



TOPLINE & METHODOLOGY

Full Annotated Questionnaire:

Survey Details: These are the results of a study fielded by Ipsos on behalf of the Virsa Foundation between September 29 – November 29, 2021. These two columns of data represent two data sets using the same questionnaire. The column on the left represents data fielded using the probability-based KnowledgePanel®. The column on the right represents data fielded using convenience sampling through the Virsa Foundation's partners.

Each respondent entering the survey was screened for having had, or suspected to have had, COVID-19 between January 2020 and October 2021 (questions S6, S7 and S8). Regardless of COVID-19 situation, all respondents provided demographic data, diet type followed, food consumed regularly, and a checklist of medical conditions.

Following screenings, a sample of 1,283 adults, age 18 and older, from the probability-based KnowledgePanel®, from the continental U.S., Alaska, and Hawaii completed the survey. The sample has a margin of error of plus or minus 1.35 percentage points for all respondents.

An additional convenience oversample of 1,093 adults aged 18+ from Virsa's partner contacts was also conducted online. The convenience sample has a credibility interval of plus or minus 3.6 percentage points for all respondents.

All data in the tables represent percentage of response for each category. Some columns do not equal 100% due to rounding.

*NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable*



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Annotated Questionnaire:

S1. Thinking about your diet on an average day, would you say your diet is...?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Very healthy	10%	9%	11%	57%	50%	59%
Fairly healthy	46%	44%	47%	34%	39%	33%
Somewhat healthy	35%	37%	35%	8%	9%	7%
Not healthy	8%	10%	7%	1%	2%	1%
Skipped	*	*	*	-	-	-
<i>Very/Fairly healthy (net)</i>	56%	53%	58%	91%	89%	92%
<i>Somewhat/Not healthy (net)</i>	43%	47%	42%	9%	11%	8%

S2. Would you say your health in general is...?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Poor	2%	3%	2%	1%	1%	1%
Fair	15%	16%	15%	5%	7%	5%
Good	40%	41%	39%	21%	21%	21%
Very good	35%	32%	36%	44%	43%	44%
Excellent	8%	8%	8%	29%	28%	29%
Skipped	*	*	*	-	-	-
<i>Poor/Fair (net)</i>	18%	19%	17%	6%	8%	5%
<i>Very good/Excellent (net)</i>	42%	40%	44%	73%	71%	74%

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S3_sum1. Summary of Eat at all - Thinking about your typical diet, how often do you eat the following types of food items?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Vegetables	99%	99%	99%	100%	100%	100%
Fruits	98%	99%	98%	100%	100%	100%
Dairy Milk, Ice Cream, Cheese, and/or Yogurt (i.e. Cow, Goat, or other Animal milk)	96%	97%	96%	40%	43%	40%
Refined Grains (i.e. White flour, white rice, white bread, cereals, crackers)	96%	97%	96%	79%	79%	79%
Eggs	96%	98%	96%	40%	45%	40%
Meat	96%	96%	96%	33%	40%	31%
Poultry	96%	96%	96%	32%	38%	32%
Packaged and Processed foods (i.e. store-bought chips, cookies, cakes)	96%	96%	96%	75%	78%	75%
Whole Grains (i.e. Barley, oats, brown rice, whole wheat bread, whole wheat pasta)	94%	95%	93%	98%	98%	98%
Sugar	93%	94%	92%	77%	80%	77%
Nuts/Seeds	93%	95%	93%	99%	99%	99%
Fast Food	91%	93%	90%	44%	51%	43%
Extra Virgin Olive Oil	89%	89%	89%	74%	76%	74%
Fish	88%	88%	89%	43%	46%	43%
Other Refined Oils (i.e. Canola, safflower, soybean)	79%	79%	79%	56%	59%	56%

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S3_sum1. Summary of Eat at all - Thinking about your typical diet, how often do you eat the following types of food items? *Continued*

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Honey	79%	79%	78%	62%	66%	61%
Soda/Soft drinks	76%	80%	75%	25%	28%	24%
Shellfish	72%	68%	73%	32%	35%	32%
Maple syrup	71%	70%	72%	80%	81%	80%
Alcohol (i.e. beer, wine, or spirits)	67%	68%	67%	58%	58%	59%
Plant-based Milk, Ice Cream, Cheese, and/or Yogurt (i.e. Almond milk, Cashew Cheese, etc.)	64%	67%	64%	94%	93%	94%
Artificial sweetener	50%	54%	49%	26%	27%	26%
Coconut Oil	49%	53%	48%	49%	55%	47%

S3_1. Dairy Milk, Ice Cream, Cheese, and/or Yogurt (i.e Cow, Goat, or other Animal milk) - Thinking about your typical diet, how often do you eat the following types of food items?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Every day	18%	17%	19%	3%	4%	3%
Almost every day	26%	26%	26%	5%	5%	5%
About 2 or 3 times a week	25%	27%	24%	7%	9%	7%
About once a week	13%	14%	13%	5%	6%	5%
Once in a while	14%	13%	15%	20%	20%	20%
Never	3%	3%	3%	60%	57%	60%
Skipped	*	*	*	-	-	-
<i>Eat at all (net)</i>	96%	97%	96%	40%	43%	40%
<i>Eat weekly (net)</i>	82%	84%	82%	19%	23%	19%

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S3_2. Plant-based Milk, Ice Cream, Cheese, and/or Yogurt (i.e. Almond milk, Cashew Cheese, etc.) - Thinking about your typical diet, how often do you eat the following types of food items?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Every day	7%	6%	7%	28%	25%	29%
Almost every day	11%	12%	11%	22%	22%	22%
About 2 or 3 times a week	14%	13%	15%	18%	19%	17%
About once a week	10%	13%	9%	8%	7%	8%
Once in a while	22%	23%	22%	18%	20%	17%
Never	35%	33%	36%	6%	7%	6%
Skipped	*	*	*	-	-	-
<i>Eat at all (net)</i>	64%	67%	64%	94%	93%	94%
<i>Eat weekly (net)</i>	42%	44%	42%	76%	73%	76%

S3_3. Whole Grains (i.e. Barley, oats, brown rice, whole wheat bread, whole wheat pasta) - Thinking about your typical diet, how often do you eat the following types of food items?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Every day	8%	6%	9%	42%	37%	43%
Almost every day	17%	17%	17%	25%	26%	25%
About 2 or 3 times a week	26%	27%	27%	18%	19%	17%
About once a week	17%	17%	17%	7%	7%	6%
Once in a while	25%	27%	24%	7%	9%	7%
Never	6%	5%	6%	2%	2%	2%
Skipped	1%	*	*	-	-	-
<i>Eat at all (net)</i>	94%	95%	93%	98%	98%	98%
<i>Eat weekly (net)</i>	69%	68%	70%	91%	89%	91%

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S3_4. Refined Grains (i.e. White flour, white rice, white bread, cereals, crackers) - Thinking about your typical diet, how often do you eat the following types of food items?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Every day	8%	7%	8%	3%	3%	3%
Almost every day	19%	18%	20%	6%	7%	6%
About 2 or 3 times a week	31%	33%	31%	14%	16%	14%
About once a week	18%	19%	17%	13%	13%	13%
Once in a while	21%	21%	20%	42%	41%	43%
Never	3%	2%	3%	21%	21%	21%
Skipped	1%	*	1%	-	-	-
<i>Eat at all (net)</i>	96%	97%	96%	79%	79%	79%
<i>Eat weekly (net)</i>	76%	76%	76%	36%	38%	36%

S3_5. Eggs - Thinking about your typical diet, how often do you eat the following types of food items?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Every day	5%	6%	5%	1%	1%	1%
Almost every day	12%	13%	12%	3%	4%	2%
About 2 or 3 times a week	31%	32%	32%	8%	9%	8%
About once a week	27%	28%	27%	8%	8%	9%
Once in a while	21%	20%	21%	20%	23%	20%
Never	3%	2%	3%	60%	55%	60%
Skipped	*	*	*	-	-	-
<i>Eat at all (net)</i>	96%	98%	96%	40%	45%	40%
<i>Eat weekly (net)</i>	75%	78%	75%	20%	22%	20%

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S3_6. Meat - Thinking about your typical diet, how often do you eat the following types of food items?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Every day	17%	19%	16%	2%	2%	1%
Almost every day	30%	32%	30%	3%	6%	3%
About 2 or 3 times a week	31%	31%	31%	7%	8%	7%
About once a week	11%	9%	12%	5%	6%	5%
Once in a while	7%	5%	7%	15%	18%	15%
Never	3%	3%	3%	67%	60%	69%
Skipped	1%	1%	1%	-	-	-
<i>Eat at all (net)</i>	96%	96%	96%	33%	40%	31%
<i>Eat weekly (net)</i>	89%	91%	89%	17%	22%	16%

S3_7. Vegetables - Thinking about your typical diet, how often do you eat the following types of food items?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Every day	28%	27%	29%	85%	83%	86%
Almost every day	32%	32%	33%	10%	11%	10%
About 2 or 3 times a week	25%	25%	25%	3%	5%	3%
About once a week	7%	8%	7%	0%	0%	0%
Once in a while	6%	5%	6%	0%	1%	0%
Never	1%	1%	1%	0%	0%	0%
Skipped	1%	1%	*	-	-	-
<i>Eat at all (net)</i>	99%	99%	99%	100%	100%	100%
<i>Eat weekly (net)</i>	93%	93%	93%	100%	99%	100%

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S3_8. Fish - Thinking about your typical diet, how often do you eat the following types of food items?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Every day	*	*	*	*	*	*
Almost every day	1%	1%	2%	1%	1%	1%
About 2 or 3 times a week	13%	11%	14%	6%	5%	7%
About once a week	32%	31%	32%	11%	12%	11%
Once in a while	41%	44%	40%	25%	28%	25%
Never	11%	12%	11%	57%	54%	57%
Skipped	1%	*	*	-	-	-
<i>Eat at all (net)</i>	<i>88%</i>	<i>88%</i>	<i>89%</i>	<i>43%</i>	<i>46%</i>	<i>43%</i>
<i>Eat weekly (net)</i>	<i>47%</i>	<i>44%</i>	<i>48%</i>	<i>18%</i>	<i>19%</i>	<i>18%</i>

S3_9. Shellfish - Thinking about your typical diet, how often do you eat the following types of food items?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Every day	*	*	*	*	-	*
Almost every day	*	*	1%	*	*	*
About 2 or 3 times a week	4%	4%	5%	1%	1%	1%
About once a week	14%	15%	14%	4%	5%	4%
Once in a while	52%	48%	53%	27%	29%	26%
Never	28%	32%	27%	68%	65%	68%
Skipped	1%	*	1%	-	-	-
<i>Eat at all (net)</i>	<i>72%</i>	<i>68%</i>	<i>73%</i>	<i>32%</i>	<i>35%</i>	<i>32%</i>
<i>Eat weekly (net)</i>	<i>19%</i>	<i>20%</i>	<i>20%</i>	<i>5%</i>	<i>5%</i>	<i>6%</i>

