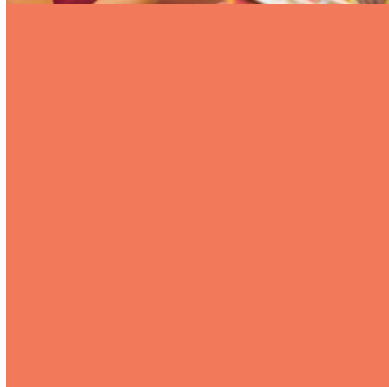
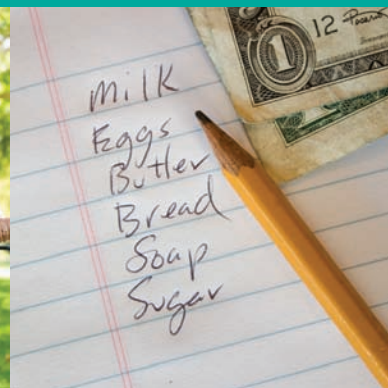
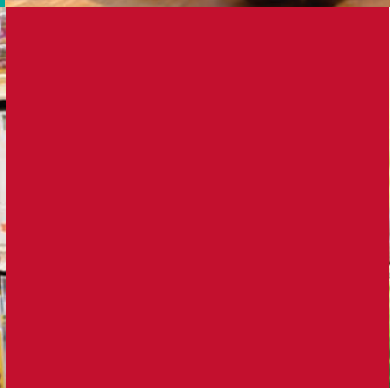


International Food Information Council Foundation

2009 FOOD & HEALTH SURVEY

Consumer Attitudes toward Food, Nutrition & Health

A Trended Survey



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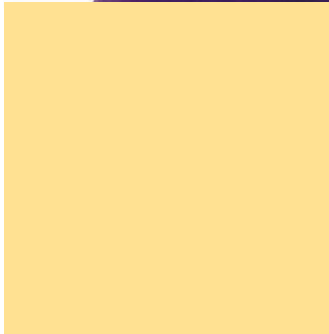
The International Food Information Council Foundation's mission is to effectively communicate science-based information on health, nutrition, and food safety for the public good. The Foundation is affiliated with the International Food Information Council, an organization supported by the broad-based food, beverage, and agricultural industries. This report and other Foundation materials can be accessed at www.foodinsight.org.

Cogent Research

This research was conducted in partnership with Cogent Research. Cogent Research is a marketing research and strategic consulting firm that supports government, associations, and industry in their efforts to understand and track consumer behavior and attitudes in a variety of areas related to food and nutrition. More information regarding the mission and services of Cogent Research can be found at <http://www.cogentresearch.com>.

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Executive Summary and Key Trends

The 2009 *Food & Health Survey: Consumer Attitudes toward Food, Nutrition, & Health*, conducted by the International Food Information Council Foundation, is the fourth annual, nationally representative, quantitative study designed to gain insights from consumers on various food safety, nutrition, and health-related topics. The research provides the opportunity to understand how consumers perceive their own diets, their efforts to improve them, their understanding of the food components in their diets, and safe food preparation.

In order to develop effective nutrition and food safety communications that would help consumers implement behavioral changes, health professionals, educators, and others need to understand not only what issues are most important to consumers, but also the environment in which those messages are received.

Many things have happened since the 2008 survey that impacted consumers and how they view the world. For example, the economy has been at the forefront of the American psyche. That coupled with a political shift in government and the historic election of Barack Obama as President of the United States, provide a unique lens through which consumers view the world today.

Many Americans are worried about putting food on the table for their families as millions have lost their jobs. Additionally, consumers are being bombarded with news about changing dietary guidance, food safety crises, and seemingly ever-changing food information. All of this undoubtedly affects the way consumers view issues pertaining to food, nutrition, and food safety, as well as other aspects of their daily lives.



The following is a summary of key findings from the 2009 *Food and Health Survey* with comparisons to results from the previous editions.

Overall Health Americans' perception of their health status remains positive with 37 percent indicating their health is "excellent" or "very good" and 44 percent describing their health as "good." With no real change since 2007, Americans' degree of satisfaction with their health status remains relatively high with 58 percent

indicating they are "extremely satisfied" or "somewhat satisfied."

Weight Americans' concern with their weight appears to have decreased significantly from previous years, which could be a reflection of the current environment. Seventy percent now say they are concerned with their weight compared to 75 percent in 2008. In addition, roughly half, or 53 percent of Americans, continue to say they are actively "trying to lose weight." However, among those who are making dietary changes, fewer consumers are now citing "to lose weight" as the reason they do so compared to 2008 (61 percent in 2009 vs. 69 percent in 2008).

Diet and Physical Activity Nearly two-thirds of Americans (64 percent) report making changes to improve the healthfulness of their diet. The specific types of dietary changes most often reported are "changing the types of food and/or food components I eat" (79 percent) and "changing the amount of food I eat" (69 percent). In addition, 80 percent of Americans noted that "exercise/physical activity" was one of the top three things that people can do to maintain good health.

Meal Occasions Similar to the previous surveys, 93 percent of Americans consider breakfast an important meal for an overall healthful diet, followed by dinner (87 percent) and lunch (81 percent); however, slightly more than half of consumers (56 percent) still report not eating breakfast seven days per week. Snacks are also part of most Americans' day, with nearly all Americans (94 percent) consuming at least one snack per day.

Dietary Fats Sixty-seven percent of Americans are concerned with the *amount* of fat they consume, and 69 percent say they are concerned with the *type* of fat they consume. Consumers continue to pay particular attention to *trans* fat. Awareness of *trans* fat remains

Executive Summary and Key Trends

high at 90 percent. Fifty-seven percent of Americans who say they look at the Nutrition Facts panel, say they use *trans* fat information on it and of those who are aware of *trans* fat, 64 percent say they are trying to reduce *trans* fat in their diet. Consumers' understanding of healthful fats, such as unsaturated fats, still appears to be lacking.

Carbohydrates and Sugars This year, small but significant decreases were observed in consumers' awareness of various carbohydrates compared to 2008. Despite the slight decrease, awareness of fiber (87 percent in 2009 vs. 92 percent in 2008) and whole grains (83 percent in 2009 vs. 87 percent in 2008) remain high. And while two-thirds of consumers (66 percent) believe that moderate amounts of sugar can be part of an overall healthful diet, only 17 percent agree with the statement that "all types of sugars affect health in the same way."

Foods and Beverages with Added Health and Wellness Benefits This year, consumers were asked to rank the top three components they look for when choosing foods and beverages for themselves and their children. For those who are looking for themselves, the top three components are fiber (37 percent), whole grains (34 percent), and protein (28 percent). For those looking for their children, the top three components are calcium (39 percent), vitamin C (31 percent), and whole grains (26 percent).

Low-Calorie Sweeteners Awareness of a few low-calorie sweeteners has decreased over previous years, including saccharin (68 percent), aspartame (57 percent), and acesulfame potassium, or ace-K (four percent). Awareness of sugar alcohols (32 percent) and sucralose (31 percent) remains consistent. However, awareness of stevia (21 percent) has increased. In addition, more than one-third of Americans (34 percent) agree that low-calorie sweeteners can play a role in weight loss or weight management.

Caffeine When asked to describe their level of caffeine consumption, 66 percent of Americans say they "consume caffeine in moderation." Eighteen percent describe themselves as consuming "more caffeine than the average person," and 16 percent say they have "eliminated caffeine" from their diets.

Food Safety Confidence Roughly half (49 percent) of Americans rate themselves as being confident in the safety of the U.S. food supply, similar to the level seen in 2008 (45 percent). Questions regarding food safety, and in particular, safe food preparation at home, were added in 2008 and repeated in 2009. Almost all Americans (95 percent) say they are regularly taking at least one food safety precaution when cooking, preparing, and consuming food, such as washing hands (87 percent). The majority of Americans (68 percent) say they follow all microwave meal cooking instructions when preparing a microwaveable meal. However, a smaller percentage of consumers report following key food safety practices, such as using a different or freshly cleaned cutting board for each type of food (50 percent) and using a food thermometer to check the doneness of meat and poultry items (25 percent).

This year, for the first time, consumers were asked who they believe is responsible for food safety in the U.S. Seventy three percent of Americans believe that food manufacturers are responsible for food safety followed by the government (72 percent), farmers/producers (57 percent), retailers/food service (49 percent), and consumers/individuals (41 percent).

Consumer Use of Information Sources and Purchasing Decisions In addition to their use of the information gathered on both the Nutrition Facts panel and the food label, consumers were asked about their awareness and use of the United States Department of Agriculture's (USDA's) *MyPyramid* food guidance system. While 84 percent of consumers say they are at least aware of *MyPyramid*, only 25 percent of Americans report having used *MyPyramid* in some way.

The importance of price has significantly increased since 2006, with 74 percent of consumers rating it as having an impact on their purchasing decisions in 2009 (vs. 70 percent in 2008, 72 percent in 2007, and 64 percent in 2006). It is worth noting that other factors impacting purchasing decisions including taste, convenience, and healthfulness have remained mostly stable over the course of the survey.

The *International Food Information Council Foundation Food & Health Survey* provides ongoing insights into how consumers view their own diets, their efforts to improve them, their understanding of food components in their diets, and safe food preparation. The initial wave of this survey was conducted in 2006 and acted as a benchmark study. Trending surveys were conducted in 2007, 2008 and 2009. Findings from this survey can help guide and shape future education and communication initiatives as well as trend data to measure the progress made toward achieving dietary guidance.

Areas of Inquiry

The original survey focused primarily on how consumers approach overall diet, physical activity and weight to manage their physical health. Other questions explored consumer knowledge and attitudes toward principal food components such as fats, sugars, and carbohydrates. Finally, questions addressed consumer attitudes towards and use of the Nutrition Facts panel and *MyPyramid* in making food choices.

The 2007 survey repeated many of the questions asked in 2006. Several new questions were added to better understand consumers' knowledge and use of information about calories to help them manage weight and

health. Other questions were added to explore consumer awareness and interest in the benefits of foods that can contribute to physical health as well as a sense of well-being, in addition to questions regarding typical meal occasions.

The 2008 survey repeated many of the questions asked in 2006 and 2007, with several new questions added to better understand consumers' knowledge and practices regarding safe home-food preparation.

The 2009 survey repeated many of the questions asked in the previous years; however, several new questions were added to better understand consumers' knowledge regarding information sources, behavioral patterns, and food irradiation.

Methodology

This research was conducted by Cogent Research of Cambridge, MA. All data for this study were collected from February 19 to March 11, 2009 via a Web-based survey consisting of 120 questions. The outgoing e-mail list for this study was constructed to be reflective of the U.S. population on key census characteristics, adjusting for groups with historically lower response rates. To ensure the final results were representative of the adult population in the United States, the survey data were weighted against the latest U.S. Census projections on specific key attributes. The data presented in this report reflect these weighted data.

Throughout this report, 2009 data are compared to the 2006 Benchmark Study (collected in November 2005) and the 2007 and 2008 data (collected in the same February/March time frame as 2009). The 2006 Benchmark Study and the 2007 and 2008 studies also utilized a Web-based methodology and surveyed a representative population of the U.S. on key demographic



Introduction

variables. Statistically significant differences among 2006, 2007, 2008, and 2009 are noted in the report with up or down arrow keys. ↑ ↓

The findings presented here rely primarily on univariate analyses and cross-tabulations. All questions were cross-tabulated by a set of key variables, including primary demographic characteristics (e.g., age, income), health-based characteristics (e.g., BMI¹, physical activity level), and attitudinal characteristics (e.g., satisfaction with health status).

A sample of 1,064 interviews is subject to a maximum sampling error of ± 3.0 percentage points (at the 95 percent confidence level). Comparisons of data from 2006, 2007, and 2008 to 2009 are subject to a maximum sampling error of ± 4.4 percentage points (at the 95 percent confidence level).

¹ BMI calculated from self-reported weight and height and categorized according to Centers for Disease Control and Prevention (CDC) standards.

FIGURE 1: Methodology

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

*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 U.S. Census, some populations are more likely than others to respond.

Perceptions of Health Status

Americans' perceptions of their health status remain positive overall this year. Thirty-seven percent of Americans describe their health as being “excellent” to “very good” in 2009, and 44 percent describe it as “good.” Slightly fewer Americans this year describe their health as being “fair” or “poor” compared to 2006 (19 percent in 2009 vs. 24 percent in 2006).

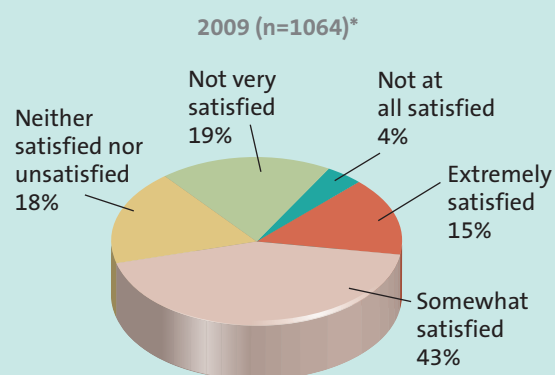
Americans who are more likely to rate their health status as “excellent” or “very good” in 2009 include:

- Those who are 18-24 years (vs. older age groups)
- Those with an income of \$100,000+
- Those with a college degree or higher
- Those who are satisfied with their health status
- Those who believe “exercising/physical activity” has the greatest impact on maintaining good health (vs. those who say “managing weight” or “managing stress”)
- Those who believe “getting enough sleep” has the greatest impact on maintaining good health (vs. those who say “managing weight,” “making healthful food choices,” or “managing stress”)
- Those who consider themselves to have a healthful diet
- Those whose BMI is in the normal range or who perceive themselves to be at an ideal weight (vs. overweight or at an obese weight)
- Those who are not concerned with their weight
- Those who are trying to maintain their weight
- Those who are physically active



FIGURE 2: Satisfaction with Health Status

How satisfied are you with your overall health status?



Top Two (Extremely satisfied and Somewhat satisfied): 58%

Bottom Two (Not at all satisfied and not very satisfied): 24% ↓ '06

↑ Significant increase from year indicated
↓ Significant decrease from year indicated

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

Satisfaction with Health Status

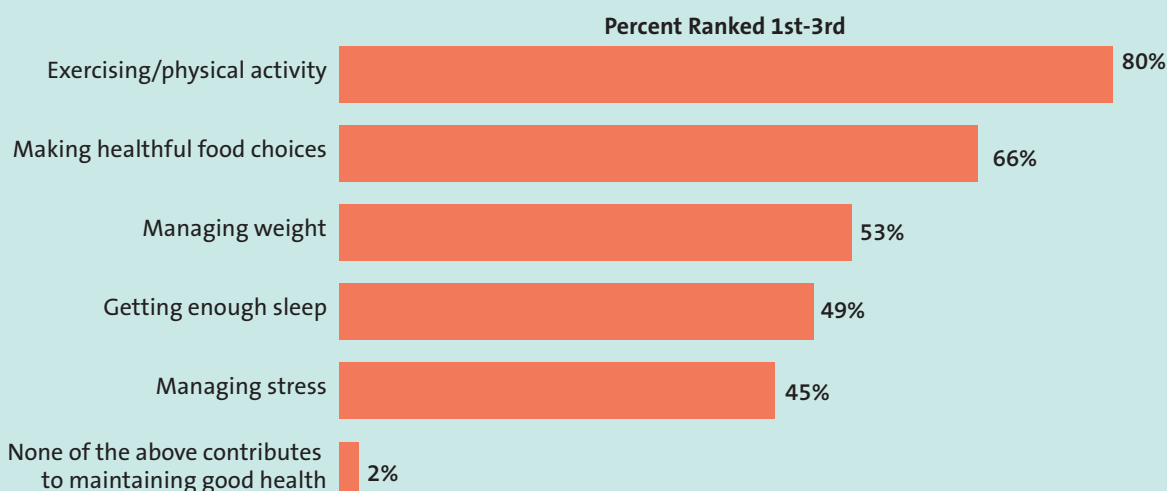
The percentage of Americans who report being satisfied with their health status has remained stable year to year, with 58 percent reporting satisfaction with their health status in 2009. Meanwhile, the proportion dissatisfied with their health status did drop significantly from 2006 to 2007, but has since remained stable. Roughly a quarter of Americans now report dissatisfaction with their health status (30 percent in 2006 vs. 25 percent in 2007, 24 percent in 2008, and 24 percent in 2009).

Despite 81 percent of Americans rating their health status as “excellent,” “very good,” or “good” in 2009, only 58 percent say they are “somewhat” or “extremely

FIGURE 3: Top Actions for Maintaining Good Health

Of all the things people can do to maintain good health, which of the following three things do you think would have the greatest impact?

2009 (n=1064)



Note: "Other" response (one percent) not shown.

satisfied" with their health status. This gap suggests that some Americans consider themselves to be healthy but still see room for improvement.

