



The foodintol[®] Survey 2012

A snapshot of food intolerance in the community:
prevalence, symptoms, testing and results



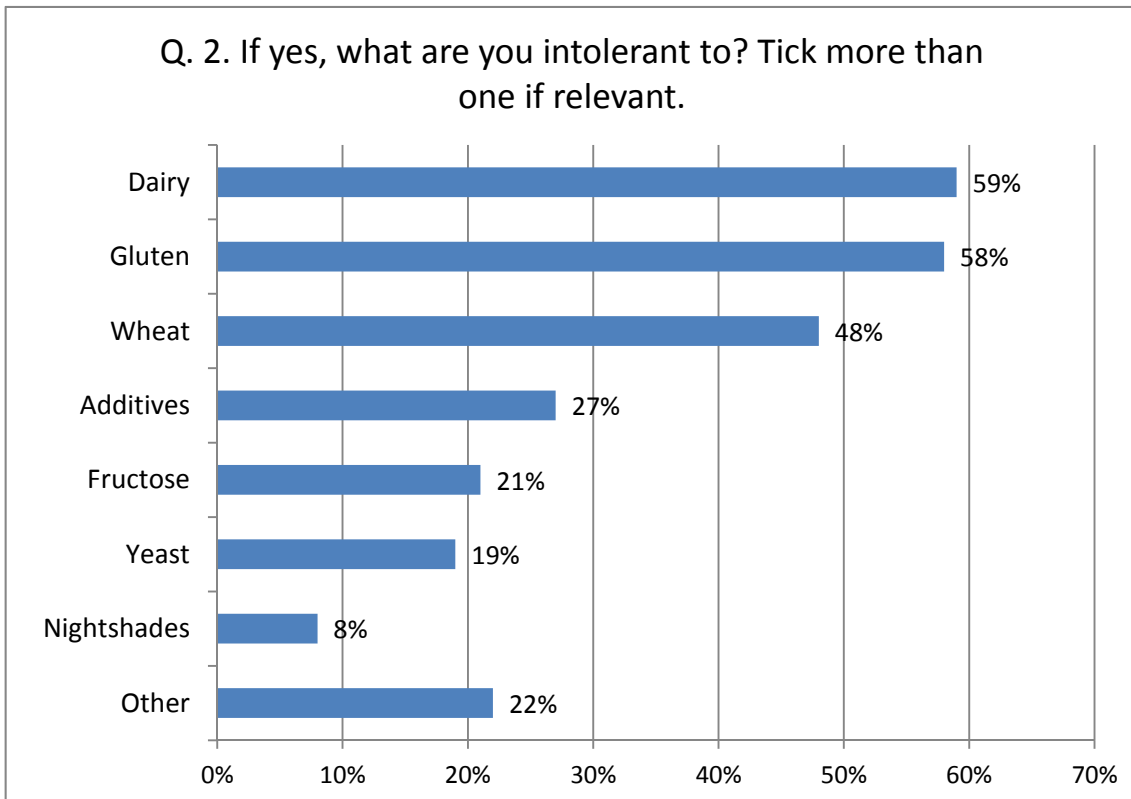
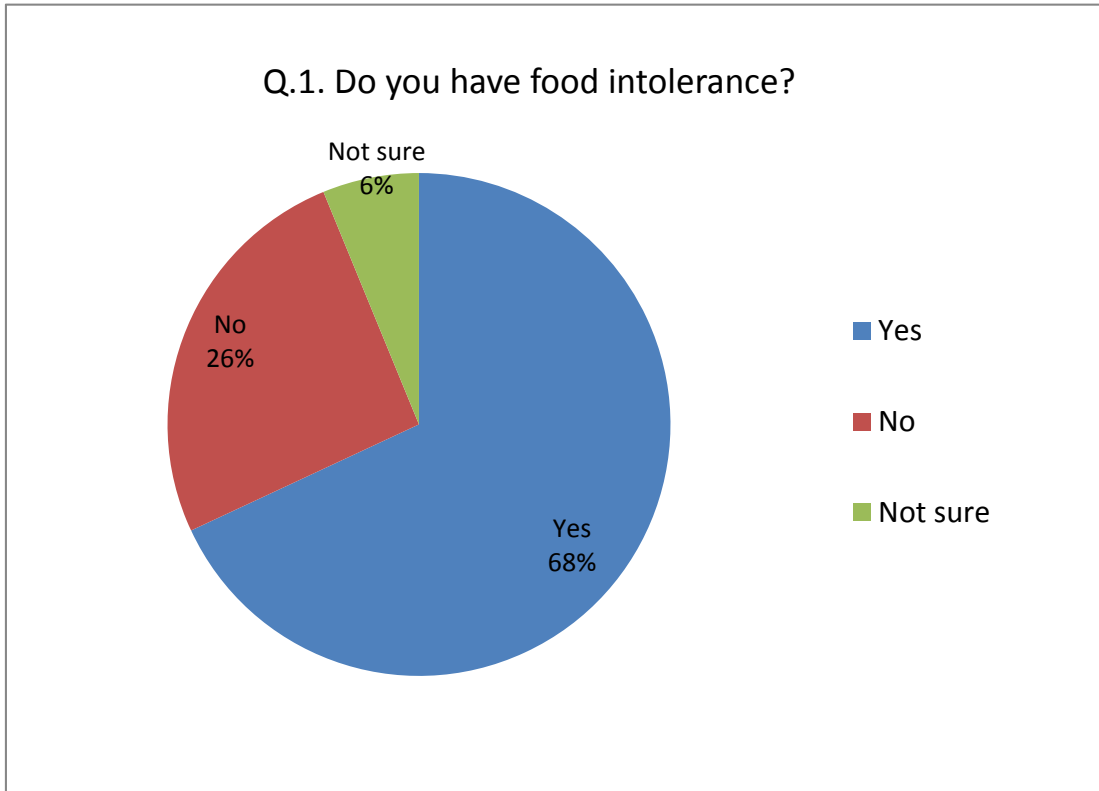
The foodintol® Survey 2012

