



A Consumer Survey on New Year's Diet Resolutions

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BACKGROUND

A Consumer Survey on New Year's Diet Resolutions

Survey Methodology

One thousand interviews were conducted among adults ages 18+ from February 3-4, 2020 and were weighted to ensure proportional results.

The Bayesian confidence level for 1,000 interviews is 3.5, which is roughly equivalent to a margin of error ± 3.1 at the 95% confidence level.

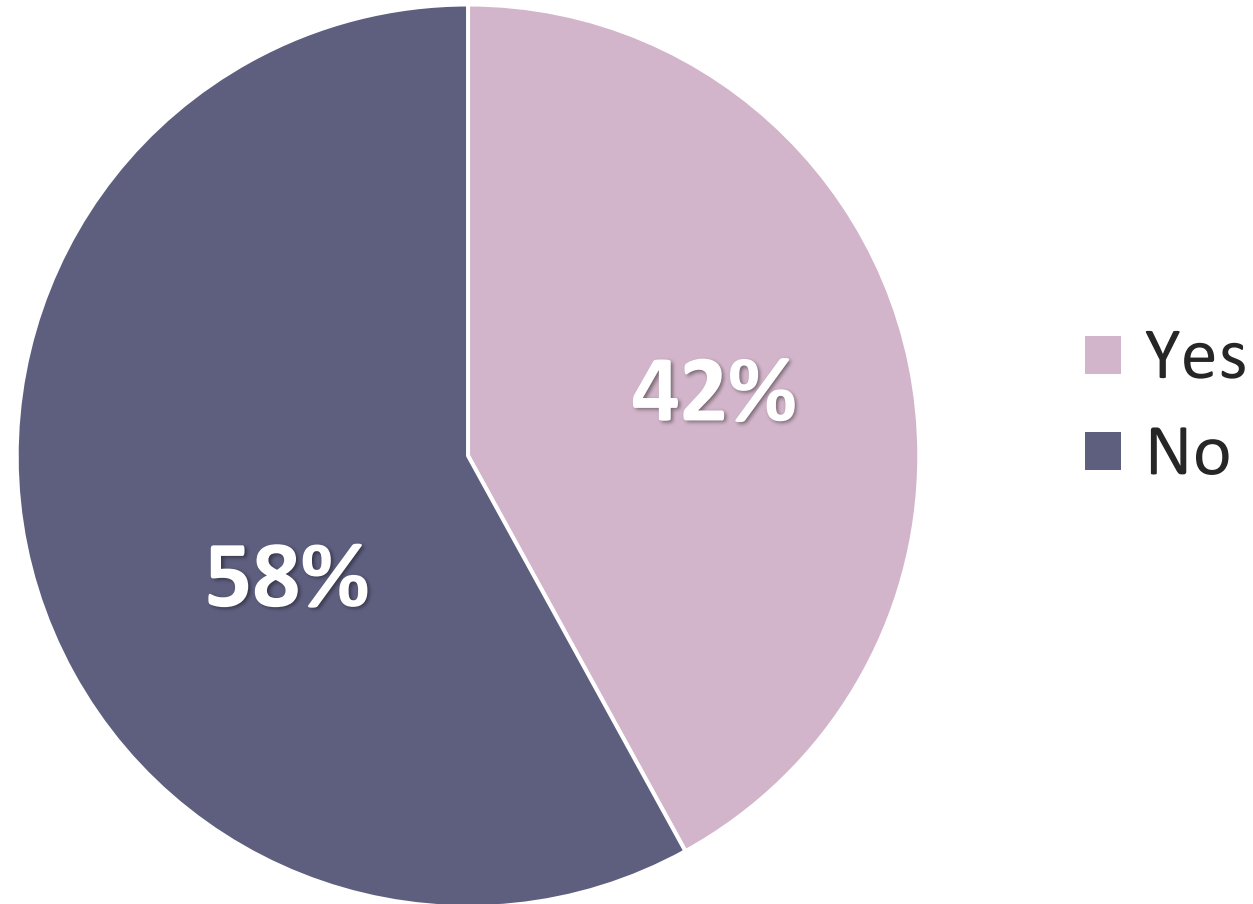
Statistical Significance

Something is statistically significant if the result cannot be attributed to random chance. Statistical significance in this presentation should be compared within each demographic (e.g. age, race, gender, etc.).

For example, if the responses from female respondents is considered to be significant, it is in relation to male respondents and not necessarily other demographic groups.

