

National Institute of Nutrition: Release Tables

Please tell me whether you agree or disagree with each of the following statements. **NUTRITION IS VERY IMPORTANT TO ME AND I ALWAYS WATCH WHAT I EAT**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L - M/N

	Total	Gender		Age						Education				Primary Shopper	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or less	Some College	Univ. Degree	Post-Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents	2000	966	1034	274	383	470	364	272	218	742	295	773	176	1722	270
Weighted	2000	980	1020	281	393	433	330	304	241	751	295	763	175	1719	273
NUTRITION IS VERY IMPORTANT TO ME AND I ALWAYS WATCH WHAT I EAT															
Strongly agree	819 41%	372 38%	447 44%	74 26%	141 36%	160 37%	135 41%	153 50%	150 62%	322 43%	105 36%	301 39%	84 48%	721 42%	93 34%
Somewhat agree	765 38%	370 38%	395 39%	117 42%	163 42%	181 42%	136 41%	101 33%	62 26%	261 35%	120 41%	315 41%	66 38%	664 39%	100 37%
Neither agree nor disagree	97 5%	58 6%	40 4%	24 8%	25 6%	20 5%	11 3%	12 4%	4 2%	32 4%	17 6%	39 5%	8 5%	82 5%	14 5%
Somewhat disagree	230 12%	125 13%	105 10%	48 17%	47 12%	52 12%	36 11%	24 8%	19 8%	93 12%	36 12%	85 11%	13 7%	187 11%	42 15%
Strongly disagree	87 4%	54 6%	32 3%	18 6%	17 4%	20 5%	12 4%	14 5%	5 2%	44 6%	17 6%	22 3%	3 2%	64 4%	23 8%
(DK/NS)	2 0	1 0	1 0	1 0	1 0	0 -	0 -	0 -	0 -	0 -	1 0	1 0	0 -	1 0	1 0
Summary															
Agree (Strongly/Somewhat)	1584 79%	743 76%	841 83%	191 68%	304 77%	341 79%	271 82%	254 84%	212 88%	583 78%	225 76%	617 81%	151 86%	1385 81%	193 71%
Neutral	97 5%	58 6%	40 4%	24 8%	25 6%	20 5%	11 3%	12 4%	4 2%	32 4%	17 6%	39 5%	8 5%	82 5%	14 5%
Disagree (Somewhat/Strongly)	317 16%	179 18%	138 14%	66 24%	64 16%	72 17%	48 15%	38 13%	24 10%	137 18%	52 18%	107 14%	16 9%	251 15%	65 24%

National Institute of Nutrition: Release Tables

NUTRITION

Compared to your friends and family, do you consider yourself very knowledgeable, somewhat knowledgeable, not very knowledgeable or not knowledgeable at all about food and nutrition?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L - M/N

	Total	Gender		Age						Education				Primary Shopper	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or less	Some College	Univ. Degree	Post-Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents	2000	966	1034	274	383	470	364	272	218	742	295	773	176	1722	270
Weighted	2000	980	1020	281	393	433	330	304	241	751	295	763	175	1719	273
Very knowledgeable	551	245	306	61	95	123	106	99	65	155	86	238	67	490	58
	28%	25%	30%	22%	24%	28%	32%	33%	27%	21%	29%	31%	38%	29%	21%
		A		C		C	CD	CD		I	I	I	IJ	N	
Somewhat knowledgeable	1287	637	649	188	264	280	203	188	150	509	189	479	101	1104	177
	64%	65%	64%	67%	67%	65%	61%	62%	62%	68%	64%	63%	58%	64%	65%
										KL					
Not very knowledgeable	133	78	55	26	29	24	19	14	21	66	21	38	8	104	29
	7%	8%	5%	9%	7%	6%	6%	5%	9%	9%	7%	5%	4%	6%	11%
		B		G						K				M	
Not at all knowledgeable	25	17	8	5	6	4	3	3	4	18	0	7	0	17	8
	1%	2%	1%	2%	2%	1%	1%	1%	2%	2%	-	1%	-	1%	3%
		B								JKL				M	
(DK/NS)	4	2	2	1	0	2	0	0	1	3	0	1	0	3	1
	0	0	0	0	-	0	-	-	1%	0	-	0	-	0	0
Summary															
Knowledgeable (Very/Somewhat)	1838	883	955	249	359	403	309	287	215	664	274	717	167	1594	235
	92%	90%	94%	89%	91%	93%	93%	94%	89%	88%	93%	94%	96%	93%	86%
		A				C	C	CH		I	I	I	I	N	
Not knowledgeable (Not very/Not at all)	158	96	63	31	35	28	22	17	25	84	21	45	8	122	37
	8%	10%	6%	11%	9%	7%	7%	6%	10%	11%	7%	6%	4%	7%	13%
		B		EFG						KL				M	

National Institute of Nutrition: Release Tables

NUTRITION

In general, would you say that your eating habits are excellent, very good, good, fair or poor?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L - M/N

	Total	Gender		Age						Education				Primary Shopper	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or less	Some College	Univ. Degree	Post-Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents	2000	966	1034	274	383	470	364	272	218	742	295	773	176	1722	270
Weighted	2000	980	1020	281	393	433	330	304	241	751	295	763	175	1719	273
Excellent	117	66	51	15	14	18	17	25	24	43	10	50	11	97	20
	6%	7%	5%	5%	4%	4%	5%	8%	10%	6%	3%	7%	6%	6%	7%
								DE	DEF						
Very good	633	270	363	60	117	136	112	111	90	192	97	264	75	568	60
	32%	28%	36%	21%	30%	31%	34%	37%	38%	26%	33%	35%	43%	33%	22%
			A		C	C	C	C	C		I	I	IJK	N	
Good	835	412	423	122	173	187	134	125	88	313	122	329	67	712	121
	42%	42%	42%	43%	44%	43%	41%	41%	37%	42%	41%	43%	38%	41%	44%
Fair	341	194	147	66	70	76	58	32	36	171	50	100	19	278	63
	17%	20%	14%	24%	18%	18%	17%	11%	15%	23%	17%	13%	11%	16%	23%
		B		GH	G	G	G			JKL				M	
Poor	72	37	35	18	18	15	10	10	2	33	16	19	4	63	9
	4%	4%	3%	6%	4%	3%	3%	3%	1%	4%	5%	2%	2%	4%	3%
				FH	H	H				K	K				
(DK/NS)	2	1	1	0	1	0	0	1	0	0	1	1	0	2	0
	0	0	0	-	0	-	-	0	-	-	0	0	-	0	-
Summary															
Excellent/Very Good/Good	1585	748	837	197	304	342	263	261	203	547	229	643	153	1376	201
	79%	76%	82%	70%	77%	79%	80%	86%	84%	73%	78%	84%	87%	80%	74%
			A		C	C	C	CDEF	CD			IJ	IJ	N	
Fair/Poor	413	231	182	84	88	91	67	42	38	204	65	119	22	340	72
	21%	24%	18%	30%	22%	21%	20%	14%	16%	27%	22%	16%	13%	20%	26%
		B		DEFGH	G	G	G			KL	KL			M	

National Institute of Nutrition: Release Tables

NUTRITION

What are the two main reasons for rating your eating habits as EXCELLENT/VERY GOOD/GOOD?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L - M/N

	Total	Gender		Age						Education				Primary Shopper	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or less	Some College	Univ. Degree	Post-Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Rated habits as Excellent/Very Good/Good Weighted I watch what I eat/ choose healthy foods/ follow food guideline	1584	732	852	191	296	373	290	233	184	539	231	648	153	1379	197
	1585	748	837	197	304	342	263	261	203	547	229	643	153	1376	201
	372	171	201	52	76	77	56	58	50	122	60	160	29	319	50
	23%	23%	24%	26%	25%	22%	21%	22%	25%	22%	26%	25%	19%	23%	25%
Try to eat a balanced diet/ from four food groups (variety of food)	393	179	214	48	86	109	60	54	33	99	59	181	53	346	47
	25%	24%	26%	25% H	28% H	32% FGH	23%	21%	16%	18%	26% I	28% I	35% I	25%	24%
Nutritional awareness - I keep in mind what foods are good and bad	73	38	35	4	12	11	17	17	12	13	9	33	18	70	3
	5%	5%	4%	2%	4%	3%	7% CE	6% C	6%	2%	4%	5% I	12% IJK	5% N	2%
Limit/ watch fat intake (fried, greasy foods, cholesterol)	189	91	97	22	36	41	30	43	17	61	29	73	26	163	26
	12%	12%	12%	11%	12%	12%	11%	17% H	8%	11%	13%	11%	17%	12%	13%
Limit/ watch sugar or salt intake (sweets, etc.)	64	23	41	3	8	10	11	19	10	23	9	26	5	54	9
	4%	3%	5%	2%	3%	3%	4%	7% CDE	5%	4%	4%	4%	3%	4%	4%
Try to limit/ avoid junk food	51	20	31	11	13	11	11	3	1	13	5	28	5	43	8
	3%	3%	4%	5% GH	4% GH	3% H	4% GH	1%	1%	2%	2%	4%	3%	3%	4%
Eat fruits/ vegetables	253	99	154	25	49	57	43	51	27	81	38	118	16	217	35
	16%	13%	18% A	12%	16%	17%	16%	20%	13%	15%	17%	18% L	10%	16%	17%
Try to eat fibre/ roughage	35	11	23	1	8	6	10	8	1	15	1	15	4	33	1
	2%	2%	3%	1%	3%	2%	4% CH	3%	1%	3% J	0	2%	3%	2%	1%
Eat more regularly/ don't skip meals (eat 3 meals a day, etc.)	76	29	47	21	14	18	7	8	8	28	13	29	6	66	10
	5%	4%	6%	11% DEFGH	5%	5%	3%	3%	4%	5%	6%	5%	4%	5%	5%
Try to limit or avoid all meat	19	6	12	1	2	4	3	5	3	5	1	10	3	19	0
	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	0	2%	2%	1%	-

