



2021

# WHOLE GRAINS CONSUMER INSIGHTS SURVEY

# Executive Summary

The Oldways Whole Grains Council's 2021 Whole Grains Consumer Insights Survey was conducted to answer key questions about whole grain consumption, and consumer knowledge and habits around whole grains. The survey also examined consumer recognition and attitudes toward the Whole Grain Stamp. This was the third time the Oldways Whole Grains Council has surveyed American consumers to better understand the whole grain landscape in the US.

This year's online survey of 1,505 Americans, ages 18 to 88, was nationally census-representative for age, gender, race/ethnicity, region, and income. Of all respondents, 75% reported that they are the primary food purchaser for their household and 25% make about half the food purchasing decisions for their household. The survey was conducted from May 10–12, 2021.

The most significant findings from this year's survey are centered on:

- Whole grain consumption: how often consumers choose whole grains, why consumers choose whole grains (or not), familiarity with different whole grains, when and where are consumers are most likely to eat whole grains, and which types of food are most often consumed in whole grain form
- The impact of the pandemic on eating and cooking habits
- How sustainability and environmental considerations influence food choices/diet
- Awareness of sprouted grains and their associated benefits
- Knowledge of gluten and who must avoid it

- The importance of clear whole grain labeling and the impact of third-party certifications
- Trust, recognition, and understanding of the Whole Grain Stamp

Some of this year's most compelling findings include:

### **More than half of Americans say they choose whole grain options at least half the time.**

Since 2005, the Dietary Guidelines for Americans have encouraged all of us to make at least half our grains whole. According to our survey data, 59% of Americans are meeting this goal, with 26% of consumers telling us they nearly always choose whole grains whenever they are available. These figures are even higher among younger generations, with 64% of Gen Z and Millennial consumers making half their grains whole. Additionally, 67% of parents of young children (age 0–12), and 74% of health-conscious consumers choose whole grains at least half the time.

### **Whole grain consumption continues to grow despite the media hype about low-carb and grain-free fad diets.**

Fad diets that involve low- or no-carb eating patterns may be grabbing headlines, but the reality is that 95% of consumers tell us their whole grain consumption has either increased or is holding steady compared with five years ago. Interestingly, while we often assume that low-carb dieters have lower whole grain consumption, those who say they avoid carbs are more likely to also tell us they look for whole grains when shopping. Those who say they avoid carbs are

also more likely to say they nearly always choose whole grain options and more likely to tell us their whole grain intake has increased in the last five years. This may indicate that people are differentiating based on the nutritional quality of different carbohydrate sources and gravitating toward high-quality carbs, like whole grains.

### **The number of consumers who say taste is a barrier to eating more whole grains is decreasing.**

While health remains the leading reason (82%) for choosing whole grains, it's not the only one. Today, more people consider the flavor of whole grains to be a benefit (38%) than a barrier (33%), and the percentage of those who cite taste as a barrier has fallen significantly since our last survey. In 2021, 33% say taste is a barrier, compared with 42% in 2018. Of those who say they nearly always choose whole grains, 45% see taste as a benefit and only 18% see it as a barrier, suggesting that the more exposure you have to whole grains, the more you come to appreciate the nuttier, more robust flavors.

### **Half of American consumers are eating more home-cooked meals as a result of the pandemic.**

Our survey data show that the vast majority of consumers (88%) are most likely to consume whole grains when eating at home. With half of American consumers reporting that they are eating more home-cooked meals as a result of the pandemic, it may be no surprise that 1 in 5 consumers tells us they are also eating more whole grains now than they did before the pandemic.

## **Increasingly, sustainability is a motivation for choosing whole grains.**

Two-thirds of consumers consider whole grains to be sustainable and environmentally friendly.

In 2018, when we asked if sustainability was one of the reasons people choose whole grains, just 12% of consumers said yes. Today, 19% say sustainability is a factor in choosing whole grains, and among young consumers (Gen Z and Millennials) this is an even stronger motivator, with 26% citing sustainability in their decision making.

## **About a quarter of consumers know about sprouted grains and seek them out.**

This figure is even higher among plant-based eaters (vegans, vegetarians, pescatarians, and those who follow a plant-based diet) (47%) and parents of young children (age 0–12) (42%). Shoppers choose sprouted grains for their flavor and taste (58%) as well as their digestibility (44%) and nutritional characteristics (such as the increased bioavailability of nutrients) (41%).

## **There continues to be a lot of confusion about gluten.**

About half of American consumers have some idea what gluten is, but very few (7%) can fully define it correctly. Although one quarter of consumers told us they have cut back on gluten, 92% of people say they eat gluten some or all of the time, meaning that they are not following a true gluten-free diet. Only 1.84% of consumers told

us they avoid gluten entirely due to a medical diagnosis, which lines up with the estimated prevalence of celiac disease in the general population.

## **Third-party packaging symbols like the Whole Grain Stamp boost consumer confidence and provide important information to consumers.**

About two-thirds of consumers say seeing third-party labeling on foods gives them more confidence in the products they are buying. Our survey also found that a significant majority of consumers (70%) wish information about the whole grain content of products was included on product packaging. The Whole Grain Stamp provides this whole grain content information, making it easy to identify and compare whole grain products when shopping, while also providing the peace-of-mind that third-party labeling offers consumers.

## **More people than ever say they trust the Whole Grain Stamp.**

Trust in the Whole Grain Stamp has increased steadily over the past six years, with 86% of all consumers today saying they trust the Whole Grain Stamp, 89% percent of younger consumers saying they trust it, and 91% of parents with young children telling us they trust it. Three out of four consumers say they would use the Whole Grain Stamp as part of their purchasing decision, and most consumers say they would be skeptical of any whole grain claims made on a product that did not use the Whole Grain Stamp.

# Consumer Food Habits

Top influences on purchasing decisions include **flavor, familiarity, health**, ease of **preparation**, and a desire to try **new foods**.

### Consumer purchasing decisions

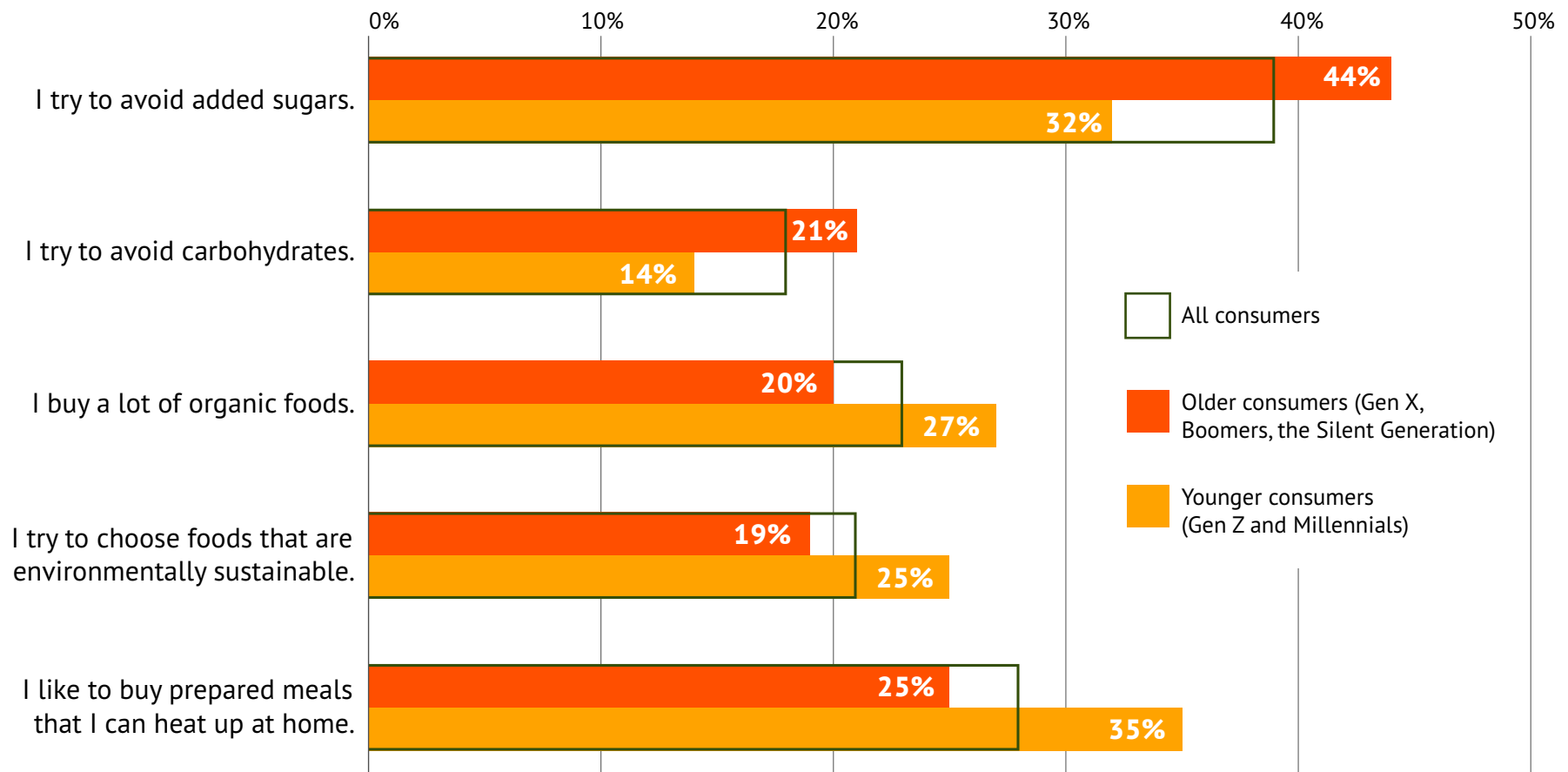


Q2. Which of the following statements best describe your food purchasing decisions? Choose all that apply.

# Older consumers are **more likely** than younger consumers to avoid **carbohydrates** and **added sugar** and when shopping.

They're also less likely to choose organic or environmentally sustainable foods, and to buy prepared foods.

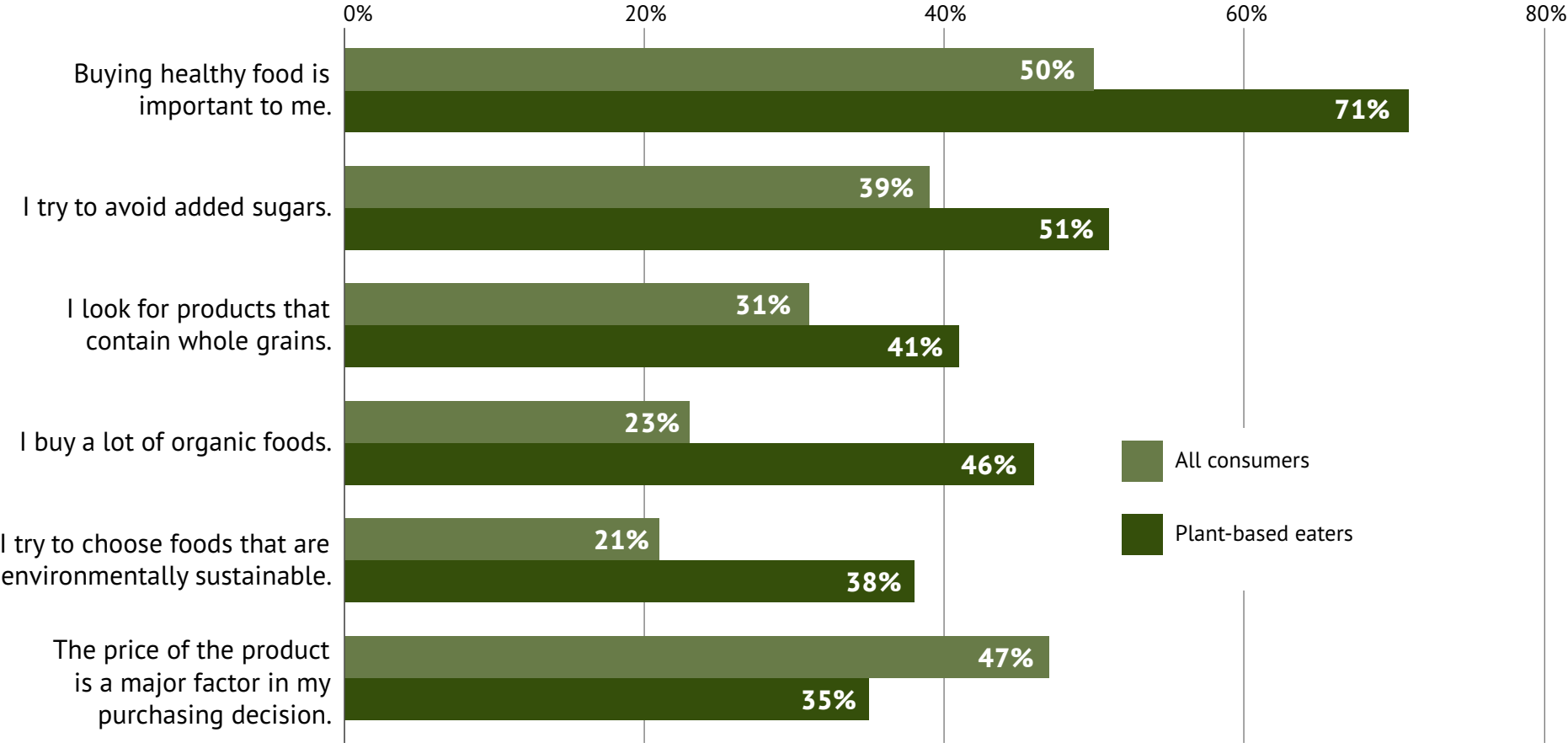
## Comparing purchasing decisions, younger versus older consumers



Q2. Which of the following statements best describe your food purchasing decisions? Choose all that apply.

Consumers who eat a **plant-based diet** (vegan, vegetarian, pescatarian, and plant-based) prioritize foods that are **healthy, whole grain, organic, or sustainable**. Price is less of a concern.

