



To understand how eating habits have been affected by the economic crisis, Wasa Crispbreads commissioned a survey regarding attitudes and behaviors as they relate to snacking. According to the study, American's diets have taken an unhealthy turn, and even though people know they should be eating healthier, they are still succumbing to mental cravings that they *think* will make them feel better. While Americans may be willing to give up most anything to make ends meet, there are significant sacrifices being made in health and satisfaction:

SURVEY

METHODOLOGY:

The Wasa Snacking Satisfaction Survey was conducted by Kelton Research from February 10th – 23rd, 2009, using Random Digit Dialing of listed and unlisted numbers. Quotas are set to ensure reliable and accurate representation of the total U.S. population ages 18 and over. More than 1,000 people were surveyed.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

Nearly one in four Americans (50 million people*) admit they have been eating less healthy than normal during the last six months due to the economy

An Unhealthy Turn:

- Sixty-four percent of Americans who eat when they are stressed reach for junk foods - likely the saltiest, sweetest or highest-calorie options
- While more women than men (26% vs. 18%) have indulged in more unhealthy foods than usual because of economic stress in the last six months, more men than women (40% vs. 34%) reach for junk food when snacking
- 64% of Americans think being mentally satisfied is just as important as being physically satisfied

Approximately 155 million adults* eat when they are experiencing stress

Healthy Preferences:

- 63% of Americans confess they're not as healthy as they'd like to be
- 79% of Americans would rather have a food with health benefits than an indulgence (like ice cream or cookies) if they were stranded on a desert island
- More women than men report improved physical health (57% vs. 49%), increased energy (54% vs. 45%) and enjoyment (51% vs. 42%) when they eat healthy foods

- Women are more likely than men to say eating healthfully makes them more physically attractive (60% vs. 53%) and helps them to be more confident (56% vs. 49%)
- More women than men (76% vs. 57%) strongly agree that they feel better about themselves when they eat healthy foods

Lacking Variety

- There are roughly 45 million adults* with a desire to add variety to their eating habits
- 20% of Americans don't have as much variety in the food they eat as they would like
- 92% of Americans are trying to add more nutrients or ingredients to their diets, such as fiber and whole grains

77% of snackers find it a challenge to incorporate more healthy foods into their diets

A Crunchy Solution

- 56% of snackers say crunchy foods leave them feeling most satisfied, while soft foods come in a far second at 20%
- 35% of Americans who like crunchy foods eat them because it feels like they're eating something substantial
- 65% of Americans who eat crackers prefer them as a foundation for different dips, spreads and toppings, rather than a standalone food
- Men are more likely than women (69% vs. 61%) to get more creative with their crackers and prefer to dress them up with dips, spreads and toppings

**Approximation based on the estimated 225 million adults ages 18 and older currently living in the United States*