

Dairy Farmers

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General Mills

OM8. Which do you enjoy most during your day?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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	1044	125	89	82	394	254	100	288	338	418	305	739
Weighted	1000	139*	96*	67*	385	237	76*	288	327	385	299	701
Breakfast	188 19%	18 13%	16 16%	15 23%	59 15%	65 27% ABD	15 20%	61 21%	59 18%	68 18%	47 16%	141 20%
Lunch	93 9%	13 9%	8 8%	3 4%	35 9%	28 12%	6 9%	25 9%	34 10%	35 9%	29 10%	64 9%
Dinner	634 63%	100 72% E	63 65%	41 62%	254 66% E	128 54%	48 63%	172 60%	209 64%	252 65%	196 66%	437 62%
Snacking	85 9%	8 6%	11 11%	7 10%	37 10%	16 7%	6 8%	30 10%	25 8%	31 8%	26 9%	59 8%

Detailed tables

General Mills

OM9. I often skip eating a meal at?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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												
Weighted	1044	125	89	82	394	254	100	288	338	418	305	739
	1000	139*	96*	67*	385	237	76*	288	327	385	299	701
Breakfast												
Yes	442 44%	65 47%	50 52%	35 53%	173 45%	83 35%	35 46%	143 50%	151 46%	148 38%	153 51%	289 41%
No	558 56%	74 53%	46 48%	31 47%	212 55%	154 65%	41 54%	145 50%	176 54%	238 62%	146 49%	412 59%
						ABCD				GH		J
Lunch												
Yes	366 37%	58 42%	40 42%	24 36%	160 42%	55 23%	28 37%	116 40%	119 36%	130 34%	107 36%	259 37%
No	634 63%	81 58%	56 58%	43 64%	225 58%	182 77%	48 63%	171 60%	208 64%	255 66%	192 64%	442 63%
						ABCD						
Dinner												
Yes	73 7%	5 4%	12 13%	1 1%	33 9%	19 8%	3 4%	22 8%	28 9%	23 6%	20 7%	53 8%
No	927 93%	134 96%	84 87%	66 99%	352 91%	218 92%	73 96%	266 92%	299 91%	362 94%	279 93%	647 92%
Any meal												
Yes	654 65%	93 67%	69 72%	46 69%	260 68%	133 56%	52 69%	201 70%	214 65%	239 62%	203 68%	451 64%
No	346 35%	46 33%	27 28%	21 31%	125 32%	104 44%	24 31%	87 30%	113 35%	147 38%	96 32%	250 36%
						BDF				G		

General Mills

OM9. [Yes Summary] I often skip eating a meal at?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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	1044	125	89	82	394	254	100	288	338	418	305	739
Weighted	1000	139*	96*	67*	385	237	76*	288	327	385	299	701
Any meal	654	93	69	46	260	133	52	201	214	239	203	451
	65%	67%	72%	69%	68%	56%	69%	70%	65%	62%	68%	64%
Breakfast	442	65	50	35	173	83	35	143	151	148	153	289
	44%	47%	52%	53%	45%	35%	46%	50%	46%	38%	51%	41%
Lunch	366	58	40	24	160	55	28	116	119	130	107	259
	37%	42%	42%	36%	42%	23%	37%	40%	36%	34%	36%	37%
Dinner	73	5	12	1	33	19	3	22	28	23	20	53
	7%	4%	13%	1%	9%	8%	4%	8%	9%	6%	7%	8%
			AC		C	C						

General Mills

OM10. When I do snack, I typically snack...?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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	1044	125	89	82	394	254	100	288	338	418	305	739
Weighted	1000	139*	96*	67*	385	237	76*	288	327	385	299	701
In the morning	132 13%	26 18% E	17 18% E	9 13%	49 13%	22 9%	10 13%	34 12%	43 13%	55 14%	47 16%	84 12%
In the afternoon	453 45%	72 52% E	51 53% E	26 39%	179 47%	92 39%	33 44%	134 47%	155 47%	164 43%	142 48%	311 44%
In the evening	600 60%	82 59%	56 58%	41 62%	225 59%	146 62%	49 65%	184 64%	185 57%	231 60%	170 57%	430 61%
Before bed	245 24%	35 25%	20 21%	17 25%	110 29% E	44 19%	19 25%	86 30% H	63 19%	96 25%	90 30% K	155 22%
(Dk/Ns)	2 0	0 -	0 -	0 -	0 -	1 1%	0 1%	1 0	0 -	1 0	0 -	2 0

