National Survey Reveals Office Eating Habits and Trends for Working Women

A recent survey by *Working Mother* Magazine & South Beach Diet® foods from Kraft polled more than 1,000 working women, ages 25 to 50 years old, to explore their eating habits on the job. A sampling of findings from the national survey is as follows:

**Working women understand the importance of eating healthy, but do not necessarily eat nutritious foods.**
- The majority of working women surveyed agreed that nutrition is important for the food they eat at work (80 percent). However, during an average work week, only 21 percent of the working women surveyed bring food from home every day, therefore the majority of women rely on food options in and around the office, often opting for unhealthy eating choices.

**Misconceptions about healthy foods lead to poor office eating habits.**
- Respondents agreed that they do not eat as healthy at work as they would like to for the following reasons:
  - It takes too long to prepare (59 percent)
  - It costs too much (53 percent)
  - Healthier foods are not as filling (19 percent)
  - Healthier foods don’t taste good (16 percent)

**Working women claim to select foods at work that help them manage their weight, but they don’t seem to follow through.**
- Most working women surveyed claim to eat foods that help them manage their weight (89 percent), yet only 14 percent of working women are continually weight-conscious when choosing food options. The majority of women pay close attention to their food choices some of the time or occasionally while a mere 11 percent never eat foods that help them manage their weight.

**Hunger satisfaction and convenience rank high in food choices at the workplace.**
- Almost every working woman surveyed agreed that hunger satisfaction and convenience are important for the food they eat at work (93 percent and 92 percent). Likewise, the majority of respondents also believe the taste for the food is important (87 percent) along with how much the food costs (85 percent).

**Most working women graze at workplace despite concerns of weight gain.**
- Over 84 percent of working women snack at least once during the work day and they are not choosing nutritious food options. Approximately 56 percent of working women fill their spats of hunger with pretzels/chips and 52 percent chew on candy/sweets.

**Availability of convenient and nutritious food options will improve workplace eating habits.**
- When asked if access to nutritious and convenient foods for lunch and snacks would help working women better manage their weight and conquer poor eating habits, 82 percent of working women surveyed agreed it would be helpful. Only two percent of working women felt that the availability of healthier food options would not help solve bad eating habits.

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