

Preferred Diets Fieldwork Dates: 3rd - 6th January 2020

Conducted by YouGov YouGov RealTime

© YouGov plc 2020



#### BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of individuals who have agreed to take part in surveys. Emails are sent to panelists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please email uspress@yougov.com quoting the survey details

#### EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1241 adults. Fieldwork was undertaken between 3rd - 6th January 2020. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

- YouGov is registered with the Information Commissioner

- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

## YouGov

100004		Ge	nuer				Generation					Rey	lion		
	Total	Male	Female	later)	Millennial (1982- 1999)	1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
		A	В	С	D	E	F	G	н	1	J	к	L	М	N
CYD_Q1. For the following question, please remember that your answers will always be treated anonymously and will never be analyzed individually. We have provided you with a 'Prefer not to say' option if you would rather not share your experiences. If you have NEVER changed your diet for any period of time, please select the 'Not applicable' option. Which, if any, of the following are reasons that you have EVER changed your diet? Please select all that apply.	1241	504	680	20	201	316	444	04			220	254	466	204	828
Unweighted base Base: All US Adults	1241	561 607	634	29 42	391 395	315	444	61 65	-	-	220 221	204	400	301 293	811
To accommodate food allergies	1241	11%	14%	14%	17%	10%	10%	17%	-	-	11%	10%	14%	15%	13%
To accontinuousle lood altergres	13%	1176	14%	**	E.F	10%	10%	*	**	**	1170	10%	1476	1376	13%
To lose weight	56%	49%	63% A	48%	48%	56%	63% D.E	66% D*	-	-	56%	57%	56%	56%	61% O.P
To improve my physical health (e.g. to get more vitamins, have a more	54%	51%	56%	58%	55%	51%	55%	51%	-	-	53%	55%	53%	56%	56%
balanced diet, etc.)	,.			**		,.		*	**	**					P
To improve my mental health	20%	20%	19%	26% **	30% E.F.G	17%	12%	8% *		-	23%	18%	20%	17%	18%
To reduce my impact on the planet	13%	15%	11%	22% **	20% E.F.G	13% F.G	8%	4% *		- **	14%	11%	12%	18% K.L	13%
Other	7%	8%	6%	6% **	9% F	9% F	4%	5% *	-	- **	11% L.M	7%	6%	6%	7%
Don't know	2%	1%	3%	2% **	3% F	2%	1%	2% *	- **	- **	2%	1%	3%	1%	2%
Not applicable - I have NEVER changed my diet for any period of time	17%	21% B	14%	10%	13%	21% D	18%	19% *	- **	- **	17%	16%	17%	18%	17%
Prefer not to say	2%	3%	2%	4% **	3%	3%	2%	-	-	- **	3%	2%	3%	2%	1%
You previously said that you have changed your diet to lose weight.Which, if any, of the following have you EVER either considered using or used for weight loss? Please select the option that best applies on each row. CYD_02_1.Keto (i.e., a high-fat, adequate-protein, low- carbohydrate diet)	706	286	420	16	194	175	282	39	-	-	123	150	264	169	506
Base: All US Adults who have ever changed their diet to lose	695	297	398	20	190	170	273	43	-	-	123	148	260	164	496
weight I have used this diet for weight loss	19%	21%	17%	30%	23%	21%	17%	6%	-	-	17%	12%	22%	24%	19%
I have never used this diet for weight loss, but have considered this	27%	25%	29%	** 21% **	G 30%	G 29%	25%	* 27%	** - **	** - **	22%	30%	K 26%	K 31%	27%
Not applicable - I have never used or considered using this diet for weight loss	52%	51%	52%	38%	46%	48%	57%	68%	-	-	59%	57%	52%	42%	54%
-	00/		10/	**	201		D	D.E*	**	**	M	M	M	10/	10/
Prefer not to say	2%	3%	1%	12% **	2%	2%	1%	*	-	-	3%	1%	1%	4% L	1%
CYD_Q2_2. South Beach (i.e., consisting of foods with a low glycemic index, and carbohydrates and fats are categorized as "good" or "bad")															
Unweighted base	706	286	420	16	194	175	282	39	-	-	123	150	264	169	506
Base: All US Adults who have ever changed their diet to lose weight	695	297	398	20	190	170	273	43	-	-	123	148	260	164	496
I have used this diet for weight loss	12%	10%	13%	17% **	13%	10%	13%	5% *	-	- **	8%	13%	16% J	9%	12%

25%

23%

31%

-

20%

-

22%

23%

19%

22%

Gender Generation Region

I have never used this diet for weight loss, but have considered this

21%

18%

23%

9%

15%

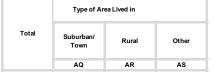
## YouGov

YouGov		R	ace			Educa	ation							Marital Status	
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership		In a relationship, not living together	NET: In a relationship	Single	Divorced
		0	Р	Q	R	S	т	U	v	w	X	Y	z	AA	AB
CYD_Q1. For the following question, please remember that your answers will always be treated anonymously and will never be analyzed individually. We have provided you with a 'Prefer not to say' option if you would rather not share your experiences. If you have NEVER changed your diet for any period of time, please select the 'Not applicable' option.Which, if any, of the following are reasons that you have EVER changed your diet? Please select all that apply.															
Unweighted base	1241	158	161	94	454	419	240	128	580	19	88	45	732	320	98
Base: All US Adults	1241 13%	142	195	93	503	387	227	124	572 13%	17	86	44	719 13%	333 14%	95
To accommodate food allergies	13%	13%	11%	17%	9%	11%	17% R.S	25% R.S	13%	5% **	10% *	19% *	13%	14%	10% *
To lose weight	56%	42%	44%	56% O*	49%	57% R	63% R	69% R.S	61% AA	35% **	58% *	55% *	60% AA	48%	53% *
To improve my physical health (e.g. to get more vitamins, have a more balanced diet, etc.)	54%	48%	45%	59%	45%	55%	63%	70%	54%	49%	53%	55%	54%	57%	55%
balanced diel, etc.)						R	R	R.S		**		•			*
To improve my mental health	20%	19%	25%	24%	19%	21%	19%	19%	17%	28%	22% AB*	21%	18%	26% V.Z.AB.AC	11%
To reduce my impact on the planet	13%	9%	13%	20%	8%	14%	18%	24%	12%	21%	25%	21%	14%	15%	11%
To reduce my impact on the plane.	1378	576	1376	20% O*	078	R	R	R.S	12.70	**	V.Z.AA.AB.AC*	AC*	V	1376	*
Other	7%	8%	6%	6%	7%	6%	9%	8%	7%	-	9%	13%	7%	8%	6% *
Don't know	2%	3%	2%	-	2%	3% U	2%	-	2%	5%	3%	2%	2%	2%	-
Not applicable - I have NEVER changed my diet for any period of time	17%	21%	16%	11%	24%	16% T	10%	9%	16%	22%	18%	12%	16%	16%	28%
Prefer not to say	2%	2%	4%	8% N*	S.T.U 3%	2%	2%	1%	2%	-	-	4%	2%	2%	V.Y.Z.AA* 3%
You previously said that you have changed your diet to lose weight.Which, if any, of the following have you EVER either considered using or used for weight loss? Please select the option that best applies on each row. CYD_02_1.Keto (i.e., a high-fat, adequate-protein, low- carbohydrate diet)															
Unweighted base	706	73	74	53	229	238	151	88	361	7	53	25	446	159	50
Base: All US Adults who have ever changed their diet to lose weight	695	60	86	53	246	220	144	85	352	6	50	24	431	161	50
I have used this diet for weight loss	19%	16% *	22% *	23%	15%	22%	21%	21% *	21%	15% **	23%	7% **	20%	19%	16% *
I have never used this diet for weight loss, but have considered this	27%	28% *	33% *	19% *	29%	23%	31%	25% *	28%	25% **	29% *	38% **	28%	28%	15% *
Not applicable - I have never used or considered using this diet for weight loss	52%	53%	44%	43%	54%	52%	46%	53%	50%	47%	46%	55%	50%	49%	69%
Prefer not to say	2%	* 2%	* 1%	* 15%	2%	2%	1%	* 1%	1%	** 13%	* 2%	-	1%	4%	V.X.Z.AA* -
OVD 00.2 South Break (i.e. consisting of feeds with a low		•	•	N.O.P*				*		**	•	**		V	*
CYD_Q2_2. South Beach (i.e., consisting of foods with a low glycemic index, and carbohydrates and fats are categorized as "good" or "bad")															
Unweighted base	706	73	74	53	229	238	151	88	361	7	53	25	446	159	50
Base: All US Adults who have ever changed their diet to lose weight	695	60	86	53	246	220	144	85	352	6	50	24	431	161	50
I have used this diet for weight loss	12%	13% *	10% *	19% *	10%	13%	11%	19% R*	14% Z	15% **	6% *	-	13%	11%	19% *
I have never used this diet for weight loss, but have considered this	21%	25%	20%	11%	21%	17%	25%	26%	23%	13%	20%	13%	22%	19%	16%

### YouGov

YouGov							Parent	or guardian of any	children			Inco	ome		
	Total	Widowed	Separated	Other	Prefer not to say	y Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
		AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	АМ	AN	AO	AP
CYD_Q1. For the following question, please remember that your answers will always be treated anonymously and will never be analyzed individually. We have provided you with a 'Prefer not to say' option if you would rather not share your experiences. If you have NEVER changed your diet for any period of time, please select the 'Not applicable' option.Which, if any, of the following are reasons that you have EVER changed your diet? Please select all that apply.															
Unweighted base	1241	52	17	6	16	314	417	676	528	37	459	325	323	134	421
Base: All US Adults	1241	51	19	10	15	302	409	660	544	37	469	332	305	135	423
To accommodate food allergies	13%	11%	5% **	-	-	14% AH	9%	11%	15% AH	13%	12%	12%	15%	15%	15%
To lose weight	56%	67% AA*	53% **	47% **	26% **	53%	63% AG.AI.AJ.AK	59% AG	54%	42% *	50%	57%	66% AL.AM.AO	51%	51%
To improve my physical health (e.g. to get more vitamins, have a more balanced diet, etc.)	54%	52%	33%	25%	25%	54%	53%	54%	56%	21%	46%	57%	65%	50%	52%
,,		•	**	**	**	AK	AK	AK	AK	•		AL	AL.AO		
To improve my mental health	20%	12% *	20%	25% **	7% **	27% AH.AI	12%	18% AH	21% AH	16% *	21%	20%	16%	19%	24% AQ
To reduce my impact on the planet	13%	6% *	3%	-	7% **	14% AH.AI	8%	10% AH	17% AH_AI	7%	11%	13%	17% AL	12%	19% AQ.AR
Other	7%	4%	3%	-	7%	7%	6%	5%	9% Al	11%	7%	7%	6%	8%	6%
Don't know	2%	2%	5% **	-	17%	2%	1%	1%	2%	10% AG.AH.AI.AJ*	3%	2%	1%	3%	2%
Not applicable - I have NEVER changed my diet for any period of time	17%	20%	21%	10%	19%	18%	20% AK	19% AK	15%	3%	21%	15%	11%	19%	18%
Prefer not to say	2%	-	-	18%	23%	AK 2%	2%	2%	2%	21% AG.AH.AI.AJ*	AM.AN 2%	1%	1%	AN 9% ALAMAN	2%
You previously said that you have changed your diet to lose weight.Which, if any, of the following have you EVER either considered using or used for weight loss? Please select the option that best applies on each row. CYD_02_1. Keto (i.e., a high-fat, adequate-protein, low- carbohydrate diet)															
Unweighted base Base: All US Adults who have ever changed their diet to lose	706	35	10	2	4	170	261	398	292	16	233	188	214	71	218
weight	695	34	10	5	4	161	258	388	291	16	237	188	201	70	217
I have used this diet for weight loss	19%	12%	26% **	**	-	25% AH.AI	17%	20% AH	19%	12% **	20% AO	16%	25% AM.AO	8% *	22%
I have never used this diet for weight loss, but have considered this	27%	24%	14% **	46% **	69% **	31%	28%	28%	25%	45% **	26%	28%	26%	33%	28%
Not applicable - I have never used or considered using this diet for weight loss	52%	65%	50%	54%	31%	43%	55%	52%	53%	32%	52%	56%	49%	48%	47%
		•	**	**	**		AG	AG		**				•	
Prefer not to say	2%	-	9% **	-	-	1%	0%	1%	3% AH.AI	12% **	2%	-	0%	11% AL.AM.AN*	3%
CYD_Q2_2. South Beach (i.e., consisting of foods with a low glycemic index, and carbohydrates and fats are categorized as "good" or "bad")															
Unweighted base	706	35	10	2	4	170	261	398	292	16	233	188	214	71	218
Base: All US Adults who have ever changed their diet to lose weight	695	34	10	5	4	161	258	388	291	16	237	188	201	70	217
I have used this diet for weight loss	12%	7%	9% **	-		11%	13%	13%	11%	17%	13% AO	10%	16% AO	4%	14%
I have never used this diet for weight loss, but have considered this	21%	19%	37%	46%	22%	22%	26%	24%	18%	16%	18%	24%	22%	24%	20%

### YouGov



CYD\_Q1. For the following question, please remember that your answers will always be treated anonymously and will never be analyzed individually. We have provided you with a 'Prefer not to say' option if you would rather not share your experiences.If you have NEVER changed your diet for any period of time, please select the 'Not applicable' option.Which, if any, of the following are reasons that you have EVER changed your diet? Please select all that apply

all that apply.				
Unweighted base	1241	582	234	4
Base: All US Adults	1241	576	235	6
To accommodate food allergies	13%	12%	10%	13% **
To lose weight	56%	58% AP	61% AP	14% **
To improve my physical health (e.g. to get more vitamins, have a more balanced diet, etc.)	54%	57%	51%	28% **
To improve my mental health	20%	17%	19%	13% **
To reduce my impact on the planet	13%	12% AR	5%	13% **
Other	7%	8%	7%	- **
Don't know	2%	2%	2%	- **
Not applicable - I have NEVER changed my diet for any period of time	17%	17%	17%	-
Prefer not to say	2%	2%	2%	72% **
You previously said that you have changed your diet to lose weight.Which, if any, of the following have you EVER either				

considered using or used for weight loss? Please select the

option that best applies on each row.

CYD\_Q2\_1. Keto (i.e., a high-fat, adequate-protein, low-carbohydrate diet)

Unweighted base	706	344	143	1
Base: All US Adults who have ever changed their diet to lose weight	695	334	144	1
I have used this diet for weight loss	19%	20%	14%	100% **
I have never used this diet for weight loss, but have considered this	27%	26%	29%	-
Not applicable - I have never used or considered using this diet for weight loss	52%	53%	56%	-
Prefer not to say	2%	1%	2%	-

CYD\_Q2\_2. South Beach (i.e., consisting of foods with a low glycemic index, and carbohydrates and fats are categorized as

"good" or "bad")

Unweighted base	706	344	143	1
Base: All US Adults who have ever changed their diet to lose weight	695	334	144	1
I have used this diet for weight loss	12%	13%	7%	
I have never used this diet for weight loss, but have considered this	21%	20%	27%	•

YouGov		Ge	nder				Generation					Reg	jion		
	Total	Male	Female	later)	Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
				**		D	D	D*	**	**					
Not applicable - I have never used or considered using this diet for weight loss	65%	69%	62%	75%	70%	63%	63%	64% *	-	-	69%	64%	61%	69%	65%
Prefer not to say	1%	2%	1%	-	2%	2%	1%	-	-	- **	3% L	1%	-	3% L	1%
CYD_Q2_3. Paleo (i.e., including vegetables, fruits, nuts, roots, and meat and excluding foods such as dairy products, grains, sugar, processed oils, salt and coffee)															
Unweighted base	706	286	420	16	194	175	282	39	-		123	150	264	169	506
Base: All US Adults who have ever changed their diet to lose	695	297	398	20	190	170	273	43	-	-	123	148	260	164	496
weight I have used this diet for weight loss	10%	13%	8%	-	15% E	8%	10%	4% *	-	-	14%	8%	11%	10%	9%
I have never used this diet for weight loss, but have considered this	22%	21%	24%	22%	24%	24%	22%	15% *	-	- **	21%	22%	22%	24%	22%
Not applicable - I have never used or considered using this diet for weight loss	66%	64%	67%	78%	60%	66%	66%	81%	-		62%	70%	67%	64%	67%
Prefer not to say	1%	2%	1%	-	0%	2%	2%	D* -	** - **	-	3%	1%	0%	2%	1%
CYD_Q2_4. Atkins (i.e., a low-carbohydrate diet)								•			L				
Unweighted base	706	286	420	16	194	175	282	39	-		123	150	264	169	506
Base: All US Adults who have ever changed their diet to lose weight	695	297	398	20	190	170	273	43	-	-	123	148	260	164	496
I have used this diet for weight loss	24%	25%	23%	8% **	23%	22%	25%	30% *	- **	- **	18%	25%	26%	24%	24% Q
I have never used this diet for weight loss, but have considered this	24%	24%	25%	25% **	27%	26%	23%	13% *	-	-	25%	21%	25%	24%	24%
Not applicable - I have never used or considered using this diet for weight loss	51%	50%	52%	67% **	48%	50%	51%	57% *	-	-	56%	54%	48%	49%	52%
Prefer not to say	1%	1%	1%	-	2%	2%	1%	-	-	-	1%	1%	1%	3%	1%
CYD_Q2_5. Intermittent fasting (e.g., the 16/8 diet, the 5:2 diet,			1		1		1					1			
etc.) Unweighted base	706	286	420	16	194	175	282	39	-		123	150	264	169	506
Base: All US Adults who have ever changed their diet to lose weight	695	297	398	20	190	170	273	43	-	-	123	148	260	164	496
I have used this diet for weight loss	24%	26%	23%	31%	38% E.F.G	24%	17%	10% *	-	- **	26%	19%	27%	23%	23%
I have never used this diet for weight loss, but have considered this	24%	24%	25%	20% **	26%	27%	22%	20% *	- **	- **	26%	22%	23%	27%	24%
Not applicable - I have never used or considered using this diet for weight loss	50%	49%	51%	50%	36%	47%	59%	70%	-	-	47%	57%	50%	47%	51%
Prefer not to say	1%	1%	1%	**	0%	D 2%	D.E 2%	D.E* -	** - **	-	2%	1%	1%	2%	1%
CYD_Q2_6. Mediterranean (i.e., consisting of vegetables, fruits, herbs, nuts, beans and whole grains)				**				*	**	**					
Unweighted base	706	286	420	16	194	175	282	39	-	-	123	150	264	169	506
Base: All US Adults who have ever changed their diet to lose weight	695	297	398	20	190	170	273	43	-	-	123	148	260	164	496
I have used this diet for weight loss	18%	18%	17%	16% **	23%	15%	16%	10% *	-	- **	17%	13%	18%	22% K	17%
I have never used this diet for weight loss, but have considered this	31%	27%	34%	37%	28%	27%	33%	37%	-	-	32%	31%	31%	29%	32%

YouGov		F	ace			Educa	tion							Marital Status	
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Not applicable - I have never used or considered using this diet for		•	*	*				*		**	*	**			*
weight loss	65%	62% *	68%	65%	68% U	68% U	62%	55%	61%	72%	72% *	87%	64% V	66%	66%
Prefer not to say	1%	:	2%	5% N*	1%	2%	1%		1%	-	2%	-	1%	3%	-
CYD_Q2_3. Paleo (i.e., including vegetables, fruits, nuts, roots, and meat and excluding foods such as dairy products, grains, sugar, processed oils, sait and coffee)				N <sup>-</sup>											
Unweighted base	706	73	74	53	229	238	151	88	361	7	53	25	446	159	50
Base: All US Adults who have ever changed their diet to lose weight	695	60	86	53	246	220	144	85	352	6	50	24	431	161	50
I have used this diet for weight loss	10%	16% *	13%	12% *	8%	10%	13%	12%	13% AC	-	8% *	8% **	12% AC	9%	8% *
I have never used this diet for weight loss, but have considered this	22%	20%	28%	15%	21%	24%	22%	23%	22%	47%	31%	35%	24%	21%	16%
Not applicable - I have never used or considered using this diet for			•	•				*		**	*	**	V		*
weight loss	66%	64%	59%	66%	70%	65%	62%	64%	64%	53%	60%	57%	63%	67%	76%
Prefer not to say	1%	-	-	* 7%	1%	1%	3%	1%	1%	-	2%	-	1%	3%	-
		•	•	N.O.P*				*		**	*	**			*
CYD_Q2_4. Atkins (i.e., a low-carbohydrate diet)															
Unweighted base Base: All US Adults who have ever changed their diet to lose	706	73	74	53	229	238	151	88	361	7	53	25	446	159	50
weight	695	60	86	53	246	220	144	85	352	6	50	24	431	161	50
I have used this diet for weight loss	24%	25% *	31% Q*	11% *	19%	23%	30% R	28%	29% X.Z.AA.AC	15% **	12% *	19% **	27% X.AA	18%	24%
I have never used this diet for weight loss, but have considered this	24%	26%	24%	23%	26%	26%	17%	25%	23%	49%	33%	31%	25%	26%	20%
		•	•	•		т		*	AC	**	AC*	**	V.AC	AC	•
Not applicable - I have never used or considered using this diet for weight loss	51%	47% *	45%	58%	54%	49%	51%	47%	47%	36%	53%	50% **	47%	54%	56%
Prefer not to say	1%	1%	-	* 8%	1%	2%	2%	-	1%	-	2%	-	1%	2%	-
L		•	•	N.P*				*		**	*	**			*
CYD_Q2_5. Intermittent fasting (e.g., the 16/8 diet, the 5:2 diet, etc.)															
Unweighted base	706	73	74	53	229	238	151	88	361	7	53	25	446	159	50
Base: All US Adults who have ever changed their diet to lose weight	695	60	86	53	246	220	144	85	352	6	50	24	431	161	50
I have used this diet for weight loss	24%	28% *	21%	33%	19%	23%	29% R	34% R.S*	24%	15% **	16% *	36% **	24%	29%	21% *
I have never used this diet for weight loss, but have considered this	24%	21%	27%	23%	20%	25%	29%	27%	26%	18%	31%	11%	26%	20%	26%
Not applicable - I have never used or considered using this diet for	50%	50%	52%	39%	59%	51%	40%	39%	48%	67%	51%	53%	49%	50%	53%
weight loss		•	*	*	T.U	т		*		**	*	**			*
Prefer not to say	1%	:	:	5%	2%	1%	2%	-	2%	-	2%	-	1%	1%	-
CYD_Q2_6. Mediterranean (i.e., consisting of vegetables, fruits,															•
herbs, nuts, beans and whole grains)															
Unweighted base Base: All US Adults who have ever changed their diet to lose	706	73	74	53	229	238	151	88	361	7	53	25	446	159	50
Base: All US Adults who have ever changed their diet to lose weight	695	60	86	53	246	220	144	85	352	6	50	24	431	161	50
I have used this diet for weight loss	18%	16% *	24% *	13% *	13%	18%	20%	27% R*	20%	30% **	11% *	23% **	19%	16%	16% *
I have never used this diet for weight loss, but have considered this	31%	27%	32%	21%	27%	26%	37%	44%	32%	47%	30%	19%	32%	31%	28%

YouGov							Parent	or guardian of any	children			Inco	ome		
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
		*	**	**	**		AJ	AJ		**				•	
Not applicable - I have never used or considered using this diet for weight loss	65%	74%	54%	54%	78%	66%	60%	63%	69% AH	55%	67%	66%	61%	68%	63%
Prefer not to say	1%	•	-	-		1%	0%	1%	2%	12% **	2%	0%	0%	4% AM.AN*	3%
CYD_Q2_3. Paleo (i.e., including vegetables, fruits, nuts, roots, and meat and excluding foods such as dairy products, grains, sugar, processed oils, salt and coffee)															
Unweighted base	706	35	10	2	4	170	261	398	292	16	233	188	214	71	218
Base: All US Adults who have ever changed their diet to lose	695	34	10	5	4	161	258	388	291	16	237	188	201	70	217
weight I have used this diet for weight loss	10%	-	14% **	-	-	14% AH	8%	11%	9%	21%	9%	11%	14% AO	4% *	14% AR
I have never used this diet for weight loss, but have considered this	22%	18% *	-	46% **	42% **	28%	22%	24%	20%	19% **	21%	21%	26%	22% *	23%
Not applicable - I have never used or considered using this diet for weight loss	66%	79%	86%	54% **	58%	57%	68%	64%	69%	47%	68%	68%	60%	69%	60%
Prefer not to say	1%	3%	- **	- ++	- ++	1%	AG.AI 1%	AG 1%	AG 1%	12%	2%	-	1%	* 5% AM.AN*	3% AQ
CYD_Q2_4. Atkins (i.e., a low-carbohydrate diet)												1		7441.744	na
Unweighted base	706	35	10	2	4	170	261	398	292	16	233	188	214	71	218
Base: All US Adults who have ever changed their diet to lose weight	695	34	10	5	4	161	258	388	291	16	237	188	201	70	217
I have used this diet for weight loss	24%	12%	38%		-	25%	26%	26%	21%	21%	19%	26%	28% AL	19% *	25%
I have never used this diet for weight loss, but have considered this	24%	8% *	23%	46% **	47% **	28%	25%	25%	22%	47% **	26%	21%	26%	21% *	24%
Not applicable - I have never used or considered using this diet for weight loss	51%	77% V.X.Z.AA*	39% **	54% **	53% **	45%	50%	49%	55% AG	32%	53%	52%	45%	58%	49%
Prefer not to say	1%	2%	-	-	-	2% AH	-	1% AH	2% AH	-	2%	0%	1%	3%	2%
CYD_Q2_5. Intermittent fasting (e.g., the 16/8 diet, the 5:2 diet,						AH		АП	АП						
etc.) Unweighted base	706	35	10	2	4	170	261	398	292	16	233	188	214	71	218
Base: All US Adults who have ever changed their diet to lose	695	33	10	5	4	161	258	388	292	16	235	188	201	70	210
weight I have used this diet for weight loss	24%	19%	14% **	-	27%	30% AH.AI	17%	22% AH	27% AH	31%	22%	23%	28%	24%	27%
I have never used this diet for weight loss, but have considered this	24%	22%	33%	46% **	-	26%	23%	24%	25%	33%	20%	28%	26%	23%	25%
Not applicable - I have never used or considered using this diet for weight loss	50%	56%	53%	54%	73%	42%	59%	53%	47%	35%	57%	48%	45%	49%	46%
Prefer not to say	1%	* 3%	**	**	**	2%	AG.AI.AJ 2%	AG 2%	1%	**	AN 1%	1%	1%	* 4%	2%
CYD_Q2_6. Mediterranean (i.e., consisting of vegetables, fruits,		•	**	**	**					**				•	
CYD_Q2_6. Mediterranean (i.e., consisting of vegetables, truits, herbs, nuts, beans and whole grains)															
Unweighted base	706	35	10	2	4	170	261	398	292	16	233	188	214	71	218
Base: All US Adults who have ever changed their diet to lose weight	695	34	10	5	4	161	258	388	291	16	237	188	201	70	217
I have used this diet for weight loss	18%	11%	26% **	- **		17%	17%	18%	18%	9% **	19%	13%	23% AM.AO	10% *	22% AR
I have never used this diet for weight loss, but have considered this	31%	21% *	28% **	46% **	20% **	33%	31%	31%	30%	26% **	25%	31%	36% AL	32%	30%

YouGov		Type of Are	a Lived in	
	Total	Suburban/ Town	Rural	Other
				**
Not applicable - I have never used or considered using this diet for weight loss	65%	66%	65%	100%
Prefer not to say	1%	1%	1%	-
CYD_Q2_3. Paleo (i.e., including vegetables, fruits, nuts, roots, and meat and excluding foods such as dairy products, grains, sugar, processed oils, salt and coffee)				
Unweighted base	706	344	143	1
Base: All US Adults who have ever changed their diet to lose weight	695	334	144	1
I have used this diet for weight loss	10%	10%	7%	-
I have never used this diet for weight loss, but have considered this	22%	21%	24%	100% **
Not applicable - I have never used or considered using this diet for weight loss	66%	69%	69%	-
Prefer not to say	1%	AP 1%	1%	**
	170		.,,,	**
CYD_Q2_4. Atkins (i.e., a low-carbohydrate diet)				
Unweighted base Base: All US Adults who have ever changed their diet to lose	706	344	143	1
weight	695	334	144	1
I have used this diet for weight loss	24%	24%	20%	100% **
I have never used this diet for weight loss, but have considered this	24%	23%	28%	-
Not applicable - I have never used or considered using this diet for weight loss	51%	52%	51%	- **
Prefer not to say	1%	1%	1%	-
CYD_Q2_5. Intermittent fasting (e.g., the 16/8 diet, the 5:2 diet,				
etc.) Unweighted base	706	344	143	1
Base: All US Adults who have ever changed their diet to lose weight	695	334	144	1
I have used this diet for weight loss	24%	25%	18%	-
I have never used this diet for weight loss, but have considered this	24%	23%	27%	-
Not applicable - I have never used or considered using this diet for weight loss	50%	52%	53%	100%
Prefer not to say	1%	1%	2%	-
CYD_Q2_6. Mediterranean (i.e., consisting of vegetables, fruits, herbs, nuts, beans and whole grains)				**
Unweighted base	706	344	143	1
Base: All US Adults who have ever changed their diet to lose weight	695	334	144	1
I have used this diet for weight loss	18%	17%	11%	100% **
I have never used this diet for weight loss, but have considered this	31%	33%	27%	-

### YouGov RealTime

### Preferred Diets

YouGov		Ge	nder				Generation					Reç	ion		
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Not applicable - I have never used or considered using this diet for weight loss	50%	53%	48%	47%	48%	56%	49%	53% *	-	-	48%	56%	51%	47%	50%
Prefer not to say	1%	2%	1%	-	0%	2%	2%	-	-	-	3%	1%	-	2%	1%
CYD_Q2_7. Whole30 (i.e., consisting of whole foods and the					1									_	
elimination of sugar, alcohol, grains, legumes, soy, and dairy)			1 100			100								100	
Unweighted base Base: All US Adults who have ever changed their diet to lose	706	286	420	16	194	175	282	39	-	-	123	150	264	169	506
Base. All do Addits who have ever changed their diet to lose weight	695	297	398	20	190	170	273	43	-	-	123	148	260	164	496
I have used this diet for weight loss	6%	7%	6%		9%	4%	6%	2% *		-	4%	5%	9%	5%	5%
I have never used this diet for weight loss, but have considered this	17%	18%	17%	26% **	22% F	22% F.G	12%	8% *	-	-	17%	16%	18%	17%	17%
Not applicable - I have never used or considered using this diet for weight loss	75%	73%	76%	74%	68%	72%	80%	90%	-	-	75%	77%	73%	76%	77%
Prefer not to say	1%	2%	1%	-	1%	1%	D 2%	D.E*	-		3%	1%	0%	2%	1%
Freid flot to say	170	270	170	**	170	170	270	*		**	L	170	070	L	170
CYD_Q2_8. WW (Weight Watchers) (i.e., a diet and program for weight loss based on a point system)		-													
Unweighted base	706	286	420	16	194	175	282	39	-	-	123	150	264	169	506
Base: All US Adults who have ever changed their diet to lose weight	695	297	398	20	190	170	273	43	-	-	123	148	260	164	496
I have used this diet for weight loss	21%	13%	27% A	17% **	17%	15%	28% D.E	17% *	-	- **	20%	22%	19%	23%	24% P
I have never used this diet for weight loss, but have considered this	25%	22%	27%	22% **	25%	30%	23%	18% *	-	- **	26%	23%	29% M	19%	24%
Not applicable - I have never used or considered using this diet for weight loss	53%	64%	45%	61%	57%	54%	47%	64%	-	-	52%	54%	51%	56%	51%
Prefer not to say	1%	B 2%	1%	**	F 1%		2%	F*	**	**	2%	2%	0%	2%	1%
Troid hot to say	170	270	170	**	170		E	*	**	**	270	270	070	270	170
CYD_Q2_9. Raw (i.e., involving mainly unprocessed, whole, plant- based, and preferably organic, foods)															
Unweighted base	706	286	420	16	194	175	282	39	-	-	123	150	264	169	506
Base: All US Adults who have ever changed their diet to lose weight	695	297	398	20	190	170	273	43	-	-	123	148	260	164	496
I have used this diet for weight loss	7%	9%	6%	4% **	12% F.G	7%	5%	*	-	-	10%	8%	7%	4%	6%
I have never used this diet for weight loss, but have considered this	17%	18%	17%	9% **	22% F	22% F	13%	13% *	-	-	16%	13%	22% K	17%	17%
Not applicable - I have never used or considered using this diet for weight loss	74%	71%	76%	75%	64%	71%	80%	87%	-	-	72%	78%	71%	76%	76% P
Prefer not to say	1%	2%	1%	12%	1%	1%	D.E 2%	D.E* -	-	-	2%	1%	0%	3% L	1%
CYD_Q2_10. Ayurvedic (i.e., a plan that provides guidelines for how you eat to boost your health, prevent or manage disease, and maintain wellness)					1		1							L	
Unweighted base	706	286	420	16	194	175	282	39	-	-	123	150	264	169	506
Base: All US Adults who have ever changed their diet to lose weight	695	297	398	20	190	170	273	43	-	-	123	148	260	164	496
I have used this diet for weight loss	5%	5%	4%	4% **	9% F	5%	2%	*	- **	- **	6%	5%	5%	3%	3%
I have never used this diet for weight loss, but have considered this	14%	14%	14%	17% **	14%	14%	14%	19% *	-	-	10%	15%	16%	13%	13%

