

Nutrition and You: Trends 2008

Report of Results

ADA Food & Nutrition Conference & Expo

October 26, 2008

Background and Objectives

Background:

- **ADA first conducted survey in 1991**
- **Most recent survey in 2002**

Objectives:

- **Measure current attitudes and behaviors toward diet and health**
- **Identify attitudinal and behavioral changes toward diet and health over time**

Methods: Design

- **Phone survey**
- **Conducted February 15 – March 7, 2008, by Mintel International Group**
- **Computer-assisted telephone interviewing for consistency**
- **18-minute interviews**

Methods: Sample

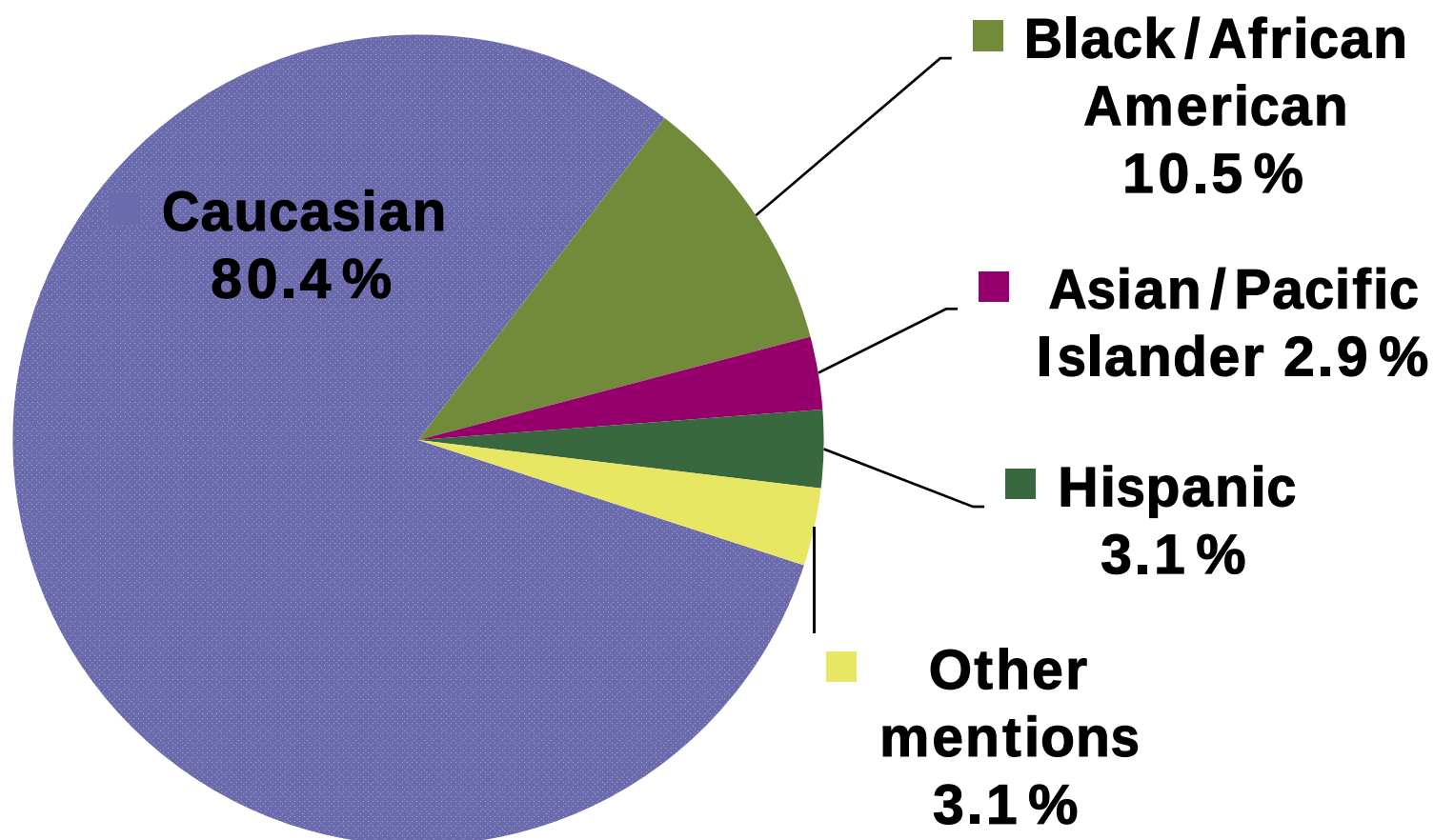
- **783 respondents**
- **18 years or older**
- **Represent U.S. population for age, gender and education**
- **Not currently employed by or working in advertising, marketing, food industry or nutrition companies**

Who Was Surveyed?

Age						
Segment	18-24	25-34	35-44	45-54	55-64	65+
# of Respondents	92	136	122	158	135	140
% of total	11.7	17.4	15.6	20.2	17.2	17.9

	Gender		Education				
Segment	Male	Female	Some HS	HS Grad	Some college / Vocational	College Grad	Post Grad
# of Respondents	262	521	39	184	229	202	116
% of total	33.4	66.6	5	23.5	29.2	25.8	14.8

Who Was Surveyed?



Methods: Analysis

- **Cross tabulations and segmentation using mrTables (SPSS)**
- **Results projected to 90 % confidence interval**
- **Assumed standard deviation for each question is $\pm 3\%$**

Knowledge, Attitudes, Behavior



Consumer Segments

Since 1991, study has segmented respondents into three consumer groups:

I'm Already Doing It

I Know I Should...

Don't Bother Me

“I’m Already Doing It”

Consumers who feel maintaining a healthy diet and regular exercise are very important ...

and do all they can to eat a healthy diet.

“I Know I Should...”

Consumers who feel maintaining a healthy diet and regular exercise are very important ...

***but do not do all they can
to eat a healthy diet.***

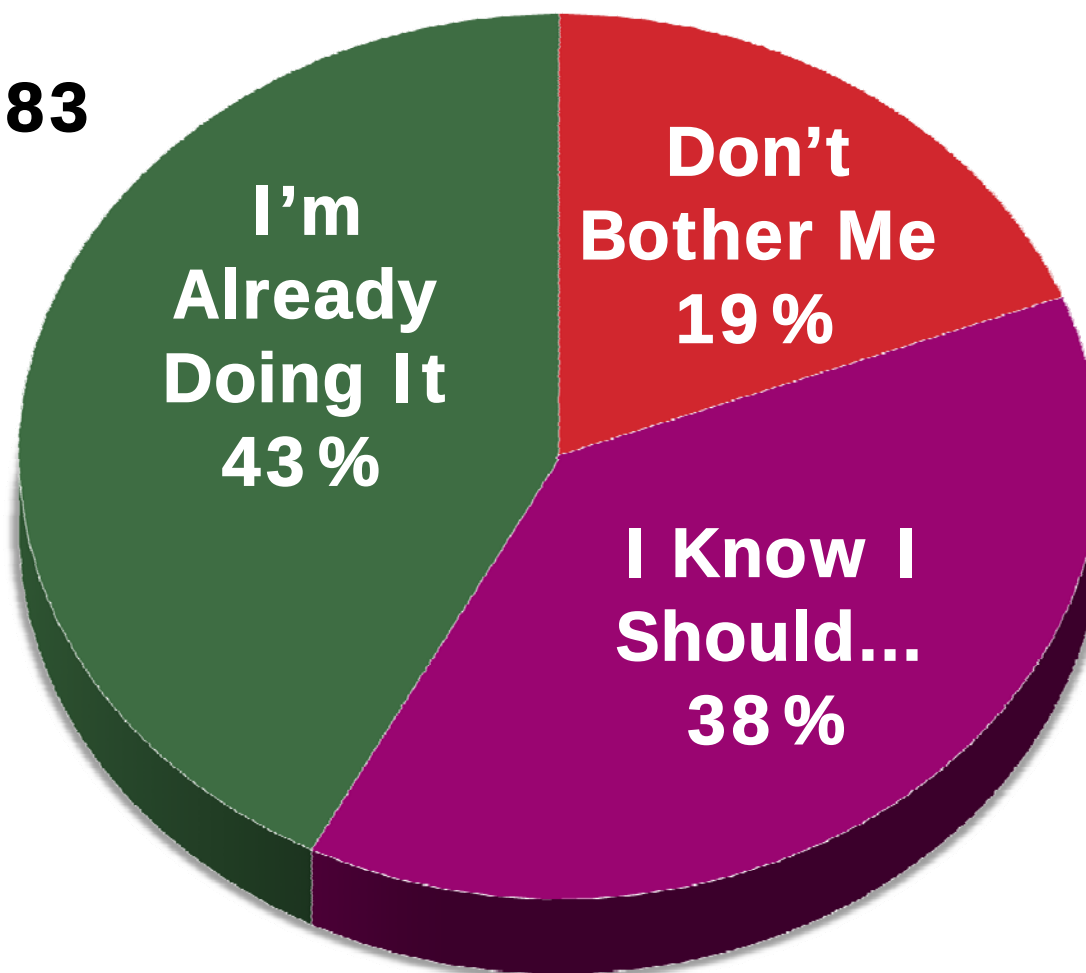
“Don’t Bother Me”

Consumers who...

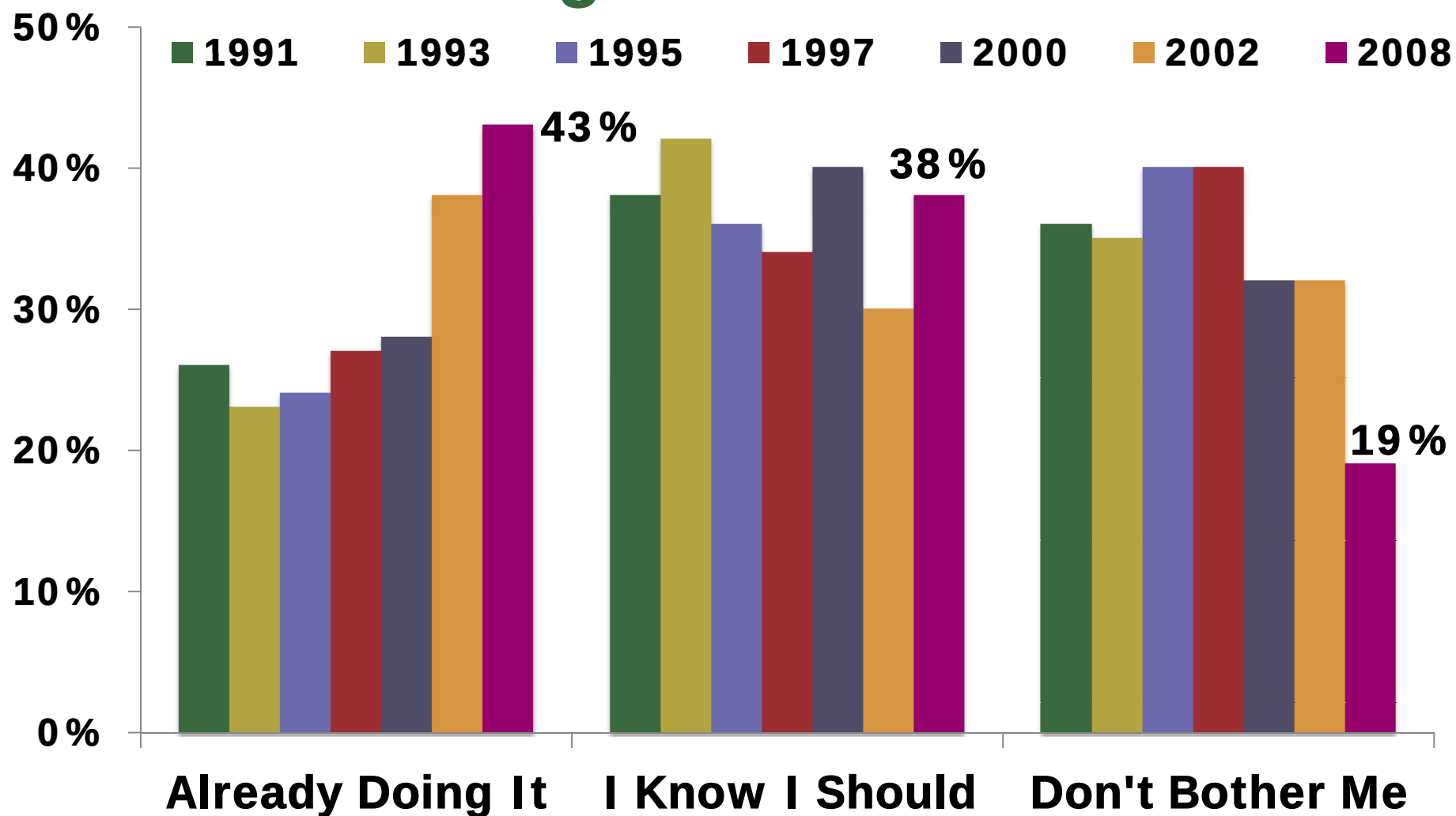
***do not feel diet and exercise
are very important.***

Respondent Segments for 2008

Base = 783



Changes in Attitudes



Measuring Attitudes and Behavior Related to Diet and Exercise

Scale: 1 - 7

1 = Not at all important

5 = Somewhat important

7 = Very important

Importance of Diet and Exercise

Mean rating using scale 1 - 7

Diet and nutrition are important to me personally.	6.0
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I carefully select foods to achieve balanced nutrition and a healthy diet.	5.3
---	------------

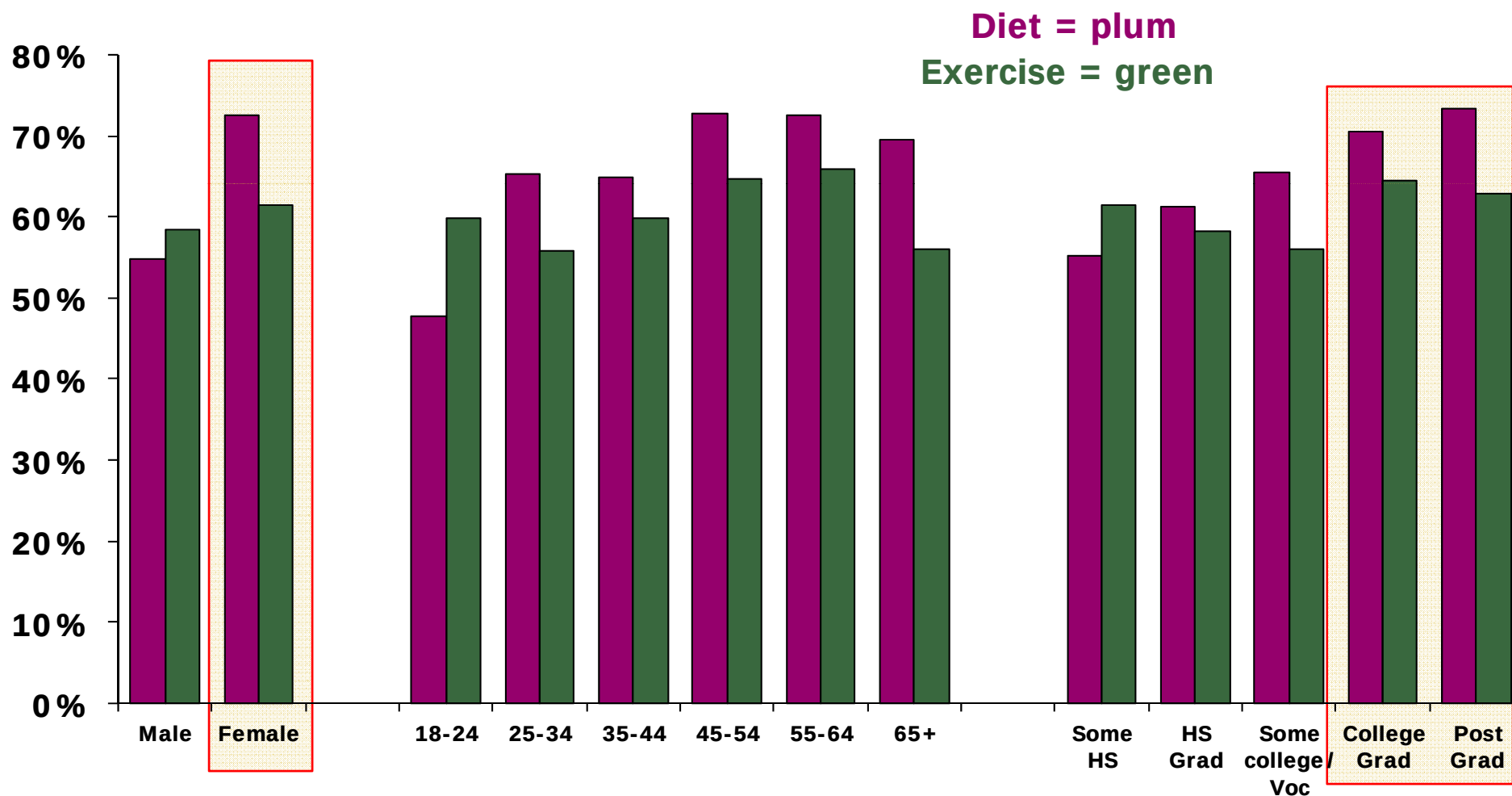
Exercise and physical activity are important to me personally.	5.8
---	------------

I make a conscious effort to regularly exercise and get physical activity.	5.1
---	------------

