

International Food Information Council (IFIC) Foundation

2010 Food & Health Survey

Consumer Attitudes Toward Food Safety, Nutrition, & Health



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International Food Information Council
2010 Food & Health Survey
Consumer Attitudes Towards Food Safety, Nutrition, & Health



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Executive Summary & Key Trends



The International Food Information Council Foundation's 2010 Food & Health Survey takes an extensive look at what Americans are doing regarding their eating and health habits, and food safety practices.

When it comes to calories consumed versus calories burned, most Americans (58 percent) do not make an effort to balance the two; a large majority of people (77 percent) are not meeting the U.S. Department of Health and Human Services' Physical Activity Guidelines.

The 2010 *Food & Health Survey: Consumer Attitudes Toward Food Safety, Nutrition & Health*, commissioned by the International Food Information Council Foundation, is the fifth annual national quantitative study designed to gain insights from consumers on important food safety, nutrition, and health-related topics. The research provides the opportunity to gain insight on how consumers view their own diets, their efforts to improve them, how they balance diet and exercise, and their actions when it comes to food safety practices.

There is now more of a need than ever to understand consumers' perceptions of nutrition and food safety issues. The 2010 *Dietary Guidelines for Americans* will target, for the first time, an overweight and obese American population and advocate a "total diet" approach. There also are ongoing initiatives to address childhood obesity from the White House to Main Street, including First Lady Michelle Obama's *Let's Move* initiative. Landmark healthcare legislation was signed into law requiring calorie counts at restaurant chains. And, there is pending food safety legislation before the U.S. Congress.

While the *Food and Health Survey* highlights that many different messages about the importance of a healthful lifestyle are being heard, the *Survey* also shows disconnects in consumers' awareness of the relationship between diet, physical activity, and calories. Although weight loss and physical activity are top of mind with Americans, the *Survey* provides valuable insights into consumer beliefs and behaviors with regards to food safety, safe food

handling, and consumer food shopping preferences, among other topics.

This *Survey* offers the important voice and insights of the consumer for the health professionals, government officials, educators, and other interested individuals who seek to improve the lives of Americans.

The following are key findings from 2010 with comparisons to results from the 2006 through the 2009 editions of the *Food & Health Survey*.

Overall Health Status: Americans' perceptions of their health status remains steady from previous years with 38 percent indicating their health is "excellent" or "very good." Although there was no significant change from year to year, Americans' degree of satisfaction with their health status remains relatively high with 57 percent indicating "extremely satisfied" or "somewhat satisfied."

Weight: Americans' concern with their weight status remains unchanged since last year, and continues to be a strong factor influencing the decision to make dietary changes and remain physically active. Most Americans (70 percent) say they are concerned about their weight status, and the vast majority (77 percent) is trying to lose or maintain their weight. When asked what actions they are taking, most Americans say they are changing the *amount* of food they eat (69 percent); changing the *type* of foods they eat (63 percent); and engaging in *physical activity* (60 percent). Further, 65 percent of Americans report weight loss as a top driver for improving the healthfulness of their

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diet; 16 percent report improving their diet to maintain weight. Americans are more singularly focused on making dietary changes for losing weight, rather than a variety of other motivators, as has been true in the past. In addition, losing or maintaining their weight is the top motivator (35 percent) for Americans who are physically active.

Diet and Physical Activity: Two-thirds of Americans (64 percent) report making changes to improve the healthfulness of their diet. The primary driver for making these changes is “to lose weight” (65 percent). Other drivers for making dietary changes have significantly decreased since previous years, including “to improve overall well-being (59 percent vs. 64 percent in 2009) and “to improve physical health” (56 percent vs. 64 percent in 2008). The specific types of dietary changes they most often report are changing the *type* of food they eat (76 percent), changing the *amount* of food they eat (70 percent), and changing *how often* they eat (44 percent).

Americans’ reports of their physical activity levels show that, on average, 63 percent are physically active, and 68 percent of those who are physically active report being “moderately” or “vigorously” active three to five days a week. However, among those who are active, slightly more than half (56 percent) do not include any strength training sessions. Further, a large majority of Americans (77 percent) are not meeting the U.S. Department of Health and Human Services’ *Physical Activity Guidelines*.

Calorie and Energy Balance: Few Americans (12 percent) can accurately estimate the number of calories they should consume in a day for a person their age, height, weight, and physical activity. Of those who say they are trying to lose or maintain weight, only 19 percent say they are keeping track of calories. Additionally, almost half of Americans do not know how many calories they burn in a day (43 percent) or offer inaccurate estimates (35 percent say 1000 calories or less). When it comes to calories consumed versus calories burned, most Americans (58 percent) do not make an effort to balance the two.

Dietary Fats: Americans are confused about the differences among dietary fats. While Americans who have “heard” of these various types of dietary fats are reducing their

consumption of saturated and *trans* fats (64 percent are trying to consume less *trans* fats and saturated fats), less than half (43 percent) state they consume more Omega-3 fatty acids, and only a quarter (26 percent) state that they are consuming more Omega-6 fatty acids.

Americans also seem to be less focused on dietary fat when looking at the Nutrition Facts Panel. When looking at the Nutrition Facts Panel listing of dietary fats, Americans are less frequently focusing on: total fat (62 percent vs. 69 percent in 2009); saturated fat (52 percent vs. 58 percent in 2008); *trans* fat (52 percent vs. 59 percent in 2008); and calories from fat (51 percent vs. 57 percent in 2007).

Carbohydrates and Sugars: Americans who have “heard” of the various types of carbohydrates and sugars are trying to consume more fiber (72 percent) and whole grains (73 percent) in their diets, but remain confused about the benefits of consuming more complex carbohydrates. Americans generally agree with the statement that “moderate amounts of sugar can be part of an overall healthful diet,” however this sentiment declined to 58 percent from 66 percent in 2009.

Protein: New to this year’s *Survey* were questions about protein. Close to half of Americans say they are trying to consume more protein. Moreover, Americans are twice as likely to say protein is found in animal sources (56 percent) vs. plant sources (28 percent). The majority of Americans (68 percent) believe protein helps build muscle.

Sodium: Another new topic to this year’s *Survey* was sodium. More than half of Americans (53 percent) are concerned with the amount of sodium in their diet. Six in ten Americans regularly purchase reduced/lower sodium foods. Among those that do purchase reduced/lower sodium foods, the most cited items include canned soup (58 percent), snacks (48 percent), and canned vegetables (41 percent).

Low-Calorie Sweeteners: Nearly four in ten Americans (38 percent) agree that low-calorie/artificial sweeteners can play a role in weight loss or weight management, and one-third of Americans (34 percent) also agree that low-calorie/artificial sweeteners can reduce the calorie content of foods. Consistent with these data, one-third of Americans (32 percent) say they consume low-calorie/artificial sweeteners to

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help with calorie management.

Caffeine: Nearly three-quarters of Americans (72 percent) report consuming caffeine in moderation this year, significantly more than in 2009 (66 percent). There are also significantly fewer Americans (10 percent vs. 16 percent in 2009) who say they have either eliminated caffeine from their diet or say they consume more than the average person (18 percent in 2010 vs. 22 percent in 2008). Those who say they consume caffeine in moderation are more likely to perceive their health as “very good” or “excellent.”

Food Additives: The majority of Americans (61 percent) agree with at least two out of five statements provided regarding food additive facts or benefits. Those with the highest percent agreement include: “Food additives extend the freshness of food/act as a preservative” (57 percent), “Food additives can add color to food products” (54 percent), and “Food additives can help keep or improve the flavor of food products” (47 percent).

Food Safety: For the past three years, consumer confidence in the safety of the U.S. food supply has remained steady with nearly half of Americans (47 percent) rating themselves as confident in the safety of the U.S. food supply. Those not confident fell significantly (down to 18 percent from 24 percent in 2009) and those who are neither confident nor unconfident increased to 35 percent from 26 percent in 2009.

As in previous years, we see consistency in consumers’ beliefs that food safety is primarily the responsibility of government (74 percent) and industry (70 percent). Overall, approximately one-third of Americans (31 percent) see food safety as a shared responsibility among five or more stakeholder groups including farmers/producers, retailers and themselves.

Safe Food Handling: While still high, there continues to be a decline in basic consumer food safety practices such as washing hands with soap and water (89 percent vs. 92 percent in 2008). These same declines are also relevant in microwave food safety practices, where 69 percent vs. 79 percent in 2008 of Americans

follow all the cooking instructions. Although a significant number of Americans (84 percent) use their microwave to prepare packaged products such as soup, popcorn, and frozen meals where microwave cooking instructions are clearly indicated, an even larger number of Americans (92 percent) cite the main reason for using the microwave is to reheat leftovers, foods, and/or beverages.

Consumer Information Sources and

Purchasing Influences: In addition to information gathered on the Nutrition Facts Panel and the food label, consumers were asked about their awareness and use of the U.S. Department of Agriculture’s *MyPyramid* food guidance system. While 85 percent of Americans say they are aware of *MyPyramid*, only 29 percent of individuals report having used *MyPyramid* in some way.

Consistent with previous years, taste remains the biggest influence on purchasing decisions (86 percent), followed by price, healthfulness (58 percent) and convenience (56 percent). The importance of price continues to have a large impact on consumers’ food and beverage purchasing decisions (73 percent in 2010 vs. 64 percent in 2006).

Food Labeling: Similar to previous years, Americans say they are actively using the Nutrition Facts Panel (68 percent), the expiration date (66 percent), and, increasingly, the brand name (50 percent vs. 40 percent in 2008) and allergen labeling (11 percent vs. 6 percent in 2008). Among consumers who use the Nutrition Facts Panel, they rank calories as the top piece of information they use (74 percent), followed by sodium content (63 percent vs. 56 percent in 2009). Fewer Americans, however, are looking at total fat content (62 percent vs. 69 percent in 2009) and sugars (62 percent vs. 68 percent in 2008).

Food Purchasing Influences: The vast majority of Americans (88 percent) conduct the bulk of their food shopping at a supermarket/grocery store. Roughly three-quarters of Americans are satisfied with the healthfulness of products offered at their supermarket/grocery store (73 percent) and warehouse membership club (80 percent).

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The full *Survey* findings and Web casts are available on the International Food Information Council Foundation's website: www.foodinsight.org.

About the International Food Information Council Foundation

Our Mission

The International Food Information Council Foundation is dedicated to the mission of effectively communicating science-based information on health, food safety and nutrition for the public good.

Additional information on the Foundation is available on the "About" section of our Web site: www.foodinsight.org.

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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 Survey was conducted in 2006 and acts as a benchmark study. Trending Surveys were conducted in 2007, 2008, 2009, and 2010. Findings from this Survey can be used to guide and shape future education and communication initiatives, as well as trend data to measure the progress made toward achieving dietary guidance and effective consumer food safety practices.

Areas of Inquiry

The original *Food and Health Survey* focused primarily on how consumers approach overall diet, physical activity, and weight to manage their physical health. Other questions explored consumers' knowledge and attitudes toward principal food components such as fats, sugars, and carbohydrates. Finally, questions addressed consumer attitudes towards, and use of, information such as the Nutrition Facts Panel and USDA's *MyPyramid* in making food choices. Since 2006, many of the original questions have been repeated with the following additions made:

- In the 2007 *Survey*, new questions were added to better understand consumers' knowledge and use of information about calories. Also, questions were added to explore consumer awareness and perceptions of low-calorie sweeteners and caffeine, benefits of foods that can contribute to physical health and well-being, and typical meal occasions.
- In the 2008 *Survey* several new questions were added to better understand consumers' knowledge and practices regarding food safety and safe food handling.
- In the 2009 *Survey*, new questions were added to better understand consumers' knowledge regarding information sources, behavioral patterns, food additives, and food irradiation.

- In the 2010 *Survey*, several new questions were added to better understand consumers' knowledge and practices regarding calorie/energy balance, physical activity levels and motivators, protein, sodium, food shopping destinations, and consumer trust.

Methodology

This research was conducted by Cogent Research of Cambridge, MA. All data for this study were collected from April 30 to May 17, 2010 via a Web-based *Survey* consisting of 90 questions. The subject recruitment 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, 2010 data are compared to the 2006 Benchmark *Survey* (collected in November 2005) and the 2007, 2008, and 2009 data. The 2006 Benchmark *Survey* and the subsequent *Surveys* also utilized a Web-based methodology and compiled a representative population of the U.S. on key demographic variables. Statistically significant differences among 2006, 2007, 2008, and 2009 are noted in the slide deck 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 1,024 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, 2008, and 2009 to 2010 are subject to a maximum sampling error of ± 4.4 percentage points (at the 95 percent confidence level).

METHODOLOGY

Methodology	Web Survey
Conducted By	Cogent Research (Cambridge, MA)
Population*	Representative Sample of U.S. Adult Population (18+) on Age, Socioeconomic Profile, Race/Ethnicity, Region, and Gender
Data Collection Period	April 30-May 17, 2010
Sample Size (Error)	n=1,024 (± 3.0 for 2010) (± 4.4 among 2010, 2009, 2008, 2007, 2006)

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

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

About the International Food Information Council Foundation

Our Mission

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*Additional information on the Foundation is available on the “About” section of our Web site:
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Methodology

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NOTES:


- 1) Statistical significant differences from previous years are noted in the report with up or down arrow keys:
▲ / ▼ Significant increase/decrease from year indicated.
- 1) Top 2 refers to the top two answers, 4 or 5 on a 5-point scale, Bottom 2 refers to the bottom two answers 1 or 2 on a 5-point scale.
- 2) Please note that Total, Top 2, and Bottom 2 may not add to 100% or respective composite score due to rounding.
- 3) Similarly, there may appear to be inconsistencies (no more than 1-2%) in statistical testing due to rounding.

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Overall Health: Health Status, Diet, Weight, and Physical Activity




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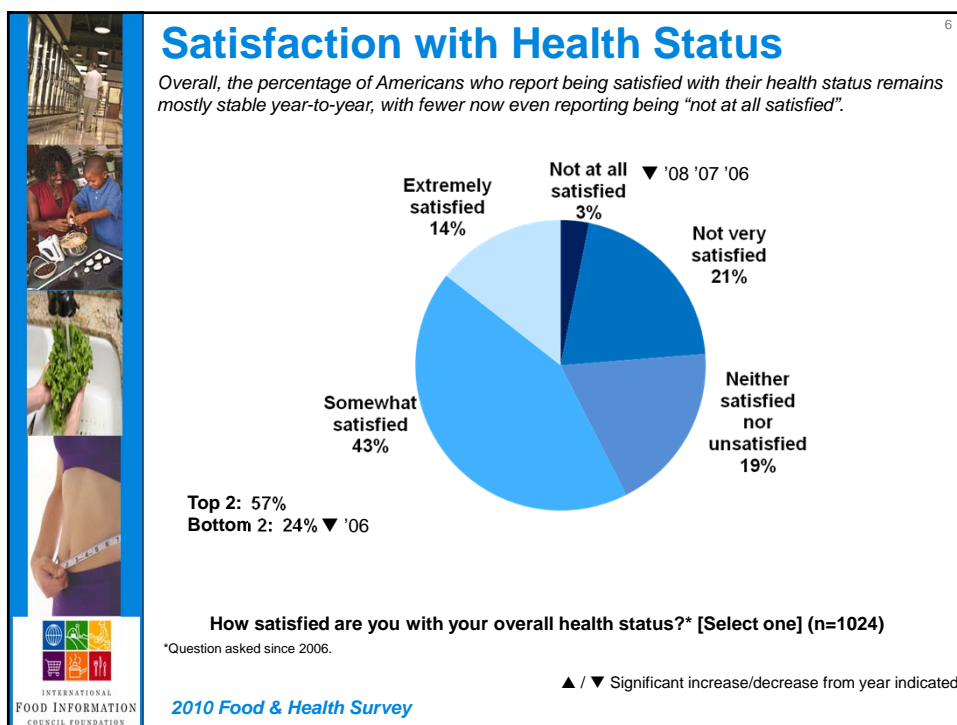
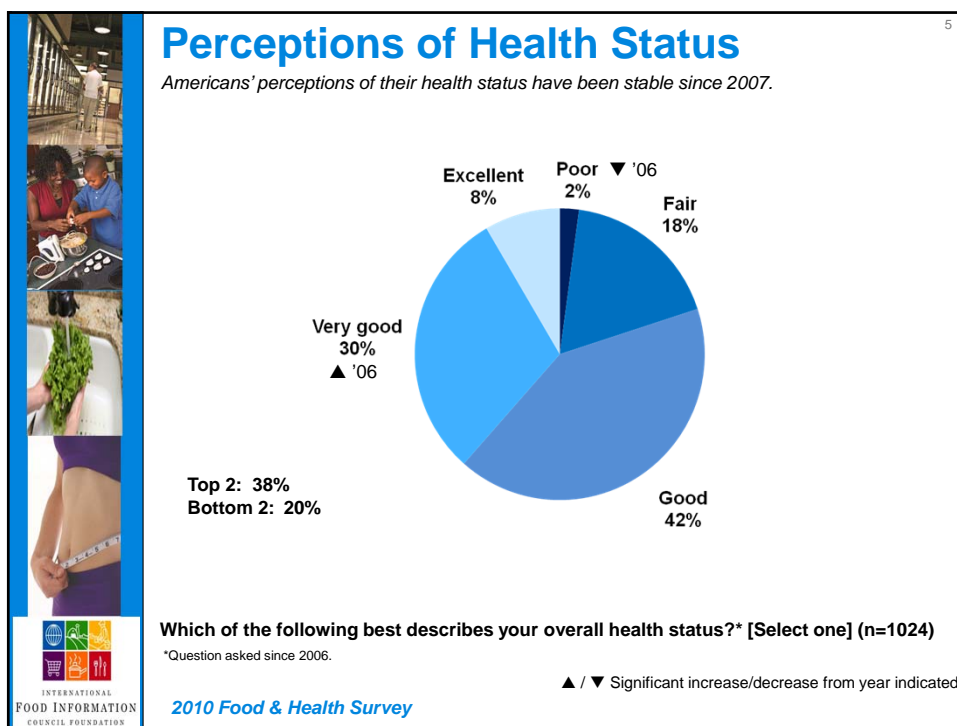
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Health Status



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Diet

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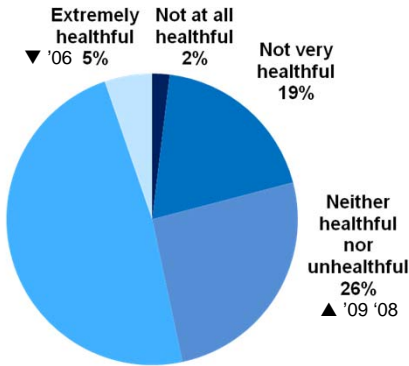




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Perception of Diet

Fewer Americans perceive their overall diet as being healthful ("extremely" or "somewhat") compared to previous years, with most going into the "neither healthful nor unhealthy" category.



