



Americans' Attitudes on Food and Health

May-June 2024

Results from a public opinion survey commissioned in May-June 2024

Survey Methodology

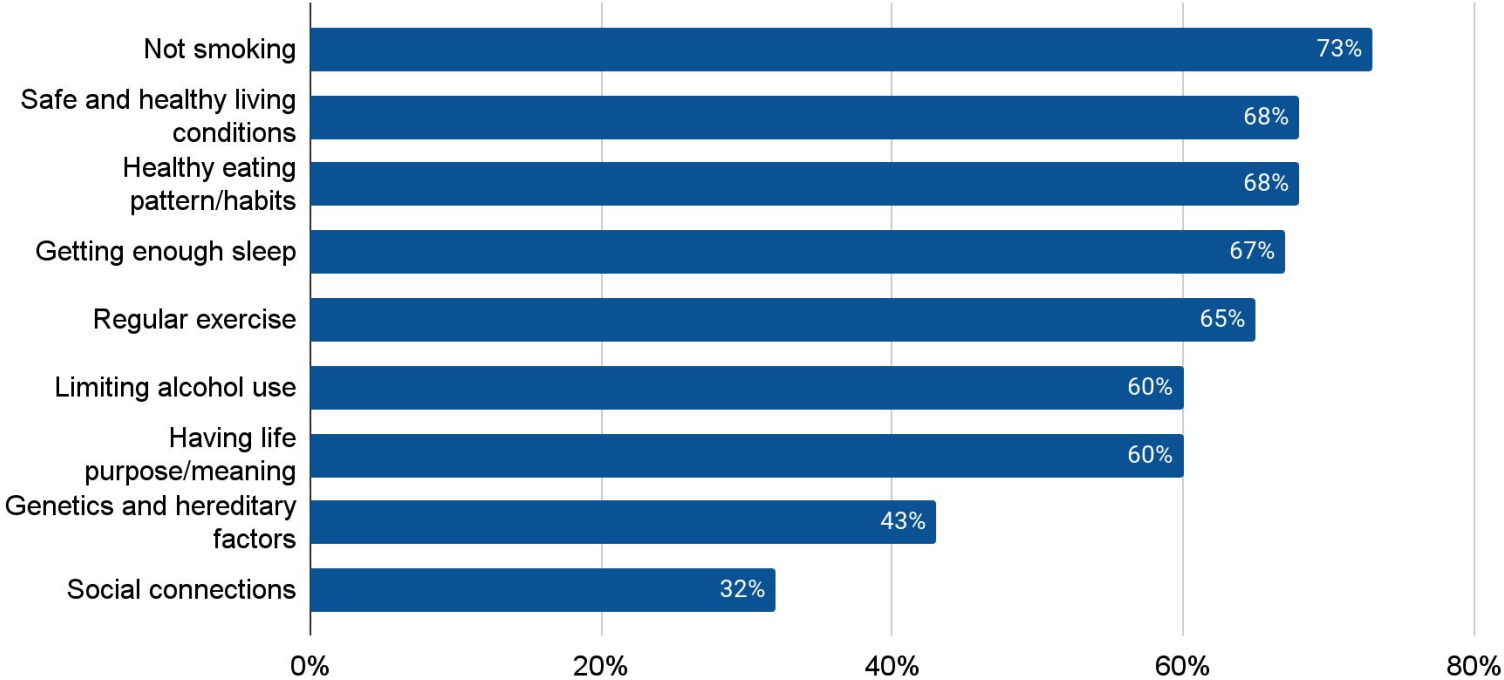
This online survey was conducted by Zogby Analytics on behalf of Research!America in May-June 2024, among 1,001 adults. The survey has a theoretical sampling error of +/- 3.1 percentage points.* Subsets of the data have a larger margin of error than the full data set. The sample is weighted to best represent the demographics of the population being surveyed. Weighted variables may include age, race, gender, religious affiliation, party, education, and religion.

For the national sample, this survey has a theoretical sampling error of +/- 3.1 percentage points.* For minority oversampling groups, group sizes are as follows:
African Americans: sample size = 402, margin of error = +/-4.9 percentage points.
Hispanic: sample size = 401, margin of error = +/-4.9 percentage points.
Asian: sample size = 402, margin of error = +/- 4.9 percentage points.

*Due to rounding, the total may not add up to 100 on some slides

Not smoking, healthy living conditions & healthy eating are seen as top factors contributing to a healthy life

How important would you say the following are when it comes to improving a person's chance of a long and healthy life?



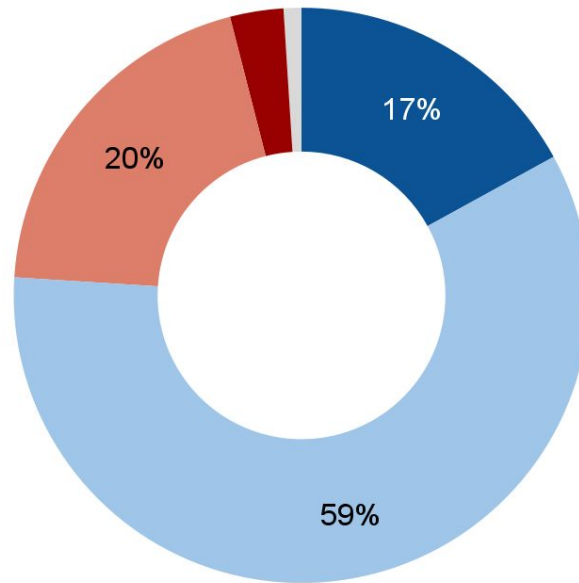
76% report that their diet is healthy

Overall, how healthy would you say your eating pattern/diet is?



Those aged 18-24 (30%) were more likely to say that their diet is not too healthy or not at all healthy.

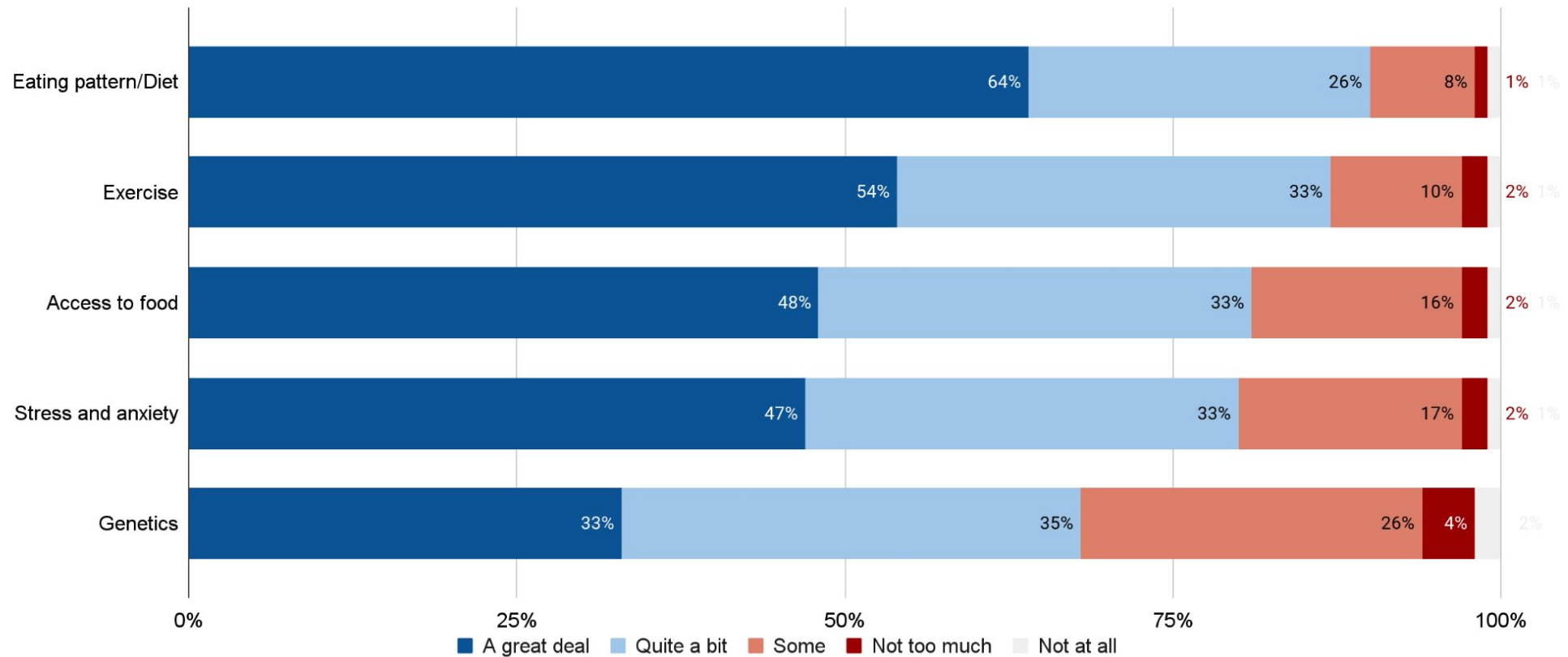
Those aged 70+ (82%) were more likely to say that their diet is very healthy or somewhat healthy.



● Very healthy ● Somewhat healthy ● Not too healthy
● Not at all healthy ● Not sure

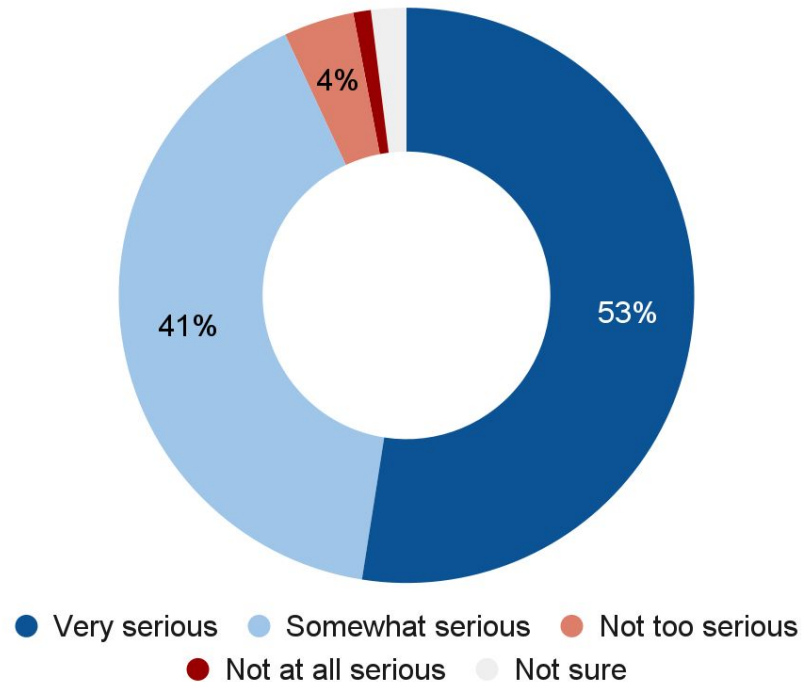
Eating pattern/diet and exercise noted as top factors impacting weight

To what extent do you feel the following factors impact a person's weight



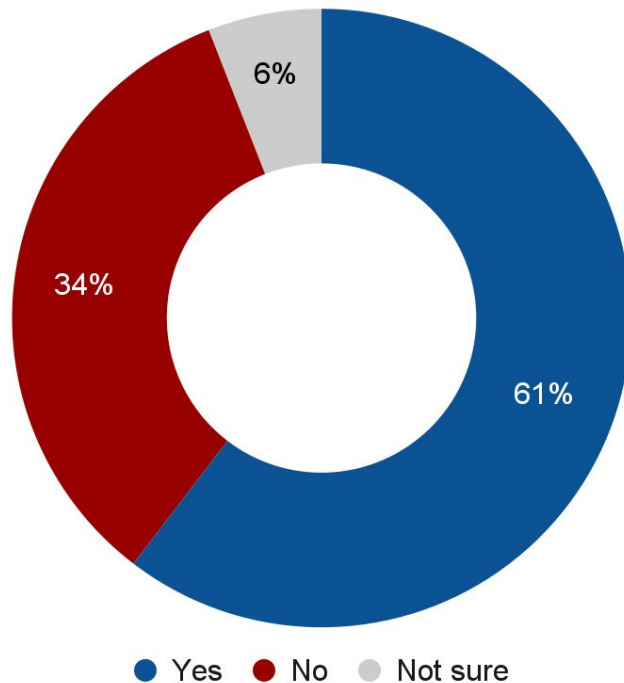
A strong majority think obesity is a serious problem

How serious of a problem do you think obesity is to our nation?

