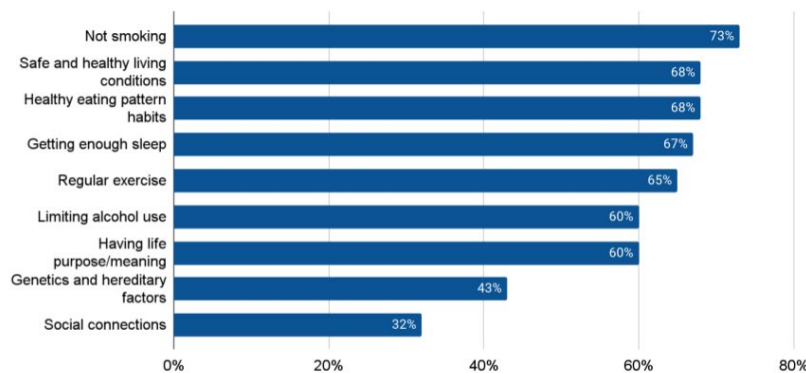


## National Online Survey on Attitudes on Food and Nutrition

Research!America, in partnership with the American Heart Association, commissioned an online survey, conducted by Zogby Analytics, exploring Americans' attitudes on food, diet, health and nutrition. The survey was conducted from 5/30 – 6/3/2024 among 1,001 adults plus an additional 1,205 adults (402 African Americans, 401 Hispanics, 402 Asian Americans) for minority oversampling. The overall margin of error is +/- 3% with a +/- 5% margin of error for the oversampled groups (Subgroup response differences are noted only when statistically significant.)

### Respondents recognize the impact of food and nutrition on health and well-being.

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



Zogby  
Analytics

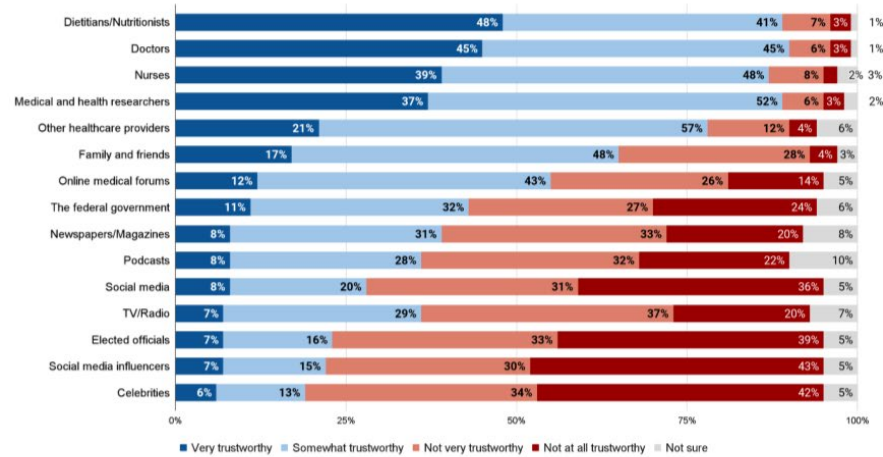
Source: A Research!America poll of U.S. adults conducted in partnership with the American Heart Association and Zogby Analytics in late May, early June 2024.

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- Respondents recognize not smoking (73%), and safe and healthy living conditions (68%), and healthy eating habits (68%) as important factors in improving a person's chance of a long and healthy life.
- In another finding, a very strong majority (94%) think that obesity is a somewhat (41%) or very (53%) serious problem in the U.S.
- When it comes to factors that impact weight, more than half of respondents say that eating pattern/diet (64%) and exercise (53%) contribute a great deal followed by access to food (48%), stress and anxiety (47%), and genetics (33%).

