



United States Department of Agriculture

# 2014-16 Eating & Health Module

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*Time Use Across the Life Course Workshop  
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College Park, MD*



# TIME USE—How does this relate to food and nutrition research?

Decisions individuals make on how they use their 24 hours a day have short-run and long-run implications for income and earnings, health, and other aspects of well-being.

- Food procurement and prep - major category of home production
  - Nutrition issues, food safety issues
- Food assistance and time conflicts
- Time spent eating, exercising or doing other activities has implications for obesity risk



# The American Time Use Survey

- Bureau of Labor Statistics survey, conducted by Census
- Continuously collected survey, began 2003
- One designated respondent per household, 15+ years old
- **24-hour recall diary** – core of ATUS (American Time Use Survey)
- 4:00am of previous day to 4:00am interview day
- Primary activity only (self-reported) except for childcare
- Where each activity took place, whom respondent was with
- Demographic, labor participation, and household info; limited geographical info
- Time diary method considered “neutral” method of collecting activity information



# 2006-08 Eating & Health Module

ERS developed a module of questions to accompany the American Time Use Survey

- 4-minute Module fielded 2006-08
- Module funded by ERS and NIH-National Cancer Institute

Data collected included (self-reported):

- Secondary eating and drinking
- Usual grocery shopper, meal preparer
- SNAP participation, income
- School meals for children in household
- General health, BMI

[http://www.ers.usda.gov/data-products/eating-and-health-module-\(atus\).aspx](http://www.ers.usda.gov/data-products/eating-and-health-module-(atus).aspx)



# 2014-16 Eating & Health Module

- 5-minute Module fielded 1/2014-12/2016
- Funded by USDA ERS-Food Economics Division and USDA-Food and Nutrition Service
- Technical assistance partner:  
NIH-National Cancer Institute
- Research areas of interest:
  - diet and health
  - food safety
  - food markets
  - food assistance programs



# Data release

2014 Eating & Health Module data and estimates released May 2016, report will be released July 2016.

2015 Eating & Health Module data and estimates expected to be released Winter 2017.

2016 Eating & Health Module data and estimates expected to be released Winter 2018.



# Eating Behavior

## Eating as a secondary activity

*“We’re interested in finding out more about how people fit meals and snacks into their schedules. Yesterday, you reported eating or drinking between [fill times]. Were there any other times you were eating yesterday—for example while you were doing something else? About how long would you say you were eating while you were [fill activity]?”*



# Eating Behavior--Secondary eating

Example of secondary eating in diary:

<b>start time</b>	<b>end time</b>	<b>primary activitiy</b>	<b>secondary eating?</b>	<b>how long?</b>
<b>8:00pm</b>	<b>10:00pm</b>	<b>watching TV</b>	<b>Yes</b>	<b>15 min.</b>





# On an average day in 2014...

The top 3 places for primary eating and drinking were:

- Own home or yard 71.3 percent
- Workplace 11.4 percent
- Restaurant or bar 9.3 percent

The top 3 places for secondary eating were:

- Own home or yard 53.9 percent
- Workplace 22.2 percent
- Driving a vehicle 6.9 percent

