

## Detailed Tables

### 1. When do you find it the hardest to eat healthfully?

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	221	437	319	507	493
Weighted Base	1000	139	96*	67*	385	237	76*	294	378	308	490	510
Breakfast	206 21%	37 26% E	24 25% E	13 20%	82 21%	35 15%	15 20%	66 22%	87 23% I	48 16%	116 24% K	91 18%
Lunch	165 16%	16 11%	12 12%	7 11%	48 13%	68 29% ABCD	13 18%	47 16%	72 19% I	41 13%	90 18%	75 15%
Dinner	146 15%	16 12%	5 5%	16 23% AB	57 15% B	39 16% B	13 17% B	47 16%	45 12%	53 17% H	74 15%	72 14%
Snacks	237 24%	36 26% E	34 36% CE	12 18%	103 27% E	31 13%	21 28% E	77 26%	91 24%	67 22%	84 17% J	153 30%
Always	70 7%	8 6%	10 10%	5 8%	32 8%	12 5%	3 4%	27 9%	22 6%	18 6%	39 8%	32 6%
Never	168 17%	26 19%	12 12%	13 19%	60 16%	49 21%	8 11%	30 10%	58 15%	76 25% GH	81 17%	87 17%
Don't know/Refused	7 1%	1 1%	0 -	0 -	3 1%	2 1%	2 2%	0 -	2 0	4 1%	6 1%	1 0

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### 1. When do you find it the hardest to eat healthfully?

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

	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	802	198	115	175	391	313	177	277	428
Weighted Base	1000	799	201	114	178	388	315	182	278	425
Breakfast	206 21%	158 20%	48 24%	34 30% EF	49 28% EF	76 20%	47 15%	41 23%	57 21%	86 20%
Lunch	165 16%	136 17%	29 14%	23 21% D	21 12%	59 15%	60 19% D	24 13%	49 18%	74 17%
Dinner	146 15%	115 14%	31 15%	18 16%	32 18%	55 14%	41 13%	29 16%	42 15%	62 15%
Snacks	237 24%	184 23%	54 27%	16 14%	25 14%	101 26% CD	93 29% CD	35 19%	71 26%	105 25%
Always	70 7%	61 8%	9 5%	11 10%	17 10%	26 7%	16 5%	27 15% HI	13 5%	18 4%
Never	168 17%	139 17%	29 14%	10 9%	34 19% C	68 18% C	57 18% C	24 13%	43 15%	79 19%
Don't know/Refused	7 1%	6 1%	1 0	1 1%	1 1%	3 1%	2 1%	3 1%	3 1%	1 0

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**2A. As you may know, studies have shown that incorporating soy protein into your diet may reduce the risk of heart disease, lower cholesterol, and promote overall long term health. Do you currently incorporate soy protein into your diet on a regular basis?**

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	221	437	319	507	493
Weighted Base	1000	139	96*	67*	385	237	76*	294	378	308	490	510
Yes	292 29%	47 34% C	27 28%	13 19%	119 31%	71 30%	15 20%	79 27%	104 28%	101 33%	129 26%	162 32%
No	701 70%	92 66%	69 72%	51 77%	262 68%	165 69%	61 80%	214 73%	270 71%	205 67%	353 72%	348 68%
Don't know/Refused	8 1%	0 -	0 -	3 4% A	3 1%	2 1%	0 -	2 1%	4 1%	2 1%	8 2% K	0 -

**2A. As you may know, studies have shown that incorporating soy protein into your diet may reduce the risk of heart disease, lower cholesterol, and promote overall long term health. Do you currently incorporate soy protein into your diet on a regular basis?**

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

	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	802	198	115	175	391	313	177	277	428
Weighted Base	1000	799	201	114	178	388	315	182	278	425
Yes	292 29%	236 30%	56 28%	35 31%	47 26%	101 26%	107 34% E	55 30%	83 30%	112 26%
No	701 70%	560 70%	141 70%	79 69%	128 72%	284 73% F	207 66%	126 69%	193 70%	310 73%
Don't know/Refused	8 1%	4 0	4 2% A	0 -	3 2%	3 1%	2 1%	1 0	2 1%	3 1%

## Detailed Tables

### 2B. Which of the following reasons best explains why you don't currently incorporate soy protein into your diet?

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
MULTIPLE MENTIONS												
Base: Don't incorporate soy protein into diet on a regular basis												
Unweighted Base	700	90	71	52	258	171	58	162	311	213	361	339
Weighted Base	701	92*	69*	51*	262	165	61*	214	270	205	353	348
I'm not familiar with soy protein	177 25%	15 17%	11 16%	14 27%	47 18%	67 41% ABD	23 37% ABD	53 25%	70 26%	51 25%	91 26%	86 25%
I don't like the taste of soy protein	128 18%	18 20%	15 22%	9 18%	57 22% E	19 12%	10 16%	35 17%	43 16%	46 23%	59 17%	69 20%
I don't know how to incorporate it into my daily diet	94 13%	15 16%	9 13%	3 7%	32 12%	27 17%	6 11%	26 12%	34 13%	33 16%	41 12%	53 15%
I don't know how much soy protein I should eat	32 5%	9 9% BC	1 1%	0 -	11 4%	9 5%	3 4%	12 6%	9 3%	11 5%	13 4%	20 6%
I get enough protein from other sources	192 27%	34 37% F	17 24%	14 27%	75 28%	41 25%	12 20%	57 27%	73 27%	56 27%	102 29%	90 26%
I'm just not interested	140 20%	23 25% D	14 20%	14 27% D	37 14%	38 23% D	15 24%	44 21%	51 19%	45 22%	73 21%	68 19%
None of the above	30 4%	5 5%	4 6%	3 6%	12 4%	5 3%	2 3%	8 4%	13 5%	9 4%	9 2%	22 6% J
Don't know/Refused	4 1%	1 2%	0 -	0 -	1 0	2 1%	0 -	3 1%	0 -	2 1%	3 1%	1 0