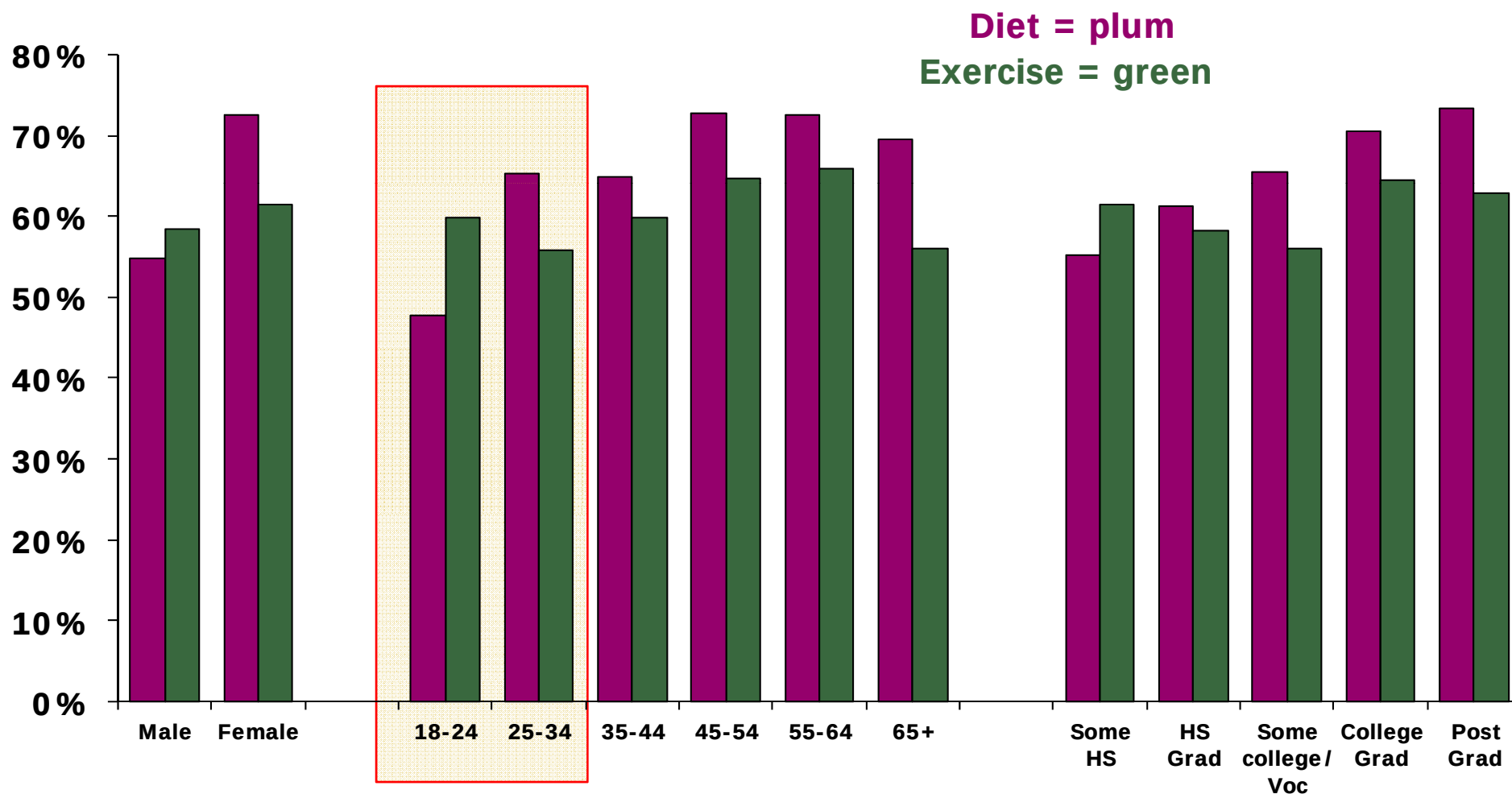
Trends for Diet and Exercise

Question/Year	1991	1993	1995	1997	2000	2002	2008
Diet and nutrition are important to me personally.	5.4	5.5	5.4	5.4	5.7	5.7	6.0
I carefully select foods to achieve balanced nutrition and a healthy diet.	5.0	5.1	4.9	4.8	5.0	5.1	5.3
Exercise and physical activity are important to me personally.	N/A	N/A	5.5	5.6	5.7	5.6	5.8
I make a conscious effort to regularly exercise and get physical activity.	N/A	N/A	5.0	5.0	5.0	5.0	5.1

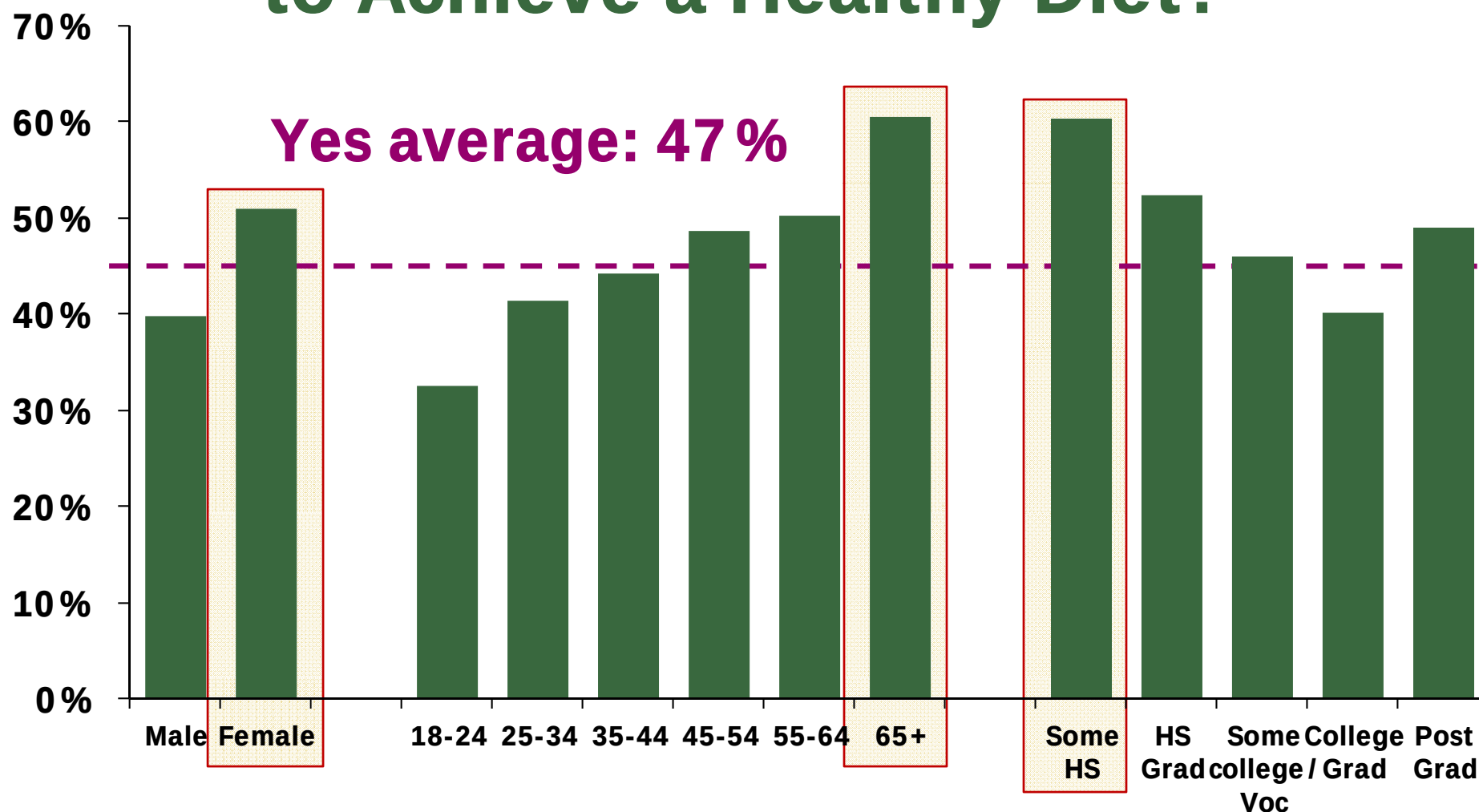
Diet and Exercise: “Very Important”



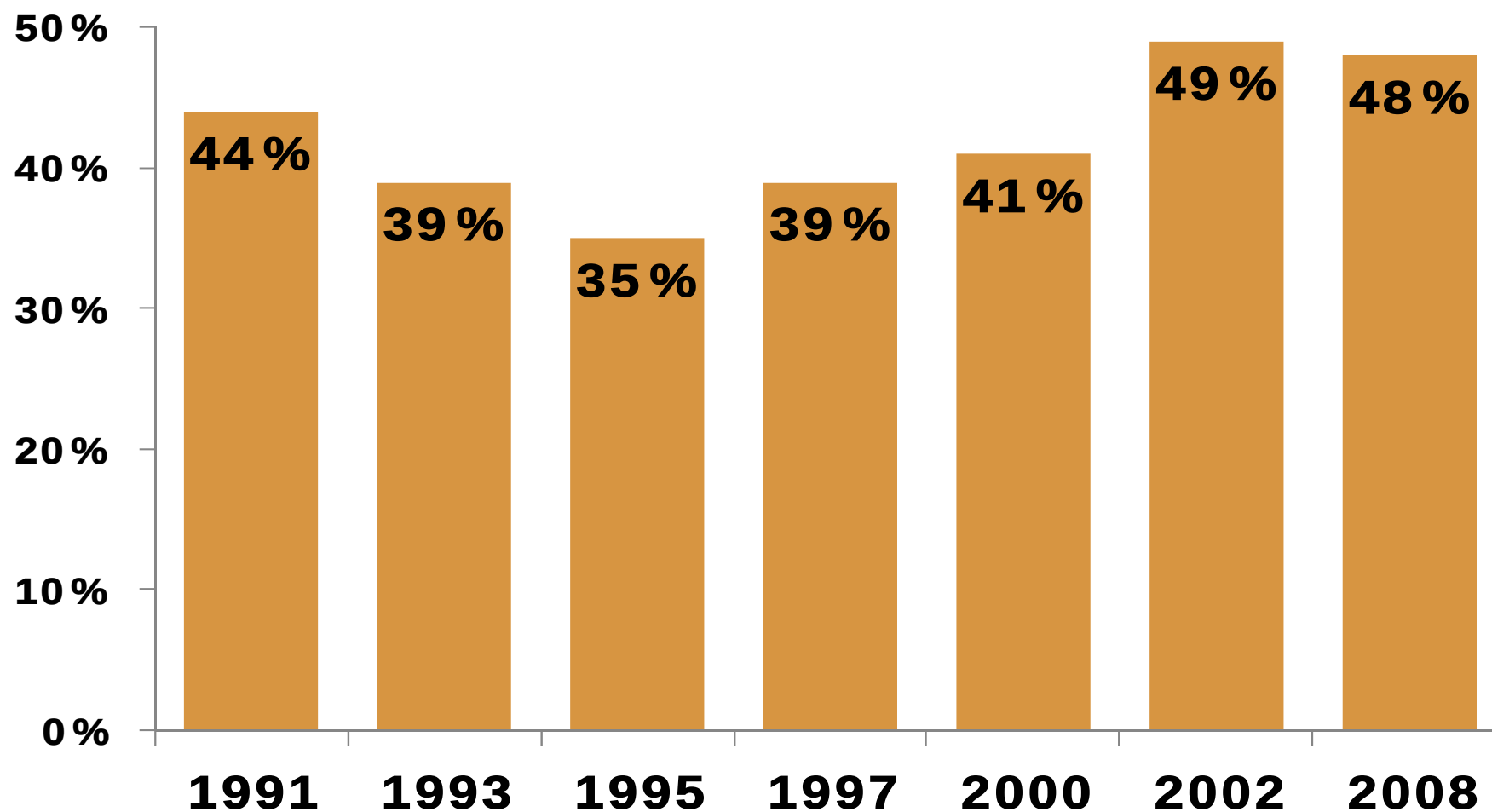
Less Important to Young Adults



“Are You Doing All You Can to Achieve a Healthy Diet?”



“Doing All They Can” since 1991



Mean Scores for Diet and Exercise by Segment

Question / Issue	All	Already Doing It	I Know I Should	Don't Bother Me
Importance of diet and nutrition	5.9	6.4	6.1	4.7
Agreement that carefully select food to achieve balanced nutrition and healthy diet	5.2	5.9	5.1	3.4
Importance of exercise and physical activity	5.8	6.4	6.0	4.9
Conscious effort to get exercise and physical activity	5.1	5.9	5.0	4.0

Why Are People Not Doing More?

- *It takes too much time to keep track of my diet.*
- *I don't know or don't understand the guidelines for diet and nutrition.*
- *I don't want to give up the foods I like.*
- *I am satisfied with the way I currently eat.*
- *I need more practical tips to help me eat right.*

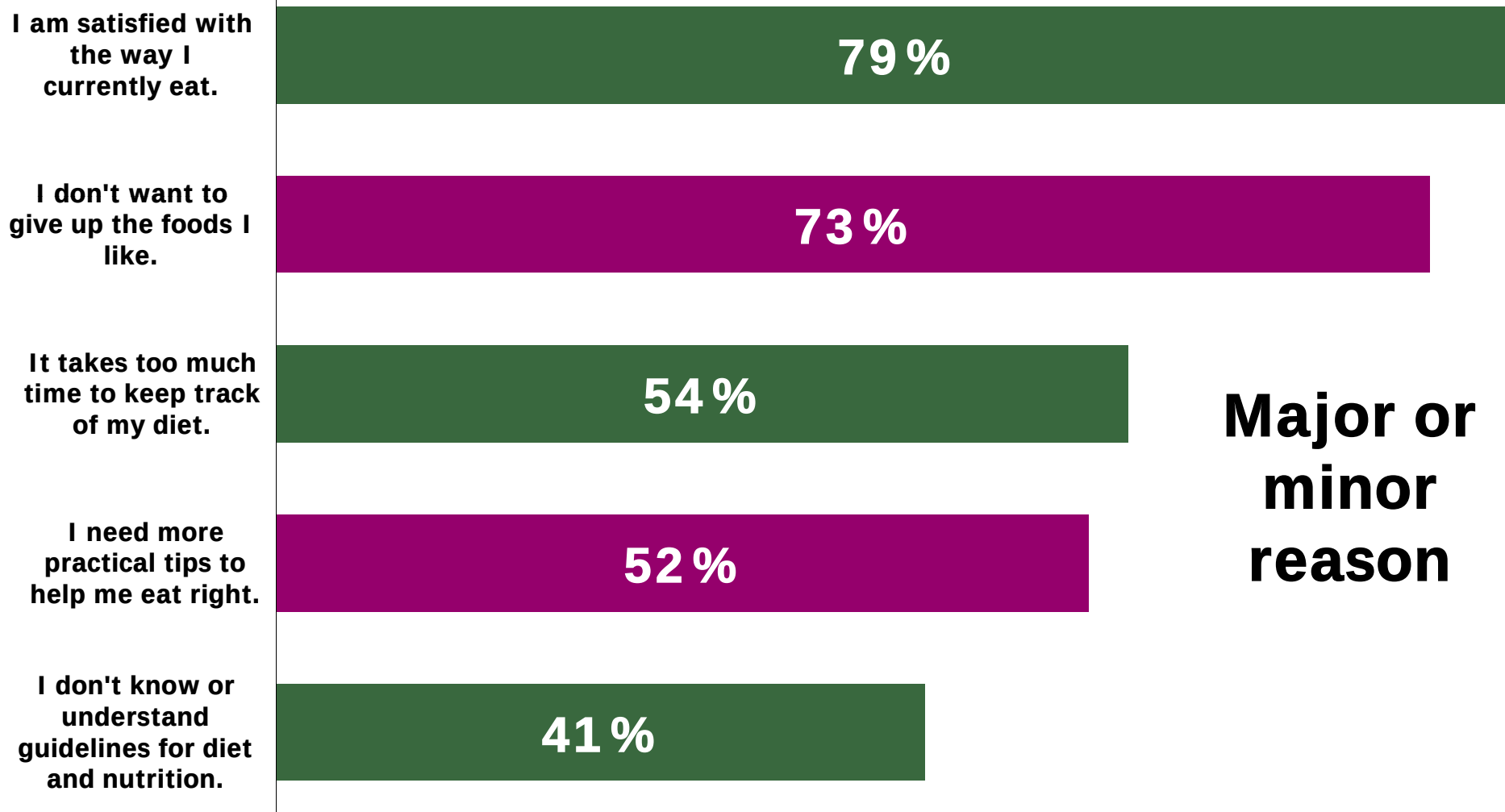


**People Like What
They Eat....**

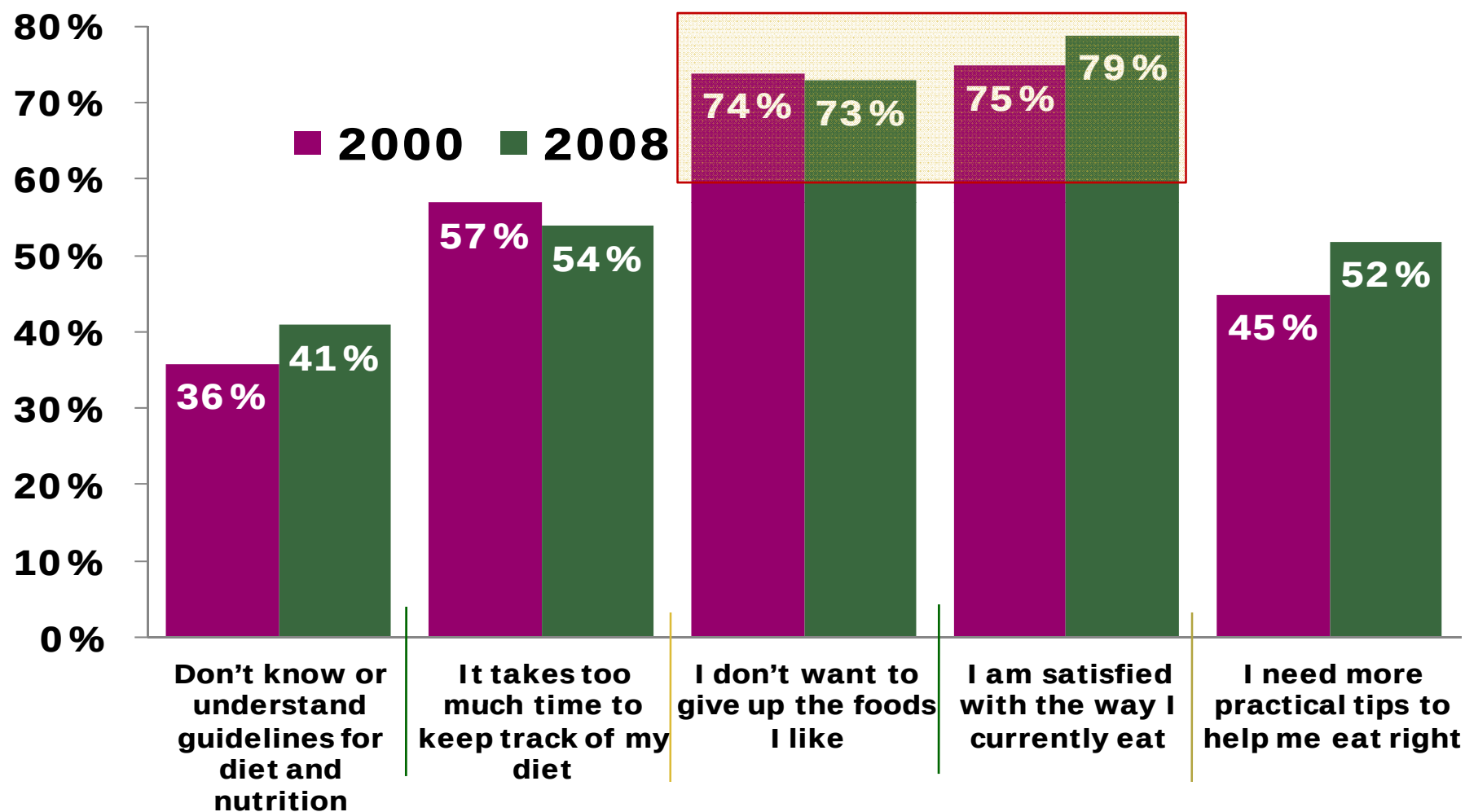
**...and Eat What
They Like**



Reasons Given for Not Doing More



Changes in Response to “Why Not Doing More?”



