

# Kellogg's Fibre

# Detailed tables

1\_1. (Fibre) On average, of the following list of essential nutrients, please tell me whether you generally eat too much, enough, or too little of each.

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2010	1039	971	361	804	845	156	595	924	335
Weighted	2010	973	1037	561	798	651	198	793	655	364
Too much	19 1%	13 1%	6 1%	5 1%	9 1%	5 1%	5 2% G	4 0	7 1%	3 1%
Enough	1243 62%	627 64% B	616 59%	304 54%	462 58%	477 73% CD	109 55%	463 58%	420 64% FG	251 69% FG
Too little	748 37%	333 34% A	416 40% A	252 45% E	327 41% E	168 26%	84 42% I	326 41% HI	228 35%	110 30%

1.2. (Protein) On average, of the following list of essential nutrients, please tell me whether you generally eat too much, enough, or too little of each.

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2010	1039	971	361	804	845	156	595	924	335
Weighted	2010	973	1037	561	798	651	198	793	655	364
Too much	172 9%	89 9%	83 8%	54 10%	78 10%	40 6%	10 5%	61 8%	62 9%	39 11%
Enough	1529 76%	777 80%	752 73%	375 67%	608 76%	546 84%	158 80%	593 75%	492 75%	287 79%
Too little	309 15%	106 11%	202 19%	132 24%	112 14%	64 10%	30 15%	140 18%	102 16%	37 10%

1\_3. (Calcium) On average, of the following list of essential nutrients, please tell me whether you generally eat too much, enough, or too little of each.

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2010	1039	971	361	804	845	156	595	924	335
Weighted	2010	973	1037	561	798	651	198	793	655	364
Too much	40 2%	17 2%	23 2%	19 3% E	14 2%	7 1%	3 2%	13 2%	15 2%	8 2%
Enough	1325 66%	736 76% B	589 57%	335 60%	493 62%	497 76% CD	128 65%	496 63%	425 65%	276 76% FGH
Too little	645 32%	219 23%	426 41% A	207 37% E	291 36% E	147 23%	67 34% I	283 36% I	215 33% I	80 22%

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1\_6. (Vitamins) On average, of the following list of essential nutrients, please tell me whether you generally eat too much, enough, or too little of each.

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2010	1039	971	361	804	845	156	595	924	335
Weighted	2010	973	1037	561	798	651	198	793	655	364
Too much	12 1%	5 1%	7 1%	4 1%	3 0	5 1%	0 -	6 1%	5 1%	1 0
Enough	1336 66%	675 69%	661 64%	333 59%	499 63%	505 77%	122 62%	505 64%	431 66%	279 77%
Too little	662 33%	292 30%	370 36%	224 40%	296 37%	142 22%	76 38%	282 36%	220 34%	84 23%
			A	E	E		I	I	I	

2. Fibre is considered an essential nutrient. About how many grams of fibre are you consuming each day?

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

	Total	GENDER		AGE			EDUCATION			
		Male A	Female B	18-34 C	35-54 D	55+ E	<HS F	HS G	Post Sec H	Univ Grad I
Base: All respondents	2010	1039	971	361	804	845	156	595	924	335
Weighted	2010	973	1037	561	798	651	198	793	655	364
5g	155 8%	74 8%	81 8%	48 9%	62 8%	45 7%	22 11%	68 9%	43 7%	22 6%
15g	324 16%	163 17%	161 16%	98 17%	129 16%	97 15%	29 15%	108 14%	115 18% G	71 20% G
25g	245 12%	112 12%	133 13%	46 8%	98 12%	101 16% C	21 10%	91 11%	92 14%	41 11%
50 g	81 4%	45 5%	37 4%	14 2%	39 5%	29 4%	6 3%	21 3%	25 4%	28 8% GH
Don't know	1205 60%	580 60%	625 60%	355 63%	470 59%	380 58%	119 60%	504 64% HI	380 58%	202 55%

4. When you see 'whole grain ingredients,' or 'made from whole grains' on a box of cereal, bread, or pasta, which of the following statements best describes your expectation of that food's fibre content:

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

	Total	GENDER		AGE			EDUCATION			
		Male A	Female B	18-34 C	35-54 D	55+ E	<HS F	HS G	Post Sec H	Univ Grad I
Base: All respondents	2010	1039	971	361	804	845	156	595	924	335
Weighted	2010	973	1037	561	798	651	198	793	655	364
I expect the product to be a very high source of fibre	277	134	143	73	120	84	34	118	81	43
	14%	14%	14%	13%	15%	13%	17%	15%	12%	12%
I expect the product to be a high source of fibre	1114	532	582	326	429	358	103	440	373	198
	55%	55%	56%	58%	54%	55%	52%	55%	57%	54%
I expect some level of fibre, but less than a source of fibre	496	241	255	132	196	169	41	181	168	106
	25%	25%	25%	23%	25%	26%	21%	23%	26%	29% G
I don't expect any fibre from products containing whole grains	24	14	10	8	11	6	3	7	10	4
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
I am not sure if products made from whole grains contain any fibre	99	52	47	22	42	35	17	47	22	12
	5%	5%	5%	4%	5%	5%	9% HI	6% H	3%	3%