In May 2012 we surveyed subscribers at foodintol® (www.foodintol.com) a website that informs and educates people about food intolerance. The survey asked our subscribers about their experiences with food intolerance, their symptoms, which methods they used to discover their intolerance - and the results of making changes to their diet. It's important to note that not everyone answering the survey had identified a food intolerance.

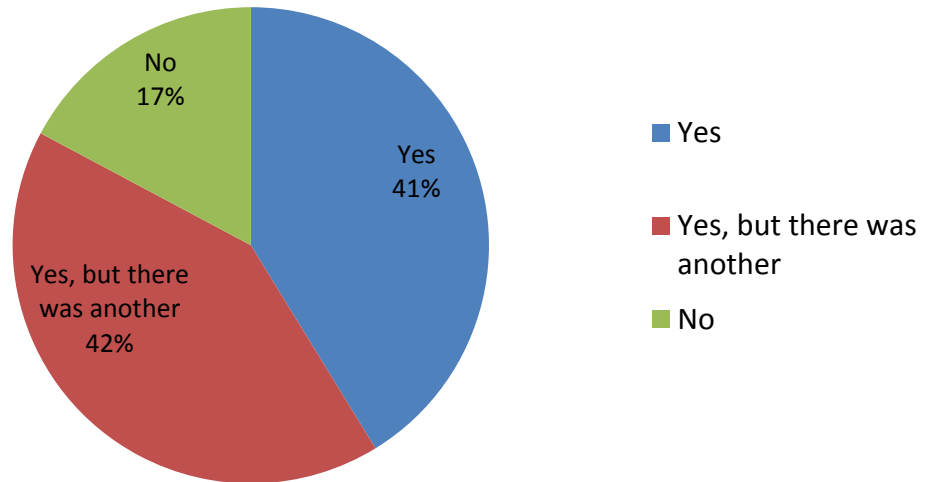
There were more than 900 responses. The results are a snapshot of people with an interest in food intolerance from the USA, Canada, UK, Australia and New Zealand.