**Purchasing decisions of plant-based eaters**

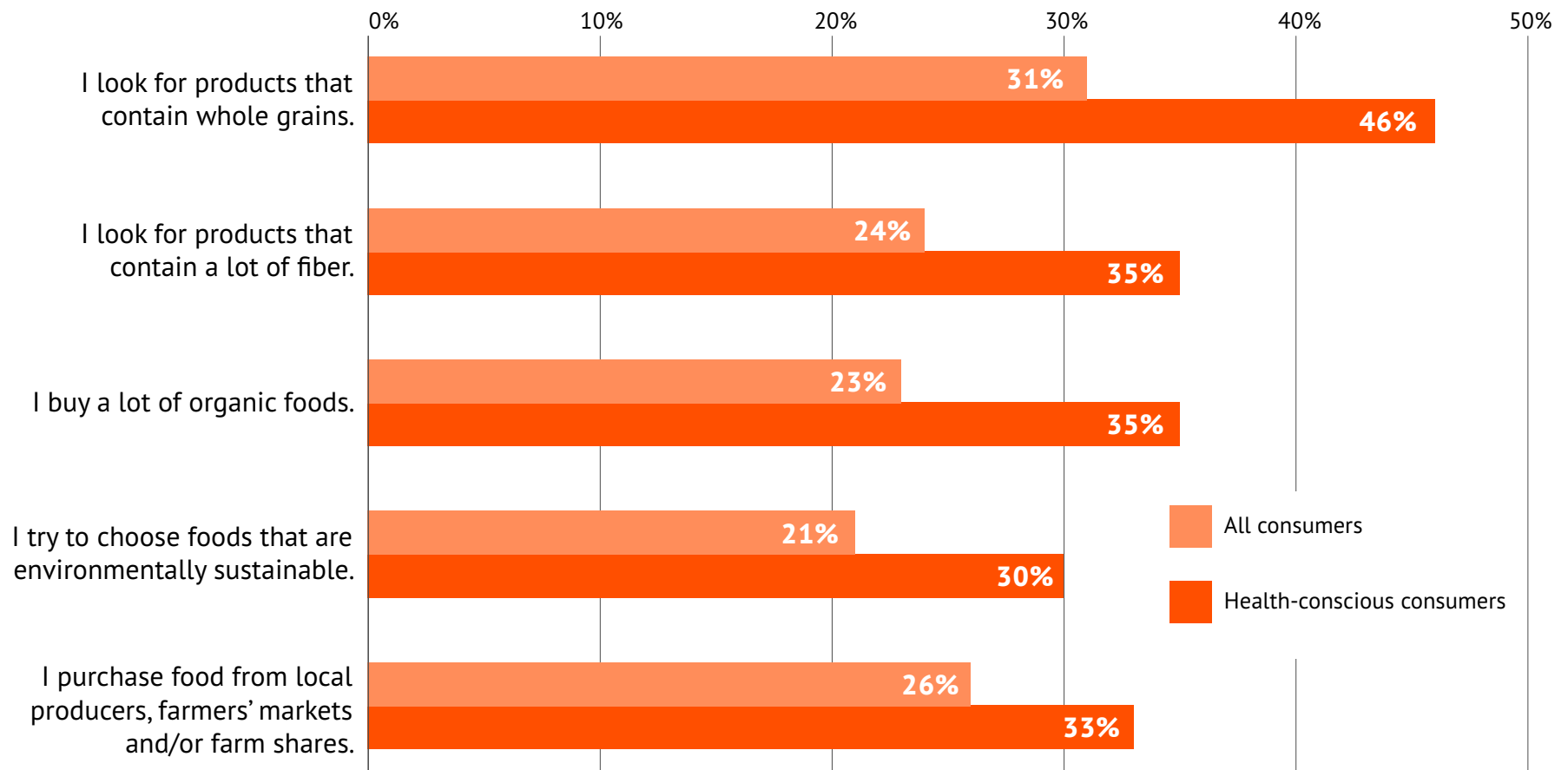


Q2. Which of the following statements best describe your food purchasing decisions? Choose all that apply.



Consumers who are health-conscious also look for **whole grain**, **organic**, or **sustainable** foods. They buy from **local producers** more frequently.

**Purchasing decisions of consumers who say that healthy food is important to them**

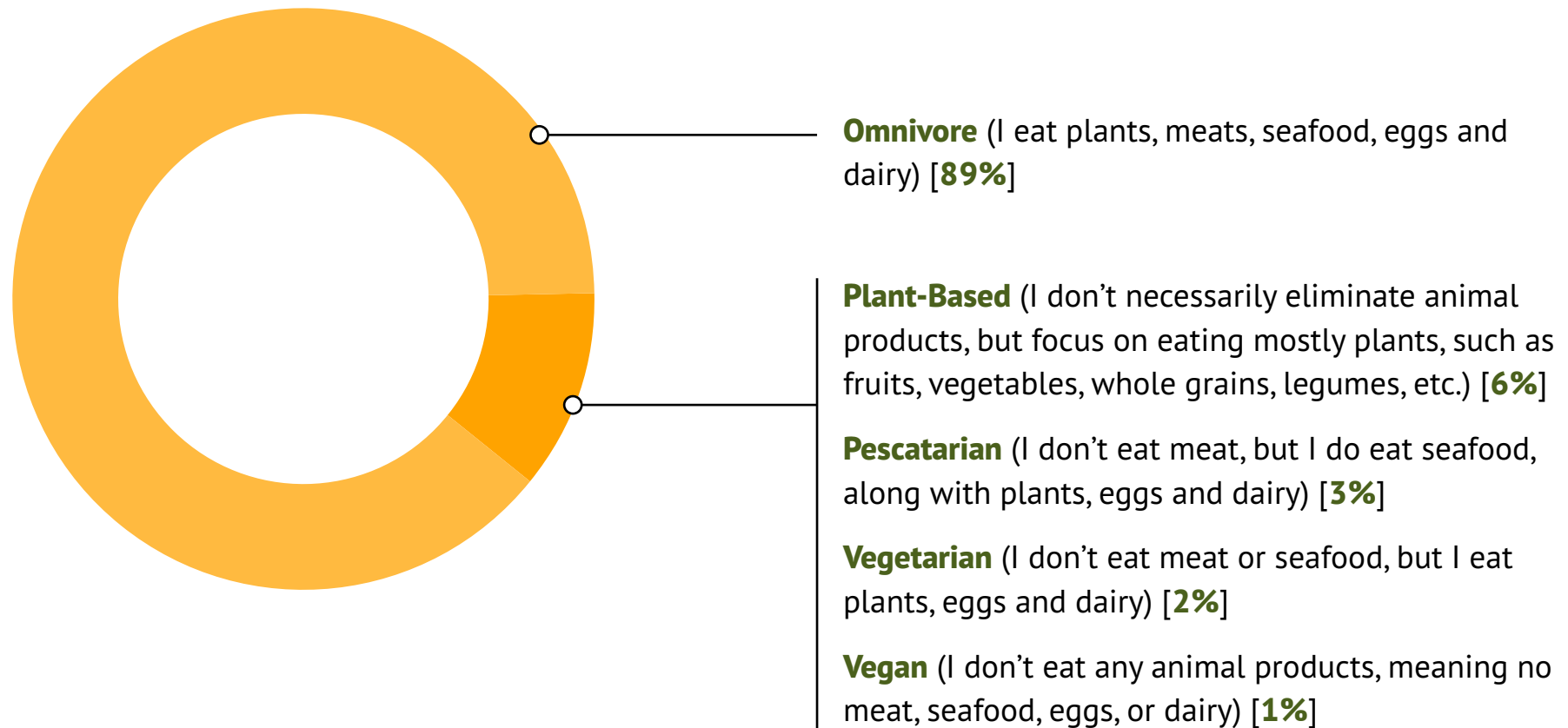


Q2. Which of the following statements best describe your food purchasing decisions? Choose all that apply.

# The vast majority of consumers are **omnivores**.

Consumers who say (in Q2) that buying healthy food is important to them are slightly more likely to eat some variety of a plant-based diet [**16%** compared with 12% of total respondents].

## Consumer eating habits and preferences

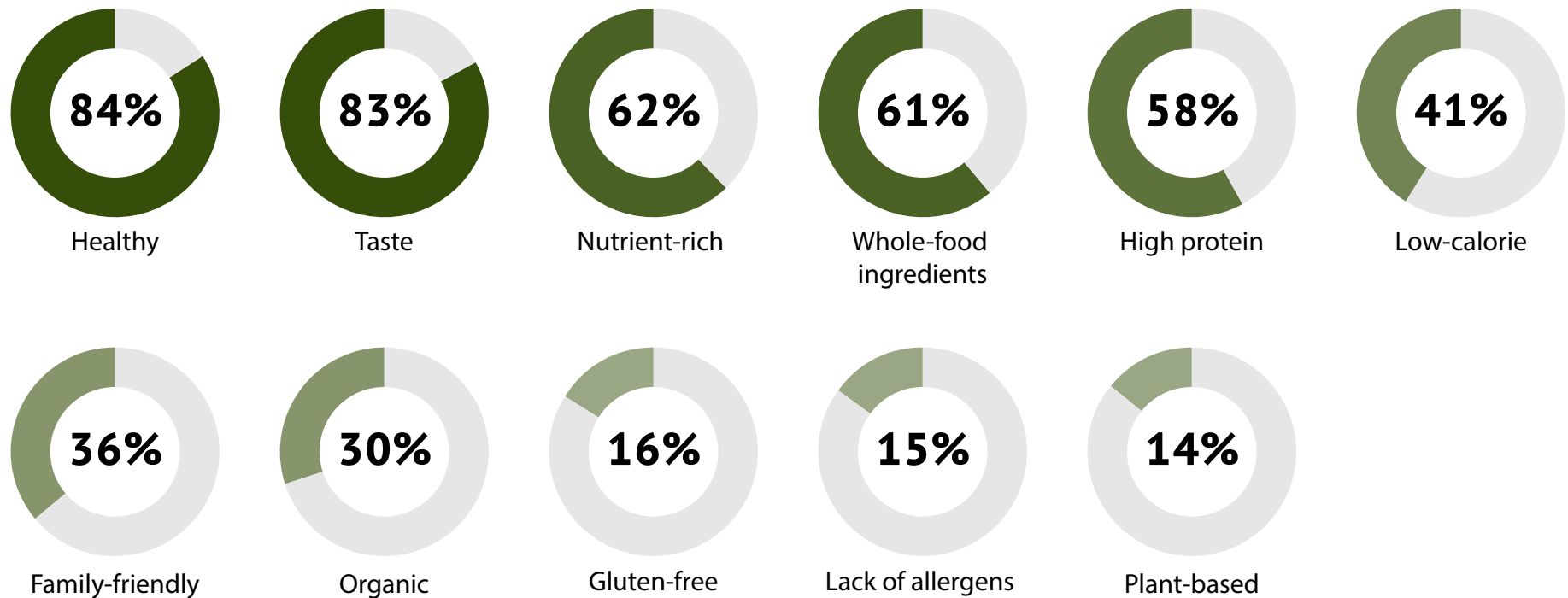


Q3. How would you best describe your eating habits & preferences? (Select one)

# When deciding what to eat, consumers most commonly consider how **healthy**, **tasty**, and **nutritious** a food is.

However, **47%** of the people who placed Taste among their top five ranked it as their top deciding factor, whereas only **23%** who selected Healthy said it was their top deciding factor.

## Percentage of consumers who marked each factor as one of the top five that they consider when deciding what to eat

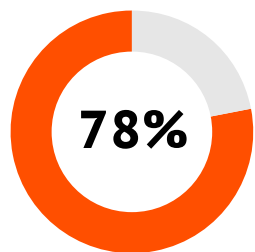


Q31. When you're deciding what to eat, what factors do you consider from the list below. Please rank your top 5 factors.

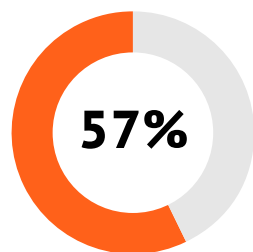
# Family, restaurant meals, and cooking shows or books are the most popular sources of meal and recipe **inspiration** for consumers.

**59%** of those who marked Family among their top three ranked it as their top source of inspiration.

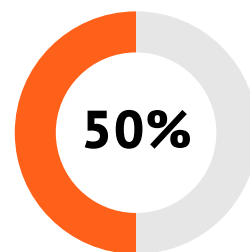
## Percentage of consumers who marked each inspiration source as one of their top three most influential



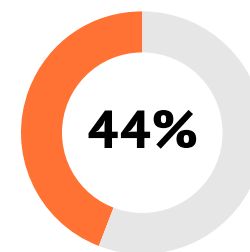
Family



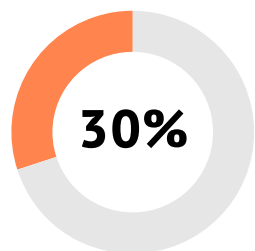
Restaurant meals



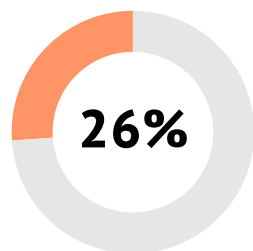
Cooking shows,  
books, or magazines



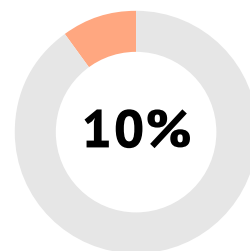
Friends



Social media



Professional chefs



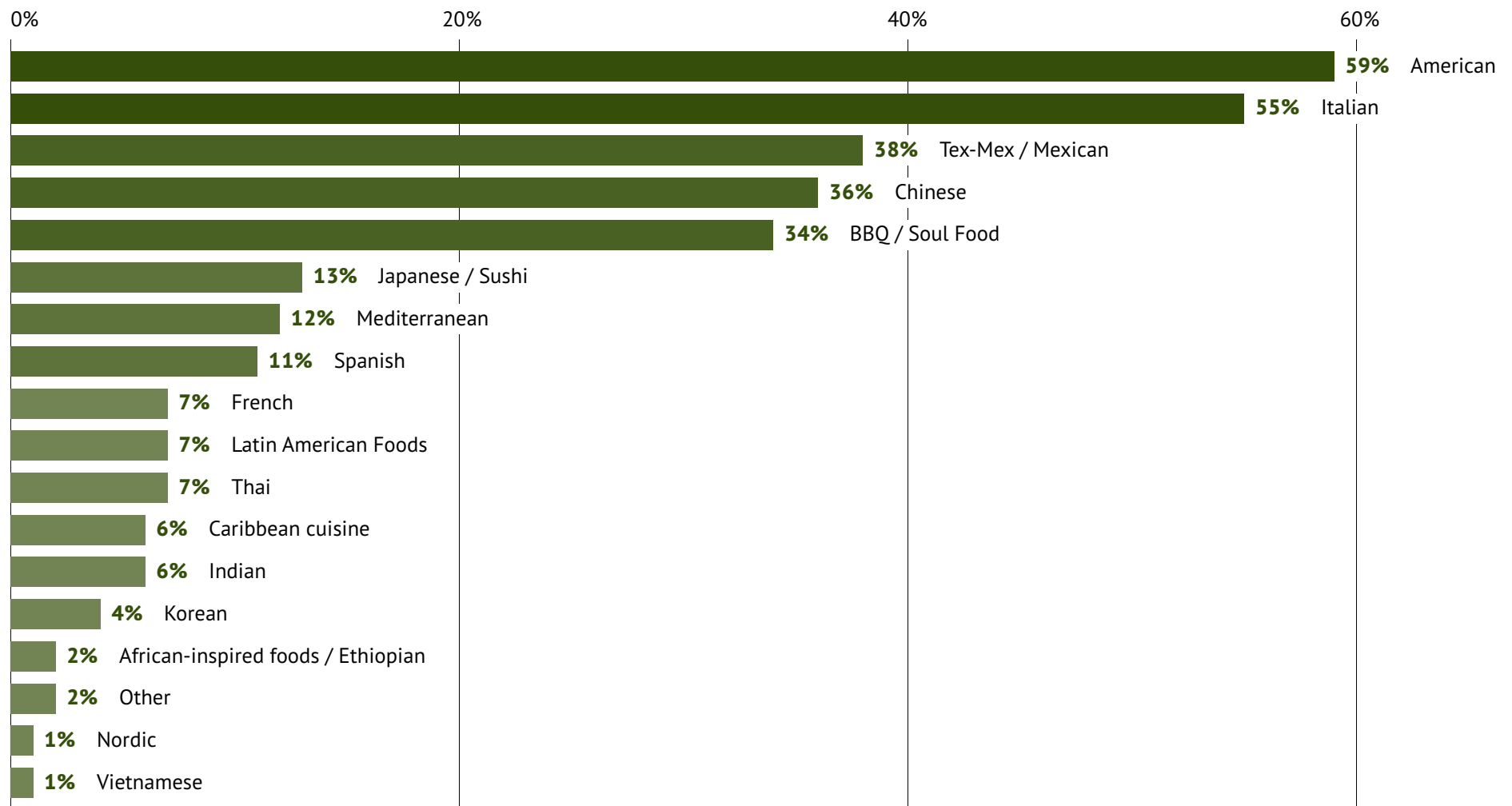
Other

Responses included: "my own expertise and experience in the kitchen," "my own imagination and original ideas," "recipe websites/internet," "recipe apps on my phone," "experimentation in the kitchen" "my mood/cravings," and "the food in my refrigerator"

Q32. When it comes to meal/recipe inspiration, which of the following do you find to be the most influential? Please rank your top 3.