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S3_10. Poultry - Thinking about your typical diet, how often do you eat the following types of food items?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Every day	3%	3%	3%	*	*	*
Almost every day	13%	15%	12%	2%	2%	2%
About 2 or 3 times a week	48%	48%	49%	9%	11%	9%
About once a week	22%	20%	23%	7%	8%	7%
Once in a while	10%	9%	9%	14%	16%	14%
Never	4%	3%	4%	68%	62%	68%
Skipped	1%	1%	1%	-	-	-
<i>Eat at all (net)</i>	96%	96%	96%	32%	38%	32%
<i>Eat weekly (net)</i>	86%	87%	86%	18%	22%	18%

S3_11. Packaged and Processed foods (i.e. store-bought chips, cookies, cakes) - Thinking about your typical diet, how often do you eat the following types of food items?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Every day	4%	4%	4%	1%	2%	1%
Almost every day	14%	13%	14%	4%	5%	4%
About 2 or 3 times a week	28%	28%	28%	12%	12%	12%
About once a week	20%	21%	20%	12%	13%	12%
Once in a while	29%	29%	29%	46%	45%	46%
Never	4%	4%	4%	25%	22%	25%
Skipped	*	*	*	-	-	-
<i>Eat at all (net)</i>	96%	96%	96%	75%	78%	75%
<i>Eat weekly (net)</i>	67%	66%	67%	30%	32%	29%

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S3_12. Soda/Soft drinks - Thinking about your typical diet, how often do you eat the following types of food items?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Every day	10%	11%	10%	1%	2%	1%
Almost every day	10%	11%	10%	1%	2%	1%
About 2 or 3 times a week	13%	15%	13%	2%	3%	2%
About once a week	11%	12%	11%	2%	2%	2%
Once in a while	32%	31%	32%	17%	19%	17%
Never	24%	20%	25%	75%	72%	76%
Skipped	*	*	*	-	-	-
<i>Eat at all (net)</i>	<i>76%</i>	<i>80%</i>	<i>75%</i>	<i>25%</i>	<i>28%</i>	<i>24%</i>
<i>Eat weekly (net)</i>	<i>44%</i>	<i>49%</i>	<i>43%</i>	<i>7%</i>	<i>9%</i>	<i>7%</i>

S3_13. Fruits - Thinking about your typical diet, how often do you eat the following types of food items?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Every day	19%	17%	20%	72%	68%	73%
Almost every day	24%	24%	24%	17%	20%	16%
About 2 or 3 times a week	28%	30%	28%	8%	9%	7%
About once a week	14%	16%	13%	2%	2%	2%
Once in a while	13%	12%	13%	1%	2%	1%
Never	1%	*	1%	*	-	*
Skipped	1%	1%	1%	-	-	-
<i>Eat at all (net)</i>	<i>98%</i>	<i>99%</i>	<i>98%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>
<i>Eat weekly (net)</i>	<i>85%</i>	<i>87%</i>	<i>86%</i>	<i>99%</i>	<i>98%</i>	<i>99%</i>

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S3_14. Extra Virgin Olive Oil - Thinking about your typical diet, how often do you eat the following types of food items?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Every day	6%	5%	6%	6%	5%	6%
Almost every day	15%	14%	15%	10%	11%	11%
About 2 or 3 times a week	26%	26%	26%	17%	18%	17%
About once a week	15%	18%	15%	9%	8%	9%
Once in a while	27%	26%	26%	32%	34%	31%
Never	11%	11%	10%	26%	24%	26%
Skipped	1%	*	1%	-	-	-
<i>Eat at all (net)</i>	89%	89%	89%	74%	76%	74%
<i>Eat weekly (net)</i>	62%	63%	63%	42%	42%	43%

S_15. Coconut Oil - Thinking about your typical diet, how often do you eat the following types of food items?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Every day	1%	2%	1%	1%	1%	1%
Almost every day	1%	2%	1%	2%	2%	2%
About 2 or 3 times a week	4%	4%	4%	4%	5%	4%
About once a week	5%	6%	5%	5%	6%	5%
Once in a while	37%	41%	37%	36%	41%	35%
Never	51%	47%	51%	51%	45%	53%
Skipped	1%	*	*	-	-	-
<i>Eat at all (net)</i>	49%	53%	48%	49%	55%	47%
<i>Eat weekly (net)</i>	12%	12%	12%	13%	14%	12%

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S3_16. Other Refined Oils (i.e. Canola, safflower, soybean) - Thinking about your typical diet, how often do you eat the following types of food items?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Every day	2%	3%	2%	1%	*	1%
Almost every day	6%	6%	5%	3%	2%	3%
About 2 or 3 times a week	15%	15%	15%	7%	6%	7%
About once a week	14%	14%	14%	6%	6%	6%
Once in a while	42%	40%	42%	40%	44%	39%
Never	21%	21%	20%	44%	41%	44%
Skipped	1%	*	1%	-	-	-
<i>Eat at all (net)</i>	<i>79%</i>	<i>79%</i>	<i>79%</i>	<i>56%</i>	<i>59%</i>	<i>56%</i>
<i>Eat weekly (net)</i>	<i>37%</i>	<i>39%</i>	<i>37%</i>	<i>16%</i>	<i>16%</i>	<i>17%</i>

S3_17. Honey - Thinking about your typical diet, how often do you eat the following types of food items?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Every day	2%	2%	2%	2%	3%	2%
Almost every day	3%	3%	3%	3%	3%	2%
About 2 or 3 times a week	7%	7%	7%	5%	7%	5%
About once a week	10%	11%	10%	6%	8%	6%
Once in a while	56%	55%	57%	46%	45%	46%
Never	21%	21%	21%	38%	34%	39%
Skipped	1%	*	*	-	-	-
<i>Eat at all (net)</i>	<i>79%</i>	<i>79%</i>	<i>78%</i>	<i>62%</i>	<i>66%</i>	<i>61%</i>
<i>Eat weekly (net)</i>	<i>22%</i>	<i>24%</i>	<i>22%</i>	<i>16%</i>	<i>21%</i>	<i>15%</i>

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S3_18. Maple syrup - Thinking about your typical diet, how often do you eat the following types of food items?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Every day	1%	*	1%	1%	1%	1%
Almost every day	*	1%	*	3%	3%	3%
About 2 or 3 times a week	2%	2%	2%	9%	10%	9%
About once a week	7%	7%	7%	13%	13%	13%
Once in a while	61%	59%	62%	53%	55%	53%
Never	28%	29%	28%	20%	19%	20%
Skipped	1%	1%	1%	-	-	-
<i>Eat at all (net)</i>	<i>71%</i>	<i>70%</i>	<i>72%</i>	<i>80%</i>	<i>81%</i>	<i>80%</i>
<i>Eat weekly (net)</i>	<i>10%</i>	<i>11%</i>	<i>10%</i>	<i>26%</i>	<i>26%</i>	<i>26%</i>

S3_19. Sugar - Thinking about your typical diet, how often do you eat the following types of food items?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Every day	16%	18%	15%	6%	7%	5%
Almost every day	22%	22%	22%	9%	10%	9%
About 2 or 3 times a week	19%	21%	19%	13%	15%	13%
About once a week	10%	10%	10%	8%	8%	8%
Once in a while	25%	23%	25%	41%	39%	41%
Never	7%	5%	7%	23%	20%	23%
Skipped	1%	1%	*	-	-	-
<i>Eat at all (net)</i>	<i>93%</i>	<i>94%</i>	<i>92%</i>	<i>77%</i>	<i>80%</i>	<i>77%</i>
<i>Eat weekly (net)</i>	<i>68%</i>	<i>71%</i>	<i>67%</i>	<i>36%</i>	<i>41%</i>	<i>36%</i>

TOPLINE & METHODOLOGY

S3_20. Artificial sweetener - Thinking about your typical diet, how often do you eat the following types of food items?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Every day	7%	7%	7%	3%	3%	3%
Almost every day	8%	8%	9%	3%	3%	3%
About 2 or 3 times a week	7%	8%	6%	3%	3%	3%
About once a week	5%	6%	5%	2%	2%	2%
Once in a while	23%	26%	22%	15%	17%	15%
Never	50%	45%	51%	74%	73%	74%
Skipped	1%	1%	1%	-	-	-
<i>Eat at all (net)</i>	<i>50%</i>	<i>54%</i>	<i>49%</i>	<i>26%</i>	<i>27%</i>	<i>26%</i>
<i>Eat weekly (net)</i>	<i>27%</i>	<i>29%</i>	<i>27%</i>	<i>11%</i>	<i>10%</i>	<i>11%</i>

S3_21. Alcohol (i.e. beer, wine, or spirits) - Thinking about your typical diet, how often do you eat the following types of food items?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Every day	4%	3%	4%	2%	2%	3%
Almost every day	6%	5%	6%	5%	4%	5%
About 2 or 3 times a week	13%	12%	13%	10%	9%	11%
About once a week	12%	14%	12%	9%	10%	9%
Once in a while	32%	33%	31%	31%	33%	31%
Never	32%	31%	33%	42%	42%	41%
Skipped	1%	*	1%	-	-	-
<i>Eat at all (net)</i>	<i>67%</i>	<i>68%</i>	<i>67%</i>	<i>58%</i>	<i>58%</i>	<i>59%</i>
<i>Eat weekly (net)</i>	<i>35%</i>	<i>35%</i>	<i>35%</i>	<i>27%</i>	<i>25%</i>	<i>28%</i>

TOPLINE & METHODOLOGY

S3_22. Nuts/Seeds - Thinking about your typical diet, how often do you eat the following types of food items?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Every day	7%	6%	7%	38%	32%	39%
Almost every day	14%	14%	14%	27%	29%	26%
About 2 or 3 times a week	25%	24%	25%	18%	20%	18%
About once a week	19%	20%	19%	8%	9%	7%
Once in a while	29%	30%	29%	9%	10%	8%
Never	6%	5%	6%	1%	1%	1%
Skipped	1%	1%	1%	-	-	-
<i>Eat at all (net)</i>	93%	95%	93%	99%	99%	99%
<i>Eat weekly (net)</i>	64%	64%	64%	90%	89%	91%

