

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/I Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Yes - Aged 12 or younger	Yes - Aged 13 to 18	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1018	143	108	66	375	242	84	211	311	496	260	173	630
Weighted	1018	134	104*	66*	390	248	75*	209	313	496	261	166	633
Fruit	370 36%	42 31%	36 35%	26 39%	135 35%	101 41%	30 40%	84 40%	109 35%	177 36%	95 37%	58 35%	228 36%
Chips	226 22%	22 17%	30 28% AE	13 19%	102 26% AE	41 17%	18 24%	52 25%	72 23%	102 20%	55 21%	39 24%	141 22%
Chocolate	200 20%	20 15%	17 16%	17 25%	77 20%	55 22%	14 18%	40 19%	70 22%	90 18%	60 23%	31 19%	120 19%
Nuts	158 15%	37 28% BCDEF	15 14%	9 14%	49 13%	38 15%	9 12%	20 10%	47 15%	90 18% G	36 14%	24 14%	107 17%
Vegetables	64 6%	13 9%	6 6%	2 3%	26 7%	13 5%	4 6%	13 6%	14 5%	37 8%	16 6%	14 8%	37 6%

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/I Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Yes - Aged 12 or younger	Yes - Aged 13 to 18	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1018	143	108	66	375	242	84	211	311	496	260	173	630
Weighted	1018	134	104*	66*	390	248	75*	209	313	496	261	166	633
No servings	202 20%	21 15%	32 31% ACEF	10 16%	96 25% AE	30 12%	13 17%	56 27% I	67 22% I	78 16%	38 15%	36 22%	136 21%
1	258 25%	45 34% BD	15 15%	17 26%	92 24%	68 27% B	20 27% B	47 22%	86 28%	125 25%	65 25%	43 26%	157 25%
2	286 28%	38 28%	33 32%	19 29%	105 27%	73 29%	19 26%	57 27%	87 28%	143 29%	80 31%	47 28%	173 27%
3	171 17%	18 13%	17 16%	16 25%	60 15%	46 18%	15 19%	36 17%	38 12%	97 20% H	47 18%	30 18%	103 16%
4	58 6%	7 5%	3 3%	2 3%	24 6%	17 7%	5 7%	7 4%	19 6%	31 6%	18 7%	7 4%	35 6%
5	30 3%	5 3%	2 2%	0 -	7 2%	14 6% D	2 3%	4 2%	8 3%	18 4%	8 3%	1 1%	21 3%
6	8 1%	1 1%	1 1%	0 -	5 1%	1 0%	0 -	0 -	6 2%	2 0%	2 1%	0 -	6 1%
7	1 0%	0 -	0 -	1 1% D	0 -	0 -	0 -	0 -	0 -	1 0%	0 -	1 1%	0 -
8	3 0%	0 -	1 1%	0 -	2 1%	0 -	0 -	1 1%	2 1%	0 -	2 1%	0 -	1 0%
9	1 0%	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	1 0%	0 -	0 -	1 0%
Summary Mean (Including zero)													
Mean	1.8	1.7	1.6	1.8	1.7	2 BD	1.9	1.6	1.7	1.9 G	1.9	1.6	1.8
Standard Deviation	1.4	1.3	1.4	1.3	1.4	1.3	1.5	1.4	1.5	1.4	1.4	1.2	1.4
