CANNEDBEANS.ORG STUDY RDNS VS CONSUMERS
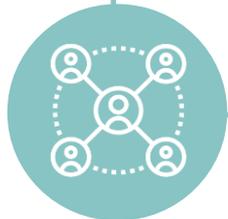
April 2020

WHAT WE ASKED

This research was designed to...
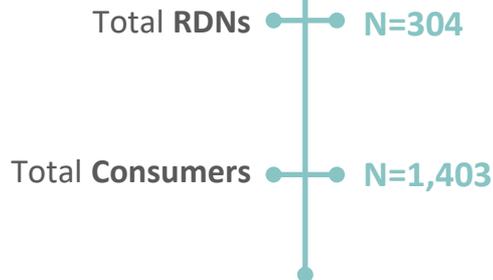
1 Better understand the perceptions of both consumers and Registered Dietitian Nutritionists (RDNs) regarding the category of beans.

2 Especially understand the perceptions and role of canned beans among consumers and RDNs.

WHAT WE DID

Sample Sizes

Total **RDNs** — **N=304**

Total **Consumers** — **N=1,403**

Methodology

Using the field services of Gazelle Global Research Services, we fielded two 15-minute online surveys among samples of 300 RDNs and 1,400 American adults at least 18 years old and representative of the census (Consumers).

Our surveys fielded from:

- March 3 – March 19, 2020 (RDNs)
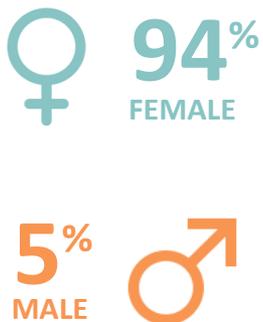- March 3 – March 17, 2020 (Consumers)
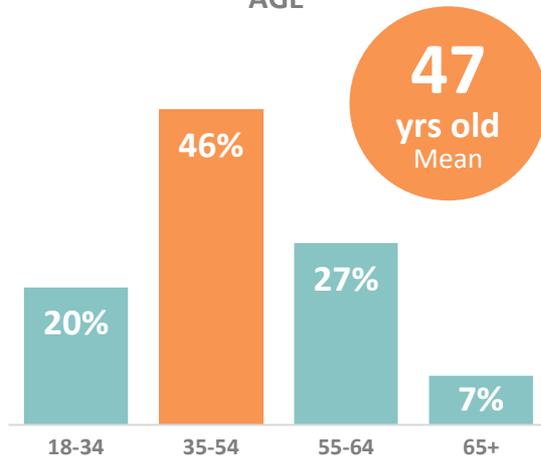
RDN Demographics

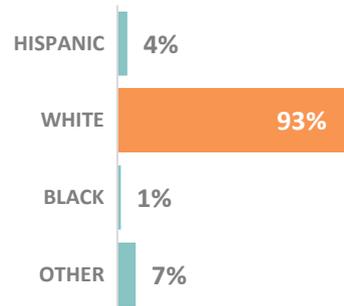**Respondent Profile:** Dietitians are commonly White, Female, and have been practicing for over 15 years.

GENDER

94% FEMALE

5% MALE

K1. What is your current gender identity?

AGE

47 yrs old Mean

Age	
18-34	20%
35-54	46%
55-64	27%
65+	7%

S1. What is your month and year of birth?

ETHNICITY

- HISPANIC 4%
- WHITE 93%
- BLACK 1%
- OTHER 7%

K4. Which of the following best describes you? *Multiple select; will not equal 100%

EMPLOYMENT STATUS

- EMPLOYED FULL-TIME 73%
- EMPLOYED PART-TIME 27%
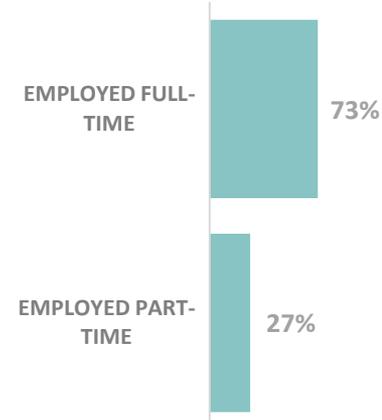
S2. What is your occupational status?

