

Nutrition and You: Trends 2011

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HOW IMPORTANT IS IT TO YOU? DIET, NUTRITION AND PHYSICAL ACTIVITY DIFFER FOR MEN AND WOMEN, SAYS AMERICAN DIETETIC ASSOCIATION SURVEY

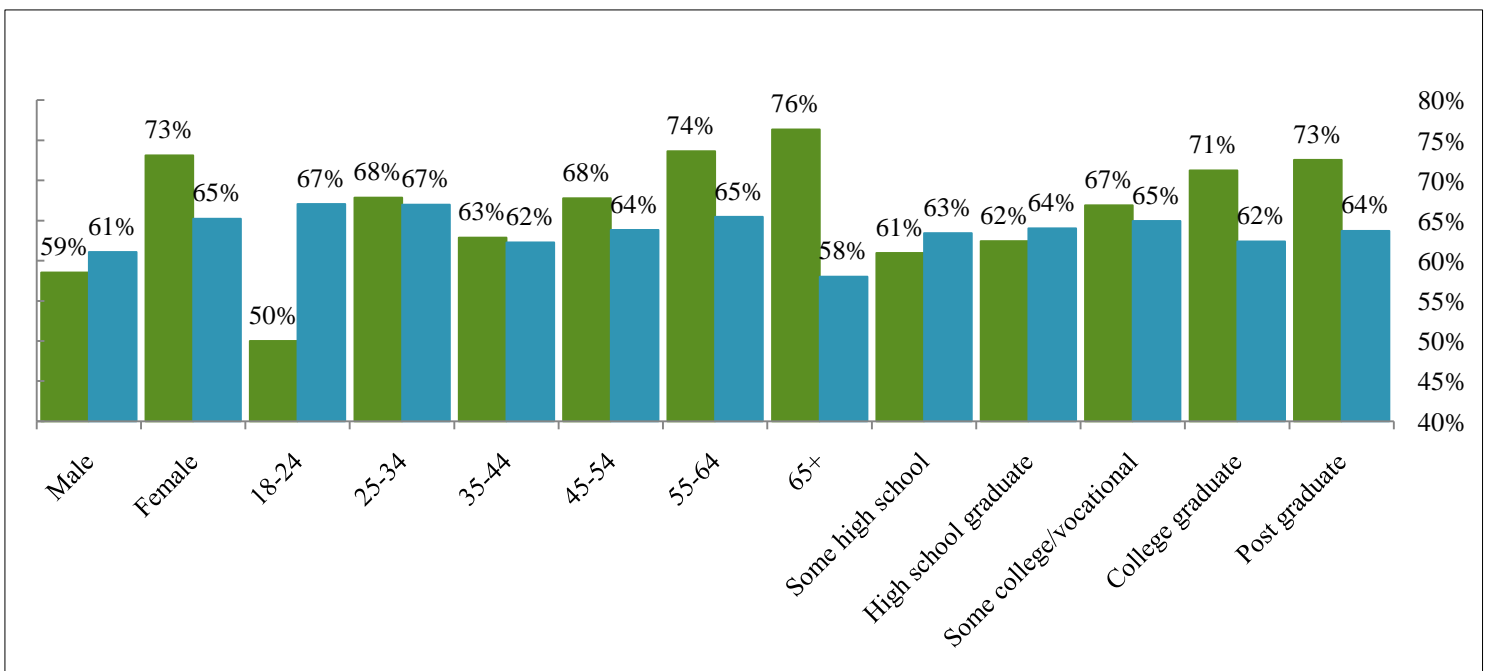
CHICAGO – Women are much more likely than men to believe diet and nutrition are important to them personally – though men have closed the gap in recent years, according to the American Dietetic Association’s *Nutrition and You: Trends 2011* survey.

Meanwhile, long-term trend data show many Americans “got the message” about the importance of diet during the decade of the 2000s, and the message has stuck.

Respondents to ADA’s survey were asked, on a 1-to-7 scale, how important diet and nutrition are to them personally. The overall percentage of those who say it is “very important” (answer of 5, 6 or 7) stayed constant from ADA’s 2008 survey (67 percent in both years). But substantially more women (73 percent) than men (59 percent) say they believe diet and nutrition are very important. In 2008, the figures were 55 percent for men and 73 percent for women. (See chart below.)

