

Servings of meat consumed.

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

		AGE/ GENDER			
	Total	19-50 Male	19-50 Female	51+ Male	51+ Female
		A	B	C	D
Base: Valid respondents	2058	429	518	602	509
Weighted	2066	508	628	488	442
0	509 25%	169 33% BCD	161 26% D	107 22% D	71 16%
1	532 26%	101 20%	176 28% A	123 25%	132 30% A
2	500 24%	94 19%	170 27% AC	102 21%	134 30% AC
3	271 13%	62 12%	70 11%	74 15%	65 15%
4	113 5%	32 6%	26 4%	38 8% BD	18 4%
5	77 4%	23 4%	12 2%	24 5% B	18 4%
6	33 2%	13 3%	5 1%	11 2%	4 1%
7	12 1%	5 1%	3 0%	4 1%	1 0%
8	11 1%	6 1% B	0 -	4 1% B	0 -
9	1 0	0 -	0 -	1 0	0 -
10	0 0	0 0	0 -	0 -	0 -
11	3 0	0 0	3 0	0 -	0 -

Servings of meat consumed.

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

		AGE/ GENDER			
	Total	19-50 Male	19-50 Female	51+ Male	51+ Female
		A	B	C	D
12	0 0	0 0	0 -	0 -	0 -
13	4 0	0 -	3 0	1 0	0 -
14	1 0	1 0	0 -	0 -	0 -
Summary					
1 and under net	1041 50%	271 53%	337 54% D	231 47%	203 46%
2 and under net	1541 75%	365 72%	506 81% AC	333 68%	337 76% C
Mean	1.7	1.7	1.5	1.9 BD	1.6
Std Dev	1.7	1.9	1.6	1.8	1.3
Std Err	0	0.1	0.1	0.1	0.1
Median	1.3	1	1	1.5	1.5

Servings of milk and alternatives consumed.

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

		AGE/ GENDER			
	Total	19-50 Male	19-50 Female	51+ Male	51+ Female
		A	B	C	D
Base: Valid respondents	2058	429	518	602	509
Weighted	2066	508	628	488	442
0	791 38%	245 48% BCD	232 37% D	192 39% D	121 27%
1	788 38%	156 31%	245 39% A	186 38% A	201 45% AC
2	312 15%	63 12%	100 16%	69 14%	80 18% A
3	102 5%	26 5%	32 5%	20 4%	24 5%
4	45 2%	10 2%	10 2%	13 3%	12 3%
5	15 1%	3 1%	5 1%	4 1%	2 1%
6	5 0%	4 1%	0 0%	1 0%	0 -
7	4 0	0 -	1 0	1 0	2 0
8	1 0	1 0	0 -	0 -	0 -
12	1 0	0 -	0 -	1 0	0 -
14	1 0	0 -	1 0	0 -	0 -
Summary					
1 and under net	1579 76%	401 79%	477 76%	378 77%	322 73%

Servings of milk and alternatives consumed.

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

		AGE/ GENDER			
	Total	19-50 Male	19-50 Female	51+ Male	51+ Female
		A	B	C	D
2 and under net	1891 92%	464 91%	577 92%	448 92%	402 91%
Mean	0.9	0.8	0.8	0.8	1 A
Std Dev	1.1	1.1	1.1	1.2	1.1
Std Err	0	0.1	0.1	0	0
Median	0.5	0.5	0.5	0.5	0.8

Servings of fruits and vegetables consumed.

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

		AGE/ GENDER			
	Total	19-50 Male	19-50 Female	51+ Male	51+ Female
		A	B	C	D
Base: Valid respondents	2058	429	518	602	509
Weighted	2066	508	628	488	442
0	479 23%	171 34% BCD	159 25% D	103 21% D	47 11%
1	402 19%	97 19%	139 22%	89 18%	78 18%
2	280 14%	57 11%	78 12%	78 16%	67 15%
3	209 10%	51 10%	50 8%	57 12%	52 12%
4	217 11%	39 8%	70 11%	54 11%	55 12%
5	156 8%	19 4%	47 7% A	32 7%	57 13% ABC
6	104 5%	17 3%	28 5%	24 5%	34 8% A
7	68 3%	9 2%	18 3%	17 3%	24 5% A
8	53 3%	9 2%	18 3%	14 3%	11 3%
9	37 2%	15 3%	6 1%	9 2%	7 2%
10	23 1%	8 2%	6 1%	6 1%	4 1%
11	10 0%	3 1%	5 1%	0 0%	2 0%

Servings of fruits and vegetables consumed.

