International Food Information Council Foundation presents

Bridging the Gap Between Consumer Perception and Achieving the 2010 Dietary Guidelines

2010 Food & Health Survey, Consumer Attitudes toward Food Safety, Nutrition & Health

Welcome!
Health Professional Web cast
Please dial in to the audio portion:
Domestic Dial-in #(800) 658-3095
Room Number: 964856914
Toll/US International Dial-in #(240) 724-6048
Room Number: 964856914

Today’s Speakers

• Moderator
  – Kimberly Reed,
    Executive Director, International Food Information Council Foundation

• Presentation of Findings
  – Marianne Smith Edge,
    MS, RD, LD, FADA
    Senior Vice President,
    Nutrition and Food Safety
Today’s Speakers

– Wendy Reinhardt Kapsak, MS, RD
  Senior Director, Health and Wellness

– Ann Bouchoux
  Senior Director of Nutrients
  and Editor of Food Insight Newsletter

Questions and Answers

Please send all questions to: foodandhealth@ific.org

We will answer questions at the end of the web cast.

Please follow us @foodinsight, #foodinsight

A PDF copy of these slides will be available after the web cast at IFIC’s Food & Health Survey Resources:

2010 Food & Health Survey
Today’s Discussion

• Brief Food & Health Background
• Presentation of Key Findings
• Summary & Takeaways
• Questions and Answers

International Food Information Council Foundation

Mission:
To effectively communicate science-based information on health, nutrition, and food safety for the public good.

Primarily supported by the broad-based food, beverage and agricultural industries.

http://www.foodinsight.org
The Foundation Food & Health Survey

http://www.foodinsight.org

2006
2007
2008
2009
2010

2010 Food & Health Survey

International Food Information Council (IFIC) Foundation
2010 Food & Health Survey
Consumer Attitudes Toward Food Safety, Nutrition, & Health
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>April 30-May 17, 2010</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) Please note that Total, Top 2, and Bottom 2 may not add to 100% or respective composite score due to rounding.
4) Similarly, there may appear to be inconsistencies (no more than 1-2%) in statistical testing due to rounding.

Key Objectives and Learnings

Participants will be able to:

- Understand the consumer insights about today’s major food & health topics
- Identify the calorie and energy balance misinformation that exist for consumers
- Recognize the consumer’s knowledge gap between the recommended Dietary Guidelines and actual behavior
Familiarity with “Dietary Guidelines for Americans”

Most Americans have either not heard of the “Dietary Guidelines for Americans” or know very little about them.

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=1024)

- I have never heard of them
- I have heard of them, but know very little about them
- I know a fair amount about them
- I know a lot about them

*Question asked since 2009.
Familiarity with MyPyramid

The majority of Americans have at least heard of MyPyramid, which is consistent with previous years.

Which of the following best describes your familiarity with the government’s Food Pyramid, called MyPyramid?* [Select one] (n=1024)

- I know a lot about it 9%
- I have never heard of it 15%
- I have heard of it, but know very little about it 34%
- I know a fair amount about it 42%

*Question asked since 2006.

Sources of Contact with MyPyramid

Americans’ contact with MyPyramid appears to be down compared to previous years.

At a doctor’s office or health clinic 31%\(^{\downarrow}\) ’09 ’08
In a TV, newspaper, or magazine story 28%\(^{\downarrow}\) ’09 ’08
Advertising** 22%
At/from a school** 21%
In a grocery store 21%
On a food or beverage package 20%\(^{\downarrow}\) ’08
On the MyPyramid Web site 8%
On other products other than a food or beverage 5%
I have not seen any information 30%

Where, if at all, have you seen MyPyramid information?* [Select all that apply] (n=1024)

*Question asked since 2008.
**Modification from 2009: Added “Advertising” and “At/from school”
\(^{\uparrow} / ^{\downarrow}\) Significant increase/decrease from year indicated

2010 Food & Health Survey
MyPyramid Usage

Among those that have at least heard of MyPyramid, the majority continue to not have used it.

- Changed my diet to lose weight: 11%
- Changed my diet or my family's diet to eat healthier based on the recommendation from MyPyramid: 11%
- Visited the MyPyramid Web site: 9%
- Used the tools on the MyPyramid Web site to plan or assess my diet: 7%
- None of the above: 71%

*(IF HEARD OF) In which of the following ways, if any, have you used MyPyramid?* [Select all that apply] (n=869)

*Question asked since 2008.

