### The 2012 Food Temperance Survey

#### I WANT YOU TO EAT HEALTHY

National Food Policy Conference May 17, 2012



#### Methodology

- Online omnibus polls
  - April 23, 2012
  - October 22, 2010
  - January 18, 2010
- Samples of 1,000 adults, balanced on age, gender and region of the U.S. (MOE +/- 2%)
- Most recent April, 2012 wave included sub-samples of:
  - 383 Opinion Leader Shoppers (MOE +/- 4%)
  - 883 Registered Voters (MOE +/- 3%)
  - 404 Democrats (MOE +/- 4%)
  - 287 Republicans (MOE +/- 5%)

#### **Opinion Leader Shopper**



- Primary grocery shopper
- Registered voter
- Demonstrates at least two sociopolitical behaviors
  - Communicated with politician on an issue
  - Bought product/service from company based on involvement with a cause or issue
  - Joined or contributed money to a group to advocate for an issue
  - Contributed to a political candidate or party

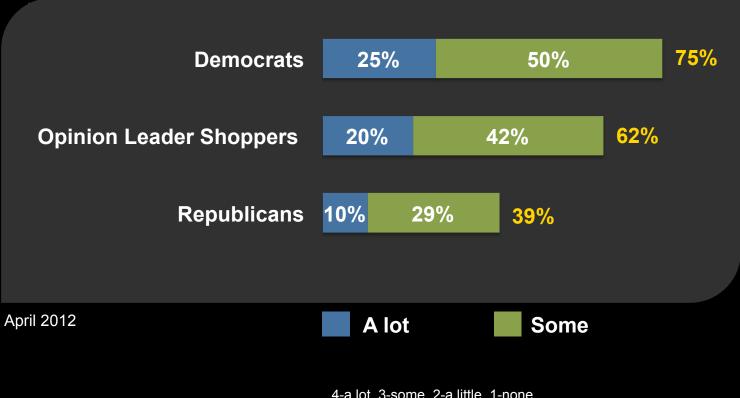
#### **Opinion Leaders Shoppers remain very aware of coverage of food policy actions**

Government placing stricter rules on health & nutrition information on food packages and in advertising to children	Apr 2012	36%		52%	88%
	Oct 2010	41%		43%	84%
	Jan 2010	38%		42%	80%
Government re- evaluating levels of fat, sugar, salt & other nutrients considered healthy in foods and beverages	Apr 2012	34%		48%	82%
	Oct 2010	40%		45%	85%
	Jan 2010	34%		46%	80%
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The increasing numbers of Americans who are unhealthy because they are obese	Apr 2012	65%		33%	98%
	Oct 2010	62%		31%	93%
	Jan 2010	69%		27%	96%
		Heard or Read A	LOT	Heard or	Read SOME
	4-a lot, 3-some, 2-not much, 1-nothing at all				

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#### More than half of Opinion Leader Shoppers and Democrats think food policy issues should be part of the Presidential debates; Less so for Republicans



4-a lot, 3-some, 2-a little, 1-none

### Some common ground between Republicans and Democrats on a few food-related issues

	Opinion Leader Shoppers	Democrats	Republicans
Ensuring food safety * (*most important for all groups)	78%	80%	75%
Stabilizing food prices	62%	64%	61%

(% indicating very important on a three point scale: very important/important/not at all important)

# But they significantly disagreed on other critical food-related issues

	Opinion Leader Shoppers	Democrats	Republicans
Solving hunger in America	70%	74%	57%
Improving the nutritional quality of food in schools	62%	<mark>68%</mark>	46%
Educating Americans on healthy food choices and eating behaviors	55%	60%	37%
Reforming agriculture production	47%	<b>52%</b>	29%

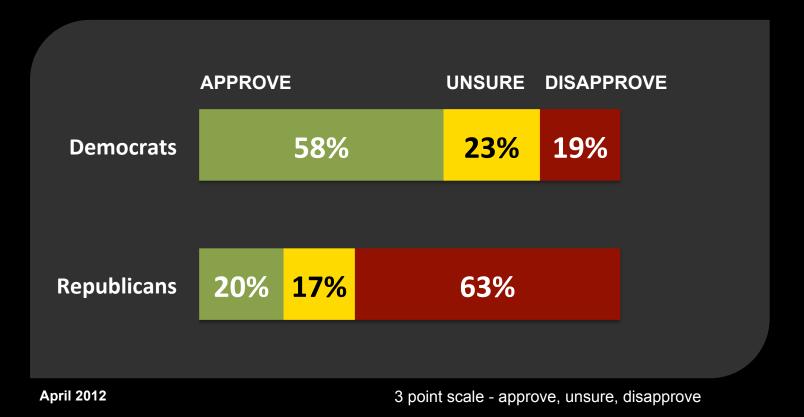
(% indicating very important on a three point scale: very important/important/not at all important)

