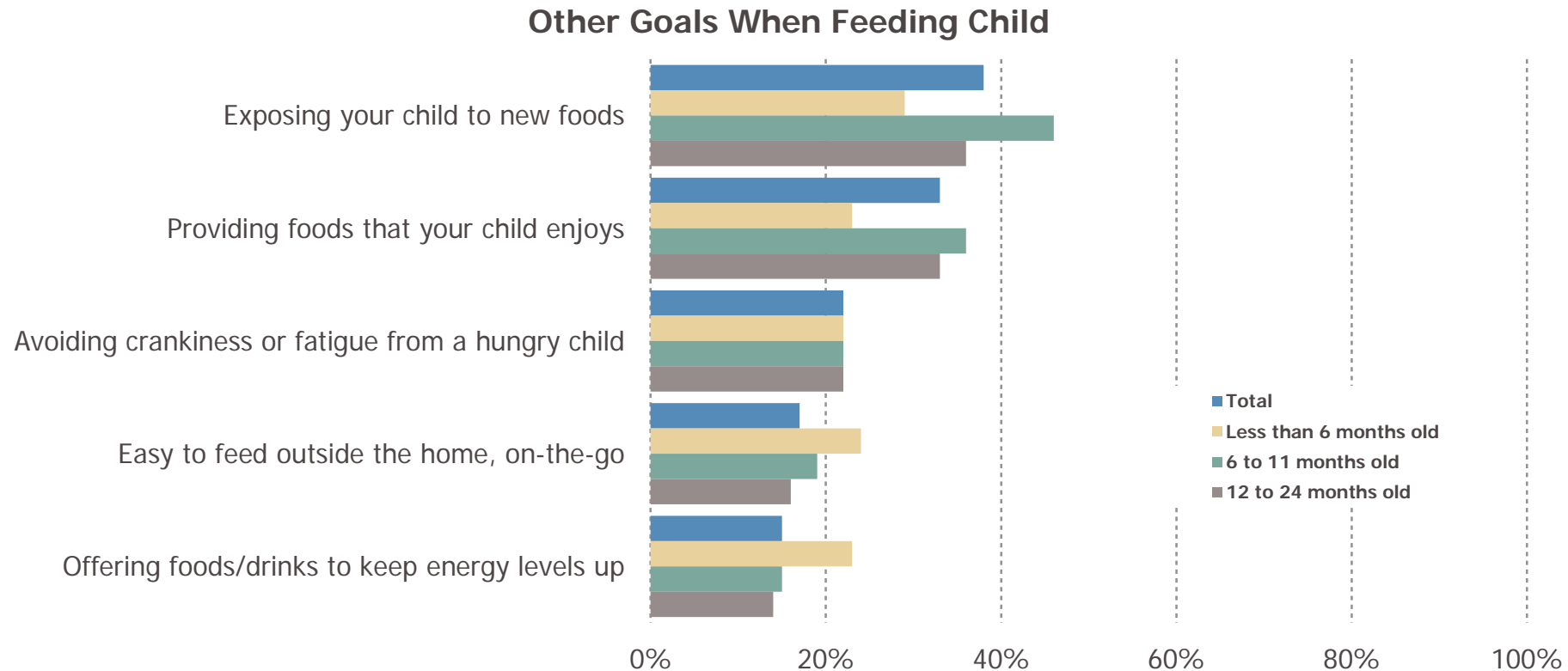
Of the parents whose children currently consume baby and/or solid foods, feeding them an appropriate amount of vegetables, protein and fruits are among their top feeding goals.

- *Parents with a child older than 6 months more likely to list appropriate amount of vegetables as a top goal.*
- *Parents with a child younger than 6 months more likely to list appropriate amount of dairy and grains as goals.*
- *Of the parents feeding their child baby or solid foods, those not receiving food assistance from the government are more likely to select appropriate amount of vegetables or protein as one of their top 3 goals.*
- *Parents making \$75k or more per year, are married, have at least 1 adult employed full-time choose protein as one of their top 3 goals.*



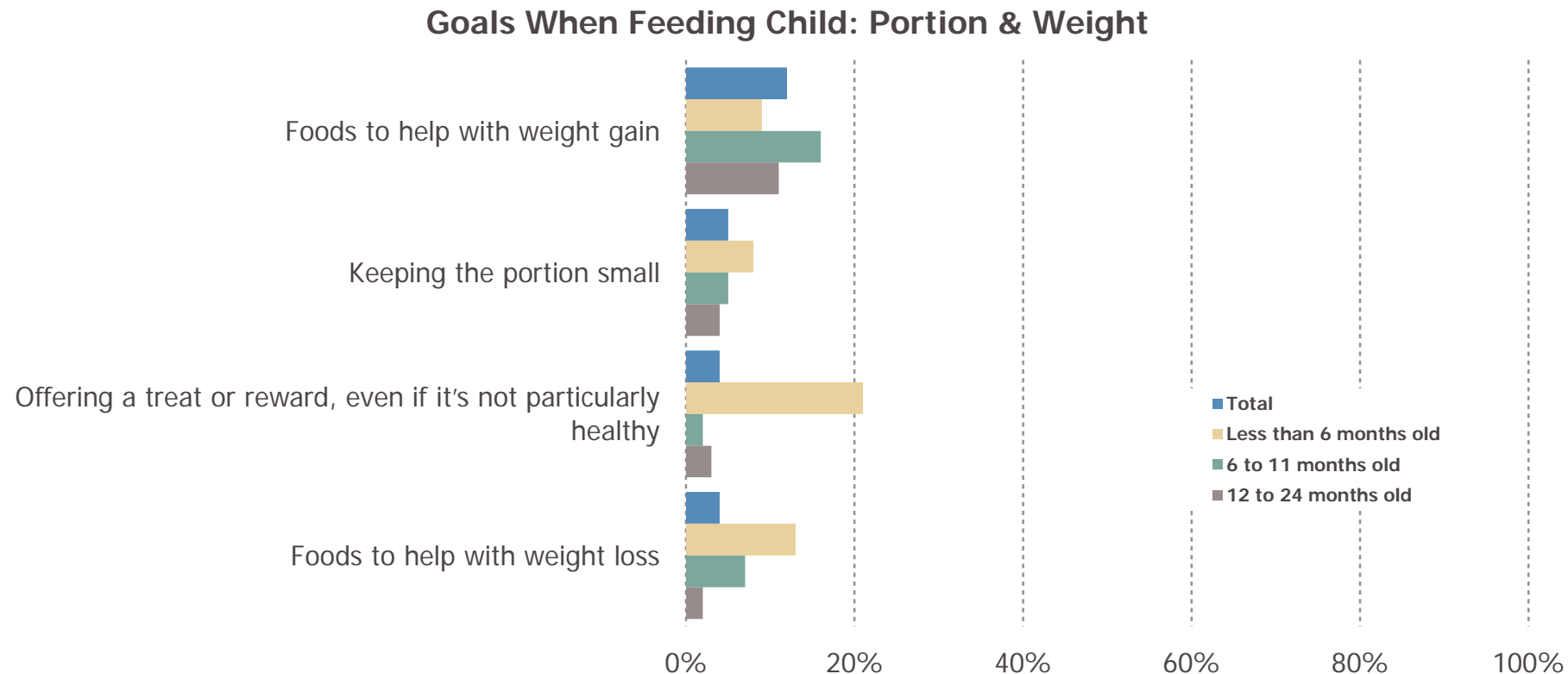
In addition to concentrating on the types of food, exposing children to new food is also one of the top goals among parents.

- *Parents with a child 3-5 months are less likely than all ages to list providing foods that your child enjoys as a top goal.*



Few parents are worried about portions or weight when feeding their child.

- Parents with a child younger than 6 months are more inclined to pacify their child with a treat even if it's unhealthy.
- Parents with a child younger than 6 months and 6 to 11 months more likely than 12 to 24 months to list foods to help with weight loss as a top goal.

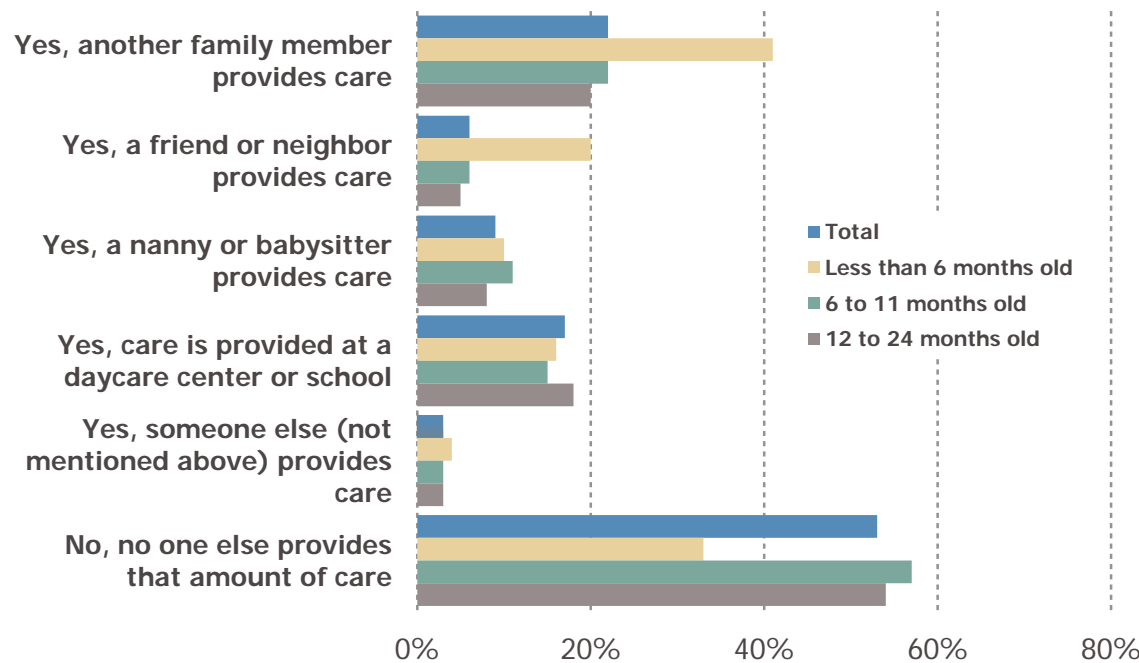


Of those with additional child care, a majority report that their caregiver has at least some influence on their child's diet.

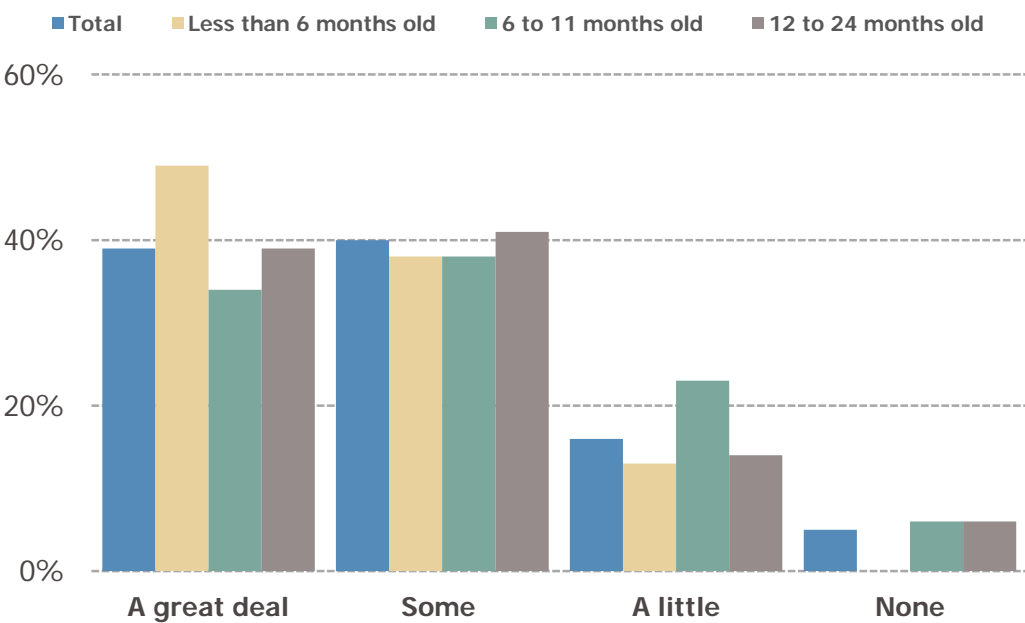
- Parents with a child younger than 6 months old are more inclined to have another family member, friend, or neighbor provide care for more than 20 hours per week.
- Fathers are more likely to state they receive child care from several additional sources; mothers are more inclined to not have anyone providing that amount of care.
- Households where all the adults work full-time (vs. only 1 adult working full-time) are more inclined to have child care for more than 20 hours per week from several sources.
- Parents with an income less than \$75k a year are more likely to not have anyone providing child care.
- Parents with an income less than \$75k a year, receives food assistance from the government, are single, or receive child care from family are more inclined to say their child's other caregiver has a great deal of influence on their child's diet.

Child Care Provided by Someone Other Than Parent

Percent answering "Yes"



Influence of Child Care Provider on Child's Diet

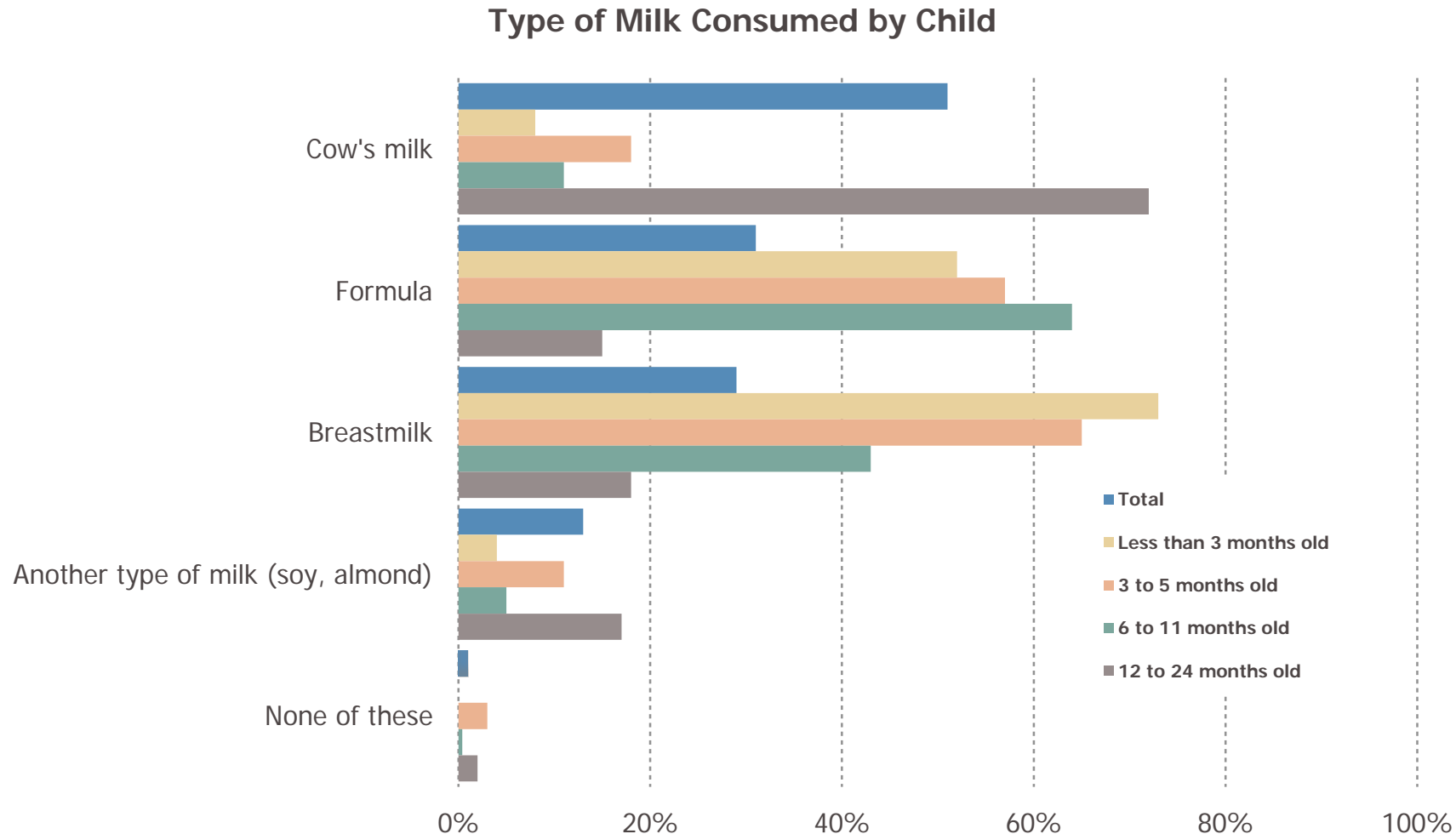


Q34. Is your child being cared for by someone other than a parent for more than 20 hours per week? Select all that apply (Total n=1,001, <6 months old n=82, 6-11 months old n=256, 12-24 months old n=663)
Q35. How much influence does your child's other caregiver(s) have on your child's diet? (Has other caregiver; Total n=479, <6 months old n=57, 6-11 months old n=114, 12-24 months old n=308)

