



Preferred Diets

Fieldwork Dates: 3rd - 6th January 2020

**Conducted by YouGov
YouGov RealTime**

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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.

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Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



Total	Gender		Generation							Region				
	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
	A	B	C	D	E	F	G	H	I	J	K	L	M	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.

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
To accommodate food allergies	13%	11%	14%	14%	17%	10%	10%	17%	-	-	11%	10%	14%	15%	13%
				**	E,F			*	**	**					
To lose weight	56%	49%	63%	48%	48%	56%	63%	66%	-	-	56%	57%	56%	56%	61%
			A	**			D,E	D*	**	**					O,P
To improve my physical health (e.g. to get more vitamins, have a more balanced diet, etc.)	54%	51%	56%	58%	55%	51%	55%	51%	-	-	53%	55%	53%	56%	56%
			**	**				*	**	**					P
To improve my mental health	20%	20%	19%	26%	30%	17%	12%	8%	-	-	23%	18%	20%	17%	18%
			**	E,F,G				*	**	**					
To reduce my impact on the planet	13%	15%	11%	22%	20%	13%	8%	4%	-	-	14%	11%	12%	18%	13%
			**	E,F,G		F,G		*	**	**				K,L	
Other	7%	8%	6%	6%	9%	9%	4%	5%	-	-	11%	7%	6%	6%	7%
			**	F	F			*	**	**	LM				
Don't know	2%	1%	3%	2%	3%	2%	1%	2%	-	-	2%	1%	3%	1%	2%
			**	F				*	**	**					
Not applicable - I have NEVER changed my diet for any period of time	17%	21%	14%	10%	13%	21%	18%	19%	-	-	17%	16%	17%	18%	17%
			**	**	D			*	**	**					
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_Q2_1. Keto (i.e., a high-fat, adequate-protein, low-carbohydrate diet)

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	19%	21%	17%	30%	23%	21%	17%	6%	-	-	17%	12%	22%	24%	19%
			**	G	G			*	**	**			K	K	
I have never used this diet for weight loss, but have considered this	27%	25%	29%	21%	30%	29%	25%	27%	-	-	22%	30%	26%	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%
			**	**			D	D,E*	**	**	M	M	M		
Prefer not to say	2%	3%	1%	12%	2%	2%	1%	-	-	-	3%	1%	1%	4%	1%
			**	**				*	**	**				L	

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%	9%	12%
			**	**				*	**	**			J		
I have never used this diet for weight loss, but have considered this	21%	18%	23%	9%	15%	25%	23%	31%	-	-	20%	22%	23%	19%	22%

YouGov RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



Total	Race			Education				Marital Status						
	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
	O	P	Q	R	S	T	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	142	195	93	503	387	227	124	572	17	86	44	719	333	95
To accommodate food allergies	13%	13%	11%	17%	9%	11%	17%	25%	13%	5%	10%	19%	13%	14%	10%
To lose weight	56%	42%	44%	56%	49%	57%	63%	69%	61%	35%	58%	55%	60%	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%
To improve my mental health	20%	19%	25%	24%	19%	21%	19%	19%	17%	28%	22%	21%	18%	26%	11%
To reduce my impact on the planet	13%	9%	13%	20%	8%	14%	18%	24%	12%	21%	25%	21%	14%	15%	11%
Other	7%	8%	6%	6%	7%	6%	9%	8%	7%	-	9%	13%	7%	8%	6%
Don't know	2%	3%	2%	-	2%	3%	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%	10%	9%	16%	22%	18%	12%	16%	16%	28%
Prefer not to say	2%	2%	4%	8%	3%	2%	2%	1%	2%	-	-	4%	2%	2%	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_Q2_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%	56%	50%	49%	69%
Prefer not to say	2%	2%	1%	15%	2%	2%	1%	1%	1%	13%	2%	-	1%	4%	-

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%	14%	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%

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Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



Total	Parent or guardian of any children									Income				Urban
	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	
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	

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%	9%	11%	15%	13%	12%	12%	15%	15%	15%
To lose weight	56%	67%	53%	47%	26%	53%	63%	59%	54%	42%	50%	57%	68%	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%
To improve my mental health	20%	12%	20%	25%	7%	27%	12%	18%	21%	16%	21%	20%	16%	19%	24%
To reduce my impact on the planet	13%	6%	3%	-	7%	14%	8%	10%	17%	7%	11%	13%	17%	12%	19%
Other	7%	4%	3%	-	7%	7%	6%	5%	9%	11%	7%	7%	6%	8%	6%
Don't know	2%	2%	5%	-	17%	2%	1%	1%	2%	10%	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%	19%	15%	3%	21%	15%	11%	19%	18%
Prefer not to say	2%	-	-	18%	23%	2%	2%	2%	2%	21%	2%	1%	1%	9%	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_Q2_1. Keto (i.e., a high-fat, adequate-protein, low-carbohydrate diet)

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	19%	12%	26%	-	-	25%	17%	20%	19%	12%	20%	16%	25%	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%
Prefer not to say	2%	-	9%	-	-	1%	0%	1%	3%	12%	2%	-	0%	11%	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%	10%	16%	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%

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Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



Total	Type of Area Lived in		
	Suburban/ Town	Rural	Other
	AQ	AR	AS

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	582	234	4
Base: All US Adults		1241	576	235	6
To accommodate food allergies		13%	12%	10%	13%
					**
To lose weight		56%	58%	61%	14%
			AP	AP	**
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%	5%	13%
			AR		**
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	7
Base: All US Adults who have ever changed their diet to lose weight		695	334	144	7
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	7
Base: All US Adults who have ever changed their diet to lose weight		695	334	144	7
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 RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



Total	Gender		Generation							Region					
	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	
			**		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%	1%	-	3%	1%
			**	**	**	*	*	*	**	**	L			L	

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 weight	695	297	398	20	190	170	273	43	-	-	123	148	260	164	496
I have used this diet for weight loss	10%	13%	8%	-	15%	8%	10%	4%	-	-	14%	8%	11%	10%	9%
			**	E			*	*	**	**					
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%
			**	**	*	*	*	D*	**	**					
Prefer not to say	1%	2%	1%	-	0%	2%	2%	-	-	-	3%	1%	0%	2%	1%
			**	**	*	*	*	*	**	**	L				

CYD_Q2_4. Atkins (i.e., a low-carbohydrate diet)

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, 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%	24%	17%	10%	-	-	26%	19%	27%	23%	23%
			**	**	E.F.G	*	*	*	**	**					
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%
			**	**	D	D	D	D	**	**					
Prefer not to say	1%	1%	1%	-	0%	2%	2%	-	-	-	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%	17%
			**	**	*	*	*	*	**	**				K	
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 RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



Total	Race			Education				Marital Status							
	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%	68%	62%	55%	61%	72%	72%	87%	64%	66%	66%
	*	*	*	U	U		*		**	*	**	V		*	
Prefer not to say	1%	-	2%	5%	1%	2%	1%	-	1%	-	2%	-	1%	3%	-
	*	*	N*				*		**	*	**			*	

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	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%	-	8%	8%	12%	9%	8%
	*	*	*	*			*		AC	**	*	**	AC		*
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%
	*	*	*	*			*		**	*	**	V		*	
Not applicable - I have never used or considered using this diet for 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	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%	25%	31%	11%	19%	23%	30%	28%	29%	15%	12%	19%	27%	18%	24%
	*	*	Q*	*			R	*	X.Z.AA.AC	**	*	**	X.AA		*
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%
	*	*	*	*			T	*	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%	-
	*	*	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%	34%	24%	15%	16%	36%	24%	29%	21%
	*	*	*	*			R	R,S*	**	**	*	**		*	
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 weight loss	50%	50%	52%	39%	59%	51%	40%	39%	48%	67%	51%	53%	49%	50%	53%
	*	*	*	*	T,U	T		*	**	*	**			*	
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	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%	20%	30%	11%	23%	19%	16%	16%
	*	*	*	*			R*	**	**	*	**	**		*	
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%
	*	*	*	*			R,S	R,S*	**	**	*	**		*	

YouGov RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



Total	Parent or guardian of any children				Income					Urban					
	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	
	*	**	**	**		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%	55%	67%	66%	61%	68%	63%
	*	**	**	**					AH	**			*		
Prefer not to say	1%	-	-	-	-	1%	0%	1%	2%	12%	2%	0%	0%	4%	3%
	*	**	**	**					**	**			AM.AN*		

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 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%	-	14%	-	-	14%	8%	11%	9%	21%	9%	11%	14%	4%	14%
	*	**	**	**	**	AH			**	**			AO	*	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%
	*	**	**	**	**		AG.AI	AG	AG	**			*	*	
Prefer not to say	1%	3%	-	-	-	1%	1%	1%	1%	12%	2%	-	1%	5%	3%
	*	**	**	**	**				**	**			AM.AN*	AQ	

CYD_Q2_4. Atkins (i.e., a low-carbohydrate diet)

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%	19%	25%
	*	**	**	**	**				**	**			AL	*	
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%	39%	54%	53%	45%	50%	49%	55%	32%	53%	52%	45%	58%	49%
	*	V.X.Z.AA*	**	**	**				AG	**			*	*	
Prefer not to say	1%	2%	-	-	-	2%	-	1%	2%	-	2%	0%	1%	3%	2%
	*	**	**	**	**	AH		AH	AH	**			*	*	

CYD_Q2_5. Intermittent fasting (e.g., the 16/8 diet, the 5:2 diet, 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 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%	19%	14%	-	27%	30%	17%	22%	27%	31%	22%	23%	28%	24%	27%
	*	**	**	**	**	AH.AI		AH	AH	**			*	*	
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%
	*	**	**	**	**		AG.AI.AJ	AG	**	**	AN		*	*	
Prefer not to say	1%	3%	-	-	-	2%	2%	2%	1%	-	1%	1%	1%	4%	2%
	*	**	**	**	**				**	**			*	*	

CYD_Q2_6. Mediterranean (i.e., consisting of vegetables, fruits, 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%	10%	22%
	*	**	**	**	**				**	**			AM.AO	*	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%	32%	30%
	*	**	**	**	**				**	**			AL	*	

YouGov RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Type of Area Lived in		
	Suburban/ Town	Rural	Other
Total			**
Not applicable - I have never used or considered using this diet for weight loss	65%	66%	100%
Prefer not to say	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%	-	**

