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**Methodology**

<table>
<thead>
<tr>
<th>Methodology</th>
<th>Web Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conducted By</td>
<td>Cogent Research (Cambridge, MA)</td>
</tr>
<tr>
<td>Population*</td>
<td>Representative Sample of U.S. Adult Population (18+) on Age, Socioeconomic Profile, Race/Ethnicity, Region, and Gender</td>
</tr>
<tr>
<td>Data Collection Period</td>
<td>March 28-April 10, 2011</td>
</tr>
</tbody>
</table>

*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.*

**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.
2) 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.
3) Rounding: Due to rounding conventions, please note that Top 2 and Bottom 2 may not add to 100% or respective composite score. In addition, statistical comparisons and totals on charts may not add to 100%. The discrepancy should be no more than +/- 1%.
HEALTHY WEIGHT & ACTIVE LIFESTYLES
Overall Health: Health Status and Diet
Perceptions of Health Status

Americans’ perceptions of their health status remains relatively stable. Although still small, the percentage of those rating their diet as “poor” has increased significantly in 2011.

Which of the following best describes your overall health status?* [Select one] (n=1000)

*Question asked since 2006.

▲ ▼ Significant increase/decrease from year indicated
Perceptions of Diet

Compared to previous years, more Americans perceive their overall diet as being healthful ("extremely" or "somewhat"), with about half saying their diet is at least "somewhat healthful."

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=1000)

*Question asked since 2006.

▲ / ▼ Significant increase/decrease from year indicated
Prevalence of Dietary Changes

The majority of Americans state they are making changes in their diet. However, the actual number of Americans making changes has significantly decreased from 2010.

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

[Select one] (n=1000)

*Question asked since 2006.

▲ / ▼ Significant increase/decrease from year indicated
Drivers of Dietary Changes

Americans who have made dietary changes are more apt to say they made changes to lose weight rather than maintain weight. Significantly more Americans are focused on their overall well-being than in 2010.

[IF MADE DIETARY CHANGES] For which of the following reasons are you trying to improve the healthfulness of your diet?* [Select all that apply] (n=594)

- To improve my overall well-being: 65% ▲ ’10
- To lose weight: 56% ▼ ’10
- To improve my physical health: 56%
- Because of a specific health condition: 32%
- To maintain my weight: 20% ▲ ’08, ’10

*Question asked since 2006.
** Modification from 2006: “To improve my overall health” (69%) was changed to two items, including “To improve my overall well-being” and “To improve my physical health.”

▲ / ▼ Significant increase/decrease from year indicated
Changes Made to Improve Healthfulness of Diet

Among Americans who have made dietary modifications, changing the types and amount of food remain the top changes.

- Change the types of foods/components and/or beverages I eat/drink: 72% (▼ ’09)
- Changing the amount of food I eat: 63% (▼ ’10)
- Changing how often I eat: 47%
- Counting calories: 22% (▲ ’09)
- Changing my use of dietary supplements: 18%

[IF MADE DIETARY CHANGES] Which of the following changes have you made in the past six months to improve the healthfulness of your diet?* [Select all that apply] (n=594)

*Question asked since 2009.

▲ / ▼ Significant increase/decrease from year indicated
Resources Used to Improve Healthfulness of Diet

Among Americans who have made dietary modifications, about one in three Americans continue to turn to "family/friends support." However, just as many say they have not turned to any resource.

<table>
<thead>
<tr>
<th>Resource</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family/friends support</td>
<td>36%</td>
</tr>
<tr>
<td>Weight loss plan</td>
<td>20%</td>
</tr>
<tr>
<td>Medical professional</td>
<td>20%</td>
</tr>
<tr>
<td>A food diary or other means to track daily food/beverage intake</td>
<td>20%</td>
</tr>
<tr>
<td>Online support group, blog, or other online community</td>
<td>12%</td>
</tr>
<tr>
<td>Registered Dietitian</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
<tr>
<td>I have not used any resources to help improve the healthfulness of my diet</td>
<td>36%</td>
</tr>
</tbody>
</table>

[IF MADE DIETARY CHANGES] Which of the following, if any, have you used in your efforts to improve the healthfulness of your diet?* [Select all that apply] (n=594)

*Response wording regarding medical professionals and registered dieticians updated in 2011.
Weight Management
Weight Perception

A majority of Americans continue to see themselves as overweight or obese.

Which of the following best describes your current weight?* [Select one] (n=1000)

*Question asked since 2006.

▲ / ▼ Significant increase/decrease from year indicated
**Body Mass Index (BMI)**

Similar to CDC ranges, 30% of respondents are in the obese range, 32% are in the overweight range, 35% are in the normal range, and only 3% are in the underweight range.

* BMI calculated from self-reported weight and height and categorized according to U.S. Centers for Disease Control and Prevention (CDC) standards (2008).

▲ '06, '07,'10 ▲'07,'08 ▼ '08

- Underweight: <18.5
- Normal: 18.5-24.9
- Overweight: 25-29.9
- Obese: 30.0+

How much do you weigh?* [Open end] (n=921)
How tall are you?* [Open end] (n=921)

▲ / ▼ Significant increase/decrease from year indicated
Perceived and Calculated Weight Status

The disparity observed between Americans’ perception of their weight status* and their calculated BMI** continues in 2011, with one in five with a BMI in the overweight range describing themselves as “ideal” or “underweight.”

<table>
<thead>
<tr>
<th>Perception of Weight</th>
<th>Underweight &lt;18.5 (n=25)</th>
<th>Normal 18.5-24.9 (n=323)</th>
<th>Overweight 25-29.9 (n=296)</th>
<th>Obese 30.0+ (n=276)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Underweight (n=41)</td>
<td>54%</td>
<td>8%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Ideal weight (n=349)</td>
<td>42%</td>
<td>74%</td>
<td>29%</td>
<td>5%</td>
</tr>
<tr>
<td>Overweight (n=457)</td>
<td>3%</td>
<td>17%</td>
<td>71% ▲’08</td>
<td>69% ▲’06, ‘07</td>
</tr>
<tr>
<td>Extremely overweight or obese (n=75)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>26%</td>
</tr>
</tbody>
</table>

100% 100% 100% 100%

*Questions asked since 2006. Darker blue indicates accurate perception; Lighter blue indicates misperception.
** BMI calculated from self-reported weight and height and categorized according to U.S. Centers for Disease Control and Prevention (CDC) standards.

▲ / ▼ Significant increase/decrease from year indicated
Concern with Weight by BMI Status

Obese Americans are the most likely to be extremely concerned with their current weight status.

How much do you weigh?* [Open-End] (n=921)
How tall are you?* [Open-End] (n=921)
How concerned are you about your weight?* [Select one] (n=1000)

*Questions asked since 2006.
**BMI calculated from self-reported weight and height and categorized according to U.S. Centers for Disease Control and Prevention (CDC) standards.

▲ / ▼ Significant increase/decrease from year indicated

Top 2:
37% ▲'10
32% ▼ '07-’10
66% ▼ ’07, ’08
80% ▼ ’06-’10

Underweight (n=25)

▲ '09 ▼ '08,

Normal (n=323)

▲ '10 ▼ ‘07- ’10

Overweight (n=296)

▲ '07, ‘09, ‘10

Obese (n=276)

▲ / ▼ Significant increase/decrease from year indicated
Concern with Perceived Weight Status

Americans’ concern with their weight continues to decline, with more than four in ten showing a lack of concern. Still, the majority of Americans are concerned with their weight status.

57% are concerned ▼ ’06-'10

18% Extremely concerned ▼ ’07,’08
14% Not very concerned ▲ ’07, ‘08, ’10
39% Somewhat concerned ▼ ’07-’10
11% Not at all concerned ▲ ’07-’10
17% Neither concerned nor unconcerned ▲ ’06-'10

How concerned are you about your weight?* [Select one] (n=1000)

*Question asked since 2006.
** Due to rounding, chart does not equal 100%.

▲ / ▼ Significant increase/decrease from year indicated
Current Weight Management Strategy

Significantly fewer Americans report trying to lose weight and significantly more report trying to maintain weight. In addition, more Americans report they are not doing anything regarding their weight than in previous years.

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

*Question asked since 2007.

[Select one] (n=1000)

- I am trying to lose weight: 43% (△ '07-'10)
- I am trying to maintain my weight: 26% (✈ '07-'10)
- I am trying to gain weight: 5% (△ '07)
- I am currently not doing anything regarding my weight: 26% (✈ '08)

74% of Americans are doing something with regard to their weight.

△ / ▼ Significant increase/decrease from year indicated.
Satisfaction with Weight Management Progress

Fewer than half of Americans (43%) are satisfied with their progress toward losing or maintaining their weight. Still, approximately another third who are trying to lose or maintain weight appear to be indifferent regarding their progress.

[IF TRYING TO LOSE/MAINTAIN WEIGHT] Thinking about your ability to stay on track when it comes to losing/maintaining your weight, how satisfied are you with your progress?* [Select all that apply] (n=689)

*Question added in 2011.

▲ / ▼ Significant increase/decrease from year indicated
Support Used to Lose/Maintain Weight

The majority of those who report attempting to lose or maintain weight are not seeking support from others to help them manage their weight.

<table>
<thead>
<tr>
<th>Type of Support</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>None/Haven’t used anything</td>
<td>58%</td>
</tr>
<tr>
<td>Created a buddy system (friends, family, and co-workers who workout with you)</td>
<td>19%</td>
</tr>
<tr>
<td>Saw a medical professional</td>
<td>14%</td>
</tr>
<tr>
<td>Sought the help of a virtual support group (Blog, Facebook, online community)</td>
<td>8%</td>
</tr>
<tr>
<td>Saw a registered dietitian</td>
<td>6%</td>
</tr>
<tr>
<td>Consulted a personal trainer</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
</tbody>
</table>

[IF TRYING TO LOSE/MAINTAIN WEIGHT]
What type(s) of support have you used in an effort to lose/maintain your weight?*
[Select all that apply] (n=689)

*Question added in 2011.
Support Used to Lose/Maintain Weight

Those trying to lose weight are no more likely to seek support than those seeking to maintain their weight.

[IF TRYING TO LOSE/MAINTAIN WEIGHT] What type(s) of support have you used in an effort to lose/maintain your weight?* [Select all that apply]
(Lose n=430; Maintain n=259)

*Question added in 2011.
Barriers to Lose/Maintain Weight

Among those who are trying to lose or maintain weight, about one in three cite not seeing results quickly, a lack of willpower, and not making enough progress as obstacles that discourage them from staying on track in their effort to lose or maintain weight.