YEARS OF PRACTICE

- 2 TO 5 YEARS 9%
- 6 TO 9 YEARS 11%
- 10 TO 15 YEARS 24%
- OVER 15 YEARS 56%
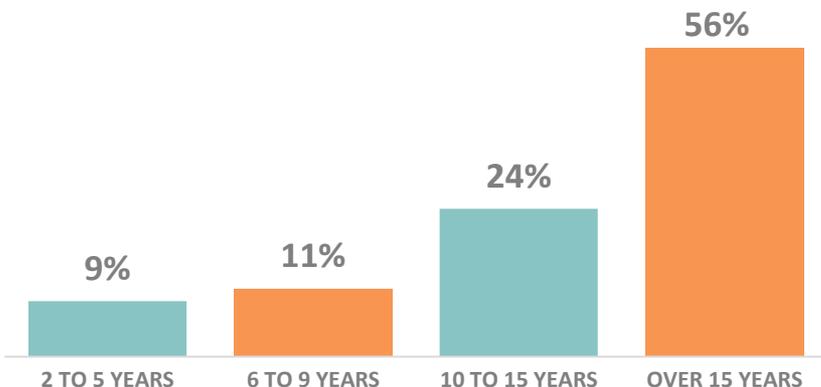
S4. For how many years have you been practicing as a Registered Dietitian Nutritionist?

REGION

- Midwest 27%
- Northeast 27%
- West 20%
- South 26%
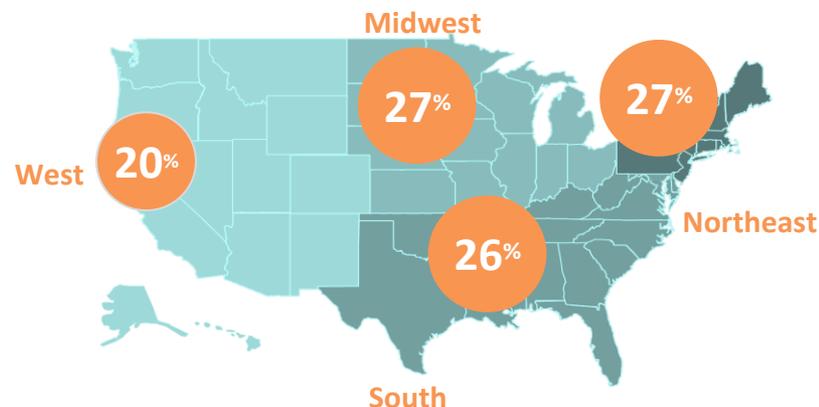
K2. In which state do you currently live?

Respondent Profile: A very large majority of RDNs directly counsel their clients on diet and nutrition.

Practice setting

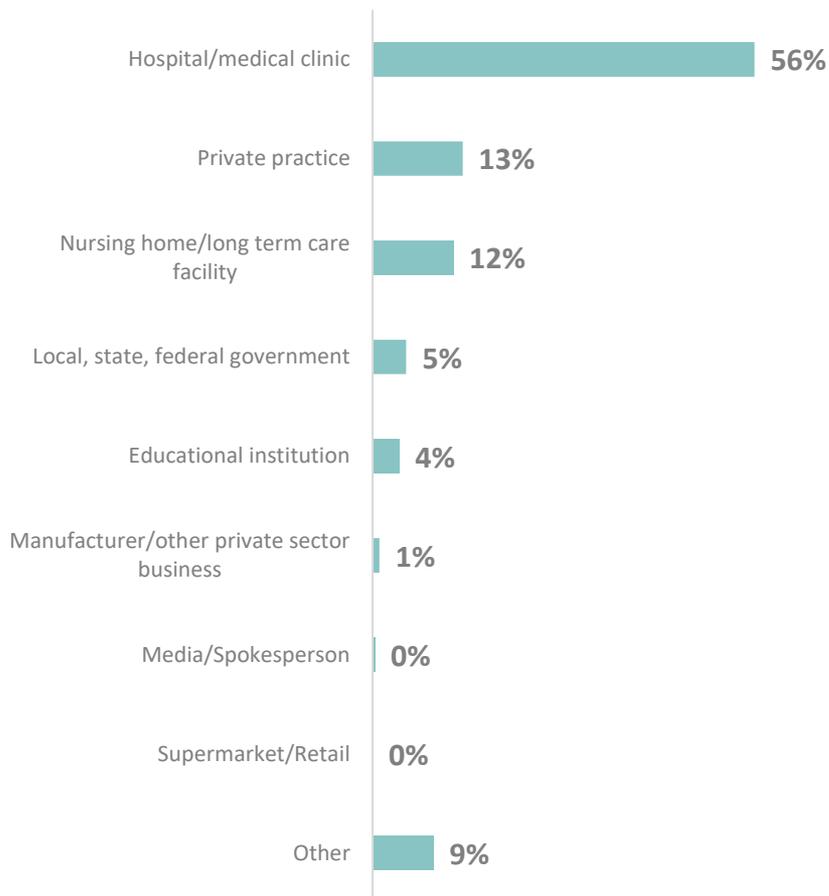|	
Hospital/medical clinic	56%
Private practice	13%
Nursing home/long term care facility	12%
Local, state, federal government	5%
Educational institution	4%
Manufacturer/other private sector business	1%
Media/Spokesperson	0%
Supermarket/Retail	0%
Other	9%