Detailed tables

General Mills

Detailed tables

OM11_1. (Over the past few years, I am snacking more than I used to) What is the extent to which you agree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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	1044	125	89	82	394	254	100	288	338	418	305	739
Weighted	1000	139*	96*	67*	385	237	76*	288	327	385	299	701
Over the past few years, I am snacking more than I used to												
Strongly agree	94 9%	8 6%	10 11%	9 14% A	44 11%	16 7%	7 9%	35 12% I	32 10%	27 7%	34 11%	60 9%
Somewhat agree	286 29%	38 27%	31 32%	20 31%	114 30%	64 27%	19 26%	81 28%	101 31%	104 27%	103 34% K	183 26%
Somewhat disagree	377 38%	62 45%	30 31%	25 38%	138 36%	89 37%	33 43%	101 35%	119 36%	157 41%	118 39%	260 37%
Strongly disagree	242 24%	32 23%	25 26%	11 17%	89 23%	68 29% C	17 23%	71 25%	74 23%	97 25%	45 15%	198 28% J
Summary												
Top2Box - Agree	380 38%	46 33%	41 43%	30 45%	158 41%	81 34%	26 34%	116 40%	134 41%	131 34%	137 46% K	243 35%
Low2Box - Disagree	620 62%	94 67%	55 57%	37 55%	227 59%	157 66%	50 66%	172 60%	193 59%	254 66%	162 54%	457 65% J

General Mills

Detailed tables

OM11_2. (The snacks that I typically eat are generally becoming less healthy) What is the extent to which you agree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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	1044	125	89	82	394	254	100	288	338	418	305	739
Weighted	1000	139*	96*	67*	385	237	76*	288	327	385	299	701
The snacks that I typically eat are generally becoming less healthy												
Strongly agree	67 7%	5 4%	4 5%	6 9%	33 9%	15 6%	3 4%	30 10% I	19 6%	18 5%	28 9%	40 6%
Somewhat agree	290 29%	42 30%	35 37%	21 31%	113 29%	60 25%	20 26%	84 29%	110 34%	96 25%	91 31%	199 28%
Somewhat disagree	426 43%	70 51%	38 39%	29 43%	154 40%	101 42%	34 45%	113 39%	128 39%	185 48% GH	141 47%	285 41%
Strongly disagree	217 22%	22 16%	19 19%	11 17%	84 22%	62 26% A	19 25%	60 21%	70 21%	87 23%	39 13%	178 25% J
Summary												
Top2Box - Agree	357 36%	47 34%	40 41%	26 40%	146 38%	75 32%	23 31%	114 40% I	129 40% I	114 30%	119 40%	238 34%
Low2Box - Disagree	643 64%	92 66%	57 59%	40 60%	239 62%	162 68%	53 69%	174 60%	198 60%	272 70% GH	180 60%	463 66%

General Mills

Detailed tables

OM11_3. (I have enough time to eat breakfast, lunch, and dinner each day) What is the extent to which you agree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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	1044	125	89	82	394	254	100	288	338	418	305	739
Weighted	1000	139*	96*	67*	385	237	76*	288	327	385	299	701
I have enough time to eat breakfast, lunch, and dinner each day												
Strongly agree	393 39%	51 37%	28 29%	31 46% B	148 38%	99 42% B	37 49% B	121 42%	127 39%	146 38%	76 25%	317 45% J
Somewhat agree	333 33%	54 39%	33 35% F	20 30%	128 33%	82 35% F	16 21%	83 29%	114 35%	136 35%	119 40% K	214 31%
Somewhat disagree	177 18%	18 13%	18 19%	11 16%	71 18%	41 17%	18 24% A	60 21%	49 15%	68 18%	70 23% K	107 15%
Strongly disagree	97 10%	16 11%	17 18% DEF	5 8%	38 10%	15 6%	5 7%	24 8%	38 12%	35 9%	35 12%	62 9%
Summary												
Top2Box - Agree	726 73%	106 76%	61 63%	50 76%	275 72%	181 76% B	53 69%	204 71%	240 73%	283 73%	195 65%	531 76% J
Low2Box - Disagree	274 27%	34 24%	35 37% E	16 24%	109 28%	56 24%	23 31%	84 29%	87 27%	103 27%	104 35% K	170 24%