- Not seeing results quickly: 35%
- Lack of will power: 33%
- Not making enough progress: 31%
- Lack of energy: 27%
- Lack of time: 26%
- Cost: 23%
- Stress: 22%
- Get bored: 22%
- Dislike of physical activity: 16%
- Don’t like the taste of foods/beverages I have to…: 12%
- Lack of support from friends/family: 9%
- Lack of knowledge: 9%
- Other: 3%
- None/Nothing: 15%

*[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] (n=689)

*Question changed in 2011 to include none of the above.*
Barriers to Lose/Maintain Weight

A greater percentage of those who report attempting to lose weight cite multiple barriers to staying on track compared to those who are trying to maintain weight.

- Not seeing results quickly: 46%
- Lack of will power: 41%
- Not making enough progress: 39%
- Lack of energy: 32%
- Lack of time: 26%
- Get bored: 25%
- Cost: 25%
- Stress: 24%
- Dislike of physical activity: 19%
- Don’t like taste of foods/beverages I have to eat/drink: 14%
- Lack of support from friends/family: 12%
- Lack of knowledge: 11%
- None/nothing: 9%

[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] (Lose n=430; Maintain n=259)

*Question changed in 2011 to include none of the above.
Motivators to Lose/Maintain Weight

*Improvement in physical appearance is cited most often by Americans as the primary motivator for trying to lose/maintain weight.*

<table>
<thead>
<tr>
<th>Motivator</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improvement in physical appearance</td>
<td>51%</td>
</tr>
<tr>
<td>Increased energy</td>
<td>43%</td>
</tr>
<tr>
<td>Increased self-esteem</td>
<td>43%</td>
</tr>
<tr>
<td>Improvement in health/overall well-being</td>
<td>41%</td>
</tr>
<tr>
<td>Compliments from friends/family</td>
<td>30%</td>
</tr>
<tr>
<td>Stress relief</td>
<td>28%</td>
</tr>
<tr>
<td>Being a good role model (e.g., setting a good...)</td>
<td>18%</td>
</tr>
<tr>
<td>More attention from others</td>
<td>15%</td>
</tr>
<tr>
<td>Tracking/recording progress</td>
<td>12%</td>
</tr>
<tr>
<td>Workplace wellness programs/incentives</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
<tr>
<td>None/Nothing</td>
<td>13%</td>
</tr>
</tbody>
</table>

*[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] (n=689)

*Question changed in 2011 to include none of the above and workplace wellness programs.*
Motivators to Lose/Maintain Weight

“Improvement in physical appearance” is the most motivating factor for both those trying to lose weight and those trying to maintain their weight.

- **Improvement in physical appearance**: 57% (Lose) 41% (Maintain)
- **Increased self-esteem**: 48% (Lose) 33% (Maintain)
- **Increased energy**: 47% (Lose) 36% (Maintain)
- **Improvement in health/overall well-being**: 46% (Lose) 34% (Maintain)
- **Compliments from friends/family**: 34% (Lose) 34% (Maintain)
- **Stress relief**: 30% (Lose) 27% (Maintain)
- **Being a good role model**: 19% (Lose) 17% (Maintain)
- **More attention from others**: 13% (Lose) 16% (Maintain)
- **Tracking/recording progress**: 14% (Lose) 9% (Maintain)
- **Workplace wellness programs/incentives**: 3% (Lose) 7% (Maintain)
- **None/nothing**: 17% (Lose) 11% (Maintain)

*Question changed in 2011 to include none of the above and workplace wellness programs.*
Motivators for Taking Action to Manage Weight

Appearance and health problems are most likely to motivate Americans to take action regarding their weight.

- Appearance: 56%
- Health problem: 49%
- Doctor recommendation: 37%
- Friends and family recommendation: 22%
- Education about the role of calories in a balanced diet and their impact on weight: 15%
- Popular media: 4%
- Online community: 2%

What has, or would, motivate you to take action to lose/manage weight?*
[Select all that apply] (n=1000)

*Question added in 2011.
**Contributors to Successful Weight Management**

Changing the types and amount of food eaten and getting enough physical activity are cited most often as contributing successful weight management. Nearly one quarter of Americans report that nothing has been helpful.

- Changing the types and amounts of food I eat: 41%
- Making sure I get enough physical activity: 40%
- Changing how often I eat: 27%
- Weighing myself on a regular basis: 23%
- Keeping track of calories: 19%
- Support of family/friends: 19%
- Managing higher calorie food and beverages: 15%
- Having a workout buddy: 11%
- Workplace wellness programs/incentives: 5%
- Working with a personal trainer: 4%
- None/Nothing: 24%

Which of the following would/has contributed the most to your success in maintaining/losing weight?*

[Select all that apply] (n=1000)

*Question added in 2011.
Frequency of Monitoring Weight Status

About four in ten Americans weigh themselves at least once a week. One in ten never weigh themselves.

- Never: 9%
- A few times a year: 24%
- About once a month: 26%
- About once a week: 20%
- A few times a week: 10%
- Once a day: 9%
- More than once a day: 1%

How often do you weigh yourself?* [Select one] (n=1000)]

*Question added in 2011.
Calories and Energy Balance
**Importance in Maintaining Healthy Weight**

Americans are least likely to believe that physical activity on its own is most important when it comes to weight maintenance, and are split about whether food consumption or balancing eating and activity are most important.

**Rank the following in order of importance of maintaining a healthy weight?** [Select all that apply] (n=1000)

*Question added in 2011.*
Knowledge of Calories Per Day

When asked to estimate the number of calories that should be consumed in an average day, one-third of Americans are unaware or unable to provide a response. Only one in ten estimate correctly; over half provide a response but estimate incorrectly.

As far as you know, how many calories should a person of your age, weight, height, and physical activity consume per day?* [Open-end] (n=1000)

*Question asked since 2006. Estimate correctly is determined within a +/- 100 calorie range based on the MyPyramid formula.

** Modification in 2008 to 2010: “And physical activity” was added to the question. Definitions of physical activity levels were provided.

△ / ▼ Significant increase/decrease from year indicated
Confidence in Estimate of Calories Consumed

Only one-quarter of those who are willing to estimate calories consumed yesterday feel very confident in their estimate.

- Very confident: 24%
- Somewhat confident: 54%
- Not very confident: 18%
- Not at all confident: 3%

* Question changed in 2011.
** Due to rounding, chart does not equal 100%.
Estimated Daily Calories Consumed vs. Burned

Many Americans do not know how many calories they consume or how many they burn each day. Americans appear to be more confused regarding how many calories they burn. Among those who believe they know either or both, Americans estimate they consume more calories than they burn.

<table>
<thead>
<tr>
<th></th>
<th>Calories consumed</th>
<th>Calories burned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t Know</td>
<td>49% ▲ ’10</td>
<td>60% ▲ ’10</td>
</tr>
<tr>
<td>1000 or less</td>
<td>10% ▲ ’10</td>
<td>24% ▼ ’10</td>
</tr>
<tr>
<td>1001-1500</td>
<td>14% ▼ ’10</td>
<td>6%</td>
</tr>
<tr>
<td>1501-2000</td>
<td>14% ▼ ’10</td>
<td>5% ▼ ’10</td>
</tr>
<tr>
<td>2001-2500</td>
<td>7% ▼ ’10</td>
<td>2%</td>
</tr>
<tr>
<td>More than 2500</td>
<td>6% ▼ ’10</td>
<td>3%</td>
</tr>
<tr>
<td>Mean (excludes outliers**)</td>
<td>1,701 ▼ ’10</td>
<td>1,072</td>
</tr>
</tbody>
</table>

And how many calories would you say you **consumed** yesterday?* [Open-end] (n=1000)

On average, how many calories do you think **you “burn”/use** per day? [Open-end] (n=1000)

*Question changed in 2011 from: “Now, on average, how many calories do you think **you actually consume** per day?”

** Outliers: Responses of 5000 or more have been excluded.

▲ / ▼ Significant increase/decrease from year indicated
Keeping Track of Calories Consumed

The majority of Americans do not regularly keep track of calories consumed. Close to half of consumers say they never keep track of calories consumed while an additional 30% say they only keep track “once in a while.”

Over the past month, how often, if at all, would you say you kept track of the calories you consumed in a given day? [Select one] (n=1000)

*Question added in 2011.
Challenges to Tracking Calories Consumed

Americans report many challenges to regularly keeping track of calories consumed.

- It is too difficult to count calories consumed: 30%
- I am more focused on other things (amount of fat, protein, carbs, etc.): 30%
- I am more focused on increasing intake of nutrient-dense foods: 26%
- I am not convinced it matters all that much: 23%
- I am too busy to count calories: 22%
- I don’t know how many calories I should be consuming per day/meal: 20%
- Other: 8%

Mean number of reasons = 1.59

*[IF NEVER OR ONCE IN A WHILE] What prevents you from keeping track of calories you consume on a more regular basis? [Select all that apply] (n=718)*

*Question added in 2011.*
Keeping Track of Calories Burned

In addition to calories consumed, the majority of Americans also do not regularly keep track of calories burned. Just over half say they never keep track of calories burned, while an additional 25% say they only keep track “once in a while.”

Over the past month, how often, if at all, would you say you kept track of the calories you burned in a given day?

[Select one] (n=1000)

- Pretty much every day: 5%
- Most of the time: 15%
- Once in a while: 25%
- Never: 54%

79% keep track of calories burned “once in a while” or less

*Question added in 2011.

** Due to rounding, chart does not equal 100%.
Challenges to Tracking Calories Burned

Lack of focus or knowledge and perceived difficulty contribute to why Americans do not track calories burned.

- I am more focused on other things (like time spent being active) 33%
- It is too difficult to count calories burned 32%
- I don’t know how many calories different types of activities burn 32%
- I don’t know how many calories I need to burn 25%
- I am not convinced it matters all that much 19%

Mean number of reasons = 1.50

[IF NEVER OR ONCE IN A WHILE] What are the reasons why you don’t count or keep track of calories you burn in a day? [Select all that apply] (n=794)

*Question added in 2011.
Making Calorie Tracking Easier

Americans report an interest in receiving more information on “how many calories different activities burn” to help keep them track calories. Americans also report “calories on menus” and “calories on front of food labels” as being helpful to track calories consumed. Americans also recognize that “planning ahead” could be beneficial.