Do as part of their job

Counsel patients/clients on diet and nutrition	91%
Provide recipes or meal planning ideas to consumers	75%
Make speeches/presentations regarding diet and nutrition	68%
Do cooking and recipe demonstrations	38%
Write articles, newsletters or books about diet and nutrition	35%
Plan institutional meals	24%
Conduct clinical research	9%
Other	9%

S5. Which of the following BEST describes your practice setting? S6. Which of the following activities do you do as part of your job?

Consumer Demographics

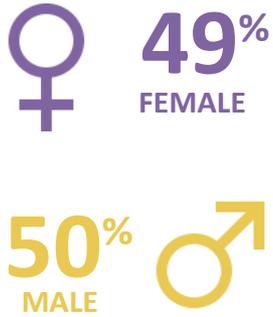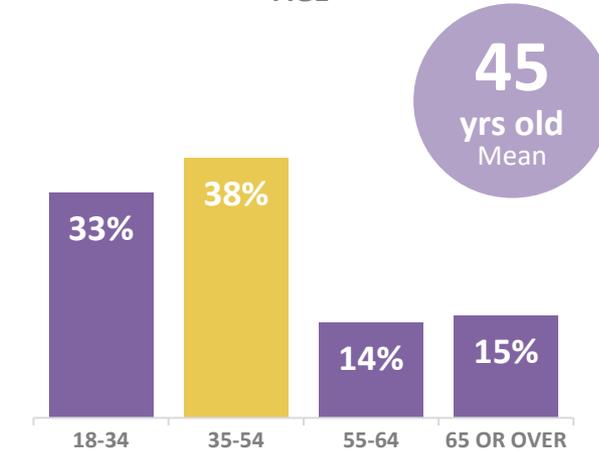# **Respondent Profile:** Respondents are commonly White, aged 35 – 54, and are the primary grocery shoppers in their households.
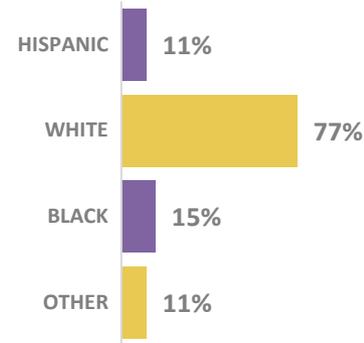
GENDER

49% **FEMALE**

50% **MALE**

K1. What is your current gender identity? (1% selected another identity)

AGE

45 yrs old Mean

33% 18-34
38% 35-54
14% 55-64
15% 65 OR OVER

S1. What is your month and year of birth?

ETHNICITY

HISPANIC 11%
WHITE 77%
BLACK 15%
OTHER 11%

K3. Which of the following best describes you? *Multiple select; will not equal 100%

ANNUAL INCOME

UNDER $50,000 (NET) **54%**
$50,000 TO $99,999 (NET) **30%**
$100,000 OR MORE (NET) 16%
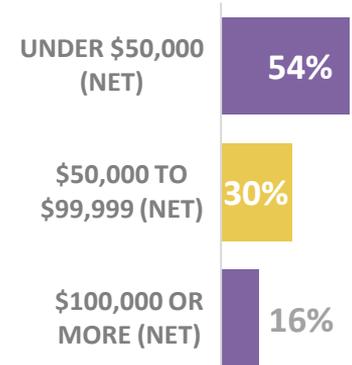
S4. What was your total 2019 annual household income before taxes?

