

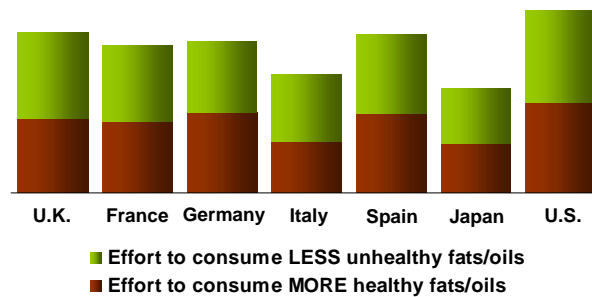
## 2012 INTERNATIONAL Study of Consumer Knowledge & Attitudes Toward **DIETARY FATS & OILS**

This consumer research explores and reports global awareness of and concern for the types of fats and oils consumed in food, building on trended research conducted by Multi-sponsor Surveys in the United States. It enables comparisons of consumer attitudes and behavior across the United Kingdom, France, Germany, Italy, Spain and Japan with comparison to U.S. consumers included for selected measures. Among the topics reported are:

- Consumer knowledge and information sources
- Opinions regarding the healthfulness of various fats and oils
- Health benefits linked to healthy fats and oils
- Efforts to consume healthy fats and oils
- Factors motivating efforts to choose healthy fats/oils
- Omega-3 awareness and efforts
- Use of functional foods containing Omega-3, plant stanols or sterols
- Types of fats/oils used when preparing foods
- Health and wellness issues impacting dietary choices

*REPORT EXCERPT --*

Generally, no more than half of adults in any of the countries surveyed report making an effort to consume less unhealthy fats/oils and more healthy varieties, lagging behind efforts reported by U.S. consumers.



Available for immediate electronic delivery in PowerPoint format, the report may be purchased in its entirety, or purchased separately as shown below:

**Full, six-country package – \$38,400.**

**Western Europe – \$28,900.      Japan – \$11,800.**

*(United Kingdom, France, Germany, Italy, Spain)*

Pricing & content information for the companion 2012 U.S. trend study is available upon request.

*(subject to New Jersey or New York sales tax where applicable)*

For ADDITIONAL INFORMATION, INCLUDING FULL TABLE OF CONTENTS, PLEASE CONTACT:

**KAREN BUNDY**  
 VP of Food, Beverage & Nutrition Marketing

[Karen.Bundy@multisponsor.com](mailto:Karen.Bundy@multisponsor.com)

Report issued: July 2012  
 Report No. 12501

MULTI-SPONSOR SURVEYS INTERNATIONAL, LLC

136 WALL STREET – PRINCETON, NJ 08540 – 609-924-7772

[www.multisponsorinternational.com](http://www.multisponsorinternational.com)