



Under Embargo – NOT FOR DISTRIBUTION

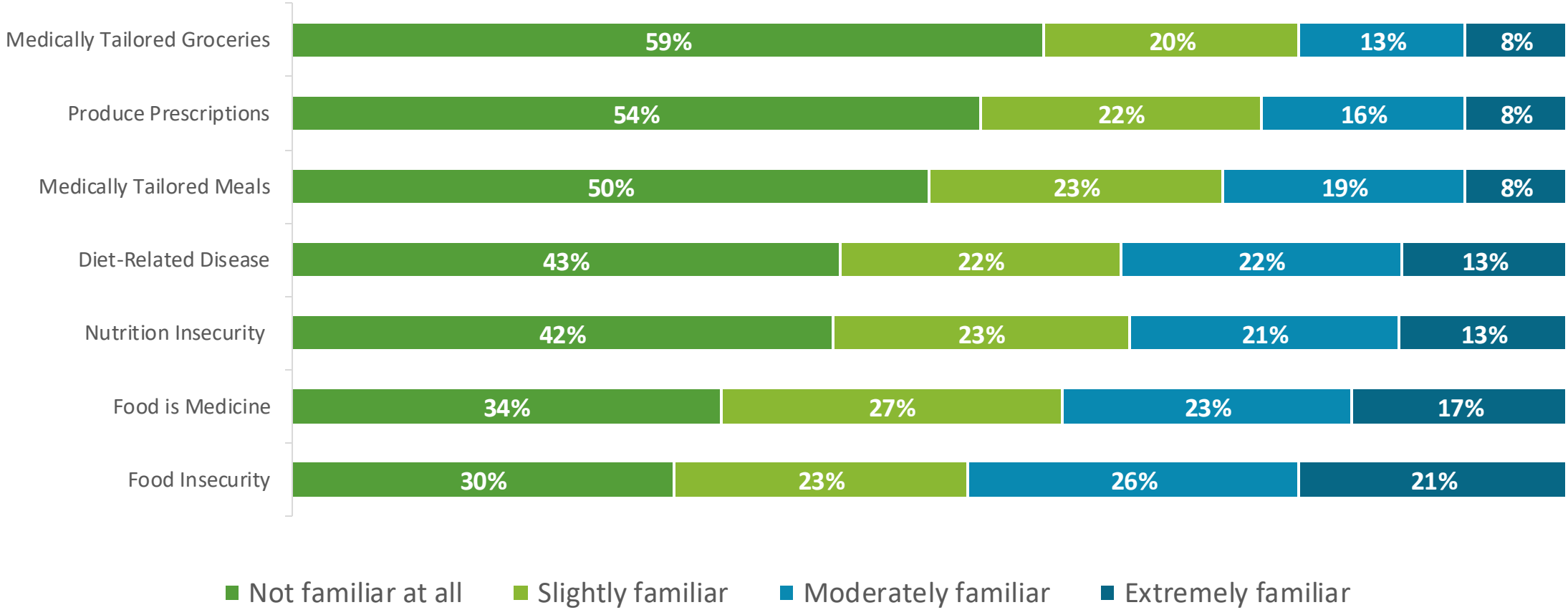
Food is Medicine: What Do We Know, and What do We Think About it?

THE ROOT CAUSE COALITION A Consumer Survey of American Adults

JUNE2024



Most Americans are relatively unfamiliar with most of the nutrition terms tested; less than half familiar with Food is Medicine



Q1. How familiar are you with the following terms? Please select a response for each term.

Sample Size=1,000



Food is Medicine: Whites, Older Adults and Non-Parents Least Familiar

	Not familiar at all	Slightly familiar	Moderately familiar	Extremely familiar
Total	34%	27%	23%	17%
Male	36%	28%	23%	14%
Female	33%	26%	21%	20%
White	38% ↑	26%	21%	14%
Black	30%	22%	25%	22%
Hispanic	23% ↓	33%	24%	20%
Under 45	25% ↓	27%	26%	23% ↑
45-64	39%	28%	20%	14%
65+	45% ↑	25%	20%	9% ↓
Northeast	37%	25%	20%	17%
Midwest	40%	22%	24%	14%
South	31%	28%	24%	17%
West	31%	29%	20%	19%
Less than \$40K	38%	28%	19%	15%
40K-80K	27% ↓	28%	27%	18%
80K+	34%	18% ↓	26%	22%
Non-college	35%	28%	22%	15%
College educated	32%	23%	24%	21%
Parents	24% ↓	22%	27%	26% ↑
Non-parents	37% ↑	28%	21%	14% ↓

Q1. How familiar are you with the following terms? Please select a response for each term.

Sample Size=1,000

Produce Prescriptions: Whites, Older Adults and Non-Parents Least Familiar

	Not familiar at all	Slightly familiar	Moderately familiar	Extremely familiar
Total	54%	22%	16%	8%
Male	54%	22%	16%	8%
Female	56%	22%	15%	7%
White	58% ↑	21%	14%	7%
Black	42%	25%	18%	15% ↑
Hispanic	50%	25%	17%	7%
Under 45	43% ↓	22%	22% ↑	13% ↑
45-64	60%	24%	12%	4% ↓
65+	68% ↑	18%	11%	3% ↓
Northeast	58%	19%	16%	7%
Midwest	60%	20%	15%	5%
South	52%	22%	16%	11%
West	50%	26%	19%	6%
Less than \$40K	57%	22%	13%	7%
40K-80K	53%	22%	17%	9%
80K+	47%	21%	23% ↑	9%
Non-college	57%	23%	15%	5% ↓
College educated	50%	20%	17%	12% ↑
Parents	42% ↓	21%	23% ↑	15% ↑
Non-parents	59% ↑	22%	14% ↓	6% ↓

Q1. How familiar are you with the following terms? Please select a response for each term.