Feeding Milestones & Schedules



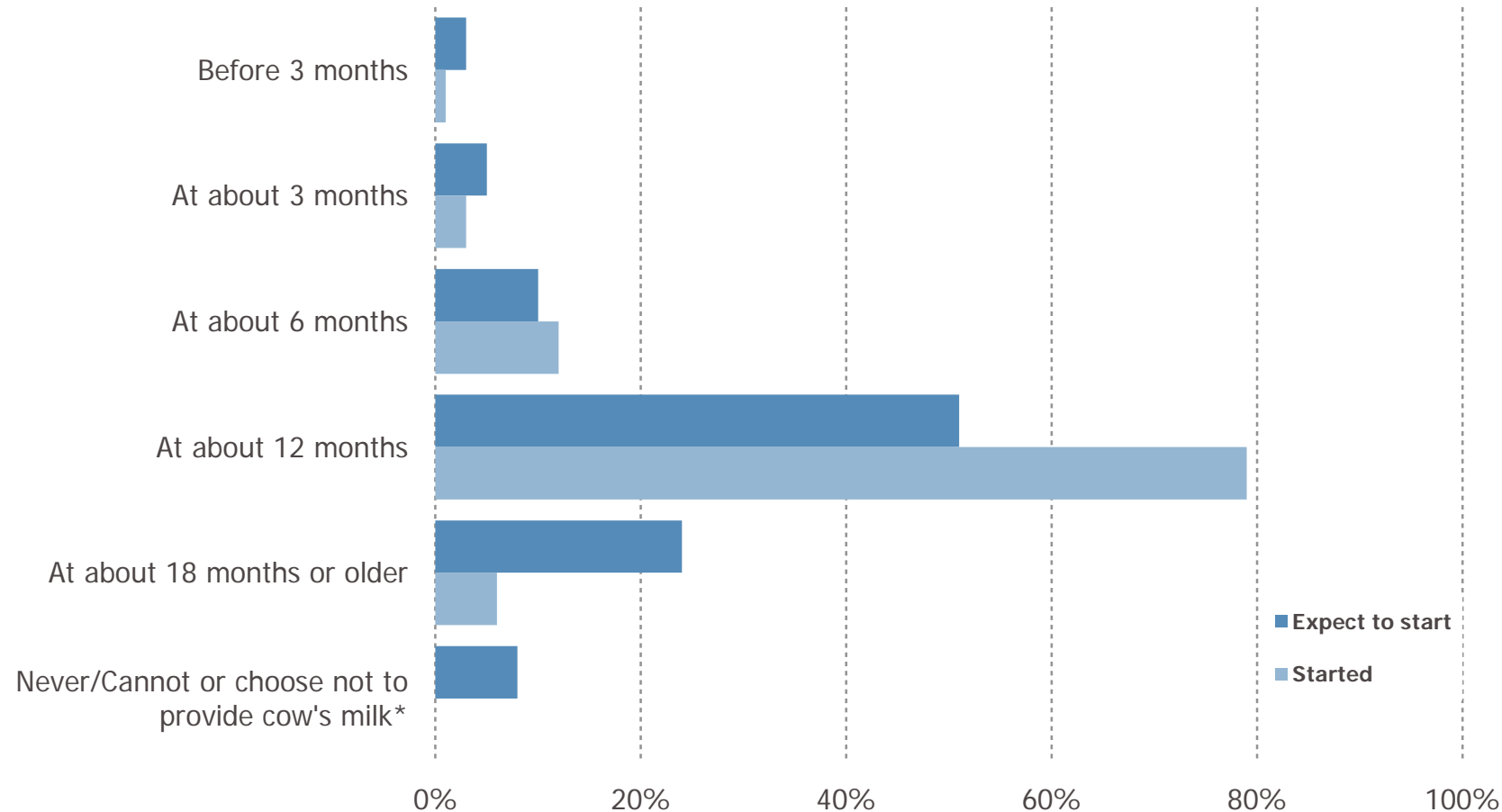
The majority of parents with a child 12 or older report that their child currently consumes cow's milk. Among parents with a child younger than 3 months old, most say their child is fed breastmilk.



- Parents who say allergen-free foods are important are more apt to feed child another type of milk.
- Parents receiving food assistance from the government, are single/not married, have all adults or no adults working in the household, or receives child care from family are more likely to have a child that currently consumes formula.
- Parents that receive advice on what to feed their child from a pediatrician (vs. advice from others), have an income of at least \$75k, not on food assistance via the government, married/living with a partner, at least one adult working in the household, or have a professional providing child care are more likely to feed their child cow's milk.

Parents introduce cow's milk to their child's diet at 12 months, sooner than parents of younger children expect.

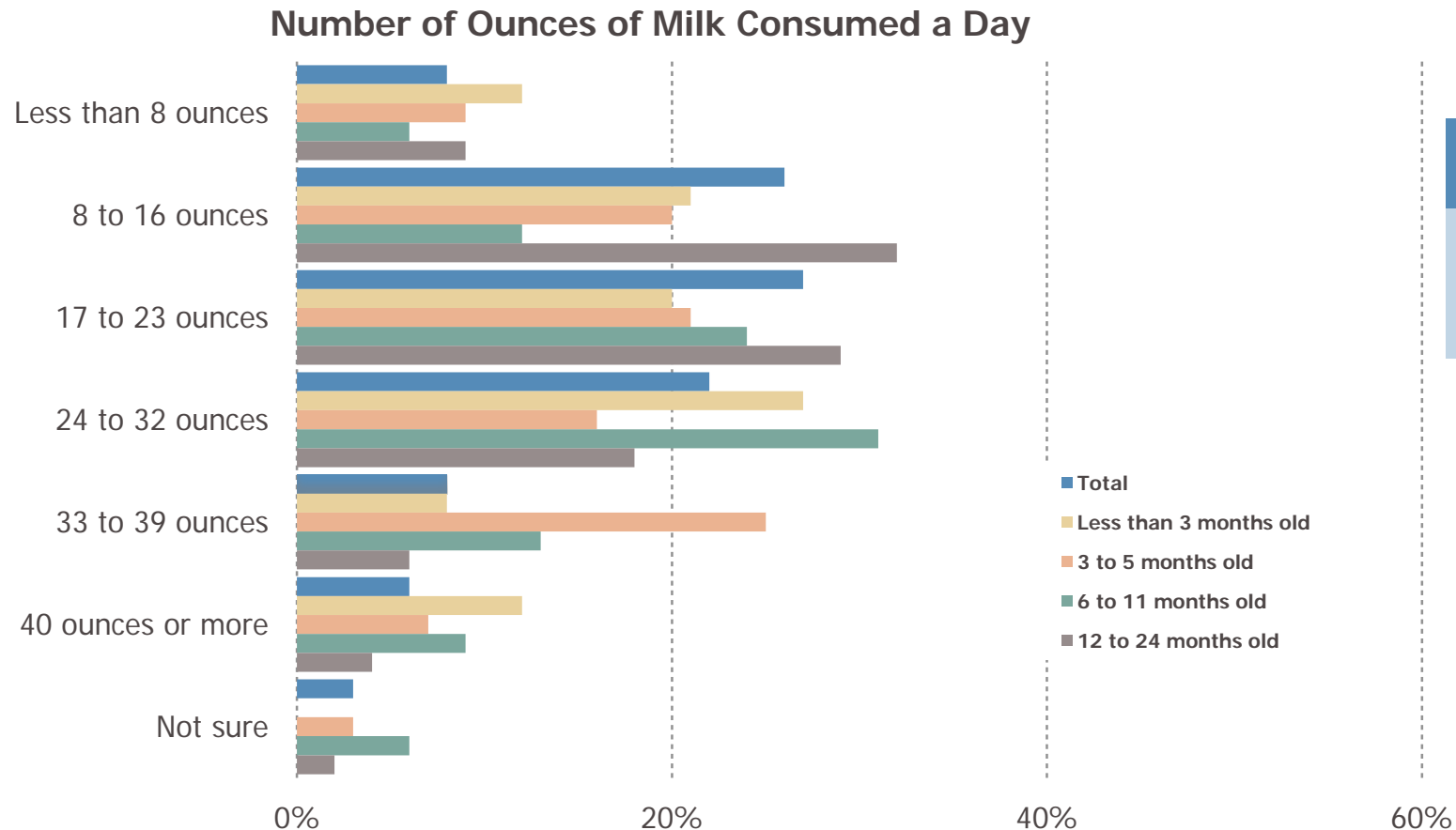
Cow's Milk: Expect to Introduce Vs. When Introduced



- Half of parents with a child not currently consuming cow's milk believe they will feed them cow's milk at 12 months (51%), however 79% started their child on cow's milk at 12 months.
- Of the parents with a child not yet consuming cow's milk, those with a pediatrician providing advice on the child's diet or are married/living with a partner are more likely to believe they'll begin giving their child cow's milk at about 12 months old.
- Of the parents with a child consuming cow's milk, those not receiving food assistance from the government or receive child care from a professional or don't receive child care from anyone are most likely to say they began giving their child cow's milk at about 12 months old.

The amount of milk consumed each day depends largely on the age of the child.

- Parents with a child 12 to 24 months are more likely than parents with a child 6 to 11 months to feed their child 8 to 16 ounces of milk a day.
– Also true of parents feeding their child table foods or yogurt.
- Parents with a child 6 to 11 months are more likely than parents with a child 12 to 24 months to feed their child 24 to 32 ounces a day.
- Parents with a child 3 to 5 months are more likely than parents with a child younger than 3 months and 12 to 24 months to feed their child 33-39 ounces a day.



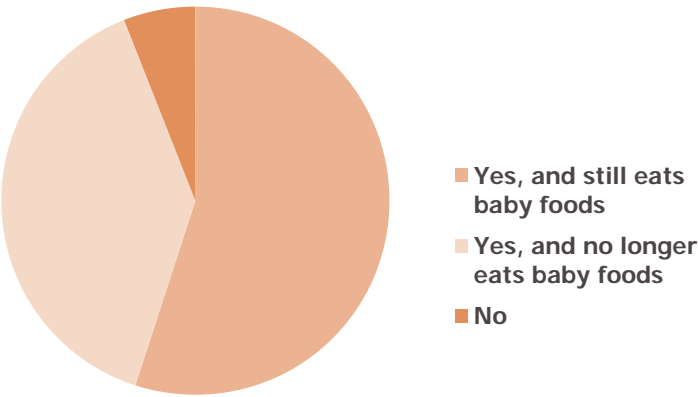
Largest Amount of Ounces of Milk Consumed Per Day by Age of Child

- Under 3 months old – 17 to 32 oz (46%)
- 3 to 5 months old – 8 to 23 oz (41%)
- 6 to 11 months old – 17 to 32 oz (55%)
- 12 to 24 months old – 8 to 23 oz (61%)

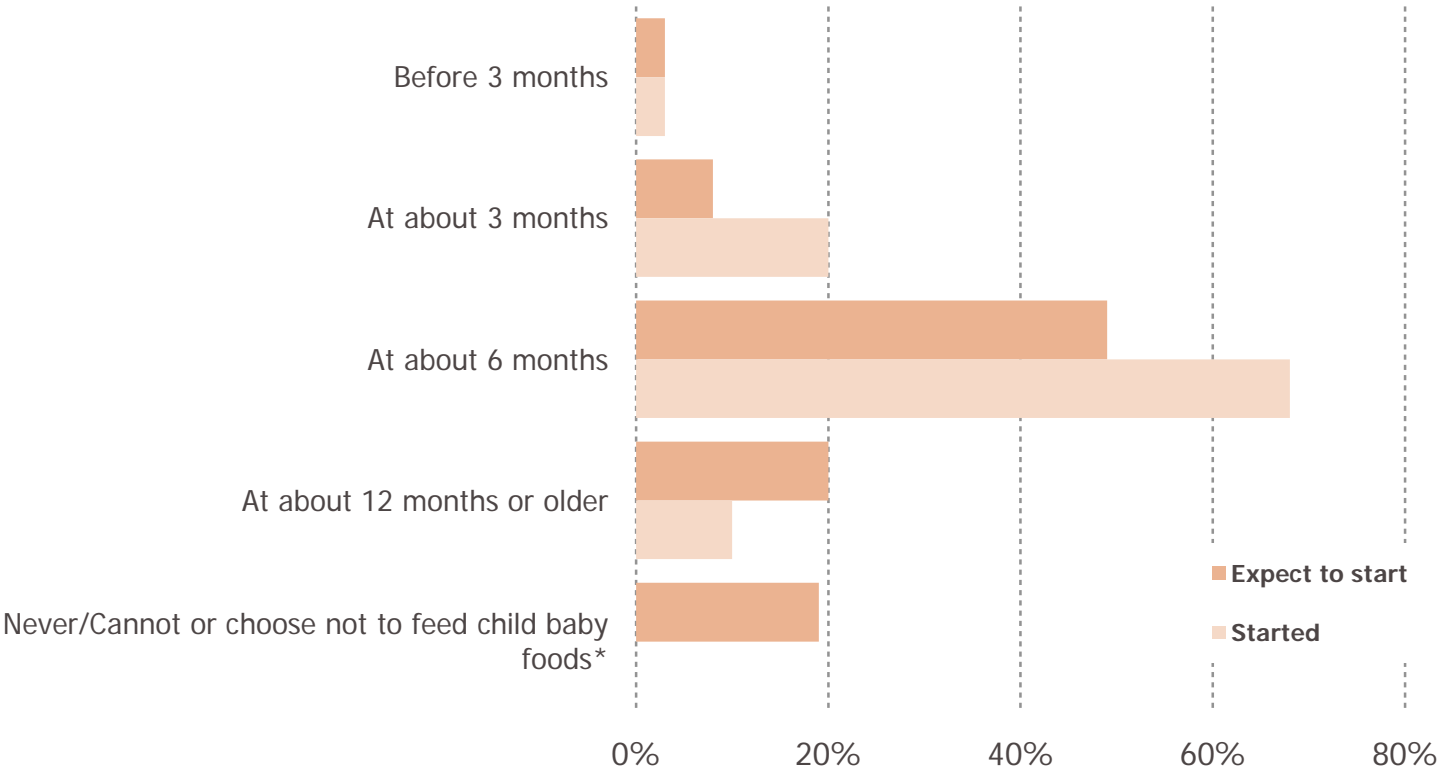
Two-thirds of parents whose child eats baby food began at about 6 months old, earlier than parents with younger children expect.

- Mothers are more likely to introduce baby food at 6 months and fathers at 12 months.
- Of the parents not currently feeding their child baby food, married/living with a partner more likely to say never will or cannot feed their child baby foods.
- Of the parents currently feeding their child baby food, parents not receiving food assistance, married/living with a partner, only one working full-time (vs. none working full-time), have a professional child care or no child care more likely to say they introduced baby food to their child at about 6 months.

Consumption of Baby Foods



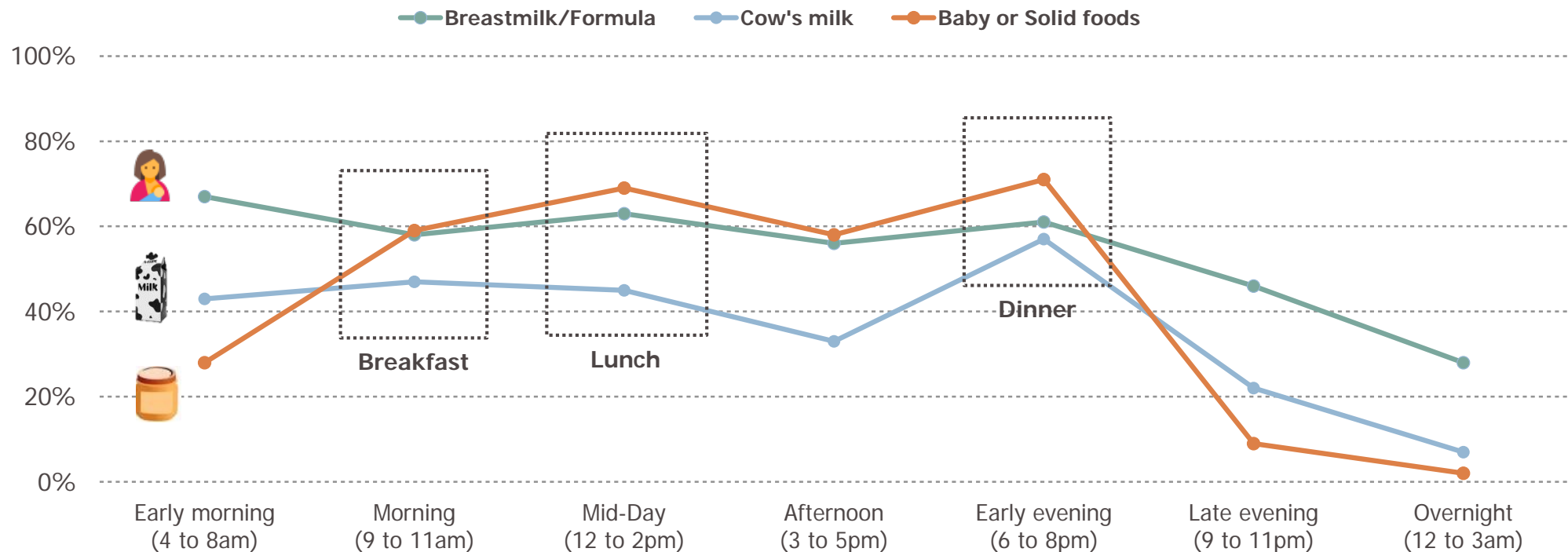
Baby Food: Expect to Introduce Vs. When Introduced



Q9. Has your child eaten baby foods, such as purees, pouches, cereals, puffs or biscuits? (Total n=1,001)
Q10. When do you expect to introduce or start your child on baby foods, such as purees, pouches or cereals? (No baby food n=61) *Asked of no baby food only
At about what age did you first introduce or start your child on baby foods, such as purees, pouches or cereals? (Baby food n=940)

Consumption of breastmilk/formula remains fairly constant throughout the day, then trails off overnight. Cow's milk peaks during dinner time and baby/solid food peaks at lunch and dinner.