4 IN 10 MADE DIETARY CHANGES AT THE START OF THE YEAR

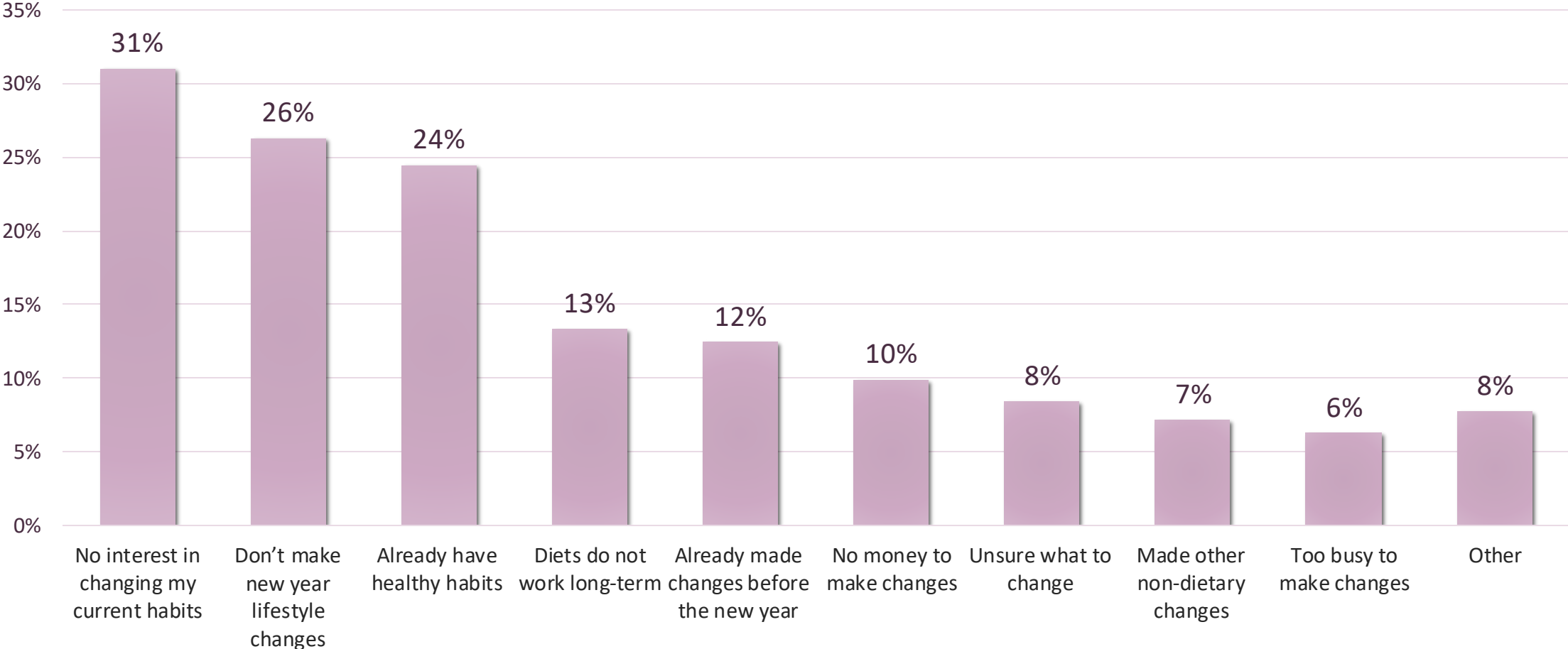
Starting out, did you change anything about your eating or drinking habits at the start of this year (January 2020)?



n=1000

TOP REASON FOR NOT MAKING CHANGES IS LACK OF INTEREST

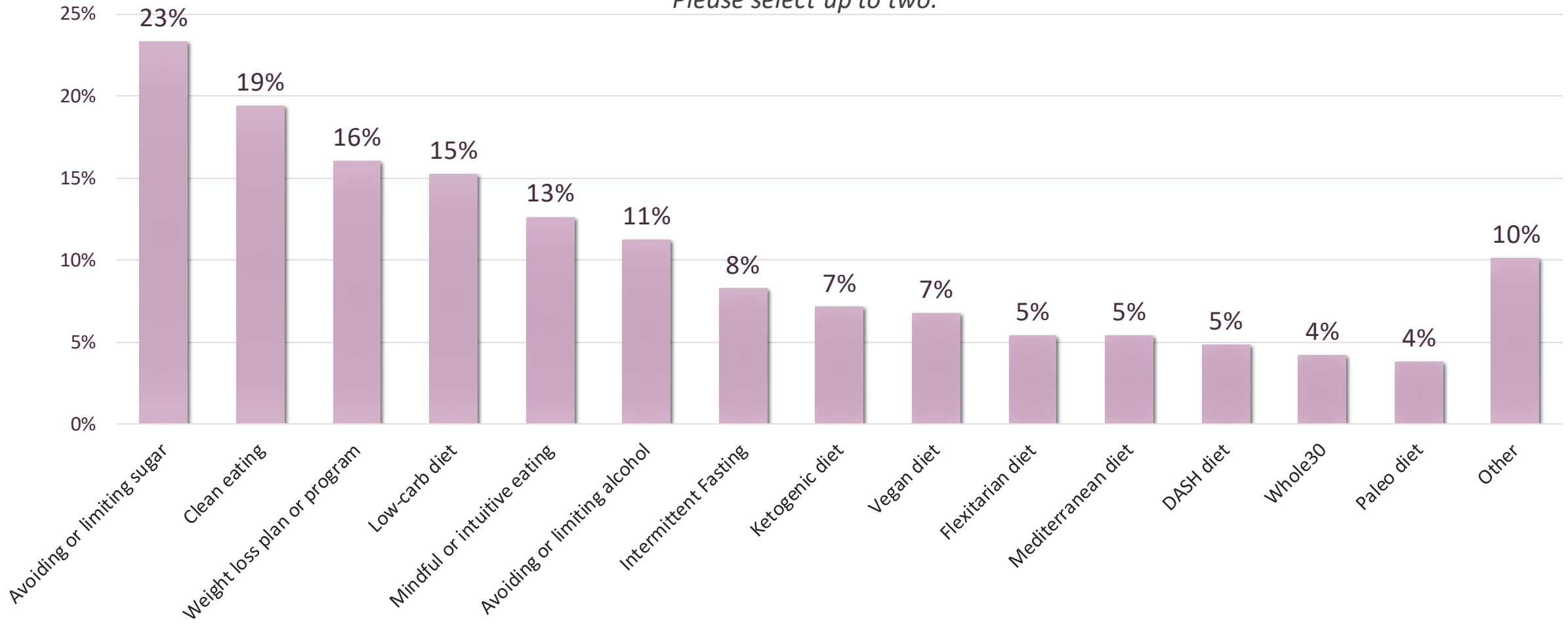
Why did you not start any changes to your eating or drinking habits at the start of this year (January 2020)?
Please check all that apply.



