



TRACKING NUTRITION TRENDS 2015



Canadian Foundation for Dietetic Research

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Objectives and Research Methods



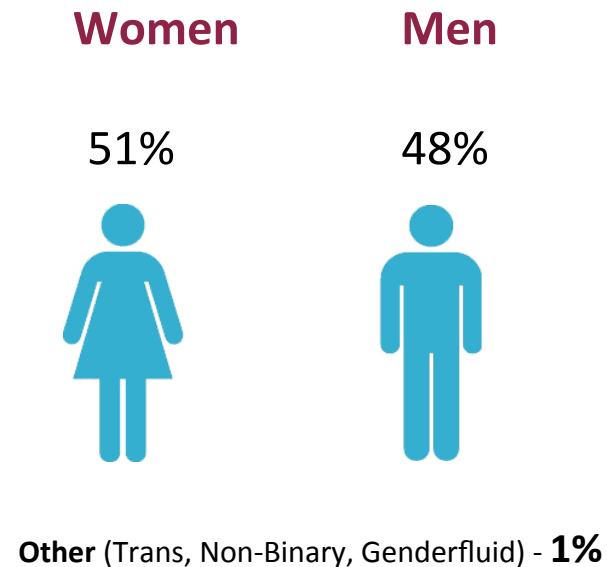
- To investigate self-reported knowledge, attitudes and behaviours of the adult Canadian population with respect to food and nutrition
- To continue to provide this information using the longest standing nutrition tracking study in Canada
- To garner new information on emerging factors influencing food choices and eating behaviours



Data Collection

- 1,504 Canadians completed an online survey
- Participants were obtained from Leger’s web panel of 475,000 members nationally
- Data was weighted to match 2011 Canadian census by region, age, and sex
- Data was collected between July 31 and August 9, 2015

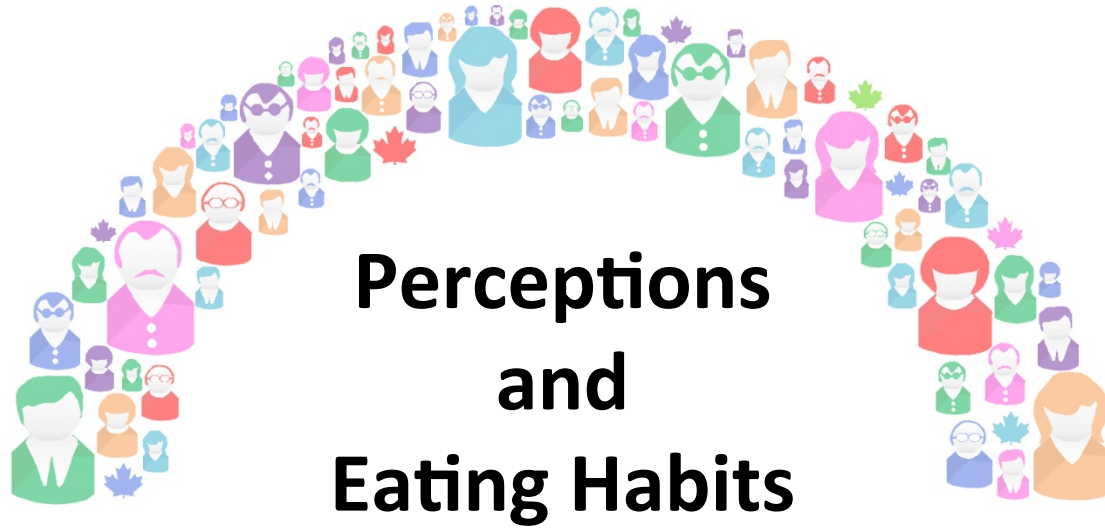
Age	
18-24 years of age	12%
25-34 years of age	16%
35-44 years of age	17%
45-54 years of age	20%
55-64 years of age	17%
65-74 years of age	14%
75 or older	4%





Detailed Analysis of Results





Perceptions and Eating Habits



Perception of health and eating habits

Canadians continued to rate their health to be good to excellent and consider their eating habits to be the same



Health and Eating Habits

In general, how would you rate your eating habits?*

How would you rate your overall health?*

Eating Habits

Excellent/Very Good/Good:
78% (2015) vs. 77% (2013) vs. 74% (2008)

Overall Health

Excellent/Very Good/Good:
79% (2015) vs. 78% (2013) vs. 74% (2008)

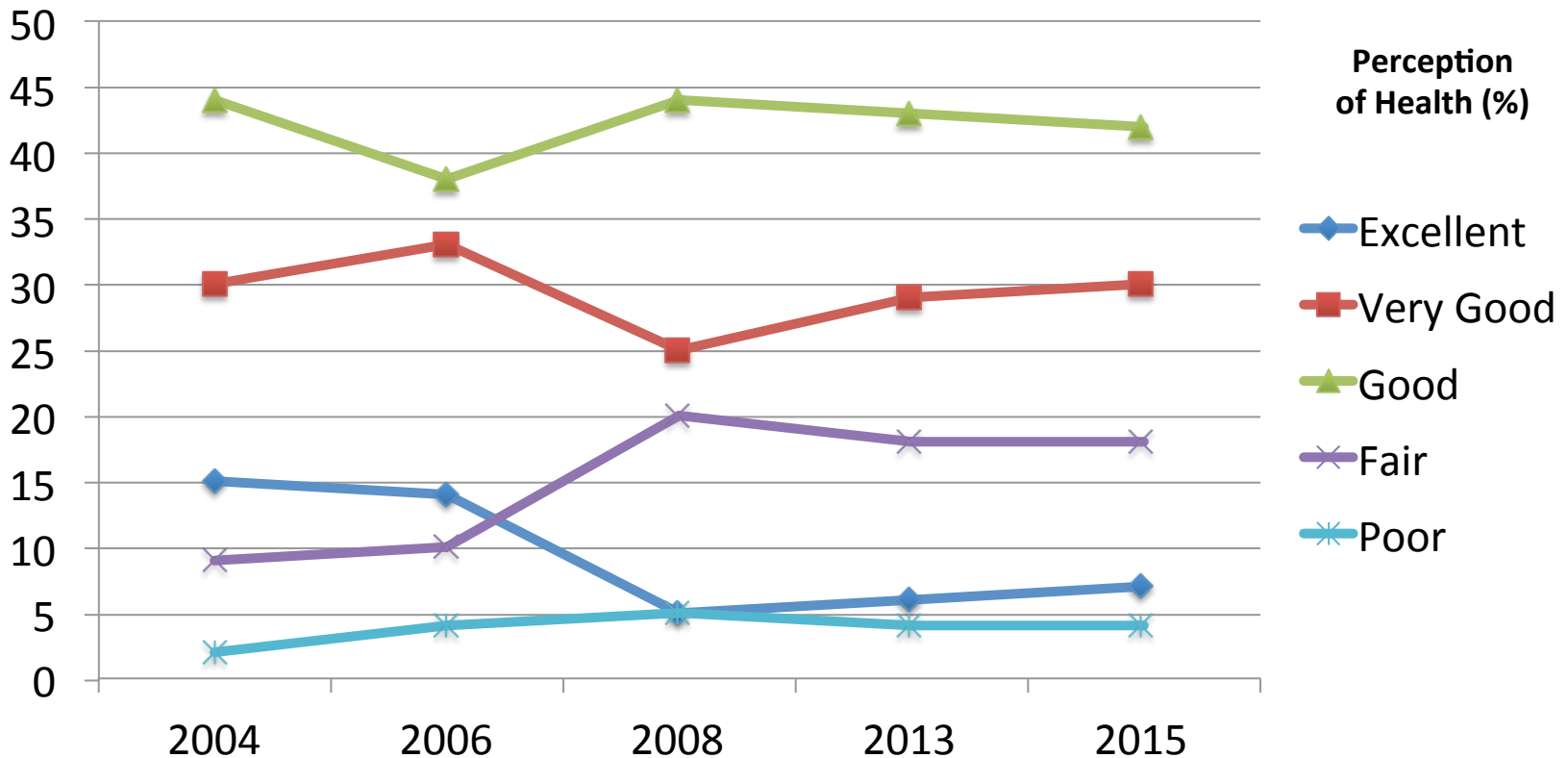
2015		2013		2008	
Excellent:	8%	Excellent:	5%	Excellent:	4%
Very Good:	28%	Very Good:	30%	Very Good:	24%
Good:	41%	Good:	42%	Good:	46%
Fair:	17%	Fair:	18%	Fair:	19%
Poor:	5%	Poor:	5%	Poor:	7%

2015		2013		2008	
Excellent:	7%	Excellent:	6%	Excellent:	5%
Very Good:	30%	Very Good:	29%	Very Good:	25%
Good:	42%	Good:	43%	Good:	44%
Fair:	18%	Fair:	18%	Fair:	20%
Poor:	4%	Poor:	4%	Poor:	5%

* Base: All (n=1504)

Perception of health and eating habits

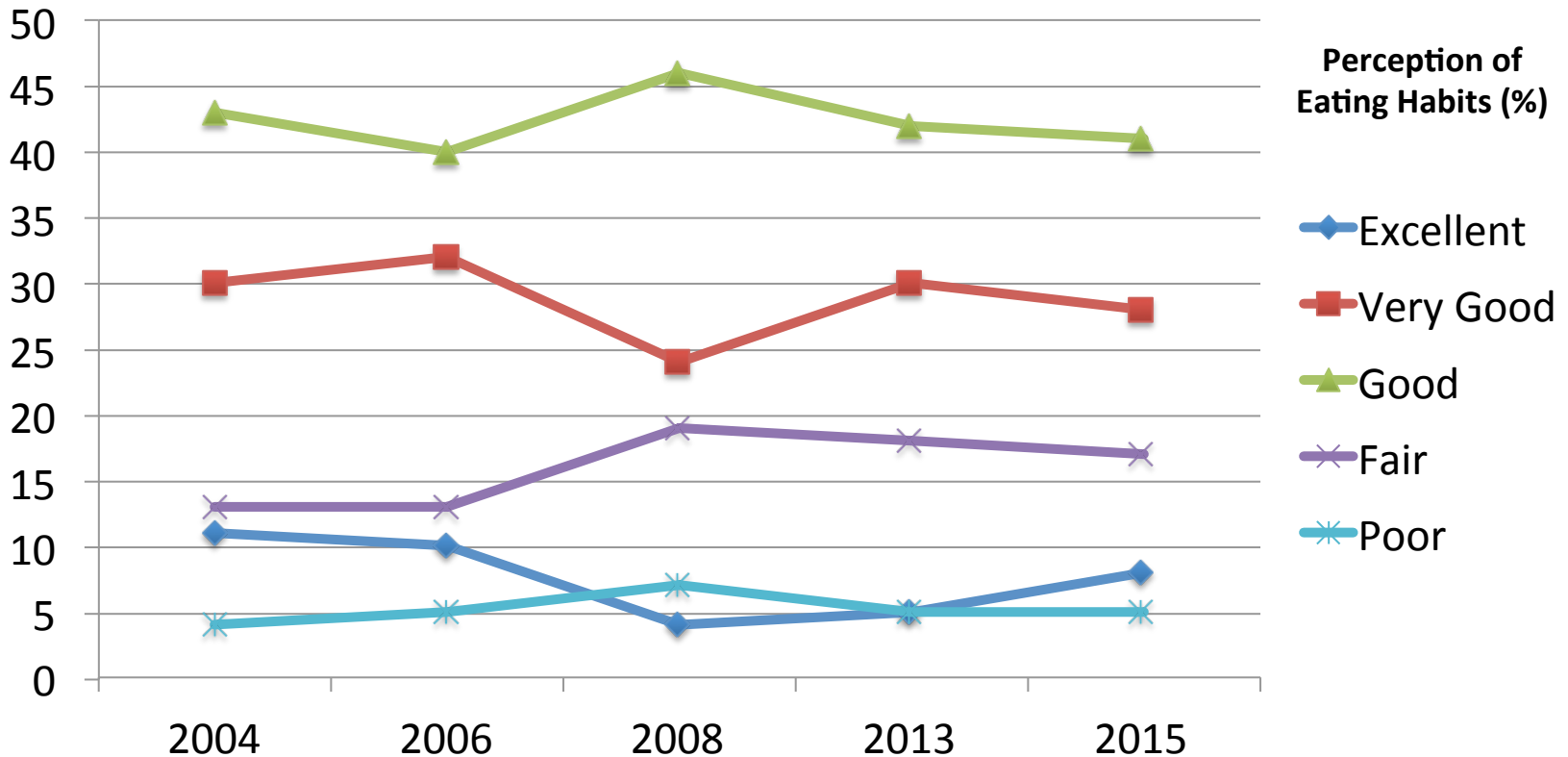
Canadians continued to rate their health to be good to excellent and consider their eating habits to be the same



* Base: All (n=1504)

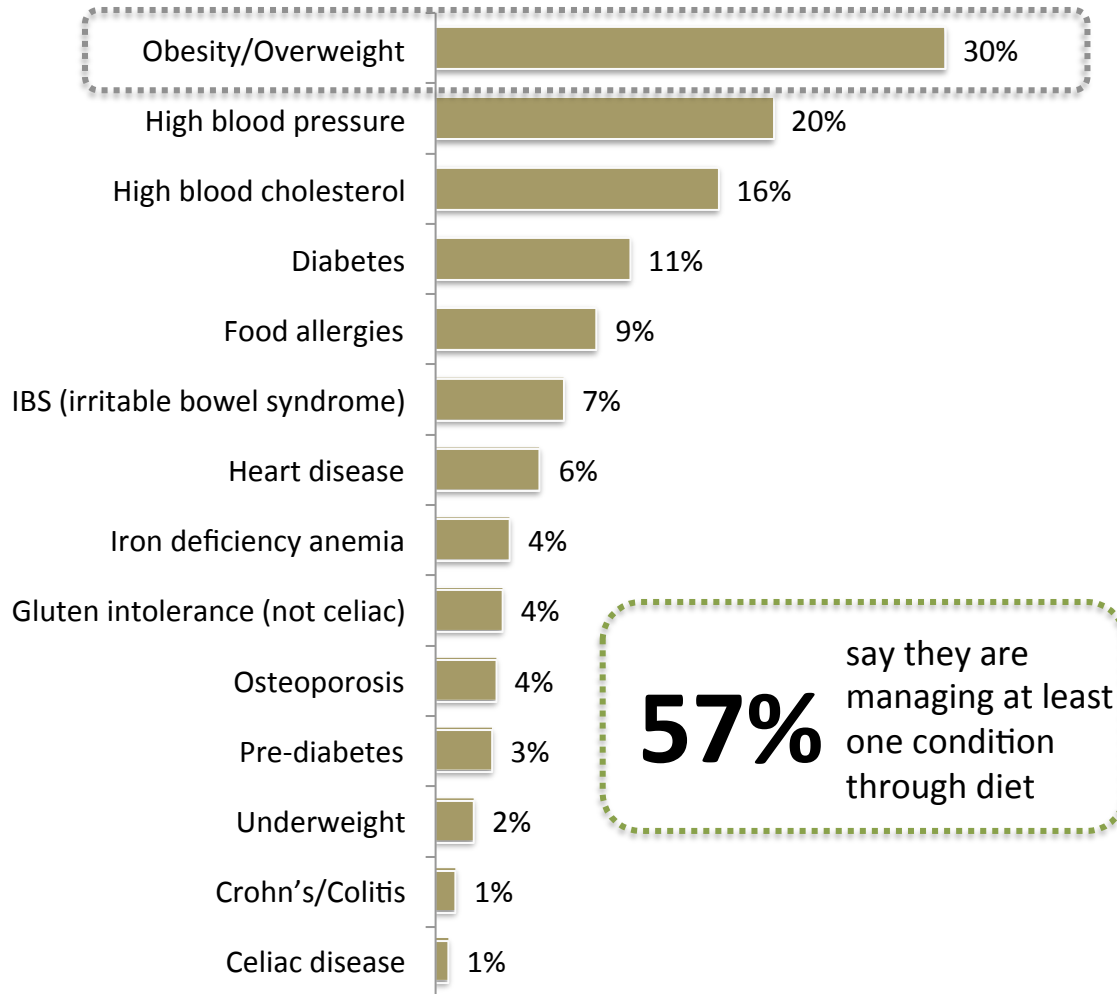
Perception of health and eating habits

Canadians continued to rate their health to be good to excellent and consider their eating habits to be the same



* Base: All (n=1504)

Managing Health Through Diet



Obesity is the most common condition Canadians are managing through diet.