Broad Takeaways

- Most consumers are concerned about their weight and many are trying to lose weight, and weight loss is the primary driver for dietary change and physical activity.
- Consumers are confused about the role calories play in relation to weight, and most consumers do not make an effort to balance calories consumed versus calories burned.
- DGAC provides recommendations to improve consumer's health but there remains great confusion among consumers about nutrients—a great educational need and opportunity.
- Consumers trust health professionals and government agencies to deliver health and food safety related information.
- Most consumers practice basic safe food handling, but the numbers continue to decline. Consumers need targeted and clear food safety information.

*2010 Food & Health Survey*
Confusion Reigns!

“Even at the highest level of government, there’s a significant focus on an overweight and obese population, with an emphasis on reducing the amount of calories in the diet and increasing physical activity, but first people need to understand the role that calories play”.

- Marianne Smith-Edge

Diet, Weight, & Physical Activity
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 unhealthful" category.

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)

- Top 2: 53% \( \downarrow \) '08 '07
- Bottom 2: 21%

Drivers of Dietary Changes

Americans now cite "to lose weight" as the principal reason for making dietary changes, followed by "to improve my overall well-being" and "to improve my physical health" (which have dropped in ranking compared to previous years).

- To lose weight: 65%
- To improve my overall well-being**: 59% \( \downarrow \) '09 '08 '07
- To improve my physical health**: 56% \( \downarrow \) '08 '07
- Because of a specific health condition: 31% \( \downarrow \) '07
- To maintain my weight: 16% \( \uparrow \) '08

Mean number of reasons:
- 2010: 2.3 \( \downarrow \) '08 '07
- 2009: 2.4 \( \downarrow \) '08 '07
- 2008: 2.5 \( \downarrow \) '07
- 2007: 2.7

(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=658)

*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".

\( \uparrow \) / \( \downarrow \) Significant increase/decrease from year indicated

2010 Food & Health Survey
Concern with Perceived Weight Status

Similar to last year, Americans’ concern with their perceived weight status has slightly decreased since 2008.

Concerned: 70% ▼ '08
T2: 70% ▼ '08
B2: 18% ▲ '08

How concerned are you about your weight?* [Select one] (n=1024)

*Question asked since 2006.

Current Weight Strategy

Consistent with previous years, one in eight Americans are currently doing something regarding their weight. Nearly 20% are not doing anything.

Which of the following best describes what you are currently doing regarding your weight?* [Select one] (n=1024)

*Question asked since 2007.
**Changes Made to Lose/Maintain Weight**

When asked what they are doing to try to “maintain” or “lose” weight, the top responses continue to be “changing the amounts” and “types of foods I eat” and “engaging in physical activity”. Over half of those trying to “maintain/lose” weight report making three or more changes.

- Changing the amount of food I eat: 69%
- Changing the types of foods and/or food components I eat: 63%
- Engaging in physical activity: 60%
- Changing how often I eat: 41%
- Consuming diet foods and beverages that contain low-calorie/artificial sweeteners: 22%
- Counting calories: 19%
- Seeing a health professional: 8%
- Following a specific weight loss/diet program: 8%
- Seeing a dietitian: 3%

(IF TRYING TO LOSE/MAINTAIN WEIGHT) Which of the following things are you doing in an effort lose or maintain your weight?* [Select all that apply] (n=788)

*Question asked since 2009.

**Physical Activity Perceived Level**

Roughly one-third of Americans perceive their physical activity level to be “sedentary”, more than half say they are “moderately active”, and less than 1 in 10 say they are “vigorously active”.

- Active: 63%
- Moderately Active: 54%
- Vigorously Active: 8%
- Sedentary: 37%

On average, which of the following best describes your level of physical activity?* (n=1024) [Select one]

*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.)

▲ / ▼ Significant increase/decrease from year indicated
Motivators for Physical Activity

Americans’ top motivator for being physically active is to “lose or maintain weight”.

- Lose or maintain weight: 35%
- Improve appearance: 22%
- Avoid or manage health condition(s): 15%
- Improve mood: 12%
- Improve athletic performance and/or strength: 7%
- Improve focus: 3%
- Gain weight: 1%

(If active) Which of the following is your main motivation for being physically active?*

*Question added in 2010.

Strength Training Frequency

Among those who are active, over half say that they do not include any strength training sessions. Among those who do, most strength train between 1-3 days a week.

- No: 56%
- 1 day: 4%
- 2 days: 11%
- 3 days: 14%
- 4 days: 6%
- 5 days: 6%
- 6 days: 6%
- 7 days: 2%

Mean: 3.22 days

(If 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=642)

*Question added in 2010.
**Meets HHS Physical Activity Guidelines**

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.

<table>
<thead>
<tr>
<th>HHS guidelines (n=1024)</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NET: MEETS HHS GUIDELINES</strong></td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>Moderately Active</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>Vigorously Active</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td><strong>NET: DOES NOT MEETS HHS GUIDELINES</strong></td>
<td>77%</td>
<td></td>
</tr>
<tr>
<td>Sedentary</td>
<td>37%</td>
<td></td>
</tr>
<tr>
<td>Moderately Active</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>Vigorously Active</td>
<td>2%</td>
<td></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.