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

		AGE/ GENDER			
	Total	19-50 Male	19-50 Female	51+ Male	51+ Female
		A	B	C	D
12	14 1%	6 1%	3 0%	3 1%	2 0%
13	3 0	0 0	2 0	0 -	0 0
14	4 0	1 0	2 0	0 -	1 0
15	1 0	0 -	0 -	0 -	1 0
16	2 0	2 0	0 -	0 -	0 -
18	3 0	0 -	0 -	1 0	1 0
19	1 0	0 -	0 -	1 0	0 -
22	1 0	1 0	0 -	0 -	0 -
23	1 0	1 0	0 -	0 -	0 -
Summary					
7 and under net	1914 93%	461 91%	587 94%	453 93%	413 93%
6 and under net	1847 89%	452 89%	569 91%	436 89%	389 88%
Mean	2.7	2.4	2.5	2.8	3.4 ABC
Std Dev	2.9	3.2	2.7	2.8	2.7
Std Err	0.1	0.2	0.1	0.1	0.1
Median	2	1	2	2	3

Servings of fruits and vegetables consumed.

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

		AGE/ GENDER			
	Total	19-50 Male	19-50 Female	51+ Male	51+ Female
		A	B	C	D

Servings of grains consumed.

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

		AGE/ GENDER			
	Total	19-50 Male	19-50 Female	51+ Male	51+ Female
		A	B	C	D
Base: Valid respondents	2058	429	518	602	509
Weighted	2066	508	628	488	442
0	313 15%	124 24% BCD	89 14% D	66 14% D	34 8%
1	219 11%	59 12%	59 9%	45 9%	57 13%
2	414 20%	84 17%	138 22%	104 21%	87 20%
3	273 13%	53 10%	82 13%	61 12%	78 18% AC
4	332 16%	67 13%	93 15%	81 17%	90 20% AB
5	177 9%	28 6%	73 12% AC	36 7%	40 9%
6	140 7%	35 7%	37 6%	41 8%	27 6%
7	76 4%	19 4%	20 3%	21 4%	15 3%
8	52 2%	12 2%	16 3%	18 4% D	5 1%
9	20 1%	6 1%	3 0%	7 1%	4 1%
10	27 1%	5 1%	15 2% D	4 1%	2 0%
11	11 1%	8 2% B	0 -	2 0%	1 0%

Servings of grains consumed.

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

		AGE/ GENDER			
	Total	19-50 Male	19-50 Female	51+ Male	51+ Female
		A	B	C	D
12	5 0%	5 1% B	0 -	0 -	0 -
13	2 0	1 0	1 0	0 -	0 0
14	1 0	0 -	1 0	0 -	0 -
16	1 0	0 -	1 0	0 -	0 -
17	0 0	0 -	0 -	0 0	0 -
18	1 0	0 -	0 -	1 0	0 -
Summary					
7 and under net	1945 94%	470 93%	591 94%	455 93%	429 97% AC
6 and under net	1869 90%	450 89%	570 91%	434 89%	414 94% AC
5 and under net	1729 84%	416 82%	533 85%	393 80%	387 88% AC
Mean	3.1	2.9	3.2	3.3	3.1
Std Dev	2.5	2.8	2.4	2.5	2
Std Err	0.1	0.1	0.1	0.1	0.1
Median	3	2	3	3	3

5. According to Canada's Food Guide, a person of your gender and age should be consuming 7-8/ 8-10 servings of Vegetables and Fruit each day. Which of the following are barriers to you eating the recommended number of servings of Vegetables and Fruit on a daily basis?

