

# Tracking Nutrition Trends VII

*August 2008*

An Initiative of the Canadian Council of Food and Nutrition



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# Executive Summary

## Introduction

The following report presents the results of the 2008 Tracking Nutrition Trends (TNT VII) survey. In 1989, the former National Institute of Nutrition launched the TNT series to investigate the self-reported knowledge, attitudes and behaviours of the adult Canadian population with respect to food and nutrition. The Canadian Council of Food and Nutrition (CCFN) is continuing this legacy. Each wave of the TNT series (I through VII) has built on the previous findings and tracked changes over time. Previous surveys were conducted as:

- TNT I (1989)
- TNT II (1994)
- TNT III (1997)
- TNT IV (2002)
- TNT V (2004)
- TNT VI (2006)

In addition to tracking questions on nutrition knowledge, attitudes and behaviours, the 2006 survey (TNT VI) was designed to obtain additional information on the importance of emerging factors in Canadians' food choices and eating behaviours. In 2008, TNT VII has continued to track this information through the expanded sections on nutrition labelling and on out-of-home foods and eating habits.

Over time, the intent of the TNT series has remained the same: to provide policy makers, health professionals, academics and the food industry with insight into Canadians' perspectives on the importance of nutrition and their self-reported knowledge and behaviours. TNT VII has been conducted and is presented in the same spirit. It provides insight in formulating policies, developing communications on the role of food and nutrition in health, directing further nutrition research projects and making decisions on the development and marketing of food products.

## Key Findings

### ***“Healthy” Foods and Influences on Food Choice***

It is widely known that Canadians want foods that taste good and are “good for you”. In fact, virtually all Canadians (98%) think taste is at least somewhat important and 76 per cent think it is very important. Foods that are tasty may have “positive” or “negative” attributes and be costly or inexpensive and convenient or inconvenient to prepare. Although most Canadians think that nutrition is important (with fewer thinking it is very important), many people (45%) also think that cost is very important (particularly those with less income) and three in ten think convenience is very important.

In the minds of Canadians, three factors distinguish “healthy” foods:

1. *Nutrient content* such as the presence of “positive” nutrients (whole grains, fibre, omega-3) or the absence of “negative” nutrients (trans fat, salt, sugar);
2. *Freshness or fresh format* such as natural, preservative-free or unprocessed foods; and
3. Eating a *healthy balance* or variety of foods (not a factor of the food, per se).

In the current environment, the most influential drivers of food choice are:

- Low trans fat content (80%);
- Made with whole grains (78%);
- Low in sugar content (72%); and
- Low in salt or sodium content (71%).

However, the food environment is also quite diverse and food choices are influenced by a range of food characteristics, notably:

- The presence of omega-3 fatty acids is influential for 58 per cent.
- The country of origin is influential for half of Canadians.
- Whether a food is organically grown is influential for 41 per cent.

Looking more closely at the subset of food characteristics that Canadians do not find influential, awareness of the benefit from a particular characteristic does not necessarily determine the relevance of the characteristic to Canadians. For example, Canadians are aware of the benefits of foods that are made from whole grains, foods that are low in salt or sodium and foods that are low in sugar or trans fat, yet many say these factors are not influential because they do not care about these characteristics. The exception to this trend is for foods produced using biotechnology, foods that contain probiotics and foods with a low glycemic index, where close to one third of the Canadians who do not consider these characteristics to be influential are not aware of the benefits of these characteristics.

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The importance of choosing food based on the presence of certain nutrients is also evident. In particular, a large majority selects foods often or sometimes based on the content of whole grains, fibre, protein, total fat, calories and sugar.

### ***Food Safety Concerns***

Food handling, preparation or storage is still the number one food safety concern for Canadians (32%). Also of concern are food additives (24%), food composition in general (22%) and pesticides (17%).

### ***Knowledge and Understanding of Nutrition***

With the increase in available mediums by which people can obtain information about nutrition, it is important to distinguish information received from knowledge retained. Most Canadians (eight in ten) are confident in their nutrition knowledge, though some groups are more confident than others. For example:

- Canadians involved in meal planning or changing their eating habits rate their nutrition knowledge higher than those who are not.
- Residents of Atlantic Canada and of Ontario rate their knowledge higher than other Canadians.
- Women rate their knowledge higher than men.
- Seniors (65+ years) and youth (<25 years) are least knowledgeable.

Overall, Canadians are quite knowledgeable about nutrition and those who are more confident in their knowledge are also more likely to understand specific food issues.

In general, Canadians are the most knowledgeable about the role of fat, fibre and cholesterol in food; they are least knowledgeable about types of fat, including trans fatty acids.

### ***Sources of Information about Food and Nutrition***

Access to food and nutrition information is a key to being informed, which in turn allows Canadians to make appropriate food choices. Sources of food and nutrition information for Canadians, and their view of the credibility of these sources, are often reflected in food choices.

Canadians obtain food and nutrition information from sources that are the most easily accessible. Common sources include food product labels (68%), the Internet (51%) and magazines, newspapers and books (46%).

Canadians believe dietitians are the most credible source of information (82% gave them the two highest ratings). This is followed by health professionals (81%) (health association or physician or other health professional) and the government (56%), while food companies (26%) and friends or relatives (31%) are considered least credible.

### ***Food Product Labels***

Similar to previous years, many Canadians (68%) continue to obtain nutrition information from food labels. In fact, more than half (57%) of all Canadians are regular label readers, reporting that they always or usually read the label.

- Most Canadians (95%) are able to find the information they need on the label.
- The most popular reasons for reading the labels include to determine the nutrient and calorie contents of foods, to make comparisons among foods and to determine if the food contains a specific ingredient.
- The content of a product (ingredients) and the “best before” date are also the most common items looked for on food package labels.
- Few Canadians read labels to determine if a food is organic or if it contains nuts; however, for those who do, these features are very important.

### ***Eating Habits and Health***

Self-perceived health and eating habits can serve as indicators about overall population health and its potential future direction. Canadians generally believe they have good to excellent health and eating habits. However, close to one quarter of the population surveyed considers their health (25%) and eating habits (26%) to be poor or fair.

- Less than two thirds of Canadians eat breakfast (58%) or lunch (62%) daily.
- Less than half of Canadians eat home-prepared meals daily (38% to 52%, depending on the meal).
- Canadians eat out regularly, with 10 to 15 per cent eating out two or more times per week.
- Less than one quarter (22%) of Canadians look for nutrition information while eating out.
- More than three quarters (77%) of Canadians eat while engaged in another activity at least once per day.

### ***Changes to Eating Habits***

More than half of Canadians made changes to their eating habits in the past year. Most changes involved eating more foods considered “good for you” such as vegetables and whole grains, and eating less of what they perceived as the “negative” nutrients such as fat, sugar and salt.

Close to one in ten Canadians had tried or been on a popular diet during the past year, including Weight Watchers (26%), the Atkins diet (8%) or the South Beach diet (8%).

# Résumé

## Introduction

Ce rapport présente les résultats du Sondage 2008 sur les Tendances de consommation (Nutrition : évolution et tendances VII). En 1989, l'ancien Institut national de la nutrition (l'INN) a lancé une série d'enquêtes intitulée «Nutrition : évolution et tendances» (NÉT) pour obtenir de l'information relative aux connaissances, aux attitudes et aux comportements déclarés de la population adulte canadienne en matière de nutrition et d'alimentation. Le Conseil canadien des aliments et de la nutrition (CCAN) poursuit cette tradition. Chaque vague de la série (I à VII) s'est inspirée des résultats précédents et a suivi l'évolution des changements dans les attitudes, connaissances et comportements déclarés des adultes canadiens. La présente étude fait suite aux études précédentes, soit :

- NÉT I (1989)
- NÉT II (1994)
- NÉT III (1997)
- NÉT IV (2002)
- NÉT V (2004)
- NÉT VI (2006)

En plus de faire le suivi de nombreuses questions sur les connaissances, attitudes et comportements en matière de nutrition, le sondage de 2006 (NÉT VI) visait à obtenir des informations additionnelles sur l'importance des facteurs qui émergent quant aux choix alimentaires des Canadiens. En 2008, le Sondage NÉT a permis de continuer à faire le suivi de ces informations par le biais de sections étendues sur l'étiquetage nutritionnel, les aliments consommés à l'extérieur de la maison et les habitudes alimentaires.

Le but de la série d'enquêtes NÉT a toujours été d'éclairer les décideurs, professionnels de la santé, académiciens et l'industrie de l'alimentation sur les perspectives des Canadiens quant à l'importance de la nutrition et leurs connaissances et comportements déclarés. L'enquête NÉT VII est présentée dans le même esprit, c'est-à-dire qu'elle vise à donner un aperçu qui permet de formuler des politiques, développer les communications sur le rôle des aliments et de la nutrition dans la santé, servir de guide pour les projets de recherche futurs sur la nutrition et prendre des décisions quant au développement et marketing de produits alimentaires.

## Résultats clés

### ***Aliments sains et facteurs qui influencent les choix alimentaires***

Il est reconnu que les Canadiens recherchent des aliments qui ont bon goût et qui sont «bons pour eux». De fait, presque tous les canadiens (98 %) pensent que le goût est au moins assez important et 76 pour cent pensent qu'il est très important. Les aliments qui ont bon goût peuvent avoir des caractéristiques «positives» ou «négatives» et peuvent coûter cher ou ne pas coûter cher et être pratiques ou non à préparer. Bien que la plupart des Canadiens pensent que la nutrition est importante (un nombre moindre pensant qu'elle est très importante), plusieurs personnes (45 %) pensent aussi que le coût des aliments est très important (particulièrement les ménages à faible revenu) et trois sur dix pensent que l'aspect pratique est très important.

Dans l'esprit des Canadiens, trois facteurs distinguent les aliments «sains» :

1. *La teneur en nutriments* comme la présence de nutriments «positifs» (grains entiers, fibres, oméga-3) ou l'absence de nutriments «négatifs» (acides gras trans, sel, sucre);
2. *La fraîcheur*, comme les aliments naturels, sans agents de conservation et non transformés; et
3. *Avoir une alimentation saine et équilibrée* ou variée (ne constitue pas un facteur inhérent à la nourriture comme tel).

Dans l'environnement actuel, les facteurs qui motivent le plus les choix alimentaires sont :

- La faible teneur en acides gras (80 %);
- Le fait que l'aliment contienne des grains entiers (78 %);
- La faible teneur en sucre (72 %); et
- La faible teneur en sel ou en sodium (71 %).

Toutefois, l'environnement alimentaire est aussi très varié et les choix alimentaires sont influencés par un ensemble de caractéristiques relatives aux aliments, particulièrement :

- La présence d'acides gras oméga-3 a une influence dans 58 % des cas.
- Le pays d'origine influence la moitié des Canadiens.
- Le fait que l'aliment soit biologique a une influence dans 41 % des cas.