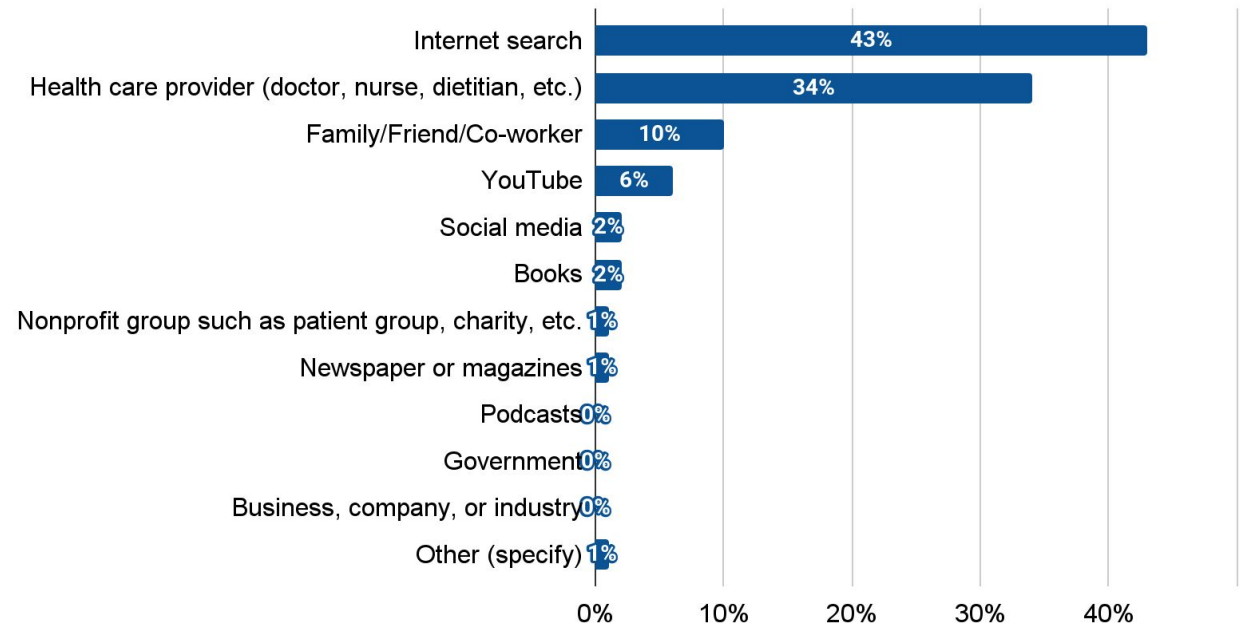


The internet and health care providers are the first sources of information on diet and nutrition

Have you ever sought information about what you eat, from any sources?

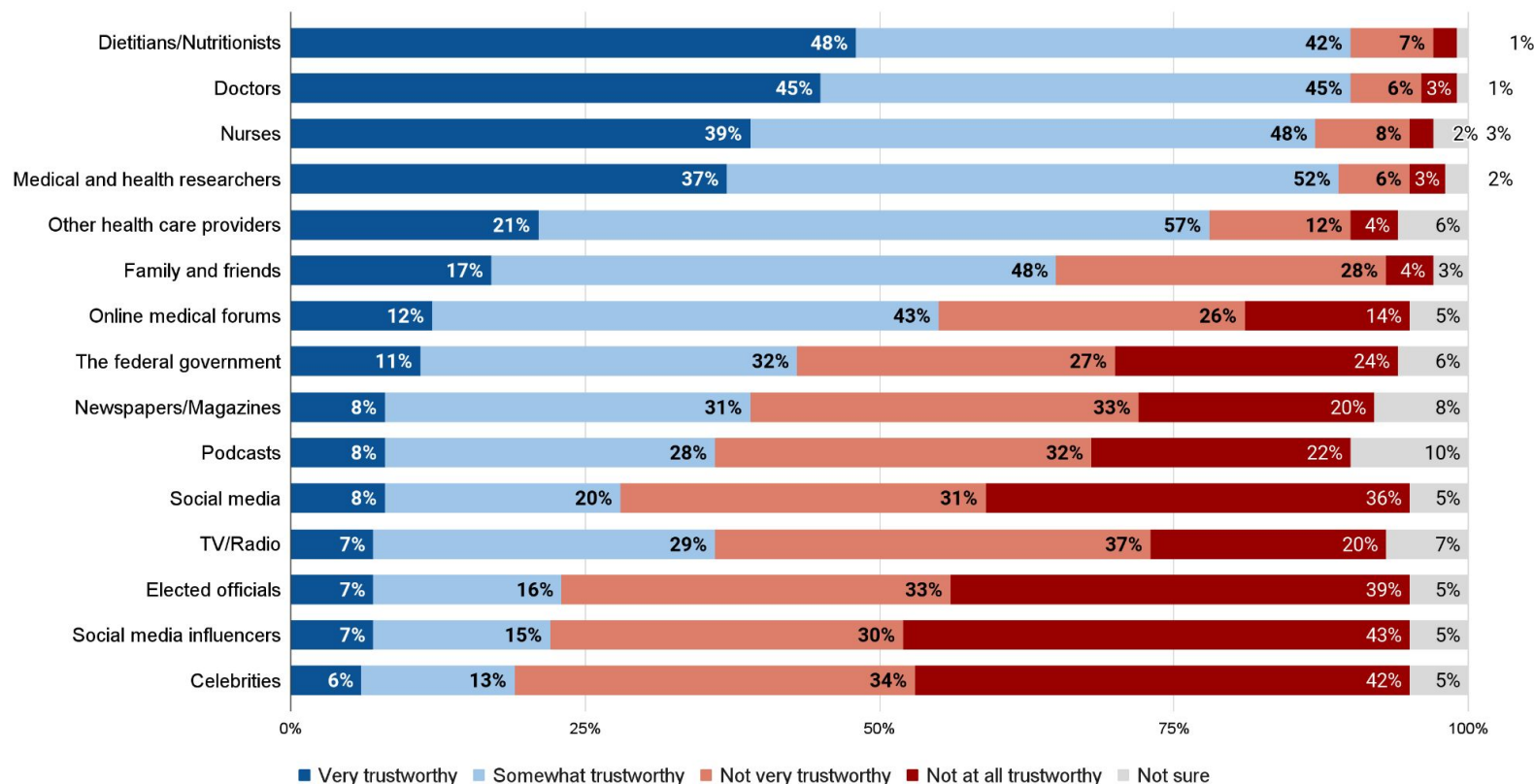


The most recent time you looked for information about diet and nutrition, where did you go first? (choose one)



Dietitians are the most trusted source of information on diet and nutrition

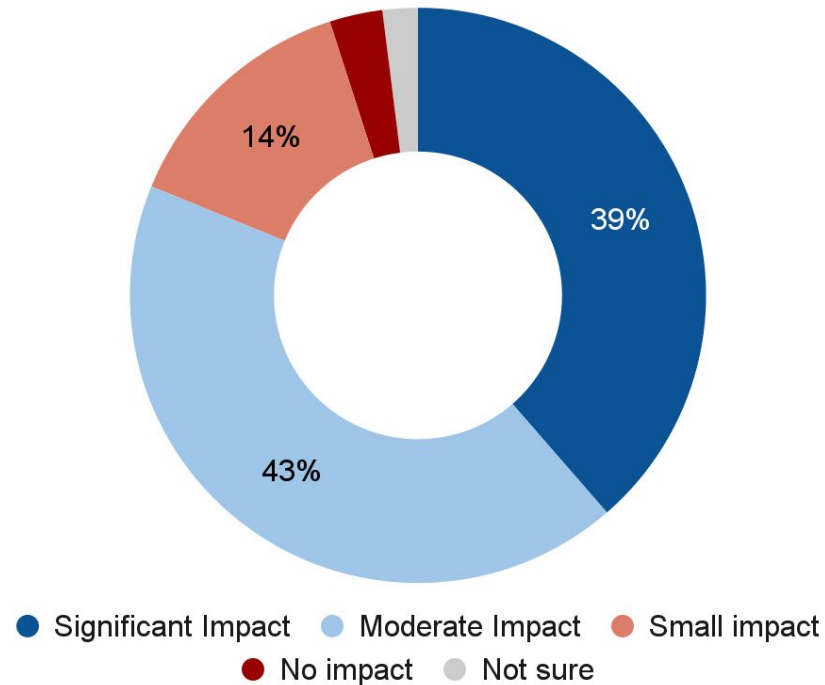
To what extent do you trust the following sources of information on diet and nutrition?



Source: A Research!America poll of U.S. adults conducted in partnership with the American Heart Association and Zogby Analytics in late May, early June 2024.

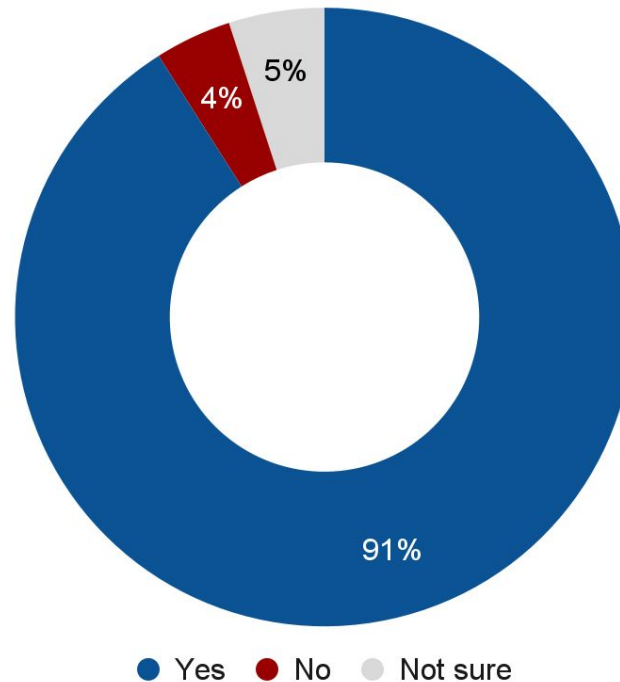
Over 80% say food and beverages impact their mental well-being

How much of an impact would you say food and beverages you consume have on your overall mental/emotional well-being?



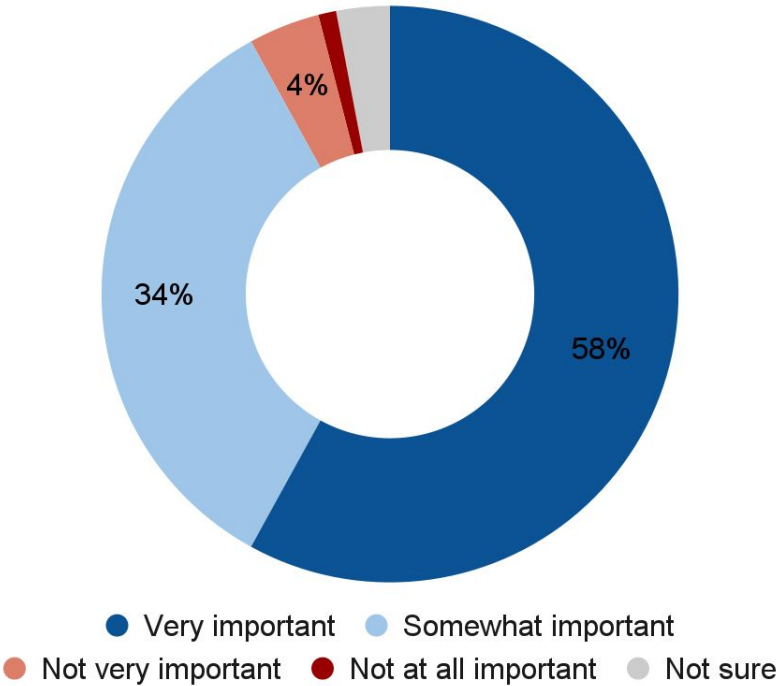
9 in 10 say unhealthy eating is a problem in the U.S.

Do you think that unhealthy eating is a problem in the United States?



9 in 10 support research to address health disparities

Studies show that some health problems such as cancer, diabetes, and heart disease happen more often among certain minorities or citizens with lower incomes. How important do you feel it is to conduct research to combat health disparities?

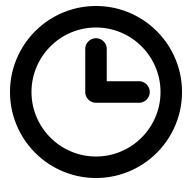


75% say U.S. should fund behavioral research

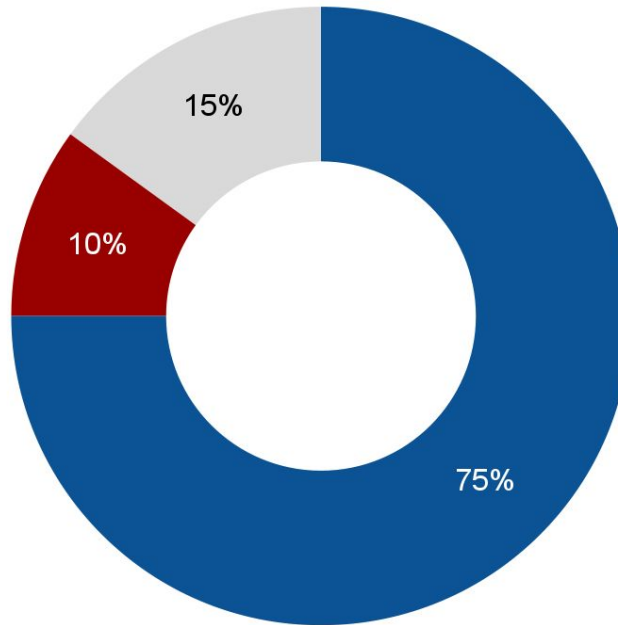
Some types of research aim to help people make behavioral changes that can help them overcome health threats such as obesity, hypertension and diabetes. Do you believe the U.S. government should help fund this research?



Hispanics (83%) and African Americans (85%) are more likely to support behavioral research.