## Detailed Tables

### 2B. Which of the following reasons best explains why you don't currently incorporate soy protein into your diet?

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
MULTIPLE MENTIONS										
Base: Don't incorporate soy protein into diet on a regular basis										
Unweighted Base	700	563	137	80	125	286	205	124	192	308
Weighted Base	701	560	141	79*	128	284	207	126	193	310
I'm not familiar with soy protein	177 25%	141 25%	36 26%	35 44% DEF	36 28%	65 23%	40 20%	42 34% I	50 26%	66 21%
I don't like the taste of soy protein	128 18%	106 19%	23 16%	10 13%	23 18%	47 16%	47 23%	22 18%	31 16%	56 18%
I don't know how to incorporate it into my daily diet	94 13%	75 13%	19 13%	15 19%	17 13%	32 11%	30 15%	15 12%	31 16%	42 14%
I don't know how much soy protein I should eat	32 5%	28 5%	4 3%	6 8%	9 7%	9 3%	7 4%	10 8% H	4 2%	14 5%
I get enough protein from other sources	192 27%	158 28%	33 24%	21 27%	27 21%	81 28%	63 31%	23 19% G	58 30% G	94 30% G
I'm just not interested	140 20%	106 19%	35 25%	15 18%	28 22%	53 19%	45 22%	27 21%	39 20%	61 20%
None of the above	30 4%	28 5%	2 1%	0 -	6 5%	12 4%	12 6% C	9 7%	10 5%	10 3%
Don't know/Refused	4 1%	4 1%	0 -	2 3% F	0 -	2 1%	0 -	1 1%	1 0	1 0

## Detailed Tables

3. 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: 1) Comfort foods like macaroni and cheese or pizza are real weaknesses for me ?

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	221	437	319	507	493
Weighted Base	1000	139	96*	67*	385	237	76*	294	378	308	490	510
Strongly agree	172 17%	18 13%	19 20%	9 13%	65 17%	38 16%	23 31% ACDE	73 25% HI	57 15%	41 13%	97 20% K	75 15%
Somewhat agree	227 23%	29 21%	20 21%	19 28% F	102 27% EF	46 20%	9 12%	73 25% I	101 27% I	51 16%	124 25%	103 20%
Somewhat disagree	270 27%	42 30%	23 24%	18 26%	89 23%	76 32% D	23 30%	72 24%	117 31% I	73 24%	135 27%	135 26%
Strongly disagree	332 33%	51 36%	34 35%	21 32%	129 33%	77 33%	21 27%	76 26%	104 27%	143 47% GH	134 27%	198 39% J
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	398 40%	47 34%	40 41%	28 42%	167 43%	84 36%	32 43%	147 50% I	158 42% I	92 30%	221 45% K	177 35%
Disagree (Low2Box)	602 60%	92 66%	57 59%	39 58%	218 57%	153 64%	43 57%	147 50%	220 58%	216 70% GH	269 55%	333 65% J

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3. 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: 1) Comfort foods like macaroni and cheese or pizza are real weaknesses for me ?

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

	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	802	198	115	175	391	313	177	277	428
Weighted Base	1000	799	201	114	178	388	315	182	278	425
Strongly agree	172 17%	138 17%	34 17%	28 25% EF	35 19%	63 16%	43 14%	41 22% H	37 13%	72 17%
Somewhat agree	227 23%	181 23%	45 23%	24 21%	36 20%	98 25%	68 22%	42 23%	63 23%	102 24%
Somewhat disagree	270 27%	216 27%	53 27%	26 23%	49 27%	96 25%	98 31%	46 25%	80 29%	112 26%
Strongly disagree	332 33%	263 33%	69 34%	35 31%	58 33%	131 34%	105 33%	54 29%	98 35%	139 33%
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	398 40%	319 40%	79 39%	53 46% F	71 40%	161 41%	111 35%	83 45%	100 36%	174 41%
Disagree (Low2Box)	602 60%	480 60%	122 61%	61 54%	107 60%	227 59%	204 65% C	99 55%	178 64%	251 59%

## Detailed Tables

3. 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: 2) Finding the time to prepare and eat healthy meals is a priority for me ?

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	221	437	319	507	493
Weighted Base	1000	139	96*	67*	385	237	76*	294	378	308	490	510
Strongly agree	456 46%	69 49%	46 48%	31 46%	177 46%	103 43%	30 39%	127 43%	169 45%	151 49%	196 40%	260 51% J
Somewhat agree	364 36%	46 33%	35 36%	15 23%	134 35%	102 43%	33 43%	122 41%	149 39%	87 28%	195 40%	169 33%
Somewhat disagree	123 12%	20 14%	8 9%	16 23% BDE	47 12%	24 10%	8 11%	37 12%	42 11%	41 13%	71 14%	52 10%
Strongly disagree	55 6%	5 3%	6 6%	5 8%	27 7%	8 3%	5 7%	9 3%	19 5%	27 9%	26 5%	29 6%
Don't know/Refused	2 0	0 -	1 1%	0 -	0 -	1 0	0 -	0 -	0 -	2 1%	2 0	0 -
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	820 82%	115 82%	82 85%	46 69%	311 81%	205 86%	62 82%	248 84%	318 84%	239 77%	391 80%	429 84%
Disagree (Low2Box)	178 18%	25 18%	14 14%	21 31% ABDE	74 19%	32 13%	13 18%	46 16%	60 16%	68 22% H	97 20%	81 16%



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3. 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: 2) Finding the time to prepare and eat healthy meals is a priority for me ?

