

1. If you were going to have a snack during the day, which of the following would you be most likely to choose?

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

| | Total | GENDER | | AGE | | EDUCATION | | | |
|-----------------------|------------|-----------------|-----------------|------------|------------|-----------------|------------------|-----------------|-----------|
| | | Male | Female | 18-34 | 35-50 | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H |
| Base: All respondents | 1018 | 496 | 522 | 430 | 588 | 72 | 290 | 485 | 171 |
| Weighted | 1018 | 503 | 515 | 474 | 544 | 99* | 403 | 332 | 184 |
| Fruit | 370 36% | 157 31% | 213 41% A | 179 38% | 191 35% | 33 33% | 138 34% | 122 37% | 78 42% |
| Chips | 226 22% | 139 28% B | 87 17% | 98 21% | 128 23% | 37 38% GH | 105 26% GH | 62 19% H | 22 12% |
| Chocolate | 200 20% | 92 18% | 108 21% | 99 21% | 101 19% | 16 16% | 83 20% | 62 19% | 40 22% |
| Nuts | 158 15% | 85 17% | 72 14% | 71 15% | 87 16% | 8 8% | 55 14% | 64 19% EF | 31 17% |
| Vegetables | 64 6% | 30 6% | 35 7% | 28 6% | 37 7% | 6 6% | 22 6% | 22 7% | 14 8% |

2. (Fruit) How many servings of the following did you have yesterday?

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

| | Total | GENDER | | AGE | | EDUCATION | | | |
|-------------------------------|------------|-----------------|-----------------|---------------|-----------------|-----------------|------------------|----------------|----------------|
| | | Male | Female | 18-34 | 35-50 | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H |
| Base: All respondents | 1018 | 496 | 522 | 430 | 588 | 72 | 290 | 485 | 171 |
| Weighted | 1018 | 503 | 515 | 474 | 544 | 99* | 403 | 332 | 184 |
| No servings | 202 20% | 121 24% B | 81 16% | 90 19% | 112 21% | 33 33% GH | 101 25% GH | 50 15% | 17 9% |
| 1 | 258 25% | 131 26% | 127 25% | 101 21% | 157 29% C | 25 26% | 111 27% H | 89 27% H | 33 18% |
| 2 | 286 28% | 122 24% | 165 32% A | 138 29% | 149 27% | 25 26% | 98 24% | 98 30% | 65 35% F |
| 3 | 171 17% | 79 16% | 93 18% | 86 18% | 85 16% | 11 11% | 60 15% | 60 18% | 41 22% F |
| 4 | 58 6% | 24 5% | 34 7% | 29 6% | 29 5% | 3 3% | 22 6% | 23 7% | 10 5% |
| 5 | 30 3% | 19 4% | 11 2% | 22 5% D | 8 2% | 1 1% | 6 2% | 9 3% | 13 7% FG |
| 6 | 8 1% | 6 1% | 2 0% | 6 1% | 2 0% | 0 - | 3 1% | 1 0% | 3 2% |
| 7 | 1 0% | 0 - | 1 0% | 0 - | 1 0% | 0 - | 0 - | 0 - | 1 1% |
| 8 | 3 0% | 1 0% | 2 0% | 2 1% | 1 0% | 0 - | 2 0% | 1 0% | 0 - |
| 9 | 1 0 | 1 0 | 0 - | 0 - | 1 0 | 0 - | 0 - | 0 - | 1 0 |
| Summary Mean (Including zero) | | | | | | | | | |
| Mean | 1.8 | 1.7 | 1.9 | 1.9 D | 1.6 | 1.3 | 1.6 | 1.9 EF | 2.3 EFG |
| Standard Deviation | 1.4 | 1.5 | 1.3 | 1.5 | 1.3 | 1.2 | 1.4 | 1.3 | 1.5 |
| Standard Error | 0 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| Median | 2 | 1 | 2 | 2 | 2 | 1 | 1 | 2 | 2 |
| Summary Mean (Excluding zero) | | | | | | | | | |

2. (Fruit) How many servings of the following did you have yesterday?