Sample Size=1,000

Medically Tailored Meals: Whites, Middle-Aged & Older Adults and Non-Parents Least Familiar

	Not familiar at all	Slightly familiar	Moderately familiar	Extremely familiar
Total	50%	23%	19%	8%
Male	51%	24%	18%	7%
Female	50%	21%	19%	10%
White	55% ↑	20% ↓	17%	8%
Black	43%	26%	15%	16%
Hispanic	39% ↓	35% ↑	18%	8%
Under 45	39% ↓	23%	26% ↑	13% ↑
45-64	58% ↑	22%	15%	6%
65+	62% ↑	23%	11% ↓	3% ↓
Northeast	53%	24%	17%	7%
Midwest	59%	20%	14%	7%
South	49%	21%	20%	9%
West	42%	26%	22%	10%
Less than \$40K	55%	22%	16%	8%
40K-80K	45%	24%	22%	9%
80K+	44%	21%	24%	11%
Non-college	52%	24%	17%	7%
College educated	47%	20%	23%	11%
Parents	39% ↓	16%	30% ↑	15% ↑
Non-parents	54% ↑	24%	15% ↓	6% ↓

Q1. How familiar are you with the following terms? Please select a response for each term.

Sample Size=1,000

Medically Tailored Groceries: Whites, Middle-Aged & Older Adults and Non-Parents Least Familiar

	Not familiar at all	Slightly familiar	Moderately familiar	Extremely familiar
Total	59%	20%	13%	8%
Male	59%	20%	14%	8%
Female	61%	19%	12%	8%
White	65% ↑	17% ↓	11%	6%
Black	48%	16%	15%	20% ↑
Hispanic	47% ↓	35% ↑	14%	4%
Under 45	46% ↓	24%	17% ↑	13% ↑
45-64	68% ↑	18%	9%	4%
65+	74% ↑	14%	10%	2% ↓
Northeast	61%	20%	10%	10%
Midwest	67%	16%	11%	6%
South	59%	19%	13%	8%
West	53%	23%	17%	7%
Less than \$40K	65%	18%	9% ↓	8%
40K-80K	56%	19%	18% ↑	7%
80K+	51%	25%	14%	10%
Non-college	63%	20%	11% ↓	7%
College educated	54%	19%	17% ↑	10%
Parents	45% ↓	22%	19%	15% ↑
Non-parents	64% ↑	19%	11%	6% ↓

Q1. How familiar are you with the following terms? Please select a response for each term.

Sample Size=1,000

Diet-Related Disease: Middle-Aged & Older Adults, Lower Income Households, Non-College Educated and Non-Parents Least Familiar

	Not familiar at all	Slightly familiar	Moderately familiar	Extremely familiar
Total	43%	22%	22%	13%
Male	48%	19%	23%	10%
Female	39%	25%	22%	15%
White	45%	22%	21%	12%
Black	42%	22%	19%	17%
Hispanic	40%	27%	20%	12%
Under 45	31%↓	24%	27%↑	17%↑
45-64	53%↑	19%	18%	11%
65+	52%↑	23%	19%	6%↓
Northeast	46%	21%	22%	12%
Midwest	42%	25%	21%	13%
South	42%	23%	21%	14%
West	42%	20%	26%	11%
Less than \$40K	50%↑	20%	19%	11%
40K-80K	36%	24%	25%	15%
80K+	35%	21%	29%	16%
Non-college	47%↑	22%	20%	11%
College educated	34%↓	23%	27%	16%
Parents	28%↓	18%	30%↑	23%↑
Non-parents	47%↑	24%	20%↓	9%↓

Q1. How familiar are you with the following terms? Please select a response for each term.

Sample Size=1,000

Food Insecurity: Whites, Middle & Older Adults, Non-College Educated and Non-Parents Least Familiar

	Not familiar at all	Slightly familiar	Moderately familiar	Extremely familiar
Total	30%	23%	26%	13%
Male	33%	25%	27%	10%
Female	28%	21%	25%	14%
White	33% ↑	23%	23%	11%
Black	29%	15%	32%	20%
Hispanic	20% ↓	28%	30%	12%
Under 45	20% ↓	23%	30%	18% ↑
45-64	38% ↑	24%	20% ↓	9%
65+	39% ↑	22%	26%	7% ↓
Northeast	29%	24%	25%	16%
Midwest	34%	21%	24%	9%
South	30%	23%	27%	15%
West	27%	24%	26%	10%
Less than \$40K	34%	22%	22%	13%
40K-80K	26%	22%	29%	13%
80K+	24%	23%	32%	15%
Non-college	33% ↑	23%	24%	12%
College educated	24% ↓	22%	30%	13%
Parents	21% ↓	21%	31%	21% ↑
Non-parents	33% ↑	24%	24%	10% ↓

Q1. How familiar are you with the following terms? Please select a response for each term.

Sample Size=1,000

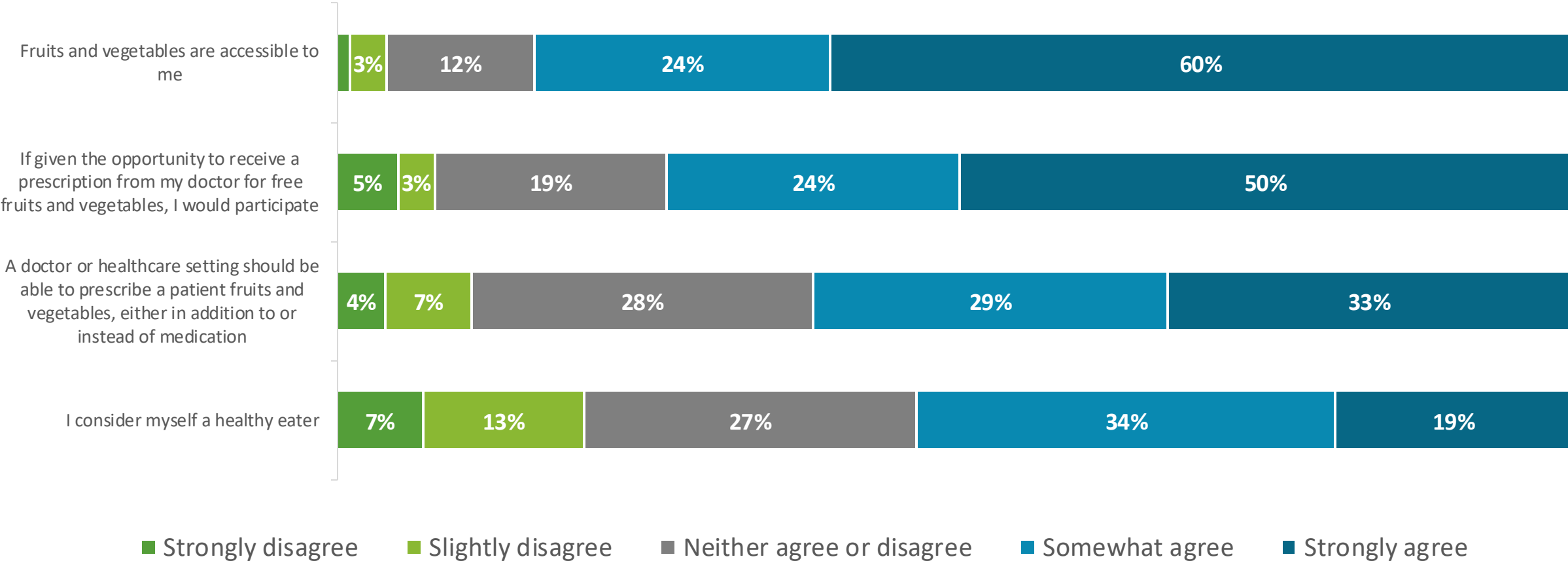
Nutrition Insecurity: Middle & Older Adults and Non-Parents Least Familiar