En analysant le sous-groupe des caractéristiques relatives aux aliments qui n'influencent pas les Canadiens, on constate que le fait de connaître les avantages d'une caractéristique en particulier ne la rend pas nécessairement plus importante aux yeux des Canadiens. Par exemple, les Canadiens connaissent les avantages des aliments qui sont faits avec des grains entiers, qui ont une faible teneur en sel ou en sodium, contiennent peu de glucides ou de gras trans. Toutefois, plusieurs disent que ces facteurs ne les influencent pas, puisqu'ils accordent

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peu d'importance à ces caractéristiques. On note toutefois quelques exceptions à cette tendance soit les aliments issus des biotechnologies, les aliments qui contiennent des probiotiques et les aliments à faible index glycémique pour lesquels près du tiers des Canadiens ne connaissent pas les avantages de ces caractéristiques.

L'importance des choix alimentaires selon la présence de certains nutriments est aussi clairement démontrée. En particulier, une grande majorité choisit souvent ou parfois des aliments en fonction de leur contenu en grains entiers, fibres et protéines ainsi que la quantité de matières grasses, de calories et de sucre.

### ***L'innocuité des aliments***

La manipulation, la préparation et la conservation des aliments préoccupent toujours les Canadiens lorsqu'il s'agit de l'innocuité des aliments (32 %). Ils sont également préoccupés par la présence d'additifs alimentaires (24 %), la composition des aliments en général (22 %) et les pesticides (17 %).

### ***Connaissance et compréhension de la nutrition***

Avec l'augmentation des modes de diffusion par lesquels les gens peuvent obtenir de l'information sur la nutrition, il est important de faire la distinction entre l'information et les connaissances acquises. La plupart des Canadiens (huit sur dix) sont confiants quant à leur niveau de connaissances en matière de nutrition, bien que certains groupes se disent plus confiants que d'autres. Par exemple :

- Les Canadiens qui participent à la préparation des repas ou qui changent leurs habitudes alimentaires considèrent avoir plus de connaissances que ceux qui ne le font pas.
- Les résidents des provinces de l'Atlantique et de l'Ontario estiment avoir plus de connaissances que les autres Canadiens.
- Les femmes estiment avoir plus de connaissances que les hommes.
- Les personnes âgées (65 ans ou plus) et les jeunes (<25 ans) sont ceux qui ont le moins de connaissances.

Dans l'ensemble, les Canadiens sont assez bien renseignés sur la nutrition et ceux qui se disent confiants quant à leur niveau de connaissances sont aussi plus susceptibles de comprendre les questions spécifiquement liées aux aliments.

En général, les Canadiens sont bien renseignés sur le rôle des acides gras, des fibres et du cholestérol dans l'alimentation; ils sont moins bien renseignés au sujet des différents types de gras, y compris les acides gras trans.

## ***Sources d'information au sujet des aliments et de la nutrition***

L'accès à l'information sur les aliments et la nutrition est essentiel pour demeurer bien informé et ainsi permettre aux Canadiens de faire les bons choix d'aliments. Les sources auprès desquelles les Canadiens obtiennent de l'information au sujet des aliments et de la nutrition, et la crédibilité qu'ils accordent à ces sources, sont souvent reflétées dans leurs choix d'aliments.

Les Canadiens obtiennent de l'information sur les aliments et la nutrition auprès de sources qui sont les plus facilement accessibles. Les sources les plus utilisées sont les étiquettes des produits alimentaires (68 %), Internet (51 %) ainsi que les magazines, journaux et livres (46 %).

Les Canadiens estiment que les diététistes représentent la source d'information la plus crédible (82 % leur ont donné les deux plus hautes notes). On retrouve ensuite les professionnels de la santé (81 %) (Associations de santé, médecins ou autres professionnels de la santé) et le gouvernement (56 %). Les compagnies de produits alimentaires (26 %) et les ami(e)s ou membres de la famille (31 %) sont considérés comme étant les moins crédibles.

### ***Étiquettes des produits alimentaires***

Comme pour les années passées, plusieurs Canadiens (68 %) continuent d'obtenir l'information nutritionnelle en lisant les étiquettes des produits. De fait, plus de la moitié (57 %) de tous les Canadiens consultent régulièrement les étiquettes, indiquant qu'ils lisent toujours ou habituellement les étiquettes sur les produits.

- La plupart des Canadiens (95 %) sont capables de trouver l'information qu'ils recherchent sur les étiquettes des produits.
- On lit principalement les étiquettes pour déterminer la valeur nutritive et le nombre de calories que contiennent les produits alimentaires, comparer différents aliments entre eux et déterminer si un produit alimentaire contient un ingrédient spécifique.
- Les ingrédients que contient le produit et la date de péremption comptent aussi parmi les informations les plus courantes que l'on recherche sur les étiquettes des emballages des produits alimentaires.
- Peu de Canadiens lisent les étiquettes pour déterminer si un aliment est biologique ou s'il contient des noix; toutefois, pour ceux qui le font, ces informations s'avèrent très importantes.

### ***Habitudes alimentaires et santé***

Les auto-évaluations sur la santé et les habitudes alimentaires peuvent servir d'indicateurs de santé pour l'ensemble de la population et permettre d'établir les tendances futures. Lorsqu'on leur demande d'évaluer leur état de santé et leurs habitudes alimentaires, les Canadiens évaluent généralement ces facteurs comme étant bons à excellents. Par ailleurs,

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près du quart de la population sondée considère leur état de santé (25 %) et leurs habitudes alimentaires (26 %) comme étant passables ou mauvais.

- Moins des deux tiers des Canadiens prennent un petit-déjeuner (58 %) ou repas du midi (62 %) chaque jour.
- Moins de la moitié des Canadiens mangent des repas préparés à la maison (38 % à 52 %, selon le repas) chaque jour.
- Les Canadiens mangent à l'extérieur régulièrement; 10 % à 15 % mangent à l'extérieur deux fois ou plus par semaine.
- Moins du quart (22 %) des Canadiens cherchent à connaître l'information nutritionnelle lorsqu'ils mangent à l'extérieur.
- Plus des trois quarts (77 %) des Canadiens mangent pendant qu'ils s'adonnent à une autre activité au moins une fois par jour.

### ***Changements dans les habitudes alimentaires***

Plus de la moitié des Canadiens ont changé leurs habitudes alimentaires au cours de la dernière année. La plupart de ces changements se traduisent par une alimentation plus «saine» comme le fait de manger plus de légumes et de grains entiers, et par une réduction du nombre de nutriments perçus comme «négatifs» tels que les gras, le sucre et le sel.

Près d'un Canadien sur dix a fait l'essai ou a suivi un régime amaigrissant en vogue tel que Weight Watchers (26 %), la diète Atkins (8 %) ou la diète South Beach (8 %).

# Background and Methodology

## Background

The Tracking Nutrition Trends (TNT) survey was first established in 1989 to examine adult Canadians' perceptions of fat and fibre. Although the interest in the perception and understanding of fat and fibre remains high, key events over the past 19 years have necessitated expanding the topic areas of the TNT surveys beyond fat and fibre. Examples of such recent events include:

- The introduction of mandatory nutrition labelling;
- Concern about increased rates of obesity among both children and adults;
- The popularity of diets and/or products such as low carbohydrate diets; and
- The increase in availability of and mainstreaming of specialized products such as organic foods.

Since the baseline study conducted in 1989, the TNT survey has continued to track key attitudes about fat and fibre, while incorporating emerging food, nutrition and health issues.

## Methodology

Just as the content of the survey has evolved over the years, so have the modes of data collection. In the first three waves of TNT (I, II & III) the data were collected by personal interview. Waves IV, V and VI were conducted by telephone interview. Now in 2008, the mode of data collection for TNT VII has changed once again from conducting the survey by telephone to conducting it online. This move to an online survey has the advantages of reducing costs and allowing a broader questioning ability, particularly as the TNT surveys evolve over the next several waves.

It is important to mention that due to the change in data collection methods from telephone to online, a mode effect has occurred and as such the results from previous surveys have not been directly compared within this report. Although the trends for all questions have remained the same, any changes in specific numbers in 2008 from previous years cannot be attributed to changes in the Canadian public opinion due to changes in the data collection method. To confirm that any changes were a mode effect and not real changes in public opinion, we conducted a telephone interview with three questions from the survey and found that the responses were similar to previous years.

The online sample for TNT VII was a random sample drawn from the TNS Canadian Facts proprietary consumer panel. The TNS panel is a community of interactive respondents that currently numbers more than 95,000 Canadians having a cross-section of socio-demographic characteristics. Through a two-stage joining process, an extensive database of

## Background and Methodology

member demographic, technographic and behavioural information is collected and used for sample selection purposes. For TNT VII, the sample was drawn to be representative of the Canadian population 18 years of age and older based on age, within gender and region (based on the 2006 Canadian Census), and took into account different response rates for different demographic groups. In total, 9012 invitations were sent and 2003 surveys were completed, for a completion rate of 22 per cent.

Although the TNT VII sample was designed to achieve targeted completions in each age, within gender and region, the targeted completions were simply guidelines and data collection did not discontinue if a target had been met. For example, we originally targeted 252 women in Quebec, while 308 completed the survey. Weighting of the data accounts for such minor differences between the targeted and actual completions, and also deals with any overrepresentation of some regions in the sample frame. Details of exact completions can be found in the tables in Appendix 2.

Weighting adjustments were applied to the final edited, clean data to ensure that the data are representative of the Canadian population aged 18 years and older. TNS Canadian Facts conducted all fieldwork, data processing and analysis in-house. The survey instrument was developed in consultation with CCFN and its advisory panel and was designed to build on and expand previous efforts.

This report presents the key findings of the survey in text and summary charts. Some of the percentages may not add to 100 because of rounding or because “don’t know” and “refused” responses are not shown.

## Detailed Findings

### Overall Approach

This report is divided into seven thematic sections:

- “Healthy” Foods and Influences on Food Choice;
- Food Safety Concerns;
- Knowledge and Understanding of Nutrition;
- Sources of Information about Food and Nutrition;
- Food Product Labels;
- Eating Habits and Health; and
- Changes to Eating Habits.

The overall results for the TNT VII survey population are provided in figures and tables throughout the report along with a narrative discussion of the main points. To better understand the findings, differences in results among sub-groups of the population are also reported based on the following demographic and attitudinal groups:

- Region;
- Gender;
- Age;
- Income;
- Education;
- Label reading;
- Nutrition knowledge;
- Meal planning;
- Dieting habits; and
- Eating habits.

The following sections provide a more detailed analysis of the survey findings.

