



International Food Information Council (IFIC) Foundation
2009 FOOD & HEALTH SURVEY
Consumer Attitudes toward Food, Nutrition & Health

A Trended Survey



Welcome!

Please dial in to the audio portion:
(866) 766-2749





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Web cast

Wednesday, May 20, 2009

2 p.m. EDT

Twitter hashtag: #ificfoodandhealth



Today's Speakers

- **Moderator:**

- Jennifer Schleman, APR
*Director, Public Outreach and
Technology Management*



- **Presentation of the Findings:**

- Tony Flood
*Director, Food Safety
Communications*



- Wendy Reinhardt Kapsak, MS, RD
Director, Health and Nutrition



Agenda

- **Brief Background**
- **Presentation of Key Findings**
- **Summary and Implications**
- **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.ific.org>



The Foundation *Food & Health Survey*

<http://www.ific.org>

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FOOD & HEALTH SURVEY
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2009 FOOD & HEALTH SURVEY
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International Food Information Council (IFIC) Foundation
2007 FOOD & HEALTH SURVEY
Consumer Attitudes toward Food, Nutrition & Health
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International Food Information Council (IFIC) Foundation
2008 FOOD & HEALTH SURVEY
Consumer Attitudes toward Food, Nutrition & Health

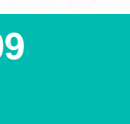
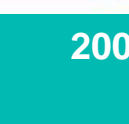
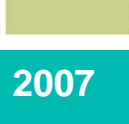
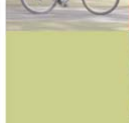
2006

2007

2008

2009

2009 Food & Health Survey





Methodology

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

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

Research conducted by Cogent Research, LLC
Nimisha Parikh, *Project Director*

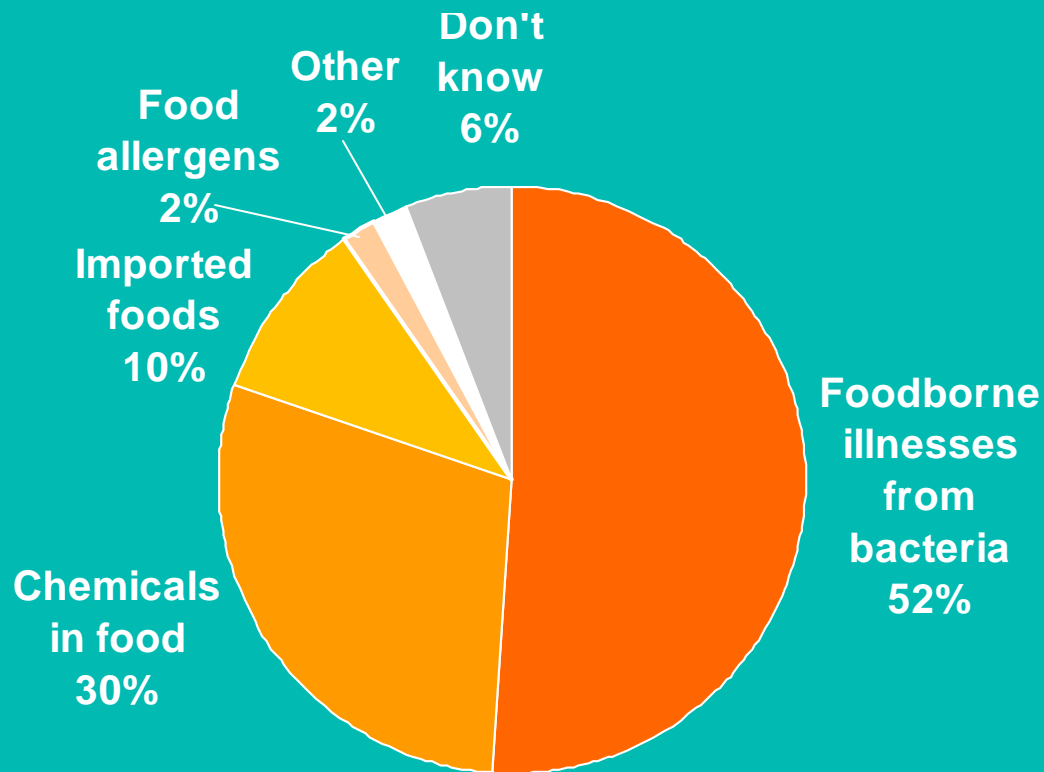




Consumers' View of Food Safety



Foodborne Illness is Perceived as the Most Important Food Safety Issue.



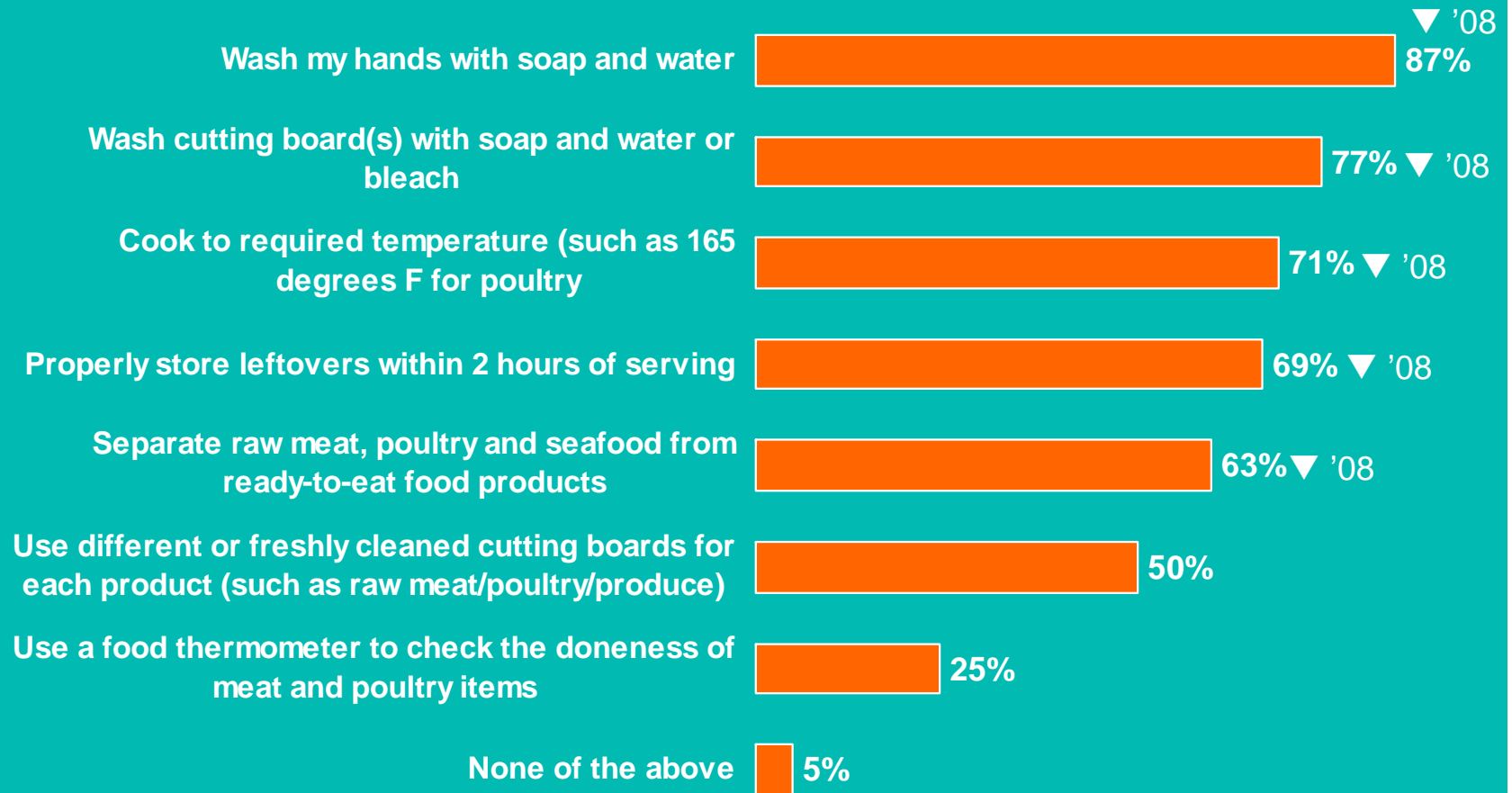
What, in your opinion, is the most important food safety issue today? *Select one.* (n=1064)*

