



International Food Information Council (IFIC) Foundation

# 2009 FOOD & HEALTH SURVEY

Consumer Attitudes toward Food, Nutrition & Health

*A Trended Survey*



Welcome!

Please dial in to the audio portion:

(866) 837-9789



INTERNATIONAL  
FOOD INFORMATION  
COUNCIL FOUNDATION



# Today's Speakers

- Jennifer Schleman, APR  
*Director, Public Outreach and Online Communications*



- Wendy Reinhardt Kapsak, MS, RD  
*Director, Health and Wellness*



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# Agenda

- **Brief Background**
- **Presentation of Findings**
- **Summary and Implications**
- **Questions and Answers**

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# International Food Information Council Foundation

## Mission:

*To effectively communicate science-based information on health, nutrition, and food safety for the public good.*

Primarily supported by the broad-based food, beverage and agricultural industries.

<http://www.ific.org>



2009 Food & Health Survey



# International Food Information Council and Foundation Consumer Research: Food Labeling

- *Food & Health Survey: Consumer Attitudes toward Food, Nutrition, and Health* (2006-2009)
- Food Label Quantitative Web Survey and Experiment (2008)
- Food Label Ethnographic and Focus Group Research (2006)
- Qualified Health Claims Consumer Research Project – Focus Groups and Web Survey and Experiment (2005)
- Food Label & Calorie Research: Qualitative Research Findings (2004)
- Impact of *Trans* Fat Label Information on Consumer Food Choices (2003)



<http://ific.org/research>

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# The Foundation *Food & Health Survey*

<http://www.ific.org>

International Food Information Council (IFIC) Foundation  
**FOOD & HEALTH SURVEY**  
Consumer Attitudes toward Food, Nutrition & Health

International Food Information Council (IFIC) Foundation  
**2007 FOOD & HEALTH SURVEY**  
Consumer Attitudes toward Food, Nutrition & Health  
A Trended Survey

International Food Information Council (IFIC) Foundation  
**2008 FOOD & HEALTH SURVEY**  
Consumer Attitudes toward Food, Nutrition & Health  
A Trended Survey

International Food Information Council (IFIC) Foundation  
**2009 FOOD & HEALTH SURVEY**  
Consumer Attitudes toward Food, Nutrition & Health  
A Trended Survey

2006

2007

2008

2009

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# Methodology

<b>Methodology</b>	<b>Web Survey</b>
<b>Population</b>	<b>Representative Sample of Americans Aged 18+</b>
<b>Data Collection Period</b>	<b>February 19-March 11, 2009</b>
<b>Sample Size (Error)</b>	n=1,064 ( $\pm$ 3.0 for 2009) ( $\pm$ 4.4 among 2009, 2008, 2007, 2006)
<b>Data Weighting*</b>	<b>Data Weighted on Age, Gender, Income, Education and Race</b>

\*Weighting is a widely accepted statistical technique that is used to ensure that the distribution of the sample reflects that of the population on key demographics. With any data collection method, even when the outgoing sample is balanced to the Census, some populations are more likely than others to respond.



# Confused and Conflicted: How Consumers View Food News, Labels, and Other Food Information

**Food and Health Information Sources**  
**Food Labeling**  
**Dietary Guidance and *MyPyramid***  
**Purchasing Influencers**

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# Food and Health Information

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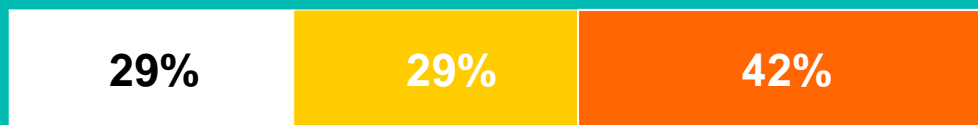


# Consumers Are Interested in Food and Health Information AND... Are Searching for Consistent and/or Positive Messages.

Reading or hearing about the relationship between food and health is of interest to me\*



I feel that food and health information is confusing and conflicting



I am more interested in hearing about what TO eat, rather than what NOT to eat



■ Disagree ■ Neither ■ Agree

(n=1064)

\*Total does not add to 100 percent due to rounding  
▲ / ▼ Significant increase/decrease from year indicated

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# Sources of Information Guiding Consumers' Food and Health Practices