Standard Error	0	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1
Median	2	2	2	2	2	2	2	2	2	2	2	2	2
Summary Mean (Excluding zero)													
Mean	2.2	2	2.3	2.1	2.2	2.3	2.3	2.2	2.2	2.3	2.3	2.1	2.2
Standard Deviation	1.2	1.2	1.1	1.1	1.2	1.2	1.4	1.1	1.3	1.2	1.2	1	1.2
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1
Median	2	2	2	2	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/I Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Yes - Aged 12 or younger	Yes - Aged 13 to 18	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1018	143	108	66	375	242	84	211	311	496	260	173	630
Weighted	1018	134	104*	66*	390	248	75*	209	313	496	261	166	633
No servings	100 10%	11 8%	9 8%	7 10%	45 12%	19 8%	9 12%	31 15%	35 11%	34 7%	15 6%	11 6%	77 12%
1	267 26% F	32 24% F	32 31% F	23 35% F	114 29% F	57 23% F	9 12% F	53 25% I	91 29% I	123 25% I	61 23% J	49 30% K	164 26% L
2	261 26% BE	46 34% BE	22 22%	16 25%	100 26%	51 21%	25 33% E	51 24%	73 23%	137 28%	70 27%	47 28%	155 25%
3	182 18%	19 14%	24 23%	10 15%	62 16%	57 23% D	10 13%	42 20%	53 17%	87 18%	54 21%	27 16%	110 17%
4	114 11%	15 11%	6 6%	5 8%	43 11%	30 12%	14 18% B	16 8%	36 12%	61 12%	38 14%	19 12%	63 10%
5	58 6%	6 4%	7 7%	3 4%	15 4%	24 10% D	4 5%	11 5%	12 4%	35 7%	13 5%	8 5%	40 6%
6	24 2%	4 3%	3 3%	1 1%	9 2%	5 2%	3 3%	2 1%	10 3%	12 2%	8 3%	4 2%	14 2%
7	6 1%	0 -	1 1%	0 -	2 1%	2 1%	0 -	3 2%	1 0%	2 0%	2 1%	2 1%	3 0%
8	6 1%	0 -	0 -	1 1% D	0 -	3 1%	2 3% AD	0 -	1 0%	4 1%	1 1%	0 -	4 1%
9	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	1 0	0 -	0 -	0 -	1 0
10	1 0%	1 1%	0 -	0 -	0 -	0 -	0 -	0 -	1 0%	0 -	0 -	0 -	1 0%
Summary Mean (Including zero)													
Mean	2.3	2.3	2.2	2	2.1	2.6 CD	2.6 CD	2.1	2.2	2.4 G	2.5	2.2	2.2
Standard Deviation	1.6	1.5	1.6	1.5	1.5	1.7	1.8	1.5	1.7	1.6	1.5	1.5	1.6
Standard Error	0	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1
Median	2	2	2	2	2	2	2	2	2	2	2	2	2
Summary Mean (Excluding zero)													
Mean	2.5	2.5	2.5	2.2	2.4	2.8 CD	2.9 ABCD	2.4	2.5	2.6	2.6	2.4	2.5
Standard Deviation	1.5	1.4	1.5	1.4	1.4	1.6	1.6	1.4	1.5	1.5	1.4	1.4	1.5
Standard Error	0	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1
Median	2	2	2	2	2	3	2	2	2	2	2	2	2

