

# ASTRO JEUNESSE YOGURT SURVEY

*3/4 Canadians Would Prefer A Fat-Free Product That Was Sweetened Naturally To One That Was Sweetened Artificially*

*1/3 Canadians Don't Think They're Getting Enough Antioxidants In Their Daily Diet*



Ipsos Reid

**Public Release Date: - April 19, 2006**

*Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 300 researcher professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's*

*Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—including the Ipsos Trend Report, the leading source of public opinion in the country—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit*

[www.ipsos.ca](http://www.ipsos.ca)

*For copies of other news releases, please visit*

<http://www.ipsos-na.com/news/>

---

© Ipsos Reid

*Washington • New York • Chicago • Minneapolis • Seattle • San Francisco  
Vancouver • Edmonton • Calgary • Winnipeg • Toronto • Ottawa • Montreal*



## ASTRO JEUNESSE YOGURT SURVEY

***3/4 Canadians Would Prefer A Fat-Free Product That Was Sweetened Naturally To One That Was Sweetened Artificially***

***1/3 Canadians Don't Think They're Getting Enough Antioxidants In Their Daily Diet***

**Toronto, ON** – A new Ipsos Reid survey conducted on behalf of Astro Jeunesse yogurt finds that given the choice between two fat free products--one that was sweetened naturally and one that was sweetened artificially--three in four (72%) Canadians would choose the product that was sweetened naturally.

The survey also finds that approximately one-third (30%) of Canadians *don't* think they get enough antioxidants in their daily diet. Moreover, among all Canadians, half (47%) experience challenges when trying to incorporate antioxidants into their daily diet. These challenges include difficulty identifying antioxidants (9%), not knowing how to incorporate them (7%), getting enough (6%), lack of time (4%), and not eating many fruits and vegetables (4%), among other things. Antioxidants are naturally occurring substances found mostly in fruits and vegetables. Studies have shown that incorporating antioxidants into your daily diet may prevent and control diseases such as cancer, heart disease, and numerous age-related ailments.

*These are some of the findings of an Ipsos Reid/Astro Jeunesse poll conducted from March 14 to March 16, 2006. For the survey, a representative randomly selected sample of 1002 adult Canadians was interviewed by telephone. With a sample of this size, the results are considered accurate to within  $\pm 3.1$  percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian*

---

© Ipsos Reid



*population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to Census data.*

### ***3/4 Canadians Would Prefer A Naturally-Sweetened Fat-Free Product***

If two similar products were both fat free, one sweetened naturally and the other sweetened artificially, 72% of Canadians say they would likely choose the product that was sweetened naturally (40% "very likely", 32% "somewhat likely"). This compares to 27% who say it is unlikely that they would opt for the naturally sweetened fat-free product (14% "not very likely" and 13% "not at all likely").

- Canadians 18-54 years of age are more likely than those 55 and older to choose the naturally sweetened product (75% vs. 65%).

### ***1/3 Canadians Don't Think They're Getting Enough Antioxidants***

Respondents were informed that antioxidants are naturally occurring substances found mostly in fruits and vegetables and that studies have shown that incorporating antioxidants into your daily diet may prevent and control diseases such as cancer, heart disease, and numerous age-related ailments.

While 64% of Canadians say they get enough antioxidants in their daily diet, approximately one-third (30%) *don't* think they're getting enough and another 6% are unsure if they do or do not.

- Canadians 18-54 years of age are more likely than those 55 and older to say they *don't* get enough antioxidants in their daily diet (34% vs. 21%).

---

© Ipsos Reid



Among all Canadians, half (47%) experience challenges when trying to incorporate antioxidants into their regular diet. One in ten (9%) say they don't know what antioxidants are, 7% don't know how to incorporate them into their daily diet, 6% have a hard time getting enough of them, 5% are challenged by the availability of antioxidants, 5% cite the cost of foods containing antioxidants, 4% say they don't have enough time, 4% don't eat many fruits and vegetables, 2% don't like foods that contain antioxidants, 2% are challenged by bad eating habits, and 1% simply haven't bothered. The same proportion (47%) says they have not experienced any challenges when trying to incorporate antioxidants into their diet and 6% don't know.

- Canadians 55 years of age or older are less likely have experienced a challenge when trying to incorporate antioxidants into their diet (53% "none" vs. 44% among 18-54 year olds).
- Residents of Quebec are less likely to have experienced a challenge (55% "none" vs. 34% in the rest of Canada).

-30-

*For more information on this news release, please contact:*

*Jennifer McLeod  
Senior Research Manager  
Ipsos Reid Public Affairs  
(416) 324-2900*

*For full tabular results, please visit our website at [www.ipsos.ca](http://www.ipsos.ca). News Releases are available at: <http://www.ipsos-na.com/news/>*

---

© Ipsos Reid

- 3 -

*Washington • New York • Chicago • Minneapolis • Seattle • San Francisco  
Vancouver • Edmonton • Calgary • Winnipeg • Toronto • Ottawa • Montreal*