---

**Calorie-Energy Balance**

---

*2010 Food & Health Survey*
**Calorie Sources and Weight Gain**

Similar to previous years, close to a third of Americans correctly identify that "calories in general are what causes weight gain" and slightly fewer Americans now believe that "calories from fats are most likely to cause weight gain" compared to 2009 and 2008.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories in general are what causes weight gain</td>
<td>31%</td>
</tr>
<tr>
<td>Calories from fats are most likely to cause weight gain</td>
<td>28% (▼ '09 '08)</td>
</tr>
<tr>
<td>Calories from carbohydrates are most likely to cause weight gain</td>
<td>21%</td>
</tr>
<tr>
<td>Calories from protein are most likely to cause weight gain</td>
<td>2%</td>
</tr>
<tr>
<td>Not sure</td>
<td>19%</td>
</tr>
</tbody>
</table>

Which of the following statements do you agree with regarding the relationship between calories and weight gain? [Select one] (n=1024)

*Question asked since 2006.

<table>
<thead>
<tr>
<th>Year</th>
<th>Increase/Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td></td>
</tr>
</tbody>
</table>

**Knowledge of Calories Per Day**

When asked to estimate the number of calories that should be consumed in an average day, a quarter of Americans were unwilling or unable to provide an answer and roughly two-thirds provided a response, but estimated incorrectly.

- **Unaware**: 25%
- **Estimated correctly**: 12%
- **Over-estimated**: 12%
- **Under-estimated**: 51%

63% responded but estimated 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=1024)

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

**Modification from 2008 to 2010**: "And physical activity" was added to the question. Definitions of physical activity levels were provided.

**2010 Food & Health Survey**
## Estimated Daily Calories Consumed vs. Expended

It appears that more Americans are confused about how many calories they expend in a day vs. how many calories they consume.

<table>
<thead>
<tr>
<th>Calories</th>
<th>Calories</th>
</tr>
</thead>
<tbody>
<tr>
<td>consumed</td>
<td>expended</td>
</tr>
<tr>
<td>Don't Know</td>
<td>25%</td>
</tr>
<tr>
<td>1000 or less</td>
<td>6%</td>
</tr>
<tr>
<td>1001-1500</td>
<td>13%</td>
</tr>
<tr>
<td>1501-2000</td>
<td>23%</td>
</tr>
<tr>
<td>2001-2500</td>
<td>14%</td>
</tr>
<tr>
<td>More than 2500</td>
<td>12%</td>
</tr>
<tr>
<td>Mean (excludes outliers**)</td>
<td>1,995</td>
</tr>
</tbody>
</table>

Now, on average, how many calories do you think you actually consume per day?* [Open-end] (n=1024)

Finally, on average, how many calories do you think you “burn”/use per day? [Open-end] (n=1024)

*Question added in 2010.
** Outliers: Responses of 5000 or more have been excluded.

## Daily Effort to Balance Calories Consumed and Expended

Over half of Americans do not attempt to consciously monitor the calories they consume and expend in a day.

- Always: 6%
- Sometimes: 37%
- Rarely: 30%
- Not at all: 28%

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=1024)

*Question added in 2010.

2010 Food & Health Survey
**Energy Balance Adjustments**

When asked whether they adjust their consumption versus physical activity levels regularly, roughly 6 in 10 Americans (62%) report that they do so in at least one way.

- Increase your physical activity on days when you consume more: 28%
- Consume more on days when you are physically active: 27%
- Consume less on days when you are not physically active: 22%
- Decrease your physical activity on days when you consume less: 5%
- None of the above: 38%

Selected 2 or more: 17%

*Question added in 2010.*

**Motivators of Weight Loss/Maintenance**

Similar to last year, when asked what encourages them to stay on track, those who are trying to maintain/lose weight cite "improvement in physical appearance" and "improvement in health/overall well-being" as their top responses.

- Improvement in physical appearance: 68%
- Improvement in health/overall well-being: 64%
- Increased energy: 50%
- Increased self-esteem: 47%
- Compliments from friends/family: 36%
- Stress relief: 32%
- Being a good role model: 19%
- Tracking/recording progress: 14%
- More attention from strangers: 8%

(IF TRYING TO LOSE/MAINTAIN WEIGHT) In your effort to [lose/maintain] weight, which of the following encourages you to stay on track? * (n=788)

*Question asked since 2009.*
Barriers of Weight Loss/Maintenance

On the contrary, when asked what discourages them from staying on track to lose/maintain their weight, "lack of will power", "lack of time", and "not seeing results quickly" (down from 2009) are cited as top responses.