n=580

AVOIDING/LIMITING SUGAR & CLEAN EATING ARE MOST POPULAR CHANGES

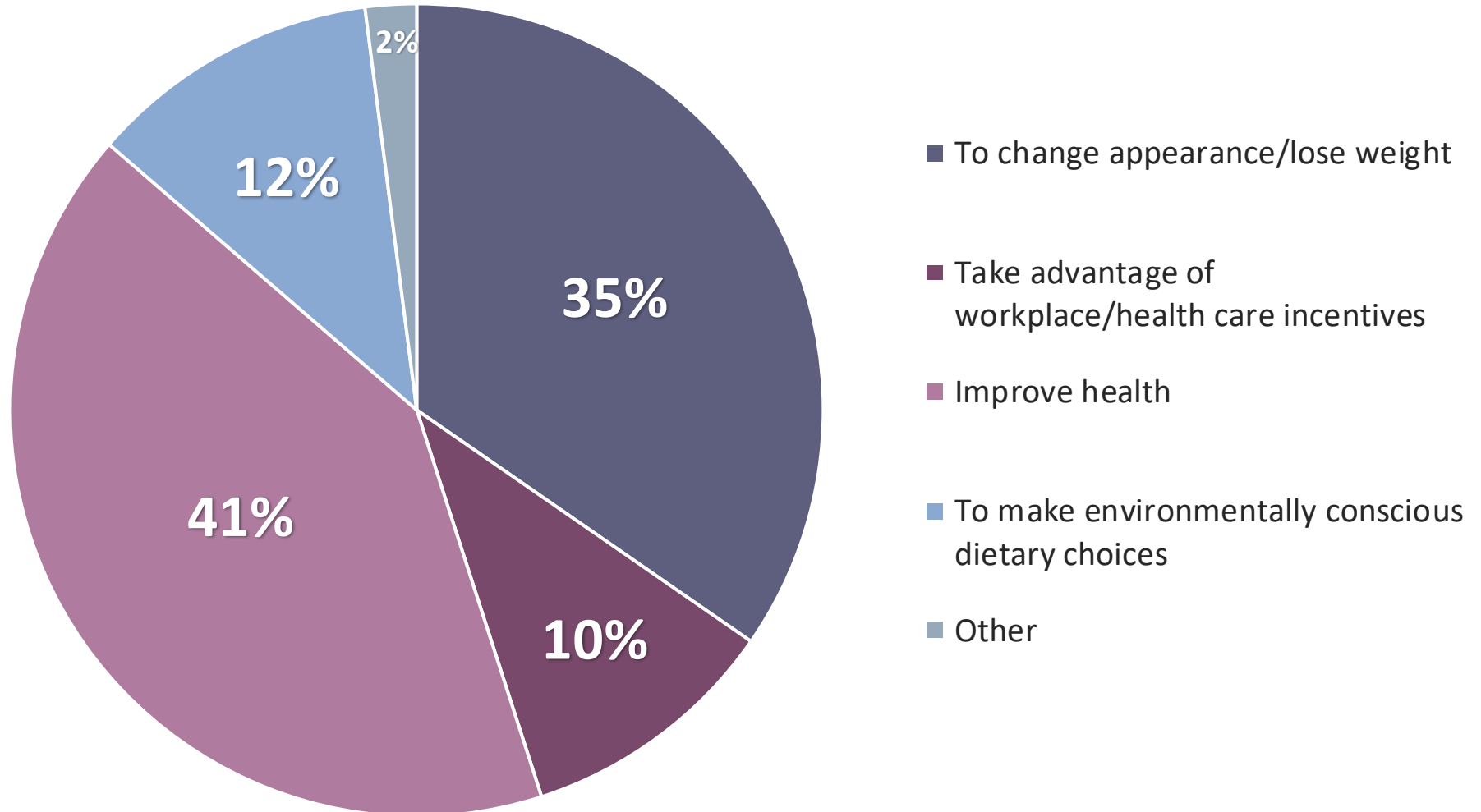
What eating or drinking change or changes did you start at the beginning of this year (January 2020)?
Please select up to two.