*Total does not add to 100 percent due to rounding

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Fewer Americans are Taking Food Safety Precautions to Reduce Their Risk.

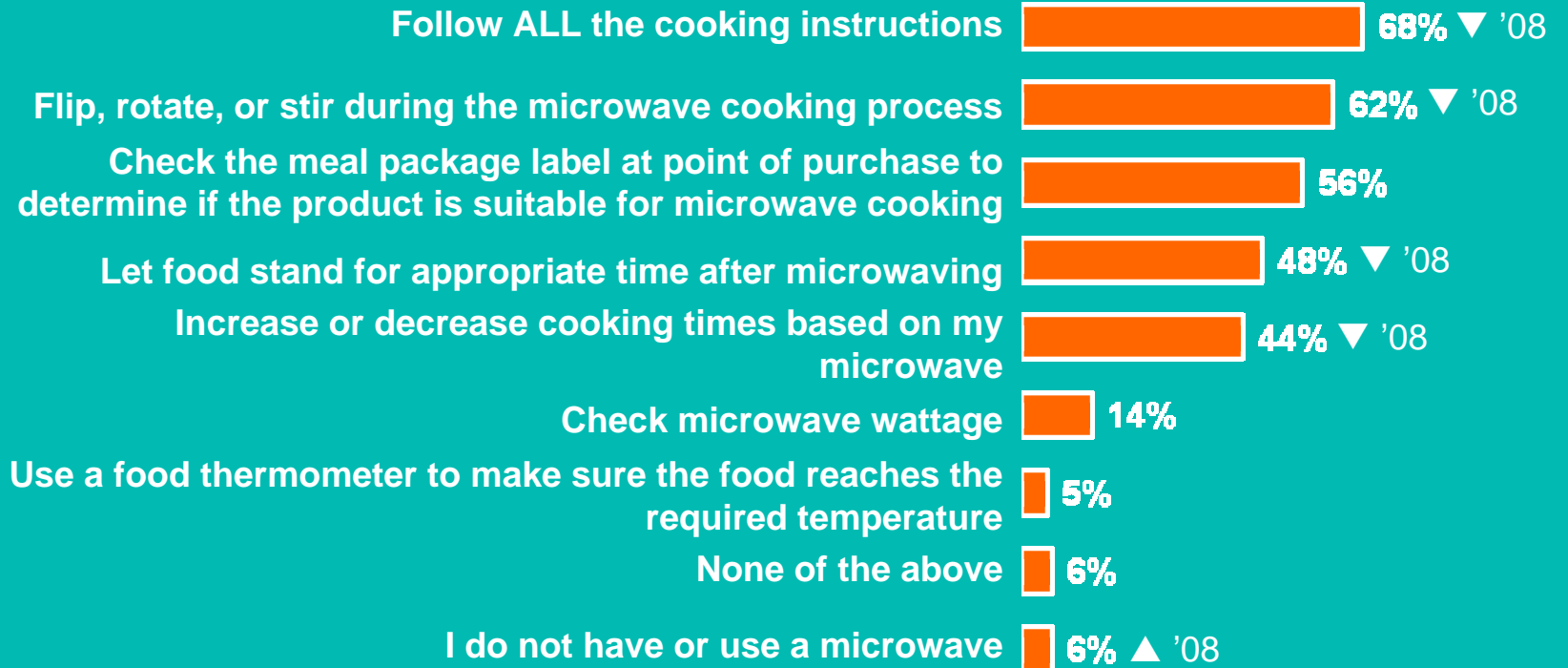


Which of the following actions do you perform regularly when cooking, preparing, and consuming food products? *Select all that apply.* (n=1064)

▲ / ▼ Significant increase/decrease from year indicated

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Fewer Consumers Adhering to Some Safe Microwave Cooking Practices.



Which of the following actions do you perform regularly when preparing microwavable meals (e.g., frozen meals, pre-packaged meals that contain cooking instructions) at home? *Select all that apply.* (n=1064)



▲ / ▼ Significant increase/decrease from year indicated

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The Majority of Americans Do Not Perceive Any Obstacles to Handling Food Safely.

Lack of information 19%

Not enough time 17%

I do not have the proper equipment available 11%

Lack of interest 9%

Not concerned about food safety 5%

I do not face any obstacles when handling food safely 58%

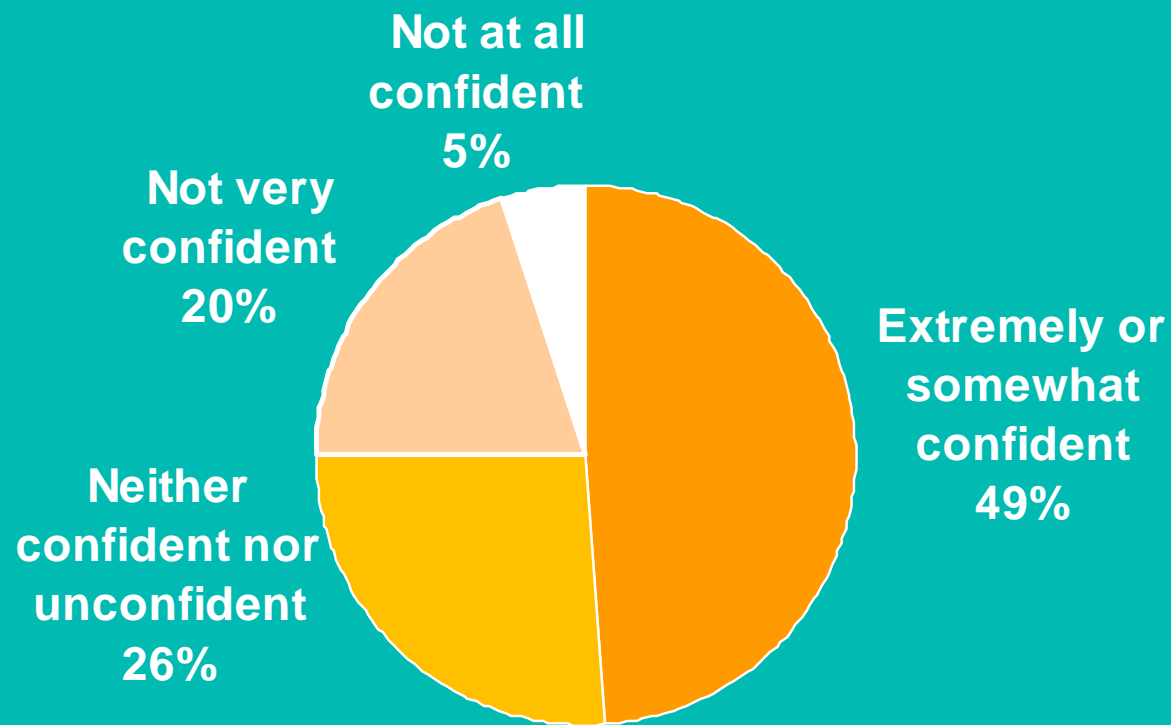
What obstacles, if any, do you face when handling food safely? *Select all that apply.* (n=1064)

