

## **Tracking Nutrition Trends 2018**

*P Buklis<sup>1</sup>, J Randall Simpson<sup>1</sup>*

*<sup>1</sup>Canadian Foundation for Dietetic Research, Toronto, ON*

Introduction: Tracking Nutrition Trends (TNT) is the longest-standing Canadian nutrition-tracking survey.

Objectives: 1) to investigate self-reported knowledge, attitudes and behaviours of the adult Canadian population with respect to food and nutrition; and, 2) to gather information on the importance of emerging factors in food choices and eating behaviours for the 2018 survey.

Methods: Participants (1500 Canadians) completed an online survey in August 2018; data were weighted to match the Canadian population by region, age, and sex.

Results: Canadians perceive their own health, eating habits and food knowledge positively; 79% rate their overall health and eating habits as good to excellent. Fewer than half of Canadians follow specific eating habits and patterns; for example, only 16% followed Canadas Food Guide. Although Canadians view sources such as governments, family physicians, dietitians, etc. as credible, they are most likely to use other sources for information on food and nutrition. When eating out, most Canadians are looking for food and nutrition information. When reading food labels, food choices of 75% of Canadians are guided by the best-before date. Taste continues to be the most important factor when choosing what foods to eat, followed by nutrition and cost. A variety of factors positively influence food choices. When selecting foods, Canadians are positively influenced by food as a source of protein (79%), food as a source of fibre (74%), and foods low in sugar (72%). Canadians also place high importance on previous experience with a product, where the product is produced, and if a product is free from pesticides, additives, hormones, and preservatives.

Significance to Dietetics : The TNT report provides insight for developing communications on the role of food and nutrition in health, formulating health and nutrition policy, directing further nutrition research projects and making decisions on the development and marketing of food products.

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