

**.SUPPORT SUMMARY TABLE (Strongly/Somewhat support)**

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

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	228	413	346	467	533
Weighted Base	1000	139	96*	67*	385	237	76*	294	386	308	490	510
A special tax on snack foods, such as potato chips, candy and chocolate, to discourage people from buying them	454	64	36	36	167	107	44	146	154	153	218	237
	45%	46%	38%	54% B	43%	45%	57% BD	50% H	40%	50% H	44%	46%
A new regulation that requires doctors to tell parents if their child is clinically overweight or obese	836	111	82	55	316	209	64	268	306	260	405	431
	84%	80%	85%	82%	82%	88% A	84%	91% HI	79%	84%	83%	85%
A new federal health program that informs parents about how to tell if their child is at a unhealthy weight	793	111	78	53	300	190	60	254	299	237	375	418
	79%	80%	81%	80%	78%	80%	80%	86% HI	78%	77%	77%	82% J

**SUPPORT SUMMARY TABLE (Strongly/Somewhat support)**

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

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	815	185	90	225	319	342	192	258	367
Weighted Base	1000	818	182	90*	225	318	344	193	256	371
A special tax on snack foods, such as potato chips, candy and chocolate, to discourage people from buying them	454	374	80	34	114	136	163	87	119	169
	45%	46%	44%	38%	51%	43%	47%	45%	47%	45%
A new regulation that requires doctors to tell parents if their child is clinically overweight or obese	836	686	150	75	188	283	275	161	225	309
	84%	84%	82%	83%	83%	89% F	80%	84%	88%	83%
A new federal health program that informs parents about how to tell if their child is at a unhealthy weight	793	651	142	70	179	266	266	156	212	298
	79%	80%	78%	78%	80%	83%	77%	81%	83%	80%

*I am going to read a number of statements of things that might be done to help reduce the number of children in Canada who are overweight or obese. For each one, please tell me whether you strongly support, somewhat support, somewhat oppose, or strongly oppose this measure: A special tax on snack foods, such as potato chips, candy and chocolate, to discourage people from buying them?*

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	139	96	67	385	237	76	228	413	346	467	533
Weighted Base	1000	139	96*	67*	385	237	76*	294	386	308	490	510
Strongly support	245 25%	37 26%	15 16%	11 17%	99 26%	61 26%	22 30%	69 23%	83 22%	93 30%	116 24%	130 25%
Somewhat support	209 21%	28 20%	21 22%	25 37% ABDE	68 18%	47 20%	21 28% D	78 26% H	71 18%	60 20%	102 21%	107 21%
Somewhat oppose	175 17%	18 13%	13 13%	12 18%	70 18%	54 23% AF	8 10%	61 21%	56 15%	56 18%	77 16%	98 19%
Strongly oppose	360 36%	57 41%	44 46% CEF	19 28%	143 37%	74 31%	23 30%	87 30%	173 45% GI	93 30%	191 39%	169 33%
Don't know/Refused	12 1%	0 -	3 3% A	0 -	5 1%	2 1%	2 2%	0 -	3 1%	6 2% G	4 1%	7 1%
TOPBOX & LOWBOX SUMMARY												
Support (Top2Box)	454 45%	64 46%	36 38%	36 54% B	167 43%	107 45%	44 57% BD	146 50% H	154 40%	153 50% H	218 44%	237 46%
Oppose (Low2Box)	534 53%	75 54%	57 59% F	31 46%	214 55% F	128 54% F	30 40%	148 50%	229 59% GI	149 48%	268 55%	266 52%

*I am going to read a number of statements of things that might be done to help reduce the number of children in Canada who are overweight or obese. For each one, please tell me whether you strongly support, somewhat support, somewhat oppose, or strongly oppose this measure: A new regulation that requires doctors to tell parents if their child is clinically overweight or obese?*

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	139	96	67	385	237	76	228	413	346	467	533
Weighted Base	1000	139	96*	67*	385	237	76*	294	386	308	490	510
Strongly support	525 52%	62 45%	55 57%	32 48%	203 53%	130 55%	43 57%	170 58% H	181 47%	172 56% H	250 51%	275 54%
Somewhat support	311 31%	49 35%	27 28%	23 35%	113 29%	79 33%	21 27%	98 33%	124 32%	88 29%	155 32%	156 31%
Somewhat oppose	79 8%	13 10%	5 6%	7 10%	32 8%	19 8%	3 4%	16 5%	42 11% GI	20 6%	39 8%	40 8%
Strongly oppose	72 7%	15 11% E	6 6%	5 7%	33 9% E	7 3%	6 8%	10 4%	37 10% G	21 7%	39 8%	33 7%
Don't know/Refused	13 1%	0 -	3 3% AD	0 -	3 1%	3 1%	4 5% AD	0 -	2 0	7 2% GH	7 1%	6 1%
TOPBOX & LOWBOX SUMMARY												
Support (Top2Box)	836 84%	111 80%	82 85%	55 82%	316 82%	209 88% A	64 84%	268 91% HI	306 79%	260 84%	405 83%	431 85%
Oppose (Low2Box)	151 15%	28 20% E	11 12%	12 18%	66 17% E	26 11%	8 11%	26 9%	79 20% GI	41 13%	78 16%	74 14%