<table>
<thead>
<tr>
<th>Reason</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of will power</td>
<td>44%</td>
</tr>
<tr>
<td>Lack of time</td>
<td>40%</td>
</tr>
<tr>
<td>Not seeing results quickly</td>
<td>38%</td>
</tr>
<tr>
<td>Get bored</td>
<td>34%</td>
</tr>
<tr>
<td>Not making enough progress</td>
<td>33%</td>
</tr>
<tr>
<td>Lack of energy</td>
<td>31%</td>
</tr>
<tr>
<td>Stress</td>
<td>29%</td>
</tr>
<tr>
<td>Cost</td>
<td>24%</td>
</tr>
<tr>
<td>Dislike of physical activity</td>
<td>20%</td>
</tr>
<tr>
<td>Don't like the taste of foods/beverages</td>
<td>17%</td>
</tr>
</tbody>
</table>
| I have to eat/drink                         | 8% 
| Lack of knowledge                           | 7% |
| Lack of support from friends/family         | 7% |

(If trying to lose/maintain weight) In your effort to lose/maintain weight, which of the following discourages you from staying on track? (n=788)

*Question asked since 2009.

Significant increase/decrease from year indicated
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.

<table>
<thead>
<tr>
<th>Dietary Fats</th>
<th>Less</th>
<th>Neither</th>
<th>More</th>
</tr>
</thead>
<tbody>
<tr>
<td>Omega 3 fatty acids (n=915)</td>
<td>11%</td>
<td>46%</td>
<td>43%</td>
</tr>
<tr>
<td>Omega 6 fatty acids (n=817)</td>
<td>13%</td>
<td>61%</td>
<td>28%</td>
</tr>
<tr>
<td>Monounsaturated fats (n=873)</td>
<td>31%</td>
<td>61%</td>
<td>8%</td>
</tr>
<tr>
<td>Polyunsaturated fats (n=892)</td>
<td>37%</td>
<td>58%</td>
<td>5%</td>
</tr>
<tr>
<td>Trans fats (n=980)</td>
<td>64%</td>
<td>34%</td>
<td>2%</td>
</tr>
<tr>
<td>Saturated fats (n=982)</td>
<td>64%</td>
<td>34%</td>
<td>1%</td>
</tr>
</tbody>
</table>

(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.
Carbohydrates, Sugars, & Sweeteners

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.

<table>
<thead>
<tr>
<th>Consumption</th>
<th>Fiber (n=1015)</th>
<th>Whole grains (n=1014)</th>
<th>Complex carbohydrates (n=929)</th>
<th>Refined carbohydrates (n=919)</th>
<th>Sugar (n=1015)</th>
<th>HFCS (n=995)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Less 2%</td>
<td>Neither 25%</td>
<td>More 72%</td>
<td>Less 41%</td>
<td>Neither 70%</td>
<td>Less 63%</td>
</tr>
<tr>
<td></td>
<td>More 25%</td>
<td>No change 73%</td>
<td>No change 23%</td>
<td>More 53%</td>
<td>More 28%</td>
<td>More 36%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(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

2010 Food & Health Survey
Perceptions of Statements about Sugar

Significantly fewer Americans believe that "moderate amounts of sugar can be part of an overall healthful diet" compared to previous years.

- Moderate amounts of sugar can be part of an overall healthful diet: 58% '09, 47% '08
- It is not necessary to eliminate sugar from your diet in order to lose weight: 41% '08
- People with diabetes can include some foods with sugar as part of their total diet: 34% '08
- All types of sugars affect health in the same way: 17%
- None of the above: 14%

As far as you know, which of the following statements, if any, are true?* [Select all that apply] (n=1024)

*Question asked since 2008.

2010 Food & Health Survey

Perceptions of Statements About Low-Calorie/Artificial Sweeteners

When asked whether they agreed with statements about low-calorie/artificial sweeteners, roughly a third to a quarter agreed with each statement.

- Low-calorie/artificial sweeteners... Can play a role in weight loss or weight management: 38%
- Are an option for people with diabetes: 38%
- Can reduce the calorie content of foods: 34%
- Can be part of an overall healthful diet: 29%
- Are reviewed for safety by the federal government before being approved for use in foods and beverages: 24%
- Offer a potentially useful option to help reduce children's calorie intake from food and beverages: 14%
- None of the above: 12%
- I do not know enough about low-calorie/artificial sweeteners to provide an answer: 27%

Which of the following statements, if any, do you agree with regarding low-calorie/artificial sweeteners?* [Select all that apply] (n=504)

*Question asked since 2009.