CYD_Q2_4. Atkins (i.e., a 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	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

US_nat_int Sample: 3rd - 6th January 2020



Total	Gender		Generation							Region					
	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%
			**	**				*	**	**	L			L	

CYD_Q2_7. Whole30 (i.e., consisting of whole foods and the elimination of sugar, alcohol, grains, legumes, soy, and dairy)

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	6%	7%	6%	-	9%	4%	6%	2%	-	-	4%	5%	9%	5%	5%
			**	**	F	F.G		*	**	**					
I have never used this diet for weight loss, but have considered this	17%	18%	17%	26%	22%	22%	12%	8%	-	-	17%	16%	18%	17%	17%
			**	**	F	F.G		*	**	**					
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%
			**	**		D	D	D.E*	**	**					
Prefer not to say	1%	2%	1%	-	1%	1%	2%	-	-	-	3%	1%	0%	2%	1%
			**	**			E	*	**	**	L			L	

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%	17%	17%	15%	28%	17%	-	-	20%	22%	19%	23%	24%
			A	**	**	D.E	*	**	**	**					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%	19%	24%
			**	**	F	F		*	**	**			M		
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%
		B	**	**	F		F*	F*	**	**					
Prefer not to say	1%	2%	1%	-	1%	-	2%	-	-	-	2%	2%	0%	2%	1%
			**	**		E	E	*	**	**					

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%	7%	5%	-	-	-	10%	8%	7%	4%	6%
			**	**	F.G			*	**	**					
I have never used this diet for weight loss, but have considered this	17%	18%	17%	9%	22%	22%	13%	13%	-	-	16%	13%	22%	17%	17%
			**	**	F	F		*	**	**			K		
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%
			**	**		D.E	D.E	D.E*	**	**					P
Prefer not to say	1%	2%	1%	12%	1%	1%	2%	-	-	-	2%	1%	0%	3%	1%
			**	**			E	*	**	**				L	

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	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%	5%	2%	-	-	-	6%	5%	5%	3%	3%
			**	**	F			*	**	**					
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

US_nat_int Sample: 3rd - 6th January 2020



Total	Race			Education				Marital Status							
	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%
	*	*	*	T.U	T.U		*		**	*	**			*	*
Prefer not to say	1%	-	-	5%	1%	1%	2%	-	1%	-	2%	-	1%	3%	-
	*	*	N*				*	*	**	*	**			*	*

CYD_Q2_7. Whole30 (i.e., consisting of whole foods and the elimination 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 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%	11%	6%	5%	8%	9%	2%	8%	-	-	4%	7%	6%	4%
		N*	N*	*		U	*	X.Z	**	*	**	X		*	*
I have never used this diet for weight loss, but have considered this	17%	17%	18%	19%	15%	17%	22%	16%	18%	16%	23%	19%	19%	18%	10%
		*	*	*			*	AC	**	AC*	**	AC		*	*
Not applicable - I have never used or considered using this diet for weight loss	75%	67%	70%	70%	79%	73%	67%	82%	73%	84%	75%	73%	74%	73%	86%
		*	*	*	T		T*		**	*	**			*	*
Prefer not to say	1%	2%	-	5%	1%	2%	2%	-	1%	-	2%	4%	1%	3%	-
	*	*	N*				*	*	**	*	**			*	*

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%	25%	24%	30%	18%	4%	22%	16%	25%
		*	*	*		R	R*	**	**	*	**	**		*	*
I have never used this diet for weight loss, but have considered this	25%	31%	26%	22%	29%	22%	21%	26%	26%	41%	36%	15%	27%	22%	17%
		*	*	*			*	AB*	**	**	**	**		*	*
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%
		*	*	*			*	*	**	*	**	**	V.Z	*	*
Prefer not to say	1%	2%	-	5%	1%	1%	2%	-	1%	-	2%	-	1%	2%	-
	*	*	N*				*	*	**	*	**	**		*	*

CYD_Q2_9. Raw (i.e., involving mainly unprocessed, whole, plant-based, and preferably organic, foods)

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	7%	13%	13%	5%	7%	9%	7%	4%	7%	13%	6%	6%	7%	10%	8%
		N*	N*	*			*	*	**	*	**	**		*	*
I have never used this diet for weight loss, but have considered this	17%	18%	23%	12%	16%	17%	23%	14%	16%	-	17%	28%	16%	23%	12%
		*	*	*			*	*	**	*	**	**		*	*
Not applicable - I have never used or considered using this diet for weight loss	74%	69%	64%	73%	76%	73%	68%	81%	77%	87%	76%	67%	76%	64%	81%
		*	*	*			T*	AA	**	*	**	AA	AA	AA*	AA*
Prefer not to say	1%	-	-	10%	2%	2%	2%	-	1%	-	2%	-	1%	3%	-
	*	*	N.O.P*				*	*	**	*	**	**	V.Z	*	*

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	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	5%	13%	7%	5%	4%	6%	5%	3%	4%	13%	10%	4%	5%	4%	7%
		N*	*	*			*	*	**	*	**	**		*	*
I have never used this diet for weight loss, but have considered this	14%	16%	19%	14%	16%	14%	13%	12%	14%	30%	11%	7%	14%	18%	7%
		*	*	*			*	*	**	*	**	**		*	*

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Preferred Diets

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Total	Parent or guardian of any children					Income					Urban				
	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	
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%
	V*	**	**	**	**					**	AN	AN		*	
Prefer not to say	1%	3%	-	-	-	1%	1%	1%	1%	7%	1%	1%	1%	4%	2%
	*	**	**	**	**					**				AM*	

CYD_Q2_7. Whole30 (i.e., consisting of whole foods and the 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%	10%	17%	18%	18%	17%	16%	21%	9%	25%
	*	**	**	**	**	AH.AI.AJ		AH	AH	**			AO	*	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%	-	-	-	1%	1%	1%	2%	7%	2%	-	1%	6%	2%
	V.Z*	**	**	**	**					**				AM.AN*	

CYD_Q2_8. WW (Weight Watchers) (i.e., a diet and program for weight loss based on a point system)

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	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%
	*	**	**	**	**				AH.AI	**				*	
Prefer not to say	1%	3%	9%	-	-	1%	1%	1%	1%	7%	2%	-	1%	5%	2%
	*	**	**	**	**					**				AM.AN*	AQ

CYD_Q2_9. Raw (i.e., involving mainly unprocessed, whole, plant-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%	4%	7%	8%	-	10%	6%	5%	8%	11%
	*	**	**	**	**	AH.AI		AH		**				*	AQ
I have never used this diet for weight loss, but have considered this	17%	9%	24%	46%	47%	22%	15%	18%	15%	54%	22%	17%	16%	11%	22%
	*	**	**	**	**	AH.AJ		AH		**	AO			*	
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%
	AA*	**	**	**	**		AG.AI	AG		**	AL	AL		*	
Prefer not to say	1%	3%	9%	-	-	1%	1%	1%	2%	-	1%	1%	1%	8%	2%
	*	**	**	**	**					**				AL.AM.AN*	

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%	3%	4%	6%	-	6%	5%	3%	3%	8%
	*	**	**	**	**	AI				**				*	AQ.AR
I have never used this diet for weight loss, but have considered this	14%	7%	23%	46%	-	18%	14%	16%	11%	34%	16%	18%	10%	13%	20%
	*	**	**	**	**	AJ				**		AN		*	AQ

YouGov RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Total	Type of Area Lived in		
		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 elimination of sugar, alcohol, grains, legumes, soy, and dairy)

	706	344	143	1
Unweighted base				
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	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% AP	80% AP	100% **
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)

	706	344	143	1
Unweighted base				
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)

	706	344	143	1
Unweighted base				
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% AP	77% AP	100% **
Prefer not to say	1%	1%	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)

	706	344	143	1
Unweighted base				
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



Total	Gender		Generation							Region					
	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	80%	79%	80%	79%	76%	79%	83%	79%	-	-	81%	79%	78%	82%	82%
			**					*	**	**					O
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%	5%	5%	1%	-	-	6%	5%	8%	7%	6%
			**	**	E.F.G			*	**	**					
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%	8%	33%	16%	7%	8%	3%	-	-	15%	10%	8%	11%	9%
		B	**	**	E.F.G			*	**	**					
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%	3%	0%	2%	1%
			**	**	**	**	*	*	**	**	L				

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%	13%	11%	3%	-	-	20%	11%	15%	15%	12%
			**	**	E.F.G			*	**	**	K				
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%
		B	**	**	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 RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



Total	Race			Education				Marital Status							
	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%	1%	2%	2%	-	1%	-	2%	-	1%	2%	-
	*	*	N*	*	*	*	*	*	*	**	*	**	*	*	*

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 weight	695	60	86	53	246	220	144	85	352	6	50	24	431	161	50
I have used this diet for weight loss	7%	16%	7%	5%	6%	7%	8%	4%	7%	-	-	10%	6%	10%	9%
		N*	*	*	*	*	*	*	**	**	*	**	X	X	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%	2%	2%	1%	1%	2%	-	2%	4%	2%	3%	-
	*	*	*	N.P*	*	*	*	*	*	**	*	**	*	*	*

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	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%	14%	15%	29%	10%	20%	15%	16%	17%
		*	*	*	*	*	R.S	*	**	**	*	**	*	*	*
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%
	*	*	*	*	T	T	*	*	**	**	AA*	**	*	*	*
Prefer not to say	2%	2%	1%	5%	2%	3%	1%	-	2%	-	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%	20%	16%	13%	18%	14%	12%	-	20%	34%	14%	21%	11%
		*	N*	*	*	*	*	*	**	**	AC*	**	V	V.Z.AC	*
I have never used this diet for weight loss, but have considered this	20%	19%	14%	27%	15%	21%	23%	26%	21%	16%	19%	26%	21%	21%	10%
		*	*	*	*	*	R	R*	**	**	*	**	*	*	*
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%
	*	Q*	*	*	*	*	*	*	Z.AA	**	*	**	AA	*	X.Z.AA*
Prefer not to say	2%	-	-	10%	2%	1%	2%	-	1%	-	2%	4%	1%	3%	-
	*	*	*	N.O.P*	*	*	*	*	**	**	*	**	*	*	*