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

| | Total | GENDER | | AGE | | EDUCATION | | | |
|--------------------|-------|--------|--------|----------|-------|-----------|-----|----------|------------|
| | | Male | Female | 18-34 | 35-50 | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H |
| Mean | 2.2 | 2.2 | 2.2 | 2.4 D | 2.1 | 1.9 | 2.1 | 2.2 | 2.5 EFG |
| Standard Deviation | 1.2 | 1.3 | 1.1 | 1.3 | 1.1 | 0.9 | 1.2 | 1.2 | 1.3 |
| Standard Error | 0 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| Median | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |

2. (Vegetables) How many servings of the following did you have yesterday?

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

| | Total | GENDER | | AGE | | EDUCATION | | | |
|-------------------------------|-----------------|-----------------|----------------|---------------|-----------------|----------------|------------------|------------------|------------------|
| | | Male | Female | 18-34 | 35-50 | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H |
| Base: All respondents | 1018 | 496 | 522 | 430 | 588 | 72 | 290 | 485 | 171 |
| Weighted | 1018 | 503 | 515 | 474 | 544 | 99* | 403 | 332 | 184 |
| No servings | 100 10% | 59 12% B | 40 8% | 44 9% | 56 10% | 15 15% H | 48 12% H | 27 8% | 10 6% |
| 1 | 267 26% B | 157 31% B | 109 21% | 106 22% | 161 30% C | 28 29% | 127 31% GH | 75 23% | 37 20% |
| 2 | 261 26% | 115 23% | 146 28% | 121 26% | 140 26% | 25 25% | 95 24% | 101 30% FH | 40 22% |
| 3 | 182 18% | 82 16% | 100 19% | 84 18% | 98 18% | 18 18% | 78 19% | 57 17% | 29 16% |
| 4 | 114 11% | 45 9% | 69 13% A | 62 13% | 51 9% | 8 9% | 29 7% F | 41 12% F | 35 19% EFG |
| 5 | 58 6% | 27 5% | 32 6% | 30 6% | 29 5% | 3 3% | 13 3% | 18 6% | 24 13% EFG |
| 6 | 24 2% | 10 2% | 14 3% | 16 3% D | 8 1% | 2 2% | 10 2% | 8 2% | 4 2% |
| 7 | 6 1% | 3 1% | 3 1% | 6 1% D | 0 - | 0 - | 2 0% | 3 1% | 1 1% |
| 8 | 6 1% | 3 1% | 2 0% | 4 1% | 2 0% | 0 - | 3 1% | 1 0% | 2 1% |
| 9 | 1 0% | 1 0% | 0 - | 1 0% | 0 - | 0 - | 0 - | 0 - | 1 1% |
| 10 | 1 0 | 1 0 | 0 - | 1 0 | 0 - | 0 - | 0 - | 1 0 | 0 - |
| Summary Mean (Including zero) | | | | | | | | | |
| Mean | 2.3 | 2.1 | 2.4 A | 2.5 D | 2.1 | 1.9 | 2 | 2.4 EF | 2.8 EFG |
| Standard Deviation | 1.6 | 1.6 | 1.5 | 1.7 | 1.4 | 1.4 | 1.5 | 1.6 | 1.7 |

2. (Vegetables) How many servings of the following did you have yesterday?

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

| | Total | GENDER | | AGE | | EDUCATION | | | |
|-------------------------------|-------|--------|--------|-------|-------|-----------|-----|----------|-----------|
| | | Male | Female | 18-34 | 35-50 | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H |
| Standard Error | 0 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 | 0.1 |
| Median | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 |
| Summary Mean (Excluding zero) | | | | | | | | | |
| Mean | 2.5 | 2.4 | 2.6 | 2.7 | 2.3 | 2.3 | 2.3 | 2.6 | 3 |
| | | | A | D | | | | F | EFG |
| Standard Deviation | 1.5 | 1.5 | 1.4 | 1.6 | 1.3 | 1.2 | 1.4 | 1.5 | 1.6 |
| Standard Error | 0 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 | 0.1 |
| Median | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 |

3. Do you know how many servings of fruit and vegetables an average adult of your age and gender should have each day, according to Canada's Food Guide?