2010 Food & Health Survey

⚠ / ▼ Significant increase/decrease from year indicated
Top Reasons Americans Consume Low-Calorie/Artificial Sweeteners

Americans report consuming low-calorie/artificial sweeteners primarily to help with calorie management and because of taste preference.

- To help with calorie management: 32%
- Taste preference: 22%
- As a sweetener alternative due to having a health condition (e.g. diabetes): 14%
- So I can consume more of the other foods I enjoy: 11%
- I do not consume foods and/or beverages containing low-calorie/artificial sweeteners: 40%

Which of the following reasons, if any, do you consume foods and/or beverages containing low-calorie/artificial sweeteners?* [Select all that apply] (n=504)

*Question asked since 2009.

2010 Food & Health Survey

Protein
Consumption Trend: Protein

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

![Pie chart showing consumption trends]

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

- Trying to consume more: 49%
- Trying to consume less: 6%
- Neither: 45%

*Question added in 2010.

2010 Food & Health Survey

Perceptions of Statements about Protein

Americans are twice as likely to say protein is found in animal sources vs. plant sources.

- Protein helps build muscle: 68%
- Protein is found in animal sources: 56%
- Protein helps people feel full: 40%
- High-protein diets can help with weight loss: 37%
- Protein is especially beneficial as people age: 35%
- Protein is found in plant sources: 28%
- None of the above: 7%

Selected ALL 6: 9%

*Question added in 2010.

2010 Food & Health Survey

▲ / ▼ Significant increase/decrease from year indicated
Sodium

2010 Food & Health Survey

Concern with Sodium Amount

Slightly more than half of Americans are concerned with the amount of sodium in their diet.

Concerned: 53%

Top 2: 53%
Bottom 2: 24%

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

*Question added in 2010.

2010 Food & Health Survey
Regular Purchase of Reduced Sodium Foods

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

<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>58%</td>
</tr>
<tr>
<td>Snacks like chips, crackers</td>
<td>48%</td>
</tr>
<tr>
<td>Canned vegetables</td>
<td>41%</td>
</tr>
<tr>
<td>Spreads (butter/margarine, mayonnaise)</td>
<td>35%</td>
</tr>
<tr>
<td>Lunch meat/hot dogs/bacon</td>
<td>35%</td>
</tr>
<tr>
<td>Frozen meals</td>
<td>34%</td>
</tr>
<tr>
<td>Condiments (e.g., ketchup, soy sauce)</td>
<td>33%</td>
</tr>
<tr>
<td>Sauces (pasta sauce, gravy)</td>
<td>28%</td>
</tr>
<tr>
<td>Cheese</td>
<td>27%</td>
</tr>
<tr>
<td>Beverages</td>
<td>25%</td>
</tr>
<tr>
<td>Packaged/canned pasta or rice products</td>
<td>23%</td>
</tr>
<tr>
<td>Ready-to-eat cereal</td>
<td>22%</td>
</tr>
<tr>
<td>Fresh meat, poultry, fish</td>
<td>19%</td>
</tr>
<tr>
<td>Bread/rolls</td>
<td>18%</td>
</tr>
<tr>
<td>Restaurant menu items and meals</td>
<td>17%</td>
</tr>
<tr>
<td>Pizza</td>
<td>15%</td>
</tr>
<tr>
<td>Cakes/brownies/muffins/cookies</td>
<td>12%</td>
</tr>
<tr>
<td>Pancakes/waffles</td>
<td>10%</td>
</tr>
</tbody>
</table>

Do you regularly purchase reduced or relatively lower sodium foods in the following categories?* [Select all that apply] (n=1024)

*Question added in 2010.

2010 Food & Health Survey

Interest in Statements about Sodium

Roughly half of all Americans are interested in learning about the various sodium topics.

<table>
<thead>
<tr>
<th>Top 2:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Which foods and beverages contribute the most and least amounts of sodium to my overall diet</td>
</tr>
<tr>
<td>The amount of sodium I should be consuming</td>
</tr>
<tr>
<td>How sodium can negatively impact my health</td>
</tr>
<tr>
<td>How sodium can benefit my health</td>
</tr>
<tr>
<td>What types of people should be concerned with sodium intake</td>
</tr>
</tbody>
</table>

How interested, if at all, would you be in learning about the following topics?*
[Select one] (n=1024)

*Question added in 2010.

2010 Food & Health Survey
Consumer Choice

Food Shopping Destination
The vast majority of Americans conduct the bulk of their household food shopping at a supermarket/grocery store.

- Supermarket/Grocery store: 88%
- Warehouse membership club: 4%
- Discount retailer: 4%
- Local market/farmer’s market: 2%
- Specialty: 1%
- Convenience store: 1%

Where does your household do the majority of its food shopping?*
[Select all that apply] (n=1024)

*Question added in 2010.
**Healthfulness of Food Shopping Destination**

Roughly three-quarters of Americans are satisfied with the healthfulness of products offered at their supermarket/grocery store and warehouse membership club.