### Respondents trust dietitians and other health care providers for information on diet and nutrition.

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



Zogby  
Analytics

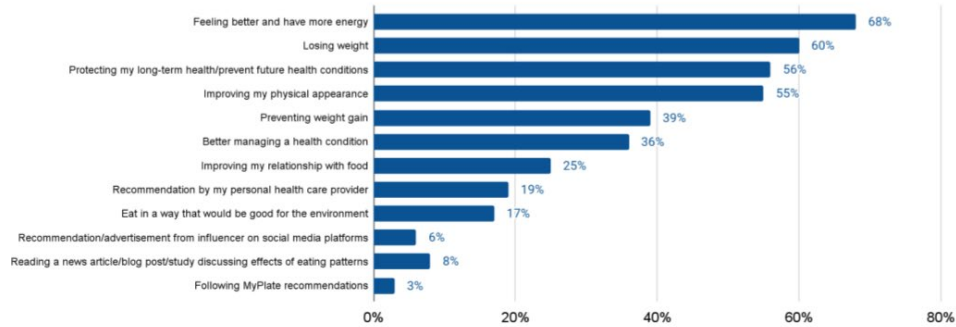
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- Respondents view dietitians/nutritionists as the most trusted source of information on diet with 89% saying they are very trustworthy (48%) or somewhat trustworthy (41%). Doctors, nurses, and medical and health researchers are also highly trusted.
- Despite high level of trust in dietitians/nutritionists, only 17% reported talking with one in the past year. In the past year, more than half (53%) of respondents spoke to their primary care doctor or other health care provider about diet/nutrition, 50% spoke with a relative or friend, and 23% did not speak to anyone about their diet/nutrition.
- Respondents have a great deal or a fair amount of confidence in doctors (91%), nurses (88%), dietitians/nutritionists (77%) acting in their best interest.

**Many factors play into an individual's decision to improve their eating patterns.**

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)



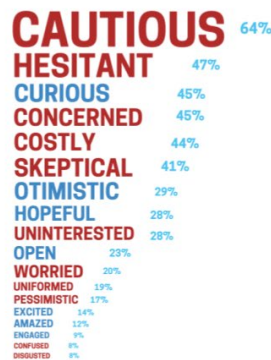
Source: A Research!America poll of U.S. adults conducted in partnership with the American Heart Association and Zogby Analytics in late May, early June 2024.



- Respondents noted the opportunity to feel better and have more energy (68%), lose weight (60%), prevent future health conditions (56%), and improve physical appearance (55%) as top motivators for adopting a new eating pattern or diet. Other motivators include preventing weight gain (39%), improving their relationship with food (25%), and recommendation by their personal health care provider (19%).
- In a related finding, 46% say their doctor or other health care professional has talked with them directly about their eating patterns.

**Respondents are curious (45%) about Ozempic, Wegovy, and other GLP-1 inhibitors, but they are also cautious (64%), hesitant (47%), and concerned (45%).**

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



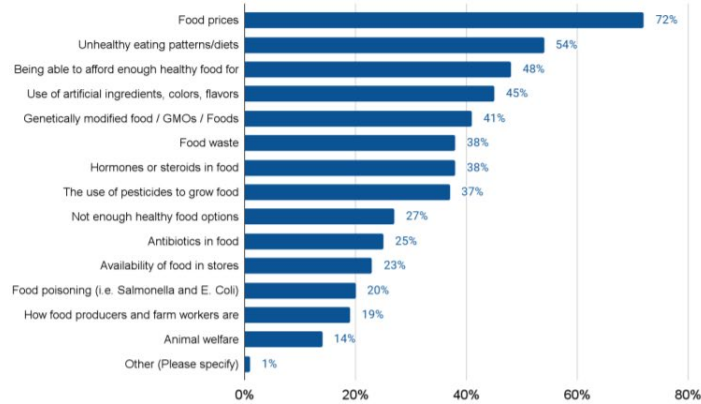
Source: A Research!America poll of U.S. adults conducted in partnership with the American Heart Association and Zogby Analytics in late May, early June 2024.



- Most respondents (70%) have heard of Ozempic, Wegovy, or other similar drugs. Of those who have heard of these drugs, 21% have had a conversation with their doctor or other health care professional about them.

**Food issues facing the nation are mirrored in challenges individuals face.**

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



Zogby Analytics

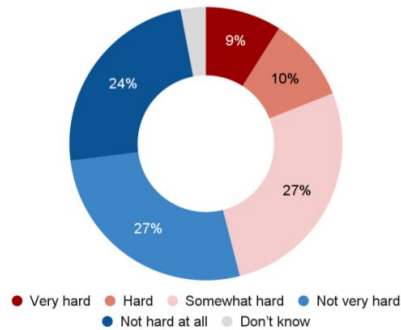
Source: A Research!America poll of U.S. adults conducted in partnership with the American Heart Association and Zogby Analytics in late May, early June 2024.

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- Respondents noted the top five food issues facing the nation: Food prices (72%) tops the list followed by unhealthy eating patterns/diet (54%), inability to afford enough healthy food (48%) use of artificial ingredients (45%), and genetically modified foods (41%).
- Respondents are interested in improving their eating pattern: 77% say they would like to eat a healthier diet.
- When it comes to individuals, the top reported barrier is the same as issues facing the nation: cost. The top reported barriers to eating a healthier diet are the cost of healthy food (44%), stress eating (42%), lack of time to prepare healthy meals (33%) and lack of knowledge of what foods are healthy and how to prepare healthy meals (32%).

