

# Detailed Tables

## 1. What type of bread do your kids prefer to eat?

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

\* small base

|                       |            | REGION          |           |                 |                  |                   |                 | GENDER     |            | INCOME         |                  |                 | AGES OF CHILDREN |               |                 |
|-----------------------|------------|-----------------|-----------|-----------------|------------------|-------------------|-----------------|------------|------------|----------------|------------------|-----------------|------------------|---------------|-----------------|
|                       | TOTAL      | BC              | ALB       | SK/MN           | ONT              | QUE               | ATL             | Male       | Female     | <\$30K         | \$30K-<br><\$60K | \$60K +         | 0-5              | 6-12          | 13-17           |
|                       |            | A               | B         | C               | D                | E                 | F               | G          | H          | I              | J                | K               | L                | M             | N               |
| Base: All respondents |            |                 |           |                 |                  |                   |                 |            |            |                |                  |                 |                  |               |                 |
| Unweighted Base       | 1055       | 124             | 107       | 75              | 392              | 265               | 92              | 499        | 556        | 163            | 284              | 499             | 410              | 506           | 409             |
| Weighted Base         | 1041       | 126             | 104       | 74*             | 385              | 260               | 92*             | 499        | 542        | 164            | 286              | 485             | 426              | 494           | 382             |
| White                 | 451<br>43% | 43<br>34%       | 46<br>45% | 34<br>46%       | 161<br>42%       | 117<br>45%        | 50<br>54%<br>AD | 214<br>43% | 237<br>44% | 92<br>56%<br>K | 136<br>48%<br>K  | 177<br>37%      | 174<br>41%       | 233<br>47%    | 190<br>50%<br>L |
| Whole Wheat           | 294<br>28% | 43<br>34%<br>E  | 31<br>30% | 18<br>25%       | 129<br>33%<br>EF | 53<br>20%         | 21<br>22%       | 142<br>28% | 153<br>28% | 40<br>25%      | 82<br>29%        | 150<br>31%      | 125<br>29%       | 141<br>29%    | 90<br>24%       |
| Multi-grain           | 122<br>12% | 21<br>17%<br>BD | 6<br>6%   | 7<br>10%        | 35<br>9%         | 43<br>16%<br>BD   | 10<br>11%       | 54<br>11%  | 69<br>13%  | 9<br>5%        | 25<br>9%         | 75<br>15%<br>IJ | 54<br>13%        | 50<br>10%     | 45<br>12%       |
| Italian               | 58<br>6%   | 6<br>5%         | 3<br>2%   | 0<br>-          | 21<br>6%<br>C    | 26<br>10%<br>BCDF | 2<br>2%         | 27<br>5%   | 31<br>6%   | 5<br>3%        | 17<br>6%         | 26<br>5%        | 16<br>4%         | 26<br>5%      | 30<br>8%<br>L   |
| No preference         | 42<br>4%   | 3<br>3%         | 8<br>8%   | 5<br>6%         | 15<br>4%         | 9<br>4%           | 2<br>2%         | 26<br>5%   | 17<br>3%   | 8<br>5%        | 7<br>2%          | 24<br>5%        | 31<br>7%<br>MN   | 9<br>2%       | 8<br>2%         |
| Other                 | 44<br>4%   | 4<br>3%         | 6<br>5%   | 8<br>11%<br>ADE | 17<br>4%         | 6<br>2%           | 3<br>4%         | 21<br>4%   | 23<br>4%   | 3<br>2%        | 13<br>4%         | 22<br>4%        | 10<br>2%         | 28<br>6%<br>L | 17<br>4%        |
| DK/NS                 | 29<br>3%   | 5<br>4%         | 5<br>4%   | 2<br>2%         | 7<br>2%          | 7<br>3%           | 4<br>5%         | 16<br>3%   | 14<br>3%   | 7<br>4%        | 7<br>3%          | 10<br>2%        | 16<br>4%<br>MN   | 7<br>1%       | 3<br>1%         |