In 2009, Americans who are more likely to be "somewhat" or "extremely satisfied" with their health status include:

- Those who are 18-24 years or 65 and older (vs. most middle aged groups)
- Those with an income of \$100,000+ (vs. less than \$50,000)
- Those with a college degree or higher
- Those who perceive their health status to be "very good" or "excellent"
- Those who believe "exercising/physical activity," "making healthful food choices," or "getting enough sleep" has the greatest impact on maintaining good health (vs. those who say "managing weight" or "managing stress")
- Those who consider themselves to have a healthful diet
- Those who agree that reading or hearing about

food is of interest to them

- Those whose BMI is in the normal range or who perceive themselves to be at an ideal weight (vs. overweight or obese)
- Those who are not concerned with their weight
- Those who are trying to maintain their weight
- Those who are physically active

Top Actions for Maintaining Good Health

In 2009, a new question was added asking respondents to rank from a list the top three things that have the greatest impact on maintaining good health. Americans' ranking of the items on that list that people can do to maintain good health is as follows:

1. Exercising/physical activity (Ranked first, second, or third: 80 percent; Ranked first: 26 percent)
2. Making healthful food choices (Ranked first, second, or third: 66 percent; Ranked first: 21 percent)
3. Managing weight (Ranked first, second, or third: 53 percent; Ranked first: 21 percent)



4. Getting enough sleep (Ranked first, second, or third: 49 percent; Ranked first: 12 percent)

5. Managing stress (Ranked first, second, or third: 45 percent; Ranked first: 16 percent)

Individuals who are more apt to perceive “exercising/physical activity” as having the greatest impact on maintaining good health (or ranked first) include:

- Men
- Those who are 18-34 years (vs. 35-44)
- Those with a college degree or higher (vs. high school or less)
- Those who perceive their health status to be “very good” or “excellent”
- Those who are physically active

Individuals who are more apt to perceive “making healthful food choices” as having the greatest impact on maintaining good health include:

- Women
- Those who have made changes to their diet in the past six months
- Those who agree that reading or hearing about food and health is of interest to them
- Those whose BMI is in the normal or overweight range or who perceive themselves to be at an ideal weight (vs. obese)
- Those who are trying to lose or maintain their weight

Individuals who are more apt to perceive “managing weight” as having the greatest impact on maintaining good health include:

- Those who are 45 years or older (vs. 18-24)
- Those with a college degree or higher (vs. some college)
- Those who are dissatisfied with their health
- Those whose BMI is in the obese range or who perceive themselves to be at an obese weight (vs. ideal or overweight)
- Those who are concerned with their weight
- Those who are trying to lose weight

Individuals who are more apt to perceive “managing stress” as having the greatest impact on maintaining good health include:

- Those with an income less than \$50,000 (vs. \$100,000+)
- Blacks/African Americans (vs. Hispanics)
- Those who perceive their health as “fair” or “poor”
- Those who do not agree that reading or hearing about food and health is of interest to them
- Those who perceive themselves to be underweight (vs. ideal, overweight, or obese)
- Those who are not concerned with their weight
- Those who are doing nothing with regard to their weight (vs. trying to lose)
- Those who are not physically active (vs. physically active 4-7 days a week)

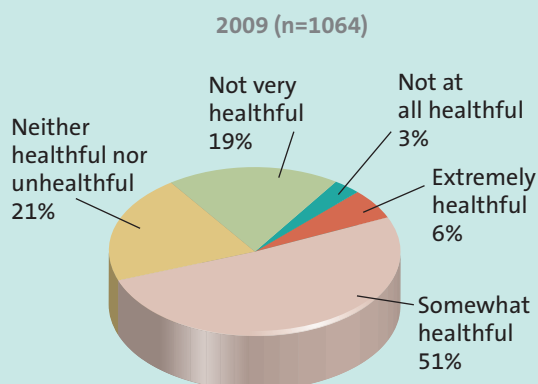
Individuals who are more apt to perceive “getting enough sleep” as having the greatest impact on maintaining good health include:

- Those with some college (vs. high school or less or at least a college degree)
- Those who perceive their health status to be “very good” or “excellent”
- Those who perceive themselves to be underweight, at an ideal weight, or overweight (vs. obese weight)
- Those who are not concerned with their weight



FIGURE 4: Perception of Healthfulness of Diet

How would you rate the healthfulness of your overall diet? Again, by “diet”, we mean everything you consume, including foods; beverages; and vitamin, mineral, and other dietary supplements.



DIET

NOTE:

The survey instrument explained “diet” to respondents as follows:

By diet, we mean everything you consume including foods, beverages, and vitamin, mineral, and other dietary supplements.

Perception of Healthfulness of Diet

Americans’ perception of the healthfulness of their diet remained stable over the past four years, with more than half (57 percent) describing their diet as healthful. Among those who describe their diet as healthful, most say it is only “somewhat healthful” rather than “extremely healthful.” More than one in five Americans (22 percent) describes their diet as either “not very” or “not at all” healthful.

Prevalence of Dietary Changes

This year, Americans say they are making an effort to improve the healthfulness of their diet (64 percent), which remains consistent from the past two years but is a significant increase from 2006 (57 percent).

In 2009, those more apt to have made a change to their diet include:

- Those who are 18-54 years (vs. 65 and older)
- Those with some college or higher (vs. high school or less)
- Those who consider themselves to have a healthful diet
- Those who agree that reading or hearing about food and health is of interest to them
- Those whose BMI is in the obese range (vs. ideal or overweight)
- Those who are concerned with their weight
- Those who are trying to lose or maintain their weight
- Those who are physically active

The principal reasons Americans give for making dietary changes are to improve overall well-being (64 percent) and to improve their physical health and lose weight (both 61 percent).

Specific Changes Made in an Effort to Improve the Healthfulness of the Diet

Americans trying to improve the healthfulness of their diets are making changes in what type and how much they consume of specific foods and beverages. The rank order of the changes Americans have made in the past six months if they are trying to improve the healthfulness of their diets is:

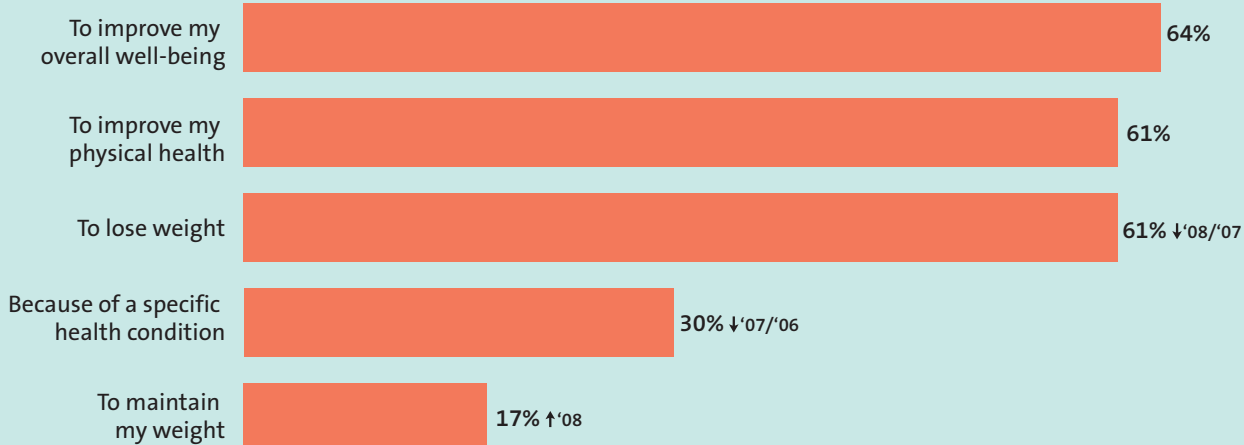
1. Changing the types of food and/or food components they eat (e.g., protein, fruit, calcium) (79 percent)
2. Changing the amount of food they eat (e.g., size of portions, snacks, or meals) (69 percent)
3. Changing how often they eat (e.g., number of portions, snacks, or meals) (44 percent)
4. Changing their use of dietary supplements (19 percent)
5. Counting calories (17 percent)



FIGURE 5: Drivers of Dietary Changes

(If made dietary changes over past six months) For which of the following reasons are you trying to improve the healthfulness of your diet? Select all that apply.

2009 (n=684)



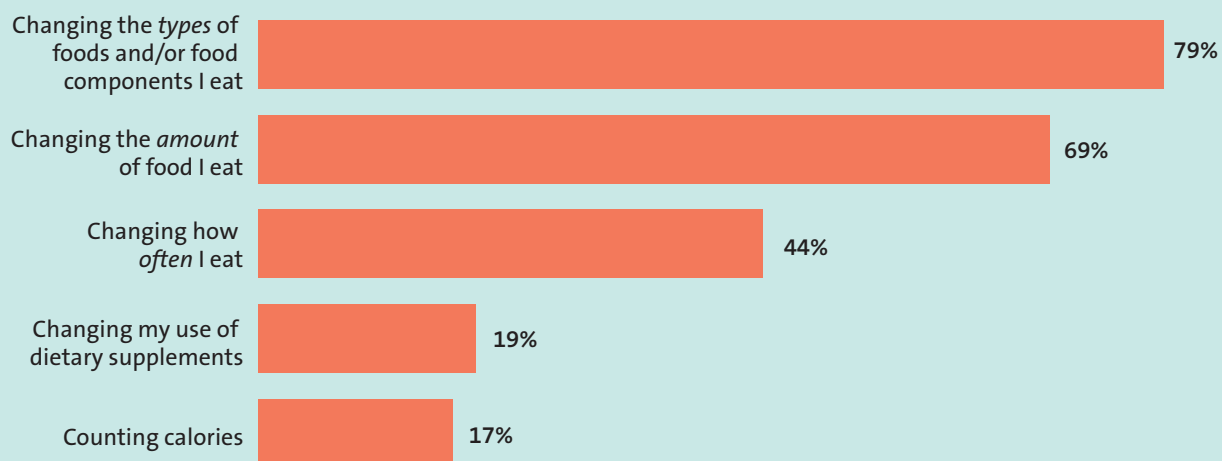
Note: "Other" response (four percent) not shown.

↑ Significant increase from year indicated ↓ Significant decrease from year indicated

FIGURE 6: Changes Made to Improve Healthfulness of Diet

(If made dietary changes over past six months) Which of the following changes have you made in the past six months to improve the healthfulness of your diet? Select all that apply.

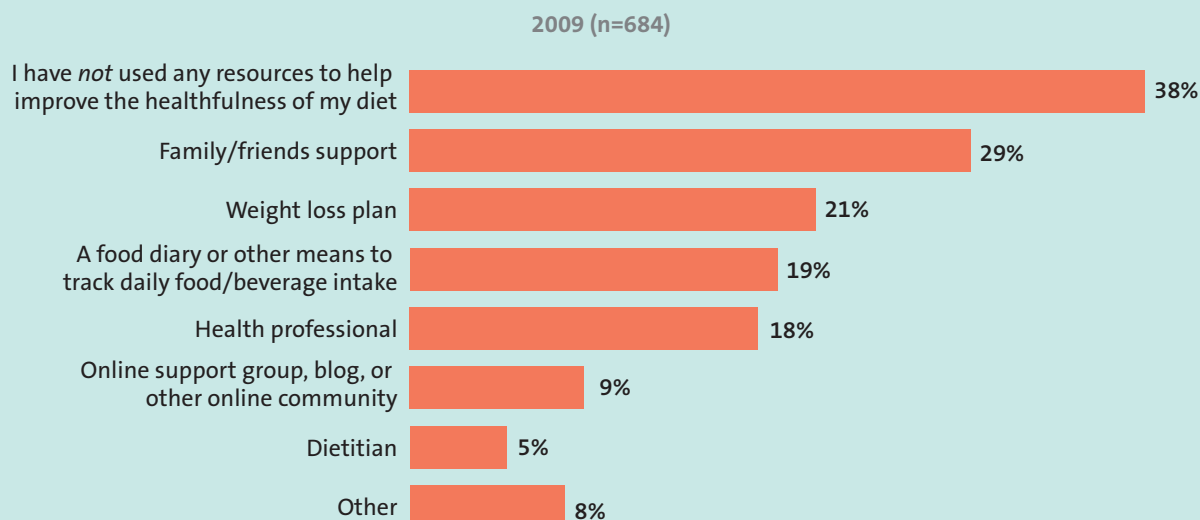
2009 (n=684)



Note: "Other" response (four percent) not shown.

FIGURE 7: Resources Used to Improve Healthfulness of Diet

(If made changes) Which of the following, if any, have you used in your efforts to improve the healthfulness of your diet? Select all that apply.



Of those who cite that they are eating **more** of a specific type of food or food component (64 percent of the 553 respondents who are changing the types of foods/food components they eat), the most mentioned foods/components are: vegetables, including salads, (60 percent); fruits/fruit juices (53 percent); whole grains (11 percent); protein (11 percent); fish/seafood (seven percent); fiber (seven percent); and chicken/poultry (seven percent).

Of those who cite that they are eating **less** of a specific type of food or food component (76 percent of the 553 respondents who are changing the type of foods/food components they eat), the most mentioned foods/components are: dietary fats (22 percent), made up of non-specific fat (21 percent) and saturated and *trans* fat (both at one percent); sugar (18 percent); junk food/snacks, including chips (13 percent); candy/sweets/chocolate (13 percent); red meat/beef (12 percent); carbohydrates (11 percent); fast food/takeout (11 percent); and fried foods (10 percent).

Servings of Fruits and Vegetables per Day

The survey asked respondents to indicate the average number of servings of fruits and vegetables they eat per day.² Only 10 percent of Americans report eating five or more servings of fruits and vegetables per day.³ In contrast, more than half of Americans (56 percent) say they eat one or two servings of fruits and vegetables per day. On average, Americans report eating 2.44 servings of fruits and vegetables per day in 2009, an average on par with that of 2008 (2.55 servings).

Sources of Support for Dietary Changes

Among those who report making improvements to the healthfulness of their diet, Americans mention a wide variety of sources to help them in their efforts including: family or friends for support (29 percent); a weight loss plan (21 percent); a food diary or other tracking mechanism (19 percent); a health professional such as a doctor, nurse, physician assistant, or pharmacist (18 percent); an online support group, blog, or other online community (nine percent); and a dietitian (five percent).

² A serving was defined for respondents to be one medium-sized piece of fruit or one cup of vegetables, which fits into the size of a woman's hand.

³ The United States Department of Agriculture recommends that adults consume 4-5 cups of fruits and vegetables per day. The 2005 *Dietary Guidelines for Americans* recommends that adults eat five to nine servings of fruits and vegetables per day.

Calories

In 2009, when asked to estimate the number of calories per day they should consume, 26 percent of Americans said they “don’t know,” 63 percent responded but estimated incorrectly (47 percent overestimated; 16 percent underestimated), and only 11 percent were able to give a correct estimate (significantly down from 15 percent in 2008).

Calories and Weight Gain

When asked about the relationship between the source of calories and weight gain, about one-third of Americans (30 percent) correctly identify that “calories in general are most likely to cause weight gain.” A similar number of individuals believe calories from fats (34 percent) are most likely to cause weight gain, while fewer believe that calories from carbohydrates (18 percent) or calories from protein (one percent) are most likely to cause weight gain. Just less than one-fifth of individuals (17 percent) say they are unsure of the relationship between calories and weight gain. This information is consistent with data from 2008.

When asked about the relationship between calories and weight gain in 2009, the following differences are noted among Americans’ responses:

Americans who are more likely to agree that calories in general are most likely to cause weight gain include:

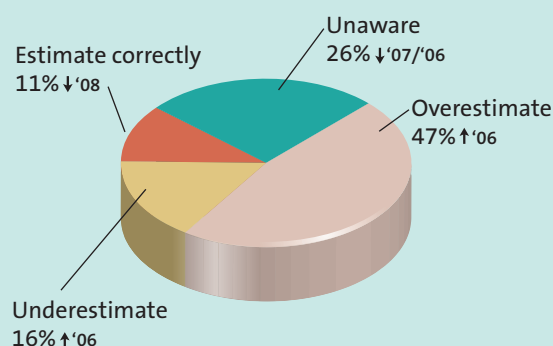
- Those who tend to be 45 years or older (vs. younger age groups)
- Those with an income \$100,000+ (vs. less than \$50,000)
- Those with a college degree or higher
- Whites/Caucasians (vs. Blacks/African Americans)
- Those who believe “exercising/physical activity,” “managing weight,” “making healthful food choices,” or “getting enough sleep” has the greatest impact on maintaining good health (vs. those who say “managing stress”)
- Those who agree that reading or hearing about food and health is of interest to them
- Those who are trying to lose weight (vs. doing nothing)

Americans who are more likely to be unsure about the relationship between calories and weight gain include:

FIGURE 8: Knowledge of Calories per Day

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

2009 (n=1064)

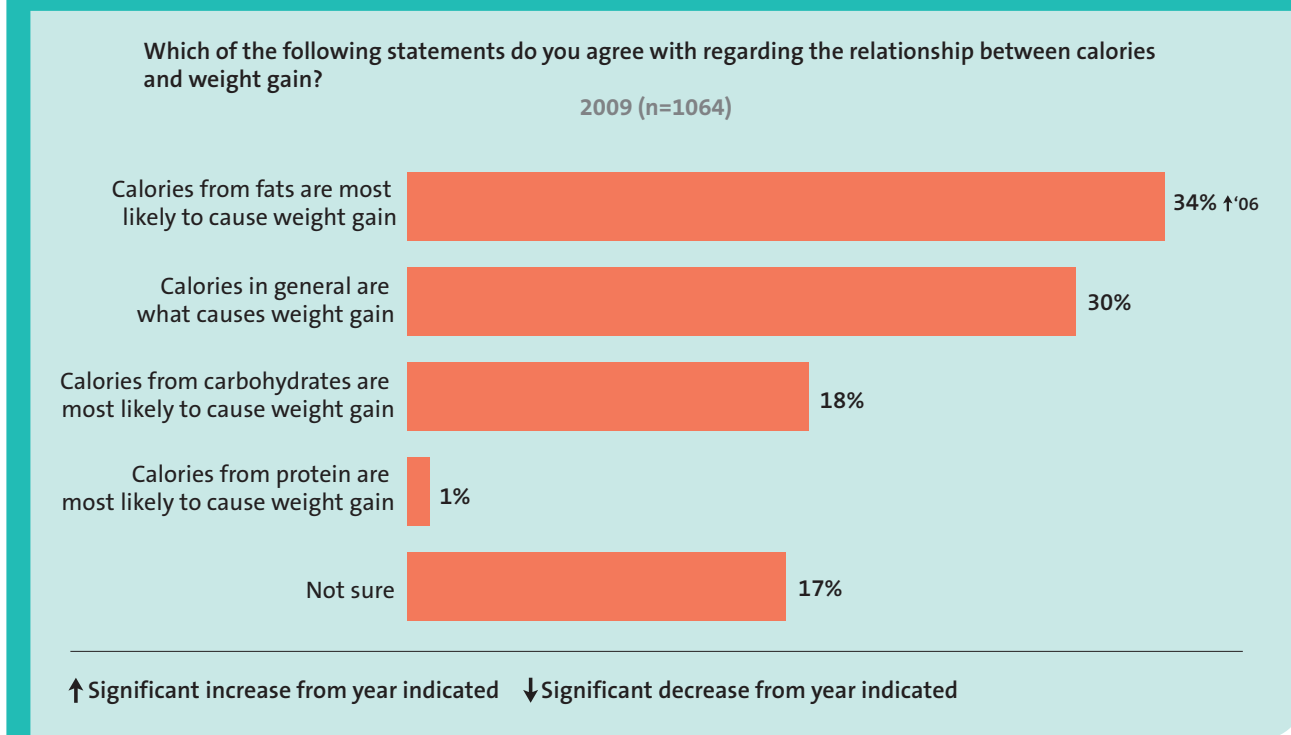


63 percent responded but estimated incorrectly.
↑ '08/'07/'06

↑ Significant increase from year indicated
↓ Significant decrease from year indicated

- Those who are 25-34 years (vs. 18-24 and 35 and older groups)
- Those with an income of less than \$35,000 (vs. \$50,000+)
- Those with a high school degree or less
- Blacks/African Americans and Hispanics (vs. Whites/Caucasians)
- Those who believe “managing weight” or “managing stress” has the greatest impact on maintaining good health (vs. those who say “exercising/physical activity” or “making healthful food choices”)
- Those who have not made changes to their diet in the past six months
- Those who do not agree that reading or hearing about food and health is of interest to them
- Those who are doing nothing with regard to their weight
- Those who are not physically active

FIGURE 9: Perception of Calorie Sources and Weight Gain



WEIGHT

Perceptions of Weight Status

One-third of Americans in 2009 describe their weight status as being “ideal” (33 percent), which is a significant increase from 25 percent in 2008 and 28 percent in 2007. More than half of Americans perceive themselves as “overweight” (54 percent), and just less than one in ten describe themselves as “obese” (nine percent). Only four percent perceive themselves as “underweight” in 2009, consistent with findings in the previous surveys.

