

4. What ingredients do you consider to be 'junk' in toddler food?

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

	Total	AGE		EDUCATION			
		21-30	31-42	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F
Base: Mothers with children under 13 years old	1011	319	692	84	278	523	126
Weighted	1011	432	579	107*	361	330	213
Sugar/ added sugar	657 65%	269 62%	387 67%	61 57%	224 62%	212 64%	160 75% CDE
Salt/ added salt	164 16%	66 15%	98 17%	17 16%	49 13%	54 17%	43 20%
Artificial colours/ dyes	128 13%	42 10%	86 15% A	10 9%	38 10%	40 12%	40 19% D
Preservatives (unspecified)	106 10%	42 10%	64 11%	3 3%	28 8%	38 12% C	36 17% CD
Candy	103 10%	53 12%	50 9%	13 12%	41 11%	31 10%	18 8%
Artificial/ unnatural/ processed/ refined/ chemicals	92 9%	38 9%	54 9%	10 10%	22 6%	25 8%	35 17% DE
Fat/ high fat/ trans fats	91 9%	32 7%	59 10%	3 3%	24 7%	34 10% C	30 14% CD
Chips	65 6%	31 7%	34 6%	5 4%	34 10% F	19 6%	7 3%
Cookies	57 6%	35 8% B	22 4%	6 6%	27 7%	14 4%	11 5%
Artificial flavours	56 6%	20 5%	36 6%	2 2%	17 5%	20 6%	17 8%
Chocolate	50 5%	31 7% B	18 3%	2 2%	26 7%	13 4%	8 4%
Corn syrup/ high fructose corn syrup	40 4%	11 2%	29 5%	1 1%	11 3%	8 3%	20 9% CDE
Additives (unspecified)	33 3%	10 2%	23 4%	3 3%	6 2%	16 5% D	9 4%
MSG	30 3%	12 3%	17 3%	5 5%	6 2%	11 3%	8 4%

Mothers Omnibus

Detailed Tables

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		A	B	C	D	E	F
White/ refined flour	27 3%	8 2%	18 3%	0 -	5 1%	11 3%	11 5% D
Soda/ pop	23 2%	12 3%	11 2%	2 2%	14 4%	6 2%	1 1%
Oil (incl. hydrogenated, palm, coconut)	23 2%	6 1%	17 3%	0 -	10 3%	6 2%	7 3%
Fast food (unspecified)	22 2%	12 3%	10 2%	0 -	10 3%	8 2%	5 2%
Juice (sweetened/ not 100% juice)	17 2%	14 3% B	3 0	0 -	6 2%	8 2%	3 2%
Cereal	17 2%	9 2%	8 1%	1 1%	6 2%	5 2%	5 2%
Greasy/ fried foods	17 2%	11 3%	6 1%	2 2%	5 1%	6 2%	4 2%
French fries	16 2%	7 2%	9 2%	1 1%	5 1%	7 2%	4 2%
Starch	14 1%	5 1%	9 2%	2 2%	3 1%	5 2%	3 2%
Anything you can't read/ pronounce	13 1%	6 1%	8 1%	0 -	4 1%	9 3%	1 1%
Fillers (unspecified)	4 0	1 0	3 1%	0 -	1 0	2 1%	0 -
Other	151 15%	70 16%	82 14%	12 11%	48 13%	49 15%	42 20%
None	13 1%	7 2%	6 1%	3 3% F	5 1%	5 2%	0 -
Don't know	63 6%	27 6%	36 6%	12 11% F	24 7%	22 7% F	4 2%

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5. Which of the following ingredients do you try to avoid when choosing food for your toddler?

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	Total	AGE		EDUCATION			
		21-30	31-42	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F
Base: Mothers with children under 13 years old	1011	319	692	84	278	523	126
Weighted	1011	432	579	107*	361	330	213
Added/refined sugars	794 79%	335 78%	459 79%	78 73%	264 73%	266 81% D	185 87% CD
Artificial colours/flavours	680 67%	276 64%	404 70%	65 61%	218 60%	230 70% D	167 78% CD
Sodium/Salt	594 59%	245 57%	349 60%	61 57%	206 57%	191 58%	136 64%
Corn syrup	391 39%	146 34%	245 42% A	29 27%	113 31%	136 41% CD	112 53% CDE
None of the above	50 5%	25 6%	25 4%	10 9% F	21 6%	16 5%	4 2%

Detailed Tables

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9. How much attention do you pay to the levels of sodium (salt) that your toddler consumes every day?

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		21-30 A	31-42 B	<HS C	HS D	Post Sec E	Univ Grad F
Base: Mothers with children under 13 years old	1011	319	692	84	278	523	126
Weighted	1011	432	579	107*	361	330	213
A great deal of attention	290 29%	104 24%	186 32% A	39 36%	104 29%	91 28%	56 26%
Some attention	539 53%	245 57%	294 51%	51 47%	188 52%	187 57%	113 53%
Not very much attention	147 15%	66 15%	81 14%	14 13%	59 16%	40 12%	35 16%
No attention at all	34 3%	17 4%	17 3%	4 3%	10 3%	11 3%	9 4%
Summary							
Top2Box (A great deal/ some attention)	829 82%	349 81%	481 83%	89 84%	292 81%	278 84%	169 79%
Low2Box (Not very much/ no attention)	182 18%	83 19%	99 17%	18 16%	69 19%	51 16%	44 21%