2024 IFIC Food & Health SURVEY

The International Food Information Council's annual survey of American consumers to understand perceptions, beliefs, and behaviors surrounding food and food-purchasing decisions

METHODOLOGY

2024 IFIC Food & Health SURVEY

IFIC FOOD & HEATLH SURVEY METHODOLOGY

- **An online survey of 3,000 Americans ages 18 to 80 years.**
- **The survey was fielded from March 8-24, 2024.**
- **On average, the survey took ~20 minutes to complete.**
- **The survey was conducted via Dynata's consumer panel.**

SUGGESTED CITATION:
International Food Information Council. 2024 Food & Health Survey. June 20, 2024.
https://foodinsight.org/2024-foodhealth-survey/

- The results were weighted to ensure that they are reflective of the American population ages 18 to 80, as seen in the 2023 Current Population Survey. Specifically, results were weighted by age, education, gender, race/ethnicity, and region.
- IFIC commissions Greenwald Research to conduct its annual *Food & Health Survey*.

2024 IFIC Food & Health SURVEY

EXECUTIVE SUMMARY

2024 IFIC Food & Health SURVEY

This year's *Food & Health Survey* marks the 19th consecutive year that the International Food Information Council (IFIC) has surveyed American consumers to understand the perceptions, beliefs, and behaviors surrounding food and food-purchasing decisions.

Key findings from this year's online survey of **3,000 Americans** focus on:

- Perceptions about health and nutrition, and how "healthy" food is defined
- Food and beverage purchase-drivers
- The impact and usage of social media content on food and nutrition
- Stress and the link between food choices and mental and emotional well-being
- Eating patterns and diets as well as snacking habits and mindful eating behaviors
- Health benefits sought from foods and beverages
- How Americans approach sugar consumption and the use of low- and no-calorie sweeteners
- Beliefs about food production and food technologies
- Views on food safety issues

Findings are presented for all survey respondents. Additional insights are provided based on how findings vary by different types of demographic groups, such as by age, race, gender, and household income.

Note: Significant changes in trend vs. 2023 (and/or in some cases, prior years) are indicated using up-and-down arrows and/or call-out boxes.

KEY FINDINGS

The importance of “healthfulness” as a purchase driver depends greatly on a consumer’s income level.

Consumers continue to say taste (85%) is very impactful on their food and beverage purchase decisions. Price remains the second most impactful (76%). Healthfulness falls in the middle (62%), followed by convenience (57%), and environmental sustainability (31%).

The impact of convenience, however, is down somewhat from last year (61% in 2023 to 57%). Environmental sustainability continues to slide down over the last 2 years (39% in 2022 to 34% to 31%).

It is important to recognize that these purchase drivers are highly dependent on one’s income. As income rises, the influence of price understandably diminishes, while other factors, such as taste and healthfulness, increase dramatically in importance. Healthfulness is a key driver for 55% of those with the lowest household income, but 75% for those with the highest household income. Interestingly, healthfulness surpasses price as a purchase driver at the threshold of $100K+ in household income.

Consumers are divided about prescription weight-loss medication effectiveness, although only 3 in 10 view them as safe.

When asked whether prescription weight-loss medications are effective, consumers are split nearly 50/50 (48% agree). Millennials (56%) are most likely to consider these medications effective.

Consumers are less evenly split when it comes to safety. Only 3 in 10 feel that prescription weight-loss medications are safe. Millennials (37%) and men (34%) are most likely to feel this way.

One in 10 consumers say they have tried a prescription weight-loss drug in the past year. An additional 22% say they have considered it.

Down from 2022, only 1 in 4 would rather take a medication than change their lifestyle. Gen Z and men are more likely to say so.

KEY FINDINGS

There is dramatic inequality in consumer well-being, which continues to impact food and diet choices.

Although good health and happiness are widespread among Americans, stress is on the rise (60% in 2023 to 64%). Personal finances and the economy are the leading sources of stress. 'Food and beverage choices' is not commonly cited as a stressor, although it is somewhat more prevalent for younger generations. Health and medical issues become the #1 source of stress as people get older.

While food and beverages choices is not a top stressor, there is an important relationship between food and well-being. Three in 4 say food choices impact their mental well-being and 2 in 3 recognize the reciprocal relationship: their mental well-being influences the food choices they make.

Still, there is an inequality in outcomes for Americans. As household income rises, so does happiness and self-reported health, accompanied by a decrease in stress. In fact, only 1 in 3 (33%) of those with less than $20K in income describe their health as excellent or very good while more than twice as many report the same when income is over $150K (70%). And since those with lower income are more likely to be stressed, those groups are also more likely to report that they have consumed less healthy foods and beverages due to stress.

Social media is having an even bigger impact than it did a year ago. Interest in AI presents unique opportunities.

Exposure to food and nutrition content on social media is up significantly from last year (42% in 2023 to 54%). Most trust the content they see, though fewer trust the content *a lot* (21% in 2023 to 15%). The social platforms where food and nutrition content is more often seen varies predictably by generation: Facebook for older generations vs. Instagram and TikTok for younger generations.

Despite this high exposure and overall trust in food and nutrition content on social media, few trust social media influencers and bloggers for information about what foods to eat and avoid. Consumers are most likely to trust this information from personal healthcare professionals and registered dietitian nutritionists. Trust in this content from government agencies is down from 2022, mostly among Millennials, high income consumers, men, and married people.

Half of consumers (51%) would be interested in having AI help them make safe and nutritious food choices, though this swings a lot by generation, with younger generations more interested.

Even more, 2 in 3 (65%) believe online tools and mobile apps can help them improve their diet and physical activity. This belief continues to be higher than it was more than a decade ago (57% in 2012).

KEY FINDINGS

Familiarity with *MyPlate* has increased significantly.

More than half of consumers are now familiar with *MyPlate* – 54% vs. 43% last year. Gen Z continues to be the most familiar (78% vs. 61% of Millennials, 50% of Gen X, and 45% of Boomers).

When asked if *MyPlate* led them to take any actions, just under half (47%) reported using it to eat a more balanced diet. Only 14% visited the website. Only 2 in 10 of those who have seen the *MyPlate* graphic say it did not lead to any action.

Familiarity with the *Dietary Guidelines for Americans (DGAs)* is steady at just under half. Women are consistently more familiar with the *DGAs* than men at nearly all ages. Age is a major factor in consumer familiarity with the *DGAs* though: for those under 30 years, 47% of women and 42% of men know about the *DGAs*; among those 70+, only 44% of women and 21% of men say the same.

The percentage of Americans who have followed a diet or eating pattern in past year remains high at 54%

The percentage of consumers following a diet or eating pattern remains steady at around half. The most common diets are high protein and mindful eating. The percentage following a diet or eating pattern decreases with age, though women are more likely to do so as they age than men.

The biggest motivation for following a diet or eating pattern is to feel better and have more energy. Though still a big motivator, weight loss has dropped to the second most common reason. Several motivators increased in prevalence this year, including wanting to feel better and have more energy, wanting to protect long-term health, and wanting to better manage a health condition.

When asked to describe their relationship with food, 6 in 10 described it as positive. Very few (11%) describe it as negative. High income consumers, men, and Asian Americans are more likely than others to consider their relationship with food to be positive.

KEY FINDINGS

The number of consumers trying to consume protein continues to rise: 59% in 2022, 67% in 2023, to 71% in 2024.

The top benefits consumers seek from food, beverages, and nutrients are energy, healthy aging, weight loss and management, and digestive health.

Most Americans are trying to consume protein, and the desire to get more continues to rise (59% in 2022, 67% 2023, 71% 2024). Half of consumers are also looking to increase their consumption of fresh foods, which most consider to be the healthiest type of food.

For nutrients consumers are trying to limit or avoid, sodium (50%) and saturated fat (44%) are mentioned the most. For those trying to limit or avoid saturated fat, most are doing so by limiting or avoiding fried foods (58%) or processed foods (53%). When it comes to specific foods to reduce saturated fat consumption, 46% are trying to limit or avoid beef and 44% say the same for pork. Cooking oils and dairy foods are also common foods these consumers are trying to limit or avoid.

More Americans report trying to limit their sugar consumption in 2024 than was the case last year.

More consumers are trying to limit their sugar consumption this year (66% up from 61%). Added sugars are most likely to be the target of these efforts, though 3 in 10 report trying to limit or avoid both added sugars and sugars that are naturally present in foods.

The main reason consumers are limiting their sugar consumption is to improve their diet in general (49%). This is followed by avoiding gaining weight and preventing a future health condition, which greatly increased in importance from previous years (35% last 2 years, up to 42%).

KEY FINDINGS

Most say they avoid processed foods to some degree, but only 1 in 3 are familiar with the term “ultraprocessed food”.

Most consumers say they consider whether or not a food product is processed when making a decision to purchase it (79%), and a majority (63%) say they avoid processed foods (at least sometimes).

Despite this prevalence, only 1 in 3 are familiar with the term “ultraprocessed.” Younger generations are twice as likely to be than older generations to recognize this term, yet familiarity is not widespread (39% for Gen Z, 42% for Millennials, 30% for Gen X, and 21% for Boomers).

More than half of consumers take whether food is available in local markets and whether the food is bioengineered into consideration when deciding which foods and beverages to purchase.

Though some consider social sustainability when purchasing (46%), they are torn when it leads to higher prices. Only half would be willing to pay more for a product that said it was produced in a socially sustainable way on the package. Consumers are less divided when it comes to paying more when a package indicates eco-friendliness (67% willing to pay at least little more when a package is labeled as eco-friendly).

Overall confidence in the safety of the U.S. food supply is significantly down in 2024.

Confidence in the safety of the food supply is down from last year (62%, down from 70% in 2022). This confidence dropped most among Millennials and Hispanic consumers.

Among multiple food safety issues, consumers are most concerned about carcinogens in food, foodborne illness from bacteria, and pesticides. Of those concerned with foodborne illness, nearly all are familiar with “best by” dates, but only 2 in 3 (67%) are familiar with what to do when their food has been recalled and far fewer (39%) are familiar with the USDA’s Meat and Poultry Hotline.

U.S. DIETARY GUIDANCE

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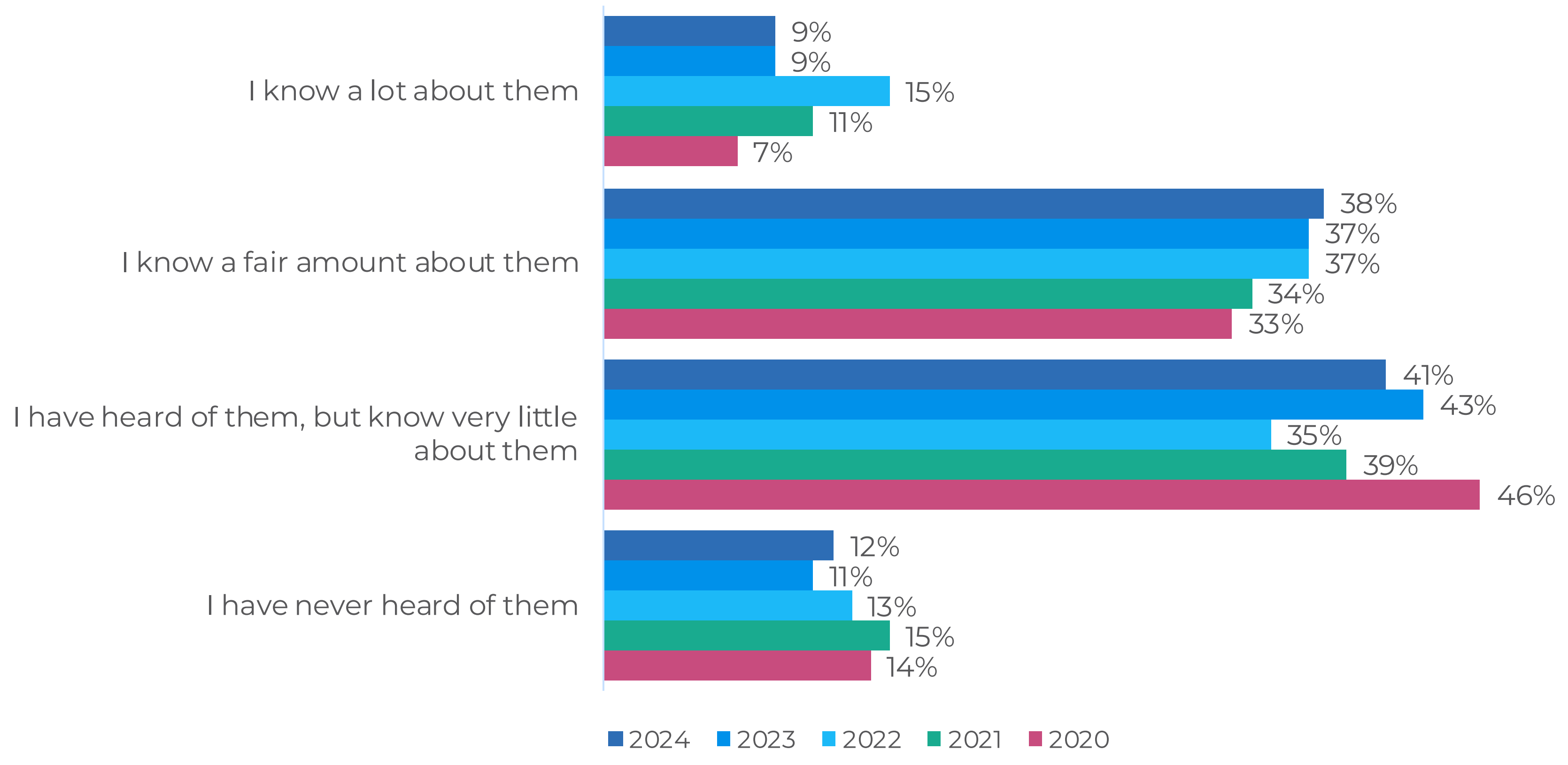
Familiarity with the *Dietary Guidelines for Americans* has increased significantly since 2010.

Millennials and those with household incomes above $75K are the most familiar with the *Guidelines*.

Familiarity with the *Dietary Guidelines for Americans*



14-Year Trend

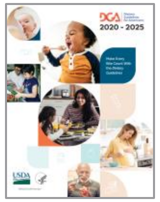
*2024 vs. 2010**

9%
Know a lot
vs. 3% in 2010

38%
Know a fair amount
vs. 20% in 2010

41%
know very little
vs. 48% in 2010

12%
Never heard of
vs. 29% in 2010

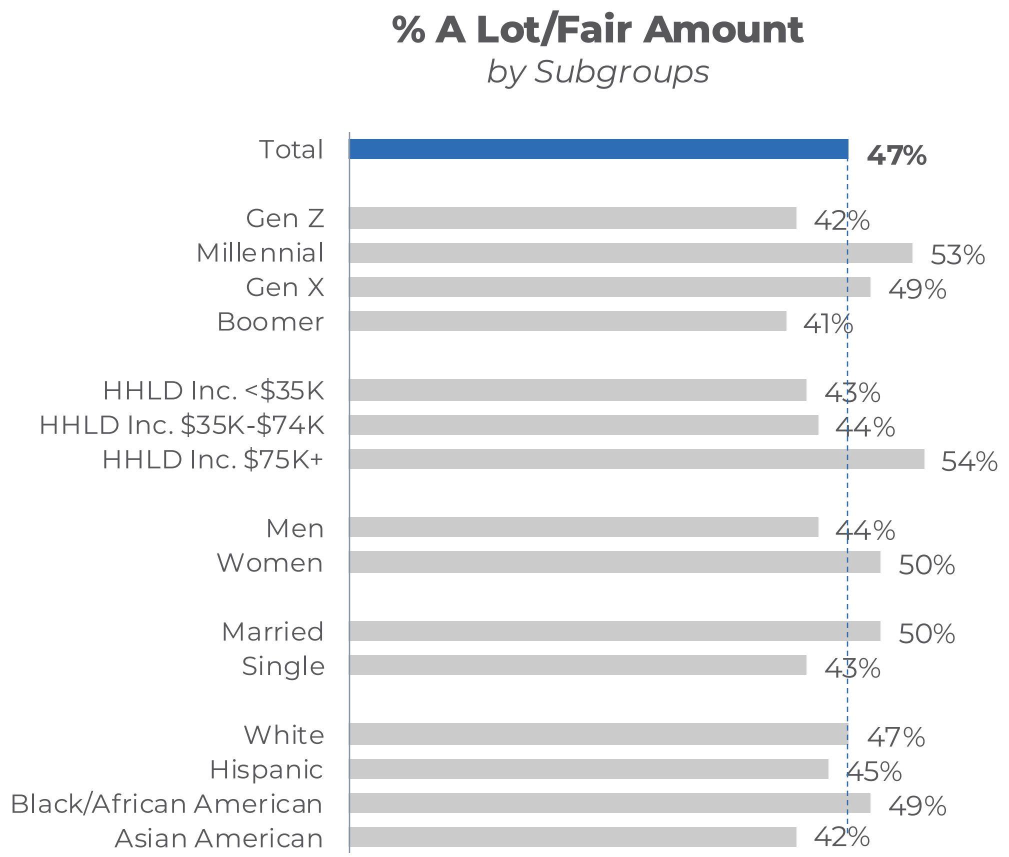


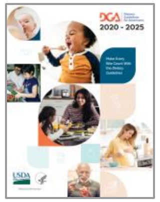
2024 IFIC Food & Health SURVEY

[TREND] G4 Which of the following best describes your familiarity with the "Dietary Guidelines for Americans" (US government-approved food and nutrition guidelines)? (n=3,000)
**This question was first asked in the 2010 IFIC Food & Health Survey*

Nearly half report knowing at least “a fair amount” about the *Dietary Guidelines for Americans*.

Millennials and those with household incomes above $75K are the most familiar with the *Guidelines*.





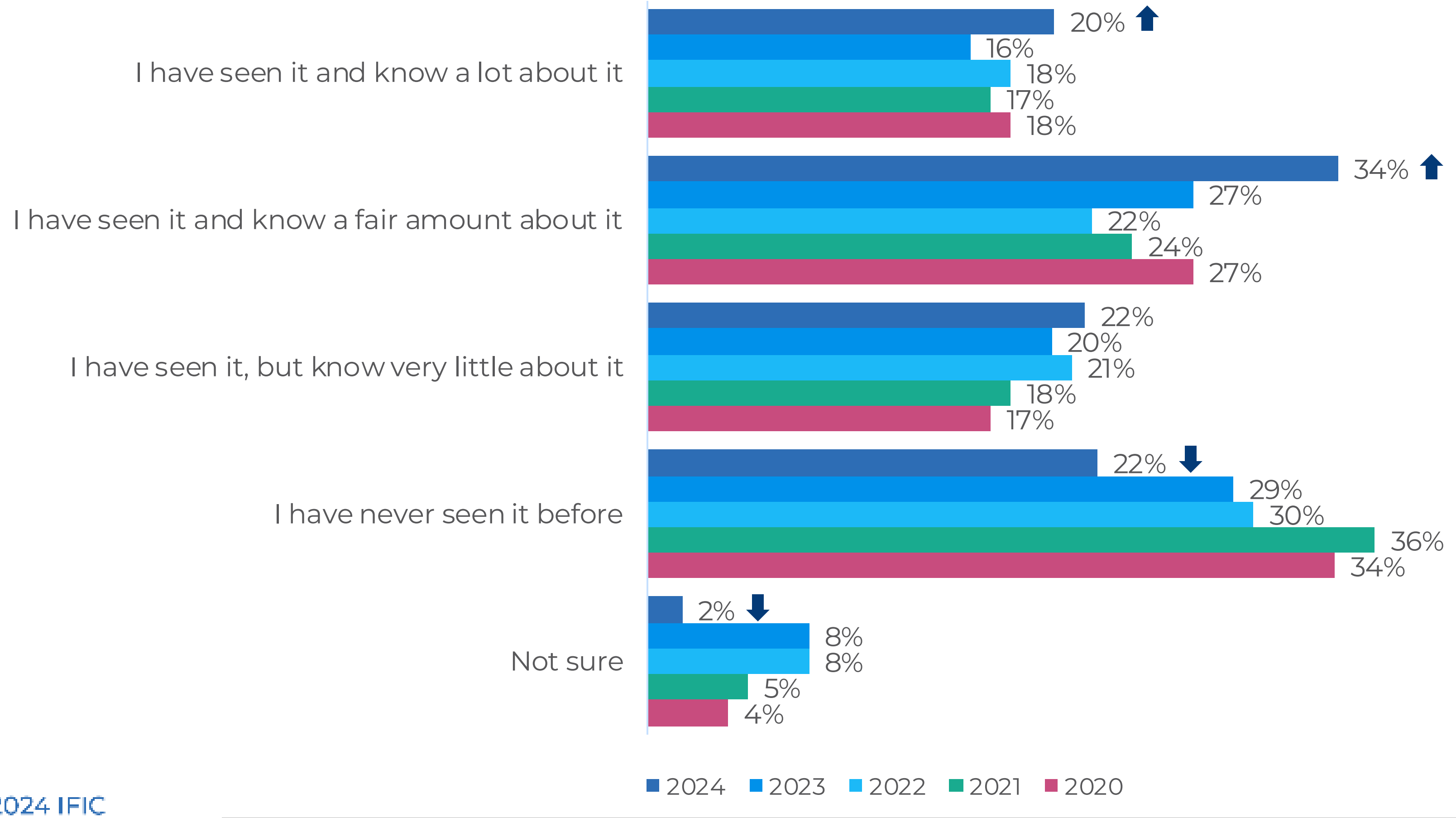
2024 IFIC Food & Health SURVEY

[TREND] *G4 Which of the following best describes your familiarity with the "Dietary Guidelines for Americans" (US government-approved food and nutrition guidelines)? (n=3,000)*

More than half of Americans report knowing at least "a fair amount" about *MyPlate*, up from 4 in 10 in 2023.

2 in 10 (22%) say they have never seen the *MyPlate* graphic, significantly down from 36% in 2013.

Familiarity with the *MyPlate* Graphic



11-Year Trend

*2024 vs. 2013**

20%
Know a lot
vs. 8% in 2013

22%
Have never seen
vs. 36% in 2013

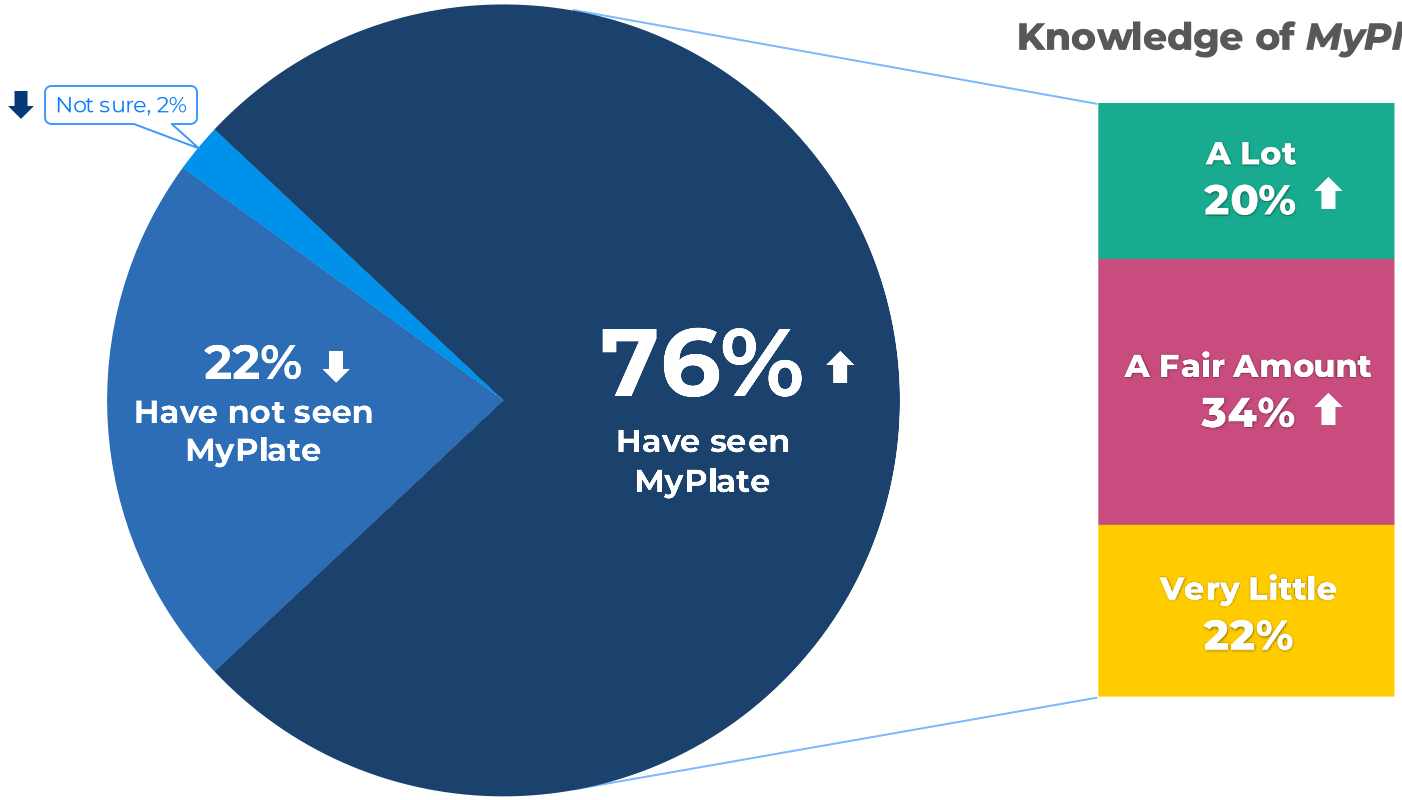
2024 IFIC Food & Health SURVEY

[TREND] *G2 How familiar are you, if at all, with the following graphic [MyPlate]? (n=3,000)*
**This question was first asked in the 2013 IFIC Food & Health Survey*

More than half of Americans report knowing at least "a fair amount" about *MyPlate*, up from 4 in 10 in 2023.

In 2024, more than 3 in 4 say they have seen the *MyPlate* graphic, up from our historical trend of 6 in 10.

Familiarity with the *MyPlate* Graphic



54%
know a lot/a fair amount about *MyPlate*
vs. 43% in 2023

10-Year Trend
*2023 vs. 2013**

About 1 in 3
reported never seeing the *MyPlate* graphic from 2013-2023
vs. 22% in 2024

2024 IFIC Food & Health SURVEY

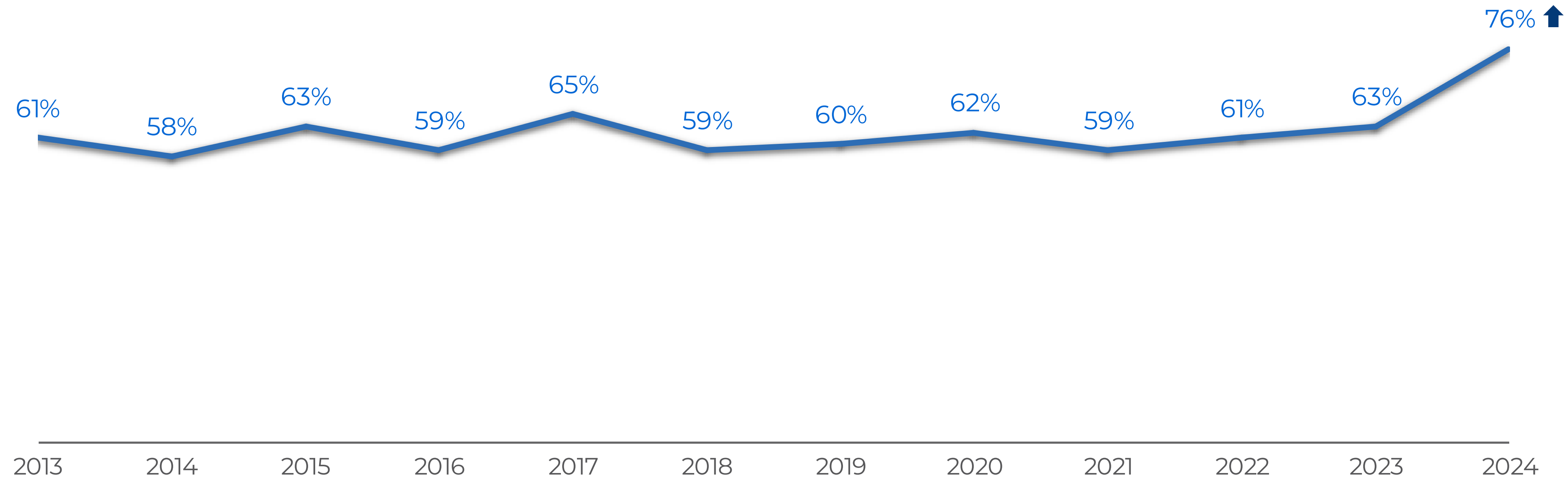
__[TREND]__ G2 How familiar are you, if at all, with the following graphic [MyPlate]? (n=3,000)
**This question was first asked in the 2013 IFIC Food & Health Survey*

Visibility of *MyPlate* is up significantly in 2024.

Between 2013 and 2023, each year about 6 in 10 Americans reported having seen the *MyPlate* graphic. In 2024, *MyPlate* visibility jumped to 76%.

Familiarity with the *MyPlate* Graphic

(% who report "I have seen it")

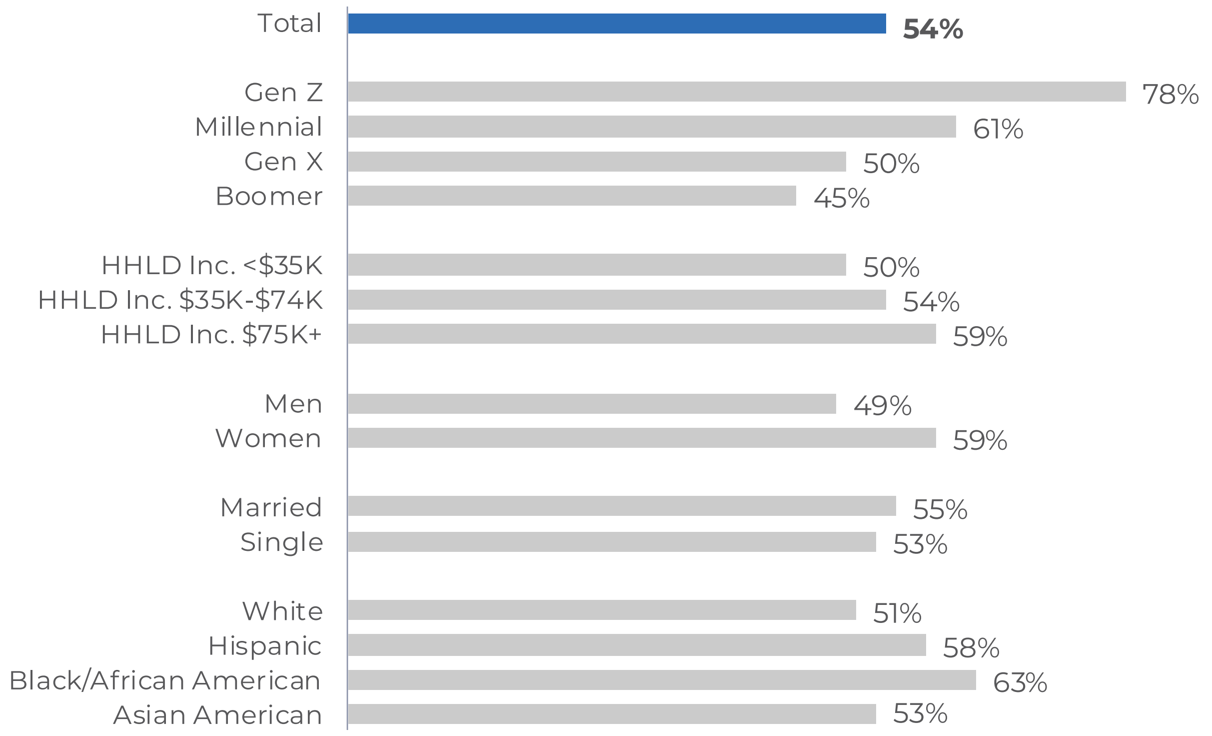


[TREND] *G2 How familiar are you, if at all, with the following graphic [MyPlate]? (n=3,000)*
**This question was first asked in the 2013 IFIC Food & Health Survey*

Familiarity with *MyPlate* is significantly higher in 2024.

Gen Z, women, and people on Government Assistance, with children under 18 years and in excellent or very good self-reported health are among the most likely to be familiar with *MyPlate*.

% Knows A Lot/Fair Amount About *MyPlate*
by Subgroups



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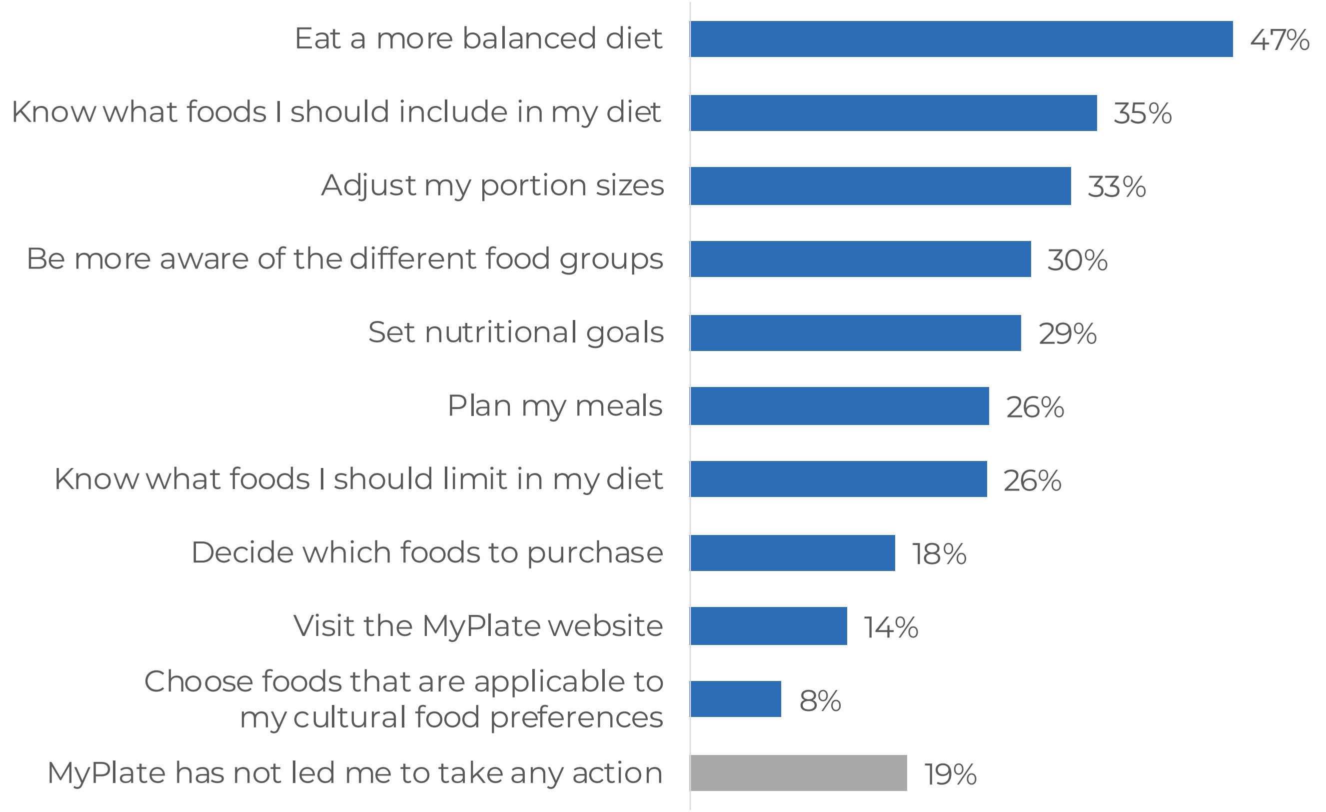
[TREND] G2 How familiar are you, if at all, with the following graphic [MyPlate]? (n=3,000)

Nearly half of Americans say *MyPlate* led them to eat a more balanced diet.

Millennials, college graduates, married people, those with higher household income, and those with children under 18 years are more likely to say the *MyPlate* graphic has led them to visit the *MyPlate* website.

Actions Taken Due to *MyPlate*



G3 Which of the following actions, if any, has MyPlate led you to take? Please Select all that apply FILTER: Has seen it (n=2,234)
Note: "other" and "not sure" are not shown

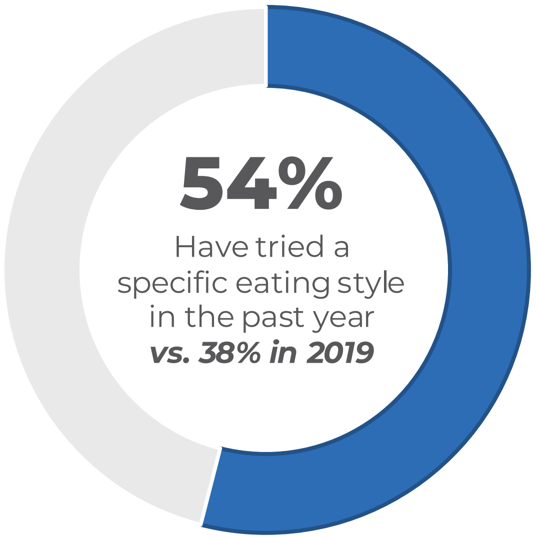
EATING PATTERNS & DIETS

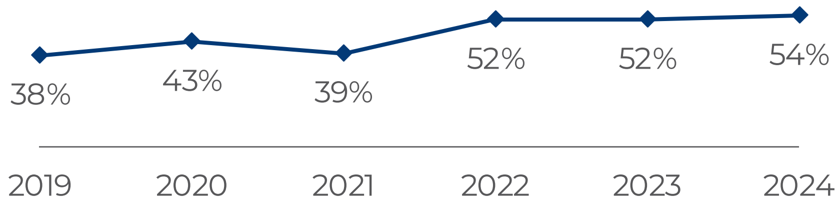
2024 IFIC Food & Health SURVEY

More than half of Americans followed a specific eating pattern or diet in the past year.

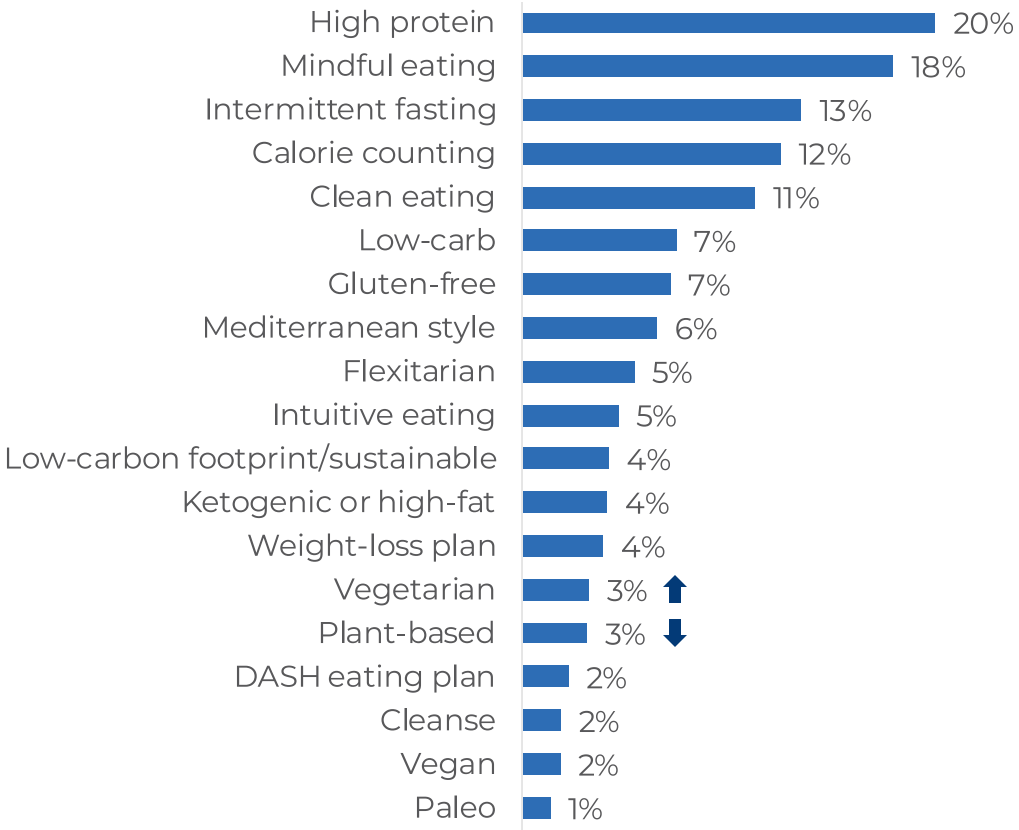
High protein and mindful eating remain the most common eating pattern or diet in 2024.