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	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%	17%	13%	10%	11%	14%	4%	9%	15%	15%	5%	10%	12%	11%
		N*	N*	*	*	*	U	*	**	**	*	**	*	*	*
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 RealTime

Preferred Diets

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Total	Parent or guardian of any children					Income					Urban				
	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	
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%
	*	**	**	**	**		AI			**			ALAM	*	
Prefer not to say	1%	6%	9%	-	-	1%	2%	1%	1%	-	2%	1%	1%	4%	2%
		V.Z*	**	**	**					**				AM.AN*	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%	4%	7%	7%	-	11%	3%	6%	5%	11%
	*	*	**	**	**	AH.AI		AH		**	AM.AN			*	AQ.AR
I have never used this diet for weight loss, but have considered this	16%	11%	23%	46%	20%	22%	15%	17%	15%	16%	14%	19%	17%	13%	16%
	*	*	**	**	**	AH.AI				**				*	
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%	3%
	*	*	**	**	**					**				AM.AN*	

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%	3%	13%	9%	10%	6%	18%
	*	*	**	**	**				AH	**				*	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%
		V.Z.AA*	**	**	**		AJ	AJ		**				*	
Prefer not to say	2%	-	-	-	-	1%	1%	1%	2%	7%	2%	1%	1%	6%	2%
	*	*	**	**	**					**				AM.AN*	

CYD_Q2_13. Vegetarianism (i.e., abstaining from the consumption of meat)

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	15%	5%	19%	-	-	13%	9%	11%	21%	12%	18%	13%	13%	14%	24%
	*	*	**	**	**				AH.AI	**				*	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%
		AA*	**	**	**		AG.AJ	AJ		**				*	
Prefer not to say	2%	-	-	-	-	1%	2%	1%	2%	-	2%	1%	0%	7%	2%
	*	*	**	**	**					**				ALAM.AN*	

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%	8%	10%	10%	9%	13%	11%	8%	8%	13%
	*	*	**	**	**	AH.AI		AH		**				*	
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 RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Total	Type of Area Lived in		
		Suburban/ Town	Rural	Other
Not applicable - I have never used or considered using this diet for weight loss	80%	85%	82%	100%
Prefer not to say	1%	0%	2%	-
		AP	AP	**
				**

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%	1%	3%	-
		AP	AP	**
				**

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%	100%
Prefer not to say	2%	1%	2%	-
			AP	**
				**

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

US_nat_int Sample: 3rd - 6th January 2020



Total	Gender		Generation							Region					
	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	73%	72%	73%	57%	68%	72%	77%	76%	-	-	76%	70%	69%	78%	76%
			**				D	*	**	**					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.)

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%	12%	11%	38%	18%	7%	9%	8%	-	-	13%	11%	14%	8%	11%
			**	E,F			*	*	**	**					
I have never used this diet for weight loss, but have considered this	14%	10%	17%	4%	20%	15%	11%	13%	-	-	12%	14%	15%	15%	15%
			A	**	F			*	**	**					
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%
			**			*	*	*	**	**					

You previously said that you have used each of the following specifically for weight loss. In general, how effective or ineffective 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-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 weight	133	64	70	6	43	35	46	2	-	-	20	18	56	39	92
Very effective	49%	58%	42%	56%	68%	39%	38%	58%	-	-	60%	51%	47%	47%	44%
			**	E,F*	*	*	*	**	**	**	**	**	*	*	*
Somewhat effective	35%	27%	43%	44%	15%	43%	47%	42%	-	-	28%	38%	36%	37%	40%
		*	*	**	*	D*	D*	**	**	**	**	**	*	*	*
Somewhat ineffective	8%	10%	7%	-	12%	10%	4%	-	-	-	9%	5%	8%	9%	10%
		*	*	**	*	*	*	**	**	**	**	**	*	*	*
Very ineffective	3%	1%	4%	-	4%	2%	2%	-	-	-	-	-	1%	7%	1%
		*	*	**	*	*	*	*	**	**	**	**	*	*	*
Don't know	5%	4%	5%	-	-	5%	10%	-	-	-	3%	6%	8%	-	4%
		*	*	**	*	*	D*	**	**	**	**	**	*	*	*

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	28	55	2	23	18	38	2	-	-	11	18	39	15	59
Base: All US Adults who have used one of the listed diets to lose weight	85	31	54	3	25	17	36	2	-	-	10	20	40	14	58
Very effective	33%	36%	32%	-	51%	18%	31%	43%	-	-	31%	31%	36%	29%	34%
		**	*	**	**	**	*	**	**	**	**	**	*	**	*
Somewhat effective	47%	37%	52%	-	37%	62%	49%	57%	-	-	39%	50%	40%	65%	48%
		**	*	**	**	**	*	**	**	**	**	**	*	**	*
Somewhat ineffective	14%	20%	11%	100%	8%	16%	10%	-	-	-	19%	14%	16%	6%	15%
		**	*	**	**	**	*	**	**	**	**	**	*	**	*
Very ineffective	3%	-	5%	-	4%	-	5%	-	-	-	-	4%	5%	-	1%
		**	*	**	**	**	*	**	**	**	**	**	*	**	*
Don't know	3%	6%	1%	-	-	4%	4%	-	-	-	11%	-	3%	-	2%
		**	*	**	**	**	*	**	**	**	**	**	*	**	*

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	39	36	-	28	15	30	2	-	-	18	10	29	18	47
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YouGov RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



Total	Race			Education				Marital Status							
	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	73%	65%	64%	65%	75%	69%	70%	80%	74%	65%	72%	67%	73%	69%	76%
Prefer not to say	2%	2%	1%	7%	1%	3%	1%	1%	1%	-	-	4%	1%	3%	-

CYD_Q2_15. Dairy-Free (i.e., a diet that excludes dairy products 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 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%	16%	12%	15%	9%	13%	16%	9%	11%	-	7%	17%	11%	16%	13%
I have never used this diet for weight loss, but have considered this	14%	13%	14%	12%	13%	13%	15%	20%	18%	13%	7%	7%	16%	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%	-	2%	-	1%	2%	-

You previously said that you have used each of the following specifically for weight loss. In general, how effective or ineffective 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-carbohydrate diet)

Unweighted base	137	10	18	12	33	52	32	20	76	1	12	2	91	31	8
Base: 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	8
Very effective	49%	60%	63%	59%	58%	54%	34%	45%	48%	100%	60%	51%	50%	45%	66%
Somewhat effective	35%	13%	28%	27%	31%	35%	38%	41%	37%	-	25%	49%	35%	35%	23%
Somewhat ineffective	8%	8%	5%	-	-	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")

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
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YouGov RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



Total	Parent or guardian of any children					Income					Urban				
	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	
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%
	AA*	**	**	**		AG	AG		**		AL	*			
Prefer not to say	2%	-	9%	-	-	1%	1%	1%	2%	12%	2%	1%	1%	7%	3%
	*	**	**	**					**					ALAM.AN*	AQ

CYD_Q2_15. Dairy-Free (i.e., a diet that excludes dairy products such as milk, butter cheese, 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 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%	9%	12%	12%	9%	13%	13%	10%	11%	14%
		*	**	**	**	AH.AI	AH		**				*		
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%	8%	15%
		*	**	**	**				**				AO	*	
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%
		V.Z.AA*	**	**	**	AG.AI	AG		**				*		
Prefer not to say	1%	-	9%	-	-	1%	1%	1%	2%	6%	1%	-	0%	7%	3%
		*	**	**	**				**					ALAM.AN*	AQ

You previously said that you have used each of the following specifically for weight loss. In general, how effective or ineffective 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-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	133	4	3	-	-	40	43	76	55	2	48	30	49	6	47
Very effective	49%	26%	64%	-	-	49%	46%	49%	48%	100%	52%	52%	47%	31%	52%
		**	**	**	**	*	*	*	*	**	*	**	*	**	*
Somewhat effective	35%	74%	36%	-	-	33%	46%	37%	35%	-	39%	23%	38%	54%	27%
		**	**	**	**	*	*	*	*	**	*	**	*	**	*
Somewhat ineffective	8%	-	-	-	-	12%	-	6%	11%	-	4%	16%	9%	-	12%
		**	**	**	**	AH*	*	AH*	AH*	**	*	**	*	**	*
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
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YouGov RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Total	Type of Area Lived in		
		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%	0%	3%	-
		AP	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%	-
				**

You previously said that you have used each of the following specifically for weight loss. In general, how effective or ineffective 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-carbohydrate diet)

Unweighted base	137	69	21	1
Base: All US Adults who have used one of the listed diets to lose weight	133	66	20	1
Very effective	49%	47%	47%	100%
Somewhat effective	35%	38%	49%	-
Somewhat ineffective	8%	7%	4%	-
Very ineffective	3%	4%	-	-
Don't know	5%	4%	-	-
		*	**	**

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	43	11	-
Base: All US Adults who have used one of the listed diets to lose weight	85	44	10	-
Very effective	33%	32%	27%	-
Somewhat effective	47%	46%	64%	-
Somewhat ineffective	14%	21%	-	-
Very ineffective	3%	2%	9%	-
Don't know	3%	-	-	-
		*	**	**

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	36	10	-
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YouGov RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



Total	Gender		Generation							Region					
	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%
CYD_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%	34%	26%	39%
Somewhat effective	46%	43%	49%	100%	45%	43%	49%	36%	-	-	47%	35%	41%	64%	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%
CYD_Q3_5. Intermittent fasting (e.g., the 16/8 diet, the 5:2 diet, etc.)															
Unweighted base	172	74	98	7	67	41	53	4	-	-	32	28	72	40	118
Base: 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%
CYD_Q3_6. Mediterranean (i.e., consisting of vegetables, fruits, herbs, nuts, beans and whole grains)															
Unweighted base	120	49	71	2	41	27	46	4	-	-	22	16	47	35	85
Base: 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 RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Total	Race			Education				Marital Status						
		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%	7% **	- **	- **	10% **	- **	4% **	- **	2% **	- **	- **	- **	2% **	12% **	- **
CYD_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
Base: 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% **	- **
CYD_Q3_5. Intermittent fasting (e.g., the 16/8 diet, the 5:2 diet, etc.)															
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 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% **	- **
CYD_Q3_6. Mediterranean (i.e., consisting of vegetables, fruits, herbs, 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 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% **	- **	- **	10% **	- **	7% **	9% **	4% **	- **	- **	- **	4% **	7% **	21% **

