

# NUTRIENT DENSITY & HEALTH

---

PERCEPTIONS OF NUTRIENT DENSITY, HOW IT IMPACTS  
PURCHASING DECISIONS AND ITS CONNECTION TO HEALTH  
GOALS

Nutrient  
Density and  
Health

IFIC Consumer  
Research

# BACKGROUND

## Survey Methodology

One thousand interviews were conducted among adults ages 18+ from June 5 to June 8, 2020 and were weighted to ensure proportional results.

The Bayesian confidence level for 1,000 interviews is 3.5, which is roughly equivalent to a margin of error  $\pm 3.1$  at the 95% confidence level.

## Statistical Significance

Something is statistically significant if the result cannot be attributed to random chance. Statistical significance in this presentation should be compared within each demographic (e.g. age, race, gender, etc.).

For example, if the responses from female respondents are considered to be significant, it is in relation to male respondents and not necessarily other demographic groups.

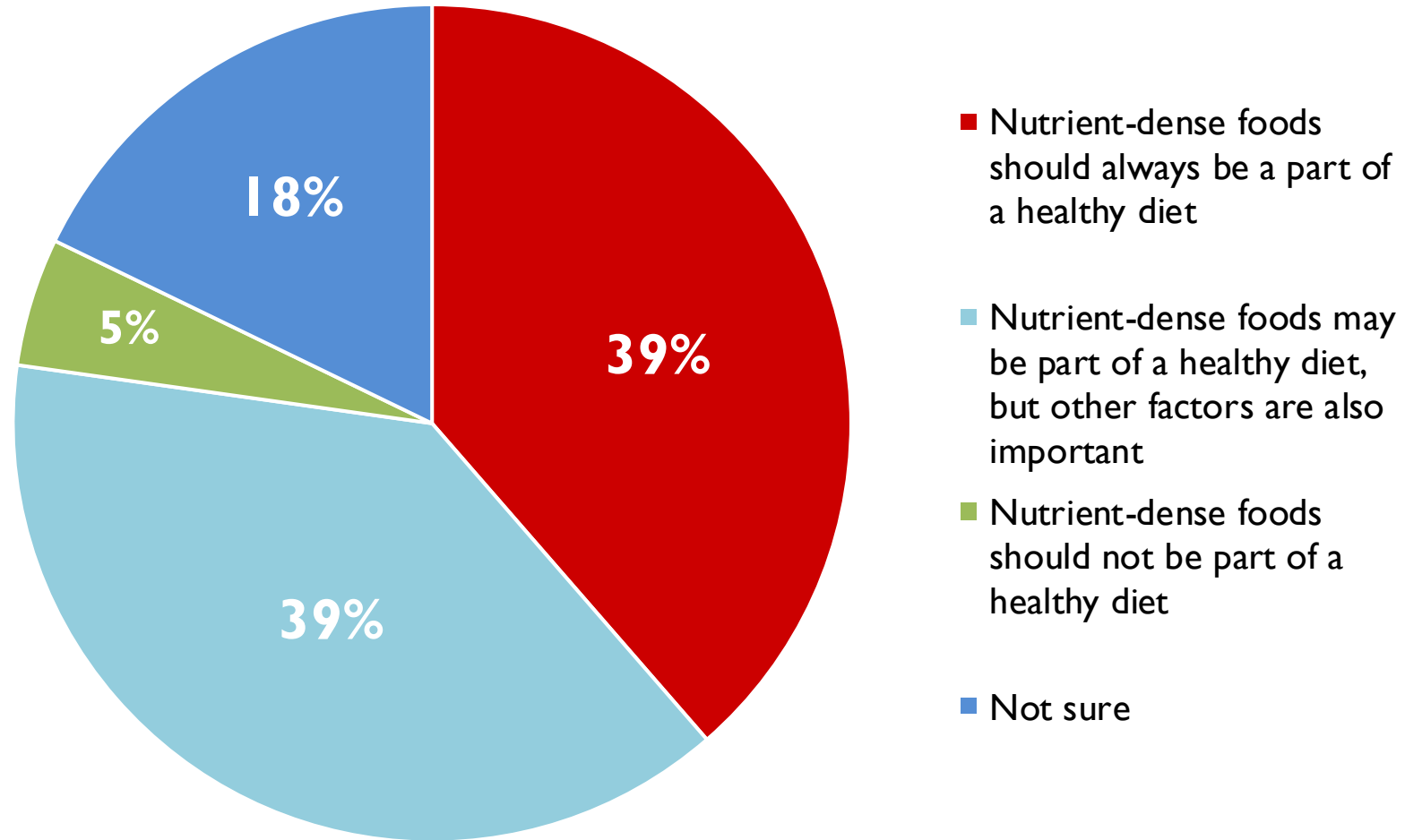
*This research was supported by funding from General Mills.*

At the start of the survey, respondents were provided with the following definition of “nutrient-dense foods”:

---

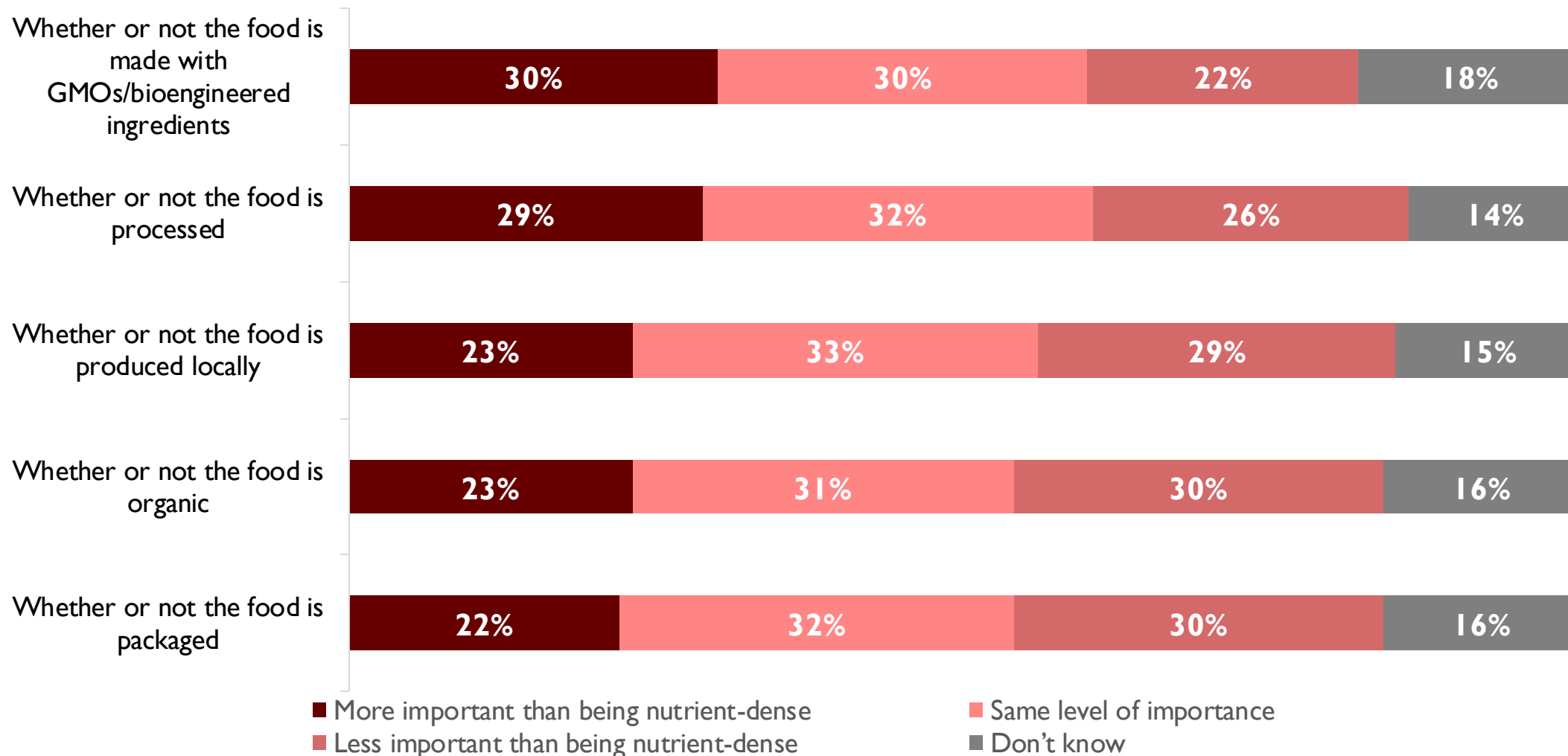
*“The term “nutrient-dense foods” indicates that there are more beneficial nutrients in a food (e.g., vitamins, minerals, lean protein, healthy fats, complex carbohydrates) compared to nutrients to limit (e.g., saturated fat, sodium, added sugars, and refined carbohydrates). Examples of nutrient-dense foods include packaged or unpackaged versions of fruits and vegetables, whole grains, low-fat or fat-free milk products, seafood, lean meats, eggs, peas, beans and nuts that have been prepared with little or no added fats, sodium, sugars or refined carbohydrates.”*