DECISION-MAKER

PRIMARY GROCERY SHOPPER 76%
DO AT LEAST HALF THE GROCERY SHOPPING IN HOUSEHOLD 24%

S2. Which of the following BEST describes the role you have in grocery shopping for your household?

EDUCATION LEVEL

HIGH SCHOOL OR LESS 28%
ASSOCIATES/TECH 40%
COLLEGE 22%
MORE THAN COLLEGE 10%
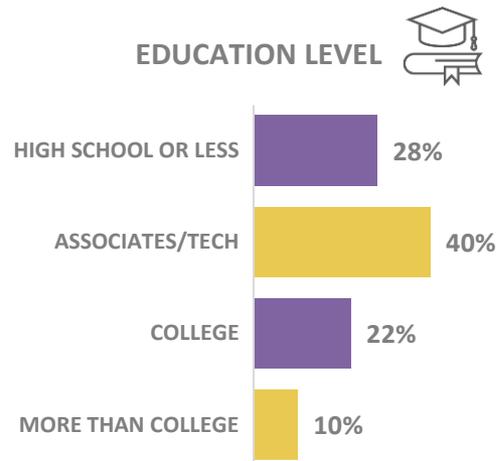
K5. What is the last grade of school you completed?

REGION

Midwest 24%
West 20%
Northeast 15%
South 41%
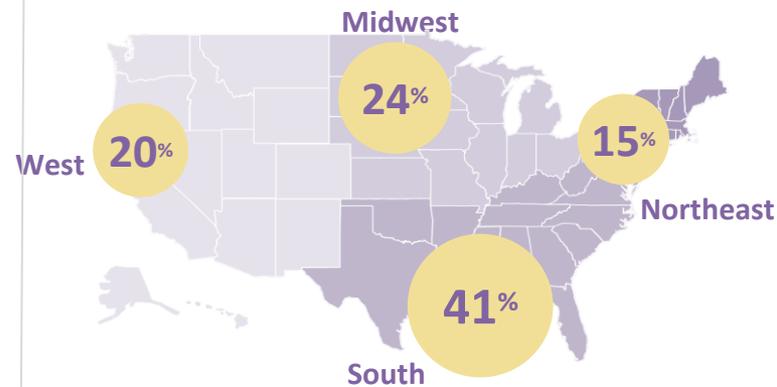
K4. In which state do you currently live?

Dietitians vs. Consumers

RDNs are much more familiar with the Dietary Guidelines for Americans' statement regarding the health benefits of beans.

"Diets including beans may reduce your risk of heart disease and certain cancers."

89% of **RDNs** reported having heard this statement

56% of **consumers** reported having heard this statement
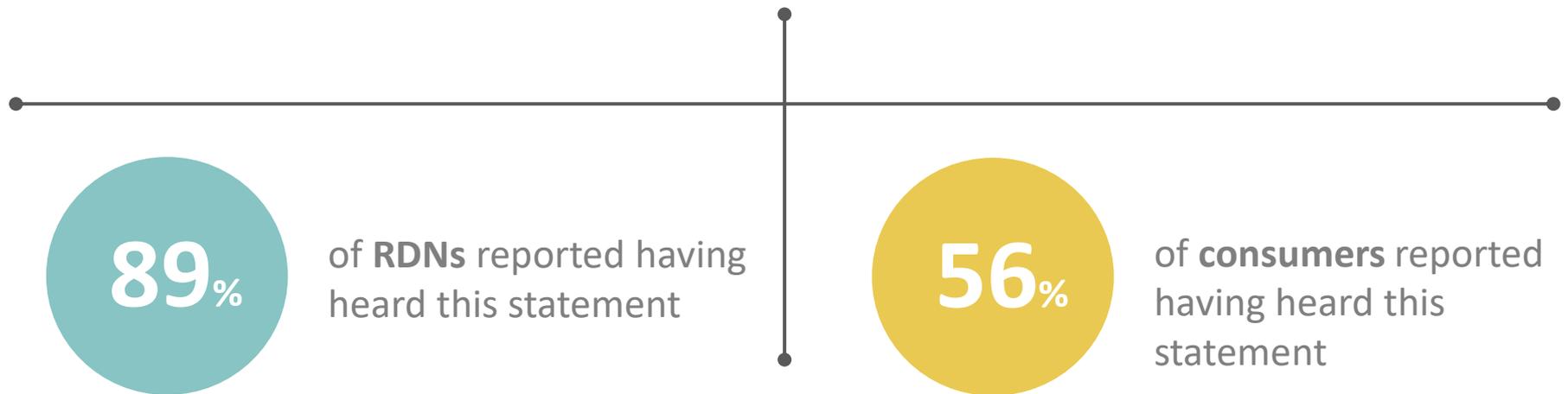
C2/C6. 'Diets including beans may reduce your risk of heart disease and certain cancers.' Have you ever heard this statement before taking this survey?

