International Food Information Council (IFIC) Foundation

2009 FOOD & HEALTH SURVEY

Consumer Attitudes toward Food, Nutrition & Health

A Trended Survey

Welcome!

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INTERNATIONAL
FOOD INFORMATION
COUNCIL FOUNDATION

Today's Speakers

- Jennifer Schleman, APR
  Director, Public Outreach and Online Communications

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

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2009 Food & Health Survey

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Agenda

- **Brief Background**
- **Presentation of Findings**
- **Summary and Implications**
- **Questions and Answers**

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International Food Information Council Foundation

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

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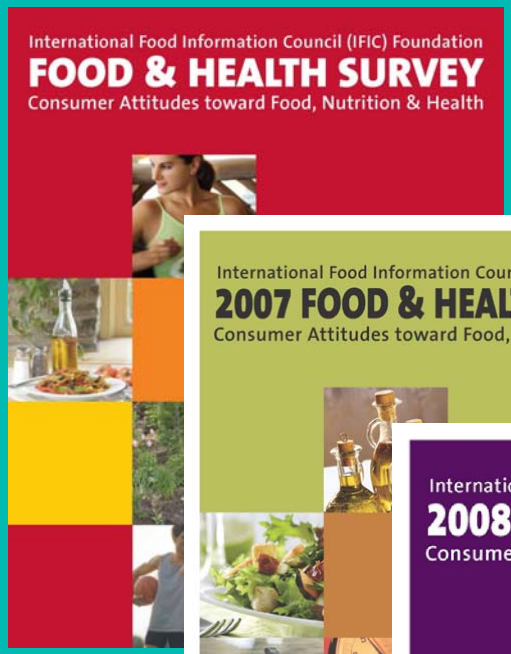
International Food Information Council and Foundation Consumer Research: Food Labeling

- *Food & Health Survey*: Consumer Attitudes toward Food, Nutrition, and Health (2006-2009)
- Food Label Quantitative Web Survey and Experiment (2008)
- Food Label Ethnographic and Focus Group Research (2006)
- Qualified Health Claims Consumer Research Project – Focus Groups and Web Survey and Experiment (2005)
- Food Label & Calorie Research: Qualitative Research Findings (2004)
- Impact of *Trans* Fat Label Information on Consumer Food Choices (2003)

