



11-011545-01 - Trillium DFC Ice Cream

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Q3. And why would you choose that product over the other one?

		City				Gender		Age			Kids		Primary Grocery Shopper	
	Total	Vancouver	Toronto	Montreal	Halifax	Male	Female	18-34	35-54	55+	Yes	No	Yes	M
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents who would buy frozen dessert in Q2	974	269	225	224	256	497	477	234	392	348	308	664	830	144
Weighted	973	269	225	224	254	492	480	240	388	344	308	663	829	144
Brand Reputation Net	465	134	112	116	102	234	230	121	182	161	141	324	392	73
	47.8%	49.8%	49.8%	51.8%	40.3%	47.5%	48.0%	50.4%	46.9%	46.8%	45.8%	48.8%	47.3%	50.7%
		D	D	D										
Familiar/ well known brand/ unfamiliar with other brand	152	36	35	42	39	88	63	42	50	59	46	106	130	22
	15.6%	13.4%	15.6%	18.8%	15.2%	17.9%	13.2%	17.5%	13.0%	17.2%	15.0%	16.0%	15.6%	15.4%
Like the brand/ product	135	43	39	28	25	64	71	36	47	52	40	95	111	24
	13.9%	16.0%	17.4%	12.5%	9.8%	12.9%	14.9%	15.0%	12.0%	15.2%	13.0%	14.3%	13.4%	16.7%
		D	D											
High quality/ good product	86	24	19	25	18	41	45	22	37	28	29	57	67	19
	8.8%	8.9%	8.5%	11.2%	7.0%	8.3%	9.4%	9.0%	9.5%	8.0%	9.5%	8.6%	8.1%	13.2%
Best/ better than others	48	14	10	13	11	25	23	10	23	15	13	35	41	7
	4.9%	5.2%	4.4%	5.8%	4.3%	5.0%	4.8%	4.3%	5.9%	4.3%	4.2%	5.3%	4.9%	4.8%
Trusted/ good reputation company	38	11	6	13	8	23	15	12	17	9	11	27	34	4
	3.9%	4.1%	2.7%	5.8%	3.2%	4.6%	3.2%	5.1%	4.3%	2.6%	3.6%	4.1%	4.1%	2.8%
Prefer other brand/ dislike this brand	26	9	4	4	9	10	16	7	9	10	8	18	21	5
	2.7%	3.3%	1.8%	1.8%	3.6%	2.0%	3.4%	3.0%	2.3%	2.9%	2.6%	2.7%	2.5%	3.4%
Classic/ been around for a long time	12	5	2	4	1	6	6	3	8	1	4	8	11	1
	1.2%	1.9%	0.9%	1.8%	0.4%	1.2%	1.3%	1.3%	2.0%	0.3%	1.3%	1.2%	1.3%	0.7%
Other brand mentions	9	2	2	1	4	3	6	1	6	2	2	7	9	0
	0.9%	0.7%	0.9%	0.4%	1.6%	0.6%	1.2%	0.4%	1.5%	0.6%	0.6%	1.1%	1.1%	-
Canadian product/ brand	5	1	3	0	1	2	3	1	3	1	3	2	5	0
	0.5%	0.4%	1.3%	-	0.4%	0.4%	0.6%	0.4%	0.8%	0.3%	1.0%	0.3%	0.6%	-
Taste/ Flavor Net	177	56	33	50	38	91	86	43	62	71	60	117	155	22
	18.2%	20.8%	14.7%	22.3%	14.9%	18.5%	17.8%	18.0%	16.1%	20.7%	19.5%	17.6%	18.7%	15.3%
				BD										
Taste	97	37	17	27	16	49	47	21	37	40	33	64	85	12
	9.9%	13.7%	7.5%	12.0%	6.3%	10.1%	9.8%	8.5%	9.4%	11.5%	10.7%	9.6%	10.2%	8.4%
		BD		D										
Better flavor/ taste	55	13	9	20	13	30	25	18	17	20	20	35	47	8
	5.7%	4.8%	4.0%	8.9%	5.1%	6.0%	5.3%	7.7%	4.3%	5.7%	6.5%	5.3%	5.7%	5.6%
				B										
Flavor	9	1	4	0	4	4	5	1	1	7	3	6	8	1
	0.9%	0.4%	1.8%	-	1.6%	0.8%	1.0%	0.4%	0.3%	2.0%	1.0%	0.9%	1.0%	0.7%
			C											
Vanilla flavor	8	1	2	0	5	3	5	2	3	3	2	6	8	0
	0.8%	0.4%	0.9%	-	2.0%	0.6%	1.1%	0.9%	0.8%	0.9%	0.7%	0.9%	1.0%	-
				C										
Variety tastes/ flavors	7	2	1	4	0	6	1	0	5	2	4	3	6	1
	0.7%	0.7%	0.4%	1.8%	-	1.2%	0.2%	-	1.3%	0.6%	1.3%	0.4%	0.7%	0.7%
				D										
	3	2	1	0	0	1	2	1	1	1	0	3	2	1

Q3. And why would you choose that product over the other one?