**Top 2:**

Supermarket/Grocery store (n=902)
- Somewhat satisfied: 52%
- Extremely satisfied: 21%
- Total satisfaction: 73%

Warehouse membership club (n=44)
- Somewhat satisfied: 49%
- Extremely satisfied: 31%
- Total satisfaction: 80%

How satisfied are you with the healthfulness of products offered where you do the majority of your food shopping? * [Select one] (n=1024)

NOTE: Categories <4% not shown

2010 Food & Health Survey

**Sources of Food, Nutrition, and Food Safety Information**

Similar to last year, the top stated source of information that Americans use to guide their food, nutrition, and food safety practices is the food label.

<table>
<thead>
<tr>
<th>Source of Information</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food label</td>
<td>62%</td>
</tr>
<tr>
<td>Friends/family</td>
<td>40%</td>
</tr>
<tr>
<td>Grocery store, drug store, or specialty store</td>
<td>29%</td>
</tr>
<tr>
<td>Health professional</td>
<td>28%</td>
</tr>
<tr>
<td>Internet article</td>
<td>24%</td>
</tr>
<tr>
<td>TV news program</td>
<td>19%</td>
</tr>
<tr>
<td>Magazine article</td>
<td>18%</td>
</tr>
<tr>
<td><strong>Cooking show</strong></td>
<td>17%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>12%</td>
</tr>
<tr>
<td>Product or manufacturer communications</td>
<td>9%</td>
</tr>
<tr>
<td>Health association</td>
<td>7%</td>
</tr>
<tr>
<td><strong>Talk shows</strong></td>
<td>7%</td>
</tr>
<tr>
<td><strong>Dietitian</strong></td>
<td>6%</td>
</tr>
<tr>
<td>At/from school</td>
<td>5%</td>
</tr>
</tbody>
</table>

What three sources of information do you use most often to guide your food, nutrition, and food safety practices? * [Select three] (n=1024)

NOTE: Responses <5% not shown

2010 Food & Health Survey
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.

<table>
<thead>
<tr>
<th>Destination</th>
<th>Lower prices</th>
<th>Better labels and packaging</th>
<th>More choices/Better quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supermarket/Grocery store (n=901)</td>
<td>18%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Warehouse membership club (n=44)</td>
<td>16%</td>
<td>10%</td>
<td>21%</td>
</tr>
</tbody>
</table>

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.

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.

<table>
<thead>
<tr>
<th>Information</th>
<th>2008</th>
<th>2007</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nutrition Facts panel</td>
<td>68%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expiration date</td>
<td>66%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand name</td>
<td>50%</td>
<td>08%</td>
<td>07%</td>
</tr>
<tr>
<td>Ingredients</td>
<td>47%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Size of product</td>
<td>46%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nutrition content on the front of the package</td>
<td>32%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statements about nutrition benefits</td>
<td>29%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statements about health benefits</td>
<td>22%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country of origin labeling</td>
<td>15%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organic</td>
<td>14%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Allergen labeling</td>
<td>11%</td>
<td>08%</td>
<td>07%</td>
</tr>
<tr>
<td>Health symbol or health icon</td>
<td>11%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>None of the above</td>
<td>4%</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=1024)

*Question asked since 2006.

**Modification from 2006/2008: 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.
Information Used on the Nutrition Facts Panel

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.

<table>
<thead>
<tr>
<th>Information</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories</td>
<td>74%</td>
</tr>
<tr>
<td>Sodium</td>
<td>63%</td>
</tr>
<tr>
<td>Total Fat</td>
<td>62%</td>
</tr>
<tr>
<td>Sugars</td>
<td>62%</td>
</tr>
<tr>
<td>Saturated Fat</td>
<td>52%</td>
</tr>
<tr>
<td>Serving size</td>
<td>52%</td>
</tr>
<tr>
<td>Trans Fat</td>
<td>52%</td>
</tr>
<tr>
<td>Calories from fat</td>
<td>51%</td>
</tr>
<tr>
<td>Fiber</td>
<td>47%</td>
</tr>
<tr>
<td>Number of servings per package</td>
<td>46%</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>43%</td>
</tr>
<tr>
<td>Carbohydrates</td>
<td>43%</td>
</tr>
<tr>
<td>Protein</td>
<td>37%</td>
</tr>
<tr>
<td>Vitamins and minerals</td>
<td>32%</td>
</tr>
<tr>
<td>Calcium</td>
<td>20%</td>
</tr>
<tr>
<td>Potassium</td>
<td>14%</td>
</tr>
</tbody>
</table>

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

2010 Food & Health Survey

Ingredient Information Used

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.

