

1. Which of the following do you think drains people's energy MOST in the winter?

	TOTAL
Base: All Respondents	
Unweighted Base	1000
Weighted Base	1000
Lack of sunshine	38%
Lack of exercise	36%
Health as a result of colds or the flu	9%
Poor diet from changes to your eating and drinking habits	9%
Cold temperatures	8%
Don't know/Refused	1%

2. Please tell me the extent to which you agree or disagree with the following:

Base: All respondents	TOTAL	TOTAL
Unweighted Base	1000	1000
Weighted Base	1000	1000
	Agree	Disagree
I have the time and money to drink a glass of orange juice daily	90%	9%
Doing winter sports daily is an effective way to maintain the energy you need to get through the winter months	89%	11%
I have the time and money to take a vitamin C pill daily	79%	21%
It is more difficult to feel energized in the winter months than in the summer	78%	22%
Drinking orange juice is better for me than taking a vitamin C pill	76%	22%
Drinking orange juice helps me fight the cold and flu	74%	26%
Drinking a glass of orange juice daily is an effective way to maintain the energy you need to get through the winter months	68%	31%
Taking a vitamin C pill daily is an effective way to maintain the energy you need to get through the winter months	59%	40%
Drinking orange juice gives me energy to fight the winter blahs	59%	40%
I have the time and money to do winter sports daily	47%	53%
Taking a vacation in Florida is an effective way to maintain the energy you need to get through the winter months	47%	51%
I have the time and money to take a vacation in Florida	39%	60%

1. Which of the following do you think drains people's energy MOST in the winter?

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	139	96	67	385	237	76	243	421	309	492	508
Weighted Base	1000	139	96*	67*	385	237	76*	278	384	311	490	510
Lack of sunshine	377 38%	50 36%	23 24%	24 36%	144 37%	107 45%	27 36%	86 31%	146 38%	132 42%	170 35%	207 41%
Lack of exercise	359 36%	54 39%	43 44%	24 36%	136 35%	71 30%	31 40%	107 38%	139 36%	107 34%	200 41%	160 31%
Health as a result of colds or the flu	93 9%	9 7%	13 13%	7 10%	44 11%	15 6%	6 8%	30 11%	37 10%	26 8%	33 7%	60 12%
Poor diet from changes to your eating and drinking habits	88 9%	14 10%	11 12%	4 6%	34 9%	19 8%	6 8%	28 10%	34 9%	22 7%	47 10%	41 8%
Cold temperatures	77 8%	11 8%	6 7%	6 9%	23 6%	25 10%	6 8%	25 9%	26 7%	23 8%	38 8%	39 8%
Don't know/Refused	5 1%	0 -	0 -	1 2%	4 1%	0 -	0 -	1 0	3 1%	1 0	2 0	3 1%

8. AGREE SUMMARY TABLE

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	139	96	67	385	237	76	243	421	309	492	508
Weighted Base	1000	139	96*	67*	385	237	76*	278	384	311	490	510
7) I have the time and money to drink a glass of orange juice daily	904	122	90	63	346	214	70	250	356	279	450	454
	90%	87%	93%	95%	90%	90%	92%	90%	93%	90%	92%	89%
2) Doing winter sports daily is an effective way to maintain the energy you need to get through the winter months	890	125	86	59	331	219	70	260	345	264	435	455
	89%	90%	89%	89%	86%	92% D	92%	94% I	90%	85%	89%	89%
9) I have the time and money to take a vitamin C pill daily	785	118	84	56	315	150	62	220	307	236	379	406
	79%	85% E	87% E	84% E	82% E	63%	82% E	79%	80%	76%	77%	80%
1) It is more difficult to feel energized in the winter months than in the summer	777	103	76	53	312	173	60	217	302	238	366	411
	78%	74%	79%	79%	81% E	73%	79%	78%	79%	76%	75%	81% J
12) Drinking orange juice is better for me than taking a vitamin C pill	756	90	70	48	284	207	57	224	287	224	372	384
	76%	64%	72%	72%	74% A	87% ABCD	76%	80% I	75%	72%	76%	75%
11) Drinking orange juice helps me fight the cold and flu	737	96	71	41	300	167	61	216	273	232	379	358
	74%	69%	73%	62%	78% ACE	70%	81% C	78%	71%	75%	77% K	70%
3) Drinking a glass of orange juice daily is an effective way to maintain the energy you need to get through the winter months	684	81	59	44	267	176	57	198	246	221	352	332
	68%	58%	62%	66%	69% A	74% AB	75% A	71%	64%	71% H	72% K	65%
10) Drinking orange juice gives me energy to fight the winter blahs	594	75	54	38	246	127	54	163	215	200	300	294
	59%	53%	56%	58%	64% AE	53%	72% ABE	59%	56%	64% H	61%	58%
5) Taking a vitamin C pill daily is an effective way to maintain the energy you need to get through the winter months	587	75	61	38	241	122	50	168	213	191	286	301
	59%	54%	64% E	58%	63% E	51%	65% E	61%	55%	61%	58%	59%
4) Taking a vacation in Florida is an effective way to maintain the energy you need to get through the winter	475	71	40	26	202	105	32	148	157	157	227	248

months	47%	51%	41%	39%	52% C	44%	42%	53% H	41%	50% H	46%	49%
6) I have the time and money to do winter sports daily	469	62	45	32	169	125	36	111	186	160	252	217
	47%	45%	46%	48%	44%	53% D	48%	40%	49% G	51% G	52% K	42%
8) I have the time and money to take a vacation in Florida	390	56	39	18	174	78	25	79	147	150	213	177
	39%	40%	41%	28%	45% CEF	33%	33%	28%	38% G	48% GH	44% K	35%

