

YA1. When you buy a tub of ice cream from the dairy freezer, how important is it to you that the product is real ice cream made from milk and not a frozen dessert made from vegetable oils?

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 | 1495 | 164 | 57 | 77 | 808 | 326 | 63 | 294 | 488 | 713 | 191 | 1304 |
| Weighted | 1495 | 197 | 152* | 97* | 573 | 365 | 111* | 342 | 486 | 668 | 253 | 1242 |
| Very important | 833 56% | 105 53% | 66 43% | 53 54% | 337 59% | 214 59% | 59 54% | 182 53% | 271 56% | 380 57% | 123 49% | 710 57% |
| Somewhat important | 414 28% | 50 26% | 58 38% | 22 23% | 165 29% | 88 24% | 30 28% | 100 29% | 135 28% | 179 27% | 89 35% | 326 26% |
| Not very important | 174 12% | 28 14% | 19 12% | 12 12% | 46 8% | 52 14% | 18 16% | 44 13% | 56 11% | 74 11% | 25 10% | 149 12% |
| Not at all important | 73 5% | 13 7% | 10 6% | 10 11% | 25 4% | 11 3% | 3 3% | 15 4% | 24 5% | 34 5% | 16 6% | 57 5% |
| Summary | | | | | | | | | | | | |
| Top2Box - Important | 1247 83% | 155 79% | 124 81% | 75 77% | 502 88% | 302 83% | 90 81% | 282 83% | 406 83% | 559 84% | 211 84% | 1036 83% |
| Low2Box - Not important | 248 17% | 42 21% | 28 19% | 22 23% | 71 12% | 63 17% | 21 19% | 59 17% | 80 17% | 108 16% | 41 16% | 206 17% |

YA2. When serving ice cream to your children, do you prefer to serve real ice cream made from milk, or do you prefer to serve other frozen desserts made from vegetable oils?

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 | 1495 | 164 | 57 | 77 | 808 | 326 | 63 | 294 | 488 | 713 | 191 | 1304 |
| | 1495 | 197 | 152* | 97* | 573 | 365 | 111* | 342 | 486 | 668 | 253 | 1242 |
| I prefer to serve real ice cream made from milk | 1437 | 189 | 148 | 93 | 547 | 355 | 106 | 334 | 465 | 638 | 248 | 1190 |
| | 96% | 96% | 97% | 96% | 96% | 97% | 95% | 98% | 96% | 96% | 98% | 96% |
| I prefer to serve other frozen desserts made from vegetable oils | 58 | 9 | 4 | 4 | 25 | 10 | 5 | 8 | 20 | 30 | 5 | 52 |
| | 4% | 4% | 3% | 4% | 4% | 3% | 5% | 2% | 4% | 4% | 2% | 4% |

YA3. When companies switch their products from real ice cream made from milk to a frozen dessert made with vegetable oils under the same brand name without prominently advertising the changes to their consumers, which of the following statements reflect your beliefs about these actions.

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 | 1495 | 164 | 57 | 77 | 808 | 326 | 63 | 294 | 488 | 713 | 191 | 1304 |
| Weighted | 1495 | 197 | 152* | 97* | 573 | 365 | 111* | 342 | 486 | 668 | 253 | 1242 |
| Labeling regulations need to be strengthened so companies are required to more prominently communicate these changes to their consumers | 856 | 129 | 64 | 45 | 335 | 222 | 61 | 191 | 299 | 367 | 121 | 736 |
| | 57% | 65% BC | 42% | 46% | 59% BC | 61% BC | 55% | 56% | 61% | 55% | 48% J | 59% |
| I feel deceived | 657 44% | 101 51% EF | 61 40% | 40 41% | 279 49% | 140 38% | 36 33% | 125 37% | 213 44% | 319 48% G | 95 37% | 562 45% |
| I think these companies are trying to be tricky | 578 39% | 80 40% | 39 26% | 37 38% | 238 42% B | 152 42% B | 32 29% | 133 39% | 185 38% | 260 39% | 87 34% | 491 40% |
| If the change is a good thing for consumers, why wouldn't these companies promote or advertise these changes | 355 24% | 57 29% E | 29 19% | 31 32% E | 153 27% E | 62 17% | 23 21% | 76 22% | 121 25% | 158 24% | 61 24% | 294 24% |
| It doesn't bother me | 85 6% | 5 3% | 15 10% | 8 9% | 34 6% | 13 4% | 9 8% | 23 7% | 25 5% | 37 6% | 17 7% | 69 6% |
| These companies are just making minor changes to their products | 21 1% | 0 - | 3 2% | 3 3% A | 12 2% | 3 1% | 0 - | 5 1% | 5 1% | 11 2% | 2 1% | 18 1% |
| None of the above | 51 3% | 7 4% | 7 5% | 7 7% F | 18 3% | 12 3% | 0 - | 14 4% | 14 3% | 23 3% | 7 3% | 44 4% |