

OVERALL HEALTH

TABLE 1: OVERALL HEALTH STATUS

Which of the following best describes your overall health status?

		Total		Income				Education			Diet		BMI				Days of Physical Activity		
		2006	2007	< \$35K	\$35K - < 50K	\$50K - < 100K	\$100K +	HS or Less	Some College	College +	Healthy	Not Healthy	Under	Ideal	Over	Obese	None	1-3 days	4-7 days
Base		1000	1000	380	191	269	75	470	269	258	577	203	11	272	304	332	158	333	508
Excellent		9%	10%	6%	10%	10%	20%	7%	11%	14%	15%	2%	6%	19%	10%	3%	6%	6%	13%
Very good		24%	29%	22%	30%	33%	45%	22%	31%	41%	37%	10%	29%	35%	32%	21%	17%	24%	36%
Good		43%	41%	43%	40%	45%	29%	45%	40%	35%	34%	48%	27%	36%	44%	44%	41%	49%	36%
Fair		19%	17%	25%	17%	12%	6%	22%	16%	11%	13%	35%	11%	9%	11%	28%	31%	18%	13%
Poor		6%	2%	4%	3%	1%		4%	2%		2%	4%	27%	0%	2%	3%	5%	2%	2%

TABLE 2: SATISFACTION WITH HEALTH STATUS

How satisfied are you with your overall health status?

		Total		Education		
		2006	2007	HS or Less	Some College	College+
Base		1000	1000	470	269	258
Extremely Satisfied		14%	16%	15%	18%	18%
Somewhat Satisfied		41%	42%	37%	39%	51%
Neither Satisfied Nor Unsatisfied		16%	17%	19%	17%	15%
Not Very Satisfied		24%	20%	22%	21%	15%
Not At All Satisfied		6%	5%	8%	5%	1%

		Total		Health Status		Diet		BMI				Days of Physical Activity		
		2006	2007	Very good/ Excellent	Fair/ poor	Healthy	Not Healthy	Under	Ideal	Over	Obese	None	1-3 days	4-7 days
Base		1000	1000	389	198	577	203	11	272	304	332	158	333	508
Extremely Satisfied		14%	16%	39%	0%	24%	4%	7%	26%	16%	10%	7%	12%	22%
Somewhat Satisfied		41%	42%	53%	9%	48%	19%	38%	46%	49%	30%	29%	40%	46%
Neither Satisfied Nor Unsatisfied		16%	17%	6%	16%	11%	23%	13%	15%	16%	21%	20%	20%	15%
Not Very Satisfied		24%	20%	3%	52%	13%	44%	4%	9%	17%	30%	33%	23%	13%
Not At All Satisfied		6%	5%	0%	23%	4%	10%	37%	3%	3%	8%	11%	6%	3%

TABLE 3: INFLUENCE OF KEY FACTORS ON HEALTH STATUS

What influence, if any, does each of the following factors have on a person's overall health?

PHYSICAL ACTIVITY

		Total		Age						Education			Health Status		Diet	
		2006	2007	18-24	25-34	35-44	45-54	55-64	65+	HS or Less	Some College	College+	Very good/ Excellent	Fair/ poor	Healthy	Not Healthy
Base		1000	1000	115	197	215	198	129	146	470	269	258	389	198	577	203
Extremely Influential		57%	57%	49%	55%	59%	60%	54%	64%	51%	57%	69%	67%	46%	63%	52%
Somewhat Influential		35%	37%	38%	40%	36%	34%	37%	35%	39%	40%	28%	29%	44%	33%	39%
Neither		5%	4%	10%	4%	5%	4%	3%		6%	3%	2%	3%	4%	2%	7%
Not Very Influential		2%	1%	2%	2%		0%	5%		2%		1%	1%	3%	2%	1%
Not At All Influential		1%	1%	2%		0%	2%	1%	1%	1%	0%	0%	1%	3%	1%	1%

WEIGHT

		Total		Education		
		2006	2007	HS or Less	Some College	College+
Base		1000	1000	470	269	258
Extremely Influential		57%	54%	53%	53%	57%
Somewhat Influential		35%	37%	32%	42%	39%
Neither		5%	6%	9%	3%	2%
Not Very Influential		2%	2%	3%	1%	1%
Not At All Influential		1%	1%	2%	1%	0%

		Total		Health Status		BMI				Weight Concern		Diet Change		Doing with Weight		
		2006	2007	Very good/ Excellent	Fair/ poor	Under	Ideal	Over	Obese	Concerned		Yes	No	Lose	Maintain	Nothing
										No	Yes					
Base		1000	1000	389	198	11	272	304	332	144	741	660	340	559	234	178
Extremely Influential		57%	54%	57%	54%	55%	50%	51%	62%	43%	60%	58%	48%	57%	53%	48%
Somewhat Influential		35%	37%	36%	32%	40%	37%	43%	31%	43%	35%	35%	39%	37%	37%	36%
Neither		5%	6%	4%	6%	6%	9%	4%	4%	10%	3%	4%	9%	3%	5%	12%
Not Very Influential		2%	2%	1%	5%		3%	1%	2%	2%	2%	2%	3%	2%	3%	2%
Not At All Influential		1%	1%	1%	3%		2%	1%	1%	2%	1%	1%	1%	1%	1%	1%

DIET

		Total		Age						Education		
		2006	2007	18-24	25-34	35-44	45-54	55-64	65+	HS or Less	Some College	College+
Base		1000	1000	115	197	215	198	129	146	470	269	258
Extremely Influential		52%	56%	47%	54%	59%	57%	59%	59%	49%	58%	67%
Somewhat Influential		37%	34%	32%	38%	30%	32%	31%	38%	35%	36%	29%
Neither		7%	7%	17%	6%	7%	7%	5%	2%	10%	5%	3%
Not Very Influential		2%	2%	2%	2%	1%	2%	3%	1%	3%	0%	0%
Not At All Influential		2%	2%	2%	1%	2%	3%	2%		3%		1%

		Total		Health Status		Diet		Diet Change	
		2006	2007	Very good/ Excellent	Fair/ poor	Healthy	Not Healthy	Yes	No
Base		1000	1000	389	198	577	203	660	340
Extremely Influential		52%	56%	64%	51%	63%	55%	64%	42%
Somewhat Influential		37%	34%	30%	35%	30%	32%	28%	43%
Neither		7%	7%	4%	6%	4%	9%	5%	11%
Not Very Influential		2%	2%	1%	5%	2%	2%	2%	1%
Not At All Influential		2%	2%	1%	4%	2%	2%	1%	3%

DIET

TABLE 1: HEALTHFULNESS OF DIET

Now a few questions about diet. *Again, by "diet", we mean everything you consume, including foods, beverages, and dietary supplements.*

How would you rate the healthfulness of your overall diet?

		Total		Health Status		Health Satisfaction		BMI				Activity		
		2006	2007	Very good/ Excellent	Fair/ poor	Satisfied	Not Satisfied	Under	Ideal	Over	Obese	Sedentary	Moderate	Active
Base		1000	1000	389	198	577	250	11	272	304	332	284	586	130
Extremely Healthful		8%	7%	11%	4%	9%	4%	27%	11%	5%	5%	2%	6%	22%
Somewhat Healthful		46%	51%	66%	39%	63%	34%	53%	61%	54%	40%	41%	55%	54%
Neither Healthful Nor Unhealthful		24%	22%	17%	17%	20%	18%	6%	18%	27%	21%	20%	25%	13%
Not Very Healthful		19%	17%	6%	33%	7%	34%	15%	8%	12%	28%	29%	13%	11%
Not At All Healthful		3%	3%	1%	8%	1%	10%		2%	1%	6%	8%	1%	

TABLE 2: DAILY SERVING OF FRUITS AND VEGETABLES

On average, approximately how many servings of fruits and vegetables do you eat per day?