Media (includes TV, newspaper, magazine, Internet, and radio) 65%

Food label 61%

Friends/Family 42%

Health professional (e.g., doctor, nurse, physician assistant, pharmacist, etc.) 33%

Grocery store, drug store, or specialty store 28%

Product manufacturer communications (i.e., Web sites, advertising, etc.) 13%

Health Association 9%

Dietitian 8%

Government official/Agency 5%

What three sources of information do you use most often to guide your food, nutrition, and food safety practices? *Select three.* (n=1064)

NOTE: Responses less than five percent not shown

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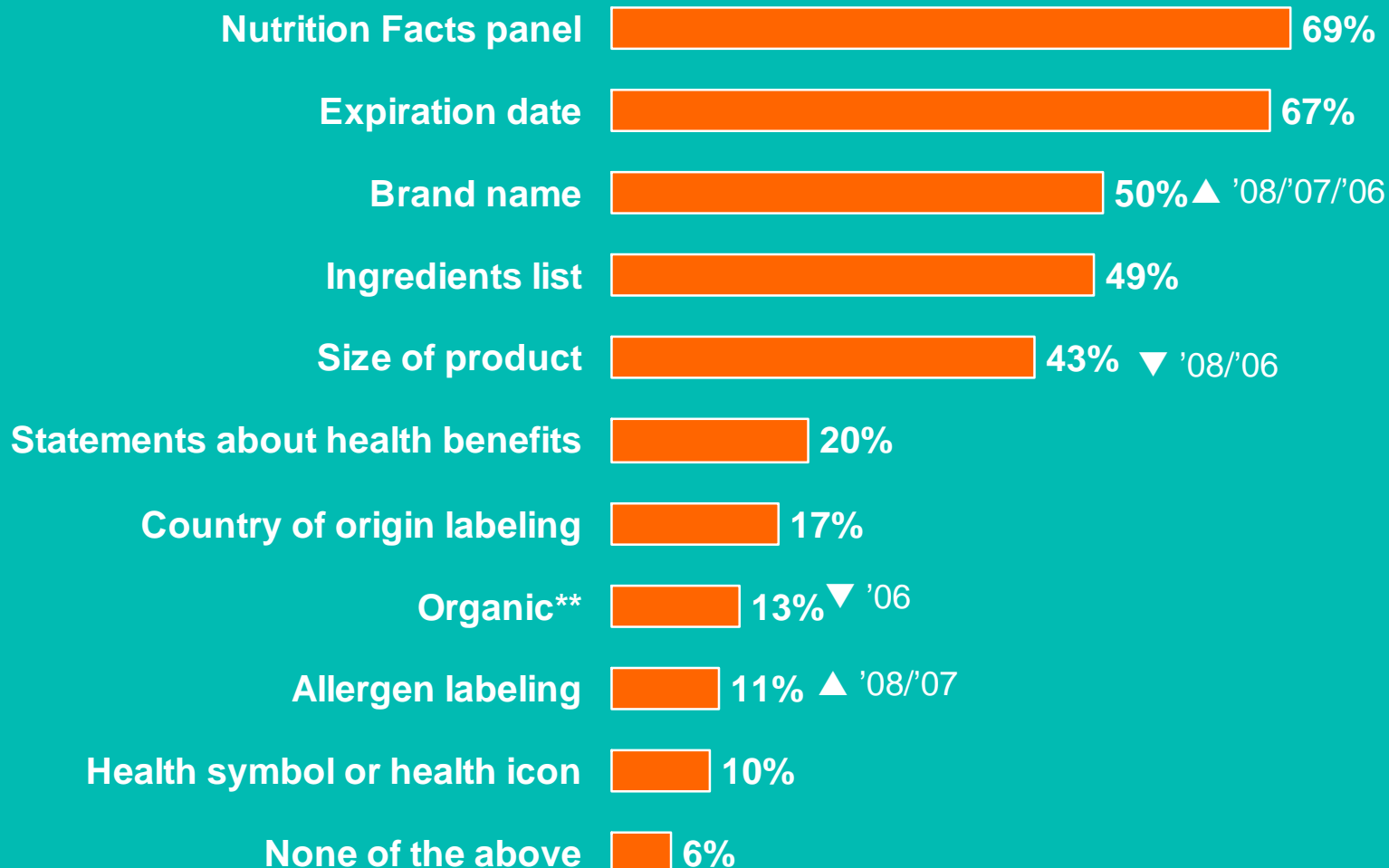
# Food Labeling

