

Methodology: Quantitative

SURVEY TOPICS

- Perceptions of and attitudes towards overall eating approaches, nutrition, and specific diets
- Self-assessments of eating approaches and diets (how strictly defined and followed, how healthy, how different from a year ago)
- Macronutrients and specific ingredients consumers seek to limit vs. maximize
- Inventory of the specific diets consumers use (prevalence, time on diet, adoption triggers, goals, effectiveness, challenges)
- Weight management: level of attention, motivations, strategies, and challenges

METHODOLOGY

- Online national survey April 29-May 12, 2022
- n=2,381 U.S. adults aged 18-76
 - MOE ±2.0% at 95% confidence level
- Respondents recruited as a nationally representative sample
 - Balanced by age, gender, division, income, race / ethnicity, and presence of children to match the 2022 Census Bureau Current Population Survey
- Readable samples include, plus other key demographics:
 - Age cohorts: n=300 Gen Z, n=664 Millennials, n=590 Gen X, n=827 Boomers
 - Race / ethnicity: n=1,737 Caucasian, n=300 African American, n=314 Hispanic, n=300 Asian / Pacific Islander
 - Diet usage: n=1,155 followed a diet in P12M with legible sub-samples for select specific diets, n=1,204 did not follow a diet in P12M

READING THE CHARTS

Main charts



Age cohorts











Age cohorts are indexed to Total where relevant.

Note that Totals specified in charts may appear to not add up exactly to the sum of the chart bar / column segments due to rounding.

Individual diets featured in this report

Color-coded throughout

	Intermittent fasting	} Based on past-year diet use (see page 50) Showing only diets with sufficient sample size
	Mindful / Intuitive eating	
	Whole foods diets (net)	
	Low carb diets (net)	
	Avoidance diets (net)	
	Purification diets (net)	
	Plant-focused diets (net)	— Based on current vegan / vegetarian / flexitarian diet
	Individual diets	— Following one's own rules vs. a specific popular diet (excl. doctor-prescribed and religious diets)