Body Mass Index (BMI)

As a separate measure of weight status, respondents were asked to provide their height and weight, which were used to calculate Body Mass Index (BMI) scores. According to the 2009 BMI scores, 33 percent of respondents are in the obese range, 32 percent are in the overweight range, and 34 percent are in the normal range.

Americans who are more likely to be within a normal BMI range in 2009 include:

- Women

- Those who are 18-24 years (vs. older age groups)
- Those with a college degree or higher (vs. high school or less)
- Those who perceive their health as “very good” or “excellent”
- Those who are satisfied with their health
- Those who believe “exercising/physical activity,” “making healthful food choices,” “managing stress,” or “getting enough sleep” has the greatest impact on maintaining good health (vs. those who say “managing weight”)
- Those who consider themselves to have a healthful diet
- Those who perceive themselves to be underweight or at an ideal weight (vs. overweight or at an obese weight)
- Those who are not concerned with their weight
- Those who are trying to maintain their weight
- Those who are physically active

Americans who are more likely to be within an overweight BMI range in 2009 include:

- Men
- Those who are 25+ years (vs. 18-24)
- Those with an income of \$50,000 to less than \$100,000 (vs. \$35,000 to less than \$50,000)
- Those with a high school degree or less (vs. some college)
- Those who believe “exercising/physical activity” or “making healthful food choices” has the greatest impact on maintaining good health (vs. those who say “managing weight”)
- Those who have not made changes to their diet in the past six months
- Those who perceive themselves to be at an ideal weight or overweight (vs. obese weight)

Americans who are more likely to be within an obese BMI range in 2009 include:

- Men
- Those who are 25-64 years (vs. 18-24)
- Those with an income of less than \$35,000 (vs. \$50,000 to less than \$100,000)
- Those with some college or less (vs. college graduates)

- Those with children
- Those who perceive their health as “fair” or “poor”
- Those who are dissatisfied with their health
- Those who believe “managing weight” has the greatest impact on maintaining good health (vs. those who say “exercising/physical activity,” “making healthful food choices,” “managing stress,” or “getting enough sleep”)
- Those who consider themselves to have an unhealthful diet
- Those who have made changes to their diet in the past six months
- Those who do not agree that reading or hearing about food and health is of interest to them
- Those who perceive themselves to be overweight or obese (vs. underweight or at an ideal weight)
- Those who are concerned with their weight
- Those who are trying to lose weight
- Those who are not physically active or describe their activity level as sedentary

The disparity observed in all previous years between Americans’ perceptions of their weight status and their calculated BMI continues in 2009. A quarter of Americans (25 percent) who are in the overweight range

FIGURE 10: Perceived vs. Calculated Weight Status

Which of the following best describes your weight?

2009 (n=989)	Calculated Weight (BMI)*			
	Underweight <18.5 (n=16)	Normal 18.5-24.9 (n=335)	Overweight 25-29.9 (n=312)	Obese 30.0+ (n=326)
Underweight	52%	10%	—	—
Ideal weight	46%	73%	25%	3%
Overweight	3%	16%	75%	75%
Extremely overweight or obese	—	—	—	22%
	100%	100%	100%	100%

* BMI calculated from self-reported weight and height and categorized according to Centers for Disease Control and Prevention (CDC) standards. Highlighted percentages indicate where perceived weight status matched calculated BMI category.

Overall Health

describe themselves as being at an “ideal weight,” and 75 percent of those with a BMI in the obese range describe themselves as being only “overweight.”

Concern with Current Weight

Americans’ concern about their current weight status decreased significantly over the past year (70 percent in 2009 vs. 75 percent in 2008). The number of Americans who say they are “somewhat” concerned has remained stable over the past three years, but is slightly higher than that reported in 2006 (50 percent in 2009, 53 percent in 2008, and 52 percent in 2007 vs. 44 percent in 2006).

Individuals, in 2009, who are more apt to report being concerned about their weight include:

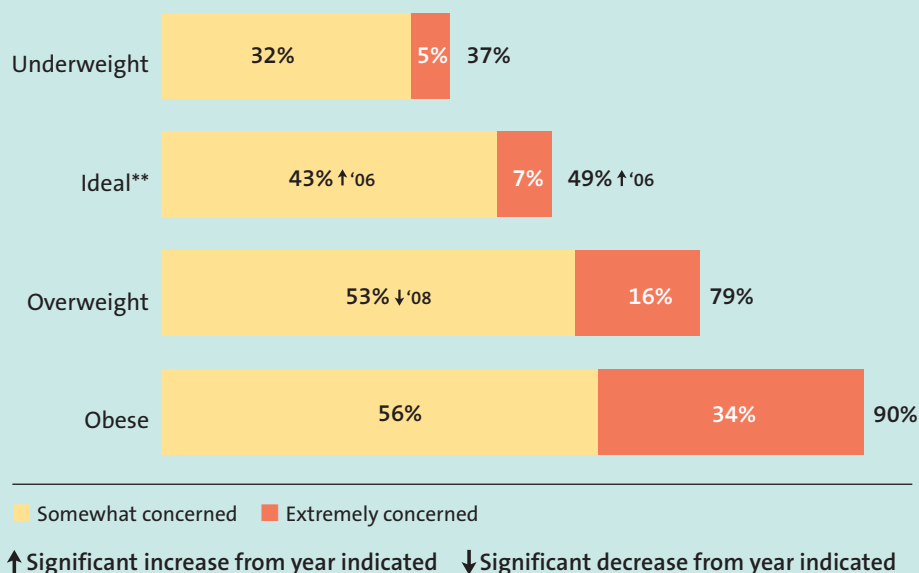
- Women
- Those who are 45-54 years (vs. 18-34 or 65 and older groups)

- Those who perceive their health to be “fair” or “poor”
- Those who are dissatisfied with their health
- Those who believe “managing weight” has the greatest impact on maintaining good health (vs. those who say “exercising/physical activity,” “making healthful food choices,” “managing stress,” or “getting enough sleep”)
- Those who consider themselves to have an unhealthful diet
- Those who have made changes to their diet in the past six months
- Those who agree that reading or hearing about food and health is of interest to them
- Those whose BMI is in the overweight or obese range or who perceive themselves to be overweight or at an obese weight (vs. ideal weight)

FIGURE 11: Concern with Weight by BMI*

Which of the following best describes your weight? How concerned are you about your weight?

2009 (n=1064)



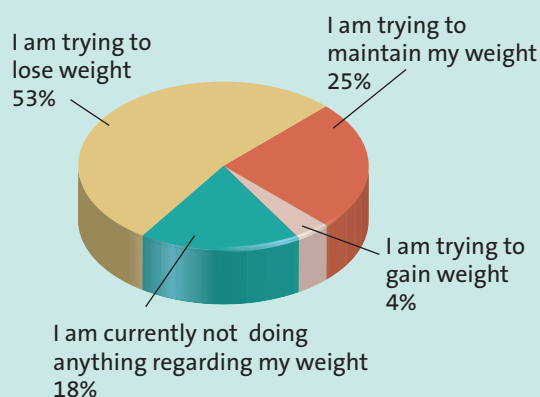
*Body Mass Index (BMI) calculated from self-reported weight and height and categorized according to Centers for Disease Control and Prevention (CDC) standards.

**Total does not add up to 50 percent due to rounding.

FIGURE 12: Current Weight Management Strategy

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

2009 (n=1064)



- Those who are trying to lose weight
- Those who perceive their physical activity level to be “sedentary” or “moderate” or engage in physical activity 1-3 days per week (vs. 4-7 days)

Nearly all Americans with calculated BMIs in the obese range are concerned with their weight status (90 percent). Even with a slight decline from 2008, the vast majority with calculated BMIs in the overweight range still report being concerned (70 percent). Furthermore, when examining those in the ideal BMI range, close to half are also concerned (49 percent). The proportion of Americans who say they are “extremely” concerned does not vary across those in the underweight, normal, or overweight BMI ranges in 2006, 2007, 2008, or 2009.

Slightly more than half of Americans (53 percent) say they are trying to “lose weight,” while 25 percent report trying to “maintain their weight.” Eighteen percent say they are “doing nothing about their weight,” and four percent say they are trying to “gain weight.”

When asked what they were doing to try to “maintain” or



“lose” weight, the top response is “changing the amount of food I eat” (71 percent). Close to two-thirds say they are “changing the type of food and/or food components I eat” (65 percent). Nearly one in five Americans report “counting calories” (19 percent). Very few of those trying to “maintain” or “lose” weight say they have seen a health professional (nine percent) or a nutritionist or dietitian (three percent) about their weight.

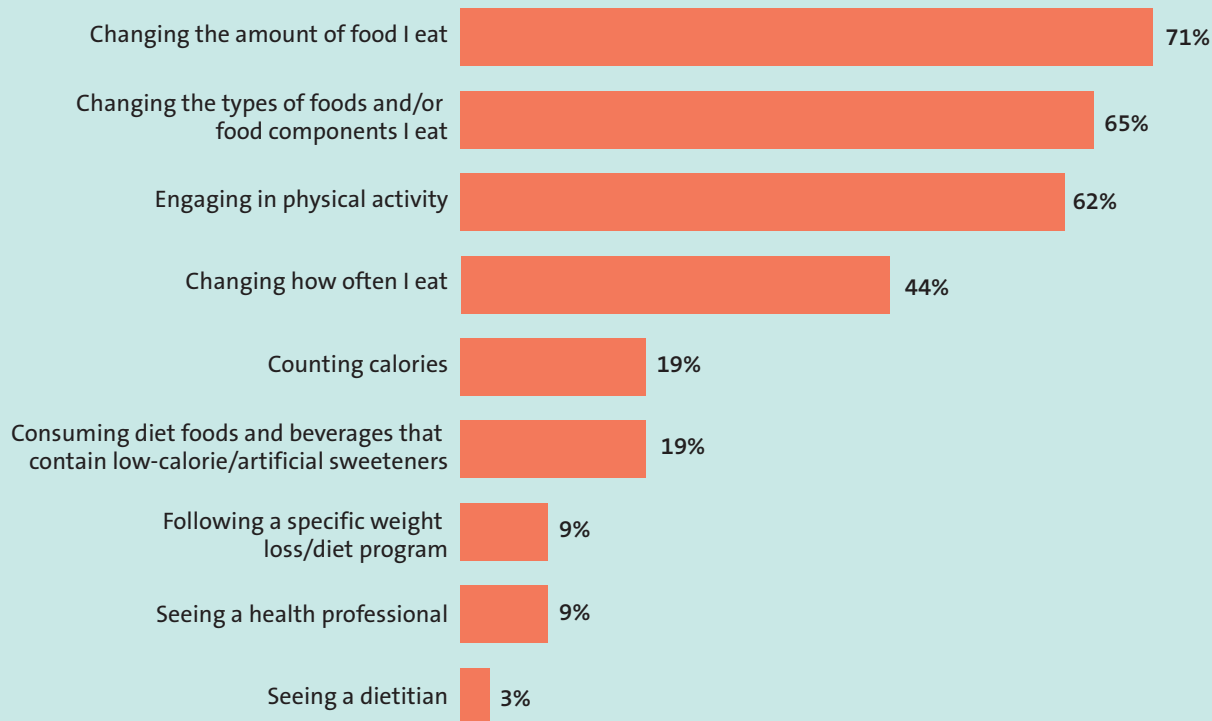
When asked what *encourages* them to stay on track, those who say they are trying to “maintain” or “lose” weight indicate “improvement in physical appearance” (69 percent); “improvement in health/overall well-being” (67 percent); “increased self-esteem” (49 percent); and “increased energy” (49 percent).

On the contrary, when asked what *discourages* them from staying on track, those who say they are trying to “maintain” or “lose” weight cite “not seeing results quickly” (44 percent); “lack of will power” (43 percent); “lack of time” (40 percent); “not making enough progress” (33 percent); “lack of energy” (31 percent); “get bored” (30 percent); “cost” (27 percent); and “stress” (25 percent).

FIGURE 13: Changes Made to Lose or Maintain Weight

(If trying to lose/maintain weight) Which of the following things are you doing in an effort lose or maintain your weight? Select all that apply.

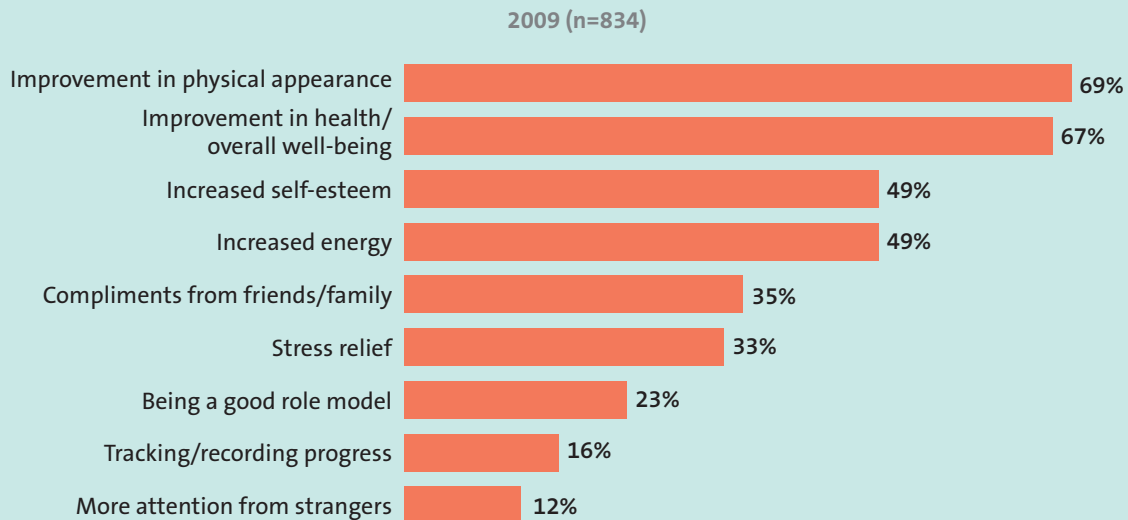
2009 (n=834)



NOTE: "Other" response (three percent) not shown.

FIGURE 14: Motivators for Staying on Track with Weight Management Goals

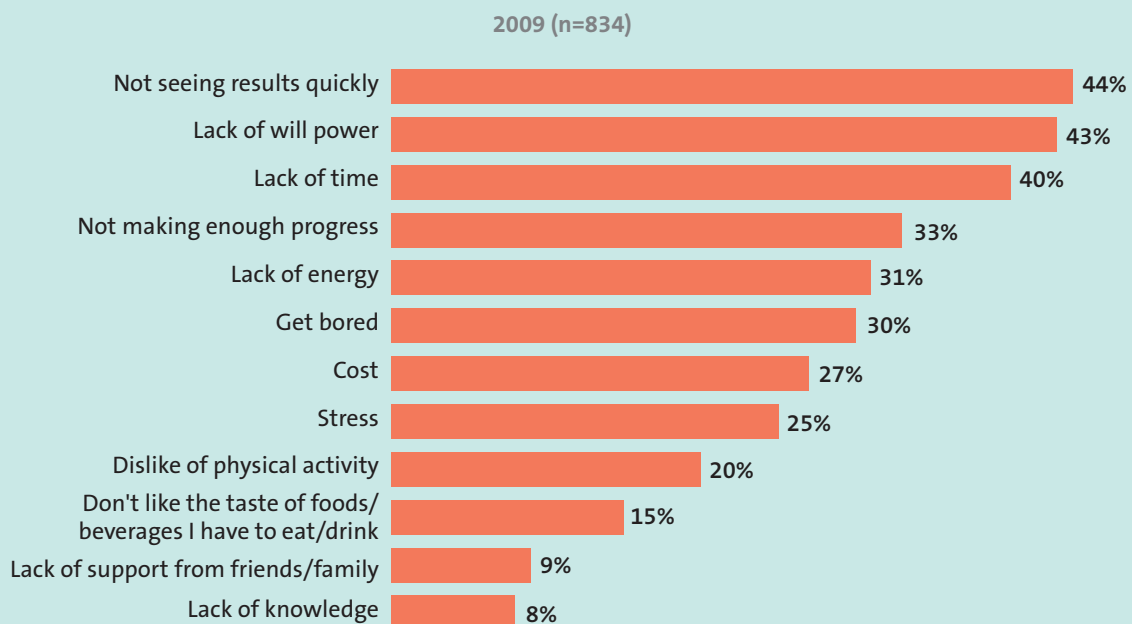
(If trying to lose/maintain weight) In your effort to [lose/maintain] weight, which of the following encourages you to stay on track? Select all that apply.