S3_23. Fast Food - Thinking about your typical diet, how often do you eat the following types of food items?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Every day	1%	1%	1%	*	*	*
Almost every day	3%	3%	2%	*	1%	*
About 2 or 3 times a week	15%	17%	14%	2%	4%	2%
About once a week	24%	28%	23%	6%	7%	5%
Once in a while	48%	44%	49%	36%	40%	35%
Never	9%	7%	9%	56%	49%	57%
Skipped	1%	*	1%	-	-	-
<i>Eat at all (net)</i>	91%	93%	90%	44%	51%	43%
<i>Eat weekly (net)</i>	42%	49%	41%	9%	12%	8%

TOPLINE & METHODOLOGY

S4. How would you describe the diet you follow most?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
I don't follow a specialized diet	68%	67%	68%	6%	8%	6%
Low-carb (avoid or limit amount of sugary foods, pasta, bread, etc.)	13%	14%	13%	8%	8%	8%
High-protein (eat a diet rich in protein from meats, nuts, etc.)	10%	11%	10%	3%	4%	3%
Low-fat (avoid or limit amount of high fat foods like butter, oil, bacon, etc.)	8%	8%	9%	15%	13%	15%
Flexitarian (eat more plants and less meat)	5%	5%	5%	16%	17%	15%
Gluten-free	3%	3%	3%	11%	12%	11%
Vegetarian (do not eat meat)	2%	1%	2%	7%	7%	7%
Organic and non-gmo foods only	2%	2%	2%	18%	19%	18%
Vegan (do not eat any food derived from animals)	1%	1%	1%	26%	24%	26%
Whole Food Plant-Based (do not eat any food derived from animals and avoid packaged/processed foods)	1%	1%	1%	53%	49%	53%
Pescatarian (eat fish and seafood but don't eat meat)	1%	1%	1%	5%	4%	5%
Other (Please specify)	3%	3%	3%	9%	10%	8%
Skipped	1%	1%	*	-	-	-

TOPLINE & METHODOLOGY

S5. Have you tried the following diets in the past 3 years?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Intermittent Fasting	12%	15%	12%	32%	31%	32%
Keto	10%	14%	9%	7%	9%	7%
Weight Watchers	5%	4%	5%	7%	7%	7%
Mediterranean	3%	2%	3%	8%	9%	9%
Atkins	2%	3%	2%	1%	2%	1%
Paleo	2%	2%	2%	3%	4%	3%
Whole 30	1%	1%	1%	3%	4%	3%
South Beach Diet	1%	1%	1%	1%	1%	1%
None of the above	75%	71%	75%	58%	57%	58%
Skipped	1%	*	*	-	-	-
<i>Dieted at all (net)</i>	<i>24%</i>	<i>28%</i>	<i>24%</i>	<i>42%</i>	<i>43%</i>	<i>42%</i>

S6. To your knowledge, have you ever had COVID-19?

	Total KP (N=7,816)	Total Client Sample (N=6,810)
Yes, tested positive for COVID-19	13%	10%
Yes, did not test positive but believe I had COVID-19	6%	6%
No, I have not had COVID-19	74%	76%
I don't know	7%	8%
Skipped	*	-
<i>Yes (Net)</i>	<i>19%</i>	<i>16%</i>

TOPLINE & METHODOLOGY

S7. Why do you think you had COVID-19?

Open ended responses provided separately

S8. **[Asked if say they have had or suspect to have had COVID-19]** When did you have COVID-19 / when do you suspect you were exposed to COVID-19?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
January 2020	8%	7%
February 2020	5%	6%
March 2020	6%	9%
April 2020	4%	2%
May 2020	1%	1%
June 2020	3%	1%
July 2020	3%	2%
August 2020	3%	2%
September 2020	3%	2%
October 2020	5%	4%
November 2020	11%	8%
December 2020	11%	9%
January 2021	8%	7%
February 2021	3%	3%
March 2021	3%	2%
April 2021	2%	4%
May 2021	1%	2%
June 2021	1%	1%
July 2021	4%	4%
August 2021	7%	8%
September 2021	7%	7%
Skipped	2%	7%

Q1-Q28 and Q31-Q34 only asked to respondents who said they had or suspect they had COVID

TOPLINE & METHODOLOGY

Q1_sum1. Summary of Satisfied - Thinking about your life today, how would you rate your satisfaction level with your ...?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Family life	62%	67%
Mental health	54%	64%
Friendships	53%	60%
Marriage or romantic relationships	51%	61%
Financial situation	36%	55%
Job	36%	41%
Work-life balance	35%	46%
Sleep habits	31%	43%
Physical health	29%	50%
Current diet and eating habits	28%	61%
Exercise habits	20%	35%

Q1_sum2. Summary of Not Satisfied - Thinking about your life today, how would you rate your satisfaction level with your ...?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Exercise habits	44%	31%
Sleep habits	29%	20%
Physical health	26%	15%
Current diet and eating habits	26%	10%
Financial situation	25%	14%
Work-life balance	18%	12%
Marriage or romantic relationships	17%	12%
Mental health	15%	8%
Job	14%	10%
Friendships	13%	10%
Family life	9%	8%

TOPLINE & METHODOLOGY

Q1_a. Physical health - Thinking about your life today, how would you rate your satisfaction level with your ...?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Completely satisfied	6%	11%
Very satisfied	23%	39%
Somewhat satisfied	44%	35%
Not very satisfied	19%	10%
Not at all satisfied	7%	5%
Does not apply to me	*	*
Skipped	*	-
<i>Satisfied (net)</i>	<i>29%</i>	<i>50%</i>
<i>Not Satisfied (net)</i>	<i>26%</i>	<i>15%</i>

Q1_b. Mental health - Thinking about your life today, how would you rate your satisfaction level with your...?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Completely satisfied	18%	24%
Very satisfied	36%	40%
Somewhat satisfied	30%	27%
Not very satisfied	10%	6%
Not at all satisfied	6%	2%
Does not apply to me	1%	*
Skipped	*	-
<i>Satisfied (net)</i>	<i>54%</i>	<i>64%</i>
<i>Not Satisfied (net)</i>	<i>15%</i>	<i>8%</i>

TOPLINE & METHODOLOGY

Q1_c. Financial situation - Thinking about your life today, how would you rate your satisfaction level with your ...?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Completely satisfied	10%	20%
Very satisfied	26%	35%
Somewhat satisfied	37%	31%
Not very satisfied	16%	9%
Not at all satisfied	9%	5%
Does not apply to me	1%	*
Skipped	*	-
<i>Satisfied (net)</i>	<i>36%</i>	<i>55%</i>
<i>Not Satisfied (net)</i>	<i>25%</i>	<i>14%</i>

Q1_d. Job - Thinking about your life today, how would you rate your satisfaction level with your ...?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Completely satisfied	11%	13%
Very satisfied	25%	28%
Somewhat satisfied	27%	24%
Not very satisfied	9%	7%
Not at all satisfied	5%	2%
Does not apply to me	23%	25%
Skipped	*	-
<i>Satisfied (net)</i>	<i>36%</i>	<i>41%</i>
<i>Not Satisfied (net)</i>	<i>14%</i>	<i>10%</i>

TOPLINE & METHODOLOGY

Q1_e. Marriage or romantic relationships - Thinking about your life today, how would you rate your satisfaction level with your ...?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Completely satisfied	26%	31%
Very satisfied	24%	30%
Somewhat satisfied	22%	17%
Not very satisfied	8%	8%
Not at all satisfied	9%	4%
Does not apply to me	10%	10%
Skipped	*	-
<i>Satisfied (net)</i>	<i>51%</i>	<i>61%</i>
<i>Not Satisfied (net)</i>	<i>17%</i>	<i>12%</i>

Q1_f. Family life - Thinking about your life today, how would you rate your satisfaction level with your ...?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Completely satisfied	24%	24%
Very satisfied	39%	43%
Somewhat satisfied	27%	24%
Not very satisfied	6%	6%
Not at all satisfied	3%	2%
Does not apply to me	2%	2%
Skipped	*	-
<i>Satisfied (net)</i>	<i>62%</i>	<i>67%</i>
<i>Not Satisfied (net)</i>	<i>9%</i>	<i>8%</i>

TOPLINE & METHODOLOGY

Q1_g. Friendships - Thinking about your life today, how would you rate your satisfaction level with your...?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Completely satisfied	17%	19%
Very satisfied	36%	41%
Somewhat satisfied	31%	30%
Not very satisfied	10%	7%
Not at all satisfied	4%	2%
Does not apply to me	3%	1%
Skipped	1%	-
<i>Satisfied (net)</i>	<i>53%</i>	<i>60%</i>
<i>Not Satisfied (net)</i>	<i>13%</i>	<i>10%</i>

Q1_h. Current diet and eating habits - Thinking about your life today, how would you rate your satisfaction level with your ...?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Completely satisfied	5%	26%
Very satisfied	23%	36%
Somewhat satisfied	44%	28%
Not very satisfied	19%	7%
Not at all satisfied	7%	3%
Does not apply to me	1%	*
Skipped	*	-
<i>Satisfied (net)</i>	<i>28%</i>	<i>61%</i>
<i>Not Satisfied (net)</i>	<i>26%</i>	<i>10%</i>

TOPLINE & METHODOLOGY

Q1_i. Sleep habits - Thinking about your life today, how would you rate your satisfaction level with your...?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Completely satisfied	6%	12%
Very satisfied	25%	31%
Somewhat satisfied	39%	37%
Not very satisfied	21%	15%
Not at all satisfied	8%	5%
Does not apply to me	*	*
Skipped	*	-
<i>Satisfied (net)</i>	<i>31%</i>	<i>43%</i>
<i>Not Satisfied (net)</i>	<i>29%</i>	<i>20%</i>

Q1_j. Exercise habits - Thinking about your life today, how would you rate your satisfaction level with your ...?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Completely satisfied	4%	11%
Very satisfied	16%	24%
Somewhat satisfied	33%	33%
Not very satisfied	30%	22%
Not at all satisfied	14%	9%
Does not apply to me	2%	1%
Skipped	*	-
<i>Satisfied (net)</i>	<i>20%</i>	<i>35%</i>
<i>Not Satisfied (net)</i>	<i>44%</i>	<i>31%</i>

TOPLINE & METHODOLOGY

Q1_k. Work-life balance - Thinking about your life today, how would you rate your satisfaction level with your ...?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Completely satisfied	10%	16%
Very satisfied	25%	30%
Somewhat satisfied	30%	26%
Not very satisfied	13%	9%
Not at all satisfied	4%	3%
Does not apply to me	17%	16%
Skipped	*	-
<i>Satisfied (net)</i>	<i>35%</i>	<i>46%</i>
<i>Not Satisfied (net)</i>	<i>18%</i>	<i>12%</i>

Q2. Which of the following words or phrases best describe how you are feeling today? You may select up to three.

