



PUBLIC POLL FINDINGS AND METHODOLOGY

Most Americans are uninformed about gut health and the microbiome

A new Ipsos poll conducted on behalf of MDVIP finds that many Americans are unsure of whether gut health is a fad, and many are uninformed about implications of gut health

Topline Findings

Washington, DC, May 2023 — A new Ipsos poll, conducted on behalf of MDVIP, finds that most Americans are uninformed about the gut microbiome and its impact on general health and well-being. The survey finds that many Americans have learned to live with their digestive issues, and one in five feel they have tried many things to resolve their problems but now feel they are at a dead end. Half of Americans have tried mindful eating for reasons related to their gut, and two in five have tried over-the-counter products like laxatives or probiotics. Where there are differences among perceptions, knowledge-level, and experiences, they are most frequently seen between age groups, income brackets, and gender.

Detailed Findings

1. Seven in ten Americans rate their overall health and well-being as excellent or good (71%), while 68% of those aged 45-64 rate their overall health as excellent or good. Sixty-nine percent of Americans aged 45-64 rate their digestive health as good or excellent compared to 74% of those aged 65+ and 60% of those aged 18-44. One third of Americans aged 18-44 say their digestive or gut health is in fair condition, this compares to 22% of those aged 65 and older and one quarter (24%) of those aged 45-64.
 - Those who work full time are more likely to say they have good or excellent overall health and well-being (79%), mental health (74%) and digestive and gut health (69%), than those who are not employed (55%, 48%, and 55% respectively). Those who are retired are also more likely to report better mental health (83%) and digestive health (75%) than those who are not employed.
 - Men (72%) and women (70%) are equally likely to report they have excellent or good overall health and well-being, but men are more likely to say they have excellent or good mental health (75%) and digestive health (74%) than women (64% and 59% respectively). Taking a deeper look, men are nearly three times more likely to say their digestive health is excellent (21%) than women (8%).
 - Among 11 common terms related to digestive and gut health, Americans are most familiar with the term “food allergy” (75%). Americans are at least familiar with the terms “leaky gut syndrome” (27%) and “small intestine bacterial overgrowth (SIBO)” (25%). Women are significantly more likely to say they are familiar with irritable bowel syndrome (IBS) (69%) than men (50%). Women are also more likely to say they are familiar with inflammatory bowel diseases, like Crohn’s, (63%) than men (48%).
2. Eighteen percent of Americans report that they have been diagnosed with hemorrhoids, and those aged 65+ are more likely to say this than their younger counterparts. One in six (15%) Americans report that they have been diagnosed with gastroesophageal reflux disease (GERD), including 19% of those aged 45-64.



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- About one in ten Americans (12%) report they have been diagnosed with a food allergy, and 9% say they have been diagnosed with a food sensitivity. Eighteen percent of Americans say they have not been formally diagnosed with a food sensitivity, but they believe they have this condition. Younger Americans are more likely to say they have been diagnosed with a food allergy (16%) or sensitivity (14%) than older Americans aged 65+ (5% and 4% respectively). One in five Americans say they have either been formally diagnosed with IBS (9%) or they think they have the condition, but have not been diagnosed (10%).
 - Women are more likely to report that they have been diagnosed with IBS (13%) than men (4%). Men and women are equally likely to report that they think they have digestive health conditions, like IBS, (10% each), inflammatory bowel diseases (6% men, 4% women), celiac disease (5% men, 4% women), but have not been diagnosed. Women (20%) and men (16%) are also equally likely to say they think they have a food intolerance or sensitivity but have not been formally diagnosed. Those who work full time (12%) are more likely to say they believe they have IBS but have not been diagnosed than those who are retired (3%).
 - One third of Americans report they experience abdominal discomfort or pain at least a few times per month (34%). Forty percent of Americans report they experience bloating at least a few times a month, with 5% reporting they experience it daily. Women are more likely to report experiencing bloating a few times a week or more (26%) than men (11%). Women are also twice as likely to report experiencing abdominal pain and discomfort (19%) a few times per week or more than men (8%). Americans who have lower household incomes (under \$50,000 annually) are also more likely to report having gas or gas pain (34%), diarrhea (15%), constipation (23%), heartburn (27%), and reflux (24%) than Americans who have a household income of over \$100,000 (16%, 8%, 7%, 10%, and 10%, respectively).
3. When asked about various behaviors related to taking care of their own health, 82% of Americans say they mostly cook or prepare their meals at home, 82% report staying hydrated throughout the day, and three-quarters say they minimize alcohol consumption (72%). Three in five Americans report reading the labels on items before purchasing or consuming them (59%), and older Americans aged 65+ are more likely to say this (70%) than those aged 18-44 (52%). Two in five Americans also report reducing their intake of processed food (60%), or reducing their sugar, salt, and saturated fats (64%).
- Americans who live in higher income households are more likely than their middle and lower income counterparts to report always or often doing behaviors to promote health. For instance, Americans in higher income households are more likely to say they are reducing their intake of processed foods (71%) than middle income Americans (59%) and lower income Americans (45%). They are also more likely to say they are reducing added sugar, salt, and saturated fat (77%), compared to 57% of middle income and 52% of lower income Americans. Higher income Americans are also more likely to report eating a healthy, well-balanced diet (77%), getting enough exercise (56%), maintaining a healthy weight (71%) and managing/reducing stress (74%) than lower income Americans (58%, 44%, 59%, and 55% respectively).
 - Women are also more likely to say they partake in certain health-promoting behaviors than men, such as preparing meals at home (86% of women, 78% of men), reading the

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label before buying/consuming foods (65% of women, 53% of men), minimizing their intake of alcohol (79% of women, 67% of men), and getting an annual physical exam (72% of women compared to 62% of men).

- For reasons related to their gut, half of Americans report they have engaged in mindful eating (50%) or have taken over-the-counter digestive products like laxatives or fiber supplements (46%). Forty-one percent report having taken over-the-counter probiotics. One in three Americans (32%) reports they have done or are currently fasting (not as religious practice). One in five Americans report they have tried or are currently on a dairy-free diet (21%), which is especially true of those aged 18-44 (26%) compared to 15% of those aged 65+. One in five Americans also reports having done or currently doing a vegetarian/vegan/plant-based diet (19%). Again, younger Americans aged 18-44 are more likely to say this (27%) than Americans aged 65+ (13%). Americans are least likely to say they have tried or are currently doing a Low-FODMAP diet (8%). Fourteen percent of Americans say they have tried or are currently doing a gluten-free diet. Men are more likely to report having tried or currently doing a low-FODMAP diet (13% of men compared to 4% of women). When it comes to other practices, women are more likely to say they have tried or currently do mindful eating (55%) than men (44%). Women are also more likely to report having taken or currently taking over-the-counter digestive products (55%) and over-the-counter probiotics (49%) than men (36% and 32% respectively).
 - Looking at health conditions, Americans are most likely to report being concerned about cancer (61%), followed by heart disease (56%), arthritis (56%), and their mental health/emotional well-being (55%). Younger Americans are more likely to be concerned with their mental health/emotional well-being (61%) than Americans aged 65+ (42%). Just under half report they are concerned with their digestive or gut health (48%), with insignificant differences between aged groups.
4. Regarding their gut health and their primary care physician, about half of Americans say they have talked to their doctor about what they are eating (51%), and 38% say they have talked to their doctor about their digestive health. The same number of Americans would like to talk to a registered dietitian to help improve their diet (38%). Young Americans aged 18-44 are more likely to say this (45%) than those aged 65+ (28%). Half of Americans say they would rather talk to a specialist about their digestive health (50%). Two in five Americans say they talk more about their digestive issues with their family/friends than their doctor (41%), while a similar proportion rely on the internet for research and advice on their digestive health (40%). Women (45%) are more likely than men (34%) to say they rely on the internet for research and advice on their digestive issues. A quarter of Americans (26%) report they experience digestive issues but have not discussed them with their doctor, and 24% report they are embarrassed talking with their doctor about gas or bowel movements. Americans with lower incomes (36%) are more likely to say they are embarrassed talking to their doctor about gas and bowel movements than the general population and those who live in higher income households (16%).
- Twenty-eight percent of Americans say they had a condition that was not properly diagnosed or addressed by a doctor, and this is especially true of Americans aged 18-44 (35%) compared to those aged 65+ (18%). Along the same lines, one-in-three Americans (31%) say certain concerns they brought up during an appointment were not taken seriously by their doctor. Thirty-two percent of Americans say they felt too embarrassed to bring up certain health concerns with their doctor.

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- Those with lower incomes (under \$50,000) are more likely to report dissatisfactory experiences with their doctors than Americans who are middle or higher income. A majority of lower income Americans say they have had to wait longer than they'd like to get a doctor's appointment (52%) compared to two in five middle (41%) and upper income (39%) Americans. They are also nearly twice as likely to report feeling rushed during an appointment (41%) compared to just a quarter of those making more than \$100,000 per year. Lower income Americans are also more likely to say that issues they brought up with their doctor were not taken seriously (42%) than middle income (31%) and higher income (24%) Americans. Lower (37%) and middle (33%) Americans are also more likely to say they had a condition that wasn't properly diagnosed, compared to just 18% of Americans earning \$100,000 or more.
 - Women are also more likely than men to report bringing up issues and not been taken seriously (38% of women, 24% of men), to have felt rushed (38% of women, 24% of men), to have a condition that was not properly diagnosed (34% of women, 21% of men), and to wait longer than they would like for appointments (51% of women, 35% of men).
 - Sixteen percent of Americans report they have seen a nutritionist or dietitian in the last 10 years, and this is especially true of Americans aged 18-44 (22%) compared to those aged 45-64 (9%) or those over the aged of 65 (11%). A quarter of Americans (24%) report that they have seen a gastroenterologist in the last 10 years. There are no significant differences between the age groups. One quarter of Americans report they have had a depression, and/or stress/anxiety screening performed or checked by their doctor in the last year (23%). Women (30%) are twice as likely as men (15%) to report having had a stress/anxiety/depression screening in the last year, as are those with middle incomes (29%) compared to higher incomes (18%). Higher income (47%) and middle income (45%) Americans are more likely to say they have had their blood sugar checked by a doctor in the last year than those who are lower income (33%).
5. About half of Americans are unsure of whether the attention being brought to gut health is real or a fad (47%). Seven in ten Americans agree that there is no right diet for everyone managing digestive issues, and women (77%) are more likely to say this than men (62%). Younger Americans aged 18-44 are less likely to agree (62%) than those aged 65+ (82%). Three in five Americans (61%) also say that certain foods seem to give them problems (gas, bloating, abdominal pain, diarrhea, constipation, etc.), but those aged 18-44 (67%) are more likely to say this than those aged 65+ (53%). Two in five Americans agree that the standard American diet is healthy as long as people eat sweets in moderation (41%). Americans of all age groups are likely to say this at the same rate. However, Americans without a college degree (46%) are more likely to agree than those with a degree (32%).
6. Half of Americans say they have learned to live with their digestive issues (49%), and a similar number (47%) say that gas and bloating are a normal part of life and something they worry about. Americans aged 65+ are less likely to agree with this (35%), compared to those aged 18-44 (53%). Nearly three in ten (28%) say that digestive issues impact the quality of their life, with one-third of Americans 18-44 (34%) saying this. Those with lower incomes (38%) are more likely to report that their digestive health has negatively impacted their quality of life compared to those with middle (25%) and higher incomes (22%). One in five Americans (20%) say nothing they have tried to resolve their digestive issues has worked, and they are at a dead end, including 30% of those 18-44, while 14% of 45-64-year-olds say this and just 7% of those aged 65+.