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# Consumers' Reported Use of Information on the Food and Beverage Package



What information do you look for on the food or beverage package when deciding to purchase or eat a food or beverage? *Select all that apply.* (n=1064)

▲ / ▼ Significant increase/decrease from year indicated

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# The Nutrition Facts panel: *When do they look at it?*



**MORE**  
New items

Items with front claims

Items with similar front claims

Items with same price points

Items requested by another adult  
with a health concern

Items requested by children

Items with changed recipes,  
like sauce or flavorings

"Something I haven't tried...I  
probably would look at it and  
say, 'OK, let's see...'"  
—Roberta

"I look at the NFP when I  
already think the product  
might be high in fat." -Tiffany

**LESS**



Routine items

Single ingredient products  
(e.g., milk or eggs)

Items requested by other  
healthy adults

Discount items

Food Label Consumer Research  
Phase I Findings: Ethnographic Interviews (2006)

# Consumers' Reported Use of Information on the Nutrition Facts panel

Calories	75%
Total Fat	69% ▼ '06
Sugars	61% ▼ '08
Trans Fat	57% ▼ '07/ ▲ '06
Sodium	56%
Saturated Fat	56%
Serving size	54% ▼ '06
Calories from fat	52%
Number of servings per package	48% ▼ '08/'06
Carbohydrates	45% ▼ '06
Fiber	44% ▼ '08
Cholesterol	42% ▼ '07/'06
Protein	39% ▲ '07
Vitamins and minerals	31% ▼ '06
Calcium	22% ▼ '06
Potassium	13% ▼ '08/'06

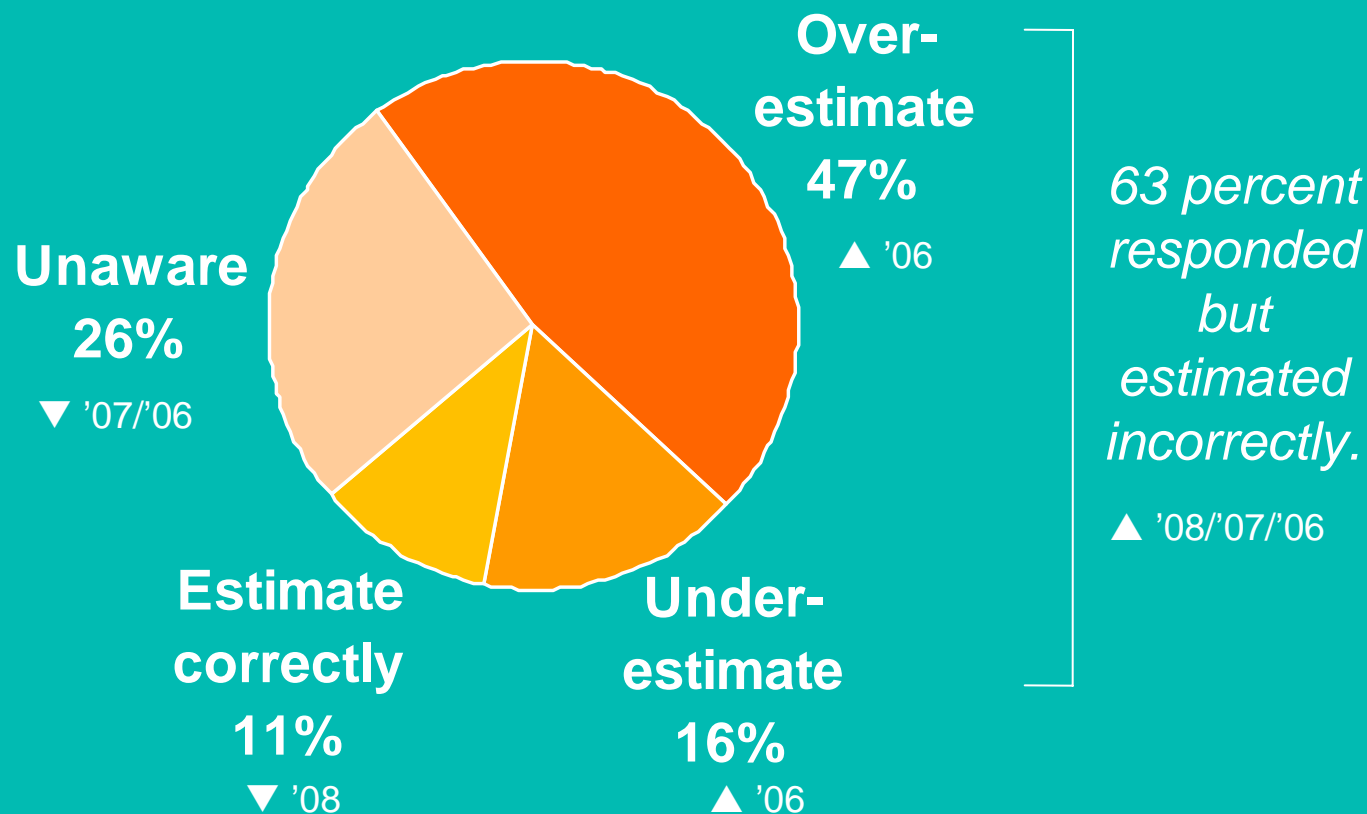
(IF USE) Which of the following information, if any, do you use on the Nutrition Facts panel? *Select all that apply.* (n=763)