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Hopeful	41%	50%
Motivated/Energized	24%	39%
Stressed/Worried	24%	16%
Overwhelmed/Burned out	21%	15%
Resilient	18%	35%
Frustrated	13%	9%
Inspired	11%	23%
Relieved	9%	4%
Sad	8%	5%
Angry	1%	2%
Other	11%	11%
Skipped	1%	-

TOPLINE & METHODOLOGY

Q3. Looking back on the past year, that is, since the coronavirus pandemic began, which of the following words or phrases best describe how you have felt over the past year? You may select up to three.

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Stressed/Worried	37%	39%
Frustrated	36%	36%
Hopeful	31%	36%
Overwhelmed/Burned out	29%	26%
Resilient	21%	36%
Sad	14%	18%
Angry	13%	12%
Motivated/Energized	12%	15%
Inspired	7%	7%
Relieved	7%	4%
Other	5%	7%
Skipped	1%	-

Q4_sum1. Summary of Positive Impact - How much of an impact, if any, has COVID-19 had on your...?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Family life	21%	22%
Financial situation	19%	21%
Exercise habits	18%	24%
Marriage or romantic relationships	17%	20%
Work-life balance	17%	20%
Physical health	16%	19%
Job	16%	16%
Current diet and eating habits	16%	31%
Friendships	14%	15%
Mental health	11%	12%
Sleep habits	11%	13%

TOPLINE & METHODOLOGY

Q4_a. Physical health - How much of an impact, if any, has COVID-19 had on your...?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Major positive impact	3%	7%
Moderate positive impact	5%	6%
Minor positive impact	7%	6%
Minor negative impact	24%	26%
Moderate negative impact	13%	15%
Major negative impact	8%	7%
No impact at all	36%	32%
Does not apply to me	2%	1%
Skipped	1%	-
<i>Positive Impact (net)</i>	<i>16%</i>	<i>19%</i>
<i>Negative Impact (net)</i>	<i>46%</i>	<i>48%</i>

Q4_b. Mental health - How much of an impact, if any, has COVID-19 had on your...?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Major positive impact	2%	3%
Moderate positive impact	4%	5%
Minor positive impact	5%	4%
Minor negative impact	27%	37%
Moderate negative impact	15%	20%
Major negative impact	10%	7%
No impact at all	33%	23%
Does not apply to me	2%	1%
Skipped	1%	-
<i>Positive Impact (net)</i>	<i>11%</i>	<i>12%</i>
<i>Negative Impact (net)</i>	<i>53%</i>	<i>64%</i>

TOPLINE & METHODOLOGY

Q4_c. Financial situation - How much of an impact, if any, has COVID-19 had on your...?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Major positive impact	3%	4%
Moderate positive impact	7%	7%
Minor positive impact	9%	9%
Minor negative impact	16%	15%
Moderate negative impact	11%	10%
Major negative impact	9%	8%
No impact at all	41%	44%
Does not apply to me	3%	3%
Skipped	1%	-
<i>Positive Impact (net)</i>	<i>19%</i>	<i>21%</i>
<i>Negative Impact (net)</i>	<i>36%</i>	<i>33%</i>

Q4_d. Job - How much of an impact, if any, has COVID-19 had on your...?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Major positive impact	4%	5%
Moderate positive impact	5%	6%
Minor positive impact	7%	6%
Minor negative impact	14%	14%
Moderate negative impact	11%	13%
Major negative impact	11%	14%
No impact at all	28%	22%
Does not apply to me	19%	21%
Skipped	1%	-
<i>Positive Impact (net)</i>	<i>16%</i>	<i>16%</i>
<i>Negative Impact (net)</i>	<i>36%</i>	<i>40%</i>

TOPLINE & METHODOLOGY

Q4_e. Marriage or romantic relationships - How much of an impact, if any, has COVID-19 had on your...?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Major positive impact	4%	6%
Moderate positive impact	7%	7%
Minor positive impact	6%	8%
Minor negative impact	13%	14%
Moderate negative impact	6%	7%
Major negative impact	6%	4%
No impact at all	48%	44%
Does not apply to me	10%	10%
Skipped	1%	-
<i>Positive Impact (net)</i>	<i>17%</i>	<i>20%</i>
<i>Negative Impact (net)</i>	<i>24%</i>	<i>25%</i>

Q4_f. Family life - How much of an impact, if any, has COVID-19 had on your...?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Major positive impact	5%	5%
Moderate positive impact	7%	9%
Minor positive impact	9%	7%
Minor negative impact	22%	26%
Moderate negative impact	10%	15%
Major negative impact	6%	8%
No impact at all	38%	27%
Does not apply to me	2%	2%
Skipped	1%	-
<i>Positive Impact (net)</i>	<i>21%</i>	<i>22%</i>
<i>Negative Impact (net)</i>	<i>38%</i>	<i>49%</i>

TOPLINE & METHODOLOGY

Q4_g. Friendships - How much of an impact, if any, has COVID-19 had on your...?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Major positive impact	4%	4%
Moderate positive impact	4%	5%
Minor positive impact	7%	6%
Minor negative impact	20%	29%
Moderate negative impact	12%	17%
Major negative impact	6%	7%
No impact at all	43%	32%
Does not apply to me	4%	1%
Skipped	1%	-
<i>Positive Impact (net)</i>	<i>14%</i>	<i>15%</i>
<i>Negative Impact (net)</i>	<i>39%</i>	<i>52%</i>

Q4_h. Current diet and eating habits - How much of an impact, if any, has COVID-19 had on your...?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Major positive impact	2%	13%
Moderate positive impact	5%	11%
Minor positive impact	9%	8%
Minor negative impact	17%	13%
Moderate negative impact	10%	9%
Major negative impact	6%	4%
No impact at all	47%	43%
Does not apply to me	3%	1%
Skipped	1%	-
<i>Positive Impact (net)</i>	<i>16%</i>	<i>31%</i>
<i>Negative Impact (net)</i>	<i>33%</i>	<i>25%</i>

TOPLINE & METHODOLOGY

Q4_i. Sleep habits - How much of an impact, if any, has COVID-19 had on your...?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Major positive impact	2%	3%
Moderate positive impact	4%	5%
Minor positive impact	5%	5%
Minor negative impact	17%	20%
Moderate negative impact	10%	12%
Major negative impact	6%	4%
No impact at all	51%	50%
Does not apply to me	3%	1%
Skipped	1%	-
<i>Positive Impact (net)</i>	<i>11%</i>	<i>13%</i>
<i>Negative Impact (net)</i>	<i>34%</i>	<i>36%</i>

Q4_j. Exercise habits - How much of an impact, if any, has COVID-19 had on your...?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Major positive impact	3%	7%
Moderate positive impact	7%	10%
Minor positive impact	9%	8%
Minor negative impact	16%	17%
Moderate negative impact	13%	15%
Major negative impact	9%	10%
No impact at all	38%	33%
Does not apply to me	5%	1%
Skipped	1%	-
<i>Positive Impact (net)</i>	<i>18%</i>	<i>24%</i>
<i>Negative Impact (net)</i>	<i>38%</i>	<i>42%</i>

TOPLINE & METHODOLOGY

Q4_k. Work-life balance - How much of an impact, if any, has COVID-19 had on your...?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Major positive impact	4%	4%
Moderate positive impact	5%	9%
Minor positive impact	8%	7%
Minor negative impact	13%	15%
Moderate negative impact	10%	12%
Major negative impact	8%	8%
No impact at all	33%	28%
Does not apply to me	18%	16%
Skipped	1%	-
<i>Positive Impact (net)</i>	<i>17%</i>	<i>20%</i>
<i>Negative Impact (net)</i>	<i>31%</i>	<i>36%</i>

Q5. Please tell us about your experience with COVID-19.

Open ended responses provided separately.

Q6. Overall, how would you describe the severity of your experience with COVID-19?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Mild	44%	49%
Moderate	39%	39%
Severe	12%	9%
Asymptomatic (Had no symptoms at all)	5%	3%
Skipped	1%	-

TOPLINE & METHODOLOGY

Q7. Did you experience any of the following symptoms commonly associated with COVID-19?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Fatigue	71%	81%
Muscle/Body ache	62%	61%
Headache	58%	58%
Fever/Chills	56%	60%
Cough	52%	54%
Loss of taste/smell	51%	55%
Nasal congestion	44%	45%
Loss of appetite	40%	41%
Shortness of breath	34%	30%
Brain fog or confusion	27%	33%
Tightness in chest	25%	24%
Diarrhea	21%	16%
Nausea	18%	17%
Abdominal pain/Cramping	11%	9%
Vomiting	8%	5%
Heartburn/Indigestion	7%	5%
Other symptoms (Please Specify)	6%	19%
Asymptomatic (I had no symptoms at all)	4%	2%
Skipped	1%	-

Q8_1. Loss of appetite - How severe were your symptoms? *Base those who reported this symptom in Q7*

	Total KP (N=525)	Total Client Sample (N=451)
Mild	24%	25%
Moderate	51%	50%
Severe	25%	25%
Skipped	*	-

TOPLINE & METHODOLOGY

Q8_2. Fever/Chills - How severe were your symptoms? *Base those who reported this symptom in Q7*

	Total KP (N=715)	Total Client Sample (N=660)
Mild	28%	35%
Moderate	51%	48%
Severe	21%	17%
Skipped	1%	-

Q8_3. Cough - How severe were your symptoms? *Base those who reported this symptom in Q7*

	Total KP (N=684)	Total Client Sample (N=592)
Mild	31%	35%
Moderate	43%	43%
Severe	25%	22%
Skipped	*	-

Q8_4. Loss of taste/smell - How severe were your symptoms? *Base those who reported this symptom in Q7*

	Total KP (N=649)	Total Client Sample (N=598)
Mild	15%	19%
Moderate	38%	32%
Severe	47%	49%
Skipped	*	-

Q8_5. Shortness of breath - How severe were your symptoms? *Base those who reported this symptom in Q7*

	Total KP (N=425)	Total Client Sample (N=326)
Mild	26%	34%
Moderate	48%	46%
Severe	27%	20%
Skipped	*	-

TOPLINE & METHODOLOGY

Q8_6. Fatigue - How severe were your symptoms? *Base those who reported this symptom in Q7*

	Total KP (N=914)	Total Client Sample (N=880)
Mild	17%	17%
Moderate	41%	44%
Severe	41%	39%
Skipped	*	-

Q8_7. Muscle/Body ache - How severe were your symptoms? *Base those who reported this symptom in Q7*

	Total KP (N=798)	Total Client Sample (N=670)
Mild	21%	24%
Moderate	47%	48%
Severe	32%	28%
Skipped	*	-

Q8_8. Headache - How severe were your symptoms? *Base those who reported this symptom in Q7*

	Total KP (N=725)	Total Client Sample (N=639)
Mild	25%	28%
Moderate	45%	44%
Severe	27%	28%
Skipped	3%	*