Agree or Disagree?



Agree or Disagree?

Based on the information I've heard, I believe there are some foods that I should never eat.

- **2008: 54% strongly agree (answered 6 or 7)**
- **2002: 43%**

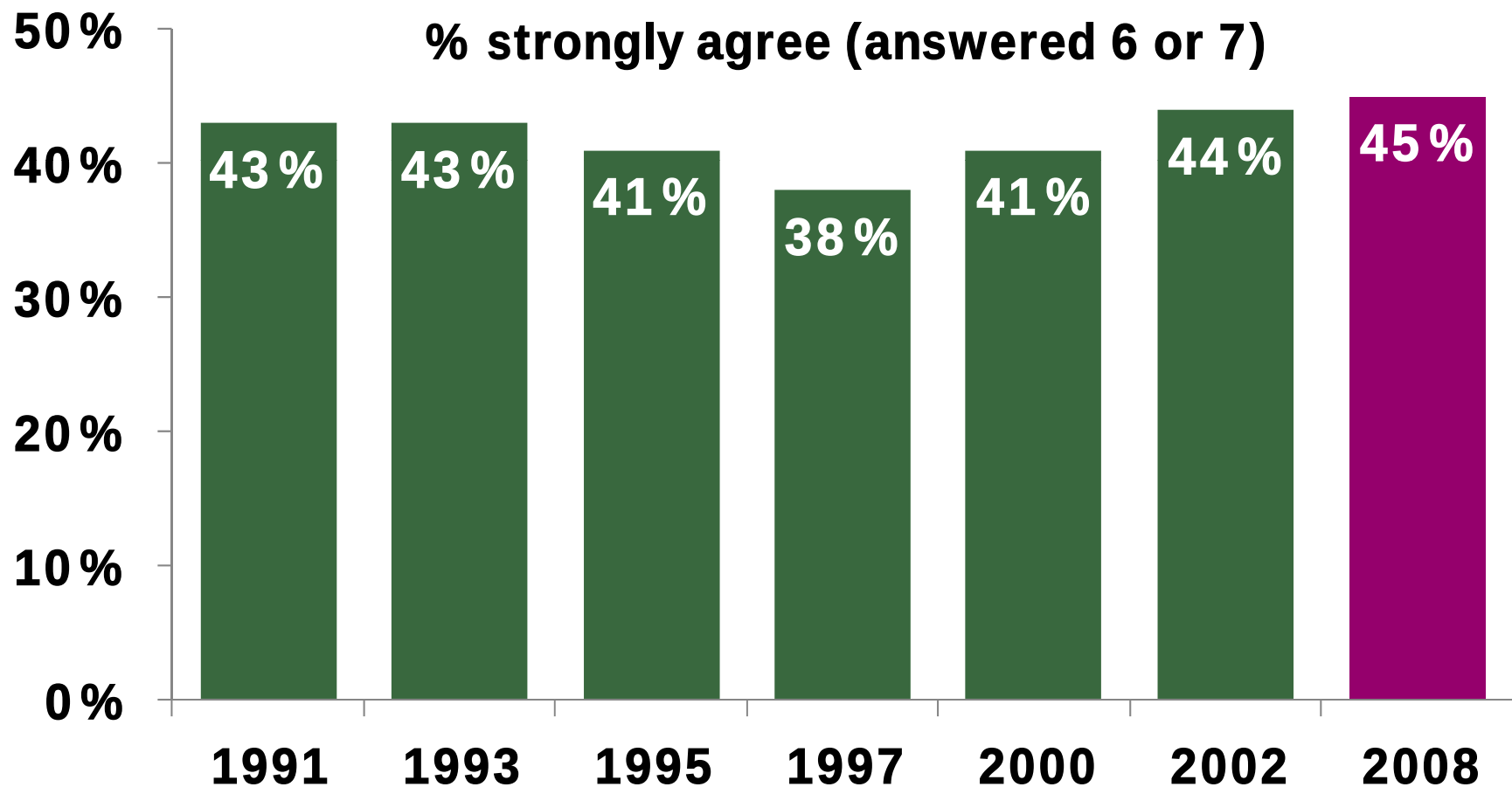
-
- **2000: 77%**
 - **1997: 78%**
 - **1995: 73%**
 - **1993: 88%**
 - **1991: 85%**

In 1991-2000, phrased as:

There are good foods and bad foods.

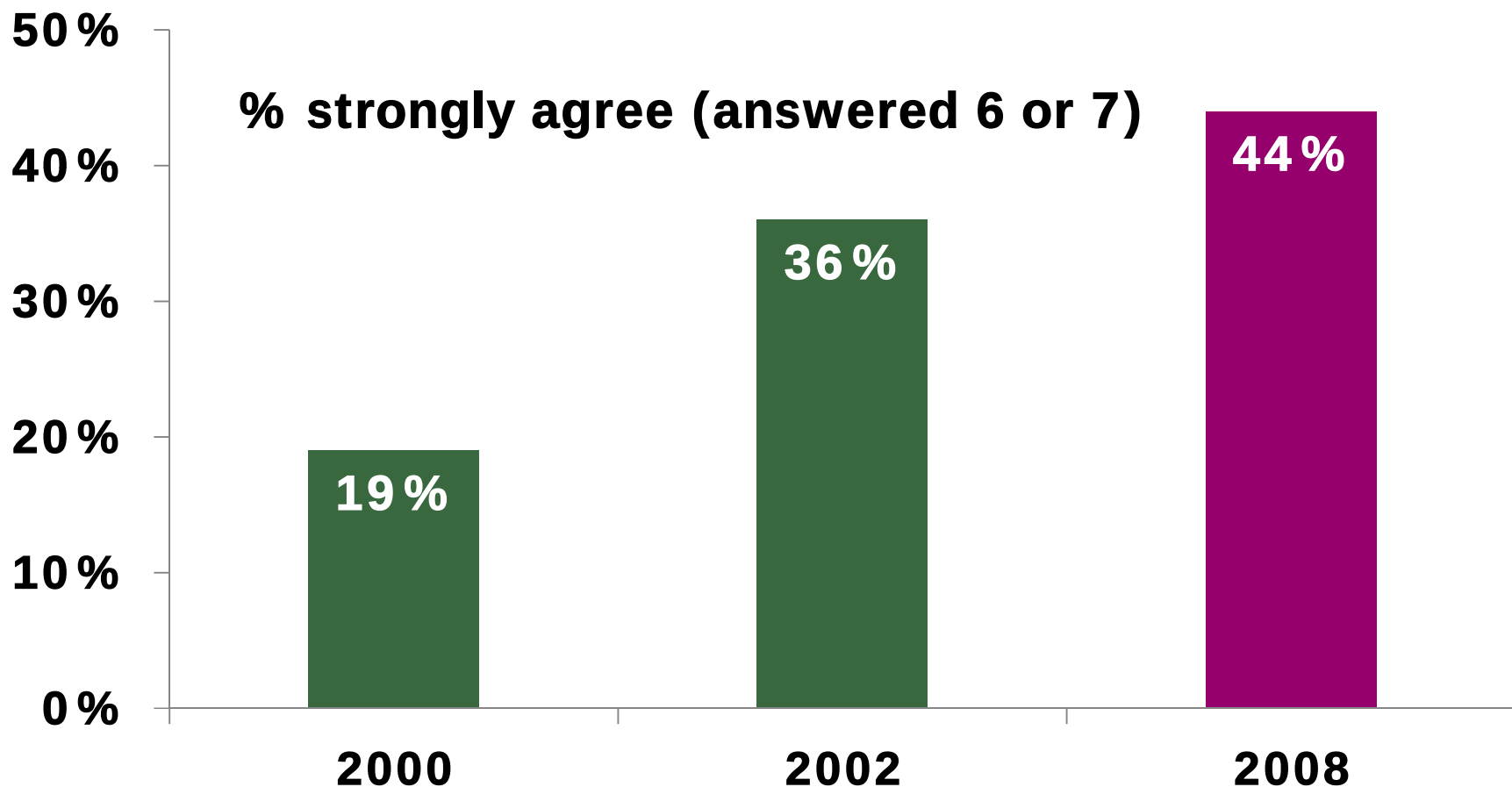
Agree or Disagree?

I consider body weight to be an indicator of a healthy diet.



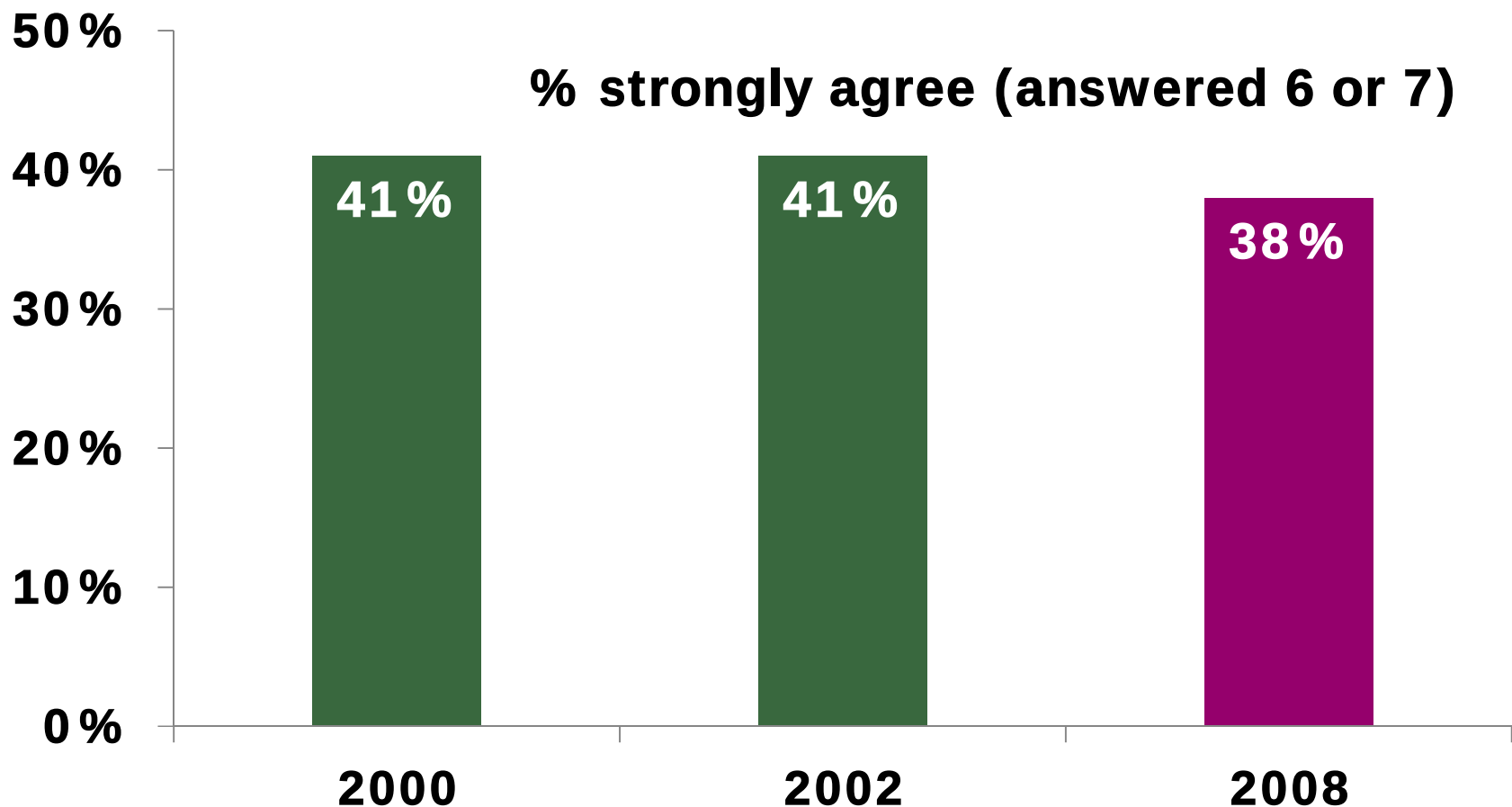
Agree or Disagree?

I actively seek information about nutrition and healthy eating.



Agree or Disagree?

It seems like I'm always hearing information about what not to eat, rather than what I should eat.



Attitudes about Food, Weight and Nutrition Information

Statement	2000	2002	2008
Based on the information I've heard or know of, I believe there are some foods I should never eat.	4.3	4.5	5.1
I consider body weight to be an indicator of a healthy diet.	4.9	4.9	5.1
I actively seek information about nutrition and healthy eating.	4.7	4.6	5.2
It seems like I'm always hearing information about what not to eat, rather than what I should eat.	4.9	4.9	4.7

Knowledge of Health-Related Foods and Nutrients



Measuring Knowledge of Health-Related Foods and Nutrients

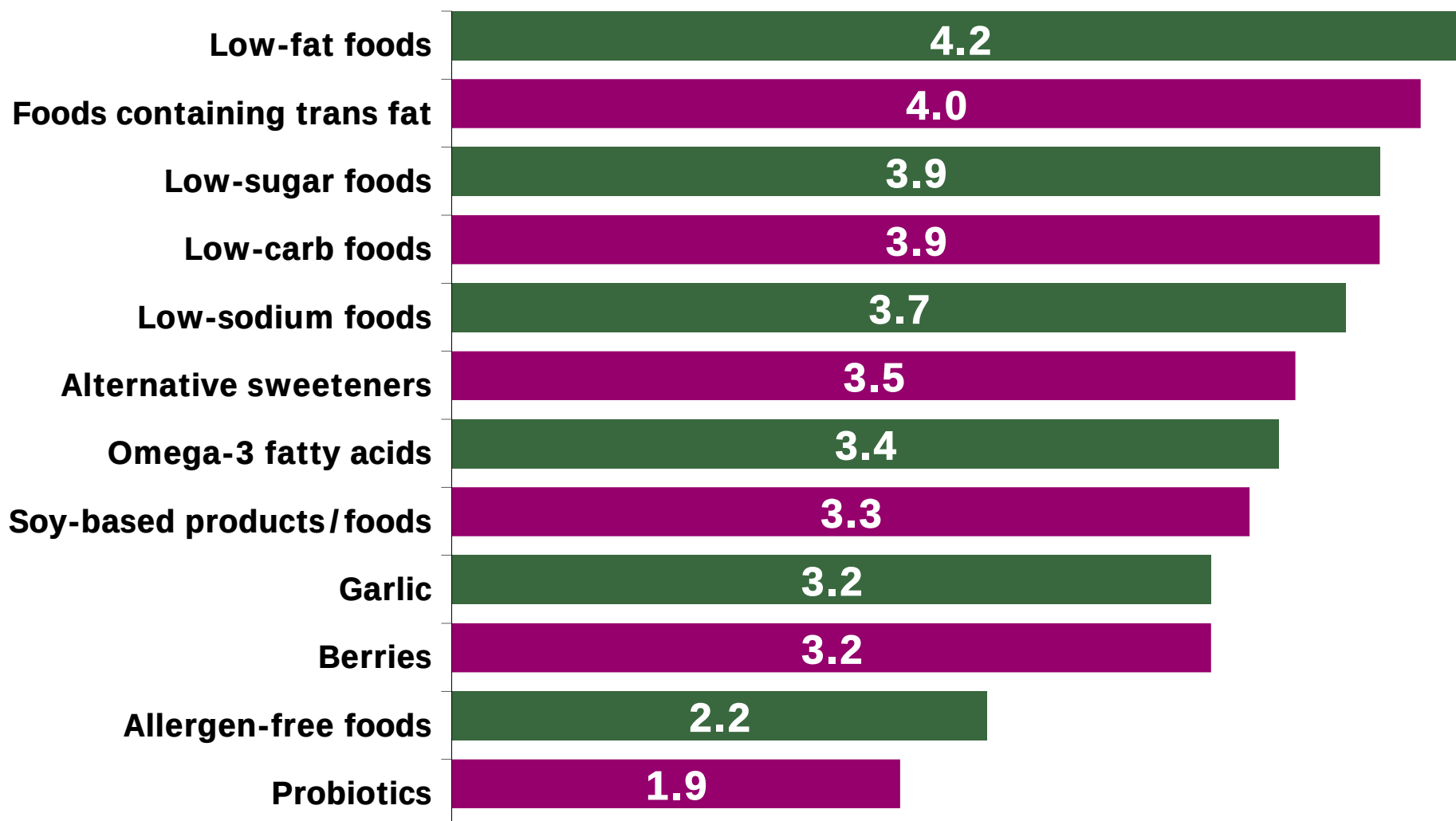
Scale: 1 - 5

**1 = Have heard little or nothing about
health-related effects of food or
nutrient**

**5 = Have heard a lot about health-related
effects of food or nutrient**

How Much Have Consumers Heard?

