



Understanding the Role of Nutrition when Eating Away from Home - USA

This study will explore the attitudes towards health and nutrition as they relate to eating outside the home. Inside the home the shopper feels a great deal more control over the health of their family but HFI data also shows that the primary reason for eating outside the home is often not related to nutrition but to convenience and socializing. Yet consumers say they want healthy menu options which often languish on menus. So there appear to be a number of factors that influence the interest in nutrition related to eating away from home. It becomes confusing to understand whether to invest in healthier options and the effect of healthy options will have on consumer choice. This study will help to understand how much of a driver health and nutrition is when eating outside the home.

For information on this study and the benefits of being a sponsor or purchasing, please contact Jim Kane, VP Client Services at jim.kane@healthfocus.com.