Q8_9. Nausea - How severe were your symptoms? *Base those who reported this symptom in Q7*

	Total KP (N=229)	Total Client Sample (N=187)
Mild	30%	48%
Moderate	45%	35%
Severe	26%	17%
Skipped	-	-

TOPLINE & METHODOLOGY

Q8_10. Vomiting - How severe were your symptoms? *Base those who reported this symptom in Q7*

	Total KP (N=90)	Total Client Sample (N=57)
Mild	*	*
Moderate	*	*
Severe	*	*
Skipped	*	*

**Base size too low to report*

Q8_11. Diarrhea - How severe were your symptoms? *Base those who reported this symptom in Q7*

	Total KP (N=263)	Total Client Sample (N=180)
Mild	31%	43%
Moderate	51%	44%
Severe	16%	12%
Skipped	1%	-

Q8_12. Nasal congestion - How severe were your symptoms? *Base those who reported this symptom in Q7*

	Total KP (N=538)	Total Client Sample (N=488)
Mild	28%	34%
Moderate	51%	50%
Severe	21%	16%
Skipped	-	-

Q8_13. Heartburn/Indigestion - How severe were your symptoms? *Base those who reported this symptom in Q7*

	Total KP (N=95)	Total Client Sample (N=53)
Mild	*	*
Moderate	*	*
Severe	*	*
Skipped	*	*

**Base size too low to report*

TOPLINE & METHODOLOGY

Q8_14. Abdominal pain/Cramping - How severe were your symptoms? *Base those who reported this symptom in Q7*

	Total KP (N=132)	Total Client Sample (N=94)
Mild	26%	34%
Moderate	47%	45%
Severe	27%	21%
Skipped	-	-

Q8_15. Brain fog or confusion - How severe were your symptoms? *Base those who reported this symptom in Q7*

	Total KP (N=343)	Total Client Sample (N=360)
Mild	32%	28%
Moderate	43%	51%
Severe	25%	21%
Skipped	1%	-

Q8_16. Tightness in chest - How severe were your symptoms? *Base those who reported this symptom in Q7*

	Total KP (N=318)	Total Client Sample (N=258)
Mild	25%	31%
Moderate	55%	53%
Severe	20%	16%
Skipped	*	-

TOPLINE & METHODOLOGY

Q8_17. Other symptoms - How severe were your symptoms? *Base those who reported this symptom in Q7*

	Total KP (N=77)	Total Client Sample (N=209)
Mild	*	27%
Moderate	*	39%
Severe	*	34%
Skipped	*	-

**Base size too low to report*

Q9. As a result of COVID-19, did you need to seek medical help in any of the following ways?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
I needed to see my personal doctor in-person	10%	7%
I needed to see my personal doctor via video chat or phone	14%	18%
I needed to go to an urgent/immediate care facility	11%	7%
I needed to go to the emergency room	9%	5%
I was hospitalized	4%	2%
None of these	63%	69%
Skipped	1%	-

Q10. How long were you hospitalized for as a result of COVID-19? *Base those who report being hospitalized in Q9*

	Total KP (N=68)	Total Client Sample (N=23)
Less than 24 hours	*	*
1 day to a week	*	*
Over a week	*	*
Skipped	*	*

**Base size too low to report*

TOPLINE & METHODOLOGY

Q10a. Were you in the ICU? *Base those who report being hospitalized in Q9*

	Total KP (N=68)	Total Client Sample (N=23)
Yes	*	*
No	*	*
Skipped	*	*

**Base size too low to report*

Q11a. Was the hospital able to provide you with food that complied with your preferred diet? *Base those who report being hospitalized in Q9*

	Total KP (N=2)	Total Client Sample (N=8)
Yes	*	*
No	*	*
Don't know	*	*
Skipped	*	*

**Base size too low to report*

Q12_sum1. Summary of Agree - To what extent do you agree or disagree with the following statements?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Finding ways to be healthy has always been important to me	64%	93%
Dietary choices can increase or decrease the risk of getting sick	62%	94%
I can afford to buy healthy food	61%	89%
I eat certain foods that can help strengthen/support my immune system	54%	91%
Because of my experience with COVID-19, I'm looking for ways to be healthier	38%	61%

TOPLINE & METHODOLOGY

Q12_sum1. Summary of Agree - To what extent do you agree or disagree with the following statements?
Continued

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Because of my experience with COVID-19, I am spending more time outdoors	26%	43%
My experience with COVID-19 was less severe because of my eating habits	18%	76%
Because of my experience with COVID-19, I am exercising more often	16%	31%
Eating animal based foods can increase the risk of getting sick	11%	80%
Eating animal based foods can increase the risk of getting COVID-19	4%	62%

Q12_a. My experience with COVID-19 was less severe because of my eating habits - To what extent do you agree or disagree with the following statements?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Strongly agree	5%	53%
Somewhat agree	13%	24%
Neither agree nor disagree	53%	17%
Somewhat disagree	11%	2%
Strongly disagree	17%	4%
Skipped	1%	-
<i>Agree (net)</i>	<i>18%</i>	<i>76%</i>
<i>Disagree (net)</i>	<i>28%</i>	<i>6%</i>

TOPLINE & METHODOLOGY

Q12_b. Because of my experience with COVID-19, I'm looking for ways to be healthier - To what extent do you agree or disagree with the following statements?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Strongly agree	11%	37%
Somewhat agree	28%	25%
Neither agree nor disagree	44%	32%
Somewhat disagree	7%	2%
Strongly disagree	9%	4%
Skipped	1%	-
<i>Agree (net)</i>	<i>38%</i>	<i>61%</i>
<i>Disagree (net)</i>	<i>16%</i>	<i>7%</i>

Q12_c. Finding ways to be healthy has always been important to me - To what extent do you agree or disagree with the following statements?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Strongly agree	25%	74%
Somewhat agree	39%	19%
Neither agree nor disagree	24%	2%
Somewhat disagree	8%	2%
Strongly disagree	3%	3%
Skipped	1%	-
<i>Agree (net)</i>	<i>64%</i>	<i>93%</i>
<i>Disagree (net)</i>	<i>11%</i>	<i>5%</i>

TOPLINE & METHODOLOGY

Q12_d. Because of my experience with COVID-19, I am spending more time outdoors - To what extent do you agree or disagree with the following statements?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Strongly agree	6%	19%
Somewhat agree	20%	25%
Neither agree nor disagree	49%	45%
Somewhat disagree	12%	6%
Strongly disagree	13%	6%
Skipped	1%	-
<i>Agree (net)</i>	<i>26%</i>	<i>43%</i>
<i>Disagree (net)</i>	<i>24%</i>	<i>12%</i>

Q12_e. Because of my experience with COVID-19, I am exercising more often - To what extent do you agree or disagree with the following statements?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Strongly agree	4%	12%
Somewhat agree	12%	19%
Neither agree nor disagree	47%	48%
Somewhat disagree	17%	11%
Strongly disagree	18%	10%
Skipped	1%	-
<i>Agree (net)</i>	<i>16%</i>	<i>31%</i>
<i>Disagree (net)</i>	<i>36%</i>	<i>21%</i>

TOPLINE & METHODOLOGY

Q12_f. Dietary choices can increase or decrease the risk of getting sick - To what extent do you agree or disagree with the following statements?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Strongly agree	24%	83%
Somewhat agree	38%	11%
Neither agree nor disagree	27%	3%
Somewhat disagree	5%	1%
Strongly disagree	5%	2%
Skipped	1%	-
<i>Agree (net)</i>	<i>62%</i>	<i>94%</i>
<i>Disagree (net)</i>	<i>10%</i>	<i>3%</i>

Q12_g. I eat certain foods that can help strengthen/support my immune system - To what extent do you agree or disagree with the following statements?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Strongly agree	18%	72%
Somewhat agree	36%	19%
Neither agree nor disagree	33%	5%
Somewhat disagree	7%	1%
Strongly disagree	5%	3%
Skipped	1%	-
<i>Agree (net)</i>	<i>54%</i>	<i>91%</i>
<i>Disagree (net)</i>	<i>13%</i>	<i>3%</i>

TOPLINE & METHODOLOGY

Q12_h. Eating animal based foods can increase the risk of getting sick - To what extent do you agree or disagree with the following statements?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Strongly agree	3%	60%
Somewhat agree	9%	20%
Neither agree nor disagree	45%	12%
Somewhat disagree	13%	3%
Strongly disagree	30%	5%
Skipped	1%	-
<i>Agree (net)</i>	<i>11%</i>	<i>80%</i>
<i>Disagree (net)</i>	<i>43%</i>	<i>8%</i>

Q12_i. Eating animal based foods can increase the risk of getting COVID-19 - To what extent do you agree or disagree with the following statements?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Strongly agree	1%	41%
Somewhat agree	3%	21%
Neither agree nor disagree	43%	28%
Somewhat disagree	12%	4%
Strongly disagree	39%	7%
Skipped	1%	-
<i>Agree (net)</i>	<i>4%</i>	<i>62%</i>
<i>Disagree (net)</i>	<i>51%</i>	<i>11%</i>

TOPLINE & METHODOLOGY

Q12_j. I can afford to buy healthy food - To what extent do you agree or disagree with the following statements?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Strongly agree	31%	66%
Somewhat agree	30%	23%
Neither agree nor disagree	18%	4%
Somewhat disagree	12%	4%
Strongly disagree	8%	3%
Skipped	1%	-
<i>Agree (net)</i>	<i>61%</i>	<i>89%</i>
<i>Disagree (net)</i>	<i>20%</i>	<i>7%</i>

Q13. How long did your COVID-19 symptoms last?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Less than a week	23%	25%
1-2 weeks	41%	37%
3-4 weeks	18%	16%
1-2 months	7%	9%
3-4 months	4%	4%
5-6 months	2%	1%
Longer than 6 months	5%	8%
Skipped	1%	-

TOPLINE & METHODOLOGY

Q14. Are you aware of what it means to be a 'Long-hauler'?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
I am aware	41%	71%
I have heard of this but I don't know what it means	13%	9%
I have never heard of this	29%	14%
I'm not sure	16%	7%
Skipped	*	-

Q16. Do you identify as a Long-hauler?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Yes	15%	19%
No	72%	69%
I don't know	13%	11%
Skipped	1%	-

Q16a. Why do you believe you are a Long-hauler? *Base those who identify as a Long-hauler in Q16*

	Total KP (N=202)	Total Client Sample (N=210)
I was diagnosed by my healthcare provider	12%	14%
I heard about the symptoms before and believe it fits my experience	25%	33%
After reading the description provided here, I think this sounds like my experience	56%	30%
Other (please specify)	7%	23%
Skipped	-	-