Between 10-20% say they are managing high blood pressure, high cholesterol and diabetes. As expected these conditions are more common among older Canadians.

Women more likely than men to indicate they are managing IBS, anemia, gluten intolerance and osteoporosis (higher among older women).

Those in Alberta more likely to report they are currently managing heart disease through diet.

No significant changes compared to previous waves.

Q.9 Which of the following conditions are you managing through food and diet? Base: All respondents (n=1504)

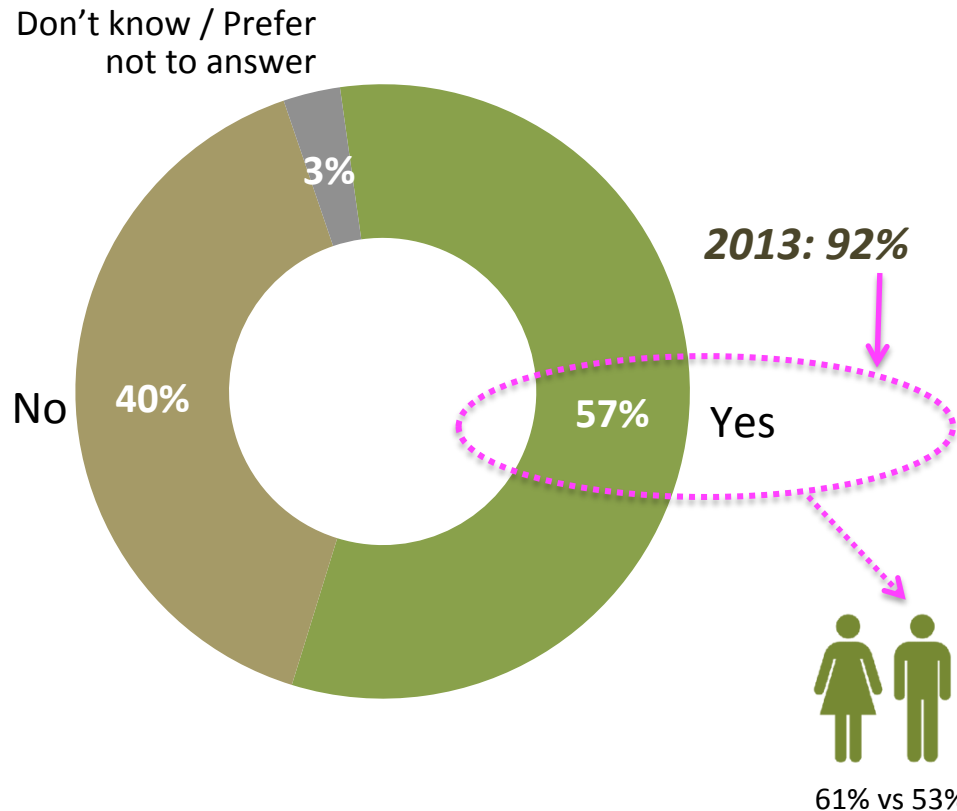
Managing Health Through Diet

Have you made any changes over the past year to (improve or) change your eating habits?

57% of Canadians indicate they have made a change in the last 12 months to improve or change their eating habits.

This is a significant drop compared to 2013.

Women are significantly more likely to indicate they have made a change in the last 12 months to their eating habits compared to men.

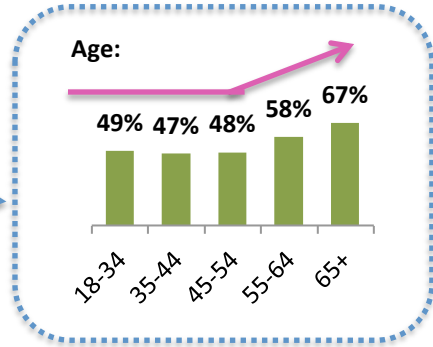
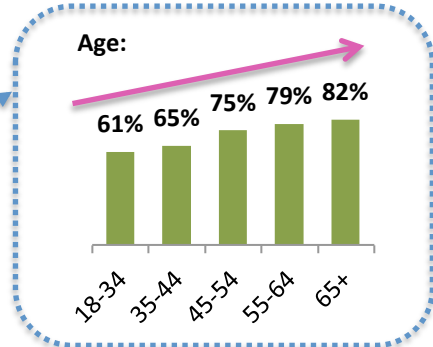
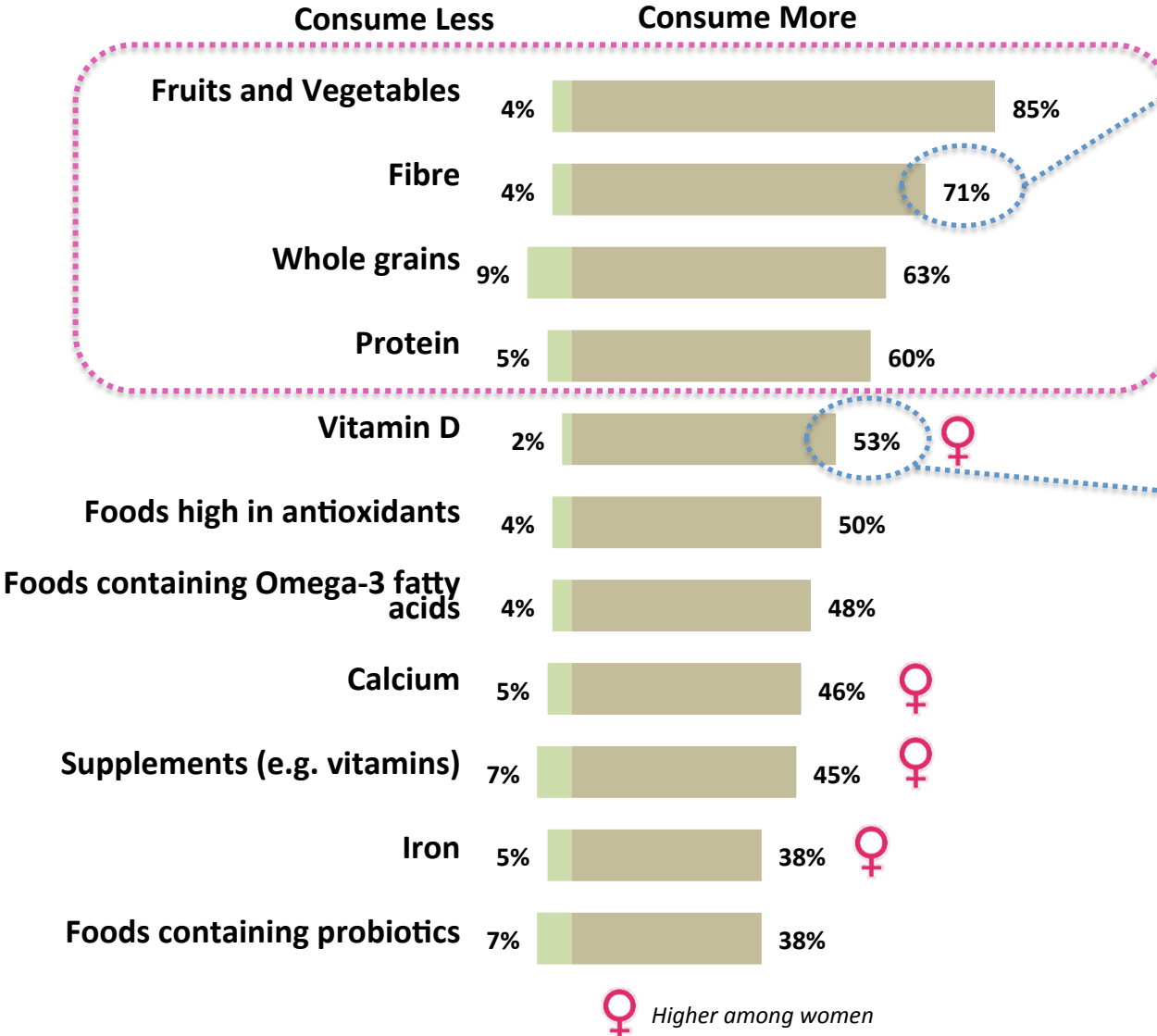


	2004	2006	2008	2013	2015
Yes*	63%	52%	78%	92%	57%

Q.22 Have you made any changes over the past year to (improve or) change your eating habits? Base: All respondents (n=1504)

*Only significant differences between 2013 and 2015 have been highlighted

Efforts to Consume More



Among those who have made changes in to their eating habits in the past year, a majority have made an effort to consume more fruits and vegetables, fibre and whole grains and protein.

Older Canadians are more likely to attempt to consume more fibre and Vitamin D as they age.

Women are more likely to indicate they have made an effort to consume more Vitamin D, Calcium, Supplements and Iron.

Efforts to Consume Less

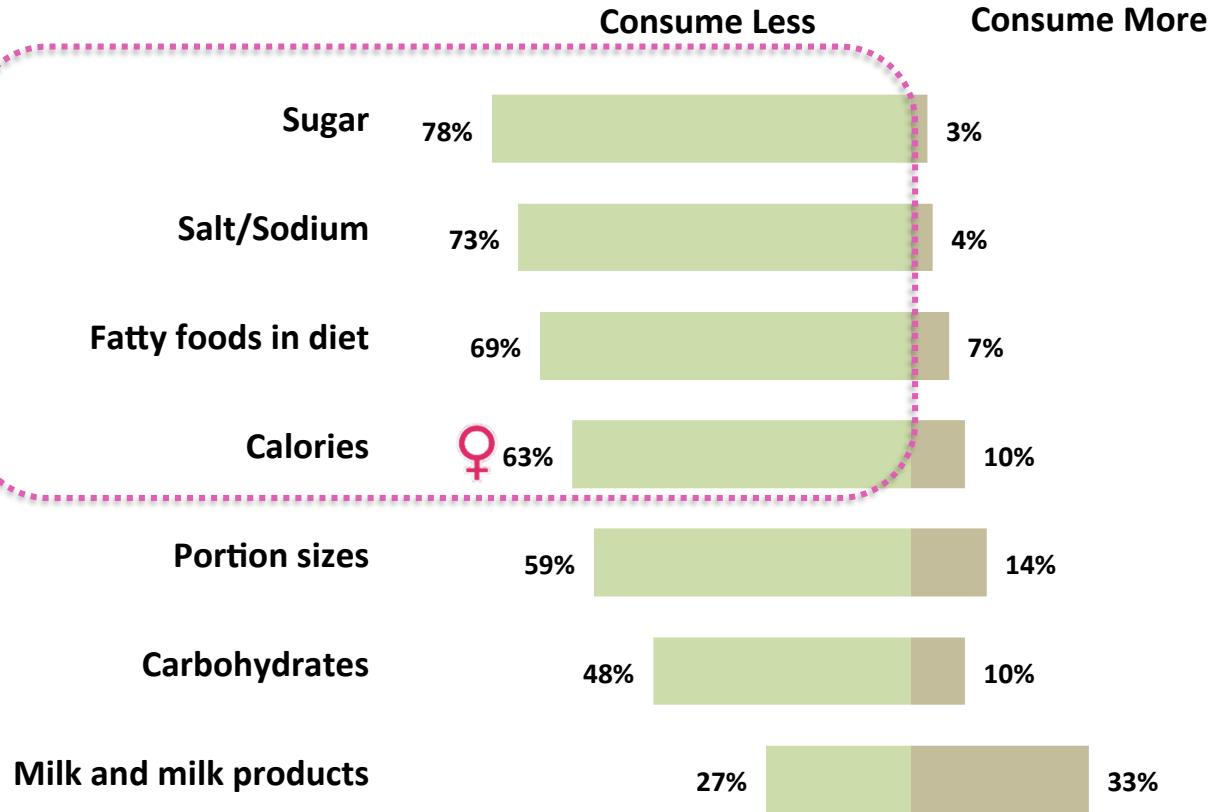
% consuming less

Age:	18-34	35-44	45-54	55-64	65+
Sugar	68%	78%	84%	81%	85%
Salt/Sodium	64%	66%	79%	77%	86%
Fatty foods	55%	63%	74%	79%	85%
Calories	56%	64%	63%	67%	71%

Among those who have made a change to their eating habits in the past year, a majority have made an effort to consume less sugar, sodium, fatty foods and calories in the last 12 months.

With age, Canadians are more likely to indicate they have tried to consume less sugar, salt/sodium, fatty foods and calories.

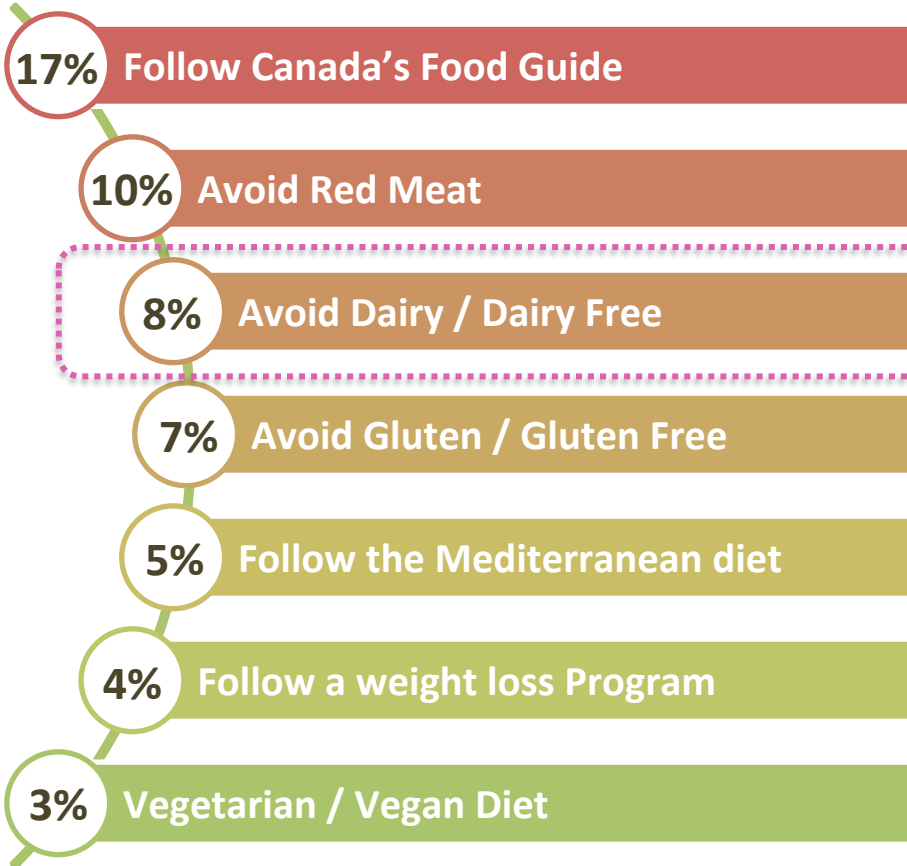
Women are also more likely to indicate they have made an effort to consume fewer calories compared to men.



