

# BRITISH COLUMBIANS ASK RESTAURANTS TO HOLD THE TRANS FATS

*Eight-In-Ten (79%) British Columbians Say Trans Fats Should Be  
Banned In Restaurants*

*Survey Also Examines British Columbians' Ethical Eating Habits*



Ipsos Reid

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**Vancouver, BC**— Late last year, New York City's Board of Health voted to make New York North America's first city to ban the use of trans fats at restaurants. Now, a new Ipsos Reid poll reveals that most British Columbians would favour a similar ban in their province. Eight-in-ten (79%) British Columbians say they agree that governments should ban the use of trans fats in all restaurants (50% strongly agree, 29% somewhat agree). Only a small portion (14%) of British Columbians disagree with a ban on trans fats at restaurants (5% strongly disagree, 9% somewhat disagree). The desire to see a ban is consistent across regions, gender and age groups.

Attitudes towards trans fats are part of a larger Food and Beverage survey conducted by Ipsos Reid. The survey also reveals that many British Columbians have an appetite for "ethical eating" (consideration for how the foods we eat affect us and the environment). For example, nearly half (48%) of British Columbians say they "always" or "regularly" try to eat dishes made with seasonal ingredients. Many British Columbians also say they "always" or "regularly" try to eat ethically by eating dishes made with locally grown ingredients (42%), eating meat-free meals one day a week (37%), eating free-range meat (29%) and eating dishes made with organic ingredients (28%).

*These are the findings of an Ipsos Reid poll fielded July 25 to August 1, 2007 with a representative sample of 604 adult British Columbians. With a sample of this size, the results are considered accurate to within  $\pm 4.0$  percentage points, 19 times out of 20, of what they would have been had the entire adult population of BC been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual BC population according to 2006 Census data.*

*The polling was conducted using Ipsos Reid's "Voice of the West Interactive Forum" – an online panel of more than 1,600 British Columbians who have been randomly recruited to match the overall characteristics of the adult BC population.*

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