

**About This Survey:** Led by FoodMinds’ Strategic Insights team, the fourth “Food Temperance in America” survey was conducted using Toluna’s social voting community of more than 10 million people between Sept. 7 and Sept. 15, 2016.

The survey tracks opinions on food policy topics among Opinion Leader Shoppers, a group of politically aware and socially active consumers who are registered voters, primary grocery shoppers for their households and engage in at least two of the following socio-political behaviors: communicated with a state, local or national politician about an issue, specifically bought a product or service from a company involved with an issue or a cause you approve of, joined a group, or contributed money to a group to advocate for an issue, contributed to a political candidate or party.

The sample of 684 Opinion Leader Shoppers was balanced on age, gender, income and region. The margin of error for Opinion Leader Shoppers is +/- 3.7 percent, Democratic Opinion Leader Shoppers is +/-5.2 percent and Republican Opinion Leader Shoppers is +/-6.8 percent.

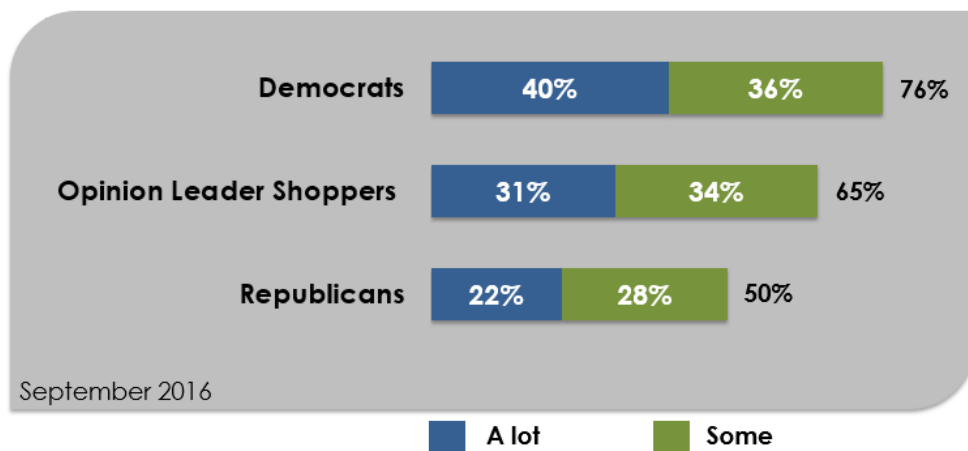
A summary of key findings follows.

**Food, Nutrition, Food Policy and Health Remain High On-the-Radar**

“Food Temperance in America” was conducted in Jan. 2010, Oct. 2010, April 2012 and Sept. 2016. Opinion Leader Shoppers have demonstrated a high degree of awareness of coverage of food policy actions in each wave. However, the perceived level of intensity of obesity issue coverage has waned slightly since the last election cycle.

**Food Policy Issues Should Be Part of the Presidential Debates**

Two out of three Opinion Leader Shoppers and three-quarters of Democrats think food policy issues should be part of the Presidential debates, while half of Republicans express support for including food policy issues in the Presidential debates.



Q: In the Presidential debates and the overall discussion of government policies, the conversation focuses almost exclusively on the economy, jobs, immigration and national security. - The topic of food policy - access to food, food assistance programs, food safety and education on healthy food choices - is rarely discussed. - How much more time and effort do you think should be spent on food policy topics within Presidential debates, and in the overall discussion about government policy actions?

**Should Uncle Sam Intervene?**

After three waves of relatively stable support for increased government intervention to limit the consumption of unhealthy foods, the 2016 wave shows a sharp uptick in Opinion Leader Shoppers’ support of government intervention – from 46 percent to 54 percent. Not surprisingly, Democrats express a much greater level of approval – at 71 percent – than Republicans – at 34 percent – for government intervention to limit the consumption of unhealthy foods.

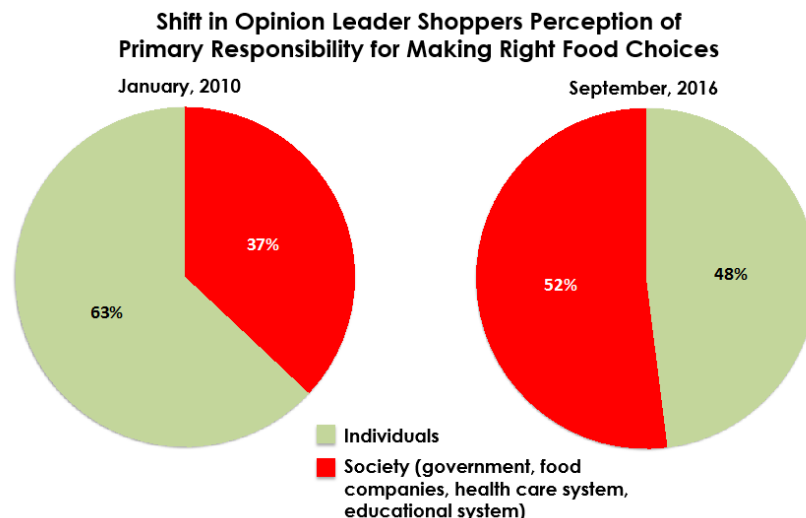
Democrats are more likely to “strongly favor” government intervention and regulations on most food issues including genetically modified organism (GMO) food labeling, defining natural foods, overt identification of bad foods to avoid, and laws that prevent companies from using health claims to market food products.