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

| | Total | GENDER | | AGE | | EDUCATION | | | |
|-----------------------|------------|----------------|-----------------|------------|----------------|-----------------|----------------|-----------|----------------|
| | | Male | Female | 18-34 | 35-50 | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H |
| Base: All respondents | 1018 | 496 | 522 | 430 | 588 | 72 | 290 | 485 | 171 |
| Weighted | 1018 | 503 | 515 | 474 | 544 | 99* | 403 | 332 | 184 |
| No servings | 7 1% | 5 1% | 2 0% | 1 0% | 6 1% | 2 2% | 1 0% | 2 1% | 1 1% |
| 1 | 19 2% | 18 4% B | 1 0% | 9 2% | 10 2% | 2 2% | 11 3% H | 6 2% | 0 - |
| 2 | 55 5% | 42 8% B | 13 2% | 16 3% | 39 7% C | 8 8% | 26 6% | 13 4% | 8 5% |
| 3 | 98 10% | 70 14% B | 27 5% | 38 8% | 59 11% | 14 14% H | 46 11% H | 29 9% | 9 5% |
| 4 | 112 11% | 59 12% | 52 10% | 39 8% | 72 13% C | 19 19% GH | 52 13% H | 31 9% | 10 6% |
| 5 | 232 23% | 96 19% | 136 26% A | 116 25% | 116 21% | 12 12% | 97 24% E | 71 21% | 52 28% E |
| 6 | 122 12% | 56 11% | 67 13% | 54 11% | 69 13% | 15 15% | 46 11% | 42 13% | 19 11% |
| 7 | 76 7% | 29 6% | 47 9% A | 41 9% | 35 6% | 4 4% | 24 6% | 30 9% | 17 9% |
| 8 | 166 16% | 73 15% | 93 18% | 85 18% | 81 15% | 12 12% | 55 14% | 63 19% | 36 20% |
| 9 | 10 1% | 5 1% | 5 1% | 6 1% | 4 1% | 2 2% | 1 0% | 4 1% | 3 2% |
| 10 | 111 11% | 42 8% | 69 13% A | 61 13% | 51 9% | 8 8% | 42 10% | 38 11% | 24 13% |
| 11 | 2 0 | 2 0 | 0 - | 2 0 | 0 - | 0 - | 2 0 | 0 - | 0 - |
| 12 | 6 | 4 | 1 | 4 | 1 | 2 | 0 | 3 | 1 |

3. Do you know how many servings of fruit and vegetables an average adult of your age and gender should have each day, according to Canada's Food Guide?

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

| | Total | GENDER | | AGE | | EDUCATION | | | |
|-------------------------------|---------|---------|----------|----------|--------|-----------|--------|-----------|-----------|
| | | Male | Female | 18-34 | 35-50 | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H |
| | 1% | 1% | 0% | 1% | 0% | 2% F | - | 1% | 1% |
| 14 | 1 0 | 0 - | 1 0 | 1 0 | 0 - | 0 - | 0 - | 1 0 | 0 - |
| 15 | 1 0 | 0 - | 1 0 | 0 - | 1 0 | 0 - | 0 - | 1 0 | 0 - |
| 20 | 1 0% | 1 0% | 0 - | 1 0% | 0 - | 0 - | 0 - | 0 - | 1 1% |
| Summary Mean (Including zero) | | | | | | | | | |
| Mean | 5.9 | 5.5 | 6.3 A | 6.3 D | 5.6 | 5.4 | 5.6 | 6.1 EF | 6.5 EF |
| Standard Deviation | 2.5 | 2.7 | 2.2 | 2.5 | 2.4 | 2.7 | 2.5 | 2.4 | 2.5 |
| Standard Error | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.3 | 0.2 | 0.1 | 0.2 |
| Median | 5 | 5 | 6 | 6 | 5 | 5 | 5 | 6 | 6 |
| Summary Mean (Excluding zero) | | | | | | | | | |
| Mean | 5.9 | 5.5 | 6.4 A | 6.3 D | 5.6 | 5.4 | 5.6 | 6.1 EF | 6.5 EF |
| Standard Deviation | 2.5 | 2.7 | 2.2 | 2.5 | 2.4 | 2.7 | 2.4 | 2.4 | 2.5 |
| Standard Error | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.3 | 0.2 | 0.1 | 0.2 |
| Median | 5 | 5 | 6 | 6 | 5 | 5 | 5 | 6 | 6 |

