

**Thinking about your own fitness, how fit would you consider yourself to be?**

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	Atl	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1003	150	100	100	300	253	100	311	416	263	503	500
Weighted Base	1003	131	90	70	378	252	81	338	381	273	492	511
Very fit	20%	27%	14%	20%	19%	23%	15%	24%	17%	19%	22%	19%
Somewhat fit	58%	51%	62%	56%	60%	57%	61%	59%	59%	57%	58%	58%
Not very fit	16%	17%	16%	19%	16%	13%	16%	13%	17%	18%	14%	17%
Not at all fit	6%	5%	8%	5%	5%	6%	7%	4%	7%	6%	5%	6%
(DK/NS)	0	-	-	-	-	0	-	-	0	-	-	0
SUMMARY												
TOP2BOX (Very/Somewhat Fit)	79%	78%	76%	76%	79%	80%	76%	83%	76%	75%	80%	77%
LOW2BOX (Not Very/Not At All Fit)	21%	22%	24%	24%	21%	19%	24%	17%	23%	25%	20%	23%

**Thinking about your own fitness, how fit would you consider yourself to be?**

		EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
Base: All respondents								
Unweighted Base	1003	135	230	341	295	276	337	314
Weighted Base	1003	131	227	345	298	270	334	323
Very fit	20%	23%	21%	18%	21%	21%	20%	20%
Somewhat fit	58%	54%	56%	60%	59%	52%	61%	63%
Not very fit	16%	13%	17%	16%	15%	19%	17%	12%
Not at all fit	6%	10%	5%	5%	4%	8%	2%	5%
(DK/NS)	0	-	-	-	0	-	-	0
SUMMARY								
TOP2BOX (Very/Somewhat Fit)	79%	77%	78%	78%	80%	73%	81%	83%
LOW2BOX (Not Very/Not At All Fit)	21%	23%	22%	22%	19%	27%	19%	17%

**Canada's Physical Activity Guide says that to reap the benefits of exercise, a person must partake in an hour of low-intensity activity daily, 30 to 60 minutes of moderately-intense activity, or 20 to 30 minutes of vigorous-intensity exercise for at least four days a week. Which of these best describes your exercise regime?**

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Base: All respondents												
Unweighted Base	1003	150	100	100	300	253	100	311	416	263	503	500
Weighted Base	1003	131	90	70	378	252	81	338	381	273	492	511
One hour of low-intensity daily	32%	35%	21%	25%	34%	33%	32%	31%	34%	31%	31%	33%
Thirty to 60 minutes of moderately-intense activity at least four days a week	35%	32%	45%	31%	34%	38%	27%	31%	34%	40%	34%	36%
Twenty to 30 minutes of vigorous-intensity exercise at least four days a week	21%	22%	24%	30%	21%	15%	27%	29%	19%	13%	23%	19%
None	12%	11%	9%	14%	11%	14%	14%	9%	12%	16%	12%	12%
(DK/NS)	0	-	1%	1%	0	0	-	-	1%	0	0	1%

How would you describe your own personal weight situation right now?

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	Atl	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1003	150	100	100	300	253	100	311	416	263	503	500
Weighted Base	1003	131	90	70	378	252	81	338	381	273	492	511
Very overweight	4%	4%	5%	2%	4%	5%	3%	2%	4%	7%	3%	5%
Somewhat overweight	38%	31%	35%	44%	36%	41%	43%	23%	44%	46%	36%	39%
About the right weight	50%	54%	51%	43%	53%	46%	49%	62%	47%	41%	52%	48%
Somewhat underweight	7%	11%	9%	8%	5%	5%	6%	12%	4%	4%	8%	6%
Very underweight	1%	-	-	2%	2%	3%	-	2%	1%	2%	1%	2%
(DK/NS)	0	-	-	1%	1%	-	-	0	0	-	0	0
SUMMARY												
TOP2BOX (Very/Somewhat Overweight)	42%	35%	40%	46%	40%	46%	45%	24%	48%	53%	39%	44%
LOW2BOX (Somewhat/Very Underweight)	8%	11%	9%	10%	7%	8%	6%	13%	5%	6%	9%	7%

I BELIEVE THAT HIGH-FAT FOODS - SUCH AS CHIPS, SOFT DRINKS AND SNACK CAKES - SHOULD BE TAXED AT A HIGHER RATE THAN NUTRITIOUS FOODS

*It is estimated that poor diet and inactivity costs the Canadian economy 3.1 billion dollars and 23,000 deaths annually. Based on the information, I am going to read you a few statements, and for each one please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.*

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	Atl	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1003	150	100	100	300	253	100	311	416	263	503	500
Weighted Base	1003	131	90	70	378	252	81	338	381	273	492	511
Strongly agree	28%	25%	28%	30%	23%	38%	22%	16%	29%	41%	24%	31%
Somewhat agree	20%	26%	17%	19%	20%	18%	21%	18%	24%	17%	19%	21%
Somewhat disagree	21%	19%	16%	25%	24%	19%	23%	25%	18%	22%	19%	24%
Strongly disagree	30%	29%	38%	26%	34%	24%	33%	41%	29%	19%	38%	23%
(DK/NS)	0	-	1%	-	-	0	2%	-	1%	0	1%	0
SUMMARY												
TOP2BOX (Strongly/Somewhat Agree)	48%	51%	45%	49%	43%	56%	43%	34%	52%	58%	43%	53%
LOW2BOX (Somewhat/Strongly Disagree)	52%	49%	54%	51%	57%	43%	56%	66%	47%	41%	57%	47%