![Bar chart showing the percentages of respondents who find each option helpful]

- Knowing how many calories different types of activities burn: 47%
- Calories on menus: 34%
- Calories on front of food labels: 32%
- Planning your meals and snacks in advance: 29%
- Planning my activity/exercise in advance: 22%
- Websites: 16%
- Mobile applications: 12%
- Other: 1%

What would make it easier for you to keep track of the number of calories you consume or burn in a day?*

[Select all that apply] (n=1000)

*Question added in 2011.
Calorie Sources and Weight Gain

Although Americans are most apt to believe that calorie imbalance (more in vs. out) leads to weight gain (40%), an additional quarter are unsure and the remainder cite other nutrients.

- Calories consumed being higher than calories burned is what causes weight gain: 40%
- Calories from fats are most likely to cause weight gain: 14%
- Calories from sugars are most likely to cause weight gain: 11%
- Calories from carbohydrates are most likely to cause weight gain: 9%
- Calories from protein are most likely to cause weight gain: 2%
- Not sure: 24%

*Responses changed in 2011.*
Challenges to Tracking Calories Burned

Lack of focus or knowledge and perceived difficulty contribute to why Americans do not track calories burned.

- I am more focused on other things (like time spent being active) - 33%
- It is too difficult to count calories burned - 32%
- I don’t know how many calories different types of activities burn - 32%
- I don’t know how many calories I need to burn - 25%
- I am not convinced it matters all that much - 19%

Mean number of reasons = 1.50

[IF NEVER OR ONCE IN A WHILE] What are the reasons why you don’t count or keep track of calories you burn in a day? [Select all that apply] (n=794)

*Question added in 2011.
Making Calorie Tracking Easier

Americans report an interest in receiving more information on “how many calories different activities burn” to help keep them track calories. Americans also report “calories on menus” and “calories on front of food labels” as being helpful to track calories consumed. Americans also recognize that “planning ahead” could be beneficial.

- Knowing how many calories different types of activities burn: 47%
- Calories on menus: 34%
- Calories on front of food labels: 32%
- Planning your meals and snacks in advance: 29%
- Planning my activity/exercise in advance: 22%
- Websites: 16%
- Mobile applications: 12%
- Other: 1%

What would make it easier for you to keep track of the number of calories you consume or burn in a day?*
[Select all that apply] (n=1000)

*Question added in 2011.
Calorie Sources and Weight Gain

Although Americans are most apt to believe that calorie imbalance (more in vs. out) leads to weight gain (40%), an additional quarter are unsure and the remainder cite other nutrients.

Which of the following statements do you agree with regarding the relationship between calories and weight gain?* [Select one] (n=1000)

- Calories consumed being higher than calories burned is what causes weight gain: 40%
- Calories from fats are most likely to cause weight gain: 14%
- Calories from sugars are most likely to cause weight gain: 11%
- Calories from carbohydrates are most likely to cause weight gain: 9%
- Calories from protein are most likely to cause weight gain: 2%
- Not sure: 24%

*Responses changed in 2011.
Daily Effort to Balance Calories Consumed and Burned

A majority of Americans make no attempt to consciously monitor the balance of calories they consume and expend in a day. The number of Americans doing this “not at all” has increased significantly since 2010.

To what extent, if at all, do you make a conscious effort to monitor the balance between how many calories you consume and how many calories you “burn”/use per day?* [Select one] (n=1000)

*Question added in 2010.

69% ▲ '10 do not make an effort to balance calories in and calories out

Significant increase/decrease from year indicated
Importance of Monitoring Activity and Consumption in Weight Management

The vast majority of those trying to lose or maintain weight believe that both physical activity and monitoring food and beverage consumption are equally important in weight maintenance and weight loss.

[IF TRYING TO LOSE/MAINTAIN WEIGHT] Which of the following is most important in weight maintenance/weight loss?

* [Select one] (n=689)

*Question changed in 2011.
** Due to rounding, chart does not equal 100%.
Reported Physical Activity and Consumption Behaviors

While 70% of those trying to lose/maintain weight believe both are important, only 54% are actually both monitoring their consumption and engaging in physical activity and exercise to manage weight.

[IF TRYING TO LOSE/MAINTAIN WEIGHT) ]Which are you doing in an effort to lose or maintain your weight?*
[Select all that apply] (n=689)

*Question added in 2011.
** Due to rounding, chart does not equal 100%.
Efforts to Monitor Food and Beverage Consumption

Among those who are trying to lose or maintain weight and report either monitoring consumption or both physical activity and monitoring consumption are important in managing weight, efforts cited most often include changing the amount and/or type of food and beverages consumed.

- Change the amount of foods/beverages I eat/drink: 63%
- Change the types of foods/food components and/or beverages I eat/drink: 54%
- Change how often I eat: 43%
- Weighing myself on a regular basis: 33%
- Consume “diet” foods/beverages that contain low-calorie and no-calorie/artificial sweeteners: 24%
- Count calories: 23%
- Follow a specific weight loss/diet program: 11%

[IF TRYING TO LOSE/MAINTAIN WEIGHT] and [IF MONITORING CONSUMPTION IMPORTANT OR BOTH PHYSICAL ACTIVITY AND MONITORING CONSUMPTION IMPORTANT] What specific actions do you take to monitor what you eat/drink?* [Select all that apply] (n=564)

*Question changed in 2011.
**Efforts to Monitor Food and Beverage Consumption**

Americans who are trying to lose weight are more likely than those trying to maintain their weight to say they have made changes in the amount of foods and beverages consumed.

- **Change the amount of foods/beverages I eat/drink**
  - **Lose**: 70%
  - **Maintain**: 48%

- **Change the types of foods/food components and/or beverages I eat/drink**
  - **Lose**: 55%
  - **Maintain**: 51%

- **Change how often I eat**
  - **Lose**: 46%
  - **Maintain**: 37%

- **Weighing myself on a regular basis**
  - **Lose**: 33%
  - **Maintain**: 33%

- **Count calories**
  - **Lose**: 27%
  - **Maintain**: 16%

- **Consume “diet” foods/beverages that contain low-calorie and no-calorie/artificial sweeteners**
  - **Lose**: 27%
  - **Maintain**: 18%

- **Follow a specific weight loss/diet program**
  - **Lose**: 13%
  - **Maintain**: 7%

---

*Question changed in 2011.*
Efforts to Be More Physically Active

Among those who are trying to lose or maintain weight and who say physical activity is important in managing weight, efforts cited most often include increasing the number of days/or amount of time being active and going to the park/walking more often.

- Increased the number of days and/or amount of time I spend exercising: 48%
- Go to the park/take a walk more often: 45%
- Go for a run or ride a bike more often: 21%
- Purchased a piece of exercise equipment: 17%
- Bought videos with training/exercise lessons: 17%
- Found a workout buddy: 12%
- Purchased a gym membership: 11%
- Worked out with a personal trainer: 4%
- None/Haven’t done anything: 10%

*Question added in 2011.
Efforts to Be More Physically Active

Those who are trying to lose weight are more likely than those trying to maintain weight to say they have increased the number of days/amount of time being active.

[IF TRYING TO LOSE/MAINTAIN WEIGHT] and [IF PHYSICAL ACTIVITY IMPORTANT OR BOTH PHYSICAL ACTIVITY AND MONITORING CONSUMPTION IMPORTANT] Which of the following have you done in an effort to be more physically active?* [Select all that apply] (Lose n=302; maintain n=198)

*Question added in 2011.
Weekly Physical Activity

Regardless of family size, walking is the most frequently cited weekly physical activity.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Single (no kids)</th>
<th>Married (no kids)</th>
<th>Single (with kids)</th>
<th>Married (with kids)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Going for a walk</td>
<td>56%</td>
<td>50%</td>
<td>52%</td>
<td>53%</td>
</tr>
<tr>
<td>Gardening and/or housework</td>
<td>35%</td>
<td>44%</td>
<td>31%</td>
<td>43%</td>
</tr>
<tr>
<td>Playing with your pets</td>
<td>32%</td>
<td>30%</td>
<td>25%</td>
<td>34%</td>
</tr>
<tr>
<td>Running, jogging and/or biking</td>
<td>20%</td>
<td>13%</td>
<td>24%</td>
<td>20%</td>
</tr>
<tr>
<td>Dancing</td>
<td>11%</td>
<td>5%</td>
<td>16%</td>
<td>12%</td>
</tr>
<tr>
<td>Individual sports</td>
<td>8%</td>
<td>4%</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>Playing fitness video games</td>
<td>7%</td>
<td>6%</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>Team or group sports</td>
<td>6%</td>
<td>4%</td>
<td>11%</td>
<td>7%</td>
</tr>
<tr>
<td>None of the above</td>
<td>13%</td>
<td>23%</td>
<td>20%</td>
<td>19%</td>
</tr>
<tr>
<td>Mention 1-2 activities</td>
<td>56%</td>
<td>50%</td>
<td>52%</td>
<td>48%</td>
</tr>
<tr>
<td>Mention 3-4 activities</td>
<td>27%</td>
<td>25%</td>
<td>21%</td>
<td>26%</td>
</tr>
</tbody>
</table>

In an average week, which of the following physical activities do you do [if family: with your family]?*
[Select all that apply] (n=1000)

*Question added in 2011.
Physical Activity
Despite that over half of Americans are active, less than one in ten Americans say they are vigorously active. Nearly as many Americans say they are sedentary as those who say they are moderately active.

57%▼ '10 of Americans are active

57%▼ '10 of Americans are active

On average, which of the following best describes your level of physical activity? [Select one] * (n=1000)

- Sedentary 43% ▲ '10
- Moderately Active 49% ▼ '10
- Vigorously Active 8%

*Question added in 2010.
** Definitions for each activity level was adapted using HHS guidelines and was defined as follows: Sedentary (A lifestyle that includes only the light physical activity associated with typical day-to-day life); Moderately Active (Typical lifestyle activities PLUS moderate physical activity such as brisk walking, slow biking, golfing, etc.); Vigorously Active (Typical lifestyle activities PLUS vigorous activity such as running, tennis, fast biking, etc.).
Motivators for Being Physically Active

The primary drivers of physical activity continue to be weight management and appearance.

- Lose or maintain weight: 25% ▼ '10
- Improve appearance: 24%
- Avoid or manage health conditions: 20%
- Improve athletic performance and/or strength: 9%
- Improve mood: 9%
- Improve focus: 7% ▲ '10
- Gain weight: 3%

[IF VIGOROUSLY OR MODERATELY ACTIVE] Which of the following is your main motivation for being physically active?* [Select one] (n=570)

*Question added in 2010.

▲ / ▼ Significant increase/decrease from year indicated
Frequency of Physical Activity

Similar to 2010, among those who report being active, the majority report being “moderately” or “vigorously” active between 3-5 days a week.