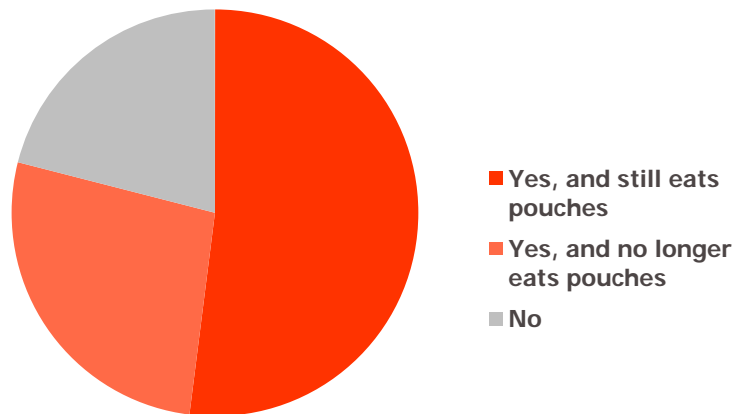
- Children age 6 to 11 months old are more likely to consume milk throughout the day than children 12 to 24 months old. The inverse is true for baby/solid food.
- Parents that are married/living with a partner, make \$75k or more, not on food assistance, or have a professional or no one providing child care are more likely to say their child consumes milk in the early evening.
- Households with at least one adult working full-time are more likely to say their child consumes milk in the early morning and early evening. Parents with only one adult working full-time or none working at all are more likely to say late evening and overnight.
- Married/living with a partner are more likely to say their child consumes baby or solid food in the early morning, mid-day and early evening.
- Households with at least one adult working full-time are more likely to say their child consumes baby or solid food in the early morning. Parents with no one working full-time are more likely to say late evening and overnight.



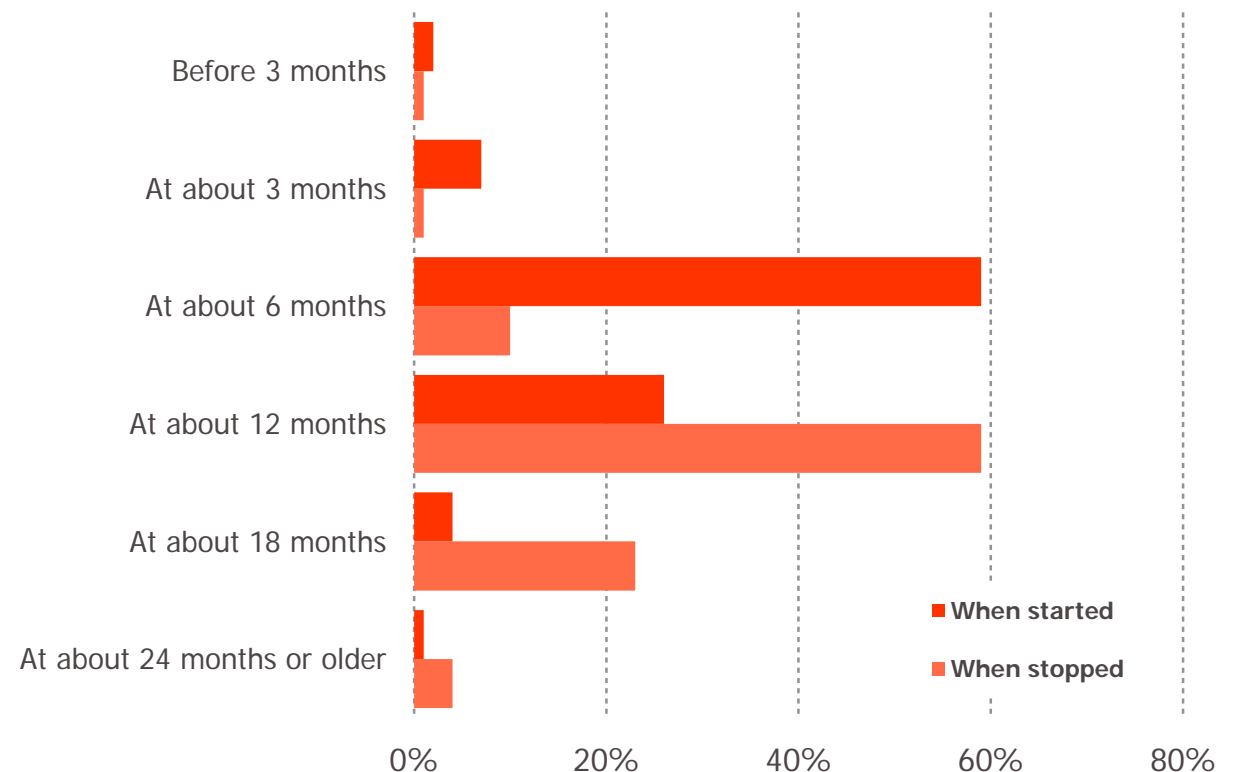
Parents start feeding their child food in pouches at about 6 months old and stop around 12 months old.

- Of the parents currently feeding their child food pouches, married/living with a partner, or only 1 adult working full-time (vs. no one working full-time) are more likely to say they started their child on food pouches at about 6 months old.
- Of the parents no longer feeding their child food in pouches, married/living with a partner, only one working full-time (vs none working) are more likely to say their child stopped eating food in pouches at about 12 months.

Consumption of Food in Pouches



Food in Pouches: When Introduced Vs. When Stopped



Q11. Specifically, has your child eaten baby or toddler food in pouches that you buy (as opposed to food made at home and put into a pouch)? (Total n=1,001)

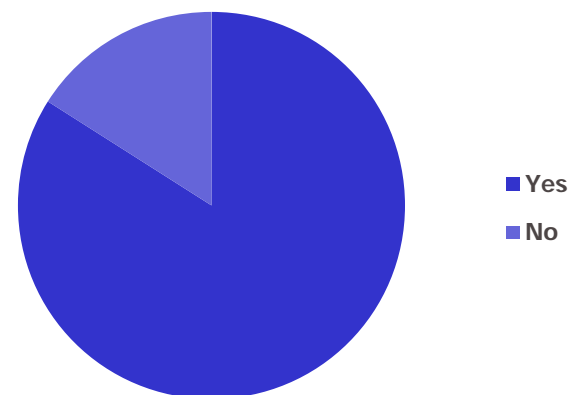
Q12. At about what age did you first introduce or start your child on baby or toddler food pouches (Pouches n=791)

Q13. When did your child stop eating baby or toddler food pouches? (No longer pouch n=263)

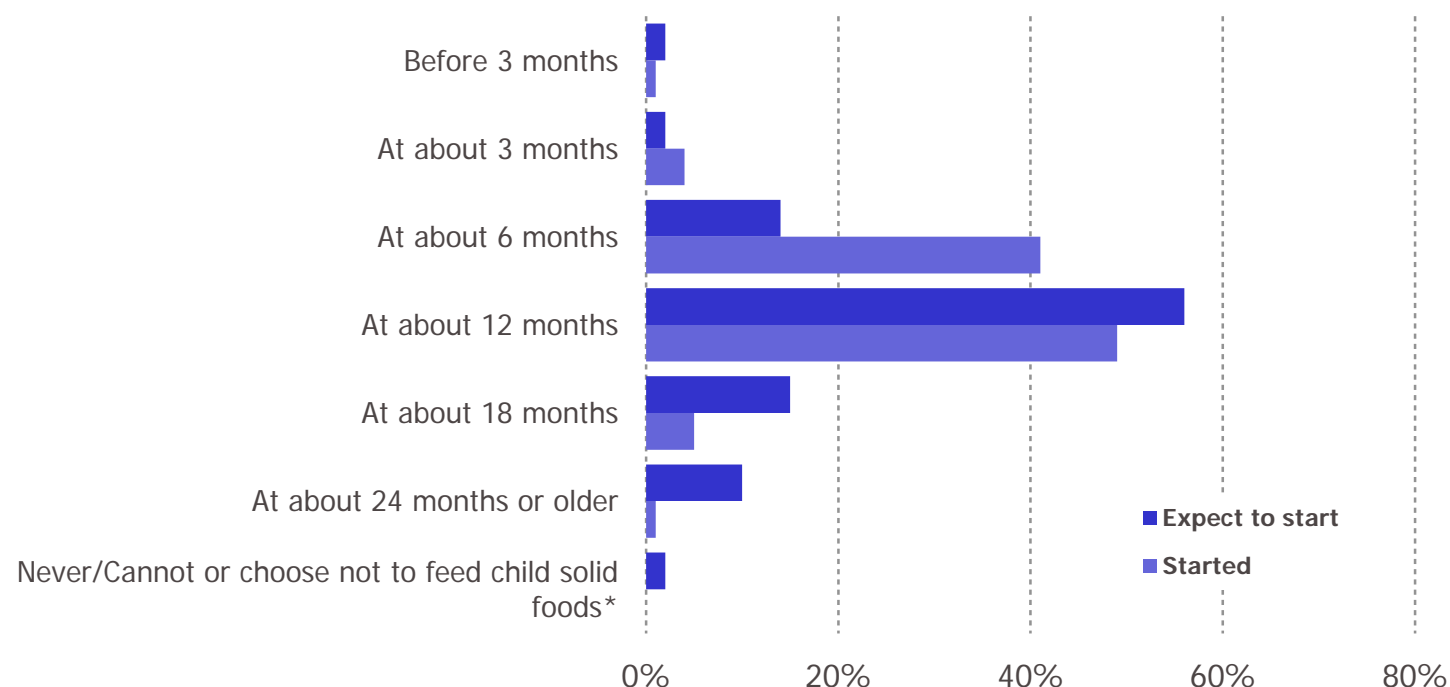
Parents most often start their children on solid foods at 6 to 12 months, earlier than parents who haven't started yet expect.

- Nine in ten report starting their child on solid food at between 6 and 12 months (90%); seven in ten (69%) expect to do so at this age.
- Mothers are more likely to estimate that they'll start their child on table foods around 12 months and are more likely to start doing so at 6 months.
- Of the parents not currently feeding their child solid food, those with a pediatrician providing advice (vs. other sources) are more likely to say they expect to feed their child solid food at about 12 months.
- Of the parents currently feeding their child solid food, those with no caregiver (vs. family as caregiver) are more likely to say they began feeding their child solid food at about 6 months.

Consumption of Solid Foods



Solid Food: Expect to Introduce Vs. When Introduced



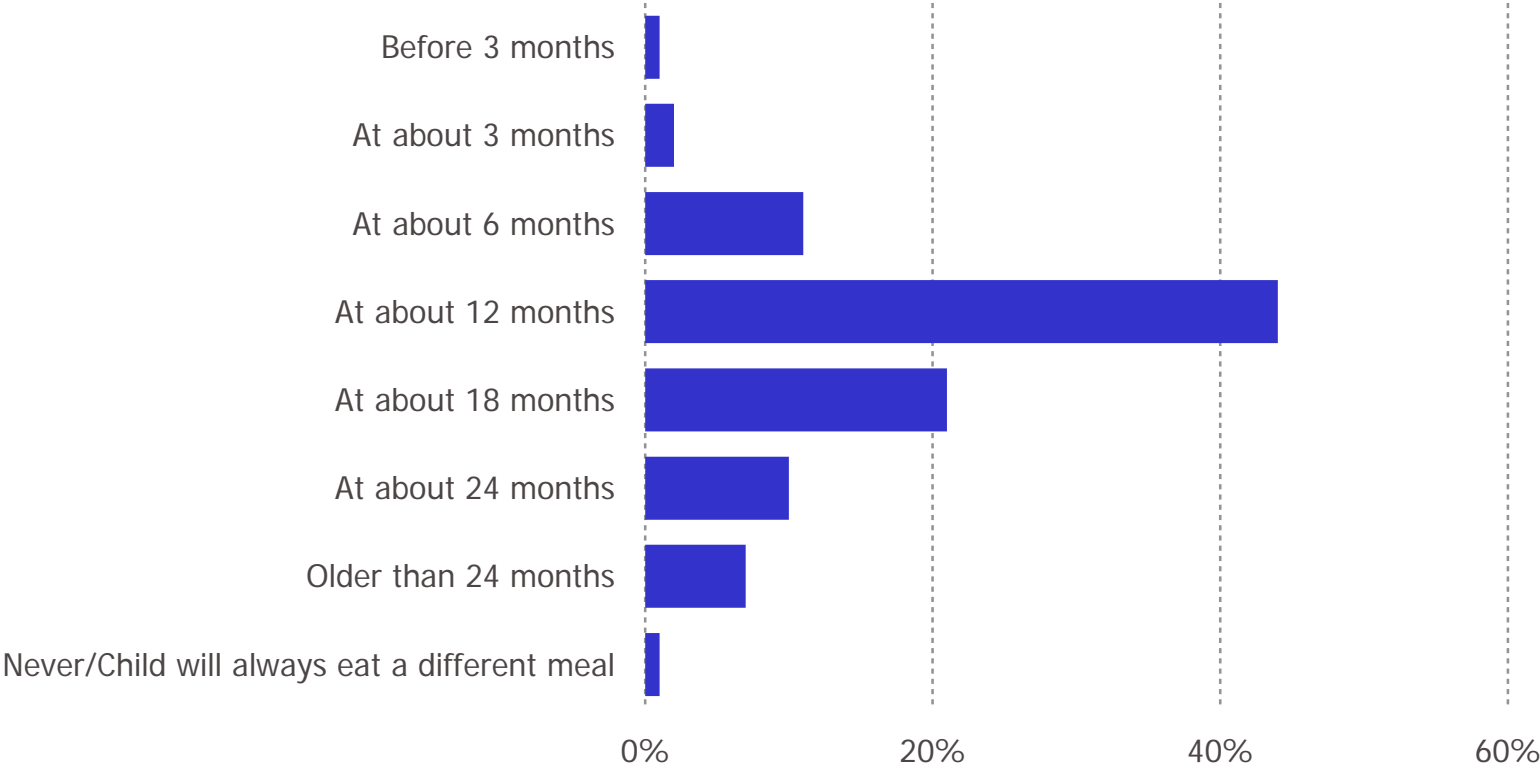
Q18. Has your child eaten solid foods or "table foods"? (Total n=1,001)

Q19. When do you expect to introduce or start your child on solid foods or "table foods"? (No solids n=155) *Asked of no solid only
At about what age did you first introduce or start your child on solid foods or "table foods"? (Solids n=846)

Just over four in ten started or will start feeding their child the same meals as the rest of the family at about 12 months old.

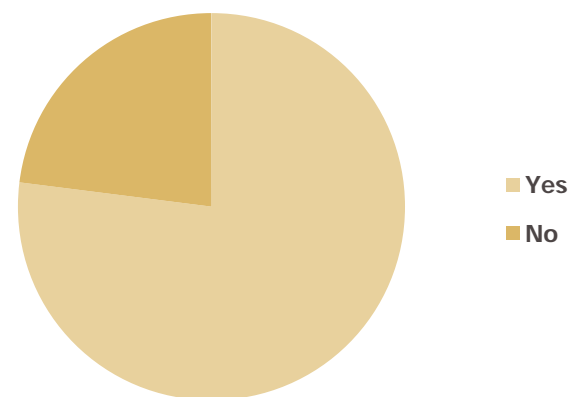
- Mothers are more likely than fathers to start feeding their child the same meals as the rest of the family at 12 months.
- Those that are married/living with partner or have a professional or no one providing child care are more likely to say their child will eat the same meal as the rest of the family at about 12 months.

