

# The 2012 Food Temperance Survey

I WANT **YOU** TO  
EAT HEALTHY

National Food Policy Conference  
May 17, 2012

foodminds



# 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 socio-political 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

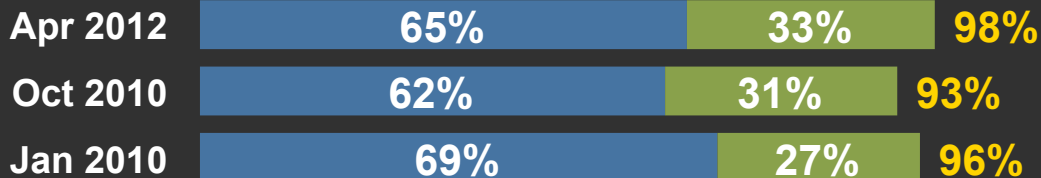
Government placing stricter rules on health & nutrition information on food packages and in advertising to children



Government re-evaluating levels of fat, sugar, salt & other nutrients considered healthy in foods and beverages



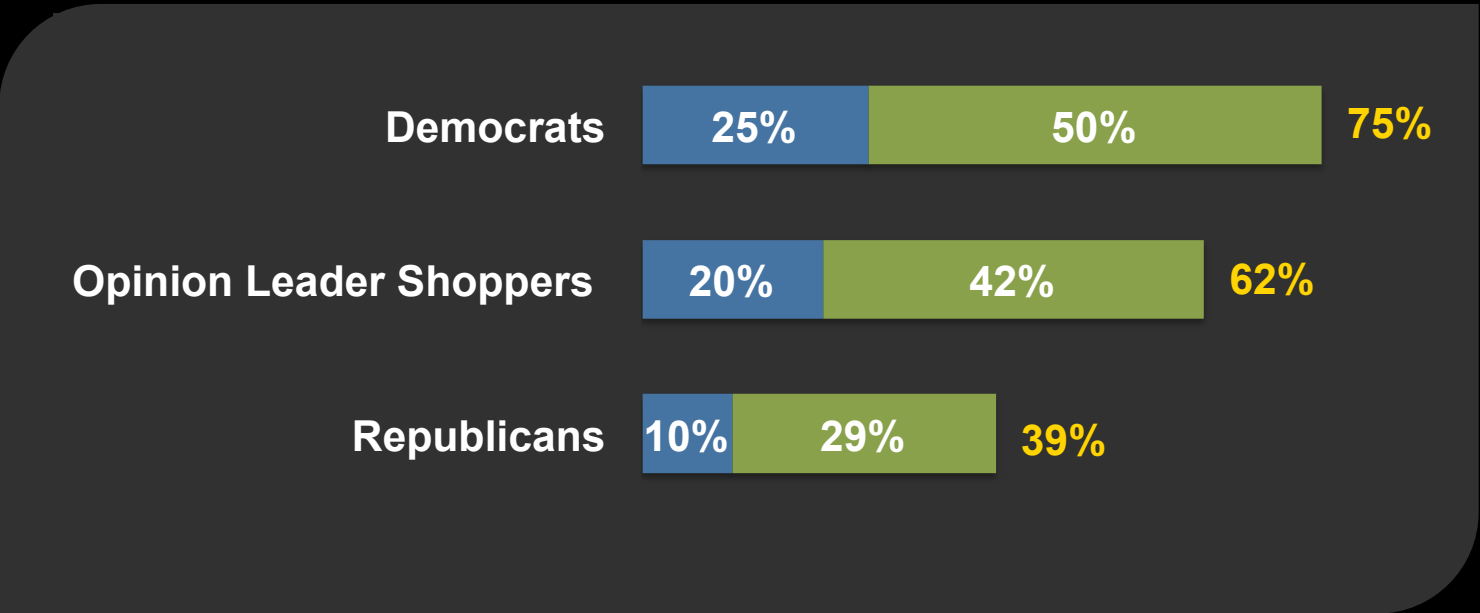
The increasing numbers of Americans who are unhealthy because they are obese



■ Heard or Read A LOT
 ■ Heard or Read SOME

4-a lot, 3-some, 2-not much, 1-nothing at all

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



April 2012

■ A lot      ■ Some

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
<b>Ensuring food safety *</b> (*most important for all groups)	78%	80%	75%
<b>Stabilizing food prices</b>	62%	64%	61%