*I am going to read a number of statements of things that might be done to help reduce the number of children in Canada who are overweight or obese. For each one, please tell me whether you strongly support, somewhat support, somewhat oppose, or strongly oppose this measure: A new federal health program that informs parents about how to tell if their child is at a unhealthy weight?*

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	139	96	67	385	237	76	228	413	346	467	533
Weighted Base	1000	139	96*	67*	385	237	76*	294	386	308	490	510
Strongly support	434 43%	56 40%	39 40%	26 39%	174 45%	92 39%	47 62% ABCDE	130 44%	165 43%	137 44%	198 40%	236 46%
Somewhat support	359 36%	55 40%	40 41%	27 41%	125 33%	98 41%	13 18%	124 42%	134 35%	100 32%	177 36%	182 36%
Somewhat oppose	88 9%	12 9%	7 7%	6 9%	36 9%	24 10%	3 3%	24 8%	35 9%	28 9%	52 11%	36 7%
Strongly oppose	105 10%	16 12%	8 8%	7 11%	44 11%	20 9%	10 13%	17 6%	50 13%	34 11%	53 11%	52 10%
Don't know/Refused	15 1%	0 -	3 3% A	0 -	6 1%	3 1%	3 4% A	0 -	2 1%	9 3% GH	10 2%	5 1%
TOPBOX & LOWBOX SUMMARY												
Support (Top2Box)	793 79%	111 80%	78 81%	53 80%	300 78%	190 80%	60 80%	254 86% HI	299 78%	237 77%	375 77%	418 82% J
Oppose (Low2Box)	192 19%	28 20%	15 15%	13 20%	79 21%	44 19%	12 16%	40 14%	85 22% G	62 20% G	105 21%	87 17%

**Which of the following would you say is the major reason why parents in Canada have overweight and obese children?**

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	228	413	346	467	533
Weighted Base	1000	139	96*	67*	385	237	76*	294	386	308	490	510
Parents don't know what they should do to control their child's weight	333	40	33	30	124	71	35	116	123	90	164	169
	33%	29%	34%	45% AE	32%	30%	46% ADE	39% I	32%	29%	33%	33%
Parents of overweight children don't realize their child is overweight	142	16	18	5	51	47	5	35	57	49	74	68
	14%	12%	19% CF	7%	13%	20% CDF	6%	12%	15%	16%	15%	13%
Parents are afraid they may cause psychological damage to their child if they discuss weight issues with them	169	30	14	11	71	29	14	59	58	51	73	96
	17%	21% E	15%	17%	18% E	12%	19%	20%	15%	17%	15%	19%
Parents don't know about the negative health consequences of their child being overweight or obese	247	36	19	17	90	71	15	58	99	90	126	121
	25%	26%	20%	26%	23%	30%	19%	20%	26%	29% G	26%	24%
Don't know/Refused	109	17	12	4	49	19	8	26	48	27	53	56
	11%	13%	12%	6%	13%	8%	10%	9%	13%	9%	11%	11%

**Which of the following would you say is the major reason why parents in Canada have overweight and obese children?**

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Base: All Respondents										
Unweighted Base	1000	815	185	90	225	319	342	192	258	367
Weighted Base	1000	818	182	90*	225	318	344	193	256	371
Parents don't know what they should do to control their child's weight	333	277	56	32	61	100	134	64	76	140
	33%	34%	31%	36%	27%	31%	39% DE	33%	30%	38% H
Parents of overweight children don't realize their child is overweight	142	121	22	13	44	44	37	39	37	43
	14%	15%	12%	14%	20% F	14%	11%	20% I	14%	11%
Parents are afraid they may cause psychological damage to their child if they discuss weight issues with them	169	131	38	14	49	58	46	28	46	61
	17%	16%	21%	15%	22% F	18%	13%	15%	18%	17%
Parents don't know about the negative health consequences of their child being overweight or obese	247	203	44	29	45	86	82	48	70	89
	25%	25%	24%	32% D	20%	27%	24%	25%	27%	24%
Don't know/Refused	109	87	22	3	26	30	45	14	27	38
	11%	11%	12%	3% C	12% C	9%	13% C	7%	11%	10%