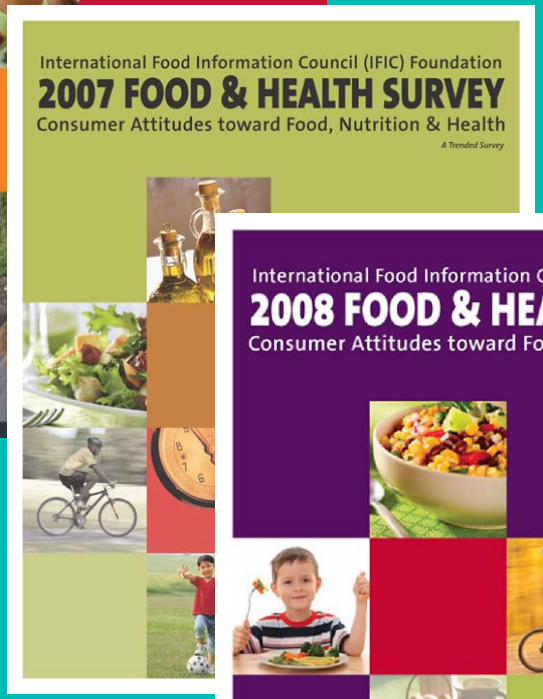
http://ific.org/research

The Foundation *Food & Health Survey*

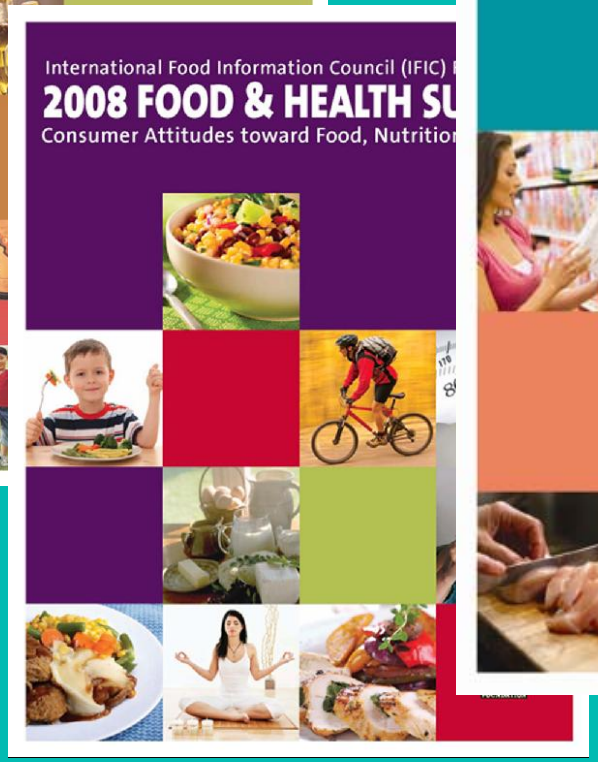
http://www.ific.org



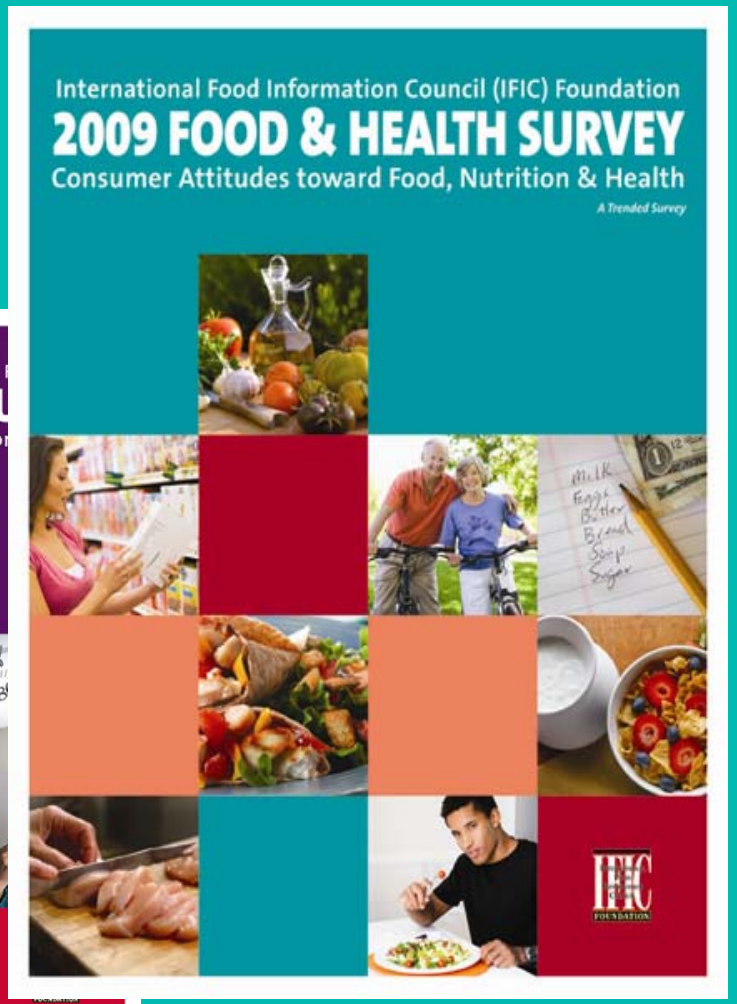
2006



2007



2008



2009

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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.

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Confused and Conflicted: How Consumers View Food News, Labels, and Other Food Information

Food and Health Information Sources
Food Labeling
Dietary Guidance and *MyPyramid*
Purchasing Influencers

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Food and Health Information

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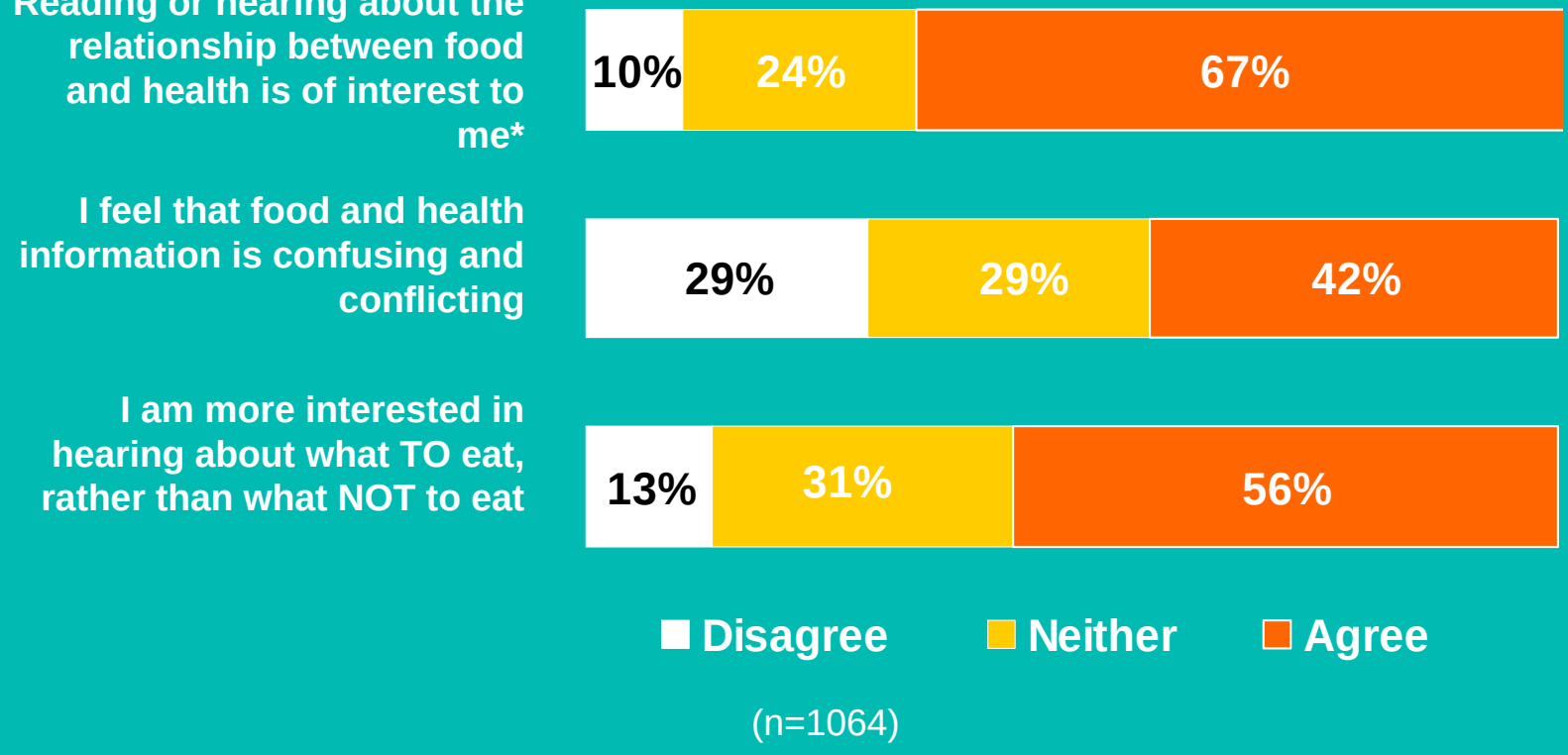
Consumers Are Interested in Food and Health Information *AND*… Are Searching for Consistent and/or Positive Messages.



