# Detailed Tables

***I am going to read a series of opinions. For each one, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with it: The number of overweight and inactive children is a serious health issue in Canada today ?***

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base

| | | REGION | | | | | | AGE | | | GENDER | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | BC | ALB | SK/MN | ONT | QUE | ATL | 18-34 | 35-54 | 55+ | Male | Female |
| | | A | B | C | D | E | F | G | H | I | J | K |
| Base: All Respondents | | | | | | | | | | | | |
| Unweighted Base | 1056 | 133 | 100 | 100 | 385 | 238 | 100 | 304 | 445 | 291 | 475 | 581 |
| Weighted Base | 1000 | 132 | 97* | 68* | 379 | 247 | 77* | 293 | 400 | 294 | 483 | 517 |
| Strongly agree | 747<br>75% | 87<br>66% | 72<br>74% | 52<br>77% | 281<br>74% | 196<br>79%<br>A | 59<br>76% | 209<br>71% | 300<br>75% | 229<br>78% | 337<br>70% | 410<br>79%<br>J |
| Somewhat agree | 193<br>19% | 35<br>26%<br>DE | 20<br>21% | 12<br>18% | 69<br>18% | 43<br>17% | 14<br>18% | 65<br>22%<br>I | 84<br>21%<br>I | 43<br>15% | 107<br>22%<br>K | 86<br>17% |
| Somewhat disagree | 33<br>3% | 7<br>5% | 3<br>3% | 2<br>4% | 15<br>4% | 5<br>2% | 2<br>2% | 12<br>4% | 7<br>2% | 14<br>5%<br>H | 25<br>5%<br>K | 8<br>2% |
| Strongly disagree | 25<br>2% | 4<br>3% | 2<br>2% | 1<br>2% | 13<br>3% | 3<br>1% | 2<br>3% | 8<br>3% | 8<br>2% | 9<br>3% | 14<br>3% | 11<br>2% |
| Don't know/Refused | 2<br>0 | 0<br>- | 0<br>- | 0<br>- | 2<br>0 | 0<br>- | 0<br>- | 0<br>- | 1<br>0 | 0<br>- | 1<br>0 | 1<br>0 |
| TOPBOX & LOWBOX SUMMARY | | | | | | | | | | | | |
| Agree (Top2Box) | 940<br>94% | 121<br>92% | 92<br>95% | 64<br>95% | 350<br>92% | 239<br>97%<br>AD | 73<br>95% | 274<br>93% | 384<br>96%<br>I | 272<br>92% | 444<br>92% | 496<br>96%<br>J |
| Disagree (Low2Box) | 58<br>6% | 11<br>8%<br>E | 5<br>5% | 4<br>5% | 27<br>7%<br>E | 8<br>3% | 4<br>5% | 20<br>7% | 15<br>4% | 22<br>8%<br>H | 39<br>8%<br>K | 19<br>4% |

# Detailed Tables

***I am going to read a series of opinions. For each one, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with it: The number of overweight and inactive children is a serious health issue in Canada today ?***

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

| | | REGION TYPE | | EDUCATION | | | | INCOME | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | Urban | Rural | <HS | HS | Post sec | University | <$30K | $30K-<$60K | $60K + |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents | | | | | | | | | | |
| Unweighted Base | 1056 | 824 | 232 | 128 | 229 | 348 | 344 | 234 | 309 | 398 |
| Weighted Base | 1000 | 791 | 209 | 118 | 215 | 330 | 332 | 221 | 295 | 380 |
| Strongly agree | 747<br>75% | 588<br>74% | 159<br>76% | 93<br>79% | 164<br>77% | 242<br>74% | 243<br>73% | 165<br>75% | 222<br>75% | 286<br>75% |
| Somewhat agree | 193<br>19% | 157<br>20% | 37<br>18% | 16<br>13% | 35<br>16% | 73<br>22%<br>C | 69<br>21% | 38<br>17% | 57<br>19% | 75<br>20% |
| Somewhat disagree | 33<br>3% | 26<br>3% | 7<br>3% | 3<br>3% | 11<br>5% | 9<br>3% | 10<br>3% | 7<br>3% | 12<br>4% | 11<br>3% |
| Strongly disagree | 25<br>2% | 19<br>2% | 6<br>3% | 6<br>5% | 4<br>2% | 5<br>2% | 9<br>3% | 11<br>5%<br>HI | 4<br>1% | 7<br>2% |
| Don't know/Refused | 2<br>0 | 2<br>0 | 0<br>- | 0<br>- | 0<br>- | 0<br>- | 2<br>1% | 0<br>- | 0<br>- | 2<br>0 |
| TOPBOX & LOWBOX SUMMARY | | | | | | | | | | |
| Agree (Top2Box) | 940<br>94% | 744<br>94% | 196<br>94% | 109<br>93% | 199<br>93% | 315<br>96% | 312<br>94% | 202<br>92% | 279<br>95% | 360<br>95% |
| Disagree (Low2Box) | 58<br>6% | 45<br>6% | 13<br>6% | 9<br>7% | 15<br>7% | 14<br>4% | 19<br>6% | 18<br>8% | 16<br>5% | 18<br>5% |