	Not familiar at all	Slightly familiar	Moderately familiar	Extremely familiar
Total	42%	23%	21%	13%
Male	44%	24%	22%	10%
Female	42%	22%	22%	14%
White	45%	22%	21%	11%
Black	38%	19%	23%	20%
Hispanic	34%	33%	21%	12%
Under 45	30%↓	24%	28%↑	18%↑
45-64	55%↑	21%	15%↓	9%
65+	50%↑	26%	17%	7%↓
Northeast	46%	19%	20%	16%
Midwest	50%	20%	20%	9%
South	41%	24%	20%	15%
West	36%	29%	25%	10%
Less than \$40K	47%	23%	17%↓	13%
40K-80K	37%	23%	27%	13%
80K+	37%	23%	25%	15%
Non-college	45%	24%	18%↓	12%
College educated	37%	22%	28%↑	13%
Parents	31%↓	20%	28%	21%↑
Non-parents	46%↑	24%	19%	10%↓

Q1. How familiar are you with the following terms? Please select a response for each term.

Sample Size=1,000

Most say they would participate in a health care program that prescribes free fruits and vegetables



Q3. To what extent do you agree or disagree with the following statement?

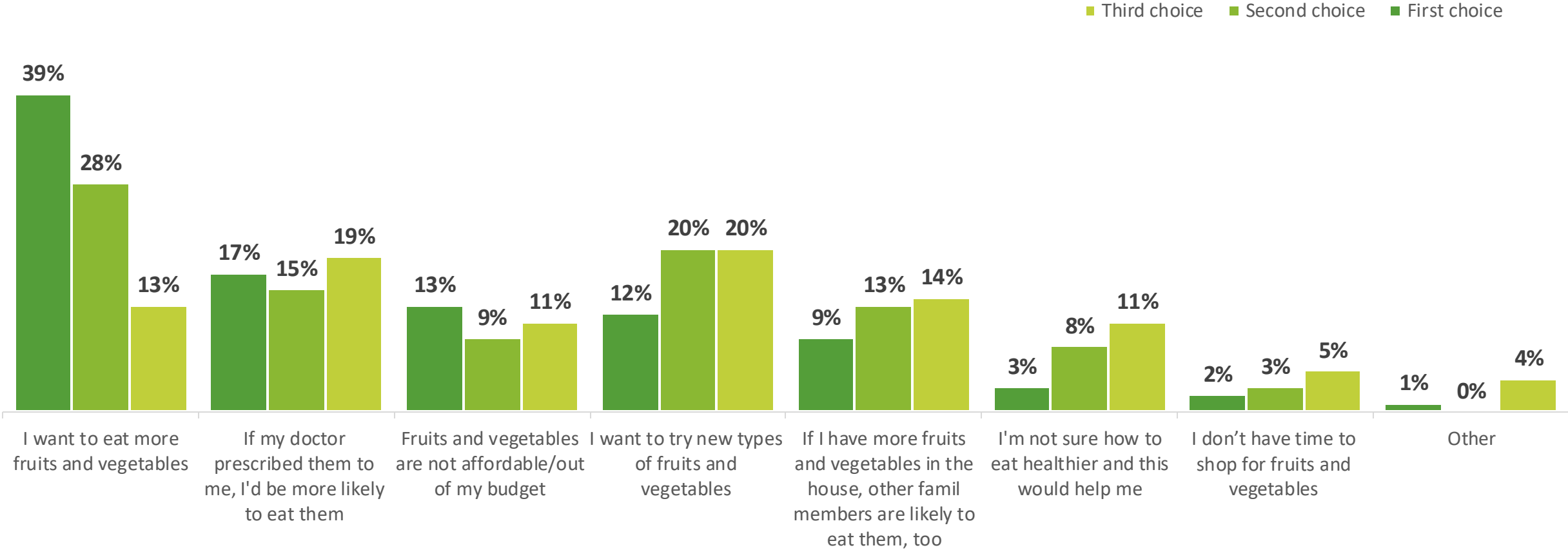
Sample Size= 1,000



Desire to participate in a ProduceRx program cuts across demographics

	A doctor or healthcare setting should be able to prescribe a patient fruits and vegetables, either in addition to or instead of medication	If given the opportunity to receive a prescription from my doctor for free fruits and vegetables, I would participate	I consider myself a healthy eater	Fruits and vegetables are accessible to me
Total	33%	50%	19%	60%
Male	31%	46%	19%	64%
Female	35%	54%	18%	57%
White	35%	51%	18%	63%
Black	36%	54%	18%	55%
Hispanic	31%	47%	16%	53%
Under 45	34%	48%	23%	57%
45-64	33%	53%	12%↓	59%
65+	31%	48%	19%	68%
Northeast	36%	53%	20%	63%
Midwest	31%	51%	20%	61%
South	35%	48%	17%	59%
West	29%	48%	19%	59%
Less than \$40K	30%	51%	14%	55%
40K-80K	36%	50%	21%	66%
80K+	37%	46%	26%	63%
Non-college	32%	49%	15%↓	56%
College educated	36%	51%	26%↑	67%
Parents	41%	52%	26%	59%
Non-parents	30%	49%	16%	60%
Urban	36%	53%	26%	63%
Suburban	33%	48%	16%	61%
Rural	30%	48%	15%	53%

Most people who said they want to participate in a free fruit and vegetable program said it's because they want to eat more of them



Q4. [if3b somewhat or strongly agree] You said you would participate in a program that prescribed you free fruits and vegetables. Why would you participate? Rank order top 3.