Total	2006	2007
Base	1000	1000
0	6%	5%
1	29%	26%
2	23%	28%
3	20%	18%
4	9%	10%
5	8%	7%
6-8	4%	4%
9 or more	2%	1%
Mean	2.53	2.52

TABLE 3: CHANGES TO DIET IN PAST SIX MONTHS

Over the past six months, have you made any changes in an effort to improve the healthfulness of your diet?

		Total		Gender		BMI				Doing with Weight			Days of Physical Activity		
		2006	2007	Male	Female	Under	Ideal	Over	Obese	Lose	Maintain	Nothing	None	1-3 days	4-7 days
Base		1000	1000	470	530	11	272	304	332	559	234	178	158	333	508
Yes		57%	66%	61%	70%	59%	57%	66%	76%	83%	57%	29%	53%	65%	71%
No		43%	34%	39%	30%	41%	43%	34%	24%	17%	43%	71%	47%	35%	29%

		Total		Fat Amount		Fat Type		Carb Amount		Carb Type		Sugar Amount		Sugar Type	
		2006	2007	Concerned		Concerned		Concerned		Concerned		Concerned		Concerned	
				Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Base		1000	1000	712	145	721	118	554	193	518	202	702	136	583	169
Yes		57%	66%	75%	39%	75%	39%	78%	47%	79%	44%	74%	44%	75%	46%
No		43%	34%	25%	61%	25%	61%	22%	53%	21%	56%	26%	56%	25%	54%

TABLE 4: REASONS FOR DIETARY CHANGES

[IF CHANGES] For which of the following reasons, if any, are you trying to improve the healthfulness of your diet? *Select all that apply.*

Total	2005	2007
Base	574	660
To lose weight	62%	70%
To improve my overall well-being	-	70%
To improve my physical health	-	65%
Because of a specific health condition (e.g., diabetes, high cholesterol, high blood pressure, allergies)	37%	37%
To maintain my weight	19%	20%
To improve my overall health	69%	-
Other	4%	3%

TABLE 5: UNAIDED TYPES OF DIETARY CHANGES

[IF CHANGES] What, specifically, have you done to improve the healthfulness of your diet in the past six months? [open end]

Total	2006	2007
Base	574	660
Consuming more of a specific type of food or beverage	23%	36%
Consuming less of a specific type of food or beverage	21%	29%
Physical activity	15%	23%
Changing eating habits / eating healthier / watching what I eat (but no specifics given)	18%	19%
Change the amount of fat	14%	13%
Reducing the amounts of food and beverages served/eaten at meals (Limiting portions)	12%	11%
Change the amount of sugars	17%	8%
Eating less of a certain food component (e.g., a vitamin, mineral, nutrient)	3%	7%
Change the amount of carbs	11%	5%
Following a specific diet plan	3%	5%
Eating more of a certain food component (e.g., a vitamin, mineral, nutrient)	10%	4%
Changing meal/snack patterns (i.e., skipping meals, snacks, or desserts, eating smaller meals, more frequently)	9%	4%
Eating fewer calories	2%	4%
Change the type of fat	1%	2%
Mention of Trans Fat	-	2%
Change the type of carbs	2%	1%
Change the TYPE of SUGARS	0%	1%
Other	2%	5%
I am not taking any steps to improve the healthfulness of my diet (Nothing)	1%	1%

TABLE 6: AIDED TYPES OF DIETARY CHANGES

[IF CHANGES] Which of the following specific changes, if any, have you made in the past 6 months to improve the healthfulness of your diet? *Check all that apply.*

Total	2006	2007
Base	574	660
Consuming less of a specific type of food or beverage	68%	65%
Changing meal/snack patterns (i.e., skipping meals, snacks, or desserts, eating smaller meals, more frequently)	55%	59%
Reducing the amounts of food and beverages served/eaten at meals (Limiting portions)	57%	58%
Eating fewer calories	42%	48%
Consuming more of a specific type of food or beverage	31%	40%
Eating more of a certain food component (e.g., a vitamin, mineral, nutrient)	29%	36%
Eating less of a certain food component (e.g., a vitamin, mineral, nutrient)	16%	25%
Following a specific diet plan	11%	10%
Other	3%	4%
I am not taking any steps to improve the healthfulness of my diet	1%	0%

TABLE 7: AWARENESS OF RECOMMENDED DAILY CALORIC CONSUMPTION

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

Total	2006	2007
Base	1000	1000
Answered	57%	69%
1000 or less	3%	3%
1001-1500	19%	22%
1501-2000	24%	31%
2001-2500	9%	10%
2501-3000	1%	2%
3001 or more	1%	1%
Don't know	43%	31%
Mean	1811	1813

TABLE 8: CALORIES CONSUMED PER DAY

[IF ANSWERED DAILY CALORIC CONSUMPTION] Most days, would you say you consume:

		Total		Health Status		Health Satisfaction		Diet	
		2006	2007	Very good/ Excellent	Fair/ poor	Satisfied	Not Satisfied	Healthy	Not Healthy
Base		568	695	277	142	403	172	416	137
More than [CONSUMPTION] calories per day		33%	34%	22%	45%	27%	48%	25%	61%
About [CONSUMPTION] calories per day		44%	41%	53%	32%	49%	29%	48%	23%
Less than [CONSUMPTION] calories per day		17%	17%	16%	19%	18%	16%	19%	11%
Don't know		6%	8%	9%	4%	6%	6%	8%	5%

		Total		BMI				Activity			Days of Physical Activity		
		2006	2007	Under	Ideal	Over	Obese	Sedentary	Moderate	Active	None	1-3 days	4-7 days
Base		568	695	4	179	221	249	193	418	83	80	249	365
More than [CONSUMPTION] calories per day		33%	34%	13%	20%	30%	44%	48%	31%	21%	45%	42%	27%
About [CONSUMPTION] calories per day		44%	41%	56%	49%	48%	32%	28%	45%	51%	25%	37%	47%
Less than [CONSUMPTION] calories per day		17%	17%	32%	23%	15%	15%	17%	16%	24%	22%	13%	18%
Don't know		6%	8%		7%	7%	8%	8%	8%	4%	8%	7%	8%

TABLE 9: AWARENESS OF CALORIC IMPACT ON WEIGHT GAIN

Which of the following statements do you agree with regarding the relationship between calories and weight gain?

Total	2006	2007
Base	1000	1000
Calories in general are what causes weight gain (i.e., all calories are the same)	29%	31%
Calories from fats are most likely to cause weight gain	26%	29%
Calories from carbohydrates are most likely to cause weight gain	20%	18%
Calories from protein are most likely to cause weight gain	2%	1%
Not sure	22%	20%

TABLE 10: AWARENESS OF CONSUMPTION OF SPECIFIC NUTRIENTS

In a typical day, how aware are you of your total consumption of each of the following?

Total Base	2007 1000
Sugar	38%
Fat	34%
Calories	27%
Carbohydrates	26%
Protein	19%

FATS

TABLE 1: CONCERN WITH AMOUNT OF DIETARY FATS

How concerned are you, if at all, with the amount of fat you consume in the foods you eat?