## “Healthy” Foods and Influences on Food Choice

### **Perceptions of What Makes a Food “Healthy”**

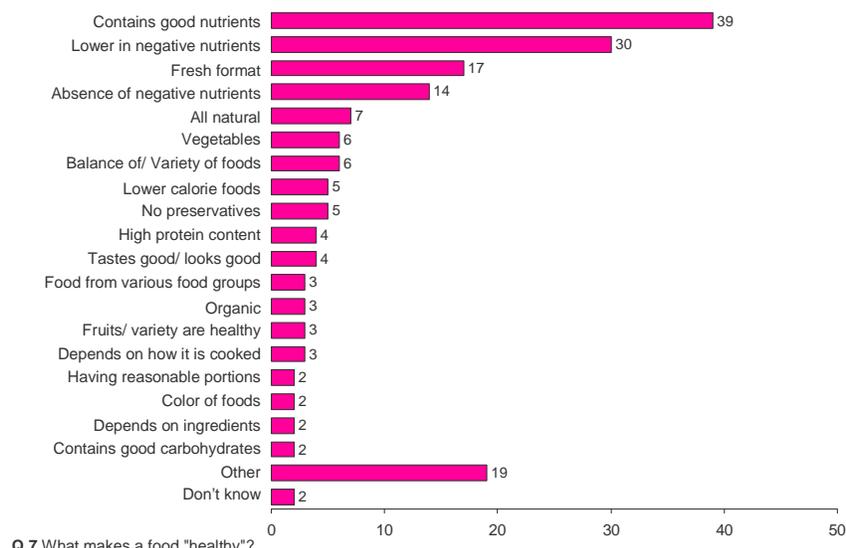
Three factors distinguish “healthy” foods in the minds of Canadians: 1) nutrient content, 2) format or freshness and 3) a balance or variety of foods eaten.

The nutrient content of a food is the most distinguishing feature of “healthy” foods for Canadians. Indeed, 39 per cent of Canadians believe the presence of “positive” nutrients such as whole grains, fibre, omega-3 fatty acids and/or various vitamins and minerals make foods “healthy”. A similar proportion believes the absence (14%) or lowered (30%) amount of “negative” nutrients such as trans fat, salt and sugar make foods “healthy”.

Canadians also believe that the format of a food can make the food “healthy”; examples are fresh or unprocessed food (17%), a food that is natural (7%), vegetables (6%) and a food that does not contain preservatives or artificial ingredients (5%).

Interestingly, a small portion of Canadians do not attribute the healthfulness of a food to anything specific to the food itself, but rather to the balance (6%) or variety (3%) of foods consumed. This attitude is consistent with the general public health concept of promoting healthy eating patterns rather than focusing on individual foods.

### Factors Making Foods "Healthy"



Q.7 What makes a food "healthy"?

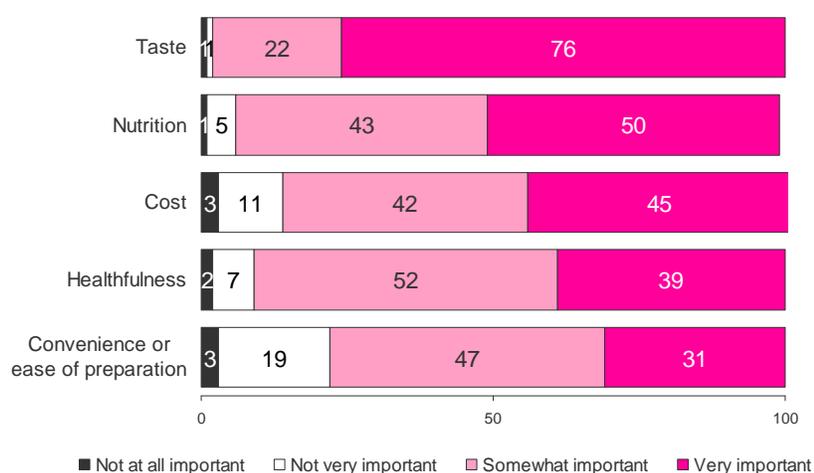
Base: Total Canadians (n=2003)

2008 TNS Canadian Facts

### ***Taste, Nutrition, Cost, Convenience and Healthfulness***

A widespread trend is that Canadians want food to taste good and to be “good for you”. Virtually all Canadians (98%) find taste at least somewhat important when choosing food to eat; in fact, 76 per cent think it is very important. Nutrition (93%) and healthfulness (91%) are also important factors in food choice to the vast majority, while there is also a significant number of Canadians (87%) for whom cost is at least somewhat important. Convenience or ease of preparation is relatively the least important factor in the food choice of Canadians; still, almost one third of Canadians find it very important.

#### **Importance of Factors on Food Choice**



**Q.9** How important are each of the following factors when choosing the food you eat?

**Q.9B** How important is healthfulness when choosing the food you eat?

Base: Total Canadians (n=2003)

2008 TNS Canadian Facts

Demographic differences are also important to the relative weight of each factor in food choice decisions; however, the differences are primarily of degree and the same relative ranking of the importance of each factor holds. The largest difference relates to the importance of food cost and household income, whereby the importance of food cost increases with lower income levels.

## Detailed Findings

**Table 1: Importance of Factors on Food Choice – By Income**

	Total Canadians				
	Income				
	Total	Under \$35K	\$35K–\$44K	\$45K–\$59K	\$60K or more
Base = actual	(2003) %	(680) %	(237) %	(307) %	(779) %
<b>% Very important</b>					
Taste	76	78	80	77	72
Nutrition	50	52	64	46	47
Cost	45	59	46	43	33
Healthfulness	39	36	45	40	39
Convenience or ease of preparation	31	39	31	26	26

Q.9 How important are each of the following factors when choosing the food you eat?

Q.9B How important is healthfulness when choosing the food you eat?

**Table 2: Importance of Factors on Food Choice – By Education**

	Total Canadians					
	Education					
	Total	High school or less	Technical College/ CEGEP	Community College	University	Post Graduate
Base = actual	(2003) %	(698) %	(330) %	(372) %	(417) %	(137) %
<b>% Very important</b>						
Taste	76	75	74	80	72	76
Nutrition	50	47	45	58	52	53
Cost	45	49	42	47	37	39
Healthfulness	39	33	34	45	43	44
Convenience or ease of preparation	31	34	26	36	26	22

Q.9 How important are each of the following factors when choosing the food you eat?

Q.9B How important is healthfulness when choosing the food you eat?

## Further Assessment of Factors Affecting Food Choice

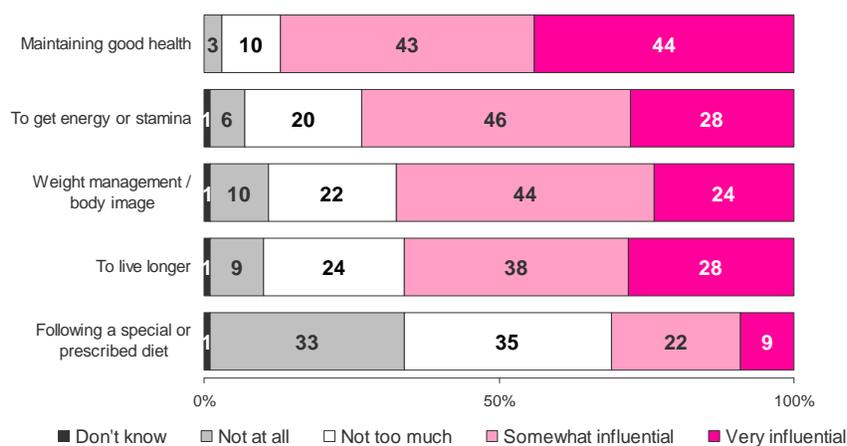
Factors affecting food choice can be viewed in two general groups—factors related to the health of an individual and factors related to the characteristics of the food. In the preceding section, some health- and food-related factors were looked at generally. This section presents a further assessment to determine which of the health- and food-related considerations are most influential.

### Health-related Considerations

For the majority of Canadians, maintaining good health (87%) and gaining energy or stamina (74%) are influential in the food choices they make. With six in ten Canadians either overweight or obese,<sup>1</sup> it is not surprising that weight management and body image influence a large portion (68%) of the population. What is surprising is that living longer (66%) is less influential on food choice, a result that might illustrate Canadians' short-term view of the impact of food on overall health.

One third (31%) of Canadians find following a special or prescribed diet influential in making food choices; they are likely to be people with particular health conditions or who are dieting.

### Influences on Food Choice (Health-related)



Q.8A When you are selecting food to eat, to what degree, if any, does each of the following influence your food choice?

Base: Total Canadians (n=2003)

2008 TNS Canadian Facts

<sup>1</sup> 2004 Canadian Community Health Survey

## Detailed Findings

Though minor, there are some noteworthy regional differences in factors affecting food choice. People living in Quebec are more likely than other Canadians to see maintaining good health and a desire for more energy and stamina as influencing their food choices (91% vs. 84%–89% and 79% vs. 67%–74%, respectively). Food choices of Canadians in the Atlantic region are more likely to be influenced by a special or prescribed diet (43% vs. 22%–34% in other regions).

**Table 3: Influences on Food Choice – By Region**

	Total Canadians					
	Region					
	Total	Atlantic	Quebec	Ontario	Prairies	BC
Base = actual	(2003) %	(276) %	(558) %	(616) %	(309) %	(244) %
<b>% Very/ Somewhat influential</b>						
Maintaining good health	87	89	91	84	84	89
To get energy or stamina	73	67	79	73	68	74
Weight management/ body image	68	72	71	69	64	64
To live longer	66	74	64	69	58	67
Following a special or prescribed diet	31	43	28	34	31	22

Q.8A When you are selecting food to eat, to what degree, if any, does each of the following influence your food choice?

## Food-related Considerations

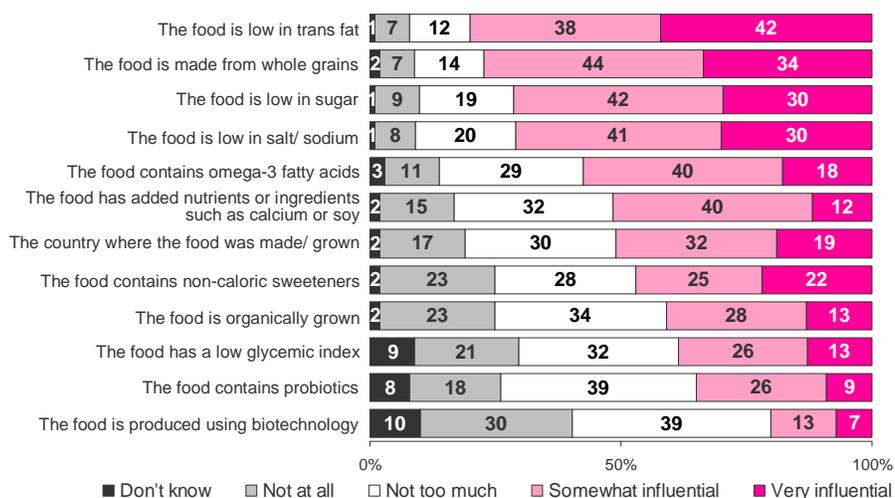
To achieve their general desire to maintain good health or to get energy, Canadians likely need to make specific food-based decisions reflecting a reduction in foods with “negative” attributes and an increase in foods with “positive” attributes. The most influential food considerations are:

- Food that is low in trans fat (80%);
- Food made with whole grains (78%);
- Food that is low in sugar (72%); and
- Food that is low in salt or sodium (71%).