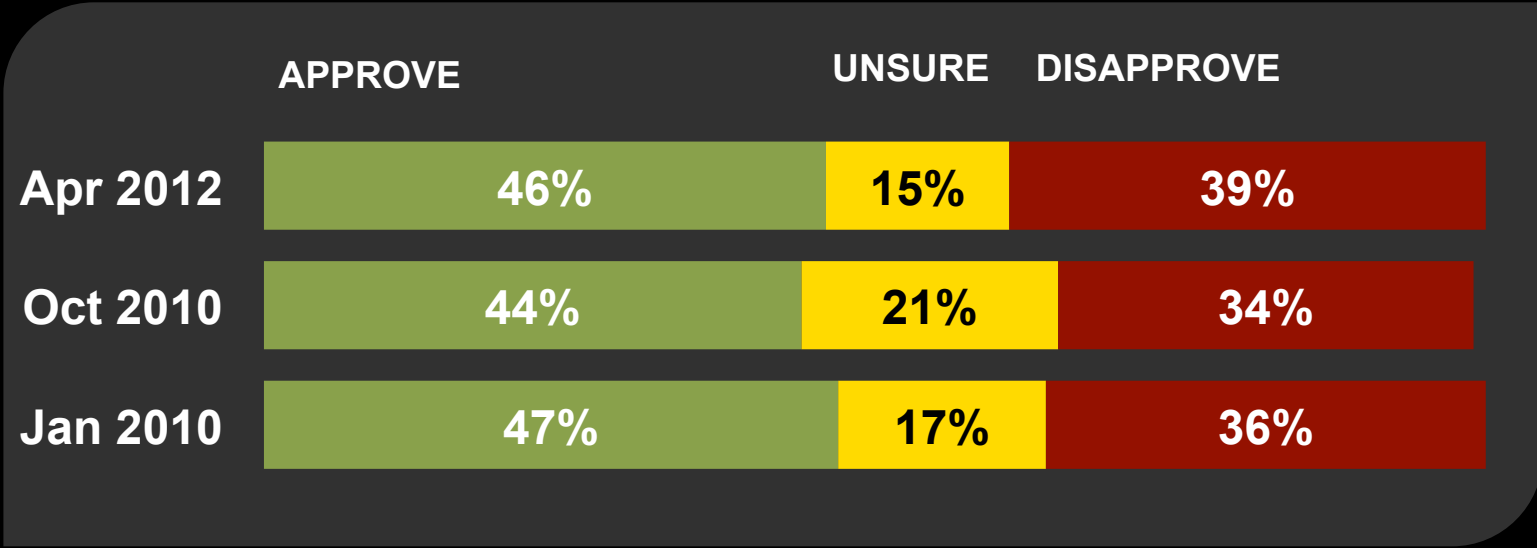
(% indicating very important on a three point scale: very important/important/not at all important)