WINTER ENERGY STUDY
8. DISAGREE SUMMARY TABLE

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	139	96	67	385	237	76	243	421	309	492	508
Weighted Base	1000	139	96*	67*	385	237	76*	278	384	311	490	510
8) I have the time and money to take a vacation in Florida	600	83	56	48	206	157	51	198	237	155	273	328
	60%	59%	58%	72% D	54%	66% D	67% D	71% HI	62% I	50%	56% J	64% J
6) I have the time and money to do winter sports daily	527	76	52	34	214	112	39	166	198	148	236	291
	53%	55%	54%	51%	56% E	47%	52%	60% HI	51%	47%	48% J	57% J
4) Taking a vacation in Florida is an effective way to maintain the energy you need to get through the winter months	515	69	52	37	180	132	44	129	221	151	256	259
	51%	49%	54%	56%	47%	56% D	58%	46%	58% GI	49%	52%	51%
5) Taking a vitamin C pill daily is an effective way to maintain the energy you need to get through the winter months	401	64	33	27	137	115	25	108	169	112	194	208
	40%	46% D	34%	41%	36%	48% BDF	33%	39%	44% I	36%	40%	41%
10) Drinking orange juice gives me energy to fight the winter blahs	397	64	42	27	131	111	21	115	167	105	184	213
	40%	46% DF	44% F	41%	34%	47% DF	28%	41%	44% I	34%	38%	42%
3) Drinking a glass of orange juice daily is an effective way to maintain the energy you need to get through the winter months	309	55	37	22	114	61	19	80	135	85	135	174
	31%	40% DEF	38% E	34%	30%	26%	25%	29%	35% I	27%	27%	34% J
11) Drinking orange juice helps me fight the cold and flu	258	42	26	24	84	68	14	62	110	75	108	150
	26%	30% D	27%	36% DF	22%	29%	19%	22%	29%	24%	22%	29% J
12) Drinking orange juice is better for me than taking a vitamin C pill	225	47	25	16	92	28	17	53	91	75	106	118
	22%	34% DE	26% E	24% E	24% E	12%	23% E	19%	24%	24%	22%	23%
1) It is more difficult to feel energized in the winter months than in the summer	222	36	20	13	72	64	16	61	82	73	122	99
	22%	26%	21%	19%	19%	27% D	21%	22%	21%	23%	25% K	19%
9) I have the time and money to take a vitamin C pill daily	208	21	12	11	64	85	14	58	75	71	105	102

2) Doing winter sports daily is an effective way to maintain the energy you need to get through the winter months	21%	15%	13%	16%	17%	36% ABCDF	18%	21%	19%	23%	22%	20%
	108	13	10	7	54	18	6	18	39	45	54	54
7) I have the time and money to drink a glass of orange juice daily	11%	9%	11%	11%	14% E	8%	8%	6%	10%	14% G	11%	11%
	91	17	6	4	37	22	6	28	28	29	35	56
	9%	12%	7%	5%	10%	9%	8%	10%	7%	9%	7%	11% J

WINTER ENERGY STUDY

2. Please tell me the extent to which you agree or disagree with the following: 1) It is more difficult to feel energized in the winter months than in the summer?

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	139	96	67	385	237	76	243	421	309	492	508
Weighted Base	1000	139	96*	67*	385	237	76*	278	384	311	490	510
Strongly agree	504 50%	72 52%	46 48%	31 47%	211 55%	103 43%	41 54%	148 53%	199 52%	145 47%	221 45%	283 55%
Somewhat agree	273 27%	31 22%	29 31%	22 33%	101 26%	71 30%	19 25%	69 25%	103 27%	93 30%	145 30%	128 25%
Somewhat disagree	125 12%	16 12%	11 11%	6 9%	48 12%	35 15%	9 12%	43 15%	45 12%	34 11%	72 15%	52 10%
Strongly disagree	97 10%	20 14%	10 10%	7 11%	25 6%	28 12%	7 10%	18 6%	38 10%	39 12%	50 10%	47 9%
Don't know/Refused	1 0	0 -	0 -	1 1%	0 -	0 -	0 -	0 -	0 -	1 0	1 0	0 -
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	777 78%	103 74%	76 79%	53 79%	312 81%	173 73%	60 79%	217 78%	302 79%	238 76%	366 75%	411 81%
Disagree (Low2Box)	222 22%	36 26%	20 21%	13 19%	72 19%	64 27%	16 21%	61 22%	82 21%	73 23%	122 25%	99 19%

WINTER ENERGY STUDY

2. Please tell me the extent to which you agree or disagree with the following: 2) Doing winter sports daily is an effective way to maintain the energy you need to get through the winter months?

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	139	96	67	385	237	76	243	421	309	492	508
Weighted Base	1000	139	96*	67*	385	237	76*	278	384	311	490	510
Strongly agree	539 54%	87 62% BD	46 48%	39 58% D	174 45%	155 65% BDF	39 51%	156 56%	210 55%	162 52%	269 55%	270 53%
Somewhat agree	351 35%	39 28%	40 41% AE	21 31%	157 41% AE	64 27%	31 41% AE	104 37%	135 35%	103 33%	166 34%	184 36%
Somewhat disagree	78 8%	10 7%	8 8%	4 7%	40 10% E	11 5%	5 7%	14 5%	25 6%	34 11% GH	36 7%	42 8%
Strongly disagree	31 3%	3 2%	2 3%	3 4%	14 4%	7 3%	1 1%	4 1%	14 4%	11 4%	18 4%	13 2%
Don't know/Refused	2 0	1 1%	0 -	0 -	0 -	1 0	0 -	0 -	0 -	2 1%	1 0	1 0
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	890 89%	125 90%	86 89%	59 89%	331 86%	219 92% D	70 92%	260 94% I	345 90%	264 85%	435 89%	455 89%
Disagree (Low2Box)	108 11%	13 9%	10 11%	7 11%	54 14% E	18 8%	6 8%	18 6%	39 10%	45 14% G	54 11%	54 11%

WINTER ENERGY STUDY

2. Please tell me the extent to which you agree or disagree with the following: 3) Drinking a glass of orange juice daily is an effective way to maintain the energy you need to get through the winter months?