		City				Gender		Age			Kids		Primary Grocery Shopper	
	Total	Vancouver	Toronto	Montreal	Halifax	Male	Female	18-34	35-54	55+	Yes	No	Yes	
Other taste mentions	0.3%	0.8%	0.4%	-	-	0.2%	0.4%	0.4%	0.3%	0.3%	-	0.5%	0.2%	0.7%
Packaging Net	159	45	36	23	55	80	79	42	76	41	57	102	132	27
	16.3%	16.8%	16.0%	10.3%	21.5%	16.3%	16.4%	17.5%	19.6%	11.8%	18.5%	15.4%	15.9%	18.8%
	C				C									
Like/ nice packaging	62	17	11	11	23	30	32	16	27	19	27	35	51	11
	6.4%	6.3%	4.9%	4.9%	9.0%	6.0%	6.7%	6.9%	6.9%	5.5%	8.8%	5.3%	6.2%	7.6%
Size/ larger size	37	13	8	5	11	22	15	9	17	11	10	27	31	6
	3.8%	4.8%	3.5%	2.2%	4.3%	4.4%	3.1%	3.8%	4.3%	3.2%	3.3%	4.1%	3.7%	4.1%
Nice/ better colors	30	7	9	4	10	18	12	9	20	1	13	17	24	6
	3.1%	2.6%	4.0%	1.8%	4.0%	3.6%	2.5%	3.8%	5.1%	0.3%	4.2%	2.6%	2.9%	4.2%
Looks good/ better	29	6	9	3	11	10	19	6	16	7	8	21	25	4
	3.0%	2.2%	4.0%	1.3%	4.3%	2.0%	4.0%	2.6%	4.1%	2.0%	2.6%	3.2%	3.0%	2.8%
Other packaging mentions	8	3	1	1	3	3	5	2	2	4	3	5	8	0
	0.8%	1.1%	0.4%	0.4%	1.2%	0.6%	1.0%	0.9%	0.5%	1.2%	1.0%	0.7%	1.0%	-
Appeal Net	138	33	35	27	43	67	70	25	54	58	46	92	121	17
	14.1%	12.3%	15.5%	12.0%	16.8%	13.6%	14.6%	10.3%	14.0%	17.0%	14.9%	13.8%	14.6%	11.7%
Have tried it/ like it	121	30	29	24	38	55	65	24	44	53	36	85	105	16
	12.4%	11.2%	12.9%	10.7%	14.8%	11.2%	13.6%	9.8%	11.2%	15.5%	11.7%	12.8%	12.6%	11.1%
Enjoyable/ satisfying	10	3	2	1	4	4	6	3	2	5	2	8	9	1
	1.0%	1.1%	0.9%	0.4%	1.6%	0.8%	1.3%	1.3%	0.5%	1.4%	0.6%	1.2%	1.1%	0.7%
Good for the whole family	6	3	3	0	0	2	4	1	3	2	5	1	6	0
	0.6%	1.1%	1.3%	-	-	0.4%	0.8%	0.4%	0.8%	0.6%	1.6%	0.1%	0.7%	-
For kids/ kids like it	5	0	2	3	0	5	0	0	5	0	4	1	5	0
	0.5%	-	0.9%	1.3%	-	1.0%	-	-	1.3%	-	1.3%	0.1%	0.6%	-
Other appeal mentions	4	0	1	0	3	3	1	0	3	1	1	3	4	0
	0.4%	-	0.4%	-	1.2%	0.6%	0.2%	-	0.8%	0.3%	0.3%	0.4%	0.5%	-
Texture Net	79	24	17	16	22	37	42	12	28	39	19	60	73	6
	8.1%	8.9%	7.6%	7.2%	8.5%	7.4%	8.8%	5.1%	7.1%	11.2%	6.2%	9.0%	8.8%	4.2%
Creamy/ smooth	66	19	16	10	21	30	36	10	22	34	15	51	62	4
	6.8%	7.0%	7.1%	4.5%	8.2%	6.0%	7.5%	4.3%	5.6%	9.8%	4.9%	7.7%	7.5%	2.8%
Rich	19	9	3	1	6	13	6	3	6	10	5	14	16	3
	1.9%	3.3%	1.4%	0.4%	2.3%	2.6%	1.3%	1.3%	1.5%	2.9%	1.6%	2.1%	1.9%	2.1%
Like the texture (unspecified)	8	2	0	5	1	4	4	1	4	3	4	4	7	1
	0.8%	0.7%	-	2.2%	0.4%	0.8%	0.8%	0.4%	1.0%	0.9%	1.3%	0.6%	0.8%	0.7%
Other texture mentions	3	3	0	0	0	1	2	0	0	3	0	3	3	0
	0.3%	1.1%	-	-	-	0.2%	0.4%	-	-	0.9%	-	0.4%	0.4%	-
	34	10	8	8	8	9	25	10	12	12	13	21	28	6