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

	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	802	198	115	175	391	313	177	277	428
Weighted Base	1000	799	201	114	178	388	315	182	278	425
Strongly agree	456 46%	369 46%	87 43%	46 40%	83 46%	176 45%	148 47%	84 46%	126 45%	192 45%
Somewhat agree	364 36%	277 35%	87 43% A	44 39%	59 33%	147 38%	112 36%	61 34%	107 38%	157 37%
Somewhat disagree	123 12%	105 13%	18 9%	15 13%	22 13%	43 11%	42 13%	22 12%	33 12%	50 12%
Strongly disagree	55 6%	46 6%	9 5%	8 7%	14 8%	20 5%	13 4%	14 8%	12 4%	26 6%
Don't know/Refused	2 0	2 0	0 -	0 -	0 -	2 0	0 -	1 1%	1 0	0 -
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	820 82%	646 81%	174 87%	90 79%	142 80%	322 83%	260 83%	145 80%	233 84%	350 82%
Disagree (Low2Box)	178 18%	151 19%	27 13%	24 21%	36 20%	64 16%	55 17%	36 20%	45 16%	75 18%

## Detailed Tables

3. 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: 3) I'd like to incorporate more fibre into my diet, 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	221	437	319	507	493
Weighted Base	1000	139	96*	67*	385	237	76*	294	378	308	490	510
Strongly agree	137 14%	9 6%	16 16% A	10 15% A	58 15% A	35 15% A	10 13%	41 14%	44 12%	49 16%	62 13%	76 15%
Somewhat agree	270 27%	39 28%	28 29%	19 29%	101 26%	66 28%	18 23%	87 29%	110 29% I	69 23%	147 30% K	124 24%
Somewhat disagree	303 30%	43 31%	24 25%	19 28%	103 27%	88 37% BD	26 34%	95 32%	122 32%	80 26%	142 29%	161 32%
Strongly disagree	280 28%	49 35% E	28 29%	18 27%	117 30% E	46 20%	23 30%	69 24%	102 27%	103 34% G	135 28%	145 28%
Don't know/Refused	9 1%	0 -	1 1%	0 -	6 1%	3 1%	0 -	3 1%	1 0	6 2% H	4 1%	5 1%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	408 41%	47 34%	44 45%	30 44%	159 41%	100 42%	28 36%	128 43%	154 41%	119 39%	208 43%	199 39%
Disagree (Low2Box)	583 58%	92 66%	52 54%	37 56%	220 57%	134 57%	48 64%	164 56%	224 59%	184 60%	277 57%	306 60%

## Detailed Tables

3. 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: 3) I'd like to incorporate more fibre into my diet, but I find it difficult to do so ?

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

	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	802	198	115	175	391	313	177	277	428
Weighted Base	1000	799	201	114	178	388	315	182	278	425
Strongly agree	137 14%	114 14%	24 12%	30 27% EF	33 19% EF	43 11%	31 10%	36 20% I	35 13%	47 11%
Somewhat agree	270 27%	218 27%	53 26%	30 27%	66 37% EF	104 27%	67 21%	61 33% I	80 29%	100 23%
Somewhat disagree	303 30%	240 30%	63 32%	30 26%	37 21%	126 33% D	109 35% D	39 22% G	94 34% G	143 34% G
Strongly disagree	280 28%	221 28%	60 30%	23 21%	38 22%	113 29%	103 33% CD	45 25%	66 24% G	131 31% G
Don't know/Refused	9 1%	8 1%	1 1%	0 -	3 2%	2 0	4 1%	2 1%	2 1%	4 1%
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	408 41%	331 41%	76 38%	61 53% EF	100 56% EF	147 38%	98 31%	96 53% HI	115 41%	147 35%
Disagree (Low2Box)	583 58%	460 58%	123 61%	53 47%	75 42%	239 62% CD	213 67% CD	84 46%	161 58% G	273 64% G

## Detailed Tables

3. 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: 4) Incorporating sodium-reduced foods into my diet is important to me ?

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	221	437	319	507	493
Weighted Base	1000	139	96*	67*	385	237	76*	294	378	308	490	510
Strongly agree	411 41%	64 46%	40 41%	25 38%	140 36%	103 44%	38 51% D	100 34%	132 35%	170 55% GH	182 37%	229 45% J
Somewhat agree	271 27%	30 22%	26 27%	20 31%	104 27%	71 30%	19 25%	71 24%	134 35% GI	61 20%	135 28%	136 27%
Somewhat disagree	208 21%	28 20%	18 19%	14 21%	90 23%	44 18%	14 19%	87 30% HI	73 19%	43 14%	112 23%	96 19%
Strongly disagree	101 10%	17 12%	10 10%	5 8%	47 12%	18 8%	4 6%	33 11%	37 10%	29 9%	52 11%	49 10%
Don't know/Refused	10 1%	0 -	3 3%	1 2%	5 1%	1 0	0 -	2 1%	2 0	5 2%	9 2% K	1 0
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	681 68%	95 68%	66 68%	45 68%	244 63%	175 74% D	57 76%	171 58%	267 70% G	231 75% G	317 65%	364 71% J
Disagree (Low2Box)	309 31%	45 32%	28 29%	20 29%	136 35% E	62 26%	19 24%	121 41% HI	110 29%	72 23%	164 34%	145 28%

## Detailed Tables

3. 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: 4) Incorporating sodium-reduced foods into my diet is important to me ?

