

Mothers Omnibus

Detailed Tables

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 - G/H/I - J/K
Overlap formulae used. * 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: Mothers with children under 13 years old Weighted	1011	132	106	73	318	309	73	209	319	483	980	31
	1011	133	103*	66*	387	247	75*	194	309	507	976	35**
Sugar/ added sugar	657 65%	93 70% E	76 74% E	56 85% AE	289 75% E	88 36% E	54 73% E	113 58% E	187 60% E	357 70% GH	636 65% E	21 60% E
Salt/ added salt	164 16%	19 15% E	22 22% E	10 15% E	77 20% E	15 6% E	20 27% E	28 14% E	51 16% E	85 17% E	157 16% E	7 20% E
Artificial colours/ dyes	128 13%	24 18% E	16 15% E	15 23% E	53 14% E	6 3% E	14 19% E	24 12% E	29 10% E	74 15% E	121 12% E	7 20% E
Preservatives (unspecified)	106 10%	23 17% DE	18 17% DE	9 14% E	36 9% E	7 3% E	13 17% E	15 8% E	27 9% E	64 13% E	104 11% E	2 5% E
Candy	103 10%	13 9% E	3 3% E	5 8% E	27 7% E	49 20% ABCD	6 8% E	20 10% E	43 14% I	40 8% E	100 10% E	4 10% E
Artificial/ unnatural/ processed/ refined/ chemicals	92 9%	18 13% E	11 11% E	6 9% E	46 12% E	5 2% E	7 10% E	10 5% E	27 9% E	55 11% G	91 9% E	2 4% E
Fat/ high fat/ trans fats	91 9%	14 10% E	7 7% E	9 13% E	38 10% E	16 7% E	8 10% E	15 8% E	21 7% E	55 11% E	87 9% E	5 13% E
Chips	65 6%	6 5% E	5 5% E	2 4% E	31 8% E	14 6% E	6 8% E	8 4% E	26 9% E	30 6% E	62 6% E	2 6% E
Cookies	57 6%	3 3% E	4 4% E	0 - E	14 4% E	28 11% ABCD	8 10% ACD	14 7% E	15 5% E	28 6% E	51 5% E	6 17% E
Artificial flavours	56 6%	10 8% E	10 10% E	4 6% E	20 5% E	3 1% E	8 11% E	9 5% E	14 4% E	34 7% E	54 6% E	2 6% E
Chocolate	50 5%	0 - E	2 2% E	1 1% E	25 6% A	19 8% AB	4 5% A	7 4% E	26 9% GI	16 3% E	48 5% E	2 6% E
Corn syrup/ high fructose corn syrup	40 4%	5 4% E	5 5% E	6 10% E	19 5% E	2 1% E	3 4% E	8 4% E	6 2% E	26 5% H	40 4% E	0 - E
Additives (unspecified)	33 3%	6 4% E	4 4% E	2 3% E	17 4% E	1 0% E	4 5% E	6 3% E	8 3% E	19 4% E	31 3% E	2 5% E
MSG	30 3%	3 2% E	7 6% E	3 4% E	12 3% E	1 1% E	4 5% E	4 2% E	9 3% E	16 3% E	29 3% E	1 3% E