Diet and Nutrition Very Important: 2011

Exercise Very Important: 2011

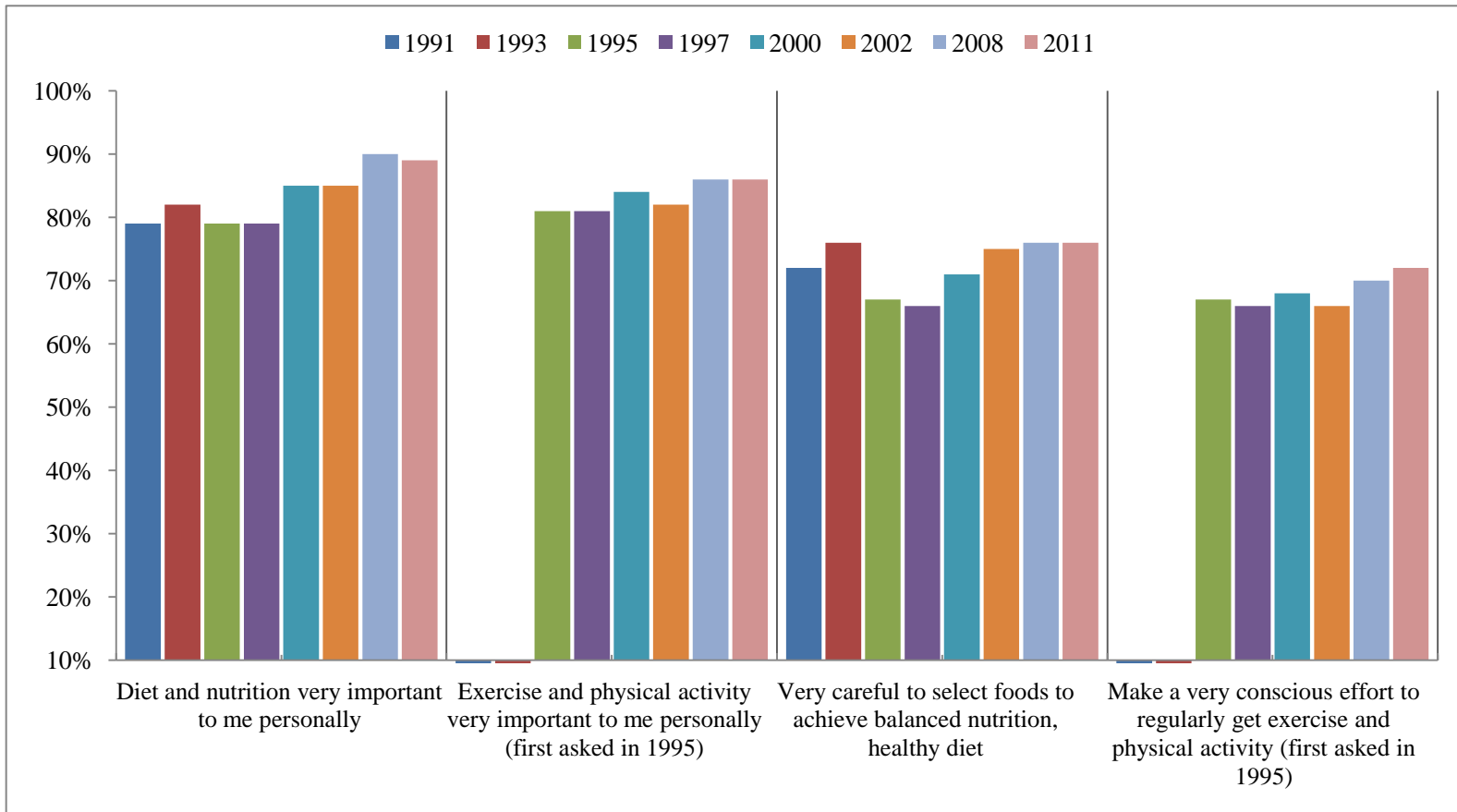


ADA/How Important Is It to You? – 2

“Since the mid-1990’s we have seen a steady rise in the importance of diet and nutrition to both men and women,” says registered dietitian and American Dietetic Association Spokesperson Jeannie Gazzaniga-Moloo.

