

*(I find it harder to consume enough vegetables in the winter than in the summer) Please indicate how strongly you agree or disagree with the following statements.*

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

\* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1129	512	617	286	506	336	97	354	527	151
Weighted	1129	553	576	332	448	348	97*	354	523	155
I find it harder to consume enough vegetables in the winter than in the summer										
Agree strongly	188 17%	58 10%	130 23% A	55 17%	86 19% E	47 13%	17 18%	62 18%	92 18% I	17 11%
Agree somewhat	447 40%	232 42%	215 37%	131 39%	186 42%	128 37%	44 46%	142 40%	199 38%	62 40%
Disagree somewhat	345 31%	195 35% B	150 26%	110 33%	124 28%	111 32%	22 22%	98 28%	169 32%	56 36% F
Disagree strongly	148 13%	69 12%	80 14%	36 11%	51 11%	62 18% CD	14 14%	52 15%	62 12%	21 13%
Summary										
Top2Box - Agree	635 56%	290 52%	346 60% A	186 56%	273 61% E	175 50%	62 63%	204 58%	291 56%	79 51%
Low2Box - Disagree	494 44%	263 48% B	230 40%	146 44%	175 39%	173 50% D	35 37%	150 42%	232 44%	77 49%

**(Eating fresh vegetables is the ideal way of including vegetables in your diet) Please indicate how strongly you agree or disagree with the following statements.**

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

\* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1129	512	617	286	506	336	97	354	527	151
Weighted	1129	553	576	332	448	348	97*	354	523	155
Eating fresh vegetables is the ideal way of including vegetables in your diet										
Agree strongly	672 60%	308 56%	364 63% A	178 54%	259 58%	234 67% CD	58 60%	216 61%	313 60%	85 55%
Agree somewhat	395 35%	212 38%	183 32% B	143 43% E	160 36% E	92 26%	33 34%	115 33%	189 36%	58 37%
Disagree somewhat	54 5%	27 5%	26 5%	11 3%	25 6%	17 5%	6 6%	20 6%	17 3%	11 7% H
Disagree strongly	9 1%	6 1%	3 1%	0 -	3 1%	5 2% C	1 1%	3 1%	4 1%	1 1%
Summary										
Top2Box - Agree	1067 94%	520 94%	547 95%	321 97%	419 94%	326 94%	91 93%	331 94%	502 96%	143 92%
Low2Box - Disagree	62 6%	33 6%	29 5%	11 3%	29 6%	22 6%	6 7%	23 6%	21 4%	12 8%

**(Top2box Summary) Please indicate how strongly you agree or disagree with the following statements.**

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

\* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1129	512	617	286	506	336	97	354	527	151
Weighted	1129	553	576	332	448	348	97*	354	523	155
I find it harder to consume enough vegetables in the winter than in the summer	635	290	346	186	273	175	62	204	291	79
	56%	52%	60%	56%	61%	50%	63%	58%	56%	51%
Eating fresh vegetables is the ideal way of including vegetables in your diet	1067	520	547	321	419	326	91	331	502	143
	94%	94%	95%	97%	94%	94%	93%	94%	96%	92%

**(Low2box Summary) Please indicate how strongly you agree or disagree with the following statements.**

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

\* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1129	512	617	286	506	336	97	354	527	151
Weighted	1129	553	576	332	448	348	97*	354	523	155
I find it harder to consume enough vegetables in the winter than in the summer	494	263	230	146	175	173	35	150	232	77
	44%	48% B	40%	44%	39%	50% D	37%	42%	44%	49%
Eating fresh vegetables is the ideal way of including vegetables in your diet	62	33	29	11	29	22	6	23	21	12
	6%	6%	5%	3%	6%	6%	7%	6%	4%	8%