# Among American consumers, the most popular cuisines are **American, Italian, Tex-Mex/Mexican, Chinese, and BBQ/Soul Food.**

Percentage of consumers who marked each cuisine as one of their top three favorites



Q33. What are your top 3 favorite cuisines? Select your top 3.

Fewer **younger consumers** favor the top-ranked cuisines; they appear interested in a **broader range** of cuisines.

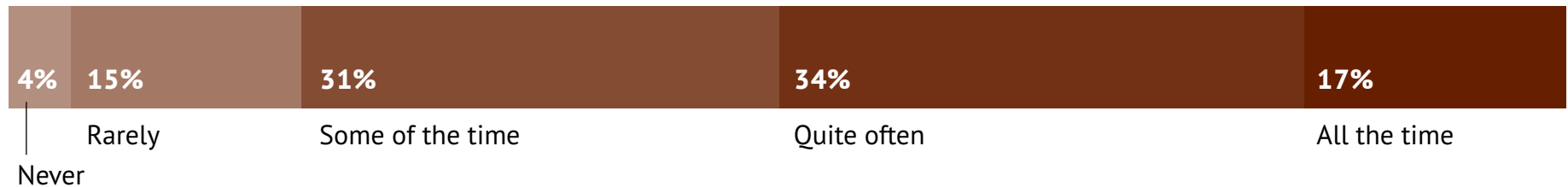
**Differences in cuisine preferences between older consumers (Gen X, Boomers, the Silent Generation) and younger consumers (Gen Z and Millennials)**

Cuisine	Older Consumers	Younger Consumers	Change
American	60%	56%	-4
Italian	59%	48%	-11
Tex-Mex/Mexican	40%	35%	-5
Chinese	37%	36%	-1
BBQ/Soul Food	32%	37%	+5
Japanese/Sushi	12%	14%	+2
Mediterranean	13%	10%	-3
Spanish	8%	15%	+7
French	5%	10%	+5
Latin American Foods	6%	9%	+3
Thai	7%	6%	-1
Caribbean cuisine	5%	7%	+2
Indian	5%	8%	+3
Korean	3%	5%	+2
African-inspired/Ethiopian	1%	4%	+3
Nordic	0%	1%	+1
Vietnamese	2%	1%	-1

Q33. What are your top 3 favorite cuisines? Select your top 3.

Most consumers—82%—say they **read packaging labels** like the Nutrition Facts Panel **at least some of the time**. Half of consumers read them quite often or all the time.

### Frequency with which consumers read packaging labels when buying food

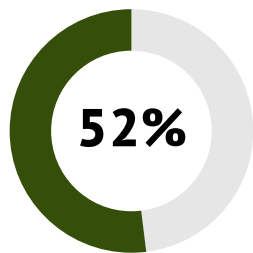


Q34. When you are buying food and/or groceries, how often do you read the labels, i.e., the ingredients and/or the Nutrition Facts Panel? (Select one)

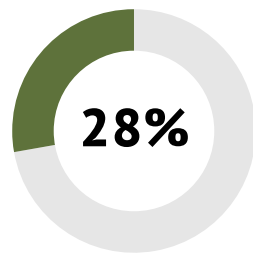
# Half of American consumers are eating **more home-cooked meals** as a result of the pandemic.

Parents of young children (age 0–12) are much more likely to be using more meal kits since the start of the pandemic [**12%**] and more likely to be doing more baking at home [**28%**].

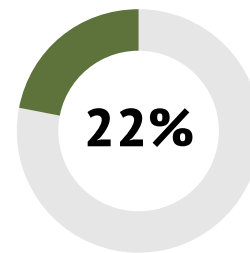
## Changes in eating/cooking habits since the start of COVID-19



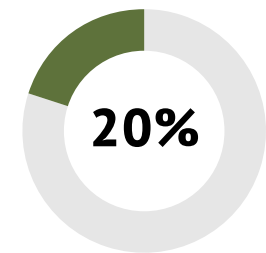
I eat more home-cooked meals



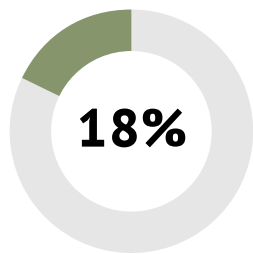
My habits have not changed



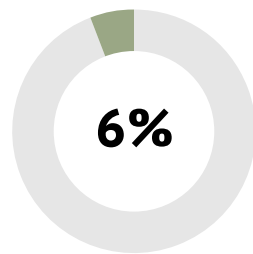
I am doing more baking at home



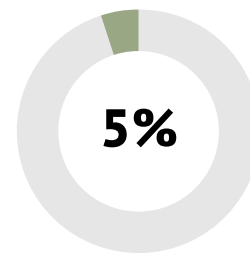
I am eating more whole grains



I order more takeout



I am eating fewer whole grains



I use more meal kits/food subscription services

**1 in 5** consumers eats more whole grains now than they did before the pandemic.

1% of respondents chose "Other"  
Responses included: "more adventurous combinations," "no change"

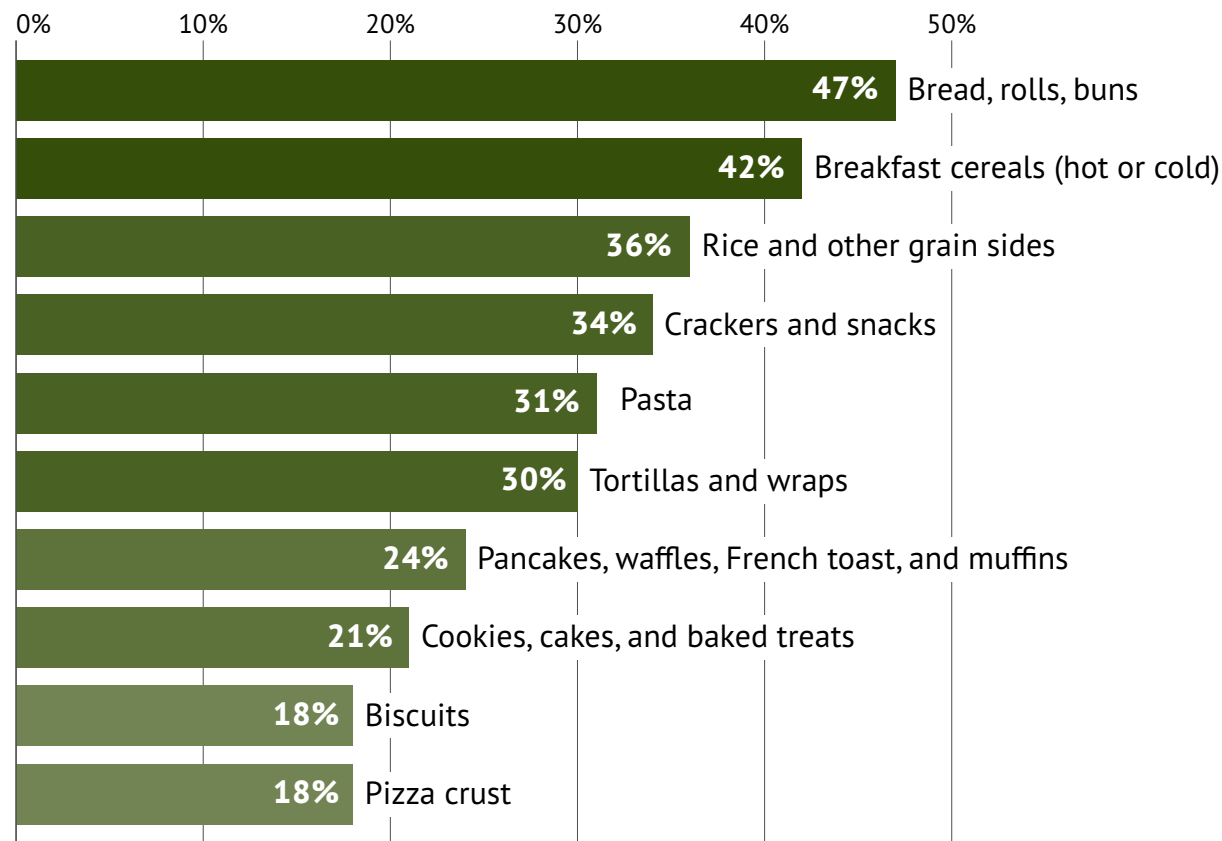
Q22. How have your eating/cooking habits changed since the start of the COVID-19 pandemic? Choose all that apply.



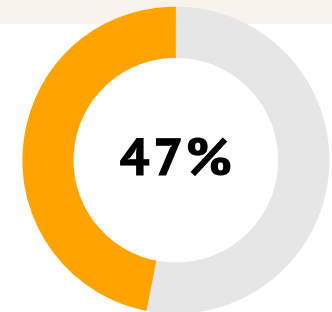
# Whole Grain Consumption

# Breads, breakfast cereals, and grain sides are the foods most commonly consumed as whole grains.

## Frequency with which consumers choose whole grain versions of foods



Consumers choose whole grain breads, rolls, and buns **nearly half the time**.

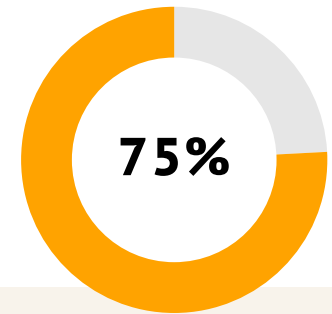
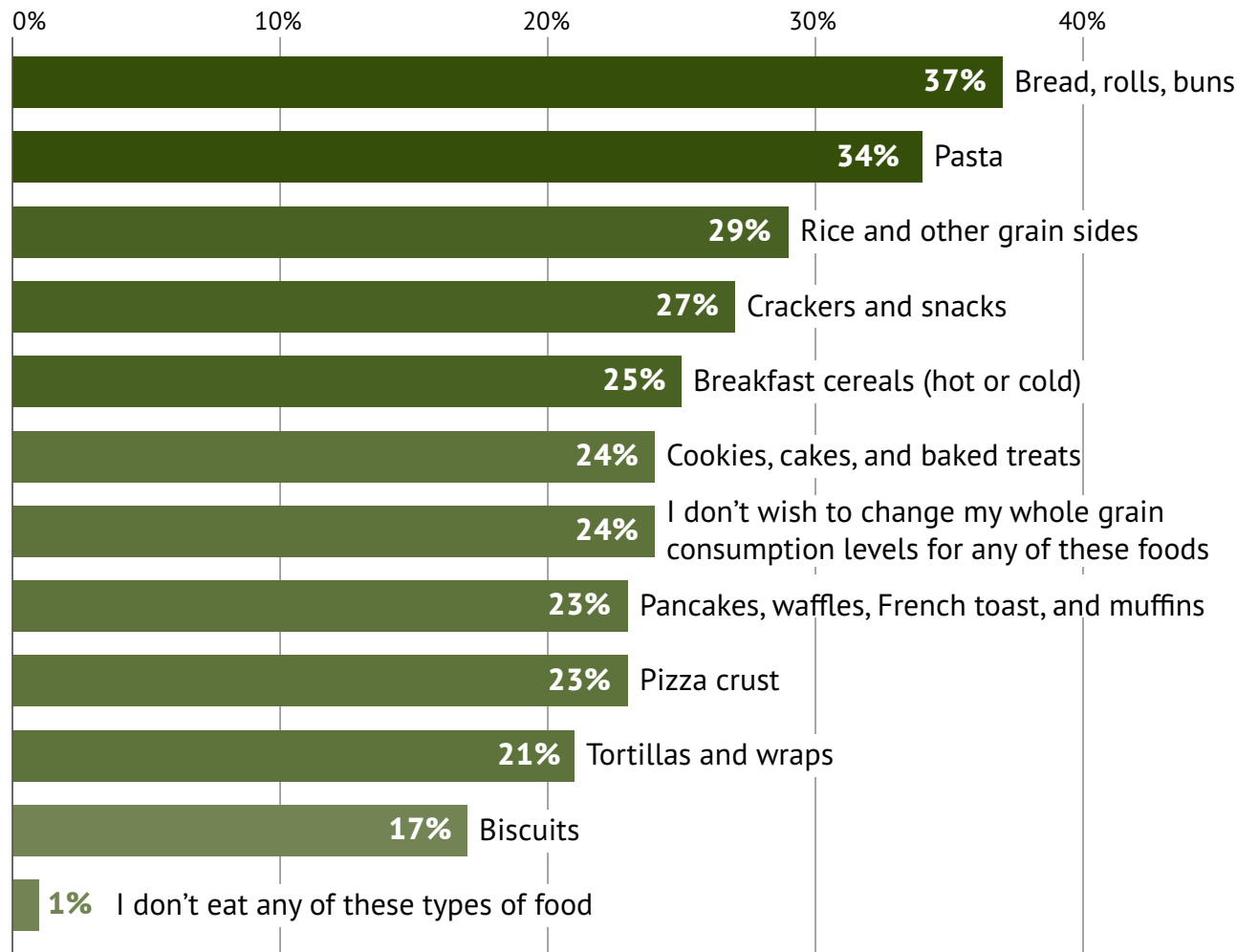


These numbers represent the average percentage consumed as whole grains across all those who said they eat each type of food.

Q4. How often do you choose whole grain versions of foods? For each of the following foods that you typically eat, please indicate what percent of the time the food is whole grain.

# Most consumers wish they ate more whole grains, particularly **bread, pasta,** and **grain sides.**

Percentage of consumers who want to increase their whole grain consumption in each category

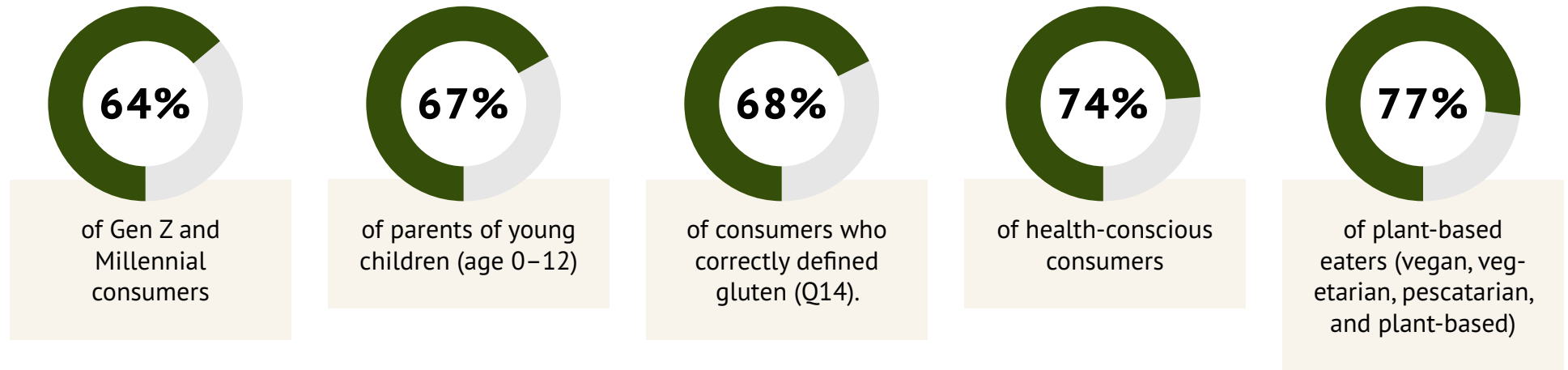


of consumers **want to increase** the whole grains they eat in at least one of these categories.

