

The next few questions are about vitamins. Have you taken any vitamins in the past 12 months?

| | Total | REGION | | | | | | AGE | | | GENDER | |
|-----------------------|-------|--------|-----|-------|-----|-----|-----|-------|-------|-----|--------|--------|
| | | BC | AB | SK/MN | ON | QC | Atl | 18-34 | 35-54 | 55+ | Male | Female |
| Base: All respondents | 1000 | 150 | 100 | 100 | 300 | 250 | 100 | 301 | 457 | 230 | 500 | 500 |
| Weighted | 1000 | 130 | 90 | 70 | 377 | 251 | 81 | 337 | 380 | 272 | 490 | 510 |
| Yes | 672 | 104 | 71 | 47 | 258 | 139 | 52 | 236 | 243 | 186 | 289 | 383 |
| | 67% | 80% | 79% | 67% | 68% | 55% | 64% | 70% | 64% | 68% | 59% | 75% |
| No | 328 | 26 | 19 | 23 | 119 | 112 | 29 | 101 | 137 | 86 | 201 | 127 |
| | 33% | 20% | 21% | 33% | 32% | 45% | 36% | 30% | 36% | 32% | 41% | 25% |

Do you take vitamins in the spring, winter, summer or fall?

| | Total | REGION | | | | | | AGE | | | GENDER | |
|-----------------------|-------|--------|-----|-------|-----|-----|-----|-------|-------|-----|--------|--------|
| | | BC | AB | SK/MN | ON | QC | Atl | 18-34 | 35-54 | 55+ | Male | Female |
| Base: All Respondents | 1000 | 150 | 100 | 100 | 300 | 250 | 100 | 301 | 457 | 230 | 500 | 500 |
| Weighted | 1000 | 130 | 90 | 70 | 377 | 251 | 81 | 337 | 380 | 272 | 490 | 510 |
| Spring | 489 | 85 | 58 | 39 | 191 | 82 | 34 | 156 | 170 | 159 | 195 | 294 |
| | 49% | 65% | 65% | 55% | 51% | 32% | 42% | 46% | 45% | 58% | 40% | 58% |
| Winter | 617 | 101 | 67 | 41 | 234 | 127 | 46 | 218 | 217 | 176 | 265 | 352 |
| | 62% | 77% | 75% | 59% | 62% | 51% | 57% | 65% | 57% | 65% | 54% | 69% |
| Summer | 472 | 80 | 55 | 39 | 189 | 74 | 34 | 149 | 162 | 158 | 181 | 291 |
| | 47% | 61% | 62% | 56% | 50% | 30% | 42% | 44% | 42% | 58% | 37% | 57% |
| Fall | 501 | 84 | 55 | 39 | 189 | 97 | 38 | 160 | 176 | 160 | 203 | 298 |
| | 50% | 64% | 62% | 55% | 50% | 39% | 47% | 47% | 46% | 59% | 41% | 58% |
| (DK/NS) | 12 | 2 | 2 | 0 | 8 | 1 | 0 | 4 | 6 | 3 | 4 | 8 |
| | 1% | 1% | 2% | - | 2% | 0 | - | 1% | 1% | 1% | 1% | 2% |
| Do not take vitamins | 328 | 26 | 19 | 23 | 119 | 112 | 29 | 101 | 137 | 86 | 201 | 127 |
| | 33% | 20% | 21% | 33% | 32% | 45% | 36% | 30% | 36% | 32% | 41% | 25% |
| Base: Vitamin users | 668 | 119 | 79 | 67 | 202 | 139 | 62 | 208 | 295 | 157 | 297 | 371 |
| Weighted | 672 | 104 | 71 | 47 | 258 | 139 | 52 | 236 | 243 | 186 | 289 | 383 |
| Spring | 489 | 85 | 58 | 39 | 191 | 82 | 34 | 156 | 170 | 159 | 195 | 294 |
| | 73% | 81% | 82% | 83% | 74% | 59% | 66% | 66% | 70% | 85% | 68% | 77% |
| Winter | 617 | 101 | 67 | 41 | 234 | 127 | 46 | 218 | 217 | 176 | 265 | 352 |
| | 92% | 96% | 94% | 88% | 91% | 92% | 88% | 92% | 90% | 95% | 92% | 92% |
| Summer | 472 | 80 | 55 | 39 | 189 | 74 | 34 | 149 | 162 | 158 | 181 | 291 |
| | 70% | 77% | 78% | 83% | 73% | 53% | 66% | 63% | 67% | 85% | 63% | 76% |
| Fall | 501 | 84 | 55 | 39 | 189 | 97 | 38 | 160 | 176 | 160 | 203 | 298 |
| | 75% | 80% | 78% | 82% | 73% | 70% | 72% | 68% | 73% | 86% | 70% | 78% |
| (DK/NS) | 12 | 2 | 2 | 0 | 8 | 1 | 0 | 4 | 6 | 3 | 4 | 8 |
| | 2% | 2% | 2% | - | 3% | 1% | - | 2% | 2% | 1% | 1% | 2% |