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7. For the quiz section of the survey, 85% of Americans received a failing grade, 10% received a grade of a “D”, 4% received a “C”, 1% received a “B”, and no one who took the quiz received an “A” grade. There are no differences by age group. Those who earn less than \$50,000 per year are more likely to have failed (90%) than those who earn more than \$100,000 per year (81%). Although neither group performed well on the quiz, those with a college degree were less likely to receive a score of “F” (78%) compared to 89% without a degree. Most Americans who did not answer correctly conceded that they did not know the correct answer to the question.
- Forty-seven percent of Americans know that there is more bacteria living in the gut than there are cells in the entire body, while 8% said this was false and 45% did not know. Half of men (50%) and 44% of women answered this correctly. Forty percent of Americans know that most of the immune system (70-80%) is located in the gut, while over half (52%) said they did not know and 9% said this was false. Thirty-one percent of Americans incorrectly believe that the bacteria living in the gut get their food from the bloodstream, while 54% don’t know and 14% answered correctly. Men (37%) were more likely to give an inaccurate answer than women (27%), while women were more likely to respond that they do not know (61%) than men (46%). Almost half of Americans (48%) know that humans are unable to process certain vitamins without the help of the gut microbiome. Half of men (53%) and 44% of women answered this correctly, while women were more likely to say they do not know (51%) than men (40%). Seventy-eight percent answered correctly that humans have both good and bad bacteria constantly in the body, and women were more likely to get this correct (83%) than men (74%). Those with higher incomes (81%) also answered this correctly at a higher rate than those with an income under \$50,000 (72%).
 - Sixty-nine percent of Americans answered incorrectly that the average adult should have a bowel movement every day, while just 13% answered correctly that this is false. Men (68%) and women (70%) were equally likely to get this question wrong. Forty-seven percent answered correctly that constipation is defined as three or fewer bowel movements a week. Fifty-three percent of Americans answered correctly that poor sleep can be a sign of an unhealthy gut, with about half of men (50%) and 57% of women answering correctly. Younger Americans under age 45 were more likely to get this correct (60%) than Americans aged 45 and older (48%).
 - One-third of Americans (35%) are aware that skin irritations like eczema and psoriasis can be a sign of poor gut health, while 13% answered incorrectly and 51% did not know. Men (32%) and women (38%) were equally likely to answer this correctly. Those working full time (39%) were also more likely to answer correctly than those who are retired (26%). About half of Americans are aware that an unhealthy gut can cause brain fog (49%) while 43% don’t know. Women (56%) were more likely to answer this question correctly than men (41%). About half of Americans are aware that people with digestive disorders, like IBS and Crohn’s, are at higher risk for depression and anxiety (51%). There were no statistical differences between men (47%) and women (55%) responding to this question.
 - Just one in three Americans are aware that antibiotics kill both the good and bad bacteria in your gut (30%), while the same number answered incorrectly that antibiotics only kill bad bacteria (29%). Americans with higher incomes (19%) were less likely to answer incorrectly than those with middle incomes (36%) and lower incomes (39%). Most Americans are aware that a lack of physical activity can lead to constipation and bloating



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(66%) while 6% answered incorrectly and 27% did not know. Women were significantly more likely to answer this question correctly (75%) than men (56%), while men (34%) were more likely than women (22%) to say they did not know.

- The survey also explored knowledge of pre and probiotic foods. This section received the highest proportion of “don’t know” responses. Seventy-three percent said they did not know if a Jerusalem artichoke is a prebiotic or probiotic food, but 15% did answer correctly that it is a prebiotic. Men (15%) and women (15%) were equally likely to respond correctly about Jerusalem artichokes. Sixty-eight percent of Americans said they were unsure of whether miso is a prebiotic or probiotic, but 15% answered correctly that it is a probiotic food. Men (19%) were more likely than women (11%) to answer correctly concerning miso. Just 22% of Americans know that sauerkraut is a probiotic, while 58% did not know. Americans are most informed about kombucha, where 30% correctly answered that it is a probiotic. Men (30%) and women (31%) were equally likely to answer that kombucha is a probiotic food, while those earning more than \$100,000 per year (36%) were more likely to get this question correct than lower income (25%) Americans.
- Americans are also most likely to be aware that stress (68% answered correctly) and sleep (67% answered correctly) impact the balance of good and bad bacteria in the gut. There were no major demographic differences among those answering correctly about stress’ impact on the microbiome. However, women (74%) were more likely to answer correctly that sleep impacts the balance of bacteria in the gut than men (59%). Americans were less informed about how the following impact the gut microbiome: spending time in nature (43% answered correctly), living in a city compared to a rural area (38% answered correctly), how infants are fed (36% answered correctly), use of hand sanitizer (32% answered correctly), and living with a dog (29% answered correctly). Younger Americans aged 18-44 were more likely to answer correctly concerning hand sanitizer’s impact on the gut microbiome (40%) than Americans aged 45-64 and those over aged 65 (26% each). Younger Americans ages 18-44 (44%) were also more likely to correctly say that how infants are fed impacts the balance of the gut microbiome than those aged 45 and older (29%).



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MDVIP / Ipsos Gut Health IQ Survey

Topline Findings

These are the results of a MDVIP/Ipsos poll conducted between March 28-29, 2023. For this survey, a sample of 1,005 adults aged 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.8 percentage points for all respondents. The sample also includes 451 respondents aged 18-44, 311 respondents aged 45-64, and 243 respondents aged 65+.

For complete results, please refer to the following annotated questionnaire:

Full Annotated Questionnaire

1. How would you rate the following?

Total Excellent/Good

	Total	Age 18-44	Age 45-64	Age 65+
Overall health and well-being	71%	70%	68%	75%
Mental health	69%	58%	76%	82%
Digestive/gut health	66%	60%	69%	74%

Total Fair/Poor

	Total	Age 18-44	Age 45-64	Age 65+
Digestive/gut health	34%	40%	31%	26%
Mental health	31%	42%	24%	18%
Overall health and well-being	29%	30%	32%	25%

a. Overall health and well-being

	Total	Age 18-44	Age 45-64	Age 65+
Excellent	15%	18%	15%	10%
Good	55%	52%	54%	65%
Fair	26%	26%	26%	24%
Poor	4%	3%	5%	1%
Total Excellent/Good	71%	70%	68%	75%
Total Fair/Poor	29%	30%	32%	25%

b. Digestive/gut health

	Total	Age 18-44	Age 45-64	Age 65+
Excellent	14%	14%	16%	13%
Good	52%	46%	53%	62%
Fair	28%	33%	24%	22%
Poor	6%	7%	8%	4%
Total Excellent/Good	66%	60%	69%	74%
Total Fair/Poor	34%	40%	31%	26%



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1. How would you rate the following? (Continued)

c. Mental health

	Total	Age 18-44	Age 45-64	Age 65+
Excellent	25%	18%	26%	37%
Good	44%	40%	50%	45%
Fair	23%	31%	18%	15%
Poor	8%	11%	6%	2%
Total Excellent/Good	69%	58%	76%	82%
Total Fair/Poor	31%	42%	24%	18%

2. How familiar are you with the following, if at all?

Total Familiar

	Total	Age 18-44	Age 45-64	Age 65+
Food allergy	75%	79%	69%	73%
Food intolerance / sensitivity	69%	75%	65%	62%
Probiotics	66%	71%	64%	62%
Irritable bowel syndrome (IBS)	60%	63%	60%	54%
Gastroesophageal reflux disease (GERD)	57%	56%	56%	63%
Inflammatory bowel disease (e.g., Crohn's disease, ulcerative colitis)	56%	60%	55%	48%
Prebiotics	52%	58%	49%	43%
Celiac disease	43%	49%	39%	35%
Gut microbiome	33%	40%	30%	24%
Leaky gut syndrome	27%	32%	26%	19%
Small intestine bacterial overgrowth (SIBO)	25%	31%	24%	14%

Total Not Familiar

	Total	Age 18-44	Age 45-64	Age 65+
Small intestine bacterial overgrowth (SIBO)	75%	69%	76%	86%
Leaky gut syndrome	73%	68%	74%	81%
Gut microbiome	67%	60%	70%	76%
Celiac disease	57%	51%	61%	65%
Prebiotics	48%	42%	51%	57%
Inflammatory bowel disease (e.g., Crohn's disease, ulcerative colitis)	44%	40%	45%	52%
Gastroesophageal reflux disease (GERD)	43%	44%	44%	37%
Irritable bowel syndrome (IBS)	40%	37%	40%	46%
Probiotics	34%	29%	36%	38%
Food intolerance / sensitivity	31%	25%	35%	38%
Food allergy	25%	21%	31%	27%

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2. How familiar are you with the following, if at all? (Continued)

a. Probiotics

	Total	Age 18-44	Age 45-64	Age 65+
Very familiar	24%	29%	19%	18%
Somewhat familiar	43%	41%	44%	44%
I have heard of this, but that's about it	29%	25%	29%	36%
I have never heard of this	5%	4%	7%	2%
Total Familiar	66%	71%	64%	62%
Total Not Familiar	34%	29%	36%	38%

b. Prebiotics

	Total	Age 18-44	Age 45-64	Age 65+
Very familiar	14%	19%	7%	12%
Somewhat familiar	39%	39%	42%	31%
I have heard of this, but that's about it	35%	27%	39%	48%
I have never heard of this	12%	15%	11%	9%
Total Familiar	52%	58%	49%	43%
Total Not Familiar	48%	42%	51%	57%

c. Gut microbiome

	Total	Age 18-44	Age 45-64	Age 65+
Very familiar	9%	15%	3%	6%
Somewhat familiar	24%	25%	27%	18%
I have heard of this, but that's about it	28%	29%	29%	25%
I have never heard of this	38%	31%	41%	52%
Total Familiar	33%	40%	30%	24%
Total Not Familiar	67%	60%	70%	76%

d. Food intolerance / sensitivity

	Total	Age 18-44	Age 45-64	Age 65+
Very familiar	22%	30%	14%	17%
Somewhat familiar	47%	45%	51%	46%
I have heard of this, but that's about it	24%	21%	23%	34%
I have never heard of this	7%	4%	12%	4%
Total Familiar	69%	75%	65%	62%
Total Not Familiar	31%	25%	35%	38%

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2. How familiar are you with the following, if at all? (Continued)

e. Food allergy

	Total	Age 18-44	Age 45-64	Age 65+
Very familiar	26%	35%	20%	18%
Somewhat familiar	48%	45%	49%	55%
I have heard of this, but that's about it	21%	17%	22%	27%
I have never heard of this	5%	4%	9%	*
Total Familiar	75%	79%	69%	73%
Total Not Familiar	25%	21%	31%	27%

f. Celiac disease

	Total	Age 18-44	Age 45-64	Age 65+
Very familiar	13%	19%	10%	5%
Somewhat familiar	30%	30%	29%	30%
I have heard of this, but that's about it	40%	35%	42%	47%
I have never heard of this	17%	16%	18%	18%
Total Familiar	43%	49%	39%	35%
Total Not Familiar	57%	51%	61%	65%

g. Small intestine bacterial overgrowth (SIBO)

	Total	Age 18-44	Age 45-64	Age 65+
Very familiar	6%	10%	4%	2%
Somewhat familiar	19%	21%	20%	13%
I have heard of this, but that's about it	29%	27%	28%	32%
I have never heard of this	46%	42%	48%	54%
Total Familiar	25%	31%	24%	14%
Total Not Familiar	75%	69%	76%	86%

h. Leaky gut syndrome

	Total	Age 18-44	Age 45-64	Age 65+
Very familiar	6%	9%	2%	3%
Somewhat familiar	22%	23%	23%	17%
I have heard of this, but that's about it	36%	35%	37%	34%
I have never heard of this	37%	33%	37%	47%
Total Familiar	27%	32%	26%	19%
Total Not Familiar	73%	68%	74%	81%

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2. How familiar are you with the following, if at all? (Continued)

i. Irritable bowel syndrome (IBS)

