

What Is Weighing Us Down?

Calorie Imbalance Impacts Us All

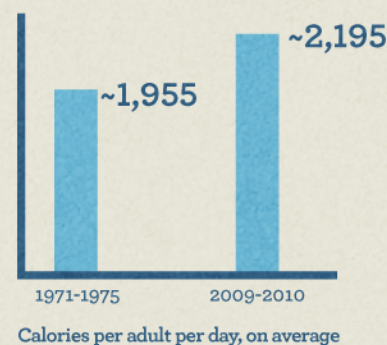
Overweight and obesity are serious health issues in the United States. The following statistics were compiled by The Coca-Cola Company from government data and third-party researchers to promote understanding of calorie (energy) balance and active, healthy living.

More Calories

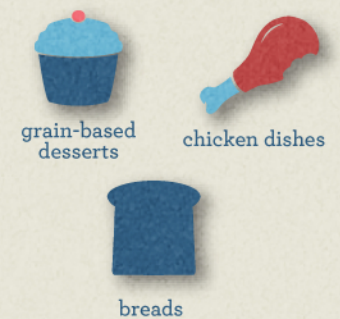
Calories In The Food Supply Are Increasing (1970-2010)*¹



People Are Eating More Calories Daily*²



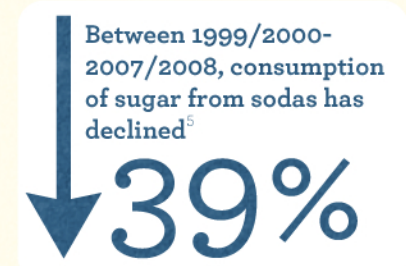
Top 3 Calorie Contributors³



Average Beverage Calories Consumed

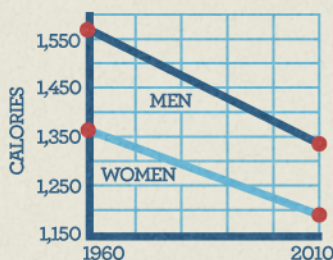


Did you know sugar intake from soft drinks is declining?



Less Movement

Since the 1960s, people are burning fewer calories at work⁶



1/3 of adults report no aerobic physical activity⁷

Represents physical activity during leisure time in 2010



Or **54.9%** of adult waking time is spent sedentary.^{8,9} Keep in mind, on average, another 6-8 hours are spent sleeping.

We're continuing to reduce physical activity in our lives with more sedentary activity, screen time, and less calorie-burning physical activity^{8,10}

What We Can Do

Weight Management Is All About Balance¹¹

Calories In



Calories Out

They come from many sources and they all count¹¹



Physical activity is critical for energy balance¹²

Calories = Energy¹¹



Start by focusing on the whole diet. Pay attention to everything you eat and drink.¹¹

Adults Should Do At Least¹²



150 minutes of moderate-intensity aerobic activity weekly OR 75 minutes of vigorous aerobic activity weekly

AND



incorporate muscle-strengthening activities on

2 or more days per week



and remember, sit less, move more

*Calories in the U.S. diet are measured using both calorie-intake data and calorie-availability data. Both have increased but not by the same amounts. That makes it difficult to give exact numbers about how much and what we are eating.

References:

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