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	139	96	67	385	237	76	243	421	309	492	508
Weighted Base	1000	139	96*	67*	385	237	76*	278	384	311	490	510
Strongly agree	246 25%	25 18%	20 21%	14 21%	84 22%	91 38% ABCDF	12 16%	60 22%	87 23%	92 30% GH	126 26%	120 24%
Somewhat agree	437 44%	56 40%	39 41%	30 46%	183 48% E	84 36%	44 58% ABE	138 50% H	159 41%	129 41%	225 46%	212 42%
Somewhat disagree	200 20%	31 22%	25 26%	11 16%	81 21%	40 17%	13 17%	55 20%	85 22%	56 18%	88 18%	113 22%
Strongly disagree	109 11%	24 17% DE	12 13%	12 18% DE	33 9%	21 9%	6 8%	25 9%	50 13%	29 9%	47 10%	62 12%
Don't know/Refused	8 1%	3 2%	0 -	0 -	4 1%	1 0	0 -	0 -	3 1%	5 2% G	4 1%	4 1%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	684 68%	81 58%	59 62%	44 66%	267 69% A	176 74% AB	57 75% A	198 71%	246 64%	221 71% H	352 72% K	332 65%
Disagree (Low2Box)	309 31%	55 40% DEF	37 38% E	22 34%	114 30%	61 26%	19 25%	80 29%	135 35% I	85 27%	135 27%	174 34% J

WINTER ENERGY STUDY

2. Please tell me the extent to which you agree or disagree with the following: 4) Taking a vacation in Florida is an effective way to maintain the energy you need to get through the winter months?

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	139	96	67	385	237	76	243	421	309	492	508
Weighted Base	1000	139	96*	67*	385	237	76*	278	384	311	490	510
Strongly agree	208 21%	26 19%	13 14%	9 14%	98 25% BCF	51 22%	10 13%	49 18%	72 19%	76 25%	96 20%	112 22%
Somewhat agree	267 27%	44 32%	26 27%	17 25%	104 27%	54 23%	22 29%	98 35% HI	85 22%	81 26%	131 27%	136 27%
Somewhat disagree	246 25%	32 23%	22 23%	18 27%	81 21%	68 29% D	24 32% D	60 22%	106 28%	74 24%	125 25%	121 24%
Strongly disagree	269 27%	37 26%	30 31%	20 29%	99 26%	63 27%	20 26%	69 25%	115 30%	77 25%	131 27%	138 27%
Don't know/Refused	10 1%	0 -	4 4% ADE	3 5% ADE	3 1%	0 -	0 -	1 0	6 2%	3 1%	7 1%	3 1%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	475 47%	71 51%	40 41%	26 39%	202 52% C	105 44%	32 42%	148 53% H	157 41%	157 50% H	227 46%	248 49%
Disagree (Low2Box)	515 51%	69 49%	52 54%	37 56%	180 47%	132 56% D	44 58%	129 46%	221 58% GI	151 49%	256 52%	259 51%

WINTER ENERGY STUDY

2. Please tell me the extent to which you agree or disagree with the following: 5) Taking a vitamin C pill daily is an effective way to maintain the energy you need to get through the winter months?

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	139	96	67	385	237	76	243	421	309	492	508
Weighted Base	1000	139	96*	67*	385	237	76*	278	384	311	490	510
Strongly agree	192 19%	20 15%	18 19%	10 15%	79 20%	54 23%	11 14%	48 17%	65 17%	71 23%	92 19%	101 20%
Somewhat agree	395 39%	55 40%	43 45%	28 43%	162 42%	67 28%	39 51%	120 43%	147 38%	120 39%	194 40%	201 39%
Somewhat disagree	250 25%	38 27%	21 22%	19 28%	84 22%	71 30%	17 22%	73 26%	106 27%	64 21%	123 25%	127 25%
Strongly disagree	151 15%	26 19%	11 12%	9 13%	53 14%	44 18%	8 11%	36 13%	64 17%	48 16%	70 14%	81 16%
Don't know/Refused	12 1%	0 -	2 2%	1 1%	7 2%	1 0	1 1%	1 0	3 1%	8 3% GH	10 2% K	1 0
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	587 59%	75 54%	61 64% E	38 58%	241 63% E	122 51%	50 65% E	168 61%	213 55%	191 61%	286 58%	301 59%
Disagree (Low2Box)	401 40%	64 46% D	33 34%	27 41%	137 36%	115 48% BDF	25 33%	108 39%	169 44% I	112 36%	194 40%	208 41%

WINTER ENERGY STUDY

2. Please tell me the extent to which you agree or disagree with the following: 6) I have the time and money to do winter sports daily?

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	139	96	67	385	237	76	243	421	309	492	508
Weighted Base	1000	139	96*	67*	385	237	76*	278	384	311	490	510
Strongly agree	211 21%	28 20%	18 18%	16 24%	74 19%	62 26%	14 19%	45 16%	86 22%	75 24% G	120 24% K	91 18%
Somewhat agree	258 26%	35 25%	27 28%	16 23%	95 25%	63 27%	22 29%	67 24%	101 26%	85 27%	133 27%	125 25%
Somewhat disagree	279 28%	37 27%	29 30%	21 32%	100 26%	73 31%	18 24%	93 33% I	109 28% I	66 21%	137 28%	142 28%
Strongly disagree	248 25%	39 28% E	23 23%	13 19%	115 30% E	38 16%	21 28% E	73 26%	89 23%	82 26%	99 20%	150 29% J
Don't know/Refused	4 0	1 1%	0 -	1 2%	1 0	1 0	0 -	0 -	0 -	4 1% H	2 0	2 0
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	469 47%	62 45%	45 46%	32 48%	169 44%	125 53% D	36 48%	111 40%	186 49% G	160 51% G	252 52% K	217 42%
Disagree (Low2Box)	527 53%	76 55%	52 54%	34 51%	214 56% E	112 47%	39 52%	166 60% HI	198 51%	148 47%	236 48%	291 57% J

WINTER ENERGY STUDY

2. Please tell me the extent to which you agree or disagree with the following: 7) I have the time and money to drink a glass of orange juice daily?

