

Consumer On-Line Research Results



An on-line research study to evaluate nutritional information for fresh meat products. Prepared for the National Cattlemen's Beef Association, Food Marketing Institute and National Pork Board.

June 2001



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Background

- **Online interviewing conducted with sample of U.S. primary grocery shoppers matched to national demographics**
- **730 interviews conducted between June 13 and June 18, 2001**
- **Purpose: to better understand the role of nutrition information in consumer purchase decisions for fresh meat and to determine the optimal way to communicate nutritional information about fresh meat to interested consumers**
- **Results are accurate within plus or minus 3.7 percentage points at the 95% confidence level**
- **Conducted by Shugoll Research**

Consumer On-Line Results

- About 1/4 to 1/3 of consumers frequently read meat nutrition labels and use nutritional information when making purchase decisions.
 - These consumers have a strong desire for additional nutritional information.
- Consumers are most interested in fat, saturated fat, cholesterol, sodium and other content that they may need to control as part of a special diet.
 - Also interested in vitamin and mineral levels.

Consumer On-Line Results

- Most consumers prefer not to see the listing of vitamins and minerals with a 0% presence in the product. They would like to see labels that show the presence of other micronutrients not currently covered by federal standards so they know what is in the product.
- Consumers currently use labels most often to learn about the nutritional content of meat products because there is higher awareness for labels than for posters or take-home brochures.

Consumer On-Line Results

- Opinions are mixed as to what size and shape of nutritional label is most preferred.
 - Regardless of label size and format, it is important to minimize the amount of product covered by the label.

Need more Information?

Please contact the National Cattlemen's
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