The objective of this study is to understand what the general population perceives as dietary moderation, in relation to recommendations. It is hypothesized that the majority of respondents’ perceptions of moderate intake will be over- or underestimated when compared to dietary recommendations.

Chronic diseases such as type 2 diabetes, cardiovascular disease, and hypertension, have increased significantly in the United States (Ogden, Carroll & Kit, 2014).

Portion sizes have increased over the past thirty years and are typically justified by the “eat in moderation” axiom (Young & Nestle, 2002).

A paper from the Academy of Nutrition and Dietetics, (2013) recommended to include “… a balanced variety of nutrient-dense food and beverages consumed in moderation…” While moderation is often a recommendation, it is not always clearly defined.

A recent study by vanDellen, Isherwood, and Delose (2016) found that the basic “everything in moderation” message can be interpreted a multitude of different ways.

The present study is among the first to include perception of moderation for foods groups that are considered to be health promoting in addition to foods or nutrients that impair health.

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