(n=1064)

*Total does not add to 100 percent due to rounding

▲ / ▼ Significant increase/decrease from year indicated

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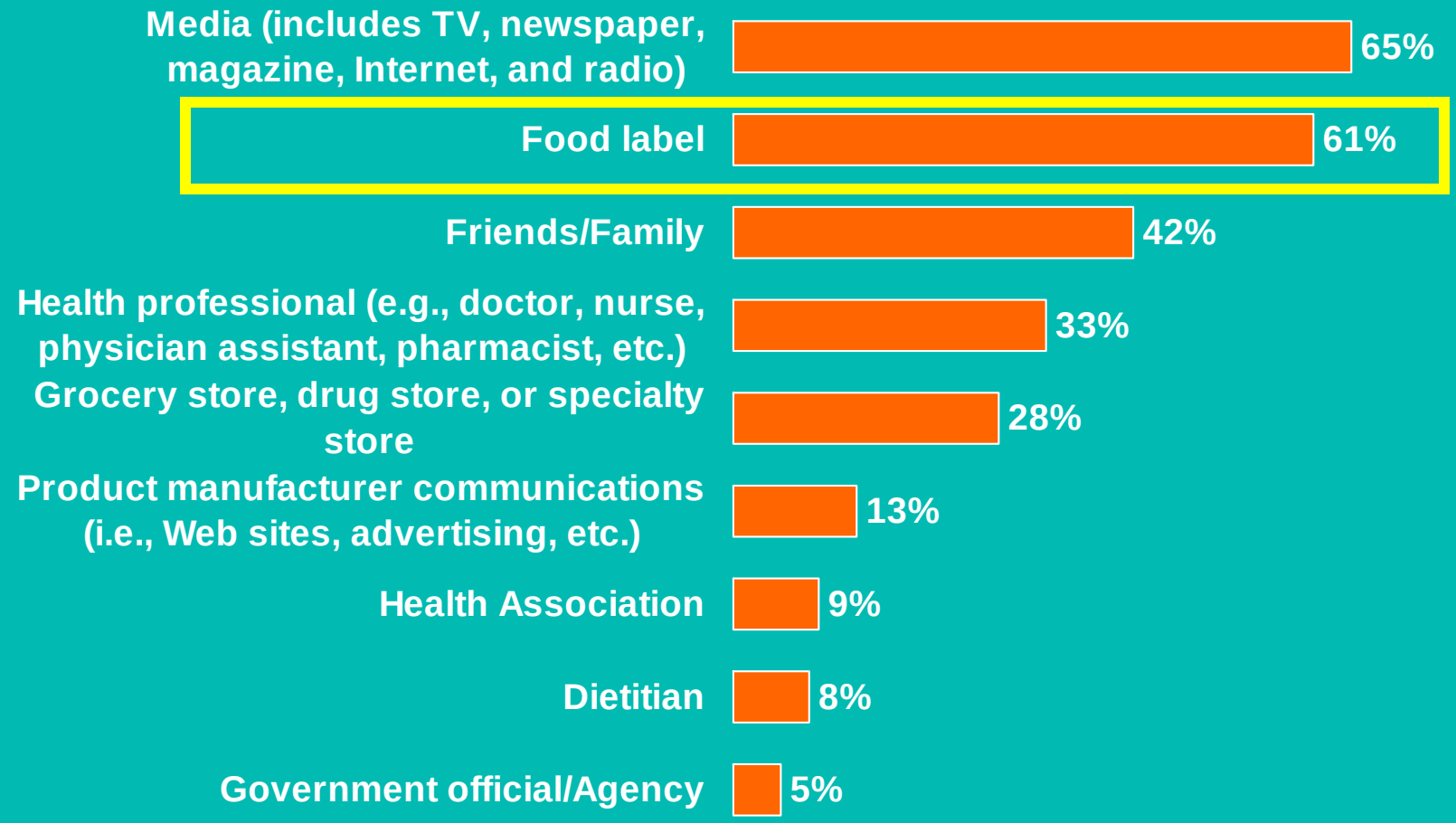
Sources of Information Guiding Consumers' Food and Health Practices



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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Food Labeling