# Detailed Tables

## 2. Why do you think your kids prefer to eat white bread?

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

\* small base

|                                                                          |            | REGION        |                |                |                |                 |                | GENDER    |                | INCOME         |                  |           | AGES OF CHILDREN |           |                 |
|--------------------------------------------------------------------------|------------|---------------|----------------|----------------|----------------|-----------------|----------------|-----------|----------------|----------------|------------------|-----------|------------------|-----------|-----------------|
|                                                                          | TOTAL      | BC            | ALB            | SK/MN          | ONT            | QUE             | ATL            | Male      | Female         | <\$30K         | \$30K-<br><\$60K | \$60K +   | 0-5              | 6-12      | 13-17           |
|                                                                          |            | A             | B              | C              | D              | E               | F              | G         | H              | I              | J                | K         | L                | M         | N               |
| Base: Prefer white bread                                                 |            |               |                |                |                |                 |                |           |                |                |                  |           |                  |           |                 |
| Unweighted Base                                                          | 456        | 41            | 48             | 33             | 165            | 119             | 50             | 213       | 243            | 92             | 133              | 184       | 166              | 236       | 201             |
| Weighted Base                                                            | 451        | 43*           | 46*            | 34*            | 161            | 117             | 50*            | 214       | 237            | 92*            | 136              | 177       | 174              | 233       | 190             |
| Taste                                                                    | 160<br>35% | 18<br>41%     | 16<br>35%      | 13<br>40%      | 60<br>37%      | 36<br>31%       | 16<br>33%      | 69<br>32% | 91<br>38%      | 31<br>33%      | 43<br>31%        | 70<br>39% | 51<br>29%        | 88<br>38% | 80<br>42%<br>L  |
| They were brought up on it/ they've always eaten it/ the only kind of br | 132<br>29% | 10<br>23%     | 6<br>13%       | 13<br>39%<br>B | 41<br>26%      | 45<br>38%<br>BD | 17<br>33%<br>B | 69<br>32% | 62<br>26%      | 31<br>33%      | 37<br>28%        | 49<br>28% | 69<br>40%<br>MN  | 64<br>27% | 40<br>21%       |
| Texture                                                                  | 47<br>10%  | 8<br>18%<br>F | 6<br>13%       | 1<br>3%        | 21<br>13%      | 10<br>8%        | 2<br>4%        | 13<br>6%  | 34<br>14%<br>G | 4<br>4%        | 18<br>13%<br>I   | 20<br>12% | 14<br>8%         | 30<br>13% | 24<br>12%       |
| Kids like it/ they don't like other kinds of bread                       | 34<br>8%   | 4<br>9%       | 8<br>17%<br>E  | 3<br>8%        | 12<br>7%       | 4<br>3%         | 4<br>8%        | 17<br>8%  | 17<br>7%       | 12<br>13%<br>J | 6<br>4%          | 12<br>6%  | 13<br>8%         | 20<br>8%  | 13<br>7%        |
| Look (packaging, colour)                                                 | 21<br>5%   | 0<br>-        | 0<br>-         | 2<br>5%        | 7<br>5%        | 10<br>9%<br>B   | 2<br>4%        | 13<br>6%  | 8<br>4%        | 4<br>4%        | 10<br>8%         | 7<br>4%   | 7<br>4%          | 12<br>5%  | 8<br>4%         |
| Other                                                                    | 50<br>11%  | 4<br>10%      | 1<br>2%        | 2<br>5%        | 19<br>12%      | 22<br>19%<br>BF | 2<br>4%        | 22<br>10% | 28<br>12%      | 11<br>12%      | 17<br>12%        | 19<br>10% | 14<br>8%         | 19<br>8%  | 31<br>16%<br>LM |
| DK/NS                                                                    | 53<br>12%  | 6<br>13%      | 10<br>22%<br>E | 5<br>13%       | 19<br>12%<br>E | 5<br>5%         | 9<br>18%<br>E  | 31<br>15% | 22<br>9%       | 12<br>13%      | 20<br>15%        | 15<br>9%  | 22<br>13%        | 21<br>9%  | 18<br>10%       |