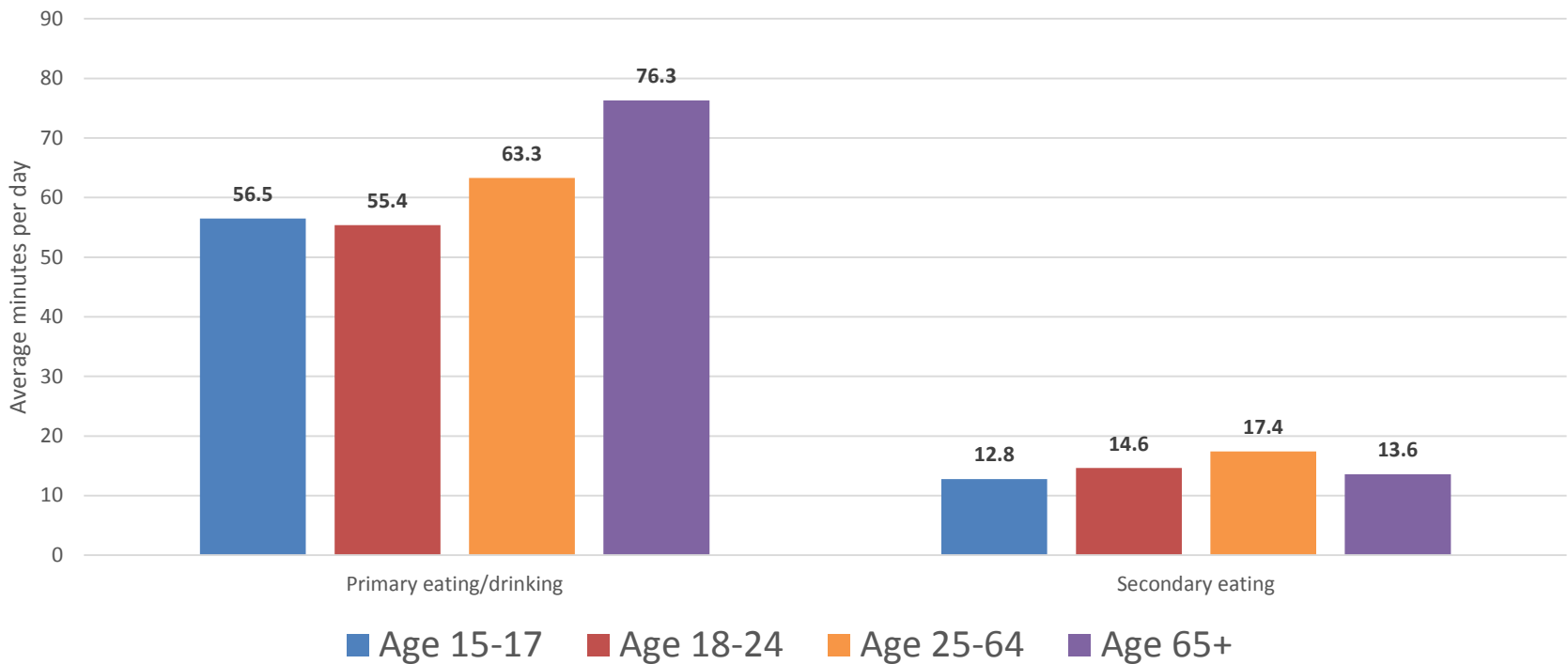
The top 5 primary activities that accompanied secondary eating were:

- Watching television and movies 24.3 percent
- Paid work 22.6 percent
- Socializing with others 4.8 percent
- Food and drink preparation 3.3 percent