[IF VIGOROUSLY OR MODERATELY ACTIVE]** Keeping in mind that physical activity can include a range of activities from running and basketball to gardening, playing golf and dancing, on average, how many days per week are you physically active?* [Open-end] (n=570)

*Question asked since 2006.
**NOTE: Base change in 2010.
*** Due to rounding, chart does not equal 100%.

Mean: 4.5 days

1-2 days 10%
3-5 days 64%
6-7 days 27%
Duration of Daily Physical Activity

Among those who report being active, the vast majority report being “moderately” or “vigorously” active for 30 minutes or more per physical activity session; 57% are active for 51 minutes or more.

![Pie chart showing duration of daily physical activity]

[IF VIGOROUSLY OR MODERATELY ACTIVE] On most days when you are physically active, for how many minutes are you active?* [Open-end] (n=570)

*Question asked since 2006.

**NOTE: Base change in 2010 and outliers excluded if response was <1 minute or 500+ minutes per day.

▲ / ▼ Significant increase/decrease from year indicated
Total Duration of Physical Activity Per Week

Among those who report being moderately or vigorously active, over half say they do so for at least 3 hours per week. Additionally, the majority of active Americans meet U.S. Government recommendations for minutes of activity per week.

<table>
<thead>
<tr>
<th>Minutes Per Week</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>60 minutes or less per week</td>
<td>9%</td>
</tr>
<tr>
<td>61-120 minutes per week</td>
<td>17%</td>
</tr>
<tr>
<td>121-180 minutes per week</td>
<td>18%</td>
</tr>
<tr>
<td>181-240 minutes per week</td>
<td>11%</td>
</tr>
<tr>
<td>241-300 minutes per week</td>
<td>10%</td>
</tr>
<tr>
<td>More than 300 minutes per week</td>
<td>36%</td>
</tr>
</tbody>
</table>

Moderately active who meet HHS 150 or more minutes per week recommendation 70%
Vigorously active who meet HHS 75 or more minutes per week recommendation 92%

Mean Minutes Per Week

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean among active (excludes outliers**)</td>
<td>344</td>
</tr>
<tr>
<td>Mean among moderately active (excludes outliers**)</td>
<td>327</td>
</tr>
<tr>
<td>Mean among vigorously active (excludes outliers**)</td>
<td>453</td>
</tr>
</tbody>
</table>

[IF VIGOROUSLY OR MODERATELY ACTIVE]** On most days when you are physically active, for how many minutes are you active?* [Open-end] (n=570)

*Question asked since 2006.
**NOTE: Base change in 2010 and outliers excluded if response was <1 minute or 500+ minutes per day.

▲ / ▼ Significant increase/decrease from year indicated
Strength Training Frequency

Among those who claim to be active, nearly 60% say that they do not include any strength training sessions.

Mean: 3.73 days

[IF VIGOROUSLY OR MODERATELY ACTIVE] Does your physical activity include any strength training – that is, exercises specifically designed to strengthen muscles and bones such as push-ups, lifting weights, etc.?*

[Select one] (n=570)

*Question added in 2010.
** Due to rounding, chart does not equal 100%.

▲ / ▼ Significant increase/decrease from year indicated
Percentage Meeting HHS Physical Activity Guidelines **

As in 2010, less than one-quarter of Americans currently meet U.S. Department of Health & Human Services Physical Activity Guidelines, which is driven by one in four who report being sedentary and most active Americans not including strength training in their routines.

<table>
<thead>
<tr>
<th></th>
<th>HHS guidelines (n=1000)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NET: MEETS HHS GUIDELINES</strong></td>
<td>18% ▼ ’10</td>
</tr>
<tr>
<td>Moderately Active</td>
<td>14%</td>
</tr>
<tr>
<td>Vigorously Active</td>
<td>4%</td>
</tr>
<tr>
<td><strong>NET: DOES NOT MEET HHS GUIDELINES</strong></td>
<td>82% ▲ ’10</td>
</tr>
<tr>
<td>Sedentary</td>
<td>43% ▲ ’10</td>
</tr>
<tr>
<td>Moderately Active</td>
<td>35%</td>
</tr>
<tr>
<td>Vigorously Active</td>
<td>4% ▲ ’10</td>
</tr>
</tbody>
</table>

** 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
Satisfaction with Physical Activity Status

Nearly equal numbers of Americans report being satisfied and dissatisfied about their level of physical activity; the remainder appear to be indifferent when it comes to their physical activity level.

How satisfied are you with the amount of physical activity you get in a typical week?* [Select all that apply] (n=1000)

*Question added in 2011.
Barriers to Physical Activity

There is no one factor preventing Americans from being or staying physically active. Lack of energy, will power, time, and not seeing quick results are cited most frequently.

Which of the following discourages you from being physically active or staying on track with your exercise routine?* [Select all that apply] (n=1000)

- Lack of energy 36%
- Lack of will power 31%
- Lack of time 27%
- Not seeing results quickly 27%
- Get bored 24%
- Not making enough progress 22%
- Dislike of physical activity 18%
- Cost of equipment or gym membership 17%
- Not having someone to work out with 16%
- Lack of knowledge of what to do 10%
- Lack of support from friends/family 8%

*Question added in 2011.
Motivators for Staying Physically Active

Motivators for staying physically active include improving physical appearance, increasing energy, and improving overall health and well-being.

- Improvement in physical appearance: 50%
- Increased energy: 47%
- Improvement in health/overall well-being: 47%
- Increased self-esteem: 40%
- Stress relief: 36%
- Compliments from friends/family: 26%
- Being a good role model: 17%
- More attention from others: 15%
- Tracking/recording progress and improvements in fitness: 10%

In your effort to stay physically active and exercise, which of the following encourages you to stay on track?* [Select all that apply] (n=1000)

*Question added in 2011.
Information Sources/ Influences: Dietary Guidance and MyPyramid
Consumer Messaging

Over 60 percent of Americans would rather hear positive messages about what to eat, rather than negative messages regarding what not to eat.

To what extent do you agree or disagree with the following statement regarding food and health information? I am more interested in hearing about what TO eat, rather than what NOT to eat * [Select one] (n=1000)

- Strongly agree: 27% ▲ ‘09
- Somewhat agree: 36%
- Neither disagree nor agree: 28%
- Somewhat disagree: 4% ▼ ‘09
- Strongly disagree: 6% ▲ ‘09

*Question last asked in survey in 2009.
** Due to rounding, chart does not equal 100%.

▲ / ▼ Significant increase/decrease from year indicated
### Sources of Food Information

Americans most often cite the nutrition facts panel as the primary source for food and nutrition information. However, when media sources are considered together, two-thirds of Americans look to media sources for food and nutrition information.

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet article</td>
<td>19%</td>
</tr>
<tr>
<td>Cooking shows/hosts</td>
<td>18%</td>
</tr>
<tr>
<td>TV or radio news program</td>
<td>18%</td>
</tr>
<tr>
<td>Magazine article</td>
<td>17%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>10%</td>
</tr>
<tr>
<td>Talk shows</td>
<td>7%</td>
</tr>
<tr>
<td>Public service announcement or ad campaign on TV or radio</td>
<td>4%</td>
</tr>
<tr>
<td>Blog or social networking site (e.g., Twitter, Facebook, etc)</td>
<td>3%</td>
</tr>
<tr>
<td>Food label</td>
<td>59%</td>
</tr>
<tr>
<td>Friends/family</td>
<td>38%</td>
</tr>
<tr>
<td>Medical professional (e.g., doctor, nurse, physician assistant, pharmacist, etc)</td>
<td>28%</td>
</tr>
<tr>
<td>Grocery store, drug store, or specialty store</td>
<td>28%</td>
</tr>
<tr>
<td>Health association</td>
<td>11%</td>
</tr>
<tr>
<td>Registered dietitian</td>
<td>9%</td>
</tr>
<tr>
<td>Product or manufacturer communications (i.e., Web sites, advertising, etc)</td>
<td>8%</td>
</tr>
<tr>
<td>Government official/agency</td>
<td>4%</td>
</tr>
<tr>
<td>At/from schools</td>
<td>3%</td>
</tr>
<tr>
<td>Church/faith based group</td>
<td>3%</td>
</tr>
<tr>
<td>Consumer advocacy groups</td>
<td>3%</td>
</tr>
<tr>
<td>Cooperative extension service agent</td>
<td>2%</td>
</tr>
<tr>
<td>Community leader</td>
<td>1%</td>
</tr>
<tr>
<td>Livestock veterinarian</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
</tbody>
</table>

68% cite at least one media source

What three sources of information do you use most often to guide your food and nutrition practices?* [Select three] (n=1000)

*Question changed in 2011.
Familiarity with “Dietary Guidelines for Americans”

Eight in ten Americans say they have heard at least something about 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?* [Select one] (n=1000)

- I have never heard of them
  - 19%
  - \( \text{\(\uparrow\) '09, '10} \)

- I have heard of them, but know very little about them
  - 49%
  - \( \text{\(\downarrow\) '09, '10} \)

- I know a fair amount about them
  - 27%
  - \( \text{\(\uparrow\) '09, '10} \)

- I know a lot about them
  - 5%
  - \( \text{\(\uparrow\) '10} \)

*Question added in 2009.

\( \text{\(\uparrow\) / \(\downarrow\)} \text{ Significant increase/decrease from year indicated} \)
Awareness of Educational Programs

Very few Americans say they can name any specific program aside from MyPyramid and the Dietary Guidelines for Americans that provide information focused on helping families learn about healthy living.

*Question added in 2011.

Aside from the MyPyramid and the “Dietary Guidelines for Americans,” are you familiar with any other initiatives from government, nonprofits, or corporations focused on helping families learn about healthy living?* [Select one] (n=1000)
### Identified Health & Wellness Initiatives

Among those who are aware of educational programs, government programs are mentioned most often.

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government programs</td>
<td>34%</td>
</tr>
<tr>
<td>Corporate/Non-Government programs</td>
<td>19%</td>
</tr>
<tr>
<td>Paid weight loss plan</td>
<td>13%</td>
</tr>
<tr>
<td>Non-paid weight loss plan</td>
<td>10%</td>
</tr>
<tr>
<td>Let's Move/Michelle Obama</td>
<td>9%</td>
</tr>
<tr>
<td>Health provider/Hospital</td>
<td>6%</td>
</tr>
<tr>
<td>Schools/Universities</td>
<td>5%</td>
</tr>
<tr>
<td>Media (books, magazines, television)</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
<tr>
<td>Nothing/No response</td>
<td>6%</td>
</tr>
</tbody>
</table>

Aside from the MyPyramid and the “Dietary Guidelines for Americans,” are you familiar with any other initiatives from government, nonprofits, or corporations focused on helping families learn about healthy living?* [open-end] (n=60)

*Question added in 2011.
Sources of Contact with Dietary Guidelines

Three fourths of Americans believe they have seen some information about the Dietary Guidelines for Americans, citing a wide range of sources.