#### **Opinion Leader Shoppers becoming more polarized on government intervention**

	APPROVE	UNSURE	DISAPPROVE
Apr 2012	46%	15%	39%
Oct 2010	44%	<mark>21%</mark>	34%
Jan 2010	47%	17%	36%

3 point scale - approve, unsure, disapprove

#### **Democrats approve government intervention**



# Democrats are more likely to "strongly favor" government intervention on most food issues

April 2012		Strongly Favor	Strongly Oppose
Label foods that are GM or engineered	Democrat	54%	12%
	Republican	38%	17%
Define the production processes and ingredients that qualify as	Democrat	45%	1%
ingredients that qualify as "natural"	Republican	28%	9%
Govt. nutrition education programs more overtly	Democrat	37%	1%
identify "bad foods" to avoid	Republican	18%	17%
New laws prevent food companies from using health, nutrition claims on	Democrat	31%	5%
package & advertising	Republican	17%	20%
	4 point scale	e – 4-strongly favor, 3-favor,	2-oppose, 1-strongly oppos

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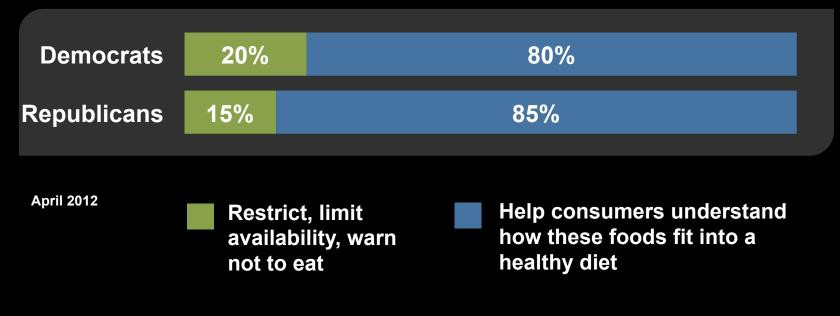
# **Republicans show strong opposition for tax-based food policy actions**

April 2012		Strongly Favor	Strongly Oppose
Tax soft drinks, other foods high in sugar and calories, low in	Democrat	27%	16%
beneficial nutrients	Republican	14%	46%
Tax, limit marketing of foods based on cost to society	Democrat	24%	13%
Society	Republican	11%	35%
Ban advertising, marketing of prepared	Democrat	29%	7%
foods, beverages to children and young adults	Republican	20%	24%
No use of food stamps for purchasing soft drinks,	Democrat	33%	12%
foods high in calories, low in nutrients	Republican	42%	17%

4 point scale – 4-strongly favor, 3-favor, 2-oppose, 1-strongly oppose

#### **Overall preference for education rather than restricting policies**





# Democrats have greater tendency to find label information useful for making food choices

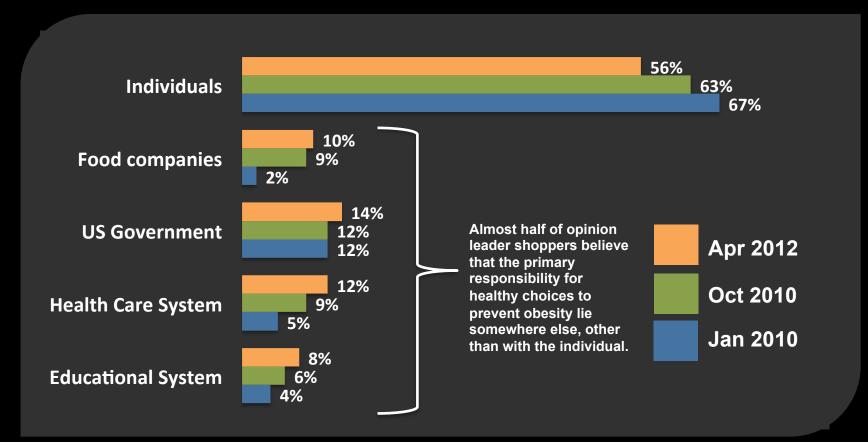
APRIL 2012	Democrats	Republicans
Claims on the front of the package about the benefits of the product such as "helps you lose weight," or "helps build strong bones."	32%	24%
Information on the front of the package about the nutrients contained in the product such as "low fat," "high in fiber" or "reduced calories."	<b>46%</b>	33%
The nutrition facts panel on the side or back of food packages that lists calories and nutrients per serving.	68%	62%
Information regarding the organic, natural, and sustainable farming practices used to produce the food product.	47%	28%
The list of ingredients in the food product	66%	64%

(% indicating "very useful" on a three point scale: 3-very useful, 2-somewhat useful, 1-not at all useful)