Key findings:

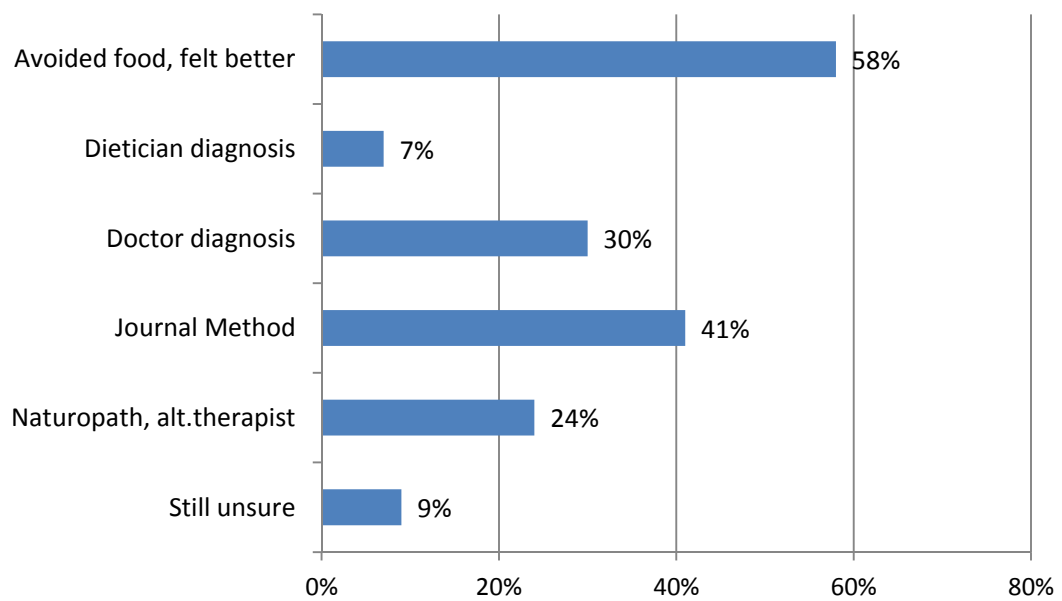
- Most respondents who investigated their food intolerance were surprised by their results
- Most parents with food intolerance – also observe or suspect it in their children
- The benefits enjoyed by adjusting the diet include brighter mood, healing symptoms, fewer medications and less time off work

