



Canadian Foundation for Dietetic Research

Canadian Foundation for Dietetic Research

The Canadian Foundation for Dietetic Research (CFDR) is a charitable foundation dedicated to building a healthy Canada through funding nutrition and dietetic practice research. Created in 1991 by Dietitians of Canada CFDR has a long-standing record of funding research projects that give health professionals the evidence they need to provide science-based guidance and intervention in the prevention and treatment of disease and pursuit of optimal health. This evidence also helps those in the food industry, academics, governments, and others to learn about consumer choices and dietary trends, and aids in the development of public policy.

Enhancing the health of Canadians by contributing new knowledge about food and nutrition.

For more about CFDR visit www.cfdr.ca.

Acknowledgements

The Canadian Foundation for Dietetic Research acknowledges the invaluable contributions of the following:

TNT 2013 Experts Advisory Committee that reviewed the survey questions for relevance and ensured the survey was current:

- Pierrette Buklis, MHSc, RD, Senior Manager, Health & Nutrition, General Mills Canada
- Andrea Dunn Davis, MSc, Nutrition Strategy Manager, Campbell Company of Canada
- Rhona Hanning, RD, PhD, FDC, Professor, School of Public Health and Health Systems, University of Waterloo
- Erin Hobin, PhD, Scientist, Public Health Ontario

The Tracking Nutrition Trends project manager, Laura Pasut, MSc, MBA, RD

The research company that developed the survey tool, collected and analyzed the data and reported the results: Leger, The Research Intelligence Group

The Sponsors of Tracking Nutrition Trends 2013

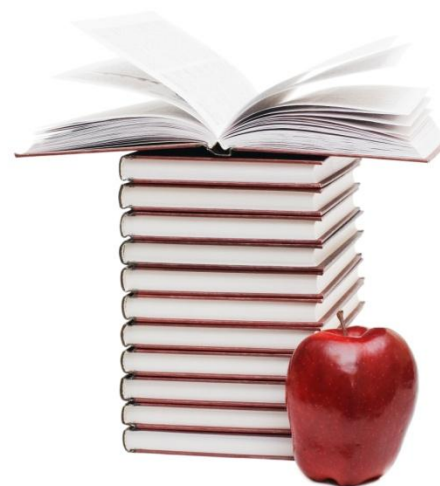
Presenting Sponsor: General Mills Canada

Knowledge Leader: Dairy Farmers of Canada



Table of Contents

Context and Objectives	5
Research Methods	7
Key Insights	9
Segmentation Results	14
Detailed Analysis of Results	21
Eating Habits and Health	22
Knowledge and Understanding of Nutrition	34
Influences on Food Choices	38
Food Product Labels	48
Sources of Information about Food and Nutrition	54
Respondent Profile	59





In 1989 the Tracking Nutrition Trends (TNT) survey was established. It is believed to be the longest standing nutrition tracking study in Canada.

The Tracking Nutrition Trends survey was designed to investigate self-reported knowledge, attitudes and behaviours of the adult Canadian population with respect to food and nutrition.

While the original objective of this study was to understand Canadians' perceptions of fat and fibre, later iterations included information on the importance of emerging factors in Canadians' food choices and eating behaviours such as nutrition labelling, knowledge and understanding of nutrition, influence on food choices and sources of information about food and nutrition.



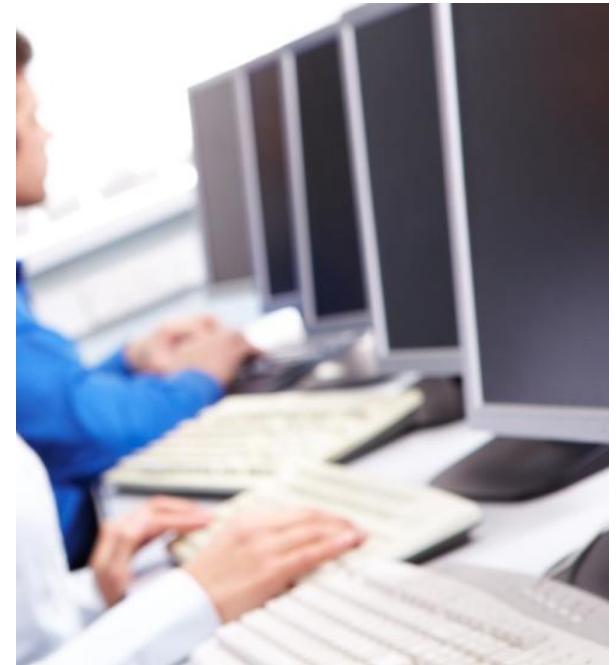


Data Collection

General Population: A total of 2,004 adult Canadians answered an online survey across Canada. A probability sample of the same size would yield a margin of error of $\pm 2.2\%$, 19 times out of 20. The data was collected using Leger's web panel which has approximately 460,000 members nationally. The data was weighted by the latest Statistics Canada 2011 census to ensure representation of Canada's population by region, age and gender.

Timing

Surveys were completed between July 2nd and July 10th, 2013.





Segmentation Analysis

Three distinct segments appeared as a result of cluster analysis, two of which are knowledgeable about nutrition and food, and are receptive to making healthy choices and living healthy lifestyles, namely:

Weight/Ingredient Conscious

Health Conscious

In the third group, despite relative high awareness of food and nutrition, a quarter consider their eating habits and health as poor to fair. This group lacks the motivation to make changes to improve their overall health.



Eating Habits and Health

Canadians generally believe they have good to excellent eating habits and health. However, close to a quarter of Canadians consider their health and eating habits to be poor or fair. Most Canadians say they have done something to improve or change their eating and drinking habits over the past year. Two-thirds say they eat more fruits and vegetables. Others mentioned reducing salt/sodium and sugar.

When asked to describe their eating habits and patterns, one quarter say they follow Canada's Food Guide. That said, less than two-thirds eat breakfast (63%) or lunch (64%) daily. In terms of preparing meals at home versus buying out, most Canadians prepare their meals at home.

Most Canadians say they look for nutritional information when eating out. When specifically asked where they look for nutritional information, the most common sources mentioned were: menus, food packaging, menu boards, restaurant websites, brochures available in the open and tray liners.

The majority of Canadians take supplements, with vitamin D and multi-vitamins being the most frequently mentioned.



Knowledge and Understanding of Nutrition

Understandably, most Canadians consider themselves to be knowledgeable about nutrition. When asked a series of true or false statements to test their knowledge about nutrition, the results showed that overall Canadians who think they are knowledgeable generally have a good understanding of nutrition. Overall, Canadians answered most of the questions correctly with the exception of “the amount of cholesterol people eat is a major factor that affects their blood cholesterol” and “non-hydrogenated or soft margarine contains less fat than butter”.

Influences on Food Choices

It is not surprising that taste is important to nearly all Canadians (97%). While most Canadians think that nutrition is important, cost is also a consideration for many. While taste is key, there are many things that influence one’s food choice. Maintaining good health and weight management/body image are key factors that influence food choice. When looking at specific food characteristics, the most influential factors of food choice are:

- Source of protein
- Low in saturated fats
- Low in salt/sodium
- Source of fibre
- No trans fat
- Low in total fat

In addition to food characteristics, previous experience with the product is seen as being very influential, followed by products that are locally produced (within your province) and produced in Canada.

Food Product Labels

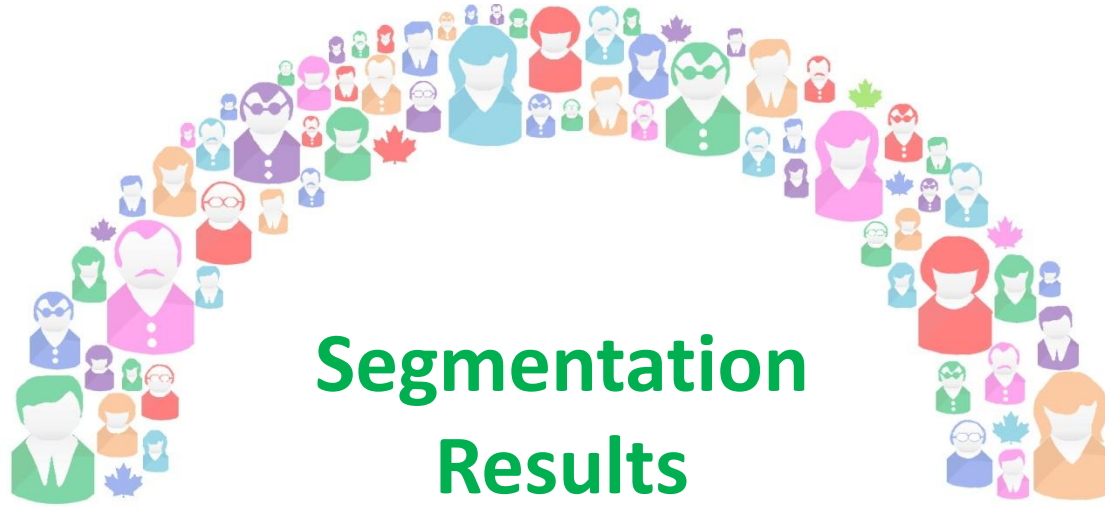
When specifically looking at the labels, the majority of Canadians say they always/usually look at the best before date. Others mentioned the ingredient list and nutrition facts table. In terms of why people read food labels, most say they compare the nutritional quality in similar types of foods, to get a general idea of the caloric content of food, to see if there is a little or a lot of a nutrient in a product and to see where the product comes from.

Sources of Information about Food and Nutrition

Canadians get information about food and nutrition from multiple sources. Canadians obtain food and nutrition information from sources that are more easily accessible, such as food product labels, nutrition facts table and the Internet.

When asked about credibility, Canadians believe that health professionals (family physicians, nurses, physiotherapists, naturopaths and homeopaths) are the most credible, followed by dietitians and health association materials. The Internet and food company materials are seen as the least credible.





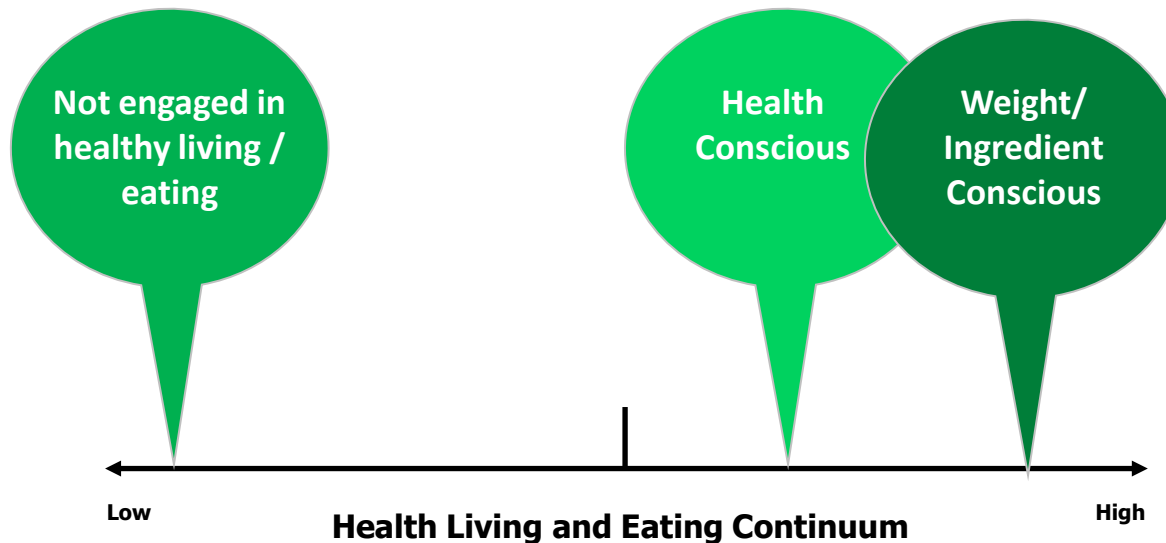
Cluster Analysis

A cluster analysis was performed to group Canadians who possessed similar characteristics. The analysis included a series of statements pertaining to influences on food choices. The following attributes were used to cluster the respondents:

- The food is low in total fat
- The food is low in saturated fats
- The food has no trans fats
- The food is low in cholesterol
- The food is low in salt/sodium
- The food is low in total calories
- The food is low in sugar
- The food is a source of fibre
- The food is low in total carbohydrate
- The food is made from whole grains
- To get energy or stamina
- Maintaining good health
- The food is a source of specific vitamins and/or minerals
- The food is a source of protein
- To live longer
- Weight management or body image
- Following a special or prescribed diet (e.g., low sodium diet for blood pressure)
- The food contains gelatin
- The food contains non-caloric sweeteners (e.g., aspartame)

The clusters were analyzed using all demographic information, knowledge of nutrition, use of supplements and attitudes and behaviour towards food and nutrition to determine the key similarities and differences within the segments. The clusters were then given a place on the continuum of healthy living and eating.