TOPLINE & METHODOLOGY

Q17. As a Long-hauler, which of the following symptoms did you / are you experiencing 1 month or more after infection? *Base those who identify as a Long-hauler in Q16*

	Total KP (N=202)	Total Client Sample (N=210)
Fatigue	59%	65%
Brain fog or confusion	43%	50%
Shortness of breath	40%	32%
Stress or anxiety	37%	37%
Loss of smell/taste	34%	38%
Cough	30%	23%
Headaches	30%	29%
Muscle aches	30%	27%
Difficulty breathing	28%	19%
Insomnia	26%	18%
Dizziness	24%	17%
Tightness in chest	20%	17%
Loss of appetite	15%	10%
Gastrointestinal symptoms (Nausea, Vomiting, Diarrhea)	15%	15%
Rash or skin condition	7%	14%
Other (please specify)	9%	24%
None of these	*	*
Skipped	-	-

Q18. Have you received the COVID-19 Vaccine?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Yes, I am fully vaccinated	60%	51%
Yes, I am partially vaccinated	3%	2%
No, I am not vaccinated	36%	48%
Skipped	1%	-
Yes (net)	64%	52%

TOPLINE & METHODOLOGY

Q19. Did you get infected and experience COVID symptoms despite being vaccinated? *Base those who report being vaccinated in Q18*

	Total KP (N=847)	Total Client Sample (N=572)
Yes	21%	26%
No	79%	74%
Skipped	*	-

Q21. How would you describe your stress levels today?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Not stressed at all	35%	40%
A little stressed	50%	48%
Very stressed	13%	11%
Skipped	1%	-

Q22. How would you describe your stress levels today compared to the same time last year?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
More stressed	20%	16%
About the same amount of stress	52%	47%
Less stressed	27%	37%
Skipped	1%	-

TOPLINE & METHODOLOGY

Q23_sum1. Summary of Often - Please indicate how often in the past month you felt...

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Confident about your ability to handle your personal problems	65%	79%
That you were on top of things	51%	61%
Able to control unexpected change in your life	42%	58%
Nervous and/or stressed	25%	25%
That you were unable to control the important things in your life	19%	18%
Angered because of things that were outside of your control	19%	16%
That you could not cope with all the things that you had to do	17%	15%
Upset because of something that happened unexpectedly	15%	12%
Difficulties were piling up so high that you could not overcome them	13%	8%

Q23_a. Upset because of something that happened unexpectedly - Please indicate how often in the past month you felt...

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Very often	5%	3%
Fairly often	10%	9%
Sometimes	42%	41%
Almost never	29%	37%
Never	14%	10%
Skipped	1%	-
<i>Often (net)</i>	<i>15%</i>	<i>12%</i>
<i>Never (net)</i>	<i>44%</i>	<i>47%</i>

TOPLINE & METHODOLOGY

Q23_b. That you were unable to control the important things in your life - Please indicate how often in the past month you felt...

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Very often	7%	5%
Fairly often	12%	12%
Sometimes	27%	29%
Almost never	31%	31%
Never	22%	22%
Skipped	1%	-
<i>Often (net)</i>	<i>19%</i>	<i>18%</i>
<i>Never (net)</i>	<i>54%</i>	<i>54%</i>

Q23_c. Nervous and/or stressed - Please indicate how often in the past month you felt...

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Very often	9%	8%
Fairly often	17%	17%
Sometimes	42%	41%
Almost never	23%	27%
Never	9%	7%
Skipped	1%	-
<i>Often (net)</i>	<i>25%</i>	<i>25%</i>
<i>Never (net)</i>	<i>33%</i>	<i>33%</i>

Q23_d. Confident about your ability to handle your personal problems - Please indicate how often in the past month you felt...

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Very often	31%	46%
Fairly often	33%	33%
Sometimes	25%	16%
Almost never	7%	4%
Never	3%	1%
Skipped	1%	-
<i>Often (net)</i>	<i>65%</i>	<i>79%</i>
<i>Never (net)</i>	<i>11%</i>	<i>5%</i>

TOPLINE & METHODOLOGY

Q23_e. That you could not cope with all the things that you had to do - Please indicate how often in the past month you felt...

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Very often	6%	5%
Fairly often	11%	10%
Sometimes	29%	27%
Almost never	30%	34%
Never	23%	24%
Skipped	1%	-
<i>Often (net)</i>	<i>17%</i>	<i>15%</i>
<i>Never (net)</i>	<i>54%</i>	<i>58%</i>

Q23_f. Able to control unexpected change in your life - Please indicate how often in the past month you felt...

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Very often	16%	26%
Fairly often	26%	32%
Sometimes	36%	30%
Almost never	14%	8%
Never	7%	4%
Skipped	1%	-
<i>Often (net)</i>	<i>42%</i>	<i>58%</i>
<i>Never (net)</i>	<i>21%</i>	<i>12%</i>

Q23_g. That you were on top of things - Please indicate how often in the past month you felt...

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Very often	19%	24%
Fairly often	32%	37%
Sometimes	33%	28%
Almost never	12%	9%
Never	3%	2%
Skipped	1%	-
<i>Often (net)</i>	<i>51%</i>	<i>61%</i>
<i>Never (net)</i>	<i>16%</i>	<i>10%</i>

TOPLINE & METHODOLOGY

Q23_h. Angered because of things that were outside of your control - Please indicate how often in the past month you felt...

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Very often	7%	5%
Fairly often	13%	11%
Sometimes	39%	35%
Almost never	25%	33%
Never	17%	15%
Skipped	1%	-
<i>Often (net)</i>	<i>19%</i>	<i>16%</i>
<i>Never (net)</i>	<i>42%</i>	<i>49%</i>

Q23_i. Difficulties were piling up so high that you could not overcome them - Please indicate how often in the past month you felt...

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Very often	4%	2%
Fairly often	9%	6%
Sometimes	22%	20%
Almost never	33%	36%
Never	31%	36%
Skipped	1%	-
<i>Often (net)</i>	<i>13%</i>	<i>8%</i>
<i>Never (net)</i>	<i>64%</i>	<i>72%</i>

TOPLINE & METHODOLOGY

Q24. Have you noticed any changes in your mental health since your COVID-19 infection?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
I haven't noticed any changes in my mental health	59%	58%
Worsening anxiety or depression	18%	15%
Feelings of worry	17%	16%
Difficulty sleeping	16%	14%
Change in body weight	15%	17%
Feelings of sadness	13%	13%
Feelings of anger	9%	9%
Feelings of fear	9%	9%
Change in appetite	8%	7%
Feelings of grief	6%	7%
Other (please specify)	2%	8%
Skipped	1%	-

Q25. Do you have any food allergies?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Allergic to Dairy/Lactose-intolerant	7%	15%
Allergic to Gluten/wheat (Celiac Disease or Non-Celiac Gluten Sensitivity)	4%	11%
Shellfish allergy	3%	3%
Fish allergy	2%	1%
Nut allergy (peanut, brazil nuts, etc.)	2%	2%
Egg allergy	1%	3%
Soy allergy	*	2%
I have no food allergies	81%	74%
Other (Please specify)	5%	7%
Skipped	1%	-

TOPLINE & METHODOLOGY

Q26_sum1. Summary of Yes - Do you have access to the following?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Fresh fruits and vegetables	95%	99%
A car	94%	97%
A health care provider (not including emergency care)	88%	94%
Health insurance	88%	93%
A grocery store within 2 miles of your home	81%	81%
Farmers markets	75%	87%
Affordable healthy food options within 2 miles of your home	75%	81%
Public transportation	64%	64%
A community or local food garden	25%	43%
Eggs from your own chickens	9%	8%

Q26_a. A car - Do you have access to the following?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Yes	94%	97%
No	6%	3%
I'm not sure	*	*
Skipped	*	-

Q26_b. Public transportation - Do you have access to the following?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Yes	64%	64%
No	29%	29%
I'm not sure	6%	7%
Skipped	1%	-

TOPLINE & METHODOLOGY

Q26_c. Fresh fruits and vegetables - Do you have access to the following?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Yes	95%	99%
No	4%	*
I'm not sure	*	*
Skipped	*	-

Q26_d. A community or local food garden - Do you have access to the following?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Yes	25%	43%
No	56%	42%
I'm not sure	19%	16%
Skipped	*	-

Q26_e. Farmers markets - Do you have access to the following?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Yes	75%	87%
No	18%	10%
I'm not sure	7%	3%
Skipped	*	-

Q26_f. A grocery store within 2 miles of your home - Do you have access to the following?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Yes	81%	81%
No	18%	19%
I'm not sure	1%	*
Skipped	*	-

TOPLINE & METHODOLOGY

Q26_g. Affordable healthy food options within 2 miles of your home - Do you have access to the following?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Yes	75%	81%
No	21%	18%
I'm not sure	4%	1%
Skipped	*	-

Q26_h. Eggs from your own chickens - Do you have access to the following?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Yes	9%	8%
No	90%	91%
I'm not sure	*	1%
Skipped	*	-

Q26_i. A health care provider (not including emergency care) - Do you have access to the following?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Yes	88%	94%
No	9%	5%
I'm not sure	2%	1%
Skipped	*	-

Q26_j. Health insurance - Do you have access to the following?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Yes	88%	93%
No	11%	6%
I'm not sure	1%	*
Skipped	*	-

TOPLINE & METHODOLOGY

Q27. Where do you usually do your grocery shopping?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Supermarkets (Jewel-Osco, Save-a-Lot, Aldi's, Harris Teeter, etc.)	56%	60%
Big-Box Stores / Supercenters (e.g Walmart, Target, Meijer, etc.)	54%	34%
Local stores	39%	37%
Club Stores (e.g Costco, Sam's Club, BJ's, etc.)	38%	40%
Dollar Stores (e.g Dollar General, Dollar Tree, Family Dollar, etc.)	17%	6%
Farmers Markets	13%	36%
Organic Grocery Stores (e.g Whole Foods, Moms, etc.)	11%	58%
Other (Please specify)	4%	11%
Skipped	*	-

Q28. How often do you exercise?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Daily	8%	22%
5-6 times a week	11%	18%
3-4 times a week	20%	27%
1-2 times a week	21%	16%
About once every 2 weeks	7%	4%
Less often	20%	9%
Never	10%	3%
Prefer not to answer	3%	1%
Skipped	1%	-