# Detailed Tables

***I am going to read a series of opinions. For each one, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with it: The number of overweight and inactive children is a serious health issue in Canada today ?***

| | | KIDS | | AGE OF KIDS | | |
|---|---|---|---|---|---|---|
| | TOTAL | 18< | None | 0-5 | 6-10 | 11-17 |
| | | | | | | |
| Base: All Respondents | | | | | | |
| Unweighted Base | 1056 | 363 | 688 | 149 | 147 | 187 |
| Weighted Base | 1000 | 333 | 664 | 141 | 135 | 167 |
| Strongly agree | 747<br>75% | 243<br>73% | 501<br>76% | 100<br>71% | 104<br>78% | 117<br>70% |
| Somewhat agree | 193<br>19% | 75<br>23% | 117<br>18% | 35<br>25% | 24<br>18% | 43<br>26% |
| Somewhat disagree | 33<br>3% | 9<br>3% | 24<br>4% | 3<br>2% | 3<br>2% | 5<br>3% |
| Strongly disagree | 25<br>2% | 5<br>1% | 20<br>3% | 3<br>2% | 3<br>2% | 3<br>2% |
| Don't know/Refused | 2<br>0 | 1<br>0 | 1<br>0 | 0<br>- | 0<br>- | 0<br>- |
| TOPBOX & LOWBOX SUMMARY | | | | | | |
| | | | | | | |
| Agree (Top2Box) | 940<br>94% | 318<br>95% | 619<br>93% | 135<br>96% | 129<br>96% | 160<br>96% |
| Disagree (Low2Box) | 58<br>6% | 14<br>4% | 44<br>7% | 6<br>4% | 6<br>4% | 7<br>4% |

# Detailed Tables

***I am going to read a series of opinions. For each one, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with it: Provincial governments should make it mandatory for all students from Kindergarten to grade 12 to have at least 30 minutes of physical activity each school day ?***

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base

| | | REGION | | | | | | AGE | | | GENDER | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | BC | ALB | SK/MN | ONT | QUE | ATL | 18-34 | 35-54 | 55+ | Male | Female |
| | | A | B | C | D | E | F | G | H | I | J | K |
| Base: All Respondents | | | | | | | | | | | | |
| Unweighted Base | 1056 | 133 | 100 | 100 | 385 | 238 | 100 | 304 | 445 | 291 | 475 | 581 |
| Weighted Base | 1000 | 132 | 97* | 68* | 379 | 247 | 77* | 293 | 400 | 294 | 483 | 517 |
| Strongly agree | 752<br>75% | 91<br>69% | 68<br>70% | 50<br>74% | 286<br>76% | 193<br>78%<br>A | 64<br>83%<br>AB | 222<br>76% | 298<br>75% | 224<br>76% | 351<br>73% | 401<br>78% |
| Somewhat agree | 160<br>16% | 26<br>20%<br>F | 23<br>24%<br>DEF | 11<br>17% | 57<br>15% | 36<br>15% | 7<br>9% | 48<br>16% | 69<br>17% | 41<br>14% | 87<br>18% | 74<br>14% |
| Somewhat disagree | 52<br>5% | 8<br>6% | 3<br>3% | 2<br>3% | 21<br>6% | 12<br>5% | 6<br>7% | 14<br>5% | 18<br>5% | 19<br>6% | 27<br>6% | 25<br>5% |
| Strongly disagree | 35<br>3% | 8<br>6%<br>F | 3<br>3% | 4<br>5%<br>F | 15<br>4% | 6<br>2% | 0<br>- | 10<br>3% | 15<br>4% | 9<br>3% | 18<br>4% | 16<br>3% |
| Don't know/Refused | 1<br>0 | 0<br>- | 0<br>- | 0<br>- | 0<br>- | 0<br>- | 1<br>1%<br>D | 0<br>- | 0<br>- | 1<br>0 | 0<br>- | 1<br>0 |
| TOPBOX & LOWBOX SUMMARY | | | | | | | | | | | | |
| Agree (Top2Box) | 912<br>91% | 117<br>88% | 91<br>94% | 62<br>91% | 343<br>91% | 229<br>93% | 71<br>92% | 269<br>92% | 367<br>92% | 265<br>90% | 438<br>91% | 474<br>92% |
| Disagree (Low2Box) | 87<br>9% | 16<br>12% | 6<br>6% | 6<br>9% | 36<br>9% | 18<br>7% | 6<br>7% | 24<br>8% | 33<br>8% | 27<br>9% | 45<br>9% | 41<br>8% |