YouGov RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Total	Parent or guardian of any children				Income					Urban				
		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
Base: All US Adults who have used one of the listed diets to lose weight	72	-	1	-	-	23	22	41	28	3	22	20	27	3	30
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%	-	-	6%
CYD_Q3_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	164	4	4	-	-	40	66	99	62	3	45	49	57	13	53
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%	7%	10%	13%	-	9%	9%	13%	17%	12%
Very ineffective	3%	-	-	-	-	8%	-	3%	1%	28%	-	6%	3%	-	2%
Don't know	3%	-	-	-	-	5%	1%	3%	2%	-	3%	5%	-	-	3%
CYD_Q3_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 effective	50%	30%	37%	-	-	52%	35%	45%	57%	30%	59%	48%	43%	50%	61%
Somewhat effective	37%	55%	-	-	100%	36%	50%	42%	31%	42%	31%	33%	43%	45%	32%
Somewhat ineffective	8%	15%	63%	-	-	7%	7%	7%	8%	28%	9%	8%	9%	-	6%
Very ineffective	3%	-	-	-	-	4%	1%	3%	2%	-	-	6%	3%	-	-
Don't know	3%	-	-	-	-	-	6%	3%	2%	-	1%	5%	2%	5%	1%
CYD_Q3_6. Mediterranean (i.e., consisting of vegetables, fruits, herbs, 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 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%	37%
Somewhat effective	44%	31%	81%	-	-	36%	50%	44%	43%	64%	36%	39%	52%	58%	47%
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 RealTime Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Total	Type of Area Lived in		
		Suburban/ Town	Rural	Other
Base: All US Adults who have used one of the listed diets to lose weight	72	32	10	-
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 weight	164	81	29	1
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 weight	169	84	26	-
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	44%	40% *	48% **	100% **
Somewhat ineffective	12%	11% *	27% **	- **
Very ineffective	1%	2% *	- **	- **
Don't know	6%	7% *	- **	- **

YouGov RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



Total	Type of Area Lived in		
	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 weight	44	18	7	-
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)

Unweighted base	146	75	22	-
Base: All US Adults who have used one of the listed diets to lose weight	145	73	21	-
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 weight	50	17	10	-
Very effective	34%	29%	37%	-
		**	**	**
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 weight	33	12	4	-
Very effective	36%	22%	53%	-
		**	**	**
Somewhat effective	25%	31%	47%	-
		**	**	**
Somewhat ineffective	25%	32%	-	-
		**	**	**

YouGov RealTime
Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Total	Race			Education				Marital Status						
		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%	-
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
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%	8%	-	-	4%	-	4%	-	3%	-	-	-	2%	3%	-
		**	**	**	**	**	**	**	**	**	**	**	*	**	**

CYD_Q3_13. Vegetarianism (i.e., abstaining from the consumption of meat)

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 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%	38%
		**	**	**	**	**	**	**	**	**	**	**	*	**	**

YouGov RealTime
Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Total	Parent or guardian of any children								Income				Urban	
		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
Very ineffective	8%	-	-	-	-	7%	-	5%	12%	-	5%	21%	-	-	12%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	6%	29%	-	-	-	-	11%	6%	7%	-	7%	10%	-	-	6%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**

CYD_Q3_11. Macrobiotic (i.e., avoiding foods containing toxins)

	Unweighted base	1	-	-	-	15	11	25	20	-	24	6	12	3	22
Base: 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 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%	-	-	-	-	-	-	-	5%	-	4%	-	-	-	-
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	15%	100%	-	-	-	10%	25%	17%	14%	-	14%	32%	14%	-	12%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**

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	1	1	-	-	17	18	30	33	1	23	16	21	4	32
Base: 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%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
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%	-	-	-	-	-	-	-	6%	-	3%	-	-	33%	4%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	2%	-	-	-	-	-	5%	3%	2%	-	2%	6%	-	-	2%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**

CYD_Q3_13. Vegetarianism (i.e., abstaining from the consumption of meat)

	Unweighted base	2	2	-	-	20	23	38	55	2	34	24	27	10	45
Base: 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 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%	6%
		**	**	**	**	**	**	*	*	**	**	**	**	**	*

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	1	2	1	-	22	22	40	31	1	28	20	18	6	27
Base: All US Adults who have used one of the listed diets to lose 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%
		**	**	**	**	**	**	*	**	**	**	**	**	**	**

YouGov RealTime
Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



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

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%	-
		**	**	**
Somewhat 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 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 RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Total	Gender		Generation						Region					
		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 such 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%	28%	-	-	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 specifically for weight loss. In general, how expensive or inexpensive 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-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 weight	133	64	70	6	43	35	46	2	-	-	20	18	56	39	92
Very expensive	21%	18%	24%	29%	30%	20%	13%	-	-	14%	35%	16%	26%	20%	
Somewhat expensive	49%	52%	46%	71%	44%	49%	48%	84%	-	45%	35%	50%	55%	49%	
Somewhat inexpensive	20%	21%	19%	-	18%	17%	26%	16%	-	32%	11%	21%	15%	21%	
Very inexpensive	7%	6%	8%	-	7%	8%	8%	-	-	19%	9%	2%	7%		
Don't know	4%	3%	4%	-	2%	5%	5%	-	-	8%	-	4%	2%	3%	

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	83	28	55	2	23	18	38	2	-	-	11	18	39	15	59
Base: All US Adults who have used one of the listed diets to lose weight	85	31	54	3	25	17	36	2	-	-	10	20	40	14	58
Very expensive	23%	24%	22%	-	39%	29%	12%	-	-	10%	22%	28%	20%	18%	
Somewhat expensive	38%	37%	40%	-	43%	34%	40%	57%	-	30%	39%	38%	46%	43%	
Somewhat inexpensive	24%	31%	20%	74%	14%	33%	21%	43%	-	29%	21%	23%	28%	25%	
Very inexpensive	9%	6%	11%	-	4%	-	19%	-	-	20%	5%	10%	7%	9%	
Don't know	6%	2%	8%	26%	-	4%	9%	-	-	11%	13%	3%	-	5%	

YouGov RealTime Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Total	Race			Education				Marital Status						
		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
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%	-

CYD_Q3_15. Dairy-Free (i.e., a diet that excludes dairy products such 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 weight	82	10	10	8	23	29	23	7	39	-	4	4	47	27	6
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%	-

You previously said that you have used each of the following specifically for weight loss. In general, how expensive or inexpensive 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-carbohydrate diet)

Unweighted base	137	10	18	12	33	52	32	20	76	1	12	2	91	31	8
Base: 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	8
Very expensive	21%	48%	11%	22%	21%	25%	16%	18%	20%	-	16%	49%	20%	30%	14%
Somewhat expensive	49%	28%	50%	64%	50%	49%	49%	45%	47%	100%	52%	51%	48%	47%	58%
Somewhat inexpensive	20%	4%	29%	8%	15%	21%	22%	23%	23%	-	16%	-	21%	15%	-
Very inexpensive	7%	-	10%	6%	11%	-	9%	15%	6%	-	9%	-	6%	6%	29%
Don't know	4%	20%	-	-	3%	5%	4%	-	4%	-	7%	-	5%	2%	-

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	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 expensive	23%	57%	24%	19%	30%	30%	17%	5%	23%	-	-	-	21%	20%	34%
Somewhat expensive	38%	14%	44%	28%	27%	38%	45%	51%	41%	-	100%	-	43%	29%	32%
Somewhat inexpensive	24%	15%	12%	34%	28%	23%	12%	31%	22%	100%	-	-	22%	37%	9%
Very inexpensive	9%	-	19%	9%	11%	3%	13%	13%	11%	-	-	-	10%	5%	14%
Don't know	6%	14%	-	9%	4%	6%	13%	-	3%	-	-	-	3%	9%	11%

YouGov RealTime Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Total	Parent or guardian of any children								Income				Urban	
		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
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%

CYD_Q3_15. Dairy-Free (i.e., a diet that excludes dairy products such 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 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%

You previously said that you have used each of the following specifically for weight loss. In general, how expensive or inexpensive 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-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	133	4	3	-	-	40	43	76	55	2	48	30	49	6	47
Very expensive	21%	-	-	-	-	25%	14%	19%	24%	-	24%	23%	13%	51%	29%
Somewhat expensive	49%	26%	100%	-	-	39%	49%	44%	54%	52%	45%	49%	53%	34%	45%
Somewhat inexpensive	20%	74%	-	-	-	25%	23%	23%	14%	48%	21%	19%	21%	-	15%
Very inexpensive	7%	-	-	-	-	6%	9%	9%	5%	-	8%	3%	10%	-	6%
Don't know	4%	-	-	-	-	5%	6%	4%	3%	-	1%	6%	3%	15%	5%

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	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 expensive	23%	-	100%	-	-	47%	17%	26%	20%	-	32%	39%	7%	-	31%
Somewhat expensive	38%	39%	-	-	-	40%	41%	40%	39%	-	30%	46%	43%	31%	45%
Somewhat inexpensive	24%	42%	-	-	-	13%	19%	18%	29%	66%	26%	16%	26%	35%	15%
Very inexpensive	9%	-	-	-	-	-	18%	12%	3%	34%	8%	-	16%	-	3%
Don't know	6%	19%	-	-	-	-	5%	4%	9%	-	4%	-	8%	34%	7%

YouGov RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Total	Type of Area Lived in		
		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%	-	-
		*	**	**

You previously said that you have used each of the following specifically for weight loss. In general, how expensive or inexpensive 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-carbohydrate diet)

Unweighted base	137	69	21	1
Base: All US Adults who have used one of the listed diets to lose weight	133	66	20	1
Very expensive	21%	14%	29%	-
		*	**	**
Somewhat expensive	49%	50%	52%	100%
		*	**	**
Somewhat inexpensive	20%	23%	19%	-
		*	**	**
Very inexpensive	7%	10%	-	-
		*	**	**
Don't know	4%	4%	-	-
		*	**	**

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	83	43	11	-
Base: All US Adults who have used one of the listed diets to lose weight	85	44	10	-
Very expensive	23%	12%	47%	-
		*	**	**
Somewhat expensive	38%	35%	36%	-
		*	**	**
Somewhat inexpensive	24%	32%	17%	-
		*	**	**
Very inexpensive	9%	16%	-	-
		*	**	**
Don't know	6%	6%	-	-

YouGov RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



Total	Gender		Generation							Region				
	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_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	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%
	*	*	**	**	**	**	**	**	**	**	**	**	**	**	*

CYD_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%	16%	13%	-	-	-	9%	14%	18%	27%	16%
	*	*	**	**	F*	*	*	**	**	**	**	*	*	*	*
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%	22%	8%	18%
	*	*	**	**	*	*	*	**	**	**	M*	*	*	*	*
Very inexpensive	7%	5%	9%	-	3%	6%	8%	18%	-	-	12%	8%	9%	1%	7%
	*	*	**	**	*	*	*	**	**	**	**	*	*	*	*
Don't know	7%	9%	5%	-	-	11%	9%	9%	-	-	8%	8%	6%	7%	6%
	*	*	**	**	-	D*	*	**	**	**	**	*	*	*	*

CYD_Q4_5. Intermittent fasting (e.g., the 16/8 diet, the 5:2 diet, etc.)