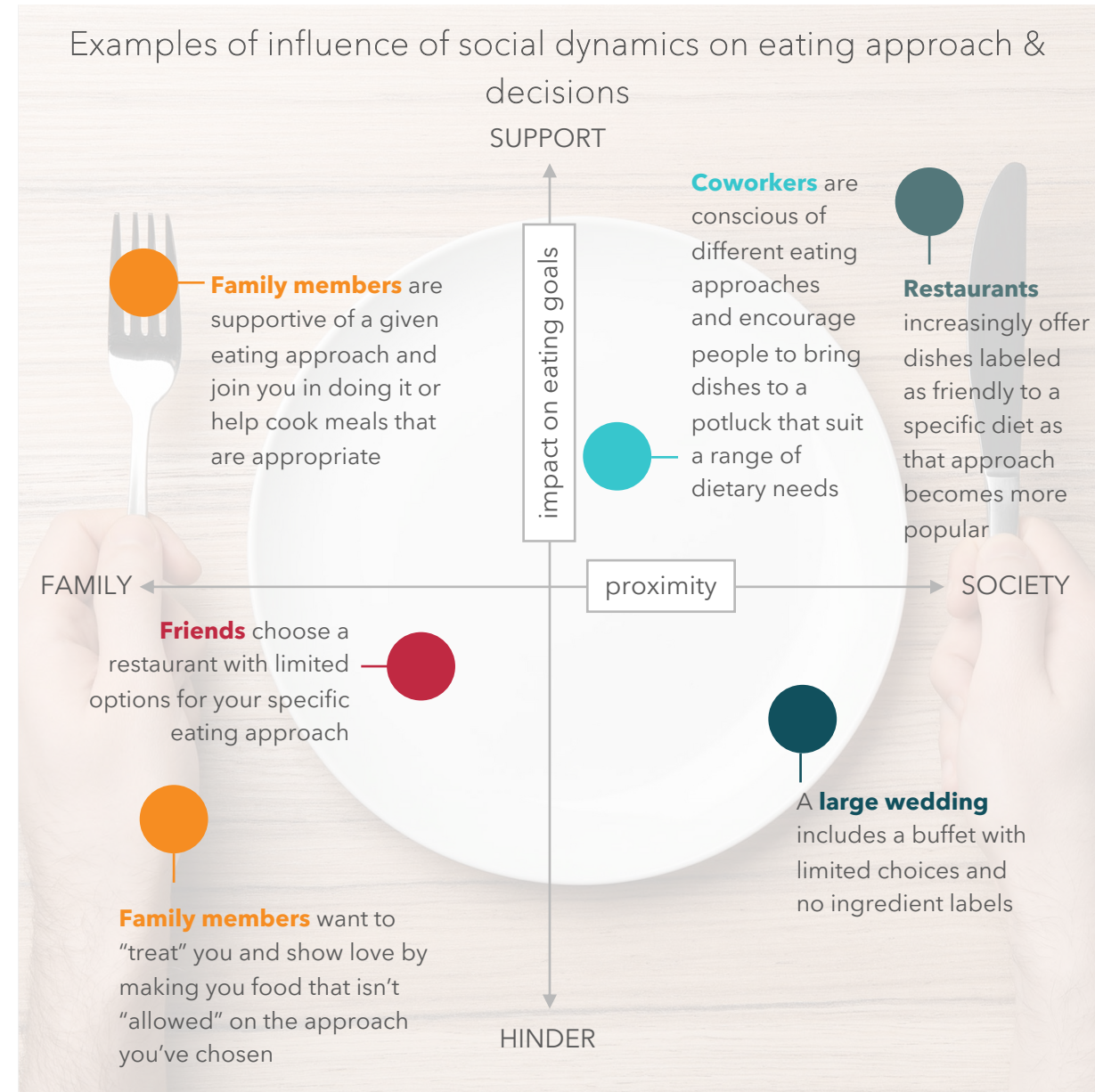
Social dynamics exert significant pressures on consumers' choices around – and adherence to – eating approaches

13%

of dieters were prompted to try their approach by a recommendation from another person

Food and eating are a huge part of our social lives, and conversely, social factors exert pressures on eating choices and patterns that shape how consumers construct their overall eating approaches throughout their lives. This can take many forms, including finding support in one's social network that facilitates eating in a certain way or facing challenges due to social constraints.

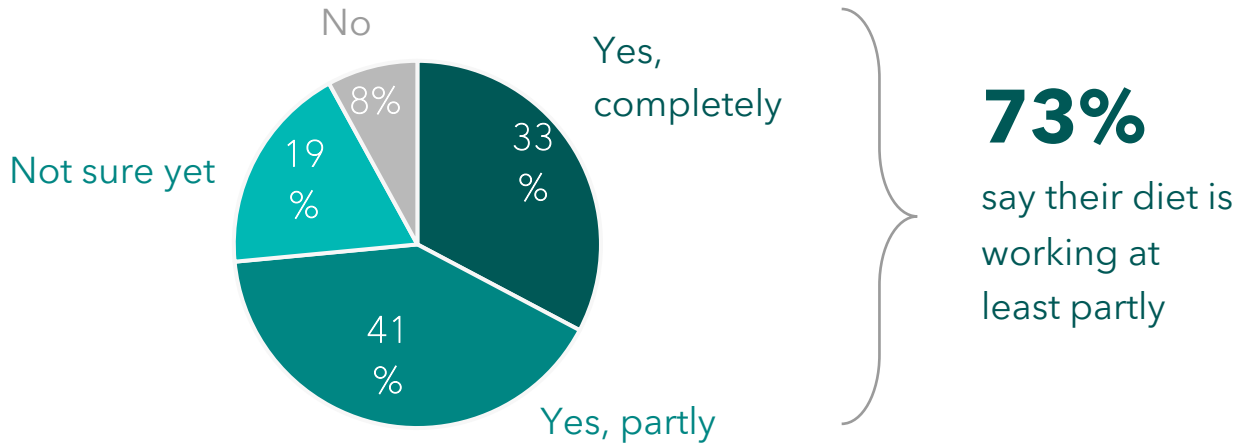
The people involved in such social forces can also range from the closest inner circle of family members all the way out to colleagues, acquaintances, and even to broader society, with cultural and commercial trends shaping what foods are available and how they are marketed.