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

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Nearly Half of Consumers are Confident in the Safety of the U.S. Food Supply.



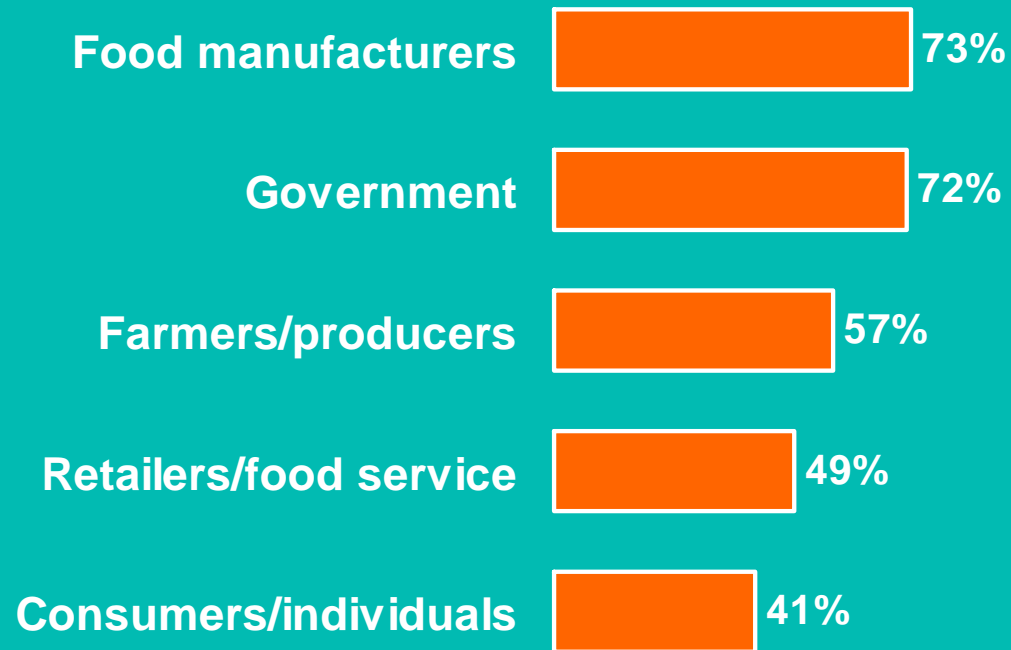
To what extent, if at all, are you confident in the safety of the U.S. food supply? (n=1064)

▲ / ▼ Significant increase/decrease from year indicated

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Many Perceive Food Safety as a Shared Responsibility.



In general, who do you believe is responsible for food safety in the U.S.? *Select all that apply.*
(n=1064)

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



Person-on-the-Mall Speaks....

“Everyone has to do their part to make sure that the process from plant to consumer is a good one and a safe one”

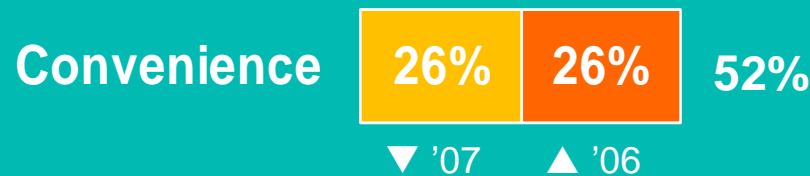
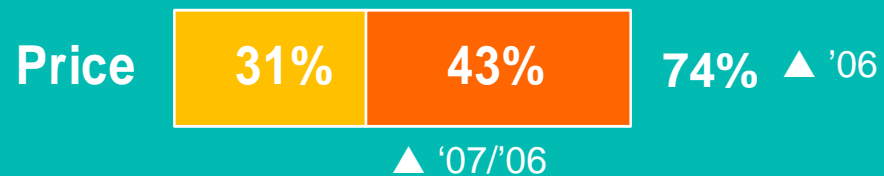




The Impact of the Economy on Consumers' Food Purchases



Taste Still the Number One Factor Influencing Purchases; Price Increases to an All-Time High.



■ Some Impact ■ Great Impact

How much of an impact do the following have on your decision to buy foods and beverages? (n=1064)

▲ / ▼ Significant increase/decrease from year indicated

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Those More Apt to Identify “Healthfulness” as Influential in Purchasing Decisions (61 percent):

- Women
- Perceive their health as “very good” or “excellent”
- Are satisfied with their health status
- Believe “making healthful food choices” has the greatest impact on maintaining good health
- Consider themselves to have a healthful diet
- Have made changes to their diet in the past six months
- Agree that reading or hearing about food and health is of interest to them
- Have a BMI in the normal or overweight range (vs. obese)
- Are trying to lose or maintain their weight
- Are physically active



