

Healthy Eating

Flash Report: October 2019

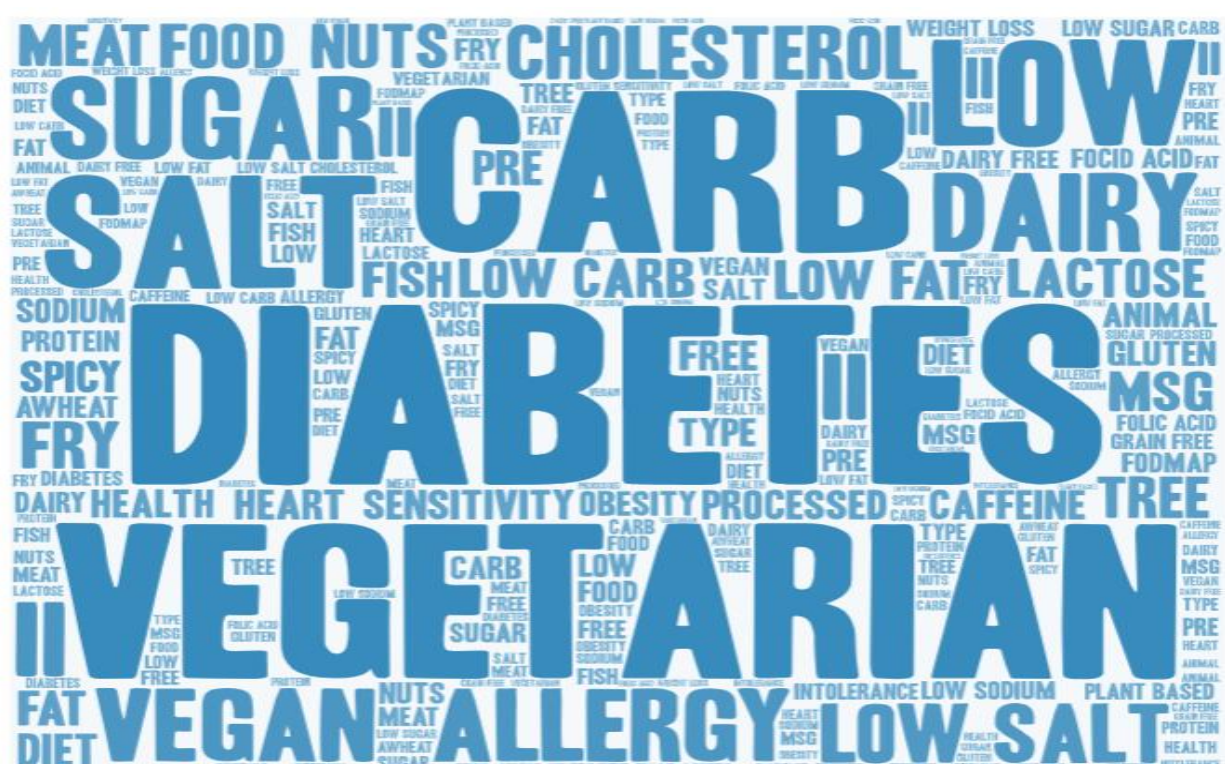
We polled our Taste of Home Inner Circle Community to understand their interest in healthy eating. 144 responded within a week with the following results. In addition 82 comments were posted on the discussion board.

Fresh and Healthy Meals are Key – then it’s cut out the sugar!



32%

Have dietary restrictions



If you are interested in healthy eating, what type of information do you want to know?

47% Best ways to prepare fresh and healthy meals

39% How to cut sugar

35% How to cut calories

31% How to get more nutrition into foods I cook

27% How to eat cleaner

Meals need to adapt to dietary needs

“Have to find substitutes for commonly used ingredients to keep meals health”

“Less breading, frying, reduced baked treats ”

“With the least amount of ingredients and all from scratch”

Trusted Media Brands Inner Circle is an online insights community of more than 1,500 readers and visitors of Reader’s Digest, Taste of Home and Family Handyman. Through weekly interaction, members provide insight through discussion boards, quick polls, surveys and more.