Three distinct clusters were revealed.



Cluster analysis on all respondents resulted in the creation of these three segments:

Health Conscious (26%)

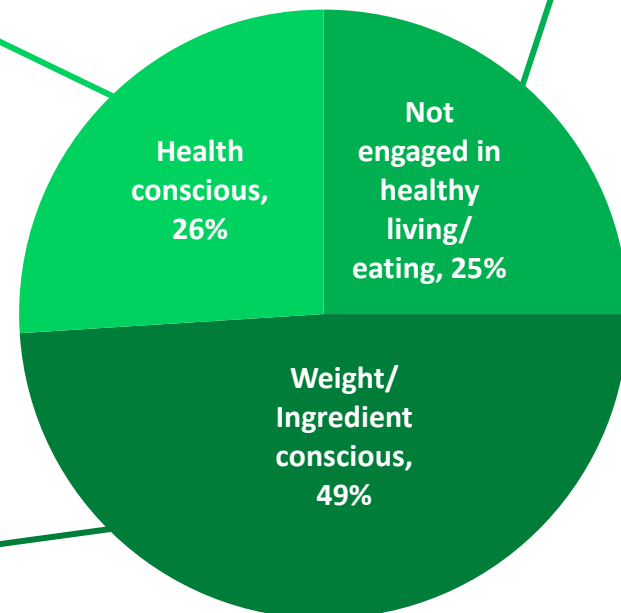
- Most likely to be under the age of 34
- Both men and women
- More likely to rate their eating habits and health as excellent/very good than the not engaged in healthy living/eating segment
- More likely to say they are knowledgeable about food and nutrition than the not engaged in healthy living/eating segment

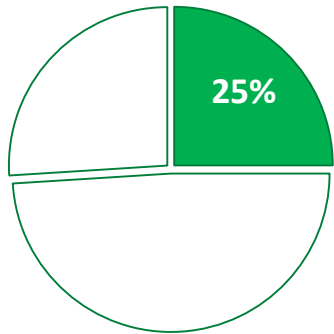
Not Engaged in Healthy Living/Eating (25%)

- Most likely to be male
- Most likely to rate their eating habits and health as poor to fair
- Most likely to say they are not knowledgeable about food and nutrition

Weight/Ingredient Conscious (49%)

- Most likely to be 65+
- Most likely to be female
- Most likely to be the primary shopper in their household
- More likely to rate their eating habits and health as excellent/very good than the not engaged in healthy living/eating segment
- Most likely to consider themselves knowledgeable about food and nutrition





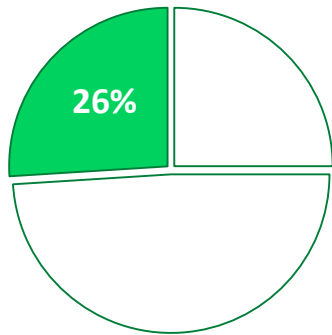
Not Engaged in Healthy Living/Eating

- Most likely to be male
- Most likely to have a high school education
- Most likely to rate their eating habits and health as poor to fair
- More likely to be diagnosed with high blood pressure, high blood cholesterol and diabetes than the health conscious segment
- Most likely to say they are not knowledgeable about food and nutrition
- Most likely to not look for nutritional information when eating out
- Most likely to not take any supplements

Example

Typical Bachelor:
Someone who eats
what he wants and
doesn't care about
nutrition or health





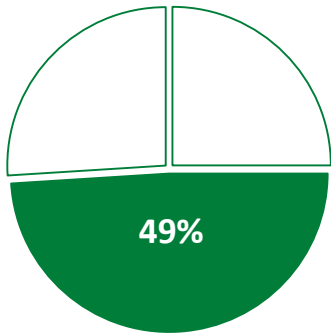
Example

Health Nut:
Someone who is knowledgeable about nutrition and health, makes healthy food choices and lives an overall healthy lifestyle

Health Conscious

- Most likely to be under the age of 34
- Both men and women
- Most likely to be a Quebec resident
- More likely to rate their eating habits and health as excellent/very good than the not engaged in healthy living/ eating segment
- More likely to share food shopping in their household than the weight/ ingredient conscious segment
- Most likely to say they have not been diagnosed with a health condition such as high blood pressure, high blood cholesterol, diabetes and heart disease
- More likely to say they are knowledgeable about food and nutrition than the not engaged in healthy living/ eating segment
- More likely to say nutrition and taste are important when choosing food to eat than the not engaged in healthy living/ eating group
- More likely to get on average six out of the eight true and false questions right
- More likely to follow Canada's Food Guide compared to the not engaged in healthy living/eating segment





Example

Mom:
Female head of household who is the primary grocery shopper, possibly reacting to a health concern

Weight and Ingredient Conscious

- Most likely to be 65+
- Most likely to be female
- More likely to rate their eating habits and health as excellent/very good than the not engaged in healthy living/ eating segment
- Most likely to be the primary shopper in their household
- More likely to be diagnosed with high blood pressure, high blood cholesterol, diabetes and food allergies than the health conscious segment
- Most likely to consider themselves knowledgeable about food and nutrition
- More likely to get on average six out of the eight true and false questions right
- Most likely to always/usually look at the nutritional facts table, ingredient list, serving size and statements about nutrient benefits (e.g., good source of fibre)
- Most likely to compare the nutritional quality in different foods (e.g., compare granola bars and breakfast cereals) and nutritional quality in similar types of foods (e.g., different brands of crackers)
- Most likely to take vitamin D, calcium, omega 3
- Most likely to follow Canada's Food Guide, avoid red meat and gluten





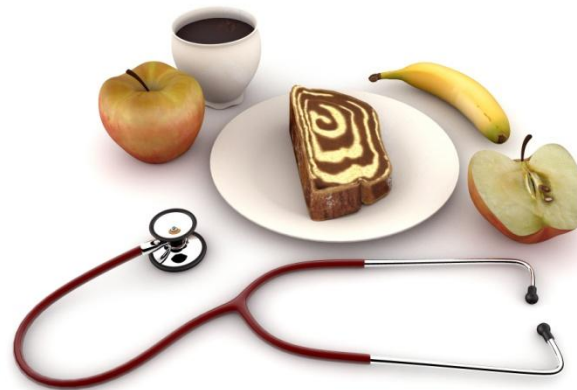
Detailed Analysis of Results

Eating Habits and Health	22
Knowledge and Understanding of Nutrition	34
Influences on Food Choices	38
Food Product Labels	48
Sources of Information about Food and Nutrition	54



Eating Habits and Health

1. Canadians rate their health to be good to excellent and consider their eating habits to be the same
2. Nearly all Canadians have done something to improve or change their eating and drinking habits over the past year
3. A quarter of Canadians say they follow Canada's Food Guide
4. Not all Canadians eat breakfast and lunch daily
5. Canadians generally eat meals prepared at home
6. Many Canadians look for nutritional information when they eat out
7. Most Canadians use supplements

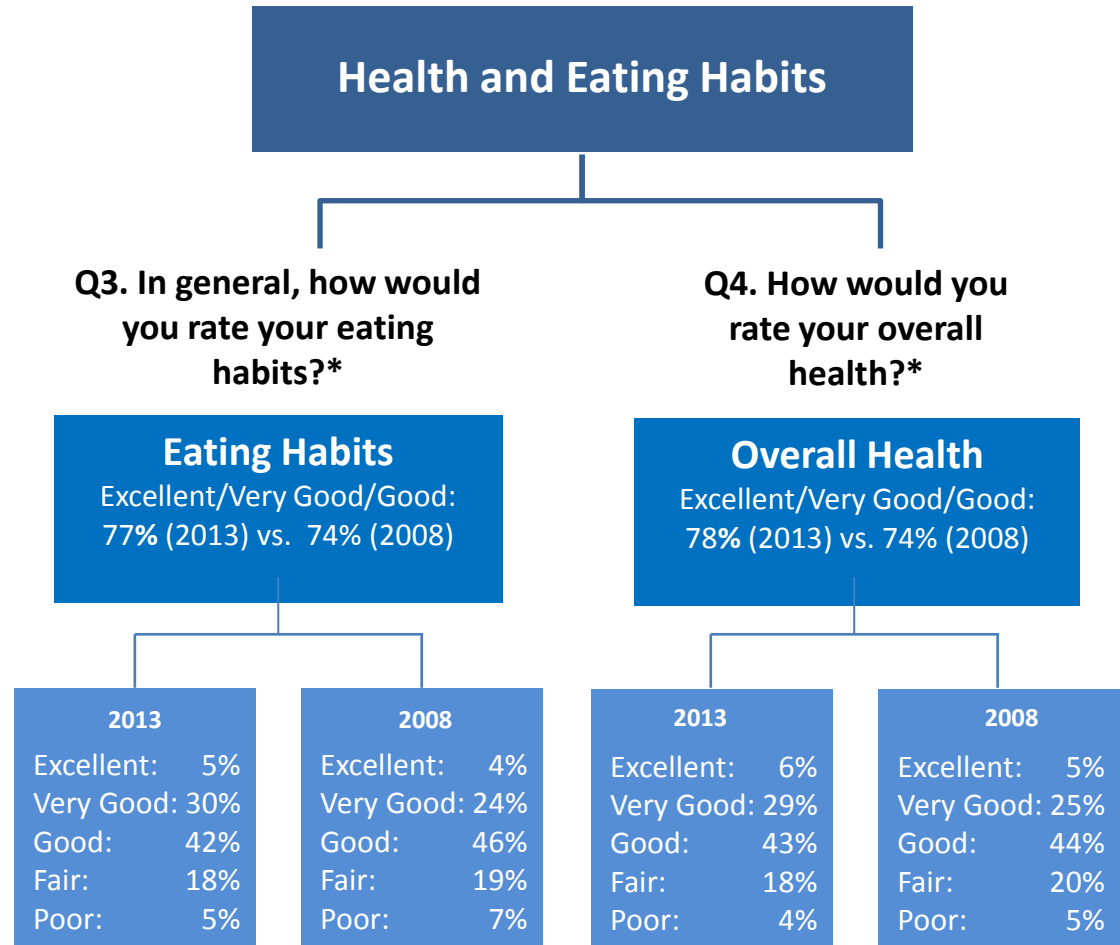


1. Canadians rate their health to be good to excellent and consider their eating habits to be the same

Canadians consider their eating habits (77%) and health (78%) to be good to excellent. One quarter of Canadians think their eating habits and health are fair or poor (23%, 22% respectively).

Not surprisingly, people who rate their overall health as good to excellent also rate their eating habits as being the same. In addition, they are also more likely to say they are knowledgeable about nutrition.

Canadians 65+ are the most likely to rate their eating habits as good to excellent (87%).



