

# The nation's fat ignorance



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# The nation's fat ignorance

- To illustrate the public's confusion about fats, The Fat Panel commissioned research amongst 551 adults in the UK
- Research was undertaken face-to-face during August 2006
- The research showed the depth of the public's confusion on this topic
- Not only, do people not realise that fat can be good, but they also do not realise which fats are good and which are bad

# The nation's fat ignorance

**97% get it wrong when asked which fats are potentially good or bad for health**

- Less than half of people in the UK recognise that saturated fat is very bad for health
- More than 10% think it is actually good for them
- Four out of five people do not realise that TFAs are potentially very bad for health
- One in six (16%) think that TFAs are good for them

# The nation's fat ignorance

- 18% think that polyunsaturated fats are bad for health
- Under half (42%) think that PUFAs can be good for our health
- Nearly a quarter think that essential fatty acids, like omega-3 are bad for health
- 30% think that monounsaturated fats are bad for health

# The nation's fat ignorance

- Around half of respondents do not realise that dietary fat is important for:
  - ✓ tissue repair
  - ✓ healthy skin
  - ✓ protecting the internal organs
  - ✓ transporting vitamins around the body
  - ✓ hormone metabolism
- 58% think that dietary fat is important for preventing excessive heat loss
- 56% think it is important for health hair

# The nation's fat ignorance

- Almost half of respondents do not realise that cutting saturated fat intake will reduce the risk of developing diabetes and some cancers
- One in eight do not even make the connection between cutting SAFA intake and reduced risk of obesity or developing CHD
- More than one in five think that cutting SAFA intake will ***improve their love-lives***, however!

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- The confusion continues when it comes to which foods contain which fats, so even if people knew which fats were good or bad, they wouldn't know how to improve their diets

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- Most people correctly identified the following as being high in saturated fat
  - lard (92%)
  - butter (91%)
  - pastry (90%)
  - meat products (88%)
- A sizeable minority did not know that these foods were high in SAFA, however

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- 40% wrongly think that spreads are high in SAFA
- In fact, a portion of spread could provide as little as 0.5g of saturated fat
- Many more people *do* realise that butter (61%) contains more saturated fat than spreads (4%)

# The nation's fat ignorance

- Less than half (46%) of people realise that spreads can be a valuable source of good polyunsaturates
- There are mixed opinions on the ingredients in spread too

	High in SAFAs	High in PUFAs
Sunflower oil	<b>35%</b>	<b>52%</b>
Rapeseed oil	<b>26%</b>	<b>55%</b>
Olive oil	<b>19%</b>	<b>67%</b>