Followed A Specific Eating Pattern or Diet in the Past Year





Type of Eating Pattern or Diet Followed

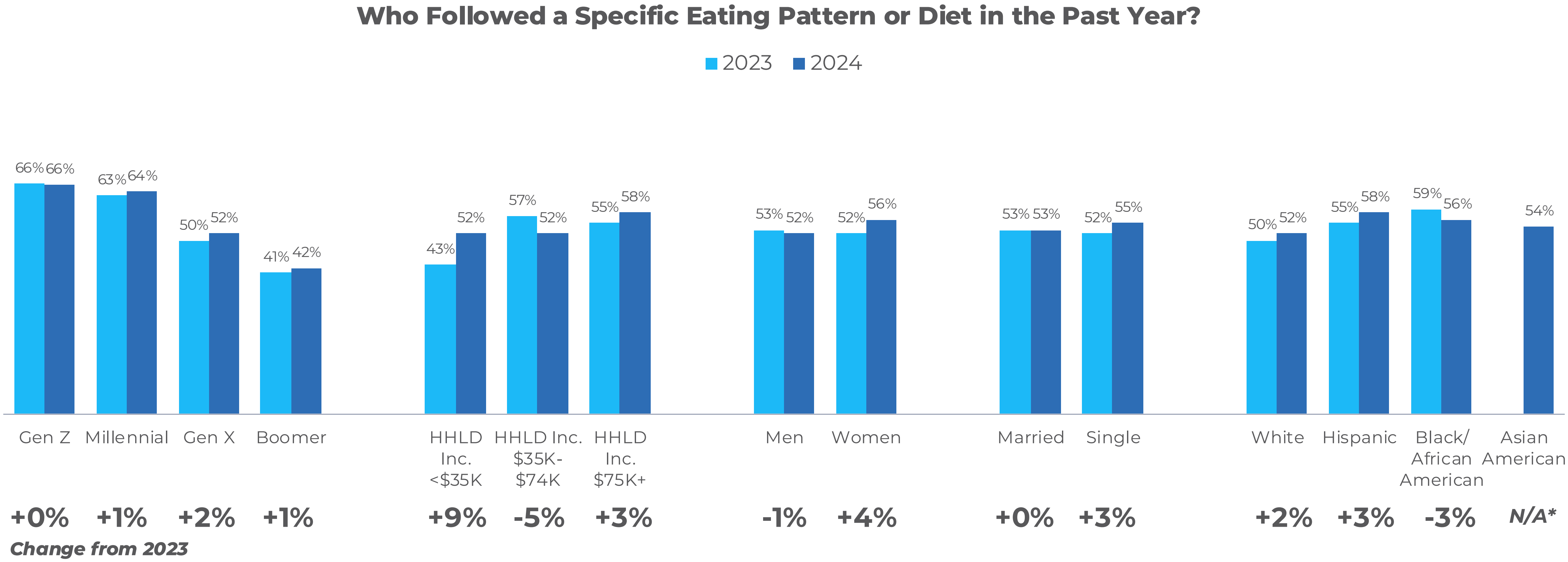


2024 IFIC Food & Health SURVEY

[TREND] E4 Have you followed any specific eating pattern or diet at any time in the past year? (Select all that apply) (n=3,000)
Note: "other" and "none of the above" are not shown
**Revised in 2024*

Gen Z, Millennials, and those with higher incomes are more likely to have followed a specific eating pattern or diet in the past year.

Following a specific eating pattern or diet is also more common among those who report being stressed in the last six months and those with excellent or very good self-reported health.



2024 IFIC Food & Health SURVEY

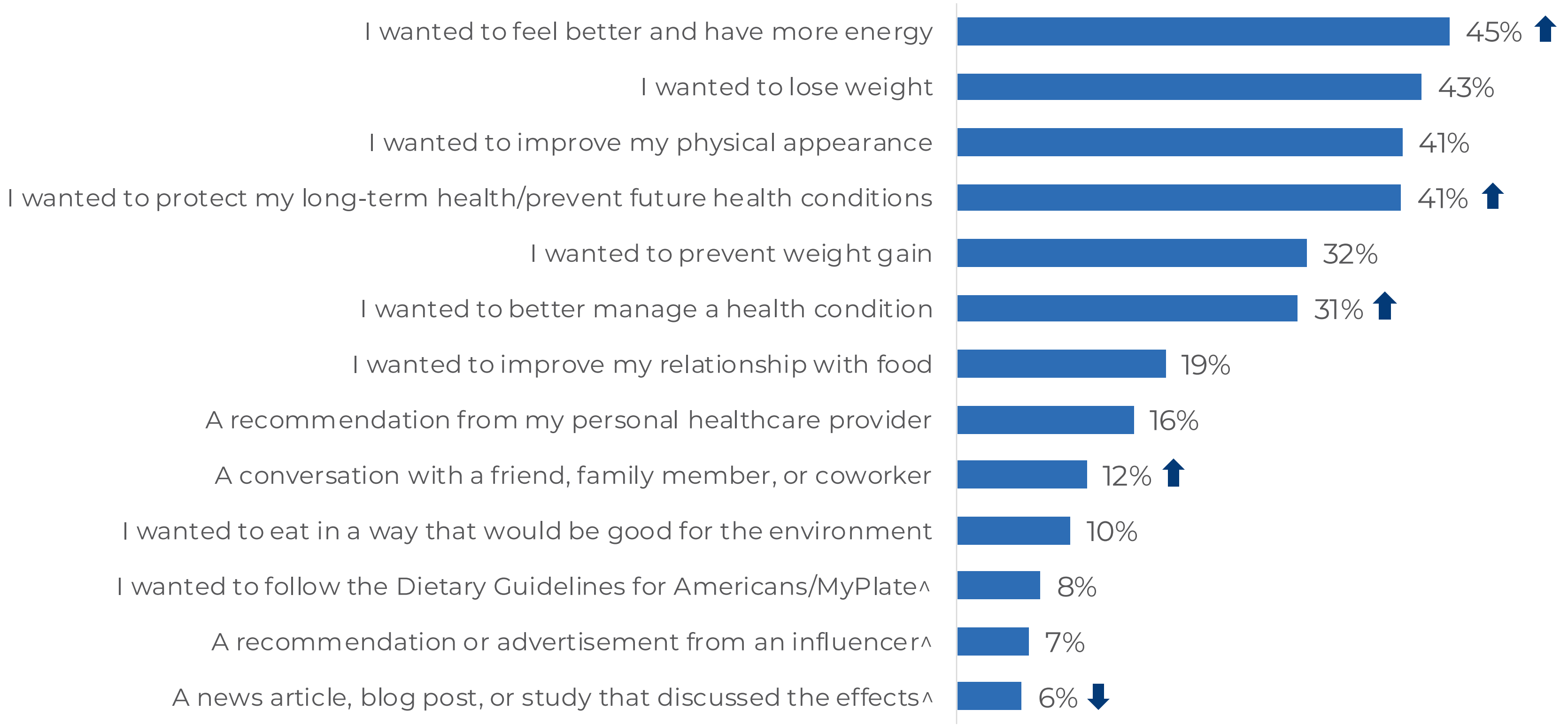
*[TREND] E4 Have you followed any specific eating pattern or diet at any time in the past year? (Select all that apply.) (n=3,000) *Asian American n-size too low to compare trend*

More are following a specific eating pattern or diet to feel better and have more energy compared with last year.

This year, more are also motivated by protecting long-term health, better managing a health condition, and from a conversation with friends, family, or coworkers. Fewer are motivated by a news article or study.

Motivations for Following a Specific Eating Pattern or Diet

(Of Those Following a Specific Eating Pattern or Diet)

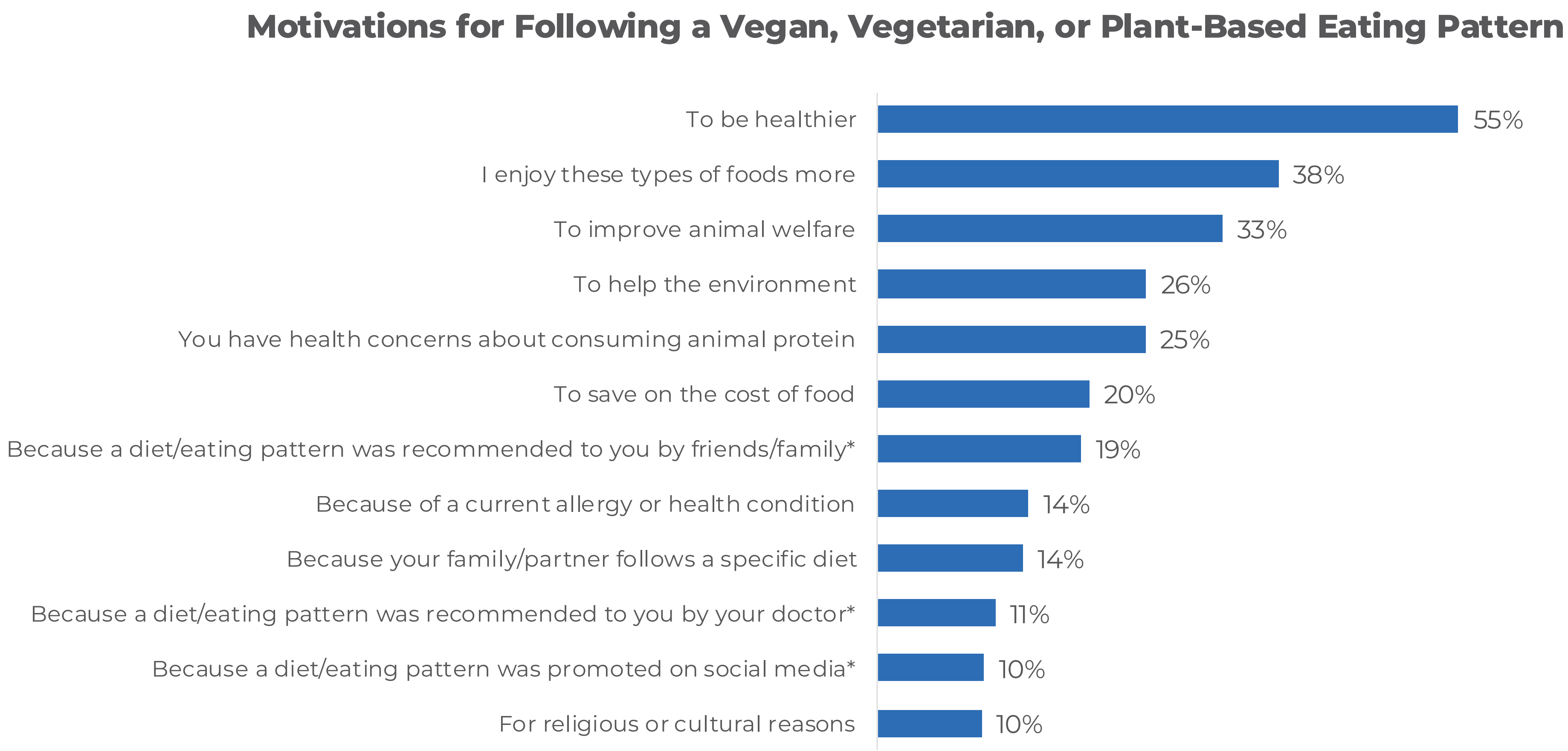


2024 IFIC Food & Health SURVEY

[TREND] E5 Which of the following motivated you to make an effort to adopt a new eating pattern/diet? (Select all that apply) FILTER: Tried a diet (n=1,612)
Note: "other" is not shown ^Text is abridged

More than half follow a vegan, vegetarian, or plant-based eating pattern to be healthier.

At least 1 in 3 follow these diets because they enjoy these types of foods more or to improve animal welfare.

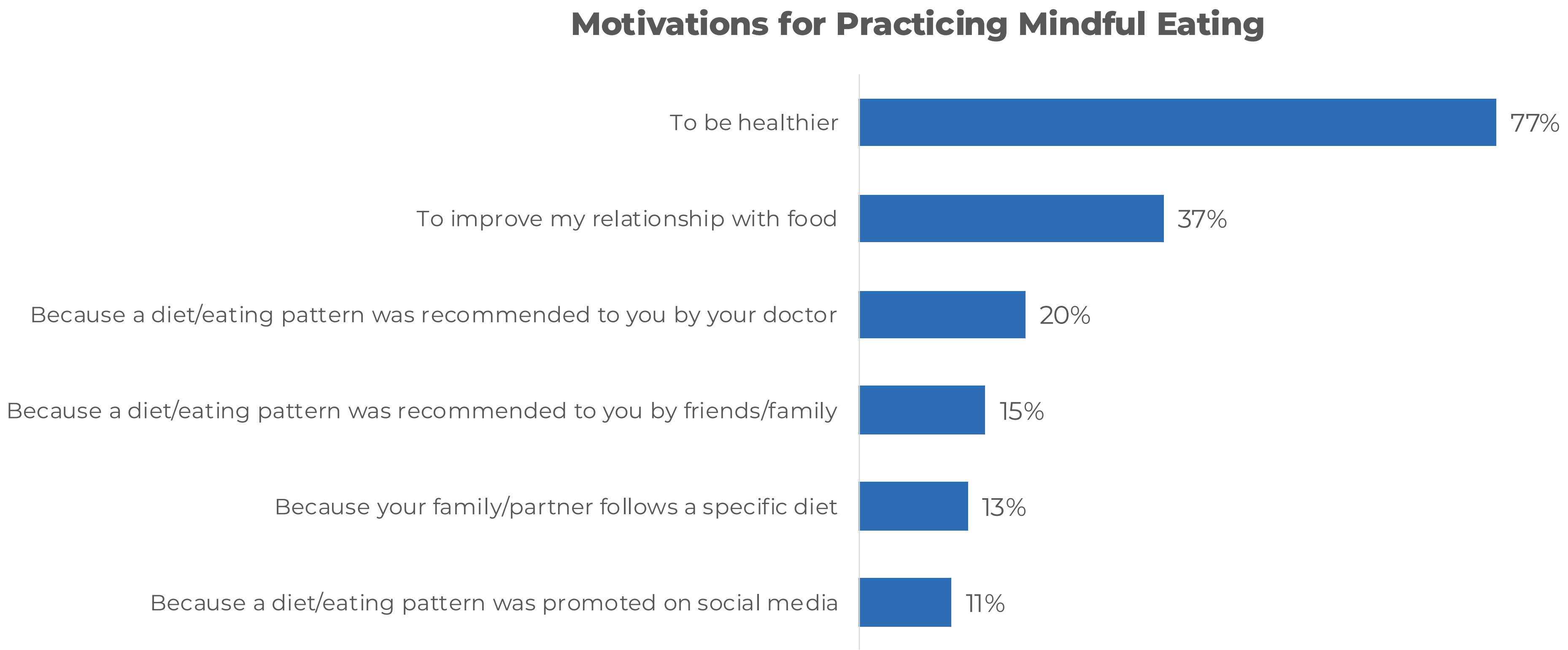


2024 IFIC Food & Health SURVEY

[TREND] E6 You indicated that you followed a plant-based/vegan/vegetarian diet/eating pattern over the past year. What was your reasoning for following this type of diet/eating pattern? (Select all that apply) FILTER: Followed a plant based, vegetarian, or vegan diet (n=178)
*Note: "other" and "None of the above" are not shown *New/Revised in 2024*

To be healthier is the top motivation for those who practiced mindful eating in the past year.

More than 1 in 3 practiced mindful eating to improve their relationship with food and 2 in 10 did so because it was recommended to them by their doctor.



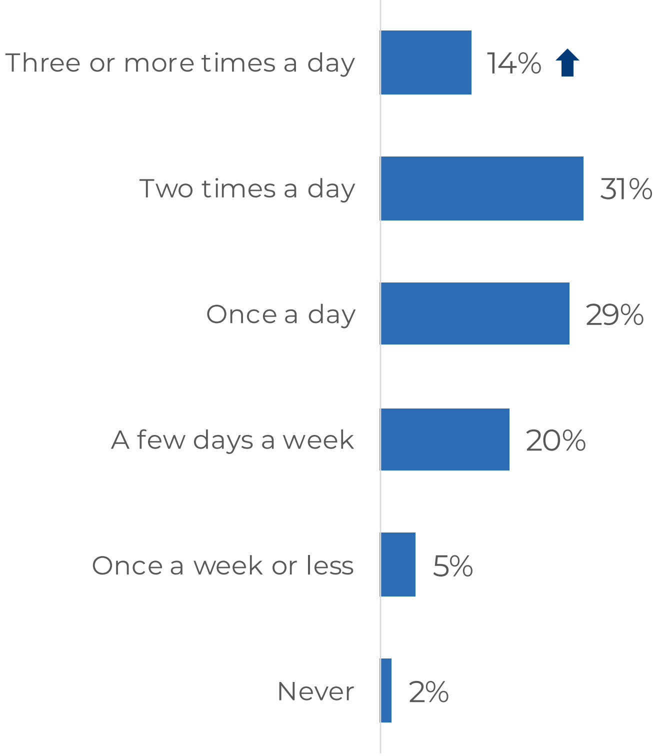
2024 IFIC Food & Health SURVEY

E7 You indicated that you followed a mindful eating diet/eating pattern over the past year. What was your reasoning for following this type of diet/eating pattern? (Select all that apply) FILTER: Followed a mindful eating diet (n=517)

Nearly 3 in 4 Americans snack at least once a day. More than 1 in 3 Americans eat until feeling satisfied when snacking.

Younger generations, those with lower household income, and men are most likely to eat until feeling satisfied.

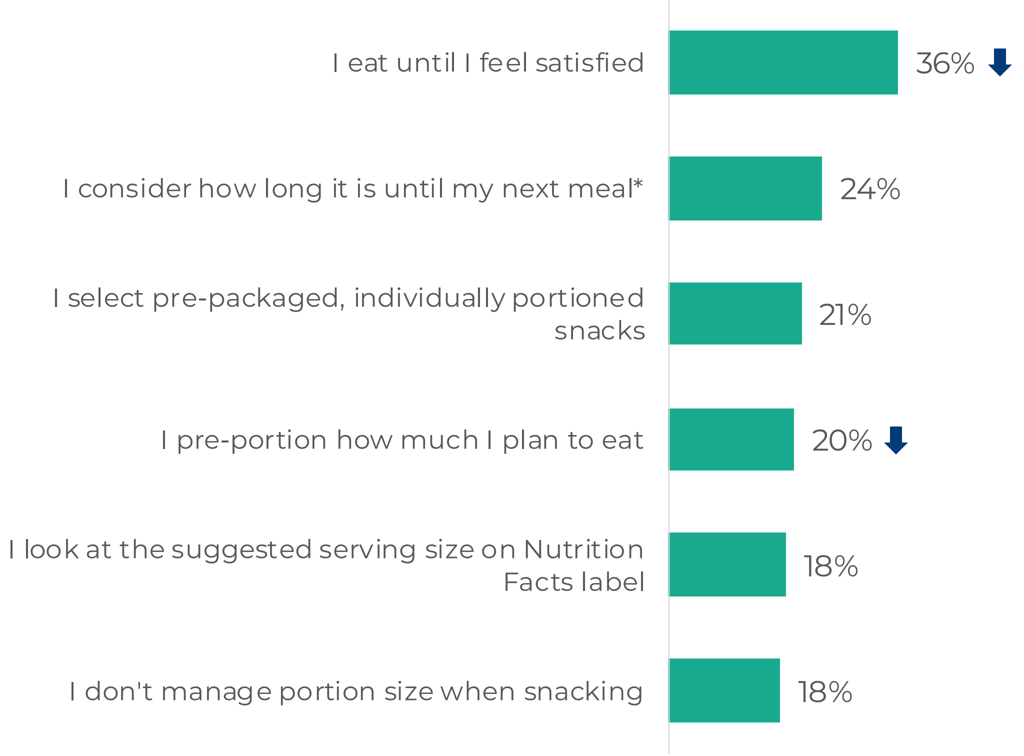
Frequency of Snacking



73%
snack at least once a day

Approaches Towards Snack Portion Size

(If Snacks Ever)

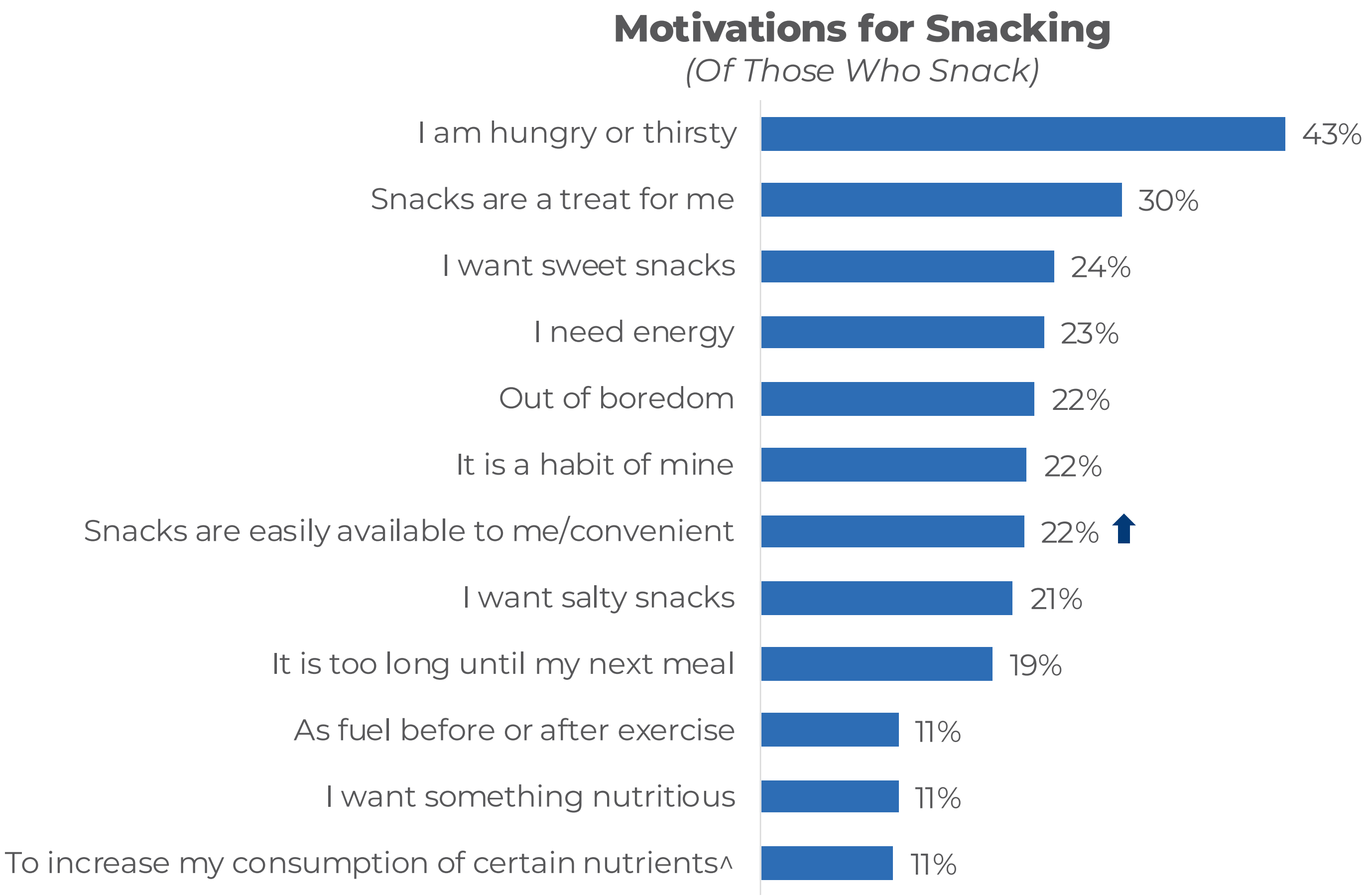


2024 IFIC Food & Health SURVEY

[TREND] E1 In a typical week, how often do you snack or eat something in addition to your main meals? (n=3,000)
[TREND] E2 How do you choose the portion size of your snack? (Select all that apply) FILTER: Snacks in addition to main meals (n=2,948).
*Note: "other" is not shown; *New in 2024*

Hunger or thirst is the top motivation for snacking.

Baby Boomers are more likely to snack as a treat, while younger generations are more likely to snack for energy.



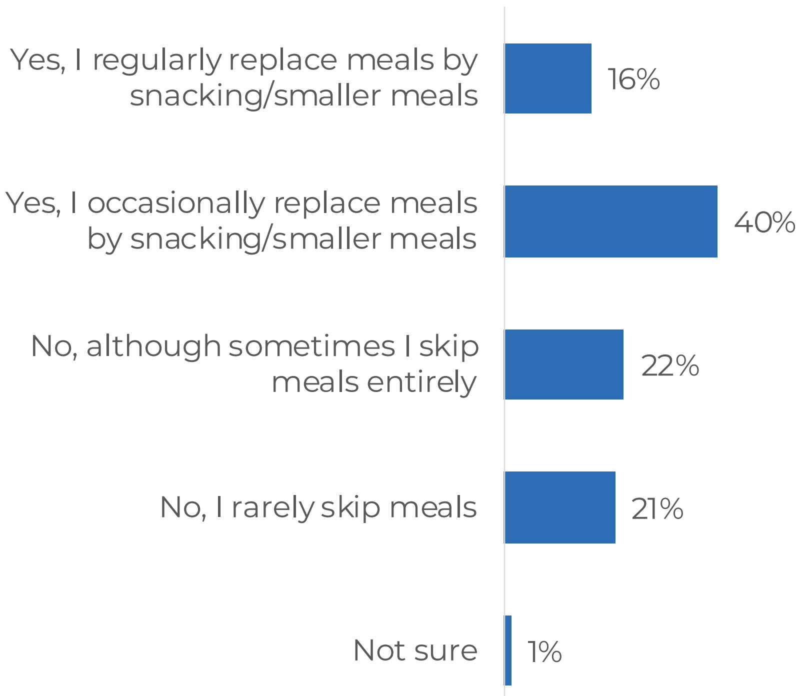
2024 IFIC Food & Health SURVEY

[TREND] E3 Which of the following are the most common reasons why you choose to snack? (Please select your top 3 reasons.) FILTER: Snacks in addition to main meals (n=2,948)
*Note: Other" and "Not sure" responses not included; *Revised in 2024; ^Text is abridged*

More than half of Americans replace traditional meals by snacking or eating smaller meals.

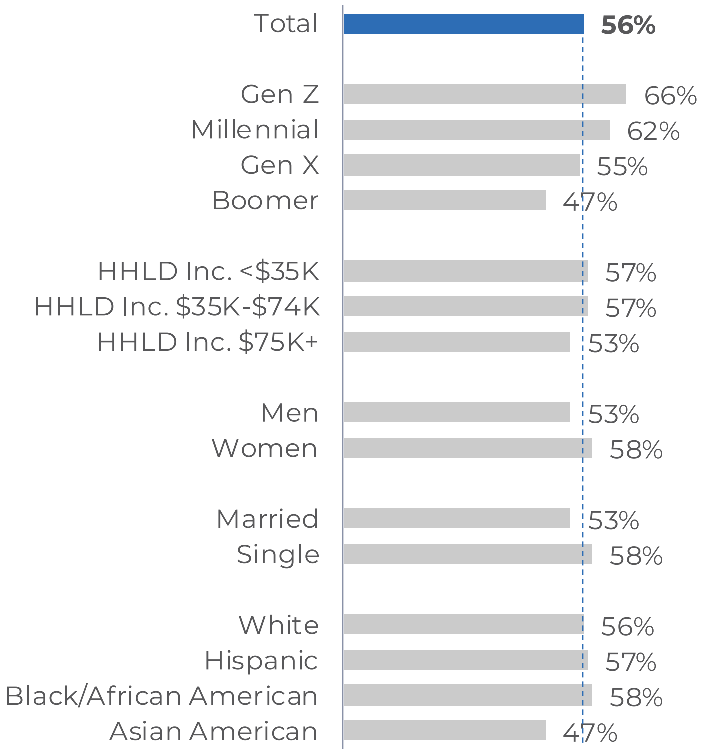
Gen Z, Millennials, women, and single Americans are more likely to replace traditional meals.

Replaces Traditional Meals by Snacking/Eating Smaller Meals



56%
replace traditional meals by snacking or eating smaller meals

"Yes"
by Subgroups



2024 IFIC Food & Health SURVEY

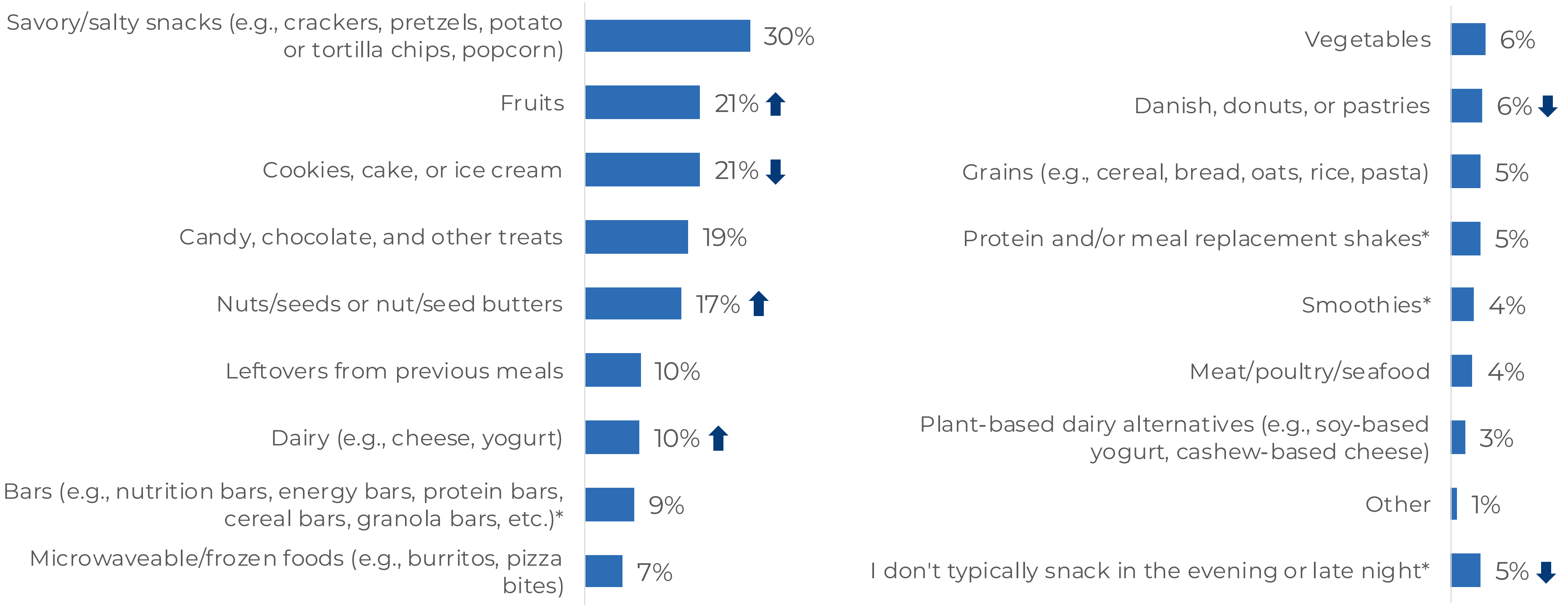
E8 Do you ever replace traditional meals (breakfast, lunch, dinner) by snacking or eating smaller meals instead? (n=3,000)

Savory and salty snacks are the most common evening or late-night snack.

Healthier snacking is on the rise at night: More prefer fruits, nuts and seeds, and dairy, while fewer prefer cookies, cake, ice cream, donuts, or other pastries as evening or late-night snacks compared with last year.

Evening/Late Night Snack Choices

(Of Those Who Snack)

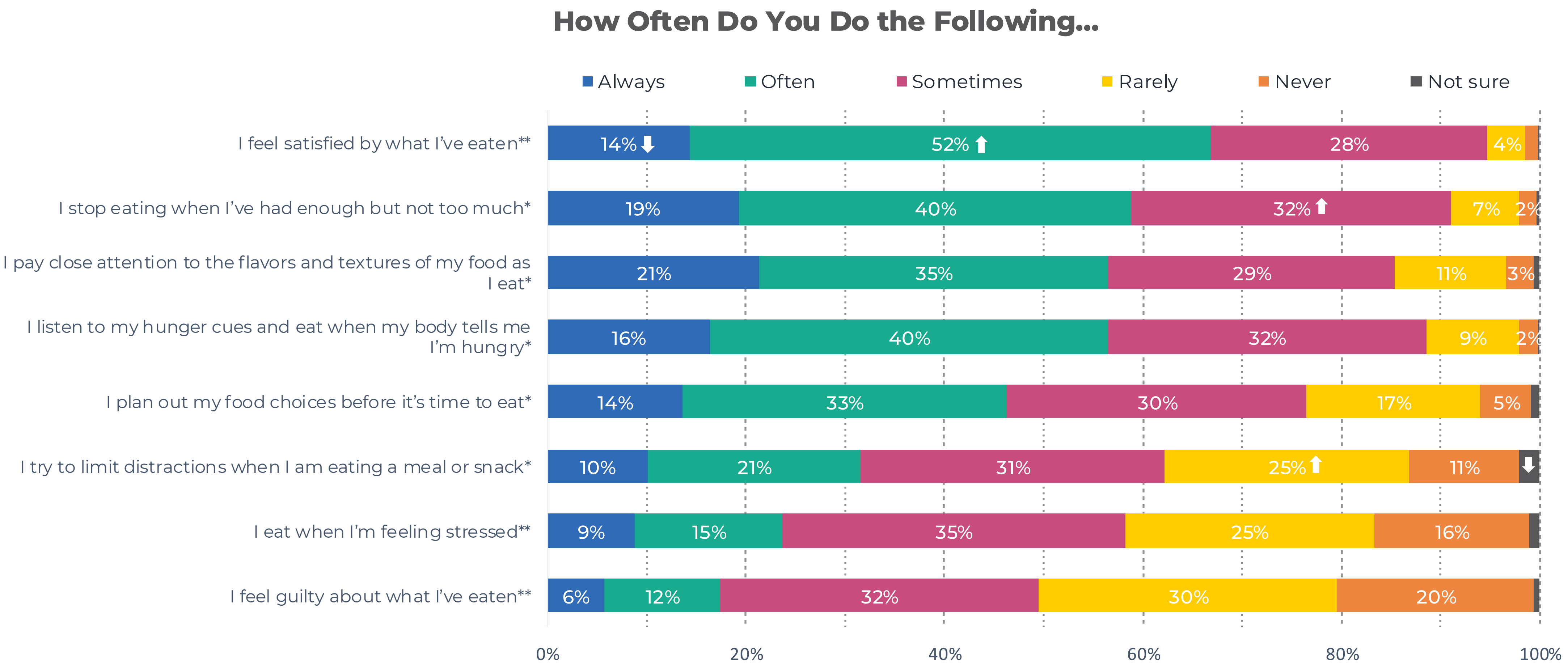


2024 IFIC Food & Health SURVEY

[TREND] *E9 What type of snacks do you often choose when snacking in the evening or late night? Please select your top 2 choices.*
FILTER: Snacks in addition to main meals (n=2,948)
**New/Revised in 2024*

2 in 3 Americans often or always feel satisfied by what they eat.

Roughly 6 in 10 often stop eating when they have had enough, pay attention to flavors and textures, and listen to their hunger cues.



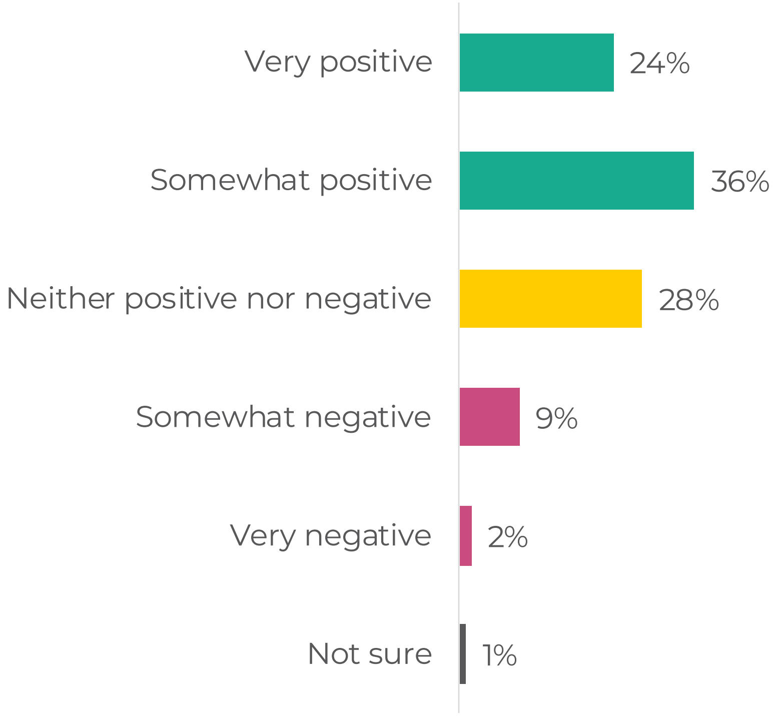
2024 IFIC Food & Health SURVEY

[TREND] *E10 How often do you do the following?*
**Split Sample A (n=1,626)*
***Split Sample B (n=1,374)*

6 in 10 describe their relationship with food as positive.

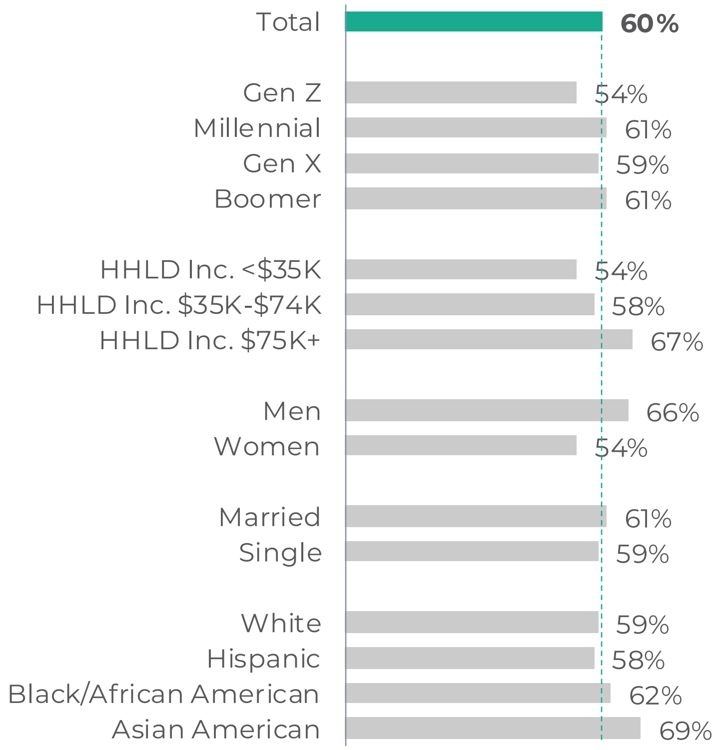
Those with higher household income, men, and Asian Americans are most likely to describe their relationship with food as positive.