		Total		Gender		Age						Education			BMI			
		2006	2007	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or Less	Some College	College+	Under	Ideal	Over	Obese
Base		1000	1000	470	530	115	197	215	198	129	146	470	269	258	11	272	304	332
Extremely Concerned		18%	21%	18%	23%	14%	10%	14%	29%	31%	29%	22%	21%	18%	11%	12%	18%	32%
Somewhat Concerned		48%	51%	46%	55%	45%	50%	57%	50%	50%	48%	46%	53%	58%	34%	47%	56%	47%
Neither Concerned Nor Unconcerned		19%	14%	18%	11%	15%	23%	14%	12%	8%	12%	16%	14%	12%	27%	17%	12%	12%
Not Very Concerned		8%	9%	10%	8%	12%	10%	11%	5%	8%	7%	9%	8%	10%	24%	14%	9%	4%
Not At All Concerned		7%	6%	8%	3%	14%	8%	4%	4%	2%	4%	8%	5%	2%	4%	10%	4%	4%

		Total		Carb Amount		Carb Type		Sugar Amount		Sugar Type		Weight Concern		Days of Physical Activity		
		2006	2007	Concerned		Concerned		Concerned		Concerned		Concerned		None	1-3 days	4-7 days
				Yes	No	Yes	No	Yes	No	Yes	No	No	Yes			
Base		1000	1000	554	193	518	202	702	136	583	169	144	741	158	333	508
Extremely Concerned		18%	21%	27%	12%	28%	12%	26%	4%	28%	9%	7%	25%	15%	20%	23%
Somewhat Concerned		48%	51%	57%	40%	53%	41%	56%	39%	54%	41%	40%	55%	45%	55%	49%
Neither Concerned Nor Unconcerned		19%	14%	8%	9%	9%	7%	8%	16%	9%	12%	20%	10%	27%	11%	12%
Not Very Concerned		8%	9%	7%	19%	7%	19%	7%	15%	7%	17%	17%	6%	7%	7%	10%
Not At All Concerned		7%	6%	2%	20%	2%	21%	2%	26%	2%	21%	16%	3%	6%	6%	5%

TABLE 2 CONCERN WITH TYPE OF DIETARY FATS

How concerned are you, if at all, with the types of fat you consume in the foods you eat?

		Total		Gender		Age						Education			BMI			
		2006	2007	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or Less	Some College	College+	Under	Ideal	Over	Obese
Base		1000	1000	470	530	115	197	215	198	129	146	470	269	258	11	272	304	332
Extremely Concerned		22%	25%	21%	29%	16%	14%	21%	32%	37%	36%	24%	26%	27%	20%	20%	23%	34%
Somewhat Concerned		44%	47%	44%	49%	33%	48%	50%	48%	47%	49%	44%	48%	51%	70%	46%	51%	42%
Neither Concerned Nor Unconcerned		20%	16%	18%	15%	27%	24%	17%	12%	9%	8%	20%	13%	13%	6%	16%	14%	16%
Not Very Concerned		8%	7%	10%	4%	13%	9%	7%	4%	5%	4%	6%	8%	6%		8%	9%	6%
Not At All Concerned		6%	5%	8%	2%	11%	6%	5%	5%	2%	2%	6%	5%	3%	4%	10%	3%	2%

		Total		Carb Amount		Carb Type		Sugar Amount		Sugar Type		Weight Concern		Days of Physical Activity		
		2006	2007	Concerned		Concerned		Concerned		Concerned		Concerned				
				Yes	No	Yes	No	Yes	No	Yes	No	No	Yes	None	1-3 days	4-7 days
Base		1000	1000	554	193	518	202	702	136	583	169	144	741	158	333	508
Extremely Concerned		22%	25%	33%	18%	36%	13%	31%	12%	34%	15%	8%	31%	19%	24%	28%
Somewhat Concerned		44%	47%	53%	32%	51%	34%	53%	32%	51%	33%	40%	49%	40%	49%	47%
Neither Concerned Nor Unconcerned		20%	16%	9%	11%	9%	10%	11%	13%	11%	10%	20%	13%	31%	13%	14%
Not Very Concerned		8%	7%	4%	20%	3%	22%	4%	20%	3%	20%	14%	5%	4%	7%	7%
Not At All Concerned		6%	5%	1%	20%	1%	21%	2%	23%	1%	22%	18%	2%	6%	6%	4%

TABLE 3: AWARENESS OF DIETARY FATS

Which of the following types of fat have you heard of? Check all that apply.

Total Base	2006 1000	2007 1000
Saturated fats	91%	88%
Vegetable oils (e.g., canola, corn, soybean, olive)	86%	87%
Trans fats	81%	87%
Animal fats (e.g., lard, tallow, butter)	83%	79%
Fish oils	76%	74%
Polyunsaturated fats	79%	71%
Omega 3 fatty acids	63%	71%
Monounsaturated fats	70%	64%
Hydrogenated oils	69%	63%
Partially hydrogenated oils	59%	60%
Tropical oils (e.g., palm kernel, coconut)	58%	54%
Omega 6 fatty acids	36%	47%
Naturally occurring trans fats	-	23%
Stearic acid	21%	16%
DHA (docosahexaenoic acid)	16%	12%
ALA (alpha-linolenic acid)	9%	9%
CLA (conjugated linoleic acid)	8%	6%
EPA (eicosapentaenoic acid)	8%	5%
None of the above	4%	3%

TABLE 4: DESIRED CHANGE IN CONSUMPTION OF DIETARY FATS

[SPLIT SAMPLE (A) AND HEARD OF] Please indicate whether you are trying to consume more or less of the following. *Scale= 1=Try to consume more, 2=Trying to consume less, 3=Neither*

	More		Less		Neither	
	2006	2007	2006	2007	2006	2007
Monounsaturated fats	8%	10%	32%	38%	60%	52%
Polyunsaturated fats	9%	10%	33%	42%	58%	48%
Saturated fats	1%	0%	57%	70%	42%	29%
Trans fats	2%	2%	54%	75%	45%	24%
Tropical oils (e.g., palm kernel, coconut)	6%	7%	43%	50%	51%	43%
Vegetable oils (e.g., canola, corn, soybean, olive)	27%	35%	22%	23%	52%	42%
Fish oils	43%	48%	9%	8%	48%	44%
Animal fats (e.g., lard, tallow, butter)	1%	2%	61%	73%	37%	25%

TABLE 5: CONSUMPTION OF TRANS FATS

[SPLIT SAMPLE (A) AND HEARD OF] Please indicate whether you are trying to consume more or less of the following. Scale= 1=Try to consume more, 2=Trying to consume less, 3=Neither

		Total		Age						Education			Diet		Weight Concern		Days of Physical Activity		
		2006	2007	18-24	25-34	35-44	45-54	55-64	65+	HS or Less	Some College	College+	Healthy	Not Healthy	Concerned		None	1-3 days	4-7 days
															No	Yes			
Base		413	430	43	75	96	87	59	70	198	113	118	258	82	59	323	46	167	217
Trying to consume more		2%	2%			2%	4%	1%	2%	1%	3%	1%	2%			2%	2%	1%	2%
Trying to consume less		54%	75%	48%	74%	65%	78%	85%	93%	67%	79%	84%	79%	65%	55%	80%	73%	77%	73%
Neither		45%	24%	52%	26%	33%	18%	14%	5%	32%	19%	15%	20%	35%	45%	19%	26%	21%	25%