Q3. And why would you choose that product over the other one?

		City				Gender		Age			Kids		Primary Grocery Shopper	
	Total	Vancouver	Toronto	Montreal	Halifax	Male	Female	18-34	35-54	55+	Yes	No	Yes	
Ingredients Net	3.5%	3.7%	3.5%	3.6%	3.2%	1.8%	5.2%	4.3%	3.1%	3.5%	4.2%	3.2%	3.4%	4.2%
Real/ natural ingredients	15	6	4	3	2	1	14	6	5	4	7	8	13	2
	1.6%	2.2%	1.8%	1.4%	0.8%	0.2%	2.9%	2.6%	1.3%	1.2%	2.3%	1.2%	1.6%	1.4%
Frozen dessert compared to (real) ice cream/ better than other	7	3	1	0	3	4	3	0	3	4	2	5	5	2
	0.7%	1.1%	0.4%	-	1.2%	0.8%	0.6%	-	0.8%	1.2%	0.6%	0.7%	0.6%	1.4%
Made with real dairy products	5	0	0	4	1	2	3	3	0	2	1	4	4	1
	0.5%	-	-	1.8%	0.4%	0.4%	0.6%	1.3%	-	0.6%	0.3%	0.6%	0.5%	0.7%
				AB										
Other Ingredient mentions	5	0	2	1	2	2	3	1	2	2	2	3	4	1
	0.5%	-	0.9%	0.4%	0.8%	0.4%	0.6%	0.4%	0.5%	0.6%	0.6%	0.5%	0.5%	0.7%
No/ less additives/ chemicals/ artificial ingredients	3	1	1	1	0	0	3	1	2	0	2	1	3	0
	0.3%	0.4%	0.4%	0.5%	-	-	0.6%	0.4%	0.5%	-	0.6%	0.2%	0.4%	-
Price/ Cost Net	30	8	9	6	7	17	13	5	15	10	13	17	26	4
	3.1%	3.0%	4.0%	2.7%	2.7%	3.4%	2.7%	2.1%	3.8%	2.9%	4.2%	2.5%	3.1%	2.8%
Good price/ value	10	1	2	4	3	5	5	1	3	6	1	9	9	1
	1.0%	0.4%	0.9%	1.8%	1.2%	1.0%	1.0%	0.4%	0.8%	1.7%	0.3%	1.4%	1.1%	0.7%
Sale/ discount/ coupons	10	4	4	1	1	9	1	0	8	2	5	5	9	1
	1.0%	1.5%	1.7%	0.4%	0.4%	1.8%	0.2%	-	2.0%	0.6%	1.6%	0.7%	1.1%	0.7%
Price/ cheaper	5	1	3	1	0	1	4	2	1	2	5	0	3	2
	0.5%	0.4%	1.3%	0.4%	-	0.2%	0.8%	0.9%	0.3%	0.6%	1.6%	-	0.4%	1.4%
Other price mentions	5	2	0	0	3	2	3	2	3	0	2	3	5	0
	0.5%	0.7%	-	-	1.2%	0.4%	0.6%	0.9%	0.8%	-	0.7%	0.5%	0.6%	-
Health Net	15	7	3	3	2	7	8	2	8	5	7	8	15	0
	1.5%	2.6%	1.3%	1.3%	0.8%	1.4%	1.7%	0.9%	2.0%	1.4%	2.3%	1.2%	1.8%	-
Other health mentions	7	2	1	3	1	2	5	1	5	1	4	3	7	0
	0.7%	0.7%	0.4%	1.3%	0.4%	0.4%	1.0%	0.4%	1.3%	0.3%	1.3%	0.4%	0.8%	-
Low/ no fat	7	4	2	0	1	4	3	1	2	4	2	5	7	0
	0.7%	1.5%	0.9%	-	0.4%	0.8%	0.6%	0.4%	0.5%	1.2%	0.6%	0.8%	0.8%	-
Healthy/ good for you	2	2	0	0	0	2	0	0	1	1	1	1	2	0
	0.2%	0.7%	-	-	-	0.4%	-	-	0.3%	0.3%	0.3%	0.1%	0.2%	-
Other Mentions Net	63	15	14	14	20	31	32	17	24	22	21	42	56	7
	6.5%	5.6%	6.2%	6.3%	7.8%	6.2%	6.7%	7.3%	6.1%	6.3%	6.8%	6.3%	6.8%	4.8%
Have not tried/ need to try	15	3	4	3	5	3	12	5	7	3	7	8	14	1
	1.6%	1.1%	1.8%	1.3%	2.0%	0.6%	2.5%	2.1%	1.8%	0.9%	2.3%	1.2%	1.7%	0.7%
Need more information	7	3	1	2	1	4	3	2	1	4	1	6	6	1
	0.7%	1.1%	0.4%	0.9%	0.4%	0.8%	0.6%	0.9%	0.3%	1.2%	0.3%	0.9%	0.7%	0.7%