* Base: All (n=2004)

2. Nearly all Canadians have done something to improve or change their eating and drinking habits over the past year

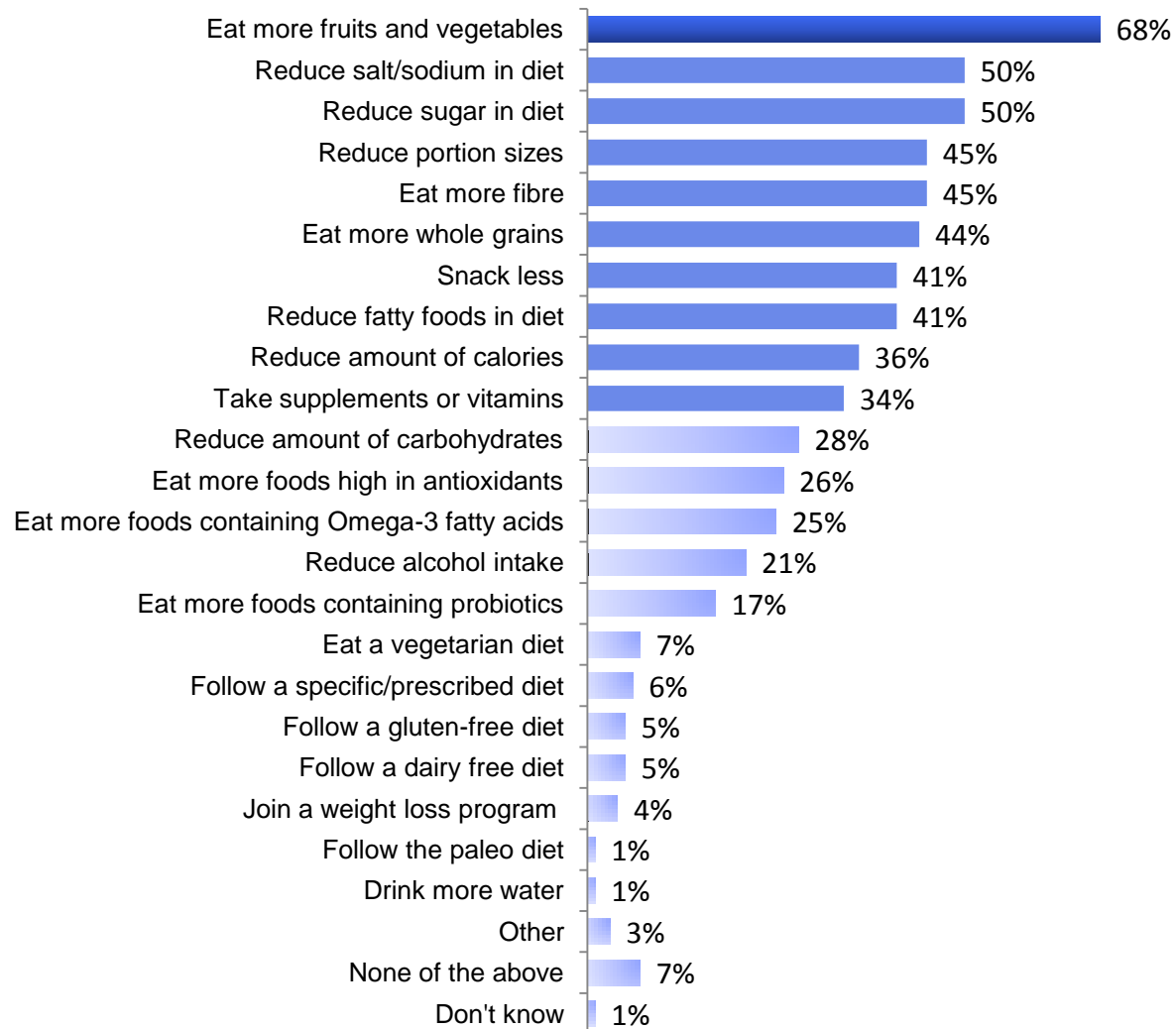
Of the people who have done something to improve or change their eating and drinking habits over the past year, most incorporated healthier eating habits into their lifestyle. For example, the top three improvement/changes made by Canadians are: eating more fruits and vegetables (68%), reducing salt/sodium (50%) and reducing sugar (50%) in their diet.

The same trend emerges when a similar question was asked in 2008. Eating more vegetables was at the top of the list followed by consuming less fat and eating more fibre/whole grains.

Canadians are less likely to make big changes such as become a vegetarian (7%), follow a specific diet (6%), or join a weight loss program (4%).



Q19. What have you done to improve or change your eating and drinking habits over the past year?*



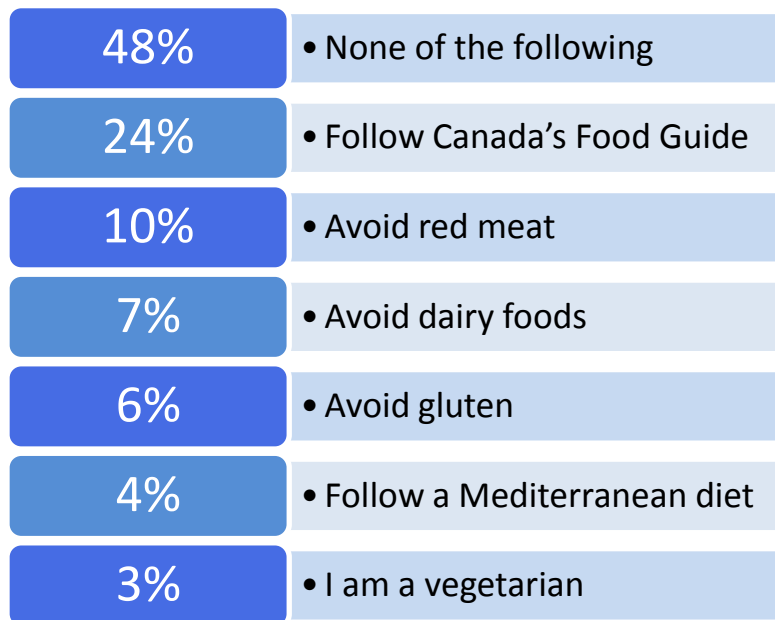
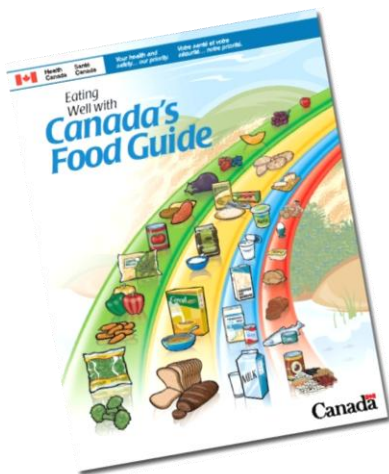
* Base: All (n=2004)

3. A quarter of Canadians say they follow Canada's Food Guide

Canadians describe their eating habits/patterns in various ways, with one quarter (24%) saying they follow Canada's Food Guide. Very few Canadians say they avoid a particular food, such as red meat (10%), dairy products (7%) or gluten (6%).

Women are more likely than men to say they follow Canada's Food Guide (29% vs. 18%) , whereas men are more likely to say that none of the following describes their eating habits/patterns (56% vs. 41% women)

Q25. How would you describe your eating habits/patterns?*



* Base: All (n=2004)

4. Not all Canadians eat breakfast and lunch daily

Consistent with the 2008 results, the majority of Canadians eat dinner every day (87%), while less than two-thirds of Canadians eat breakfast (63%) and lunch (64%) daily. Canadians are more likely to eat breakfast every day now compared to the 2008 results (63% vs. 58%). Understandably, those who rate their eating habits as excellent/very good are the most likely to eat three meals every day.

In terms of snacking between meals, Canadians indicate that they snack about 4 times a week. However, when asked about daily snacking patterns, they indicate that they snack twice a day. Canadians under 55 are more likely to say they snack everyday compared to those who are 55+ (35% vs. 20%). The same is true about women (34% vs. 25% men).



QC

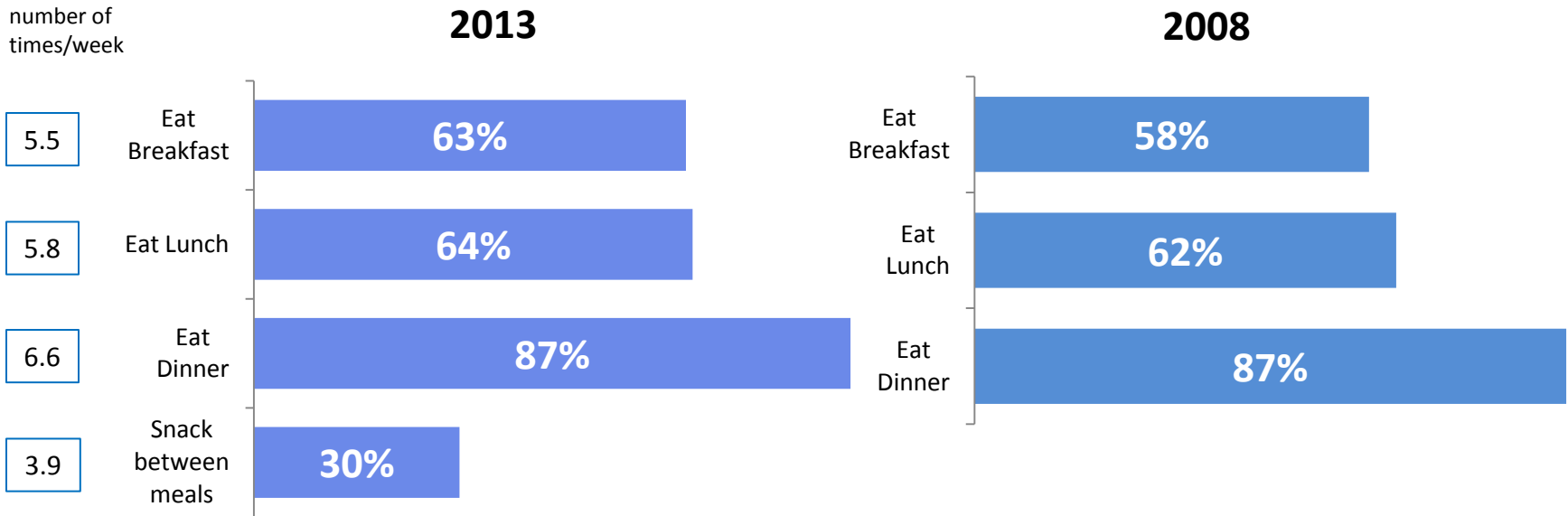
An interesting finding... Regionally, Quebeckers are more likely to eat breakfast (68% vs. 62%, 57%), lunch (70% vs. 61%, 59%) and dinner (92% vs. 85%, 85%) compared to those in Ontario and Alberta.

ON
AB

Q20. In a typical week how often do you do each of the following?*

Q21. On average, how many times do you snack a day?* A snack is a food not meant to be eaten as a main meal but consumed between meals.

Mean
number of
times/week



* Q20 Base: All 2013 (n=2004), 2008 (n=2003). Q21 Base: All (n=2004)

5. Canadians generally eat meals prepared at home

On average, Canadians eat meals prepared at home at least five days a week. Consistent with 2008 results, breakfast is the meal Canadians are the most likely to prepare at home (52%), followed by dinner (48% vs. 43% 2008) and lunch (37% vs. 38% 2008).

On average, Canadians eat each meal out once a week. Not surprisingly lunch and dinner are the most popular meals for eating out. Canadians 18-34 are more likely to eat lunch (21% vs. 12%) and dinner (19% vs. 9%) out compared to older Canadians 45+ .



Q22. Using the following scale, how often do you do each of the following?*

Breakfast



Lunch



Dinner



Prepared at home:

5 days a week

5 days a week

6 days a week

Prepared outside the home:

1 day a week

1 day a week

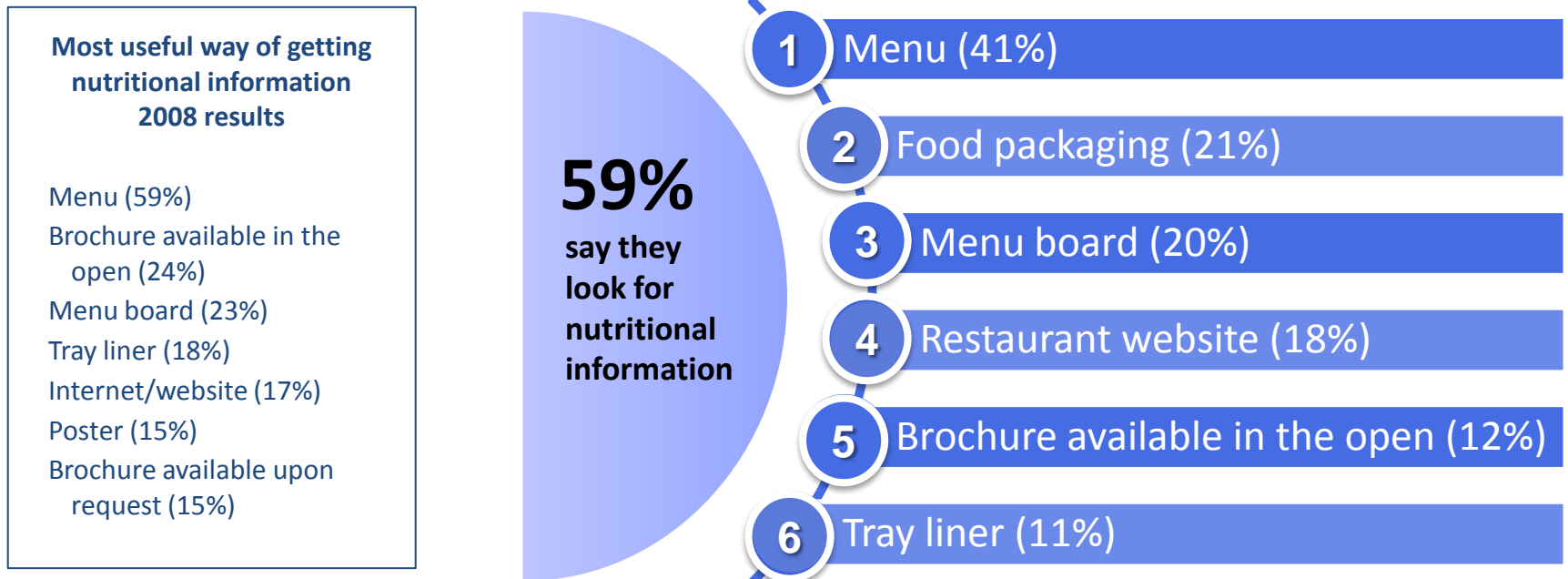
1 day a week

* Base: All (n=2004). Scale range from never to daily.

