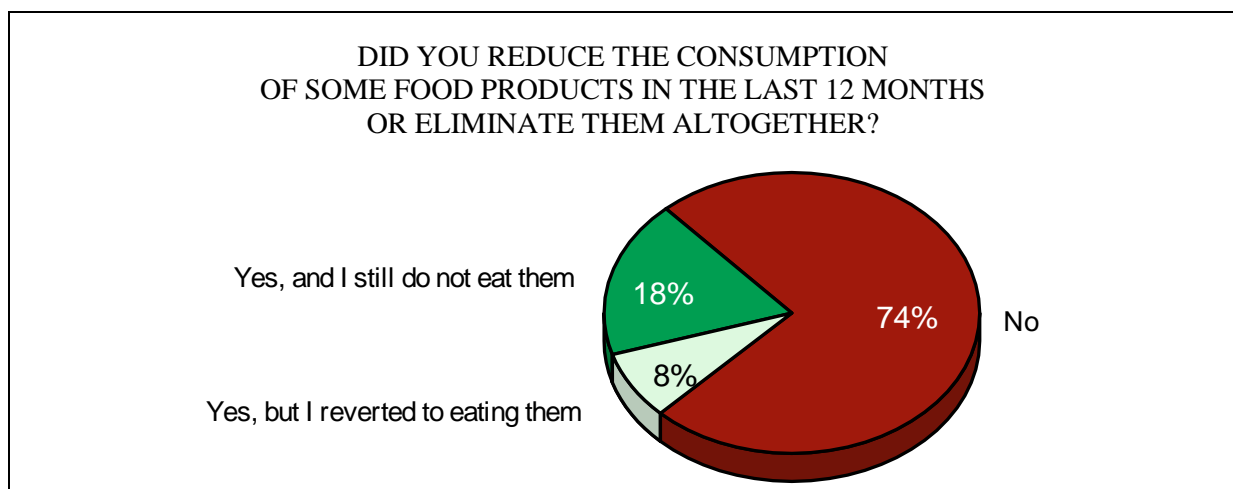


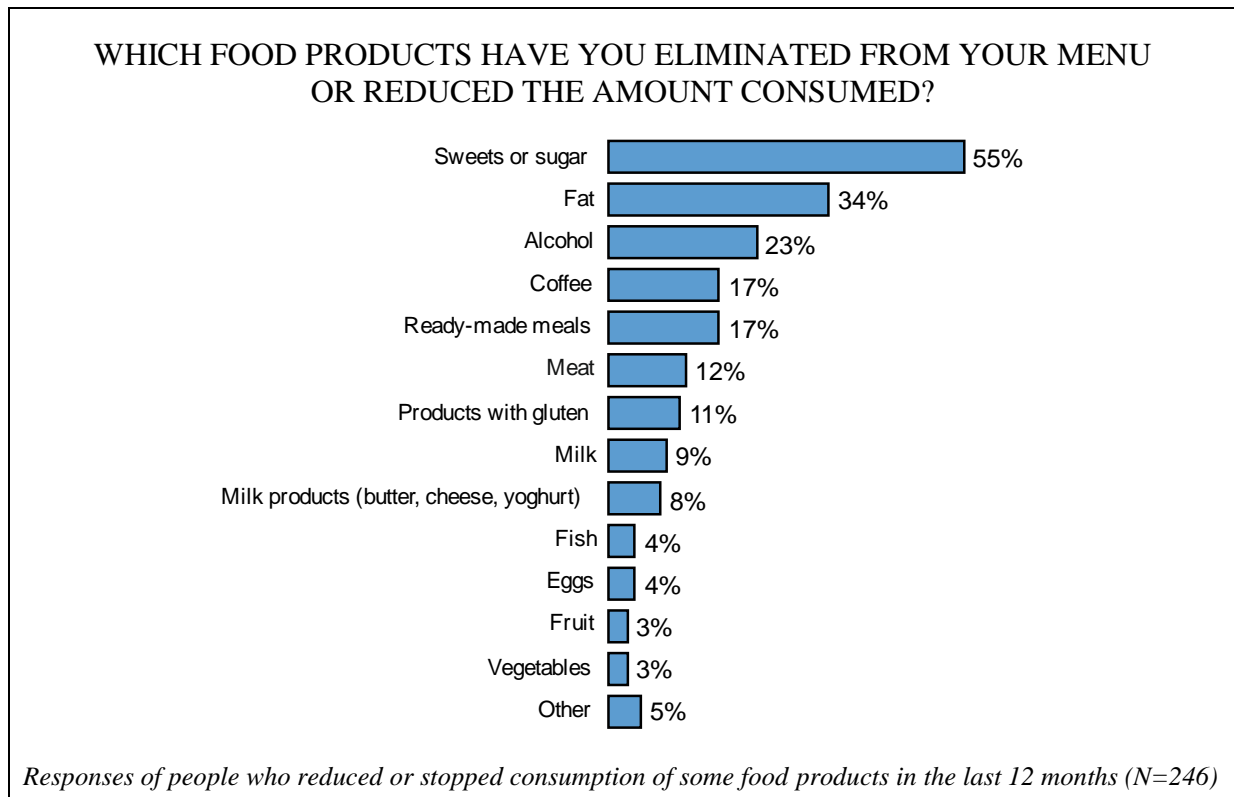
## DIETARY HABITS

The popularity of different kinds of diets is increasing. On the one hand, physicians and dieticians advise conscious nutrition as a positive phenomenon, as it makes people healthier. On the other hand, they warn against rash and unreasonable diet that eliminates valuable food, especially in case of children.

Overall, 9% of adult Poles declare being on a special diet (specific nutrition program) in the last 12 months. Moreover, over a quarter of adults (26%) claim that they eliminated some products from their menu, at least temporarily.



The majority of respondents who eliminated some foods mention reducing or avoiding completely sugar and sweets, while one-third mentioned fat, and a quarter drink less alcohol. A relatively large number mentioned coffee and ready-made meals.



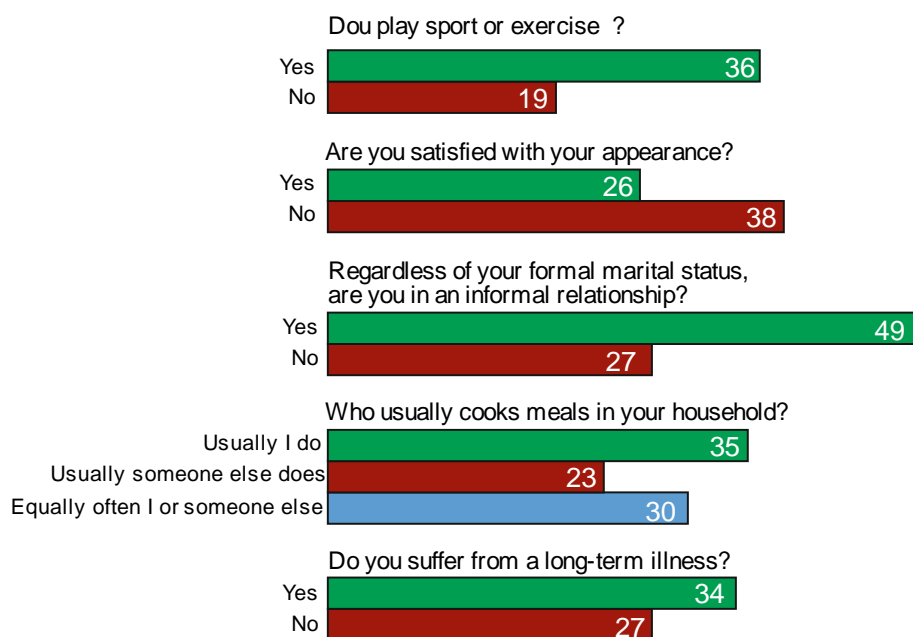
Three reasons for going on a diet were mentioned most commonly: slimming (36%), healthy nutrition or better lifestyle (35%) and health problems (34%). Less commonly, respondents mentioned advice from a physician (23%), while other reasons appeared sporadically.

Considering all nutrition programs mentioned in the survey, it can be said that, altogether, 30% of respondents were on some kind of diet in the last year; among them, 26% eliminated or reduced consumption of some food products.

The analysis of socio-demographic determinants indicates that a special diet was most common among young people aged 18-24 (40%), people in informal relationships (49%), those living in biggest cities with over half a million inhabitants (42%), the best educated (38%), and those with monthly per capita income of more than 1,500 PLN (37%). Women (33%) go on a diet more frequently than men (26%).

Special nutrition is also associated with playing sport, dissatisfaction with appearance, and cooking meals at home. It can also be noted that patients suffering from long-term diseases go on a diet more often than healthy people.

## PROPORTION OF RESPONDENTS ON A SPECIAL DIET IN THE LAST YEAR



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More information about this topic can be found in CBOS report in Polish: *"Dietary habits"*, August 2014. Fieldwork for national sample: July 2014, N=943. The random address sample is representative for adult population of Poland.