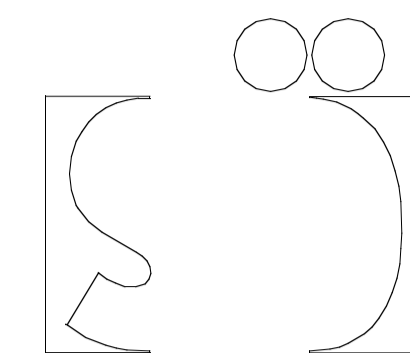


Institut für sozial-ökologische Forschung (ISOE)



ERNÄHRUNGSGESUNDHEIT WENDE

## Nutrition Styles in Everyday Life

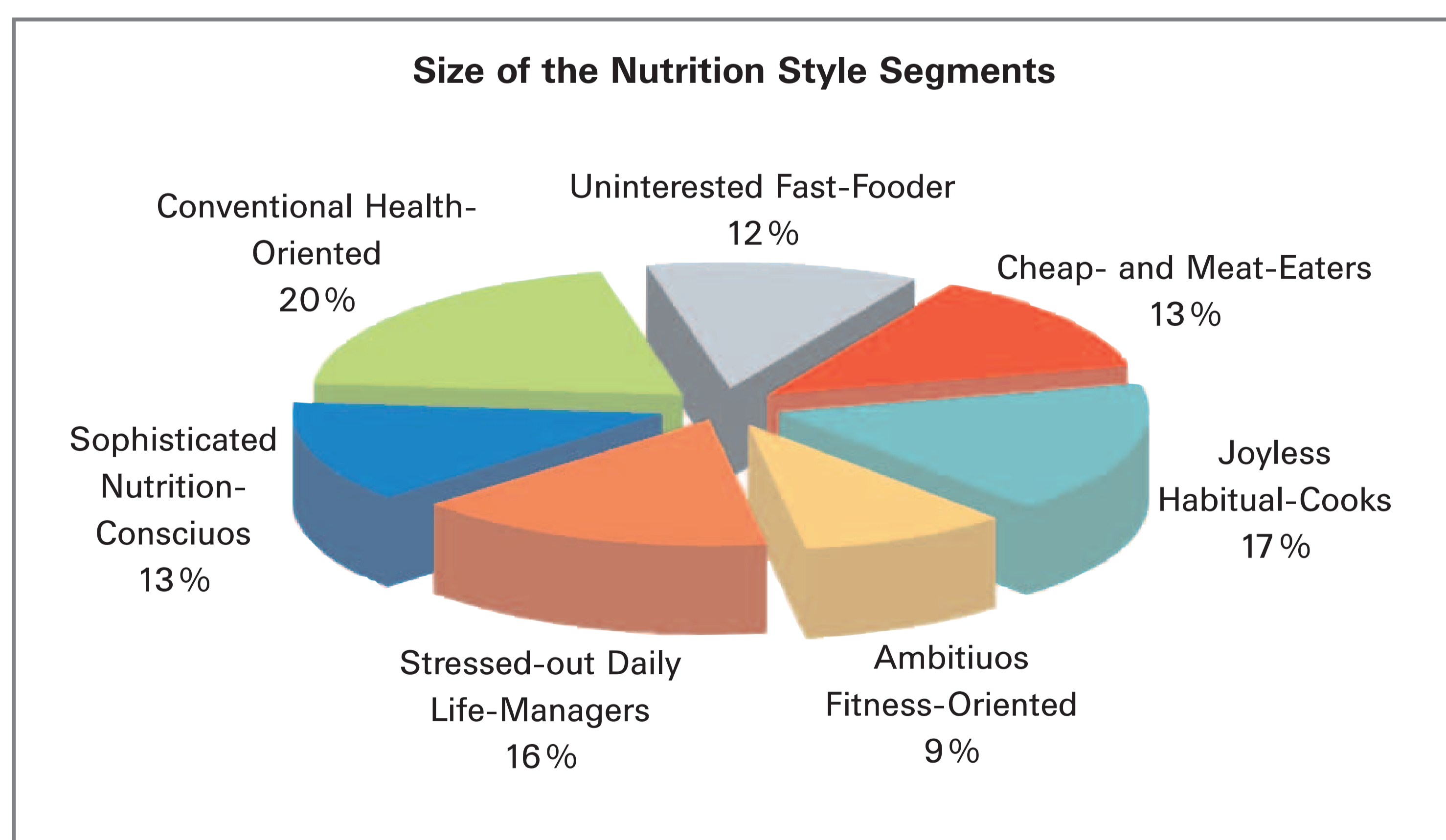
The main goal of the research project »food change« is to foster a more healthy and sustainable way of nutrition. Therefore, the Institute for Social-Ecological Research (ISOE), analyses the way nutrition is embedded in the everyday life of the consumers. The study of different nutrition styles gives advice for the development of strategies towards a food change. The conceptual framework of nutrition styles draws on social-ecological consumption research that links the study of consumer's motivations to the study of environmental impacts of their behaviour, e.g. by the analysis of material flows.

