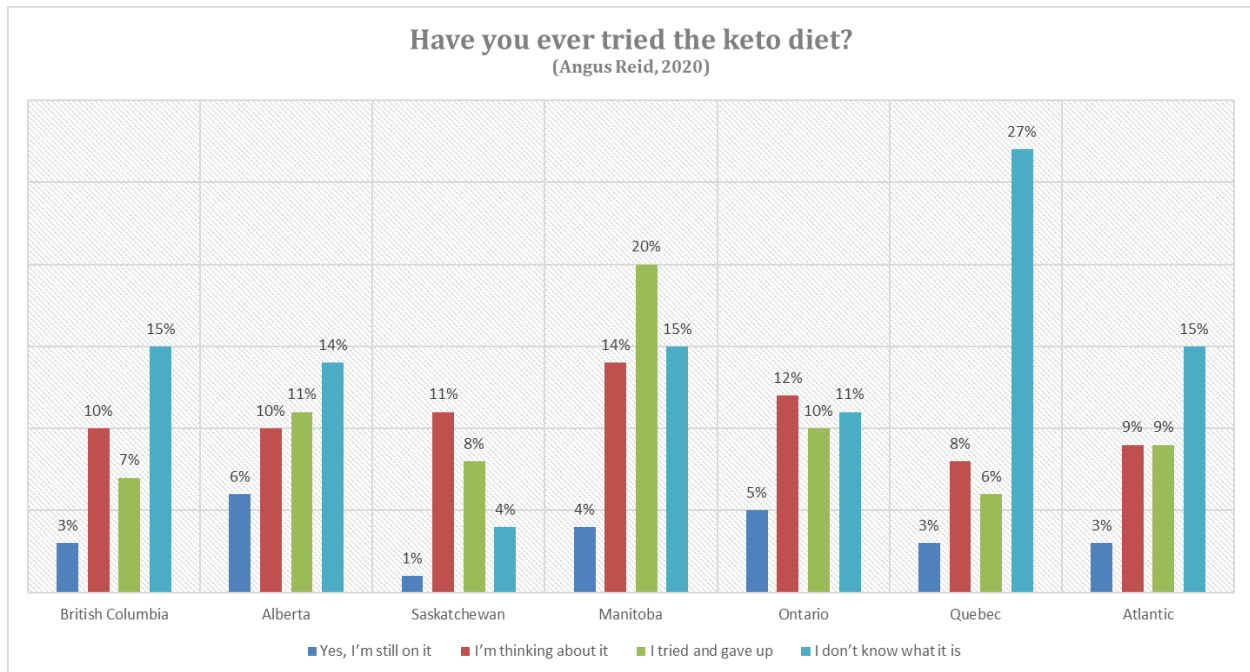


New survey suggests more than twice as many Canadians have tried and dropped the “Keto diet” than Canadians still on it

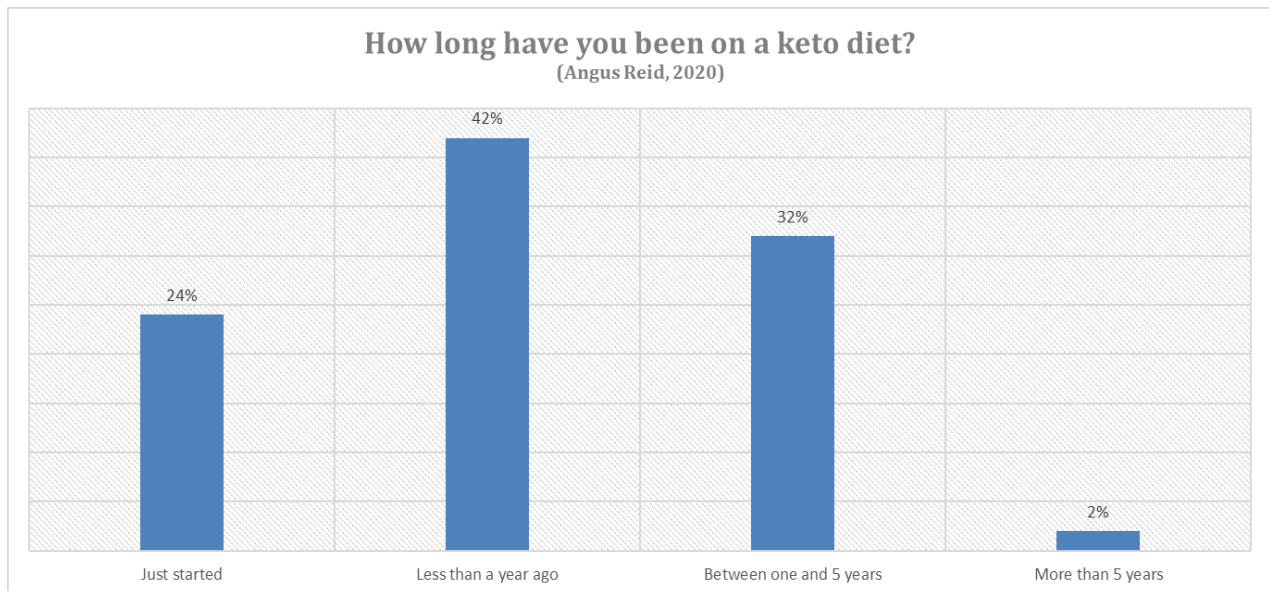
HALIFAX, NS. (January 17, 2020) – Since January is “diet and health” month, the **Agri-Food Analytics Lab** at **Dalhousie University** is releasing results of a cross-Canada survey on the Keto diet.ⁱ Over the last few years, the Keto diet is arguably one of the most popular diets in North America. Some food products are now labelled as “Keto products”. Even though the ketogenic diet, a high-fat, calorie-restricted diet used to treat epileptic seizures in children, little is known about this diet for consumers without such condition.ⁱⁱ This survey seeks to better understand why Canadians are attracted to this popular diet. It is advertised as a weight-loss wonder, but this eating plan is a medical diet that comes with serious risks.