In comparison, the following factors have less influence on Canadians’ food choices.;

- Food that is organically grown (41%);
- Food that has a low glycemic index (39%);
- Food that contains probiotics (35%); and
- Food that is produced using biotechnology (20%).

## Influences on Food Choice (Food-related)



Q.8B When you are selecting food to eat, to what degree, if any, does each of the following influence your food choice?

Base: Total Canadians (n=2003)

2008 TNS Canadian Facts

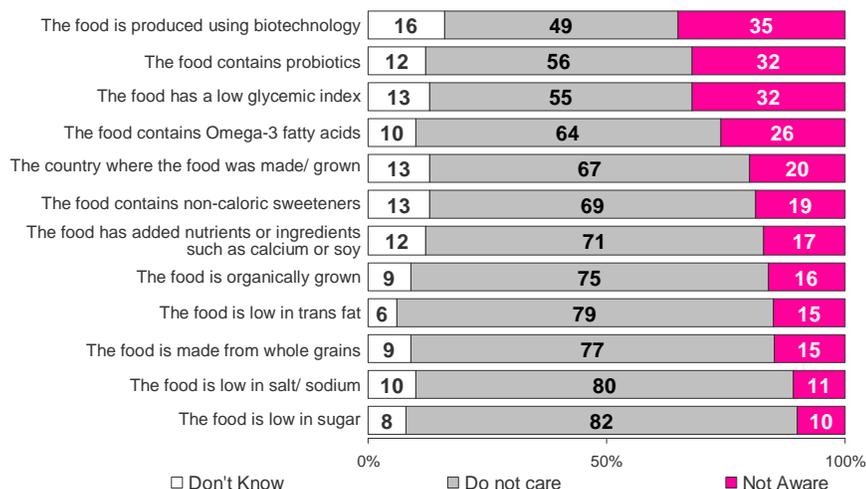
## Detailed Findings

### Reason Some Food Characteristics Are Not Influential

As well as understanding which food characteristics are not influential to the food choices of Canadians, it is also important to understand why these Canadians do not find the characteristics to be influential.

Generally, Canadians who are not influenced by a particular food characteristic indicate that they do not care about the characteristic. The exception to this trend is with foods produced using biotechnology, foods containing probiotics and foods with a low glycemic index, where almost one third of the Canadians who do not find these characteristics influential indicate it is because they are unaware of the benefits.

### Food Characteristics not Perceived as Influential in Food Choices



**Q.8C** The following is a series of food characteristics that you do not find influential on your food choices. Are they not influential because you are not aware of the health benefits or because you do not care about the health benefits?

Base: Total Canadians not too much/ Not at all influenced by food characteristics (Varies)

2008 TNS Canadian Facts

### Selection of Food Based on Nutrient Content

Given that for many Canadians “healthy” foods are defined by their nutrient content and health is a significant factor in food choice, it is not surprising to find that the specific nutrient content of a food is also a significant factor in the food choices of Canadians. The selection of foods based on nutrient content is consistent with what Canadians think makes foods “healthy”. Most Canadians consider the amount of whole grains (82%), fibre (81%), protein (76%), total fat (75%), calories (74%) and sugar (73%) at least sometimes when choosing the foods they eat. Iron (58%), carbohydrates (65%) and cholesterol (66%) are considered least often; however, these nutrients are still considered by a significant percentage of Canadians.

Demographics and various attitudinal groupings play a role in specific nutrient content as an influence on food choice. For example:

- Canadians in the Atlantic region are more likely to consider protein (82% vs. 72%–77%), sugar (79% vs. 70%–74%) and vitamins (80% vs. 70%–72%) in their food selection than other Canadians, while residents of Quebec are least likely to consider whole grains (76% vs. 81%–87%).
- Label readers (those who always or usually read product labels) and dieters (those who have tried or been on a popular diet during the past year) consistently select foods based on the amount of a nutrient compared with non-label readers and non-dieters, respectively.
- Women are more likely than men to select food based on the amount of whole grains (85% vs. 79%), total fat (78% vs. 71%), calories (79% vs. 70%), calcium (73% vs. 62%) and iron (63% vs. 53%).
- As Canadians age, they are more likely to choose food based on the amount of whole grains, fibre, total fat, sugar, saturated fat, salt or sodium, calcium and carbohydrates.

**Table 4: Choice of Foods based on Various Nutrients – By Region and Label Readers**

	Total Canadians Who Identify Nutrition as Important							
	Total	Region					Label Readers	
		Atlantic	Quebec	Ontario	Prairies	BC	Yes	No
Base = actual	(1892) %	(257) %	(522) %	(589) %	(295) %	(229) %	(1147) %	(298) %
<b>% Often/ Sometimes</b>								
Whole grains	82	87	76	85	81	82	90	67
Fibre	81	86	80	83	80	76	90	65
Protein	76	82	72	77	75	77	84	63
Total fat	75	80	71	78	75	68	84	62
Calories/ energy	74	81	72	75	76	72	84	63
Sugar	73	79	71	74	72	70	81	65
Vitamins	72	80	70	72	70	71	78	64
Saturated fat	71	78	68	72	71	68	80	57
Salt/ sodium	70	77	70	71	70	64	78	54
Trans fatty acids	69	77	69	69	66	65	77	58
Calcium	68	74	66	67	68	69	75	55
Cholesterol	66	75	65	64	66	66	73	53
Carbohydrate	65	70	63	66	65	65	75	55
Iron	58	59	62	59	54	54	65	54

Q.12 How often, if ever, do you select the foods that you eat based on the amount of a specific nutrient that the food contains?

## Detailed Findings

**Table 5: Choice of Foods Based on Various Nutrients – By Gender, Age and Incidence of Dieting During the Past Year**

	Total Canadians Who Identify Nutrition as Important								
	Total	Gender		Age (years)				Been on Diet in Past Year	
		Male	Female	Less than 25	25–44	45–64	65+	Yes	No
Base = actual	(1892) %	(804) %	(1088) %	(82)* %	(611) %	(948) %	(247) %	(185) %	(1688) %
<b>% Often/ Sometimes</b>									
Whole grains	82	79	85	70	79	86	89	88	82
Fibre	81	79	83	69	76	86	89	89	80
Protein	76	75	77	67	74	80	77	83	75
Total fat	75	71	78	65	71	78	81	91	73
Calories/ energy	74	70	79	70	69	79	80	86	73
Sugar	73	69	76	65	70	75	80	83	72
Vitamins	72	70	73	67	69	77	70	79	71
Saturated fat	71	69	72	62	66	75	77	82	69
Salt/ sodium	70	67	73	59	64	74	81	76	69
Trans fatty acids	69	67	71	66	63	73	74	80	68
Calcium	68	62	73	60	63	71	75	73	67
Cholesterol	66	67	64	52	62	71	71	71	65
Carbohydrate	65	64	67	50	61	71	73	75	64
Iron	58	53	63	63	54	63	56	64	58

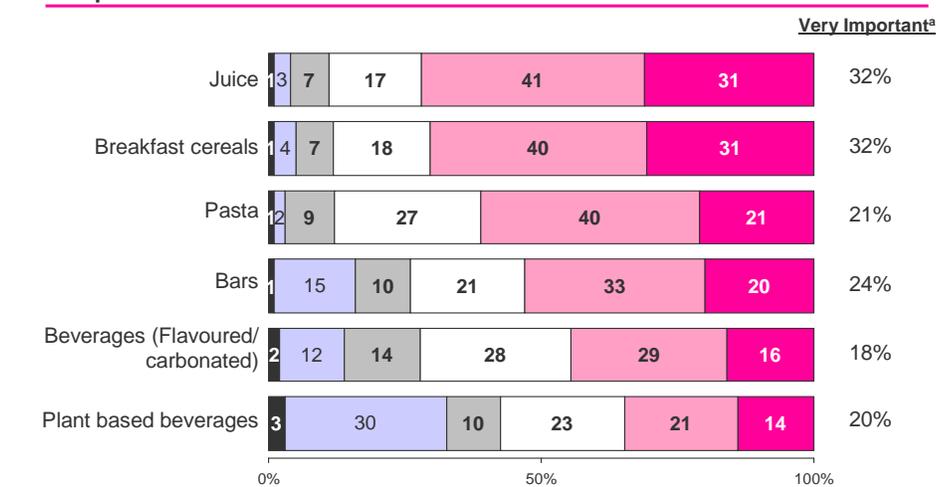
\* Figures percentaged on a base of less than 100 should be interpreted with caution.

Q.12 How often, if ever, do you select the foods that you eat based on the amount of a specific nutrient that the food contains?

### Importance of Added Vitamins and Minerals

The importance of knowing if a food item contains added vitamins and minerals varies widely (35%–72%) and is dependent on the food or beverage category. For example, most Canadians find it important to know if juice (72%) or cereal (71%) contain added vitamins or minerals, while fewer find it important to know if carbonated beverages (45%) or plant-based beverages (35%) have added vitamins or minerals.

### Importance of Vitamins and Minerals in Food



■ Don't know ■ Do not buy this food ■ Not at all important □ Not very important ■ Somewhat important ■ Very important

Q.13 Some foods contain added vitamins and minerals. How important is it for you to know if the following foods contain added vitamins and minerals?

<sup>a</sup> Re-percentaged to remove people who do not buy product.

Base: Total Canadians (n=2003)

2008 TNS Canadian Facts

## Detailed Findings

### Food Safety Concerns

Few Canadians (11%) have no food safety concerns. Food handling, storage or preparation concern Canadians most often (32%), followed by additives and chemicals in foods (24%), food content (e.g. fat, salt, sugar) (22%) and pesticides and other chemicals (17%). Those who are concerned about food content are most concerned about fat (12%), salt (6%) and sugar (5%).

Some groups of Canadians are less likely to have food safety concerns than others. In particular, residents of Quebec are less likely to be concerned about food safety issues (15% said nothing concerns them and 10% said they do not know). Men and younger Canadians are also less likely to have food safety concerns.