Relationship with Food



60%
Have a positive relationship with food

% Very/Somewhat Positive
by Subgroups



2024 IFIC Food & Health SURVEY

E11 How would you describe your relationship with food? (n=3,000)

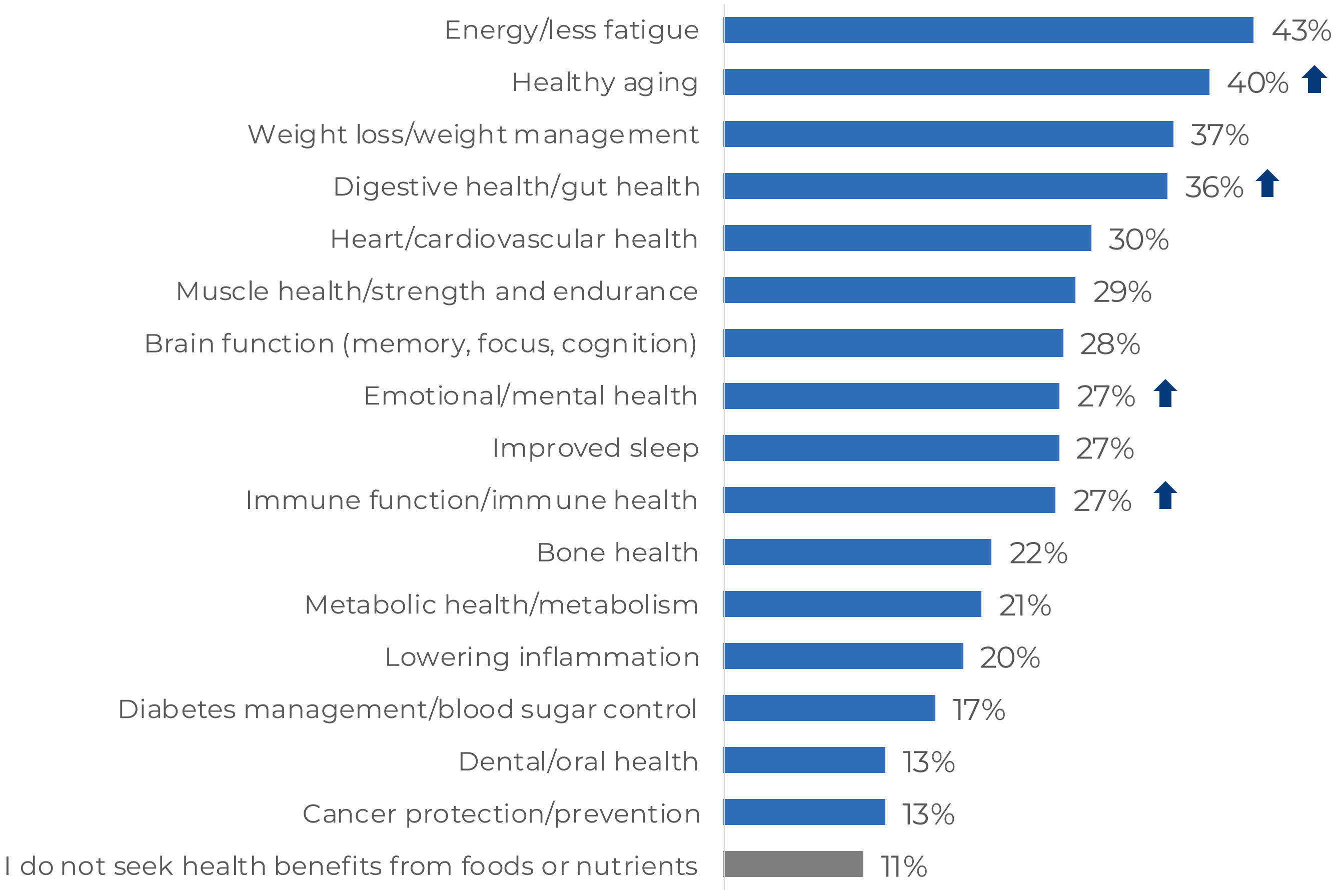
NUTRIENTS & DESIRED HEALTH BENEFITS

2024 IFIC
Food & Health
SURVEY

Energy remains the top benefit sought from food.

More are seeking benefits for healthy aging, digestive health, mental health, and immune health than last year.

Health Benefits Sought from Food/Beverages/Nutrients



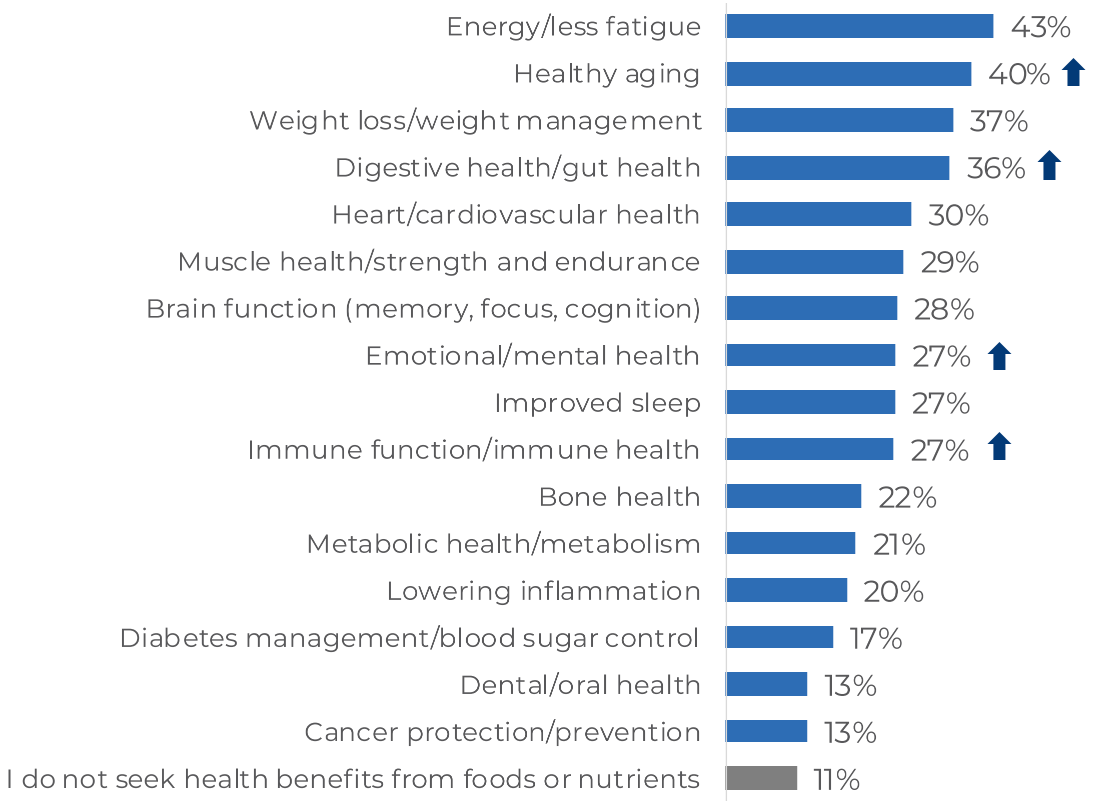
2024 IFIC Food & Health SURVEY

[TREND] N1 Which of the following health benefits, if any, are you seeking to get from foods, beverages, or nutrients? (Select all that apply) (n=3,000)
Note: "other" is not shown

Top health benefits sought from food vary by generation.

Younger generations prioritize energy and weight loss, while older generations prioritize healthy aging.

Health Benefits Sought from Food/Beverages/Nutrients



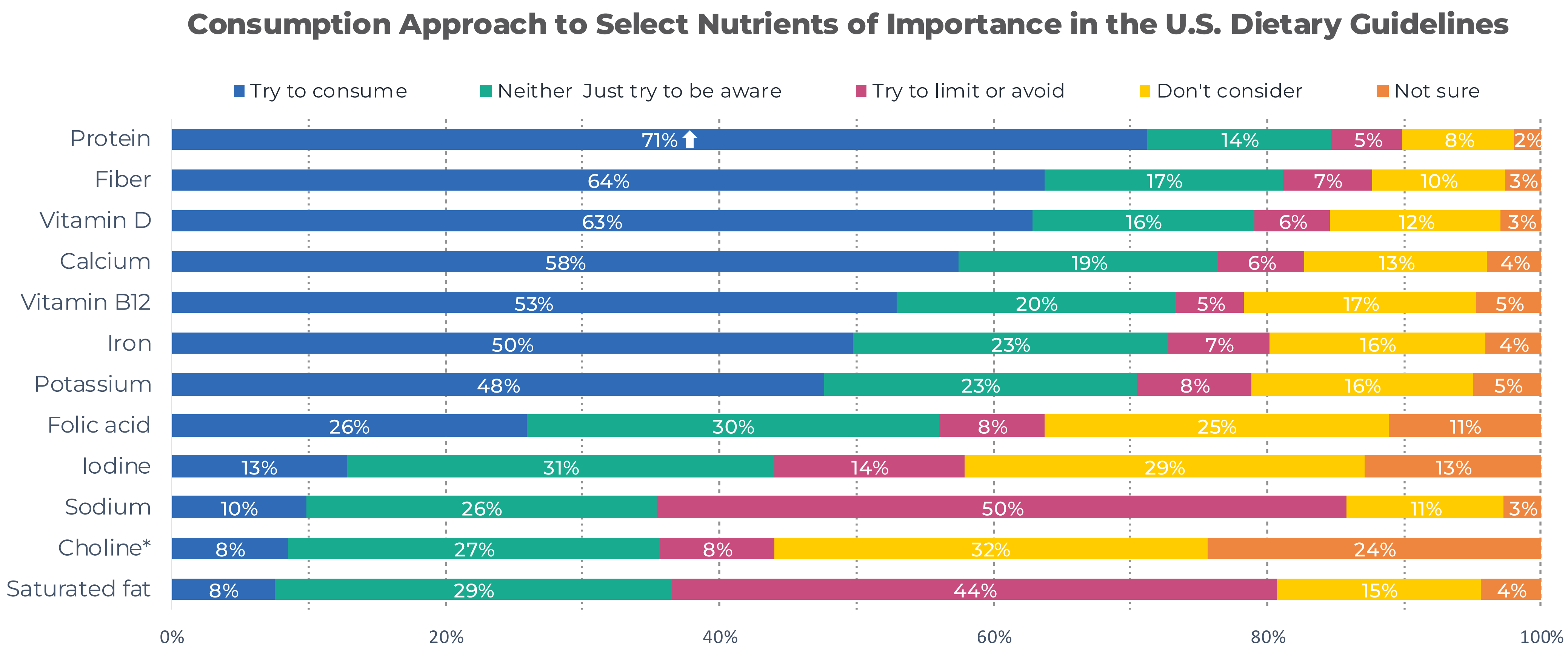
Top 4 Health Benefits Sought From Food by Generation

Gen Z	Millennial	Gen X	Boomer
40% Energy/less fatigue	**44%** Energy/less fatigue	**45%** Energy/less fatigue	**52%** Healthy aging
35% Weight loss/weight management	**37%** Weight loss/weight management	**38%** Healthy aging	**43%** Energy/less fatigue
34% Improved sleep	**36%** Emotional/ mental health	**37%** Weight loss/weight management	**42%** Digestive health/gut health
32% Emotional/ mental health	**35%** Digestive health/gut health	**34%** Digestive health/gut health	**38%** Weight loss/weight management

[TREND] N1 Which of the following health benefits, if any, are you seeking to get from foods, beverages, or nutrients? (Select all that apply) (n=3,000)
Note: "other" is not shown

More Americans are trying to consume protein in 2024.

Half are trying to limit or avoid sodium. More than 4 in 10 say the same about saturated fat.

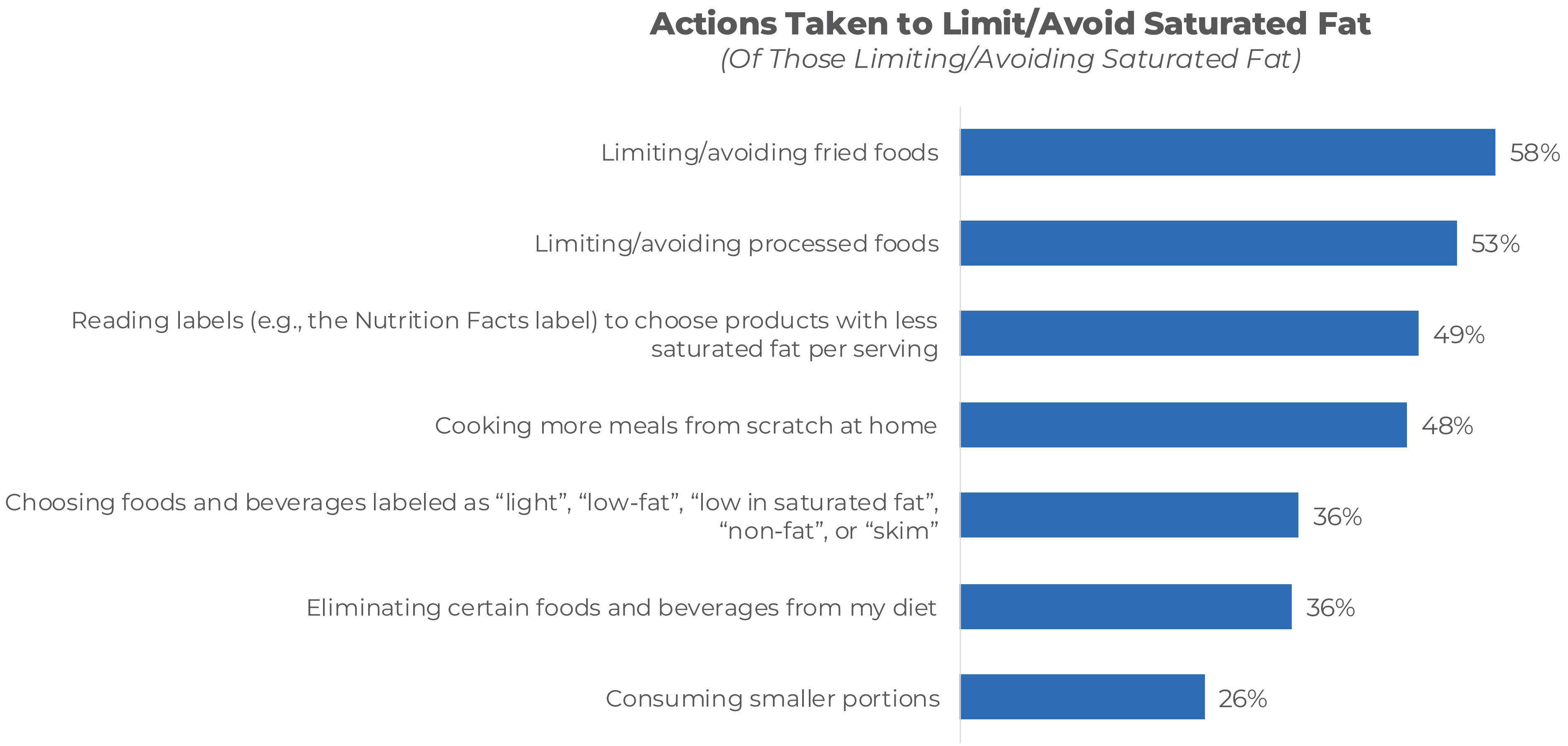


2024 IFIC Food & Health SURVEY

[TREND] *N2 Do you generally try to consume or avoid the following? (n=3,000)*
Note: The nutrients assessed in this question are described with concern for under/over consumption across the lifespan in the 2020-2025 Dietary Guidelines for Americans
**New in 2024*

Among those who say they limit or avoid saturated fat, nearly 6 in 10 limit or avoid fried foods to do so.

Other top actions taken to limit or avoid saturated fat are limiting or avoiding processed foods, reading food labels, and cooking more meals from scratch.



2024 IFIC Food & Health SURVEY

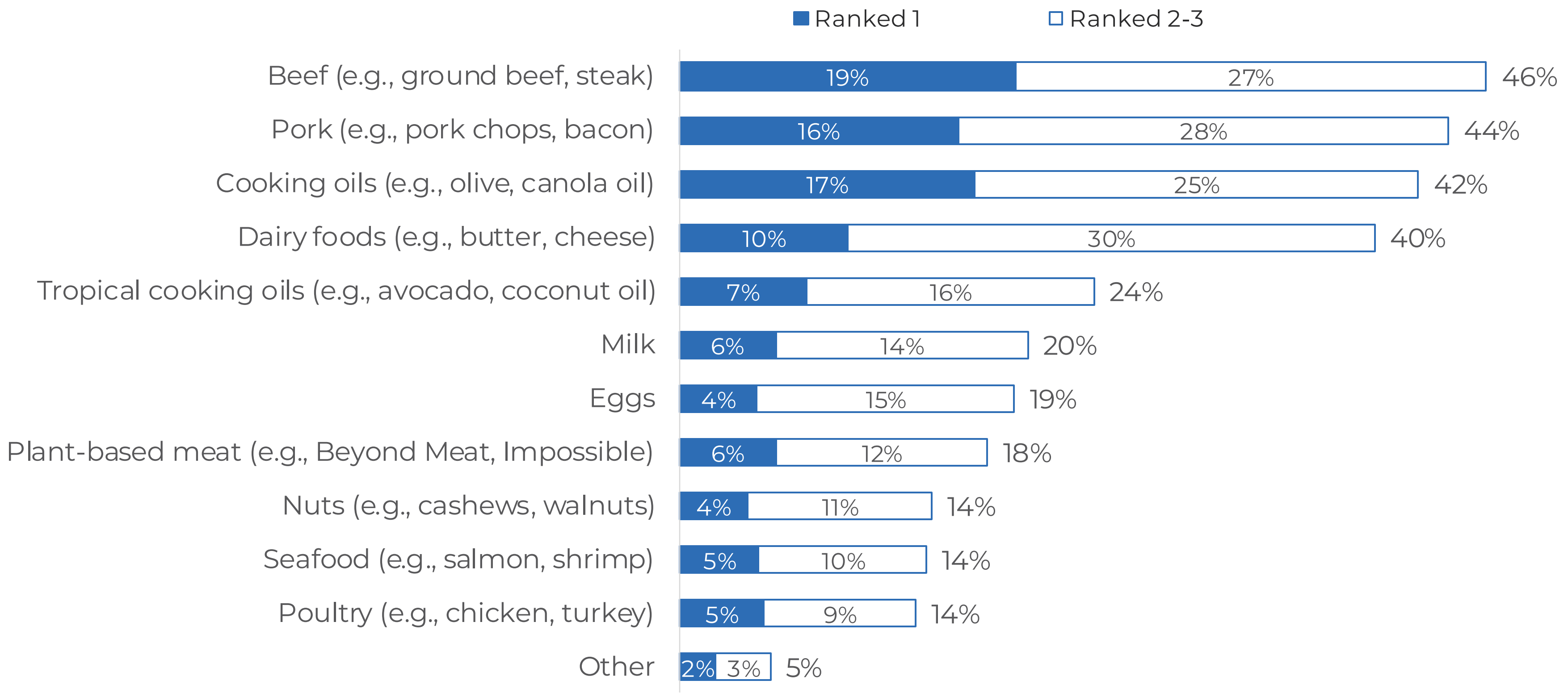
N3 What actions are you taking to limit or avoid saturated fat? (Select all that apply) FILTER: Trying to limit/avoid saturated fat (n=1,404)
Note: "other" and "none of the above" are not shown

Among those trying to reduce saturated fat, the top foods limited or avoided are beef, pork, cooking oils, and dairy.

Baby Boomers and those with higher household income are more likely to limit or avoid beef.

Foods Limited/Avoided to Reduce Saturated Fat

(Of Those Limiting/Avoiding Saturated Fat)

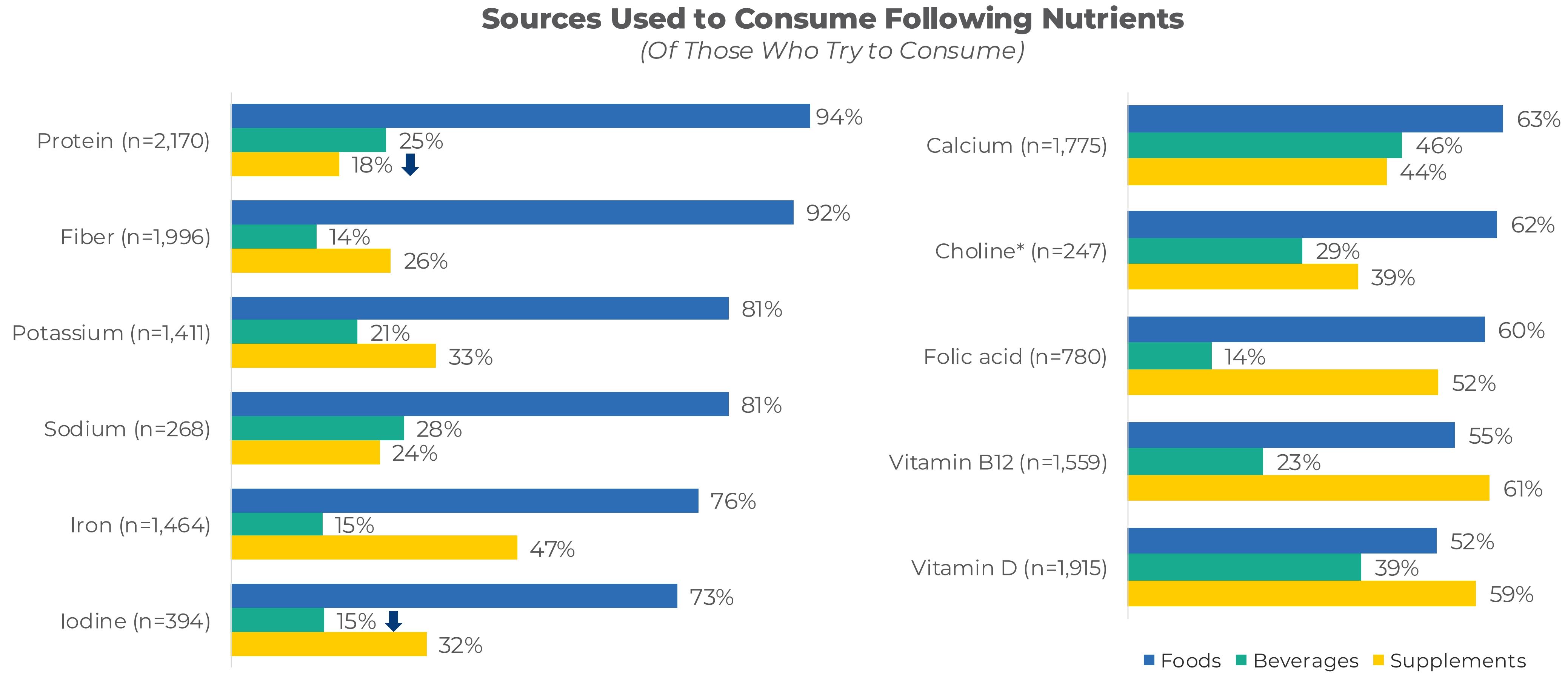


2024 IFIC Food & Health SURVEY

N4 What specific foods, if any, do you attempt to limit or avoid to reduce your consumption of saturated fat? Rank top 3.
FILTER: Trying to limit/avoid saturated fat (n=1,404)

More than half who try to consume folic acid, Vitamin B12, and Vitamin D do so from supplements.

More than 9 in 10 who try to consume protein and fiber get it from food. Younger generations are more likely than older generations to seek protein from supplements.



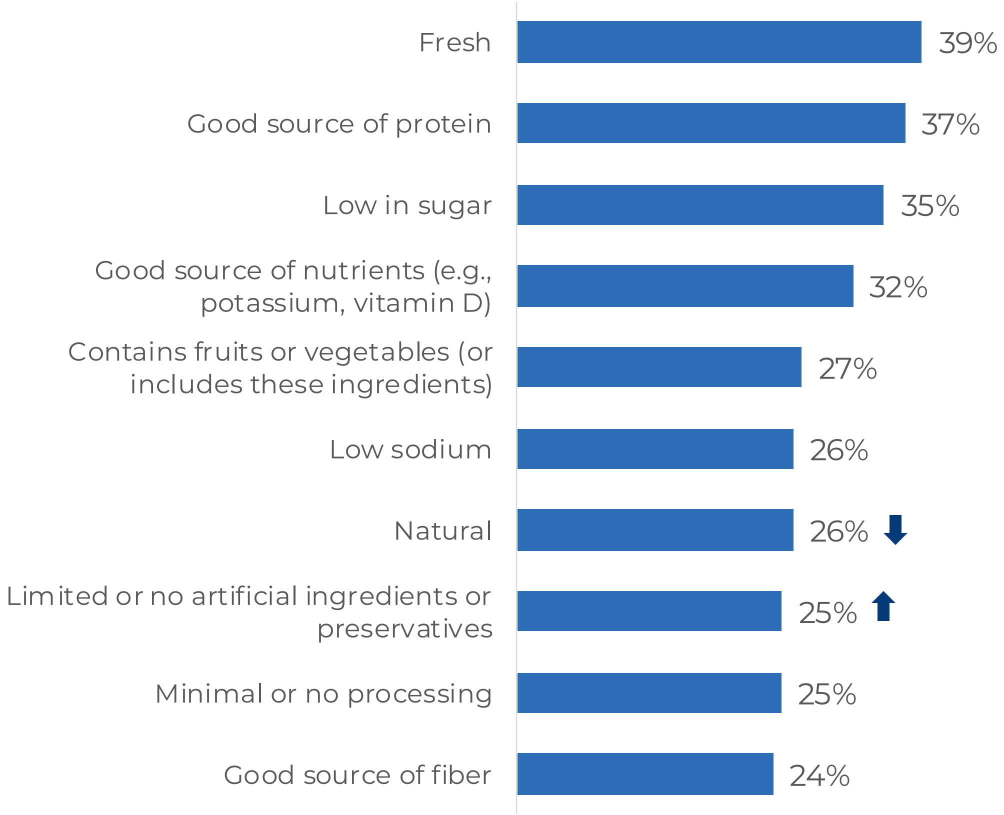
2024 IFIC Food & Health SURVEY

[TREND] *N5 Do you generally try to consume each of the following from food, beverages, supplements, or from more than one of these sources? (Select all that apply)*
FILTER: Tries to consume (differs by item)
**New in 2024*

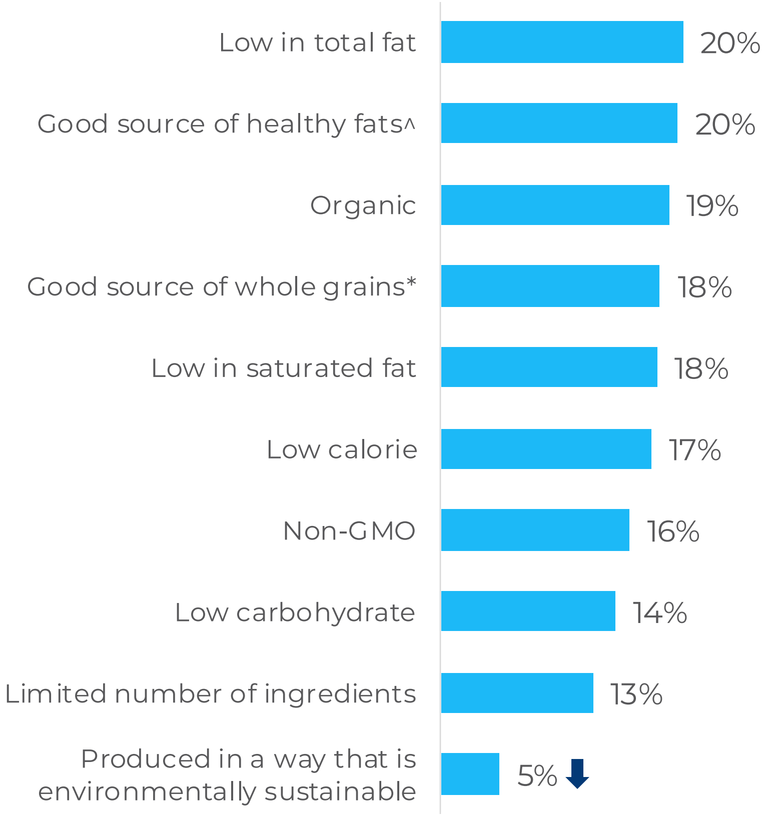
“Fresh,” “Good source of protein,” and “Low in sugar” remain the top three criteria used to define a healthy food.

Compared with 2023, fewer defined a healthy food as “natural” and more defined a healthy food as having “limited or no artificial ingredients or preservatives.”

Definition of Healthy Food (Top Choices)



Definition of Healthy Food (Less Common)

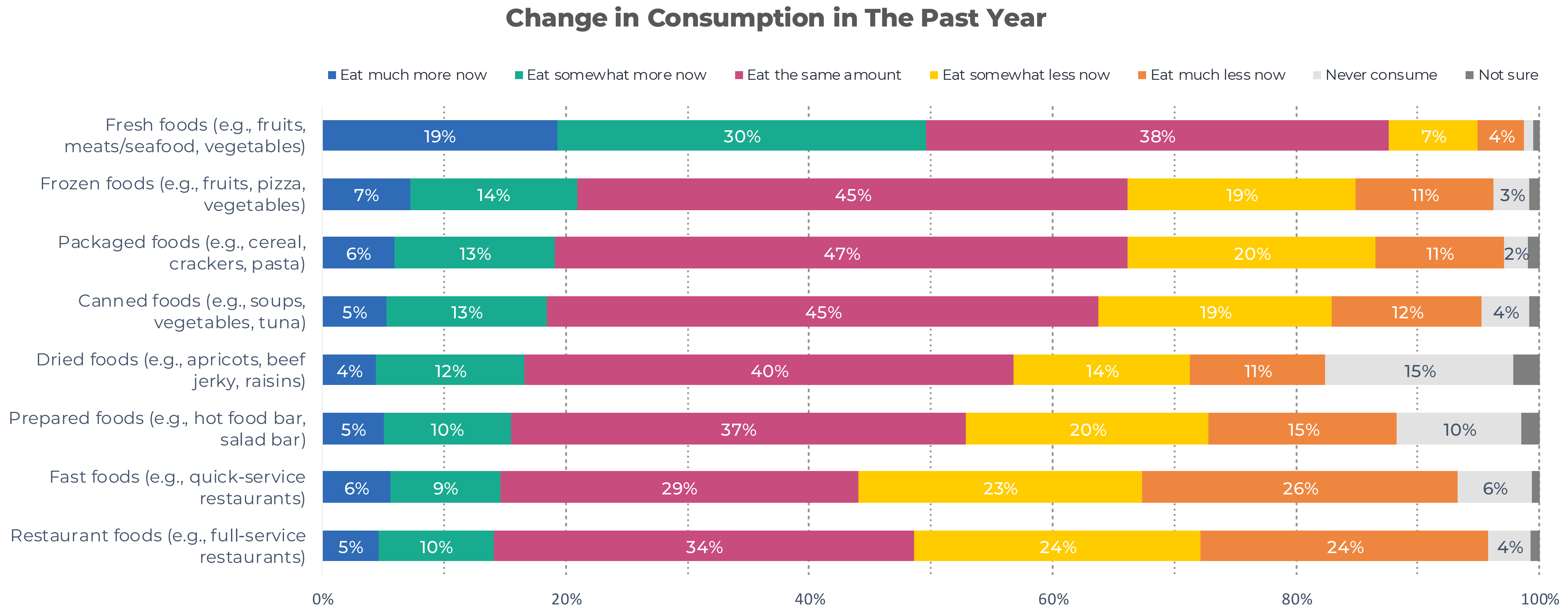


2024 IFIC Food & Health SURVEY

[TREND] G12 Which of the following best define a healthy food to you? Please select up to 5 choices. (n=3,000)
*Note: “other” and “none of the above” are not shown. ^Response text abridged. *Revised in 2024*

Half of Americans report consuming more fresh foods in the past year.

Nearly half report eating less from quick-service and full-service restaurants in the past year.

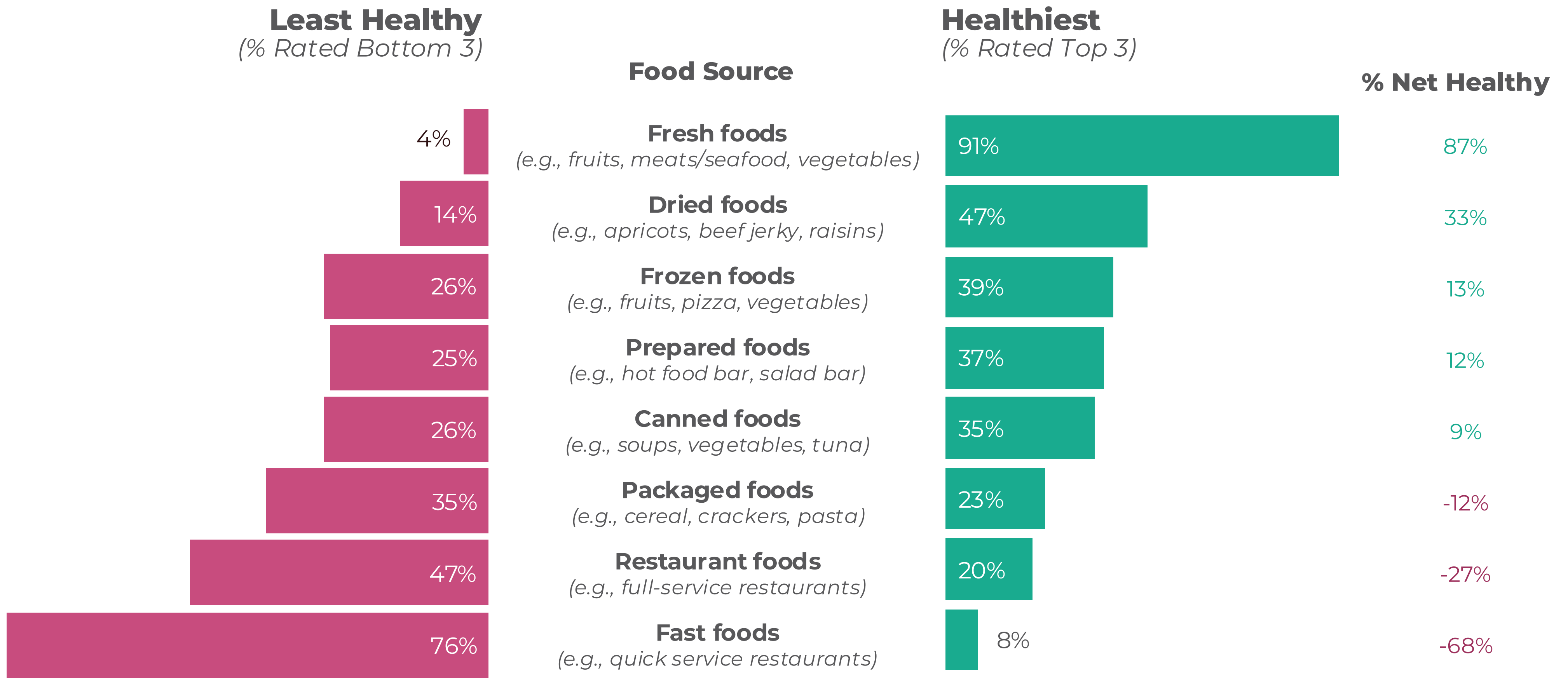


2024 IFIC Food & Health SURVEY

N6 Thinking about the last 12 months, how has your consumption of the following changed? (n=3,000)

Fresh foods are overwhelmingly considered the healthiest.

More ranked dried, frozen, prepared, and canned foods among their top three healthiest food sources than among their bottom three.



2024 IFIC Food & Health SURVEY

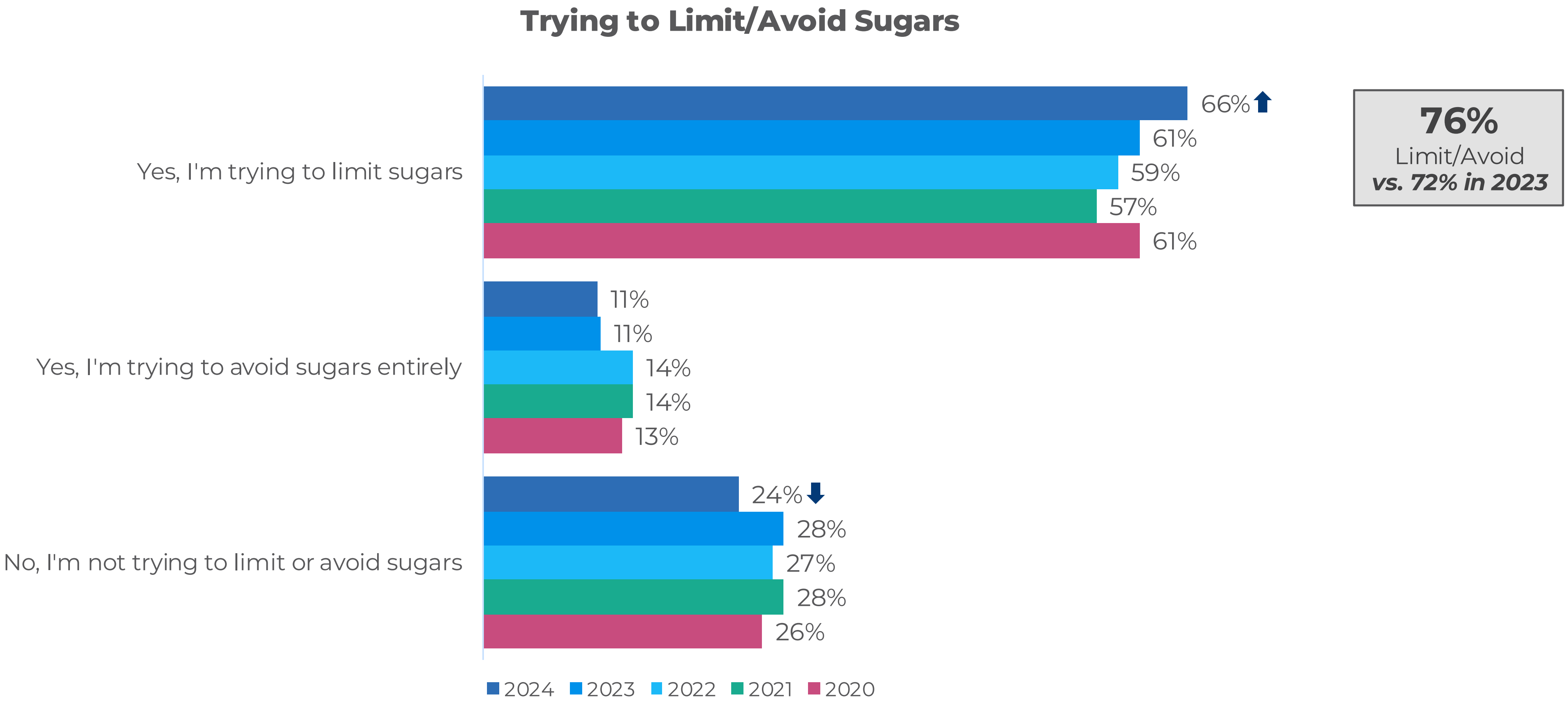
N7 Please rank the following in order of healthiest to least healthy.
FILTER: Eats at least two food sources (n=2,991)

SUGARS & SWEETENERS

2024 IFIC Food & Health SURVEY

More than 3 in 4 Americans are limiting or avoiding sugars.

2 in 3 are trying to limit sugars, up from 61% in 2023. Fewer are also not trying to limit or avoid sugars.

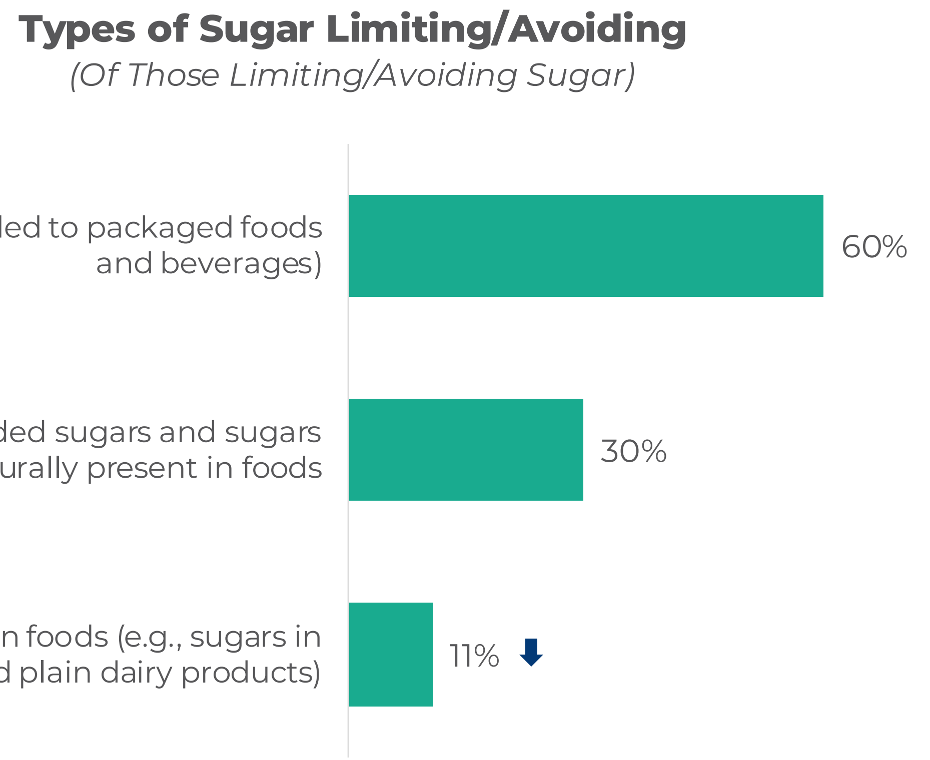


2024 IFIC Food & Health SURVEY

[TREND] SWI Are you trying to limit or avoid sugars in your diet? (n=3,000)

Of those who are trying to limit or avoid sugars in their diet, 6 in 10 are cutting back on added sugars.