# Nearly 4 in 10 say that nutrient-dense foods should always be part of a healthy diet, while the same number say that other factors are also important



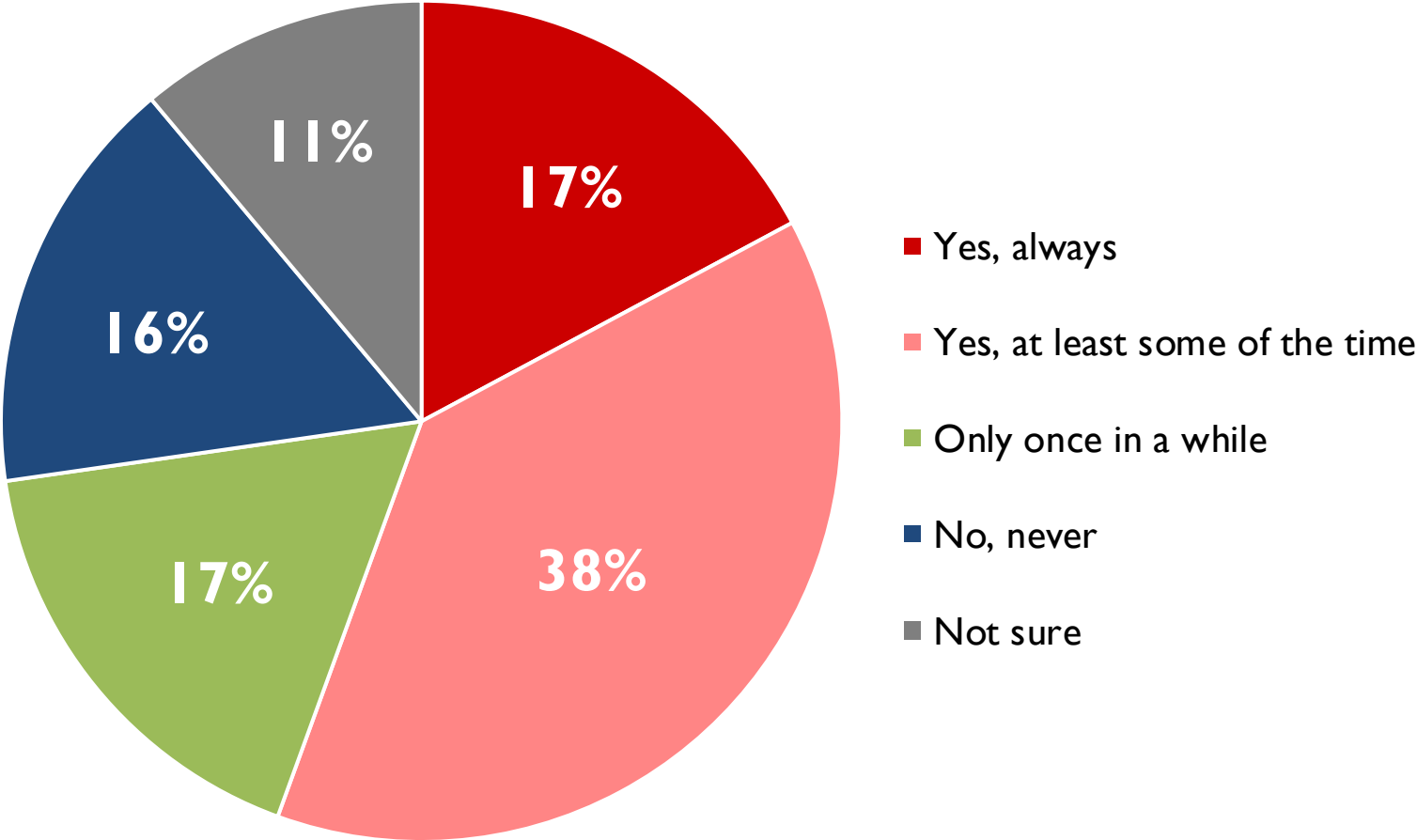
After reading the definition of nutrient-dense foods, what is your overall perception of including them as part of a healthy diet? Select the response you most agree with.

# More than half say that other purchasing factors are more important than or equally important to being nutrient-dense



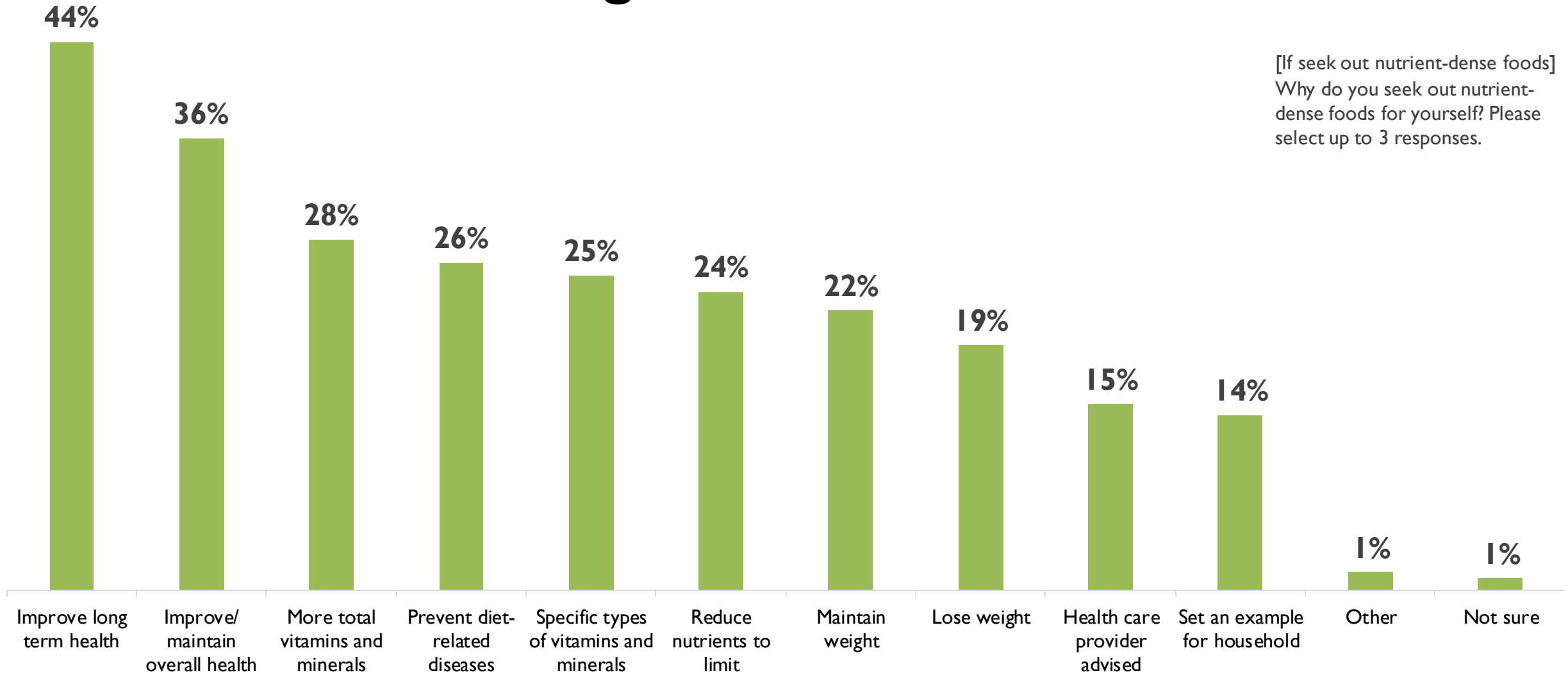
Please state the importance of the following factors on your food purchasing decisions, compared to the food being nutrient-dense.