Q.23 Have you made an effort to consume more or less of the following in the past year?
Base: Respondents who have made changes to their diet in the past year (n=851)

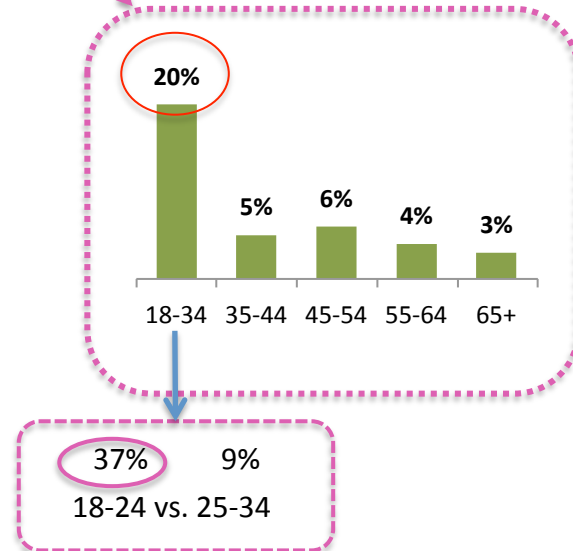
Recent Changes in Eating Patterns or Habits

Did you make any of these dietary changes in the last 12 months?



Among those who have a specific eating habit or pattern, 55% of those following specific eating patterns or habits have made the change in the last 12 months.

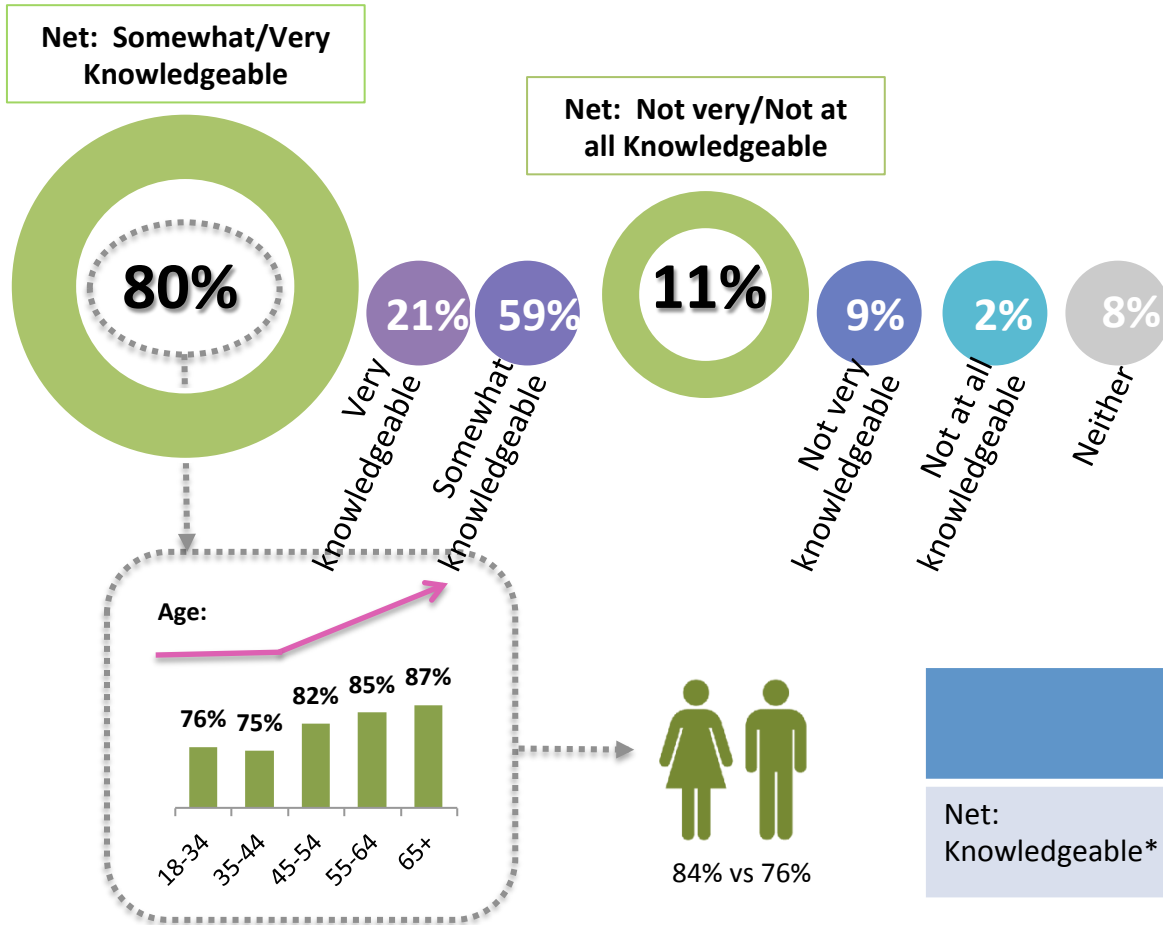
Young Canadians (18-34) are significantly more likely compared to other age groups to say they have recently (within the last 12 months) given up dairy; this is driven largely by 18-24 year olds.





Knowledge About Food and Nutrition

How knowledgeable would you say you are about food and nutrition?



Majority of Canadians say they are somewhat or very knowledgeable about food and nutrition.

Older Canadians (aged 45+) are more likely to say they are knowledgeable about food and nutrition compared to younger Canadians (aged 18-44). Women are also more likely to say they are knowledgeable compared to men.

No significant changes compare to previous wave

	2004	2006	2008	2013	2015
Net: Knowledgeable*	89%	87%	78%	82%	80%

Q16. How knowledgeable would you say you are about food and nutrition? Base: All respondents (n=1504)

*Only significant differences between 2013 and 2015 have been highlighted

Canadians were asked a series of true/ false questions to help validate their self reported knowledge about nutrition. The proportion of Canadians who answered the answers correctly mirror the results seen in 2013.

Please indicate whether you think the following statements are true or false:

	True	False	Don't know
TRUE Reducing salt or sodium in the diet can reduce blood pressure.	91% ✓	4%	5%
TRUE Omega-3 fatty acids are important to a healthy diet.	88% ✓	4%	8%
TRUE A high fibre diet may help prevent colon cancer.	84% ✓	3%	13%
TRUE The glycemic index ranks carbohydrate foods based on how they affect our blood sugar levels.	65% ✓	6%	29%
FALSE All processed foods are unhealthy	30%	58% ✓	11%
FALSE The amount of cholesterol people eat is the major factor that affects their blood cholesterol.	49%	35% ✗	15%
FALSE Non-hydrogenated or soft margarine contains less fat than butter.	37%	36% ✗	27%

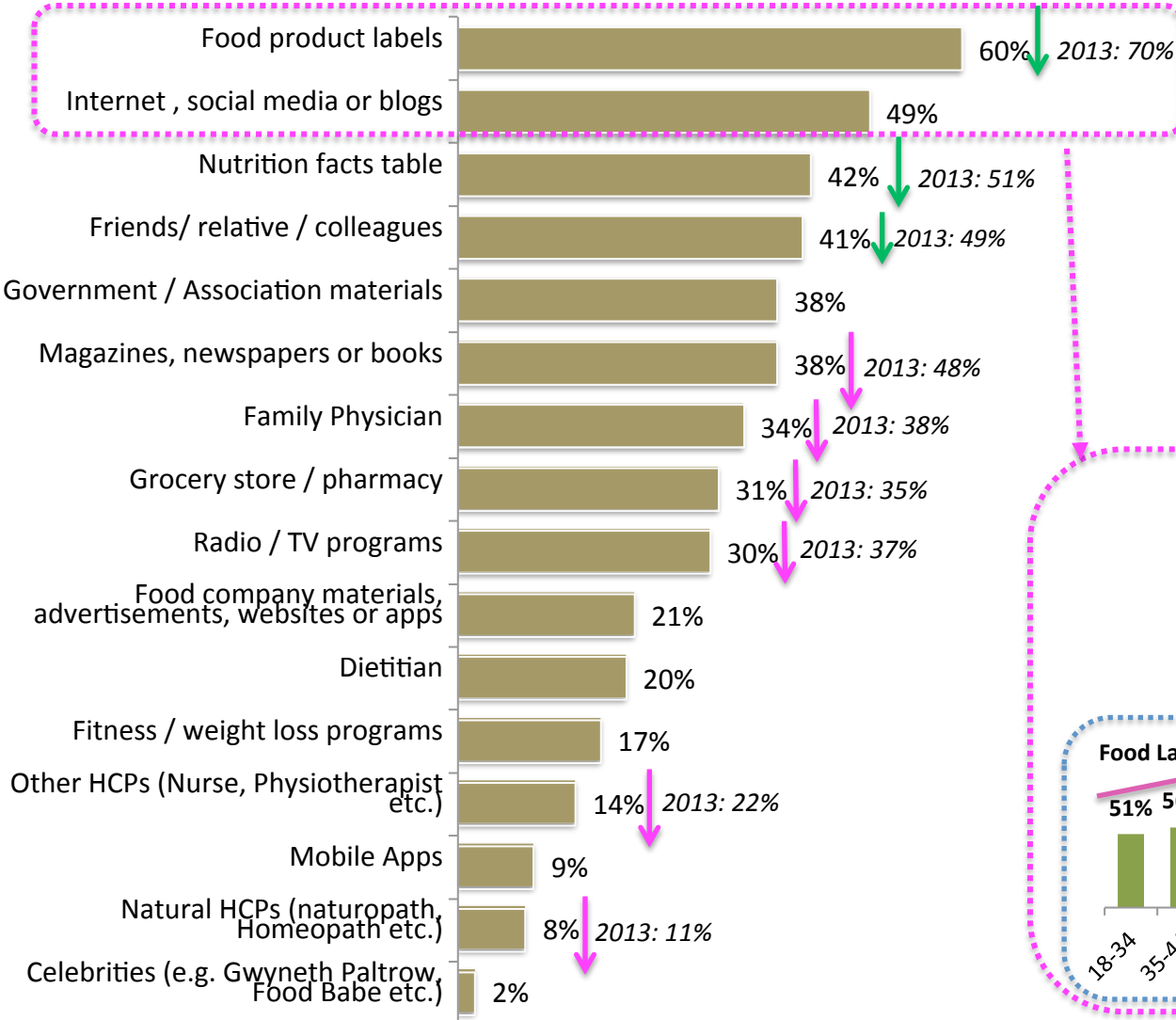
✓ One-half or more answered correctly

✗ Less than one-half answered correctly

Q17. Based on what you've heard or know about nutrition, please indicate whether you think the following statements are true or false: respondents (n=1504)

Base: All

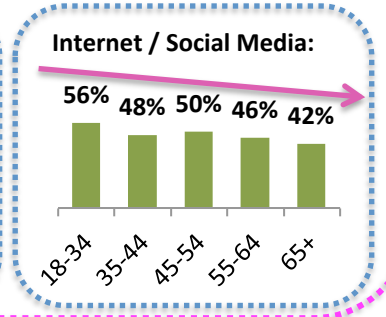
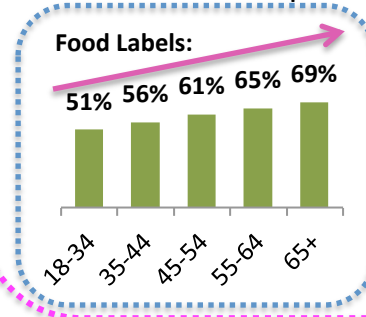
Sources of Information



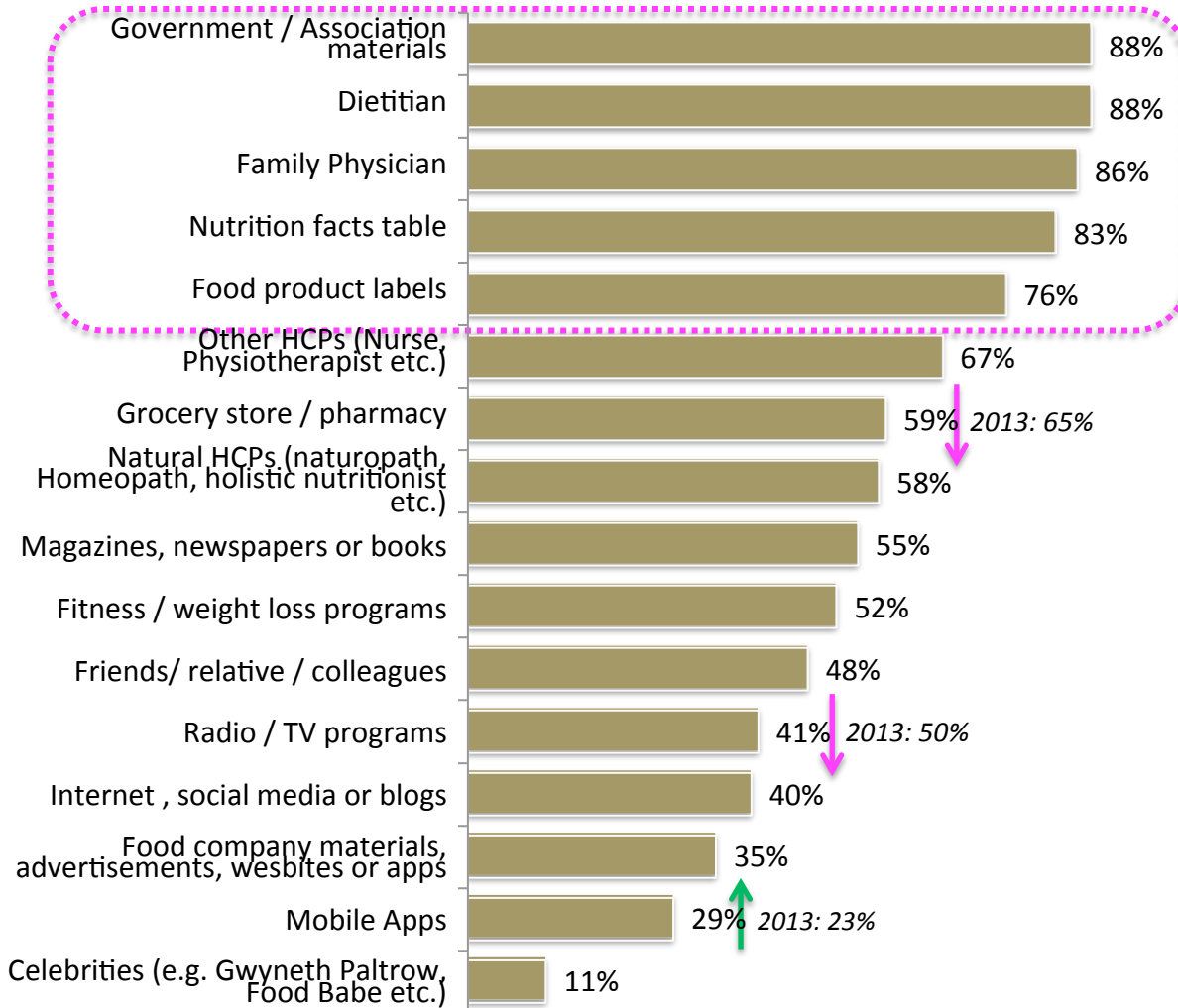
Similar to 2013, the majority of Canadians get information on food and nutrition from food product labels.