▲ / ▼ Significant increase/decrease from year indicated

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# Very Few Americans Have Knowledge of The Amount of Calories They Should Get per Day.



As far as you know, how many calories should a person of your age, weight, and height consume per day? (n=1064)

▲ / ▼ Significant increase/decrease from year indicated

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# Approaches to Improving Consumers' Use of Food and Health Information on the Label

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# Three primary challenges limiting consumers' ability to use the NFP to make healthful, balanced choices

1. Consumers find the serving size information misleading.

2. Consumers do not consider their consumption of foods and beverages in the context of their daily intake.

3. Consumers do not realize information to help them interpret daily context exists on the current NFP.



# Desired NFP Improvements

Based on the primary challenges limiting consumers' ability to use the NFP, three desired improvements were identified:

## 1. Clarify serving size.

Illustrate that serving size is not arbitrary and increase consumers' ability to comprehend how serving size relates to the entire NFP.

## 2. Call attention to daily intake.

Encourage consumers to think about all the foods and nutrients that make up a balanced diet.

## 3. Simplify % Daily Value.

Improve %DV use and comprehension.

# In Summary...

- The mention of a government body, like the FDA, in a highly used area of the NFP, such as a header in the main body of the grid, increases trust in the information provided, particularly serving size.
- Moving the location of calories into the main body of the NFP encourages greater use.
- Adding the %DV of calories helps consumers consider a product within the context of their daily diet.
- Moving the information in the current footnote into an easily referenced column in the main body of the NFP (3<sup>rd</sup> column) greatly increases consumers' ability to evaluate a product.





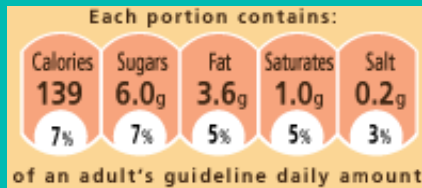
# Continuum of Nutrition Information on Food Packages

**120 CALORIES**  
PER SERVING | **9 SERVINGS**  
PER PACKAGE



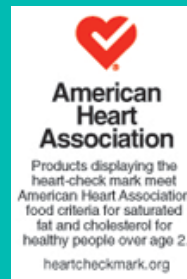
“Better-For-You”

GDA  
Approach



Health &  
Nutrient  
Content  
Claims

“Healthy”

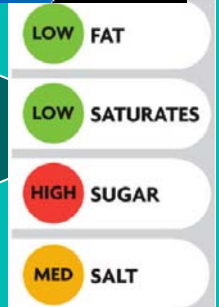


Nutrition Facts	
Serving Size 1 cup (220g)	
Servings Per Container 2	
Amount Per Serving	
<b>Calories 260</b>	Calories from Fat 120
% Daily Value*	
<b>Total Fat</b> 13g	<b>20%</b>
Saturated Fat 5g	<b>25%</b>
Trans Fat 2g	
<b>Cholesterol</b> 30mg	<b>10%</b>
<b>Sodium</b> 660mg	<b>28%</b>
<b>Total Carbohydrate</b> 31g	<b>10%</b>
Dietary Fiber 0g	<b>0%</b>
Sugars 5g	
<b>Protein</b> 5g	
Vitamin A 4%	Vitamin C 2%
Calcium 15%	Iron 4%
*Percent Daily Values are based on a diet of other people's misdeeds.	
Calories	
Total Fat	Less than 65g
Sat Fat	Less than 25g
Cholesterol	Less than 300mg
Sodium	Less than 2,400mg
Total Carbohydrate	Less than 300g
Dietary Fiber	25g
Calories per gram:	
Fat 9	Carbohydrate 4
	Protein 4