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What are the two main reasons for rating your eating habits as EXCELLENT/VERY GOOD/GOOD?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L - M/N

	Total	Gender		Age						Education				Primary Shopper	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or less	Some College	Univ. Degree	Post-Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Try to limit or avoid red meat	26 2%	9 1%	17 2%	2 1%	3 1%	12 4% DH	4 2%	3 1%	1 0	9 2%	5 2%	8 1%	3 2%	24 2%	2 1%
Eat fish or poultry	38 2%	22 3%	16 2%	0 -	6 2% C	7 2%	10 4% C	7 3% C	8 4% C	15 3%	6 2%	13 2%	4 3%	30 2%	7 3%
Eat fresh/ home-cooked meals/ limit packaged or processed foods	64 4%	19 3%	45 5% A	6 3%	15 5%	13 4%	11 4%	8 3%	9 5%	22 4%	7 3%	30 5%	5 3%	59 4%	5 2%
Avoid take-out/ fast food/ don't eat out too often	27 2%	16 2%	12 1%	4 2%	11 4% EG	3 1%	5 2%	1 0	3 1%	7 1%	6 3% L	14 2%	0 -	26 2%	1 0
Eat healthy portions/ try not to eat too much/ eat in moderation	102 6%	54 7%	48 6%	12 6%	14 5%	27 8%	16 6%	12 5%	17 8%	30 5%	18 8%	39 6%	16 10% I	90 7%	12 6%
I need to watch what I eat due to allergies, illness, weight, etc.	68 4%	33 4%	35 4%	2 1%	4 1%	10 3%	17 7% CDE	17 7% CDE	16 8% CDE	28 5%	8 3%	25 4%	6 4%	60 4%	7 4%
I'm healthy/ I feel good/ want to maintain health	193 12%	99 13%	95 11%	12 6%	29 10%	28 8%	34 13% CE	47 18% CDE	42 21% CDEF	85 16% K	28 12%	59 9%	18 12%	171 12%	21 11%
I'm in shape/ physically fit/ have energy	108 7%	67 9% B	40 5%	18 9% D	13 4%	21 6%	15 6%	22 9% D	18 9% D	44 8%	21 9% K	34 5%	7 5%	93 7%	14 7%
I exercise/ I'm active	36 2%	18 2%	18 2%	6 3%	6 2%	8 2%	4 2%	7 3%	5 3%	17 3%	5 2%	11 2%	3 2%	29 2%	8 4%
I eat dairy/ calcium products	23 1%	10 1%	13 2%	3 2%	8 3% G	7 2%	4 1%	1 0	1 1%	11 2%	1 0	9 1%	3 2%	19 1%	4 2%
Eat organic/ home-grown foods	20 1%	8 1%	12 1%	0 -	6 2% C	7 2% C	1 1%	3 1%	2 1%	3 1%	0 -	10 2%	7 4% IJK	19 1%	1 1%
My eating habits could be better (in general)	27 2%	10 1%	17 2%	8 4% FGH	6 2%	7 2%	3 1%	1 0	1 1%	6 1%	5 2%	13 2%	3 2%	25 2%	3 1%
Don't always watch what I eat/ choose healthy foods/ follow food guideli	25 2%	6 1%	19 2% A	6 3% D	2 1%	8 2%	5 2%	3 1%	1 0	9 2%	5 2%	8 1%	3 2%	22 2%	3 1%
Don't always eat a balanced diet/ from four food groups (variety of food	8 1%	4 1%	4 1%	2 1%	3 1%	1 0	2 1%	1 0	0 -	2 0	3 1%	3 0	0 -	8 1%	0 -
I eat what I want/ not concerned about watching what I eat	10 1%	6 1%	4 0	3 2%	1 0	1 0	2 1%	1 0	1 0	5 1%	1 0	3 0	0 -	8 1%	2 1%

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NUTRITION

What are the two main reasons for rating your eating habits as EXCELLENT/VERY GOOD/GOOD?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L - M/N

	Total	Gender		Age						Education				Primary Shopper	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or less	Some College	Univ. Degree	Post-Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
I eat fat (fried, greasy foods, cholesterol)	15 1%	7 1%	8 1%	2 1%	3 1%	4 1%	2 1%	3 1%	0 -	3 1%	1 0	8 1%	3 2%	13 1%	2 1%
I eat sugar or salt (sweets, etc.)	16 1%	5 1%	11 1%	5 3%	3 1%	0 -	2 1%	2 1%	4 2%	3 1%	3 1%	9 1%	1 1%	12 1%	4 2%
I eat junk food	11 1%	5 1%	6 1%	2 1%	0 -	6 2%	3 1%	0 -	0 -	6 1%	1 0	3 0	1 1%	10 1%	1 0
Don't eat enough fruits/vegetables	19 1%	8 1%	12 1%	1 1%	3 1%	9 3%	2 1%	4 2%	0 -	6 1%	3 1%	9 1%	2 1%	17 1%	2 1%
Don't eat regularly/ skip meals	19 1%	7 1%	12 1%	6 3%	7 2%	3 1%	2 1%	1 0	0 -	5 1%	4 2%	7 1%	3 2%	16 1%	2 1%
Busy lifestyle/ poor schedule/ workload prevents me from eating better	31 2%	15 2%	15 2%	2 1%	11 4%	9 3%	7 3%	2 1%	0 -	9 2%	2 1%	16 2%	3 2%	30 2%	1 0
Don't eat enough fish or poultry	2 0	0 -	2 0	0 -	0 -	1 0	1 0	0 -	0 -	2 0	0 -	0 -	0 -	2 0	0 -
I eat take-out/ fast food/ eat out	18 1%	10 1%	8 1%	5 3%	9 3%	3 1%	0 -	1 0	0 -	6 1%	5 2%	6 1%	2 1%	16 1%	2 1%
I'm not in shape/ overweight/ lack of energy	2 0	2 0	0 -	1 1%	0 -	0 -	1 0	0 -	0 -	0 -	1 1%	1 0	0 -	2 0	0 -
Eat meat/ too much meat	10 1%	3 0	7 1%	1 0	3 1%	2 1%	2 1%	2 1%	0 -	2 0	1 0	6 1%	1 1%	8 1%	2 1%
Don't always cook meals/ I eat packaged or processed food	4 0	2 0	2 0	0 -	2 1%	1 0	1 0	0 -	0 -	1 0	0 -	2 0	1 1%	4 0	0 -

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NUTRITION

What are the two main reasons for rating your eating habits as EXCELLENT/VERY GOOD/GOOD?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L - M/N

	Total	Gender		Age						Education				Primary Shopper	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or less	Some College	Univ. Degree	Post-Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Eat too much/ eat large meals	11 1%	7 1%	4 0	4 2% DH	0 -	4 1% D	1 0	1 1%	0 -	4 1%	3 1%	3 0	2 1%	10 1%	1 1%
Other	155 10%	90 12% B	65 8%	15 8%	27 9%	28 8%	29 11%	31 12%	24 12%	59 11% L	19 8%	65 10%	8 5%	132 10%	20 10%
No reason	4 0	3 0	1 0	0 -	0 -	2 1%	1 0	1 0	0 -	4 1% K	0 -	0 -	0 -	3 0	1 1%
(DK/NS)	30 2%	13 2%	16 2%	8 4% EFG	5 2%	4 1%	3 1%	1 0	8 4% G	19 3% K	2 1%	7 1%	2 1%	25 2%	5 3%

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. What are the two main reasons for rating your eating habits as EXCELLENT?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L - M/N