While a large majority of RDNs (89%) recommend moving toward plant-based eating, only 33% of consumers are currently on board.

RDN recommendations
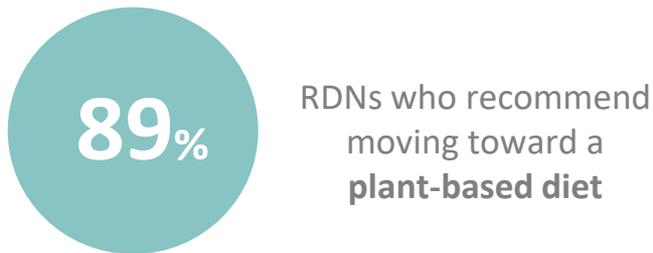
Consumer plant-based diet attitudes
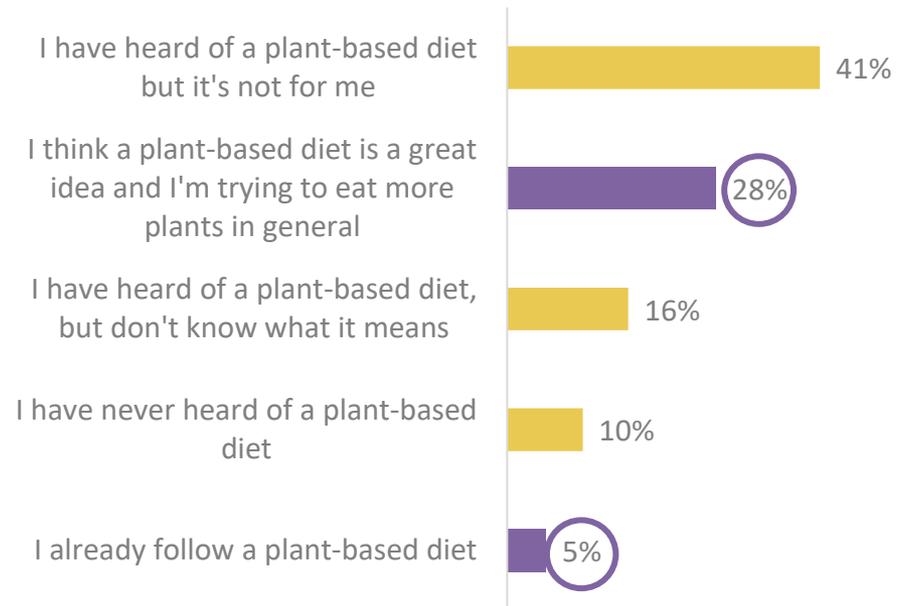
94% RDNs who recommend a **reduction of meat intake**

89% RDNs who recommend moving toward a **plant-based diet**

Consumer attitude	Percentage
I have heard of a plant-based diet but it's not for me	41%
I think a plant-based diet is a great idea and I'm trying to eat more plants in general	28%
I have heard of a plant-based diet, but don't know what it means	16%
I have never heard of a plant-based diet	10%
I already follow a plant-based diet	5%

RDNs are much more likely to eat beans at least weekly – and are much more likely to use canned beans than consumers.

Frequency of eating beans

- RDNs - Consumers

Category	RDNs	Consumers
3+ times/week	33%	18%
1-2 times/week	49%	34%
Every 2-3 weeks	12%	24%
Once a month	4%	13%
Every 2-3 months	1%	5%
Less often than every 3 months	1%	4%
Never	0%	2%

