

Dietary decisions

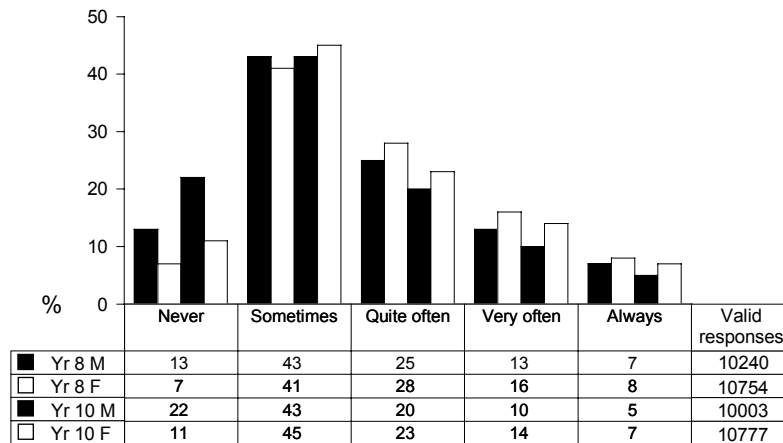
22% of the Year 10 males never consider their health when choosing food

When choosing what to eat, do you consider your health?

1. Most of the young people respond at least *sometimes*.
2. More females than males respond to the higher categories.
3. With respect to age, more of the older males respond *never*; the females show skightly less change.

Comments

1. More than half of this sample 'never' or only 'sometimes' evaluate their diet from a health point of view.
2. The table bears out the evidence of the previous pages that the females are more health-conscious about food than the males. Has 'scare fatigue' particularly affected the Year 10 males?.



Are they 'really' considering their health or just saying so? We looked in the dataset for correlations between positive responses to this question and more healthy dietary choices. We found that they are clearly present: the older males and females who say they often think about their health when choosing food are more likely to: eat salads, fruit, vegetables, fish and drink low-calorie drinks on most days than their peers, and they are less likely to eat chips, sweets, sugary cereals or drink sugary fizzy drinks on most days. This tells us that these global attitudes to food may be important, not being vague opinions but having a real effect on behaviour.