# Detailed Tables

***I am going to read a series of opinions. For each one, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with it: Provincial governments should make it mandatory for all students from Kindergarten to grade 12 to have at least 30 minutes of physical activity each school day ?***

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

| | | REGION TYPE | | EDUCATION | | | | INCOME | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | Urban | Rural | <HS | HS | Post sec | University | <$30K | $30K-<$60K | $60K + |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents | | | | | | | | | | |
| Unweighted Base | 1056 | 824 | 232 | 128 | 229 | 348 | 344 | 234 | 309 | 398 |
| Weighted Base | 1000 | 791 | 209 | 118 | 215 | 330 | 332 | 221 | 295 | 380 |
| Strongly agree | 752<br>75% | 593<br>75% | 159<br>76% | 95<br>81%<br>F | 167<br>78%<br>F | 257<br>78%<br>F | 229<br>69% | 172<br>78% | 232<br>79%<br>I | 271<br>71% |
| Somewhat agree | 160<br>16% | 124<br>16% | 36<br>17% | 15<br>13% | 36<br>17% | 47<br>14% | 62<br>19% | 36<br>16% | 41<br>14% | 72<br>19% |
| Somewhat disagree | 52<br>5% | 46<br>6% | 6<br>3% | 4<br>3% | 9<br>4% | 14<br>4% | 24<br>7% | 9<br>4% | 14<br>5% | 21<br>5% |
| Strongly disagree | 35<br>3% | 28<br>4% | 7<br>3% | 4<br>3% | 3<br>1% | 11<br>3% | 17<br>5%<br>D | 3<br>1% | 9<br>3% | 16<br>4%<br>G |
| Don't know/Refused | 1<br>0 | 1<br>0 | 0<br>- | 0<br>- | 0<br>- | 0<br>- | 1<br>0 | 0<br>- | 0<br>- | 0<br>- |
| TOPBOX & LOWBOX SUMMARY | | | | | | | | | | |
| Agree (Top2Box) | 912<br>91% | 717<br>91% | 195<br>94% | 110<br>94% | 203<br>95%<br>F | 305<br>92%<br>F | 291<br>88% | 208<br>95% | 272<br>92% | 344<br>90% |
| Disagree (Low2Box) | 87<br>9% | 74<br>9% | 13<br>6% | 7<br>6% | 11<br>5% | 25<br>8% | 41<br>12%<br>DE | 12<br>5% | 23<br>8% | 37<br>10% |

# Detailed Tables

***I am going to read a series of opinions. For each one, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with it: Provincial governments should make it mandatory for all students from Kindergarten to grade 12 to have at least 30 minutes of physical activity each school day ?***

| | | KIDS | | AGE OF KIDS | | |
|---|---|---|---|---|---|---|
| | TOTAL | 18< | None | 0-5 | 6-10 | 11-17 |
| | | | | | | |
| Base: All Respondents | | | | | | |
| Unweighted Base | 1056 | 363 | 688 | 149 | 147 | 187 |
| Weighted Base | 1000 | 333 | 664 | 141 | 135 | 167 |
| Strongly agree | 752<br>75% | 257<br>77% | 493<br>74% | 115<br>81% | 115<br>86% | 117<br>70% |
| Somewhat agree | 160<br>16% | 51<br>15% | 109<br>16% | 18<br>13% | 12<br>9% | 34<br>20% |
| Somewhat disagree | 52<br>5% | 16<br>5% | 36<br>5% | 6<br>4% | 4<br>3% | 10<br>6% |
| Strongly disagree | 35<br>3% | 8<br>2% | 25<br>4% | 2<br>1% | 3<br>2% | 6<br>4% |
| Don't know/Refused | 1<br>0 | 0<br>- | 1<br>0 | 0<br>- | 0<br>- | 0<br>- |
| TOPBOX & LOWBOX SUMMARY | | | | | | |
| | | | | | | |
| Agree (Top2Box) | 912<br>91% | 308<br>93% | 602<br>91% | 133<br>94% | 127<br>94% | 151<br>90% |
| Disagree (Low2Box) | 87<br>9% | 24<br>7% | 61<br>9% | 8<br>6% | 8<br>6% | 16<br>10% |