6. Many Canadians look for nutritional information when they eat out

In order to obtain nutritional information from food establishments, Canadians look on the menu (41%), food packaging (21%), menu boards (20%) and restaurant websites (18%). Not surprisingly, Canadians 18-54 are more likely to look for nutritional information on a restaurant's website compared to those 55+ (22% vs. 11%). Consistent with 2008 results, menus are seen as the most useful way to obtain nutritional information when eating out.

Q23. Do you look for nutritional information from any of the following sources when eating out?*



* Base: All (n=2004)

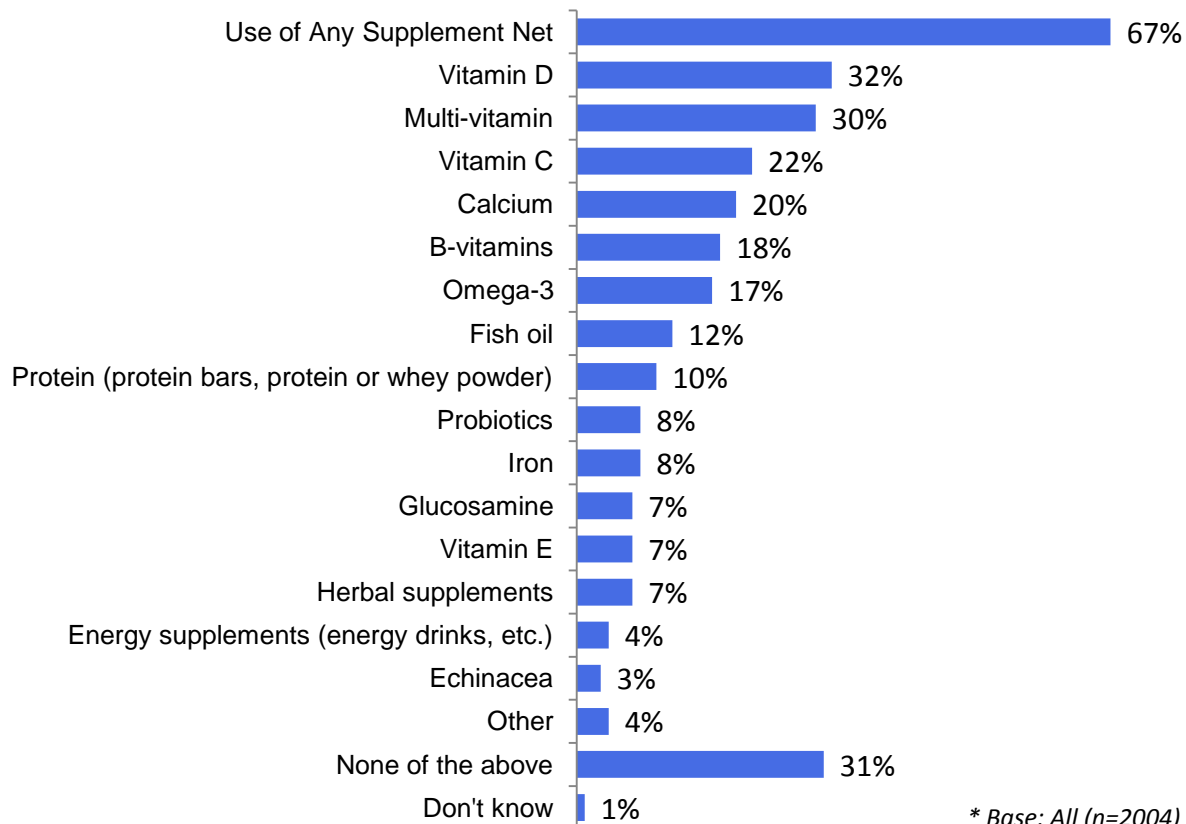
7. Most Canadians use supplements

Two-thirds of Canadians use supplements. Vitamin D (32%) and multi-vitamins (30%) are the most popular followed by vitamin C (22%), calcium (20%), B-vitamins (18%) and omega-3 (17%). Canadians are less likely to use supplements such as probiotics (8%), iron (8%), glucosamine (7%), vitamin E (7%) and herbal supplements (6%).

Q24. Do you use any of the following supplements?*

Those 65+ are the most likely to say they use supplements.

Regionally, residents of Quebec are the least likely to say they use any supplements (53%).



* Base: All (n=2004)

Knowledge and Understanding of Nutrition

1. Canadians consider themselves to be knowledgeable about nutrition
2. Canadians have a good understanding about nutrition



1. Canadians consider themselves to be knowledgeable about nutrition

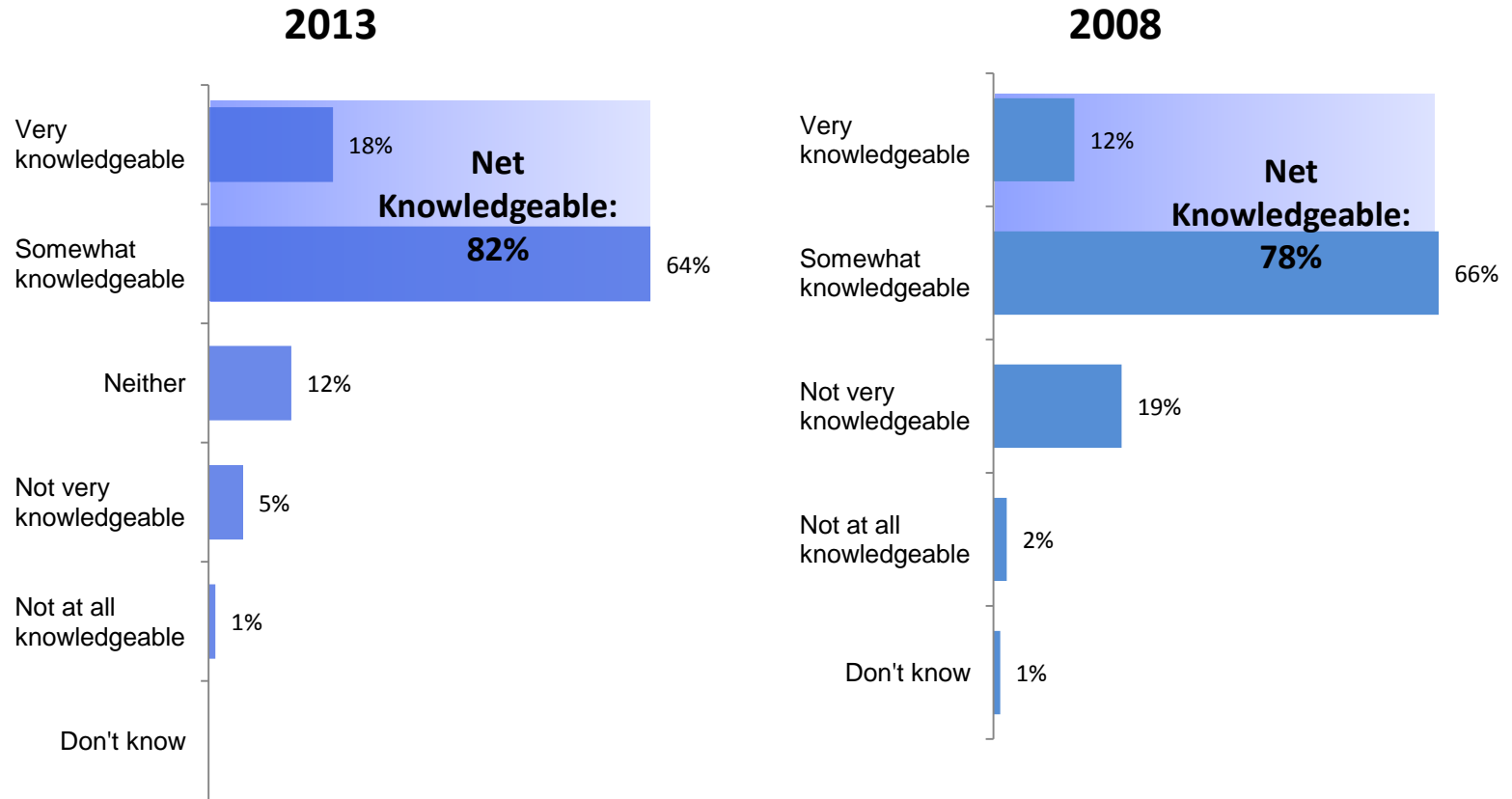
Overall, in 2013 Canadians consider themselves knowledgeable about nutrition (82% vs. 78% 2008). Few people indicate that they are not knowledgeable about nutrition.

Notably, those who rate their eating habits as excellent/very good are the most likely to say they are knowledgeable about nutrition (94%). Women consider themselves to be more knowledgeable about nutrition than men (85% vs. 77%). As education increases, so does one's confidence in their nutrition knowledge.



Q13. How knowledgeable would you say you are about food and nutrition?*

Q10. How knowledgeable would you say you are about nutrition?*



*Q13 Base: All 2013 (n=2004), 2008 (n=2003). Q10 Base: All 2008 (n=2003)

2. Canadians have a good understanding about nutrition

We asked Canadians a series of true false questions to help validate their self-reported knowledge about nutrition. Overall, people who think they are knowledgeable generally have a good understanding of nutrition, a trend also seen in 2008. Over half of Canadians (54%) incorrectly answered the following question: “the amount of cholesterol people eat is the major factor that affects their blood cholesterol.” Only thirty-four percent answered this question correctly. Another question Canadians had trouble with was “non- hydrogenated or soft margarine contains less fat than butter”. Only forty percent answered this question correctly.

Few Canadians answered all of the questions correctly (8%). Those 45+ are more likely to have answered all of the questions correctly compared to those under 45 (11% vs. 4% under 45).

Q14. Based on what you’ve heard or know about nutrition, please indicate whether you think the following statements are true or false.*



True

- ✓ Reducing salt or sodium in the diet can reduce blood pressure (93%)
- ✓ Omega-3 fatty acids are important to a healthy diet (90%)
- ✓ A high fiber diet may help prevent colon cancer (85%)
- ✓ Canadians need to reduce their sodium intake to 2300 mg per day (78%)
- ✓ The glycemic index ranks carbohydrate foods on how they affect our blood sugar levels (64%)



False

- ✗ All processed foods are unhealthy (63%)
- ✗ Non-hydrogenated or soft margarine contains less fat than butter (40%)
- ✗ The amount of cholesterol people eat is the major factor that affects their blood cholesterol (34%)

*Base: All 2013 (n=2004). On average, Canadians answered 6 out of 8 questions correctly. Percentages shown for correct answer.