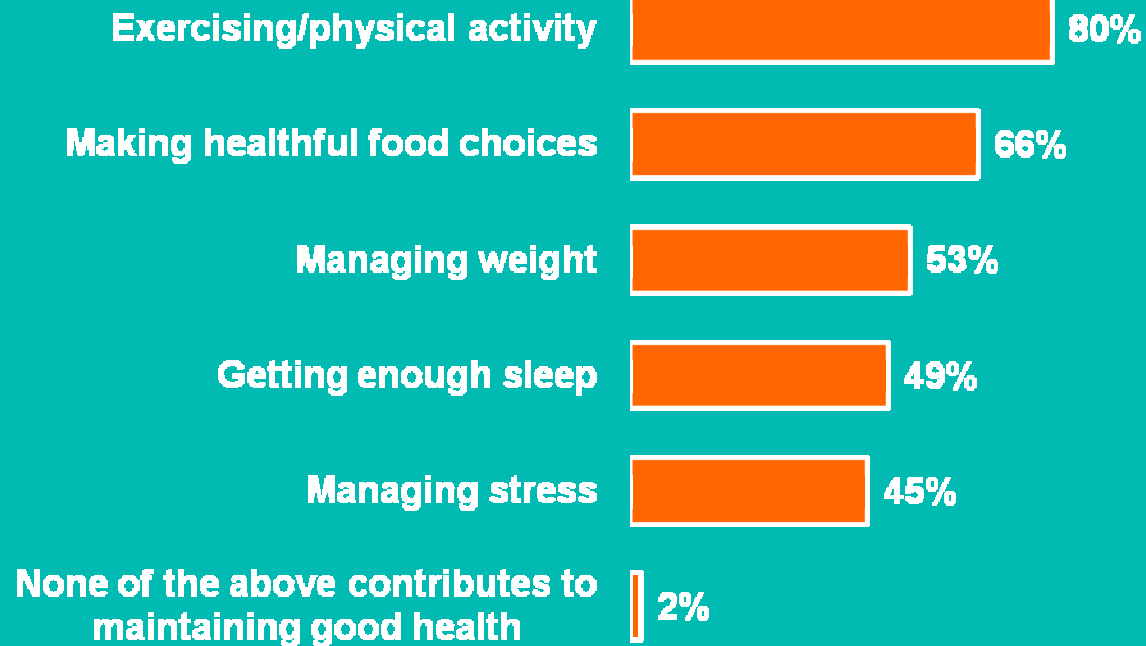


Top Impacts on Americans' Health



Exercise Named as Having Greatest Impact on Maintaining Good Health.

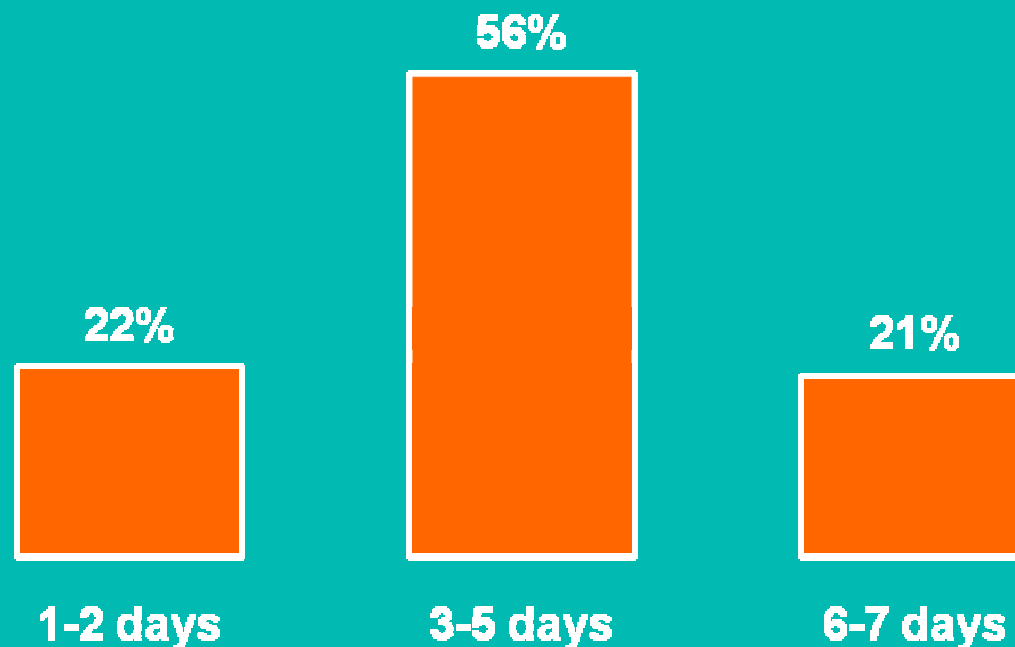
Percent Ranked 1st-3rd



Of all the things people can do to maintain good health, which of the following three things do you think would have the greatest impact? (n=1064)

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

The Majority of Active Americans Report Being Active 3-5 Days/Week.



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? (n=883)*

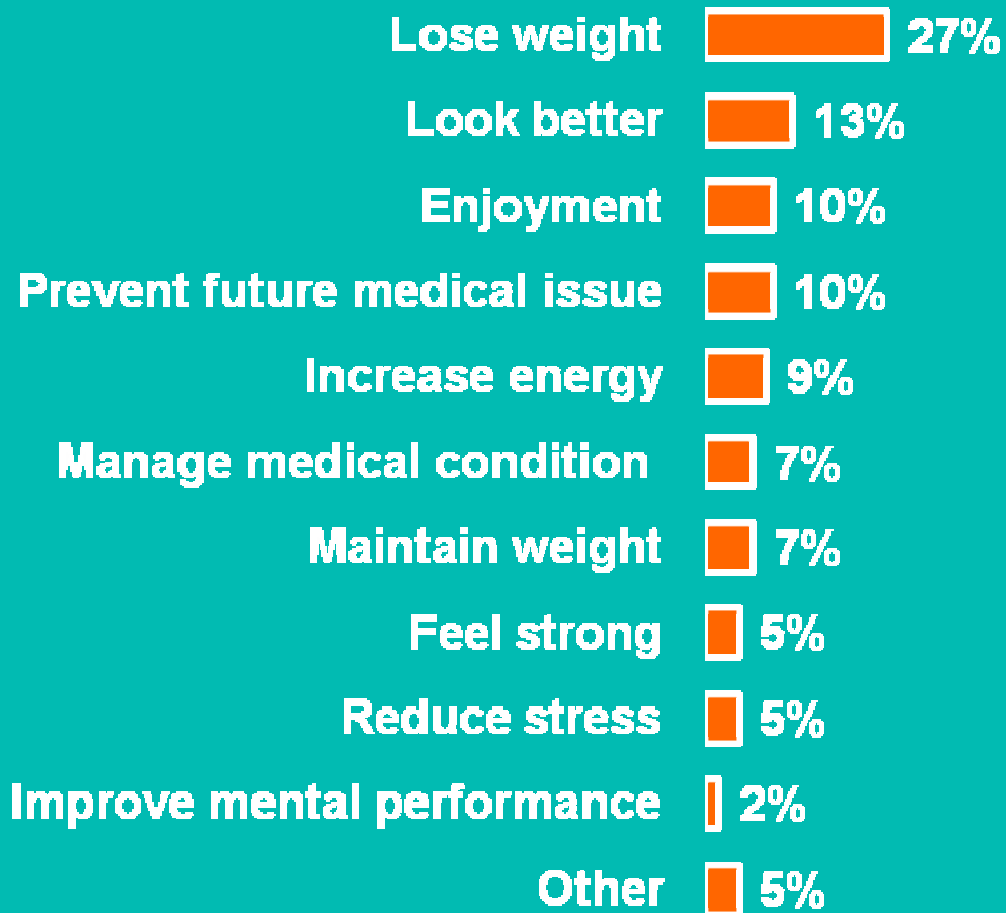
*Total does not add to 100 percent due to rounding

▲ / ▼ Significant increase/decrease from year indicated

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Consumers' Top Motivators for Being Physically Active



