

(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 - J/K

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1129	179	116	98	390	266	80	263	349	517	327	802
Weighted	1129	157	109	75*	434	268	86*	266	354	509	329	800
I find it harder to consume enough vegetables in the winter than in the summer												
Agree strongly	188 17%	24 15%	21 19%	11 15%	73 17%	49 18%	10 12%	53 20%	62 17%	74 14%	64 19%	125 16%
Agree somewhat	447 40%	56 36%	44 40%	30 40%	179 41%	108 40%	30 34%	100 38%	146 41%	201 40%	143 43%	304 38%
Disagree somewhat	345 31%	53 34%	33 30%	23 30%	119 27%	85 32%	32 38%	75 28%	101 29%	169 33%	88 27%	257 32%
Disagree strongly	148 13%	24 15%	11 10%	11 15%	63 14%	26 10%	14 16%	38 14%	45 13%	65 13%	35 11%	114 14%
Summary												
Top2Box - Agree	635 56%	80 51%	65 59%	41 55%	252 58%	157 59%	40 46%	153 57%	208 59%	275 54%	207 63% K	429 54%
Low2Box - Disagree	494 44%	77 49%	44 41%	34 45%	182 42%	111 41%	46 54%	113 43%	147 41%	234 46%	123 37%	371 46% J

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1129	179	116	98	390	266	80	263	349	517	327	802
Weighted	1129	157	109	75*	434	268	86*	266	354	509	329	800
Eating fresh vegetables is the ideal way of including vegetables in your diet												
Agree strongly	672 60%	101 64% B	56 52%	45 60%	268 62%	151 57%	49 58%	147 55%	219 62%	306 60%	200 61%	472 59%
Agree somewhat	395 35%	49 31%	48 44% AD	24 32%	143 33%	102 38%	29 34%	105 39%	112 32%	178 35%	109 33%	286 36%
Disagree somewhat	54 5%	6 4%	4 4%	5 6%	20 5%	13 5%	6 7%	12 5%	20 6%	22 4%	20 6%	34 4%
Disagree strongly	9 1%	1 1%	0 -	1 2%	3 1%	1 0	1 1%	2 1%	3 1%	3 1%	1 0	8 1%
Summary												
Top2Box - Agree	1067 94%	150 95%	104 96%	69 92%	411 95%	254 95%	79 92%	252 95%	331 93%	484 95%	309 94%	758 95%
Low2Box - Disagree	62 6%	7 5%	4 4%	6 8%	23 5%	14 5%	7 8%	14 5%	23 7%	25 5%	20 6%	42 5%

**(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 - J/K

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1129	179	116	98	390	266	80	263	349	517	327	802
Weighted	1129	157	109	75*	434	268	86*	266	354	509	329	800
I find it harder to consume enough vegetables in the winter than in the summer	635	80	65	41	252	157	40	153	208	275	207	429
	56%	51%	59%	55%	58%	59%	46%	57%	59%	54%	63% K	54%
Eating fresh vegetables is the ideal way of including vegetables in your diet	1067	150	104	69	411	254	79	252	331	484	309	758
	94%	95%	96%	92%	95%	95%	92%	95%	93%	95%	94%	95%

**(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 - J/K

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1129	179	116	98	390	266	80	263	349	517	327	802
Weighted	1129	157	109	75*	434	268	86*	266	354	509	329	800
I find it harder to consume enough vegetables in the winter than in the summer	494	77	44	34	182	111	46	113	147	234	123	371
	44%	49%	41%	45%	42%	41%	54%	43%	41%	46%	37%	46% J
Eating fresh vegetables is the ideal way of including vegetables in your diet	62	7	4	6	23	14	7	14	23	25	20	42
	6%	5%	4%	8%	5%	5%	8%	5%	7%	5%	6%	5%