n=419

DESIRE TO IMPROVE HEALTH IS TOP REASON TO CHANGE DIETARY HABITS, FOLLOWED BY A DESIRE TO CHANGE APPEARANCE/LOSE WEIGHT

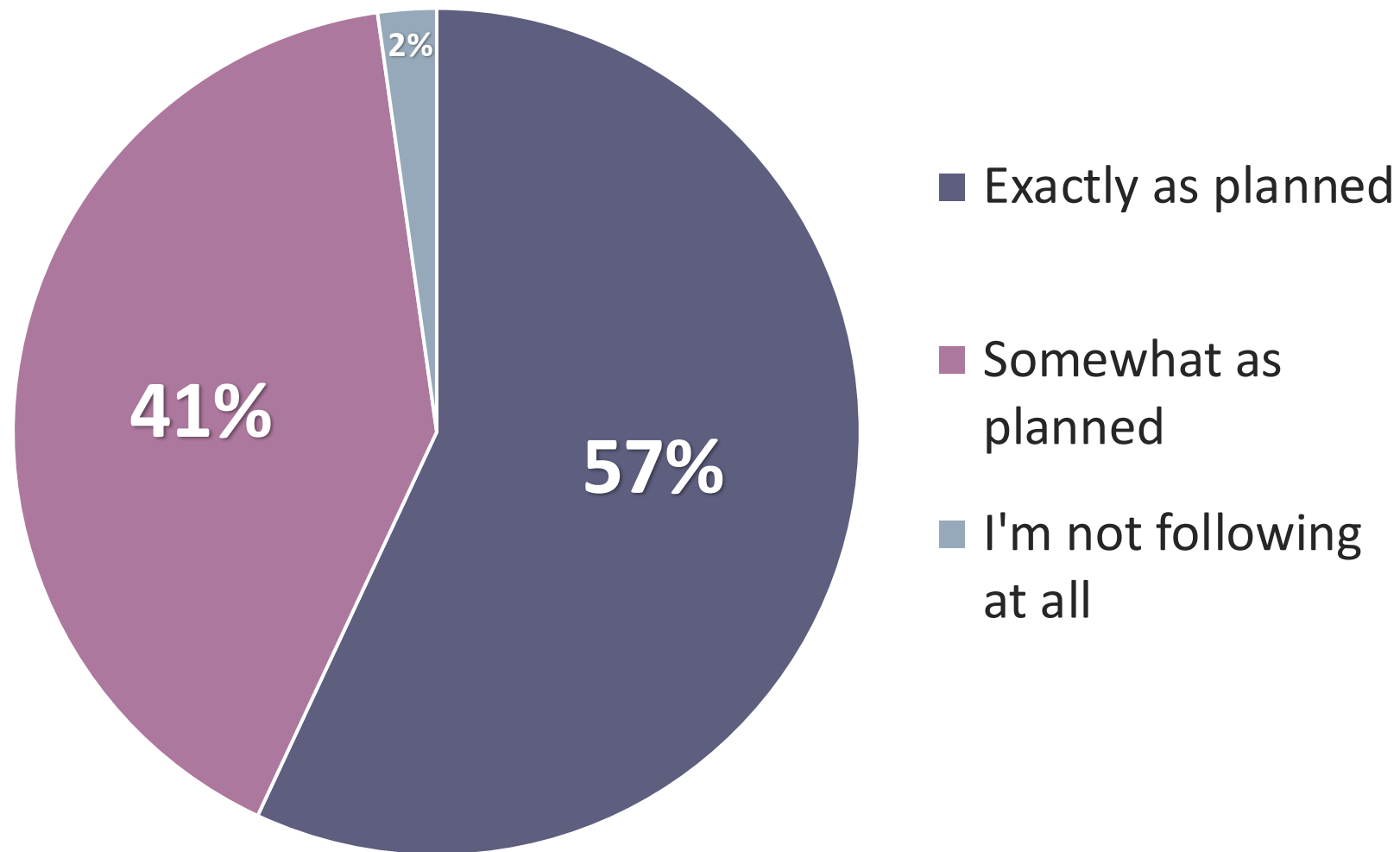
Which of the following best describes why you started this change in your eating or drinking habits?



n=419

OVER HALF OF THOSE WHO MADE A CHANGE REPORT FOLLOWING CHANGES EXACTLY AS PLANNED

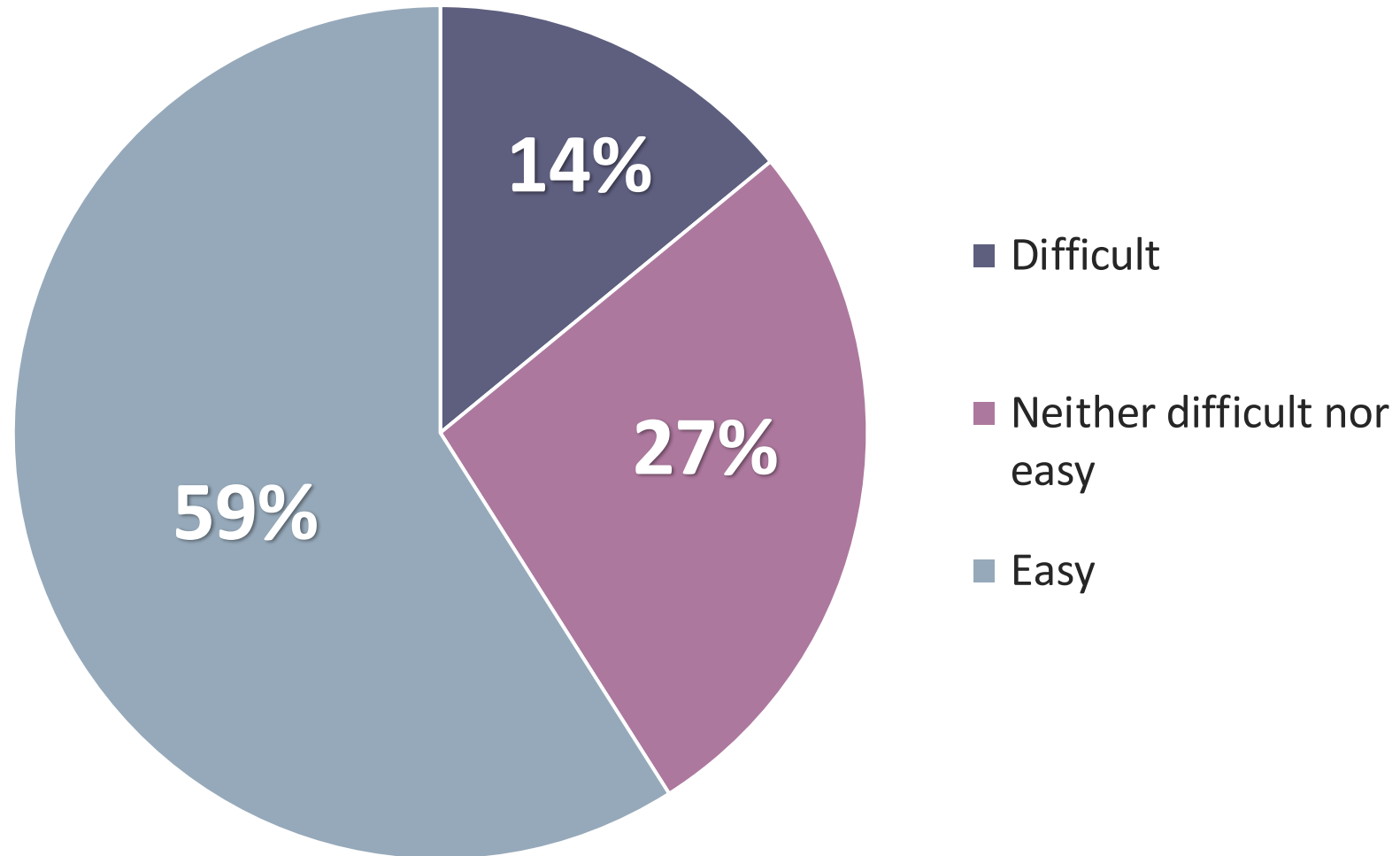
To what extent are you still following the eating or drinking changes you adopted at the start of this year?