Influences on Food Choices

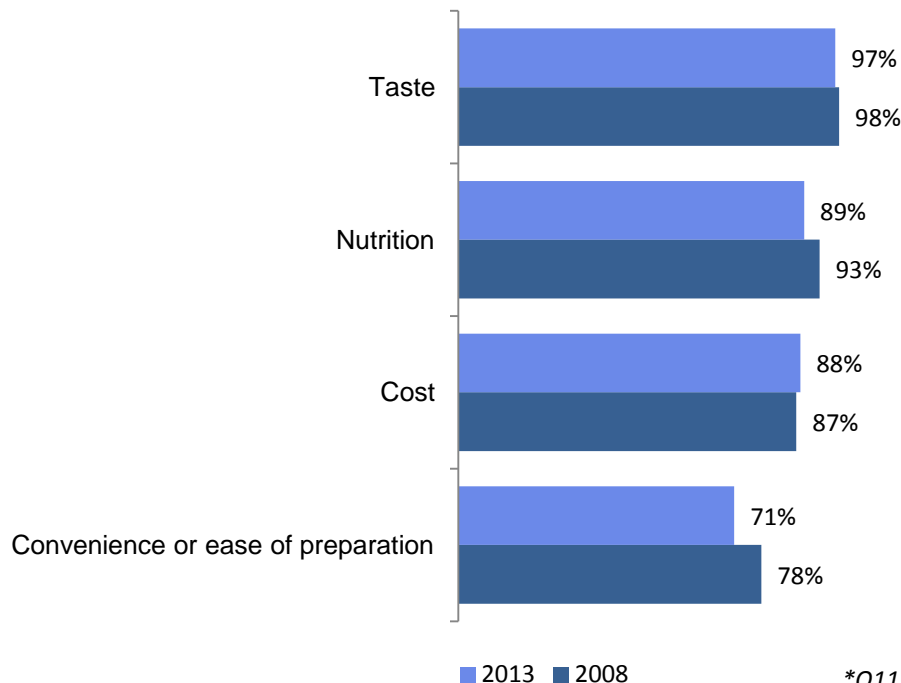
1. Taste is key
2. Maintaining good health is a key in one's food choice
3. Various factors influence food choice
4. Most Canadians are comfortable selecting, preparing and storing food



1. Taste is key

Nearly all Canadians want food to taste good (97%). Nutrition (89%), cost (88%) and convenience (71%) are also important. Consistent with the 2008 report, taste and nutrition are the most important when choosing food to eat. While nutrition and convenience are still important, there has been a significant decrease when compared to the 2008 results.

Q11. How important are each of the following factors when choosing the food you eat?*



*Q11 Base: All 2013 (n=2004), 2008 (n=2003)

ON

An interesting finding... Those in Ontario are more likely to say nutrition (92% vs. 84%), cost (89% vs. 93%) and convenience or ease of preparation (74% vs. 67%) are important compared to those in Quebec.

QC

When asked to rank these factors in order of importance, a similar pattern emerges. Taste and nutrition are ranked as the most important followed by cost and convenience. The importance of food cost increases among those with an annual household income of less than \$80K.

Q12. Please rank these factors from 1 to 4 with 1 being most important and 4 being least important.*



Most frequently mentioned in order of importance

- 1 Taste**
- 2 Nutrition**
- 3 Cost**
- 4 Convenience or ease of preparation**

**Base: All (n=2004)*

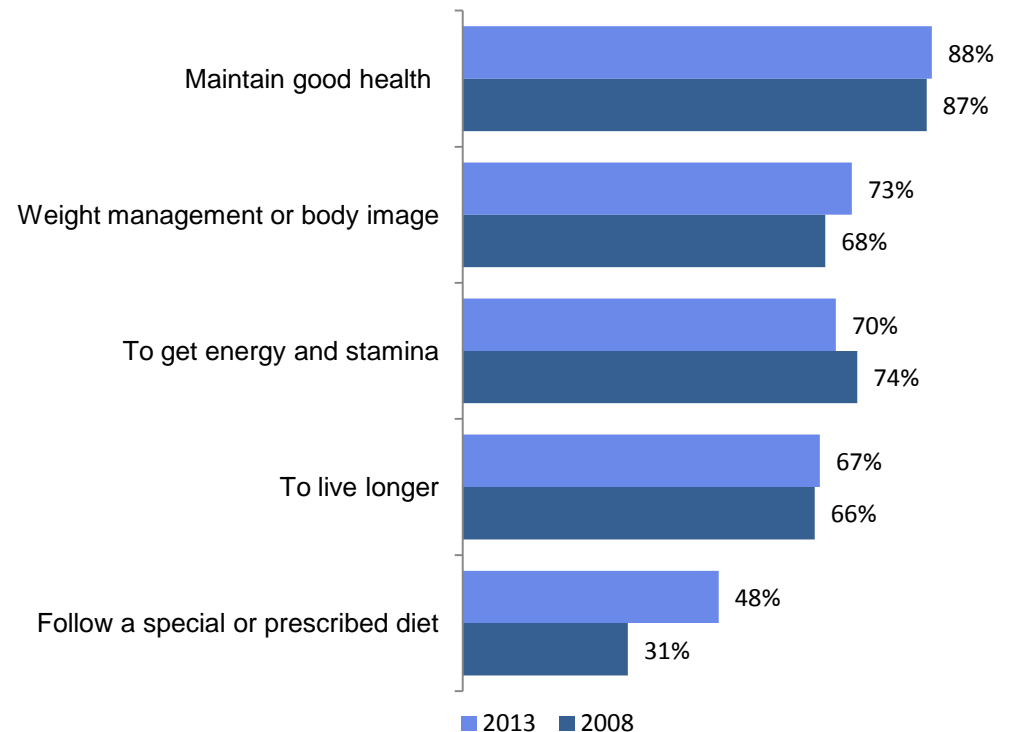
2. Maintaining good health is a key in one's food choice

The majority of Canadians say that maintaining good health (88%), weight management or body image (73%) and gaining energy or stamina (70%) influence the food choices they make. Overall, the results have stayed the same since 2008 with the exception of following a special or prescribed diet (48% vs. 31% 2008).

Those who are knowledgeable about nutrition and rate their eating habits as excellent or very good say all of these items influence their food choice when selecting food to eat.

Q8. When you are selecting food to eat, to what extent do each of the following influence your food choice.*

Women are more likely to say all of these items influence their food choice compared to men.



*Base: All (n=2004)

3. Various factors influence food choice

Canadians mention various things influence their food choices. The graph that follows illustrates the most influential food considerations, secondary considerations and factors that are of less influence. Generally speaking, Canadians 55+ and those who identify themselves as being knowledgeable about nutrition say that all of these factors influence their food choice.

While Canadians say food low in sugar influences their food choice more than food containing non-caloric sweeteners, many say they are concerned about various sweeteners. Those 65+ are the most likely to be concerned about sugar (74%), evaporated cane juice (39%) and maple syrup (28%).

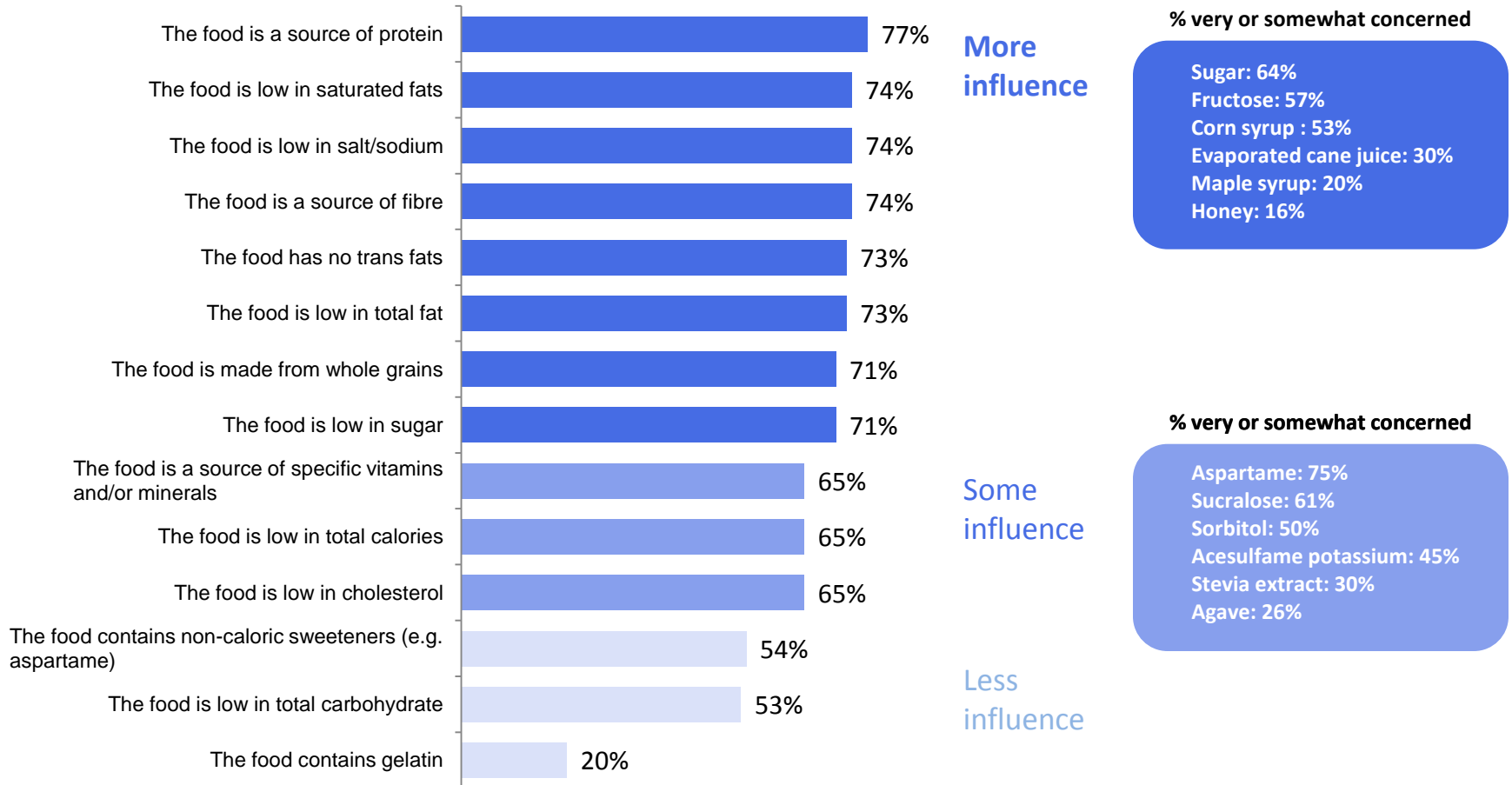


QC

An interesting finding... Those in Ontario are more likely to be concerned about all of the sugars compared to those in Quebec.

ON

Q9. When you are selecting food to eat, to what extent do each of the following influence your food choice?*



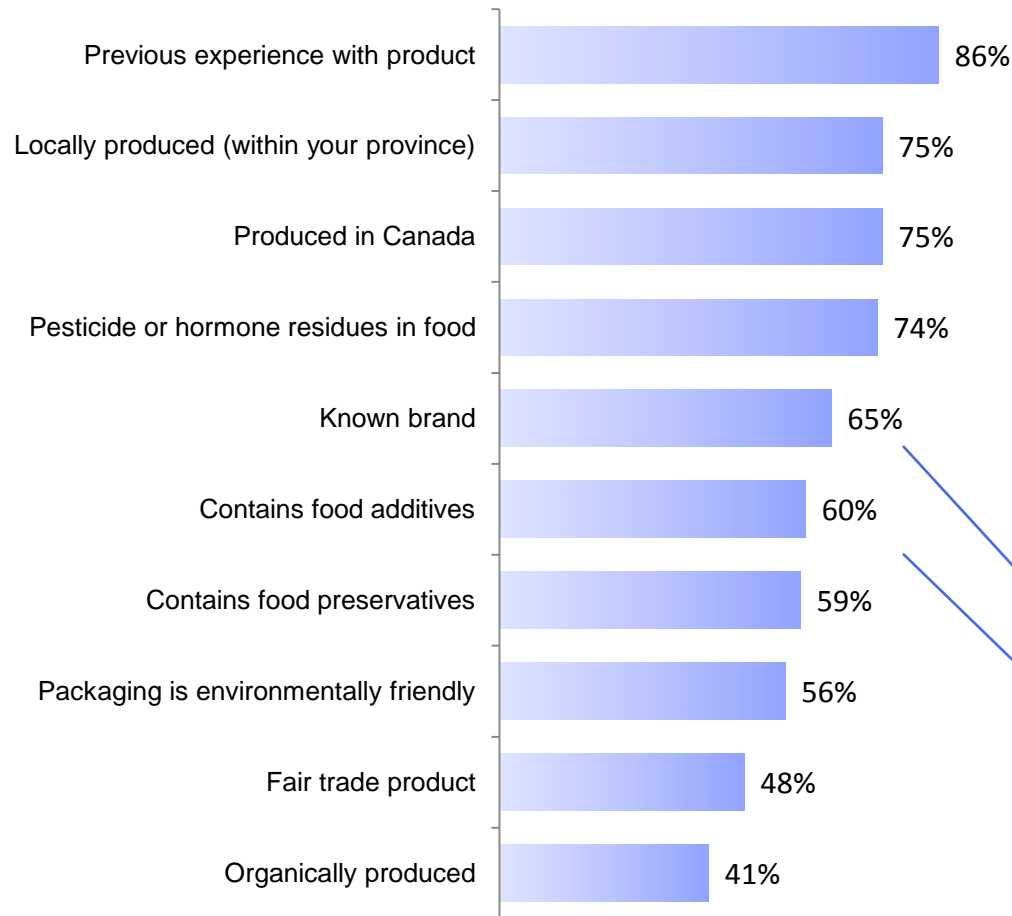
*Q9 Base: All (n=2004). Q9A. How concerned are you about each of the following sweeteners: Base: those who selected very or somewhat influential for food low in sugar (n=1434). Q9B. How concerned are you about each of the following sweeteners: Base: those who selected very or somewhat influential for food low in non-caloric sweeteners (n=1062)

4. Canadians consider various factors when making food choices

Canadians largely think that all of the factors listed on the next page are important when making food choices with the exception of fair trade products (48%) and products that are organically produced (41%). Generally speaking, Canadians 65+ are more likely to say all of the factors are important. The same is true about women (with the exception of known brands).



