

D1 The next few questions are about your dietary preferences. Have you followed any of the following types of diets or food choices in the past? Choose all that apply.

	Total	Gender		Age Range			Regions						HH Income	
		Male	Female	18-34	35-54	55+	BC	AB	SK/MB	ON	QC	ATL	<\$75K	\$75K+
Vegetarian (do not eat meat, but may eat dairy and egg products)	18%	14%	21%	27%	16%	13%	25%	13%	12%	21%	16%	8%	17%	20%
Intermittent fasting	16%	16%	15%	18%	17%	12%	22%	16%	12%	19%	5%	18%	12%	21%
No/reduced dairy	14%	13%	16%	17%	16%	11%	19%	11%	10%	18%	8%	16%	14%	15%
Keto diet	11%	9%	13%	10%	12%	10%	13%	15%	12%	12%	5%	11%	8%	14%
Reduced/low gluten	10%	9%	10%	5%	15%	9%	14%	8%	8%	10%	6%	16%	7%	12%
Pescatarian (eat seafood, but not other animals)	7%	5%	9%	11%	6%	5%	9%	3%	4%	9%	7%	4%	7%	7%
Detox diet or cleansing	7%	6%	8%	5%	10%	6%	17%	9%	6%	5%	4%	5%	6%	9%
Gluten-free (no gluten at all)	6%	6%	7%	4%	7%	8%	7%	5%	4%	7%	5%	9%	5%	8%
Vegan (do not eat any animal products)	6%	5%	7%	9%	7%	3%	11%	4%	7%	6%	6%	1%	5%	7%
Paleo diet	4%	6%	3%	3%	6%	4%	9%	5%	5%	4%	2%	5%	2%	7%
Other	9%	7%	11%	7%	10%	9%	7%	14%	10%	10%	6%	5%	11%	7%
None of the above/no special food choices	52%	56%	48%	41%	50%	61%	43%	50%	59%	47%	63%	56%	55%	47%

D2 Do you currently follow any of the following types of diets or food choices? Choose all that apply.

	Total	Gender		Age Range			Regions						HH Income	
		Male	Female	18-34	35-54	55+	BC	AB	SK/MB	ON	QC	ATL	<\$75K	\$75K+
No/reduced dairy	11%	10%	11%	12%	11%	9%	11%	11%	3%	12%	9%	14%	12%	11%
Intermittent fasting	8%	9%	7%	7%	11%	6%	8%	7%	8%	10%	4%	14%	7%	10%
Vegetarian (do not eat meat, but may eat dairy and egg products)	5%	4%	6%	10%	4%	2%	4%	4%	3%	6%	7%	2%	8%	4%
Reduced/low gluten	5%	4%	6%	4%	7%	5%	7%	3%	3%	6%	5%	5%	3%	6%
Keto diet	4%	4%	4%	3%	5%	4%	5%	4%	3%	4%	4%	3%	4%	5%
Gluten-free (no gluten at all)	3%	4%	2%	2%	4%	4%	2%	2%	3%	4%	3%	5%	2%	4%
Pescatarian (eat seafood, but not other animals)	3%	3%	3%	3%	3%	2%	1%	1%	1%	5%	2%	2%	4%	3%
Vegan (do not eat any animal products)	2%	2%	2%	5%	2%	0%	4%	1%	2%	2%	4%	1%	2%	2%
Paleo diet	2%	2%	1%	2%	3%	1%	2%	1%	3%	1%	2%	3%	1%	3%
Detox diet or cleansing	1%	2%	1%	1%	3%	0%	0%	0%	1%	1%	2%	1%	2%	1%
Other	6%	4%	7%	2%	6%	8%	9%	8%	4%	6%	4%	3%	6%	5%
None of the above/no special food choices	67%	70%	65%	63%	66%	71%	65%	71%	75%	62%	73%	69%	67%	65%

D3 What are the main reasons that you currently follow this/these specific diet(s)? Choose all that apply for each column.