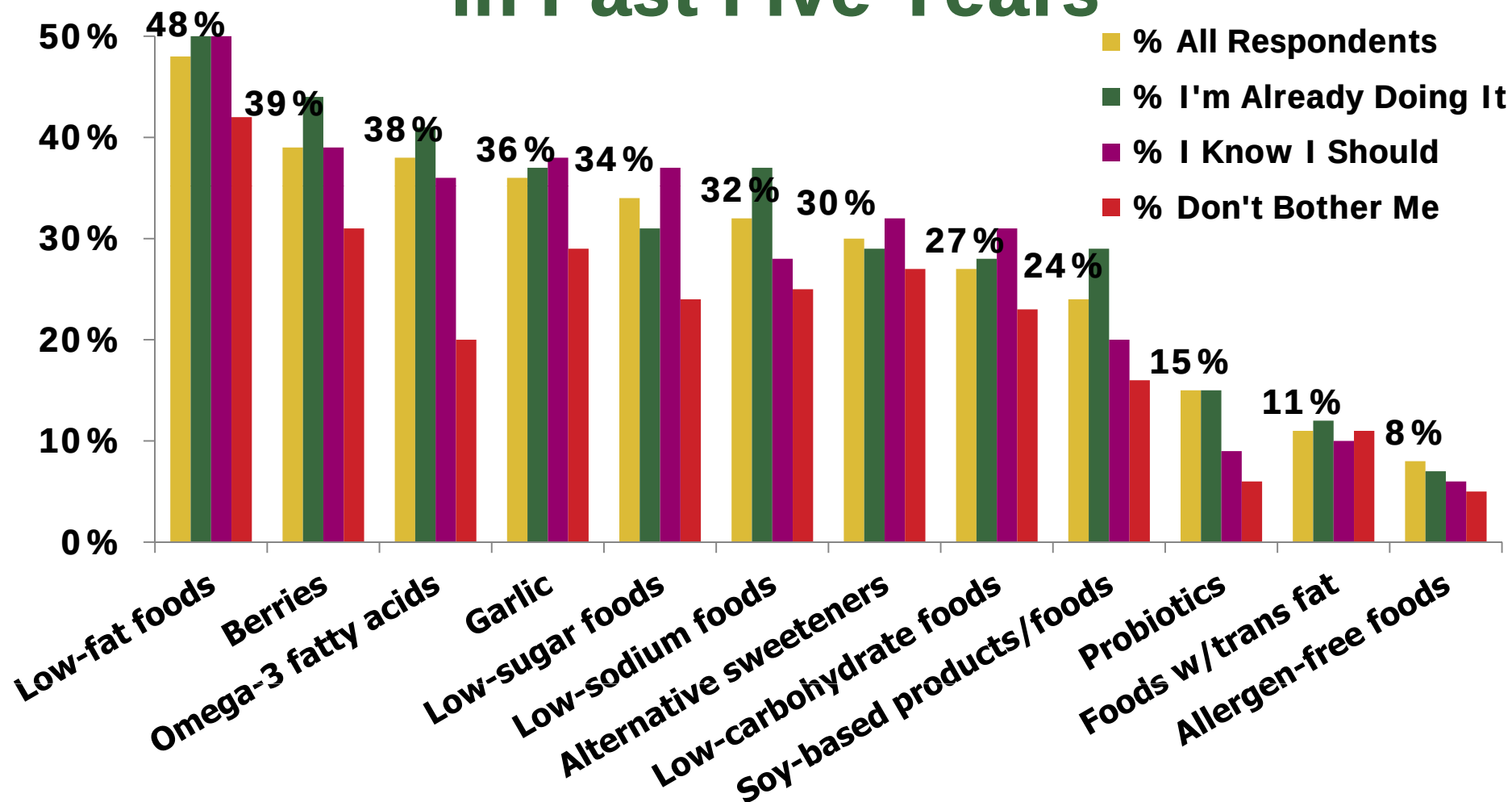
On 1 - 5 scale



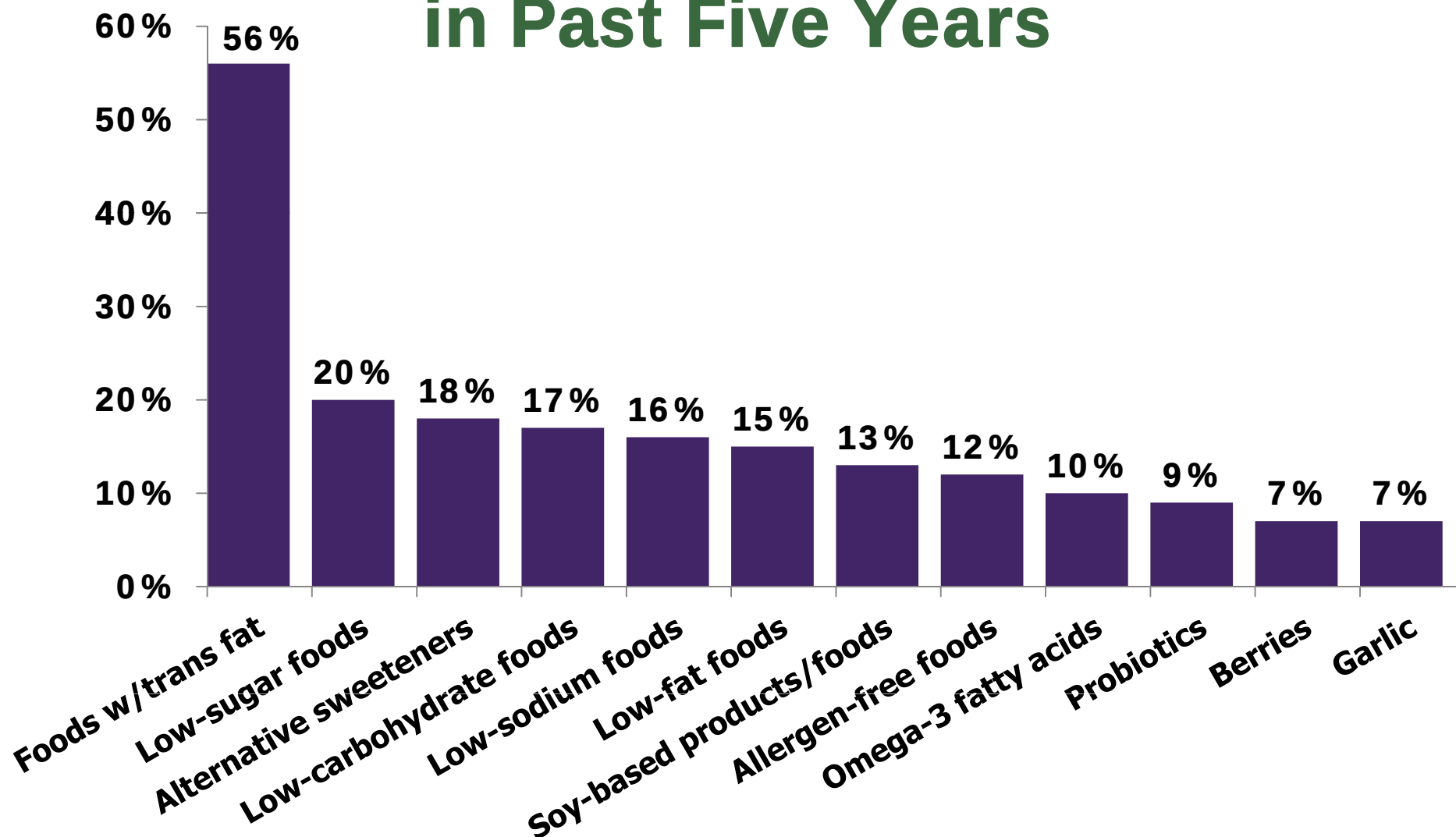
Heard Little or Nothing About...

- **Low-fat foods: 3.5 %**
- **Trans fat foods: 7.5 %**
- **Probiotics: 62 %**
- **Allergen-free foods: 44 %**

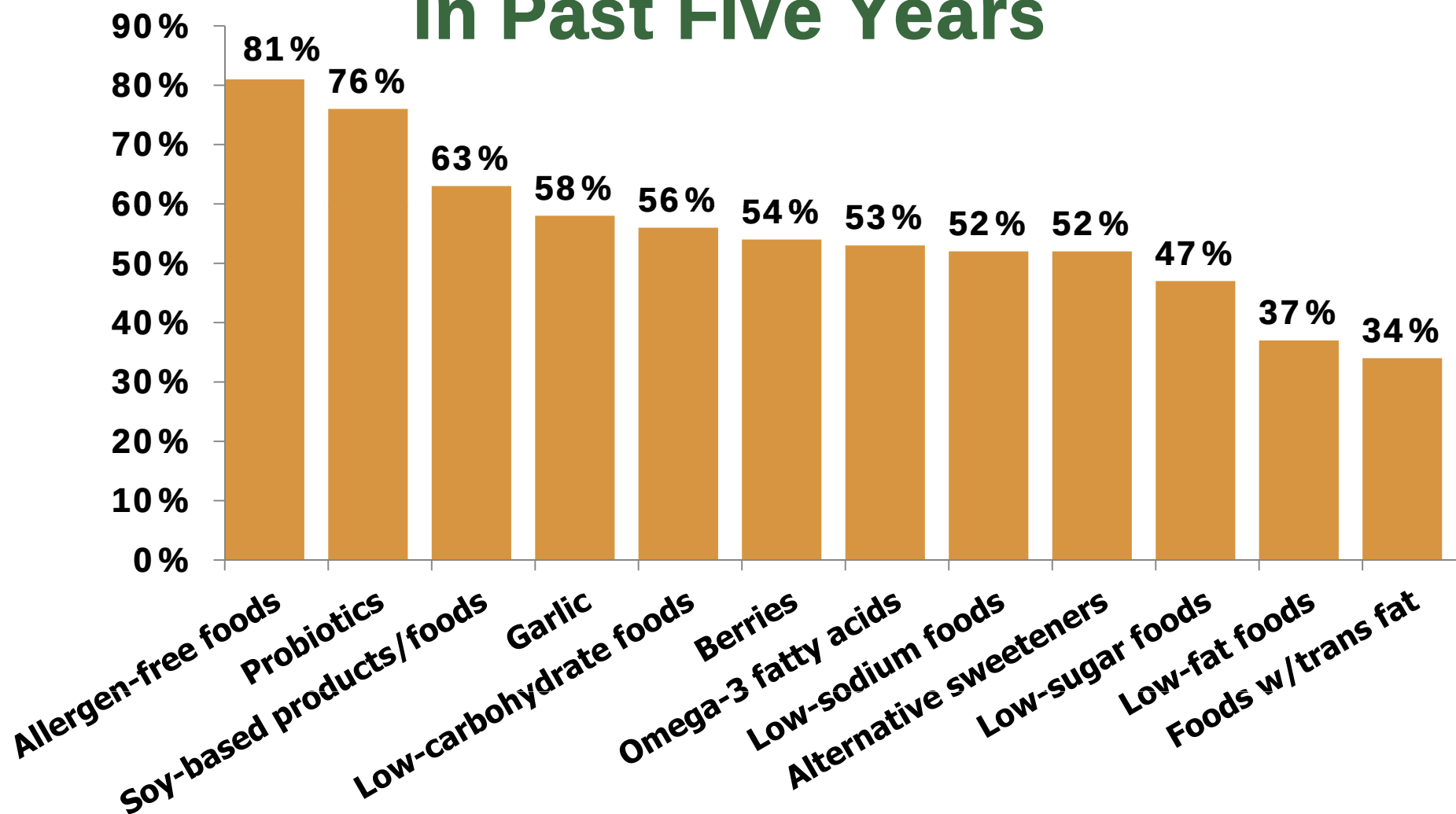
Increase in Foods and Nutrients in Past Five Years



Decrease in Foods and Nutrients in Past Five Years



Have Not Changed Consumption in Past Five Years



Consumption of Specific Foods



Increase in Foods in Five Years by Age Group: **All Consumers**

Foods	% All	% 18-24	% 25-34	% 35-44	% 45-54	% 55-64	% 65+
Whole-grain foods	56	61	62	47	57	62	52
Vegetables	50	58	56	48	55	47	39
Fruits	48	52	54	47	43	49	43
Fish	43	35	47	46	51	47	35
Chicken	42	45	45	40	39	45	41
Dairy	14	28	19	10	12	10	9
Pork	10	10	12	13	12	9	7
Beef	9	21	11	9	8	7	4

Increase in Foods in Five Years by Age Group: Older People

Foods	% All	% 18-24	% 25-34	% 35-44	% 45-54	% 55-64	% 65+
Whole-grain foods	56	61	62	47	57	62	52
Vegetables	50	58	56	48	55	47	39
Fruits	48	52	54	47	43	49	43
Fish	43	35	47	46	51	47	35
Chicken	42	45	45	40	39	45	41
Dairy	14	28	19	10	12	10	9
Pork	10	10	12	13	12	9	7
Beef	9	21	11	9	8	7	4

Increase in Foods in Five Years by Age Group: **Young Adults**

Foods	% All	% 18-24	% 25-34	% 35-44	% 45-54	% 55-64	% 65+
Whole-grain foods	56	61	62	47	57	62	52
Vegetables	50	58	56	48	55	47	39
Fruits	48	52	54	47	43	49	43
Fish	43	35	47	46	51	47	35
Chicken	42	45	45	40	39	45	41
Dairy	14	28	19	10	12	10	9
Pork	10	10	12	13	12	9	7
Beef	9	21	11	9	8	7	4

Consumption of Specific Foods in Past Five Years: Decreased

Foods	% Increased	% Decreased	% Stayed the Same
Whole-grain foods	56	7	36
Vegetables	50	6	43
Fruits	48	8	44
Fish	43	10	45
Chicken	42	8	50
Dairy	14	23	62
Pork	10	33	54
Beef	9	41	49

Consumption of Specific Foods in Past Five Years: Stayed the Same

Foods	% Increased	% Decreased	% Stayed the Same
Whole-grain foods	56	7	36
Vegetables	50	6	43
Fruits	48	8	44
Fish	43	10	45
Chicken	42	8	50
Dairy	14	23	62
Pork	10	33	54
Beef	9	41	49

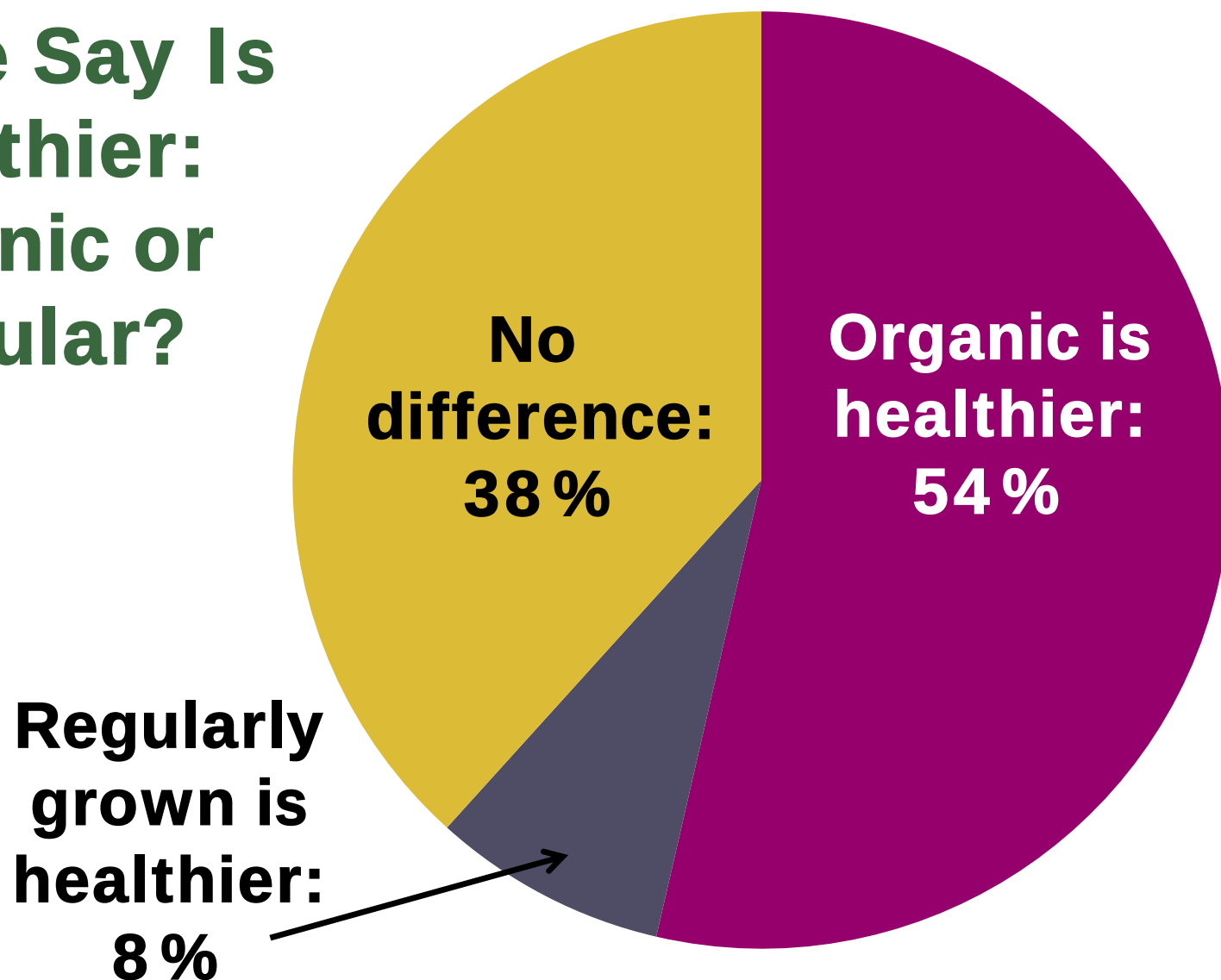
Consumption of Specific Foods in Past Five Years: **Equally Split**

Foods	% Increased	% Decreased	% Stayed the Same
Whole-grain foods	56	7	36
Vegetables	50	6	43
Fruits	48	8	44
Fish	43	10	45
Chicken	42	8	50
Dairy	14	23	62
Pork	10	33	54
Beef	9	41	49