n=419

OF THOSE WHO ARE STILL FOLLOWING NEW YEAR'S DIET CHANGES, 6 IN 10 SAY THE CHANGES ARE EASY TO MAINTAIN

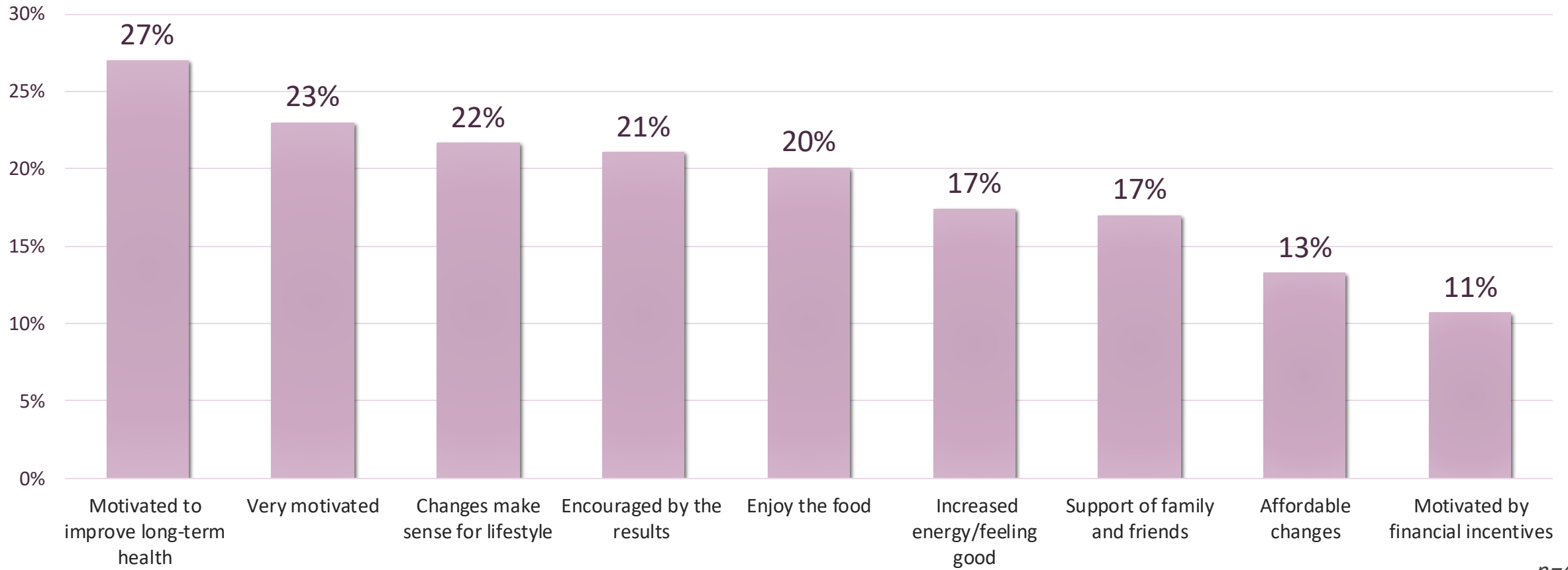
On a scale from one to five, with one being very difficult and five being very easy, how easy has it been for you to stick with the eating or drinking changes you started in January?



n=410

MOTIVATION TO IMPROVE LONG-TERM HEALTH IS TOP REASON FOR SUCCESSFUL ADHERENCE TO DIET CHANGES MADE AT THE START OF THE YEAR