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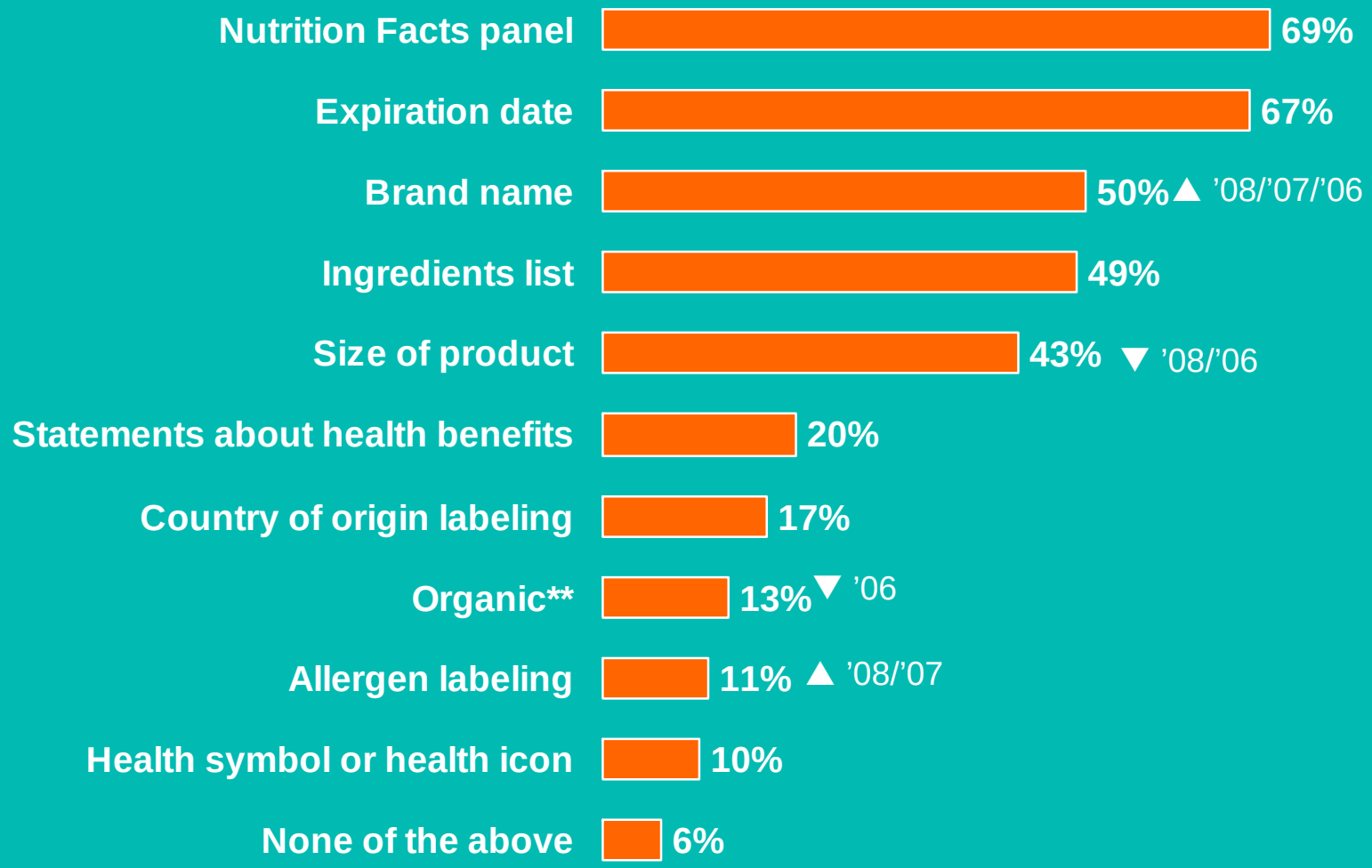
Consumers' Reported Use of Information on the Food and Beverage Package



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=1064)

▲ / ▼ Significant increase/decrease from year indicated

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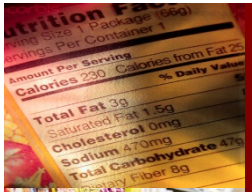

The Nutrition Facts panel:
When do they look at it?

MORE

New items

Items with front claims

Items with similar front claims

Items with same price points

Items requested by another adult with a health concern

Items requested by children

Items with changed recipes, like sauce or flavorings

"Something I haven't tried…I probably would look at it and say, 'OK, let's see…'"
–Roberta

"I look at the NFP when I already think the product might be high in fat." -Tiffany

LESS

Routine items

Single ingredient products (e.g., milk or eggs)

Items requested by other healthy adults

Discount items

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Food Label Consumer Research
Phase I Findings: Ethnographic Interviews (2006)

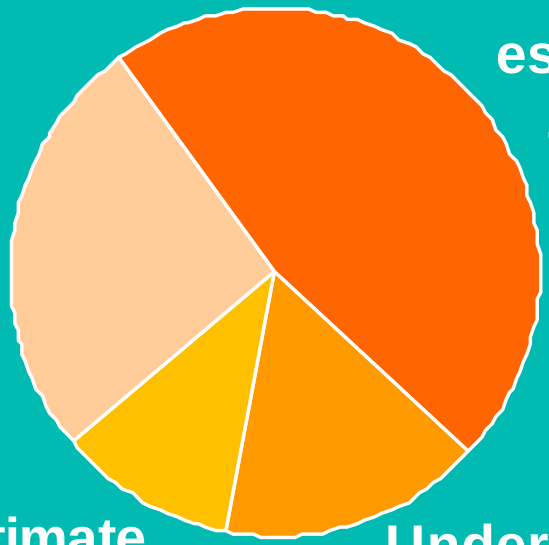
Consumers' Reported Use of Information on the Nutrition Facts panel

Calories	**75%**
Total Fat	**69%** ▼ '06
Sugars	**61%** ▼ '08
***Trans* Fat**	**57%** ▼ '07/ ▲ '06
Sodium	**56%**
Saturated Fat	**56%**
Serving size	**54%** ▼ '06
Calories from fat	**52%**
Number of servings per package	**48%** ▼ '08/'06
Carbohydrates	**45%** ▼ '06
Fiber	**44%** ▼ '08
Cholesterol	**42%** ▼ '07/'06
Protein	**39%** ▲ '07
Vitamins and minerals	**31%** ▼ '06
Calcium	**22%** ▼ '06
Potassium	**13%** ▼ '08/'06

(IF USE) Which of the following information, if any, do you use on the Nutrition Facts panel? *Select all that apply*. (n=763)

▲ / ▼ Significant increase/decrease from year indicated

Very Few Americans Have Knowledge of The Amount of Calories They Should Get per Day.



Over-estimate 47%
▲ ’06

Unaware 26%
▼ ’07/’06

Estimate correctly 11%
▼ ’08

Under-estimate 16%
▲ ’06

63 percent responded but estimated incorrectly.
▲ ’08/’07/’06

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

Approaches to Improving Consumers' Use of Food and Health Information on the Label

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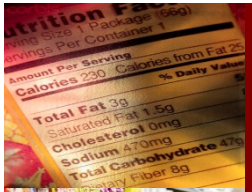




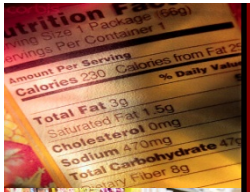
Three primary challenges limiting consumers' ability to use the NFP to make healthful, balanced choices

1. Consumers find the serving size information misleading.

2. Consumers do not consider their consumption of foods and beverages in the context of their daily intake.

3. Consumers do not realize information to help them interpret daily context exists on the current NFP.

Food Label Consumer Research Phases I-III (2006-2008)





Desired NFP Improvements

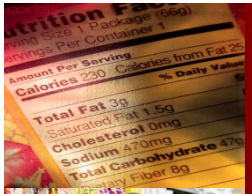
Based on the primary challenges limiting consumers' ability to use the NFP, three desired improvements were identified:

1. **Clarify serving size.**
   Illustrate that serving size is not arbitrary and increase consumers' ability to comprehend how serving size relates to the entire NFP.