In partnership with **Angus Reid**, the survey looks at reasons why Canadians are following the Keto diet, challenges or pursuing such regime and reasons why some have given up on it.

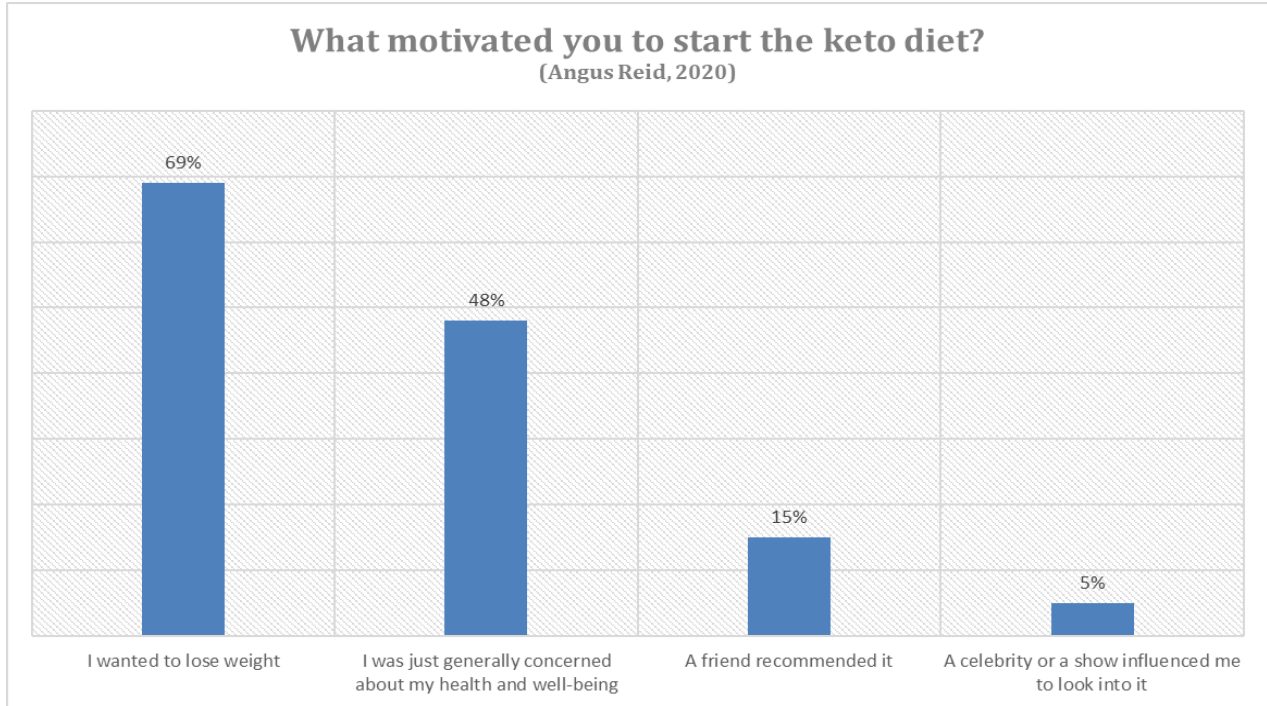


Results suggest that 4% of Canadians are following the Keto diet while 10% are thinking about it. **Alberta** has the highest percentage of people on the Keto diet, at 6%. The lowest rate is in **Saskatchewan**. The highest rate of consumers thinking about following the Keto diet is in **Manitoba**, at 14%. 27% of **Quebec** respondents have never heard of the Keto diet. People **earning more than \$100,000 a year** are three times more likely to be follow the Keto diet than those earning less than \$50,000. Both **men** and **women** have the same Keto dieting rate, at 4%.

