

Detailed Tables

I'm now going to read you a series of statements. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strong disagree with each: I'm trying to eat healthfully, but I still want to do better ?

Proportions/Mean: 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	1000	132	97	68	379	247	77	277	438	276	460	540
Weighted Base	1000	132	97*	68*	379	247	77*	293	405	294	483	517
Strongly agree	491 49%	46 35%	52 54% A	35 51% A	183 48% A	133 54% A	42 55% A	116 40%	225 56% G	146 50% G	206 43%	286 55% J
Somewhat agree	375 37%	63 48% BCEF	32 33%	20 30%	146 39%	89 36%	24 32%	127 43% H	140 35%	104 36%	204 42% K	171 33%
Somewhat disagree	74 7%	13 10%	4 5%	8 11%	27 7%	18 7%	4 5%	30 10%	26 6%	18 6%	40 8%	33 6%
Strongly disagree	55 5%	9 6%	6 6%	5 8%	20 5%	8 3%	7 9%	20 7% H	13 3%	21 7% H	29 6%	25 5%
Don't know/Refused	6 1%	1 1%	2 2% E	0 -	2 1%	0 -	0 -	0 -	1 0	4 1%	5 1%	1 0
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	866 87%	110 83%	84 87%	55 81%	329 87%	221 90%	67 86%	244 83%	365 90% G	251 85%	409 85%	457 88%
Disagree (Low2Box)	128 13%	22 16%	11 11%	13 19%	47 12%	26 10%	11 14%	50 17% H	39 10%	39 13%	70 14%	59 11%

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		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	1000	788	211	105	198	379	314	206	316	366
Weighted Base	1000	789	210	104*	194	381	318	206	314	368
Strongly agree	491 49%	378 48%	113 54%	53 51%	104 54%	188 49%	144 45%	121 59% HI	155 49%	163 44%
Somewhat agree	375 37%	305 39%	70 33%	37 36%	60 31%	144 38%	134 42% D	55 27%	118 38% G	157 43% G
Somewhat disagree	74 7%	59 7%	15 7%	6 6%	17 9%	26 7%	24 8%	15 7%	25 8%	26 7%
Strongly disagree	55 5%	42 5%	13 6%	7 7%	11 5%	23 6%	14 4%	13 6%	14 4%	20 5%
Don't know/Refused	6 1%	6 1%	0 -	0 -	3 1%	1 0	2 1%	1 1%	1 0	2 1%
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	866 87%	682 87%	183 87%	90 87%	164 84%	332 87%	278 87%	176 86%	273 87%	320 87%
Disagree (Low2Box)	128 13%	101 13%	28 13%	13 13%	28 14%	49 13%	38 12%	28 14%	39 13%	46 13%

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I'm now going to read you a series of statements. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strong disagree with each: When it comes to eating healthfully, I prefer to go on a quick fix diet than to make lifestyle changes ?

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

* small base

	TOTAL	REGION						AGE			GENDER	
		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	1000	132	97	68	379	247	77	277	438	276	460	540
Weighted Base	1000	132	97*	68*	379	247	77*	293	405	294	483	517
Strongly agree	84 8%	6 4%	7 8%	3 5%	44 12% A	18 7%	6 8%	29 10%	31 8%	23 8%	45 9%	39 8%
Somewhat agree	119 12%	18 14%	11 12%	5 7%	57 15% E	19 8%	9 12%	35 12%	46 11%	36 12%	73 15% K	46 9%
Somewhat disagree	199 20%	32 24%	17 17%	18 27%	74 19%	42 17%	16 21%	63 21%	85 21%	51 18%	108 22%	91 18%
Strongly disagree	583 58%	73 55%	60 62%	42 61%	197 52%	165 67% AD	45 59%	166 57%	237 59%	174 59%	243 50%	340 66% J
Don't know/Refused	15 2%	3 2%	1 1%	0 -	7 2%	3 1%	1 1%	1 0	5 1%	10 3% G	15 3% K	1 0
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	203 20%	24 18%	18 19%	8 12%	101 27% CE	36 15%	15 20%	64 22%	78 19%	59 20%	117 24% K	85 17%
Disagree (Low2Box)	782 78%	105 80%	77 80%	60 88% D	271 72%	207 84% D	61 79%	229 78%	322 80%	225 77%	351 73%	431 83% J

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I'm now going to read you a series of statements. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strong disagree with each: When it comes to eating healthfully, I prefer to go on a quick fix diet than to make lifestyle changes ?

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		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	1000	788	211	105	198	379	314	206	316	366
Weighted Base	1000	789	210	104*	194	381	318	206	314	368
Strongly agree	84 8%	67 9%	17 8%	10 10%	25 13% F	32 8%	16 5%	22 11%	27 9%	23 6%
Somewhat agree	119 12%	90 11%	28 14%	14 14%	26 14%	46 12%	31 10%	29 14%	35 11%	44 12%
Somewhat disagree	199 20%	164 21%	35 17%	18 18%	39 20%	75 20%	67 21%	29 14%	68 22% G	78 21% G
Strongly disagree	583 58%	452 57%	129 62%	58 56%	99 51%	223 58%	201 63% D	121 59%	181 58%	217 59%
Don't know/Refused	15 2%	15 2% B	0 -	3 3%	4 2%	6 1%	3 1%	4 2%	3 1%	7 2%
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	203 20%	157 20%	45 22%	24 23%	51 26% F	78 21%	47 15%	51 25%	62 20%	67 18%
Disagree (Low2Box)	782 78%	616 78%	165 78%	77 74%	139 72%	298 78%	268 84% CDE	150 73%	249 79%	295 80%

Detailed Tables

I'm now going to read you a series of statements. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strong disagree with each: I know it's important to make healthy food choices, but I find it difficult to do so ?