NOTE: "Other" response (two percent) not shown.

FIGURE 15: Barriers to Staying on Track with Weight Management Goals

(If trying to lose/maintain weight) In your effort to [lose/maintain] weight, which of the following discourages you from staying on track? Select all that apply.



NOTE: "Other" response (four percent) not shown.

PHYSICAL ACTIVITY

NOTE:

The survey instrument explained physical activity to respondents as follows:

Physical activity can include a range of activities from running and basketball to gardening, playing golf, and dancing.

Physical Activity Frequency

The number of Americans reporting they are physically active in 2009 remains on par with 2007 levels, but data showed a significant decline from 2008 (83 percent in 2009 vs. 88 percent in 2008 and 84 percent in 2007). The mean number of days that Americans say they exercise is 3.34 days per week, which represents a statistically significant decrease from 2008 (3.72 days per week).

Individuals who are more likely to be physically active at least one day per week are:

- Those who are 18-24 years (vs. older groups)
- Those with an income of \$35,000+
- Those with a college degree or higher (vs. high school or less)
- Those who perceive their health as “very good” or “excellent”
- Those who are satisfied with their health
- Those who believe “exercising/physical activity” or “getting enough sleep” has the greatest impact on maintaining good health (vs. those who say “managing stress”)
- Those who consider themselves to have a healthful diet



- Those who have made changes to their diet in the past six months
- Those who agree that reading or hearing about food and health is of interest to them
- Those who perceive themselves to be underweight, at an ideal weight, or overweight (vs. at an obese weight)
- Those who are trying to lose or maintain their weight

NOTE:

The survey question changed from 2007 to 2008 asking, “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?”

Among those who report being physically active, 68 percent say they believe they are physically active in a way that is beneficial to their overall health status. Furthermore, these consumers cite the following as their main motivator for being physically active: to lose weight (27 percent), to look better (13 percent), for enjoyment (10 percent), and to prevent future medical issues (10 percent). Only seven percent report “to maintain their weight” as their main motivator for being physically active.

When Americans were asked to estimate how many minutes they are active on days when they are physically active, a vast majority (87 percent) estimate thirty minutes or more (25 percent report 30 minutes; 15 percent report they are active between 31 and 50 minutes; 23 percent report they are active between 51 and 60 minutes; and 24 percent report they are active more than an hour at a time). Slightly more than one in 10 (13 percent) state they are active less than 30 minutes per physical activity session.

Perceptions of Physical Activity

When asked which of the following best describes their physical activity level on most days, the majority of Americans describe themselves as being active to varying levels (13 percent “active” and 60 percent “moderately active”), while slightly more than a quarter of Americans (27 percent) say they are “sedentary.”

Individuals who are more apt to describe themselves as “active” include:

- Men
- Those who are 18-24 years (vs. older groups)

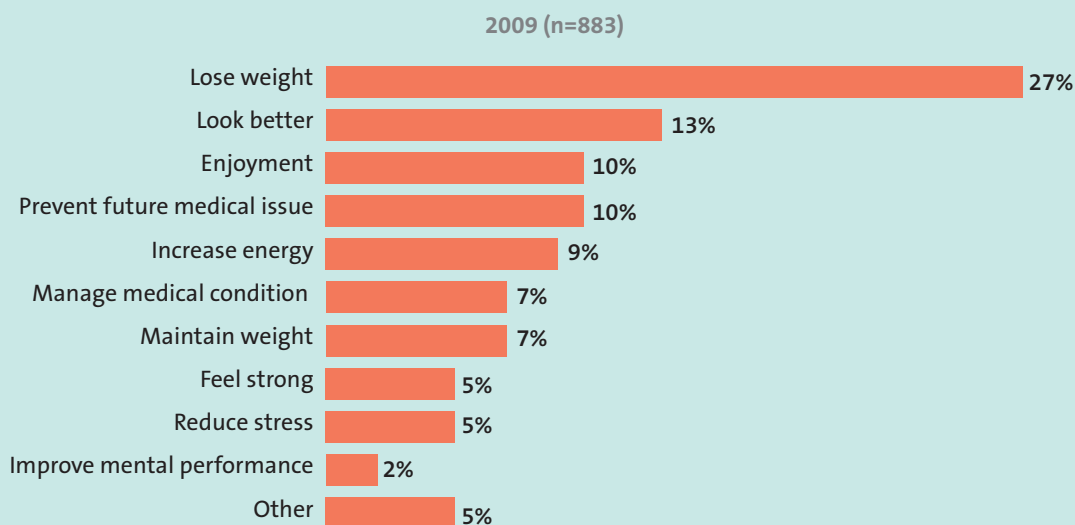
- Those who do not have children
- Those who perceive their health as “very good” or “excellent”
- Those who are satisfied with their health status
- Those who believe “exercising/physical activity” has the greatest impact on maintaining good health (vs. those who say “managing weight” or “making healthful food choices”)
- Those who consider themselves to have a healthful diet
- Those with a BMI in the normal or overweight range (vs. obese)
- Those who are not concerned with their weight
- Those are trying to maintain their weight

Individuals who describe themselves as “sedentary” fit a contrasting profile, and are more likely to view their overall health as “fair” or “poor,” to be dissatisfied with their health, to have an unhealthful diet, to not be making changes to their diet, to have a BMI in the obese range, and say they are “doing nothing” with regard to their weight.

Ninety-three percent of Americans who describe themselves as “active” say they engage in physical activity between three and seven days per week. Of those Americans who describe themselves as “moderately active,” three-quarters (75 percent) report engaging in physical activity one to five days a week. Forty-three percent of Americans who describe themselves as being “sedentary” report being physically active zero days per week.

FIGURE 16: Top Motivators for Being Physically Active

(If physically active) Which of the following is your main motivation for being physically active?
Select all that apply.



Meal Importance and Frequency

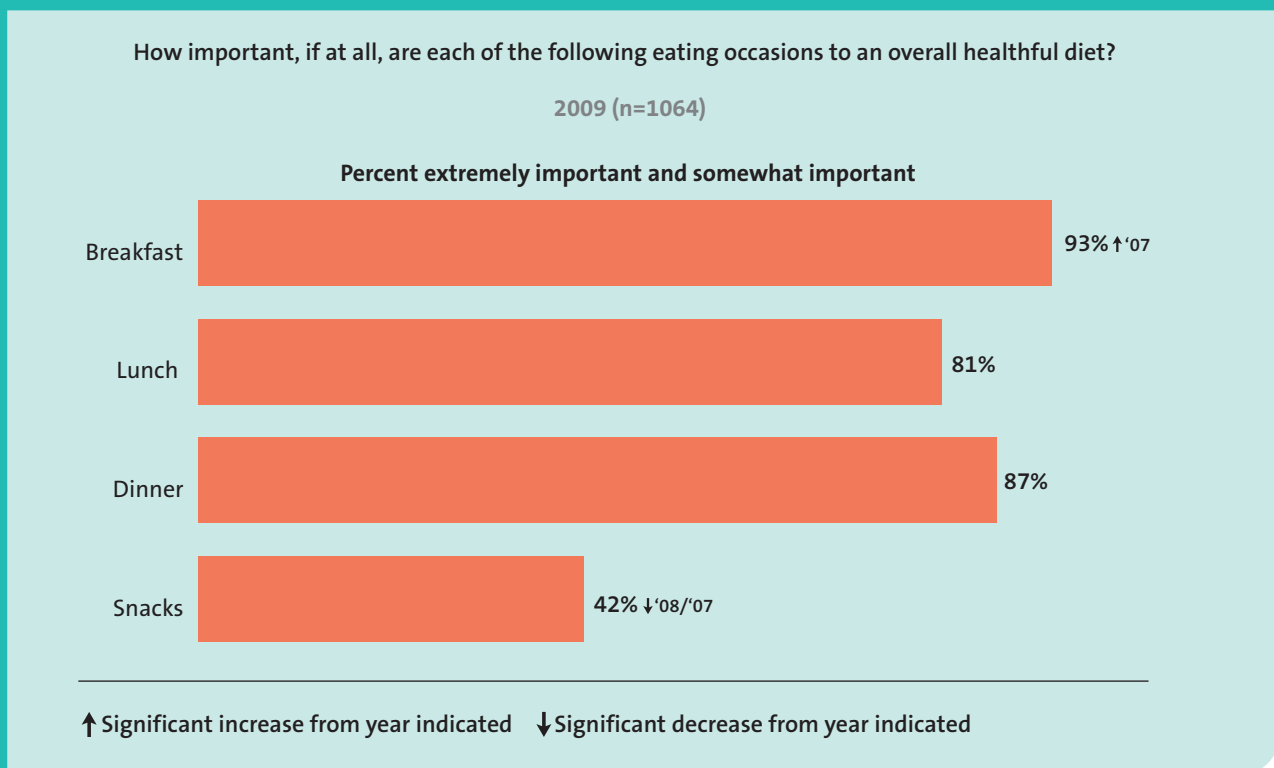
The vast majority of Americans continue to perceive all three meals of the day as being important to an overall healthful diet. Americans continue to highly rank breakfast as the most important meal occasion with 93 percent agreement (74 percent “extremely” important and 19 percent “somewhat” important), followed by dinner at 87 percent (45 percent “extremely” important and 42 percent “somewhat” important), and lunch at 81 percent (32 percent “extremely” important and 49 percent “somewhat” important).

Less than half of all Americans (42 percent) perceive snacks to be an important part of an overall healthful diet, a significant decrease from 2008 and 2007 (54 percent and 53 percent, respectively).

Subsets of the population that are more likely to think that breakfast is an important meal in an overall healthful diet are:

- Women
- Those who are 65 years and older (vs. 44 years or less)
- Those with a college degree or higher (vs. high school or less)
- Whites/Caucasians (vs. Hispanics)
- Those who believe “exercising/physical activity” or “making healthful food choices” has the greatest impact on maintaining good health (vs. those who say “managing weight” or “managing stress”)
- Those who consider themselves to have a healthful diet

FIGURE 17: Perception of the Importance of Meal Occasions



Meal Occasions

- Those who agree that reading or hearing about food and health is of interest to them
- Those who are physically active

Although breakfast is the meal the greatest number of Americans views as important to a healthful diet, less than half of all Americans (44 percent) eat breakfast seven days a week. More than three-quarters of all Americans (79 percent) eat dinner seven days a week, and about half (56 percent) eat lunch every day. Nearly all Americans eat at least one snack per day (94 percent) with the mean number being 2.24 snacks per day, a significant decrease from 2008 and 2007 (2.61 and 2.50, respectively).

Individuals who are more likely to eat breakfast only three days per week or less include:

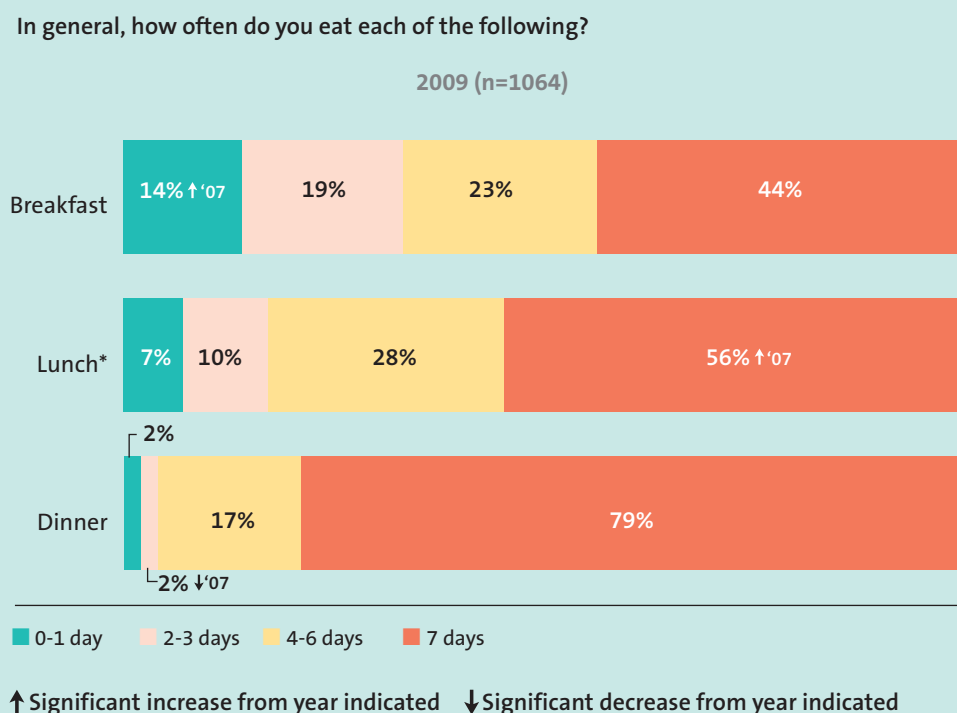
- Men
- Those who are under 65, and especially those who are aged 18-24 years
- Those with a high school degree or less (vs. college degree or more)
- Blacks/African Americans (vs. Whites/Caucasians)

- Those who perceive their health as “fair” or “poor”
- Those who are dissatisfied with their health status
- Those who consider themselves to have an unhealthful diet
- Those who do not agree that reading or hearing about food and health is of interest to them
- Those whose BMI is in the obese range or who perceive themselves to be at an obese weight (vs. overweight)
- Those who are doing nothing with regard to their weight
- Those who are not physically active

Healthfulness of Eating Occasions

In 2009, for the first time, consumers were asked which eating or meal occasion they consider to be the most healthful. Roughly half of Americans (49 percent) consider breakfast to be their most healthful meal or eating occasion (49 percent), followed by dinner (30 percent), lunch (19 percent), and snacks (one percent).

FIGURE 18: Frequency of Meal Occasions per Week



*Total does not add to 100 percent due to rounding

DIETARY FATS

The number of Americans who report being concerned with both the type and amount of fat in their diets today is consistent with numbers from 2008. Currently, 67 percent say they are concerned with the *amount* of fat and 69 percent say they are concerned with the *type* of fat they consume.

Those more likely to be concerned with both the amount and type of fat include:

- Women
- Those 45 years and older
- Those who consider themselves to have a healthful diet
- Those who have made changes to their diet in the past six months
- Those who agree that reading or hearing about food and health is of interest to them
- Those who are concerned with their weight
- Those who are trying to lose or maintain their weight
- Those who are physically active

Awareness of Dietary Fats

In 2009, when provided with a list, the majority of Americans report they have heard of many types of fats and fatty acids, with *trans* fats (90 percent), saturated fats (88 percent), and vegetable oils (84 percent) being the most recognized types of fats.

Awareness of unsaturated fats remains unchanged from 2008 when consumers were asked about their awareness for the first time (77 percent in 2009 vs. 78 percent in 2008). While the majority of consumers still say they have heard about these types of fats, awareness of poly- and mono- unsaturated fats has significantly decreased from 2006 (72 percent in 2009 and 71 percent in 2008 and 2007 vs. 79 percent in 2006 and 63 percent in 2009 and 2008 and 64 percent in 2007 vs. 70 percent in 2006, respectively).

Awareness of omega-3 fatty acids remains unchanged from recent years with the exception of 2006, when awareness was much lower at 63 percent (74 percent in 2009, 72 percent in 2008, and 71 percent in 2007). In 2009, awareness of specific omega-3 fatty acids, including DHA (docosahexaenoic acid), EPA (eicosapentaenoic

acid), and ALA (alpha-linolenic acid) remains low compared to the general category (18 percent, seven percent, and six percent, respectively).

Approximately one-third of Americans are aware of omega-6 fatty acids (36 percent).

FIGURE 19: Awareness of Dietary Fats

Which of the following types of fat have you heard of?