74% of Americans have seen information on the Dietary Guidelines in at least one location

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>On a food or beverage package</td>
<td>27%</td>
</tr>
<tr>
<td>In a TV, newspaper, or magazine story</td>
<td>27%</td>
</tr>
<tr>
<td>At a doctor’s office or health clinic</td>
<td>26%</td>
</tr>
<tr>
<td>In a grocery store</td>
<td>23%</td>
</tr>
<tr>
<td>Advertising</td>
<td>18%</td>
</tr>
<tr>
<td>On the MyPyramid website</td>
<td>11%</td>
</tr>
<tr>
<td>At/from a school</td>
<td>10%</td>
</tr>
<tr>
<td>On other products other than a food or beverage</td>
<td>7%</td>
</tr>
</tbody>
</table>

26% of Americans have not seen information on the Dietary Guidelines in any location

I have not seen any information 26%

Where, if at all, have you seen Dietary Guidelines information?* [Select all that apply] (n=1000)

NOTE: Responses <5% not shown

*Question added in 2011.
Dietary Guidelines Activities

Americans are most interested in Dietary Guidelines actions relating to moderating consumption. Four in ten Americans express interest in increasing the amount of time spent being physically active.

Which of the following Dietary Guidelines-related actions are you interested in doing?* [Select all that apply]  (n=1000)

- Cutting back on foods/drinks with added sugars/sweeteners: 50%
- Enjoying your food, but eating less: 45%
- Avoiding oversized portions: 45%
- Increasing your intake of nutrient-dense foods/beverages: 43%
- Building an overall healthful eating pattern over time: 42%
- Increasing the amount of time spent being physically active: 40%
- Increasing the consumption of foods with whole grains: 37%
- Comparing sodium in food & choosing those w/ lower numbers: 33%
- Making half your plate fruits and vegetables: 31%
- Balancing calories in and out: 30%
- Incorporating and balancing foods from each food source: 27%
- Switching to fat-free or low-fat (1%) milk and milk products: 25%
- None of the above: 13%

*Question new in 2011.
Information Sources/Influences: Food Labeling
Information Used on the Food/Beverage Package

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

<table>
<thead>
<tr>
<th>Information Used</th>
<th>2011</th>
<th>2009</th>
<th>2008</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nutrition Facts Panel</td>
<td>68%</td>
<td>▲'06, '08</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expiration date</td>
<td>63%</td>
<td>▼'07-'09</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand name</td>
<td>50%</td>
<td>▲'06-'08</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ingredients list</td>
<td>49%</td>
<td>▼'06, '07</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Size of product</td>
<td>48%</td>
<td>▲'09</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cooking instructions</td>
<td>33%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statements about nutrition benefits</td>
<td>31%</td>
<td>▼'06-'08</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statements about health benefits</td>
<td>24%</td>
<td>▼'06</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nutrition content on the front of the package</td>
<td>24%</td>
<td>▼'10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country of origin labeling</td>
<td>20%</td>
<td>▲'10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health symbol or health icon</td>
<td>16%</td>
<td>▲'09, '10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Allergen labeling</td>
<td>14%</td>
<td>▲'06-'10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organic labeling</td>
<td>14%</td>
<td>▼'06</td>
<td></td>
<td></td>
</tr>
<tr>
<td>None of the above</td>
<td>7%</td>
<td>▲'07, '08, '10</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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=1000)

*Question asked since 2006.
**Modification from 2008/2006. Added a blurred image and explanation of the Nutrition Facts panel.
***Modifications from 2006: The words “or natural” were dropped from this statement in 2007.
****Modifications in 2011: Cooking instructions added. Blurred FOP label not shown.

▲ / ▼ Significant increase/decrease from year indicated.
Information Used on the Nutrition Facts Panel

Among those who use the NFP, Americans are most likely to use calories, total fat, sodium/salt, and sugars. Those using the information about vitamins and minerals and potassium on the NFP have also increased since 2010.

<table>
<thead>
<tr>
<th>Information</th>
<th>Percentage</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories</td>
<td>68%</td>
<td>▼ '07-'10</td>
</tr>
<tr>
<td>Total fat</td>
<td>67%</td>
<td>▼ '07</td>
</tr>
<tr>
<td>Sodium/salt</td>
<td>61%</td>
<td>▼ '07-'10</td>
</tr>
<tr>
<td>Sugars</td>
<td>55%</td>
<td>▼ '07-'10</td>
</tr>
<tr>
<td>Saturated fat</td>
<td>53%</td>
<td>▼ '07, '08</td>
</tr>
<tr>
<td>Trans fat</td>
<td>51%</td>
<td>▼ '07, '08</td>
</tr>
<tr>
<td>Serving size</td>
<td>50%</td>
<td></td>
</tr>
<tr>
<td>Number of servings per package</td>
<td>46%</td>
<td>▼ '08</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>46%</td>
<td></td>
</tr>
<tr>
<td>Calories from fat</td>
<td>46%</td>
<td>▼ '07-'09</td>
</tr>
<tr>
<td>Fiber</td>
<td>46%</td>
<td>▼ '08</td>
</tr>
<tr>
<td>Carbohydrates</td>
<td>41%</td>
<td></td>
</tr>
<tr>
<td>Vitamins and minerals</td>
<td>40%</td>
<td>▲ '09, '10</td>
</tr>
<tr>
<td>Protein</td>
<td>39%</td>
<td>▲ '07</td>
</tr>
<tr>
<td>Calcium</td>
<td>26%</td>
<td>▲ '10</td>
</tr>
<tr>
<td>Potassium</td>
<td>19%</td>
<td>▲ '09, '10</td>
</tr>
</tbody>
</table>

[IF USE NFP] Which of the following information, if any, do you use on the Nutrition Facts Panel?*
[Select all that apply]  (n=680)

*Question asked since 2007.
**Sodium/salt added in 2011.

▲ / ▼ Significant increase/decrease from year indicated
**Ingredient Information Used**

About two-thirds of Americans are looking at sodium/salt, fat/oil, and sugar content on ingredient lists of food and beverage packages. Additionally, Americans continue to increasingly look for vitamins and minerals.

<table>
<thead>
<tr>
<th>Ingredient Information Used</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sodium/salt</td>
<td>65%</td>
</tr>
<tr>
<td>Type of fat/oil</td>
<td>64%</td>
</tr>
<tr>
<td>Sugars</td>
<td>60%</td>
</tr>
<tr>
<td>Natural ingredients</td>
<td>50%</td>
</tr>
<tr>
<td>Vitamins/minerals</td>
<td>48%</td>
</tr>
<tr>
<td>Low-calorie/artificial sweeteners**</td>
<td>44%</td>
</tr>
<tr>
<td>Artificial ingredients</td>
<td>44%</td>
</tr>
<tr>
<td>Preservatives</td>
<td>43%</td>
</tr>
<tr>
<td>Order of ingredients on list</td>
<td>36%</td>
</tr>
<tr>
<td>Caffeine</td>
<td>29%</td>
</tr>
<tr>
<td>Flavors/spices</td>
<td>27%</td>
</tr>
<tr>
<td>Length of ingredients list</td>
<td>24%</td>
</tr>
<tr>
<td>Food colors</td>
<td>21%</td>
</tr>
<tr>
<td>Ability to pronounce ingredient name(s)</td>
<td>18%</td>
</tr>
<tr>
<td>Allergens</td>
<td>16%</td>
</tr>
</tbody>
</table>

(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=493)

*Question asked since 2009.
**Sodium/salt added in 2011.

\[\text{\(\Delta\)}^{'09}, \text{\(\Delta\)}^{'09, '10}, \text{\(\nabla\)}^{'09, '10}\]

\[\text{\(\Delta\)}^{'09, '10}\]
Information Sources/Influences:
Purchasing Influencers
Factors Influencing Purchasing Decision

Taste continues to be the main driver of purchasing foods and beverages, but price continues to rise as a significant factor, followed by healthfulness and convenience. Sustainability, added in 2011, is important to about half of Americans.

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

[Scale: 1 = “No impact at all” 5 = “A great impact”] (n=1000)

*Question asked since 2006.
** Sustainability added in 2011.

▲ / ▼ Significant increase/decrease from year indicated
Influencers of Healthful Choices During Food Shopping

Unaided, one in four Americans mention “lower prices” as the key driver in helping them make healthful choices while shopping for food.

What would make it easier for you to make more healthful choices where you go food shopping?* [Open-end] (n=1000)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
<th>Change from '10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower prices</td>
<td>26%</td>
<td>▲</td>
</tr>
<tr>
<td>More information/better organization</td>
<td>21%</td>
<td>▼</td>
</tr>
<tr>
<td>More choices/better quality</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>Minimize unhealthy</td>
<td>7%</td>
<td>▲</td>
</tr>
<tr>
<td>Healthier meals/taste better</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Don't need help/already easy</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Willpower/commitment to health</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Eat before I go shopping</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Government</td>
<td>1%</td>
<td>▼</td>
</tr>
<tr>
<td>Nothing/None/Don't know/N/A</td>
<td>24%</td>
<td></td>
</tr>
</tbody>
</table>

*Question added in 2010.

▲ / ▼ Significant increase/decrease from year indicated
3 DIETARY COMPONENTS
Dietary Components: Dietary Fats
Concern Regarding Type of Fats

The majority of Americans are concerned about the type of fats they consume.

60% of Americans are concerned about the type of fats consumed

- Extremely concerned: 20%
- Not at all concerned: 8%
- Not very concerned: 11%
- Neither concerned nor unconcerned: 22%
- Somewhat concerned: 40%

How concerned are you about the type of fats you consume?* [Select one] (n=1000)

*Question added in 2011.
Trying to Limit Fats

Among the 71% of Americans trying to limit fat consumption, the majority are focused on saturated fats.

Which of the following are you trying to limit?* [Select all that apply] (n=1000)

*Question added in 2011.
While nearly one in five Americans say they do not consider any fats to be healthful, at least half consider fish oils and omega-3 fatty acids healthful. Very few name the healthful poly- and monounsaturated fats.