(IF PHYSICALLY ACTIVE) Which of the following is your main motivation for being physically active? *Select all that apply.* (n=883)

▲ / ▼ Significant increase/decrease from year indicated

2009 Food & Health Survey

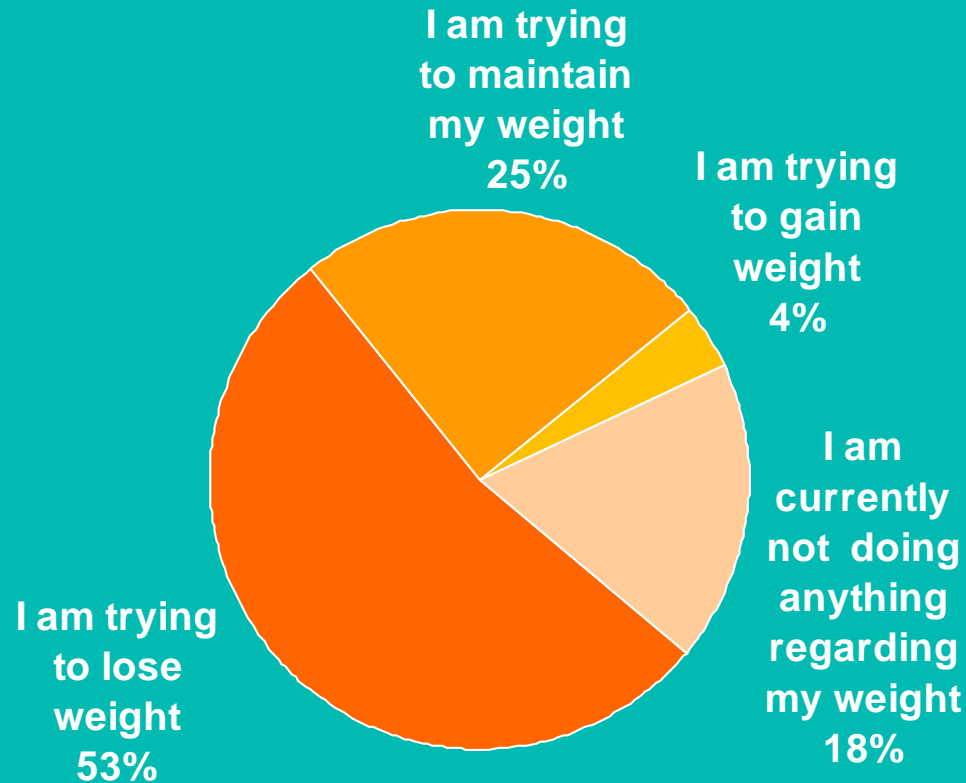




Dieting and Weight Management



Most Americans Report Trying to Lose or Maintain Their Weight.



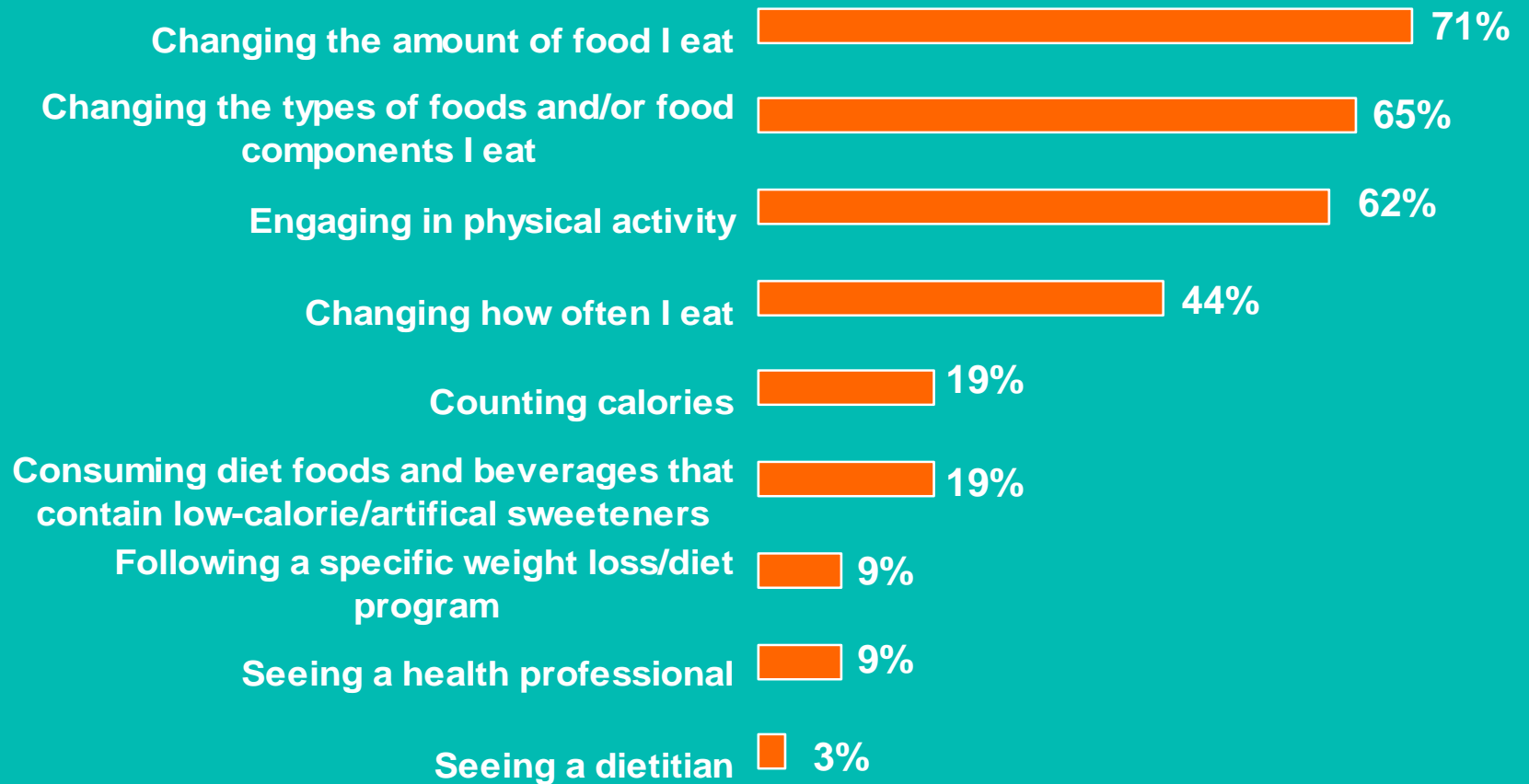
Which of the following best describes what you are currently doing regarding your weight? (n=1064)



▲ / ▼ Significant increase/decrease from year indicated

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Reported Changes Made to Lose or Maintain Weight



(If trying to lose/maintain weight) Which of the following things are you doing in an effort lose or maintain your weight? *Select all that apply.* (n=834)

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

▲ / ▼ Significant increase/decrease from year indicated

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Only One-Third Believe Calories in General Cause Weight Gain.

