

Understanding “Healthy” and the Impact of Nutrition Labeling on Food Decisions

April 2023

Methodology

One thousand interviews were conducted among adults ages 18+ from March 9 – 14, 2023 and were weighted to ensure proportional results.

The Bayesian confidence level for 1,000 interviews is 3.5, which is roughly equivalent to a margin of error ± 3.1 at the 95% confidence level.

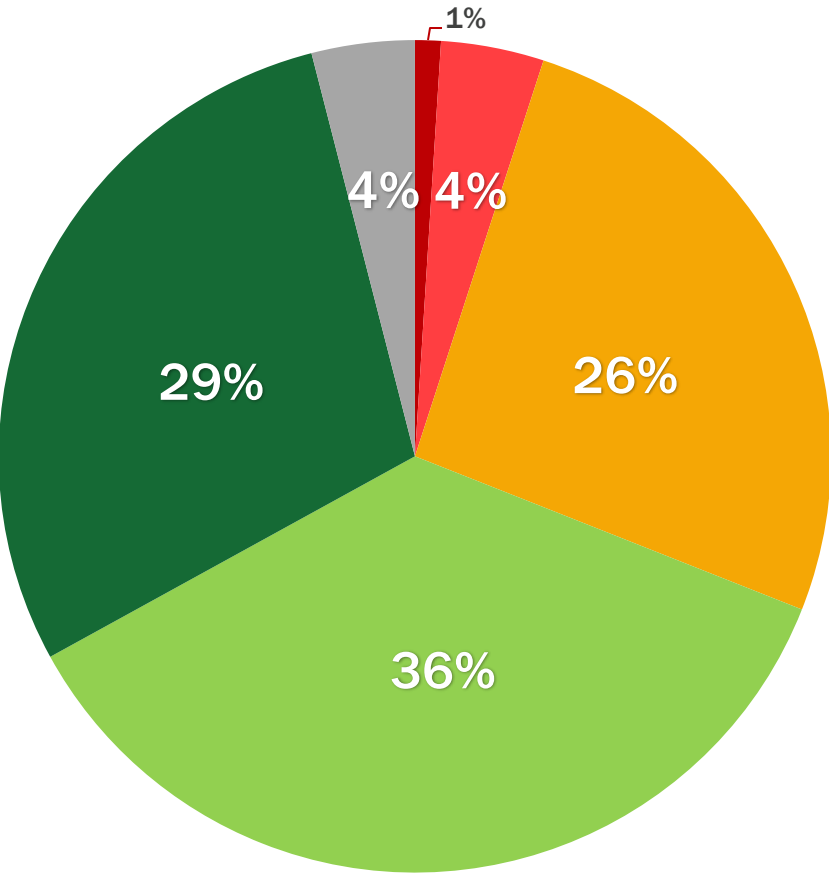
Statistical Significance

Something is statistically significant if the result cannot be attributed to random chance. Statistical significance in this presentation should be compared within each demographic (e.g., age, race, gender, etc.).

For example, if the responses are from female respondents, significance is considered in relation to male respondents and not necessarily other demographic groups.



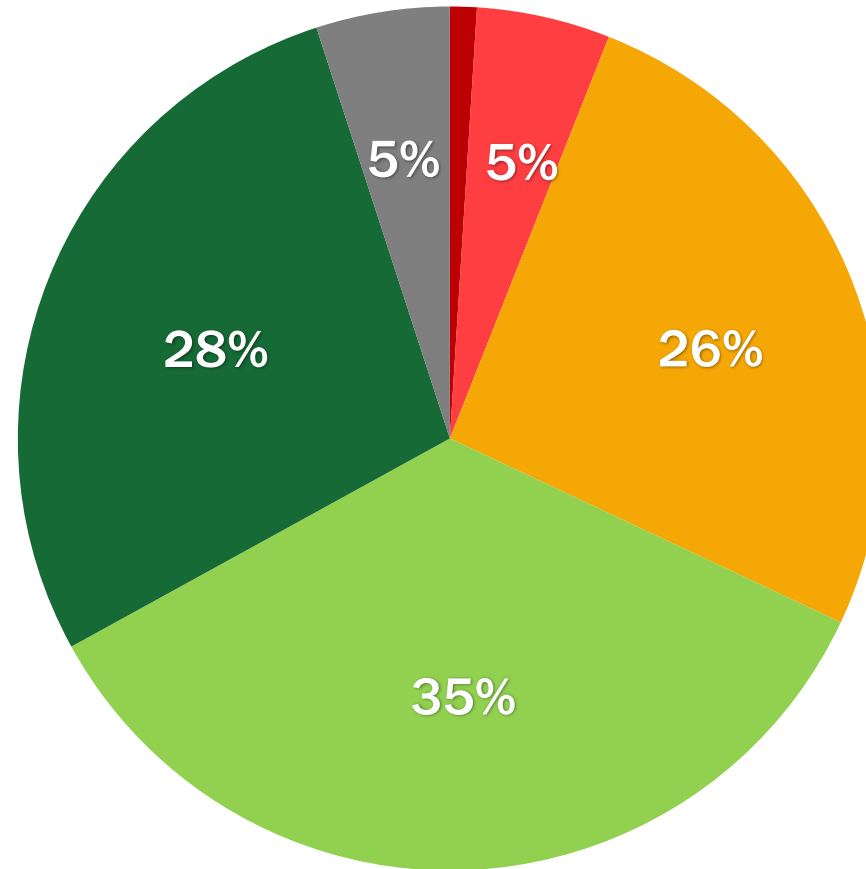
More than 6 in 10 find it easy to determine whether a food is ‘healthy’ when grocery shopping



Q1. On a scale of 1-5, how easy is it for you to determine whether a food is ‘healthy’ when grocery shopping?

1 - Very difficult 2 3 4 5 - Very easy Not sure

More than 6 in 10 find it easy to determine whether a beverage is 'healthy' when grocery shopping



Q2. On a scale of 1-5, how easy is it for you to determine whether a beverage is 'healthy' when grocery shopping?

■ 1 - Very difficult ■ 2 ■ 3 ■ 4 ■ 5 - Very easy ■ Not sure

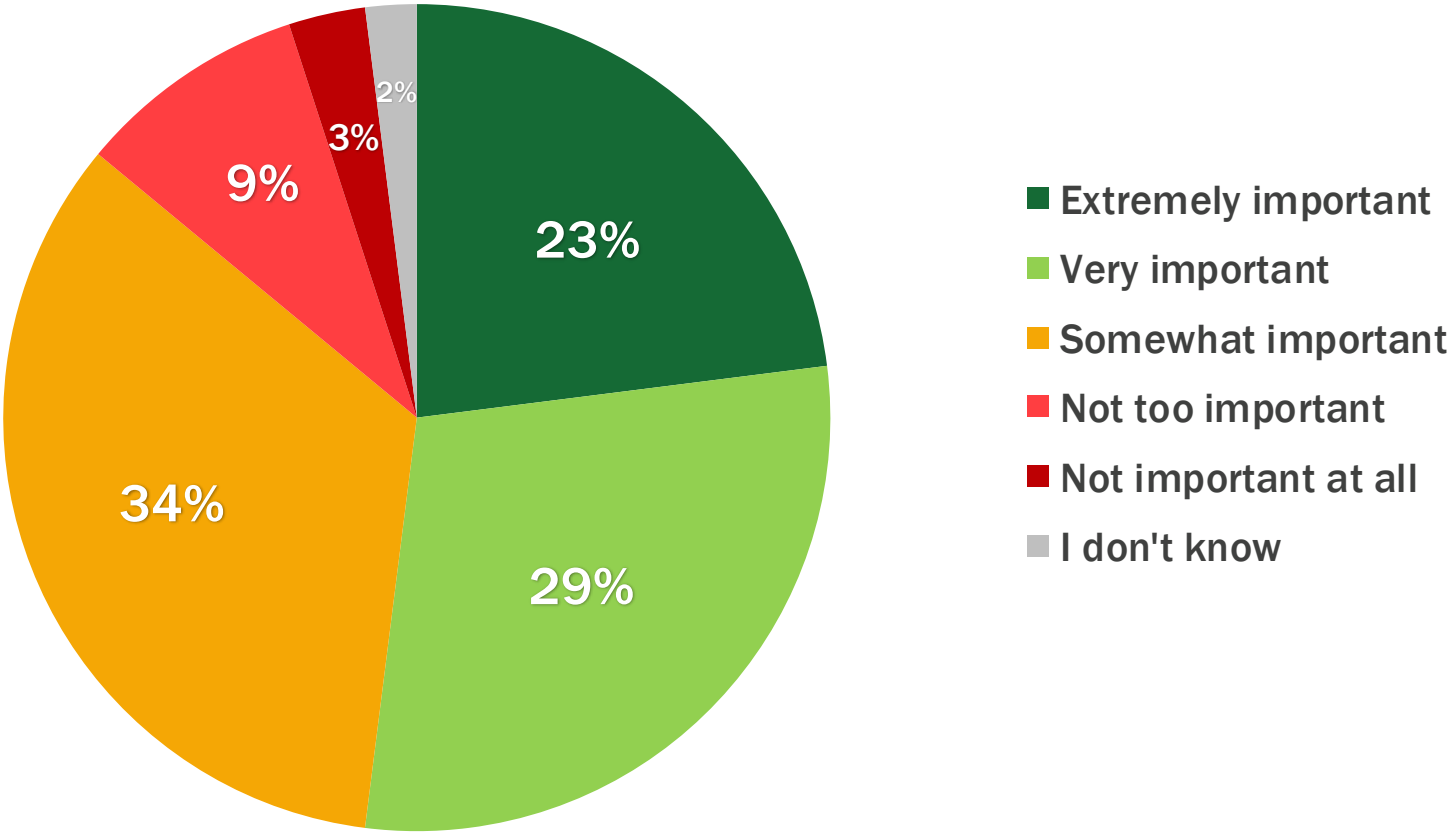
HEALTHY | APRIL 2023 | [FOODINSIGHT.ORG](https://www.foodinsight.org)