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/I Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Yes - Aged 12 or younger	Yes - Aged 13 to 18	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1018	143	108	66	375	242	84	211	311	496	260	173	630
Weighted	1018	134	104*	66*	390	248	75*	209	313	496	261	166	633
No servings	7 1%	1 1%	1 1%	0 -	4 1%	0 -	1 1%	1 1%	4 1%	2 0%	0 -	1 0%	6 1%
1	19 2%	3 2%	0 -	1 2%	11 3%	2 1%	2 3%	3 1%	9 3%	7 1%	3 1%	3 2%	15 2%
2	55 5%	8 6%	9 8%	3 5%	19 5%	13 5%	4 5%	16 8%	12 4%	27 5%	8 3%	10 6%	37 6%
3	98 10%	17 13%	9 8%	6 10%	38 10%	23 9%	4 6%	33 16% HI	24 8%	41 8%	18 7%	17 10%	66 10%
4	112 11%	16 12%	9 9%	11 17% E	43 11%	19 8%	14 18% E	23 11%	35 11%	54 11%	26 10%	19 12%	69 11%
5	232 23%	22 16%	22 22%	8 13%	87 22%	77 31% ACD	16 21%	47 22%	66 21%	120 24%	64 25%	39 24%	137 22%
6	122 12%	14 11%	15 15%	11 17%	46 12%	20 8%	16 21% ADE	26 12%	40 13%	56 11%	36 14%	17 11%	74 12%
7	76 7%	14 10%	5 5%	6 8%	34 9%	15 6%	3 3%	12 6%	28 9%	35 7%	15 6%	8 5%	56 9%
8	166 16%	21 16%	21 20%	11 17%	67 17%	34 14%	11 15%	32 15%	51 16%	83 17%	55 21%	31 19%	92 14%
9	10 1%	3 2%	1 1%	0 -	4 1%	1 1%	1 1%	3 2%	2 1%	5 1%	3 1%	0 -	7 1%
10	111 11%	13 10%	10 10%	8 12%	35 9%	41 17% DF	4 6%	13 6%	34 11%	65 13% G	32 12%	19 11%	66 10%
11	2 0%	0 -	0 -	0 -	2 0%	0 -	0 -	0 -	2 1%	0 -	0 -	0 -	2 0%
12	6 1%	2 2%	1 1%	0 -	2 0%	1 0%	0 -	0 -	5 2% I	1 0%	1 0%	1 1%	4 1%
14	1 0%	1 1%	0 -	0 -	0 -	0 -	0 -	0 -	1 0%	0 -	0 -	0 -	1 0%
15	1 0%	0 -	1 1%	0 -	0 -	0 -	0 -	0 -	0 -	1 0%	0 -	1 0%	0 -
20	1	0	0	0	0	1	0	0	1	0	0	0	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/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Yes - Aged 12 or younger	Yes - Aged 13 to 18	No
		A	B	C	D	E	F	G	H	I	J	K	L
	0	-	-	-	-	0	-	-	0	-	-	-	0
Summary Mean (Including zero)													
Mean	5.9	5.9	5.9	5.9	5.8	6.2	5.6	5.5	6 G	6 G	6.2	5.8	5.9
Standard Deviation	2.5	2.7	2.4	2.5	2.4	2.6	2.2	2.3	2.8	2.4	2.3	2.5	2.6
Standard Error	0.1	0.2	0.2	0.3	0.1	0.2	0.2	0.2	0.2	0.1	0.1	0.2	0.1
Median	5	6	6	6	5	5	5	5	6	5	6	5	5
Summary Mean (Excluding zero)													
Mean	5.9	5.9	5.9	5.9	5.8	6.2	5.6	5.6	6 G	6 G	6.2	5.8	5.9
Standard Deviation	2.5	2.7	2.4	2.5	2.4	2.6	2.2	2.3	2.8	2.4	2.3	2.5	2.6
Standard Error	0.1	0.2	0.2	0.3	0.1	0.2	0.2	0.2	0.2	0.1	0.1	0.2	0.1
Median	5	6	6	6	5	5	5	5	6	5	6	5	5

