



2007 Consumer Food & Health Survey Findings: The Six “Diet Disconnects”

OVERALL, AMERICANS’ PERCEPTION OF THEIR HEALTH IMPROVED, BUT THERE ARE SEVERAL AREAS WHERE AMERICANS’ DESIRE TO IMPROVE THEIR DIET AND OVERALL HEALTH DOES NOT MATCH WHAT THEY ACTUALLY DO ON A DAY-TO-DAY BASIS.

Diet Disconnect #1: 56% of respondents said they are trying to lose weight and a majority also reported trying to improve their diet & increase their level of physical activity. Yet, nine out of 10 Americans did not know how many calories they should consume in a day.

Diet Disconnect #2: Reported physical activity has increased since last year, but nearly half of Americans who reported physical activity said they don’t balance diet and physical activity to manage weight.



Diet Disconnect #3: Breakfast was found to be the most important meal of the day, but less than half of Americans (49%) reported eating breakfast daily.

Diet Disconnect #4: Concern about the type and amount of fats consumed was up from last year (72% vs. 66%), but consumers are still confused about which fats are healthful. In 2007 an increasing number of Americans (42% vs. 33%) reported trying to eat less polyunsaturated fats—one of the healthiest fats!

Diet Disconnect #5: More than 70% of consumers reported selecting more nutritious carbohydrates like fiber and whole grains, but 50% were still concerned with the total amount of carbohydrates consumed – a reflection of fad diets promoting consumption of fewer carbohydrates.

Diet Disconnect #6: Nearly 80% of consumers agreed that certain foods and beverages can provide health benefits beyond basic nutrition (improving heart health, etc.), but more than 50% of Americans said they aren’t currently consuming those potentially beneficial foods or beverages.

For the complete report, visit the IFIC website:

<http://www.ific.org/research/upload/2007Survey-FINAL.pdf>

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