Proportions/Mean: 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	1000	802	198	115	175	391	313	177	277	428
Weighted Base	1000	799	201	114	178	388	315	182	278	425
Strongly agree	411 41%	323 40%	88 44%	49 43%	72 40%	157 41%	129 41%	84 46%	109 39%	162 38%
Somewhat agree	271 27%	214 27%	56 28%	26 23%	49 28%	104 27%	91 29%	38 21%	90 32%	121 28%
Somewhat disagree	208 21%	163 20%	45 22%	23 20%	37 21%	84 22%	63 20%	40 22%	53 19%	96 22%
Strongly disagree	101 10%	89 11%	12 6%	13 12%	19 11%	38 10%	31 10%	18 10%	24 9%	45 11%
Don't know/Refused	10 1%	10 1%	0 -	2 2%	1 1%	5 1%	2 1%	2 1%	2 1%	1 0
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	681 68%	537 67%	144 72%	75 66%	121 68%	261 67%	220 70%	122 67%	199 72%	283 67%
Disagree (Low2Box)	309 31%	252 32%	57 28%	36 32%	56 32%	122 31%	94 30%	58 32%	77 28%	141 33%

## Detailed Tables

3. 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: 5) I find it easier to make healthy choices when products clearly indicate their health benefits ?

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	221	437	319	507	493
Weighted Base	1000	139	96*	67*	385	237	76*	294	378	308	490	510
Strongly agree	498 50%	59 42%	51 53%	34 52%	202 53%	110 46%	41 53%	140 48%	181 48%	165 53%	245 50%	253 50%
Somewhat agree	319 32%	56 40%	28 29%	20 30%	109 28%	80 34%	26 35%	97 33%	126 33%	93 30%	146 30%	172 34%
Somewhat disagree	113 11%	15 11%	13 14%	7 11%	44 12%	29 12%	4 5%	41 14%	44 12%	25 8%	61 12%	53 10%
Strongly disagree	66 7%	9 6%	3 3%	3 5%	29 7%	17 7%	5 7%	15 5%	27 7%	22 7%	35 7%	31 6%
Don't know/Refused	4 0	0 -	1 1%	2 2%	1 0	1 0	0 -	0 -	0 -	4 1%	3 1%	1 0
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	816 82%	115 82%	79 82%	54 82%	311 81%	190 80%	67 88%	237 81%	307 81%	257 83%	391 80%	425 83%
Disagree (Low2Box)	180 18%	24 18%	16 17%	10 16%	73 19%	46 19%	9 12%	57 19%	71 19%	47 15%	95 19%	84 16%

## Detailed Tables

3. 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: 5) I find it easier to make healthy choices when products clearly indicate their health benefits ?

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

	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	802	198	115	175	391	313	177	277	428
Weighted Base	1000	799	201	114	178	388	315	182	278	425
Strongly agree	498 50%	392 49%	105 53%	51 45%	95 54%	189 49%	158 50%	88 48%	131 47%	213 50%
Somewhat agree	319 32%	255 32%	63 32%	44 38%	49 28%	123 32%	101 32%	60 33%	97 35%	137 32%
Somewhat disagree	113 11%	90 11%	24 12%	12 11%	20 11%	41 11%	40 13%	20 11%	34 12%	46 11%
Strongly disagree	66 7%	58 7%	8 4%	7 6%	13 7%	31 8%	15 5%	13 7%	14 5%	28 7%
Don't know/Refused	4 0	4 1%	0 -	1 1%	0 -	3 1%	1 0	1 1%	2 1%	1 0
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	816 82%	647 81%	169 84%	94 83%	145 81%	312 81%	259 82%	148 81%	229 82%	350 82%
Disagree (Low2Box)	180 18%	148 18%	32 16%	19 16%	33 19%	73 19%	55 18%	33 18%	48 17%	74 17%

## Detailed Tables

3. 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: 6) 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	221	437	319	507	493
Weighted Base	1000	139	96*	67*	385	237	76*	294	378	308	490	510
Strongly agree	217 22%	21 15%	19 19%	14 22%	79 21%	63 26% A	20 27%	64 22%	83 22%	66 21%	121 25% K	95 19%
Somewhat agree	283 28%	37 27%	28 29%	19 28%	106 27%	69 29%	25 33%	83 28%	111 29%	86 28%	140 29%	144 28%
Somewhat disagree	255 26%	37 27%	25 26%	13 20%	97 25%	65 28%	17 23%	85 29% I	105 28% I	60 19%	134 27%	121 24%
Strongly disagree	241 24%	44 31% EF	24 25%	20 30% E	102 27% E	38 16%	13 17%	63 21%	79 21%	92 30% GH	92 19%	149 29% J
Don't know/Refused	4 0	0 -	1 1%	0 -	1 0	2 1%	0 -	0 -	0 -	4 1% H	3 1%	1 0
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	500 50%	58 42%	46 48%	33 50%	185 48%	131 55% A	45 60% A	147 50%	194 51%	152 49%	261 53%	239 47%
Disagree (Low2Box)	496 50%	81 58% EF	49 51%	33 50%	199 52%	104 44%	30 40%	147 50%	185 49%	152 49%	226 46%	270 53% J