When Child Eats the Same Meals as the Rest of the Family

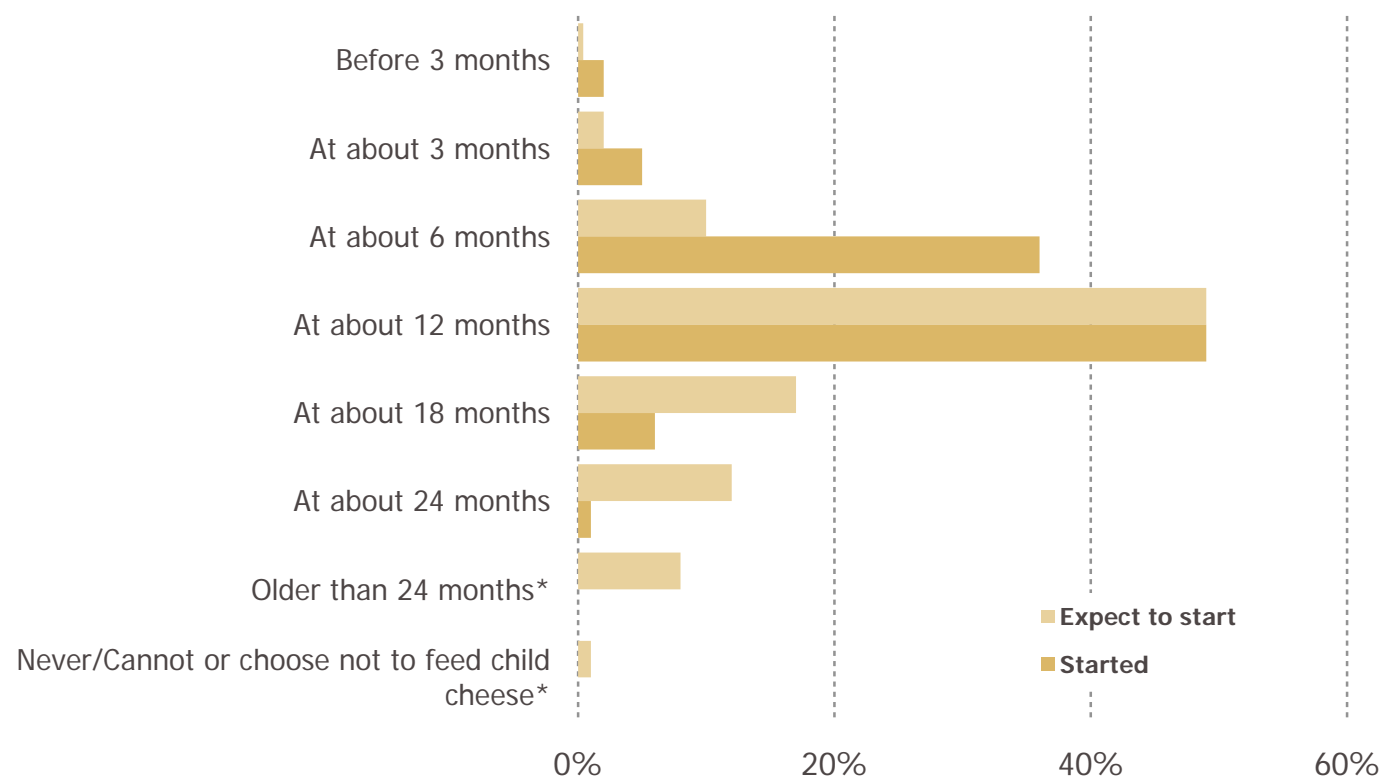


Nearly every parent with a child currently consuming cheese began feeding it to them at about 12 months or younger. However, most parents that have not given their child cheese yet believe they will when they are 12 months or older.

Consumption of Cheese



Cheese: Expect to Introduce Vs. When Introduced



Q36. Has your child eaten cheese of any kind? (Sample A1 n=498)

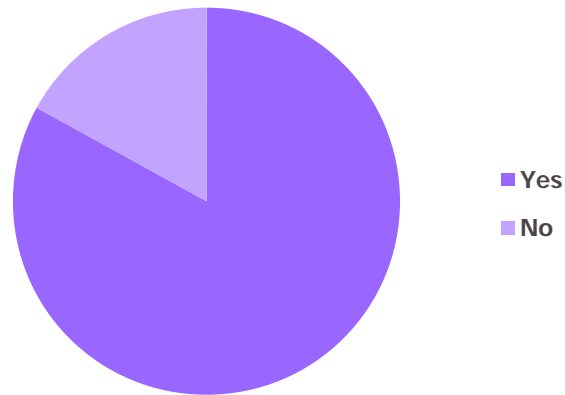
Q37. When do you expect to introduce or start your child on cheese? (Sample A1; No cheese n=119) *Asked of no cheese only

At about what age did you first introduce or start your child on cheese? (Sample A1; Cheese n=379)

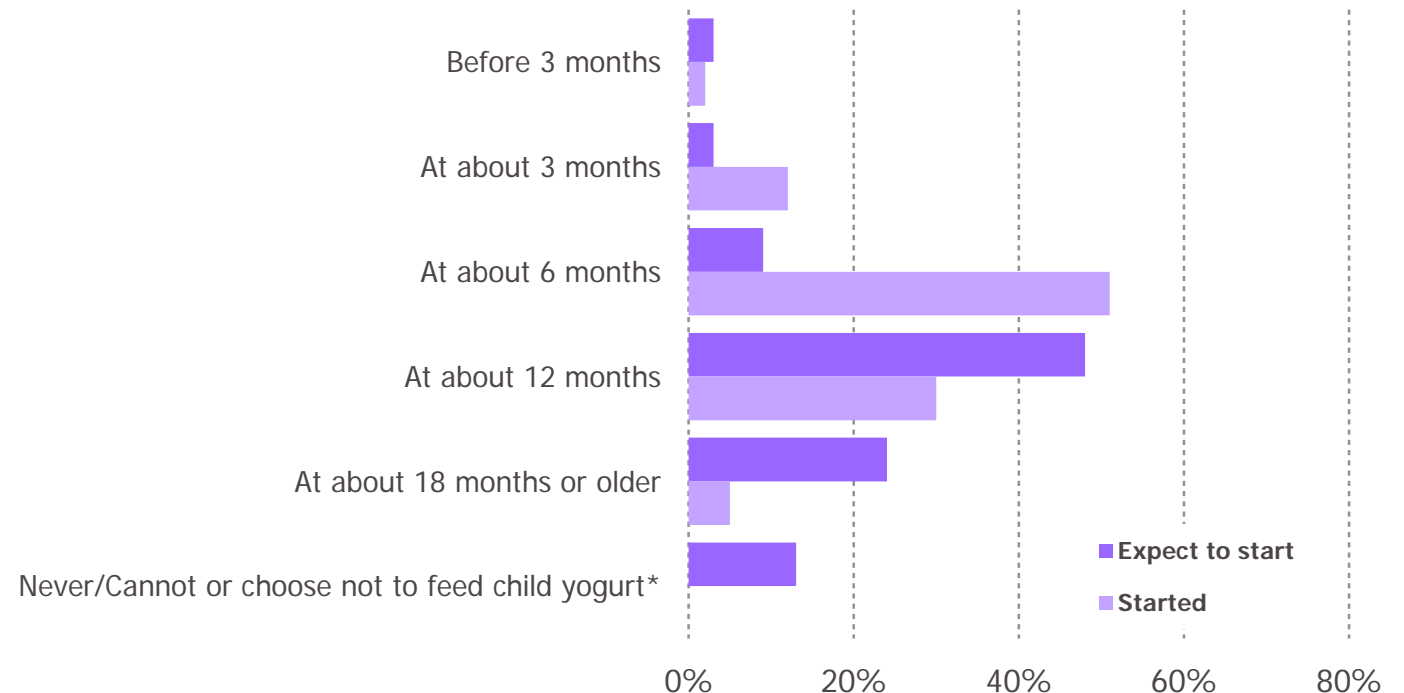
Parents believe they will introduce yogurt to their child at about 12 months or older, while many actually began sooner.

- Nearly three-fourths (72%) of parents not currently feeding their child yogurt believe they will give their child yogurt at 12 months or older.
- Almost all (95%) currently feeding yogurt started at 12 months or younger with half starting at 6 months (51%).
- Parents that receive advice on what to feed their child from a pediatrician or another source and have a professional provide child care (vs. family) are more apt to say they expect to introduce yogurt into their child's diet at about 12 months.
- Parents that are married/living with a partner are more likely to have introduced yogurt to their child's diet when they were about 6 months old.

Consumption of Yogurt



Yogurt: Expect to Introduce Vs. When Introduced



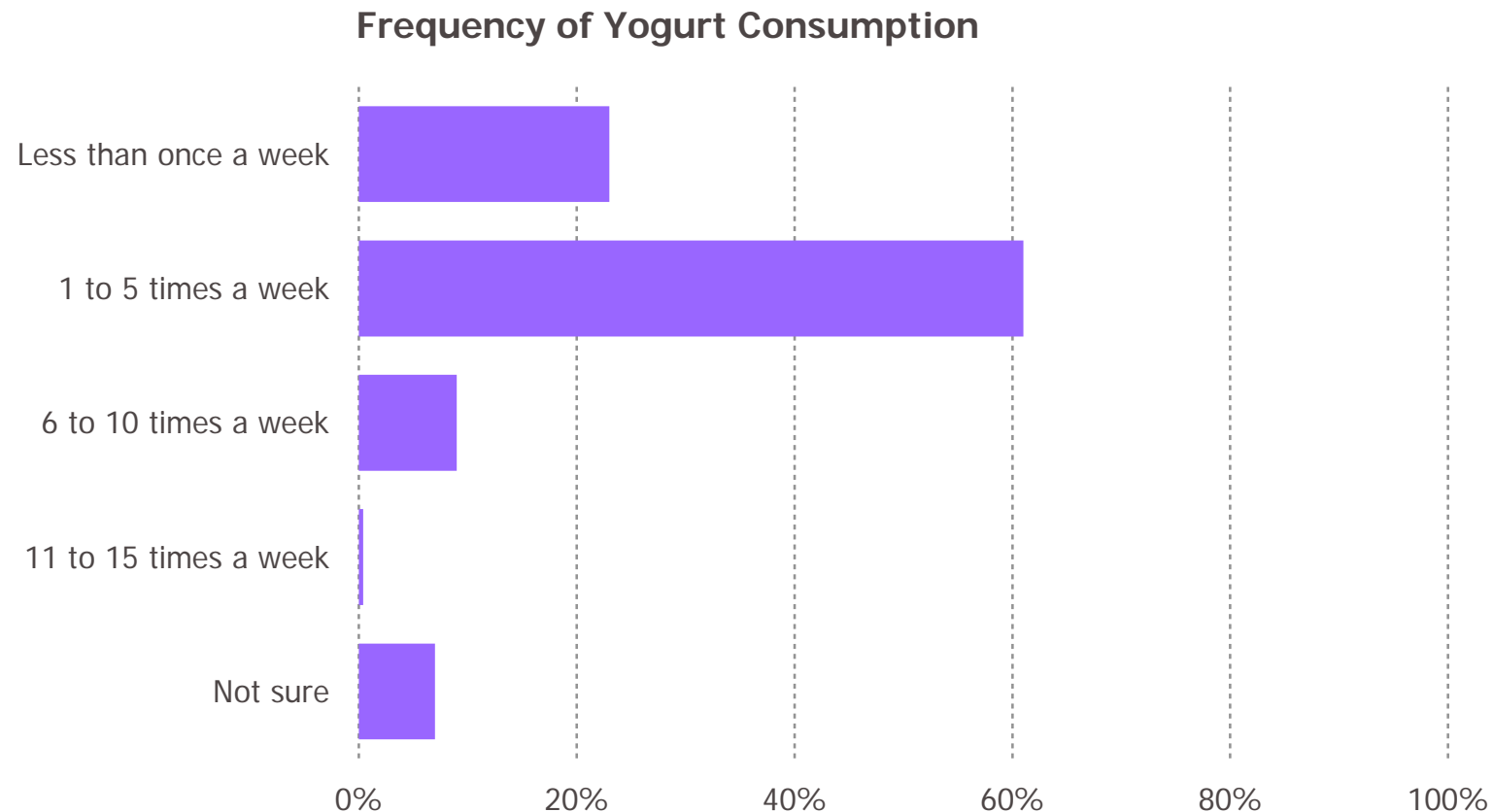
Q39. Has your child eaten yogurt of any kind? (Sample A2 n=503)

Q40. When do you expect to introduce or start your child on yogurt? (Sample A2; No yogurt n=83) *Asked of no yogurt only

At about what age did you first introduce or start your child on yogurt? (Sample A2; Yogurt n=420)

Six in ten feed their child yogurt 1 to 5 times a week.

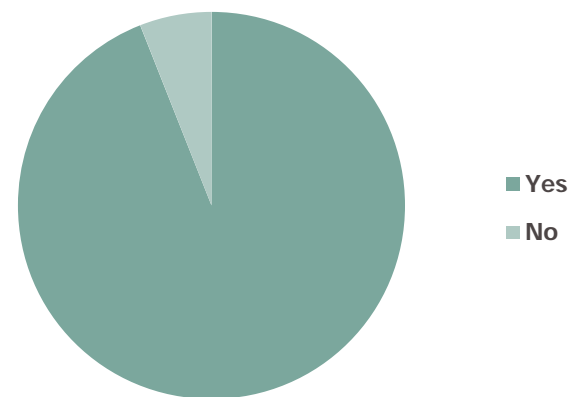
- *Parents with a child younger than 6 months old are more inclined to feed their child yogurt less than once a week.*
- *Parents that are married, have at least 1 adult working full-time in their household, has a family member providing child care, or no one providing child care are more likely to feed their child yogurt 1 to 5 times a week.*



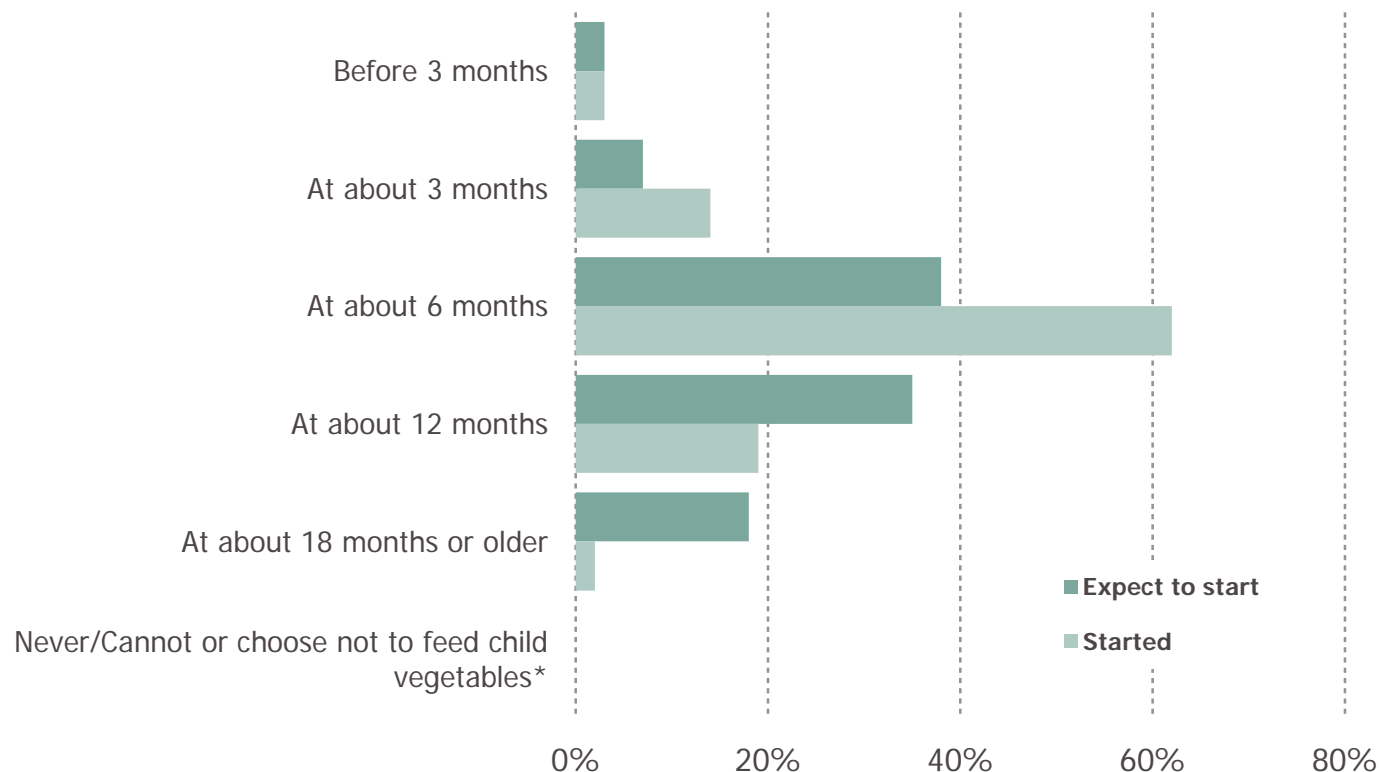
Parents believe they will feed their child vegetables at about 6 months or older, but it tends to happen a bit sooner.

- Parents not currently feeding their child vegetables believe they will at about 6 months or older (93%). However, many of the parents that are currently feeding their child vegetables did so when they were 6 month or younger (79%).
- Mothers are more likely to start feeding vegetables at 6 months (73% vs. 48% fathers); fathers start at 12 months (27% vs. 12% mothers).
- Parents with professional child care or no one providing childcare are more likely to introduce vegetables at about 6 months.