	Total	Age 18-44	Age 45-64	Age 65+
Very familiar	20%	28%	17%	8%
Somewhat familiar	40%	35%	43%	46%
I have heard of this, but that's about it	33%	31%	29%	45%
I have never heard of this	7%	6%	11%	1%
Total Familiar	60%	63%	60%	54%
Total Not Familiar	40%	37%	40%	46%

j. Inflammatory bowel disease (e.g., Crohn's disease, ulcerative colitis)

	Total	Age 18-44	Age 45-64	Age 65+
Very familiar	16%	22%	13%	5%
Somewhat familiar	40%	38%	42%	42%
I have heard of this, but that's about it	36%	32%	36%	47%
I have never heard of this	8%	8%	9%	5%
Total Familiar	56%	60%	55%	48%
Total Not Familiar	44%	40%	45%	52%

k. Gastroesophageal reflux disease (GERD)

	Total	Age 18-44	Age 45-64	Age 65+
Very familiar	22%	25%	21%	19%
Somewhat familiar	35%	31%	35%	44%
I have heard of this, but that's about it	30%	29%	34%	28%
I have never heard of this	12%	16%	10%	9%
Total Familiar	57%	56%	56%	63%
Total Not Familiar	43%	44%	44%	37%

3. Please choose the statement that best describes you as it relates to these conditions:

a. Food intolerance / sensitivity

	Total	Age 18-44	Age 45-64	Age 65+
I have been diagnosed with this	9%	14%	7%	4%
I think I have this, but have not been formally diagnosed	18%	23%	11%	16%
I have not been diagnosed with this	73%	63%	81%	80%



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3. Please choose the statement that best describes you as it relates to these conditions: (Continued)

b. Food allergy

	Total	Age 18-44	Age 45-64	Age 65+
I have been diagnosed with this	12%	16%	9%	5%
I think I have this, but have not been formally diagnosed	11%	16%	6%	7%
I have not been diagnosed with this	78%	68%	85%	88%

c. Celiac disease

	Total	Age 18-44	Age 45-64	Age 65+
I have been diagnosed with this	2%	4%	1%	-
I think I have this, but have not been formally diagnosed	4%	9%	1%	-
I have not been diagnosed with this	94%	87%	98%	100%

d. Small intestine bacterial overgrowth (SIBO)

	Total	Age 18-44	Age 45-64	Age 65+
I have been diagnosed with this	2%	3%	1%	*
I think I have this, but have not been formally diagnosed	4%	8%	1%	*
I have not been diagnosed with this	94%	89%	98%	100%

e. Leaky gut syndrome

	Total	Age 18-44	Age 45-64	Age 65+
I have been diagnosed with this	3%	4%	3%	*
I think I have this, but have not been formally diagnosed	4%	7%	2%	1%
I have not been diagnosed with this	93%	89%	95%	99%

f. Irritable bowel syndrome (IBS)

	Total	Age 18-44	Age 45-64	Age 65+
I have been diagnosed with this	9%	10%	11%	2%
I think I have this, but have not been formally diagnosed	10%	18%	3%	4%
I have not been diagnosed with this	81%	72%	86%	94%

g. Inflammatory bowel disease (e.g., Crohn's disease, ulcerative colitis)

	Total	Age 18-44	Age 45-64	Age 65+
I have been diagnosed with this	5%	8%	3%	1%
I think I have this, but have not been formally diagnosed	5%	9%	2%	*
I have not been diagnosed with this	90%	83%	95%	99%

PUBLIC POLL FINDINGS AND METHODOLOGY

3. Please choose the statement that best describes you as it relates to these conditions: (Continued)

h. Gastroesophageal reflux disease (GERD)

	Total	Age 18-44	Age 45-64	Age 65+
I have been diagnosed with this	15%	13%	19%	13%
I think I have this, but have not been formally diagnosed	8%	15%	3%	3%
I have not been diagnosed with this	77%	73%	78%	85%

i. Hemorrhoids

	Total	Age 18-44	Age 45-64	Age 65+
I have been diagnosed with this	18%	13%	20%	25%
I think I have this, but have not been formally diagnosed	11%	13%	12%	6%
I have not been diagnosed with this	71%	74%	68%	69%

4. How often do you experience the following...? Your best guess is fine.

a. Bloating

	Total	Age 18-44	Age 45-64	Age 65+
Daily	5%	9%	4%	1%
A few times per week	13%	18%	13%	3%
A few times a month	21%	24%	20%	16%
Once a month or less	30%	26%	29%	41%
Never	30%	22%	34%	39%

b. Gas or gas pain

	Total	Age 18-44	Age 45-64	Age 65+
Daily	7%	10%	5%	2%
A few times per week	17%	21%	15%	12%
A few times a month	22%	24%	23%	14%
Once a month or less	33%	24%	37%	50%
Never	21%	21%	21%	23%

PUBLIC POLL FINDINGS AND METHODOLOGY

4. How often do you experience the following...? Your best guess is fine. (Continued)

c. Abdominal discomfort / pain

	Total	Age 18-44	Age 45-64	Age 65+
Daily	4%	8%	2%	*
A few times per week	9%	13%	9%	2%
A few times a month	21%	21%	26%	10%
Once a month or less	34%	34%	31%	40%
Never	31%	25%	31%	47%

d. Diarrhea

	Total	Age 18-44	Age 45-64	Age 65+
Daily	2%	4%	1%	*
A few times per week	8%	9%	8%	5%
A few times a month	15%	17%	18%	5%
Once a month or less	50%	47%	49%	58%
Never	25%	23%	24%	31%

e. Constipation or difficulty passing stool

	Total	Age 18-44	Age 45-64	Age 65+
Daily	2%	4%	1%	*
A few times per week	10%	15%	9%	2%
A few times a month	19%	16%	23%	18%
Once a month or less	38%	34%	37%	47%
Never	31%	31%	30%	32%

f. A bowel movement

	Total	Age 18-44	Age 45-64	Age 65+
Daily	55%	41%	64%	74%
A few times per week	23%	23%	23%	21%
A few times a month	5%	8%	3%	2%
Once a month or less	6%	11%	1%	1%
Never	11%	17%	9%	2%

PUBLIC POLL FINDINGS AND METHODOLOGY

4. How often do you experience the following...? Your best guess is fine. (Continued)

g. Heartburn or indigestion

	Total	Age 18-44	Age 45-64	Age 65+
Daily	5%	6%	3%	5%
A few times per week	12%	17%	9%	6%
A few times a month	19%	19%	24%	10%
Once a month or less	32%	31%	32%	37%
Never	32%	27%	32%	43%

h. Reflux

	Total	Age 18-44	Age 45-64	Age 65+
Daily	6%	8%	6%	2%
A few times per week	9%	11%	7%	6%
A few times a month	15%	15%	20%	9%
Once a month or less	27%	28%	24%	30%
Never	43%	37%	44%	53%

5. Do you currently have a primary care doctor (such as an internist, family doctor or general practitioner)?

	Total	Age 18-44	Age 45-64	Age 65+
Yes	81%	71%	88%	92%
No	19%	29%	12%	8%

6. Have you seen any of the following medical specialists for gut-related issues in the last 10 years?

a. Gastroenterologist (doctor who specializes in the digestive system)

	Total	Age 18-44	Age 45-64	Age 65+
Yes	24%	22%	25%	27%
No	76%	78%	75%	73%

b. Nutritionist or dietitian

	Total	Age 18-44	Age 45-64	Age 65+
Yes	16%	22%	9%	11%
No	84%	78%	91%	89%

c. Alternative medicine practitioner (e.g., naturopath, acupuncturist)

	Total	Age 18-44	Age 45-64	Age 65+
Yes	12%	12%	15%	5%
No	88%	88%	85%	95%

PUBLIC POLL FINDINGS AND METHODOLOGY

6. Have you seen any of the following medical specialists for gut-related issues in the last 10 years?
(Continued)

d. Otolaryngologist (doctor who specializes in the ears, nose and throat)

	Total	Age 18-44	Age 45-64	Age 65+
Yes	17%	20%	13%	16%
No	83%	80%	87%	84%

e. Proctologist / colorectal surgeon (surgeon who specializes in the colon, rectum and anus)

	Total	Age 18-44	Age 45-64	Age 65+
Yes	14%	13%	11%	20%
No	86%	87%	89%	80%

f. Obstetrician/gynecologist (OB/GYN) **[ASKED ONLY OF WOMEN]**

	Total n=546	Age 18-44 n=254	Age 45-64 n=182	Age 65+ n=110
Yes	49%	60%	43%	32%
No	51%	40%	57%	68%

7. How long has it been since you last had the following **performed or checked** by a doctor?
(Select one for each)

a. Stress, anxiety and/or depression screening

	Total	Age 18-44	Age 45-64	Age 65+
Within the past year	23%	27%	20%	19%
1 to 2 years ago	8%	10%	7%	5%
3 to 5 years ago	7%	8%	8%	4%
More than 5 years ago	10%	11%	11%	7%
Never	47%	39%	50%	62%
Don't know	4%	4%	4%	3%

b. Colonoscopy

	Total	Age 18-44	Age 45-64	Age 65+
Within the past year	11%	4%	18%	15%
1 to 2 years ago	11%	4%	16%	19%
3 to 5 years ago	13%	6%	14%	26%
More than 5 years ago	11%	6%	11%	21%
Never	51%	76%	37%	18%
Don't know	3%	4%	3%	1%

PUBLIC POLL FINDINGS AND METHODOLOGY

7. How long has it been since you last had the following **performed or checked** by a doctor?
(Select one for each) (Continued)

c. Upper endoscopy

	Total	Age 18-44	Age 45-64	Age 65+
Within the past year	7%	6%	10%	3%
1 to 2 years ago	4%	4%	4%	5%
3 to 5 years ago	7%	5%	9%	6%
More than 5 years ago	13%	10%	14%	20%
Never	63%	67%	58%	62%
Don't know	7%	8%	6%	4%

d. Abdominal ultrasound

	Total	Age 18-44	Age 45-64	Age 65+
Within the past year	13%	16%	9%	13%
1 to 2 years ago	9%	6%	16%	5%
3 to 5 years ago	9%	10%	6%	11%
More than 5 years ago	11%	9%	12%	13%
Never	55%	55%	53%	57%
Don't know	3%	4%	3%	2%

e. Stool analysis / test

	Total	Age 18-44	Age 45-64	Age 65+
Within the past year	11%	9%	15%	12%
1 to 2 years ago	9%	4%	10%	18%
3 to 5 years ago	9%	7%	8%	15%
More than 5 years ago	10%	6%	15%	9%
Never	56%	68%	49%	40%
Don't know	6%	7%	4%	6%

f. Inflammatory markers (*Helps identify the presence of inflammatory activity in the body through a blood test*)

	Total	Age 18-44	Age 45-64	Age 65+
Within the past year	11%	6%	14%	16%
1 to 2 years ago	5%	7%	4%	4%
3 to 5 years ago	4%	5%	3%	2%
More than 5 years ago	6%	8%	5%	2%
Never	63%	65%	61%	62%
Don't know	11%	10%	13%	14%

PUBLIC POLL FINDINGS AND METHODOLOGY

7. How long has it been since you last had the following **performed or checked** by a doctor?
(Select one for each) (Continued)

g. Blood sugar levels

	Total	Age 18-44	Age 45-64	Age 65+
Within the past year	43%	30%	48%	62%
1 to 2 years ago	11%	9%	13%	14%
3 to 5 years ago	6%	7%	4%	6%
More than 5 years ago	8%	9%	8%	4%
Never	28%	39%	23%	10%
Don't know	5%	6%	4%	5%

h. Hemoglobin A1c (*Estimates average blood sugar level over past three months*)