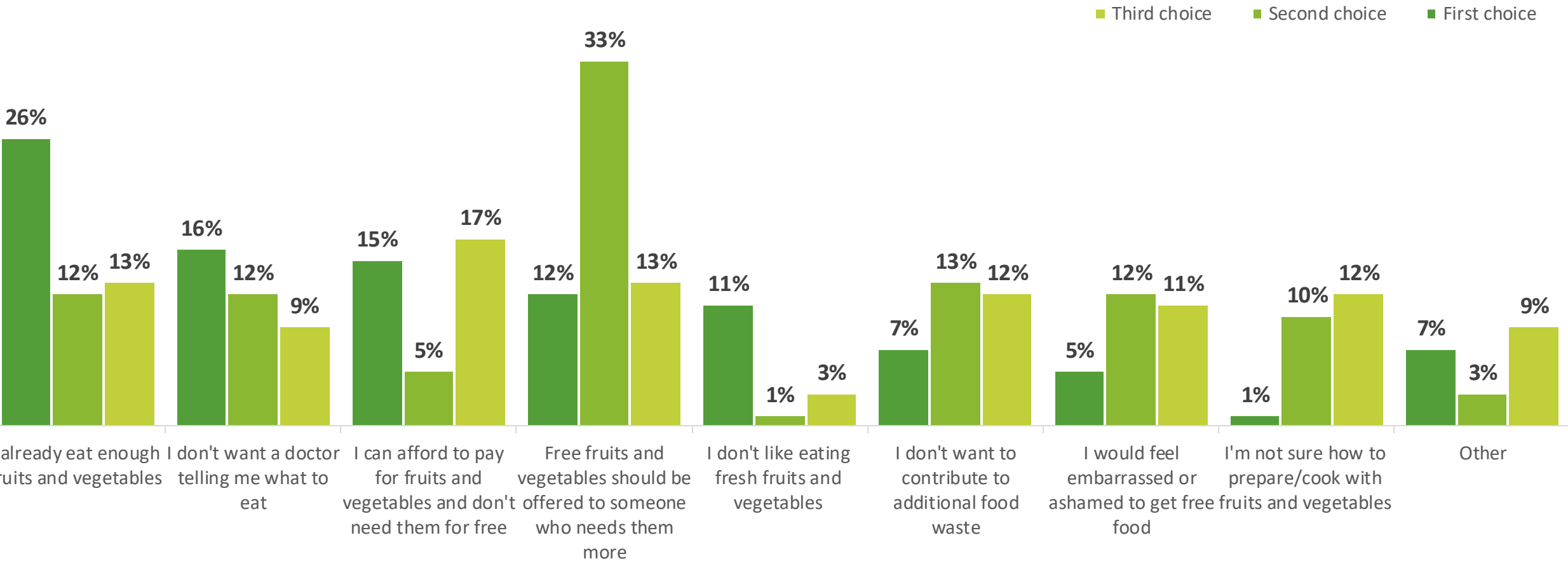
Sample Size=738



Men are significantly more likely to say they'd eat more produce if they were prescribed to them

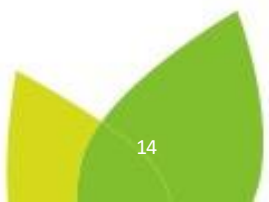
	Fruits and vegetables are not affordable/are out of my budget	I want to eat more fruits and vegetables	It is hard to find / buy fruits and vegetables	I want to try new types of fruits and vegetables	If I have more fruits and vegetables in the house, other family members are likely to eat them, too	If my doctor prescribed them to me, I'd be more likely to eat them	I don't have time to shop for fruits and vegetables	I'm not sure how to eat healthier and this would help me	Other
Total	13%	39%	4%	12%	9%	17%	2%	3%	1%
Male	8%	36%	3%	12%	11%	23% ↑	2%	3%	1%
Female	17%	41%	6%	11%	8%	11% ↓	2%	4%	1%
White	13%	35%	3%	14%	11%	18%	1%	3%	1%
Black	12%	42%	6%	10%	4%	20%	3%	3%	1%
Hispanic	11%	43%	6%	13%	10%	12%	2%	4%	0%
Under 45	12%	36%	5%	13%	12%	13%	3%	5%	1%
45-64	15%	41%	6%	11%	8%	17%	1%	1%	0%
65+	12%	41%	0% ↓	10%	6%	23%	1%	4%	2%
Northeast	6%	42%	6%	11%	10%	16%	2%	5%	1%
Midwest	14%	33%	4%	13%	9%	22%	1%	2%	1%
South	12%	39%	4%	13%	9%	16%	1%	4%	1%
West	17%	40%	4%	10%	8%	14%	4%	2%	2%
Less than \$40K	18%	36%	6%	11%	7%	16%	1%	4%	1%
40K-80K	10%	42%	4%	14%	7%	17%	1%	3%	1%
80K+	6%	38%	3%	12%	18%	18%	2%	2%	1%
Non-college	14%	37%	5%	13%	9%	15%	2%	4%	1%
College educated	10%	41%	4%	9%	10%	20%	2%	2%	2%
Parents	12%	35%	7%	10%	16%	14%	1%	4%	1%
Non-parents	13%	40%	3%	13%	7%	17%	2%	3%	1%
Urban	12%	38%	7%	15%	7%	16%	2%	2%	1%
Suburban	11%	38%	3%	9%	11%	20%	3%	4%	1%
Rural	17%	40%	4%	13%	9%	11%	0%	3%	2%

Many Americans who said they would not participate in the program say it's because they already eat enough fruits and vegetables; many also believe this program should be offered to someone who needs them more