However, compared to 2013 there has been a decrease in Canadians' reliance on "traditional" sources of health information (i.e. family physicians and other HCPs, traditional media etc.) .

Younger Canadians more likely to rely on the internet and social media while older Canadians are more likely to rely on food product labels.



Credibility of Information Sources



Government and association materials, family physician and dietitians as well as nutrition facts tables are viewed as credible sources of information by most.

As Canadians age they are more likely to say physicians and dietitians are credible sources of information. Women are more likely to rate Natural HCPs, nurses and chiropractors as credible sources compared to men.

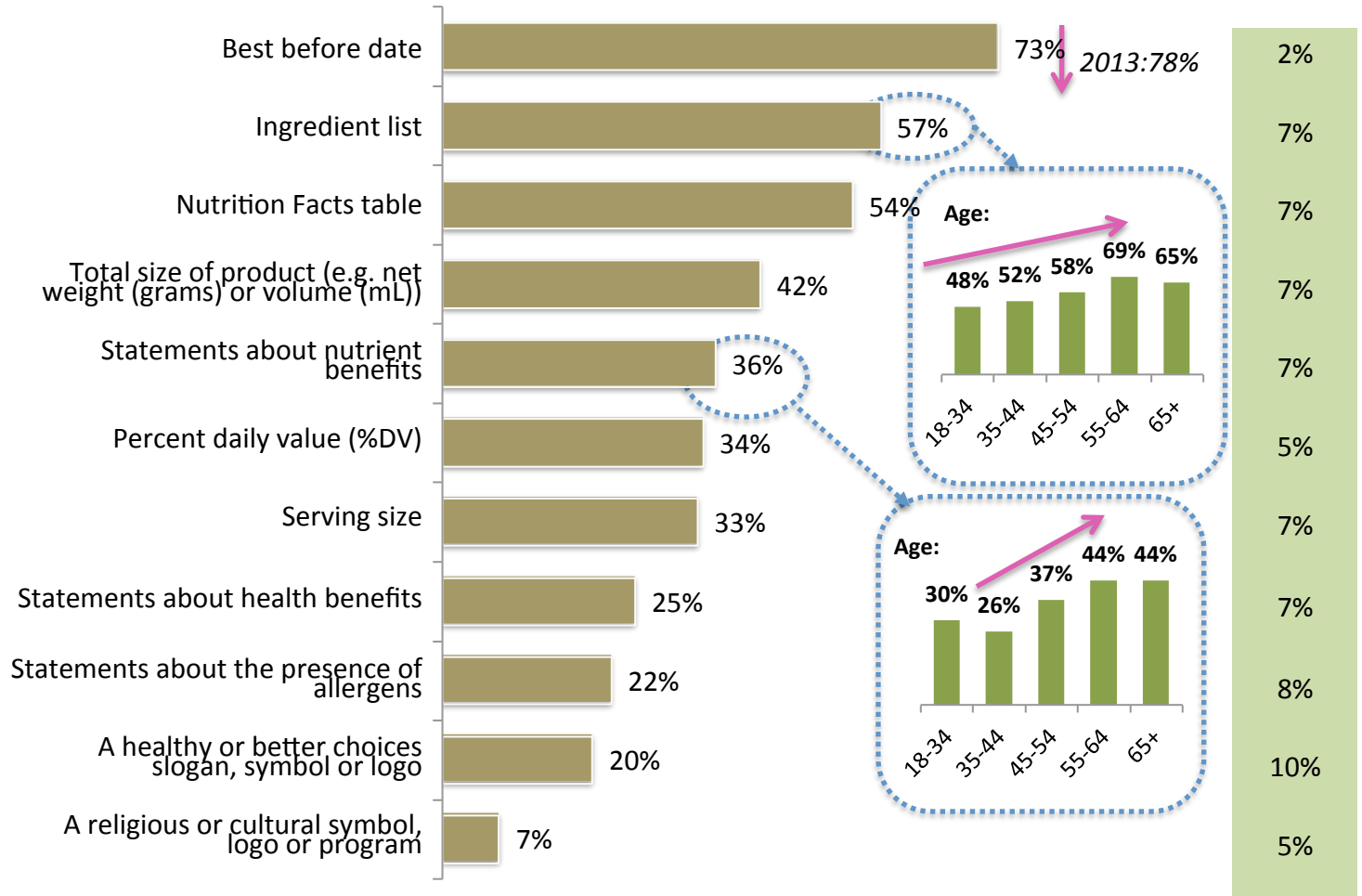
Similar to 2013 the sources considered most credible are not the most frequently used.

Compared to previous wave, the proportion who say grocery store and pharmacy information as well as radio and TV programs are credible has decreased while the proportion who rate mobile apps as credible sources has increased.

Influence of Food Labels and Information

How often do the following guide your food choices?

% who say Always / Usually:



Best before date, ingredient list and nutrition facts label are most likely to guide food choices.

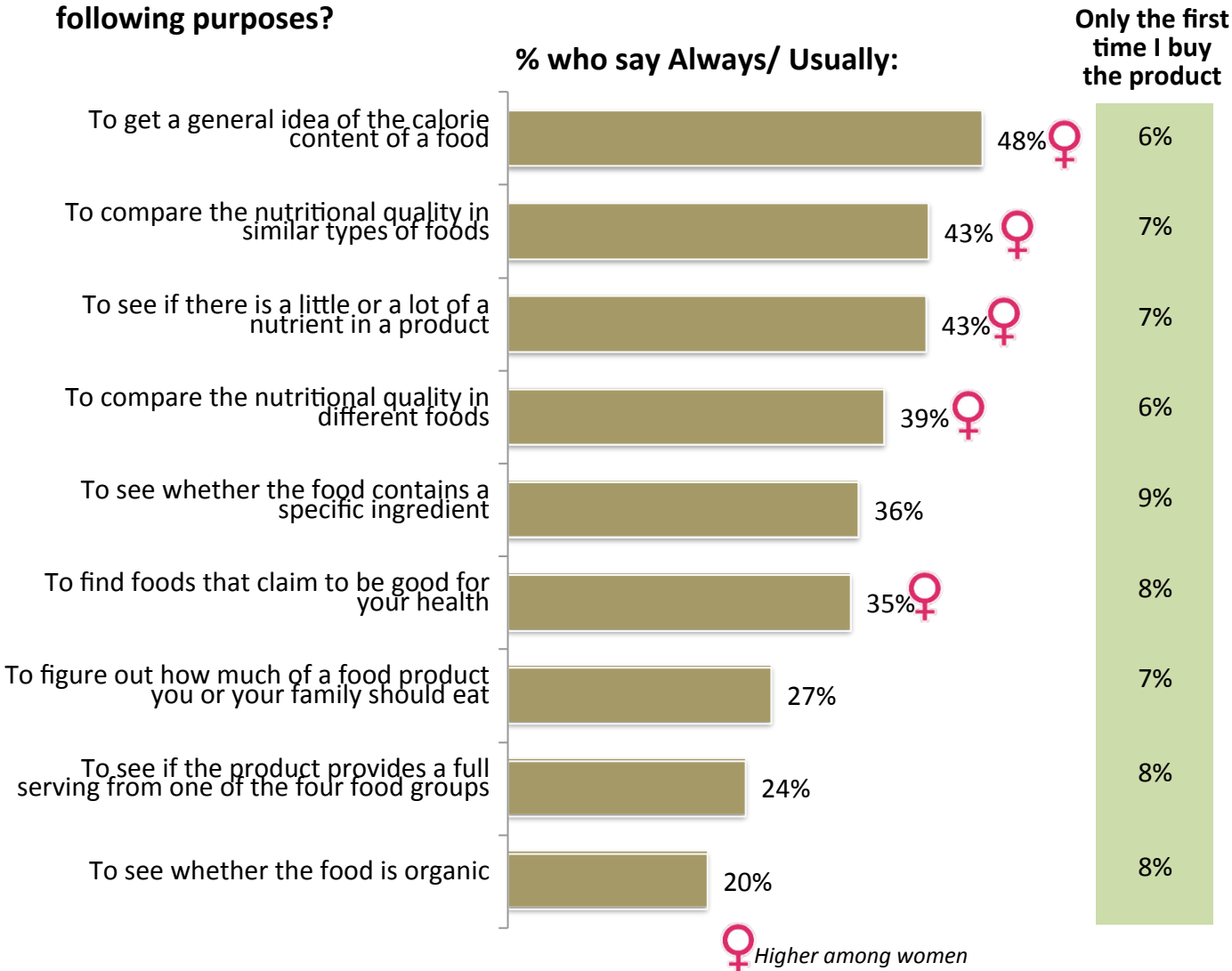
Older Canadians are more likely to say the ingredient list and statements about nutritional benefits guide their food choices.

There was very little change from previous wave. However, there was a significant decrease in the proportion of Canadians who say that the best before date guides food choice

Q.20 When looking at the label of a food product, how often does each of the following sources of information guide your food choices?
Base: All respondents (n=1504)

Use of Food Package Information

How often do you use food package information for the following purposes?



To get a general idea of the caloric content of food is the most common use of food package information.

Women are more likely to use food package information to get an idea on caloric content, to understand and compare the nutritional quality of foods as well as find foods that claim to be good for your health compared to men.

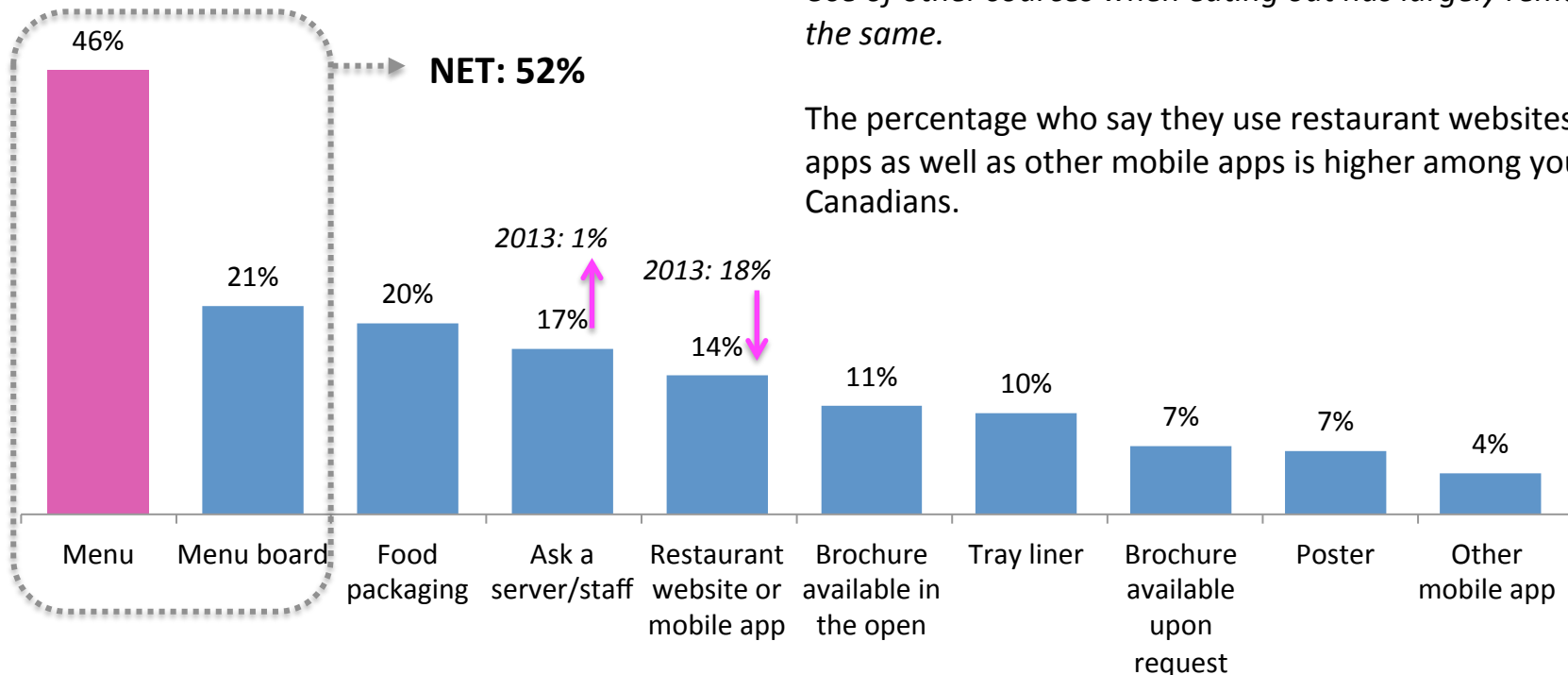
Sources of Information When Eating Out

Do you look for nutritional information from any of the following sources when eating out?



Compared to 2013, a higher percentage of Canadians say they seek nutritional information when eating out. Like the previous wave Canadians most commonly look for nutritional information from menus and menu boards or on food packaging.

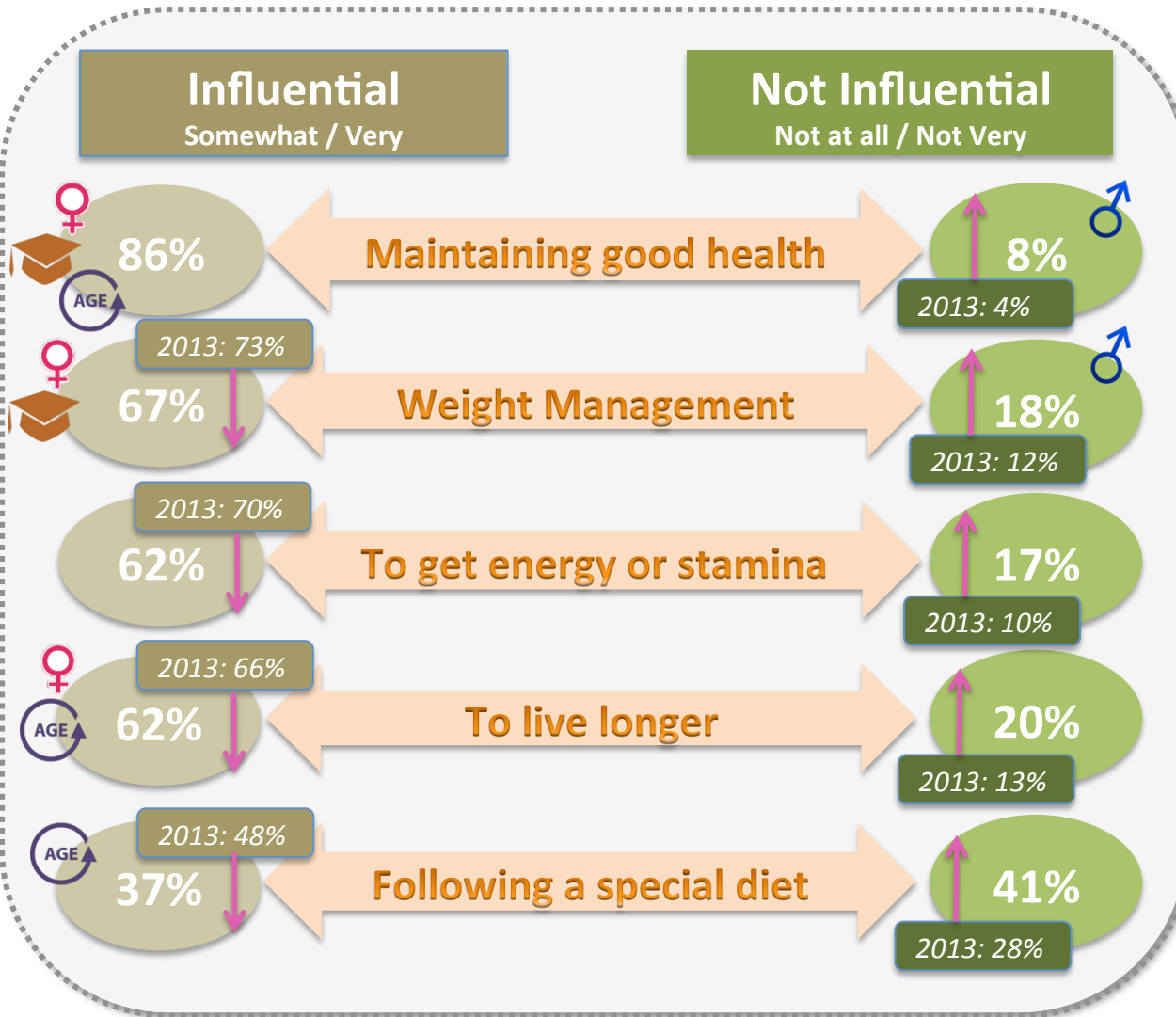
Use of other sources when eating out has largely remained the same.