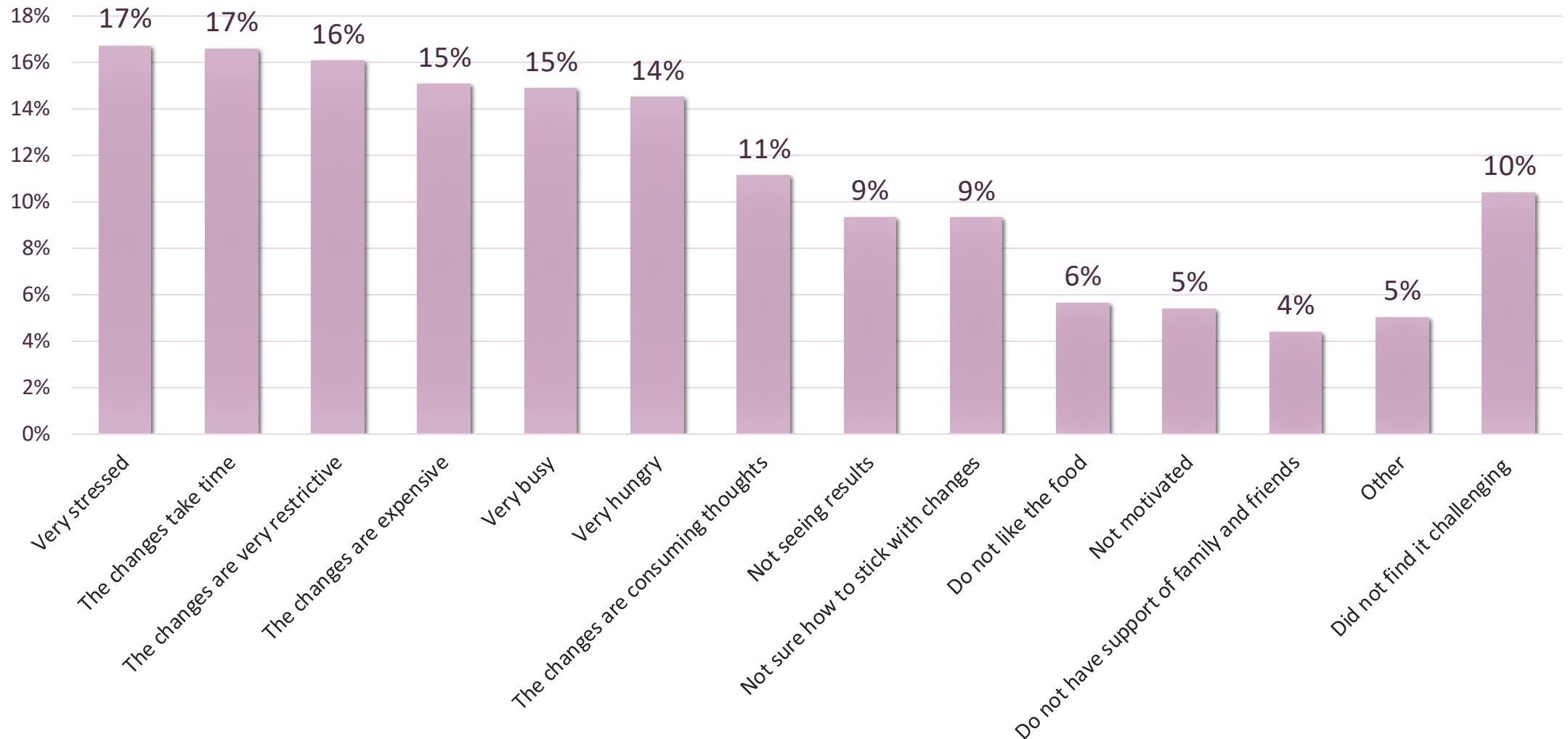
Why do you think you have been at least somewhat successful at sticking with the eating or drinking changes you started in January? Please select up to two.



n=410

THERE ARE MANY CHALLENGES TO STICKING WITH DIETARY CHANGES

*What, if anything, has been your biggest challenge in maintaining the eating or drinking changes you had planned?
Please select up to two.*



n=410

APPENDICES

DID YOU CHANGE YOUR EATING OR DRINKING HABITS?

Q1. Starting out, did you change anything about your eating or drinking habits at the start of this year?

	Yes	No
Total	42%	58%
Men	46% ↑	54% ↓
Women	38% ↓	62% ↑
White	39%	61%
African American	45%	55%
Hispanic/ Latinx	55% ↑	45% ↓
Under 45	56% ↑	44% ↓
45-64	34% ↓	66% ↑
65+	19% ↓	81% ↑
Northeast	41%	59%
Midwest	30% ↓	70% ↑
South	51% ↑	49% ↓
West	47%	53%
Non-college	39%	61%
College	45%	55%

TYPES OF DIETARY CHANGES

	Avoiding or limiting sugar	Clean eating	Weight loss plan or program	Low-carb diet	Mindful or intuitive eating	Avoiding of limiting alcohol	Intermittent Fasting	Ketogenic diet
Total	23%	19%	16%	15%	13%	11%	8%	7%
Men	19%	20%	18%	15%	14%	10%	11%	7%
Women	28%	19%	14%	16%	12%	12%	6%	7%
White	25%	17%	16%	15%	12%	12%	11%	8%
African American	20%	27%	22%	18%	10%	9%	0%	5%
Hispanic/Latinx	17%	25%	17%	14%	16%	13%	6%	6%
Under 45	20%	22%	15%	12%	16%	14%	9%	9%
45-64	30%	13%	17%	22%	6%	8%	7%	4%
65+	22%	27%	25%	13%	7%	4%	3%	4%
Northeast	25%	13%	18%	18%	10%	10%	9%	10%
Midwest	31%	20%	16%	18%	10%	16%	6%	4%
South	20%	22%	22%	16%	13%	8%	9%	7%
West	20%	21%	8%	11%	16%	12%	8%	8%
Non-college	32% ↑	21%	12%	18%	14%	10%	3% ↓	7%
College	15% ↓	18%	20%	13%	11%	12%	13% ↑	8%

Q2. [IF YES TO Q1] And what eating or drinking change or changes did you start at the beginning of this year “January 2020”? Please select up to two.