	Total	Age 18-44	Age 45-64	Age 65+
Within the past year	32%	15%	40%	58%
1 to 2 years ago	7%	7%	6%	8%
3 to 5 years ago	5%	5%	6%	4%
More than 5 years ago	4%	5%	5%	1%
Never	44%	59%	37%	24%
Don't know	7%	9%	8%	4%

i. Liver and kidney function

	Total	Age 18-44	Age 45-64	Age 65+
Within the past year	22%	12%	23%	42%
1 to 2 years ago	10%	10%	10%	9%
3 to 5 years ago	6%	6%	6%	4%
More than 5 years ago	6%	7%	5%	5%
Never	49%	58%	47%	32%
Don't know	8%	7%	10%	8%

j. Food sensitivity test (*Reveals specific food sensitivities by measuring changes in the blood*)

	Total	Age 18-44	Age 45-64	Age 65+
Within the past year	4%	5%	2%	3%
1 to 2 years ago	4%	8%	2%	1%
3 to 5 years ago	4%	4%	5%	1%
More than 5 years ago	9%	11%	8%	6%
Never	73%	67%	76%	84%
Don't know	6%	6%	7%	7%

PUBLIC POLL FINDINGS AND METHODOLOGY

7. How long has it been since you last had the following **performed or checked** by a doctor?
(Select one for each) (Continued)

k. Food allergy testing

	Total	Age 18-44	Age 45-64	Age 65+
Within the past year	4%	6%	3%	3%
1 to 2 years ago	3%	5%	1%	1%
3 to 5 years ago	4%	4%	5%	3%
More than 5 years ago	12%	11%	14%	12%
Never	72%	69%	73%	79%
Don't know	4%	5%	4%	3%

l. Microbiome test (*Examines the gut flora in a sample of stool*)

	Total	Age 18-44	Age 45-64	Age 65+
Within the past year	6%	7%	5%	4%
1 to 2 years ago	3%	4%	2%	2%
3 to 5 years ago	3%	3%	5%	2%
More than 5 years ago	5%	6%	6%	1%
Never	74%	71%	74%	81%
Don't know	9%	8%	9%	10%

m. H. pylori testing (*Detects a type of bacteria that infects your stomach*)

	Total	Age 18-44	Age 45-64	Age 65+
Within the past year	5%	6%	4%	3%
1 to 2 years ago	3%	3%	3%	3%
3 to 5 years ago	5%	7%	2%	4%
More than 5 years ago	6%	6%	9%	3%
Never	71%	68%	74%	74%
Don't know	10%	11%	9%	12%



PUBLIC POLL FINDINGS AND METHODOLOGY

8. When it comes to taking care of your own health, to what extent would you say you do the following?

Total Always/Often

	Total	Age 18-44	Age 45-64	Age 65+
Mostly cook/prepare meals at home (versus takeout or dining out)	82%	75%	86%	92%
Stay hydrated throughout the day	82%	75%	85%	95%
Minimize alcohol consumption (no more than 2 drinks a day for men/1 drink for women)	72%	65%	73%	88%
Eat a healthy, well-balanced diet that includes more fruits, vegetables and whole grains	69%	61%	72%	80%
Get an annual physical exam	68%	55%	75%	84%
Get the recommended amount of sleep (average 7 to 8 hours)	67%	60%	71%	74%
Maintain a healthy weight	66%	67%	62%	69%
Manage/reduce stress	66%	58%	68%	80%
Reduce added sugar, salt and saturated fats	64%	53%	67%	84%
Reduce intake of processed foods (e.g., cakes, cookies, chips)	60%	55%	63%	68%
Read the nutrition label on foods before buying/consuming them	59%	52%	62%	70%
Get enough exercise (at least 150 minutes of moderate-intensity activity and 2 days of resistance training per week)	50%	54%	47%	49%



PUBLIC POLL FINDINGS AND METHODOLOGY

8. When it comes to taking care of your own health, to what extent would you say you do the following? (Continued)

Total Rarely/Never

	Total	Age 18-44	Age 45-64	Age 65+
Get enough exercise (at least 150 minutes of moderate-intensity activity and 2 days of resistance training per week)	50%	46%	53%	51%
Read the nutrition label on foods before buying/consuming them	41%	48%	38%	30%
Reduce intake of processed foods (e.g., cakes, cookies, chips)	40%	45%	37%	32%
Reduce added sugar, salt and saturated fats	36%	47%	33%	16%
Maintain a healthy weight	34%	33%	38%	31%
Manage/reduce stress	34%	42%	32%	20%
Get the recommended amount of sleep (average 7 to 8 hours)	33%	40%	29%	26%
Get an annual physical exam	32%	45%	25%	16%
Eat a healthy, well-balanced diet that includes more fruits, vegetables and whole grains	31%	39%	28%	20%
Minimize alcohol consumption (no more than 2 drinks a day for men/1 drink for women)	28%	35%	27%	12%
Mostly cook/prepare meals at home (versus takeout or dining out)	18%	25%	14%	8%
Stay hydrated throughout the day	18%	25%	15%	5%

- a. Eat a healthy, well-balanced diet that includes more fruits, vegetables and whole grains

	Total	Age 18-44	Age 45-64	Age 65+
Always	15%	16%	9%	22%
Often	54%	45%	62%	59%
Rarely	26%	31%	24%	18%
Never	6%	8%	5%	1%
Total Always/Often	69%	61%	72%	80%
Total Rarely/Never	31%	39%	28%	20%

PUBLIC POLL FINDINGS AND METHODOLOGY

8. When it comes to taking care of your own health, to what extent would you say you do the following? (Continued)

b. Get enough exercise (at least 150 minutes of moderate-intensity activity and 2 days of resistance training per week)

	Total	Age 18-44	Age 45-64	Age 65+
Always	20%	20%	18%	21%
Often	31%	34%	28%	28%
Rarely	36%	31%	40%	40%
Never	14%	15%	13%	11%
Total Always/Often	50%	54%	47%	49%
Total Rarely/Never	50%	46%	53%	51%

c. Maintain a healthy weight

	Total	Age 18-44	Age 45-64	Age 65+
Always	21%	23%	17%	23%
Often	45%	44%	45%	46%
Rarely	25%	21%	30%	28%
Never	9%	12%	8%	3%
Total Always/Often	66%	67%	62%	69%
Total Rarely/Never	34%	33%	38%	31%

d. Manage/reduce stress

	Total	Age 18-44	Age 45-64	Age 65+
Always	17%	14%	16%	28%
Often	49%	44%	53%	52%
Rarely	27%	30%	28%	18%
Never	7%	12%	3%	1%
Total Always/Often	66%	58%	68%	80%
Total Rarely/Never	34%	42%	32%	20%

e. Minimize alcohol consumption (no more than 2 drinks a day for men/1 drink for women)

	Total	Age 18-44	Age 45-64	Age 65+
Always	42%	37%	39%	60%
Often	30%	28%	35%	28%
Rarely	15%	16%	18%	7%
Never	12%	19%	9%	4%
Total Always/Often	72%	65%	73%	88%
Total Rarely/Never	28%	35%	27%	12%

PUBLIC POLL FINDINGS AND METHODOLOGY

8. When it comes to taking care of your own health, to what extent would you say you do the following? (Continued)

f. Get the recommended amount of sleep (average 7 to 8 hours)

	Total	Age 18-44	Age 45-64	Age 65+
Always	22%	18%	21%	33%
Often	45%	42%	50%	41%
Rarely	27%	30%	24%	23%
Never	6%	9%	5%	3%
Total Always/Often	67%	60%	71%	74%
Total Rarely/Never	33%	40%	29%	26%

g. Get an annual physical exam

	Total	Age 18-44	Age 45-64	Age 65+
Always	39%	20%	48%	67%
Often	28%	35%	27%	16%
Rarely	22%	28%	19%	13%
Never	11%	18%	6%	3%
Total Always/Often	68%	55%	75%	84%
Total Rarely/Never	32%	45%	25%	16%

h. Read the nutrition label on foods before buying/consuming them

	Total	Age 18-44	Age 45-64	Age 65+
Always	19%	20%	14%	23%
Often	40%	32%	48%	47%
Rarely	30%	34%	29%	23%
Never	11%	14%	10%	7%
Total Always/Often	59%	52%	62%	70%
Total Rarely/Never	41%	48%	38%	30%

i. Reduce added sugar, salt and saturated fats

	Total	Age 18-44	Age 45-64	Age 65+
Always	16%	12%	15%	24%
Often	48%	40%	52%	61%
Rarely	28%	34%	28%	15%
Never	8%	13%	5%	1%
Total Always/Often	64%	53%	67%	84%
Total Rarely/Never	36%	47%	33%	16%

PUBLIC POLL FINDINGS AND METHODOLOGY

8. When it comes to taking care of your own health, to what extent would you say you do the following? (Continued)

j. Reduce intake of processed foods (e.g., cakes, cookies, chips)

	Total	Age 18-44	Age 45-64	Age 65+
Always	14%	14%	9%	21%
Often	47%	41%	54%	48%
Rarely	31%	30%	31%	31%
Never	9%	15%	6%	1%
Total Always/Often	60%	55%	63%	68%
Total Rarely/Never	40%	45%	37%	32%

k. Mostly cook/prepare meals at home (versus takeout or dining out)

	Total	Age 18-44	Age 45-64	Age 65+
Always	25%	23%	23%	33%
Often	57%	52%	64%	59%
Rarely	14%	18%	12%	6%
Never	4%	7%	2%	2%
Total Always/Often	82%	75%	86%	92%
Total Rarely/Never	18%	25%	14%	8%

l. Stay hydrated throughout the day

	Total	Age 18-44	Age 45-64	Age 65+
Always	34%	31%	31%	47%
Often	49%	45%	54%	48%
Rarely	12%	16%	12%	4%
Never	5%	9%	3%	1%
Total Always/Often	82%	75%	85%	95%
Total Rarely/Never	18%	25%	15%	5%

PUBLIC POLL FINDINGS AND METHODOLOGY

9. Have you ever done or considered doing any of the following for reasons related to your gut?

Total Currently Do/Have Done This

	Total	Age 18-44	Age 45-64	Age 65+
Mindful eating	50%	49%	51%	50%
Taken/taking over-the-counter digestive products (e.g., laxatives, fiber supplements)	46%	39%	53%	49%
Taken/taking over-the-counter probiotics	41%	40%	43%	39%
High-fiber diet	32%	33%	28%	38%
Fasting (not related to religious practices)	32%	35%	32%	27%
Taken/taking over-the-counter digestive enzymes (e.g., Lactaid, Beano)	27%	28%	28%	22%
Eaten/eating a diet that is high in probiotics and/or prebiotics	24%	30%	20%	18%
Changed/changing diet under the supervision of a doctor or registered dietitian	22%	26%	16%	22%
Dairy-free diet	21%	26%	18%	15%
Colon cleanse/enema/colonic	20%	20%	21%	18%
Vegetarian/vegan/plant-based diet	19%	27%	14%	13%
Juice cleanse or detox diet	17%	23%	13%	9%
Elimination diet	15%	21%	9%	12%
Gluten-free diet	14%	20%	7%	14%
Low-FODMAP diet	8%	14%	5%	1%

PUBLIC POLL FINDINGS AND METHODOLOGY

9. Have you ever done or considered doing any of the following for reasons related to your gut?
(Continued)

Total Have Not Done This

	Total	Age 18-44	Age 45-64	Age 65+
Gluten-free diet	77%	69%	87%	82%
Juice cleanse or detox diet	75%	65%	83%	87%
Vegetarian/vegan/plant-based diet	74%	65%	83%	83%
Changed/changing diet under the supervision of a doctor or registered dietitian	72%	64%	78%	76%
Dairy-free diet	71%	62%	77%	83%
Colon cleanse/enema/colonic	70%	67%	70%	79%
Taken/taking over-the-counter digestive enzymes (e.g., Lactaid, Beano)	64%	58%	65%	75%
Eaten/eating a diet that is high in probiotics and/or prebiotics	64%	57%	68%	75%
Elimination diet	64%	59%	67%	71%
Fasting (not related to religious practices)	61%	54%	64%	70%
High-fiber diet	59%	55%	66%	57%
Low-FODMAP diet	58%	54%	59%	68%
Taken/taking over-the-counter probiotics	51%	50%	50%	56%
Taken/taking over-the-counter digestive products (e.g., laxatives, fiber supplements)	48%	53%	41%	49%
Mindful eating	40%	40%	40%	40%

a. Colon cleanse/enema/colonic

	Total	Age 18-44	Age 45-64	Age 65+
I currently do this	4%	5%	3%	*
I have done this in the past	16%	15%	18%	17%
Have not done this, but would consider	29%	36%	28%	16%
Have not done this, and would not consider	41%	31%	42%	63%
Not sure	10%	13%	9%	4%
Total Currently Do/Have Done This	20%	20%	21%	18%
Total Have Not Done This	70%	67%	70%	79%