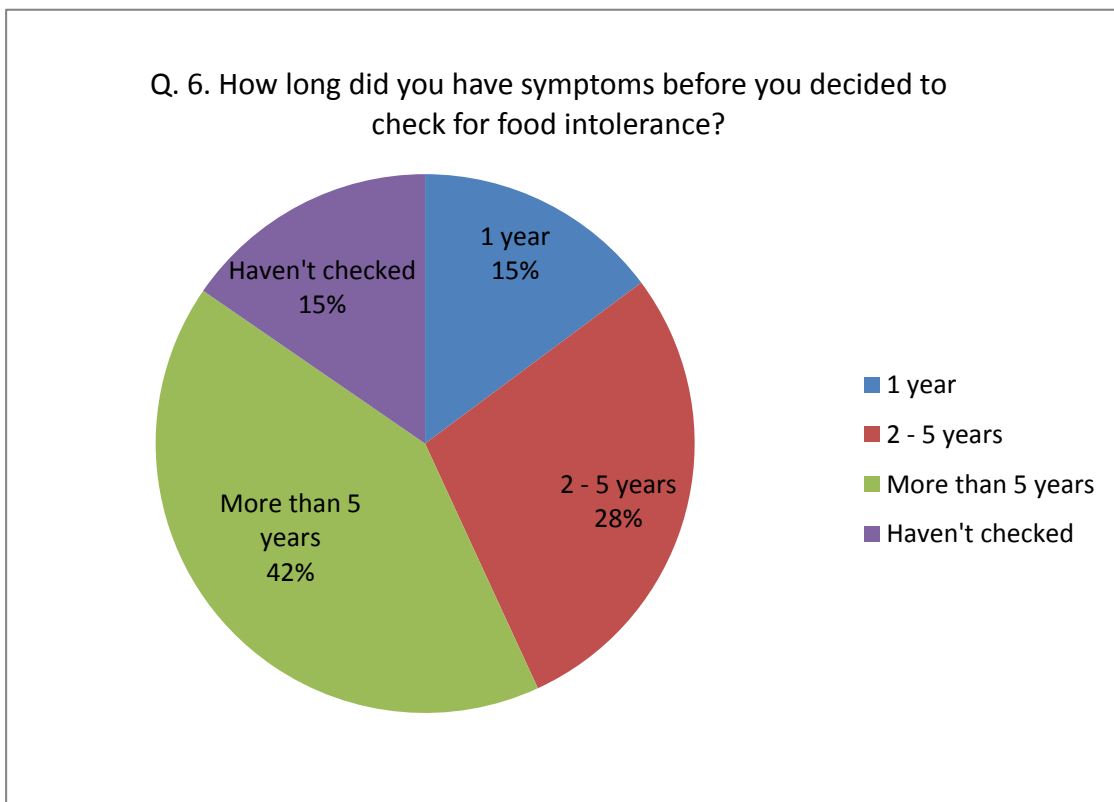
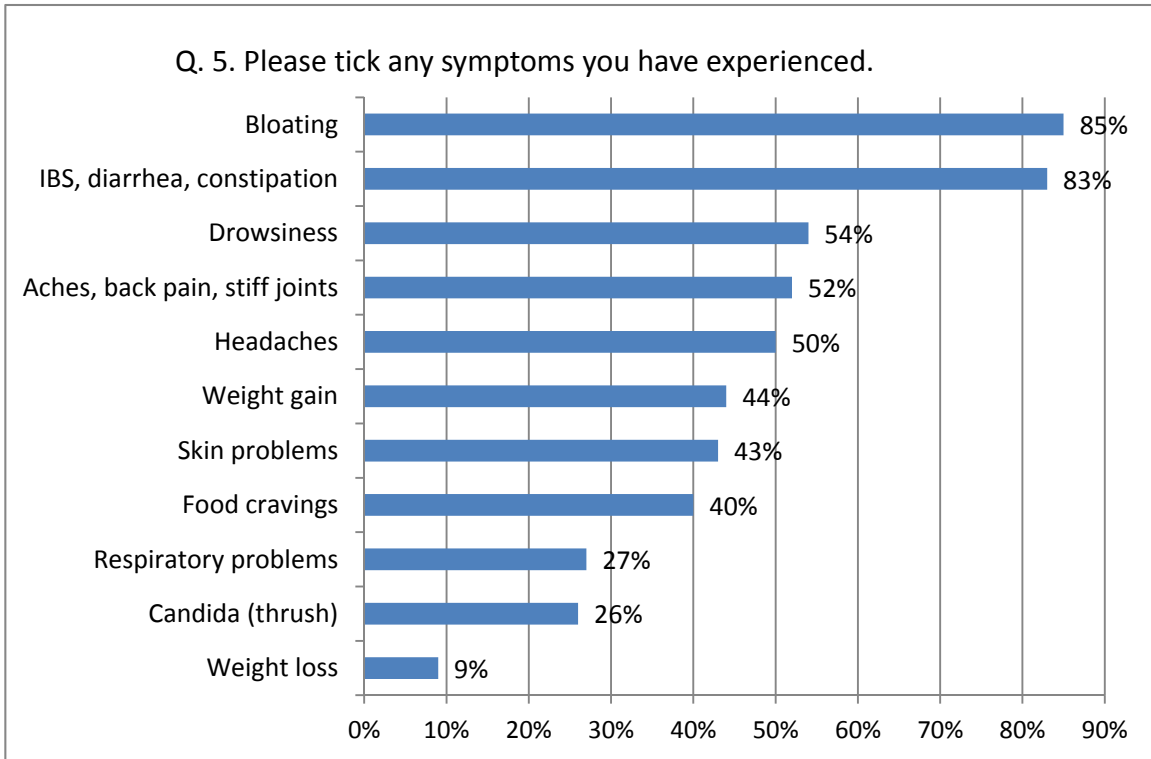


