When you are in a store choosing your products, how often, on average, do you read each of the following items on the package of food or beverages: List of ingredients ?

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1001	150	100	100	300	251	100	274	442	267	458	543
Weighted Base	1001	131	90	70	378	251	81	338	375	273	491	510
Always	23%	32%	17%	25%	27%	16%	18%	17%	23%	31%	14%	32%
Only sometimes	56%	49%	55%	50%	56%	66%	47%	57%	59%	51%	58%	54%
Never	20%	19%	28%	23%	17%	18%	35%	26%	17%	18%	28%	14%
Don't know	0	-	-	2%	0	-	-	-	0	1%	0	0

		CHILDREN <18 IN HOUSEHOLD		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Yes	No	Rural	Urban	<HS	HS	Post sec	University	<$30K	$30K-<$60K	$60K +
Base: All Respondents												
Unweighted Base	1001	371	623	197	804	109	253	351	278	242	312	333
Weighted Base	1001	362	632	186	815	108	245	354	286	243	311	338
Always	23%	23%	23%	23%	23%	23%	24%	21%	25%	25%	25%	21%
Only sometimes	56%	57%	56%	54%	57%	50%	55%	58%	58%	53%	54%	60%
Never	20%	20%	21%	22%	20%	28%	21%	21%	17%	21%	21%	19%
Don't know	0	0	0	1%	0	-	1%	0	0	1%	-	-

When you are in a store choosing your products, how often, on average, do you read each of the following items on the package of food or beverages: Nutritional and calorie information ?

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1001	150	100	100	300	251	100	274	442	267	458	543
Weighted Base	1001	131	90	70	378	251	81	338	375	273	491	510
Always	27%	28%	27%	23%	32%	18%	27%	23%	28%	29%	17%	36%
Only sometimes	52%	53%	50%	47%	48%	60%	48%	50%	52%	53%	53%	50%
Never	22%	19%	24%	28%	20%	22%	25%	27%	20%	17%	30%	14%
Don't know	0	-	-	2%	0	-	-	-	0	1%	0	0

	TOTAL	CHILDREN <18 IN HOUSEHOLD		REGION TYPE		EDUCATION				INCOME		
		Yes	No	Rural	Urban	<HS	HS	Post sec	University	<$30K	$30K-<$60K	$60K +
Base: All Respondents												
Unweighted Base	1001	371	623	197	804	109	253	351	278	242	312	333
Weighted Base	1001	362	632	186	815	108	245	354	286	243	311	338
Always	27%	26%	27%	27%	26%	21%	25%	27%	29%	24%	27%	27%
Only sometimes	52%	52%	51%	49%	52%	53%	49%	50%	56%	50%	52%	55%
Never	22%	22%	21%	23%	21%	26%	25%	23%	15%	25%	21%	18%
Don't know	0	0	0	1%	0	-	1%	0	0	1%	-	-

Now I am going to read you a number of statements and I would like you to tell me if you agree or disagree with each one: Over the past year, including right now, I have been on a limited-calorie diet or participated in an official weight loss program ?

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1001	150	100	100	300	251	100	274	442	267	458	543
Weighted Base	1001	131	90	70	378	251	81	338	375	273	491	510
Strongly agree	15%	14%	8%	10%	18%	16%	15%	11%	16%	19%	10%	20%
Somewhat agree	13%	13%	19%	10%	10%	17%	11%	12%	15%	13%	14%	12%
Somewhat disagree	18%	18%	16%	18%	17%	20%	17%	14%	18%	23%	18%	18%
Strongly disagree	53%	54%	56%	61%	53%	47%	57%	63%	51%	42%	56%	50%
Don't know	1%	1%	1%	1%	1%	1%	-	0	0	3%	1%	1%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	28%	27%	27%	20%	28%	33%	25%	23%	31%	32%	24%	32%
Disagree (Low2Box)	71%	72%	72%	79%	71%	67%	75%	77%	69%	65%	74%	67%

Now I am going to read you a number of statements and I would like you to tell me if you agree or disagree with each one: Over the past year, including right now, I have been on a limited-calorie diet or participated in an official weight loss program ?

		CHILDREN <18 IN HOUSEHOLD		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Yes	No	Rural	Urban	<HS	HS	Post sec	University	<$30K	$30K-<$60K	$60K +
Base: All Respondents												
Unweighted Base	1001	371	623	197	804	109	253	351	278	242	312	333
Weighted Base	1001	362	632	186	815	108	245	354	286	243	311	338
Strongly agree	15%	15%	15%	16%	15%	13%	17%	15%	14%	16%	15%	15%
Somewhat agree	13%	14%	12%	17%	12%	21%	15%	12%	10%	15%	13%	12%
Somewhat disagree	18%	14%	20%	19%	18%	27%	19%	21%	11%	26%	17%	13%
Strongly disagree	53%	56%	51%	48%	54%	38%	48%	51%	64%	42%	54%	60%
Don't know	1%	0	1%	1%	1%	2%	1%	1%	1%	1%	1%	0
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	28%	30%	28%	33%	27%	34%	32%	27%	25%	31%	28%	27%
Disagree (Low2Box)	71%	70%	71%	66%	72%	64%	67%	72%	75%	68%	71%	73%

Now I am going to read you a number of statements and I would like you to tell me if you agree or disagree with each one: I take vitamin supplements regularly ?

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1001	150	100	100	300	251	100	274	442	267	458	543
Weighted Base	1001	131	90	70	378	251	81	338	375	273	491	510
Strongly agree	35%	43%	37%	34%	41%	26%	21%	28%	37%	41%	26%	43%
Somewhat agree	17%	19%	15%	18%	15%	22%	15%	21%	16%	15%	19%	15%
Somewhat disagree	18%	13%	21%	22%	18%	19%	20%	21%	18%	15%	19%	17%
Strongly disagree	29%	25%	27%	26%	27%	32%	44%	30%	29%	29%	35%	23%
Don't know	0	0	-	1%	-	0	-	0	0	-	-	0
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	52%	62%	52%	51%	56%	49%	37%	49%	53%	56%	46%	59%
Disagree (Low2Box)	47%	38%	48%	47%	44%	51%	63%	50%	47%	44%	54%	41%

Now I am going to read you a number of statements and I would like you to tell me if you agree or disagree with each one: I take vitamin supplements regularly ?

		CHILDREN <18 IN HOUSEHOLD		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Yes	No	Rural	Urban	<HS	HS	Post sec	University	<$30K	$30K-<$60K	$60K +
Base: All Respondents												
Unweighted Base	1001	371	623	197	804	109	253	351	278	242	312	333
Weighted Base	1001	362	632	186	815	108	245	354	286	243	311	338
Strongly agree	35%	34%	36%	30%	36%	28%	35%	33%	40%	34%	32%	37%
Somewhat agree	17%	20%	16%	19%	17%	23%	18%	20%	12%	19%	17%	15%
Somewhat disagree	18%	17%	19%	23%	17%	21%	18%	18%	17%	18%	22%	16%
Strongly disagree	29%	28%	30%	28%	29%	27%	30%	29%	30%	29%	28%	32%
Don't know	0	0	0	0	0	1%	-	-	0	-	0	-
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	52%	54%	51%	49%	53%	51%	53%	53%	52%	53%	50%	52%
Disagree (Low2Box)	47%	46%	49%	51%	47%	48%	47%	47%	48%	47%	50%	48%