PUBLIC POLL FINDINGS AND METHODOLOGY

9. Have you ever done or considered doing any of the following for reasons related to your gut?
(Continued)

b. Juice cleanse or detox diet

	Total	Age 18-44	Age 45-64	Age 65+
I currently do this	3%	5%	1%	1%
I have done this in the past	14%	18%	12%	8%
Have not done this, but would consider	33%	38%	32%	21%
Have not done this, and would not consider	43%	26%	51%	66%
Not sure	8%	12%	4%	4%
Total Currently Do/Have Done This	17%	23%	13%	9%
Total Have Not Done This	75%	65%	83%	87%

c. Taken/taking over-the-counter probiotics

	Total	Age 18-44	Age 45-64	Age 65+
I currently do this	14%	13%	13%	18%
I have done this in the past	27%	28%	30%	21%
Have not done this, but would consider	30%	36%	25%	25%
Have not done this, and would not consider	21%	14%	25%	31%
Not sure	8%	10%	7%	4%
Total Currently Do/Have Done This	41%	40%	43%	39%
Total Have Not Done This	51%	50%	50%	56%

d. Taken/taking over-the-counter digestive enzymes (e.g., Lactaid, Beano)

	Total	Age 18-44	Age 45-64	Age 65+
I currently do this	7%	10%	7%	4%
I have done this in the past	19%	18%	21%	18%
Have not done this, but would consider	33%	34%	34%	28%
Have not done this, and would not consider	31%	23%	30%	47%
Not sure	10%	14%	8%	3%
Total Currently Do/Have Done This	27%	28%	28%	22%
Total Have Not Done This	64%	58%	65%	75%



PUBLIC POLL FINDINGS AND METHODOLOGY

9. Have you ever done or considered doing any of the following for reasons related to your gut?
(Continued)

e. Eaten/eating a diet that is high in probiotics and/or prebiotics

	Total	Age 18-44	Age 45-64	Age 65+
I currently do this	9%	11%	5%	11%
I have done this in the past	15%	19%	15%	7%
Have not done this, but would consider	41%	38%	47%	40%
Have not done this, and would not consider	23%	19%	22%	35%
Not sure	11%	13%	12%	7%
Total Currently Do/Have Done This	24%	30%	20%	18%
Total Have Not Done This	64%	57%	68%	75%

f. Low-FODMAP diet

	Total	Age 18-44	Age 45-64	Age 65+
I currently do this	2%	4%	1%	*
I have done this in the past	6%	10%	5%	*
Have not done this, but would consider	20%	25%	19%	12%
Have not done this, and would not consider	38%	28%	40%	56%
Not sure	33%	32%	36%	31%
Total Currently Do/Have Done This	8%	14%	5%	1%
Total Have Not Done This	58%	54%	59%	68%

g. Elimination diet

	Total	Age 18-44	Age 45-64	Age 65+
I currently do this	4%	6%	2%	*
I have done this in the past	12%	15%	8%	11%
Have not done this, but would consider	26%	29%	27%	17%
Have not done this, and would not consider	38%	30%	41%	53%
Not sure	21%	20%	23%	18%
Total Currently Do/Have Done This	15%	21%	9%	12%
Total Have Not Done This	64%	59%	67%	71%



PUBLIC POLL FINDINGS AND METHODOLOGY

9. Have you ever done or considered doing any of the following for reasons related to your gut?
(Continued)

h. Gluten-free diet

	Total	Age 18-44	Age 45-64	Age 65+
I currently do this	4%	6%	2%	2%
I have done this in the past	10%	14%	5%	12%
Have not done this, but would consider	28%	34%	23%	21%
Have not done this, and would not consider	50%	34%	64%	61%
Not sure	8%	12%	6%	4%
Total Currently Do/Have Done This	14%	20%	7%	14%
Total Have Not Done This	77%	69%	87%	82%

i. Vegetarian/vegan/plant-based diet

	Total	Age 18-44	Age 45-64	Age 65+
I currently do this	7%	9%	6%	4%
I have done this in the past	12%	17%	8%	8%
Have not done this, but would consider	27%	30%	25%	23%
Have not done this, and would not consider	48%	35%	58%	60%
Not sure	6%	9%	4%	4%
Total Currently Do/Have Done This	19%	27%	14%	13%
Total Have Not Done This	74%	65%	83%	83%

j. Dairy-free diet

	Total	Age 18-44	Age 45-64	Age 65+
I currently do this	7%	11%	5%	4%
I have done this in the past	13%	15%	13%	11%
Have not done this, but would consider	25%	31%	22%	17%
Have not done this, and would not consider	46%	31%	55%	66%
Not sure	8%	13%	6%	2%
Total Currently Do/Have Done This	21%	26%	18%	15%
Total Have Not Done This	71%	62%	77%	83%

PUBLIC POLL FINDINGS AND METHODOLOGY

9. Have you ever done or considered doing any of the following for reasons related to your gut?
(Continued)

k. High-fiber diet

	Total	Age 18-44	Age 45-64	Age 65+
I currently do this	13%	10%	11%	23%
I have done this in the past	19%	23%	17%	15%
Have not done this, but would consider	38%	37%	43%	35%
Have not done this, and would not consider	21%	18%	24%	22%
Not sure	9%	12%	6%	5%
Total Currently Do/Have Done This	32%	33%	28%	38%
Total Have Not Done This	59%	55%	66%	57%

l. Fasting (not related to religious practices)

	Total	Age 18-44	Age 45-64	Age 65+
I currently do this	9%	11%	9%	5%
I have done this in the past	23%	24%	23%	22%
Have not done this, but would consider	24%	27%	25%	15%
Have not done this, and would not consider	36%	26%	39%	54%
Not sure	7%	12%	4%	3%
Total Currently Do/Have Done This	32%	35%	32%	27%
Total Have Not Done This	61%	54%	64%	70%

m. Taken/taking over-the-counter digestive products (e.g., laxatives, fiber supplements)

	Total	Age 18-44	Age 45-64	Age 65+
I currently do this	11%	8%	14%	13%
I have done this in the past	35%	31%	39%	36%
Have not done this, but would consider	24%	33%	15%	19%
Have not done this, and would not consider	24%	20%	26%	30%
Not sure	6%	8%	6%	2%
Total Currently Do/Have Done This	46%	39%	53%	49%
Total Have Not Done This	48%	53%	41%	49%

PUBLIC POLL FINDINGS AND METHODOLOGY

9. Have you ever done or considered doing any of the following for reasons related to your gut?
(Continued)

n. Changed/changing diet under the supervision of a doctor or registered dietitian

	Total	Age 18-44	Age 45-64	Age 65+
I currently do this	5%	7%	3%	4%
I have done this in the past	17%	19%	13%	18%
Have not done this, but would consider	43%	41%	48%	39%
Have not done this, and would not consider	29%	24%	30%	37%
Not sure	7%	10%	6%	2%
Total Currently Do/Have Done This	22%	26%	16%	22%
Total Have Not Done This	72%	64%	78%	76%

o. Mindful eating

	Total	Age 18-44	Age 45-64	Age 65+
I currently do this	27%	28%	20%	36%
I have done this in the past	23%	21%	31%	14%
Have not done this, but would consider	26%	28%	26%	20%
Have not done this, and would not consider	14%	12%	14%	20%
Not sure	11%	12%	10%	10%
Total Currently Do/Have Done This	50%	49%	51%	50%
Total Have Not Done This	40%	40%	40%	40%

10. Below is a list of health conditions/diseases. Please rate how concerning each is to you personally.

Total Concerned

	Total	Age 18-44	Age 45-64	Age 65+
Cancer	61%	52%	68%	68%
Heart disease	56%	47%	65%	63%
Arthritis	56%	45%	62%	74%
Mental health/emotional well-being	55%	61%	54%	42%
Alzheimer's/dementia	50%	42%	59%	55%
Diabetes	49%	46%	52%	50%
Obesity/overweight	48%	46%	47%	54%
Digestive/gut health	48%	52%	43%	48%
Osteoporosis	41%	31%	53%	43%
Autoimmune diseases/disorders	35%	36%	32%	37%
Reproductive health/fertility issues	25%	37%	18%	9%

PUBLIC POLL FINDINGS AND METHODOLOGY

10. Below is a list of health conditions/diseases. Please rate how concerning each is to you personally. (Continued)

Total Not Concerned

	Total	Age 18-44	Age 45-64	Age 65+
Reproductive health/fertility issues	71%	56%	79%	91%
Autoimmune diseases/disorders	58%	55%	63%	58%
Osteoporosis	51%	57%	42%	54%
Digestive/gut health	49%	43%	54%	52%
Diabetes	48%	49%	46%	50%
Obesity/overweight	48%	49%	50%	45%
Alzheimer's/dementia	44%	50%	37%	43%
Mental health/emotional well-being	42%	33%	44%	58%
Heart disease	40%	47%	32%	36%
Arthritis	40%	48%	37%	26%
Cancer	35%	42%	27%	32%

a. Heart disease

	Total	Age 18-44	Age 45-64	Age 65+
Very concerning	24%	23%	25%	26%
Somewhat concerning	32%	24%	40%	37%
Not very concerning	23%	22%	23%	26%
Not at all concerning	17%	25%	9%	10%
Not sure	4%	7%	3%	1%
Total Concerned	56%	47%	65%	63%
Total Not Concerned	40%	47%	32%	36%

b. Diabetes

	Total	Age 18-44	Age 45-64	Age 65+
Very concerning	20%	20%	18%	22%
Somewhat concerning	29%	26%	34%	28%
Not very concerning	23%	20%	26%	24%
Not at all concerning	25%	29%	20%	26%
Not sure	3%	6%	2%	*
Total Concerned	49%	46%	52%	50%
Total Not Concerned	48%	49%	46%	50%

PUBLIC POLL FINDINGS AND METHODOLOGY

10. Below is a list of health conditions/diseases. Please rate how concerning each is to you personally. (Continued)

c. Obesity/overweight

	Total	Age 18-44	Age 45-64	Age 65+
Very concerning	18%	18%	18%	19%
Somewhat concerning	30%	28%	29%	35%
Not very concerning	23%	22%	26%	20%
Not at all concerning	26%	27%	24%	25%
Not sure	4%	5%	3%	1%
Total Concerned	48%	46%	47%	54%
Total Not Concerned	48%	49%	50%	45%

d. Cancer

	Total	Age 18-44	Age 45-64	Age 65+
Very concerning	27%	24%	31%	27%
Somewhat concerning	33%	27%	38%	40%
Not very concerning	18%	18%	17%	19%
Not at all concerning	17%	24%	10%	13%
Not sure	5%	7%	5%	1%
Total Concerned	61%	52%	68%	68%
Total Not Concerned	35%	42%	27%	32%

e. Osteoporosis

	Total	Age 18-44	Age 45-64	Age 65+
Very concerning	14%	9%	19%	18%
Somewhat concerning	27%	22%	34%	25%
Not very concerning	28%	26%	30%	30%
Not at all concerning	23%	31%	12%	24%
Not sure	8%	11%	5%	3%
Total Concerned	41%	31%	53%	43%
Total Not Concerned	51%	57%	42%	54%