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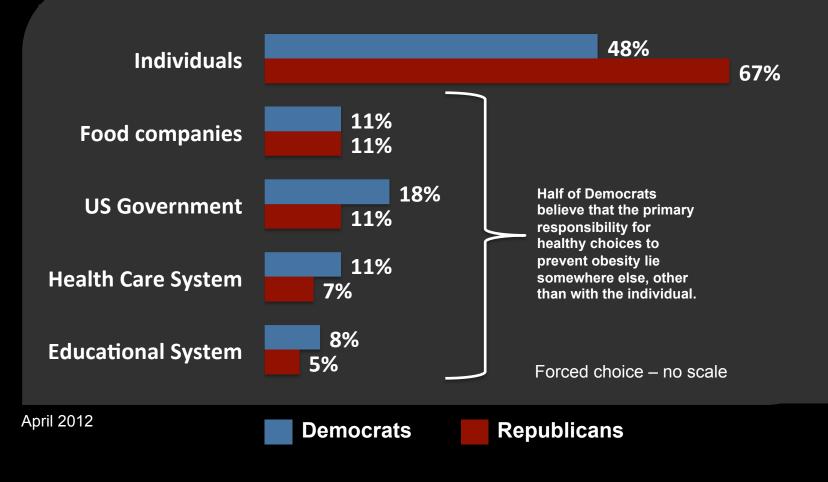
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#### The majority (56%) of Opinion Leader Shoppers believe <u>individuals hold the primary responsibility</u>; But, almost half (44%) believe the responsibility lies elsewhere

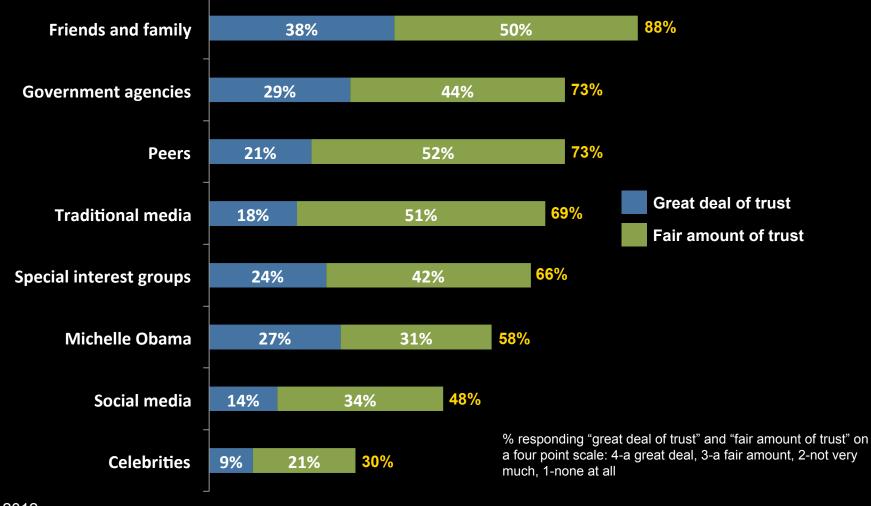


#### Forced choice – no scale

Democrats split on who holds responsibility (individuals 48% vs. others 48%); Majority of Republicans believe individuals are responsible

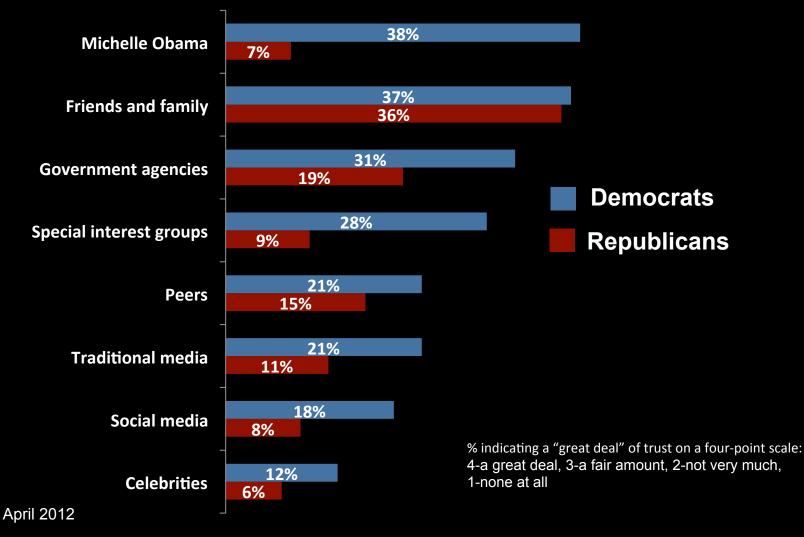


# Most trusted sources for information on health and nutrition for Opinion Leader Shoppers



April 2012

# Friends and family is a trusted source that is key for both Democrats and Republicans





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