Fact-based



“Better-for-You” based



# Initial Consumer Response to Front-of-Pack Labeling

- Evaluation of front-of-pack systems are limited.
- Hannaford Brothers
  - Conducted a one-year evaluation of their Guiding Stars program
- Tesco
  - Research on fact-based GDA labeling
- European Food Information Council
  - Study of European systems
- FDA qualitative and quantitative research
- IOM Research



# Consumers' Reported Use of Information on the Ingredients List

Type of fat/oil	66%
Sweeteners	62%
Natural ingredients	49%
Order of ingredients on list	47%
Artificial ingredients	44%
Preservatives	44%
Vitamins/minerals	36%
Caffeine	30%
Flavors/spices	23%
Length of ingredients list	20%
Food colors	16%
Allergens	16%
Ability to pronounce ingredient name(s)	12%

(IF USE INGREDIENT INFORMATION) What, specifically, are you looking for when it comes to using the ingredients portion of food and beverage packages? *Select all that apply.* (n=518)

NOTE: "Other" response (five percent) not shown

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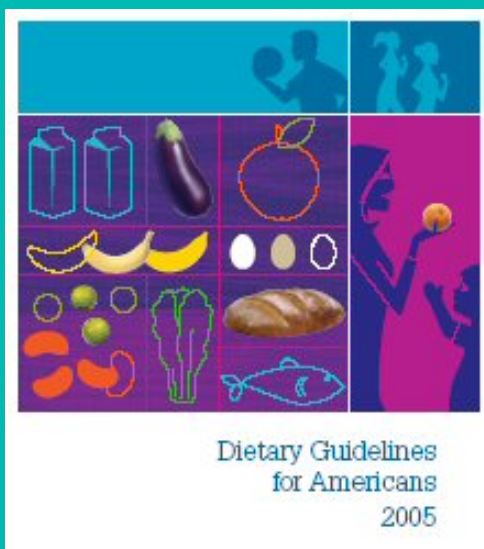


# Dietary Guidance and *MyPyramid*





# U.S. Dietary Guidance and Tools



2010 Under Development



## Nutrition Facts

Serving Size 1 cup (228g)  
Servings Per Container 2

### Amount Per Serving

**Calories** 260      **Calories from Fat** 120

% Daily Value\*

**Total Fat** 13g      **20%**

**Saturated Fat** 5g      **25%**

**Trans Fat** 2g

**Cholesterol** 30mg      **10%**

**Sodium** 660mg      **28%**

**Total Carbohydrate** 31g      **10%**

**Dietary Fiber** 0g      **0%**

**Sugars** 5g

**Protein** 5g

**Vitamin A** 4%      •      **Vitamin C** 2%

**Calcium** 15%      •      **Iron** 4%

\* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:

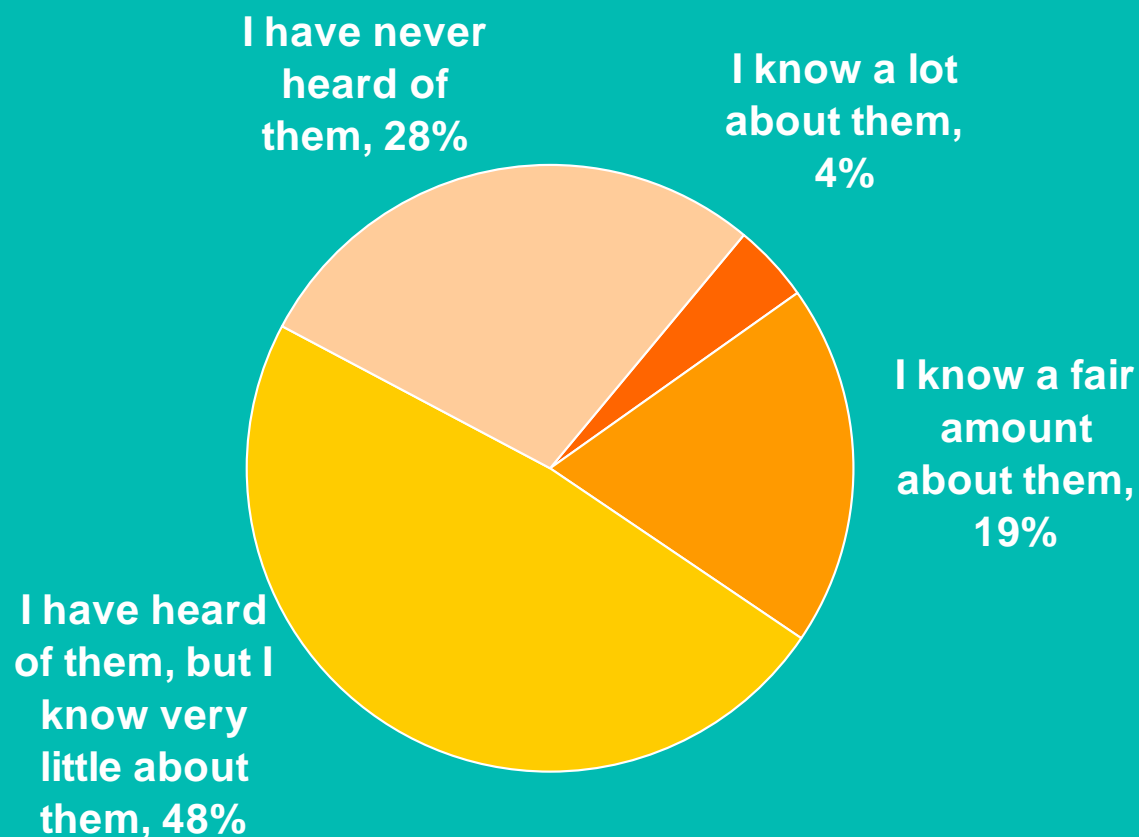
		Calories:	2,000	2,500
Total Fat	Less than		65g	80g
Sat Fat	Less than		20g	25g
Cholesterol	Less than		300mg	300mg
Sodium	Less than		2,400mg	2,400mg
Total Carbohydrate			300g	375g
Dietary Fiber			25g	30g

Calories per gram:

Fat 9      •      Carbohydrate 4      •      Protein 4

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# Familiarity with the *Dietary Guidelines for Americans*



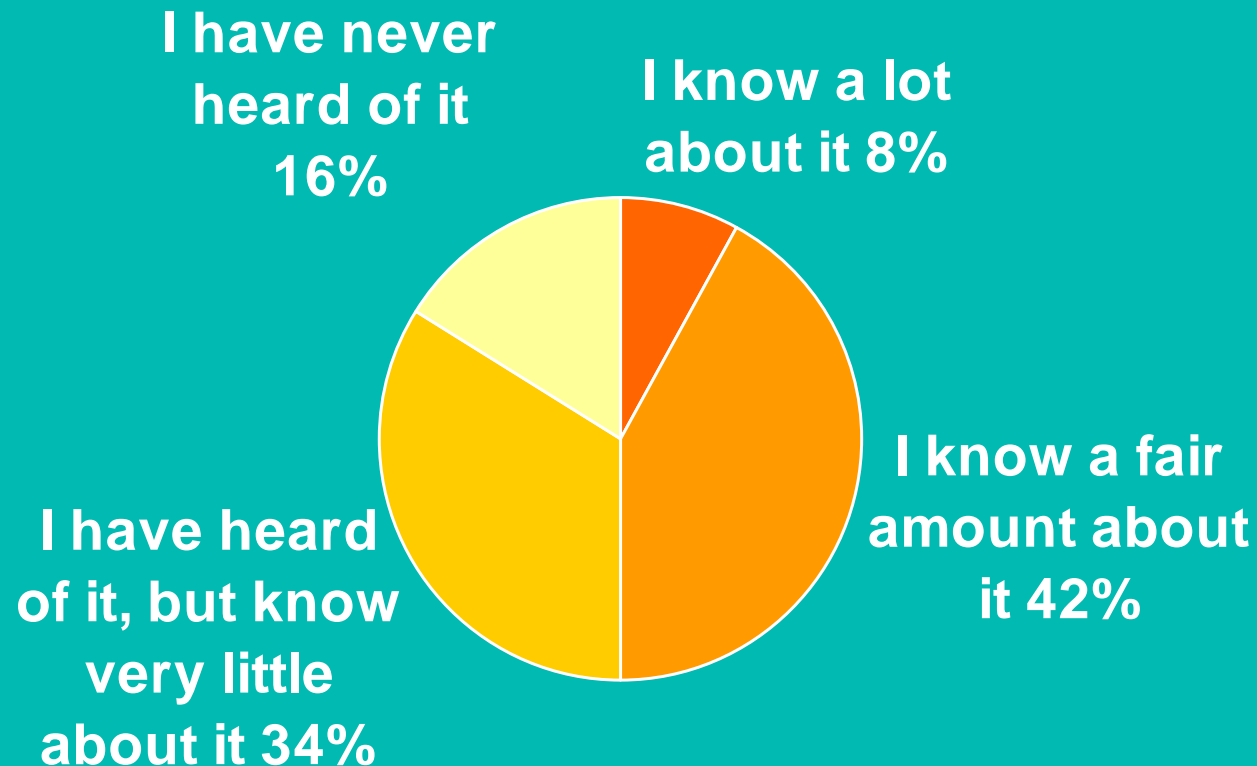
Which of the following best describes your familiarity with the “Dietary Guidelines for Americans,” which are the US government-approved, food and nutrition guidelines? (n=1064)\*