### YouGov RealTime

Preferred Diets

YouGov		R	ace			Educa	tion							Marital Status	
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Not applicable - I have never used or considered using this diet for weight loss	50%	57%	44%	62%	60%	55%	41%	29%	47%	23%	57%	59%	48%	50%	56%
Prefer not to say	1%	-	-	* 5% N*	T.U 1%	T.U 1%	2%	* -	1%	-	2%	-	1%	3%	-
CYD_Q2_7. Whole30 (i.e., consisting of whole foods and the				N.											
limination of sugar, alcohol, grains, legumes, soy, and dairy) Unweighted base	706	73	74	53	229	238	151	88	361	7	53	25	446	159	50
Base: All US Adults who have ever changed their diet to lose										1					
weight	695	60	86	53	246	220	144	85	352	6	50	24	431	161	50
I have used this diet for weight loss	6%	13% N*	11% N*	6% *	5%	8%	9% U	2% *	8% X.Z	- **	- *	4% **	7% X	6%	4% *
I have never used this diet for weight loss, but have considered this	17%	17% *	18% *	19% *	15%	17%	22%	16% *	18% AC	16% **	23% AC*	19% **	19% AC	18%	10% *
Not applicable - I have never used or considered using this diet for weight loss	75%	67% *	70% *	70% *	79% T	73%	67%	82% T*	73%	84% **	75% *	73% **	74%	73%	86% *
Prefer not to say	1%	2% *		5% N*	1%	2%	2%	- *	1%	- **	2% *	4% **	1%	3%	- *
CYD_Q2_8. WW (Weight Watchers) (i.e., a diet and program for weight loss based on a point system)															
Unweighted base	706	73	74	53	229	238	151	88	361	7	53	25	446	159	50
Base: All US Adults who have ever changed their diet to lose weight	695	60	86	53	246	220	144	85	352	6	50	24	431	161	50
I have used this diet for weight loss	21%	15%	12%	13%	15%	22%	26% R	25% R*	24%	30% **	18% *	4% **	22%	16%	25% *
I have never used this diet for weight loss, but have considered this	25%	31% *	26% *	22% *	29%	22%	21%	26% *	26%	41% **	36% AB*	15% **	27%	22%	17% *
Not applicable - I have never used or considered using this diet for weight loss	53%	51%	62%	60%	55%	54%	51%	49%	49%	29%	47%	81%	50%	60%	58%
Prefer not to say	1%	2%	-	5% N*	1%	1%	2%	-	1%	++	-	-	1%	V.Z 2%	-
CYD_Q2_9. Raw (i.e., involving mainly unprocessed, whole, plant- pased, and preferably organic, foods)				N.											
Unweighted base	706	73	74	53	229	238	151	88	361	7	53	25	446	159	50
Base: All US Adults who have ever changed their diet to lose	695	60	86	53	246	220	144	85	352	6	50	24	431	161	50
weight I have used this diet for weight loss	7%	13%	13%	5%	7%	9%	7%	4%	7%	13%	6%	6% **	7%	10%	8%
I have never used this diet for weight loss, but have considered this	17%	N* 18%	N* 23%	12%	16%	17%	23%	14%	16%	- ++	17%	28%	16%	23%	12%
Not applicable - I have never used or considered using this diet for	74%	69%	* 64%	* 73%	76%	73%	68%	* 81%	77%	87%	76%	67%	76%	64%	* 81%
weight loss			•	*				T*	AA	**	*	**	AA		AA*
Prefer not to say	1%	-	-	10% N.O.P*	2%	2%	2%	-	1%	-	2% *		1%	3% V.Z	-
YD_Q2_10. Ayurvedic (i.e., a plan that provides guidelines for ow you eat to boost your health, prevent or manage disease, nd maintain wellness)															
Unweighted base	706	73	74	53	229	238	151	88	361	7	53	25	446	159	50
Base: All US Adults who have ever changed their diet to lose weight I have used this diet for weight loss	695 5%	60	86	53	246	220 6%	144 5%	85	352	6	50	24 4%	431 5%	161 4%	50 7%
	14%	N* 16%	* 19%	* 14%	16%	14%	13%	* 12%	470	**	* 11%	**	14%	18%	*
I have never used this diet for weight loss, but have considered this	1470	*	19%	1470	10%	1470	1370	12.70	1470	30%	*	7%	1470	1076	*

YouGov							Parent	or guardian of any	children			Inco	me		
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
Not applicable - I have never used or considered using this diet for weight loss	50%	65%	46% **	54%	80%	49%	51%	50%	51%	58%	55%	55%	40%	54%	46%
Prefer not to say	1%	V* 3%	-	-	- ++	1%	1%	1%	1%	7%	AN 1%	AN 1%	1%	4% AM*	2%
CYD_Q2_7. Whole30 (i.e., consisting of whole foods and the			1									1		7.00	
elimination of sugar, alcohol, grains, legumes, soy, and dairy)															
Unweighted base	706	35	10	2	4	170	261	398	292	16	233	188	214	71	218
Base: All US Adults who have ever changed their diet to lose weight	695	34	10	5	4	161	258	388	291	16	237	188	201	70	217
I have used this diet for weight loss	6%	1% *	23% **	-	-	9%	6%	7%	5%	9% **	8%	6%	5%	4% *	9%
I have never used this diet for weight loss, but have considered this	17%	5% *	9% **	46% **	20% **	28% AH.AI.AJ	10%	17% AH	18% AH	18% **	17%	16%	21% AO	9% *	25% AQ.AR
Not applicable - I have never used or considered using this diet for weight loss	75%	88%	67%	54%	80%	62%	82%	75%	76%	66%	73%	78%	72%	82%	65%
		•	**	**	**		AG.AI	AG	AG	**				•	
Prefer not to say	1%	6% V.Z*	- **	-	-	1%	1%	1%	2%	7% **	2%	-	1%	6% AM.AN*	2%
CYD_Q2.8. WW (Weight Watchers) (i.e., a diet and program for weight loss based on a point system)															
Unweighted base Base: All US Adults who have ever changed their diet to lose	706	35	10	2	4	170	261	398	292	16	233	188	214	71	218
weight	695	34	10	5	4	161	258	388	291	16	237	188	201	70	217
I have used this diet for weight loss	21%	30%	32%	-	-	20%	25%	23%	18%	33%	20%	21%	23%	17%	24% AR
I have never used this diet for weight loss, but have considered this	25%	19% *	22% **	46% **	42% **	28%	28%	27%	22%	24% **	23%	27%	26%	24% *	25%
Not applicable - I have never used or considered using this diet for weight loss	53%	48%	36%	54%	58%	52%	47%	50%	58%	36%	55%	52%	51%	55%	49%
Prefer not to say	1%	* 3%	** 9%	**	**	1%	1%	1%	AH.AI 1%	** 7%	2%	-	1%	* 5%	2%
CYD Q2 9. Raw (i.e., involving mainly unprocessed, whole, plant-		·	**	**	**					**				AM.AN*	AQ
based, and preferably organic, foods)															
Unweighted base	706	35	10	2	4	170	261	398	292	16	233	188	214	71	218
Base: All US Adults who have ever changed their diet to lose weight	695	34	10	5	4	161	258	388	291	16	237	188	201	70	217
I have used this diet for weight loss	7%	-	9% **	-	-	11% AH.AI	4%	7% AH	8%	-	10%	6%	5%	8% *	11% AQ
I have never used this diet for weight loss, but have considered this	17%	9% *	24% **	46% **	47% **	22% AH.AJ	15%	18% AH	15%	54% **	22% AO	17%	16%	11% *	22%
Not applicable - I have never used or considered using this diet for weight loss	74%	88%	58%	54%	53%	66%	80%	74%	75%	46%	67%	77%	79%	74%	65%
Prefer not to say	1%	AA* 3%	** 9%	**	**	1%	AG.AI 1%	AG 1%	2%	**	1%	AL 1%	AL 1%	* 8%	2%
	176	*	976	**	**	176	170	176	276	**	176	176	1 70	AL.AM.AN*	270
CYD_Q2_10. Ayurvedic (i.e., a plan that provides guidelines for how you eat to boost your health, prevent or manage disease, and maintain wellness)															
Unweighted base	706	35	10	2	4	170	261	398	292	16	233	188	214	71	218
Base: All US Adults who have ever changed their diet to lose weight	695	34	10	5	4	161	258	388	291	16	237	188	201	70	217
I have used this diet for weight loss	5%	5% *				7% Al	3%	4%	6%		6%	5%	3%	3% *	8% AQ.AR
I have never used this diet for weight loss, but have considered this	14%	7% *	23%	46%	-	18% AJ	14%	16%	11%	34%	16%	18% AN	10%	13%	20% AQ

YouGov		Type of Are	a Lived in	
	Total	Suburban/ Town	Rural	Other
Not applicable - I have never used or considered using this diet for weight loss	50%	49%	61% AP.AQ	-
Prefer not to say	1%	1%	1%	-
CYD_Q2_7. Whole30 (i.e., consisting of whole foods and the				1
elimination of sugar, alcohol, grains, legumes, soy, and dairy) Unweighted base	706	344	143	1
Base: All US Adults who have ever changed their diet to lose	100	011	110	
weight	695	334	144	1
I have used this diet for weight loss	6%	5%	5%	-
I have never used this diet for weight loss, but have considered this	17%	14%	13%	-
Not applicable - I have never used or considered using this diet for weight loss	75%	80%	80%	100%
		AP	AP	**
Prefer not to say	1%	1%	3%	-
CYD_Q2_8. WW (Weight Watchers) (i.e., a diet and program for weight loss based on a point system)				
Unweighted base	706	344	143	1
Base: All US Adults who have ever changed their diet to lose weight	695	334	144	1
I have used this diet for weight loss	21%	22%	15%	-
I have never used this diet for weight loss, but have considered this	25%	21%	34% AQ	-
Not applicable - I have never used or considered using this diet for weight loss	53%	57%	50%	100% **
Prefer not to say	1%	0%	2%	-
CYD_Q2_9. Raw (i.e., involving mainly unprocessed, whole, plant- based, and preferably organic, foods)				
Unweighted base	706	344	143	1
Base: All US Adults who have ever changed their diet to lose weight	695	334	144	1
I have used this diet for weight loss	7%	5%	7%	-
I have never used this diet for weight loss, but have considered this	17%	16%	14%	-
Not applicable - I have never used or considered using this diet for weight loss	74%	78%	77%	100%
Prefer not to say	1%	AP 1%	AP 1%	-
CYD_02_10. Ayurvedic (i.e., a plan that provides guidelines for how you eat to boost your health, prevent or manage disease, and maintain wellness)				**
Unweighted base	706	344	143	1
Base: All US Adults who have ever changed their diet to lose weight	695	334	144	1
I have used this diet for weight loss	5%	3%	3%	-
I have never used this diet for weight loss, but have considered this	14%	11%	13%	-

### YouGov RealTime

Preferred Diets US\_nat\_int Sample: 3rd - 6th January 2020

YouGov		Ger	ıder			
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982- 1999)	Gen X (1965- 1981)
Not applicable - I have never used or considered using this diet for weight loss		79%	80%	79% **	76%	79%
Prefer not to say	1%	1%	1%	-	1%	1%

CYD_Q2_11. Macrobiotic	: (i.e., avoiding foods containing toxin	s)

															0
Prefer not to say	1%	1%	1%	-	1%	1%	2%	2% *		-	2%	1%	0%	2%	1%
CYD_Q2_11. Macrobiotic (i.e., avoiding foods containing toxins)															
Unweighted base	706	286	420	16	194	175	282	39	-	-	123	150	264	169	506
Base: All US Adults who have ever changed their diet to lose weight	695	297	398	20	190	170	273	43	-	-	123	148	260	164	496
I have used this diet for weight loss	7%	8%	5%	16% **	11% E.F.G	5%	5%	1% *		-	6%	5%	8%	7%	6%
I have never used this diet for weight loss, but have considered this	16%	15%	17%	25% **	17%	19%	14%	10% *	- **	- **	14%	16%	19%	14%	15%
Not applicable - I have never used or considered using this diet for weight loss	75%	74%	76%	59%	71%	74%	79%	89%	-	-	76%	77%	73%	77%	78%
				**				D.E*	**	**					
Prefer not to say	2%	3%	1%	-	1%	3%	2%	-			4%	2%	1%	2%	2%
CYD_Q2_12. Veganism (i.e., a diet containing only of plants, such as vegetables, grains, nuts and fruits, and foods made from plants)															
Unweighted base	706	286	420	16	194	175	282	39	-	-	123	150	264	169	506
Base: All US Adults who have ever changed their diet to lose weight	695	297	398	20	190	170	273	43	-	-	123	148	260	164	496
I have used this diet for weight loss	10%	13% B	8%	33% **	16% E.F.G	7%	8%	3% *		-	15%	10%	8%	11%	9%
I have never used this diet for weight loss, but have considered this	15%	15%	15%	17% **	17%	17%	14%	5% *		-	11%	14%	18%	13%	13%
Not applicable - I have never used or considered using this diet for weight loss	73%	69%	76%	50%	66%	74%	77%	92%	-	-	71%	74%	73%	74%	76%
				**			D	D.E.F*	**	**					O.Q
Prefer not to say	2%	3%	1%	-	1%	2%	2%	- *		-	3% L	3%	0%	2%	1%
CYD_Q2_13. Vegetarianism (i.e., abstaining from the consumption of meat)															
Unweighted base	706	286	420	16	194	175	282	39	-	-	123	150	264	169	506
Base: All US Adults who have ever changed their diet to lose weight	695	297	398	20	190	170	273	43	-	-	123	148	260	164	496
I have used this diet for weight loss	15%	15%	15%	42% **	22% E.F.G	13%	11%	3% *			20% K	11%	15%	15%	12%
I have never used this diet for weight loss, but have considered this	20%	20%	20%	25%	27%	17%	17%	15%	-	-	20%	22%	18%	22%	20%

Generation

Baby Boomer

(1946-1964)

83%

Pre-Silent

Generation

(1927 and

earlier)

-

\*\*

Other

-

\*\*

Northeast

81%

Silent

Generation

(1928-1945)

79%

\*

Region

South

78%

West

82%

White

82%

0

Midwest

79%

					L.I .O						i n				
I have never used this diet for weight loss, but have considered this	20%	20%	20%	25%	27%	17%	17%	15%	-	-	20%	22%	18%	22%	20%
				**	E.F			*	**	**					
Not applicable - I have never used or considered using this diet for weight loss	64%	63%	64%	17%	50%	69%	71%	82%	-	-	59%	66%	67%	60%	66%
				**		D	D	D*	**	**					Q
Prefer not to say	2%	1%	2%	16%	1%	1%	2%	-	-	-	2%	2%	0%	3%	1%
				**				*	**	**				L	
CYD_Q2_14. Gluten-Free (i.e., a diet that excludes gluten, which is															
a mixture of proteins found in wheat, barley, rye, and oats)															
Unweighted base	706	286	420	16	194	175	282	39	-	-	123	150	264	169	506
Base: All US Adults who have ever changed their diet to lose weight	695	297	398	20	190	170	273	43	-	-	123	148	260	164	496
I have used this diet for weight loss	10%	14%	8%	25%	14%	11%	8%	1%	-	-	12%	10%	11%	9%	8%
		В		**	F.G			•	**	**					
I have never used this diet for weight loss, but have considered this	15%	13%	17%	18%	16%	17%	13%	23%	-	-	10%	17%	19%	12%	15%
				**				*	**	**			J		

YouGov		R	ace			Educa	ation							Marital Status	
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Not applicable - I have never used or considered using this diet for weight loss	80%	71%	74%	76%	79%	78%	80%	85%	81%	57%	76%	89%	80%	76%	86%
Prefer not to say	1%	* - *	• •	* 5% N*	1%	2%	2%	* - *	1%	- **	* 2% *	** - **	1%	2%	-
CYD_Q2_11. Macrobiotic (i.e., avoiding foods containing toxins)															
Unweighted base	706	73	74	53	229	238	151	88	361	7	53	25	446	159	50
Base: All US Adults who have ever changed their diet to lose	695	60	86	53	246	220	144	85	352	6	50	24	431	161	50
weight I have used this diet for weight loss	7%	16% N*	7%	5%	6%	7%	8%	4%	7%	- **	-	10%	6% X	10% X	9% X*
I have never used this diet for weight loss, but have considered this	16%	13%	24%	17% *	16%	17%	18%	11% *	17%	16% **	22%	23%	18%	14%	9%
Not applicable - I have never used or considered using this diet for weight loss	75%	70%	68%	69%	75%	74%	73%	83%	75%	84%	76%	62%	75%	73%	82%
Prefer not to say	2%	* 2%	-	* 9% N.P*	2%	2%	1%	1%	2%	-	2%	4% **	2%	3%	-
CYD_Q2_12. Veganism (i.e., a diet containing only of plants, such as vegetables, grains, nuts and fruits, and foods made from plants)			1	11.1		1 1								1	1
Unweighted base	706	73	74	53	229	238	151	88	361	7	53	25	446	159	50
Base: All US Adults who have ever changed their diet to lose weight	695	60	86	53	246	220	144	85	352	6	50	24	431	161	50
I have used this diet for weight loss	10%	14% *	11% *	16% *	11%	9%	12%	10% *	10%	-	6% *	16% **	10%	15%	5% *
I have never used this diet for weight loss, but have considered this	15%	20% *	20% *	19% *	13%	12%	23% R.S	14% *	15%	29% **	10% *	20% **	15%	16%	17% *
Not applicable - I have never used or considered using this diet for weight loss	73%	65%	69%	60%	74%	77%	64%	76%	73%	71%	82%	59% **	74%	66%	78%
Prefer not to say	2%	2%	1%	5%	T 2%	T 3%	1%	-	2%	- **	AA* 2%	4%	2%	3%	-
CYD_Q2_13. Vegetarianism (i.e., abstaining from the															
consumption of meat) Unweighted base	706	73	74	53	229	238	151	88	361	7	53	25	446	159	50
Base: All US Adults who have ever changed their diet to lose weight	695	60	86	53	246	220	144	85	352	6	50	24	431	161	50
I have used this diet for weight loss	15%	16% *	25% N*	20% *	16%	13%	18%	14% *	12%	-	20% AC*	34% **	14% V	21% V.Z.AC	11%
I have never used this diet for weight loss, but have considered this	20%	19% *	14% *	27% *	15%	21%	23% R	26% R*	21%	16% **	19% *	26% **	21%	21%	10% *
Not applicable - I have never used or considered using this diet for weight loss	64%	65%	61%	44%	67%	65%	57%	60%	66%	84%	59%	36%	64%	55%	79%
Prefer not to say	2%	Q*	• -	* 10%	2%	1%	2%	* -	Z.AA 1%	-	* 2%	** 4%	AA 1%	3%	X.Z.AA*
CYD_Q2_14. Gluten-Free (i.e., a diet that excludes gluten, which is a mixture of proteins found in wheat, barley, rye, and oats)				N.O.P*				-		**	•	~*		1	
Unweighted base	706	73	74	53	229	238	151	88	361	7	53	25	446	159	50
Base: All US Adults who have ever changed their diet to lose weight	695	60	86	53	246	220	144	85	352	6	50	24	431	161	50
I have used this diet for weight loss	10%	16% N*	17% N*	13% *	10%	11%	14% U	4% *	9%	15% **	15% *	5% **	10%	12%	11% *
I have never used this diet for weight loss, but have considered this	15%	17%	17%	15% *	14%	17%	16%	15% *	16%	20%	13%	23%	16%	16%	13%

YouGov							Parent	or guardian of any	children			Inco	ome		
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
Not applicable - I have never used or considered using this diet for weight loss	80%	82%	68%	54%	100%	74%	81%	78%	82%	66%	76%	77%	87%	80%	69%
Prefer not to say	1%	6% V.Z*	9% **	-	- ++	1%	AI 2%	1%	1%	- **	2%	1%	AL.AM 1%	4% AM.AN*	2% AQ
CYD_Q2_11. Macrobiotic (i.e., avoiding foods containing toxins)															
Unweighted base	706	35	10	2	4	170	261	398	292	16	233	188	214	71	218
Base: All US Adults who have ever changed their diet to lose weight	695	34	10	5	4	161	258	388	291	16	237	188	201	70	217
I have used this diet for weight loss	7%	1%	-	-	-	10% AH.AI	4%	7% AH	7%	-	11% AM.AN	3%	6%	5%	11% AQ.AR
I have never used this diet for weight loss, but have considered this	16%	11%	23%	46% **	20% **	22% AH.AI	15%	17%	15%	16% **	14%	19%	17%	13%	16%
Not applicable - I have never used or considered using this diet for weight loss	75%	88%	77%	54%	80%	67%	80%	75%	76%	66%	72%	77%	77%	76%	71%
		•	**	**	••		AG.AI	AG	AG	••				•	
Prefer not to say	2%	-	-		-	1%	2%	1%	2%	18% **	2%	1%	1%	7% AM.AN*	3%
CYD_Q2_12. Veganism (i.e., a diet containing only of plants, such as vegetables, grains, nuts and fruits, and foods made from plants)															
Unweighted base	706	35	10	2	4	170	261	398	292	16	233	188	214	71	218
Base: All US Adults who have ever changed their diet to lose weight	695	34	10	5	4	161	258	388	291	16	237	188	201	70	217
I have used this diet for weight loss	10%	3% *	5% **	- **		11%	7%	8%	13% AH	3% **	13%	9%	10%	6% *	18% AQ.AR
I have never used this diet for weight loss, but have considered this	15%	6% *	-	46% **	-	15%	13%	14%	16%	12% **	16%	16%	15%	8% *	16%
Not applicable - I have never used or considered using this diet for weight loss	73%	91%	95%	54%	100%	73%	78%	77%	69%	79%	69%	75%	74%	80%	64%
Prefer not to say	2%	V.Z.AA*	** - **	** - **	-	1%	AJ 1%	AJ 1%	2%	** 7%	2%	1%	1%	* 6%	2%
CYD_Q2_13. Vegetarianism (i.e., abstaining from the		·	**	**	**					**				AM.AN*	
consumption of meat)					4					1 10 1					
Unweighted base Base: All US Adults who have ever changed their diet to lose	706	35	10	2		170	261	398	292	16	233	188	214	71	218
weight	695	34	10	5	4	161	258	388	291	16	237	188	201	70	217
I have used this diet for weight loss	15%	5% *	19% **	-	- **	13%	9%	11%	21% AH.AI	12% **	18%	13%	13%	14%	24% AQ.AR
I have never used this diet for weight loss, but have considered this	20%	22%	-	46%	27%	22%	16%	19%	21%	25% **	18%	22%	21%	19%	17%
Not applicable - I have never used or considered using this diet for weight loss	64%	74%	81%	54%	73%	64%	73%	70%	56%	63%	63%	65%	65%	59%	58%
i olga i ooo		AA*		**	**		AG.AJ	AJ		**				•	
Prefer not to say	2%	-	-	-	-	1%	2%	1%	2%	-	2%	1%	0%	7% ALAM.AN*	2%
CYD_Q2_14. Gluten-Free (i.e., a diet that excludes gluten, which is a mixture of proteins found in wheat, barley, rye, and oats)															
Unweighted base	706	35	10	2	4	170	261	398	292	16	233	188	214	71	218
Base: All US Adults who have ever changed their diet to lose weight	695	34	10	5	4	161	258	388	291	16	237	188	201	70	217
I have used this diet for weight loss	10%	3% *	23% **	46% **	- **	15% AH.AI	8%	10% AH	10%	9% **	13%	11%	8%	8% *	13%
I have never used this diet for weight loss, but have considered this	15%	10%	-	-	47%	18%	16%	16%	15%	13%	16%	18%	14%	11%	18%

YouGov		Type of Are	a Lived in	
	Total	Suburban/ Town	Rural	Other
Not applicable - I have never used or considered using this diet for weight loss	80%	85%	82%	100%
		AP	AP	**
Prefer not to say	1%	0%	2%	-
				**
CYD_Q2_11. Macrobiotic (i.e., avoiding foods containing toxins)				
Unweighted base	706	344	143	1
Base: All US Adults who have ever changed their diet to lose weight	695	334	144	1
I have used this diet for weight loss	7%	5%	4%	-
-				**
I have never used this diet for weight loss, but have considered this	16%	17%	15%	-
Not applicable - I have never used or considered using this diet for weight loss	75%	78%	77%	100%
Prefer not to say	2%	1%	4% AQ	-
CYD_Q2_12. Veganism (i.e., a diet containing only of plants, such as vegetables, grains, nuts and fruits, and foods made from plants)				
Unweighted base	706	344	143	1
Base: All US Adults who have ever changed their diet to lose weight	695	334	144	1
I have used this diet for weight loss	10%	7%	6%	-
I have never used this diet for weight loss, but have considered this	15%	15%	13%	-
Not applicable - I have never used or considered using this diet for weight loss	73%	77%	78%	100%
Prefer not to say	2%	AP 1%	AP 3%	**
Preier not to say	2 /0	170	578	**
CYD_Q2_13. Vegetarianism (i.e., abstaining from the consumption of meat)				
Unweighted base	706	344	143	1
Base: All US Adults who have ever changed their diet to lose weight	695	334	144	1
I have used this diet for weight loss	15%	11%	10%	-
I have never used this diet for weight loss, but have considered this	20%	23%	17%	-
Not applicable - I have never used or considered using this diet for weight loss	64%	64%	71% AP	100%
Prefer not to say	2%	1%	2%	-
CYD_Q2_14. Gluten-Free (i.e., a diet that excludes gluten, which is		_		
a mixture of proteins found in wheat, barley, rye, and oats)				
Unweighted base	706	344	143	1
Base: All US Adults who have ever changed their diet to lose weight	695	334	144	1
I have used this diet for weight loss	10%	9%	10%	- **
I have never used this diet for weight loss, but have considered this	15%	14%	15%	-

### YouGov RealTime

### Preferred Diets

Net oppliable. These power used as considered using this dist for		Ge	nder				Generation					Reg	jion		
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	73%	72%	73%	57%	68%	72%	77% D	76%	-	-	76%	70%	69%	78%	76% P
Prefer not to say	2%	2%	1%	-	2%	1%	2%	-	-	-	3%	2%	1%	1%	1%
CYD_Q2_15. Dairy-Free (i.e., a diet that excludes dairy products such as milk, butter cheese, etc.)			1						1					1	
Unweighted base	706	286	420	16	194	175	282	39	-	-	123	150	264	169	506
Base: All US Adults who have ever changed their diet to lose	695	297	398	20	190	170	273	43			123	148	260	164	496
weight	695	297	398	20	190	170	2/3	43	-	-	123	148	260	164	496
I have used this diet for weight loss	12%	12%	11%	38%	18% E.F	7%	9%	8% *	- **	- **	13%	11%	14%	8%	11%
I have never used this diet for weight loss, but have considered this	14%	10%	17% A	4% **	20% F	15%	11%	13% *		-	12%	14%	15%	15%	15%
Not applicable - I have never used or considered using this diet for weight loss	73%	76%	70%	58%	60%	76%	79%	79%	-	-	73%	75%	70%	74%	73%
				**		D	D	D*	**	**					
Prefer not to say	1%	1%	1%	-	1%	2%	1%	-	-	-	2%	1%	1%	2%	1%
Please select one option on each row. CYD_Q3_1. Keto (i.e., a high-fat, adequate-protein, low- carbohydrate diet) Unweighted base	137	62	75	5	43	37	49	3	-	-	21	17	58	41	97
Base: All US Adults who have used one of the listed diets to lose	133	64	70	6	43	35	46	2	-	-	20	18	56	39	92
weight	40%	59%	42%	56%	69%	20%	299/	59%			60%	519/	479/	179/	1.19/.
Very effective	49%	58% * 27%	42% * 43%	56% ** 44%	68% E.F* 15%	39% * 43%	38% * 47%	58% ** 42%	- **	-	60% ** 28%	51% **	47% * 36%	47% * 37%	44% *
	49% 35%	58% * 27% *	42% * 43% *			39% * 43% D*							47% * 36% *	47% * 37% *	44% * 40% *
Very effective		•	*	** 44%	E.F*	* 43%	* 47%	** 42%	**	**	** 28%	** 38%	*	*	*
Very effective Somewhat effective	35%	* 27% *	* 43% *	** 44% **	E.F* 15% * 12%	* 43% D*	* 47% D* 4%	** 42% **	** - **	** - **	** 28% ** 9%	** 38% ** 5%	* 36% * 8%	* 37% * 9%	* 40% * 10%
Very effective Somewhat effective Somewhat ineffective	35% 8%	* 27% * 10% * 1%	* 43% * 7% *	** 44% ** - **	E.F* 15% * 12% *	* 43% D* 10% *	* 47% D* 4% * 2%	** 42% ** - **	** - - **	•• •• ••	** 28% ** 9% **	** 38% ** 5% **	* 36% * 8% * 1%	* 37% * 9% * 7%	* 40% * 10% *
Very effective Somewhat effective Somewhat ineffective Very ineffective Don't know CYD_Q3_2. South Beach (i.e., consisting of foods with a low pycemic index, and carbohydrates and fats are categorized as	35% 8% 3%	* 27% * 10% * 1%	* 43% * 7% * 4%	** 44% ** - ** - **	E.F* 15% * 12% * 4%	* 43% D* 10% * 2% * 5%	* 47% D* 4% * 2% * 10%	** 42%  **  **	••••••••••••••••••••••••••••••••••••••	** ** ** **	** 28% ** 9% ** ** 3%	** 38% ** 5% ** - **	* 36% * 8% * 1% * 8%	* 37% * 9% * 7% *	* 40% * 10% * 1% *
Very effective Somewhat effective Somewhat ineffective Very ineffective Don't know CYD_Q3_2. South Beach (i.e., consisting of foods with a low pycemic index, and carbohydrates and fats are categorized as	35% 8% 3%	* 27% * 10% * 1%	* 43% * 7% * 4%	** 44% ** - ** - **	E.F* 15% * 12% * 4%	* 43% D* 10% * 2% * 5%	* 47% D* 4% * 2% * 10%	** 42%  **  **	••••••••••••••••••••••••••••••••••••••	** ** ** **	** 28% ** 9% ** ** 3%	** 38% ** 5% ** - **	* 36% * 8% * 1% * 8%	* 37% * 9% * 7% *	* 40% * 10% * 1% *
Very effective Somewhat effective Somewhat ineffective Very ineffective Don't know CYD_Q3_2. South Beach (i.e., consisting of foods with a low lycemic index, and carbohydrates and fats are categorized as good" or "bad") Unweighted base	35% 8% 3% 5%	27% 10% 1% 4%	43% 7% 4%	** 44% ** ** ** **	E.F* 15% 12% - -	* 43% D* 10% * 2% * 5%	47% 4% 2% 10% D*	** 42%  **  **	••••••••••••••••••••••••••••••••••••••	** ** ** **	 28%    3% 	 38%  - - 6% 	36% * 8% * 8%	37% 9%	+ 40% + 10% + 1% + 4% + 59 58
Very effective Somewhat effective Somewhat ineffective Very ineffective Don't know YD_Q3_2. South Beach (i.e., consisting of foods with a low lycemic index, and carbohydrates and fats are categorized as good" or "bad") Unweighted base Base: All US Adults who have used one of the listed diets to lose weight Very effective	35% 8% 3% 5% 83 83 85 33%	27% 10% 1% 4% 28 31 36% 	43% 4% 5% 5% 5%	•• 44% •• • • • • •	E.F* 15% 12% 4% 23 23 25 51% **	43% D* 10% 2% 5% 18 17 18%	• 47% D* 4% • 2% • 10% D* 38 36 31% •	••• 42% •• •• •• •• •• •• •• •• •• •• •• •• ••	••••••••••••••••••••••••••••••••••••••	** ** ** **	 28%  3%  11 10 31% 	** 38% 55% ** 6% ** 18 20 31% **	36% 8% 1% 8% 39 40 39%	37% 9% 7%	40% 40% 10% 1% 4% 59 58 34%
Very effective Somewhat effective Somewhat ineffective Very ineffective Don't know YD_Q3_2. South Beach (i.e., consisting of foods with a low ycernic index, and carbohydrates and fats are categorized as good" or "bad") Unweighted base Base: All US Adults who have used one of the listed diets to lose weight Very effective Somewhat effective	35% 8% 3% 5% 83 85 33% 47%	27% 10% 1% 4% 28 31 36%  37%	• 43% 7% • 4% • 5% • 5%	 - - - - - - - - - - - - - - - - - -	E.F* 15% 12% * 4% * * * 23 25 51% ** 37%	• 43% D* 10% • 5% • 18 17 18% • • 62% *	• 47% D* 4% • 10% D* 38 36 31% • 49% •	•• 42% • • • • • • • • • • • • • • • • • • •			•• 28% •• •• •• 3% •• •• 11 10 31% •• 39% ••	** 38% ** 5% ** 6% ** 18 20 31% ** 50% **	36% 8% 8%	37% 9% 7%	40% 10% 1% 4% 59 58 34% 4%
Very effective Somewhat effective Somewhat ineffective Very ineffective Don't know Vycemic index, and carbohydrates and fats are categorized as good" or "bad") Unweighted base Sase: All US Adults who have used one of the listed diets to lose weight Very effective Somewhat ineffective Somewhat ineffective	35% 8% 3% 5% 83 83 85 33% 47% 14%	27% 10% 1% 4% 28 31 36%  37%  20%	• 43% 7% • 4% • 5% • 5% • 5% • 52% • 11%		E.F* 15% . 12%	* 43% D* 10% * 2% * 5% * 18 17 18% ** 62% **	• 47% D* 4% • 2% • 10% D* 38 36 31% • 49% • 10% •	••• 42%  ••  ••  ••  2 2 2 43% •• 57% ••			 28%  3%  3%  11 10 31%  39%  19% 	** 38% ** 5% ** 5% ** 5% ** 5% ** 5% ** 5% 5% ** 5% 5% ** 14% **	36% 8% 1% 8% 39 40 36% 40% 6%	· 37% 9% · 7% · · · · · · · · · · · · · · · · ·	40% 10% 4% 59 58 34% 48% 15%
Very effective Somewhat effective Somewhat ineffective Very ineffective Don't know CYD_03_2. South Beach (i.e., consisting of foods with a low glycemic index, and carbohydrates and fats are categorized as "good" or "bad") Unweighted base Base: All US Adults who have used one of the listed diets to lose weight Very effective Somewhat effective Comewhat ineffective Very ineffective Very ineffective	35% 8% 3% 5% 83 85 33% 47% 14% 3%	· 27% · 10% · 4% · 4% · · 28 31 36% · · 37% · 20% · ·	• 43% 7% • 4% 5% • 5% • 5% • 11%	** 44% - ** - * - ** - ** - ** - ** - ** - ** - ** - ** - ** - ** - ** - ** - ** - ** - ** - ** - ** - * - * - - * - * - * - * - * - * - - - - - - - - - - - - -	E.F* 15% 12% 4% 5 23 25 51% 51% 37% 8%	• 43% 10% • 2% • 5% • 18 17 18% • • 18% • •	· 47% D* 4% · 2% · 10% D* 38 38 38 38 38 36 31% · 49% · 10% · 5% ·	••• 42%  •• •• •• •• •• •• •• •• •• •• •• ••			** 28% ** ** 3% ** 11 10 31% ** 39% ** 19% **	** 38% 5% ** 5% ** 6% ** 18 20 31% ** 50% ** 14%	36% 8% 1% 8% 39 40 38% 40% 16%	· 37% 9% · 7% · · · · · · · · · · · · · · · · ·	40% 10% 1% 4% 59 58 34% 4% 15% 15% 1%
Very effective Somewhat effective Somewhat ineffective Very ineffective Don't know glycemic index, and carbohydrates and fats are categorized as "good" or "bad") Unweighted base Base: All US Adults who have used one of the listed diets to lose weight Very effective Somewhat ineffective	35% 8% 3% 5% 83 83 85 33% 47% 14%	27% 10% 1% 4% 28 31 38%  20% 	• 43% 7% • 4% • 5% • 5% • 5% • 52% • 11%	 - - - - - - - - - - - - - - - - - -	E.F* 15% 12% * 12% * * 23 25 51% * * 37% * 8% * 4%	• 43% D* 10% • 5% • 5% • 18 17 18% • • 18% • •	47% 5. 4% 10% D* 38 36 31% 49% 10% 5%	** 42% - ** ** ** 2 2 43% ** 57% ** **			 28%  3%  3%  11 10 31%  39%  19% 	** 38% 5% ** 5% ** 6% ** 18 20 31% ** 5% ** 14%	36% 8% 1% 8% 39 40 38% 40% 16% 5%	37% 9% 7%	40% 10% 1% 4% 59 58 34% 48% 5%

