



Healthy Eating Survey

Methodology

Fielded in May through June 2014, 1,054 female respondents completed the Womensforum.com Healthy Eating Survey.

Participants included 783 mothers who have at least one child still living at home, as well as 271 women that either have no children or no longer have any children living in their household.

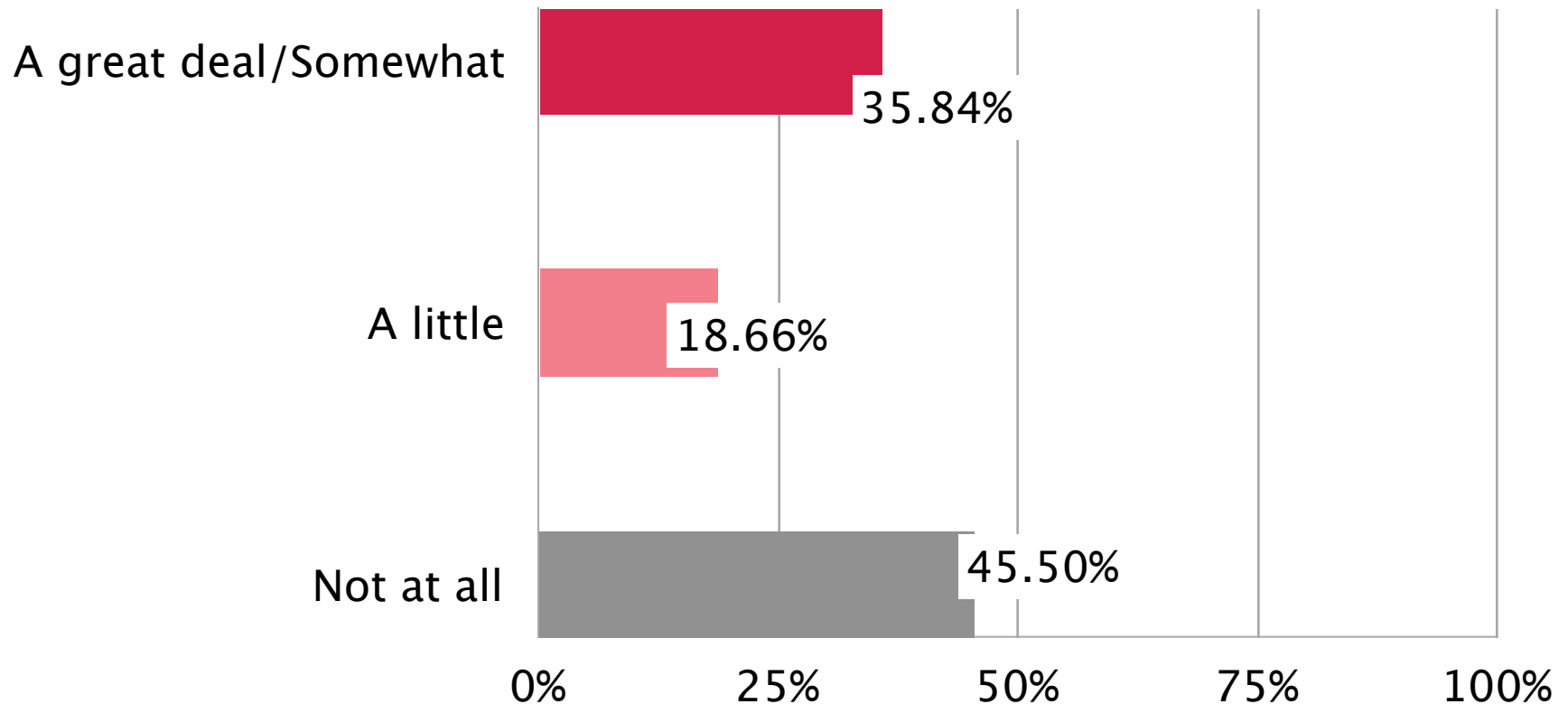
The study was conducted across the Womensforum.com family of sites, which reaches a



Over a third (36%) of moms say that they are regularly concerned about childhood obesity in their home.