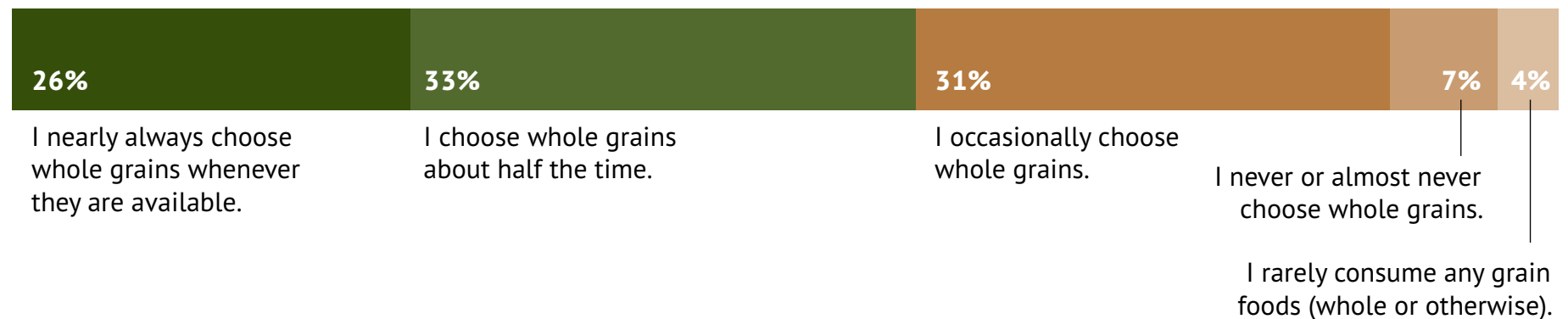
Q5. For which of the following food categories do you wish your whole grain consumption was higher?

# A majority of all consumers—59%—say they **choose whole grain options** at least **half the time**.

In many demographic groups, that number is even higher:



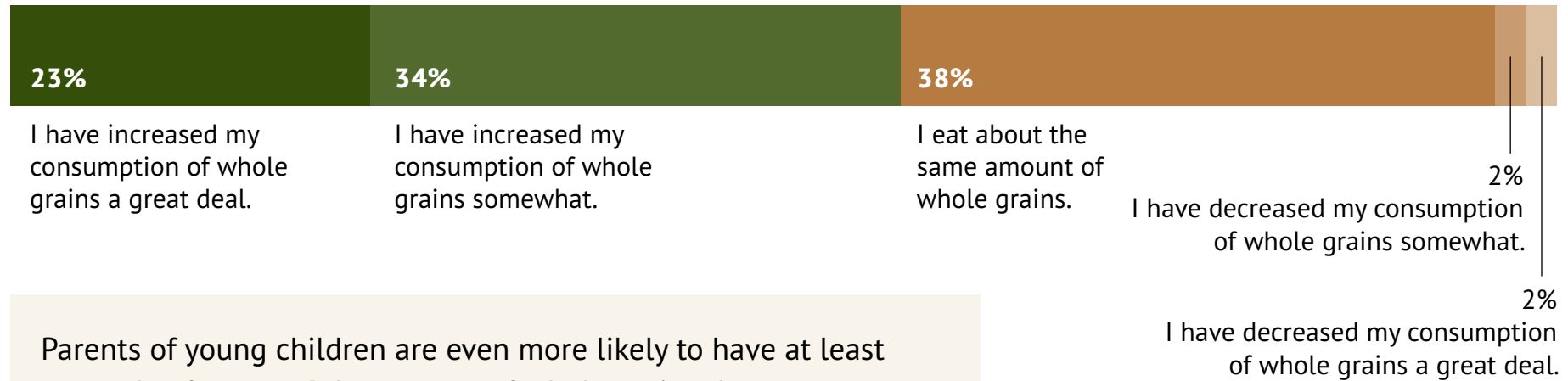
## Overall consumer habits when choosing whole grains



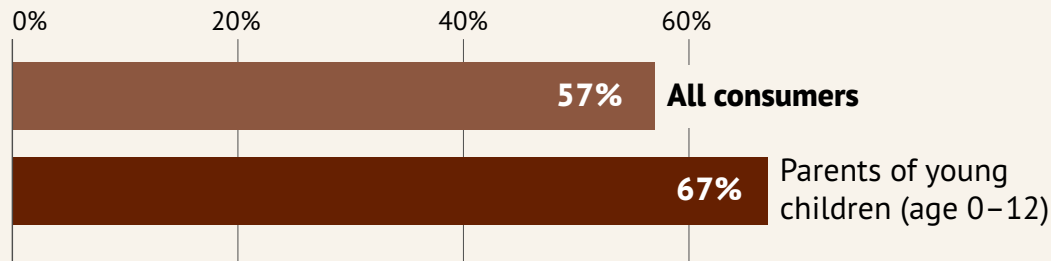
Q6. Which of the following statements best describes your habits in choosing grain foods? (Select one)

Additionally, **more than half** of consumers have **increased their whole grain consumption** in the past five years.

**Changes in whole grain consumption over the past five years**



Parents of young children are even more likely to have at least somewhat **increased** the amount of whole grains they eat.

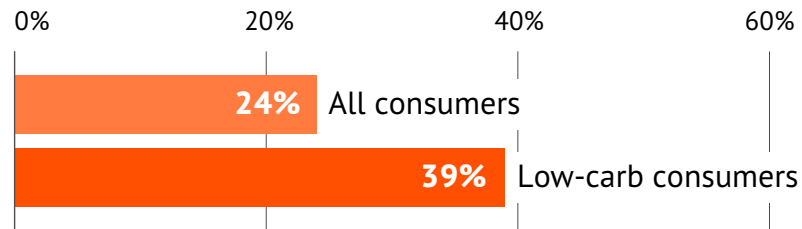


They're also more likely to **look for whole grains** when shopping (Q2) [**36%** compared with 31% of total respondents].

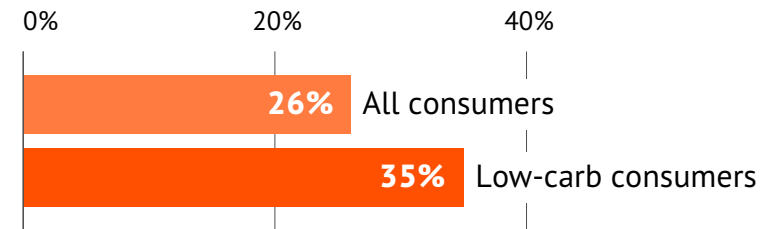
Q7. Compared to five years ago, how has your consumption of whole grains changed? (Select one)

While we often assume that **low-carb dieters** have lower whole grain consumption, those who said they avoid carbs are **more likely** to:

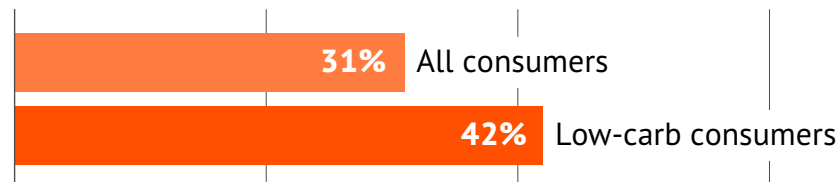
**Look for high-fiber foods when shopping (Q2)**



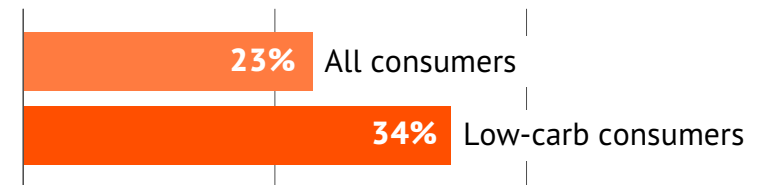
**Nearly always choose to eat whole grains (Q6)**



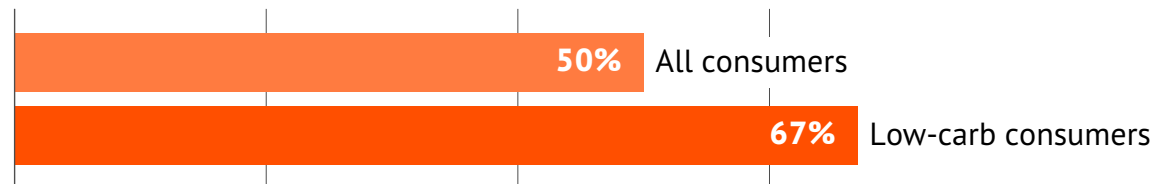
**Look for whole grains when shopping (Q2)**



**Have increased their whole grain intake a great deal in the last five years (Q7)**



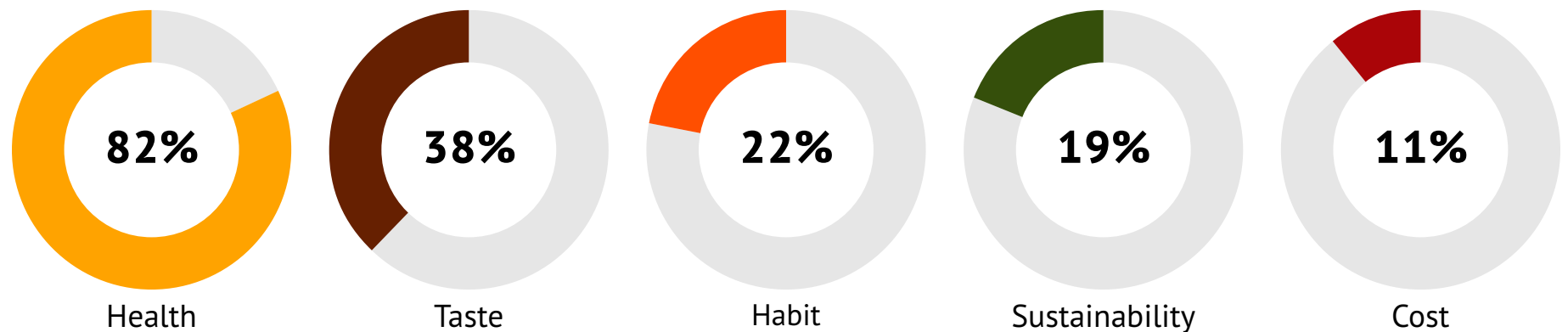
**Say that healthy food is important to them (Q2)**



Q2. Which of the following statements best describe your food purchasing decisions? Choose all that apply. / Q6. Which of the following statements best describes your habits in choosing grain foods? (Select one) / Q7. Compared to five years ago, how has your consumption of whole grains changed? (Select one)

**Health** is still the leading reason for choosing whole grains, but not the only one.

**Reasons consumers choose whole grains**



1% of respondents chose "Other"

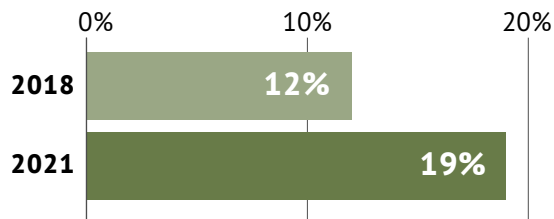
Responses included: "just for a change of pace," "much more filling," "variety," "dieting," "doctor says I should eat more fiber"

- Consumers who say healthy food is important to them are more likely to choose whole grains because of their health benefits [90%].
- Those who went on to answer Q14 correctly (about gluten) were also more likely to say they choose whole grains for health reasons [90%].

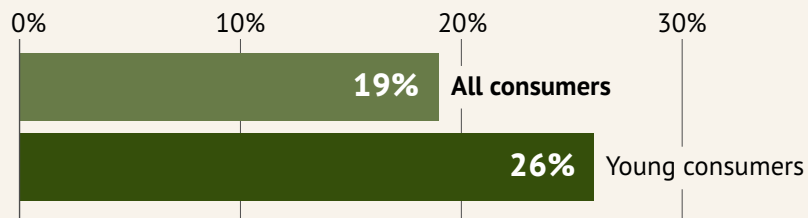
Q8. Why do you choose whole grains? Choose all that apply.

**Sustainability** is increasingly a motivation for choosing whole grains.

### Sustainability as a motivation for choosing whole grains over time



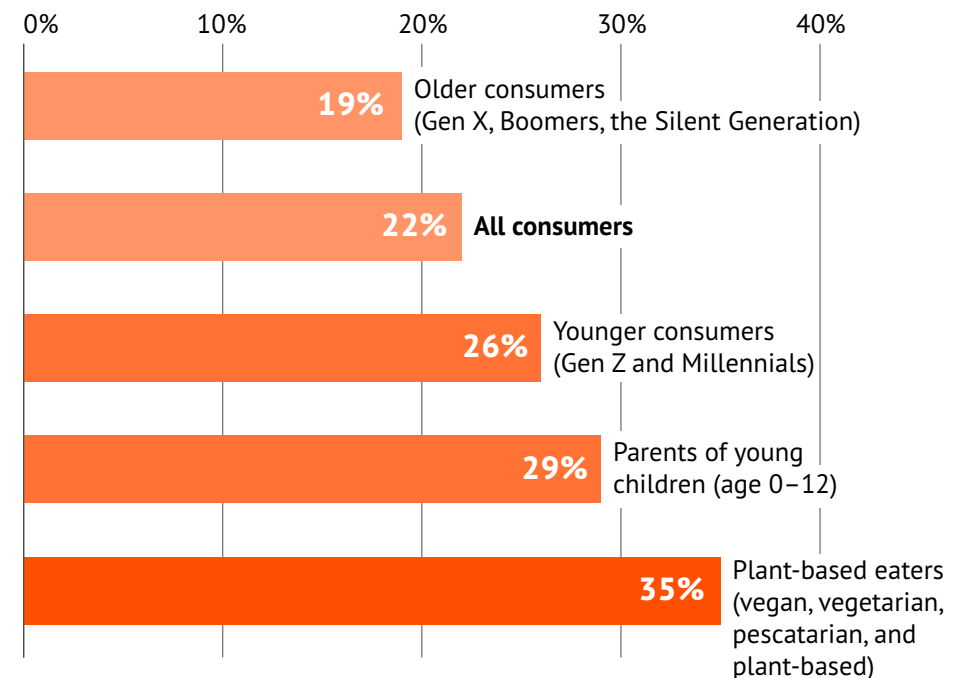
Young consumers (Gen Z and Millennials) are more focused on sustainability, with **26%** saying they choose whole grains for that reason in 2021.