Q10. Below are a number of possible factors that might influence the foods you choose to buy. How important are each of the following factors in making your food choices?*



Those who are primary food shoppers are more likely to say all of these factors are important with the exception of the following factors :

- Organically produced products
- Known brands
- Packaging that is environmentally friendly
- Fair trade products

Those in Quebec are the least likely to say known brands (51% vs. 69% rest of Canada) and food that contain additives (49% vs. 63% rest of Canada) are influential in terms of choosing food to buy.

*Base: All (n=2004)

5. Most Canadians are comfortable selecting, preparing and storing food

Overall, Canadians are comfortable with all of the following items related to selecting, preparing and storing food. Those who rate their eating habits as excellent/very good say they are comfortable with all of these items. The same is true about those who say they are knowledgeable about food.

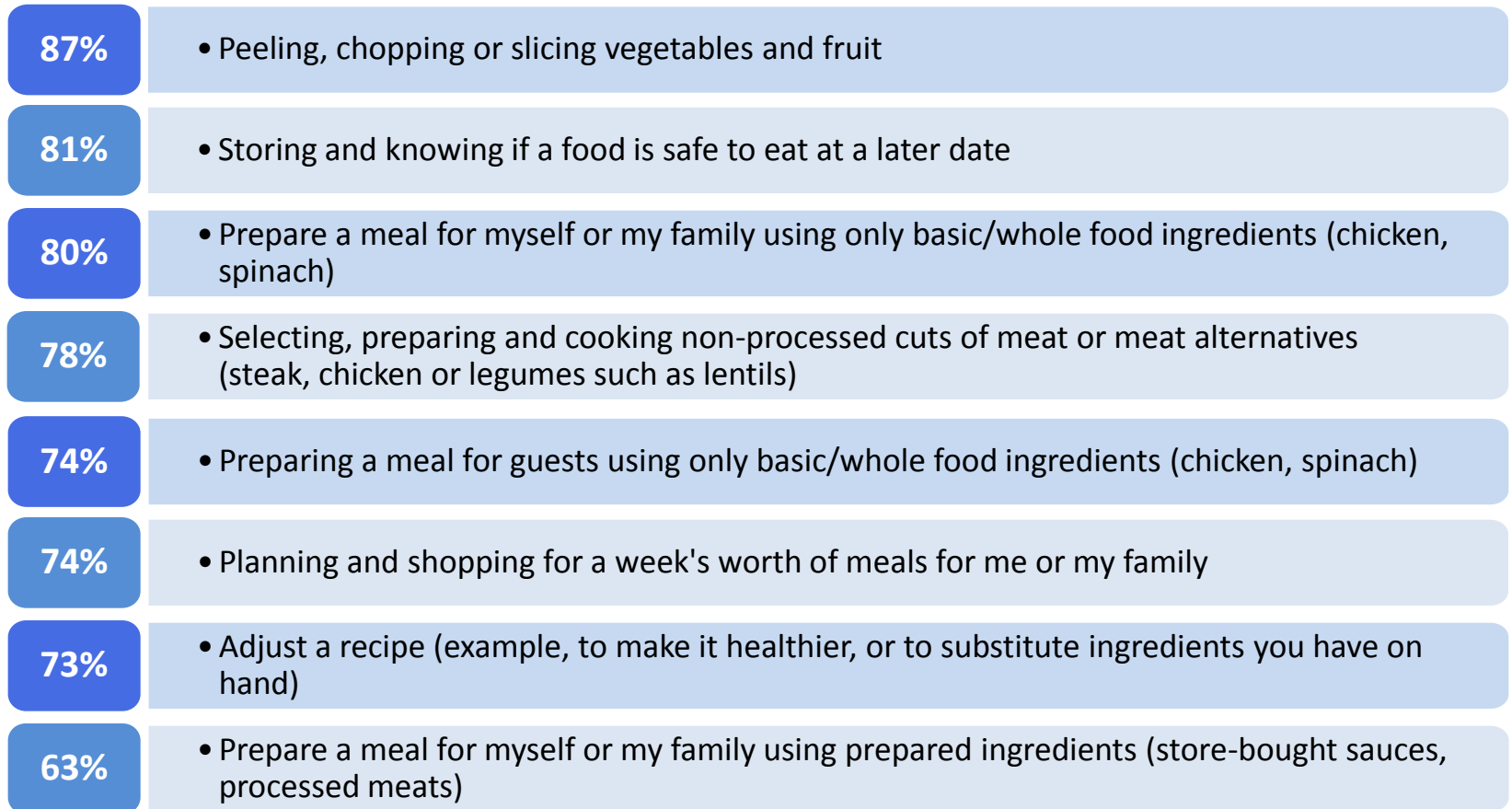
Younger Canadians 18-34 are less comfortable with peeling, chopping or slicing vegetables (82% vs. 90% 55+), selecting and cooking non-processed cuts of meat or meat alternatives (71% vs. 81% 55+) and preparing a meal for themselves or their family using only basic food ingredients (77% vs. 86% 55+). However, they are more comfortable preparing a meal using prepared ingredients (68% vs. 54% 55+).

Women are more comfortable than men peeling, chopping or slicing vegetables (90% vs. 83%), preparing a meal for themselves or their family using only basic/whole food ingredients (85% vs. 76%), preparing a meal for guests using only basic whole food ingredients (80% vs. 67%) and adjusting a recipe to make it healthier or substitute ingredients (77% vs. 68%).



Q7. Using the scale below, please rate how comfortable you are on the following items related to selecting, preparing and storage of foods.*

Net Comfortable (very comfortable/somewhat comfortable):



*Base: All (n=2004)

Food Product Labels

1. Canadians read labels for information related to food content as opposed to health benefit statements, symbols or logos
2. Canadians look at the information on food packages for various reasons

Nutrition Facts	
Serving Size 1/4 Cup (30g)	
Servings Per Container About 38	
Amount Per Serving	
Calories 200	Calories from Fat 150
% Daily Value*	
Total Fat 17g	26%
Saturated Fat 2.5g	13%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 120mg	5%
Total Carbohydrate 7g	2%
Dietary Fiber 2g	8%
Sugars 1g	
Protein 5g	
Vitamin A 0%	• Vitamin C 0%
Calcium 4%	• Iron 8%
*Percent Daily Values are based on a 2,000 calorie diet.	

1. Canadians read labels for information related to food content as opposed to health benefit statements, symbols or logos



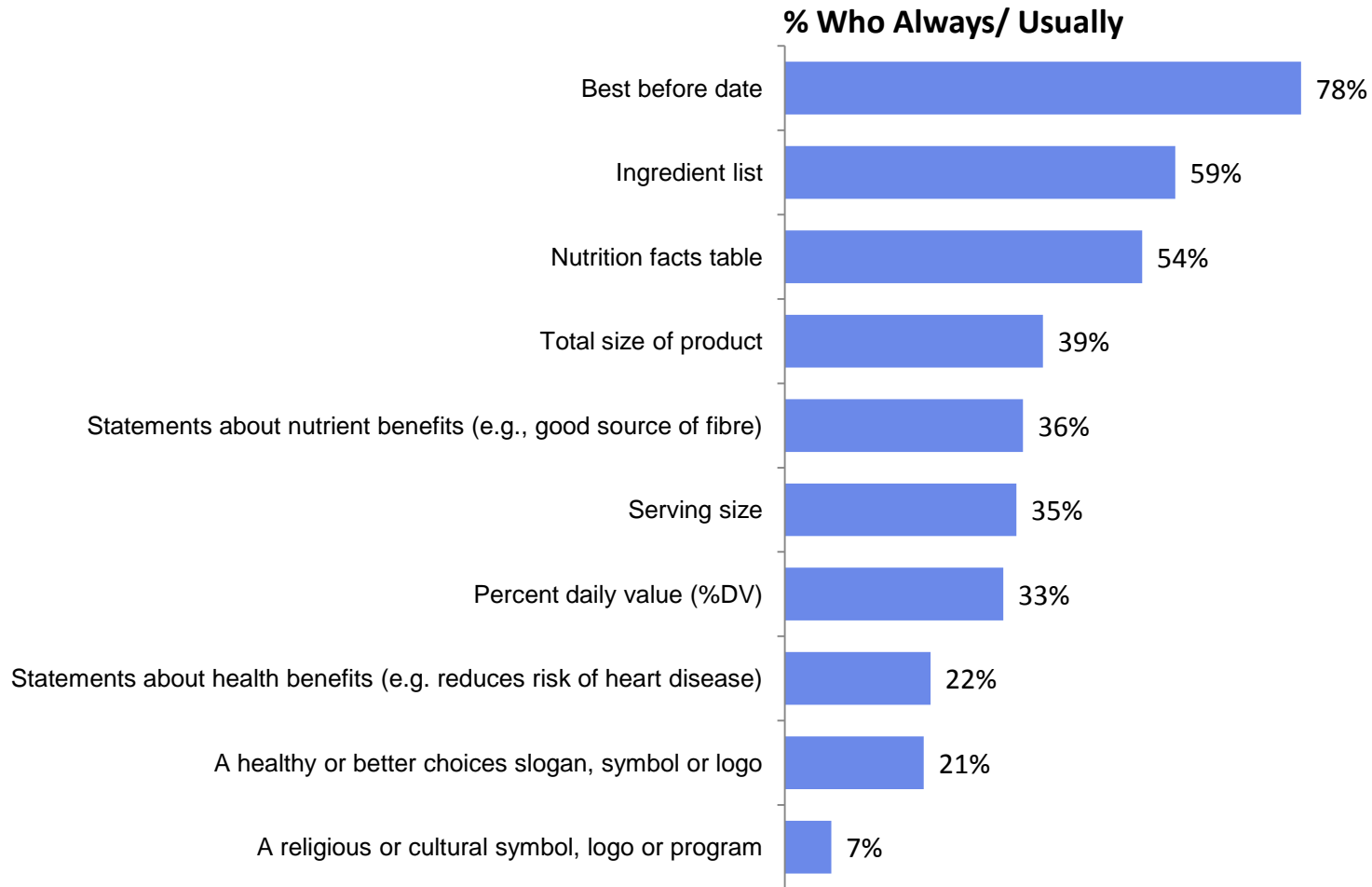
When looking at a label of a food product, most Canadians always/usually look at the best before date (78%). The ingredient list (59%) and nutritional facts table (54%) are also frequently consulted.

Canadians are less interested in statements about health benefits (22%), health or better choice slogan, symbol or logo (21%) and religious or cultural symbol, logo or program (7%).

Generally speaking, those who rate their health as excellent/very good are the most likely to say they always/usually do all of these things.

Those 45+ are more likely to always/usually look at the best before date compared to those under 45 (72% vs. 82%). Those 65+ are the most likely to say they always/usually look at the ingredient list (71%) and serving size (43%).