Unweighted base	172	74	98	7	67	41	53	4	-	-	32	28	72	40	118
Base: 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%
	*	*	**	**	*	*	*	**	**	**	**	**	*	*	*

CYD_Q4_6. Mediterranean (i.e., consisting of vegetables, fruits, herbs, nuts, beans and whole grains)

Unweighted base	120	49	71	2	41	27	46	4	-	-	22	16	47	35	85
Base: 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 expensive	16%	19%	14%	-	30%	16%	4%	-	-	-	13%	23%	14%	16%	11%
	*	*	**	**	F*	**	*	**	**	**	**	**	*	*	*
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 RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



Total	Race			Education				Marital Status						
	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	**	**	**	**	**	**	**	**	*	**	**	*	**	**	**
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	164	15	26	6	47	51	43	24	104	1	6	5	115	29	12
Very expensive	18%	31%	20%	18%	24%	17%	18%	7%	16%	100%	28%	24%	18%	19%	9%
	**	**	**	**	*	*	*	**	*	**	**	**	*	**	**
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%
	**	**	**	**	*	*	*	**	*	**	**	**	*	**	**

CYD_Q4_5. Intermittent fasting (e.g., the 16/8 diet, the 5:2 diet, etc.)

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%	9%	1%	8%	10%	-	-	-	8%	11%	10%
	**	**	**	**	7*	*	*	**	*	**	**	**	*	*	**
Somewhat expensive	9%	12%	4%	10%	6%	4%	21%	9%	8%	-	37%	-	10%	7%	19%
	**	**	**	**	*	*	S*	**	*	**	**	**	*	*	**
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%	-
	**	**	**	**	*	*	*	**	*	**	**	**	*	*	**

CYD_Q4_6. Mediterranean (i.e., consisting of vegetables, fruits, herbs, 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%
	**	**	**	**	**	*	**	**	*	**	**	**	*	**	**

YouGov RealTime Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



Total	Parent or guardian of any children					Income					Urban			
	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
	**	**	**	**	**	*	*	**	**	**	**	*	**	**

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 weight	72	-	1	-	-	23	22	41	28	3	22	20	27	3	30
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	164	4	4	-	-	40	66	99	62	3	45	49	57	13	53
Very expensive	18%	27%	25%	-	-	29%	16%	22%	13%	-	28%	15%	11%	24%	20%
		**	**	**	**	*	*	*	*	**	AN*	*	*	**	*
Somewhat expensive	48%	50%	44%	-	-	37%	47%	43%	56%	56%	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%	10%	3%	-	14%
		**	**	**	**	*	*	*	*	**	AN*	*	*	**	*
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, herbs, 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 weight	122	4	3	-	-	27	43	69	52	1	44	25	46	7	48
Very expensive	16%	-	-	-	-	26%	9%	16%	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%	42%	28%
		**	**	**	**	**	*	*	*	**	*	**	AL*	**	*

YouGov RealTime Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



Total	Type of Area Lived in		
	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)

	Unweighted base	75	36	10	-
Base: All US Adults who have used one of the listed diets to lose weight		72	32	10	-
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)

	Unweighted base	165	84	30	1
Base: All US Adults who have used one of the listed diets to lose weight		164	81	29	1
Very expensive	18%		17%	18%	-
			*	**	**
Somewhat expensive	48%		46%	39%	100%
			*	**	**
Somewhat inexpensive	20%		23%	22%	-
			*	**	**
Very inexpensive	7%		10%	3%	-
			*	**	**
Don't know	7%		5%	17%	-
			*	**	**

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 RealTime Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



Total	Race			Education				Marital Status						
	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)

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 RealTime Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Total	Type of Area Lived in		
		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 RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Total	Gender		Generation						Region					
		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%	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

CYD_Q4_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 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%	11%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Very inexpensive	13%	13%	11%	76%	9%	-	9%	100%	-	-	-	31%	5%	21%	16%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	5%	3%	9%	-	-	8%	14%	-	-	-	15%	-	7%	-	3%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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	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 expensive	27%	30%	24%	50%	40%	31%	-	-	-	-	19%	30%	30%	29%	25%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Somewhat expensive	30%	25%	36%	13%	29%	16%	42%	100%	-	-	5%	32%	49%	33%	30%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

CYD_Q4_13. Vegetarianism (i.e., abstaining from the consumption of meat)

Unweighted base	95	36	59	6	37	22	29	1	-	-	22	12	38	23	57
Base: All US Adults who have used one of the listed diets to lose 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%	6%	14%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	5%	4%	6%	-	2%	3%	13%	-	-	-	5%	-	5%	8%	7%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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)

Unweighted base	72	36	36	4	26	17	24	1	-	-	14	13	29	16	43
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YouGov RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Total	Race			Education				Marital Status						
		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
Somewhat expensive	38%	33%	13%	68%	7%	42%	86%	-	27%	100%	22%	100%	32%	61%	25%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Somewhat inexpensive	12%	-	69%	-	30%	7%	-	-	5%	-	61%	-	18%	-	-
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Very inexpensive	3%	-	-	-	-	-	-	42%	7%	-	-	-	5%	-	-
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	12%	14%	-	-	9%	14%	14%	-	12%	-	16%	-	12%	11%	-
		**	**	**	**	**	**	**	**	**	**	**	**	**	**

CYD_Q4_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 expensive	25%	66%	16%	-	28%	35%	12%	-	23%	-	-	17%	23%	28%	25%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Somewhat expensive	40%	17%	16%	32%	17%	46%	46%	90%	51%	-	-	-	46%	27%	53%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Somewhat inexpensive	18%	-	62%	37%	26%	19%	10%	-	13%	-	-	83%	20%	20%	-
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Very inexpensive	13%	-	6%	31%	22%	-	18%	10%	7%	-	-	-	6%	21%	22%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	5%	17%	-	-	6%	-	14%	-	6%	-	-	-	5%	4%	-
		**	**	**	**	**	**	**	**	**	**	**	**	**	**

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	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 expensive	27%	48%	23%	21%	29%	34%	17%	28%	23%	-	-	25%	22%	31%	100%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Somewhat expensive	30%	10%	41%	43%	26%	38%	32%	23%	31%	-	31%	75%	35%	28%	-
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Somewhat inexpensive	28%	24%	31%	23%	29%	13%	35%	43%	32%	-	69%	-	32%	21%	-
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Very inexpensive	11%	10%	5%	13%	13%	14%	7%	6%	8%	-	-	-	6%	18%	-
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	4%	8%	-	-	4%	-	10%	-	6%	-	-	-	5%	3%	-
		**	**	**	**	**	**	**	**	**	**	**	**	**	**

CYD_Q4_13. Vegetarianism (i.e., abstaining from the consumption of meat)

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 lose weight	103	10	22	10	39	28	25	12	42	-	10	8	60	35	6
Very expensive	18%	35%	18%	17%	25%	21%	4%	12%	21%	-	-	13%	17%	21%	20%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Somewhat expensive	31%	16%	37%	27%	30%	46%	33%	-	27%	-	44%	62%	35%	33%	-
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Somewhat inexpensive	35%	29%	42%	37%	31%	22%	34%	74%	34%	-	39%	25%	34%	28%	60%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Very inexpensive	12%	9%	2%	20%	9%	7%	20%	13%	12%	-	9%	-	10%	13%	21%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	5%	11%	-	-	5%	3%	9%	-	5%	-	8%	-	5%	5%	-
		**	**	**	**	**	**	**	**	**	**	**	**	**	**

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)

Unweighted base	72	10	13	6	19	27	21	5	32	1	7	2	42	20	6
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YouGov RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



Total	Parent or guardian of any children				Income										
	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%	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

CYD_Q4_11. Macrobiotic (i.e., avoiding foods containing toxins)

Unweighted base	45	1	-	-	-	15	11	25	20	-	24	6	12	3	22
Base: 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%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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	1	1	-	-	17	18	30	33	1	23	16	21	4	32
Base: 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%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

CYD_Q4_13. Vegetarianism (i.e., abstaining from the consumption of meat)

Unweighted base	95	2	2	-	-	20	23	38	55	2	34	24	27	10	45
Base: 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%
	**	**	**	**	**	**	**	*	*	**	**	**	**	**	*

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)

Unweighted base	72	1	2	1	-	22	22	40	31	1	28	20	18	6	27
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YouGov RealTime Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Total	Type of Area Lived in		
		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% **	- **
Somewhat 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% **	- **	- **

CYD_Q4_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 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 a mixture of proteins found in wheat, barley, rye, and oats)

Unweighted base	72	30	15	-
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YouGov RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



Total	Gender		Generation							Region					
	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% *

CYD_Q4_15. Dairy-Free (i.e., a diet that excludes dairy products such 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% *

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_Q5_1. Keto (i.e., a high-fat, adequate-protein, 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	9%	11% **	8% *	18% **	13% F	9% F	6% F	6% F*	- **	- **	9% **	6% **	11% **	10% **	9% **
Somewhat appealing	30%	29% **	31% *	24% **	30% F	33% F	25% F*	40% F*	- **	- **	28% **	29% **	29% **	33% **	29% **
Somewhat unappealing	19%	18% **	20% *	10% **	19% **	17% **	21% **	12% *	- **	- **	18% **	18% **	18% **	21% **	18% **
Very unappealing	26%	28% **	28% *	40% **	25% **	24% **	32% D,E	26% *	- **	- **	32% M	31% M	28% M	21% M	31% P
Don't know	14%	15% **	14% *	8% **	13% **	16% **	15% *	15% *	- **	- **	13% **	15% **	14% **	15% **	13% **