# Detailed Tables

***I am going to read a series of opinions. For each one, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with it: The influence of Television/Internet and video games on children is so powerful that it is difficult for parents to get their kids to be more physically active ?***

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base

| | | REGION | | | | | | AGE | | | GENDER | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | BC | ALB | SK/MN | ONT | QUE | ATL | 18-34 | 35-54 | 55+ | Male | Female |
| | | A | B | C | D | E | F | G | H | I | J | K |
| Base: All Respondents | | | | | | | | | | | | |
| Unweighted Base | 1056 | 133 | 100 | 100 | 385 | 238 | 100 | 304 | 445 | 291 | 475 | 581 |
| Weighted Base | 1000 | 132 | 97* | 68* | 379 | 247 | 77* | 293 | 400 | 294 | 483 | 517 |
| Strongly agree | 584<br>58% | 63<br>47% | 52<br>54% | 39<br>57% | 223<br>59%<br>A | 155<br>63%<br>A | 53<br>68%<br>AB | 153<br>52% | 222<br>56% | 200<br>68%<br>GH | 271<br>56% | 313<br>61% |
| Somewhat agree | 223<br>22% | 37<br>28% | 25<br>26% | 18<br>27% | 80<br>21% | 48<br>20% | 15<br>19% | 68<br>23% | 103<br>26%<br>I | 50<br>17% | 116<br>24% | 107<br>21% |
| Somewhat disagree | 94<br>9% | 11<br>8% | 12<br>13% | 5<br>8% | 43<br>11% | 18<br>7% | 4<br>5% | 34<br>12% | 35<br>9% | 23<br>8% | 44<br>9% | 50<br>10% |
| Strongly disagree | 92<br>9% | 19<br>14%<br>D | 8<br>8% | 5<br>7% | 31<br>8% | 24<br>10% | 5<br>7% | 39<br>13%<br>I | 36<br>9% | 17<br>6% | 51<br>10% | 42<br>8% |
| Don't know/Refused | 6<br>1% | 3<br>2%<br>D | 0<br>- | 1<br>1% | 1<br>0 | 1<br>0 | 1<br>1% | 0<br>- | 3<br>1% | 2<br>1% | 1<br>0 | 5<br>1% |
| TOPBOX & LOWBOX SUMMARY | | | | | | | | | | | | |
| Agree (Top2Box) | 807<br>81% | 99<br>75% | 77<br>79% | 57<br>84% | 303<br>80% | 203<br>82% | 67<br>87%<br>A | 221<br>75% | 325<br>81%<br>G | 251<br>85%<br>G | 387<br>80% | 420<br>81% |
| Disagree (Low2Box) | 187<br>19% | 30<br>23%<br>F | 20<br>21% | 10<br>15% | 75<br>20% | 43<br>17% | 9<br>12% | 72<br>25%<br>HI | 71<br>18% | 40<br>14% | 95<br>20% | 92<br>18% |

# Detailed Tables

***I am going to read a series of opinions. For each one, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with it: The influence of Television/Internet and video games on children is so powerful that it is difficult for parents to get their kids to be more physically active ?***

