



nu3 Nutrition Types Study

2015

This representative questionnaire about nutrition, behavior and lifestyle was carried out by the nutrition portal nu3 in July 2015, 1.080 consumers between 18 and 59 years of age were surveyed. The study analyses the lifestyle and nutrition behavior of people following Paleo, Low Carb, Gluten-free and Vegan diets.

# Nutrition is the new Fashion

For a third of our consumers, nutrition is first and foremost a way to express their personality and individual lifestyle

Eating is more than just the intake of food: Many of the interviewees (39%) feel that food should above all be healthy. Every third person (35%) sees nutrition as a way to express their personality and individual "lifestyle".

Especially for Vegans (45%) and fans of Paleo, nutrition is a concept of personality. Eating as a shared experience is of lesser importance.

Only every fourth person (26%) values food as a "sensual" or shared experience.

Health aspects play a particular important role for Gluten-free eaters (43%). Vegans (15%) as well as Paleo-followers place importance on eating as an experience in the community the least.

58 percent of consumers cook at least four times per week. Only 5 percent of interviewees never cook for themselves.

A quarter (24%) of our citizens follow a special form of nutrition. The most popular nutrition types are Vegan (6%), followed by Low-Carb (4%), Gluten-free (3%) and the Pale diet (2%).

Slimming with little carbohydrates/ body-conscious people especially, follow a Low-Carb diet. Shape and body are of first priority here for every third.

People who live Gluten-free do it mostly for the sake of health (34%).

Vegans are mostly for animal-friendly reasons, body-related aspects do not always play a role,

For every third the most important aspect about being Vegan is animal welfare (33%), followed by taste (26%).

A health-conscious diet feels good: Around 80% of people that consciously chose a

form of nutrition, experience an all-round increased sense of well-being.

The interviewees who experienced the biggest improvement were those following a Pale (83%) and a Vegan diet (82%).

Which ingredients contain what? Out of all nutrition types Vegans need the most knowledge about their form of diet. Every third (34%) believes this to be the biggest hurdle to living vegan. Also people who follow the Pale diet see this as a challenge: For every fourth this makes for the biggest obstacle (24%). For Gluten-free living people the daily abstinence is with 32% the most important hurdle. Almost every fourth (22%) is bothered by the high prices for Gluten-free food products.

For people following a Low-Carb diet the focus lies especially on cooking skills: Every fourth (25%) believes this to be the greatest challenge.

Social Neanderthals: The biggest circles of friends belong to the followers of the Pale diet: 54%, they have a big or very big circle of friends.

People living a vegan lifestyle get most acknowledgements for their animal-friendly diet: Every second Vegan (50%) receives appreciation for his/her knowledge and consistency in the context of nutrition.

Paleo-fans are especially known for being 'out of the ordinary': 35% say their rather unknown diet is seen as "exotic" in their circle of friends.

To eat Gluten-free has arrived in the centre of society: Over half of people living Gluten-free (56%) state their diet has an impact on the reactions of their surroundings. Every third even receives appreciation for

consistency and knowledge in the context of nutrition.

Low-Carb dieters also don't experience spectacular reactions: 55% of the time the surrounding reacts indifferent about this form of diet.

To convince others that their nutrition type is unimportant to Paleo-followers: 44% those following the Stone Age diet think of their diet as their own personal matter and attach a great importance to motivate or convince others to follow. Different with Vegans: Every third (32%) would like for everyone else to follow a vegan diet and to share similar goals.

Vegans have the best sex: 72% are very

satisfied or satisfied with their sex life. Low-Carb dieters are most fortunate in their relationships and are rarely Single and 57 percent are pleased with their sex life.

Is nutrition a personal reason to break up? That depends on the nutrition type: For Vegans the diet might well be a reason to end a relationship. Every third Vegan (33%) believes that eating meat is a reason to break up with someone.