Category	Percentage	Change
Extremely healthful	5%	▼ '06
Not at all healthful	2%	
Not very healthful	19%	
Neither healthful nor unhealthy	26%	▲ '09 '08
Somewhat healthful	48%	

Top 2: 53% ▼ '08 '07
Bottom 2: 21%

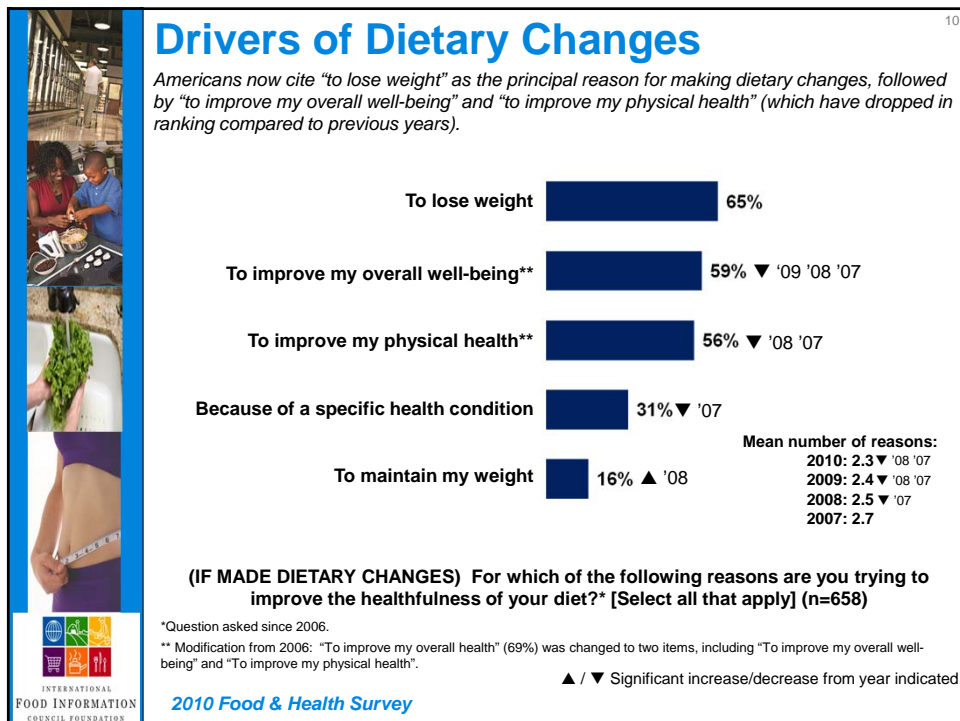
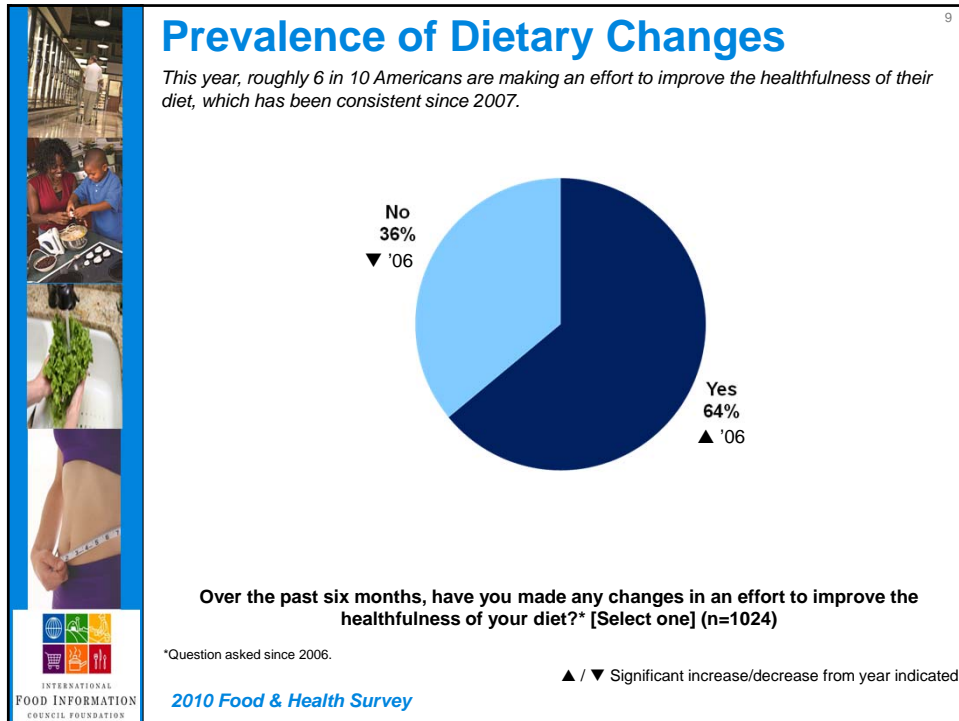
How would you rate the healthfulness of your overall diet? Again, by "diet", we mean everything you consume, including foods; beverages; and vitamin, mineral, and other dietary supplements.* [Select one] (n=1024)

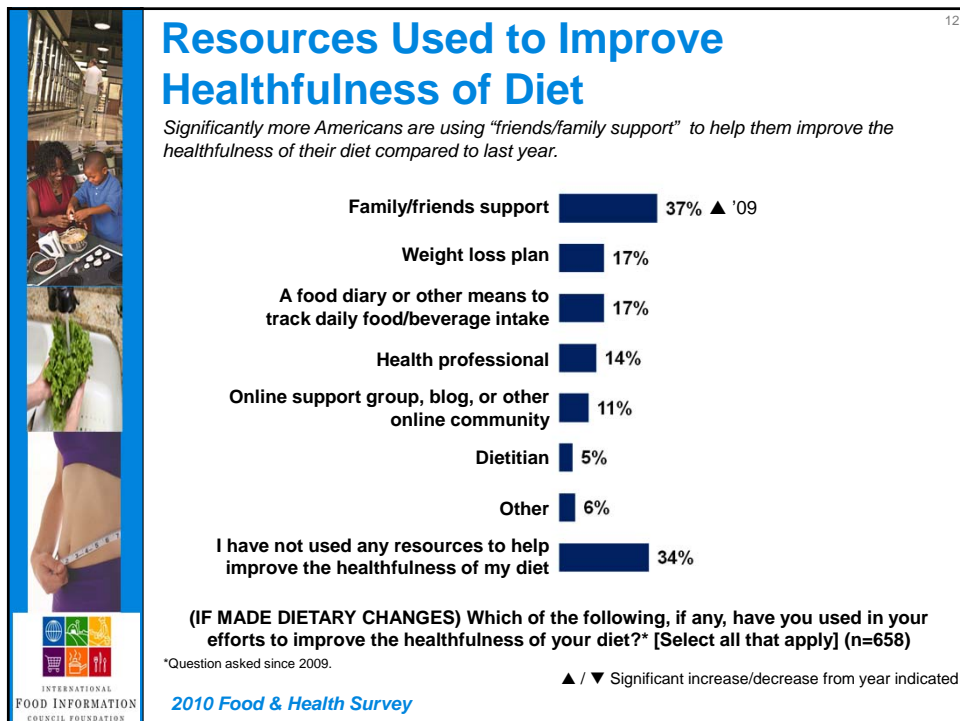
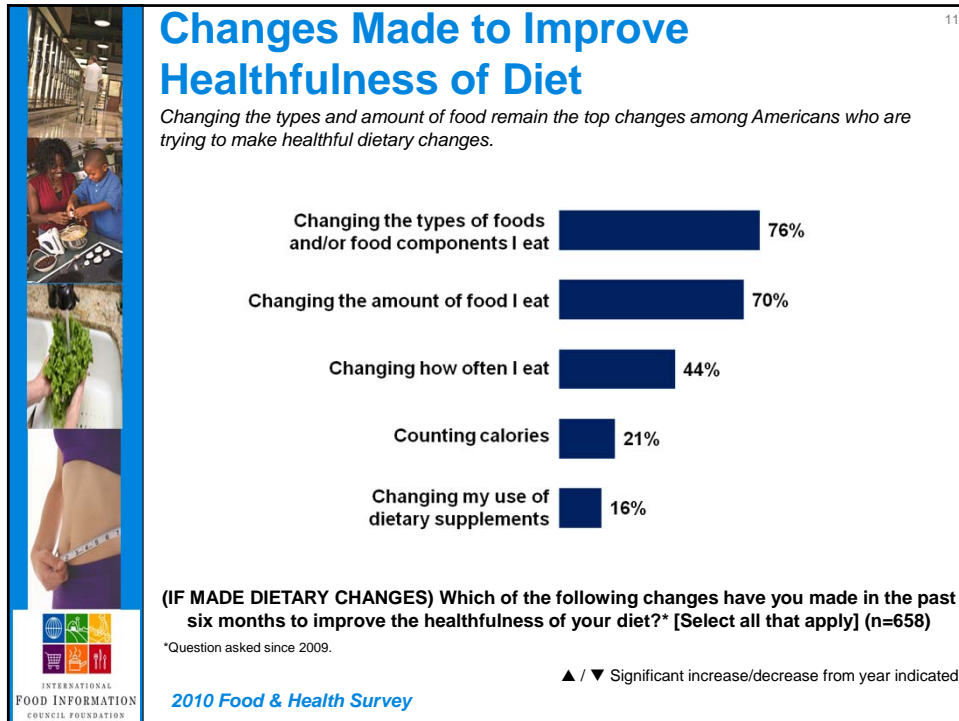
*Question asked since 2006.

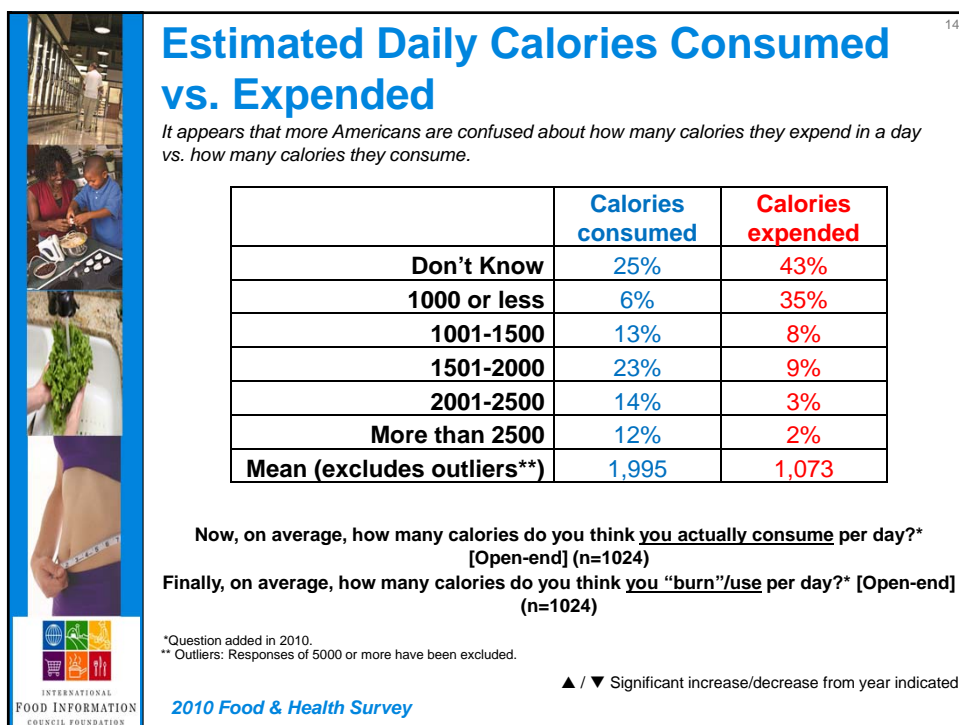
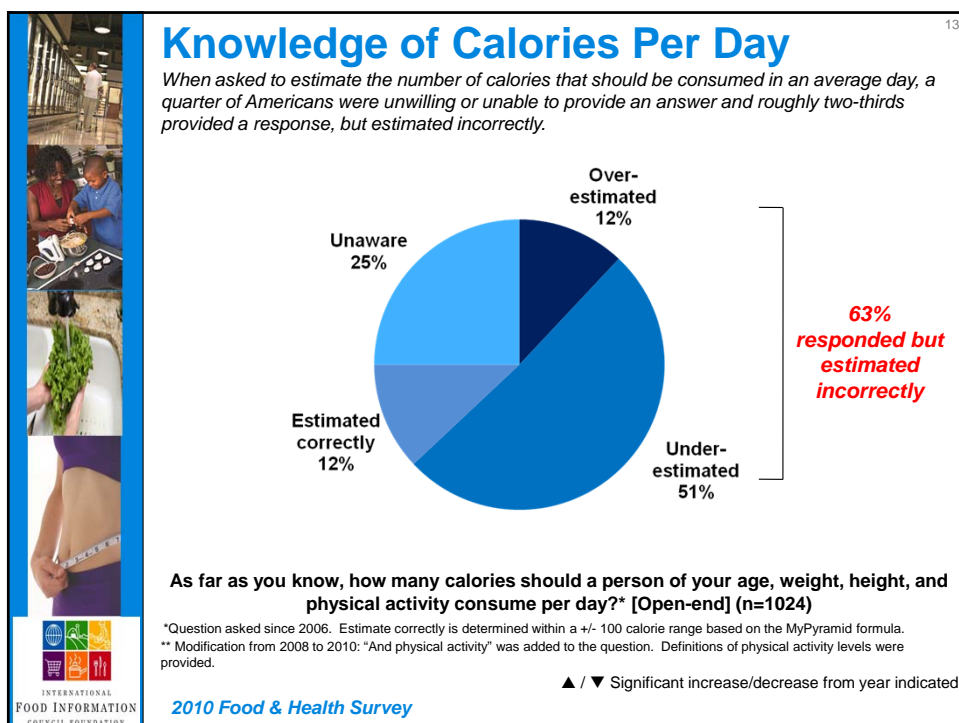
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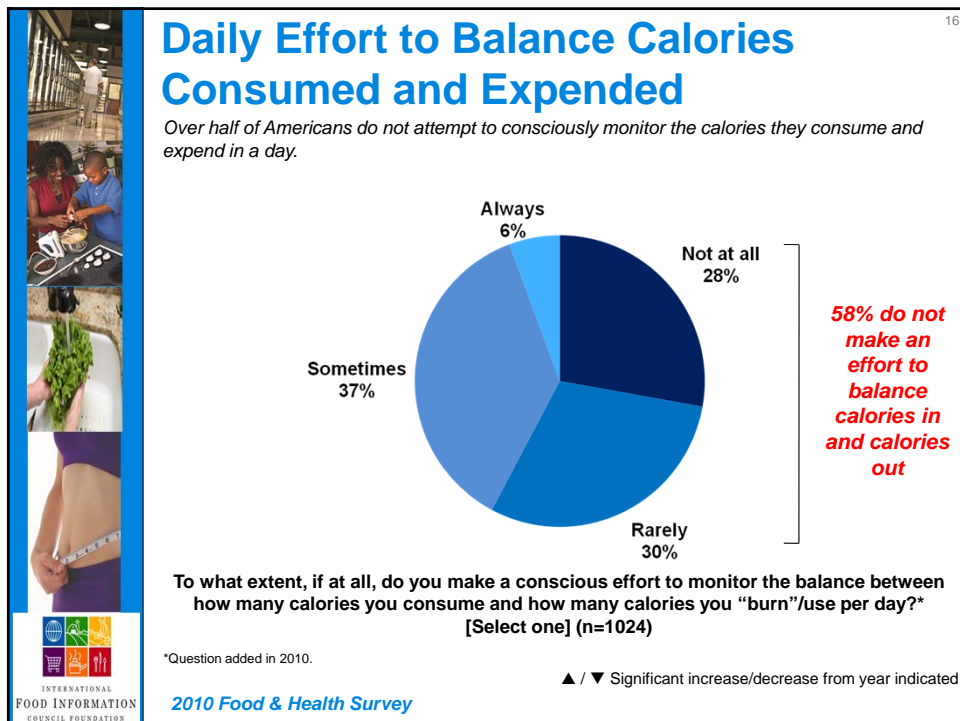
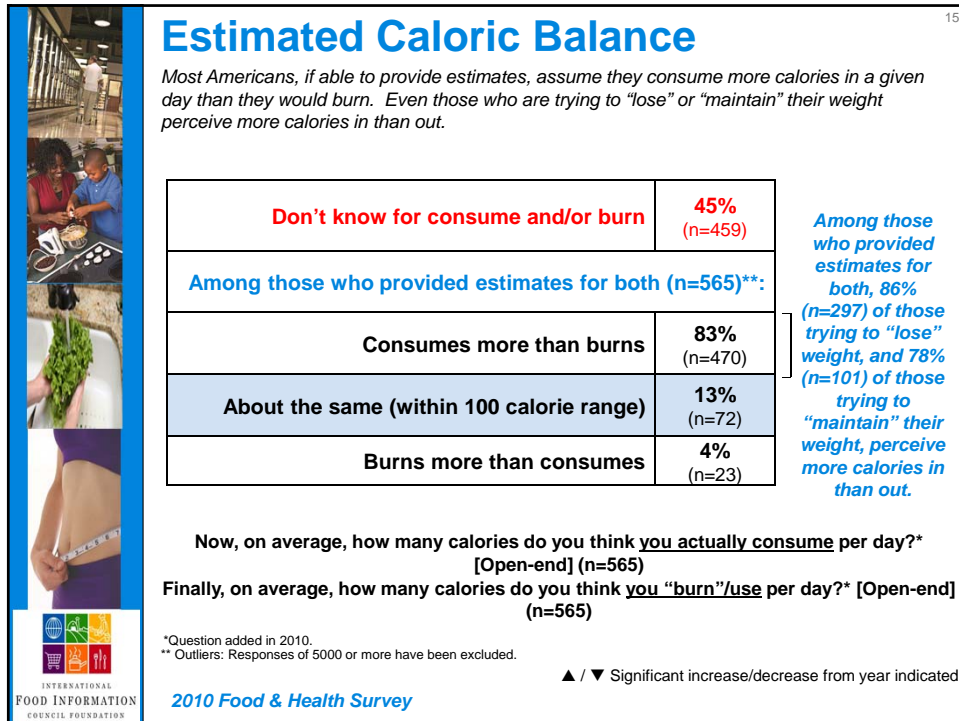
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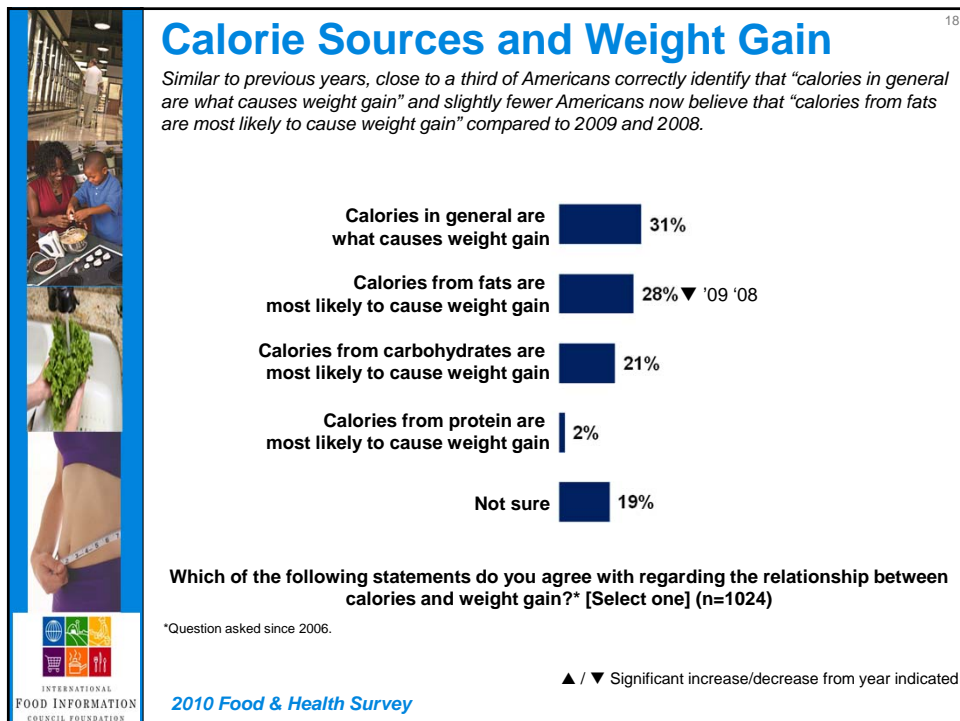
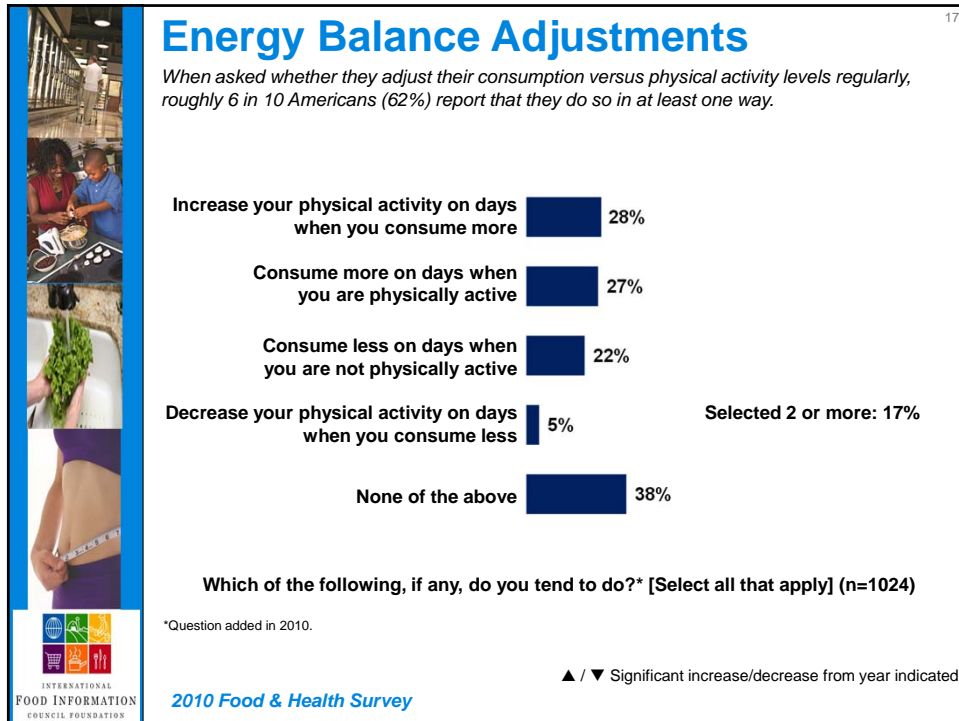
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Weight

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Weight Perception

Over half of Americans consider themselves to be "overweight", a third as "ideal", less than one in ten describe themselves as "obese", and only a few perceive themselves as "underweight".

