**Figure S1: Dietary behaviors (specific and other**1**) reported by participants**2 **whose self-identified current diet was “Try to eat healthy”**

1 Other behaviors reported (18%) included eating less of certain types of food (i.e. dairy or carbs), avoiding fast food/processed food or eating more whole/fresh foods, counting calories, cooking at home, and drinking water (data not shown).

2 n=1048 (includes all participants who identified their current diet as TTEH)

**Table S1: Documentation for search strategy on Google Trends Search Activity**  
Using the suggested “Checklist for Documentation of Google Trends” from:  
“Checklist for Documentation of Google Trends” from Nuti, SV; Wayda, B; Ranasinghe, I*, et al.* 2014. The Use of Google Trends in Health Care Research: A Systematic Review. *Plos One* 9: e109583

|  |  |
| --- | --- |
| **Search/Topic** | **# Checklist Item** |
| Access Date | Google Trends data was accessed and downloaded on 9/25/2017 |
| Time Period | Search activity from January 2007 to Sept 2017 |
| Location | United States only |
| Query Category | All query categories were used (default) |
| **Search Input** | |
| Full search input | 5 searches were performed, using “exercise” as the reference, with the following 4 topics of interest: Paleolithic diet, Veganism, Mediterranean diet, and gluten-free diet.   From Google Trends: “*Numbers represent search volume relative to the highest point on the map which is always 100*.” Because absolute search activity is not displayed, the reference terms serve to frame the relative search activity of the search terms of interest compared to each other. Note: interest in exercise always peaks around New Years’.   1. Exercise (keyword) 2. Paleolithic diet (topic) 3. Veganism (topic) 4. Mediterranean diet (topic) 5. Gluten-free diet (topic) |
| Combination | All dietary searches of interest used topics to capture broader search activity. The search for exercise used the keyword “exercise”. No terms were subtracted from the search activity. |
| Quotation Marks | Quotation marks were not used as the search option for “topic” was implemented for the 4 dietary searches. |
| **Rational for Search Strategy** | |
| For Search Input | Interest in popular diets is reflected in online search activity for both information and food preparation instructions (recipes). While incomplete, the search activity captured here demonstrates the rising public interest in a variety of dietary patterns. |
| For Settings Chosen | The geographic region chose was worldwide, as the ADAPT FS includes respondents in countries outside of the US. The full search period available at the time of the search (January 2007 to Sept 2017) was chosen to demonstrate the changing trends and interest in the last 5 years compared to previous time periods. |

**Table S2: Comparison of adjusted mean (95% CI) Body Mass Index by time on diet (<1 year and >1 year) within each diet group among those with physical activity data** 1,2

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **Not Adjusted for physical activity** | | | | | | | **Adjusted for physical activity** | | | | |
|  |  | **<1 year** | | | **1+ years** | | |  | **<1 year** | | **1+ years** | |  |
| **Diets**1 | n | n | **Mean** | 95% CI | n | **Mean** | 95% CI | **p-value** | **mean** | 95% CI | **Mean** | 95% CI | **p-value** |
| **TTEH** | 316 | 57 | **28.7** | 26.4, 31.2 | 259 | **25.5** | 24.5, 26.6 | 0.01 | **28.7** | 26.5, 31.2 | **25.6** | 24.6, 26.6 | 0.01 |
| **WFPB** | 819 | 182 | **25.9** | 24.9, 26.9 | 637 | **23.0** | 22.5, 23.5 | **<.0001** | **25.9** | 24.9, 26.0 | **23.0** | 22.5, 23.5 | **<.0001** |
| **Vegan** | 595 | 127 | **23.8** | 22.8, 24.8 | 468 | **22.7** | 22.3, 23.2 | 0.07 | **23.8** | 22.8, 24.8 | **22.8** | 22.3, 23.2 | 0.07 |
| **Paleo** | 490 | 132 | **25.3** | 24.1, 26.6 | 358 | **24.1** | 23.4, 24.7 | 0.08 | **25.4** | 24.2, 26.6 | **24.1** | 23.4, 24.8 | 0.08 |
| **Vegetarian** | 283 | 40 | **26.3** | 23.9, 28.8 | 243 | **24.3** | 23.4, 25.5 | 0.10 | **26.3** | 24.0, 28.9 | **24.3** | 23.4, 25.3 | 0.10 |
| **Whole food** | 289 | 54 | **25.4** | 23.5, 27.5 | 235 | **23.5** | 22.4, 24.7 | 0.05 | **25.4** | 23.5, 27.5 | **23.5** | 22.4, 24.7 | 0.06 |
| **WAP** | 186 | 18 | **23.5** | 21.0, 26.2 | 168 | **24.5** | 22.8, 26.3 | 0.38 | **23.5** | 21.0, 26.3 | **24.6** | 22.9, 26.4 | 0.38 |
| **Low-carb** | 136 | 61 | **29.8** | 27.5, 32.2 | 75 | **23.7** | 22.2, 25.2 | **.0004** | **29.9** | 27.7, 32.4 | **23.6** | 22.2, 25.2 | **.0003** |

1 n=3114, excludes those with missing or invalid BMI (n=785 due to missing or implausible height or weight data) and (n=8) prefer not to answer responses to time on current diet and (n=5,112) implausible or missing responses for physical activity; BMI means are adjusted for age, sex, US “residency”, time on diet and current medication use for the following conditions: high cholesterol, high blood pressure, type 2 diabetes, cancer, gastrointestinal  
2 Bonferroni correction for multiple comparisons (8 diet groups) yields a critical value of 0.00625 (0.05/8)