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/I Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Yes - Aged 12 or younger	Yes - Aged 13 to 18	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1018	143	108	66	375	242	84	211	311	496	260	173	630
Weighted	1018	134	104*	66*	390	248	75*	209	313	496	261	166	633
Yes - Aged 12 or younger	261 26%	34 25%	22 21%	22 33%	92 24%	67 27%	24 31%	44 21%	77 25%	140 28%	261 100%	42 25%	0 -
Yes - Aged 13 to 18	166 16%	18 13%	13 13%	17 25% AE	74 19% E	30 12%	13 18%	26 13%	39 12%	100 20% GH	42 16%	166 100%	0 -
No	633 62%	88 65% C	71 69% C	31 46%	244 63% C	159 64% C	41 54%	145 69% I	208 66% I	281 57%	0 -	0 -	633 100%

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/I Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Yes - Aged 12 or younger	Yes - Aged 13 to 18	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1018	143	108	66	375	242	84	211	311	496	260	173	630
Weighted	1018	134	104*	66*	390	248	75*	209	313	496	261	166	633
Strongly agree	131 13%	20 15%	14 14%	9 13%	45 12%	34 14%	8 10%	27 13%	41 13%	63 13%	37 14%	18 11%	79 13%
Somewhat agree	360 35%	46 34%	30 29%	24 37%	132 34%	99 40%	28 37%	61 29%	111 36%	187 38% G	90 34%	52 32%	234 37%
Somewhat disagree	375 37%	52 39%	37 36%	25 37%	140 36%	88 35%	33 44%	80 38%	110 35%	184 37%	105 40%	66 40%	221 35%
Strongly disagree	153 15%	16 12%	22 22% EF	8 12%	73 19% E	27 11%	7 9%	42 20% I	51 16%	61 12%	28 11%	29 18%	99 16%
Summary													
Top2Box (Agree)	490 48%	66 49%	44 43%	33 50%	177 45%	134 54%	35 47%	88 42%	152 49%	251 51% G	127 49%	70 42%	313 49%
Low2Box (Disagree)	528 52%	68 51%	60 57%	33 50%	213 55%	115 46%	40 53%	122 58% I	161 51%	245 49%	134 51%	95 58%	320 51%

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/I Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Yes - Aged 12 or younger	Yes - Aged 13 to 18	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1018	143	108	66	375	242	84	211	311	496	260	173	630
Weighted	1018	134	104*	66*	390	248	75*	209	313	496	261	166	633
Strongly agree	95 9%	12 9%	8 7%	4 6%	47 12% E	16 6%	9 12%	28 13% H	23 7%	45 9%	20 8%	16 10%	61 10%
Somewhat agree	322 32%	46 34%	39 37%	21 32%	122 31%	74 30%	21 28%	63 30%	101 32%	158 32%	109 42%	55 33%	172 27%
Somewhat disagree	352 35%	44 33%	33 32%	21 32%	126 32%	100 40%	28 37%	77 37%	105 34%	170 34%	68 26%	55 33%	241 38%
Strongly disagree	248 24%	33 24%	24 23%	20 30%	95 24%	59 24%	17 23%	42 20%	84 27%	123 25%	63 24%	40 24%	159 25%
Summary													
Top2Box (Agree)	418 41%	58 43%	46 45%	25 38%	169 43%	89 36%	30 40%	91 43%	124 40%	203 41%	129 49%	71 43%	233 37%
Low2Box (Disagree)	600 59%	77 57%	58 55%	41 62%	221 57%	159 64%	45 60%	118 57%	189 60%	293 59%	132 51%	95 57%	400 63%

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/I Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Yes - Aged 12 or younger	Yes - Aged 13 to 18	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1018	143	108	66	375	242	84	211	311	496	260	173	630
Weighted	1018	134	104*	66*	390	248	75*	209	313	496	261	166	633
Strongly agree	54 5%	3 2%	6 5%	1 2%	20 5%	20 8% A	4 6%	17 8%	14 4%	23 5%	19 7%	12 7%	28 4%
Somewhat agree	346 34%	41 31%	30 29%	20 30%	124 32%	104 42% ABD	26 34%	68 32%	101 32%	177 36%	110 42%	44 27%	204 32%
Somewhat disagree	439 43%	58 43%	49 47%	33 50%	166 43%	96 39%	37 49%	86 41%	131 42%	221 45%	110 42%	81 49%	266 42%
Strongly disagree	179 18%	32 24% EF	19 19%	12 18%	79 20% E	28 11%	8 11%	38 18%	66 21% I	75 15%	23 9%	28 17%	134 21%
Summary													
Top2Box (Agree)	400 39%	44 33%	36 35%	21 32%	144 37%	124 50% ABCD	30 40%	85 41%	115 37%	200 40%	128 49%	56 34%	232 37%
Low2Box (Disagree)	618 61%	90 67% E	68 65% E	45 68% E	245 63% E	124 50%	45 60%	124 59%	198 63%	296 60%	133 51%	109 66%	401 63%