**40%** of plant-based eaters (vegan, vegetarian, pescatarian, and plant-based) choose whole grains for environmental reasons.

**Young consumers, parents of young children, and plant-based eaters** are more often in the habit of choosing whole grains.

### Percentage of households by demographic group in the habit of purchasing whole grain foods



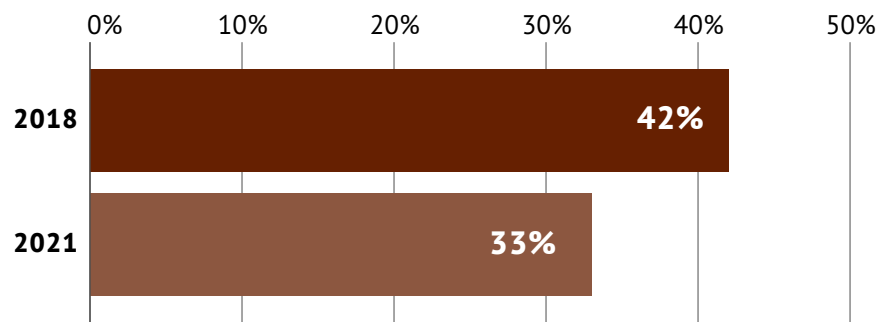
Q8. Why do you choose whole grains? Choose all that apply.



# The number of consumers who say **taste is a barrier** to eating more whole grains **is decreasing**.

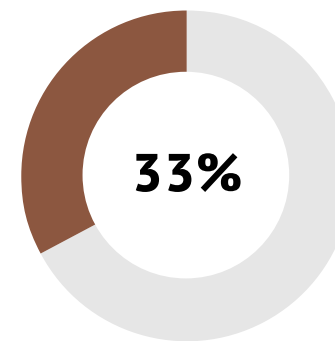
Today, fewer consumers say that taste is a deterrent; more people consider the flavor of whole grains to be a benefit.

## Percentage of consumers who cite taste as a barrier to higher whole grain consumption

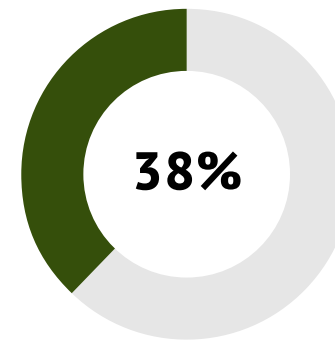


Of those who say they nearly always choose whole grains (Q6), **45%** see taste as a benefit and only **18%** see it as a barrier, suggesting that the more exposure you have to whole grains, the more you come to appreciate the nuttier, more robust flavors.

In 2021,



of consumers say the taste of whole grains is **a barrier**



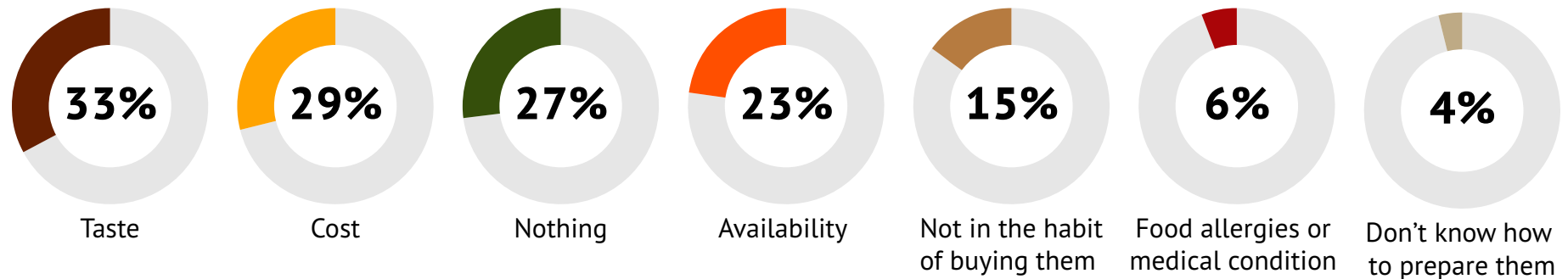
of consumers say the taste of whole grains is **a benefit**

Q8. Why do you choose whole grains? Choose all that apply. / Q9. What, if anything, keeps you from eating more whole grains? Choose all that apply.

# In addition to taste, **cost** remains a barrier, particularly for **younger consumers**.

However, about a quarter of consumers say that nothing is keeping them from eating more whole grains.

## Barriers to increasing whole grain consumption



2% of respondents chose "Other"

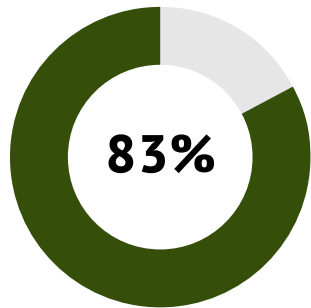
Responses included: "my family doesn't like them," "I just don't eat a lot of grain foods," and "cooking takes longer"

- Younger consumers (Gen Z and Millennials) are more likely to see cost as a barrier [35%] than older consumers (Gen X, Boomers, and the Silent Generation) [25%].
- The fact that many Americans are not very confident in their cooking skills does not seem to be a barrier to whole grain consumption, perhaps because whole grains are found in many forms that require no cooking.

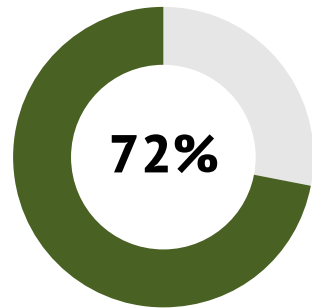
Q9. What, if anything, keeps you from eating more whole grains? Choose all that apply.

# Two thirds of consumers consider whole grains to be **sustainable** and **environmentally friendly**.

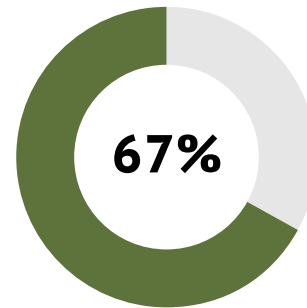
## Foods perceived by consumers as sustainable and environmentally friendly



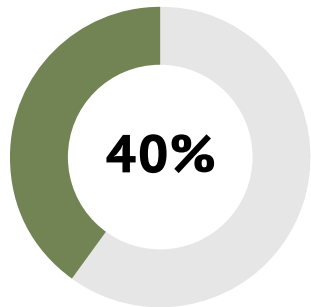
Fruits and vegetables



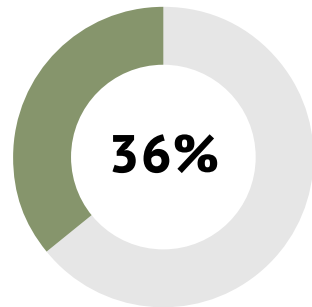
Nuts, seeds, and legumes  
(beans & lentils)



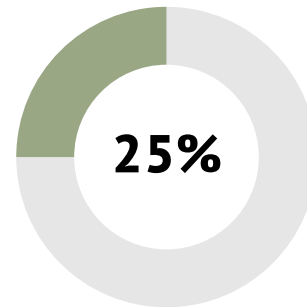
Whole grains



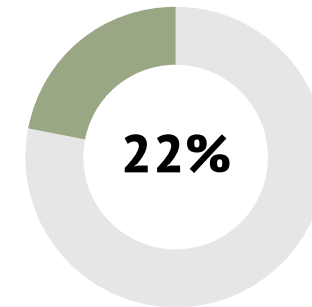
Eggs and dairy



Fish



Poultry



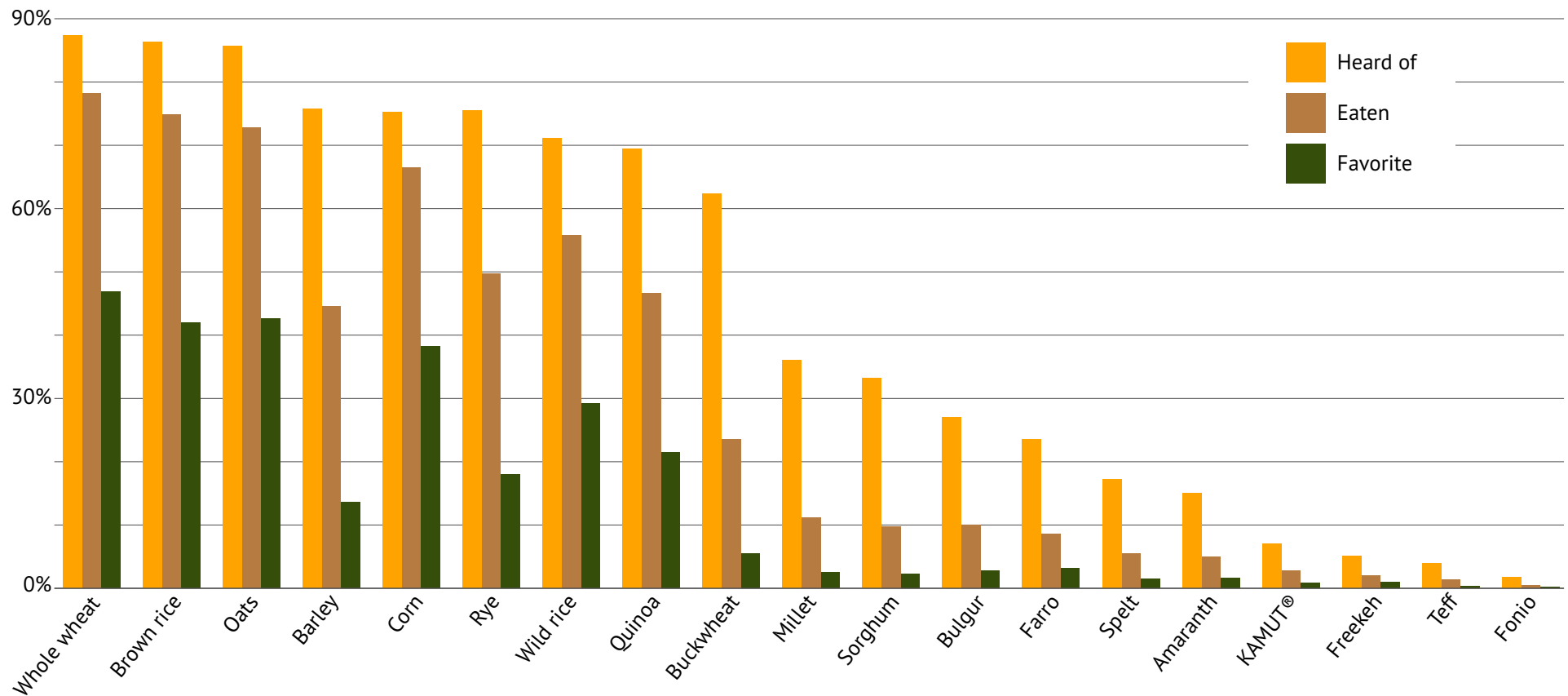
Red meats  
(beef, pork, lamb, etc.)

Q11. When you think about foods that are sustainable and environmentally friendly, what types of foods do you picture? Choose all that apply.

# Whole wheat, brown rice, and oats are the most well-known grains overall. Quinoa is the most well-known “ancient grain.”

Over **50%** of consumers have heard of 9 of the 19 grains on the list. The 7% who answered Q14 correctly (about gluten) were also more familiar with various types of whole grains—more than **50%** had heard of at least 13 of the 19.

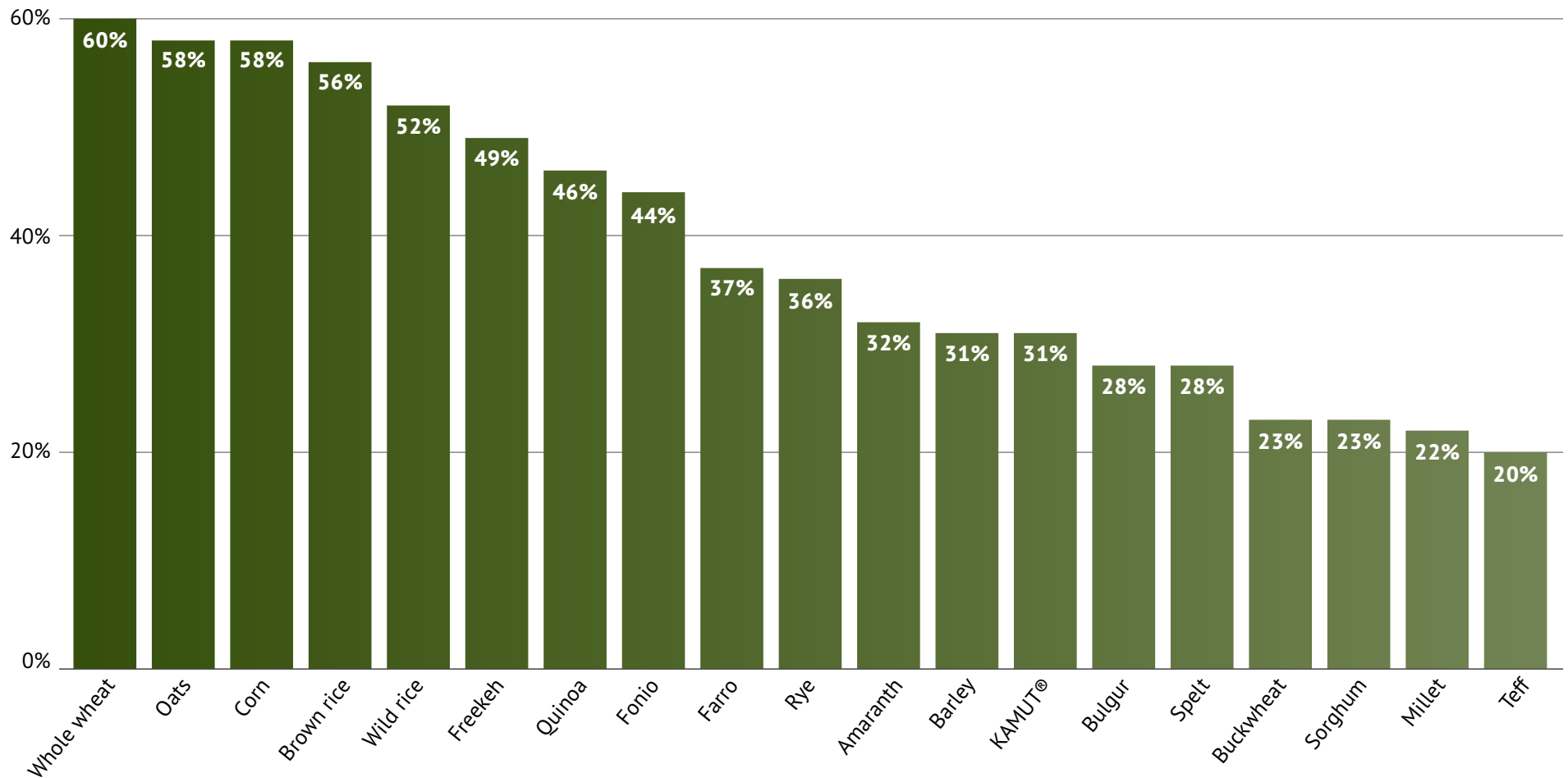
**Percentage of consumers selecting each grain they’ve heard of, eaten, and consider a favorite**



Q17. Which of the following whole grains have you heard of? Select all that apply. / Q18. Which of the following whole grains have you eaten? Select all that apply. / Q19. Which of the following whole grains are your favorites? Select all that apply.