Roughly half of Americans say that choosing healthy foods and beverages is very important or extremely important to them

Those earning over \$80K, those under age 45, and those with college degrees were more likely to say this is **extremely important** to them

Those earning less than \$40K and those without college degrees were more likely to say that this is **somewhat important** to them

Those earning less than \$40K were more likely to say that this is **not important at all** to them

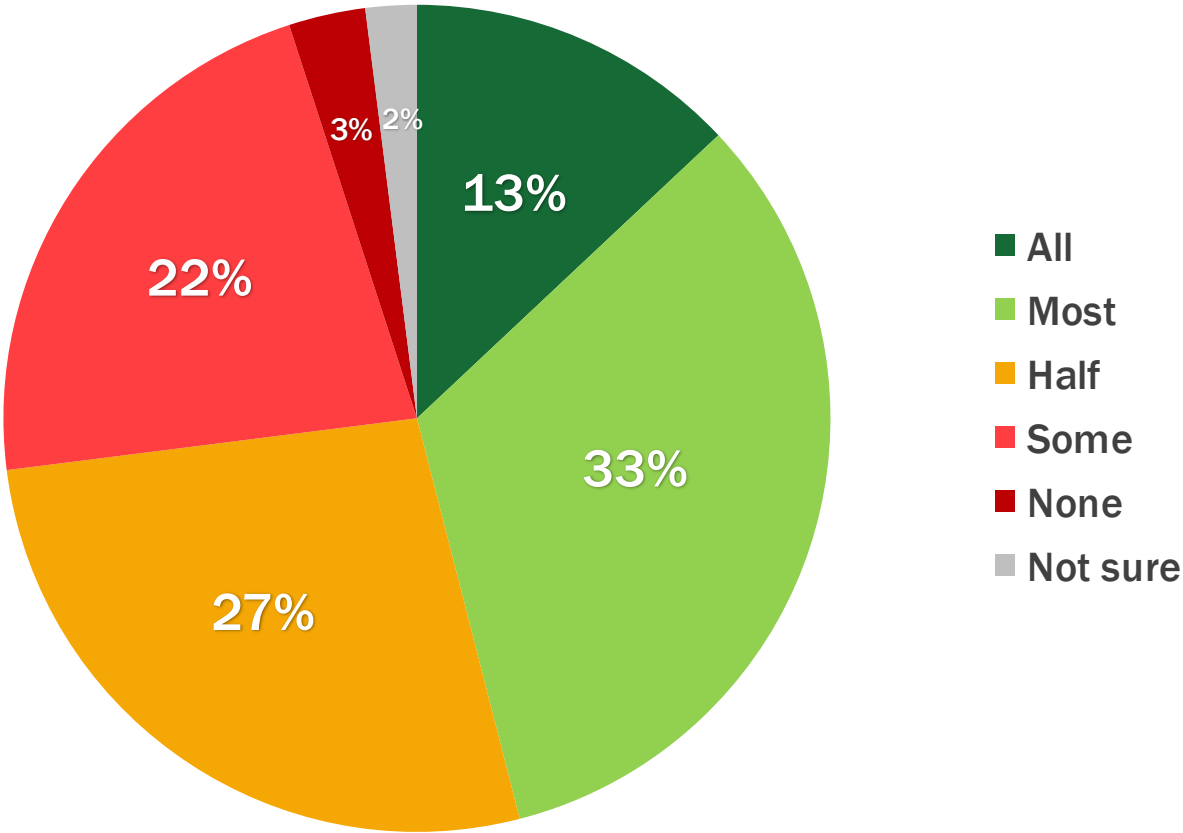


Q3. Which of the following best describes how important choosing healthy foods and beverages is to you?

3 in 4 say that at least half of the foods and beverages that they purchase each week are considered healthy

Men, those earning \$80K+, those under 45, and those with college degrees were more likely to say that **all** their weekly purchases would be described as healthy

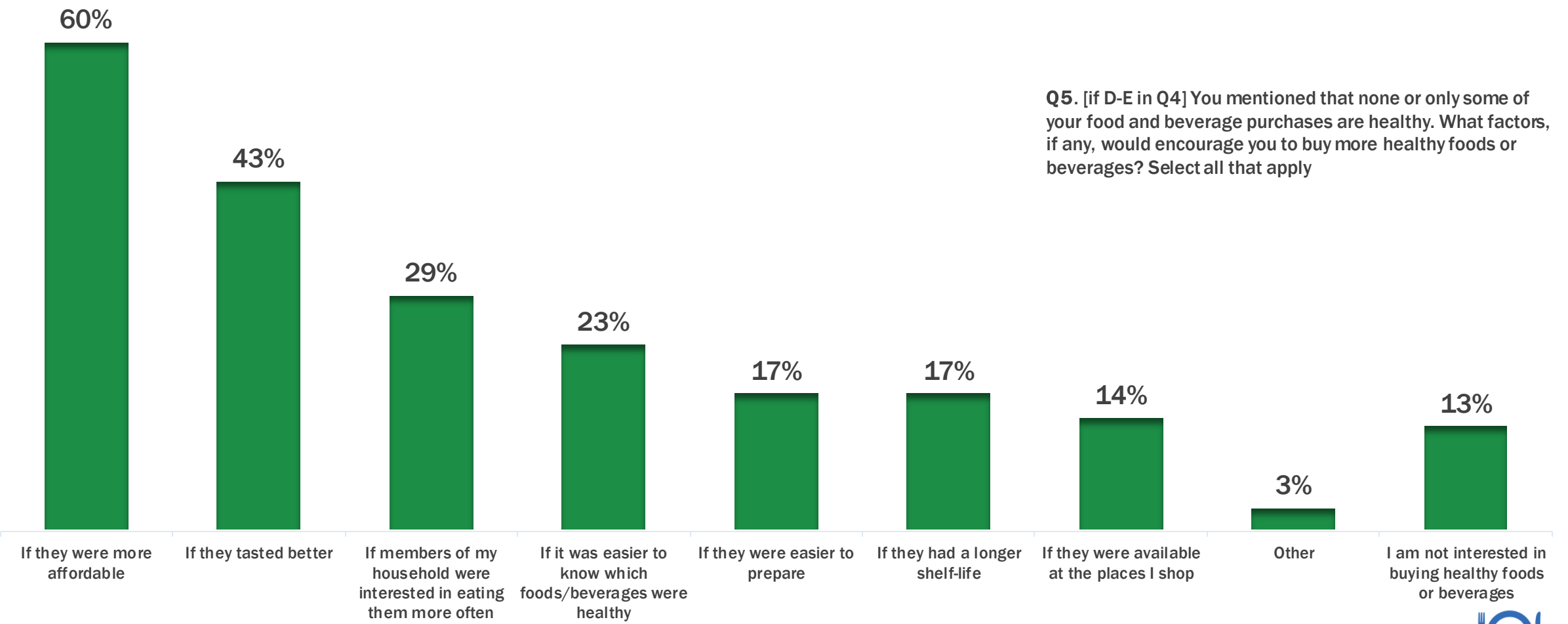
Those earning less than \$40K and those without college degrees were more likely to say that **none** of their weekly purchases would be described as healthy



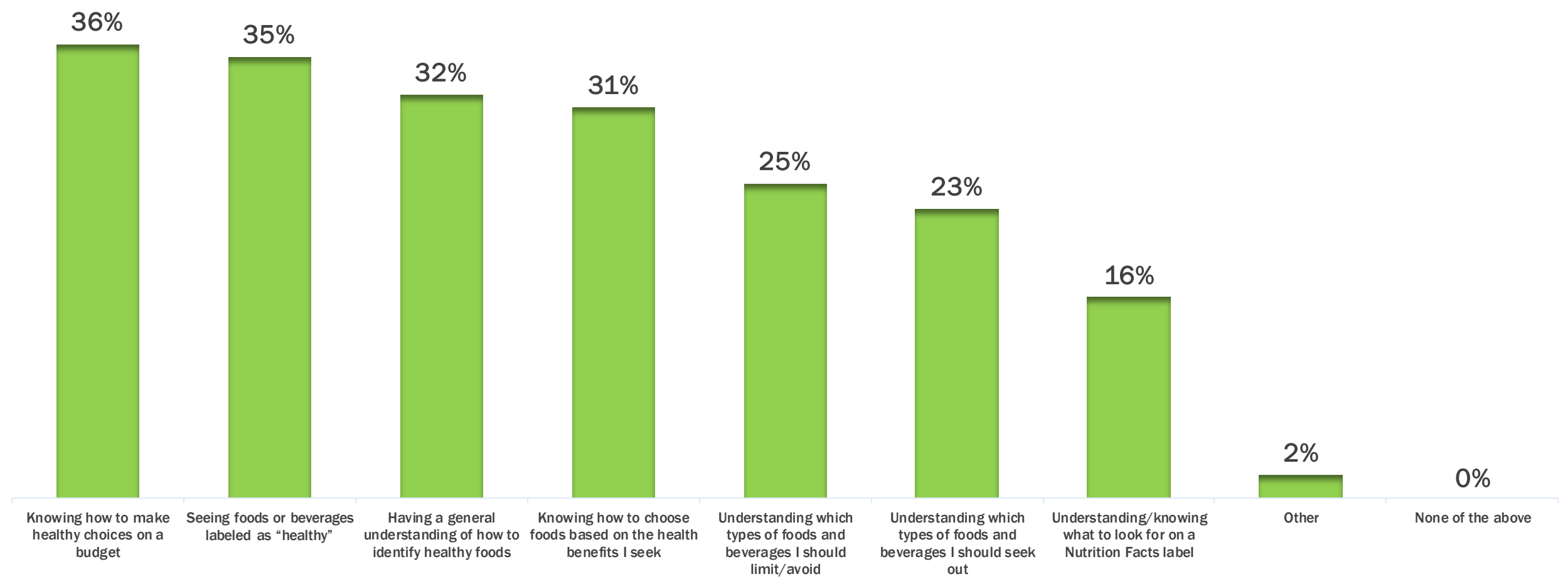
Q4. When considering the foods and beverages that you purchase each week, what portion of your purchases would you describe as being healthy food and beverages?