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

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

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

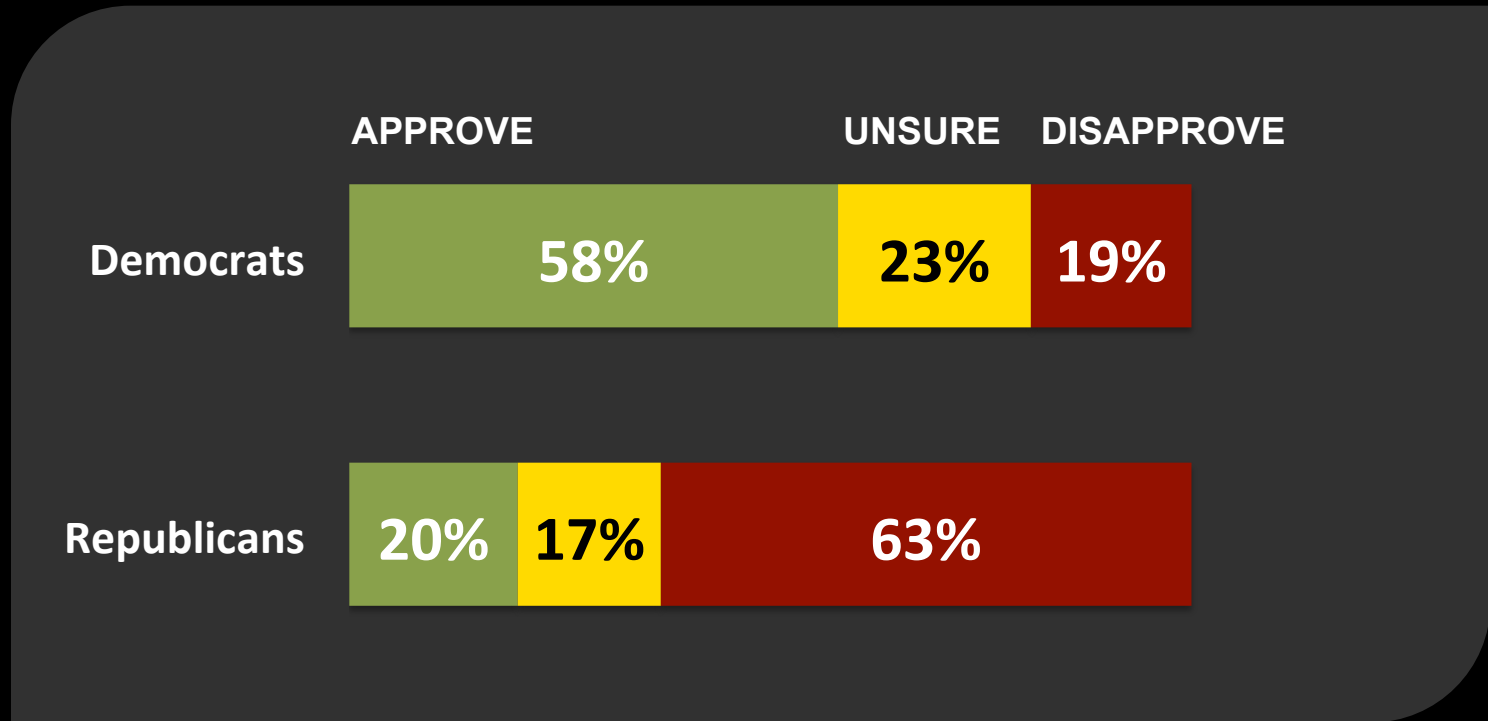
# Opinion Leader Shoppers becoming more polarized on government intervention