2009 (n=1064)

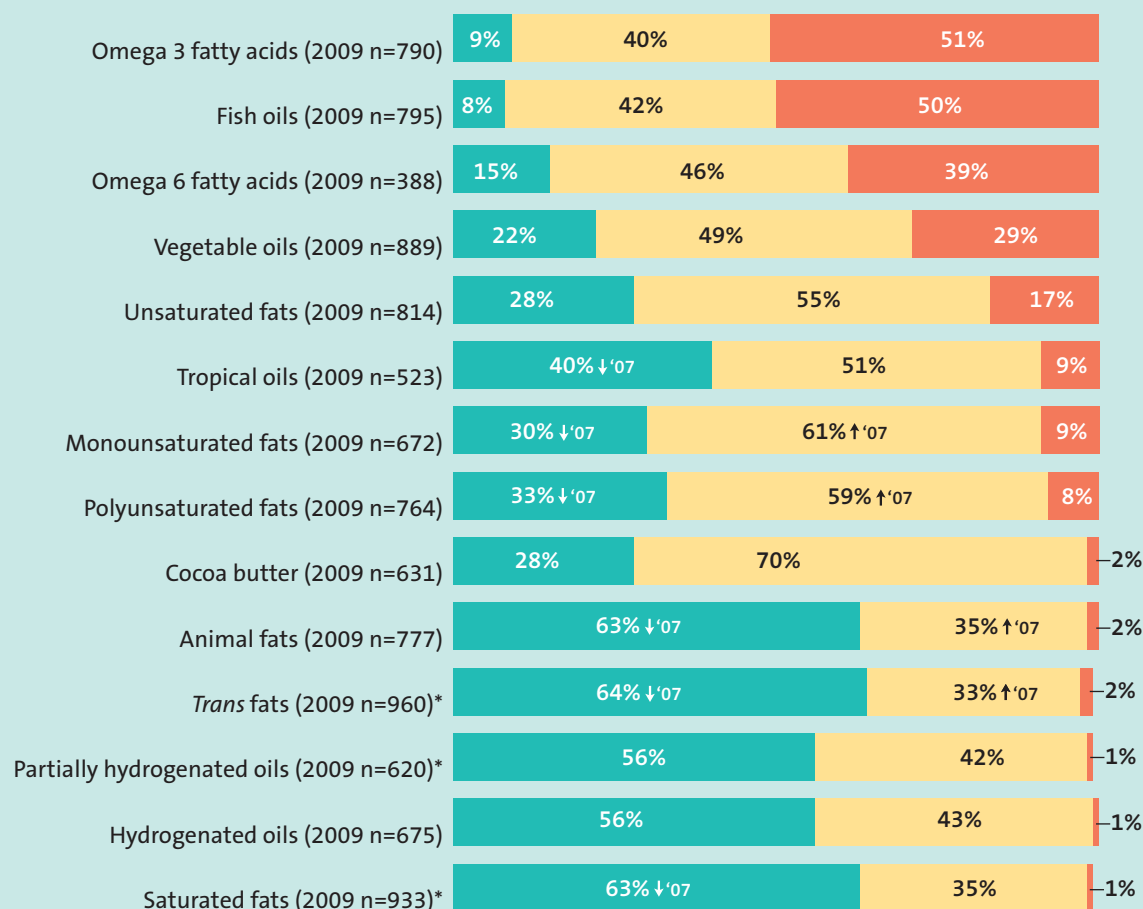
<i>Trans</i> fats	90%↑'07/'06
Saturated fats	88%
Vegetable oils	84%↓'07
Unsaturated fats	77%
Fish oils	75%
Omega 3 fatty acids	74%↑'06
Animal fats	73%↓'07/'06
Polyunsaturated fats	72%↓'06
Hydrogenated oils	63%↓'06
Monounsaturated fats	63%↓'06
Cocoa Butter	59%
Partially hydrogenated oils	58%
Tropical oils	49%↓'07/'06
Omega 6 fatty acids	36%↓'07
Naturally occurring <i>trans</i> fats	21%↓'08
DHA (docosahexaenoic acid)	18%↑'07
Stearic acid	14%↓'08/'06

NOTE: Responses less than 10 percent not shown.

↑ Significant increase from year indicated
↓ Significant decrease from year indicated

FIGURE 20: Consumption Trends for Dietary Fats

(If aware) Please indicate whether you are trying to consume more or less of the following.



■ Less ■ Neither ■ More

↑ Significant increase from year indicated ↓ Significant decrease from year indicated

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



Consumption Trends for Dietary Fats

Of those who say they are aware of various types of fats, the majority are trying to consume *less* of the following in 2009, representing a significant decline from 2007: *trans* fats (64 percent in 2009 vs. 75 percent in 2007), saturated fats (63 percent in 2009 vs. 70 percent in 2007), and animal fats (63 percent in 2009 vs. 73 percent in 2007). When asked for the first time in 2009, a large proportion of consumers say they are trying to consume *less* of hydrogenated and partially hydrogenated oils (both at 56 percent).

With regard to unsaturated fats, only 17 percent report trying to consume more, while 28 percent report trying to consume less. Similar percentages are seen for mono- and poly-unsaturated fats with nine percent and eight percent, respectively, saying they are trying to consume more, and 30 percent and 33 percent, respectively, indicating they are trying to consume less. This represents a slight improvement from 2007 for which 38 percent were trying to consume less monounsaturated fats and 42 percent were trying to consume less polyunsaturated fats. However, it is important to note that the majority of consumers who are aware of the various unsaturated fats indicate they are doing neither.

Finally, fats or oils that Americans state they are trying to consume *more* of include: omega-3 fatty acids (51 percent) and fish oils (50 percent). Overall, 30 percent or more of those aware of various fatty acids report neither consuming more nor less of specific fatty acids.

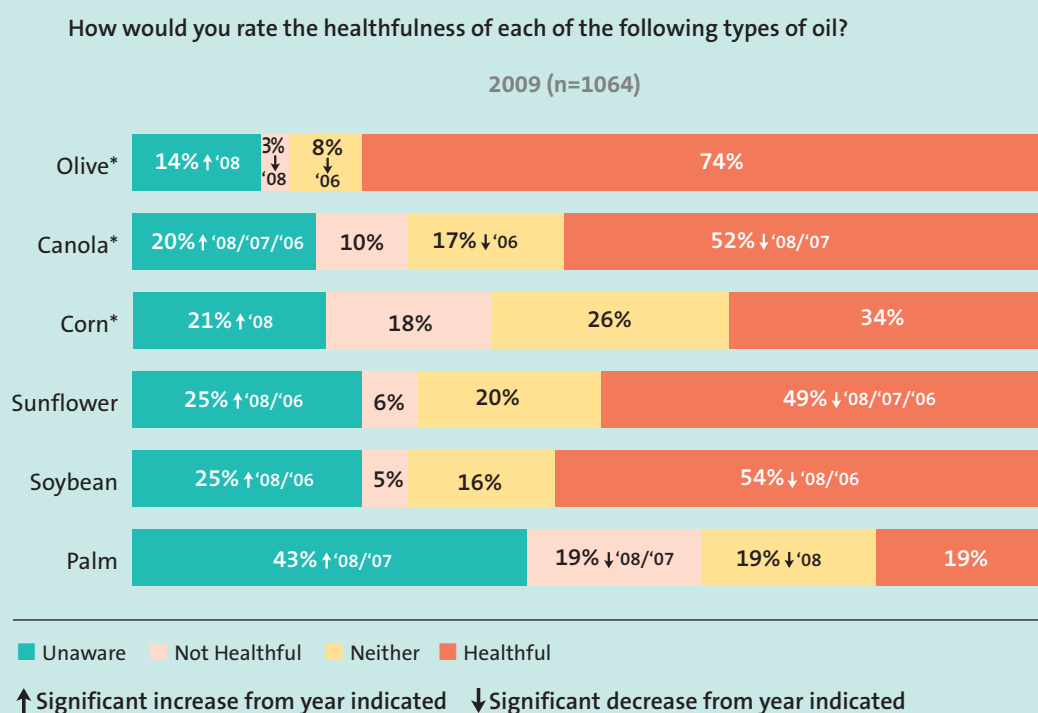
Seventy-five percent of Americans who state that they have heard of unsaturated fats in general or of a specific unsaturated fatty acid could not name any food

source that contained these types of fats. The percentage of those unable to provide an answer has significantly declined since 2008 (82 percent). Only 10 percent of those who attempt an answer in the 2009 survey can provide a correct mention, such as nuts and seeds, fish, and plant oils.

Perceived Healthfulness of Certain Vegetable Oils

Similar to 2008, the majority of Americans rated olive oil (74 percent in 2009) as being “somewhat healthful” or “extremely healthful.” The following oils show a significant decrease in the percentage of Americans who rate them as being “healthful:” soybean (54 percent in 2009 vs. 60 percent in 2008), canola (52 percent in 2009 vs. 59 percent in 2008), and sunflower (49 percent in 2009 vs. 58 percent). The percentage of Americans who perceive corn oil as “healthful” remained steady this year (34 percent vs. 37 percent in 2008). Overall, the percentage of Americans who report they were “unaware” of the healthfulness of all the vegetable oils mentioned increased significantly from 2008.

FIGURE 21: Perceived Healthfulness of Certain Vegetable Oils



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

Food Components

Dietary Fats and Food Information



Some questions regarding dietary fats and food information were asked for the first time in 2009. Of those who have heard of the general term “unsaturated fats” and/or any of the specific unsaturated fats, 70 percent of Americans state that they would find it either “somewhat helpful” or “extremely helpful” to list the types of unsaturated fats on the

Nutrition Facts panel on the food label.

All survey participants were asked to characterize the overall messages they have heard or read in the media (TV, Internet, magazines, newspapers, etc.) with regard to fats. Thirty-eight percent report hearing or reading that “fats can be part of a healthful diet;” 34 percent report hearing that “fats cannot be part of a healthful diet;” and 28 percent of Americans report that they “have not heard or read about fats in a healthful diet.”



FIGURE 22: Awareness of Carbohydrates and Sugars

Which of the following have you heard of?

2009 (n=1064)

Carbohydrates

Percent Heard of

Whole grains	83% ↓'08
Fiber	87% ↓'08/↑'07
Complex carbohydrates	52% ↓'08/'07/'06
Refined carbohydrates	33% ↓'08/'07/'06

Sugars

Sugar	90% ↓'08/'07/'06
Fructose	80%
Glucose	78% ↓'08/'07/'06
High fructose corn syrup	76% ↓'08/'07
Lactose	72% ↓'08/'07/'06
Sucrose	64% ↓'08/'06
Added sugars	59% ↓'07/'06

↑ Significant increase from year indicated ↓ Significant decrease from year indicated

CARBOHYDRATES AND SUGARS

Awareness of Carbohydrates and Sugars

In 2009, small but significant decreases were observed in consumers' awareness of various carbohydrates from 2008. Still, awareness of fiber (87 percent in 2009 vs. 92 percent in 2008) and whole grains (83 percent in 2009 vs. 87 percent in 2008) remains high.

Consistent with the last three years, at least 30 percent or more of Americans in 2009 have heard of each of the various types of sugars.

Glycemic Index and Glycemic Load

Americans also were asked about their awareness of the terms "glycemic index" and "glycemic load." Awareness of both terms continues to decrease. Thirty-four percent of individuals are aware of glycemic index (vs. 46 percent in 2007); and significantly fewer are aware of glycemic load (11 percent in 2009 vs. 16 percent in 2008 and 20 percent in 2007).

Consumption Trends for Carbohydrates and Sugars

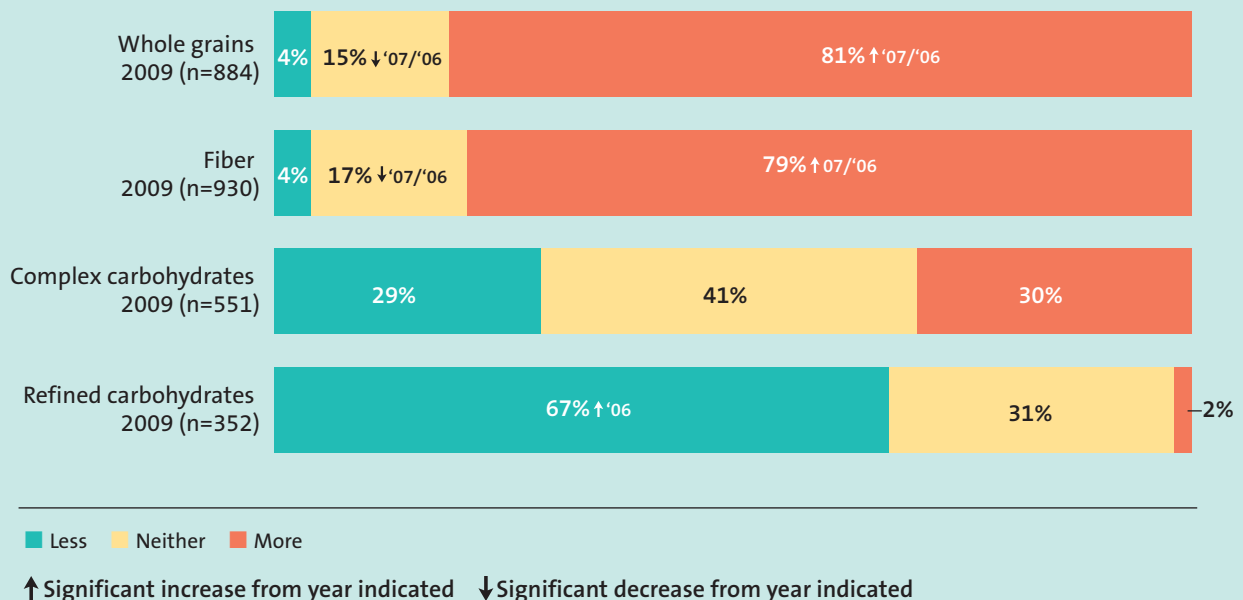
Of those who have heard of the certain carbohydrates and sugars, 2009 data show a significant increase in the percentage of Americans who report trying to increase their consumption of fiber and whole grains from 2007 and 2006 (79 percent in 2009 vs. 72 percent in 2007 and 73 percent in 2006 for fiber; 81 percent in 2009 vs. 71 percent in 2007 and 73 percent in 2006 for whole grains).

Subsets of the population that are more likely to say that they are trying to consume both more whole grains and fiber in 2009 include:

- Women
- Those who are 65 years and older
- Those with a college degree or higher
- Whites/Caucasians (vs. Blacks/African Americans)
- Those who perceive their health as "very good" or "excellent"

FIGURE 23: Consumption Trends for Carbohydrates

(If aware) Please indicate whether you are trying to consume more or less of the following.



Food Components

- Those who believe “managing weight” or “making healthful food choices” has the greatest impact on maintaining good health (vs. those who say “managing stress”)
- Those who consider themselves to have a healthful diet
- Those who have made changes to their diet in the past six months
- Those who agree that reading or hearing about food is of interest to them
- Those who are concerned with their weight
- Those who are trying to lose or maintain their weight
- Those who are physically active

A greater proportion of Americans continue to say they are trying to decrease their consumption of added sugars (80 percent), sugar (76 percent), and high fructose corn syrup (68 percent).

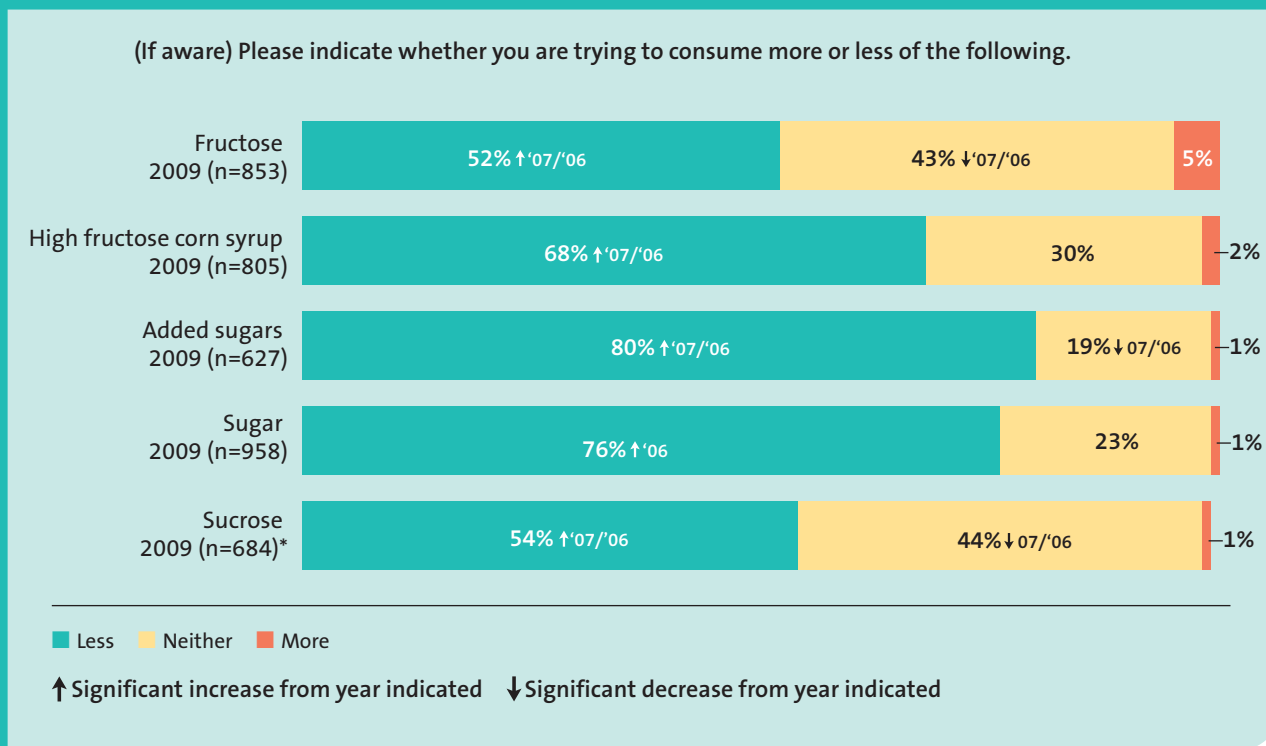
Perceived Healthfulness of Carbohydrates and Sugars

Consumers were asked to rate the healthfulness of various carbohydrates and sugars. Of those who report being aware of certain carbohydrates, 64 percent of consumers perceive refined carbohydrates to be “not at all healthful” or “not very healthful.” Nearly one-half of Americans (49 percent) report complex carbohydrates to be “somewhat healthful” or “extremely healthful,” while another 20 percent rate complex carbohydrates to be “not at all healthful” or “not very healthful.”

Seventy-seven percent and 62 percent of consumers rate high fructose corn syrup and sugar, respectively, to be “not at all healthful” or “not very healthful.”