**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 - J/K

\* small base; \*\* very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Agree that harder to consume enough vegetables in the winter Weighted	643	94	70	53	232	156	38	155	206	282	207	436
	635	80*	65*	41*	252	157	40**	153	208	275	207	429
There is not enough variety of fresh produce available in the winter	294	35	26	23	118	75	18	62	101	130	92	201
	46%	43%	40%	55%	47%	48%	45%	41%	49%	47%	45%	47%
The fresh vegetables available in the winter are of low/ poor quality	383	49	37	23	153	99	22	87	120	176	121	262
	60%	61%	58%	55%	61%	63%	55%	57%	58%	64%	59%	61%
Fresh vegetables are too expensive in the winter	448	50	37	25	186	117	32	120	149	178	151	297
	70%	62%	57%	61%	74% AB	74% B	82%	79% I	72%	65%	73%	69%
I prefer to eat more "comfort" foods in the winter	122	21	15	13	50	16	8	33	32	56	38	84
	19%	26% E	23% E	30% E	20% E	10%	20%	22%	16%	20%	18%	20%
I prefer to eat heavier foods in the winter	79	7	9	5	32	23	4	26	24	29	27	52
	13%	8%	15%	12%	13%	15%	9%	17%	12%	11%	13%	12%
The recipes I use in the winter don't call for as many vegetables	29	3	2	2	8	13	2	6	13	10	10	19
	5%	3%	3%	5%	3%	8% D	4%	4%	6%	4%	5%	4%
My schedule is busier in the winter and I don't have time to prepare fresh vegetables	64	12	10	5	22	11	4	20	12	33	23	41
	10%	15% E	16% E	11%	9%	7%	11%	13% H	6%	12% H	11%	10%
Prefer "homegrown" fresh vegetables/ from my own garden	12	2	2	3	4	0	0	2	4	6	1	11
	2%	3% E	3% E	8% DE	2%	-	-	1%	2%	2%	0	3%
I do not eat a lot of vegetables	3	0	2	0	1	0	0	1	0	2	1	2
	0	-	3% E	-	0	-	-	1%	-	1%	0	0
I dislike vegetables	2	2	0	0	0	0	0	0	2	0	1	1
	0	2% D	-	-	-	-	-	-	1%	-	0	0
Winter vegetables have preservatives/chemicals	2	0	1	0	1	0	0	0	2	0	1	1
	0	-	1%	-	0	-	-	-	1%	-	0	0
Other	5	1	1	0	1	2	0	2	0	3	2	3
	1%	1%	1%	-	0	1%	-	1%	-	1%	1%	1%
(Dk/Ns)	1	0	0	1	0	0	0	0	1	0	0	1
	0	-	-	2% DE	-	-	-	-	0	-	-	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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	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1129	179	116	98	390	266	80	263	349	517	327	802
Weighted	1129	157	109	75*	434	268	86*	266	354	509	329	800
Fresh	691 61%	96 61%	69 64%	44 59%	247 57%	173 64%	61 71%	142 53%	211 60%	337 66% G	204 62%	487 61%
Frozen	411 36%	50 32%	56 51% AEF	31 42% E	184 42% AE	63 23%	28 33%	88 33%	116 33%	207 41% H	148 45% K	263 33%
Cooked	265 23%	42 27% B	17 16%	17 23%	114 26% B	55 20%	20 23%	59 22%	92 26%	114 22%	75 23%	189 24%
Canned	263 23%	35 22%	23 21%	12 16%	103 24%	76 28% C	14 16%	61 23%	89 25%	113 22%	92 28% K	171 21%
Raw	104 9%	17 11% F	10 9% F	8 11% F	39 9% F	29 11% F	1 1%	21 8%	35 10%	48 9%	28 8%	76 9%
Where they have purchased vegetables	79 7%	21 13% CDE	7 7%	3 4%	29 7%	13 5%	7 8%	22 8%	29 8%	28 6%	17 5%	63 8%
Bagged/ pre-cut/ packaged	75 7%	15 10% E	7 7%	6 8%	31 7%	11 4%	4 5%	18 7%	21 6%	35 7%	22 7%	53 7%
Juice	65 6%	6 4%	6 5%	6 8%	21 5%	26 10% ADF	1 1%	9 3%	25 7%	31 6%	29 9% K	36 5%
Specified vegetable mentions (cucumber/ carrots, etc.)	31 3%	6 4%	1 1%	3 3%	16 4%	4 2%	1 1%	11 4%	10 3%	10 2%	6 2%	25 3%
Do not eat vegetables	5 0	0 -	0 -	1 2%	2 1%	1 0	0 -	2 1%	1 0	2 0	1 0	3 0
Other	68 6%	13 9% E	7 7%	5 7%	30 7% E	7 3%	4 5%	20 8%	22 6%	25 5%	25 7%	43 5%
(Dk/Ns)	17 2%	2 2%	3 3% D	2 2%	3 1%	4 2%	3 3%	6 2%	3 1%	9 2%	6 2%	11 1%