Q12. When you first switched to this eating approach, what inspired you to make that switch? (Select all that apply) Base: Average across all diets tested n=2769 diet ratings. See footnote on page 53 for additional detail.

The majority feel their eating approach is helping them reach their goals at least in part...

Diet working to achieve goals
Average across diets used in the past year*



Have I achieved my **goals**? Well, I'm **not going to save climate change, I'm not gonna save the world, unfortunately, with just my eating habits**. And I think that it takes a lot more than one person... but **I do feel healthier**, which I guess is another one of the reasons about my diet. I think not eating meat makes me feel a lot healthier.



- Denise, Female, Gen X



* Average across the diets and approaches featured in this chapter and others, reflecting the relative prevalence of each within the population.
Q14. With those reasons to pursue this eating approach in mind, is/was the eating approach working for you? (Select one response)

DIET SPOTLIGHT

Intermittent fasting

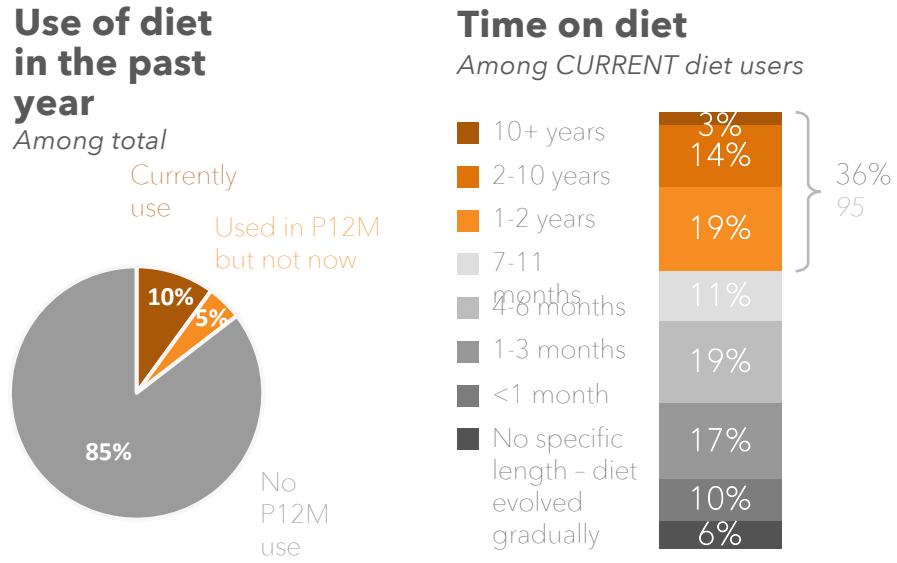
P12M use: 15%

On diet for 1+ year: 36% ⁽⁹⁵⁾

Key goals: Weight mgmt., general health

Key challenges: Cravings, temptations, special occasions

Intermittent fasting is an eating approach based on the inclusion of fasting periods in one’s eating schedule, often with the aim of managing weight. Such inclusion can take on any number of forms: e.g., not eating during specific times of day, every other day, periodically. However, not all who follow a fasting schedule apply the term to their approach: while 24% say they skip eating after a certain time, only 15% say they use intermittent fasting. Some combine intermittent fasting with other approaches.



While a change in weight is the leading trigger for intermittent fasting, recommendations from acquaintances play a stronger role with this eating approach than with others. Over a third of those currently following this eating approach have been doing so for at least a year.