		Gender		Age Range					Regions						HI Income	
		Total	Male	Female	18-34	35-54	55+	BC	AB	SK/MB	ON	QC	ATL	<\$7K	\$7K+	
Better for the environment/planet	Pescatarian	19%	21%	18%	16%	20%	24%	9%	5%	14%	30%	13%	7%	22%	18%	
	Vegetarian	40%	40%	39%	52%	28%	29%	30%	25%	38%	47%	46%	21%	45%	38%	
	Vegan	14%	14%	14%	17%	13%	8%	29%	11%	25%	11%	10%	6%	10%	17%	
	Gluten-free	3%	7%	1%	0%	2%	7%	0%	0%	0%	3%	5%	3%	3%	0%	
	Reduced/low gluten	6%	7%	6%	8%	4%	6%	4%	0%	0%	5%	12%	8%	7%	7%	
	No/reduced dairy	22%	24%	21%	14%	32%	24%	16%	51%	9%	21%	18%	33%	17%	23%	
	Keto diet	3%	5%	2%	2%	7%	0%	0%	0%	0%	3%	5%	9%	4%	3%	
	Paleo diet	3%	5%	2%	5%	3%	0%	0%	0%	0%	0%	10%	9%	4%	3%	
	Detox diet or cleansing	2%	3%	2%	2%	4%	0%	0%	0%	0%	3%	5%	0%	2%	3%	
	Intermittent fasting	7%	11%	5%	1%	16%	9%	8%	0%	13%	6%	7%	12%	5%	11%	
	Other	10%	10%	9%	4%	17%	14%	24%	27%	0%	6%	8%	7%	7%	14%	
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Against animal cruelty/eating animals	Pescatarian	15%	17%	15%	18%	21%	8%	2%	0%	14%	30%	21%	11%	30%	20%	
	Vegetarian	46%	49%	43%	58%	32%	38%	38%	58%	38%	43%	61%	20%	53%	39%	
	Vegan	17%	15%	18%	18%	22%	10%	44%	15%	25%	9%	20%	9%	15%	17%	
	Gluten-free	3%	4%	5%	0%	10%	0%	0%	0%	0%	4%	6%	0%	3%	4%	
	Reduced/low gluten	7%	4%	9%	4%	5%	1%	5%	1%	0%	11%	8%	0%	0%	14%	
	No/reduced dairy	14%	21%	8%	6%	20%	22%	17%	51%	9%	12%	6%	25%	7%	24%	
	Keto diet	4%	7%	3%	3%	8%	0%	0%	0%	0%	3%	6%	13%	5%	4%	
	Paleo diet	4%	3%	5%	3%	7%	0%	0%	0%	0%	0%	11%	13%	7%	0%	
	Detox diet or cleansing	4%	6%	3%	3%	8%	0%	0%	0%	0%	4%	10%	0%	0%	0%	
	Intermittent fasting	1%	2%	0%	0%	2%	0%	0%	0%	13%	0%	0%	0%	0%	2%	
	Other	8%	6%	10%	3%	12%	9%	17%	25%	0%	8%	0%	11%	9%	4%	
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Less expensive/cost	Pescatarian	13%	15%	12%	17%	8%	2%	0%	0%	30%	11%	0%	0%	23%	9%	
	Vegetarian	24%	19%	29%	31%	18%	10%	0%	0%	19%	46%	21%	14%	30%	22%	
	Vegan	13%	12%	14%	19%	12%	0%	11%	0%	24%	6%	29%	11%	13%	17%	
	Gluten-free	2%	6%	0%	0%	8%	0%	0%	0%	0%	11%	0%	0%	4%	0%	
	Reduced/low gluten	6%	8%	5%	3%	8%	0%	8%	1%	0%	8%	13%	1%	0%	0%	
	No/reduced dairy	19%	26%	15%	13%	17%	40%	22%	22%	19%	11%	16%	48%	16%	21%	
	Keto diet	3%	0%	5%	5%	0%	0%	0%	0%	0%	12%	0%	0%	5%	0%	
	Paleo diet	6%	10%	5%	9%	6%	0%	0%	0%	0%	23%	17%	8%	7%	7%	
	Detox diet or cleansing	4%	4%	5%	3%	8%	0%	0%	0%	0%	1%	1%	0%	0%	0%	
	Intermittent fasting	18%	21%	12%	17%	30%	0%	13%	55%	31%	8%	6%	38%	7%	30%	
	Other	12%	12%	10%	9%	17%	14%	46%	23%	7%	4%	5%	0%	8%	14%	
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Religious beliefs	Pescatarian	9%	6%	9%	6%	9%	6%	5%	0%	5%	0%	0%	0%	5%	0%	
	Vegetarian	9%	16%	0%	0%	11%	17%	0%	0%	14%	10%	0%	11%	9%	0%	
	Vegan	12%	23%	0%	21%	12%	0%	0%	0%	23%	12%	0%	12%	16%	0%	
	Gluten-free	6%	0%	14%	0%	0%	24%	0%	0%	17%	0%	0%	15%	0%	0%	
	Reduced/low gluten	11%	0%	25%	14%	0%	18%	0%	0%	20%	1%	0%	0%	0%	0%	
	No/reduced dairy	18%	20%	17%	36%	0%	20%	0%	0%	0%	16%	31%	0%	0%	39%	
	Keto diet	14%	16%	13%	16%	21%	0%	0%	0%	0%	26%	27%	35%	0%	0%	
	Paleo diet	14%	7%	23%	16%	20%	0%	0%	0%	0%	25%	27%	34%	0%	0%	
	Detox diet or cleansing	9%	1%	13%	16%	7%	0%	0%	0%	0%	0%	28%	0%	23%	0%	
	Intermittent fasting	9%	17%	0%	0%	13%	14%	0%	0%	100%	0%	0%	50%	0%	12%	
	Other	19%	10%	21%	15%	33%	0%	100%	0%	0%	9%	0%	23%	18%	14%	