The percentage who say they use restaurant websites or apps as well as other mobile apps is higher among younger Canadians.



Influences of Food Choice



Maintaining good health is influential in food choices for most (86%) . Maintaining good health is most influential among women (90%), those who are university educated (91%) and Canadians aged 45 and over (89%) compared to men (81%), those who are high school educated (80%) and those 44 and under (81%).

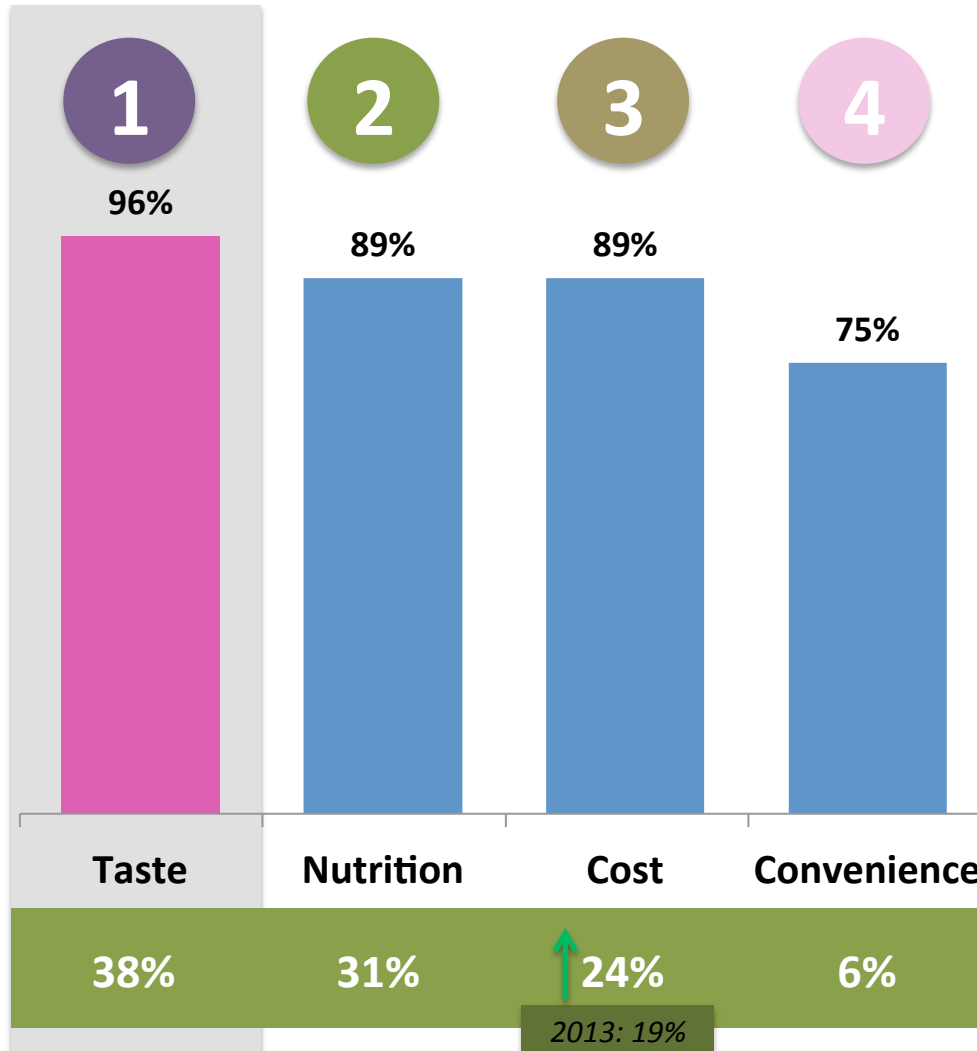
Weight management also influences food choice for the majority. Weight is more influential for women (73%) and those who are university (75%) and college educated (68%) compared to men (61%) and those with a high school education (58%) .

Older Canadians (aged 45 and older) are significantly more likely to say living longer (66%) and following a special diet (43%) influence their food choice compared to younger Canadians (18-44).

Consistently the percentage of Canadians who report their food choices are influenced has decreased overall compared to 2013.

Factors in Food Choice

How important are the following when choosing food?



Almost all Canadians say taste is important when they are choosing their food.

Nutrition and cost are also important to the vast majority of Canadians in food choices. While 75% say convenience is important, only 6% say it is the most important factor.


Fewer respondents in QC say nutrition is important (81%). Women are more likely to say taste, nutrition and cost are important compared to men.

Compared to the previous wave, significantly more Canadians say cost is an important factor in food choice.

Q14 How important, if at all, are each of the following factors when choosing the food you eat? /

Q15. Please rank these factors from 1 to 4, with 1 being most important and 4 being least important when choosing the food that you eat. Base: All respondents (n=1504)

Factors in Food Choice: Trended

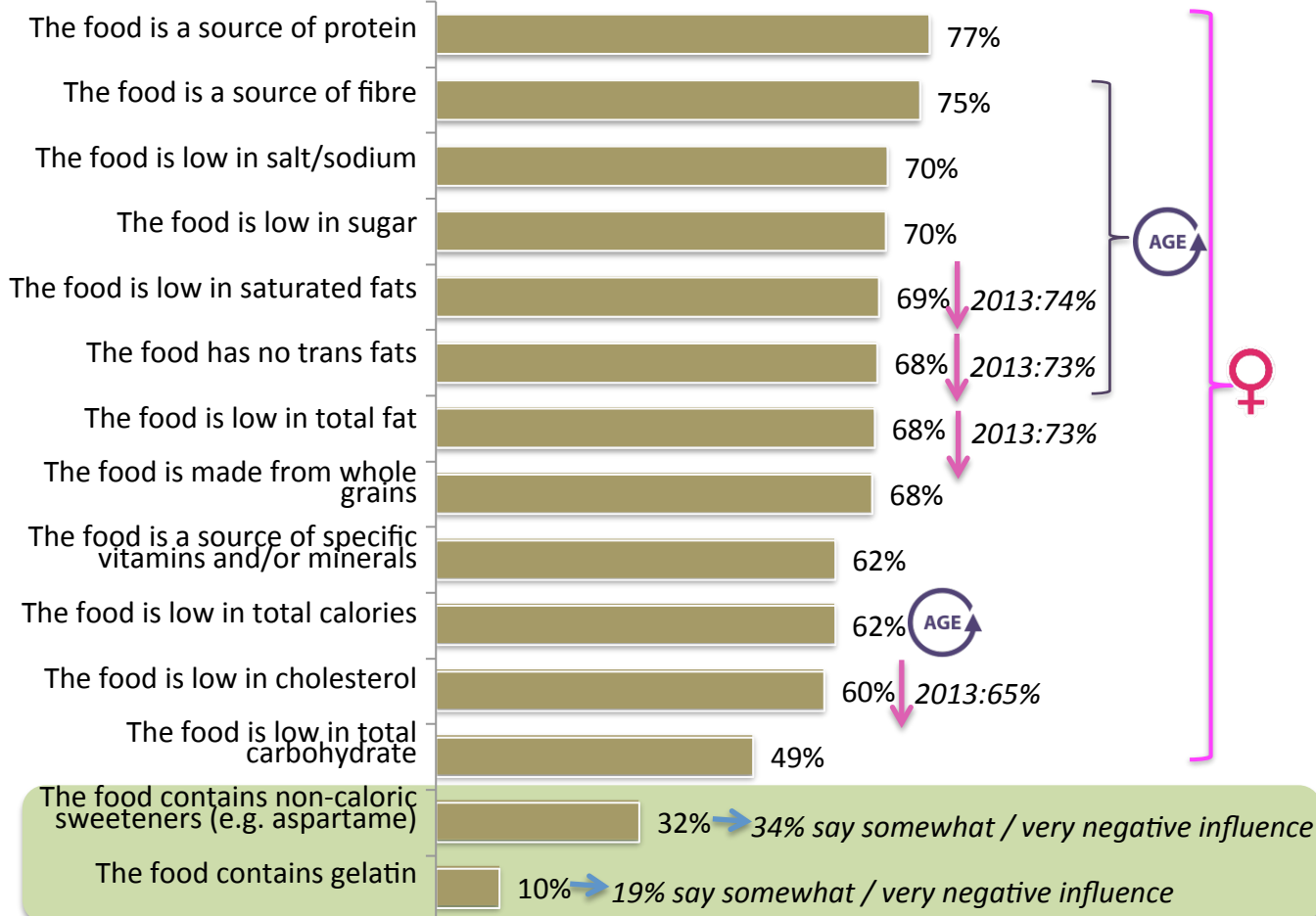
NET: Somewhat/Very Important*	2004	2006	2008	2013	2015
Taste	97%	96%	98%	97%	96%
Nutrition	95%	96%	93%	89%	89%
Cost	76%	78%	87%	88%	89%
Convenience	71%	71%	78%	71%	75% 

Influence on Food Selection

When selecting food to eat, to what extent do each of the following influence your food choice?

Several food considerations have a positive influence on food choice for more than half of Canadians.

% Somewhat / Very Positive Influence:



Overall women are more likely to say all claims except non-caloric sweeteners and gelatin have a positive influence on their food choice compared to men.

Older respondents are more likely to say fibre, low sodium, low sugar, low saturated and trans fat as well as low calorie all have a positive influence on their food choice.

Non-caloric sweeteners and gelatin are viewed as both positive and negative influences

Compared to the previous wave, claims related to fats and cholesterol are viewed as a positive influence by fewer Canadians

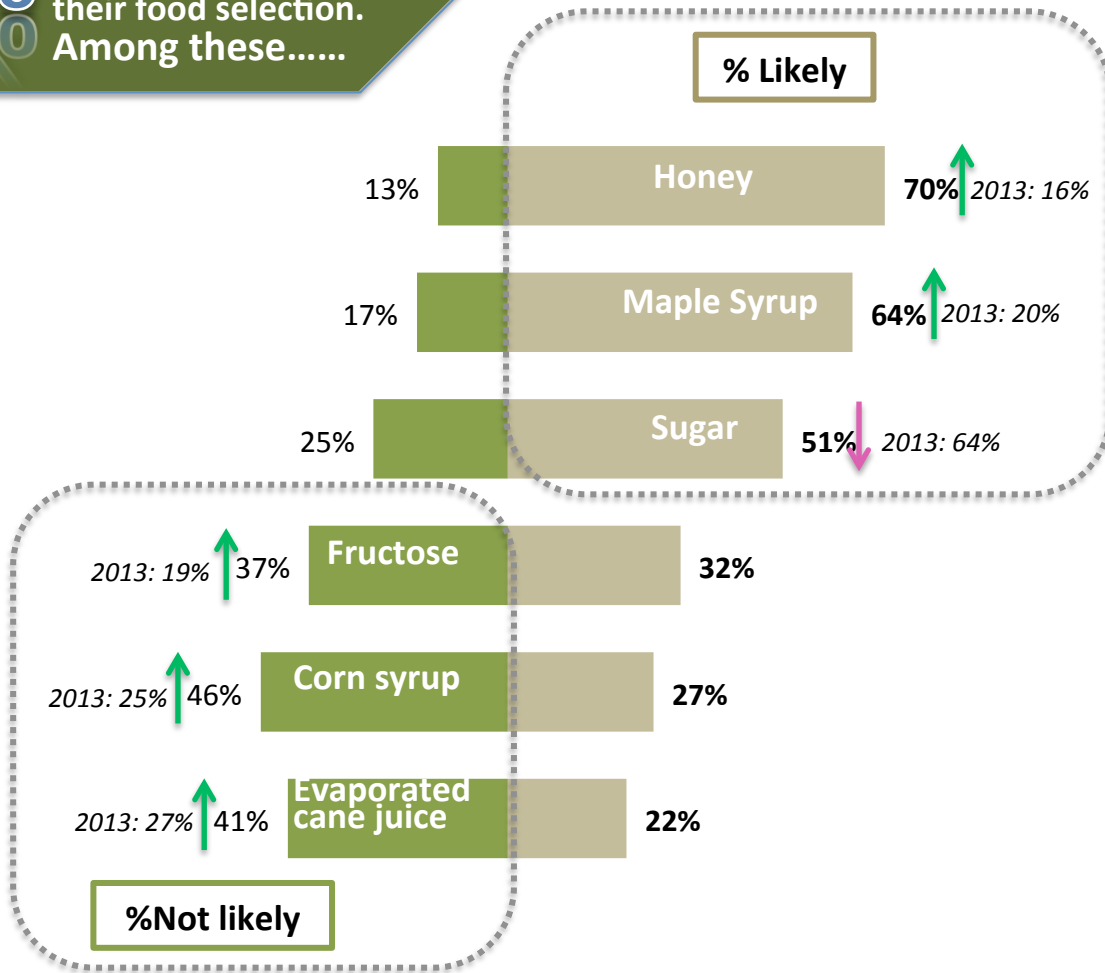
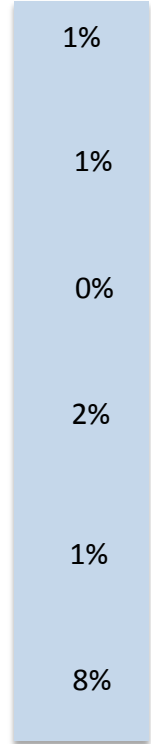
Sugar and Food Selection

70%

Say 'low in sugar' has a positive influence on their food selection. Among these.....

How likely would you be to eat foods containing each of the following?

Don't know



In general, those who say that sugar is influential are more likely to say they would eat foods containing honey, maple syrup and sugar and less likely to eat foods containing fructose, corn syrup and evaporated cane juice

Older Canadians are more likely to say they are unlikely to eat foods containing any of these types of sugar.