Among those who say that they do not buy any or buy only some healthy foods and beverages, the majority would buy more healthy items if they were more affordable

Nearly 1 in 4 would do so if it was easier to know which ones were healthy



Among those who find it difficult to determine whether a food or beverage is healthy, more than 1 in 3 say they would feel more informed about its healthfulness if it were labeled as “healthy”

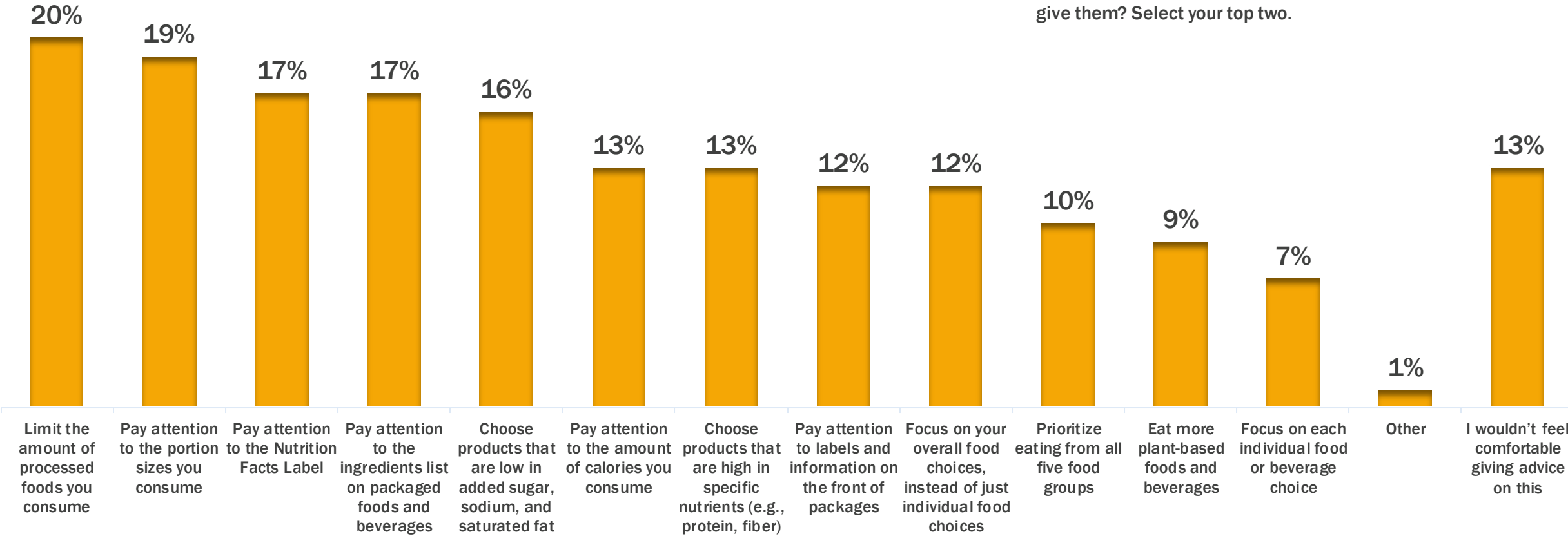


Q6. [if D-E in Q1 and/or Q2] What would help you feel more informed about the healthfulness of foods and beverages when grocery shopping? Select your top 2



Limiting processed foods and paying attention to portion sizes are the most common pieces of advice that consumers would give to a friend or family member seeking guidance on how to eat healthier

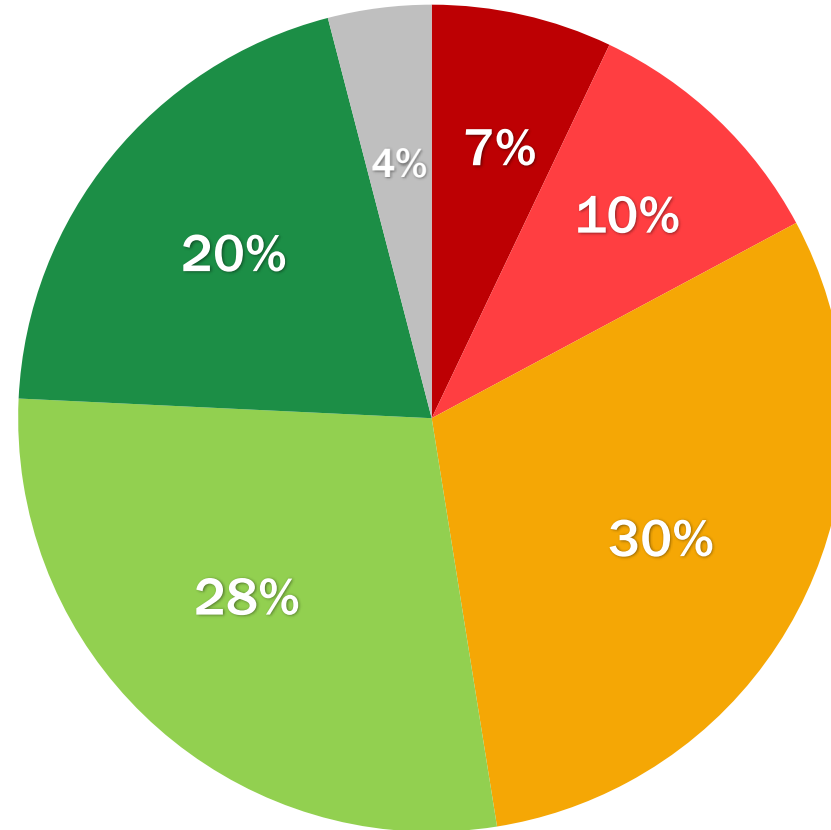
Q7. Imagine a friend or a family member was asking for your advice on how to eat healthier in general. Realistically, which of the following best describes the type of advice you would give them? Select your top two.



Nearly half of consumers say that nutrition labels, statements and/or claims on the front of packaging impacts their food purchasing decisions

Those earning \$80K+, African Americans, those under 45, and those with college degrees were more likely to say that these have a **significant impact** on their purchasing decision

Those earning less than \$40K, those age 45-64, and those without college degrees were more likely to say that these have **no impact** on their purchasing decision



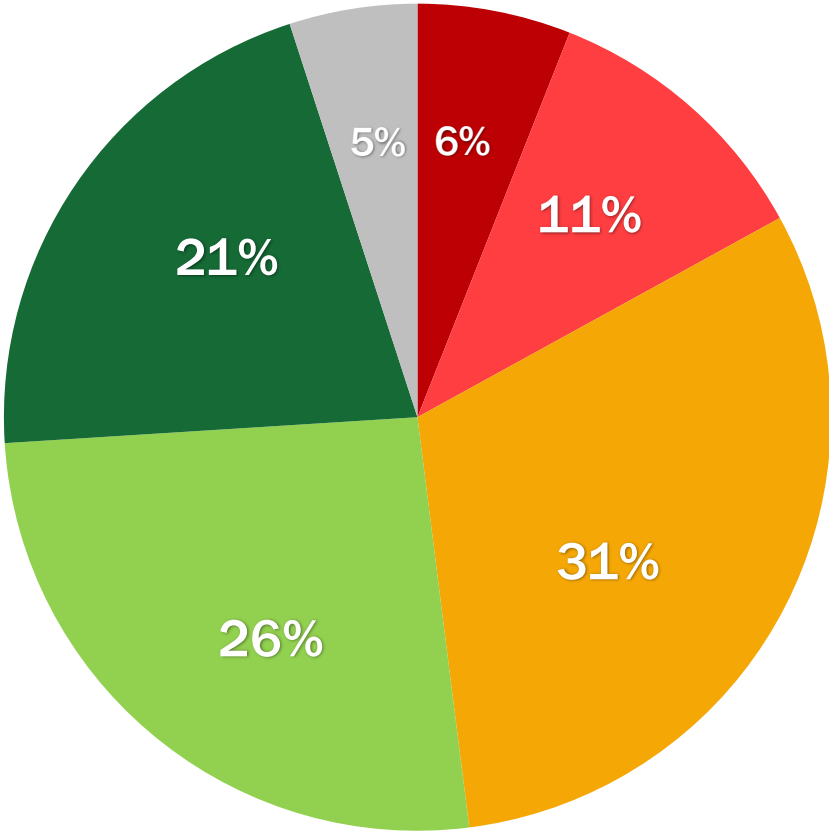
Those earning less than \$40K and those without college degrees were more likely to say they are **not sure** how much of an impact these have on their purchasing decision

Q8. On a scale of 1-5, how much of an impact do nutrition labels, statements and/or claims on the front of product packaging have on your decision to buy foods and beverages?