# Over half seek out nutrient-dense foods at least some of the time

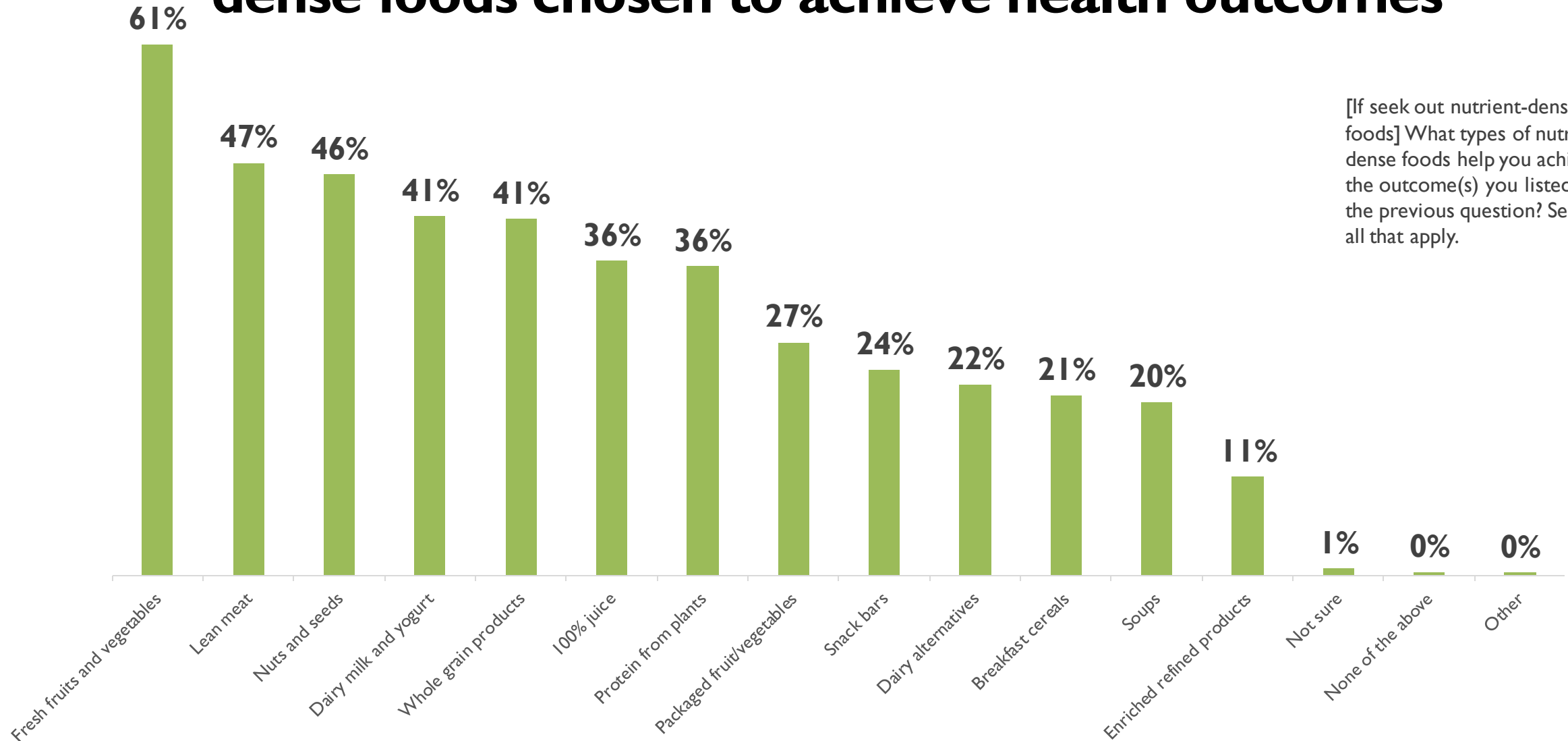


When choosing foods and beverages, do you currently seek out nutrient-dense foods for yourself?

