

Women Have Higher Food IQ's than Men

Contributed by Experian Simmons
Monday, 05 March 2007

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National Study Makes It Official: Women Are More Health Conscious than Men

FORT LAUDERDALE, Fla. - March 6, 2007 - American women are more likely to try eating healthier foods, have better balanced diets, and watch their calories. Those are some of the findings from a new survey on American health and diet attitudes from Experian Simmons Research.

Among the more illuminating differences between men's and women's health/diet attitudes:

- Seventy percent of women say they try to eat healthier food these days compared to 59 percent of men.
- Sixty-three percent of women say they work at eating a well balanced diet compared to 48 percent of men.
- Forty-four percent of women say they consider their diet to be very healthy compared to 38 percent of men.
- Women are 52 percent more likely than men to say they think of calories in the food they eat.

Women are 38 percent more likely than men to say they like to know the ingredients in the foods they buy.

"The results of this study clearly indicate that women are more attuned to factors that are associated with good health and being fit," said Chris Wilson, president of Experian Research Services.

The above findings come from the recently-released Fall 2006 Experian Simmons National Consumer Study (NCS). The NCS is a comprehensive study of American adult consumers in all their diversity. It provides information on consumer usage behavior for all major media, more than 450 product categories and over 8,000 brands.