■ 1 - no impact ■ 2 ■ 3 ■ 4 ■ 5 - significant impact ■ Not sure

Nearly half say nutrition labels, statements or claims on the front of packaging are helpful when determining the healthfulness of foods and beverages

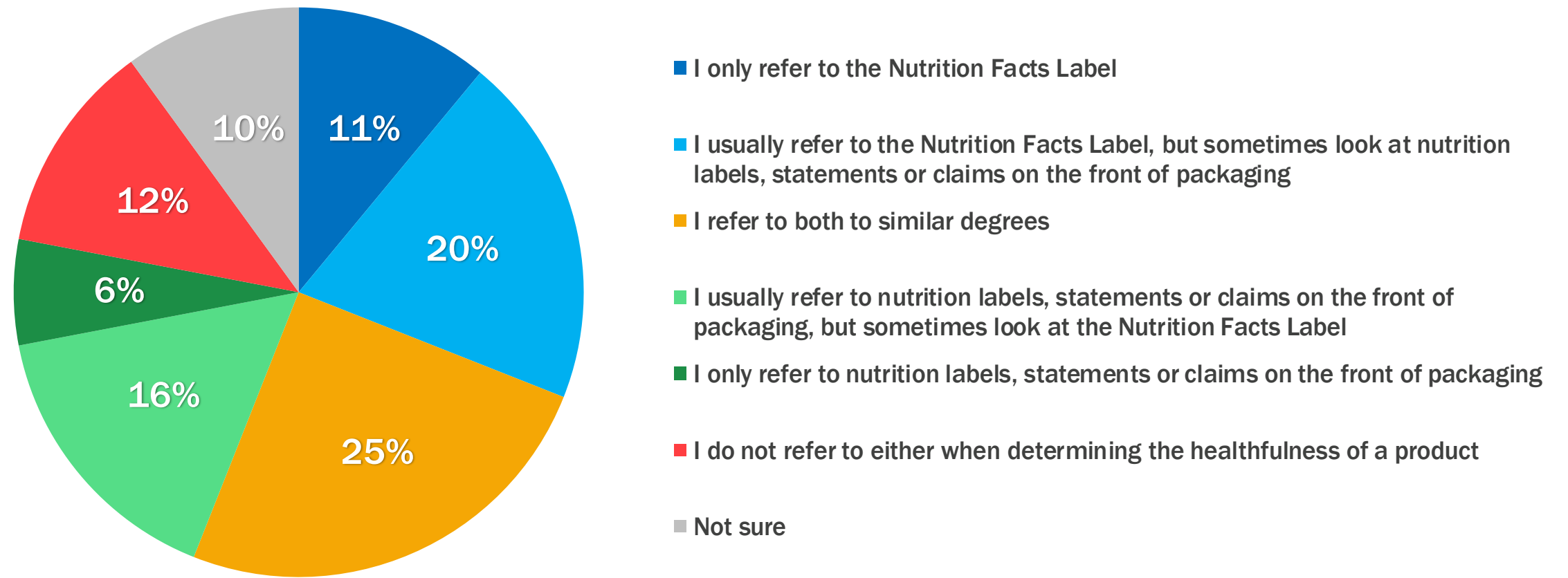
Those earning \$80K+, African Americans, and those with college degrees were more likely to say that these are **very helpful** when determining the healthfulness of products



- 1 - Not at all helpful
- 2
- 3
- 4
- 5 - Very helpful
- Not sure

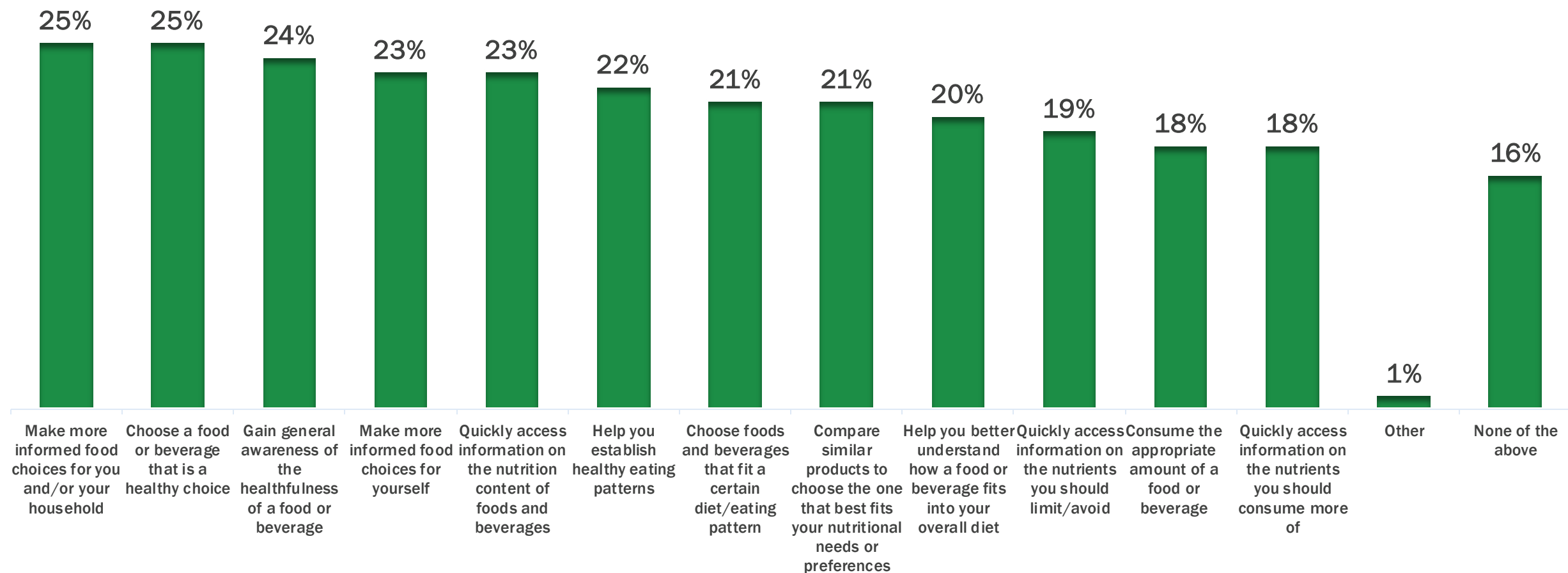
Q9. On a scale of 1-5, how much do nutrition labels, statements or claims on the front of product packaging help when it comes to determining the healthfulness of foods and beverages?

Few consumers only refer to nutrition labels, statements or claims on the front of packaging when determining the healthfulness of a product



Q10. When determining the healthfulness of a product, which of the following best describes how you use the Nutrition Facts label and/or the nutrition labels, statements or claims on the front of food and beverage packaging?

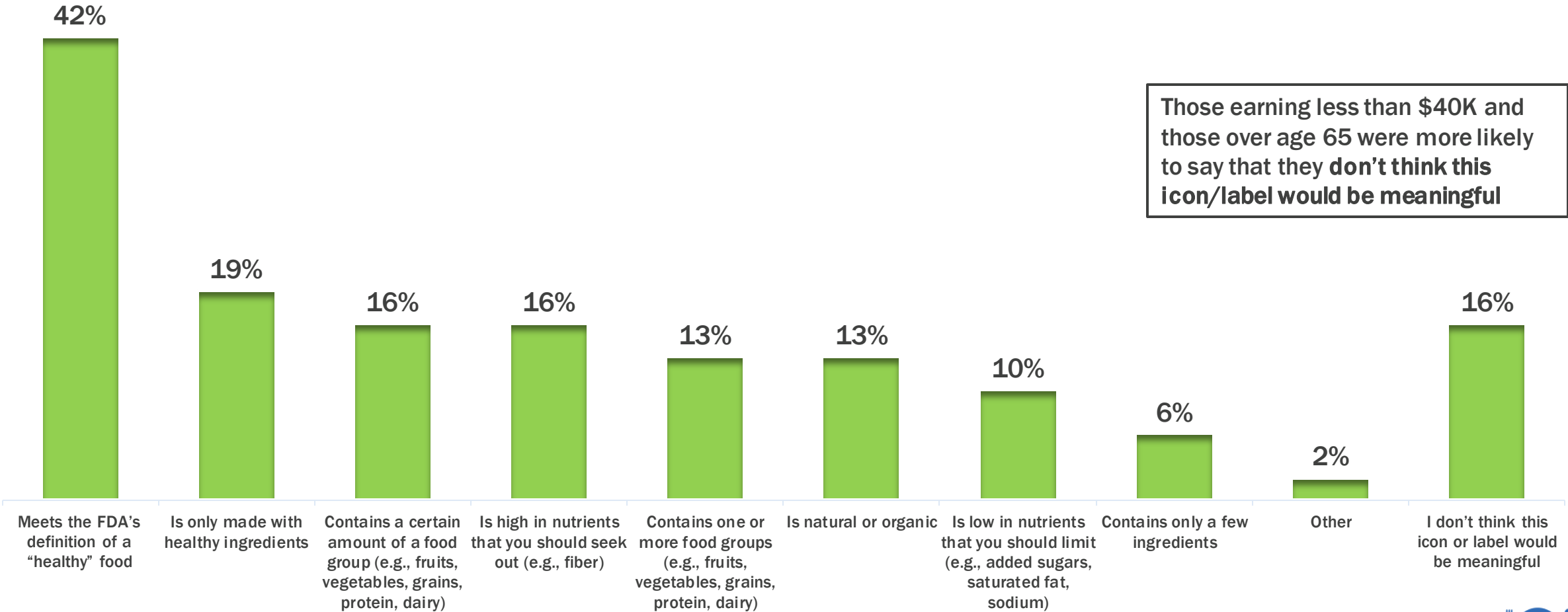
Americans use nutrition labels, statements or claims on the front of packaging in a variety of ways



Q11. What, if any, do these nutrition labels, statements, or claims on the front of food and beverage packaging help you do? Select all that apply.