TOPLINE & METHODOLOGY

Q29_sum1. Summary of Yes - Before the COVID-19 pandemic began in early 2020, did a doctor or health professional tell you that you have any of the following conditions?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
High Cholesterol/ Hyperlipidemia/Triglycerides	27%	24%	29%	23%	21%	24%
Obesity	21%	24%	21%	20%	21%	20%
Asthma	11%	11%	11%	9%	11%	9%
Prediabetes	11%	11%	12%	9%	7%	9%
Diabetes Mellitus Type 1 or Type 2	10%	11%	10%	5%	5%	5%
Anemia / Thalassemia / Iron deficiency disorders	7%	6%	7%	7%	7%	7%
Tobacco dependence	7%	7%	7%	1%	2%	1%
Heart disease	6%	5%	6%	5%	4%	5%
Autoimmune Disease	6%	6%	5%	13%	15%	12%
Cancer	5%	4%	5%	7%	6%	7%
Chronic Obstructive Pulmonary Disease	3%	3%	3%	1%	1%	1%
Chronic Kidney Disease	2%	2%	2%	1%	1%	2%
Lung disease	2%	2%	3%	2%	2%	2%
Immune deficiency (e.g from a solid organ transplant, cancer treatment, HIV/AIDS, etc.)	2%	2%	2%	2%	2%	2%
Gestational Diabetes	2%	3%	2%	2%	3%	2%
Alcohol / Substance dependence	2%	2%	2%	1%	1%	1%
Sickle cell disease	*	1%	*	*	-	*
Dementia/Alzheimer's Disease	*	*	*	*	*	*

TOPLINE & METHODOLOGY

Q29_a. Cancer - Before the COVID-19 pandemic began in early 2020, did a doctor or health professional tell you that you have any of the following conditions?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Yes	5%	4%	5%	7%	6%	7%
No	94%	95%	94%	93%	94%	93%
Prefer not to answer	1%	1%	*	*	*	*
Skipped	1%	1%	1%	-	-	-

Q29_b. Chronic Kidney Disease - Before the COVID-19 pandemic began in early 2020, did a doctor or health professional tell you that you have any of the following conditions?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Yes	2%	2%	2%	1%	1%	2%
No	97%	96%	97%	98%	99%	98%
Prefer not to answer	*	*	*	*	*	*
Skipped	1%	1%	1%	-	-	-

Q29_c. Chronic Obstructive Pulmonary Disease - Before the COVID-19 pandemic began in early 2020, did a doctor or health professional tell you that you have any of the following conditions?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Yes	3%	3%	3%	1%	1%	1%
No	95%	95%	96%	99%	99%	99%
Prefer not to answer	*	1%	*	*	*	*
Skipped	1%	1%	1%	-	-	-

TOPLINE & METHODOLOGY

Q29_d. Lung disease - Before the COVID-19 pandemic began in early 2020, did a doctor or health professional tell you that you have any of the following conditions?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Yes	2%	2%	3%	2%	2%	2%
No	96%	97%	97%	98%	98%	98%
Prefer not to answer	1%	1%	*	*	*	*
Skipped	1%	1%	*	-	-	-

Q29_e. Asthma - Before the COVID-19 pandemic began in early 2020, did a doctor or health professional tell you that you have any of the following conditions?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Yes	11%	11%	11%	9%	11%	9%
No	88%	88%	88%	91%	89%	91%
Prefer not to answer	1%	1%	*	*	*	*
Skipped	1%	1%	1%	-	-	-

Q29_f. Heart disease - Before the COVID-19 pandemic began in early 2020, did a doctor or health professional tell you that you have any of the following conditions?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Yes	6%	5%	6%	5%	4%	5%
No	93%	93%	93%	94%	95%	94%
Prefer not to answer	1%	1%	*	*	*	*
Skipped	1%	1%	*	-	-	-

TOPLINE & METHODOLOGY

Q29_g. High Cholesterol/ Hyperlipidemia/Triglycerides - Before the COVID-19 pandemic began in early 2020, did a doctor or health professional tell you that you have any of the following condition

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Yes	27%	24%	29%	23%	21%	24%
No	71%	75%	70%	77%	79%	76%
Prefer not to answer	1%	1%	1%	*	*	*
Skipped	1%	1%	*	-	-	-

Q29_h. Immune deficiency (e.g from a solid organ transplant, cancer treatment, HIV/AIDS, etc.) - Before the COVID-19 pandemic began in early 2020, did a doctor or health professional tell you tha

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Yes	2%	2%	2%	2%	2%	2%
No	97%	97%	97%	98%	98%	98%
Prefer not to answer	*	1%	*	*	*	*
Skipped	1%	1%	*	-	-	-

Q29_i. Obesity - Before the COVID-19 pandemic began in early 2020, did a doctor or health professional tell you that you have any of the following conditions?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Yes	21%	24%	21%	20%	21%	20%
No	77%	74%	78%	80%	78%	79%
Prefer not to answer	1%	1%	1%	1%	1%	1%
Skipped	1%	1%	*	-	-	-

TOPLINE & METHODOLOGY

Q29_j. Sickle cell disease - Before the COVID-19 pandemic began in early 2020, did a doctor or health professional tell you that you have any of the following conditions?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Yes	*	1%	*	*	-	*
No	98%	97%	99%	100%	100%	100%
Prefer not to answer	*	1%	*	*	-	*
Skipped	1%	1%	*	-	-	-

Q29_k. Anemia / Thalassemia / Iron deficiency disorders - Before the COVID-19 pandemic began in early 2020, did a doctor or health professional tell you that you have any of the following conditions?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Yes	7%	6%	7%	7%	7%	7%
No	92%	92%	92%	92%	93%	92%
Prefer not to answer	*	1%	*	*	*	*
Skipped	1%	1%	*	-	-	-

Q29_l. Tobacco dependence - Before the COVID-19 pandemic began in early 2020, did a doctor or health professional tell you that you have any of the following conditions?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Yes	7%	7%	7%	1%	2%	1%
No	91%	92%	92%	98%	98%	98%
Prefer not to answer	1%	1%	1%	*	*	*
Skipped	1%	1%	*	-	-	-

TOPLINE & METHODOLOGY

Q29_m. Prediabetes - Before the COVID-19 pandemic began in early 2020, did a doctor or health professional tell you that you have any of the following conditions?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Yes	11%	11%	12%	9%	7%	9%
No	87%	87%	87%	91%	93%	90%
Prefer not to answer	1%	1%	0%	*	*	*
Skipped	1%	1%	1%	-	-	-

Q29_n. Diabetes Mellitus Type 1 or Type 2 - Before the COVID-19 pandemic began in early 2020, did a doctor or health professional tell you that you have any of the following conditions?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Yes	10%	11%	10%	5%	5%	5%
No	89%	87%	89%	95%	95%	95%
Prefer not to answer	1%	1%	1%	*	*	*
Skipped	1%	1%	1%	-	-	-

Q29_p. Autoimmune Disease - Before the COVID-19 pandemic began in early 2020, did a doctor or health professional tell you that you have any of the following conditions?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Yes	6%	6%	5%	13%	15%	12%
No	93%	92%	94%	87%	84%	87%
Prefer not to answer	1%	1%	*	*	1%	*
Skipped	1%	1%	1%	-	-	-

TOPLINE & METHODOLOGY

Q29_o. Gestational Diabetes - Before the COVID-19 pandemic began in early 2020, did a doctor or health professional tell you that you have any of the following conditions?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Yes	2%	3%	2%	2%	3%	2%
No	96%	95%	97%	97%	97%	97%
Prefer not to answer	1%	1%	*	*	*	*
Skipped	1%	1%	1%	-	-	-

Q29_q. Alcohol / Substance dependence - Before the COVID-19 pandemic began in early 2020, did a doctor or health professional tell you that you have any of the following conditions?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Yes	2%	2%	2%	1%	1%	1%
No	96%	96%	97%	99%	98%	99%
Prefer not to answer	1%	1%	1%	*	*	*
Skipped	1%	1%	*	-	-	-

Q29_r. Dementia/Alzheimer's Disease - Before the COVID-19 pandemic began in early 2020, did a doctor or health professional tell you that you have any of the following conditions?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Yes	*	*	*	*	*	*
No	98%	98%	99%	100%	100%	100%
Prefer not to answer	*	1%	*	*	*	*
Skipped	1%	1%	1%	-	-	-

TOPLINE & METHODOLOGY

Q30. Do you currently smoke, use tobacco products, or vape?

	Total KP (N=7,816)	KP Qualified (N=1,282)	KP Not Qualified (N=6,003)	Total Client Sample (N=6,810)	Client Sample Qualified (N=1,093)	Client Sample Not Qualified (N=5,165)
Yes	15%	14%	15%	3%	3%	3%
No	84%	85%	84%	97%	97%	97%
Prefer not to answer	1%	1%	1%	*	*	*
Skipped	*	*	*	-	-	-

Q31_a. Exercising regularly - Have you changed any of the following habits since your COVID-19 infection / suspected infection?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
I do this less often now	10%	14%
No change	69%	62%
I do this more often now	16%	22%
Does not apply / I never did this	4%	2%
Skipped	1%	-

Q31_b. Eating healthy - Have you changed any of the following habits since your COVID-19 infection / suspected infection?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
I do this less often now	4%	4%
No change	72%	63%
I do this more often now	22%	33%
Does not apply / I never did this	1%	*
Skipped	1%	-

TOPLINE & METHODOLOGY

Q31_c. Eating fruits and vegetables - Have you changed any of the following habits since your COVID-19 infection / suspected infection?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
I do this less often now	2%	2%
No change	74%	69%
I do this more often now	22%	29%
Does not apply / I never did this	*	*
Skipped	1%	-

Q31_d. Eating animal products - Have you changed any of the following habits since your COVID-19 infection / suspected infection?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
I do this less often now	5%	19%
No change	87%	51%
I do this more often now	3%	3%
Does not apply / I never did this	4%	28%
Skipped	1%	-

Q31_e. Seeing a doctor regularly - Have you changed any of the following habits since your COVID-19 infection / suspected infection?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
I do this less often now	5%	7%
No change	82%	78%
I do this more often now	8%	8%
Does not apply / I never did this	4%	7%
Skipped	1%	-

TOPLINE & METHODOLOGY

Q31_f. Sleeping 7-9 hours per night - Have you changed any of the following habits since your COVID-19 infection / suspected infection?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
I do this less often now	18%	13%
No change	65%	66%
I do this more often now	10%	16%
Does not apply / I never did this	5%	5%
Skipped	1%	-

Q31_g. Spending time outdoors - Have you changed any of the following habits since your COVID-19 infection / suspected infection?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
I do this less often now	8%	6%
No change	67%	61%
I do this more often now	23%	33%
Does not apply / I never did this	1%	*
Skipped	1%	-

Q31_h. Drinking water throughout the day - Have you changed any of the following habits since your COVID-19 infection / suspected infection?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
I do this less often now	3%	3%
No change	63%	71%
I do this more often now	32%	26%
Does not apply / I never did this	1%	*
Skipped	1%	-

TOPLINE & METHODOLOGY

Q31_i. Drinking alcohol - Have you changed any of the following habits since your COVID-19 infection / suspected infection?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
I do this less often now	11%	15%
No change	60%	52%
I do this more often now	6%	3%
Does not apply / I never did this	23%	30%
Skipped	1%	-

Q31_j. Seeking nutritional advice/support - Have you changed any of the following habits since your COVID-19 infection / suspected infection?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
I do this less often now	2%	1%
No change	70%	64%
I do this more often now	8%	26%
Does not apply / I never did this	19%	9%
Skipped	1%	-

Q31_k. Taking vitamins and/or minerals - Have you changed any of the following habits since your COVID-19 infection / suspected infection?

