Why Do So Few Americans Choose A Healthy Diet?

Busy lifestyles increase need for convenience...

Consumers’ use of food labels has declined...

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

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.

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

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.

For more information, see the ERS Website:

ERS provides in-depth economic analyses of dietary choices, which are influenced not only by prices and income, but also by family structure, time constraints, psychological factors, nutritional information, and Federal food and nutrition assistance programs.