### YouGov RealTime

### Preferred Diets

YouGov		R	lace			Educa	tion							Marital Status	
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership	Living together, I not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Not applicable - I have never used or considered using this diet for weight loss	73%	65%	64%	65%	75%	69%	70%	80%	74%	65%	72%	67%	73%	69%	76%
Prefer not to say	2%	* 2%	* 1%	*	1%	3%	1%	* 1%	1%	-	* - *	** 4% **	1%	3%	* - *
CYD_Q2_15. Dairy-Free (i.e., a diet that excludes dairy products		·	·	N*				*		**	•	**			•
such as milk, butter cheese, etc.) Unweighted base	706	73	74	53	229	238	151	88	361	7	53	25	446	159	50
Base: All US Adults who have ever changed their diet to lose	695	60	86	53	246	230	144	85	352	6	50	23	440	161	50
veight I have used this diet for weight loss	12%	16%	12%	15%	9%	13%	144	9%	11%	-	7%	17%	11%	161	13%
		•	•	•				*		**	•	**		AC	*
I have never used this diet for weight loss, but have considered this	14%	13% *	14% *	12% *	13%	13%	15%	20% *	18% Z.AB	13% **	7% *	7% **	16% AB	13%	4% *
Not applicable - I have never used or considered using this diet for weight loss	73%	71%	75%	64%	77%	72%	68%	70%	70%	87%	84%	76%	72%	68%	84%
Prefer not to say	1%	•	•	* 9%	1%	2%	1%	* 1%	1%	**	V.Z.AA*	**	V 1%	2%	V.AA*
Prefer hot to say	1%	-		9% N.O.P*	1%	2%	1%	*	1%	**	2% *	-	1%	2%	*
carbohydrate diet) Unweighted base Base: All US Adults who have used one of the listed diets to lose	137 133	10 10	18	12 12	33 37	52 48	32 <b>30</b>	20 18	76 74	1	12 11	2	91 88	31 <b>30</b>	8
weight Very effective	133 49%	10 60%	19 63%	12 59%	37	48	30 34%	18 45%	74 48%	1 100%	11 60%	2 51%	88	30 45%	8
Somewhat effective	35%	** 13%	** 28%	** 27%	** 31%	* 35%	* 38%	** 41%	* 37%	**	** 25%	** 49%	* 35%	** 35%	** 23%
Somewhat ineffective	8%	** 8%	**	-	-	* 7%	* 16%	** 15%	* 8%	-	** 8%	-	* 7%	** 11%	** 11%
Very ineffective	3%	-	** 4%	** 14%	** 5%	* 2%	* 3%	-	* 2%	-	** 8% **	-	* 3%	** 3%	-
Don't know	5%	20%	- **	- **	6%	2%	10%	- **	6%	- ++	- **	-	* 5% *	6% **	- ++
CYD_Q3_2. South Beach (i.e., consisting of foods with a low glycemic index, and carbohydrates and fats are categorized as 'good" or "bad")						1					11				1
Unweighted base	83	7	8	9	20	30	17	16	49	1	3	-	53	17	9
Base: All US Adults who have used one of the listed diets to lose weight	85	8	9	10	24	28	16	16	50	1	3	-	54	18	9
Very effective	33%	57% **	12% **	28%	34%	39% **	29% **	26% **	33%	100% **	-	-	32%	30% **	46% **
Somewhat effective	47%	15% **	88% **	27% **	43% **	48% **	27% **	69% **	56% *	- **	62% **	- **	55% *	35%	23% **
Somewhat ineffective	14%	14% **	- **	25% **	14% **	6% **	38% **	5% **	9% *	- **	38% **	- **	11% *	24% **	21% **
Very ineffective	3%		- **	19% **	4% **	6% **	-	- **	2% *	- **	- **	- **	2% *	- **	10% **
Don't know	3%	14% **	-		5% **	-	7% **		•	-		-	•	10% **	-
CYD_Q3_3. Paleo (i.e., including vegetables, fruits, nuts, roots, and meat and excluding foods such as dairy products, grains, sugar, processed oils, salt and coffee)															
Unweighted base	75	9	12	7	19	24	19	13	48	-	4	2	54	16	4

YouGov							Parent	or guardian of any	children			Inco	me		
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
Not applicable - I have never used or considered using this diet for weight loss	73%	86%	67%	54%	53%	66%	76%	72%	73%	66%	69%	71%	78%	75%	66%
weight loss		AA*	**	**	**		AG	AG		**			AL		
Prefer not to say	2%		9% **	-	-	1%	1%	1%	2%	12%	2%	1%	1%	7% AL.AM.AN*	3% AQ
CYD_Q2_15. Dairy-Free (i.e., a diet that excludes dairy products									1					ALOW.AN	ΛQ
such as milk, butter cheese, etc.)															
Unweighted base Base: All US Adults who have ever changed their diet to lose	706	35	10	2	4	170	261	398	292	16	233	188	214	71	218
Base: All US Adults who have ever changed their diet to lose weight	695	34	10	5	4	161	258	388	291	16	237	188	201	70	217
I have used this diet for weight loss	12%	3% *	14% **	- **	- **	16% AH.AI	9%	12% AH	12%	9% **	13%	13%	10%	11% *	14%
I have never used this diet for weight loss, but have considered this	14%	8% *	10% **	46% **	- **	18%	12%	14%	14%	19% **	15%	12%	18% AO	8% *	15%
Not applicable - I have never used or considered using this diet for weight loss	73%	89%	67%	54%	100%	66%	78%	74%	72%	66%	71%	76%	72%	74%	68%
weightioss		V.Z.AA*	**	**	**		AG.AI	AG		**				•	
Prefer not to say	1%		9% **	-		1%	1%	1%	2%	6% **	1%	-	0%	7% AL.AM.AN*	3% AQ
Please select one option on each row. CYD_Q3_1. Keto (i.e., a high-fat, adequate-protein, low- carbohydrate diet) Unweighted base	137	4	3	-	-	41	45	79	56	2	47	30	54	6	46
Base: All US Adults who have used one of the listed diets to lose weight Very effective	133 49%	4 26%	3	-	-	40	43 46%	76	55 48%	2 100%	48 52%	30 52%	49 47%	6	47 52%
Somewhat effective	35%	**	**	**	**	* 33%	* 46%	* 37%	* 35%	**	* 39%	** 23%	* 38%	** 54%	* 27%
		**	**	**	**	*	*	*	•	**	*	**	*	**	*
Somewhat ineffective	8%		- **	**	-	12% AH*	•	6% AH*	11% AH*	- **	4% *	16% **	9% *	- **	12% *
Very ineffective	3%	- **	- **	-	-	2% *	2% *	2% *	3% *	-	2% *	3% **	2% *	15% **	2% *
Don't know	5%			-		5% *	6% *	6% *	3% *	-	4% *	6% **	5% *		8% *
CYD_Q3_2. South Beach (i.e., consisting of foods with a low glycemic index, and carbohydrates and fats are categorized as															
"good" or "bad") Unweighted base	83	3	1	-	-	15	34	47	33	3	28	18	34	3	29
Base: All US Adults who have used one of the listed diets to lose weight	85	2	1	-	-	17	33	49	33	3	31	18	33	3	30
Very effective	33%	42% **	- **	- **	-	33% **	33% *	34%	35% **	- **	48% **	11% **	32% *	34% **	38% **
Somewhat effective	47%	39% **	- **	- **	- **	56% **	53% *	52% *	33% **	100% **	28% **	73% **	48% *	66% **	42% **
Somewhat ineffective	14%		- **	-	- **	11% **	8% *	10% *	22% **	- **	14% **	11% **	17% *	-	10% **
Very ineffective	3%		100% **	-	- **	-	5% *	4% *	3% **	-	3% **	5% **	3% *	-	3% **
Don't know	3%	19% **	- **	- **	-	-	-	- *	7% **	-	7% **	-	•	-	8% **
CYD_Q3_3. Paleo (i.e., including vegetables, fruits, nuts, roots, and meat and excluding foods such as dairy products, grains, sugar, processed oils, salt and coffee)															
unweighted base	75	-	1	-	-	23	23	42	30	3	21	20	31	3	29

### YouGov RealTime

### Preferred Diets

		Type of Are	a Lived in	
	Total	Suburban/ Town	Rural	Other
Not applicable - I have never used or considered using this diet for weight loss	73%	77%	73%	100%
Prefer not to say	2%	AP 0%	3% AQ	-
CYD_Q2_15. Dairy-Free (i.e., a diet that excludes dairy products such as milk, butter cheese, etc.)				
Unweighted base	706	344	143	1
Base: All US Adults who have ever changed their diet to lose weight	695	334	144	1
I have used this diet for weight loss	12%	11%	9%	-
I have never used this diet for weight loss, but have considered this	14%	15%	12%	-
Not applicable - I have never used or considered using this diet for weight loss	73%	74%	77%	100%
Prefer not to say	1%	0%	1%	-
Unweighted base Base: All US Adults who have used one of the listed diets to lose weight	137 133	69 66	20	1
do you think each of the following diets are for weight loss? Please select one option on each row. CYD_Q3_1. Keto (i.e., a high-fat, adequate-protein, low-				
Unweighted base	137	69	21	1
	133	66		1
Very effective	49%	47% *	47% **	100%
Somewhat effective	35%	38%	49% **	-
Somewhat ineffective	8%	7%		**
		•	4% **	** - **
Very ineffective	3%	* 4% *		-
Very ineffective Don't know	3% 5%	•	**	
Don't know CYD_Q3_2. South Beach (i.e., consisting of foods with a low glycemic index, and carbohydrates and fats are categorized as		* 4% *	** - **	- ** - **
Don't know CYD_Q3_2. South Beach (i.e., consisting of foods with a low lycemic index, and carbohydrates and fats are categorized as good" or "bad")	5%	* 4% * 4%	* - * *	- ** - **
Don't know CYD_Q3_2. South Beach (i.e., consisting of foods with a low lycemic index, and carbohydrates and fats are categorized as good" or "bad") Unweighted base Base: All US Adults who have used one of the listed diets to lose		* 4% *	** - **	- ** - **
Don't know YD_Q3_2. South Beach (i.e., consisting of foods with a low lycemic index, and carbohydrates and fats are categorized as good" or "bad") Unweighted base	<b>5%</b> 83	• 4% • 4% •	** - ** **	-
Don't know CYD_Q3_2. South Beach (i.e., consisting of foods with a low lycemic index, and carbohydrates and fats are categorized as good" or "bad") Unweighted base Base: All US Adults who have used one of the listed diets to lose weight	5% 83 85	• 4% • 4% •	** - ** 11 10 27%	- - - - - - -
CYD_Q3_2. South Beach (i.e., consisting of foods with a low lycemic index, and carbohydrates and fats are categorized as good" or "bad") Unweighted base Base: All US Adults who have used one of the listed diets to lose weight Very effective	5% 83 85 33%	• 4% 4% • 43 44 32%	** - ** 11 10 27% ** 64%	-
Don't know CYD_Q3_2. South Beach (i.e., consisting of foods with a low pycemic index, and carbohydrates and fats are categorized as (good" or "bad") Base: All US Adults who have used one of the listed diets to lose weight Very effective Somewhat effective	5% 83 85 33% 47%	4%, 4%, 4%, 4%, 4%, 44, 32%, 46%,	      11 10 27%  64% 	· · · · · · · · · · · · · · · · · · ·
CYD_Q3 2. South Beach (i.e., consisting of foods with a low glycemic index, and carbohydrates and fats are categorized as "good" or "bad") Base: All US Adults who have used one of the listed diets to lose weight Very effective Somewhat effective Somewhat ineffective	5% 83 85 33% 47% 14%	4% 4% 43 44 32% 46% 21%	      64%       	- - - - - - - - - - - - - - - - - - -
Don't know CYD_Q3_2. South Beach (i.e., consisting of foods with a low glycemic index, and carbohydrates and fats are categorized as 'good" or "bad") Unweighted base Base: All US Adults who have used one of the listed diets to lose weight Very effective Somewhat effective Somewhat ineffective Very ineffective	5% 83 85 33% 47% 14% 3%	4% 4% 43 44 32% 2% 2%	       64%     	· · · · · · · · · · · · · · · · · · ·

YouGov		Ge	nder				Generation					Reç	jion		
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Base: All US Adults who have used one of the listed diets to lose weight	72	39	33		29	14	28	2	-	-	17	12	28	16	44
Very effective	33%	37%	29% *	-	39% **	35% **	23%	100%	-	-	35%	38%	31%	33%	36% *
Somewhat effective	42%	39% *	46% *	-	44% **	54% **	37% **			-	45% **	45% **	36% **	48% **	38% *
Somewhat ineffective	17%	19% *	13%	-	17% **	- **	25% **	- **	- **	- **	10% **	17% **	23% **	12% **	19% *
Very ineffective	4%		9% *	-	-	6% **	7% **	- **	- **	- **	6% **	- **	3% **	6% **	2% *
Don't know	4%	5% *	3% *	-	-	5% **	8% **	-	-	- **	4% **	- **	8% **	-	5% *
YD_Q3_4. Atkins (i.e., a low-carbohydrate diet)															
Unweighted base	165	71	94	2	42	39	71	11	-	-	22	36	68	39	120
Base: All US Adults who have used one of the listed diets to lose weight	164	74	91	2	44	38	68	13	-	-	22	36	67	39	117
Very effective	37%	42% *	34% *	- **	36% *	37% *	34% *	64% **	- **	- **	33% **	59% L.M*	34% *	26% *	39%
Somewhat effective	46%	43% *	49% *	100%	45% *	43% *	49% *	36% **	-	- **	47% **	35% *	41% *	64% K.L*	49%
Somewhat ineffective	11%	8% *	14%	-	12%	13%	12% *		-	-	13% **	6% *	14% *	10% *	9%
Very ineffective	3%	5% *	1% *	-	5% *	2% *	2% *	-	**	-	4% **	-	6% *	- *	1%
Don't know	3%	2% *	3% *	-	3% *	4% *	2% *	-	-	-	3% **	•	5% *	•	2%
YD_Q3_5. Intermittent fasting (e.g., the 16/8 diet, the 5:2 diet, c.)															
Unweighted base	172	74	98	7	67	41	53	4	-	-	32	28	72	40	118
ase: All US Adults who have used one of the listed diets to lose weight	169	77	92	6	71	40	47	4	-	-	32	29	69	38	116
Very effective	50%	55% *	46%	31%	60% *	42% *	45% *	52% **	-	- **	65% **	44% **	42% *	57% *	47%
Somewhat effective	37%	36% *	37% *	69% **	26% *	45% *	42% *	24% **	-	-	27% **	40% **	43% *	31% *	42%
Somewhat ineffective	8%	6% *	10% *	-	8% *	9% *	6% *	24% **	-	- **	5% **	6% **	10% *	8% *	8%
Very ineffective	3%	3% *	3% *	-	4% *	3% *	1% *	-	-	-		4% **	4% *	2% *	2%
Don't know	3%	1% *	4% *	-	2% *	2% *	6% *	-	-	- **	2% **	7% **	1% *	2% *	2%
YD_Q3_6. Mediterranean (i.e., consisting of vegetables, fruits, erbs, nuts, beans and whole grains)															
unweighted base	120	49	71	2	41	27	46	4	-	-	22	16	47	35	85
ase: All US Adults who have used one of the listed diets to lose weight	122	53	69	3	44	26	45	4	-	-	21	19	47	36	85
Very effective	37%	41%	34%	100%	38%	37%	27%	77% **	-	- **	39%	52% **	36%	30%	38%
Somewhat effective	44%	41%	46%	-	42%	56% **	47%	- **	-	- **	42% **	27%	41%	59% *	43%
Somewhat ineffective	12%	12% *	12%	-	16% *	4% **	14%	23%	- **	- **	13% **	10%	15% *	9% *	13%
Very ineffective	1%		1% *	-	-	-	2% *			-	-	5% **	-	-	1% *
Don't know	6%	6%	6%		5%	3%	10%	-	-	-	5%	7%	8%	3%	5%

YouGov		R	ace			Educa	ion							Marital Status	
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Base: All US Adults who have used one of the listed diets to lose weight	72	9	12	7	20	23	19	10	46	-	4	2	52	15	4
Very effective	33%	29%	19% **	45%	24%	45% **	24%	43%	30%	-	50% **	100%	34%	37%	28%
Somewhat effective	42%	59%	48%	40%	62%	33%	43%	23%	45%	-	50%	-	44%	30%	49%
Somewhat ineffective	17%	5%	26%	-	-	22%	19%	34%	17%	- **	-	- **	15%	21%	23%
Very ineffective	4%		7%	15%	4%	-	11%	-	6%	-	-		6%	-	-
Don't know	4%	**	**	-	** 10%	-	** 4%	-	* 2%	-	**	-	* 2%	** 12%	-
(D. 02.4. Atking (i.e., a law carbabudate dist)		**	**	**	**	**	**	**	*	**	**	**	*	**	**
YD_Q3_4. Atkins (i.e., a low-carbohydrate diet) Unweighted base	165	17	22	6	41	54	45	25	101	1	8	5	115	31	11
ase: All US Adults who have used one of the listed diets to lose weight	164	15	26	6	47	51	43	24	104	1	6	5	115	29	12
Very effective	37%	37%	34%	15% **	40%	45% *	28% *	32% **	38%	100%	13% **	-	36%	39% **	44% **
Somewhat effective	46%	33%	40%	49%	39%	45%	48%	61%	46%	-	72%	42%	47%	46%	47%
Somewhat ineffective	11%	22% **	15%	19%	13%	9%	16%	4% **	10%	-	16% **	34% **	11%	11%	9% **
Very ineffective	3%	- ++	8%	17%	5%	2%	2%	3%	5%	- **	-	-	4%	-	-
Don't know	3%	9%	3%	-	4%	-	6% *	- **	2%	- **	- **	24%	2%	5%	-
/D_Q3_5. Intermittent fasting (e.g., the 16/8 diet, the 5:2 diet,		**	**	**	•	*	*	**	*	**	**	**		**	**
c.)			1	1											
Unweighted base ase: All US Adults who have used one of the listed diets to lose	172	20	16	18	42	54	45	31	87	1	9	9	106	46	10
weight	169	17	18	17	47	50	42	29	86	1	8	9	103	46	10
Very effective	50%	52% **	58% **	58% **	66% S.T*	39% *	39% *	59% **	48%	100%	58% **	42% **	48% *	55% *	63% **
Somewhat effective	37%	19% **	37% **	21% **	22% *	47% R*	42% *	35% **	39% *	-	25% **	46% **	38% *	33% *	29% **
Somewhat ineffective	8%	15% **	5% **	5% **	9% *	9% *	7% *	5% **	8% *	-	5% **	- **	7% *	8% *	8% **
Very ineffective	3%	3% **	- **	12%	-	2% *	8% *	-	3% *	- ++	12%	13% **	4% *	-	-
Don't know	3%	10%	- **	5%	2%	3%	4% *	-	3%	- **	-	-	3%	4%	-
/D_Q3_6. Mediterranean (i.e., consisting of vegetables, fruits,															
rbs, nuts, beans and whole grains) Unweighted base	120	9	19	7	26	42	29	23	68	2	6	4	80	25	8
se: All US Adults who have used one of the listed diets to lose weight	120	10	21	7	31	40	28	23	70	2	5	5	82	26	8
Very effective	37%	47%	25%	42%	35%	38%	34%	43%	36%	51%	17%	19% **	34%	42% **	48%
Somewhat effective	44%	20%	55%	58%	49%	47%	34% **	44%	44%	49%	65% **	57%	46% *	40% **	31%
Somewhat ineffective	12%		20%	-	7%	15%	22%	4%	14%	- **	18%	24%	15%	11%	-
Very ineffective	1%	-	-	-	-	-	4%	- **	1%	-	-	** - **	* 1%	-	-
Don't know	6%	33%	**	**	**	-	**	**	* 4%	-		**	* 4%	**	21%
Don t know	076	33%	**	**	10%	*	1%	9% **	4%	**	**	- **	4%	1%	21%

US_nat_	int Sample: 3	3rd - 6th January	2020

YouGov							Parent	or guardian of any	children			Inco	ome		
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urba
ase: All US Adults who have used one of the listed diets to lose	72		1			23	22	41	28	3	22	20	27	3	30
weight Very effective	33%	-	-	-	-	28%	38%	31%	34%	57%	26%	44%	32%	30%	30%
Somewhat effective	42%	-	100%	-	-	51%	40%	45%	38%	43%	40%	41%	42%	70%	44%
Somewhat ineffective	17%		-	-	-	18%	14%	17%	18%		18%	11%	21%	-	14%
Very ineffective	4%	-	**	**	**	** 4%	** 5%	* 4%	** 4%	-	** 8%	**	** 4%	-	** 6%
Don't know	4%	-	-	-	-	-	** 4%	* 2%	** 7%	-	** 8%	** 5%	-	-	**
		**	**	**	**	**	**	*	**	**	**	**	**	**	**
/D_Q3_4. Atkins (i.e., a low-carbohydrate diet) Unweighted base	165	4	4	-	-	40	65	98	63	4	44	48	60	13	50
ase: All US Adults who have used one of the listed diets to lose	164	4	4	-	-	40	66	99	62	3	45	40	57	13	53
weight Very effective	37%	23%	69% **	-	- **	37%	39%	40%	33%	30%	46%	33%	33%	41%	35%
Somewhat effective	46%	77%	-	-	-	37%	52%	44%	50%	43%	41%	46%	51%	42%	48%
Somewhat ineffective	11%	-	31%		-	13%	AI* 7%	10%	13%	-	9%	9%	13%	17%	12%
Very ineffective	3%	•	**	•	**	8%	-	3%	* 1%	28%	-	* 6%	* 3%	-	2%
Don't know	3%	-	-	**	**	AH* 5%	* 1%	AH* 3%	* 2%	-	* 3%	* 5%	*	-	* 3%
/D_Q3_5. Intermittent fasting (e.g., the 16/8 diet, the 5:2 diet,		**	**	**		*	•	*	*	**	•	•	٠	**	*
c.)															
Unweighted base	172	7	2	-	1	49	44	86	80	6	51	42	62	17	57
ase: All US Adults who have used one of the listed diets to lose weight	169	7	1	-	1	49	43	85	79	5	52	43	56	17	59
Very effective	50%	30%	37%	- **	-	52% *	35%	45%	57% AH*	30% **	59% *	48% *	43%	50% **	61% AQ
Somewhat effective	37%	55%	-	-	100%	36%	50% AJ*	42%	31%	42%	31%	33%	43%	45%	329
Somewhat ineffective	8%	15%	63%	-	-	7%	7%	7%	8%	28%	9%	8%	9%	-	6%
Very ineffective	3%	**	**	**	**	* 4%	* 1%	* 3%	* 2%	**	*	*	* 3%	**	*
		**	**	**	**	•	*	*	·	**	*	*	*	**	*
Don't know	3%	- **	-	- **	-	- *	6% *	3% AG*	2% *	-	1% *	5% *	2% *	5% **	1% *
/D_Q3_6. Mediterranean (i.e., consisting of vegetables, fruits, erbs, nuts, beans and whole grains)															
Unweighted base	120	4	3		-	26	42	66	52	2	40	25	49	6	47
ase: All US Adults who have used one of the listed diets to lose weight	122	4	3	-	-	27	43	69	52	1	44	25	46	7	48
Very effective	37%	57% **	19% **	-		45% **	34% *	38%	36%	36% **	42% *	35% **	36% *	22% **	379
Somewhat effective	44%	31% **	81% **	- **	-	36% **	50% *	44% *	43% *	64% **	36% *	39% **	52% *	58% **	479 *
Somewhat ineffective	12%	-	-	-	-	14%	10%	12%	14%	-	12%	19%	9% *	20%	10%
Very ineffective	1%	-	-	-	- ++	- **	2%	1%	-	-	-	-	2%	- ++	-
Don't know	6%	13%	-	-	-	5%	4%	4%	8%	-	10%	7%	2%		7%
		**	**	**	**	**	*	*	*	**	*	**	*	**	*

YouGov		Type of Are	a Lived in	
	Total	Suburban/ Town	Rural	Other
Base: All US Adults who have used one of the listed diets to lose	72	32	10	
weight Very effective	33%	37%	31%	-
Somewhat effective	42%	* 38%	** 49%	**
Somewhat ineffective	17%	21%	** 9% **	** - **
Very ineffective	4%		11%	-
Don't know	4%	3%	-	-
CYD_Q3_4. Atkins (i.e., a low-carbohydrate diet)				
Unweighted base	165	84	30	1
Base: All US Adults who have used one of the listed diets to lose	164	81	29	1
weight Very effective	37%	40% *	32% **	100%
Somewhat effective	46%	44% *	51% **	
Somewhat ineffective	11%	9% *	15% **	
Very ineffective	3%	4% *	2% **	
Don't know	3%	3% *	-	-
CYD_Q3_5. Intermittent fasting (e.g., the 16/8 diet, the 5:2 diet, etc.)				
Unweighted base	172	89	26	-
Base: All US Adults who have used one of the listed diets to lose	169	84	26	-
weight Very effective	50%	40% *	56% **	-
Somewhat effective	37%	41% *	34% **	
Somewhat ineffective	8%	9% *	9% **	
Very ineffective	3%	5% *	- **	
Don't know	3%	4% *	-	
CYD_Q3_6. Mediterranean (i.e., consisting of vegetables, fruits, herbs, nuts, beans and whole grains)				
Unweighted base	120	56	16	1
Base: All US Adults who have used one of the listed diets to lose weight	122	57	16	1
Very effective	37%	41%	25%	- **
Somewhat effective Somewhat ineffective	44% 12%	40% * 11%	48% ** 27%	100% **
Somewnat ineffective Very ineffective	12%	11% * 2%	21%	**
very ineliecuve Don't know	6%	*	**	**
SOLUTION	070	*	**	**

US_nat_int Sample. Sru - 6th January 2020	
Ver Cert	

YouGov		Ge	nder				Generation					Re	gion		
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
CYD_Q3_7. Whole30 (i.e., consisting of whole foods and the									,						
elimination of sugar, alcohol, grains, legumes, soy, and dairy) Unweighted base	42	19	23		16	8	17	1	-		6	6	22	8	24
Base: All US Adults who have used one of the listed diets to lose	44	21	23		18	8	17	1	-		5	8	23	8	23
weight				_											
Very effective	49%	59% **	39% **	-	67% **	68% **	24% **	-	-	-	42%	65% **	47% **	41%	50% **
Somewhat effective	30%	28%	32%		15%	23%	50%		-	•	19%	22%	29%	49%	32%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Som ewhat ineffective	14%	4% **	23%	-	18%	-	11%	100%	-	-	16%	13%	15%	11%	12%
Very ineffective	-		-			-		-	-					-	
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	7%	9% **	6%	-	-	9%	15%	-	- **	-	23%	-	9%	-	5%
CYD_Q3_8. WW (Weight Watchers) (i.e., a diet and program for		**	**	**	**	**	**	**	**	**	**	**	**	**	**
weight loss based on a point system)															
Unweighted base	146	36	110	2	31	28	78	7	-	-	25	32	49	40	122
Base: All US Adults who have used one of the listed diets to lose weight	145	38	107	3	32	26	76	7	-	-	25	32	51	38	120
Very effective	37%	41%	35%	-	29%	40%	43%	13%	-	-	38%	45%	35%	31%	36%
		**		**	**	**	•	**	**	**	**	**	•	•	
Somewhat effective	49%	40%	53%	100%	58%	47%	44%	56% **	-	-	47%	36%	51%	60%	52%
Somewhat ineffective	6%	5%	7%	-	6%	4%	7%	15%	-	-	9%	6%	6%	5%	7%
	0,0	**	170	**	**	**	*	**	**	**	**	**	*	*	
Very ineffective	6%	10%	5%	-	5%	3%	7%	15%	-	•	4%	9%	8%	2%	4%
Don't know	2%	** 4%	1%	**	** 3%	**	•	**	**	**	** 3%	** 3%	•	* 2%	1%
DOITTRIOW	270	470 **	170	**	**	**		-	**	**	**	**	•	*	170
CYD_Q3_9. Raw (i.e., involving mainly unprocessed, whole, plant- based, and preferably organic, foods)															
Unweighted base	50	25	25	1	22	12	15	-	-		12	11	20	7	30
Base: All US Adults who have used one of the listed diets to lose	50	27	22	1	23	11	14	-	-	-	12	12	19	7	28
weight Very effective	34%	36%	31%		42%	49%	11%	-	-		31%	41%	34%	27%	40%
,		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Somewhat effective	50%	41%	61%	100%	46%	45%	57%	-	-	-	40%	59%	41%	73%	37%
Somewhat ineffective	6%	** 10%	**	**	**	**	** 13%	**	**	**	** 16%	**	**	**	**
Somewhat menecuve	0%	**	**	**	470 **	**	**	-	**	**	**	**	**	**	**
Very ineffective	6%	7%	4%	-	4%	-	13%	-	-	•	8%	-	10%	-	10%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	5%	6% **	4% **	-	4% **	6% **	7% **	-	-	-	6% **	-	10%	-	7%
CYD_Q3_10. Ayurvedic (i.e., a plan that provides guidelines for now you eat to boost your health, prevent or manage disease, and maintain wellness)			1		1		1					1	1	1	
Unweighted base	32	13	19	1	16	8	7	-	-	-	7	5	14	6	17
Base: All US Adults who have used one of the listed diets to lose weight	33	16	18	1	17	9	6	-	-	-	8	7	14	5	17
Very effective	36%	53%	21%	100%	36%	33%	29%	-	-	-	13%	61%	45%	12%	30%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Somewhat effective	25%	12% **	36% **	-	26% **	21%	32% **	- **	-	-	13% **	13% **	27% **	54% **	39% **
Somewhat ineffective	25%	18%	31%	-	34%	16%	16%		-		32%	26%	22%	19%	25%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**

YouGov		F	ace			Educa	tion							Marital Status	
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
CYD_Q3_7. Whole30 (i.e., consisting of whole foods and the elimination of sugar, alcohol, grains, legumes, soy, and dairy)															
Unweighted base	42	7	8	3	8	19	13	2	25	-	-	1	26	11	2
Base: All US Adults who have used one of the listed diets to lose weight	44	8	10	3	12	18	13	2	28	-	-	1	29	10	2
Very effective	49%	53% **	44% **	36%	38%	55% **	43% **	100%	49% **	-	- **	100% **	51% **	54% **	55%
Somewhat effective	30%	11%	30% **	64% **	43% **	25% **	29% **	-	31%	-	-	- **	30% **	27%	45% **
Somewhat ineffective	14%	10%	26% **	-	9% **	15% **	19% **	-	17%	-	- **	-	16% **	-	-
Very ineffective	-	-	- **		-	-	-	-	-	-	-	- **	-	-	-
Don't know	7%	26% **	- **	-	10%	5% **	9% **	-	3% **	-	- **	- **	3% **	18% **	-
CYD_Q3_8. WW (Weight Watchers) (i.e., a diet and program for veight loss based on a point system)															
Unweighted base	146	9	9	6	34	53	38	21	84	2	9	1	96	25	12
Base: All US Adults who have used one of the listed diets to lose weight	145	9	10	7	37	49	37	21	83	2	9	1	95	25	12
Very effective	37%	78% **	28% **	13% **	41% **	34% *	33% *	41% **	41% *	52% **	15% **	- **	39% *	21% **	59% **
Somewhat effective	49%	15% **	52% **	49% **	46% **	50% *	52% *	49% **	45% *	48% **	42% **	100% **	46% *	61% **	32% **
Somewhat ineffective	6%	-	- **	13% **	5% **	6% *	8% *	6% **	7% *	-	- **	- **	6% *	9% **	9% **
Very ineffective	6%	- **	21% **	25% **	5% **	8% *	5% *	4% **	5% *	-	34% **	- **	7% V*	7% **	
Don't know	2%	7% **	-	-	3% **	2% *	2% *		1% *	-	9% **	- **	2% *	3% **	- **
YD_Q3_9. Raw (i.e., involving mainly unprocessed, whole, plant- ased, and preferably organic, foods)															
Unweighted base	50	7	10	3	14	20	12	4	25	1	2	1	29	16	4
Base: All US Adults who have used one of the listed diets to lose weight	50	8	11	3	16	19	11	4	25	1	3	1	30	15	4
Very effective	34%	59% **	10% **	- **	42% **	26% **	30% **	45% **	45% **	-	**	- **	38% **	24% **	51% **
Somewhat effective	50%	22% **	90% **	100% **	46% **	49% **	55% **	55% **	36% **	100% **	100% **	100% **	47% **	65% **	
Somewhat ineffective	6%	11% **	- **	- **	-	10% **	9% **	-	11% **	-	- **	- **	9% **	- **	
Very ineffective	6%	- ++	-	-	-	15% **	-	-	4% **	-	- **	- **	3% **	6% **	24%
Don't know	5%	8% **	- **	- **	12% **	-	6% **	-	4% **	-	- **	- **	3% **	4% **	25% **
YD_Q3_10. Ayurvedic (i.e., a plan that provides guidelines for ow you eat to boost your health, prevent or manage disease, nd maintain wellness)															
Unweighted base	32	7	5	3	7	14	9	2	14	1	4	1	20	7	3
Base: All US Adults who have used one of the listed diets to lose weight	33	8	6	3	10	13	8	3	16	1	5	1	22	6	3
Very effective	36%	62% **	19% **	32%	64% **	37%	8% **		46% **	-	21% **	-	37%	30% **	57% **
Somewhat effective	25%	9% **	- **	34% **		41% **	27% **	42% **	24% **	- **	16% **	- **	20% **	43% **	
Somewhat ineffective	25%	14%	32%	34%	-	22%	51%	58%	24%	-	22% **	100%	26%	16%	43%