* small base; ** very small base (under 30) ineligible for sig testing

	Total	Gender		Age						Education				Primary Shopper	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or less	Some College	Univ. Degree	Post-Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Rated habits as Excellent Weighted I watch what I eat/ choose healthy foods/ follow food guideline	111	61	50	15	14	19	18	21	20	42	10	46	10	92	18
	117	66*	51*	15**	14**	18**	17**	25**	24**	43*	10**	50*	11**	97*	20**
	34	19	15	4	6	8	1	3	10	14	4	13	2	26	7
	29%	29%	29%	28%	42%	43%	5%	14%	40%	32%	40%	26%	20%	27%	34%
Try to eat a balanced diet/ from four food groups (variety of food)	13	6	7	1	0	1	1	8	2	0	0	11	1	10	3
	11%	9%	14%	7%	-	6%	5%	31%	10%	-	-	22% I	10%	10%	18%
Nutritional awareness - I keep in mind what foods are good and bad	11	7	4	1	1	1	2	6	0	2	1	4	3	9	2
	9%	10%	8%	6%	7%	4%	13%	24%	-	5%	12%	9%	31%	9%	11%
Limit/ watch fat intake (fried, greasy foods, cholesterol)	9	4	5	1	1	1	2	1	4	3	2	4	1	9	0
	8%	6%	10%	7%	6%	4%	11%	5%	15%	6%	19%	7%	11%	10%	-
Limit/ watch sugar or salt intake (sweets, etc.)	7	4	3	0	1	0	1	2	3	0	1	5	1	7	0
	6%	6%	7%	-	8%	-	6%	9%	11%	-	10%	9%	13%	7%	-
Try to limit/ avoid junk food	5	2	3	1	0	1	2	1	0	3	0	2	0	4	1
	4%	3%	5%	7%	-	4%	12%	4%	-	7%	-	4%	-	4%	5%
Eat fruits/ vegetables	15	8	7	2	2	2	3	3	1	4	1	10	0	14	1
	13%	12%	14%	13%	14%	11%	19%	14%	5%	10%	10%	19%	-	14%	6%
Try to eat fibre/ roughage	3	2	1	0	1	0	2	0	0	1	1	1	0	3	0
	3%	3%	2%	-	7%	-	11%	-	-	2%	8%	2%	-	3%	-
Eat more regularly/ don't skip meals (eat 3 meals a day, etc.)	2	1	1	1	1	0	0	0	0	0	0	1	1	1	1
	2%	1%	2%	6%	8%	-	-	-	-	-	-	2%	8%	1%	5%
Try to limit or avoid all meat	1	0	1	0	0	0	1	0	0	0	0	1	0	1	0
	1%	-	2%	-	-	-	6%	-	-	-	-	2%	-	1%	-
Eat fish or poultry	4	2	2	0	0	1	1	0	1	1	1	2	0	3	1
	4%	3%	4%	-	-	6%	5%	-	5%	3%	8%	5%	-	3%	6%
Eat fresh/ home-cooked meals/ limit packaged or processed foods	10	4	6	1	0	2	1	2	2	4	1	5	0	8	1
	8%	6%	12%	9%	-	12%	5%	9%	10%	9%	11%	9%	-	9%	7%
Eat healthy portions/ try not to eat too much/ eat in moderation	5	3	2	0	1	3	1	0	0	2	0	2	1	4	1
	4%	5%	3%	-	8%	16%	5%	-	-	4%	-	4%	9%	4%	4%
I need to watch what I eat due to allergies, illness, weight, etc.	6	4	2	0	2	0	1	1	1	2	0	2	1	6	0
	5%	6%	4%	-	15%	-	7%	5%	6%	5%	-	5%	13%	6%	-

National Institute of Nutrition: Release Tables

NUTRITION

. What are the two main reasons for rating your eating habits as EXCELLENT?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L - M/N

* small base; ** very small base (under 30) ineligible for sig testing

	Total	Gender		Age						Education				Primary Shopper	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or less	Some College	Univ. Degree	Post-Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
I'm healthy/ I feel good/ want to maintain health	26	12	14	3	5	2	4	6	6	8	4	11	1	21	5
	22%	17%	28%	19%	34%	10%	22%	24%	24%	19%	42%	23%	8%	22%	24%
I'm in shape/ physically fit/ have energy	12	6	5	4	0	1	1	4	2	4	0	5	1	9	3
	10%	10%	11%	26%	-	6%	6%	14%	10%	10%	-	10%	11%	9%	17%
I exercise/ I'm active	4	2	3	1	0	0	1	2	1	2	0	2	1	3	2
	4%	3%	5%	6%	-	-	6%	6%	5%	5%	-	3%	8%	3%	10%
Eat organic/ home-grown foods	1	1	0	0	0	1	0	0	0	0	0	0	1	1	0
	1%	2%	-	-	-	6%	-	-	-	-	-	-	10%	1%	-
Eat meat/ too much meat	1	0	1	0	1	0	0	0	0	0	0	1	0	1	0
	1%	-	2%	-	7%	-	-	-	-	-	-	2%	-	1%	-
Eat too much/ eat large meals	1	1	0	0	0	1	0	0	0	1	0	0	0	1	0
	1%	1%	-	-	-	5%	-	-	-	2%	-	-	-	1%	-
Other	17	13	4	1	2	2	4	4	4	11	1	4	1	14	3
	14%	20%	7%	7%	15%	11%	26%	15%	15%	25% K	10%	8%	11%	14%	17%
(DK/NS)	3	1	2	1	0	1	0	0	1	3	0	0	0	3	0
	2%	1%	4%	7%	-	4%	-	-	4%	6%	-	-	-	3%	-

National Institute of Nutrition: Release Tables

NUTRITION

What are the two main reasons for rating your eating habits as VERY GOOD?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L - M/N

* small base

	Total	Gender		Age						Education				Primary Shopper	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or less	Some College	Univ. Degree	Post-Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Rated habits as Very Good Weighted I watch what I eat/ choose healthy foods/ follow food guideline	634	266	368	57	115	150	125	100	81	190	97	266	76	570	60
	633	270	363	60*	117	136	112	111*	90*	192	97*	264	75*	568	60*
	163	73	90	20	33	29	30	31	19	44	27	74	18	147	14
	26%	27%	25%	34%	28%	21%	26%	28%	21%	23%	28%	28%	24%	26%	24%
Try to eat a balanced diet/ from four food groups (variety of food)	189	82	107	19	40	59	26	22	23	43	35	82	30	168	21
	30%	30%	30%	31%	34% G	43% FGH	23%	20%	25%	22%	36% I	31% I	40% I	30%	35%
Nutritional awareness - I keep in mind what foods are good and bad	33	14	19	1	6	5	8	5	8	7	4	13	8	33	0
	5%	5%	5%	2%	5%	4%	7%	4%	8%	4%	4%	5%	11% I	6%	-
Limit/ watch fat intake (fried, greasy foods, cholesterol)	80	37	43	8	15	18	12	21	6	24	14	27	15	70	10
	13%	14%	12%	14%	13%	13%	11%	19% H	7%	12%	15%	10%	20% K	12%	16%
Limit/ watch sugar or salt intake (sweets, etc.)	26	7	19	1	1	7	3	10	4	9	3	11	2	23	3
	4%	3%	5%	2%	1%	5%	2%	9% DF	5%	5%	4%	4%	3%	4%	5%
Try to limit/ avoid junk food	18	6	12	3	3	7	5	0	0	3	3	10	3	15	3
	3%	2%	3%	5% GH	3%	5% GH	4% G	-	-	1%	3%	4%	4%	3%	5%
Eat fruits/ vegetables	111	38	72	9	13	30	19	27	12	30	18	53	9	95	15
	17%	14%	20%	16% D	11%	22% D	17%	24% D	13%	16%	19%	20%	13%	17%	25%
Try to eat fibre/ roughage	11	2	9	0	4	3	2	2	0	2	0	7	2	11	0
	2%	1%	2%	-	3%	2%	1%	2%	-	1%	-	3%	2%	2%	-
Eat more regularly/ don't skip meals (eat 3 meals a day, etc.)	37	11	26	6	5	9	5	7	5	9	7	15	5	32	4
	6%	4%	7%	9%	4%	6%	5%	6%	6%	5%	7%	6%	7%	6%	7%
Try to limit or avoid all meat	10	3	7	0	0	3	1	2	3	2	1	6	1	10	0
	2%	1%	2%	-	-	2%	1%	2%	4% D	1%	1%	2%	2%	2%	-
Try to limit or avoid red meat	11	3	8	1	2	3	2	2	1	5	2	4	0	11	0
	2%	1%	2%	2%	2%	2%	1%	2%	1%	3%	2%	1%	-	2%	-
Eat fish or poultry	14	7	6	0	4	3	4	3	0	5	1	5	3	11	3
	2%	3%	2%	-	4%	2%	3%	3%	-	3%	1%	2%	4%	2%	5%

National Institute of Nutrition: Release Tables

NUTRITION

What are the two main reasons for rating your eating habits as VERY GOOD?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L - M/N

* small base

	Total	Gender		Age						Education				Primary Shopper	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or less	Some College	Univ. Degree	Post-Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Eat fresh/ home-cooked meals/ limit packaged or processed foods	29	6	23	2	5	8	6	4	3	12	2	13	2	28	1
	5%	2%	6% A	3%	5%	6%	6%	3%	4%	6%	2%	5%	2%	5%	2%
Avoid take-out/ fast food/ don't eat out too often	11	7	4	4	2	2	2	1	0	3	4	4	0	10	1
	2%	3%	1%	7% EGH	2%	1%	2%	1%	-	1%	4%	2%	-	2%	2%
Eat healthy portions/ try not to eat too much/ eat in moderation	49	28	22	4	5	15	7	7	10	9	12	19	9	47	2
	8%	10%	6%	7%	4%	11%	6%	6%	11%	5%	13% I	7%	12% I	8%	4%
I need to watch what I eat due to allergies, illness, weight, etc.	29	13	15	0	1	4	11	7	6	13	4	7	5	28	1
	5%	5%	4%	-	1%	3%	10% CDE	6% D	7% D	7% K	4%	3%	6%	5%	2%
I'm healthy/ I feel good/ want to maintain health	92	40	53	3	15	12	22	23	17	38	13	32	8	88	4
	15%	15%	14%	5%	13%	9%	20% CE	20% CE	19% CE	20% K	13%	12%	11%	15%	7%
I'm in shape/ physically fit/ have energy	45	22	23	5	7	10	7	8	9	18	11	13	3	42	3
	7%	8%	6%	9%	6%	7%	6%	7%	10%	9%	12% K	5%	4%	7%	5%
I exercise/ I'm active	16	8	8	3	2	5	2	3	1	7	1	6	2	11	5
	2%	3%	2%	5%	2%	3%	2%	3%	1%	4%	1%	2%	3%	2%	8% M
I eat dairy/ calcium products	10	4	6	1	3	4	3	0	0	4	0	6	1	8	2
	2%	2%	2%	2%	3%	3%	2%	-	-	2%	-	2%	1%	1%	3%
Eat organic/ home-grown foods	10	3	7	0	4	3	1	1	1	2	0	6	2	10	0
	2%	1%	2%	-	3%	2%	1%	1%	1%	1%	-	2%	3%	2%	-
My eating habits could be better (in general)	1	0	1	1	0	0	0	0	0	0	0	1	0	1	0
	0	-	0	2%	-	-	-	-	-	-	-	0	-	0	-
Don't always watch what I eat/ choose healthy foods/ follow food guideli	3	1	2	1	0	0	1	1	0	1	1	0	1	3	0
	0	0	0	2%	-	-	1%	1%	-	0	1%	-	1%	1%	-
I eat what I want/ not concerned about watching what I eat	3	1	2	0	0	0	2	0	1	2	0	1	0	3	0
	0	0	0	-	-	-	2%	-	1%	1%	-	0	-	0	-
I eat fat (fried, greasy foods, cholesterol)	1	0	1	0	0	0	0	1	0	1	0	0	0	1	0
	0	-	0	-	-	-	-	1%	-	1%	-	-	-	0	-
I eat sugar or salt (sweets, etc.)	3	0	3	1	0	0	0	2	0	0	1	1	1	2	1
	0	-	1%	2%	-	-	-	2%	-	-	1%	0	1%	0	2%
I eat junk food	1	0	1	0	0	0	1	0	0	0	1	0	0	1	0
	0	-	0	-	-	-	1% 1%	-	-	-	1%	-	-	0	-