2. **Call attention to daily intake.**
   Encourage consumers to think about all the foods and nutrients that make up a balanced diet.

3. **Simplify % Daily Value.**
   Improve %DV use and comprehension.

Food Label Consumer Research
Phases I-III (2006-2008)

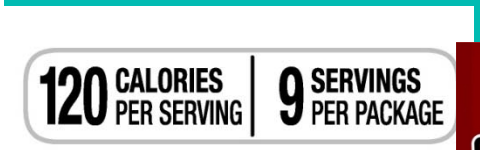





In Summary…

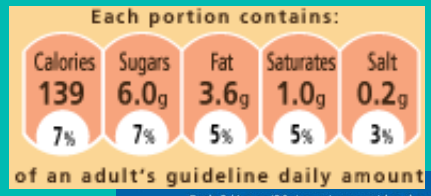
- The mention of a government body, like the FDA, in a highly used area of the NFP, such as a header in the main body of the grid, increases trust in the information provided, particularly serving size.
- Moving the location of calories into the main body of the NFP encourages greater use.
- Adding the %DV of calories helps consumers consider a product within the context of their daily diet.
- Moving the information in the current footnote into an easily referenced column in the main body of the NFP (3rd column) greatly increases consumers' ability to evaluate a product.

Continuum of Nutrition Information on Food Packages



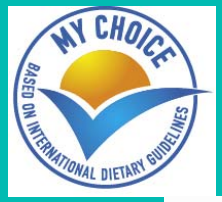
"Better-For-You"

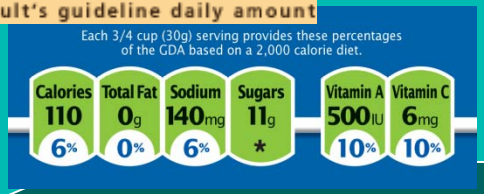
GDA Approach



Health & Nutrient Content Claims

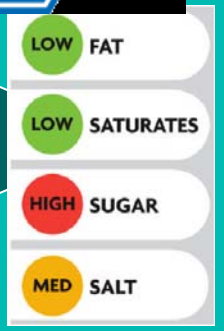
"Healthy"





Fact-based

"Better-for-You" based



Initial Consumer Response to Front-of-Pack Labeling

- Evaluation of front-of-pack systems are limited.
- Hannaford Brothers
  - Conducted a one-year evaluation of their Guiding Stars program
- Tesco
  - Research on fact-based GDA labeling
- European Food Information Council
  - Study of European systems
- FDA qualitative and quantitative research
- IOM Research

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Consumers' Reported Use of Information on the Ingredients List

Type of fat/oil	66%
Sweeteners	62%
Natural ingredients	49%
Order of ingredients on list	47%
Artificial ingredients	44%
Preservatives	44%
Vitamins/minerals	36%
Caffeine	30%
Flavors/spices	23%
Length of ingredients list	20%
Food colors	16%
Allergens	16%
Ability to pronounce ingredient name(s)	12%

(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=518)

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

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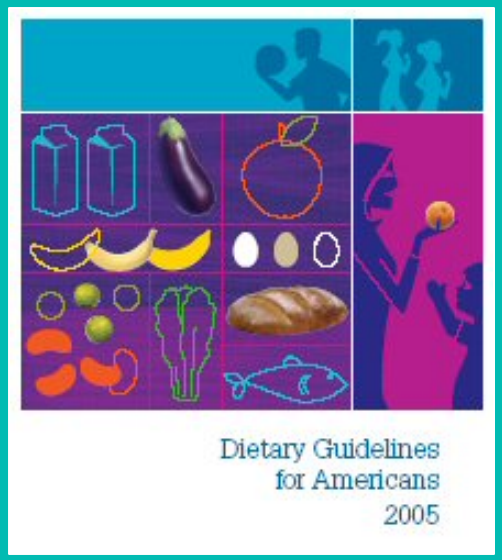
Dietary Guidance and *MyPyramid*

U.S. Dietary Guidance and Tools



2010 Under Development

Nutrition Facts

Serving Size 1 cup (228g)
Servings Per Container 2

Amount Per Serving

Calories 260	Calories from Fat 120
	% Daily Value*
Total Fat 13g	**20%**
Saturated Fat 5g	**25%**
Trans Fat 2g	
Cholesterol 30mg	**10%**
Sodium 660mg	**28%**
Total Carbohydrate 31g	**10%**
Dietary Fiber 0g	**0%**
Sugars 5g	
Protein 5g	