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

* small base

	TOTAL	REGION						AGE			GENDER	
		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	1000	132	97	68	379	247	77	277	438	276	460	540
Weighted Base	1000	132	97*	68*	379	247	77*	293	405	294	483	517
Strongly agree	222 22%	19 15%	18 18%	17 25%	78 21%	68 27% A	22 28% A	64 22%	87 21%	69 23%	108 22%	114 22%
Somewhat agree	292 29%	38 28%	32 33%	17 26%	99 26%	77 31%	29 38% D	101 34% H	111 27%	80 27%	156 32%	137 26%
Somewhat disagree	219 22%	31 24% F	21 21%	16 23%	90 24% F	53 21%	9 11%	65 22%	92 23%	59 20%	106 22%	113 22%
Strongly disagree	264 26%	43 33% E	27 28%	16 23%	112 29% E	49 20%	16 21%	64 22%	113 28%	84 29%	111 23% J	152 29% J
Don't know/Refused	4 0	1 1%	0 -	2 3% DE	0 -	0 -	1 1% D	0 -	2 1%	1 0	3 1%	1 0
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	514 51%	57 43%	49 51%	34 51%	177 47%	145 59% AD	51 66% AD	165 56%	197 49%	149 51%	263 54%	251 49%
Disagree (Low2Box)	483 48%	75 57% EF	47 49% F	32 47%	202 53% EF	102 41%	25 32%	129 44%	205 51%	143 49%	217 45%	265 51% J

Detailed Tables

I'm now going to read you a series of statements. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strong disagree with each: I know it's important to make healthy food choices, but I find it difficult to do so ?

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		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	1000	788	211	105	198	379	314	206	316	366
Weighted Base	1000	789	210	104*	194	381	318	206	314	368
Strongly agree	222 22%	176 22%	45 22%	35 34% EF	62 32% EF	79 21% F	44 14%	72 35% HI	71 23% I	51 14%
Somewhat agree	292 29%	230 29%	61 29%	27 26%	51 26%	122 32%	92 29%	60 29%	90 29%	114 31%
Somewhat disagree	219 22%	177 22%	42 20%	18 17%	43 22%	72 19%	86 27% E	30 15%	59 19%	103 28% GH
Strongly disagree	264 26%	203 26%	60 29%	20 20%	37 19%	109 29% D	96 30% CD	41 20%	94 30% G	99 27%
Don't know/Refused	4 0	2 0	2 1%	3 3% EF	1 0	0 -	0 -	2 1%	0 -	1 0
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	514 51%	407 52%	106 50%	63 60% F	113 58% F	201 53% F	136 43%	133 65% HI	162 51%	165 45%
Disagree (Low2Box)	483 48%	380 48%	102 49%	38 37%	80 41%	181 47%	182 57% CDE	71 34%	153 49% G	202 55% G

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I'm now going to read you a series of statements. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strong disagree with each: **My life is so hectic I find it hard to include healthier food options on a daily basis ?**

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

* small base

	TOTAL	REGION						AGE			GENDER	
		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	1000	132	97	68	379	247	77	277	438	276	460	540
Weighted Base	1000	132	97*	68*	379	247	77*	293	405	294	483	517
Strongly agree	178 18%	20 15%	19 19%	12 17%	68 18%	44 18%	16 21%	60 20% I	85 21% I	32 11%	94 19%	84 16%
Somewhat agree	234 23%	22 17%	17 18%	16 23%	94 25%	54 22%	30 39% ABDE	92 31% HI	84 21%	56 19%	121 25%	113 22%
Somewhat disagree	224 22%	32 24%	16 17%	15 22%	80 21%	71 29% BDF	10 12%	63 22%	95 24%	64 22%	100 21%	123 24%
Strongly disagree	361 36%	59 45% EF	44 46% EF	25 36%	136 36%	75 30%	21 27%	78 26%	140 35% G	138 47% GH	166 34%	194 38%
Don't know/Refused	4 0	0 -	0 -	1 1%	0 -	3 1% D	0 -	0 -	0 -	4 1% H	2 0	2 0
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	412 41%	42 31%	36 37%	28 41%	163 43% A	98 40%	47 60% ABCDE	152 52% HI	169 42% I	87 30%	215 44% K	197 38%
Disagree (Low2Box)	584 58%	91 69% DF	61 63% F	40 58% F	216 57% F	146 59% F	31 40%	141 48%	235 58% G	202 69% GH	267 55%	317 61%

Detailed Tables

I'm now going to read you a series of statements. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strong disagree with each: My life is so hectic I find it hard to include healthier food options on a daily basis ?

