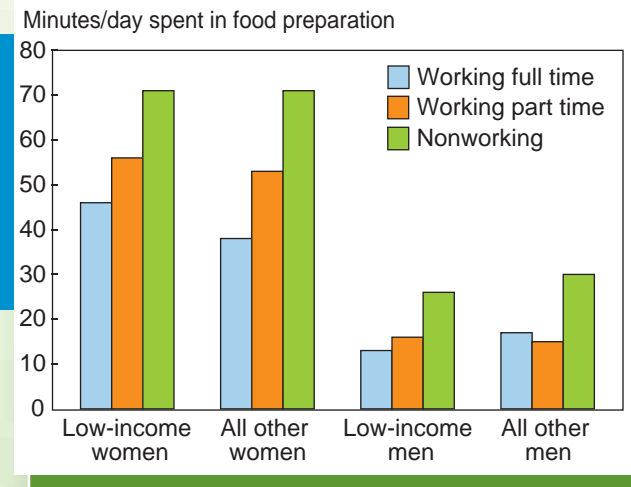


Why Do So Few Americans Choose A Healthy Diet?

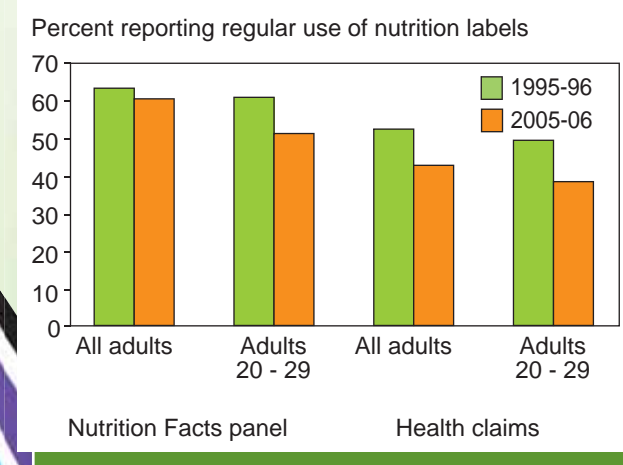
Busy lifestyles increase need for convenience...

Women spend less time preparing food as time requirements of paid work increase; a smaller relationship is observed among men.



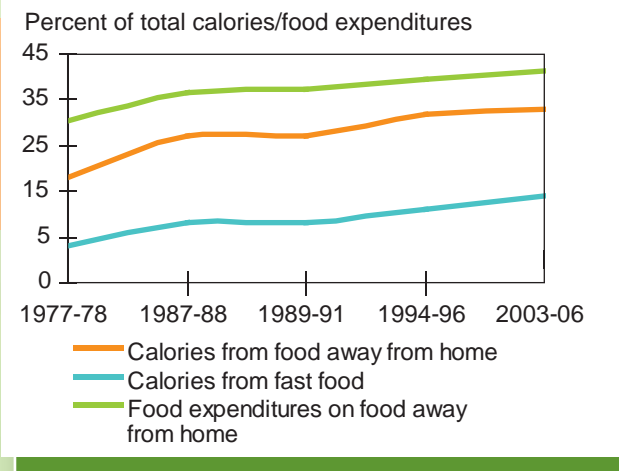
Consumers' use of food labels has declined...

Use of nutrition labels when buying food has declined for the Nutrition Facts panel and information about calories, fats, cholesterol, and sodium. This decline is more pronounced among young adults.



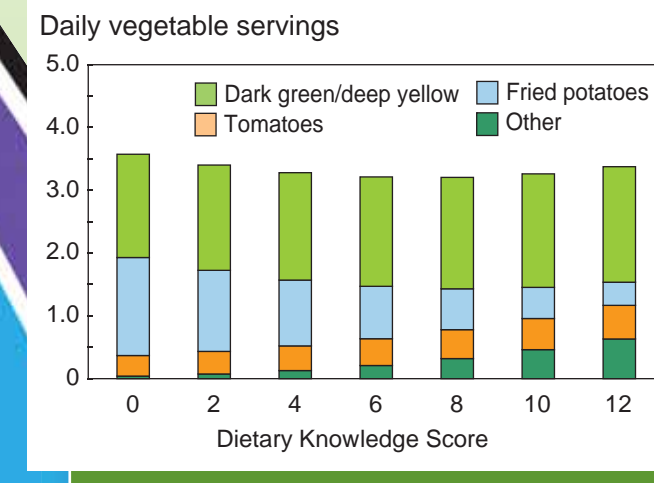
...and food away from home

Food away from home, especially fast food, has become a bigger part of our diet and budget.



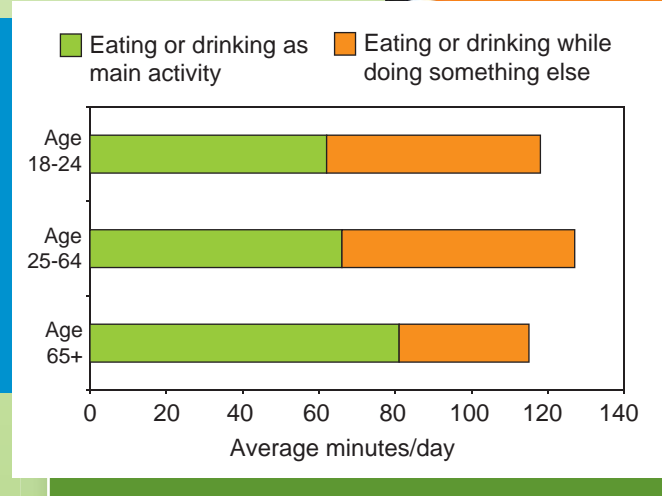
...and while dietary knowledge can impact choice, few are knowledgeable

Those who are more informed choose a healthier mix of vegetables, but few adults score high on dietary knowledge surveys. Less than 2% of adults correctly identified how many servings they should consume from all food groups.



Situational cues influence eating behavior

People tend to eat more when dining out, when in social situations, and when going longer between meals. Distractions, such as eating while working or watching TV, can also inhibit how well we monitor what and how much we eat.



What we choose depends on what is available

Whole-grain purchases increased after the 2005 Dietary Guidelines. This was likely due to manufacturers' introducing new whole-grain products.