3 in 10 cut back on both added and natural sugars, while 1 in 10 cut back on natural sugars.



2024 IFIC Food & Health SURVEY

[TREND] *SW2 What type of sugars are you trying to limit or avoid? FILTER: Tries to limit or avoid sugars (n=2,319)*

Improving diet is the top reason people limit or avoid sugars.

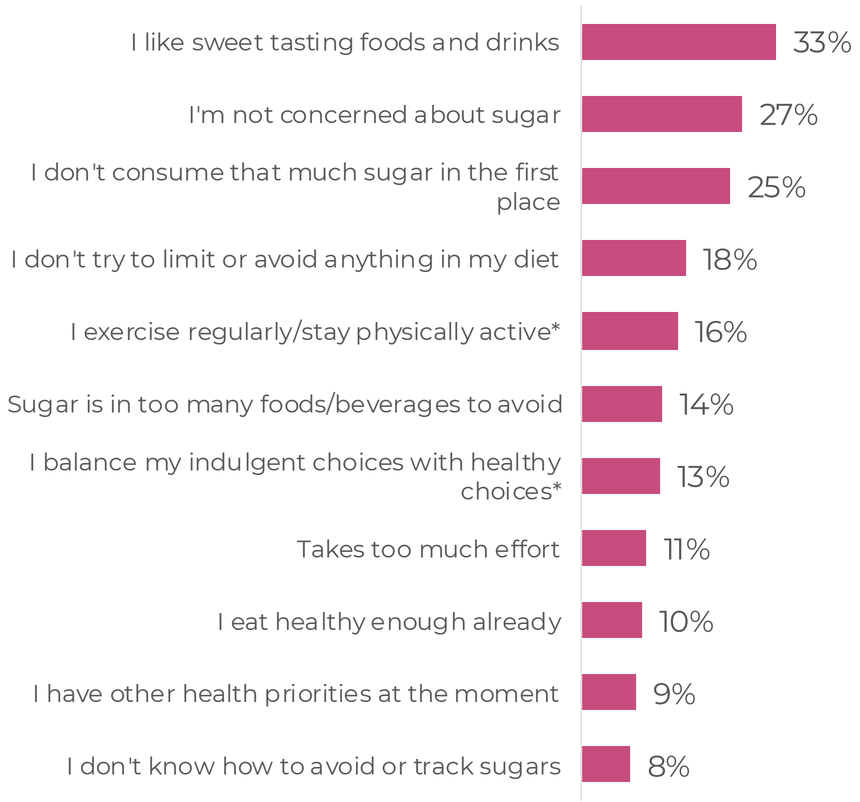
Liking sweet tasting foods and drinks is the top reason for not limiting or avoiding sugars.

Reasons for Limiting/Avoiding Sugars

(Of Those Who Limit/Avoid Sugars)

Reasons for NOT Limiting/Avoiding Sugars

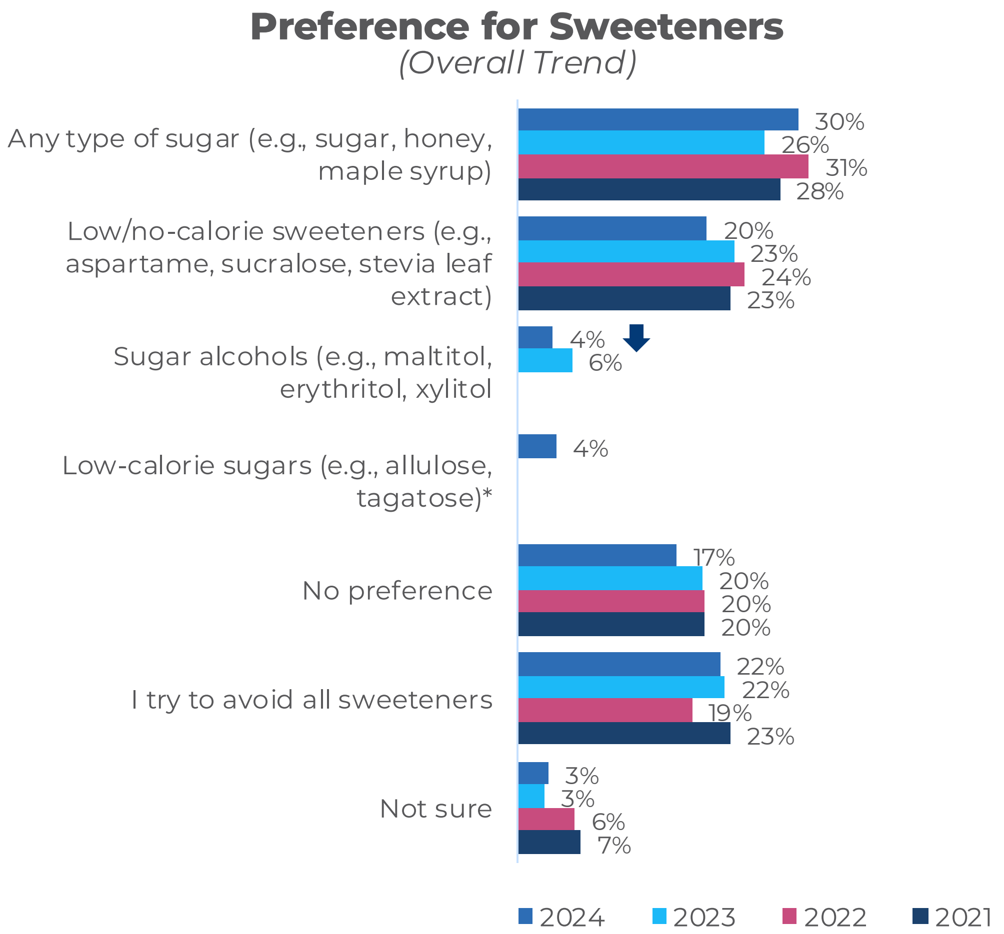
(Of Those Who Do Not Limit/Avoid Sugars)

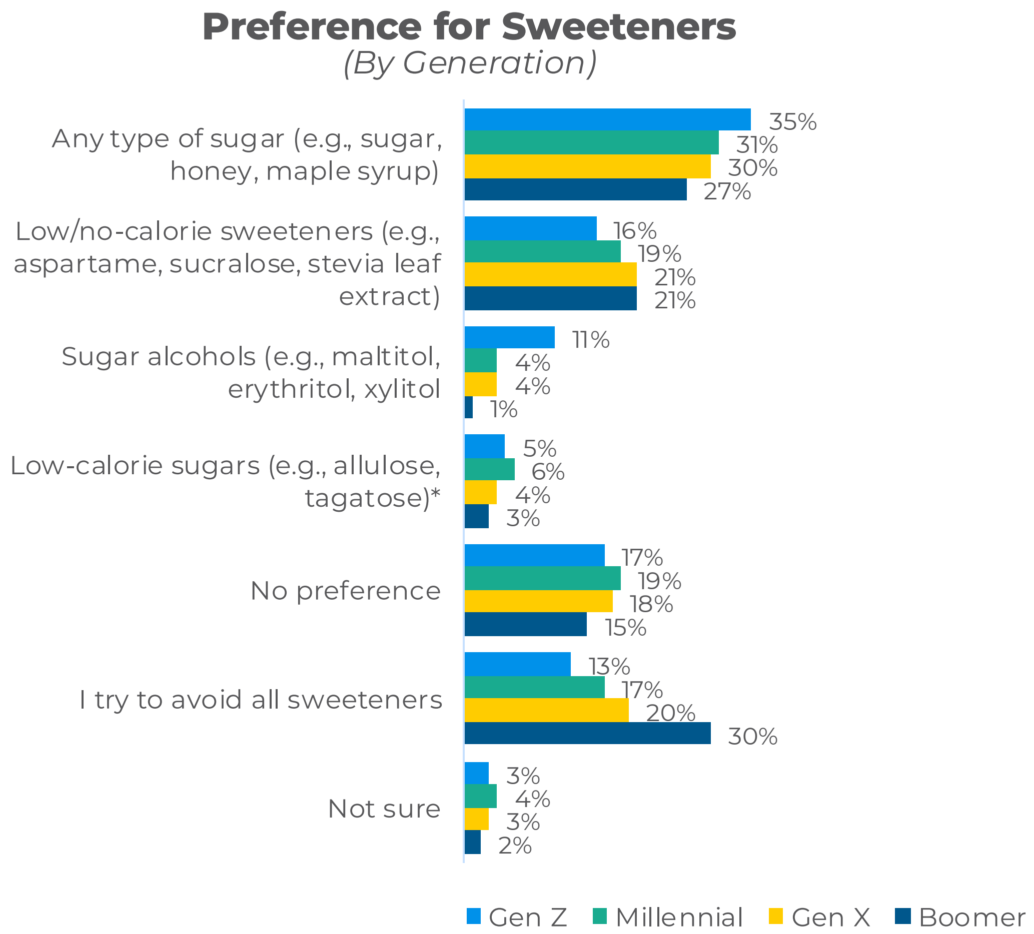


[TREND] *SW3 Why did you start trying to limit or avoid sugar in your diet? (Select all that apply) FILTER: Tries to limit or avoid sugars (n=2,319)*
[TREND] *SW4 Which of the following are reasons why you do not try to limit or avoid sugar in your diet? (Select all that apply) FILTER: Does not try to limit or avoid sugars (n=681)*
*Note: "other" and "not sure" are not shown; *New/Revised in 2024*

3 in 10 Americans prefer sugar as their sweetener and more than 2 in 10 try to avoid all types of sweeteners.

Younger generations prefer sugar while Baby Boomers are more likely to try to avoid all sweeteners.



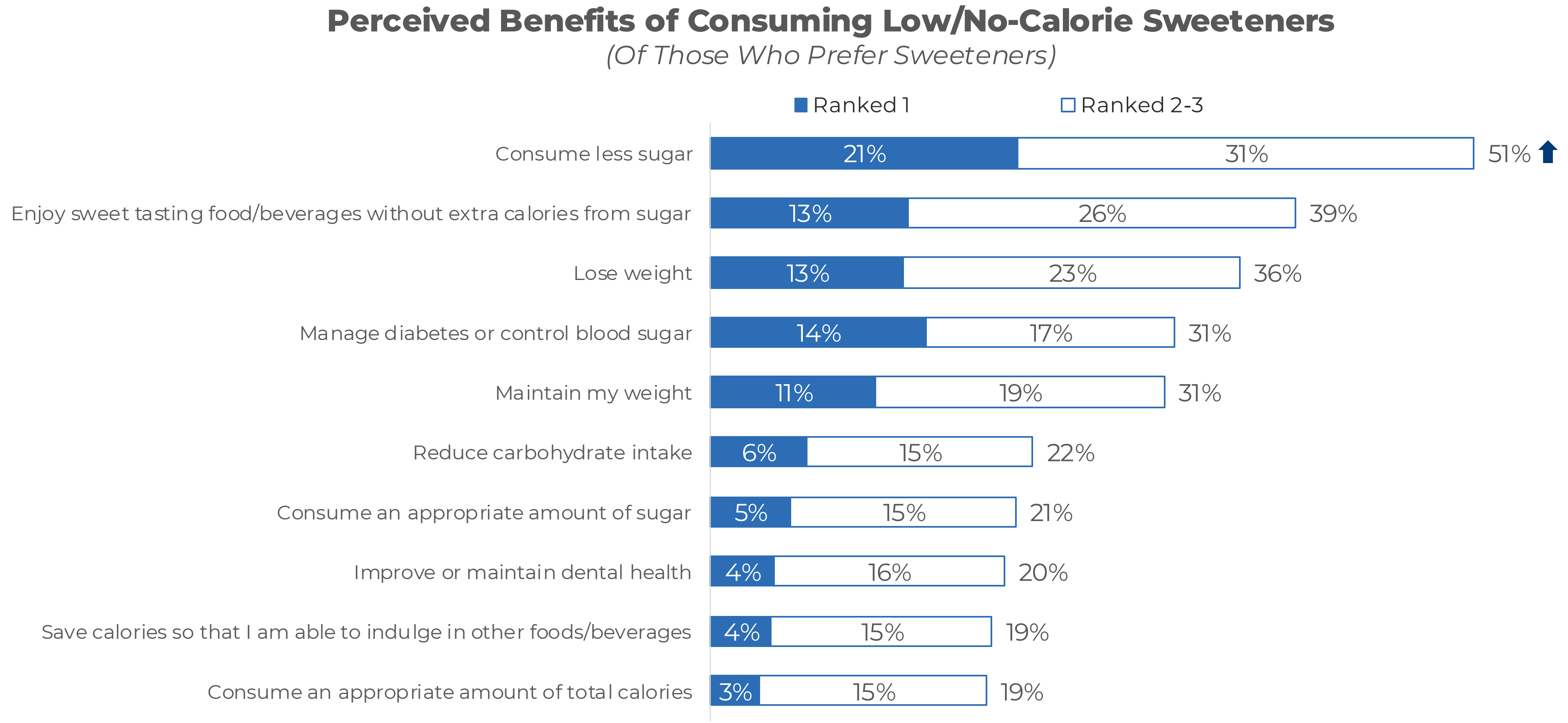


2024 IFIC Food & Health SURVEY

[TREND] SW5 Do you have a preference for the type of sweetener you add to your foods and/or beverages or that is used in the products you purchase? (n=3,000)
**New in 2024*

The most common perceived benefit of low- and no-calorie sweeteners is consuming less sugar.

Other top perceived benefits are enjoying sweetness without extra calories from sugar and losing weight.



2024 IFIC Food & Health SURVEY

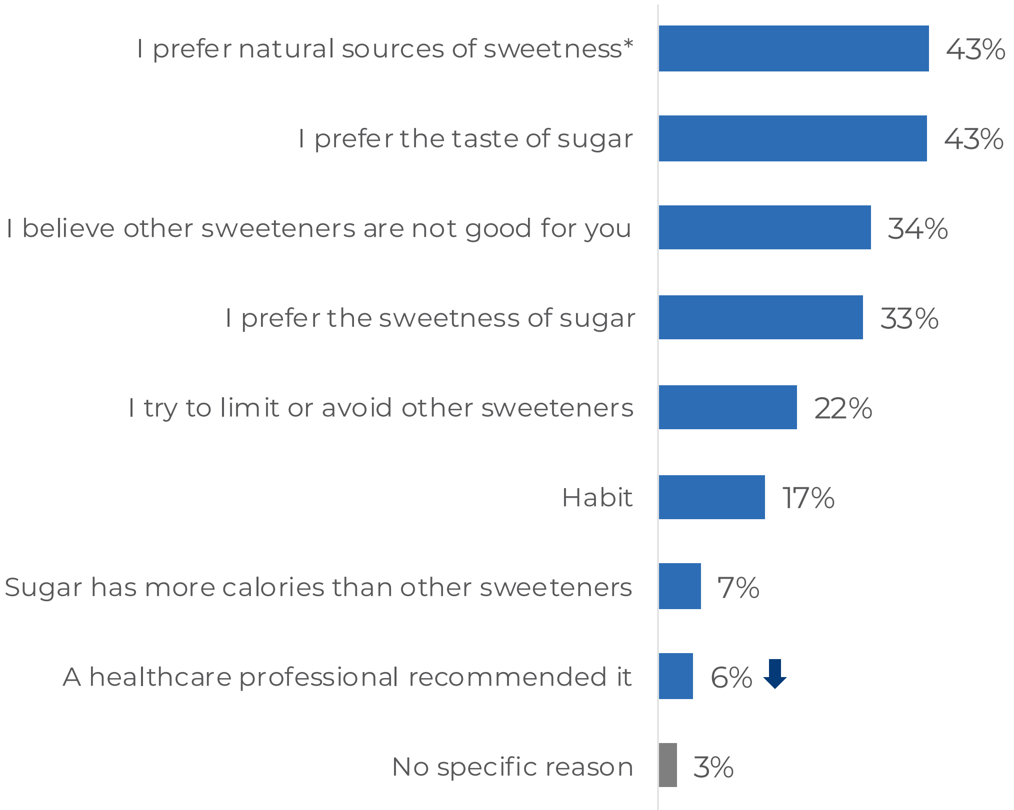
[TREND] SW6 Which of the following, if any, do you believe consuming low/no-calorie sweeteners helps you do? (Rank your top 3 choices, with 1=Top Choice.)
FILTER: Prefers low/no calorie sweeteners (n=635)
Note: "other" and "none of the above" are not shown.

The top two reasons for preferring sugar over other types of sweeteners are sugar’s natural origin and taste.

Saving calories and limiting other sweeteners are top reasons for preferring low- and no-calorie sweeteners.

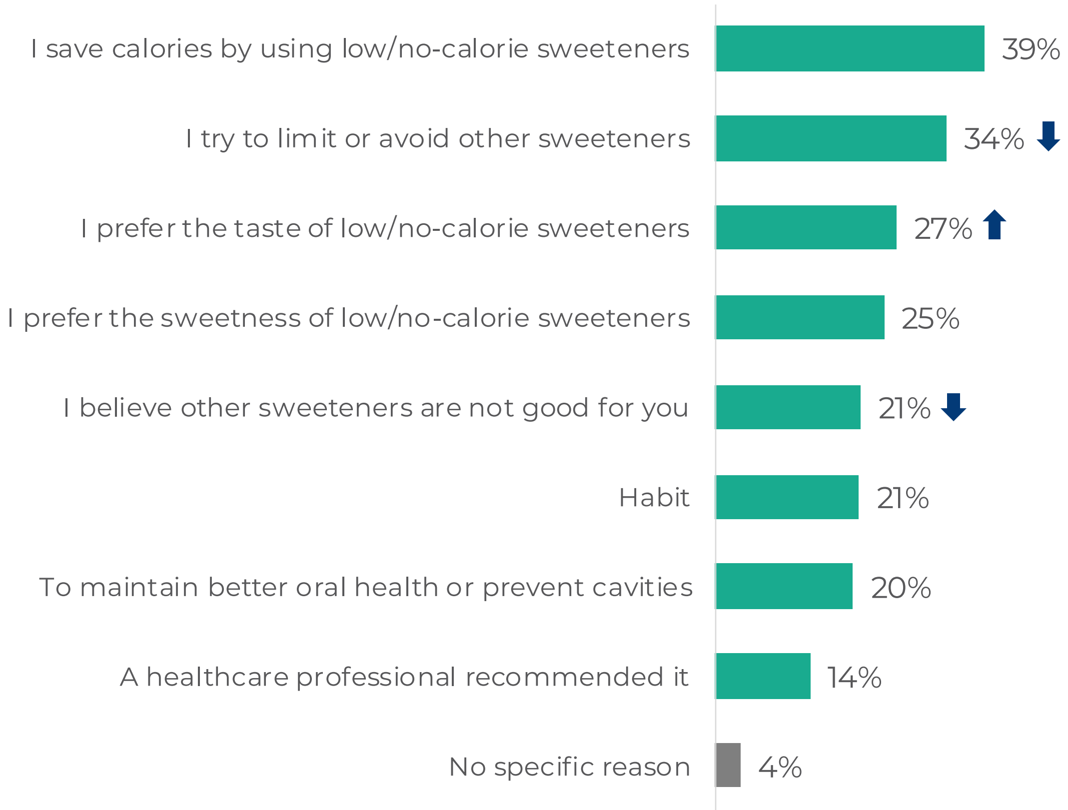
Reasons for Preferring Sugar

(Of Those Who Prefer Sugar)



Reasons for Preferring Low- and No-Calorie Sweeteners

(Of Those Who Prefer Low/No-Calorie Sweeteners)

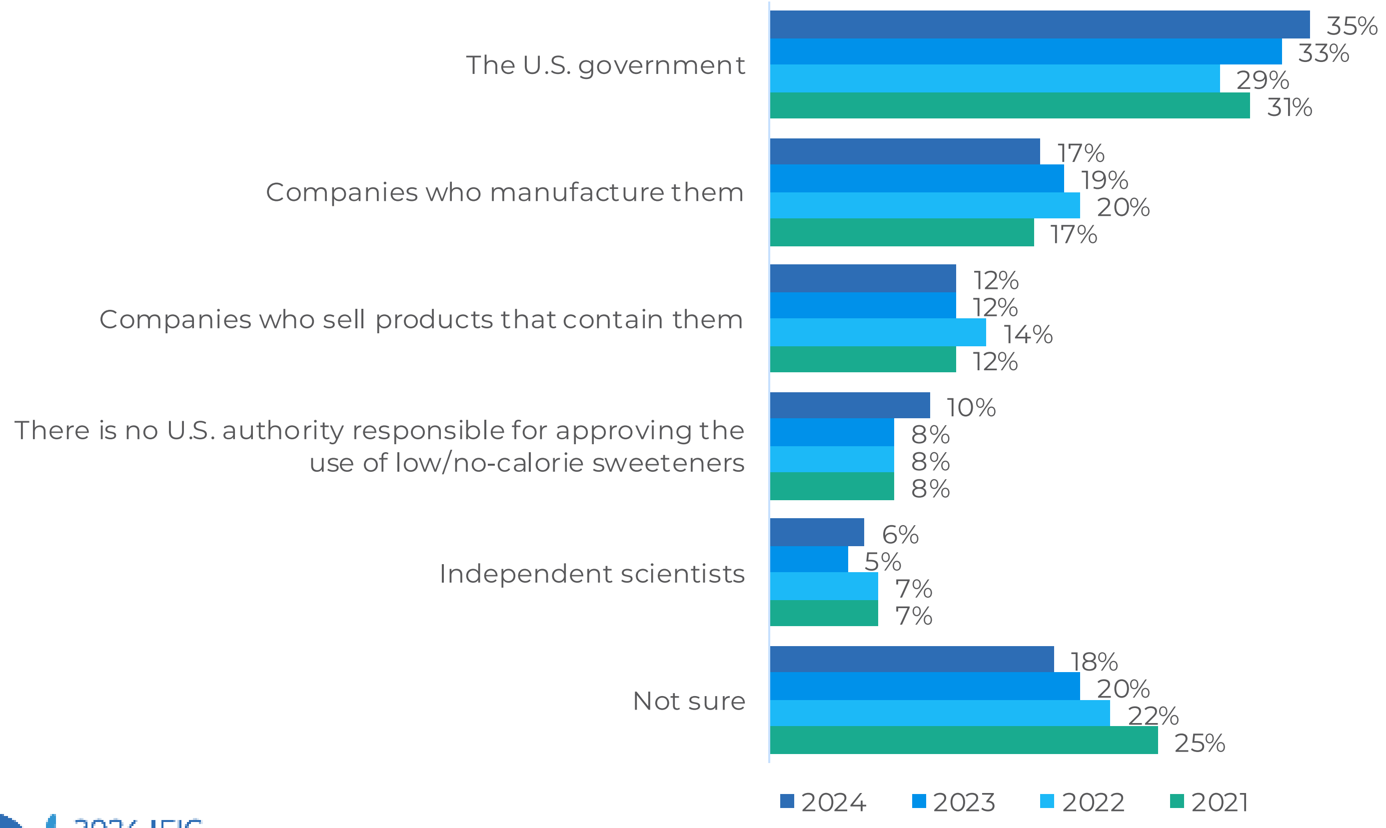


[TREND] *SW7 You indicated that you are more likely to sweeten foods and/or beverages or purchase products with types of sugars rather than other types of sweeteners. Why? (Select all that apply) FILTER: Prefers sugar (n=900) /* ***[TREND]*** *SW8 You indicated that you are more likely to sweeten foods and/or beverages or purchase products with low/no-calorie sweeteners rather than other types of sweeteners. Why? (Select all that apply) FILTER: Prefers low/no-calorie sweeteners (n=635) Note: "other" is not shown *New in 2024.*

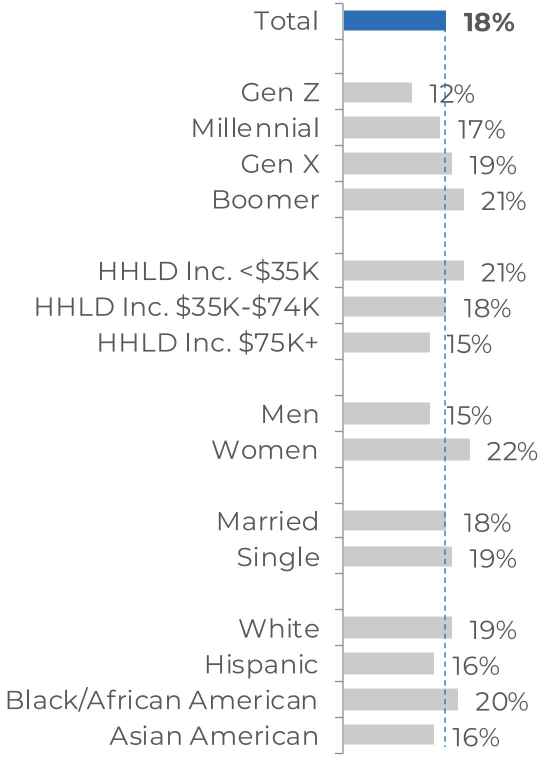
More than 1 in 3 Americans believe the U.S. government is responsible for approving the use of low- and no-calorie sweeteners.

Nearly 2 in 10 are not sure who has approval authority over the use of low- and no-calorie sweeteners in the U.S., and 1 in 10 believe there is no U.S. authority responsible.

Belief in Who is Responsible for Approving Low/No-Calorie Sweeteners in the U.S.



% "Not Sure"
(by Subgroups)

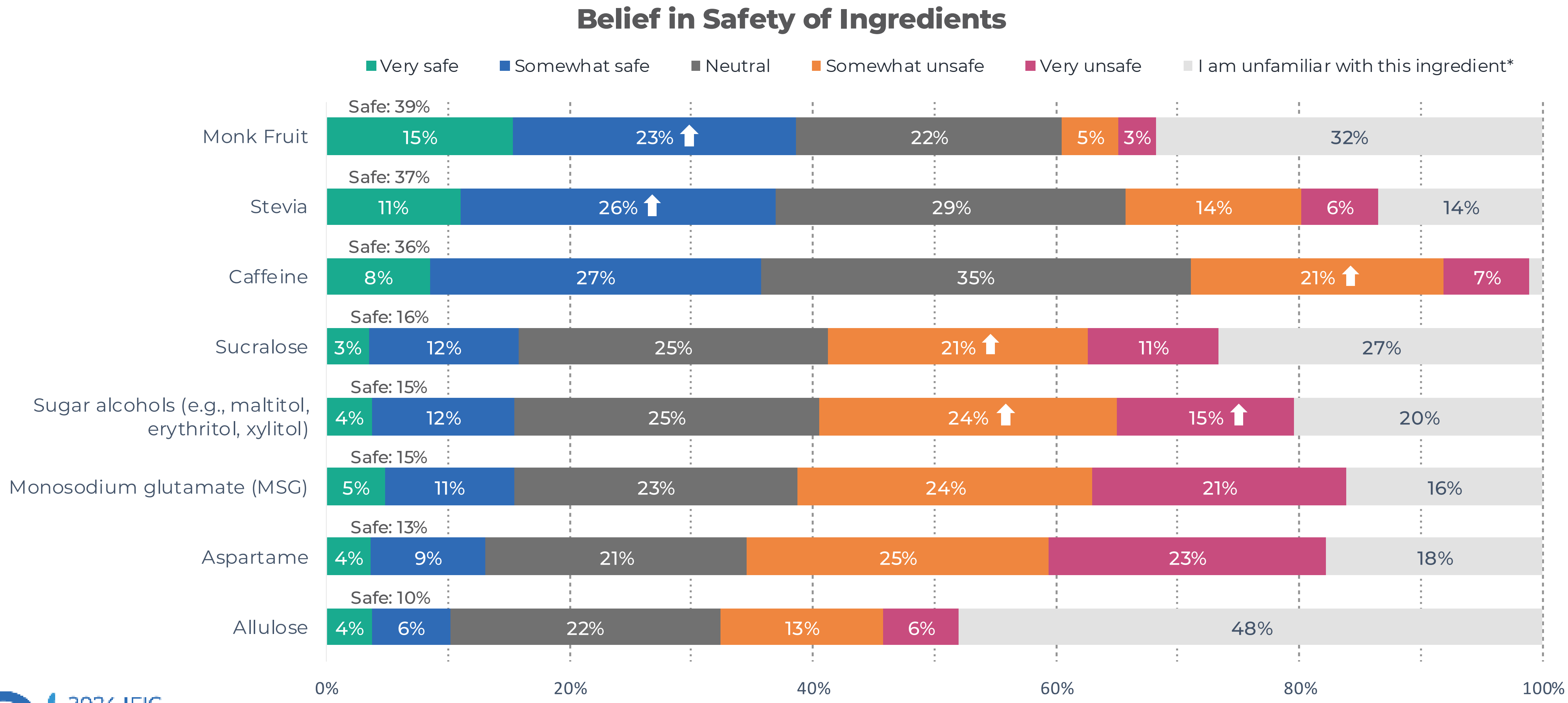


2024 IFIC Food & Health SURVEY

[TREND] SW9 Who do you believe is responsible for approving the use of low/no-calorie sweeteners in foods and beverages in the U.S.? (n=3,000)

Nearly 4 in 10 Americans believe monk fruit, stevia, and caffeine are safe. Monk fruit and stevia sentiments up from 2023.

Younger generations are more likely to consider all these ingredients to be safe.



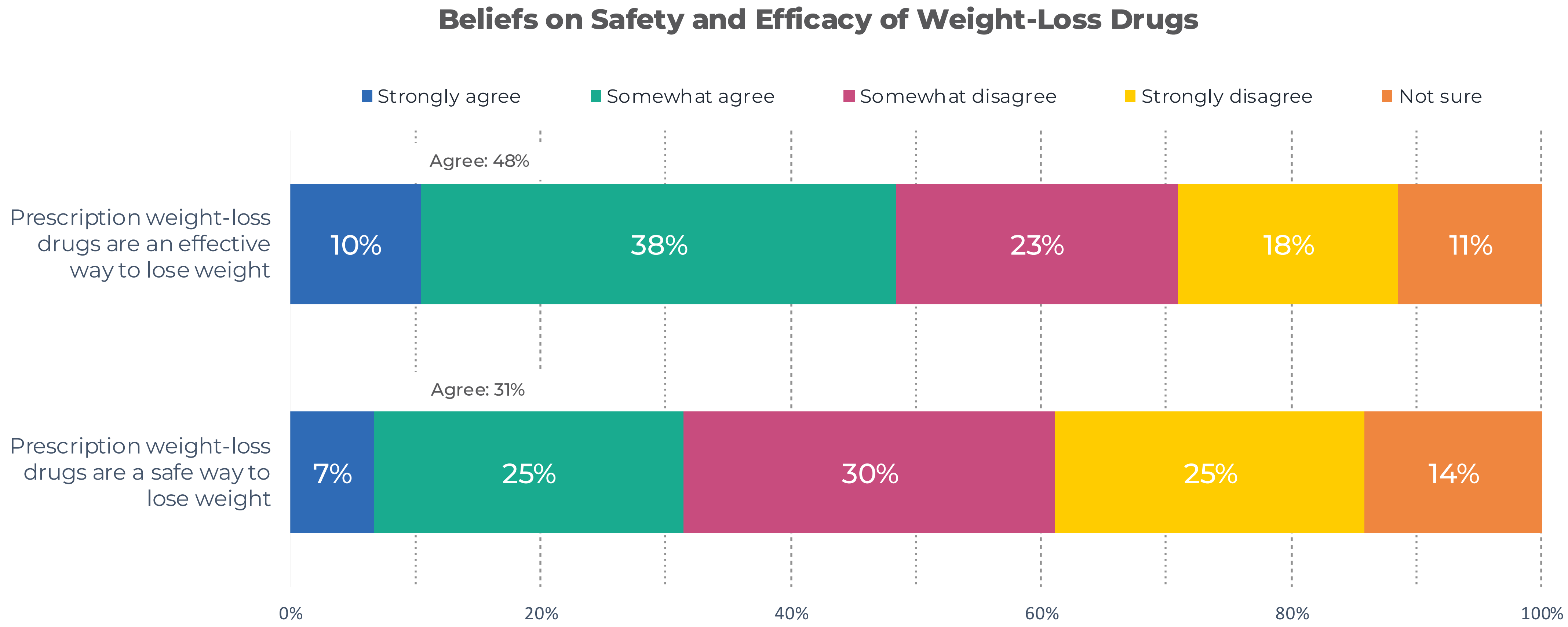
*[TREND] SW10 Imagine you are grocery shopping and come across a food or beverage that contains one of the following ingredients. On a scale of 1 to 5, how would you describe your beliefs on the safety of these ingredients? (n=3,000) *Revised in 2024*
Some percentages may be off slightly due to rounding

MEDICATION & LIFESTYLES CHOICES

2024 IFIC Food & Health SURVEY

Nearly half of Americans believe prescription weight-loss drugs are effective, whereas 3 in 10 believe they are safe.

College graduates, people with children under 18, and those who have followed a specific eating style in the past year are more likely to believe weight-loss drugs both safe and effective.



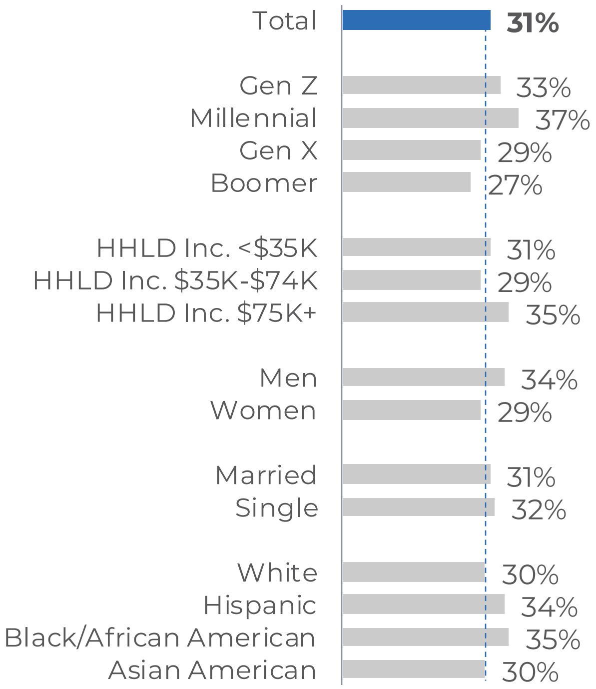
2024 IFIC Food & Health SURVEY

G9AB Do you agree or disagree with the following statements? (n=3,000)

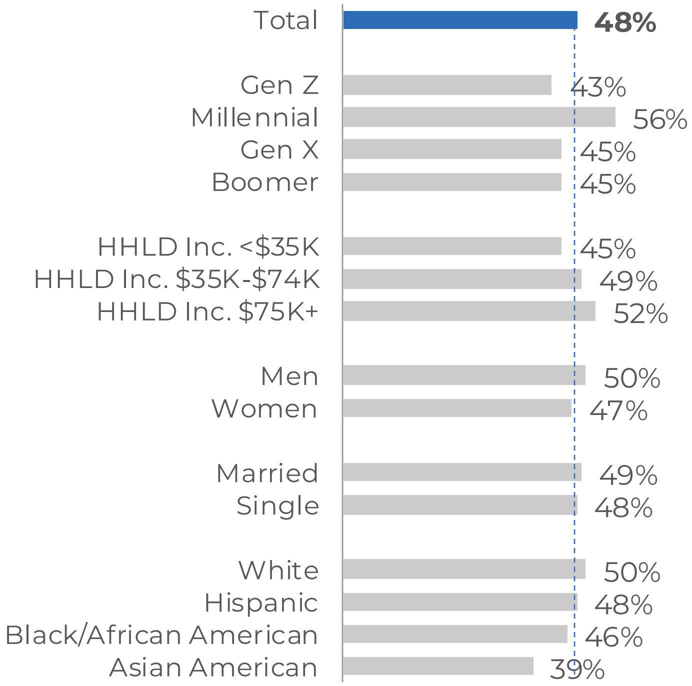
Millennials are the most likely generation to believe that weight-loss drugs are both safe and effective.

People under 50 are more likely to believe weight-loss drugs are a safe way to lose weight, while people in their 30s are more likely to believe in their effectiveness.

Prescription weight-loss drugs are a safe way to lose weight
(% who agree)



Prescription weight-loss drugs are an effective way to lose weight
(% who agree)

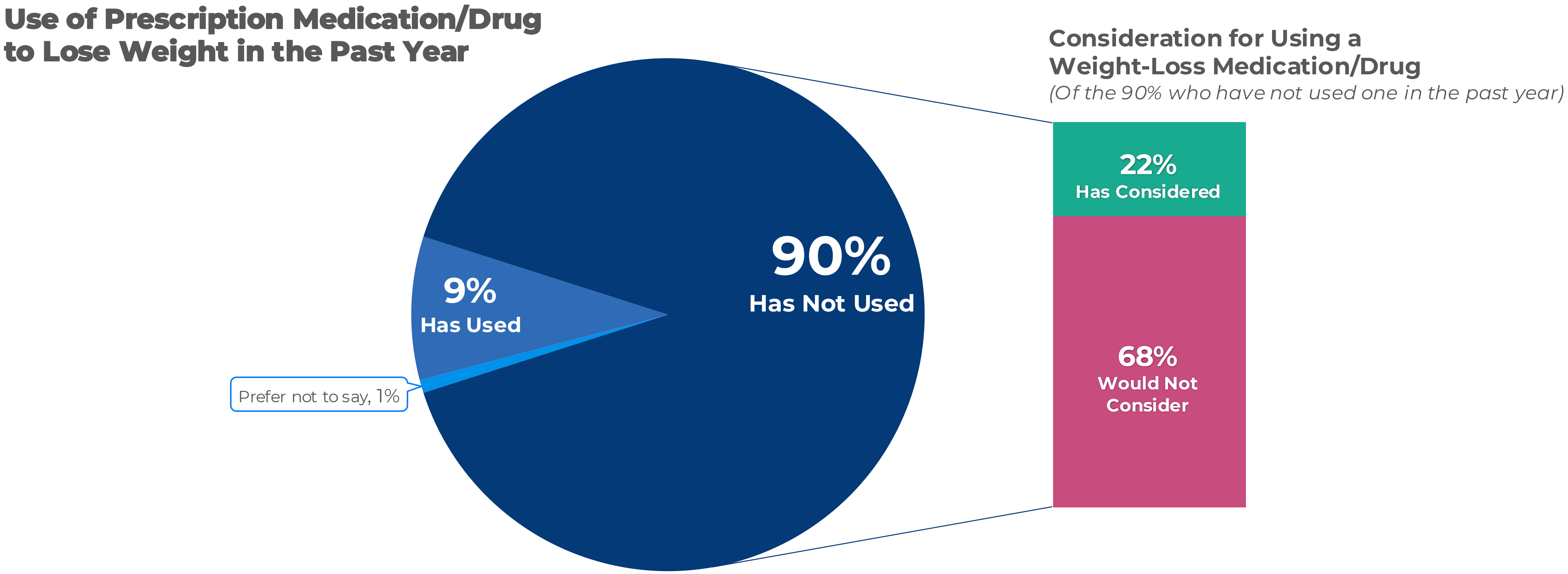


2024 IFIC Food & Health SURVEY

G9 Do you agree or disagree with the following statements? (n=3,000)

Nearly 1 in 10 Americans have used a prescription medication/drug to lose weight in the past year.

3 in 10 have either taken a prescription weight-loss medication/drug in the past year or considered taking one.