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		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	1000	788	211	105	198	379	314	206	316	366
Weighted Base	1000	789	210	104*	194	381	318	206	314	368
Strongly agree	178 18%	147 19%	32 15%	20 20% F	53 28% EF	70 18% F	33 11%	55 27% HI	51 16%	53 14%
Somewhat agree	234 23%	184 23%	48 23%	22 21%	42 21%	96 25%	73 23%	49 24%	76 24%	92 25%
Somewhat disagree	224 22%	184 23%	40 19%	23 22%	39 20%	75 20%	86 27% E	29 14%	70 22% G	94 25% G
Strongly disagree	361 36%	271 34%	90 43% A	37 35%	59 30%	140 37%	124 39% D	71 35%	116 37%	129 35%
Don't know/Refused	4 0	3 0	1 0	2 2% E	1 1%	0 -	1 0	2 1%	1 0	0 -
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	412 41%	331 42%	80 38%	43 41%	95 49% F	167 44% F	106 33%	104 50% HI	127 41%	145 39%
Disagree (Low2Box)	584 58%	455 58%	130 62%	59 57%	98 50%	215 56%	211 66% DE	100 49%	186 59% G	223 61% G

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I'm now going to read you a series of statements. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strong disagree with each: There are so many different things you are supposed to look out for when buying foods, like fat content, sugar, calories, fibre, and so on, that it's impossible for an ordinary person to figure out what the right choice is ?

Proportions/Mean: 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	1000	132	97	68	379	247	77	277	438	276	460	540
Weighted Base	1000	132	97*	68*	379	247	77*	293	405	294	483	517
Strongly agree	341 34%	30 23%	31 32%	24 36%	139 37%	82 33%	34 44%	83 28%	136 34%	121 41%	179 37%	162 31%
Somewhat agree	270 27%	42 32%	26 27%	22 32%	93 25%	64 26%	23 30%	94 32%	99 25%	75 25%	125 26%	144 28%
Somewhat disagree	187 19%	28 21%	19 19%	5 8%	65 17%	63 26%	7 9%	60 21%	81 20%	44 15%	88 18%	99 19%
Strongly disagree	198 20%	32 24%	21 22%	16 24%	80 21%	36 15%	13 16%	57 19%	86 21%	53 18%	87 18%	112 22%
Don't know/Refused	4 0	1 1%	0 -	0 -	1 0	1 0	1 1%	0 -	3 1%	1 0	4 1%	0 -
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	610 61%	72 55%	57 59%	46 68%	232 61%	146 59%	57 74%	176 60%	235 58%	195 67%	305 63%	306 59%
Disagree (Low2Box)	385 39%	59 45%	40 41%	22 32%	145 38%	100 40%	19 25%	117 40%	167 41%	97 33%	175 36%	211 41%

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I'm now going to read you a series of statements. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strong disagree with each: There are so many different things you are supposed to look out for when buying foods, like fat content, sugar, calories, fibre, and so on, that it's impossible for an ordinary person to figure out what the right choice is ?

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

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	TOTAL	REGION TYPE		EDUCATION				INCOME		
		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	1000	788	211	105	198	379	314	206	316	366
Weighted Base	1000	789	210	104*	194	381	318	206	314	368
Strongly agree	341 34%	275 35%	65 31%	42 41% F	96 49% EF	130 34% F	72 23%	93 45% I	115 36% I	96 26%
Somewhat agree	270 27%	206 26%	63 30%	31 30%	47 24%	112 29%	79 25%	56 27%	84 27%	100 27%
Somewhat disagree	187 19%	154 19%	33 16%	9 8%	27 14%	70 18% C	80 25% CDE	28 13%	53 17%	85 23% GH
Strongly disagree	198 20%	151 19%	48 23%	20 19%	23 12%	70 18%	86 27% DE	28 14%	62 20%	87 23% G
Don't know/Refused	4 0	3 0	1 0	2 2% EF	1 1%	0 -	1 0	1 1%	1 0	1 0
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	610 61%	481 61%	128 61%	73 70% F	143 74% EF	242 63% F	150 47%	148 72% HI	198 63% I	196 53%
Disagree (Low2Box)	385 39%	304 39%	81 39%	28 27%	50 26%	140 37% D	166 52% CDE	56 27%	115 37% G	172 47% GH

Detailed Tables

I'm now going to read you a series of statements. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strong disagree with each: I find reading nutrition labels on food packages a quick and easy thing to do ?

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

* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
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Base: All respondents												
Unweighted Base	1000	132	97	68	379	247	77	277	438	276	460	540
Weighted Base	1000	132	97*	68*	379	247	77*	293	405	294	483	517
Strongly agree	289 29%	46 35% E	31 32% E	20 30% E	137 36% EF	37 15%	17 22%	100 34% I	111 27%	75 25%	126 26%	162 31%
Somewhat agree	300 30%	29 22%	34 36% A	19 29%	116 31%	75 30%	27 35%	102 35% I	119 29%	76 26%	151 31%	149 29%
Somewhat disagree	203 20%	30 23%	12 13%	10 15%	62 16%	73 30% BCD	16 21%	49 17%	91 22%	63 22%	98 20%	106 20%
Strongly disagree	200 20%	27 20%	19 19%	18 26%	60 16%	59 24% D	17 22%	40 14%	82 20% G	76 26% G	104 22%	96 18%
Don't know/Refused	8 1%	1 1%	0 -	1 1%	4 1%	2 1%	1 1%	2 1%	2 0	4 1%	4 1%	4 1%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	589 59%	74 56%	66 68% E	39 58%	253 67% AE	112 45%	44 57%	202 69% HI	230 57%	150 51%	277 57%	312 60%
Disagree (Low2Box)	403 40%	57 43% D	31 32%	28 41%	122 32%	133 54% ABD	33 42%	89 30%	173 43% G	139 47% G	202 42%	201 39%

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I'm now going to read you a series of statements. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strong disagree with each: I find reading nutrition labels on food packages a quick and easy thing to do ?