Calories from fats are most likely to cause weight gain



34% ▲ '06

Calories in general are what causes weight gain



30%

Calories from carbohydrates are most likely to cause weight gain



18%

Calories from protein are most likely to cause weight gain



1%

Not sure



17%

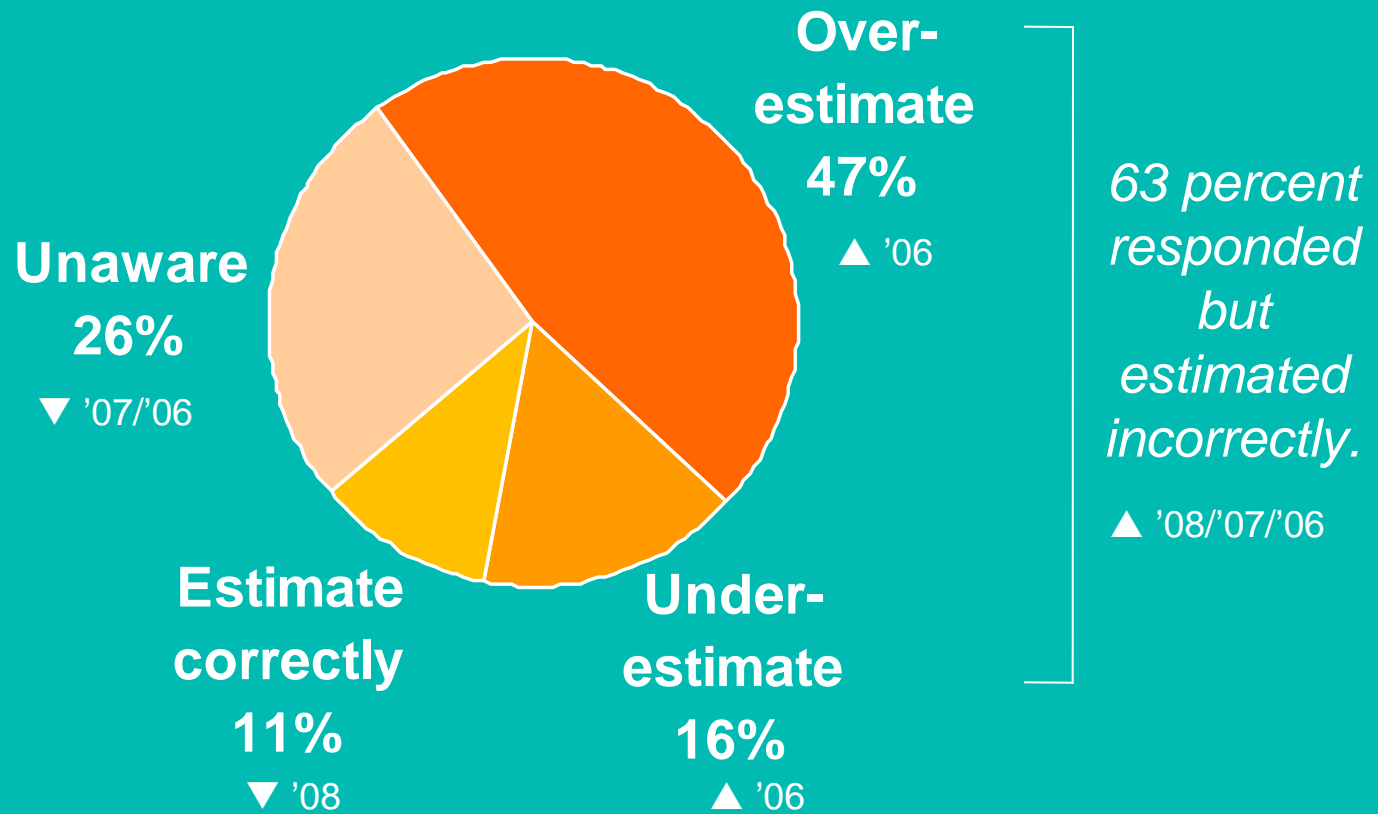
Which of the following statements do you agree with regarding the relationship between calories and weight gain? (n=1064)



▲ / ▼ Significant increase/decrease from year indicated

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Very Few Know the Amount of Calories They Should Get per Day.



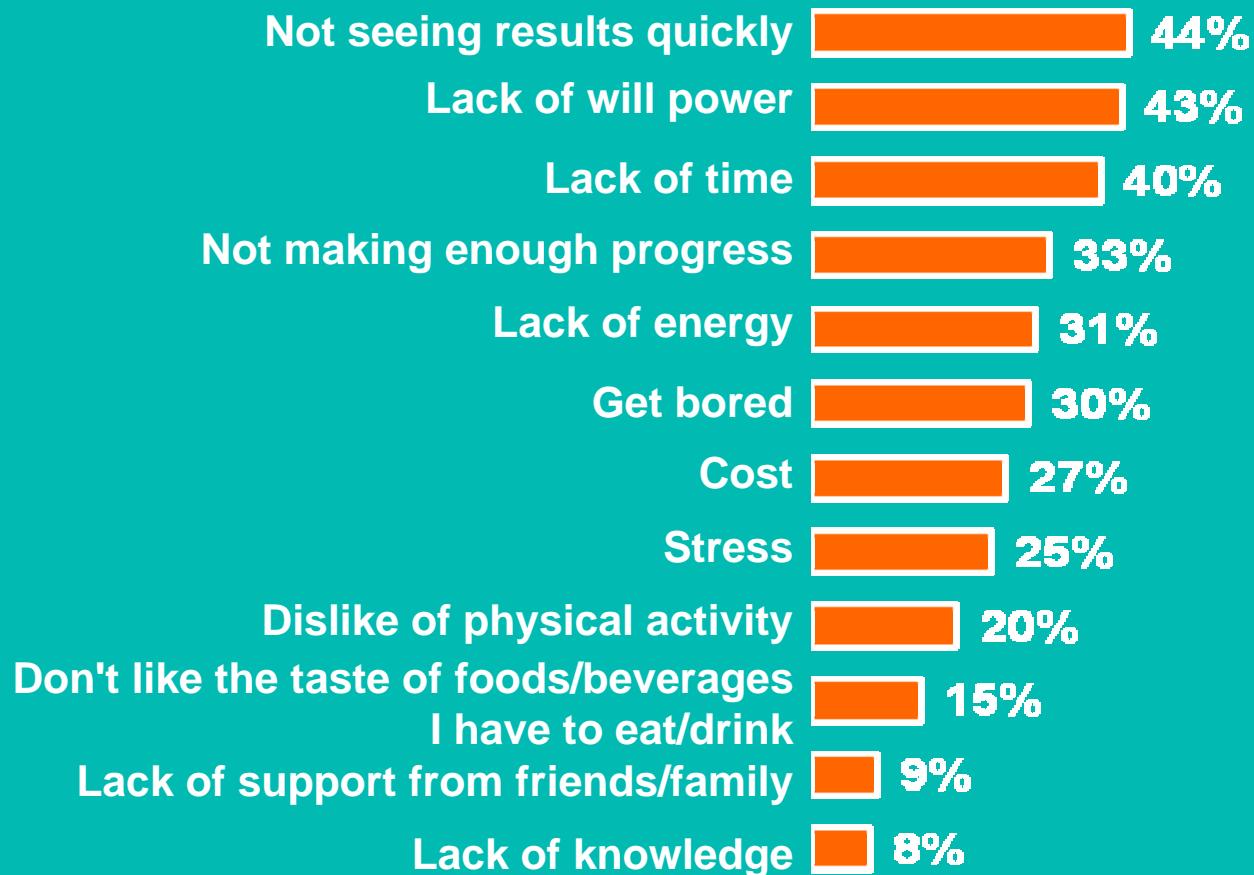
As far as you know, how many calories should a person of your age, weight, and height consume per day? (n=1064)