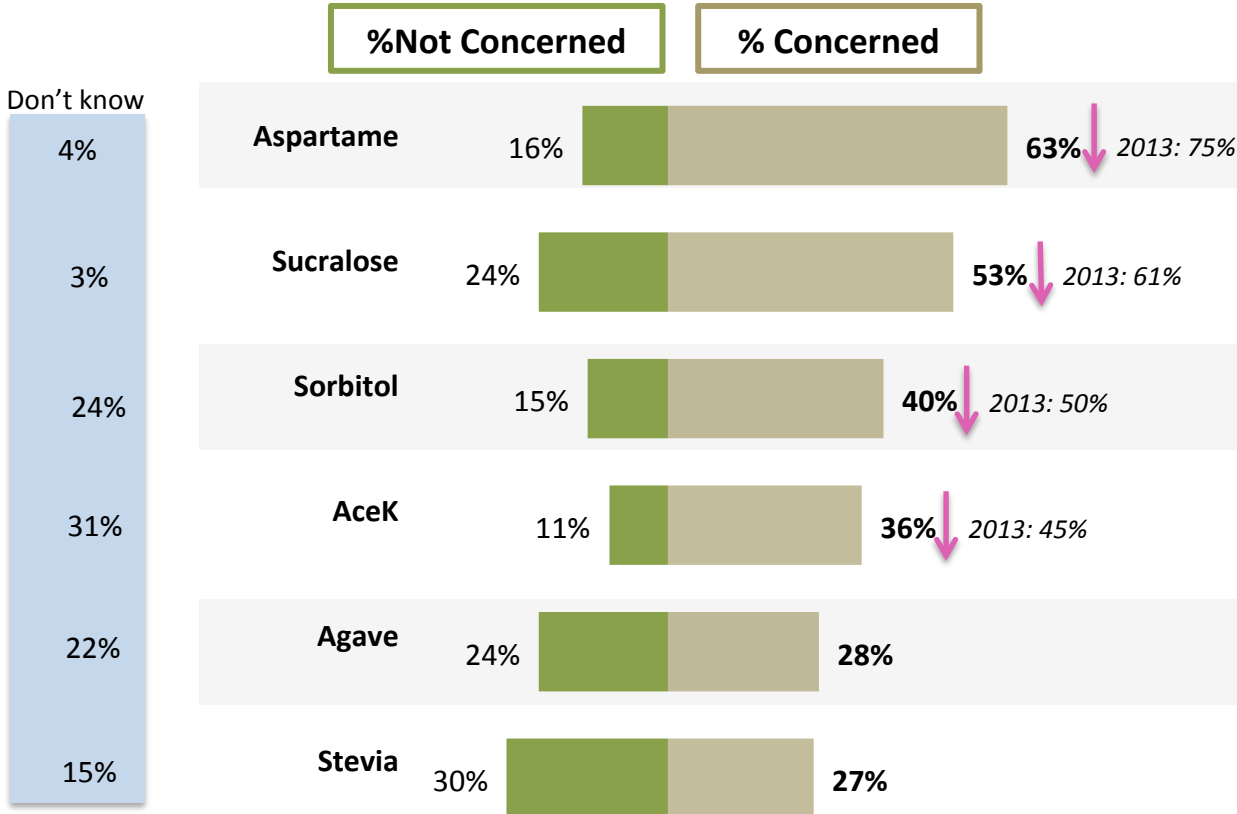
Compared to previous wave Canadians are more likely to say they would eat foods containing honey and maple syrup and less likely to eat food containing sugar. The proportion of Canadians who say they would be unlikely to eat foods containing fructose, corn syrup and evaporated cane juice also significantly increased.

Concern About Non-Caloric Sweetener

32%

Say 'contains non-caloric sweetener' has a positive influence on their food selection. Among these...

How concerned are you about the following?

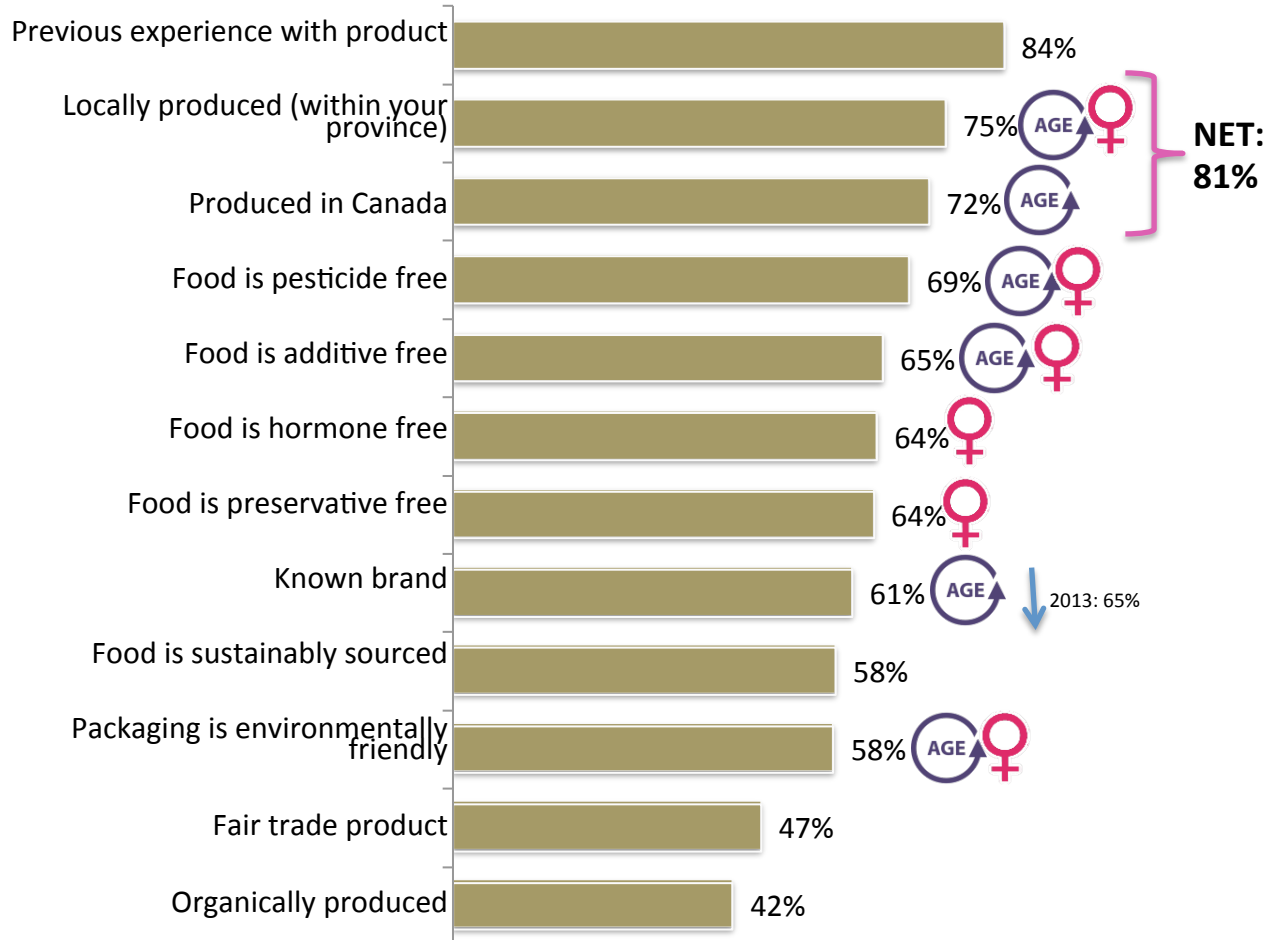


Canadians who say that foods containing non-caloric sweeteners are influential are most concerned about aspartame and sucralose and least concerned about stevia and agave.

It is worth noting that a sizeable number of respondents don't know whether or not they are concerned about Sorbitol, AceK, Agave and Stevia.

Compared to the previous wave the percentage of Canadians who are concerned about aspartame, sucralose, sorbitol and AceK has decreased.

% Somewhat / Very Important:



Most important to Canadians when making food choice is previous product experience. Also important is where the food is produced (locally and within Canada) and that the food is free of pesticides, additives, hormones and preservatives.

Several factors are more likely to be rated as important as Canadians age as well as by women compared to men.

No significant changes compared to previous wave

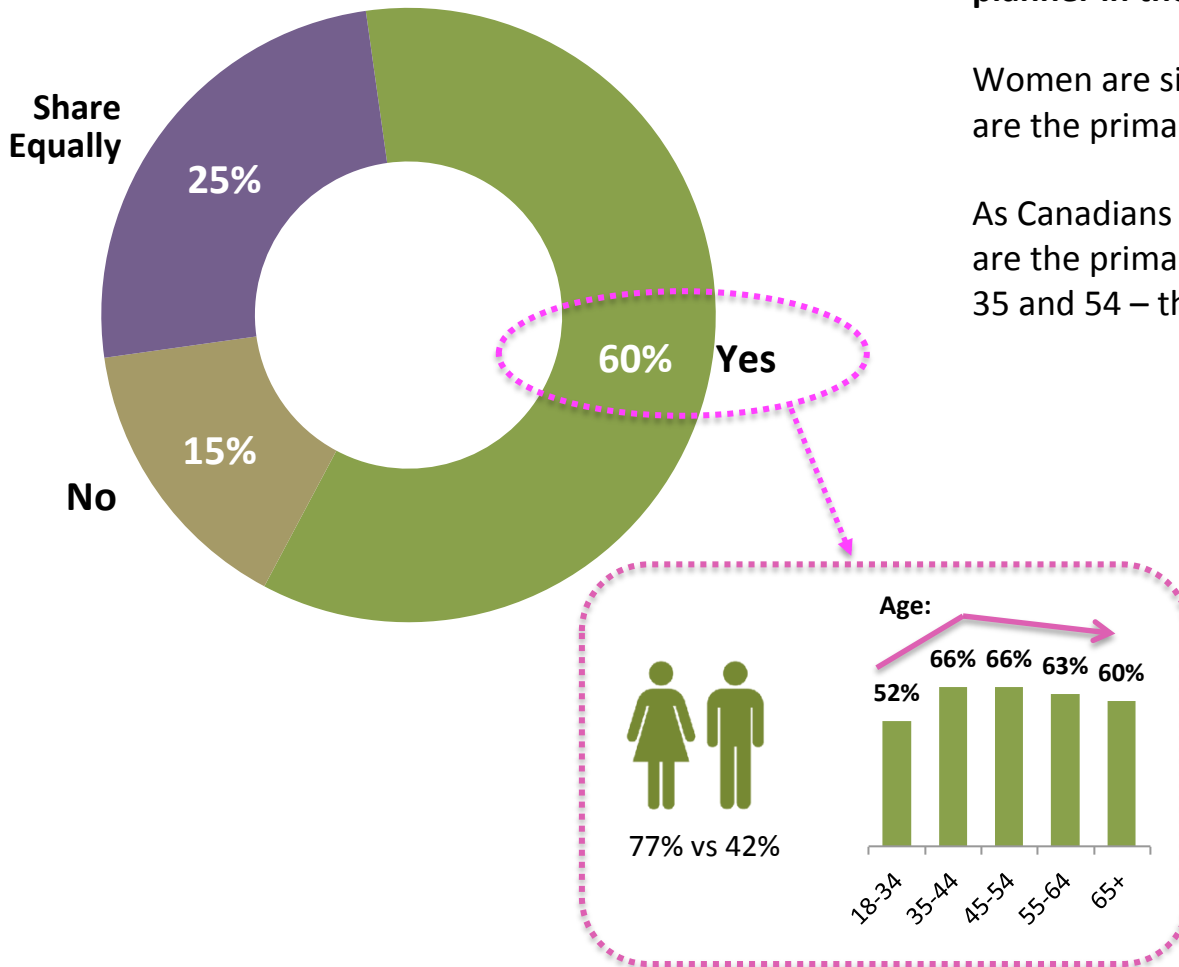


Primary Meal Planners

60% of Canadians say they are the primary meal planner in their household.

Women are significantly more likely to say they are the primary meal planner compared to men

As Canadians age they are more likely to say they are the primary meal planner – peaking between 35 and 54 – then declining from age 55.



Results: Quiz on Food and Health

Canadians were asked a series of true/ false questions to help validate their self reported knowledge about nutrition. The proportion of Canadians who answered the answers correctly mirror the results seen in 2013.

Please indicate whether you think the following statements are true or false:

	True	False	Don't know
TRUE Reducing salt or sodium in the diet can reduce blood pressure.	91% ✓	4%	5%
TRUE Omega-3 fatty acids are important to a healthy diet.	88% ✓	4%	8%
TRUE A high fibre diet may help prevent colon cancer.	84% ✓	3%	13%
TRUE The glycemic index ranks carbohydrate foods based on how they affect our blood sugar levels.	65% ✓	6%	29%
FALSE All processed foods are unhealthy	30%	58% ✓	11%
FALSE The amount of cholesterol people eat is the major factor that affects their blood cholesterol.	49%	35% ✗	15%
FALSE Non-hydrogenated or soft margarine contains less fat than butter.	37%	36% ✗	27%

✓ One-half or more answered correctly

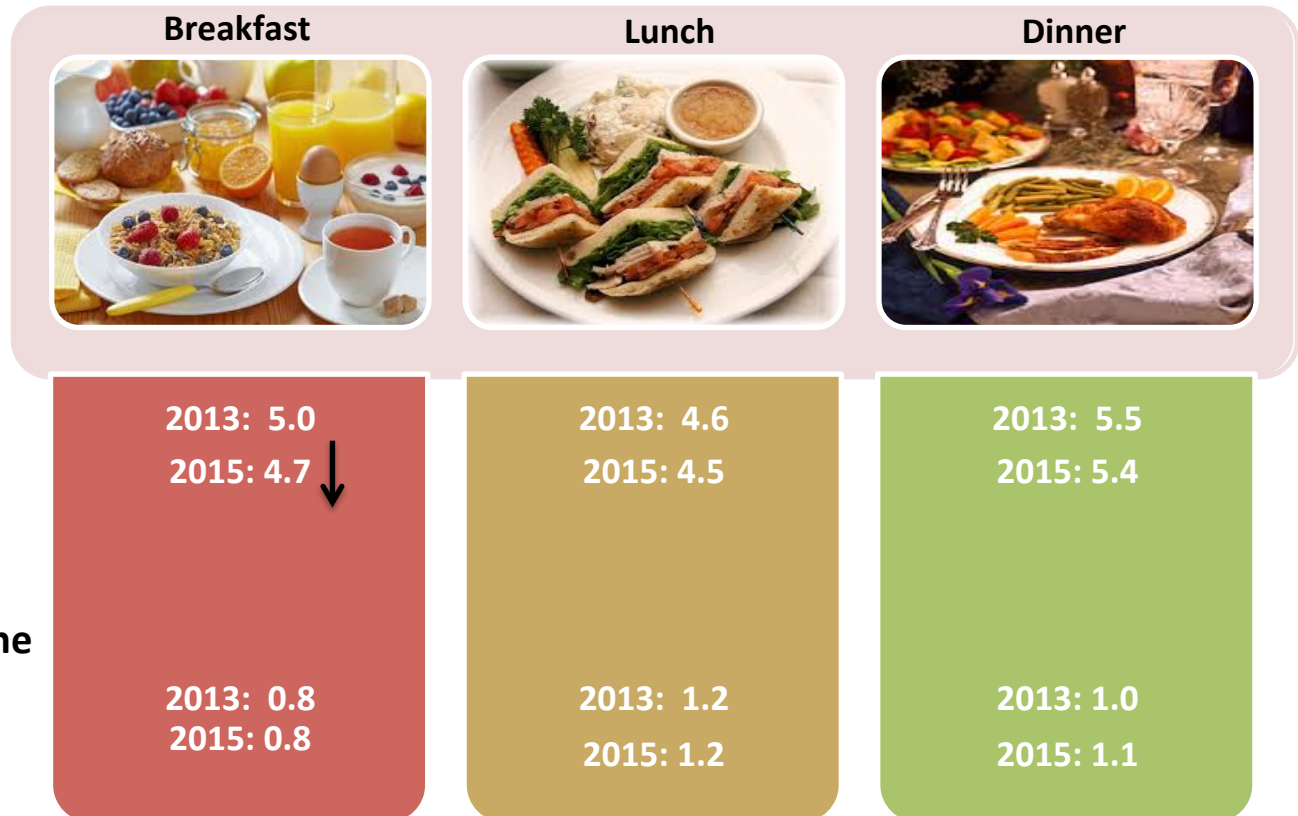
✗ Less than one-half answered correctly

Q17. Based on what you've heard or know about nutrition, please indicate whether you think the following statements are true or false:
 Base: All respondents (n=1504)

Meals Prepared In and Out of the Home

Canadians continue to prepare an average of 5 of each meal at home per week. On average, Canadians eat roughly one of each meal out per week. Canadians are more likely to consume lunch and dinner outside of the home versus breakfast.