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
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Base: All respondents										
Unweighted Base	1000	788	211	105	198	379	314	206	316	366
Weighted Base	1000	789	210	104*	194	381	318	206	314	368
Strongly agree	289 29%	236 30%	53 25%	29 28%	57 29%	102 27%	101 32%	60 29%	90 29%	105 28%
Somewhat agree	300 30%	236 30%	64 31%	26 26%	47 24%	133 35%	93 29%	55 27%	100 32%	112 30%
Somewhat disagree	203 20%	169 21%	34 16%	17 16%	43 22%	75 20%	68 21%	42 21%	56 18%	86 23%
Strongly disagree	200 20%	142 18%	56 27%	29 28%	45 23%	70 18%	55 17%	46 22%	66 21%	65 18%
Don't know/Refused	8 1%	5 1%	3 1%	2 2%	2 1%	2 0	1 0	2 1%	3 1%	0 -
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	589 59%	472 60%	117 56%	56 54%	104 54%	235 62%	194 61%	116 56%	190 60%	216 59%
Disagree (Low2Box)	403 40%	312 40%	90 43%	46 44%	88 45%	145 38%	122 39%	88 43%	121 39%	152 41%

Detailed Tables

I'm now going to read you a series of statements. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strong disagree with each: It would be very helpful if food and beverage packages clearly distinguished between regular and healthier options ?

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

* small base

	TOTAL	REGION						AGE			GENDER	
		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	1000	132	97	68	379	247	77	277	438	276	460	540
Weighted Base	1000	132	97*	68*	379	247	77*	293	405	294	483	517
Strongly agree	517 52%	55 42%	51 53%	25 37%	212 56%	128 52%	46 59%	127 43%	218 54%	171 58%	246 51%	271 52%
Somewhat agree	318 32%	50 38%	32 33%	33 49%	111 29%	71 29%	20 26%	115 39%	121 30%	79 27%	162 34%	155 30%
Somewhat disagree	95 9%	14 11%	5 5%	6 9%	37 10%	27 11%	6 7%	35 12%	35 9%	24 8%	48 10%	46 9%
Strongly disagree	59 6%	11 8%	7 7%	3 5%	18 5%	16 6%	4 5%	16 5%	27 7%	15 5%	25 5%	35 7%
Don't know/Refused	11 1%	2 1%	2 2%	0 -	1 0	5 2%	2 2%	2 1%	3 1%	5 2%	2 0	9 2%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	834 83%	105 80%	83 86%	59 86%	322 85%	199 81%	66 86%	241 82%	339 84%	250 85%	408 84%	426 83%
Disagree (Low2Box)	154 15%	25 19%	12 12%	9 14%	56 15%	43 17%	9 12%	50 17%	62 15%	39 13%	73 15%	81 16%

Detailed Tables

I'm now going to read you a series of statements. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strong disagree with each: It would be very helpful if food and beverage packages clearly distinguished between regular and healthier options ?

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		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	1000	788	211	105	198	379	314	206	316	366
Weighted Base	1000	789	210	104*	194	381	318	206	314	368
Strongly agree	517 52%	409 52%	107 51%	55 53%	106 55%	202 53%	151 48%	118 57%	155 49%	184 50%
Somewhat agree	318 32%	250 32%	68 32%	35 34%	48 25%	134 35%	101 32%	61 30%	102 33%	122 33%
Somewhat disagree	95 9%	78 10%	16 8%	5 4%	25 13%	27 7%	38 12%	15 7%	33 11%	36 10%
Strongly disagree	59 6%	43 5%	17 8%	5 5%	13 7%	18 5%	23 7%	7 4%	21 7%	23 6%
Don't know/Refused	11 1%	8 1%	3 1%	3 3% E	2 1%	1 0	4 1%	4 2%	3 1%	4 1%
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	834 83%	659 84%	174 83%	91 87%	154 79%	336 88%	252 79%	179 87%	258 82%	306 83%
Disagree (Low2Box)	154 15%	121 15%	33 16%	10 10%	38 20% CE	44 12%	61 19% CE	23 11%	54 17%	59 16%

Detailed Tables

I'm now going to read you a series of statements. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strong disagree with each: These days, lots of food and beverage manufacturers claim their products are healthier but I don't believe they really are ?

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

* small base

	TOTAL	REGION						AGE			GENDER	
		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	1000	132	97	68	379	247	77	277	438	276	460	540
Weighted Base	1000	132	97*	68*	379	247	77*	293	405	294	483	517
Strongly agree	371 37%	58 44% DE	44 45% DE	36 53% DE	126 33%	74 30%	33 43% E	100 34%	160 40%	107 36%	166 34%	205 40%
Somewhat agree	408 41%	56 43%	40 42%	23 34%	156 41%	99 40%	35 45%	131 45%	165 41%	110 37%	217 45% K	191 37%
Somewhat disagree	143 14%	12 9%	8 9%	3 5%	65 17% ABCF	51 21% ABCF	4 5%	37 13%	61 15%	44 15%	62 13%	81 16%
Strongly disagree	69 7%	5 3%	4 4%	6 9%	30 8%	20 8%	4 6%	24 8% H	17 4%	27 9% H	35 7%	35 7%
Don't know/Refused	8 1%	2 2%	0 -	0 -	3 1%	2 1%	1 1%	1 0	1 0	5 2% H	4 1%	5 1%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	779 78%	114 86% DE	84 87% DE	59 87% DE	282 74%	173 70%	68 88% DE	232 79%	325 80% I	217 74%	383 79%	396 77%
Disagree (Low2Box)	212 21%	16 12%	13 13%	9 13%	94 25% ABCF	72 29% ABCF	8 11%	61 21%	78 19%	72 24%	97 20%	116 22%