General Mills

Detailed tables

OM11_4. (I like to have a bedtime snack) What is the extent to which you agree with the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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	1044	125	89	82	394	254	100	288	338	418	305	739
Weighted	1000	139*	96*	67*	385	237	76*	288	327	385	299	701
I like to have a bedtime snack												
Strongly agree	161 16%	18 13%	14 15%	15 22% E	73 19% E	28 12%	14 18%	61 21% I	49 15%	51 13%	51 17%	110 16%
Somewhat agree	307 31%	37 27%	31 32%	21 31%	116 30%	75 31%	28 37%	92 32%	87 27%	128 33%	111 37% K	196 28%
Somewhat disagree	278 28%	52 38% CDF	29 30%	14 21%	97 25%	70 29%	16 21%	70 24%	105 32% G	103 27%	84 28%	194 28%
Strongly disagree	254 25%	32 23%	21 22%	17 26%	100 26%	65 28%	18 23%	65 23%	86 26%	103 27%	53 18%	201 29% J
Summary												
Top2Box - Agree	468 47%	55 39%	46 47%	35 53%	188 49%	102 43%	42 55% A	153 53% H	136 42%	179 47%	162 54% K	306 44%
Low2Box - Disagree	532 53%	85 61% F	51 53%	31 47%	197 51%	135 57%	34 45%	135 47%	191 58% G	206 53%	137 46%	395 56% J

General Mills

Detailed tables

OM11_5. (Because of time constraints, I find myself snacking more often than I used to) What is the extent to which you agree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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	1044	125	89	82	394	254	100	288	338	418	305	739
Weighted	1000	139*	96*	67*	385	237	76*	288	327	385	299	701
Because of time constraints, I find myself snacking more often than I used to												
Strongly agree	66 7%	8 6%	11 11% EF	5 8%	32 8% E	7 3%	2 3%	25 9%	20 6%	21 5%	26 9%	39 6%
Somewhat agree	207 21%	28 20%	21 22%	16 24%	76 20%	54 23%	12 15%	66 23% I	81 25% I	59 15%	76 25% K	131 19%
Somewhat disagree	415 42%	59 42%	36 38%	26 39%	158 41%	105 44%	32 42%	97 34%	132 40%	187 48% GH	139 47% K	276 39%
Strongly disagree	312 31%	44 31%	28 29%	19 29%	119 31%	72 30%	30 40%	99 35%	94 29%	119 31%	57 19%	255 36% J
Summary												
Top2Box - Agree	272 27%	36 26%	32 33% F	21 32% F	108 28%	61 26%	14 18%	91 32% I	101 31% I	80 21%	102 34% K	170 24%
Low2Box - Disagree	728 73%	103 74%	64 67%	45 68%	276 72%	176 74%	62 82% BC	197 68%	226 69%	305 79% GH	197 66%	531 76% J

General Mills

Detailed tables

OM11_6. (I feel guilty when I snack in between meals) What is the extent to which you agree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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	1044	125	89	82	394	254	100	288	338	418	305	739
Weighted	1000	139*	96*	67*	385	237	76*	288	327	385	299	701
I feel guilty when I snack in between meals												
Strongly agree	95 9%	11 8%	3 3%	5 8%	40 10% B	25 11% B	10 14% B	28 10%	36 11%	31 8%	30 10%	65 9%
Somewhat agree	275 28%	42 30%	18 19%	19 29%	110 29%	65 27%	21 27%	76 26%	87 27%	112 29%	66 22%	209 30% J
Somewhat disagree	334 33% F	57 41%	33 35%	22 32%	122 32%	81 34%	19 25%	96 33%	107 33%	132 34%	116 39% K	218 31%
Strongly disagree	296 30%	29 21%	42 43% ADE	20 31%	113 29%	66 28%	26 34% A	89 31%	97 30%	110 29%	87 29%	209 30%
Summary												
Top2Box - Agree	370 37%	53 38% B	21 22%	24 37% B	150 39% B	90 38% B	31 41% B	103 36%	123 38%	143 37%	96 32%	274 39% J
Low2Box - Disagree	630 63%	86 62%	75 78% ACDEF	42 63%	235 61%	147 62%	45 59%	185 64%	203 62%	242 63%	203 68% K	427 61%