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	139	96	67	385	237	76	243	421	309	492	508
Weighted Base	1000	139	96*	67*	385	237	76*	278	384	311	490	510
Strongly agree	669 67%	87 63%	60 62%	53 80% ABD	257 67%	159 67%	54 71%	183 66%	265 69%	208 67%	334 68%	335 66%
Somewhat agree	235 24%	34 25%	30 31% C	10 15%	89 23%	55 23%	16 21%	67 24%	91 24%	71 23%	116 24%	119 23%
Somewhat disagree	48 5%	7 5%	2 2%	2 3%	23 6%	12 5%	3 4%	18 6%	18 5%	10 3%	21 4%	27 5%
Strongly disagree	43 4%	10 7%	4 5%	2 3%	14 4%	10 4%	3 4%	10 4%	10 3%	19 6% H	14 3%	29 6% J
Don't know/Refused	4 0	1 1%	0 -	0 -	2 0	2 1%	0 -	0 -	1 0	4 1%	4 1% K	0 -
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	904 90%	122 87%	90 93%	63 95%	346 90%	214 90%	70 92%	250 90%	356 93%	279 90%	450 92%	454 89%
Disagree (Low2Box)	91 9%	17 12%	6 7%	4 5%	37 10%	22 9%	6 8%	28 10%	28 7%	29 9%	35 7%	56 11% J

WINTER ENERGY STUDY

2. Please tell me the extent to which you agree or disagree with the following: 8) I have the time and money to take a vacation in Florida?

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	139	96	67	385	237	76	243	421	309	492	508
Weighted Base	1000	139	96*	67*	385	237	76*	278	384	311	490	510
Strongly agree	179 18%	18 13%	21 22%	8 11%	89 23% ACE	31 13%	13 17%	28 10%	72 19% G	70 22% G	95 19%	84 16%
Somewhat agree	211 21%	38 27%	18 19%	11 16%	86 22%	47 20%	12 16%	51 18%	74 19%	80 26% GH	118 24% K	93 18%
Somewhat disagree	185 18%	19 14%	20 21%	19 29% AD	55 14%	59 25% AD	13 17%	48 17%	76 20%	57 18%	90 18%	95 19%
Strongly disagree	416 42%	63 46%	36 38%	29 44%	151 39%	98 41%	38 50%	150 54% HI	161 42% I	98 31%	183 37%	233 46% J
Don't know/Refused	10 1%	1 1%	1 1%	0 -	5 1%	3 1%	0 -	1 0	1 0	6 2% H	4 1%	6 1%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	390 39%	56 40%	39 41%	18 28%	174 45% CEF	78 33%	25 33%	79 28%	147 38% G	150 48% GH	213 44% K	177 35%
Disagree (Low2Box)	600 60%	83 59%	56 58%	48 72% D	206 54%	157 66% D	51 67% D	198 71% HI	237 62% I	155 50%	273 56%	328 64% J

WINTER ENERGY STUDY

2. Please tell me the extent to which you agree or disagree with the following: 9) I have the time and money to take a vitamin C pill daily?

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	139	96	67	385	237	76	243	421	309	492	508
Weighted Base	1000	139	96*	67*	385	237	76*	278	384	311	490	510
Strongly agree	533 53%	87 63% E	57 59% E	44 66% E	219 57% E	85 36% E	40 53% E	148 53%	208 54%	163 52%	254 52%	278 55%
Somewhat agree	252 25%	31 22%	27 28%	12 18%	96 25%	65 27%	22 29%	72 26%	99 26%	73 23%	125 25%	128 25%
Somewhat disagree	113 11%	9 6%	8 9%	6 9%	35 9%	49 21% ABCDF	6 8%	29 10%	45 12%	36 12%	56 11%	57 11%
Strongly disagree	95 9%	13 9%	4 4%	5 7%	29 8%	37 15% BD	8 10%	29 10%	30 8%	35 11%	49 10%	45 9%
Don't know/Refused	7 1%	0 -	0 -	0 -	6 1%	2 1%	0 -	0 -	2 1%	5 2% G	5 1%	2 0
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	785 79%	118 85% E	84 87% E	56 84% E	315 82% E	150 63% E	62 82% E	220 79%	307 80%	236 76%	379 77%	406 80%
Disagree (Low2Box)	208 21%	21 15%	12 13%	11 16%	64 17%	85 36% ABCDF	14 18%	58 21%	75 19%	71 23%	105 22%	102 20%

WINTER ENERGY STUDY

2. Please tell me the extent to which you agree or disagree with the following: 10) Drinking orange juice gives me energy to fight the winter blahs?

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	139	96	67	385	237	76	243	421	309	492	508
Weighted Base	1000	139	96*	67*	385	237	76*	278	384	311	490	510
Strongly agree	201 20%	26 19%	13 13%	14 22%	78 20%	55 23%	15 20%	50 18%	65 17%	79 25%	98 20%	103 20%
Somewhat agree	393 39%	49 35%	41 43%	24 36%	168 44%	72 30%	39 51%	113 41%	149 39%	121 39%	202 41%	190 37%
Somewhat disagree	241 24%	38 27%	25 26%	14 20%	86 22%	65 28%	13 17%	69 25%	104 27%	64 20%	113 23%	128 25%
Strongly disagree	156 16%	26 19%	17 18%	14 20%	45 12%	45 19%	9 12%	46 17%	63 17%	41 13%	71 14%	85 17%
Don't know/Refused	10 1%	1 1%	0 -	1 1%	8 2%	0 -	0 -	0 -	2 1%	6 2%	6 1%	4 1%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	594 59%	75 53%	54 56%	38 58%	246 64%	127 53%	54 72%	163 59%	215 56%	200 64%	300 61%	294 58%
Disagree (Low2Box)	397 40%	64 46%	42 44%	27 41%	131 34%	111 47%	21 28%	115 41%	167 44%	105 34%	184 38%	213 42%

WINTER ENERGY STUDY

2. Please tell me the extent to which you agree or disagree with the following: 11) Drinking orange juice helps me fight the cold and flu?

