

1_1. (I believe the health claims made on food labels) Please indicate to what extent you agree or disagree with the following statements:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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	1012	141	120	66	370	240	75	242	292	478	188	824
Weighted	1012	134	103	66*	388	247	75*	248	281	483	208	804
Strongly agree	46	2	5	1	16	19	2	17	6	22	11	34
	5%	1%	5%	2%	4%	8%	3%	7%	2%	5%	6%	4%
Somewhat agree						A		H				
	489	61	43	30	191	126	39	105	145	239	112	377
	48%	46%	42%	45%	49%	51%	51%	42%	52%	49%	54%	47%
Somewhat disagree								G				
	390	60	46	28	148	81	28	104	108	178	75	316
	39%	45%	44%	43%	38%	33%	38%	42%	38%	37%	36%	39%
Strongly disagree		E	E									
	87	11	9	7	33	21	6	21	22	44	11	76
	9%	8%	9%	10%	8%	9%	8%	9%	8%	9%	5%	9%
Summary												
Top2Box (Agree)	535	63	48	31	207	145	41	122	152	261	123	412
	53%	47%	47%	47%	53%	59%	54%	49%	54%	54%	59%	51%
Low2Box (Disagree)						AB						
	477	70	55	35	180	102	34	126	129	222	85	392
	47%	53%	53%	53%	47%	41%	46%	51%	46%	46%	41%	49%
		E	E									

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

1_2. (I believe probiotics added to food products improve my health) Please indicate to what extent you agree or disagree with the following statements:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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	1012	141	120	66	370	240	75	242	292	478	188	824
Weighted	1012	134	103	66*	388	247	75*	248	281	483	208	804
Strongly agree	138	13	15	4	53	40	12	29	37	71	33	105
	14%	10%	15%	5%	14%	16%	16%	12%	13%	15%	16%	13%
Somewhat agree						C						
	587	73	61	35	242	138	38	140	164	282	128	459
	58%	55%	59%	54%	62%	56%	50%	57%	59%	58%	61%	57%
Somewhat disagree												
	238	39	21	23	75	59	21	63	66	109	42	196
	24%	29%	20%	35%	19%	24%	28%	25%	24%	23%	20%	24%
Strongly disagree		D		BD								
	49	8	6	4	17	10	4	16	13	20	5	44
	5%	6%	6%	5%	4%	4%	6%	6%	5%	4%	2%	5%
Summary												
Top2Box (Agree)	725	86	76	39	295	178	50	170	202	353	161	564
	72%	65%	74%	59%	76%	72%	67%	68%	72%	73%	77%	70%
Low2Box (Disagree)					AC							
	287	47	27	27	92	69	25	78	79	130	47	240
	28%	35%	26%	41%	24%	28%	33%	32%	28%	27%	23%	30%
		D		D								

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

1_3. (I believe omega-3 fatty acids added to food products improve my health) Please indicate to what extent you agree or disagree with the following statements:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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	1012	141	120	66	370	240	75	242	292	478	188	824
Weighted	1012	134	103	66*	388	247	75*	248	281	483	208	804
Strongly agree	200	24	22	7	80	42	25	44	50	106	51	149
	20%	18%	22%	10%	21%	17%	34%	18%	18%	22%	24%	19%
							ACDE					
Somewhat agree	599	78	64	37	240	144	36	143	170	286	122	477
	59%	59%	62%	57%	62%	58%	47%	58%	61%	59%	59%	59%
					F							
Somewhat disagree	170	26	13	17	50	52	12	51	50	69	31	139
	17%	19%	13%	26%	13%	21%	16%	20%	18%	14%	15%	17%
				BD		D		I				
Strongly disagree	42	6	4	5	17	9	2	11	10	21	5	38
	4%	4%	4%	7%	4%	4%	3%	4%	4%	4%	2%	5%
Summary												
Top2Box (Agree)	799	102	86	44	321	186	61	187	221	392	173	627
	79%	76%	83%	67%	83%	75%	81%	75%	78%	81%	83%	78%
			C		CE							
Low2Box (Disagree)	213	32	17	22	67	61	14	62	60	91	36	177
	21%	24%	17%	33%	17%	25%	19%	25%	22%	19%	17%	22%
				BD		D						

