

# Four in Ten (37%) Canadians Admit They Don't Get Enough Fibre

*Six in ten (60%) Are Unsure of Their Daily Intake*

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**Ipsos Reid**

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## **Four in Ten (37%) Canadians Admit They Don't Get Enough Fibre**

*Six in ten (60%) Are Unsure of Their Daily Intake*

**Toronto, ON** – Four in ten (37%) Canadians believe they are not getting enough fibre, according to a new Ipsos Reid poll conducted on behalf of Kellogg. In fact, when asked approximately how many grams of fibre they consume each day, only 16% indicated that they consume at least 25g a day – an equivalent to the Recommended Daily Intake. Six in ten (60%) didn't know how many grams of fibre they consume on a daily basis.

Overall, six in ten (62%) Canadians believe they eat enough fibre, which is less than the proportion who believes they receive enough protein (76%), calcium (66%), and vitamins (66%). Four in ten (37%) say they don't get enough fibre, while one in three don't get enough vitamins (33%) or calcium (32%).

Despite the under-consumption of many Canadians, most recognize many of the health benefits associated with a high-fibre diet. Most know that fibre can help promote good digestive health (98%), and others are aware that eating a fibre-rich diet may help to reduce the risk of heart disease (85%), can reduce the risk of developing cancer (77%), and can reduce the risk of developing diabetes (72%).

Interestingly, two in three (66%) Canadians believe that those with higher fibre intakes feel happier, more energetic and have a better mental function than those with lower fibre intakes. Further, fully one half (50%) are of the opinion that those who eat higher fibre diets tend to be thinner than those who don't.



When they see 'whole grain ingredients' or 'made from whole grains' on a box of cereal, bread or pasta, seven in ten (69%) believe that the food's fibre content is a 'high' (14% very high/55% high) source of fibre. Others, though, expect some level of fibre but less than a source (25%), or they don't expect any fibre (1%). Five percent (5%) are not sure if products made from whole grains contain any fibre at all.

*These are some of the findings of an Ipsos Reid poll conducted June 19-24, 2009, on behalf Kellogg. For this survey, a national sample of 2010 adults aged 18 and older from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-2.3 percentage points 19 times out of 20 of what the results would have been had the entire adult population been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

### ***Younger Canadians More Likely To Admit They Don't Get Enough...***

The data reveal some interesting demographic breaks when it comes to eating fibre. While six in ten (62%), overall, believe they get enough, four in ten (37%) believe they consume too little fibre, while just 1% think they get too much. Canadians aged 18 to 34 (45%) and 35 to 54 (41%) are more likely than those aged 55+ (26%) to say they don't get enough fibre.



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*For more information on this news release, please contact:*

*Sean Simpson  
Research Manager  
Ipsos Reid  
Public Affairs  
(416) 572-4474*

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- 3 -

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