PUBLIC POLL FINDINGS AND METHODOLOGY

10. Below is a list of health conditions/diseases. Please rate how concerning each is to you personally. (Continued)

f. Arthritis

	Total	Age 18-44	Age 45-64	Age 65+
Very concerning	24%	18%	28%	31%
Somewhat concerning	32%	27%	34%	42%
Not very concerning	22%	21%	25%	16%
Not at all concerning	18%	27%	12%	10%
Not sure	4%	7%	2%	1%
Total Concerned	56%	45%	62%	74%
Total Not Concerned	40%	48%	37%	26%

g. Alzheimer's/dementia

	Total	Age 18-44	Age 45-64	Age 65+
Very concerning	21%	21%	20%	21%
Somewhat concerning	30%	21%	39%	35%
Not very concerning	24%	25%	21%	26%
Not at all concerning	20%	25%	16%	17%
Not sure	5%	7%	5%	2%
Total Concerned	50%	42%	59%	55%
Total Not Concerned	44%	50%	37%	43%

h. Reproductive health/fertility issues

	Total	Age 18-44	Age 45-64	Age 65+
Very concerning	10%	15%	7%	2%
Somewhat concerning	15%	22%	11%	7%
Not very concerning	21%	24%	21%	16%
Not at all concerning	49%	33%	58%	74%
Not sure	4%	7%	3%	1%
Total Concerned	25%	37%	18%	9%
Total Not Concerned	71%	56%	79%	91%

PUBLIC POLL FINDINGS AND METHODOLOGY

10. Below is a list of health conditions/diseases. Please rate how concerning each is to you personally. (Continued)

i. Mental health/emotional well-being

	Total	Age 18-44	Age 45-64	Age 65+
Very concerning	22%	31%	14%	14%
Somewhat concerning	33%	30%	40%	27%
Not very concerning	20%	15%	22%	28%
Not at all concerning	22%	19%	22%	31%
Not sure	3%	6%	2%	*
Total Concerned	55%	61%	54%	42%
Total Not Concerned	42%	33%	44%	58%

j. Digestive/gut health

	Total	Age 18-44	Age 45-64	Age 65+
Very concerning	14%	18%	12%	10%
Somewhat concerning	33%	34%	30%	38%
Not very concerning	29%	23%	34%	35%
Not at all concerning	19%	20%	20%	17%
Not sure	4%	5%	3%	*
Total Concerned	48%	52%	43%	48%
Total Not Concerned	49%	43%	54%	52%

k. Autoimmune diseases/disorders

	Total	Age 18-44	Age 45-64	Age 65+
Very concerning	14%	14%	14%	13%
Somewhat concerning	21%	22%	18%	24%
Not very concerning	28%	21%	38%	29%
Not at all concerning	30%	34%	25%	29%
Not sure	6%	9%	4%	5%
Total Concerned	35%	36%	32%	37%
Total Not Concerned	58%	55%	63%	58%

PUBLIC POLL FINDINGS AND METHODOLOGY

11. Please indicate to what extent you agree or disagree with the following statements regarding **past experiences seeing** a doctor/primary care physician.

Total Agree

	Total	Age 18-44	Age 45-64	Age 65+
I have had to wait longer than I'd like to get a doctor's appointment	43%	50%	39%	37%
I have put off seeing a doctor until my symptoms became urgent	38%	46%	32%	26%
I felt too embarrassed to bring up certain health issues with the doctor	32%	38%	30%	21%
I have delayed seeing a doctor because I can't fit it into my schedule	31%	45%	24%	10%
I felt rushed during the appointment and/or couldn't ask all my questions	31%	38%	26%	24%
Certain concerns I brought up were not taken seriously by the doctor	31%	37%	26%	27%
I had a condition that wasn't properly addressed and/or diagnosed by the doctor	28%	35%	24%	18%
I have avoided going to the doctor because I don't want him/her to find anything wrong	26%	33%	24%	15%

Total Disagree

	Total	Age 18-44	Age 45-64	Age 65+
I have avoided going to the doctor because I don't want him/her to find anything wrong	67%	55%	73%	85%
I have delayed seeing a doctor because I can't fit it into my schedule	63%	44%	73%	89%
I felt rushed during the appointment and/or couldn't ask all my questions	62%	50%	71%	76%
I had a condition that wasn't properly addressed and/or diagnosed by the doctor	62%	51%	69%	75%
I felt too embarrassed to bring up certain health issues with the doctor	61%	49%	68%	78%
Certain concerns I brought up were not taken seriously by the doctor	60%	49%	66%	73%
I have put off seeing a doctor until my symptoms became urgent	57%	43%	65%	73%
I have had to wait longer than I'd like to get a doctor's appointment	50%	39%	57%	62%

PUBLIC POLL FINDINGS AND METHODOLOGY

11. Please indicate to what extent you agree or disagree with the following statements regarding **past experiences seeing** a doctor/primary care physician. (Continued)

a. I have delayed seeing a doctor because I can't fit it into my schedule

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	11%	20%	4%	2%
Somewhat agree	20%	26%	20%	8%
Somewhat disagree	23%	18%	32%	20%
Strongly disagree	40%	26%	41%	69%
Not sure	6%	11%	2%	*
Total Agree	31%	45%	24%	10%
Total Disagree	63%	44%	73%	89%

b. I have had to wait longer than I'd like to get a doctor's appointment

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	17%	23%	10%	14%
Somewhat agree	26%	26%	29%	22%
Somewhat disagree	24%	20%	26%	28%
Strongly disagree	26%	19%	31%	34%
Not sure	7%	12%	4%	2%
Total Agree	43%	50%	39%	37%
Total Disagree	50%	39%	57%	62%

c. I have avoided going to the doctor because I don't want him/her to find anything wrong

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	8%	11%	7%	3%
Somewhat agree	19%	22%	18%	11%
Somewhat disagree	23%	21%	26%	25%
Strongly disagree	44%	34%	47%	60%
Not sure	6%	12%	3%	1%
Total Agree	26%	33%	24%	15%
Total Disagree	67%	55%	73%	85%

PUBLIC POLL FINDINGS AND METHODOLOGY

11. Please indicate to what extent you agree or disagree with the following statements regarding **past experiences seeing** a doctor/primary care physician. (Continued)

d. I have put off seeing a doctor until my symptoms became urgent

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	13%	21%	7%	8%
Somewhat agree	24%	26%	25%	18%
Somewhat disagree	26%	19%	36%	26%
Strongly disagree	30%	24%	29%	47%
Not sure	6%	10%	3%	1%
Total Agree	38%	46%	32%	26%
Total Disagree	57%	43%	65%	73%

e. I felt rushed during the appointment and/or couldn't ask all my questions

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	10%	14%	5%	11%
Somewhat agree	21%	24%	21%	13%
Somewhat disagree	28%	23%	39%	23%
Strongly disagree	34%	27%	33%	53%
Not sure	7%	12%	3%	1%
Total Agree	31%	38%	26%	24%
Total Disagree	62%	50%	71%	76%

f. I felt too embarrassed to bring up certain health issues with the doctor

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	9%	13%	5%	5%
Somewhat agree	23%	25%	24%	16%
Somewhat disagree	22%	18%	24%	26%
Strongly disagree	40%	31%	44%	52%
Not sure	7%	13%	3%	1%
Total Agree	32%	38%	30%	21%
Total Disagree	61%	49%	68%	78%



PUBLIC POLL FINDINGS AND METHODOLOGY

11. Please indicate to what extent you agree or disagree with the following statements regarding **past experiences seeing** a doctor/primary care physician. (Continued)

g. Certain concerns I brought up were not taken seriously by the doctor

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	13%	18%	9%	7%
Somewhat agree	18%	19%	17%	19%
Somewhat disagree	22%	20%	23%	27%
Strongly disagree	37%	29%	43%	46%
Not sure	9%	14%	8%	1%
Total Agree	31%	37%	26%	27%
Total Disagree	60%	49%	66%	73%

h. I had a condition that wasn't properly addressed and/or diagnosed by the doctor

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	13%	18%	12%	4%
Somewhat agree	14%	16%	12%	14%
Somewhat disagree	26%	20%	31%	29%
Strongly disagree	36%	31%	38%	46%
Not sure	10%	15%	7%	7%
Total Agree	28%	35%	24%	18%
Total Disagree	62%	51%	69%	75%



PUBLIC POLL FINDINGS AND METHODOLOGY

[INFO BOX: The next questions may refer to “digestive issues.” For the purposes of this survey, “digestive issues” refers to stomach upset, pain or discomfort, bloating, excessive gas, urgency to have a bowel movement, constipation, diarrhea.]

12. Please indicate to what extent you agree or disagree with the following statements regarding **your gut health and your doctor/primary care physician.** (Continued)

Total Agree

	Total	Age 18-44	Age 45-64	Age 65+
I have talked to my doctor about what I am eating	51%	47%	53%	55%
I would rather talk to a specialist (e.g., gastroenterologist) about my digestive health	50%	55%	44%	50%
I talk more about my digestive issues with friends/family than with my doctor	41%	46%	42%	26%
I rely on the internet for research and advice on my digestive health	40%	48%	35%	28%
I have talked with my doctor specifically about my digestive health	38%	41%	33%	38%
I would like to talk/be referred to a registered dietitian to help improve my diet	38%	45%	35%	28%
I experience digestive issues, but haven't discussed them with my doctor	26%	33%	23%	16%
I feel uncomfortable or embarrassed talking to my doctor about gas and bowel movements	24%	29%	18%	24%

PUBLIC POLL FINDINGS AND METHODOLOGY

12. Please indicate to what extent you agree or disagree with the following statements regarding **your gut health and your doctor/primary care physician.** (Continued)

Total Disagree

	Total	Age 18-44	Age 45-64	Age 65+
I feel uncomfortable or embarrassed talking to my doctor about gas and bowel movements	69%	58%	79%	75%
I experience digestive issues, but haven't discussed them with my doctor	67%	55%	74%	83%
I have talked with my doctor specifically about my digestive health	56%	49%	62%	60%
I talk more about my digestive issues with friends/family than with my doctor	52%	42%	54%	72%
I would like to talk/be referred to a registered dietitian to help improve my diet	52%	41%	58%	68%
I rely on the internet for research and advice on my digestive health	52%	39%	60%	71%
I have talked to my doctor about what I am eating	43%	43%	44%	43%
I would rather talk to a specialist (e.g., gastroenterologist) about my digestive health	39%	29%	50%	41%

a. I have talked to my doctor about what I am eating

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	20%	24%	18%	14%
Somewhat agree	31%	23%	35%	41%
Somewhat disagree	22%	20%	28%	17%
Strongly disagree	21%	23%	16%	26%
Not sure	6%	10%	3%	2%
Total Agree	51%	47%	53%	55%
Total Disagree	43%	43%	44%	43%

PUBLIC POLL FINDINGS AND METHODOLOGY

12. Please indicate to what extent you agree or disagree with the following statements regarding **your gut health and your doctor/primary care physician.** (Continued)

b. I have talked with my doctor specifically about my digestive health

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	17%	21%	16%	9%
Somewhat agree	21%	20%	17%	28%
Somewhat disagree	25%	19%	34%	21%
Strongly disagree	31%	30%	28%	39%
Not sure	6%	10%	4%	2%
Total Agree	38%	41%	33%	38%
Total Disagree	56%	49%	62%	60%

c. I feel uncomfortable or embarrassed talking to my doctor about gas and bowel movements

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	7%	9%	4%	7%
Somewhat agree	18%	20%	14%	17%
Somewhat disagree	26%	22%	33%	23%
Strongly disagree	43%	36%	47%	52%
Not sure	7%	13%	3%	1%
Total Agree	24%	29%	18%	24%
Total Disagree	69%	58%	79%	75%

d. I talk more about my digestive issues with friends/family than with my doctor

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	15%	19%	16%	6%
Somewhat agree	25%	27%	26%	20%
Somewhat disagree	22%	18%	26%	24%
Strongly disagree	30%	24%	28%	48%
Not sure	7%	11%	5%	2%
Total Agree	41%	46%	42%	26%
Total Disagree	52%	42%	54%	72%