General Mills

Detailed tables

OM11. (Top2box Agree Summary) What is the extent to which you agree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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	1044	125	89	82	394	254	100	288	338	418	305	739
Weighted	1000	139*	96*	67*	385	237	76*	288	327	385	299	701
I have enough time to eat breakfast, lunch, and dinner each day	726	106	61	50	275	181	53	204	240	283	195	531
	73%	76%	63%	76%	72%	76% B	69%	71%	73%	73%	65% J	76% J
I like to have a bedtime snack	468	55	46	35	188	102	42	153	136	179	162	306
	47%	39%	47%	53%	49%	43%	55% A	53% H	42%	47%	54% K	44%
Over the past few years, I am snacking more than I used to	380	46	41	30	158	81	26	116	134	131	137	243
	38%	33%	43%	45%	41%	34%	34%	40%	41%	34%	46% K	35%
I feel guilty when I snack in between meals	370	53	21	24	150	90	31	103	123	143	96	274
	37%	38% B	22%	37% B	39% B	38% B	41% B	36%	38%	37%	32%	39% J
The snacks that I typically eat are generally becoming less healthy	357	47	40	26	146	75	23	114	129	114	119	238
	36%	34%	41%	40%	38%	32%	31%	40% I	40% I	30%	40%	34%
Because of time constraints, I find myself snacking more often than I used to	272	36	32	21	108	61	14	91	101	80	102	170
	27%	26%	33% F	32% F	28%	26%	18%	32% I	31% I	21%	34% K	24%

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Detailed tables

OM11. (Low2box Disagree Summary) What is the extent to which you agree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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 Weighted												
	1044	125	89	82	394	254	100	288	338	418	305	739
	1000	139*	96*	67*	385	237	76*	288	327	385	299	701
Because of time constraints, I find myself snacking more often than I used to												
	728	103	64	45	276	176	62	197	226	305	197	531
	73%	74%	67%	68%	72%	74%	82% BC	68%	69%	79% GH	66%	76% J
The snacks that I typically eat are generally becoming less healthy												
	643	92	57	40	239	162	53	174	198	272	180	463
	64%	66%	59%	60%	62%	68%	69%	60%	60%	70% GH	60%	66%
I feel guilty when I snack in between meals												
	630	86	75	42	235	147	45	185	203	242	203	427
	63%	62%	78% ACDEF	63%	61%	62%	59%	64%	62%	63%	68% K	61%
Over the past few years, I am snacking more than I used to												
	620	94	55	37	227	157	50	172	193	254	162	457
	62%	67%	57%	55%	59%	66%	66%	60%	59%	66%	54%	65% J
I like to have a bedtime snack												
	532	85	51	31	197	135	34	135	191	206	137	395
	53%	61% F	53%	47%	51%	57%	45%	47%	58% G	53%	46%	56% J
I have enough time to eat breakfast, lunch, and dinner each day												
	274	34	35	16	109	56	23	84	87	103	104	170
	27%	24%	37% E	24%	28%	24%	31%	29%	27%	27%	35% K	24%

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Detailed tables

OM12. How often would you say you eat in between meals?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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	1044	125	89	82	394	254	100	288	338	418	305	739
Weighted	1000	139*	96*	67*	385	237	76*	288	327	385	299	701
Rarely	164 16%	21 15%	6 6%	10 16% B	64 17% B	45 19% B	19 25% B	51 18%	54 16%	59 15%	42 14%	123 18%
A few times a week	348 35%	54 39%	43 44% D	24 36%	113 29%	91 38% D	23 30%	85 30%	121 37%	141 37%	94 31%	254 36%
Once a day	238 24%	25 18%	22 23%	13 19%	104 27%	57 24%	17 23%	72 25%	74 23%	92 24%	75 25%	163 23%
A few times a day	199 20%	37 26% E	21 22%	15 22%	81 21% E	34 14%	12 16%	59 20%	63 19%	76 20%	66 22%	133 19%
I'm almost always snacking on something	51 5%	3 2%	5 5%	4 7%	23 6%	11 4%	5 7%	20 7%	15 4%	16 4%	23 8% K	28 4%