# Less familiar grains like freekeh, fonio, farro, and amaranth **become favorites** once consumers have tried them.

Percentage of consumers who consider a grain they've eaten to be a favorite

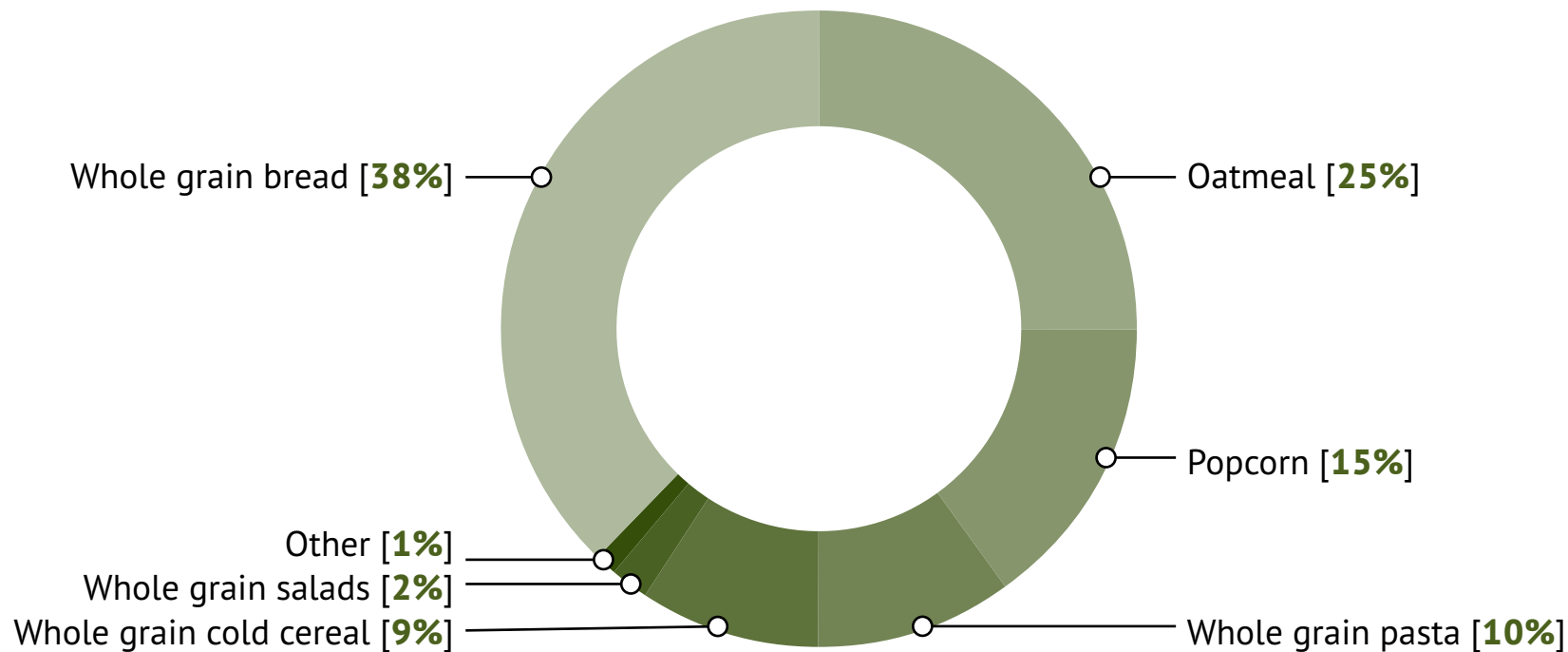


Q18. Which of the following whole grains have you eaten? Select all that apply. / Q19. Which of the following whole grains are your favorites? Select all that apply.

Of those who eat whole grain foods, **one in three** says whole grain **bread** is their favorite food, with **oatmeal** as the runner-up.

While whole grain pasta is often described as a food that's difficult to produce in whole grain form, one in ten consumers considers it their favorite whole grain food.

### Consumers' one favorite whole grain food



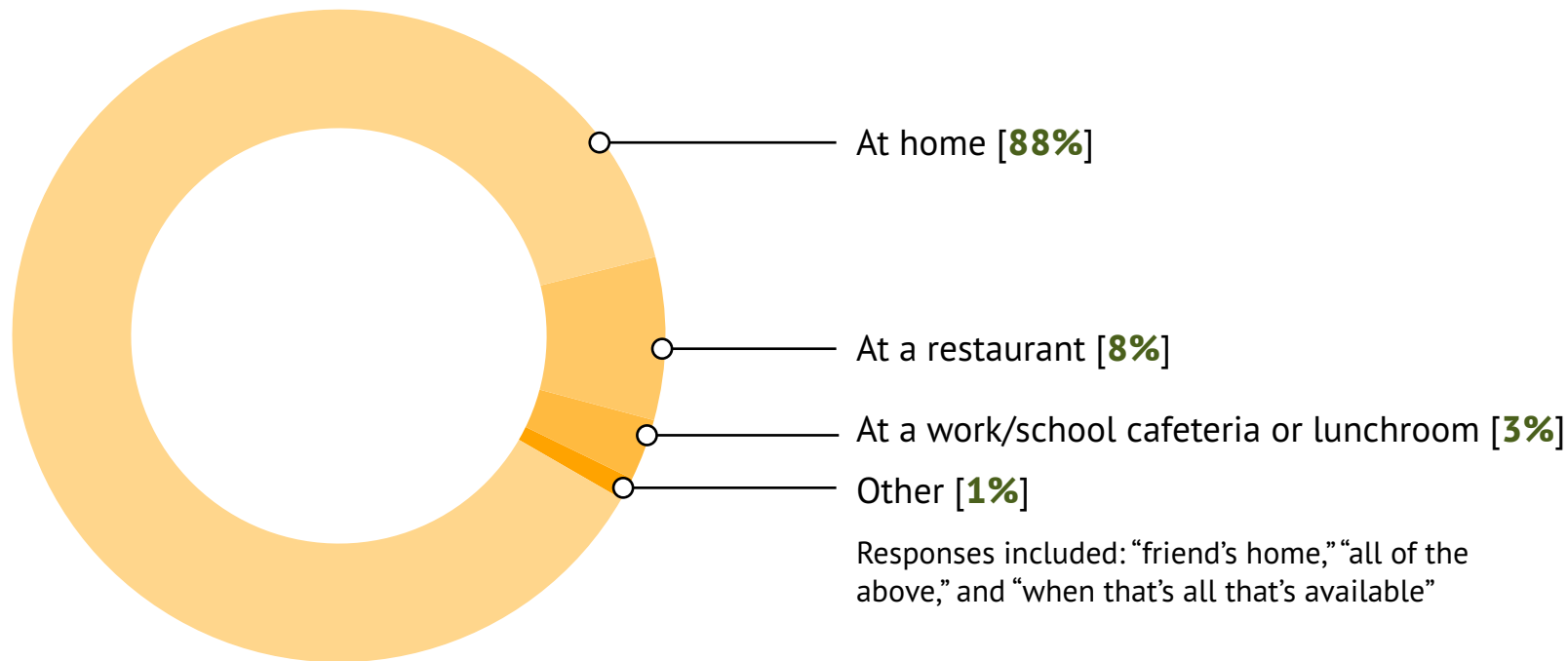
Responses to "Other" included: "whole wheat wraps," "brown rice," "whole grain crisp bread," "pancakes," "whole grains and legumes in every combo possible," "no one favorite," "soba noodles," and "wild rice"

Q20. What is your one favorite whole grain food?

# Consumers are much more likely to eat whole grains **at home**.

Low availability of whole grain options at restaurants and cafeterias may contribute to the lower likelihood that people would eat whole grains in these settings.

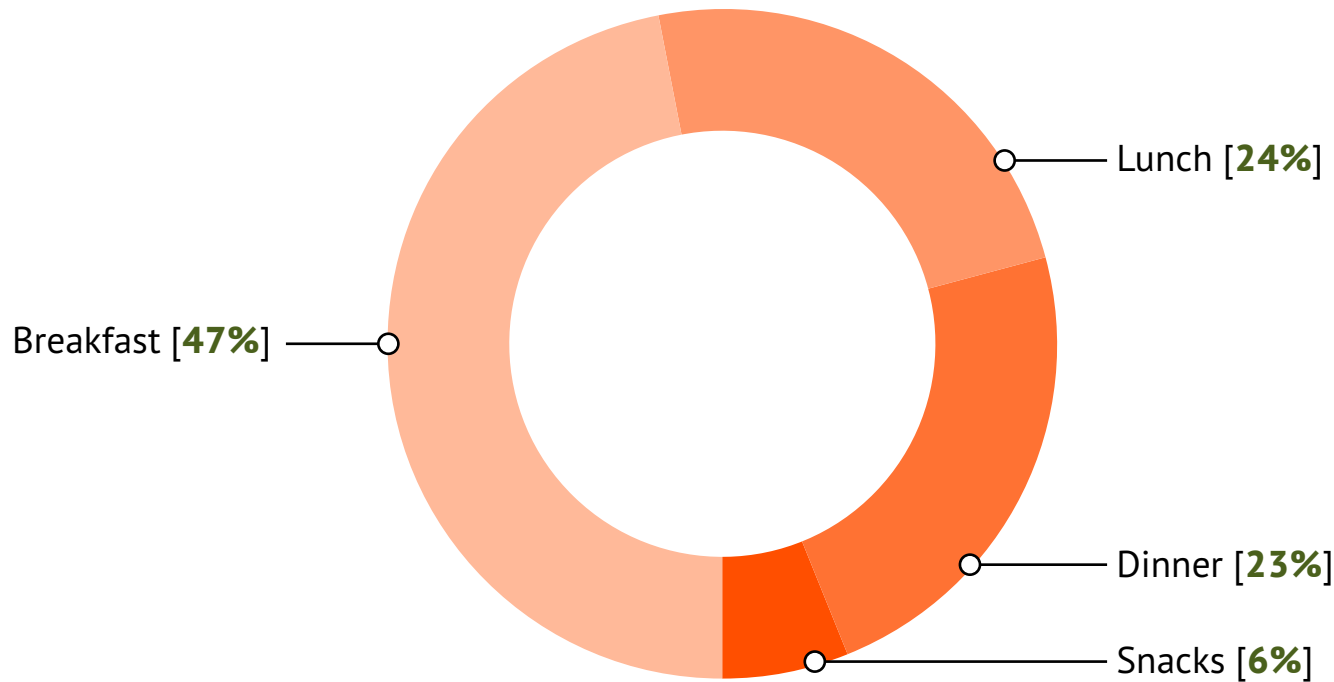
## Locations where consumers say they are most likely to eat a whole grain food



Q10. Where are you most likely to eat a whole grain food? Select one.

**Breakfast** is the most popular time to eat whole grains, with **nearly half** of consumers getting most of their whole grains at this meal.

**Meal during which consumers eat most of their whole grains**

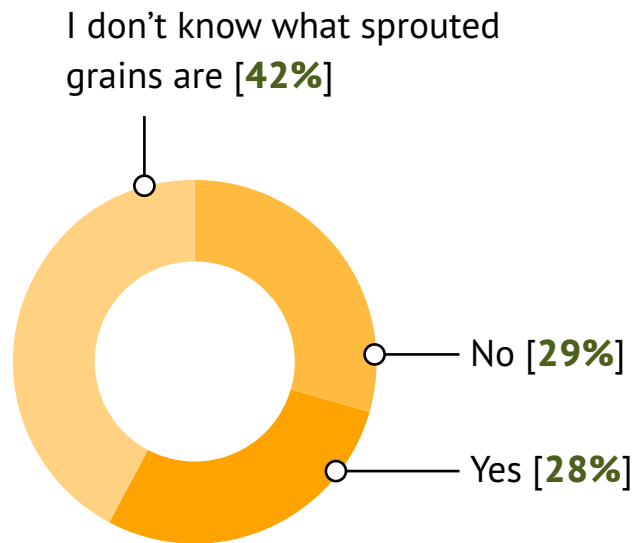


Q21. When do you eat most of your whole grains? Select one.

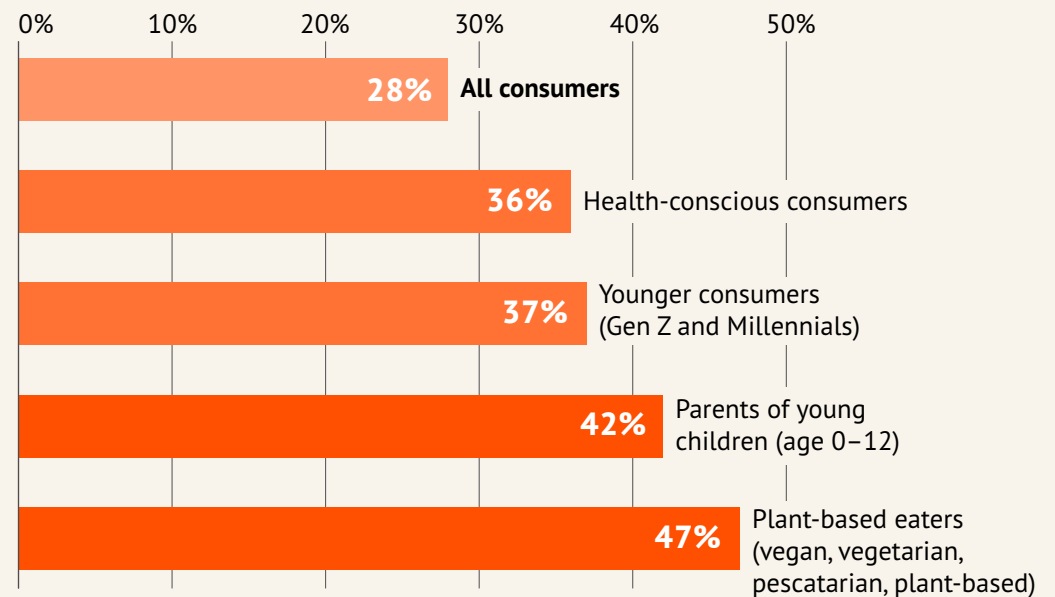


Only about **a quarter** of consumers know about **sprouted grains** and seek them out.

### Percentage of consumers who eat/buy products made with sprouted grains



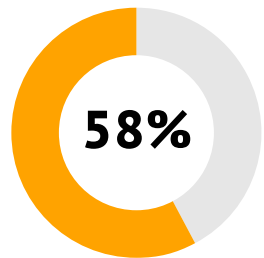
Significantly more consumers in the following demographic groups reported seeking out sprouted grains:



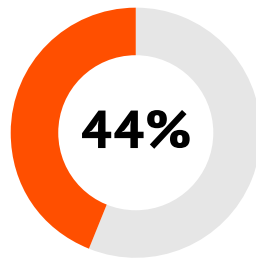
Q12. Do you eat/buy products made with sprouted grains?

The top reason consumers choose sprouted grains is their **flavor and taste**. Of the consumers who eat sprouted grains, a majority—59%—choose them **at least half the time**.