<table>
<thead>
<tr>
<th>Information</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of fat/oil</td>
<td>62%</td>
</tr>
<tr>
<td>Sweeteners</td>
<td>59%</td>
</tr>
<tr>
<td>Natural ingredients</td>
<td>54%</td>
</tr>
<tr>
<td>Order of ingredients on list</td>
<td>47%</td>
</tr>
<tr>
<td>Vitamins/minerals</td>
<td>43%</td>
</tr>
<tr>
<td>Artificial ingredients</td>
<td>43%</td>
</tr>
<tr>
<td>Preservatives</td>
<td>41%</td>
</tr>
<tr>
<td>Flavors/spices</td>
<td>29%</td>
</tr>
<tr>
<td>Caffeine</td>
<td>28%</td>
</tr>
<tr>
<td>Length of ingredients list</td>
<td>22%</td>
</tr>
<tr>
<td>Food colors</td>
<td>18%</td>
</tr>
<tr>
<td>Ability to pronounce ingredient name(s)</td>
<td>14%</td>
</tr>
<tr>
<td>Allergens</td>
<td>14%</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=479)

2010 Food & Health Survey
### 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:

<table>
<thead>
<tr>
<th>Factor</th>
<th>2006</th>
<th>2007</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taste</td>
<td>32%</td>
<td>53%</td>
<td>86%</td>
</tr>
<tr>
<td>Price</td>
<td>31%</td>
<td>43%</td>
<td>73% ▲ '06</td>
</tr>
<tr>
<td>Healthfulness</td>
<td>34%</td>
<td>24%</td>
<td>58% ▼ '07</td>
</tr>
<tr>
<td>Convenience</td>
<td>28%</td>
<td>28%</td>
<td>56% ▲ '06</td>
</tr>
</tbody>
</table>

*Question asked since 2006.

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

* Some impact - 4  ★ A Great Impact - 5

2010 Food & Health Survey

### Food Safety
Food Safety Responsibility
When asked who they believe is responsible for food safety in the U.S., 74% of Americans believe that the government is responsible, 70% say food manufacturers, followed by farmers/producers (56%), retailers/food service (49%), and consumers/individuals (41%).

Selected 5 or more: 31%
Selected 7 or more: 12%

In general, who do you believe is responsible for food safety in the U.S.?*
[Select all that apply] (n=1024)

*Question asked since 2009.

Most Important Food Safety Issue Today
Americans believe that “foodborne illnesses from bacteria” is the most important food safety issue today, followed closely by “chemicals in food”.

What, in your opinion, is the most important food safety issue today?* [Select one] (n=1024)

*Question asked since 2009.
Action Based on Most Important Food Safety Issue Today

Perceived important food safety issues do not prompt behavior change for most Americans.

IF SELECTED AS MOST IMPORTANT FOOD SAFETY ISSUE:

<table>
<thead>
<tr>
<th>Issue</th>
<th>No</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foodborne illness (n=451)</td>
<td>85%</td>
<td>15%</td>
</tr>
<tr>
<td>Chemicals in food (n=397)</td>
<td>84%</td>
<td>16%</td>
</tr>
<tr>
<td>Imported food (n=88)</td>
<td>68%</td>
<td>32%</td>
</tr>
</tbody>
</table>

(IF IMPORTED FOODS, FOODBORNE ILLNESS, OR 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...? [Select one] Why? [Open-end] (n=936)

*Question added in 2010.

2010 Food & Health Survey

General Food Safety Practices

Similar to last year, fewer Americans are performing food safety practices compared to 2008. The vast majority say they wash their hands with soap and water (89%) and wash the cutting board(s) with soap and water or bleach (78%).

Selected 5 or more: 57%
Selected all 7: 17%

Which of the following actions do you perform regularly when cooking, preparing, and consuming food products?* [Select all that apply] (n=1024)

*Question asked since 2008.