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

| | | REGION TYPE | | EDUCATION | | | | INCOME | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | Urban | Rural | <HS | HS | Post sec | University | <$30K | $30K-<$60K | $60K + |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents | | | | | | | | | | |
| Unweighted Base | 1056 | 824 | 232 | 128 | 229 | 348 | 344 | 234 | 309 | 398 |
| Weighted Base | 1000 | 791 | 209 | 118 | 215 | 330 | 332 | 221 | 295 | 380 |
| Strongly agree | 584<br>58% | 453<br>57% | 131<br>63% | 81<br>69%<br>EF | 144<br>67%<br>EF | 188<br>57% | 168<br>51% | 141<br>64%<br>I | 188<br>64%<br>I | 192<br>51% |
| Somewhat agree | 223<br>22% | 186<br>24% | 37<br>18% | 16<br>14% | 49<br>23%<br>C | 73<br>22%<br>C | 84<br>25%<br>C | 34<br>15% | 66<br>23%<br>G | 100<br>26%<br>G |
| Somewhat disagree | 94<br>9% | 74<br>9% | 20<br>10% | 6<br>6% | 12<br>6% | 38<br>11%<br>D | 38<br>12%<br>D | 24<br>11% | 18<br>6% | 46<br>12%<br>H |
| Strongly disagree | 92<br>9% | 72<br>9% | 20<br>10% | 14<br>12%<br>D | 10<br>5% | 29<br>9% | 39<br>12%<br>D | 20<br>9% | 22<br>7% | 39<br>10% |
| Don't know/Refused | 6<br>1% | 6<br>1% | 0<br>- | 0<br>- | 0<br>- | 3<br>1% | 3<br>1% | 1<br>1% | 0<br>- | 2<br>1% |
| TOPBOX & LOWBOX SUMMARY | | | | | | | | | | |
| Agree (Top2Box) | 807<br>81% | 639<br>81% | 169<br>81% | 97<br>82% | 193<br>90%<br>CEF | 260<br>79% | 252<br>76% | 175<br>79% | 255<br>86%<br>GI | 292<br>77% |
| Disagree (Low2Box) | 187<br>19% | 147<br>19% | 40<br>19% | 21<br>18%<br>D | 22<br>10% | 67<br>20%<br>D | 77<br>23%<br>D | 44<br>20%<br>H | 40<br>14% | 86<br>22%<br>H |

# Detailed Tables

***I am going to read a series of opinions. For each one, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with it: The influence of Television/Internet and video games on children is so powerful that it is difficult for parents to get their kids to be more physically active ?***

| | | KIDS | | AGE OF KIDS | | |
|---|---|---|---|---|---|---|
| | TOTAL | 18< | None | 0-5 | 6-10 | 11-17 |
| | | | | | | |
| Base: All Respondents | | | | | | |
| Unweighted Base | 1056 | 363 | 688 | 149 | 147 | 187 |
| Weighted Base | 1000 | 333 | 664 | 141 | 135 | 167 |
| Strongly agree | 584<br>58% | 177<br>53% | 405<br>61% | 66<br>47% | 64<br>48% | 94<br>56% |
| Somewhat agree | 223<br>22% | 83<br>25% | 139<br>21% | 39<br>28% | 37<br>27% | 42<br>25% |
| Somewhat disagree | 94<br>9% | 41<br>12% | 53<br>8% | 17<br>12% | 18<br>14% | 19<br>11% |
| Strongly disagree | 92<br>9% | 30<br>9% | 62<br>9% | 17<br>12% | 15<br>11% | 12<br>7% |
| Don't know/Refused | 6<br>1% | 2<br>0 | 4<br>1% | 2<br>1% | 0<br>- | 0<br>- |
| TOPBOX & LOWBOX SUMMARY | | | | | | |
| | | | | | | |
| Agree (Top2Box) | 807<br>81% | 260<br>78% | 544<br>82% | 105<br>75% | 101<br>75% | 136<br>82% |
| Disagree (Low2Box) | 187<br>19% | 71<br>21% | 115<br>17% | 34<br>24% | 34<br>25% | 31<br>18% |

# Detailed Tables

***I am going to read a series of opinions. For each one, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with it: Fast-food restaurants offer enough low-fat, nutritious choices for children ?***