4. Do you have children under the age of 19 living in your household?

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

| | Total | GENDER | | AGE | | EDUCATION | | | |
|--------------------------|------------|-----------------|-----------------|-----------------|-----------------|----------------|----------------|----------------|-----------------|
| | | Male | Female | 18-34 | 35-50 | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H |
| Base: All respondents | 1018 | 496 | 522 | 430 | 588 | 72 | 290 | 485 | 171 |
| Weighted | 1018 | 503 | 515 | 474 | 544 | 99* | 403 | 332 | 184 |
| Yes - Aged 12 or younger | 261 26% | 84 17% | 176 34% A | 145 31% D | 115 21% | 30 30% | 96 24% | 87 26% | 47 26% |
| Yes - Aged 13 to 18 | 166 16% | 69 14% | 97 19% A | 24 5% | 141 26% C | 20 20% H | 76 19% H | 53 16% H | 17 9% |
| No | 633 62% | 365 73% B | 268 52% | 313 66% D | 320 59% | 52 52% | 250 62% | 207 62% | 124 68% E |

5_1. (I think I get enough fruit in my diet) To what extent do you agree or disagree with the following statements:

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

| | Total | GENDER | | AGE | | EDUCATION | | | |
|-----------------------|------------|------------|------------|------------|------------|----------------|-----------------|-----------------|------------------|
| | | Male | Female | 18-34 | 35-50 | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H |
| Base: All respondents | 1018 | 496 | 522 | 430 | 588 | 72 | 290 | 485 | 171 |
| Weighted | 1018 | 503 | 515 | 474 | 544 | 99* | 403 | 332 | 184 |
| Strongly agree | 131 13% | 64 13% | 67 13% | 61 13% | 70 13% | 17 17% | 45 11% | 39 12% | 31 17% |
| Somewhat agree | 360 35% | 190 38% | 170 33% | 176 37% | 183 34% | 23 23% | 147 37% E | 117 35% E | 72 39% E |
| Somewhat disagree | 375 37% | 177 35% | 198 38% | 177 37% | 197 36% | 36 37% | 145 36% | 126 38% | 67 36% |
| Strongly disagree | 153 15% | 72 14% | 81 16% | 61 13% | 92 17% | 23 24% H | 66 16% H | 50 15% H | 14 8% |
| Summary | | | | | | | | | |
| Top2Box (Agree) | 490 48% | 254 50% | 236 46% | 237 50% | 254 47% | 39 40% | 192 48% | 156 47% | 103 56% EG |
| Low2Box (Disagree) | 528 52% | 249 50% | 279 54% | 238 50% | 290 53% | 59 60% H | 211 52% | 176 53% H | 81 44% |

5_2. (I feel guilty about the amount of fruit I get in my diet) To what extent do you agree or disagree with the following statements:

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

| | Total | GENDER | | AGE | | EDUCATION | | | |
|-----------------------|------------|-----------------|-----------------|-----------------|------------|----------------|-----------------|-----------------|------------------|
| | | Male | Female | 18-34 | 35-50 | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H |
| Base: All respondents | 1018 | 496 | 522 | 430 | 588 | 72 | 290 | 485 | 171 |
| Weighted | 1018 | 503 | 515 | 474 | 544 | 99* | 403 | 332 | 184 |
| Strongly agree | 95 9% | 41 8% | 54 11% | 37 8% | 59 11% | 10 10% | 45 11% | 29 9% | 12 7% |
| Somewhat agree | 322 32% | 144 29% | 178 34% | 169 36% D | 153 28% | 34 35% | 133 33% | 108 33% | 47 26% |
| Somewhat disagree | 352 35% | 189 38% | 163 32% | 163 34% | 189 35% | 21 21% | 142 35% E | 114 34% E | 75 41% E |
| Strongly disagree | 248 24% | 128 25% | 120 23% | 105 22% | 143 26% | 34 34% F | 83 21% | 81 24% | 50 27% |
| Summary | | | | | | | | | |
| Top2Box (Agree) | 418 41% | 186 37% | 232 45% A | 206 43% | 211 39% | 44 45% | 178 44% H | 137 41% H | 59 32% |
| Low2Box (Disagree) | 600 59% | 317 63% B | 283 55% | 268 57% | 332 61% | 55 55% | 225 56% | 195 59% | 125 68% FG |