- Reading for personal interest 2.9 percent



## Time spent in primary eating/drinking and secondary eating, on an average day, 2014

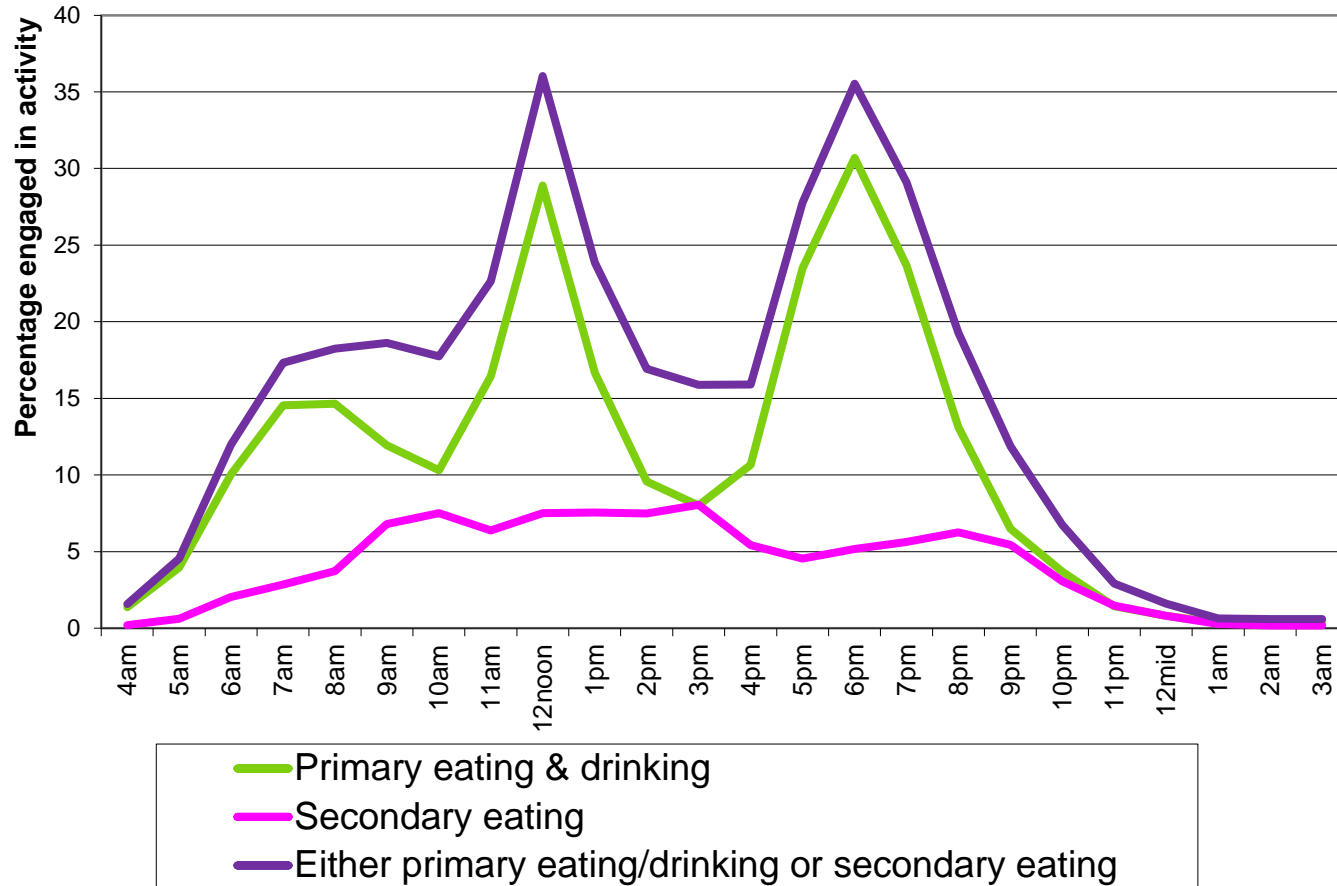
*People age 65 and older spent the most time in primary eating/drinking*