**And why would you say that you find it harder to consume enough vegetables in the winter than in the summer?**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Agree that harder to consume enough vegetables in the winter	643	269	374	166	308	168	62	206	298	77
Weighted	635	290	346	186	273	175	62*	204	291	79*
There is not enough variety of fresh produce available in the winter	294	135	159	105	112	76	28	92	136	37
	46%	47%	46%	57% DE	41%	43%	46%	45%	47%	47%
The fresh vegetables available in the winter are of low/ poor quality	383	189	193	124	153	105	36	107	181	59
	60%	65% B	56%	67% D	56%	60%	58%	52%	62% G	75% FGH
Fresh vegetables are too expensive in the winter	448	199	249	117	204	125	47	129	215	56
	70%	69%	72%	63%	75% C	71%	77%	63%	74% G	71%
I prefer to eat more "comfort" foods in the winter	122	42	80	44	50	28	9	46	47	19
	19%	15%	23% A	24%	18%	16%	15%	23%	16%	24%
I prefer to eat heavier foods in the winter	79	30	49	31	25	23	8	33	30	10
	13%	11%	14%	17% D	9%	13%	12%	16%	10%	12%
The recipes I use in the winter don't call for as many vegetables	29	10	20	9	15	6	1	6	16	6
	5%	3%	6%	5%	5%	3%	2%	3%	6%	8%
My schedule is busier in the winter and I don't have time to prepare fresh vegetables	64	35	29	32	25	7	2	18	35	10
	10%	12%	9%	17% DE	9%	4%	3%	9%	12% F	12%
Prefer "homegrown" fresh vegetables/ from my own garden	12	5	7	3	5	4	2	4	5	0
	2%	2%	2%	2%	2%	2%	4%	2%	2%	-
I do not eat a lot of vegetables	3	1	2	2	1	0	0	1	2	0
	0	0	1%	1%	0	-	-	0	1%	-
I dislike vegetables	2	0	2	1	0	1	1	0	1	0
	0	-	0	0	-	0	1%	-	0	-
Winter vegetables have preservatives/chemicals	2	1	1	0	1	1	1	1	0	0
	0	0	0	-	0	1%	1%	0	-	-
Other	5	2	3	0	3	1	0	1	2	2
	1%	1%	1%	-	1%	1%	-	1%	1%	2%
(Dk/Ns)	1	1	0	1	0	0	0	1	0	0
	0	0	-	1%	-	-	-	0	-	-

*In an average week, where do you typically get your vegetable servings from? We'd like you to tell us not what vegetables you eat (i.e. broccoli, carrots, etc.), but rather the format you buy/consume them in.*

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		A	B	C	D	E	F	G	H	I
Base: All respondents	1129	512	617	286	506	336	97	354	527	151
Weighted	1129	553	576	332	448	348	97*	354	523	155
Fresh	691 61%	288 52%	403 70%	208 63%	246 55%	235 68%	43 44%	211 60%	327 63%	109 70%
Frozen	411 36%	162 29%	249 43%	134 40%	175 39%	102 29%	27 28%	111 31%	215 41%	58 38%
Cooked	265 23%	110 20%	155 27%	79 24%	88 20%	97 28%	27 28%	81 23%	117 22%	41 26%
Canned	263 23%	120 22%	143 25%	74 22%	114 25%	75 22%	17 18%	97 27%	127 24%	22 14%
Raw	104 9%	45 8%	59 10%	35 11%	40 9%	29 8%	5 5%	31 9%	47 9%	21 14%
Where they have purchased vegetables	79 7%	55 10%	25 4%	13 4%	39 9%	28 8%	8 9%	27 8%	37 7%	7 4%
Bagged/ pre-cut/ packaged	75 7%	37 7%	37 6%	29 9%	27 6%	17 5%	6 6%	22 6%	36 7%	11 7%
Juice	65 6%	28 5%	37 6%	26 8%	28 6%	11 3%	7 7%	17 5%	29 6%	12 8%
Specified vegetable mentions (cucumber/ carrots, etc.)	31 3%	21 4%	10 2%	8 2%	12 3%	11 3%	9 10% GHI	7 2%	14 3%	1 1%
Do not eat vegetables	5 0	4 1%	1 0	2 1%	2 1%	0 -	1 1%	1 0	3 1%	0 -
Other	68 6%	34 6%	33 6%	29 9%	26 6%	13 4%	5 5%	31 9%	26 5%	6 4%
(Dk/Ns)	17 2%	13 2%	5 1%	7 2%	7 2%	4 1%	4 4%	3 1%	8 1%	2 2%

**[SUMMER VS WINTER SERVINGS OF VEGETABLES]** Thinking about what you eat on a typical [winter/summer] day including breakfast, lunch, dinner, and snacks, how many servings of [each of the following types of food] would you say you consume?