Vitamin A 4% • Vitamin C 2%
Calcium 15% • Iron 4%

* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

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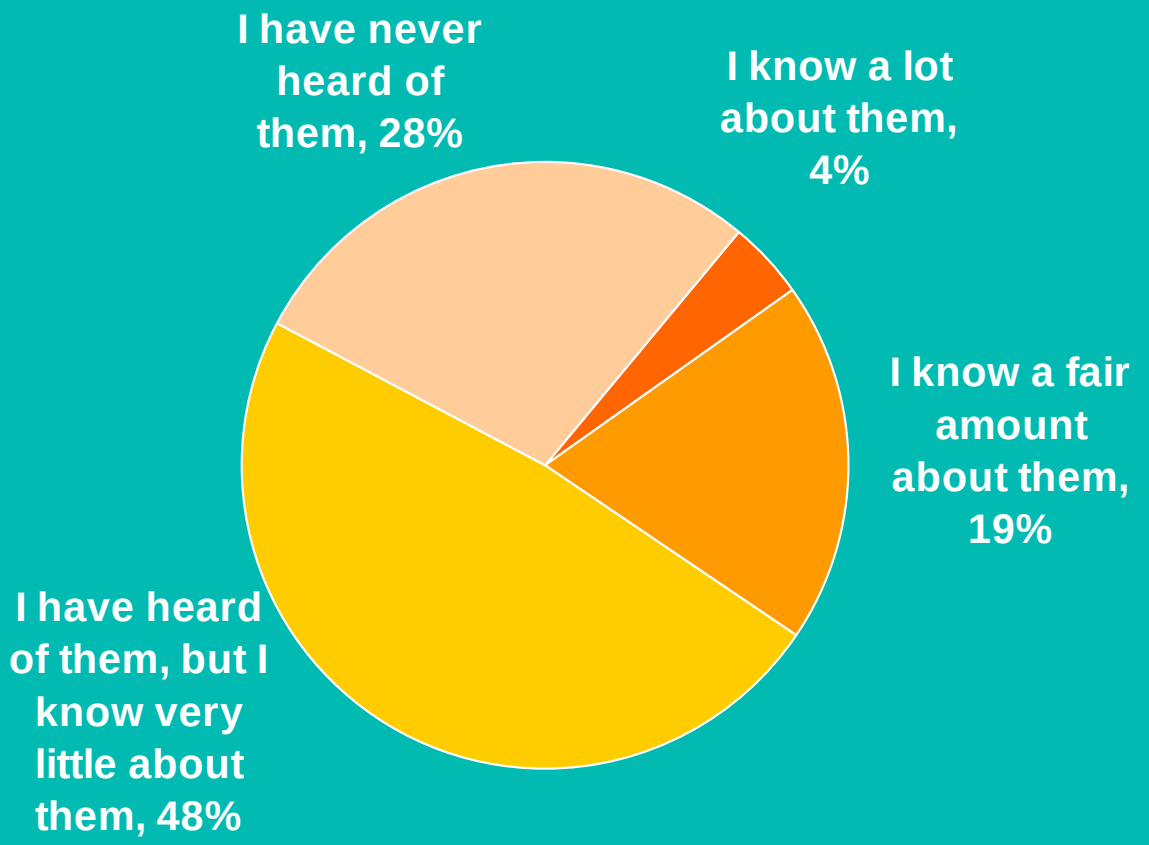
Familiarity with the *Dietary Guidelines for Americans*



Which of the following best describes your familiarity with the "Dietary Guidelines for Americans," which are the US government-approved, food and nutrition guidelines? (n=1064)*

*Total does not add to 100 percent due to rounding

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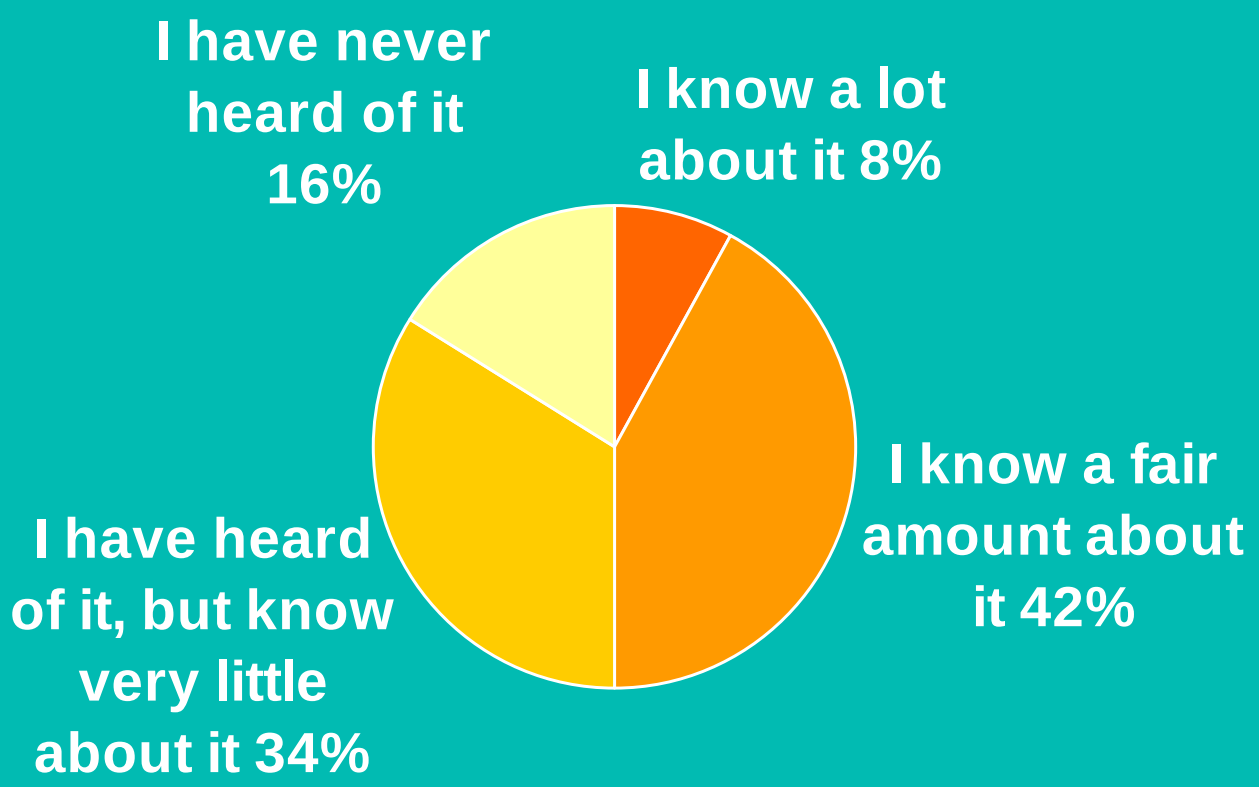
Many Americans are Familiar with *MyPyramid*.