Weight Perception	Percentage
Overweight	57%
Ideal weight	31%
Extremely overweight or obese	8%
Underweight	4%

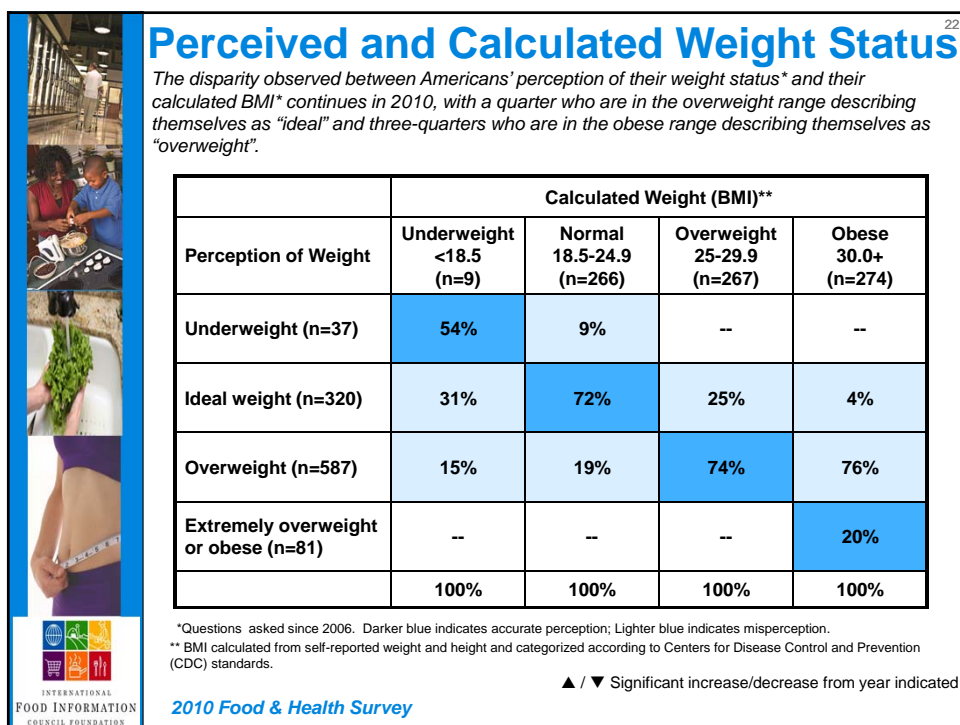
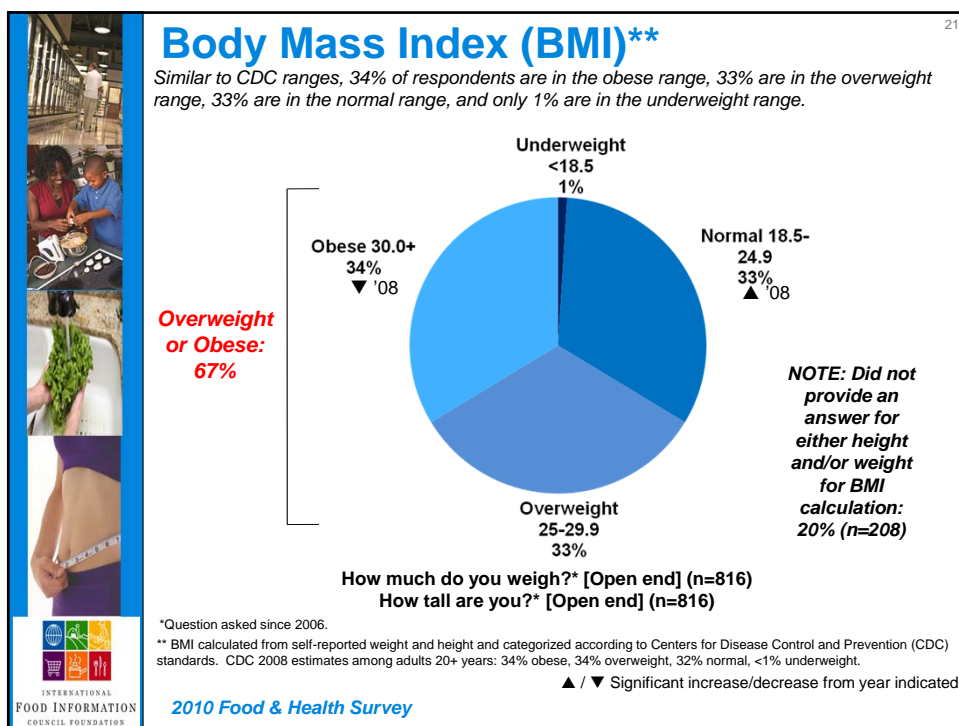
Which of the following best describes your current weight?* [Select one] (n=1024)

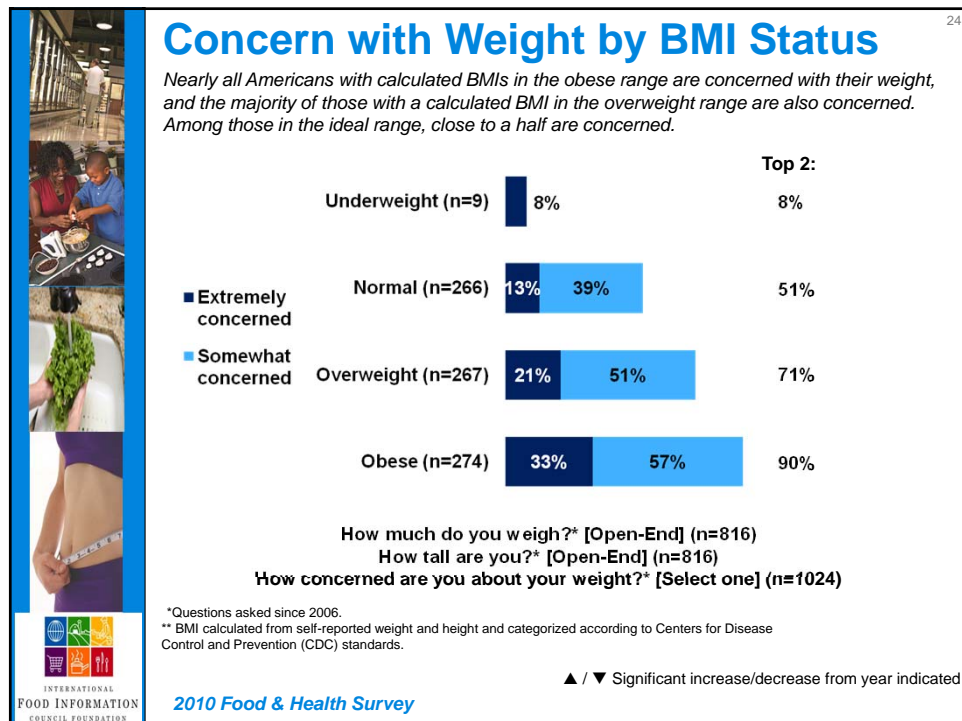
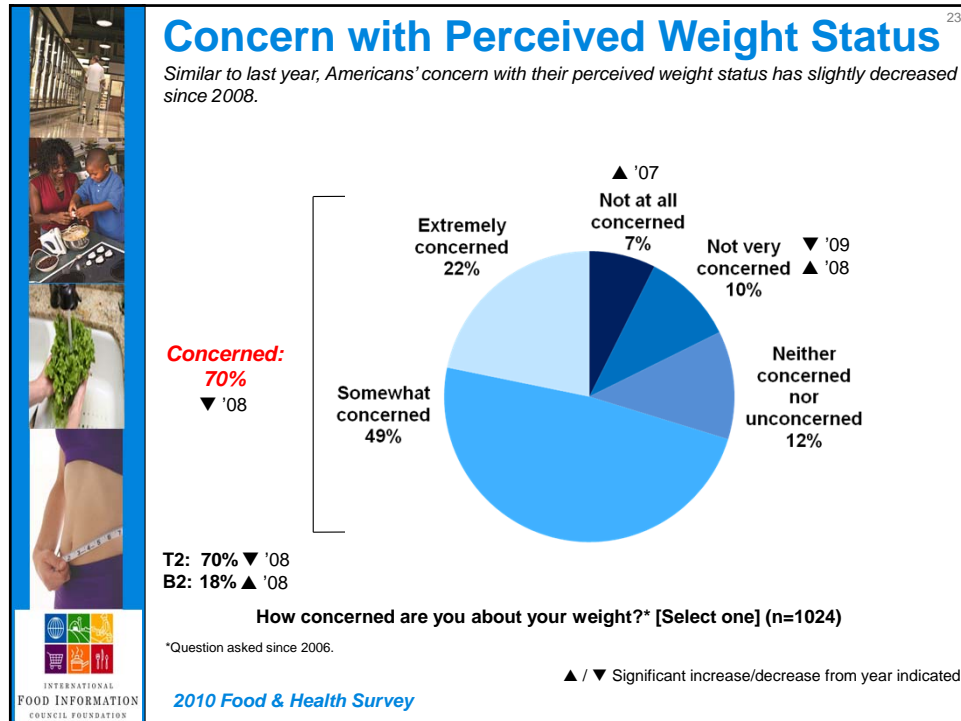
*Question asked since 2006.