Note: Data are for individuals, age 15 and older.



## Percentage of Americans engaged in eating and drinking by time of day, by hour, 2014, age 15+



# Eating Behavior—2014-16 Module

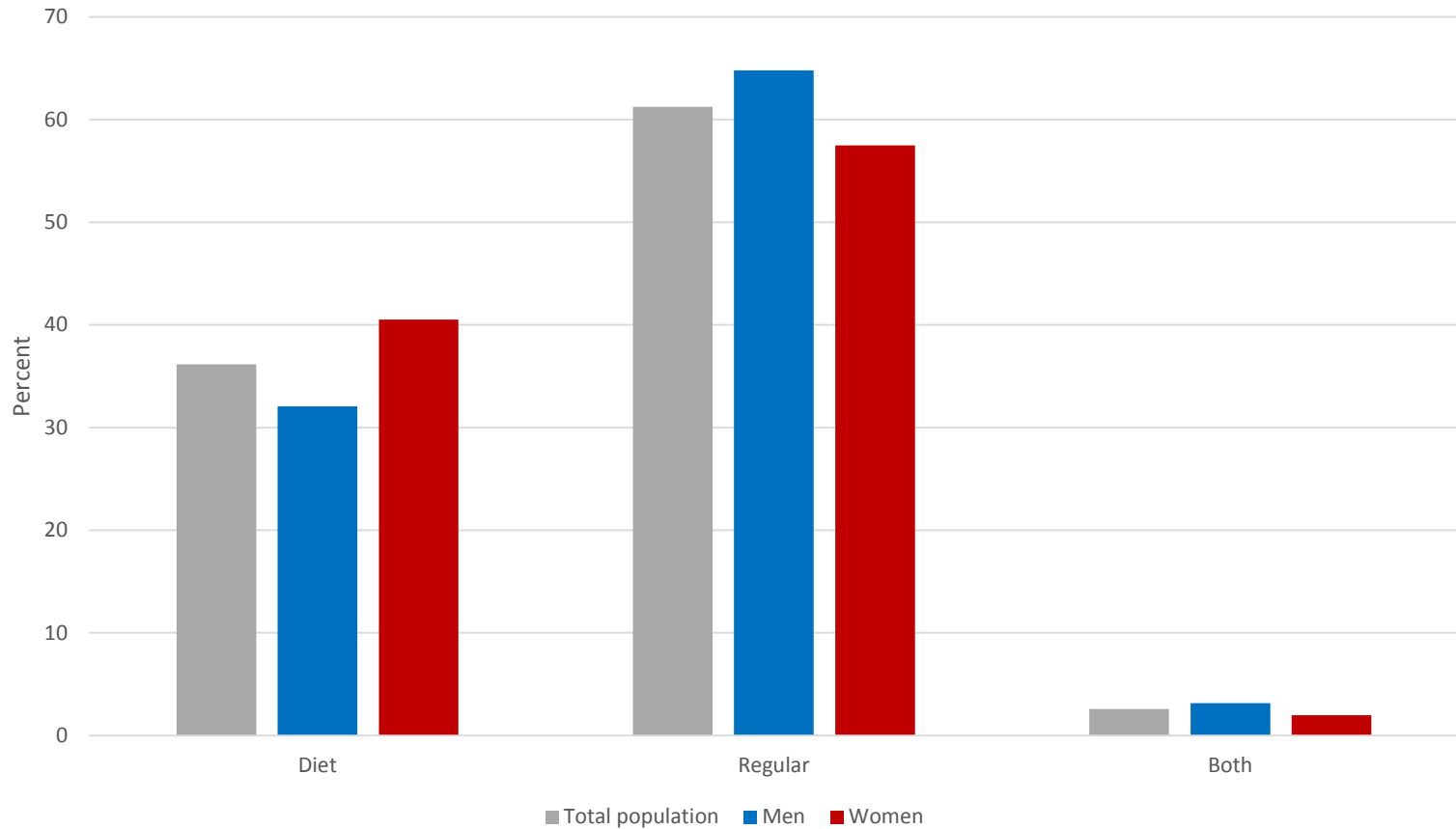
## Secondary drinking—soft drinks

*Not including plain water, were there any other times yesterday when you were drinking any beverages?*

- Were any of the beverages soft drinks such as cola, root beer, or ginger ale?*
- Was the soft drink diet, regular or did you have both kinds?*



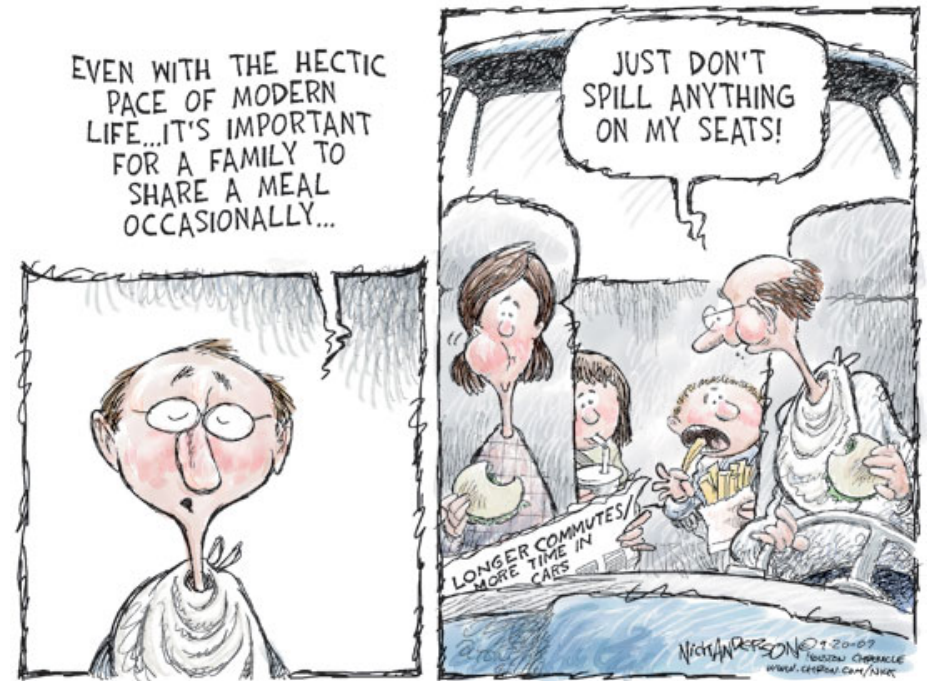
## Diet versus regular soft drinks consumed by those who drank soda as a secondary activity, on an average day in 2014



Note: Data are for individuals, age 15 and older.



# Eating Behavior— Secondary eating & drinking



# Food acquisition

*Are you the person who usually does the grocery shopping in your household? If so:*

*Where do you get the majority of your groceries?*

grocery store, supercenter,  
warehouse club, convenience store, other?

*What is the primary reason you shop there?*

price, location, quality, variety,  
customer service, other?