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base

| | | REGION | | | | | | AGE | | | GENDER | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | BC | ALB | SK/MN | ONT | QUE | ATL | 18-34 | 35-54 | 55+ | Male | Female |
| | | A | B | C | D | E | F | G | H | I | J | K |
| Base: All Respondents | | | | | | | | | | | | |
| Unweighted Base | 1056 | 133 | 100 | 100 | 385 | 238 | 100 | 304 | 445 | 291 | 475 | 581 |
| Weighted Base | 1000 | 132 | 97* | 68* | 379 | 247 | 77* | 293 | 400 | 294 | 483 | 517 |
| Strongly agree | 127<br>13% | 18<br>13% | 12<br>13% | 6<br>9% | 57<br>15% | 28<br>11% | 6<br>7% | 41<br>14% | 46<br>11% | 41<br>14% | 50<br>10% | 78<br>15%<br>J |
| Somewhat agree | 165<br>17% | 23<br>18% | 23<br>23% | 9<br>14% | 59<br>16% | 38<br>15% | 13<br>17% | 42<br>14% | 67<br>17% | 54<br>19% | 82<br>17% | 83<br>16% |
| Somewhat disagree | 252<br>25% | 34<br>26% | 24<br>24% | 23<br>33%<br>E | 99<br>26% | 54<br>22% | 19<br>24% | 74<br>25% | 98<br>24% | 77<br>26% | 130<br>27% | 122<br>24% |
| Strongly disagree | 433<br>43% | 55<br>41% | 38<br>39% | 27<br>40% | 155<br>41% | 121<br>49% | 37<br>48% | 135<br>46%<br>I | 182<br>45%<br>I | 109<br>37% | 213<br>44% | 219<br>42% |
| Don't know/Refused | 23<br>2% | 2<br>2% | 1<br>1% | 3<br>4% | 9<br>2% | 6<br>2% | 2<br>3% | 1<br>0 | 8<br>2%<br>G | 12<br>4%<br>G | 9<br>2% | 14<br>3% |
| TOPBOX & LOWBOX SUMMARY | | | | | | | | | | | | |
| Agree (Top2Box) | 293<br>29% | 41<br>31% | 35<br>36%<br>C | 15<br>23% | 116<br>31% | 66<br>27% | 19<br>24% | 83<br>28% | 113<br>28% | 95<br>33% | 131<br>27% | 161<br>31% |
| Disagree (Low2Box) | 684<br>68% | 89<br>67% | 61<br>63% | 50<br>73% | 254<br>67% | 175<br>71% | 56<br>73% | 210<br>72%<br>I | 280<br>70% | 186<br>63% | 343<br>71% | 341<br>66% |

# Detailed Tables

***I am going to read a series of opinions. For each one, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with it: Fast-food restaurants offer enough low-fat, nutritious choices for children ?***

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

| | | REGION TYPE | | EDUCATION | | | | INCOME | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | Urban | Rural | <HS | HS | Post sec | University | <$30K | $30K-<$60K | $60K + |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents | | | | | | | | | | |
| Unweighted Base | 1056 | 824 | 232 | 128 | 229 | 348 | 344 | 234 | 309 | 398 |
| Weighted Base | 1000 | 791 | 209 | 118 | 215 | 330 | 332 | 221 | 295 | 380 |
| Strongly agree | 127<br>13% | 101<br>13% | 26<br>13% | 27<br>23%<br>EF | 34<br>16%<br>F | 38<br>12% | 29<br>9% | 39<br>18%<br>I | 37<br>13% | 37<br>10% |
| Somewhat agree | 165<br>17% | 120<br>15% | 45<br>21%<br>A | 19<br>16% | 41<br>19% | 59<br>18% | 45<br>14% | 33<br>15% | 61<br>21%<br>I | 52<br>14% |
| Somewhat disagree | 252<br>25% | 201<br>25% | 51<br>24% | 28<br>24% | 54<br>25% | 85<br>26% | 82<br>25% | 59<br>27% | 62<br>21% | 103<br>27% |
| Strongly disagree | 433<br>43% | 349<br>44% | 84<br>40% | 39<br>33% | 82<br>38% | 144<br>44%<br>C | 165<br>50%<br>CD | 85<br>38% | 130<br>44% | 179<br>47%<br>G |
| Don't know/Refused | 23<br>2% | 20<br>3% | 3<br>1% | 4<br>4% | 3<br>2% | 4<br>1% | 12<br>4%<br>E | 5<br>2% | 5<br>2% | 9<br>2% |
| TOPBOX & LOWBOX SUMMARY | | | | | | | | | | |
| Agree (Top2Box) | 293<br>29% | 222<br>28% | 71<br>34% | 46<br>39%<br>F | 75<br>35%<br>F | 97<br>29%<br>F | 74<br>22% | 72<br>33%<br>I | 98<br>33%<br>I | 90<br>24% |
| Disagree (Low2Box) | 684<br>68% | 549<br>69% | 135<br>65% | 68<br>58% | 136<br>63% | 229<br>69%<br>C | 247<br>74%<br>CD | 143<br>65% | 192<br>65% | 282<br>74%<br>GH |