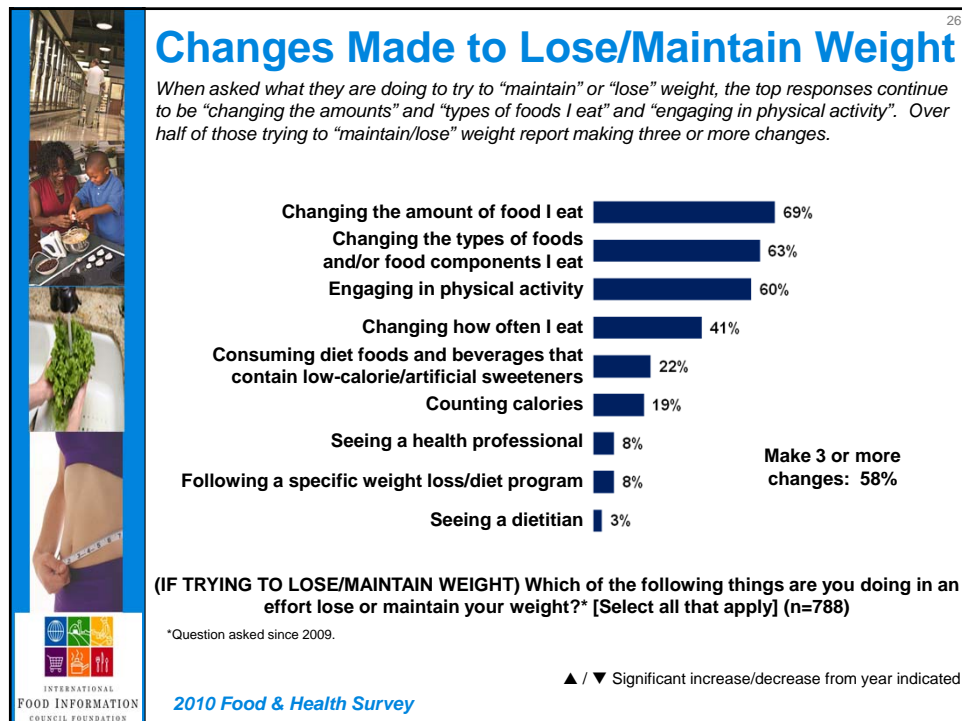
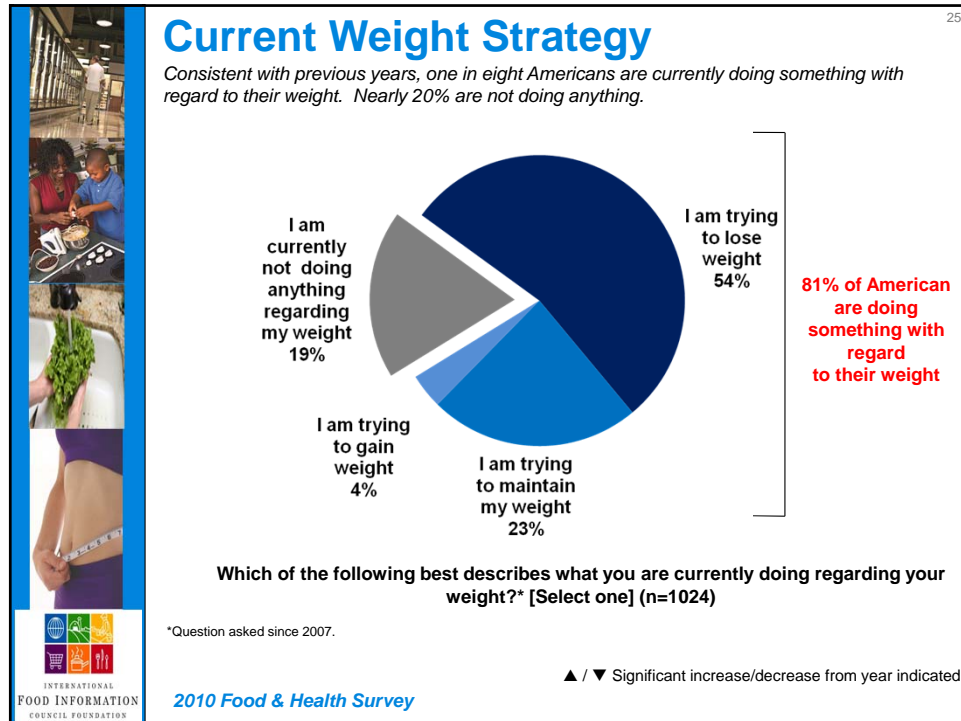
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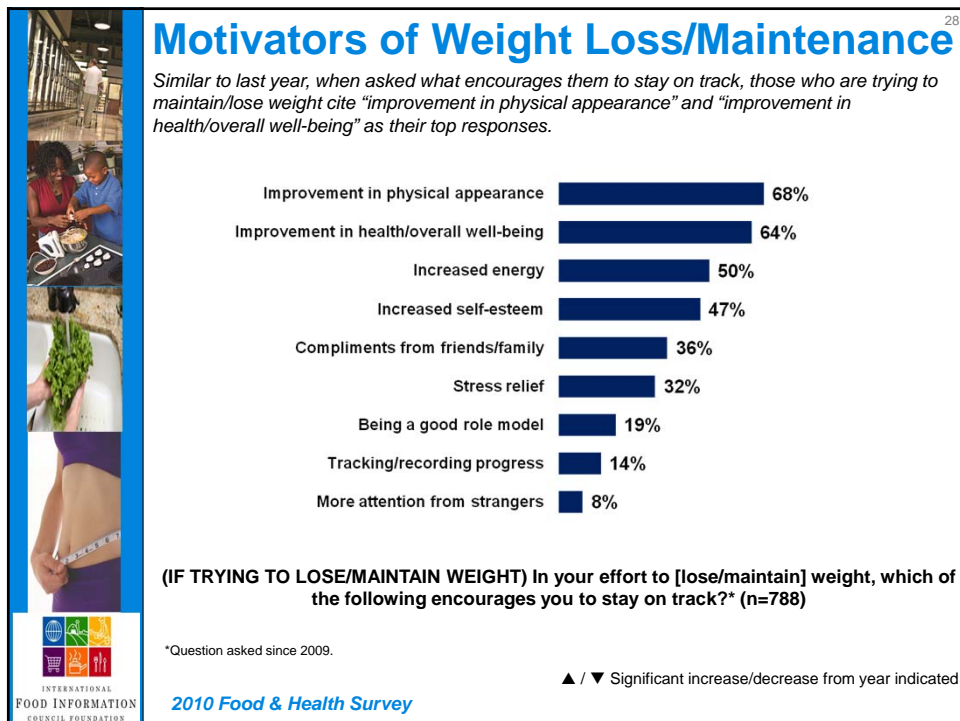
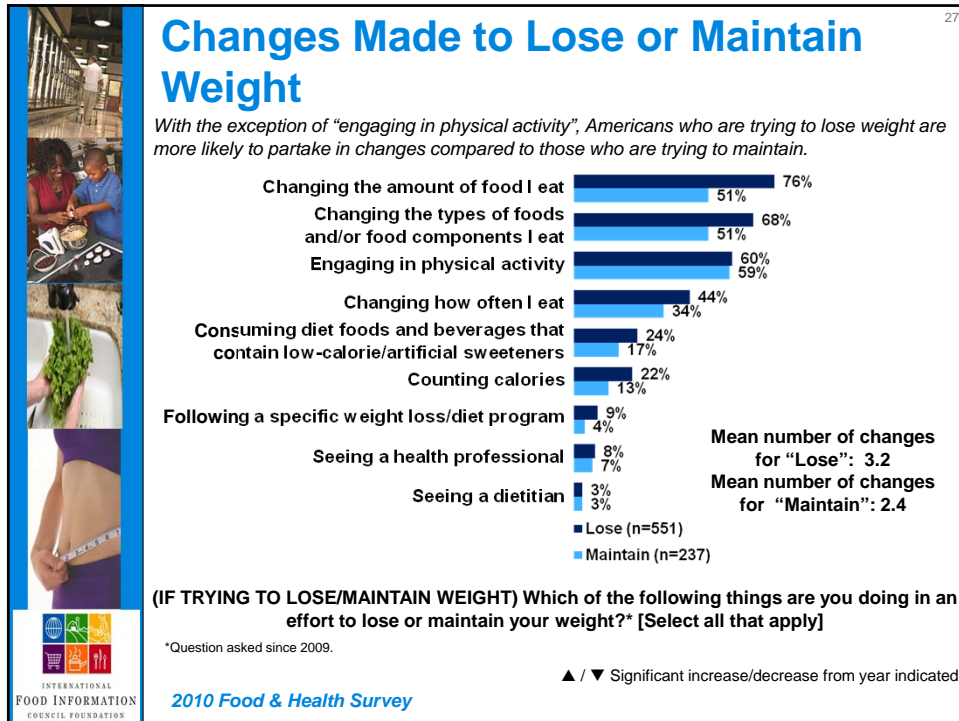
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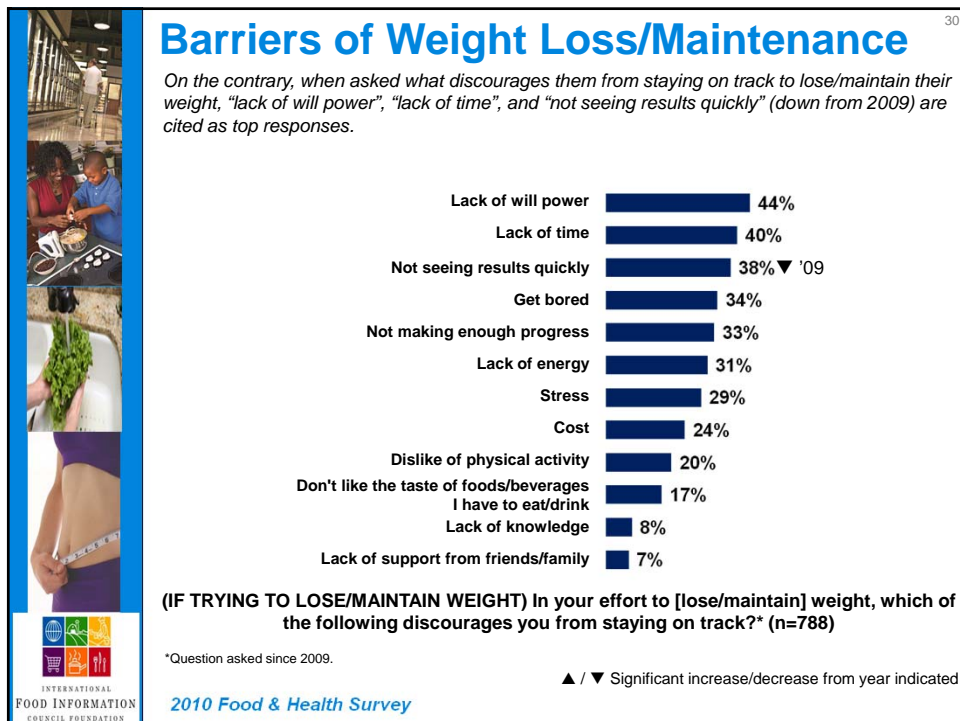
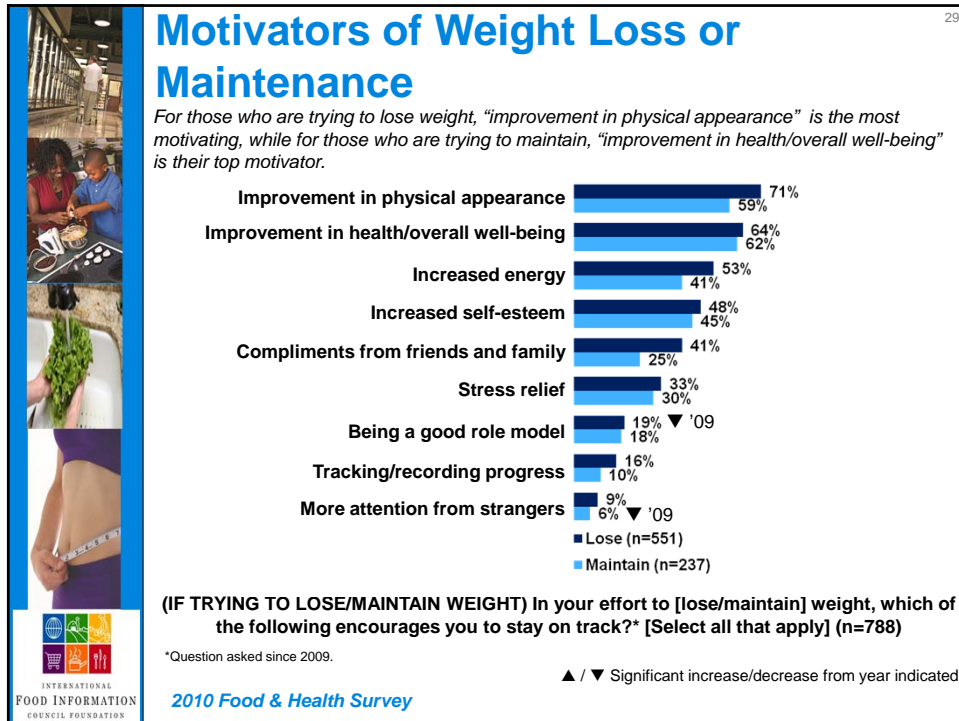
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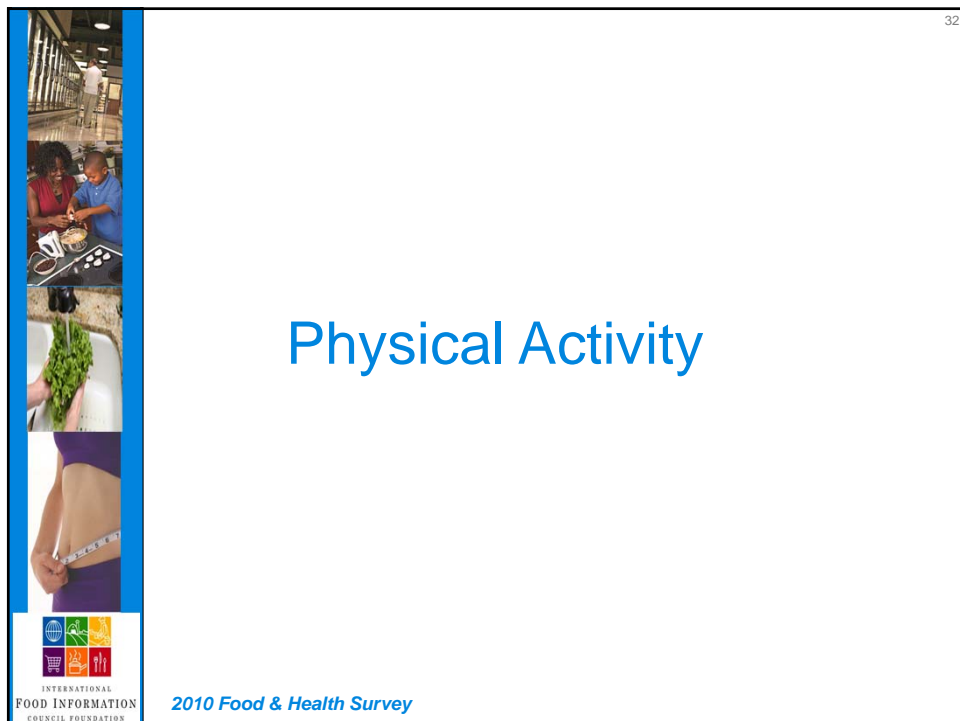
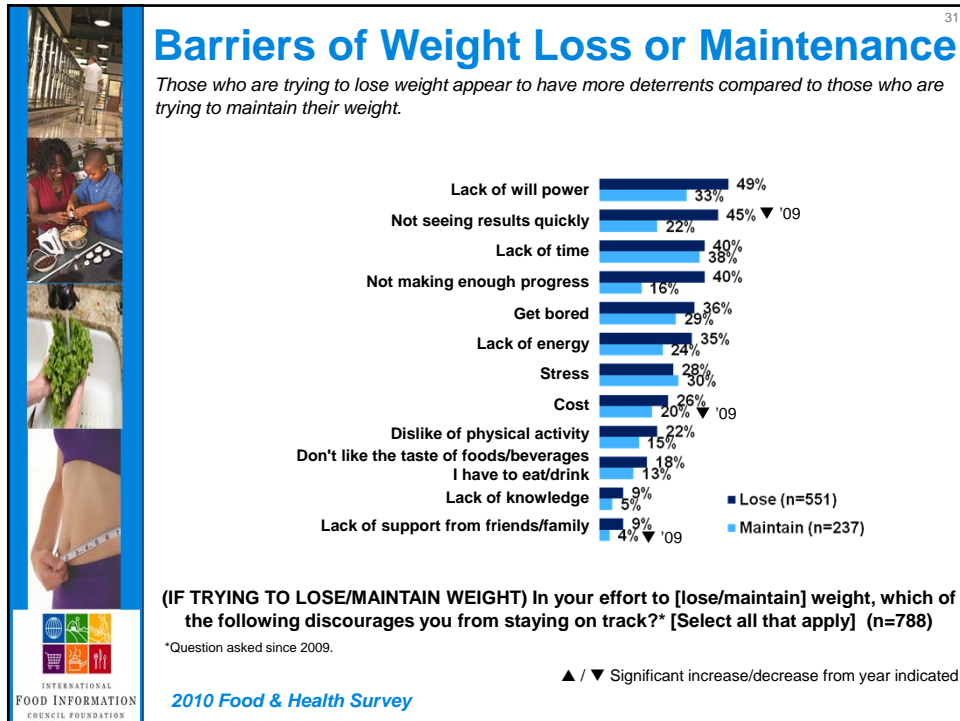


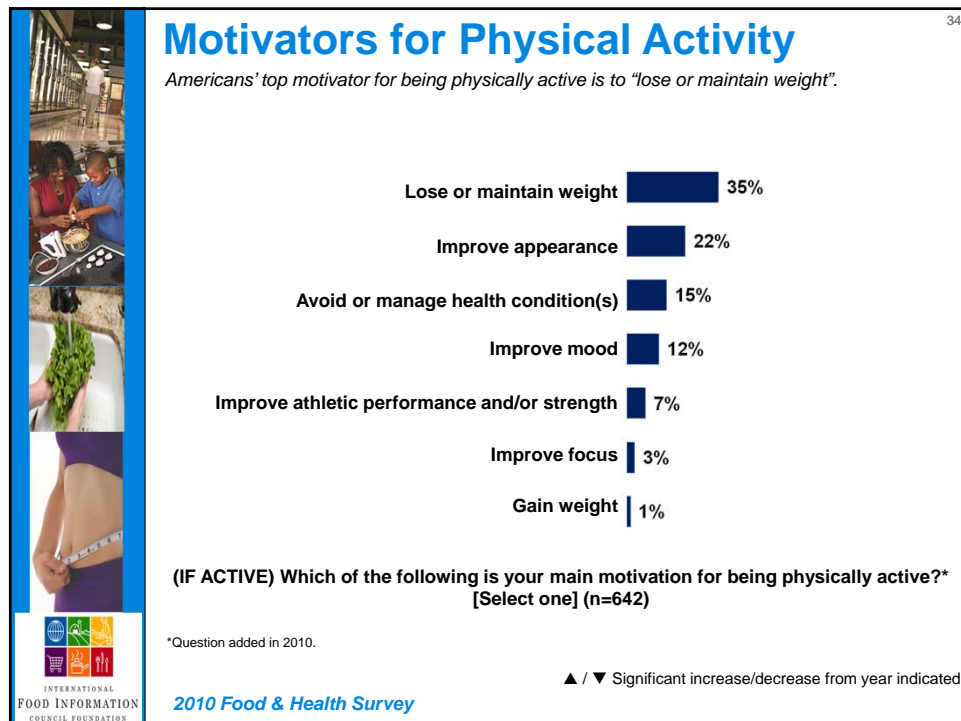
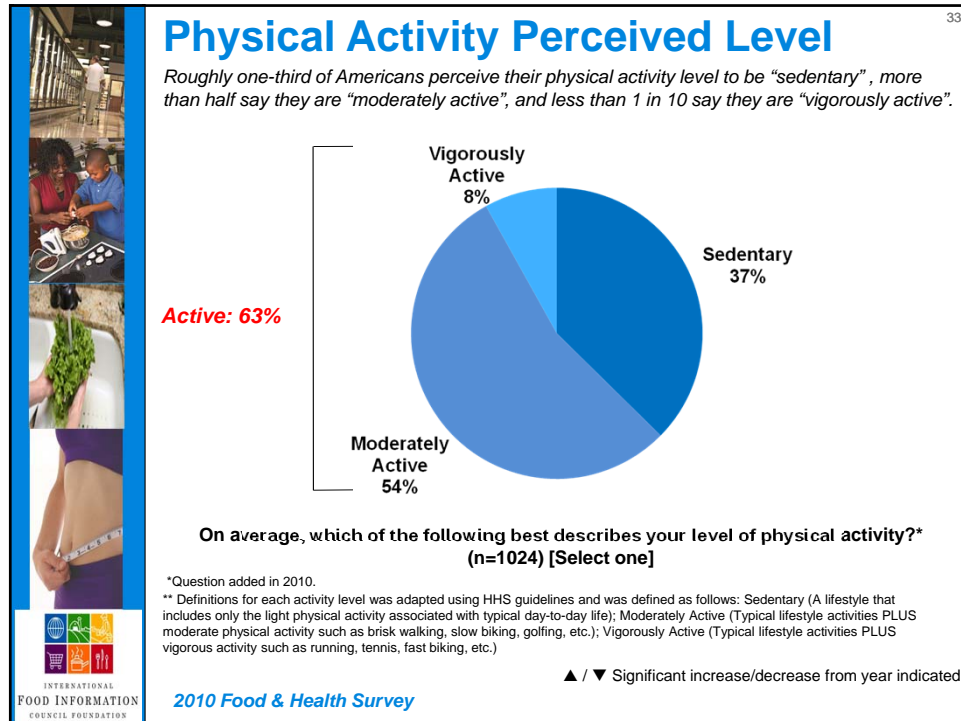


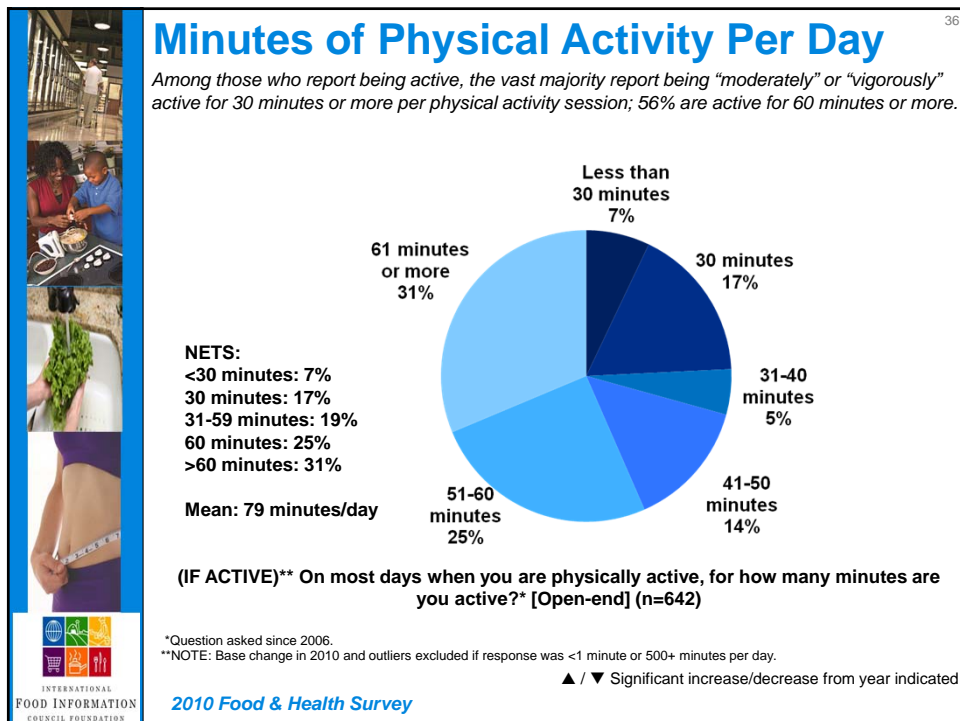
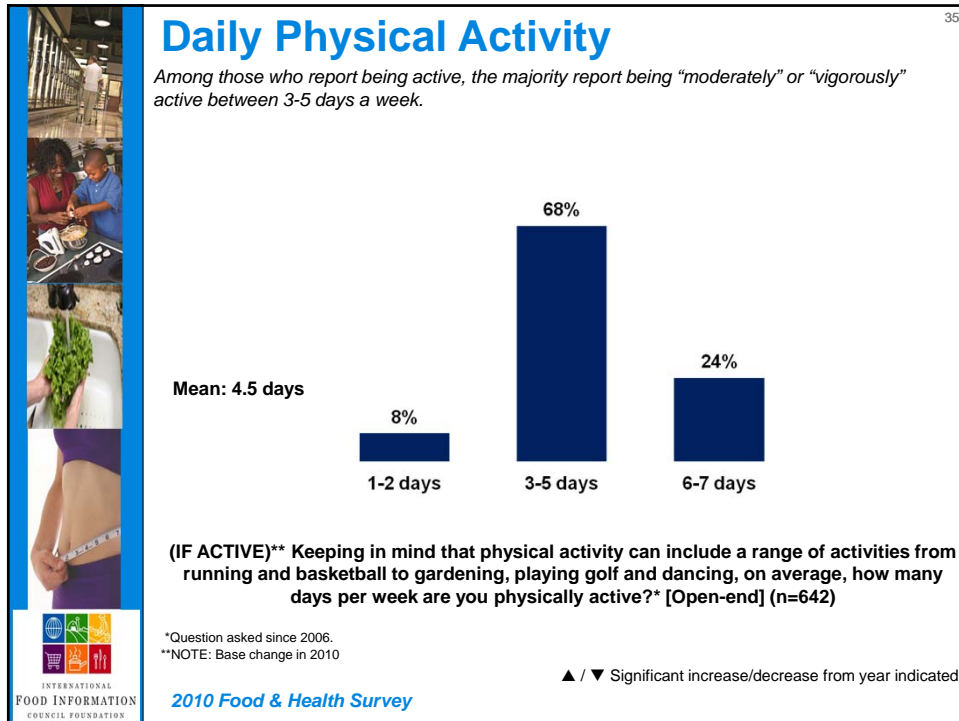