Organically Grown and Whole Grain



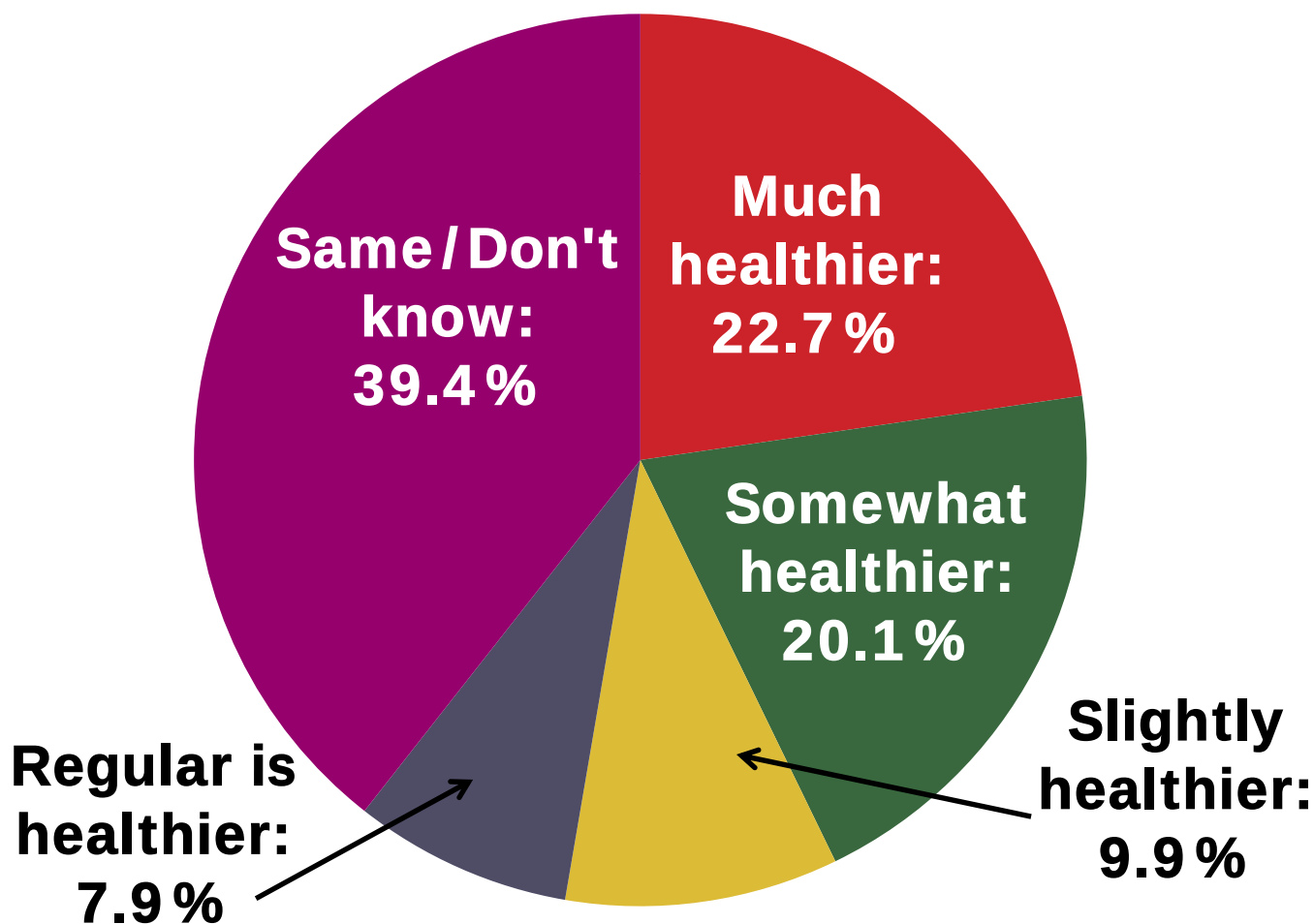
Which Do People Say Is Healthier: Organic or Regular?



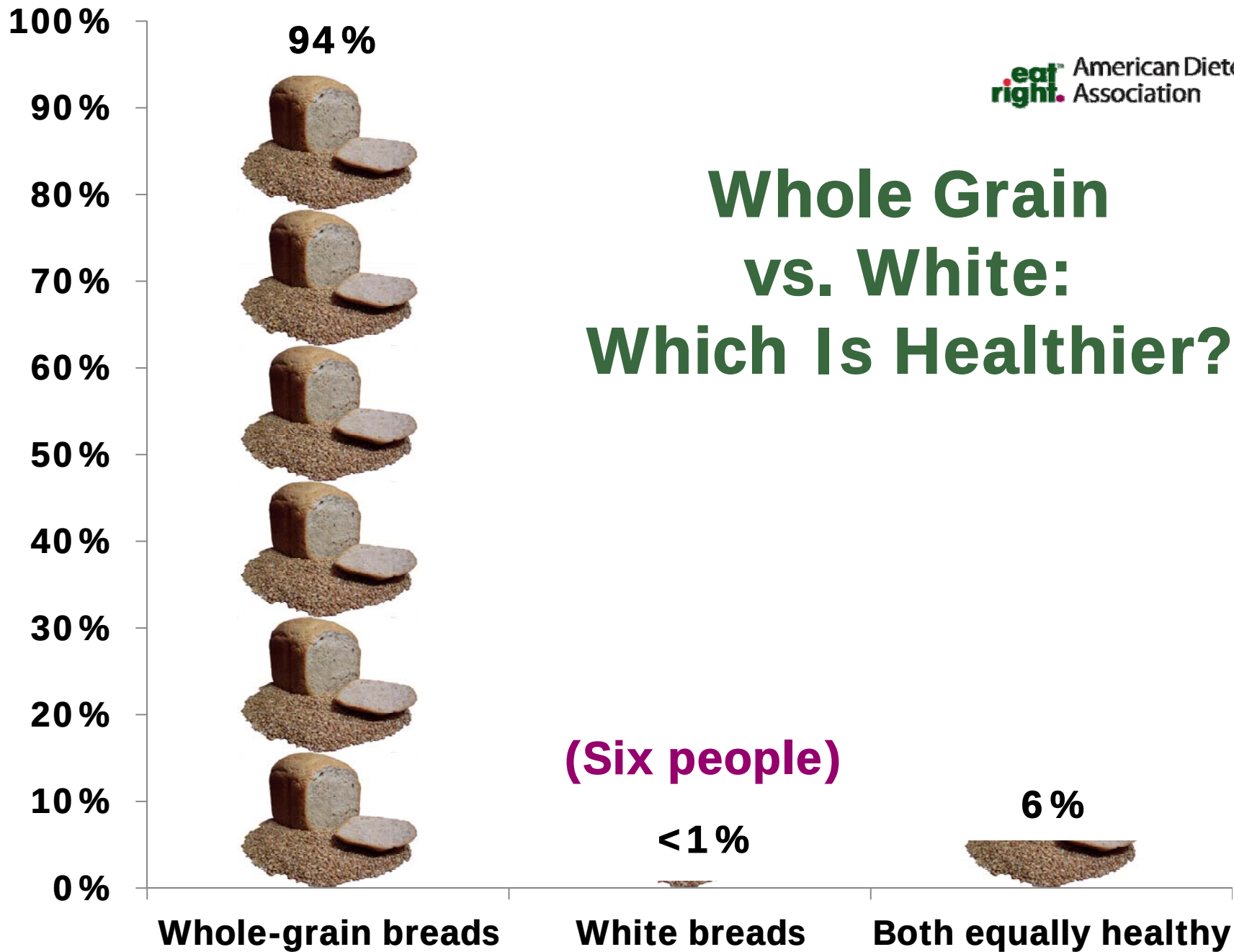
Opinions about Organic Fruits and Vegetables by Segment

	% All	% Already Doing It	% I Know I Should	% Don't Bother Me
Organically grown fruits and vegetables are healthier	54	49	57	48
Regularly grown fruits and vegetables are healthier	8	8	7	9
Both the same	38	41	34	41

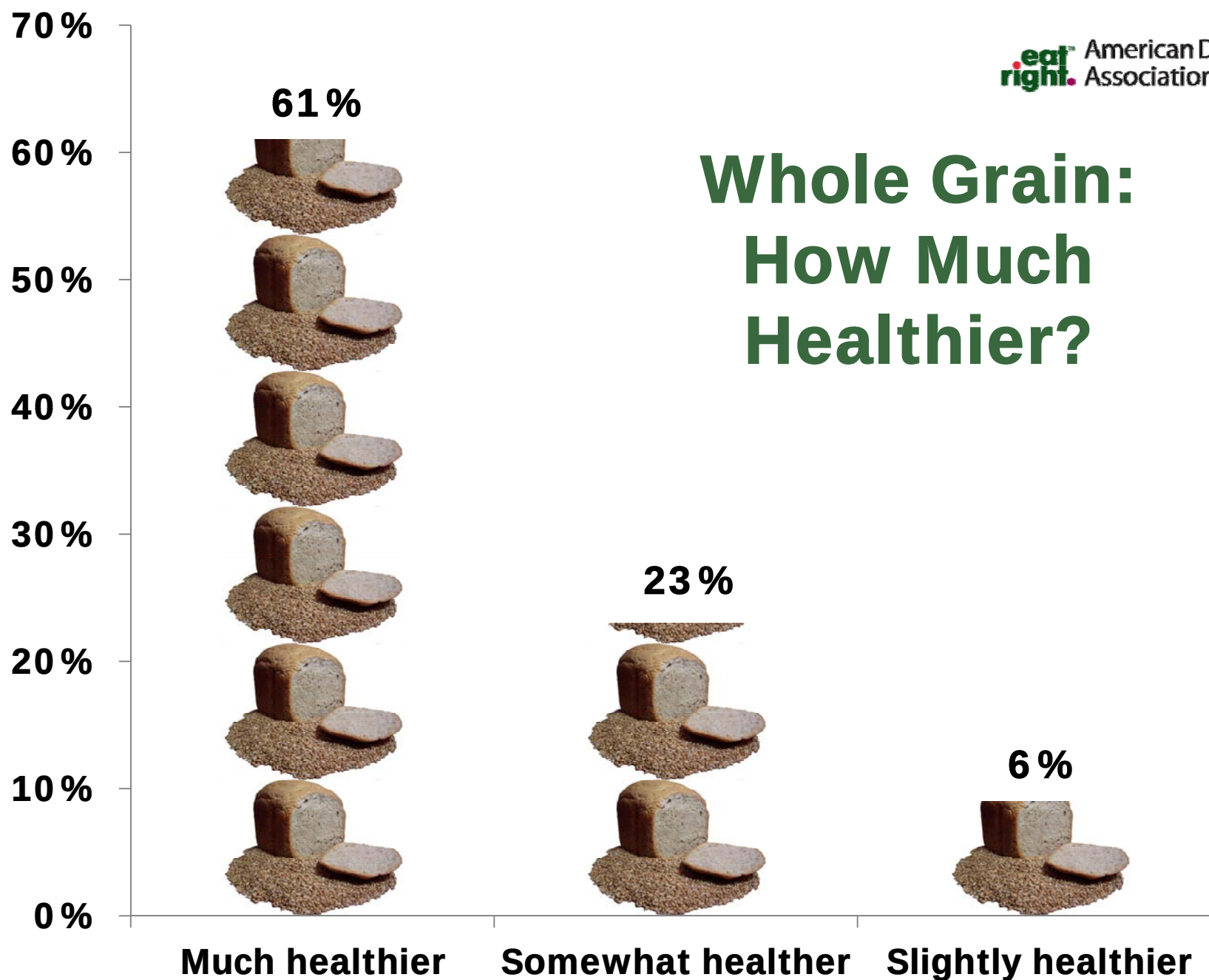
Organics: How Much Healthier Do Consumers Believe They Are?



Whole Grain vs. White: Which Is Healthier?



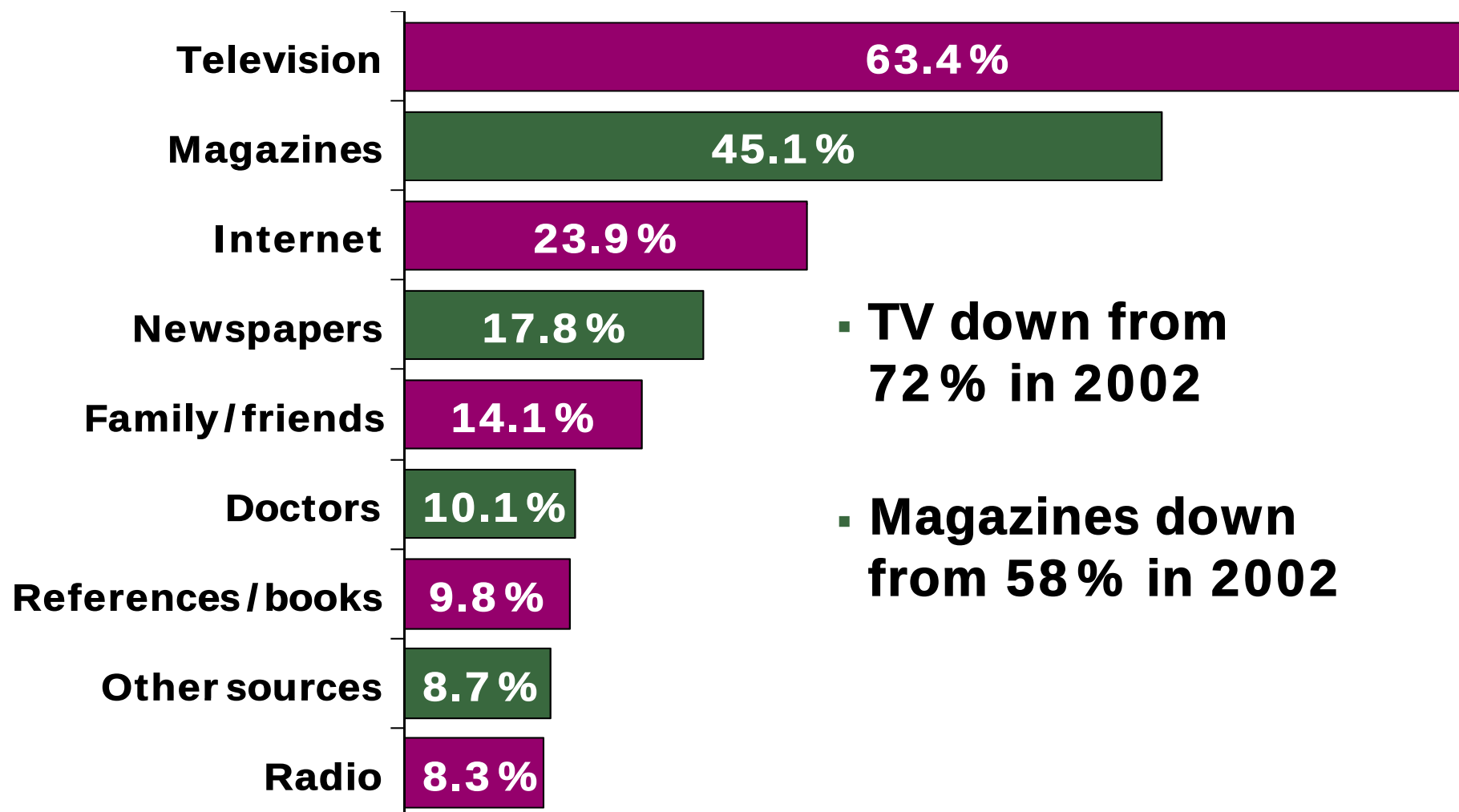
Whole Grain: How Much Healthier?