Detailed Tables

I'm now going to read you a series of statements. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strong disagree with each: These days, lots of food and beverage manufacturers claim their products are healthier but I don't believe they really are ?

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		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	1000	788	211	105	198	379	314	206	316	366
Weighted Base	1000	789	210	104*	194	381	318	206	314	368
Strongly agree	371 37%	275 35%	96 46% A	37 36%	76 39%	157 41% F	99 31%	89 43% I	121 39%	116 31%
Somewhat agree	408 41%	334 42%	74 35%	36 35%	68 35%	158 41%	147 46% CD	70 34%	119 38%	175 47% GH
Somewhat disagree	143 14%	120 15%	23 11%	18 17%	29 15%	41 11%	54 17% E	26 13%	45 14%	59 16%
Strongly disagree	69 7%	53 7%	16 8%	11 10% F	21 11% F	24 6%	13 4%	18 9%	27 8% I	17 5%
Don't know/Refused	8 1%	7 1%	1 1%	2 2% DE	0 -	1 0	5 1%	2 1%	2 1%	2 0
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	779 78%	609 77%	170 81%	73 70%	143 74%	315 83% CD	246 77%	159 78%	240 77%	291 79%
Disagree (Low2Box)	212 21%	173 22%	39 19%	29 28% E	51 26% E	65 17%	67 21%	44 21%	71 23%	76 21%

Detailed Tables

I'm now going to read you a series of statements. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strong disagree with each: Healthier food options cost the same as regular ones ?

Proportions/Mean: 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	1000	132	97	68	379	247	77	277	438	276	460	540
Weighted Base	1000	132	97*	68*	379	247	77*	293	405	294	483	517
Strongly agree	171 17%	22 17%	17 18%	8 12%	78 20%	30 12%	15 20%	40 14%	69 17%	59 20%	80 17%	90 17%
Somewhat agree	199 20%	26 20%	22 23%	12 17%	84 22%	44 18%	10 13%	49 17%	78 19%	69 24%	115 24%	83 16%
Somewhat disagree	269 27%	46 35%	26 27%	20 30%	90 24%	70 28%	16 21%	99 34%	97 24%	73 25%	129 27%	140 27%
Strongly disagree	343 34%	34 26%	31 32%	25 38%	123 32%	96 39%	33 43%	102 35%	156 39%	82 28%	146 30%	196 38%
Don't know/Refused	20 2%	3 3%	1 1%	2 3%	5 1%	6 2%	2 3%	4 1%	4 1%	10 4%	12 3%	7 1%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	369 37%	48 37%	39 40%	20 29%	162 43%	75 30%	26 33%	89 30%	147 36%	128 44%	196 40%	174 34%
Disagree (Low2Box)	611 61%	80 61%	57 58%	46 67%	213 56%	166 67%	49 64%	200 68%	253 63%	155 53%	275 57%	336 65%

Detailed Tables

I'm now going to read you a series of statements. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strong disagree with each: Healthier food options cost the same as regular ones ?

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		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	1000	788	211	105	198	379	314	206	316	366
Weighted Base	1000	789	210	104*	194	381	318	206	314	368
Strongly agree	171 17%	132 17%	38 18%	22 22%	28 15%	62 16%	58 18%	42 21%	58 18%	47 13%
Somewhat agree	199 20%	159 20%	40 19%	23 22%	42 22%	71 19%	63 20%	41 20%	61 19%	79 21%
Somewhat disagree	269 27%	223 28%	45 22%	22 21%	48 25%	106 28%	93 29%	44 21%	75 24%	119 32%
Strongly disagree	343 34%	258 33%	84 40%	37 35%	71 37%	136 36%	97 31%	76 37%	114 36%	118 32%
Don't know/Refused	20 2%	17 2%	3 1%	0 -	4 2%	7 2%	8 3%	2 1%	7 2%	7 2%
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	369 37%	291 37%	78 37%	45 44%	70 36%	133 35%	120 38%	84 41%	118 38%	125 34%
Disagree (Low2Box)	611 61%	481 61%	129 61%	59 56%	119 61%	242 63%	189 60%	120 58%	189 60%	236 64%

Detailed Tables

I'm now going to read you a series of statements. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strong disagree with each: **My family and I would eat more healthfully if the nutritious options tasted better ?**