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Allergies/intolerance	Pescatarian	5%	6%	2%	4%	4%	4%	2%	0%	5%	0%	0%	9%	2%	0%	
	Vegetarian	7%	4%	8%	15%	0%	7%	0%	4%	0%	11%	5%	0%	15%	2%	
	Vegan	4%	4%	4%	11%	2%	0%	5%	8%	14%	2%	9%	0%	6%	3%	
	Gluten-free	19%	26%	15%	12%	21%	24%	9%	11%	27%	20%	20%	39%	9%	24%	
	Reduced/low gluten	14%	15%	25%	14%	14%	14%	0%	20%	24%	21%	11%	0%	0%	0%	
	No/reduced dairy	48%	51%	45%	49%	48%	47%	59%	50%	19%	52%	33%	49%	55%	47%	
	Keto diet	4%	5%	4%	5%	5%	3%	5%	11%	0%	0%	12%	9%	10%	0%	
	Paleo diet	4%	4%	4%	9%	3%	0%	7%	0%	13%	0%	12%	9%	4%	5%	
	Detox diet or cleansing	2%	2%	2%	3%	2%	0%	0%	0%	0%	2%	0%	0%	2%	2%	
	Intermittent fasting	1%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
	Other	6%	2%	8%	2%	8%	6%	15%	17%	0%	2%	0%	7%	6%	5%	
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Weight loss	Pescatarian	2%	2%	2%	2%	4%	0%	4%	2%	0%	3%	2%	0%	2%	3%	
	Vegetarian	7%	8%	6%	4%	6%	4%	4%	0%	1%	3%	0%	11%	9%	0%	
	Vegan	3%	3%	3%	11%	0%	0%	4%	0%	0%	0%	13%	0%	2%	4%	
	Gluten-free	3%	4%	2%	0%	5%	4%	0%	0%	0%	5%	5%	5%	4%	3%	
	Reduced/low gluten	9%	8%	10%	6%	10%	9%	16%	6%	10%	9%	3%	7%	3%	12%	
	No/reduced dairy	14%	11%	14%	14%	14%	23%	14%	17%	5%	14%	21%	13%	24%	20%	
	Keto diet	26%	20%	34%	25%	24%	30%	26%	30%	17%	27%	26%	21%	33%	24%	
	Paleo diet	8%	9%	7%	7%	14%	3%	15%	6%	11%	3%	10%	21%	8%	10%	
	Detox diet or cleansing	5%	5%	6%	7%	8%	0%	3%	0%	0%	7%	8%	6%	8%	4%	
	Intermittent fasting	40%	41%	34%	41%	41%	41%	44%	41%	24%	49%	40%	43%	37%	45%	
	Other	18%	13%	24%	9%	21%	25%	23%	28%	35%	14%	23%	0%	16%	20%	
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Weight maintenance	Pescatarian	7%	3%	13%	8%	8%	6%	4%	0%	0%	15%	3%	3%	13%	6%	
	Vegetarian	10%	12%	10%	10%	10%	10%	11%	0%	12%	18%	0%	0%	15%	25%	
	Vegan	1%	2%	0%	4%	0%	0%	4%	0%	0%	5%	0%	0%	3%	1%	
	Gluten-free	5%	6%	3%	0%	7%	3%	0%	0%	0%	6%	9%	13%	5%	5%	
	Reduced/low gluten	19%	16%	23%	17%	20%	18%	22%	15%	12%	20%	25%	8%	12%	23%	
	No/reduced dairy	15%	11%	17%	17%	15%	17%	0%	5%	13%	4%	11%	12%	14%	20%	
	Keto diet	16%	17%	16%	15%	18%	15%	18%	20%	21%	11%	18%	23%	27%	12%	
	Paleo diet	7%	7%	8%	11%	10%	0%	9%	6%	16%	0%	18%	15%	6%	10%	
	Detox diet or cleansing	7%	8%	7%	7%	13%	0%	3%	0%	5%	12%	9%	7%	8%	7%	
	Intermittent fasting	16%	14%	22%	13%	18%	18%	14%	21%	14%	11%	24%	13%	17%	21%	
	Other	18%	12%	20%	12%	20%	16%	44%	29%	19%	6%	0%	0%	10%	17%	
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Weight gain	Pescatarian	11%	10%	13%	6%	29%	0%	30%	0%	0%	21%	0%	0%	7%	16%	
	Vegetarian	10%	11%	12%	10%	10%	10%	9%	0%	2%	0%	1%	0%	1%	2%	
	Vegan	8%	15%	0%	25%	0%	0%	0%	0%	0%	10%	12%	0%	0%	14%	
	Gluten-free	5%	10%	0%	0%	14%	0%	0%	0%	0%	7%	9%	0%	0%	10%	
	Reduced/low gluten	15%	3%	30%	14%	5%	24%	0%	0%	46%	17%	15%	14%	6%	16%	
	No/reduced dairy	42%	43%	41%	46%	43%	34%	0%	29%	0%	27%	0%	18%	6%	8%	
	Keto diet	11%	9%	13%	10%	25%	0%	0%	0%	0%	0%	32%	15%	37%	0%	
	Paleo diet	10%	10%	11%	20%	12%	0%	0%	0%	54%	0%	22%	15%	18%	8%	
	Detox diet or cleansing	8%	9%	7%	10%	15%	0%	0%	0%	0%	0%	22%	12%	21%	3%	
	Intermittent fasting	16%	10%	24%	4%	6%	33%	15%	0%	0%	17%	21%	13%	24%	9%	
	Other	15%	8%	20%	13%	23%	9%	0%	0%	12%	0%	0%	2%	26%	4%	
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Believe it's generally healthier for me	Pescatarian	11%	12%	10%	16%	11%	7%	3%	6%	7%	16%	10%	7%	14%	10%	
	Vegetarian	16%	14%	17%	11%	11%	12%	8%</								