5_3. (I try to closely follow Canada's Food Guide) To what extent do you agree or disagree with the following statements:

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

| | Total | GENDER | | AGE | | EDUCATION | | | |
|-----------------------|------------|-----------------|-----------------|------------|------------|-----------------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-50 | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H |
| Base: All respondents | 1018 | 496 | 522 | 430 | 588 | 72 | 290 | 485 | 171 |
| Weighted | 1018 | 503 | 515 | 474 | 544 | 99* | 403 | 332 | 184 |
| Strongly agree | 54 5% | 17 3% | 38 7% A | 22 5% | 32 6% | 5 5% | 18 4% | 16 5% | 15 8% |
| Somewhat agree | 346 34% | 141 28% | 205 40% A | 162 34% | 184 34% | 27 28% | 140 35% | 112 34% | 67 36% |
| Somewhat disagree | 439 43% | 224 45% | 215 42% | 200 42% | 238 44% | 39 39% | 180 45% | 141 42% | 79 43% |
| Strongly disagree | 179 18% | 122 24% B | 58 11% | 90 19% | 89 16% | 27 27% FH | 66 16% | 62 19% | 24 13% |
| Summary | | | | | | | | | |
| Top2Box (Agree) | 400 39% | 157 31% | 243 47% A | 184 39% | 216 40% | 33 33% | 158 39% | 128 39% | 82 44% |
| Low2Box (Disagree) | 618 61% | 346 69% B | 272 53% | 290 61% | 327 60% | 66 67% | 246 61% | 203 61% | 103 56% |

5_4. (I like to mix things up at home and try new things to cook and eat) To what extent do you agree or disagree with the following statements:

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

| | Total | GENDER | | AGE | | EDUCATION | | | |
|-----------------------|------------|------------|------------|-----------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-50 | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H |
| Base: All respondents | 1018 | 496 | 522 | 430 | 588 | 72 | 290 | 485 | 171 |
| Weighted | 1018 | 503 | 515 | 474 | 544 | 99* | 403 | 332 | 184 |
| Strongly agree | 298 29% | 139 28% | 159 31% | 157 33% D | 141 26% | 27 28% | 114 28% | 96 29% | 60 33% |
| Somewhat agree | 492 48% | 249 49% | 244 47% | 224 47% | 269 49% | 47 48% | 199 49% | 167 50% | 79 43% |
| Somewhat disagree | 197 19% | 98 20% | 98 19% | 85 18% | 112 21% | 19 19% | 81 20% | 56 17% | 41 22% |
| Strongly disagree | 31 3% | 16 3% | 14 3% | 9 2% | 22 4% | 5 5% | 9 2% | 12 4% | 4 2% |
| Summary | | | | | | | | | |
| Top2Box (Agree) | 790 78% | 388 77% | 402 78% | 381 80% | 410 75% | 74 75% | 313 78% | 264 79% | 139 76% |
| Low2Box (Disagree) | 228 22% | 115 23% | 113 22% | 94 20% | 134 25% | 24 25% | 90 22% | 68 21% | 45 24% |

5_5. (Our mealtime routine is boring - same old, same old) To what extent do you agree or disagree with the following statements:

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

| | Total | GENDER | | AGE | | EDUCATION | | | |
|-----------------------|------------|------------|------------|------------|------------|------------------|-----------------|-----------------|------------------|
| | | Male | Female | 18-34 | 35-50 | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H |
| Base: All respondents | 1018 | 496 | 522 | 430 | 588 | 72 | 290 | 485 | 171 |
| Weighted | 1018 | 503 | 515 | 474 | 544 | 99* | 403 | 332 | 184 |
| Strongly agree | 75 7% | 39 8% | 37 7% | 37 8% | 38 7% | 12 13% H | 32 8% | 23 7% | 8 4% |
| Somewhat agree | 318 31% | 165 33% | 152 30% | 155 33% | 163 30% | 40 41% H | 116 29% | 112 34% | 51 27% |
| Somewhat disagree | 437 43% | 204 41% | 233 45% | 200 42% | 237 44% | 27 28% | 184 46% E | 135 41% E | 91 49% E |
| Strongly disagree | 187 18% | 95 19% | 93 18% | 82 17% | 105 19% | 19 19% | 72 18% | 62 19% | 35 19% |
| Summary | | | | | | | | | |
| Top2Box (Agree) | 393 39% | 204 41% | 189 37% | 193 41% | 201 37% | 53 53% FGH | 148 37% | 135 41% H | 58 32% |
| Low2Box (Disagree) | 625 61% | 299 59% | 326 63% | 282 59% | 343 63% | 46 47% | 256 63% E | 197 59% E | 126 68% EG |

5_6. (I usually cook something that is fast and easy at home) To what extent do you agree or disagree with the following statements:

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

| | Total | GENDER | | AGE | | EDUCATION | | | |
|-----------------------|------------|------------|------------|-----------------|-----------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-50 | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H |
| Base: All respondents | 1018 | 496 | 522 | 430 | 588 | 72 | 290 | 485 | 171 |
| Weighted | 1018 | 503 | 515 | 474 | 544 | 99* | 403 | 332 | 184 |
| Strongly agree | 149 15% | 65 13% | 83 16% | 70 15% | 79 15% | 21 21% | 49 12% | 48 14% | 32 17% |
| Somewhat agree | 544 53% | 266 53% | 278 54% | 283 60% D | 261 48% | 50 51% | 215 53% | 178 53% | 101 55% |
| Somewhat disagree | 279 27% | 149 30% | 130 25% | 117 25% | 162 30% | 23 23% | 122 30% | 91 28% | 43 23% |
| Strongly disagree | 46 5% | 23 5% | 23 4% | 5 1% | 41 8% C | 5 5% | 17 4% | 15 5% | 9 5% |
| Summary | | | | | | | | | |
| Top2Box (Agree) | 693 68% | 331 66% | 362 70% | 352 74% D | 340 63% | 71 72% | 264 66% | 225 68% | 132 72% |
| Low2Box (Disagree) | 325 32% | 172 34% | 154 30% | 122 26% | 203 37% C | 28 28% | 139 34% | 107 32% | 52 28% |

5_7. (I think my children get enough fruit in their diet) To what extent do you agree or disagree with the following statements:

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

| | Total | GENDER | | AGE | | EDUCATION | | | |
|----------------------------------|------------|----------------|------------|-----------------|----------------|-----------|----------------|----------------|-----------------|
| | | Male | Female | 18-34 | 35-50 | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H |
| Base: All respondents - Has kids | 388 | 140 | 248 | 142 | 246 | 34 | 110 | 186 | 58 |
| Weighted | 385 | 138 | 247 | 162 | 223 | 47* | 153 | 125 | 60* |
| Strongly agree | 97 25% | 33 24% | 64 26% | 54 33% D | 43 19% | 15 33% | 30 20% | 30 24% | 21 35% F |
| Somewhat agree | 143 37% | 62 45% B | 81 33% | 59 37% | 84 38% | 14 29% | 60 39% | 45 36% | 25 42% |
| Somewhat disagree | 116 30% | 35 25% | 81 33% | 39 24% | 77 34% C | 15 33% | 51 33% | 38 30% | 12 20% |
| Strongly disagree | 29 7% | 8 6% | 20 8% | 9 6% | 19 9% | 3 6% | 13 8% | 11 9% | 2 3% |
| Summary | | | | | | | | | |
| Top2Box (Agree) | 240 62% | 95 69% | 146 59% | 113 70% D | 127 57% | 29 62% | 90 59% | 75 60% | 46 77% FG |
| Low2Box (Disagree) | 145 38% | 43 31% | 101 41% | 49 30% | 96 43% C | 18 38% | 63 41% H | 49 40% H | 14 23% |

