



Despite Increased Focus on Healthy Eating, More Than Half of American Households Eat Fast Food Two or More Times a Month

70 Percent Report Feeling Guilty and Bad When They Do

Red Bank, NJ (January 11, 2012) – HealthyWomen, the nation’s leading nonprofit health information source for women, and Allrecipes, the world’s #1 digital food brand, joined forces to survey home cooks about their healthy eating habits and, in particular, fast food consumption. Findings from the 1,563 persons polled, who were largely female, showed more than 56 percent ate at fast-food restaurants at least several times a month. Among those, nearly 15 percent ate fast food two or more times a week. As consumers ponder their New Year’s resolutions, cutting back on fast food meals is one way to reduce weight and improve health.

“The majority of respondents, 75 percent, say they pay more attention to eating healthy now than they did five years ago,” said Elizabeth Battaglino Cahill, RN, executive director of HealthyWomen. “Unfortunately, the quick stops at fast food restaurants often sabotage their efforts.”

Indeed, the majority of respondents (54 percent) admitted they feel “a bit guilty” after eating fast food and another 16 percent say they just feel “bad.”

So why stop at the fast-food drive thru? Half of the survey’s respondents said convenience to accommodate busy schedules and faster meal availability were the top reasons for eating fast food instead of cooking at home. To skip a fast food meal and instead cook a healthy meal at home, 83 percent said it would have to be prepared in 30 minutes or less.

“We understand how pressed for time most women are these days,” said Lisa Sharples, president of Allrecipes. “That’s why we make sure Allrecipes’ sites and apps provide quick, easy access to thousands of fast, easy, affordable and great-tasting recipes that can be made in under 30 minutes.”

Nearly half of survey respondents (47 percent) report the most challenging aspect of eating healthy is finding recipes that are healthy, affordable and easy to make. Finding recipes that are flavorful *and* healthy is the biggest challenge cited by nearly one-third. Allrecipes provides nutritional data for recipes featured on the site. For those cooks looking for a more sophisticated set of tools, Allrecipes’ Supporting Membership provides access to a customized meal planner with detailed nutrition for thousands of menus; subscribers can also quickly and easily locate recipes to match exact dietary needs using the nutrition search tool.

For quick and healthy recipes, easy snacks, tips for losing weight and insights about foods to boost brainpower, consumers can visit www.HealthyWomen.org/healthyeating and www.Allrecipes.com/features/new-year-new-you.

The study was conducted from November 8 to 14, 2011, among 1,563 Allrecipes community members. Visit Allrecipes' Fresh Bites blog to read a complete survey overview in the [January issue](#) of Allrecipes' Measuring Cup Consumer Trends Report.

About HealthyWomen

HealthyWomen (HW) is the nation's leading nonprofit health information source for women. For more than 20 years, women have been coming to HW for answers to their most pressing and personal health care questions. HW provides health information through a wide array of online content and print publications that are original, objective and reviewed and approved by medical experts. Its website, www.HealthyWomen.org[®], was recognized by *ForbesWoman* as one of the "Top 100 Websites for Women" in 2010 and 2011 and was named the top women's health website by Dr. Mehmet Oz in *O, The Oprah Magazine*. To learn more, visit www.HealthyWomen.org.

About Allrecipes

Allrecipes, the world's largest digital food brand, receives 750 million annual visits from home cooks who discover and share food experiences through recipes, reviews, photos, videos, profiles, and blogs on the web and mobile devices. For 14 years, the brand has served as a dynamic, indispensable resource for cooks of all skill levels seeking everyday and holiday meal solutions. Allrecipes' global, multi-platform brand is comprised of 17 websites, 10 apps, and 13 eBooks serving cooks in 22 countries and 11 languages. Allrecipes is part of The Reader's Digest Association, Inc. For additional information regarding Allrecipes, please visit <http://www.allrecipes.com>.

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