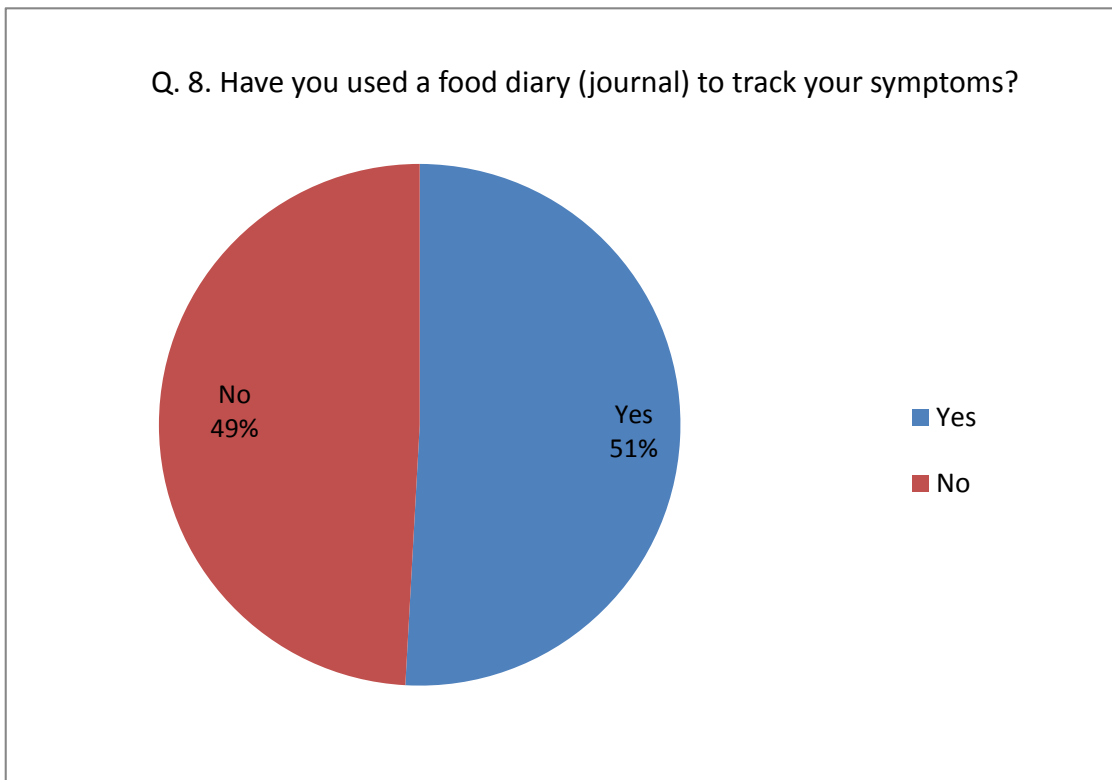
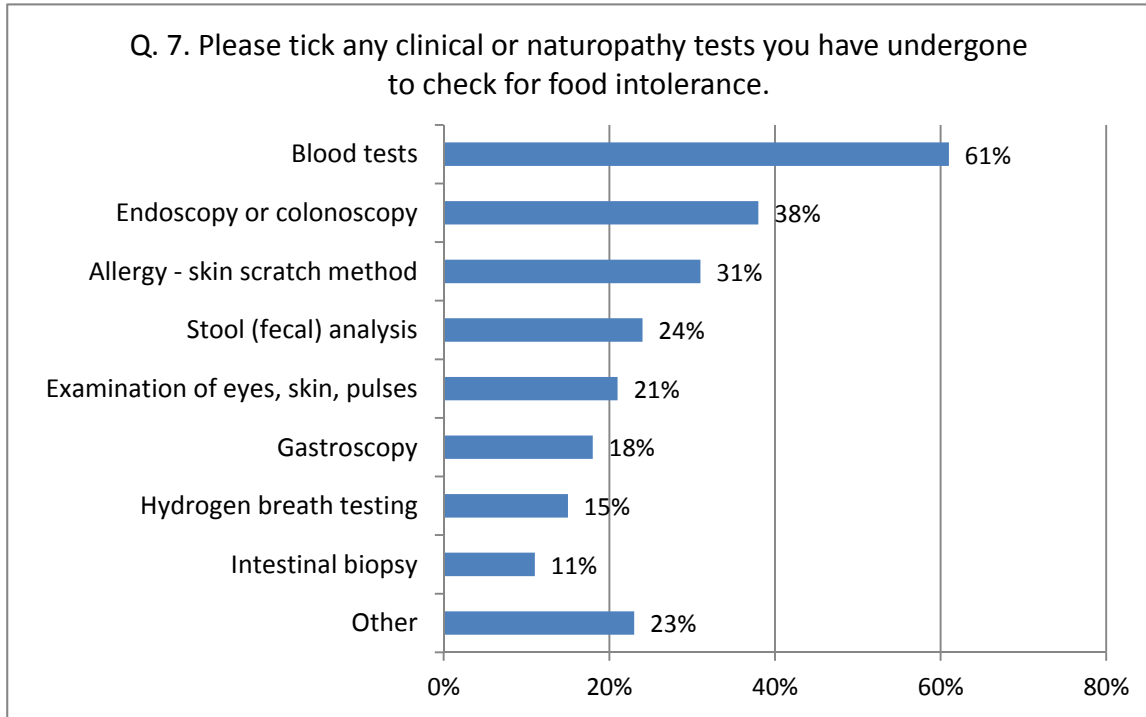
Q.3. Did your food intolerance turn out to be the one you suspected?