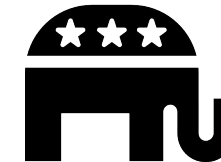
18-24 year olds (82%) and 25-34 year olds (87%) are more likely to support behavioral research. Those 70 years or older are less likely (64%) to support behavioral research



● Yes ● No ● Not sure



86%
Say "Yes"



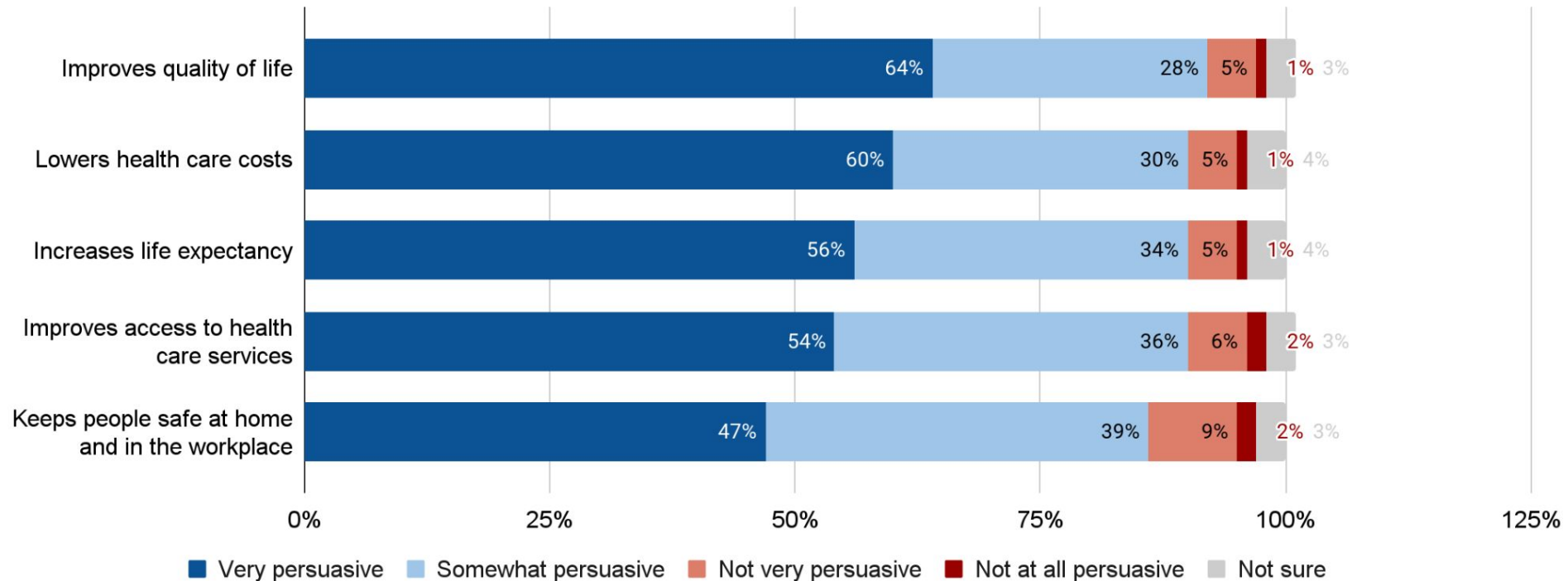
66%
Say "Yes"



72%
Say "Yes"

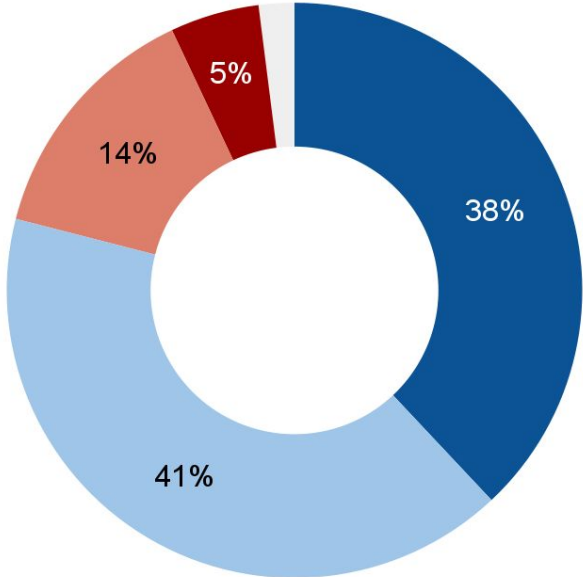
Improving quality of life and lowering health care costs are the most persuasive reasons to increase support for behavioral research

How persuasive would you find each of the following reasons for increasing support for behavioral research?



79% say their mental well-being affects food choice

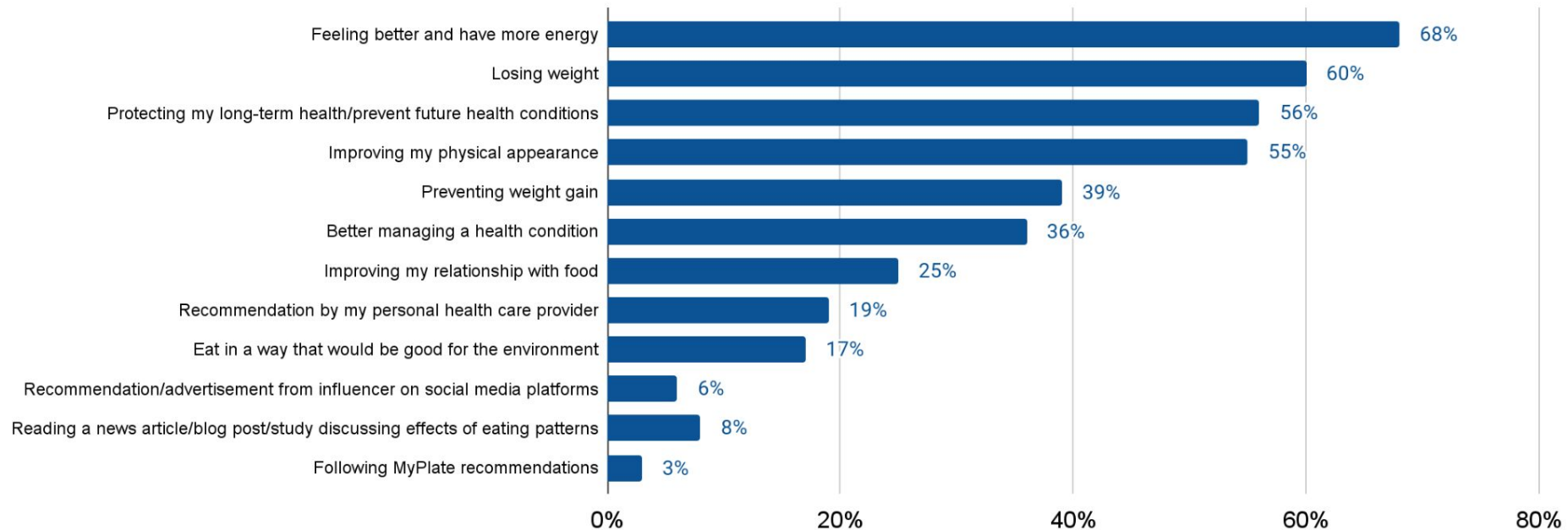
How much of an impact would you say your overall mental/emotional well-being have on the food and beverages you consume?



● Significant Impact ● Moderate Impact ● Small impact
● No impact ● Not sure

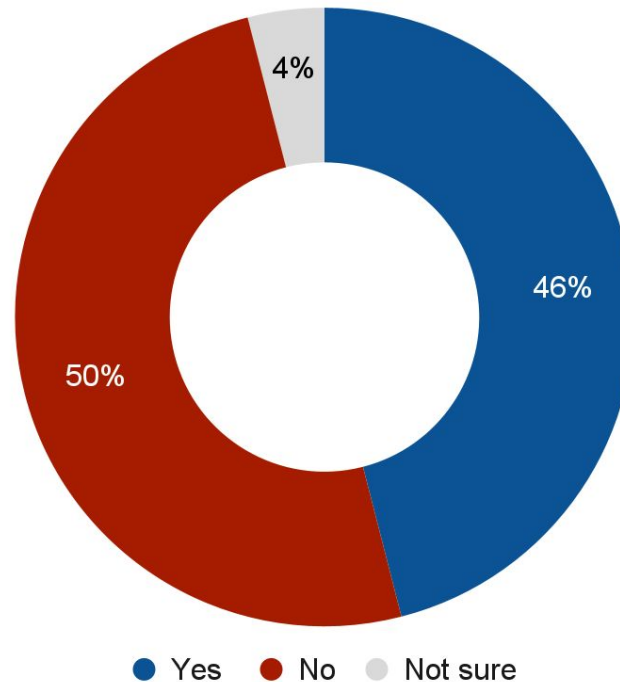
Respondents say feeling better and having more energy is the top motivator to adopt a new diet

Have any of the following factors motivated you to try to adopt a new eating pattern or diet in the past?
(Select all that apply)



Less than half say they their health care professional has talked to them about their eating pattern

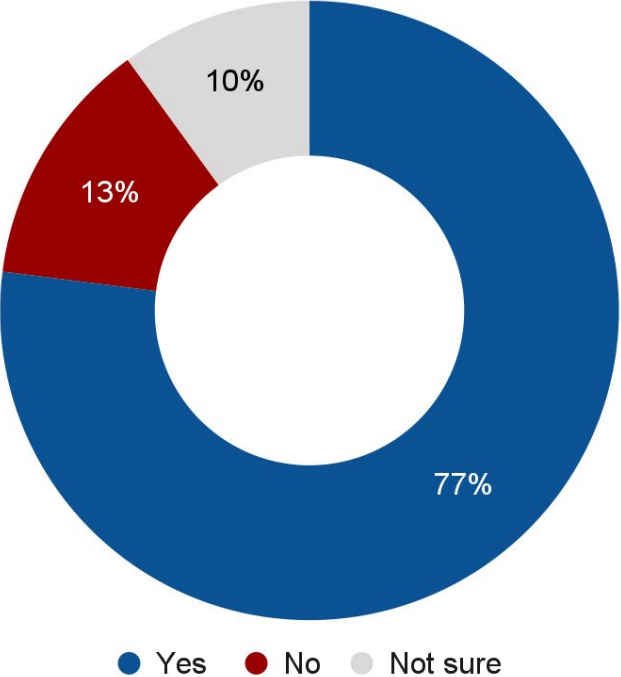
Has your doctor or other health care professional ever talked to you about your eating patterns?



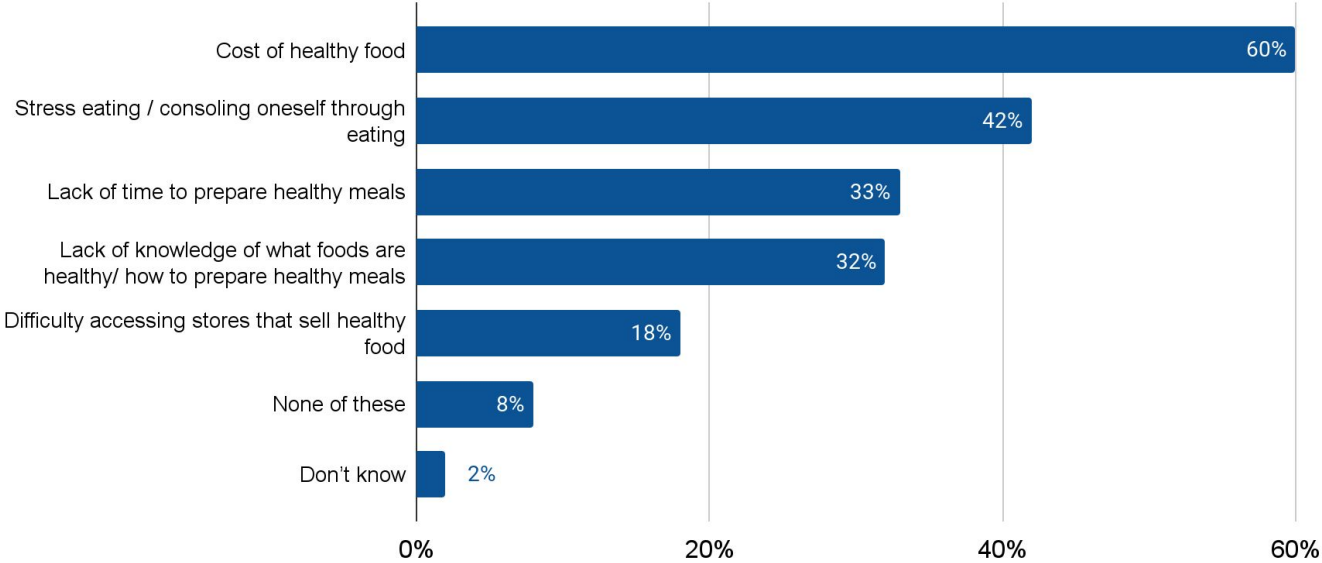
Hispanics are more likely (54%) to say that their health care provider has spoken with them.

Cost of healthy food is the biggest barrier to a healthier diet

Would you like to eat a healthier diet?

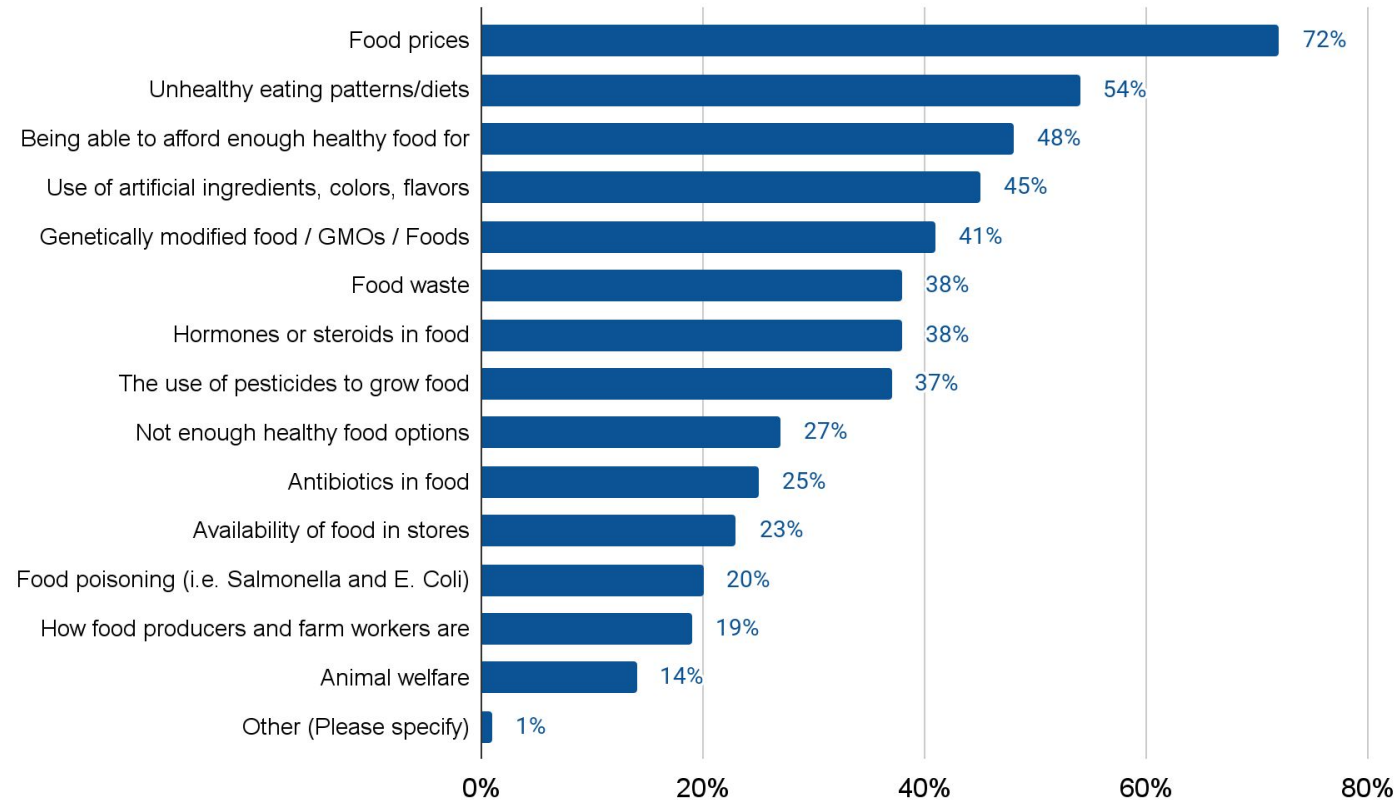


What are biggest barriers to you eating a healthier diet?
(Choose all that apply)



Price is the top food issue facing the U.S.