TABLE 6: PERCEIVED HEALTHFULNESS OF VEGETABLE OILS

[SPLIT SAMPLE (A) ONLY] How would you rate the healthfulness of each of the following types of vegetable oil? Scale: 1= "not at all healthful", 2= "not very healthful", 3= "neither healthful nor unhealthful", 4= "somewhat healthful", 5= "extremely healthful", 6=unaware

2006**Base=525**

	1	2	3	4	5	6
Canola	3%	5%	23%	41%	15%	13%
Corn	4%	12%	30%	34%	5%	16%
Sunflower	1%	3%	24%	45%	12%	16%
Soybean	2%	2%	19%	42%	20%	15%
Olive	1%	3%	16%	33%	36%	11%

2007**Base=491**

	1	2	3	4	5	6
Canola	2%	6%	15%	45%	17%	15%
Corn	4%	18%	27%	27%	3%	21%
Sunflower	1%	5%	18%	41%	15%	20%
Soybean	1%	4%	15%	40%	18%	22%
Olive	0%	2%	9%	29%	46%	13%

TABLE 7: PERCEPTION OF CHANGE IN HEALTHFULNESS OF OILS IN FOOD PRODUCTS

Over the past year, would you say food products...?

Total	2006	2007
Base	1000	1000
Have been using more healthful oils	45%	63%
Have been using less healthful oils	9%	6%
Stayed the same (i.e., made no change)	46%	30%

CARBOHYDRATES, SUGARS, AND LOW-CALORIE SWEETENERS
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TABLE 1: CONCERN WITH CARBOHYDRATES AND SUGARS

Now a few questions about carbohydrates and sugars. How concerned are you, if at all, with the amount/type of carbohydrates/sugars you consume? *Scale: 1= "not at all concerned", 2="not very concerned", 3="neither concerned nor unconcerned", 4="Somewhat concerned", 5="extremely concerned"*

2006

Base= 1000

	1	2	3	4	5
Amount of carbohydrates	11%	11%	27%	36%	15%
Type of carbohydrates	11%	13%	30%	31%	16%
Amount of sugar	8%	9%	20%	39%	24%
Type of sugar	10%	12%	25%	32%	21%

2007

Base= 1000

	1	2	3	4	5
Amount of carbohydrates	8%	11%	25%	42%	13%
Type of carbohydrates	9%	11%	28%	40%	12%
Amount of sugar	4%	9%	16%	44%	26%
Type of sugar	6%	10%	25%	37%	21%

TABLE 2: AWARENESS OF SPECIFIC CARBOHYDRATES, LOW-CALORIE SWEETENERS, AND SUGARS

Which of the following have you heard of?

Total Base	2006 1000	2007 1000
Sugar	94%	94%
Glucose	88%	85%
Whole grains	87%	83%
Fiber	87%	83%
High fructose corn syrup	78%	81%
Fructose	83%	79%
Lactose	82%	79%
Saccharin	81%	76%
Sucrose	72%	69%
Added sugars	69%	67%
Aspartame	65%	66%
Complex carbohydrates	58%	59%
Glycemic Index	32%	46%
Refined carbohydrates	42%	41%
Sugar alcohols (polyols)	31%	35%
Sucralose	36%	33%
Glycemic Load	15%	20%
Stevia (dietary supplement)	17%	-
Acesulfame Potassium	-	7%
None of the above	3%	3%

TABLE 3: DESIRED CHANGE IN CONSUMPTION OF CARBOHYDRATES, SUGARS, AND LOW-CALORIE SWEETENERS

[SPLIT SAMPLE (B) AND HEARD OF] Please indicate whether you are trying to consume more or less of the following. *Scale= 1=Try to consume more, 2=Trying to consume less, 3=Neither*

	More		Less		Neither	
	2006	2007	2006	2007	2006	2007
Sugar	2%	1%	69%	71%	29%	28%
Added sugars	0%	1%	70%	67%	29%	32%
Sucrose	1%	1%	42%	38%	56%	61%
Fructose	4%	4%	41%	37%	55%	59%
Glucose	2%	1%	37%	36%	60%	63%
Lactose	4%	6%	32%	24%	64%	70%
Refined carbohydrates	6%	2%	56%	61%	38%	37%
Complex carbohydrates	23%	28%	29%	27%	48%	44%
Whole grains	73%	71%	5%	3%	22%	26%
Fiber	73%	72%	5%	2%	23%	25%
High fructose corn syrup	2%	1%	54%	60%	45%	39%
Aspartame	7%	8%	40%	31%	53%	61%
Saccharin	3%	3%	40%	35%	57%	62%
Sucralose	7%	5%	40%	33%	53%	62%
Acesulfame Potassium		19%		25%		56%
Sugar alcohols (polyols)	6%	4%	42%	42%	52%	54%

WEIGHT

TABLE 1: PERCEIVED CURRENT WEIGHT STATUS

Which of the following best describes your current weight? [ANSWER NOT FORCED]

Total	2006	2007
Base	997	997
Underweight	4%	4%
At an ideal weight	31%	28%
Overweight	56%	59%
Extremely overweight or obese	10%	9%

TABLE 2: BMI VERSUS PERCEIVED WEIGHT STATUS

Which of the following best describes your current weight? [ANSWER NOT FORCED]

	Total		BMI			
	2006	2007	Under	Ideal	Over	Obese
Base	997	919	10	283	303	318
Underweight	4%	4%	70%	9%		2%
At an ideal weight	31%	28%	30%	70%	23%	1%
Overweight	56%	59%		21%	77%	73%
Extremely overweight or obese	10%	9%		0%		23%

TABLE 3: CONCERN WITH CURRENT WEIGHT

How concerned are you about your weight?

	Total		Gender		Diet Change		Doing with Weight			Activity			BMI			
	2006	2007	Male	Female	Yes	No	Lose	Maintain	Nothing	Sedentary	Moderate	Active	Under	Ideal	Over	Obese
Base	1000	1000	470	530	660	340	559	234	178	284	586	130	11	272	304	332
Extremely Concerned	22%	23%	19%	26%	28%	11%	32%	14%	6%	22%	22%	26%	15%	11%	15%	38%
Somewhat Concerned	44%	52%	49%	54%	52%	50%	58%	45%	43%	56%	53%	36%	19%	40%	59%	54%
Neither Concerned Nor Unconcerned	12%	12%	13%	11%	9%	17%	6%	17%	19%	10%	11%	18%	7%	20%	13%	5%
Not Very Concerned	13%	10%	15%	7%	9%	14%	3%	20%	20%	8%	11%	13%	45%	21%	11%	2%
Not At All Concerned	9%	4%	5%	3%	2%	8%		5%	12%	4%	3%	7%	13%	9%	2%	0%

		Total		Fat Amount		Fat Type		Carb Amount		Carb Type		Sugar Amount		Sugar Type	
		2006	2007	Concerned		Concerned		Concerned		Concerned		Concerned		Concerned	
				Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Base		1000	1000	712	145	721	118	554	193	518	202	702	136	583	169
Extremely Concerned		22%	23%	28%	9%	27%	8%	30%	15%	31%	16%	25%	16%	29%	13%
Somewhat Concerned		44%	52%	55%	39%	55%	36%	53%	44%	53%	44%	55%	38%	53%	45%
Neither Concerned Nor Unconcerned		12%	12%	7%	20%	8%	16%	8%	10%	8%	11%	9%	14%	8%	11%
Not Very Concerned		13%	10%	7%	20%	8%	25%	8%	21%	7%	20%	8%	20%	7%	21%
Not At All Concerned		9%	4%	2%	13%	2%	16%	2%	10%	2%	9%	2%	12%	3%	10%

TABLE 4: DISCUSSION OF WEIGHT WITH HEALTHCARE PROVIDER

In the past year, have you and your healthcare provider discussed your weight?