FIGURE 24: Consumption Trends for Sugars

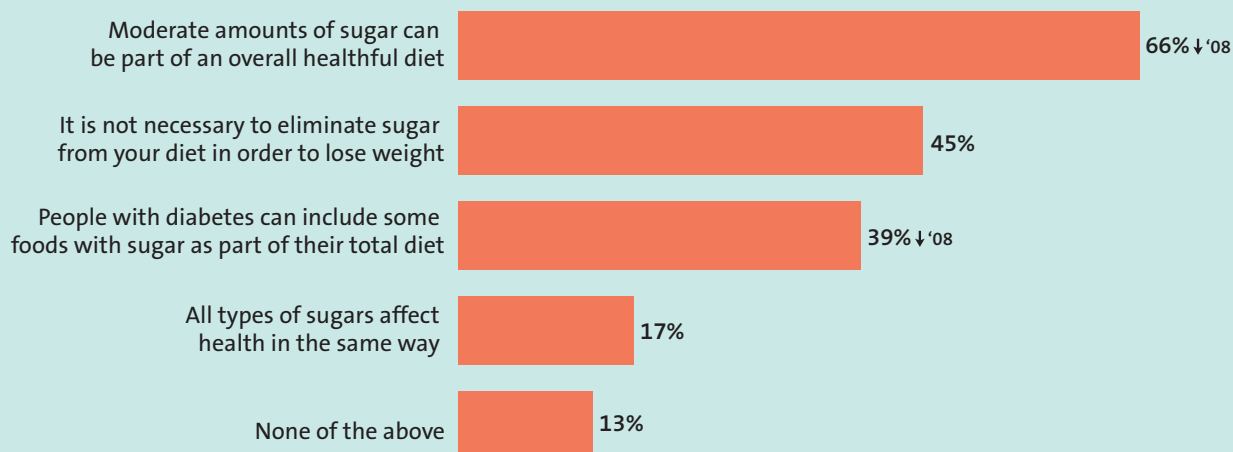


*Total does not add to 100 percent due to rounding.

FIGURE 25: Perception of Statements about Sugar

As far as you know, which of the following statements, if any, are true? Select all that apply.

2009 (n=1064)



↑ Significant increase from year indicated ↓ Significant decrease from year indicated

Sugar as Part of an Overall Diet

As in 2008, only 13 percent of consumers do not think any of the statements about sugar given to them are true. While significantly fewer than 2008, two-thirds of consumers still believe that “moderate amounts of sugar can be part of an overall healthful diet” (66 percent in 2009 vs. 71 percent in 2008). In addition, significantly fewer consumers agree with the statement that “people with diabetes can include some foods with sugar as part of their total diet” (39 percent in 2009 vs. 44 percent in 2008). Consistent with last year, 45 percent say they think it is “not necessary to eliminate sugar from one’s diet in order to lose weight.” Seventeen percent of consumers agree with a new statement for 2009 that “all types of sugars affect health in the same way.”



FOODS AND BEVERAGES WITH ADDED HEALTH AND WELLNESS BENEFITS



Interest in Beneficial Components Found in Food and Beverages

This year, consumers were provided with a list of potentially beneficial food components and asked to rank the top three components they are looking for when choosing foods and beverages for *themselves* and *their children*. Ten percent or more of Americans report looking for the following food components for *themselves*: fiber (37 percent), whole grains (34 percent), protein (28 percent), calcium (26 percent),

antioxidants (19 percent), vitamin C (18 percent), and omega-3s/DHA (10 percent). Thirty-two percent report that they do not look for any specific components when choosing foods or beverages for *themselves*.

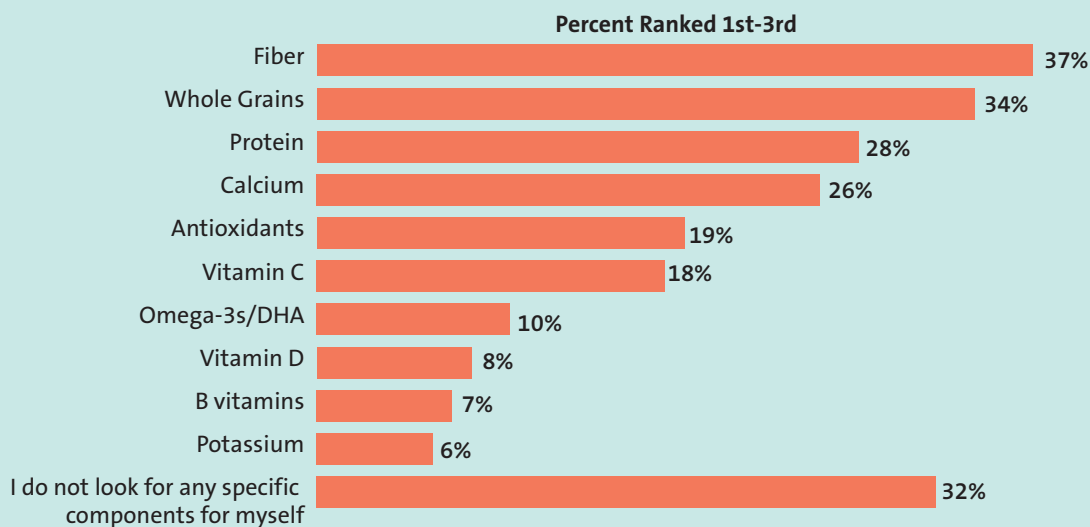
Of those who have children, ten percent or more of Americans report looking for the following food components for *their children*: calcium (39 percent), vitamin C (31 percent), whole grains (26 percent), protein (25 percent), fiber (19 percent), vitamin D (19 percent), and antioxidants (13 percent). Thirty percent report that they do not look for any specific components when choosing foods or beverages for *their children*.



FIGURE 26: Top Potentially Beneficial Components Sought for Adults

When choosing food or beverages for yourself, which of the following potentially beneficial components, if any, are you looking for? Rank top three.

2009 (n=1064)

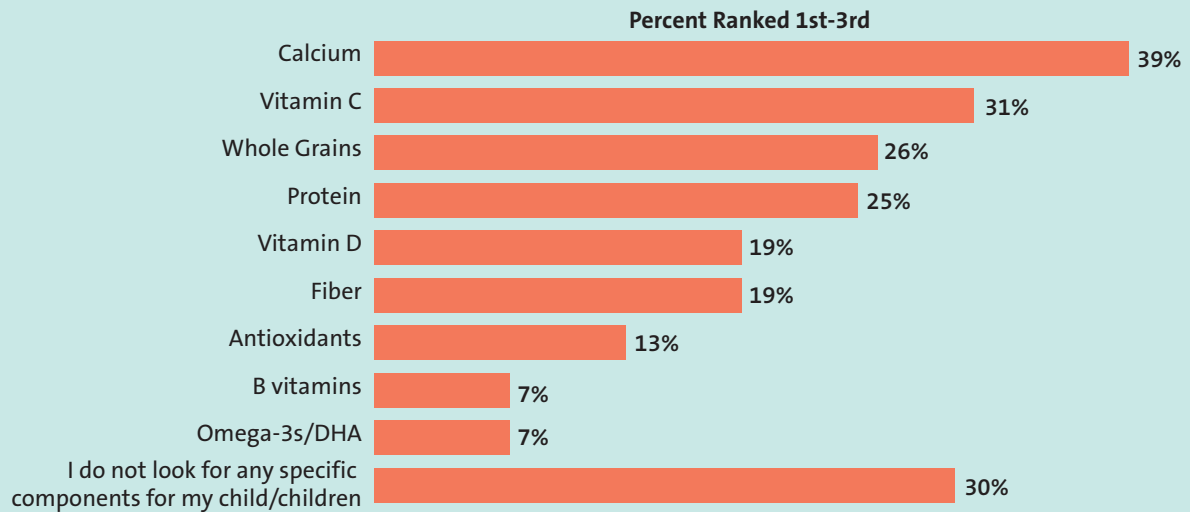


NOTE: Responses less than five percent not shown.

FIGURE 27: Top Potentially Beneficial Components Sought for Children

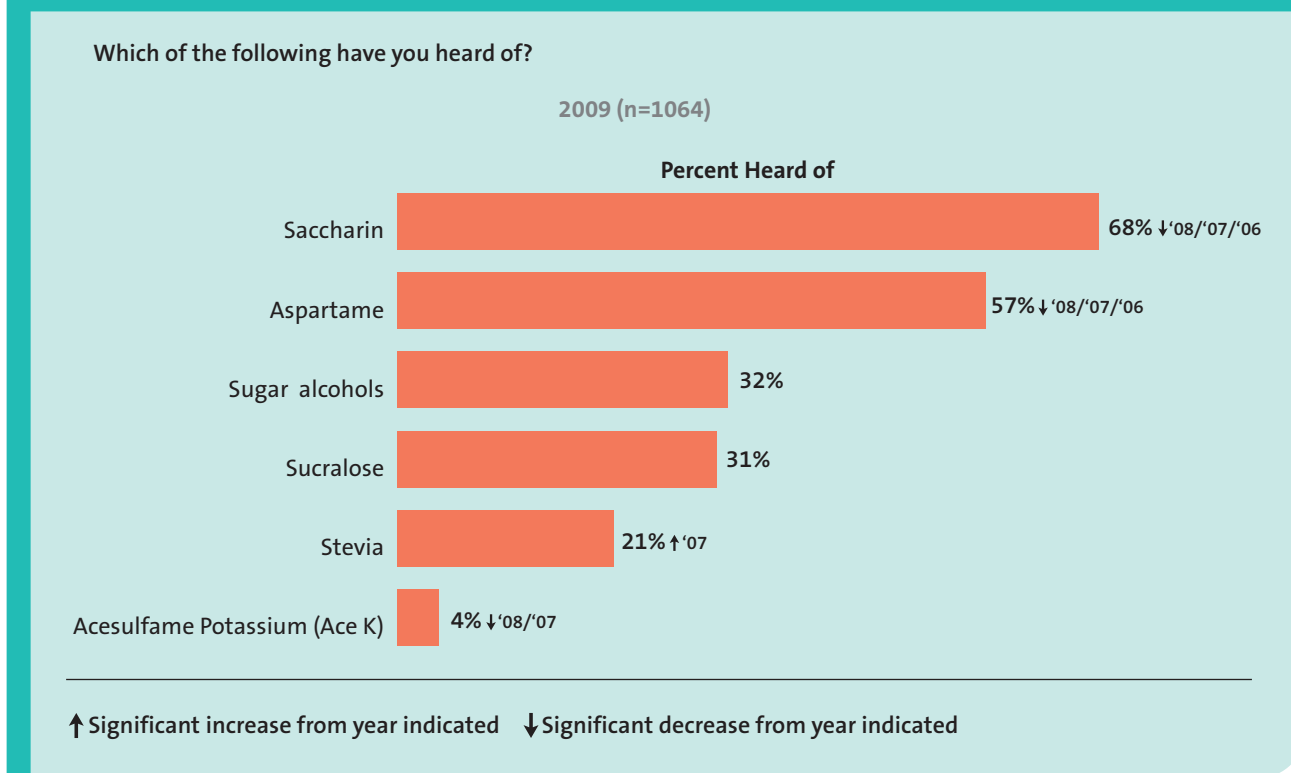
(If have child/children) When choosing food or beverages for your child/children, which of the following potentially beneficial components, if any, are you looking for? Rank top three.

2009 (n=325)



NOTE: Responses less than five percent not shown.

FIGURE 28: Awareness of Low-Calorie Sweeteners



LOW-CALORIE SWEETENERS

Awareness of Low-Calorie Sweeteners

With respect to awareness of certain low-calorie sweeteners, significantly fewer Americans have heard of saccharin as compared to previous years (68 percent in 2009 vs. 72 percent in 2008, 76 percent in 2007, and 81 percent in 2006). Saccharin awareness has been in an apparent downward trend since 2006. Awareness of aspartame (57 percent) and acesulfame potassium, or ace-K, (four percent) is also down from 2008. Awareness of stevia (21 percent) increased significantly from 2008 and 2007 (18 percent and 17 percent, respectively) and awareness of sugar alcohols (32 percent) and sucralose (31 percent) remained consistent



from past years. Awareness of the scientific name for new stevia sweeteners, such as rebiana and steviol glycoside (two percent each) and rebaudioside A (one percent), is low.

Perception of Potential Benefits of Low-Calorie Sweeteners

When asked whether they agreed with specific statements about the potential benefits of low-calorie sweeteners, just more than one-third (34 percent) of Americans say that low-calorie sweeteners are an option for people with diabetes. Additionally, 34 percent of Americans agree that low-calorie sweeteners can both play a role in weight loss/weight management and can reduce the calorie content of foods. Finally, more than one-quarter of the U.S. population believe low-calorie sweeteners can be part of an overall healthful diet (28 percent) and that they are reviewed by the federal government before being approved for use in foods and beverages (26 percent).

CAFFEINE

Perception of Caffeine Consumption

When asked to describe their level of caffeine consumption, 66 percent of Americans say they “consume caffeine in moderation.” Eighteen percent describe themselves as consuming “more caffeine than the average person,” and 16 percent say they have “eliminated caffeine” from their diets.

Americans were asked to indicate their perception of the accuracy of a number of statements about caffeine and health. According to their responses, Americans think that caffeine can help you to wake up/stay awake (60 percent); moderate amounts of caffeine can be part of an overall healthful diet (47 percent); and caffeine can help



FIGURE 29: Current Approach to Caffeine Consumption

Which of the following statements best describes your level of caffeine consumption?

2009 (n=1064)

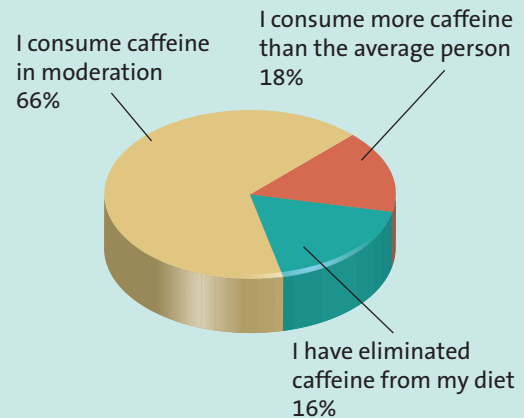


FIGURE 30: Perception of Potential Caffeine Benefits

Which of the following statements are true, if any, as they relate to caffeine? Select all that apply.

2009 (n=1064)



↑ Significant increase from year indicated ↓ Significant decrease from year indicated

Food Components

increase energy (46 percent). Fewer Americans agree that caffeine can help relieve headaches (32 percent); or improve performance on mental tasks (27 percent); or help contribute to hydration, e.g. daily water intake, (13 percent). The lowest proportion of Americans agrees that caffeine may reduce the risk of brain and/or nerve diseases such as Alzheimer's and Parkinson's (10 percent) or optimize athletic performance (nine percent).

Individuals, in 2009, who are more apt to agree that a "moderate amount of caffeine can be part of an overall healthful diet" include:

- Those who are 55 years or older (vs. younger age groups)
- Those with an income of \$50,000+ (vs. \$35,000 to less than \$50,000)
- Those with some college education or more
- Whites/Caucasians
- Those who perceive their health as "very good" or "excellent"
- Those who consider themselves to have a healthful diet
- Those who agree that reading or hearing about food and health is of interest to them
- Those who are concerned with their weight
- Those who are trying to lose or maintain their weight
- Those who engage in physical activity 4-7 days per week (vs. not at all)

Of those Americans who consume caffeinated foods and/or beverages, the reasons they cite for consuming them include: for the taste (63 percent); to wake-up/stay awake (51 percent); for more energy (30 percent); to satisfy their thirst (26 percent); for increased concentration (11 percent); and before/during a workout (four percent).



FOOD ADDITIVES/COLORS

Consumers were given a list of statements about food additives and colors in order to determine their perceptions of the functions of food additives/colors in foods. According to their responses, the majority of Americans (84 percent) believe food additives can provide at least one of the following benefits: extend the freshness of certain foods/act as a preservative (65 percent); add color to food products (59 percent); and help keep or improve the flavor of food products (55 percent). Fewer consumers believe that all food additives must be reviewed and approved by the U.S. government before being added to food products (47 percent), or that they can reduce the presence of harmful bacteria in food products (30 percent).

NOTE:

Due to the increased prominence of food safety issues in the news media over the past few years, new questions concerning Americans' perceptions about food safety in the U.S. and safe food preparation were first included in the 2008 survey.

Food Safety Confidence

Roughly half (49 percent of Americans) rate themselves as confident in the safety of the U.S. food supply, which is similar to the level seen in 2008 (45 percent). In addition, 24 percent say they are not confident in the safety of the U.S. food supply, and 26 percent are neither confident nor unconfident.⁴

When asked who they believe is responsible for food safety in the U.S., 73 percent of Americans believe that food manufacturers are responsible for food safety followed by the government (72 percent), farmers/producers (57 percent), retailers (49 percent), and consumers/individuals (41 percent).

While percentages are high for each separate entity, only a quarter, or 25 percent of Americans, believe that all five sectors are responsible for food safety in the U.S. The majority, or 68 percent, do believe, however, that at least two or more entities should share responsibility rather than relying on one sector alone.

Subsets of the population, which are more apt to believe that food safety is a shared responsibility among all five sectors, include:

- Those with a college degree or higher (vs. high school or less)
- Whites/Caucasians and Hispanics (vs. Blacks/African Americans)
- Those who agree that reading or hearing about food and health is of interest to them

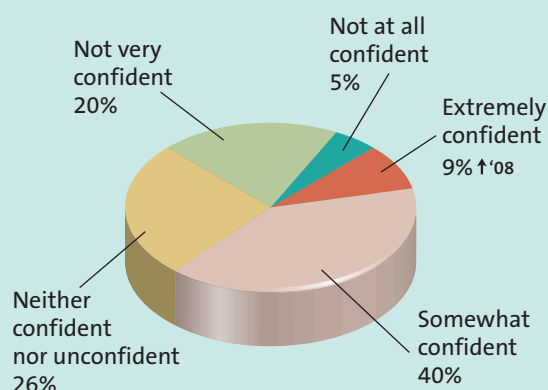
Furthermore, consumers who report being confident in the safety of the U.S. food supply are more likely to believe that food manufacturers, retailers/food service, and consumers/individuals are responsible entities for food safety in the United States than those who are not confident.

According to new data from the 2009 survey, Americans think foodborne illness from bacteria, like *E. coli* and *Salmonella*, is the most important food safety issue (52 percent), followed by chemicals in food such

FIGURE 31: Confidence in the Safety of the U.S. Food Supply

To what extent, if at all, are you confident in the safety of the U.S. food supply?