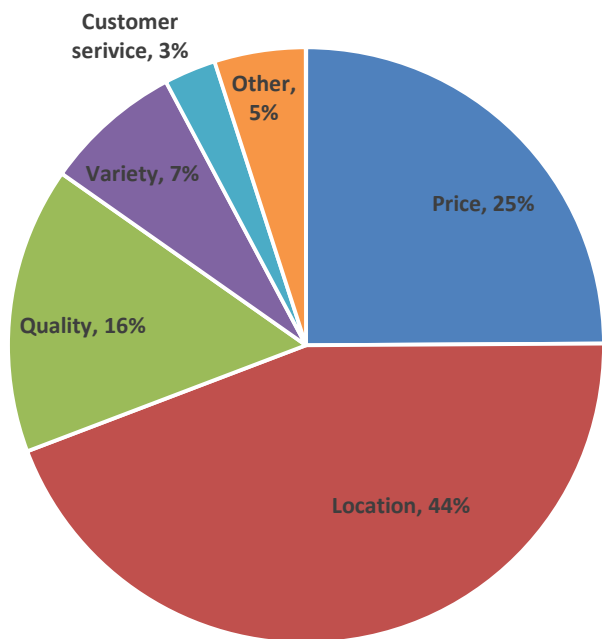
We found out:

- Americans like to talk about grocery shopping.
- One reason is not enough.

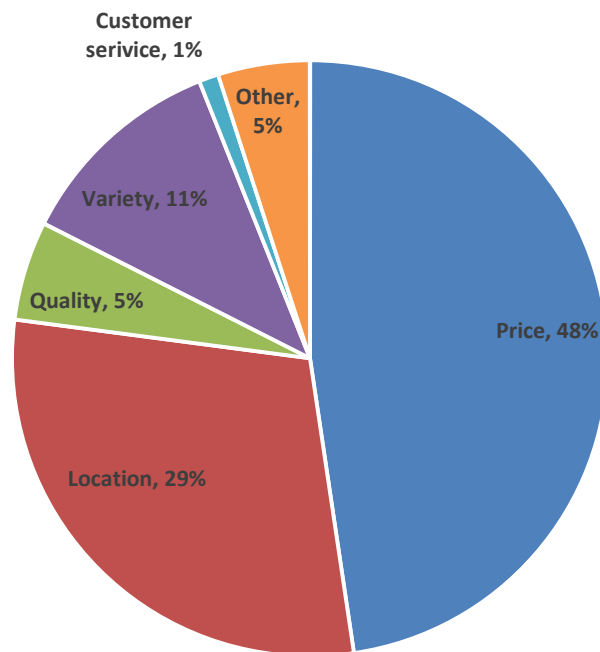


# Grocery shopping preferences

Reason for shopping at a **grocery store**, age 18 and older, those who were the usual/split equally grocery shopper in household



Reason for shopping at a **supercenter store**, age 18 and older, those who were the usual/split equally grocery shopper in household



