

A DIET FOR EVERYONE

Diet choices abound in the US during COVID-19

This week's insights were collected Friday, June 18 – Monday, June 21 among a general population of n=300 U.S. consumers age 21+.

While One-in-Three Follow Some Sort Of Diet, No Single Diet Rules.

While most Americans do not follow a specific diet, many of those diets being followed were started in the past year, during the COVID-19 pandemic. Top food choices are high protein, high vitamins & minerals, low sodium and not bioengineered/Non-GMO. Top reasons for food choices are better for you, easy to make and nutritionally complete.

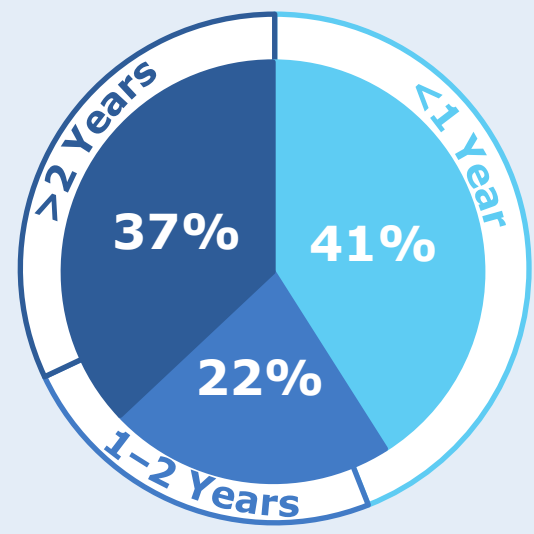
Diets Currently Following

% of Total Respondents



Longest Time Following Diets

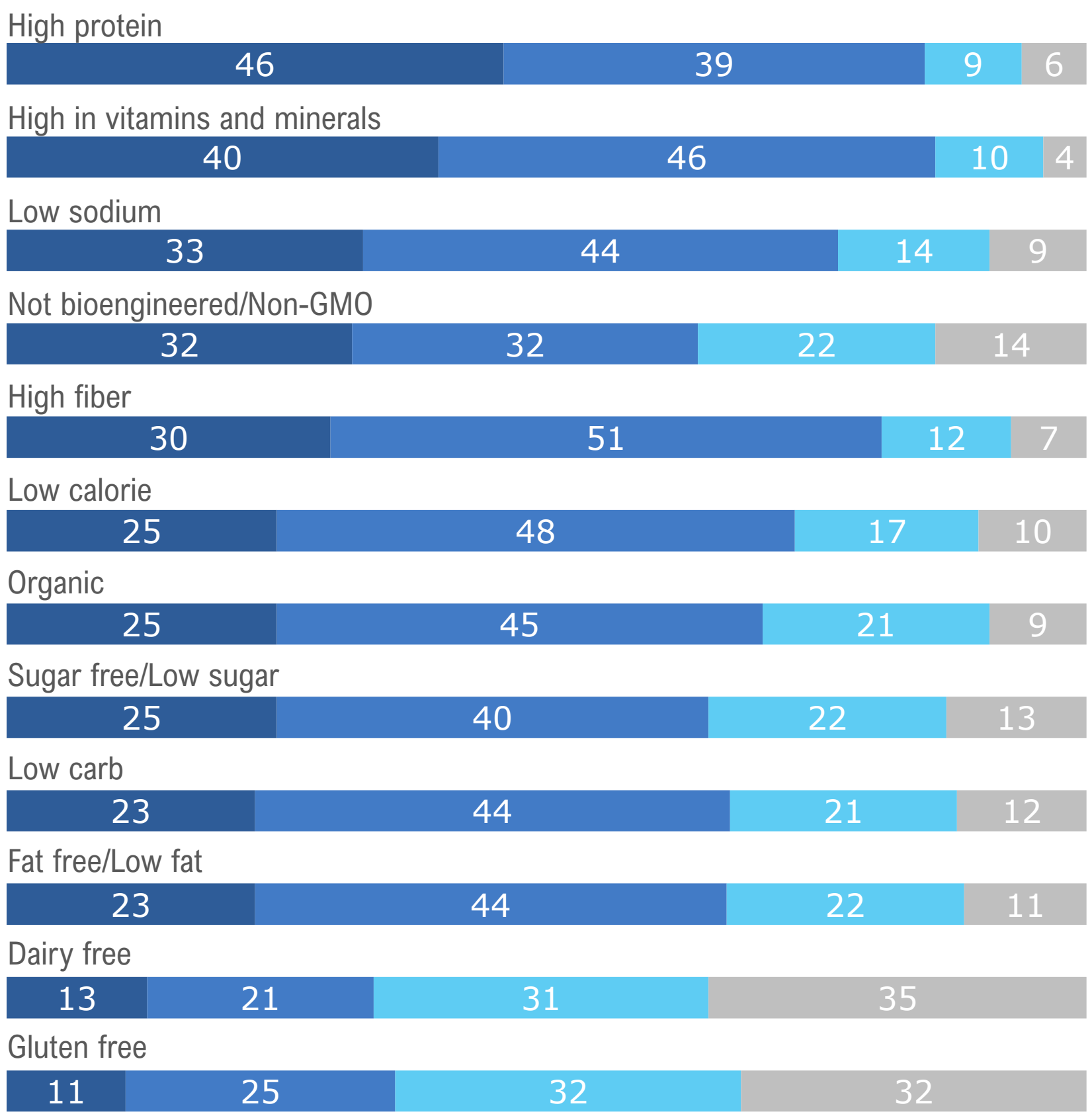
% of Respondents Following Diets (n=104)



Frequency Of Choosing Foods That Are...