National Institute of Nutrition: Release Tables

NUTRITION

What are the two main reasons for rating your eating habits as VERY GOOD?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L - M/N

* small base

	Total	Gender		Age						Education				Primary Shopper	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or less	Some College	Univ. Degree	Post-Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Don't eat regularly/ skip meals	2 0	0 -	2 1%	0 -	1 1%	1 1%	0 -	0 -	0 -	0 -	0 -	2 1%	0 -	2 0	0 -
Busy lifestyle/ poor schedule/ workload prevents me from eating better	1	1	0	0	0	0	1	0	0	0	0	1	0	1	0
	0	0	-	-	-	-	1%	-	-	-	-	0	-	0	-
I'm not in shape/ overweight/ lack of energy	1	1	0	1	0	0	0	0	0	0	1	0	0	1	0
	0	0	-	2%	-	-	-	-	-	-	1%	-	-	0	-
Eat meat/ too much meat	3 1%	0 -	3 1%	0 -	2 2%	0 -	0 -	1 1%	0 -	0 -	0 -	3 1%	0 -	3 1%	0 -
Eat too much/ eat large meals	2 0	2 1%	0 -	2 3% E	0 -	0 -	0 -	0 -	0 -	0 -	1 1%	1 0	0 -	2 0	0 -
Other	52 8%	24 9%	27 8%	4 7%	12 10%	5 4%	8 7%	10 9%	10 11% E	14 7% L	5 6%	29 11% L	1 1%	46 8%	3 5%
No reason	1 0	1 0	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	1 0	0 -	0 -	0 -	1 0	0 -
(DK/NS)	12 2%	3 1%	9 2%	1 2%	3 3%	1 1%	2 2%	0 -	4 5% EG	4 2%	2 2%	3 1%	2 3%	10 2%	2 3%

National Institute of Nutrition: Release Tables

NUTRITION

What are the two main reasons for rating your eating habits as GOOD?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L - M/N

* small base

	Total	Gender		Age						Education				Primary Shopper	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or less	Some College	Univ. Degree	Post-Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Rated habits as Good Weighted	839	405	434	119	167	204	147	112	83	307	124	336	67	717	119
	835	412	423	122	173	187	134	125	88*	313	122	329	67*	712	121
	175	79	96	27	37	40	25	24	21	64	29	74	9	146	29
	21%	19%	23%	23%	22%	21%	19%	19%	24%	20%	24%	22%	13%	21%	24%
Try to eat a balanced diet/ from four food groups (variety of food)	191	91	100	29	46	49	33	25	8	56	25	88	22	168	23
	23%	22%	24%	24% H	26% H	26% H	25% H	20% H	9%	18%	20%	27% I	33% IJ	24%	19%
Nutritional awareness - I keep in mind what foods are good and bad	30	17	12	2	5	4	7	6	5	4	4	15	6	28	1
	4%	4%	3%	2%	3%	2%	5%	5%	5%	1%	3%	5% I	10% I	4%	1%
Limit/ watch fat intake (fried, greasy foods, cholesterol)	99	50	50	13	20	22	16	21	7	35	13	42	9	83	17
	12%	12%	12%	11%	11%	12%	12%	17%	8%	11%	11%	13%	14%	12%	14%
Limit/ watch sugar or salt intake (sweets, etc.)	31	12	19	2	6	4	8	6	3	14	5	10	1	25	5
	4%	3%	4%	2%	3%	2%	6%	5%	4%	5%	4%	3%	1%	3%	4%
Try to limit/ avoid junk food	28	12	16	6	10	3	5	2	1	7	3	16	2	24	4
	3%	3%	4%	5%	6% E	2%	3%	2%	1%	2%	2%	5%	3%	3%	3%
Eat fruits/ vegetables	128	53	75	13	34	25	21	21	14	46	19	55	6	108	19
	15%	13%	18%	11%	19%	14%	16%	17%	16%	15%	15%	17%	10%	15%	16%
Try to eat fibre/ roughage	21	7	14	1	3	3	7	6	1	12	0	7	2	20	1
	3%	2%	3%	1%	2%	2%	5%	4%	2%	4% J	-	2%	3% J	3%	1%
Eat more regularly/ don't skip meals (eat 3 meals a day, etc.)	37	17	20	15	8	10	2	1	2	18	6	13	0	32	5
	4%	4%	5%	12% DEFGH	5%	5% G	1%	1%	2%	6% L	5%	4%	-	5%	4%
Try to limit or avoid all meat	8	4	4	1	2	1	1	3	0	3	0	3	2	8	0
	1%	1%	1%	1%	1%	1%	1%	2%	-	1%	-	1%	3%	1%	-

National Institute of Nutrition: Release Tables

NUTRITION

What are the two main reasons for rating your eating habits as GOOD?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L - M/N

* small base

	Total	Gender		Age						Education				Primary Shopper	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or less	Some College	Univ. Degree	Post-Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Try to limit or avoid red meat	14 2%	6 1%	9 2%	1 1%	1 1%	9 5% DH	3 2%	1 1%	0 -	4 1%	3 2%	4 1%	3 4%	12 2%	2 2%
Eat fish or poultry	20 2%	12 3%	8 2%	0 -	2 1%	3 2%	5 4% C	3 3%	7 7% CDE	9 3%	4 3%	5 2%	1 2%	16 2%	3 2%
Eat fresh/ home-cooked meals/ limit packaged or processed foods	25 3%	9 2%	16 4%	3 2%	9 5% E	3 1%	4 3%	2 2%	4 4%	6 2%	4 3%	12 4%	3 5%	22 3%	3 2%
Avoid take-out/ fast food/ don't eat out too often	16 2%	9 2%	8 2%	0 -	9 5% CEG	1 1%	3 2%	0 -	3 3%	4 1%	2 2%	10 3%	0 -	16 2%	0 -
Eat healthy portions/ try not to eat too much/ eat in moderation	48 6%	23 6%	25 6%	8 6%	8 5%	10 5%	9 7%	5 4%	7 8%	19 6%	5 4%	18 6%	6 9%	39 5%	9 8%
I need to watch what I eat due to allergies, illness, weight, etc.	33 4%	16 4%	17 4%	2 2%	1 1%	6 3%	5 4% D	9 7% CD	9 10% CDE	13 4%	4 3%	16 5%	0 -	26 4%	7 5%
I'm healthy/ I feel good/ want to maintain health	75 9%	47 12% B	28 7%	6 5%	9 5%	14 7%	9 6%	18 15% CDEF	19 22% CDEF	39 12% K	11 9%	16 5%	9 13% K	62 9%	12 10%
I'm in shape/ physically fit/ have energy	51 6%	38 9% B	12 3%	9 7%	6 3%	10 5%	8 6%	11 9%	7 8%	22 7%	10 8%	16 5%	3 5%	43 6%	8 6%
I exercise/ I'm active	16 2%	8 2%	8 2%	2 2%	4 2%	3 2%	1 1%	2 2%	3 4%	8 3%	4 3%	4 1%	0 -	15 2%	1 1%
I eat dairy/ calcium products	13 2%	6 1%	7 2%	2 2%	5 3%	3 2%	1 1%	1 1%	1 1%	7 2%	1 1%	3 1%	2 3%	11 2%	2 2%
Eat organic/ home-grown foods	9 1%	4 1%	5 1%	0 -	2 1%	3 2%	1 1%	2 2%	1 1%	1 0	0 -	4 1%	3 5% IJK	8 1%	1 1%
My eating habits could be better (in general)	26 3%	10 3%	16 4%	7 6% G	6 4%	7 4%	3 2%	1 1%	1 1%	6 2%	5 4%	11 3%	3 5%	23 3%	3 2%
Don't always watch what I eat/ choose healthy foods/ follow food guideli	22 3%	5 1%	18 4% A	4 4%	2 1%	8 4%	5 4%	2 2%	1 1%	8 3%	4 3%	8 3%	2 3%	20 3%	3 2%
Don't always eat a balanced diet/ from four food groups (variety of food	8 1%	4 1%	4 1%	2 2%	3 2%	1 0	2 1%	1 1%	0 -	2 1%	3 3%	3 1%	0 -	8 1%	0 -
I eat what I want/ not concerned about watching what I eat	7 1%	5 1%	2 1%	3 3%	1 1%	1 1%	0 -	1 1%	0 -	3 1%	1 1%	2 1%	0 -	5 1%	2 2%