General Mills

OM13. Of the following snacks, which have you snacked on within the last week?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

Detailed tables

		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	1044	125	89	82	394	254	100	288	338	418	305	739
Weighted	1000	139*	96*	67*	385	237	76*	288	327	385	299	701
Muffins	173 17%	28 20%	17 18%	11 17%	62 16%	43 18%	12 16%	61 21%	49 15%	63 16%	48 16%	125 18%
Candy or chocolate	393 39%	54 39%	53 56%	34 51%	161 42%	57 24%	32 42%	99 34%	122 37%	171 44%	140 47%	253 36%
Chips	483 48%	53 38%	47 49%	35 53%	184 48%	130 55%	34 45%	146 51%	151 46%	185 48%	169 56%	314 45%
Fruit	653 65%	93 67%	60 62%	48 72%	236 61%	164 69%	52 69%	173 60%	208 64%	271 70%	184 62%	469 67%
Vegetables	376 38%	60 43%	39 41%	24 35%	126 33%	92 39%	35 46%	103 36%	122 37%	151 39%	119 40%	257 37%
Cookies	394 39%	55 39%	36 37%	28 42%	165 43%	82 35%	28 37%	115 40%	115 35%	164 43%	140 47%	254 36%
Cereal and milk	238 24%	21 15%	21 22%	16 24%	105 27%	59 25%	16 21%	75 26%	69 21%	94 24%	86 29%	152 22%
Granola bars	267 27%	34 24%	31 32%	24 36%	111 29%	53 23%	14 19%	74 26%	85 26%	108 28%	90 30%	177 25%
Donuts	143 14%	18 13%	17 18%	15 22%	58 15%	23 10%	12 15%	49 17%	35 11%	58 15%	46 15%	97 14%
Yogurt	337 34%	48 34%	31 32%	24 36%	135 35%	77 32%	22 29%	86 30%	124 38%	127 33%	96 32%	241 34%
Cheese and crackers	421 42%	54 38%	34 36%	28 42%	169 44%	109 46%	28 37%	113 39%	129 40%	178 46%	122 41%	299 43%
Chocolate milk	103 10%	12 8%	15 15%	6 10%	35 9%	27 11%	9 12%	33 11%	37 11%	33 9%	41 14%	62 9%
None of these	20 2%	3 2%	1 1%	1 1%	9 2%	5 2%	1 2%	5 2%	12 4%	2 1%	6 2%	14 2%

General Mills

Detailed tables

OM14. And of the following list, which type of snack food would you consider to be the healthiest?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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	1044	125	89	82	394	254	100	288	338	418	305	739
Weighted	1000	139*	96*	67*	385	237	76*	288	327	385	299	701
Whole-grain cereal	531 53%	68 49%	61 64% AD	34 51%	196 51%	132 55%	40 53%	146 51%	166 51%	219 57%	162 54%	368 53%
Granola bars or other cereal bars	275 27%	25 18%	17 18%	20 30% A	115 30% AB	77 32% AB	20 27%	83 29%	97 30%	95 25%	83 28%	192 27%
Fruits	63 6%	15 11%	5 6%	4 6%	21 5%	14 6%	4 6%	18 6%	17 5%	28 7%	15 5%	49 7%
Fruits & vegetables	27 3%	6 4%	2 2%	3 4%	6 2%	7 3%	3 4%	5 2%	12 4%	9 2%	8 3%	18 3%
Crackers	26 3%	5 4%	3 3%	3 4%	11 3%	3 1%	1 2%	12 4%	6 2%	8 2%	6 2%	19 3%
Vegetables	23 2%	5 4% E	4 4% E	1 1%	8 2%	1 1%	3 4% E	7 2%	10 3%	6 2%	10 3%	13 2%
Chips or other salty snacks	11 1%	1 1%	1 1%	1 1%	6 2%	2 1%	0 -	4 1%	6 2%	2 0	2 1%	9 1%
Nuts	10 1%	6 4% DE	1 1%	0 -	2 1%	0 -	0 -	3 1%	3 1%	4 1%	2 1%	8 1%
Cookies or other baked goods	9 1%	1 1%	2 2%	0 -	6 2%	0 -	1 1%	6 2%	1 0	2 1%	1 0	8 1%
Trail mix	4 0	3 2% DE	0 -	0 -	0 -	0 -	0 1%	0 -	4 1% I	0 -	2 1%	2 0
Popcorn	3 0	0 -	0 -	1 1%	2 0	0 -	1 1%	2 1%	0 -	2 0	1 0	2 0
Veggies and dip	2 0	0 -	0 -	0 -	1 0	0 -	1 1%	0 -	2 0	0 -	0 -	2 0
Yogurt	1 0	1 1%	0 -	0 -	0 -	0 -	0 -	0 -	1 0	0 -	0 -	1 0