Republicans most strongly oppose tax-based food policies, and most strongly support banning SNAP program (food stamp) purchase of high calorie, low-nutrient foods.

Among Opinion Leader Shoppers, Democrats and Republicans, there is an overall preference for education on healthy diet, rather than restricting policies. However, the proportion of Opinion Leader Shoppers open to the idea of restrictions and warnings has doubled since 2012 from 16 percent to 30 percent. Democrats are more open than Republicans to possible restrictions and warnings.

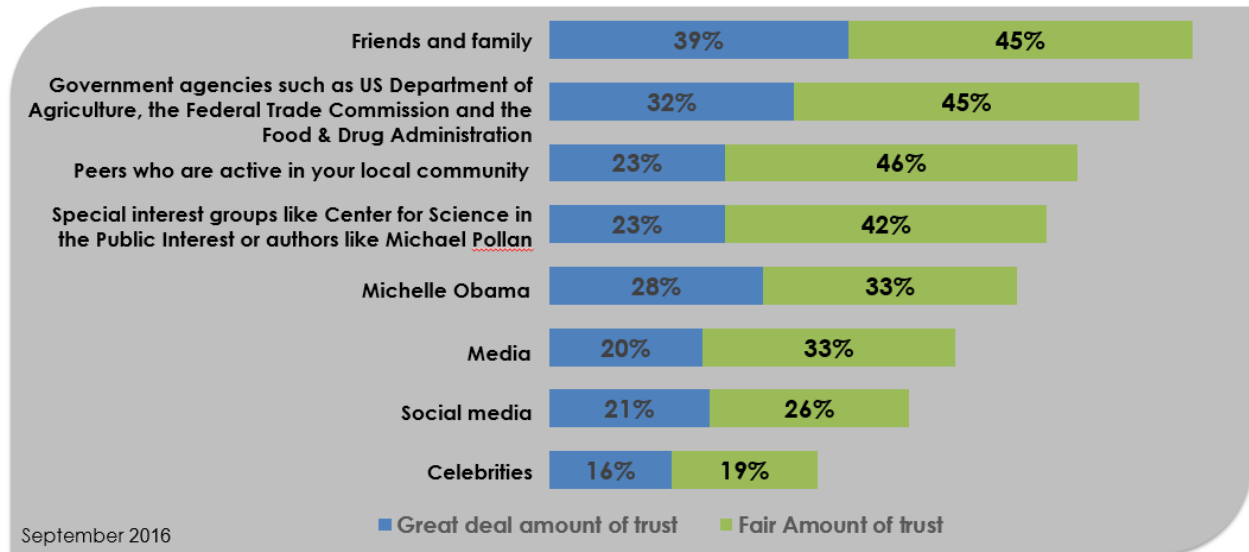
**Assigning Responsibility for Food Choices: A Notable Shift**

A plurality (48 percent) of Opinion Leader Shoppers believe individuals hold the primary responsibility for making the right food choices. Since the FoodMinds Food Temperance Survey was first fielded in January 2010, there has been a steady shift in perceived responsibility *away* from the individual and *toward* other parts of society including food companies, the government, the health care system and the education system. During this six-year time frame, there has been a 15-point change among Opinion Leader Shoppers, with more than 50 percent of such shoppers now believing the primary responsibility for making the right food choices lies with society rather than the individual. While Republican Opinion Leader Shoppers are more likely to place responsibility on the individual compared to Democrats, the percent of Republicans focused on individual responsibility dropped from 67 percent in 2012 to 59 percent in 2016.



Who Do We Trust?

“Friends & family” ranked first when respondents were asked to rate their level of trust in the following sources to provide them with reliable and useful information about nutrition and health:



% responding "great deal of trust" and "fair amount of trust" on a four point scale: 4-a great deal, 3-a fair amount, 2-not very much, 1-none at all

As Decision 2016 nears, it is eminently clear that Democrats, Republicans and Independents must engage in the food policy debate to ensure America’s current and future political leaders consider the full range of opinions on policies to improve health and curb obesity.

FoodMinds, a food and nutrition consulting company, keeps its finger-on-the-pulse of Opinion Leader Shoppers to help clients navigate shifts in consumer sentiment that may affect marketing potential. For more information about this survey, contact:

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**About FoodMinds:** FoodMinds, a division of PadillaCRT, is a food and nutrition communications and consulting company that is boldly transforming the way the world thinks about food, nutrition and health. With offices in Chicago, Washington, DC and San Francisco, FoodMinds expertly navigates science, public affairs and communications to create breakthrough strategies and help clients tell a better story. The firm has nearly 40 employees, including 17 registered dietitians, and a global network of 40 nutrition affairs experts. For more information, visit [www.foodminds.com](http://www.foodminds.com).