TYPES OF DIETARY CHANGES (CONT.)

Q2. [IF YES TO Q1] And what eating or drinking change or changes did you start at the beginning of this year “January 2020”? Please select up to two.

	Vegan diet	Flexitarian diet	Mediterranean diet	DASH diet	Whole30	Paleo diet	Other
Total	7%	5%	5%	5%	4%	4%	10%
Men	10%	7%	6%	8% ↑	5%	6% ↑	6%
Women	4%	4%	4%	1% ↓	3%	1% ↓	14%
White	6%	6%	7%	6%	5%	5%	7%
African American	8%	7%	0%	4%	0%	0%	12%
Hispanic/ Latinx	6%	2%	5%	0%	3%	3%	18%
Under 45	9%	7%	5%	7%	5%	6% ↑	7%
45-64	2%	3%	5%	1%	4%	1%	15%
65+	5%	0%	7%	0%	0%	0%	23%
Northeast	3%	1%	5%	2%	5%	4%	12%
Midwest	5%	6%	5%	6%	0%	4%	11%
South	8%	9%	5%	4%	5%	5%	6%
West	9%	5%	6%	8%	6%	3%	12%
Non-college	6%	4%	2% ↓	4%	2%	1% ↓	12%
College	7%	6%	9% ↑	6%	6%	7% ↑	8%

REASONS FOR DIETARY CHANGES

	Improve health	To change appearance/lose weight	To make environmentally conscious dietary choices	Take advantage of workplace/healthcare incentives	Other
Total	41%	35%	12%	10%	2%
Men	38%	29%	16%	14%	2%
Women	45%	41%	6%	6%	2%
White	45%	32%	12%	11%	1%
African American	44%	41%	9%	6%	0%
Hispanic/ Latinx	32%	40%	10%	10%	9% ↑
Under 45	38%	33%	13%	13%	3%
45-64	43%	37%	11%	7%	1%
65+	60%	40%	0%	0%	0%
Northeast	42%	42%	5%	6%	6%
Midwest	47%	39%	8%	6%	0%
South	43%	32%	12%	12%	0%
West	36%	29%	19% ↑	15%	2%
Non-college	43%	40%	10%	5% ↓	2%
College	39%	30%	13%	16% ↑	2%

Q3. [IF YES TO Q1]
Which of the following best describes why you started this change in your eating or drinking habits?

MAINTENANCE OF DIETARY CHANGES

Q4. [IF YES TO Q1] And to what extent are you still following the eating or drinking changes you adopted at the start of this year?

	Exactly as planned	Somewhat as planned	I'm not following at all
Total	57%	41%	2%
Men	69% ↑	30% ↓	1%
Women	44% ↓	53% ↑	3%
White	64% ↑	36%	0% ↓
African American	45%	53%	3%
Hispanic/Latinx	45%	46%	9% ↑
Under 45	65% ↑	32% ↓	3%
45-64	44% ↓	55% ↑	1%
65+	42%	58%	0%
Northeast	56%	43%	2%
Midwest	57%	39%	3%
South	60%	38%	2%
West	55%	43%	2%
Non-college	44% ↓	53% ↑	3%
College	70% ↑	29% ↓	1%

DIFFICULTY OF DIET MAINTENANCE

Q5. [IF Q4=1 OR 2] On a scale from one to five, with one being very difficult and five being very easy, how easy has it been for you to stick with the eating or drinking changes you started in January?

	Total difficult (1-2)	Neither easy nor difficult (3)	Total easy (4-5)
Total	14%	27%	59%
Men	9% ↓	15% ↓	76% ↑
Women	20% ↑	41% ↑	39% ↓
White	11%	26%	63%
African American	12%	34%	54%
Hispanic/ Latinx	26% ↑	22%	52%
Under 45	14%	19% ↓	67% ↑
45-64	13%	39% ↑	48% ↓
65+	20%	43%	37% ↓
Northeast	20%	28%	52%
Midwest	3% ↓	41% ↑	56%
South	12%	24%	64%
West	19%	20%	61%
Non-college	20% ↑	39% ↑	41% ↓
College	8% ↓	16% ↓	76% ↑

REASONS FOR SUCCESSFUL DIET MAINTENANCE

	Motivated to improve long-term health	Very motivated	Changes make sense for lifestyle	Encouraged by the results	Enjoy the food
Total	27%	23%	22%	21%	20%
Men	26%	26%	18%	19%	18%
Women	28%	19%	25%	23%	22%
White	25%	24%	21%	25%	19%
African American	44%	19%	16%	20%	15%
Hispanic/ Latinx	18%	23%	27%	10%	12%
Under 45	21%	24%	21%	18%	20%
45-64	39%	21%	24%	25%	20%
65+	32%	26%	17%	26%	22%
Northeast	24%	19%	28%	22%	25%
Midwest	32%	26%	21%	23%	15%
South	26%	24%	18%	23%	16%
West	27%	23%	21%	18%	24%
Non-college	32%	20%	23%	24%	18%
College	22%	26%	20%	18%	22%

Q6. [IF Q4=1 OR 2] Why do you think you have been at least somewhat successful at sticking with the eating or drinking changes you started in January? Please select up to two.