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**About nu3 – YOUR NUTRITION EXPERTS:**

nu3 is Europe's leading vendor for an intelligent diet. Within the online shop customers find the right product in line with their goal and philosophy in the areas of slimming, nature foods, sports, health and beauty. The nu3 team of experts consisting of ecotrophologists, sport scientists and physicians is constantly searching for innovative products for the growing line of products with currently around 6.500 items. Berlin-based company nu3 GmbH was founded in 2011. nu3 has around 230 employees and is active in 24 countries. <https://www.nu3.com>. <http://www.nu3.de>

# Questionnaire

## nu3 Nutrition Types Study 2015

Interview period: July 2015

### **Question 1:**

**Which statement do you agree with most?**

#### **Overall**

- Food must predominantly be healthy 39
- Nutrition is my lifestyle and expresses my personality 35
- Eating is sensual, a shared experience 26

### **Question 1:**

**Which statement do you agree with most?**

#### **Paleo**

- Food must predominantly be healthy 42
- Nutrition is my lifestyle and expresses my personality 45
- Eating is sensual, a shared experience 13

### **Question 1:**

**Which statement do you agree with most?**

#### **Low Carb**

- Food must predominantly be healthy 39
- Nutrition is my lifestyle and expresses my personality 34
- Eating is sensual, a shared experience 27

### **Question 1:**

**Which statement do you agree with most?**

#### **Gluten-free**

- Food must predominantly be healthy 43
- Nutrition is my lifestyle and expresses my personality 30
- Eating is sensual, a shared experience 27

**Question 1:**

**Which statement do you agree with most?**

**Vegan**

- Food must predominantly be healthy 40
- Nutrition is my lifestyle and expresses my personality 45
- Eating is sensual, a shared experience 15

**Question 2:**

**How many days per week do you cook for yourself?**

**Overall**

- 0, 5
- 1, 10
- 2, 12
- 3, 16
- 4, 20
- 5, 15
- 6, 14
- 7, 8

**Question 3:**

**Does your form of diet fit into one of the following 4 types and if so, which one?**

- Paleo ("Stone Age diet"), 2
- Low Carb ("Low-carbohydrate foods"), 4
- Gluten-free („Abdication of wheat / certain grains“), 3
- Vegan ("animal-free"), 6
- No, 85

**Question 4:**

**Which of these aspects is most important to you in the context of your special form of diet?**

- Paleo
- Body, 17
- Health, 27

- Animal Welfare, 16
- Environment Protection, 19
- Taste, 21

**Question 4:**

**Which of these aspects is most important to you in the context of your special form of diet?**

- Low Carb
- Body, 32
- Health, 26
- Animal Welfare, 23
- Environment Protection, 9
- Taste, 10

**Question 4:**

**Which of these aspects is most important to you in the context of your special form of diet?**

**Gluten-free**

- Body, 27
- Health, 34
- Animal Welfare, 15
- Environment Protection, 11
- Taste, 13

**Question 4:**

**Which of these aspects is most important to you in the context of your special form of diet?**

**Vegan**

- Body, 8
- Health, 26
- Animal Welfare, 33
- Environment Protection, 19
- Taste, 14

**Question 5:**

## **How did your well-being change in the course of your form of diet?**

### **Paleo**

- Well-being improved, 83
- Well-being did not change, 14
- Well-being got worse, 3

### **Question 5:**

## **How did your well-being change in the course of your form of diet?**

### **Low Carb**

- Well-being improved, 78
- Well-being did not change, 18
- Well-being got worse, 4

### **Question 5:**

## **How did your well-being change in the course of your form of diet?**

### **Gluten-free**

- Well-being improved, 79
- Well-being did not change, 16
- Well-being got worse, 5

### **Question 5:**

## **How did your well-being change in the course of your form of diet?**

### **Vegan**

- Well-being improved, 82
- Well-being did not change, 11
- Well-being got worse, 7

### **Question 6:**

## **What is the biggest obstacle for your nutrition type?**

### **Paleo**

- Time, 18
- Knowledge, 24
- Abstinence, 13
- Cost, 9
- Cooking skills, 23

- Suitability for daily use, 13

**Question 6:**

**What is the biggest obstacle for your nutrition type?**

**Low Carb**

- Time, 16
- Knowledge, 23
- Abstinence, 15
- Cost, 11
- Cooking skills, 25
- Suitability for daily use, 10

**Question 6:**

**What is the biggest obstacle for your nutrition type?**

**Gluten-free**

- Time, 9
- Knowledge, 24
- Abstinence, 32
- Cost, 22
- Cooking skills, 6
- Suitability for daily use, 7

**Question 6:**

**What is the biggest obstacle for your nutrition type?**

**Vegan**

- Time, 9
- Knowledge, 34
- Abstinence, 8
- Cost, 9
- Cooking skills, 32
- Suitability for daily use, 8