## Detailed Tables

3. 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: 6) 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

	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	802	198	115	175	391	313	177	277	428
Weighted Base	1000	799	201	114	178	388	315	182	278	425
Strongly agree	217 22%	175 22%	41 20%	37 32% EF	58 33% EF	79 20% F	41 13%	60 33% HI	54 19%	72 17%
Somewhat agree	283 28%	220 27%	64 32%	37 32%	47 27%	111 29%	88 28%	55 30%	91 33%	114 27%
Somewhat disagree	255 26%	207 26%	48 24%	21 18%	36 20%	100 26%	98 31% CD	28 15%	77 28% G	131 31% G
Strongly disagree	241 24%	193 24%	48 24%	20 17%	34 19%	97 25%	87 28% CD	39 21%	55 20%	107 25%
Don't know/Refused	4 0	4 0	0 -	0 -	2 1%	1 0	1 0	1 1%	1 0	1 0
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	500 50%	395 49%	105 52%	73 64% EF	106 59% EF	190 49% F	129 41%	114 63% HI	145 52% I	186 44%
Disagree (Low2Box)	496 50%	400 50%	96 48%	41 36%	70 39%	197 51% CD	185 59% CDE	66 36%	132 48% G	238 56% GH

## Detailed Tables

3. 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: 7) 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

	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	221	437	319	507	493
Weighted Base	1000	139	96*	67*	385	237	76*	294	378	308	490	510
Strongly agree	270 27%	32 23%	34 35%	16 24%	96 25%	68 29%	24 32%	66 22%	104 27%	95 31% G	137 28%	133 26%
Somewhat agree	315 32%	37 26%	31 32%	20 30%	133 35%	71 30%	24 32%	116 40% HI	105 28%	89 29%	157 32%	159 31%
Somewhat disagree	207 21%	30 22%	18 19%	12 18%	72 19%	64 27% D	11 15%	55 19%	84 22%	65 21%	103 21%	104 20%
Strongly disagree	204 20%	40 29% BE	13 14%	18 27% BE	83 22% E	34 14%	16 21%	57 19%	85 23%	58 19%	91 19%	113 22%
Don't know/Refused	3 0	0 -	1 1%	0 -	1 0	1 0	0 -	0 -	0 -	2 1%	2 0	1 0
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	586 59%	69 49%	64 67% A	36 55%	229 59%	139 59%	49 64%	182 62%	209 55%	184 60%	294 60%	292 57%
Disagree (Low2Box)	412 41%	71 51% BD	31 32%	30 45%	155 40%	97 41%	27 36%	112 38%	169 45%	122 40%	194 40%	217 43%

## Detailed Tables

3. 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: 7) 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

		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	802	198	115	175	391	313	177	277	428
Weighted Base	1000	799	201	114	178	388	315	182	278	425
Strongly agree	270 27%	211 26%	59 29%	50 44% EF	59 33% EF	97 25%	62 20%	71 39% I	85 31% I	85 20%
Somewhat agree	315 32%	244 31%	71 36%	32 28%	68 38%	122 32%	93 29%	59 32%	89 32%	131 31%
Somewhat disagree	207 21%	176 22%	31 16%	16 14%	22 12%	90 23% CD	79 25% CD	28 15%	52 19%	105 25% G
Strongly disagree	204 20%	166 21%	39 19%	16 14%	29 16%	76 20%	81 26% CD	24 13%	51 18%	104 25% G
Don't know/Refused	3 0	3 0	0 -	0 -	0 -	3 1%	0 -	1 1%	1 0	0 -
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	586 59%	455 57%	131 65% A	82 72% EF	127 71% EF	219 56%	155 49%	130 71% I	174 63% I	216 51%
Disagree (Low2Box)	412 41%	341 43%	70 35%	32 28%	51 29%	166 43% CD	160 51% CDE	52 28%	103 37%	209 49% GH

## Detailed Tables

3. 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: 8) 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 - 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	221	437	319	507	493
Weighted Base	1000	139	96*	67*	385	237	76*	294	378	308	490	510
Strongly agree	244 24%	29 21%	22 23%	17 25%	105 27% E	48 20%	23 31%	75 25%	92 24%	72 24%	136 28% K	108 21%
Somewhat agree	292 29%	42 30%	37 38% E	23 34%	110 29%	63 26%	19 25%	80 27%	107 28%	98 32%	157 32%	135 27%
Somewhat disagree	252 25%	36 26%	19 20%	15 23%	82 21%	81 34% BD	20 26%	78 27%	110 29% I	62 20%	118 24%	134 26%
Strongly disagree	204 20%	32 23%	18 19%	11 17%	84 22%	44 19%	14 18%	61 21%	68 18%	70 23%	73 15%	131 26% J
Don't know/Refused	8 1%	1 1%	1 1%	1 1%	4 1%	2 1%	0 -	0 -	2 0	5 2% G	6 1%	2 0
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	536 54%	70 50%	59 61% E	39 59%	215 56% E	111 47%	42 56%	155 53%	199 53%	171 55%	293 60% K	243 48%
Disagree (Low2Box)	456 46%	68 49%	37 38%	27 40%	166 43%	125 53% BD	34 44%	139 47%	178 47%	132 43%	191 39%	265 52% J