PUBLIC POLL FINDINGS AND METHODOLOGY

12. Please indicate to what extent you agree or disagree with the following statements regarding **your gut health and your doctor/primary care physician.** (Continued)

e. I experience digestive issues, but haven't discussed them with my doctor

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	9%	16%	4%	3%
Somewhat agree	17%	17%	19%	13%
Somewhat disagree	25%	21%	31%	23%
Strongly disagree	42%	33%	43%	60%
Not sure	7%	12%	3%	1%
Total Agree	26%	33%	23%	16%
Total Disagree	67%	55%	74%	83%

f. I would rather talk to a specialist (e.g., gastroenterologist) about my digestive health

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	17%	21%	11%	15%
Somewhat agree	33%	33%	33%	35%
Somewhat disagree	24%	17%	36%	21%
Strongly disagree	15%	12%	15%	20%
Not sure	11%	17%	6%	9%
Total Agree	50%	55%	44%	50%
Total Disagree	39%	29%	50%	41%

g. I would like to talk/be referred to a registered dietitian to help improve my diet

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	12%	16%	11%	4%
Somewhat agree	27%	30%	25%	24%
Somewhat disagree	24%	17%	29%	33%
Strongly disagree	28%	24%	29%	35%
Not sure	9%	14%	6%	4%
Total Agree	38%	45%	35%	28%
Total Disagree	52%	41%	58%	68%



PUBLIC POLL FINDINGS AND METHODOLOGY

12. Please indicate to what extent you agree or disagree with the following statements regarding **your gut health and your doctor/primary care physician.** (Continued)

h. I rely on the internet for research and advice on my digestive health

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	10%	17%	5%	1%
Somewhat agree	30%	31%	30%	27%
Somewhat disagree	23%	17%	31%	26%
Strongly disagree	29%	22%	29%	44%
Not sure	8%	13%	5%	1%
Total Agree	40%	48%	35%	28%
Total Disagree	52%	39%	60%	71%

13. To what extent do you agree or disagree with the following statements?

Total Agree

	Total	Age 18-44	Age 45-64	Age 65+
There is no one right diet for everyone for managing digestive issues	70%	62%	73%	82%
I feel confident I know the best foods to eat to maintain or improve my gut health	64%	60%	64%	71%
Certain foods seem to give me problems after I eat them (gas, bloating, abdominal pain, diarrhea, constipation, etc.)	61%	67%	59%	53%
There is so much information available on diet and nutrition, I often find myself confused	52%	56%	48%	48%
Gut health is getting a lot of attention, but I can't tell if it's real or a fad	47%	43%	51%	49%
The standard American diet is healthy as long as people eat sweets in moderation	41%	39%	42%	43%
I don't know where to turn for accurate, up-to-date information on diet and nutrition	35%	43%	34%	19%



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13. To what extent do you agree or disagree with the following statements? (Continued)

Total Disagree

	Total	Age 18-44	Age 45-64	Age 65+
I don't know where to turn for accurate, up-to-date information on diet and nutrition	55%	42%	60%	77%
The standard American diet is healthy as long as people eat sweets in moderation	48%	47%	47%	51%
There is so much information available on diet and nutrition, I often find myself confused	39%	30%	46%	50%
Gut health is getting a lot of attention, but I can't tell if it's real or fad	38%	37%	40%	37%
Certain foods seem to give me problems after I eat them (gas, bloating, abdominal pain, diarrhea, constipation, etc.)	33%	24%	36%	47%
I feel confident I know the best foods to eat to maintain or improve my gut health	28%	27%	29%	26%
There is no one right diet for everyone for managing digestive issues	20%	22%	20%	15%

a. There is so much information available on diet and nutrition, I often find myself confused

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	16%	21%	10%	15%
Somewhat agree	35%	35%	38%	33%
Somewhat disagree	28%	22%	33%	33%
Strongly disagree	12%	9%	13%	17%
Not sure	9%	14%	6%	2%
Total Agree	52%	56%	48%	48%
Total Disagree	39%	30%	46%	50%

b. I don't know where to turn for accurate, up-to-date information on diet and nutrition

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	9%	12%	7%	6%
Somewhat agree	26%	31%	27%	12%
Somewhat disagree	31%	24%	32%	44%
Strongly disagree	25%	18%	29%	33%
Not sure	10%	15%	6%	4%
Total Agree	35%	43%	34%	19%
Total Disagree	55%	42%	60%	77%

PUBLIC POLL FINDINGS AND METHODOLOGY

13. To what extent do you agree or disagree with the following statements? (Continued)

c. Certain foods seem to give me problems after I eat them (gas, bloating, abdominal pain, diarrhea, constipation, etc.)

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	21%	26%	20%	12%
Somewhat agree	40%	41%	39%	41%
Somewhat disagree	19%	13%	26%	20%
Strongly disagree	14%	11%	10%	27%
Not sure	6%	9%	5%	*
Total Agree	61%	67%	59%	53%
Total Disagree	33%	24%	36%	47%

d. I feel confident I know the best foods to eat to maintain or improve my gut health

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	17%	22%	10%	14%
Somewhat agree	47%	38%	54%	58%
Somewhat disagree	22%	21%	22%	22%
Strongly disagree	6%	6%	7%	5%
Not sure	8%	12%	7%	2%
Total Agree	64%	60%	64%	71%
Total Disagree	28%	27%	29%	26%

e. The standard American diet is healthy as long as people eat sweets in moderation

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	10%	14%	6%	8%
Somewhat agree	31%	25%	37%	36%
Somewhat disagree	33%	31%	34%	37%
Strongly disagree	15%	16%	13%	14%
Not sure	11%	14%	10%	6%
Total Agree	41%	39%	42%	43%
Total Disagree	48%	47%	47%	51%

PUBLIC POLL FINDINGS AND METHODOLOGY

13. To what extent do you agree or disagree with the following statements? (Continued)

f. Gut health is getting a lot of attention, but I can't tell if it's real or fad

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	10%	12%	10%	5%
Somewhat agree	37%	31%	41%	44%
Somewhat disagree	22%	19%	25%	26%
Strongly disagree	16%	18%	14%	12%
Not sure	15%	20%	10%	14%
Total Agree	47%	43%	51%	49%
Total Disagree	38%	37%	40%	37%

g. There is no one right diet for everyone for managing digestive issues

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	33%	30%	31%	42%
Somewhat agree	37%	32%	42%	40%
Somewhat disagree	13%	13%	15%	12%
Strongly disagree	7%	9%	5%	4%
Not sure	10%	16%	6%	3%
Total Agree	70%	62%	73%	82%
Total Disagree	20%	22%	20%	15%

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14. To what extent do you agree or disagree with the following statements?

Total Agree

	Total	Age 18-44	Age 45-64	Age 65+
I avoid/am uncomfortable pooping in a public restroom and/or with people nearby	50%	53%	50%	39%
I've learned to deal or "live" with my digestive issues	49%	48%	47%	52%
Gas and bloating are a normal part of life and not something I worry about	47%	53%	45%	35%
My digestive issues impact my quality of life	28%	34%	27%	14%
My digestive issues affect my self-esteem/how I feel about myself	26%	34%	22%	13%
I have avoided sex/intimacy with a partner because of digestive issues	25%	40%	16%	5%
I have avoided certain social situations due to digestive issues	24%	33%	18%	15%
I have missed work due to digestive issues	20%	29%	17%	5%
Nothing I've tried to resolve my digestive issues has worked, and I'm at a dead end	20%	30%	14%	7%

Total Disagree

	Total	Age 18-44	Age 45-64	Age 65+
I have missed work due to digestive issues	72%	59%	80%	90%
Nothing I've tried to resolve my digestive issues has worked, and I'm at a dead end	71%	55%	82%	88%
I have avoided certain social situations due to digestive issues	69%	56%	77%	84%
My digestive issues affect my self-esteem/how I feel about myself	68%	54%	74%	86%
I have avoided sex/intimacy with a partner because of digestive issues	67%	47%	80%	90%
My digestive issues impact my quality of life	65%	53%	71%	85%
Gas and bloating are a normal part of life and not something I worry about	46%	34%	52%	64%
I avoid/am uncomfortable pooping in a public restroom and/or with people nearby	43%	35%	45%	59%
I've learned to deal or "live" with my digestive issues	41%	38%	44%	41%

PUBLIC POLL FINDINGS AND METHODOLOGY

14. To what extent do you agree or disagree with the following statements? (Continued)

a. I avoid/am uncomfortable pooping in a public restroom and/or with people nearby

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	23%	31%	15%	17%
Somewhat agree	27%	22%	36%	22%
Somewhat disagree	16%	13%	19%	21%
Strongly disagree	27%	22%	27%	38%
Not sure	7%	12%	4%	1%
Total Agree	50%	53%	50%	39%
Total Disagree	43%	35%	45%	59%

b. I have avoided certain social situations due to digestive issues

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	8%	11%	5%	4%
Somewhat agree	17%	22%	14%	10%
Somewhat disagree	25%	22%	31%	23%
Strongly disagree	43%	34%	45%	61%
Not sure	7%	11%	5%	1%
Total Agree	24%	33%	18%	15%
Total Disagree	69%	56%	77%	84%

c. I have missed work due to digestive issues

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	10%	14%	9%	3%
Somewhat agree	10%	15%	9%	2%
Somewhat disagree	19%	17%	26%	11%
Strongly disagree	54%	42%	54%	79%
Not sure	7%	12%	3%	5%
Total Agree	20%	29%	17%	5%
Total Disagree	72%	59%	80%	90%

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14. To what extent do you agree or disagree with the following statements? (Continued)

d. I have avoided sex/intimacy with a partner because of digestive issues

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	8%	15%	3%	1%
Somewhat agree	16%	25%	13%	3%
Somewhat disagree	17%	15%	24%	13%
Strongly disagree	50%	32%	57%	77%
Not sure	8%	13%	4%	5%
Total Agree	25%	40%	16%	5%
Total Disagree	67%	47%	80%	90%

e. My digestive issues affect my self-esteem/how I feel about myself

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	8%	12%	5%	2%
Somewhat agree	18%	22%	17%	11%
Somewhat disagree	25%	17%	37%	25%
Strongly disagree	42%	37%	38%	62%
Not sure	7%	12%	4%	1%
Total Agree	26%	34%	22%	13%
Total Disagree	68%	54%	74%	86%

f. My digestive issues impact my quality of life

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	10%	10%	12%	3%
Somewhat agree	18%	23%	15%	11%
Somewhat disagree	27%	21%	37%	23%
Strongly disagree	39%	33%	34%	61%
Not sure	7%	13%	2%	1%
Total Agree	28%	34%	27%	14%
Total Disagree	65%	53%	71%	85%

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14. To what extent do you agree or disagree with the following statements? (Continued)

g. Gas and bloating are a normal part of life and not something I worry about

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	12%	18%	8%	5%
Somewhat agree	35%	34%	38%	31%
Somewhat disagree	23%	19%	24%	30%
Strongly disagree	23%	15%	29%	33%
Not sure	7%	13%	3%	1%
Total Agree	47%	53%	45%	35%
Total Disagree	46%	34%	52%	64%

h. I've learned to deal or "live" with my digestive issues

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	15%	19%	14%	7%
Somewhat agree	34%	29%	33%	45%
Somewhat disagree	17%	14%	24%	12%
Strongly disagree	23%	23%	20%	29%
Not sure	11%	14%	9%	6%
Total Agree	49%	48%	47%	52%
Total Disagree	41%	38%	44%	41%

i. Nothing I've tried to resolve my digestive issues has worked, and I'm at a dead end

	Total	Age 18-44	Age 45-64	Age 65+
Strongly agree	7%	12%	3%	1%
Somewhat agree	13%	18%	11%	6%
Somewhat disagree	28%	21%	37%	26%
Strongly disagree	43%	34%	45%	62%
Not sure	9%	15%	4%	5%
Total Agree	20%	30%	14%	7%
Total Disagree	71%	55%	82%	88%

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[INFO BOX: The following questions refer to the “gut microbiome.” For the purposes of this survey, this means the microorganisms, including bacteria, viruses and fungi that live in the digestive tract.]