Q3. And why would you choose that product over the other one?

		City				Gender		Age			Kids		Primary Grocery Shopper	
	Total	Vancouver	Toronto	Montreal	Halifax	Male	Female	18-34	35-54	55+	Yes	No	Yes	
Availability	7	1	1	1	4	6	1	0	3	4	1	6	7	0
	0.7%	0.4%	0.4%	0.4%	1.5%	1.2%	0.2%	-	0.8%	1.1%	0.3%	0.9%	0.8%	-
New/ different	4	0	2	2	0	1	3	1	0	3	0	4	3	1
	0.4%	-	0.9%	0.9%	-	0.2%	0.6%	0.4%	-	0.9%	-	0.6%	0.4%	0.7%
Other	31	8	6	6	11	17	14	9	13	9	12	19	27	4
	3.2%	3.0%	2.6%	2.7%	4.3%	3.4%	2.9%	3.8%	3.3%	2.6%	3.9%	2.9%	3.3%	2.8%
Nothing	10	2	1	1	6	8	2	1	4	5	2	8	6	4
	1.0%	0.7%	0.5%	0.4%	2.3%	1.6%	0.4%	0.4%	1.0%	1.4%	0.6%	1.2%	0.7%	2.8%
(Dk/Ns)	17	3	4	5	5	11	6	9	7	1	7	8	13	4
	1.8%	1.1%	1.8%	2.3%	2.0%	2.2%	1.3%	3.8%	1.8%	0.3%	2.3%	1.2%	1.6%	2.8%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D

Q4. When a product is labeled 'ice cream', and another is labeled 'frozen dessert', do you believe there is a big difference between the products?

		City				Gender		Age			Kids		Primary Grocery Shopper	
	Total	Vancouver	Toronto	Montreal	Halifax	Male	Female	18-34	35-54	55+	Yes	No	Yes	
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	1600	400	400	400	400	781	819	435	641	524	510	1087	1386	214
Weighted	1600	400	402	400	398	774	826	446	635	518	510	1087	1386	214
Yes there is a big difference	1236	310	299	308	319	591	645	312	481	443	383	850	1076	160
	77.2%	77.4%	74.4%	76.9%	80.2%	76.3%	78.2%	69.9%	75.7%	85.5%	75.1%	78.2%	77.6%	74.6%
No there isn't a big difference	364	90	103	92	79	184	180	134	155	75	127	237	310	54
	22.8%	22.6%	25.6%	23.1%	19.8%	23.7%	21.8%	30.1%	24.3%	14.5%	24.9%	21.8%	22.4%	25.4%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D

Q7. In Canada, a product labeled as 'ice cream' must be made from milk or cream. However, there are other products which may appear to be ice cream, but are labeled as 'frozen dessert' as they're made from edible vegetable oil products. Before today, how aware of this were you?