Those who eat beans, "always / often" Use

Category	RDNs	Consumers
Canned	79%	66%
Dry bagged	35%	46%
Frozen	10%	30%

B3/B1. How often do you eat beans? B5/B2. Do you use…?
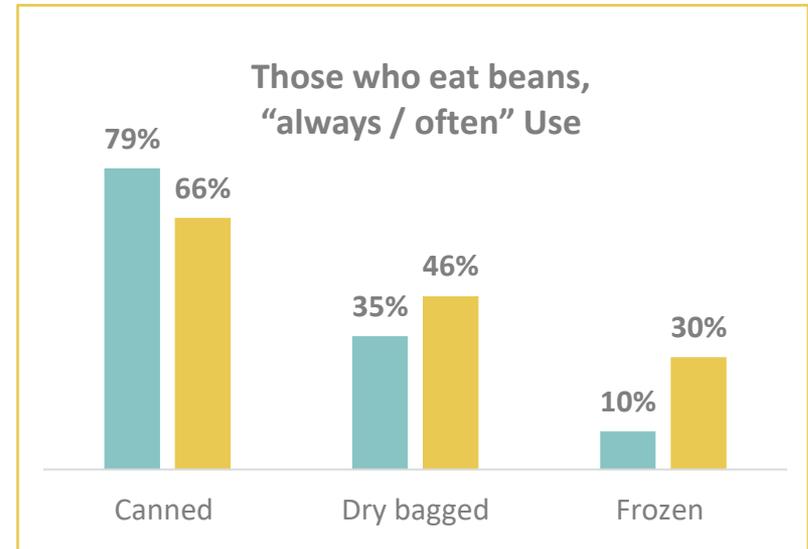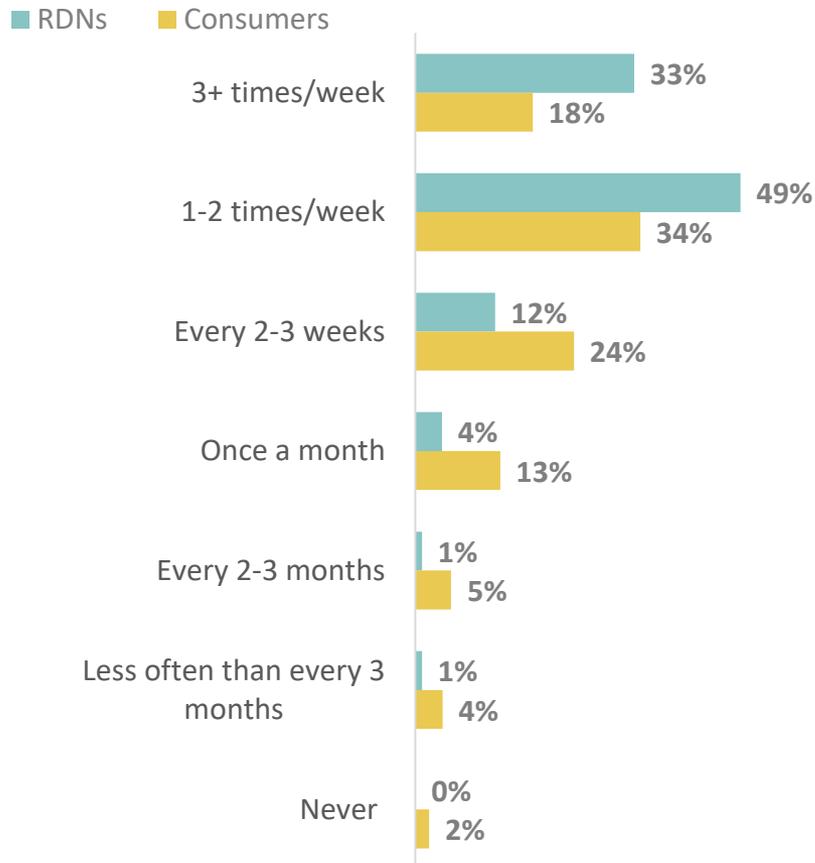
There are big gaps between the types of beans RDNs are very likely to recommend and what consumers are very likely to include in their diets.