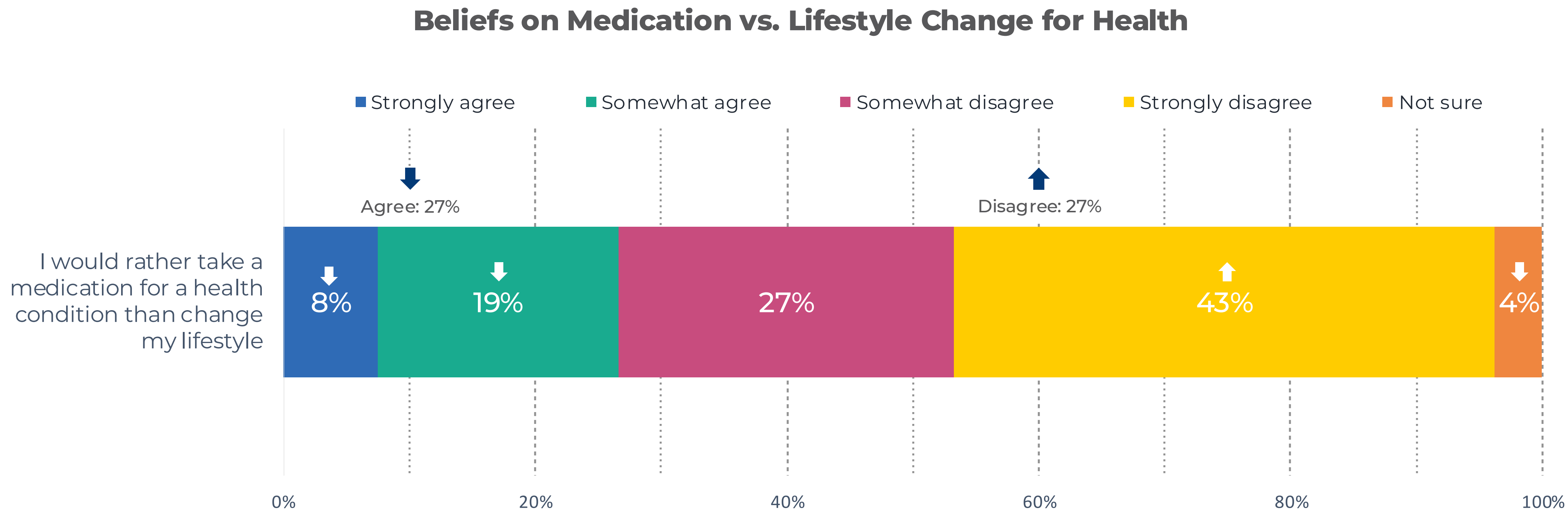


2024 IFIC Food & Health SURVEY

D4A In the past year, have you ever used a prescription medication/drug to lose weight? (This could be a pill or injection.) (n=3,000)

More Americans favor changing their lifestyle over taking a medication for a health condition.

Preference for taking a medication over a change in lifestyle is down from 38% in 2022 but up from 16% in 2012.

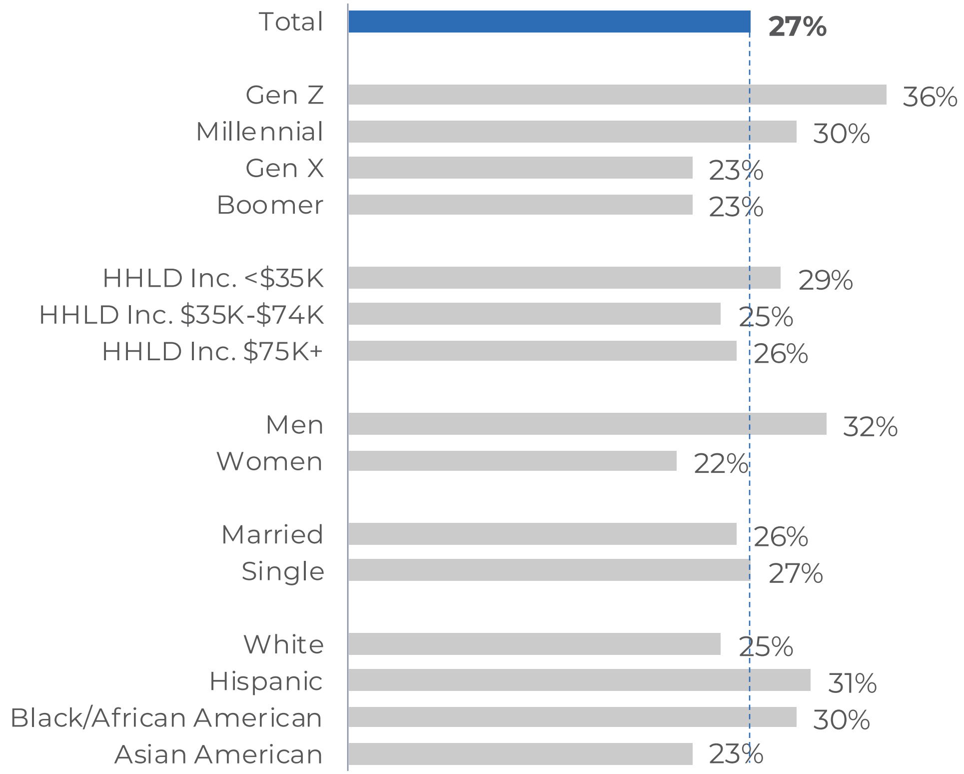


[TREND, 2022] G19B To what extent do you agree or disagree with the following statements? (n=3,000)

2024 IFIC Food & Health SURVEY

Gen Z, Millennials, men, and people with children under 18 years are more likely to say they would rather take a medication for a health condition than change their lifestyle.

"I would rather take a medication for a health condition than change my lifestyle"
(% who agree)



2024 IFIC Food & Health SURVEY

[TREND, 2022] G19B To what extent do you agree or disagree with the following statements? (n=3,000)

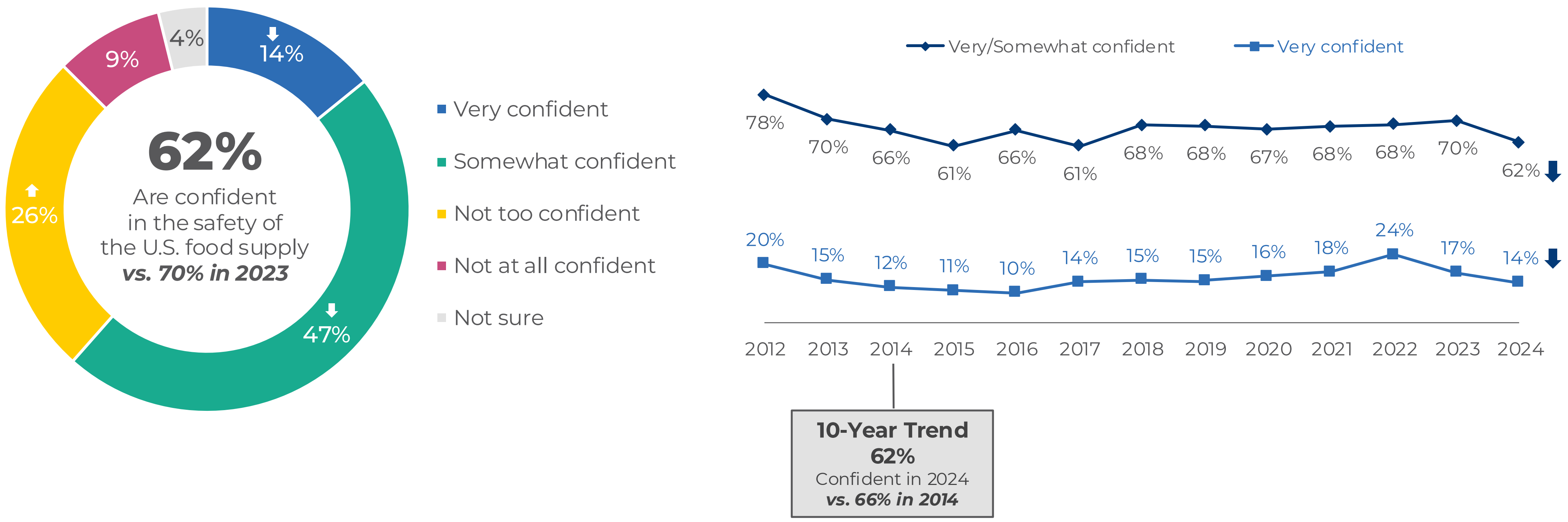
FOOD & INGREDIENT SAFETY

2024 IFIC Food & Health SURVEY

Overall confidence in the safety of the U.S. food supply is down significantly in 2024.

Older generations, those with higher household income, and men are more confident in the safety of the U.S. food supply.

Confidence in the Safety of the U.S. Food Supply

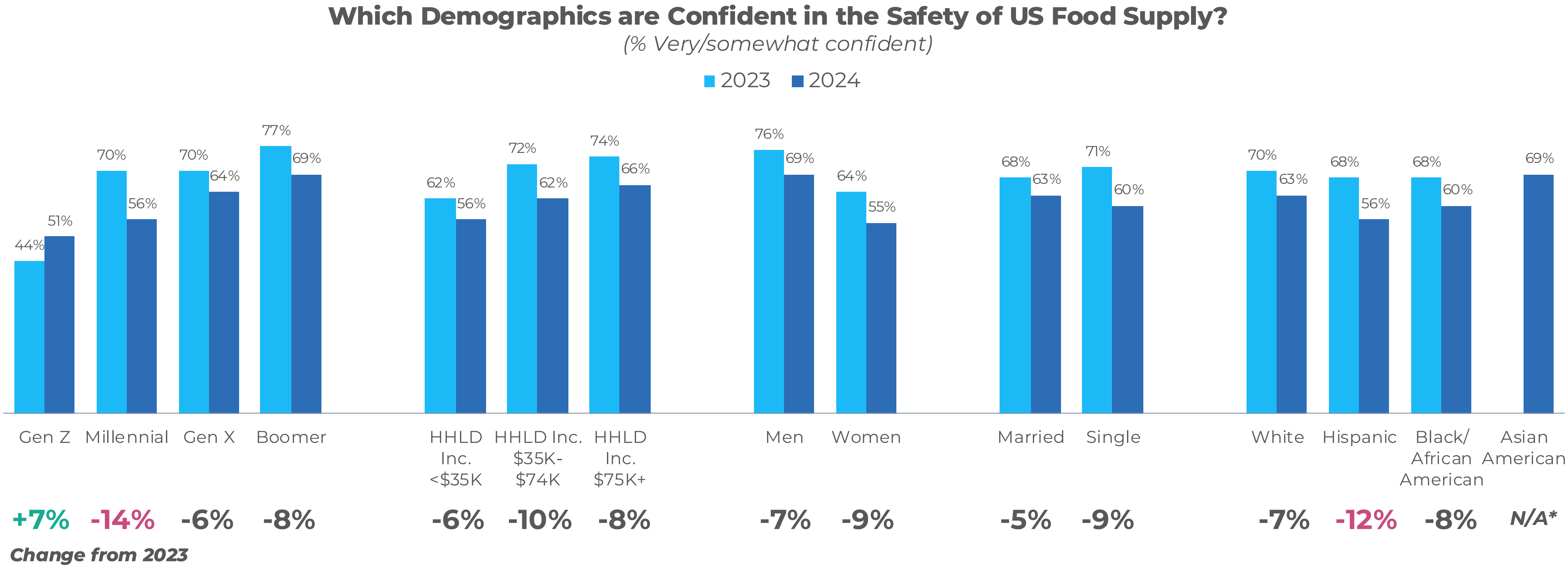


[TREND] C1 Overall, how confident are you in the safety of the U.S. food supply? (n=3,000)

2024 IFIC Food & Health SURVEY

The decline in overall confidence is most notable for Millennials and Hispanic Americans.

Confidence in the safety of the U.S. food supply among Gen Z has increased since 2023.



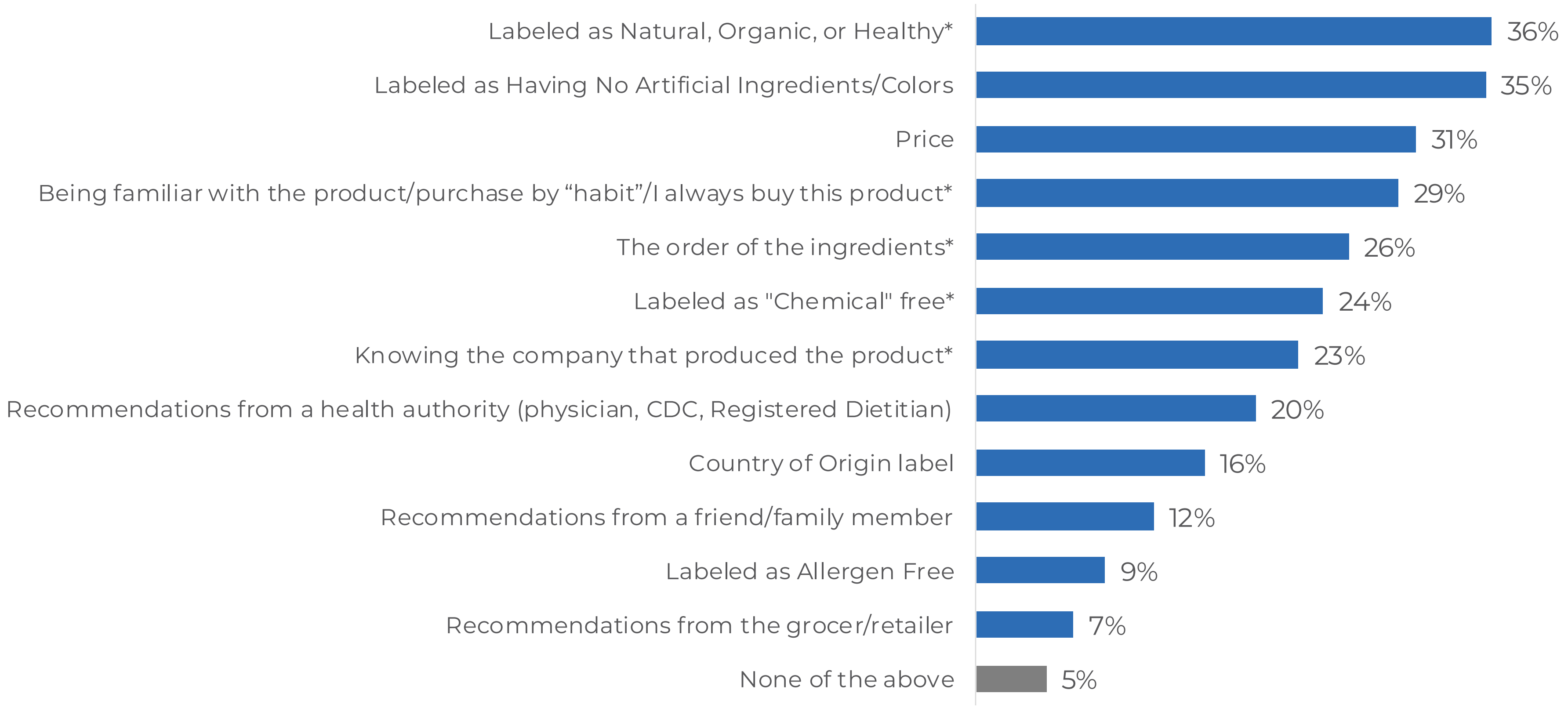
[TREND] *C1 Overall, how confident are you in the safety of the U.S. food supply? (n=3,000)*
**Asian American n-size too low to compare trend*

2024 IFIC Food & Health SURVEY

Foods labeled as “Natural,” “Organic,” or “Healthy,” or “No Artificial Ingredients/Colors” are top in-store safety signals.

Older generations and those with higher household income are most likely to use labels indicating a food has no artificial ingredients or colors to inform their belief about a food’s safety while shopping.

Contributing Factors Towards Confidence in Safety of Food*

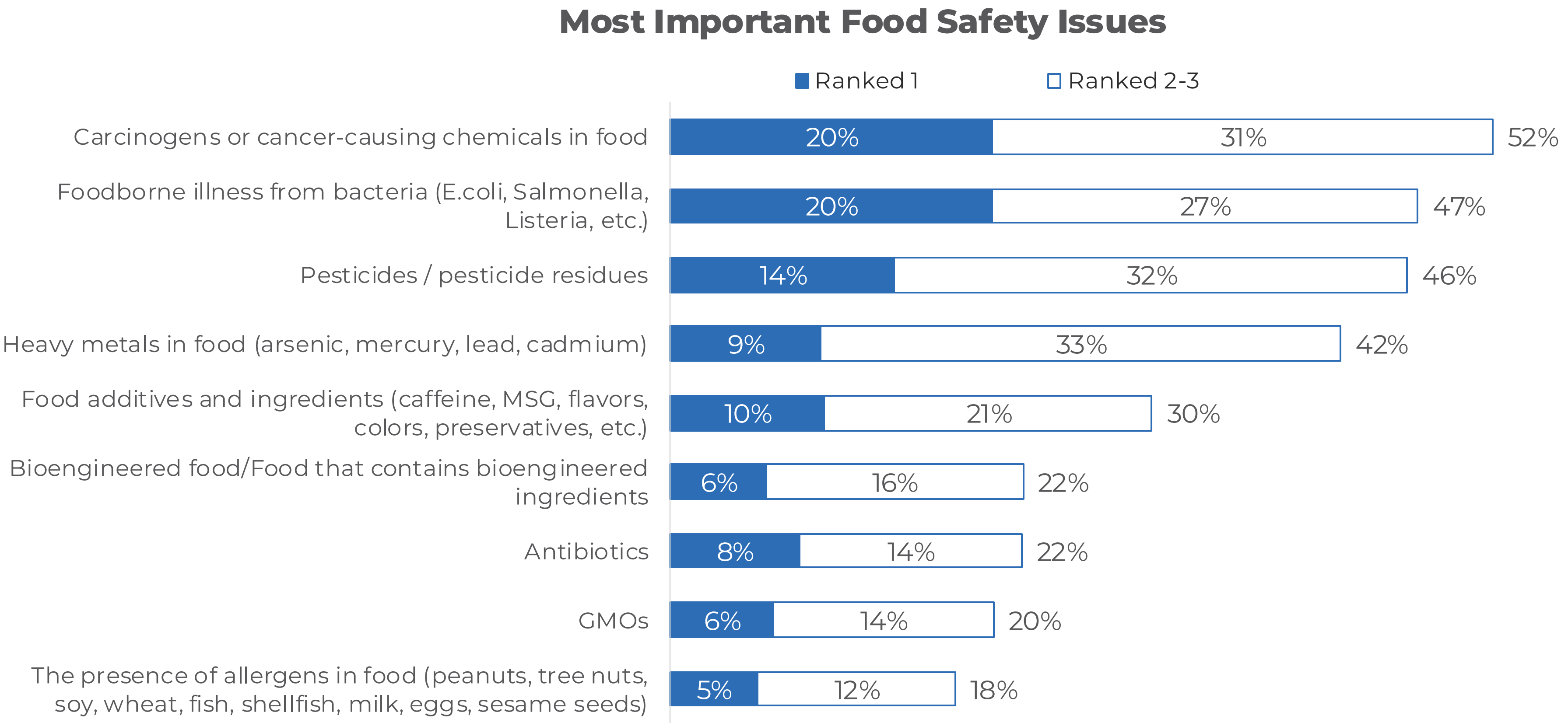


[TREND, previously select all that apply] *C5 Which factors inform your belief about the safety of the food you purchase while shopping in-store? (Select top 3.) (n=3,000)*

**New/Revised in 2024*

Americans say carcinogens, foodborne illness from bacteria, and pesticides are the most important food safety issues.

Younger generations are more likely than older generations to say GMOs and allergens are most important.



2024 IFIC Food & Health SURVEY

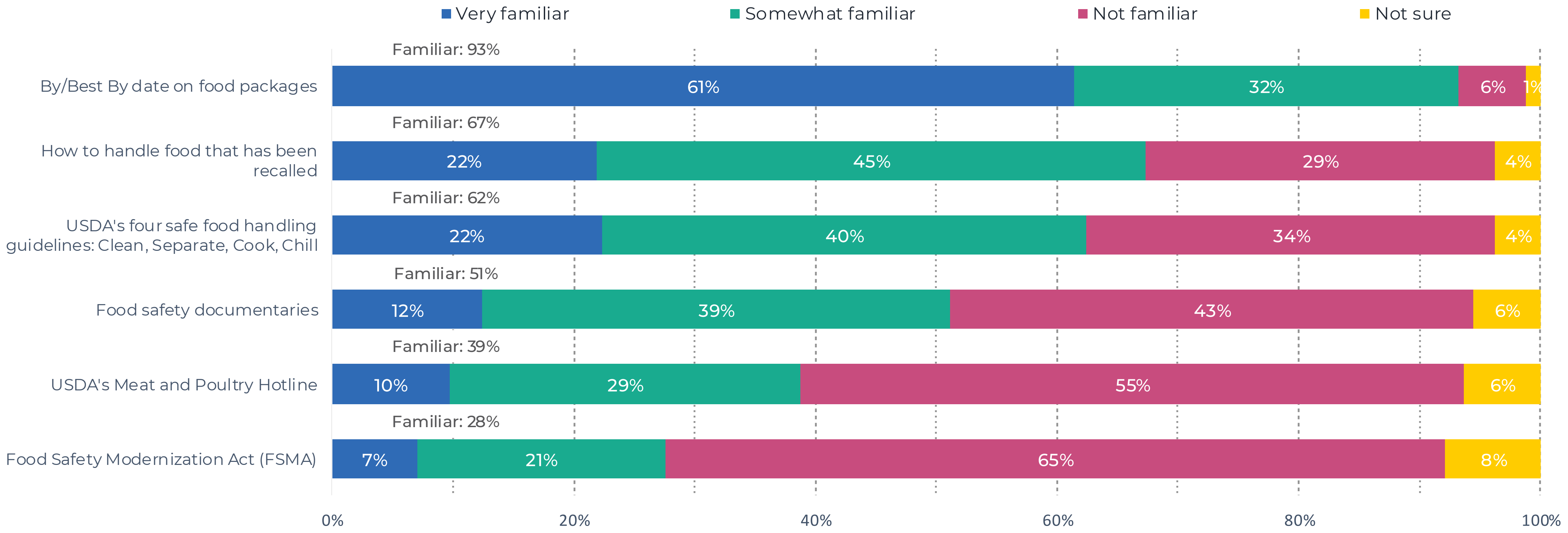
C2 What in your opinion is the most important food safety issue today? Please rank from 1 to 3, with 1=Most Important.(n=3,000)
Note: "other" is not shown

Nearly all Americans concerned about foodborne illness are familiar with "Best By" dates on food packages.

2 in 3 say they are familiar with how to handle food that has been recalled and 4 in 10 are familiar with the USDA's Meat and Poultry Hotline.

Familiarity With...

(If Foodborne Illness is a Top Issue)

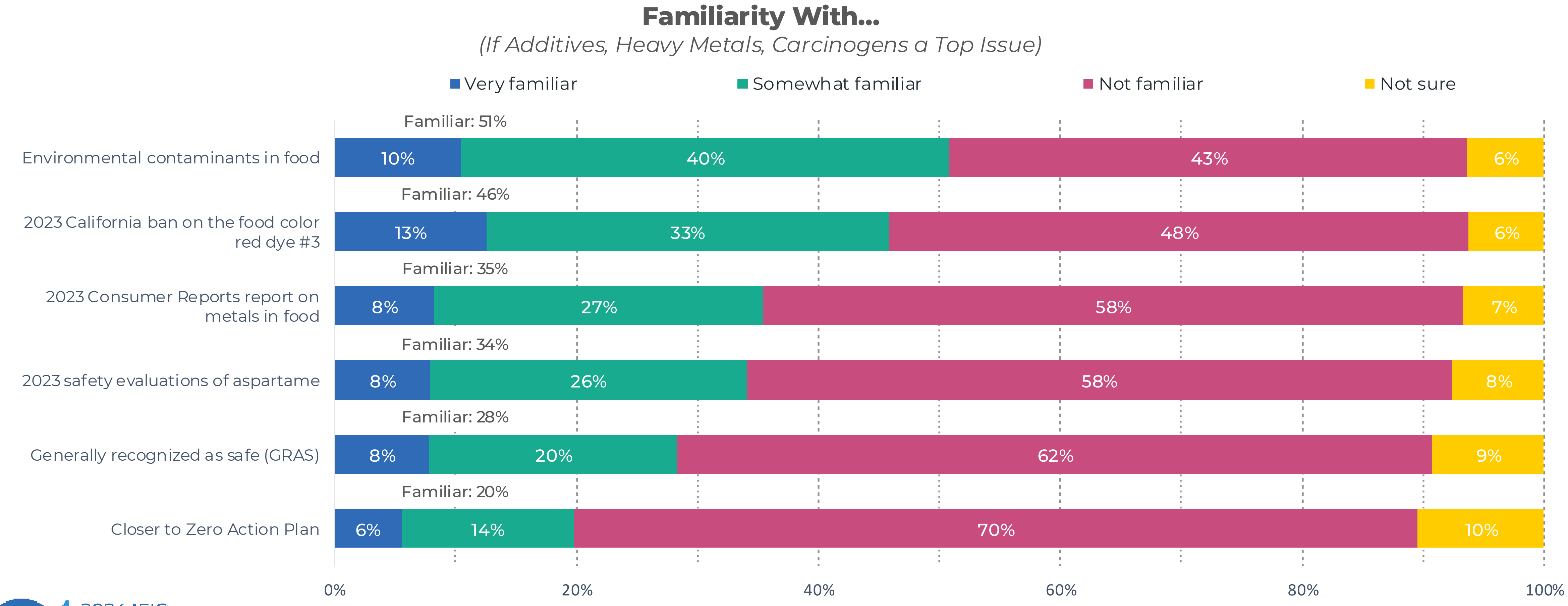


2024 IFIC Food & Health SURVEY

C3 Please indicate your familiarity with the following: FILTER: Foodborne illness ranked 1-3 (n=1,434)

If concerned about additives, heavy metals, and carcinogens in food, nearly half are familiar with environmental contaminants in food and California's red dye #3 ban.

Younger generations, men, and Black Americans are the most familiar with all these topics.



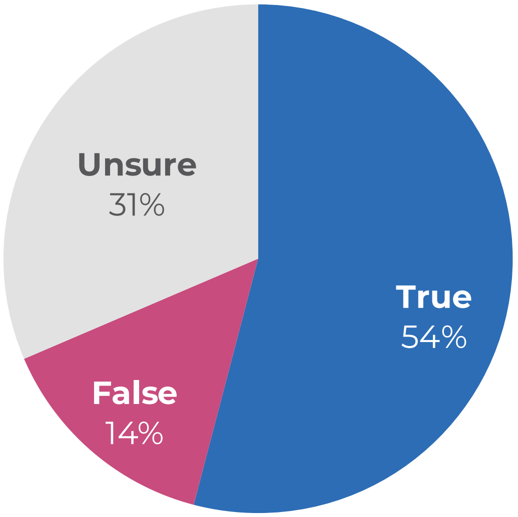
C4 Please indicate your familiarity with the following: FILTER: Additives, heavy metals, or carcinogens ranked 1-3 (n=2,618)

2024 IFIC Food & Health SURVEY

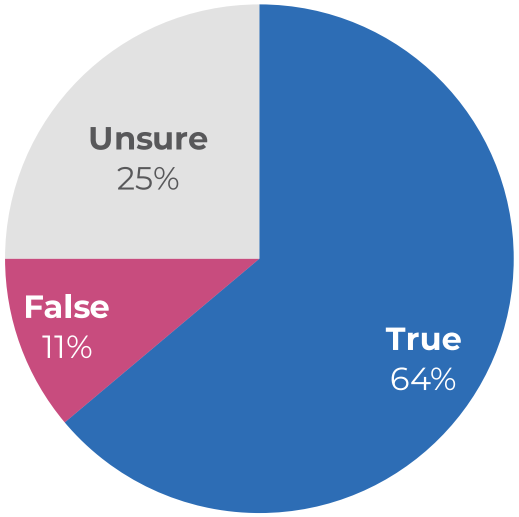
Slightly more than half of Americans believe that the U.S. FDA allows small amounts of ingredients to be used in food that are not allowed in other countries.

At least 1 in 4 are unsure whether each of the following three true statements are true.

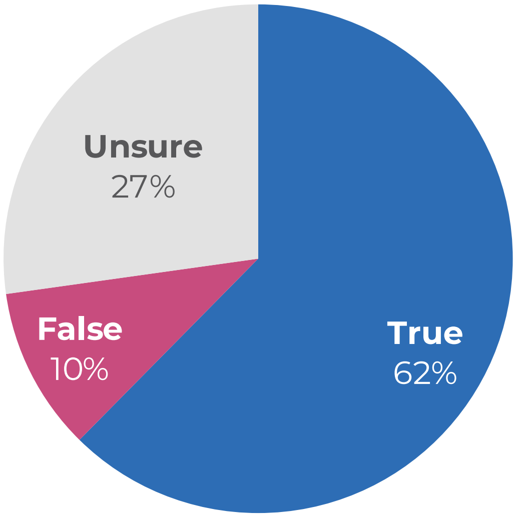
"The U.S. Food and Drug Administration allows small amounts of ingredients to be used in food that are not allowed in other countries"



"On food packaging in the U.S., the ingredients are required to be listed in the order of the amount used, from most to least"



"Food and beverage companies in the U.S. are expected to use only the amount of an ingredient that the FDA permits for that product"

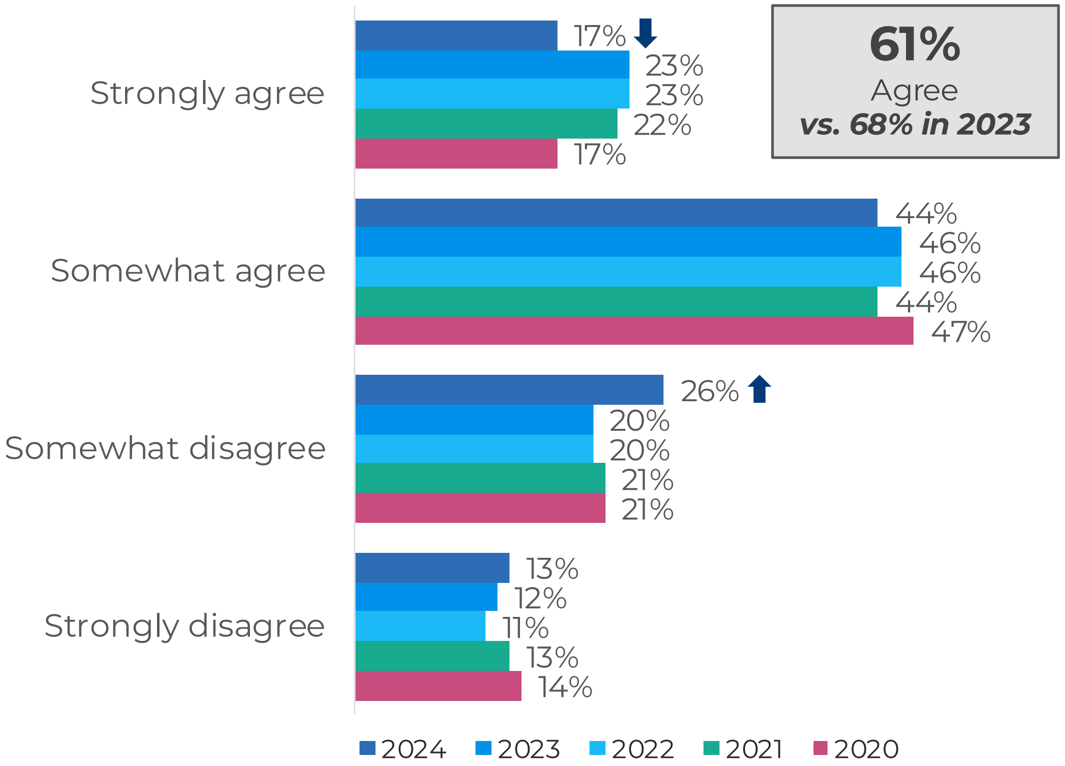


2024 IFIC Food & Health SURVEY

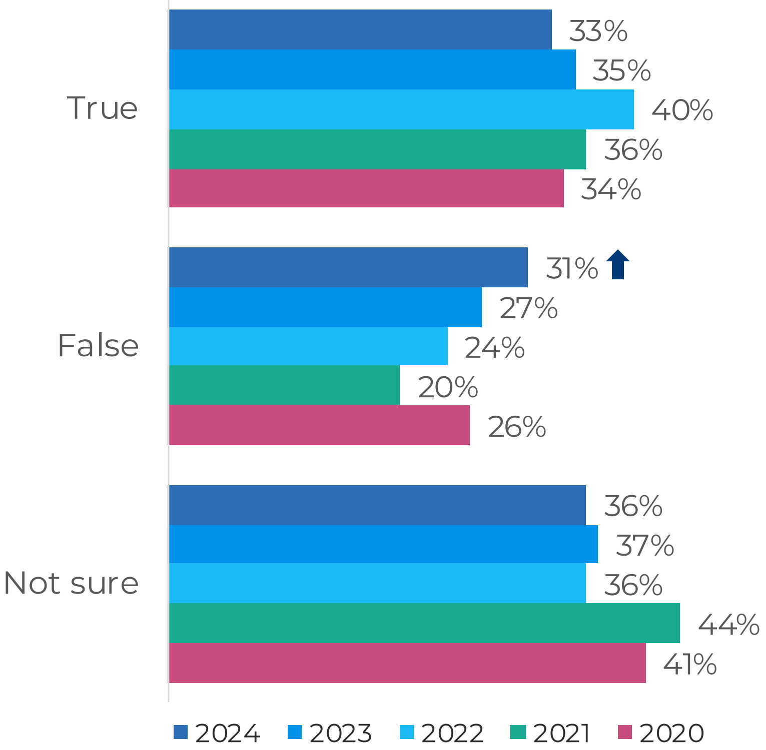
C6 Please respond with your beliefs about the following statements (n=3,000)

Knowledge of personal caffeine consumption is down from recent years, as is the belief that natural and added sources of caffeine have the same effect.

"I know the amount of caffeine that is in the foods and beverages I consume"
(Of Those Who Consume Caffeine)



"Caffeine that is naturally occurring has the same effect as caffeine that is added"



2024 IFIC Food & Health SURVEY

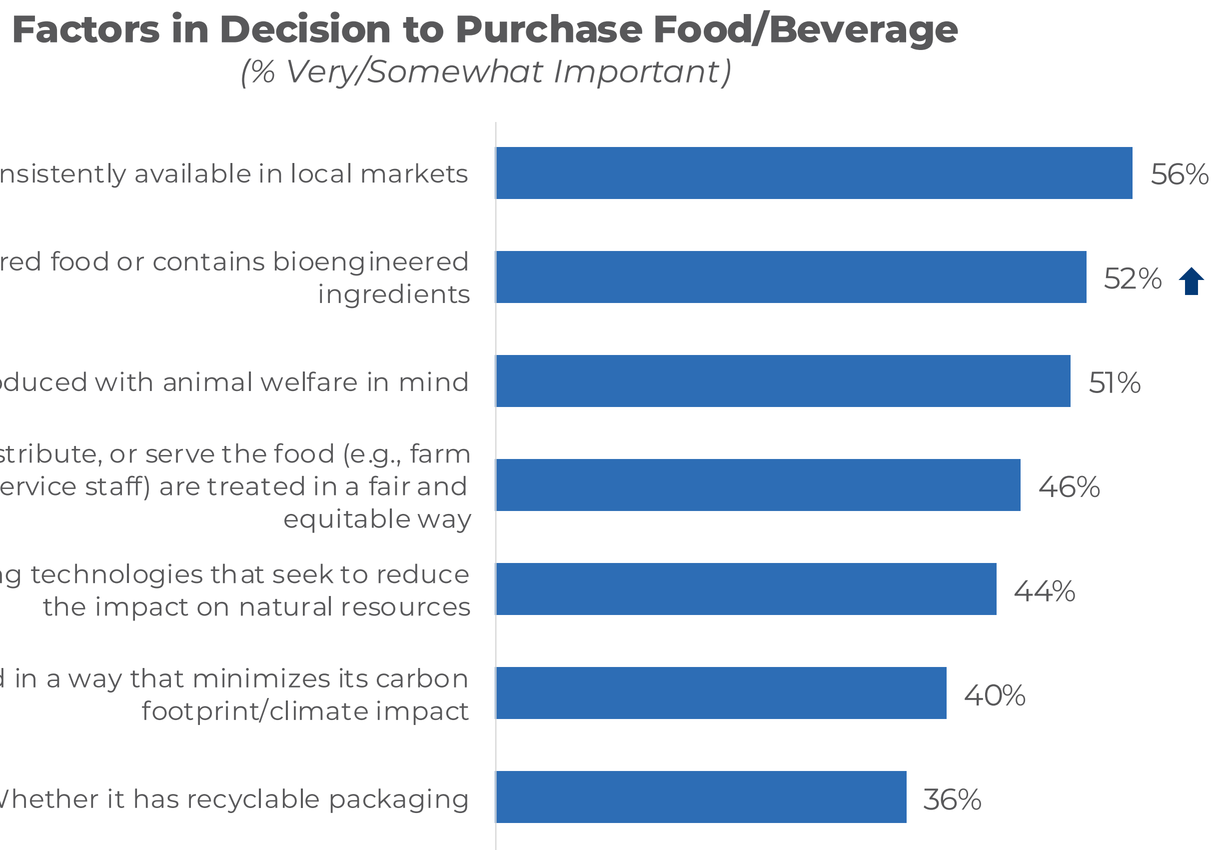
[TREND] *C7 Please indicate how much you agree or disagree with the following statement: FILTER: Of those who consume caffeine (n=2,880)*
[TREND] *C8 Please indicate whether the following statement is true or false (n=3,000)*

SUSTAINABLE FOOD SYSTEMS

2024 IFIC Food & Health SURVEY

More than half of Americans say consistent availability, bioengineering, and animal welfare are important factors in food purchasing.

Knowing whether a food is bioengineered in some way has increased in importance compared to last year.



2024 IFIC Food & Health SURVEY

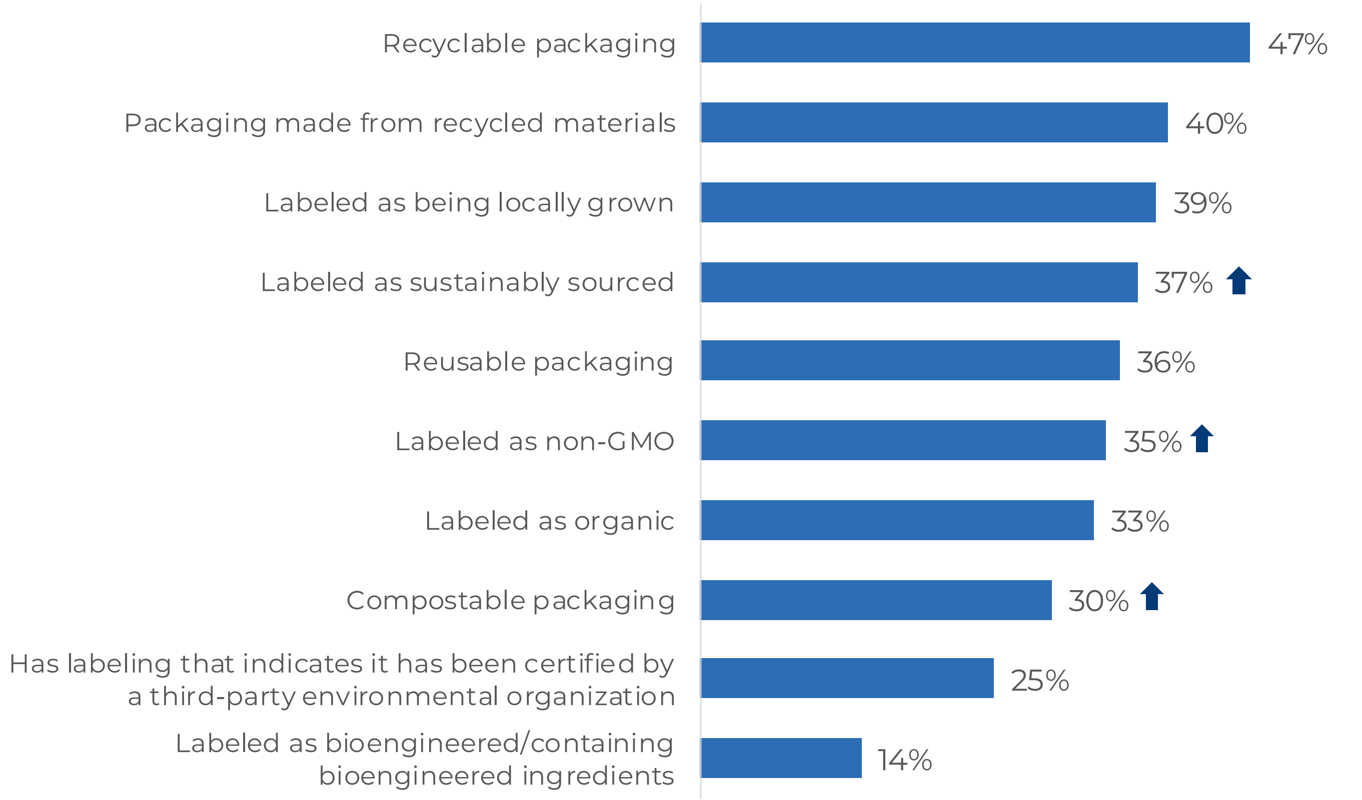
[TREND] T1 How important are the following factors in your decision to purchase a food or beverage? (n=3,000)

Recyclable packaging remains the top indication that a product has minimized its impact on climate.

