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Abstract: Promoting healthy eating is important in preventing obesity which is an imminent critical health threat. Previous studies have documented that purchasing power influences eating habit. This study is to investigate time trends of eating pattern and to determine the relationship between changes of eating pattern and purchasing power among Mississippi adults from 1994 to 2009. Total 66,874 adults from the BRFSS data for last 16 years were included in the analyses. Healthy eating was defined as daily consumption of 5 or more servings of fruits and vegetables and unhealthy eating as no or less than 1 serving. A series of SURVEYLOGISTIC analyses controlling for major demographics were conducted to determine the significant linear trends of eating pattern. In 2009, while only 16.9% of Mississippians (23.7% nationally) were observed to be healthy eating, 7.3% (5.3% nationally) were unhealthy eating. The prevalence of unhealthy eating was higher among African American, male and young adults than their counterparts. Our analyses revealed that while unhealthy eating significantly increased (p<0.0001), no change was found in healthy eating (p=0.1453). The proportion of those who were ≥$50,000 of inflation adjusted-household income (on the base of 2009) was 24.7% in 1994 and 30.9% in 2009 (p<0.0001). Mississippians were less likely to eat fruits and vegetables, compared to the nation. Despite increasing in purchasing power, eating patterns among MS adults were getting worse. The results imply that MS adults’ eating pattern may be impacted by other factors (i.e., culture, commercialism, etc) than purchasing power.