PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos What the Future: Food Survey

Topline Findings

New York, October 17, 2024 — *These are the findings of an Ipsos poll conducted between August 29 – 30, 2024, for the [What the Future: Food issue](). For this survey, a sample of 1,120 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.6 percentage points for all respondents.*

For full results, please refer to the following annotated questionnaire:

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Full Annotated Questionnaire

1. Which of the following best describes your diet:

	Total (N=1,120)
You regularly eat both animal and non-animal products (omnivorous)	82%
You do not eat meat, but do eat other animal products (e.g. eggs, cheese, milk) (vegetarian)	3%
You do not eat any animal products at all (vegan)	2%
You only occasionally eat meat or fish (flexitarian)	11%
You do not eat meat but do eat fish (pescatarian)	2%

2. How would you describe how you make food choices?

	Total
I limit the amount of processed foods I eat	52%
I prioritize organic foods or those that minimize use of chemicals or pesticides	20%
I follow a diet to manage a health condition (e.g., diabetes, blood pressure, cholesterol, gluten-free)	19%
I prioritize foods that are produced more sustainably	19%
I track calories or nutrients/macros to manage my weight	18%
I sometimes fast to lose weight	17%
I prioritize non-GMO foods	15%
I avoid certain foods because of allergies	12%
I prioritize plant-based foods to reduce greenhouse gas emissions	10%
I avoid animal-based foods	5%
I follow a diet to comply with my religion	4%

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3. Looking into next decade, do you think the following will get better or worse, or will they stay the same?

Total Will Get Better Summary

	Total
The quality of the food I eat	33%
My access to healthy food	33%
The variety of food I can buy	33%
The quality of food	28%
The environmental impact of the food I eat	27%
The cost of the food I eat	21%

a. The quality of food

	Total
Will get much better	9%
Will get somewhat better	19%
Will stay the same	42%
Will get somewhat worse	24%
Will get much worse	6%
Will Get Better (Net)	*28%*
Will Get Worse (Net)	*30%*

b. The cost of the food I eat

	Total
Will get much better	6%
Will get somewhat better	14%
Will stay the same	19%
Will get somewhat worse	39%
Will get much worse	22%
Will Get Better (Net)	*21%*
Will Get Worse (Net)	*60%*

c. The quality of the food I eat

	Total
Will get much better	10%
Will get somewhat better	23%
Will stay the same	43%
Will get somewhat worse	18%
Will get much worse	6%
Will Get Better (Net)	*33%*
Will Get Worse (Net)	*24%*

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3. Looking into next decade, do you think the following will get better or worse, or will they stay the same? *(Continued)*

   d. My access to healthy food

	Total
Will get much better	9%
Will get somewhat better	24%
Will stay the same	46%
Will get somewhat worse	17%
Will get much worse	5%
Will Get Better (Net)	*33%*
Will Get Worse (Net)	*21%*

   e. The environmental impact of the food I eat

	Total
Will get much better	8%
Will get somewhat better	19%
Will stay the same	47%
Will get somewhat worse	20%
Will get much worse	6%
Will Get Better (Net)	*27%*
Will Get Worse (Net)	*26%*

   f. The variety of food I can buy

	Total
Will get much better	10%
Will get somewhat better	23%
Will stay the same	45%
Will get somewhat worse	17%
Will get much worse	6%
Will Get Better (Net)	*33%*
Will Get Worse (Net)	*23%*

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4. How much do you agree or disagree with the following statements?

Total Agree Summary

	Total
I have a good understanding of what "processed foods" means	88%
I love trying new foods	77%
I see a lot of conflicting information about what is healthy to eat	75%
I spend a lot of time thinking about the foods I eat	52%
I don't know who to trust about nutrition and wellness information	51%
I am a picky eater	37%

a. I don't know who to trust about nutrition and wellness information

	Total
Strongly agree	15%
Somewhat agree	36%
Somewhat disagree	28%
Strongly disagree	17%
Don't know	5%
Agree (Net)	*51%*
Disagree (Net)	*44%*

b. I see a lot of conflicting information about what is healthy to eat

	Total
Strongly agree	24%
Somewhat agree	52%
Somewhat disagree	16%
Strongly disagree	6%
Don't know	3%
Agree (Net)	*75%*
Disagree (Net)	*22%*

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4. How much do you agree or disagree with the following statements? *(Continued)*

c. I have a good understanding of what "processed foods" means

	Total
Strongly agree	42%
Somewhat agree	46%
Somewhat disagree	8%
Strongly disagree	2%
Don't know	2%
Agree (Net)	*88%*
Disagree (Net)	*10%*

d. I am a picky eater

	Total
Strongly agree	13%
Somewhat agree	24%
Somewhat disagree	28%
Strongly disagree	34%
Don't know	1%
Agree (Net)	*37%*
Disagree (Net)	*62%*

e. I spend a lot of time thinking about the foods I eat

	Total
Strongly agree	17%
Somewhat agree	35%
Somewhat disagree	32%
Strongly disagree	15%
Don't know	2%
Agree (Net)	*52%*
Disagree (Net)	*47%*

f. I love trying new foods

	Total
Strongly agree	38%
Somewhat agree	38%
Somewhat disagree	17%
Strongly disagree	6%
Don't know	1%
Agree (Net)	*77%*
Disagree (Net)	*22%*

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5. To what extent do you agree or disagree with the following statements?