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	139	96	67	385	237	76	243	421	309	492	508
Weighted Base	1000	139	96*	67*	385	237	76*	278	384	311	490	510
Strongly agree	297 30%	35 25%	18 18%	16 25%	131 34%	75 31%	23 30%	80 29%	107 28%	100 32%	154 32%	143 28%
Somewhat agree	439 44%	60 43%	53 55%	25 38%	170 44%	93 39%	39 51%	136 49%	166 43%	132 42%	224 46%	215 42%
Somewhat disagree	173 17%	21 15%	20 21%	19 28%	59 15%	44 19%	9 12%	45 16%	74 19%	48 15%	69 14%	104 20%
Strongly disagree	85 9%	21 15%	6 6%	6 8%	24 6%	24 10%	5 7%	17 6%	36 9%	27 9%	39 8%	46 9%
Don't know/Refused	5 0	1 1%	0 -	1 1%	1 0	2 1%	0 -	0 -	1 0	4 1%	3 1%	2 0
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	737 74%	96 69%	71 73%	41 62%	300 78%	167 70%	61 81%	216 78%	273 71%	232 75%	379 77%	358 70%
Disagree (Low2Box)	258 26%	42 30%	26 27%	24 36%	84 22%	68 29%	14 19%	62 22%	110 29%	75 24%	108 22%	150 29%

WINTER ENERGY STUDY

2. Please tell me the extent to which you agree or disagree with the following: 12) Drinking orange juice is better for me than taking a vitamin C pill?

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	139	96	67	385	237	76	243	421	309	492	508
Weighted Base	1000	139	96*	67*	385	237	76*	278	384	311	490	510
Strongly agree	429 43%	48 35%	30 32%	24 35%	145 38%	151 63% ABCDF	31 41%	130 47%	152 40%	133 43%	204 42%	225 44%
Somewhat agree	327 33%	41 30%	39 41% E	24 37% E	139 36% E	57 24%	26 35%	94 34%	135 35%	92 29%	168 34%	159 31%
Somewhat disagree	156 16%	31 22% E	19 20% E	10 15% E	70 18% E	17 7%	9 12%	42 15%	57 15%	53 17%	77 16%	79 16%
Strongly disagree	69 7%	16 11% DE	6 6% E	6 9% E	21 6% E	11 5%	8 11% E	11 4%	34 9% G	22 7%	30 6%	39 8%
Don't know/Refused	20 2%	3 2%	2 2%	2 4%	9 2%	2 1%	1 1%	1 0	6 2%	12 4% GH	11 2%	8 2%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	756 76%	90 64%	70 72%	48 72%	284 74% A	207 87% ABCDF	57 76%	224 80% I	287 75%	224 72%	372 76%	384 75%
Disagree (Low2Box)	225 22%	47 34% DE	25 26% E	16 24% E	92 24% E	28 12%	17 23% E	53 19%	91 24%	75 24%	106 22%	118 23%

WINTER ENERGY STUDY

1. Which of the following do you think drains people's energy MOST in the winter?

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	797	203	102	191	332	363	193	308	385
Weighted Base	1000	802	198	100*	196	332	359	199	311	374
Lack of sunshine	377 38%	301 37%	76 39%	40 40%	72 37%	127 38%	132 37%	74 37%	114 37%	145 39%
Lack of exercise	359 36%	289 36%	70 36%	34 34%	62 31%	127 38%	137 38%	66 33%	115 37%	142 38%
Health as a result of colds or the flu	93 9%	77 10%	17 8%	10 10%	27 14% E	16 5%	39 11% E	17 9%	26 8%	32 9%
Poor diet from changes to your eating and drinking habits	88 9%	71 9%	17 9%	7 7%	19 10%	30 9%	30 8%	12 6%	29 9%	35 9%
Cold temperatures	77 8%	60 7%	17 9%	9 9%	15 8%	32 10% F	18 5%	28 14% HI	25 8%	19 5%
Don't know/Refused	5 1%	5 1%	0 -	0 -	1 0	0 -	4 1% E	2 1%	2 1%	1 0

WINTER ENERGY STUDY

8. AGREE SUMMARY TABLE

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	797	203	102	191	332	363	193	308	385
Weighted Base	1000	802	198	100*	196	332	359	199	311	374
7) I have the time and money to drink a glass of orange juice daily	904	722	183	78	179	302	336	167	282	356
	90%	90%	93%	78%	91% C	91% C	94% C	84%	91% G	95% GH
2) Doing winter sports daily is an effective way to maintain the energy you need to get through the winter months	890	709	181	89	170	295	326	170	285	339
	89%	88%	92%	89%	87%	89%	91%	85%	92% G	91%
9) I have the time and money to take a vitamin C pill daily	785	631	154	63	151	258	306	126	242	325
	79%	79%	78%	63%	77% C	78% C	85% CDE	63%	78% G	87% GH
1) It is more difficult to feel energized in the winter months than in the summer	777	623	154	80	150	258	281	153	250	292
	78%	78%	78%	80%	76%	77%	78%	77%	80%	78%
12) Drinking orange juice is better for me than taking a vitamin C pill	756	606	150	69	148	251	279	161	237	274
	76%	76%	76%	69%	76%	75%	78%	81% I	76%	73%
11) Drinking orange juice helps me fight the cold and flu	737	584	153	70	155	245	262	153	232	270
	74%	73%	77%	70%	79%	74%	73%	77%	75%	72%
3) Drinking a glass of orange juice daily is an effective way to maintain the energy you need to get through the winter months	684	541	142	73	156	223	228	149	226	230
	68%	67%	72%	73%	79% EF	67%	63%	75% I	72% I	62%
10) Drinking orange juice gives me energy to fight the winter blahs	594	467	126	70	137	189	192	128	188	212
	59%	58%	64%	70% EF	70% EF	57%	53%	64%	60%	57%
5) Taking a vitamin C pill daily is an effective way to maintain the energy you need to get through the winter months	587	466	121	70	138	193	181	124	198	199
	59%	58%	61%	71% EF	70% EF	58% F	50%	62% I	64% I	53%
4) Taking a vacation in Florida is an effective way to maintain the energy	475	378	97	50	103	145	171	96	138	194

you need to get through the winter months	47%	47%	49%	50%	53%	44%	48%	48%	44%	52%
6) I have the time and money to do winter sports daily	469	363	106	51	88	149	175	86	141	199
	47%	45%	54% A	51%	45%	45%	49%	43%	45%	53% GH
8) I have the time and money to take a vacation in Florida	390	307	83	40	59	114	173	34	99	207
	39%	38%	42%	41%	30%	34%	48% DE	17%	32% G	55% GH