If consumers saw an FDA “healthy” symbol or label on a food product, 4 in 10 say that the product meets the FDA's definition of a “healthy” food

1 in 5 would think that the product is only made with healthy ingredients



Q12. If you saw a U.S. Food and Drug Administration (FDA) “healthy” symbol or label on a food product, what do you think it would mean? Select up to two

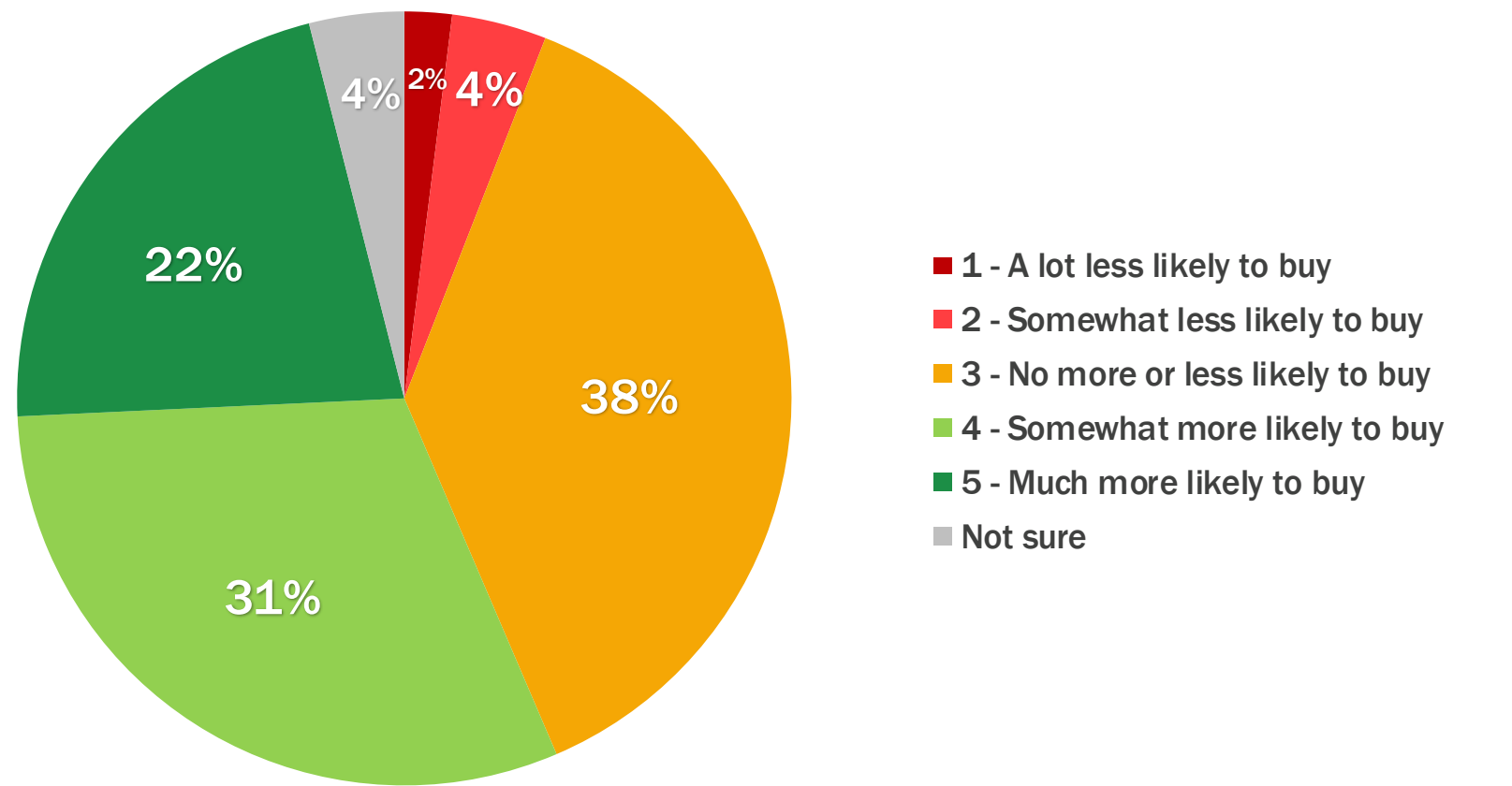
More than half say that they would be more likely to purchase a food product with an FDA “healthy” symbol or label

More than 1 in 3 say this wouldn’t impact their purchasing decision

Those earning \$80K+, African Americans, those under 45, and those with college degrees said they would be **much more likely** to buy a product with an FDA “healthy” symbol or label

Those earning less than \$40K, those over age 65, and those without college degrees were more likely to say they would be **no more or less likely to buy** a product with an FDA “healthy” symbol or label

Q13. If you saw a U.S. Food and Drug Administration (FDA) “healthy” symbol or label on a food product, how much would this impact your decision to purchase it?

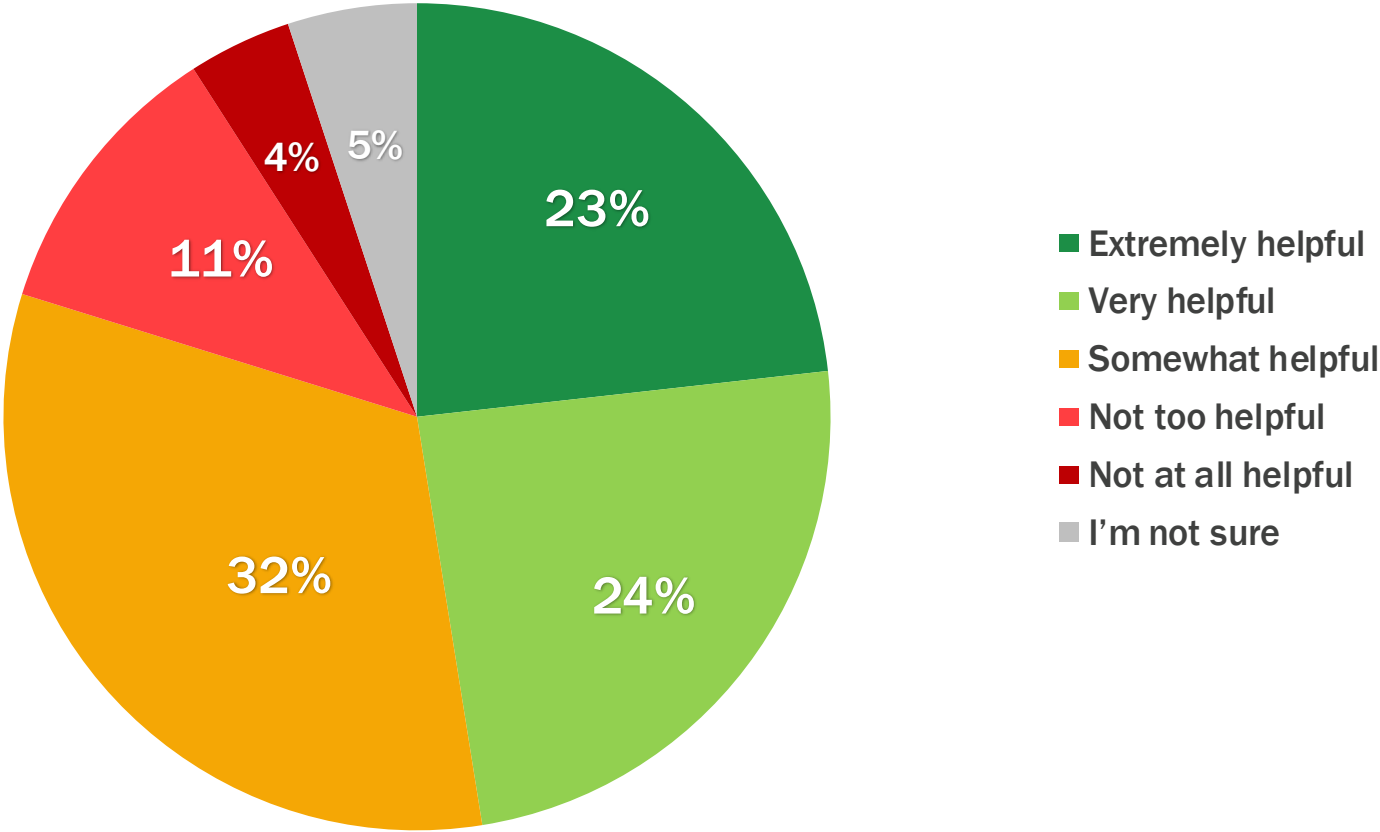


Nearly 6 in 10 say they would find an FDA “healthy” symbol or label very helpful or extremely helpful if they were looking to purchase a healthy food or beverage