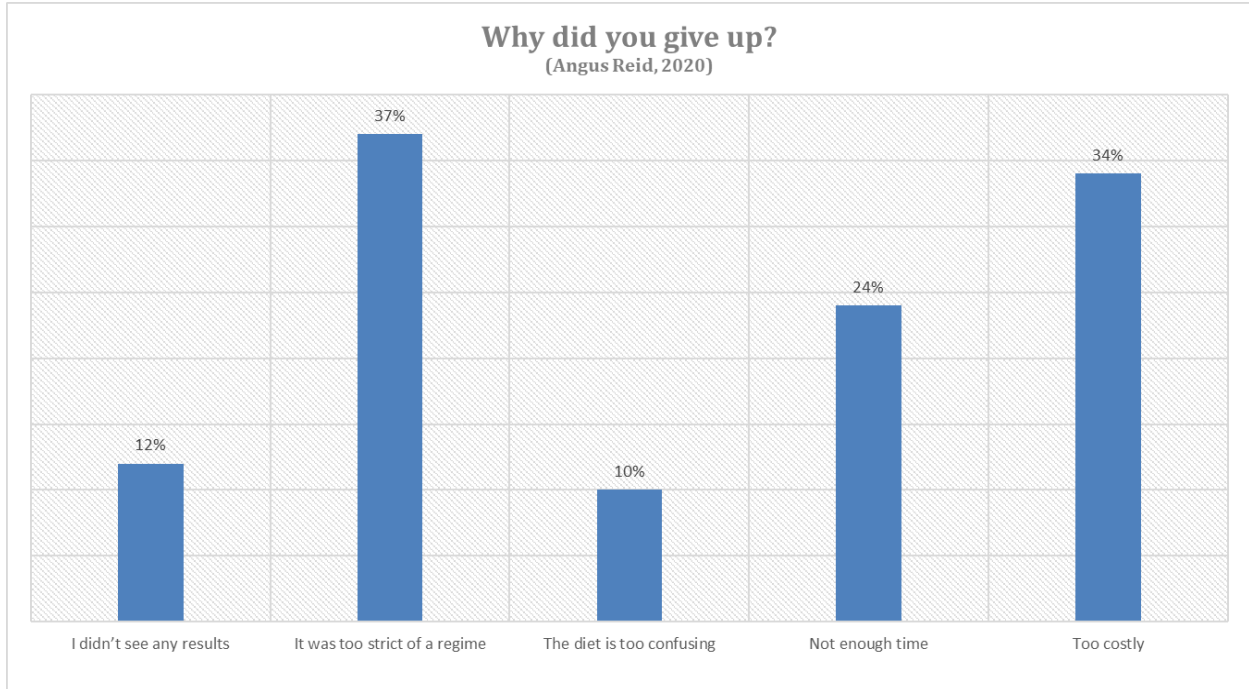
Interestingly, more than twice as many Canadians have tried and dropped the Keto diet (9%) than Canadians who remain with the program. Of Canadians who are on the Keto diet, **24% have just started**, **42% started less than a year ago**. Only 2% of those who are on the Keto diet have been **on it for at least 5 years**.



The survey also looked at the underlying motivations for consumers to start the Keto diet in the first place. Most Canadians who are on the Keto diet stated that they **wanted to lose weight** (69%). A total of 48% were generally concerned about their health and well-being. While 15% of Canadians who are on the Ketogenic diet started their diet as a **result of a friend recommending it**, 5% stated that they were influenced by a **celebrity or television show**.



Canadians were also surveyed on reasons why they stopped following the Keto diet. While 12% mentioned they **did not see any results**, 37% felt the diet **was too strict**. Since someone is required to spend more on **meat products**ⁱⁱⁱ, 34% of respondents felt the diet was **too expensive**. Finally, 24% felt the Keto diet is requires too much time and 10% felt the diet was **too confusing**.



Finally, health professionals state that the Keto diet may promote quick weight loss, but it does not necessarily mean following it is a healthy way to live. The Agri-Food Analytics suggest to those interested in following the Keto diet, or any other diets for that matter, to consult a health professional before doing so.

ⁱ 1,502 Canadians were surveyed in January 2020. National Omni, Angus Reid, Jan. 10, 2020. The sample carries a margin of error of +/- 3.1 percentage points, 19 times out of 20. Discrepancies in or between totals are due to rounding.

ⁱⁱ Simply put, short for “ketogenic diet,” the Keto diet is all about minimizing carbs and increasing fats to get the body to use fat as a form of energy.

ⁱⁱⁱ The Keto diet is known to be anywhere between 10% to 25% more expensive than regular diets, due to its high fat and animal protein content.

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