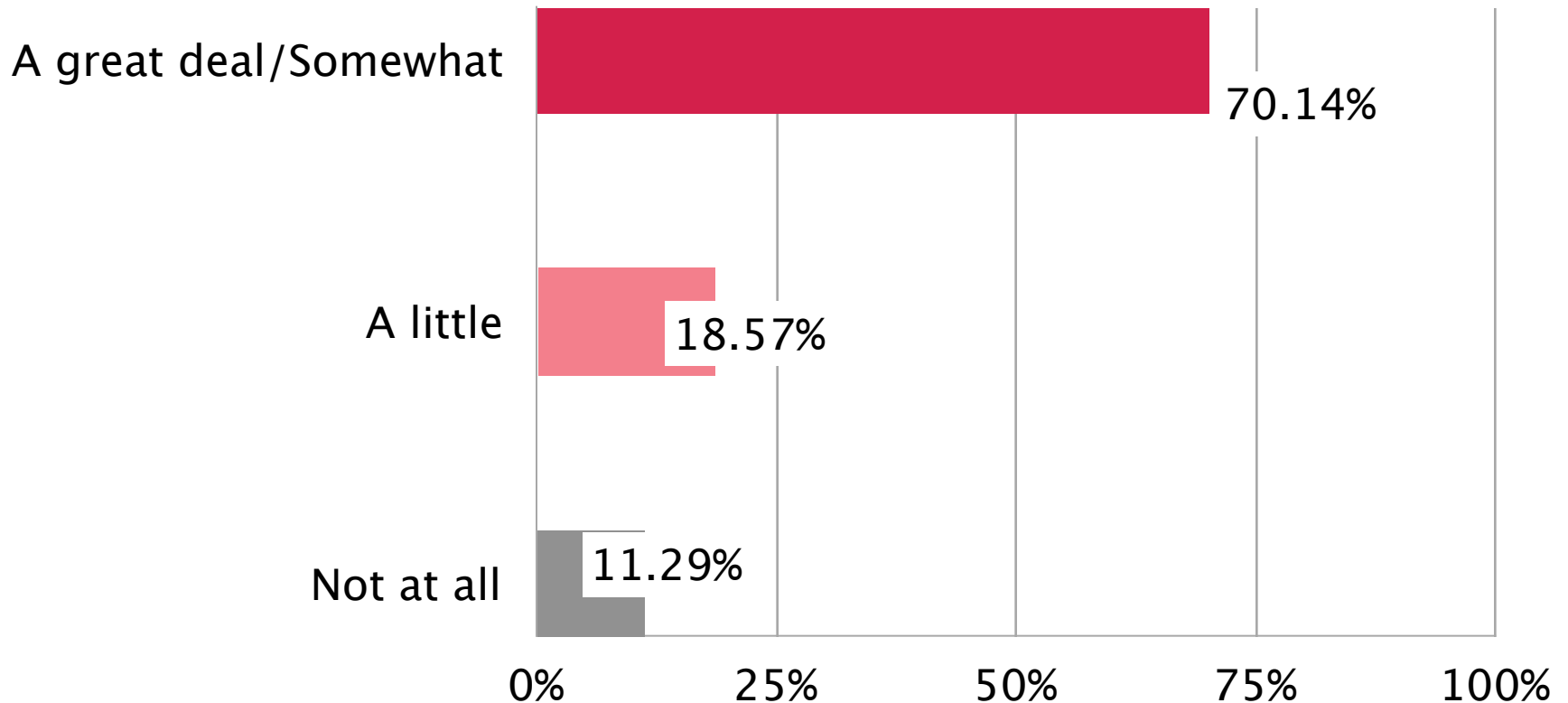
Does childhood obesity concern you with regard to the children in your household?