# Improving and maintaining health are top incentives for choosing nutrient-dense foods

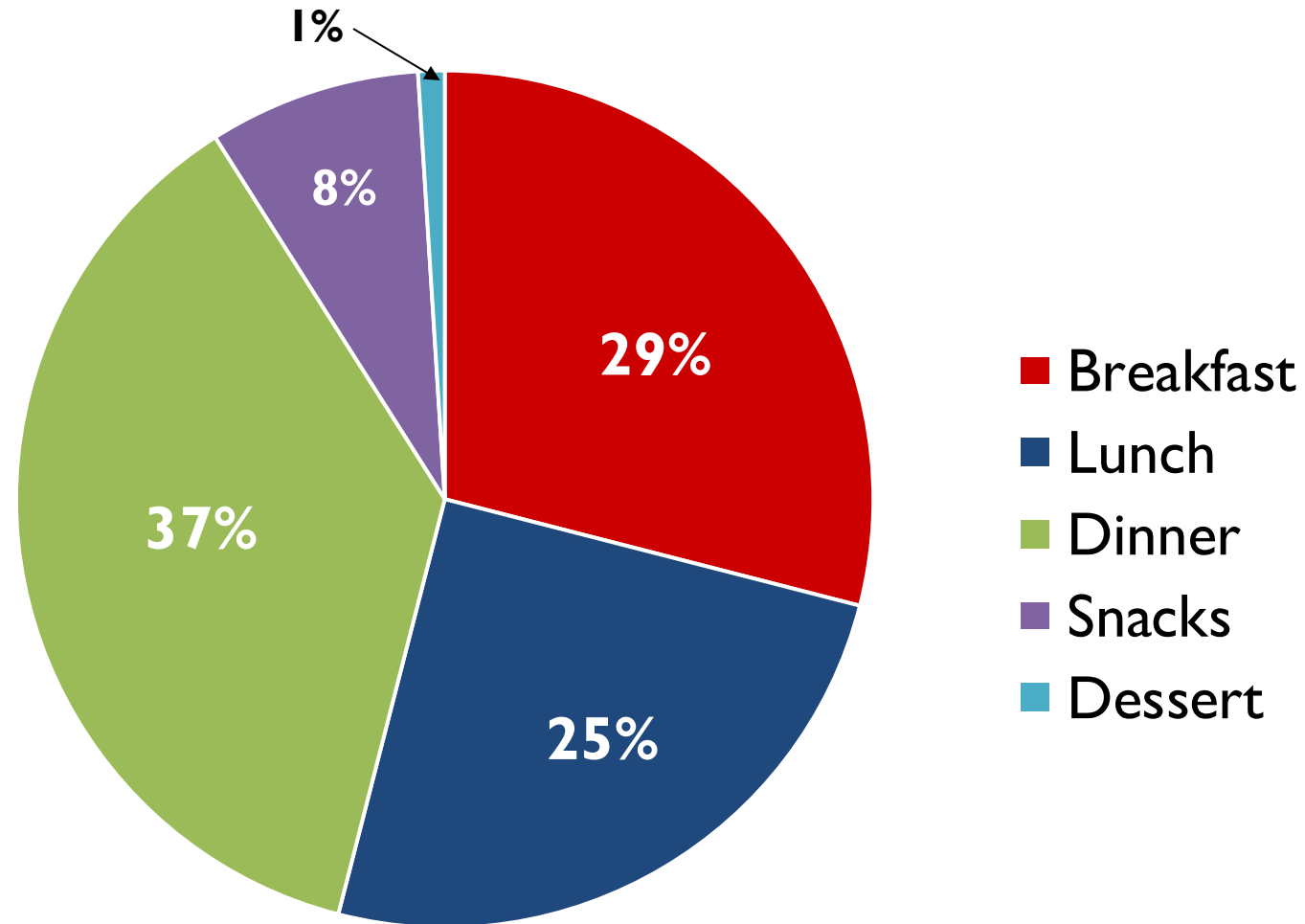


# Fresh fruits and vegetables are most common nutrient-dense foods chosen to achieve health outcomes



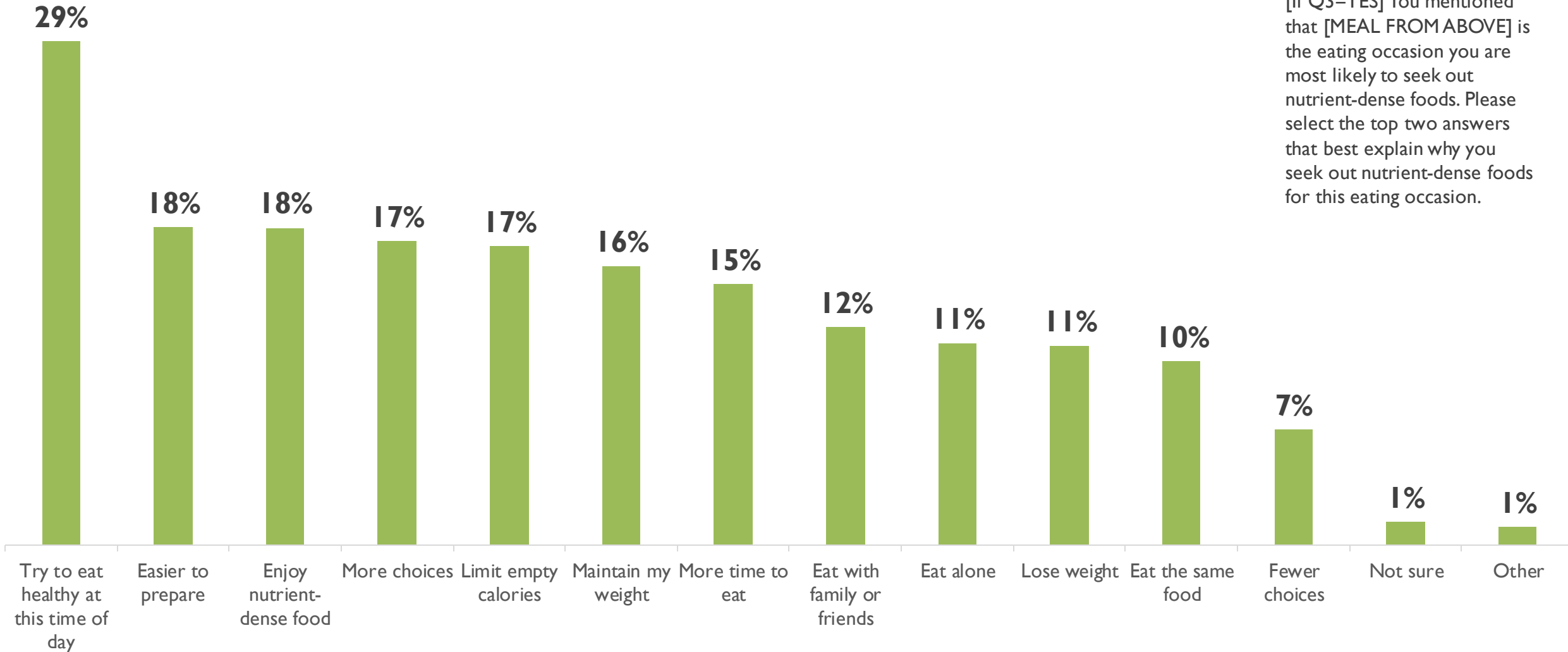


# Dinner is top eating occasion for people seeking out nutrient-dense foods, followed by breakfast and lunch

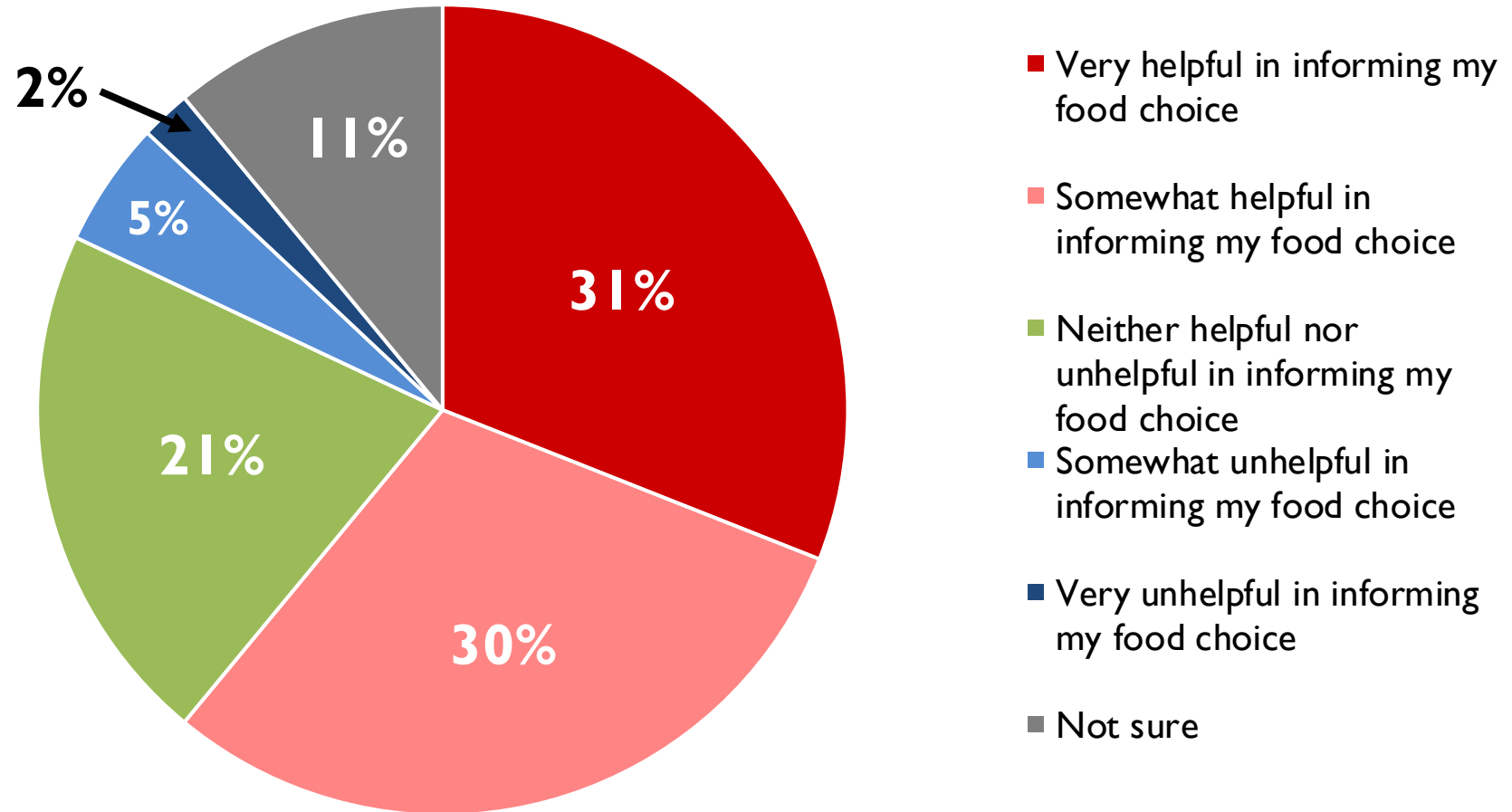


[If seek out nutrient-dense foods] During which eating occasion are you most likely to seek out nutrient-dense foods? Select one.