WINTER ENERGY STUDY
8. DISAGREE SUMMARY TABLE

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	797	203	102	191	332	363	193	308	385
Weighted Base	1000	802	198	100*	196	332	359	199	311	374
8) I have the time and money to take a vacation in Florida	600	488	113	59	136	216	182	164	210	165
	60%	61%	57%	59%	69% F	65% F	51%	82% HI	68% I	44%
6) I have the time and money to do winter sports daily	527	437	90	49	107	181	183	114	167	174
	53%	54% B	46%	49%	55%	54%	51%	57% I	54%	47%
4) Taking a vacation in Florida is an effective way to maintain the energy you need to get through the winter months	515	417	98	49	90	184	186	101	172	178
	51%	52%	50%	49%	46%	55% D	52%	51%	55% I	47%
5) Taking a vitamin C pill daily is an effective way to maintain the energy you need to get through the winter months	401	326	76	25	57	136	174	72	112	171
	40%	41%	38%	25%	29%	41% CD	49% CD	36%	36%	46% GH
10) Drinking orange juice gives me energy to fight the winter blahs	397	326	70	29	58	140	163	71	122	161
	40%	41%	36%	29%	30%	42% CD	45% CD	35%	39%	43%
3) Drinking a glass of orange juice daily is an effective way to maintain the energy you need to get through the winter months	309	254	54	24	38	109	130	51	82	142
	31%	32%	27%	24%	20%	33% D	36% CD	25%	26%	38% GH
11) Drinking orange juice helps me fight the cold and flu	258	214	45	30	39	86	98	46	77	103
	26%	27%	23%	30%	20%	26%	27%	23%	25%	28%
12) Drinking orange juice is better for me than taking a vitamin C pill	225	181	44	29	44	78	71	36	68	93
	22%	23%	22%	29%	22%	23%	20%	18%	22%	25%
1) It is more difficult to feel energized in the winter months than in the summer	222	179	42	20	46	75	77	47	61	82
	22%	22%	21%	20%	24%	23%	22%	23%	20%	22%
9) I have the time and money to take a vitamin C pill daily	208	165	43	35	43	72	52	71	67	47

2) Doing winter sports daily is an effective way to maintain the energy you need to get through the winter months	21%	21%	22%	35% DEF	22% F	22% F	14%	36% HI	21% I	13%
	108	93	16	11	26	36	32	29	26	34
7) I have the time and money to drink a glass of orange juice daily	11%	12%	8%	11%	13%	11%	9%	15% H	8%	9%
	91	76	15	22	16	28	21	33	26	17
	9%	10%	7%	22% DEF	8%	9%	6%	16% HI	8%	5%

WINTER ENERGY STUDY

2. Please tell me the extent to which you agree or disagree with the following: 1) It is more difficult to feel energized in the winter months than in the summer?

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	797	203	102	191	332	363	193	308	385
Weighted Base	1000	802	198	100*	196	332	359	199	311	374
Strongly agree	504 50%	403 50%	101 51%	53 53%	111 57% F	175 53% F	159 44%	108 54%	158 51%	185 49%
Somewhat agree	273 27%	220 27%	53 27%	27 27%	39 20%	83 25%	122 34% DE	45 23%	93 30%	108 29%
Somewhat disagree	125 12%	103 13%	22 11%	10 10%	26 13%	37 11%	49 14%	29 14%	34 11%	50 13%
Strongly disagree	97 10%	77 10%	20 10%	9 9%	20 10%	37 11%	28 8%	18 9%	27 9%	32 8%
Don't know/Refused	1 0	0 -	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	777 78%	623 78%	154 78%	80 80%	150 76%	258 77%	281 78%	153 77%	250 80%	292 78%
Disagree (Low2Box)	222 22%	179 22%	42 21%	20 20%	46 24%	75 23%	77 22%	47 23%	61 20%	82 22%

WINTER ENERGY STUDY

2. Please tell me the extent to which you agree or disagree with the following: 2) Doing winter sports daily is an effective way to maintain the energy you need to get through the winter months?

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	797	203	102	191	332	363	193	308	385
Weighted Base	1000	802	198	100*	196	332	359	199	311	374
Strongly agree	539 54%	435 54%	104 53%	50 50%	103 52%	174 52%	207 58%	98 49%	174 56%	216 58%
Somewhat agree	351 35%	274 34%	76 39%	38 38%	68 35%	121 36%	120 33%	72 36%	111 36%	124 33%
Somewhat disagree	78 8%	65 8%	13 6%	7 7%	20 10%	28 9%	22 6%	20 10%	19 6%	26 7%
Strongly disagree	31 3%	28 3%	3 1%	4 4%	6 3%	8 2%	10 3%	10 5%	7 2%	8 2%
Don't know/Refused	2 0	1 0	1 1%	0 -	0 -	1 0	1 0	0 -	0 -	1 0
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	890 89%	709 88%	181 92%	89 89%	170 87%	295 89%	326 91%	170 85%	285 92% G	339 91%
Disagree (Low2Box)	108 11%	93 12%	16 8%	11 11%	26 13%	36 11%	32 9%	29 15% H	26 8%	34 9%

WINTER ENERGY STUDY

2. Please tell me the extent to which you agree or disagree with the following: 3) Drinking a glass of orange juice daily is an effective way to maintain the energy you need to get through the winter months?

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	797	203	102	191	332	363	193	308	385
Weighted Base	1000	802	198	100*	196	332	359	199	311	374
Strongly agree	246 25%	190 24%	57 29%	32 33% F	64 33% EF	80 24%	68 19%	65 32% HI	70 22%	76 20%
Somewhat agree	437 44%	352 44%	86 43%	41 41%	92 47%	143 43%	160 45%	84 42%	156 50% I	155 41%
Somewhat disagree	200 20%	167 21%	33 17%	14 14%	25 12%	65 19% D	91 25% CD	29 14%	52 17%	97 26% GH
Strongly disagree	109 11%	87 11%	22 11%	10 10%	14 7%	44 13% D	39 11%	22 11%	30 10%	45 12%
Don't know/Refused	8 1%	7 1%	1 0	3 3% EF	2 1%	1 0	2 0	0 -	3 1%	2 1%
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	684 68%	541 67%	142 72%	73 73%	156 79% EF	223 67%	228 63%	149 75% I	226 72% I	230 62%
Disagree (Low2Box)	309 31%	254 32%	54 27%	24 24%	38 20%	109 33% D	130 36% CD	51 25%	82 26%	142 38% GH

WINTER ENERGY STUDY

2. Please tell me the extent to which you agree or disagree with the following: 4) Taking a vacation in Florida is an effective way to maintain the energy you need to get through the winter months?