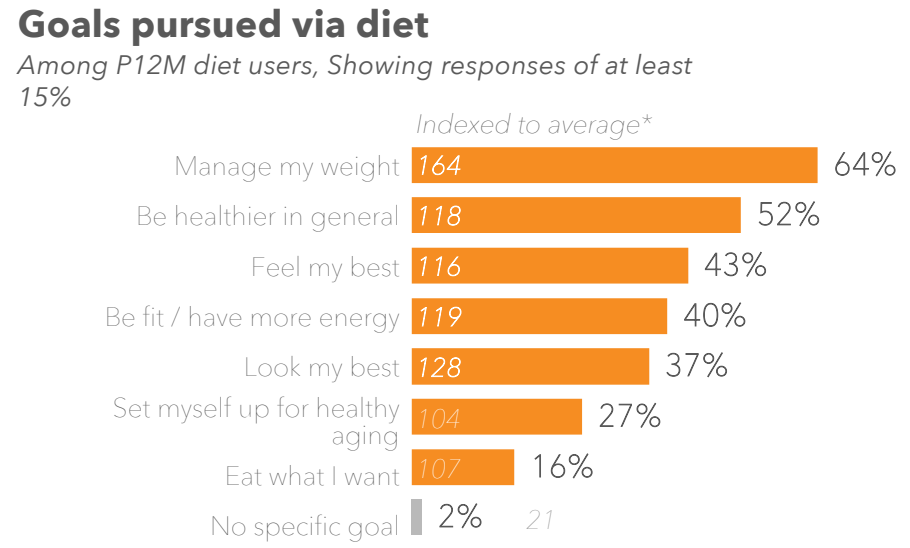
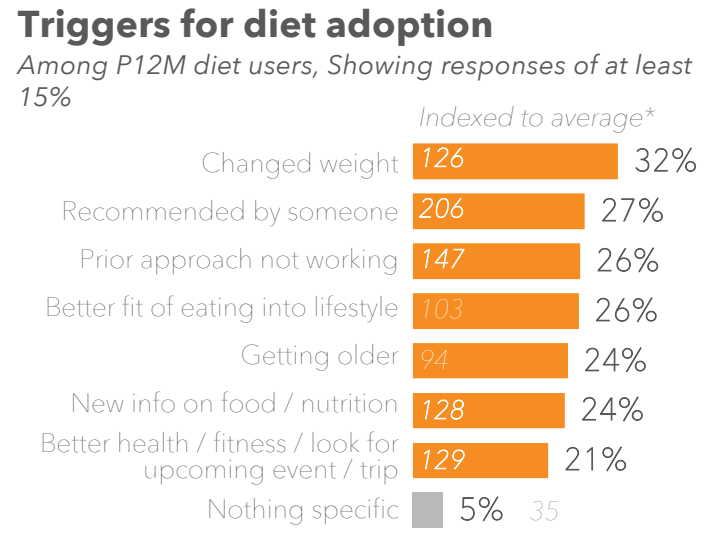
Survey takers’ own descriptions of their diets

I follow an intermittent fasting diet and eat two times a day: brunch at 11 am and dinner between 5:30-6 pm. I eat a couple of snacks in between and make my own smoothies from fresh and frozen fruit with added protein powder.
- Female, Gen X

I follow the 18:6 intermittent fasting diet 5 or 6 days a week.
- Female, Gen X

I try to keep to an intermittent fasting ketogenic diet.
- Male, Millennial

I do intermittent fasting and I'm down two sizes.
- Female, Boomer



Base: Total n=2381, Average n=2769 diet ratings, Used Intermittent fasting in P12M n=237, Currently use n=163.
* Average across these featured and other diets and eating approaches, reflecting the relative prevalence of each within the population.