3 point scale - approve, unsure, disapprove



# Democrats approve government intervention

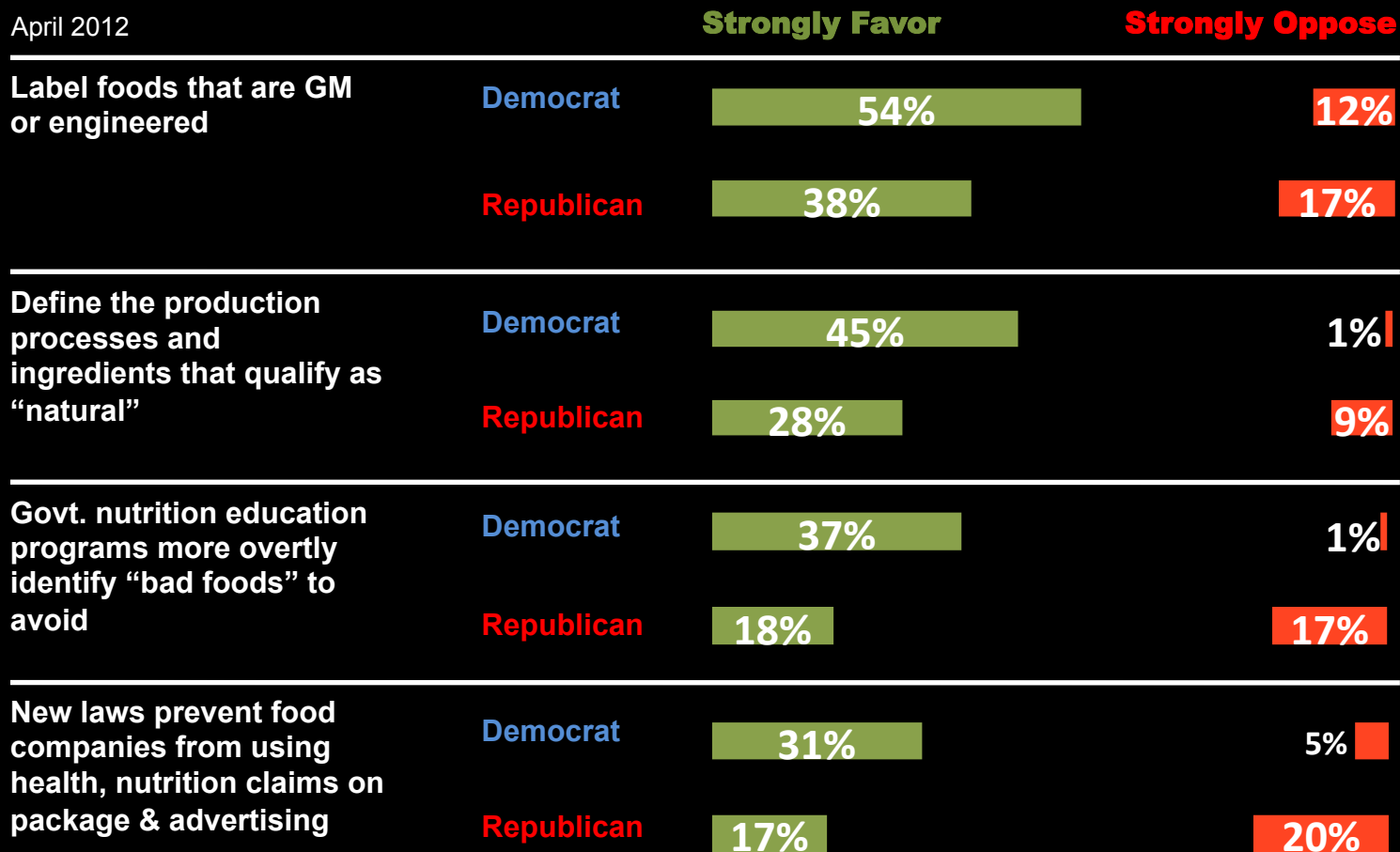


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3 point scale - approve, unsure, disapprove

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

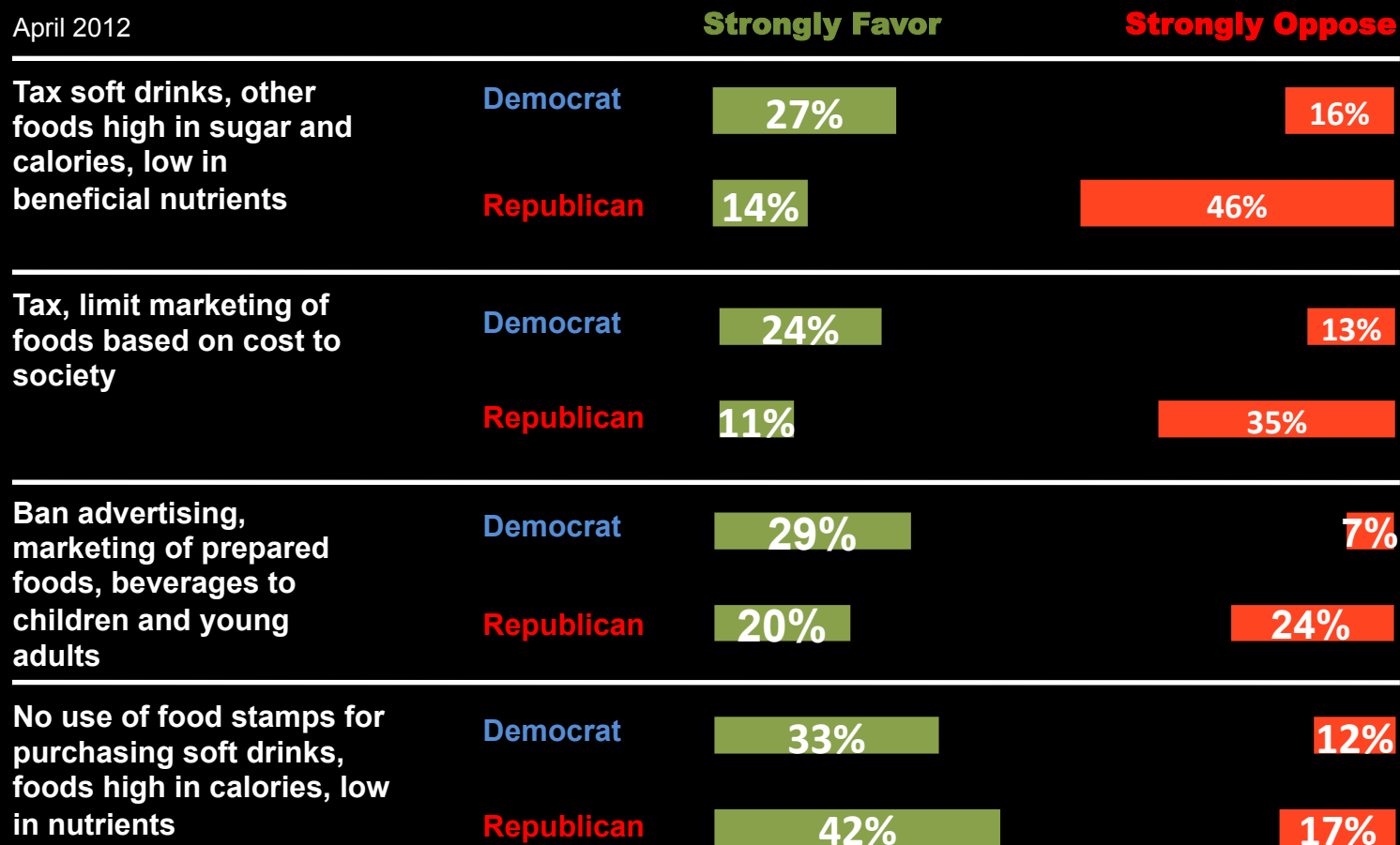
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4 point scale – 4-strongly favor, 3-favor, 2-oppose, 1-strongly oppose