# Detailed Tables

## 3. And, thinking of the nutritional value of different breads, which type of bread would you prefer your kids to eat?

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

\* small base

|                       |            | REGION         |           |                |                 |                 |              | GENDER        |                 | INCOME          |                  |                 | AGES OF CHILDREN |            |               |
|-----------------------|------------|----------------|-----------|----------------|-----------------|-----------------|--------------|---------------|-----------------|-----------------|------------------|-----------------|------------------|------------|---------------|
|                       | TOTAL      | BC             | ALB       | SK/MN          | ONT             | QUE             | ATL          | Male          | Female          | <\$30K          | \$30K-<br><\$60K | \$60K +         | 0-5              | 6-12       | 13-17         |
|                       |            | A              | B         | C              | D               | E               | F            | G             | H               | I               | J                | K               | L                | M          | N             |
| Base: All respondents |            |                |           |                |                 |                 |              |               |                 |                 |                  |                 |                  |            |               |
| Unweighted Base       | 1055       | 124            | 107       | 75             | 392             | 265             | 92           | 499           | 556             | 163             | 284              | 499             | 410              | 506        | 409           |
| Weighted Base         | 1041       | 126            | 104       | 74*            | 385             | 260             | 92*          | 499           | 542             | 164             | 286              | 485             | 426              | 494        | 382           |
| Whole Wheat           | 721<br>69% | 94<br>75%<br>E | 72<br>69% | 55<br>74%      | 272<br>71%<br>E | 163<br>63%      | 65<br>71%    | 352<br>71%    | 369<br>68%      | 105<br>64%      | 197<br>69%       | 352<br>73%<br>I | 303<br>71%       | 333<br>68% | 258<br>67%    |
| Multi-grain           | 160<br>15% | 21<br>17%      | 15<br>15% | 7<br>9%        | 49<br>13%       | 56<br>22%<br>CD | 11<br>12%    | 60<br>12%     | 100<br>18%<br>G | 24<br>15%       | 41<br>14%        | 80<br>17%       | 68<br>16%        | 76<br>15%  | 62<br>16%     |
| White                 | 60<br>6%   | 3<br>3%        | 5<br>4%   | 3<br>4%        | 22<br>6%        | 21<br>8%<br>A   | 7<br>8%      | 34<br>7%      | 26<br>5%        | 21<br>13%<br>JK | 19<br>7%<br>K    | 12<br>2%        | 25<br>6%         | 33<br>7%   | 21<br>5%      |
| Other                 | 57<br>5%   | 3<br>3%        | 7<br>6%   | 8<br>10%<br>AF | 25<br>7%<br>F   | 13<br>5%        | 1<br>1%      | 28<br>6%      | 29<br>5%        | 5<br>3%         | 22<br>8%         | 25<br>5%        | 21<br>5%         | 33<br>7%   | 26<br>7%      |
| No preference         | 33<br>3%   | 4<br>3%        | 3<br>3%   | 2<br>2%        | 13<br>3%        | 5<br>2%         | 6<br>7%<br>E | 21<br>4%<br>H | 11<br>2%        | 6<br>4%         | 7<br>2%          | 11<br>2%        | 6<br>2%          | 13<br>3%   | 15<br>4%<br>L |
| DK/NS                 | 11<br>1%   | 0<br>-         | 3<br>3%   | 0<br>-         | 5<br>1%         | 2<br>1%         | 1<br>1%      | 4<br>1%       | 7<br>1%         | 2<br>1%         | 1<br>0           | 5<br>1%         | 3<br>1%          | 5<br>1%    | 2<br>0        |

# Detailed Tables

## 4. If there was a white bread with the nutritional value of whole wheat or multigrain bread, how likely would you be to buy it for your family?

