

Detailed Tables

In the next six months do you plan to make any specific changes to what you eat and drink in order to be healthier?

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

Overlap formulae used. * small base

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	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	267	433	283	464	536
Weighted Base	1000	132	97*	68*	379	247	77*	293	397	294	483	517
Yes	455 46%	56 43%	49 51%	31 46%	164 43%	111 45%	44 56% D	162 55% HI	173 43%	114 39%	207 43%	248 48%
No	540 54%	76 57%	47 49%	37 54%	213 56%	133 54%	34 44%	130 44%	224 57% G	176 60% G	275 57%	265 51%
(DK/NS)	5 0	0 -	0 -	0 -	2 1%	3 1%	0 -	1 0	0 -	4 1% H	1 0	4 1%

In the next six months do you plan to make any specific changes to what you eat and drink in order to be healthier?

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

Overlap formulae used. * small base

		EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1000	105	220	373	292	215	297	364
Weighted Base	1000	107*	222	369	293	221	299	357
Yes	455 46%	45 42%	101 46%	182 49% D	121 41%	106 48%	127 43%	174 49%
No	540 54%	61 58%	120 54%	182 49%	172 59% C	112 51%	171 57%	182 51%
(DK/NS)	5 0	0 -	1 0	4 1%	0 -	3 1%	1 0	1 0

Detailed Tables

Of the following, which, if any, are reasons why you don't always opt for healthier food and beverage options when they are available?

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

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	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	267	433	283	464	536
Weighted Base	1000	132	97*	68*	379	247	77*	293	397	294	483	517
Healthier food and beverage options don't taste as good as the original versions	229	32	16	9	92	58	21	72	98	58	122	107
	23%	24%	17%	13%	24% C	24%	27% C	25%	25%	20%	25%	21%
Healthier foods and beverages are inconvenient or more time consuming to prepare	322	30	42	28	117	79	27	107	140	68	153	169
	32%	22%	43% AD	41% A	31%	32%	35% A	37% I	35% I	23%	32%	33%
Healthier foods and beverages don't work as well in recipes	63	8	5	5	19	24	2	20	28	16	26	37
	6%	6%	5%	8%	5%	10% D	3%	7%	7%	5%	5%	7%
Some other reason	205	29	21	19	64	54	18	67	77	59	103	102
	21%	22%	22%	28% D	17%	22%	23%	23%	19%	20%	21%	20%
Always opt for healthier options	208	36	17	9	98	39	10	36	75	92	91	117
	21%	27% CEF	18%	14%	26% CEF	16%	13%	12%	19% G	31% GH	19%	23%
(DK/NS)	47	7	2	2	11	18	7	11	14	22	25	22
	5%	6%	2%	3%	3%	7% BD	9% BD	4%	3%	8% H	5%	4%

Detailed Tables

Of the following, which, if any, are reasons why you don't always opt for healthier food and beverage options when they are available?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used. * small base

		EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1000	105	220	373	292	215	297	364
	Weighted Base	1000	107*	222	369	293	221	299
Healthier food and beverage options don't taste as good as the original versions	229	32	56	83	54	49	57	95
	23%	30% D	25%	23%	18%	22%	19%	27% F
Healthier foods and beverages are inconvenient or more time consuming to prepare	322	28	75	123	95	66	103	125
	32%	26%	34%	33%	32%	30%	34%	35%
Healthier foods and beverages don't work as well in recipes	63	9	15	32	7	10	26	22
	6%	9% D	7% D	9% D	2%	5%	9%	6%
Some other reason	205	21	37	85	61	58	61	62
	21%	19%	17%	23%	21%	26% G	21%	17%
Always opt for healthier options	208	17	49	68	71	46	64	66
	21%	16%	22%	18%	24%	21%	22%	18%
(DK/NS)	47	6	9	8	22	10	10	17
	5%	6%	4%	2%	8% C	5%	3%	5%

Detailed Tables

How much have you read, seen, or heard about Omega-3, if anything? Would you say ...