5_8. (I feel guilty about the amount of fruit my children get in their diet) To what extent do you agree or disagree with the following statements:

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

| | Total | GENDER | | AGE | | EDUCATION | | | |
|----------------------------------|------------|------------|------------|-----------------|----------------|--------------|----------------|----------------|-----------------|
| | | Male | Female | 18-34 | 35-50 | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H |
| Base: All respondents - Has kids | 388 | 140 | 248 | 142 | 246 | 34 | 110 | 186 | 58 |
| Weighted | 385 | 138 | 247 | 162 | 223 | 47* | 153 | 125 | 60* |
| Strongly agree | 24 6% | 7 5% | 17 7% | 6 4% | 18 8% | 4 9% H | 8 6% | 11 9% H | 0 - |
| Somewhat agree | 97 25% | 29 21% | 67 27% | 35 22% | 61 27% | 11 23% | 44 29% | 33 26% | 9 15% |
| Somewhat disagree | 136 35% | 55 40% | 81 33% | 54 33% | 82 37% | 14 30% | 62 40% | 39 32% | 20 34% |
| Strongly disagree | 128 33% | 47 34% | 82 33% | 67 41% D | 61 28% | 18 38% | 39 26% | 41 33% | 30 51% FG |
| Summary | | | | | | | | | |
| Top2Box (Agree) | 121 31% | 36 26% | 84 34% | 41 25% | 80 36% C | 15 32% | 52 34% H | 44 35% H | 9 15% |
| Low2Box (Disagree) | 264 69% | 102 74% | 162 66% | 121 75% D | 143 64% | 32 68% | 101 66% | 80 65% | 51 85% FG |

5. (Top2Box (Agree) Summary) To what extent do you agree or disagree with the following statements:

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

| | Total | GENDER | | AGE | | EDUCATION | | | |
|-----------------------------------------------------------------------|------------|------------|-----------------|-----------------|----------------|------------------|-----------------|-----------------|------------------|
| | | Male | Female | 18-34 | 35-50 | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H |
| Base: All respondents | 1018 | 496 | 522 | 430 | 588 | 72 | 290 | 485 | 171 |
| Weighted | 1018 | 503 | 515 | 474 | 544 | 99* | 403 | 332 | 184 |
| I like to mix things up at home and try new things to cook and eat | 790 78% | 388 77% | 402 78% | 381 80% | 410 75% | 74 75% | 313 78% | 264 79% | 139 76% |
| I usually cook something that is fast and easy at home | 693 68% | 331 66% | 362 70% | 352 74% D | 340 63% | 71 72% | 264 66% | 225 68% | 132 72% |
| I think I get enough fruit in my diet | 490 48% | 254 50% | 236 46% | 237 50% | 254 47% | 39 40% | 192 48% | 156 47% | 103 56% EG |
| I feel guilty about the amount of fruit I get in my diet | 418 41% | 186 37% | 232 45% A | 206 43% | 211 39% | 44 45% | 178 44% H | 137 41% H | 59 32% |
| I try to closely follow Canada's Food Guide | 400 39% | 157 31% | 243 47% A | 184 39% | 216 40% | 33 33% | 158 39% | 128 39% | 82 44% |
| Our mealtime routine is boring - same old, same old | 393 39% | 204 41% | 189 37% | 193 41% | 201 37% | 53 53% FGH | 148 37% | 135 41% H | 58 32% |
| I think my children get enough fruit in their diet | 240 62% | 95 69% | 146 59% | 113 70% D | 127 57% | 29 62% | 90 59% | 75 60% | 46 77% FG |
| I feel guilty about the amount of fruit my children get in their diet | 121 31% | 36 26% | 84 34% | 41 25% | 80 36% C | 15 32% | 52 34% H | 44 35% H | 9 15% |