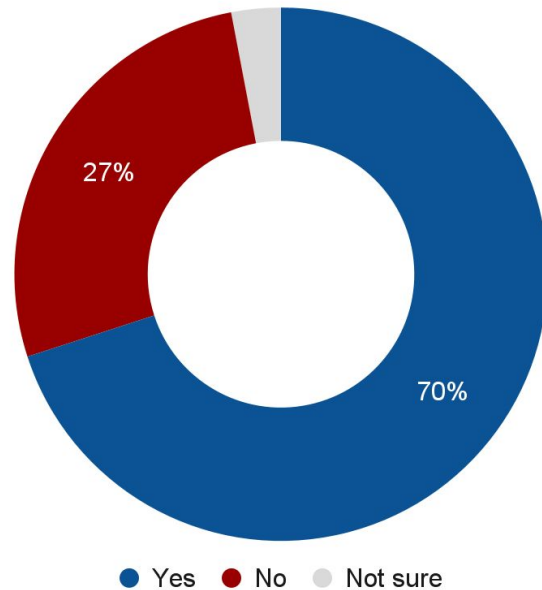
What would you say are the top five food issues facing the nation? (Choose five)



Source: A Research!America poll of U.S. adults conducted in partnership with the American Heart Association and Zogby Analytics in late May, early June 2024.

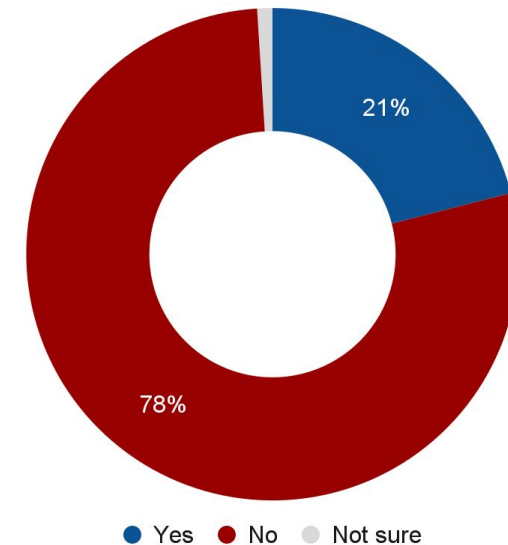
Most have heard of Ozempic, Wegovy, etc., but most have not talked with their doctor about these drugs

Have you heard of Ozempic, Wegovy, or other similar drugs?



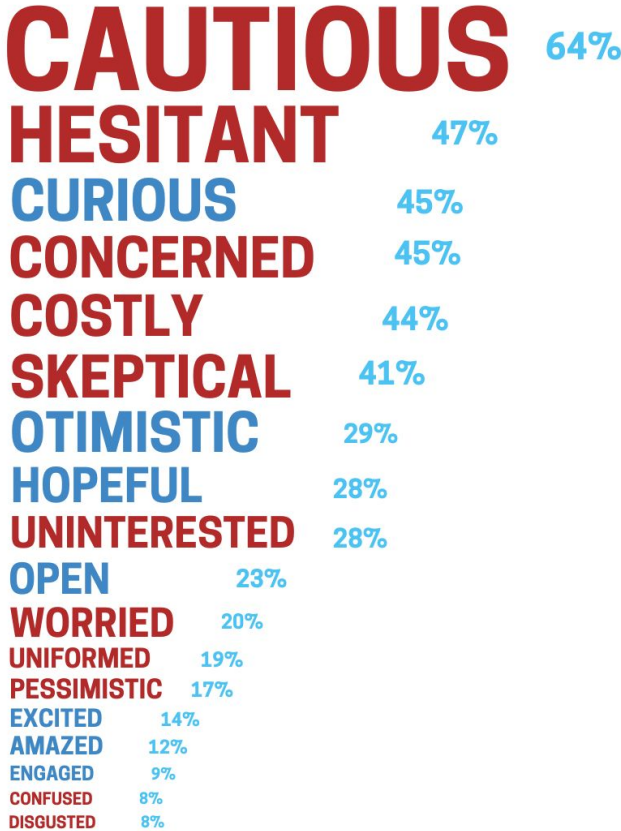
Of those that said "Yes"

Have you ever had a conversation with your doctor or other health care professional about Ozempic, Wegovy, or other similar drugs?



Respondents are cautious about Ozempic, Wegovy, or similar drugs

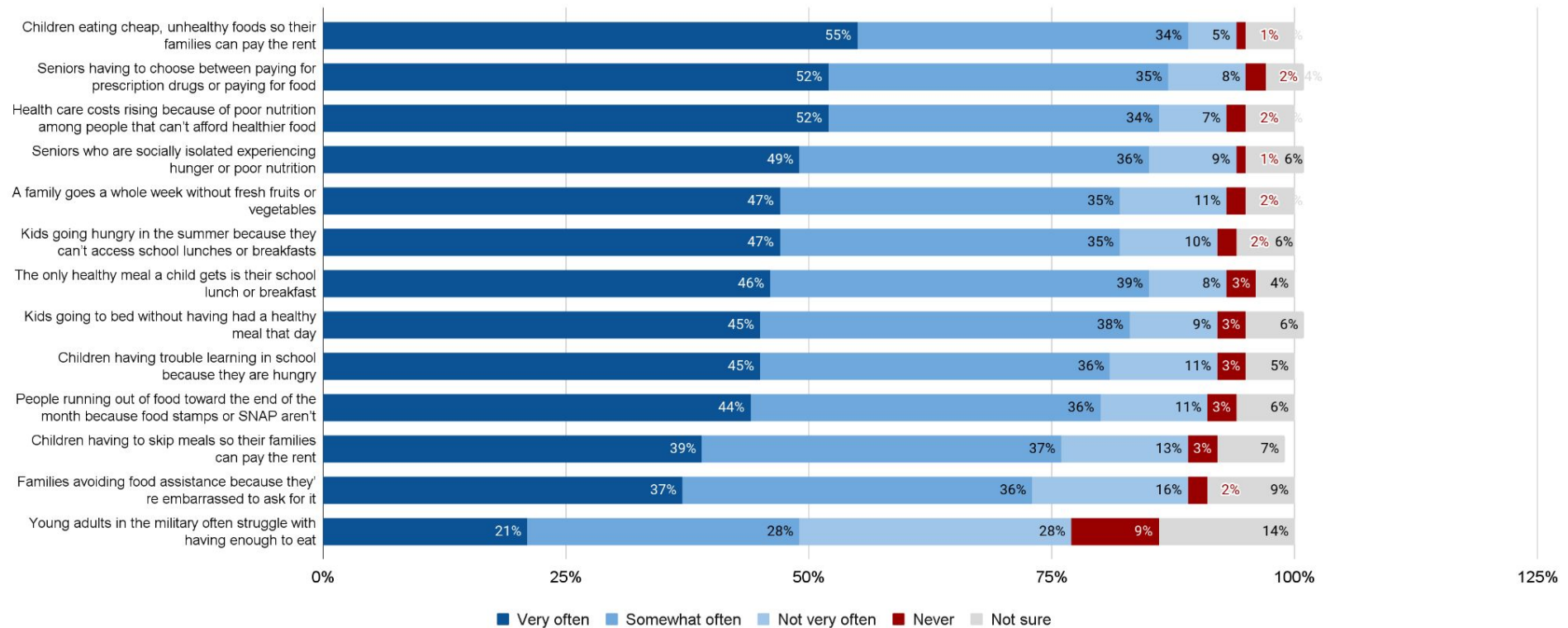
Please select from the following the top five words that best reflect your attitudes towards Ozempic, Wegovy, or other similar drugs.



Source: A Research!America poll of U.S. adults conducted in partnership with the American Heart Association and Zogby Analytics in late May, early June 2024.

Perception of hunger and poor nutrition in the U.S.

How often would you say each of the following happens in the U.S.:



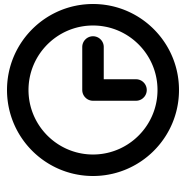
Source: A Research!America poll of U.S. adults conducted in partnership with the American Heart Association and Zogby Analytics in late May, early June 2024.

21% have experienced persistent hunger or know someone who has in the past year

Have you or anyone close to you experienced persistent hunger in the past year?



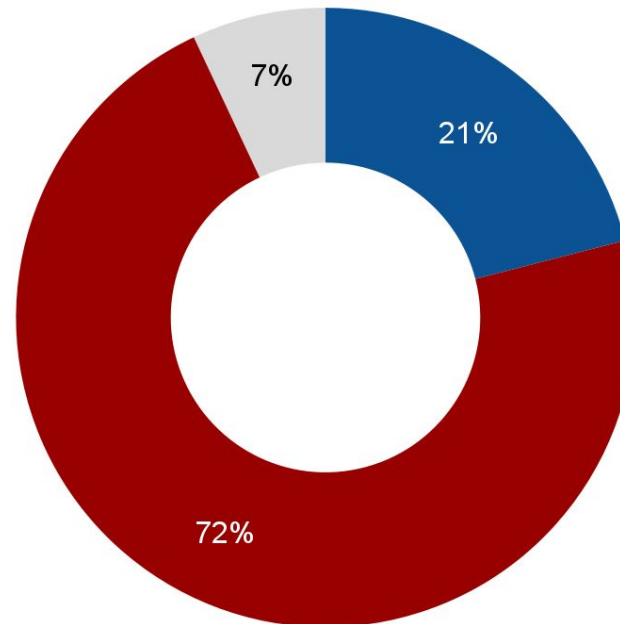
Hispanics (32%) and African Americans (27%) were more likely to say "Yes".



Those aged 18-24 (29%) and 25-34 (29%) were more likely to say "Yes".



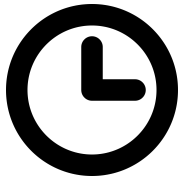
Those making less than \$35,000 were more likely to say "Yes". [Less than \$25,000 (35%); \$25,001-\$35,000 (33%)]



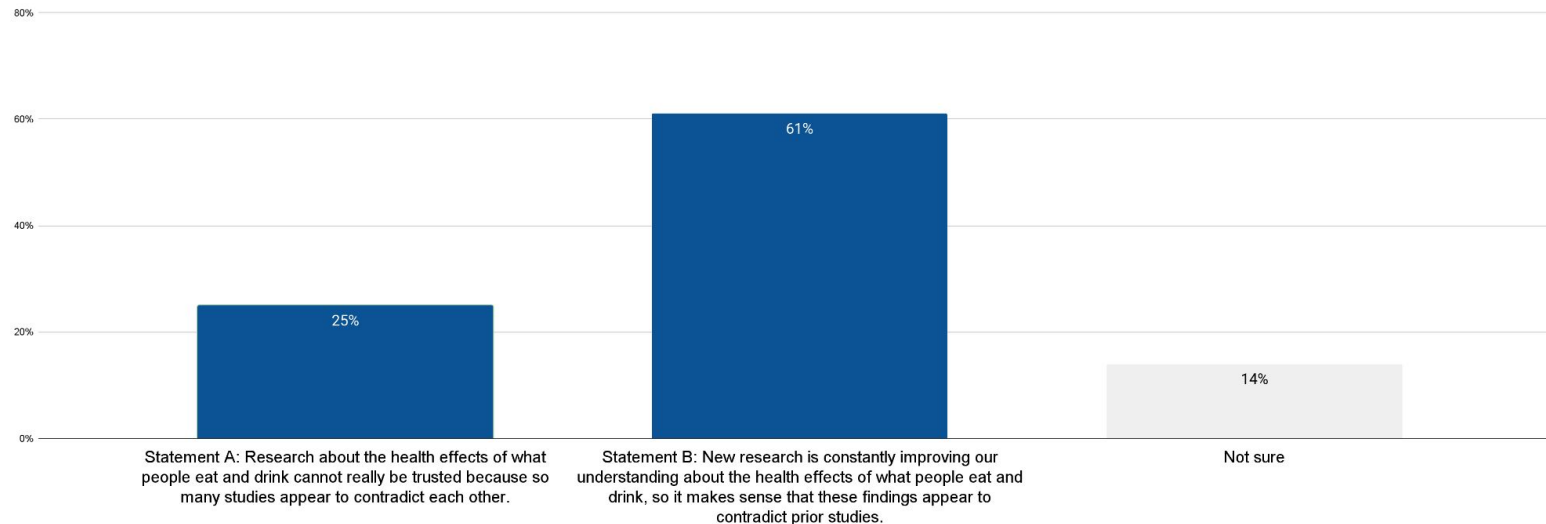
● Yes ● No ● Not sure

6 in 10 say it makes sense that research may appear to contradict itself as it is constantly evolving

Please indicate which of the following statements comes closer to your view? Statement A: Research about the health effects of what people eat and drink cannot really be trusted because so many studies appear to contradict each other. Statement B: New research is constantly improving our understanding about the health effects of what people eat and drink, so it makes sense that these findings appear to contradict prior studies.