2009 (n=1064)



as acrylamide, melamine, and mercury (30 percent); imported foods (10 percent); and food allergens (two percent).

In 2009, Americans who are more likely to name “food-borne illnesses” as their most important food safety issue today include:

- Women
- Those who are 25-44 years or 65 and older (vs. 18-24)

⁴ During the data collection period for this year's survey, a large food product recall occurred in the U.S., which may have impacted these responses. Other data from IFIC's 2008 Survey “Food Biotechnology: A Study of U.S. Consumer Attitudinal Trends” indicate a higher percentage of Americans (68 percent) are “somewhat confident” or “very confident” in the safety of the U.S. food supply.

FIGURE 32: Perceived Responsibility for the Safety of the U.S. Food Supply



NOTE: "Other" response (one percent) not shown.

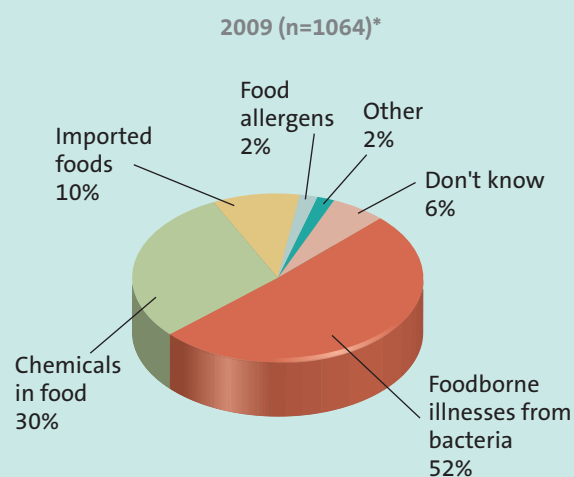
Twenty-eight percent of consumers who believe "food-borne illness" is the most important food safety issue today also believe that the safety of the U.S. food supply is a shared responsibility by all entities.

SAFE FOOD PREPARATION

Almost all Americans (95 percent) say they are regularly taking at least one food safety precaution when cooking, preparing, and consuming food products. Many of these practices were significantly lower than what was reported in 2008. The vast majority say they are washing their hands (87 percent). Roughly 77 percent wash their cutting boards with soap and water or bleach. Less than three-quarters (71 percent) say they cook food products to the required temperature (such as 165° F for poultry), although only 25 percent use a food thermometer to check the doneness of meat and poultry items. Nearly seven in 10 (69 percent) Americans properly store leftovers within two hours of serving. Around two-thirds of Americans (63 percent) separate raw meat, poultry, and seafood from ready-to-eat food products; and half (50 percent) of Americans use different or freshly cleaned cutting boards for each product (such as raw meat, poultry, or produce).

FIGURE 33: Perceived Importance of Food Safety Issues

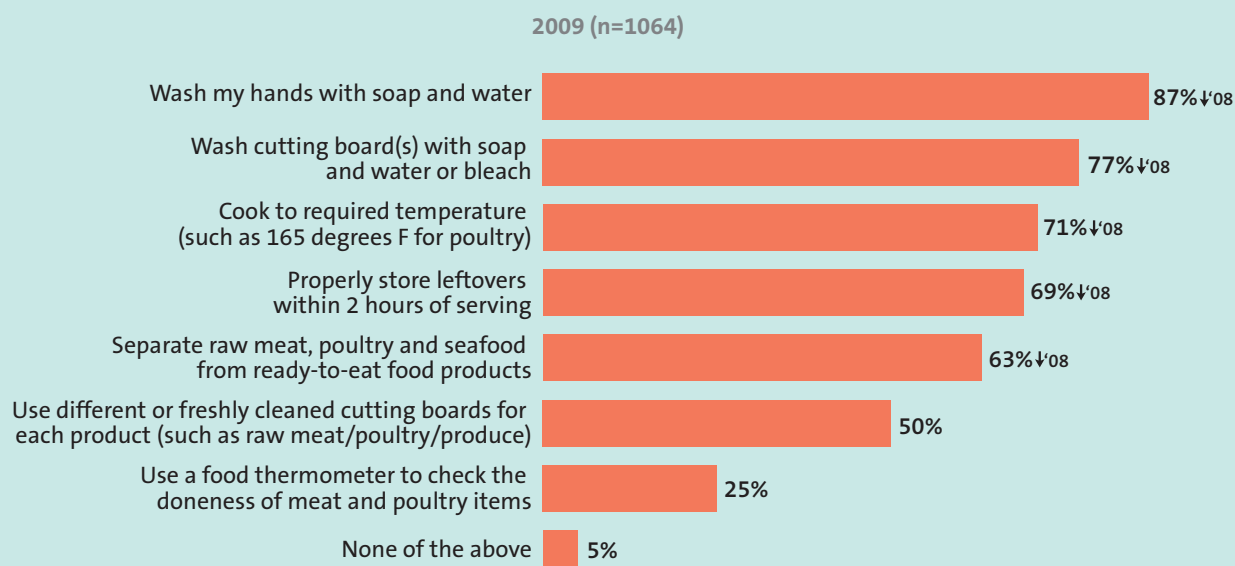
What, in your opinion, is the most important food safety issue today? Select one.



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

FIGURE 34: General Food Safety Practices

Which of the following actions do you perform regularly when cooking, preparing, and consuming food products? Select all that apply.



↑ Significant increase from year indicated ↓ Significant decrease from year indicated

Subsets of the population who are more likely to regularly perform at least five food safety actions when cooking, preparing, and consuming food products include:

- Women
- Those who are 55 years and older (vs. 34 years or less)
- Those who believe “making healthful food choices” has the greatest impact on maintaining good health (vs. those who say “exercising/physical activity” or “managing stress”)
- Those who consider themselves to have a healthful diet
- Those who have made changes to their diet in the past six months
- Those who agree that reading or hearing about food and health is of interest to them
- Those who are physically active 4-7 days per week (vs. not at all)

When consumers’ confidence in the safety of the U.S. food supply is analyzed in conjunction with the number of and specific food safety actions Americans may regularly perform, a disparity between those who are confident in the safety of the U.S. food supply and those who are neither confident nor unconfident was revealed. In general, consumers who report being confident also state being more likely to regularly perform each food safety action when cooking, preparing, and consuming food products compared to those who are neither confident nor unconfident.

Furthermore, among Americans who chose “foodborne illnesses from bacteria” as the most important food safety issue today, more than half (59 percent) report regularly performing at least five food safety actions when cooking, preparing, and consuming food products.

Microwave Cooking Safety

Again, the vast majority of Americans (88 percent) follow at least one microwave instruction on frozen or pre-packaged meals. Nearly seven in 10 (68 percent) follow all of the cooking instructions; and 62 percent flip,

Food Safety

rotate, or stir the product during the microwave cooking process. Fewer Americans check the meal package at the point of purchase to determine if the product is suitable for microwave cooking (56 percent – new question in 2009), let food stand for the appropriate amount of time (48 percent), or increase or decrease cooking times based on their microwave (44 percent). All of these practices were significantly lower than in 2008. Far fewer Americans check their microwave wattage (14 percent) or use a food thermometer to make sure the food reaches the required temperature (five percent).

Subsets of the population who are more likely to regularly perform at least five food safety actions when preparing microwaveable meals include:

- Those who are 65 years and older
- Those with a college degree or more (vs. high school or less)
- Those who perceive their health as “very good” or

“excellent”

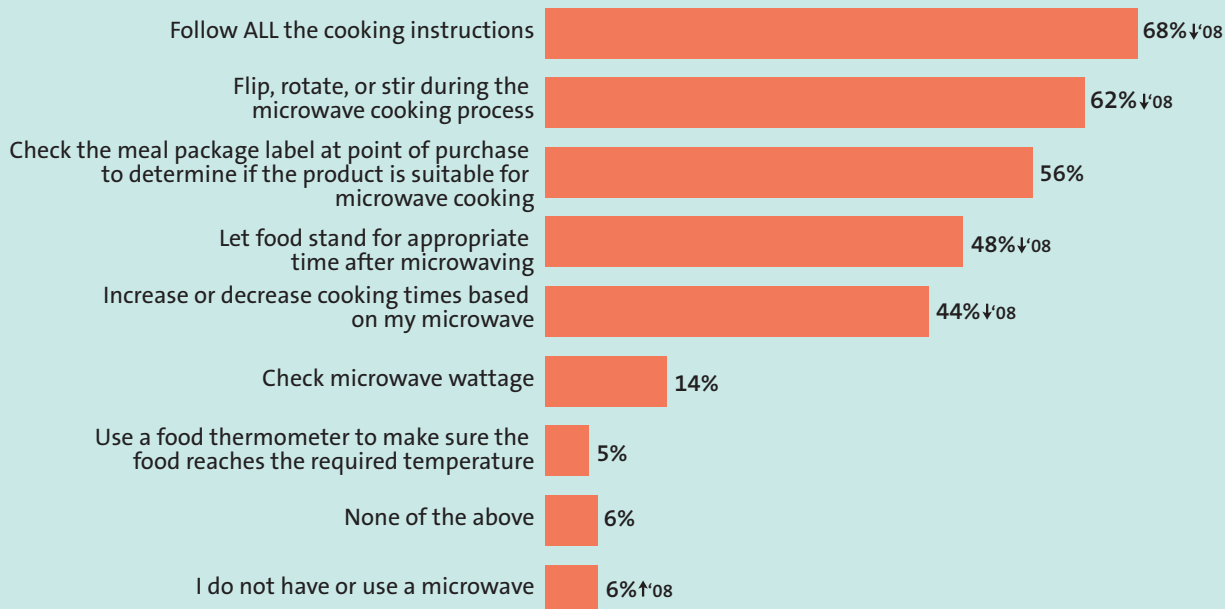
- Those who are satisfied with their health status
- Those who consider themselves to have a healthful diet
- Those who have made changes to their diet in the past six months
- Those who agree that reading or hearing about food and health is of interest to them
- Those who perceive their physical activity level to be “moderate” (vs. “sedentary”)

As seen previously with food safety actions, when consumers’ confidence in the safety of the U.S. food supply is analyzed in conjunction with the number of and specific microwave cooking safety actions Americans may regularly perform, a disparity between those who are confident in the safety of the U.S. food supply and those who are neither confident nor unconfident was

FIGURE 35: Microwave Cooking Practices

Which of the following actions do you perform regularly when preparing microwavable meals (e.g., frozen meals, pre-packaged meals that contain cooking instructions) at home? Select all that apply.

2009 (n=1064)

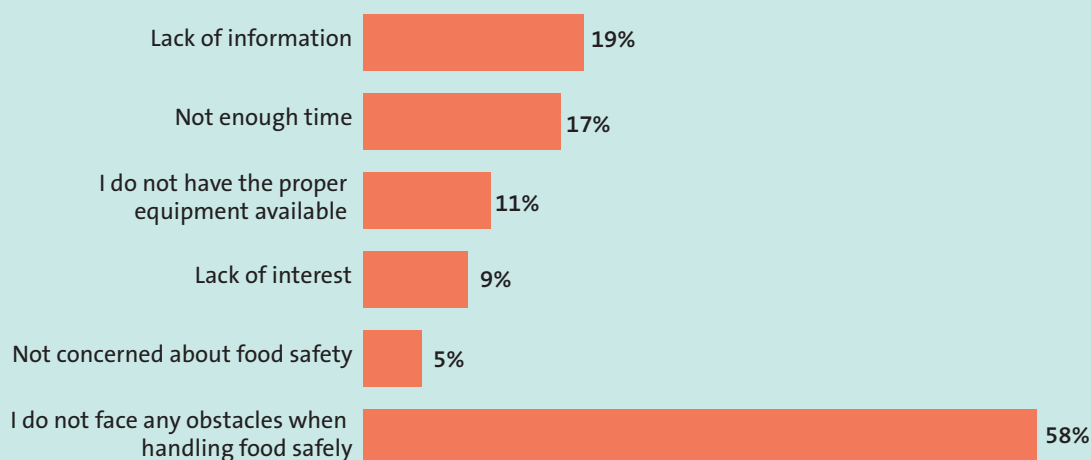


↑ Significant increase from year indicated ↓ Significant decrease from year indicated

FIGURE 36: Obstacles to Handling Food Safely

What obstacles, if any, do you face when handling food safely? Select all that apply.

2009 (n=1064)



NOTE: "Other" response (one percent) not shown.

revealed. In general, consumers who report being confident also state being more likely to regularly perform almost all of the specific microwave cooking safety actions when preparing microwaveable meals compared to those who are neither confident nor unconfident.

Furthermore, among Americans who choose "food-borne illnesses from bacteria" as the most important food safety issue today, only a quarter (25 percent) report regularly performing at least five microwave food safety actions when preparing microwaveable meals.

When asked what obstacles they face when handling food safely, the majority of Americans (58 percent) say they do not face any obstacles when handling food safely. Those who do face obstacles cite lack of information (19 percent); not enough time (17 percent); and not having the proper equipment, such as cutting boards, food thermometer, or cleaning supplies, (11 percent). Nine percent of Americans say they lack interest in safe food handling practices and five percent say they are not concerned about food safety.



FOOD IRRADIATION

In 2009, new questions were introduced regarding food irradiation, which is a process used to eliminate harmful bacteria such as *E. coli* and *Salmonella* in certain foods.

When given this definition, more than half (60 percent) of Americans have a favorable view of food irradiation, while 26 percent do not know what their view on food irradiation is, and 13 percent have an unfavorable view.

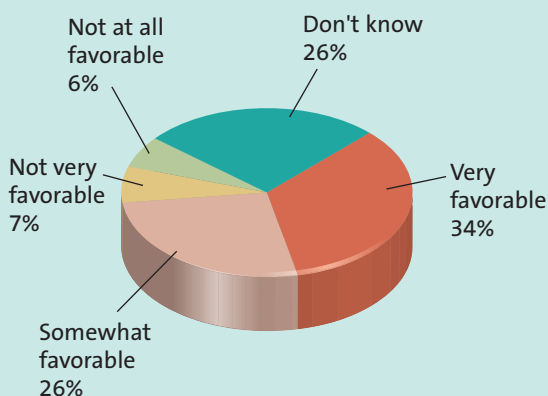
When asked if knowing that irradiated food is safer to eat than non-irradiated food would change their purchasing decision, more than half of Americans (54 percent) say they would be more likely to buy and consume the food, and seven percent say they would be less likely to buy and consume the food. Eighteen percent say it would have no impact on their decision to buy and consume the food, while another 21 percent do not know what impact it would have on their decision to buy and consume the food.

FIGURE 37: Favorability toward Food Irradiation

When we say food irradiation, we mean: “a process used to eliminate harmful bacteria, such as *E. coli* and *Salmonella*, in certain foods.”

In general, how favorable are you toward the idea of food irradiation?

2009 (n=1064)*

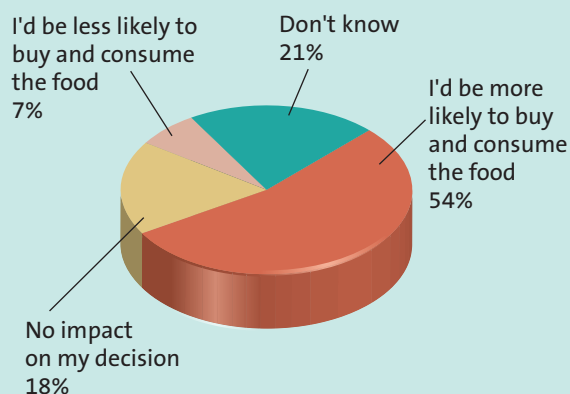


*Total does not add to 100 percent due to rounding.

FIGURE 38: Impact of Food Irradiation on Purchase and Consumption Intent

If you knew that irradiated food was safer to eat than non-irradiated food, what impact would that have on your decision to buy and consume the food?

2009 (n=1064)

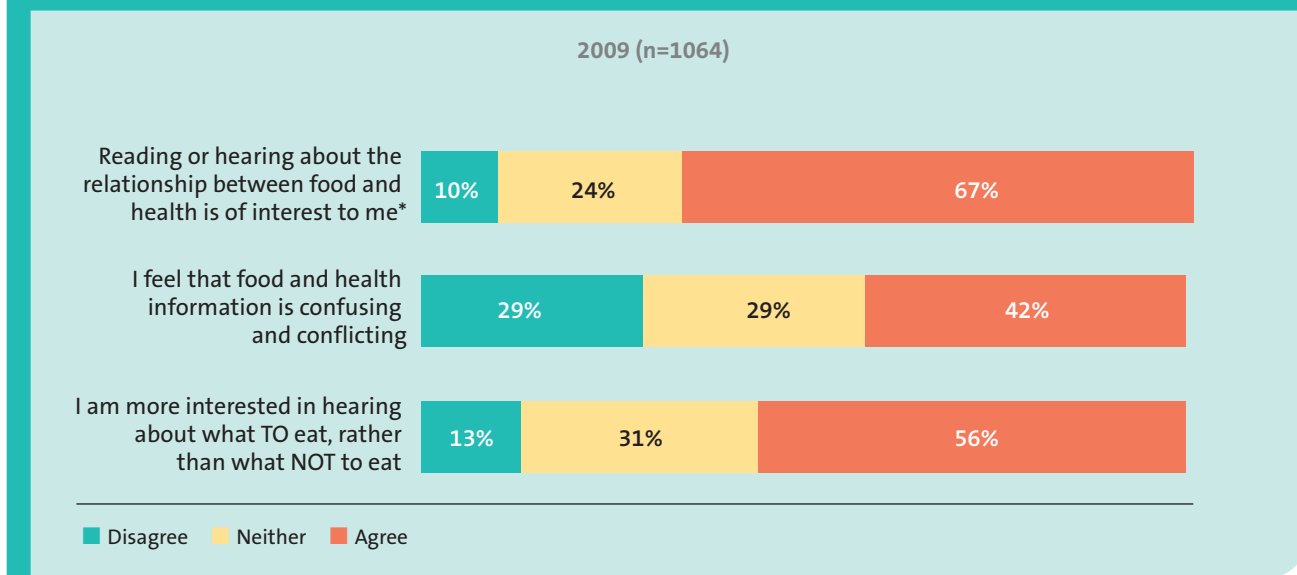


Information Sources and Purchasing Influences

A few questions gauged consumer perceptions about the importance of the relationship between food and health and the prevalence of conflicting news regarding food and health information.