### Approach

The nutrition-style approach has been developed to study the interplay between food-related orientations and the way people manage their diet in everyday life. Based on this approach, an empirical survey with a dual-level, qualitative and quantitative methodology was carried out. The quantitative survey investigated the attitudes of a representative group of 2.039 adults towards nutrition and health as well as their behaviour. Furthermore, data on social situation, life context as well as detailed information on their occupation were collected. The attitudes on nutrition and health as well as some of the sociostructural characteristics were clustered and seven distinct nutritional styles were identified.

### Research Results

The results illustrate the diversity of current nutrition styles in Germany: ranging from uninterested fast-fooders to highly health-oriented nutrition styles. Thus, they provide a better understanding of cognitive, motivational and structural barriers that prevent a more sustainable diet in the context of everyday life. Moreover it helps to identify potentials and starting points that could support a »food change«.



### Nutrition Styles

#### Uninterested Fast-Fooder

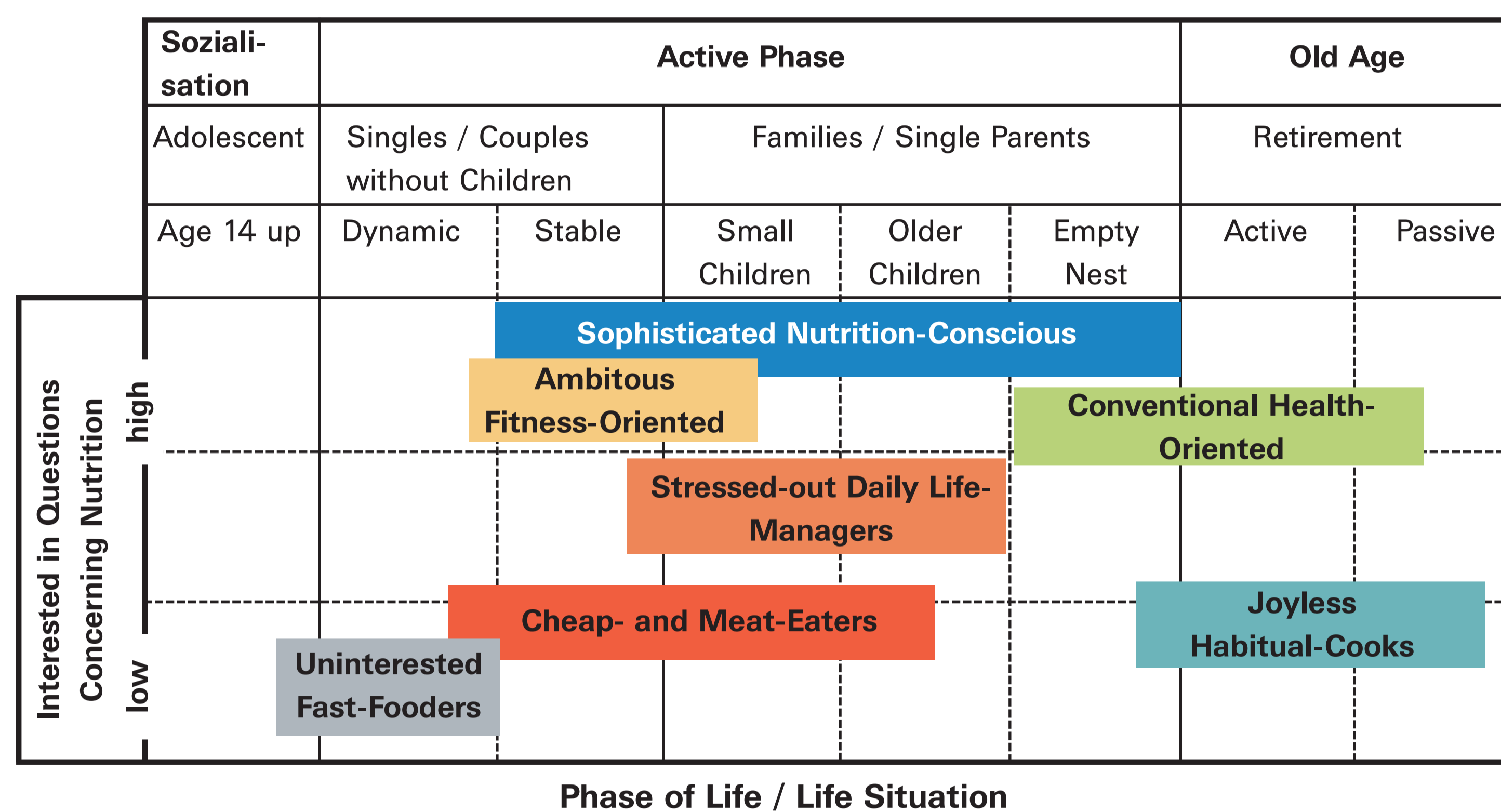
The Uninterested Fast-Fooders (»Desinteressierte Fast-Fooder«) are indifferent to nutrition- and health-related issues. Regular eating habits as well as cooking are not part of their daily routine. The Uninterested Fast-Fooders like to eat out, especially in their leisure time in the company of their peer-group. This nutrition style is wide spread among younger singles and couples; men are over represented.