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	Total	GENDER		AGE			EDUCATION			
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		A	B	C	D	E	F	G	H	I
Base: All respondents	1129	512	617	286	506	336	97	354	527	151
Weighted	1129	553	576	332	448	348	97*	354	523	155
1-5 fewer vegetable servings in winter	428 38%	194 35%	234 41%	123 37%	165 37%	140 40%	37 38%	133 38%	209 40%	49 32%
6-10 fewer vegetable servings in winter	70 6%	36 7%	33 6%	25 8%	30 7%	15 4%	9 9%	24 7%	30 6%	8 5%
11-15 fewer vegetable servings in winter	16 1%	7 1%	10 2%	11 3% DE	5 1%	1 0	2 2%	6 2%	7 1%	2 1%
16-20 fewer vegetable servings in winter	4 0	2 0	2 0	1 0	2 0	1 0	1 1%	2 1%	1 0	0 -
21 or fewer vegetable servings in winter	8 1%	4 1%	3 1%	2 1%	3 1%	3 1%	1 1%	1 0	5 1%	0 -
Same number of vegetable servings	222 20%	129 23% B	93 16%	74 22%	79 18%	68 20%	18 19%	75 21%	89 17%	40 26% H
1-5 more vegetable servings in the winter	339 30%	163 29%	176 31%	80 24%	150 33% C	109 31%	26 26%	99 28%	159 30%	55 36%
6-10 more vegetable servings in the winter	27 2%	9 2%	18 3%	11 3%	9 2%	8 2%	2 2%	10 3%	15 3%	1 1%
11-15 more vegetable servings in the winter	11 1%	8 1%	4 1%	5 1%	4 1%	3 1%	2 2%	3 1%	6 1%	0 -
16-20 more vegetable servings in the winter	3 0	1 0	2 0	1 0	2 0	0 -	0 -	1 0	2 0	0 -
21 or more vegetable servings in the winter	2 0	1 0	1 0	1 0	1 0	0 -	0 -	1 0	1 0	0 -
Summary										
Fewer vegetable servings in winter	526 47%	242 44%	283 49%	162 49%	204 46%	160 46%	49 51%	166 47%	252 48% I	59 38%
More vegetable servings in winter	382 34%	182 33%	200 35%	97 29%	165 37% C	120 35%	30 30%	114 32%	182 35%	56 36%

*(Meets the Heart and Stroke Foundations' sodium level requirements for Health Check Certification) If store-bought soups containing vegetables were able to provide each one of the following benefits, how much more or less likely would you be to consume store-bought soup as a way to increase your consumption of vegetables, than you would be right now?*

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Base: All respondents	1129	512	617	286	506	336	97	354	527	151
Weighted	1129	553	576	332	448	348	97*	354	523	155
Meets the Heart and Stroke Foundations' sodium level requirements for Health Check Certification										
Much more likely	314 28%	122 22%	192 33%	67 20%	124 28%	123 35%	36 37%	110 31%	129 25%	39 25%
Somewhat more likely	389 34%	190 34%	199 34%	112 34%	144 32%	132 38%	27 28%	109 31%	188 36%	66 43%
Just as likely	362 32%	207 37%	155 27%	146 44%	152 34%	64 18%	28 29%	112 32%	175 33%	47 30%
Somewhat less likely	36 3%	21 4%	15 3%	4 1%	15 3%	17 5%	2 3%	16 5%	15 3%	2 1%
Much less likely	28 2%	12 2%	16 3%	3 1%	13 3%	11 3%	4 5%	7 2%	15 3%	1 1%
Summary										
Top2Box - More likely	703 62%	313 57%	390 68%	179 54%	268 60%	255 73%	62 64%	219 62%	317 61%	105 67%
Low2Box - Less likely	64 6%	33 6%	31 5%	8 2%	28 6%	29 8%	7 7%	23 6%	31 6%	3 2%



**(Store-bought soup containing vegetables) If you knew for sure that each type of food listed below was a good-quality way to add more vegetables to your diet, how much more or less of each type would you consume in the winter?**

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

\* small base

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents Weighted	1129	512	617	286	506	336	97	354	527	151
	1129	553	576	332	448	348	97*	354	523	155
<b>Store-bought soup containing vegetables</b>										
I would consume a lot more of this food	165 15%	66 12%	99 17% A	56 17%	68 15%	41 12%	26 26% GHI	50 14%	71 14%	18 11%
I would consume a bit more of this food	413 37%	188 34%	225 39%	120 36%	156 35%	136 39%	23 24%	121 34%	210 40% F	59 38% F
I would consume the same amount of this food	492 44%	275 50% B	217 38%	145 44%	200 45%	146 42%	46 48%	164 46%	212 41%	70 45%
I would consume a bit less of this food	30 3%	11 2%	19 3%	6 2%	11 2%	13 4%	2 2%	9 3%	13 3%	5 4%
I would consume a lot less of this food	30 3%	13 2%	17 3%	5 1%	13 3%	12 4%	1 1%	10 3%	16 3%	3 2%
<b>Summary</b>										
Top2Box - Would consume more of this food	578 51%	254 46%	324 56% A	176 53%	224 50%	177 51%	48 50%	171 48%	281 54%	77 50%
Low2Box - Would consume less of this food	59 5%	24 4%	36 6%	11 3%	23 5%	25 7%	2 2%	19 5%	29 6%	8 5%