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	797	203	102	191	332	363	193	308	385
Weighted Base	1000	802	198	100*	196	332	359	199	311	374
Strongly agree	208 21%	170 21%	38 19%	22 22%	54 28% EF	64 19%	65 18%	41 20%	57 18%	89 24%
Somewhat agree	267 27%	208 26%	59 30%	28 28%	49 25%	81 24%	106 30%	56 28%	81 26%	106 28%
Somewhat disagree	246 25%	199 25%	47 24%	23 23%	43 22%	88 26%	90 25%	45 22%	85 27%	83 22%
Strongly disagree	269 27%	218 27%	51 26%	26 26%	46 24%	96 29%	95 26%	56 28%	87 28%	95 25%
Don't know/Refused	10 1%	8 1%	2 1%	1 1%	3 2%	4 1%	2 1%	2 1%	1 0	2 1%
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	475 47%	378 47%	97 49%	50 50%	103 53%	145 44%	171 48%	96 48%	138 44%	194 52%
Disagree (Low2Box)	515 51%	417 52%	98 50%	49 49%	90 46%	184 55% D	186 52%	101 51%	172 55% I	178 47%

WINTER ENERGY STUDY

2. Please tell me the extent to which you agree or disagree with the following: 5) Taking a vitamin C pill daily is an effective way to maintain the energy you need to get through the winter months?

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	797	203	102	191	332	363	193	308	385
Weighted Base	1000	802	198	100*	196	332	359	199	311	374
Strongly agree	192 19%	149 19%	44 22%	33 33% EF	52 27% EF	56 17%	48 13%	49 25% I	64 20% I	52 14%
Somewhat agree	395 39%	317 40%	77 39%	37 37%	86 44%	138 41%	133 37%	75 38%	135 43%	147 39%
Somewhat disagree	250 25%	200 25%	51 26%	11 11%	38 19%	89 27% C	109 30% CD	43 21%	67 22%	112 30% GH
Strongly disagree	151 15%	126 16%	25 13%	14 14%	19 10%	47 14%	65 18% D	29 15%	45 14%	59 16%
Don't know/Refused	12 1%	10 1%	1 1%	4 4% DEF	1 1%	3 1%	4 1%	3 2%	1 0	5 1%
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	587 59%	466 58%	121 61%	70 71% EF	138 70% EF	193 58% F	181 50%	124 62% I	198 64% I	199 53%
Disagree (Low2Box)	401 40%	326 41%	76 38%	25 25%	57 29%	136 41% CD	174 49% CD	72 36%	112 36%	171 46% GH

WINTER ENERGY STUDY

2. Please tell me the extent to which you agree or disagree with the following: 6) I have the time and money to do winter sports daily?

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	797	203	102	191	332	363	193	308	385
Weighted Base	1000	802	198	100*	196	332	359	199	311	374
Strongly agree	211 21%	159 20%	52 26% A	23 23%	38 19%	65 20%	82 23%	37 19%	54 17%	100 27% GH
Somewhat agree	258 26%	204 25%	54 27%	28 28%	50 26%	84 25%	93 26%	49 24%	87 28%	99 26%
Somewhat disagree	279 28%	224 28%	55 28%	21 21%	56 28%	100 30%	99 28%	47 24%	93 30%	106 28%
Strongly disagree	248 25%	213 27% B	35 18%	28 29%	52 26%	81 24%	84 23%	66 33% HI	74 24%	68 18%
Don't know/Refused	4 0	3 0	1 1%	0 -	1 0	2 1%	1 0	0 -	3 1%	1 0
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	469 47%	363 45%	106 54% A	51 51%	88 45%	149 45%	175 49%	86 43%	141 45%	199 53% GH
Disagree (Low2Box)	527 53%	437 54% B	90 46%	49 49%	107 55%	181 54%	183 51%	114 57% I	167 54%	174 47%

WINTER ENERGY STUDY

2. Please tell me the extent to which you agree or disagree with the following: 7) I have the time and money to drink a glass of orange juice daily?

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	797	203	102	191	332	363	193	308	385
Weighted Base	1000	802	198	100*	196	332	359	199	311	374
Strongly agree	669 67%	540 67%	129 65%	50 50%	129 66% C	225 68% C	258 72% C	117 59%	193 62%	280 75% GH
Somewhat agree	235 24%	181 23%	54 27%	27 27%	50 26%	77 23%	78 22%	49 25%	89 29% I	77 20%
Somewhat disagree	48 5%	44 5%	4 2%	11 11% DEF	8 4%	11 3%	17 5%	14 7%	16 5%	13 4%
Strongly disagree	43 4%	33 4%	10 5%	11 12% DEF	8 4% F	17 5% F	4 1%	19 9% HI	9 3%	4 1%
Don't know/Refused	4 0	4 1%	0 -	0 -	1 0	2 0	2 1%	0 -	4 1%	1 0
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	904 90%	722 90%	183 93%	78 78%	179 91% C	302 91% C	336 94% C	167 84%	282 91% G	356 95% GH
Disagree (Low2Box)	91 9%	76 10%	15 7%	22 22% DEF	16 8%	28 9%	21 6%	33 16% HI	26 8%	17 5%

WINTER ENERGY STUDY

2. Please tell me the extent to which you agree or disagree with the following: 8) I have the time and money to take a vacation in Florida?