		Total	Health Status		BMI				Weight Concern		Days of Physical Activity		
			Very good/ Excellent	Fair/ poor	Under	Ideal	Over	Obese	Concerned				
		2007							No	Yes	None	1-3 days	4-7 days
Base		1000	389	198	11	272	304	332	144	741	158	333	508
Yes		34%	27%	46%	27%	18%	27%	53%	20%	40%	40%	37%	30%
No		52%	58%	41%	63%	68%	62%	33%	62%	47%	48%	48%	56%
Not applicable - I have not been to a healthcare provider in the past year		14%	15%	14%	10%	14%	11%	14%	18%	13%	12%	15%	14%

TABLE 5: WEIGHT MANAGEMENT

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

Total	2007
Base	1000
I am trying to lose weight	56%
I am trying to maintain my weight	23%
I am trying to gain weight	3%
I am currently not doing anything regarding my weight	18%

TABLE 6: METHODS TO LOSE OR MAINTAIN WEIGHT

Which of the following things are you doing in an effort to lose/maintain weight? Check all that apply.

	Lose	Maintain
Base	559	234
Physical activity	79%	66%
Reducing the portion sizes of the meals or snacks I consume	69%	51%
Reducing the number of calories I consume	60%	35%
Changing the amount of calories I consume from fat	41%	32%
Changing the amount of calories I consume from carbohydrates	30%	22%
Increasing usage of low-calorie/artificial sweeteners or products that contain low-calorie/artificial sweeteners	23%	22%
Following a specific weight loss/diet program	12%	4%
Changing the amount of calories I consume from protein	11%	7%
Seeing a nutritionist or dietitian	4%	0%
Seeing some other type of health professional	3%	1%
Other	4%	5%

TABLE 7: ROLE OF LOW-CALORIE SWEETENERS IN LOSING OR MAINTAINING WEIGHT

To what extent do you agree or disagree that low-calorie/artificial sweeteners can play a role in helping individuals maintain or lose weight?

Total	2007
Base	1000
Strongly Agree	8%
Somewhat Agree	35%
Neither Disagree Nor Agree	38%
Somewhat Disagree	12%
Strongly Disagree	6%

MEAL OCCASIONS

TABLE 1: IMPORTANCE OF MEALS

How important, if at all, are each of the following eating occasions to an overall healthful diet?

Total	2007
Base	1000
Breakfast	90%
Lunch	80%
Dinner	87%
Snacks	53%

TABLE 2: IMPORTANCE OF BREAKFAST

How important, if at all, are each of the following eating occasions to an overall healthful diet?

BREAKFAST

	Total	Gender		Health Status		Diet		Doing with Weight		
	2007	Male	Female	Very good/ Excellent	Fair/ poor	Healthy	Not Healthy	Lose	Maintain	Nothing
Base	1000	470	530	389	198	577	203	559	234	178
Extremely Important	66%	55%	76%	73%	63%	75%	58%	73%	61%	55%
Somewhat Important	24%	30%	17%	21%	22%	20%	25%	20%	28%	27%
Neither Important Nor Unimportant	7%	9%	4%	4%	10%	4%	9%	4%	6%	13%
Not Very Important	2%	4%	1%	1%	3%	1%	6%	2%	4%	2%
Not At All Important	1%	1%	1%	1%	2%	0%	2%	1%	1%	3%

TABLE 3: FREQUENCY OF BREAKFAST EATEN PER WEEK

In general, how often do you eat each of the following: Breakfast (times per week)

		Total	Health Status		Diet		Weight Concern		Activity			Doing with Weight		
		2007	Very good/ Excellent	Fair/ poor	Healthy	Not Healthy	Concerned		Sedentary	Moderate	Active	Lose	Maintain	Nothing
							No	Yes						
Base		1000	389	198	577	203	144	741	284	586	130	559	234	178
0		6%	3%	11%	3%	16%	9%	6%	8%	5%	8%	5%	6%	12%
1		4%	3%	3%	4%	4%	7%	3%	4%	4%	5%	3%	3%	7%
2		9%	8%	10%	6%	16%	9%	10%	14%	8%	6%	9%	5%	14%
3		9%	8%	14%	7%	14%	11%	8%	11%	8%	6%	9%	8%	8%
4		7%	5%	4%	6%	11%	5%	8%	7%	8%	3%	7%	9%	6%
5		10%	13%	11%	9%	7%	8%	11%	8%	10%	15%	11%	9%	7%
6		5%	7%	6%	6%	4%	5%	5%	5%	6%	5%	5%	7%	3%
7		49%	53%	40%	59%	28%	45%	49%	43%	52%	52%	51%	52%	43%
Mean		5.04	5.39	4.55	5.57	3.78	4.65	5.08	4.63	5.22	5.15	5.18	5.25	4.37

TABLE 4: FREQUENCY OF LUNCH EATEN PER WEEK

In general, how often do you eat each of the following: Lunch (times per week)

Total	2007
Base	1000
0	4%
1	3%
2	4%
3	8%
4	7%
5	16%
6	8%
7	50%
Mean	5.42

TABLE 5: FREQUENCY OF DINNER EATEN PER WEEK

In general, how often do you eat each of the following: Dinner (times per week)

Total Base	2007 1000
0	0%
1	2%
2	1%
3	3%
4	4%
5	8%
6	6%
7	76%
Mean	6.38

TABLE 6: FREQUENCY OF SNACKS EATEN PER DAY

In general, how often do you eat each of the following: Snacks (times per day)

Total Base	2007 1000
0	7%
1	30%
2	32%
3	12%
4	5%
5	5%
6	1%
7	6%
8 or more	2%
Mean	2.5

FOODS AND BEVERAGES WITH ADDED HEALTH AND WELLNESS BENEFITS

TABLE 1: PERCEPTION OF HEALTH BENEFITS IN FOODS OR BEVERAGES

To what extent do you agree or disagree that some specific foods or beverages can provide the following benefits?