**Table 6: Food Safety Concerns – By Region**

	Total Canadians					
	Region					
	Total	Atlantic	Quebec	Ontario	Prairies	BC
Base = actual	(2003) %	(276) %	(558) %	(616) %	(309) %	(244) %
<b>Food Safety Concerns</b>						
Handling/ preparation/ storage of food	32	35	28	31	40	29
Additives and other chemicals in food	24	29	13	28	29	26
Food content (sugars, carbohydrates, etc.)	22	26	17	26	22	19
Pesticides and other chemicals	17	17	11	20	16	22
Freshness quality	13	12	12	15	13	13
Food poisoning/ e-coli/ salmonella	13	13	16	13	13	10
Knowledge of source/ country of origin	10	14	5	13	11	9
Germs/ diseases/ illness (general)	3	1	3	3	5	4
Food preparation	3	1	3	2	2	6
Food labels (honesty, incomplete)	2	1	*	3	3	2
Obesity	2	1	5	*	1	2
Government inspection/ approval process	2	4	1	2	2	2
Food allergies/ diabetes/ other health concerns	2	1	4	1	1	*
Animal diseases	2	1	2	2	2	*
Other food allergies (unspecified)	1	1	1	1	1	3
How it is produced	1	1	1	1	2	4
Miscellaneous and other mentions	14	13	18	15	13	19
Nothing	11	8	15	9	10	9
Do not know	6	3	10	4	5	10

\* Less than 0.5%

Q.11 Personally, what food safety issues concern you?

**Table 7: Food Safety Concerns – By Gender and Age**

	Total Canadians						
	Total	Gender		Age (years)			
		Male	Female	Less than 25	25–44	45–64	65+
Base = actual	(2003) %	(874) %	(1129) %	(93) %	(657) %	(996) %	(252) %
<b>Food Safety Concerns</b>							
Handling/ preparation/ storage of food	32	28	35	22	29	33	41
Additives and other chemicals in food	24	20	28	17	23	30	22
Food content (sugars, carbohydrates, etc.)	22	21	23	29	18	22	27
Pesticides and other chemicals	17	14	20	17	16	19	16
Freshness quality	13	13	13	5	11	14	24
Food poisoning/ e-coli/ salmonella	13	14	12	17	16	14	5
Knowledge of source/ country of origin	10	10	11	6	7	12	18
Germs/ diseases/ illness (general)	3	5	2	8	4	3	1
Food preparation	3	3	3	4	4	2	1
Food labels (honesty, incomplete)	2	2	2	2	1	2	4
Obesity	2	1	3	4	2	1	4
Government inspection/ approval process	2	2	1	2	1	2	3
Food allergies/ diabetes/ other health concerns	2	1	2	1	2	1	4
Animal diseases	2	2	1	2	2	1	0
Other food allergies (unspecified)	1	1	1	2	1	2	1
How it is produced	1	2	1	0	2	1	1
Miscellaneous and other mentions	14	13	16	23	15	14	10
Nothing	11	13	9	15	12	10	8
Do not know	6	6	6	9	6	5	9

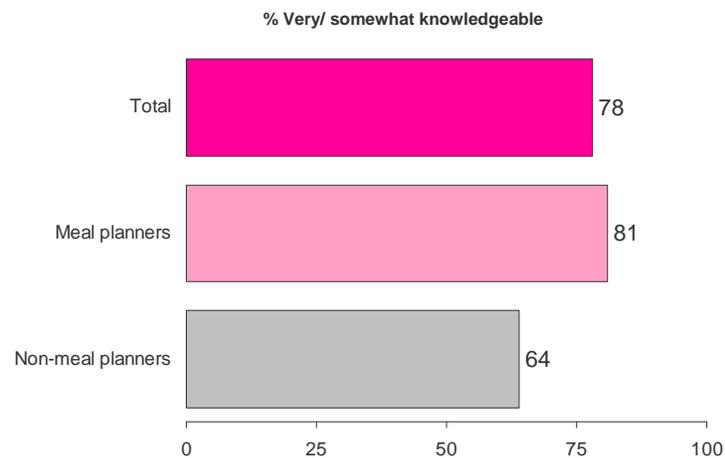
Q.11 Personally, what food safety issues concern you?

## Knowledge and Understanding of Nutrition

### **Self-rated Knowledge**

Canadians rate their nutrition knowledge positively, with eight in ten rating themselves as very or somewhat knowledgeable. As with previous years, few people believe they lack nutrition knowledge. Notably, meal planners rate their knowledge higher than other Canadians (81% vs. 64%) as do those who have made changes to their eating habits in the past year (84% vs. 71%).

### Self-rated Knowledge of Nutrition



Q.10 How knowledgeable would you say you are about nutrition?  
Base: Total Canadians (n=2003) / Total meal planners (n=1705) Non-meal planners (n=292)  
2008 TNS Canadian Facts

Demographic differences that tend to be associated with knowledge and interest in nutrition are associated with one's confidence in nutrition knowledge. In particular:

- Residents of Atlantic Canada (81%) and Ontario (80%) are more confident about their nutrition knowledge than other Canadians (73%–78%).
- Women are more confident in their nutrition knowledge than men (81% vs. 74%).
- Seniors (65+ years) (76%) and youth (<25 years) (62%) are least confident about their nutrition knowledge compared to the rest of the population (25–64 years) (80%–82%).
- As education increases so does confidence in nutrition knowledge.

**Table 8: Nutrition Knowledge – By Region**

	Total Canadians					
	Region					
	Total	Atlantic	Quebec	Ontario	Prairies	BC
Base = actual	(2003) %	(276) %	(558) %	(616) %	(309) %	(244) %
<b>Nutrition Knowledge</b>						
Very knowledgeable	12	11	10	14	11	13
Somewhat knowledgeable	66	70	64	65	66	66
Not very knowledgeable	19	16	22	16	20	19
Not at all knowledgeable	2	2	1	3	2	2
Don't know	1	*	4	1	0	1
Net "Knowledgeable"	78	81	73	80	78	78
Net "Not knowledgeable"	21	19	23	20	22	21

\* Less than 0.5%

Q.10 How knowledgeable would you say you are about nutrition?

**Table 9: Nutrition Knowledge – By Gender and Age**

	Total Canadians						
	Total	Gender		Age (years)			
		Male	Female	Less than 25	25–44	45–64	65+
Base = actual	(2003) %	(874) %	(1129) %	(93)** %	(657) %	(996) %	(252) %
<b>Nutrition Knowledge</b>							
Very knowledgeable	12	11	14	13	14	11	10
Somewhat knowledgeable	66	64	67	49	65	72	65
Not very knowledgeable	19	23	15	30	18	16	20
Not at all knowledgeable	2	2	2	5	3	2	1
Don't know	1	1	2	4	*	0	4
Net "Knowledgeable"	78	74	81	62	80	82	76
Net "Not knowledgeable"	21	25	17	35	20	18	20

\* Less than 0.5%

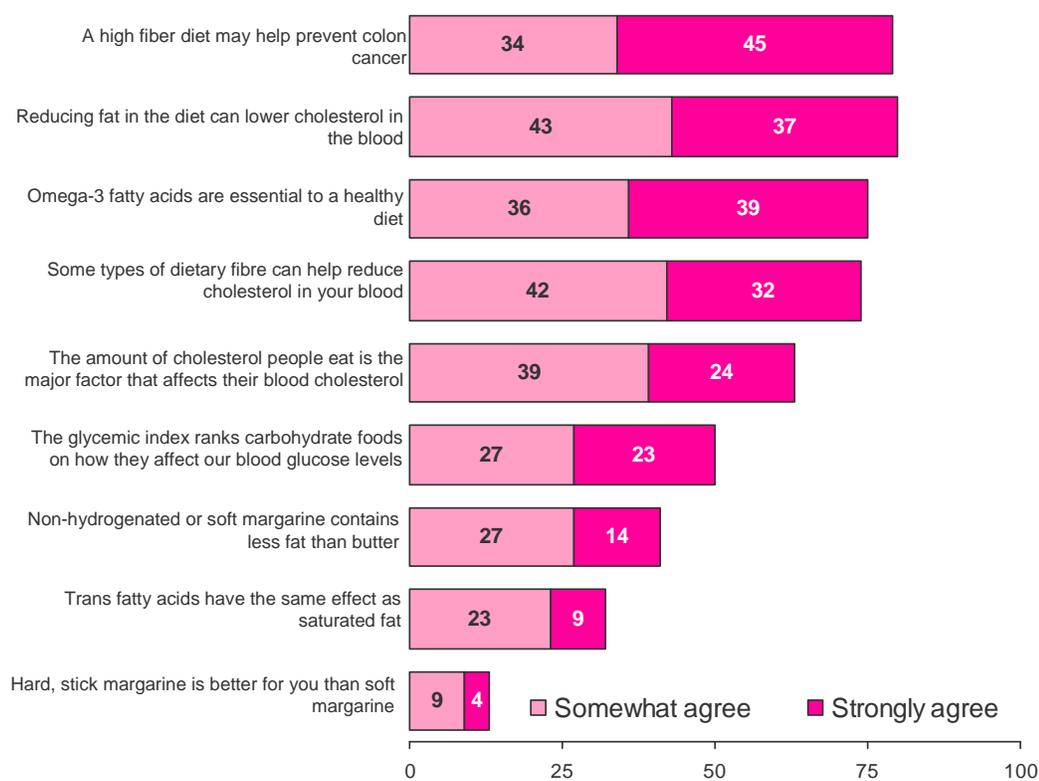
\*\* Figures percentaged on a base of less than 100 should be interpreted with caution.

Q.10 How knowledgeable would you say you are about nutrition?

## Detailed Findings

It is well known that self-reports are susceptible to several types of error and as such we asked Canadians further questions on nutrition knowledge to help validate their self-evaluation. A series of statements covering a range of nutrition-related concepts was presented to Canadians. Overall, people who think they are more knowledgeable (see preceding section) generally have a better understanding of nutrition.

### Public Opinion on Nutrition Statements



**Q14** Please rate the extent to which you agree or disagree with each of the following statements.

Base: Total Canadians (n=2003)

2008 TNS Canadian Facts

The following sections discuss six nutrition-related themes: dietary fibre, carbohydrates and the glycemic index, cholesterol, types of fat (margarine and butter), trans fatty acids and omega-3 fatty acids. Generally speaking, the evidence suggests that Canadians are quite knowledgeable when it comes to nutrition. That said, they are most knowledgeable about fat, fibre and cholesterol, and least knowledgeable about margarine and trans fatty acids.

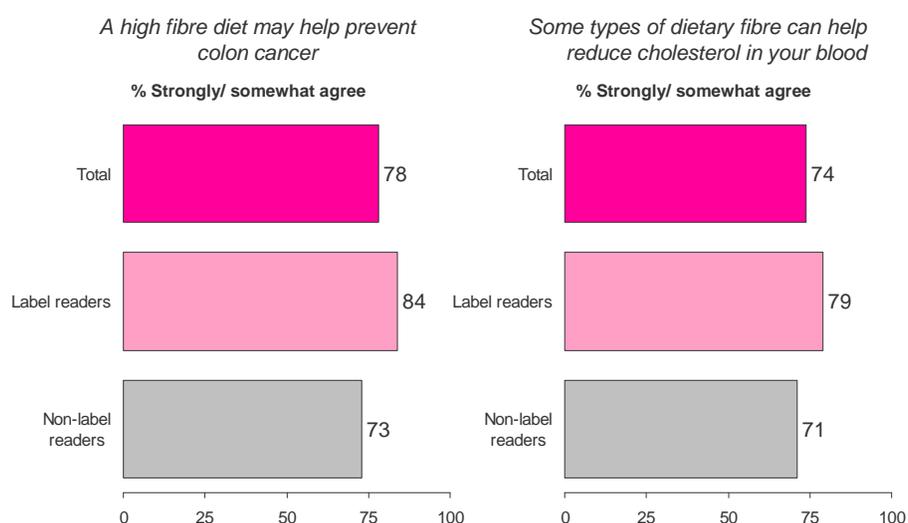
## Dietary Fibre

Canadians are knowledgeable about dietary fibre. Little has changed in this regard since 1989 when the survey was first conducted. Most Canadians understand that some types of dietary fibre can help to reduce blood cholesterol (74%) and that a diet high in fibre may help prevent colon cancer (78%).