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

	REGION							AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	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	267	433	283	464	536
Weighted Base	1000	132	97*	68*	379	247	77*	293	397	294	483	517
A lot	204 20%	31 23% B	11 11%	11 17%	61 16%	72 29% BCD	18 24% B	46 16%	82 21%	75 26% G	81 17%	124 24% J
Some	300 30%	35 26%	29 30%	17 25%	110 29% F	97 39% ACDF	13 17%	81 28%	129 33%	83 28%	131 27%	170 33%
A little	250 25%	32 24%	24 25% E	21 31% E	106 28% E	38 16%	28 36% E	75 26%	96 24%	74 25%	123 25%	127 25%
Nothing at all	240 24%	34 26% E	33 34% E	18 27% E	100 26% E	37 15%	18 24%	88 30% HI	87 22%	60 21%	144 30% K	96 19%
(DK/NS)	5 1%	1 1%	0 -	0 -	2 0	2 1%	0 -	2 1%	2 1%	1 0	5 1% K	0 -

How much have you read, seen, or heard about Omega-3, if anything? Would you say ...

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used. * small base

		EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1000	105	220	373	292	215	297	364
	1000	107*	222	369	293	221	299	357
A lot	204	24	36	64	80	32	70	79
	20%	22%	16%	17%	27%	15%	24%	22%
Some					BC		E	E
	300	25	56	121	93	56	86	120
A little	30%	23%	25%	33%	32%	26%	29%	34%
								E
A little	250	19	61	92	76	66	73	82
	25%	17%	27%	25%	26%	30%	24%	23%
Nothing at all	240	39	67	90	43	64	69	74
	24%	36%	30%	24%	15%	29%	23%	21%
(DK/NS)		CD	D	D		G		
	5	1	1	2	1	2	1	2
	1%	1%	1%	1%	0	1%	0	1%

Detailed Tables

Are you aware of what foods and beverages contain Omega-3?

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

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	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	267	433	283	464	536
Weighted Base	1000	132	97*	68*	379	247	77*	293	397	294	483	517
Yes	515 51%	65 49%	43 45%	33 49%	198 52%	141 57% BF	34 44%	131 45%	209 53% G	166 56% G	221 46%	294 57% J
No	483 48%	67 51%	53 55% E	34 51%	180 48%	104 42%	43 56% E	161 55% I	188 47%	127 43%	261 54% K	222 43%
(DK/NS)	2 0	0 -	0 -	0 -	1 0	1 0	0 -	1 0	0 -	1 0	1 0	1 0

Are you aware of what foods and beverages contain Omega-3?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used. * small base

		EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1000	105	220	373	292	215	297	364
Weighted Base	1000	107*	222	369	293	221	299	357
Yes	515 51%	38 36%	93 42%	180 49% A	201 69% ABC	84 38%	159 53% E	208 58% E
No	483 48%	69 64% CD	129 58% D	188 51% D	90 31%	136 61% FG	139 47%	148 42%
(DK/NS)	2 0	0 -	0 -	1 0	1 0	1 1%	1 0	0 -

Detailed Tables

I am going to read you a list of sources of Omega-3, for each one please tell me whether or not you would be willing to add it to or increase it in your diet.