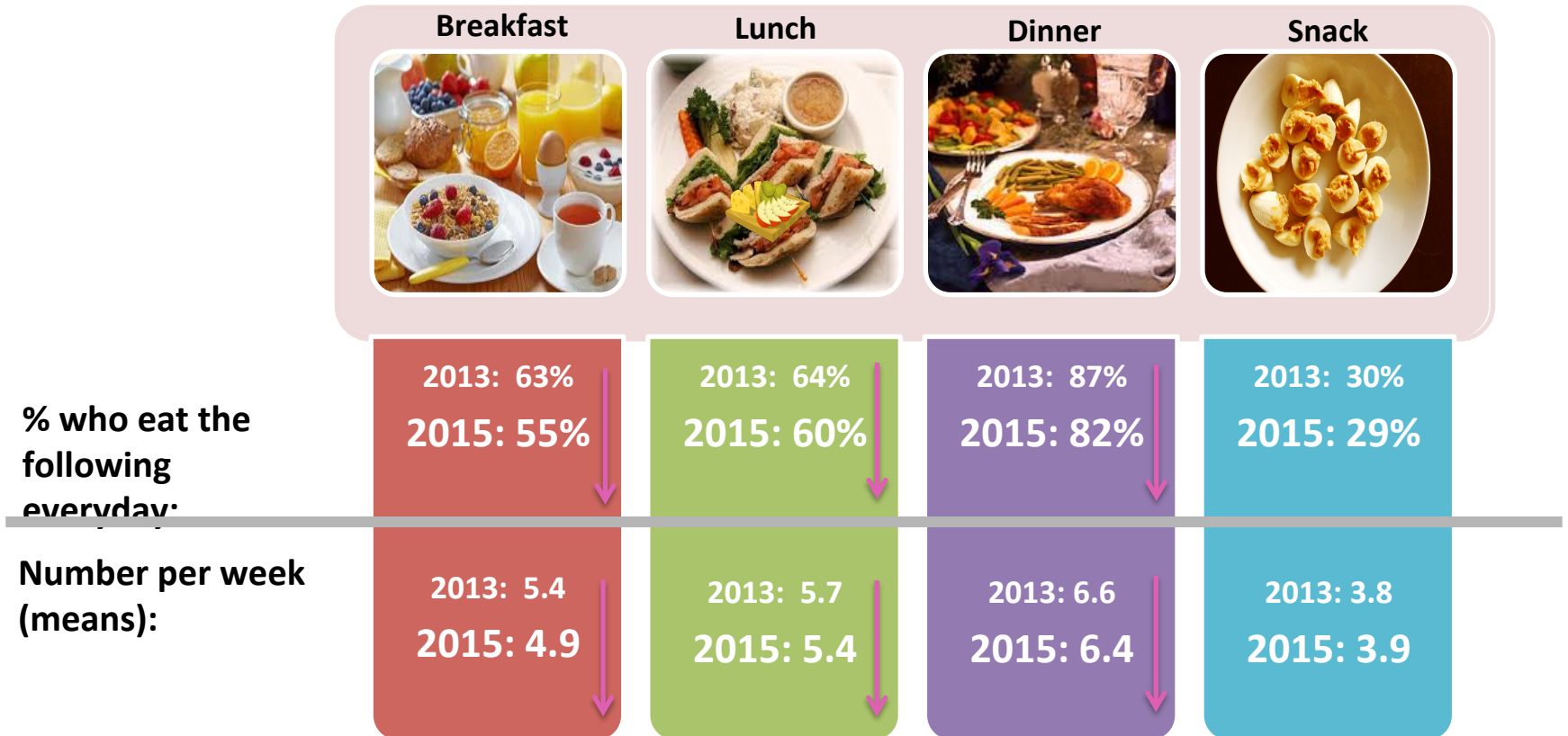
It is worth noting that there was a significant decline in the proportion of Canadians eating breakfast prepared at home on a daily basis (52% vs. 48% in 2015). There is a subtle shift in the frequency of eating dinner prepared at home; a significant decline in those eating dinner prepared at home four or five times per week (43% vs. 37% in 2015) was met with an increase in those eating dinner prepared at home only two or three times per week (6% to 10% in 2015).



Number of Meals Per Week

Overall the percentage of Canadians who eat breakfast, lunch and dinner everyday as well as the average number of times Canadians eat breakfast, lunch and dinner per week has decreased since 2013. While number of meals per week has decreased, the percentage of Canadians who snack between meals everyday as well as average number of snacks per week has remained the same.

Quebecers, older Canadians (aged 55 and older), women and those who are married are more likely to say they eat breakfast, lunch and dinner everyday and to have more of these meals on average per week. Younger people (18-34) are more likely to snack everyday.



Meals Prepared at Home

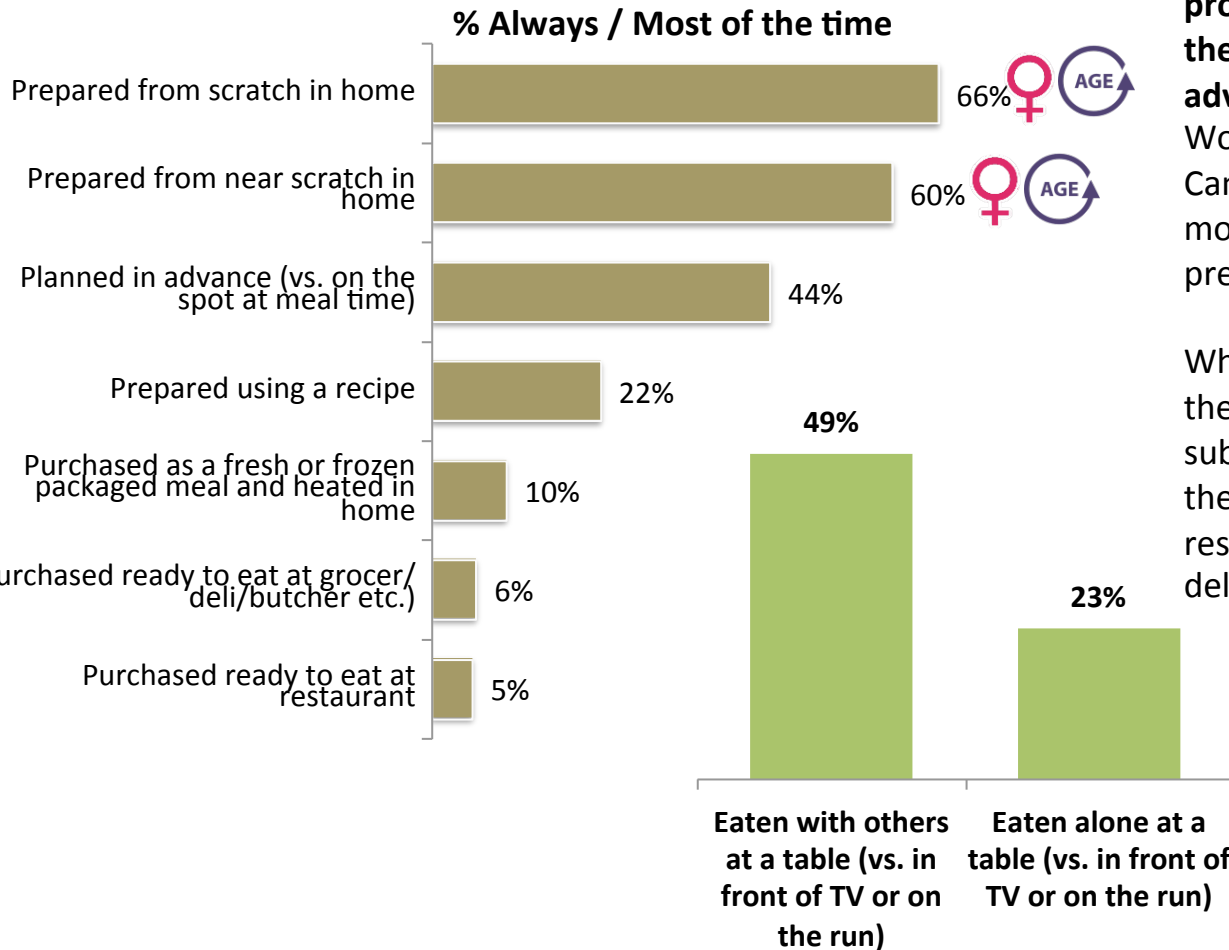
Thinking of your last 10 meals you ate at home, how often would you say.....?

The majority of Canadians have prepared most or all of their recent meals at home from scratch or near scratch. A large proportion also report that most or all of their recent meals were planned in advance.

Women, married Canadians and older Canadians as well as those in QC are all more likely to say most or all meals were prepared from scratch / near scratch.

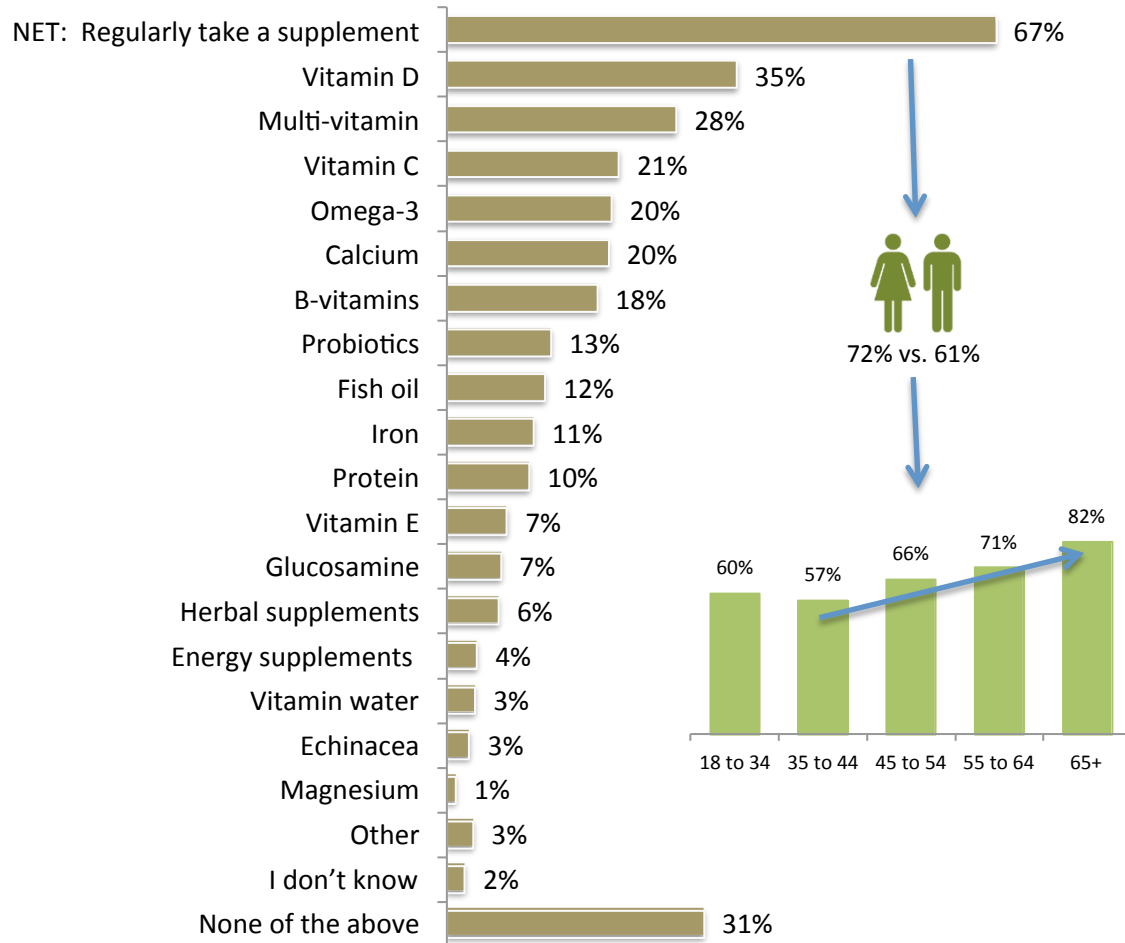
While only 5% and 6% say all or most of their meals were ready-to-eat meals, a substantial percentage say at least some of their meals were ready-to eat meals from restaurants (36%) or from a grocery store, deli or butcher (33%).

Close to half say all or most of their recent meals were at a table with others; less than ¼ say most/all of were at a table alone.



Regular Use of Vitamins/Supplements

Do you regularly use any of the following supplements?



Two-thirds of Canadians regularly take at least one supplement (67%).

Atlantic Canadians and Quebecers are the least likely of all regions to regularly take any supplements (59% and 58%).

Canadians' likelihood of taking supplements increases with age. Vitamin C, Vitamin E, Calcium, Omega-3, Glucosamine and B-vitamins increase significantly particularly among those 65+.

While the overall percentage of Canadians taking at least one vitamin or supplement has remained the same (67%), more Canadians are taking Vitamin D in 2015 (35% vs. 32%), Probiotics (13% vs. 8%), Iron (11% vs. 8%), and Omega-3 (20% vs. 17%).



Canadians perceive their own health, eating habits and food knowledge positively

Like previous years the majority of Canadians rate their health (79%) and eating habits (78%) as good to excellent.



Canadians also rate their own knowledge about food and nutrition well– 80% say they are knowledgeable





More than half of Canadians (59%) say they have recently made an effort to change or improve their eating habits by.....

A significant drop from previous wave (92%)

Eating Less:

-  Sugar
-  Salt / Sodium
-  Fatty foods
-  Calories

Eating More:

-  Fruits and Vegetable
-  Fibre
-  Whole Grains
-  Protein

Less than half follow specific eating habits and patterns

41% of Canadians adhere to a specific eating habit or pattern

Most
Common:

Canada's Food Guide (17%)
Avoid Red Meat (8%)
Avoid Dairy (6%)

More common among
millennials compared to older
Canadians

Significant
decline from
previous wave
(49%)

55%
Made these changes in the
last 12 months

Credible sources of information not necessarily the most used

- Government and health association materials
- Dietician
- Nutrition Facts Label
- Family Physician

Viewed as credible sources of information by most

While viewed as most credible not necessarily the most common sources of information used for information on food and nutrition.