Consumption of Vegetables



Vegetables: Expect to Introduce Vs. When Introduced

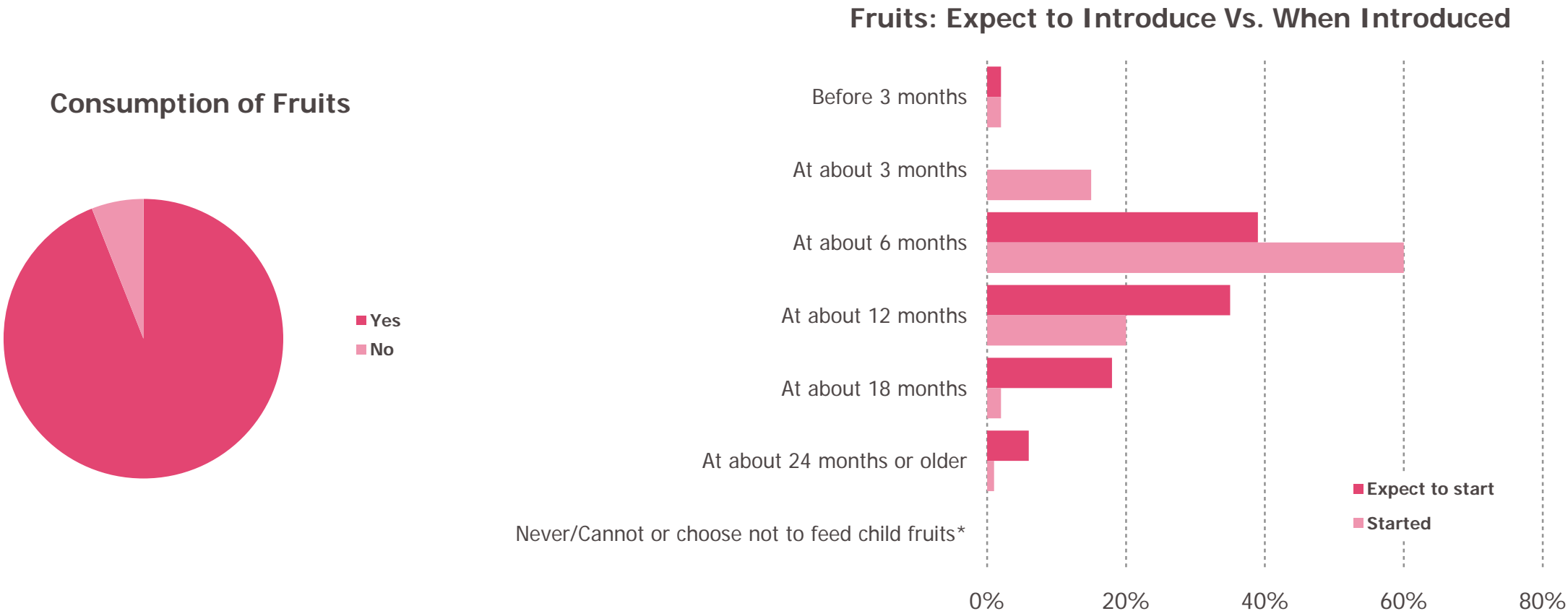


Q48. Has your child eaten any vegetables? (Sample B1 n=498)

Q50. When do you expect to introduce or start your child on vegetables? (Sample B1; No vegetables n=28) *Asked of no vegetables only

At about what age did you first introduce or start your child on vegetables? (Sample B1; Vegetables n=470)

Seven in ten expect to start their child on fruits between 6 to 12 months old. Three-fourths introduced fruits between 3 and 6 months.



Q52. Has your child eaten any fruits? (Sample B2 n=503)
Q54. When do you expect to introduce or start your child on fruits? (Sample B2; No fruits n=31) *Asked of No fruits only
At about what age did you first introduce or start your child on fruits? (Sample B2; Fruits n=472)

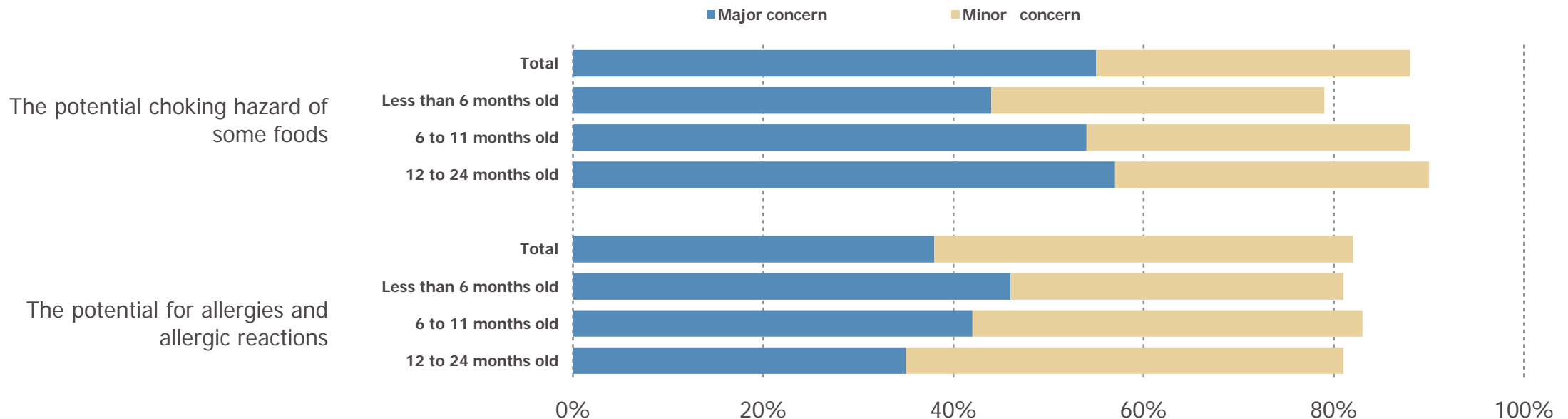
Purchasing & Feeding Specific Foods



Food safety – choking hazards and allergic reactions – tops the list of concerns about the transition to baby or solid foods.

- Allergic reactions are more often a concern for parents of children under 6 months, and those who say allergen-free foods are important are more likely to be concerned about reactions to foods.
- Concerns about choking appear to increase as the child ages.
- Parents receiving food assistance from the government or have a family member as their caregiver are more likely to describe most of the listed scenarios as a major concern.

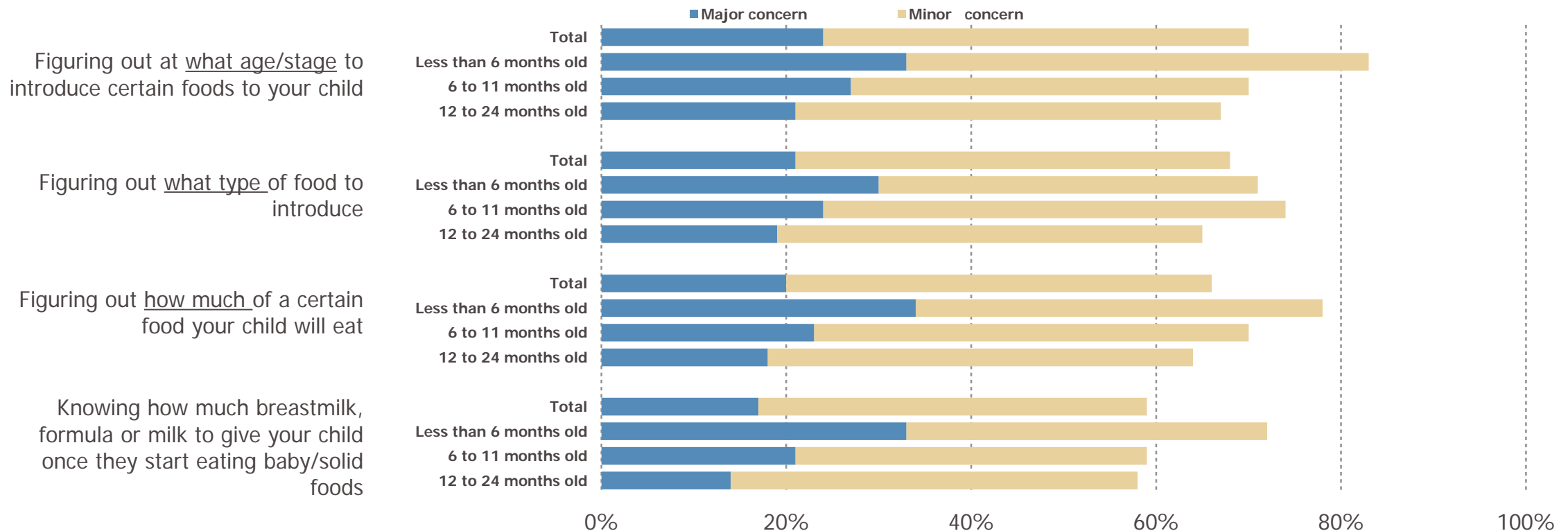
Top Concerns During Feeding Transition Times: Safety



Roughly two in three parents indicate they had concerns about when to introduce certain foods, the type of foods to introduce, and how much.

- *Parents with children under 6 months tend to be more concerned than parents with children 12 to 24 months.*

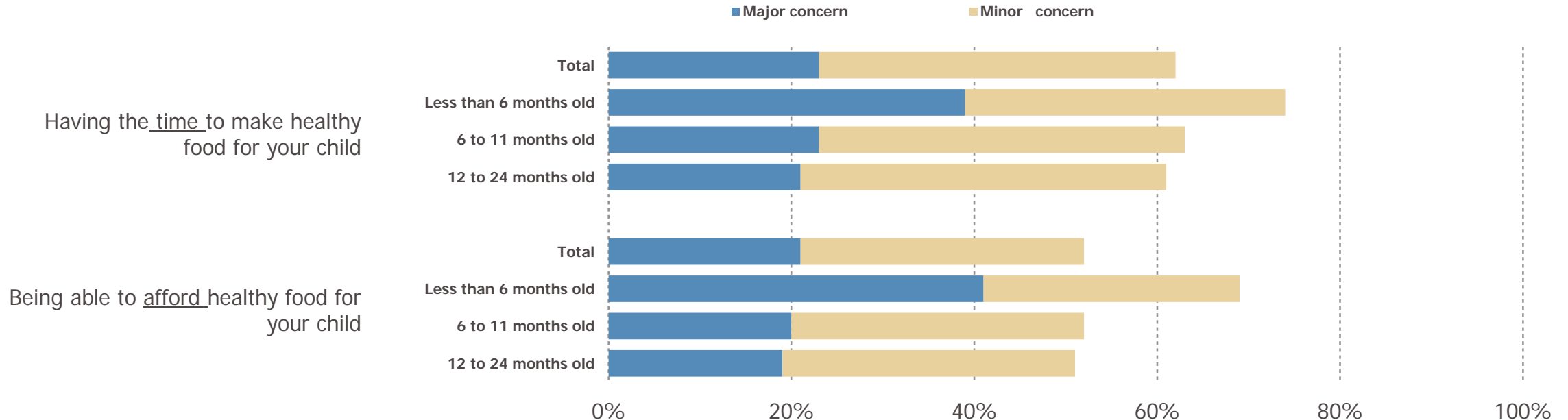
Concerns about Introducing What Foods & When



Among top concerns, seven in ten worry about having the time to make healthy foods. Half worry about cost.

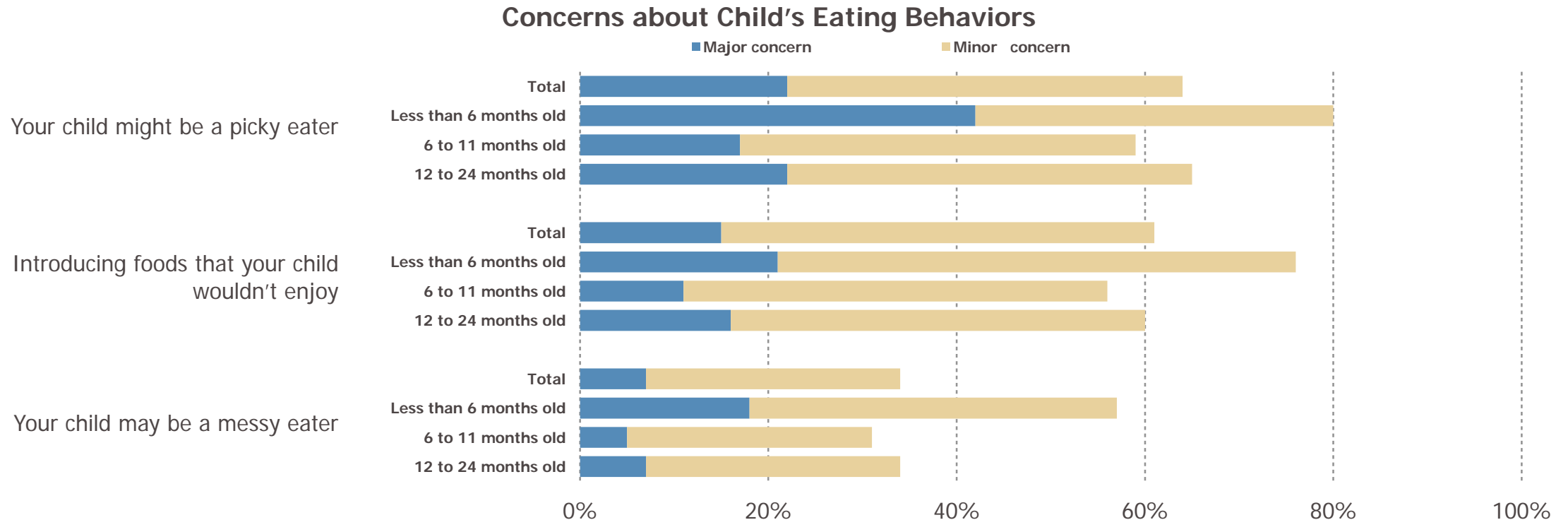
- *Parents with a child younger than 6 months are particularly likely to be concerned about having the time to prepare healthy foods as well as being able to afford healthy foods.*

Time & Money During Feeding Transitions



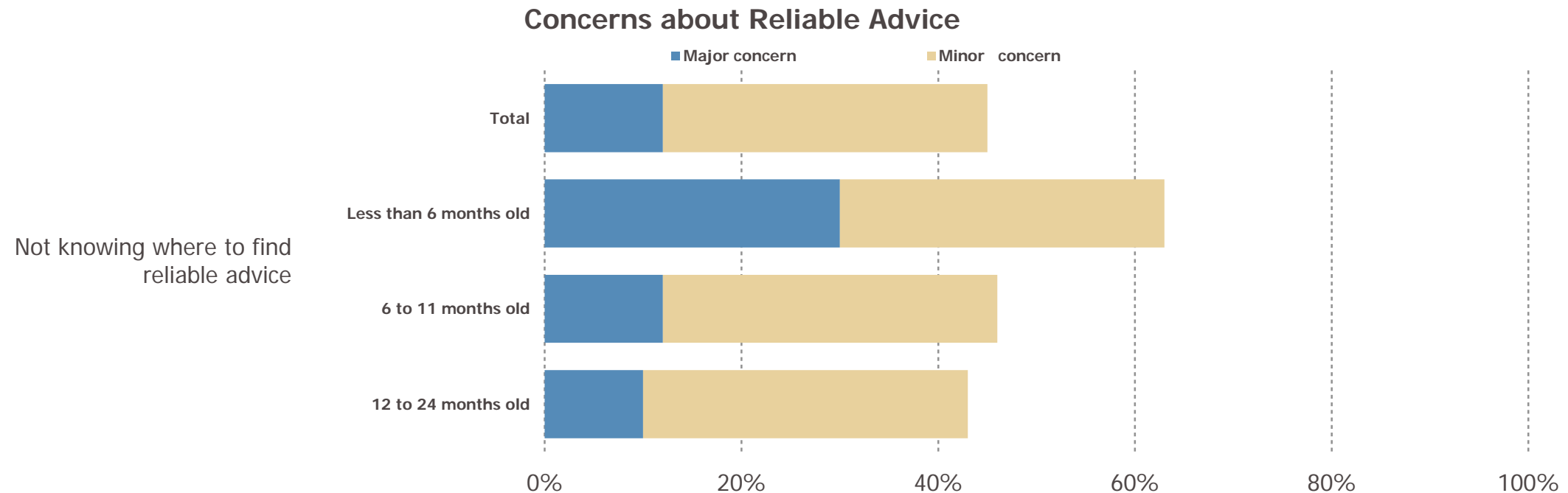
Most parents hope their child isn't a picky eater and have some concerns about introducing foods their child won't enjoy eating.

- *These concerns are highest among parents with a child under 6 months, but two-thirds of parents with a 12 to 24 month old express concern about picky eating.*



Despite confidence and satisfaction, about half of parents say not knowing where to find reliable advice is a concern during feeding transition times.

- *Parents with a child younger than 6 months are much more concerned about findings sources of advice, with nearly two-thirds saying this a concern.*



Over 1 in 5 parents of babies would like a guide on age appropriate foods.

- *Parents with no one providing child care are more prone to say they don't need any information.*

Desired Information or Guidance on Transitioning to Solid Foods

"A chart that says exactly what to introduce and at what age."

"How much baby food and baby cereal should he eat a day and how much formula should he have."