More consumers look for sustainably sourced and non-GMO labels and compostable packaging than last year.

Indications That Product "Minimizes Carbon Footprint/Climate Impact"

(Of Those Who Consider it Important)

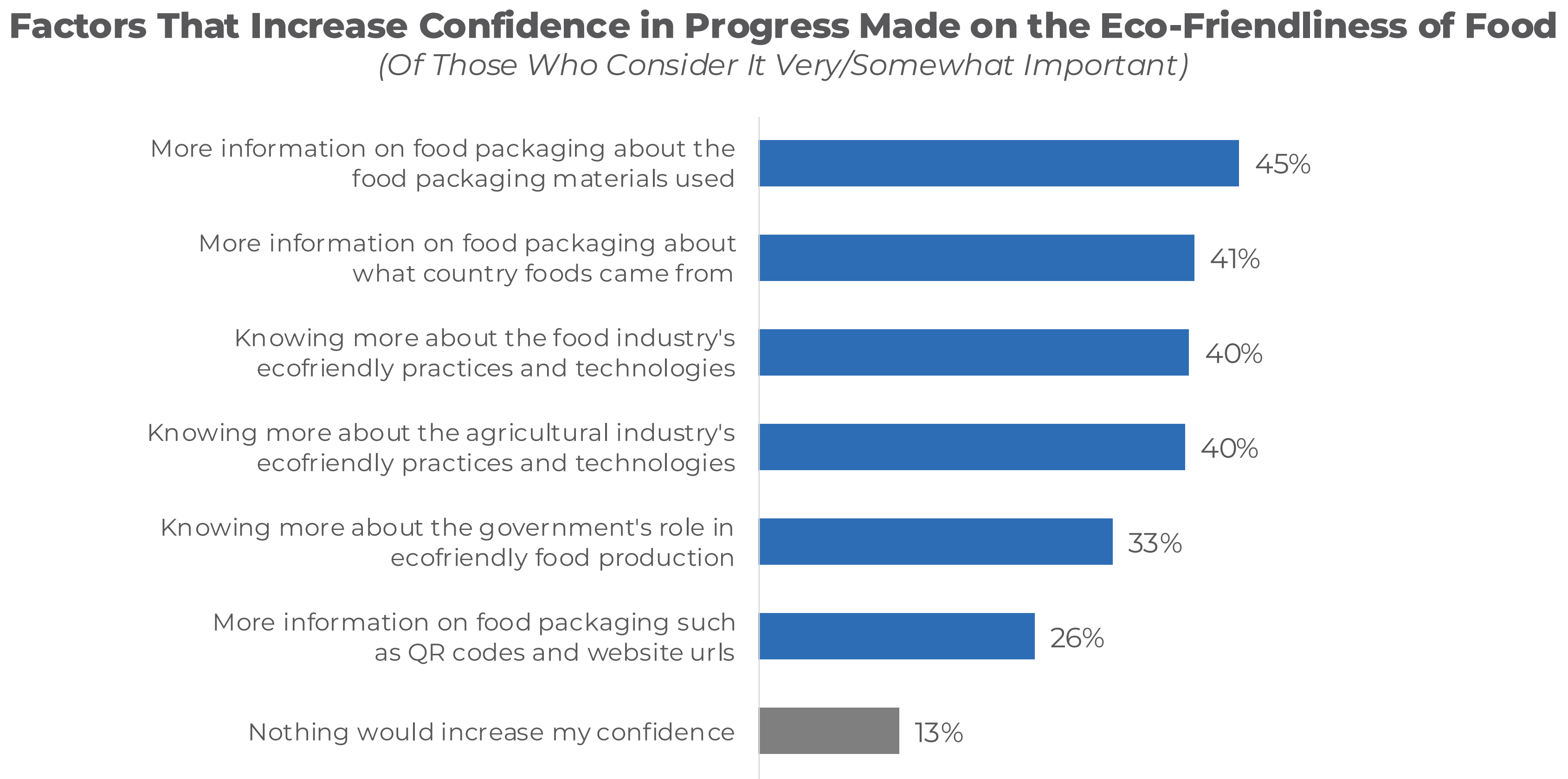


2024 IFIC Food & Health SURVEY

[TREND] T2 When shopping for foods and beverages, which of the following do you look for as an indication that a product is produced in a way that minimizes its carbon footprint/climate impact? (Select all that apply) FILTER: Very important or somewhat important that the food products you purchase or consume are produced in an environmentally sustainable way/in a way that minimizes its carbon footprint/climate impact (n=2,159) Note: "other" and "none of the above" are not shown.

More than 4 in 10 Americans say more information about packaging material provided on food packaging would increase their confidence in progress made toward more eco-friendly food.

Only 1 in 4 say their confidence would be boosted by QR codes and website addresses on food packaging.



2024 IFIC Food & Health SURVEY

T3 What would increase your confidence that progress is being made in these areas? Select all that apply FILTER: Very important or somewhat important that the food products you purchase or consume are produced in an environmentally sustainable way/in a way that minimizes its carbon footprint/climate impact (n=2,457)
Note: "other" is not shown.

Consumers who believe the fair treatment of workers is important are split about paying more for a product labeled with third-party certification of fair worker treatment.

Women and Black people are more likely to select the costlier, more socially sustainable option.

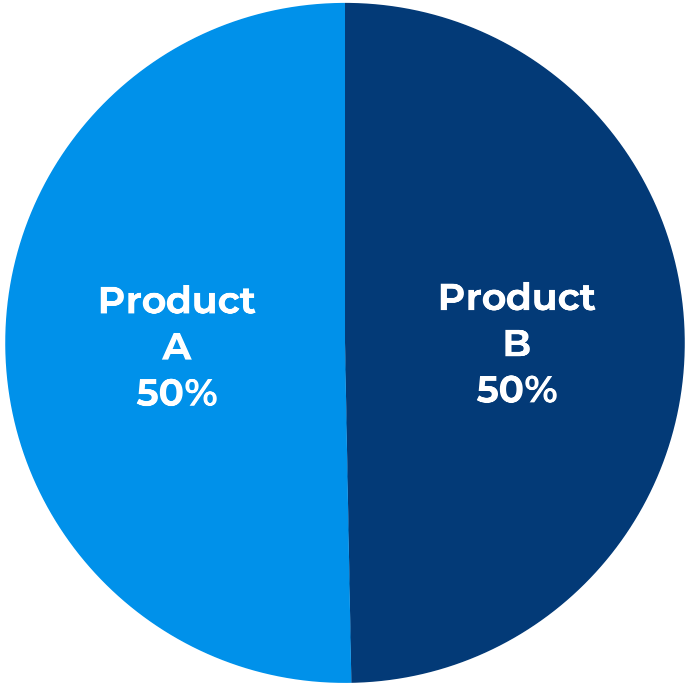
Preference for Socially Sustainable Product vs. Price*

(Of Those Who Consider Fair/Equitable Treatment of Workers Important)

Imagine you are at the store to purchase a food or beverage you like. There are two versions of the same product with only these two differences provided: cost and label information.

- **Product A costs $3.** The packaging does not say if it is produced in ways that permit the product to be labeled with a third-party certification indicating the fair and equitable treatment of workers.
- **Product B costs $5.** The packaging says that it is produced in ways that permit the product to be labeled with a third-party certification indicating the fair and equitable treatment of workers.

Which would you be more likely to purchase?



2024 IFIC Food & Health SURVEY

[TREND] T4 Imagine you are at the store to purchase a food or beverage you like. Which would you be more likely to purchase.
FILTER: Social sustainability is important in your decision to purchase a food or beverage (n=2,360)
**Revised in 2024*

When considering cost and eco-friendliness, 1 in 3 Americans would choose the cheapest, least eco-friendly food or beverage.

2 in 10 would choose the costliest, most eco-friendly product, up significantly from 2023.

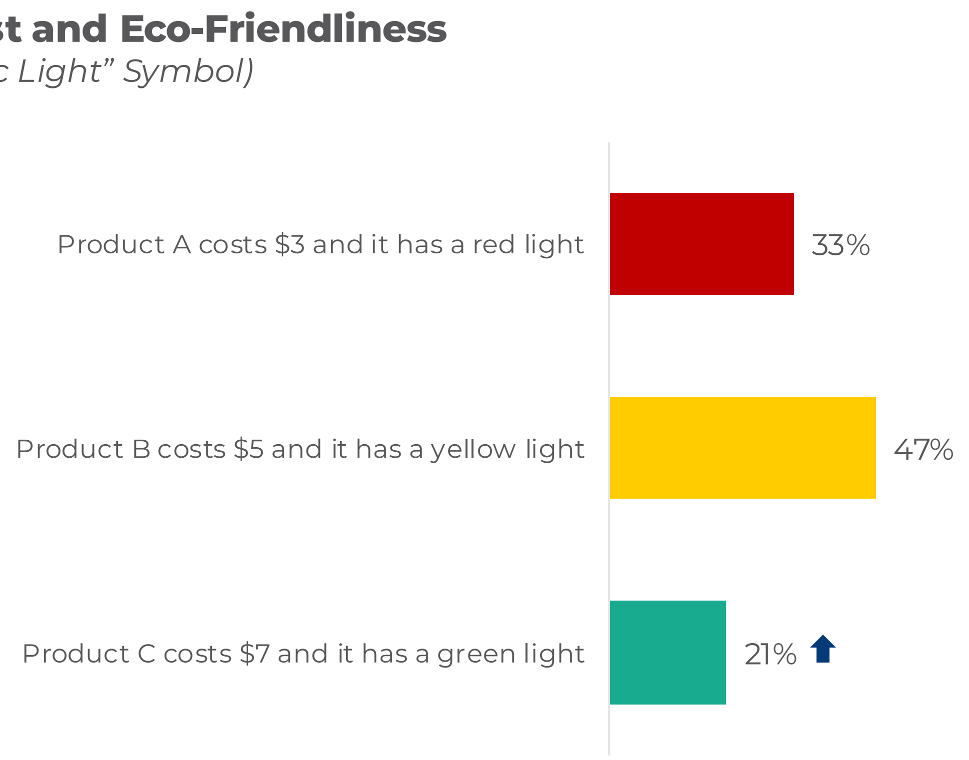
Imagine you are at the store to purchase a food or beverage you like. There are three versions of the same product.

All three have a "traffic light" symbol on the packaging indicating the product's level of environmental impact:

- **A green light** indicates it is **very eco-friendly**
- **A yellow/amber** light indicates it is **somewhat eco-friendly**
- **A red light** indicates it is **not very eco-friendly**

- **Product A costs $3** and it has a **red light**
- **Product B costs $5** and it has a **yellow light**
- **Product C costs $7** and it has a **green light**

Which would you be most likely to purchase?



[TREND] T5 Imagine you are at the store to purchase a food or beverage you like. There are three versions of the same product. All three have a "traffic light" symbol on the packaging indicating the product's level of environmental impact: Product A costs $3 and it has a red light. Product B costs $5 and it has a yellow light. Product C costs $7 and it has a green light. Which would you be most likely to purchase? (n=3,000)

PURCHASE DRIVERS & SHOPPING PATTERNS

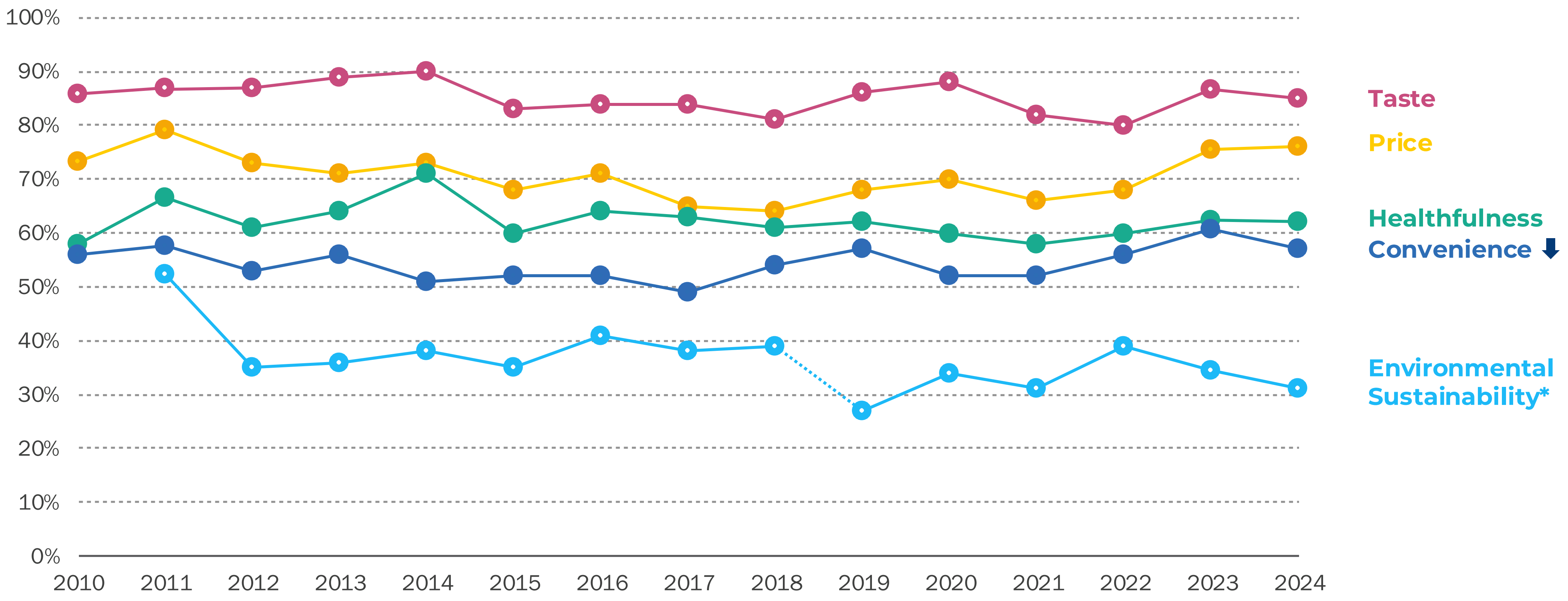
2024 IFIC
Food & Health
SURVEY

Taste remains the top purchase driver, followed by price. The impact of convenience is down from 2023.

Baby Boomers, those with higher household incomes, and Asian Americans are most likely to find healthfulness impactful.

Food and Beverage Purchase Drivers Over Time

(% reporting impact of 4 or 5 out of a 5-point scale)



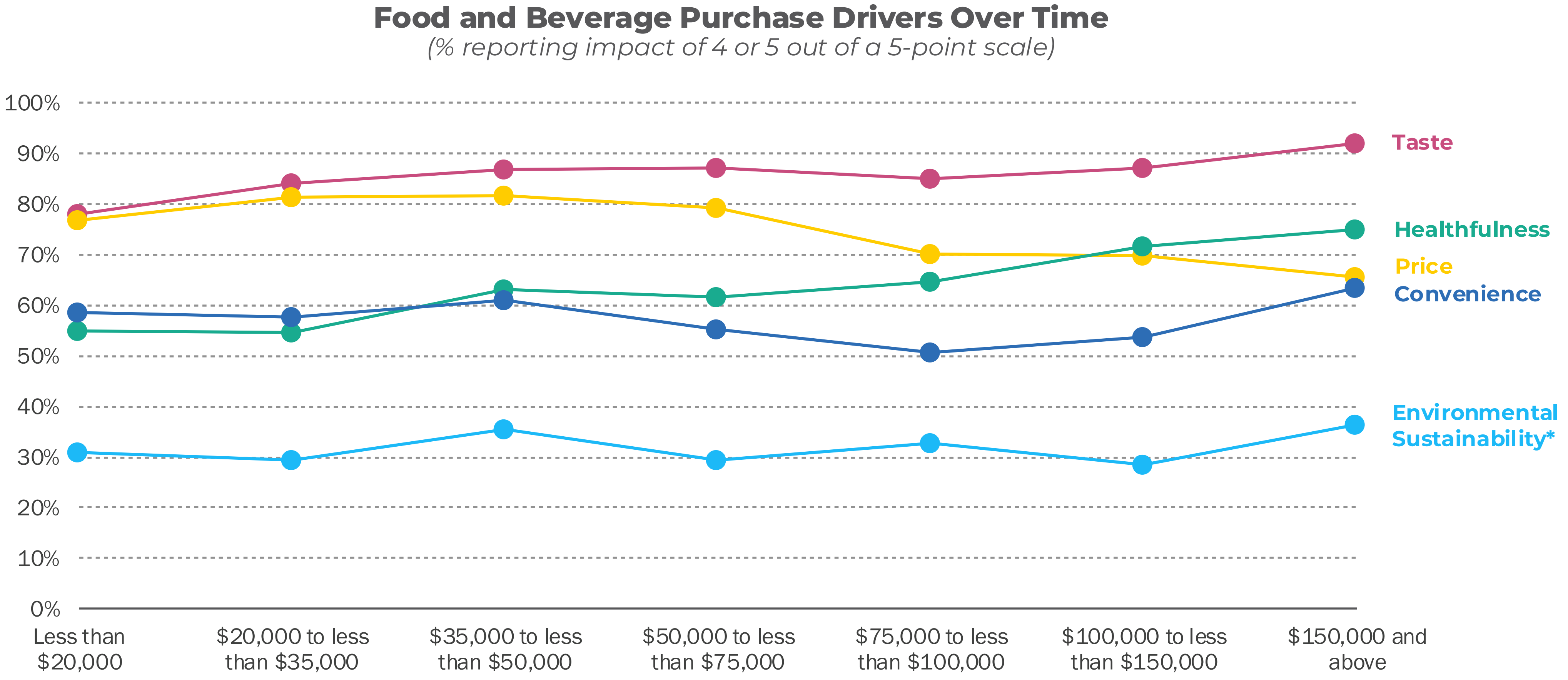
2024 IFIC Food & Health SURVEY

[TREND] *G5 How much of an impact do the following have on your decision to buy foods and beverages? (n=3,000)*

Note: Prior to 2019, "Environmental Sustainability" was phrased as "Sustainability"

Healthfulness surpasses price as a purchase driver at the threshold of $100K+ in household income.

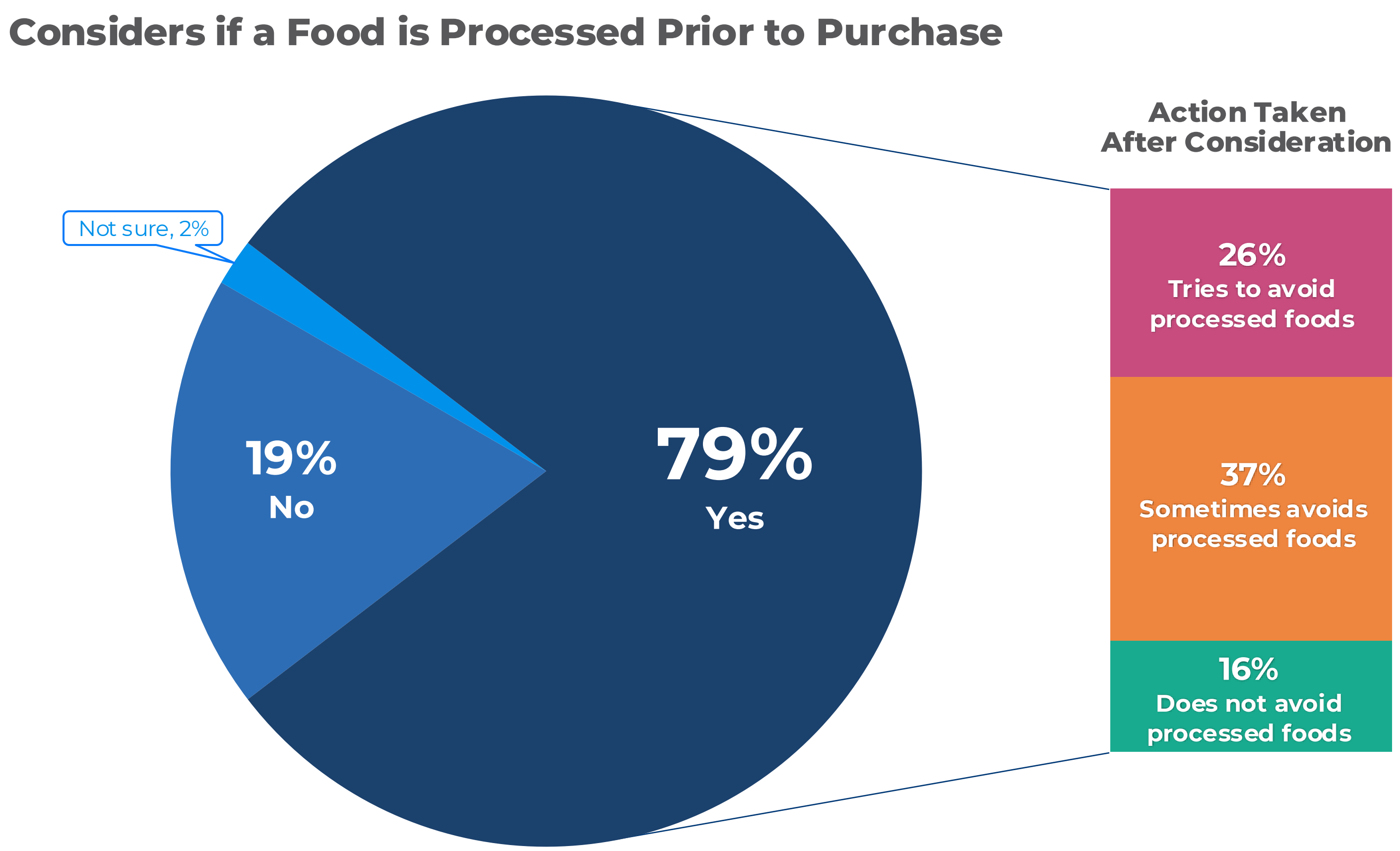
Price decreases in importance among those with higher household income (>$75K+), while taste and healthfulness increase dramatically in importance.



[TREND] *G5 How much of an impact do the following have on your decision to buy foods and beverages? (n=3,000)*
Note: Prior to 2019, "Environmental Sustainability" was phrased as "Sustainability"

8 in 10 Americans consider if a food is processed prior to purchasing it.

Among those who consider if a food is processed, most say they avoid processed foods at least sometimes.



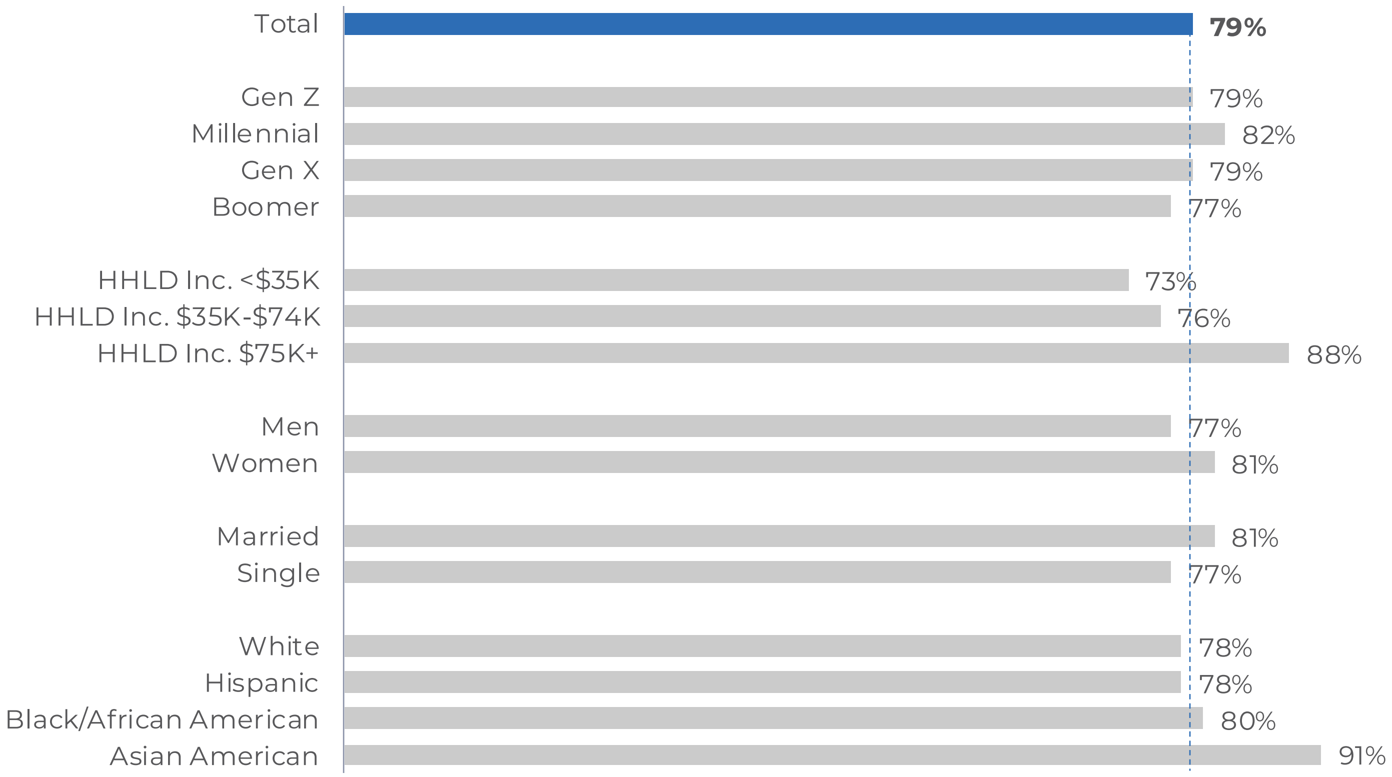
2024 IFIC Food & Health SURVEY

[TREND] G6 When shopping for foods and beverages, do you consider whether the food is processed before purchasing that product? (n=3,000)

8 in 10 Americans consider if a food is processed prior to purchasing it.

Asian Americans and those with higher household incomes are most likely to consider whether food is processed before buying it.

Considers Whether a Food is Processed Prior to Purchase
by Subgroups

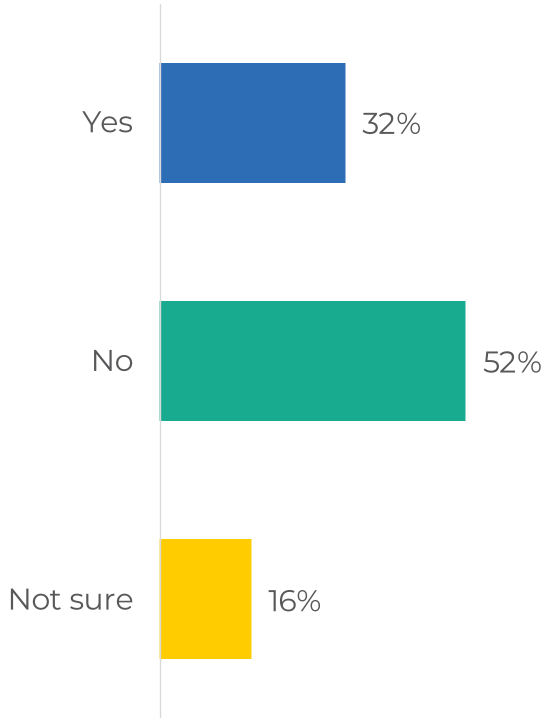


[TREND] G6 When shopping for foods and beverages, do you consider whether the food is processed before purchasing that product? (n=3,000)

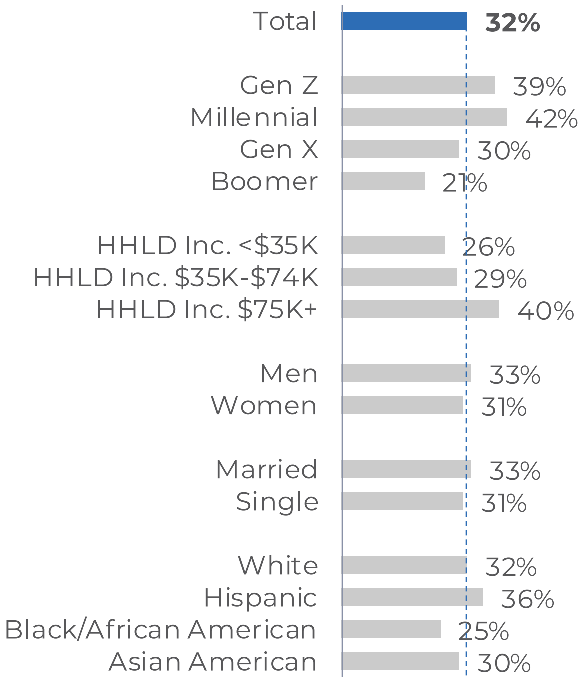
1 in 3 Americans are familiar with the term "ultraprocessed food."

Younger generations and college graduates, as well as those with higher household income, children under 18 years, in excellent or very good self-reported health, and who have followed a specific eating style in the past year are most likely to be familiar with the term "ultraprocessed food."

Familiarity with the Term "Ultraprocessed Food"



"Yes"
by Subgroups



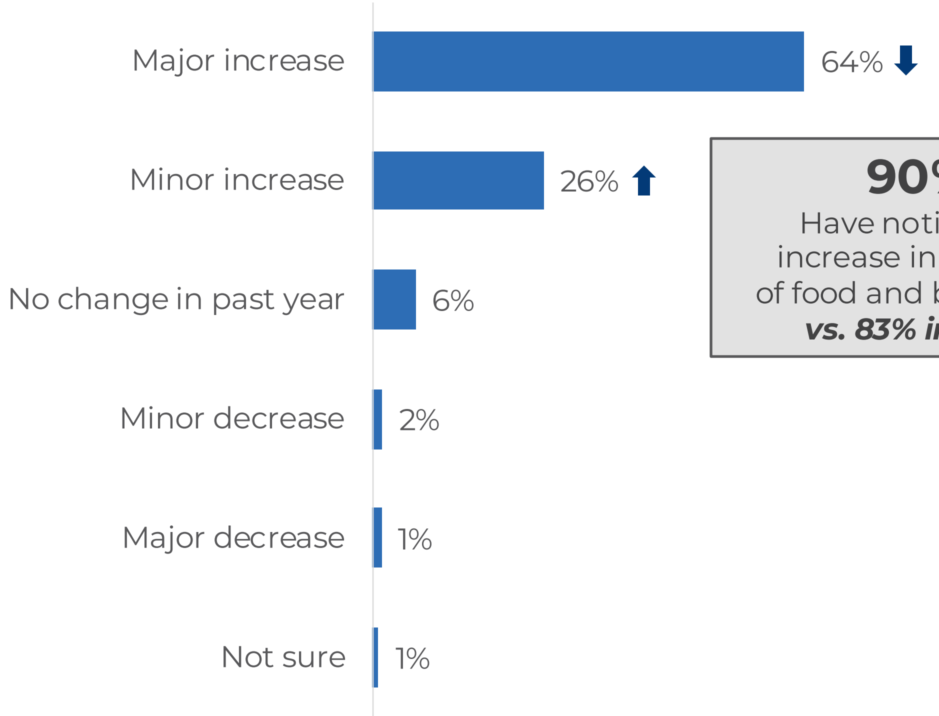
2024 IFIC Food & Health SURVEY

G7 Are you familiar with the term "ultraprocessed food"? (n=3,000)

In the past year, 9 in 10 Americans have noticed an increase in the cost of food and beverages.

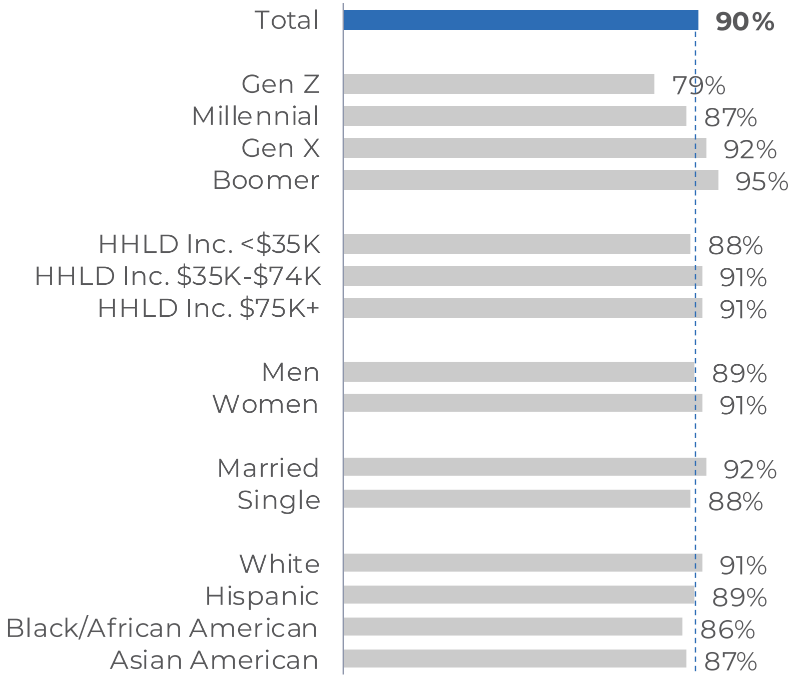
Each generation is more likely to have noticed the increased cost than the generation(s) younger than them.

Noticed a Change in the Cost of Food/Beverages



90%
Have noticed an increase in the cost of food and beverages
vs. 83% in 2022

% Major/Minor Increase
by Subgroups

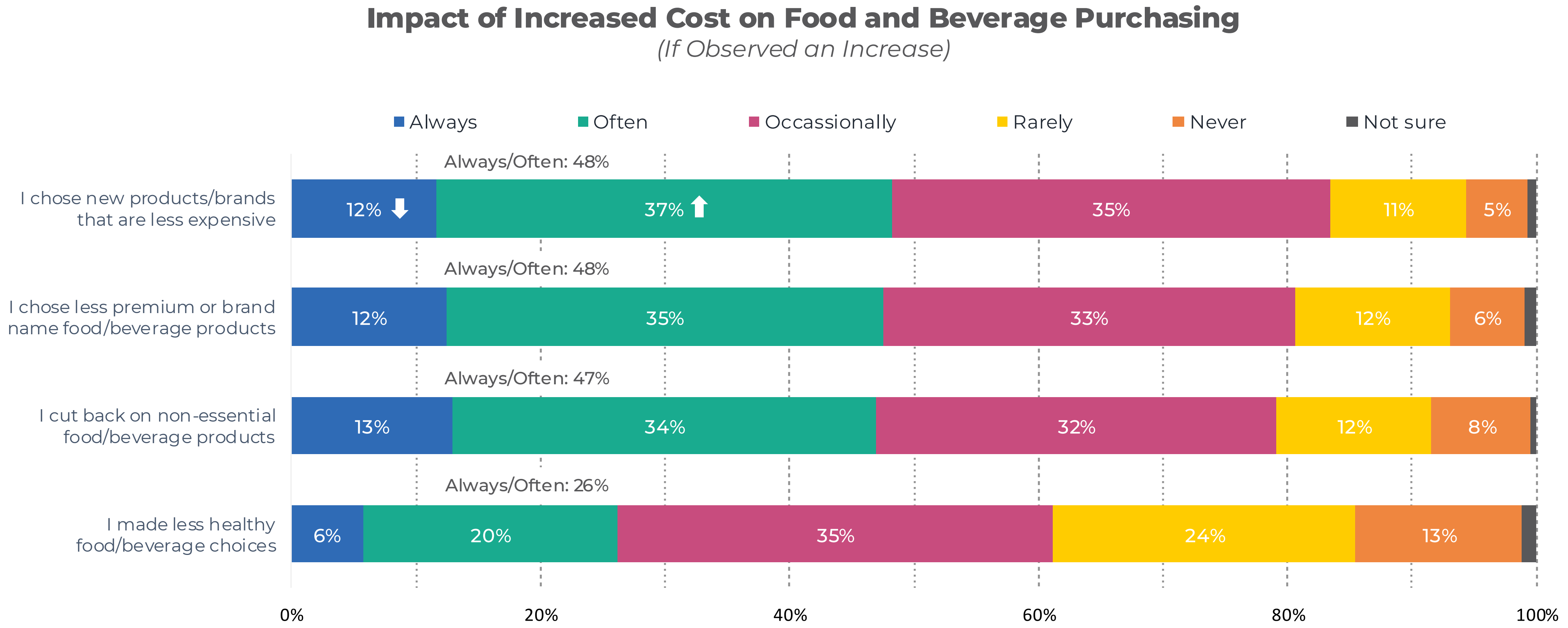


2024 IFIC Food & Health Survey

[TREND] G10 In the past year, have you noticed a change in the overall cost of food and beverages? (n=3,000)

Of those who noticed an increase in the cost of food and beverages, half always or often took cost-saving measures.

1 in 4 frequently made less healthy food and beverage choices due to increased food and beverage costs.



2024 IFIC Food & Health SURVEY

[TREND] G11 Over the past year, how often did the increased cost of food/beverages lead to the following?
FILTER: Have noticed an increase in the overall cost of food and beverages in the past year (n=2728)

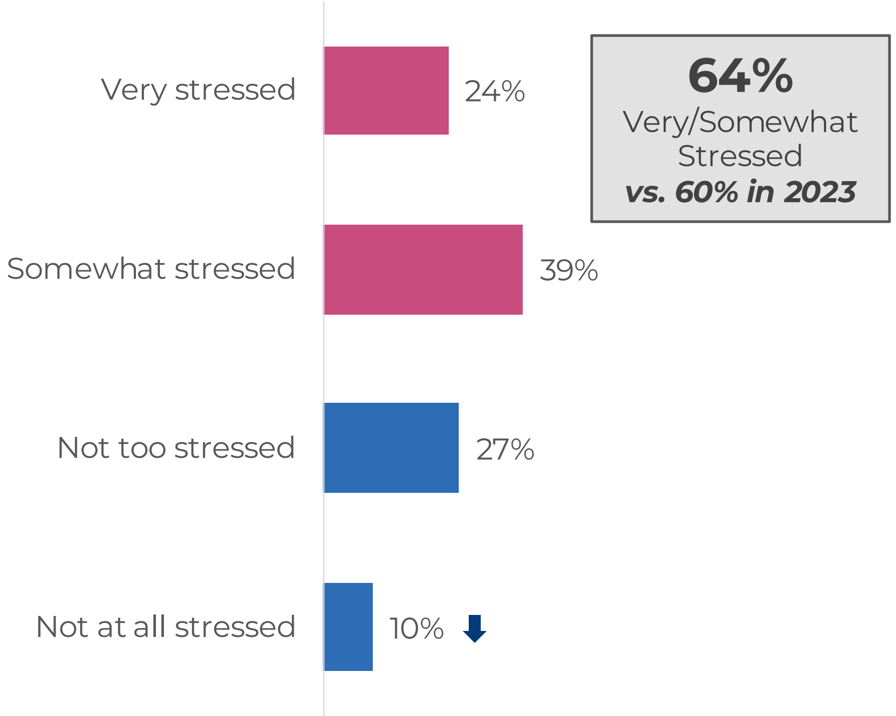
IMPACT OF STRESS & WELL-BEING ON NUTRITION

2024 IFIC Food & Health SURVEY

Nearly 2 in 3 Americans report feeling very or somewhat stressed, up from 6 in 10 in 2023.

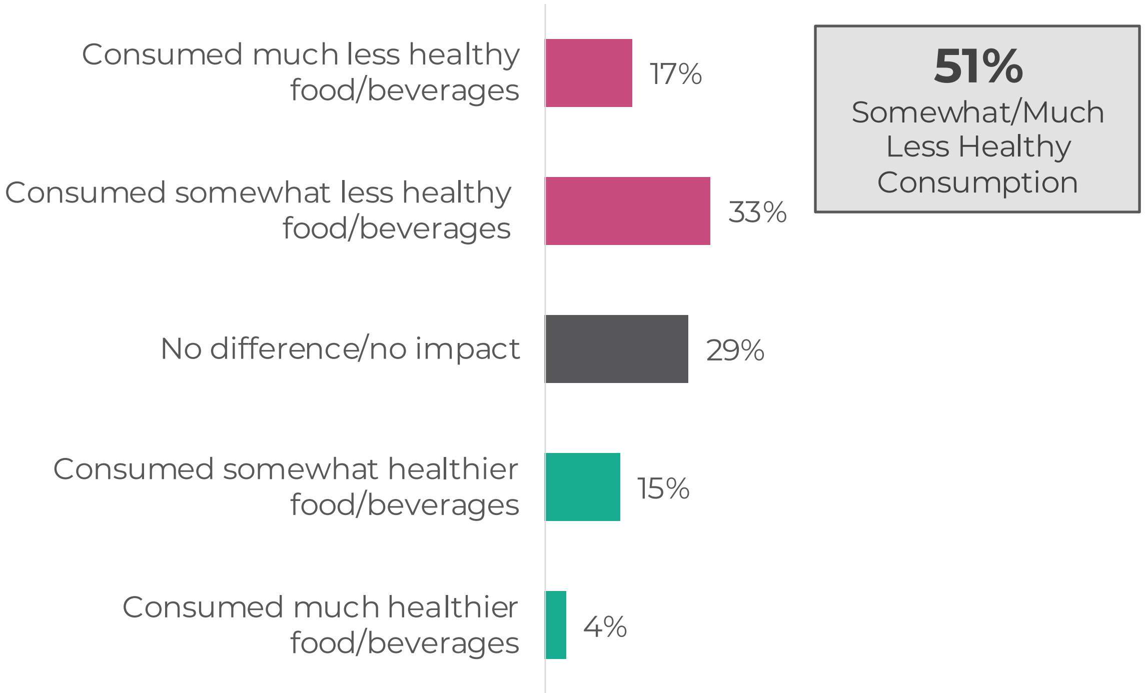
Women, those with lower household income, and Hispanic people are more likely to report being stressed. Among those who are stressed, half report consuming less healthy foods and beverages as a result.