Those earning \$80K+ and African Americans were more likely to say that they would find an FDA “healthy” symbol or label to be **extremely helpful**

White people and those over age 65 were more likely to say that they would find an FDA “healthy” symbol or label to be **not too helpful**

Those earning less than \$40K and those without college degrees were more likely to say they are **not sure** how helpful they would find an FDA “healthy” symbol or label to be

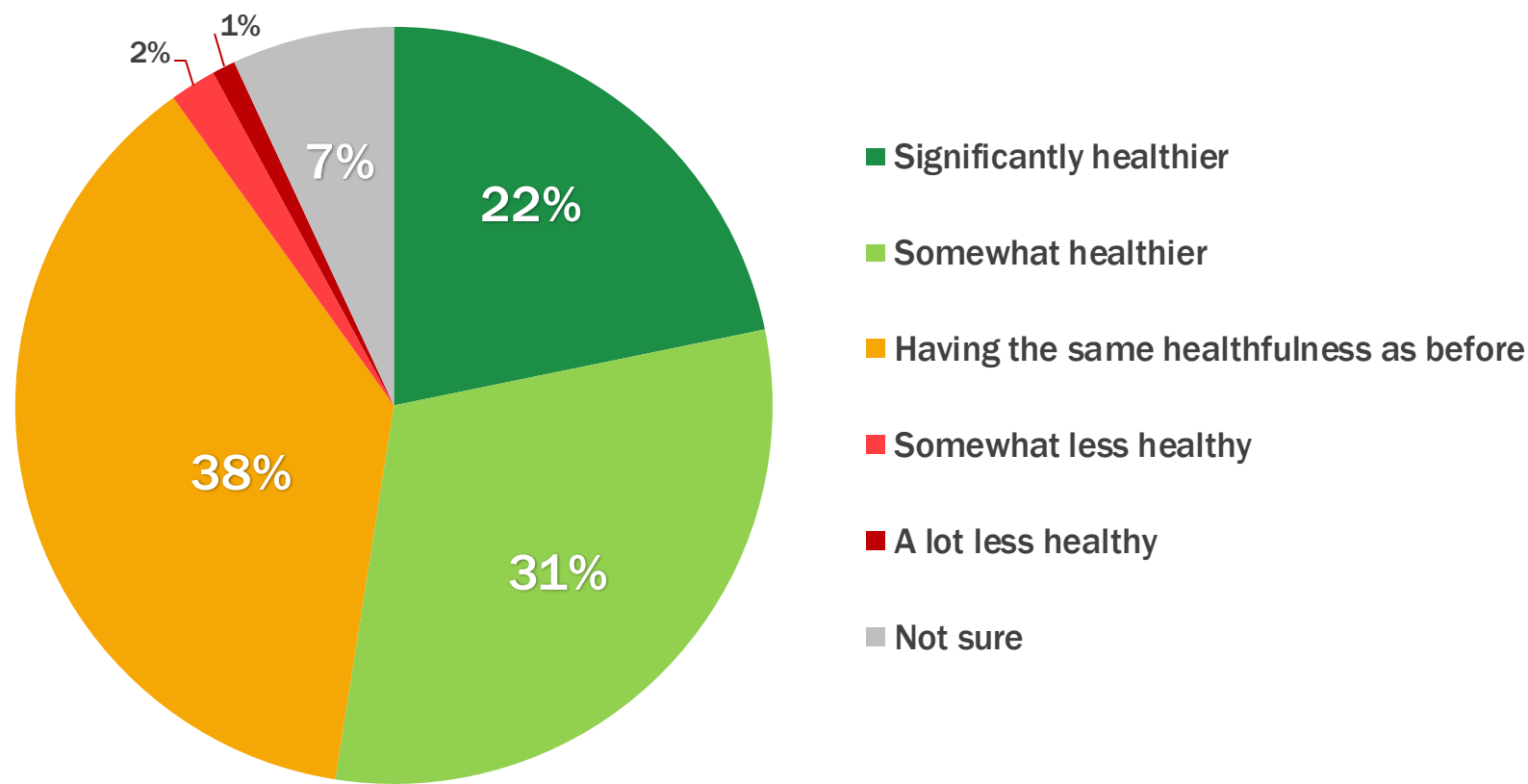


Q14. If you were looking to purchase a healthy food or beverage and you saw a U.S. Food and Drug Administration (FDA) “healthy” symbol or label on a product, how helpful would this symbol be to you?

If consumers noticed that a familiar, previously purchased food product now has an FDA “healthy” symbol or label, half would think that the product is healthier than it was before

Compared to when I first purchased the product, I would now view it as...

Men, those earning \$80K+, African Americans, those under 45 and those with college degrees were more likely to say they would now find the product to be **significantly healthier**



Q15. Imagine you are grocery shopping for a product that you are familiar with and have purchased before. If you saw that the product now has a symbol or label that indicates that it meets criteria defined by the U.S. Food and Drug Administration (FDA) as being “healthy,” how would this change your perception on the healthfulness of the product?

Compared to when I first purchased the product, I would now view it as...

Appendix

Q1. On a scale of 1-5, how easy is it for you to determine whether a food is 'healthy' when grocery shopping?

	1 - Very difficult	2	3	4	5 - Very easy	Not sure
Total	1%	4%	26%	36%	29%	4%
Men	1%	5%	23%	37%	31%	3%
Women	2%	3%	28%	36%	27%	4%
Less than \$40K	1%	4%	30%	31%	27%	6% ↑
\$40K-\$79K	1%	3%	26%	41%	27%	2%
\$80K+	1%	4%	19%	37%	37%	0% ↓
White	1%	3%	26%	36%	29%	5%
African American	1%	2%	22%	31%	38%	5%
Hispanic/ Latinx	1%	6%	29%	35%	28%	1%
Under 45	1%	4%	24%	35%	32%	3%
45-64	1%	3%	27%	34%	32%	4%
65+	1%	4%	27%	43%	19% ↓	7%
Non-college	1%	4%	28%	34%	27%	5%
College	1%	3%	21%	41%	33%	2%

Q2. On a scale of 1-5, how easy is it for you to determine whether a beverage is 'healthy' when grocery shopping?

	1 - Very difficult	2	3	4	5 - Very easy	Not sure
Total	1%	5%	26%	35%	28%	5%
Men	1%	6%	23%	38%	27%	6%
Women	2%	4%	29%	33%	28%	5%
Less than \$40K	2%	5%	29%	32%	26%	7%
\$40K-\$79K	0%	5%	26%	39%	27%	2%
\$80K+	1%	5%	20%	38%	35%	2%
White	1%	5%	25%	36%	28%	6%
African American	3%	3%	28%	30%	32%	4%
Hispanic/ Latinx	1%	5%	28%	34%	29%	3%
Under 45	1%	5%	26%	34%	29%	4%
45-64	0%	5%	28%	33%	30%	5%
65+	1%	5%	22%	42%	21%	8%
Non-college	1%	4%	28%	34%	26%	6%
College	1%	5%	22%	38%	32%	3%

Q3. Which of the following best describes how important choosing healthy foods and beverages is to you?

	Extremely important	Very important	Somewhat important	Not too important	Not important at all	I don't know
Total	23%	29%	34%	9%	3%	2%
Men	25%	27%	32%	10%	4%	2%
Women	21%	29%	36%	9%	3%	2%
Less than \$40K	20%	22% ↓	39% ↑	11%	5% ↑	3% ↑
\$40K-\$79K	14% ↓	40% ↑	34%	10%	2%	0%
\$80K+	41% ↑	27%	25% ↓	7%	1%	0%
White	23%	28%	32%	11% ↑	4%	2%
African American	31%	26%	36%	4%	2%	0%
Hispanic/ Latinx	19%	32%	42%	1% ↓	2%	4%
Under 45	31% ↑	27%	29%	7%	3%	3% ↑
45-64	20%	26%	39%	10%	4%	1%
65+	12% ↓	36% ↑	35%	12%	4%	1%
Non-college	17% ↓	25% ↓	39% ↑	11%	4%	3% ↑
College	35% ↑	35% ↑	22% ↓	6%	1%	0% ↓

Q4. When considering the foods and beverages that you purchase each week, what portion of your purchases would you describe as being healthy food and beverages?