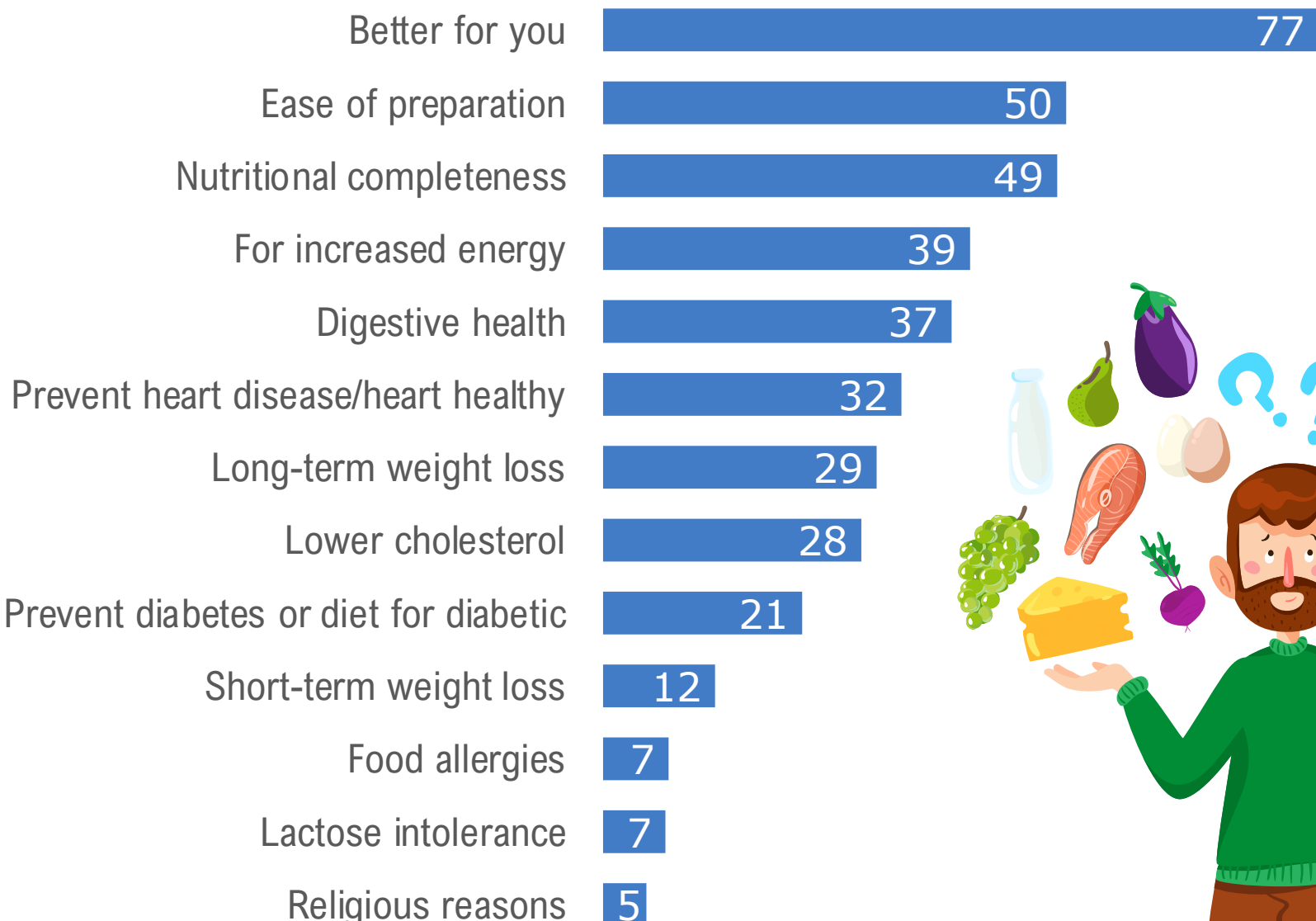
% of Total Respondents

■ All/Most of the time ■ Some of the time ■ Rarely ■ Never



Top Drivers Of Food Choices

% of Total Respondents



Base: Total (N=300)
 Q1 Which type(s) of diet do you regularly follow?
 Q2 How long have you been following the diet(s) below?
 Q3 When choosing food products, how often do you choose items that are...?
 Q5 Please select up to five items below that have the greatest impact on your food choices.