General Mills

Detailed tables

OM14. And of the following list, which type of snack food would you consider to be the healthiest?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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
Other mentions	11 1%	2 2%	0 -	0 -	9 2% E	0 -	0 -	1 1%	3 1%	6 2%	5 2%	6 1%
None	0 0	0 -	0 -	0 -	0 -	0 -	0 1%	0 -	0 -	0 0	0 -	0 0
(Dk/Ns)	6 1%	1 1%	0 -	0 -	3 1%	1 1%	1 1%	2 1%	0 -	4 1%	2 1%	4 1%

General Mills

OM14a. And the second healthiest?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

Detailed tables

		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	1044	125	89	82	394	254	100	288	338	418	305	739
Weighted	1000	139*	96*	67*	385	237	76*	288	327	385	299	701
Granola bars or other cereal bars	438 44%	64 46%	48 50%	26 39%	158 41%	108 45%	34 45%	125 43%	139 43%	174 45%	139 47%	298 43%
Whole-grain cereal	285 28%	39 28%	19 20%	22 33%	115 30%	71 30%	19 24%	83 29%	95 29%	106 28%	86 29%	199 28%
Crackers	130 13%	11 8%	14 14%	12 18% A	53 14%	27 11%	15 19% A	43 15%	39 12%	48 12%	40 14%	90 13%
Fruits	45 5%	9 7%	6 6%	3 4%	18 5%	8 4%	1 2%	7 2%	18 5%	21 5%	12 4%	34 5%
Cookies or other baked goods	30 3%	3 2%	2 2%	1 1%	15 4%	7 3%	2 3%	5 2%	12 4%	13 3%	8 3%	22 3%
Vegetables	28 3%	7 5%	4 4%	1 2%	7 2%	6 3%	2 3%	9 3%	10 3%	9 2%	5 2%	23 3%
Chips or other salty snacks	8 1%	0 -	1 1%	1 1%	7 2%	0 -	0 -	6 2% I	2 1%	1 0	1 0	7 1%
Yogurt	8 1%	0 -	1 1%	1 1%	3 1%	3 1%	1 1%	1 0	4 1%	3 1%	2 1%	7 1%
Nuts	7 1%	1 1%	1 1%	0 -	1 0	3 1%	0 -	2 1%	1 0	4 1%	3 1%	4 1%
Cheese	6 1%	3 2% E	0 -	0 -	3 1%	0 -	0 -	3 1%	2 1%	1 0	2 1%	4 1%
Fruits & vegetables	5 0	1 1%	0 -	0 -	2 0	2 1%	0 -	3 1%	1 0	1 0	1 0	4 1%
Cheese and crackers	2 0	0 -	0 -	0 -	1 0	1 0	0 -	0 -	1 0	1 0	0 -	2 0
Popcorn	1 0	0 -	1 1%	0 -	0 -	0 -	0 -	0 -	1 0	0 -	0 -	1 0
Other mentions	5 1%	1 1%	0 -	0 -	2 0	1 0	1 1%	1 0	3 1%	1 0	1 0	4 1%

General Mills

OM14a. And the second healthiest?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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
None	0	0	0	0	0	0	0	0	0	0	0	0
	0	-	-	-	-	-	1%	-	-	0	-	0
(Dk/Ns)	3	0	0	0	1	1	1	0	0	3	1	2
	0	-	-	-	0	0	2%	-	-	1%	0	0