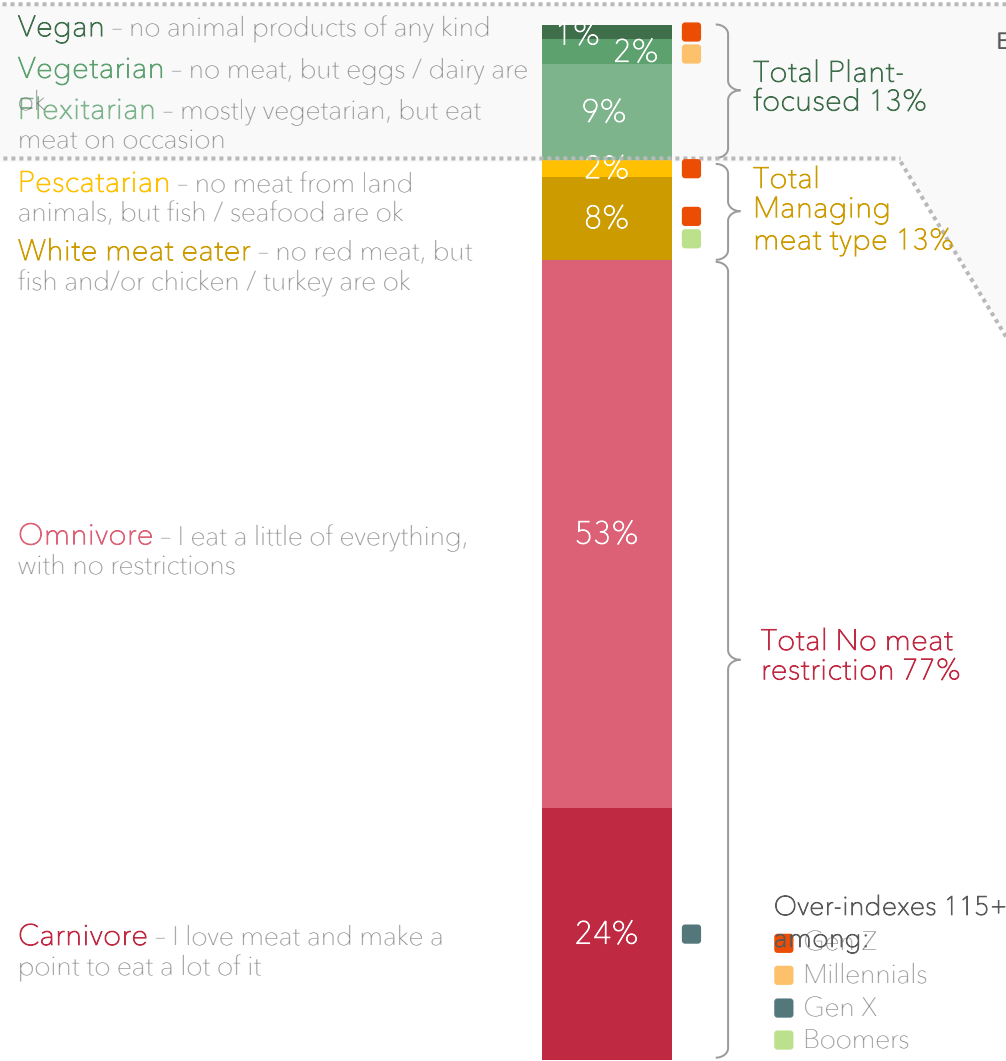
Only a small fraction of U.S. adults participate in eating approaches truly centered on plants

Because of the wide range of interpretations of “plant-based eating,” this report uses a separate term to refer to those who truly eat mostly plants: **plant-focused.**

Those who are pursuing a form of plant-focused diet are far more likely to define plant-based eating more narrowly to align with vegan, vegetarian, and/or flexitarian approaches.