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

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	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	267	433	283	464	536
Weighted Base	1000	132	97*	68*	379	247	77*	293	397	294	483	517
Oil-rich fish, such as salmon, herring or sardines												
Yes	667 67%	98 74% D	65 67%	44 64%	238 63%	165 67%	59 76% D	167 57%	268 68% G	219 75% GH	322 67%	345 67%
No	333 33%	35 26%	32 33%	24 36%	141 37% AF	82 33%	19 24%	126 43% HI	129 32% I	74 25%	161 33%	172 33%
Fish oil supplements, such as cod liver oil												
Yes	331 33%	49 37%	27 27%	19 27%	130 34%	74 30%	33 43% BE	68 23%	146 37% G	112 38% G	158 33%	174 34%
No	666 67%	83 63%	70 73% F	49 73%	247 65%	172 70% F	44 57%	224 76% HI	250 63%	181 62%	324 67%	341 66%
(DK/NS)	3 0	0 -	0 -	0 -	2 1%	1 0	0 -	1 0	1 0	1 0	1 0	2 0
Cheese												
Yes	829 83%	101 76%	87 90% AD	60 88%	296 78%	216 87% AD	70 91% AD	250 85%	330 83%	235 80%	398 82%	431 83%
No	168 17%	31 24% BEF	10 10%	8 12%	82 22% BEF	29 12%	7 9%	43 15%	66 17%	56 19%	83 17%	85 16%
(DK/NS)	3 0	0 -	0 -	0 -	1 0	2 1%	0 -	0 -	1 0	2 1%	2 0	1 0
Yogurt												
Yes	723 72%	95 72%	69 72%	44 65%	272 72%	187 76%	55 72%	234 80% HI	285 72%	194 66%	320 66%	403 78% J
No	273 27%	36 27%	26 27%	24 35%	107 28%	59 24%	22 28%	58 20% G	111 28% G	98 34% G	162 33% K	112 22%
(DK/NS)	3 0	1 1%	1 1% D	0 -	0 -	1 0	0 -	1 0	1 0	1 0	1 0	2 0

Detailed Tables

I am going to read you a list of sources of Omega-3, for each one please tell me whether or not you would be willing to add it to or increase it in your diet.

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

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Milk												
Yes	797 80%	94 71%	78 80%	55 81%	307 81%	191 77%	72 93%	254 87%	313 79%	219 75%	384 79%	413 80%
No	203 20%	38 29%	19 20%	13 19%	72 19%	56 23%	5 7%	39 13%	84 21%	75 25%	100 21%	104 20%
Eggs												
Yes	810 81%	91 69%	81 83%	54 79%	307 81%	214 87%	62 81%	249 85%	324 82%	226 77%	383 79%	427 83%
No	190 19%	41 31%	16 17%	14 21%	72 19%	33 13%	15 19%	45 15%	73 18%	67 23%	101 21%	90 17%

Detailed Tables

I am going to read you a list of sources of Omega-3, for each one please tell me whether or not you would be willing to add it to or increase it in your diet.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used. * small base

	EDUCATION					INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1000	105	220	373	292	215	297	364
Weighted Base	1000	107*	222	369	293	221	299	357
Oil-rich fish, such as salmon, herring or sardines								
Yes	667 67%	58 54%	127 57%	254 69%	221 76%	129 58%	203 68%	254 71%
No	333 33%	49 46%	95 43%	115 31%	71 24%	92 42%	96 32%	102 29%
		CD	CD			FG		
Fish oil supplements, such as cod liver oil								
Yes	331 33%	30 29%	72 33%	124 34%	99 34%	73 33%	101 34%	114 32%
No	666 67%	76 71%	149 67%	242 66%	193 66%	147 66%	198 66%	241 68%
(DK/NS)	3 0	0 -	0 -	3 1%	0 -	1 0	0 -	2 1%
Cheese								
Yes	829 83%	89 83%	192 87%	305 83%	234 80%	183 83%	247 83%	300 84%
No	168 17%	17 16%	29 13%	64 17%	58 20%	38 17%	50 17%	55 15%
(DK/NS)	3 0	1 1%	1 0	0 -	1 0	0 -	2 1%	1 0
Yogurt								
Yes	723 72%	71 67%	165 74%	275 75%	205 70%	162 73%	212 71%	264 74%
No	273 27%	36 33%	55 25%	92 25%	87 30%	58 26%	86 29%	93 26%
(DK/NS)	3 0	0 -	2 1%	1 0	0 -	1 0	1 0	0 -
Milk								
Yes	797 80%	82 77%	187 84%	293 80%	229 78%	170 77%	236 79%	292 82%

Detailed Tables

I am going to read you a list of sources of Omega-3, for each one please tell me whether or not you would be willing to add it to or increase it in your diet.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used. * small base

		EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
No	203 20%	25 23%	35 16%	76 20%	63 22%	51 23%	63 21%	64 18%
Eggs								
Yes	810 81%	86 81%	180 81%	304 83%	233 80%	182 82%	246 82%	284 80%
No	190 19%	20 19%	42 19%	64 17%	59 20%	39 18%	53 18%	72 20%

Detailed Tables

Thinking of a typical morning breakfast, which of the following are usually included in your breakfast, or do you not usually eat breakfast?