Total	2007
Base	1000
Improve heart health	80%
Maintain overall health and wellness	77%
Improve physical energy or stamina	76%
Improve digestive health	76%
Improve immune system function	71%
Provide higher levels of satiety (i.e., make you feel more full for a longer period of time than other types of foods or beverages)	70%
Improve mental performance	66%
Reduce risk of getting specific diseases	65%
Diminish the effects of current health problems	61%

TABLE 2: CURRENTLY CONSUMING FOODS OR BEVERAGES FOR BENEFITS

Please indicate your current or future interest in foods and beverages that provide each of the following benefits:

CURRENTLY CONSUME

		Total	Health Satisfaction		Days of Physical Activity			Diet	
			Satisfied					Healthy	Not Healthy
		2007	Yes	No	None	1-3 days	4-7 days		
Base		1000	577	250	158	333	508	577	203
Maintain overall health and wellness		46%	54%	37%	28%	40%	55%	61%	19%
Reduce risk of getting specific diseases		30%	32%	31%	22%	25%	35%	40%	13%
Diminish the effects of current health problems		31%	31%	31%	23%	26%	36%	40%	15%
Improve physical energy or stamina		34%	38%	29%	20%	30%	41%	43%	19%
Improve mental performance		22%	26%	18%	19%	16%	27%	30%	8%
Provide higher levels of satiety (i.e., make you feel more full for a longer period of time than other types of foods or beverages)		31%	35%	25%	21%	27%	36%	40%	15%
Improve digestive health		34%	38%	30%	27%	31%	38%	45%	15%
Improve heart health		42%	48%	36%	31%	36%	49%	56%	17%
Improve immune system function		29%	33%	23%	16%	27%	34%	39%	10%

		Total	Food Component		Type of food/beverage		Breakfast		Fruits/ Vegetables		Healthfulness Impact on Purchase Decision				
		2007	Eating more		Consuming more		Number of days/week		Servings		5- Great Impact	4	3	2	1-No Impact
			Yes	No	Yes	No	4+	<4	5+	<5					
Base		1000	266	734	274	726	742	258	131	869	249	396	253	74	28
Maintain overall health and wellness		46%	65%	40%	63%	39%	54%	25%	63%	43%	71%	50%	28%	12%	15%
Reduce risk of getting specific diseases		30%	45%	25%	46%	24%	35%	16%	47%	27%	54%	28%	16%	12%	9%
Diminish the effects of current health problems		31%	47%	26%	44%	26%	36%	18%	47%	29%	54%	33%	14%	5%	9%
Improve physical energy or stamina		34%	52%	29%	47%	30%	39%	23%	45%	33%	57%	36%	20%	10%	5%
Improve mental performance		22%	37%	18%	34%	18%	26%	12%	34%	21%	42%	21%	13%	1%	8%
Provide higher levels of satiety (i.e., make you feel more full for a longer period of time than other types of foods or beverages)		31%	47%	26%	45%	25%	37%	15%	47%	28%	52%	32%	16%	11%	4%
Improve digestive health		34%	51%	29%	50%	28%	39%	19%	50%	32%	60%	33%	19%	8%	6%
Improve heart health		42%	61%	36%	57%	37%	49%	24%	60%	40%	67%	45%	24%	14%	13%
Improve immune system function		29%	43%	24%	41%	24%	34%	17%	39%	27%	51%	27%	18%	11%	4%

TABLE 3: NOT CURRENTLY CONSUMING BUT INTERESTED IN CONSUMING FOODS OR BEVERAGES FOR BENEFITS

Please indicate your current or future interest in foods and beverages that provide each of the following benefits:

DO NOT CURRENTLY CONSUME BUT INTERESTED IN DOING SO

		Total	Health Status		Health Satisfaction		Diet		Activity		
		2007	Very good/ Excellent	Fair/ poor	Satisfied	Not Satisfied	Healthy	Not Healthy	Sedentary	Moderate	Active
Base		1000	389	198	577	250	577	203	284	586	130
Maintain overall health and wellness		44%	37%	53%	37%	54%	32%	66%	58%	41%	27%
Reduce risk of getting specific diseases		56%	54%	57%	53%	59%	49%	71%	64%	55%	48%
Diminish the effects of current health problems		54%	48%	58%	50%	60%	44%	70%	64%	51%	44%
Improve physical energy or stamina		55%	49%	62%	51%	61%	47%	69%	69%	52%	35%
Improve mental performance		64%	59%	68%	60%	70%	58%	74%	72%	62%	53%
Provide higher levels of satiety (i.e., make you feel more full for a longer period of time than other types of foods or beverages)		53%	48%	58%	48%	62%	43%	70%	62%	52%	39%
Improve digestive health		52%	46%	57%	47%	58%	42%	69%	59%	51%	42%
Improve heart health		47%	39%	56%	40%	57%	34%	73%	61%	44%	35%
Improve immune system function		59%	52%	64%	55%	67%	50%	76%	70%	57%	45%

TABLE 4: NOT CURRENTLY CONSUMING AND NOT INTERESTED

Please indicate your current or future interest in foods and beverages that provide each of the following benefits:

DO NOT CURRENTLY CONSUME AND NOT INTERESTED IN CONSUMING

		Total	Gender		Diet Change		Weight Concern		Doing with Weight		
		2007	Male	Female	Yes	No	Concerned		Lose	Maintain	Nothing
							Yes	No			
Base		1000	470	530	660	340	144	741	559	234	178
Maintain overall health and wellness		10%	14%	6%	5%	19%	20%	7%	6%	8%	24%
Reduce risk of getting specific diseases		14%	17%	11%	9%	23%	25%	11%	10%	12%	28%
Diminish the effects of current health problems		15%	18%	13%	11%	23%	29%	11%	11%	17%	27%
Improve physical energy or stamina		11%	14%	8%	7%	19%	17%	8%	8%	8%	23%
Improve mental performance		14%	18%	10%	10%	21%	20%	12%	12%	11%	25%
Provide higher levels of satiety (i.e., make you feel more full for a longer period of time than other types of foods or beverages)		16%	22%	11%	11%	26%	29%	12%	11%	15%	33%
Improve digestive health		14%	17%	12%	10%	24%	25%	12%	10%	14%	29%
Improve heart health		11%	13%	8%	6%	20%	20%	8%	7%	9%	25%
Improve immune system function		12%	15%	9%	8%	20%	19%	10%	9%	9%	24%

CAFFEINE CONSUMPTION

TABLE 1: PERCEPTION OF CAFFEINE CONSUMPTION

Which of the following statements best describes your current approach to caffeine consumption?

		Total	Diet		Activity		
		2007	Healthy	Not Healthy	Sedentary	Moderate	Active
Base		1000	577	203	284	586	130
I do not limit the caffeine in my diet		40%	35%	54%	45%	39%	32%
I actively limit (or try to limit) the amount of caffeine in my diet		48%	51%	38%	43%	50%	47%
I have eliminated caffeine from my diet		12%	14%	8%	12%	10%	20%

TABLE 2: PERCEPTION OF CAFFEINE LIMITATION

Which of the following populations, if any, should limit their caffeine intake? Check all that apply.

Total	2007
Base	1000
Children (up to 12 years of age)	86%
Pregnant or lactating women	82%
Teenagers (13 years and up)	70%
Individuals with a heart condition	67%
Individuals who suffer from heartburn	63%
Individuals with diabetes	62%
Women	52%
Men	45%
None of the above	4%
Other	3%

TABLE 3: BELIEF OF CAFFEINE EFFECTS

To what extent do you agree or disagree with the following statements?

Total	2007
Base	1000
Caffeine-containing beverages can contribute toward total daily water intake.	30%
By slowly decreasing consumption of caffeine over time, individuals may avoid symptoms, such as headaches, fatigue, or drowsiness, which can be experienced when consumption is abruptly stopped.	66%
Caffeine may enhance performance by increasing endurance and reducing muscle pain caused by strenuous physical activity.	24%

PHYSICAL ACTIVITY

TABLE 1: WEEKLY ACTIVITY LEVEL

Keeping in mind that physical activity can include a range of activities from running and basketball to gardening, playing golf and dancing, on average, how many days per week are you physically active?