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	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% **	8% *	- **	9% E,F,G	5% E,F,G	5% E,F,G	- *	- **	- **	4% **	5% **	7% **	6% **	4% **
Somewhat appealing	26%	28% **	28% *	37% **	27% **	25% **	29% **	34% *	- **	- **	26% **	28% **	27% **	29% **	27% **
Somewhat unappealing	23%	23% **	23% *	8% **	25% **	23% **	23% **	21% *	- **	- **	23% **	23% **	23% **	24% **	24% O
Very unappealing	25%	26% **	24% *	26% **	19% **	29% D	28% D	26% *	- **	- **	31% M	24% M	25% M	21% M	28% O,P

YouGov RealTime Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



Total	Race			Education				Marital Status							
	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	10	15	7	24	25	20	3	32	1	8	1	41	20	5
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 such 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 weight	82	10	10	8	23	29	23	7	39	-	4	4	47	27	6
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% **	- **

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_Q5_1. Keto (i.e., a high-fat, adequate-protein, 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	9%	10%	11%	10% *	9%	11%	9%	7%	9%	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%	17%	20% R.S.T	16% **	24% *	20% *	20% *	17% *	20% *
Very unappealing	26%	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% *

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	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%	9% N	11% N.Q	3% *	5%	7%	7%	3%	8% AC	16% **	2% *	3% *	7% *	5% *	4% *
Somewhat appealing	26%	32% Q	31% *	20% *	26%	26%	30%	39% R.S	30% Y	32% **	25% *	13% *	28% Y	28% Y	24% *
Somewhat unappealing	23%	16%	24%	23% *	20%	23%	26%	29% R	21% *	19% **	31% V*	27% *	23% *	24% *	21% *
Very unappealing	25%	18%	16%	27% *	24%	27%	25%	23% *	27% *	23% **	26% *	30% *	27% *	22% *	28% *

YouGov RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



Total	Parent or guardian of any children				Income					Urban					
	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	
Base: All US Adults who have used one of the listed diets to lose weight	72	1	2	2	-	24	21	41	30	1	31	21	15	5	29
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%

CYD_Q4_15. Dairy-Free (i.e., a diet that excludes dairy products such 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 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%

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_Q5_1. Keto (i.e., a high-fat, adequate-protein, 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	9%	-	9%	-	7%	13%	6%	9%	9%	13%	10%	10%	8%	6%	11%
Somewhat appealing	30%	40%	17%	65%	39%	36%	31%	33%	26%	26%	28%	30%	34%	25%	31%
Somewhat unappealing	19%	13%	18%	25%	13%	17%	22%	20%	18%	11%	17%	22%	20%	14%	18%
Very unappealing	26%	32%	25%	-	6%	22%	27%	26%	AG,AL,AK	13%	29%	25%	28%	32%	26%
Don't know	14%	14%	31%	10%	36%	11%	13%	12%	15%	37%	16%	13%	9%	23%	13%

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	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%	-	5%	-	7%	10%	4%	7%	5%	5%	7%	4%	6%	2%	8%
Somewhat appealing	26%	30%	25%	56%	17%	31%	31%	25%	16%	16%	25%	32%	31%	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%

YouGov RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Total	Type of Area Lived in		
		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% **	- **
Somewhat 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% **	- **
Somewhat 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_Q5_1. Keto (i.e., a high-fat, adequate-protein, low-carbohydrate diet)

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	26%	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	26%	31%	25%	- **
Somewhat unappealing	23%	21%	23%	26% **
Very unappealing	25%	28% AP	25%	- **

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Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Gender		Generation							Region				
	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
Total	18%	18%	28%	19%	19%	16%	18%	-	-	14%	20%	18%	20%	16%
Don't know	18%	18%	**				*	**	**					

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%
			**					*	**	**					O.Q
Very unappealing	28%	27%	29%	22%	23%	31%	31%	31%	-	-	35%	31%	27%	21%	32%
			**			D	D	*	**	**	LM	M			O.P
Don't know	15%	15%	15%	26%	14%	15%	15%	13%	-	-	14%	14%	15%	17%	13%
			**				*	*	**	**					

CYD_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%
			**		E			*	**	**					
Somewhat appealing	29%	30%	29%	24%	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				O
Don't know	15%	16%	15%	24%	16%	17%	14%	10%	-	-	11%	16%	17%	15%	13%
			**				*	*	**	**					

CYD_Q5_5. Intermittent fasting (e.g., the 16/8 diet, the 5:2 diet, etc.)

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%	11%	8%	8%	-	-	12%	10%	15%	13%	12%
			**		E.F.G			*	**	**					
Somewhat appealing	25%	26%	25%	29%	26%	27%	24%	14%	-	-	28%	23%	24%	27%	25%
			**		G	G		*	**	**					
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%
			**			D	D	D*	**	**					
Don't know	15%	15%	15%	14%	14%	16%	15%	18%	-	-	12%	16%	15%	16%	13%
			**				*	*	**	**					

CYD_Q5_6. Mediterranean (i.e., consisting of vegetables, fruits, herbs, 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	433	65	-	-	221	261	467	293	811
Very appealing	20%	18%	21%	20%	23%	19%	17%	18%	-	-	19%	17%	21%	20%	20%
			**					*	**	**					
Somewhat appealing	36%	34%	37%	37%	32%	33%	41%	33%	-	-	37%	38%	31%	41%	36%
			**				D.E	*	**	**					L
Somewhat unappealing	16%	17%	15%	8%	17%	13%	15%	27%	-	-	16%	17%	16%	13%	16%
			**					E.F*	**	**					
Very unappealing	15%	16%	14%	14%	14%	19%	14%	12%	-	-	18%	15%	15%	14%	15%
			**			F		*	**	**					

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Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



Total	Race			Education				Marital Status							
	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%	19%	28%	24%	17%	12%	7%	14%	10%	16%	28%	15%	22%	23%
	N	N	N*	S.T.U	U					**	*	V.Z*		V.Z	V.Z*

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	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%	12%	9%	7%	9%	9%	13%	9%	17%	11%	10%	9%	10%	5%
	N	N	*	*					**	*	*	*		*	*
Somewhat appealing	27%	35%	26%	32%	25%	29%	29%	31%	28%	23%	29%	26%	28%	31%	18%
	N	N	*	*					AB.AC	**	AC*	*	AB.AC	AB.AC	*
Somewhat unappealing	21%	8%	31%	13%	21%	20%	21%	25%	22%	27%	20%	24%	22%	18%	24%
			O.Q	*					**	**	*	*	**	*	*
Very unappealing	28%	19%	17%	26%	25%	29%	31%	27%	30%	23%	26%	26%	29%	25%	30%
			*	*					**	**	*	*	**	*	*
Don't know	15%	23%	14%	20%	21%	13%	9%	5%	12%	10%	15%	14%	12%	16%	23%
	N	N	*	S.T.U	U				**	*	*	*		V.Z*	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%	10%	3%	8%	9%	11%	5%	9%	17%	11%	8%	9%	8%	7%
	N.Q	N	*	*					**	*	*	*		*	*
Somewhat appealing	29%	29%	31%	32%	27%	30%	29%	39%	33%	33%	25%	25%	31%	26%	21%
			*	*				R.S	AB	**	*	*	AB	*	*
Somewhat unappealing	20%	15%	22%	17%	18%	21%	21%	20%	22%	22%	25%	20%	21%	19%	19%
			*	*				**	**	*	*	*	**	*	*
Very unappealing	27%	17%	24%	24%	25%	26%	30%	31%	27%	22%	22%	31%	26%	29%	30%
			*	*					**	**	*	*	**	*	*
Don't know	15%	24%	14%	24%	22%	14%	10%	3%	12%	5%	17%	17%	12%	18%	22%
	N.P	N	N.P*	S.T.U	U	U	U		**	*	*	*	V.Z	V.Z*	V.Z*

CYD_Q5_5. Intermittent fasting (e.g., the 16/8 diet, the 5:2 diet, 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%	12%	16%	10%	13%	16%	19%	13%	6%	19%	11%	13%	15%	8%
	N	N	*	*			R	R	**	**	AB.AC*	*	*	*	*
Somewhat appealing	25%	27%	24%	25%	20%	26%	35%	27%	29%	23%	15%	14%	26%	25%	21%
			*	*			R	R.S	**	*	*	*	X	*	*
Somewhat unappealing	18%	11%	21%	11%	17%	20%	14%	25%	19%	38%	20%	19%	19%	17%	12%
			O	*			T	T	**	**	*	*	*	*	*
Very unappealing	29%	23%	28%	26%	33%	27%	26%	24%	26%	28%	30%	43%	28%	29%	40%
			*	*					**	**	*	V.Z*	*	*	V.Z*
Don't know	15%	20%	14%	22%	21%	14%	9%	5%	13%	5%	17%	12%	13%	14%	21%
	N	N	N*	S.T.U	U	U	U		**	*	*	*		V.Z	V.Z*

CYD_Q5_6. Mediterranean (i.e., consisting of vegetables, fruits, herbs, 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	195	93	503	387	227	124	572	17	86	44	719	333	95
Very appealing	20%	18%	19%	20%	15%	18%	25%	36%	21%	16%	17%	18%	20%	20%	21%
			*	*			R.S	R.S.T	**	**	*	*	*	*	*
Somewhat appealing	36%	38%	35%	32%	34%	34%	40%	40%	38%	33%	30%	45%	38%	35%	30%
			*	*					**	**	*	*	*	*	*
Somewhat unappealing	16%	13%	16%	12%	16%	16%	15%	13%	15%	17%	19%	5%	15%	16%	13%
			*	*					**	**	Y*	*	*	*	*
Very unappealing	15%	10%	15%	22%	16%	20%	11%	8%	15%	17%	18%	15%	15%	15%	15%
			O*	U	U	T.U			**	**	*	*	*	*	*