General Mills

Detailed tables

OM14. [Total Mentions] And of the following list, which type of snack food would you consider to be the healthiest? And the second healthiest?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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	1044	125	89	82	394	254	100	288	338	418	305	739
Weighted	1000	139*	96*	67*	385	237	76*	288	327	385	299	701
Whole-grain cereal	815 82%	106 76%	81 84%	56 84%	311 81%	202 85%	59 77%	229 80%	261 80%	325 84%	248 83%	567 81%
Granola bars or other cereal bars	712 71%	89 64%	65 67%	46 70%	273 71%	185 78% A	54 72%	208 72%	236 72%	268 70%	222 74%	490 70%
Crackers	156 16%	16 11%	17 17%	15 22% E	64 17%	29 12%	16 21%	55 19%	45 14%	56 15%	47 16%	109 16%
Fruits	106 11%	24 17% DEF	10 11%	7 10%	37 10%	22 9%	5 7%	23 8%	34 11%	48 12%	27 9%	79 11%
Vegetables	51 5%	13 9% DE	8 9% E	2 3%	15 4%	7 3%	5 7%	16 6%	19 6%	15 4%	15 5%	36 5%
Cookies or other baked goods	39 4%	4 3%	4 4%	1 1%	21 6%	7 3%	3 4%	11 4%	13 4%	15 4%	9 3%	30 4%
Fruits & vegetables	29 3%	7 5%	2 2%	3 4%	8 2%	7 3%	3 4%	6 2%	13 4%	10 3%	9 3%	20 3%
Chips or other salty snacks	19 2%	1 1%	2 2%	2 3%	13 3%	2 1%	0 -	9 3% I	7 2%	3 1%	3 1%	16 2%
Nuts	16 2%	8 5% DEF	2 2%	0 -	3 1%	3 1%	0 -	4 1%	3 1%	8 2%	4 1%	12 2%
Yogurt	9 1%	1 1%	1 1%	1 1%	3 1%	3 1%	1 1%	1 0	5 1%	3 1%	2 1%	7 1%
Cheese	6 1%	3 2% E	0 -	0 -	3 1%	0 -	0 -	3 1%	2 1%	1 0	2 1%	4 1%
Popcorn	4 0	0 -	1 1%	1 1%	2 0	0 -	1 1%	2 1%	1 0	2 0	1 0	3 0
Trail mix	4 0	3 2% DE	0 -	0 -	0 -	0 -	0 1%	0 -	4 1% I	0 -	2 1%	2 0
Cheese and crackers	2 0	0 -	0 -	0 -	1 0	1 0	0 -	0 -	1 0	1 0	0 -	2 0

General Mills

Detailed tables

OM14. [Total Mentions] And of the following list, which type of snack food would you consider to be the healthiest? And the second healthiest?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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
Veggies and dip	2 0	0 -	0 -	0 -	1 0	0 -	1 1%	0 -	2 0	0 -	0 -	2 0
Other mentions	15 2%	4 3%	0 -	0 -	10 3%	1 0	1 1%	2 1%	5 2%	8 2%	7 2%	9 1%
None	0 0	0 -	0 -	0 -	0 -	0 -	0 1%	0 -	0 -	0 0	0 -	0 0
(Dk/Ns)	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	1 0	0 -

General Mills

OM15. And of the following beverages, which would you say is the healthiest?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

Detailed tables

		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	1044	125	89	82	394	254	100	288	338	418	305	739
Weighted	1000	139*	96*	67*	385	237	76*	288	327	385	299	701
Milk	487 49%	49 35%	40 42%	33 49%	193 50%	125 52%	47 62%	135 47%	155 47%	197 51%	152 51%	334 48%
Juice	284 28%	48 35%	27 28%	19 28%	105 27%	72 30%	14 18%	91 31%	97 30%	97 25%	71 24%	213 30%
Water	114 11%	30 21%	15 15%	8 11%	32 8%	19 8%	11 14%	29 10%	35 11%	50 13%	44 15%	71 10%
Tea	86 9%	11 8%	14 14%	6 9%	37 10%	16 7%	3 3%	23 8%	28 8%	35 9%	26 9%	60 9%
Coffee	9 1%	0 -	0 -	2 3%	5 1%	2 1%	1 1%	6 2%	3 1%	1 0	2 1%	7 1%
Herbal/ green tea	5 1%	1 1%	1 1%	0 -	2 1%	2 1%	0 -	1 0	4 1%	1 0	1 0	4 1%
Soy milk	4 0	1 1%	0 -	0 -	4 1%	0 -	0 -	2 1%	2 1%	1 0	0 -	4 1%
Soft drink	2 0	0 -	0 -	0 -	2 1%	0 -	0 -	0 -	2 1%	0 -	2 1%	0 -
Other mentions	4 0	0 -	0 -	0 -	3 1%	1 0	0 -	2 1%	2 1%	1 0	2 1%	2 0
(Dk/Ns)	5 0	0 -	0 -	0 -	2 1%	2 1%	1 1%	0 -	1 0	3 1%	0 -	5 1%