	All	Most	Half	Some	None	Not sure
Total	13%	33%	27%	22%	3%	2%
Men	16% ↑	33%	26%	22%	2%	2%
Women	10% ↓	32%	27%	23%	5%	2%
Less than \$40K	11%	27% ↓	29%	24%	5% ↑	3%
\$40K-\$79K	9%	36%	29%	25%	1%	1%
\$80K+	22% ↑	38%	22%	17%	1%	1%
White	11%	35%	23%	25%	4%	2%
African American	20%	36%	26%	14%	2%	3%
Hispanic/ Latinx	11%	25%	38% ↑	19%	2%	4%
Under 45	18% ↑	32%	28%	15% ↓	3%	4% ↑
45-64	12%	28%	27%	29% ↑	4%	0% ↓
65+	2% ↓	42% ↑	23%	29%	2%	2%
Non-college	10% ↓	27% ↓	30% ↑	26% ↑	5% ↑	3% ↑
College	19% ↑	44% ↑	20% ↓	15% ↓	1% ↓	0% ↓

Q5. [if D-E in Q4] You mentioned that none or only some of your food and beverage purchases are healthy. What factors, if any, would encourage you to buy more healthy foods or beverages? *Select all that apply*

	If they were more affordable	If they were available at the places I shop	If they were easier to prepare	If it was easier to know which foods/beverages were healthy	If they tasted better	If they had a longer shelf-life	If members of my household were interested in eating them more often	Other	I am not interested in buying healthy foods or beverages
Total	60%	14%	17%	23%	43%	17%	29%	3%	13%
Men	56%	13%	22%	25%	44%	15%	29%	1%	16%
Women	63%	14%	14%	21%	42%	18%	30%	4%	11%
Less than \$40K	62%	10%	16%	18%	41%	16%	28%	5%	16%
\$40K-\$79K	70%	19%	11%	24%	43%	21%	22%	0%	8%
\$80K+	44%	20%	32%	34%	48%	14%	44%	0%	8%
White	59%	10%	18%	20%	41%	15%	27%	4%	16%
African American	67%	28%	11%	34%	53%	21%	43%	0%	0%
Hispanic/ Latinx	70%	21%	20%	23%	31%	22%	28%	0%	7%
Under 45	65%	16%	19%	26%	41%	21%	38%	2%	10%
45-64	59%	14%	15%	20%	43%	13%	23%	4%	10%
65+	53%	11%	20%	24%	44%	18%	30%	2%	22%
Non-college	60%	14%	15%	22%	40%	15%	28%	3%	14%
College	59%	14%	27%	27%	51%	24%	34%	1%	9%

Q6. [if D-E in Q1 and/or Q2] What would help you feel more informed about the healthfulness of foods and beverages when grocery shopping?
Select your top 2

	Having a general understanding of how to identify healthy foods	Seeing foods or beverages labeled as 'healthy'	Understanding/ knowing what to look for on a Nutrition Facts label	Understanding which types of foods and beverages I should limit/avoid	Understanding which types of foods and beverages I should seek out	Knowing how to make healthy choices on a budget	Knowing how to choose foods based on the health benefits I seek	Other	None of the above
Total	32%	35%	16%	25%	23%	36%	31%	2%	0%
Men	36%	39%	15%	26%	19%	31%	31%	2%	0%
Women	24%	32%	17%	25%	28%	39%	32%	3%	0%
Less than \$40K	37%	30%	18%	15%	19%	39%	37%	4%	0%
\$40K-\$79K	31%	49%	16%	23%	11%	39%	32%	0%	0%
\$80K+	20%	37%	4%	49%	44%	19%	27%	0%	0%
White	30%	31%	16%	24%	24%	42%	29%	3%	0%
African American	43%	50%	13%	13%	11%	44%	26%	0%	0%
Hispanic/ Latinx	36%	38%	26%	14%	16%	33%	38%	0%	0%
Under 45	23%	32%	16%	20%	18%	40%	49%	2%	0%
45-64	39%	40%	12%	33%	37%	29%	11%	0%	0%
65+	41%	37%	23%	24%	13%	38%	19%	4%	0%
Non-college	28%	37%	18%	23%	19%	38%	34%	2%	0%
College	38%	31%	11%	29%	31%	32%	25%	3%	0%

Q7. Imagine a friend or a family member was asking for your advice on how to eat healthier in general. Realistically, which of the following best describes the type of advice you would give them? *Select your top two.*

	Limit the amount of processed foods you consume	Pay attention to the portion sizes you consume	Pay attention to the ingredients list on packaged foods and beverages	Pay attention to the Nutrition Facts Label	Choose products that are low in added sugar, sodium, and saturated fat	Pay attention to the amount of calories you consume	Choose products that are high in specific nutrients (e.g., protein, fiber)
Total	20%	19%	17%	17%	16%	13%	13%
Men	18%	15%	17%	18%	16%	14%	17%
Women	22%	22%	17%	15%	17%	12%	10%
Less than \$40K	19%	19%	16%	15%	15%	15%	12%
\$40K-\$79K	22%	22%	16%	17%	20%	12%	12%
\$80K+	19%	16%	19%	20%	16%	13%	17%
White	23%	19%	16%	14%	17%	11%	11%
African American	16%	17%	18%	21%	11%	16%	19%
Hispanic/ Latinx	14%	20%	16%	16%	21%	18%	14%
Under 45	17%	17%	15%	16%	14%	16%	19% ↑
45-64	20%	19%	18%	19%	17%	14%	10%
65+	25%	20%	17%	15%	19%	6% ↓	8%
Non-college	18%	19%	16%	16%	16%	14%	13%
College	23%	18%	18%	19%	18%	12%	15%

Q7. Imagine a friend or a family member was asking for your advice on how to eat healthier in general. Realistically, which of the following best describes the type of advice you would give them? *Select your top two.*

	Pay attention to labels and information on the front of package	Focus on your overall food choices, instead of just individual food choices	Prioritize eating from all five food groups	Eat more plant-based foods and beverages	Focus on each individual food or beverage choice	Other	I wouldn't feel comfortable giving advice on this
Total	12%	12%	10%	9%	7%	1%	13%
Men	13%	15%	9%	10%	9%	1%	12%
Women	12%	9%	12%	7%	6%	1%	15%
Less than \$40K	11%	9%	11%	6%	5%	1%	18% ↑
\$40K-\$79K	13%	13%	12%	8%	8%	1%	8%
\$80K+	15%	16%	9%	13%	10%	0%	6%
White	13%	12%	11%	8%	7%	1%	15%
African American	14%	13%	10%	9%	7%	0%	9%
Hispanic/ Latinx	11%	11%	8%	9%	8%	1%	12%
Under 45	14%	12%	11%	11%	9%	0%	10%
45-64	11%	11%	10%	7%	7%	1%	13%
65+	12%	13%	11%	7%	3%	1%	19%
Non-college	13%	10%	10%	7%	7%	1%	16% ↑
College	11%	15%	11%	11%	8%	1%	7% ↓

Q8. On a scale of 1-5, how much of an impact do nutrition labels, statements and/or claims on the front of product packaging have on your decision to buy foods and beverages?

	1 - no impact	2	3	4	5 - significant impact	Not sure
Total	7%	10%	30%	28%	20%	4%
Men	6%	10%	26%	32%	22%	3%
Women	8%	11%	33%	25%	19%	4%
Less than \$40K	10% ↑	10%	32%	26%	17%	5% ↑
\$40K-\$79K	6%	11%	31%	34%	16%	2%
\$80K+	3% ↓	10%	24%	31%	31% ↑	1%
White	9%	12% ↑	30%	26%	18%	4%
African American	4%	4%	22%	25%	40% ↑	6%
Hispanic/ Latinx	4%	7%	38%	33%	16%	2%
Under 45	4% ↓	6% ↓	28%	34% ↑	25% ↑	3%
45-64	10% ↑	13%	32%	23% ↓	18%	4%
65+	9%	17% ↑	30%	27%	13% ↓	5%
Non-college	9% ↑	10%	33% ↑	26% ↓	18% ↓	5% ↑
College	3% ↓	12%	23% ↓	34% ↑	26% ↑	2% ↓

Q9. On a scale of 1-5, how much do nutrition labels, statements or claims on the front of product packaging help when it comes to determining the healthfulness of foods and beverages?

	1 - Not at all helpful	2	3	4	5 - Very helpful	Not sure
Total	6%	11%	31%	26%	21%	5%
Men	6%	11%	28%	28%	22%	4%
Women	6%	10%	33%	24%	21%	5%
Less than \$40K	8%	9%	35%	24%	18%	6% ↑
\$40K-\$79K	4%	13%	35%	30%	17%	2%
\$80K+	5%	12%	20% ↓	28%	33% ↑	2%
White	8%	13%	29%	24%	21%	5%
African American	3%	5%	27%	28%	32% ↑	6%
Hispanic/ Latinx	3%	6%	41% ↑	27%	20%	3%
Under 45	5%	7% ↓	29%	30%	25%	5%
45-64	7%	12%	34%	22%	21%	4%
65+	8%	18% ↑	32%	24%	13% ↓	5%
Non-college	7%	10%	36% ↑	23% ↓	18% ↓	6% ↑
College	4%	12%	21% ↓	33% ↑	27% ↑	1% ↓

Q10. When determining the healthfulness of a product, which of the following best describes how you use the Nutrition Facts label and/or the nutrition labels, statements or claims on the front of food and beverage packaging?