A guide/chart listing age appropriate foods

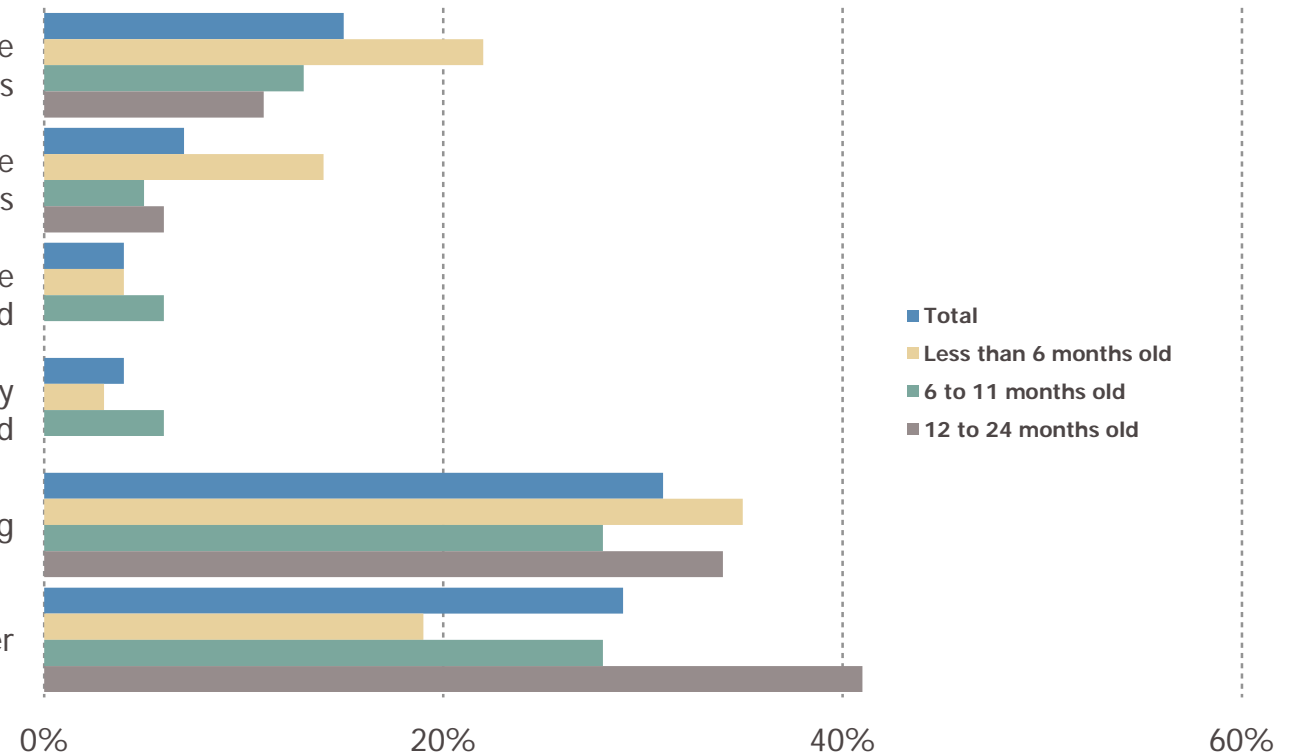
What to feed my child/What are the best foods

Foods that may be harmful or cause illness/choking hazard

How much/often should I feed my child

No info needed/None/Nothing

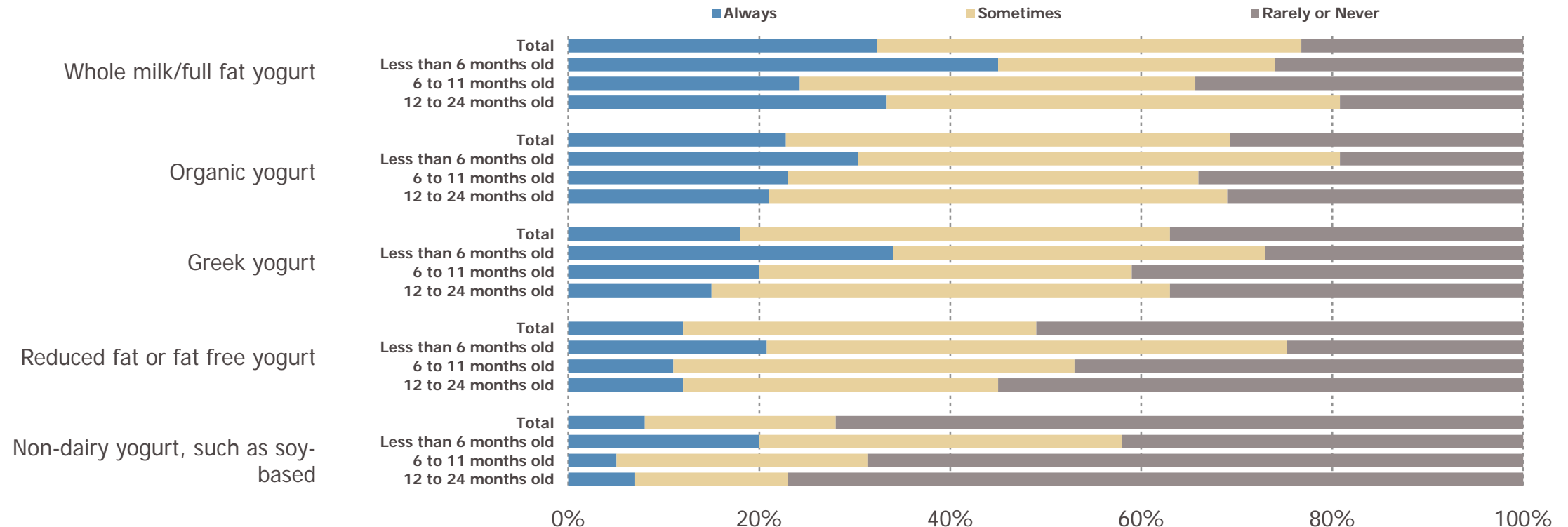
Other



Many parents look for yogurt containing whole milk when purchasing it for their child.

- Parents with a child younger than 6 months are more likely than parents with a child 12 to 24 months old to always search for Greek yogurt.
- Parents with a child younger than 6 months are more likely than parents with a child 6 to 11 months old to always look for non-dairy yogurt.

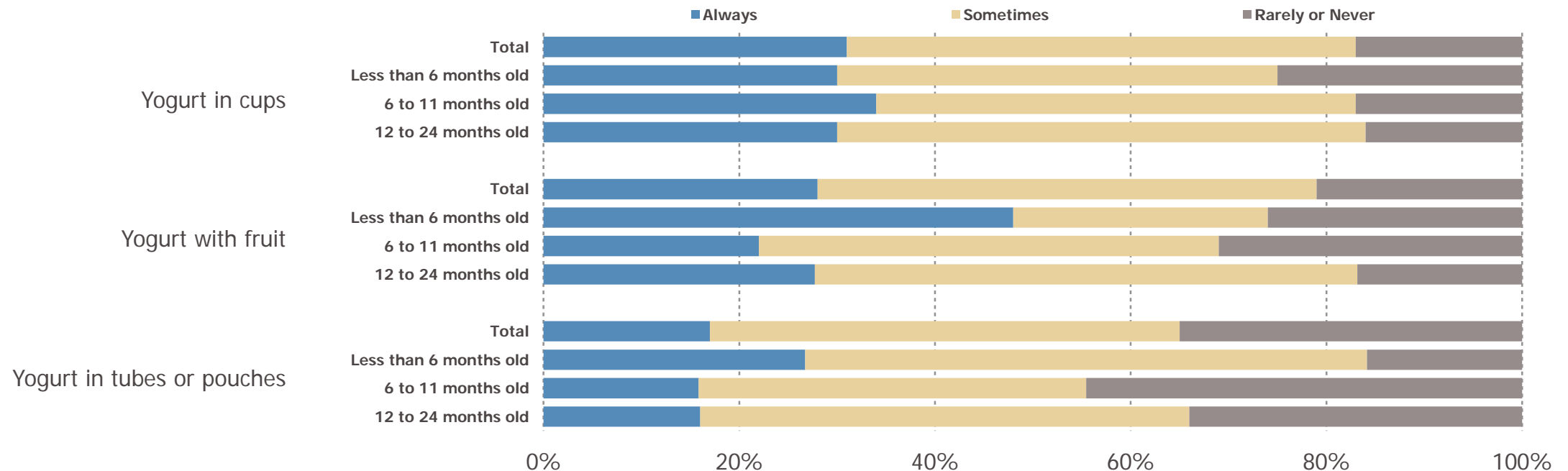
Types of Yogurt Typically Sought Out



When purchasing yogurt, about three in ten always look out for yogurt in cups or yogurt with fruit.

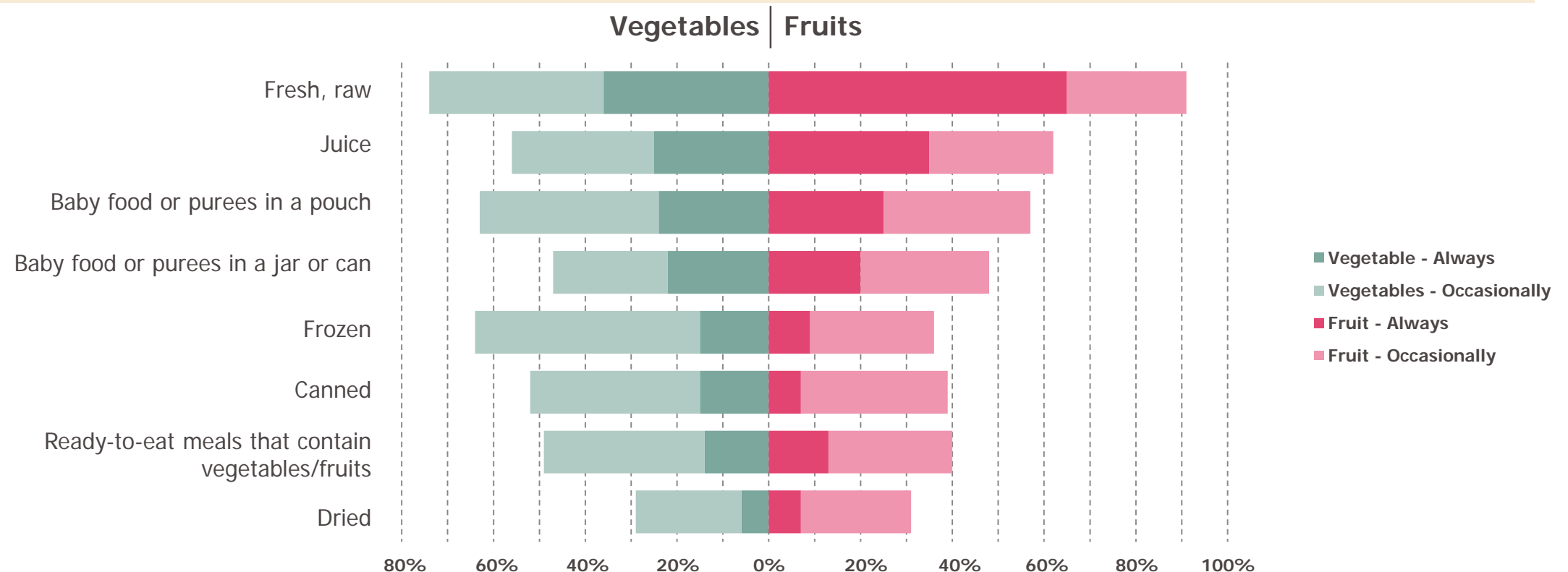
- Parents who say allergen-free foods are an important factor are more likely to always look for yogurt in tubes, is reduced in fat or fat free, is non-dairy, in cups, or with fruit.
- Parents with a child younger than 6 months are more likely to always seek out yogurt with fruit.
- Parents with family providing child care are more inclined to seek out yogurt in cups or with fruit.
- Parents are single or have a family member providing child care are more apt to seek yogurt with fruit.

Types of Yogurt Typically Sought Out



Parents tend to purchase fresh fruits and vegetables for their children.

- Parents who say allergen-free foods are important are more likely to purchase fruits and vegetables that are in pouches, jars, juice form, and dried.
- Parents that do not receive food assistance and do not have child care (vs. professional child care) are more apt to purchase fresh, raw vegetables for their child.
- Parents making less than \$35K are more likely to purchase vegetable juice and ready-to-eat meals that contain vegetables.
- Parents that receive advice from family or friends, have an income less than \$75k, receives food assistance, are single, no adults working full-time in household (vs. all working), or have a family member providing child care are more likely purchase fruit juice for their child.
- Single parents are more apt to purchase baby foods or purees, ready-to-eat meals containing fruit, canned fruit, or frozen fruits.



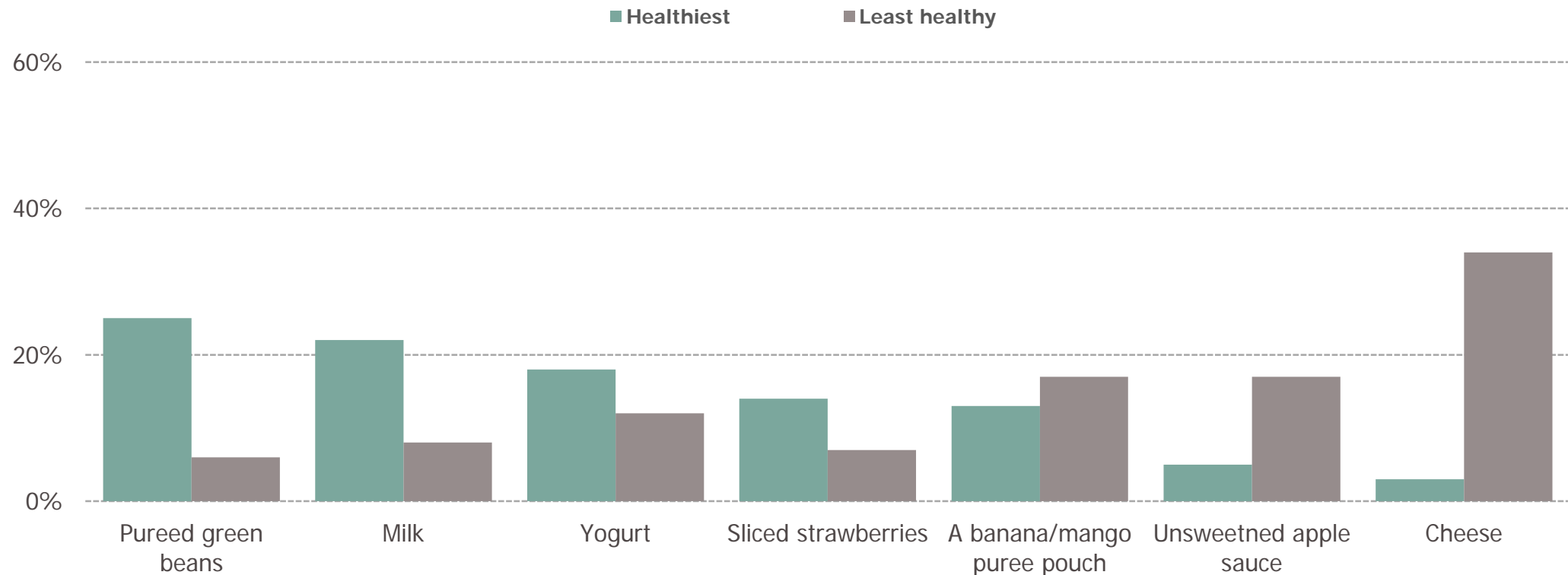
Perceived Nutrition of Specific Foods



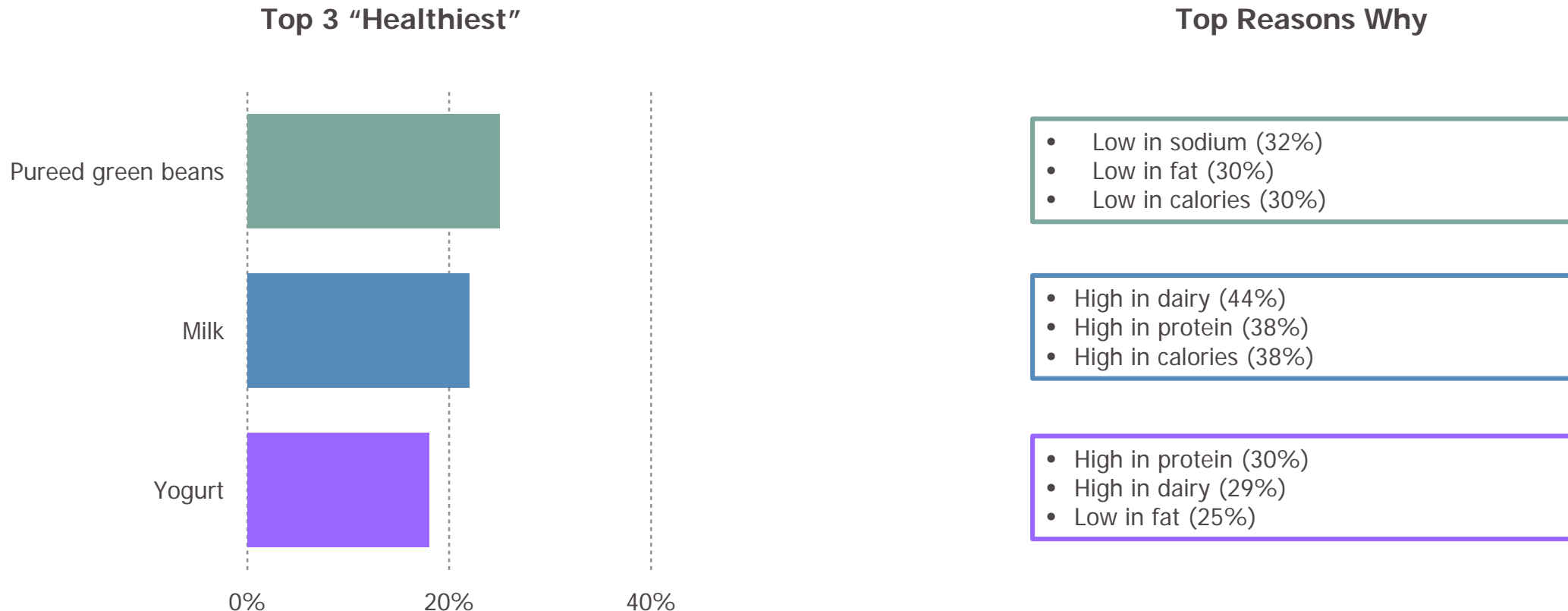
One in four parents select pureed green beans as a food with great nutritional value. Over one-third believe cheese is not a healthy food choice.

