

I'm going to read you a number of specific foods or ingredients, and for each one, I'd like to know whether you try to stay away from it or try to consume more of it:

SUMMARY TABLE

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1000	150	100	100	300	250	100	289	435	261	474	526
Weighted Base	1000	130	90	70	377	251	81	337	377	272	490	510
ACTIVELY TRY TO EAT MORE (Rated 5,6,7)												
1) Cholesterol	12%	11%	11%	10%	14%	8%	17%	13%	12%	10%	12%	12%
2) Sugar	23%	22%	23%	24%	25%	17%	32%	28%	24%	15%	25%	21%
3) Polyunsaturated fats	16%	14%	13%	17%	17%	14%	20%	11%	18%	19%	13%	18%
4) MSG	6%	4%	9%	3%	8%	3%	7%	7%	5%	5%	7%	5%
5) Salt	18%	18%	12%	19%	20%	16%	25%	18%	21%	14%	20%	17%
6) Red meat	46%	45%	47%	62%	47%	39%	50%	51%	49%	37%	52%	40%
7) Organic foods	37%	43%	29%	31%	34%	42%	39%	41%	35%	33%	36%	38%
AVOID COMPLETELY (Rated 1,2,3)												
1) Cholesterol	60%	56%	62%	62%	59%	64%	54%	53%	59%	70%	61%	59%
2) Sugar	48%	47%	44%	43%	48%	52%	51%	37%	53%	55%	45%	51%
3) Polyunsaturated fats	46%	51%	35%	53%	44%	49%	41%	42%	47%	48%	47%	45%
4) MSG	58%	80%	62%	64%	58%	48%	51%	55%	59%	63%	54%	63%
5) Salt	56%	51%	59%	64%	54%	60%	54%	51%	57%	64%	57%	56%
6) Red meat	30%	31%	23%	24%	30%	33%	37%	28%	28%	36%	27%	34%
7) Organic foods	28%	21%	32%	25%	32%	23%	30%	24%	25%	36%	26%	29%
SUMMARY OF MEANS												
1) Cholesterol	2.84	2.98	2.84	2.81	2.90	2.62	3.08	3.08	2.87	2.51	2.84	2.84
2) Sugar	3.43	3.49	3.61	3.57	3.46	3.20	3.58	3.83	3.35	3.02	3.52	3.34
3) Polyunsaturated fats	3.29	3.05	3.52	3.34	3.33	3.16	3.60	3.30	3.33	3.25	3.22	3.36
4) MSG	2.52	1.92	2.47	2.48	2.62	2.68	2.76	2.74	2.50	2.28	2.73	2.33
5) Salt	3.15	3.37	2.99	3.02	3.17	3.05	3.29	3.36	3.22	2.79	3.19	3.12
6) Red meat	4.27	4.16	4.57	4.61	4.33	4.07	4.18	4.40	4.37	4.00	4.50	4.06
7) Organic foods	4.13	4.48	3.92	4.11	3.94	4.37	3.92	4.25	4.17	3.89	4.13	4.12