# Reasons for seeking out nutrient-dense foods at meals/snacks vary, but most common response is that people try to eat healthy at that time of day

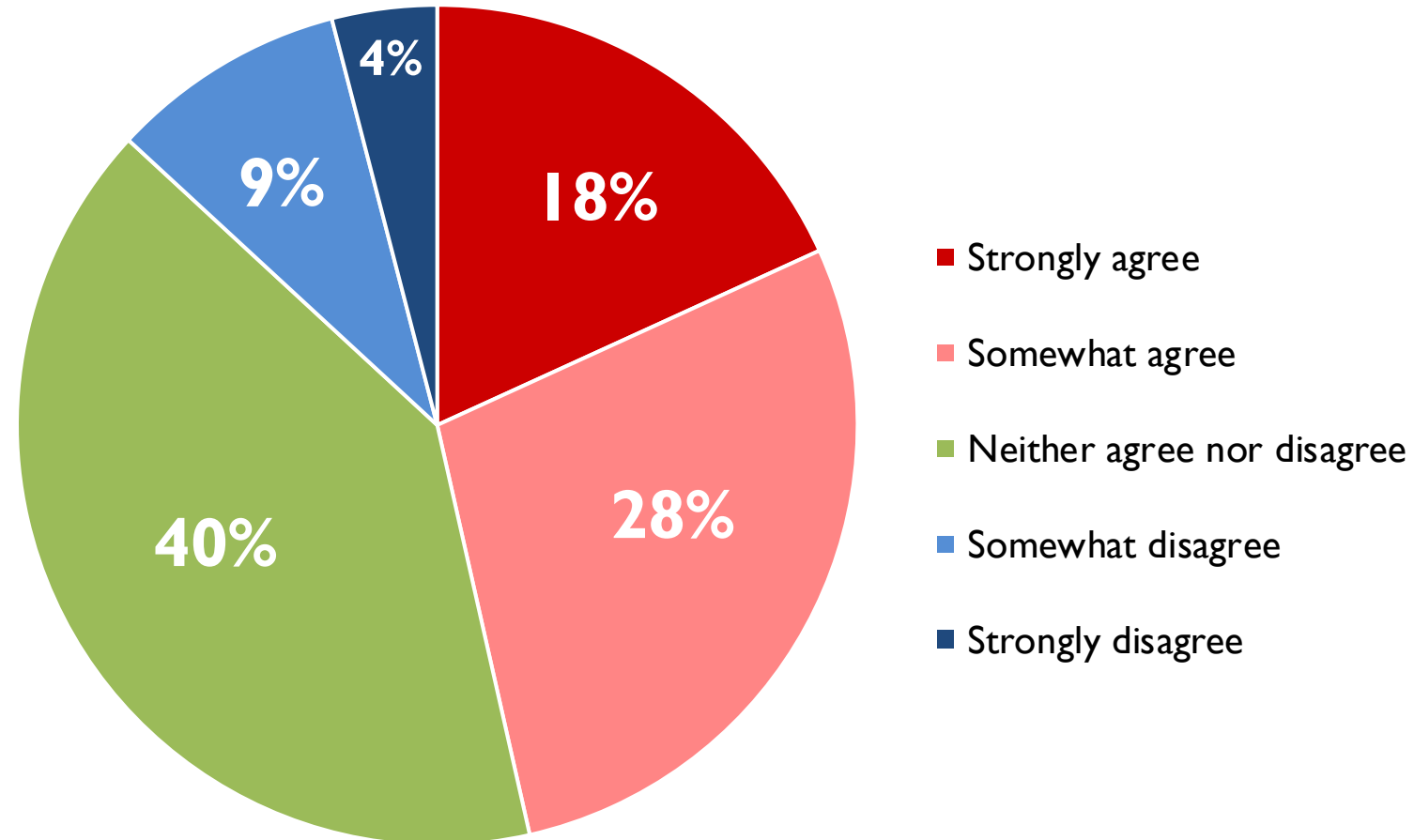


# 6 in 10 would find “nutrient-dense” labeling helpful for informing food choices



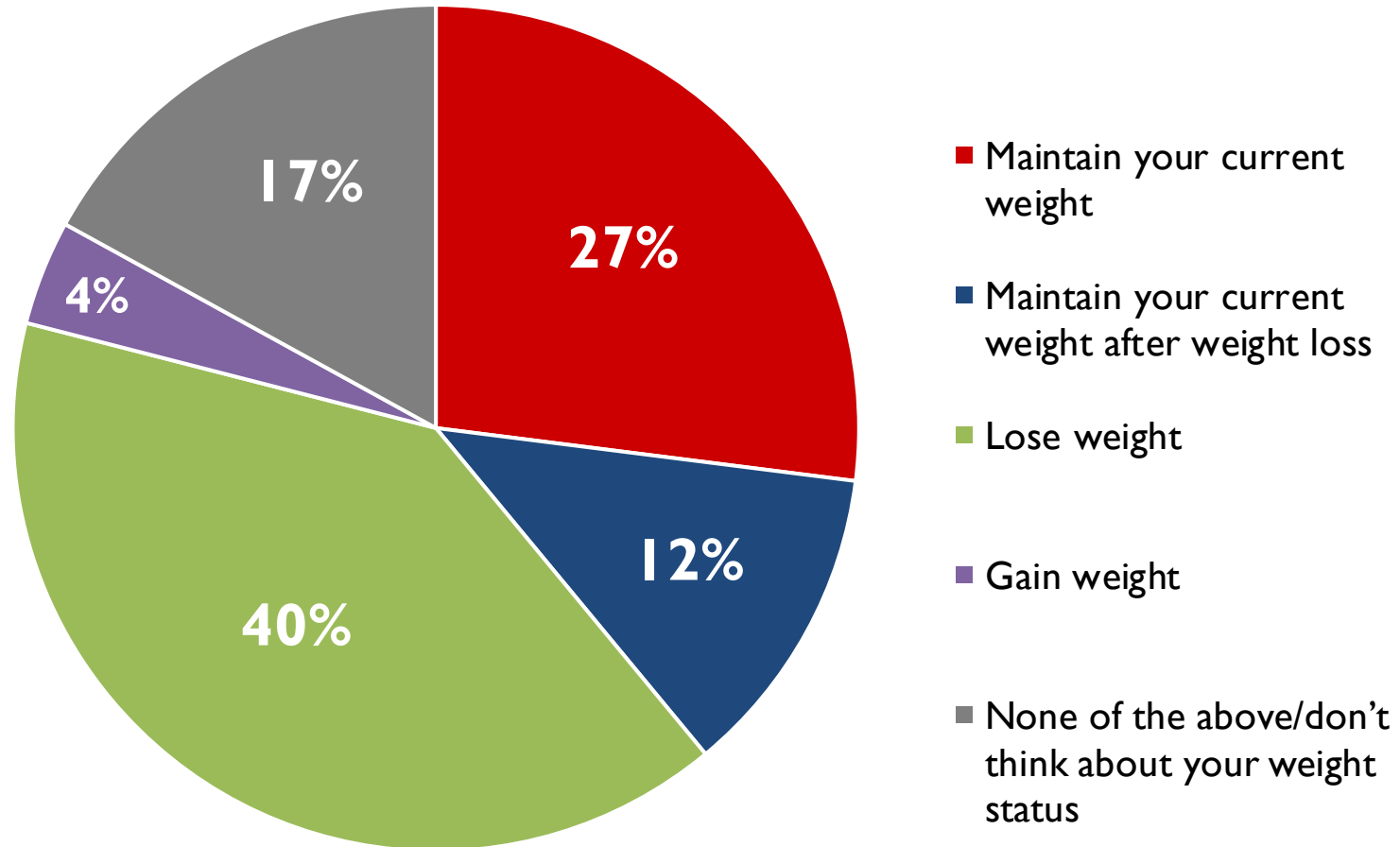
Consider a packaged food that is labeled, “This is a nutrient-dense food,” or similar language indicating that a particular food has more beneficial nutrients in it (e.g., vitamins, minerals, lean protein, healthy fats, complex carbohydrates) compared to nutrients to limit (e.g., saturated fat, sodium, added sugars, and refined carbohydrates).  
Would you find this label:

# Nearly half agree that packaged foods can be nutrient-dense; 4 in 10 are neutral



To what extent do you agree with the following statement: "Packaged foods, like those found in the center aisles of the grocery store, can be nutrient-dense."