General Mills

OM15a. And the second healthiest?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

Detailed tables

		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	1044	125	89	82	394	254	100	288	338	418	305	739
Weighted	1000	139*	96*	67*	385	237	76*	288	327	385	299	701
Juice	468 47%	55 39%	47 49%	29 44%	174 45%	116 49%	47 62% ACDE	135 47%	157 48%	176 46%	138 46%	330 47%
Milk	331 33%	49 35%	36 38%	25 38%	128 33%	73 31%	19 25%	102 35%	107 33%	122 32%	100 34%	230 33%
Tea	115 11%	23 17%	9 10%	6 9%	40 10%	32 13%	5 7%	34 12%	34 10%	47 12%	34 11%	81 12%
Water	44 4%	7 5%	0 -	4 7% B	22 6% B	7 3%	3 4% B	6 2%	13 4%	24 6% G	16 5%	28 4%
Coffee	17 2%	2 1%	2 2%	1 1%	7 2%	6 3%	0 -	5 2%	6 2%	6 2%	5 2%	13 2%
Soft drink	10 1%	2 1%	1 1%	1 1%	6 1%	1 0	0 -	5 2%	3 1%	2 0	3 1%	7 1%
Herbal/ green tea	6 1%	1 1%	0 -	0 -	4 1%	1 0	0 -	0 -	4 1%	2 1%	2 1%	4 1%
Soy milk	2 0	2 1%	0 -	0 -	0 -	0 -	0 -	0 -	1 0	1 0	0 -	2 0
Other mentions	4 0	0 -	1 1%	0 -	3 1%	0 -	0 -	1 0	1 0	2 0	0 -	4 1%
None	1 0	0 -	0 -	0 -	0 -	0 -	1 1% D	0 -	0 -	1 0	1 0	0 -
(Dk/Ns)	3 0	0 -	0 -	0 -	2 0	1 0	1 1%	0 -	1 0	2 1%	1 0	3 0

General Mills

Detailed tables

OM15. [Total Mentions] And of the following beverages, which would you say is the healthiest? And the second healthiest?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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	1044	125	89	82	394	254	100	288	338	418	305	739
Weighted	1000	139*	96*	67*	385	237	76*	288	327	385	299	701
Milk	816 82%	98 70%	76 79%	58 87%	321 83%	197 83%	66 87%	237 82%	261 80%	318 83%	253 84%	563 80%
Juice	751 75%	102 73%	74 77%	48 72%	278 72%	188 79%	61 81%	225 78%	254 78%	273 71%	209 70%	542 77%
Tea	200 20%	34 24%	23 24%	12 18%	76 20%	48 20%	8 10%	57 20%	61 19%	82 21%	59 20%	141 20%
Water	155 15%	35 25%	15 15%	12 18%	53 14%	26 11%	14 19%	35 12%	47 14%	72 19%	58 19%	97 14%
Coffee	26 3%	2 1%	2 2%	2 4%	12 3%	8 3%	1 1%	11 4%	8 3%	7 2%	7 2%	20 3%
Soft drink	12 1%	2 1%	1 1%	1 1%	8 2%	1 0	0 -	5 2%	5 2%	2 0	5 2%	7 1%
Herbal/ green tea	11 1%	2 2%	1 1%	0 -	6 2%	2 1%	0 -	1 0	7 2%	3 1%	3 1%	8 1%
Soy milk	6 1%	2 2%	0 -	0 -	4 1%	0 -	0 -	2 1%	3 1%	2 0	0 -	6 1%
Other mentions	8 1%	0 -	1 1%	0 -	6 2%	1 0	0 -	2 1%	3 1%	3 1%	2 1%	6 1%