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

		AGE/ GENDER			
	Total	19-50 Male	19-50 Female	51+ Male	51+ Female
		A	B	C	D
Base: All respondents	2284	473	569	673	569
Weighted	2284	556	693	549	486
I don't have any barriers	995 44%	199 36%	264 38%	274 50% AB	259 53% AB
It's too expensive to eat properly	397 17%	111 20% C	151 22% CD	64 12%	71 15%
It's too much hassle to worry about what I'm eating	372 16%	114 20% CD	120 17% D	81 15%	58 12%
I don't have the time to eat properly	350 15%	120 22% CD	147 21% CD	43 8%	40 8%
I don't know what a serving size is	246 11%	96 17% BCD	53 8%	66 12% BD	32 7%
I don't know what the recommended number of servings is	240 11%	82 15% BD	60 9%	71 13% BD	28 6%
I don't know how to eat properly	114 5%	41 7% CD	40 6% D	21 4%	12 2%
I have a medical condition that prevents me from eating this amount	104 5%	18 3%	26 4%	26 5%	34 7% AB
Other	227 10%	53 10%	61 9%	56 10%	56 12%

6. A person of your age and gender should be consuming 2/ 3 servings of Milk and Alternatives each day. Which of the following are barriers to you eating the recommended number of servings of Milk and Alternatives on a daily basis?

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

		AGE/ GENDER			
	Total	19-50 Male	19-50 Female	51+ Male	51+ Female
		A	B	C	D
Base: All respondents	2284	473	569	673	569
Weighted	2284	556	693	549	486
I don't have any barriers	1280 56%	259 47%	385 56% A	329 60% A	307 63% AB
It's too much hassle to worry about what I'm eating	198 9%	60 11% D	68 10% D	50 9% D	20 4%
I have a medical condition that prevents me from eating this amount	178 8%	43 8%	59 8%	31 6%	45 9% C
I don't have the time to eat properly	169 7%	69 12% CD	70 10% CD	17 3%	13 3%
It's too expensive to eat properly	148 6%	60 11% CD	49 7% D	23 4%	16 3%
I don't know what the recommended number of servings is	125 5%	54 10% BD	27 4%	35 6% D	9 2%
I don't know what a serving size is	110 5%	49 9% BD	21 3%	29 5% D	12 2%
I don't know how to eat properly	52 2%	24 4% BD	7 1%	13 2%	7 2%
Other	326 14%	74 13%	101 15%	75 14%	76 16%

7. A person of your age and gender should be consuming 6-7/ 8 servings of Grain Products every day. Which of the following are barriers to you eating the recommended number of servings of products and Grain Products on a daily basis?

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

		AGE/ GENDER			
	Total	19-50 Male	19-50 Female	51+ Male	51+ Female
		A	B	C	D
Base: All respondents	2284	473	569	673	569
Weighted	2284	556	693	549	486
I don't have any barriers	1229 54%	278 50%	348 50%	329 60% AB	274 56%
It's too much hassle to worry about what I'm eating	255 11%	80 14% D	75 11%	57 10%	43 9%
I don't have the time to eat properly	213 9%	72 13% CD	92 13% CD	29 5%	21 4%
I don't know what a serving size is	201 9%	76 14% BCD	51 7%	47 8%	27 5%
It's too expensive to eat properly	198 9%	67 12% CD	77 11% CD	26 5%	27 6%
I don't know what the recommended number of servings is	170 7%	57 10% BD	39 6%	49 9% D	25 5%
I have a medical condition that prevents me from eating this amount.	107 5%	15 3%	29 4%	26 5%	37 8% AB
I don't know how to eat properly	84 4%	27 5% D	27 4% D	23 4% D	7 1%
Other	272 12%	58 10%	90 13%	54 10%	70 14% C

8. A person of your age and gender should be consuming 2/ 3 servings of Meat and Alternatives every day. Which of the following are barriers to you eating the recommended number of servings of Meat and Alternatives on a daily basis?