YouGov RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



Total	Parent or guardian of any children					Income					Urban				
	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	
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, 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% AQ.AR	5%	12%
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% AL.AO	25% AL	17%	19%
Very unappealing	28%	36% *	21% **	25% **	- **	26% AK	28% AG.AI.AJ.AK	27% AK	30% AK	11% *	28%	26% AL.AO	28% AL	30%	26%
Don't know	15%	21% *	26% **	18% **	36% **	12%	14%	14%	15%	44% AG.AH.AI.AJ*	18% AN	13%	8% AM.AN	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% AQ	6% AQ	11%
Somewhat appealing	29%	34% *	29% **	65% **	26% **	32% AJ	34% AJ	34% AJ	25% *	21% *	26%	31% AL.AO	35% AL.AO	23%	30%
Somewhat unappealing	20%	14% *	36% **	- **	19% **	19% AJ	23% AJ	21% AJ	19% *	12% *	21% AO	21% AO	21% AO	11%	16%
Very unappealing	27%	26% *	11% **	25% **	14% **	25% AH.AI	24% AH.AI	24% AH.AI	31% AH.AI	19% *	26% AG.AH.AI	25% AG.AH.AI	28% AG.AH.AI	34% AG.AH.AI	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% AM.AN	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% AH.AI	12% AH	14% AH	15% *	11%	13%	16% AQ.AR	11% AQ.AR	18%
Somewhat appealing	25%	19% *	12% **	47% **	13% **	29% AI	23% AI	26% AI	25% *	16% *	21% AL	28% AL	30% AL.AO	19% AL.AO	22%
Somewhat unappealing	18%	20% *	25% **	34% **	12% **	16% AI	21% AI	19% AI	18% *	16% *	18% AG	19% AG	19% AG	14% AG	16%
Very unappealing	29%	35% *	21% **	10% **	12% **	23% AG.AI	33% AG.AI	29% AG	30% AG	17% *	33% AG.AH.AI	26% AG.AH.AI	26% AG.AH.AI	29% AG.AH.AI	30%
Don't know	15%	20% *	35% **	10% **	56% **	14%	16%	15%	13% AG.AH.AI	36% AG.AH.AI.AJ*	17% AN	14% AN	8% AM.AN	27% AM.AN	15%

CYD_Q5_6. Mediterranean (i.e., consisting of vegetables, fruits, herbs, nuts, beans and whole grains)

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	20%	16% *	3% **	- **	20% **	21%	18%	20%	20%	16% *	16%	21% AO	26% AL.AO	12% AR	22%
Somewhat appealing	36%	30% *	19% **	44% **	36% **	32% AI	39% AI	36% AI	37% *	25% *	34% AG	34% AG	41% AG	35% AG	38%
Somewhat unappealing	16%	23% *	32% **	47% **	8% **	15% AG	18% AG	17% AG	13% AG	16% *	16% AG	18% AG	13% AG	13% AG	12%
Very unappealing	15%	16% *	21% **	- **	7% **	18%	14%	16%	15%	7% *	17% AG	14% AG	13% AG	18% AG	15%

YouGov RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Total	Type of Area Lived in		
		Suburban/ Town	Rural	Other
Don't know	18%	16%	21%	72% **

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	582	234	4
Base: All US Adults	1241	576	235	6	
Very appealing	9%	7%	7%	-	**
Somewhat 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	235	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%	39%	**

CYD_Q5_6. Mediterranean (i.e., consisting of vegetables, fruits, herbs, nuts, beans and whole grains)

	Unweighted base	1241	582	234	4
Base: All US Adults	1241	576	235	6	
Very appealing	20%	22% AR	11%	13%	**
Somewhat appealing	36%	35%	33%	48%	**
Somewhat unappealing	16%	16%	21% AP	-	**
Very unappealing	15%	15%	18%	-	**

YouGov RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Total	Gender		Generation						Region					
		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%	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	607	634	42	395	305	433	65	-	-	221	261	467	293	811
Very appealing	7%	8%	6%	- **	12% E.F	7% F	3%	5% *	- **	- **	7%	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%	32% D.E	- **	- **	20%	26%	25%	23%	26% O
Very unappealing	34%	34%	35%	52% **	28%	35%	36%	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%	2% **	13% A	8% G	10%	3% *	- **	- **	8%	11%	10%	10%	9%
Somewhat appealing	26%	24%	32%	22% **	26% A	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	26%	32%	24%	33% **	26% B	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%

CYD_Q5_9. Raw (i.e., involving mainly unprocessed, whole, plant-based, and preferably organic, foods)

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% G	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% D	40% D.E	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%

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	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% F*	6%	15% *	- **	- **	12%	6%	12% K	10% K	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 RealTime Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Total	Race			Education				Marital Status					
		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

CYD_Q5_7. Whole30 (i.e., consisting of whole foods and the elimination of sugar, alcohol, grains, legumes, soy, and dairy)

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*
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	8%	8% *	5%	8%	8%	7%	8%	11% **	3% *	4% *	7%	8%	5% *
Somewhat appealing	19%	26% N	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% O*	34%	34%	37%	30%	36%	31% **	31% *	42% *	35%	35%	29% *
Don't know	16%	22%	13%	18% *	22% S.T.U	14%	10%	8%	14%	10% **	15% *	10% *	14%	18%	22% V.Z*

CYD_Q5_8. WW (Weight Watchers) (i.e., a diet and program for weight loss based on a point system)

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%	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)

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%	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 RealTime Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Total	Parent or guardian of any children				Income					Urban				
		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
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 elimination of sugar, alcohol, grains, legumes, soy, and dairy)

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% *	- **	- **	6% **	13% AH.AI.AJ	4%	8% AH	6%	8% *	8% AN	6% AN	9% AO	3% AQ	10% AQ
Somewhat appealing	19%	12% *	36% **	21% **	24% **	25% AH.AI.AJ.AK	16%	19% AH	18%	9% *	18% AN	20% AN	21% AO	14% AR	21% AR
Somewhat unappealing	24%	29% *	17% **	35% **	7% **	19% AG.AI.AJ	29%	25% AG	22%	29% *	23% AN	27% AO	26% AO	15% AR	23% AR
Very unappealing	34%	40% *	27% **	25% **	22% **	31% AK	35% AG.ALAK	36% AK	36%	10% *	33% AN	33% AN	36% AO	41% AM	31% AM
Don't know	16%	17% *	21% **	18% **	41% **	12% AK	13% AG.ALAK	13% AK	18% AI	44% AG.AH.AI.AJ*	19% AN	14% AN	8% AN	27% AM	15% AN

CYD_Q5_8. WW (Weight Watchers) (i.e., a diet and program for 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% AH.AI.AJ	10% AJ	13% AH.AJ	6%	8% *	12% AN	10% AN	8% AO	7% AQ	13% AQ
Somewhat appealing	26%	36% *	29% **	47% **	37% **	28% AJ	33% AJ	30% AJ	24%	28% *	24% AN	33% AL	30% AL	23% AM	26% AM
Somewhat unappealing	19%	18% *	25% **	- **	6% **	18% AG	20% AG	20% AG	19%	10% *	17% AN	16% AN	25% ALAM	18% AM	17% AM
Very unappealing	28%	21% *	21% **	25% **	22% **	25% AG	25% AG	25% AG	33% AG.AH.AI.AK	16% *	30% AN	27% AN	28% AO	26% AM	28% AM
Don't know	15%	15% *	11% **	28% **	35% **	11% AG	12% AG	12% AG	18% AG.AH.AI	39% AG.AH.AI.AJ*	17% AN	13% AN	9% AN	26% ALAM	15% 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% AH.AI.AJ	5% AH	8% AH	6%	2% *	7% AN	9% AN	6% AO	4% AQ	11% AQ
Somewhat appealing	17%	8% *	12% **	25% **	37% **	22% AH.AI	15% AH	18% AH	16%	20% *	17% AN	18% AN	18% AO	14% AR	19% AR
Somewhat unappealing	22%	20% *	23% **	56% **	6% **	21% AG	22% AG	22% AG	22%	14% *	21% AN	23% AN	24% AO	17% AM	17% AM
Very unappealing	41%	56% X.Z.AA*	29% **	- **	22% **	34% AG	47% AG	41% AG	42% AG	26% *	39% AN	41% AN	45% AO	38% AM	39% AM
Don't know	14%	17% *	15% **	18% **	35% **	12% AG	11% AG	12% AG	14% AG	39% AG.AH.AI.AJ*	17% AN	10% AN	7% AN	27% ALAM	13% 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% AH	11% AH	9%	5% *	12% AN	11% AN	8% AO	8% AQ	13% AQ
Somewhat appealing	28%	22% *	25% **	21% **	19% **	24% AG	31% AG	28% AG	29%	21% *	26% AN	32% AN	29% AO	25% AR	26% AR
Somewhat unappealing	16%	12% *	12% **	25% **	14% **	15% AG	16% AG	16% AG	15%	14% *	14% AN	17% AN	18% AO	13% AM	15% AM
Very unappealing	23%	34% AA*	36% **	10% **	6% **	23% AG	24% AG	23% AG	22%	13% *	24% AN	20% AN	24% AO	21% AM	22% AM

YouGov RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Total	Type of Area Lived in		
		Suburban/ Town	Rural	Other
Don't know	14%	12%	18%	39% **

CYD_Q5_7. Whole30 (i.e., consisting of whole foods and the elimination of sugar, alcohol, grains, legumes, soy, and dairy)

	1241	582	234	4
Unweighted base	1241	576	235	6
Base: All US Adults				
Very appealing	7%	5%	6%	- **
Somewhat appealing	19%	20%	12%	46% **
Somewhat unappealing	24%	AR	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 weight loss based on a point system)

	1241	582	234	4
Unweighted base	1241	576	235	6
Base: All US Adults				
Very appealing	10%	7%	11%	- **
Somewhat appealing	28%	31%	25%	- **
Somewhat unappealing	19%	21%	18%	14% **
Very unappealing	28%	28%	31%	- **
Don't know	15%	14%	16%	86% **

CYD_Q5_9. Raw (i.e., involving mainly unprocessed, whole, plant-based, and preferably organic, foods)

	1241	582	234	4
Unweighted base	1241	576	235	6
Base: All US Adults				
Very appealing	7%	4%	6%	- **
Somewhat appealing	17%	16%	16%	- **
Somewhat unappealing	22%	26% AP	19%	13% **
Very unappealing	41%	42%	42%	14% **
Don't know	14%	12%	16%	72% **

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)