2010 Food & Health Survey
Recently Used Food Safety Sources

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

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV news program</td>
<td>43%</td>
</tr>
<tr>
<td>Internet article</td>
<td>32%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>28%</td>
</tr>
<tr>
<td>Friends/family</td>
<td>28%</td>
</tr>
<tr>
<td>Magazine article</td>
<td>25%</td>
</tr>
<tr>
<td>Food label</td>
<td>24%</td>
</tr>
<tr>
<td>Cooking shows/hosts</td>
<td>22%</td>
</tr>
<tr>
<td>Talk shows</td>
<td>21%</td>
</tr>
<tr>
<td>Grocery store, drug store, or specialty store</td>
<td>14%</td>
</tr>
<tr>
<td>Government agency/official</td>
<td>14%</td>
</tr>
<tr>
<td>Product or manufacturer communications (i.e., Web sites, advertising, etc.)</td>
<td>13%</td>
</tr>
<tr>
<td>Radio news program</td>
<td>13%</td>
</tr>
<tr>
<td>Health professional (e.g., doctor, nurse, physician assistance, pharmacist, etc.)</td>
<td>10%</td>
</tr>
<tr>
<td>Health association</td>
<td>9%</td>
</tr>
<tr>
<td>Consumer advocacy groups</td>
<td>9%</td>
</tr>
<tr>
<td>All from schools</td>
<td>5%</td>
</tr>
<tr>
<td>None of the above</td>
<td>20%</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=1024)

NOTE: Responses <5% not shown

\*Question added in 2010.

\▲ / ▼ Significant increase/decrease from year indicated

2010 Food & Health Survey

Trusted Food Safety Sources

Government agency/officials and health professionals are the top cited trusted sources for food safety information.

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government agency/official</td>
<td>39%</td>
</tr>
<tr>
<td>Health professional (e.g., doctor, nurse, physician assistance, pharmacist, etc.)</td>
<td>36%</td>
</tr>
<tr>
<td>TV news program</td>
<td>32%</td>
</tr>
<tr>
<td>Health association</td>
<td>31%</td>
</tr>
<tr>
<td>Food label</td>
<td>26%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>24%</td>
</tr>
<tr>
<td>Dietitian</td>
<td>24%</td>
</tr>
<tr>
<td>Magazine article</td>
<td>18%</td>
</tr>
<tr>
<td>Consumer advocacy groups</td>
<td>18%</td>
</tr>
<tr>
<td>Internet article</td>
<td>18%</td>
</tr>
<tr>
<td>Friends/family</td>
<td>17%</td>
</tr>
<tr>
<td>Cooking shows/hosts</td>
<td>17%</td>
</tr>
<tr>
<td>Grocery store, drug store, or specialty store</td>
<td>16%</td>
</tr>
<tr>
<td>Radio news program</td>
<td>14%</td>
</tr>
<tr>
<td>Product or manufacturer communications (i.e., Web sites, advertising, etc.)</td>
<td>13%</td>
</tr>
<tr>
<td>Talk shows</td>
<td>12%</td>
</tr>
<tr>
<td>All from schools</td>
<td>8%</td>
</tr>
<tr>
<td>Cooperative extension service agent</td>
<td>7%</td>
</tr>
<tr>
<td>None of the above</td>
<td>15%</td>
</tr>
</tbody>
</table>

Which of the following sources, if any, do you trust to deliver food safety information?* [Select all that apply] (n=1024)

NOTE: Responses <5% not shown

\*Question added in 2010.

\▲ / ▼ Significant increase/decrease from year indicated

2010 Food & Health Survey
Sources that Prompt Safe Food Handling Changes

Physicians and media reports are most likely to prompt safe food handling changes.

Which of the following, if any, would prompt you to make changes about safe food handling?* [Select all that apply]  (n=1024)

- Recommendation from physician: 58%
- Media reports: 54%
- Recommendation from dietitian: 36%
- Guidance from family/friends: 35%
- Blog or social networking site: 8%

*Question added in 2010.

Our Call to Action

We have an opportunity and responsibility to communicate science-based messages that will motivate consumers to ACTION!
Questions and Answers

foodandhealth@ific.org

For More Information

Other topics included in this survey:

- Health Status
- Confidence in the Food Supply
- Microwave Safety
- Information Sources and Influencers
- Food Additives and Colors
- Caffeine
IFIC Foundation and 2010 Food & Health Survey Resources

- The Executive Summary & Media Resource Page is available at: www.foodinsight.org
- Data Tables for the 2010 Food & Health Survey are available for purchase at: http://www.ificpubs.org/servlet/Detail?no=50
- Twitter hashtag: #foodinsight

Related Foundation Resources

- Video: What do I have to know to get started with basic weight loss: http://www.foodinsight.org/FoodInsightTV/Detail.aspx?topic=What_do_I_have_to_know_to_get_started_with_basic_weight_loss

Visit www.foodinsight.org for all of your food safety and nutrition information needs.
CPE Credit

At the conclusion of this web cast, Registered Dietitians can download a Certificate of Completion for 1.5 CDR Continuing Professional Education credits at:


Next Food & Health Survey Web Cast Series:

September:
“A Focus on Food Safety”
THANK YOU!

For more information:
International Food Information Council Foundation
1100 Connecticut Avenue NW, Suite 430
Washington, DC 20036
Phone: (202) 296-6540
Web: http://www.foodinsight.org