YouGov							Parent	or guardian of any	children			Inco	ome		
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
CYD_Q3_7. Whole30 (i.e., consisting of whole foods and the															
elimination of sugar, alcohol, grains, legumes, soy, and dairy) Unweighted base	42	1	2	1		13	15	25	16	4	17	12	10	3	17
Base: All US Adults who have used one of the listed diets to lose		1	2	-	-					I					
weight	44	0	2	-	-	15	16	28	14	1	19	12	10	3	19
Very effective	49%	-	- **	-	-	64% **	41% **	50%	50%	-	49%	48%	54% **	27%	40%
Somewhat effective	30%		40%	-	-	12%	47%	30%	33%	•	39%	9%	27%	73%	30%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Somewhat ineffective	14%		60% **	-		18% **	13% **	17%	-	100%	-	35% **	19% **		13%
Very ineffective	-	-	-	-	-	-		-	-	-		-	-	-	-
	70 /	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	7%	100%	-	-		6% **	-	3%	16% **	-	12%	7% **	-	-	17% **
CYD_Q3_8. WW (Weight Watchers) (i.e., a diet and program for															
weight loss based on a point system) Unweighted base	146	10	3		-	31	64	87	54	5	46	40	48	12	49
Base: All US Adults who have used one of the listed diets to lose	140	10	3	_		32	63	88	53	5	40 48	40	40	12	49 51
weight					-										
Very effective	37%	22%	56%	-	-	38%	37%	41% *	33%	-	32%	43% *	34% *	43%	36% *
Somewhat effective	49%	78%	44%	-	-	62%	47%	48%	50%	66%	54%	48%	53%	24%	48%
		**	**	**	**	**	•	•	•	**	•	•	•	**	*
Somewhat ineffective	6%	-	-	-	-	-	10%	7%	6% *	-	2%	7% *	9% *	11%	6% *
Very ineffective	6%		-	-	-	-	5%	4%	7%	34%	9%	2%	4%	15%	6%
		**	**	**	**	**	•	•	•	**	•	•	•	**	•
Don't know	2%	-	- **	-	-	-	-	-	5%	-	3%	-	-	7%	5% *
CYD_Q3_9. Raw (i.e., involving mainly unprocessed, whole, plant-				1											
based, and preferably organic, foods)	50					17	10				00	10	10	0	0.1
Unweighted base Base: All US Adults who have used one of the listed diets to lose	50	-	1	-	-	17	12	26	24	-	22	10	12	6	21
weight	50	-	1	-	-	17	11	25	24	-	23	11	10	6	23
Very effective	34%		-		-	49% **	17%	37%	31%	-	43% **	18%	40% **	15%	35%
Somewhat effective	50%		100%	-	-	46%	50%	45%	55%	-	38%	64%	51%	69%	54%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Somewhat ineffective	6%	-	-	-	-	6% **	16% **	11%	-	-	4% **	9% **	9% **	-	8% **
Very ineffective	6%	-	-	-	-	-	8%	4%	8%	-	8%	-	-	16%	-
,	-/-	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	5%		-	-	-	-	8% **	4% **	7%	-	7% **	9% **	-	-	3% **
CYD_Q3_10. Ayurvedic (i.e., a plan that provides guidelines for how you eat to boost your health, prevent or manage disease, and maintain wellness)															
Unweighted base	32	2	-	-	-	10	9	15	17	-	14	9	7	2	15
Base: All US Adults who have used one of the listed diets to lose weight	33	2	-	-	-	12	9	17	16	-	15	10	6	2	18
Very effective	36%	-	-	-	-	45%	35%	45%	27%	-	57%	20%	23%	-	41%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Somewhat effective	25%	71%	-	-		24%	43% **	28%	21% **	-	17%	9% **	62% **	36%	16%
Somewhat ineffective	25%		-	-	-	24%	11%	17%	33%	-	13%	40%	15%	64%	25%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**

YouGov		Type of Are	a Lived in	
	Total	Suburban/ Town	Rural	Other
CYD_Q3_7. Whole30 (i.e., consisting of whole foods and the				
elimination of sugar, alcohol, grains, legumes, soy, and dairy) Unweighted base	42	18	7	
Base: All US Adults who have used one of the listed diets to lose	44	18	7	_
weight				-
Very effective	49%	54% **	59% **	-
Somewhat effective	30%	25% **	41% **	-
Somewhat ineffective	14%	21% **	-	- **
Very ineffective	-	- **	-	-
Don't know	7%	-	-	-
CYD_Q3_8. WW (Weight Watchers) (i.e., a diet and program for weight loss based on a point system)				
Unweight doss based on a point system)	146	75	22	-
Base: All US Adults who have used one of the listed diets to lose	145	73	21	-
weight Very effective	37%	39%	30%	-
		•	**	**
Somewhat effective	49%	48% *	60% **	- **
Somewhat ineffective	6%	9% *	-	-
Very ineffective	6%	5% *	10% **	-
Don't know	2%	- *	- **	-
CYD_Q3_9. Raw (i.e., involving mainly unprocessed, whole, plant-				
based, and preferably organic, foods) Unweighted base	50	18	11	
Base: All US Adults who have used one of the listed diets to lose	50	17	10	
weight Very effective	34%	29%	37%	
Very effective	34%	29%	31%	-
Somewhat effective	50%	53% **	36% **	-
Somewhat ineffective	6%	-	9% **	-
Very ineffective	6%	6%	18%	-
Don't know	5%	** 11%	** - **	-
CYD_Q3_10. Ayurvedic (i.e., a plan that provides guidelines for how you eat to boost your health, prevent or manage disease,		**	**	
and maintain wellness) Unweighted base	32	13	4	-
Base: All US Adults who have used one of the listed diets to lose	33	12	4	_
weight Very effective	36%	22%	4 53%	-
		**	**	**
Somewhat effective	25%	31%	47% **	**
Somewhat ineffective	25%	32% **	-	-

YouGov		Ge	nder				Generation					Reg	ion		
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Very ineffective	8%	13% **	4% **	- ++	4% **	23% **	-	- **	-	- **	27% **	- **	- **	15% **	-
Don't know	6%	4% **	8% **	- **	- **	7% **	23% **	- **	- **	- **	15% **	- **	7% **	- **	5% **
CYD_Q3_11. Macrobiotic (i.e., avoiding foods containing toxins)															
Unweighted base	45	21	24	2	20	8	14	1	-	-	8	4	22	11	26
Base: All US Adults who have used one of the listed diets to lose weight	46	25	21	3	22	8	13	0	-	-	7	8	19	11	28
Very effective	41%	43% **	39%	76% **	54% **	56%	-	100%	-	-	43% **	87% **	34% **	21%	36%
Somewhat effective	37%	44%	30%		36%	25%	58%	•	•		42%	13%	27%	70%	44%
Somewhat ineffective	4%	** 3%	**	**	**	-	** 5%	**	**	-	**	**	** 10%	**	**
Contewnal menecuve	770	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Very ineffective	2%	4% **	-		-	-	7% **	-	-	-		- **	5% **	-	3% **
Don't know	15%	6% **	26%	24%	4% **	19% **	29% **	-	-	-	15% **	-	25% **	10% **	11%
CYD_Q3_12. Veganism (i.e., a diet containing only plants, such as vegetables, grains, nuts and fruits, and foods made from plants)															
Unweighted base	64	32	32	4	27	11	21	1	-	-	16	10	22	16	41
Base: All US Adults who have used one of the listed diets to lose weight	71	39	32	7	31	12	21	1	-	-	18	14	21	18	45
Very effective	40%	45% **	33%	64% **	46% **	40% **	20% **	100% **	-	-	11%	71% **	49% **	34%	35%
Somewhat effective	47%	46% **	48% *	36%	45% **	17% **	71% **	-	-	-	61% **	29% **	35%	60% **	54% *
Somewhat ineffective	8%	8%	8%	-	6% **	25% **	5% **	-	-	-	17%	-	8%	6% **	4%
Very ineffective	3%		8%		3%	13%	-	-	-	-	8%	-	4%	-	5%
Don't know	2%	** 2%	* 3%	-	-	** 6%	5%	-	-	-	** 4%	-	** 4%	-	* 2%
CYD_Q3_13. Vegetarianism (i.e., abstaining from the		**	•	**	**	**	**	**	**	**	**	**	**	**	*
consumption of meat)	05	00	50		07	20						10	00	00	
Unweighted base Base: All US Adults who have used one of the listed diets to lose	95	36	59	6	37	22	29	7	-	-	22	12	38	23	57
weight Very effective	103 33%	45	59 28%	8 51%	42 31%	23 31%	29	1	-	-	24	16 70%	39 22%	25 33%	62
very ellective		**	*	**	**	**	**	**	**	**	**	**	*	**	•
Somewhat effective	46%	42% **	48% *	39% **	47% **	39% **	53% **	-	-	-	53% **	30% **	47% *	47% **	47% *
Somewhat ineffective	16%	15%	16%	-	20%	22%	10%	-	-	-	13%	-	24%	17%	19%
Very ineffective	2%	-	3%	10%	-	5%	-	-	-	-	4%	-	2%	-	3%
Don't know	4%	4%	* 4%	-	2%	** 3%	9%	-	-	-	** 5%	-	* 5%	3%	* 5%
CYD_Q3_14. Gluten-Free (i.e., a diet that excludes gluten, which is a mixture of proteins found in wheat, barley, rye, and oats)		**	•	**	**	**	**	**	**	**	**	**	*	**	*
Unweighted base	72	36	36	4	26	17	24	1	-	-	14	13	29	16	43
Base: All US Adults who have used one of the listed diets to lose weight	72	40	32	5	27	18	22	0	-	-	14	15	29	14	41
Very effective	42%	47%	36%	83%	52%	45%	17%	100%	-	-	44%	28%	50%	39%	31%

YouGov		R	ace			Educa	ation							Marital Status	
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Very ineffective	8%	-	49% **	-	27% **		-	-	-	100%	40% **	-	13% **	-	-
Don't know	6%	14% **	-	-	9% **	-	14% **	- **	6% **	- **	- **	- **	4% **	11% **	- **
CYD_Q3_11. Macrobiotic (i.e., avoiding foods containing toxins)															
Unweighted base	45	10	6	3	11	17	13	4	22	-	-	2	24	16	4
Base: All US Adults who have used one of the listed diets to lose weight	46	9	6	3	15	16	11	4	23	-	-	2	25	16	4
Very effective	41%	61% **	22% **	68% **	44%	47% **	26%	49% **	34%	- **	- **	- **	30%	50% **	78%
Somewhat effective	37%		65%	32%	33%	37%	46%	33%	48%	-	-	83%	51%	26%	-
	407	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Somewhat ineffective	4%	5% **	-	- ++	5% **	**	4% **	18% **	-	-	**	17%	2% **	9% **	**
Very ineffective	2%	-	-	-	-	6% **	-	- **	-	-	- **	-	-	6% **	-
Don't know	15%	34%	13%	-	18%	10%	24%	-	18%	-	-	-	16%	9% **	22% **
CYD_Q3_12. Veganism (i.e., a diet containing only plants, such as vegetables, grains, nuts and fruits, and foods made from plants)															
Unweighted base	64	7	7	9	17	21	17	9	33	-	2	3	38	22	2
Base: All US Adults who have used one of the listed diets to lose weight	71	9	9	8	26	19	17	9	35	-	3	4	42	25	3
Very effective	40%	58% **	35%	53% **	40% **	58% **	21% **	38%	38%	-	31% **	48% **	39% *	42% **	42% **
Somewhat effective	47%	34%	34%	35%	43%	37%	64%	45%	51%	-	-	52%	48%	48%	-
Somewhat ineffective	8%	-	31%	12%	14%	-	11%	-	8%	-	69%	-	12%	3% **	-
Very ineffective	3%		-	-		5%	-	17%		-	-	-	-	4%	58%
Don't know	2%	**	-	-	** 4%	-	** 4%	-	**	**	**	-	* 2%	** 3%	-
CYD_Q3_13. Vegetarianism (i.e., abstaining from the		**	**	**		**	**	**	**	**	**	**	•	**	**
consumption of meat)															
Unweighted base Base: All US Adults who have used one of the listed diets to lose	95	9	18	11	29	29	25	12	39	-	10	7	56	30	5
Base: All US Adults who have used one of the listed diets to lose weight	103	10	22	10	39	28	25	12	42	-	10	8	60	35	6
Very effective	33%	60% **	25% **	61% **	37% **	46% **	7% **	40% **	40% *	-	27% **	35%	37% *	25% **	46% **
Somewhat effective	46%	20%	61%	30%	45%	34%	67%	31%	45%	-	65% **	38%	47%	42%	38%
Somewhat ineffective	16%	9%	15%	9%	13%	14%	17%	30%	14%	-	-	16%	12%	25%	16%
Very ineffective	2%	**	-	**	**	** 3%	** 4%	**	•	**	**	** 11%	* 1%	** 3%	**
		**	**	**	**	**	**	**	•	**	**	**	*	**	**
Don't know	4%	11% **	-	-	5% **	3% **	4% **	-	2% *	-	8% **	-	3% *	5% **	-
CYD_Q3_14. Gluten-Free (i.e., a diet that excludes gluten, which is a mixture of proteins found in wheat, barley, rye, and oats)															
Unweighted base	72	10	13	6	19	27	21	5	32	1	7	2	42	20	6
Base: All US Adults who have used one of the listed diets to lose weight	72	10	15	7	24	25	20	3	32	1	8	1	41	20	5
Very effective	42%	71% **	43% **	60% **	49% **	41% **	36% **	39% **	46% **	-	52% **	-	45% *	49% **	36%

YouGov							Parent o	or guardian of any	children			Inco	me		
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
Very ineffective	8%		- ++	-	++	7% **	-	5% **	12% **	- ++	5% **	21% **	-	++	12%
Don't know	6%	29% **	-	-	-	-	11% **	6% **	7% **	-	7% **	10% **		-	6% **
YD_Q3_11. Macrobiotic (i.e., avoiding foods containing toxins)															
Unweighted base	45	1	-	-	-	15	11	25	20	-	24	6	12	3	22
ase: All US Adults who have used one of the listed diets to lose	46	0	-	-	-	16	10	25	21	-	26	6	11	3	24
weight Very effective	41%		-	-	-	57%	23%	42%	40%	-	47%	32%	31%	45%	43%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Somewhat effective	37%		-	-		30% **	52% **	40% **	34%	-	31%	36% **	55% **	34%	43% **
Somewhat ineffective	4%	•	-	-	-	3%	-	2%	7%	-	5%	-	-	21%	2%
Very ineffective	2%	**	**	**	**	**	**	**	**	**	** 4%	**	**	**	**
very ineffective	2/0	**	**	**		**	**	**	5%	**	4%o **	**	**	**	**
Don't know	15%	100%	-	-	-	10% **	25% **	17% **	14% **	- **	14% **	32% **	14% **	-	12% **
/D_Q3_12. Veganism (i.e., a diet containing only plants, such as getables, grains, nuts and fruits, and foods made from plants)			1	1				1	1						
Unweighted base	64	1	1	-	-	17	18	30	33	1	23	16	21	4	32
ase: All US Adults who have used one of the listed diets to lose weight	71	1	1	-	-	18	19	32	38	1	31	16	19	5	38
Very effective	40%	•	100%	-	-	39%	30%	37%	42%	100%	43%	52%	34%	-	40%
Oren such at affective	470/	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Somewhat effective	47%	100%	-	-	**	51% **	59% **	52% **	43% **	-	44% **	24% **	66% **	67% **	42% **
Somewhat ineffective	8%	•	-	-	-	10%	5%	9%	7%	-	8%	18%	-		13%
Very ineffective	3%	**	**	**	**	-	**	**	**	**	** 3%	**	**	** 33%	** 4%
	0,0	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	2%		-	-	-	-	5% **	3% **	2% **	-	2% **	6% **	-	-	2% **
YD_Q3_13. Vegetarianism (i.e., abstaining from the				1					1						
onsumption of meat) Unweighted base	95	2	2	-	-	20	23	38	55	2	34	24	27	10	45
ase: All US Adults who have used one of the listed diets to lose	103	2	2	-	-	21	24	41	60	2	43	25	26	10	52
weight Very effective	33%		26%	-	-	38%	28%	36%	30%	26%	35%	38%	23%	32%	33%
		**	**	**	••	**	**	*	*	**	**	**	**	**	*
Somewhat effective	46%	71%	74% **	-	- ++	48% **	59% **	51% *	41% *	74% **	41% **	50% **	64% **	9% **	51% *
Somewhat ineffective	16%	-	- **	-	- **	13% **	9% **	10%	20%	-	16% **	8% **	13%	42%	9%
Very ineffective	2%	-	-	-		-	-	-	3%	-	2%	-	-	9%	-
Don't know	4%	** 29%	**	**	**	**	** 4%	* 2%	* 5%	-	** 5%	** 4%	-	** 8%	*
	-+ /0	29%	**	**	**	**	4% **	2% *	5%	**	3% **	4% **	**	8% **	*
/D_Q3_14. Gluten-Free (i.e., a diet that excludes gluten, which is nixture of proteins found in wheat, barley, rye, and oats)															
Unweighted base ase: All US Adults who have used one of the listed diets to lose	72	1	2	1	-	22	22	40	31	1	28	20	18	6	27
weight	72	1	2	2	-	24	21	41	30	1	31	21	15	5	29
Very effective	42%	-	-	-	-	48%	31%	39%	48%	-	48%	38%	33%	49%	45%

US\_nat\_int Sample: 3rd - 6th January 2020

#### YouGov Type of Area Lived in Total Suburban/ Rural Other Town Very ineffective 8% 7% --\*\* \*\* \*\* Don't know 8% --6% \*\* \*\* \*\*

#### CYD\_Q3\_11. Macrobiotic (i.e., avoiding foods containing toxins)

Unweighted base	45	17	6	-
Base: All US Adults who have used one of the listed diets to lose weight	46	17	6	-
Very effective	41%	35% **	50% **	
Somewhat effective	37%	25% **	50% **	
Somewhat ineffective	4%	9% **	-	-
Very ineffective	2%	6% **	-	-
Don't know	15%	25% **	-	-

# CYD\_Q3\_12. Veganism (i.e., a diet containing only plants, such as vegetables, grains, nuts and fruits, and foods made from plants)

Unweighted base	64	25	7	-
Base: All US Adults who have used one of the listed diets to lose weight	71	23	9	-
Very effective	40%	46% **	24% **	
Som ewhat effective	47%	43% **	76% **	-
Somewhat ineffective	8%	3% **	-	
Very ineffective	3%	4% **	-	-
Don't know	2%	4% **	-	-

CYD\_Q3\_13. Vegetarianism (i.e., abstaining from the

consumption of meat)

Unweighted base	95	39	11	-
Base: All US Adults who have used one of the listed diets to lose weight	103	38	14	-
Very effective	33%	36% *	21% **	-
Somewhat effective	46%	36% *	50% **	-
Somewhat ineffective	16%	20%	28% **	-
Very ineffective	2%	5% *	- **	- **
Don't know	4%	2% *	- **	- **
CYD Q3 14. Gluten-Free (i.e., a diet that excludes gluten, which is				1

### CYD\_Q3\_14. Gluten-Free (i.e., a diet that excludes gluten, which a mixture of proteins found in wheat, barley, rye, and oats)

Unweighted base	72	30	15	-
Base: All US Adults who have used one of the listed diets to lose weight	72	29	14	-
Very effective	42%	40%	41%	-
		**	**	**

YouGov		Ge	nder				Generation					Reg	lion		
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Somewhat effective	40%	40%	39% *		31%	41%	59% **	-		-	46% **	53% **	25% **	49% **	44% *
Somewhat ineffective	7%	-	16%	17%	10%	5%	4% **	-	-	-	5% **	6% **	9% **	6% **	8% *
Very ineffective	8%	9% **	7%	-	7%	-	16%	-	-	-	-	13%	13%	-	14%
Don't know	3%	4% **	3%	-	-	9% **	4% **	-	-	-	5% **	-	3% **	6% **	2% *
CYD_Q3_15. Dairy-Free (i.e., a diet that excludes dairy products uch as milk, butter cheese, etc.)															
Unweighted base	81	33	48	5	34	12	27	3	-	-	17	13	36	15	56
Base: All US Adults who have used one of the listed diets to lose weight	82	37	45	8	35	12	25	3	-	-	16	16	36	14	54
Very effective	33%	42% **	26% *	54% **	40% **	24% **	25% **	-	-	-	31% **	54% **	28%	26% **	35% *
Somewhat effective	42%	35% **	48% *	13% **	54% **	26% **	34% **	100% **		- **	32% **	35% **	45% *	55% **	41% *
Somewhat ineffective	17%	17% **	16% *	33% **	3% **	24% **	29% **	-	-	-	18% **	11% **	20%	12% **	15% *
Very ineffective	4%	-	8% *	-	3% **	13% **	4% **	- **	-	- **	15% **	- **	3% *	-	6% *
Don't know	4%	7%	2%	-	-	13%	7% **	-	-	-	4% **	-	5%	6% **	2%
You previously said that you have used each of the following pecifically for weight loss. In general, how expensive or nexpensive do you think each of the following diets are for weight loss? Please select one option on each row.			1												
pecifically for weight loss.In general, how expensive or rexpensive do you think each of the following diets are for weight loss? Please select one option on each row. YD_C4_1. Keto (i.e., a high-fat, adequate-protein, low-	137	62	75	5	43	37	49	3	-	-	21	17	58	41	97
pecifically for weight loss.In general, how expensive or rexpensive do you think each of the following diets are for reight loss? Please select one option on each row. YD_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- arbohydrate diet) Unweighted base Base: All US Adults who have used one of the listed diets to lose	137 133		75 70	5	43 43	37 35	49 <b>46</b>	3 2		-	21	17 18	58 56	41 39	97 92
pecifically for weight loss.In general, how expensive or rexpensive do you think each of the following diets are for registil toss? Please select one option on each row. YD_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- arbohydrate diet)		62							- - -	- - -					
pecifically for weight loss.In general, how expensive or rexpensive do you think each of the following diets are for weight loss? Please select one option on each row. YD_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- arbohydrate diet) Unweighted base Base: All US Adults who have used one of the listed diets to lose weight	133	62 64 18%	70 24%	6 29%	43	35 20%	46 13%	2	-	-	20 14%	18 35%	56 16%	39	92 20%
pecifically for weight loss.In general, how expensive or nexpensive do you think each of the following diets are for weight loss? Please select one option on each row. CYD_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- arbohydrate diet) Base: All US Adults who have used one of the listed diets to lose weight Very expensive	133 21%	62 64 18%	70 24% *	6 29% ** 71%	43 30% *	35 20% *	46 13% *	2 - ** 84%	- ++	- **	20 14% ** 45%	18 35% ** 35%	56 16% *	39 26% *	92 20% *
pecifically for weight loss.In general, how expensive or rexpensive do you think each of the following diets are for registit loss? Please select one option on each row. :YD_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- arbohydrate diet) Base: All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat expensive	133 21% 49%	62 64 18% 52%	70 24% * 46% *	6 29% ** 71% **	43 30% * 44% *	35 20% * 49% *	46 13% * 48% *	2 - ** 84% ** 16%	- ** - **	- ** - **	20 14% ** 45% ** 32%	18 35% ** 35% ** 11%	56 16% * 50% *	39 26% * 55%	92 20% * 49% * 21%
pecifically for weight loss.In general, how expensive or rexpensive do you think each of the following diets are for reght loss? Please select one option on each row. CYD_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- arbohydrate diet) Base: All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat expensive	133 21% 49% 20%	62 64 18% 52% 21% 6%	70 24% * 46% * 19% * 8% * 4%	6 29% ** 71% ** - ** -	43 30% • 44% • 18% • 7% • 2%	35 20% * 49% * 17% * 8% *	46 13% • 48% • 26% • 8% • 5%	2 		- - - - - - - - - - - - - - - - - - -	20 14% ** 45% ** 32% ** ** 8%	18 35%  35%  11%  19% 	56 16% 50% * 21% * 9% *	39 26% * 55% * 15% * 2% * 2%	92 20% * 49% * 21% * 7% * 3%
pecifically for weight loss.In general, how expensive or nexpensive do you think each of the following diets are for weight loss? Please select one option on each row. CYD_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- arbohydrate diet) Base: All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat expensive Somewhat inexpensive Very inexpensive Don't know CYD_Q4_2. South Beach (i.e., consisting of foods with a low plycemic index, and carbohydrates and fats are categorized as	133 21% 49% 20% 7%	62 64 18% • 52% • 21% • *	70 24% * 46% * 19% * 8%	6 29% ** 71% ** - **	43 30% 44% 18% *	35 20% * 49% * 17% * 8%	46 13% • 48% • 26% • 8%	2 	-       	-       	20 14% 45% ** 32% **	18 35% ** 35% ** 11% ** 19% **	56 16% * 50% * 21% * 9%	39 26% * 55% * 15% * 2%	92 20% * 49% * 21% * 7%
pecifically for weight loss.In general, how expensive or rexpensive do you think each of the following diets are for respensive do you think each of the following diets are for respensive do you think each of the following diets are for weight loss? Please select one option on each row. TVD_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- arbohydrate diet) Unweighted base Base: All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat expensive Somewhat inexpensive Very inexpensive Don't know TVD_Q4_2. South Beach (i.e., consisting of foods with a low lycemic index, and carbohydrates and fats are categorized as	133 21% 49% 20% 7%	62 64 18% • 52% • 21% • *	70 24% * 46% * 19% * 8% * 4%	6 29% ** 71% ** - ** -	43 30% • 44% • 18% • 7% • 2%	35 20% * 49% * 17% * 8% *	46 13% • 48% • 26% • 8% • 5%	2 		- - - - - - - - - - - - - - - - - - -	20 14% ** 45% ** 32% ** ** 8%	18 35%  35%  11%  19% 	56 16% 50% * 21% * 9% *	39 26% * 55% * 15% * 2% * 2%	92 20% * 49% * 21% * 7% * 3%
pecifically for weight loss.In general, how expensive or rexpensive do you think each of the following diets are for eight loss? Please select one option on each row. YD_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- arbohydrate diet) Base: All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat expensive Somewhat inexpensive Don't know YD_Q4_2. South Beach (i.e., consisting of foods with a low tycemic index, and carbohydrates and fats are categorized as good" or "bad")	133 21% 49% 20% 7% 4%	62 64 18% 52% 21% 6% 3%	70 24% 46% 19% 8% 4%	6 29% ** - * * *	43 30% • 44% • 18% • 7% • 2% •	35 20% • 49% • 8% • 5% •	46 13% • 48% • 26% • 8% • 5% •	2 		- - - - - - - - - - - - - - - - - - -	20 14% ** 45% ** 32% ** * * * * *	18 35% ** 35% ** 11% ** 19% **	56 16% • 50% • 21% • 9% • 4% •	39 26% 55% 15% 2% 2%	92 20% * 49% * 21% * 7% * 3%
pecifically for weight loss. In general, how expensive or rexpensive do you think each of the following diets are for eight loss? Please select one option on each row. YD_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- arbohydrate diet) Base: All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat expensive Somewhat inexpensive Very inexpensive Don't know YD_Q4_2. South Beach (i.e., consisting of foods with a low kycemic index, and carbohydrates and fats are categorized as good" or "bad") Unweighted base	133 21% 49% 20% 7% 4%	62 64 18% 52% 21% 6% 3% 28	70 24% 46% 19% 8% 4%	6 29% ** ** * * * * * * *	43 30% • 44% • 18% • 7% • 2% •	35 20% • 49% • 17% • 8% • 5% •	46 13% • 48% • 26% • 8% • 5% •	2  84%   		- - - - - - - - - - - - - - -	20 14% ** 32% ** ** 8% **	18 35%  35%  11%  19% 	56 16% • 50% • 21% • 9% • 4% •	39 26% 55% 15% 2% 2% 15	92 20% * 49% * 21% * 7% * 3% *
pecifically for weight loss.In general, how expensive or rexpensive do you think each of the following diets are for eight loss? Please select one option on each row. YD_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- arbohydrate diet) Unweighted base asse: All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat expensive Corry inexpensive Don't know YD_Q4_2. South Beach (i.e., consisting of foods with a low lycemic index, and carbohydrates and fats are categorized as good" or "bad") Unweighted base Base: All US Adults who have used one of the listed diets to lose weight	133 21% 49% 20% 7% 4% 83 85	62 64 18% 52% 21% 6% 3% 3% 28 31 24%	70 24% 46% 19% 8% 4% 55 54	6 29%     2 3 	43 30% • 18% • 2% 2% 23 25 39%	35 20% • 49% • 17% • 5% • 18 18 17 29%	46 13% • 26% • * 5% • 38 36 12%	2  84%    2 2 2 	- - - - - - - - - - - -	- - - - - - - - - - - - - - - - - - -	20 14% 45%  32%  8%  11 10 10%	18 35% ** 35% ** 11% ** ** ** ** ** ** ** **	56 16% • 50% • 21% • 9% • 4% • 39	39 26% 55% 15% 2% 2% 15 14 20%	92 20% * 49% * 21% * 7% * 3% *
pecifically for weight loss.In general, how expensive or nexpensive do you think each of the following diets are for weight loss? Please select one option on each row. CYD_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- arbohydrate diet) Base: All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat expensive Somewhat inexpensive Very inexpensive Don't know CYD_Q4_2. South Beach (i.e., consisting of foods with a low hydemic index, and carbohydrates and fats are categorized as good" or "bad") Base: All US Adults who have used one of the listed diets to lose weight Wrweighted base Base: All US Adults who have used one of the listed diets to lose weight Very expensive	133 21% 49% 20% 7% 4% 83 85 23%	62 64 18% 52% 21% 6% 3% 28 31 24% 37%	70 24% 19% 8% 4% 55 54 22%	6 29% ** - * * * * * * * *	43 30% 44% 18% 2% 2% 2% 2% 39% 43%	35 20% • 49% • 17% • 8% • 5% • 18 17 29% • 34%	46 13% 48% 26% 5% 38 36 12%	2  84%    2 2 2  57%	- - - - - - - - - - - - - - - - - - -	- - - - - - - - - - - - - - - - - - -	20 14% ** 45% * 32% * * 8% * 11 10 10% 30%	18 35%  33%  11%  19%   19%  39%	56 16% 50% 21% * 9% 4% * 39 40 28% *	39 26% 55% 15% 2% 2% 2% 15 14 20% 46%	92 20% 21% 7% 3% 59 58 18%
pecifically for weight loss. In general, how expensive or nexpensive do you think each of the following diets are for respensive do you think each of the following diets are for respensive do you think each of the following diets are for arbohydrate diet) Typ_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- arbohydrate diet) Daweighted base weight Very expensive Somewhat expensive Comewhat expensive Don't know VTD_Q4_2. South Beach (i.e., consisting of foods with a low lyceroic index, and carbohydrates and fats are categorized as good" or "bad") Unweighted base Base: All US Adults who have used one of the listed diets to lose weight Very expensive Don't know Very expensive Base: All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat expensive Somewhat expensive Somewhat expensive	133 21% 49% 20% 7% 4% 83 85 23% 38%	62 64 18% 52% 21% * 6% 3% * 28 3% * 28 31 24% * * 37% 31%	70 24% 19% 8% 4% 55 54 22% 40% 20%	6 29%        74%	43 30% 44% 18% 7% 2% 2% 2% 2% 2% 2% 2	35 20% • 49% • 17% • 5% • 18 17 29% • 34% •	46 13% 48% 26% * 8% * 5% * 5% * 38 36 12% * 40% *	2  84%    2 2 2 2   55%  43%	- - - - - - - - - - - - - - - - - - -		20 14%  32%   8%  11 10 10%  30%  29%	18 35%  35%  11%  11%   20 22%  39%  21%	56 16% 50% 21% * 9% 4% * 39 40 28% * 33%	39 26% 55% 15% 2% 2% 15 14 20% 2% 2%	92 20% * 49% * 21% * 7% * 3% * 3% * 59 58 18% * 43% *

