

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 - J/K
Overlap formulae used.

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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: All respondents Weighted	2010	260	152	214	805	402	177	409	635	966	395	1615
	2010	265	205	131	770	490	149	438	643	929	467	1543
Too much	19	3	2	1	10	3	1	7	9	3	0	19
	1%	1%	1%	0	1%	1%	1%	2%	1%	0	-	1%
Enough	1243	162	117	88	488	292	96	252	412	579	238	1005
	62%	61%	57%	67%	63%	60%	64%	58%	64%	62%	51%	65%
Too little	748	101	86	42	272	195	52	179	222	347	229	519
	37%	38%	42%	32%	35%	40%	35%	41%	35%	37%	49%	34%
											K	

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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 or of each.

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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: All respondents												
Weighted	2010	260	152	214	805	402	177	409	635	966	395	1615
	2010	265	205	131	770	490	149	438	643	929	467	1543
Too much	172 9%	26 10%	22 11%	10 8%	89 12%	16 3%	8 6%	28 6%	52 8%	92 10%	42 9%	130 8%
		E	E	E	EF							
Enough	1529 76%	199 75%	147 72%	108 83%	581 75%	374 76%	120 81%	311 71%	486 76%	732 79%	339 72%	1191 77%
				BD						G		
Too little	309 15%	40 15%	36 18%	12 9%	100 13%	100 20%	20 14%	99 23%	105 16%	105 11%	87 19%	222 14%
			C			CD		HI	I			

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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: All respondents Weighted	2010	260	152	214	805	402	177	409	635	966	395	1615
	2010	265	205	131	770	490	149	438	643	929	467	1543
Too much	40 2%	3 1%	1 0	1 1%	15 2%	13 3%	6 4%	12 3%	14 2%	14 1%	9 2%	31 2%
							B					
Enough	1325 66%	154 58%	132 65%	86 66%	510 66%	346 71%	95 64%	272 62%	433 67%	621 67%	285 61%	1040 67%
					A	A						J
Too little	645 32%	108 41%	72 35%	43 33%	244 32%	131 27%	47 32%	154 35%	196 31%	295 32%	173 37%	472 31%
		DE									K	

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Detailed tables

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 - J/K
Overlap formulae used.

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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: All respondents												
Weighted	2010	260	152	214	805	402	177	409	635	966	395	1615
	2010	265	205	131	770	490	149	438	643	929	467	1543
Too much	12 1%	1 0	2 1%	3 2% E	7 1%	0 -	0 -	5 1%	3 0	4 0	2 0	10 1%
Enough	1336 66%	179 68%	138 68%	87 67%	537 70% EF	307 63%	88 59%	265 61%	423 66%	648 70% G	278 60%	1058 69% J
Too little	662 33%	85 32%	65 32%	41 31%	227 29%	184 37% D	61 41% D	168 38% I	217 34%	277 30%	186 40% K	475 31%

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

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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: All respondents Weighted	2010	260	152	214	805	402	177	409	635	966	395	1615
	2010	265	205	131	770	490	149	438	643	929	467	1543
5g	155 8%	13 5%	19 9%	3 2%	67 9%	41 8%	12 8%	47 11%	40 6%	68 7%	40 8%	115 7%
15g	324 16%	33 12%	C 25 12%	21 16%	C 126 16%	C 99 20%	C 20 13%	H 75 17%	96 15%	152 16%	82 17%	242 16%
25g	245 12%	31 12%	31 15%	14 11%	95 12%	51 10%	23 15%	40 9%	83 13%	123 13%	43 9%	203 13%
50 g	81 4%	9 4%	7 4%	5 4%	31 4%	25 5%	3 2%	8 2%	18 3%	55 6%	19 4%	62 4%
Don't know	1205 60%	179 67% DE	122 59%	88 67% DE	451 59%	274 56%	91 61%	268 61%	406 63%	531 57%	284 61%	921 60%