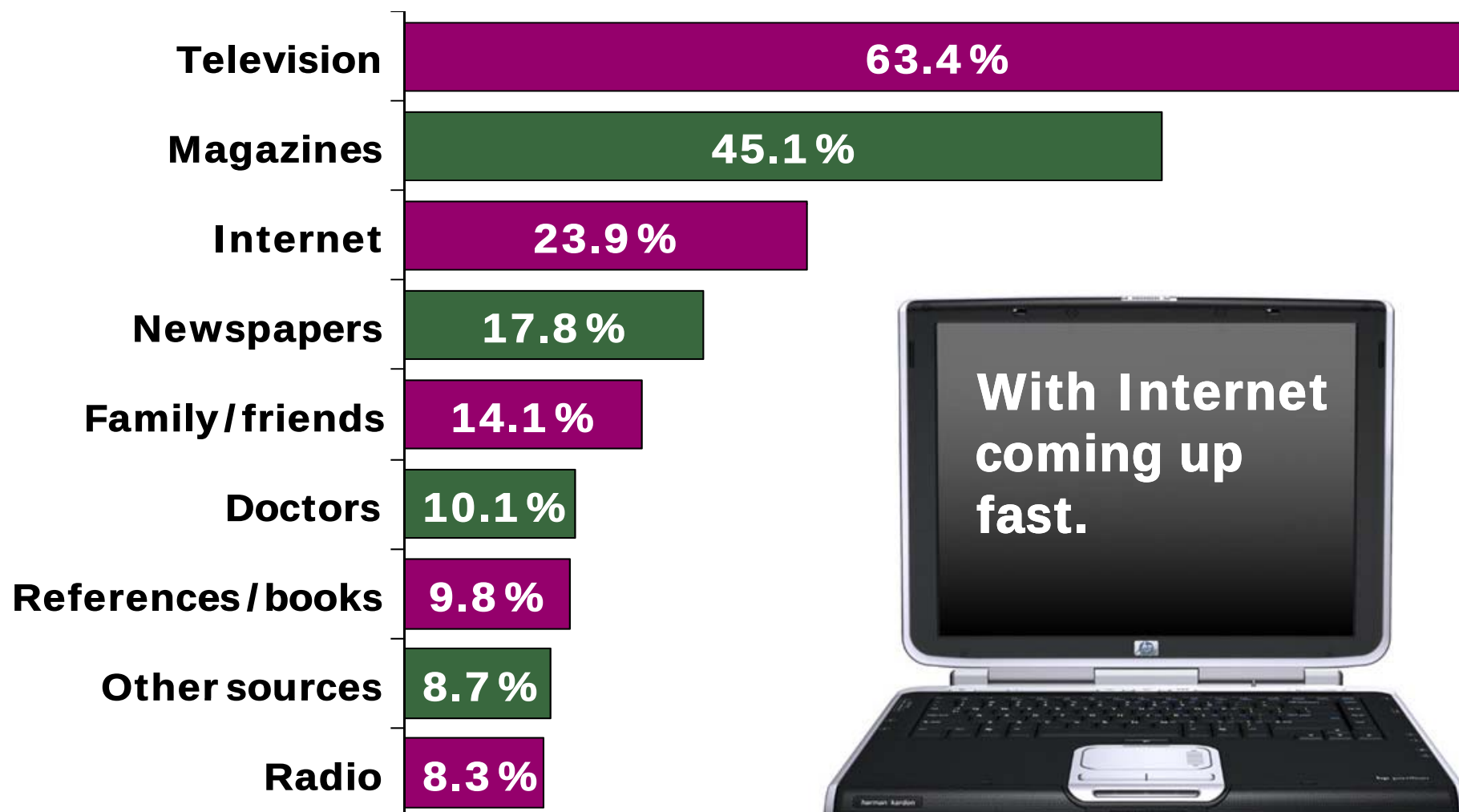
Popularity and Credibility: Sources of Nutrition Information



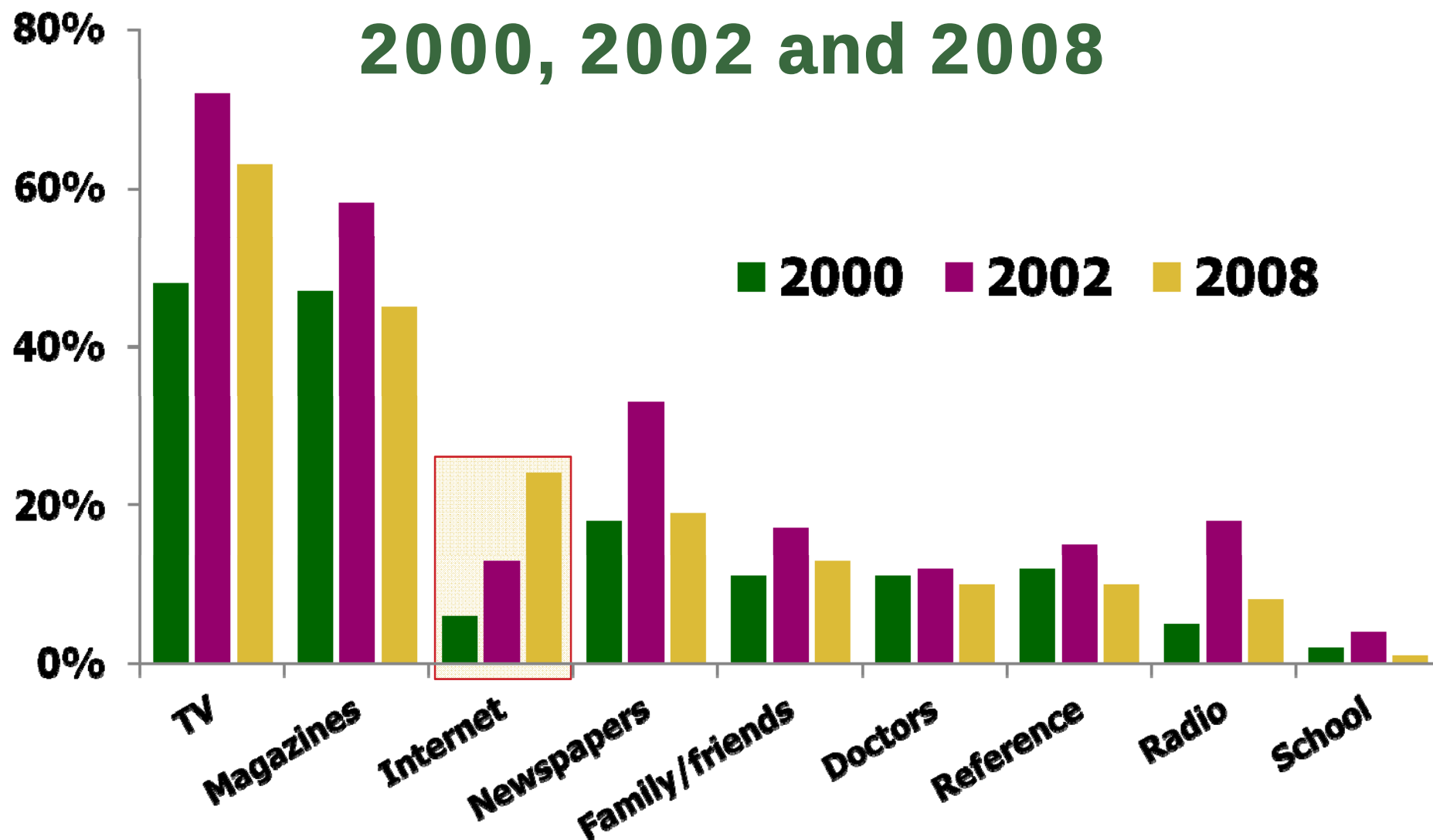
Sources of Nutrition Information



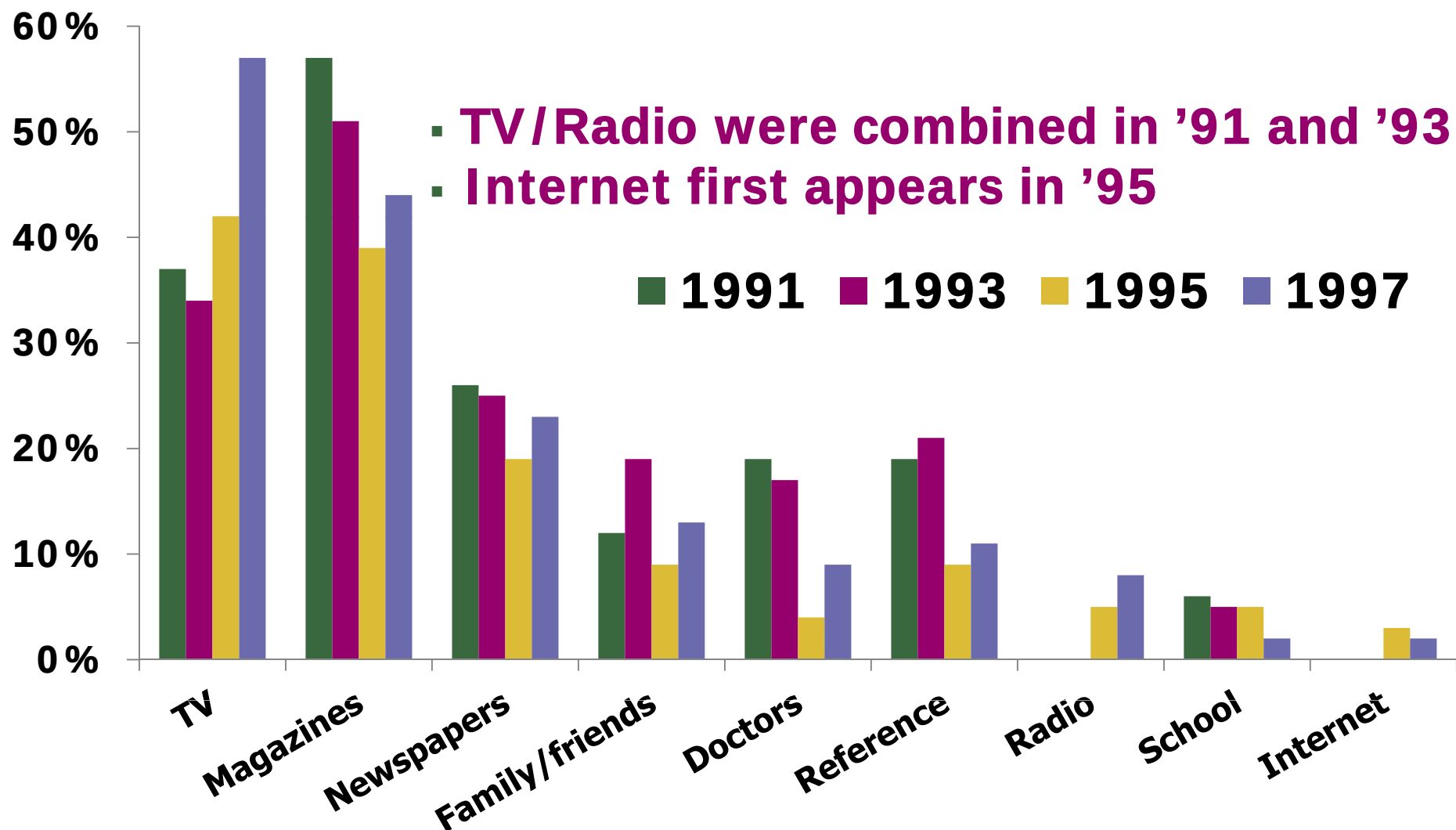
Sources of Nutrition Information



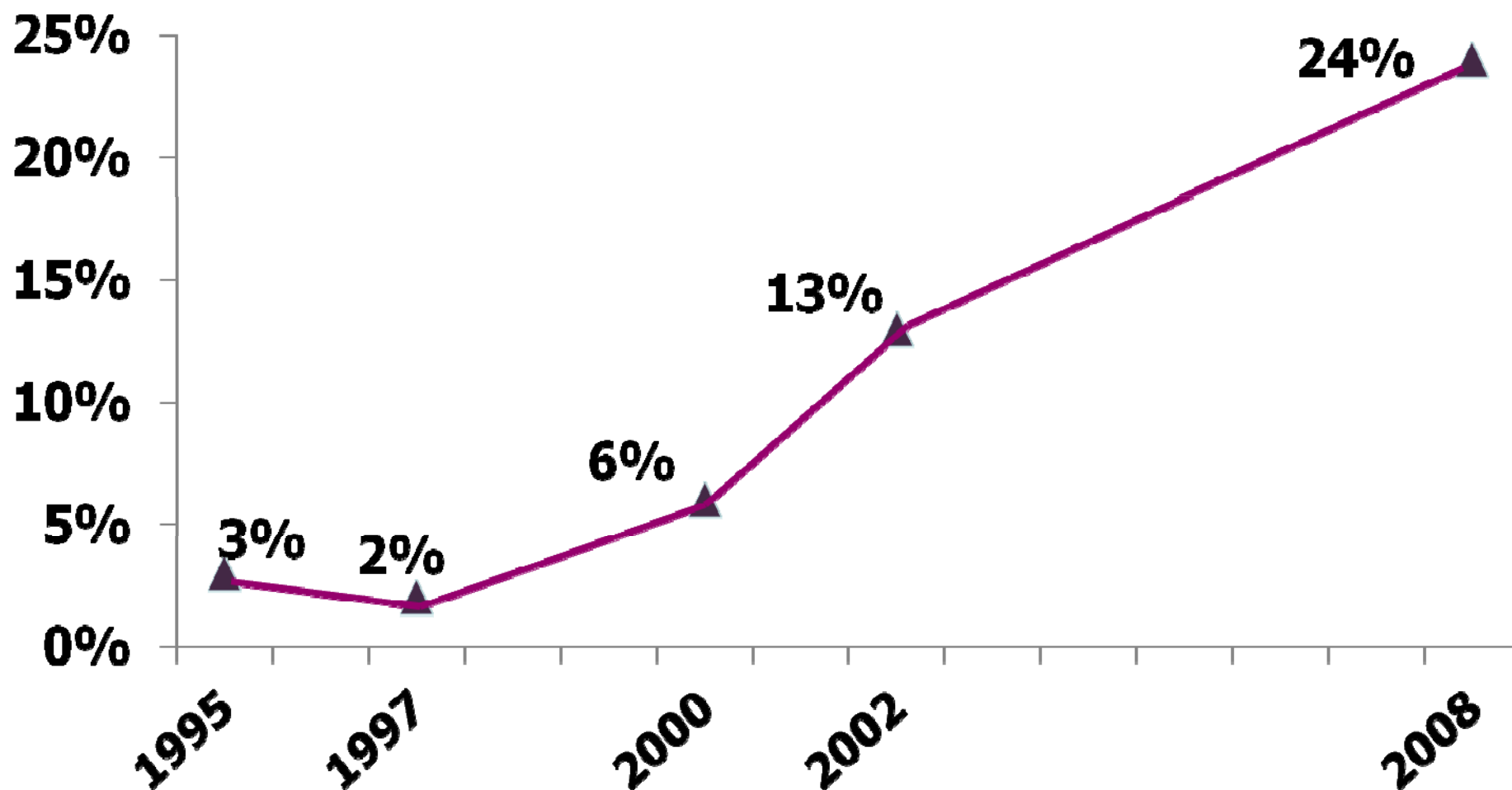
Sources of Nutrition Information 2000, 2002 and 2008



Sources of Nutrition Information



Internet Use for Nutrition Information



Internet Use Varies Widely with Age



Who Is on TV, in Magazines, on Internet?

Registered Dietitians



Blogs: Your Expertise on the Web



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Tara Gidus, MS, RD, CSD, LDW
 A Guide for Healthy Nutrition

Wednesday
Aug 6
2008

Calories Posted on Menu Boards NYC

Tara Gidus, MS, RD, CSD, LDW

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Tuesday, August 05, 2008

It has been a very week since the ruling went into effect in New York City that all restaurants with 15 or more outlets (chain) were required to post the calories listed on their menus.

Does anyone from NYC have stories to share on how this has impacted your choices?

One friend told me that her boyfriend walked into Burger King intending to get a quick bite and after seeing the calories on the menu he walked right back out. He opted for a turkey sandwich no mayo from a deli down the street.

Another person who is actually a dietitian told me that even she was shocked at seeing how many calories were in many of the foods, especially the hot dogs and cake mixes.

Please share your experiences and thoughts with having calories posted on menu boards.

[Labels: calories, menu, Tara Gidus](#)

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About

Esther Kim has been a registered dietitian for 15 years, and is also a licensed dietitian in the state of Massachusetts. She obtained her Bachelor's in Science and Nutrition from Cornell University, and her Master's in Science and Nutrition from the prestigious Tufts University program.

» Meet Esther Kim

Nutrition Insights With Esther

by Esther Kim, Diet.com Chief Dietitian

Displaying posts 1 - 6 of 3 results

Page: **1**

Milk: Does It Really Do A Body Good?

posted @ 11:00am ET on August 4, 2008

We've all seen the "Get Milk" advertisements as well as the "I'm a die!" campaign on TV and in magazines. Many actors, athletes and other famous ...

[Read More](#) | [Comment\(s\)](#)

Food Shopping: Benefits Of 'Going Local'

posted @ 11:00am ET on July 28, 2008

There has been a huge interest and movement in eating local. Beasts such as Animal, Vegetable, Miracle: A Year of Food Life and Plenty: Eating ...

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Halloween Tricks of the Trade

Halloween is still a few weeks away but it's never too early to start thinking about healthy Halloween treats. I thought I'd re-post the list from last year with a couple of changes. Remember, you can go the non-food route; you don't necessarily have to just stick with mini raisin boxes.

So here we go again with some trick and treat suggestion that ought to put a smile on any costumed child's face.

Tricks of the Trade:

- Temporary tattoos
- Stickers
- Small plastic spider rings
- Super balls
- Colorful pencils, crayons, erasers, pencil tops and pens
- Pencil sharpeners
- Plastic or wax fangs
- Bracelets and rings for the girls
- Hair accessories like barrettes, hair ties and bows (also for the girls)
- Spinning tops
- Plastic animals and characters
- Coloring books
- Colored shoelaces
- Key rings
- Marbles
- Various party favors like the little slide puzzles
- Notepads
- Magnets
- Whistles
- Bubbles

RECENT POSTS

[Halloween Tricks of the Trade](#)
[One Fish, Two Fish](#)
[Life in the Slow Lane](#)
[Tackle Your Cholesterol!](#)
[Budget Savvy Grocery List](#)
[Don't Jump to Conclusions: Fruit is not the enemy!](#)
[Inspiring Children to Cook](#)
[Healthy Airlines Call for Healthy Weight](#)
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RECENT COMMENTS

[johnny on Don't Jump to Conclusions: Fruit is not the enemy!](#)

[Shereen Jegtvig on Don't Jump to Conclusions: Fruit is not the enemy!](#)