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

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

# Overall preference for education rather than restricting policies



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 **Restrict, limit availability, warn not to eat**

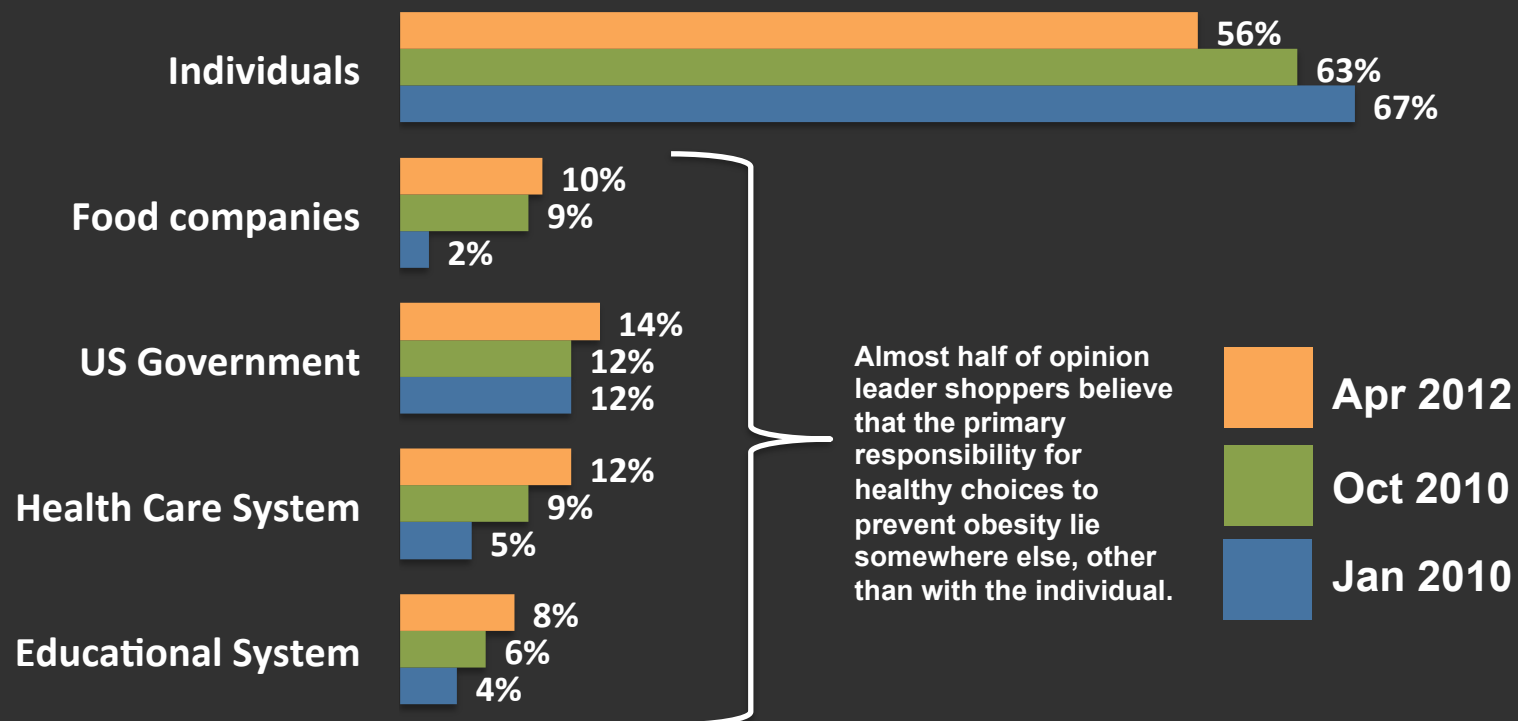
 **Help consumers understand how these foods fit into a healthy diet**