Total Agree Summary

	Total
Obesity is a major health problem in the U.S. today	93%
New medications show potential to treat obesity	68%
Obesity is a disease	67%
Obesity can only be solved with diet and exercise	60%
If a medication proved to be a safe and effective weight loss treatment I would be interested in taking it	48%

a. Obesity is a disease

	Total
Strongly agree	30%
Somewhat agree	37%
Somewhat disagree	17%
Strongly disagree	8%
Don't know	8%
Agree (Net)	*67%*
Disagree (Net)	*25%*

b. Obesity is a major health problem in the U.S. today

	Total
Strongly agree	61%
Somewhat agree	32%
Somewhat disagree	3%
Strongly disagree	1%
Don't know	2%
Agree (Net)	*93%*
Disagree (Net)	*4%*

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5. To what extent do you agree or disagree with the following statements? *(Continued)*

c. Obesity can only be solved with diet and exercise

	Total
Strongly agree	21%
Somewhat agree	39%
Somewhat disagree	27%
Strongly disagree	7%
Don't know	6%
Agree (Net)	*60%*
Disagree (Net)	*34%*

d. New medications show potential to treat obesity

	Total
Strongly agree	21%
Somewhat agree	47%
Somewhat disagree	11%
Strongly disagree	5%
Don't know	16%
Agree (Net)	*68%*
Disagree (Net)	*16%*

e. If a medication proved to be a safe and effective weight loss treatment I would be interested in taking it

	Total
Strongly agree	17%
Somewhat agree	31%
Somewhat disagree	22%
Strongly disagree	22%
Don't know	8%
Agree (Net)	*48%*
Disagree (Net)	*44%*

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6. **[ASKED IF OVER 21]** When socializing with others, how often, if at all, do you incorporate alcoholic beverages in the following situations?

Total Always/Often Summary

	Total (N=1,103)
To celebrate milestones or important moments (e.g., birthdays, anniversaries, promotions, graduations)	41%
As part of structured get-togethers (e.g. regular happy hours, game nights, brunches, book club)	31%
To connect with others informally (meeting for coffee or a meal)	25%
[ASKED IF FULL TIME OR PART TIME EMPLOYED] At work-related dinners	23%
To build closer community (e.g. neighborhood block parties, volunteering)	19%

a. To celebrate milestones or important moments (e.g., birthdays, anniversaries, promotions, graduations)

	Total
Always	15%
Often	26%
Sometimes	31%
Rarely	11%
Never	17%
Always/Often (Net)	*41%*
Rarely/Never (Net)	*28%*

b. To connect with others informally (meeting for coffee or a meal)

	Total
Always	7%
Often	18%
Sometimes	31%
Rarely	20%
Never	24%
Always/Often (Net)	*25%*
Rarely/Never (Net)	*44%*

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6. **[ASKED IF OVER 21]** When socializing with others, how often, if at all, do you incorporate alcoholic beverages in the following situations? *(Continued)*

c. As part of structured get-togethers (e.g. regular happy hours, game nights, brunches, book club)

	Total
Always	10%
Often	21%
Sometimes	28%
Rarely	18%
Never	23%
Always/Often (Net)	*31%*
Rarely/Never (Net)	*41%*

d. To build closer community (e.g. neighborhood block parties, volunteering)

	Total
Always	5%
Often	14%
Sometimes	27%
Rarely	23%
Never	31%
Always/Often (Net)	*19%*
Rarely/Never (Net)	*54%*

e. **[ASKED IF FULL TIME OR PART TIME EMPLOYED]** At work-related dinners

	Total (N=509)
Always	8%
Often	15%
Sometimes	26%
Rarely	22%
Never	28%
Always/Often (Net)	*23%*
Rarely/Never (Net)	*51%*

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7. On average, how often, if at all, during the week does your child eat school-provided meals?

Base: Parent of child ages 5-17

	Total (N=239)
Daily	41%
2-3 times per week	25%
Once or less per week	7%
Only if they like what is being offered	12%
Never	16%

8. Please indicate how much you agree or disagree with each of the following statements.

Base: Did not select "Never" in Q7

Total Agree Summary

	Total (N=196)
My child's school tries to reduce sugar, salt, or overprocessed foods in meals	75%
I'm satisfied with my child's school's variety of dietary alternatives (e.g. vegetarian, gluten-free, cultural or religious requirements, allergy-free)	73%
My student likes the foods their school is offering	72%
I'm satisfied with the nutritional quality of my child's school's meals	68%
My child's school overreacts to food allergies	34%

a. My child's school overreacts to food allergies

	Total
Strongly agree	12%
Somewhat agree	22%
Somewhat disagree	43%
Strongly disagree	23%
Agree (Net)	*34%*
Disagree (Net)	*66%*