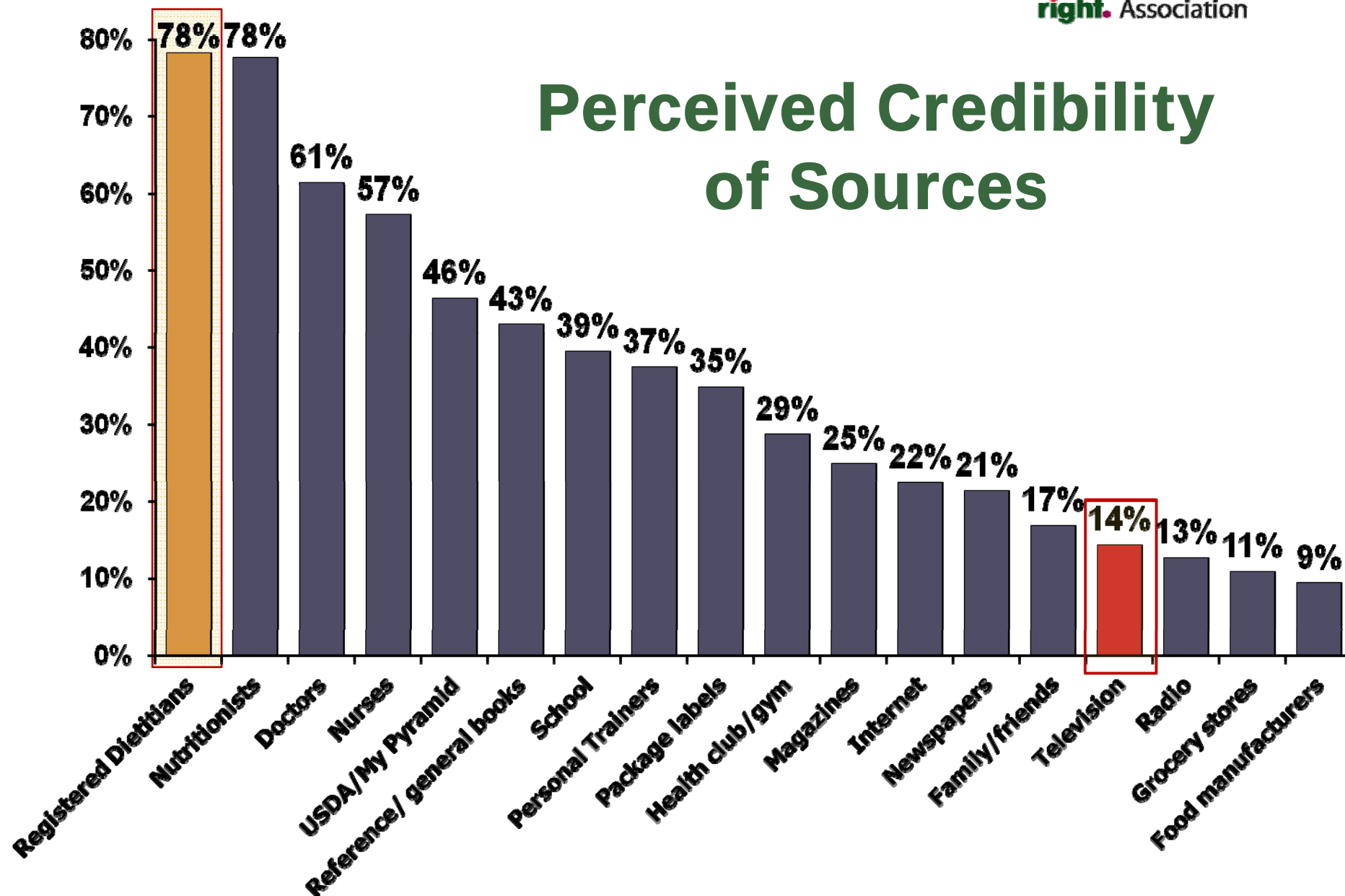
[Dr whatson on bad cholesterol on Top 5 Heart Healthy Foods for Men](#)

[Leigh Ann on Don't Jump to Conclusions: Fruit is not the enemy!](#)

[Idaho Real Estate on Top 5 Heart Healthy Foods for Men](#)

[johnny on Top 5 Heart Healthy](#)

Perceived Credibility of Sources



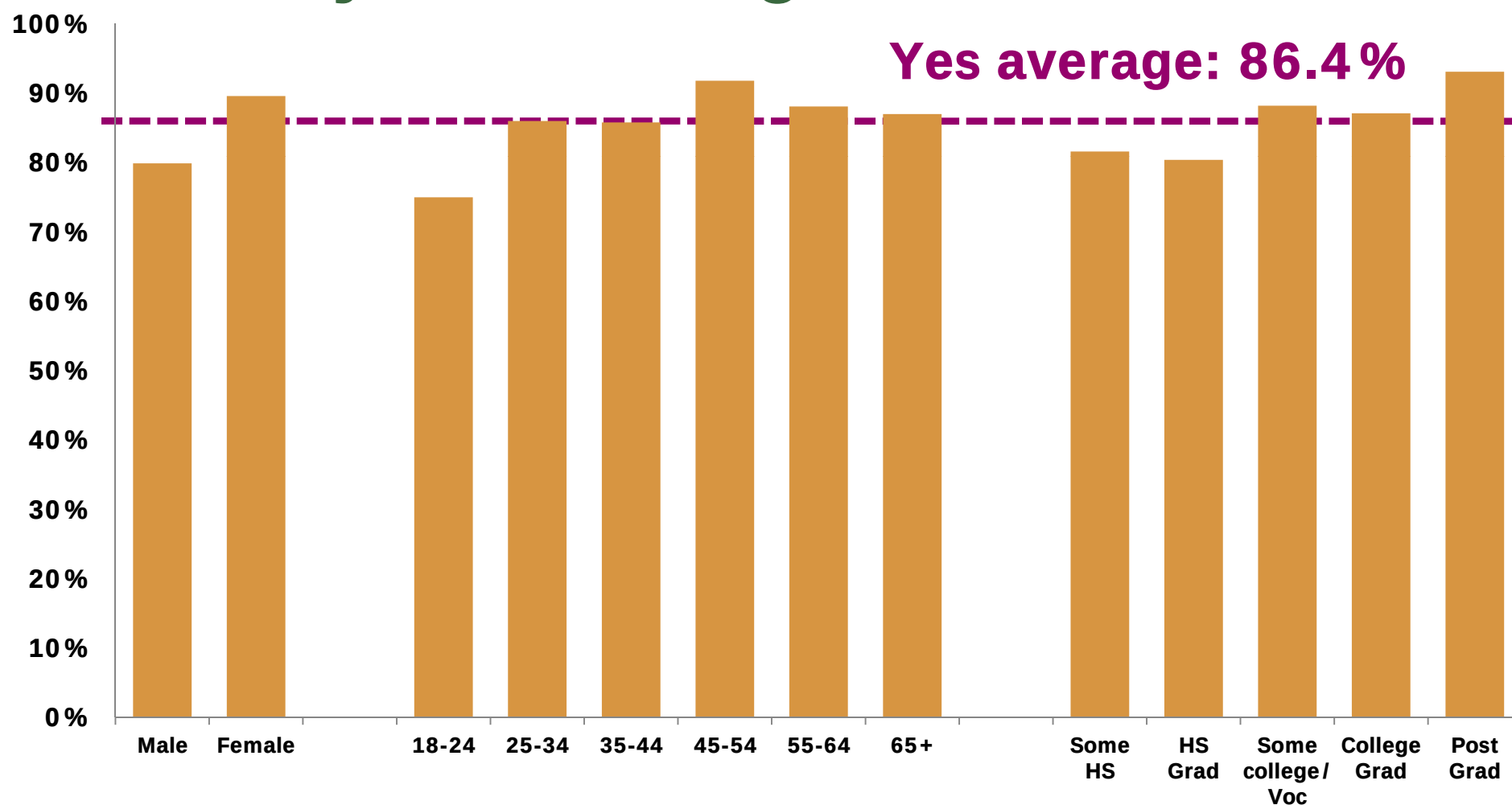
Perceived Credibility of Sources by Age and Education

Source	% Total	% 18-24	% 25-34	% 35-44	% 45-54	% 55-64	% 65+	% Some HS	% HS Grad	% College / Voc	% College Grad	% Post Grad
Registered Dietitian	78	86	86	80	81	70	69	69	72	80	84	80
Nutritionist	78	92	85	79	82	70	62	72	70	81	80	81
Doctor	61	83	67	67	56	49	54	71	64	58	63	56
Nurse	57	63	63	65	56	55	45	63	50	61	60	54
USDA / MyPyramid	46	57	53	58	42	37	35	53	41	46	51	46
Reference / books	43	38	45	48	46	41	38	40	37	41	46	51
School	39	39	46	39	43	29	40	61	40	37	38	39
Personal trainer	37	53	43	36	37	29	28	49	40	39	37	23
Package labels	35	30	35	38	37	28	38	46	34	32	34	38
Health club / gym	29	46	32	31	21	23	24	45	29	33	25	17
Magazines	25	20	23	34	26	22	24	34	22	28	20	21
Internet	22	19	22	25	27	26	12	31	23	27	21	14
Newspapers	21	24	26	26	23	12	18	26	18	22	21	21
Family / friends	17	19	15	16	16	12	24	46	25	14	12	7
Television	14	12	11	15	13	12	23	31	21	13	11	6
Radio	13	9	16	11	13	8	17	26	15	11	10	12
Grocery stores	11	14	12	9	12	5	14	29	17	9	7	4
Food manufacturers	9	12	10	6	10	4	15	32	13	10	6	2

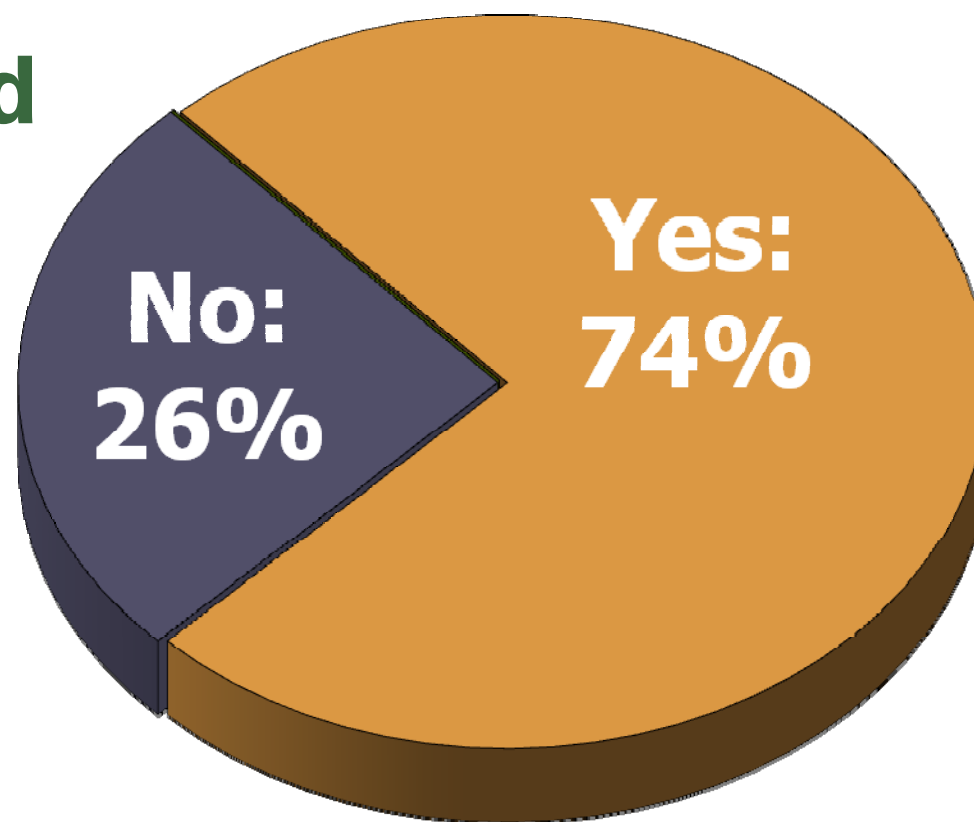
Registered Dietitians: Public Awareness



Percent Heard of RD by Gender, Age, Education



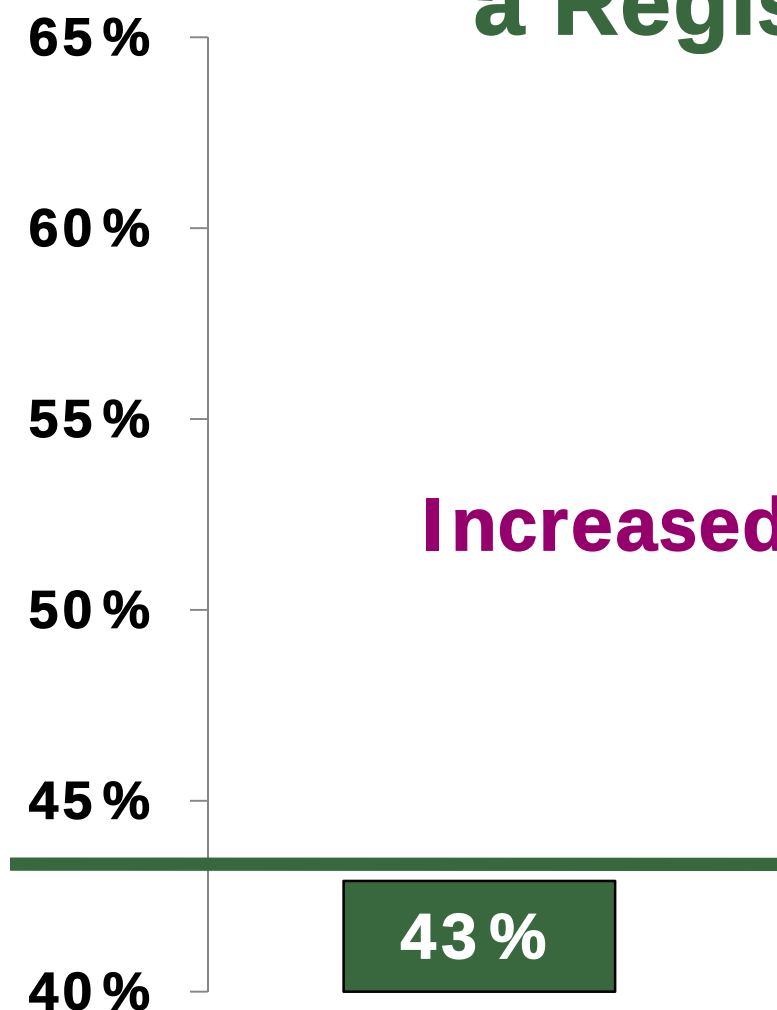
Awareness of Difference between RD and Nutritionist



Interest in Consultation with a Registered Dietitian



Interest in Consultation with a Registered Dietitian

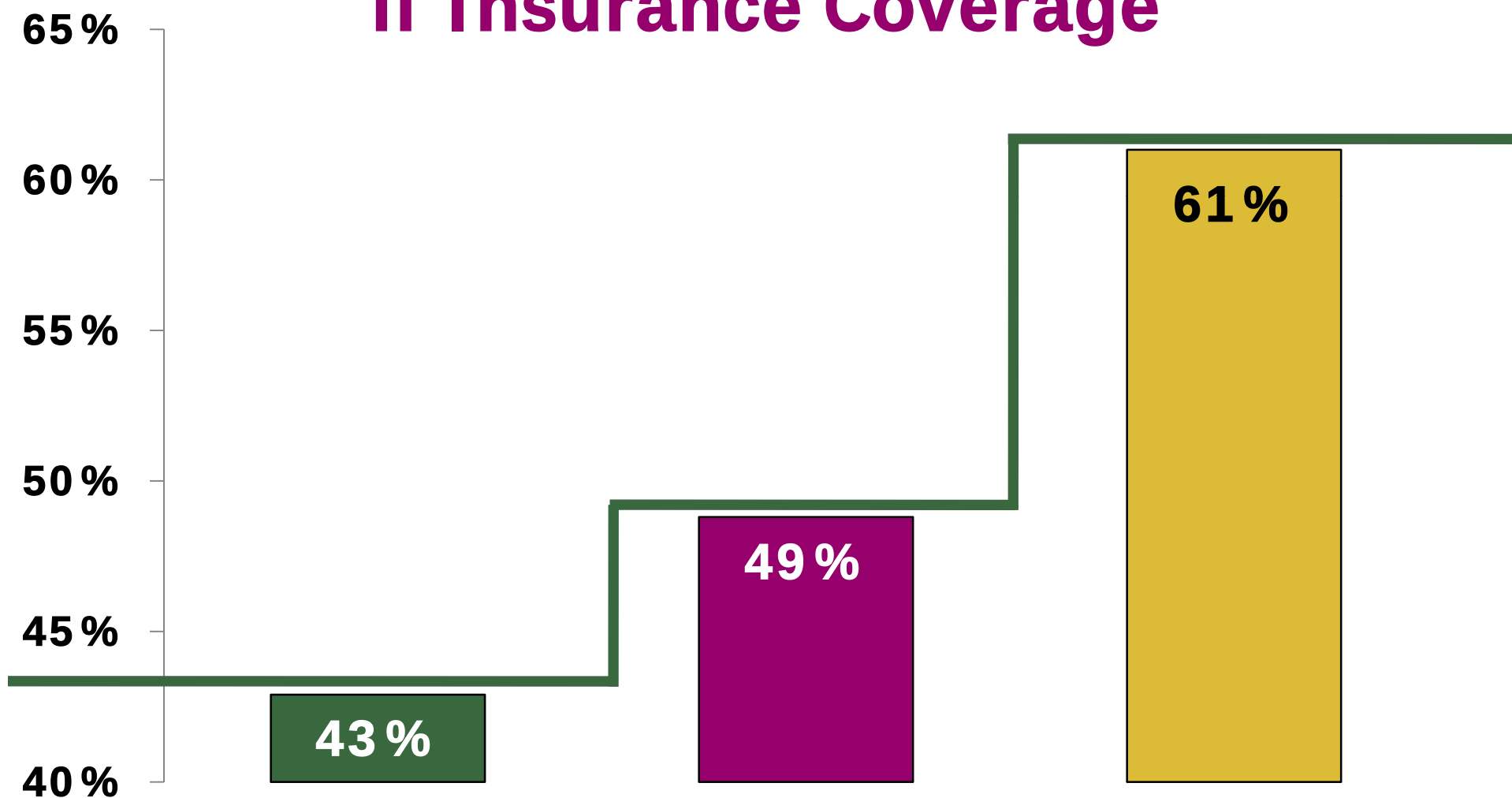


Increased from 30 % in 2000

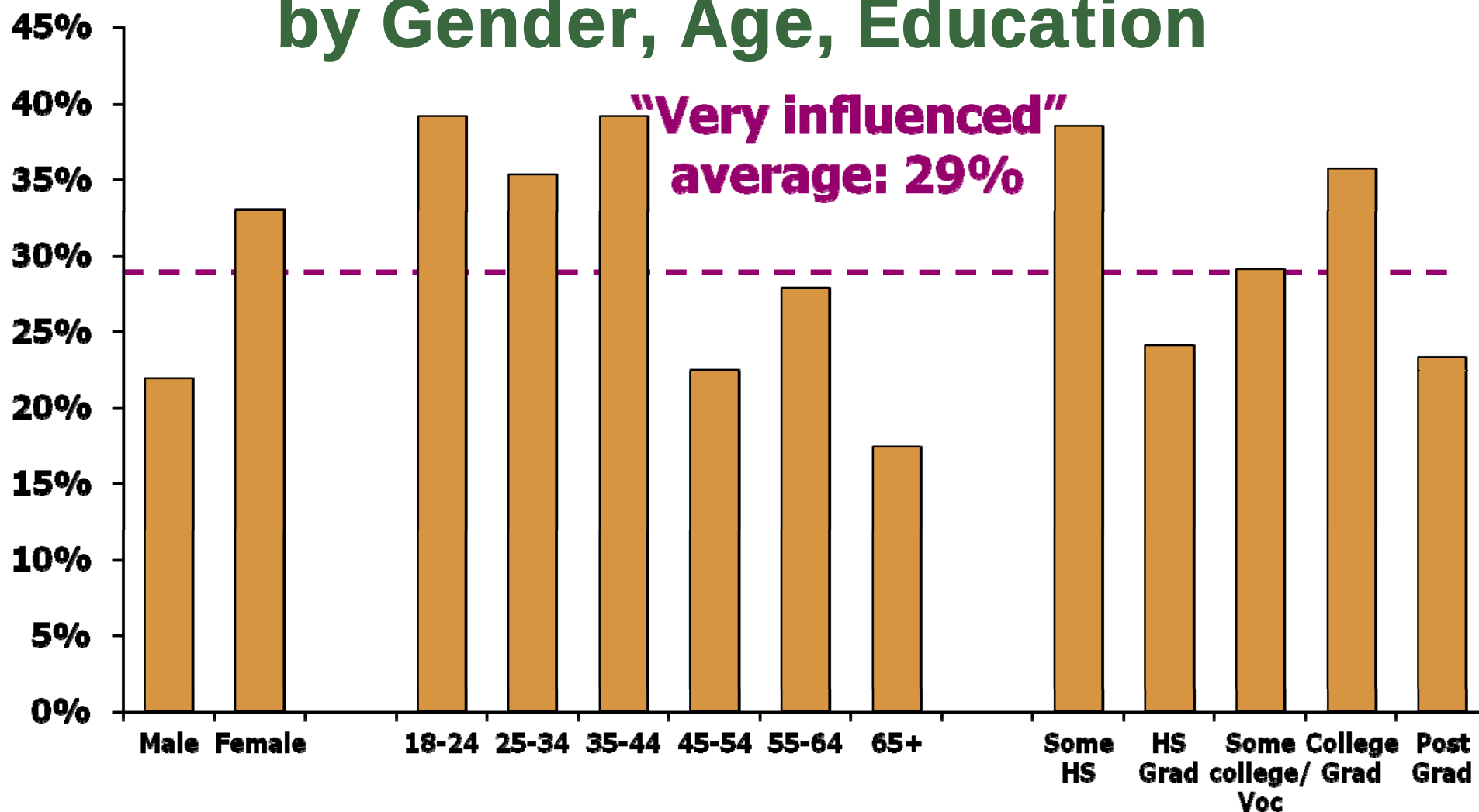
Interest in RD Consultation Knowing Definition