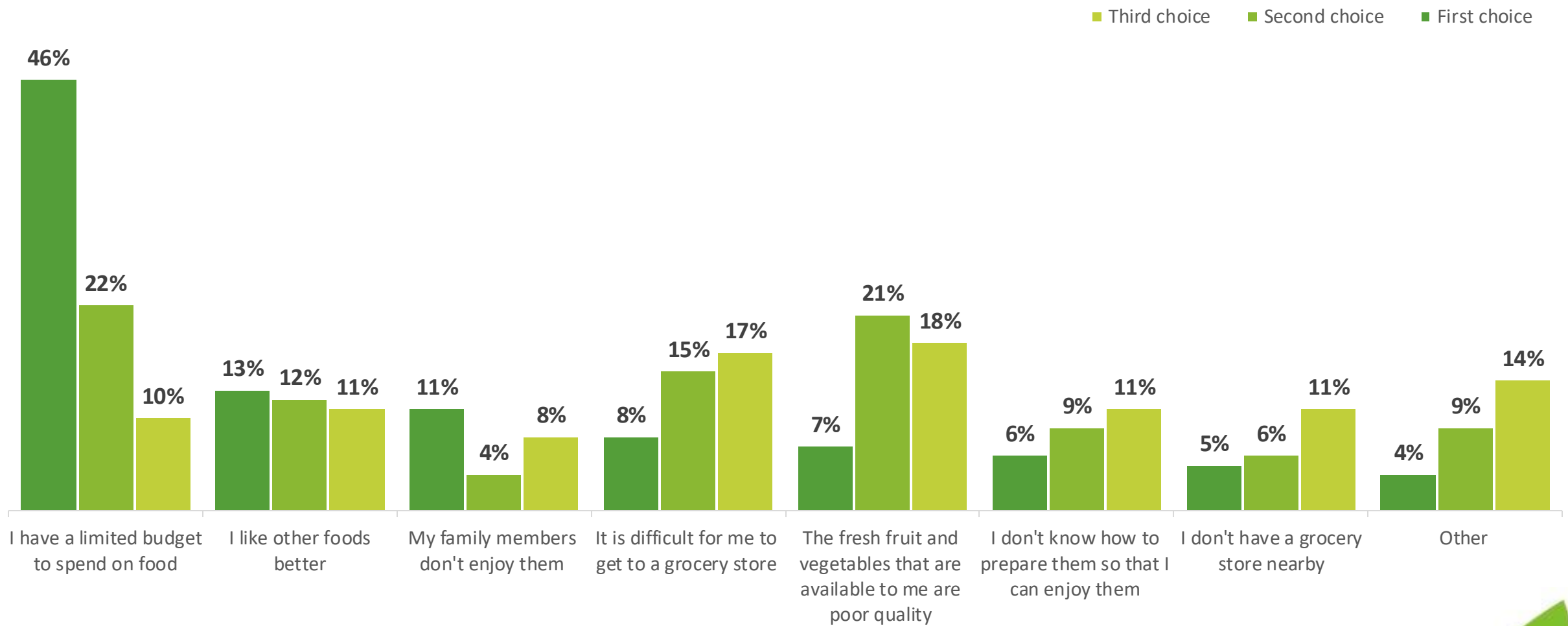


Q5. [if3b strongly or slightly disagree] You said you would NOT participate in a program that prescribed you free fruits and vegetables. Why wouldn't you participate? Rank order top 3.

Sample Size=75



Most Americans who say that fruits and vegetables are not accessible to them report that it's because of a limited food budget

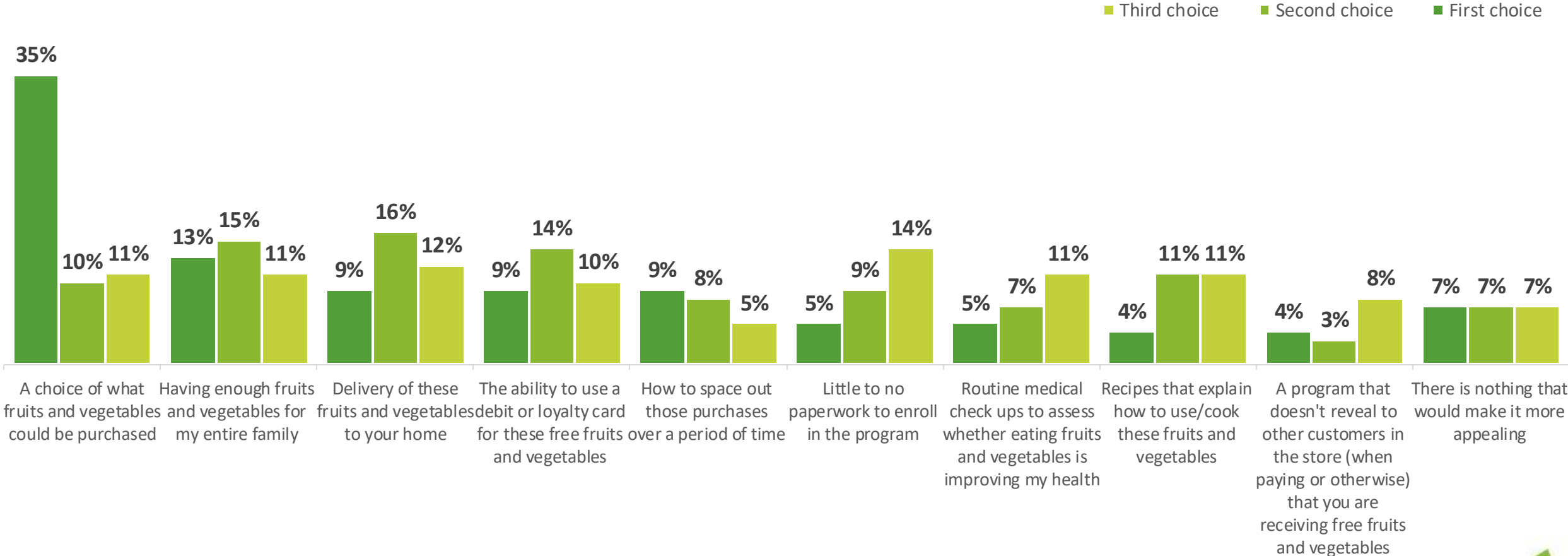


Q6. [if3d strongly or slightly disagree] You mentioned that fruits and vegetables are not accessible to you. Why is this the case? Rank order top 3.