Which of the following best describes your familiarity with the government's Food Pyramid, called *MyPyramid*? (n=1064)

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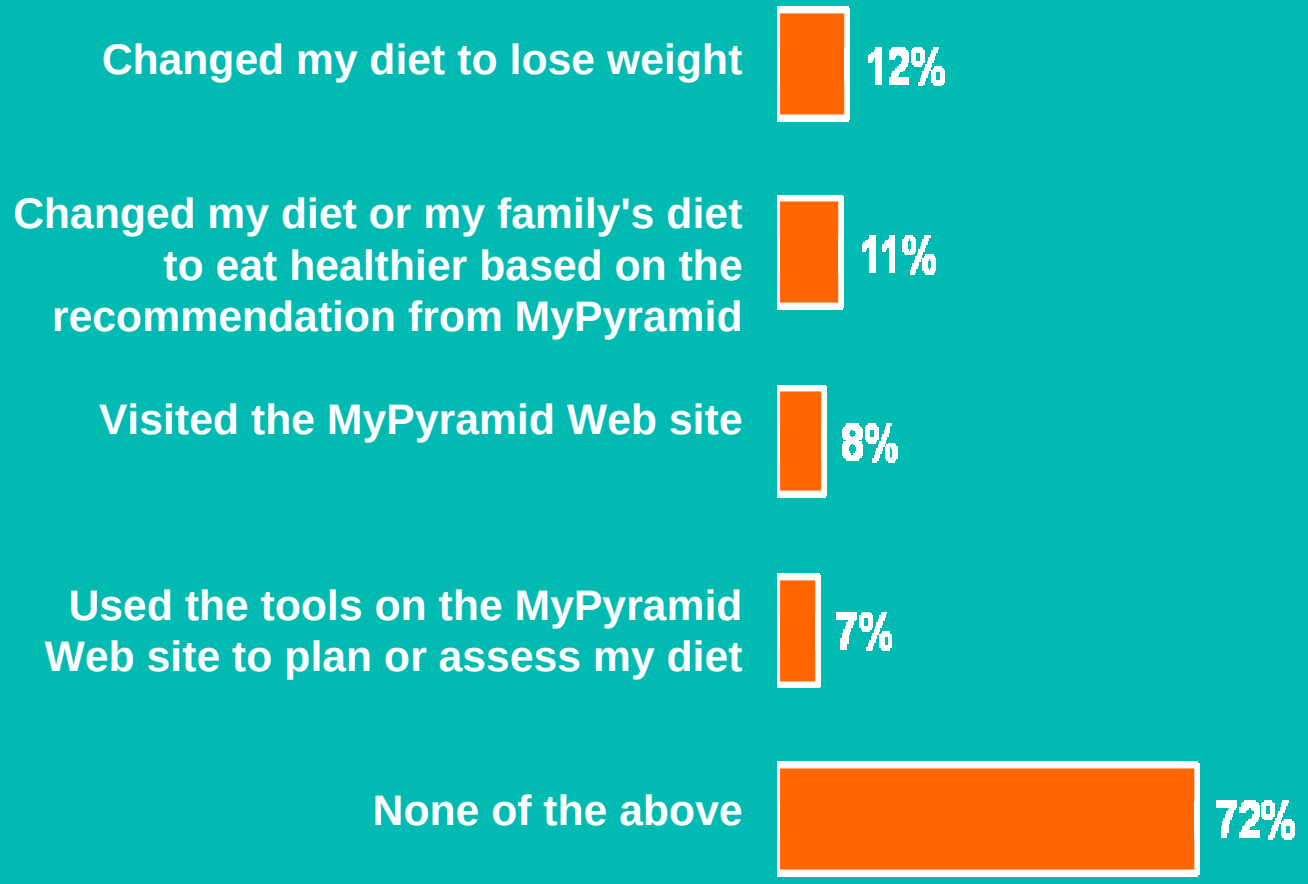
One Quarter of Americans Report Using *MyPyramid.*



(IF HEARD OF) In which of the following ways, if any, have you used MyPyramid? *Select all that apply.* (n=897)

