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.

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.
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?

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.
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.

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.
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

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.
A strong majority think obesity is a serious problem

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

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.
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?

- 61% Yes
- 34% No
- 6% Not sure

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

- Internet search: 43%
- Health care provider (doctor, nurse, dietitian, etc.): 34%
- Family/Friend/Co-worker: 34%
- YouTube: 6%
- Social media: 3%
- Books: 3%
- Nonprofit group such as patient group, charity, etc.: 3%
- Newspaper or magazines: 3%
- Podcasts: 3%
- Government: 3%
- Business, company, or industry: 3%
- Other (specify): 3%

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.
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?

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.
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?

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.
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?

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.
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.

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.
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?

- **Improves quality of life**: 64% very persuasive, 28% somewhat persuasive, 5% not very persuasive, 1% not at all persuasive, 3% not sure.
- **Lowers health care costs**: 60% very persuasive, 30% somewhat persuasive, 5% not very persuasive, 1% not at all persuasive, 4% not sure.
- **Increases life expectancy**: 56% very persuasive, 34% somewhat persuasive, 5% not very persuasive, 1% not at all persuasive, 4% not sure.
- **Improves access to health care services**: 54% very persuasive, 36% somewhat persuasive, 6% not very persuasive, 2% not at all persuasive, 3% not sure.
- **Keeps people safe at home and in the workplace**: 47% very persuasive, 39% somewhat persuasive, 9% not very persuasive, 2% not at all persuasive, 3% not sure.

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.
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?

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 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)

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.
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?

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.
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)

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.
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)

- Food prices: 72%
- Unhealthy eating patterns/diets: 54%
- Being able to afford enough healthy food for: 48%
- Use of artificial ingredients, colors, flavors: 45%
- Genetically modified food / GMOs / Foods: 41%
- Food waste: 38%
- Hormones or steroids in food: 38%
- The use of pesticides to grow food: 37%
- Not enough healthy food options: 27%
- Antibiotics in food: 25%
- Availability of food in stores: 23%
- Food poisoning (i.e. Salmonella and E. Coli): 20%
- How food producers and farm workers are: 19%
- Animal welfare: 14%
- Other (Please specify): 1%

Source: A ResearchAmerica 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?

- Yes: 27%
- No: 70%
- Not sure: 3%

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?

- Yes: 21%
- No: 78%
- Not sure: 1%

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 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.

<table>
<thead>
<tr>
<th>Word</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAUTIOUS</td>
<td>64%</td>
</tr>
<tr>
<td>HESITANT</td>
<td>47%</td>
</tr>
<tr>
<td>CURIOUS</td>
<td>45%</td>
</tr>
<tr>
<td>CONCERNED</td>
<td>45%</td>
</tr>
<tr>
<td>COSTLY</td>
<td>44%</td>
</tr>
<tr>
<td>SKEPTICAL</td>
<td>41%</td>
</tr>
<tr>
<td>OTIMISTIC</td>
<td>29%</td>
</tr>
<tr>
<td>HOPEFUL</td>
<td>28%</td>
</tr>
<tr>
<td>UNINTERESTED</td>
<td>28%</td>
</tr>
<tr>
<td>OPEN</td>
<td>23%</td>
</tr>
<tr>
<td>WORRIED</td>
<td>20%</td>
</tr>
<tr>
<td>UNIFORMED</td>
<td>19%</td>
</tr>
<tr>
<td>PESSIMISTIC</td>
<td>17%</td>
</tr>
<tr>
<td>EXCITED</td>
<td>14%</td>
</tr>
<tr>
<td>AMAZED</td>
<td>12%</td>
</tr>
<tr>
<td>ENGAGED</td>
<td>9%</td>
</tr>
<tr>
<td>CONFUSED</td>
<td>8%</td>
</tr>
<tr>
<td>DISGUSTED</td>
<td>8%</td>
</tr>
</tbody>
</table>

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.:

- Children eating cheap, unhealthy foods so their families can pay the rent: Very often - 34%, Somewhat often - 55%, Not very often - 5%, Never - 1%, Not sure - 5%
- Seniors having to choose between paying for prescription drugs or paying for food: Very often - 8%, Somewhat often - 35%, Not very often - 34%, Never - 7%, Not sure - 2%
- Health care costs rising because of poor nutrition among people that can't afford healthier food: Very often - 2%, Somewhat often - 53%, Not very often - 34%, Never - 7%, Not sure - 2%
- Seniors who are socially isolated experiencing hunger or poor nutrition: Very often - 9%, Somewhat often - 30%, Not very often - 34%, Never - 7%, Not sure - 1%
- A family goes a whole week without fresh fruits or vegetables: Very often - 0%, Somewhat often - 47%, Not very often - 35%, Never - 11%, Not sure - 2%
- Kids going hungry in the summer because they can’t access school lunches or breakfasts: Very often - 0%, Somewhat often - 47%, Not very often - 35%, Never - 10%, Not sure - 2%
- The only healthy meal a child gets is their school lunch or breakfast: Very often - 0%, Somewhat often - 46%, Not very often - 39%, Never - 8%, Not sure - 2%
- Kids going to bed without having had a healthy meal that day: Very often - 4%, Somewhat often - 38%, Not very often - 38%, Never - 9%, Not sure - 3%
- Children having trouble learning in school because they are hungry: Very often - 5%, Somewhat often - 36%, Not very often - 36%, Never - 11%, Not sure - 5%
- People running out of food toward the end of the month because food stamps or SNAP aren’t enough: Very often - 6%, Somewhat often - 36%, Not very often - 36%, Never - 11%, Not sure - 3%
- Children having to skip meals so their families can pay the rent: Very often - 7%, Somewhat often - 37%, Not very often - 36%, Never - 13%, Not sure - 2%
- Families avoiding food assistance because they’re embarrassed to ask for it: Very often - 9%, Somewhat often - 37%, Not very often - 36%, Never - 16%, Not sure - 2%
- Young adults in the military often struggle with having enough to eat: Very often - 14%, Somewhat often - 28%, Not very often - 28%, Never - 0%, Not sure - 2%

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%)]

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.
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.

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.
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”.

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.
Nearly 7 in 10 care about genetically modified foods

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 feel genetically modified foods will result in...

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

- **Increase the global food supply**: 22% Very likely, 42% Fairly likely, 17% Not likely, 6% Not at all likely, 13% Not sure
- **Lead to more affordably priced food**: 20% Very likely, 36% Fairly likely, 24% Not likely, 9% Not at all likely, 13% Not sure
- **Create problems for the environment**: 22% Very likely, 30% Fairly likely, 23% Not likely, 6% Not at all likely, 15% Not sure
- **Lead to health problems for the population as a whole**: 29% Very likely, 29% Fairly likely, 23% Not likely, 8% Not at all likely, 12% Not sure

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.
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.

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.
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:

- Food cost: 50% (A great deal), 27% (A moderate amount), 10% (Only a little), 9% (Not at all)
- Water quality: 46% (A great deal), 27% (A moderate amount), 11% (Only a little), 10% (Not at all)
- Food availability: 40% (A great deal), 30% (A moderate amount), 13% (Only a little), 10% (Not at all)
- Nutrient content of food: 33% (A great deal), 31% (A moderate amount), 16% (Only a little), 13% (Not at all)

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.
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?

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.
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.?

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.
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?

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

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

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.
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.

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 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?

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 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?

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.

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?

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.

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?

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.
Bipartisan support for measures to improve access to healthy foods

To what extent do you support the following:

- Authorization of pilot programs that provide eligible individuals with medically tailored meals and produce prescriptions:
  - Strongly support: 80%
  - Somewhat support: 64%
  - Strongly oppose: 0%
  - Somewhat oppose: 0%

- Improve data infrastructure to support better tracking of food and nutrition insecurity information:
  - Strongly support: 83%
  - Somewhat support: 68%
  - Strongly oppose: 2%
  - Somewhat oppose: 3%

- Expand nutrition education for doctors and other providers:
  - Strongly support: 84%
  - Somewhat support: 75%
  - Strongly oppose: 0%
  - Somewhat oppose: 1%

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.
Inflation is the top issue facing the U.S.

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

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.
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:

<table>
<thead>
<tr>
<th>Profession</th>
<th>A great deal + fair amount</th>
<th>Not much + none at all</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurses</td>
<td>91%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Doctors</td>
<td>88%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Dietitian/Nutritionist</td>
<td>77%</td>
<td>18%</td>
<td>5%</td>
</tr>
<tr>
<td>Scientists</td>
<td>74%</td>
<td>23%</td>
<td>4%</td>
</tr>
<tr>
<td>K-12 teachers</td>
<td>75%</td>
<td>22%</td>
<td>5%</td>
</tr>
<tr>
<td>Military leaders</td>
<td>69%</td>
<td>27%</td>
<td>3%</td>
</tr>
<tr>
<td>Police officers</td>
<td>67%</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>Public health officials</td>
<td>65%</td>
<td>32%</td>
<td>3%</td>
</tr>
<tr>
<td>College and university</td>
<td>59%</td>
<td>36%</td>
<td>5%</td>
</tr>
<tr>
<td>Religious leaders</td>
<td>53%</td>
<td>43%</td>
<td>5%</td>
</tr>
<tr>
<td>Business leaders</td>
<td>48%</td>
<td>47%</td>
<td>5%</td>
</tr>
<tr>
<td>Elected officials</td>
<td>32%</td>
<td>64%</td>
<td>4%</td>
</tr>
</tbody>
</table>

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.
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?

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 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.?

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.
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.

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 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.
Connect with Us!