■ Price ■ Location ■ Quality ■ Variety ■ Customer service ■ Other

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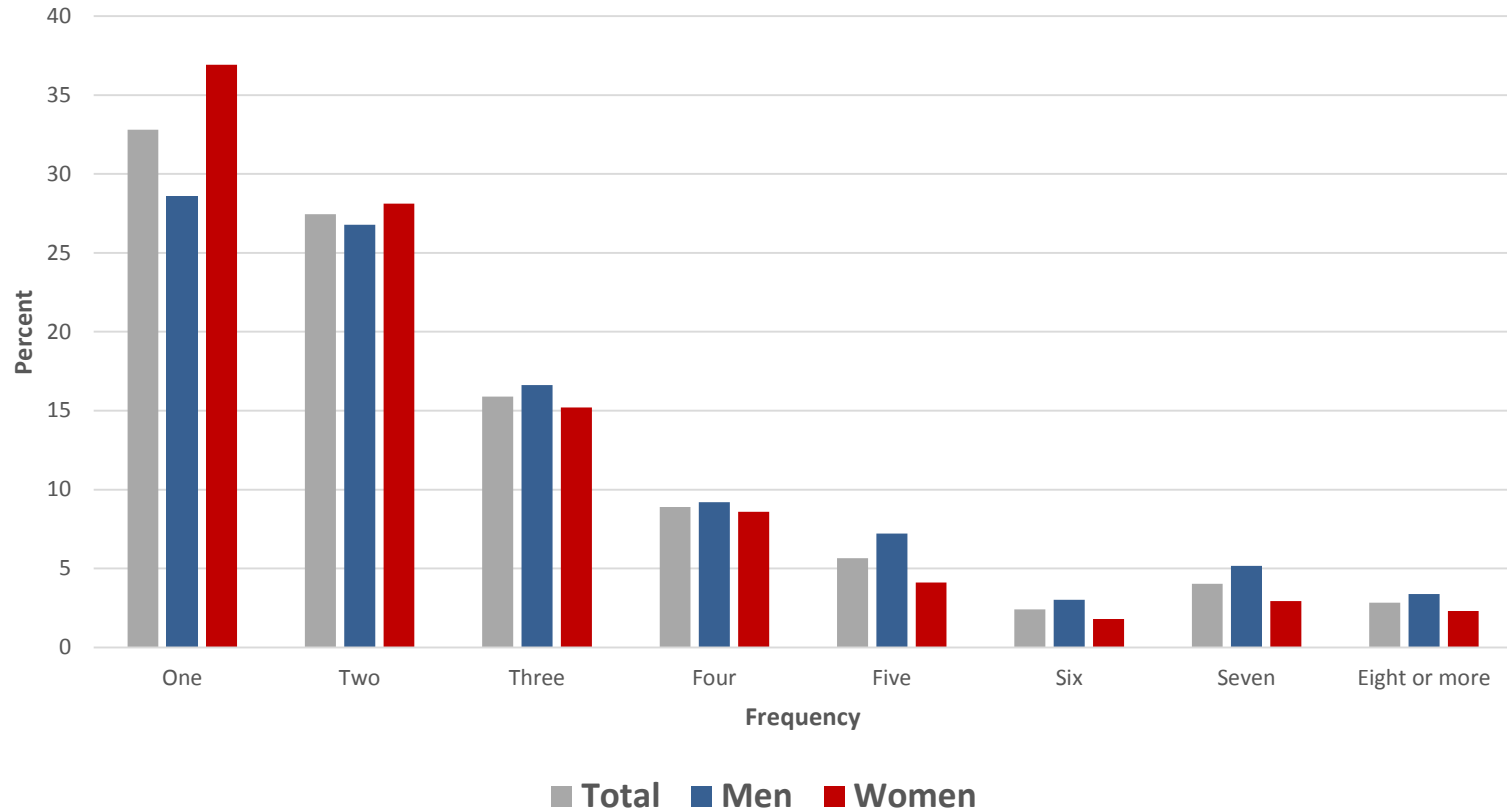
# Food acquisition

*Thinking back over the last seven days, did you purchase any: prepared food from a deli, carry-out, delivery food, or fast food?*

- *How many times?*
- *Did you purchase prepared food yesterday?*



## Weekly frequency of fast-food purchases for fast-food purchasers only, 2014



Note: Data are for individuals, age 18 and older. “Fast food” includes prepared food from a deli, carry out, delivery food, and fast food.