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

		AGE/ GENDER			
	Total	19-50 Male	19-50 Female	51+ Male	51+ Female
		A	B	C	D
Base: All respondents	2284	473	569	673	569
Weighted	2284	556	693	549	486
I don't have any barriers	1399 61%	304 55%	399 58%	361 66% AB	334 69% AB
It's too expensive to eat properly	221 10%	73 13% CD	84 12% CD	31 6%	33 7%
I don't have the time to eat properly	208 9%	71 13% CD	97 14% CD	19 3%	22 4%
It's too much hassle to worry about what I'm eating	202 9%	55 10%	56 8%	55 10%	36 7%
I don't know what a serving size is	155 7%	65 12% BCD	36 5%	36 7% D	17 4%
I don't know what the recommended number of servings is	115 5%	49 9% BD	29 4% D	29 5% D	7 1%
I don't know how to eat properly	65 3%	35 6% BCD	8 1%	16 3%	6 1%
I have a medical condition that prevents me from eating this amount	52 2%	12 2%	20 3%	11 2%	9 2%
Other	231 10%	41 7%	74 11%	59 11%	57 12% A

9. Please list all of the health benefits of milk and milk products that you're aware of?

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

		AGE/ GENDER			
	Total	19-50 Male	19-50 Female	51+ Male	51+ Female
		A	B	C	D
Base: All respondents	2284	473	569	673	569
Weighted	2284	556	693	549	486
Calcium/ contains calcium	963 42%	231 42%	266 38%	265 48% BD	201 41%
Good for/ helps/ strengthens your bones (incl. density)	929 41%	206 37%	350 51% ACD	169 31%	204 42% C
Vitamin D/ contains Vitamin D	441 19%	89 16%	132 19%	104 19%	116 24% A
Good for/ helps/ strengthens your teeth	390 17%	74 13%	152 22% AC	64 12%	99 20% AC
Calcium for (strong) bones	342 15%	68 12%	123 18% AC	58 11%	92 19% AC
Vitamins/ contains vitamins (unspecified)	195 9%	51 9%	49 7%	58 10%	38 8%
Protein/ contains protein	181 8%	47 9%	48 7%	40 7%	45 9%
Calcium for (strong) teeth	120 5%	19 3%	50 7% AC	9 2%	42 9% AC
Prevents osteoporosis/ limits osteo problem	91 4%	6 1%	51 7% AC	9 2%	25 5% AC
Vitamin A/ contains vitamin A	66 3%	17 3%	16 2%	16 3%	17 3%
Healthy/ good for you	55 2%	12 2%	14 2%	12 2%	17 4%
Fats - contains less/ healthy fat	49 2%	10 2%	15 2%	14 2%	10 2%

9. Please list all of the health benefits of milk and milk products that you're aware of?

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

		AGE/ GENDER			
	Total	19-50 Male	19-50 Female	51+ Male	51+ Female
		A	B	C	D
Improves digestion/ digestive system	45 2%	9 2%	15 2%	4 1%	17 3% C
Minerals/contains minerals	42 2%	10 2%	15 2%	11 2%	6 1%
Helps with weight loss/ control	28 1%	2 0%	17 2% AC	0 -	9 2% C
Help build muscles/ prevent cramps	27 1%	8 1%	14 2% C	2 0%	3 1%
Nutritious/ provide (more) nutrients	26 1%	11 2%	4 1%	8 1%	3 1%
Provides energy	25 1%	10 2%	6 1%	6 1%	3 1%
Good for skin	24 1%	2 0%	15 2% AC	2 0%	5 1%
Contains iron	24 1%	8 1%	6 1%	5 1%	5 1%
Helps increase fluid intake	17 1%	2 0%	6 1%	5 1%	3 1%
Good for the heart/ cardiovascular system	15 1%	2 0%	5 1%	3 1%	6 1%
Contains good bacteria/ probiotics	13 1%	3 1%	7 1%	1 0%	2 0%
Contains vitamin B	13 1%	4 1%	2 0%	5 1%	2 0%
Helps the nervous system/ the brain	11 0%	2 0%	5 1%	0 -	3 1%

9. Please list all of the health benefits of milk and milk products that you're aware of?

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

		AGE/ GENDER			
	Total	19-50 Male	19-50 Female	51+ Male	51+ Female
		A	B	C	D
Good for the hair	11 0%	2 0%	4 1%	3 0%	2 0%
Other	195 9%	48 9%	64 9%	44 8%	41 8%
Names food only	45 2%	12 2%	15 2%	9 2%	9 2%
None/ nothing	76 3%	24 4% B	12 2%	31 6% BD	9 2%
Don't know	63 3%	29 5% BD	10 1%	17 3%	7 1%