Two-thirds of Americans (67 percent) agree that reading or hearing about the relationship between food and health is of interest to them and slightly more than half, or 56 percent, of Americans report being interested in hearing about what TO eat, rather than what NOT to eat. However, 42 percent of consumers agree that food and health information is confusing and conflicting.

FIGURE 39: Interest in and Perception of Food and Health Information



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

Americans who are more likely to agree that “food and health information is confusing and conflicting” in 2009 include:

- Those who are 25 years and older
- Those who perceive their health as “fair” or “poor”
- Those who believe “managing weight” has the greatest impact on maintaining good health (vs. those who say “making healthful food choices”)
- Those who consider themselves to have an unhealthful diet

- Those who agree that reading or hearing about food and health is of interest to them
- Those whose BMI is in the obese range or who perceive themselves to be at an obese weight
- Those who are trying to lose weight or are doing nothing with regard to their weight (vs. those trying to maintain their weight)
- Those who are not physically active

From a list, Americans were asked to choose the top three sources of information that they use most often to guide their food, nutrition, and food safety practices.

Information Sources and Purchasing Influences

The top sources of information that Americans state they most often use to guide their food, nutrition, and food safety practices are the food label (61 percent); friends or family (42 percent); health professionals, such as doctors, nurses, and physician assistants (33 percent); the grocery store, drug store, or specialty store (28 percent); magazine articles (28 percent); Internet articles (27 percent); and TV news programs (24 percent).

A series of new questions were asked in 2009 regarding food, nutrition, or food safety information and its effect on their behavior. Fifty-four percent of Americans have heard of or read something about a variety of food, nutrition, or food safety information in the past six months that prompted them to want to make a change. Information cited includes concerns about food contamination such as *Salmonella* in peanut butter or *E. coli* in vegetables (16 percent); the benefits and drawbacks of the different types of fat (four percent); obesity prevention or weight loss (four percent); the overall effect of food choice on health (two percent); and the amount of sugars in foods or beverages (two percent).

FIGURE 40: Sources of Information Guiding Food and Health Practices

What three sources of information do you use most often to guide your food, nutrition, and food safety practices? Select three.

2009 (n=1064)

Food label	61%
Friends/family	42%
Health professional	33%
Grocery store, drug store, or specialty store	28%
Magazine article	28%
Internet article	27%
TV news program	24%
Product or manufacturer communications	13%
Newspaper	13%
Health association	9%
Dietitian	8%
Government official/agency	5%
Radio news program	3%
Blog or social networking site	1%
Other	4%

Forty-six percent of Americans claim that they have not heard or read anything with regard to food, nutrition, or food safety in the past six months.

Of the Americans who have heard of or read something about food, nutrition, or food safety that prompted them to make a change, 81 percent say they changed their behavior, while 11 percent say they did not make a change but intend to do so, and the remaining eight percent did not make a change and do not intend to do so. The top five reasons cited by those who did not make a change include: they are not convinced by the information (42 percent); they do not know how or have a lack of information (41 percent); a lack of willpower (39 percent); conflicting information (38 percent); and they do not have enough time (24 percent).

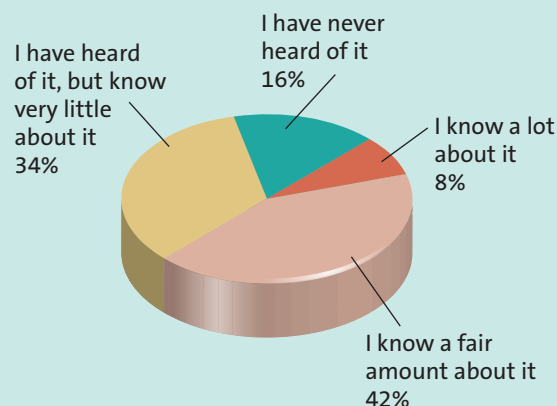
MyPyramid and Dietary Guidelines for Americans

Similar to previous years, 84 percent of Americans say they are aware of the USDA *MyPyramid* food guidance system. Twenty-five percent of consumers report having used *MyPyramid* in some way including: visiting the *MyPyramid* Web site and/or using the *MyPyramid* Web site tools (13 percent), making changes to their diet (food choices) based on the recommendations from *MyPyramid* (10 percent), and/or making changes in their diet to lose weight (10 percent). Sixteen percent of Americans say they have not heard of *MyPyramid*.

FIGURE 41: Familiarity with *MyPyramid*

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

2009 (n=1064)

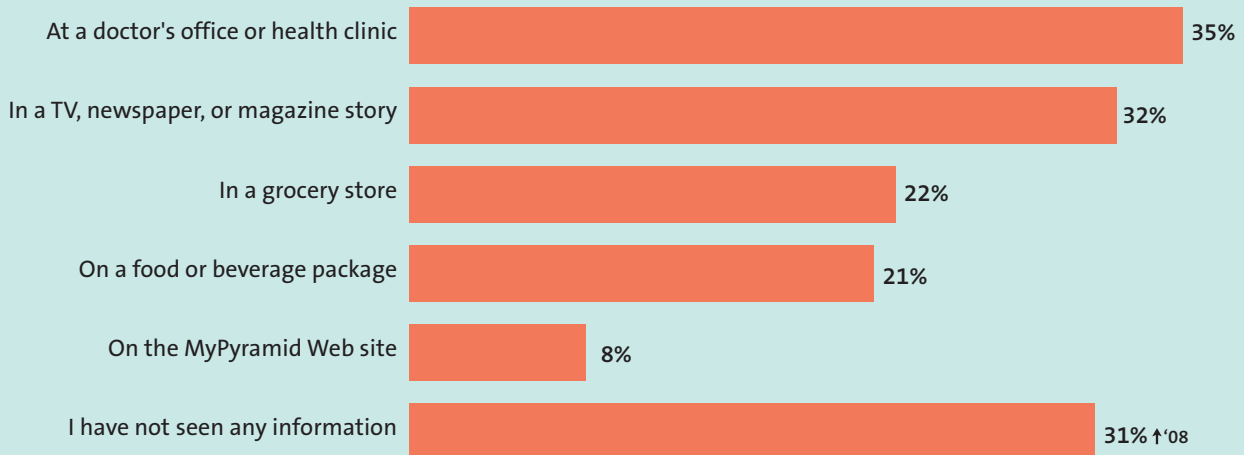


Information Sources and Purchasing Influences

FIGURE 42: Sources of Contact with *MyPyramid*

Where, if at all, have you seen *MyPyramid* information? Select all that apply.

2009 (n=1064)



NOTE: Responses less than five percent not shown.

↑ Significant increase from year indicated ↓ Significant decrease from year indicated

When shown the *MyPyramid* graphic, the top places where consumers have seen it are at a doctor's office or health clinic (35 percent); on TV, in a newspaper, or in a magazine story (32 percent); in a grocery store (22 percent); and on a food or beverage package (21 percent). Overall, significantly fewer Americans report seeing *MyPyramid* information in 2009 (69 percent vs. 74 percent in 2008).

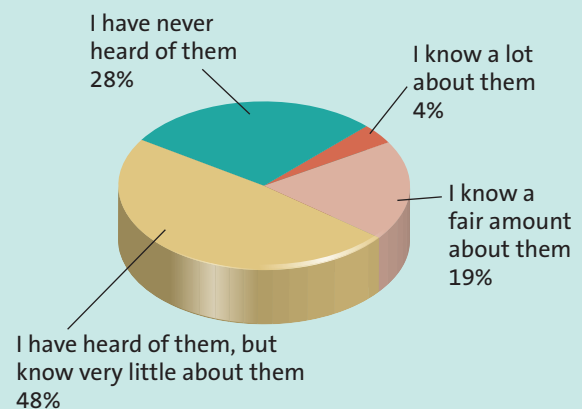
A new question gauged Americans' familiarity with the U.S. government's *Dietary Guidelines for Americans*. Seventy-one percent of Americans have heard of the *Dietary Guidelines*, while 28 percent have never heard of them.



FIGURE 43: 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?

2009 (n=1064)*



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

Information Sources and Purchasing Influences

FOOD LABELING

NOTE:

In 2007, a definition of the 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 side of the package,” was added to the Survey to clarify this portion of the label question. In 2009, a definition of the Ingredients list, “that is, the section on the package usually found below the Nutrition Facts panel that contains a complete list of all the ingredients that are included in the products,” was added to clarify this portion of the label question. Also in 2009, blurred images of the Nutrition Facts panel and the Ingredients list were added to help clarify those aspects of the food label. Trend measures for these items cannot be made.

As in the past three years, Americans say they are actively using food and beverage packaging elements when deciding whether to purchase or consume food products. The Nutrition Facts panel (69 percent), expiration date (67 percent), brand name (50 percent), ingredients

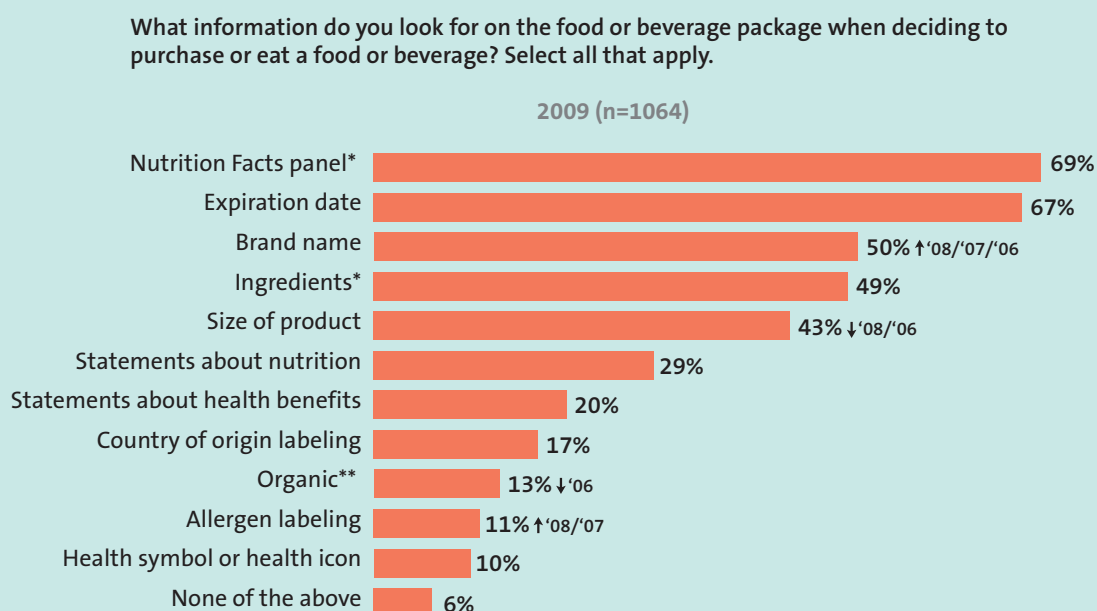
(49 percent), and the size of the product (43 percent) are the most commonly used elements.

The Nutrition Facts Panel

When Americans were asked which specific elements they look for on the Nutrition Facts panel, calories (75 percent) and total fat (69 percent) remain on top of the list. Checking for *trans* fat continues to be common among Americans in 2009 with 57 percent saying they use the information today compared to 49 percent in 2006. Those looking for information about sugars (61 percent vs. 68 percent), number of servings per package (48 percent vs. 55 percent), fiber (44 percent vs. 52 percent), and potassium (13 percent vs. 18 percent) decreased significantly from 2008.

Of those who say they look at the ingredients list when making purchasing decisions for food and beverage products, 66 percent say they are looking for the type of fat/oil in the product; 62 percent are looking for sweeteners; 49 percent are looking for natural ingredients; 47 percent look at the order of ingredients on the list; 44

FIGURE 44: Information Used on the Food and Beverage Package



NOTE: “Other” response (two percent) not shown.

↑ Significant increase from year indicated ↓ Significant decrease from year indicated

*Modifications from 2008 to 2009: Added blurred Nutrition Facts panel image to “Nutrition Facts panel.” Added definition and blurred image to “Ingredient list.” Trend measures regarding these items cannot be made. Also added “Country of origin labeling” and “Healthy symbol or health icon.”
 **Modification from 2006 to 2007: The words “or natural” were dropped from “Organic or natural” in 2007.

Information Sources and Purchasing Influences

percent are looking for artificial ingredients; and 44 percent are looking for preservatives.

FACTORS INFLUENCING FOOD AND BEVERAGE PURCHASE DECISIONS

When Americans were asked about the impact convenience, healthfulness, price, and taste have on their decision to buy foods and beverages, taste remains stable and in the highest position (87 percent in 2009 vs. 84 percent in 2008 vs. 88 percent in 2007 vs. 85 percent in 2006). Price continues to significantly increase in importance since 2006 (74 percent in 2009 vs. 70 percent in 2008 vs. 72 percent in 2007 vs.



64 percent in 2006); while convenience (52 percent) and healthfulness (61 percent) remain mostly stable and lower in priority.

Taste:

In 2009, Americans who are more apt to identify “taste” as influential in purchasing decisions are:

- Those who agree that reading or hearing about food and health is of interest to them

Price:

In 2009, segments of the American public that are more apt to identify “price” as influential in purchasing decisions are:

- Those who are 25-34 years (vs. 55 and older)
- Those who have made changes to their diet in the past six months
- Those who agree that reading or hearing about food and health is of interest to them

FIGURE 45: Information Used on the Nutrition Facts Panel

(If use) Which of the following information, if any, do you use on the Nutrition Facts panel? Select all that apply.

2009 (n=738)

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

↑ Significant increase from year indicated
↓ Significant decrease from year indicated

FIGURE 46: Information Sought on the Ingredients List

(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.

2009 (n=518)

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%

NOTE: “Other” response (five percent) not shown.

Information Sources and Purchasing Influences

- Those who are trying to lose weight (vs. those who are doing nothing)

Convenience:

In 2009, segments of the American public that are more apt to identify “convenience” as influential in purchasing decisions are:

- Those 18-34 years (vs. older age groups)
- Blacks/African Americans and Hispanics (vs. Whites/Caucasians)
- Those who are dissatisfied with their health status
- Those who consider themselves to have an unhealthful diet
- Those who perceive themselves to be at an obese weight (vs. at an ideal weight or overweight)
- Those who perceive their physical activity level to be “sedentary”

Healthfulness:

Segments of the American public in 2009 that are more apt to identify “healthfulness” as influential in purchasing decisions are:

- Women
- Those who are 65 years and older (vs. 18-54)

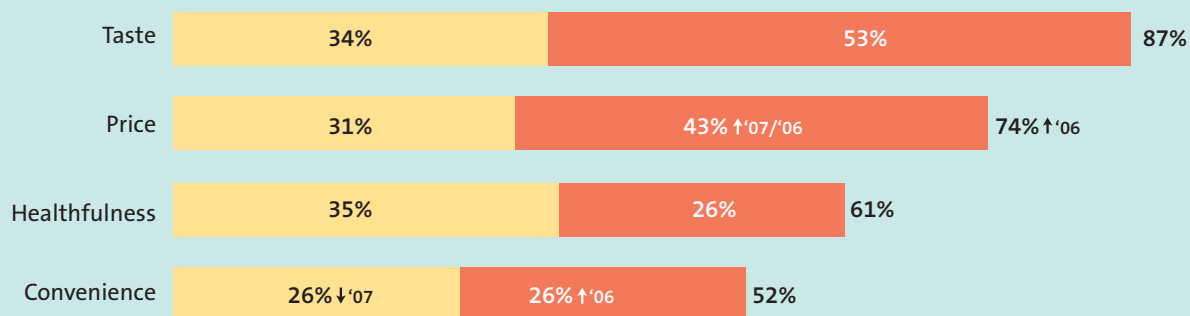


- Those with an income of \$100,000+ (vs. less than \$35,000)
- Those with a college degree or higher
- Whites/Caucasians (vs. Blacks/African Americans)
- Those who perceive their health as “very good” or “excellent”
- Those who are satisfied with their health status
- Those who believe “making healthful food choices” has the greatest impact on maintaining good health (vs. those who say “exercising/physical

FIGURE 47: Factors Influencing Purchasing Decision

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

2009 (n=1064)



Some Impact Great Impact

↑ Significant increase from year indicated ↓ Significant decrease from year indicated

Information Sources and Purchasing Influences

activity,” “managing weight,” or “managing stress”)

- Those who consider themselves to have a healthful diet
- Those who have made changes to their diet in the past six months
- Those who agree that reading or hearing about food and health is of interest to them
- Those with a BMI in the normal or overweight range (vs. obese)
- Those who are trying to lose or maintain their weight
- Those who are physically active

Furthermore, Americans who believe “healthfulness” has a great impact on food and beverage purchasing decisions are more likely to report utilizing multiple pieces of information on the package compared to those who deem “healthfulness” to have no impact (average number among those who rate “healthfulness” as having an impact is 4.23 items vs. average number among those who rate “healthfulness” as having no impact is 2.29 items). Specifically, consumers who rate “healthfulness” as highly influential report greater utilization of the following information compared to Americans who believe it has no impact: “Nutrition Facts panel,” “ingredients,” “expiration date,” “statements about nutrition benefits,” “statements about health benefits,” “organic,” and “allergen labeling.”



For More Information:

For more information, please visit the International Food Information Council Foundation Web site at:

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



International Food Information Council Foundation

1100 Connecticut Avenue, NW, Suite 430

Washington, DC 20036

(202) 296-6540

www.foodinsight.org



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