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

1_4. (I am willing to pay more for products which make health claims) Please indicate to what extent you agree or disagree with the following statements:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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	1012	141	120	66	370	240	75	242	292	478	188	824
Weighted	1012	134	103	66*	388	247	75*	248	281	483	208	804
Strongly agree	56	0	5	1	26	18	7	18	13	25	19	38
	6%	-	5%	2%	7%	7%	10%	7%	5%	5%	9%	5%
Somewhat agree			A		A	A	A				K	
	388	56	41	24	153	88	26	88	94	206	79	309
	38%	42%	40%	37%	39%	35%	35%	35%	34%	43%	38%	38%
Somewhat disagree										H		
	422	50	38	26	171	108	29	101	133	189	88	334
	42%	38%	37%	39%	44%	44%	38%	41%	47%	39%	42%	42%
Strongly disagree									I			
	146	28	19	15	38	34	13	42	41	63	23	123
	14%	21%	18%	23%	10%	14%	17%	17%	15%	13%	11%	15%
Summary		D	D	D								
Top2Box (Agree)	444	56	46	25	178	105	34	106	107	231	98	346
	44%	42%	45%	38%	46%	43%	45%	43%	38%	48%	47%	43%
										H		
Low2Box (Disagree)	568	78	57	41	209	142	41	142	174	252	111	457
	56%	58%	55%	62%	54%	57%	55%	57%	62%	52%	53%	57%
									I			

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

1. (Top2box Summary) Please indicate to what extent you agree or disagree with the following statements:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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	1012	141	120	66	370	240	75	242	292	478	188	824
Weighted	1012	134	103	66*	388	247	75*	248	281	483	208	804
I believe omega-3 fatty acids added to food products improve my health	799	102	86	44	321	186	61	187	221	392	173	627
	79%	76%	83%	67%	83%	75%	81%	75%	78%	81%	83%	78%
			C		CE							
I believe probiotics added to food products improve my health	725	86	76	39	295	178	50	170	202	353	161	564
	72%	65%	74%	59%	76%	72%	67%	68%	72%	73%	77%	70%
					AC							
I believe the health claims made on food labels	535	63	48	31	207	145	41	122	152	261	123	412
	53%	47%	47%	47%	53%	59%	54%	49%	54%	54%	59%	51%
						AB						
I am willing to pay more for products which make health claims	444	56	46	25	178	105	34	106	107	231	98	346
	44%	42%	45%	38%	46%	43%	45%	43%	38%	48%	47%	43%
										H		

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

1. (Low2box Summary) Please indicate to what extent you agree or disagree with the following statements:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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	1012	141	120	66	370	240	75	242	292	478	188	824
Weighted	1012	134	103	66*	388	247	75*	248	281	483	208	804
I am willing to pay more for products which make health claims	568	78	57	41	209	142	41	142	174	252	111	457
	56%	58%	55%	62%	54%	57%	55%	57%	62%	52%	53%	57%
									I			
I believe the health claims made on food labels	477	70	55	35	180	102	34	126	129	222	85	392
	47%	53%	53%	53%	47%	41%	46%	51%	46%	46%	41%	49%
		E	E									
I believe probiotics added to food products improve my health	287	47	27	27	92	69	25	78	79	130	47	240
	28%	35%	26%	41%	24%	28%	33%	32%	28%	27%	23%	30%
		D		D								
I believe omega-3 fatty acids added to food products improve my health	213	32	17	22	67	61	14	62	60	91	36	177
	21%	24%	17%	33%	17%	25%	19%	25%	22%	19%	17%	22%
				BD		D						