▲ / ▼ Significant increase/decrease from year indicated

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Barriers to Staying on Track with Weight Management Goals



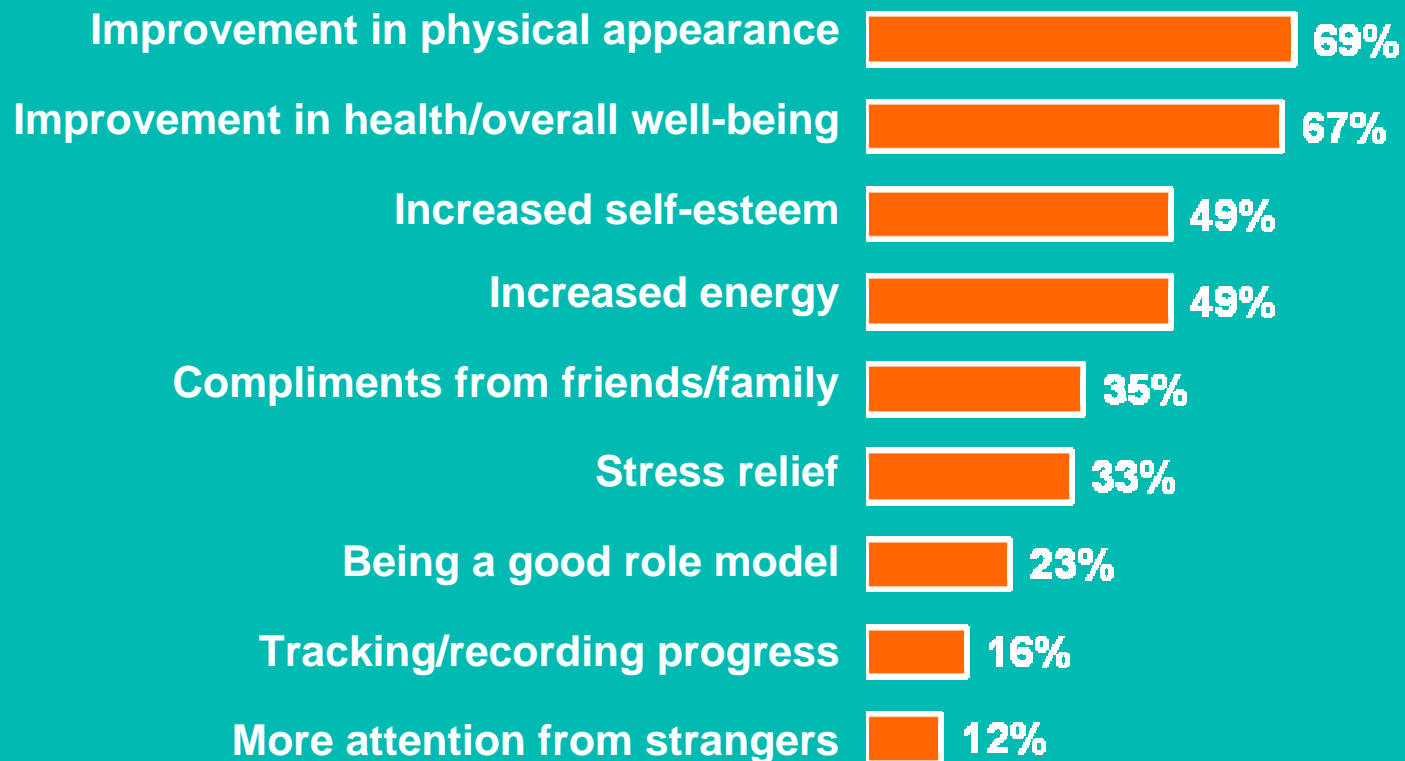
(IF TRYING TO LOSE/MAINTAIN WEIGHT) In your effort to [lose/maintain] weight, which of the following discourages you from staying on track? *Select all that apply.* (n=834)

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

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Motivators for Staying on Track with Weight Management Goals



(IF TRYING TO LOSE/MAINTAIN WEIGHT) In your effort to [lose/maintain] weight, which of the following encourages you to stay on track? *Select all that apply.* (n=834)

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

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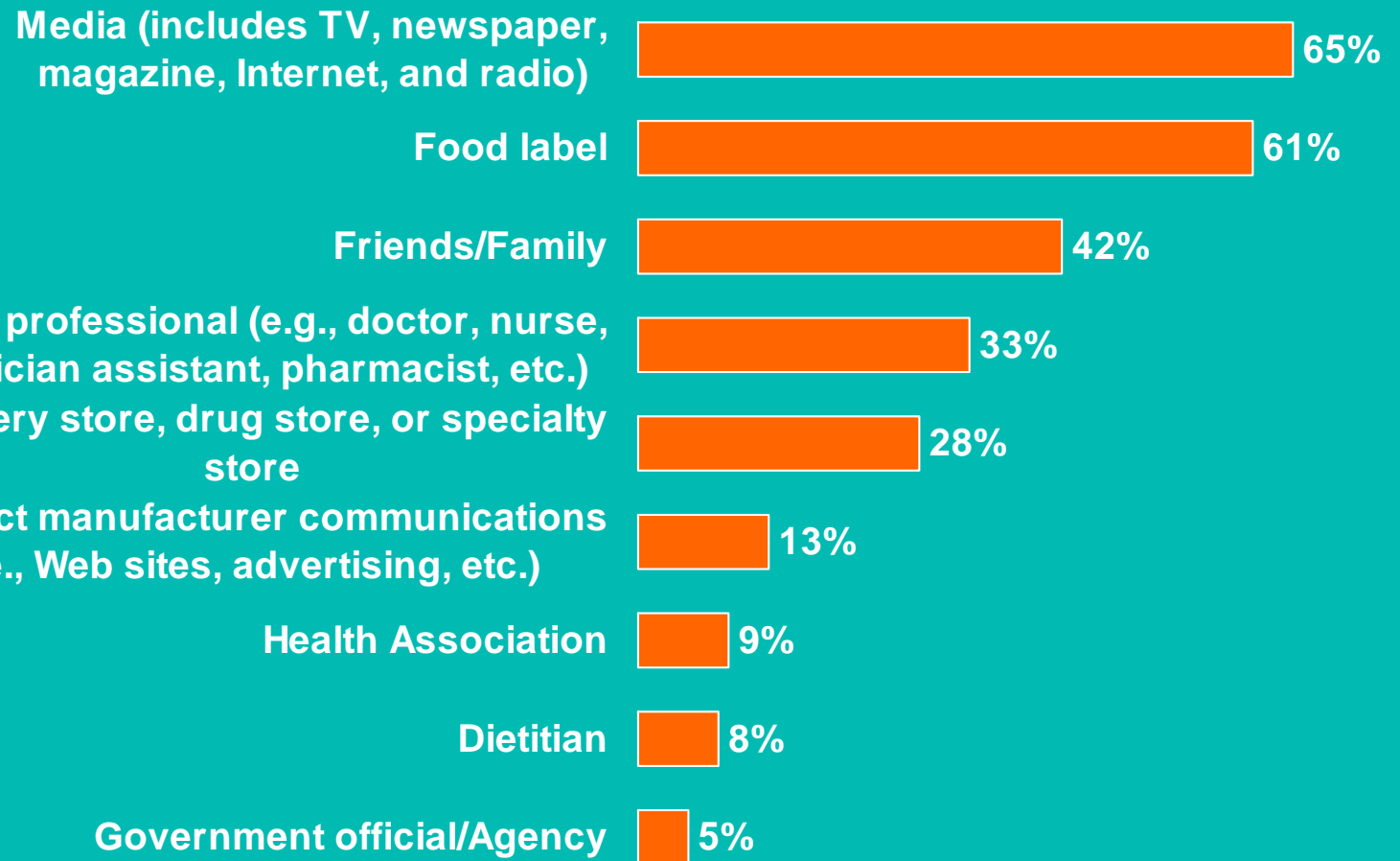