## Detailed Tables

3. 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: 8) 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

	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	802	198	115	175	391	313	177	277	428
Weighted Base	1000	799	201	114	178	388	315	182	278	425
Strongly agree	244 24%	202 25%	42 21%	36 31% F	52 29% F	96 25%	58 18%	55 30% I	63 23%	95 22%
Somewhat agree	292 29%	231 29%	62 31%	38 34%	55 31%	112 29%	86 27%	55 30%	78 28%	134 31%
Somewhat disagree	252 25%	195 24%	57 28%	26 23%	38 21%	96 25%	91 29%	46 25%	72 26%	105 25%
Strongly disagree	204 20%	165 21%	39 19%	13 11%	34 19%	82 21% C	76 24% C	26 14%	62 22% G	90 21%
Don't know/Refused	8 1%	7 1%	1 0	1 1%	0 -	3 1%	4 1%	1 0	3 1%	2 0
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	536 54%	432 54%	104 52%	74 65% EF	106 60% F	208 54% F	144 46%	110 60%	141 51%	228 54%
Disagree (Low2Box)	456 46%	360 45%	96 48%	39 34%	71 40%	177 46% C	167 53% CD	72 39%	134 48%	195 46%

## Detailed Tables

3. 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: 9) 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	221	437	319	507	493
Weighted Base	1000	139	96*	67*	385	237	76*	294	378	308	490	510
Strongly agree	227 23%	29 21%	17 18%	13 19%	103 27% E	37 16%	28 37% ABCE	84 29% HI	76 20%	63 20%	119 24%	108 21%
Somewhat agree	367 37%	54 39%	42 44% D	24 37%	123 32%	100 42% D	22 30%	101 34%	157 41% I	104 34%	187 38%	180 35%
Somewhat disagree	231 23%	32 23%	20 21%	15 23%	83 22%	67 28%	13 17%	69 24%	86 23%	72 23%	108 22%	124 24%
Strongly disagree	169 17%	23 16%	16 16%	12 18%	74 19% E	31 13%	13 17%	39 13%	58 15%	66 21% GH	73 15%	96 19%
Don't know/Refused	6 1%	1 1%	1 1%	2 2% D	1 0	2 1%	0 -	1 0	2 0	3 1%	4 1%	3 1%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	593 59%	83 60%	59 62%	37 56%	226 59%	137 58%	50 66%	185 63% I	233 61% I	166 54%	306 62%	288 56%
Disagree (Low2Box)	400 40%	55 40%	36 37%	28 42%	158 41%	98 41%	26 34%	108 37%	144 38%	138 45%	181 37%	220 43%

## Detailed Tables

3. 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: 9) 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

		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	802	198	115	175	391	313	177	277	428
Weighted Base	1000	799	201	114	178	388	315	182	278	425
Strongly agree	227 23%	181 23%	46 23%	33 29%	49 28%	79 20%	64 20%	54 30% I	62 22%	86 20%
Somewhat agree	367 37%	293 37%	74 37%	41 36%	68 38%	147 38%	110 35%	61 33%	103 37%	163 38%
Somewhat disagree	231 23%	188 24%	43 21%	24 21%	35 20%	90 23%	82 26%	40 22%	69 25%	99 23%
Strongly disagree	169 17%	132 17%	37 18%	16 14%	26 14%	68 18%	57 18%	28 15%	41 15%	75 18%
Don't know/Refused	6 1%	5 1%	1 1%	0 -	0 -	4 1%	2 1%	0 -	3 1%	2 0
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	593 59%	473 59%	120 60%	73 65%	117 66% F	226 58%	174 55%	115 63%	166 60%	249 59%
Disagree (Low2Box)	400 40%	321 40%	80 40%	40 35%	61 34%	158 41%	140 44% D	67 37%	110 40%	174 41%

## Detailed Tables

4. Would you say the costs of eating healthfully have increased, decreased, or stayed about the same?

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	221	437	319	507	493
Weighted Base	1000	139	96*	67*	385	237	76*	294	378	308	490	510
Increased	598 60%	79 57%	56 58%	38 58%	232 60%	141 60%	52 68%	180 61%	228 60%	178 58%	270 55%	328 64% J
Decreased	39 4%	5 4%	9 9% DEF	4 6%	13 3%	6 3%	1 1%	10 3%	19 5%	7 2%	23 5%	15 3%
About the same	346 35%	54 39%	26 27%	22 33%	136 35%	84 36%	23 31%	100 34%	129 34%	113 37%	185 38% K	161 31%
Don't know/Refused	18 2%	1 1%	6 6% ADF	2 3%	4 1%	5 2%	0 -	5 2%	3 1%	10 3% H	12 2%	7 1%

4. Would you say the costs of eating healthfully have increased, decreased, or stayed about the same?

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	1000	802	198	115	175	391	313	177	277	428
Weighted Base	1000	799	201	114	178	388	315	182	278	425
Increased	598 60%	467 58%	130 65%	69 61%	114 64% F	246 63% F	167 53%	116 64% I	178 64% I	232 55%
Decreased	39 4%	35 4%	4 2%	3 3%	4 2%	11 3%	19 6% E	8 4%	6 2%	19 4%
About the same	346 35%	283 35%	62 31%	36 32%	57 32%	126 32%	125 40%	53 29%	90 32%	169 40% G
Don't know/Refused	18 2%	14 2%	5 2%	5 4% E	3 2%	5 1%	5 1%	5 3%	4 2%	5 1%