# 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.”	<b>32%</b>	<b>24%</b>
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>	<b>33%</b>
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.	<b>47%</b>	<b>28%</b>
The list of ingredients in the food product	66%	64%

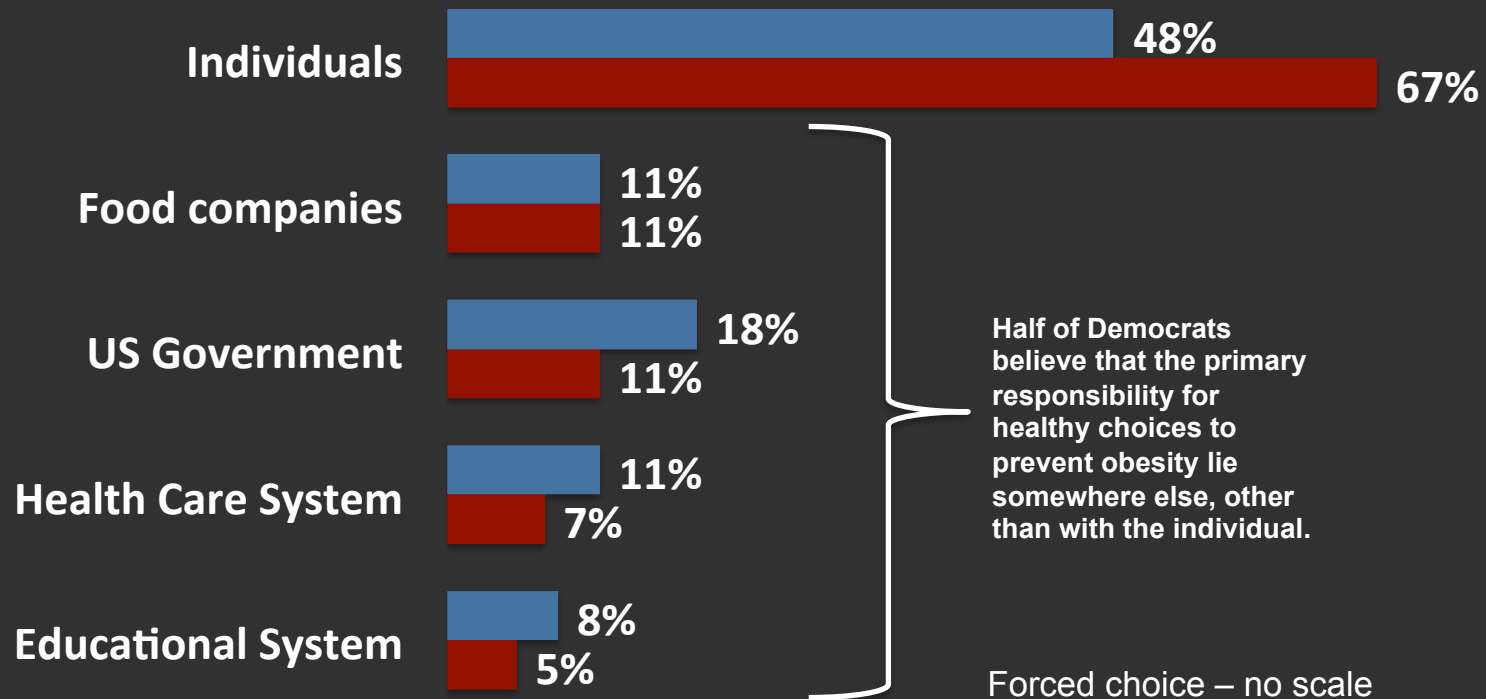
(% indicating “very useful” on a three point scale: 3-very useful, 2-somewhat useful, 1-not at all useful)