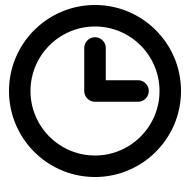


Respondents aged 18-24 (31%) are more likely to say Statement A.

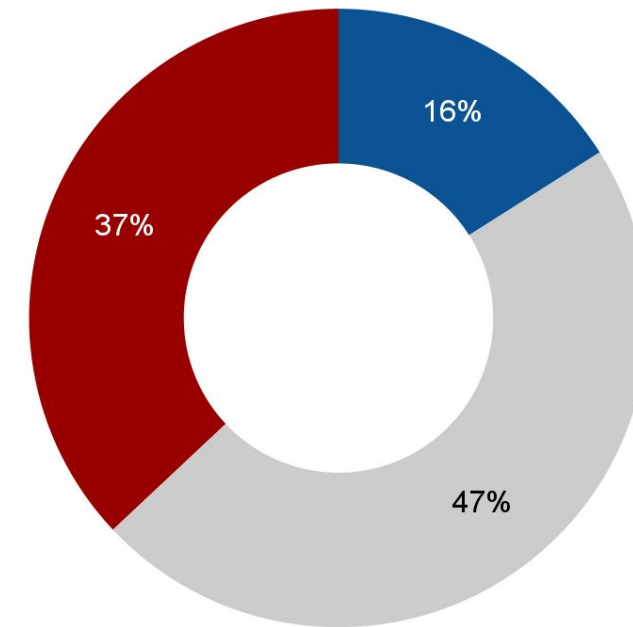


47% feel foods with GMO ingredients are neither better nor worse

When it comes to your health, do you feel genetically modified foods are better or worse than foods with no genetically modified (non-GMO) ingredients?



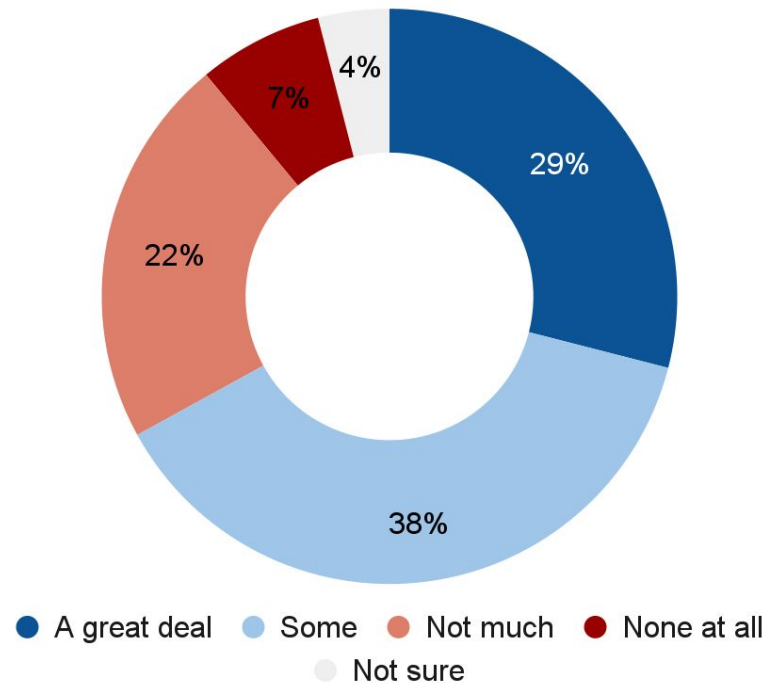
Respondents aged 18-24 (36%) are more likely to say "Better".



● Better ● Neither better nor worse ● Worse

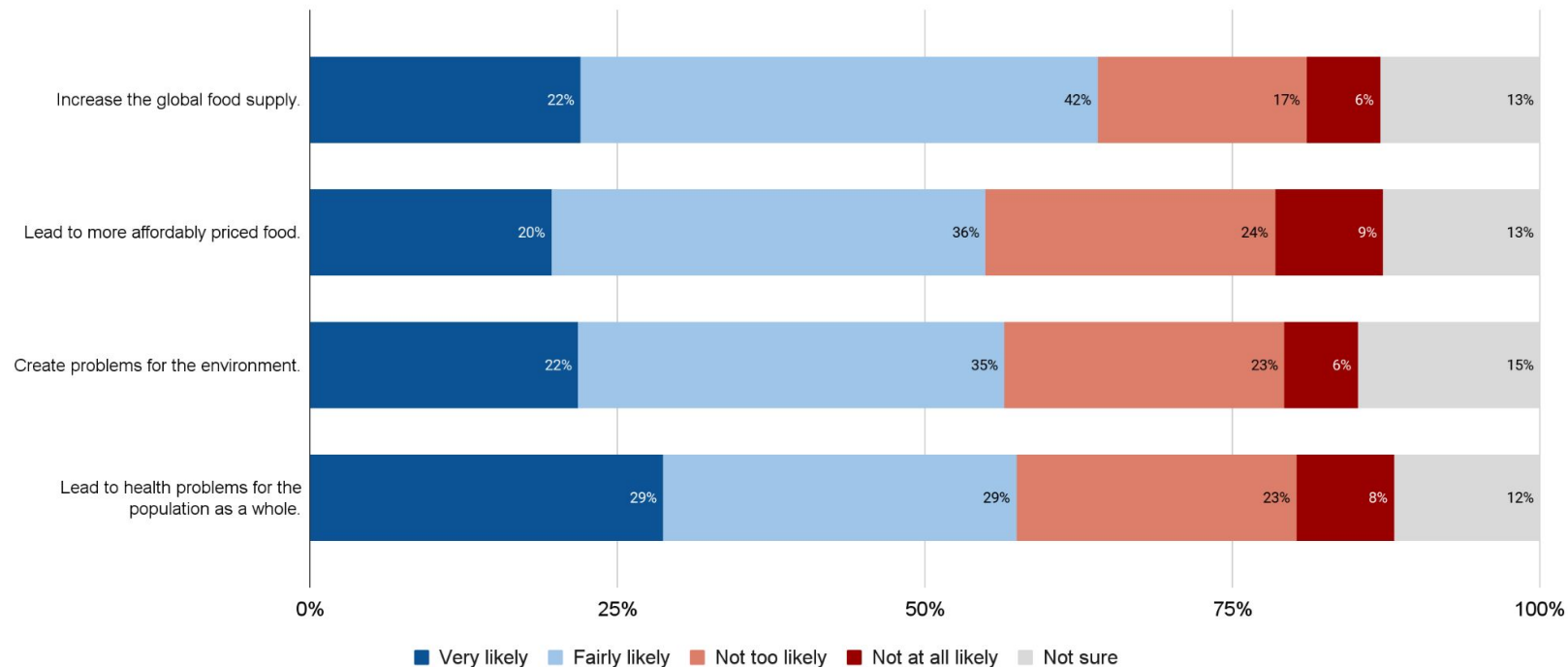
Nearly 7 in 10 care about genetically modified foods

To what extent do you care about the issue of genetically modified foods



Respondents feel genetically modified foods will result in...

How likely would you say it is that genetically modified foods will result in the following:

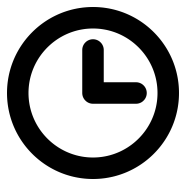


46% said it was at least somewhat hard to regularly obtain and eat nutritious foods in the past year

Thinking about the last 12 months, how hard was it for you to regularly obtain and eat nutritious foods that support you and/or your family's health and well-being?



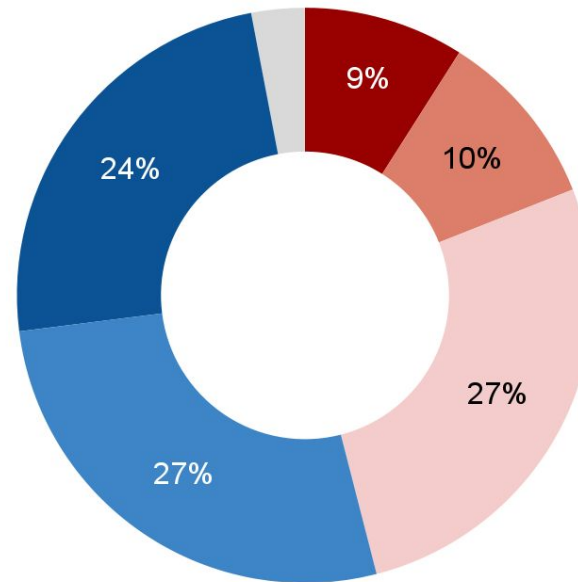
Hispanics (60%) and African Americans (54%) were more likely to say that it was somewhat hard, hard, or very hard to regularly obtain and eat nutritious foods.



Respondents aged 18-24 (56%) and 25-34 (58%) were more likely to say that it was somewhat hard, hard, or very hard.



Respondents making less than \$75,000 were more likely to say that it was somewhat hard, hard, or very hard.

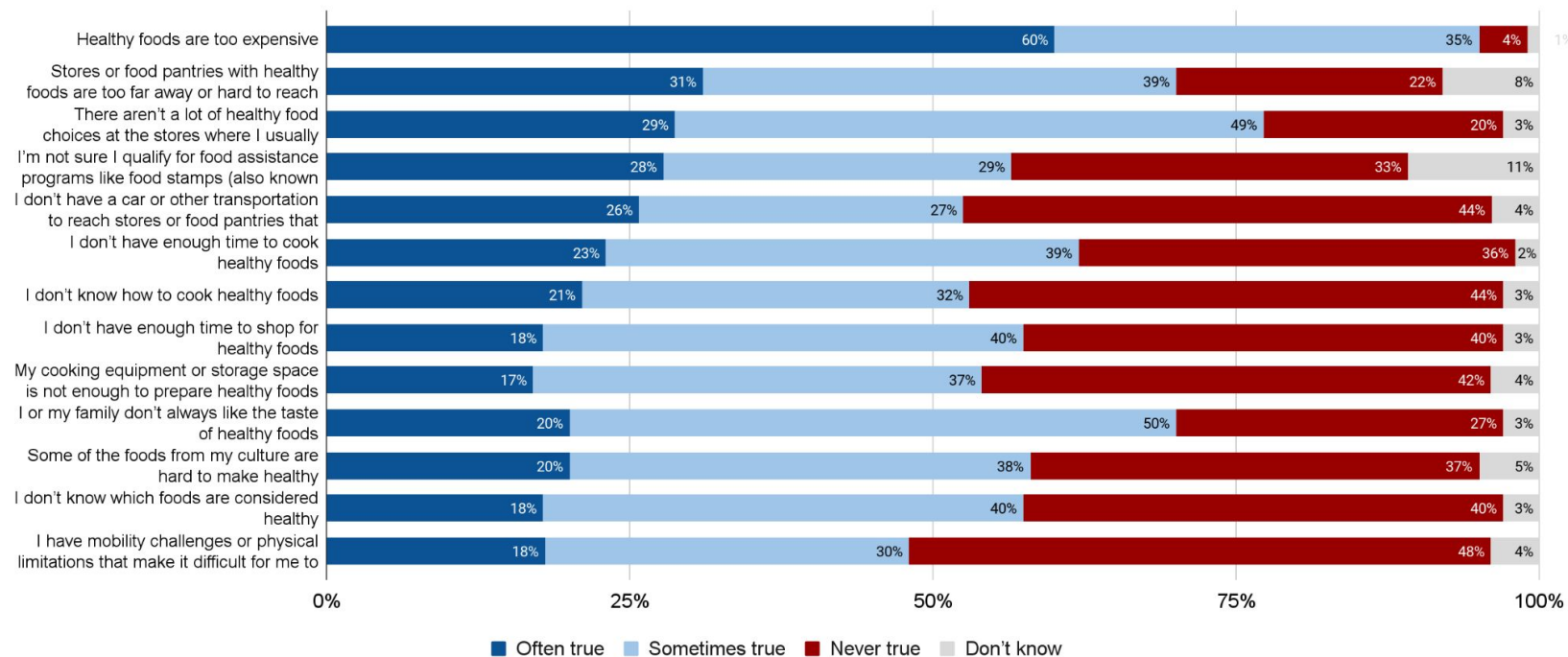


● Very hard ● Hard ● Somewhat hard ● Not very hard
● Not hard at all ● Don't know

Reasons why respondents had trouble obtaining and eating nutritious foods...