## Detailed Tables

5. Finally, what ONE food can you not live without?

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	221	437	319	507	493
Weighted Base	1000	139	96*	67*	385	237	76*	294	378	308	490	510
MEAT (NET)	215 22%	24 17%	21 22%	22 33% AEF	92 24%	45 19%	12 16%	65 22%	82 22%	63 20%	146 30% K	69 14%
- Meat	94 9%	8 5%	5 5%	11 17% ABE	43 11%	19 8%	9 12%	20 7%	39 10%	31 10%	61 12% K	34 7%
- Beef	38 4%	9 7%	4 4%	1 1%	12 3%	11 5%	1 1%	12 4%	17 5%	8 3%	31 6% K	7 1%
- Chicken	37 4%	2 1%	6 6%	8 12% ADEF	12 3%	7 3%	2 2%	12 4%	16 4%	8 3%	19 4%	17 3%
- Steak	25 3%	5 3%	2 2%	2 3%	16 4% E	2 1%	0 -	14 5% H	4 1%	7 2%	21 4% K	4 1%
- Fish	21 2%	1 1%	4 4%	0 -	9 2%	6 2%	1 1%	6 2%	5 1%	8 3%	13 3%	7 1%
CARBS (NET)	212 21%	24 17%	24 25%	10 16%	76 20%	52 22%	26 34% ACDE	51 17%	85 22%	74 24%	92 19%	120 24%
- Bread	96 10%	12 9%	14 14%	4 6%	32 8%	20 9%	15 19% ACDE	15 5%	38 10% G	41 13% G	36 7%	61 12% J
- Pasta	45 4%	4 3%	3 3%	3 5%	17 4%	15 6%	2 2%	17 6% I	23 6% I	5 2%	25 5%	20 4%
- Potatoes	35 4%	3 2%	3 3%	2 3%	15 4%	7 3%	6 8%	7 2%	11 3%	17 6%	18 4%	17 3%
- Rice	19 2%	2 1%	5 5% E	0 -	8 2%	2 1%	3 3%	9 3% I	9 2% I	1 0%	7 2%	12 2%
- Cereal	17 2%	3 2%	0 -	1 2%	4 1%	7 3%	1 2%	4 1%	4 1%	9 3%	7 1%	10 2%

## Detailed Tables

### 5. Finally, what ONE food can you not live without?

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
JUNK FOOD (NET)	137 14%	21 15%	14 15%	7 11%	65 17%	20 8%	11 14%	58 20%	53 14%	26 8%	54 11%	83 16%
- Chocolate	67 7%	18 13%	6 7%	3 4%	28 7%	7 3%	5 7%	23 8%	24 6%	20 7%	13 3%	54 11%
- Pizza	39 4%	2 1%	6 6%	3 4%	20 5%	5 2%	3 5%	22 7%	16 4%	2 1%	28 6%	11 2%
- Potato chips/ french fries	21 2%	1 1%	1 1%	1 2%	12 3%	4 2%	2 2%	11 4%	8 2%	2 1%	10 2%	11 2%
- Candy/ sugar/ sweets	10 1%	0 -	1 1%	1 2%	4 1%	3 1%	1 1%	2 1%	6 1%	2 1%	4 1%	6 1%
DAIRY PRODUCTS (NET)	126 13%	20 14%	14 14%	6 8%	41 11%	38 16%	8 10%	44 15%	47 13%	34 11%	50 10%	76 15%
- Cheese	63 6%	10 7%	10 11%	1 2%	20 5%	15 7%	6 8%	25 8%	26 7%	12 4%	28 6%	35 7%
- Milk	52 5%	10 7%	3 3%	4 6%	14 4%	20 8%	2 2%	15 5%	20 5%	16 5%	16 3%	36 7%
- Ice cream	11 1%	1 1%	1 1%	0 -	7 2%	2 1%	0 -	4 1%	1 0	6 2%	6 1%	5 1%
FRUITS AND VEGETABLES (NET)	120 12%	15 11%	7 8%	9 14%	42 11%	41 17%	5 7%	33 11%	35 9%	47 15%	43 9%	77 15%
- Fruit	76 8%	13 9%	4 4%	6 9%	25 6%	25 10%	3 4%	24 8%	22 6%	28 9%	27 6%	49 10%
- Vegetables	43 4%	2 2%	3 3%	3 4%	17 4%	17 7%	2 2%	9 3%	13 3%	19 6%	16 3%	28 5%
BEVERAGES (NET)	49 5%	10 7%	4 4%	0 -	18 5%	14 6%	3 4%	18 6%	16 4%	12 4%	26 5%	24 5%
- Coffee	26 3%	6 5%	4 4%	0 -	8 2%	6 2%	2 2%	10 3%	7 2%	8 2%	11 2%	15 3%

## Detailed Tables

### 5. Finally, what ONE food can you not live without?

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
- Water	13 1%	2 2%	0 -	0 -	7 2%	2 1%	2 2%	3 1%	6 2%	2 1%	7 1%	6 1%
- Alcoholic beverages	11 1%	1 1%	0 -	0 -	3 1%	7 3%	0 -	5 2%	3 1%	2 1%	7 1%	3 1%
OTHER RESPONSES												
Peanut butter	14 1%	2 1%	0 -	2 2%	9 2%	2 1%	0 -	1 0	8 2%	5 2%	8 2%	6 1%
Nothing	26 3%	6 4% E	4 4% E	5 8% DE	6 2%	2 1%	1 2%	3 1%	7 2%	14 5% GH	15 3%	11 2%
Other	72 7%	17 12% D	7 7%	4 5%	20 5%	17 7%	7 9%	18 6%	31 8%	22 7%	36 7%	36 7%
Don't know/Refused	30 3%	2 1%	1 1%	2 3%	16 4%	7 3%	2 3%	2 1%	13 4% G	12 4% G	20 4%	10 2%