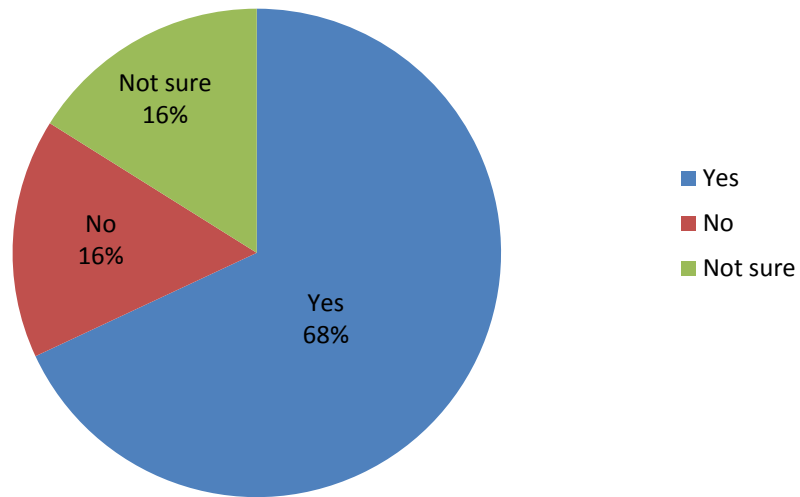
Q. 4 How did you find out you had a food intolerance? Tick more than one if relevant.