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

* small base

	TOTAL	REGION						AGE			GENDER	
		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	1000	132	97	68	379	247	77	277	438	276	460	540
Weighted Base	1000	132	97*	68*	379	247	77*	293	405	294	483	517
Strongly agree	243 24%	25 19%	19 20%	18 26%	100 26%	56 23%	25 32%	63 21%	98 24%	81 27%	140 29% K	103 20%
Somewhat agree	252 25%	31 24%	24 25%	21 30%	106 28%	52 21%	17 22%	77 26%	102 25%	71 24%	134 28%	117 23%
Somewhat disagree	257 26%	39 30%	25 26%	21 30%	82 22%	73 30% D	17 21%	81 28%	105 26%	70 24%	117 24%	140 27%
Strongly disagree	240 24%	35 26% C	28 29% C	9 13%	88 23%	61 25%	18 24%	72 25%	95 24%	67 23%	91 19%	149 29% J
Don't know/Refused	9 1%	2 2%	0 -	0 -	2 0	4 2%	1 1%	0 -	4 1%	5 2% G	1 0	8 1% J
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	495 49%	56 43%	44 45%	38 57%	206 54% AE	108 44%	42 54%	140 48%	200 50%	152 52%	275 57% K	220 43%
Disagree (Low2Box)	496 50%	74 56% D	53 55%	30 43%	171 45%	134 54% D	35 45%	153 52%	201 50%	137 47%	208 43%	289 56% J

Detailed Tables

I'm now going to read you a series of statements. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strong disagree with each: My family and I would eat more healthfully if the nutritious options tasted better ?

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		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	1000	788	211	105	198	379	314	206	316	366
Weighted Base	1000	789	210	104*	194	381	318	206	314	368
Strongly agree	243 24%	186 24%	56 27%	40 39% EF	61 31% EF	85 22%	56 18%	62 30% I	93 30% I	64 17%
Somewhat agree	252 25%	205 26%	47 22%	28 27%	42 22%	103 27%	77 24%	55 27%	69 22%	100 27%
Somewhat disagree	257 26%	205 26%	52 25%	15 15%	48 25% C	106 28% C	87 27% C	40 19%	78 25%	113 31% G
Strongly disagree	240 24%	183 23%	55 26%	18 17%	42 22%	84 22%	96 30% CDE	44 22%	74 24%	89 24%
Don't know/Refused	9 1%	9 1%	0 -	2 2%	1 1%	3 1%	1 0	4 2%	1 0	2 1%
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	495 49%	392 50%	103 49%	69 66% DEF	103 53% F	188 49%	133 42%	118 57% I	162 51%	164 45%
Disagree (Low2Box)	496 50%	388 49%	107 51%	33 32%	90 46% C	190 50% C	183 58% CDE	84 41%	152 48%	202 55% G

Detailed Tables

I'm now going to read you a series of statements. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strong disagree with each: I'd like to eat healthier but I don't want to give up eating my favourite foods ?

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

* small base

	TOTAL	REGION						AGE			GENDER	
		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	1000	132	97	68	379	247	77	277	438	276	460	540
Weighted Base	1000	132	97*	68*	379	247	77*	293	405	294	483	517
Strongly agree	272 27%	35 26%	22 23%	22 32%	113 30%	52 21%	28 37%	97 33%	106 26%	65 22%	141 29%	130 25%
Somewhat agree	335 34%	45 34%	26 27%	19 28%	129 34%	90 37%	26 34%	95 32%	142 35%	98 33%	170 35%	166 32%
Somewhat disagree	209 21%	27 20%	27 28%	16 23%	69 18%	57 23%	13 17%	53 18%	87 21%	68 23%	93 19%	116 22%
Strongly disagree	179 18%	25 19%	22 22%	12 17%	65 17%	46 19%	9 12%	48 16%	69 17%	58 20%	76 16%	102 20%
Don't know/Refused	5 1%	1 1%	0 -	0 -	2 1%	2 1%	0 -	0 -	1 0	4 1%	3 1%	3 1%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	607 61%	79 60%	48 49%	40 59%	243 64%	142 58%	55 71%	192 65%	248 61%	163 56%	311 64%	296 57%
Disagree (Low2Box)	388 39%	52 39%	49 51%	28 41%	134 35%	103 42%	22 29%	101 35%	156 38%	126 43%	170 35%	218 42%

Detailed Tables

I'm now going to read you a series of statements. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strong disagree with each: I'd like to eat healthier but I don't want to give up eating my favourite foods ?

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		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	1000	788	211	105	198	379	314	206	316	366
Weighted Base	1000	789	210	104*	194	381	318	206	314	368
Strongly agree	272 27%	216 27%	56 27%	36 35% EF	72 37% EF	94 25%	67 21%	69 34% I	85 27%	88 24%
Somewhat agree	335 34%	264 33%	71 34%	30 29%	56 29%	137 36%	112 35%	62 30%	111 35%	129 35%
Somewhat disagree	209 21%	170 22%	39 19%	19 18%	38 20%	81 21%	70 22%	42 20%	63 20%	82 22%
Strongly disagree	179 18%	134 17%	45 21%	17 16%	26 13%	68 18%	68 21% D	30 14%	54 17%	68 18%
Don't know/Refused	5 1%	5 1%	0 -	1 1% F	3 1% F	1 0	0 -	3 2%	1 0	1 0
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	607 61%	479 61%	127 60%	67 64%	127 66% F	231 61%	179 56%	131 64%	196 62%	218 59%
Disagree (Low2Box)	388 39%	304 39%	84 40%	36 35%	64 33%	149 39%	138 44% D	71 35%	117 37%	150 41%

Detailed Tables

When shopping for groceries, do you look for versions of the products that have this feature: Less fat ?