Some people have more knowledge of dietary fibre. In particular:

- Label readers (those who usually or always read labels) are more knowledgeable about dietary fibre than non-label readers.
- Knowledge of dietary fibre varies across the country, with Quebec residents less likely to know about its blood cholesterol-reducing effects (65% vs. 74%–80%) and potential to help prevent colon cancer (70% vs. 80%–86%) than other Canadians.
- Knowledge of dietary fibre also varies with age and income. With age and increasing income, Canadians are more likely to know that some types of dietary fibre can reduce cholesterol in the blood and that a high fibre diet may help prevent colon cancer.

### Dietary Fibre



Q.14 Please rate the extent to which you agree or disagree with each of the following statements.

Base: Total Canadians (n=2003) / Label readers (n=1163) / Non-label readers (n=331)

2008 TNS Canadian Facts

## Detailed Findings

### **Carbohydrates and the Glycemic Index**

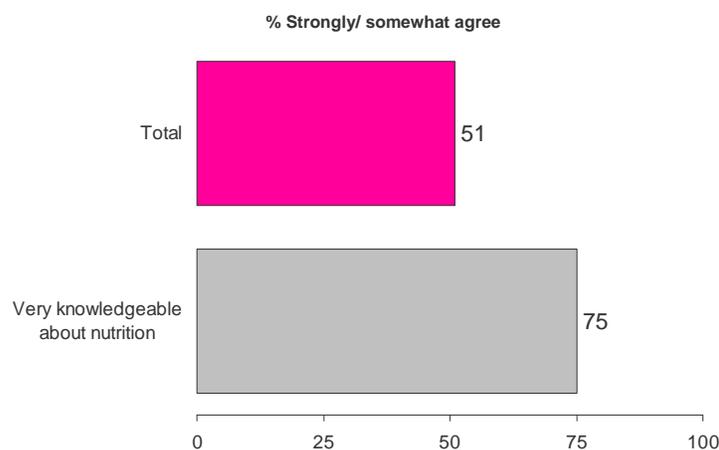
Overall, knowledge of the glycemic index continues to be moderate among Canadians, with half of all Canadians (51%) understanding this concept.

Women are slightly more knowledgeable than men (54% vs. 47%). Understanding also increases with age (from 49% to 56%). Primary meal planners and people who have changed their eating habits in the past year are also more knowledgeable than non-meal planners and those who have not made changes (52% vs. 43% and 56% vs. 44%, respectively).

Not surprisingly, Canadians who report excellent or very good eating habits (60% vs. 39%–52%), better overall health (56% vs. 45%–50%) and being very knowledgeable about nutrition (75% vs. 28%–53%) are also more knowledgeable about the glycemic index.

### Carbohydrates and the Glycemic Index

*The glycemic index ranks carbohydrate foods on how they affect our blood glucose levels*



Q.14 Please rate the extent to which you agree or disagree with each of the following statements.

Base: Total Canadians (n=2003) / Total Canadians very knowledgeable about nutrition (n=238)

2008 TNS Canadian Facts

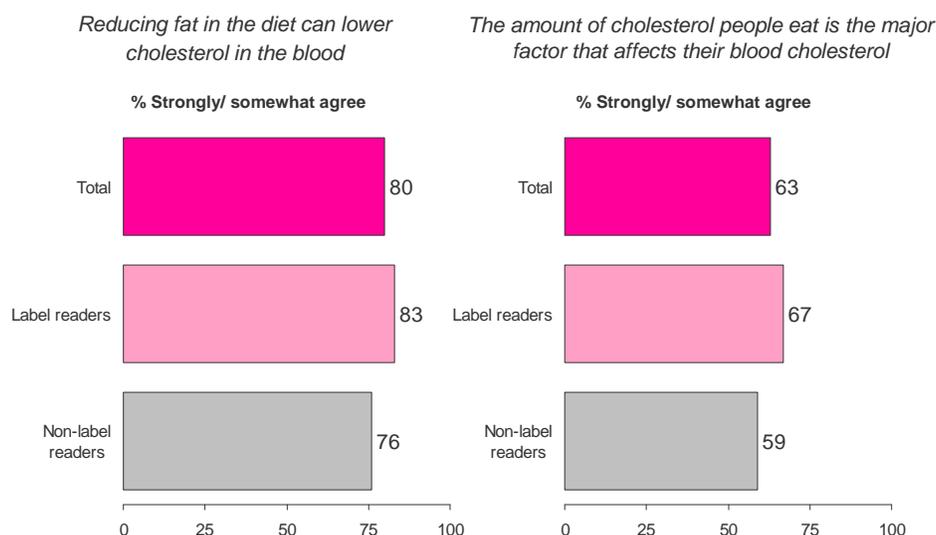
## Cholesterol

Most Canadians (80%) understand that reducing dietary fat can lower blood cholesterol levels. However, many Canadians (63%) believe erroneously that the amount of cholesterol people eat is the major factor that affects their blood cholesterol.

Canadians who think they are very or somewhat knowledgeable about nutrition are more likely to believe that reducing dietary fat can lower blood cholesterol levels (85% vs. 73%–81%). Other groups that tend to be knowledgeable about nutrition, such as label readers and those with excellent or very good eating habits, similarly make the link between reducing dietary fat and lowering blood cholesterol.

However, the same groups who understand the impact of reducing dietary fat on blood cholesterol also show the most confusion about the relative impact of one's intake of cholesterol on one's blood cholesterol level. People who are label readers (67% vs. 59% for non-label readers) and those who are very or somewhat knowledgeable about nutrition (72% vs. 57%–63%) are, in this case, more likely to answer incorrectly than their counterparts.

## Cholesterol



Q.14 Please rate the extent to which you agree or disagree with each of the following statements.

Base: Total Canadians (n=2003) / Label readers (n=1163) / Non-label readers (n=331)

2008 TNS Canadian Facts

## Detailed Findings

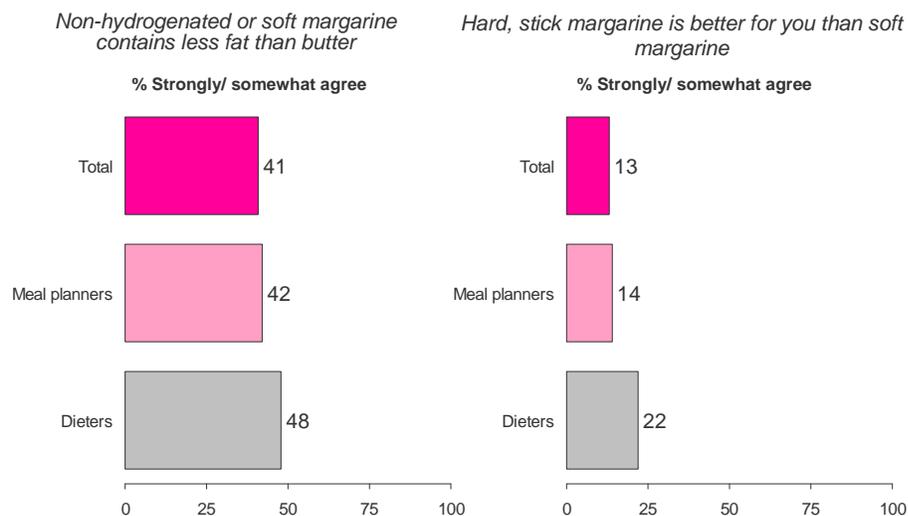
### Types of Fat

Canadians continue to be confused when it comes to types of fat, as shown by our example of margarine and butter.

Two in five Canadians believe in error that soft margarine contains less fat than butter, while 21 per cent “don’t know”. Just as confused, those who are actively involved in their eating—meal planners and those who have been on a diet during the past year—are also more likely to believe that soft margarine contains less fat (42% for meal planners and 48% for dieters).

Similarly, confusion exists around “hard, stick margarine”. Overall, 13 per cent of Canadians mistakenly believe that hard, stick margarine is “better for you” than soft margarine while another 33 per cent “don’t know”; this confusion is evident even for people who have consistently shown more nutrition knowledge (23%). A small but significant portion of Canadians who report excellent or very good eating habits (19%) and better overall health (16%) also think hard margarine is “better for you” than soft margarine.

### Fat Content of Margarine and Butter



Q.14 Please rate the extent to which you agree or disagree with each of the following statements.

Base: Total Canadians (n=2003) / Meal planners (n=1705) / Total who have been on a diet in past 12 months (n=188)

2008 TNS Canadian Facts

## Trans Fatty Acids

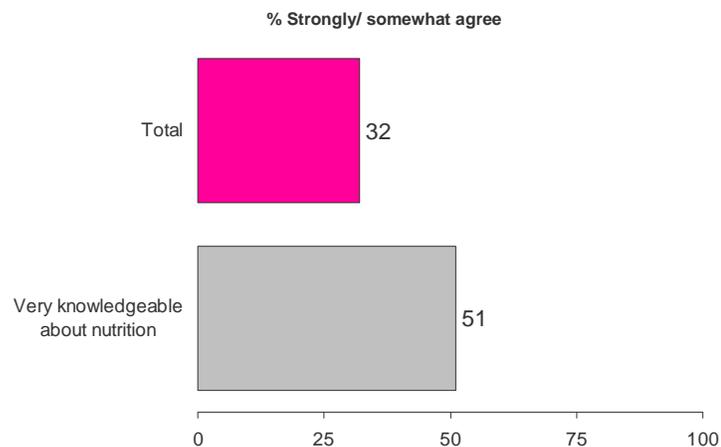
Similar to previous years, Canadians are largely unaware of the adverse effects of trans fatty acids. This is surprising given the general trend to avoid trans fats. Less than one third (32%) of Canadians know that trans fatty acids have the same effect as saturated fats. One quarter (24%) of Canadians believe that trans fats do not have the same effect as saturated fat, and another one quarter (27%) of Canadians simply do not know.

Interestingly, as education levels increase, so does knowledge about trans fatty acids.

Canadians reporting excellent or very good eating habits (40%), better overall health (37%) and being very knowledgeable about nutrition (51%) are also more likely to thinking trans fat have the same effect.