**Accessing nutritious foods is a challenge for some respondents.**

## 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?



Zogby Analytics

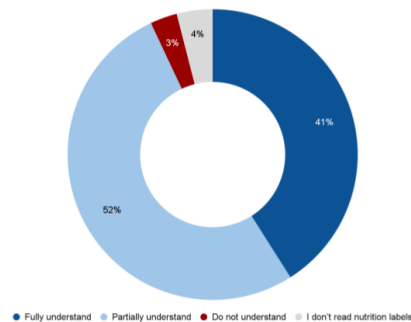
Source: A Research!America poll of U.S. adults conducted in partnership with the American Heart Association and Zogby Analytics in late May, early June 2024.

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- Nearly half (46%) of respondents said that, in the past year, it was at least somewhat hard for them to regularly obtain and eat nutritious foods.
- A striking 21% of respondents said that they or someone close to them has experienced persistent hunger in the past year.
  - Hispanics (32%) and African Americans (27%) were more likely to say they have experienced persistent hunger.
- Half (54%) say we are not making enough progress in making nutritious food accessible and affordable in the U.S.

### Respondents are reading food labels, but they may not fully understand them.

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



Zogby Analytics

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.

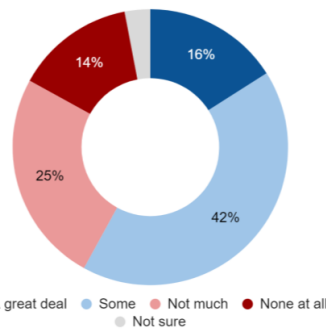
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- Most (85%) say they do pay attention to nutritional information on the labels of food and beverage packages when shopping, at least some of the time.
- But only 41% say that they fully understand the labels they are reading; 52% say they partially understand.

- Respondents aged 18-24 (86%) and those aged 70+ (88%) are less likely to understand nutritional labels.
- When purchasing food, respondents say they will often or always choose to buy food products that are natural (50%), locally grown (48%), no artificial ingredients (44%), no added hormones (44%), raised without antibiotics (43%) organic (39%), and non-GMO (29%) rather than buying a competing product without that label.
  - When it comes to health, respondents have a range of views on whether genetically modified foods are better or worse than foods with no genetically modified (non-GMO) ingredients. 16% say better; 37% say worse; 47% say neither.
  - 67% of respondents care a great deal or some about the issue of genetically modified foods. 29% expressed caring “a great deal” and 38% expressed caring “some.”

**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.?



Zogby Analytics

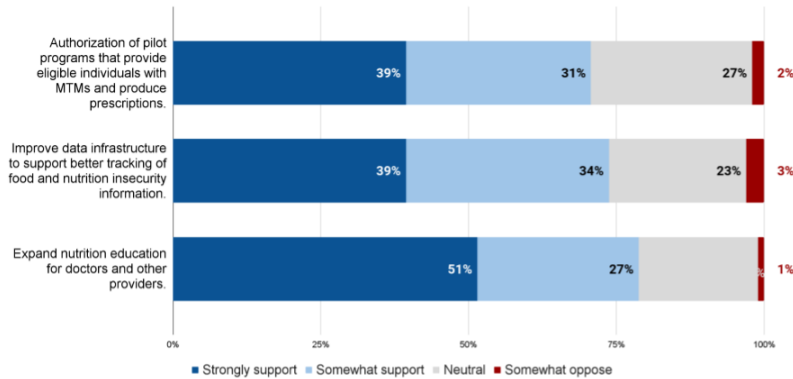
Source: A Research!America poll of U.S. adults conducted in partnership with the American Heart Association and Zogby Analytics in late May, early June 2024.

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- 58% have a great deal of confidence (16%) or some confidence (42%) in the federal government to ensure the safety of the food supply in the U.S.

**Food Is Medicine (FIM) initiatives and related programs lack visibility.**

## To what extent do you support the following:



Zogby  
Analytics

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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- Only 24% of respondents have ever heard of “Food is Medicine” initiatives.
- 22% said they heard of with medically tailored meals (MTMs) and produce prescriptions (PPs).
  - Of those who said they were familiar with MTMs or PPs, 84% think programs like MTMs and PPs are important to improving health.
    - 7 in 10 support authorizing pilot programs that provide eligible individuals with MTMs and PPs. (Democrats 80%, Republicans 64%, Independents 64%).
    - 7 in 10 support improving data infrastructure to support better tracking of food and nutrition insecurity information. (Democrats 83%, Republicans 68%, Independents 66%).
    - Nearly 8 in 10 (77%) support expanding nutrition education for doctors and other providers. (Democrats 84%, Republicans 75%, Independents 74%).