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	1000	132	97	68	379	247	77	277	438	276	460	540
Weighted Base	1000	132	97*	68*	379	247	77*	293	405	294	483	517
Yes	759	102	74	49	272	205	57	190	310	253	339	420
	76%	77%	76%	72%	72%	83% D	74%	65%	77% G	86% GH	70% J	81% J
No	241	30	23	19	107	42	20	103	95	40	144	97
	24%	23%	24%	28%	28% E	17%	26%	35% HI	23% I	14%	30% K	19%

When shopping for groceries, do you look for versions of the products that have this feature: Less fat ?

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

* small base

		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	1000	788	211	105	198	379	314	206	316	366
Weighted Base	1000	789	210	104*	194	381	318	206	314	368
Yes	759	595	163	73	129	298	256	159	241	275
	76%	75%	78%	71%	67%	78% D	81% CD	77%	77%	75%
No	241	194	47	30	65	84	62	47	73	93
	24%	25%	22%	29% F	33% EF	22%	19%	23%	23%	25%

Detailed Tables

When shopping for groceries, do you look for versions of the products that have this feature: Less sugar ?

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	1000	132	97	68	379	247	77	277	438	276	460	540
Weighted Base	1000	132	97*	68*	379	247	77*	293	405	294	483	517
Yes	660 66%	90 68%	67 69%	42 62%	233 61%	183 74% CDF	46 59%	155 53%	278 69% G	223 76% GH	278 57%	382 74% J
No	338 34%	42 32%	30 31%	26 38% E	144 38% E	64 26%	31 41% E	138 47% HI	126 31% I	69 23%	203 42% K	134 26%
Don't know/Refused	2 0	0 -	0 -	0 -	2 1%	0 -	0 -	0 -	1 0	1 0	2 0	0 -

When shopping for groceries, do you look for versions of the products that have this feature: Less sugar ?

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

* small base

		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	1000	788	211	105	198	379	314	206	316	366
Weighted Base	1000	789	210	104*	194	381	318	206	314	368
Yes	660 66%	516 65%	143 68%	67 65%	121 62%	249 65%	221 69%	133 65%	205 65%	249 68%
No	338 34%	271 34%	67 32%	35 34%	73 38%	132 35%	97 31%	73 35%	108 34%	120 32%
Don't know/Refused	2 0	1 0	1 0	1 1% EF	0 -	0 -	0 -	0 -	1 0	0 -

Detailed Tables

When shopping for groceries, do you look for versions of the products that have this feature: More fibre ?

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	1000	132	97	68	379	247	77	277	438	276	460	540
Weighted Base	1000	132	97*	68*	379	247	77*	293	405	294	483	517
Yes	625 62%	83 62%	65 68%	39 58%	238 63%	157 64%	43 55%	131 45%	263 65% G	226 77% GH	276 57%	348 67% J
No	373 37%	49 37%	31 32%	29 42%	140 37%	90 36%	34 44%	162 55% HI	139 34%	68 23%	204 42% K	168 33%
Don't know/Refused	3 0	1 1%	0 -	0 -	1 0	0 -	1 1%	0 -	3 1%	0 -	3 1%	0 -

When shopping for groceries, do you look for versions of the products that have this feature: More fibre ?

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

* small base

		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	1000	788	211	105	198	379	314	206	316	366
Weighted Base	1000	789	210	104*	194	381	318	206	314	368
Yes	625 62%	496 63%	129 61%	68 65%	113 58%	235 62%	206 65%	131 64%	179 57%	239 65% H
No	373 37%	292 37%	79 38%	35 34%	81 42%	146 38%	111 35%	75 36%	135 43% I	128 35%
Don't know/Refused	3 0	1 0	2 1%	1 1%	0 -	0 -	1 0	0 -	0 -	2 0

Detailed Tables

When shopping for groceries, do you look for versions of the products that have this feature: Less calories ?

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	1000	132	97	68	379	247	77	277	438	276	460	540
Weighted Base	1000	132	97*	68*	379	247	77*	293	405	294	483	517
Yes	558 56%	74 56%	53 54%	32 47%	206 54%	150 61%	44 56%	143 49%	218 54%	194 66% GH	233 48%	325 63% J
No	440 44%	58 44%	44 46%	36 53%	172 45%	97 39%	34 44%	151 51% I	187 46%	97 33%	251 52% K	190 37%
Don't know/Refused	2 0	1 1%	0 -	0 -	1 0	0 -	0 -	0 -	0 -	2 1%	0 -	2 0

When shopping for groceries, do you look for versions of the products that have this feature: Less calories ?

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

* small base

		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	1000	788	211	105	198	379	314	206	316	366
Weighted Base	1000	789	210	104*	194	381	318	206	314	368
Yes	558 56%	438 56%	120 57%	64 62%	100 52%	210 55%	181 57%	130 63% HI	169 54%	196 53%
No	440 44%	349 44%	90 43%	39 38%	94 48%	170 45%	136 43%	76 37%	144 46%	172 47% G
Don't know/Refused	2 0	2 0	0 -	0 -	0 -	1 0	1 0	0 -	1 0	0 -

Detailed Tables

When shopping for groceries, do you look for versions of the products that have this feature: No hydrogenated oils ?