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

\* small base

|                       |            | REGION         |                |                |                 |                |                   | GENDER     |            | INCOME          |                  |                  | AGES OF CHILDREN |            |            |
|-----------------------|------------|----------------|----------------|----------------|-----------------|----------------|-------------------|------------|------------|-----------------|------------------|------------------|------------------|------------|------------|
|                       | TOTAL      | BC             | ALB            | SK/MN          | ONT             | QUE            | ATL               | Male       | Female     | <\$30K          | \$30K-<br><\$60K | \$60K +          | 0-5              | 6-12       | 13-17      |
|                       |            | A              | B              | C              | D               | E              | F                 | G          | H          | I               | J                | K                | L                | M          | N          |
| Base: All respondents |            |                |                |                |                 |                |                   |            |            |                 |                  |                  |                  |            |            |
| Unweighted Base       | 1055       | 124            | 107            | 75             | 392             | 265            | 92                | 499        | 556        | 163             | 284              | 499              | 410              | 506        | 409        |
| Weighted Base         | 1041       | 126            | 104            | 74*            | 385             | 260            | 92*               | 499        | 542        | 164             | 286              | 485              | 426              | 494        | 382        |
| Very likely           | 412<br>40% | 29<br>23%      | 48<br>46%      | 30<br>41%      | 149<br>39%      | 112<br>43%     | 44<br>48%         | 187<br>37% | 225<br>42% | 89<br>54%       | 124<br>43%       | 159<br>33%       | 162<br>38%       | 194<br>39% | 154<br>40% |
| Somewhat likely       | 305<br>29% | 51<br>41%      | 21<br>20%      | 24<br>32%      | 112<br>29%      | 65<br>25%      | 32<br>35%         | 160<br>32% | 145<br>27% | 41<br>25%       | 86<br>30%        | 155<br>32%       | 126<br>29%       | 140<br>28% | 115<br>30% |
| Not very likely       | 147<br>14% | 19<br>15%      | 12<br>12%      | 13<br>18%      | 62<br>16%       | 31<br>12%      | 8<br>9%           | 70<br>14%  | 77<br>14%  | 20<br>12%       | 42<br>15%        | 71<br>15%        | 61<br>14%        | 76<br>15%  | 59<br>15%  |
| Not at all likely     | 164<br>16% | 26<br>20%      | 19<br>18%      | 6<br>8%        | 57<br>15%       | 49<br>19%      | 7<br>8%           | 76<br>15%  | 87<br>16%  | 14<br>9%        | 33<br>11%        | 92<br>19%        | 68<br>16%        | 77<br>16%  | 52<br>14%  |
| DK/NS                 | 14<br>1%   | 1<br>1%        | 4<br>4%        | 0<br>-         | 6<br>2%         | 3<br>1%        | 0<br>-            | 6<br>1%    | 8<br>1%    | 1<br>1%         | 1<br>0           | 9<br>2%          | 9<br>2%          | 7<br>1%    | 3<br>1%    |
| Summary               |            |                |                |                |                 |                |                   |            |            |                 |                  |                  |                  |            |            |
| Top2Box [Likely]      | 717<br>69% | 80<br>64%      | 69<br>66%      | 54<br>74%      | 260<br>68%      | 177<br>68%     | 76<br>83%<br>ABDE | 347<br>70% | 370<br>68% | 129<br>79%<br>K | 210<br>74%<br>K  | 314<br>65%       | 288<br>68%       | 334<br>68% | 269<br>70% |
| Low2Box [Not Likely]  | 310<br>30% | 45<br>35%<br>F | 31<br>30%<br>F | 20<br>26%<br>F | 119<br>31%<br>F | 80<br>31%<br>F | 16<br>17%         | 146<br>29% | 164<br>30% | 34<br>21%       | 75<br>26%        | 162<br>33%<br>IJ | 129<br>30%       | 153<br>31% | 110<br>29% |