Communicating with Consumers About Food and Their Health



Sources of Information Guiding Food and Health Practices



What three sources of information do you use most often to guide your food, nutrition, and food safety practices? *Select three.* (n=1064)

NOTE: Responses less than five percent not shown

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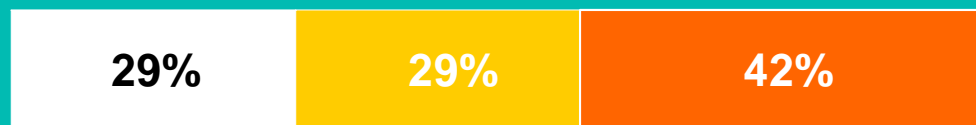
Consumers Are Interested in Food and Health Information AND... Are Searching for Consistent and/or Positive Messages.



Reading or hearing about the relationship between food and health is of interest to me*



I feel that food and health information is confusing and conflicting



I am more interested in hearing about what TO eat, rather than what NOT to eat



■ Disagree ■ Neither ■ Agree

(n=1064)

*Total does not add to 100 percent due to rounding
▲ / ▼ Significant increase/decrease from year indicated



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The Challenge:

Deriving actionable food and health recommendations from the science

Creating Food and Health Messages with **IMPACT**:

Insightful

Motivating

Positive

Action-oriented

Context and Choices

Tailored and Tested by Science



In Summary

- Food safety is top of mind for many consumers, yet they are doing less to potentially reduce their risk. Few perceive obstacles to handle food safely.
- The economy appears to have more consumers looking at price when making food and beverage purchases. Taste is still king.
- Americans are focused on weight management, and health does not appear to be the key motivator. Calorie confusion continues.



Implications

- Consumers crave consistent and positive food and health information that also provides choices on how to change what's on their plate.
- Opportunity to Raise Awareness on:
 - Safe food handling
 - Clean, Separate, Cook, Chill
 - Healthful lifestyles
 - Consider calories in a new way, think about the whole day.
 - Physical activity—just get moving.





Food & Health Web Cast Series:

July:

“Consumer Attitudes and Consumption Trends Related to Components of the American Diet”

August:

“How Consumers Use the Food Label and Other Sources of Food and Health Information”

September: “A Focus on Food Safety”

November:

“Americans’ Approach to Dieting and Weight Management Strategies”



Questions and Answers





***Food & Health Survey Report
Available on IFIC.org and
Foundation Publications Store!***

**The Executive Summary is available at
<http://www.ific.org/research/foodandhealthsurvey.cfm>**

**Full Report is available for purchase at
<http://www.ificpubs.org/servlet/Detail?no=47>**

**Data Tables and Comparative Topline are available
for purchase at**

<http://www.ificpubs.org/servlet/Detail?no=48>

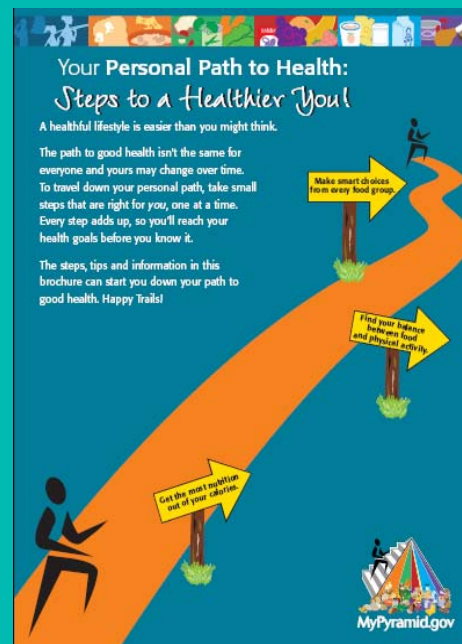
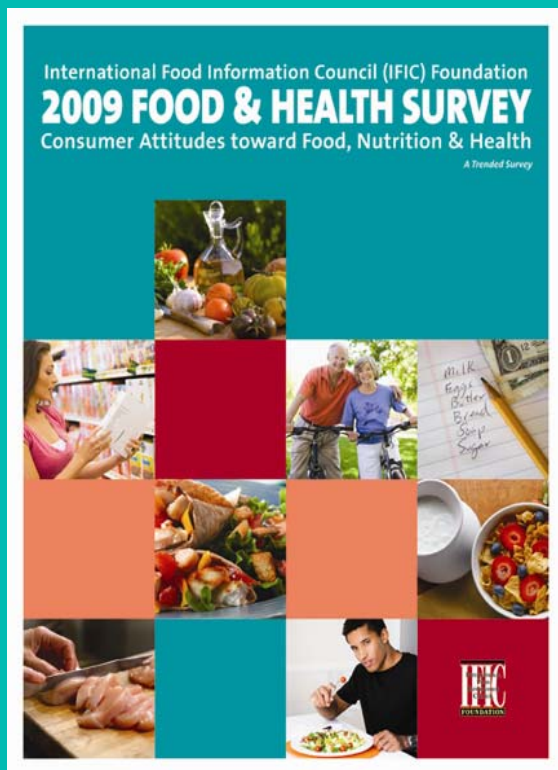
Twitter hashtag: #ificfoodandhealth

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Related Foundation Resources

<http://www.ific.org>



<http://www.ific.org/publications/brochures/pyramidbroch.cfm>

A Consumer's Guide to Food Safety Risks

<http://www.ific.org/publications/other/consumersguideom.cfm>



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CPE Credit

- Registered Dietitians can download a Certificate of Completion for ONE CPE credit at:

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





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