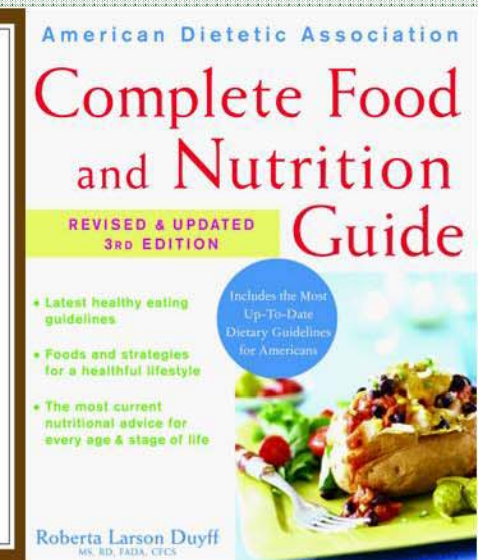
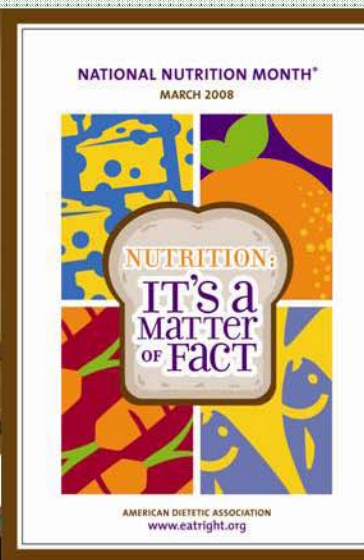
Interest in RD Consultation if Insurance Coverage



Influence of RD's Recommendations by Gender, Age, Education



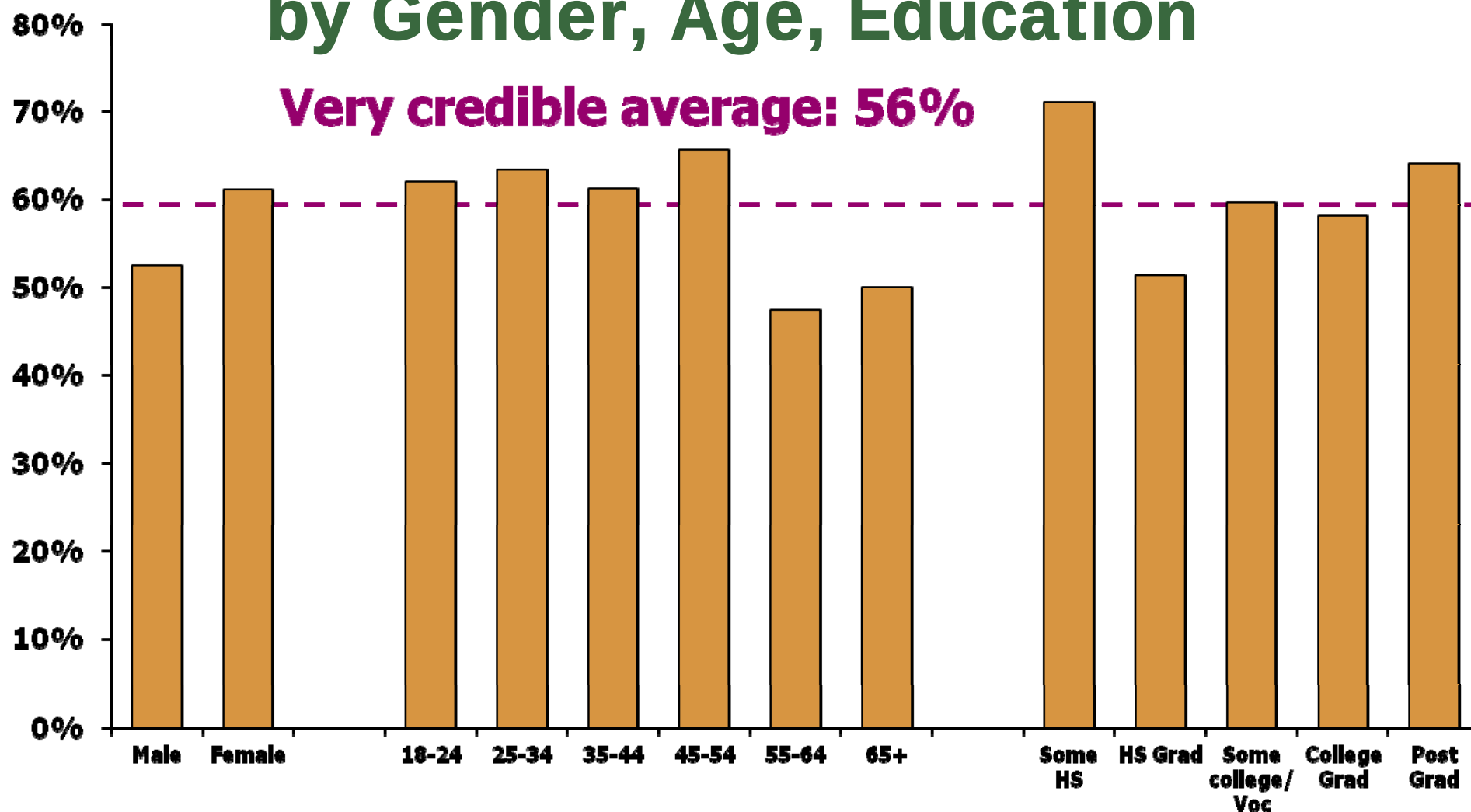
Consumer Awareness of ADA



62 % have heard ... up from half in 2002

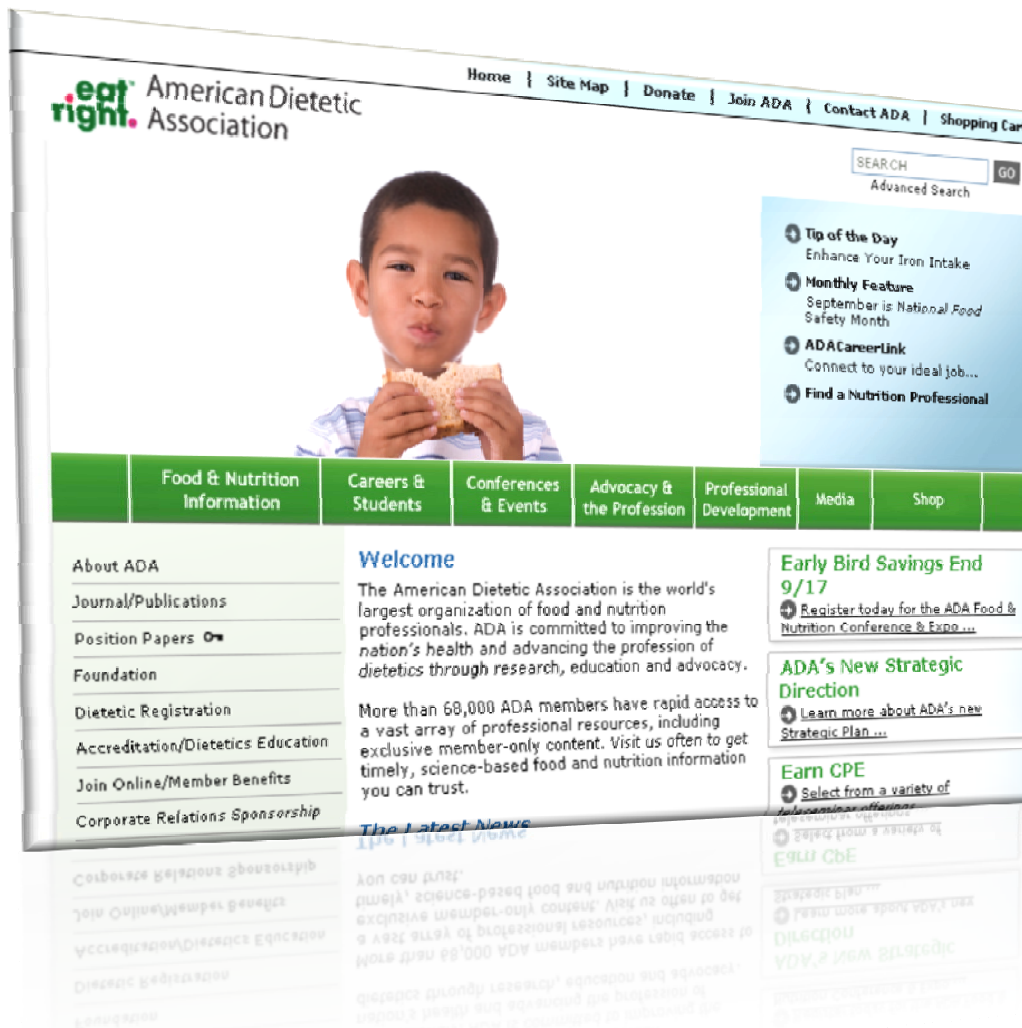
ADA as a Credible Source by Gender, Age, Education

Very credible average: 56%

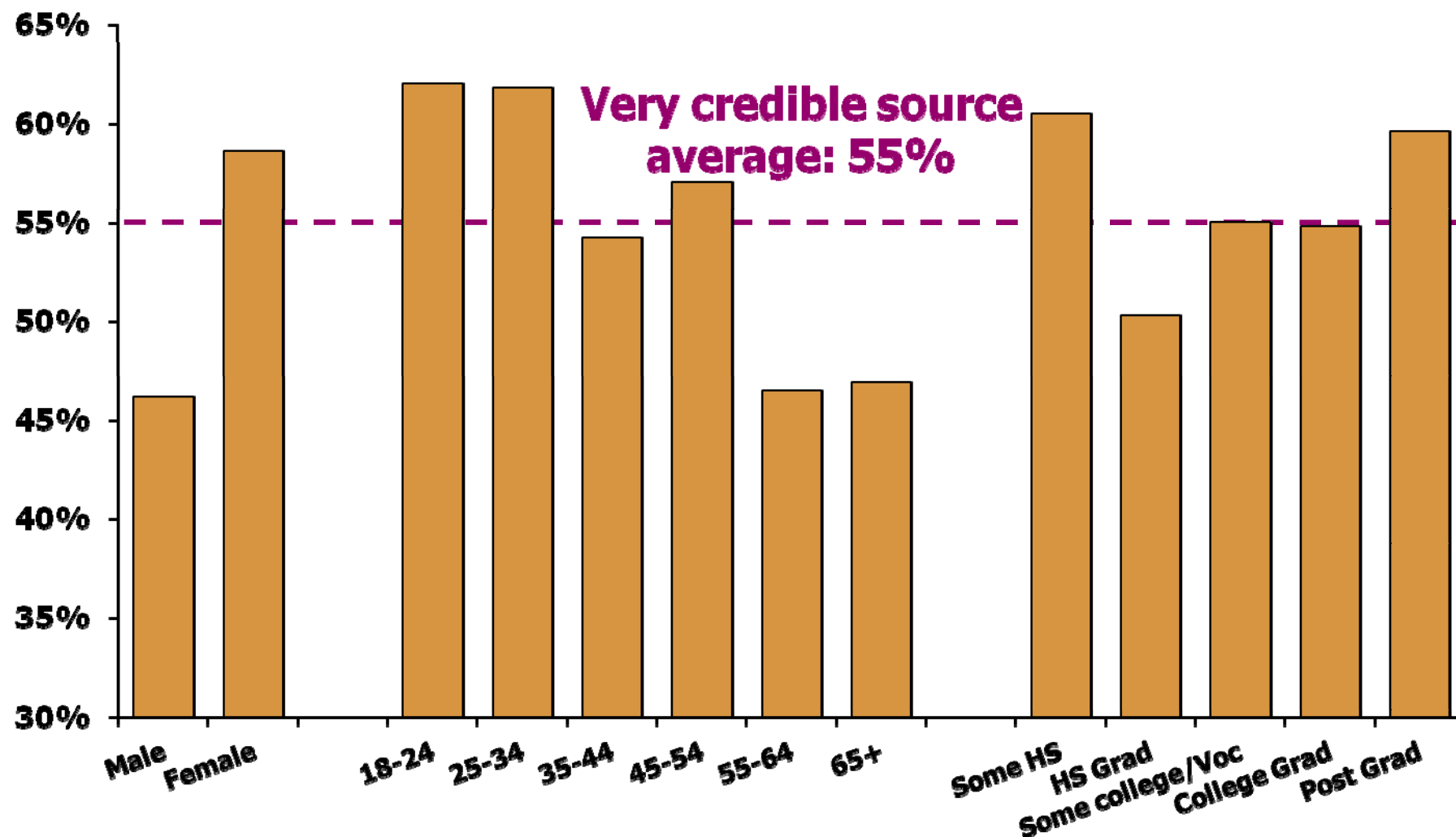


Eatright.org: Awareness and Interest

- **Aware of ADA's site: 14 %**
- **Interested in visiting once made aware: 59 %**



Eatright.org: Credibility by Gender, Age, Education



Nutrition and You: Trends 2008

Recap of Highlights

Recap of Highlights

Attitudes and Behaviors

- 6 in 10 consumers say diet, nutrition and physical activity are “very important” to them personally
- Women more likely than men to say both are important
- Younger adults (18-24) less likely to consider diet “very important”

Recap of Highlights

Attitudes and Behaviors

- People with college education more likely to say diet and nutrition are “very important”
- 4 in 10 putting significant effort into healthy diet and physically active lifestyle

Recap of Highlights

Attitudes and Behaviors

- Clear shift from *Don't Bother Me* consumers into other segments
- *Already Doing It* increased notably from 2002 to 43 % of U.S. population
- Increase in *I Know I Should* from 30 % in 2002 to 37 % in 2008

Recap of Highlights

Attitudes and Behaviors

- **Top two reasons consumers don't do all they can to eat healthier:**
 - 1. Already satisfied with diet (79 %)**
 - 2. Don't want to give up the foods they enjoy (73 %)**

Recap of Highlights

Knowledge and Consumption of Foods

- **54 % strongly agree there are certain foods they shouldn't eat, up from 43 % in 2002**
- **Consumers have heard most about low-fat foods (75 %), trans-fat foods (72 %)**
- **Heard least about probiotics (15 %) and allergen-free foods (8 %)**

Recap of Highlights

Knowledge and Consumption of Foods

- **Consumers most likely to increase in past five years:**
 - **Low-fat foods (48 %)**
 - **Omega-3 fatty acids (38 %)**
 - **Garlic (36 %)**
 - **Low-sugar foods (34 %)**
 - **Low-sodium foods (32 %)**

Recap of Highlights

Knowledge and Consumption of Foods

- Increased consumption of whole grains (56 %), fruits (50 %), vegetables (48 %)
- Fruits, fish, chicken: similar “increased” and “stayed same” percentages
- Decreased consumption of dairy foods (23 %), pork (33 %), beef (41 %)
- More than half say organic fruits and vegetables are healthier
- 94 % believe whole-grain bread is healthier than white bread

Recap of Highlights

Credible Sources of Nutrition Information

- **44 % actively seek information on nutrition**
- **Most popular sources: TV (63 %), magazines (45 %), Internet (24 %)**
- **Doctors most popular health professional source of information (10 %)**
- **RDs considered most credible (78 %), followed by doctors (61 %), nurses (57 %)**

Recap of Highlights

Understanding and Interest in RDs

- **86 % of consumers are aware of RDs**
- **74 % believe there is a difference between RD and nutritionist**
- **43 % would be interested in consultation with RD: up from 30 % in 2002**
- **61 % interested in services of RD if visit were covered by insurance**

Recap of Highlights

Awareness of American Dietetic Association

- **62 % Americans aware of ADA, up notably from 51 % in 2002**
- **56 % believe ADA is very credible source of food and nutrition information**
- **Interest high in visiting ADA Web site, www.eatright.org**