- Parents with a child younger than 3 months are least likely to select yogurt as healthy.
- Parents that receive advice primarily from a pediatrician (vs. friends/family), not receiving food assistance, at least 1 adult working full-time, or has a professional or no one providing child care are more likely to select pureed green beans as the food with most nutritional value.

Most Nutritional Value Vs. Least Nutritional Value

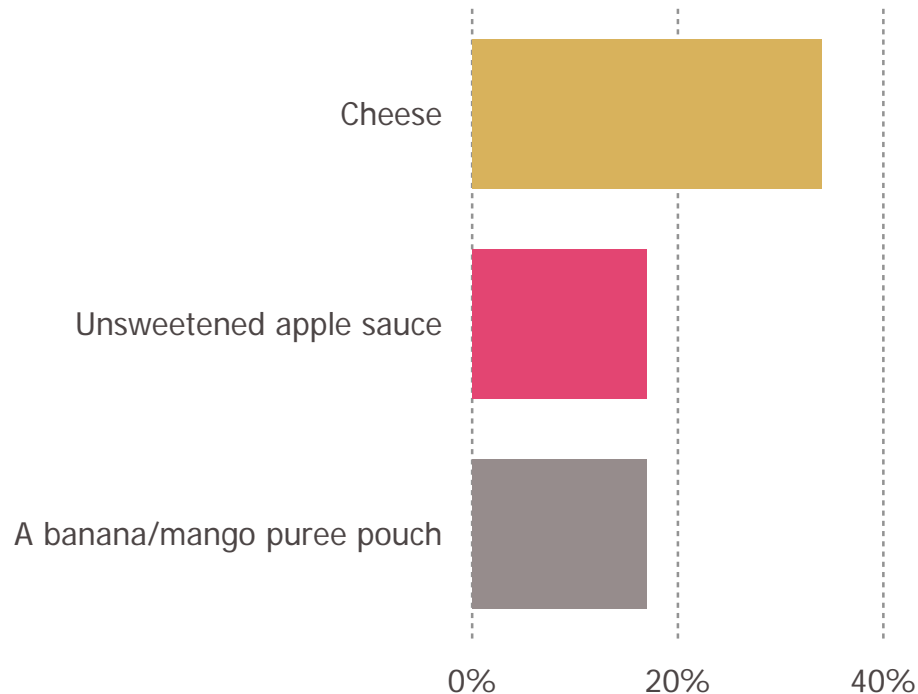


Being low in fat, high in protein, and high in dairy are some of the top reasons parents believe a specific food is the healthiest for their child.



Parents identify specific foods as least healthy because they are high in calories or fat.

Top 3 “Least Healthy”



Top Reasons Why

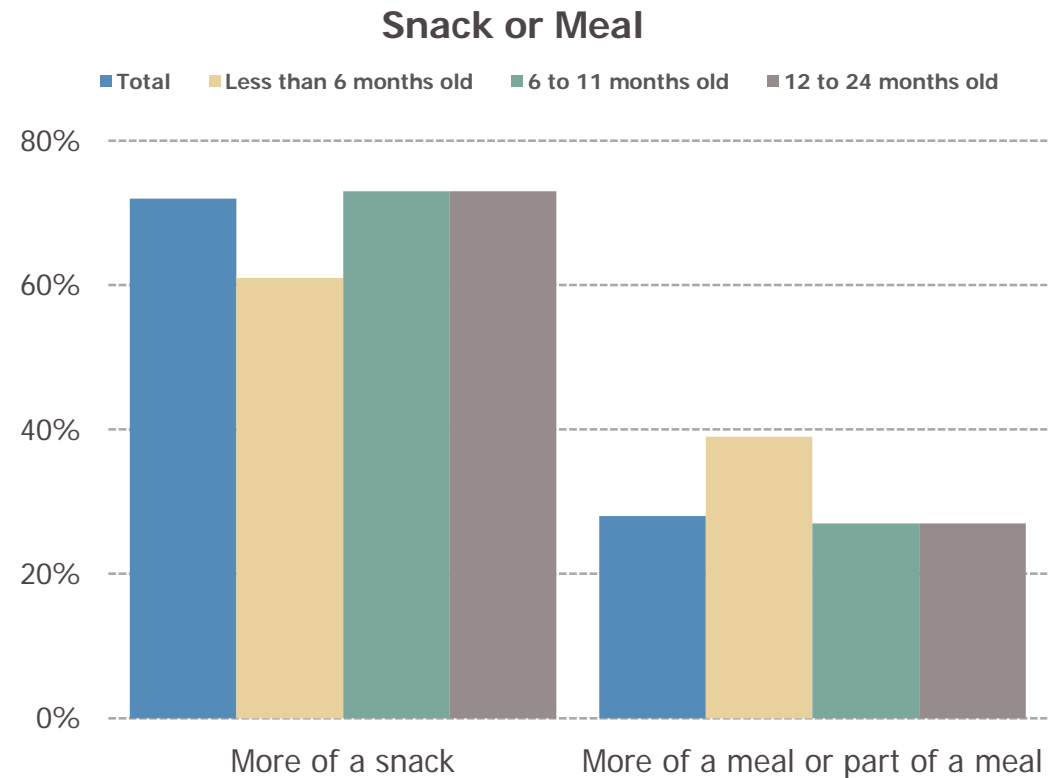
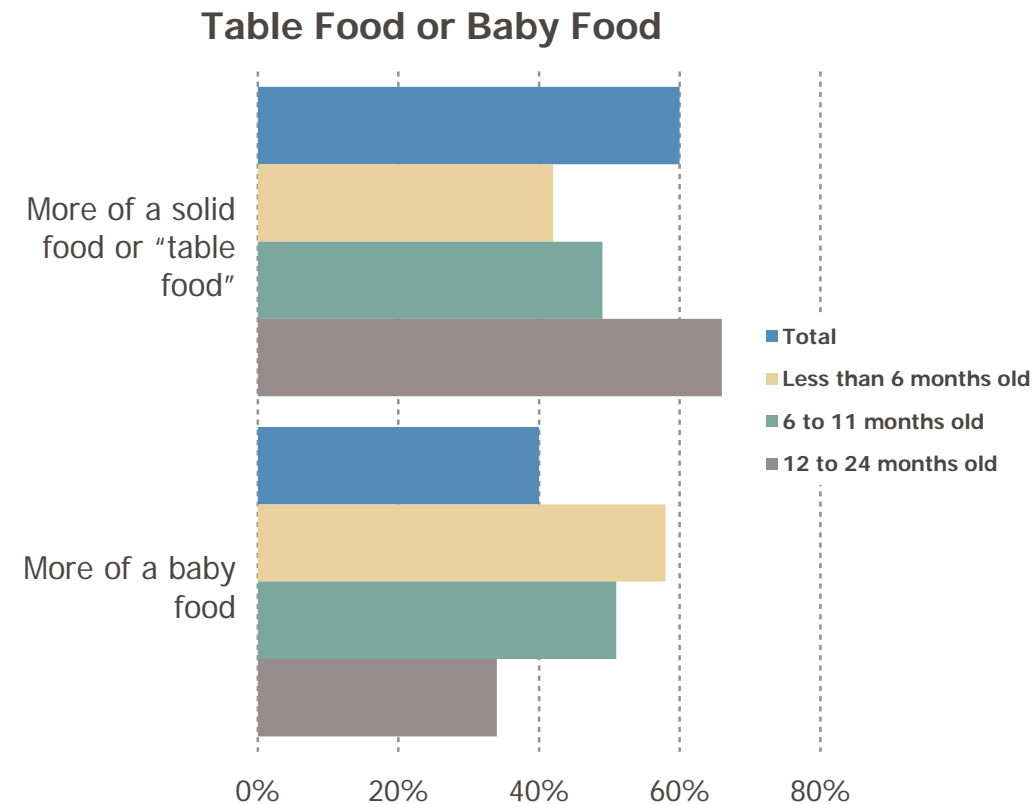
- High in fat (70%)
- High in sodium (60%)
- High in calories (49%)

- Low in calories (34%)
- Low in dairy (30%)
- Low in key nutrients/vitamins (26%)

- High in sugar (34%)
- High in calories (17%)
- Low in protein (14%)

Parents consider yogurt more of a solid food, however they also consider it to be more of a snack.

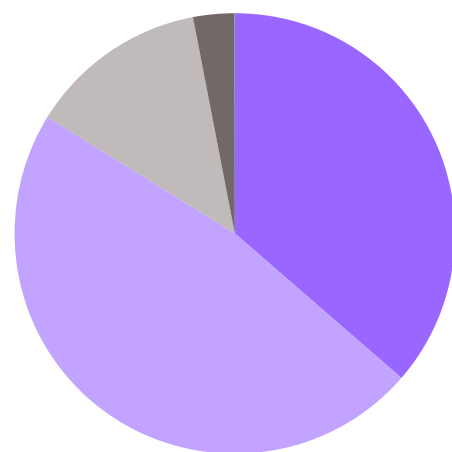
- Young parents (age 18 to 29), parents with a child 11 months and younger, parents not currently feeding their child table foods, and parents who say allergen-free foods are an important factor are more likely to consider yogurt a baby food.
- Parents receiving food assistance or are single are more prone to consider yogurt a baby food.
- Parents with an income less than \$75k are more likely to consider yogurt more of a snack.



Most parents believe that yogurt is a good source of nutrition for their child. However, of those not adding yogurt to their child's diet, six in ten list too much sugar as a reason why.

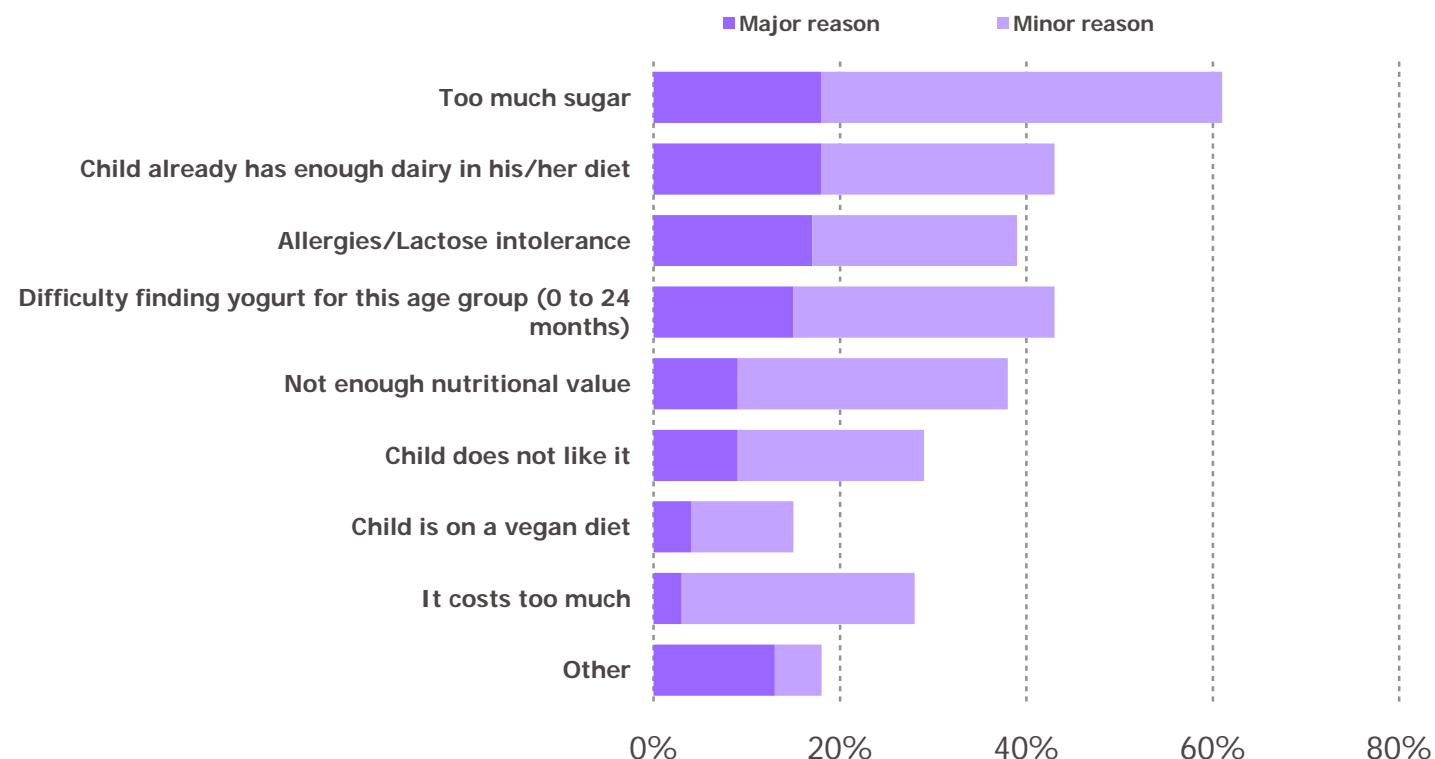
- *Parents that receive child care from a family member and have at least 1 adult working full-time in the household are more likely to believe that yogurt is a good source of nutrition for their child.*

"Yogurt is a good source of nutrition for my child."





■ Strongly agree
 ■ Somewhat agree
 ■ Neither agree nor disagree
 ■ Disagree


Reasons for Not Feeding Child Yogurt




A common advantage of feeding a child these specific foods is because the child enjoys it. The amount of sodium and sugar is a common concern.

 Cheese			
Top Advantages		Top Concerns	
Taste/Child enjoys it	74%	Use of artificial flavors	48%
Amount of calcium/vitamin D	72%	Salt/sodium content	44%
Amount of protein	66%	Presence of antibiotics & hormones	40%

 Vegetables			
Top Advantages		Top Concerns	
Amount of vitamins that promote a healthy immune system	79%	Use of pesticides on some vegetables	57%
Taste/Child enjoys it	68%	Salt/sodium content	34%
Amount of fiber	68%	Amount of sugar	31%

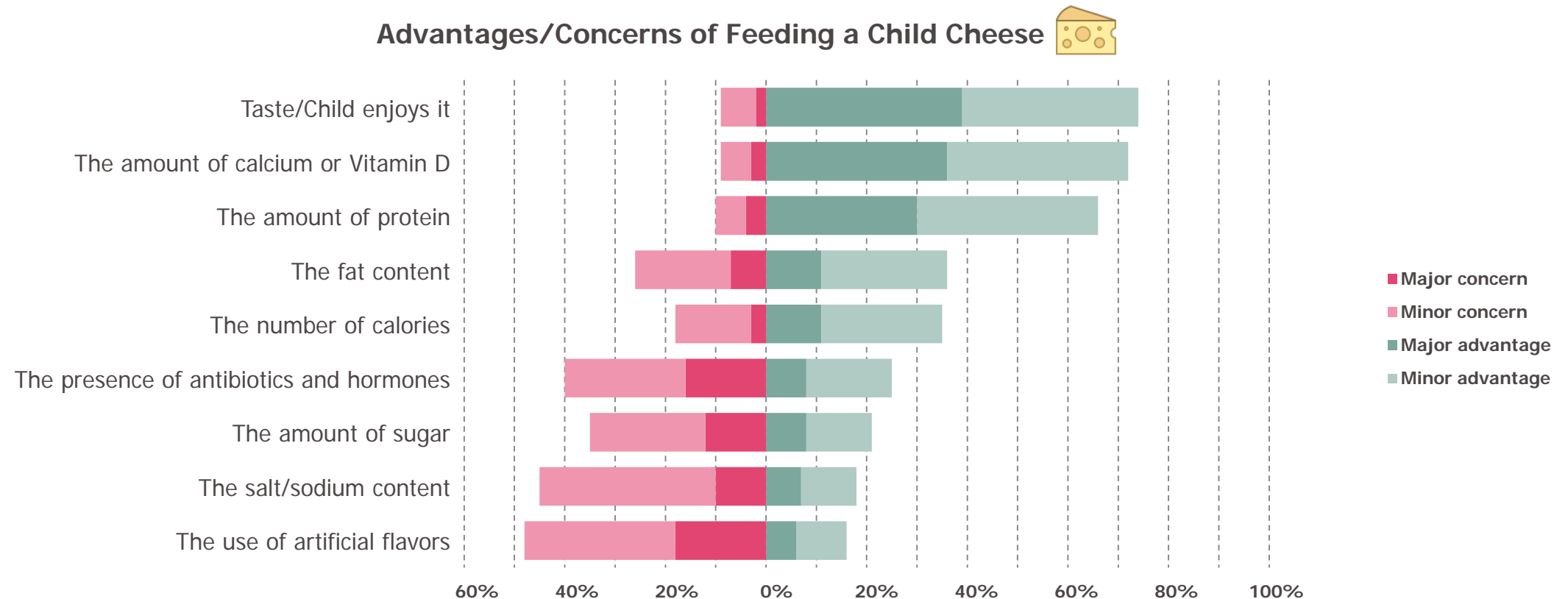
 Fruits			
Top Advantages		Top Concerns	
Taste/Child enjoys it	79%	Use of pesticides on some fruits	65%
Amount of vitamins that promote a healthy immune system	78%	Amount of sugar	43%
Amount of fiber	63%	Salt/sodium content	37%

 Yogurt			
Top Advantages		Top Concerns	
Amount of calcium/vitamin D	76%	Amount of sugar	57%
Taste/Child enjoys it	75%	Use of pesticides on some ingredients	57%
Amount of vitamins that promote a healthy immune system	73%	Use of artificial flavors	55%

Q38. In your opinion, are each of these a concern or an advantage of feeding your child cheese? (Sample A1 n=498)
 Q45. In your opinion, are each of these a concern or an advantage of feeding your child yogurt? (Sample A2 n=503)
 Q51. In your opinion, are each of these a concern or an advantage of feeding your child vegetables? (Sample B1 n=498)
 Q55. In your opinion, are each of these a concern or an advantage of feeding your child fruits? (Sample B2 n=503)

For parents, the advantages of feeding children cheese generally outweighs their potential concerns.

