



# EATING HEALTHY

Views on how consumers achieve wellness goals through "eating better"

Most households aspire to eat healthy:



**57 percent** of consumers "consider their diet to be healthy"\*

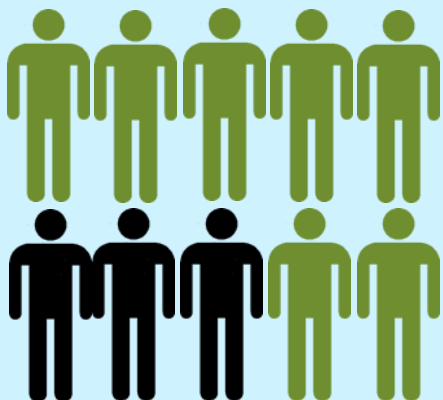
We adjust foods to our individual needs:



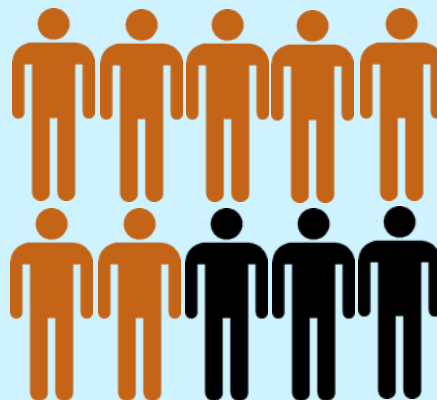
**58 percent** of consumers say they "use food for managing a health condition"\*\*

Key strategies consumers find helpful for reducing or maintaining weight\*\*\*

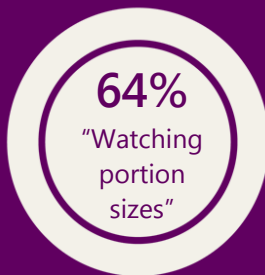
**74%**  
"Eating fresh foods"



**73%**  
"Preparing my own food"



**67%**  
"Drinking lots of water"



**64%**  
"Watching portion sizes"



**63%**  
"Paying attention to product labeling and ingredient panels"

**62%**  
"Eating out less often"



**60%**  
"Exercising"



Source:

\* Culture of Wellness 2013 report

\*\* Modern Eating: Cultural Roots, Daily Behaviors 2013 report

\*\*\* How America Eats 2011 report