# Detailed Tables

***I am going to read a series of opinions. For each one, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with it: Fast-food restaurants offer enough low-fat, nutritious choices for children ?***

| | | KIDS | | AGE OF KIDS | | |
|---|---|---|---|---|---|---|
| | TOTAL | 18< | None | 0-5 | 6-10 | 11-17 |
| | | | | | | |
| Base: All Respondents | | | | | | |
| Unweighted Base | 1056 | 363 | 688 | 149 | 147 | 187 |
| Weighted Base | 1000 | 333 | 664 | 141 | 135 | 167 |
| Strongly agree | 127<br>13% | 30<br>9% | 98<br>15% | 15<br>11% | 17<br>13% | 13<br>8% |
| Somewhat agree | 165<br>17% | 59<br>18% | 105<br>16% | 23<br>16% | 21<br>16% | 32<br>19% |
| Somewhat disagree | 252<br>25% | 83<br>25% | 168<br>25% | 40<br>28% | 27<br>20% | 45<br>27% |
| Strongly disagree | 433<br>43% | 157<br>47% | 274<br>41% | 62<br>44% | 67<br>50% | 76<br>46% |
| Don't know/Refused | 23<br>2% | 4<br>1% | 19<br>3% | 2<br>1% | 2<br>1% | 1<br>0 |
| TOPBOX & LOWBOX SUMMARY | | | | | | |
| | | | | | | |
| Agree (Top2Box) | 293<br>29% | 89<br>27% | 203<br>31% | 37<br>27% | 39<br>29% | 46<br>27% |
| Disagree (Low2Box) | 684<br>68% | 240<br>72% | 442<br>67% | 102<br>72% | 94<br>70% | 121<br>72% |

# Detailed Tables

***I am going to read a series of opinions. For each one, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with it: Food companies and fast food restaurants are acting responsibly in their advertising of foods and beverages to children ?***

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base

| | | REGION | | | | | | AGE | | | GENDER | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | BC | ALB | SK/MN | ONT | QUE | ATL | 18-34 | 35-54 | 55+ | Male | Female |
| | | A | B | C | D | E | F | G | H | I | J | K |
| Base: All Respondents | | | | | | | | | | | | |
| Unweighted Base | 1056 | 133 | 100 | 100 | 385 | 238 | 100 | 304 | 445 | 291 | 475 | 581 |
| Weighted Base | 1000 | 132 | 97* | 68* | 379 | 247 | 77* | 293 | 400 | 294 | 483 | 517 |
| Strongly agree | 118<br>12% | 7<br>5% | 9<br>9% | 5<br>7% | 47<br>12%<br>A | 41<br>17%<br>AC | 9<br>12% | 37<br>13% | 43<br>11% | 37<br>13% | 52<br>11% | 66<br>13% |
| Somewhat agree | 262<br>26% | 37<br>28% | 25<br>26% | 20<br>30% | 102<br>27% | 62<br>25% | 15<br>20% | 87<br>30% | 103<br>26% | 70<br>24% | 135<br>28% | 127<br>25% |
| Somewhat disagree | 264<br>26% | 40<br>30% | 27<br>28% | 19<br>27% | 102<br>27% | 58<br>23% | 19<br>25% | 78<br>27% | 103<br>26% | 81<br>28% | 125<br>26% | 139<br>27% |
| Strongly disagree | 344<br>34% | 49<br>37% | 36<br>37% | 22<br>32% | 123<br>33% | 83<br>34% | 32<br>42% | 91<br>31% | 148<br>37% | 97<br>33% | 167<br>35% | 177<br>34% |
| Don't know/Refused | 11<br>1% | 0<br>- | 0<br>- | 3<br>4%<br>ABD | 4<br>1% | 3<br>1% | 2<br>2% | 0<br>- | 3<br>1% | 9<br>3%<br>GH | 4<br>1% | 7<br>1% |
| TOPBOX & LOWBOX SUMMARY | | | | | | | | | | | | |
| Agree (Top2Box) | 380<br>38% | 44<br>33% | 34<br>35% | 25<br>37% | 149<br>39% | 103<br>42% | 24<br>31% | 124<br>42% | 146<br>36% | 107<br>36% | 187<br>39% | 193<br>37% |
| Disagree (Low2Box) | 609<br>61% | 88<br>67% | 63<br>65% | 40<br>59% | 225<br>59% | 141<br>57% | 52<br>67% | 170<br>58% | 251<br>63% | 178<br>61% | 292<br>61% | 316<br>61% |