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		A	B	C	D	E	F	G	H	I	J	K
White/ refined flour	27 3%	5 4%	2 2%	2 3%	6 1%	10 4%	1 2%	5 2%	7 2%	15 3%	26 3%	1 3%
Soda/ pop	23 2%	5 4%	4 4%	1 2%	10 3%	1 1%	1 1%	4 2%	9 3%	11 2%	21 2%	2 6%
Oil (incl. hydrogenated, palm, coconut)	23 2%	3 2%	2 2%	4 6%	13 3%	1 0	0 1%	1 1%	6 2%	16 3%	23 2%	0 -
Fast food (unspecified)	22 2%	4 3%	4 3%	0 1%	7 2%	7 3%	0 -	7 3%	5 2%	11 2%	22 2%	0 -
Juice (sweetened/ not 100% juice)	17 2%	1 1%	1 1%	2 2%	5 1%	8 3%	2 2%	3 2%	7 2%	7 1%	17 2%	0 -
Cereal	17 2%	0 -	1 1%	1 2%	1 0	13 5%	2 2%	6 3%	6 2%	5 1%	17 2%	0 -
Greasy/ fried foods	17 2%	4 3%	3 3%	1 1%	8 2%	1 1%	0 -	6 3%	5 2%	6 1%	17 2%	0 -
French fries	16 2%	2 2%	1 1%	0 -	10 3%	1 0	3 3%	1 0	6 2%	10 2%	16 2%	0 -
Starch	14 1%	3 2%	0 -	0 1%	9 2%	1 0	1 2%	3 2%	4 1%	7 1%	14 1%	0 -
Anything you can't read/ pronounce	13 1%	3 2%	2 2%	3 4%	3 1%	1 0	1 2%	3 2%	4 1%	6 1%	13 1%	0 -
Fillers (unspecified)	4 0	1 1%	1 1%	0 -	2 1%	0 -	0 -	1 0	2 1%	1 0	4 0	0 -
Other	151 15%	15 11%	10 10%	6 10%	48 12%	59 24%	12 16%	31 16%	51 16%	69 14%	145 15%	6 18%
None	13 1%	2 1%	0 0	0 1%	1 0	10 4%	0 -	5 3%	3 1%	5 1%	13 1%	0 -
Don't know	63 6%	10 7%	2 2%	0 1%	13 3%	38 15%	0 -	13 7%	29 9%	21 4%	60 6%	3 9%

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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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	1011	133	103*	66*	387	247	75*	194	309	507	976	35**
Added/refined sugars	794 79%	101 76%	80 77%	57 86% E	312 81%	182 74%	63 84%	148 76%	225 73%	421 83% H	765 78%	29 82%
Artificial colours/flavours	680 67%	104 78% BCE	65 63%	41 62%	270 70% E	150 61%	50 66%	126 65%	201 65%	352 69%	658 67%	22 62%
Sodium/Salt	594 59%	80 60%	54 53%	36 55%	246 63% E	127 52%	51 68% E	106 54%	180 58%	309 61%	575 59%	19 55%
Corn syrup	391 39%	59 44% E	33 32%	25 37%	169 44% E	71 29%	35 46% E	64 33%	108 35%	219 43% GH	379 39%	12 35%
None of the above	50 5%	7 6% D	10 9% D	4 6% D	5 1%	18 7% D	7 9% D	12 6%	16 5%	23 5%	48 5%	2 7%

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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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	1011	133	103*	66*	387	247	75*	194	309	507	976	35**
A great deal of attention	290 29%	29 22%	21 21%	11 17%	102 26%	97 39%	30 41%	58 30%	100 32%	132 26%	275 28%	15 43%
Some attention	539 53%	73 54%	58 56%	38 58%	215 56%	119 48%	37 49%	98 51%	166 54%	275 54%	523 54%	16 45%
Not very much attention	147 15%	24 18%	19 18%	11 17%	62 16%	24 10%	7 9%	31 16%	39 12%	78 15%	143 15%	4 11%
No attention at all	34 3%	8 6%	5 5%	5 8%	8 2%	7 3%	1 1%	7 4%	4 1%	23 5%	34 3%	0 -
				D						H		
Summary												
Top2Box (A great deal/ some attention)	829 82%	102 76%	79 76%	49 75%	317 82%	215 87%	67 90%	157 81%	266 86%	407 80%	799 82%	31 89%
Low2Box (Not very much/ no attention)	182 18%	32 24% EF	24 24% EF	16 25% EF	70 18%	31 13%	8 10%	38 19%	43 14%	101 20%	178 18%	4 11%