RESPONSES OF MOMS



Twice as many Moms (70%) admit that they are typically worried about their own weight.

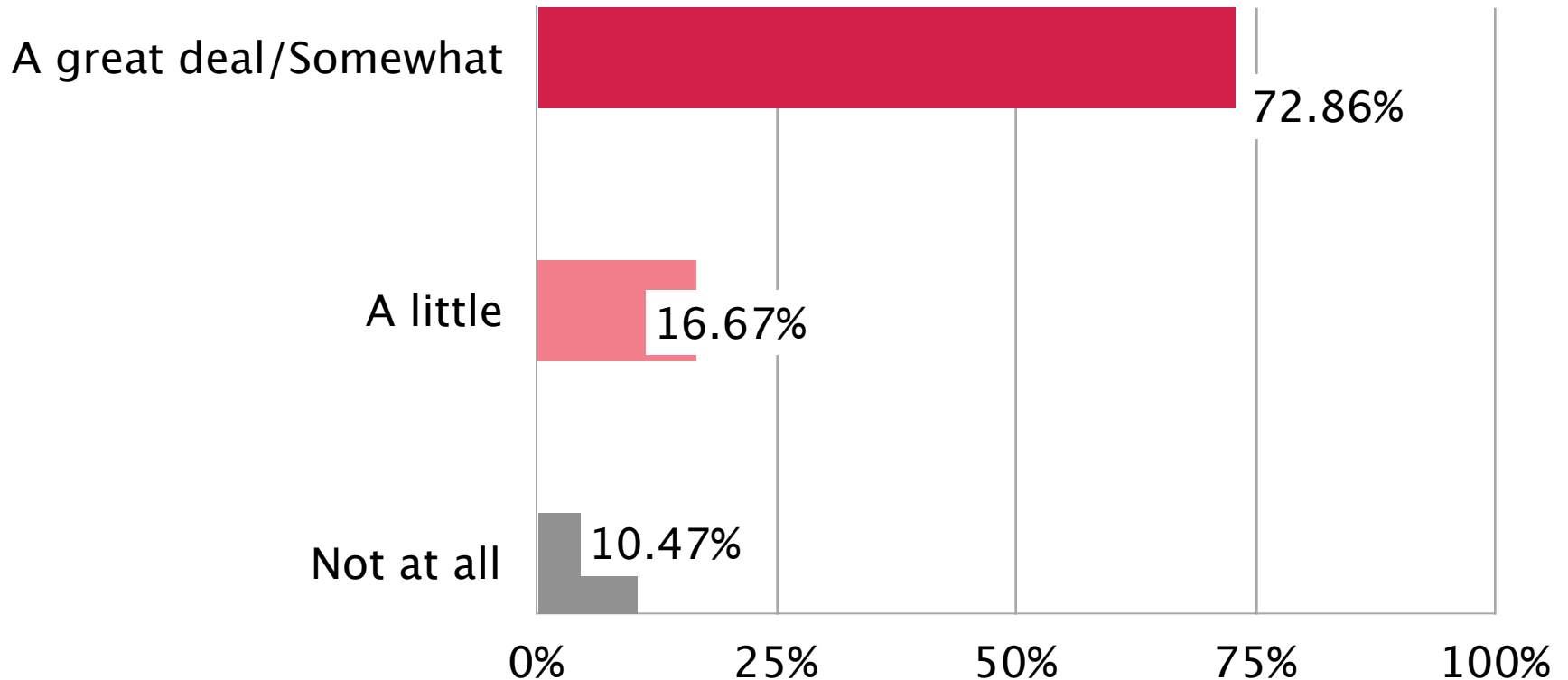
Are you concerned about your own weight?
RESPONSES OF MOMS



Weight anxiety among women who are neither a parent nor have children currently living in their household is nearly three quarters (73%).