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

2. You answered that you agree that you would be willing to pay more for products which make health claims. Can you please tell us, as a percentage, how much more you would be willing to pay for these types of products?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: Willing to pay more for products which make health claims	447	58	55	25	169	105	35	103	114	230	91	356
Weighted	444	56*	46*	25**	178	105*	34*	106*	107	231	98*	346
1%	12	1	0	0	8	3	1	6	2	5	8	4
	3%	2%	-	-	4%	3%	2%	5%	2%	2%	8%	1%
											K	
2%	21	4	1	0	9	6	2	6	8	7	8	13
	5%	7%	2%	-	5%	5%	6%	6%	7%	3%	8%	4%
3%	15	0	1	1	7	5	1	5	1	9	8	7
	3%	-	1%	4%	4%	5%	2%	4%	1%	4%	8%	2%
											K	
5%	112	18	9	6	43	33	2	29	29	53	20	92
	25%	33%	20%	23%	24%	31%	7%	27%	27%	23%	20%	27%
		F			F	F						
6%	1	0	0	1	0	0	0	1	0	0	1	0
	0	-	-	6%	-	-	-	1%	-	-	1%	-
											K	
7%	1	0	0	0	1	0	1	1	0	1	0	1
	0	-	-	-	0	-	2%	1%	-	0	-	0
8%	3	1	0	0	1	1	0	1	2	0	0	3
	1%	2%	-	-	1%	1%	-	1%	2%	-	-	1%
									I			
10%	158	20	19	5	66	28	20	33	34	92	26	132
	36%	36%	41%	21%	37%	27%	58%	31%	31%	40%	27%	38%
							DE					J
11-15%	37	5	6	4	12	8	2	4	7	26	6	31
	8%	8%	12%	14%	7%	8%	6%	3%	6%	11%	6%	9%
										G		
16-20%	28	3	5	0	10	8	1	6	8	15	8	20
	6%	6%	12%	-	6%	8%	3%	6%	7%	6%	9%	6%
21-30%	33	3	2	5	11	9	4	10	9	14	8	24
	7%	5%	4%	20%	6%	8%	11%	9%	8%	6%	9%	7%
31-40%	1	0	0	0	1	0	0	0	1	0	0	1
	0	-	-	-	0	-	-	-	1%	-	-	0
41-50%	10	0	2	1	5	1	1	3	0	7	1	9
	2%	-	4%	5%	3%	1%	2%	3%	-	3%	1%	3%
51-60%	2	0	0	0	1	1	0	1	1	0	1	1
	1%	-	-	-	1%	1%	-	1%	1%	-	2%	0
	6	1	2	0	2	2	0	1	2	3	0	6

2. You answered that you agree that you would be willing to pay more for products which make health claims. Can you please tell us, as a percentage, how much more you would be willing to pay for these types of products?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
71-80%	1%	2%	3%	-	1%	1%	-	1%	2%	1%	-	2%
	3	0	0	2	0	1	0	0	3	0	2	1
81-90%	1%	-	-	7%	-	1%	-	-	3%	-	2%	0
									1			
Mean	12.8	10.7	15.1	19.7	12.2	12.8	11.8	11.9	14.9	12.3	12	13.1
Standard Deviation	13.9	11.4	14.9	21.8	13	15.1	8.4	13	18.7	11.5	14.5	13.8
Median	10	10	10	10	10	10	10	10	10	10	10	10

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

3. What do you believe is the impact on your health of including in your diet foods that are high in probiotics or omega-3 fatty acids?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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	1012	141	120	66	370	240	75	242	292	478	188	824
Weighted	1012	134	103	66*	388	247	75*	248	281	483	208	804
Very positive impact	146	16	18	4	54	39	15	37	38	72	42	104
	14%	12%	18%	6%	14%	16%	20%	15%	14%	15%	20%	13%
A somewhat positive impact			C				C				K	
	637	84	66	39	255	144	49	144	173	320	124	513
	63%	63%	64%	59%	66%	58%	65%	58%	61%	66%	60%	64%
No impact at all								G				
	214	32	18	19	73	61	11	63	64	87	39	175
	21%	24%	17%	28%	19%	25%	14%	25%	23%	18%	19%	22%
A somewhat negative impact								I				
	8	1	1	2	3	2	1	3	4	2	3	5
	1%	1%	1%	2%	1%	1%	1%	1%	1%	0	1%	1%
A very negative impact												
	6	0	0	2	3	1	0	1	3	2	0	6
	1%	-	-	3%	1%	0	-	0	1%	0	-	1%
				A								
Summary												
Top2Box (Positive)	784	100	85	43	309	183	64	181	211	392	166	617
	77%	75%	82%	66%	80%	74%	85%	73%	75%	81%	80%	77%
Low2Box (Negative)			C		C		C			G		
	14	1	1	4	5	3	1	4	6	4	3	11
	1%	1%	1%	6%	1%	1%	1%	2%	2%	1%	1%	1%
				ADE								

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