Q17. When looking at the label of a food product, how often do each of the following sources of information guide your food choices?*

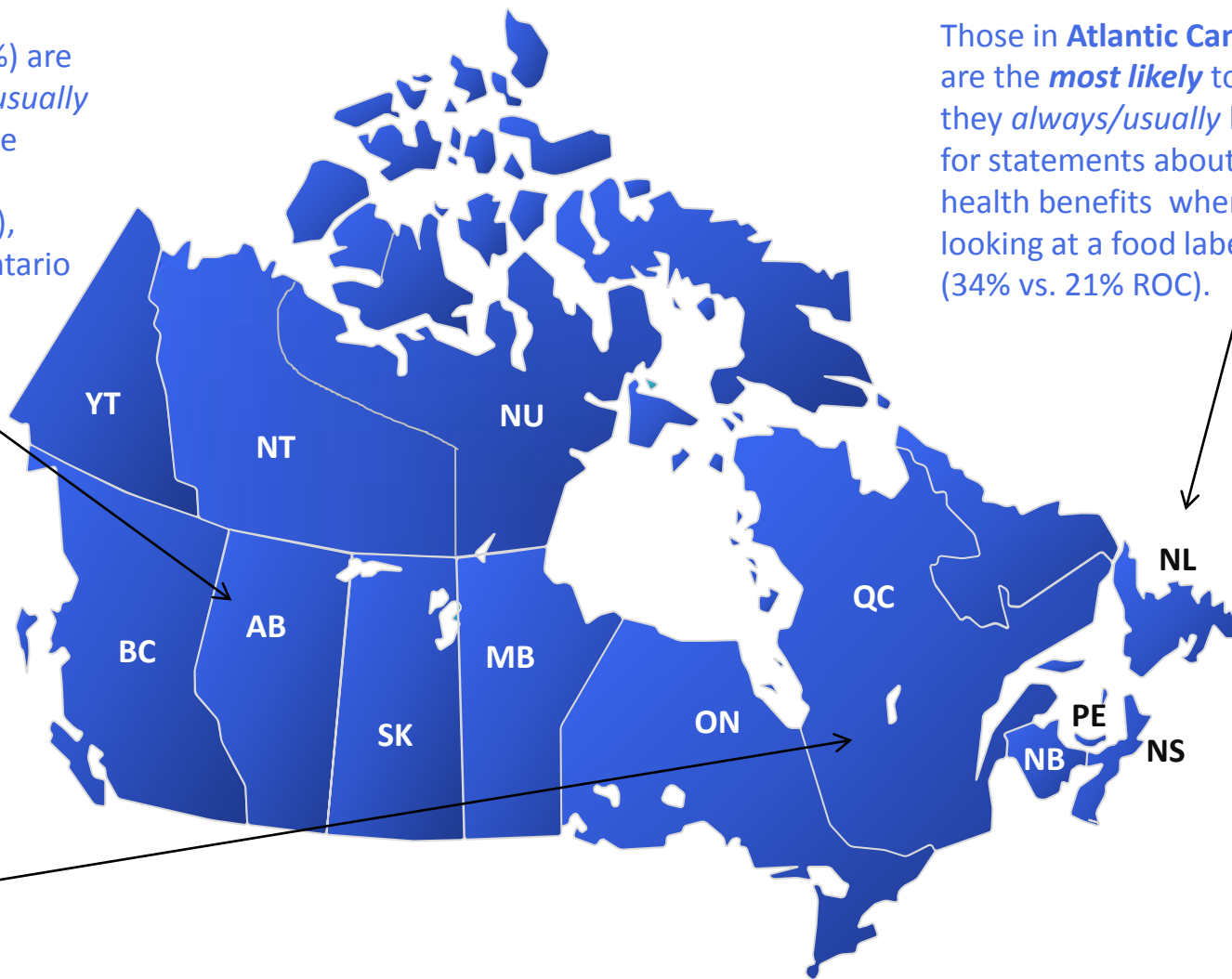


*Base: All (n=2004)

Those in **Alberta** (27%) are *less likely* to *always/usually* look at the serving size compared to those in Atlantic Canada (39%), Quebec (40%) and Ontario (35%).

Those in **Quebec** (60%) are *more likely* to look at the nutrition facts table *always/usually* compared to those in Ontario (53%), the Prairies (50%) and Alberta (47%).

Those in **Atlantic Canada** are the *most likely* to say they *always/usually* look for statements about health benefits when looking at a food label (34% vs. 21% ROC).



2. Canadians look at the information on food packages for various reasons

Food labels offers a variety of information. Most Canadians read labels primarily to search for information. Seventy-one percent say they often/sometimes compare the nutritional quality in similar types of foods and read labels to get a general idea of the calorie content of a food (71% each). Others mentioned they read labels to see if there is a little or a lot of a nutrient in a product (69%), and to see where the product comes from (67%).

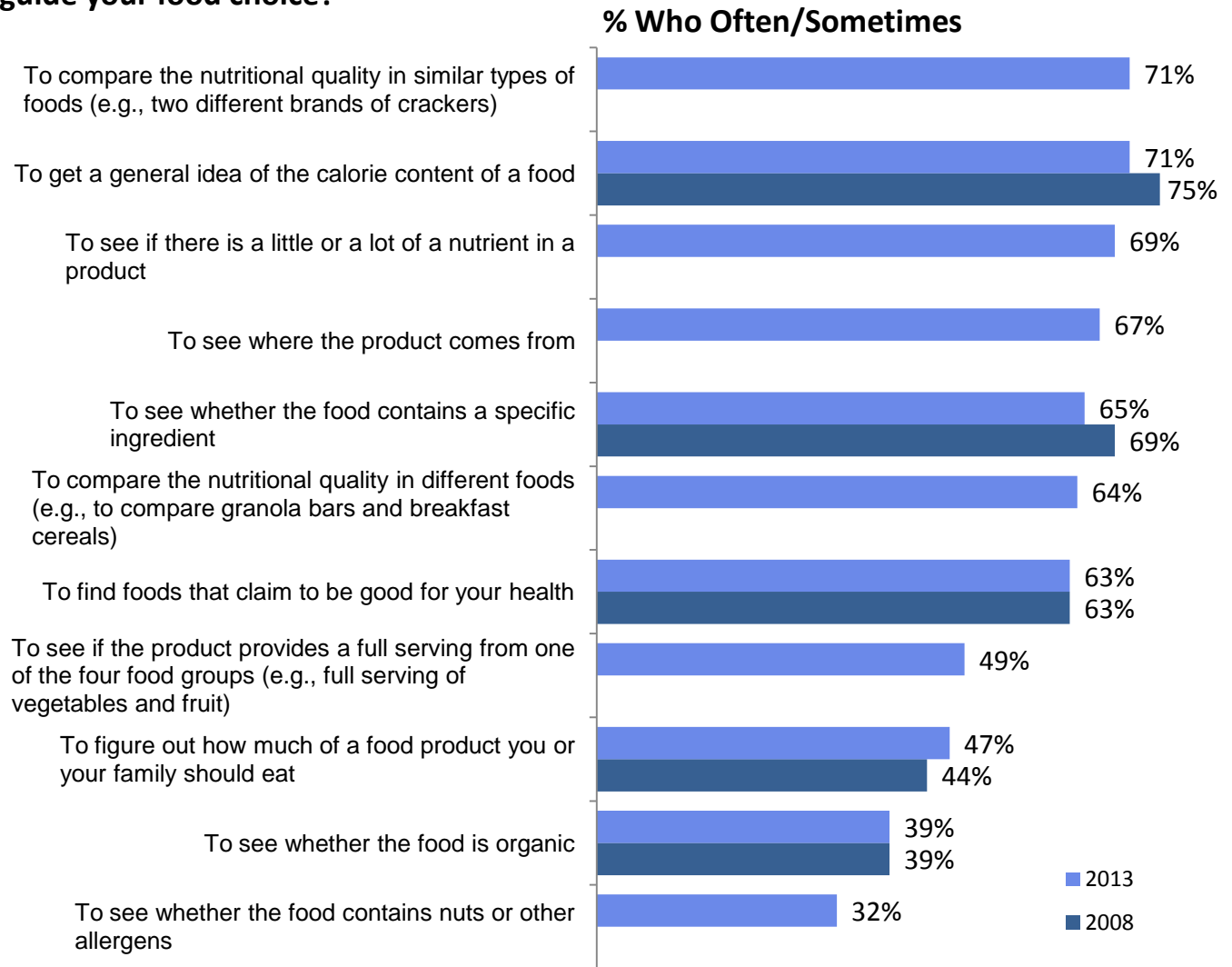
Compared to the 2008 results, Canadians are less likely to read labels now to get a general idea of the calorie content of a food (71% vs. 75% 2008) and see whether the food contains a specific ingredient (65% vs. 69% 2008). Consistent with 2008 results less than half of Canadians use the information on food packages to determine how much of the product they or their family should eat.

As age increases so does the likelihood of reading food labels to see where the product comes from.

Regionally, those in Manitoba and Saskatchewan are less likely to say they often/sometimes look at information on a food package to see where the product comes from (56% vs. 74% Atlantic Canada, 65% QC, 70% ON, 71% BC). Those in Alberta (37%), Manitoba/Saskatchewan (37%) and Ontario (33%) are more likely to often/sometimes look at information on food packages to see whether the food contains nuts or other allergens compared to those in Quebec (28%).

Nutrition Facts	
Serving Size 1/4 Cup (30g)	
Servings Per Container About 38	
Amount Per Serving	
Calories 200	Calories from Fat 150
% Daily Value*	
Total Fat 17g	26%
Saturated Fat 2.5g	13%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 120mg	5%
Total Carbohydrate 7g	2%
Dietary Fiber 2g	8%
Sugars 1g	
Protein 5g	
Vitamin A 0%	Vitamin C 0%
Calcium 4%	Iron 8%
*Percent Daily Values are based on a 2,000 calorie diet.	

Q18. When looking at information on a food package either in the store or at home, how often do each of the following reasons guide your food choice?*



*Base: All (n=2004). Not all statements were asked in 2008.

Sources of Information about Food and Nutrition

1. The majority of Canadians look for food and nutritional information on food product labels
2. Health professionals are considered to be the most credible source of information regarding food and nutrition



1. The majority of Canadians look for food and nutritional information on food product labels

Canadians access information about food and nutrition from various sources. The most popular sources of information are ones that are easily accessible.

Consistent with the 2008 report, food product labels top the list. Other common sources include nutrition facts table (51%), the Internet (50%), friends/relatives/colleagues (49%) and magazines (48%). Few Canadians obtain information from government material (24%), fitness/weight loss programs and dietitians.

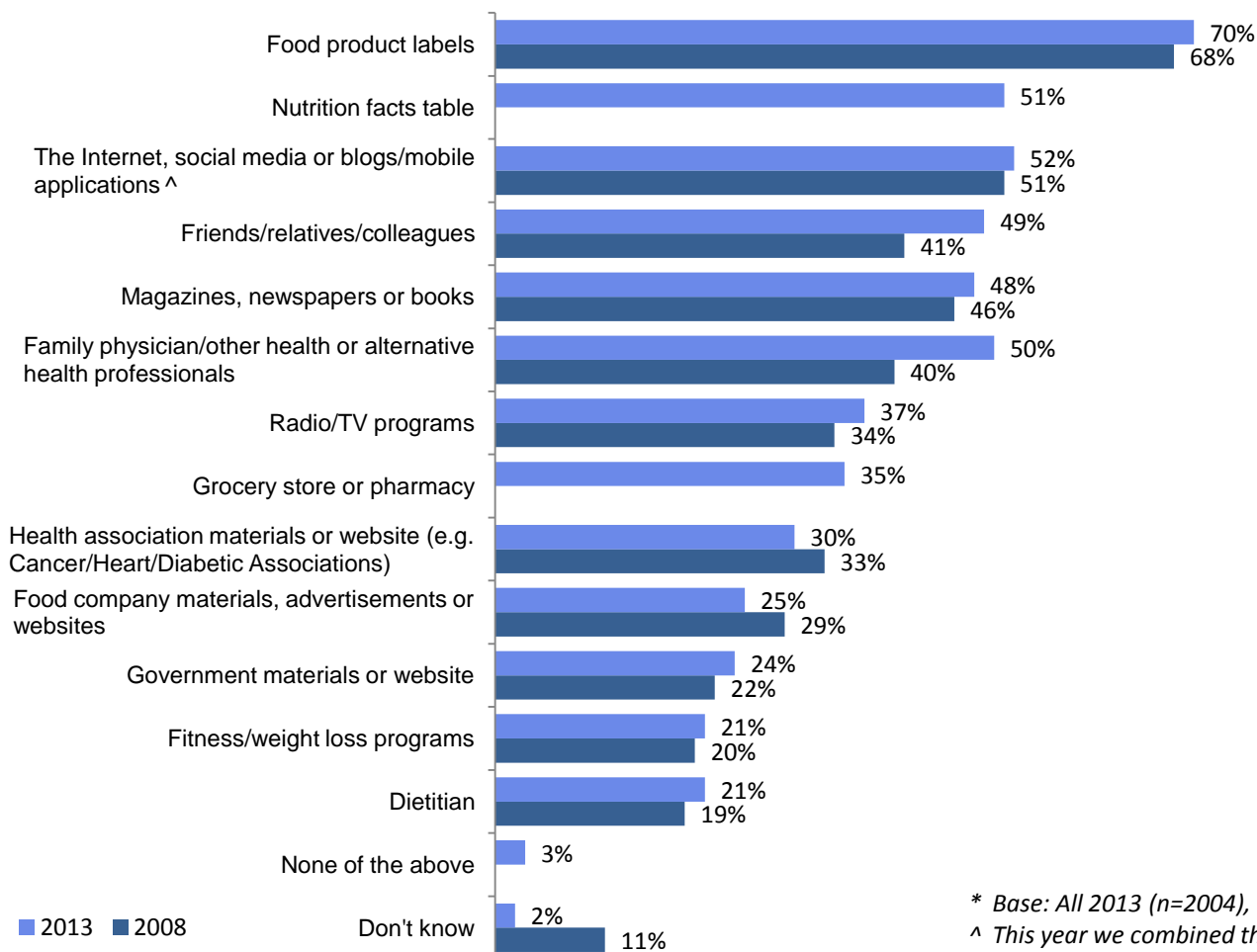
Canadians are more likely to obtain information from friends/relatives/ colleagues (49% vs. 41% 2008) and physicians or other health professionals compared to 2008. However, they are less likely to access food and nutrition information from health associations (30% vs. 33% 2008) and food companies (25% vs. 29% 2008).