Are you concerned about your own weight?

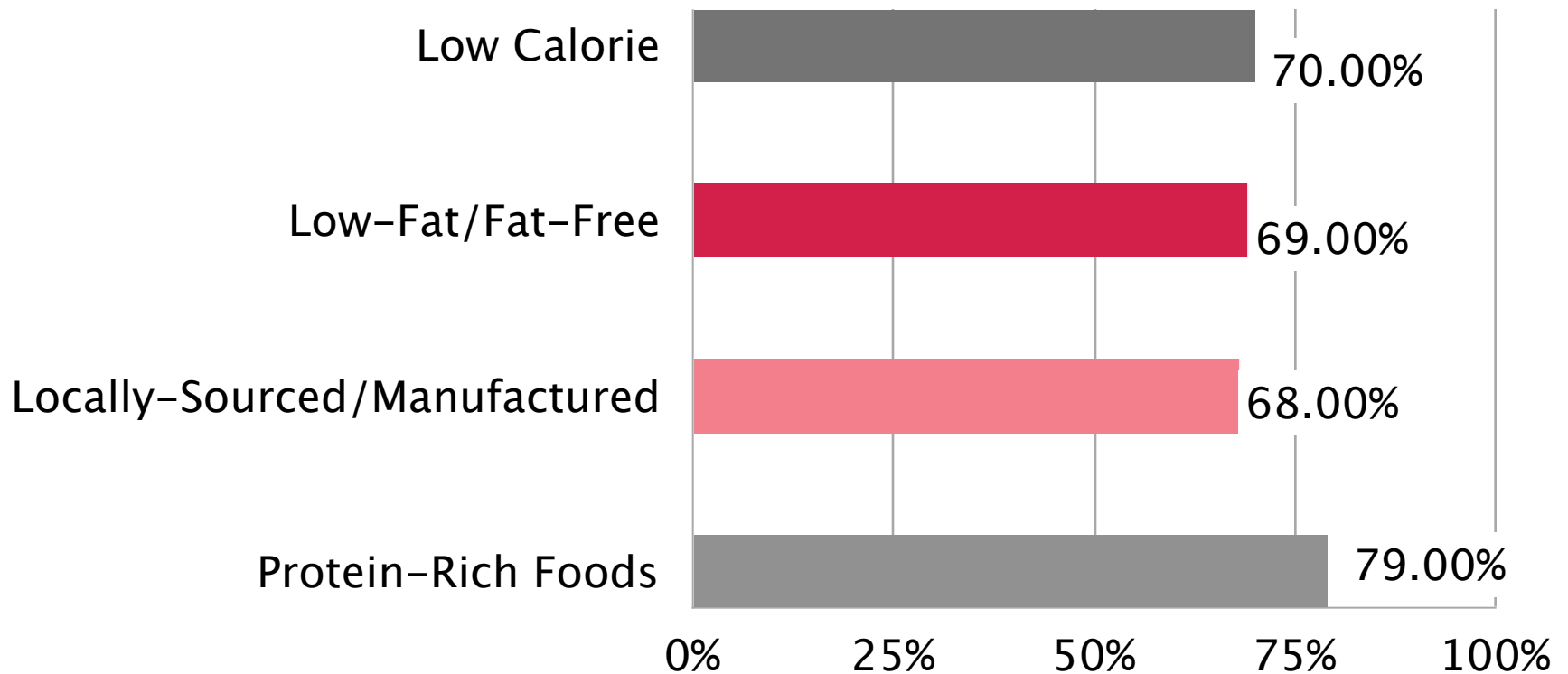
RESPONSES OF NON-PARENTS OR THOSE WITH NO CHILDREN LIVING IN HOUSEHOLD



Looking at health, diet, and nutrition in the grocery cart, several factors are regularly considered by moms when making purchasing decisions for the

How regularly do the following impact your food/drink purchases for the adults in your household, including yourself?