US\_nat\_int Sample: 3rd - 6th January 2020

		R	ace			Educat	ion							Marital Status	
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership	Living together, I not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Somewhat effective	40%	18%	47%	27%	41%	45% **	32% **	41%	40%	100%	36%	68%	41%	39%	12%
Somewhat ineffective	7%	4%	9% **	**	7%	7%	9% **	- ++	2%	- **	12%	32%	5%	4% **	15%
Very ineffective	8%	-	-	-	-	8%	15%	20%	5%	-	-	-	4%	5%	37%
Don't know	3%	7%	-	13%	4%	-	8%		6%	-	-	-	4%	3%	-
7D_Q3_15. Dairy-Free (i.e., a diet that excludes dairy products		**	**	**	**	**	**	**		**	**	**	*	**	**
ch as milk, butter cheese, etc.) Unweighted base	81	9	9	7	19	32	22	8	39	-	4	4	47	26	6
ase: All US Adults who have used one of the listed diets to lose	82	10	10	8	23	29	23	7	39		4	4	47	20	6
weight															
Very effective	33%	51% **	21%	12% **	38%	28% *	31%	44% **	34% *	-	47% **	-	32% *	39% **	31%
Somewhat effective	42%	16%	79%	33%	30%	53%	48%	15%	43%	-	53%	100%	49%	31%	17%
Somewhat ineffective	17%	18%	- **	45%	24%	16%	9% **	21%	14%	- **	- **	-	11%	24%	28%
Very ineffective	4%		-	-		3%	5%	20%	3%		-		2%	3%	23%
Don't know	4%	** 16%	-	** 11%	** 8%	-	** 7%	-	* 7%	-	-	-	* 6%	** 3%	-
ou previously said that you have used each of the following execifically for weight loss.In general, how expensive or expensive do you think each of the following diets are for eight loss? Please select one option on each row. YO Q4 1. Keto (i.e., a high-fat, adequate-protein, low-															
ecifically for weight loss. In general, how expensive or expensive do you think each of the following diets are for ight loss? Please select one option on each row. $D_{2}$ Q4_1. Keto (i.e., a high-fat, adequate-protein, low-bohydrate diet)	137	10	18	12	33	52	32	20	76	1	12	2	91	31	8
ecifically for weight loss.In general, how expensive or expensive do you think each of the following diets are for ight loss? Please select one option on each row. D_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- toohydrate diet) Unweighted base ase: All US Adults who have used one of the listed diets to lose	137	10	18	12 12	33	52 48	32 30	20	76	1	12	2	91 <b>88</b>	31 30	8
scifically for weight loss.In general, how expensive or xpensive do you think each of the following diets are for gipt loss? Please select one option on each row. D_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- bohydrate diet) Unweighted base	137 133 21%	10 48%	19 11%	12 22%	37 21%	48 25%	30 16%	18 18%	74 20%	1 -	11 16%	2 49%	88 20%	30 30%	8 8 14%
ecifically for weight loss.In general, how expensive or expensive do you think each of the following diets are for ight loss? Please select one option on each row. D_C4_1.Keto (i.e., a high-fat, adequate-protein, low- toohydrate diet) Unweighted base ase: All US Adults who have used one of the listed diets to lose weight	133	10	19	12	37	48	30	18	74	1	11	2	88	30	
ecifically for weight loss.In general, how expensive or expensive do you think each of the following diets are for ight loss? Please select one option on each row. (D_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- bohydrate diet) Unweighted base ase: All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat expensive	133 21% 49%	10 48% ** 28% **	19 11% ** 50% **	12 22% ** 64% **	37 21% ** 50% **	48 25% * 49% *	30 16% * 49% *	18 18% ** 45% **	74 20% * 47%	1 - **	11 16% ** 52% **	2 49% **	88 20% * 48% *	30 30% ** 47% **	14% **
scifically for weight loss.In general, how expensive or xpensive do you think each of the following diets are for ght loss? Please select one option on each row. D_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- bohydrate diet) Unweighted base weight very expensive Somewhat expensive Somewhat inexpensive	133 21% 49% 20%	10 48% ** 28% ** 4% **	19 11% ** 50% ** 29% **	12 22% ** 64% ** 8% **	37 21% ** 50% ** 15% **	48 25% *	30 16% * 49% * 22%	18 18% ** 45% ** 23% **	74 20% * 47% * 23% *	1 - ** 100%	11 16% ** 52% ** 16% **	2 49% ** 51% ** - **	88 20% * 48% * 21% *	30 30% ** 47% ** 15% **	14% ** 58% ** - **
ecifically for weight loss.In general, how expensive or xpensive do you think each of the following diets are for ight loss? Please select one option on each row. D_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- bohydrate diet) Unweighted base ase: All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat expensive	133 21% 49%	10 48% ** 28% ** 4%	19 11% ** 50% ** 29%	12 22% ** 64% ** 8%	37 21% ** 50% ** 15%	48 25% * 49% *	30 16% * 49% *	18 18% ** 45% ** 23%	74 20% * 47%	1 	11 16% ** 52% ** 16%	2 49% ** 51% **	88 20% * 48% *	30 30% ** 47% ** 15%	14% ** 58% **
ecifically for weight loss. In general, how expensive or xpensive do you think each of the following diets are for ight loss? Please select one option on each row. D_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- bohydrate diet) Unweighted base ses: All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat expensive Somewhat inexpensive	133 21% 49% 20%	10 48% ** 28% ** 4% **	19 11% ** 50% ** 29% ** 10%	12 22% ** 64% ** 8% ** 6%	37 21% ** 50% ** 15% **	48 25% * 49% * 21% *	30 16% * 49% * 22% * 9%	18 18% 45%  23%  15%	74 20% * 47% * 23% * 6%	1 	11 16% ** 52% ** 16% ** 9%	2 49% ** 51% ** - **	88 20% * 48% * 21% * 6%	30 30% ** 47% ** 15% ** 6%	14% ** 58% ** - ** 29%
ecifically for weight loss.In general, how expensive or expensive do you think each of the following diets are for ight loss? Please select one option on each row. 'D_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- trohydrate diet) Unweighted base weight see: All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat expensive Somewhat inexpensive Very inexpensive Don't know 'D_Q4_2. South Beach (i.e., consisting of foods with a low roemic index, and carbohydrates and fats are categorized as	133 21% 49% 20% 7%	10 48% ** 28% ** 4% ** - ** 20%	19 11% ** 50% ** 29% ** 10% **	12 22% ** 64% ** 8% ** 6% **	37 21%  50%  15%  11%  3%	48 25% 49% 21% • - 5%	30 16% * 49% * 22% * 9% S* 4%	18 18%  45%  23%  15% 	74 20% * 47% * 23% * 6% * 4%	1 	11 16% ** 52% ** 16% ** 9% ** 7%	2 49% ** 51% ** - ** - ** -	88 20% 48% * 21% * 6% *	30 30% ** 47% ** 15% ** 6% ** 2%	14% ** 58% ** - ** 29% **
cifically for weight loss.In general, how expensive or kpensive do you think each of the following diets are for ght loss? Please select one option on each row. D_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- bohydrate diet) Unweighted base se: All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat expensive Somewhat inexpensive Very inexpensive Don't know D_Q4_2. South Beach (i.e., consisting of foods with a low cemic index, and carbohydrates and fats are categorized as	133 21% 49% 20% 7%	10 48% ** 28% ** 4% ** - ** 20%	19 11% ** 50% ** 29% ** 10% **	12 22% ** 64% ** 8% ** 6% **	37 21%  50%  15%  11%  3%	48 25% 49% 21% • - 5%	30 16% * 49% * 22% * 9% S* 4%	18 18%  45%  23%  15% 	74 20% * 47% * 23% * 6% * 4%	1 	11 16% ** 52% ** 16% ** 9% ** 7%	2 49% ** 51% ** - ** - ** -	88 20% 48% * 21% * 6% *	30 30% ** 47% ** 15% ** 6% ** 2%	14% ** 58% ** - ** 29% **
cifically for weight loss. In general, how expensive or pensive do you think each of the following diets are for pht loss? Please select one option on each row. D_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- oohydrate diet) Unweighted base weight very expensive Somewhat inexpensive Somewhat inexpensive Very inexpensive Don't know D_Q4_2. South Beach (i.e., consisting of foods with a low emic index, and carbohydrates and fats are categorized as od" or "bad") Unweighted base diet or the listed diets to lose unweighted base diet of the listed diets to lose unweighted base diet of the listed diets to lose unweighted base diet of the listed diets to lose unweighted base set. All US Adults who have used one of the listed diets to lose unweighted base for or "bad") unweighted base of " or "bad" unweighted base of " or " bad" unweighted base	133 21% 49% 20% 7% 4%	10 48% ** 28% ** 4% ** - ** 20%	19 11%  50%  29%  10% 	12 22% •• 64% •• 8% •• ••	37 21%  50%  15%  11%  3% 	48 25% 49% 21% - - 5%	30 16% • 22% • \$% \$* 4% •	18 18% 45%  23%  15% 	74 20% 47% 23% 6% 4%	1 	11 16% ** 52% ** 16% ** 9% ** 7% **	2 49% ** 51% ** - ** - ** -	88 20% 48% 21% 6% 5%	30 30% ** 47% ** 6% ** 2% **	14% ** 58% ** - ** 29% **
cifically for weight loss.In general, how expensive or gensive do you think each of the following diets are for ght loss? Please select one option on each row. D_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- bohydrate diet) Unweighted base se: All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat expensive Somewhat inexpensive Very inexpensive Don't know D_Q4_2. South Beach (i.e., consisting of foods with a low semic index, and carbohydrates and fats are categorized as tod" or "bad") Unweighted base	133 21% 49% 20% 7% 4% 83	10 48% ** 28% ** 20% ** 20% ** 20% ** 20%	19 11% 	12 22% ** 64% ** 8% ** ** ** ** ** 9 10 19%	37 21%  50%  15%  3%  20 24 30%	48 25% 49% 21% - - 5% - 30 28 30%	30 16% • 49% • 22% • \$* 4% • 17 16 17%	18 18% 	74 20% 47% 23% * 6% * 4%	1 	11 16%  52%  9%  7%  3 3 	2 49% ** 51% ** - ** - ** - **	88 20% 48% 21% 6% 5% 5%	30 30%  47%  15%  2%  17 18 20%	14% ** 58% ** 29% ** - **
scifically for weight loss.In general, how expensive or xpensive do you think each of the following diets are for ght loss? Please select one option on each row. D_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- bohydrate diet) Unweighted base See: All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat inexpensive Very inexpensive Don't know D_Q4_2. South Beach (i.e., consisting of foods with a low cernic index, and carbohydrates and fats are categorized as sod" or "bad") Unweighted base se: All US Adults who have used one of the listed diets to lose weight	133 21% 49% 20% 7% 4% 83 85	10 48%  28%  4%  20%  20%  7 8 57%  14%	19 11% ** 50% ** 29% ** 10% ** 10% ** * * * * * * * * * * * * * * * * *	12 22% ** 64% ** 6% ** - * * 9 10 19% ** 28%	37 21%  50%  15%  11%  3%  20 24 30%  27%	48 25% 49% 21% 5% 5% 30 28 30% 38%	30 16% 49% 22% 9% 5* 4% 17 16 17%	18 18%  23%  15%   16 16 5%  51%	74 20% 47% 23% 6% 4% 4% 50 23% 41%	1 	11 16%  52% 16%  9%  7%  3 3  100%	2 49% ** 51% ** - * * * * * * * *	88 20% 48% 21% 5% 5% 5% 5% 5% 43%	30 30% ** 47% 15% ** 8% ** 2% ** 17 18 20% ** 29%	14% ** 58% ** 29% - * * 9 9 9 9 34% *
ecifically for weight loss.In general, how expensive or expensive or you think each of the following diets are for ight loss? Please select one option on each row. (7)_Q4_1. Keto (i.e., a high-fat, adequate-protein, low-trohydrate diet) Unweighted base weight asse: All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat inexpensive Somewhat inexpensive Very inexpensive Don't know (2)_Q4_2. South Beach (i.e., consisting of foods with a low ycemic index, and carbohydrates and fats are categorized as ood" or "bad") Unweighted base weight Very expensive Don't know Very inexpensive Don't know Very expensive Unweighted base weight Very expensive Line	133 21% 49% 20% 7% 4% 83 85 23%	10 48%  28%  4%  20%  20%  3 57%  14%  15%	19 11%  50%  29%  10%   8 9 24%  44%  12%	12 22% 64% ** 8% ** ** 9 10 19% ** 28% ** 34%	37 21%  50%  15%  11%  3%  20 24 30%  22%	48 25% 49% 21%	30 16% 49% 22% 3% 5* 4% 177 16 17% * 45%	18 18%  23%  15%  16 16 16 5%  51%  31%	74 20% 47% 23% 6% 4% 4% 50 23% 41% 22%	1 - - - - - - - - - - - - -	11 16%  52%  16%  7%  3 3  100% 	2 49% ** 51% ** - ** - **	88 20% 48% 21% 5% 5% 5% 53 54 21% 43% 22%	30 30%  47%  15%  2%  17 18 22%  29%  37%	14% 
ecifically for weight loss.In general, how expensive or expensive or you think each of the following diets are for ight loss? Please select one option on each row. (7_O4_1. Keto (i.e., a high-fat, adequate-protein, low-trohydrate diet) Unweighted base weight asse: All US Adults who have used one of the listed diets to lose weight Uvery expensive Somewhat inexpensive Somewhat inexpensive Uvery inexpensive Don't know (7_O4_2. South Beach (i.e., consisting of foods with a low roemic index, and carbohydrates and fats are categorized as cod" or "bad") Unweighted base All US Adults who have used one of the listed diets to lose weight Very expensive Don't know Somewhat inexpensive Somewhat expensive Somewhat expensive Somewhat expensive Somewhat inexpensive Somewhat inexp	133 21% 49% 20% 7% 4% 83 85 23% 38% 24%	10 49%  28%  20%  20%  20%  20%  20%  20% 	19 11%  29%  10%  7.  8 9 24%  44%  12% 	12 22% ** 64% ** 6% ** 6% ** ** 9 10 109% ** 28% ** 34% **	37 21%  50%  15%  11%  3%  20 24 30%  27%  28% 	48       25%       49%       21%       . <td>30 16% 49% 22% 5° 4% 17 16 17% 45%</td> <td>18 18%  23%  15%   16 16 5%  51%  31% </td> <td>74 20% 47% 23% 6% 4% 23% 23% 41% 22%</td> <td>1 </td> <td>11 16% •• 52% •• 7% •• 7% •• 7% •• 7% •• 7% •• 7% •• 7% ••</td> <td>2 49% ** 51% ** - * * * * * * * *</td> <td>88 20% 48% 21% 5% 5% 5% 5% 5% 4 21% 43% 22% 2%</td> <td>30 30%  47%  15%  2%  17 18 20%  29%  29% </td> <td>14% ** 58% - ** 29% - ** ** 9 9 9 9 9 9 9 9 34% ** ** 32% ** ** 32% ** **</td>	30 16% 49% 22% 5° 4% 17 16 17% 45%	18 18%  23%  15%   16 16 5%  51%  31% 	74 20% 47% 23% 6% 4% 23% 23% 41% 22%	1 	11 16% •• 52% •• 7% •• 7% •• 7% •• 7% •• 7% •• 7% •• 7% ••	2 49% ** 51% ** - * * * * * * * *	88 20% 48% 21% 5% 5% 5% 5% 5% 4 21% 43% 22% 2%	30 30%  47%  15%  2%  17 18 20%  29%  29% 	14% ** 58% - ** 29% - ** ** 9 9 9 9 9 9 9 9 34% ** ** 32% ** ** 32% ** **
ecifically for weight loss. In general, how expensive or expensive do you think each of the following diets are for sight loss? Please select one option on each row. (7)_04_1. Keto (i.e., a high-fat, adequate-protein, low- rbohydrate diet) unweighted base ase: All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat expensive Somewhat inexpensive Very inexpensive Don't know (7)_04_2. South Beach (i.e., consisting of foods with a low ycemic index, and carbohydrates and fats are categorized as icod" or "bad") unweighted base ase: All US Adults who have used one of the listed diets to lose weight Very expensive Don't know (9)_04_2. South Beach (i.e., consisting of foods with a low ycemic index, and carbohydrates and fats are categorized as icod" or "bad") Very expensive Somewhat expensive	133 21% 49% 20% 7% 4% 83 85 23% 38%	10 48%  28%  20%  20%  20%  20%  14% 	19 11%  50%  29%  10%   8 9 24%  44%  12%	12 22% 64% ** 8% ** ** 9 10 19% ** 28% ** 34%	37 21%  50%  15%  11%  3%  20 24 30%  22%	48 25% 49% 21%	30 16% 49% 22% 3% 5* 4% 177 16 17% * 45%	18 18%  23%  15%  16 16 16 5%  51%  31%	74 20% 47% 23% 6% 4% 4% 50 23% 41% 22%	1 1 100%    100%  100% 	11 16%  52%  16%  7%  3 3  100%  	2 49% ** 51% ** - ** ** - **	88 20% 48% 21% 5% 5% 5% 53 54 21% 43% 22%	30 30%  47%  15%  2%  17 18 22%  29%  37%	14% 

<i>fouGov</i>							Parent o	or guardian of any	children			Inco	me		
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
Somewhat effective	40%	100%	-	100%		42% **	47% **	44% *	35%		37% **	42% **	44% **	34% **	37%
Somewhat ineffective	7%	-	60% **	-	-	5% **	4% **	5% *	6% **	100%	7% **	11%	6% **	-	12% **
Very ineffective	8%	-	40% **	-	-	5% **	13% **	9% *	6% **	-	6% **	5% **	11% **	17%	-
Don't know	3%		- **	-	-	-	5% **	2% *	5% **		2% **	4% **	6% **	-	5% **
/D_Q3_15. Dairy-Free (i.e., a diet that excludes dairy products ch as milk, butter cheese, etc.)		1	1	1				1	1			11			
Unweighted base	81	1	1	-	-	25	25	45	35	1	28	24	21	8	29
ase: All US Adults who have used one of the listed diets to lose weight	82	1	1	-	-	26	24	45	36	1	31	24	19	8	31
Very effective	33%		-			44% **	25% **	36% *	30% *		48% **	13% **	44% **	9% **	36% **
Somewhat effective	42%	100% **	100% **	-		39% **	44% **	44% *	37% *	100% **	21% **	71% **	28% **	72% **	42% **
Somewhat ineffective	17%		- **	-	-	16% **	23% **	16% *	18% *		27% **	8% **	17% **	-	9% **
Very ineffective	4%	- **	- **	-	-	- **	- **	- *	10% *	-	3% **	- **	5% **	19% **	5% **
Don't know	4%	-	-	-	-	-	7%	4%	4%	-	2%	8% **	5%	-	8%
ou previously said that you have used each of the following ecifically for weight loss.In general, how expensive or expensive do you think each of the following diets are for sight loss? Please select one option on each row.		**	**	**	**	**		1	1			1			
scifically for weight loss.In general, how expensive or xpensive do you think each of the following diets are for ight loss? Please select one option on each row. D_Q4_1. Keto (i.e., a high-fat, adequate-protein, Iow-	137		**	-	**	41	45	79	56	2	47	30	54	6	
ecifically for weight loss.In general, how expensive or xpensive do you think each of the following diets are for ight loss? Please select one option on each row. D_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- bohydrate diet) Unweighted base		4	3	-		41	45								46
cifically for weight loss.In general, how expensive or xpensive do you think each of the following diets are for ght loss? Please select one option on each row. D_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- bohydrate diet) Unweighted base	137 133 21%			-				79 76 19%	56 55 24%	2 2 -	47 48 24%	30 30 23%	54 49 13%	6 6 51%	46 47
ecifically for weight loss.In general, how expensive or xpensive do you think each of the following diets are for ght loss? Please select one option on each row. D_C4_1. Keto (i.e., a high-fat, adequate-protein, low- bohydrate diet) Unweighted base se: All US Adults who have used one of the listed diets to lose weight	133	4 4 - 	3 3 	- - - -		41 <b>40</b>	45 43	76	55	2 - ** 52%	48	30 23% ** 49%	49	6 51% ** 34%	46 47 29% *
scifically for weight loss.In general, how expensive or xpensive do you think each of the following diets are for ight loss? Please select one option on each row. D_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- bohydrate diet) Unweighted base use: All US Adults who have used one of the listed diets to lose weight Very expensive	133 21%	4	3 3 			41 40 25%	45 43 14%	76 19% *	55 24% *	2	48 24% *	30 23% **	49 13% *	6 51% **	46 47 29% * 45% *
cifically for weight loss.In general, how expensive or xpensive do you think each of the following diets are for ght loss? Please select one option on each row. D_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- bohydrate diet) Unweighted base se: All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat expensive	133 21% 49%	4 4  26%	3 3  100%			41 40 25% * 39%	45 43 14% * 49% *	76 19% * 44%	55 24% * 54%	2 - ** 52% **	48 24% * 45% *	30 23% ** 49% **	49 13% * 53% *	6 51% ** 34% **	46 47 29% * 45% * 15%
scifically for weight loss.In general, how expensive or xpensive do you think each of the following diets are for ight loss? Please select one option on each row. D_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- bohydrate diet) Unweighted base weight Very expensive Somewhat expensive Somewhat inexpensive	133 21% 49% 20%	4 - 26% - 74% -	3 - ** 100% ** - ** -	- - - - - - - - - - - - - - - - - - -		41 40 25% 39% 25% 25% 5%	45 43 14% • 49% • 23% • 9%	76 19% * 44% * 23% * 9% *	55 24% * 54% * 14%	2 	48 24% • 45% • 21% • * 8% • 1%	30 23% ** 49% ** 19% ** 3% **	49 13% * 53% * 21% *	6 51%  - - - 15%	46 47 29% * 45% * 15% * 6% *
cifically for weight loss.In general, how expensive or xpensive do you think each of the following diets are for ght loss? Please select one option on each row. D_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- bohydrate diet) Unweighted base se: All US Aduits who have used one of the listed diets to lose weight Very expensive Somewhat expensive Somewhat inexpensive Very inexpensive Don't know D_Q4_2. South Beach (i.e., consisting of foods with a low	133 21% 49% 20% 7%	4 	3 3 100% ** **			41 40 25% 39% 25% 6%	45 43 14% • 49% • 23% • 9% •	76 19% * 44% * 23% * 9%	55 24% * 54% * 14% * 5%	2  52%  48%  	48 24% * 45% * 21% * 8%	30 23% ** 49% ** 19% ** 3%	49 13% * 53% * 21% * 10%	6 51%  34%  	46 47 29% * 45% * 15% *
cifically for weight loss.In general, how expensive or xpensive do you think each of the following diets are for ght loss? Please select one option on each row. D_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- bohydrate diet) Unweighted base se: All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat expensive Somewhat inexpensive Very inexpensive Don't know D_Q4_2. South Beach (i.e., consisting of foods with a low cermic index, and carbohydrates and fats are categorized as ood' or "bad")	133 21% 49% 20% 7% 4%	4 4 26%  74% 	3 3 100% ** - * *	-		41 40 25% 39% 25% 5% 5%	45 43 14% • 49% • 23% • 9% • 6%	76 19% 44% - 23% - 9% - 4%	55 24% * 54% * 14% * 5% *	2 	48 24% • 45% • 21% • 8% • 1% •	30 23% ** 49% ** 19% ** 3% ** 6% **	49 13% 53% 21% 10% 3%	6 51% ** 34% ** ** ** 15% **	46 47 29% * 45% * 15% * 6% * 5% *
cifically for weight loss.In general, how expensive or opensive do you think each of the following diets are for gensive do you think each of the following diets are for gensive do you think each of the following diets are for your diets. D_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- oohydrate diet) Unweighted base weight Very expensive Somewhat expensive Very inexpensive Very inexpensive Don't know D_Q4_2. South Beach (i.e., consisting of foods with a low semic index, and carbohydrates and fats are categorized as iod" or "bad")	133 21% 49% 20% 7%	4 - 26% - 74% -	3 - ** 100% ** - ** -	- - - - - - - - - - - - - - - - - - -		41 40 25% 39% 25% 25% 5%	45 43 14% • 49% • 23% • 9%	76 19% * 44% * 23% * 9% *	55 24% * 54% * 14% * 5% * 3%	2 	48 24% • 45% • 21% • * 8% • 1%	30 23% ** 49% ** 19% ** 3% **	49 13% * 53% * 21% * 10% * 3%	6 51%  - - - 15%	46 47 29% * 45% * 15% * 6% *
cifically for weight loss.In general, how expensive or gensive do you think each of the following diets are for ght loss? Please select one option on each row. 0_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- bohydrate diet) Unweighted base se: All US Adults who have used one of the listed diets to lose Wery expensive Somewhat expensive Somewhat expensive Don't know D_Q4_2. South Beach (i.e., consisting of foods with a low remic index, and carbohydrates and fats are categorized as od" or "bad") Unweighted base se: All US Adults who have used one of the listed diets to lose weight	133 21% 49% 20% 7% 4% 83 85	4 4 26%  74%  	3 3 100% 	-		41 40 25% 39% 25% 6% 5% 5% 15 17	45 43 14% • 49% • 23% • 5% • 6% • 34 33	76 19% 44% 23% 9% 4% 4% 47 49	55 24% 54% 14% 5% 3% 3% 33 33	2  52%  48%   	48 24% • 21% • 8% • 1% • 28 28 31	30 23% ** 49% ** 19% ** 8% ** 6% **	49 13% 53% 21% 10% 3% 3% 34 33	6 51%  34%   15%  3 3	466 477 29% * 45% * * * * * * * * * * * * * * * * * * *
cifically for weight loss. In general, how expensive or gensive do you think each of the following diets are for gensive do you think each of the following diets are for gensive do you think each of the following diets are for gensive and the set of the set of the set All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat expensive Somewhat inexpensive Very inexpensive Don't know D_Q4_2. South Beach (i.e., consisting of foods with a low remic index, and carbohydrates and fats are categorized as od" or "bad") Unweighted base weight Very expensive Very expensive	133 21% 49% 20% 7% 4% 83 85 23%	4 4  26%  74%    3 2 	3 3 	-		41 40 25% 39% 25% 5% 5% 5% 15 17 17 47% **	45 43 14% • 49% • 23% • 5% • 34 33 17% •	76 19% • 23% • 9% • 4% • 4% • 4% • 47 49 26% AH*	55 24% 55% 3% 33 33 33 20%	2  52%   	48 24% 45% 21% * 8% * 1% * 28 31 32%	30 23%  49%  19%  5%  18 18 39% 	49 13% 55% 21% 10% 3% 3% 34 33 7%	6       51%       34%       -       -       -       15%       3       3       -       -	466 47 299
cifically for weight loss.In general, how expensive or spensive do you think each of the following diets are for ght loss? Please select one option on each row. D_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- bohydrate diet) Unweighted base se: All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat expensive Very inexpensive Don't know D_Q4_2. South Beach (i.e., consisting of foods with a low cermic index, and carbohydrates and fats are categorized as sood" or "bad") Unweighted base weight	133 21% 49% 20% 7% 4% 83 85	4 4  26%  74%   3 2 	3 3 	-		41 40 25% 39% 25% 6% 5% 5% 5% 15 15 17 47%	45 43 14% • 49% • 23% • 5% • 6% • 34 33	76 19% • 23% • 9% • 4% • 147 49 20%	55 24% • 54% • 14% • 3% • 3% • 33 33 22%	2 - 52% - - - - - - - - - -	48 24% • 45% • 21% • 1% • 28 31 32%	30 23%  49%  3%  6%  18 18 39%	49 13% 53% 21% 10% 3% 3% 34 33	6 51%    15% 	46 47 29% 45% 5% 5% 5% 29 30 31%
ecifically for weight loss.In general, how expensive or expensive or you think each of the following diets are for ignt loss? Heads existed one option on each row. (/D_Q4_1. Keto (i.e., a high-fat, adequate-protein, low-thohydrate diet) unweighted base ase: All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat expensive Somewhat inexpensive Uvery inexpensive Don't know (/D_Q4_2. South Beach (i.e., consisting of foods with a low ycemic index, and carbohydrates and fats are categorized as cood" or "bad") unweighted base All US Adults who have used one of the listed diets to lose weight Unweighted base cod" or "bad")	133 21% 49% 20% 7% 4% 83 85 23%	4 4 26%  74%    3 2  39%	3 3 	-		41 40 25% 39% 39% 6% 5% 5% 5% 15 17 17 47%	45 43 14% • 49% • 23% • 5% • 34 33 17% •	76 19% 44% 23% * 9% 4% * 4% * 4% 47 49 26% AH* 40%	55 24% • 54% • 14% • 3% • 3% • 33 33 20% •	2  52%  48%    3  3 	48 24% • 45% • 21% • 8% • 1% • 1% • 1% • 31 32% • 30%	30 23%  49%  3%  6%  6%  18 18 39%  46%	49 13% 53% 21% 10% 3% 3% 3% 34 33 7% 43%	6       51%       34%       -       -       15%       3       3       3       3       31%	46 47 29% • 45% • 5% • 29 9 30 31%
scifically for weight loss.In general, how expensive or xpensive do you think each of the following diets are for ight loss? Please select one option on each row. D_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- bohydrate diet) Unweighted base weight Very expensive Somewhat inexpensive Very inexpensive Don't know D_Q4_2. South Beach (i.e., consisting of foods with a low cemic index, and carbohydrates and fats are categorized as pool" or "bad") Unweighted base kes: All US Adults who have used one of the listed diets to lose weight Unweighted base se: All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat expensive Somewhat expensive Somewhat expensive Somewhat expensive Somewhat expensive Somewhat expensive	133 21% 49% 20% 7% 4% 83 85 23% 38%	4 4  26%  74%    3 3 2  33%  42%	3 3 	-		41 40 25% 39% 25% 6% 5% 5% 15 17 17 47% * 47% * 13%	45 43 14% • 23% • 23% • 5% • 5% • 34 33 17% • 19%	76 19% * 44% 23% * 9% * 4% * 4% * 4% * 47 49 26% AH* 40% *	55 24% 54% 14% 5% 3% 3% 33 33 33 20% 29%	2  52%    3 3   66%	48 24% • 45% • 21% • 1% • 1% • 28 31 31 32% • * 30% • *	30 223%  49%  19%  6%  18 18 33%  48% 	49 13% 53% 21% 10% 3% 34 33 7% 43%	6       51%       34%             15%          33          31%          35%	46 47 29% 45% • 15% • 5% • • 30 31% • •

		Type of Are	a Lived in	
	Total	Suburban/ Town	Rural	Other
Somewhat effective	40%	39% **	45% **	
Somewhat ineffective	7%	6% **	- **	-
Very ineffective	8%	12% **	14% **	-
Don't know	3%	3% **	-	
CYD_Q3_15. Dairy-Free (i.e., a diet that excludes dairy products such as milk, butter cheese, etc.)				
Unweighted base	81	38	14	-
Base: All US Adults who have used one of the listed diets to lose weight	82	38	13	-
Very effective	33%	35% *	22% **	
Somewhat effective	42%	37%	58% **	-
Somewhat ineffective	17%	21%	20% **	- **
Very ineffective	4%	5% *	-	
Don't know	4%	2%	-	-
weight loss? Please select one option on each row. CYD_Q4_1. Keto (i.e., a high-fat, adequate-protein, low-				
CYD_Q4_1. Keto (i.e., a high-fat, adequate-protein, low-	137	69	21	1
CYD_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- arbohydrate diet) Unweighted base Base: All US Adults who have used one of the listed diets to lose	137 133	69 66	21 20	1
CYD_04_1. Keto (i.e., a high-fat, adequate-protein, low- carbohydrate diet) Unweighted base				
CYD_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- carbohydrate diet) Unweighted base Base: All US Adults who have used one of the listed diets to lose weight	133	66	20 29%	1
CYD_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- carbohydrate diet) Unweighted base Base: All US Adults who have used one of the listed diets to lose weight Very expensive	133 21%	66 14% * 50%	20 29% ** 52%	1 - ** 100%
CYD_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- carbohydrate diet) Base: All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat expensive	133 21% 49%	66 14% * 50% * 23%	20 29% ** 52% ** 19%	1 - +* 100% +*
CYD_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- carbohydrate diet) Unweighted base Base: All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat expensive Somewhat inexpensive	133 21% 49% 20%	66 14% * 50% * 23% *	20 29% ** 52% ** 19% **	1 - ** 100% ** - **
CYD_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- carbohydrate diet) Unweighted base Base: All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat expensive Somewhat inexpensive Very inexpensive Don't know CYD_Q4_2. South Beach (i.e., consisting of foods with a low allow allow bycemic index, and carbohydrates and fats are categorized as	133 21% 49% 20% 7%	66 14% 50% 23% * 10% 4%	20 29% ** 52% ** 19% ** -	1 - ** 100% ** - ** -
CYD_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- arbohydrate diet)         Unweighted base arbohydrate diet)         Base: All US Adults who have used one of the listed diets to lose weight         Very expensive         Somewhat expensive         Somewhat expensive         Don't know         CYD_Q4_2. South Beach (i.e., consisting of foods with a low proceding index, and carbohydrates and fats are categorized as good" or "bad")	133 21% 49% 20% 7%	66 14% 50% 23% * 10% 4%	20 29% ** 52% ** 19% ** -	1 
YD_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- arbohydrate diet) Base: All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat expensive Very inexpensive Don't know YD_Q4_2. South Beach (i.e., consisting of foods with a low lycemic index, and carbohydrates and fats are categorized as good" or "bad") Unweighted base	133 21% 49% 20% 7% 4%	66 14% 50% - 3% - 10% - 4% -	20 29% ** 52% ** 19% ** * *	1 
YD_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- arbohydrate diet)       Unweighted base         Base: All US Adults who have used one of the listed diets to lose weight       weight         Very expensive       Somewhat expensive         Somewhat inexpensive       Somewhat inexpensive         Don't know       Don't know         YD_Q4_2. South Beach (i.e., consisting of foods with a low lycemic index, and carbohydrates and fats are categorized as good" or "bad")       Unweighted base         Base: All US Adults who have used one of the listed diets to lose       Unweighted base	133 21% 49% 20% 7% 4%	66 14% 50% 23% 10% 4% 43	20 29% •• 52% •• • • • • •	1 
CYD_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- carbohydrate diet) Unweighted base Base: All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat expensive CYD_Q4_2. South Beach (i.e., consisting of foods with a low plycemic index, and carbohydrates and fats are categorized as good" or "bad") Unweighted base Base: All US Adults who have used one of the listed diets to lose weight	133 21% 49% 20% 7% 4% 83 85	66 14% 50% 23% 10% 4% 4% 43 44	20 29%  52%  - - - - - - - - - - - - - - - - -	1 
CYD_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- carbohydrate diet) Unweighted base Base: All US Adults who have used one of the listed diets to lose weight Very expensive Somewhat expensive Somewhat expensive Don't know CYD_Q4_2. South Beach (i.e., consisting of foods with a low glycemic index, and carbohydrates and fats are categorized as "good" or "bad") Unweighted base Base: All US Adults who have used one of the listed diets to lose weight Very expensive CYD_Q4_2. South Beach (i.e., consisting of foods with a low glycemic index, and carbohydrates and fats are categorized as "good" or "bad") Unweighted base Very expensive	133 21% 49% 20% 7% 4% 83 85 23%	66 14% 50% 23% 10% 4% 4% 4% 43 44 12% 35%	20 29% ** 52% ** 19% ** - * * * * 11 10 47% ** 36%	1 
CYD_Q4_1. Keto (i.e., a high-fat, adequate-protein, low- carbohydrate diet)       Unweighted base         Base: All US Adults who have used one of the listed diets to lose weight       weight         Very expensive       Somewhat expensive         Somewhat expensive       Don't know         CYD_Q4_2. South Beach (i.e., consisting of foods with a low pycemic index, and carbohydrates and fats are categorized as "good" or "bad")       Unweighted base         Base: All US Adults who have used one of the listed diets to lose weight       weight         Very inexpensive       Don't know         CYD_Q4_2. South Beach (i.e., consisting of foods with a low pycemic index, and carbohydrates and fats are categorized as "good" or "bad")       Unweighted base         Base: All US Adults who have used one of the listed diets to lose weight       Weight         Very expensive       Somewhat expensive	133 21% 49% 20% 7% 4% 4% 83 85 23% 38%	66 14% 50% 23% 3% 4% 4% 4% 43 44 12% 35% 32%	20 29%  52%      19%         	1 

YouGov		Ge	nder				Generation					Reç	jion		
	Total	Male	Female	later)	Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
		**	*	**	**	**	*	**	**	**	**	**	*	**	*
YD_Q4_3. Paleo (i.e., including vegetables, fruits, nuts, roots, nd meat and excluding foods such as dairy products, grains, ugar, processed oils, salt and coffee)															
Unweighted base	75	39	36	-	28	15	30	2	-	-	18	10	29	18	47
Base: All US Adults who have used one of the listed diets to lose weight	72	39	33	-	29	14	28	2	-	-	17	12	28	16	44
Very expensive	25%	32%	16% *	-	30% **	31%	17% **	-	- **	-	23% **	37%	21%	25% **	20%
Somewhat expensive	51%	49% *	52% *	-	52% **	32%	58% **	75% **	- ++	- **	45% **	42% **	64% **	40% **	56% *
Somewhat inexpensive	22%	17% *	29% *	-	18% **	33% **	22% **	25% **	-	-	28% **	21% **	12% **	35%	22% *
Very inexpensive	-	•	•	-	-	-	-	- **	-	- **	- **	- **	-	-	-
Don't know	2%	2% *	3% *	-	- **	5% **	3% **	- **	- **	- **	4% **	- **	3% **		2% *
YD_Q4_4. Atkins (i.e., a low-carbohydrate diet)															
Unweighted base	165	71	94	2	42	39	71	11	-	-	22	36	68	39	120
Base: All US Adults who have used one of the listed diets to lose weight	164	74	91	2	44	38	68	13	-	-	22	36	67	39	117
Very expensive	18%	19% *	17% *	-	34% F*	16% *	13% *		- **	-	9% **	14% *	18% *	27% *	16%
Somewhat expensive	48%	45% *	51% *	100% **	44% *	46% *	53% *	34% **	- **	- **	48% **	43% *	47% *	57% *	53%
Somewhat inexpensive	20%	22% *	18% *	-	18% *	21% *	17% *	39% **			24% **	27% M*	22% *	8% *	18%
Very inexpensive	7%	5% *	9% *	-	3% *	6% *	8% *	18% **	-	- **	12% **	8% *	9% *	1% *	7%
Don't know	7%	9% *	5% *	-	-	11% D*	9% *	9% **	-	-	8% **	8% *	6% *	7% *	6%
/D_Q4_5. Intermittent fasting (e.g., the 16/8 diet, the 5:2 diet, c.)															
Unweighted base	172	74	98	7	67	41	53	4	-	-	32	28	72	40	118
ase: All US Adults who have used one of the listed diets to lose weight	169	77	92	6	71	40	47	4	-	-	32	29	69	38	116
Very expensive	9%	12%	6% *		13% *	10% *	3% *	-	-		6% **	17% **	8% *	5% *	6%
Somewhat expensive	9%	8% *	11% *	14% **	7% *	10% *	13% *	-	- **	-	7% **	10% **	12% *	8% *	10%
Somewhat inexpensive	23%	22% *	24%	41% **	20% *	24% *	22% *	48% **	- **	-	20% **	17% **	24% *	28% *	23%
Very inexpensive	57%	57% *	57% *	45% **	60% *	53% *	58% *	52% **		-	66% **	54% **	54% *	58% *	59%
Don't know	2%	1% *	3% *	-	1% *	4% *	3% *	-	-	-	2% **	3% **	2% *	1% *	2%
D_Q4_6. Mediterranean (i.e., consisting of vegetables, fruits, rbs, nuts, beans and whole grains)															
Unweighted base	120	49	71	2	41	27	46	4	-	-	22	16	47	35	85
ase: All US Adults who have used one of the listed diets to lose weight	122 16%	53	69 14%	3	44	26	45	4	-	-	21	19	47	36	85
Very expensive	10%	19%	14%		30% F*	16% **	4% *	-	-	-	13% **	23%	14%	16%	11%
Somewhat expensive	40%	43%	38%	26% **	39% *	47% **	40% *	23%	-		34% **	29% **	53% *	32%	36% *
Somewhat inexpensive	32%	30%	33%	-	27%	30%	35%	77%	-	-	48% **	25%	24%	36%	39%