Which of the following types of fat or fatty acids do you consider to be healthful?*

[Select all that apply] (n=1000)

*Question added in 2011.
Knowledge of Solid Fats

Less than 1% of Americans correctly named the six fats considered to be solid according to the 2010 Dietary Guidelines for Americans; nearly half are not willing to venture a guess.

- ✔ Animal fats 34%
- ✔ Saturated fats 23%
- ✔ Trans fats 17%
- ✔ Hydrogenated oils 11%
- ✔ Partially hydrogenated oils 8%
- Polyunsaturated fats 7%
- Vegetable oils 6%
- Monounsaturated fats 6%
- Fish oils 3%
- ✔ Tropical oils 3%
- Omega-3 fatty acids 3%
- Omega-6 fatty acids 3%
- Don’t know enough to provide an answer 46%

Selected At least one correct and no incorrect: 37%
Selected 1+ incorrect/ Don’t know enough: 63%

Which of the following is a solid fat?* [Select all that apply] (n=1000)

*Question added in 2011.
Dietary Components: Low-Calorie Sweeteners
Perceptions of Statements About Low-Calorie Sweeteners

Approximately one-third of Americans agree that low-calorie sweeteners offer potential benefits for health. However, consumers increasingly report a lack of knowledge about low-calorie sweeteners.

**Low-calorie sweeteners. . .**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are an option for people with diabetes</td>
<td>34%</td>
</tr>
<tr>
<td>Can play a role in weight loss or weight management</td>
<td>29%</td>
</tr>
<tr>
<td>Can reduce the calorie content of foods</td>
<td>29%</td>
</tr>
<tr>
<td>Can be part of an overall healthful diet</td>
<td>24%</td>
</tr>
<tr>
<td>Are reviewed for safety by the federal government before being approved for use in foods and beverages</td>
<td>21%</td>
</tr>
<tr>
<td>Offer a potentially useful option to help reduce children’s calorie intake from foods and beverages</td>
<td>15%</td>
</tr>
<tr>
<td>None of the above</td>
<td>12%</td>
</tr>
<tr>
<td>Don’t know enough about them to provide an answer</td>
<td>34%</td>
</tr>
</tbody>
</table>

*Question asked since 2009.*

[Select all that apply] (n=1000)

▲ / ▼ Significant increase/decrease from year indicated
Dietary Components: Carbohydrates and Sugar
Trying to Limit Carbohydrates and Sugars

Nearly three-quarters of Americans are making a change regarding carbohydrates. More than half of Americans say they are trying to limit sugars.

73% of Americans are trying to limit some type(s) of carbohydrates

56% Sugars

44% High fructose corn syrup

24% Refined carbohydrates

17% Complex carbohydrates

27% None of the above

27% of Americans are not trying to limit any type(s) of carbohydrates

Which of the following are you trying to limit?* [Select all that apply] (n=1000)

*Question changed in 2011.
Perceptions of Sugar

When given a list of accurate statements regarding sugars, Americans are most apt to agree that moderate amounts of sugar can be part of an overall healthful diet.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moderate amounts of sugar can be part of an overall healthful diet</td>
<td>52%</td>
</tr>
<tr>
<td>People with diabetes can include some foods with sugar as part of their total diet</td>
<td>36%</td>
</tr>
<tr>
<td>It is not necessary to completely eliminate sugar from your diet in order to lose weight</td>
<td>32%</td>
</tr>
<tr>
<td>High fructose corn syrup, sugars, and honey are similar and are used by the body in the same way</td>
<td>28%</td>
</tr>
<tr>
<td>None of the above</td>
<td>21%</td>
</tr>
</tbody>
</table>

79% of Americans agree with at least one statement about sugar.

21% of Americans do not agree with any statements about sugar.

As far as you know, which of the following statements, if any, are true?* [Select all that apply] (n=1000)

*Question changed in 2011 to include HFCS statement.
Dietary Components: Protein
Perceptions of Protein

Two-thirds of Americans believe that protein helps build muscle. When examples were provided, two-thirds of Americans agreed that protein is found in animal sources (60%) and close to half agreed it is found in plant sources (47%), a significant increase from 2010 (28%).*

88% of Americans agree with at least one statement about protein

Protein helps build muscle 65%
Protein is found in animal sources (meat, poultry, eggs, seafood, dairy) 60%
Protein is found in plant sources (soy products, beans & peas, nuts, seeds) 47% ▲ ’10
Protein helps people feel full 39%
Protein is especially beneficial as people age 39%
High-protein diets can help with weight loss 34%

12% of Americans do not agree with any statements about protein

None of the above 12% ▲ ’10

As far as you know, which of the following statements, if any, accurately describe protein?* [Select all that apply] (n=1000)

*Response wording changed in 2011 to include examples.
Consumption Trend: Protein

Fewer Americans are trying to consume more protein in 2011 compared to 2010. As in 2010, however, the majority are not trying to change the amount of protein they consume.

Please indicate whether you are trying to consume more or less protein* [Select one] (n=990)

*Question language updated in 2011, prior question text: Please indicate whether you are trying to consume more or less of the following. Protein.

▲ / ▼ Significant increase/decrease from year indicated
Dietary Components: Sodium
Concern with Amount of Sodium

There has been no change since 2010 in Americans’ concern about the amount of sodium in their diet; about half of Americans are concerned.

53% of Americans are concerned about the amount of sodium consumed

How concerned are you, if at all, with the amount of sodium in your diet?* [Select one] (n=1000)

*Question added in 2010.
Regular Purchase of Reduced Sodium Foods

Six in 10 Americans regularly purchase reduced/lower sodium foods – among those that do, the most cited items remain canned soup, snacks, and canned vegetables.

Do NOT purchase reduced sodium products 40%

<table>
<thead>
<tr>
<th>OF THOSE WHO PURCHASE REDUCED SODIUM PRODUCTS (n=601)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Canned soup</td>
<td>54%</td>
</tr>
<tr>
<td>Snacks like chips, crackers</td>
<td>44%</td>
</tr>
<tr>
<td>Canned vegetables</td>
<td>43%</td>
</tr>
<tr>
<td>Lunch meat/hot dogs/bacon</td>
<td>36%</td>
</tr>
<tr>
<td>Spreads (butter/margarine, mayonnaise)</td>
<td>33%</td>
</tr>
<tr>
<td>Cheese</td>
<td>32%</td>
</tr>
<tr>
<td>Frozen meals</td>
<td>29%</td>
</tr>
<tr>
<td>Beverages</td>
<td>28%</td>
</tr>
<tr>
<td>Sauces (pasta sauce, gravy)</td>
<td>27%</td>
</tr>
<tr>
<td>Ready-to-eat cereal</td>
<td>26%</td>
</tr>
<tr>
<td>Condiments (e.g., ketchup, soy sauce)</td>
<td>26%</td>
</tr>
<tr>
<td>Fresh meat, poultry, fish</td>
<td>24%</td>
</tr>
<tr>
<td>Bread/rolls</td>
<td>23% ▲ ’10</td>
</tr>
<tr>
<td>Pizza</td>
<td>21%</td>
</tr>
<tr>
<td>Restaurant menu items and meals</td>
<td>19% ▲ ’10</td>
</tr>
<tr>
<td>Packaged/canned pasta or rice products</td>
<td>19%</td>
</tr>
<tr>
<td>Pancakes/waffles</td>
<td>16% ▲ ’10</td>
</tr>
<tr>
<td>Cakes/brownies/muffins/cookies</td>
<td>15%</td>
</tr>
</tbody>
</table>

Do you regularly purchase reduced or relatively lower sodium foods in the following categories?*
[Select all that apply] (n=1000, if purchase n=601)

*Question added in 2010.

▲ / ▼ Significant increase/decrease from year indicated
### Interest in Statements about Sodium

As in 2010, roughly half of all Americans are interested in learning about the various sodium topics.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Somewhat interested</th>
<th>Extremely interested</th>
<th>Extremely+ Somewhat Interested (Top 2):</th>
</tr>
</thead>
<tbody>
<tr>
<td>The amount of sodium I should be consuming</td>
<td>33%</td>
<td>25%</td>
<td>58%</td>
</tr>
<tr>
<td>How sodium can negatively impact my health</td>
<td>34%</td>
<td>22%</td>
<td>56%</td>
</tr>
<tr>
<td>Which foods and beverages contribute the most and least amounts of sodium to my overall diet</td>
<td>34%</td>
<td>21%</td>
<td>55%</td>
</tr>
<tr>
<td>How sodium can benefit my health</td>
<td>35%</td>
<td>20%</td>
<td>55%</td>
</tr>
<tr>
<td>What types of people should be concerned with sodium intake</td>
<td>30%</td>
<td>19%</td>
<td>50%</td>
</tr>
</tbody>
</table>

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Dietary Components: Caffeine
Caffeine Consumption

As in 2010, the majority of Americans say they consume caffeine in moderation.

Which of the following statements best describes your level of caffeine consumption?* [Select one] (n=1000)

- I consume caffeine in moderation 69%
- I consume more caffeine than the average person 20%
- I have eliminated caffeine from my diet 11%

*Question asked since 2008.

▲ / ▼ Significant increase/decrease from year indicated
Populations that Should Limit Caffeine

Six in ten Americans believe that children and pregnant or lactating women should limit their caffeine intake.

Which of the following populations, if any, should limit their caffeine intake?* [Select all that apply] (n=1000)

*Question asked since 2007; last asked in 2008.

- Children (up to 12 years of age) 64%
- Pregnant or lactating women 62%
- Individuals with a heart condition 51% ▼ ‘07
- Teenagers (13-18 years) 49% ▼ ‘07
- Individuals who suffer from heartburn 40% ▼ ‘07
- Individuals with diabetes 38% ▼ ‘07
- Women 21% ▼ ‘07
- Men 19% ▼ ‘07
- None of the above 12% ▲ ‘07
Perceptions of Statements About Caffeine

More than half of Americans agree with caffeine’s ability to help you wake up/stay awake, and nearly half agree that caffeine can help increase energy and can be part of an overall healthful diet.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Response 2011</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caffeine can help you to wake up/stay awake</td>
<td>54%</td>
<td>▼ '08-'10</td>
</tr>
<tr>
<td>Caffeine can help increase energy</td>
<td>46%</td>
<td></td>
</tr>
<tr>
<td>Moderate amounts can be part of a healthful diet</td>
<td>42%</td>
<td>▼ '09</td>
</tr>
<tr>
<td>Caffeine can help improve performance on mental tasks</td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td>Caffeine can help to relieve headaches</td>
<td>28%</td>
<td>▼ '08</td>
</tr>
<tr>
<td>Caffeine may reduce the risk of brain and/or nerve diseases, such as Alzheimer’s and Parkinson’s</td>
<td>17%</td>
<td>▲ '09, '10</td>
</tr>
<tr>
<td>Caffeine-containing beverages can help hydration (daily water intake)</td>
<td>13%</td>
<td>▲ '10</td>
</tr>
<tr>
<td>Caffeine can help optimize athletic performance</td>
<td>12%</td>
<td>▲ '09</td>
</tr>
<tr>
<td>None of the above</td>
<td>18%</td>
<td>▲ '08-'10</td>
</tr>
</tbody>
</table>

Which of the following statements are true, if any, as they relate to caffeine?* [Select all that apply] (n=1000)

*Question asked since 2009.