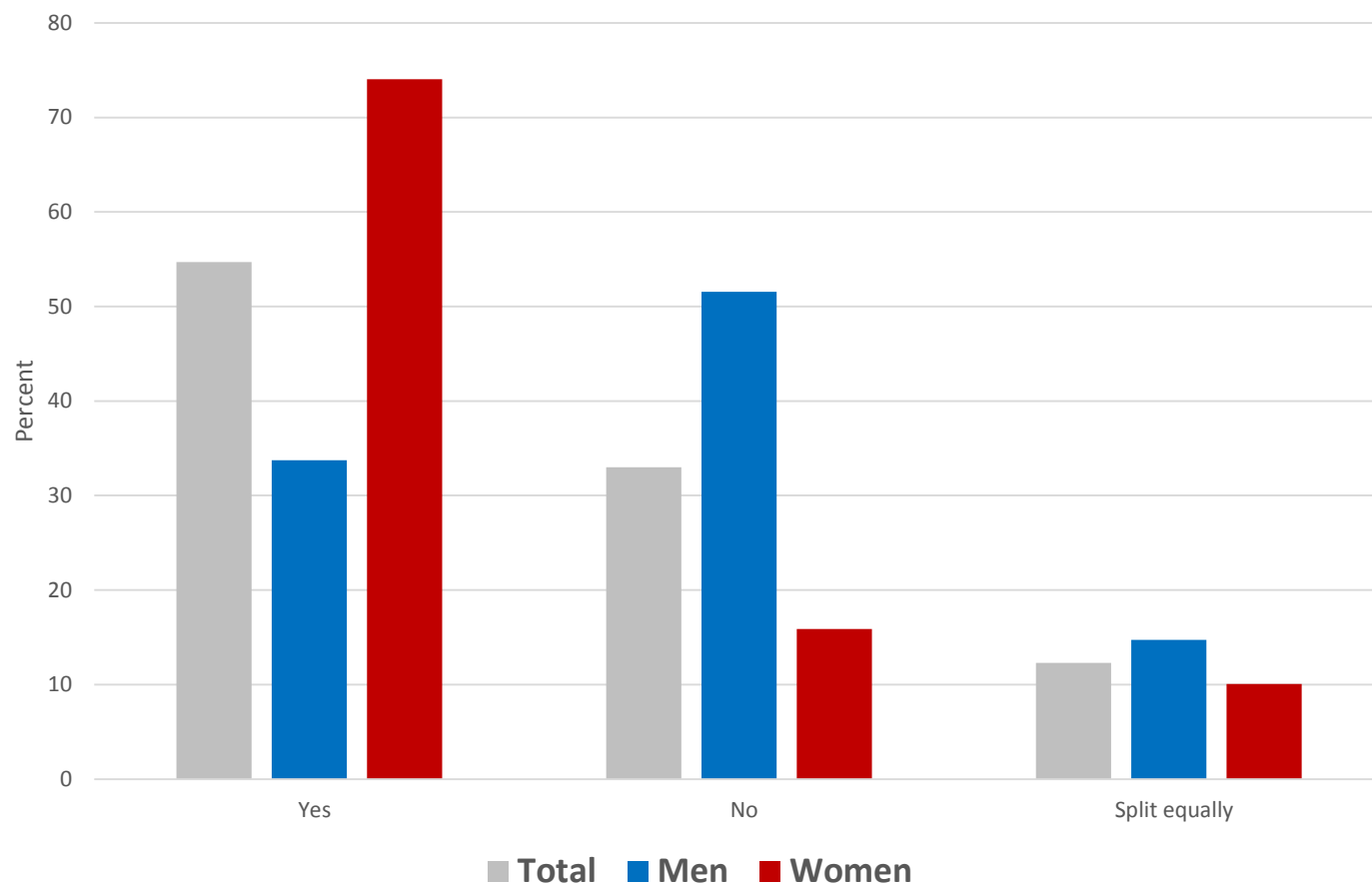
# Meal preparation

*Are you the person who usually prepares the meals in your household? If so:*

- In the last 7 days, did you prepare any meals with meat, poultry or seafood? Did you use a food or meat thermometer?*
- In the last 7 days, did you drink or serve unpasteurized or raw milk?*



### Are you the usual meal preparer in the household?, 2014



Note: Data are for individuals, age 18 and older.



# Food sufficiency and food assistance

*Which of the following statements best describes the amount of food eaten in your household in the last 30 days—enough food to eat, sometimes not enough to eat, or often not enough to eat?*



# Food sufficiency and food assistance

- Supplemental Nutrition Assistance Program participation (SNAP)
- Women, Infants, and Children (WIC) participation
- Household income:
  - Above/below 185% poverty threshold?
  - Above/below 130% poverty threshold?Note: all respondents asked.



