

# WHAT'S SO SPECIAL ABOUT HONEY USERS?

We've always had our suspicions that honey users are extraordinary, and now we know why. Data from the National Eating Trends<sup>®1</sup> (NET<sup>®</sup>) survey conducted by The NPD Group provide a look into the attitudes and personal characteristics of honey users who participate.\* (See back page for survey details.)

## THE RESULTS

### Honey users 1+ years of age

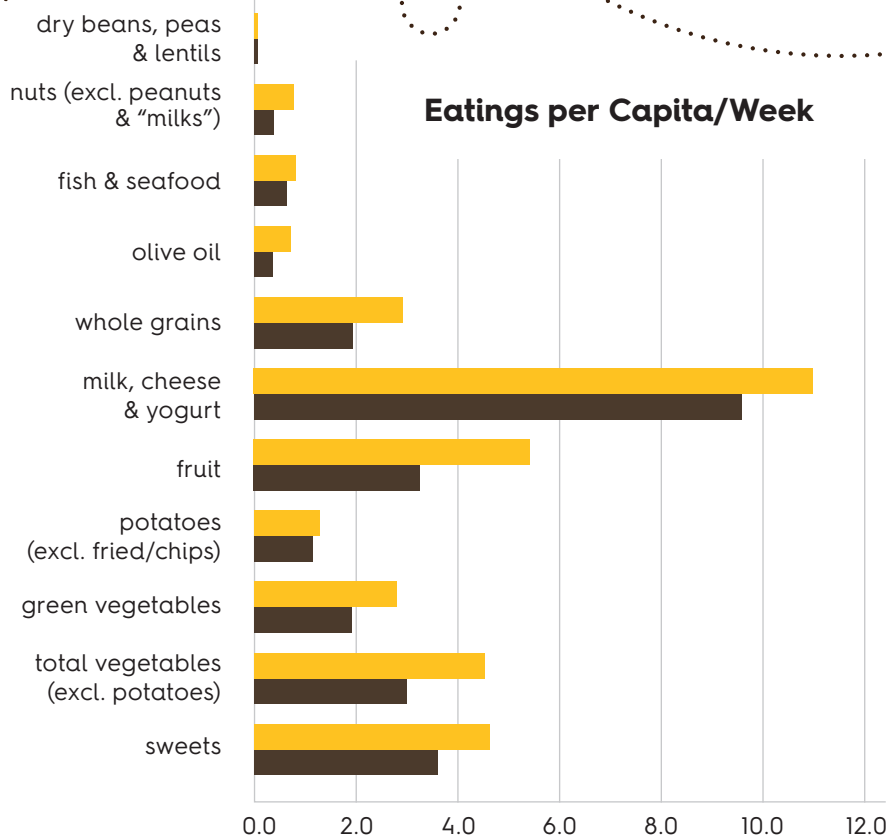


### Non-honey users 1+ years of age



According to NET<sup>®</sup> data, people who use honey are more likely to be normal weight (42%) compared to those that don't use honey (36%). Honey users are also less likely to be either underweight or obese.

Under  
 Normal  
 Overweight  
 Obese



According to NET<sup>®</sup> data, honey users differ in food choices compared to non-honey users, based on a qualitative assessment of several key diet quality indicators in the USDA Healthy Eating Index. These trends were similar for men and women.

Honey users 1+ years of age  
 Non-honey users 1+ years of age

<sup>1</sup>National Honey Board. The NPD Group National Eating Trends<sup>®</sup> (NET<sup>®</sup>). Survey commissioned August 2018.

\*The NET<sup>®</sup> marketing data survey describes honey users and does not imply a relationship specifically with honey consumption.

## DIET GOALS

NET® data show that honey users between 25 and 45 years old report a wide range of dietary goals, with nearly ¼ of them reporting being on a diet associated with maintaining health. Honey users are more likely (vs. non-honey users) to report aiming for a diet that is:



**LOW SALT**  
5.4% vs. 3.3%



**LOW CALORIE**  
5.6% vs. 4.6%



**HIGH PROTEIN**  
7.2% vs. 4.5%



**LOW CHOLESTEROL**  
2.7% vs. 2.4%



**HIGH FIBER**  
5.9% vs. 3.4%



**LOW GLUTEN**  
3.5% vs. 1.9%



**LOW SUGAR**  
7.4% vs. 5.1%

NET® data show that honey users are **less likely** to report...



**...being on a Doctor Prescribed Diet**  
2.7% honey users  
5.2% non-honey users



**...having High Cholesterol**  
3.3% honey users  
8.1% non-honey users



**...having Type 2 Diabetes**  
1.8% honey users  
3.5% non-honey users

## WHAT IS NET®?

National Eating Trends® (NET®) is the only nationally representative source of data on individual food intakes of adults and children that collects a full week of food records to reflect typical use. This survey, conducted by The NPD Group, is updated on a rolling basis with continuous reporting among about 13,000 individuals annually. Since NET® data is more current and provides more days of intake, NET® complements government intake data that are collected as part of NHANES. NET® offers the advantages of providing more timely updates on data and better typical use compared to other surveys. However, NET® does not measure actual amounts per serving and health indices are self-reported. NET® data are collected via a web-based journal and a post-journal survey that asks about attitudes and personal characteristics of individuals who participate. The reporting scope includes all meals and between meal occasions, in and away from home, for all foods and beverages including water, and for all uses (i.e., end dish, additions, ingredients, cooking aids, marinades). The data reported here are from the 5-year period, May 2013 through May 2018. To request a copy of the results, please email us at [research@nhb.org](mailto:research@nhb.org).