**[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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Base: All respondents	1129	179	116	98	390	266	80	263	349	517	327	802
Weighted	1129	157	109	75*	434	268	86*	266	354	509	329	800
1-5 fewer vegetable servings in winter	428 38%	57 36%	41 38%	29 39%	164 38%	102 38%	34 40%	100 38%	145 41%	183 36%	113 34%	315 39%
6-10 fewer vegetable servings in winter	70 6%	11 7%	6 5%	5 7%	24 5%	12 4%	12 14% DE	17 6%	23 7%	30 6%	35 11% K	34 4%
11-15 fewer vegetable servings in winter	16 1%	2 1%	1 1%	2 3%	6 1%	5 2%	0 -	7 3% I	6 2%	4 1%	5 1%	12 1%
16-20 fewer vegetable servings in winter	4 0	0 -	1 1%	0 -	2 1%	1 0	0 -	0 -	2 1%	2 0	2 1%	2 0
21 or fewer vegetable servings in winter	8 1%	0 -	0 -	0 -	3 1%	4 1%	1 1%	3 1%	2 1%	2 0	2 1%	6 1%
Same number of vegetable servings	222 20%	27 17%	29 26% E	18 24%	89 21%	42 16%	17 19%	52 19%	55 16%	115 23% H	57 17%	164 21%
1-5 more vegetable servings in the winter	339 30%	52 33%	24 22%	18 24%	133 31%	92 34% B	19 23%	71 27%	108 31%	159 31%	99 30%	239 30%
6-10 more vegetable servings in the winter	27 2%	4 2%	6 5%	1 1%	9 2%	7 3%	1 1%	13 5% I	7 2%	7 1%	9 3%	18 2%
11-15 more vegetable servings in the winter	11 1%	3 2%	1 1%	0 -	3 1%	3 1%	1 2%	1 0	4 1%	7 1%	5 1%	7 1%
16-20 more vegetable servings in the winter	3 0	1 1%	1 1%	0 -	1 0	0 -	0 -	1 0	0 -	2 0	2 1%	1 0
21 or more vegetable servings in the winter	2 0	1 1%	0 -	1 1% D	0 -	0 -	0 -	1 0	1 0	0 -	0 -	2 0
Summary												
Fewer vegetable servings in winter	526 47%	69 44%	48 44%	37 49%	199 46%	125 47%	47 55%	127 48%	179 50% I	220 43%	157 48%	369 46%
More vegetable servings in winter	382 34%	61 39%	32 29%	20 27%	146 34%	101 38%	22 25%	87 33%	120 34%	175 34%	115 35%	267 33%

*(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	179	116	98	390	266	80	263	349	517	327	802
Weighted	1129	157	109	75*	434	268	86*	266	354	509	329	800
Meets the Heart and Stroke Foundations' sodium level requirements for Health Check Certification												
Much more likely	314 28%	43 27%	26 24%	18 24%	155 36% BCE	51 19%	21 25%	75 28%	106 30%	133 26%	81 25%	233 29%
Somewhat more likely	389 34%	52 33%	39 36%	25 33%	132 30%	109 41%	33 38%	78 29%	132 37%	179 35%	112 34%	277 35%
Just as likely	362 32%	58 37%	42 38% D	29 38%	125 29%	81 30%	27 32%	93 35% H	94 26%	176 34% H	126 38% K	236 30%
Somewhat less likely	36 3%	1 1%	0 -	1 2%	10 2%	22 8% ABCD	2 2%	10 4%	13 4%	13 2%	4 1%	32 4% J
Much less likely	28 2%	3 2%	2 2%	3 4%	12 3%	5 2%	2 3%	11 4%	9 3%	8 2%	5 2%	23 3%
Summary												
Top2Box - More likely	703 62%	95 60%	65 60%	42 56%	287 66%	160 60%	54 63%	152 57%	238 67% G	313 61%	194 59%	510 64%
Low2Box - Less likely	64 6%	5 3%	2 2%	4 5%	22 5%	27 10% ABD	4 5%	21 8% I	22 6%	21 4%	10 3%	54 7% J



**(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?**

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\* small base

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Base: All respondents	1129	179	116	98	390	266	80	263	349	517	327	802
Weighted	1129	157	109	75*	434	268	86*	266	354	509	329	800
<b>Store-bought soup containing vegetables</b>												
I would consume a lot more of this food	165 15%	21 14%	11 10%	5 7%	79 18% BC	34 13%	14 17%	38 14%	60 17%	66 13%	56 17%	109 14%
I would consume a bit more of this food	413 37%	61 39%	43 39%	29 39%	158 36%	101 38%	21 24%	72 27%	150 42% G	191 38% G	131 40%	282 35%
I would consume the same amount of this food	492 44%	64 41%	48 44%	37 49%	178 41%	117 44%	47 55%	133 50% H	130 37%	229 45% H	126 38%	366 46% J
I would consume a bit less of this food	30 3%	4 3%	2 2%	2 2%	12 3%	9 3%	1 1%	8 3%	8 2%	14 3%	10 3%	20 2%
I would consume a lot less of this food	30 3%	6 4%	6 5% D	2 3%	6 1%	7 3%	2 3%	14 5% HI	7 2%	9 2%	7 2%	23 3%
<b>Summary</b>												
Top2Box - Would consume more of this food	578 51%	83 53%	53 49%	34 46%	237 55%	135 50%	35 41%	110 41%	210 59% GI	258 51% G	187 57% K	391 49%
Low2Box - Would consume less of this food	59 5%	10 6%	7 7%	4 5%	19 4%	16 6%	3 4%	23 8% HI	14 4%	22 4%	17 5%	43 5%