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8. Please indicate how much you agree or disagree with each of the following statements. *(Continued)*

b. I'm satisfied with my child's school's variety of dietary alternatives (e.g. vegetarian, gluten-free, cultural or religious requirements, allergy-free)

	Total
Strongly agree	17%
Somewhat agree	56%
Somewhat disagree	17%
Strongly disagree	10%
Agree (Net)	*73%*
Disagree (Net)	*27%*

c. My child's school tries to reduce sugar, salt, or overprocessed foods in meals

	Total
Strongly agree	20%
Somewhat agree	55%
Somewhat disagree	21%
Strongly disagree	4%
Agree (Net)	*75%*
Disagree (Net)	*25%*

d. I'm satisfied with the nutritional quality of my child's school's meals

	Total
Strongly agree	18%
Somewhat agree	50%
Somewhat disagree	22%
Strongly disagree	10%
Agree (Net)	*68%*
Disagree (Net)	*32%*

e. My student likes the foods their school is offering

	Total
Strongly agree	18%
Somewhat agree	54%
Somewhat disagree	17%
Strongly disagree	11%
Agree (Net)	*72%*
Disagree (Net)	*28%*

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9. How interested, if at all, are you in eating alternative proteins (soy-based, cultured, bean-based, etc.) regularly as part of your diet?

	Total
Very interested	13%
Somewhat interested	32%
Not very interested	21%
Not at all interested	28%
I already do this	6%
Interested (Net)	*45%*
Not Interested (Net)	*49%*

10. How, if at all, has your interest in eating alternative proteins (soy-based, cultured, bean-based, etc.) increased or decreased in the past year?

   Base: Did not select "Not at all interested" in Q9

	Total (N=779)
Increased significantly	11%
Increased slightly	23%
No change	59%
Decreased slightly	6%
Decreased significantly	1%
Increased (Net)	*34%*
Decreased (Net)	*6%*

11. Please indicate how much you agree or disagree with each of the following statements about store brand or private label foods.

   Total Agree Summary

	Total
I am willing to purchase private label brands if my usual brand is out of stock	88%
They are more affordable	84%
The quality is just as good or better than name brands	80%
I prefer to buy brand name foods I trust	77%
I am buying more private label products now than I did last year	58%

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11. Please indicate how much you agree or disagree with each of the following statements about store brand or private label foods. *(Continued)*

a. They are more affordable

	Total
Strongly agree	32%
Somewhat agree	53%
Somewhat disagree	13%
Strongly disagree	3%
Agree (Net)	*84%*
Disagree (Net)	*16%*

b. The quality is just as good or better than name brands

	Total
Strongly agree	20%
Somewhat agree	60%
Somewhat disagree	18%
Strongly disagree	2%
Agree (Net)	*80%*
Disagree (Net)	*20%*

c. I am willing to purchase private label brands if my usual brand is out of stock

	Total
Strongly agree	28%
Somewhat agree	60%
Somewhat disagree	10%
Strongly disagree	2%
Agree (Net)	*88%*
Disagree (Net)	*12%*

d. I prefer to buy brand name foods I trust

	Total
Strongly agree	20%
Somewhat agree	57%
Somewhat disagree	19%
Strongly disagree	4%
Agree (Net)	*77%*
Disagree (Net)	*23%*

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11. Please indicate how much you agree or disagree with each of the following statements about store brand or private label foods. *(Continued)*

e. I am buying more private label products now than I did last year

	Total
Strongly agree	18%
Somewhat agree	41%
Somewhat disagree	35%
Strongly disagree	7%
Agree (Net)	*58%*
Disagree (Net)	*42%*

12. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right.

	Total
I am willing to use less water to protect the food supply	71%
Farmers should find ways to use less water	29%

	Total
I want to enjoy eating the foods I like, such as meat, without worrying about the environmental impact	70%
I consider the environmental impact of the foods I eat, and try to limit items, like meat, that have a negative impact	30%

	Total
When I buy and prepare foods, I prioritize convenience	65%
When I buy and prepare foods, I prioritize sustainability	35%

	Total
I just buy the food I want or need	51%
I stick to a budget for the food I buy	49%

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12. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right. *(Continued)*

	Total
Most of my socializing includes eating or drinking (going out for meals or drinks)	54%
I tend to socialize in other ways that don't center on eating and drinking	46%

	Total
I only trust foods that are naturally occurring	71%
I trust foods that are developed or created through science	29%

	Total
The government should subsidize family farms more than corporate industrial farms	68%
The government should subsidize whatever farms feed the most people	32%

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About the Study

These are some of the findings of an Ipsos poll conducted between August 29 – 30, 2024. For this survey, a sample of 1,120 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample was randomly drawn from Ipsos' online panel, partner online panel sources, and "river" sampling and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2021 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.6 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,120, DEFF=1.5, adjusted Confidence Interval=+/- 5.1 percentage points).

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About Ipsos

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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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