National Institute of Nutrition: Release Tables

NUTRITION

What are the two main reasons for rating your eating habits as GOOD?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L - M/N

* small base

	Total	Gender		Age						Education				Primary Shopper	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or less	Some College	Univ. Degree	Post-Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
I eat fat (fried, greasy foods, cholesterol)	14 2%	7 2%	7 2%	2 2%	3 2%	4 2%	2 1%	2 2%	0 -	2 1%	1 1%	8 2%	3 4% I	12 2%	2 1%
I eat sugar or salt (sweets, etc.)	13 2%	5 1%	8 2%	4 3% E	3 2%	0 -	2 2%	0 -	4 4% EG	3 1%	2 2%	7 2%	0 -	10 1%	3 2%
I eat junk food	10 1%	5 1%	5 1%	2 2%	0 -	6 3% DG	2 2%	0 -	0 -	6 2%	0 -	3 1%	1 1%	10 1%	1 1%
Don't eat enough fruits/ vegetables	19 2%	8 2%	12 3%	1 1%	3 2%	9 5% H	2 1%	4 3%	0 -	6 2%	3 2%	9 3%	2 3%	17 2%	2 2%
Don't eat regularly/ skip meals	17 2%	7 2%	10 2%	6 5%	6 4%	2 1%	2 1%	1 1%	0 -	5 2%	4 3%	5 2%	3 4%	14 2%	2 2%
Busy lifestyle/ poor schedule/ workload prevents me from eating better	30 4%	15 4%	15 4%	2 2%	11 6% H	9 5% H	6 4%	2 2%	0 -	9 3%	2 2%	15 4%	3 5%	29 4%	1 1%
Don't eat enough fish or poultry	2 0	0 -	2 0	0 -	0 -	1 0	1 1%	0 -	0 -	2 1%	0 -	0 -	0 -	2 0	0 -
I eat take-out/ fast food/ eat out	18 2%	10 2%	8 2%	5 4% F	9 5% FH	3 2%	0 -	1 1%	0 -	6 2%	5 4%	6 2%	2 3%	16 2%	2 2%
I'm not in shape/ overweight/ lack of energy	1 0	1 0	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	0 -	1 0	0 -	1 0	0 -
Eat meat/ too much meat	6 1%	3 1%	3 1%	1 1%	0 -	2 1%	2 2%	1 1%	0 -	2 1%	1 1%	2 1%	1 2%	4 1%	2 2%
Don't always cook meals/ I eat packaged or processed food	4 0	2 1%	2 0	0 -	2 1%	1 1%	1 0	0 -	0 -	1 0	0 -	2 1%	1 2%	4 1%	0 -
Eat too much/ eat large meals	8 1%	4 1%	4 1%	2 2%	0 -	4 2%	1 1%	1 1%	0 -	3 1%	1 1%	2 1%	2 3%	7 1%	1 1%
Other	86 10%	52 13% B	34 8%	10 8%	13 7%	20 11%	16 12%	17 14%	10 11%	34 11%	13 10%	33 10%	6 9%	72 10%	14 12%
No reason	3 0	2 1%	1 0	0 -	0 -	2 1%	0 -	1 1%	0 -	3 1%	0 -	0 -	0 -	2 0	1 1%

National Institute of Nutrition: Release Tables

NUTRITION

What are the two main reasons for rating your eating habits as GOOD?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L - M/N

* small base

	Total	Gender		Age						Education				Primary Shopper	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or less	Some College	Univ. Degree	Post-Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
(DK/NS)	16 2%	9 2%	6 1%	6 5% DEFG	1 1%	3 1%	1 1%	1 1%	2 3%	12 4% JK	0 -	4 1%	0 -	12 2%	3 3%

National Institute of Nutrition: Release Tables

NUTRITION

What are the two main reasons for rating your eating habits as FAIR/POOR?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L - M/N

* small base; ** very small base (under 30) ineligible for sig testing

	Total	Gender		Age						Education				Primary Shopper	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or less	Some College	Univ. Degree	Post-Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Rated habits as Fair/Poor Weighted	414	233	181	83	86	97	74	38	34	203	63	124	23	341	73
I watch what I eat/ choose healthy foods/ follow food guideline	413	231	182	84*	88*	91*	67*	42*	38*	204	65*	119	22**	340	72*
	19	6	13	2	3	3	5	1	5	14	1	4	0	16	3
	5%	3%	7% A	2%	4%	3%	7%	3%	14% CDE	7%	2%	3%	-	5%	4%
Try to eat a balanced diet/ from four food groups (variety of food)	9	7	2	1	2	1	3	1	0	5	1	3	0	7	2
	2%	3%	1%	2%	2%	1%	5%	3%	-	2%	2%	3%	-	2%	3%
Nutritional awareness - I keep in mind what foods are good and bad	4	3	1	0	2	1	1	0	0	3	0	1	0	3	1
	1%	1%	1%	-	3%	1%	2%	-	-	2%	-	1%	-	1%	2%
Limit/ watch fat intake (fried, greasy foods, cholesterol)	8	4	4	0	1	0	1	2	5	7	0	1	0	6	2
	2%	2%	2%	-	1%	-	1%	4%	12% CDEF	3%	-	1%	-	2%	3%
Limit/ watch sugar or salt intake (sweets, etc.)	1	0	1	0	0	0	0	1	0	1	0	0	0	0	1
	0	-	1%	-	-	-	-	2%	-	0	-	-	-	-	1% M
Try to limit/ avoid junk food	4	3	1	1	0	1	2	0	0	2	1	0	1	4	0
	1%	1%	1%	1%	-	1%	3%	-	-	1%	1%	-	4%	1%	-
Eat fruits/ vegetables	15	4	12	2	3	2	2	2	5	13	1	1	1	11	4
	4%	2%	6% A	2%	4%	2%	2%	4%	12% CE	6% K	2%	1%	4%	3%	6%
Try to eat fibre/ roughage	2	0	2	1	1	0	0	0	0	1	1	0	0	1	1
	1%	-	1%	1%	1%	-	-	-	-	1%	2%	-	-	0	2%
Eat more regularly/ don't skip meals (eat 3 meals a day, etc.)	3	3	0	1	1	0	0	0	1	2	1	0	0	2	1
	1%	1%	-	2%	1%	-	-	-	2%	1%	2%	-	-	1%	1%
Try to limit or avoid all meat	3	2	1	1	1	0	0	0	1	2	1	0	0	1	2
	1%	1%	1%	1%	1%	-	-	-	3%	1%	2%	-	-	0	3% M
Eat fish or poultry	1	0	1	0	0	0	0	0	1	1	0	0	0	0	1
	0	-	1%	-	-	-	-	-	3%	1%	-	-	-	-	2% M
Eat fresh/ home-cooked meals/ limit packaged or processed foods	3	3	0	1	0	0	1	1	0	3	0	0	0	2	1
	1%	1%	-	1%	-	-	1%	3%	-	1%	-	-	-	1%	1%

National Institute of Nutrition: Release Tables

NUTRITION

What are the two main reasons for rating your eating habits as FAIR/POOR?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L - M/N

* small base; ** very small base (under 30) ineligible for sig testing

	Total	Gender		Age						Education				Primary Shopper	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or less	Some College	Univ. Degree	Post-Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Avoid take-out/ fast food/ don't eat out too often	1	0	1	1	0	0	0	0	0	1	0	0	0	0	1
	0	-	1%	1%	-	-	-	-	-	0	-	-	-	-	1% M
Eat healthy portions/ try not to eat too much/ eat in moderation	4	3	1	0	0	1	1	0	2	2	1	1	0	2	2
	1%	1%	0	-	-	1%	1%	-	5% CD	1%	2%	1%	-	1%	3%
I need to watch what I eat due to allergies, illness, weight, etc.	12	8	4	0	1	3	1	1	7	9	2	1	0	11	1
	3%	4%	2%	-	1%	3%	1%	2%	17% CDEFG	4%	3%	1%	-	3%	1%
I'm healthy/ I feel good/ want to maintain health	9	6	2	2	0	1	3	2	1	4	1	3	0	7	2
	2%	3%	1%	2%	-	1%	4%	4%	3%	2%	1%	3%	-	2%	3%
I'm in shape/ physically fit/ have energy	7	6	1	2	1	0	4	1	0	4	1	2	0	4	3
	2%	3%	1%	2%	1%	-	5% E	2%	-	2%	1%	2%	-	1%	4%
I exercise/ I'm active	2	1	1	0	0	0	0	0	2	2	0	0	0	2	0
	0	0	1%	-	-	-	-	-	5% CDE	1%	-	-	-	1%	-
I eat dairy/ calcium products	2	1	1	0	1	1	0	0	0	2	0	0	0	1	1
	0	0	1%	-	1%	1%	-	-	-	1%	-	-	-	0	1%
My eating habits could be better (in general)	17	13	4	3	4	3	2	1	4	8	2	7	0	17	0
	4%	6%	2%	3%	4%	3%	3%	3%	12%	4%	3%	6%	-	5%	-
Don't always watch what I eat/ choose healthy foods/ follow food guideli	38	21	17	12	7	8	6	2	3	16	5	15	3	29	9
	9%	9%	9%	14%	8%	9%	10%	5%	8%	8%	8%	12%	13%	9%	13%
Don't always eat a balanced diet/ from four food groups (variety of food	12	4	8	3	4	1	3	0	0	3	5	4	1	11	1
	3%	2%	5%	4%	5%	1%	5%	-	-	1%	7% I	3%	5%	3%	2%
I eat what I want/ not concerned about watching what I eat	35	20	16	8	6	7	4	7	3	17	6	7	3	26	10
	9%	8%	9%	10%	7%	7%	7%	17%	7%	9%	10%	6%	15%	7%	13%
I eat fat (fried, greasy foods, cholesterol)	30	25	5	4	10	7	2	5	3	10	5	11	3	27	3
	7%	11% B	3%	4%	12% F	7%	3%	11%	7%	5%	8%	10%	13%	8%	5%
I eat sugar or salt (sweets, etc.)	19	9	10	1	6	5	2	1	2	6	4	9	0	16	3
	5%	4%	5%	1%	7%	6%	3%	2%	6%	3%	6%	7%	-	5%	5%
I eat junk food	29	13	16	9	6	5	5	4	0	14	6	8	1	23	5
	7%	6%	9%	11%	7%	5%	7%	9%	-	7%	9%	7%	4%	7%	7%