▲ / ▼ Significant increase/decrease from year indicated
Dietary Components: Food Additives
Food Color Statements: Appearance

Approximately one-third of Americans agree with various functional aspects of food colors in our food supply.

Which of the following statements, if any, do you agree with regarding food colors?*
[Select all that apply] (n=1000)

- I expect my food to look a certain way, and if the color was different, I might not want to eat it/I might think something was wrong with the food: 35%
- Food colors make my food look more appealing: 29%
- The presence of food colors does not affect my food other than to add color: 28%
- None of the above: 29%

*Question added in 2011.
Food Color Statements: Regulation

More than half of Americans believe that food colors have to be labeled on food packaging, with nearly half agreeing that they are reviewed and approved by the government.

- Both natural and artificial food colors must be labeled on food and beverage packages: 56%
- Food colors must be reviewed and approved by the U.S. government before being added to food products: 42%
- Most government and health authorities say there is no link between food colors and hyperactivity in children: 18%
- None of the above: 25%

Which of the following statements, if any, do you believe are true regarding food colors?*
[Select all that apply] (n=1000)

*Question added in 2011.
Fortified Foods and Foods With Added Benefits
Perception of Impact of Fortified Foods and Foods With Added Benefits on Health

The majority of Americans believe that fortified foods and foods with added benefits have at least some impact on overall health.

“Fortification is the addition of one or more essential nutrients to a food, whether or not it is normally contained in the food. Similar to fortified foods, some foods may contain added beneficial ingredients or components that may be used to provide additional health benefits that would not otherwise be present in a comparable food.”

How much of an impact do you think fortified foods or foods with added benefits have on your overall health?*

[Select one] (n=1000)

*Question added in 2011.
Impact of Fortified Foods or Presence of Added Beneficial Components on Purchase Decision

The majority of Americans (80%) believe that fortification/foods with added benefits plays at least some role in their food purchasing behavior.

To what extent does the fact that a food or beverage is fortified or contain added beneficial components impact your decision to purchase it?* [Select one] (n=1000)

*Question added in 2011.
### Purchase of Specific Fortified Foods or Foods with Added Benefits

Four out of five Americans purchase a variety of foods and beverages specifically because of an added benefit or fortification.

<table>
<thead>
<tr>
<th>Food Item</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milk</td>
<td>51%</td>
</tr>
<tr>
<td>Juices</td>
<td>46%</td>
</tr>
<tr>
<td>Eggs</td>
<td>43%</td>
</tr>
<tr>
<td>Yogurt</td>
<td>40%</td>
</tr>
<tr>
<td>Ready-to-eat cereals</td>
<td>39%</td>
</tr>
<tr>
<td>Pasta</td>
<td>31%</td>
</tr>
<tr>
<td>Baked goods</td>
<td>26%</td>
</tr>
<tr>
<td>Bars</td>
<td>25%</td>
</tr>
<tr>
<td>Frozen meals</td>
<td>22%</td>
</tr>
<tr>
<td>Soft margarine spreads</td>
<td>22%</td>
</tr>
<tr>
<td>Flour</td>
<td>14%</td>
</tr>
<tr>
<td>Soy products</td>
<td>9%</td>
</tr>
<tr>
<td>None of the above</td>
<td>20%</td>
</tr>
</tbody>
</table>

Which of the following do you purchase on a regular basis specifically because they are fortified or contain added beneficial components?* [Select all that apply] (n=1000)

*Question added in 2011.
FOOD TECHNOLOGY AND SUSTAINABILITY
Food Technology and Sustainability
**Awareness of Sustainability**

*Nearly six in ten (58%) Americans have read or heard at least “a little” about sustainability in food production.*

---

**How much have you read or heard about the concept of sustainability in food production?**

- **Nothing at all**: 41%
- **A little**: 27%
- **Some**: 26%
- **A lot**: 5%

*Question added in 2011.*

**Due to rounding, chart does not equal 100%.*
Important Aspects of Sustainability

Americans see “ensuring a sufficient food supply” as the most important aspect of sustainability, with more than one quarter ranking this aspect first.

Please rank the top three aspects of sustainability in order of importance to you?* [Select all that apply] (n=587)

*Question added in 2011.
Benefits of Modern Food Technology

More than four in ten Americans believe that advances in modern food technology have provided, or will provide, future benefits for themselves and their families.

Do you believe advances in modern food technology (such as plant and livestock breeding, crop protection, and improved scientific techniques like food biotechnology) have provided or will provide future benefits for you and your family?*

[Select one] (n=1000)

*Question added in 2011
** Due to rounding, chart does not equal 100%. .
Benefits of Modern Food Technology

Of those who say they have or will benefit from modern food technology, three in ten (29 percent) say the greatest benefit is the ability to “produce more food using less land” and one quarter say to “preserve our natural resources.”

- Produce more food using less land: 29%
- Preserve our natural resources: 25%
- Improve nutrition: 20%
- Reduce pesticide use: 17%
- Improve taste: 7%

[IF YES] In your opinion, what is the greatest benefit of modern food technology (such as advances in plant and livestock breeding, crop protection, and improved scientific techniques like food biotechnology)?*

[Select one] (n=426)

*Question added in 2011.
Benefits of Modern Food Production

*Six in ten Americans believe they have benefited from modern food production.*

Do you believe you have benefited from modern food production and processing (such as pasteurizing, fermenting, drying, freezing, fortification, canning, etc.)* [Select one] (n=1000)

*Question added in 2011.
Benefits of Modern Food Production

Of those Americans believing they have benefited from modern food production, improved safety and freshness are the benefits cited most often.

- Improved food safety: 29%
- Food that stays fresher longer: 22%
- Improved health/nutrition: 13%
- Convenience: 10%
- Increased availability: 9%
- Affordability: 7%
- Variety/choice: 5%
- Better taste: 4%
- None of the above: 1%

[IF YES] What aspect of modern food production and processing (such as pasteurizing, fermenting, drying, freezing, fortification, canning, etc.) do you feel you have benefited from the most?* [Select one] (n=610)

*Question added in 2011.
Food Safety: Confidence and Safe Food Handling
Food Safety Confidence

About half of Americans are confident 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?* [Select one] (n=1000)

*Question asked since 2008.
** Due to rounding, chart does not equal 100%.

△ / ▼ Significant increase/decrease from year indicated

INTERNATIONAL FOOD INFORMATION COUNCIL FOUNDATION
Food Safety Responsibility

When asked who they believe is responsible for food safety in the U.S., 71% of Americans believe that the government is responsible, and 67% say food manufacturers, followed by farmers/producers (58%), retailers/food service (47%), and consumers/individuals (39%).

In general, who do you believe is responsible for food safety in the U.S.?*
[Select all that apply] (n=1000)

*Question asked since 2009.

▲ / ▼ Significant increase/decrease from year indicated
Most Important Food Safety Issue Today

*Question asked since 2009.*

**Question changed in 2011 by removing examples in the parentheticals for “chemicals in food” and “foodborne illnesses from bacteria.”

What, in your opinion, is the most important food safety issue today?*

[If chemicals specify open end]

[Select one] (n=1000)

Foodborne illnesses from bacteria 50%

Don’t know 16%

Other 2%

Food allergens 8%

Imported foods 15%

Chemicals in food 9%

---

*Question asked since 2009.

**Question changed in 2011 by removing examples in the parentheticals for “chemicals in food” and “foodborne illnesses from bacteria.”

△ / ▼ Significant increase/decrease from year indicated
Chemicals In Food

Of those Americans who perceive “chemicals in food” to be the most important food safety issue today, they specify chemicals to be additives and pesticides.

- Additives: 32%
- Pesticides: 17%
- Too many (general): 16%
- Food Ingredients: 8%
- Animal Antibiotics: 8%
- Other: 17%
- Don't know: 3%
- Nothing/ No response: 4%

[IF CHEMICALS IN FOOD RATED MOST IMPORTANT ISSUE] What, in your opinion, is the most important food safety issue today?* [Specify, open end n=102]

*Question asked since 2009.
Action Taken Based on Chemicals in Food

Of those Americans who perceive “chemicals in food” to be the most important food safety issue today, three-quarters have not changed their behavior based on the importance they place on the issue.

[IF CHEMICALS IN FOOD RATED MOST IMPORTANT ISSUE] Have you made any changes in the past six months as a result of information you heard or read about chemicals in food…? [Select one]* (n=91) Why? [Open-end n=30]

*Question added in 2010.

▲ / ▼ Significant increase/decrease from year indicated
Specific Action Taken Based on Chemicals in Food

Among those that perceive chemicals in food as the most “important food safety issue,” the actions most commonly involve avoiding certain ingredients and purchasing more organic and natural food products.

- Avoid certain ingredients: 39%
- Buy more natural/organic: 28%
- Monitor country of origin: 11%
- Grow own food: 6%
- Read food label: 6%
- Other: 13%

n=30

[IF CHEMICALS IN FOOD RATED MOST IMPORTANT ISSUE] Have you made any changes in the past six months as a result of information you heard or read about chemicals in food...? [Select one] (n=91) Why? [Open-end n=30]

** Open-end question added in 2011.
Safety of Imported Foods

More than half of Americans say they do not believe imported foods are as safe as foods produced or grown in the USA.

As safe as foods produced or grown in the USA: 34%
More safe than foods produced or grown in the USA: 5%
Less safe than foods produced or grown in the USA: 61%

In general, do you think that imported foods are...?* [Select one] (n=1000)

*Question added in 2011.
Reasoning behind Imported Food Safety Opinion

Beliefs regarding the degree of regulations drives perception of food safety.