# 4 in 10 are trying to lose weight



Are you currently trying to:

# Connect with us!

## @FoodInsight



## Foodinsight.org

# APPENDICES

After reading the definition of nutrient-dense foods, what is your overall perception of including them as part of a healthy diet? Select the response you most agree with.

	Nutrient-dense foods should always be a part of a healthy diet	Nutrient-dense foods may be a part of a healthy diet	Nutrient-dense foods should not be part of a healthy diet	Not sure
Total	39%	39%	5%	18%
Men	40%	38%	3%	19%
Women	37%	40%	6%	17%
White	42% ↑	36% ↓	3%	19%
African American	26% ↓	46%	10% ↑	19%
Hispanic/ Latinx	38%	39%	6%	17%
Under 45	39%	41%	5%	15%
45-64	40%	36%	4%	20%
65+	37%	38%	4%	21%
Northeast	43%	35%	7%	15%
Midwest	37%	36%	5%	21%
South	31% ↓	46% ↑	4%	19%
West	43%	38%	3%	16%
Non-college	31% ↓	40%	7% ↑	22% ↑
College	46% ↑	38%	3% ↓	14% ↓



After reading the definition of nutrient-dense foods, what is your overall perception of including them as part of a healthy diet? Select the response you most agree with.

	Nutrient-dense foods should always be a part of a healthy diet	Nutrient-dense foods may be a part of a healthy diet	Nutrient-dense foods should not be part of a healthy diet	Not sure
Total	39%	39%	5%	18%
Maintain your current weight	55% ↑	32% ↓	5%	8% ↓
Maintain your current weight after weight loss	31%	58% ↑	3%	8% ↓
Lose weight	38%	41%	4%	17%
Gain weight	20%	48%	14% ↑	18%
None of the above/don't think about your weight status	24% ↓	30% ↓	4%	42% ↑

Please state the importance of the following factors on your food purchasing decisions, compared to the food being nutrient-dense. % *More important*

	Made with GMOs	Food is processed	Food is produced locally	Food is organic	Food is packaged
Total	30%	29%	23%	23%	22%
Men	33%	29%	27% ↑	26%	27% ↑
Women	27%	28%	19% ↓	20%	18% ↓
White	28%	29%	22%	22%	20%
African American	31%	27%	27%	26%	28%
Hispanic/ Latinx	35%	27%	26%	27%	26%
Under 45	28%	28%	26%	27% ↑	30% ↑
45-64	30%	29%	21%	18%	15% ↓
65+	32%	28%	20%	20%	14% ↓
Northeast	35%	38% ↑	25%	22%	25%
Midwest	26%	25%	20%	22%	18%
South	26%	26%	24%	22%	22%
West	32%	26%	24%	25%	23%
Non-college	30%	28%	20%	22%	19%
College	30%	29%	26%	24%	25%

Please state the importance of the following factors on your food purchasing decisions, compared to the food being nutrient-dense. % *More important*

	Made with GMOs	Food is processed	Food is produced locally	Food is organic	Food is packaged
Total	30%	29%	23%	23%	22%
Maintain your current weight	40% ↑	34%	37% ↑	34% ↑	37% ↑
Maintain your current weight after weight loss	26%	27%	24%	19%	28%
Lose weight	28%	30%	16% ↓	19%	13% ↓
Gain weight	23%	31%	24%	37%	20%
None of the above/don't think about your weight status	21%	17% ↓	17%	14% ↓	13% ↓

## When choosing foods and beverages, do you currently seek out nutrient-dense foods for yourself?

	Yes, always	Yes, at least some of the time	Only once in a while	No, never	Not sure
Total	17%	38%	17%	16%	11%
Men	20%	36%	16%	19%	9%
Women	15%	41%	18%	14%	13%
White	16%	38%	17%	18%	11%
African American	20%	45%	13%	14%	9%
Hispanic/ Latinx	24%	30%	23%	7% ↓	16%
Under 45	27% ↑	38%	15%	8% ↓	12%
45-64	10% ↓	37%	20%	22% ↑	10%
65+	5% ↓	40%	14%	27% ↑	13%
Northeast	19%	42%	14%	11%	13%
Midwest	14%	35%	17%	23% ↑	12%
South	18%	38%	19%	14%	11%
West	19%	38%	17%	17%	9%
Non-college	13% ↓	34%	19%	19%	14% ↑
College	21% ↑	42%	15%	14%	7% ↓

When choosing foods and beverages, do you currently seek out nutrient-dense foods for yourself?

	Yes, always	Yes, at least some of the time	Only once in a while	No, never	Not sure
Total	17%	38%	17%	16%	11%
Maintain your current weight	35% ↑	38%	14%	7% ↓	6% ↓
Maintain your current weight after weight loss	24%	52% ↑	15%	8%	1% ↓
Lose weight	9% ↓	43%	19%	18%	12%
Gain weight	8%	40%	16%	22%	14%
None of the above/don't think about your weight status	8% ↓	18% ↓	17%	32% ↑	25% ↑

[If seek out nutrient-dense foods] Why do you seek out nutrient-dense foods for yourself? Please select up to 3 responses.

	Improve long term health	Improve/maintain overall health	Larger total vitamins and minerals	Prevent diet related health	Specific types of vitamins and minerals	Reduce nutrients to limit
Total	44%	36%	28%	26%	25%	24%
Men	46%	35%	28%	26%	26%	19%
Women	42%	36%	28%	26%	24%	28%
White	46%	39%	28%	27%	26%	21%
African American	40%	27%	24%	24%	21%	29%
Hispanic/ Latinx	36%	36%	34%	20%	23%	27%
Under 45	35% ↓	28% ↓	24%	23%	25%	23%
45-64	55% ↑	44%	33%	28%	25%	22%
65+	53%	51%	32%	36%	23%	31%
Northeast	38%	39%	29%	24%	22%	26%
Midwest	51%	35%	36%	35%	26%	22%
South	42%	36%	24%	16% ↓	25%	23%
West	44%	34%	24%	29%	27%	24%
Non-college	41%	31%	27%	25%	23%	26%
College	45%	39%	29%	27%	26%	23%

[If seek out nutrient-dense foods] Why do you seek out nutrient-dense foods for yourself? Please select up to 3 responses.

	Maintain weight	Lose weight	Health care provider advised	Set an example for household	Other	Not sure
Total	22%	19%	15%	14%	1%	1%
Men	20%	15%	17%	17%	1%	0%
Women	24%	23%	12%	11%	2%	1%
White	23%	19%	14%	14%	1%	0%
African American	20%	20%	19%	11%	0%	3%
Hispanic/ Latinx	13%	20%	14%	15%	3%	1%
Under 45	25%	22%	19%	19% ↑	2%	1%
45-64	18%	18%	11%	9%	1%	0%
65+	21%	15%	8%	3%	2%	1%
Northeast	18%	14%	14%	14%	3%	1%
Midwest	23%	19%	11%	10%	0%	1%
South	23%	23%	17%	15%	1%	2%
West	24%	22%	16%	16%	2%	0%
Non-college	21%	22%	16%	13%	1%	2%
College	23%	18%	14%	15%	1%	0%

[If seek out nutrient-dense foods] Why do you seek out nutrient-dense foods for yourself? Please select up to 3 responses.