## Trans Fatty Acids

*Trans fatty acids have the same effect as saturated fat*



**Q.14** Please rate the extent to which you agree or disagree with each of the following statements.

Base: Total Canadians (n=2003) / Total Canadians very knowledgeable about nutrition (n=238)

2008 TNS Canadian Facts

## Detailed Findings

### **Omega-3 Fatty Acids**

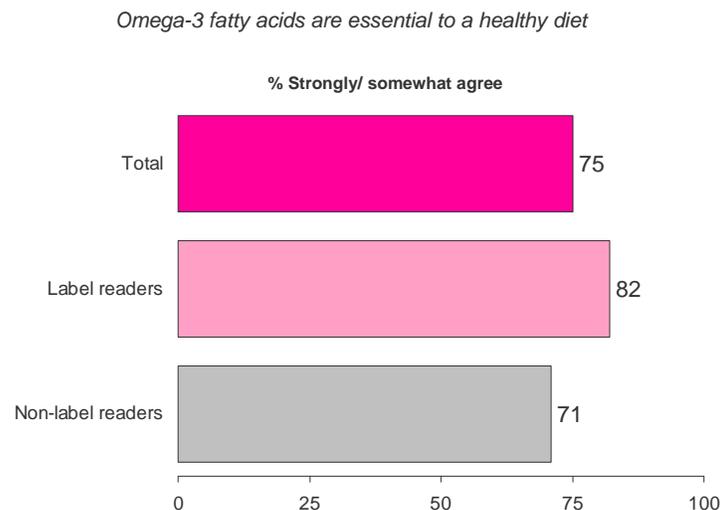
Consumption of omega-3 fats is essential to good health, given that the body does not naturally synthesize all types of omega-3 fatty acids. Overall, 75% of Canadians understand that omega-3 fatty acids are essential to a healthy diet, while very few (12%) “don’t know”.

Demographics play a role in how knowledgeable Canadians are about omega-3 fatty acids. More specifically:

- Older Canadians (45+ years) are more knowledgeable than younger Canadians (<45 years) (78%–80% vs. 63%–73%, respectively).
- Women are more knowledgeable of the need for omega-3 fats than are men (78% vs. 72%, respectively).
- Meal planners (76% vs. 70%), dieters (85% vs. 75%) and label readers (82% vs. 71%) are also more knowledgeable about omega-3 fatty acids than their respective counterparts.

### Omega-3 Fatty Acids

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Q.14 Please rate the extent to which you agree or disagree with each of the following statements.

Base: Total Canadians (n=2003) / Label readers (n=1163) / Non-label readers (n=331)

2008 TNS Canadian Facts

**Table 10: Level of Agreement with Nutrition Statements – By Region**

	Total Canadians					
	Total	Region				
		Atlantic	Quebec	Ontario	Prairies	BC
Base = actual	(2003) %	(276) %	(558) %	(616) %	(309) %	(244) %
<b>% Strongly/ Somewhat agree</b>						
Reducing fat in the diet can lower cholesterol in the blood	80	84	77	82	81	77
A high fibre diet may help prevent colon cancer	78	86	70	80	80	80
Omega-3 fatty acids are essential to a healthy diet	75	82	69	78	76	73
Some types of dietary fibre can help reduce cholesterol in your blood	74	80	65	78	74	76
The amount of cholesterol people eat is the major factor that affects their blood cholesterol	63	69	61	65	62	61
The glycemic index ranks carbohydrate foods on how they affect our blood glucose levels	51	53	51	50	50	50
Non-hydrogenated or soft margarine contains less fat than butter	41	44	40	41	40	42
Trans fatty acids have the same effect as saturated fat	32	36	32	33	33	27
Hard, stick margarine is better for you than soft margarine	13	14	12	12	16	16

Q. 14 Please rate the extent to which you agree or disagree with each of the following statements.

## Detailed Findings

**Table 11: Level of Agreement with Nutrition Statements – By Age and Income**

	Total Canadians							
	Total	Age (years)				Income		
		Less than 25	25–44	45–64	65+	Under \$35K	\$35K–\$44K	\$45K or more
Base = actual	(2003) %	(93)* %	(657) %	(996) %	(252) %	(680) %	(237) %	(1086) %
<b>% Strongly/ Somewhat agree</b>								
Reducing fat in the diet can lower cholesterol in the blood	80	76	78	81	85	78	78	81
A high fibre diet may help prevent colon cancer	78	62	75	83	86	74	78	81
Omega-3 fatty acids are essential to a healthy diet	75	63	73	80	78	70	76	78
Some types of dietary fibre can help reduce cholesterol in your blood	74	62	70	79	80	72	72	76
The amount of cholesterol people eat is the major factor that affects their blood cholesterol	63	61	66	62	62	66	61	62
The glycemic index ranks carbohydrate foods on how they affect our blood glucose levels	51	43	49	52	56	48	49	52
Non-hydrogenated or soft margarine contains less fat than butter	41	42	41	42	39	45	40	39
Trans fatty acids have the same effect as saturated fat	32	35	29	34	32	35	32	31
Hard, stick margarine is better for you than soft margarine	13	17	13	14	10	16	12	12

\* Less than 0.5%

Q. 14 Please rate the extent to which you agree or disagree with each of the following statements.

**Table 12: Level of Agreement with Nutrition Statements – By Eating Habits, Meal Planners and Nutrition Knowledge**

	Total Canadians								
	Total	Eating Habits			Meal Planner		Nutrition Knowledge		
			Fair/ Poor	Good	Very Good/ Excel- lent	Yes	No	Not very/ Not at all	Some- what
Base = actual	(2003) %	(518) %	(889) %	(586) %	(1705) %	(292) %	(394) %	(1361) %	(238) %
<b>% Strongly/ Somewhat agree</b>									
Reducing fat in the diet can lower cholesterol in the blood	80	77	80	83	80	78	73	81	85
A high fibre diet may help prevent colon cancer	78	73	78	84	79	74	54	84	91
Omega-3 fatty acids are essential to a healthy diet	75	65	78	82	76	70	53	80	89
Some types of dietary fibre can help reduce cholesterol in your blood	74	69	76	77	75	72	56	77	90
The amount of cholesterol people eat is the major factor that affects their blood cholesterol	63	59	64	67	65	53	57	63	72
The glycemic index ranks carbohydrate foods on how they affect our blood glucose levels	51	39	52	60	52	43	28	53	75
Non-hydrogenated or soft margarine contains less fat than butter	41	36	44	42	42	35	33	42	47
Trans fatty acids have the same effect as saturated fat	32	28	30	40	32	31	20	32	51
Hard, stick margarine is better for you than soft margarine	13	10	12	19	14	12	7	13	23

Q. 14 Please rate the extent to which you agree or disagree with each of the following statements.

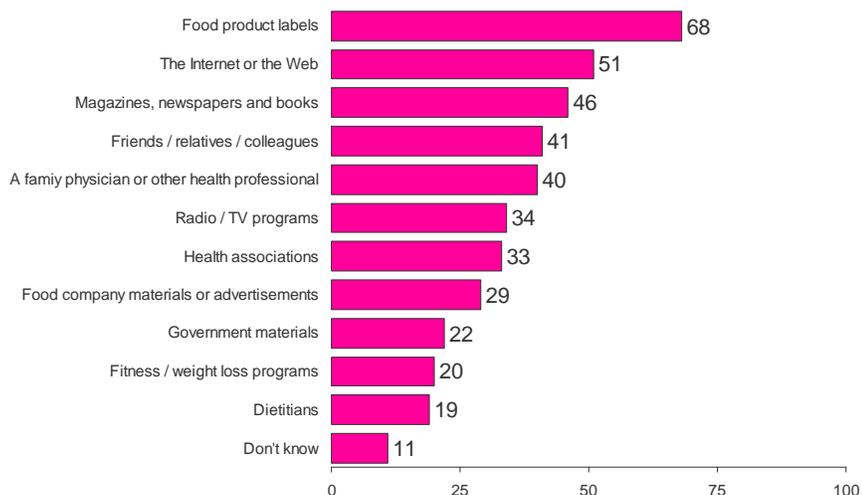
## Sources of Information about Food and Nutrition

### Sources of Food and Nutrition Information

In today's information age, sources of information about food and nutrition are numerous, widespread and varied. The most popular sources for Canadians are ones that are both easily and independently accessible.

The highest proportion of Canadians (68%) look to food labels to obtain their food and nutrition information. Other common sources of food and nutrition information include the Internet (51%) or magazines, newspapers and books (46%), while fewer Canadians obtain information from friends or relatives (41%) and physicians or other health professionals (40%). Very few Canadians obtain information from government materials (22%), fitness or weight loss programs (20%) and dietitians (18%). Canadians generally have the least exposure or access to health professionals so it is not surprising that so few Canadians actually obtain food and nutrition information from them.

### Food and Nutrition Information Sources



Q.16 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.

Base: Total Canadians (n=2003)

\* Multiple response

2008 TNS Canadian Facts

Age is a major factor related to the sources of food and nutrition information for Canadians. Seniors (65+ years) are more likely than youth (<25 years) to get their information from food product labels (77% vs. 52%), family physicians or other health professionals (45% vs. 31%) and health associations (42% vs. 19%). Youth (<25 years) are more likely than seniors (65+ years) to obtain their food and nutrition information from friends, relatives or colleagues (47% vs. 38%).

**Table 13: Sources of Food and Nutrition Information – By Age**

	Total Canadians				
	Total	Age (years)			
		Less than 25	25–44	45–64	65+
Base = actual	(2003) %	(93)* %	(657) %	(996) %	(252) %
<b>Sources of Information</b>					
Food product labels	68	52	65	71	77
Internet/ Web	51	54	52	52	43
Magazines, newspapers and books	46	44	46	47	45
Friends/ relatives/ colleagues	41	47	44	37	38
Family physician/ other health professional	40	31	37	43	45
Radio/ TV programs	34	35	32	37	30
Health associations (cancer/ heart/ diabetes)	33	19	28	39	42
Food company materials/ advertisements	29	27	26	33	28
Government materials	22	17	20	25	22
Fitness/ weight loss programs	20	21	22	17	19
Dietitian	68	52	65	71	77
Don't know	11	19	11	8	9

\* Figures percentaged on a base of less than 100 should be interpreted with caution

Q.16 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.