Proportions/Mean: 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	1000	132	97	68	379	247	77	277	438	276	460	540
Weighted Base	1000	132	97*	68*	379	247	77*	293	405	294	483	517
Yes	553	83	51	35	218	131	35	113	237	198	251	303
	55%	63%	53%	51%	58%	53%	45%	38%	59%	68%	52%	59%
No	437	49	45	32	159	111	41	180	164	91	228	209
	44%	37%	47%	48%	42%	45%	53%	61%	41%	31%	47%	40%
Don't know/Refused	10	1	0	1	2	5	2	1	4	4	4	5
	1%	1%	-	1%	0	2%	2%	0	1%	1%	1%	1%

When shopping for groceries, do you look for versions of the products that have this feature: No hydrogenated oils ?

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

* small base

		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	1000	788	211	105	198	379	314	206	316	366
Weighted Base	1000	789	210	104*	194	381	318	206	314	368
Yes	553	439	114	52	80	221	199	95	172	223
	55%	56%	54%	50%	41%	58%	63%	46%	55%	60%
No	437	343	93	49	113	159	117	108	139	144
	44%	43%	44%	47%	58%	42%	37%	52%	44%	39%
Don't know/Refused	10	7	3	3	1	2	2	3	2	2
	1%	1%	1%	3%	1%	0	1%	1%	1%	1%

Detailed Tables

When shopping for groceries, do you look for versions of the products that have this feature: Less sodium or salt ?

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	1000	132	97	68	379	247	77	277	438	276	460	540
Weighted Base	1000	132	97*	68*	379	247	77*	293	405	294	483	517
Yes	534 53%	76 58%	56 58%	30 45%	194 51%	133 54%	44 57%	113 39%	227 56% G	190 65% GH	236 49%	297 58% J
No	464 46%	56 42%	41 42%	37 55%	183 48%	114 46%	33 43%	180 61% HI	177 44%	102 35%	245 51% K	219 42%
Don't know/Refused	2 0	0 -	0 -	0 -	2 1%	0 -	0 -	0 -	1 0	1 0	2 0	0 -

When shopping for groceries, do you look for versions of the products that have this feature: Less sodium or salt ?

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

* small base

		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	1000	788	211	105	198	379	314	206	316	366
Weighted Base	1000	789	210	104*	194	381	318	206	314	368
Yes	534 53%	410 52%	124 59%	59 57%	96 50%	203 53%	174 55%	115 56%	176 56%	185 50%
No	464 46%	378 48%	85 41%	43 41%	98 50%	179 47%	144 45%	90 44%	137 44%	183 50%
Don't know/Refused	2 0	1 0	1 0	1 1% EF	0 -	0 -	0 -	0 -	1 0	0 -

Detailed Tables

When shopping for groceries, do you look for versions of the products that have this feature: Less carbs ?

Proportions/Mean: 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	1000	132	97	68	379	247	77	277	438	276	460	540
Weighted Base	1000	132	97*	68*	379	247	77*	293	405	294	483	517
Yes	399 40%	42 32%	34 35%	27 40%	146 39%	129 52% ABDF	20 26%	99 34%	173 43% G	125 43% G	174 36%	225 44% J
No	593 59%	90 68% E	62 65% E	41 60% E	230 61% E	114 46% E	56 72% E	195 66% HI	228 56% G	165 56% G	305 63% K	288 56% K
Don't know/Refused	8 1%	0 -	0 -	0 -	3 1%	4 2%	1 1%	0 -	4 1%	3 1%	4 1%	4 1%

When shopping for groceries, do you look for versions of the products that have this feature: Less carbs ?

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

* small base

		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	1000	788	211	105	198	379	314	206	316	366
Weighted Base	1000	789	210	104*	194	381	318	206	314	368
Yes	399 40%	311 39%	88 42%	43 41%	80 41%	144 38%	131 41%	89 43%	128 41%	141 38%
No	593 59%	474 60%	118 56%	58 56%	113 58%	236 62%	186 58%	113 55%	186 59%	226 61%
Don't know/Refused	8 1%	4 0	4 2%	3 3% EF	1 1%	1 0	1 0	4 2% H	0 -	2 1%

Detailed Tables

When shopping for groceries, do you look for versions of the products that have this feature: More Soy protein ?

Proportions/Mean: 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	1000	132	97	68	379	247	77	277	438	276	460	540
Weighted Base	1000	132	97*	68*	379	247	77*	293	405	294	483	517
Yes	258 26%	33 25%	14 15%	12 18%	100 26% B	85 34% BCDF	14 19%	63 22%	100 25%	93 32% G	127 26%	131 25%
No	738 74%	99 75%	83 85% DE	56 82% E	279 74% E	161 65%	61 78% E	230 78% I	303 75% I	198 68%	354 73%	384 74%
Don't know/Refused	3 0	0 -	0 -	0 -	0 -	1 0	2 3% D	0 -	1 0	2 1%	2 0	1 0

When shopping for groceries, do you look for versions of the products that have this feature: More Soy protein ?

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

* small base

		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	1000	788	211	105	198	379	314	206	316	366
Weighted Base	1000	789	210	104*	194	381	318	206	314	368
Yes	258 26%	209 26%	49 23%	45 43% DEF	47 24%	82 21%	84 26%	80 39% HI	78 25%	75 20%
No	738 74%	577 73%	160 76%	57 55%	146 76% C	300 79% C	233 73% C	125 61%	235 75% G	293 79% G
Don't know/Refused	3 0	2 0	1 0	2 2% E	1 0	0 -	1 0	1 0	1 0	1 0