	I only refer to the Nutrition Facts Label	I usually refer to the Nutrition Facts Label, but sometimes look at nutrition labels, statements or claims on the front	I refer to both to similar degrees	I usually refer to nutrition labels, statements or claims on the front of packaging, but sometimes look at the Nutrition	I only refer to nutrition labels, statements or claims on the front of packaging	I do not refer to either when determining the healthfulness of a product	Not sure
Total	11%	20%	25%	16%	6%	12%	10%
Men	10%	22%	22%	19%	8%	11%	9%
Women	12%	18%	28%	14%	5%	13%	11%
Less than \$40K	11%	15% ↓	27%	15%	4%	16% ↑	12% ↑
\$40K-\$79K	8%	23%	25%	19%	8%	11%	7%
\$80K+	14%	25%	25%	18%	9%	7%	2% ↓
White	12%	22%	23%	12% ↓	6%	15% ↑	9%
African American	10%	17%	36%	16%	5%	4%	13%
Hispanic/ Latinx	10%	19%	25%	22%	4%	10%	11%
Under 45	8%	21%	22%	22% ↑	8%	7% ↓	11%
45-64	13%	18%	29%	10% ↓	6%	15%	8%
65+	14%	21%	25%	12%	2% ↓	18% ↑	7%
Non-college	10%	15% ↓	27%	16%	6%	14% ↑	12% ↑
College	13%	29% ↑	22%	17%	7%	7% ↓	5% ↓

Q11. What, if any, do these nutrition labels, statements, or claims on the front of food and beverage packaging help you do?
Select all that apply.

	Make more informed food choices for you and/or your household	Choose a food or beverage that is a healthy choice	Gain general awareness of the healthfulness of a food or beverage	Make more informed food choices for yourself	Quickly access information on the nutrition content of foods and beverages	Help you establish healthy eating patterns
Total	25%	25%	24%	23%	23%	22%
Men	26%	23%	25%	23%	23%	22%
Women	22%	27%	23%	22%	22%	21%
Less than \$40K	21%	22%	21%	21%	18% ↓	20%
\$40K-\$79K	29%	29%	29%	25%	27%	24%
\$80K+	27%	25%	24%	24%	29%	24%
White	25%	24%	26%	24%	25%	21%
African American	25%	25%	22%	21%	21%	24%
Hispanic/ Latinx	26%	33%	22%	24%	23%	21%
Under 45	23%	24%	22%	21%	23%	21%
45-64	24%	25%	25%	21%	21%	22%
65+	28%	28%	29%	29%	25%	22%
Non-college	23%	25%	23%	24%	20%	21%
College	27%	24%	27%	21%	28%	23%

Q11. What, if any, do these nutrition labels, statements, or claims on the front of food and beverage packaging help you do?

Select all that apply

	Choose foods and beverages that fit a certain diet/eating pattern	Compare similar products to choose the one that best fits your nutritional needs or preferences	Help you better understand how a food or beverage fits into your overall diet	Quickly access information on the nutrients you should limit/avoid	Consume the appropriate amount of a food or beverage	Quickly access information on the nutrients you should consume more of	Other (please specify)	None of the above
Total	21%	21%	20%	19%	18%	18%	1%	16%
Men	21%	24%	25% ↑	22%	22%	21%	2%	15%
Women	20%	18%	16% ↓	16%	14%	16%	1%	18%
Less than \$40K	21%	17%	16%	17%	16%	16%	1%	21% ↑
\$40K-\$79K	20%	21%	18%	19%	16%	19%	1%	13%
\$80K+	22%	26%	31% ↑	24%	25%	23%	1%	9%
White	21%	18%	19%	18%	16%	16%	1%	18%
African American	20%	27%	23%	24%	24%	25%	0%	15%
Hispanic/ Latinx	21%	25%	19%	21%	20%	22%	2%	16%
Under 45	23%	24%	22%	21%	22%	20%	0%	14%
45-64	18%	16%	17%	15%	18%	17%	1%	17%
65+	21%	24%	21%	20%	11% ↓	16%	2%	21%
Non-college	21%	20%	17% ↓	16%	17%	16%	1%	19% ↑
College	21%	23%	27% ↑	24%	21%	22%	1%	10% ↓

Q12. If you saw a U.S. Food and Drug Administration (FDA) “healthy” symbol or label on a food product, what do you think it would mean?

Select up to two

	Meets the FDA's definition of a “healthy” food	Contains one or more food groups	Contains a certain amount of a food group	Is high in nutrients that you should seek out	Is low in nutrients that you should limit	Is natural or organic	Is only made with healthy ingredients	Contains only a few ingredients	Other	I don't think this icon or label would be meaningful
Total	42%	13%	16%	16%	10%	13%	19%	6%	2%	16%
Men	38%	15%	18%	19%	12%	15%	22%	7%	2%	14%
Women	46%	11%	14%	13%	9%	12%	17%	6%	2%	18%
Less than \$40K	42%	11%	18%	14%	9%	9%	16%	6%	2%	21% ↑
\$40K-\$79K	44%	12%	12%	17%	11%	17%	24%	4%	3%	12%
\$80K+	41%	20% ↑	21%	19%	11%	16%	23%	11%	0%	9% ↓
White	45%	10%	15%	15%	10%	11%	19%	6%	1%	19%
African American	32%	15%	22%	25%	12%	13%	14%	8%	3%	12%
Hispanic/ Latinx	40%	17%	14%	13%	5%	22% ↑	20%	6%	4%	13%
Under 45	34% ↓	18% ↑	19%	19%	11%	19% ↑	21%	9%	3%	11% ↓
45-64	47%	9%	16%	14%	10%	10%	19%	5%	1%	17%
65+	54% ↑	9%	9% ↓	12%	11%	5% ↓	15%	3%	2%	26% ↑
Non-college	42%	11%	16%	14%	9%	14%	19%	6%	2%	17%
College	43%	18%	16%	19%	12%	11%	20%	8%	1%	13%

Q13. If you saw a U.S. Food and Drug Administration (FDA) “healthy” symbol or label on a food product, how much would this impact your decision to purchase it?

	1 - A lot less likely to buy	2 - Somewhat less likely to buy	3 - No more or less likely to buy	4 - Somewhat more likely to buy	5 - Much more likely to buy	Not sure
Total	2%	4%	38%	31%	22%	4%
Men	1%	4%	36%	32%	23%	3%
Women	2%	3%	39%	30%	21%	5%
Less than \$40K	3%	4%	43% ↑	27% ↓	18% ↓	6% ↑
\$40K-\$79K	2%	3%	35%	39%	19%	2%
\$80K+	0%	2%	29% ↓	33%	34% ↑	1% ↓
White	2%	4%	40%	29%	20%	5%
African American	0%	3%	30%	26%	36% ↑	5%
Hispanic/ Latinx	2%	2%	34%	38%	22%	3%
Under 45	1%	4%	31% ↓	32%	28% ↑	4%
45-64	3%	3%	40%	30%	22%	4%
65+	2%	4%	48% ↑	30%	10% ↓	6%
Non-college	2%	4%	41% ↑	29%	19% ↓	5% ↑
College	1%	2%	31% ↓	35%	29% ↑	2% ↓

Q14. If you were looking to purchase a healthy food or beverage and you saw a U.S. Food and Drug Administration (FDA) “healthy” symbol or label on a product, how helpful would this symbol be to you?

	Extremely helpful	Very helpful	Somewhat helpful	Not too helpful	Not at all helpful	I’m not sure
Total	23%	24%	32%	11%	4%	5%
Men	24%	27%	31%	10%	3%	4%
Women	22%	21%	34%	11%	5%	7%
Less than \$40K	20%	20% ↓	36%	11%	5%	7% ↑
\$40K-\$79K	19%	31%	33%	12%	3%	3%
\$80K+	31% ↑	28%	26%	10%	3%	1%
White	21%	23%	32%	14% ↑	5%	6%
African American	33% ↑	26%	25%	5%	3%	8%
Hispanic/ Latinx	26%	25%	33%	8%	2%	6%
Under 45	26%	27%	29%	9%	2% ↓	6%
45-64	26%	21%	36%	7%	6%	4%
65+	8% ↓	22%	36%	21% ↑	7%	6%
Non-college	21%	23%	35%	11%	4%	7% ↑
College	26%	28%	27%	11%	5%	3% ↓

Q15. Imagine you are grocery shopping for a product that you are familiar with and have purchased before. If you saw that the product now has a symbol or label that indicates that it meets criteria defined by the U.S. Food and Drug Administration (FDA) as being “healthy,” how would this change your perception on the healthfulness of the product? Compared to when I first purchased the product, I would now view it as...

	Significantly healthier	Somewhat healthier	Having the same healthfulness as before	Somewhat less healthy	A lot less healthy	Not sure
Total	22%	31%	38%	2%	1%	7%
Men	26% ↑	31%	36%	2%	1%	5%
Women	18% ↓	31%	39%	2%	1%	9%
Less than \$40K	18% ↓	31%	40%	1%	1%	9% ↑
\$40K-\$79K	16% ↓	36%	40%	3%	1%	3%
\$80K+	36% ↑	30%	30%	1%	0%	2% ↓
White	22%	31%	38%	1%	1%	8%
African American	33% ↑	30%	28%	1%	1%	7%
Hispanic/ Latinx	18%	35%	39%	1%	1%	6%
Under 45	27% ↑	31%	31% ↓	2%	1%	8%
45-64	22%	31%	39%	2%	0%	6%
65+	9% ↓	32%	51% ↑	2%	1%	5%
Non-college	17% ↓	31%	41% ↑	2%	1%	8% ↑
College	32% ↑	32%	31% ↓	1%	1%	3% ↓



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