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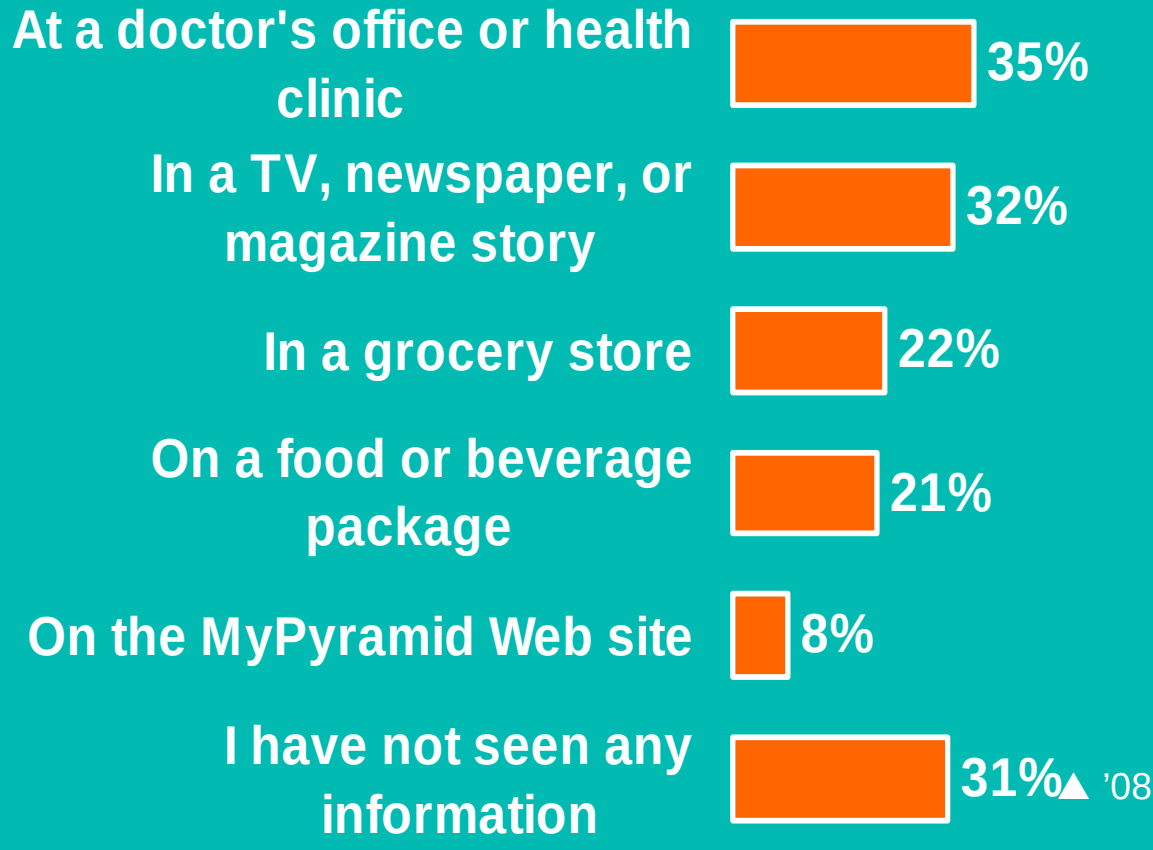
Sources of Contact with *MyPyramid*



Where, if at all, have you seen *MyPyramid* information? *Select all that apply.* (n=1064)

NOTE: Responses less than five percent not shown

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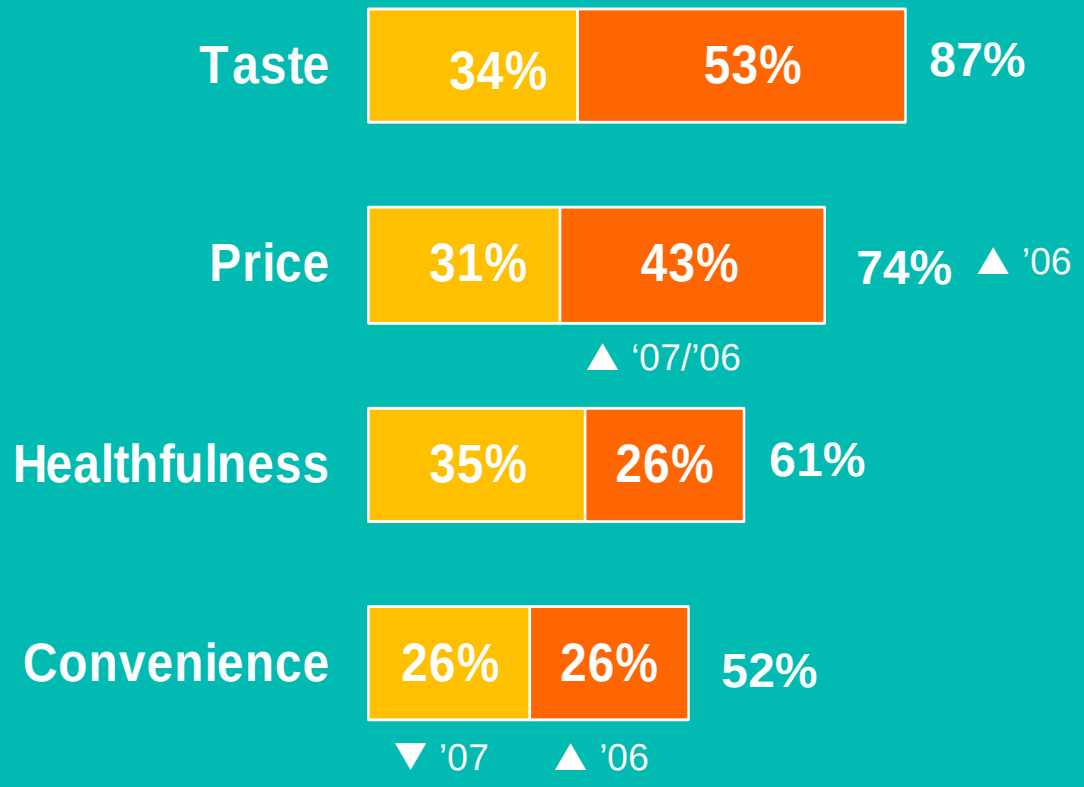
Purchasing Influencers

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



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

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Communicating Nutrition and Health on Food Labels: In Summary…

- The food label contains many pieces of information that can help consumers make healthful choices.
- Many factors and influencers, not just labeling, impact consumers' food choices.
- There is variation between what consumers' say they like and what they will do with the information.
- Transparency on how labeling systems are derived is important. This includes criteria.

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Communicating Nutrition and Health on Food Labels: Future Considerations

- Need to be aware of goals (short- vs. long-term) and potential for unintended consequences of consumer attempts to interpret and use information.
- Consumer research is necessary to ensure that new approaches help achieve goals.
- Any nutrition information must be accompanied by appropriate consumer education.

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Questions and Answers

Upcoming Web Casts:

August 12: "Consumer Attitudes toward Functional Foods/Foods for Health"

September: *Food & Health Survey Series Part 3:* "A Focus on Food Safety"

November: *Food & Health Survey Series Part 4:* "Americans' Approach to Dieting and Weight Management Strategies"

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

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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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Consumer Attitudes toward Food, Nutrition & Health

A Trended Survey

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