\*Total does not add to 100 percent due to rounding

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# Many Americans are Familiar with *MyPyramid*.



Which of the following best describes your familiarity with the government's Food Pyramid, called *MyPyramid*? (n=1064)



# One Quarter of Americans Report Using *MyPyramid*.

Changed my diet to lose weight 12%

Changed my diet or my family's diet to eat healthier based on the recommendation from MyPyramid 11%

Visited the MyPyramid Web site 8%

Used the tools on the MyPyramid Web site to plan or assess my diet 7%

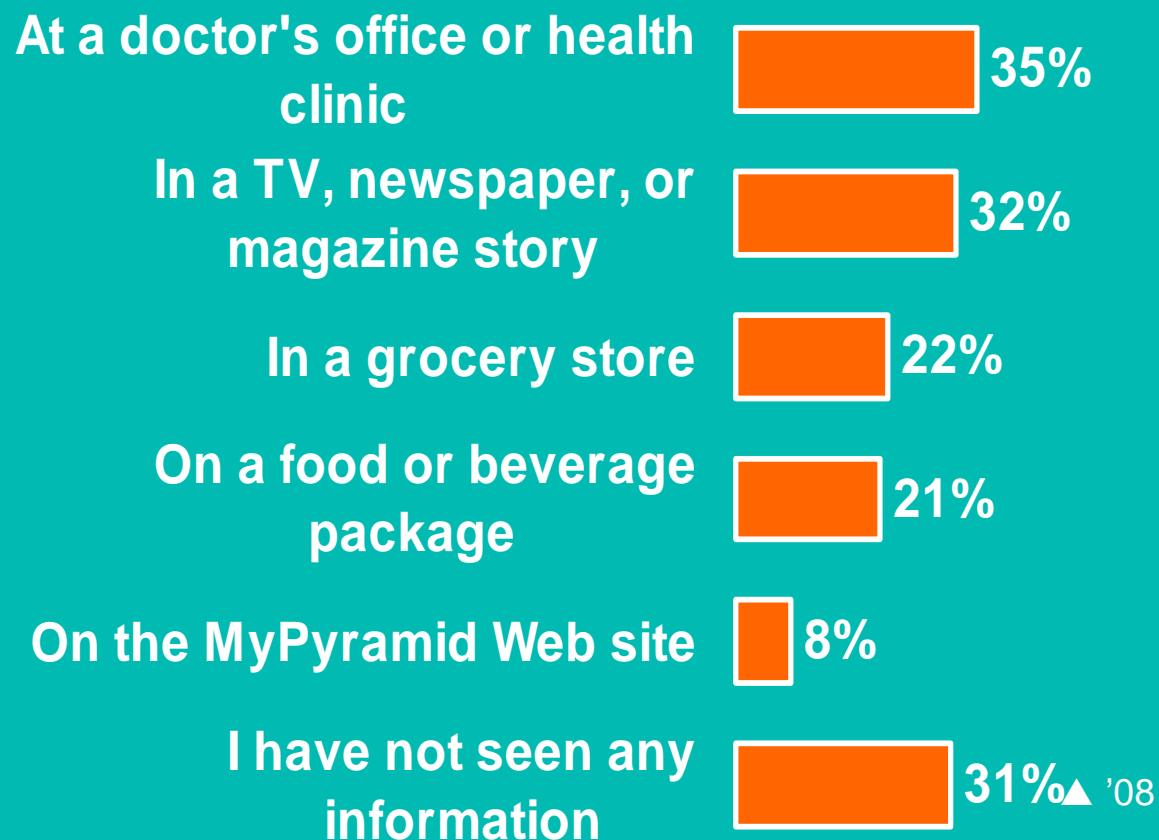
None of the above 72%

(IF HEARD OF) In which of the following ways, if any, have you used MyPyramid?  
*Select all that apply. (n=897)*





# Sources of Contact with *MyPyramid*



Where, if at all, have you seen *MyPyramid* information? *Select all that apply.* (n=1064)

NOTE: Responses less than five percent not shown

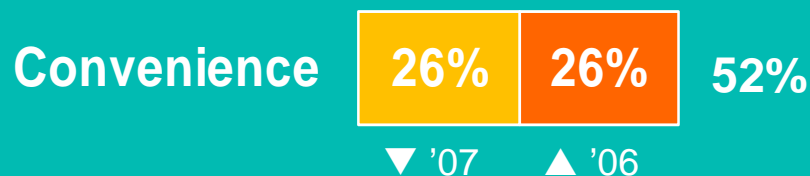
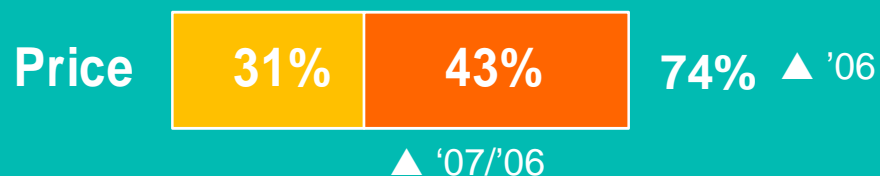




# Purchasing Influencers



# Taste Still the Number One Factor Influencing Purchases; Price Increases to an All-Time High



■ Some Impact ■ Great Impact

How much of an impact do the following have on your decision to buy foods and beverages?  
(n=1064)

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# Communicating Nutrition and Health on Food Labels: In Summary...

- The food label contains many pieces of information that can help consumers make healthful choices.
- Many factors and influencers, not just labeling, impact consumers' food choices.
- There is variation between what consumers' say they like and what they will do with the information.