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Yes - Aged 12 or younger	Yes - Aged 13 to 18	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1018	143	108	66	375	242	84	211	311	496	260	173	630
Weighted	1018	134	104*	66*	390	248	75*	209	313	496	261	166	633
Strongly agree	298 29%	31 23%	29 28%	14 21%	122 31%	76 31%	26 34%	60 29%	96 31%	142 29%	83 32%	41 25%	185 29%
Somewhat agree	492 48%	70 52%	58 56% F	37 56%	179 46%	118 47%	30 39%	101 48%	150 48%	241 49%	125 48%	94 57%	296 47%
Somewhat disagree	197 19%	28 21%	14 14%	14 21%	74 19%	50 20%	17 23%	42 20%	57 18%	98 20%	49 19%	25 15%	130 21%
Strongly disagree	31 3%	5 4%	2 2%	1 1%	15 4%	5 2%	3 4%	5 3%	10 3%	15 3%	4 1%	6 4%	23 4%
Summary													
Top2Box (Agree)	790 78%	102 76%	87 84%	51 78%	301 77%	194 78%	55 73%	161 77%	246 79%	383 77%	208 80%	134 81%	481 76%
Low2Box (Disagree)	228 22%	33 24%	17 16%	15 22%	89 23%	54 22%	20 27%	48 23%	67 21%	113 23%	53 20%	31 19%	153 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/I Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Yes - Aged 12 or younger	Yes - Aged 13 to 18	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1018	143	108	66	375	242	84	211	311	496	260	173	630
Weighted	1018	134	104*	66*	390	248	75*	209	313	496	261	166	633
Strongly agree	75 7%	6 4%	6 6%	5 8%	39 10%	16 6%	3 4%	25 12% I	22 7%	29 6%	23 9%	13 8%	44 7%
Somewhat agree	318 31%	41 30%	37 35%	15 23%	129 33%	65 26%	32 43% CE	69 33%	101 32%	148 30%	85 32%	55 33%	190 30%
Somewhat disagree	437 43%	65 48% D	48 46%	32 48%	143 37%	120 48% D	30 40%	85 41%	122 39%	230 46%	115 44%	65 39%	274 43%
Strongly disagree	187 18%	23 17%	13 13%	14 21%	79 20%	48 19%	10 13%	30 14%	68 22% G	89 18%	38 15%	32 19%	125 20%
Summary													
Top2Box (Agree)	393 39%	47 35%	43 41%	20 30%	168 43% E	80 32%	35 47% E	94 45% I	123 39%	176 36%	108 41%	68 41%	234 37%
Low2Box (Disagree)	625 61%	88 65%	61 59%	46 70%	222 57%	168 68% DF	40 53%	115 55%	190 61%	319 64% G	153 59%	97 59%	399 63%

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/I Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Yes - Aged 12 or younger	Yes - Aged 13 to 18	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1018	143	108	66	375	242	84	211	311	496	260	173	630
Weighted	1018	134	104*	66*	390	248	75*	209	313	496	261	166	633
Strongly agree	149 15%	17 12%	19 18%	5 8%	64 17%	37 15%	7 9%	45 21% I	48 15%	57 11%	30 12%	24 14%	102 16%
Somewhat agree	544 53%	73 55%	53 51%	37 56%	195 50%	142 57%	44 58%	114 54%	159 51%	271 55%	149 57%	79 48%	332 52%
Somewhat disagree	279 27%	37 28%	24 23%	22 33%	108 28%	65 26%	23 30%	45 21%	96 31% G	138 28%	71 27%	51 31%	171 27%
Strongly disagree	46 5%	7 5%	8 7% E	2 3%	23 6% E	5 2%	2 3%	6 3%	10 3%	30 6%	11 4%	11 7%	28 4%
Summary													
Top2Box (Agree)	693 68%	90 67%	72 69%	42 64%	259 66%	179 72%	50 67%	158 76% HI	207 66%	328 66%	180 69%	103 62%	434 69%
Low2Box (Disagree)	325 32%	44 33%	32 31%	24 36%	131 34%	70 28%	25 33%	51 24% G	106 34% G	168 34% G	81 31%	63 38%	199 31%