# Detailed Tables

## 5. Which of the following types of sandwiches does your child most prefer to eat?

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

\* small base

|                       |            | REGION         |              |                 |                 |                |                | GENDER         |                | INCOME         |                  |               | AGES OF CHILDREN |                |                |
|-----------------------|------------|----------------|--------------|-----------------|-----------------|----------------|----------------|----------------|----------------|----------------|------------------|---------------|------------------|----------------|----------------|
|                       | TOTAL      | BC             | ALB          | SK/MN           | ONT             | QUE            | ATL            | Male           | Female         | <\$30K         | \$30K-<br><\$60K | \$60K +       | 0-5              | 6-12           | 13-17          |
|                       |            | A              | B            | C               | D               | E              | F              | G              | H              | I              | J                | K             | L                | M              | N              |
| Base: All respondents |            |                |              |                 |                 |                |                |                |                |                |                  |               |                  |                |                |
| Unweighted Base       | 1055       | 124            | 107          | 75              | 392             | 265            | 92             | 499            | 556            | 163            | 284              | 499           | 410              | 506            | 409            |
| Weighted Base         | 1041       | 126            | 104          | 74*             | 385             | 260            | 92*            | 499            | 542            | 164            | 286              | 485           | 426              | 494            | 382            |
| Grilled cheese        | 393<br>38% | 53<br>42%<br>E | 40<br>39%    | 36<br>48%<br>EF | 157<br>41%<br>E | 78<br>30%      | 29<br>31%      | 183<br>37%     | 210<br>39%     | 57<br>35%      | 109<br>38%       | 194<br>40%    | 166<br>39%       | 184<br>37%     | 148<br>39%     |
| Peanut Butter & Jelly | 220<br>21% | 30<br>24%      | 21<br>20%    | 13<br>18%       | 81<br>21%       | 49<br>19%      | 26<br>28%      | 106<br>21%     | 114<br>21%     | 34<br>21%      | 60<br>21%        | 107<br>22%    | 95<br>22%        | 110<br>22%     | 66<br>17%      |
| Tuna                  | 142<br>14% | 14<br>12%      | 15<br>14%    | 6<br>8%         | 52<br>13%       | 38<br>15%      | 16<br>18%      | 54<br>11%      | 88<br>16%<br>G | 23<br>14%      | 39<br>14%        | 66<br>14%     | 48<br>11%        | 65<br>13%      | 67<br>17%<br>L |
| Bologna               | 137<br>13% | 7<br>6%        | 11<br>11%    | 12<br>17%<br>A  | 48<br>12%<br>A  | 45<br>17%<br>A | 13<br>14%<br>A | 78<br>16%<br>H | 60<br>11%      | 25<br>15%      | 42<br>15%        | 53<br>11%     | 52<br>12%        | 89<br>18%<br>L | 51<br>13%      |
| Other                 | 74<br>7%   | 8<br>6%<br>F   | 6<br>6%<br>F | 4<br>5%<br>F    | 27<br>7%<br>F   | 29<br>11%<br>F | 0<br>-<br>F    | 39<br>8%       | 36<br>7%       | 17<br>10%<br>K | 20<br>7%         | 28<br>6%      | 21<br>5%         | 36<br>7%<br>L  | 36<br>9%<br>L  |
| None                  | 25<br>2%   | 2<br>2%        | 5<br>4%      | 2<br>2%         | 5<br>1%         | 11<br>4%<br>D  | 1<br>1%        | 12<br>2%       | 13<br>2%       | 1<br>1%        | 3<br>1%          | 17<br>3%<br>J | 16<br>4%<br>M    | 5<br>1%        | 7<br>2%        |
| DK/NS                 | 49<br>5%   | 11<br>8%<br>D  | 6<br>6%      | 2<br>3%         | 14<br>4%        | 10<br>4%       | 7<br>7%        | 27<br>5%       | 23<br>4%       | 6<br>4%        | 12<br>4%         | 21<br>4%      | 29<br>7%<br>MN   | 5<br>1%        | 7<br>2%        |