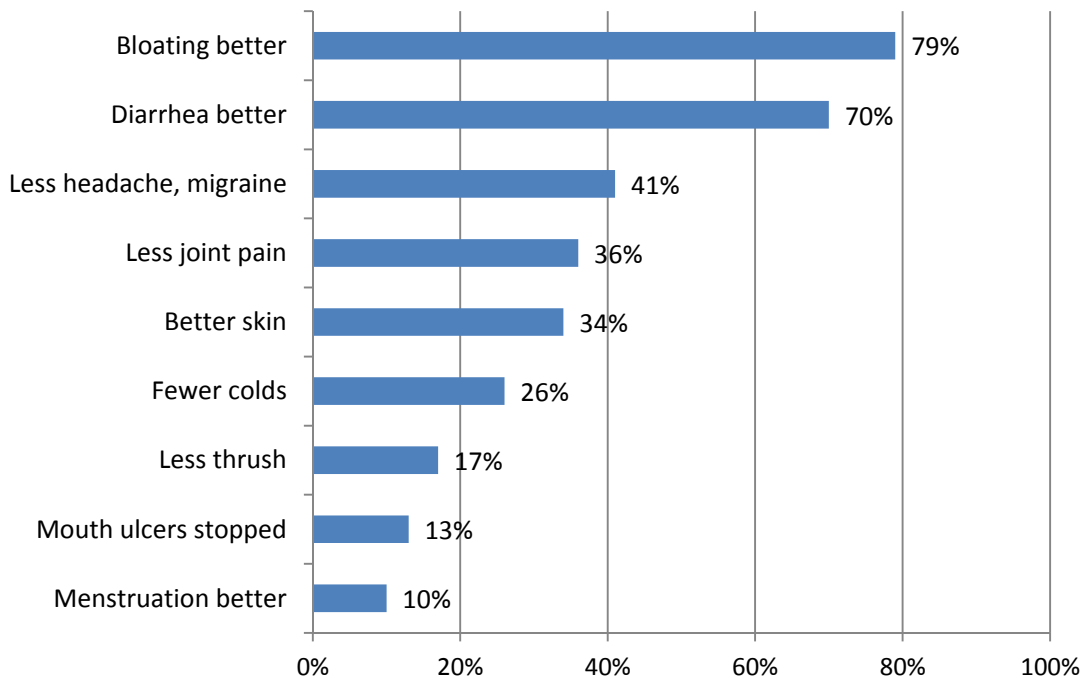


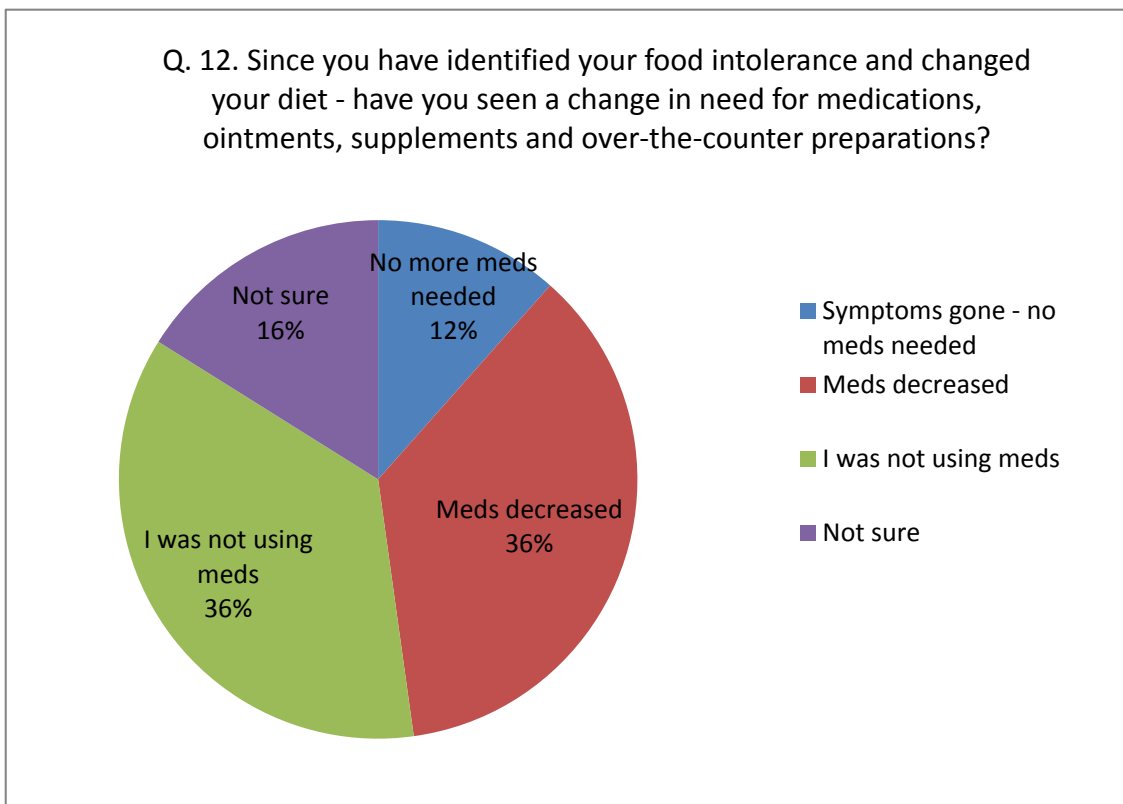
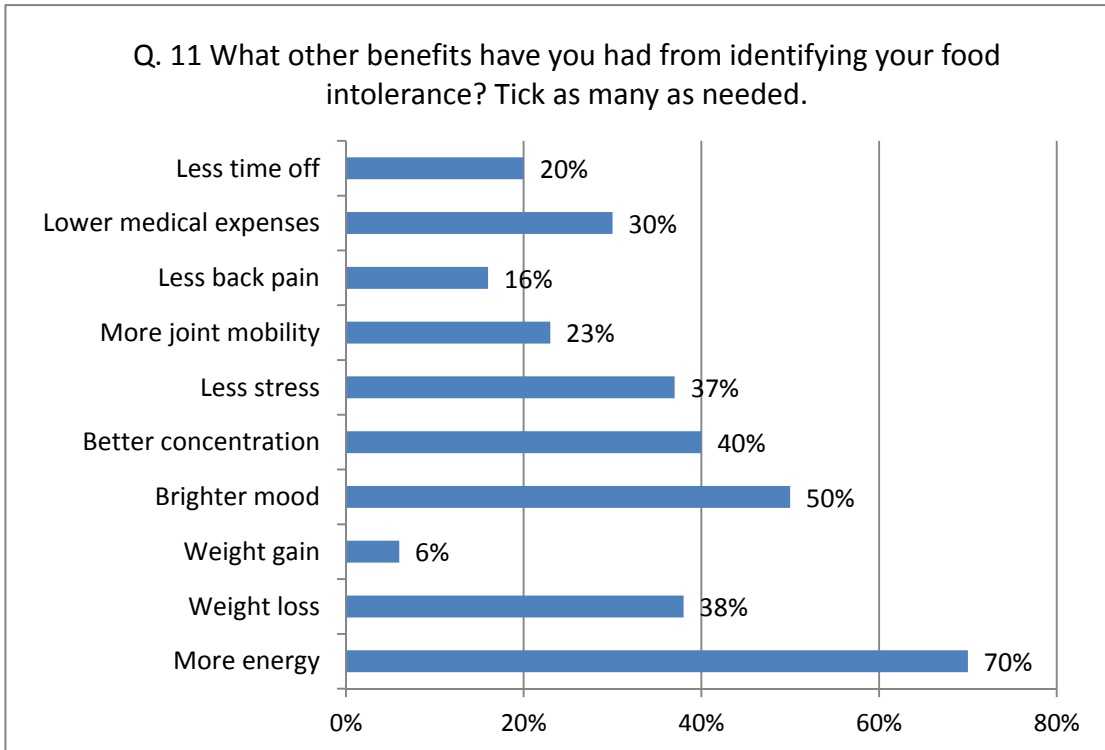