Sample Size=48



More than one-third say that having a choice of what fruits and vegetables they could purchase would be their top way to make the produce program more appealing

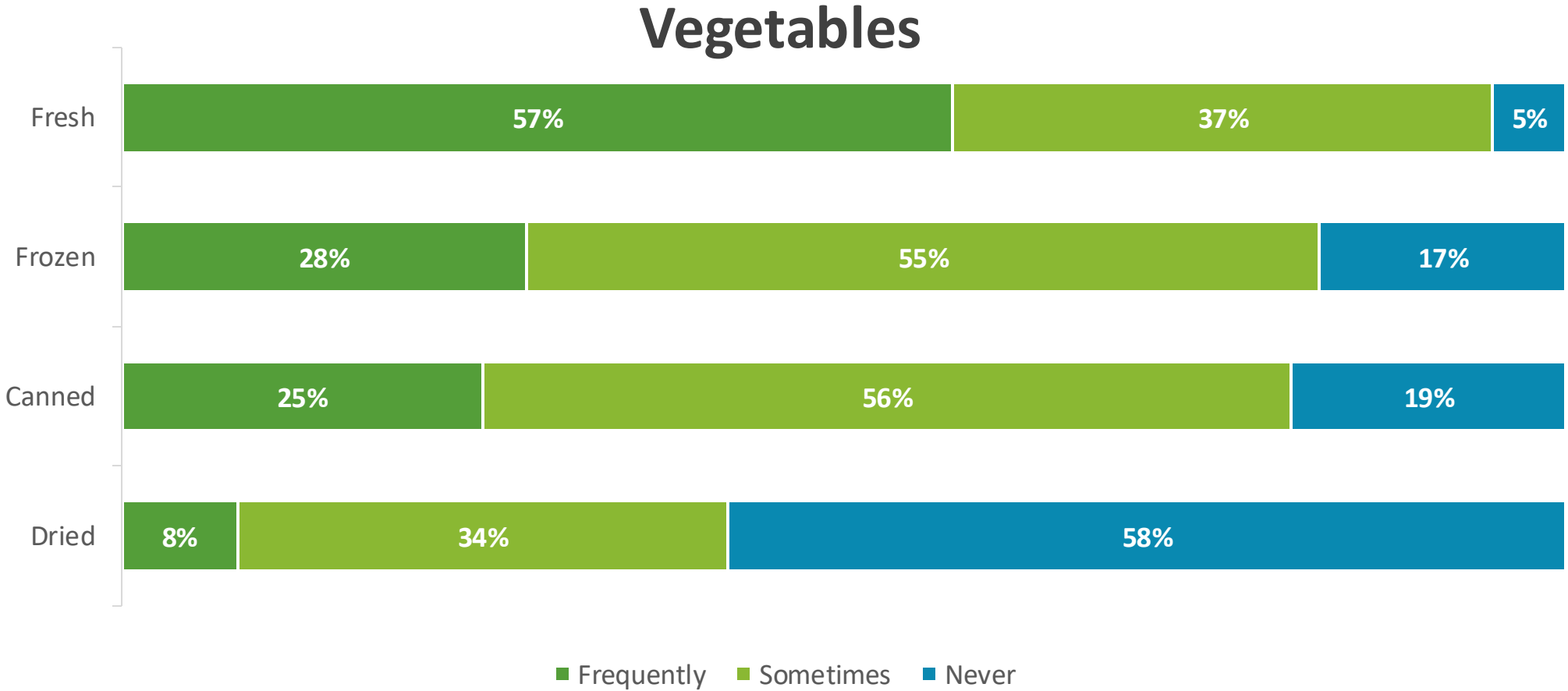


Q7. Is there anything that would make it more appealing to participate in a free program that offered additional fruits and vegetables? Rank top 3.

Sample Size= 1,000



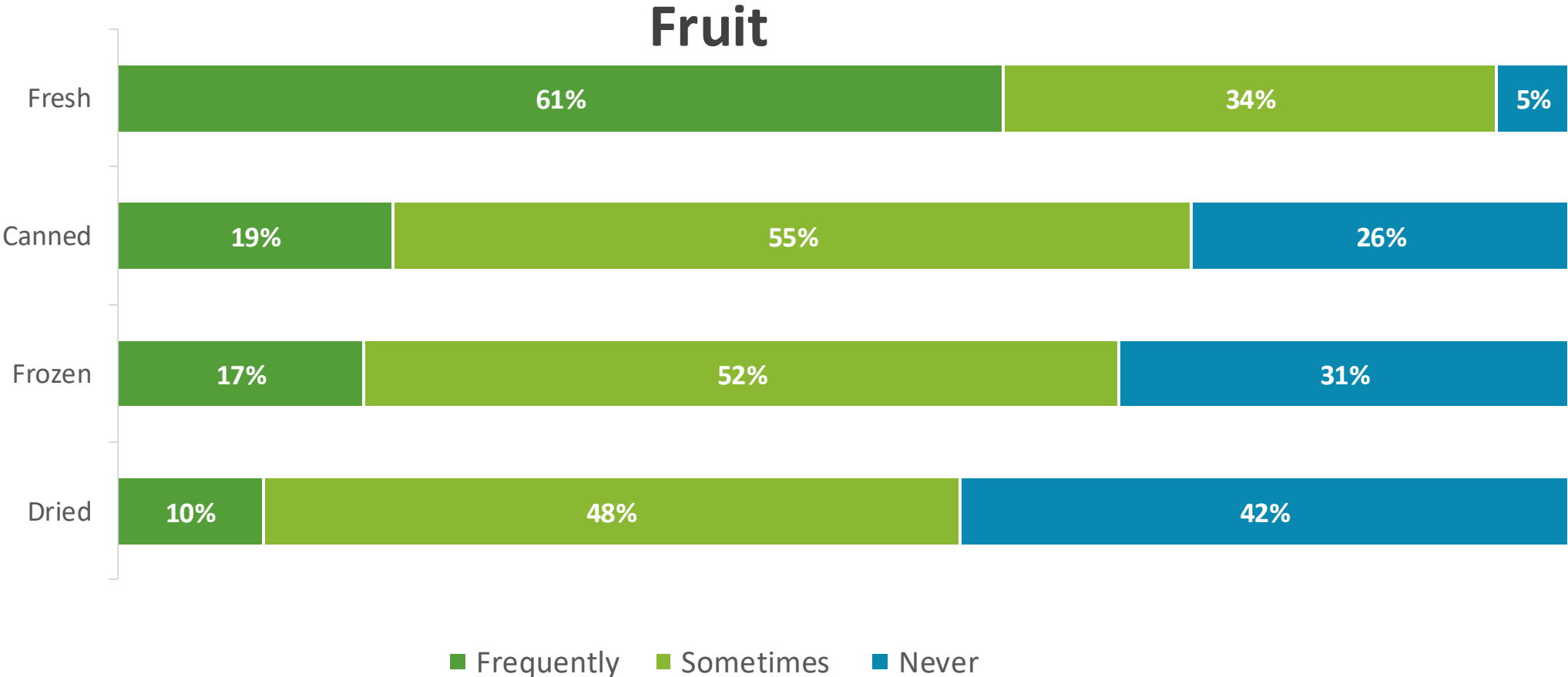
A majority report eating fresh vegetables, with frozen being more common than canned or dried