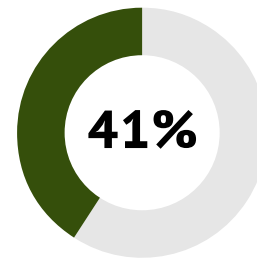
### Reasons for choosing sprouted grains



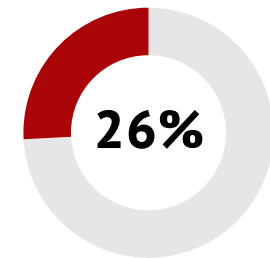
Flavor and taste



Digestibility



Bioavailability of nutrients



Reduced anti-nutrients/  
phytates

3% of respondents chose “Other”

Responses included: “less likely to give me acid,” “biblical,” “healthy,” “try something new and different,” “texture,” and “keeps you feeling fuller”

### Frequency with which consumers of sprouted grains choose them

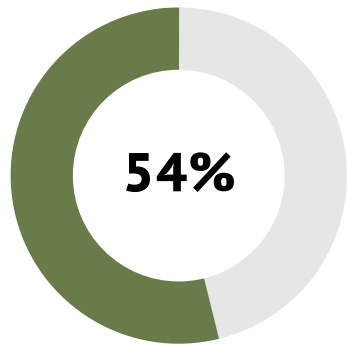


Q13. Why do you choose sprouted grain foods? Choose all that apply. / Q13a. How often do you choose sprouted grain foods? Select one.

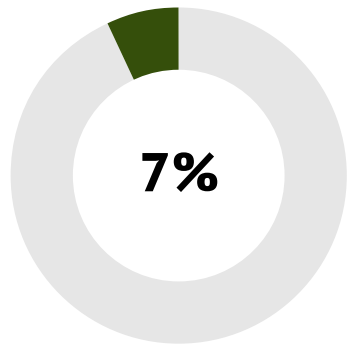
# About half of American consumers have **some idea what gluten is**—but few can fully define it correctly.

In the survey, there were two correct answers to the question “What is gluten?”

1. A protein found in wheat, barley, and rye
2. Helps bread dough stretch and rise



of consumers selected **one** of the correct answers



of consumers selected **both** correct answers  
(and didn't select any additional answers)

The seven percent who fully answered this question correctly are more likely to be women, much more likely to have a graduate degree, and more likely to have a household income over \$100k.

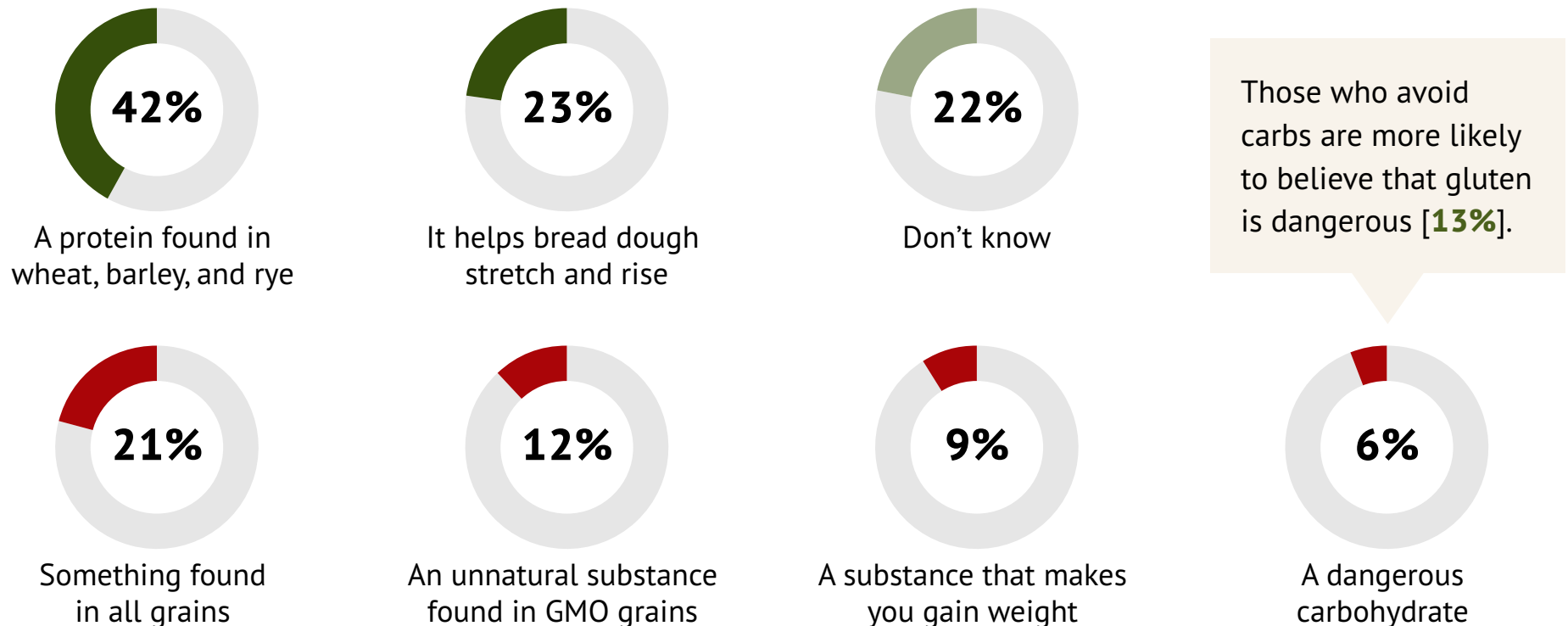
- **60%** are women
- **31%** have a graduate degree [compared with 17% in the general pool of respondents]
- **35%** have a household income over \$100k [compared with 22% in the general pool of respondents]

Q14. What is gluten? Select all that apply.

# Nearly **a quarter** of consumers responded that they **don't know** what gluten is.

A similar percentage of consumers incorrectly identified gluten as something found in all grains.

## Consumers' definitions of gluten



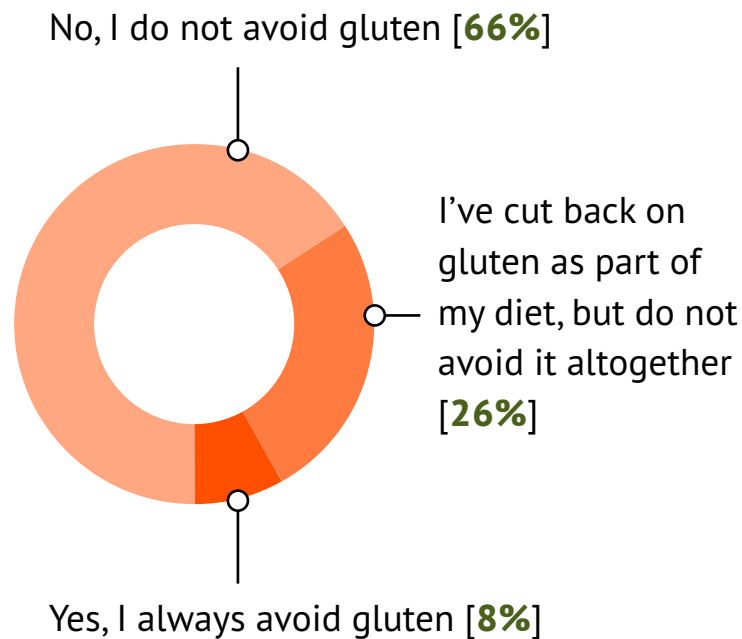
1% of respondents chose "Other"  
Responses included: "white flour," "something trendy for people to obsess about," "preservative," and "something bad for celiac disease"

Q14. What is gluten? Select all that apply.

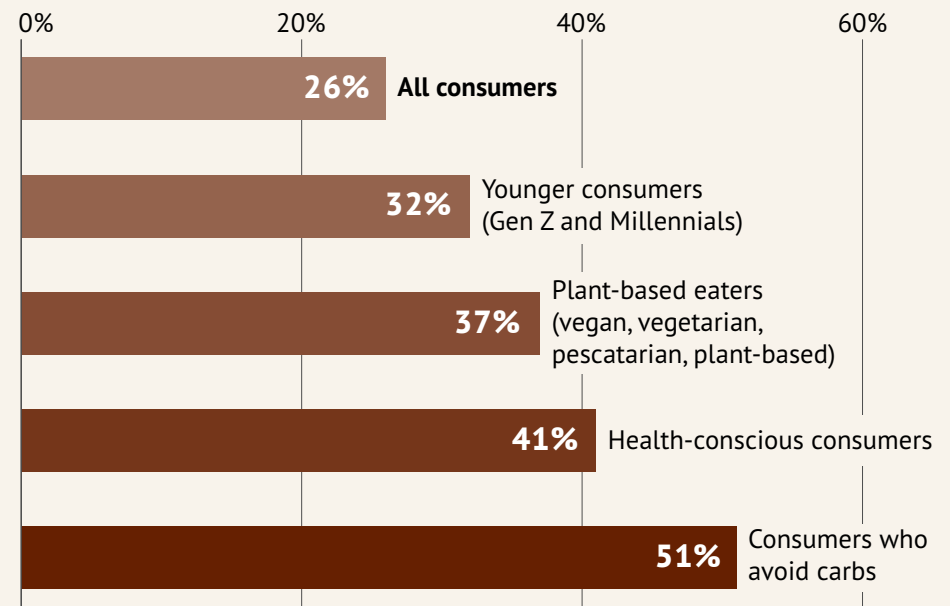
# At least **a quarter** of consumers have **cut back on gluten** but are not following a true gluten-free diet.

People with a medically diagnosed gluten problem (such as celiac disease) must avoid even the smallest crumb of gluten-containing foods for a gluten-free diet to be effective.

## Gluten avoidance among consumers



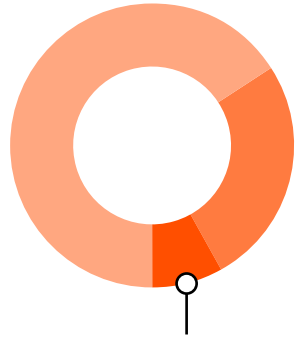
Even more consumers in the following demographic groups have reduced their consumption of gluten-containing foods:



Q15. Do you actively avoid gluten?

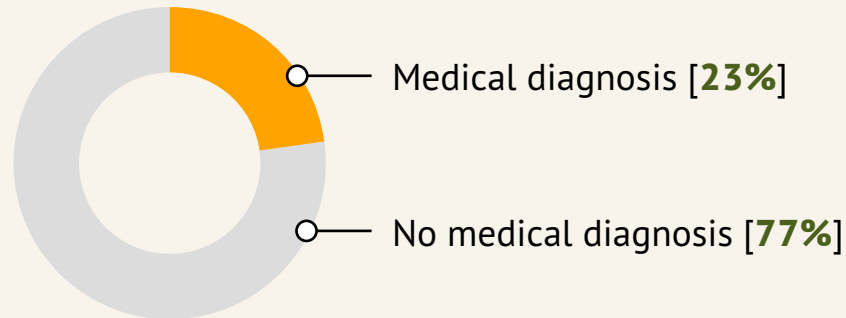
## 3 out of 4 consumers who always avoid gluten are doing so without a medical diagnosis.

Consumers who can correctly define gluten (in Q14) are more likely to say they do not avoid it [74% compared to 66% of total respondents].



Yes, I always avoid gluten

Among the eight percent who always avoid gluten, only about **a quarter** have been medically diagnosed with a gluten problem.



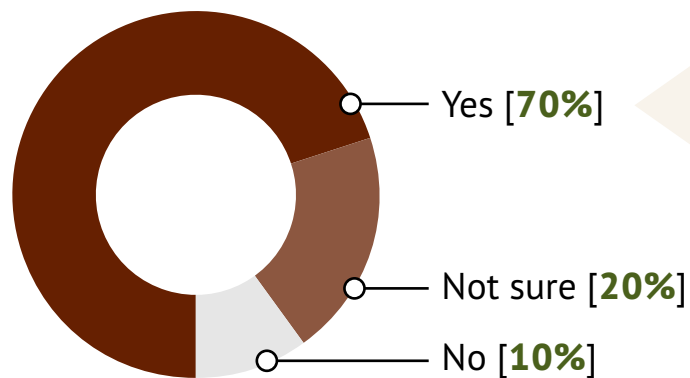
- The medically diagnosed respondents make up **1.84%** of all respondents, which lines up with the estimated prevalence of celiac disease in the general population.
- Only four percent of those who correctly defined gluten (in Q14) also say that they always avoid gluten. **75%** of those respondents have a medically diagnosed gluten problem.

Q15. Do you actively avoid gluten? / Q16. Do you have a medically-diagnosed problem with gluten such as celiac disease?

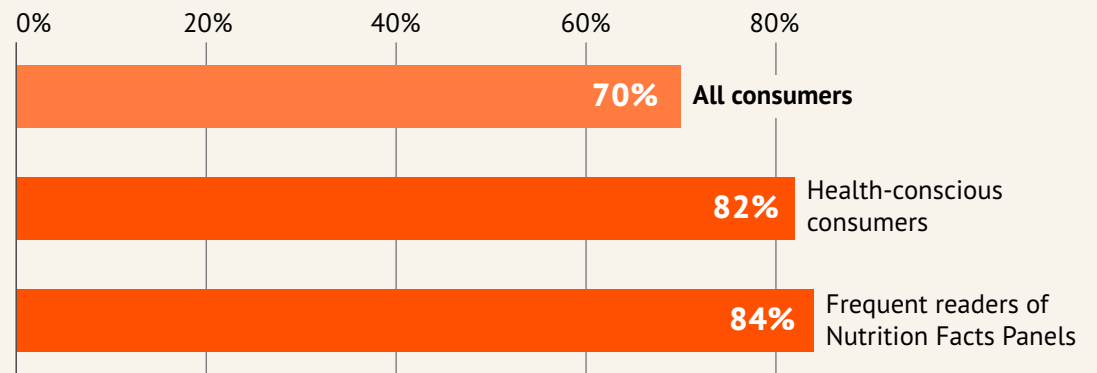
# Whole Grain Labeling

A **significant majority** of consumers want the whole grain content of products to be **included on the packaging** (something the Whole Grain Stamp offers consumers).

### Consumer interest in seeing whole grain content displayed on packaging



Health-conscious consumers and consumers who frequently read the Nutrition Facts Panel are even more likely to want the whole grain contents of foods to be included.

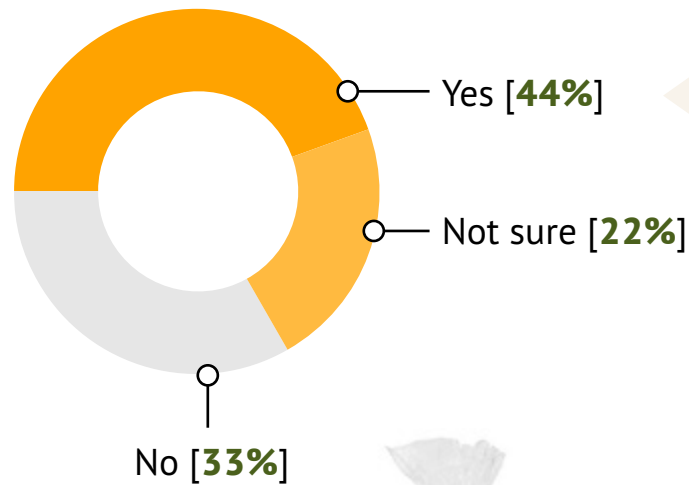


Q23. The whole grain content of packaged food is not currently included on the product's Nutrition Facts Panel. Is the whole grain content of a food something you wish was displayed on the product packaging?