## Detailed Tables

### 5. Finally, what ONE food can you not live without?

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

	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	802	198	115	175	391	313	177	277	428
Weighted Base	1000	799	201	114	178	388	315	182	278	425
MEAT (NET)	215 22%	166 21%	49 25%	33 29% F	39 22%	89 23%	53 17%	35 19%	58 21%	101 24%
- Meat	94 9%	68 8%	27 13%	24 21% DEF	17 9%	32 8%	21 7%	22 12%	25 9%	36 8%
- Beef	38 4%	31 4%	7 4%	2 2%	6 4%	22 6% F	8 2%	5 3%	9 3%	22 5%
- Chicken	37 4%	29 4%	7 4%	2 1%	5 3%	13 3%	17 6%	4 2%	8 3%	23 5%
- Steak	25 3%	22 3%	3 2%	5 5% F	7 4% F	11 3%	2 1%	3 1%	8 3%	11 3%
- Fish	21 2%	16 2%	5 2%	0 -	4 2%	11 3%	5 2%	2 1%	9 3%	9 2%
CARBS (NET)	212 21%	169 21%	44 22%	27 24%	47 27% E	72 19%	65 21%	48 26% I	65 23%	76 18%
- Bread	96 10%	73 9%	23 12%	13 11%	17 10%	32 8%	35 11%	22 12%	30 11%	34 8%
- Pasta	45 4%	38 5%	6 3%	3 2%	16 9% CEF	14 3%	12 4%	10 5%	15 5%	16 4%
- Potatoes	35 4%	26 3%	9 5%	9 8% F	6 3%	15 4%	5 2%	10 5%	11 4%	11 3%
- Rice	19 2%	18 2%	2 1%	1 1%	4 2%	5 1%	10 3%	4 2%	4 2%	9 2%
- Cereal	17 2%	14 2%	3 1%	1 1%	4 2%	7 2%	3 1%	2 1%	4 1%	6 1%
JUNK FOOD (NET)	137 14%	118 15%	19 10%	12 10%	23 13%	51 13%	50 16%	19 11%	33 12%	69 16%

## Detailed Tables

### 5. Finally, what ONE food can you not live without?

Proportions/Mean: 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
- Chocolate	67 7%	57 7%	10 5%	6 5%	10 6%	23 6%	27 9%	6 3%	22 8%	32 7%
- Pizza	39 4%	34 4%	5 2%	4 3%	8 5%	14 3%	14 4%	2 1%	3 1%	27 6% GH
- Potato chips/ french fries	21 2%	19 2%	2 1%	1 1%	4 2%	10 3%	6 2%	8 4% H	3 1%	9 2%
- Candy/ sugar/ sweets	10 1%	8 1%	2 1%	1 1%	1 0	5 1%	3 1%	3 2%	4 2%	2 0
DAIRY PRODUCTS (NET)	126 13%	97 12%	29 14%	9 8%	26 15%	44 11%	45 14%	30 17%	34 12%	52 12%
- Cheese	63 6%	50 6%	13 7%	4 3%	14 8%	22 6%	24 8%	13 7%	20 7%	25 6%
- Milk	52 5%	38 5%	14 7%	5 5%	12 7%	18 5%	15 5%	17 9% HI	10 4%	20 5%
- Ice cream	11 1%	9 1%	2 1%	0 -	0 -	4 1%	6 2%	1 0	3 1%	7 2%
FRUITS AND VEGETABLES (NET)	120 12%	100 12%	20 10%	15 13%	16 9%	52 13%	36 11%	22 12%	38 14%	43 10%
- Fruit	76 8%	63 8%	13 6%	7 6%	10 6%	36 9%	23 7%	15 8%	21 7%	29 7%
- Vegetables	43 4%	36 5%	7 4%	8 7%	6 3%	17 4%	13 4%	7 4%	17 6%	14 3%
BEVERAGES (NET)	49 5%	40 5%	9 5%	1 1%	10 6% C	20 5% C	18 6% C	3 2%	10 4%	26 6% G
- Coffee	26 3%	22 3%	4 2%	1 1%	9 5% E	6 2%	10 3%	1 1%	8 3%	11 3%
- Water	13 1%	9 1%	4 2%	0 -	0 -	8 2%	5 2%	1 1%	2 1%	7 2%

## Detailed Tables

### 5. Finally, what ONE food can you not live without?

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

	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
- Alcoholic beverages	11 1%	8 1%	2 1%	0 -	1 1%	6 2%	3 1%	1 1%	0 -	8 2% H
OTHER RESPONSES										
Peanut butter	14 1%	11 1%	4 2%	0 -	2 1%	4 1%	9 3%	1 0	7 3%	6 1%
Nothing	26 3%	24 3%	2 1%	5 5% D	1 0	7 2%	12 4% D	7 4%	7 2%	9 2%
Other	72 7%	53 7%	19 10%	8 7%	6 3%	37 10%	20 6%	13 7%	21 8%	29 7%
Don't know/Refused	30 3%	24 3%	6 3%	4 3%	6 4%	12 3%	7 2%	5 3%	6 2%	14 3%