YouGov		F	lace			Educa	tion							Marital Status	
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
		**	**	**	**	**	**	**	•	**	**	**	*	**	**
CYD_Q4_3. Paleo (i.e., including vegetables, fruits, nuts, roots, and meat and excluding foods such as dairy products, grains, sugar, processed oils, salt and coffee)															
Unweighted base	75	9	12	7	19	24	19	13	48	-	4	2	54	16	4
Base: All US Adults who have used one of the listed diets to lose weight	72	9	12	7	20	23	19	10	46	-	4	2	52	15	4
Very expensive	25%	44% **	19% **	43% **	32% **	33% **	11% **	17%	26% *		28% **	- **	25% *	24% **	28% **
Somewhat expensive	51%	26% **	47% **	57% **	32% **	51% **	66% **	58%	46% *	-	50% **	-	45% *	60% **	72%
Somewhat inexpensive	22%	23%	34%	-	32%	16%	19% **	25%	25%	-	22%	100%	28%	12%	-
Very inexpensive			-	-		-		-		-	-	-	-		-
		**	**	**	**	**	**	**	•		**	**	٠	**	**
Don't know	2%	7% **	- **	- **	5% **	- **	4% **	- **	2% *	- **	- **	- **	2% *	4% **	-
CYD_Q4_4. Atkins (i.e., a low-carbohydrate diet)															
Unweighted base	165	17	22	6	41	54	45	25	101	1	8	5	115	31	11
Base: All US Adults who have used one of the listed diets to lose weight Very expensive	164 18%	15 31%	26 20%	6	47 24%	51	43 18%	24	104	1 100%	6 28%	5 24%	115 18%	29 19%	12 9%
vei y expensive	1076	**	**	**	*	*	*	**	*	**	**	**	1076	**	**
Somewhat expensive	48%	30% **	36% **	67% **	43% *	48% *	48% *	57% **	47% *	- **	50% **	34% **	46%	56% **	50% **
Somewhat inexpensive	20%	17% **	35% **	-	18% *	28% *	16% *	14%	23% *	-	- **	42% **	23%	15% **	-
Very inexpensive	7%	3% **	10% **	-	7% *	2% *	6% *	18% **	5% *	-	22% **	- **	6%	4% **	32% **
Don't know	7%	20% **	- **	15% **	7% *	6% *	11%	3% **	8% *	-	-	- **	8%	5% **	9% **
YD_Q4_5. Intermittent fasting (e.g., the 16/8 diet, the 5:2 diet, tc.)															
Unweighted base	172	20	16	18	42	54	45	31	87	1	9	9	106	46	10
Base: All US Adults who have used one of the listed diets to lose weight	169	17	18	17	47	50	42	29	86	1	8	9	103	46	10
Very expensive	9%	31% **	6% **	5% **	15% T*	9% *	1% *	8% **	10% *	- **	- **	- **	8% *	11% *	10% **
Som ewhat expensive	9%	12% **	4% **	10% **	6% *	4% *	21% S*	9% **	8% *	- **	37% **	- **	10% *	7% *	19% **
Somewhat inexpensive	23%	19% **	25% **	21% **	18% *	24% *	29% *	22% **	25%	-	25% **	26% **	25% *	21%	9% **
Very inexpensive	57%	29% **	64% **	63% **	59% *	62% *	46% *	61% **	55% *	100%	33% **	74% **	56% *	59% *	62% **
Don't know	2%	9% **	- **	-	2% *	2% *	4% *	-	2% *	-	5% **	- **	2% *	1% *	- **
YD_Q4_6. Mediterranean (i.e., consisting of vegetables, fruits, erbs, nuts, beans and whole grains)															
Unweighted base	120	9	19	7	26	42	29	23	68	2	6	4	80	25	8
Base: All US Adults who have used one of the listed diets to lose weight	122	10	21	7	31	40	28	23	70	2	5	5	82	26	8
Very expensive	16%	51% **	19% **	14% **	23%	19% *	11% **	7% **	15% *	- ++	15% **	24% **	16% *	18% **	24%
Somewhat expensive	40%	37% **	52% **	56% **	54% **	38% *	50% **	13% **	36% *	51% **	36% **	76% **	39% *	44% **	31% **
Somewhat inexpensive	32%	- **	22% **	16% **	9% **	31% *	24% **	72%	37%	49% **	34% **	-	35%	26%	29%

oo\_nat\_int ouriple. Sid • otri Janually 2020

YouGov							Parent	or guardian of any	children			Inco	me		
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
		**	**	**	**	**	*	*	**	**	**	**	*	**	**
CYD_Q4_3. Paleo (i.e., including vegetables, fruits, nuts, roots, and meat and excluding foods such as dairy products, grains, sugar, processed oils, salt and coffee)															
Unweighted base	75	-	1	-	-	23	23	42	30	3	21	20	31	3	29
Base: All US Adults who have used one of the listed diets to lose	72	-	1	-	-	23	22	41	28	3	22	20	27	3	30
weight Very expensive	25%	- **	-		- ++	28%	27% **	27%	24%	-	41% **	28%	8% **	36%	38% **
Somewhat expensive	51%		100%	-	-	37%	49% **	45%	56% **	73%	39% **	54% **	56%	64% **	50% **
Somewhat inexpensive	22%	-	- **	-	-	35% **	20% **	26% *	17% **	27% **	16% **	13% **	37% **	- ++	10% **
Very inexpensive	-	-	- **	-	-	-	- **	- *	-	-	- **	- **	-	- **	-
Don't know	2%		- **		- **	- **	4% **	2% *	2% **	-	3% **	5% **	-		2% **
CYD_Q4_4. Atkins (i.e., a low-carbohydrate diet)															
Unweighted base	165	4	4	-	-	40	65	98	63	4	44	48	60	13	50
Base: All US Adults who have used one of the listed diets to lose weight Very expensive	164 18%	4 27%	4 25%	-	-	40	66 16%	99 22%	62 13%	3	45 28%	49 15%	57 11%	13 24%	53 20%
very expensive	1076	**	**	**	**	*	*	*	*	**	20% AN*	*	*	**	*
Somewhat expensive	48%	50% **	44% **	-	-	37% *	47% *	43% *	56% *	58% **	47% *	55% *	51% *	12% **	56% *
Somewhat inexpensive	20%	23% **	31% **	-	-	28% *	19% *	21% *	18%	30% **	13% *	22% *	25% *	13% **	14% *
Very inexpensive	7%		-	-	-	2% *	12% *	9% *	4% *	13% **	10% *	2% *	8% *	11%	5% *
Don't know	7%	-	- **		-	5% *	6% *	6% *	9% *	- **	1% *	6% *	5% *	40% **	5% *
CYD_Q4_5. Intermittent fasting (e.g., the 16/8 diet, the 5:2 diet, etc.)															
Unweighted base	172	7	2	-	1	49	44	86	80	6	51	42	62	17	57
Base: All US Adults who have used one of the listed diets to lose weight	169	7	1	-	1	49	43	85	79	5	52	43	56	17	59
Very expensive	9%		-	**		13% *	6% *	9% *	9% *	-	16% AN*	10% *	3% *		14% *
Somewhat expensive	9%	17%	-	-	-	11%	15% *	13%	5% *	18% **	4% *	10% *	12% *	16% **	15% *
Somewhat inexpensive	23%	31%	- ++	- **	**	26% *	18%	23%	22%	43% **	18%	20%	27%	31%	21%
Very inexpensive	57%	52% **	37%		100%	50% *	56% *	53%	63% *	30%	59% *	57% *	57% *	53% **	49% *
Don't know	2%	-	63% **	**	**	- *	5% *	3% *	1% *	8% **	3% *	2% *	2% *	- **	2% *
CYD_Q4_6. Mediterranean (i.e., consisting of vegetables, fruits, nerbs, nuts, beans and whole grains) Unweighted base	120	4	3	-	-	26	42	66	52	2	40	25	49	6	47
Base: All US Adults who have used one of the listed diets to lose	120	4	3			20	43	69		-	40	25	46	7	48
weight Very expensive	122	-	-	-	-	26%	9%	16%	52 16%	-	20%	15%	8%	46%	24%
		**	**	**	**	**	*	AH*	*	**	*	**	*	**	*
Somewhat expensive	40%	60% **	45% **		-	42% **	42%	42%	39%		51%	42% **	35%		38%
Somewhat inexpensive	32%	28%	-	-		32%	28%	29%	34%	64% **	14%	39%	43% AL*	42%	28%

YouGov		Type of Are	a Lived in	
	Total	Suburban/ Town	Rural	Other
		•	**	**
CYD_Q4_3. Paleo (i.e., including vegetables, fruits, nuts, roots, and meat and excluding foods such as dairy products, grains, sugar, processed oils, salt and coffee)				
Sugar, processed ons, sait and corree) Unweighted base	75	36	10	-
Base: All US Adults who have used one of the listed diets to lose	72	32	10	-
weight Very expensive	25%	8% *	40% **	-
Somewhat expensive	51%	58% *	29% **	-
Somewhat inexpensive	22%	31% *	31% **	-
Very inexpensive	-		- **	- **
Don't know	2%	3% *	- **	-
CYD_Q4_4. Atkins (i.e., a low-carbohydrate diet)	405	64	00	
Unweighted base Base: All US Adults who have used one of the listed diets to lose	165	84	30	1
weight	164	81	29	1
Very expensive	18%	17%	18% **	-
Somewhat expensive	48%	46% *	39% **	100%
Somewhat inexpensive	20%	23%	22%	-
Very inexpensive Don't know	7%	10% * 5%	3% ** 17%	**
Dontknow	1%	5%	**	**
CYD_Q4_5. Intermittent fasting (e.g., the 16/8 diet, the 5:2 diet,				
etc.) Unweighted base	172	89	26	-
Base: All US Adults who have used one of the listed diets to lose weight	169	84	26	-
Very expensive	9%	6% *	7% **	-
Somewhat expensive	9%	5% *	11% **	-
Somewhat inexpensive	23%	27% *	14% **	-
Very inexpensive	57%	61% *	64% **	-
Don't know	2%	2%	3% **	-
CYD_Q4_6. Mediterranean (i.e., consisting of vegetables, fruits, herbs, nuts, beans and whole grains)				
Unweighted base	120	56	16	1
Base: All US Adults who have used one of the listed diets to lose weight	122	57	16	1
Very expensive	16%	10% *	12% **	-
Somewhat expensive	40%	45% *	31% **	-
Somewhat inexpensive	32%	32% *	38% **	100% **

YouGov		Ge	nder				Generation					Reg	lion		
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Very inexpensive	8%	6% *	9% *	74% **	2% *	4% **	11% *	-	-	-		18% **	5% *	10%	8% *
Don't know	5%	3% *	6% *	-	2% *	3% **	10% *	-	-	- **	5% **	5% **	4% *	5% *	6% *
CYD_Q4_7. Whole30 (i.e., consisting of whole foods and the elimination of sugar, alcohol, grains, legumes, soy, and dairy)												1		1	
Unweighted base	42	19	23	-	16	8	17	1	-	-	6	6	22	8	24
Base: All US Adults who have used one of the listed diets to lose weight	44	21	23	-	18	8	17	1	-	-	5	8	23	8	23
Very expensive	39%	45% **	34%	-	55% **	55% **	19% **	-		-	61% **	65% **	30% **	27% **	38%
Somewhat expensive	33%	41% **	26% **	-	20% **	37% **	41% **	100% **	-	- **	16% **	35% **	39% **	26% **	46% **
Somewhat inexpensive	19%	11% **	26% **	-	25% **	-	22% **	-	-	-		-	20% **	47% **	16% **
Very inexpensive	4%	- **	8% **	-	-	- **	10% **	- **	- **	- **	- **	- **	8% **	-	-
Don't know	5%	3% **	6% **	-	-	9% **	8% **	- **	- **	- **	23% **	- **	4% **	-	-
CYD_Q4_8. WW (Weight Watchers) (i.e., a diet and program for weight loss based on a point system)															
Unweighted base	146	36	110	2	31	28	78	7	-	-	25	32	49	40	122
Base: All US Adults who have used one of the listed diets to lose weight	145 23%	38 37%	107	3	32 32%	26 32%	76	7 15%	-	-	25 27%	32 26%	51 21%	38 21%	120 20%
Very expensive		**		**	**	**	•	**	**	-	**	**	•	•	
Somewhat expensive	50%	37%	55%	26%	38%	43% **	59% *	43% **	- **	**	49%	48%	49% *	55% *	54%
Somewhat inexpensive	19%	20%	19%	74% **	19% **	19% **	14%	41% **	- **	-	13%	21% **	20%	20% *	18%
Very inexpensive	4%	3%	4%	**	4% **	4% **	4% *	- **	-	-	9% **	- **	7%	- *	4%
Don't know	4%	4% **	4%		8% **	3% **	4% *	- **	- **	- **	3% **	5% **	4% *	4% *	4%
CYD_Q4_9. Raw (i.e., involving mainly unprocessed, whole, plant- based, and preferably organic, foods)															
Unweighted base Base: All US Adults who have used one of the listed diets to lose	50	25	25	1	22	12	15	-	-	-	12	11	20	7	30
Base: All US Adults who have used one of the listed diets to lose weight Very expensive	50 36%	27 49%	22 21%	1	23 46%	11 28%	14 29%	-	-	-	12 8%	12 41%	19 54%	7 26%	28 32%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Som ewhat expensive	39%	23% **	59% **		42% **	44% **	33% **	-	-	- **	48% **	39% **	26% **	62% **	33% **
Somewhat inexpensive	18%	23% **	12% **	100% **	8% **	14% **	32% **	-	-	- **	38% **	13% **	10% **	12% **	25% **
Very inexpensive	2%	4% **	-	-	4% **	-	- **	- **	-	- **	**	- **	5% **	- **	3% **
Don't know	5%	2% **	8% **	-	-	13% **	7% **	- **	- **	- **	6% **	7% **	5% **	-	6% **
YD_Q4_10. Ayurvedic (i.e., a plan that provides guidelines for now you eat to boost your health, prevent or manage disease, and maintain wellness)															
Unweighted base	32	13	19	1	16	8	7	-	-	-	7	5	14	6	17
Base: All US Adults who have used one of the listed diets to lose weight	33	16	18	1	17	9	6	-	-	-	8	7	14	5	17
Very expensive	35%	49%	23%	-	40%	40%	19%	-	-	-	32%	61%	29%	19%	34%

YouGov		R	Race			Educa	tion							Marital Status	
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Very inexpensive	8%	- ++	8% **	14%	11%	5% *	7% **	8% **	6% *	- ++	- **	- **	5% *	10%	16%
Don't know	5%	12%	-	-	3%	7%	7%	-	6% *	-	16%	-	6% *	3% **	-
CYD_Q4_7. Whole30 (i.e., consisting of whole foods and the elimination of sugar, alcohol, grains, legumes, soy, and dairy)			1							1					
Unweighted base	42	7	8	3	8	19	13	2	25	-	-	1	26	11	2
Base: All US Adults who have used one of the listed diets to lose weight	44	8	10	3	12	18	13	2	28	-	-	1	29	10	2
Very expensive	39%	53% **	45% **	-	48% **	49% **	25% **		34% **	-	-	100% **	36% **	57% **	55% **
Somewhat expensive	33%	21% **	11% **	31% **	27% **	26% **	40% **	100% **	36% **	-	- **	-	35% **	25% **	45% **
Somewhat inexpensive	19%		26% **	70%	10% **	21% **	27% **	-	20% **	-	-	-	20% **	12% **	-
Very inexpensive	4%		18%		15% **		-		6% **	-	-	- **	6% **	-	-
Don't know	5%	26%	-	-	-	5% **	9% **	-	3%	-	-	-	3% **	7% **	-
CYD_Q4_8. WW (Weight Watchers) (i.e., a diet and program for weight loss based on a point system)															
Unweighted base	146	9	9	6	34	53	38	21	84	2	9	1	96	25	12
Base: All US Adults who have used one of the listed diets to lose weight	145	9	10	7	37	49	37	21	83	2	9	1	95	25	12
Very expensive	23%	51% **	42% **	12% **	30% **	29% *	12% *	14% **	23%	-	55% **	- **	25% *	18% **	16% **
Somewhat expensive	50%	25% **	27% **	51% **	50% **	37% *	56% *	70% **	51% *	100%	35% **	- **	50% *	60% **	34% **
Somewhat inexpensive	19%	16% **	17%	37%	20% **	20% *	18%	16%	21%	-	-	100% **	19% *	13% **	40% **
Very inexpensive	4%		14% **	-		4% *	10% *	-	3% *	-	- **	- **	2% *	-	9% **
Don't know	4%	7% **	-	-	-	9% *	4% *	-	3% *	-	9% **	- **	4% *	9% **	-
CYD_Q4_9. Raw (i.e., involving mainly unprocessed, whole, plant- based, and preferably organic, foods)															
Unweighted base	50	7	10	3	14	20	12	4	25	1	2	1	29	16	4
Base: All US Adults who have used one of the listed diets to lose weight	50	8	11	3	16	19	11	4	25	1	3	1	30	15	4
Very expensive	36%	43% **	42%	33%	36%	52% **	10% **	31%	26% **	100%	28%	-	27%	52% **	52% **
Somewhat expensive	39%	38%	58% **	31%	46% **	24% **	59% **	26% **	46% **	-	72% **	100% **	50% **	25% **	23%
Somewhat inexpensive	18%	11% **	-	36% **	6% **	19% **	25% **	43% **	24% **	-	-	-	20% **	18% **	- **
Very inexpensive	2%		-	-	6% **	-	-	-	-	-	- **	- **	-		25% **
Don't know	5%	8% **		-	6% **	5% **	6% **	-	4% **	-	-	-	3% **	4% **	-
CYD_Q4_10. Ayurvedic (i.e., a plan that provides guidelines for how you eat to boost your health, prevent or manage disease, and maintain wellness)															
Unweighted base	32	7	5	3	7	14	9	2	14	1	4	1	20	7	3
Base: All US Adults who have used one of the listed diets to lose weight	33	8	6	3	10	13	8	3	16	1	5	1	22	6	3
Very expensive	35%	52% **	18%	32%	53%	37%	-	58%	48%	-	-	-	34%	28%	75%

YouGov							Parent	or guardian of any	children			Inco	me		
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
Very inexpensive	8%	- **	55%	-	-	-	13%	8%	6%	36%	10%	-	11%	- ++	6% *
Don't know	5%	13% **	-	-	-	-	9% *	6% *	4%	-	5% *	4% **	4% *	12%	4% *
YD_Q4_7. Whole30 (i.e., consisting of whole foods and the imination of sugar, alcohol, grains, legumes, soy, and dairy)															
Unweighted base	42	1	2	-	-	13	15	25	16	1	17	12	10	3	17
Base: All US Adults who have used one of the listed diets to lose weight	44	0	2	-	-	15	16	28	14	1	19	12	10	3	19
Very expensive	39%	-	-	-	-	43% **	32%	34%	54% **	- **	48%	50% **	11%	37%	45% **
Somewhat expensive	33%	-	40%	-	-	31%	45% **	39%	24%	-	20%	24%	62%	63% **	20%
Somewhat inexpensive	19%	-	60% **	-	-	20%	11%	17%	14%	100%	17%	19% **	28%	-	24%
Very inexpensive	4%		-	-	-	-	11% **	6% **	-	-	9% **	++	-	-	-
Don't know	5%	100%	-	-	-	6% **	-	3% **	8% **	-	6% **	7% **	-	-	10% **
:YD_Q4_8. WW (Weight Watchers) (i.e., a diet and program for reight loss based on a point system)			1	1				1	1			1			
Unweighted base	146	10	3	-	-	31	64	87	54	5	46	40	48	12	49
ase: All US Adults who have used one of the listed diets to lose weight	145	10	3	-	-	32	63	88	53	5	48	40	46	12	51
Very expensive	23%	31%	-		-	34% **	21%	27% AH*	17%	17% **	39% AN*	20%	12%	7% **	32% *
Somewhat expensive	50%	59% **	26% **	- **	**	44%	51% *	47%	54%	56% **	34%	58% AL*	58% AL*	60% **	38%
Somewhat inexpensive	19%	10% **	- **	**	- **	18%	20%	19%	21%	**	19%	18%	20%	18% **	22%
Very inexpensive	4% 4%	**	74% **	**	**	3% **	4% * 5%	4% * 3%	2% * 6%	27% **	4% * 4%	4% *	5% * 6%	- **	5% * 3%
Don't know	4%	**	**	**	**	**	5% *	3%	*	**	4% *	*	0% *	14%	3%
CYD_Q4_9. Raw (i.e., involving mainly unprocessed, whole, plant- based, and preferably organic, foods)															
Unweighted base	50		1	-	-	17	12	26	24	-	22	10	12	6	21
Base: All US Adults who have used one of the listed diets to lose weight	50	-	1	-	-	17	11	25 36%	24 37%	-	23 56%	11	10	6	23
Very expensive	36%		- **	**	-	42% **	27% ** 33%	36%	37% ** 42%	-	56% ** 29%	30% ** 45%	- ** 48%	30% ** 55%	32% ** 50%
Somewhat expensive Somewhat inexpensive	39% 18%		-	**	**	42% ** 16%	33% ** 24%	30% ** 21%	42% ** 14%	- **	29% ** 4%	45% ** 16%	48% ** 52%	55% ** 16%	50% ** 16%
Somewnat inexpensive Very inexpensive	2%		- **	**	**	10% **	24% **	21% **	14% ** 4%		4% ** 4%	16% **	52% **	76% **	76% **
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	5%	- **	100% **		-	-	16% **	7% **	3% **	-	7% **	9% **		- **	3% **
YD_Q4_10. Ayurvedic (i.e., a plan that provides guidelines for ow you eat to boost your health, prevent or manage disease, nd maintain wellness)															
Unweighted base	32	2	-	-	-	10	9	15	17	-	14	9	7	2	15
Base: All US Adults who have used one of the listed diets to lose weight	33 35%	2	-	-	-	12 37%	9 26%	17 39%	16 31%	-	15 56%	10	-	2 64%	18 38%
Very expensive	30%	**	-	-	-	31%	20%	39%	31%	-	56%	20%	-	64% **	38%

YouGov		Type of Are	ea Lived in	
	Total	Suburban/ Town	Rural	Other
Very inexpensive	8%	9% *	7% **	-
Don't know	5%	3%	13%	-
CYD_Q4_7. Whole30 (i.e., consisting of whole foods and the				
elimination of sugar, alcohol, grains, legumes, soy, and dairy) Unweighted base	42	18	7	-
Base: All US Adults who have used one of the listed diets to lose weight	44	18	7	-
Very expensive	39%	26% **	57% **	- **
Somewhat expensive	33%	54% **	16% **	- **
Somewhat inexpensive	19%	10% **	27% **	-
Very inexpensive	4%	10% **	-	-
Don't know	5%		- **	- **
CYD_Q4_8. WW (Weight Watchers) (i.e., a diet and program for weight loss based on a point system)				
Unweighted base	146	75	22	-
Base: All US Adults who have used one of the listed diets to lose weight	145	73	21	-
Very expensive	23%	16% *	23%	-
Somewhat expensive	50%	56% *	59% **	-
Somewhat inexpensive	19%	18% *	13% **	-
Very inexpensive	4%	5% *	-	-
Don't know	4%	5% *	5% **	-
CYD_Q4_9. Raw (i.e., involving mainly unprocessed, whole, plant- based, and preferably organic, foods)				
Unweighted base	50	18	11	-
Base: All US Adults who have used one of the listed diets to lose weight	50	17	10	-
Very expensive	36%	35%	48% **	-
Somewhat expensive	39%	27% **	35%	
Somewhat inexpensive	18%	26% **	8% **	-
Very inexpensive	2%	6% **	-	-
Don't know	5%	6% **	9% **	- **
CYD_Q4_10. Ayurvedic (i.e., a plan that provides guidelines for how you eat to boost your health, prevent or manage disease, and maintain wellness)				
Unweighted base	32	13	4	-
Base: All US Adults who have used one of the listed diets to lose weight	33	12	4	-
Very expensive	35%	24% **	53% **	-

YouGov		Ge	nder				Generation					Reç	jion		
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Somewhat expensive	38%	22% **	53% **	100%	38%	19% **	58% **	-		-	13% **	26% **	48%	65% **	44% **
Somewhat inexpensive	12%	19% **	6% **	-	11%	23%	-	-	-	-	27%	12%	8% **	-	-
Very inexpensive	3%	-	6%	-	6% **	-	-	-	-	-	-	-	8%	-	6%
Don't know	12%	10%	13%	-	5%	18%	23%	-	-	-	28%	-	7%	16%	16%
YD_Q4_11. Macrobiotic (i.e., avoiding foods containing toxins)		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Unweighted base	45	04	24	2	20	8	14	4			8	4	22	11	26
ase: All US Adults who have used one of the listed diets to lose		21		-		8		0	-	-	7	4			26
weight	46	25	21	3	22		13		-	-		-	19	11	28
Very expensive	25%	26% **	23%	24%	35%	27%	7% **	-	-	-	13%	43% **	36%	-	15% **
Somewhat expensive	40%	41%	39%	· ·	33%	54%	53%	-	•	-	72%	26%	32%	42%	54%
Somewhat inexpensive	18%	** 17%	** 18%	-	** 23%	** 10%	** 17%	-	-	-	-	-	** 20%	** 37%	**
		**	**		**	**	**	**	**	**	**	**	**		**
Very inexpensive	13%	13% **	11%	76% **	9% **	- **	9% **	100% **	-	- **		31% **	5% **	21% **	16%
Don't know	5%	3%	9%	-	-	8%	14%	-	-	-	15%	-	7%	-	3%
D_Q4_12. Veganism (i.e., a diet containing only plants, such as getables, grains, nuts and fruits, and foods made from plants) Unweighted base	64	32	32	4	27	11	21	1	-	-	16	10	22	16	41
ase: All US Adults who have used one of the listed diets to lose	71	39	32	7	31	12	21	1		_	18	14	21	18	45
weight Very expensive	27%	30%	24%	50%	40%	31%	-	-	-	-	19%	30%	30%	29%	25%
Somewhat expensive	30%	** 25%	* 36%	** 13%	** 29%	** 16%	** 42%	** 100%	**	**	**	** 32%	** 49%	** 33%	*
		**	•	**	**	**	**	**	**	**	**	**	**	••	•
Somewhat inexpensive	28%	31% **	25% *	-	21% **	39% **	42% **	-	-	-	54% **	21%	4% **	35% **	29%
Very inexpensive	11%	12%	9%	36%	9%	8%	7%	-	-	-	12%	17%	12%	3%	12%
Don't know	4%	2%	6%	-	-	6%	10%	-	-	-	9%	-	4%	-	4%
/D_Q4_13. Vegetarianism (i.e., abstaining from the		**	*	**	**	**	**	**	**	**	**	**	**	**	*
nsumption of meat)															
Unweighted base ase: All US Adults who have used one of the listed diets to lose	95	36	59	6	37	22	29	1	-	-	22	12	38	23	57
weight	103	45	59	8	42	23	29	1	-	-	24	16	39	25	62
Very expensive	18%	22% **	14%	-	25% **	28% **	4% **	-	-	- **	16% **	27%	18% *	12% **	15%
Somewhat expensive	31%	22%	38%	61% **	38%	21%	22%	-	-	-	19% **	28%	38%	35%	32%
Somewhat inexpensive	35%	39%	31%	10%	25%	39%	49%	100%	-	-	47%	29%	26%	40%	33%
Very inexpensive	12%	** 13%	* 11%	** 29%	** 9%	** 9%	** 12%	-	-	**	** 13%	** 15%	* 13%	**	* 14%
Don't know	5%	** 4%	*	**	** 2%	** 3%	** 13%	**	**	**	**	**	* 5%	**	* 7%
	0,0	**	*	**	**	**	**	**		**	**	**	*	**	*
/D_Q4_14. Gluten-Free (i.e., a diet that excludes gluten, which is															
mixture of proteins found in wheat, barley, rye, and oats)															

Image: space	YouGov		R	ace			Educa	tion							Marital Status	
Markada and a set of the set		Total	Black	Hispanic	Other (NET)			4-year	Post Grad	Married	Civil Partnership	not married or	not living		Single	Divorced
111 <th< td=""><td>Somewhat expensive</td><td>38%</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></th<>	Somewhat expensive	38%														
111	Somewhat inexpensive	12%									-		- **		-	
ne serie se	Very inexpensive	3%														
Numerican         40         60         64         7         71         71         74         74         74         7	Don't know	12%		-												
Bare All 92 and 196111 </td <td>CYD_Q4_11. Macrobiotic (i.e., avoiding foods containing toxins)</td> <td></td>	CYD_Q4_11. Macrobiotic (i.e., avoiding foods containing toxins)															
and were were were 	Unweighted base	45	10	6	3	11	17	13	4	22	-	-	2	24	16	4
We now by no		46	9	6	3	15	16	11	4	23	-	-	2	25	16	4
And and a set of the set of t	Very expensive	25%														
Image: Problem in the state of the state	Somewhat expensive	40%		16% **	32% **									46% **		
Image: bit of the second sec	Somewhat inexpensive	18%														
number of the section of the secting the section of the section of the se	Very inexpensive	13%														
CPC 2-12 species (ii), and icode matching, and loading and public species, mutical and runts, and loading and public species. The species of t	Don't know	5%		-					-		-		-			
Base: All US Adults who have used one of the listed wints to lose used wints to lose used one of the listed wints to lose used one of th	vegetables, grains, nuts and fruits, and foods made from plants)	64	7	7		47	21	17	0	22		0	2	20	22	
Image: section of the secting of the secting of the sectin			,	1					5		-	~	0			~
Snewta expension         33%         10%         41%         43%         26%         38%         32%         23%         31%         1.0         37%         75%         35%         28%         28%         38%         32%         31%         31%         75%         35%         28%         28%         31%	weight										-					
Somewhat inception         28%         28%         37%         28%         13%         37%	Somewhat expensive	30%														
Normal Properties         Normal Properity	Somewhat inexpensive	28%											**	* 32%		
Mode         Mode <th< td=""><td></td><td></td><td>**</td><td>**</td><td>**</td><td>**</td><td>**</td><td>**</td><td></td><td>**</td><td></td><td>**</td><td></td><td>•</td><td>**</td><td></td></th<>			**	**	**	**	**	**		**		**		•	**	
Orbit         Orbit <th< td=""><td>· · ·</td><td></td><td>**</td><td>**</td><td>**</td><td>**</td><td>**</td><td>**</td><td>**</td><td>**</td><td></td><td></td><td>**</td><td>*</td><td>**</td><td></td></th<>	· · ·		**	**	**	**	**	**	**	**			**	*	**	
Unweighted base         95         9         18         11         29         29         25         12         39         -         10         7         56         30         5           Base: All US Adults who have used one of the listed diets to log weight Very expensive weight Very expensive and the sector sect	CYD_Q4_13. Vegetarianism (i.e., abstaining from the			**	**		**		**		**	**	**			**
Base: All US Adults who have used one of the listed diets to log wight       103       100       22       10       33       28       25       12       42       -       100       8       60       35       6         Very expensive       18%       35%       18%       17%       25%       21%       4%       12%       21%       -       -       13%       17%       21%       -		95	9	18	11	29	29	25	12	39	-	10	7	56	30	5
Very expensive       18%       35%       18%       17%       25%       21%       4%       12%       21%       -       -       13%       17%       21%       20%         Somewhat expensive       31%       1%       2%       2%       4%       1%       2%       4%       1%       2%       4%       1%       2%       4%       1%       2%       4%       6%       4%       6%       4%       6%	Base: All US Adults who have used one of the listed diets to lose										-		8			6
Image: Normal length of the state of th		18%												17% *		
Matrix	Somewhat expensive	31%								27% *				35% *		
Mark	Somewhat inexpensive	35%														
CYD_Q4_14. Gluten-Free (i.e., a diet that excludes gluten, which is a mixture of proteins found in wheat, barley, rye, and oats)	Very inexpensive	12%												10%		
CYD_Q4_14. Gluten-Free (i.e., a diet that excludes gluten, which is a mixture of proteins found in wheat, barley, rye, and oats)	Don't know	5%		-	-								- **			
Unweighted base 72 10 13 6 19 27 21 5 32 1 7 2 42 20 6	a mixture of proteins found in wheat, barley, rye, and oats) Unweighted base	72	10	13	6	19	27	21	5	32	1	7	2	42	20	6