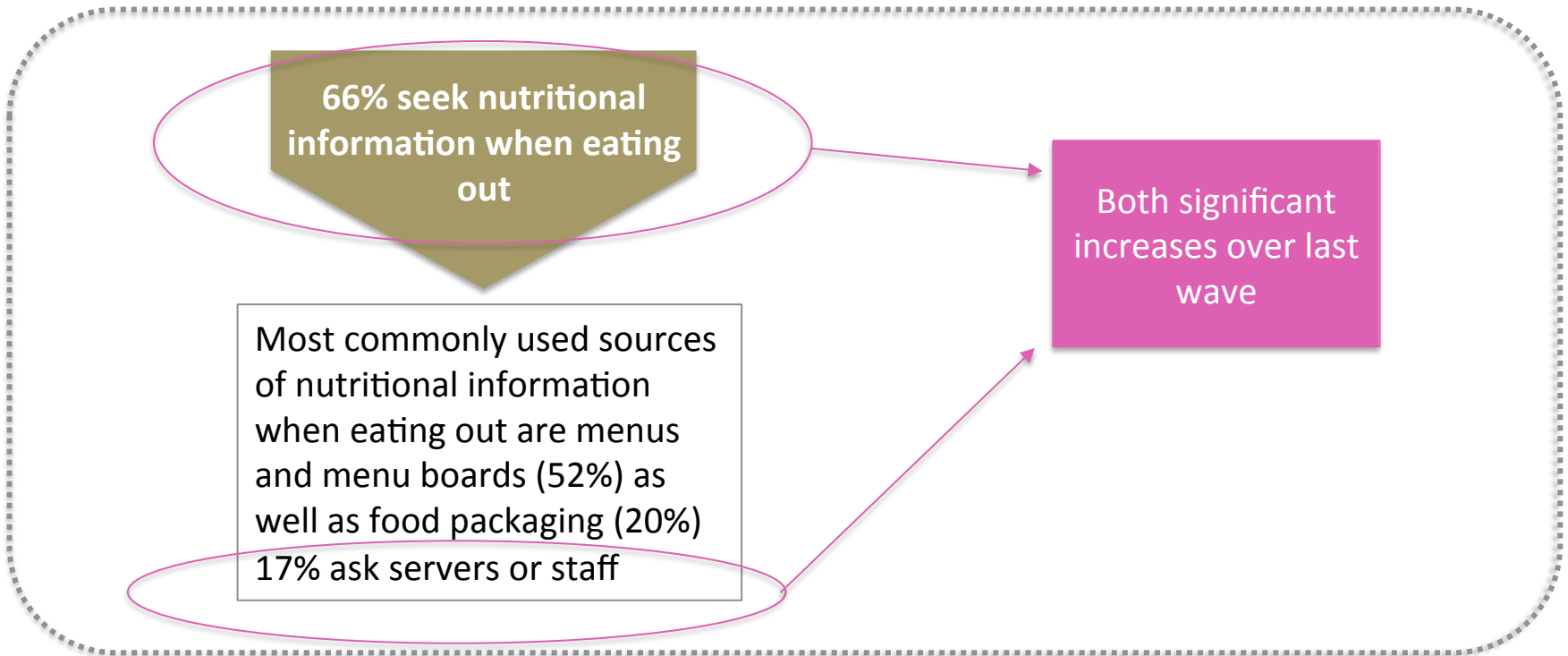
Most commonly used sources of information on food and nutrition:

- Food product labels
- Internet, Social media and blogs

Most common among older Canadians

Most common among younger Canadians

Food labeling and packaging as well as restaurant menus used as sources of information



Taste has biggest influence on food choice

While 75% say convenience is a factor, only 6% say it is most important

TASTE IS MOST IMPORTANT WHEN CHOOSING FOOD
followed by nutrition and cost

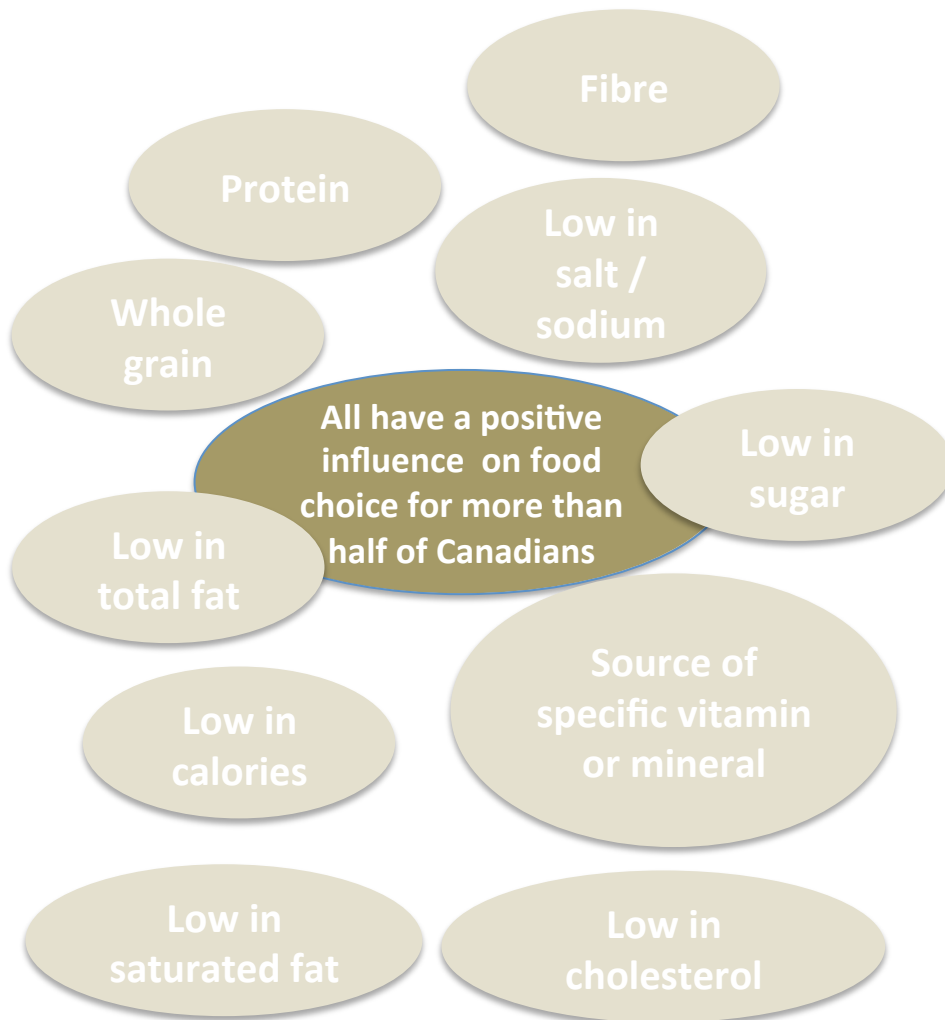
more important vs. last wave

Majority (86%) say maintaining good health is influential on their food choices

There is a decrease (vs. 2013) in the proportion of Canadians who say weight management, energy / stamina, living longer and following a special diet are influential to their food choices.

There is an increase (vs. 2013) in proportion who say maintaining good health, weight management, energy / stamina, living longer and following a special are NOT influential on their food choice.

Variety of factors positively influence food choice



Additional factors in food choice:

- ✓ Previous experience with a product
- ✓ Where the product is produced (locally / within Canada)
- ✓ Product is free of:
 - Pesticides
 - Additives
 - Hormones
 - Preservatives
- ✓ Known brand
- ✓ Food sustainably sourced
- ✓ Packaging is environmentally friendly

Important to more than half of Canadians

Majority of Canadians eat dinner every day

Majority (82%) report eating dinner everyday

Just over half report eating breakfast (55%) and lunch (60%) everyday



All 3 have declined from previous wave (2013)

of meals
Canadians prepare
at home per week:

5



Majority say recent meals prepared at home were prepared from scratch or near scratch most or all of the time

About 1/3 say at least some of their recent meals at home were purchased ready to eat

There have been several changes in how Canadians perceive and behave around food and nutrition since 2013

- Decrease in the % who say they are influenced by weight management, to get energy / stamina, to live longer or follow a special diet
- Decrease in the % of Canadians who have made changes in the last 12 months to improve their eating habits (92% to 57%)
- Decrease in the % adhering to a specific eating pattern or habit (49% to 41%)

General decrease in dietary changes or habits

- Decrease in use / reliance on “traditional” sources of health information (i.e. family physician, other HCPs) and an increase in use of internet, social media and blogs as well as friends / relatives and colleagues
- Decrease in % who view grocery store/pharmacy information as credible, while the % who view mobile apps as credible sources of information has increased

Increased reliance on internet and mobile apps

- The proportion of those who eat, breakfast, lunch and dinner everyday has decreased as has the average number of each of these meals Canadians eat per week
- Overall the % of those who eat dinner at home 4-5 times a week has decreased while the % of those that eat at home 2-3 times per week has increased
- Increase in % of those who say they seek nutritional information when eating out (59% to 66%).

Changes in approach to meal times

- Decrease in the % who say they are influenced by the presence of fats and cholesterol in their food selection
- Increase in the % who are likely to eat foods with honey and maple syrup while there has been a decrease in the % of those who are likely to eat foods with sugar, fructose, corn syrup and evaporated cane juice.

Changes in food perception

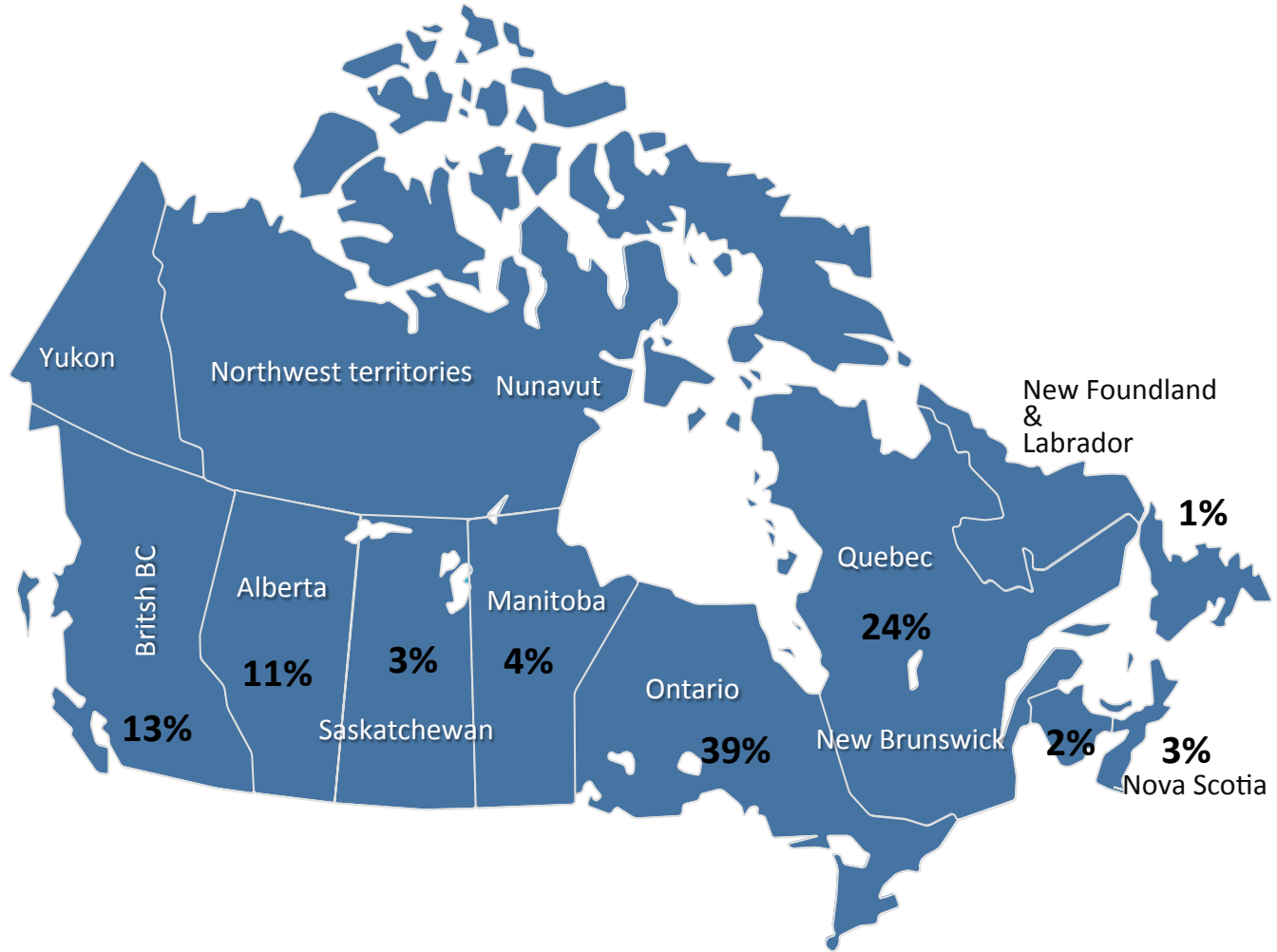
- Increase in the % who say cost is the most important factor in their food choice

Increased role of cost

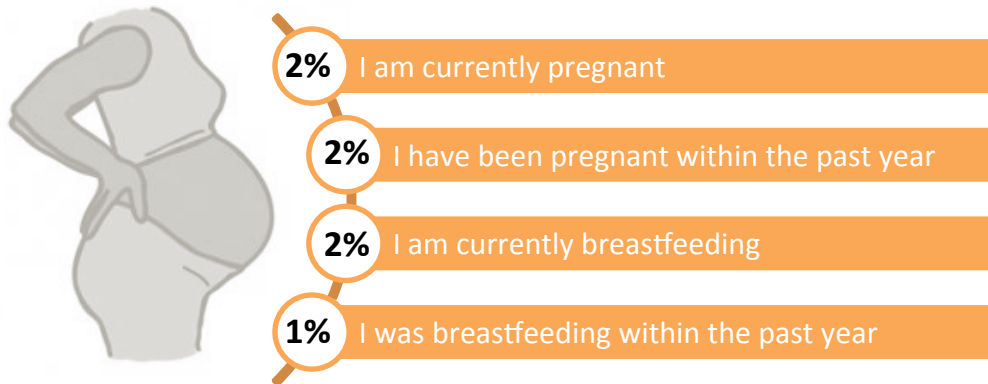
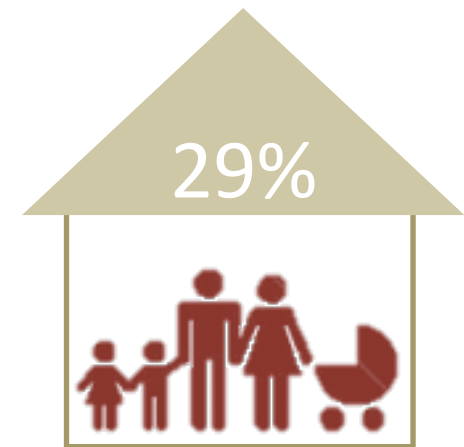


Profile of Respondents



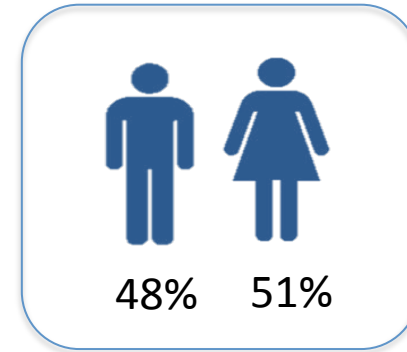


Age	
18-24 years of age	12%
25-34 years of age	16%
35-44 years of age	17%
45-54 years of age	20%
55-64 years of age	17%
65-74 years of age	14%
75 or older	4%



PRIMARY SHOPPER	Total
I am	63%
Other person in household	10%
Share equally	26%

BODY MASS INDEX	Total
Underweight	2%
Normal	33%
Overweight	30%
Obese	22%
Refused weight and/or height	12%



Other (Trans, Non-Binary, Genderfluid) - 1%

TNT 2015 Experts Advisory Committee

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- Andrea Dunn Davis, MSc, Campbell Company of Canada
- Erin Hobin, PhD, Public Health Ontario
- Jessica Lieffers, MSc, RD, School of Public Health and Health Systems, University of Waterloo

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