- Transparency on how labeling systems are derived is important. This includes criteria.





# Communicating Nutrition and Health on Food Labels: Future Considerations

- Need to be aware of goals (short- vs. long-term) and potential for unintended consequences of consumer attempts to interpret and use information.
- Consumer research is necessary to ensure that new approaches help achieve goals.
- Any nutrition information must be accompanied by appropriate consumer education.





# Questions and Answers





## *Upcoming Web Casts:*

**August 12:** “Consumer Attitudes toward Functional Foods/Foods for Health”

**September:** *Food & Health Survey Series Part 3: “A Focus on Food Safety”*

**November:** *Food & Health Survey Series Part 4: “Americans’ Approach to Dieting and Weight Management Strategies”*

# ***Food & Health Survey Report Available on IFIC.org and Foundation Publications Store!***

**The Executive Summary is available at**  
<http://www.ific.org/research/foodandhealthsurvey.cfm>

**Full Report is available for purchase at**  
<http://www.ificpubs.org/servlet/Detail?no=47>

**Data Tables and Comparative Topline are available  
for purchase at**  
<http://www.ificpubs.org/servlet/Detail?no=48>





# CPE Credit

- Registered Dietitians can download a Certificate of Completion for ONE CPE credit at:

<http://www.ific.org/research/foodandheathsurvey.cfm>





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## For more information:

International Food Information Council Foundation

1100 Connecticut Avenue NW, Suite 430

Washington, DC 20036

Web: <http://ific.org>

For inquiries: [foodandhealth@ific.org](mailto:foodandhealth@ific.org)



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