

Weight-loss survey on new diet polled more than 200,000 people in the US

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The New Mayo Clinic Diet, the official dietary program developed by Mayo Clinic, released key findings this week from its Diet Mindset Assessment. This survey of over 200,000 consumers in the U.S.

provided insights into their mindsets when beginning a new diet program. Survey information was compiled and reviewed by Digital Wellness, a world-leading digital health platform that powers the world's most renowned and trusted weight-loss brands.

Key findings of the survey include:

- Health is a key motivator. Approximately 83% of participants valued health above all other aspirations. This follows a global trend of health and wellness self-care, amid the COVID-19 pandemic.
- Health surpassed [physical appearance](#) as an aspiration by more than fivefold—a finding that is consistent within the survey. Respondents reported they are more intrinsically motivated to achieve a healthy weight rather than by external factors.
- Over 55% of participants had dieted at least six times, indicating that people in the U.S. are seeking sustainable and sensible solutions to healthy weight management.

"It's rather a unique survey because of its large scale, and that it explores the psychology of a dieter's mindset," says Donald Hensrud, M.D., medical editor of "The Mayo Clinic Diet." "We wanted to learn more about the motivations and aspirations around weight loss, and if a stage of readiness or sense of identity played a role in a [diet](#) program's results."

A total of 209,269 people completed the mindset questionnaire. Most were females (86%) who were 31 to 70 years old. The average age was 52. The average body mass index of people who completed the questionnaire was 32.3, with 30% being classified as overweight and 56% as obese. In this sample, 40% had dieted one to five times and 22% had dieted six to 10 times. The survey was commissioned by Digital Wellness in collaboration with Mayo Clinic Press.

"The [survey](#) indicates that people are ready for a [lifestyle change](#) for good reasons—mainly to improve their health. That's good news," says Dr. Hensrud. "It means a lifestyle-changing dietary program—like the New Mayo Clinic Diet—will be a good fit for them and is more likely to have positive results that will last for a long time."

More information: Learn more about the New Mayo Clinic Diet and sign up for the program: diet.mayoclinic.org/us/

Provided by Mayo Clinic

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