<table>
<thead>
<tr>
<th>LESS SAFE</th>
<th>AS SAFE</th>
<th>MORE SAFE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less regulation/inspection</td>
<td>Imports are regulated</td>
<td>More regulated/inspected</td>
</tr>
<tr>
<td>Use chemicals/pesticides</td>
<td>Other countries have safety standards too</td>
<td>Less use of chemicals</td>
</tr>
<tr>
<td>Distance/transport issues</td>
<td>U.S. has food safety issues</td>
<td>U.S. less concerned with quality</td>
</tr>
<tr>
<td>Don’t know how it’s produced</td>
<td>Problems can come from U.S. or imported</td>
<td>Better</td>
</tr>
<tr>
<td>Lack of sanitary conditions</td>
<td>No bad experiences</td>
<td>More naturally grown</td>
</tr>
<tr>
<td>50%</td>
<td>33%</td>
<td>10%</td>
</tr>
<tr>
<td>8%</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>8%</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>7%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>5%</td>
<td>3%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Why do you believe that imported foods are [based on answered to previous question] less/more/as safe as food grown in the United States?* [Open-end] (n=1000)

*Question added in 2011.
General Food Safety Practices

Across most actions asked about, fewer Americans report performing food safety practices on a regular basis compared to previous years.

- Wash my hands with soap and water: 79% ▼ '08-'10
- Wash cutting board(s) with soap and water or bleach: 71% ▼ '08-'10
- Cook to required temperature (such as 165°F for poultry): 68% ▼ '08
- Properly store leftovers within 2 hours of serving: 68% ▼ '08
- Separate raw meat, poultry and seafood from ready-to-eat food products: 62% ▼ '08
- Use different or freshly-cleaned cutting boards for each product (such as raw meat or poultry or...): 51%
- Use a food thermometer to check the doneness of meat and poultry items: 29% ▲ '09
- None of the above: 8% ▲ '08-'10

Which of the following actions do you perform regularly when cooking, preparing, and consuming food products?*
[Select all that apply] (n=1000)

*Question asked since 2008.

▲ / ▼ Significant increase/decrease from year indicated
Pre-Packaged Food Safety Practices

When it comes to pre-packaged food safety practices, 6 in 10 Americans say they follow all cooking instructions and/or flip, rotate, or stir during the cooking process on a regular basis.

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Follow ALL the cooking instructions</td>
<td>61%</td>
</tr>
<tr>
<td>Flip, rotate, or stir during the cooking process</td>
<td>59%</td>
</tr>
<tr>
<td>Check food to see if it is fully heated before consuming</td>
<td>55%</td>
</tr>
<tr>
<td>Check the meal package label at point of purchase to determine the recommended cooking method</td>
<td>51%</td>
</tr>
<tr>
<td>Let food stand for appropriate time after cooking</td>
<td>43%</td>
</tr>
<tr>
<td>Increase or decrease cooking times based on my specific stove, oven, or microwave settings</td>
<td>38%</td>
</tr>
<tr>
<td>Use a food thermometer to make sure the food reaches the required temperature</td>
<td>19%</td>
</tr>
<tr>
<td>I do not purchase/prepare pre-packaged or frozen meals</td>
<td>12%</td>
</tr>
<tr>
<td>None of the above</td>
<td>4%</td>
</tr>
</tbody>
</table>

Which of the following actions do you perform regularly when purchasing or preparing pre-packaged foods (e.g., packaged or frozen meals that contain cooking instructions) at home? * [Select all that apply] (n=1000)

*Question changed in 2011, no longer microwave-specific.
Use of Food Thermometer

Half of Americans do not use a food thermometer at all. When one is used, it is most likely to be while cooking meat and poultry items.

For which products do you use a food thermometer when you are cooking?* [Select all that apply] (n=1000)

- Meats: 39%
- Poultry: 35%
- Fish and seafood: 14%
- Frozen foods: 9%
- Casseroles: 8%
- Egg dishes: 6%
- I do not use a food thermometer: 50%

*Question added in 2011.
Encourage to Use Thermometer

About one-third of Americans say that nothing would encourage them to use a food thermometer. Among those that might, a free thermometer and recommendations in cookbook and website recipes would help most.

What would encourage you to use a food thermometer?* [Select all that apply] (n=1000)

- If I was given a free thermometer: 37%
- If recipes in my cookbooks and websites list temperatures and recommended thermometer use: 34%
- If thermometers were easy to find and buy in stores: 15%
- If my friends used a thermometer and recommend it: 13%
- If my favorite cooking show chef used a thermometer: 8%
- Nothing would encourage me to use a thermometer: 30%

*Question added in 2011.
Microwave Uses

Reheating leftovers and preparing a packaged product continue to be the main reasons Americans use the microwave.

- Reheat leftovers, foods, and/or beverages: 87% ▼ ‘10
- Prepare a packaged product: 71% ▼ ‘10
- Thaw frozen foods and/or beverages: 54%
- Prepare a meal from scratch: 19% ▲ ‘10
- None of the above: 4% ▲ ‘10

For which of the following reasons, if any, do you use your microwave?* [Select all that apply] (n=955)

* Question added in 2010.
* 2011 responses shown only out of those that have/use microwave. Removed packaged product examples in 2011.

▲ / ▼ Significant increase/decrease from year indicated
Food Safety: Information Sources
Recently Used Food Safety Sources

73% of Americans get their food safety information from media sources.

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV or radio news program</td>
<td>39%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>23%</td>
</tr>
<tr>
<td>Cooking shows/hosts</td>
<td>22%</td>
</tr>
<tr>
<td>Internet article</td>
<td>20%</td>
</tr>
<tr>
<td>Talk shows</td>
<td>19%</td>
</tr>
<tr>
<td>Magazine article</td>
<td>17%</td>
</tr>
<tr>
<td>Public service announcement or ad campaign on TV or radio</td>
<td>12%</td>
</tr>
<tr>
<td>Blog or social networking site (e.g., Twitter, Facebook, etc.)</td>
<td>4%</td>
</tr>
<tr>
<td>Food label</td>
<td>27%</td>
</tr>
<tr>
<td>Friends/family</td>
<td>27%</td>
</tr>
<tr>
<td>Government official/public agency</td>
<td>15%</td>
</tr>
<tr>
<td>Grocery store, drug store, or specialty store</td>
<td>15%</td>
</tr>
<tr>
<td>Health association</td>
<td>9%</td>
</tr>
<tr>
<td>Consumer advocacy groups</td>
<td>8%</td>
</tr>
<tr>
<td>Product or manufacturer communications (i.e., website, advertising, etc.)</td>
<td>8%</td>
</tr>
<tr>
<td>Medical professional (e.g., doctor, nurse, physician assistance, pharmacist, etc.)</td>
<td>7%</td>
</tr>
<tr>
<td>At/from schools</td>
<td>4%</td>
</tr>
<tr>
<td>Church/faith based group</td>
<td>3%</td>
</tr>
<tr>
<td>Cooperative extension service agent</td>
<td>3%</td>
</tr>
<tr>
<td>Livestock veterinarians</td>
<td>3%</td>
</tr>
<tr>
<td>Registered dietitian</td>
<td>2%</td>
</tr>
<tr>
<td>Community leader</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
</tbody>
</table>

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=1000)

*Question changed in 2011.
**Trusted Food Safety Sources**

Americans trust government officials as the primary source for food safety information. However, when media sources are considered together, over half of Americans trust these sources for food safety information.

<table>
<thead>
<tr>
<th>Source</th>
<th>Trust Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV or radio news program</td>
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<td>Church/faith based group</td>
<td>5%</td>
</tr>
<tr>
<td>Community leader</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
</tbody>
</table>

55% cite at least one media source

*Question change in 2011.*
Sources that Prompt Safe Food Handling Changes

Recommendations from physicians and public service announcements are most likely to motivate Americans to make changes regarding food handling.

- Recommendation from physician: 45%
- Public service announcement or ad campaign on TV or radio: 43%
- Media reports: 39%
- Recommendation from registered dietitian: 32%
- Guidance from family/friends: 26%
- Blog or social networking site: 7%
- None of the above: 22% (↑ '10)

Which of the following, if any, would prompt you to make changes about safe food handling?*
[Select all that apply] (n=1000)

*"Public Service Announcement" added in 2011.
Safe Refrigerator Temperature

Over one-half of Americans do not know the safe internal temperature for their refrigerators to protect most foods from bacterial growth.

What do you think is the safe internal temperature for your refrigerator to protect most foods from bacteria growth?*
[SSelect one] (n=1000)

*Question added in 2011.
RESTAURANTS/
MEAL OCCASIONS
Restaurants and Eating Occasions
Frequency of Family Meals

On average, Americans eat 7.91 meals with their family each week.

Mean=7.91

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 (No meals)</td>
<td>4%</td>
</tr>
<tr>
<td>1-5</td>
<td>33%</td>
</tr>
<tr>
<td>6-10</td>
<td>41%</td>
</tr>
<tr>
<td>11-14</td>
<td>9%</td>
</tr>
<tr>
<td>15-20</td>
<td>9%</td>
</tr>
<tr>
<td>21 (All meals)</td>
<td>5%</td>
</tr>
</tbody>
</table>

[AMONG MARRIED AND/OR HAVE KIDS] In an average week, how often do you and your family eat meals together? *
[Select one] (n=577)

*Question added in 2011.
Restaurant Ordering Considerations

Taste and price are the most important factors for Americans when deciding what to order in a restaurant.

When deciding what item to order in a restaurant, how important is each of the following factors?*  
[Please rank the factors where “1” is the most important]. (n=1000)

- Taste: 69%
- Price: 61%
- Overall healthfulness: 29%
- Calories: 20%
- Appearance: 15%
- Convenience: 7%

*Question added in 2011.
Important Considerations When Ordering

When thinking about the overall healthfulness of food in restaurants, Americans believe the total nutritional value is most important. This is further evidenced by the fact that equal (and significant) numbers of Americans rate a variety of specific additional factors as important.

Specifically, thinking about the overall healthfulness of meals you order in a restaurant, how important is each of the following when selecting a menu item?* [Select one] (n=1000)

*Question added in 2011.
Help Provided By Calories on Menus

Seven in ten Americans believe that calories on menus would help them in some way with “selecting foods that are more healthful” chosen most often.

71% of Americans say calories listed would help them in some way

- Selecting food items that are more healthful: 52%
- Making informed decisions about your diet: 42%
- Monitoring your daily caloric intake: 37%
- Planning your food consumption for the day: 29%

29% of Americans say calories listed would not help them in any way
- None of the above: 29%

Which of the following would calories listed on a menu help you achieve?* [Select all that apply] (n=1000)

*Question added in 2011.