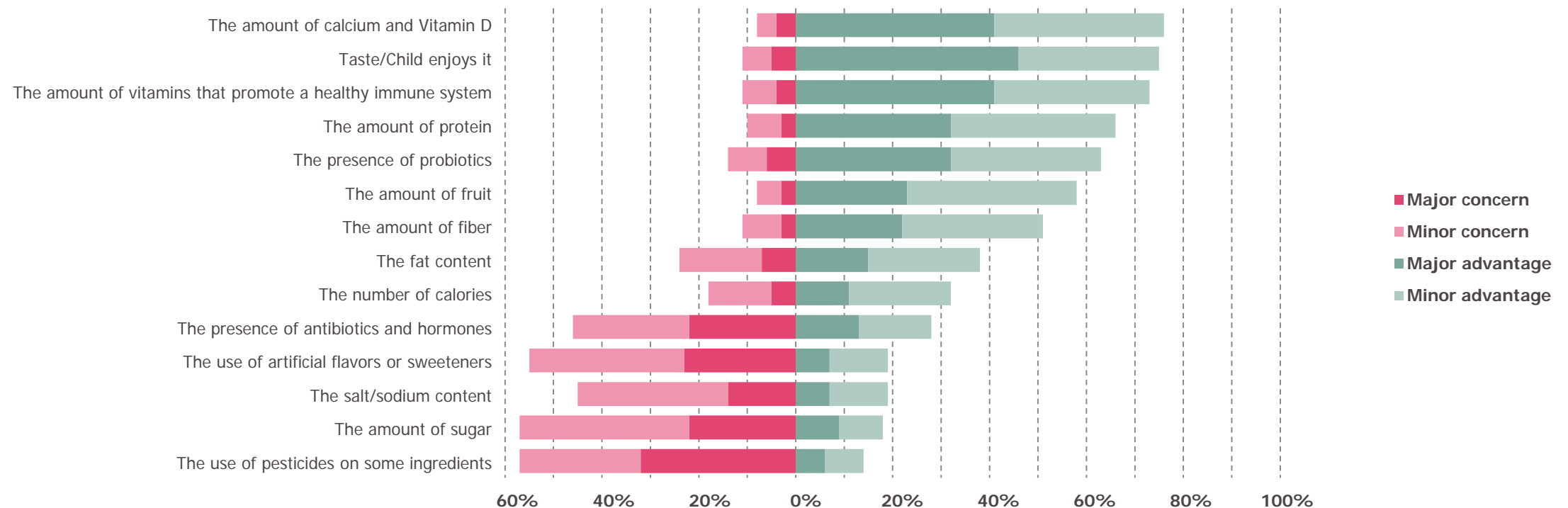
- Mothers are more likely to see the amount of calcium/Vitamin D in cheese as an advantage in comparison to fathers.
- Those with children ages 6-11 months are more likely to see fat content and calories as advantages versus those with one-year-olds.
- Parents not receiving food assistance from the government and not receiving any additional child care are more inclined to say the amount of calcium and protein in cheese is an advantage of feeding it to their child.



Roughly 3 in 4 parents see the vitamin content of yogurt as an advantage. Pesticides, sugars, sweeteners are top concerns.

- Parents with lower income are more likely to see the fruit and fiber content of yogurt as advantages.
- Those with children ages 6-11 months are more likely to see the sodium-content and the use of pesticides as concerns versus those with one-year-olds. Interestingly, they are also more concerned about the presence of probiotics, although it is still more likely seen as an advantage.
- Parents that receive child care from family and friends are more than those with professional child care to list the amount of vitamins that promote a healthy immune system as an advantage to feeding their child yogurt.
- Parents that are married are more likely to cite the amount of protein, their child enjoys it, and the presence of probiotics as an advantage.

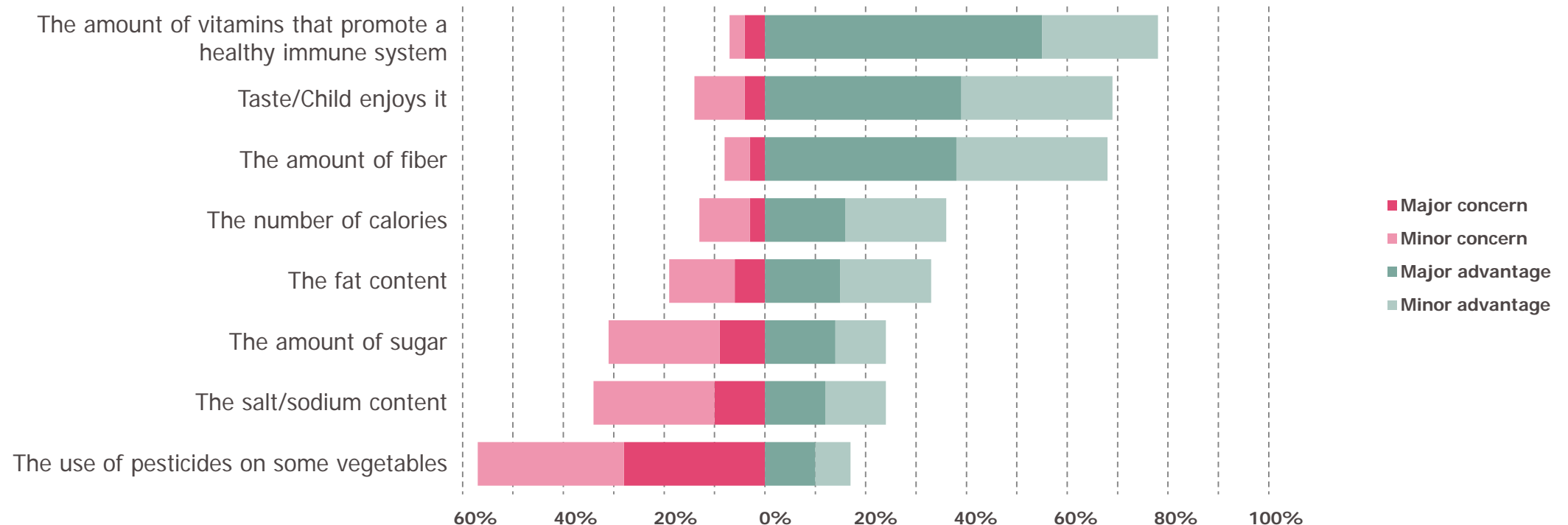
Advantages/Concerns of Feeding a Child Yogurt



Nearly 8 in 10 see the amount of vitamins that promote a healthy immune system as an advantage of vegetables.

- *Enjoyment of vegetables and fiber-content are also strong advantages, while the use of pesticides on some vegetables is clearly the top concern.*
- *Mothers care more about the immune-boosting vitamins than do fathers.*
- *Those with children ages 6-11 months are more likely to see fat, sugar, and salt content as advantages versus those with children 12 -24 months.*
- *Parents not receiving food assistance, has only 1 adult working full-time in household, or have no one providing child care (vs. professional child care) are more inclined to say the amount of vitamins that promote a healthy immune system is an advantage of feeding their child vegetables.*

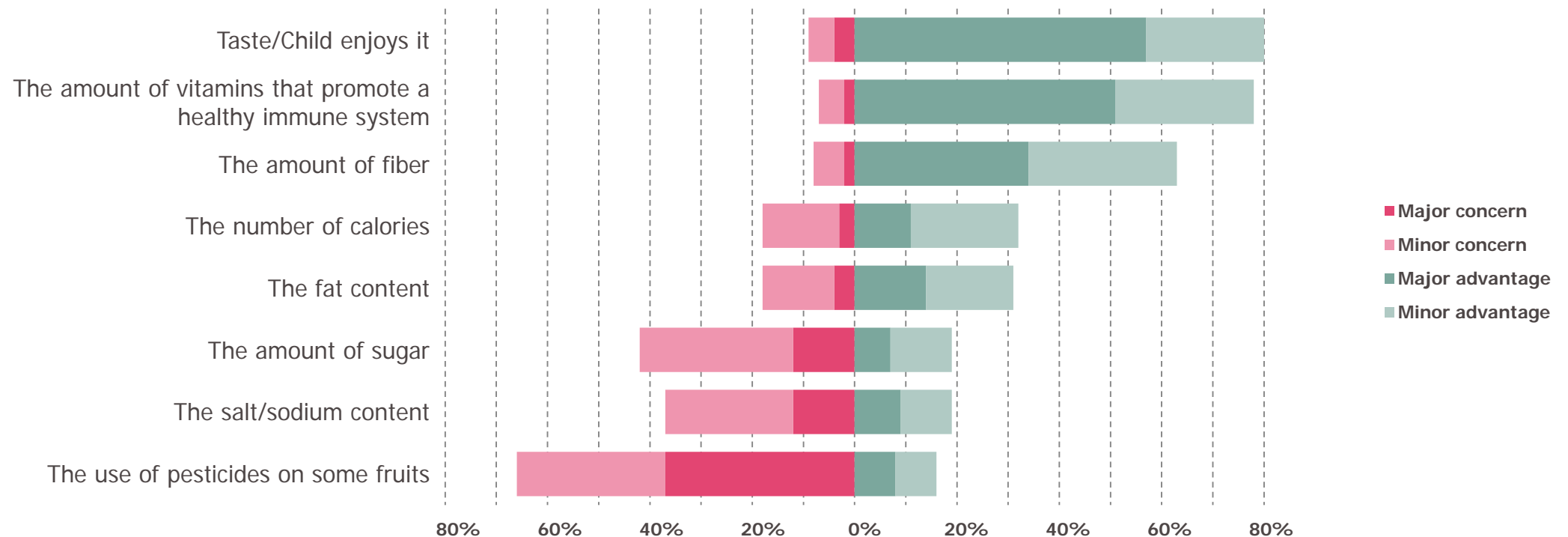
Advantages/Concerns of Feeding a Child Vegetables



Similar to vegetables, taste, immune-boosting vitamins, and fiber are the top advantages of fruit.

- Those with one-year-olds are more likely to see taste and vitamins that promote a healthy immune system as advantages.
- Lower income parents and single parents have more concerns about sodium content.
- Parents that are married/living with a partner, has only 1 adult working full-time in the household are more inclined to say their child enjoying it, the amount of vitamins that promote a healthy immune system, or the amount of fiber are advantages of feeding their child fruit.

Advantages/Concerns of Feeding a Child Fruit



Demographics



Demographics

Gender

Male 45%

Female 55



Age

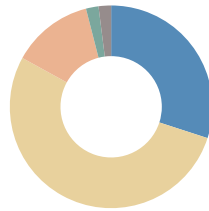
18-29 30%

30-39 53

40-49 13

50-59 2

60+ 2



Race/Ethnicity

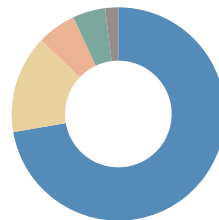
White 73%

African American 15%

Hispanic/Latino 6%

Asian or Pacific Islander 5%

Other 2%



Household income

Less than \$35,000 20%

\$35,000 to \$49,999 16

\$50,000 to \$74,999 20

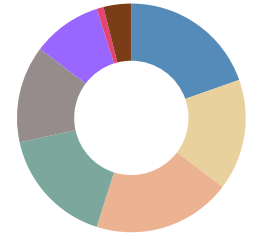
\$75,000 to \$99,999 17

\$100,000 to \$149,999 14

\$150,000 and above 10

Not sure 1

Prefer not to answer 4



Education

Less than high school 2%

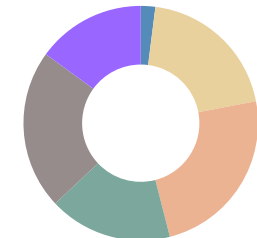
Graduated high school 20

Some college 24

AA degree/technical/vocational 17

Bachelor's degree 22

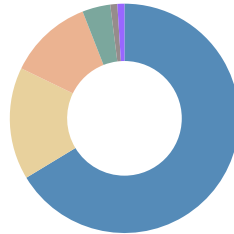
Graduate/professional degree 15



Demographics

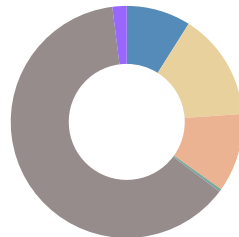
Marital status

Married	67%
Living with partner	16
Single, never married	12
Divorced or separated	4
Widowed	1
Prefer not to say	1



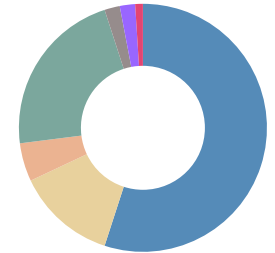
Food assistance

Yes, SNAP program	9%
Yes, WIC program	15
Yes, both SNAP and WIC program	11
Yes, another program	<0.5
No, do not receive food assistance	63
Prefer not to say	2



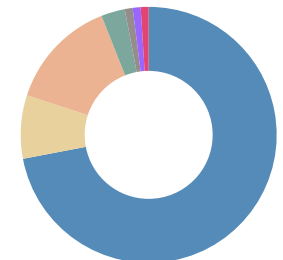
Employment status

Full-time	55%
Part-time	13
Stay at home parent	22
Not employed, but seeking word	5
Retired	2
Full-time student	2
Other	1



Spouse's/Partner's employment status

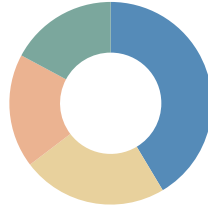
Full-time	72%
Part-time	8
Stay at home parent	14
Not employed, but seeking word	3
Retired	1
Full-time student	1
Other	1



Demographics

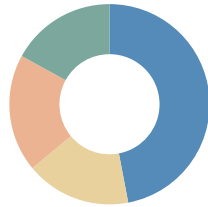
U.S. region

South	41%
West	23
Midwest	18
Northeast	17



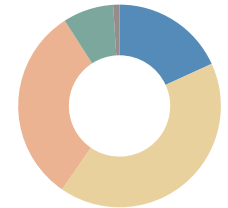
Type of location

Suburban	47%
Urban	17
Rural	19
Small town	17



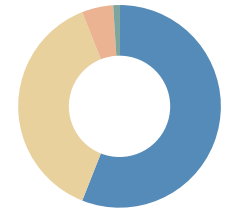
Health status

Excellent	18%
Very Good	41
Good	31
Fair	8
Poor	1



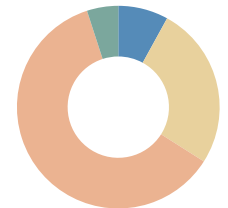
Child's health status

Excellent	56%
Very Good	38
Good	5
Fair/Poor	1



Child's age

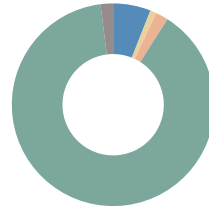
Less than 6 months	8%
6-11 months	26
12-23 months	61
24 months	5



Demographics

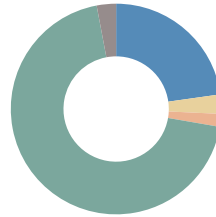
Number of kids (<6 Months)

1	6%
2	1
3+	2
None	89
Prefer not to say	2



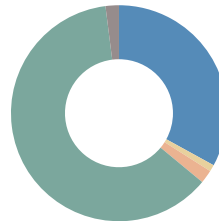
Number of kids (6 to <12 months)

1	23%
2	3
3+	2
None	70
Prefer not to say	3



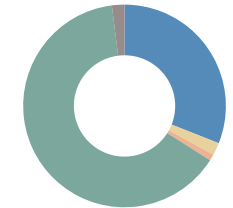
Number of kids (12 to <18 months)

1	33%
2	1
3+	2
None	62
Prefer not to say	2



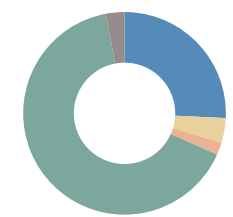
Number of kids (18 to <24 months)

1	31%
2	2
3+	1
None	64
Prefer not to say	2



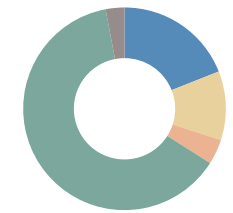
Number of kids (2 to 4 years)

1	26%
2	4
3+	2
None	66
Prefer not to say	3



Number of kids (5+ years)

1 Kid	19%
2 Kids	11
3+ Kids	4
None	63
Prefer not to say	3





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