	Total KP (N=1,282)	Total Client Sample (N=1,093)
I do this less often now	2%	2%
No change	61%	57%
I do this more often now	30%	38%
Does not apply / I never did this	6%	3%
Skipped	1%	-

TOPLINE & METHODOLOGY

Q32_sum1. Summary of Always/Often - During the COVID-19 pandemic, how often have you been...

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Washing your hands a minimum of 20 seconds with soap	77%	78%
Wearing a mask in public spaces	62%	66%
Using hand sanitizer frequently	58%	50%
Avoiding shaking hands	48%	59%
Social distancing	47%	48%
Self-quarantining	35%	42%
Canceling or skipping attending large gatherings	35%	45%
Visiting friends or relatives	26%	29%
Going out to eat	23%	17%
Canceling travel plans	21%	30%
Working from home	19%	31%
Ordering groceries online	15%	20%
Visiting elderly relatives	13%	15%

Q32_a. Self-quarantining - During the COVID-19 pandemic, how often have you been...

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Always	24%	34%
Often	10%	8%
Sometimes	17%	14%
Rarely	18%	12%
Never	19%	17%
Not applicable	10%	15%
Skipped	1%	-
<i>Always/Often (net)</i>	<i>35%</i>	<i>42%</i>
<i>Rarely/Never (net)</i>	<i>38%</i>	<i>29%</i>

TOPLINE & METHODOLOGY

Q32_b. Washing your hands a minimum of 20 seconds with soap - During the COVID-19 pandemic, how often have you been...

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Always	45%	46%
Often	31%	32%
Sometimes	15%	14%
Rarely	5%	4%
Never	3%	3%
Not applicable	1%	*
Skipped	*	-
<i>Always/Often (net)</i>	<i>77%</i>	<i>78%</i>
<i>Rarely/Never (net)</i>	<i>7%</i>	<i>7%</i>

Q32_c. Avoiding shaking hands - During the COVID-19 pandemic, how often have you been...

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Always	26%	34%
Often	22%	25%
Sometimes	23%	17%
Rarely	13%	9%
Never	12%	13%
Not applicable	3%	1%
Skipped	1%	-
<i>Always/Often (net)</i>	<i>48%</i>	<i>59%</i>
<i>Rarely/Never (net)</i>	<i>25%</i>	<i>22%</i>

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Q32_d. Using hand sanitizer frequently - During the COVID-19 pandemic, how often have you been...

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Always	30%	24%
Often	27%	26%
Sometimes	23%	20%
Rarely	12%	14%
Never	7%	15%
Not applicable	1%	1%
Skipped	1%	-
<i>Always/Often (net)</i>	<i>58%</i>	<i>50%</i>
<i>Rarely/Never (net)</i>	<i>18%</i>	<i>29%</i>

Q32_e. Canceling or skipping attending large gatherings - During the COVID-19 pandemic, how often have you been...

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Always	16%	22%
Often	19%	23%
Sometimes	24%	21%
Rarely	17%	13%
Never	17%	15%
Not applicable	7%	5%
Skipped	*	-
<i>Always/Often (net)</i>	<i>35%</i>	<i>45%</i>
<i>Rarely/Never (net)</i>	<i>33%</i>	<i>28%</i>

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Q32_f. Canceling travel plans - During the COVID-19 pandemic, how often have you been...

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Always	9%	12%
Often	12%	18%
Sometimes	23%	26%
Rarely	16%	12%
Never	20%	16%
Not applicable	19%	15%
Skipped	1%	-
<i>Always/Often (net)</i>	<i>21%</i>	<i>30%</i>
<i>Rarely/Never (net)</i>	<i>36%</i>	<i>29%</i>

Q32_g. Wearing a mask in public spaces - During the COVID-19 pandemic, how often have you been...

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Always	39%	39%
Often	24%	26%
Sometimes	19%	17%
Rarely	11%	12%
Never	6%	5%
Not applicable	1%	-
Skipped	*	-
<i>Always/Often (net)</i>	<i>62%</i>	<i>66%</i>
<i>Rarely/Never (net)</i>	<i>17%</i>	<i>17%</i>

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Q32_h. Going out to eat - During the COVID-19 pandemic, how often have you been...

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Always	5%	4%
Often	19%	14%
Sometimes	38%	33%
Rarely	26%	33%
Never	10%	14%
Not applicable	1%	2%
Skipped	1%	*
<i>Always/Often (net)</i>	<i>23%</i>	<i>17%</i>
<i>Rarely/Never (net)</i>	<i>37%</i>	<i>47%</i>

Q32_i. Visiting elderly relatives - During the COVID-19 pandemic, how often have you been...

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Always	4%	4%
Often	9%	11%
Sometimes	25%	24%
Rarely	28%	22%
Never	17%	18%
Not applicable	16%	21%
Skipped	1%	*
<i>Always/Often (net)</i>	<i>13%</i>	<i>15%</i>
<i>Rarely/Never (net)</i>	<i>45%</i>	<i>40%</i>

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Q32_j. Visiting friends or relatives - During the COVID-19 pandemic, how often have you been...

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Always	8%	8%
Often	19%	21%
Sometimes	39%	39%
Rarely	25%	25%
Never	8%	6%
Not applicable	1%	2%
Skipped	1%	-
<i>Always/Often (net)</i>	<i>26%</i>	<i>29%</i>
<i>Rarely/Never (net)</i>	<i>33%</i>	<i>30%</i>

Q32_k. Social distancing - During the COVID-19 pandemic, how often have you been...

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Always	19%	17%
Often	29%	32%
Sometimes	27%	24%
Rarely	14%	16%
Never	10%	11%
Not applicable	1%	1%
Skipped	0%	-
<i>Always/Often (net)</i>	<i>47%</i>	<i>48%</i>
<i>Rarely/Never (net)</i>	<i>24%</i>	<i>27%</i>

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Q32_l. Ordering groceries online - During the COVID-19 pandemic, how often have you been...

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Always	4%	5%
Often	11%	15%
Sometimes	19%	21%
Rarely	15%	16%
Never	46%	41%
Not applicable	4%	2%
Skipped	1%	-
<i>Always/Often (net)</i>	<i>15%</i>	<i>20%</i>
<i>Rarely/Never (net)</i>	<i>61%</i>	<i>57%</i>

Q32_m. Working from home - During the COVID-19 pandemic, how often have you been...

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Always	12%	21%
Often	8%	10%
Sometimes	10%	14%
Rarely	8%	7%
Never	32%	18%
Not applicable	30%	30%
Skipped	1%	-
<i>Always/Often (net)</i>	<i>19%</i>	<i>31%</i>
<i>Rarely/Never (net)</i>	<i>40%</i>	<i>25%</i>

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Q33. What is your weight? Please enter your answer in pounds.

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Under 100	*	1%
100-125	7%	19%
126-150	17%	33%
151-200	39%	32%
201-225	10%	5%
226-250	10%	3%
251-275	3%	1%
276-300	5%	1%
301+	2%	1%
Prefer not to answer	6%	4%
Skipped	-	-

Q34. What is your height? Please enter your answer in inches.

	Total KP (N=1,282)	Total Client Sample (N=1,093)
Under 51	9%	2%
51-55	5%	2%
56-60	7%	4%
61-65	21%	45%
66-70	29%	36%
71-75	16%	7%
76+	2%	1%
Prefer not to answer	11%	4%
Skipped	*	-



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About the Study

These are some of the findings of an Ipsos poll conducted between September 29– October 28, 2021 on behalf of The Virsa Foundation. For this survey, a sample of 7,816 adults age 18+ from the continental U.S., Alaska, and Hawaii, was interviewed online in English using the Ipsos KnowledgePanel®. And additional sample of 6, 810 adults age 18+ from the continental U.S., Alaska, and Hawaii, was interviewed online in English using survey links distributed by select partners to their networks, which was conducted between October 15—November 28, 2021.

The margin of sampling error is plus or minus 1.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.35. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Our recruitment and sampling methodologies from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

Weighting:

1. In the first step, design weights (basewt) for all KnowledgePanel (KP) assignees were computed to reflect their selection probabilities.
2. Using basewt as the pre-weight, we weighted all qualified respondents (there were only 2 consented cases who did not complete the survey) to represent the 18+ population.

Benchmarks for all demographic variables, except language proficiency, came from the 2021 Current Population Survey (CPS). The benchmarks for language proficiency came from the 2019 American Community Survey (ACS). The weighting variables are:





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- Gender (Male, Female/other) by Age (18-29, 30-44, 45-59, 60+)
- Race-Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other Non-Hispanic, Hispanic, 2+ races Non-Hispanic)
- Education (Less than High School, High School grad, Some College, Bachelor's or Higher)
- Household Income (Under \$25K, \$25K-<\$50K, \$50K-<\$75K, \$75K-<\$100K, \$100K-<\$150K, \$150K and Over)
- Language Proficiency (English Proficient Hispanic, Bilingual Hispanic, Spanish Proficient Hispanic, Non-Hispanic)
- Hispanic Origin (Mexican, Not Mexican)
- Race (White/other Non-Hisp, AA Non-Hisp, AAPI Non-Hisp, Hispanic) by Age (18-44, 45+) by gender (Male, Female/other)
- Race (White/other Non-Hisp, AA Non-Hisp, AAPI Non-Hisp, Hispanic) by Education (Less than college grad, College grad or higher)
- Race (White/other Non-Hisp, AA Non-Hisp, AAPI Non-Hisp, Hispanic) by Region (Northeast, Midwest, South, West)
- Race (White/other Non-Hisp, AA Non-Hisp, AAPI Non-Hisp, Hispanic) by Metro status (non-Metro, Metro)
- Race (White/other Non-Hisp, AA Non-Hisp, AAPI Non-Hisp, Hispanic) by HH income (Under \$50K, \$50K-<\$100K, \$100K+)

Partner Sample

Convenience oversample of partner contacts who are active in the plant-based diet community, screened for COVID-19 exposure. Ipsos provided an open links for each partner to distribute to contacts on their lists. This part of the study was fielded October 15th to November 28th, 2021. The convenience sample has a credibility interval of plus or minus 3.6 percentage points for all respondents.

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About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 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. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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