		Total		Education		
		2006	2007	HS or Less	Some College	College+
Base		1000	1000	470	269	258
Not physically active		36%	16%	20%	16%	8%
Active		64%	84%	80%	84%	92%
1 day		3%	6%	6%	5%	7%
2 days		9%	10%	8%	13%	11%
3 days		17%	17%	16%	18%	19%
4 days		9%	10%	7%	10%	17%
5 days		12%	21%	21%	20%	21%
6 days		5%	9%	9%	10%	9%
7 days		9%	11%	14%	9%	8%
1-2 days		12%	16%	14%	18%	18%
3-5 days		38%	48%	44%	47%	57%
6-7 days		14%	20%	22%	19%	17%
Stats among all						
Mean		2.59	3.53	3.51	3.44	3.68
Stats among exercisers						
Mean		4.07	4.2	4.38	4.09	4.01

		Total		Diet		Health Satisfaction		Health Status		Doing with Weight			Activity		
						Satisfied									
		2006	2007	Healthy	Not Healthy	Yes	No	Very good/Excellent	Fair/poor	Lose	Maintain	Nothing	Sedentary	Moderate	Active
Base		1000	1000	577	203	577	250	389	198	559	234	178	284	586	130
Not physically active		36%	16%	10%	28%	10%	28%	9%	29%	13%	12%	32%	37%	8%	6%
Active		64%	84%	90%	72%	90%	72%	91%	71%	87%	88%	68%	63%	92%	94%
1 day		3%	6%	3%	12%	4%	9%	4%	8%	5%	5%	10%	17%	2%	
2 days		9%	10%	10%	12%	9%	13%	9%	12%	10%	8%	12%	19%	8%	2%
3 days		17%	17%	18%	15%	17%	17%	14%	14%	21%	13%	13%	14%	21%	8%
4 days		9%	10%	11%	10%	13%	6%	14%	8%	10%	11%	9%	3%	13%	12%
5 days		12%	21%	24%	14%	24%	15%	25%	11%	22%	22%	12%	5%	25%	34%
6 days		5%	9%	11%	3%	11%	4%	13%	6%	8%	14%	4%	1%	11%	17%
7 days		9%	11%	14%	6%	12%	9%	12%	12%	10%	14%	9%	3%	12%	22%
1-2 days		12%	16%	13%	24%	13%	21%	12%	20%	15%	12%	22%	36%	9%	2%
3-5 days		38%	48%	52%	40%	54%	38%	53%	33%	53%	47%	34%	23%	59%	53%
6-7 days		14%	20%	25%	8%	23%	13%	25%	18%	19%	29%	12%	4%	24%	39%
Stats among all															
Mean		2.59	3.53	4	2.5	3.96	2.7	4.09	2.82	3.62	4.05	2.51	1.63	4.13	4.99
Stats among exercisers															
Mean		4.07	4.2	4.44	3.46	4.39	3.74	4.51	3.97	4.14	4.6	3.69	2.6	4.47	5.31

TABLE 2: ESTIMATION OF RECOMMENDED AMOUNT OF PHYSICAL ACTIVITY

As far as you know, how many minutes of physical activity should a person of your age, weight, and height get per day for good health?

Total	2007
Base	1000
Provided an answer	81%
Less than 30 minutes	9%
30 minutes	47%
31-40 minutes	2%
41-50 minutes	8%
51-60 minutes	12%
61 minutes or more	3%
Don't know	19%
Mean (among answering)	39.2

TABLE 3: ESTIMATION OF RECOMMENDED AMOUNT OF PHYSICAL ACTIVITY VERSUS ACTUAL ACTIVITY

[IF PHYSICALLY ACTIVE] Actual activity vs. estimate of required activity

Total	2007
Base	722
More than	40%
The same	28%
Less than	32%

TABLE 4: APPROACH TO DIET AND PHYSICAL ACTIVITY FOR WEIGHT MAINTENANCE

Which of the following statements best describes your current approach to diet and physical activity for weight maintenance? Check all that apply.

Total	2007
Base	842
I do not balance diet and physical activity to manage my weight.	44%
I make different food choices and/or eat less when I am not physically active.	34%
I engage in physical activity so that I can eat more of the foods I enjoy.	17%
I increase my physical activity when I eat more than usual.	16%

TABLE 5: PERCEPTIONS OF PHYSICAL ACTIVITY

How would you describe your current level of physical activity?

		Total		Health Status		Health Satisfaction		Diet		Doing with Weight		
		2006	2007	Very good/ Excellent	Fair/ poor	Satisfied		Healthy	Not Healthy	Lose	Maintain	Nothing
						Yes	No					
Base		1000	1000	389	198	577	250	577	203	559	234	178
Sedentary		31%	28%	17%	45%	18%	50%	21%	51%	26%	20%	46%
Moderately active		55%	59%	63%	46%	64%	44%	62%	42%	64%	58%	43%
Active		15%	13%	20%	9%	18%	6%	17%	7%	10%	22%	10%

INFORMATION SOURCES

TABLE 1: FAMILIARITY WITH MYPYRAMID

Which of the following best describes your familiarity with the government's Food Pyramid, called "MyPyramid"?

Total	2006	2007
Base	1000	1000
I have never heard of it	12%	14%
I have heard of it, but know very little about it	38%	33%
I know a fair amount about it	42%	44%
I know a lot about it	8%	9%
Mean	2.45	2.48

TABLE 2: USAGE OF MYPYRAMID

[[IF FAMILIAR] In which of the following ways, if any, have you used MyPyramid? Check all that apply.

	Total	Familiarity		Diet		Diet Change		Doing with Weight			Days of Physical Activity		
		A Fair Amount/ A Lot	A Little	Healthy	Not Healthy	Yes	No	Lose	Maintain	Nothing	None	1-3 days	4-7 days
Base	862	529	333	498	180	578	283	484	205	147	134	290	437
I have done something	20%	29%	7%	23%	14%	26%	8%	24%	22%	8%	16%	17%	24%
I have visited the MyPyramid website and/or used the MyPyramid website tools.	8%	11%	4%	9%	8%	10%	5%	9%	8%	6%	8%	8%	8%
I have made changes in my diet (food choices) based on the recommendation from MyPyramid.	14%	20%	4%	16%	7%	18%	4%	17%	15%	2%	8%	10%	18%
I have done none of the above.	80%	71%	93%	77%	86%	74%	92%	76%	78%	92%	84%	83%	76%

TABLE 3: IMPACT OF VARIABLES ON PURCHASING DECISIONS

How much of an impact do the following have on your decision to buy foods and beverages?

		Total		Gender		Education		
		2006	2007	Male	Female	HS or Less	Some College	College+
Base		1000	1000	470	530	470	269	258
Convenience		49%	55%	54%	56%	55%	56%	55%
Healthfulness		58%	65%	59%	70%	59%	68%	72%
Price		63%	72%	71%	73%	72%	74%	71%
Taste		85%	88%	84%	91%	88%	89%	87%

		Total		Health Status		Diet		Health Satisfaction		Weight Concern		Days of Physical Activity		
		2006	2007	Very good/ Excellent	Fair/ poor	Healthy	Not Healthy	Satisfied		Concerned		None	1-3 days	4-7 days
								Yes	No	Yes	No			
Base		1000	1000	389	198	577	203	577	250	144	741	158	333	508
Convenience		49%	55%	55%	57%	52%	64%	54%	62%	50%	56%	58%	60%	51%
Healthfulness		58%	65%	74%	63%	80%	39%	71%	59%	53%	68%	46%	61%	72%
Price		63%	72%	73%	72%	72%	78%	70%	78%	77%	71%	72%	74%	70%
Taste		85%	88%	89%	87%	90%	86%	89%	88%	88%	89%	81%	90%	88%

TABLE 4: USAGE OF PACKAGING ELEMENTS

Now a few questions about the information on food and beverage packages and how you use it.

