

NPD GROUP SHOWS DINERS' ATTITUDES DON'T MATCH THEIR BEHAVIORS

A study by The NPD Group showed that specific food or beverage ingredients do not significantly influence consumer choices of restaurant and menu items. The research indicates that only a small percentage of consumers are actually reviewing nutritional information at restaurants for calories (20 percent), fats/oils (13 percent), salt (12 percent) or sugar (10 percent) to inform their decisions when dining out.

NPD RESEARCH SHOWED THAT CONSUMERS ARE MAKING A CONSCIOUS EFFORT TO LIVE A HEALTHIER LIFESTYLE, AND THEY ARE LOOKING FOR PRODUCTS MADE WITH LESS SUGAR AND FATS/OILS.

- 51 percent of consumers say they have tried to minimize or eliminate their use of a food and beverage, or food ingredient, in the past six months.
- Top foods/beverages that consumers are trying to avoid include soda/pop/ carbonated soft drinks, sugar and fat/oils; each was named by at least 10 percent of consumers in unaided questioning, while HFCS was mentioned by fewer than 1 percent.

THE STUDY FOUND THAT CONSUMER ATTITUDES ABOUT AVOIDING MENU ITEMS WHEN DINING OUT ARE INCONSISTENT WITH THEIR CONCERNS ABOUT CERTAIN FOODS.

- 35 percent of consumers said their concern over fried foods would influence what they eat at their usual restaurant. Yet only 8 percent of consumers said they always consider avoiding fried foods when they eat out.

THE STUDY SHOWED THAT SPECIFIC TYPE OF SWEETENERS IS FAR FROM A TOP-OF-MIND CONCERN. HFCS-FREE INGREDIENTS DO NOT DRIVE INTEREST IN A CONSUMER'S RESTAURANT CHOICE.

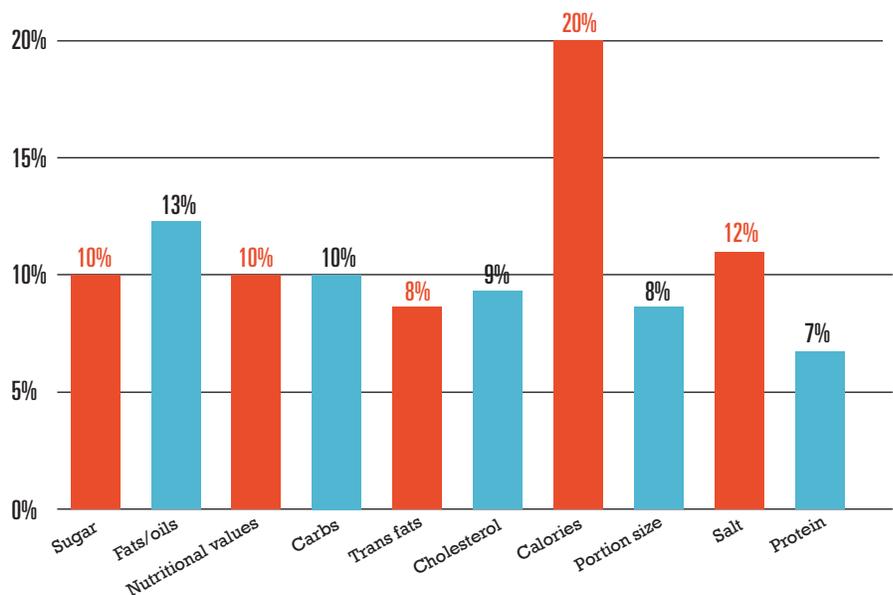
- 4 percent of consumers specifically visit a restaurant because it has removed HFCS from a menu item.
- 3 percent of consumers find a restaurant more appealing because the restaurant has removed HFCS from a menu item.

This study further supports the new discussion about sweeteners, which is driven by the finding that American consumers are much more concerned about total sugars in their diet than about any specific sweetener.

SURVEY METHODOLOGY

The research was commissioned by the Corn Refiners Association and conducted by The NPD Group. NPD surveyed 2,829 family and casual-dining visitors (adults 18+). Respondents were queried on past three-month restaurant visits; awareness of and attitudes toward health and nutrition at restaurants; awareness and attitudes concerning key foods, beverages and ingredients; and attitudes toward HFCS. Aided questioning presents respondents a list of food types and ingredients. Unaided questioning enables consumers to provide unprompted, top-of-mind opinions or statements.

TYPES OF HEALTH OR NUTRITION-RELATED INFORMATION CONSUMERS LOOK FOR WHEN DINING OUT



Q.7 When dining out, do you use the menu, web and/or a mobile app to learn more about the health or nutrition-related qualities of the restaurant's food? Q.8 What types of health or nutrition-related information are you looking for?

ABOUT NPD GROUP:

The NPD Group, founded in 1966, is the leading global provider of consumer and retail market research solutions for a wide range of industries. NPD offers consumer behavior and point-of-sale information and industry expertise across more industries than any other market research company.