Self-Reported Stress



Impact of Stress on Healthfulness of Food and Beverage Consumption

(If At Least Somewhat Stressed)



2024 IFIC Food & Health SURVEY

[TREND] G15 How stressed have you been over the past 6 months? (n=3,000) / [TREND] G17 What impact did your stress level over the past six months have on the healthfulness of the foods/beverages you consumed? FILTER: Very/Somewhat stressed over the past six months: (n=1,776)
Note: "not sure" is not shown; Response text abridged on each item.

Personal finances and the economy are leading sources of stress for Americans in 2024.

More people report being stressed by U.S. politics and personal relationships than by what to eat and drink.

G16 Have any of the following factors added to your stress specifically in the past six months? Please Select all that apply
FILTER: Very/Somewhat stressed over the past six months (n=1,776)

Managing personal finances ranks among the top two sources of stress for every generation.

Over the last six months, more Gen Z (28%) and Millennials (27%) report that their food choices have added to their stress than Gen X (19%) and Baby Boomers (17%).

Top 4 Stress Factors by Generation
(If At Least Somewhat Stressed)

Gen Z	Millennial	Gen X	Boomer
54% Work or school	**61%** Managing personal finances	**61%** Managing personal finances	**63%** Health/ medical issues
52% Managing personal finances	**51%** The economy in general	**55%** The economy in general	**54%** Managing personal finances
51% Personal relationships	**46%** Personal relationships	**47%** Health/ medical issues	**52%** The economy in general
34% Change in employment status	**43%** Health/ medical issues	**41%** Personal relationships	**41%** U.S. politics

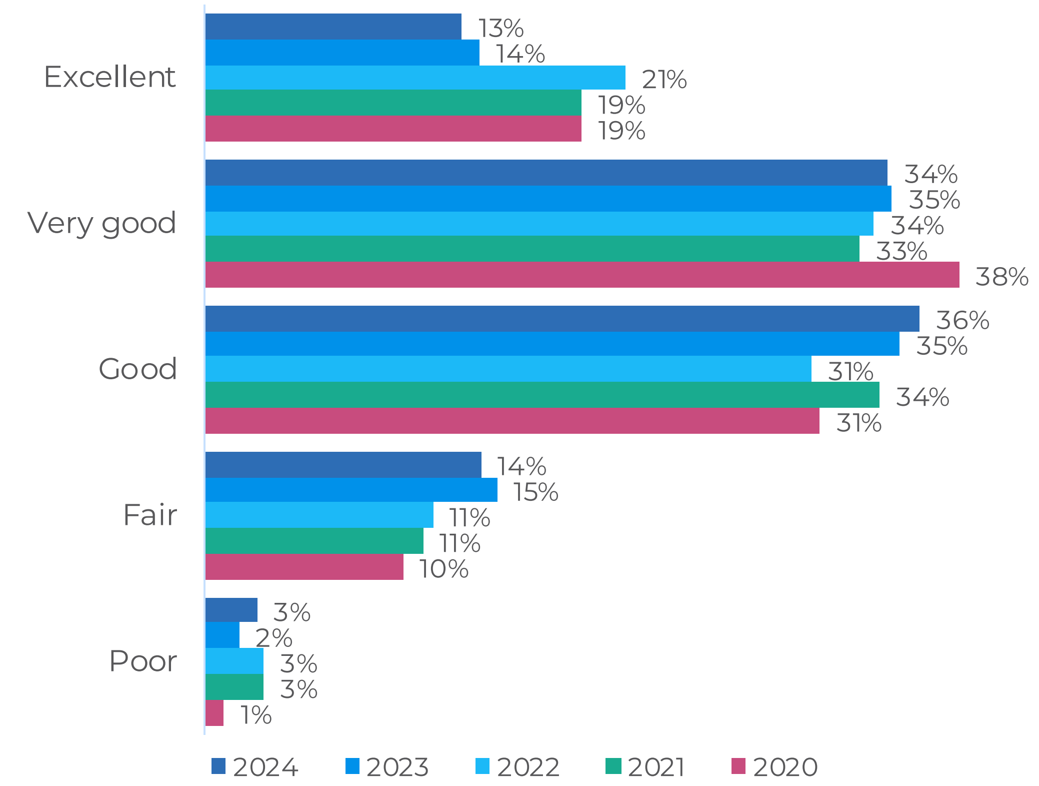
2024 IFIC Food & Health SURVEY

G16 Have any of the following factors added to your stress specifically in the past six months? Please Select all that apply
FILTER: Very/Somewhat stressed over the past six months: (n=1,776)

Nearly half of Americans report their health as excellent or very good.

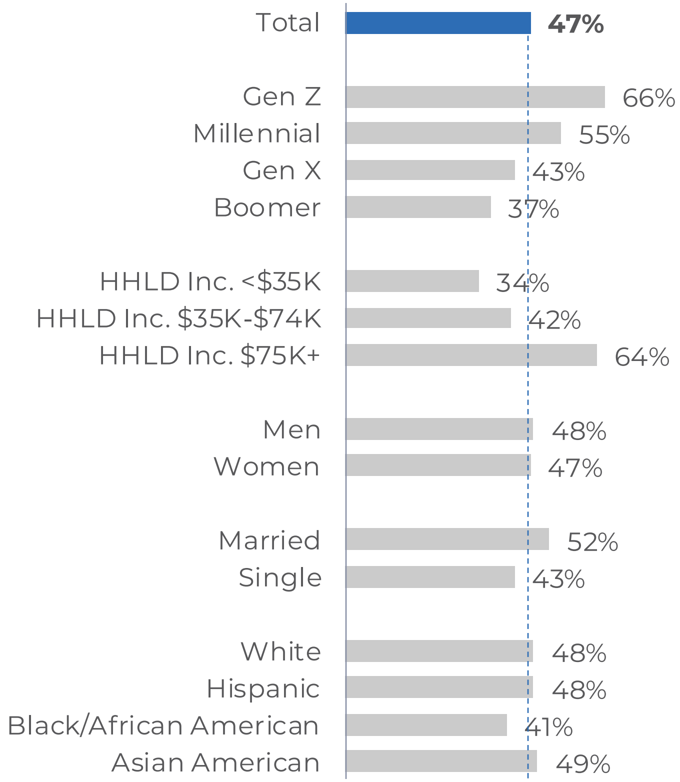
The proportion describing their health status as excellent remains steady after declining in 2023. Gen Z, those with higher household income, and married people rate their health the highest.

Self-Reported Health Status



% Excellent/Very Good Self-Reported Health Status

by Subgroups



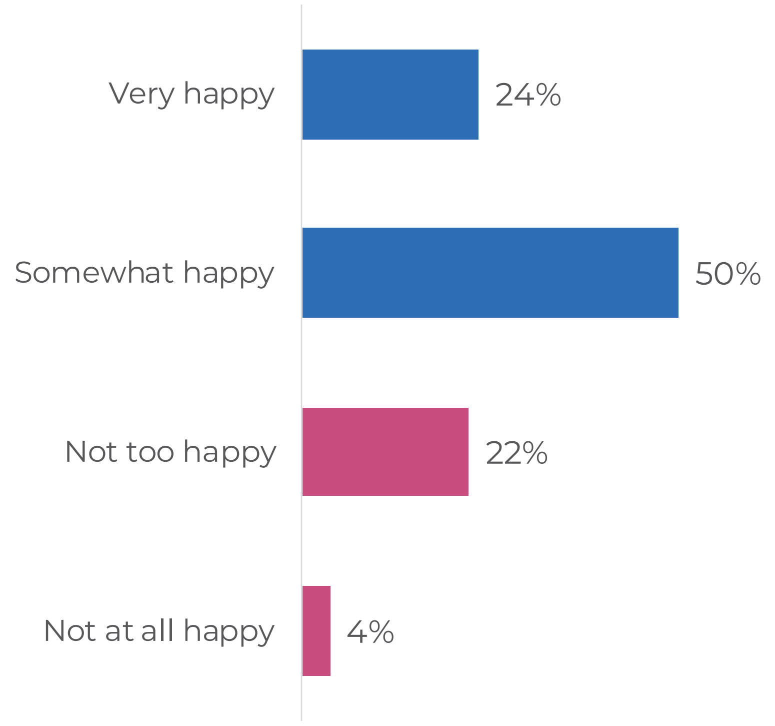
2024 IFIC Food & Health SURVEY

[TREND] G1 How would you describe your own health, in general? (n=3,000)
Note: This IFIC Food & Health Survey question is modeled after the CDC's Behavioral Risk Surveillance System Survey question.
Compare to 2022 CDC results here.

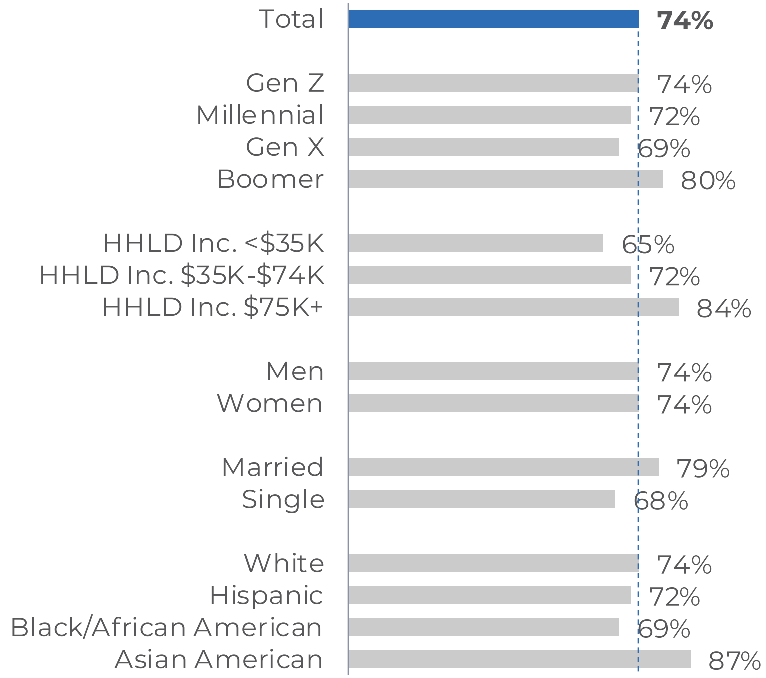
3 in 4 Americans report being happy in the past six months.

Baby Boomers, those with higher household income, married people, and Asian Americans are more likely to report being happy.

Self-Reported Happiness



% Very/Somewhat Happy
by Subgroups

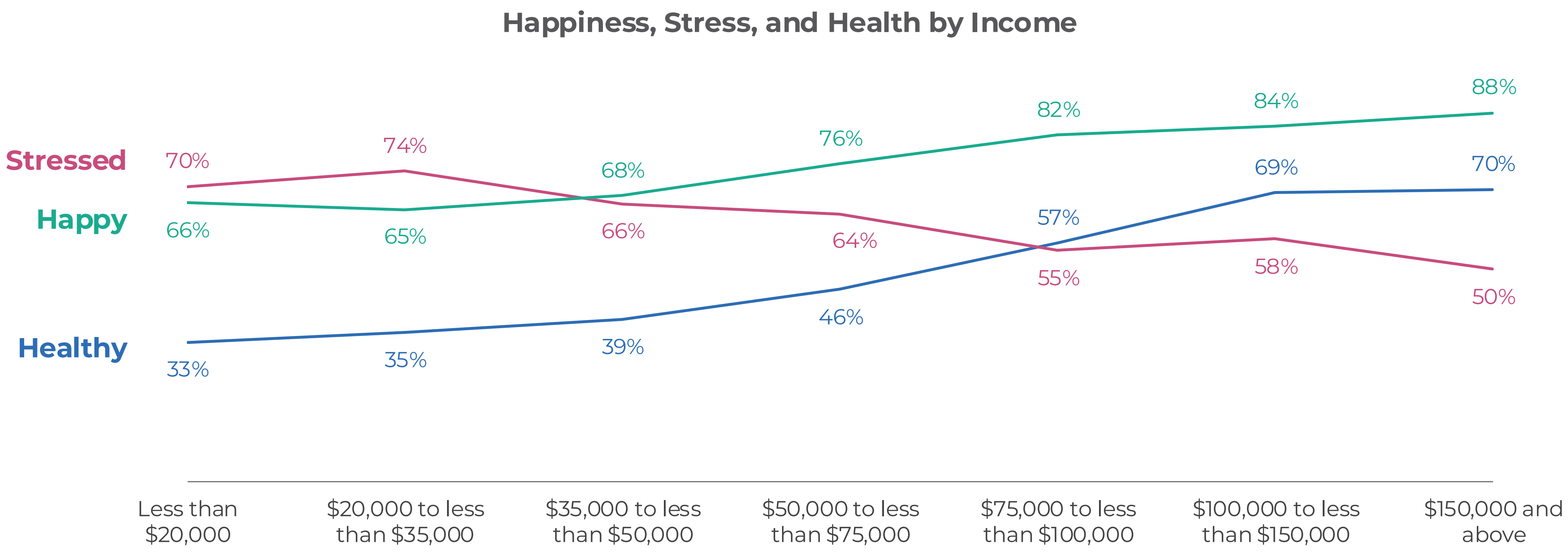


2024 IFIC Food & Health SURVEY

D1A How happy have you been in the past six months? (n=3,000)

Happiness, stress, and health status vary widely by income.

Only a third of those with household income less than $20K describe their health as excellent or very good. Among those with household income over $150K, it is twice that number.



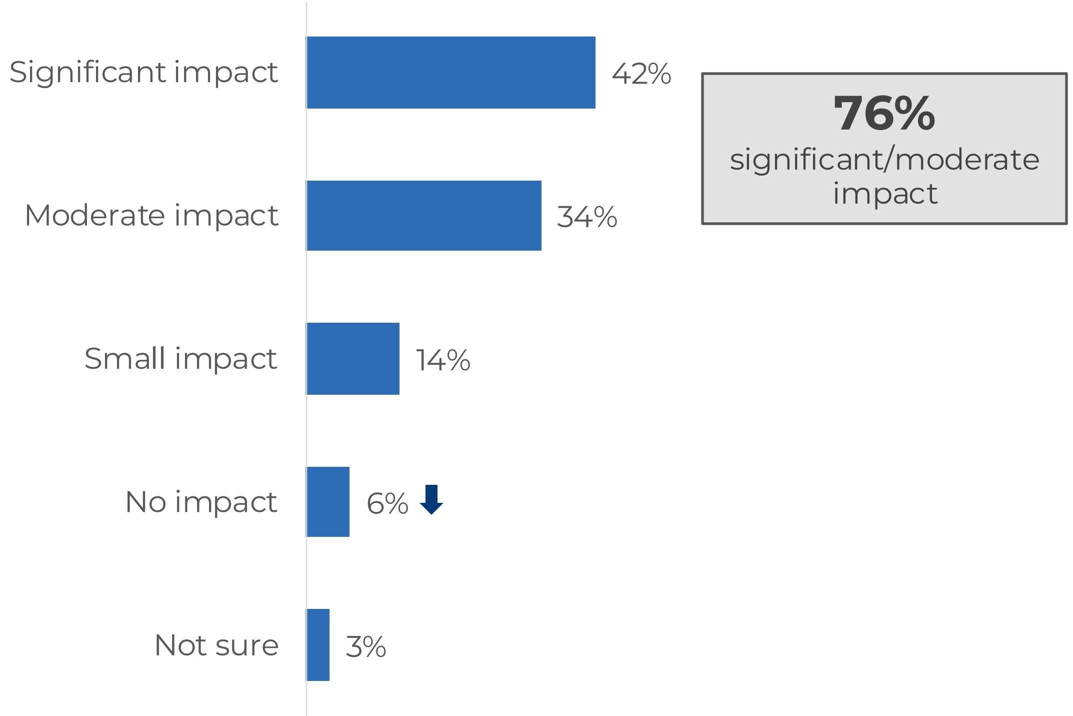
2024 IFIC Food & Health SURVEY

[TREND] *G1 How would you describe your own health, in general? (n=3,000) Reported as % Excellent/Very good health*
[TREND] *G15 How stressed have you been over the past 6 months? (n=3,000) Reported as % Very/Somewhat stressed*
D1A How happy have you been in the past six months? (n=3,000) Reported as % Very/Somewhat happy

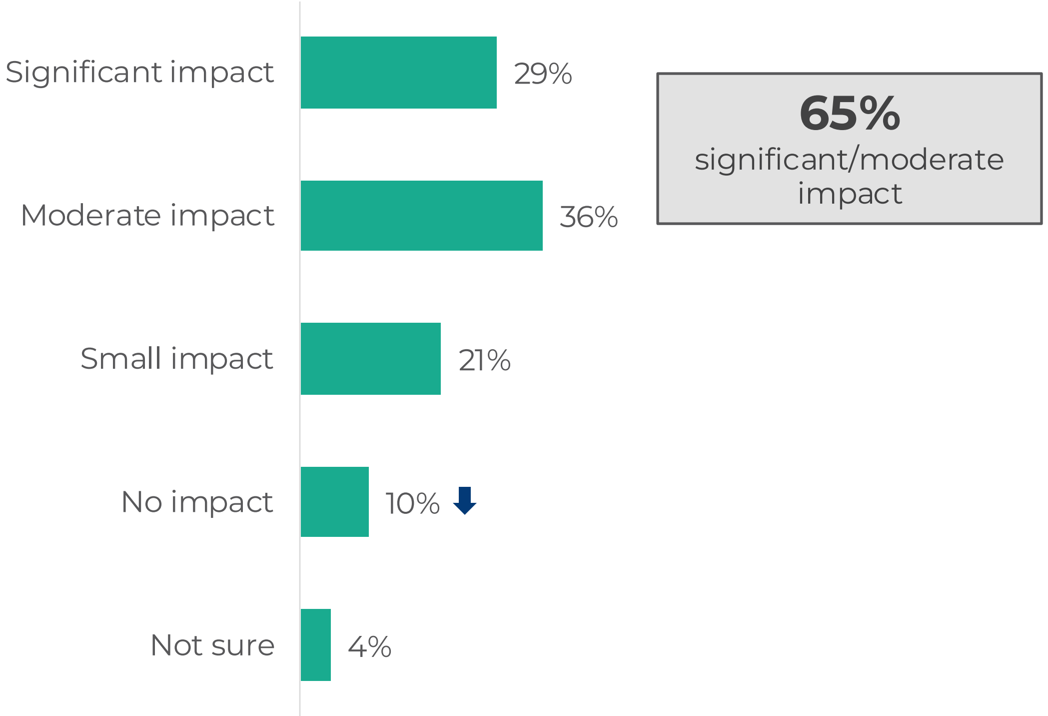
More than 3 in 4 Americans believe their food and beverage choices impact their mental/emotional well-being.

However, fewer (65%) believe the reverse; that their well-being impacts their food and beverage choices.

Impact of Foods and Beverages Consumed on Mental/Emotional Well-being



Impact of Mental/Emotional Well-being on Food and Beverage Consumption

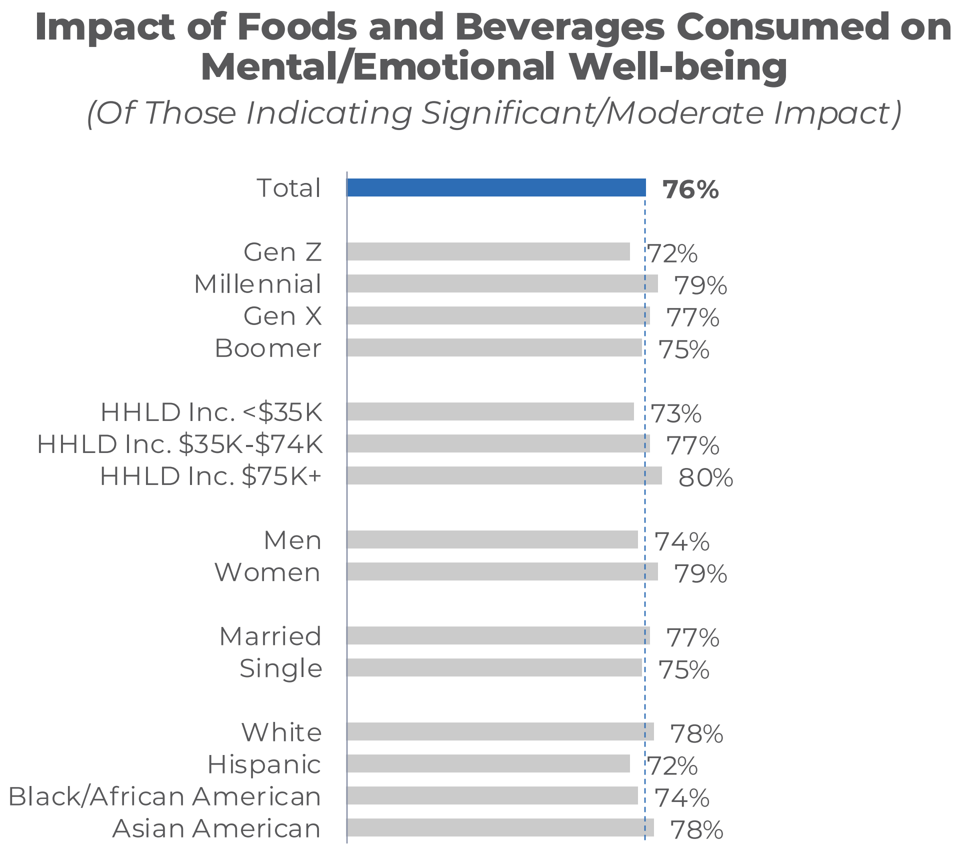


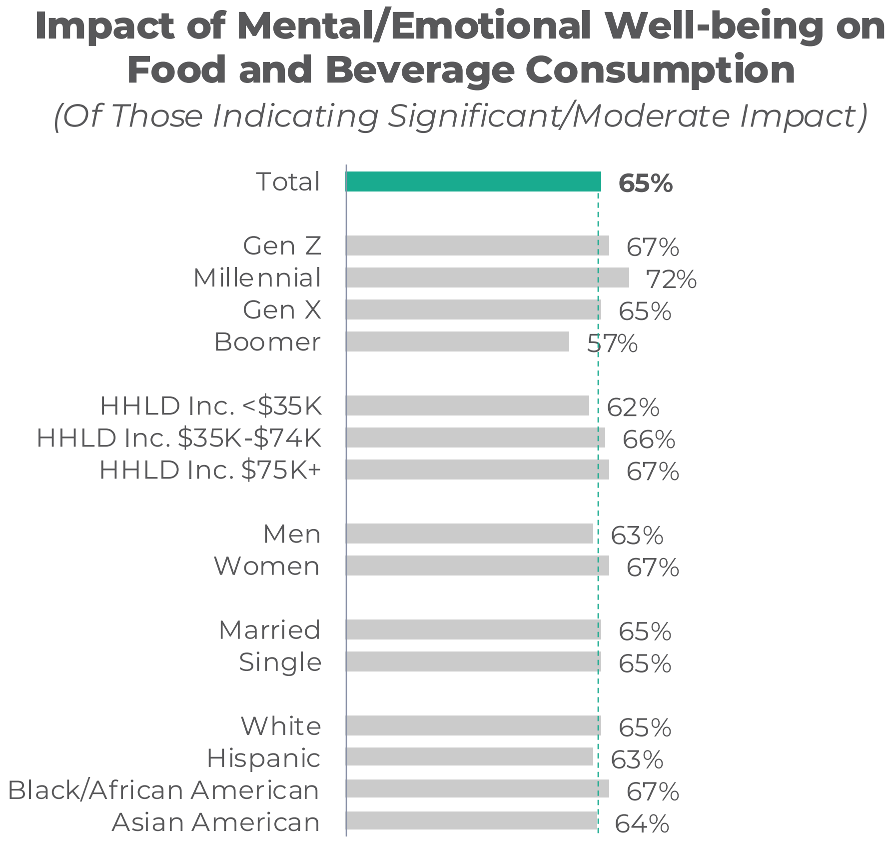
2024 IFIC Food & Health SURVEY

[TREND] G13 To what degree do you believe that the food and beverages you consume has an impact on your overall mental/emotional well-being? (n=3,000)
[TREND] G14 Now consider the reverse: to what degree does the state of your mental/emotional well-being impact the type of food and beverages you choose to consume? (n=3,000)

Americans generally agree about the impact of their food and beverage choices on their well-being.

Younger generations are more likely to say that their well-being influences their consumption habits.



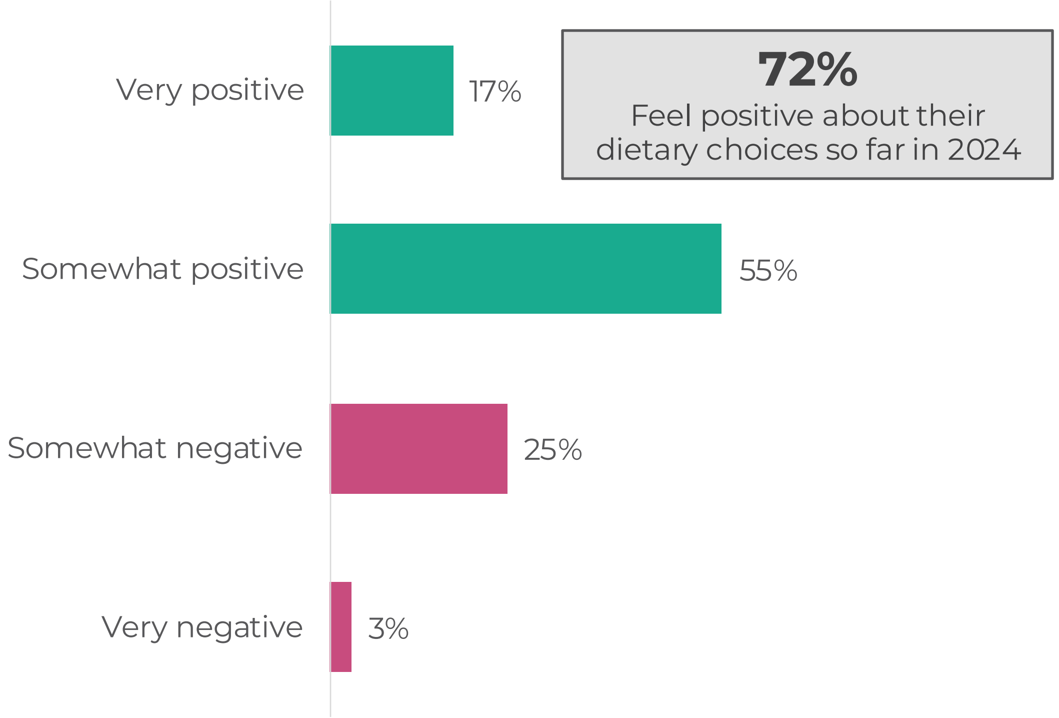


[TREND] G13 To what degree do you believe that the food and beverages you consume has an impact on your overall mental/emotional well-being? (n=3,000)
G14 Now consider the reverse: to what degree does the state of your mental/emotional well-being impact the type of food and beverages you choose to consume? (n=3,000)

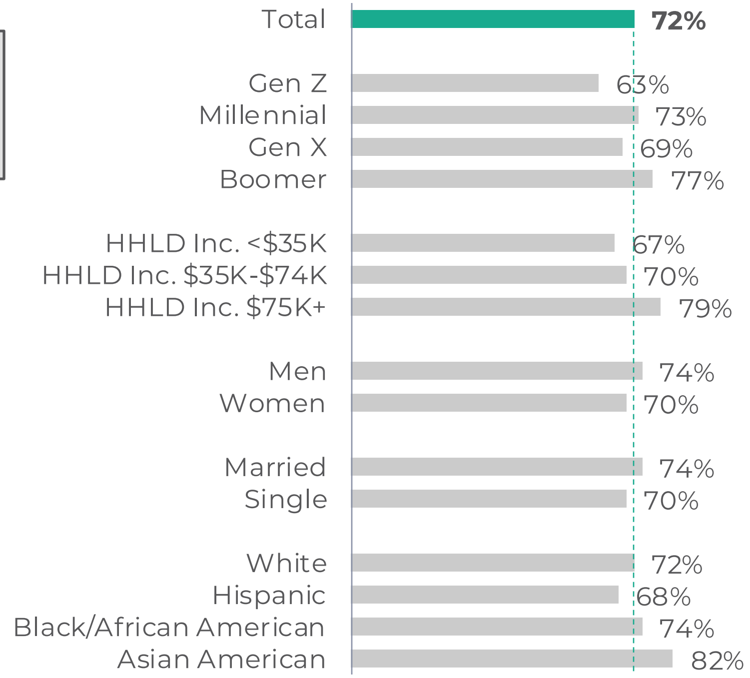
Nearly 3 in 4 Americans feel positive about the healthfulness of their food and beverage choices so far in 2024.

Baby Boomers, those with higher household income, men, and Asian Americans are more likely to feel positive.

Feelings About the Healthfulness of Food and Beverage Choices in 2024



% Very/Somewhat Positive
by Subgroups



2024 IFIC Food & Health SURVEY

G18 How positive or negative are you feeling about the healthfulness of your food and beverage choices so far in 2024? (n=3,000)

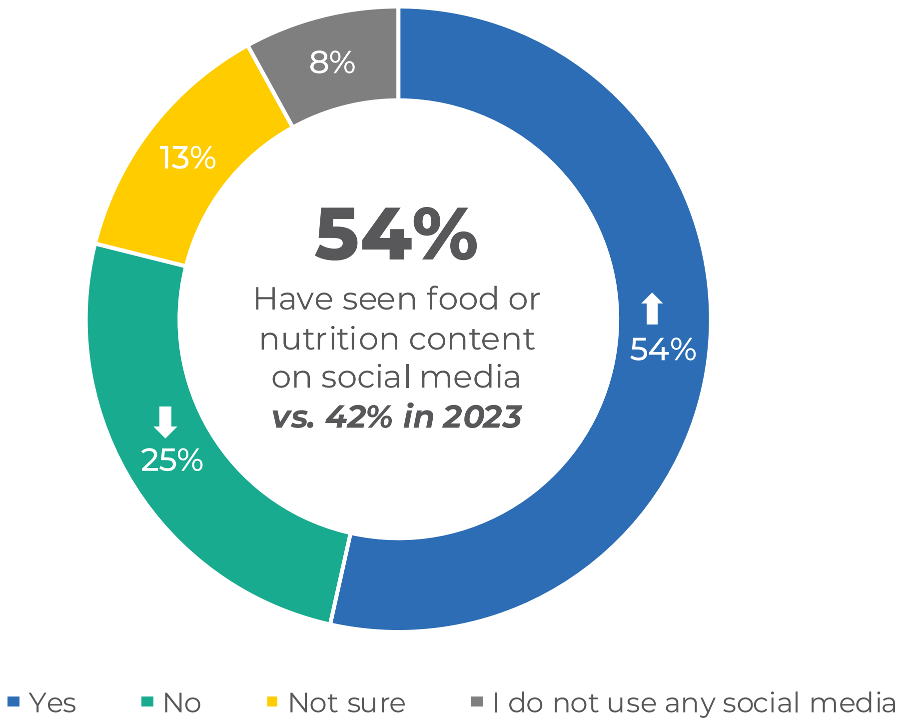
FOOD & HEALTH INFORMATION SOURCES

2024 IFIC Food & Health SURVEY

More than half of Americans have come across food and nutrition content on social media, up from 4 in 10 last year.

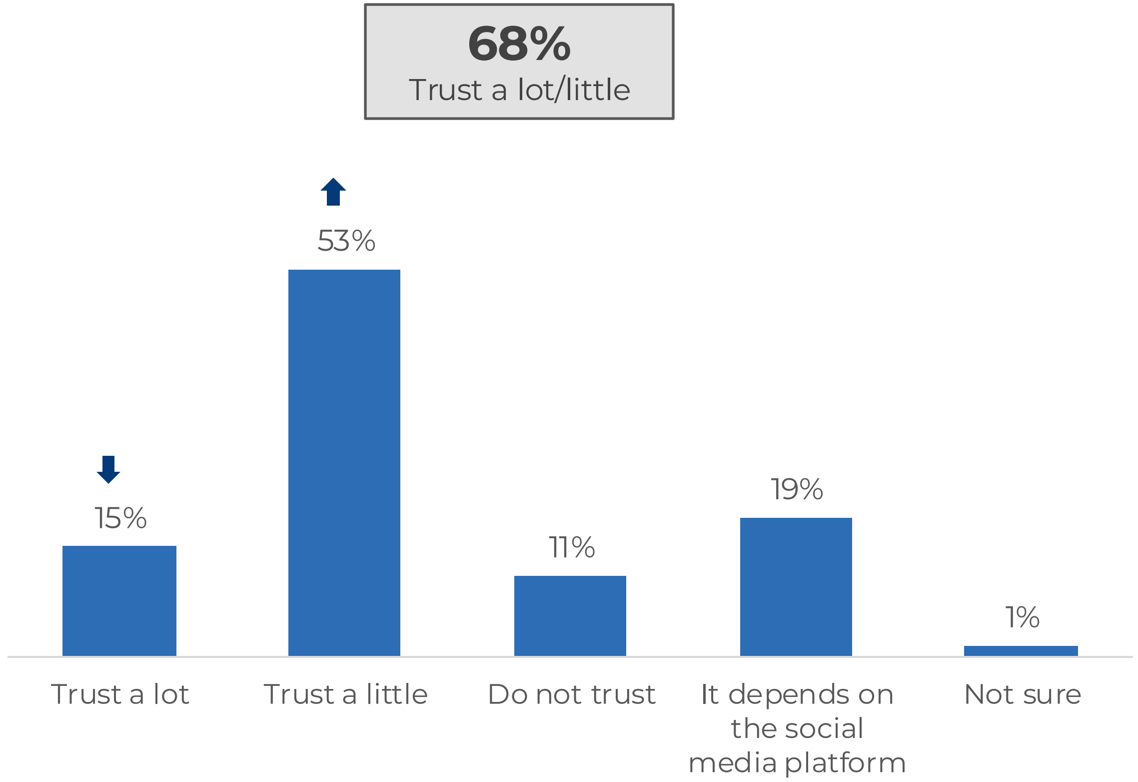
2 in 3 trust the food and nutrition content they see on social media, unchanged from 2023.

Exposure to Content on Social Media



Trust Content About Food/Nutrition on Social Media

(If came across content)



2024 IFIC Food & Health SURVEY

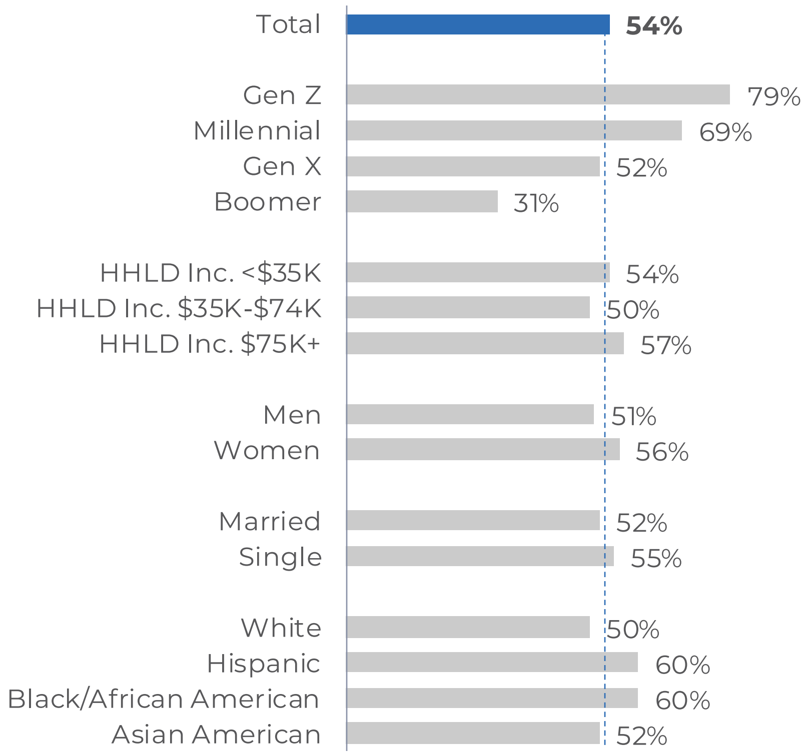
[TREND] *G20 In the past year, have you come across any content about food or nutrition on social media (e.g., Facebook, Instagram, Pinterest, Twitter/X, YouTube, TikTok)? (n=3,000)*
[TREND] *G22 In general, how much do you trust the content you see on social media about food and nutrition?*
G22 FILTER: Came across any content about food or nutrition on social media in the past year (n=1,496)

Younger generations are more likely to see food and nutrition content on social media, and to trust it.

While women are more likely than men to see food and nutrition content on social media, they trust it equally.