National Institute of Nutrition: Release Tables

NUTRITION

What are the two main reasons for rating your eating habits as FAIR/POOR?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L - M/N

* small base; ** very small base (under 30) ineligible for sig testing

	Total	Gender		Age						Education				Primary Shopper	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or less	Some College	Univ. Degree	Post-Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Don't eat enough fruits/ vegetables	26 6%	10 4%	16 9%	12 14% DEF	4 4%	4 4%	2 4%	1 3%	2 6%	11 5%	8 12%	6 5%	1 4%	22 6%	4 6%
Don't eat enough fibre/ roughage	1 0	1 0	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	0 -	1 1%	0 -	1 0	0 -
Don't eat regularly/ skip meals	40 10%	19 8%	21 11%	9 11%	8 9%	13 14%	4 5%	5 12%	1 3%	15 7%	7 11%	14 11%	4 17%	31 9%	8 12%
Busy lifestyle/ poor schedule/ workload prevents me from eating better	79 19%	38 16%	41 23%	18 21% H	20 23% H	24 26% H	13 19% H	4 10%	0 -	36 18%	13 20%	26 21%	4 17%	66 19%	13 18%
I eat take-out/ fast food/ eat out	48 12%	37 16% B	11 6%	15 18% FH	11 13%	14 16% F	4 6%	2 5%	1 3%	21 10%	7 11%	17 14%	3 13%	37 11%	11 15%
I am unhealthy/ have disease	7 2%	4 2%	3 2%	1 1%	1 1%	3 3%	1 2%	1 3%	0 -	2 1%	0 -	5 4% I	0 -	5 1%	2 3%
I'm not in shape/ overweight/ lack of energy	7 2%	5 2%	2 1%	0 -	2 2%	2 2%	1 1%	2 5% C	0 -	3 2%	3 5%	1 1%	0 -	5 2%	2 3%
Eat meat/ too much meat	14 3%	10 4%	4 2%	6 7% D	1 1%	3 4%	2 3%	0 -	1 3%	7 3%	2 3%	5 4%	1 4%	11 3%	3 4%
Don't always cook meals/ I eat packaged or processed food	23 6%	11 5%	12 7%	3 4%	7 8%	6 7%	5 7%	0 -	2 6%	9 4%	5 8%	8 7%	1 4%	23 7% N	0 -
Eat too much/ eat large meals	13 3%	10 5%	3 2%	2 2%	3 4%	2 3%	2 3%	1 3%	3 7%	7 4%	3 4%	3 2%	1 4%	12 4%	1 1%
Other	71 17%	38 16%	33 18%	12 14%	13 15%	14 16%	18 27% H	10 25%	3 8%	39 19%	9 15%	18 15%	5 21%	62 18%	9 13%
No reason	2 0	2 1%	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	1 0	0 -	1 1%	0 -	1 0	1 1%
(DK/NS)	6 1%	3 2%	2 1%	1 1%	0 -	1 1%	2 2%	0 -	2 5% D	4 2%	0 -	2 1%	0 -	5 1%	1 1%

National Institute of Nutrition: Release Tables

NUTRITION

Are you currently making an effort to eat well? -OR- Have you made any changes over the past year to improve your eating habits?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L - M/N

* small base

	Total	Gender		Age						Education				Primary Shopper	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or less	Some College	Univ. Degree	Post-Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
EITHER ACTIVITY															
Base: All respondents	2000	966	1034	274	383	470	364	272	218	742	295	773	176	1722	270
Weighted	2000	980	1020	281	393	433	330	304	241	751	295	763	175	1719	273
Yes	1537	733	804	196	306	340	267	240	178	543	231	619	134	1337	192
	77%	75%	79%	70%	78%	79%	81%	79%	74%	72%	78%	81%	76%	78%	70%
			A		C	C	C	C				I		N	
No	463	248	216	86	88	93	64	64	63	208	65	144	41	381	81
	23%	25%	21%	30%	22%	21%	19%	21%	26%	28%	22%	19%	24%	22%	30%
		B		DEFG						K				M	
Q6A. ARE YOU CURRENTLY MAKING AN EFFORT TO EAT WELL?															
Base: All respondents	1000	471	529	140	180	242	178	148	103	361	163	377	95	852	144
Weighted	994	474	520	143	185	221	160	165	112	360	164	372	93*	847	144
Yes	912	426	486	122	164	207	148	155	107	327	145	350	85	785	123
	92%	90%	94%	85%	89%	94%	93%	94%	96%	91%	88%	94%	91%	93%	86%
			A			C	C	C	CD			J		N	
No	82	49	34	21	21	13	12	10	4	33	19	22	8	62	20
	8%	10%	6%	15%	11%	6%	7%	6%	4%	9%	12%	6%	9%	7%	14%
		B		EFGH	H						K				M
Q6B. HAVE YOU MADE ANY CHANGES OVER THE PAST YEAR TO IMPROVE YOUR EATING HABITS?															
Base: Half of all respondents	1000	495	505	134	203	228	186	124	115	381	132	396	81	870	126
Weighted	1006	506	500	138	208	213	171	139	129	391	131	391	82*	872	129
Yes	625	307	318	74	141	133	119	85	71	216	86	269	49	553	69
	62%	61%	64%	53%	68%	62%	70%	61%	55%	55%	66%	69%	59%	63%	53%
					CH		CH				I	I		N	
No	381	199	182	64	67	80	52	54	58	175	45	122	33	319	61
	38%	39%	36%	47%	32%	38%	30%	39%	45%	45%	34%	31%	41%	37%	47%
				DF					DF	JK					M

National Institute of Nutrition: Release Tables

How important is nutrition to you in choosing the foods you eat? Is it

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L - M/N

	Total	Gender		Age						Education				Primary Shopper	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or less	Some College	Univ. Degree	Post-Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents	2000	966	1034	274	383	470	364	272	218	742	295	773	176	1722	270
Weighted	2000	980	1020	281	393	433	330	304	241	751	295	763	175	1719	273
Extremely important	339	134	205	20	54	69	66	71	58	115	45	141	36	308	30
	17%	14%	20%	7%	14%	16%	20%	23%	24%	15%	15%	18%	21%	18%	11%
		A	C	C	C	C	CD	CDE	CDE					N	
Very important	723	326	397	77	147	156	122	87		260	113	281	64	643	75
	36%	33%	39%	27%	37%	36%	38%	40%	36%	35%	38%	37%	37%	37%	27%
		A	C	C	C	C	C	C	C					N	
Quite important	705	369	335	126	157	153	107	83	73	252	108	280	58	590	113
	35%	38%	33%	45%	40%	35%	32%	27%	30%	34%	37%	37%	33%	34%	41%
		B		EFGH	FGH	G								M	
Not very important	192	119	73	47	28	50	27	22	16	100	26	49	16	152	40
	10%	12%	7%	17%	7%	12%	8%	7%	6%	13%	9%	6%	9%	9%	15%
		B		DEFGH		DGH				JK				M	
Not important at all	39	30	9	10	7	6	5	7	5	22	4	12	1	25	13
	2%	3%	1%	4%	2%	1%	1%	2%	2%	3%	1%	2%	1%	1%	5%
		B		E										M	
(DK/NS)	2	2	0	0	1	0	0	0	1	2	0	0	0	0	2
	0	0	-	-	0	-	-	-	0	0	-	-	-	-	1%
														M	
Summary															
Important (Extremely/Very/Quite)	1766	829	938	224	357	378	299	275	219	627	266	702	159	1541	217
	88%	85%	92%	80%	91%	87%	90%	91%	91%	83%	90%	92%	91%	90%	80%
		A			C	C	C	C	C		I	I	I	N	
Not important (Not very/Not at all)	232	149	82	57	35	56	31	29	21	122	29	61	16	177	53
	12%	15%	8%	20%	9%	13%	10%	9%	9%	16%	10%	8%	9%	10%	20%
		B		DEFGH						JKL				M	