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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: All respondents Weighted	2010	260	152	214	805	402	177	409	635	966	395	1615
	2010	265	205	131	770	490	149	438	643	929	467	1543
I expect the product to be a very high source of fibre	277	27	34	13	96	83	24	66	101	110	62	215
	14%	10%	17%	10%	13%	17%	16%	15%	16%	12%	13%	14%
I expect the product to be a high source of fibre	1114	148	114	77	429	261	84	231	344	539	278	835
	55%	56%	56%	59%	56%	53%	57%	53%	54%	58%	60%	54%
I expect some level of fibre, but less than a source of fibre	496	74	45	32	209	107	29	107	157	232	103	393
	25%	28%	22%	24%	27%	22%	20%	24%	24%	25%	22%	25%
I don't expect any fibre from products containing whole grains	24	1	5	1	7	10	1	7	9	8	5	19
	1%	1%	2%	0	1%	2%	1%	2%	1%	1%	1%	1%
I am not sure if products made from whole grains contain any fibre	99	15	7	9	29	29	10	27	32	40	19	80
	5%	6%	3%	7%	4%	6%	7%	6%	5%	4%	4%	5%

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Detailed tables

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

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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: All respondents Weighted	2010	260	152	214	805	402	177	409	635	966	395	1615
	2010	265	205	131	770	490	149	438	643	929	467	1543
True	1970	264	202	128	758	473	145	424	628	919	461	1510
	98%	100% EF	99%	98%	98%	96%	97%	97%	98%	99% G	99%	98%
False	40	1	2	3	12	17	4	14	15	10	7	33
	2%	0	1%	2%	2%	4% A	3% A	3% I	2%	1%	1%	2%

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 - J/K
 Overlap formulae used.

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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: All respondents Weighted	2010	260	152	214	805	402	177	409	635	966	395	1615
	2010	265	205	131	770	490	149	438	643	929	467	1543
True	1325 66%	186 70%	151 74%	82 63%	532 69%	276 56%	97 65%	299 68%	407 63%	619 67%	313 67%	1011 66%
		E	CE	E								
False	685 34%	79 30%	54 26%	49 37%	238 31%	215 44%	51 35%	139 32%	236 37%	310 33%	154 33%	531 34%
				B		ABD						

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 - J/K
Overlap formulae used.

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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: All respondents Weighted	2010	260	152	214	805	402	177	409	635	966	395	1615
	2010	265	205	131	770	490	149	438	643	929	467	1543
True	1002	137	106	65	408	212	74	216	308	479	212	790
	50%	52%	52%	50%	53%	43%	50%	49%	48%	52%	45%	51%
False	1008	128	99	66	361	279	75	222	335	451	255	753
	50%	48%	48%	50%	47%	57%	50%	51%	52%	48%	55%	49%

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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: All respondents Weighted	2010	260	152	214	805	402	177	409	635	966	395	1615
	2010	265	205	131	770	490	149	438	643	929	467	1543
True	1706	232	177	112	674	394	117	362	543	802	397	1310
	85%	87%	87%	86%	88%	80%	78%	83%	84%	86%	85%	85%
False	304	33	28	19	95	96	32	76	100	127	70	233
	15%	13%	13%	14%	12%	20%	22%	17%	16%	14%	15%	15%
						AD	AD					

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 - J/K
Overlap formulae used.

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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: All respondents Weighted	2010	260	152	214	805	402	177	409	635	966	395	1615
	2010	265	205	131	770	490	149	438	643	929	467	1543
True	1440	203	157	96	569	312	102	305	446	688	335	1105
	72%	77%	77%	73%	74%	64%	69%	70%	69%	74%	72%	72%
False	570	62	48	35	201	178	47	133	196	241	132	438
	28%	23%	23%	27%	26%	36%	31%	30%	31%	26%	28%	28%

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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: All respondents Weighted	2010	260	152	214	805	402	177	409	635	966	395	1615
	2010	265	205	131	770	490	149	438	643	929	467	1543
True	1538 77%	214 81%	172 84%	103 79%	586 76%	357 73%	105 71%	325 74%	482 75%	731 79%	339 73%	1199 78%
False	472 23%	51 19%	33 16%	27 21%	184 24%	133 27%	43 29%	113 26%	160 25%	199 21%	128 27%	344 22%
					B	AB	AB					