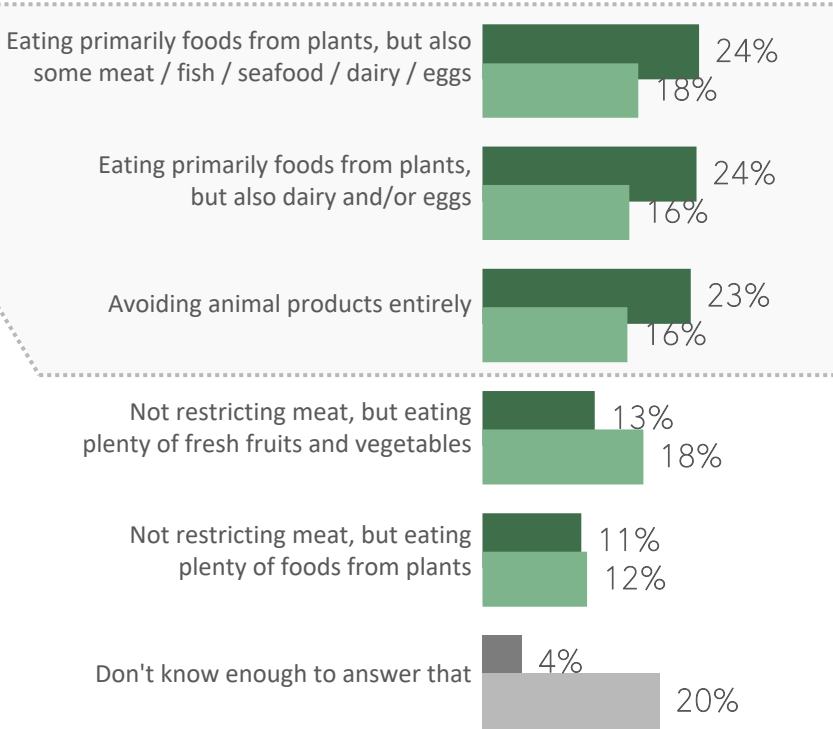
Approach to meat consumption

Among total



Meaning of “plant-based eating”

Current vegan / vegetarian / flexitarian eaters
Total



Q7. Which of the following statements best describes how you TYPICALLY eat? (Select one response) Base: Total n=2381; Gen Z n=300, Millennials n=664, Gen X n=590, Boomers n=827. Q20. Now we would like to ask you about plant-based eating. Regardless of how you, yourself, choose to eat, which of the following best describes what PLANT-BASED EATING means to you? (Select one response) Base: Currently following vegan/vegetarian/flexitarian diet n=326, Total n=2381.

Connection between dietary choices and weight is strong in consumers' minds, with many describing their overall way of eating in terms of its relationship with weight management

I've always had to watch my weight, so I try to watch calorie intake. Also, I'm getting older and want to be conscious to eat healthy. - Female, Gen X

I've never needed to diet. I've always been a little underweight and eat relatively healthy. - Male, Boomer

I am small, so I eat whatever I want and never gain weight. - Male, Gen X

I've never had a diet to follow, but since I've gained a lot of weight, I'm starting to watch how much I eat more than what I eat. I'm trying to cut down on sweets for instance. - Male, Gen X

I try to maintain my weight by limiting fats and eating fresh produce and fish. - Female, Boomer

I eat mostly plants and grains with lots of dairy, and I treat meat as a condiment or as a treat. I am more conscious of getting protein and fat in my diet as I am getting older and am very underweight. - Female, Boomer

At this moment, I am fasting to lose weight. - Female, Boomer

I eat low sugar to help with sleep and weight loss. - Male, Millennial

I follow a strict diet because I don't want to get overweight. - Female, Millennial

I eat just about everything since I'm underweight and my health is fine, although I've tried keto diet before. - Female, Gen X

I don't have a weight problem, so we eat on a slight healthy side most of the time. - Female, Boomer

I'm trying to eat better and maintain my weight, eating less calories. - Female, Gen X

I don't adhere to any particular diet, but I do monitor my weight. I try to avoid junk food, and I try to include salads and vegetables in my meals on a regular basis. - Male, Boomer

Right now, just eating what I am in the mood for and not worrying about calories or weight. - Female, Gen X

I try to count calories and not eat more than 1200 calories a day to help with weight loss. - Female, Boomer

I make daily decisions on how I will eat each day by weighing myself in the morning and letting my weight of the day guide my choices of food during the day. - Female, Boomer

I eat approximately the same number of calories each day... ten times my weight. - Male, Boomer

Q6. In your own words, how would you describe your overall DIET, EATING APPROACH OR SET OF GUIDELINES in a single phrase or sentence, if you follow any?