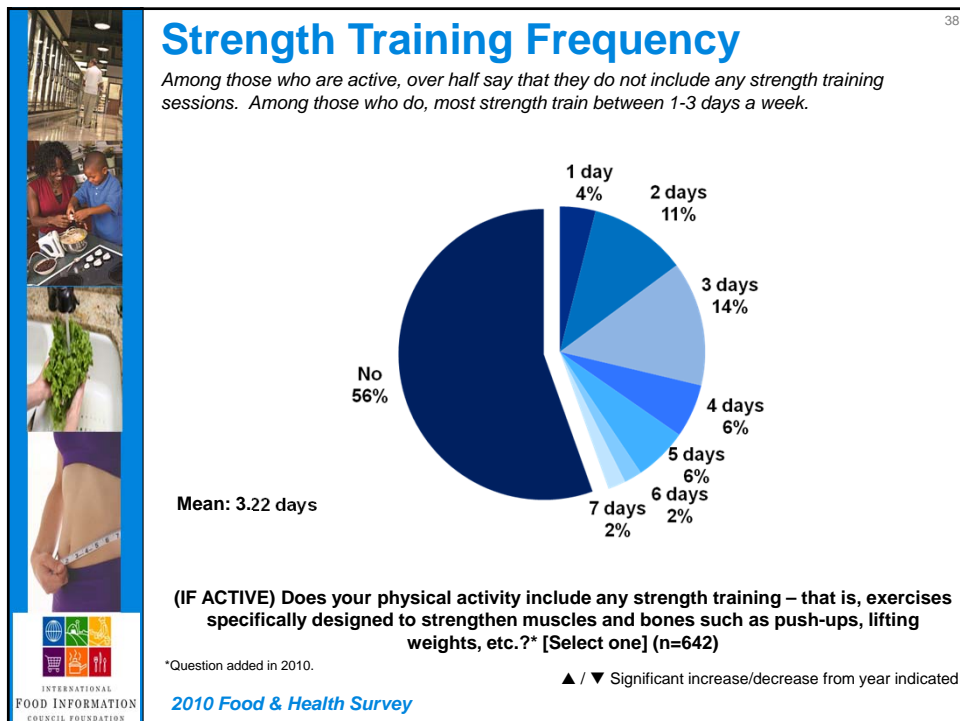
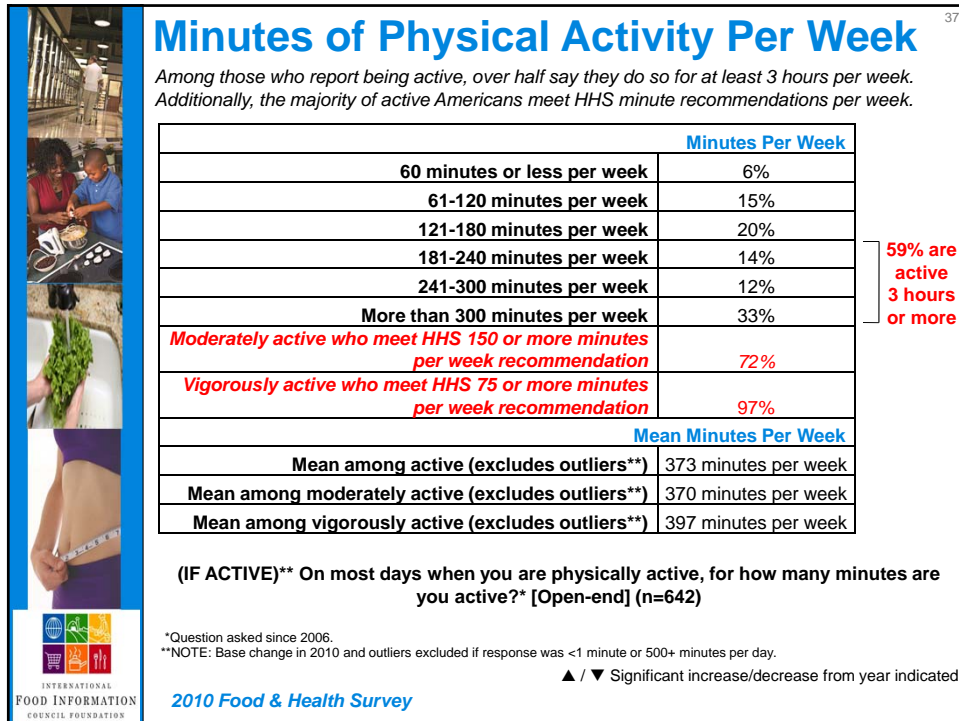












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Meets HHS Physical Activity Guidelines**

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Less than a quarter of Americans currently meet HHS physical activity guidelines, which is driven by a third who report being sedentary and most active Americans not including "strength training" in their physical activity regimens.

	HHS guidelines (n=1024)
NET: MEETS HHS GUIDELINES	23%
Moderately Active	16%
Vigorously Active	6%
NET: DOES NOT MEET HHS GUIDELINES	77%
Sedentary	37%
Moderately Active	38%
Vigorously Active	2%

** Meets physical activity guidelines calculated as follows:

- Those who are moderately active, 150 or more minutes per week, and yes to strength training.
- Those who are vigorously active, 75 or more minutes per week, and yes to strength training.

▲ / ▼ Significant increase/decrease from year indicated

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Dietary Components: Dietary Fats, Carbohydrates and Sugars, Low-Calorie Sweeteners, Protein, Sodium, Caffeine, Food Additives


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Dietary Fats



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Consumption Trends: Dietary Fats

Americans remain confused about the benefits of "mono" and "poly" unsaturated fats, with close to a third continuing to decrease their consumption of the two.


Fat Type (n)	Less	Neither	More
Omega 3 fatty acids (n=915)	11%	46%	43%
Omega 6 fatty acids (n=817)	13%	61%	26%
Monounsaturated fats (n=873)	31%	61%	8%
Polyunsaturated fats (n=892)	37%	58%	5%
Trans fats (n=980)	64%	34%	2%
Saturated fats (n=982)	64%	34%	1%

■ Less ■ Neither ■ More

(IF HEARD OF) Please indicate whether you are trying to consume more or less of the following.* [Select one] (n=1024)

*Question changed in 2010 .

▲ / ▼ Significant increase/decrease from year indicated



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Carbohydrates and Sugars

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Consumption Trends: Carbohydrates and Sugars

Americans continue to try and consume more fiber and whole grains in their diets, but remain confused about the benefits of consuming more complex carbohydrates.

Category (n)	Less	Neither	More
Fiber (n=1015)	2%	25%	72%
Whole grains (n=1014)	4%	24%	73%
Complex carbohydrates (n=929)	24%	53%	23%
Refined carbohydrates (n=919)	41%	53%	6%
Sugar (n=1015)	70%	28%	1%
HFCS (n=995)	63%	36%	1%

■ Less ■ Neither ■ More

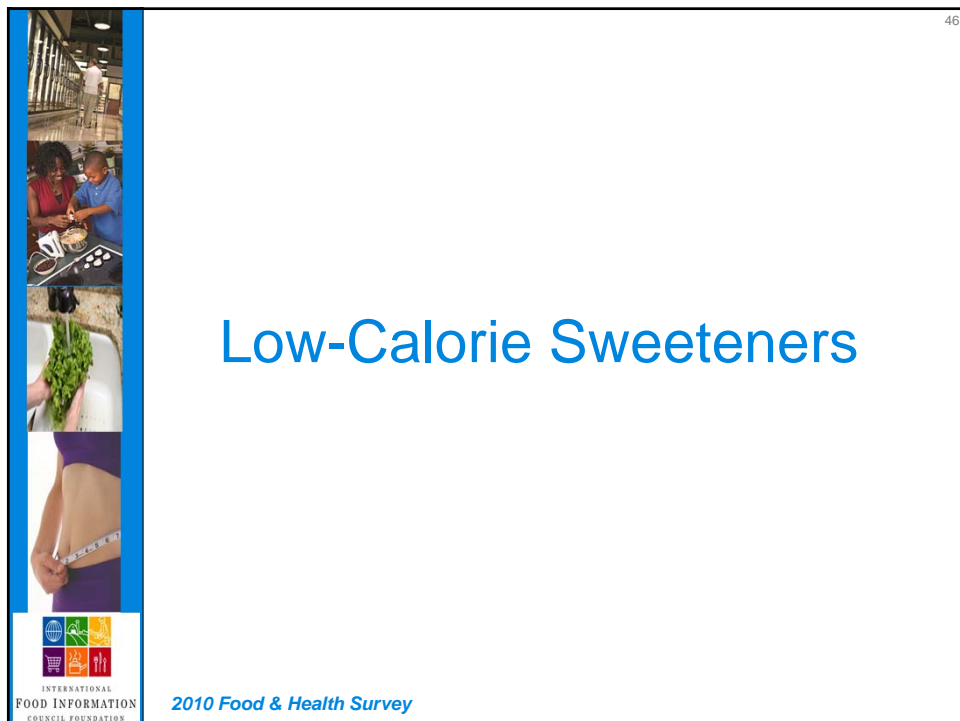
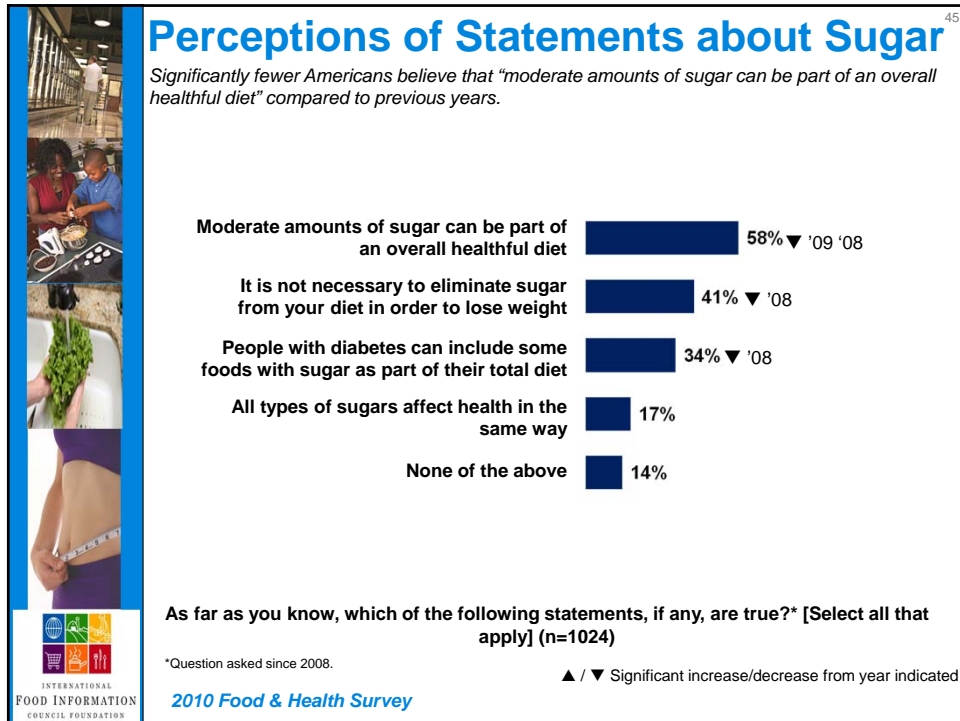
(IF HEARD OF) Please indicate whether you are trying to consume more or less of the following:* [Select one] (n=1024)

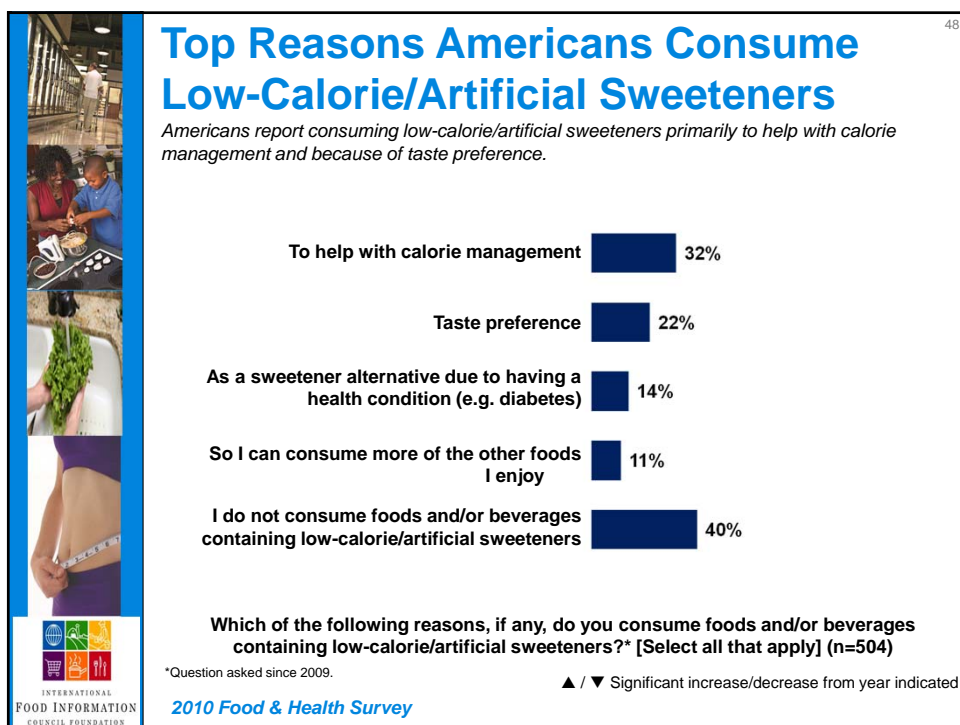
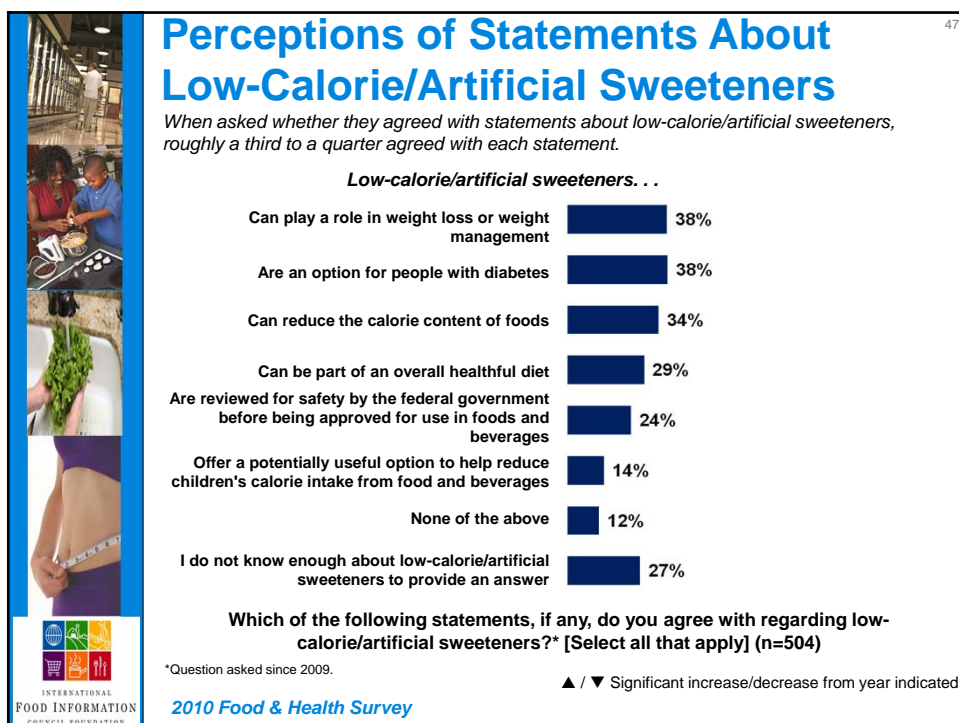
*Question changed in 2010.

▲ / ▼ Significant increase/decrease from year indicated

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Protein

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Consumption Trend: Protein

Close to half of Americans say they are trying to consume more protein.

Consumption Trend	Percentage
Trying to consume more	49%
Neither	45%
Trying to consume less	6%

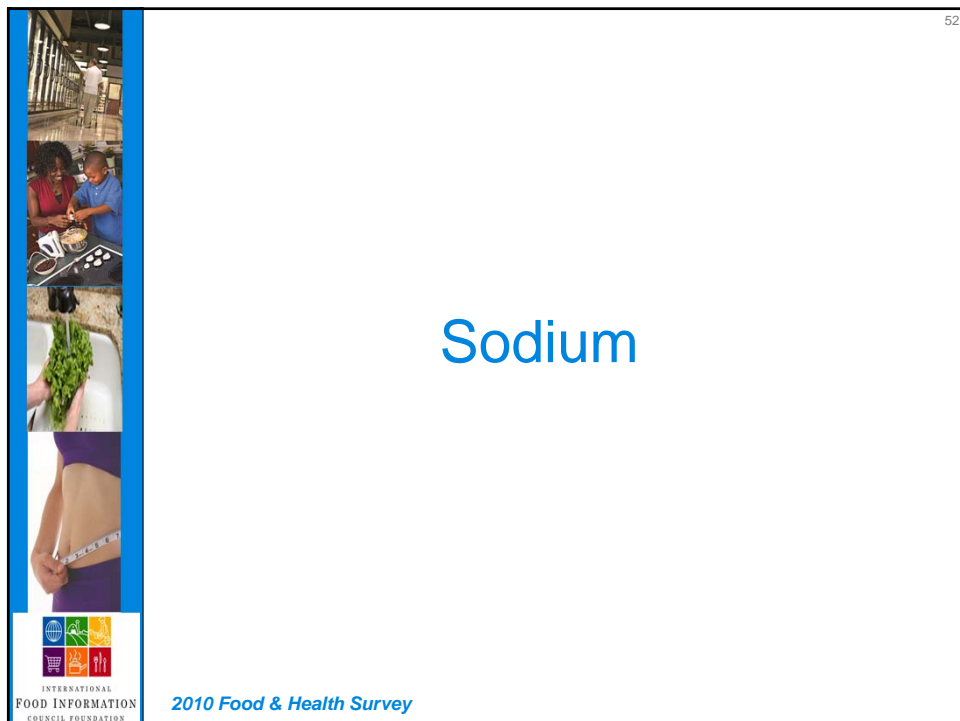
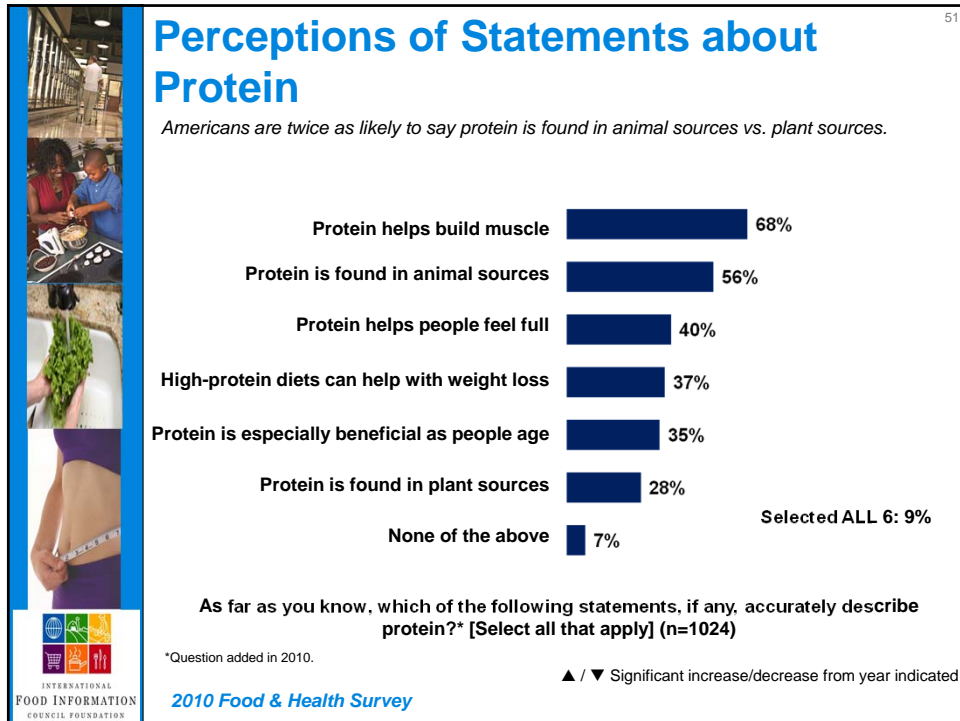
Please indicate whether you are trying to consume more or less of the following [Protein].*
[Select one] (n=1024)