5.1. (Fibre can help promote good digestive health) Please identify whether you believe the following statements to be true or false:

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

	Total	GENDER		AGE			EDUCATION			
		Male A	Female B	18-34 C	35-54 D	55+ E	<HS F	HS G	Post Sec H	Univ Grad I
Base: All respondents	2010	1039	971	361	804	845	156	595	924	335
Weighted	2010	973	1037	561	798	651	198	793	655	364
True	1970 98%	952 98%	1018 98%	552 98%	783 98%	636 98%	193 98%	775 98%	643 98%	360 99%
False	40 2%	20 2%	19 2%	9 2%	15 2%	15 2%	5 2%	18 2%	13 2%	4 1%

5.2. (Those with higher fibre intakes feel happier, more energetic and have better mental function than those with lower fibre intakes) Please identify whether you believe the following statements to be true or false:

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

	Total	GENDER		AGE			EDUCATION			
		Male A	Female B	18-34 C	35-54 D	55+ E	<HS F	HS G	Post Sec H	Univ Grad I
Base: All respondents	2010	1039	971	361	804	845	156	595	924	335
Weighted	2010	973	1037	561	798	651	198	793	655	364
True	1325 66%	586 60%	738 71% A	372 66%	533 67%	420 64%	124 63%	533 67%	438 67%	230 63%
False	685 34%	387 40% B	299 29%	188 34%	265 33%	232 36%	74 37%	260 33%	217 33%	134 37%



5.3. (Those who eat high fibre diets tend to be thinner than those who don't) Please identify whether you believe the following statements to be true or false:

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

	Total	GENDER		AGE			EDUCATION			
		Male A	Female B	18-34 C	35-54 D	55+ E	<HS F	HS G	Post Sec H	Univ Grad I
Base: All respondents	2010	1039	971	361	804	845	156	595	924	335
Weighted	2010	973	1037	561	798	651	198	793	655	364
True	1002 50%	504 52%	497 48%	268 48%	394 49%	340 52%	91 46%	383 48%	324 49%	204 56% GH
False	1008 50%	468 48%	540 52%	293 52%	404 51%	311 48%	107 54%	410 52%	332 51%	160 44%

5.4. (Eating a fibre rich diet may help to reduce the risk of heart disease) Please identify whether you believe the following statements to be true or false:

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

	Total	GENDER		AGE			EDUCATION			
		Male A	Female B	18-34 C	35-54 D	55+ E	<HS F	HS G	Post Sec H	Univ Grad I
Base: All respondents	2010	1039	971	361	804	845	156	595	924	335
Weighted	2010	973	1037	561	798	651	198	793	655	364
True	1706 85%	815 84%	891 86%	469 84%	686 86%	552 85%	162 82%	671 85%	553 84%	321 88%
False	304 15%	157 16%	146 14%	92 16%	112 14%	100 15%	36 18%	122 15%	102 16%	43 12%

5.5. (Consumption of foods rich in fibre has been associated with a reduced risk of diabetes) Please identify whether you believe the following statements to be true or false:

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

	Total	GENDER		AGE			EDUCATION			
		Male A	Female B	18-34 C	35-54 D	55+ E	<HS F	HS G	Post Sec H	Univ Grad I
Base: All respondents	2010	1039	971	361	804	845	156	595	924	335
Weighted	2010	973	1037	561	798	651	198	793	655	364
True	1440 72%	681 70%	758 73%	383 68%	580 73%	476 73%	127 64%	563 71%	492 75%	258 71%
False	570 28%	291 30%	279 27%	177 32%	218 27%	175 27%	71 36%	230 29%	164 25%	106 29%

5.6. (Eating a diet rich in fibre could substantially reduce the risk of developing cancer) Please identify whether you believe the following statements to be true or false:

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

	Total	GENDER		AGE			EDUCATION			
		Male A	Female B	18-34 C	35-54 D	55+ E	<HS F	HS G	Post Sec H	Univ Grad I
Base: All respondents	2010	1039	971	361	804	845	156	595	924	335
Weighted	2010	973	1037	561	798	651	198	793	655	364
True	1538 77%	734 75%	804 78%	385 69%	625 78%	528 81%	151 76%	606 76%	492 75%	290 80%
False	472 23%	239 25%	233 22%	175 31%	173 22%	123 19%	47 24%	187 24%	163 25%	74 20%