# Detailed Tables

***I am going to read a series of opinions. For each one, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with it: Food companies and fast food restaurants are acting responsibly in their advertising of foods and beverages to children ?***

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

| | | REGION TYPE | | EDUCATION | | | | INCOME | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | Urban | Rural | <HS | HS | Post sec | University | <$30K | $30K-<$60K | $60K + |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents | | | | | | | | | | |
| Unweighted Base | 1056 | 824 | 232 | 128 | 229 | 348 | 344 | 234 | 309 | 398 |
| Weighted Base | 1000 | 791 | 209 | 118 | 215 | 330 | 332 | 221 | 295 | 380 |
| Strongly agree | 118<br>12% | 90<br>11% | 28<br>13% | 25<br>21%<br>EF | 32<br>15%<br>F | 42<br>13%<br>F | 19<br>6% | 35<br>16%<br>I | 45<br>15%<br>I | 28<br>7% |
| Somewhat agree | 262<br>26% | 209<br>26% | 53<br>25% | 34<br>28%<br>F | 75<br>35%<br>EF | 88<br>27%<br>F | 66<br>20% | 75<br>34%<br>I | 77<br>26% | 82<br>22% |
| Somewhat disagree | 264<br>26% | 211<br>27% | 54<br>26% | 27<br>23% | 55<br>26% | 82<br>25% | 99<br>30% | 37<br>17% | 77<br>26%<br>G | 126<br>33%<br>GH |
| Strongly disagree | 344<br>34% | 274<br>35% | 71<br>34% | 30<br>25% | 52<br>24% | 115<br>35%<br>CD | 143<br>43%<br>CDE | 72<br>33% | 94<br>32% | 138<br>36% |
| Don't know/Refused | 11<br>1% | 8<br>1% | 3<br>1% | 3<br>2% | 1<br>0 | 2<br>1% | 6<br>2% | 2<br>1% | 2<br>1% | 6<br>2% |
| TOPBOX & LOWBOX SUMMARY | | | | | | | | | | |
| Agree (Top2Box) | 380<br>38% | 299<br>38% | 81<br>39% | 58<br>50%<br>F | 106<br>50%<br>EF | 130<br>39%<br>F | 85<br>25% | 110<br>50%<br>I | 122<br>41%<br>I | 110<br>29% |
| Disagree (Low2Box) | 609<br>61% | 484<br>61% | 125<br>60% | 57<br>48% | 107<br>50% | 198<br>60%<br>CD | 242<br>73%<br>CDE | 109<br>49% | 171<br>58%<br>G | 265<br>70%<br>GH |

# Detailed Tables

***I am going to read a series of opinions. For each one, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with it: Food companies and fast food restaurants are acting responsibly in their advertising of foods and beverages to children ?***

| | | KIDS | | AGE OF KIDS | | |
|---|---|---|---|---|---|---|
| | TOTAL | 18< | None | 0-5 | 6-10 | 11-17 |
| | | | | | | |
| Base: All Respondents | | | | | | |
| Unweighted Base | 1056 | 363 | 688 | 149 | 147 | 187 |
| Weighted Base | 1000 | 333 | 664 | 141 | 135 | 167 |
| Strongly agree | 118<br>12% | 31<br>9% | 87<br>13% | 11<br>8% | 15<br>11% | 16<br>9% |
| Somewhat agree | 262<br>26% | 96<br>29% | 165<br>25% | 42<br>30% | 35<br>26% | 48<br>29% |
| Somewhat disagree | 264<br>26% | 84<br>25% | 180<br>27% | 38<br>27% | 32<br>24% | 41<br>25% |
| Strongly disagree | 344<br>34% | 120<br>36% | 223<br>34% | 49<br>35% | 51<br>38% | 62<br>37% |
| Don't know/Refused | 11<br>1% | 2<br>1% | 9<br>1% | 1<br>1% | 1<br>1% | 1<br>0 |
| TOPBOX & LOWBOX SUMMARY | | | | | | |
| | | | | | | |
| Agree (Top2Box) | 380<br>38% | 127<br>38% | 251<br>38% | 52<br>37% | 50<br>37% | 63<br>38% |
| Disagree (Low2Box) | 609<br>61% | 203<br>61% | 403<br>61% | 87<br>62% | 83<br>62% | 103<br>62% |