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

	REGION							AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	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	267	433	283	464	536
Weighted Base	1000	132	97*	68*	379	247	77*	293	397	294	483	517
Milk, including with cereal	584	78	47	46	226	138	50	171	215	188	264	320
	58%	59%	49%	67% B	60%	56%	64% B	58%	54%	64% H	55%	62% J
Margarine	184	20	9	9	66	61	18	48	71	62	93	90
	18%	15%	9%	14%	18% B	25% ABD	23% B	17%	18%	21%	19%	17%
Yogourt	239	40	16	12	84	65	21	85	89	63	103	136
	24%	30% B	17%	18%	22%	26%	28%	29% I	22%	21%	21%	26%
Cheese, including cream cheese	204	18	13	9	65	85	15	53	77	71	81	123
	20%	14%	13%	13%	17%	34% ABCD	19%	18%	19%	24%	17%	24% J
Don't eat breakfast	197	25	28	15	71	38	20	58	94	43	101	96
	20%	19%	29% DE	22%	19%	15%	26% E	20%	24% I	15%	21%	19%
(DK/NS)	51	5	3	1	26	16	0	11	17	22	30	22
	5%	4%	4%	1%	7% F	6% F	-	4%	4%	7%	6%	4%

Thinking of a typical morning breakfast, which of the following are usually included in your breakfast, or do you not usually eat breakfast?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used. * small base

		EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1000	105	220	373	292	215	297	364
Weighted Base	1000	107*	222	369	293	221	299	357
Milk, including with cereal	584 58%	58 55%	130 59%	213 58%	179 61%	126 57%	180 60%	209 59%
Margarine	184 18%	31 29% CD	49 22% D	65 18%	36 12%	53 24% FG	50 17%	59 17%
Yogourt	239 24%	22 20%	46 21%	96 26%	75 26%	57 26%	75 25%	83 23%
Cheese, including cream cheese	204 20%	22 21%	43 20%	75 20%	60 21%	50 23%	60 20%	69 19%
Don't eat breakfast	197 20%	27 26%	49 22%	71 19%	50 17%	50 23%	48 16%	70 20%
(DK/NS)	51 5%	3 3%	10 4%	16 4%	19 7%	10 5%	19 6%	16 5%

Detailed Tables

Do you think you're getting enough Omega-3 in your diet?

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

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	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	267	433	283	464	536
Weighted Base	1000	132	97*	68*	379	247	77*	293	397	294	483	517
Yes	680 68%	92 70%	56 58%	51 75% B	249 66%	172 70% B	59 76% B	188 64%	271 68%	209 71%	327 68%	353 68%
No	249 25%	33 25%	35 36% CDEF	14 20%	93 25%	61 25%	14 18%	83 28% I	101 25%	61 21%	111 23%	138 27%
(DK/NS)	71 7%	8 6%	5 5%	3 5%	37 10%	13 5%	5 6%	23 8%	25 6%	23 8%	45 9% K	26 5%

Do you think you're getting enough Omega-3 in your diet?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used. * small base

		EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1000	105	220	373	292	215	297	364
Weighted Base	1000	107*	222	369	293	221	299	357
Yes	680 68%	60 57%	152 68% A	252 68% A	209 71% A	146 66%	202 68%	254 71%
No	249 25%	35 33% D	51 23%	96 26%	64 22%	62 28%	76 26%	78 22%
(DK/NS)	71 7%	11 10%	19 9%	20 6%	20 7%	13 6%	20 7%	25 7%