#### Cheap- and Meat-Eaters

For the Cheap- and Meat-Eaters (»Billig- und Fleisch-Esser«) food has to be inexpensive and its preparation simple and not time consuming. Convenience products are therefore highly appreciated. Meat is considered an ideal meal, as its preparation offers a wide

range of easy and creative ways. The Cheap- and Meat-Eaters break with rigid nutrition routines and shared meals have lost their importance. This nutrition style can be found primarily among young and middle aged singles, couples and families.

Positioning of the Nutrition Styles in the ISOE Phase of Life-Model



#### Joyless Habitual-Cooks

The Joyless Habitual-Cooks (»Freudlose Gewöhnheitsköch/innen«) have very little awareness of nutrition issues. Deeply rooted nutrition routines structure their day and provide guide lines. Eating has the character of a duty, it is rarely connected with enjoyment and pleasure. This nutrition style is mostly found among retired singles and couples.

#### Ambitious Fitness-Oriented

The Ambitious Fitness-Oriented (»Ambitionierte Fitnessorientierte«) prefer high-quality food and follow a very disciplined diet, in order to increase their achievement potential and physical fitness. They balance job-related and private demands with a healthy diet. Therefore, high value and »healthy« products like organic food, but also functional food, play an important role. This nutrition style can primarily be found among couples and families in their child rearing phase, frequently among freelancers and self-employed and among households where both partners work.

#### Stressed-out Daily Life-Managers

The Stressed-out Daily Life-Managers (»Gestresste Alltagsmanager/innen«) have a strong interest in questions of nutrition, especially in order to provide a balanced diet to their children. The double burden of career and family and the lack of support through other family members make it difficult to realize this demand: getting groceries and preparing them becomes a tedious task. This nutrition style is widely spread among women in the child-rearing phase.

#### Sophisticated Nutrition-Conscious

The Sophisticated Nutrition-Conscious (»Ernährungsbewusste Anspruchsvolle«) have a strong interest in nutrition issues and show great sensibility for the integral meaning of nutrition in connection with health. They pay great attention to quality, freshness, and the origin of the products. Organic food is considered a benefit to body and soul, synthetic additives are strictly rejected. This nutrition style is neither bound to a specific phase of life nor to a specific age.

#### Conventional Health-Oriented

The Conventional Health-Oriented (»Konventionelle Gesundheitsorientierte«) highly value good food and have a strong interest in nutrition. Cooking, shopping and eating in a communicative atmosphere is highly appreciated. They prefer regional and seasonal products. Their desire to enjoy food collides with the wish to battle weight and health problems. This nutrition style is found among households in their after family phase.

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