Q9. Think about your typical week and what you eat. What types of fruits and vegetables do you typically eat?
Sample Size=1,000



A majority report eating fresh fruit, with canned being more common than frozen or dried



Q9. Think about your typical week and what you eat. What types of fruits and vegetables do you typically eat?
Sample Size=1,000

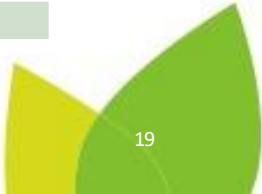


When it comes to fresh vegetables, lower income earners, non-college educated and non-parents least likely to eat them

	Fresh	Frozen	Canned	Dried
Total	57%	28%	25%	8%
Male	59%	26%	25%	9%
Female	57%	30%	25%	7%
White	54%	29%	27%	6%
Black	57%	32%	31%	13%
Hispanic	66%	26%	23%	11%
Under 45	61%	26%	27%	11% ↑
45-64	54%	31%	28%	6%
65+	56%	29%	16% ↓	4% ↓
Northeast	52%	34%	20%	7%
Midwest	54%	27%	26%	5%
South	58%	27%	30% ↑	9%
West	63%	27%	18%	9%
Less than \$40K	48% ↓	24%	26%	7%
40K-80K	62%	29%	23%	7%
80K+	69% ↑	36%	26%	12%
Non-college	53% ↓	24% ↓	24%	6%
College educated	66% ↑	36% ↑	25%	11%
Parents	67% ↑	32%	33% ↑	15% ↑
Non-parents	54% ↓	27%	22% ↓	6% ↓
Urban	56%	28%	31%	13% ↑
Suburban	61%	31%	21%	7%
Rural	54%	25%	23%	4%

Q9. Think about your typical week and what you eat. What types of fruits and vegetables do you typically eat? % Frequently