Which of the following reasons best describes why you do not take vitamins in the SUMMER?

| | Total | REGION | | | | | | AGE | | | GENDER | |
|--|-------|--------|-----|-------|-----|-----|-----|-------|-------|-----|--------|--------|
| | | BC | AB | SK/MN | ON | QC | Atl | 18-34 | 35-54 | 55+ | Male | Female |
| Base: Do not take vitamins in the summer | 201 | 26 | 19 | 12 | 55 | 67 | 22 | 78 | 96 | 23 | 109 | 92 |
| Weighted | 200 | 24 | 16 | 8 | 69 | 65 | 18 | 87 | 81 | 29 | 108 | 92 |
| You get enough vitamins from food in the summer | 61 | 7 | 4 | 2 | 19 | 25 | 3 | 24 | 27 | 9 | 24 | 37 |
| | 30% | 31% | 26% | 28% | 28% | 39% | 15% | 28% | 34% | 30% | 22% | 40% |
| You are less likely to get sick in the summer | 57 | 8 | 5 | 2 | 22 | 13 | 7 | 31 | 19 | 5 | 42 | 15 |
| | 28% | 32% | 32% | 29% | 32% | 20% | 40% | 36% | 24% | 18% | 39% | 17% |
| You just feel better in the summer | 60 | 5 | 5 | 2 | 17 | 23 | 6 | 21 | 25 | 11 | 29 | 31 |
| | 30% | 22% | 31% | 25% | 25% | 36% | 36% | 25% | 31% | 40% | 27% | 34% |
| You simply forget to take vitamins in the summer | 6 | 1 | 0 | 0 | 1 | 2 | 2 | 3 | 3 | 0 | 5 | 1 |
| | 3% | 5% | - | - | 2% | 3% | 9% | 3% | 4% | - | 5% | 1% |
| Get more vitamins from the sun | 3 | 0 | 0 | 0 | 1 | 2 | 0 | 1 | 1 | 1 | 2 | 1 |
| | 2% | - | - | - | 2% | 3% | - | 1% | 1% | 4% | 2% | 1% |
| Exercise in the summer | 3 | 0 | 0 | 1 | 3 | 0 | 0 | 3 | 1 | 0 | 3 | 1 |
| | 2% | - | - | 7% | 4% | - | - | 3% | 1% | - | 3% | 1% |
| Other | 2 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | 1 | 1 |
| | 1% | 3% | - | - | 1% | - | - | - | 2% | - | 1% | 1% |
| (DK/NS) | 9 | 2 | 2 | 1 | 4 | 0 | 0 | 3 | 4 | 2 | 3 | 6 |
| | 4% | 8% | 11% | 10% | 6% | - | - | 3% | 5% | 8% | 3% | 6% |

In general, in what season do you feel the healthiest?

| | Total | Vitamin Takers |
|----------------------------|------------|----------------|
| Base: All respondents | 1000 | 668 |
| Weighted | 1000 | 672 |
| Spring | 171 17% | 105 16% |
| Winter | 46 5% | 19 3% |
| Summer | 569 57% | 407 61% |
| Fall | 112 11% | 75 11% |
| All the same/No difference | 102 10% | 67 10% |

| | Total | Do not take Vitamins in the summer |
|-----------------------|------------|--|
| Base: All respondents | 1000 | 201 |
| Weighted | 1000 | 200 |
| British Columbia | 130 13% | 24 12% |
| Alberta | 90 9% | 16 8% |
| Saskatchewan | 34 3% | 3 2% |
| Manitoba | 36 4% | 5 2% |
| Ontario | 377 38% | 69 35% |
| Quebec | 251 25% | 65 33% |
| New Brunswick | 28 3% | 6 3% |
| Nova Scotia | 31 3% | 6 3% |
| Prince Edward Island | 5 0 | 1 0 |
| Newfoundland | 17 2% | 6 3% |

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| | Total | Do not take Vitamins in the summer |
|-----------------------|------------|--|
| Base: All respondents | 1000 | 201 |
| Weighted | 1000 | 200 |
| Male | 490 49% | 108 54% |
| Female | 510 51% | 92 46% |

| | Total | Do not take Vitamins in the summer |
|-----------------------|-------|--|
| Base: All respondents | 1000 | 201 |
| Weighted | 1000 | 200 |
| 18-24 | 107 | 29 |
| | 11% | 14% |
| 25-34 | 230 | 58 |
| | 23% | 29% |
| 35-44 | 198 | 43 |
| | 20% | 21% |
| 45-54 | 183 | 39 |
| | 18% | 19% |
| 55-64 | 128 | 19 |
| | 13% | 9% |
| 65+ | 144 | 10 |
| | 14% | 5% |
| (DK/NS) | 10 | 3 |
| | 1% | 2% |
| Mean | 44.4 | 39.3 |
| Standard Deviation | 16.5 | 14.3 |
| Standard Error | 0.5 | 1.0 |
| Median | 42.0 | 36.9 |