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	797	203	102	191	332	363	193	308	385
Weighted Base	1000	802	198	100*	196	332	359	199	311	374
Strongly agree	179 18%	142 18%	37 19%	15 15%	25 13%	53 16%	84 23% DE	18 9%	32 10%	105 28% GH
Somewhat agree	211 21%	165 21%	46 23%	26 26%	33 17%	61 18%	89 25% DE	16 8%	68 22% G	102 27% G
Somewhat disagree	185 18%	152 19%	32 16%	18 18%	36 18%	62 19%	66 18%	41 21%	59 19%	65 17%
Strongly disagree	416 42%	335 42%	80 41%	42 42%	99 51% F	154 46% F	117 33%	123 61% HI	151 49% I	100 27%
Don't know/Refused	10 1%	8 1%	2 1%	0 -	2 1%	2 1%	4 1%	1 1%	2 1%	2 1%
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	390 39%	307 38%	83 42%	40 41%	59 30%	114 34%	173 48% DE	34 17%	99 32% G	207 55% GH
Disagree (Low2Box)	600 60%	488 61%	113 57%	59 59%	136 69% F	216 65% F	182 51%	164 82% HI	210 68% I	165 44%

WINTER ENERGY STUDY

2. Please tell me the extent to which you agree or disagree with the following: 9) I have the time and money to take a vitamin C pill daily?

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	797	203	102	191	332	363	193	308	385
Weighted Base	1000	802	198	100*	196	332	359	199	311	374
Strongly agree	533 53%	428 53%	104 53%	43 43%	94 48%	171 51%	218 61% CDE	81 41%	154 50%	237 63% GH
Somewhat agree	252 25%	202 25%	50 25%	20 20%	57 29%	88 26%	88 25%	45 23%	88 28%	88 24%
Somewhat disagree	113 11%	91 11%	22 11%	17 17% F	22 11%	42 13% F	29 8%	36 18% HI	33 10%	32 9%
Strongly disagree	95 9%	74 9%	20 10%	18 18% EF	22 11%	30 9%	23 7%	35 18% HI	34 11% I	15 4%
Don't know/Refused	7 1%	7 1%	1 0	2 2%	2 1%	2 1%	2 0	2 1%	3 1%	2 0
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	785 79%	631 79%	154 78%	63 63%	151 77% C	258 78% C	306 85% CDE	126 63%	242 78% G	325 87% GH
Disagree (Low2Box)	208 21%	165 21%	43 22%	35 35% DEF	43 22% F	72 22% F	52 14%	71 36% HI	67 21% I	47 13%

WINTER ENERGY STUDY

2. Please tell me the extent to which you agree or disagree with the following: 10) Drinking orange juice gives me energy to fight the winter blahs?

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	797	203	102	191	332	363	193	308	385
Weighted Base	1000	802	198	100*	196	332	359	199	311	374
Strongly agree	201 20%	154 19%	47 24%	32 32% EF	45 23%	62 19%	59 16%	55 28% HI	56 18%	61 16%
Somewhat agree	393 39%	313 39%	79 40%	38 38%	92 47% F	127 38%	133 37%	73 36%	132 42%	151 40%
Somewhat disagree	241 24%	198 25%	43 22%	16 16%	32 16%	87 26% CD	102 28% CD	43 21%	74 24%	100 27%
Strongly disagree	156 16%	128 16%	28 14%	13 13%	26 13%	53 16%	62 17%	28 14%	48 15%	61 16%
Don't know/Refused	10 1%	9 1%	1 0	1 1%	1 1%	4 1%	4 1%	1 1%	2 1%	2 0
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	594 59%	467 58%	126 64%	70 70% EF	137 70% EF	189 57%	192 53%	128 64%	188 60%	212 57%
Disagree (Low2Box)	397 40%	326 41%	70 36%	29 29%	58 30%	140 42% CD	163 45% CD	71 35%	122 39%	161 43%

WINTER ENERGY STUDY

2. Please tell me the extent to which you agree or disagree with the following: 11) Drinking orange juice helps me fight the cold and flu?

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	797	203	102	191	332	363	193	308	385
Weighted Base	1000	802	198	100*	196	332	359	199	311	374
Strongly agree	297 30%	233 29%	65 33%	39 39% EF	73 37% EF	91 27%	90 25%	70 35% I	102 33% I	84 23%
Somewhat agree	439 44%	351 44%	88 45%	31 31%	81 42%	154 46% C	172 48% C	82 41%	131 42%	186 50%
Somewhat disagree	173 17%	143 18%	30 15%	17 17%	28 14%	58 18%	68 19%	32 16%	53 17%	69 19%
Strongly disagree	85 9%	70 9%	15 8%	13 13% D	12 6%	28 8%	30 8%	15 7%	24 8%	34 9%
Don't know/Refused	5 0	5 1%	0 -	0 -	2 1%	2 1%	0 -	0 -	2 1%	1 0
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	737 74%	584 73%	153 77%	70 70%	155 79%	245 74%	262 73%	153 77%	232 75%	270 72%
Disagree (Low2Box)	258 26%	214 27%	45 23%	30 30%	39 20%	86 26%	98 27%	46 23%	77 25%	103 28%

WINTER ENERGY STUDY

2. Please tell me the extent to which you agree or disagree with the following: 12) Drinking orange juice is better for me than taking a vitamin C pill?

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	797	203	102	191	332	363	193	308	385
Weighted Base	1000	802	198	100*	196	332	359	199	311	374
Strongly agree	429 43%	343 43%	86 43%	42 42%	98 50% F	136 41%	147 41%	102 51% I	144 46% I	134 36%
Somewhat agree	327 33%	263 33%	64 32%	27 27%	50 26%	115 35% D	132 37% D	59 30%	93 30%	140 38% H
Somewhat disagree	156 16%	129 16%	27 14%	19 19%	31 16%	52 16%	54 15%	24 12%	49 16%	63 17%
Strongly disagree	69 7%	52 6%	17 8%	10 11% F	13 6%	26 8%	17 5%	12 6%	19 6%	30 8%
Don't know/Refused	20 2%	16 2%	4 2%	2 2%	4 2%	4 1%	9 2%	2 1%	7 2%	7 2%
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	756 76%	606 76%	150 76%	69 69%	148 76%	251 75%	279 78%	161 81% I	237 76%	274 73%
Disagree (Low2Box)	225 22%	181 23%	44 22%	29 29%	44 22%	78 23%	71 20%	36 18%	68 22%	93 25%