10. Please list all of the health benefits of Vegetables and Fruit that you're aware of?

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

		AGE/ GENDER			
	Total	19-50 Male	19-50 Female	51+ Male	51+ Female
		A	B	C	D
Base: All respondents	2284	473	569	673	569
Weighted	2284	556	693	549	486
Vitamins/ contains vitamins (unspecified)	1205 53%	279 50%	396 57% C	260 47%	270 56% C
Fiber/ contains fiber	600 26%	123 22%	182 26%	141 26%	155 32% AC
Minerals/ contains minerals	418 18%	88 16%	141 20%	85 15%	105 22% C
Healthy/ good for you (unspecified)	257 11%	45 8%	102 15% AC	45 8%	65 13% AC
Antioxidants/ contains antioxidants	242 11%	39 7%	103 15% ACD	54 10%	46 10%
Good for/ helps digestion (incl. intestines)	224 10%	27 5%	92 13% A	52 9% A	53 11% A
Cancer/ cancer fighting/ cancer prevention	145 6%	24 4%	64 9% AC	23 4%	34 7%
Vitamin C/ contains Vitamin C	137 6%	35 6%	34 5%	31 6%	37 8%
Nutrients/ nutritious	111 5%	25 4%	44 6%	24 4%	17 3%
Energy/ provides energy	99 4%	31 6% CD	46 7% CD	12 2%	10 2%
Iron/ contains iron	91 4%	18 3%	25 4%	17 3%	31 6% C
Eyes/ good for your eyes	89 4%	15 3%	49 7% ACD	9 2%	16 3%

10. Please list all of the health benefits of Vegetables and Fruit that you're aware of?

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

		AGE/ GENDER			
	Total	19-50 Male	19-50 Female	51+ Male	51+ Female
		A	B	C	D
Prevents disease/ fights infections (incl: bacteria, viruses etc.)	75 3%	14 3%	27 4%	12 2%	22 5%
Heart/ good for your heart/ heart healthy	72 3%	20 4% C	31 4% C	7 1%	14 3%
Sugars/ contains natural sugars	60 3%	11 2%	22 3%	14 3%	12 2%
Roughage/ bulk	58 3%	7 1%	2 0%	25 5% AB	22 5% AB
Skin/ good for your skin	55 2%	5 1%	35 5% ACD	4 1%	10 2%
Vitamin A/ contains Vitamin A/ Beta carotene	54 2%	16 3%	15 2%	10 2%	14 3%
Low/ less calories	53 2%	5 1%	23 3% A	9 2%	17 3% A
Immunity/ good for/ helps your immune system	47 2%	14 2%	22 3% CD	6 1%	5 1%
Weight loss/control	41 2%	1 0%	23 3% AC	5 1%	11 2% A
Bones/ healthy bones/ joints/muscles	37 2%	6 1%	12 2%	6 1%	14 3%
Low fat/no fat	37 2%	8 1%	16 2%	5 1%	9 2%
Hydration/water for body	36 2%	14 2%	12 2%	5 1%	6 1%
Protein/ contains protein	34 1%	12 2% B	2 0%	15 3% B	5 1%

10. Please list all of the health benefits of Vegetables and Fruit that you're aware of?

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

		AGE/ GENDER			
	Total	19-50 Male	19-50 Female	51+ Male	51+ Female
		A	B	C	D
Calcium/ contains calcium	31 1%	3 0%	7 1%	10 2%	11 2% A
Lowers/maintains healthy cholesterol	29 1%	4 1%	8 1%	5 1%	11 2%
Vitamin B/ contains B vitamins (any)	27 1%	7 1%	5 1%	6 1%	10 2%
Lowers/maintains healthy blood pressure	25 1%	8 1%	10 1%	5 1%	2 0%
Vitamin D/ contains vitamin D	23 1%	3 0%	5 1%	7 1%	9 2%
Carbohydrates/ contains carbs/ good carbs	20 1%	9 2%	3 0%	7 1%	1 0%
Improves mental/ brain/ nervous system functions (any)	20 1%	8 1% C	6 1%	0 -	6 1% C
Blood/ good for the blood/ circulatory system	19 1%	4 1%	3 0%	6 1%	7 1%
Potassium/contains Potassium	19 1%	2 0%	4 1%	4 1%	9 2% A
Hair/ good for hair/ nails	17 1%	0 -	11 2% AC	1 0%	4 1%
Balanced diet/ part of a balanced/ healthy diet	16 1%	3 0%	2 0%	7 1%	5 1%
Fills you up/decreases appetite	15 1%	3 0%	2 0%	1 0%	9 2% BC
Teeth/ good for teeth	14 1%	3 0%	4 1%	3 1%	4 1%