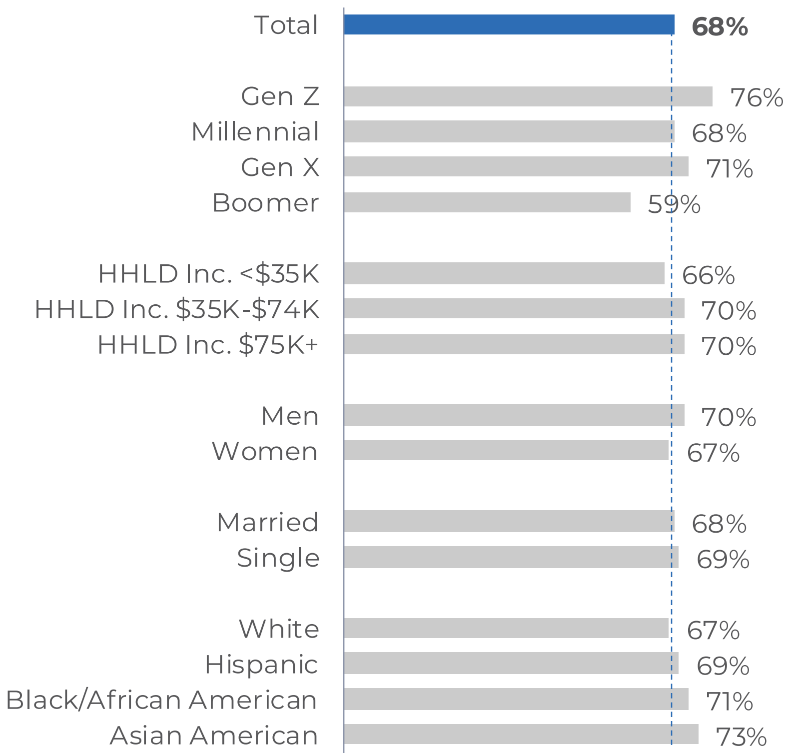
Has Seen Food and Nutrition Content on Social Media

by Subgroups



% Trust A Lot/Little

(If saw food and nutrition content)

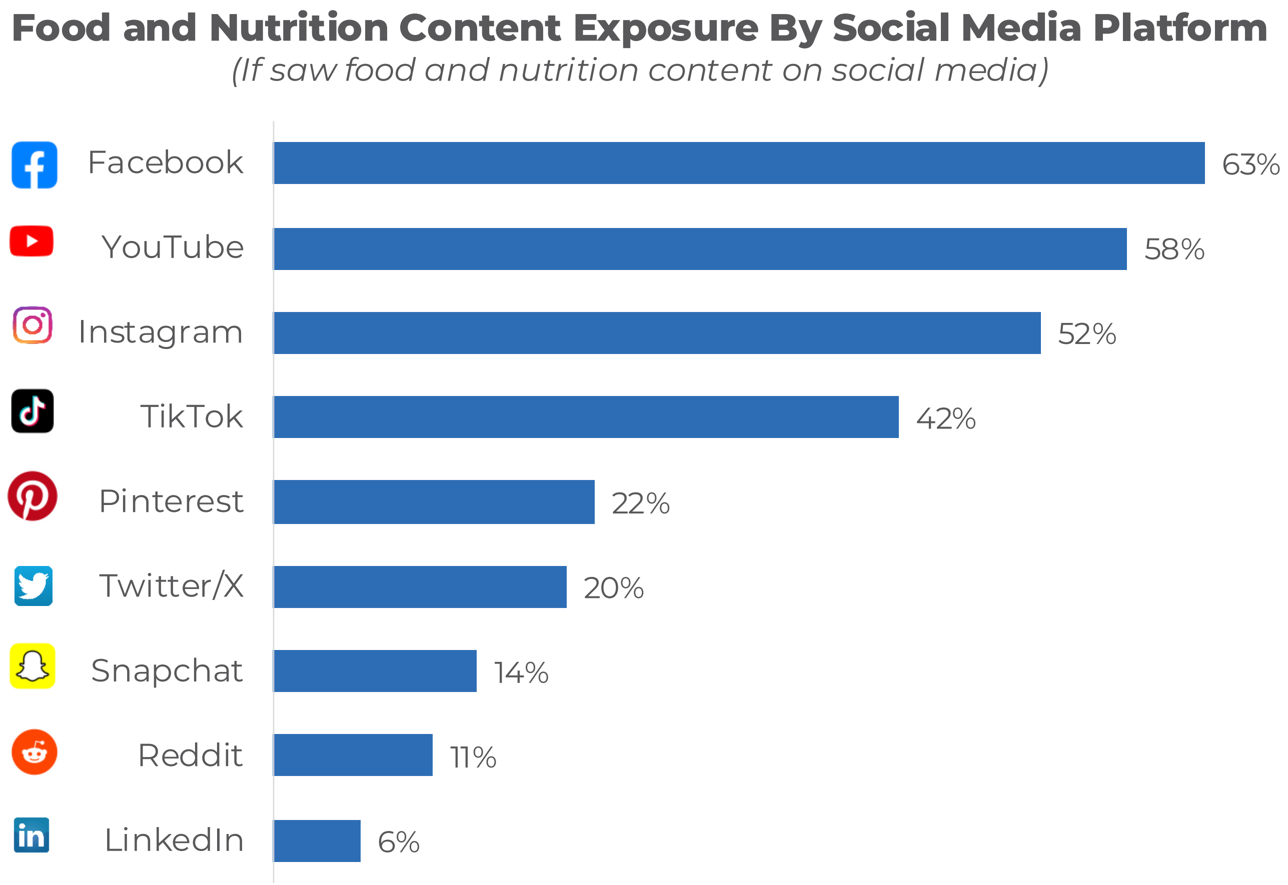


2024 IFIC Food & Health SURVEY

[TREND] G20 In the past year, have you come across any content about food or nutrition on social media (e.g., Facebook, Instagram, Pinterest, Twitter/X, YouTube, TikTok)? (n=3,000)
[TREND] G22 In general, how much do you trust the content you see on social media about food and nutrition? Filter: Came across any content about food or nutrition on social media in the past year: (n=1,496)

Most see food and nutrition content on social media from Facebook, YouTube, and Instagram.

Older generations are more likely to see food and nutrition content on Facebook, while younger generations are more likely to see it on Instagram and TikTok.

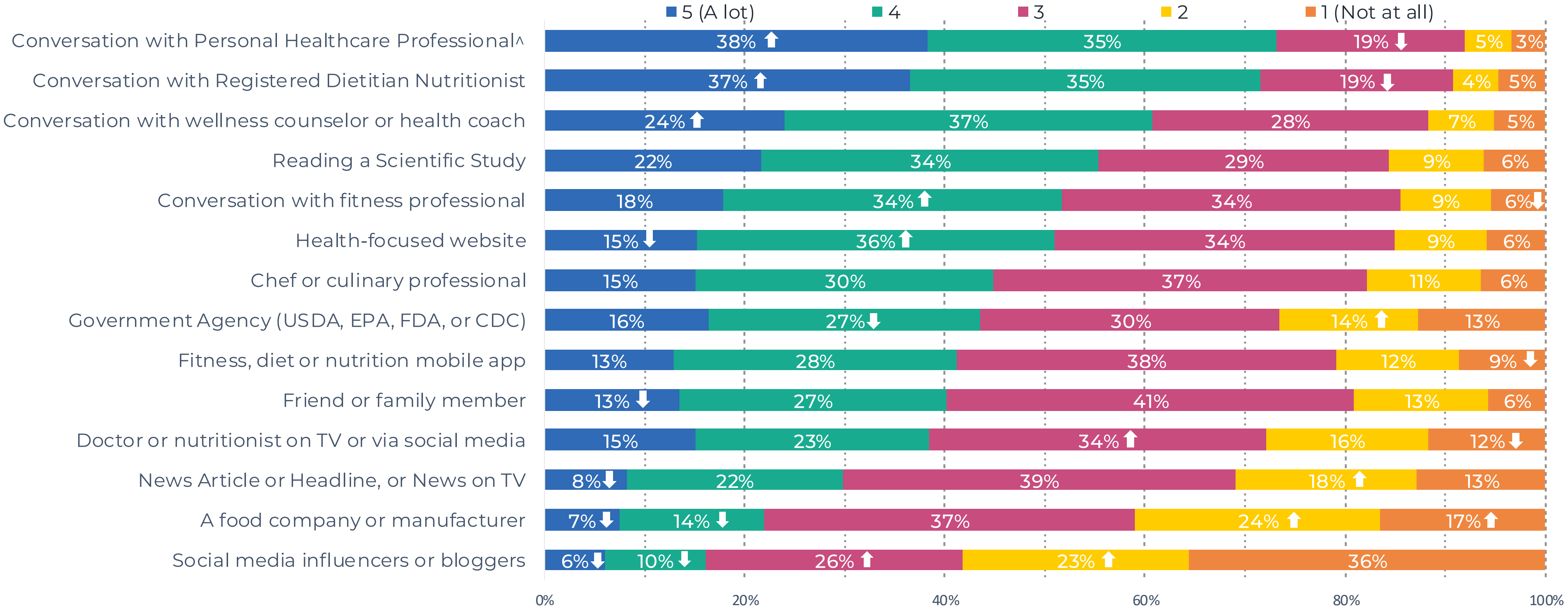


[TREND] G21 On which social media platforms have you seen content about food or nutrition? (Select all that apply)
FILTER: Came across any content about food or nutrition on social media in the past year (n=1,496)

Healthcare professionals and registered dietitians are the most trusted sources for what foods to eat and avoid.

Trust in healthcare professionals and registered dietitians is significantly higher this year than it was in 2022.

Trust In Information About What Foods to Eat and Avoid By Source

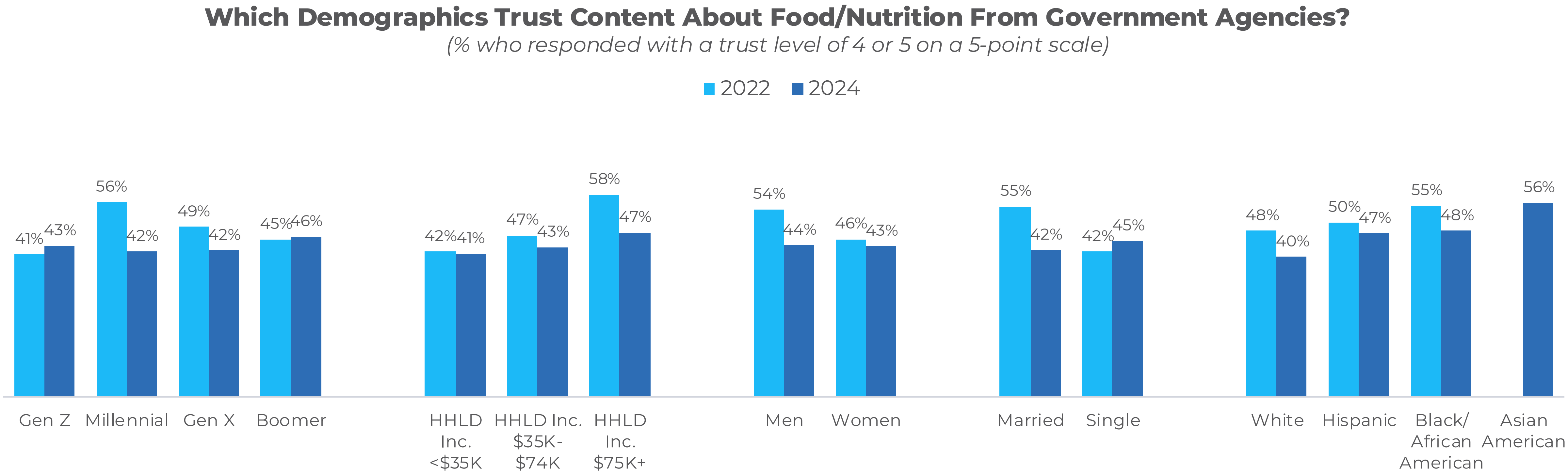


2024 IFIC Food & Health SURVEY

[TREND, 2022] G23 How much would you trust information from the following on what foods to eat and avoid? (n=3,000)
^Response text abridged (examples were provided)

Trust in information from government agencies about what foods to eat and avoid has dropped significantly since 2022.

Millennials, those with higher household income, men, and married people all had double-digit decreases in trust of food information from government agencies.



Gen Z	Millennial	Gen X	Boomer	HHLD Inc. <$35K	HHLD Inc. $35K-$74K	HHLD Inc. $75K+	Men	Women	Married	Single	White	Hispanic	Black/ African American	Asian American
+2%	-14%	-7%	+1%	-1%	-3%	-11%	-10%	-2%	-13%	+3%	-8%	-3%	-7%	N/A*

Change from 2022

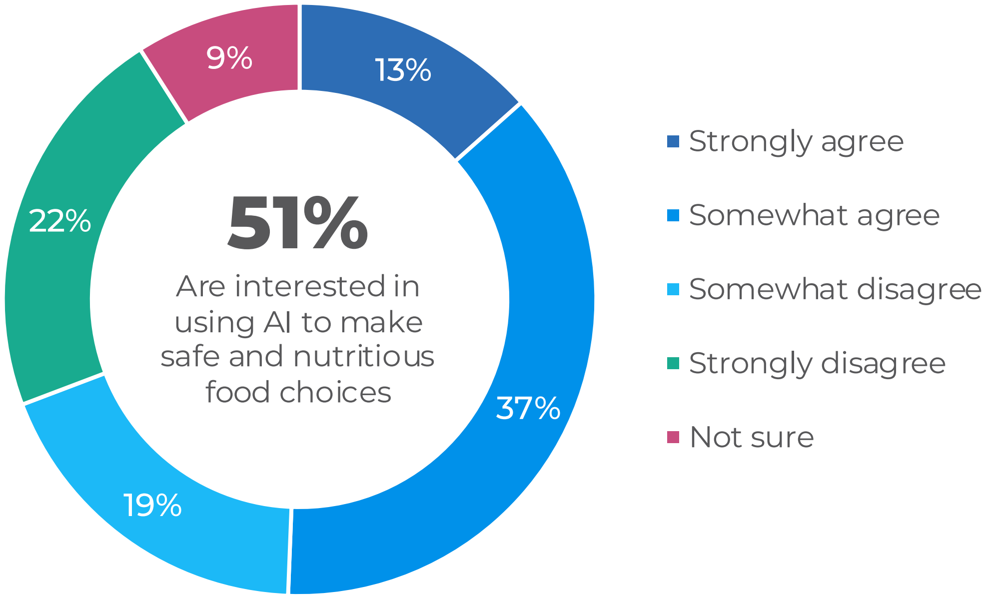
2024 IFIC Food & Health Survey

[TREND, 2022] G23 How much would you trust information from the following on what foods to eat and avoid? (n=3,000)

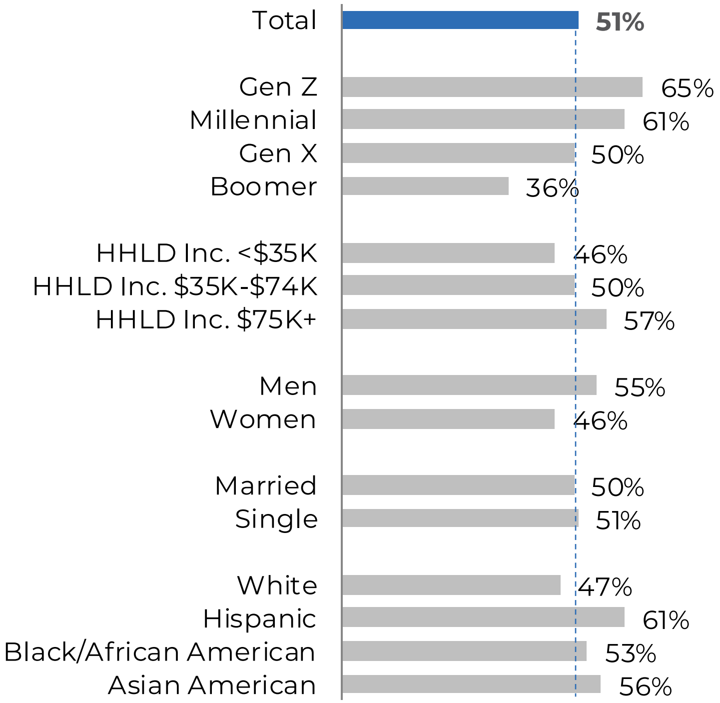
Half of Americans are interested in using Artificial Intelligence to help them make safe and nutritious food and beverage choices.

Younger generations, those in higher income households, men, and Hispanic Americans are the most interested.

"I would be interested in using Artificial Intelligence (AI) to help me make safe and nutritious food and beverage choices"



% Interested in Using AI to Make Safe and Nutritious Food Choices
by Subgroups



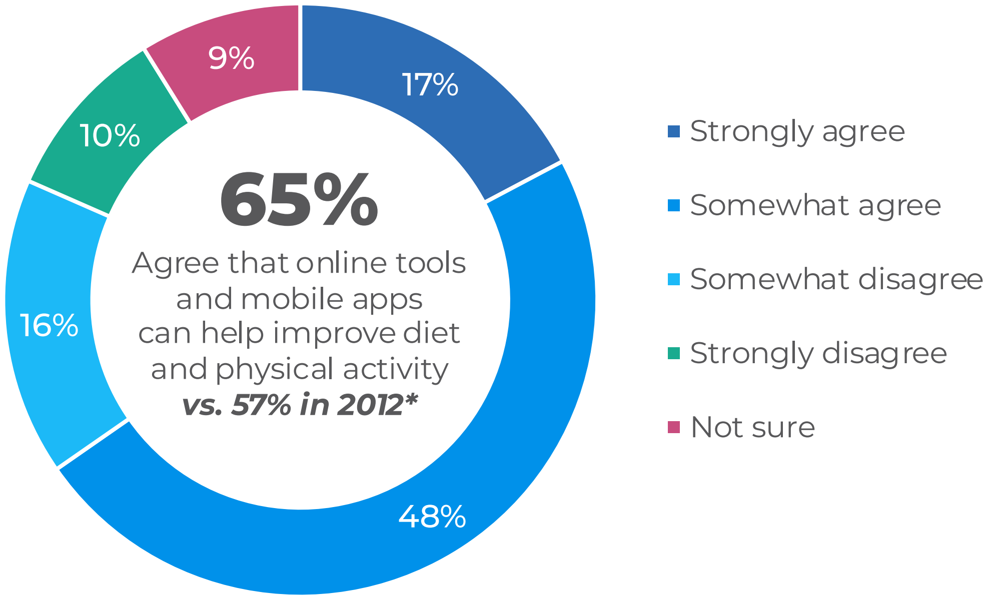
2024 IFIC Food & Health SURVEY

G8 How much do you agree or disagree with the following statement: "I would be interested in using Artificial Intelligence (AI) to help me make safe and nutritious food and beverage choices" (n=3,000)

Nearly 2 in 3 Americans believe that online tools and mobile apps can help them improve their diet and physical activity.

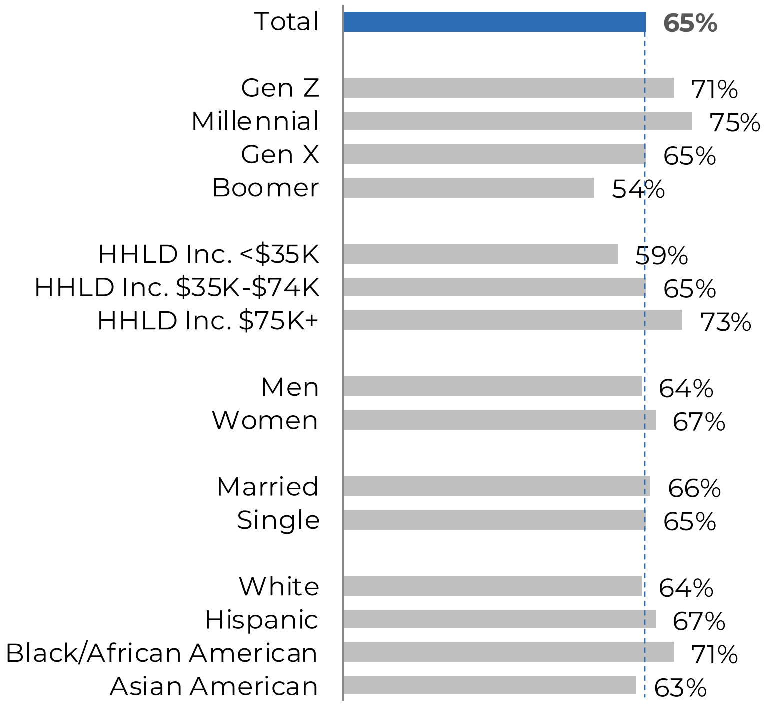
Younger generations and those with higher household income are more likely to believe in these tech benefits.

"Online tools and mobile apps can help me improve my diet and physical activity"



% Believe That Online Tools and Mobile Apps Can Help with Diet and Physical Activity

by Subgroups



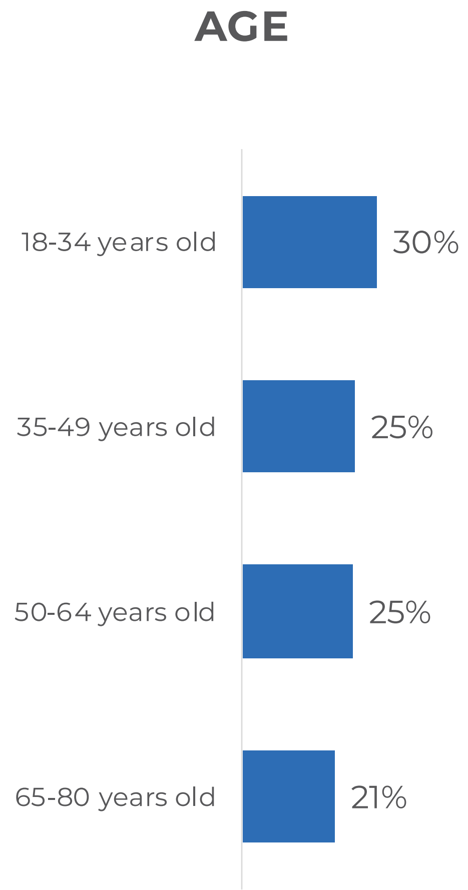
2024 IFIC Food & Health SURVEY

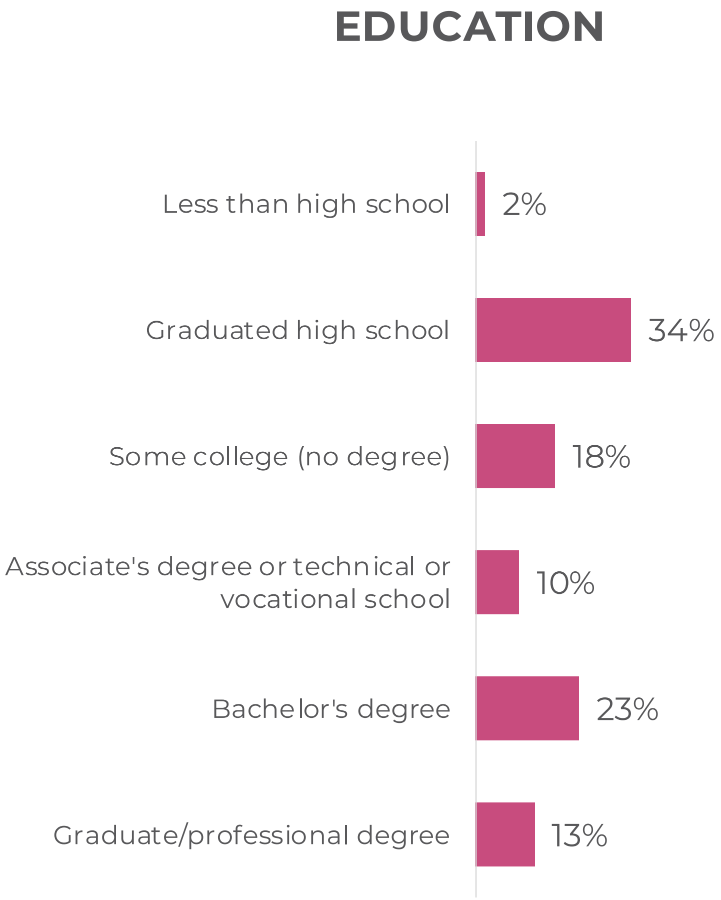
[TREND, 2022] G19E To what extent do you agree or disagree with the following statements? "Online tools and mobile apps can help me improve my diet and physical activity" (n=3,000)
**This question was asked in the 2012 and 2022 IFIC Food & Health Surveys*

DEMOGRAPHICS

2024 IFIC
Food & Health
SURVEY

Demographics



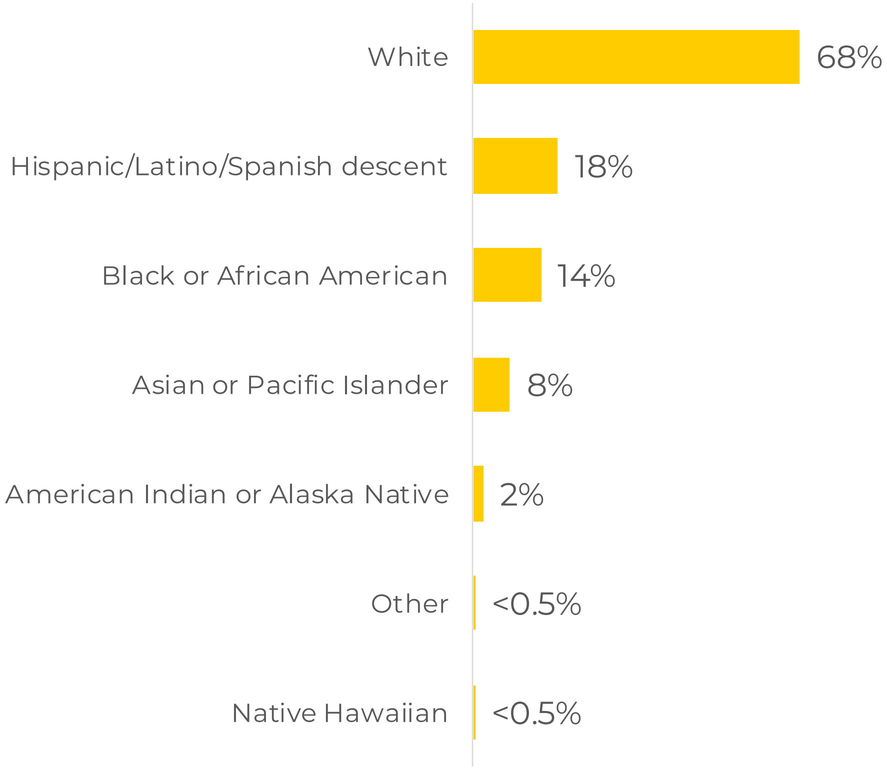


2024 IFIC Food & Health SURVEY

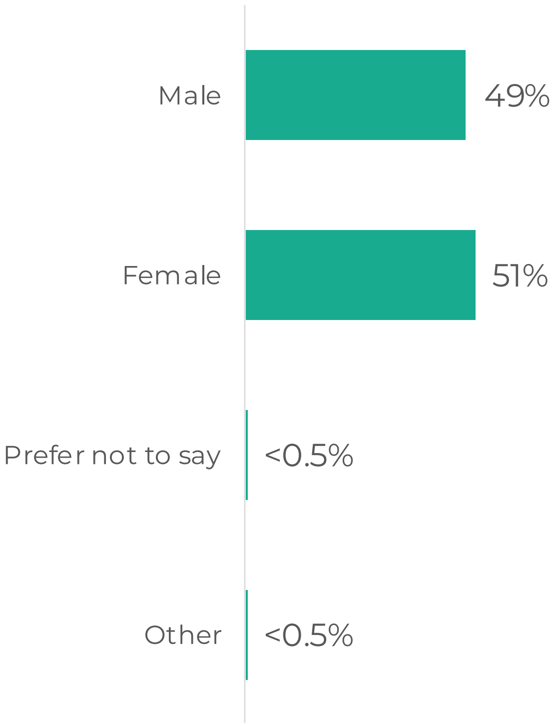
S1 What is your age? (n=3,000)
S2 What is the highest level of education you have completed? (n=3,000)

Demographics

RACE/ETHNICITY



GENDER

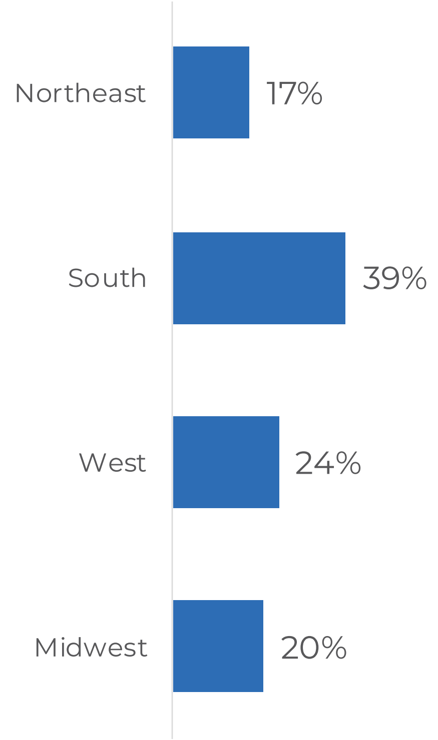


2024 IFIC Food & Health SURVEY

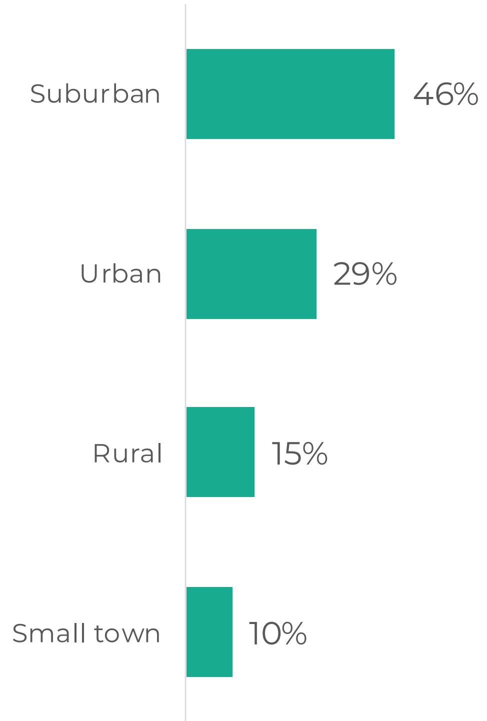
S3 Which of the following best describe(s) your race or ethnicity? (Select all that apply) (n=3,000)
S4 What is your gender? (n=3,000)

Demographics

REGION



COMMUNITY

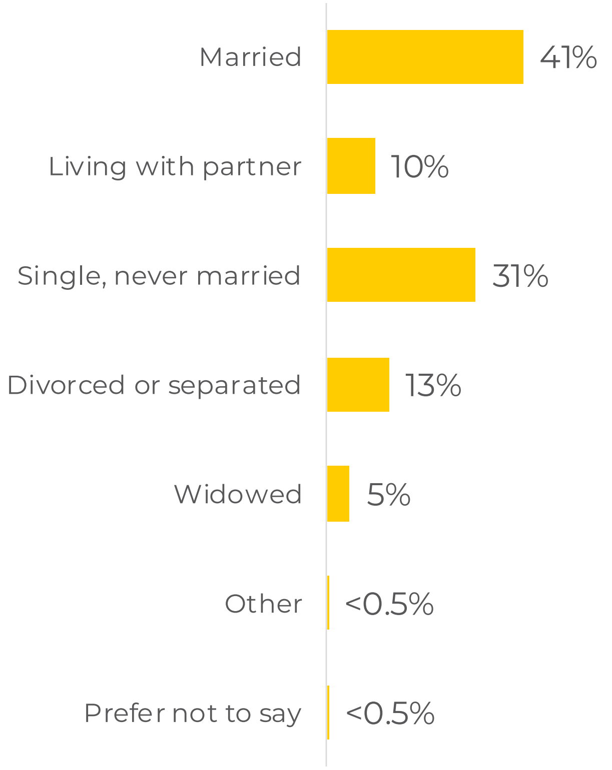


2024 IFIC Food & Health SURVEY

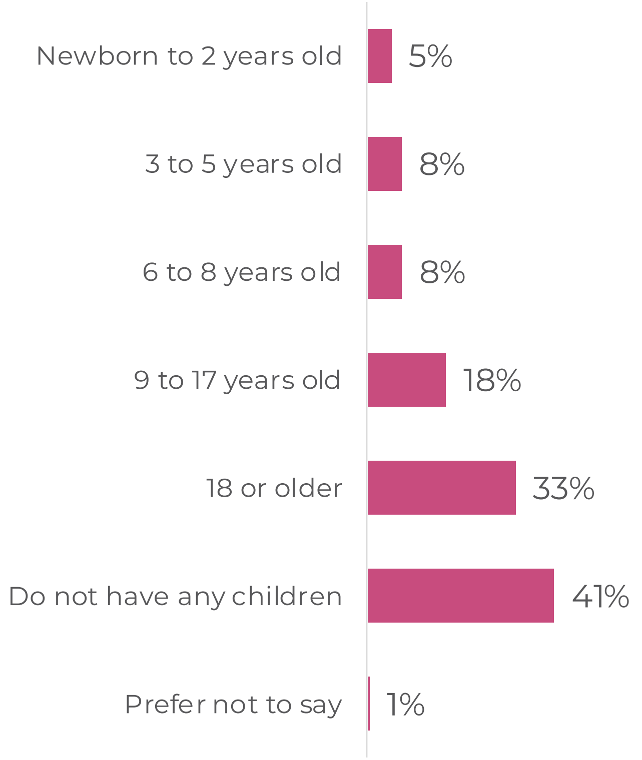
S5 In which state do you currently live? (n=3,000)
S8 Which of the following best describes the area in which you live? (n=3,000)

Demographics

MARITAL STATUS



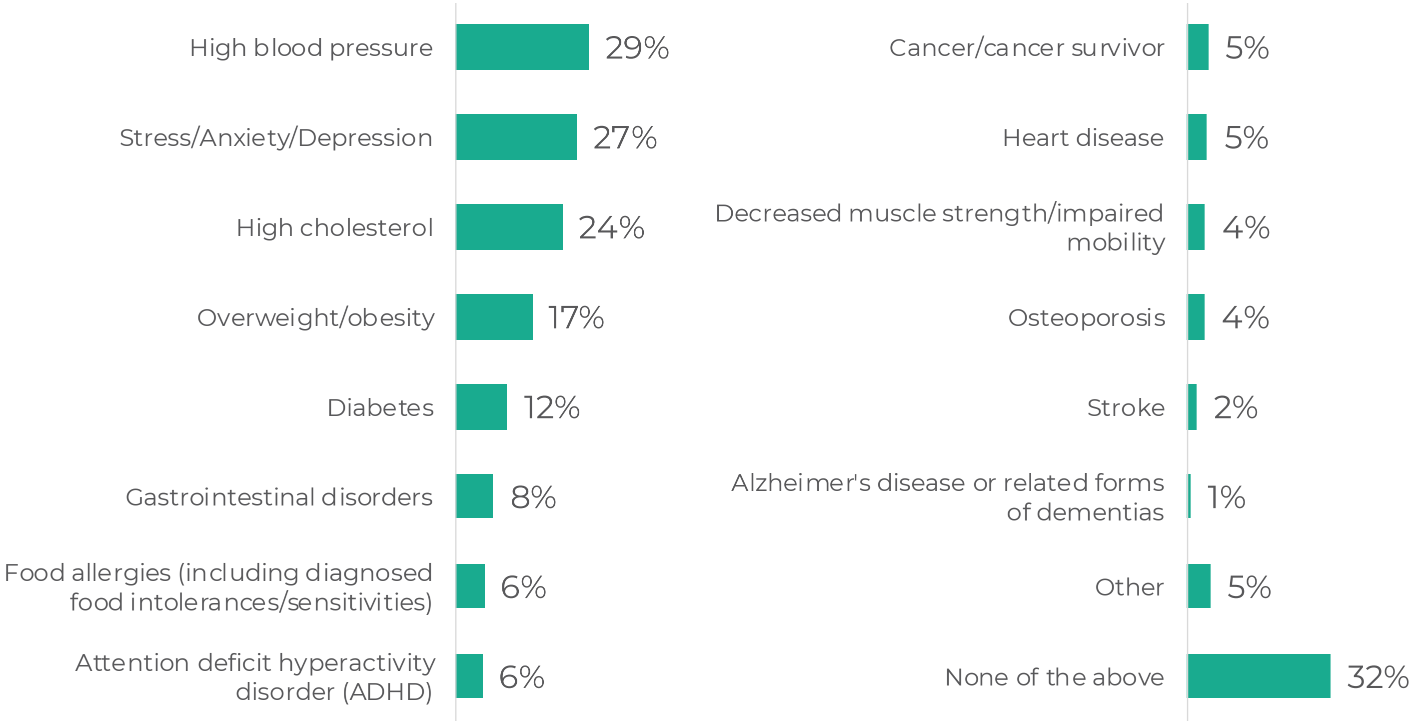
CHILDREN



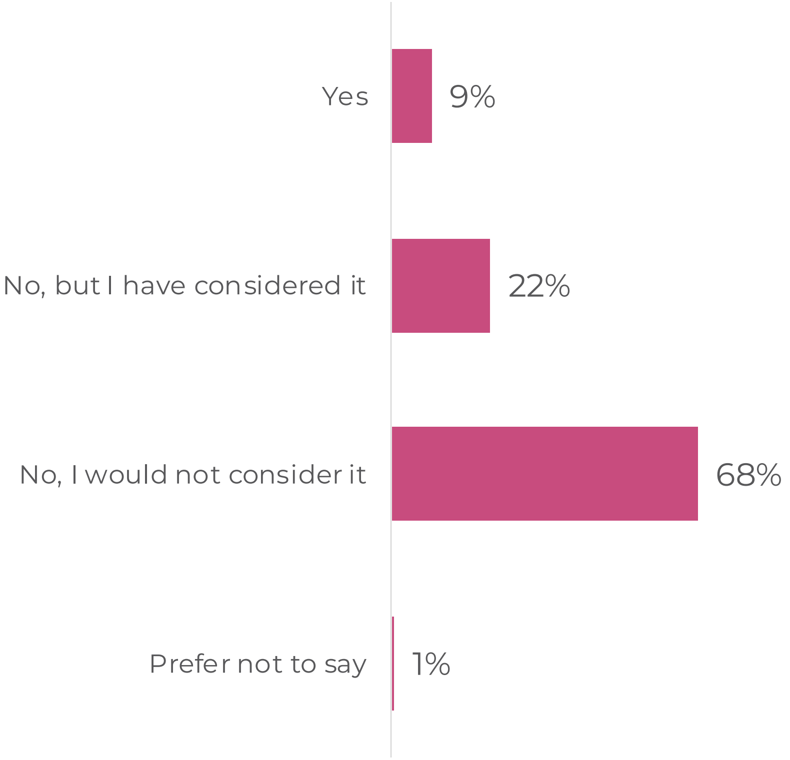
S6 What is your marital status? (n=3,000)
S7 Do you have any children between the ages of...? (Select all that apply.) (n=3,000)

Demographics

MEDICAL CONDITIONS



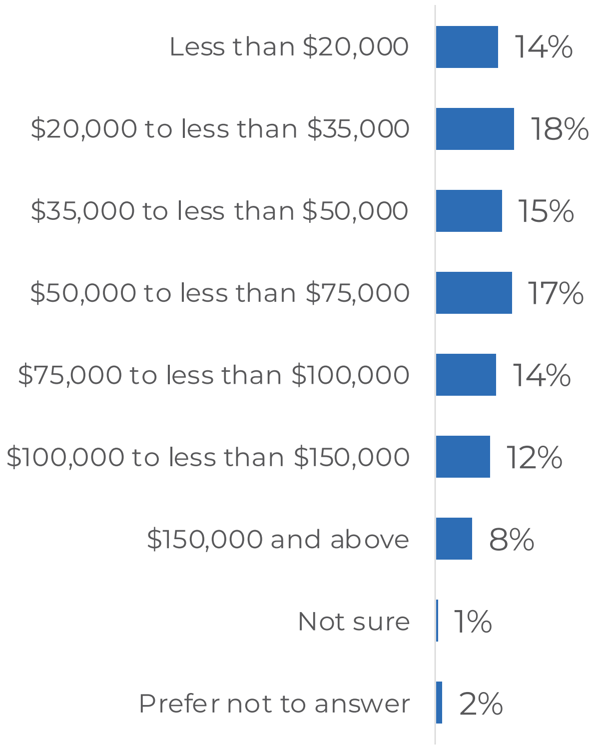
USED WEIGHT-LOSS DRUG IN PAST YEAR



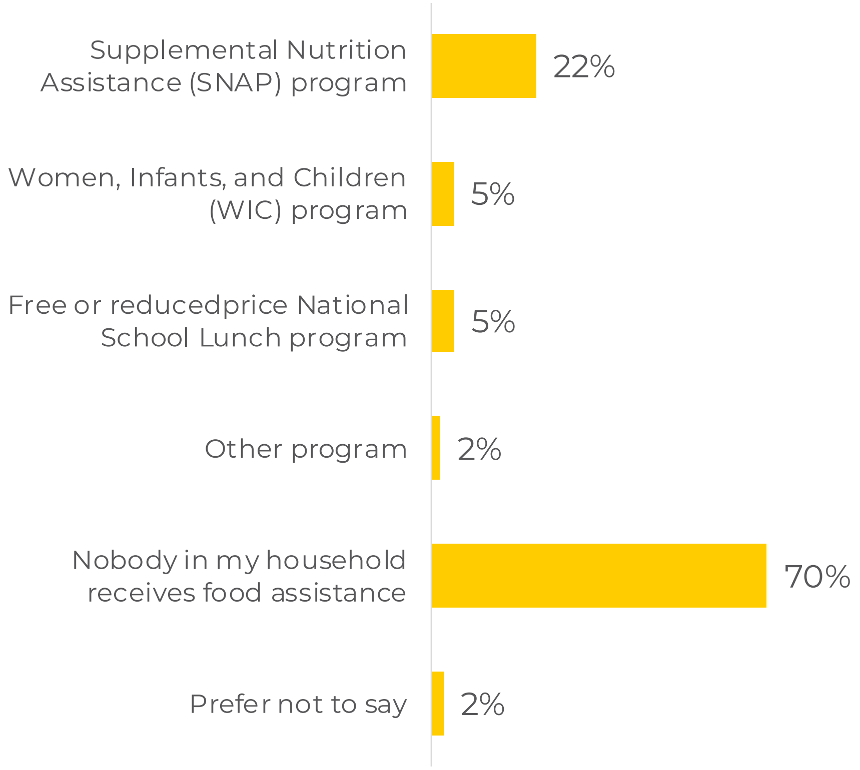
D4 Which of the following medical conditions, if any, have you been diagnosed with having? (Select all that apply.) (n=3,000)
D4A In the past year, have you ever used a prescription medication/drug to lose weight? (This could be a pill or injection.) (n=3,000)

Demographics

INCOME



GOVERNMENT ASSISTANCE



2024 IFIC Food & Health SURVEY

D5 How much is your total annual household income? (n=3,000)
D5A Does anyone in your household receive food assistance through any of the following government programs? (n=3,000)

2024 IFIC Food & Health SURVEY

SUGGESTED CITATION:
International Food Information Council. 2024 Food & Health Survey. June 20, 2024.
https://foodinsight.org/2024-foodhealth-survey/