Very likely to recommend / Very likely to include

- Consumers
- RDNs

	Canned variety beans	Dry bagged beans	Frozen beans	Canned baked beans
RDNs	75%	66%	45%	12%
Consumers	44%	36%	25%	48%
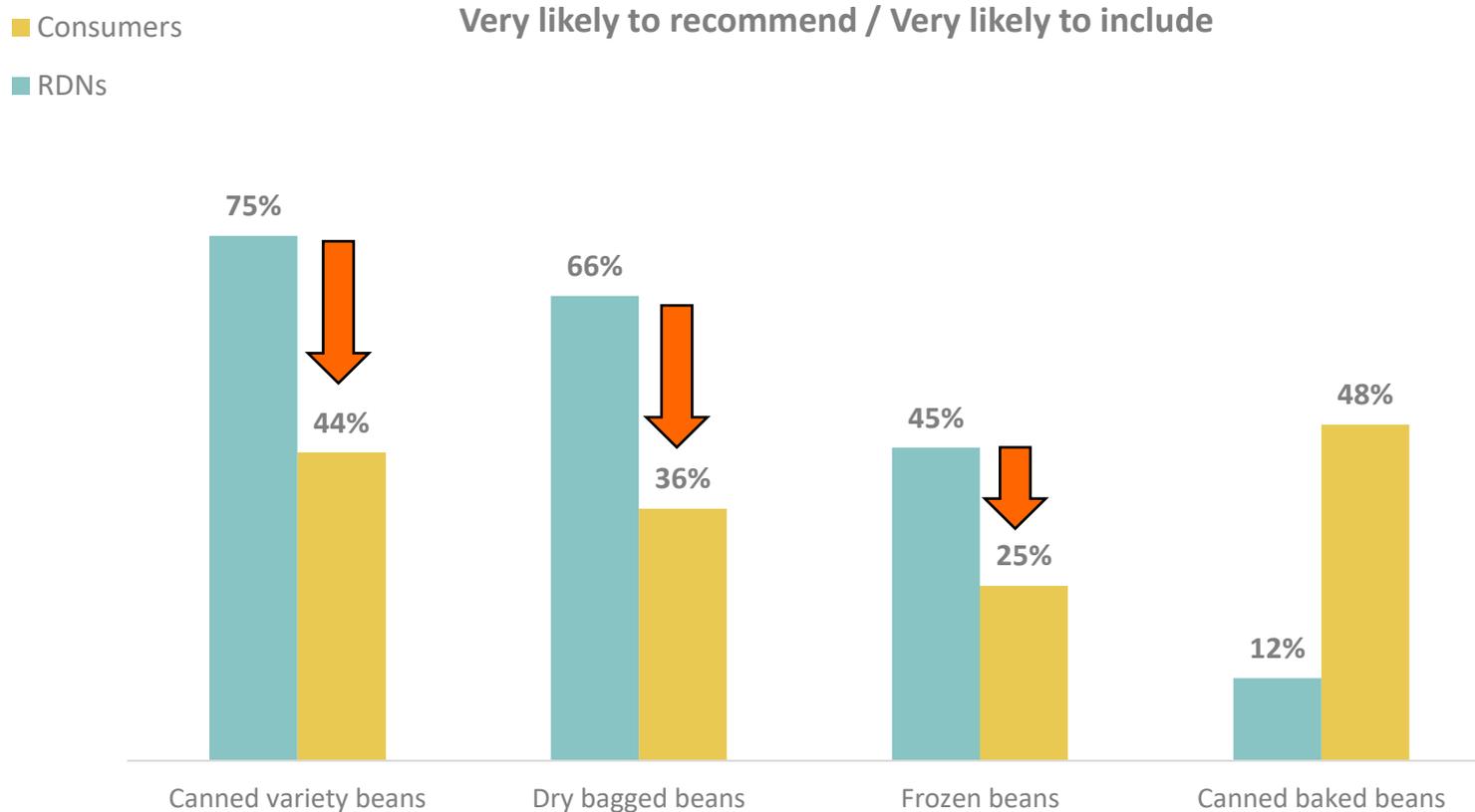
A5. How likely would you be to recommend each of the following types of foods to your clientele? B4. How likely are you to include the following different types of beans in your own diet? Consumers N=1,373.

Consumers are lagging far behind RDNs in understanding the many health benefits of beans.