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/I Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Yes - Aged 12 or younger	Yes - Aged 13 to 18	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents - Has kids	388	50	38	35	138	88	39	63	103	222	260	173	0
Weighted	385	46*	33*	36*	146	89*	35*	65*	105*	215	261	166	-*
Strongly agree	97 25%	15 32%	6 18%	7 19%	33 23%	26 29%	11 30%	19 29%	29 27%	49 23%	86 33%	19 11%	0 -
Somewhat agree	143 37%	13 29%	15 45%	15 43%	50 35%	36 41%	13 38%	24 37%	41 39%	78 36%	107 41%	53 32%	0 -
Somewhat disagree	116 30%	15 33%	9 28%	12 33%	46 31%	24 27%	10 29%	16 25%	26 25%	73 34%	58 22%	71 43%	0 -
Strongly disagree	29 7%	3 6%	3 10%	2 5%	17 11% E	3 3%	1 3%	6 9%	9 9%	14 6%	9 4%	23 14%	0 -
Summary													
Top2Box (Agree)	240 62%	28 61%	20 63%	22 62%	84 57%	62 70%	24 68%	43 66%	70 66%	128 60%	193 74%	72 44%	0 -
Low2Box (Disagree)	145 38%	18 39%	12 37%	13 38%	62 43%	27 30%	11 32%	22 34%	35 34%	87 40%	68 26%	94 56%	0 -

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/I Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Yes - Aged 12 or younger	Yes - Aged 13 to 18	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents - Has kids	388	50	38	35	138	88	39	63	103	222	260	173	0
Weighted	385	46*	33*	36*	146	89*	35*	65*	105*	215	261	166	-*
Strongly agree	24 6%	3 7%	2 5%	2 5%	13 9%	4 5%	1 2%	6 9%	7 7%	11 5%	13 5%	13 8%	0 -
Somewhat agree	97 25%	10 21%	10 30%	6 16%	38 26%	23 26%	9 27%	16 24%	23 22%	58 27%	60 23%	50 30%	0 -
Somewhat disagree	136 35%	18 39%	10 31%	14 39%	51 35%	24 27%	19 54% DE	23 35%	36 34%	77 36%	90 34%	60 36%	0 -
Strongly disagree	128 33%	16 34%	11 34%	14 40% F	44 30%	37 42% F	6 17%	20 31%	39 37%	69 32%	98 38%	43 26%	0 -
Summary													
Top2Box (Agree)	121 31%	13 27%	12 36%	8 21%	51 35%	28 31%	10 29%	22 34%	30 28%	69 32%	73 28%	63 38%	0 -
Low2Box (Disagree)	264 69%	34 73%	21 64%	28 79%	95 65%	62 69%	25 71%	43 66%	76 72%	145 68%	188 72%	103 62%	0 -

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/I Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Yes - Aged 12 or younger	Yes - Aged 13 to 18	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1018	143	108	66	375	242	84	211	311	496	260	173	630
Weighted	1018	134	104*	66*	390	248	75*	209	313	496	261	166	633
I like to mix things up at home and try new things to cook and eat	790 78%	102 76%	87 84%	51 78%	301 77%	194 78%	55 73%	161 77%	246 79%	383 77%	208 80%	134 81%	481 76%
I usually cook something that is fast and easy at home	693 68%	90 67%	72 69%	42 64%	259 66%	179 72%	50 67%	158 76% HI	207 66%	328 66%	180 69%	103 62%	434 69%
I think I get enough fruit in my diet	490 48%	66 49%	44 43%	33 50%	177 45%	134 54%	35 47%	88 42%	152 49%	251 51% G	127 49%	70 42%	313 49%
I feel guilty about the amount of fruit I get in my diet	418 41%	58 43%	46 45%	25 38%	169 43%	89 36%	30 40%	91 43%	124 40%	203 41%	129 49%	71 43%	233 37%
I try to closely follow Canada's Food Guide	400 39%	44 33%	36 35%	21 32%	144 37%	124 50% ABCD	30 40%	85 41%	115 37%	200 40%	128 49%	56 34%	232 37%
Our mealtime routine is boring - same old, same old	393 39%	47 35%	43 41%	20 30%	168 43% E	80 32%	35 47% E	94 45% I	123 39%	176 36%	108 41%	68 41%	234 37%
I think my children get enough fruit in their diet	240 62%	28 61%	20 63%	22 62%	84 57%	62 70%	24 68%	43 66%	70 66%	128 60%	193 74%	72 44%	0 -
I feel guilty about the amount of fruit my children get in their diet	121 31%	13 27%	12 36%	8 21%	51 35%	28 31%	10 29%	22 34%	30 28%	69 32%	73 28%	63 38%	0 -