5. (Low2Box (Disagree) Summary) To what extent do you agree or disagree with the following statements:

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

| | Total | GENDER | | AGE | | EDUCATION | | | |
|-----------------------------------------------------------------------|------------|-----------------|------------|-----------------|-----------------|----------------|-----------------|-----------------|------------------|
| | | Male | Female | 18-34 | 35-50 | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H |
| Base: All respondents | 1018 | 496 | 522 | 430 | 588 | 72 | 290 | 485 | 171 |
| Weighted | 1018 | 503 | 515 | 474 | 544 | 99* | 403 | 332 | 184 |
| Our mealtime routine is boring - same old, same old | 625 61% | 299 59% | 326 63% | 282 59% | 343 63% | 46 47% | 256 63% E | 197 59% E | 126 68% EG |
| I try to closely follow Canada's Food Guide | 618 61% | 346 69% B | 272 53% | 290 61% | 327 60% | 66 67% | 246 61% | 203 61% | 103 56% |
| I feel guilty about the amount of fruit I get in my diet | 600 59% | 317 63% B | 283 55% | 268 57% | 332 61% | 55 55% | 225 56% | 195 59% | 125 68% FG |
| I think I get enough fruit in my diet | 528 52% | 249 50% | 279 54% | 238 50% | 290 53% | 59 60% H | 211 52% | 176 53% H | 81 44% |
| I usually cook something that is fast and easy at home | 325 32% | 172 34% | 154 30% | 122 26% | 203 37% C | 28 28% | 139 34% | 107 32% | 52 28% |
| I feel guilty about the amount of fruit my children get in their diet | 264 69% | 102 74% | 162 66% | 121 75% D | 143 64% | 32 68% | 101 66% | 80 65% | 51 85% FG |
| I like to mix things up at home and try new things to cook and eat | 228 22% | 115 23% | 113 22% | 94 20% | 134 25% | 24 25% | 90 22% | 68 21% | 45 24% |
| I think my children get enough fruit in their diet | 145 38% | 43 31% | 101 41% | 49 30% | 96 43% C | 18 38% | 63 41% H | 49 40% H | 14 23% |

6. What are the biggest challenges/barriers to eating (more) fruit?

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

| | Total | GENDER | | AGE | | EDUCATION | | | |
|----------------------------------------------------|------------|------------|-----------------|----------------|------------|-----------|----------------|----------------|-----------------|
| | | Male | Female | 18-34 | 35-50 | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H |
| Base: All respondents | 1018 | 496 | 522 | 430 | 588 | 72 | 290 | 485 | 171 |
| Weighted | 1018 | 503 | 515 | 474 | 544 | 99* | 403 | 332 | 184 |
| Bored with my options - limited seasonal selection | 194 19% | 72 14% | 122 24% A | 95 20% | 99 18% | 10 10% | 84 21% E | 66 20% E | 34 19% |
| Too busy - need something easy for on the go | 139 14% | 67 13% | 72 14% | 82 17% D | 57 10% | 16 16% | 45 11% | 47 14% | 32 17% |
| Too much effort to prepare | 100 10% | 51 10% | 49 10% | 54 11% | 46 8% | 7 7% | 32 8% | 33 10% | 29 16% FG |
| Don't like fruit | 56 6% | 32 6% | 24 5% | 31 7% | 25 5% | 6 6% | 20 5% | 24 7% | 7 4% |
| Too messy | 52 5% | 30 6% | 22 4% | 30 6% | 21 4% | 8 8% | 13 3% | 17 5% | 14 8% F |
| Other | 180 18% | 83 17% | 97 19% | 85 18% | 94 17% | 18 18% | 66 16% | 64 19% | 32 17% |
| None I don't have any barriers or challenges | 458 45% | 238 47% | 220 43% | 198 42% | 260 48% | 49 50% | 190 47% | 136 41% | 84 45% |