

YouGov Survey for Tonight with Trevor McDonald

The Atkins Diet

Sample Size: 4577; fieldwork 29 July-1 August 2003

	Gender		Diets people are on						
	Male	Female	Full Atkins diet now	Keep mostly to principles of Atkins diet	Atkins (All)	Full low-cal diet now	Keep mostly to principles of low-cal diet	Low Cal (All)	No diet
Weighted N	2190	2387	111	184	295	466	1151	1616	2637
Unweighted N	2200	2377	111	190	301	441	1131	1572	2670

As you probably know, there are a number of different diets. Most involve reducing the number of calories and/or reducing the amount of fat in your diet. However, the Atkins diet is different; it involves eating fewer carbohydrates (e.g. bread, rice, potatoes) but not cutting down on fatty high-calorie foods such as cheese and eggs.

Which of the following statements MOST applies to you?

I currently use the Atkins diet	2	2	3	100	0	38	0	0	0	0
I currently try to keep to the principles of the Atkins diet most of the time	4	4	4	0	100	62	0	0	0	0
I currently use a low-fat/calorie diet	10	6	14	0	0	0	100	0	29	0
I currently try to keep to the principles of a low-fat/calorie diet most of the time	25	21	30	0	0	0	0	100	71	0
I am not currently on either the Atkins diet or a low fat/calorie diet	58	68	49	0	0	0	0	0	0	100

(To those not currently on a diet) In the past five years have you...

Tried the Atkins diet	1	1	2	0	0	0	0	0	0	1
Tried a low-calorie/fat diet	24	16	34	0	0	0	0	0	0	24
Tried both	3	1	4	0	0	0	0	0	0	3
Tried neither	72	82	60	0	0	0	0	0	0	72

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(To those who are now on a diet or have been in past five years) **Have you found your diet effective in reducing your weight?**

Effective	68	66	68	92	81	85	80	60	66	63
Not effective	24	24	25	5	8	7	15	28	24	34
Don't know	8	9	7	3	11	8	4	12	10	3

Have you experienced any side effects, positive or negative, apart from any weight you may have lost?

Yes, have experienced side effects	19	18	20	50	29	37	17	14	15	24
No, have not	78	79	77	50	70	62	81	82	82	73
Don't know	3	3	3	1	2	1	2	4	3	3

(To all) **Of your friends and family how many people do you know on the Atkins diet?**

None	52	56	48	10	13	12	47	52	51	57
1 or 2	31	27	36	42	50	47	39	34	35	27
3 to 6	9	7	11	40	28	33	11	8	9	7
7 to 12	1	1	1	7	2	3	0	0	0	1
More than a dozen	1	1	1	2	3	2	0	1	0	0
Don't know	7	9	5	0	4	3	2	5	4	9

	Gender		Diets people are on							
	Total	Male	Female	Full Atkins diet now	Keep mostly to principles of Atkins diet	Atkins (All)	Full low-cal diet now	Keep mostly to principles of low-cal diet	Low Cal (All)	No diet
If a friend asked you for your advice about dieting, would you...										
Recommend the Atkins diet	8	6	9	83	60	69	3	2	3	4
Recommend a low-calorie/fat diet	41	33	48	3	8	6	75	64	67	28
Not make any recommendations	47	56	39	12	30	23	19	31	27	61
Don't know	5	5	4	3	3	3	3	3	3	6
Results of medical research have recently been published and reported in the media, which indicated that the Atkins diet may be bad for the health of some people who try it. Do you think...?										
This is probably very serious – it's a bad idea to go on the Atkins diet	15	14	17	1	0	1	24	19	20	14
This may be serious – more work needs to be done to get to the truth	57	54	59	50	49	50	57	64	62	54
It's probably just another medical 'scare story' and shouldn't be taken too seriously	16	17	15	46	46	46	10	11	11	16
Don't know	12	15	9	2	4	3	9	7	7	16