	1241	582	234	4
Unweighted base	1241	576	235	6
Base: All US Adults				
Very appealing	10%	10%	6%	- **
Somewhat appealing	28%	29%	28%	46% **
Somewhat unappealing	16%	16%	15%	14% **
Very unappealing	23%	22%	26%	- **

YouGov RealTime

Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Total	Gender		Generation						Region					
		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	23%	22%	25%	22% **	20%	28% D	25%	16% *	- **	- **	20%	26%	22%	26%	24%

CYD_Q5_11. Macrobiotic (i.e., avoiding foods containing toxins)

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%	10%	8% **	12% F	9%	8%	4% *	- **	- **	11%	6%	10%	10%	8%
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%
Very unappealing	25%	25%	25%	17% **	21%	25%	28%	31% D	- **	- **	28%	24%	26%	22%	28% O
Don't know	21%	19%	22%	20% **	19%	24%	20%	18% *	- **	- **	18%	23%	19%	22%	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	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% F,G	7% F	3%	2% *	- **	- **	6%	5%	6%	9%	5%
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%	30% D,E*	- **	- **	19%	23%	20%	20%	19%
Very unappealing	44%	44%	43%	34% **	38%	47% D	46% D	48% *	- **	- **	50% M	43%	43%	41%	51% O,P,Q
Don't know	12%	11%	12%	14% **	10%	13%	12%	14% *	- **	- **	8%	14% J	11%	13%	11%

CYD_Q5_13. Vegetarianism (i.e., abstaining from the consumption 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% E,F,G	19%	19%	12% *	- **	- **	20%	22%	18%	27% L	19%
Somewhat unappealing	19%	18%	19%	10% **	19%	18%	19%	25% *	- **	- **	20%	16%	19%	19%	18%
Very unappealing	40%	42%	38%	30% **	31%	42% D	46% D	48% D*	- **	- **	39%	42%	41%	37%	44% O,Q
Don't know	11%	11%	11%	8% **	10%	13%	11%	10% *	- **	- **	8%	14%	11%	10%	10%

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)

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% F,G	8% F	2%	2% *	- **	- **	6%	3%	8% K	6%	5%
Somewhat appealing	16%	17%	16%	8% **	22% E,F,G	14%	14%	7% *	- **	- **	12%	20% J	15%	18% J	14%
Somewhat unappealing	25%	24%	26%	22% **	27%	22%	25%	26% *	- **	- **	24%	22%	25%	27%	26%
Very unappealing	38%	40%	37%	45% **	30%	40% D	44% D	46% D*	- **	- **	45% M	39%	37%	35%	43% O,P

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Total	Race			Education				Marital Status							
	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	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)

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%	22% N,P,Q	8%	4% *	7%	10%	13% R	8%	10% AC	11% **	8% AC*	9% AC*	10% AC	10% AC	9% AC*
Somewhat appealing	28%	27%	34%	31% *	30%	27%	27%	31%	26% 59%	29% **	25% *	27% *	32% AC	27% *	
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% 18%	5% **	18% *	23% *	18% *	21% *	28% V,Z*

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	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% *	17% V,Z,AC*	19% V	18% *	
Somewhat unappealing	21%	18%	27%	21% *	19%	20%	23%	25%	23% 17%	15% **	16% *	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% N,P	8%	13% *	17% S,T,U	10% U	7%	4%	10% 10%	12% **	15% *	10% *	12% *	17% *	

CYD_Q5_13. Vegetarianism (i.e., abstaining from the consumption 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% AC	17% **	12% AC*	19% V,Z,AC*	10% V,AC	10% AC	10% AC*
Somewhat appealing	21%	27% N	24% *	27% *	19%	21%	26% R	26%	19% 19%	27% **	34% *	21% V,Z,AB,AC*	25% V	16% *	
Somewhat unappealing	19%	16%	22%	21% *	17%	17%	20% R,S	29% AB	22% 41%	16% 44%	10% *	20% *	16% *	12% *	
Very unappealing	40%	29%	35%	29% *	40% U	42% U	41% U	29% Y	41% 41%	35% **	23% *	39% Y	37% Y*	48% Y*	
Don't know	11%	17% N	9%	9% *	17% S,T,U	9% T,U	5%	4%	10% 10%	5% **	9% *	14% *	10% *	11% *	14% *

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)

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%	12% N	9% *	6% *	6%	8%	7%	3%	6% 6%	11% **	9% AC*	2% *	6% AC	9% AC	3% *
Somewhat appealing	16%	24% N	21% N	16% *	14%	17%	19%	17%	15% 13%	13% **	15% *	15% *	19% *	17% *	
Somewhat unappealing	25%	19%	30%	17% *	27%	23%	21%	31% T	27% AB	33% **	19% *	32% AB*	26% AB	11% *	
Very unappealing	38%	24%	27%	45% O,P*	33%	39%	47% R	43%	41% AA	37% **	45% AA*	35% *	41% AA	31% AA*	46% AA*

YouGov RealTime Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Total	Parent or guardian of any children				Income					Urban				
		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
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% **	AH.AJ	13%	10% AH	8% AO	3% *	11% AO	8% AO	10% AO	4% AR	11% AR
Somewhat appealing	28%	18% *	16% **	7% **	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% **	-	-	AH.AI	9% AH	6% AH	7% AH	4% *	7% AO	6% AO	7% AO	4% AR	10% AQ.AR
Somewhat appealing	18%	12% *	24% **	47% **	25% **	23% AH.AI	14% AH	18% AH	18% AO	10% *	19% AO	20% AO	18% AO	8% AR	22% AR
Somewhat unappealing	21%	22% *	18% **	-	33% **	15% AG.AI.AJ	26% AG	22% AG	20% AG	12% *	22% AL	19% AL	20% AL	18% AL	19% AL
Very unappealing	44%	56% Y.AA*	20% **	53% **	15% **	43%	44%	44%	44%	38% *	38% AL	46% AL	49% AL	47% AL	37% AL
Don't know	12%	11% *	36% **	-	28% **	9%	12%	11%	11%	37% AG.AH.AI.AJ*	14% AN	10% AN	6% AN	24% AL.AM.AN	13% AN

CYD_Q5_13. Vegetarianism (i.e., abstaining from the consumption of meat)

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%	-	3% **	-	-	AH.AI	12% AH	5% AH	8% AH.AI	4% *	10% AN	10% AN	8% AN	6% AQ	13% AR
Somewhat appealing	21%	15% *	22% **	-	25% **	23% AJ	19% AJ	20% AJ	23% AJ	11% *	20% AN	21% AN	26% AN	17% AN	25% AR
Somewhat unappealing	19%	16% *	22% **	47% **	26% **	19% AJ	23% AJ	21% AJ	16% AJ	11% *	18% AN	19% AN	21% AN	15% AN	17% AR
Very unappealing	40%	55% V.X.Y.Z.AA*	37% **	44% **	20% **	37% AG	44% AG	42% AG	38% AG	38% *	38% AN	41% AN	40% AN	42% AN	33% AN
Don't know	11%	14% *	16% **	10% **	29% **	9%	10%	9%	11%	37% AG.AH.AI.AJ*	13% AN	10% AN	5% AN	19% AM.AN	12% AN

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)

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%	-	-	-	-	AH.AI.AJ	11% AH	2% AH	6% AH	5% *	9% AN.AO	6% AN	4% AN	2% AQ	9% AQ
Somewhat appealing	16%	12% *	-	47% **	12% **	21% AH.AI	15% AH	16% AH	16% AH	14% *	16% AN	20% AN	14% AN	13% AN	18% AQ
Somewhat unappealing	25%	22% *	33% **	34% **	13% **	22% AJ	26% AJ	25% AJ	25% AJ	18% *	25% AN	29% AN	25% AN	16% AN	25% AR
Very unappealing	38%	46% AA*	35% **	10% **	34% **	34% AG.AI	41% AG	38% AG	39% AG	28% *	33% AN	34% AN	50% AL.AM	41% AL.AM	33% AN

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Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Total	Type of Area Lived in		
		Suburban/ Town	Rural	Other
Don't know	23%	23%	25%	39% **

CYD_Q5_11. Macrobiotic (i.e., avoiding foods containing toxins)

	1241	582	234	4
Unweighted base	1241	576	235	6
Base: All US Adults	1241	576	235	6
Very appealing	9%	9%	5%	13% **
Somewhat appealing	28%	27%	31%	- **
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)

	1241	582	234	4
Unweighted base	1241	576	235	6
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% AP	51% AP	61% **
Don't know	12%	10%	13%	39% **

CYD_Q5_13. Vegetarianism (i.e., abstaining from the consumption of meat)

	1241	582	234	4
Unweighted base	1241	576	235	6
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)

	1241	582	234	4
Unweighted base	1241	576	235	6
Base: All US Adults	1241	576	235	6
Very appealing	6%	4%	6%	- **
Somewhat appealing	16%	16%	14%	- **
Somewhat unappealing	25%	26%	21%	28% **
Very unappealing	38%	41% AP	43% AP	- **

YouGov RealTime
Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Total	Gender		Generation						Region					
		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%
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% O,P,Q	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%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA/AB/AC/AD/AE/AF, AG/AH/AI/AJ/AK, AL/AM/AN/AO, AP/AQ/AR/AS, Minimum Base: 30 (**), Small Base: 100 (*)

YouGov RealTime
Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Total	Race			Education				Marital Status						
		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	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% *
Somewhat appealing	17%	29% N	19% N	24% N*	19%	15%	19%	13%	18% AB	12% **	18% AB*	14% *	17% AB	19% AB	8% *
Somewhat unappealing	23%	15% O	27% O	19% *	20%	22%	24%	37% R.S.T	26% AB	34% **	16% *	24% *	25% AB	22% AB	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 RealTime
Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Total	Parent or guardian of any children				Income					Urban				
		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
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%
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% AQ.AR	12%
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% AG	26% AG	24% AG	23%	18% *	21%	23%	27%	22%	23%
Very unappealing	42%	49% *	35% **	25% **	20% **	40% AG.ALAK	47% AG	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

YouGov RealTime
Preferred Diets

US_nat_int Sample: 3rd - 6th January 2020



	Total	Type of Area Lived in		
		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	Suburban/ Town	Rural	Other
	1241	582	234	4
Base: All US Adults	1241	576	235	6
Very appealing	7%	6%	3%	- **
Somewhat 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