Of those that said it was somewhat hard, hard, or very hard to regularly obtain nutritious foods

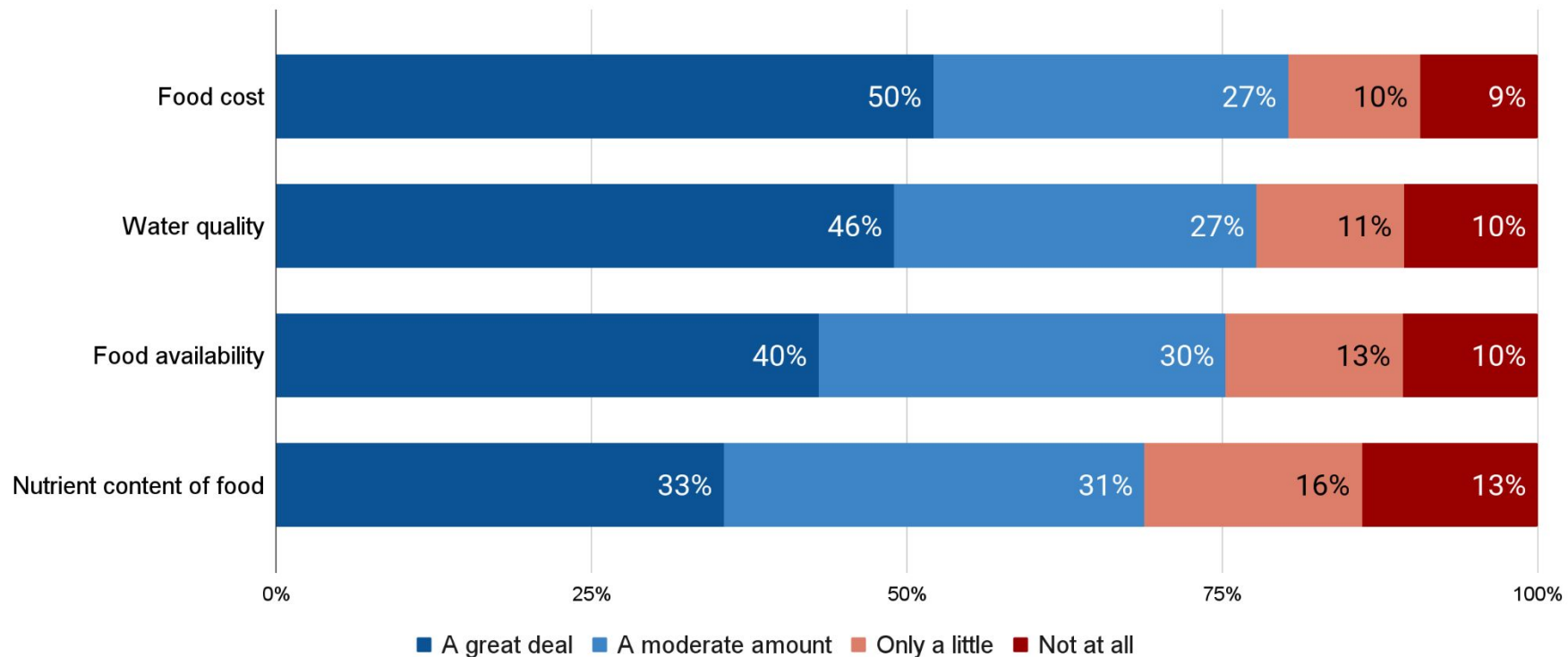
Which, if any, of the following reasons were true for you or your household:



Source: A Research!America poll of U.S. adults conducted in partnership with the American Heart Association and Zogby Analytics in late May, early June 2024.

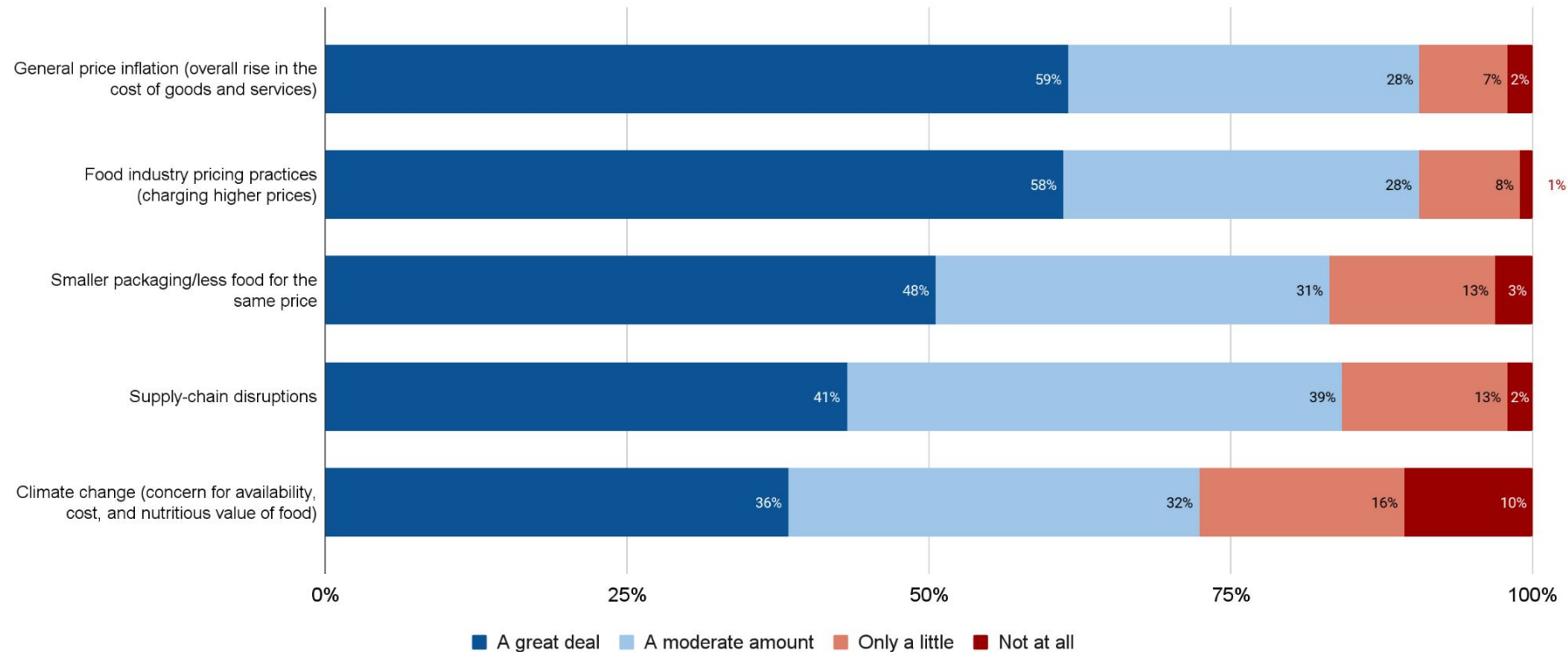
Respondents say climate change will impact...

How much, if at all, do you think climate change will impact:



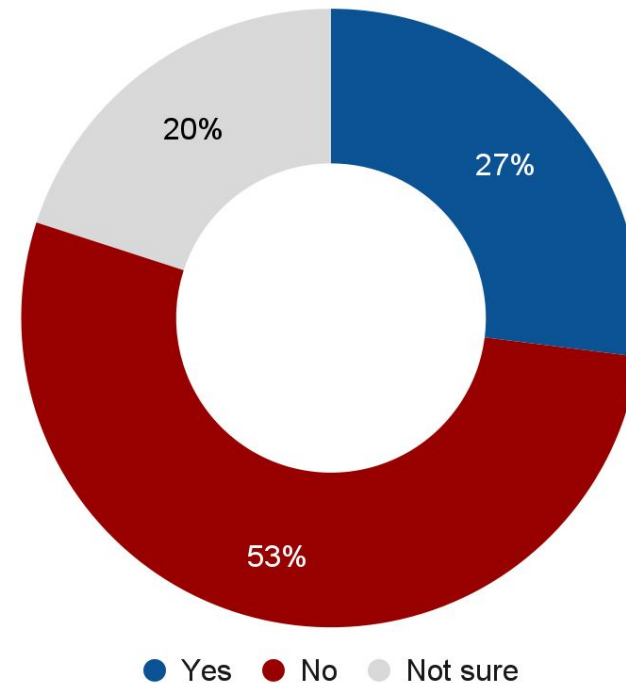
Inflation and food industry pricing practices are the top factors contributing to rising food prices

To what extent do the following contribute to rising food prices?



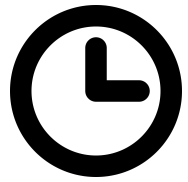
Half say we are not making enough progress in making nutritious food accessible and affordable

Do you believe we are making enough progress in making nutritious food accessible and affordable the U.S.?

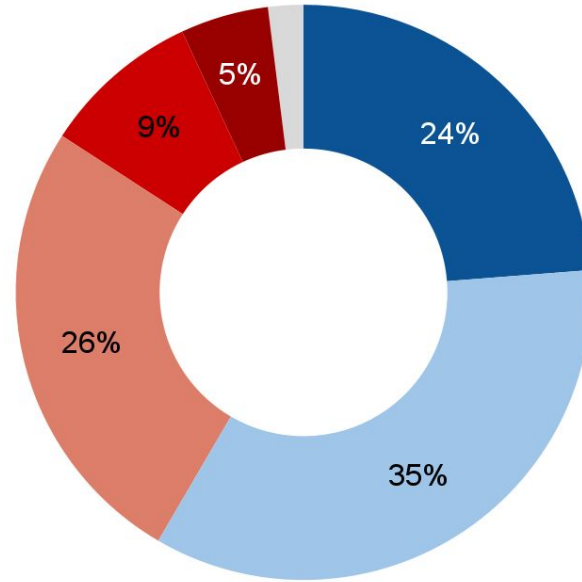


85% pay at least some attention to nutritional information on food labels

How often do you pay attention to nutritional information that is printed on the labels of food and beverage packages, including calories, and sugar, fat, and vitamin content when shopping?



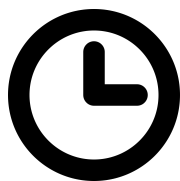
Respondents aged 25-34 (92%) are more likely to pay attention to the nutritional information that is printed on food labels.



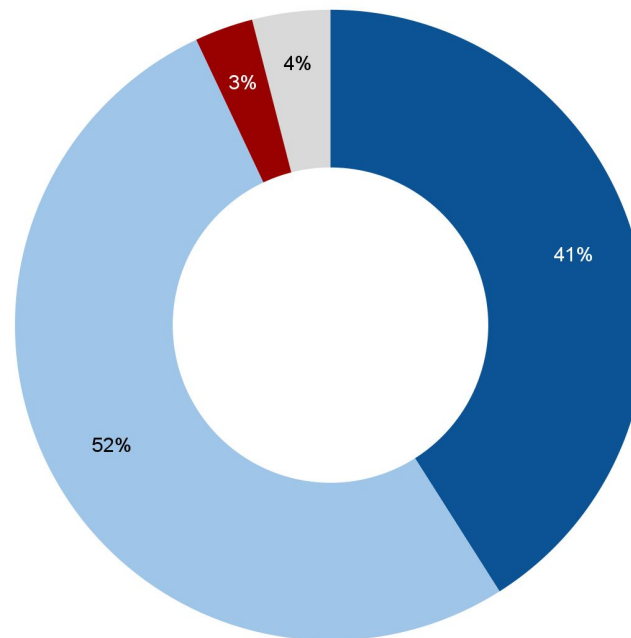
● Always ● Often ● Sometimes ● Rarely ● Never
● Not sure

Only 4 in 10 fully understand nutritional information on food labels

Which best describes your understanding of nutritional labels on food and beverage package



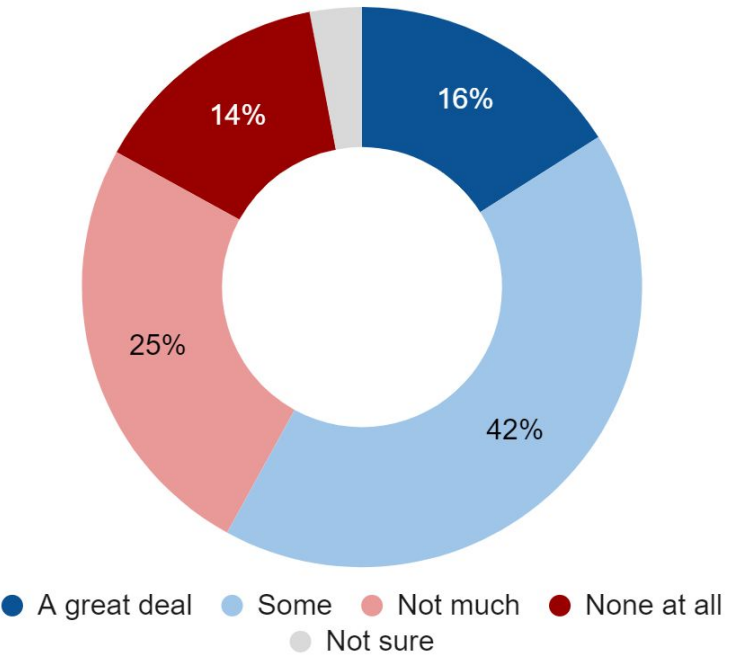
Respondents aged 18-24 (86%) and those aged 70+ (88%) are less likely to understand nutritional labels.



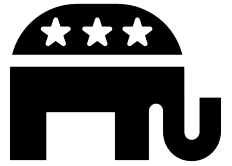
● Fully understand ● Partially understand ● Do not understand ● I don't read nutrition labels

Respondents are not fully confident in the government to protect the food supply

How much confidence do you have in the federal government to ensure the safety of the food supply in the U.S.?