15. Please indicate whether you believe each of the following statements to be true or false

a. You have more bacteria living in your gut than cells in your entire body [True]

	Total	Age 18-44	Age 45-64	Age 65+
True	47%	49%	47%	42%
False	8%	11%	6%	7%
Don't know	45%	40%	47%	51%

b. The gut, also known as gastrointestinal tract, is made up of the stomach, small intestine and large intestine [False]

	Total	Age 18-44	Age 45-64	Age 65+
True	71%	69%	73%	73%
False	5%	7%	4%	3%
Don't know	23%	24%	22%	24%

c. The gut microbiome begins to affect your body the moment you are born [True]

	Total	Age 18-44	Age 45-64	Age 65+
True	40%	43%	35%	43%
False	9%	10%	10%	4%
Don't know	51%	47%	55%	53%

d. Roughly 70-80% of the entire immune system is located in the gut [True]

	Total	Age 18-44	Age 45-64	Age 65+
True	40%	41%	36%	43%
False	9%	10%	10%	4%
Don't know	52%	50%	54%	53%

e. The bacteria living in your gut get their food from your bloodstream [False]

	Total	Age 18-44	Age 45-64	Age 65+
True	31%	37%	30%	22%
False	14%	15%	12%	19%
Don't know	54%	49%	58%	60%

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15. Please indicate whether you believe each of the following statements to be true or false.
(Continued)

f. Humans are unable to process certain vitamins without the help of the gut microbiome [True]

	Total	Age 18-44	Age 45-64	Age 65+
True	48%	55%	42%	44%
False	6%	7%	5%	5%
Don't know	46%	38%	53%	51%

g. You have both good and bad bacteria constantly in and on your body [True]

	Total	Age 18-44	Age 45-64	Age 65+
True	78%	70%	83%	89%
False	5%	8%	2%	*
Don't know	17%	21%	15%	11%

16. Please indicate whether you believe each of the following statements to be true or false.

a. The average adult should have a bowel movement every day [False]

	Total	Age 18-44	Age 45-64	Age 65+
True	69%	68%	75%	61%
False	13%	11%	11%	20%
Don't know	18%	21%	14%	18%

b. Healthy poop should float in the toilet [False]

	Total	Age 18-44	Age 45-64	Age 65+
True	21%	24%	21%	13%
False	27%	21%	33%	31%
Don't know	53%	56%	46%	56%

c. It's normal to pass gas up to 25 times a day [True]

	Total	Age 18-44	Age 45-64	Age 65+
True	30%	35%	28%	21%
False	28%	23%	29%	35%
Don't know	43%	41%	44%	44%

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16. Please indicate whether you believe each of the following statements to be true or false.
(Continued)

d. Poor sleep can be a sign of an unhealthy gut [True]

	Total	Age 18-44	Age 45-64	Age 65+
True	53%	60%	53%	38%
False	8%	6%	11%	6%
Don't know	39%	34%	36%	55%

e. A high intake of prebiotic foods can increase gas and bloating [True]

	Total	Age 18-44	Age 45-64	Age 65+
True	29%	37%	22%	25%
False	11%	12%	12%	8%
Don't know	59%	51%	66%	67%

f. Constipation is defined as three or fewer bowel movements a week [True]

	Total	Age 18-44	Age 45-64	Age 65+
True	47%	49%	48%	41%
False	11%	11%	12%	8%
Don't know	42%	40%	40%	51%

17. Please indicate whether you believe each of the following statements to be true or false.

a. Skin irritations, like eczema and psoriasis, can be a sign of poor gut health [True]

	Total	Age 18-44	Age 45-64	Age 65+
True	35%	38%	35%	30%
False	13%	19%	10%	7%
Don't know	51%	43%	55%	63%

b. An unhealthy gut can increase the risk of dementia and autoimmune disorders [True]

	Total	Age 18-44	Age 45-64	Age 65+
True	37%	39%	36%	34%
False	11%	14%	11%	5%
Don't know	52%	46%	53%	61%

c. An unhealthy gut can cause brain fog [True]

	Total	Age 18-44	Age 45-64	Age 65+
True	49%	52%	50%	41%
False	8%	10%	6%	5%
Don't know	43%	38%	44%	54%

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17. Please indicate whether you believe each of the following statements to be true or false.
(Continued)

d. The gut is the largest producer of serotonin, a hormone that regulates your mood [True]

	Total	Age 18-44	Age 45-64	Age 65+
True	27%	32%	22%	21%
False	15%	19%	15%	8%
Don't know	58%	49%	63%	71%

e. The wrong balance of gut bacteria can increase risk for heart attack and stroke [True]

	Total	Age 18-44	Age 45-64	Age 65+
True	40%	40%	43%	35%
False	7%	10%	5%	3%
Don't know	53%	49%	52%	61%

f. People with digestive disorders, such as IBS, Crohn's and celiac disease, are at greater risk of depression and anxiety [True]

	Total	Age 18-44	Age 45-64	Age 65+
True	51%	51%	52%	49%
False	10%	12%	11%	1%
Don't know	39%	36%	37%	50%

18. Please indicate whether you believe each of the following statements to be true or false.

a. Antibiotics kill the bad bacteria, while protecting the good bacteria in your gut [False]

	Total	Age 18-44	Age 45-64	Age 65+
True	29%	34%	27%	23%
False	30%	29%	30%	30%
Don't know	41%	37%	43%	46%

b. Probiotic supplements are the best way to maintain gut health [False]

	Total	Age 18-44	Age 45-64	Age 65+
True	39%	43%	38%	30%
False	14%	14%	16%	13%
Don't know	47%	43%	46%	57%

c. Lack of physical activity can lead to constipation and bloating [True]

	Total	Age 18-44	Age 45-64	Age 65+
True	66%	62%	71%	68%
False	6%	10%	3%	4%
Don't know	27%	28%	26%	27%

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18. Please indicate whether you believe each of the following statements to be true or false.
(Continued)

d. Food sensitivities/intolerances are the same as food allergies [False]

	Total	Age 18-44	Age 45-64	Age 65+
True	27%	30%	26%	21%
False	40%	40%	38%	41%
Don't know	34%	30%	35%	38%

e. All grains contain gluten [False]

	Total	Age 18-44	Age 45-64	Age 65+
True	21%	29%	17%	8%
False	34%	25%	39%	45%
Don't know	46%	47%	44%	48%

f. Probiotics are more important than prebiotics [False]

	Total	Age 18-44	Age 45-64	Age 65+
True	27%	31%	26%	19%
False	13%	16%	11%	10%
Don't know	60%	53%	63%	70%

g. Acid-reducing medicines are harmful to gut health [True]

	Total	Age 18-44	Age 45-64	Age 65+
True	29%	34%	26%	22%
False	17%	16%	20%	16%
Don't know	54%	50%	55%	63%

[INFO BOX WITH THESE DEFINITIONS -- Probiotics contain live microorganisms intended to improve good bacteria in the gut. Prebiotics act as fertilizer, providing nourishment for good bacteria in the gut.]

19. Please indicate whether each of the following foods is **probiotic** or **prebiotic**.

a. Jerusalem artichoke [Prebiotic]

	Total	Age 18-44	Age 45-64	Age 65+
Probiotic	12%	14%	11%	8%
Prebiotic	15%	21%	12%	5%
Don't know	73%	64%	77%	87%

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19. Please indicate whether each of the following foods is **probiotic** or **prebiotic**. (Continued)

b. Bananas [Prebiotic]

	Total	Age 18-44	Age 45-64	Age 65+
Probiotic	24%	28%	23%	15%
Prebiotic	23%	26%	22%	15%
Don't know	54%	45%	56%	70%

c. Steel cut oats [Prebiotic]

	Total	Age 18-44	Age 45-64	Age 65+
Probiotic	18%	20%	18%	15%
Prebiotic	21%	29%	16%	12%
Don't know	61%	52%	66%	73%

d. Miso [Probiotic]

	Total	Age 18-44	Age 45-64	Age 65+
Probiotic	15%	20%	12%	9%
Prebiotic	17%	22%	15%	7%
Don't know	68%	58%	73%	84%

e. Kombucha [Probiotic]

	Total	Age 18-44	Age 45-64	Age 65+
Probiotic	30%	37%	26%	22%
Prebiotic	12%	16%	12%	5%
Don't know	57%	48%	62%	72%

f. Sauerkraut [Probiotic]

	Total	Age 18-44	Age 45-64	Age 65+
Probiotic	22%	24%	20%	23%
Prebiotic	19%	24%	19%	9%
Don't know	58%	52%	61%	68%

20. Please indicate whether or not the following affect the balance of good versus bad bacteria living in your gut.

a. Living with a dog [Yes]

	Total	Age 18-44	Age 45-64	Age 65+
Yes	29%	33%	27%	25%
No	28%	32%	29%	16%
Don't know	43%	36%	44%	59%

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20. Please indicate whether or not the following affect the balance of good versus bad bacteria living in your gut. (Continued)

b. How much you sleep [Yes]

	Total	Age 18-44	Age 45-64	Age 65+
Yes	67%	64%	75%	60%
No	8%	13%	4%	2%
Don't know	26%	24%	21%	38%

c. Stress [Yes]

	Total	Age 18-44	Age 45-64	Age 65+
Yes	68%	70%	69%	64%
No	9%	10%	9%	4%
Don't know	23%	19%	23%	33%

d. Spending time in nature [Yes]

	Total	Age 18-44	Age 45-64	Age 65+
Yes	43%	45%	41%	42%
No	19%	24%	15%	15%
Don't know	38%	31%	43%	44%

e. Hand sanitizer [Yes]

	Total	Age 18-44	Age 45-64	Age 65+
Yes	32%	40%	26%	26%
No	30%	26%	34%	30%
Don't know	38%	34%	40%	44%

f. Living in a city versus living in a rural area [Yes]

	Total	Age 18-44	Age 45-64	Age 65+
Yes	38%	40%	40%	32%
No	22%	26%	20%	15%
Don't know	40%	34%	40%	53%

g. How you were fed as a baby (breastmilk or formula) [Yes]

	Total	Age 18-44	Age 45-64	Age 65+
Yes	36%	44%	28%	31%
No	19%	20%	21%	13%
Don't know	45%	36%	51%	55%



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20. Please indicate whether or not the following affect the balance of good versus bad bacteria living in your gut. (Continued)

h. How you were born (vaginally or Cesarean section) [Yes]

	Total	Age 18-44	Age 45-64	Age 65+
Yes	22%	28%	18%	16%
No	31%	34%	31%	24%
Don't know	47%	38%	51%	61%





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About the Study

These are some of the findings of an Ipsos poll conducted between March 28-29, 2023 on behalf of MDVIP. For this survey, a sample of 1,005 adults aged 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The sample also includes 451 respondents aged 18-44, 311 respondents aged 45-64, and 243 respondents aged 65+.

The sample was randomly drawn from [Ipsos' online panel](#), partner online panel sources, and "river" [sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2022 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.8 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,005, DEFF=1.5, adjusted Confidence Interval=+/- 5.3 percentage points).

The poll also has a credibility interval of plus or minus 5.7 percentage points for respondents aged 18-44, plus or minus 6.8 percentage points for respondents aged 45-64, and plus or minus 7.7 percentage points for respondents aged 65+.

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PUBLIC POLL FINDINGS AND METHODOLOGY

About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