		City				Gender		Age			Kids		Primary Grocery Shopper	
	Total	Vancouver	Toronto	Montreal	Halifax	Male	Female	18-34	35-54	55+	Yes	No	Yes	
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	1600	400	400	400	400	781	819	435	641	524	510	1087	1386	214
Weighted	1600	400	402	400	398	774	826	446	635	518	510	1087	1386	214
Very aware	435	121	110	105	100	208	227	100	171	164	148	285	381	55
	27.2%	30.2%	27.4%	26.2%	25.0%	26.8%	27.5%	22.3%	27.0%	31.7%	29.0%	26.2%	27.5%	25.6%
Somewhat aware	567	143	140	123	160	276	291	148	216	203	159	407	494	73
	35.4%	35.7%	35.0%	30.8%	40.2%	35.6%	35.2%	33.1%	34.0%	39.1%	31.2%	37.4%	35.6%	34.1%
					C									
Not very aware	299	60	78	98	63	149	150	89	120	90	93	206	262	37
	18.7%	15.0%	19.5%	24.5%	15.7%	19.2%	18.2%	20.0%	18.9%	17.4%	18.2%	19.0%	18.9%	17.3%
Not at all aware				AD										
	299	76	72	74	76	142	157	110	128	61	110	189	250	49
	18.7%	19.1%	18.0%	18.5%	19.0%	18.3%	19.0%	24.6%	20.1%	11.8%	21.6%	17.4%	18.0%	23.0%
Summary														
Top2Box	1002	264	251	228	260	484	518	247	387	367	307	692	874	128
	62.6%	65.9%	62.4%	57.0%	65.2%	62.4%	62.8%	55.4%	61.0%	70.8%	60.2%	63.7%	63.1%	59.6%
		C			C									
Bottom2Box	598	137	151	172	138	291	307	199	248	151	203	395	512	86
	37.4%	34.1%	37.6%	43.0%	34.8%	37.6%	37.2%	44.6%	39.0%	29.2%	39.8%	36.3%	36.9%	40.4%
				AD										

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D

Q8. Understanding that there is a difference between frozen desserts and ice cream, will this change how you shop for ice cream and ice cream products in the future?

		City				Gender		Age			Kids		Primary Grocery Shopper	
	Total	Vancouver	Toronto	Montreal	Halifax	Male	Female	18-34	35-54	55+	Yes	No	Yes	
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Answered Not at all aware or Not very aware at Q7	597	136	150	172	139	293	304	194	250	153	203	394	511	86
Weighted	598	137	151	172	138	291	307	199	248	151	203	395	512	86*
No - it will not change how I shop for desserts	112	19	33	36	24	61	52	41	41	31	34	78	92	20
	18.8%	13.9%	22.1%	20.9%	17.3%	20.8%	16.8%	20.6%	16.4%	20.2%	16.7%	19.8%	18.0%	23.3%
Yes - I will pay more attention to the type of product that I'm buying in the future														
	486	117	118	136	115	230	256	158	207	121	169	317	420	66
	81.2%	86.1%	77.9%	79.1%	82.7%	79.2%	83.2%	79.4%	83.6%	79.8%	83.3%	80.2%	82.0%	76.7%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D * small base

Q9. (Top2Box Summary) To what extent do you agree or disagree with the following statements:

		City				Gender		Age			Kids		Primary Grocery Shopper	
	Total	Vancouver	Toronto	Montreal	Halifax	Male	Female	18-34	35-54	55+	Yes	No	Yes	
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	1600	400	400	400	400	781	819	435	641	524	510	1087	1386	214
Weighted	1600	400	402	400	398	774	826	446	635	518	510	1087	1386	214
My preference is to eat ice cream that is made from milk	1477	377	377	347	376	721	756	416	584	478	473	1003	1279	198
	92.3%	94.3%	93.8%	86.8%	94.5%	93.1%	91.6%	93.1%	91.9%	92.2%	92.8%	92.3%	92.3%	92.5%
		C	C		C									
I can taste a difference between ice cream and other frozen desserts	1381	350	330	349	352	669	712	370	542	469	424	955	1196	186
	86.3%	87.5%	82.3%	87.2%	88.5%	86.4%	86.3%	83.0%	85.3%	90.5%	83.1%	87.8%	86.3%	86.8%
		B			B									
I feel that I'm being cheated by companies that appear to be selling ice cream when they're not	1286	321	309	315	341	626	661	343	509	434	406	877	1119	168
	80.4%	80.3%	77.0%	78.7%	85.7%	80.8%	80.0%	76.8%	80.2%	83.8%	79.6%	80.7%	80.7%	78.3%
					ABC									
I'm sometimes confused about which ice cream products are made from milk or cream and which are not	885	214	222	224	225	436	449	254	349	283	290	595	758	127
	55.3%	53.6%	55.3%	55.9%	56.5%	56.3%	54.4%	56.8%	54.9%	54.6%	56.9%	54.7%	54.7%	59.4%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D