**Question 7:**

**How do you estimate the size of your circle of friends?**

**Paleo**



- Big, 22
- Rather big, 32
- Average, 24
- Rather small, 16
- Very small, 6

**Question 7:**

**How do you estimate the size of your circle of friends?**

**Low Carb**

- Big, 19
- Rather big, 33
- Average, 29
- Rather small, 14
- Very small, 5

**Question 7:**

**How do you estimate the size of your circle of friends?**

**Gluten-free**

- Big, 19
- Rather big, 31
- Average, 25
- Rather small, 18
- Very small, 7

**Question 7:**

**How do you estimate the size of your circle of friends?**

**Vegan**

- Big, 22
- Rather big, 30
- Average, 30
- Rather small, 13
- Very small, 5

**Question 8:**

**How does your surroundings react to your form of diet? Please state the most relevant.**

**Paleo**

- I receive appreciation for my knowledge/my consistency, 49
- I am being smiled at, count as exotic, 35
- Neutral. I am not treated differently from others, 16

**Question 8:**

**How do your surroundings react to your form of diet? Please state the most relevant.**

**Low Carb**

- I receive appreciation for my knowledge/my consistency, 34
- I am being smiled at, count as exotic, 11
- Neutral. I am not treated differently from others, 55

**Question 8:**

**How do your surroundings react to your form of diet? Please state the most relevant.**

**Gluten-free**

- I receive appreciation for my knowledge/my consistency, 34
- I am being smiled at, count as exotic, 10
- Neutral. I am not treated differently from others, 56

**Question 8:**

**How do your surroundings react to your form of diet? Please state the most relevant.**

**Vegan**

- I receive appreciation for my knowledge/my consistency, 50
- I am being smiled at, count as exotic, 29
- Neutral. I am not treated differently from others, 21

**Question 9:**

**How important is it to you to motivate people in your surroundings to follow your lead in the context of your form of diet?**

## **Paleo**

- Very important, I would very much like for every one to join, 9
- Rather important. It would be nice, but not a must, 14
- Rather unimportant. I put little value in convincing others of my diet, 33
- Unimportant: my diet is my matter, 44

## **Question 9:**

**How important is it to you to motivate people in your surroundings to follow your lead in the context of your form of diet?**

## **Low Carb**

- Very important, I would very much like for every one to join, 11
- Rather important. It would be nice, but not a must, 19
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- Unimportant: my diet is my matter, 35

## **Question 9:**

**How important is it to you to motivate people in your surroundings to follow your lead in the context of your form of diet?**

## **Gluten-free**

- Very important, I would very much like for every one to join, 12
- Rather important. It would be nice, but not a must, 18
- Rather unimportant. I put little value in convincing others of my diet, 34
- Unimportant: my diet is my matter, 36

## **Question 9:**

**How important is it to you to motivate people in your surroundings to follow your lead in the context of your form of diet?**

## **Vegan**

- Very important, I would very much like for every one to join, 32
- Rather important. It would be nice, but not a must, 24
- Rather unimportant. I put little value in convincing others of my diet, 21
- Unimportant: my diet is my matter, 23

## **Question 10:**

**Are you in a relationship?**

**Paleo**

- Yes, 61
- No, 39

**Question 10:****Are you in a relationship?****Low Carb**

- Yes, 76
- No, 24

**Question 10:****Are you in a relationship?****Gluten-free**

- Yes, 73
- No, 27

**Question 10:****Are you in a relationship?****Vegan**

- Yes, 65
- No, 35

**Question 11:****How pleased are you overall with your sex life?****Paleo**

- Pleased/rather pleased, 62
- Neutral, 31
- Not pleased / rather not pleased, 7

**Question 11:****How pleased are you overall with your sex life?****Low Carb**

- Pleased/rather pleased, 57
- Neutral, 37

- Not pleased / rather not pleased, 6

**Question 11:**

**How pleased are you overall with your sex life?**

**Gluten-free**

- Pleased/rather pleased, 59
- Neutral, 33
- Not pleased / rather not pleased, 8

**Question 11:**

**How pleased are you overall with your sex life?**

**Vegan**

- Pleased/rather pleased, 72
- Neutral, 22
- Not pleased / rather not pleased, 6

**Question 12:**

**Would a differing attitude towards nutrition be a reason for you to end a relationship?**

**Paleo**

- Yes, 8
- No, 92

**Question 12:**

**Would a differing attitude towards nutrition be a reason for you to end a relationship?**

**Low Carb**

- Yes, 8
- No, 92

**Question 12:**

**Would a differing attitude towards nutrition be a reason for you to end a relationship?**

**Gluten-free**

- Yes, 7
- No, 93

**Question 12:**

**Would a differing attitude towards nutrition be a reason for you to end a relationship?**

**Vegan**

- Yes, 33
- No, 67