	Improve long term health	Improve/maintain overall health	Larger total vitamins and minerals	Prevent diet related health	Specific types of vitamins and minerals	Reduce nutrients to limit
Total	44%	36%	28%	26%	25%	24%
Maintain your current weight	41%	37%	28%	28%	24%	24%
Maintain your current weight after weight loss	35%	20%	24%	18%	18%	18%
Lose weight	46%	38%	30%	28%	27%	26%
Gain weight	44%	24%	22%	22%	26%	30%
None of the above/don't think about your weight status	61%	58%	27%	28%	31%	18%



[If seek out nutrient-dense foods] Why do you seek out nutrient-dense foods for yourself? Please select up to 3 responses.

	Maintain weight	Lose weight	Health care provider advised	Set an example for household	Other	Not sure
Total	22%	19%	15%	14%	1%	1%
Maintain your current weight	24%	9% ↓	15%	15%	1%	0%
Maintain your current weight after weight loss	25%	25%	25%	21%	1%	2%
Lose weight	22%	32% ↑	9%	10%	1%	1%
Gain weight	23%	0%	24%	9%	0%	0%
None of the above/don't think about your weight status	12%	4%	17%	11%	6%	0%

[If seek out nutrient-dense foods] What types of nutrient-dense foods help you achieve the outcome(s) you listed in the previous question? Select all that apply.

	Fresh fruits and vegetables	Lean meat	Nuts and seeds	Dairy milk and yogurt	Whole grain products	100% juice	Protein from plants	Package fruit/vegetables
Total	61%	47%	46%	41%	41%	36%	36%	27%
Men	55%	40% ↓	40%	37%	36%	38%	33%	25%
Women	67%	54% ↑	51%	45%	46%	34%	38%	28%
White	68% ↑	52%	51%	46%	46% ↑	34%	37%	30%
African American	45% ↓	35%	26% ↓	25% ↓	36%	41%	28%	19%
Hispanic/ Latinx	54%	46%	50%	42%	29%	42%	36%	21%
Under 45	47% ↓	37% ↓	32% ↓	34% ↓	27% ↓	38%	33%	24%
45-64	73% ↑	56%	61% ↑	46%	54% ↑	35%	38%	29%
65+	91% ↑	70% ↑	71% ↑	59% ↑	66% ↑	31%	41%	32%
Northeast	60%	42%	47%	39%	36%	37%	37%	19%
Midwest	65%	56%	45%	53%	46%	38%	31%	34%
South	57%	45%	44%	36%	42%	29%	31%	26%
West	62%	47%	47%	38%	41%	40%	42%	28%
Non-college	63%	46%	42%	40%	40%	36%	27% ↓	25%
College	60%	49%	48%	42%	42%	37%	41% ↑	28%

[If seek out nutrient-dense foods] What types of nutrient-dense foods help you achieve the outcome(s) you listed in the previous question? Select all that apply.

	Snack bars	Dairy alternatives	Breakfast cereals	Soups	Enriched refined products	Not sure	None of the above	Other
Total	24%	22%	21%	20%	11%	1%	0%	0%
Men	25%	21%	21%	22%	13%	1%	0%	0%
Women	23%	23%	21%	18%	10%	1%	1%	1%
White	23%	21%	23%	22%	10%	0%	0%	1%
African American	24%	22%	19%	14%	14%	3%	1%	0%
Hispanic/ Latinx	28%	31%	14%	19%	14%	0%	1%	0%
Under 45	24%	24%	21%	18%	16% ↑	1%	1%	0%
45-64	28%	25%	19%	19%	5% ↓	1%	0%	1%
65+	12%	9% ↓	23%	31%	7%	1%	0%	1%
Northeast	22%	30%	16%	20%	12%	2%	1%	0%
Midwest	30%	11% ↓	27%	24%	12%	0%	0%	0%
South	24%	21%	20%	17%	7%	2%	1%	0%
West	20%	24%	20%	20%	13%	0%	0%	1%
Non-college	25%	20%	22%	19%	13%	2%	1%	1%
College	23%	24%	20%	21%	11%	0%	0%	0%

[If seek out nutrient-dense foods] What types of nutrient-dense foods help you achieve the outcome(s) you listed in the previous question? Select all that apply.

	Fresh fruits and vegetables	Lean meat	Nuts and seeds	Dairy milk and yogurt	Whole grain products	100% juice	Protein from plants	Package fruit/vegetables
Total	61%	47%	46%	41%	41%	36%	36%	27%
Maintain your current weight	57%	44%	42%	43%	37%	39%	37%	26%
Maintain your current weight after weight loss	30% ↓	39%	27% ↓	31%	27%	27%	23%	22%
Lose weight	74% ↑	54%	58% ↑	45%	50% ↑	37%	39%	29%
Gain weight	46%	43%	16% ↓	32%	33%	30%	30%	27%
None of the above/don't think about your weight status	84% ↑	49%	59%	41%	47%	41%	39%	30%

[If seek out nutrient-dense foods] What types of nutrient-dense foods help you achieve the outcome(s) you listed in the previous question? Select all that apply.

	Snack bars	Dairy alternative	Breakfast cereals	Soups	Enriched refined products	Not sure	None of the above	Other
Total	24%	22%	21%	20%	11%	1%	0%	0%
Maintain your current weight	24%	23%	22%	19%	14%	0%	1%	1%
Maintain your current weight after weight loss	26%	24%	19%	13%	21%	1%	0%	0%
Lose weight	23%	21%	19%	22%	8%	2%	0%	0%
Gain weight	22%	10%	8%	26%	3%	0%	0%	0%
None of the above/don't think about your weight status	23%	26%	32%	26%	2%	0%	0%	3%

[If seek out nutrient-dense foods] During which eating occasion are you most likely to seek out nutrient-dense foods? Select one.

	Breakfast	Lunch	Dinner	Snacks	Dessert
Total	29%	25%	37%	8%	1%
Men	33%	26%	34%	6%	1%
Women	26%	23%	41%	9%	1%
White	27%	21%	42%	8%	1%
African American	34%	32%	26%	6%	2%
Hispanic/ Latinx	39%	26%	28%	4%	3%
Under 45	34%	30%	27% ↓	8%	2%
45-64	23%	21%	46%	9%	1%
65+	23%	12%	62% ↑	3%	0%
Northeast	28%	23%	38%	8%	3%
Midwest	23%	27%	43%	7%	1%
South	28%	26%	37%	8%	1%
West	37%	23%	33%	7%	0%
Non-college	28%	24%	39%	7%	2%
College	30%	25%	36%	8%	1%

[If seek out nutrient-dense foods] During which eating occasion are you most likely to seek out nutrient-dense foods? Select one.

	Breakfast	Lunch	Dinner	Snacks	Dessert
Total	29%	25%	37%	8%	1%
Maintain your current weight	34%	27%	32%	6%	1%
Maintain your current weight after weight loss	27%	30%	36%	8%	0%
Lose weight	24%	22%	44%	8%	1%
Gain weight	49%	14%	21%	15%	0%
None of the above/don't think about your weight status	31%	16%	40%	9%	5%

[If seek out nutrient-dense foods] You mentioned that [MEAL FROM ABOVE] is the eating occasion you are most likely to seek out nutrient-dense foods. Please select the top two answers that best explain why you seek out nutrient-dense foods for this eating occasion.