<i>fouGov</i>							Parent	or guardian of any	children			Inco	ome		
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
Somewhat expensive	38%	71%	-	-	- ++	45% **	53% **	43% **	33%	- ++	30% **	40% **	69% **	- ++	33%
Somewhat inexpensive	12%	-	- **	-	- **	9% **	-	6% **	18% **	-	7% **	30% **	-	- **	18% **
Very inexpensive	3%	- **	- **	-		-	- **	-	6% **	- **	- **	- **	16% **		-
Don't know	12%	29% **	- **	-	-	8% **	22% **	11% **	12% **	- **	7% **	10% **	15% **	36% **	11% **
D_Q4_11. Macrobiotic (i.e., avoiding foods containing toxins)															
Unweighted base	45	1	-	-	-	15	11	25	20	-	24	6	12	3	22
ase: All US Adults who have used one of the listed diets to lose weight	46	0	-	-	-	16	10	25	21	-	26	6	11	3	24
Very expensive	25%	-	- **	-	-	42% **	11% **	31% **	17% **	-	36% **	34% **	-	- **	29% **
Somewhat expensive	40%	- **	- **	- **	- ++	40% **	61% **	46% **	32% **	-	24% **	50% **	65% **	66% **	35%
Somewhat inexpensive	18%	- **	- **	- **	-	18% **	-	12% **	25% **	- **	23% **	- **	10% **	34% **	26% **
Very inexpensive	13%	- **	- **	- **		-	15% **	6% **	21% **	- **	13% **	- **	22% **		5% **
Don't know	5%	100%	-	-	-	-	14%	5% **	5% **	-	4% **	16% **	4% **	-	5% **
etables, grains, nuts and fruits, and foods made from plants) Unweighted base	64	1	1	-	-	17	18	30	33	1	23	16	21	4	32
se: All US Adults who have used one of the listed diets to lose weight	71	1	1	-	-	18	19	32	38	1	31	16	19	5	38
Very expensive	27%	**	- **	**	- ++	40% **	11%	26%	29%	- **	37%	29%	10% **	33%	25%
Somewhat expensive	30%	**	- **	**	**	31%	42% **	37%	25% **	**	28%	26% **	40% **	18%	31%
Somewhat inexpensive	28%	100% **	-	-		24% **	26% **	25% **	30% **	- **	22% **	28%	32%	49% **	33%
Very inexpensive	11%	**	100% **	-	**	5% **	10% **	6% **	14%	100% **	12%	11%	12%	- **	10%
Don't know	4%		-	-	-	-	11% **	6% **	2% **	-	2% **	6% **	5% **	- **	2% **
D_Q4_13. Vegetarianism (i.e., abstaining from the sumption of meat)															
Unweighted base	95	2	2	-	-	20	23	38	55	2	34	24	27	10	45
se: All US Adults who have used one of the listed diets to lose weight	103	2	2	-	-	21	24	41	60	2	43	25	26	10	52
Very expensive	18%	-	- **	- **	- ++	21% **	4% **	13%	21% *	- **	28% **	16% **	6% **	9% **	14% *
Somewhat expensive	31%	- **	- **	-		37% **	19% **	29% *	34% *	- **	26% **	34% **	41% **	22% **	34% *
Somewhat inexpensive	35%	71% **	74% **	- **	-	37% **	55% **	45% *	26% *	74% **	29% **	40% **	28% **	61% **	39% *
Very inexpensive	12%	- **	26% **	-	- ++	5% **	13% **	7% *	14% *	26% **	11% **	7% **	21% **	- **	7% *
Don't know	5%	29% **	- **	-	- **	- **	8% **	5% *	5% *	- **	5% **	4% **	4% **	8% **	6% *
/D_Q4_14. Gluten-Free (i.e., a diet that excludes gluten, which is nixture of proteins found in wheat, barley, rye, and oats)															

YouGov

US\_nat\_int Sample: 3rd - 6th January 2020

		Type of An	ea Lived in	
	Total	Suburban/ Town	Rural	Other
Somewhat expensive	38%	52% **	21% **	- **
Somewhat inexpensive	12%	7% **	- **	-
Very inexpensive	3%		26% **	-
Don't know	12%	16% **	- **	-

#### CYD\_Q4\_11. Macrobiotic (i.e., avoiding foods containing toxins)

Unweighted base	45	17	6	-
Base: All US Adults who have used one of the listed diets to lose weight	46	17	6	-
Very expensive	25%	21% **	17% **	- **
Som ewhat expensive	40%	44% **	50% **	-
Somewhat inexpensive	18%	-	34% **	-
Very inexpensive	13%	27% **	-	-
Don't know	5%	8% **	-	-

#### CYD\_Q4\_12. Veganism (i.e., a diet containing only plants, such as

vegetables, grains, nuts and fruits, and foods made from plants)

Unweighted base	64	25	7	-
Base: All US Adults who have used one of the listed diets to lose weight	71	23	9	-
Very expensive	27%	23%	50% **	-
Somewhat expensive	30%	31% **	26% **	-
Somewhat inexpensive	28%	21% **	24% **	-
Very inexpensive	11%	17% **	-	-
Don't know	4%	8% **	-	-
YD_Q4_13. Vegetarianism (i.e., abstaining from the onsumption of meat)				
Unweighted base	95	39	11	-
ase: All US Adults who have used one of the listed diets to lose weight	103	38	14	-
Very expensive	18%	16% *	35% **	-
Somewhat expensive	31%	29% *	28% **	-
Somewhat inexpensive	35%	31%	29% **	- **
Very inexpensive	12%	19% *	8% **	- **
Don't know	5%	5% *	- **	- **
CYD_Q4_14. Gluten-Free (i.e., a diet that excludes gluten, which is				
mixture of proteins found in wheat, barley, rye, and oats) Unweighted base	72	30	15	

## YouGov RealTime

Preferred Diets US\_nat\_int Sample: 3rd - 6th January 2020

YouGov		Ge	ender				Generation					Reç	jion		
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Base: All US Adults who have used one of the listed diets to lose weight	72	40	32	5	27	18	22	0	-	-	14	15	29	14	41
Very expensive	34%	27%	43% *	35%	44% **	25% **	28%	-	-	-	19% **	57% **	37%	19% **	30%
Somewhat expensive	38%	49% **	23%	50% **	25% **	43% **	46% **	-		-	47% **	32% **	33%	43% **	37% *
Somewhat inexpensive	21%	17% **	25% *	16% **	17% **	28% **	18% **	100% **		- **	29% **	12% **	13% **	38% **	26% *
Very inexpensive	4%	5% **	3% *	-	9% **	- **	3% **	- **	-	- **	- **	- **	11% **		2% *
Don't know	4%	2% **	6% *	-	4% **	4% **	4% **	- **	- **	- **	5% **	- **	7% **	-	5% *
YD_Q4_15. Dairy-Free (i.e., a diet that excludes dairy products uch as milk, butter cheese, etc.)															
Unweighted base	81	33	48	5	34	12	27	3	-	-	17	13	36	15	56
Base: All US Adults who have used one of the listed diets to lose weight	82	37	45	8	35	12	25	3	-	-	16	16	36	14	54
Very expensive	20%	34% **	9% *	33%	29% **	31% **	3% **	-	-	- **	26% **	22% **	22% *	7% **	15% *
Somewhat expensive	18%	18% **	18% *	22% **	19% **	25% **	16% **	-	-	- **	5% **	22% **	19% *	28% **	18% *
Somewhat inexpensive	37%	29% **	43% *	13% **	37% **	21% **	48% **	67% **	-	- **	35% **	29% **	37% *	47% **	36% *
Very inexpensive	20%	14% **	25% *	32% **	14% **	9% **	30% **	33% **	-	- **	24% **	26% **	19% *	12% **	25% *
Don't know	4%	4% **	4% *	-	2% **	14%	4% **	-	-	-	10%	-	3%	6% **	5% *
he following diets are for weight loss? Please select one option in each row. VP_O_5_1. Keto (i.e., a high-fat, adequate-protein, low- arbohydrate diet) Unweighted base Base: All US Adults Very appealing Somewhat appealing Somewhat unappealing	1241 1241 9% 30% 19%	561 607 11% 29% 18%	680 634 8% 31% 20%	29 42 18% ** 24% ** 10%	391 395 13% F 30% 19%	316 305 9% 33% F 17%	444 433 6% 25% 21%	61 65 6% * 40% F* 12%	- - - - - - - - -	- - - - - - -	220 221 9% 28% 18%	254 261 6% 29% 18%	466 467 11% 29% 18%	301 293 10% 33% 21%	828 811 9% 29% 18%
Very unappealing	28%	28%	28%	** 40%	25%	24%	32%	* 26%	**	**	32%	31%	28%	21%	31%
				**			D.E	*	**	**	М	М	м		Р
Don't know YD_Q5_2. South Beach (i.e., consisting of foods with a low lycemic index, and carbohydrates and fats are categorized as	14%	15%	14%	8%	13%	16%	15%	15% *	-	- **	13%	15%	14%	15%	13%
good" or "bad") Unweighted base	1241	561	680	29	391	316	444	61	-	-	220	254	466	301	828
Base: All US Adults	1241	607	634	42	395	305	433	65	-	-	221	261	467	293	811
Very appealing	6%	5%	6%	- **	9% E.F.G	5%	5%	- *	-	- **	4%	5%	7%	6%	4%
Somewhat appealing	28%	28%	28%	37%	27%	25%	29%	34% *		-	28%	28%	27%	29%	27%
Somewhat unappealing	23%	23%	23%	8%	25%	23%	23%	21%	-	-	23%	23%	23%	24%	24%
Very unappealing	25%	26%	24%	26%	19%	29%	28%	26%			31%	24%	25%	21%	0 28%

US\_nat\_int Sample: 3rd - 6th January 2020

YouGov		F	lace			Educa	tion							Marital Status	
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Base: All US Adults who have used one of the listed diets to lose	72	10	15	7	24	25	20	3	32	1	8	1	41	20	5
weight Very expensive	34%	66%	22%	37%	32%	48%	22% **	20%	33%	-	12%	32%	28%	36%	80%
Somewhat expensive	38%	6% **	54% **	49% **	39% **	34% **	38%	48%	42% **	100%	62% **	-	45% *	27%	-
Somewhat inexpensive	21%	8% **	16% **	14%	20% **	18% **	25% **	11%	21% **	-	12% **	68% **	20% *	27% **	- **
Very inexpensive	4%	13% **	7% **	-	4% **	-	6% **	20% **	2% **	-	14% **	-	4% *	7% **	-
Don't know	4%	7% **	- **	-	4% **	-	9% **	-	3% **	-	-	-	2% *	3% **	20% **
CYD_Q4_15. Dairy-Free (i.e., a diet that excludes dairy products uch as milk, butter cheese, etc.)															
Unweighted base	81	9	9	7	19	32	22	8	39	-	4	4	47	26	6
Base: All US Adults who have used one of the listed diets to lose	82	10	10	8	23	29	23	7	39	-	4	4	47	27	6
weight Very expensive	20%	51%	11%	31%	30%	13%	13%	43%	20%	-	-	- ++	17%	19%	58%
Somewhat expensive	18%	8%	24%	23%	24%	19%	17%	-	14%	-	-	76%	18%	21%	14%
Somewhat inexpensive	37%	26%	55%	33%	16%	44%	48%	42%	37%		47%	24%	37%	33%	28%
Very inexpensive	20%	9%	11%	14%	26%	18%	19% **	15%	23%	- **	30%	-	22%	24%	-
Don't know	4%	7%	-	-	4%	6% *	3% **	-	5%	-	23%	-	6% *	3%	-
he following diets are for weight loss? Please select one option n each row. CYD_Q5_1. Keto (i.e., a high-fat, adequate-protein, low- arbohydrate diet) Unweighted base	1241	158	161	94	454	419	240	128	580	19	88	45	732	320	98
Base: All US Adults	1241	142	195	93	503	387	240	120	572	17	86	40	719	333	95
Very appealing	9%	10%	11%	10%	9%	11%	9%	7%	9% AC	17% **	13% AC*	4% *	10% AC	11% AC	7% *
Somewhat appealing	30%	28%	39% N.Q	23% *	29%	28%	34%	29%	32% AB	27% **	27% *	19% *	31%	28%	21% *
Somewhat unappealing	19%	14%	23%	24% *	17%	18%	17%	30% R.S.T	20%	16% **	24% *	20% *	20%	17%	20% *
Very unappealing	28%	26%	16%	29% P*	25%	31%	31%	27%	26%	39% **	24% *	35% *	26%	31%	34% *
Don't know	14%	22% N.P	11%	14% *	20% S.T.U	11%	9%	8%	13%	-	12%	21% *	13%	14%	17% *
YD_Q5_2. South Beach (i.e., consisting of foods with a low lycemic index, and carbohydrates and fats are categorized as good" or "bad")															
Unweighted base	1241	158	161	94	454	419	240	128	580	19	88	45	732	320	98
Base: All US Adults	1241 6%	142 9%	195 11%	93 3%	503 5%	387 7%	227 7%	124	572 8%	17 16%	86 2%	44 3%	719 7%	333 5%	95
Very appealing	28%	9% N 32%	11% N.Q 31%	3% * 20%	26%	26%	30%	3%	8% AC 30%	76% ** 32%	2% * 25%	3% * 13%	28%	28%	4% * 24%
Somewhat appealing	20%	32% Q	31%	20%	∠0%	20%	30%	39% R.S	30% Y	32%	25%	*	28% Y	28% Y	24%
										400/	0404				
Somewhat unappealing	23%	16%	24%	23%	20%	23%	26%	29% R	21%	19% **	31% V*	27%	23%	24%	21% *

YouGov							Parent	or guardian of any	children			Inco	me		
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
Base: All US Adults who have used one of the listed diets to lose	72	1	2	2	-	24	21	41	30	1	31	21	15	5	29
weight Very expensive	34%	-	60%	-	-	28%	24%	27%	41%	100%	35%	31%	31%	49%	41%
Somewhat expensive	38%	-	40%	100%	-	41%	42%	41%	35%	-	37%	37%	41%	34%	26%
Somewhat inexpensive	21%	100%	- ++	-	-	22% **	26% **	24%	18% **	- **	19% **	23%	23%	16%	22%
Very inexpensive	4%	-	-	-	-	5%	3%	4%	4%	-	8%	-	4%	-	8%
Don't know	4%	- **	-	-	-	5%	5%	5%	2%	-	2% **	10%	-	- **	2%
YD_Q4_15. Dairy-Free (i.e., a diet that excludes dairy products		**	**	**	**		**	*	**	**	**	**	**	**	**
uch as milk, butter cheese, etc.) Unweighted base	81	1	1		-	25	25	45	35	1	28	24	21	8	29
Base: All US Adults who have used one of the listed diets to lose		1		-										-	
weight	82	1	1	-	-	26	24	45	36	1	31	24	19	8	31
Very expensive	20%	- **	- **	- **	-	35% **	9% **	22% *	19% *	-	31%	16% **	9% **	19% **	22%
Somewhat expensive	18%	-	-	-	- **	10% **	12% **	12% *	26% *	-	24% **	8% **	17% **	29% **	8% **
Somewhat inexpensive	37%	100% **	100% **	-	- **	37%	39% **	38%	33%	100% **	23%	51% **	44% **	31% **	45% **
Very inexpensive	20%		-	-	- **	15% **	32% **	23%	18% *	-	20% **	21% **	24% **	11% **	19% **
Don't know	4%	-	-	-		4% **	8% **	4% *	4% *	-	2% **	4% **	5% **	11% **	5% **
n general, how appealing or unappealing do you think each of he following diets are for weight loss? Please select one option n each row. :YD_Q5_1. Keto (i.e., a high-fat, adequate-protein, low- arbohydrate diet) Unweighted base	1241	52	17	6	16	314	417	676	528	37	459	325	323	134	421
Base: All US Adults	1241	51	19	10	15	302	409	660	544	37	469	332	305	135	423
Very appealing	9%	-	9% **	-	7% **	13% AH.AI	6%	9% AH	9%	13% *	10%	10%	8%	6%	11%
Somewhat appealing	30%	40% Y.AB*	17% **	65% **	39% **	36% AJ	31%	33% AJ	26%	26% *	28%	30%	34% AL	25%	31%
Somewhat unappealing	19%	13% *	18% **	25% **	13% **	17%	22%	20%	18%	11% *	17%	22%	20%	14%	18%
Very unappealing	28%	32% *	25% **	-	6% **	22%	27%	26%	32% AG.AI.AK	13% *	29%	25%	28%	32%	26%
Don't know	14%	14% *	31% **	10% **	36% **	11%	13%	12%	15%	37% AG.AH.AI.AJ*	16% AN	13%	9%	23% AM.AN	13%
YD_Q5_2. South Beach (i.e., consisting of foods with a low lycemic index, and carbohydrates and fats are categorized as good" or "bad")															
Unweighted base	1241	52	17	6	16	314	417	676	528	37	459	325	323	134	421
Base: All US Adults	1241 6%	51	19	10	15	302	409 4%	660	544	37	469 7%	332 4%	305 6%	135	423 8%
Very appealing		*	5% **	- **	7%	10% AH.AI.AJ		7% AH	5%	5% *	AO			2%	AQ
Somewhat appealing	28%	30%	25%	56%	17%	31%	31% AJ	31% AJ	25%	16% *	25%	32% AL.AO	31% AO	21%	26%
Somewhat unappealing	23%	22%	28%	35% **	18%	20%	23%	22%	24%	24%	21%	22%	27%	24%	25%
Very unappealing	25%	28%	26%	-	8%	24%	26%	25%	26%	11%	24%	26%	25%	26%	22%

US\_nat\_int Sample: 3rd - 6th January 2020

YouGov		Type of Are	a Lived in	
	Total	Suburban/ Town	Rural	Other
Base: All US Adults who have used one of the listed diets to lose weight	72	29	14	-
Very expensive	34%	32% **	24% **	-
Som ewhat expensive	38%	47% **	41% **	- **
Somewhat inexpensive	21%	16% **	27% **	
Very inexpensive	4%	2% **	- **	
Don't know	4%	3% **	8% **	-
CYD_Q4_15. Dairy-Free (i.e., a diet that excludes dairy products such as milk, butter cheese, etc.)				
Unweighted base	81	38	14	-
Base: All US Adults who have used one of the listed diets to lose weight	82	38	13	-
Very expensive	20%	16% *	29% **	-
Som ewhat expensive	18%	27%	16% **	-
Somewhat inexpensive	37%	31%	34% **	-
Very inexpensive	20%	21% *	21% **	-
Don't know	4%	5% *	- **	- **
In general, how appealing or unappealing do you think each of the following diets are for weight loss? Please select one option on each row. CYD_05_1. Keto (i.e., a high-fat, adequate-protein, low- carbohydrate diet)				
Unweighted base	1241	582	23/	4

Unweighted base	1241	582	234	4
Base: All US Adults	1241	576	235	6
Very appealing	9%	9%	8%	-
Somewhat appealing	30%	28%	31%	28% **
Somewhat unappealing	19%	19%	19%	
Very unappealing	28%	30%	27%	
Don't know	14%	14%	15%	72% **

CYD\_Q5\_2. South Beach (i.e., consisting of foods with a low glycemic index, and carbohydrates and fats are categorized as "good" or "bad")

Unweighted base	1241	582	234	4
Base: All US Adults	1241	576	235	6
Very appealing	6%	4%	6%	-
				**
Somewhat appealing	28%	31%	25%	-
				**
Somewhat unappealing	23%	21%	23%	28%
				**
Very unappealing	25%	28%	25%	-
		AP		**

YouGov		Ge	nder				Generation					Reç	jion		
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Don't know	18%	18%	18%	28%	19%	19%	16%	18%	-	- **	14%	20%	18%	20%	16%
CYD_Q5_3. Paleo (i.e., including vegetables, fruits, nuts, roots, and meat and excluding foods such as dairy products, grains, sugar, processed oils, salt and coffee)															
Unweighted base	1241	561	680	29	391	316	444	61	-	-	220	254	466	301	828
Base: All US Adults	1241	607	634	42	395	305	433	65	-	-	221	261	467	293	811
Very appealing	9%	9%	8%	-	14%	8%	5%	4%	-	-	7%	6%	9%	11%	7%
				**	E.F.G			*	**	**					
Somewhat appealing	27%	27%	28%	12%	31%	26%	27%	23%	-	-	24%	25%	30%	28%	26%
Somewhat unappealing	21%	22%	20%	39%	18%	20%	22%	28%	-	-	20%	24%	20%	23%	22%
	000/			**	0.551	0.00	0.00		**	**	0771	0/51		0.00	0.Q
Very unappealing	28%	27%	29%	22%	23%	31%	31%	31%	-	-	35%	31%	27%	21%	32%
_	450/	1000				D	D		**		L.M	M			0.P
Don't know	15%	15%	15%	26% **	14%	15%	15%	13% *	-	-	14%	14%	15%	17%	13%
YD_Q5_4. Atkins (i.e., a low-carbohydrate diet)															
Unweighted base	1241	561	680	29	391	316	444	61		-	220	254	466	301	828
Base: All US Adults	1241	607	634	42	395	305	433	65	-	-	221	261	467	293	811
Very appealing	8%	8%	8%	4% **	11%	6%	8%	9% *		- **	7%	8%	9%	8%	7%
Somewhat appealing	29%	30%	29%	24%	E 28%	29%	31%	36%	-	- **	26%	29%	29%	34%	29%
Somewhat unappealing	20%	20%	20%	10%	21%	17%	22%	24%		-	22%	19%	21%	18%	21%
Very unappealing	27%	27%	27%	** 37%	24%	31%	26%	* 21%	-	**	33%	29%	24%	25%	30%
				**		D		*	**	**	L				0
Don't know	15%	16%	15%	24% **	16%	17%	14%	10% *		-	11%	16%	17%	15%	13%
YD_Q5_5. Intermittent fasting (e.g., the 16/8 diet, the 5:2 diet,															
tc.)															
Unweighted base	1241	561	680	29	391	316	444	61	-	-	220	254	466	301	828
Base: All US Adults	1241	607	634	42	395	305	433	65	-	-	221	261	467	293	811
Very appealing	13%	14%	12%	22%	20% E.F.G	11%	8%	8% *		-	12%	10%	15%	13%	12%
Somewhat appealing	25%	26%	25%	29%	26% G	27% G	24%	14% *		-	28%	23%	24%	27%	25%
Somewhat unappealing	18%	17%	19%	23%	18%	16%	19%	20%	-	-	20%	19%	18%	16%	19% O
Very unappealing	29%	29%	29%	12%	23%	30%	34%	39%		-	29%	31%	28%	28%	31%
Don't know	15%	15%	15%	** 14%	14%	D 16%	D 15%	D* 18%	-	**	12%	16%	15%	16%	13%
YD_Q5_6. Mediterranean (i.e., consisting of vegetables, fruits,				**				*	**	**					
erbs, nuts, beans and whole grains) Unweighted base	1241	561	680	29	391	316	444	61		-	220	254	466	301	828
Base: All US Adults	1241	607	634	42	395	305	444	65	-	-	220	254	400	293	811
Very appealing	20%	18%	21%	20%	23%	19%	433	18%	-	-	19%	17%	21%	293	20%
				**				*							
Somewhat appealing	36%	34%	37%	37% **	32%	33%	41% D.E	33% *	-	- **	37%	38%	31%	41% L	36%
Somewhat unappealing	16%	17%	15%	8% **	17%	13%	15%	27% E.F*	-	-	16%	17%	16%	13%	16%
Very unappealing	15%	16%	14%	14%	14%	19%	14%	12%	-	-	18%	15%	15%	14%	15%

YouGov		R	lace			Educa	ion							Marital Status	
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Don't know	18%	25% N	19%	28% N*	24% S.T.U	17% U	12%	7%	14%	10%	16% *	28% V.Z*	15%	22% V.Z	23% V.Z*
CYD_Q5_3. Paleo (i.e., including vegetables, fruits, nuts, roots,					0.110	0				1				v. <u>–</u>	v. <u> </u>
and meat and excluding foods such as dairy products, grains,															
sugar, processed oils, salt and coffee) Unweighted base	1241	158	161	94	454	419	240	128	580	19	88	45	732	320	98
Base: All US Adults	1241	142	195	93	503	387	227	124	572	17	86	44	719	333	95
Very appealing	9%	15% N	12% N	9% *	7%	9%	9%	13%	9%	17% **	11% *	10% *	9%	10%	5% *
Somewhat appealing	27%	35% N	26%	32% *	25%	29%	29%	31%	28% AB.AC	23% **	29% AC*	26% *	28% AB.AC	31% AB.AC	18% *
Somewhat unappealing	21%	8%	31% O.Q	13% *	21%	20%	21%	25%	22%	27% **	20% *	24% *	22%	18%	24% *
Very unappealing	28%	19%	17%	26% *	25%	29%	31%	27%	30%	23% **	26% *	26% *	29%	25%	30% *
Don't know	15%	23% N	14%	20% *	21% S.T.U	13% U	9%	5%	12%	10% **	15% *	14% *	12%	16%	23% V.Z*
CYD_Q5_4. Atkins (i.e., a low-carbohydrate diet)															
Unweighted base	1241	158	161	94	454	419	240	128	580	19	88	45	732	320	98
Base: All US Adults	1241	142	195	93	503	387	227	124	572	17	86	44	719	333	95
Very appealing	8%	15% N.Q	10%	3%	8%	9%	11%	5%	9%	17%	11%	8% *	9%	8%	7% *
Somewhat appealing Somewhat unappealing	29% 20%	29%	31% 22%	32% * 17%	27%	21%	29%	39% R.S 21%	33% AB 20%	33% ** 22%	25% * 25%	25% * 20%	31% AB 21%	26%	21% * 19%
Somewnal unappealing Very unappealing	20%	15%	22%	* 24%	25%	21%	30%	31%	20%	22% ** 22%	25% * 22%	20% * 31%	21%	29%	* 30%
Don't know	15%	24%	14%	* 24%	22%	14%	10%	3%	12%	**	* 17%	* 17%	12%	18%	* 22%
YD_Q5_5. Intermittent fasting (e.g., the 16/8 diet, the 5:2 diet,		N.P		N.P*	S.T.U	U	U			**	*	*		V.Z	V.Z*
etc.)															
Unweighted base	1241	158	161	94	454	419	240	128	580	19	88	45	732	320	98
Base: All US Adults	1241	142	195	93	503	387	227	124	572	17	86	44	719	333	95
Very appealing	13%	18% N 27%	12% 24%	16% * 25%	10%	13% 26%	16% R 35%	19% R 27%	13%	6% ** 23%	19% AB.AC* 15%	11% * 14%	13% 26%	15% 25%	8% * 21%
Somewhat appealing Somewhat unappealing	25%	11%	24%	25% * 11%	17%	20%	35% R.S 14%	21%	29% X.Y.Z 19%	23% ** 38%	* 20%	14% * 19%	20% X 19%	25%	21% * 12%
Very unappealing	29%	23%	0 28%	* 26%	33%	20% T 27%	26%	23% T 24%	26%	28%	* 30%	* 43%	28%	29%	40%
Don't know	15%	20%	14%	* 22%	21%	14%	9%	5%	13%	**	* 17%	V.Z* 12%	13%	14%	V.Z*
CYD_Q5_6. Mediterranean (i.e., consisting of vegetables, fruits,	1070	N		N*	S.T.U	U	0,0	0,0	1070	**	*	*	1070		*
erbs, nuts, beans and whole grains)															
Unweighted base	1241	158	161	94	454	419	240	128	580	19	88	45	732	320	98
Base: All US Adults	1241	142 18%	195	93	503	387	227	124	572	17	86	44	719	333 20%	95
Very appealing Somewhat appealing	20% 36%	38%	19%	20% * 32%	15%	34%	25% R.S 40%	36% R.S.T 40%	21%	18% ** 33%	17% * 30%	18% * 45%	20%	20% 35%	21% * 30%
Somewhat appealing	30%	13%	16%	*	16%	16%	40%	13%	15%	33% ** 17%	30% * 19%	43% * 5%	38%	35%	* 13%
Somewhat unappealing	15%	10%	15%	* 22%	16%	20%	13%	8%	15%	17%	Y* 18%	* 15%	15%	15%	* 15%
very unappearing	1070	1070	1070	0*	U	T.U	1170	070	1070	**	*	*	1070	1070	*

YouGov							Parent	or guardian of any	children			Inco	me		
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
Don't know	18%	21%	16%	9% **	50% **	15%	16%	15%	20%	44% AG.AH.AI.AJ*	22% AM.AN	16%	10%	27% AM.AN	19%
CYD_Q5_3. Paleo (i.e., including vegetables, fruits, nuts, roots,										AUAHAAA	PuviPuv			ANDA	_
and meat and excluding foods such as dairy products, grains, sugar, processed oils, salt and coffee)															
Unweighted base	1241	52	17	6	16	314	417	676	528	37	459	325	323	134	421
Base: All US Adults	1241	51	19	10	15	302	409	660	544	37	469	332	305	135	423
Very appealing	9%	2% *	- **		14% **	15% AH.AI.AJ	5%	9% AH	8%	8% *	10%	9%	8%	5%	12% AQ.AR
Somewhat appealing	27%	12% *	20% **	56% **	43% **	29%	25%	27%	28%	32% *	23%	32% AL.AO	31% AL	22%	29%
Somewhat unappealing	21%	30% *	34% **	-	8% **	19% AK	26% AG.AI.AJ.AK	23% AG.AK	20% AK	5% *	21%	21%	25%	17%	19%
Very unappealing	28%	36% *	21% **	25% **	-	26%	28% AK	27% AK	30% AK	11% *	28%	26%	28%	30%	26%
Don't know	15%	21% *	26% **	18% **	36% **	12%	14%	14%	15%	44% AG.AH.AI.AJ*	18% AN	13%	8%	26% AM.AN	15%
CYD_Q5_4. Atkins (i.e., a low-carbohydrate diet)															
Unweighted base	1241	52	17	6	16	314	417	676	528	37	459	325	323	134	421
Base: All US Adults	1241	51	19	10	15	302	409	660	544	37	469	332	305	135	423
Very appealing	8%	6% *	4% **	**	-	12% AH.AI.AJ	7%	10% AH	7%	7% *	9%	8%	8%	6%	11% AQ
Somewhat appealing	29%	34%	29% **	65% **	26% **	32% AJ	34% AJ	34% AJ	25%	21%	26%	31%	35% AL.AO	23%	30%
Somewhat unappealing	20%	14%	36% **	-	19% **	19%	23%	21%	19%	12%	21% AO	21% AO	21% AO	11%	16%
Very unappealing	27%	26%	11%	25% **	14%	25%	24%	24%	31% AH.AI	19% *	26%	25%	28%	34%	27%
Don't know	15%	20%	21% **	10% **	41% **	12%	12%	12%	18% AG.AH.AI	42% AG.AH.AI.AJ*	18% AN	14% AN	7%	26% AM.AN	16%
CYD_Q5_5. Intermittent fasting (e.g., the 16/8 diet, the 5:2 diet, etc.)															
Unweighted base	1241	52	17	6	16	314	417	676	528	37	459	325	323	134	421
Base: All US Adults	1241	51	19	10	15	302	409	660	544	37	469	332	305	135	423
Very appealing	13%	6% *	8% **		7% **	18% AH.AI	7%	12% AH	14% AH	15% *	11%	13%	16%	11%	18% AQ.AR
Somewhat appealing	25%	19% *	12% **	47% **	13% **	29%	23%	26%	25%	16% *	21%	28% AL	30% AL.AO	19%	22%
Somewhat unappealing	18%	20%	25% **	34% **	12% **	16%	21% Al	19%	18%	16% *	18%	19%	19%	14%	16%
Very unappealing	29%	35%	21%	10% **	12%	23%	33% AG.AI	29% AG	30% AG	17%	33%	26%	26%	29%	30%
Don't know	15%	20%	35% **	10% **	56% **	14%	16%	15%	13%	36% AG.AH.AI.AJ*	17% AN	14% AN	8%	27% AL.AM.AN	15%
CYD_Q5_6. Mediterranean (i.e., consisting of vegetables, fruits, herbs, nuts, beans and whole grains)	10.11			-				077			4	0.57			
Unweighted base Base: All US Adults	1241 1241	52	17 19	6 10	16 15	314 302	417 409	676 660	528 544	37 37	459 469	325 332	323 305	134 135	421 423
Very appealing	20%	16%	3%	-	20%	21%	18%	20%	20%	16%	16%	21% AO	26% AL.AO	12%	423 22% AR
Somewhat appealing	36%	30%	19% **	44% **	36%	32%	39% Al	36%	37%	25% *	34%	34%	41%	35%	38%
Somewhat unappealing	16%	23% Y*	32% **	47% **	8% **	15%	18%	17%	13%	16% *	16%	18%	13%	13%	12%
Very unappealing	15%	16% *	21% **	-	7% **	18%	14%	16%	15%	7% *	17%	14%	13%	18%	15%

YouGov		Type of Are	a Lived in	
	Total	Suburban/ Town	Rural	Other
Don't know	18%	16%	21%	72% **
CYD_Q5_3. Paleo (i.e., including vegetables, fruits, nuts, roots,				1
and meat and excluding foods such as dairy products, grains,				
sugar, processed oils, salt and coffee) Unweighted base	1241	582	234	4
Base: All US Adults	1241	576	234	6
Very appealing	9%	7%	7%	-
very appearing	576	170	1 /0	**
Som ewhat appealing	27%	27%	27%	14% **
Somewhat unappealing	21%	25% AP	18%	13% **
Very unappealing	28%	29%	30%	33% **
Don't know	15%	13%	18%	39% **
CYD_Q5_4. Atkins (i.e., a low-carbohydrate diet)				
Unweighted base	1241	582	234	4
Base: All US Adults	1241	576	234	6
Very appealing	8%	7%	7%	- **
Somewhat appealing	29%	28%	33%	28%
Somewhat unappealing	20%	23% AP	19%	-
Very unappealing	27%	28%	25%	-
Don't know	15%	14%	16%	72%
CYD_Q5_5. Intermittent fasting (e.g., the 16/8 diet, the 5:2 diet,				
etc.) Unweighted base	1241	582	234	4
Base: All US Adults	1241	576	235	6
Very appealing	13%	11%	10%	13%
Somewhat appealing	25%	28% AP	24%	-
Somewhat unappealing	18%	20%	19%	-
Very unappealing	29%	28%	29%	48% **
Don't know	15%	13%	19% AQ	39% **
CYD_Q5_6. Mediterranean (i.e., consisting of vegetables, fruits,				
herbs, nuts, beans and whole grains)				1
Unweighted base	1241	582	234	4
Base: All US Adults	1241	576	235	6
Very appealing	20%	22% AR	11%	13% **
Som ewhat appealing	36%	35%	33%	48% **
Somewhat unappealing	16%	16%	21% AP	-
Very unappealing	15%	15%	18%	-