What information do you look for on the food or beverage package when deciding to purchase or eat a food or beverage? Check all that apply.

Total Base	2006 1000	2007 1000
Expiration date	65%	69%
Nutrition Facts panel - that is, the printed box on a food package that includes calories and nutrient information, which is typically on the back or the side of the package.	58%	66%
Ingredients	57%	59%
Size of product (e.g., net weight, fluid ounces)	48%	46%
Statements about nutrition benefits (e.g., a good source of calcium, low in fat)	48%	44%
Brand name	38%	44%
Statements about health benefits (e.g., reduces risk of heart disease)	30%	28%
Organic (2006 wording \Organic or natural\")"	19%	14%
Allergen labeling	8%	6%
Other	3%	3%
None of the above	7%	3%
Look at 1 or more	93%	97%
Look at 4 or more	53%	56%
Mean # of items	3.74	3.78

TABLE 5: NUTRITION FACTS PANEL – USAGE

[IF USE NUTIRTION FACTS PANEL] Which of the following information, if any, do you use on the Nutrition Facts Panel ? Check all that apply.

Total	2006	2007
Base	581	657
Calories	78%	73%
Total Fat	76%	73%
Sugars	67%	63%
Trans Fat	49%	63%
Sodium	60%	60%
Saturated Fat	60%	58%
Calories from fat	58%	57%
Cholesterol	50%	50%
Serving size	63%	49%
Carbohydrates	62%	47%
Number of servings per package	55%	46%
Fiber	42%	43%
Vitamins and minerals	39%	35%
Protein	39%	33%
Calcium	28%	24%
Potassium	20%	15%
Other	1%	
None of the above	0%	0%

DEMOGRAPHICS

TABLE 1: PRIMARY HOUSEHOLD SHOPPER

Who in your household does the majority of the grocery shopping?

Total	2006	2007
Base	1000	1000
You	62%	64%
Other household member	15%	15%
Both	23%	21%

TABLE 2: BODY MASS INDEX

How much do you weigh? How tall are you?

BMI CALCULATION: Multiply weight in pounds by 705, divide the result by height in inches, then divide that by height in inches again.

Total	2006	2007
Base	878	919
Underweight-Less than 18.5	1%	1%
At an ideal weight-18.5-24.9	30%	30%
Overweight-25-29.9	33%	33%
Obese	35%	36%

Obese-30-39.9	28%	29%
Severely obese-40-+	7%	7%

Mean BMI	28.94	29

TABLE 3: FAMILY MEDICAL HISTORY

Which of the following, if any, do you or your immediate family have in your medical history? Check all that apply.

Total Base	2006 1000	2007 1000
Heart disease (Net)	66%	72%
High blood pressure	54%	59%
High cholesterol	41%	46%
Heart disease	31%	30%
Diabetes	38%	43%
Overweight/Obesity	39%	41%
Arthritis	41%	38%
Cancer	29%	30%
Asthma	19%	25%
Stroke	18%	15%
Osteoporosis	14%	14%
Food allergy (which foods or ingredients?)	13%	8%
Alzheimer's	7%	8%
None of the above	15%	10%

TABLE 4: FAMILY FOOD ALLERGY HISTORY

[IF HAVE FOOD ALLERGY] Which of the following, if any, do you or your immediate family have in your medical history? Check all that apply.

Total Base	2007 83
Primary food allergies (Net)	54%
Milk	12%
Tree nuts	12%
Shellfish	10%
Peanuts	10%
Wheat	8%
Eggs	6%
Seafood	6%
Soy	0%
Possible food allergies (Net)	37%
Dairy (not milk)	10%
Strawberry	3%
Tomato	3%
Chocolate	3%
Mango	3%
Raspberry	3%
Banana	3%
Sesame	2%
Coconut	2%
Melon	2%
Cherry	1%
Mushrooms	1%
Citrus	1%
Broccoli	1%
Onions	1%
Gluten	1%
Peaches	0%
Not food allergies (Net)	9%
Lactose	5%
Red dye	2%
Sulfites	1%
MSG	1%
Many/multiple (not specified)	6%
Other	5%
Don't know	2%

TABLE 5: AWARENESS OF FOOD ALLERGIES IN THE U.S.

What percentage of the entire US population (that is, adults and children) do you think have food allergies?

Total	2007
Base	1000
5%	16%
25%	58%
50%	26%

TABLE 6: MARITAL STATUS

What is your marital status?

Total	US	2006	2007
Base	Census	1000	1000
Single	29.0%	25%	28%
Married	53.4%	51%	51%
Divorced	9.6%	14%	12%
Widowed	6.1%	5%	5%
Other	2%	4%	4%

TABLE 7: CHILDREN UNDER 18 IN HOUSEHOLD

Do you have any children under the age of 18 who currently live at home with you?

Total	US	2006	2007
Base	Census	1000	1000
Yes	32.2%	30%	29%
No	67.8%	69%	70%

[IF CHILD] How many are...

Total	2006	2007
Base	300	290
0 to 2 years old	23%	26%
3 to 6 years old	38%	37%
7 to 12 years old	47%	44%
13 to 17 years old	40%	43%
Prefer not to answer	1%	0%

TABLE 8: AGE

Which of the following categories includes your age?

Total Base	US Census	2006 1000	2007 1000
18-24	9.9%	11%	11%
25-34	19.0%	16%	20%
35-44	21.2%	23%	21%
45-54	19.5%	22%	20%
55-64	13.3%	14%	13%
65-74	8.7%	12%	11%
75 or more	8.4%	2%	3%

TABLE 9: EDUCATION

What was the highest level of education you completed?

Total Base	US Census	2006 1000	2007 1000
Less than high school	16.4%	10%	12%
Graduated high school	29.8%	36%	35%
Some college (no degree)/Associate degree (Technical/Vocational, etc.)	27.3%	27%	27%
Bachelor degree	16.9%	17%	17%
Graduate/professional school	9.7%	9%	9%

TABLE 10: ETHNICITY - RACE

Do you consider yourself of Hispanic/Latino/Spanish descent?

Total Base	US Census	2006 1000	2007 1000
Yes	13.9%	12%	14%
No	86.2%	87%	86%
Prefer not to answer	0.0%	1%	0%

Which of the following best describes your race?

Total Base	US Census	2006 1000	2007 1000
White	76.2%	80%	79%
Black or African American	12.5%	9%	11%
American Indian or Alaska Native	1.4%	2%	2%
Asian or Pacific Islander	4.5%	3%	3%
Other	5.1%	5%	6%

TABLE 11: INCOME

Which of the following categories includes your total annual household income?

Total Base	US Census	2006 1000	2007 1000
Less than \$35,000	40.27%	41%	38%
\$35,000 to less than \$50,000	15.76%	21%	19%
\$50,000 to less than \$75,000	19.10%	16%	17%
\$75,000 to less than \$100,000	10.87%	10%	10%
\$100,000 to less than \$150,000	8.95%	5%	5%
\$150,000 and above	5.05%	2%	2%

TABLE 12: GENDER

Are you...?

Total Base	US Census	2006 1000	2007 1000
Male	47.5%	47%	47%
Female	52.5%	52%	53%

TABLE 13: REGION

Region (Determined by zip code)

Total Base	2006 1000	2007 1000
Northeast	19%	18%
Midwest	25%	22%
South	31%	37%
West	25%	22%