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



Forced choice – no scale

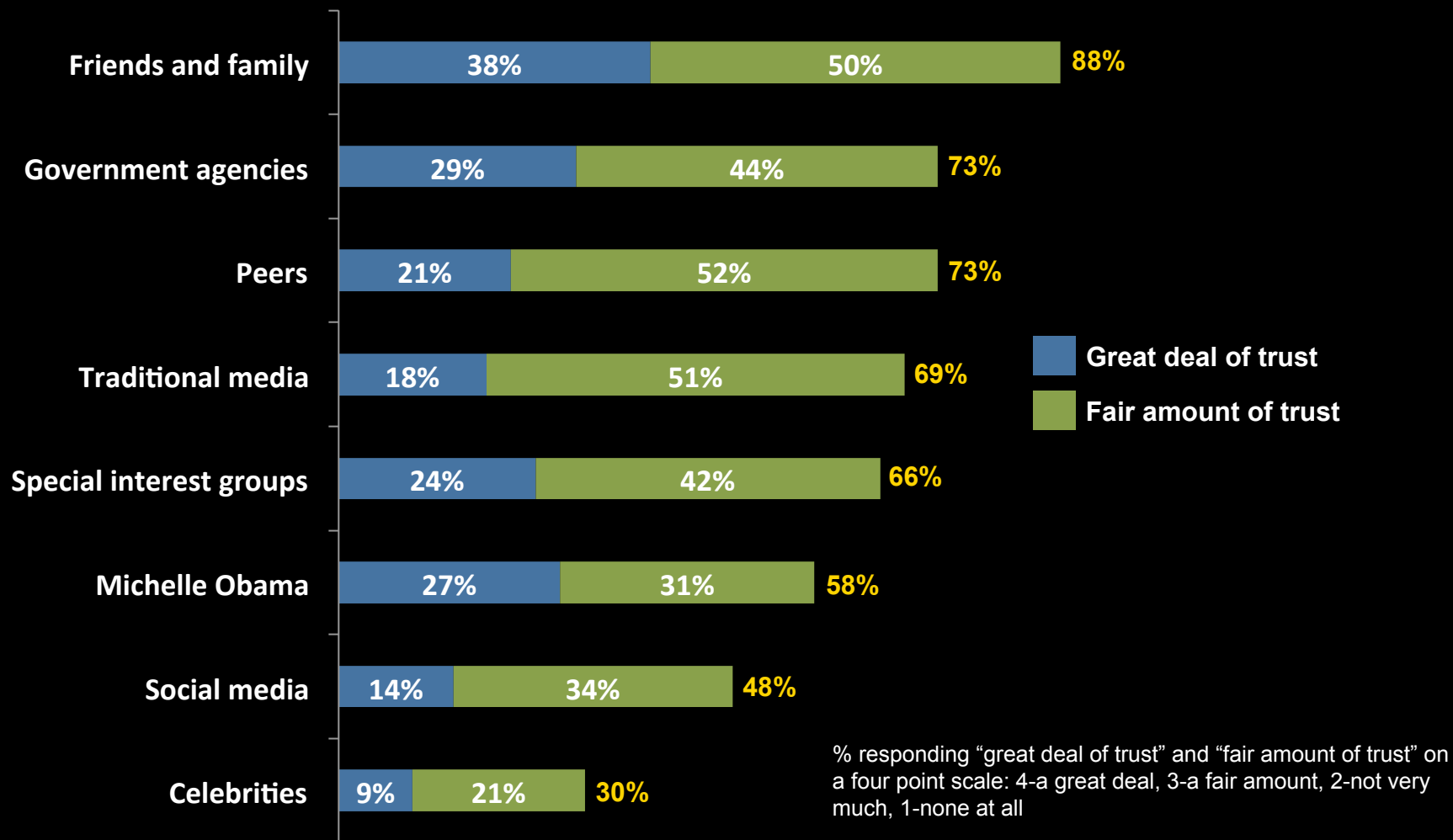
# Democrats split on who holds responsibility (individuals 48% vs. others 48%); Majority of Republicans believe individuals are responsible