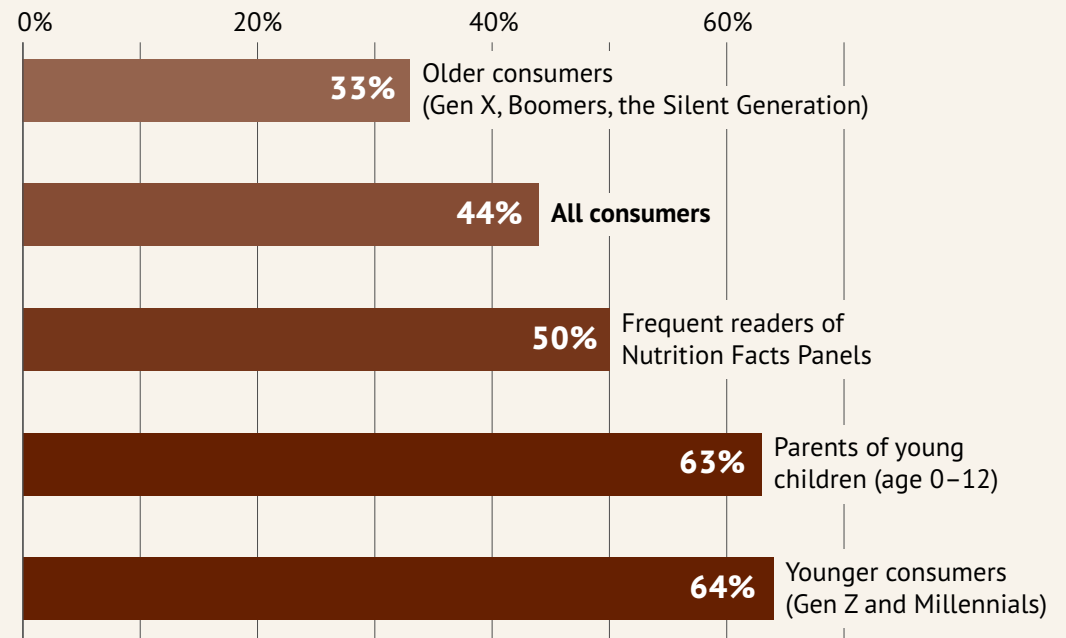


Over **one third** of all consumers recognize the Whole Grain Stamp; nearly **two thirds** of **younger consumers** recognize it.

**Percentage of consumers who have seen the Whole Grain Stamp on packaging**



While older consumers don't recognize the Stamp as often, other demographic groups are much more likely to have seen it:

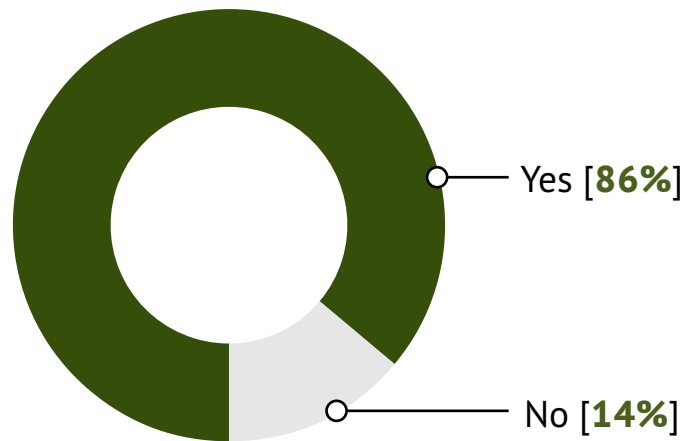


Q24. Have you seen the Whole Grain Stamp on packages?

# More people than ever say they **trust** the Whole Grain Stamp.

The Whole Grain Stamp is an easy, *trusted* way for companies to provide the whole grain content information we know consumers are looking for (see Q23).

## Percentage of consumers who trust the Whole Grain Stamp to accurately state whole grain content



Over the past six years, trust in the Stamp has steadily increased.

2015: **82%**

2018: **83%**

2021: **86%**

- Gen Z and Millennials are more likely [**89%**] to trust the Whole Grain Stamp than Gen X, Boomers, and the Silent Generation [**84%**].
- **91%** of parents with young children (age 0–12) say they trust the Stamp!

Q25. The Whole Grain Stamp is provided by an independent, third-party organization, certifying how much whole grain is in a product. Do you trust the Whole Grain Stamp to accurately state a product's whole grain content?

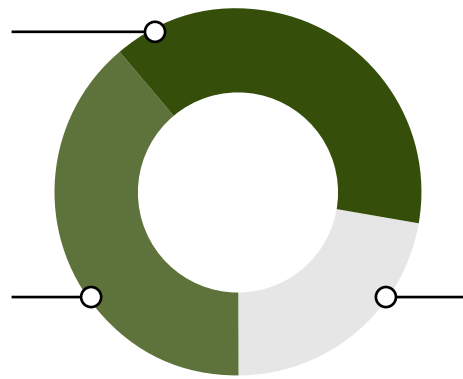
# Three out of four consumers would use the Whole Grain Stamp as part of their **purchasing decisions**.

Half of those consumers would also look at other factors like sugar and sodium content.

## Consumer likeliness to purchase a product with the Whole Grain Stamp

Yes, seeing the Whole Grain Stamp would make me more likely to buy a product [**39%**]

Yes, but I would also consider other factors (sugar, sodium, etc.) [**39%**]



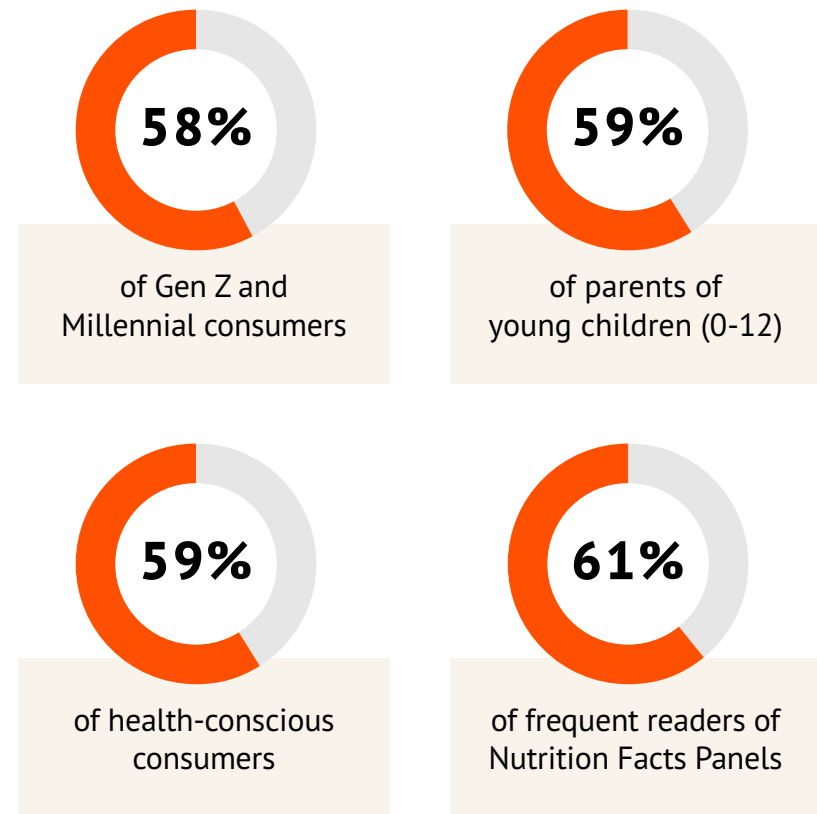
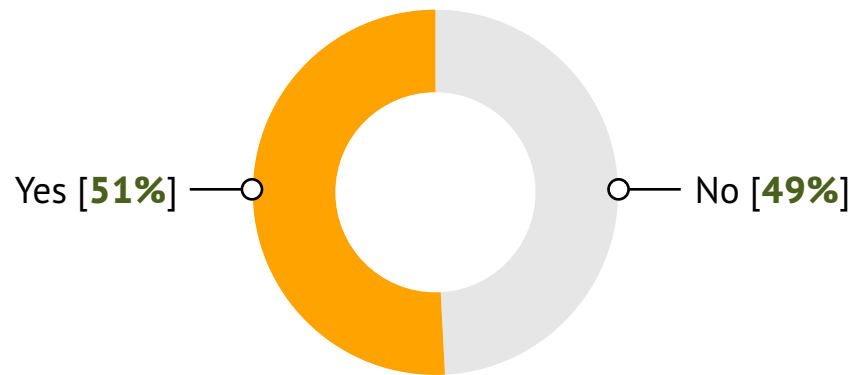
No, seeing the Whole Grain Stamp would not sway my purchasing decision [**22%**]

- Among parents with young children (age 0–12), **85%** would use the Stamp; one third of those would also consider other factors.
- Similarly, **87%** of health-conscious consumers say that seeing the Stamp would increase the likelihood that they would buy a product.
- **89%** of consumers who regularly read the Nutrition Facts Panel say the Stamp would make them more likely to choose the product.

Q26. When comparing similar foods, does seeing the Whole Grain Stamp make you more likely to buy a product?

If a product does not use the Whole Grain Stamp, **more than half** of consumers would be **skeptical** of any whole grain claims made on its labeling.

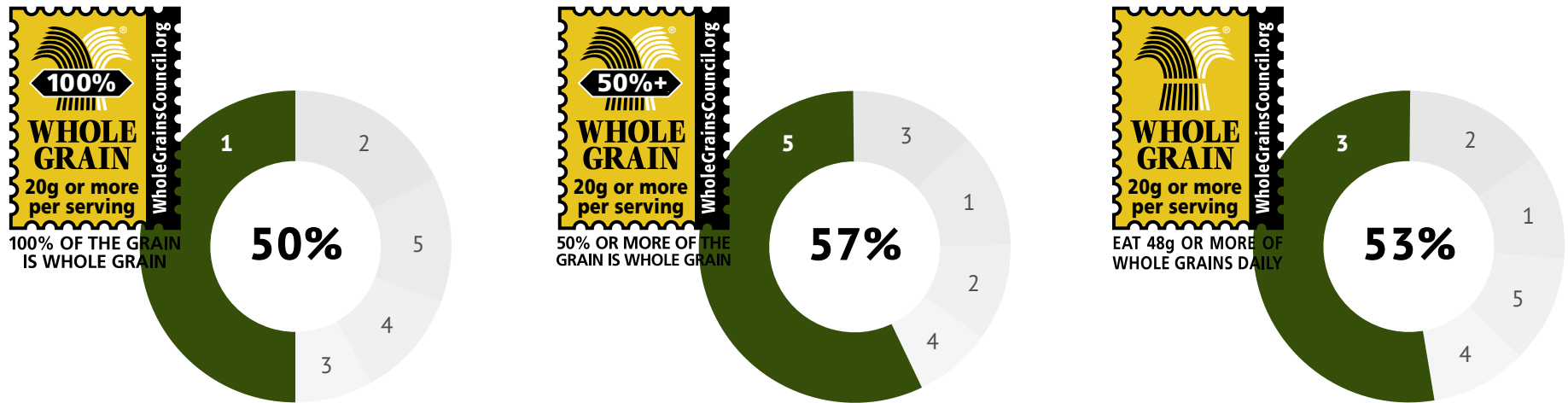
**Percentage of consumers who would question whole grain claims on products without the Stamp**



Q27. This is the same product, but without the Whole Grain Stamp. If you do not see the Whole Grain Stamp on a package, do you question the product's claims about whole grains?

# Over half of consumers are able to **correctly identify** the meaning of the three Whole Grain Stamps.

## Consumer ability to correctly match each Stamp with the best explanation

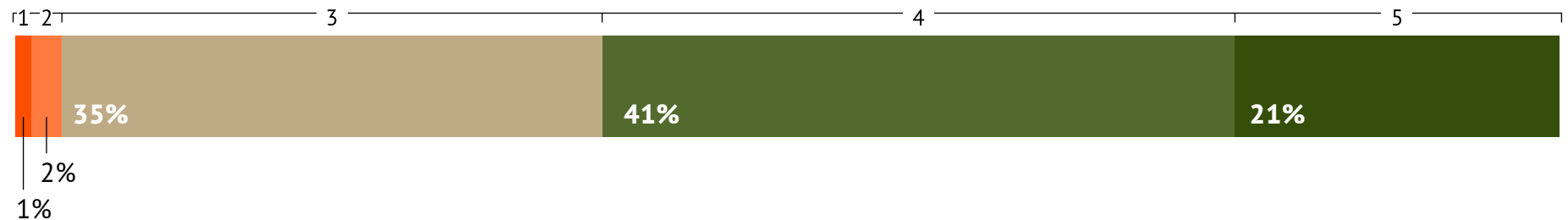


1. All of the grain (100%) in this product is whole grain.
2. This product provides 100% of your recommended daily amount of whole grain.
3. This product contains a significant amount of whole grain (specified on the Stamp) but contains primarily refined grain.
4. All of the grain (100%) in this product is refined (non-whole) grain.
5. Half or more of the grain in this product is whole grain.

Q28. There are currently three versions of the Whole Grain Stamp: the 100% Stamp, the 50%+ Stamp, and the Basic Stamp. Please match each Stamp with ONE set of words that best explains it.

About **two thirds** of consumers say packaging symbols like the Whole Grain Stamp give them **more confidence** in the product they are buying.

**Consumer confidence in products with independent, third-party food packaging symbols  
Ranked on a scale of 1 (Much less confidence) to 5 (Much more confidence)**



Q30. When you see packaging symbols (like the Whole Grain Stamp) that are provided by independent, third-party organizations on food packages, does it give you more or less confidence in the product you're buying? Please pick a point on the scale where 1 means Much less confidence, and a 5 means Much more confidence.

# Demographics

Region	
Northwest	21%
Midwest	21%
South	37%
West	21%
Gender	
Male	50%
Female	50%
Non-binary	0%
Age/Generation	
Gen Z (18–22)	8%
Millennials (28–38)	29%
Gen X (39–54)	29%
Boomers (55–73)	30%
Silent Generation (74+)	4%

Race	
Caucasian	70%
Black	13%
Hispanic or Latinx	14%
Asian	6%
American Indian	2%
Other	1%
Prefer not to answer	0%
Income	
Under \$25,000	21%
\$25,000–\$49,999	25%
\$50,000–\$74,999	20%
\$75,000–\$99,999	12%
\$100,000–\$124,999	7%
\$125,000–\$149,999	6%
\$150,000–\$249,999	7%
\$250,000 or more	2%

Children in Household	
Yes	31%
No	69%
Children's Ages (of those who said yes to having children in household)	
Under age 5	37%
6–12 years	54%
13–17 years	44%
Education	
Some high school or less	2%
Completed high school	18%
Trade/technical school	5%
Some college	25%
Completed college	33%
Graduate degree	17%



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For questions or more  
information about the  
survey, contact:

Caroline Sluyter

*Whole Grains Council Program Director*

[caroline@OldwaysPT.org](mailto:caroline@OldwaysPT.org)