CONSUMER ATTITUDES TOWARDS FOOD SAFETY, NUTRITION & HEALTH
PRESENTED BY THE INTERNATIONAL FOOD INFORMATION COUNCIL FOUNDATION

2012 FOOD & HEALTH SURVEY

HALF OF THOSE POLLED BELIEVE IT IS EASIER TO DO THEIR TAXES THAN TO FIGURE OUT HOW TO EAT HEALTHY

TASTE AND PRICE

TASTE, PRICE AND OTHER CHARACTERISTICS

MORE OFTEN THAN HEALTHFULNESS

DIET AND EXERCISE

6 OUT OF 10 AMERICANS HAVE GIVEN A LOT OF THOUGHT TO THEIR

HEALTHFULNESS OF FOOD AND BEVERAGES CONSUMED:

58% responded ‘a lot of thought’

36% responded ‘a little thought’

OVER THE PAST YEAR, AMERICANS HAVE GIVEN VARYING AMOUNTS OF THOUGHT TO THE FOLLOWING ISSUES:

61% responded ‘a lot of thought’

33% responded ‘a little thought’

AMOUNT OF PHYSICAL ACTIVITY ACHIEVED:

BELIEVE IT IS EASIER TO DO THEIR TAXES THAN TO FIGURE OUT HOW TO EAT HEALTHFULLY

HALF OF THOSE POLLED

THOSE most in need of learning how to eat healthfully, those with high BMI, heart disease or cholesterol issues, or high blood pressure - ARE MORE APT TO FIND IT DIFFICULT.

Those most in need of learning how to eat healthfully:

MEN (55%)

NO COLLEGE DEGREE (56%)

BMI in the OBESE (60%) or OVERWEIGHT (54%) range

HEART DISEASE (59%) or HIGH CHOLESTEROL (54%) and HIGH BLOOD PRESSURE (57%)

OF THOSE POLLED

OF THOSE POLLED

GROUPS MORE LIKELY TO SAY FIGURING OUT WHAT TO EAT IS HARDER:

WOMEN (48%)

COLLEGE GRADS (40%)

BMI in the LOW (42%) or NORMAL (42%) range

HEART DISEASE (48%) or HIGH CHOLESTEROL (48%) and HIGH BLOOD PRESSURE (48%)

OF THOSE POLLED

OF THOSE POLLED

GROUPS MOST RECEPTIVE TO THESE TOOLS:

64% OF YOUNG CONSUMERS

AGE 18-49

49% OF OLDER CONSUMERS

AGE 50+

66% AFRICAN AMERICANS

3 OUT OF 4 CONSUMERS

OF THE COUNTRY’S FOOD SUPPLY

ARE CONFIDENT IN THE SAFETY

OF THE U.S. food supply.

BREAKDOWN OF ALL RESPONSES:

87% TASTE

73% PRICE

61% HEALTHFULNESS

53% CONVENIENCE

35% SUSTAINABILITY

58% Somewhat Confident

20% Very Confident

15% Not Too Confident

3% Not At All Confident 4% Not Sure

3% Not At All Confident 4% Not Sure

OF consumers are VERY or SOMEWHAT confident in the safety of the U.S. food supply.

FOR MORE INFORMATION, VISIT:

www.foodinsight.org/foodandhealth2012.aspx

*Sample size: n= 1,057
All information present was collected from online survey