Q. 9. Did this help in determining your food intolerance?

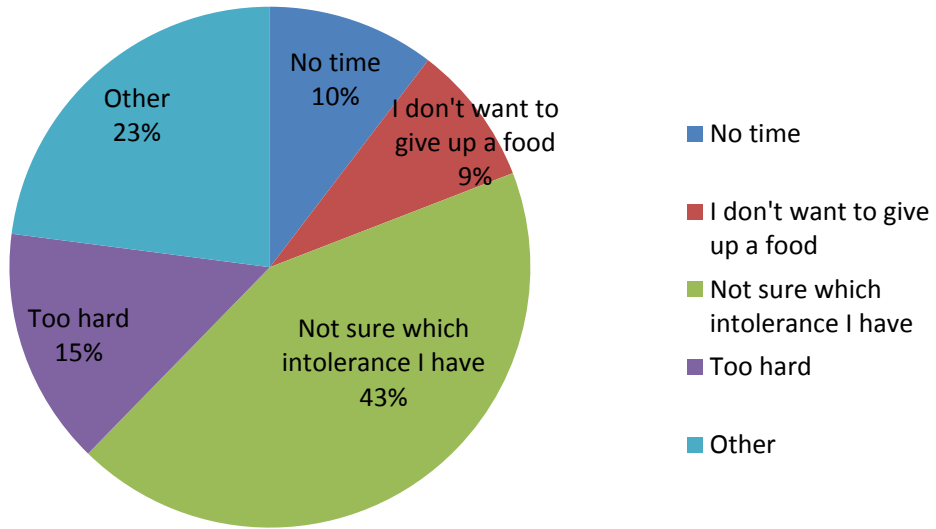


Q. 10 Tick any symptoms that were improved by finding your food intolerance.





Q. 13. If you haven't done anything about your food intolerance, what is your reason for not implementing a food/dietary plan?



Q. 14. If you have children - do they have food intolerance?