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/I Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Yes - Aged 12 or younger	Yes - Aged 13 to 18	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1018	143	108	66	375	242	84	211	311	496	260	173	630
Weighted	1018	134	104*	66*	390	248	75*	209	313	496	261	166	633
Our mealtime routine is boring - same old, same old	625 61%	88 65%	61 59%	46 70%	222 57%	168 68%	40 53%	115 55%	190 61%	319 64%	153 59%	97 59%	399 63%
I try to closely follow Canada's Food Guide	618 61%	90 67%	68 65%	45 68%	245 63%	124 50%	45 60%	124 59%	198 63%	296 60%	133 51%	109 66%	401 63%
I feel guilty about the amount of fruit I get in my diet	600 59%	77 57%	58 55%	41 62%	221 57%	159 64%	45 60%	118 57%	189 60%	293 59%	132 51%	95 57%	400 63%
I think I get enough fruit in my diet	528 52%	68 51%	60 57%	33 50%	213 55%	115 46%	40 53%	122 58%	161 51%	245 49%	134 51%	95 58%	320 51%
I usually cook something that is fast and easy at home	325 32%	44 33%	32 31%	24 36%	131 34%	70 28%	25 33%	51 24%	106 34%	168 34%	81 31%	63 38%	199 31%
I feel guilty about the amount of fruit my children get in their diet	264 69%	34 73%	21 64%	28 79%	95 65%	62 69%	25 71%	43 66%	76 72%	145 68%	188 72%	103 62%	0 -
I like to mix things up at home and try new things to cook and eat	228 22%	33 24%	17 16%	15 22%	89 23%	54 22%	20 27%	48 23%	67 21%	113 23%	53 20%	31 19%	153 24%
I think my children get enough fruit in their diet	145 38%	18 39%	12 37%	13 38%	62 43%	27 30%	11 32%	22 34%	35 34%	87 40%	68 26%	94 56%	0 -

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/I Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Yes - Aged 12 or younger	Yes - Aged 13 to 18	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1018	143	108	66	375	242	84	211	311	496	260	173	630
Weighted	1018	134	104*	66*	390	248	75*	209	313	496	261	166	633
Bored with my options - limited seasonal selection	194 19%	31 23%	24 23%	13 20%	67 17%	43 17%	17 22%	37 18%	58 19%	99 20%	62 24%	35 21%	106 17%
Too busy - need something easy for on the go	139 14%	22 16%	15 15%	8 12%	47 12%	37 15%	10 13%	32 15%	33 11%	73 15%	34 13%	23 14%	87 14%
Too much effort to prepare	100 10%	21 16% EF	10 10%	4 6%	42 11% F	22 9%	2 2%	21 10%	32 10%	47 9%	24 9%	19 12%	59 9%
Don't like fruit	56 6%	10 7% F	6 6%	3 4%	26 7%	12 5%	1 1%	10 5%	26 8% I	21 4%	14 5%	7 4%	36 6%
Too messy	52 5%	10 7%	6 5%	2 3%	24 6%	8 3%	3 4%	12 6%	18 6%	22 4%	9 3%	5 3%	39 6%
Other	180 18%	22 16%	18 18%	16 24%	71 18%	36 14%	17 23%	57 27% HI	41 13%	83 17%	40 15%	26 15%	118 19%
None I don't have any barriers or challenges	458 45%	55 41%	41 40%	27 41%	175 45%	126 51%	34 45%	78 37% G	154 49% G	226 46% G	120 46%	73 44%	288 45%