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Nutrition and You: Trends 2011

FOR RELEASE SEPTEMBER 27, 2011

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PEOPLE APPEAR CONTENT WITH HOW MUCH THEY ARE DOING FOR NUTRITION AND HEALTH, AMERICAN DIETETIC ASSOCIATION SURVEY FINDS

CHICAGO – After years of slow evolution, the attitudes and behaviors of American adults toward diet and nutrition seem to have leveled off in recent years, according to the American Dietetic Association's nationwide consumer opinion survey, *Nutrition and You: Trends 2011*.

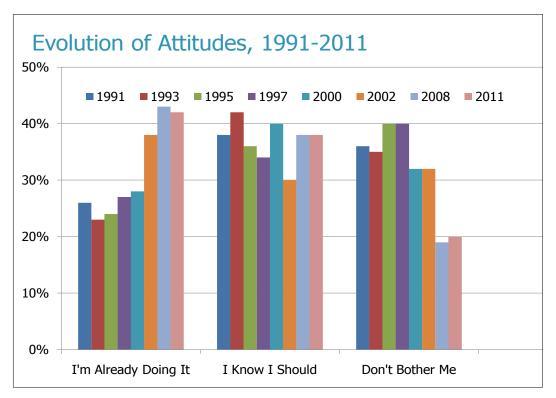
In each survey since 1991, ADA has used respondents' answers to a number of different questions to segment consumers into three groups that represent people's overall attitudes toward maintaining a healthy diet and getting regular exercise:

- *I'm Already Doing It:* Consumers who feel that maintaining a healthy diet and regular exercise are very important; are concerned about diet, nutrition and overall fitness; and feel they are doing all they can to eat a healthy diet.
- *I Know I Should:* Consumers who feel that maintaining a healthy diet and regular exercise are very important, but may not have taken significant actions to do all they can to eat a healthy diet.
- Don't Bother Me: People who do not feel diet and exercise are very important to them and are the least concerned with their overall nutrition and fitness.

Results of ADA's 2011 survey show the percentages of people in all three categories are virtually unchanged from the last survey in 2008:

Segment	2008	2011
I'm Already Doing It	45%	42%
I Know I Should	37%	38%
Don't Bother Me	18%	20%

"It's interesting that almost half of those surveyed think they are doing enough, but other indicators show that's clearly not the case," says registered dietitian and American Dietetic Association Spokesperson Jeannie Gazzaniga-Moloo. She noted that the "Don't Bother Me" segment had been as large as 40 percent in the mid-1990s, and "I'm Already Doing It" had been as low as 23 percent in 1993 and did not top 30 percent until 2002. (See chart below.)



According to ADA's 2011 survey, the "I'm Already Doing It" group tends to be:

- Female
- More likely to obtain nutrition information from magazines
- Most likely to say nutrition is "very important" to them personally
- Most likely to live in a household where a person is on a diet for medical reasons.

The "I Know I Should" group tends to:

- Be between ages 35 to 54
- Want more practical tips to eat better
- Be more likely to use organic foods and products
- Be more likely to use the Internet for nutrition information.

The "Don't Bother Me" segment tends to be:

- Male
- Most likely to have less than a college education
- Least likely to be married or living with a partner.

"These trends tell us people are increasingly paying more attention to their nutritional and physical activity needs and are feeling content that they are doing what they need to do to eat right and be healthy," Gazzaniga-Moloo says. "However, the findings show there is more work to be done, as more than half of the people surveyed admittedly say they are not doing all they can to be healthy."

The American Dietetic Association is the world's largest organization of food and nutrition professionals. ADA is committed to improving the nation's health and advancing the profession of dietetics through research, education and advocacy. Visit the American Dietetic Association at www.eatright.org.

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Participants in ADA's survey were 754 adults age 18 and older, who were not employed in the food, nutrition, dietetics or market research industries. For trending analysis, only responses from those age 25 and over (the cutoff age in previous surveys) were used. Interviews were conducted in May 2011 by telephone via random digit dialing by Mintel International Group Limited.