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Base: All respondents								
Unweighted Base	1003	135	230	341	295	276	337	314
Weighted Base	1003	131	227	345	298	270	334	323
Strongly agree	28%	37%	26%	27%	26%	29%	33%	22%
Somewhat agree	20%	16%	18%	21%	23%	21%	18%	23%
Somewhat disagree	21%	15%	23%	25%	18%	23%	22%	20%
Strongly disagree	30%	32%	32%	27%	32%	27%	27%	35%
(DK/NS)	0	1%	0	-	1%	0	-	1%
SUMMARY								
TOP2BOX (Strongly/Somewhat Agree)	48%	52%	44%	48%	49%	50%	51%	44%
LOW2BOX (Somewhat/Strongly Disagree)	52%	47%	55%	52%	50%	50%	49%	55%

## THERE SHOULD BE FINANCIAL INCENTIVES - THAT IS, TAX BREAKS - FOR THOSE WHO MAINTAIN A HEALTHY LIFESTYLE AS MEASURED, FOR EXAMPLE, BY BODY MASS INDEX (BMI) OR BLOOD PRESSURE

*It is estimated that poor diet and inactivity costs the Canadian economy 3.1 billion dollars and 23,000 deaths annually. Based on the information, I am going to read you a few statements, and for each one please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.*

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Weighted Base	1003	131	90	70	378	252	81	338	381	273	492	511
Strongly agree	17%	14%	16%	12%	15%	23%	16%	11%	16%	24%	19%	15%
Somewhat agree	22%	25%	17%	29%	19%	22%	28%	21%	21%	23%	21%	22%
Somewhat disagree	20%	13%	24%	17%	19%	24%	16%	20%	18%	21%	18%	21%
Strongly disagree	41%	47%	43%	42%	46%	30%	39%	47%	43%	31%	41%	41%
(DK/NS)	1%	1%	1%	-	1%	1%	1%	0	1%	1%	1%	1%
SUMMARY												
TOP2BOX (Strongly/Somewhat Agree)	39%	39%	33%	41%	34%	45%	44%	33%	37%	47%	40%	37%
LOW2BOX (Somewhat/Strongly Disagree)	61%	60%	67%	59%	65%	54%	55%	67%	61%	52%	59%	62%

**THERE SHOULD BE FINANCIAL INCENTIVES - THAT IS, TAX BREAKS - FOR THOSE WHO MAINTAIN A HEALTHY LIFESTYLE AS MEASURED, FOR EXAMPLE, BY BODY MASS INDEX (BMI) OR BLOOD PRESSURE**

*It is estimated that poor diet and inactivity costs the Canadian economy 3.1 billion dollars and 23,000 deaths annually. Based on the information, I am going to read you a few statements, and for each one please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.*

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Strongly agree	17%	23%	16%	18%	13%	20%	14%	17%
Somewhat agree	22%	26%	27%	21%	15%	24%	24%	17%
Somewhat disagree	20%	19%	23%	18%	20%	20%	19%	21%
Strongly disagree	41%	31%	33%	42%	50%	35%	42%	43%
(DK/NS)	1%	1%	-	1%	2%	1%	0	1%
SUMMARY								
TOP2BOX (Strongly/Somewhat Agree)	39%	49%	44%	40%	28%	44%	38%	35%
LOW2BOX (Somewhat/Strongly Disagree)	61%	49%	56%	60%	70%	55%	61%	64%

**SUMMARY TABLE (Strongly/Somewhat Agree)**

*It is estimated that poor diet and inactivity costs the Canadian economy 3.1 billion dollars and 23,000 deaths annually. Based on the information, I am going to read you a few statements, and for each one please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.*

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I believe that high-fat foods - such as chips, soft drinks and snack cakes - should be taxed at a higher rate than nutritious foods There should be financial incentives (tax breaks) for those who maintain a healthy lifestyle as measured, for example, by Body Mass Index (BMI) or blood pressure Nutrition education should be an integral part of the curriculum for primary and secondary school students Just as much effort and money should be invested in promoting physical activity as in fighting smoking Physical fitness courses should be an integral part of the curriculum for primary and secondary school students	48%	51%	45%	49%	43%	56%	43%	34%	52%	58%	43%	53%
	39%	39%	33%	41%	34%	45%	44%	33%	37%	47%	40%	37%
	96%	96%	94%	93%	96%	96%	94%	95%	95%	96%	95%	96%
	86%	88%	87%	84%	85%	88%	86%	83%	88%	88%	85%	87%
	96%	96%	93%	95%	97%	97%	97%	95%	96%	97%	96%	97%