REASONS FOR SUCCESSFUL DIET MAINTENANCE (CONT.)

	Increased energy/feeling good	Support of family and friends	Affordable changes	Motivated by financial incentives
Total	17%	17%	13%	11%
Men	18%	18%	12%	14%
Women	16%	16%	15%	7%
White	18%	16%	14%	11%
African American	19%	19%	10%	9%
Hispanic/ Latinx	19%	24%	17%	12%
Under 45	19%	20%	14%	14%
45-64	15%	11%	12%	7%
65+	13%	17%	11%	2%
Northeast	20%	19%	6%	7%
Midwest	17%	25%	12%	10%
South	14%	15%	15%	13%
West	20%	12%	18%	11%
Non-college	20%	16%	13%	9%
College	15%	18%	13%	12%

Q6. [IF Q4=1 OR 2] Why do you think you have been at least somewhat successful at sticking with the eating or drinking changes you started in January? Please select up to two.

CHALLENGES TO DIET MAINTENANCE

Q7. [IF Q4=1 OR 2] What, if anything, has been your biggest challenge in maintaining the eating or drinking changes you had planned? Please select up to two.

	Very stressed	The changes take time	The changes are restrictive	The changes are expensive	Very busy	Very hungry	The changes are consuming thoughts
Total	17%	17%	16%	15%	15%	14%	11%
Men	17%	21%	17%	14%	17%	14%	15%
Women	17%	11%	15%	16%	12%	15%	7%
White	18%	16%	17%	17%	16%	15%	11%
African American	17%	16%	11%	10%	19%	5%	5%
Hispanic/ Latinx	14%	22%	8%	13%	12%	20%	14%
Under 45	19%	19%	16%	15%	17%	15%	10%
45-64	16%	13%	19%	16%	15%	13%	15%
65+	2%	9%	5%	14%	0%	15%	4%
Northeast	6%	13%	11%	15%	11%	23%	11%
Midwest	21%	19%	20%	12%	19%	9%	6%
South	23%	15%	13%	15%	17%	16%	15%
West	16%	19%	20%	17%	13%	10%	11%
Non-college	20%	13%	13%	13%	14%	14%	7%
College	14%	20%	19%	17%	16%	15%	15%

CHALLENGES TO DIET MAINTENANCE (CONT.)

	Not seeing results	Not sure how to stick with changes	Do not like the food	Not motivated	Do not have support of family and friends	Other	Did not find it challenging
Total	9%	9%	6%	5%	4%	5%	10%
Men	8%	8%	5%	7%	5%	3%	8%
Women	11%	11%	6%	4%	4%	7%	14%
White	12%	6%	5%	4%	4%	4%	10%
African American	6%	19%	5%	8%	8%	10%	17%
Hispanic/Latinx	2%	11%	10%	10%	4%	5%	10%
Under 45	9%	11%	7%	5%	6%	3%	8%
45-64	7%	7%	3%	5%	1%	7%	10%
65+	22%	4%	4%	9%	0%	10%	31%
Northeast	10%	9%	9%	6%	2%	7%	13%
Midwest	10%	11%	3%	2%	4%	6%	12%
South	10%	7%	6%	6%	3%	5%	8%
West	8%	11%	5%	6%	7%	3%	10%
Non-college	7%	13%	8%	6%	5%	5%	15%
College	12%	6%	3%	5%	4%	5%	6%

Q7. [IF Q4=1 OR 2] What, if anything, has been your biggest challenge in maintaining the eating or drinking changes you had planned? Please select up to two.

WHY NO DIETARY CHANGES?

Q9. [IF NO TO Q1] Why did you not start any changes to your eating or drinking habits at the start of this year (January 2020)? Please check all that apply.

	No interest in changing current habits	Don't make new year lifestyle changes	Already have healthy habits	Diets do not work long term	Already made changes before the new year
Total	31%	26%	24%	13%	12%
Men	37%	27%	26%	11%	13%
Women	26%	26%	23%	15%	12%
White	34%	29%	25%	13%	12%
African American	24%	16%	22%	14%	4%
Hispanic/ Latinx	23%	25%	23%	13%	21%
Under 45	24%	23%	21%	10%	10%
45-64	30%	25%	25%	14%	15%
65+	43%	34%	30%	18%	13%
Northeast	26%	20%	29%	11%	15%
Midwest	34%	25%	24%	13%	10%
South	33%	27%	25%	13%	13%
West	31%	33%	21%	16%	13%
Non-college	33%	27%	23%	15%	10%
College	28%	26%	26%	11%	15%

WHY NO DIETARY CHANGES? (CONT.)

Q9. [IF NO TO Q1] Why did you not start any changes to your eating or drinking habits at the start of this year (January 2020)? Please check all that apply.

	No money to make changes	Unsure what to change	Made other non-dietary changes	Too busy to make changes	Other
Total	10%	8%	7%	6%	8%
Men	7%	10%	6%	7%	4%
Women	12%	7%	8%	6%	11%
White	9%	9%	5%	6%	6%
African American	13%	6%	18%	5%	15%
Hispanic/Latinx	10%	10%	6%	10%	10%
Under 45	15%	11%	6%	10%	9%
45-64	7%	10%	7%	5%	8%
65+	7%	3%	8%	2%	4%
Northeast	9%	9%	7%	6%	11%
Midwest	14%	7%	8%	6%	6%
South	7%	10%	6%	6%	8%
West	8%	8%	7%	7%	8%
Non-college	12%	8%	8%	7%	8%
College	7%	9%	6%	5%	8%

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