74%
Say "A great deal" or "Some"



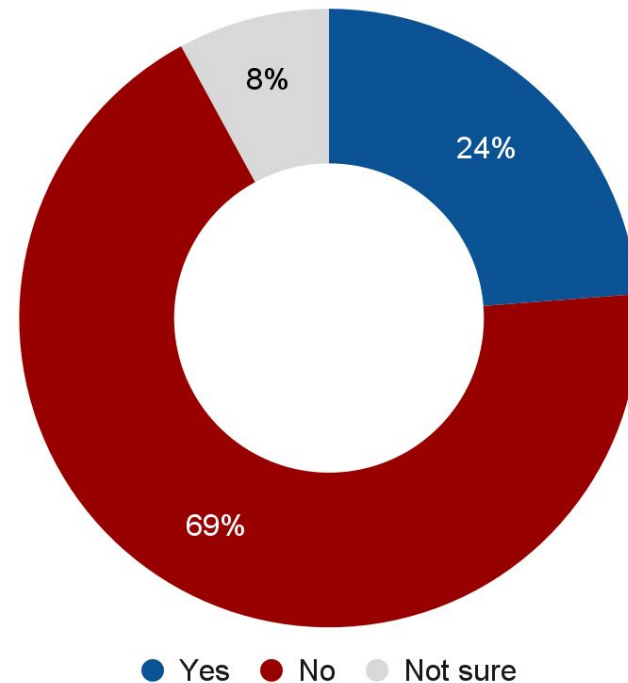
50%
Say "A great deal" or "Some"



50%
Say "A great deal" or "Some"

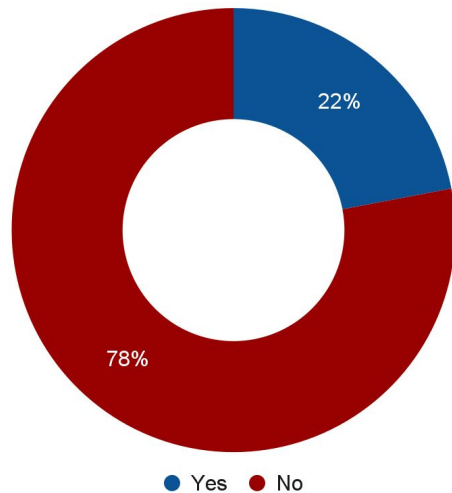
Most have not heard of Food Is Medicine (FIM) initiatives

Food Is Medicine (FIM) initiatives are nutrition programs available as a part of health care to advance specific health needs. Have you heard about Food is Medicine before?



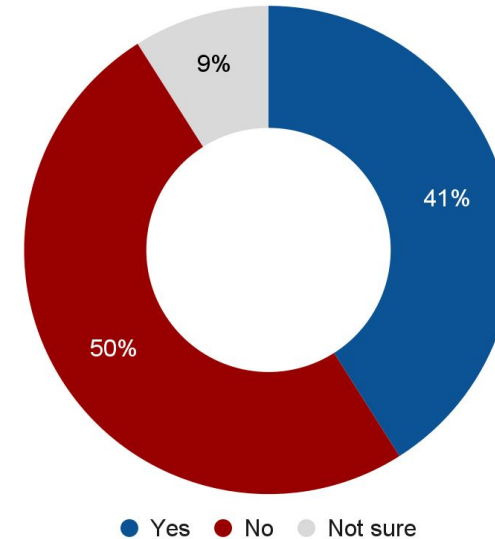
Most have not heard of medically tailored meals

Medically tailored meals (MTMs) are home-delivered, nutritious meals prescribed by a doctor and customized for patients with severe chronic conditions and limitations in activities of daily living. Have you heard about MTMs before?



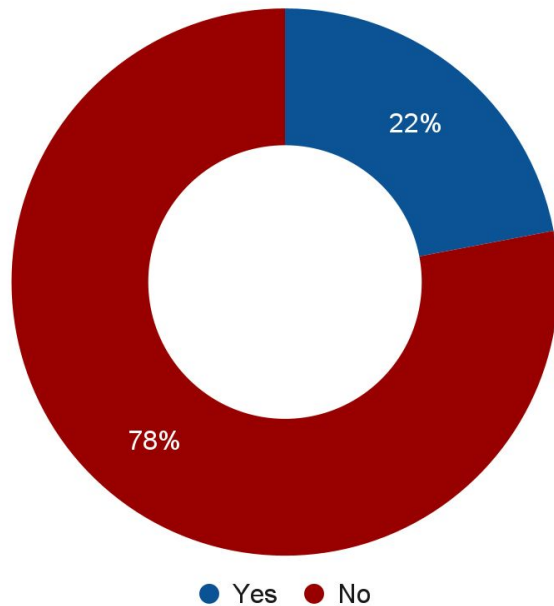
Of those that said “Yes”

Have you or someone you know ever received Medically tailored meals (MTMs)?



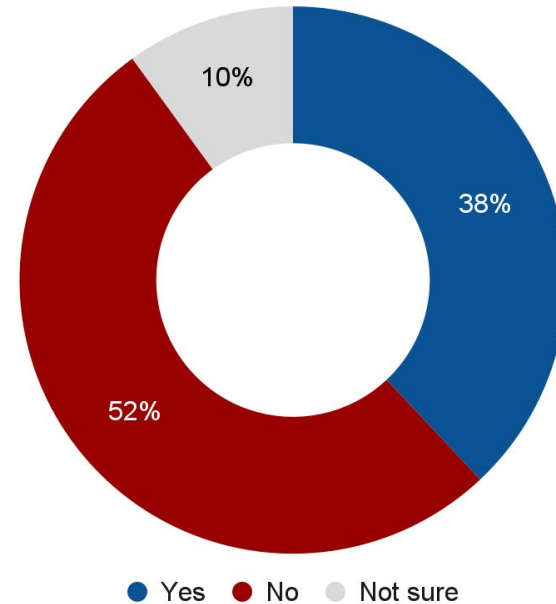
Most have not heard of produce prescriptions

Produce prescriptions (PPs) from a doctor provide free or discounted produce to patients with a chronic condition, like diabetes, obesity or heart disease, as well as people on low incomes and/or who are nutrition insecure. Have you heard about produce prescriptions before?



Of those that said “Yes”

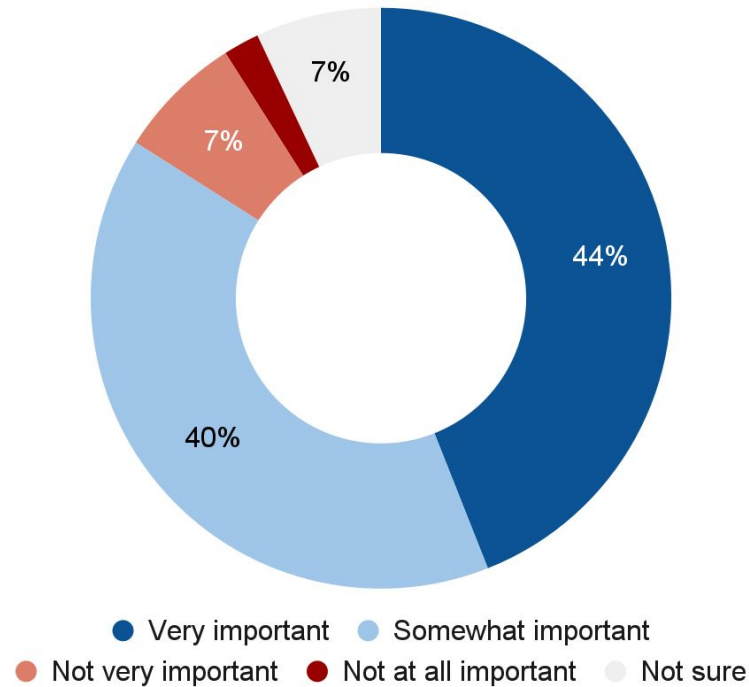
Have you or someone you know ever received a produce prescription?



84% of those familiar with MTMs and PPs say they are important

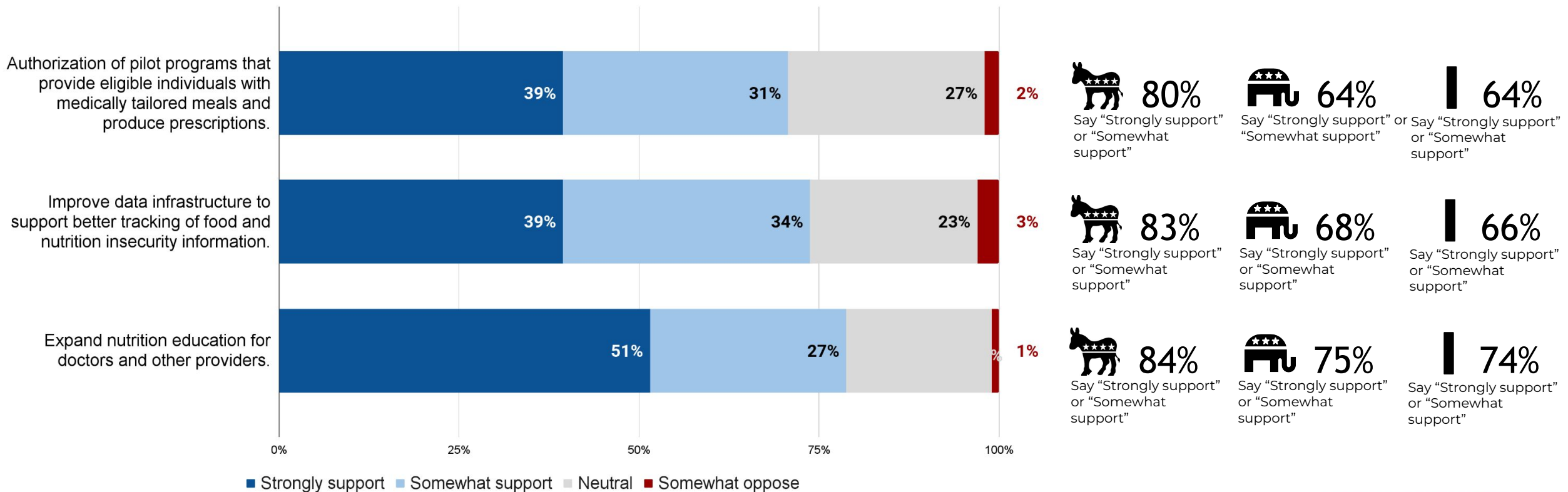
Of those that said they are familiar with MTMs and PPs

How important are programs like medically tailored meals and produce prescriptions to improving health?



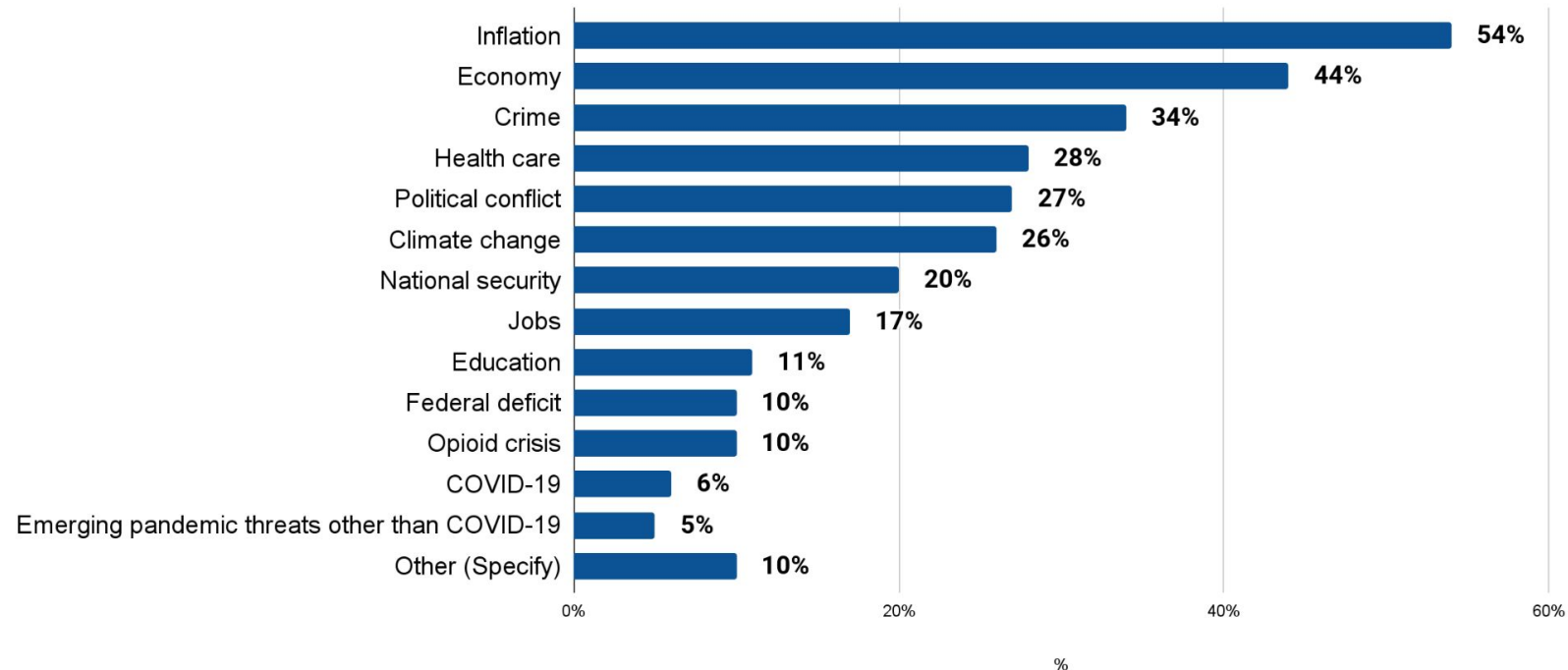
Bipartisan support for measures to improve access to healthy foods

To what extent do you support the following:



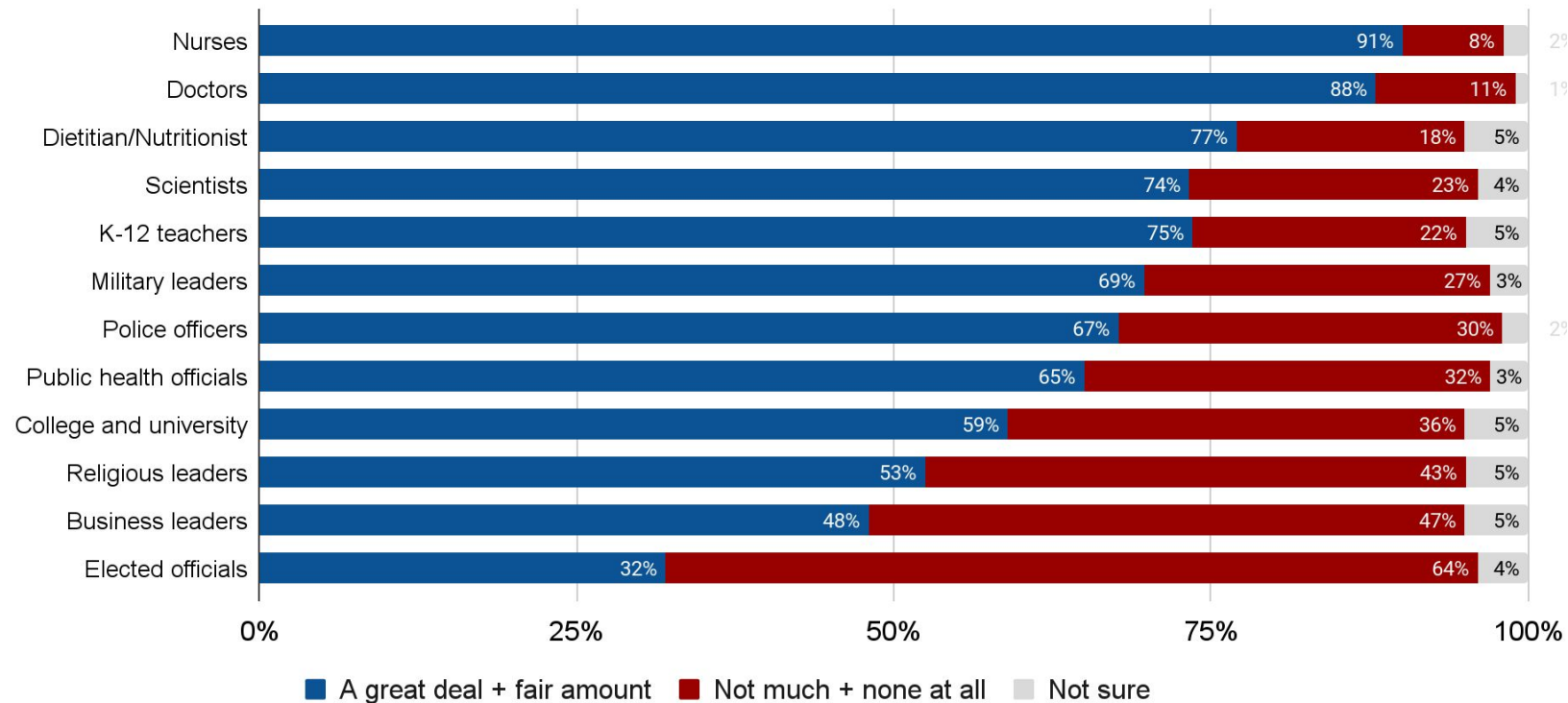
Inflation is the top issue facing the U.S.

In your opinion, which of the following are the most serious issues facing this country?



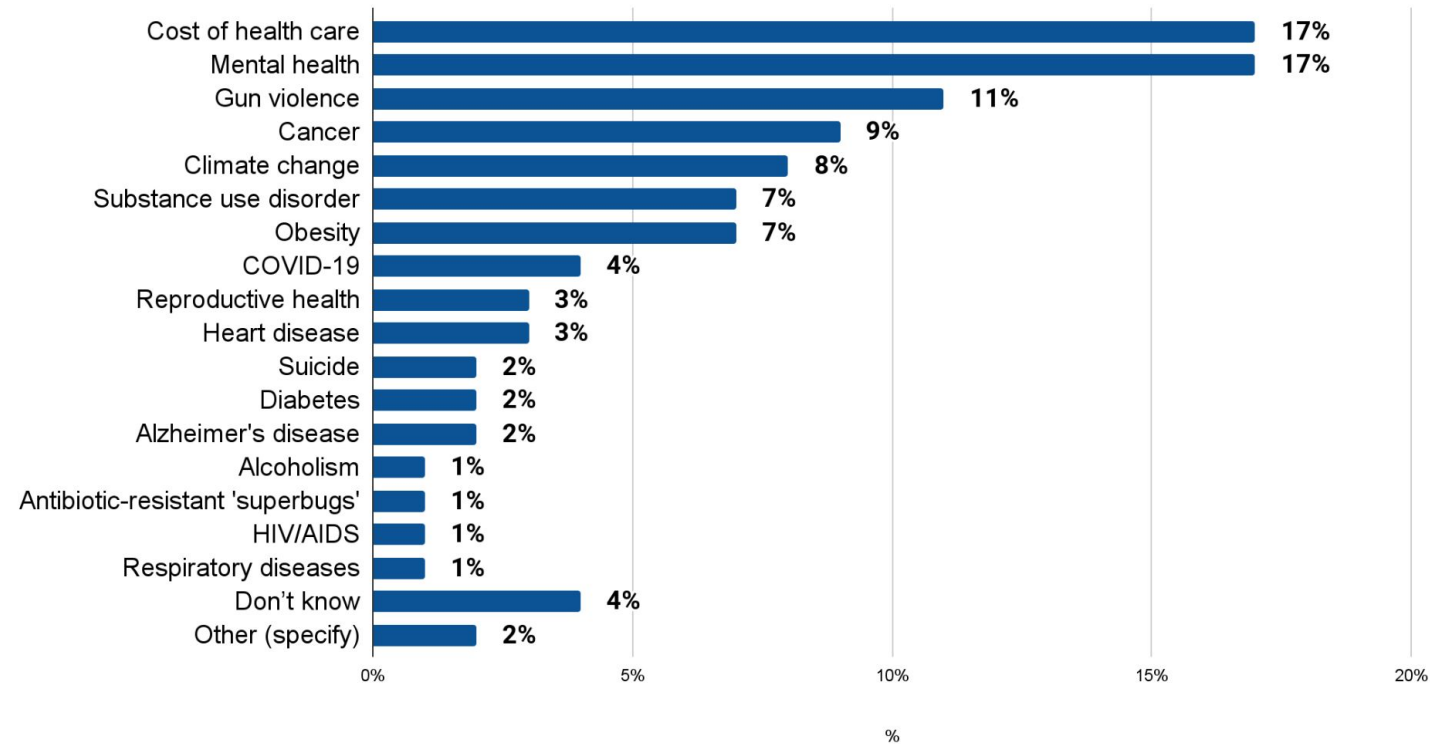
Confidence in nurses, doctors, and dietitians is high

How much confidence do you have in each of the following to act in your best interest:



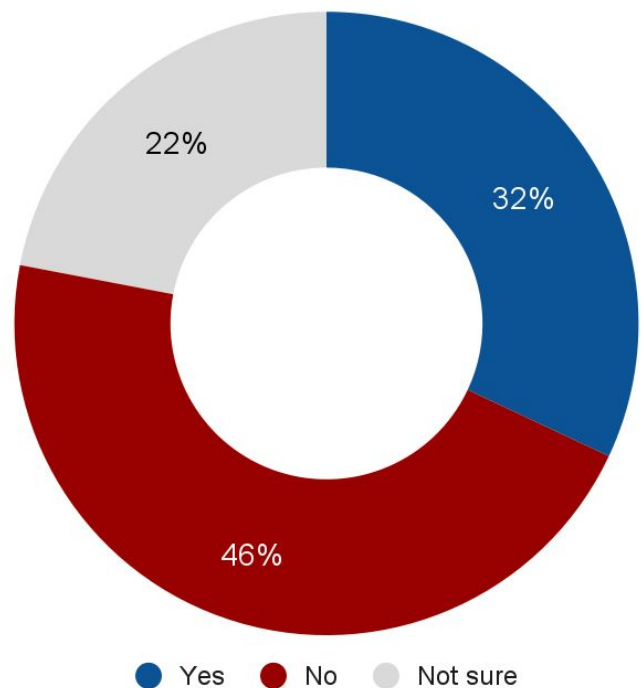
Cost of health care and mental health are the most important health issues

What would you say is the single most important health issue facing the nation?



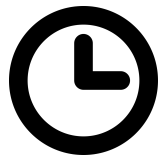
Respondents believe we are not making enough progress in medical and health research

Do you believe we are making enough progress in medical and health research in the U.S.?

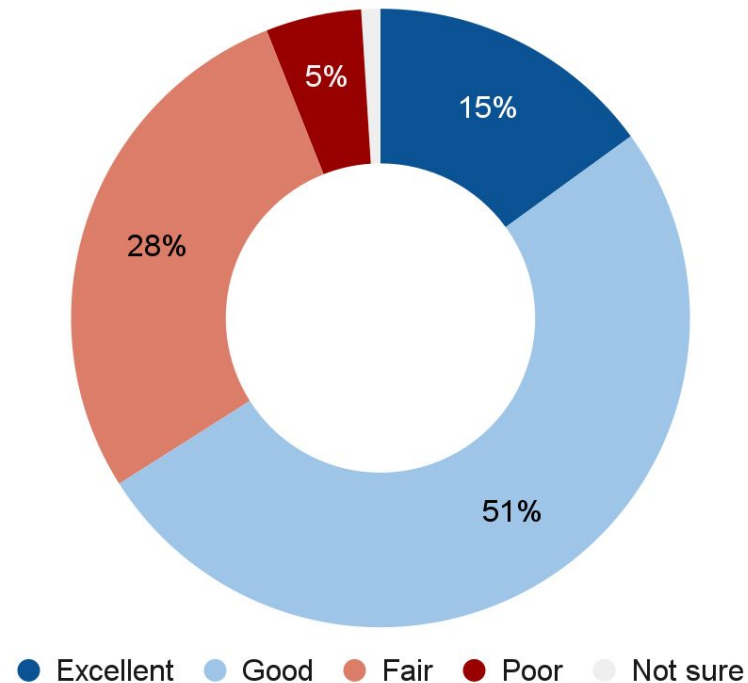


66% report 'excellent' or 'good' health

In general, would you say your health is...?

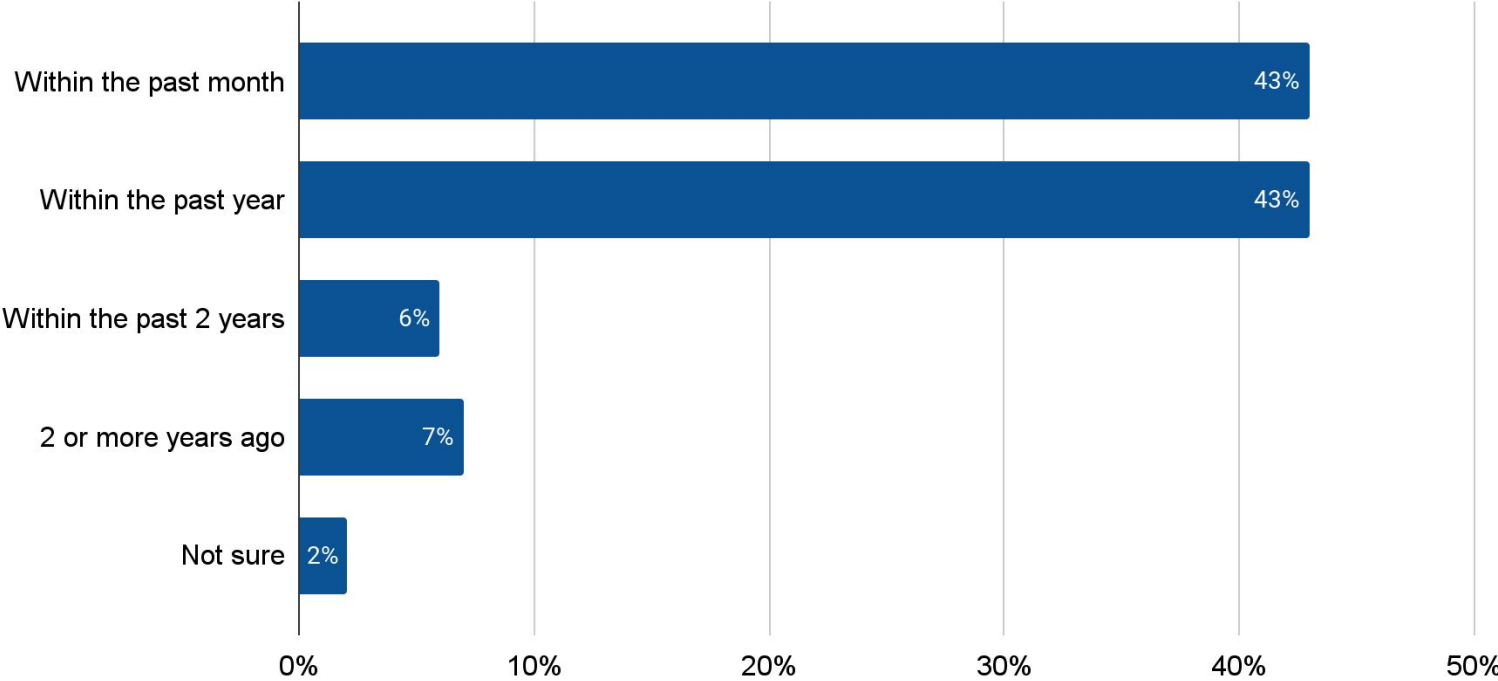


Respondents 70 or older were more likely (73%) to indicate "excellent or good" health.



Most have been to a health care provider within the past year

When was the last time you visited a health care provider? Health care provider is defined as a doctor, a nurse practitioner, or any other medical professional who has given you a physical examination or written prescriptions for you.



Source: A Research!America poll of U.S. adults conducted in partnership with the American Heart Association and Zogby Analytics in late May, early June 2024.

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