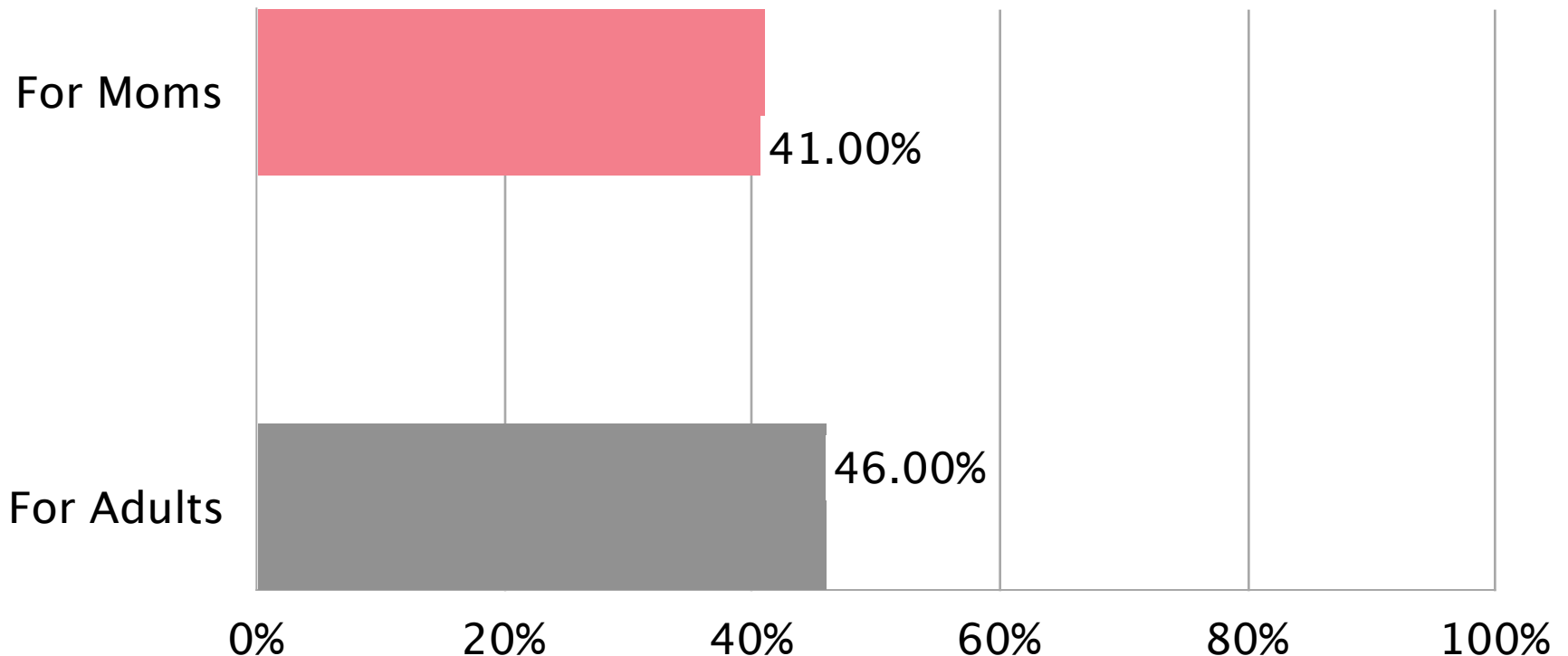
RESPONSES OF MOMS



Many respondents (2 out of 5) regularly turn to the internet to review news and information about healthy eating and nutrition.

Do you regularly go online to review news/information about nutrition/healthy eating for yourself or other adults?

RESPONDENTS WHO SAID "YES"



When it comes to honing in on specific news and updates about dieting and calorie counting, significantly more moms are routinely going online

Do you regularly go online to review news/information about nutrition/healthy eating for children or for adults?

RESPONDENTS WHO SAID "YES"