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■ Democrats
 ■ Republicans

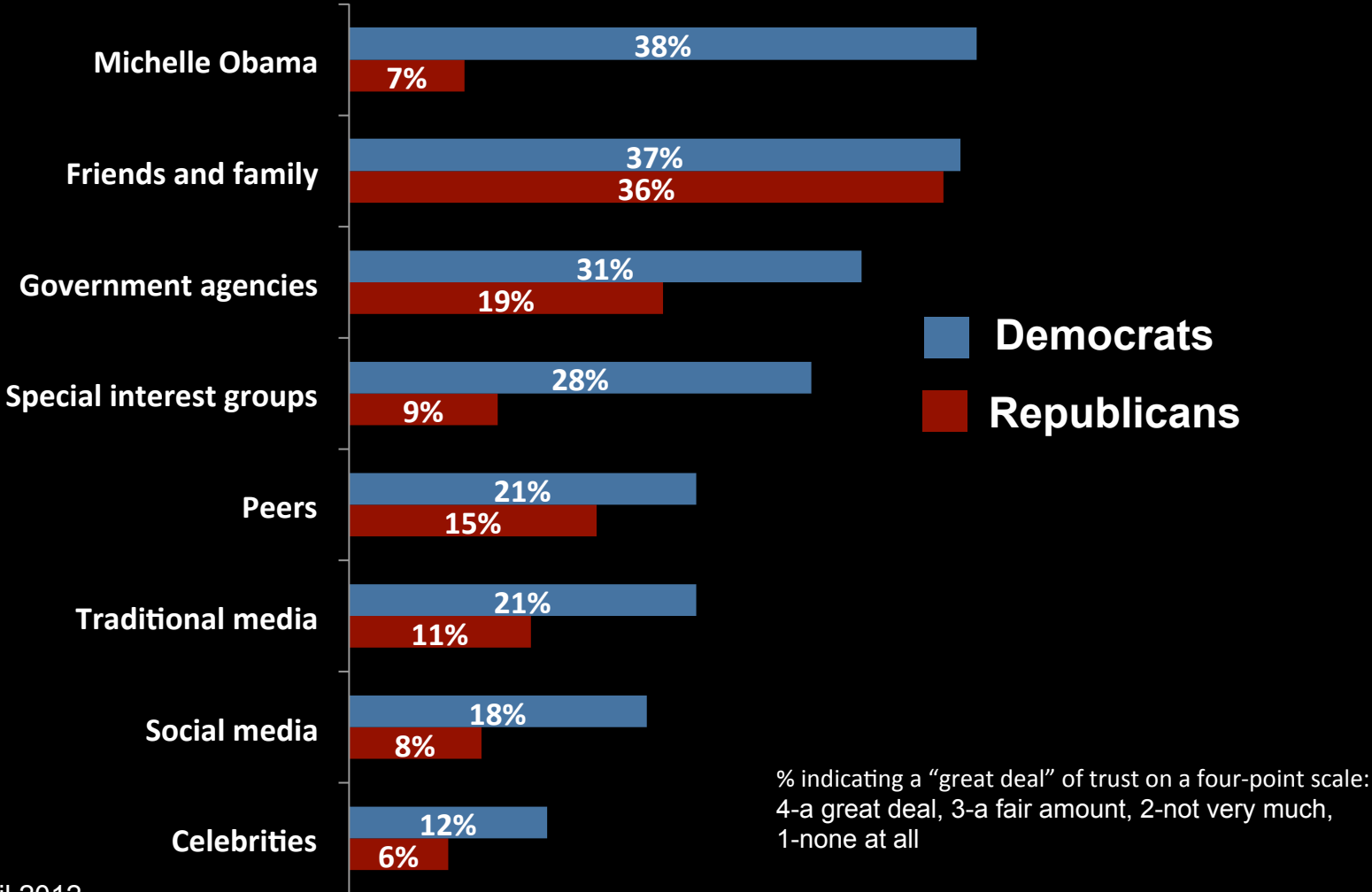
# Most trusted sources for information on health and nutrition for Opinion Leader Shoppers



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



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# Thank you

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