



National Fiber Council

U.S. Consumer Survey on Dietary Fiber

METHODOLOGY:

The National Fiber Council (NFC) commissioned the Opinion Research Corporation to conduct an Omnibus survey to determine how much Americans really know about fiber, as well as their perceptions and usage. These findings represent results from a Random Digital Dial (RDD) telephone survey conducted among a national probability sample of 1,021 adults comprised of 504 men and 517 women 18 years of age and older, living in private households in the continental United States. The field was then weighted to 1,000 respondents representative of American households. Interviews were completed March 29-April 1, 2007.

Americans and their health ...

- 85 percent of Americans claim to be in good health, yet only slightly more than half (58 percent) reported that they regularly work out
- Survey respondents attributed their good health to reading food labels (72 percent), avoiding foods high in fat (68 percent), eating foods high in fiber (65 percent) and taking vitamins and/or supplements (63 percent), to name a few
- More than a quarter (28 percent) of those claiming to be in good health also reported that they are overweight
- When asked about dieting, one-third of those surveyed reported that they go off a diet within three months of starting

When do Americans get their fiber ...

- 42 percent of respondents cited breakfast as the meal during which they consume the most fiber, followed closely by dinner (32 percent). Lunch was a distant third, receiving 18 percent of the vote

America's fiber gap ...

- A reported 65 percent of those surveyed try to eat foods that are high in fiber, yet more than two-thirds of all respondents (88 percent) did not know the number of grams of fiber recommended per day for a healthy body. The NFC recommends 32 grams per day
- 29 percent believe adults should consume 20 or fewer grams of fiber per day
- 62 percent of those surveyed believe they consume fiber through meat
Note: There is no fiber in meat. Fiber can only be derived from plant products

The health benefits of fiber ...

- 76 percent associated fiber with lowering cholesterol
- 64 percent are aware that fiber can help with diabetes prevention
- Americans 25-34 years old were 9.5 percent more likely to correctly identify the health benefits of fiber than 18-24 year olds

Fiber and weight management ...

- 78 percent of those surveyed recognized that fiber keeps you full, while 72 percent agreed that fiber helps with weight management
- Women are more likely to monitor their fiber intake for weight management. 47 percent of women include fiber in their daily food choices to control weight versus 39 percent of men who take fiber for the same reason

Fiber and food labels ...

- 72 percent of respondents reported that they read food labels. Of those surveyed, 61 percent rated saturated fat as an important item on the label. 48 percent gave fiber the same distinction
- However, 50 percent of households with children under the age of 12 list dietary fiber as very important or the most important item on a food label. This number decreases slightly (44 percent) among families with children between the ages of 12 and 17
- Women reportedly read food labels for dietary fiber more often than men. Of the survey respondents, 52 percent of women consider dietary fiber very important or the most important on a food label, versus 45 percent of the men

About the National Fiber Council

The NFC is a primary credible resource for information on the benefits of dietary fiber for consumers, media and health care professionals. [Click here for the NFC Spring 2007 Survey Results News Release](#) For more information, visit www.nationalfiberCouncil.org or contact Mavourneen Ryan, MS&L Public Relations at (312) 861-5247, Mavourneen.Ryan@mslpr.com.