RDN vs. Consumer attitudes about beans	RDNs 2020	Consumers 2020	GAP
Beans are a healthy, nutrition rich food	91%	57%	34%
Canned beans make it easy to eat more plants	80%	34%	46%
Eating beans can promote digestive health	76%	43%	33%
Adequate bean consumption can lower both total and LDL- cholesterol levels	69%	36%	33%
Eating beans can help prevent heart disease	67%	35%	32%
Eating beans can make a person healthier	64%	42%	22%
Eating beans can help control blood sugar	56%	32%	24%
Eating beans can help people lose or maintain weight	55%	32%	23%
People who eat beans regularly adapt and do not experience noticeable gas or flatulence	50%	28%	22%
Eating beans can help prevent cancer	45%	25%	20%
People who eat beans regularly have a longer life expectancy than people who don't eat beans regularly	32%	28%	4%
Eating beans causes gas and flatulence	32%	48%	-16%
More bean products are beneficial in a plant-based diet, but not canned beans	8%	24%	-16%
Canned beans do not fit in a plant-based diet	3%	18%	-15%

Net Agree
(Chose 8-10 on a 10-point scale)

B2/B3. Please select your level of agreement with the following statements. 10-point scale, where 1 is Strongly Disagree and 10 is Strongly Agree.

Consumers are lagging far behind RDNs in understanding the many health benefits of beans (continued).

Attitudinal differences in perceived health benefits of beans	2020 RDN Mean	2020 Consumer Mean
Beans are a healthy, nutrition rich food	9.3	7.6
Eating beans can make a person healthier	8.0	7.0
Eating beans can help prevent heart disease	8.1	6.6
Eating beans can help prevent cancer	7.1	5.9

B2/B3. Please select your level of agreement with the following statements. 10-point scale, where 1 is Strongly Disagree and 10 is Strongly Agree.

Compared to RDNs, consumers have a very low awareness that canned beans are a good alternative to dry beans.

Net Agree
(Chose 8-10 on a 10-point scale)

RDN vs. Consumer attitudes about canned beans	RDNs 2020	Consumers 2020	GAP
The added convenience of canned beans makes them an acceptable alternative to dry bagged beans	75%	40%	**35%**
I always recommend draining and rinsing / I always drain and rinse canned beans	74%	41%	**33%**
The positive health benefits of canned beans outweigh any negatives	49%	33%	**16%**
All brands of canned beans have about the same nutritional content	39%	23%	**16%**
As long as you drain and rinse canned beans, the sodium is not a concern	28%	22%	**6%**
All brands of canned beans taste about the same	28%	20%	**8%**
The sugar in baked beans negates the positive health benefits of the product	20%	26%	**6%**
Baked beans are healthier than most of the other side dishes served at summertime barbecues	18%	28%	**10%**
The positive health benefits of baked beans outweigh any negatives	14%	29%	**15%**
The sodium in canned beans negates the positive health benefits of the product	8%	20%	**12%**

D2/E1. Please select your level of agreement with the following statements. 10-point scale, where 1 is Strongly Disagree and 10 is Strongly Agree.

RDNs' perceptions of beans have changed since 2005; beans are less likely to be seen as high protein/ low sodium, and more likely to be seen as low sugar

	RDNs 2020	Consumers 2020	GAP
High fiber	95%	52%	-43%
High protein	56%	51%	-5%
Low fat	94%	51%	-43%
Low sugar	91%	54%	-37%
Low cholesterol	98%	50%	-48%
Low sodium	65%	41%	-24%

*"LOW" = low/no

2005

	RDs	Consumers	Gap
High fiber	99	55	-44
High protein	75	53	-22
Low fat	98	58	-40
Low sugar	73	49	-24
Low cholesterol	98	51	-47
Low sodium	84	38	-46

*"LOW" = low/no

B4/B5a. Would you say beans have a high-level, an average level, a low-level or none of this nutrient? "LOW" = low/no

RDNs are more likely than consumers to take a variety of factors into consideration when determining a food's inclusion in diets.

Considered when deciding what food to include in diet

	RDNs	Consumers
Nutrients	95%	45%
Amount of sugar	86%	50%
Sodium levels	81%	43%
Amount of protein	81%	41%
Taste	80%	69%
Calories	78%	48%
Scientific research of the food's nutrition	66%	12%
A person's/My individual exercise routine	39%	15%
A person's/My individual body composition	37%	14%
Fat / protein ratio	35%	37%
Environmental impact of the food	31%	17%
Sustainability of the farming of the food	27%	17%
Other	11%	5%

A2. Which of the following, if any, do you take into consideration when determining whether a food is worth including in your diet? A3. Which of the following, if any, do you take into consideration when determining whether a food is worth including in a health and nutrition-focused diet, whether yours or someone else's?

Southpaw*Insights*

Questions? Need more information?

Maureen@moreginger.com