National Institute of Nutrition: Release Tables

NUTRITION

What are the two most important things you are doing to eat well? -OR- What are the two most significant changes you have made to your diet?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L - M/N

	Total	Gender		Age						Education				Primary Shopper	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or less	Some College	Univ. Degree	Post-Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Is changing/improving eating habits	1542	726	816	191	297	371	295	216	160	538	232	628	135	1344	191
Weighted	1537	733	804	196	306	340	267	240	178	543	231	619	134	1337	192
Eating more vegetables/fruits, fresh vegetables	504	212	293	60	103	130	84	74	51	187	67	212	38	447	56
	33%	29%	36% A	30%	34%	38% H	32%	31%	29%	34%	29%	34%	28%	33%	29%
Trying to consume less fat	431	211	220	47	67	95	78	85	58	170	65	149	43	372	58
	28%	29%	27%	24%	22%	28%	29% D	35% CD	32% D	31% K	28%	24%	32%	28%	30%
Reduce sugar intake	137	59	78	8	29	22	28	24	25	47	17	54	16	121	15
	9%	8%	10%	4%	9% C	6%	11% C	10% C	14% CE	9%	8%	9%	12%	9%	8%
Reducing calorie intake/eating less/watching weight	131	72	59	18	25	29	27	17	13	40	22	58	11	114	18
	9%	10%	7%	9%	8%	8%	10%	7%	8%	7%	9%	9%	8%	8%	9%
Eat less red meat	123	55	68	9	29	22	24	22	17	50	19	45	8	105	18
	8%	7%	8%	5%	9% C	6%	9%	9%	10%	9%	8%	7%	6%	8%	9%
I watch what I eat/ choose healthy/ follow food guide	100	45	56	12	11	20	16	26	15	37	13	39	12	86	14
	7%	6%	7%	6%	4%	6%	6%	11% DEF	8% D	7%	5%	6%	9%	6%	7%
Eat a balanced diet/ from the four food groups (variety of foods)	97	49	49	14	20	19	14	21	8	24	15	51	7	86	10
	6%	7%	6%	7%	6%	6%	5%	9%	5%	5%	7%	8% I	5%	6%	5%
Less snacking/different snack choices	88	44	45	20	22	22	15	4	5	34	16	31	7	79	9
	6%	6%	6%	10% FGH	7% G	7% G	5% G	2%	3%	6%	7%	5%	5%	6%	5%
Avoid fast food restaurants	73	45	28	28	19	13	7	5	2	21	16	33	3	58	15
	5%	6% B	4%	14% DEFGH	6% FGH	4%	3%	2%	1%	4%	7%	5%	2%	4%	8% M
Increase protein intake	70	37	33	14	25	12	7	6	5	21	15	29	5	61	8
	5%	5%	4%	7% EFG	8% EFGH	3%	3%	3%	3%	4%	7%	5%	3%	5%	4%
Eat more fibre, whole grains, roughage	69	31	38	5	17	10	15	15	7	15	14	34	4	60	8
	5%	4%	5%	3%	6%	3%	5%	6%	4%	3%	6% I	5% I	3%	4%	4%
Restrict carbohydrates intake	66	27	38	7	19	19	8	7	5	16	12	31	6	58	8
	4%	4%	5%	4%	6%	6%	3%	3%	3%	3%	5%	5%	5%	4%	4%
Eat less/ reduce quantity of foods	63	40	23	6	10	16	13	10	9	18	9	24	13	54	9
	4%	5% B	3%	3%	3%	5%	5%	4%	5%	3%	4%	4%	10% IJK	4%	5%
Eat more regularly/ don't skip meals (eat 3 meals a day, etc.)	56	28	28	8	16	13	8	5	5	22	5	25	4	49	7
	4%	4%	3%	4%	5%	4%	3%	2%	3%	4%	2%	4%	3%	4%	4%

National Institute of Nutrition: Release Tables

NUTRITION

What are the two most important things you are doing to eat well? -OR- What are the two most significant changes you have made to your diet?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L - M/N

	Total	Gender		Age						Education				Primary Shopper	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or less	Some College	Univ. Degree	Post-Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Reducing salt intake	52 3%	19 3%	33 4%	3 1%	7 2%	10 3%	8 3%	8 3%	16 9% CDEFG	18 3%	12 5%	17 3%	3 2%	45 3%	5 3%
Trying to consume less saturated fat	49 3%	27 4%	22 3%	5 2%	5 2%	10 3%	12 4%	15 6% DH	2 1%	14 3%	7 3%	23 4%	5 4%	39 3%	10 5%
Cook at home	47 3%	20 3%	27 3%	3 2%	15 5% H	9 3%	6 2%	12 5% H	2 1%	13 2%	10 4%	17 3%	7 5%	42 3%	5 3%
Eating more fruit	47 3%	23 3%	25 3%	8 4%	7 2%	11 3%	8 3%	8 3%	5 3%	11 2%	11 5% I	22 4%	3 2%	41 3%	6 3%
Eating organic food	44 3%	14 2%	30 4% A	4 2%	11 4%	14 4% H	7 3%	6 3%	1 1%	8 2%	4 2%	26 4% I	6 4% I	43 3% N	1 0
Taking vitamins/mineral supplements	38 2%	16 2%	22 3%	3 1%	9 3%	5 2%	6 2%	9 4%	6 3%	10 2%	7 3%	16 3%	5 4%	34 3%	4 2%
Drinking more water	31 2%	11 1%	20 3%	4 2%	14 4% EGH	3 1%	8 3% G	1 0	1 1%	10 2% J	0 -	19 3% J	2 1%	29 2%	2 1%
Eat more fish	27 2%	16 2%	11 1%	0 -	3 1%	7 2% C	7 3% C	6 2% C	4 2% C	12 2%	2 1%	11 2%	2 2%	20 1%	7 4% M
Reading labels	25 2%	5 1%	20 2% A	3 2%	1 0	8 2% D	6 2% D	5 2%	1 1%	5 1%	4 2%	13 2%	1 1%	23 2%	1 1%
Eat more dairy products (milk, calcium, etc.)	23 2%	10 1%	13 2%	6 3% D	1 0	7 2% D	2 1%	4 2%	2 1%	12 2%	1 0	8 1%	1 1%	20 1%	2 1%
Eat fresh foods/ limit packaged or processed foods	21 1%	8 1%	12 2%	1 0	1 0	7 2% D	3 1%	7 3% D	2 1%	1 0	6 3% I	11 2% I	2 2% I	19 1%	1 1%
Timing of meals (not eating too late)	20 1%	11 2%	9 1%	2 1%	6 2%	8 2%	2 1%	1 1%	1 1%	7 1%	4 2%	8 1%	2 1%	16 1%	4 2%
Reducing caffeine intake	19 1%	9 1%	11 1%	3 2%	8 3% FH	5 1%	1 0	2 1%	0 -	3 1%	1 0	10 2%	5 4% IJ	17 1%	2 1%
Exercise/ stay active	18 1%	5 1%	13 2%	6 3% FGH	4 1%	4 1%	2 1%	1 0	0 -	10 2%	2 1%	4 1%	1 1%	16 1%	2 1%
Limit foods with additives, preservatives, chemicals, hormones	16 1%	7 1%	9 1%	1 0	3 1%	3 1%	4 1%	5 2%	0 -	4 1%	2 1%	10 2%	1 1%	15 1%	1 0

National Institute of Nutrition: Release Tables

NUTRITION

What are the two most important things you are doing to eat well? -OR- What are the two most significant changes you have made to your diet?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L - M/N

	Total	Gender		Age						Education				Primary Shopper	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or less	Some College	Univ. Degree	Post-Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Eat less dairy/ use dairy substitutes (soy milk, rice milk)	14	4	10	0	4	4	4	1	1	3	2	5	4	14	0
	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	3% IK	1%	-
Limit alcohol	14	11	3	2	5	2	1	2	1	4	2	6	1	13	1
	1%	1%	0	1%	2%	1%	0	1%	1%	1%	1%	1%	1%	1%	1%
Eat in moderation	10	7	2	1	1	4	2	0	1	2	1	6	1	8	1
	1%	1%	0	1%	0	1%	1%	-	1%	0	0	1%	1%	1%	1%
Other	113	67	47	17	24	17	22	17	16	38	19	47	9	98	14
	7%	9%	6%	9%	8%	5%	8%	7%	9%	7%	8%	8%	7%	7%	7%
(DK/NS)	19	9	10	5	4	3	2	1	3	12	2	3	2	16	3
	1%	1%	1%	3% G	1%	1%	1%	0	2%	2% K	1%	0	1%	1%	1%

National Institute of Nutrition: Release Tables

NUTRITION

Please tell me how often, if ever, you personally select foods that you eat based on the amounts of each of the following items. [SUMMARY TABLE]