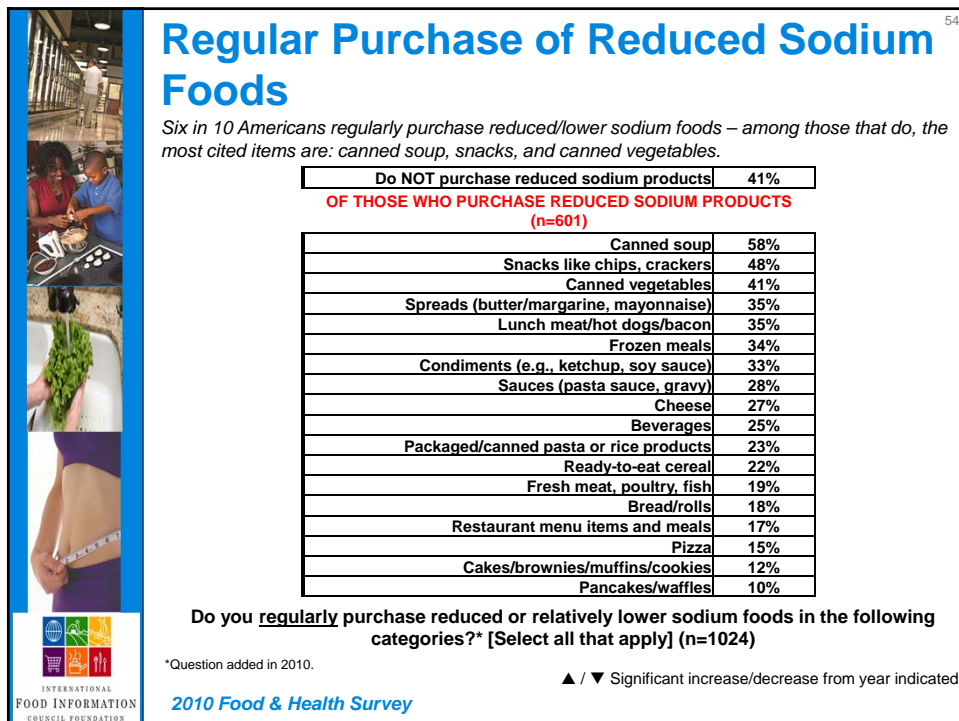
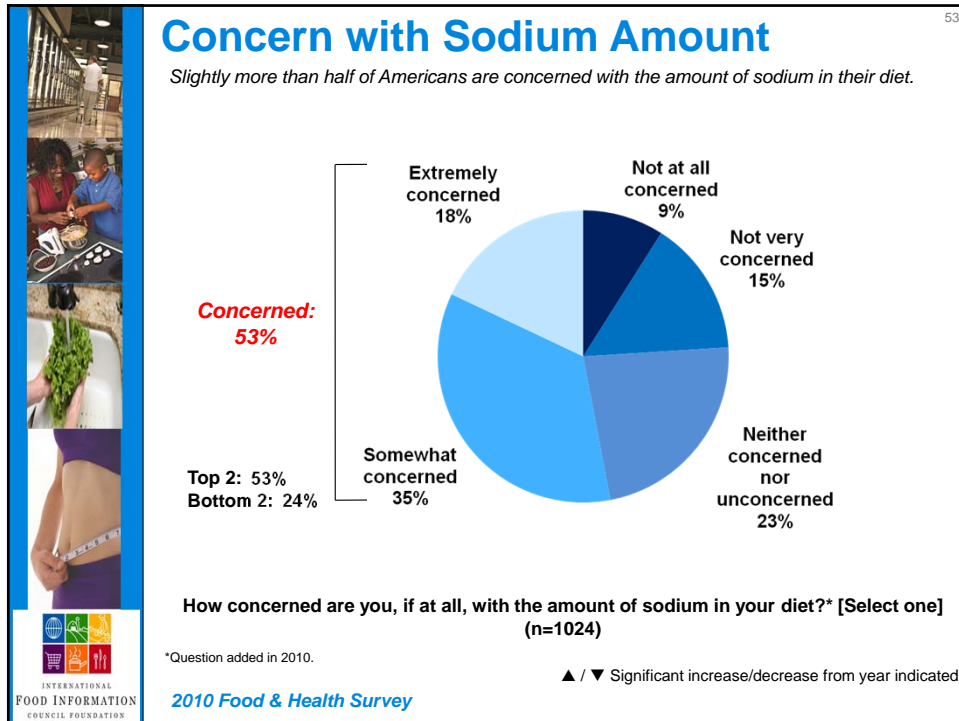
*Question added in 2010.

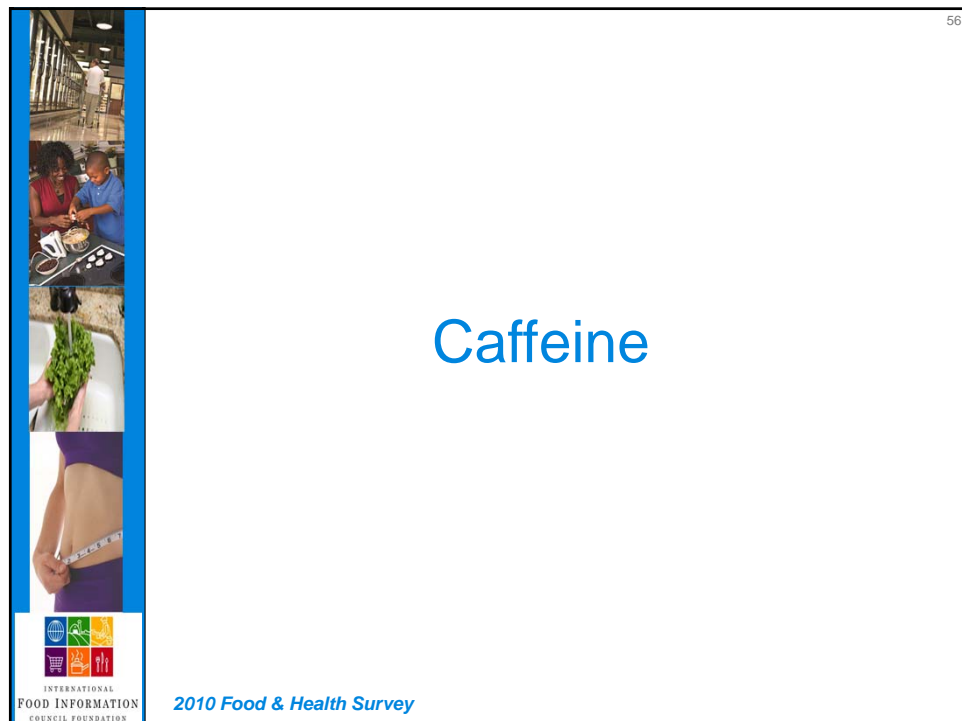
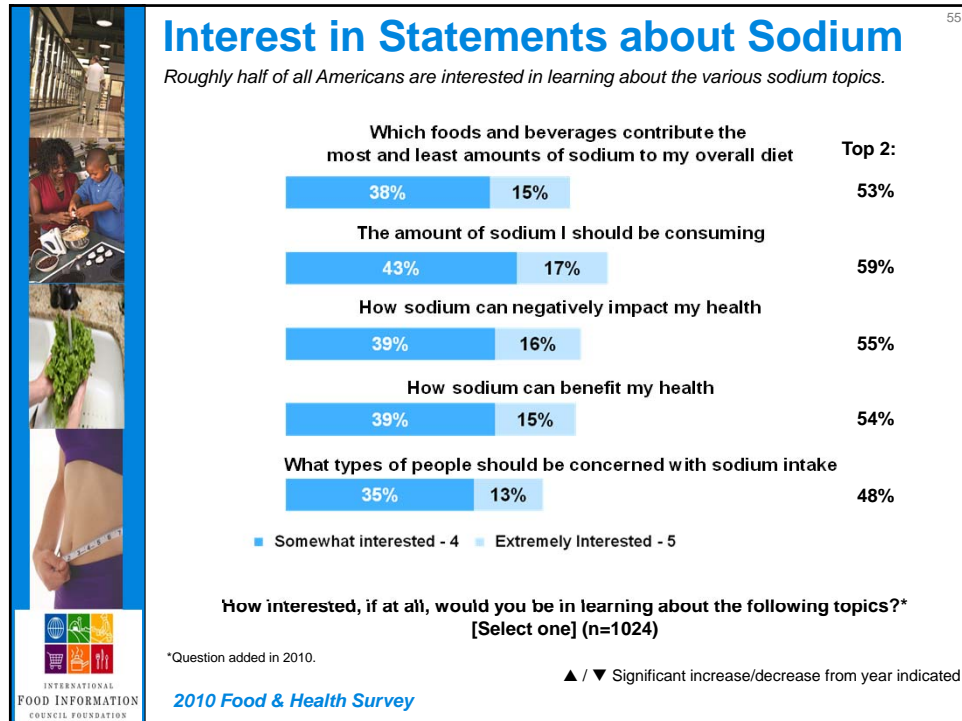
▲ / ▼ Significant increase/decrease from year indicated

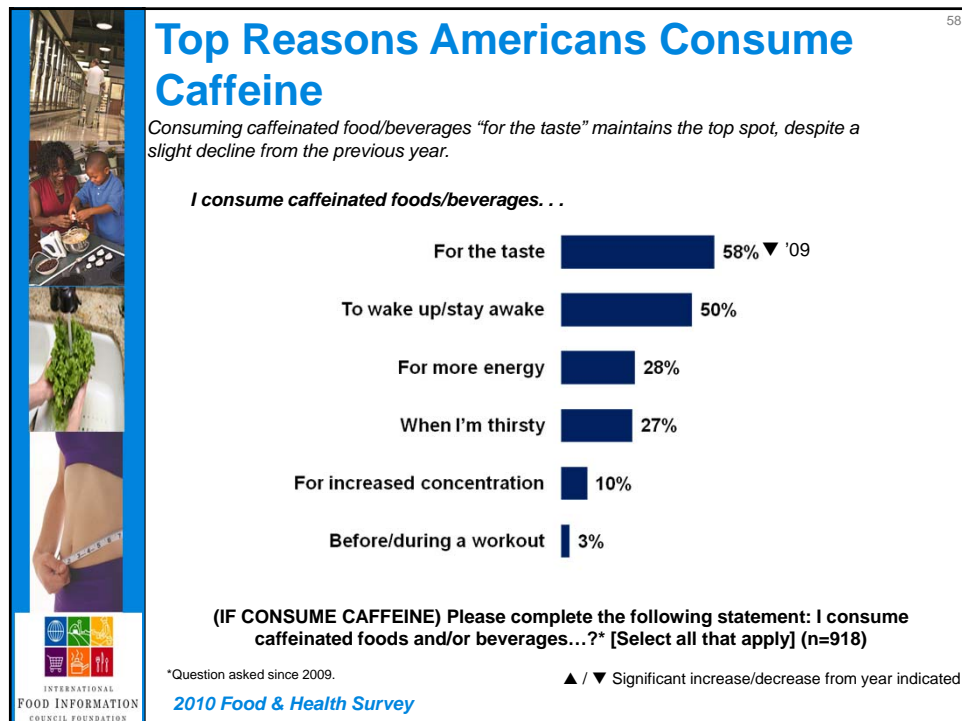
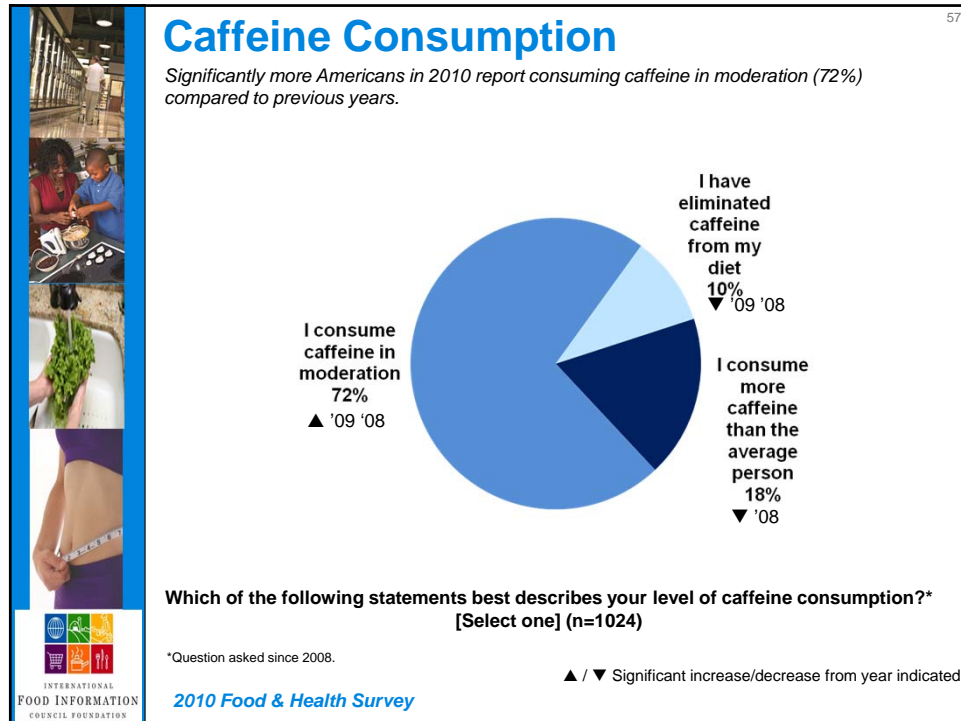
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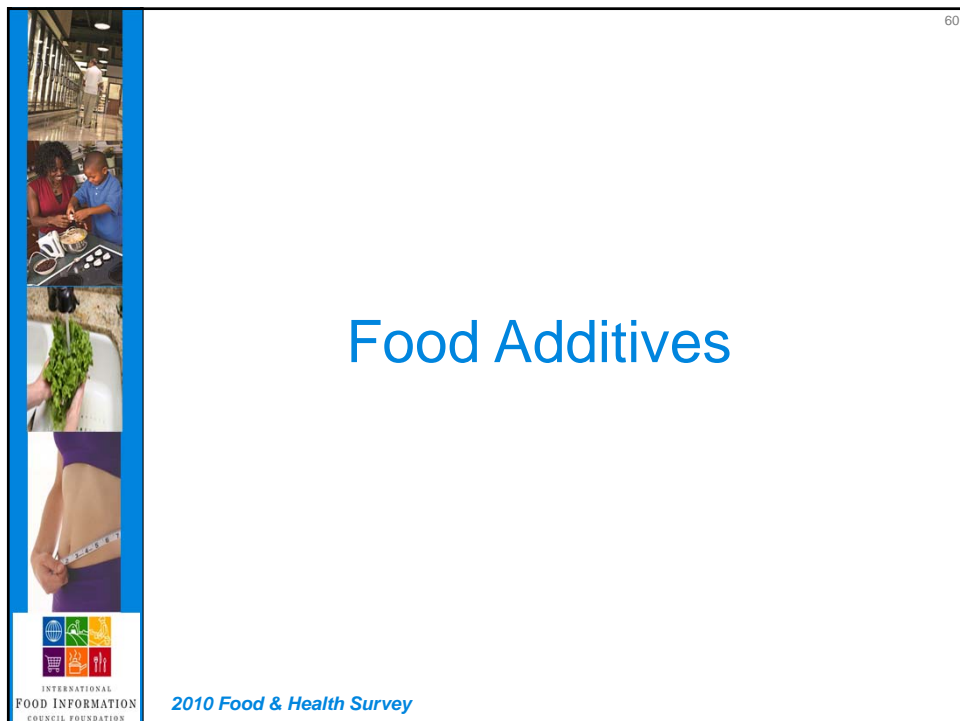
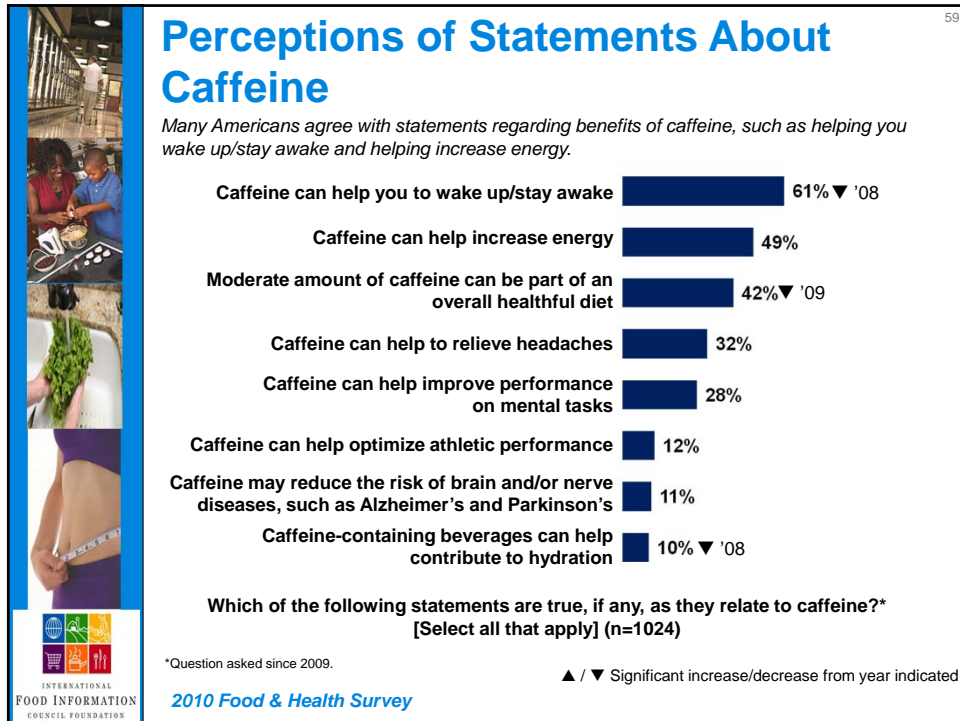
50

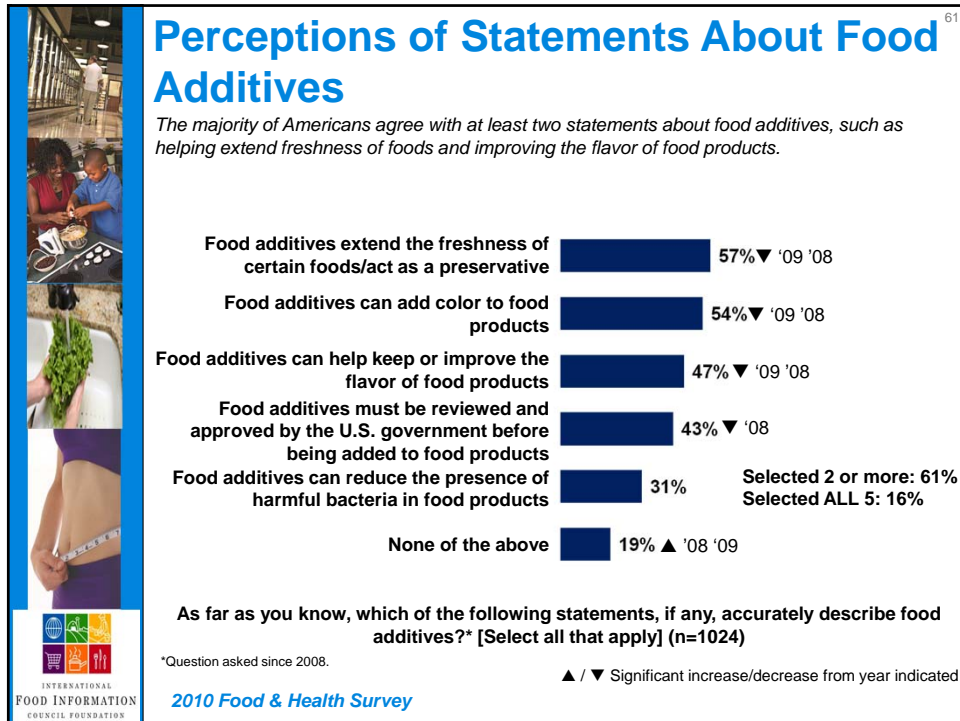












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Food Safety:

Food Safety Confidence and Safe Food Preparation, Food Safety Information Sources

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Food Safety Confidence and Safe Food Preparation

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Food Safety Confidence

Similar to previous years, close to half of Americans (47%) rate themselves as confident in the safety of the U.S. food supply. Those who are "not very confident" is down significantly from 2009 and 2008, with an increase now seen in the "neither confident nor unconfident" category.