10. Please list all of the health benefits of Vegetables and Fruit that you're aware of?

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

		AGE/ GENDER			
	Total	19-50 Male	19-50 Female	51+ Male	51+ Female
		A	B	C	D
Other	138 6%	23 4%	55 8% A	28 5%	32 7%
Names food only	22 1%	5 1%	7 1%	8 2%	2 0%
None/ nothing	41 2%	21 4% BD	1 0%	13 2% B	5 1%
Don't know	208 9%	69 12% BD	47 7%	68 12% BD	23 5%

11_1. (Milk and Alternatives) Based what you now know about the benefits of milk and milk products, and Vegetables and Fruit, how likely are you to increase your intake of these food groups from now on?

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

		AGE/ GENDER			
	Total	19-50 Male	19-50 Female	51+ Male	51+ Female
		A	B	C	D
Base: All respondents	2284	473	569	673	569
Weighted	2284	556	693	549	486
Very likely	559 24%	89 16%	192 28% AC	118 22% A	159 33% AC
Somewhat likely	887 39%	238 43% D	258 37%	226 41% D	166 34%
Not very likely	640 28%	165 30%	195 28%	160 29%	120 25%
Not at all likely	198 9%	64 11% B	48 7%	46 8%	41 8%
Summary					
Top2Box (Likely)	1446 63%	327 59%	450 65%	344 63%	325 67% A
Low2Box (Not likely)	838 37%	229 41% D	243 35%	205 37%	161 33%

11_2. (Vegetables and Fruit) Based what you now know about the benefits of milk and milk products, and Vegetables and Fruit, how likely are you to increase your intake of these food groups from now on?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D Overlap formulae used.

		AGE/ GENDER			
	Total	19-50 Male	19-50 Female	51+ Male	51+ Female
		A	B	C	D
Base: All respondents	2284	473	569	673	569
Weighted	2284	556	693	549	486
Very likely	752 33%	127 23%	253 36%	159 29%	213 44%
			AC	A	ABC
Somewhat likely	992 43%	265 48%	297 43%	244 44%	186 38%
		D			
Not very likely	454 20%	129 23%	129 19%	122 22%	73 15%
		D		D	
Not at all likely	86 4%	35 6%	14 2%	24 4%	14 3%
		BD		B	
Summary					
Top2Box (Likely)	1744 76%	392 70%	550 79%	403 73%	399 82%
			AC		AC
Low2Box (Not likely)	540 24%	164 30%	143 21%	146 27%	87 18%
		BD		BD	

11. (Top2Box (Likely) Summary) Based what you now know about the benefits of milk and milk products, and Vegetables and Fruit, how likely are you to increase your intake of these food groups from now on?

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

		AGE/ GENDER			
	Total	19-50 Male	19-50 Female	51+ Male	51+ Female
		A	B	C	D
Base: All respondents	2284	473	569	673	569
Weighted	2284	556	693	549	486
Vegetables and Fruit	1744 76%	392 70%	550 79% AC	403 73%	399 82% AC
Milk and Alternatives	1446 63%	327 59%	450 65%	344 63%	325 67% A

11. (Low2Box (Not likely) Summary) Based what you now know about the benefits of milk and milk products, and Vegetables and Fruit, how likely are you to increase your intake of these food groups from now on?

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

		AGE/ GENDER			
	Total	19-50 Male	19-50 Female	51+ Male	51+ Female
		A	B	C	D
Base: All respondents	2284	473	569	673	569
Weighted	2284	556	693	549	486
Milk and Alternatives	838	229	243	205	161
	37%	41%	35%	37%	33%
		D			
Vegetables and Fruit	540	164	143	146	87
	24%	30%	21%	27%	18%
		BD		BD	