	Eat healthy all times	Easier to prepare	Enjoy nutrient-dense food	More choices	Limit empty calories	Maintain my weight	More time to eat
Total	29%	18%	18%	17%	17%	16%	15%
Men	27%	17%	19%	14%	12%	18%	14%
Women	31%	19%	17%	20%	21%	14%	15%
White	33%	21%	20%	17%	16%	14%	15%
African American	19%	13%	16%	11%	23%	20%	9%
Hispanic/ Latinx	21%	13%	12%	30%	16%	14%	19%
Under 45	25%	16%	16%	15%	15%	18%	14%
45-64	32%	22%	21%	17%	22%	12%	14%
65+	35%	19%	21%	27%	13%	15%	18%
Northeast	30%	23%	18%	17%	17%	19%	15%
Midwest	31%	15%	19%	14%	23%	13%	13%
South	24%	21%	18%	16%	17%	15%	15%
West	29%	14%	18%	21%	12%	16%	16%
Non-college	29%	17%	15%	17%	22%	16%	10%
College	28%	19%	20%	18%	13%	16%	18%



[If seek out nutrient-dense foods] You mentioned that [MEAL FROM ABOVE] is the eating occasion you are most likely to seek out nutrient-dense foods. Please select the top two answers that best explain why you seek out nutrient-dense foods for this eating occasion.

	Eat with family or friends	Eat alone	Lose weight	Eat the same food	Fewer choices	Not sure	Other	Eat with family or friends
Total	12%	11%	11%	10%	7%	1%	1%	12%
Men	13%	12%	12%	13%	9%	2%	1%	13%
Women	12%	11%	10%	8%	4%	1%	1%	12%
White	12%	11%	11%	9%	6%	2%	2%	12%
African American	12%	17%	14%	12%	8%	1%	0%	12%
Hispanic/ Latinx	7%	11%	11%	19%	8%	1%	0%	7%
Under 45	13%	13%	13%	14%	7%	1%	1%	13%
45-64	12%	7%	10%	5%	7%	2%	2%	12%
65+	12%	16%	6%	7%	2%	1%	0%	12%
Northeast	8%	13%	8%	4%	7%	1%	3%	8%
Midwest	14%	13%	16%	10%	5%	2%	1%	14%
South	14%	12%	8%	12%	6%	2%	0%	14%
West	14%	8%	13%	15%	8%	1%	0%	14%
Non-college	10%	16%	9%	8%	8%	2%	1%	10%
College	14%	9%	12%	12%	6%	1%	1%	14%

[If seek out nutrient-dense foods] You mentioned that [MEAL FROM ABOVE] is the eating occasion you are most likely to seek out nutrient-dense foods. Please select the top two answers that best explain why you seek out nutrient-dense foods for this eating occasion.

	Eat healthy all times	Easier to prepare	Enjoy nutrient-dense food	More choices	Limit empty calories	Maintain my weight	More time to eat
Total	29%	18%	18%	17%	17%	16%	15%
Maintain your current weight	31%	21%	22%	16%	14%	16%	17%
Maintain your current weight after weight loss	22%	11%	13%	15%	16%	20%	10%
Lose weight	30%	18%	14%	18%	24%	16%	14%
Gain weight	9%	25%	18%	17%	6%	20%	16%
None of the above/don't think about your weight status	37%	16%	31%	21%	8%	4%	17%

[If seek out nutrient-dense foods] You mentioned that [MEAL FROM ABOVE] is the eating occasion you are most likely to seek out nutrient-dense foods. Please select the top two answers that best explain why you seek out nutrient-dense foods for this eating occasion.

	Eat with family or friends	Eat alone	Lose weight	Eat the same food	Fewer choices	Not sure	Other	Eat with family or friends
Total	12%	11%	11%	10%	7%	1%	1%	12%
Maintain your current weight	11%	9%	10%	12%	4%	0%	2%	11%
Maintain your current weight after weight loss	12%	16%	13%	14%	14%	2%	0%	12%
Lose weight	14%	10%	14%	7%	5%	2%	0%	14%
Gain weight	16%	9%	10%	13%	14%	0%	0%	16%
None of the above/don't think about your weight status	7%	22%	0%	13%	6%	3%	5%	7%

Consider a packaged food that is labeled, “This is a nutrient-dense food,” or similar language indicating that a particular food has more beneficial nutrients in it (e.g., vitamins, minerals, lean protein, healthy fats, complex carbohydrates) compared to nutrients to limit (e.g., saturated fat, sodium, added sugars, and refined carbohydrates).

Would you find this label:

	Total helpful	Neither helpful nor unhelpful	Total unhelpful	Not sure
Total	61%	21%	8%	11%
Men	63%	19%	8%	10%
Women	59%	23%	7%	11%
White	62%	21%	6%	10%
African American	53%	27%	10%	10%
Hispanic/ Latinx	62%	17%	11%	10%
Under 45	60%	20%	9%	12%
45-64	63%	21%	6%	11%
65+	59%	25%	8%	7%
Northeast	63%	17%	7%	13%
Midwest	53% ↓	28% ↑	7%	12%
South	61%	22%	7%	9%
West	67%	16%	9%	8%
Non-college	54% ↓	24%	8%	14% ↑
College	67% ↑	19%	7%	7% ↓

Consider a packaged food that is labeled, “This is a nutrient-dense food,” or similar language indicating that a particular food has more beneficial nutrients in it (e.g., vitamins, minerals, lean protein, healthy fats, complex carbohydrates) compared to nutrients to limit (e.g., saturated fat, sodium, added sugars, and refined carbohydrates).

Would you find this label:

	Total helpful	Neither helpful nor unhelpful	Total unhelpful	Not sure
Total	61%	21%	8%	11%
Maintain your current weight	75% ↑	16%	5%	4% ↓
Maintain your current weight after weight loss	57%	28%	11%	3%
Lose weight	62%	21%	7%	9%
Gain weight	57%	21%	13%	9%
None of the above/don't think about your weight status	38% ↓	24%	9%	29% ↑

To what extent do you agree with the following statement: “Packaged foods, like those found in the center aisles of the grocery store, can be nutrient-dense.”

	Total agree	Neither agree nor disagree	Total disagree
Total	47%	40%	13%
Men	57% ↑	34% ↓	8% ↓
Women	37% ↓	45% ↑	18% ↑
White	45%	42%	12%
African American	48%	38%	14%
Hispanic/ Latinx	53%	37%	11%
Under 45	55% ↑	30% ↓	14%
45-64	40% ↓	46% ↑	14%
65+	37% ↓	54% ↑	9%
Northeast	47%	37%	15%
Midwest	47%	40%	13%
South	43%	44%	13%
West	49%	39%	12%
Non-college	40% ↓	45% ↑	15%
College	53% ↑	36% ↓	12%

To what extent do you agree with the following statement: “Packaged foods, like those found in the center aisles of the grocery store, can be nutrient-dense.”

	Total agree	Neither agree nor disagree	Total disagree
Total	47%	40%	13%
Maintain your current weight	62% ↑	30% ↓	8% ↓
Maintain your current weight after weight loss	49%	36%	16%
Lose weight	40% ↓	43%	17% ↑
Gain weight	57%	26%	17%
None of the above/don't think about your weight status	32% ↓	56% ↑	12%

## Q10. Are you currently trying to:

	Maintain current weight	Maintain current weight after weight loss	Lose weight	Gain weight	None of the above/don't think about weight status
Total	27%	12%	40%	4%	17%
Men	32% ↑	13%	32% ↓	5%	19%
Women	23% ↓	11%	48% ↑	4%	15%
White	29%	9% ↓	41%	3% ↓	18%
African American	22%	21% ↑	33%	8%	16%
Hispanic/ Latinx	27%	13%	42%	8%	11%
Under 45	31% ↑	18% ↑	33% ↓	6% ↑	12% ↓
45-64	24%	7% ↓	47% ↑	3%	20%
65+	23%	3% ↓	47%	2%	24% ↑
Northeast	31%	11%	40%	2%	16%
Midwest	23%	9%	45%	5%	18%
South	24%	14%	39%	7%	17%
West	30%	13%	37%	4%	16%
Non-college	20% ↓	13%	43%	6%	18%
College	34% ↑	11%	38%	3%	15%