Confidence Level	Percentage	Change from '09 '08
Extremely confident	7%	
Not at all confident	5%	
Not very confident	13%	▼ '09 '08
Neither confident nor unconfident	35%	▲ '09 '08
Somewhat confident	40%	

Top 2: 47%
Bottom 2: 18% ▼ '09 '08

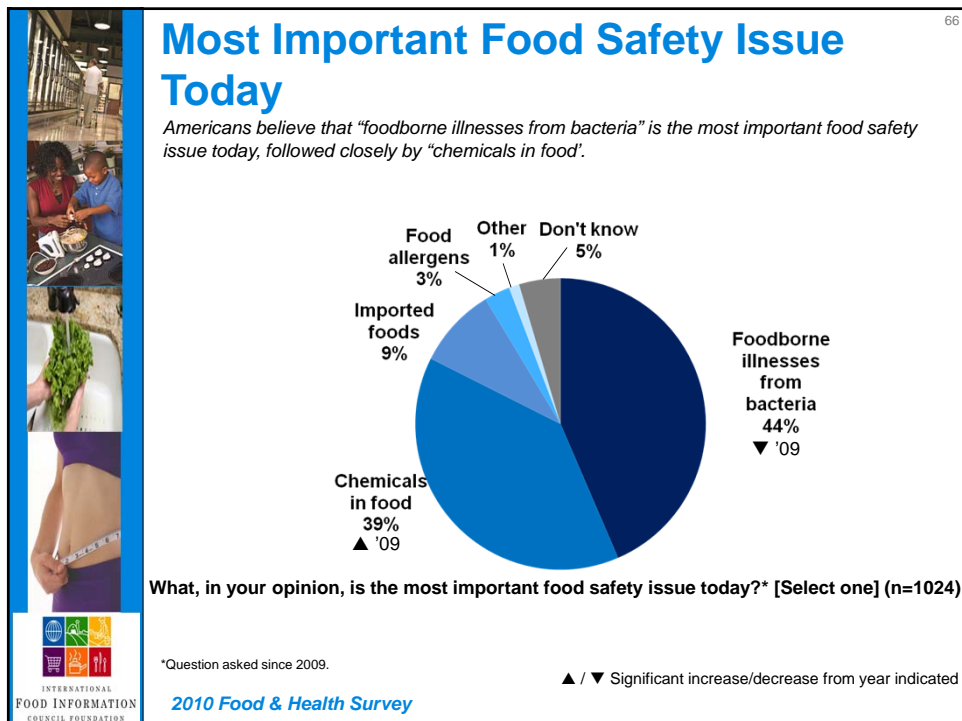
To what extent, if at all, are you confident in the safety of the U.S. food supply?* [Select one]
(n=1024)

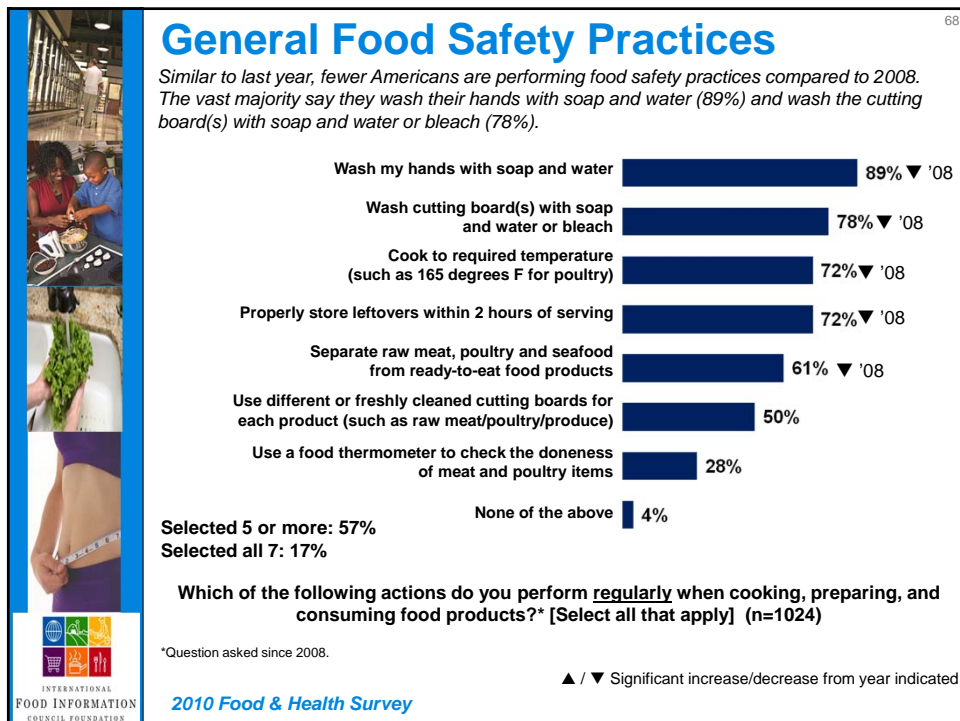
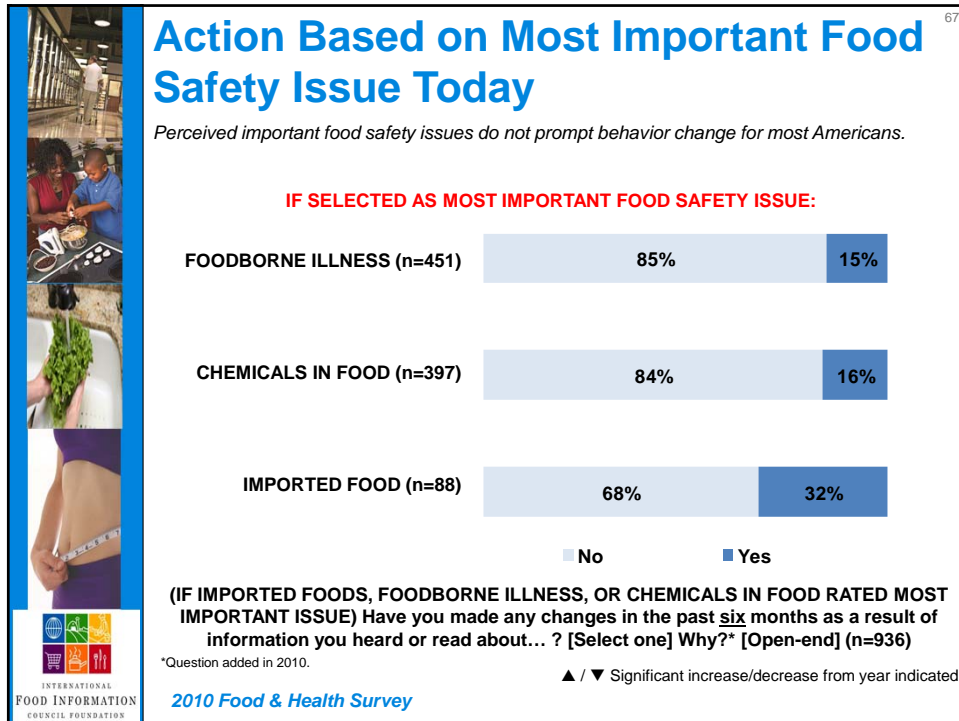
*Question asked since 2008.

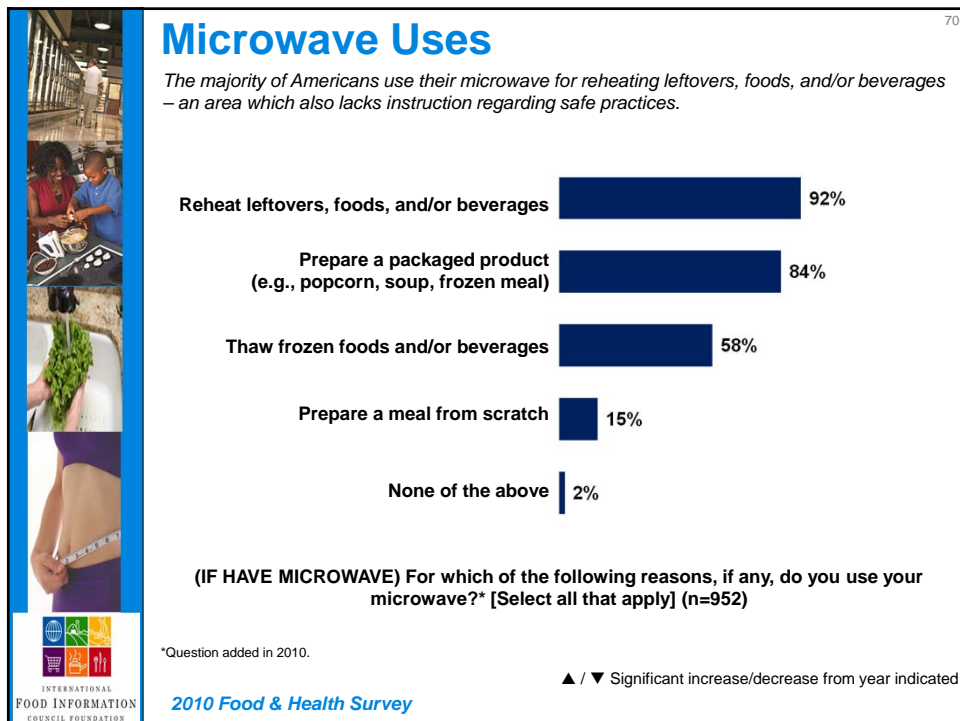
▲ / ▼ Significant increase/decrease from year indicated

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Food Safety Information Sources

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Recently Used Food Safety Sources

Americans are receiving their food safety information from the media, with TV news program topping the list.

TV news program	43%
Internet article	32%
Newspaper	28%
Friends/family	28%
Magazine article	25%
Food label	24%
Cooking shows/hosts	22%
Talk shows	21%
Grocery store, drug store, or specialty store	14%
Government agency/official	14%
Product or manufacturer communications (i.e., Web sites, advertising, etc.)	13%
Radio news program	13%
Health professional (e.g., doctor, nurse, physician assistance, pharmacist, etc.)	10%
Health association	9%
Consumer advocacy groups	9%
At/from schools	5%
None of the above	20%

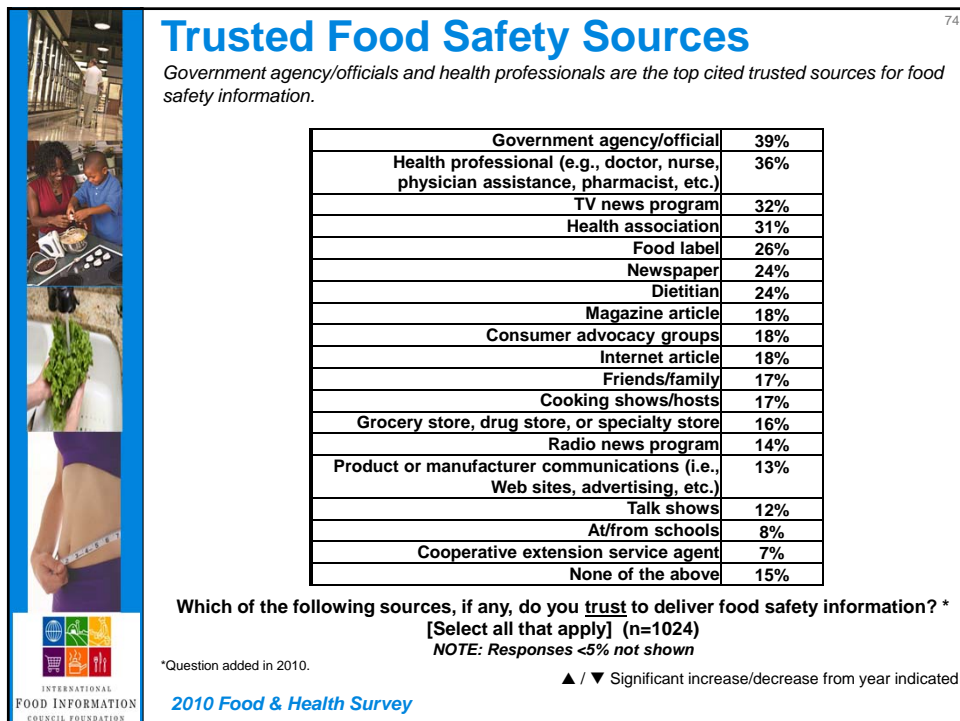
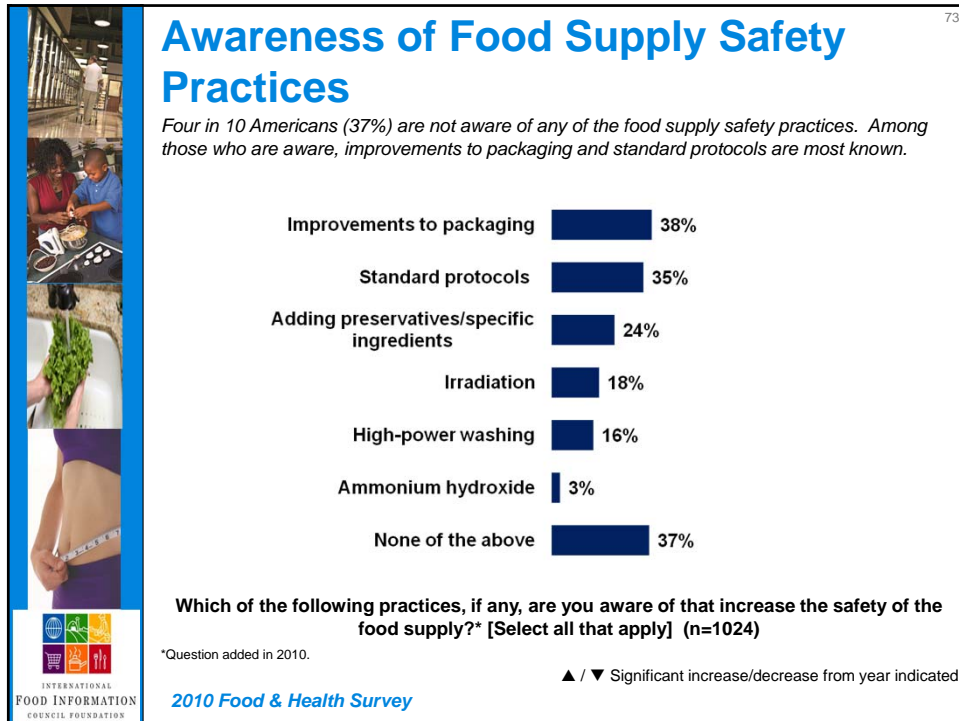
In the past six months, from which of the following sources, if any, have you heard or read about food safety practices?* [Select all that apply] (n=1024)

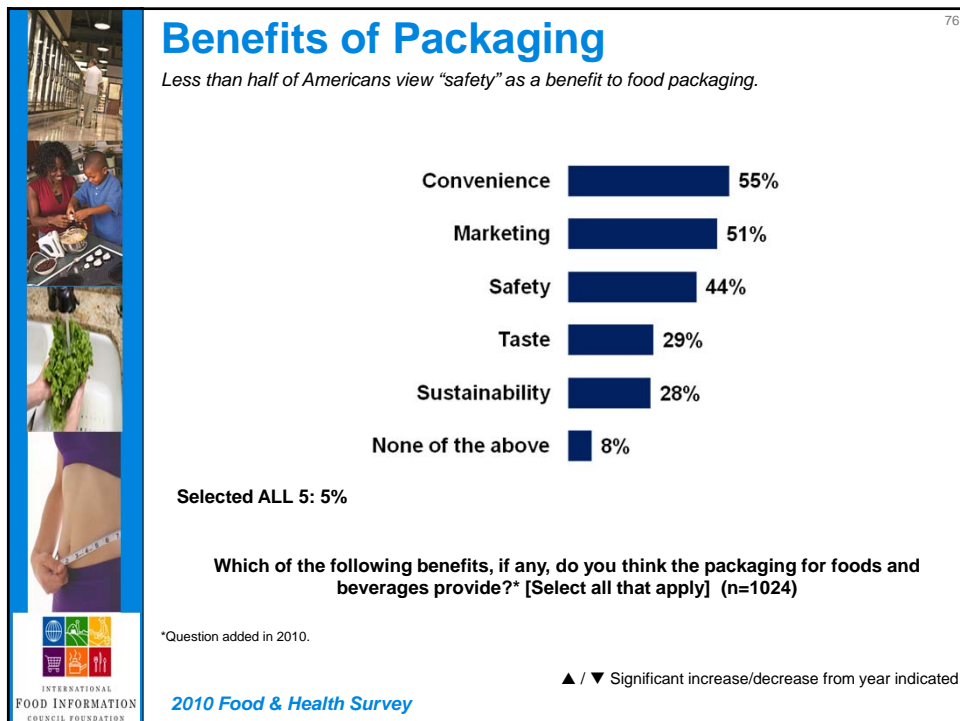
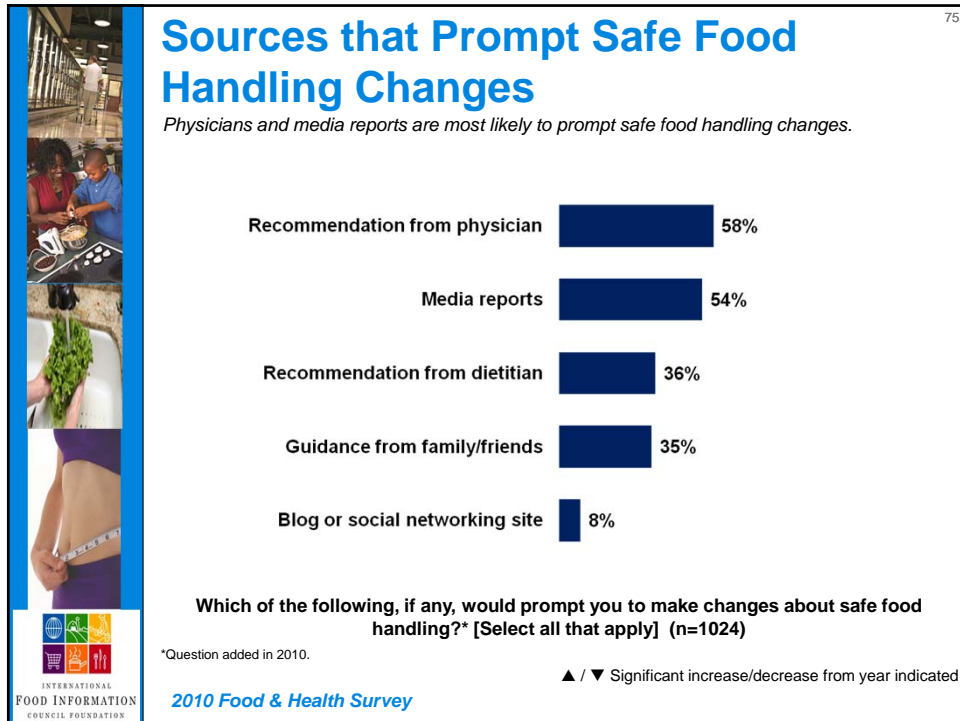
NOTE: Responses <5% not shown