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L - M/N

* small base

	Total	Gender		Age						Education				Primary Shopper	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or less	Some College	Univ. Degree	Post-Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Half of all respondents Weighted	1000	490	510	135	185	229	184	154	101	385	146	379	85	882	115
	1009	501	509	139	191	215	167	174	113*	395	147	376	86*	890	117
TOPBOX SUMMARY - OFTEN/SOMETIMES															
Total fat	672 67%	312 62%	360 71%	89 64%	136 71%	148 69%	116 69%	122 70%	52 46%	230 58%	96 66%	283 75%	59 68%	605 68%	65 55%
Salt/sodium	578 57%	276 55%	302 59%	65 46%	115 60%	126 58%	104 62%	101 58%	60 54%	216 55%	87 59%	225 60%	49 57%	521 59%	56 48%
Vitamins	800 79%	384 77%	416 82%	106 76%	159 84%	172 80%	121 72%	140 81%	92 82%	305 77%	118 81%	302 80%	69 80%	707 79%	91 78%
Cholesterol	598 59%	298 60%	300 59%	69 50%	116 61%	128 59%	103 61%	110 63%	65 58%	220 56%	92 63%	234 62%	49 57%	536 60%	60 52%
Saturated fat or fatty acids	633 63%	304 61%	329 65%	79 57%	129 67%	142 66%	120 72%	104 60%	52 46%	216 55%	98 67%	259 69%	56 65%	569 64%	62 54%
Omega-3 fat or fatty acids	513 51%	238 47%	275 54%	55 40%	92 48%	105 49%	91 54%	104 60%	58 51%	172 44%	73 50%	211 56%	52 60%	464 52%	47 40%
Trans fatty acids	418 41%	205 41%	212 42%	48 34%	66 34%	89 42%	73 44%	92 53%	44 39%	150 38%	53 36%	166 44%	46 53%	379 43%	37 32%
Sugar	659 65%	315 63%	343 67%	85 61%	139 73%	137 64%	110 66%	114 66%	64 57%	241 61%	101 69%	264 70%	50 58%	589 66%	69 59%
Fibre	809 80%	380 76%	429 84%	98 70%	154 81%	160 75%	145 87%	150 86%	94 84%	311 79%	117 80%	299 79%	77 89%	720 81%	86 74%
Iron	622 62%	276 55%	346 68%	76 54%	120 63%	133 62%	109 65%	106 61%	71 63%	246 62%	93 63%	225 60%	54 63%	559 63%	60 52%
Calcium	747 74%	332 66%	415 82%	92 66%	143 75%	152 71%	130 78%	135 78%	87 77%	291 74%	113 77%	273 72%	66 77%	671 75%	74 63%
Calories/energy	750 74%	363 72%	387 76%	98 70%	151 79%	157 73%	129 77%	129 74%	79 70%	276 70%	116 79%	291 77%	63 73%	665 75%	83 71%
Caffeine	542 54%	270 54%	272 53%	68 49%	100 53%	108 50%	102 61%	103 59%	56 50%	202 51%	87 59%	203 54%	49 57%	483 54%	58 50%

National Institute of Nutrition: Release Tables

NUTRITION

Please tell me how often, if ever, you personally select foods that you eat based on the amounts of each of the following items. [SUMMARY TABLE]

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L - M/N

* small base

	Total	Gender		Age						Education				Primary Shopper	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or less	Some College	Univ. Degree	Post-Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Antioxidants	393 39%	184 37%	208 41%	33 23%	58 30%	92 43% CD	79 47% CD	83 48% CD	41 36% C	128 32%	61 41%	163 43% I	40 46% I	363 41% N	28 24%
Carbohydrates	714 71%	350 70%	364 72%	89 64%	142 74% C	157 73%	122 73%	123 71%	75 66%	253 64%	110 75% I	281 75% I	67 77% I	634 71%	78 67%
Protein	791 78%	383 76%	409 80%	100 71%	148 78%	169 79%	138 82% C	139 80%	89 79%	298 76%	120 82%	298 79%	70 81%	704 79%	85 73%
LOWBOX SUMMARY - RARELY/NEVER															
Total fat	334 33%	186 37% B	147 29%	50 36%	54 28%	67 31%	52 31%	52 30%	57 51% CDEFG	162 41% K	50 34% K	93 25%	26 31%	282 32%	51 44% M
Salt/sodium	431 43%	225 45%	207 41%	75 54% DEF	75 40%	89 42%	63 38%	73 42%	52 46%	179 45%	60 41%	152 40%	38 43%	369 41%	61 52% M
Vitamins	209 21%	116 23%	93 18%	33 24%	31 16%	43 20%	46 28% D	34 19%	20 18%	90 23%	28 19%	74 20%	17 20%	183 21%	26 22%
Cholesterol	409 41%	201 40%	208 41%	70 50% DFG	74 39%	87 41%	63 38%	64 37%	48 42%	173 44%	54 37%	142 38%	37 43%	352 40%	56 48%
Saturated fat or fatty acids	374 37%	194 39%	180 35%	59 43% F	62 33%	72 34%	48 28%	70 40% F	60 53% DEFG	177 45% JK	48 33%	117 31%	30 35%	319 36%	54 46% M
Omega-3 fat or fatty acids	478 47%	255 51% B	223 44%	81 58% FG	97 51% G	105 49% G	73 44%	67 39%	52 46%	214 54% KL	72 49%	159 42%	33 39%	409 46%	68 58% M
Trans fatty acids	526 52%	263 53%	263 52%	88 63% FGH	110 58% GH	115 54%	83 49%	77 44%	51 45%	217 55% L	83 57% L	188 50%	37 43%	452 51%	72 62% M
Sugar	350 35%	184 37%	166 33%	54 39% D	51 27%	77 36%	57 34%	59 34%	49 43% D	153 39% K	46 31%	112 30%	37 42% K	300 34%	48 41%
Fibre	197 20%	118 24% B	80 16%	42 30% DFGH	36 19%	53 25% FG	22 13%	24 14%	17 15%	84 21% L	30 20% L	75 20% L	9 10%	167 19%	30 26%
Iron	381 38%	223 44% B	158 31%	64 46% F	71 37%	82 38%	58 34%	66 38%	38 33%	144 36%	54 37%	149 40%	32 37%	324 36%	56 48% M
Calcium	262 26%	168 34% B	94 18%	47 34% FG	48 25%	63 29%	37 22%	39 22%	26 23%	103 26%	34 23%	104 28%	20 23%	219 25%	43 37% M

National Institute of Nutrition: Release Tables

NUTRITION

Please tell me how often, if ever, you personally select foods that you eat based on the amounts of each of the following items. [SUMMARY TABLE]

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L - M/N

* small base

	Total	Gender		Age						Education				Primary Shopper	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or less	Some College	Univ. Degree	Post-Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Calories/energy	258	138	121	42	40	58	39	45	32	118	31	85	24	224	33
	26%	28%	24%	30%	21%	27%	23%	26%	29%	30% JK	21%	23%	27%	25%	29%
Caffeine	468	231	237	71	90	107	66	71	57	193	60	173	37	407	59
	46%	46%	47%	51% F	47%	50% F	39%	41%	50%	49%	41%	46%	43%	46%	50%
Antioxidants	550	287	263	102	121	116	77	76	55	230	79	194	46	468	81
	55%	57%	52%	73% EFGH	63% FGH	54%	46%	44%	49%	58%	54%	52%	53%	53%	70% M
Carbohydrates	292	149	143	51	49	58	45	51	35	138	37	96	20	252	39
	29%	30%	28%	36% D	26%	27%	27%	29%	31%	35% JKL	25%	25%	23%	28%	33%
Protein	218	118	100	40	42	46	30	35	24	96	27	79	16	186	32
	22%	24%	20%	29% F	22%	21%	18%	20%	21%	24%	18%	21%	19%	21%	27%

National Institute of Nutrition: Release Tables

NUTRITION

When you are selecting foods to eat, to what degree, if any, does each of these topics influence your food choice? [SUMMARY TABLE]

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L - M/N

	Total	Gender		Age						Education				Primary Shopper	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	HS or less	Some College	Univ. Degree	Post-Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2000	966	1034	274	383	470	364	272	218	742	295	773	176	1722	270
	2000	980	1020	281	393	433	330	304	241	751	295	763	175	1719	273
TOPBOX SUMMARY - INFLUENTIAL (VERY/SOMEWHAT)															
Maintaining good health	1903	917	986	257	379	410	320	291	230	707	282	734	166	1644	253
	95%	94%	97%	91%	96%	95%	97%	96%	96%	94%	95%	96%	94%	96%	93%
Suitable for a special or prescribed diet	1039	479	560	123	186	226	181	183	131	425	140	379	88	904	131
	52%	49%	55%	44%	47%	52%	55%	60%	55%	57%	47%	50%	50%	53%	48%
Weight loss or maintain current weight	1433	680	753	187	265	319	250	225	176	543	211	545	125	1240	189
	72%	69%	74%	67%	67%	74%	76%	74%	73%	72%	71%	71%	72%	72%	69%
Negative media coverage	917	445	472	105	193	230	156	122	105	326	127	376	81	805	108
	46%	45%	46%	37%	49%	53%	47%	40%	44%	43%	43%	49%	46%	47%	39%
LOWBOX SUMMARY - NOT INFLUENTIAL (NOT TOO/NOT AT ALL)															
Maintaining good health	96	62	34	23	14	23	11	13	10	44	13	28	10	74	20
	5%	6%	3%	8%	4%	5%	3%	4%	4%	6%	5%	4%	6%	4%	7%
Suitable for a special or prescribed diet	925	483	441	157	199	199	144	115	102	312	148	374	83	788	133
	46%	49%	43%	56%	50%	46%	43%	38%	43%	41%	50%	49%	47%	46%	49%
Weight loss or maintain current weight	555	294	261	94	125	113	78	78	61	202	84	216	48	468	83
	28%	30%	26%	33%	32%	26%	24%	26%	25%	27%	28%	28%	27%	27%	31%
Negative media coverage	1024	509	515	171	197	192	169	166	119	386	165	374	93	868	153
	51%	52%	51%	61%	50%	44%	51%	55%	50%	51%	56%	49%	53%	51%	56%