Sample Size=1,000

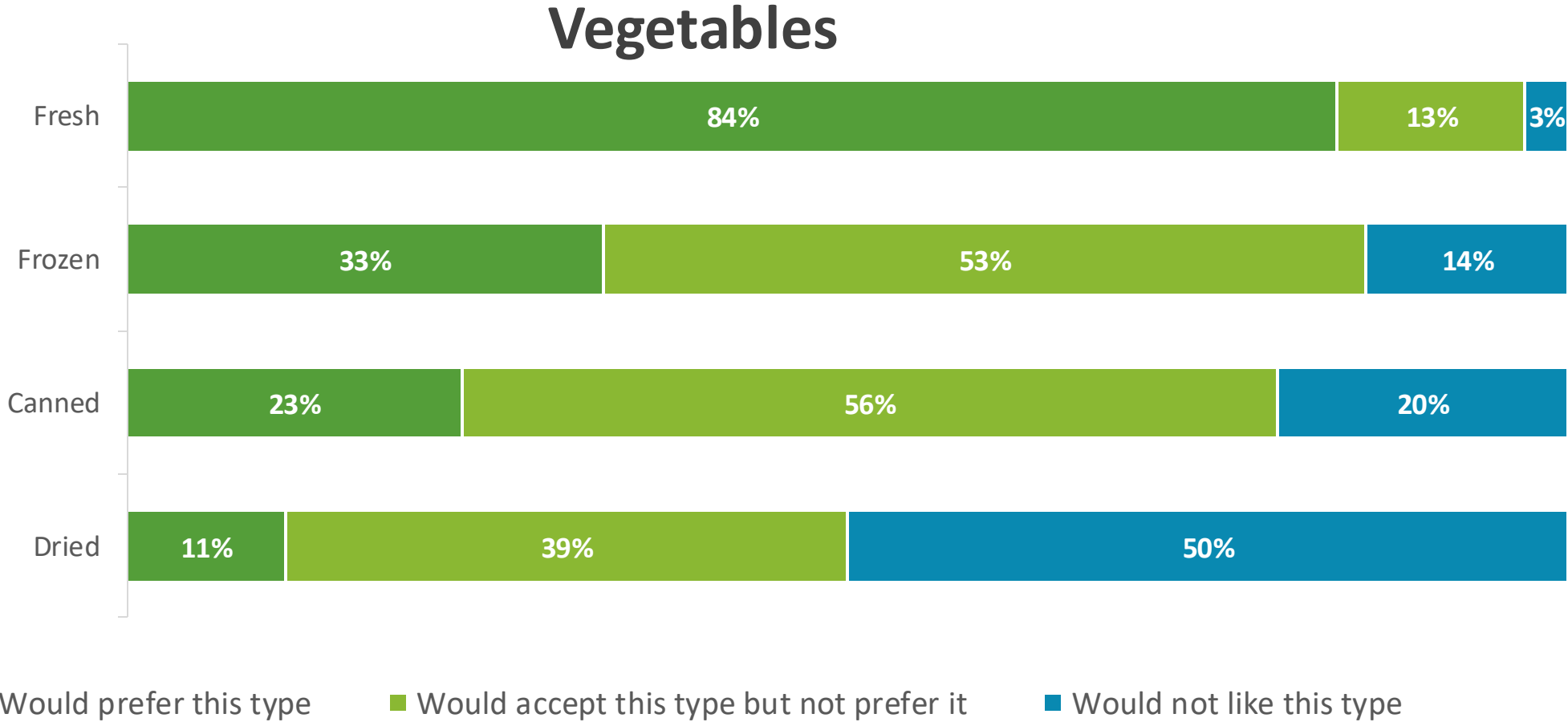


When it comes to fresh fruits, lower income earners less likely to eat them

	Fresh	Frozen	Canned	Dried
Total	61%	17%	19%	10%
Male	61%	16%	20%	11%
Female	61%	18%	18%	9%
White	59%	14%↓	19%	8%
Black	65%	24%	25%	14%
Hispanic	62%	24%	20%	13%
Under 45	61%	23%↑	25%↑	14%
45-64	58%	14%	16%	8%
65+	65%	8%↓	10%↓	7%
Northeast	62%	21%	16%	11%
Midwest	59%	13%	20%	8%
South	60%	17%	23%	11%
West	62%	16%	14%	11%
Less than \$40K	54%↓	14%	19%	8%
40K-80K	63%	16%	20%	9%
80K+	73%↑	24%↑	19%	18%↑
Non-college	58%	15%	20%	8%↓
College educated	66%	19%	17%	15%↑
Parents	67%	26%↑	28%↑	17%↑
Non-parents	59%	14%↓	16%↓	8%↓
Urban	64%	20%	25%↑	15%
Suburban	61%	16%	15%	9%
Rural	58%	12%	18%	8%

Q9. Think about your typical week and what you eat. What types of fruits and vegetables do you typically eat? % Frequently

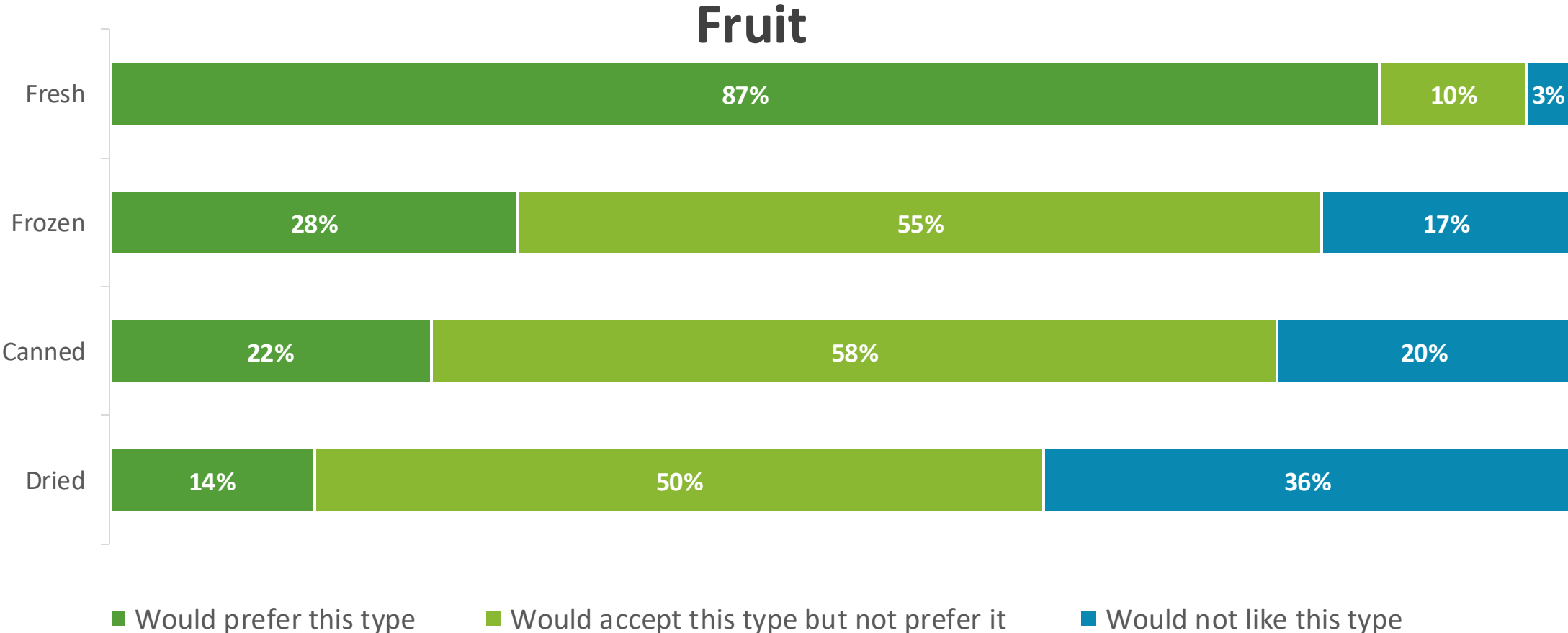
Americans would greatly prefer fresh vegetables as part of a free fruit and vegetable program



Q10. If you participated in a program that offered free fruits and vegetables, what types of fruits and vegetables would you most like? Sample Size= 1,000



Americans would greatly prefer fresh fruit as part of a free fruit and vegetable program



Q10. If you participated in a program that offered free fruits and vegetables, what types of fruits and vegetables would you most like? Sample Size= 1,000



DEMOGRAPHICS



DEMOGRAPHICS – SAMPLE SIZES

CATEGORY	N
Total	1,000
Male	484
Female	507
White	598
Black	114
Hispanic	162
Under 45	456
45-64	319
65+	226
Northeast	178
Midwest	207
South	379
West	236
Less than \$40K	431
40K-80K	279
80K+	229
Non-college	640
College educated	360
Parents	248
Non-parents	743
Urban	301
Suburban	440
Rural	244

Methodology: 1,000 interviews among adults age 18+ were conducted from June 6-10, 2024, using an online survey. The results were weighted to ensure proportional responses. The Bayesian confidence interval for 1,000 interviews is 3.5, which is roughly equivalent to a margin of error of ± 3.1 at the 95% confidence level.

Totals may not add up to 100% due to rounding.



Contact Us

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