



the sixth sense of business™

TNS.SENSESM RESTAURANT

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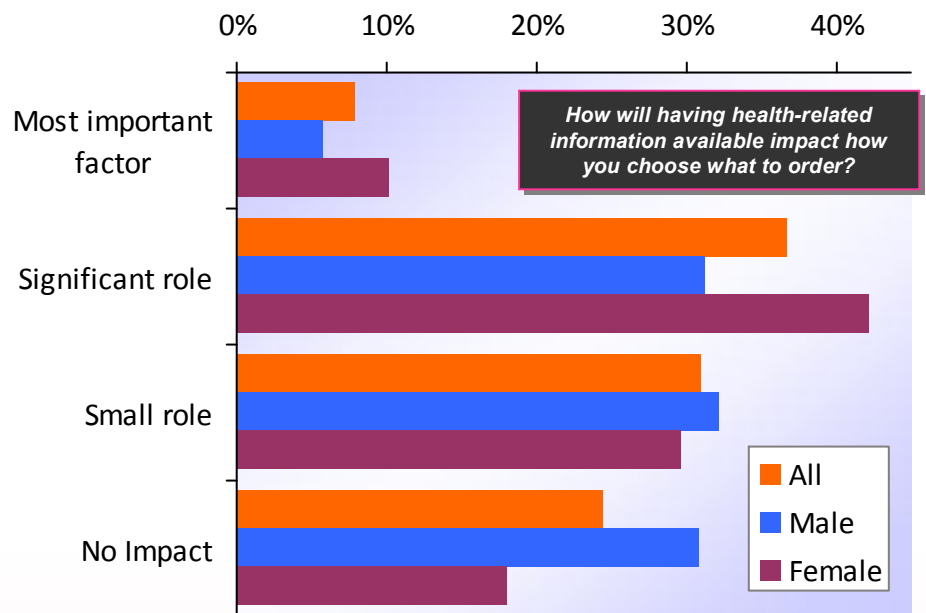
CONSUMERS READY TO MAKE HEALTHY DECISIONS?



Several restaurants have posted or will be posting calorie counts, fat content, and other **health-related information** about the food they serve. TNS asked a nationally-representative sample of 2,500 adults to identify the extent to which having this information available will **impact how they choose what to order**.

About **three quarters of respondents** reported that health information would play at least some role in choosing what to order. Slightly more than a third reported the information would play a “significant” role.

The impact for **women was greater than for men**. Over 40% of women reported it would play a “significant role,” compared to 31% for men. About one in five women reported “no impact” compared to 31% for men.



This research asked about how health-related information would impact the **decision process**, but did not ask about the likelihood of actually **choosing a healthy choice**. Overall, only 7% reported it would be the most important factor. To better assess the potential **impact on sales**, additional research should investigate the **relative weight** consumers place on health-related information compared to other information (such as **taste and price**) in the decision process.

Likewise, the extent to which health-related information impacts **the choice of restaurant** should be investigated for its **impact on sales**. For example, a restaurant could enjoy a **health-centric halo effect** if consumers perceive it to have a large number of healthy choices; such a halo could make consumers feel more “healthy” even if they are not choosing the healthiest menu options. As such, supplemental research should reveal the most convincing ways to **package and present health-related information** to help create or bolster a health halo as appropriate.

TNS is the world’s foremost provider of custom research and analysis, combining in-depth industry sector understanding with world-class expertise in the areas of innovation, communication, customer acquisition, and satisfaction & loyalty. For more on these results contact Lincoln Merrihew of TNS Business Solutions (Lincoln.Merrihew@tns-global.com) or Melanie Mumper of TNS Marketing (Melanie.Mumper@tns-global.com).