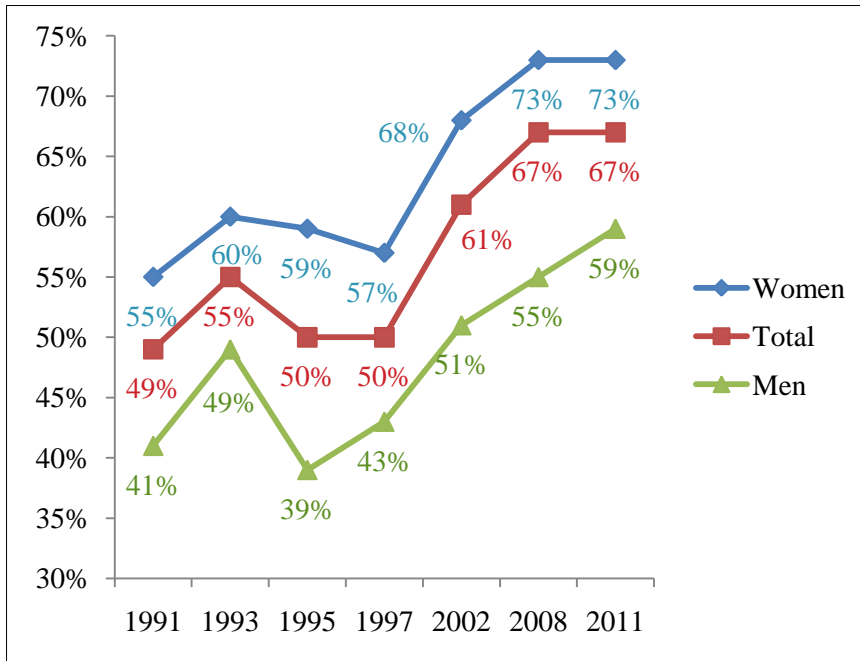
“However, women have consistently been more likely to say diet and nutrition are important to them compared to men. Nearly three-quarters of women say diet and nutrition are very important, while only two-thirds of men agree,” Gazzaniga-Moloo says.

Importance of Diet, Nutrition and Exercise: Trends since 1991



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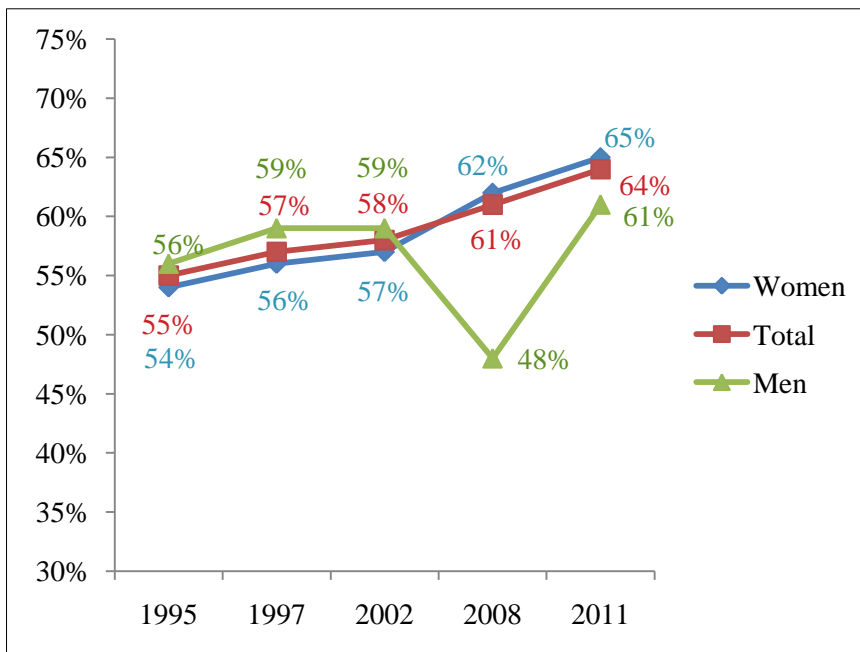
Diet and nutrition are very important to me personally (1991-2011)



Separate data for men and women in 2000 is unavailable. **Total for 2000 was 59 percent.**

Beginning in 1995, ADA has asked consumers whether physical activity is important to them personally, also on a 1-to-7 scale. The percentage answering 6 or 7 has steadily increased from 55 percent in 1995 to 64 percent in 2011. In earlier surveys, the percentage of men was higher than for women; the number of men saying physical activity was very important, then dropped to 48 percent in 2008 before rebounding to 61 percent in 2011.

Physical activity is very important to me personally (1995-2011)



Question was first asked in 1995. Separate data for men and women in 2000 is unavailable. **Total for 2000 was 57 percent.**

In general, ADA's survey found diet and nutrition are more important in consumers' eyes across demographic groups, except among respondents age 18 to 24, where nearly 70 percent cite exercise as important or very important.

"These findings are showing us younger adults are more likely to feel exercise is more important to them than diet and nutrition, while older people say diet and nutrition are more important," Gazzaniga-Moloo says. "We need to be paying more attention to younger adults and focus their attention on the importance of diet and nutrition.

"Time could be a contributing factor in people's ability to exercise regularly," Gazzaniga-Moloo says. "Just 24 percent of those with children say they make a very conscious effort. We need to make an even stronger appeal to younger adults about eating well and exercising, and continue to work with older adults."

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.