YouGov		Ge	nder				Generation					Reg	jion		
	Total	Male	Female	Gen Z (2000 and later)	f Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Don't know	14%	15%	13%	21%	14%	15%	13%	9% *		-	11%	13%	16%	13%	12%
CYD_Q5_7. Whole30 (i.e., consisting of whole foods and the															
elimination of sugar, alcohol, grains, legumes, soy, and dairy)															
Unweighted base	1241	561	680	29	391	316	444	61	-	-	220	254	466	301	828
Base: All US Adults	1241 7%	607 8%	634 6%	42	395 12%	305 7%	433 3%	65 5%	-	-	221 7%	261 3%	467 8%	293 8%	811 6%
Very appealing	1%	8%	6%	-	12% E.F	7% F	3%	5%	-	-	1%	3%	8% K	8% K	6%
Somewhat appealing	19%	18%	19%	5% **	23% F.G	20% G	16%	9% *	-	-	17%	19%	17%	23%	16%
Somewhat unappealing	24%	24%	24%	20%	21%	21%	28% D.E	32% *	-	-	20%	26%	25%	23%	26% O
Very unappealing	34%	34%	35%	52% **	28%	35%	36% D	43% D*		-	45% K.L.M	34%	33%	30%	37% O
Don't know	16%	16%	16%	23%	15%	17%	16%	12%	-	-	12%	17%	17%	17%	15%
CYD_Q5_8. WW (Weight Watchers) (i.e., a diet and program for weight loss based on a point system)															
Unweighted base	1241	561	680	29	391	316	444	61	-	-	220	254	466	301	828
Base: All US Adults	1241	607	634	42	395	305	433	65	-	-	221	261	467	293	811
Very appealing	10%	8%	12% A	2% **	13% G	8%	10%	3% *		-	8%	11%	10%	10%	9%
Somewhat appealing	28%	24%	32% A	22% **	26%	26%	30%	34% *		-	29%	28%	28%	26%	28%
Somewhat unappealing	19%	20%	17%	22%	19%	18%	19%	19% *	-	-	23%	17%	17%	22%	19%
Very unappealing	28%	32% B	24%	33%	26%	32%	26%	31% *	-	-	27%	31%	29%	26%	30% O
Don't know	15%	16%	14%	21%	15%	16%	14%	14% *	-	-	13%	13%	17%	16%	13%
YD_Q5_9. Raw (i.e., involving mainly unprocessed, whole, plant- ased, and preferably organic, foods)			1											1	
Unweighted base	1241	561	680	29	391	316	444	61	-	-	220	254	466	301	828
Base: All US Adults	1241	607	634	42	395	305	433	65	-	-	221	261	467	293	811
Very appealing	7%	8%	5%	10% **	10% E.F	5%	5%	5% *	- **	-	7%	7%	7%	6%	5%
Somewhat appealing	17%	17%	17%	14% **	25% E.F.G	17% G	12% G	3% *	-	-	17%	12%	18%	20% K	16%
Somewhat unappealing	22%	23%	20%	22%	20%	22%	22%	25% *	-	-	25%	19%	21%	23%	22%
Very unappealing	41%	38%	43%	46% **	31%	40% D	48% D.E	56% D.E*	-	-	42%	46%	40%	38%	45% O.P
Don't know	14%	13%	14%	8% **	14%	16%	13%	12% *	-	-	10%	16%	13%	14%	12%
YD_Q5_10. Ayurvedic (i.e., a plan that provides guidelines for low you eat to boost your health, prevent or manage disease, nd maintain wellness)			1	1			1		1					1	
Unweighted base	1241	561	680	29	391	316	444	61	-	-	220	254	466	301	828
Base: All US Adults	1241	607	634	42	395	305	433	65	-	-	221	261	467	293	811
Very appealing	10%	11%	10%	-	17% E.F	7%	6%	15% F*	-	-	12% K	6%	12% K	10%	9%
Somewhat appealing	28%	26%	30%	39% **	29%	25%	29%	24% *	-	-	30%	32%	24%	29%	28%
Somewhat unappealing	16%	17%	14%	20% **	14%	15%	17%	14% *	-	-	16%	16%	16%	14%	16%
Very unappealing	23%	24%	21%	19%	19%	25%	24%	30% D*	-	-	23%	20%	26%	20%	24% O

YouGov		F	Race			Educat	ion							Marital Status	
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership	Living together, I not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Don't know	14%	21% N	16%	14%	20% S.T.U	12% U	9% U	3%	11%	15%	16% *	18%	12%	15%	20% V.Z*
CYD_Q5_7. Whole30 (i.e., consisting of whole foods and the		N			0.1.0	0	0								V.2
elimination of sugar, alcohol, grains, legumes, soy, and dairy) Unweighted base	1241	158	161	94	454	419	240	128	580	19	88	45	732	320	98
Base: All US Adults	1241	142	195	93	503	387	240	120	572	17	86	40	732	333	95
Very appealing	7%	12%	8%	8%	5%	8%	8%	7%	8%	11%	3%	4%	7%	8%	5%
	19%	N 26%		•						**	* 19%	•			•
Somewhat appealing	19%	20%	24% N	17%	17%	19%	21%	24%	18%	7%	19%	17%	18%	20%	17%
Somewhat unappealing	24%	18%	22%	22%	21%	25%	24%	31% R	25%	40%	32% AA*	28%	26% AA	19%	27%
Very unappealing	34%	22%	33%	35%	34%	34%	37%	30%	36%	31%	31%	42%	35%	35%	29%
Don't know	16%	22%	13%	O* 18%	22%	14%	10%	8%	14%	10%	15%	10%	14%	18%	22%
CYD_Q5_8. WW (Weight Watchers) (i.e., a diet and program for				*	S.T.U					**	*	*			V.Z*
weight loss based on a point system)	1011	150	101		154	110	0.40	100	500	10		15	700	000	00
Unweighted base	1241	158	161	94	454	419	240	128	580	19	88	45	732	320	98
Base: All US Adults	1241	142	195	93	503	387	227	124	572	17	86	44	719	333	95
Very appealing	10%	14%	11%	9% *	10%	10%	12%	8%	12%	23%	6% *	4% *	11%	8%	10% *
Somewhat appealing	28%	30%	25%	30% *	26%	30%	26%	30%	29%	23%	30% *	37% *	30% AA	23%	23% *
Somewhat unappealing	19%	15%	20%	18% *	16%	19%	20%	26% R	20%	22% **	19% *	11% *	20%	20%	14% *
Very unappealing	28%	19%	28%	27% *	26%	28%	32%	29%	27%	26% **	32% *	27% *	28%	31%	30% *
Don't know	15%	23% N	16%	17% *	21% S.T.U	13%	9%	8%	12%	5% **	13% *	21%	12%	18% V.Z	23% V.Z*
CYD_Q5_9. Raw (i.e., involving mainly unprocessed, whole, plant-															
based, and preferably organic, foods)															
Unweighted base	1241	158	161	94	454	419	240	128	580	19	88	45	732	320	98
Base: All US Adults	1241	142	195	93	503	387	227	124	572	17	86	44	719	333	95
Very appealing	7%	14% N.Q	9%	5% *	7%	8%	6%	4%	7% AC	6% **	10% AC*	2% *	7% AC	7%	5% *
Somewhat appealing	17%	21%	21%	15% *	14%	18%	22% R	17%	17%	10% **	16% *	22% *	17%	19%	11%
Somewhat unappealing	22%	15%	27% O	19% *	20%	20%	23%	29%	21%	29% **	26% *	25% *	22%	21%	17% *
Very unappealing	41%	32%	28%	46% O.P*	38%	43%	41%	45%	42%	50% **	36% *	37% *	41%	39%	49% *
Don't know	14%	17%	15%	15%	20% S.T.U	11% U	8%	5%	12%	5% **	12%	15% *	12%	14%	18%
CYD_Q5_10. Ayurvedic (i.e., a plan that provides guidelines for how you eat to boost your health, prevent or manage disease, and maintain wellness)		1		1	0.110						11				
Unweighted base	1241	158	161	94	454	419	240	128	580	19	88	45	732	320	98
Base: All US Adults	1241	142	195	93	503	387	227	124	572	17	86	44	719	333	95
Very appealing	10%	17% N	13%	8% *	10%	10%	12%	9%	10%	28% **	12% *	10% *	11%	11%	8% *
Somewhat appealing	28%	28%	31%	24% *	26%	28%	34% R	28%	28%	21% **	24% *	24% *	27%	34% Z	25% *
Somewhat unappealing	16%	13%	14%	16% *	16%	14%	13%	24% R.S.T	17% AA	22% **	23% AA*	12%	18% AA	11%	15% *
Very unappealing	23%	13%	25% O	25% O*	22%	24%	22%	22%	23%	18%	19%	22%	23%	21%	23%

YouGov							Parent	or guardian of any	children			Inco	ome		
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
Don't know	14%	15%	26% **	10%	29%	12%	11%	12%	15%	36% AG.AH.AI.AJ*	16% AN	14% AN	7%	22% AN	14%
CYD_Q5_7. Whole30 (i.e., consisting of whole foods and the										AG.AH.AI.AJ					
elimination of sugar, alcohol, grains, legumes, soy, and dairy)	1011	50	17	0	10	314	117	676	500	07	150	005	000	101	10.1
Unweighted base Base: All US Adults	1241 1241	52 51	17 19	6 10	16 15	314 302	417 409	660	528 544	37 37	459 469	325 332	323 305	134 135	421 423
Very appealing	7%	2%	-	10	6%	13%	409	8%	6%	8%	8%	6%	305	3%	423
very appearing	170	270	**	**	**	AH.AI.AJ	470	AH	0%	*	070	0%	9% AO	3%	AQ
Somewhat appealing	19%	12%	36%	21%	24% **	25%	16%	19%	18%	9%	18%	20%	21%	14%	21%
Somewhat unappealing	24%	29%	17%	35%	7%	AH.AI.AJ.AK 19%	29%	AH 25%	22%	29%	23%	27%	26%	15%	AR 23%
		*	**	**	**		AG.AI.AJ	AG		*		AO	AO		
Very unappealing	34%	40%	27%	25%	22%	31%	38%	35%	36%	10%	33%	33%	36%	41%	31%
		•	**	**	**	AK	AG.AI.AK	AK	AK	•					
Don't know	16%	17%	21%	18%	41% **	12%	13%	13%	18% Al	44% AG.AH.AI.AJ*	19% AN	14% AN	8%	27% AM.AN	15%
CYD_Q5_8. WW (Weight Watchers) (i.e., a diet and program for									A	AGAILAI	744			740344	
weight loss based on a point system) Unweighted base	1241	52	17	6	16	314	417	676	528	37	459	325	323	134	421
Base: All US Adults	1241	51	19	10	15	302	409	660	544	37	469	332	305	135	423
Very appealing	10%	11%	15%	-	-	18%	10%	13%	6%	8%	12%	10%	8%	7%	13%
		•	**	**	**	AH.AI.AJ	AJ	AH.AJ		*					AQ
Somewhat appealing	28%	36%	29%	47%	37%	28%	33%	30%	24%	28%	24%	33%	30%	23%	26%
	100/	4001				4000	AJ	AJ	100/	*	470/	AL	059/	100/	170/
Somewhat unappealing	19%	18% *	25% **	-	6% **	18%	20%	20%	19%	10% *	17%	16%	25% AL.AM	18%	17%
Very unappealing	28%	21%	21%	25%	22%	25%	25%	25%	33% AG.AH.AI.AK	16%	30%	27%	28%	26%	28%
Don't know	15%	15%	11%	28%	35%	11%	12%	12%	AG.AH.AI.AK 18%	39%	17%	13%	9%	26%	15%
		•	**	**	**				AG.AH.AI	AG.AH.AI.AJ*	AN			AL.AM.AN	
CYD_Q5_9. Raw (i.e., involving mainly unprocessed, whole, plant-															
based, and preferably organic, foods) Unweighted base	1241	52	17	6	16	314	417	676	528	37	459	325	323	134	421
Base: All US Adults	1241	51	19	10	15	302	409	660	544	37	469	332	305	135	423
Very appealing	7%	-	20%	-	-	11%	5%	8%	6%	2%	7%	9%	6%	4%	11%
		*	**	**	**	AH.AI.AJ		AH		*					AQ.AR
Somewhat appealing	17%	8%	12%	25%	37%	22% AH.AI	15%	18%	16%	20%	17%	18%	18%	14%	19%
Somewhat unappealing	22%	20%	23%	56%	6%	21%	22%	22%	22%	14%	21%	23%	24%	17%	17%
Very unappealing	41%	* 56%	** 29%	**	** 22%	34%	47%	41%	42%	* 26%	39%	41%	45%	38%	39%
very unappearing	41/0	X.Z.AA*	**	**	**	3476	AG.AI.AK	AG	AG	*	3376	4170	4378	3078	3376
Don't know	14%	17%	15%	18%	35%	12%	11%	12%	14%	39%	17%	10%	7%	27%	13%
		•	**	**	**					AG.AH.AI.AJ*	AM.AN			AL.AM.AN	
CYD_Q5_10. Ayurvedic (i.e., a plan that provides guidelines for how you eat to boost your health, prevent or manage disease,															
and maintain wellness)															
Unweighted base	1241	52	17	6	16	314	417	676	528	37	459	325	323	134	421
Base: All US Adults	1241	51	19	10	15	302	409	660	544	37	469	332	305	135	423
Very appealing	10%	4%	6% **	25%	-	17% AH.AI.AJ	7%	11% AH	9%	5%	12%	11%	8%	8%	13% AR
Somewhat appealing	28%	22%	25%	21%	19%	24%	31%	28%	29%	21%	26%	32%	29%	25%	26%
		•	**	**	**		AG.AI	AG		•					
Somewhat unappealing	16%	12%	12%	25%	14%	15%	16%	16%	15%	14%	14%	17%	18%	13%	15%
Very unappealing	23%	34%	36%	10%	6%	23%	24%	23%	22%	13%	24%	20%	24%	21%	22%
very unappealing	23%	34%	30%	10%	0%	23%	24%	23%	2270	13%	∠4%	20%	∠4%	∠1%	22%

YouGov		Type of Are	a Lived in	
	Total	Suburban/ Town	Rural	Other
Don't know	14%	12%	18%	39% **
YD_Q5_7. Whole30 (i.e., consisting of whole foods and the				1
limination of sugar, alcohol, grains, legumes, soy, and dairy) Unweighted base	1241	582	234	4
Base: All US Adults	1241	576	235	6
Very appealing	7%	5%	6%	-
				**
Somewhat appealing	19%	20% AR	12%	46% **
Somewhat unappealing	24%	25%	24%	14%
Very unappealing	34%	36%	37%	-
Don't know	16%	15%	21% AP.AQ	39% **
CYD_Q5_8. WW (Weight Watchers) (i.e., a diet and program for			Ai Jog	
eight loss based on a point system)	1241	582	234	4
Unweighted base Base: All US Adults	1241		234	
Very appealing	1241	576	235	6
very appealing	10%	1%	11%	**
Somewhat appealing	28%	31%	25%	-
Somewhat unappealing	19%	21%	18%	14%
Very unappealing	28%	28%	31%	-
Don't know	15%	14%	16%	86%
YD_Q5_9. Raw (i.e., involving mainly unprocessed, whole, plant- ased, and preferably organic, foods)				1
Unweighted base	1241	582	234	4
Base: All US Adults	1241	576	235	6
Very appealing	7%	4%	6%	-
Som ewhat appealing	17%	16%	16%	-
Somewhat unappealing	22%	26%	19%	13%
Very unappealing	41%	AP 42%	42%	** 14%
Don't know	14%	12%	16%	** 72%
YD_Q5_10. Ayurvedic (i.e., a plan that provides guidelines for low you eat to boost your health, prevent or manage disease,				**
nd maintain wellness)	10/11			
Unweighted base	1241	582	234	4
Base: All US Adults	1241	576	235	6
Very appealing	10%	10%	6%	
Somewhat appealing	28%	29%	28%	46% **
Somewhat unappealing	16%	16%	15%	14% **
Very unappealing	23%	22%	26%	-

YouGov		Ge	nder				Generation					Reg	gion		
	Total	Male	Female	Gen Z (2000 and later)	i Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Don't know	23%	22%	25%	22%	20%	28% D	25%	16% *		-	20%	26%	22%	26%	24%
YD_Q5_11. Macrobiotic (i.e., avoiding foods containing toxins)			1		1	5							1	1	
Unweighted base	1241	561	680	29	391	316	444	61			220	254	466	301	828
Base: All US Adults	1241	607	634	42	395	305	433	65	-	-	220	261	400	293	811
Very appealing	9%	9%	10%	8%	12%	9%	8%	4%	-	-	11%	6%	10%	10%	8%
very appearing	570	570	1070	**	F	570	070	*	**	**	1170	070	1070	1070	070
Somewhat appealing	28%	31%	26%	41% **	32% E	25%	26%	29% *	-	-	28%	32%	27%	27%	27%
Somewhat unappealing	17%	17%	18%	14%	16%	18%	18%	18%	-	-	16%	15%	18%	19%	18%
Vorumente	25%	25%	25%	17%	21%	25%	28%	31%			28%	24%	26%	22%	28%
Very unappealing	20%	20%	20%	17%	∠1%	20%	28% D	31%	-	-	28%	24%	20%	2270	28%
	040/	400/	200/		400/	0.49/					400/	000/	400/	000/	
Don't know	21%	19%	22%	20%	19%	24%	20%	18%	-	-	18%	23%	19%	22%	20%
YD_Q5_12. Veganism (i.e., a diet containing only plants, such as egetables, grains, nuts and fruits, and foods made from plants)						1							1	1	
Unweighted base	1241	561	680	29	391	316	444	61	-	-	220	254	466	301	828
Base: All US Adults	1241	607	634	42	395	305	433	65	-	-	221	261	467	293	811
Very appealing	6%	7%	6%	8%	10%	7%	3%	2%	-	-	6%	5%	6%	9%	5%
voly appointig	070		0,0	**	F.G	F	0,0	*	**	**	0,0	0,0	0,0	0,0	0,0
Somewhat appealing	18%	18%	17%	27%	23% E.F.G	15%	15%	7% *		-	18%	15%	20%	17%	14%
Somewhat unappealing	21%	19%	22%	17%	19%	17%	23% E	30% D.E*	-	-	19%	23%	20%	20%	19%
Very unappealing	44%	44%	43%	34%	38%	47%	46%	48%	-	-	50%	43%	43%	41%	51%
				**		D	D	*	**	**	М				O.P.Q
Don't know	12%	11%	12%	14%	10%	13%	12%	14%	-	-	8%	14%	11%	13%	11%
YD_Q5_13. Vegetarianism (i.e., abstaining from the								-		~~		J			
onsumption of meat)															
Unweighted base	1241	561	680	29	391	316	444	61	-	-	220	254	466	301	828
Base: All US Adults	1241	607	634	42	395	305	433	65	-	-	221	261	467	293	811
Very appealing	9%	10%	8%	12%	14% E.F	9%	5%	5% *	-	-	12%	7%	10%	8%	8%
Somewhat appealing	21%	19%	24%	40%	26%	19%	19%	12%	-	-	20%	22%	18%	27%	19%
				**	E.F.G			*	**	**				L	
Somewhat unappealing	19%	18%	19%	10%	19%	18%	19%	25% *	-	-	20%	16%	19%	19%	18%
Very unappealing	40%	42%	38%	30%	31%	42%	46%	48%		-	39%	42%	41%	37%	44%
Don't know	11%	11%	11%	8%	10%	D 13%	D 11%	D* 10%	-	-	8%	14%	11%	10%	0.Q 10%
YD_Q5_14. Gluten-Free (i.e., a diet that excludes gluten, which is				**				*	**	**					
mixture of proteins found in wheat, barley, rye, and oats)															
Unweighted base	1241	561	680	29	391	316	444	61	-	-	220	254	466	301	828
Base: All US Adults	1241	607	634	42	395	305	433	65	-	-	221	261	467	293	811
Very appealing	6%	6%	6%	6%	11%	8%	2%	2%	-	-	6%	3%	8%	6%	5%
to, y appearing		570	0,0	**	F.G	F	_ /0	*	**	**	570	- /0	ĸ	- /0	0,0
Somewhat appealing	16%	17%	16%	8%	22%	14%	14%	7%	-	-	12%	20%	15%	18%	14%
contential appearing				**	E.F.G			*	**	**		J		J	
Somewhat unappealing	25%	24%	26%	22%	27%	22%	25%	26%	-	-	24%	22%	25%	27%	26%
		40%	37%	45%	30%	40%	44%	46%			45%	39%	37%	35%	43%
Very unappealing	38%								-	-					

YouGov		F	ace			Educat	tion							Marital Status	
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorce
Don't know	23%	29% P	18%	27%	26% T.U	25%	18%	17%	22%	10%	22%	32%	22%	23%	28%
CYD_Q5_11. Macrobiotic (i.e., avoiding foods containing toxins)		F			1.0										
 Unweighted base	1241	158	161	94	454	419	240	128	580	19	88	45	732	320	98
Base: All US Adults	1241 1241	158	161	94	454	387	240	128	580	19	88	45 44	732	320	98
Very appealing	9%	22%	8%	4%	7%	10%	13%	8%	10%	11%	8%	9%	10%	10%	90
voly appointig	0,0	N.P.Q	0,0	*	.,,,	10,0	R	0,0	AC	**	AC*	AC*	AC	AC	AC*
Som ewhat appealing	28%	27%	34%	31%	30%	27%	27%	31%	26%	59%	29%	25%	27%	32%	27%
				•						**	*	*		AC	*
Somewhat unappealing	17%	12%	19%	18% *	16%	18%	16%	24%	18%	12%	22% *	13%	18%	16%	11% *
Very unappealing	25%	15%	20%	22%	22%	25%	29%	25%	27%	13%	24%	31%	27%	21%	25%
Don't know	21%	25%	19%	25%	25% T.U	20%	16%	13%	18%	5% **	18%	23%	18%	21%	28% V.Z*
YD_Q5_12. Veganism (i.e., a diet containing only plants, such as					1.0										V.2*
egetables, grains, nuts and fruits, and foods made from plants)															
Unweighted base	1241	158	161	94	454	419	240	128	580	19	88	45	732	320	98
Base: All US Adults	1241	142	195	93	503	387	227	124	572	17	86	44	719	333	95
Very appealing	6%	11% N	10% N	5% *	7%	6%	5%	8%	7%	16% **	5% *	4% *	7%	9% AC	3%
Somewhat appealing	18%	27% N	22% N	28% N*	18%	17%	21%	15%	15%	14% **	20% *	32% V.Z.AC*	17% V	19%	18% *
Somewhat unappealing	21%	18%	27%	21%	19%	20%	23%	25%	23%	17%	15%	18%	21%	20%	17%
Very unappealing	44%	24%	33%	34%	40%	47%	44%	49%	45%	42%	48%	32%	45%	41%	46%
Don't know	12%	20%	8%	13%	17%	10%	7%	4%	10%	10%	12%	15%	10%	12%	17%
YD_Q5_13. Vegetarianism (i.e., abstaining from the		N.P		·	S.T.U	U				**	·	•			*
onsumption of meat)															
Unweighted base	1241	158	161	94	454	419	240	128	580	19	88	45	732	320	98
Base: All US Adults	1241	142	195	93	503	387	227	124	572	17	86	44	719	333	95
Very appealing	9%	11%	11%	13%	8%	11%	8%	13%	8%	17%	12% AC*	19% V.Z.AC*	10% V.AC	10% AC	10%
Somewhat appealing	21%	27%	24%	27%	19%	21%	26%	26%	AC 19%	15%	27%	34%	21%	25%	AC*
		N		*			R			**	*	V.Z.AB.AC*	V		*
Somewhat unappealing	19%	16%	22%	21%	17%	17%	20%	29% R.S	22% AB	18% **	16% *	10% *	20%	16%	12%
Very unappealing	40%	29%	35%	29% *	40% U	42% U	41% U	29%	41% Y	44% **	35% *	23%	39% Y	37%	48% Y*
Don't know	11%	17% N	9%	9% *	17% S.T.U	9% T.U	5%	4%	10%	5% **	9% *	14% *	10%	11%	14%
YD_Q5_14. Gluten-Free (i.e., a diet that excludes gluten, which is															1
mixture of proteins found in wheat, barley, rye, and oats)			1							1		17			
Unweighted base	1241	158	161	94	454	419	240	128	580	19	88	45	732	320	98
Base: All US Adults Very appealing	1241 6%	142 12%	195 9%	93	503 6%	387 8%	227 7%	124 3%	572 6%	17 11%	86 9%	44 2%	719 6%	333 9%	95 3%
		N		•						**	AC*	•		AC	*
Somewhat appealing	16%	24% N	21% N	16% *	14%	17%	19%	17%	15%	13% **	13% *	15% *	15%	19%	17%
Somewhat unappealing	25%	19%	30% Q	17% *	27%	23%	21%	31% T	27% AB	33% **	19% *	32% AB*	26% AB	26% AB	11%
Very unappealing	38%	24%	27%	45%	33%	39%	47%	43%	41%	37%	45%	35%	41%	31%	46%
· , · · · · · · · · · · · · · · · · · ·				0.P*			R		AA	**	AA*	*	AA		AA*

YouGov							Parent	or guardian of any	children			Inco	me		
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urbar
Don't know	23%	28%	22% **	18% **	62% **	20%	22%	21%	25%	47% AG.AH.AI.AJ*	25%	21%	20%	33% AM.AN	23%
CYD_Q5_11. Macrobiotic (i.e., avoiding foods containing toxins)		-													
Unweighted base	1241	52	17	6	16	314	417	676	528	37	459	325	323	134	421
Base: All US Adults	1241	51	19	10	15	302	409	660	544	37	469	332	305	135	423
Very appealing	9%	-	5%	-	6%	13%	8%	10%	8%	3%	11%	8%	10%	4%	11%
		•	**	**	**	AH.AJ		AH		*	AO				AR
Somewhat appealing	28%	18%	16% **	75%	33%	30%	27%	29%	28%	24%	26%	31%	30%	26%	30%
Somewhat unappealing	17%	18%	39% **	-	6% **	15%	20%	17%	17%	17%	16%	18%	19%	13%	15%
Very unappealing	25%	35% AA*	15%	25%	13%	25%	25%	25%	25%	14%	23%	27%	26%	25%	24%
Don't know	21%	30% V.Z*	25% **	- **	43% **	17%	20%	19%	21%	42% AG.AH.AI.AJ*	24% AM.AN	16%	15%	32% AM.AN	20%
CYD_Q5_12. Veganism (i.e., a diet containing only plants, such as vegetables, grains, nuts and fruits, and foods made from plants)															
Unweighted base	1241	52	17	6	16	314	417	676	528	37	459	325	323	134	421
Base: All US Adults	1241	51	19	10	15	302	409	660	544	37	469	332	305	135	423
Very appealing	6%		3% **	-	-	9% AH.AI	3%	6% AH	7% AH	4% *	7%	6%	7%	4%	10% AQ.A
Somewhat appealing	18%	12% *	24% **	47% **	25% **	23% AH.AI	14%	18% AH	18%	10% *	19% AO	20% AO	18% AO	8%	22% AR
Somewhat unappealing	21%	22% *	18% **	-	33% **	15%	26% AG.AI.AJ	22% AG	20%	12% *	22%	19%	20%	18%	19%
Very unappealing	44%	56% Y.AA*	20% **	53% **	15% **	43%	44%	44%	44%	38% *	38%	46% AL	49% AL	47%	37%
Don't know	12%	11% *	36% **	-	28% **	9%	12%	11%	11%	37% AG.AH.AI.AJ*	14% AN	10%	6%	24% AL.AM.AN	13%
YD_Q5_13. Vegetarianism (i.e., abstaining from the															
onsumption of meat)	1011	50	17	0	10	014	117	070	500	07	150	005	000	101	10.1
Unweighted base Base: All US Adults	1241 1241	52	17 19	6 10	16 15	314 302	417 409	676 660	528 544	37 37	459 469	325 332	323 305	134 135	421 423
Very appealing	9%	-	3%	-	-	12%	5%	8%	11%	4%	10%	10%	8%	6%	13%
voly appointig	0,0		**	**	**	AH.AI	0,0	AH	AH.AI	*	1070	1070	0,0	0,0	AQ.A
Som ewhat appealing	21%	15% *	22% **	-	25% **	23%	19%	20%	23%	11% *	20%	21%	26%	17%	25% AR
Somewhat unappealing	19%	16% *	22% **	47% **	26% **	19%	23% AJ	21%	16%	11% *	18%	19%	21%	15%	17%
Very unappealing	40%	55% V.X.Y.Z.AA*	37% **	44% **	20% **	37%	44%	42% AG	38%	38% *	38%	41%	40%	42%	33%
Don't know	11%	14% *	16% **	10% **	29% **	9%	10%	9%	11%	37% AG.AH.AI.AJ*	13% AN	10% AN	5%	19% AM.AN	12%
YD_Q5_14. Gluten-Free (i.e., a diet that excludes gluten, which is mixture of proteins found in wheat, barley, rye, and oats)															
Unweighted base	1241	52	17	6	16	314	417	676	528	37	459	325	323	134	421
Base: All US Adults	1241	51	19	10	15	302	409	660	544	37	469	332	305	135	423
Very appealing	6%	-	-	- **	-	11% AH.AI.AJ	2%	6% AH	6% AH	5% *	9% AN.AO	6%	4%	2%	9% AQ
Som ewhat appealing	16%	12% *	- **	47% **	12% **	21% AH.AI	15%	16%	16%	14% *	16%	20%	14%	13%	18%
Somewhat unappealing	25%	22% *	33% **	34% **	13% **	22%	26%	25%	25%	18% *	25%	29% AO	25%	16%	25%
Very unappealing	38%	46% AA*	35%	10%	34%	34%	41% AG.Al	38% AG	39%	28%	33%	34%	50% AL.AM	41%	33%

US\_nat\_int Sample: 3rd - 6th January 2020

YouGov		Type of Are	a Lived in	
	Total	Suburban/ Town	Rural	Other
Don't know	23%	23%	25%	39% **
CYD_Q5_11. Macrobiotic (i.e., avoiding foods containing toxins)				
Unweighted base	1241	582	234	4
Base: All US Adults	1241	576	235	6
Very appealing	9%	9%	5%	13% **
Som ewhat appealing	28%	27%	31%	-
Somewhat unappealing	17%	19%	16%	14%

Somewhat unappealing	17%	19%	16%	14%
Very unappealing	25%	25%	28%	-
Don't know	21%	20%	20%	72% **

#### CYD\_Q5\_12. Veganism (i.e., a diet containing only plants, such as vegetables, grains, nuts and fruits, and foods made from plants)

Unweighted base	1241	582	234	4
Base: All US Adults	1241	576	235	6
Very appealing	6%	5%	2%	-
				**
Somewhat appealing	18%	17%	13%	-
				**
Somewhat unappealing	21%	22%	20%	-
				**
Very unappealing	44%	45%	51%	61%
		AP	AP	**
Don't know	12%	10%	13%	39%
				**

# CYD\_Q5\_13. Vegetarianism (i.e., abstaining from the consumption of meat)

Unweighted base	1241	582	234	4
Base: All US Adults	1241	576	235	6
Very appealing	9%	8%	6%	- **
Somewhat appealing	21%	21%	15%	14% **
Somewhat unappealing	19%	21%	15%	13% **
Very unappealing	40%	40% AP	51% AP.AQ	33% **
Don't know	11%	10%	12%	39% **

# CYD\_Q5\_14. Gluten-Free (i.e., a diet that excludes gluten, which is a mixture of proteins found in wheat, barley, rye, and oats)

ney, rye, and oats)				
Unweighted base	1241	582	234	4
Base: All US Adults	1241	576	235	6
Very appealing	6%	4%	6%	-
Som ewhat appealing	16%	16%	14%	-
Somewhat unappealing	25%	26%	21%	28% **
Very unappealing	38%	41% AP	43% AP	

Υ	0	u	G	O	v
	-		-	~	•

YouGov		Ge	Gender Generation												
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Don't know	14%	13%	15%	18%	12%	16%	15%	19% *		-	13%	16%	14%	13%	13%
CYD_Q5_15. Dairy-Free (i.e., a diet that excludes dairy products such as milk, butter cheese, etc.)					1	1							1	1	
Unweighted base	1241	561	680	29	391	316	444	61	-	-	220	254	466	301	828
Base: All US Adults	1241	607	634	42	395	305	433	65	-	-	221	261	467	293	811
Very appealing	7%	7%	7%	12% **	15% E.F.G	6% F	2%	- *		-	7%	5%	9%	7%	5%
Somewhat appealing	17%	17%	17%	18% **	23% E.F	13%	14%	13% *	-	-	16%	16%	17%	19%	13%
Somewhat unappealing	23%	23%	24%	10% **	21%	26%	24%	28% *	-	-	24%	24%	20%	27% L	24% O
Very unappealing	42%	41%	42%	42% **	31%	43% D	49% D	47% D*	-	-	45%	44%	42%	37%	47% O.P.Q
Don't know	11%	12%	10%	18%	9%	12%	11%	12%	-	-	9%	10%	13%	11%	10%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): AB, CID/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/XY/Z/AA/AB/AC/AD/AE/AF, AG/AH/AI/AJ/AK, AL/AM/AN/AQ, AP/AQ/AR/AS, Minimum Base: 30 (\*\*), Small Base: 100 (\*))

YouGov		F	ace			Education							itus		
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership		In a relationship, not living together	NET: In a relationship	Single	Divorced
Don't know	14%	20% N	14%	16% *	20% S.T.U	14% T.U	7%	6%	11%	5% **	14% *	17% *	12%	14%	23% V.Z*
CYD_Q5_15. Dairy-Free (i.e., a diet that excludes dairy products such as milk, butter cheese, etc.)															
Unweighted base	1241	158	161	94	454	419	240	128	580	19	88	45	732	320	98
Base: All US Adults	1241	142	195	93	503	387	227	124	572	17	86	44	719	333	95
Very appealing	7%	12% N	12% N	11% N*	6%	9%	8%	5%	6%	11%	6% *	15% V.Z.AC*	6%	11% V.Z	6% *
Som ewhat appealing	17%	29% N	19%	24% N*	19%	15%	19%	13%	18% AB	12% **	18% AB*	14% *	17% AB	19% AB	8% *
Somewhat unappealing	23%	15%	27% O	19% *	20%	22%	24%	37% R.S.T	26% AB	34% **	16% *	24% *	25% AB	22%	13% *
Very unappealing	42%	28%	33%	34% *	39%	44%	43%	41%	42%	38% **	53% AA*	36% *	43%	36%	57% V.Y.Z.AA'
Don't know	11%	17% N	9%	11% *	16% S.T.U	9%	6%	4%	9%	5% **	7% *	10% *	9%	12%	15% V.Z*

Cell Contents (Col

YouGov							Parent	or guardian of any	children		Income					
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban	
Don't know	14%	20%	32% **	10% **	41% **	12%	15%	14%	13%	34% AG.AH.AI.AJ*	17% AN	12%	8%	28% AL.AM.AN	14%	
CYD_Q5_15. Dairy-Free (i.e., a diet that excludes dairy products such as milk, butter cheese, etc.)																
Unweighted base	1241	52	17	6	16	314	417	676	528	37	459	325	323	134	421	
Base: All US Adults	1241	51	19	10	15	302	409	660	544	37	469	332	305	135	423	
Very appealing	7%	2% *	10% **		-	12% AH.AI	2%	7% AH	8% AH	5% *	10% AM.AO	6%	6%	3%	12% AQ.AR	
Somewhat appealing	17%	10% *	18% **	47% **	-	21% AH.AI	16%	17%	16%	16% *	16%	19%	17%	13%	18%	
Somewhat unappealing	23%	26% *	16% **	18% **	38%	19%	26% AG	24% AG	23%	18% *	21%	23%	27%	22%	23%	
Very unappealing	42%	49% *	35% **	25% **	20% **	40%	47% AG.AI.AK	43%	41%	27% *	39%	43%	45%	40%	37%	
Don't know	11%	12% *	21% **	10% **	42% **	8%	10%	9%	12%	34% AG.AH.AI.AJ*	13% AN	10% AN	4%	22% AL.AM.AN	10%	

Cell Contents (Col

US\_nat\_int Sample: 3rd - 6th January 2020

YouGov		Type of Area Lived in					
	Total	Suburban/ Town	Rural	Other			
Don't know	14%	13%	15%	72% **			
CYD_Q5_15. Dairy-Free (i.e., a diet that excludes dairy products such as milk, butter cheese, etc.)							
Unweighted base	1241	582	234	4			
Base: All US Adults	1241	576	235	6			
Very appealing	7%	6%	3%	- **			
Som ewhat appealing	17%	17%	16%	13% **			
Somewhat unappealing	23%	23%	23%	- **			
Very unappealing	42%	44% AP	44%	48% **			
Don't know	11%	10%	14%	39% **			

Cell Contents (Col