Quebeckers are the most likely to say they get information about nutrition from the radio/TV programs (55%).



Q15. People can get information about food and nutrition from a number of different sources. From which of the following sources have you got information on food and nutrition in the past year?*



Older Canadians 55+ are more likely to get information about food from food labels (80% vs. 65% under 55).

Younger Canadians 18-34 are more likely to obtain information via the Internet (56% vs. 45%).

* Base: All 2013 (n=2004), 2008 (n=2003)

^ This year we combined the Internet/social media or blogs/mobile applications as one option. In 2008 we only asked about the Internet.

2. Health professionals are considered to be the most credible source of information regarding food and nutrition

Canadians believe that family physicians/other health or alternative health professionals (94%) are the most credible source of information followed by dietitians (88%) and health associations (86%).

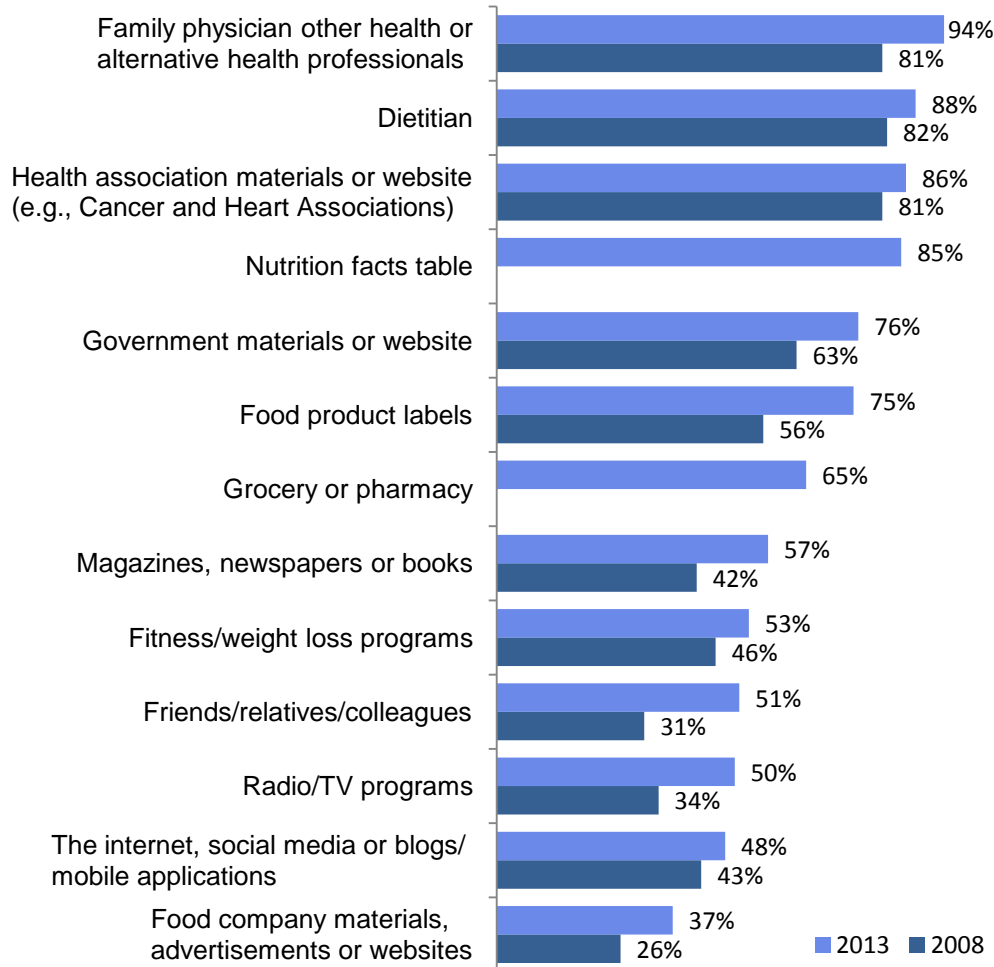
Interestingly, the sources considered to be the most credible are not the most used for information about food and nutrition. For example, 94% think that family physicians or other health or alternative health professionals are credible, but only 50% have received information on food and nutrition from this source in the past year.

Women are more likely to say all of these sources are credible compared to men.



Q16. How credible are each of the following sources in terms of food and nutrition information?*

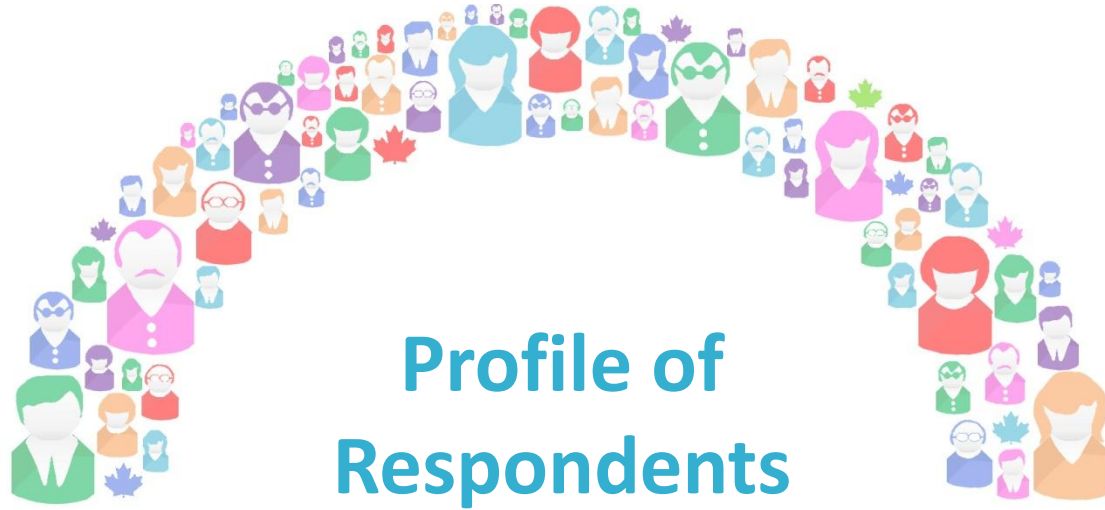
Net Credible (Very/Somewhat Credible)





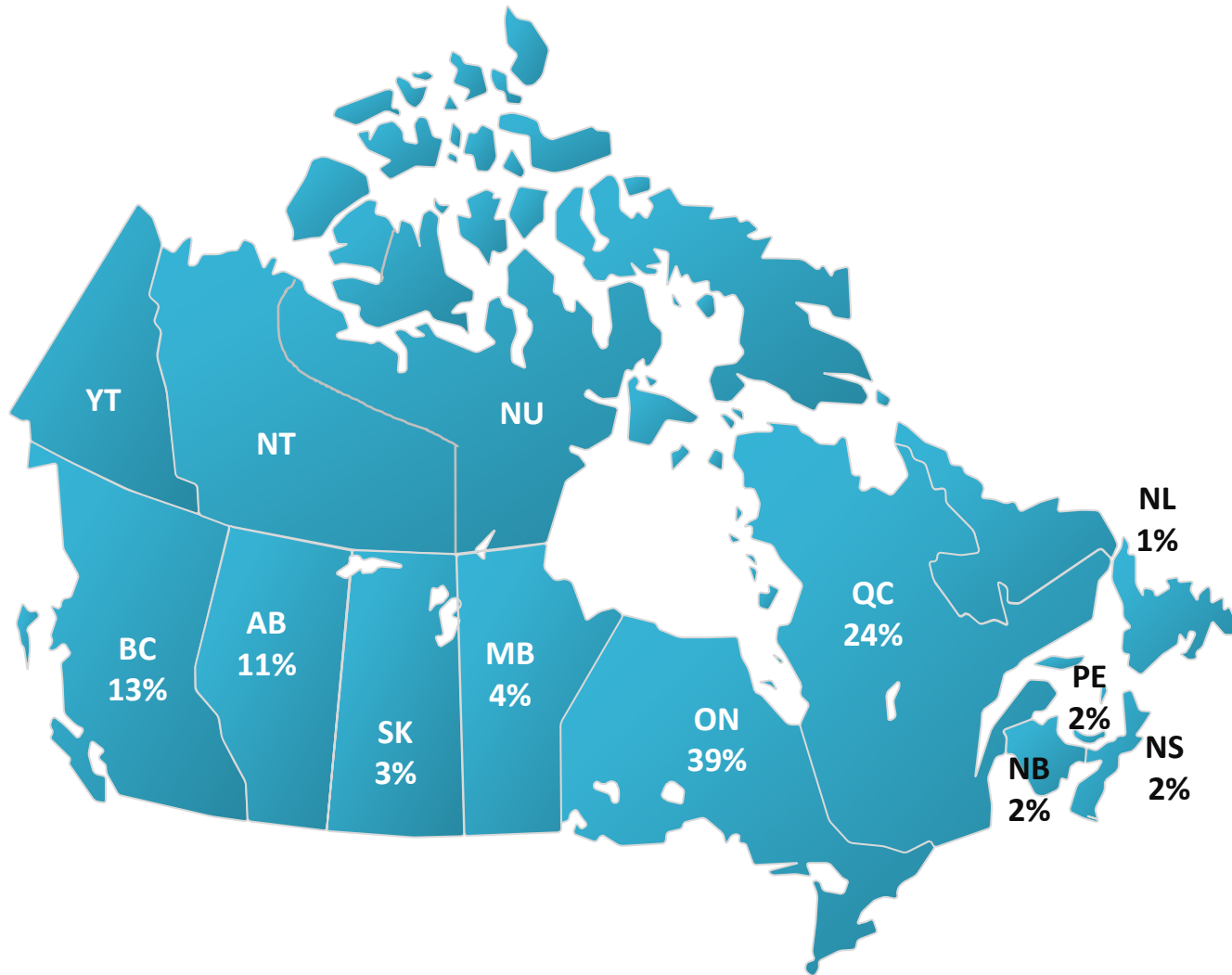
Health professionals are considered to be the most credible source, but only 50% say they obtained information regarding nutrition and food from them.

Despite only 21% of Canadians saying they obtained food information from a dietitian, 88% consider information provided by a dietitian to be credible.

*Base: All 2013 (n=2004), 2008 (n=2003)



Age	Total	Women 52%	Men 49%
18-24	12%		
25-34	16%		
35-44	17%		
45-54	20%		
55-64	17%		
65+	19%		



Are you the primary food shopper in your household?

Yes	61%
No	11%
Share equally	28%

Which of the following, if any, have you been diagnosed with?

High blood pressure	22%
High blood cholesterol	15%
Diabetes	10%
Food allergies	8%
IBS (irritable bowel syndrome)	6%
Osteoporosis	4%
Heart disease	4%
Gluten intolerance (not celiac)	2%
Celiac disease	1%
None	55%



Canadian Foundation for Dietetic Research

480 University Avenue, Suite 604, Toronto, Ontario M5G 1V2

Telephone: 519 267 0755

Fax: 416 596 0603

Email: isla.horvath@cfdrc.ca

www.cfdrc.ca

Charitable Registration No. 89270 2150 RR0001