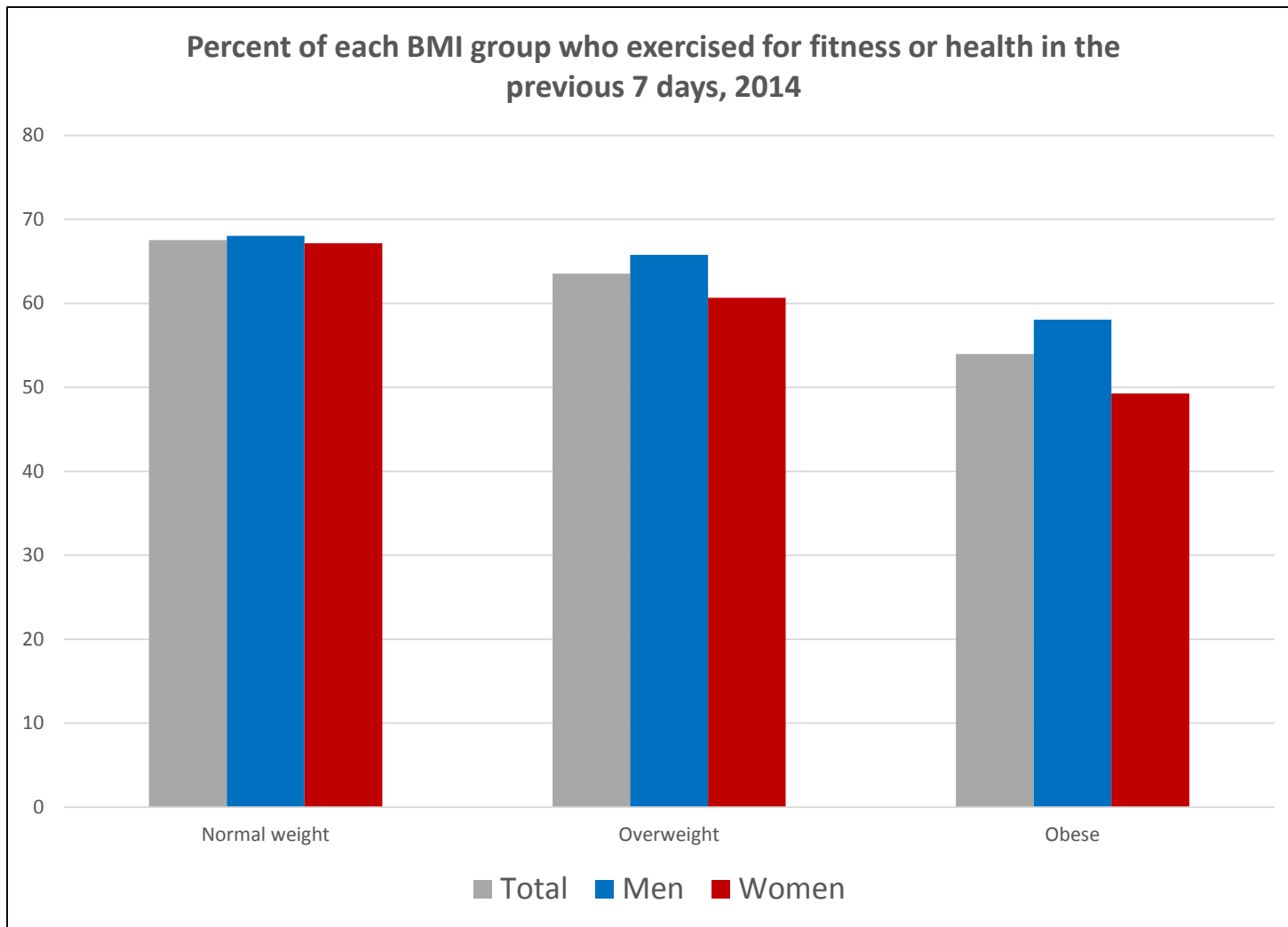
# Health

- General health:  
    excellent, very good,  
    good, fair, poor
- Height & weight
- Exercise:



*During the past seven days, did you participate in any physical activities or exercises for fitness and health such as running, bicycling, working out in a gym, walking for exercise, or playing sports? How many times?*





Note: Data are for individuals, age 20 and older.





# Research using 2006-08 Eating & Health Module

## ***The Role of Time in Fast-Food Purchasing Behavior in the United States***

<http://www.ers.usda.gov/publications/err-economic-research-report/err178.aspx>

## ***How Much Time Do American Spend on Food?***

<http://www.ers.usda.gov/publications/eib-economic-information-bulletin/eib86.aspx>

## ***Nonresponse Bias Analysis of Body Mass Index Data in the Eating and Health Module***

<http://www.ers.usda.gov/publications/tb-technical-bulletin/tb1934.aspx>

## **All Research listed:**

[http://www.ers.usda.gov/data-products/eating-and-health-module-\(atus\)/readings.aspx](http://www.ers.usda.gov/data-products/eating-and-health-module-(atus)/readings.aspx)

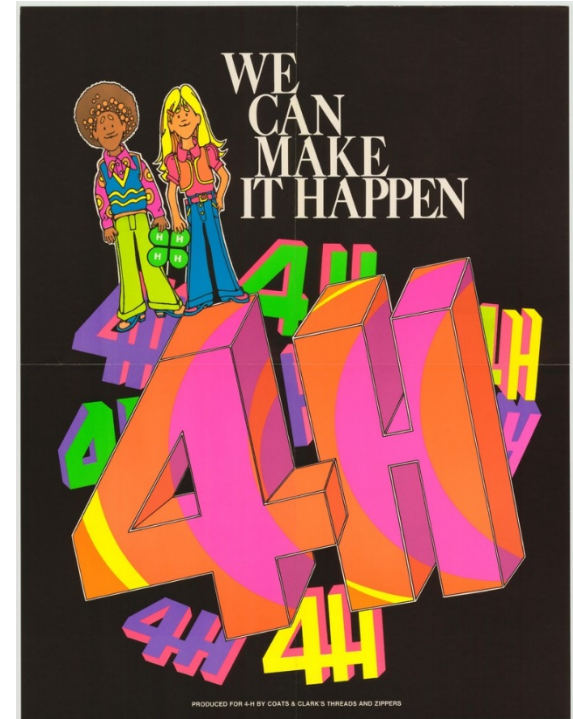


# Contact Information

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Groovy 1974 4-H poster