D3 What are the main reasons that you currently follow this/these specific diet(s)? Choose all that apply for each column.

Among Diet Currently Following in D2	Pescatarian	Vegetarian	Vegan	Gluten-free	Reduced/low gluten	No/reduced dairy	Keto diet	Paleo diet	Detox diet or cleansing	Intermittent fasting	Other
Against animal cruelty/eating animals	76%	74%	65%	9%	12%	11%	7%	16%	25%	1%	12%
Better for the environment	69%	81%	65%	9%	13%	21%	7%	16%	25%	10%	19%
Believe it's generally healthier for me	69%	53%	57%	12%	69%	41%	59%	79%	75%	68%	50%
Less expensive/cost	28%	23%	30%	3%	6%	9%	2%	16%	17%	11%	10%
	8	12	7	1	3	10	1	3	2	9	6
Weight maintenance	28%	23%	4%	15%	40%	17%	44%	42%	67%	50%	31%
Allergies/intolerance	21%	17%	26%	79%	58%	60%	15%	26%	25%	1%	14%
Specific health issues (e.g., diabetes, heart condition)	21%	15%	30%	33%	19%	22%	24%	53%	17%	15%	38%
Weight gain	17%	9%	13%	6%	12%	9%	10%	21%	25%	9%	10%
Dislike this type of food	14%	21%	4%	3%	8%	12%	7%	16%	17%	0%	17%
Weight loss	10%	17%	17%	12%	21%	18%	83%	58%	58%	65%	41%
Religious beliefs	0%	4%	13%	3%	6%	4%	7%	16%	17%	2%	7%
Other	10%	4%	9%	6%	10%	6%	7%	16%	25%	5%	12%