*Question added in 2010. ▲ / ▼ Significant increase/decrease from year indicated

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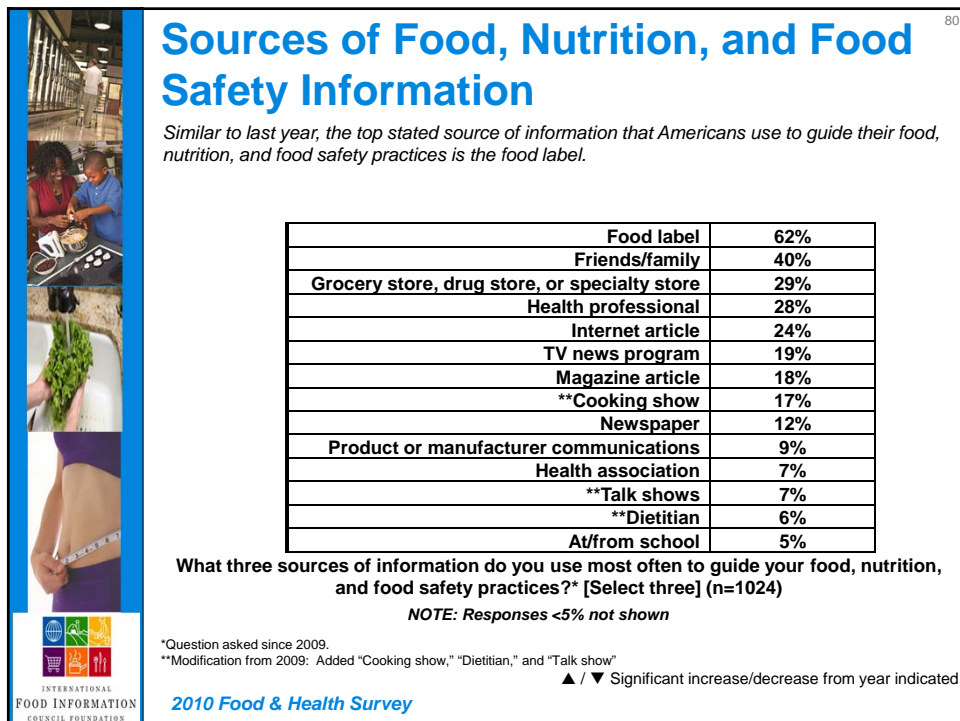
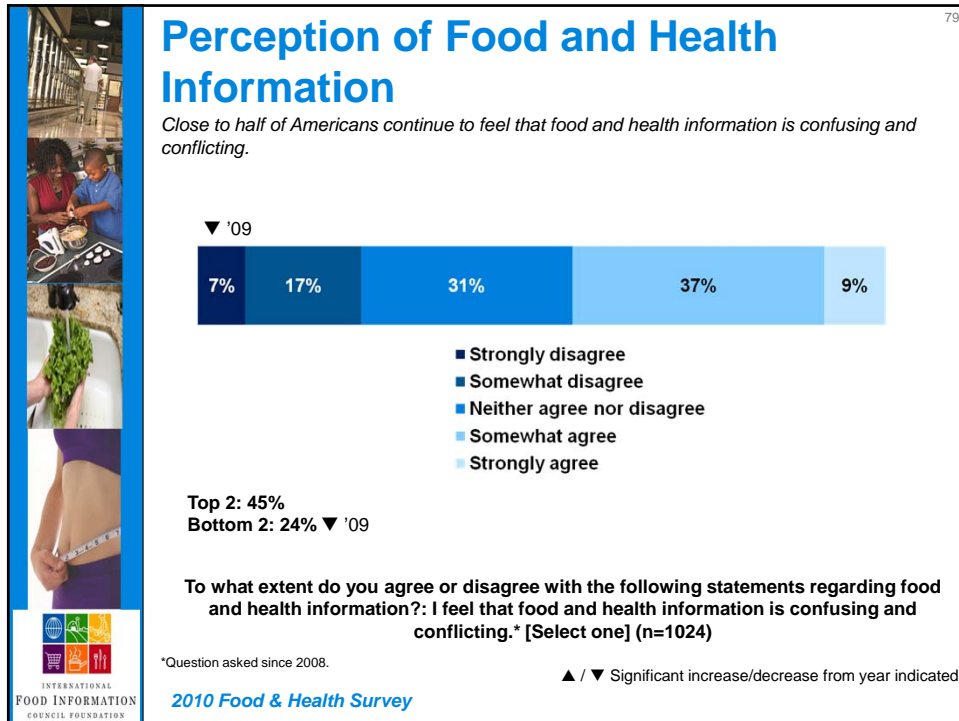
Information Sources and Influences: Dietary Guidance and MyPyramid, Food Labeling, Purchasing Influences

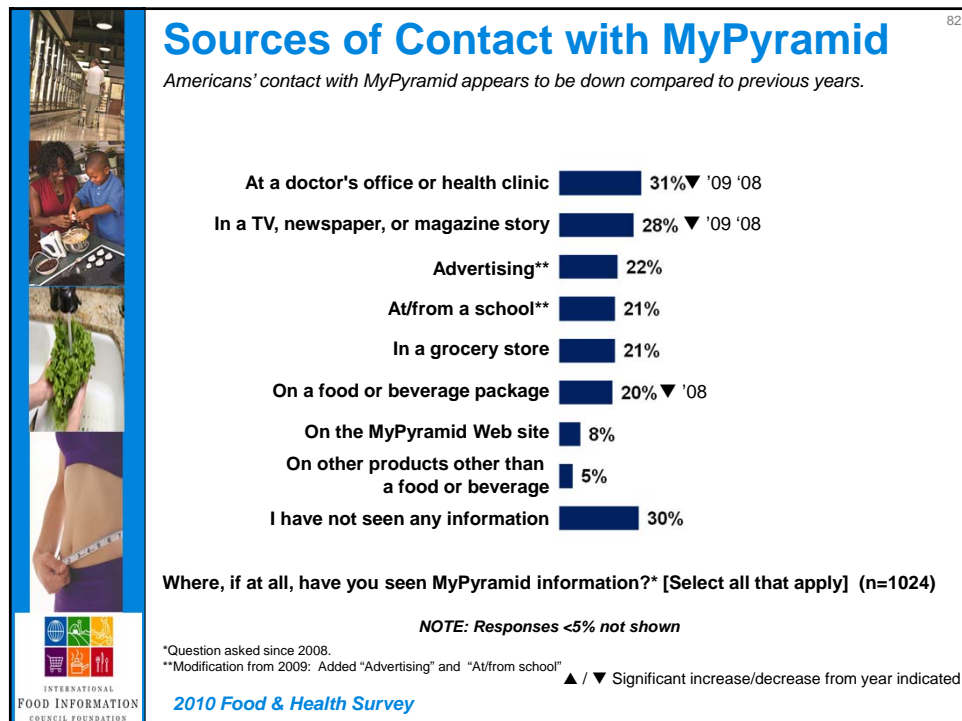
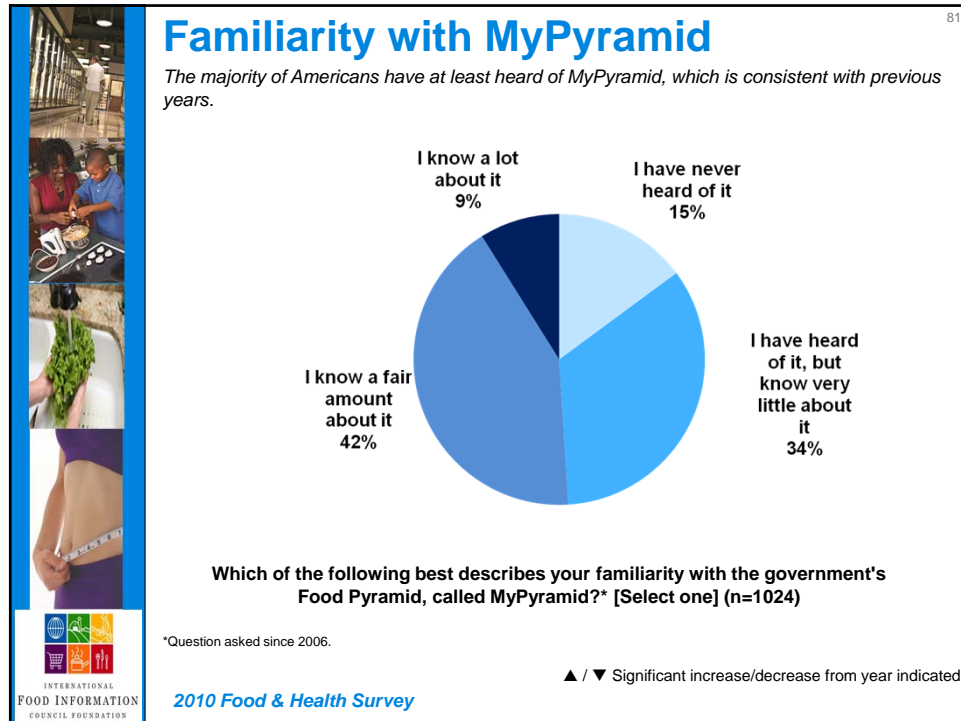
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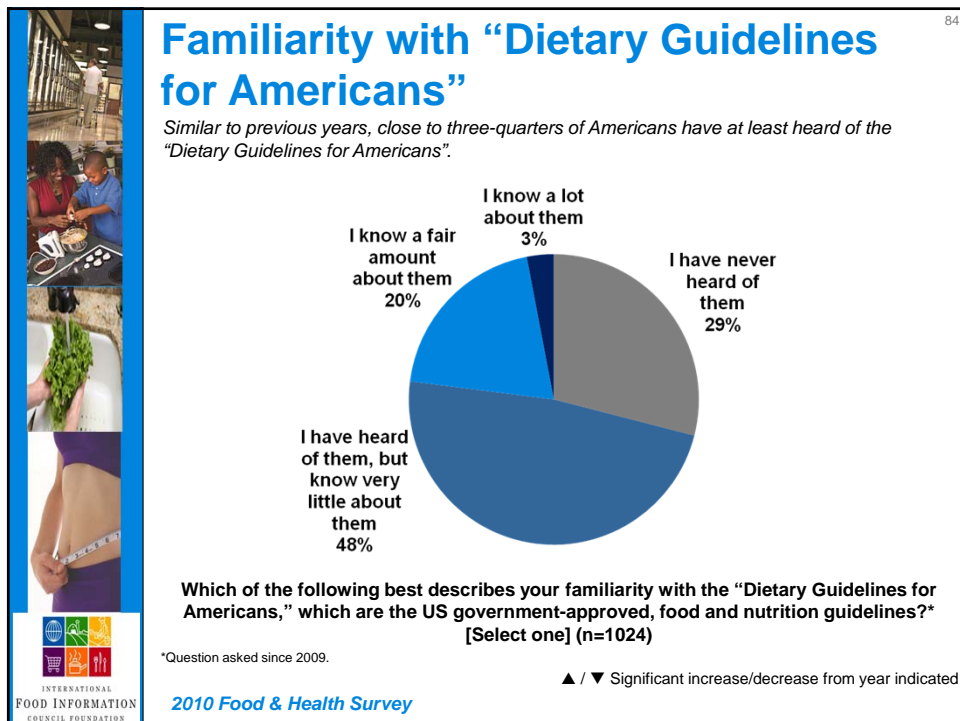
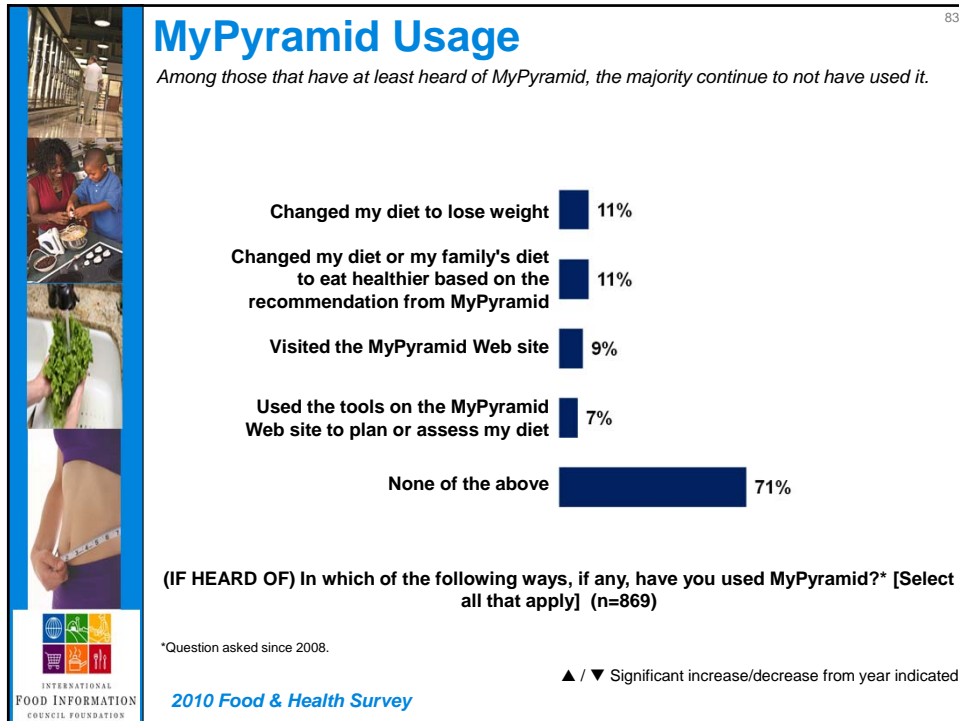
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Dietary Guidance and MyPyramid

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Food Labeling

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Information Used on the Food/ Beverage Package

Similar to previous years, Americans say they are actively using the Nutrition Facts panel , the expiration date, and increasingly, the brand name.


Nutrition Facts panel*	68%
Expiration date	66%
Brand name	50% ▲ '08 '07 '06
Ingredients	47%
Size of product	46%
Nutrition content on the front of the package	32%
Statements about nutrition benefits	29%
Statements about health benefits	22%
Country of origin labeling	15%
Organic*	14%
Allergen labeling	11% ▲ '08 '07 '06
Health symbol or health icon	11%
None of the above	4%

What information do you look for on the food or beverage package when deciding to purchase or eat a food or beverage?* [Select all that apply] (n=1024)

*Question asked since 2006.
**Modification from 2008/2006 Added a blurred image and explanation of the Nutrition Facts Panel, thus trend measures cannot be made.
***Modifications from 2006: The words "or natural" were dropped from this statement in 2007, likely explaining the significant decrease in usage

▲ / ▼ Significant increase/decrease from year indicated

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Information Used on the Nutrition Facts Panel 87


When asked which specific elements Americans use on the Nutrition Facts panel, calories remain at the top of the list. This year, fewer Americans look for the total fat content and sugars compared to previous years, while more Americans are looking at the sodium content.

Calories	74%
Sodium	63%▲ '09
Total Fat	62%▼ '09 '08 '07
Sugars	62%▼ '08
Saturated Fat	52%▼ '08 '07
Serving size	52%
Trans Fat	52%▼ '08 '07
Calories from fat	51%▼ '07
Fiber	47%
Number of servings per package	46%▼ '08
Cholesterol	43%▼ '07
Carbohydrates	43%
Protein	37%
Vitamins and minerals	32%
Calcium	20%▼ '08
Potassium	14%▼ '08

(IF USE) Which of the following information, if any, do you use on the Nutrition Facts Panel?
[Select all that apply] (n=698)

*Question asked since 2007. ▲ / ▼ Significant increase/decrease from year indicated

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Ingredient Information Used 88

The most looked-for items on the ingredients list on food and beverage packages continue to be the type of fat/oil and sweeteners. More Americans also report looking for vitamins/minerals compared to 2009.

Type of fat/oil	62%
Sweeteners	59%
Natural ingredients	54%
Order of ingredients on list	47%
Vitamins/minerals	43%▲ '09
Artificial ingredients	43%
Preservatives	41%
Flavors/spices	29%
Caffeine	28%
Length of ingredients list	22%
Food colors	18%
Ability to pronounce ingredient name(s)	14%
Allergens	14%

(IF USE INGREDIENT INFORMATION) What, specifically, are you looking for when it comes to using the ingredients portion of food and beverage packages?* [Select all that apply] (n=479)

*Question asked since 2009. ▲ / ▼ Significant increase/decrease from year indicated

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Purchasing Influences

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Factors Influencing Purchasing Decision

Taste remains stable and in the highest position, followed by price, healthfulness, and convenience when it comes to factors that influence Americans' purchasing decisions.

	Top 2:		
TASTE	32%	53%	86%
PRICE	31% ▼ '07	43% ▲ '07 '06	73% ▲ '06
HEALTHFULNESS	34% ▼ '07	24% ▼ '08	58% ▼ '07
CONVENIENCE	28% ▼ '07	28% ▲ '07 '06	56% ▲ '06

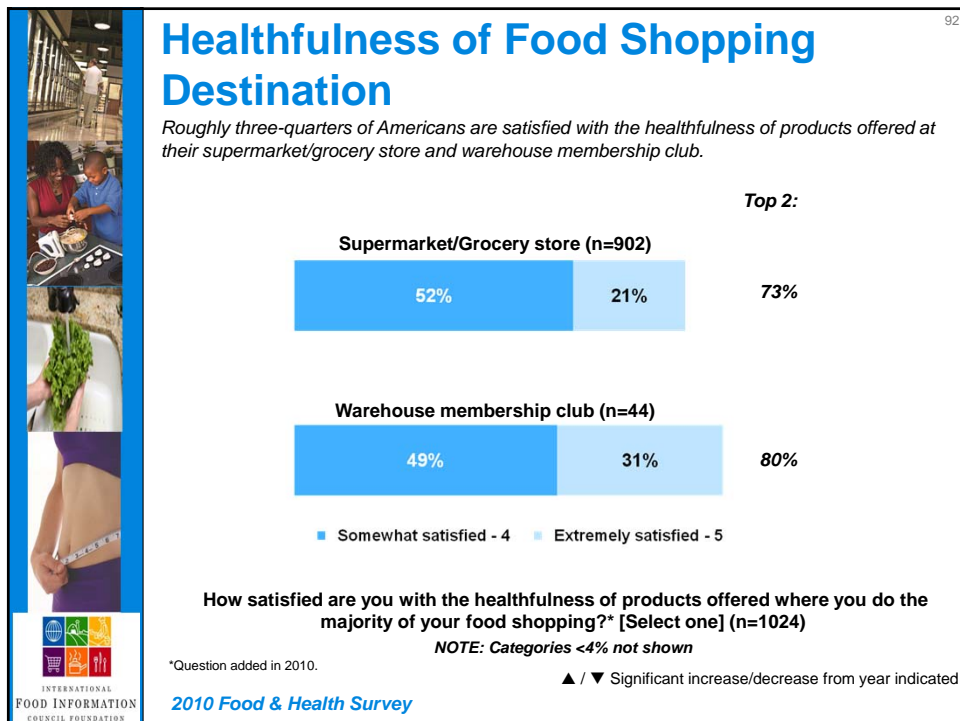
■ Some impact - 4 ■ A Great Impact - 5

How much of an impact do the following have on your decision to buy foods and beverages?* [Select one] (n=1024)

*Question asked since 2006.

▲ / ▼ Significant increase/decrease from year indicated

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Improvements for Healthful Choices at Food Shopping Destination

Americans would like to see lower prices, more choices/better quality products, and better labels and packaging at their food shopping destination.

Supermarket/Grocery store (n=901)	Lower prices: 18%
	Better labels and packaging: 14%
	More choices/Better quality: 14%
Warehouse membership club (n=44)	More choices/Better quality: 21%
	Lower prices: 16%
	Better labels and packaging: 10%

What would make it easier for you to make more healthful choices where you go food shopping?* [Open-end] (n=1024)

*Question added in 2010.

▲ / ▼ Significant increase/decrease from year indicated

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 Washington, DC 20036
 Phone: (202) 296-6540
 Web: <http://www.foodinsight.org>

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