## Detailed Findings

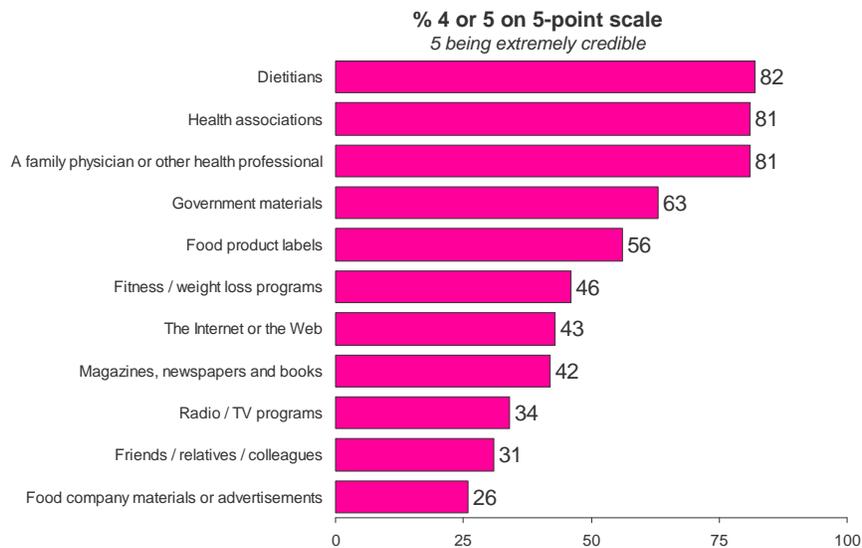
### Credibility of Sources

Canadians believe that dietitians are the most credible source of information (82% gave them the two highest ratings), followed by health professionals (81%) (including health associations and a family physician or other health professional), the government (63%) and food product labels (56%). Food company materials or advertisements (26%), friends or relatives (31%), and radio or television programs (34%) are considered least credible.

Interestingly, the sources considered to be the most credible are not the most used for information on food and nutrition. This result likely reflects that the more credible sources are not always the most accessible.

The three sources considered the least credible are used by almost one third of the population, likely because these sources are easily accessible.

### Credibility of Food and Nutrition Information Sources



**Q.16A** For each of the following, how credible do you think they are as a source for food and nutrition information?

Base: Total Canadians (n=2003)

2008 TNS Canadian Facts

## Food Product Labels

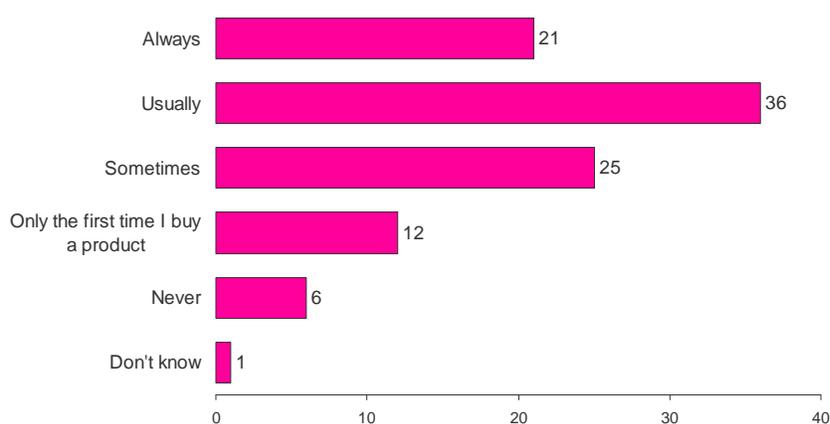
As shown in the previous section, over two thirds (68%) of Canadians use food labels as sources of food and nutrition information. In fact, many Canadians (57%) self-identify as regular label readers and tend to read labels to learn about the ingredients in a product. In contrast, Canadians who self-identify as reading labels less often (“sometimes”) have trouble finding the information they seek on food labels.

### ***Frequency of Reading Labels***

More than half (57%) of Canadians read labels regularly; that is, they always or usually read the label. Few Canadians never read a food label (6%) or only read it the first time they purchase a product (12%). Some groups of Canadians are more likely to read labels than their counterparts:

- Women are more likely to be regular label readers than men (61% vs. 52%, respectively).
- Canadians who report being very (75%) or somewhat (61%) knowledgeable about nutrition are more likely to read labels than those who are not very or not at all knowledgeable (35%).
- People who are the main grocery shopper or who have been on a diet during the past year are also more likely to be label readers (60% vs. 49% and 71% vs. 58%–67%, respectively).

### Frequency of Reading the Label on Food Products



**Q.17** Thinking specifically about labels on the various food products you buy (other than brand name or flavour), how often do you read the labels?

Base: Total Canadians (n=2003)

2008 TNS Canadian Facts

## Detailed Findings

**Table 14: Frequency of Reading Labels – By Gender and Nutrition Knowledge**

	Total Canadians					
	Total	Gender		Nutrition Knowledge		
		Male	Female	Not very/ Not at all	Somewhat	Very
Base = actual	(2003) %	(874) %	(1129) %	(394) %	(1361) %	(238) %
<b>Frequency of Reading Labels</b>						
Always	21	19	22	7	20	52
Usually	36	32	39	28	41	23
Sometimes	25	32	18	42	22	9
Only the first time I buy a product/ brand	12	8	14	6	13	14
Never	6	6	5	14	3	2
Don't know	1	2	1	3	1	0

Q.17 Thinking specifically about labels on the various food products you buy (other than brand name or flavour), how often do you read the labels?

**Table 15: Frequency of Reading Labels – By Main Grocery Shopper and Incidence of Dieting During the Past Year**

	Total Canadians				
	Total	Main Grocery Shopper		Been on Diet in Past Year	
		Yes	No	Yes	No
Base = actual	(2003) %	(880) %	(224) %	(188) %	(1790) %
<b>Frequency of Reading Labels</b>					
Always	21	22	19	37	20
Usually	36	37	30	34	37
Sometimes	25	22	36	15	26
Only the first time I buy a product/ brand	12	12	9	12	12
Never	6	6	4	1	6
Don't know	1	1	2	1	0

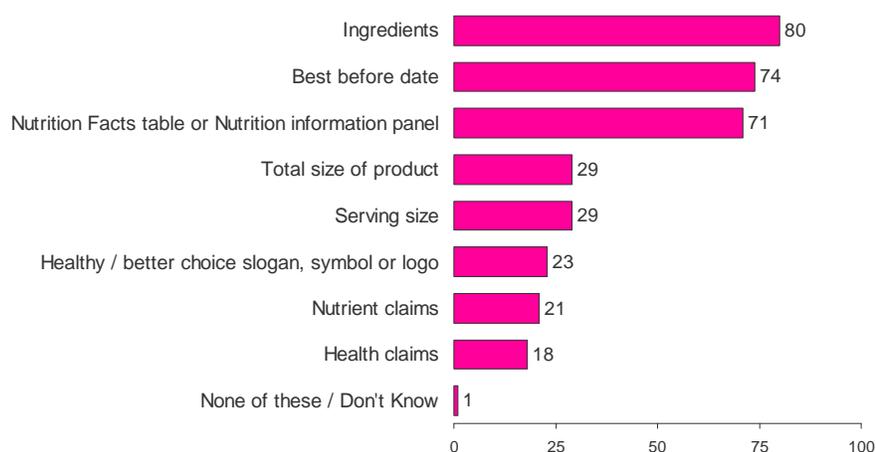
Q.17 Thinking specifically about labels on the various food products you buy (other than brand name or flavour), how often do you read the labels?

### Label Information Sought

Canadians who read labels are looking for information related to food content (ingredients and nutrients) as opposed to claim statements.

When looking at food labels, most Canadians seek ingredient information (80%), the “best before” date (74%) and the Nutrition Facts table (71%). A smaller but significant portion of Canadians also read labels for total product weight (29%) and serving size (29%). In contrast, fewer Canadians (18%–23%) are interested in health claims, nutrient content claims and “healthy” or “better choice” types of slogans or symbols.

### Nutrition Information Sought on Labels



Q.18 When you are looking at the label which of the following do you look for?

Base: Total Canadians who have read labels on food products at least once in the past year (n=1907)

2008 TNS Canadian Facts

Some regional differences exist. People in Ontario and British Columbia are most likely to look for ingredient information (84% and 87%, respectively, vs. 75%–77% in other regions), while those in Quebec are least likely to look for product size (23% vs. 27%–33%), serving size (23% vs. 28%–32%) and “healthy” or “better choice” slogans or symbols (16% vs. 23%–26%).

As well, frequent label readers are more likely to seek information on all items than are infrequent label readers, with the exception of the “best before” date, where frequency of label reading does not make a difference.

## Detailed Findings

**Table 16: Nutrition Information Sought on Labels – By Region**

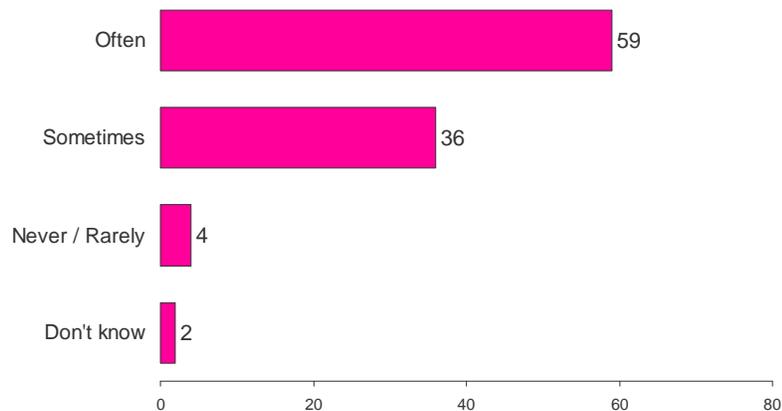
	Total Canadians Who Read Labels					
	Region					
	Total	Atlantic	Quebec	Ontario	Prairies	BC
Base = actual	(1907) %	(263) %	(533) %	(585) %	(296) %	(230) %
<b>Information Sought on Labels</b>						
Ingredients	80	77	75	84	76	87
Best before date	74	73	70	80	73	71
Nutrition Facts table	71	67	74	73	71	66
Total size of product	29	32	23	33	27	30
Serving size	29	32	23	31	28	32
Healthy/ better choice slogan, symbol or logo	23	24	16	26	23	23
Statements about nutrient benefits	21	24	13	26	16	23
Statements about health benefits	18	20	15	22	15	15
None of these	1	2	1	1	0	3

Q.18 When you are looking at the label, which of the following do you look for? Please select all that apply.

### Ability to Find Information on Labels

Most label readers (95%) are able to find the information they need on food labels.

#### Ability to Find Information on Labels



**Q.20** In general, when you look for nutrition related information on the label, how often can you find the information you need?  
 Base: Total Canadians who have read labels on food products at least once in the past year (n=1907)

2008 TNS Canadian Facts

Label readers who report excellent or very good eating habits (97% vs. 92%–95%), who are meal planners (96% vs. 91%) or who have been on a diet during the past year (100% vs. 94%) have slightly more success than their counterparts. This is likely a function of practice or frequency of reading the labels.

## Detailed Findings

**Table 17: Ability to Find Information on Labels – By Eating Habits**

	Total Canadians Who Read Labels			
	Total	Eating Habits		
		Fair/ Poor	Good	Very Good/ Excellent
Base = actual	(1907) %	(474) %	(859) %	(569) %
<b>Ability to Find Information on Labels</b>				
Often	59	55	59	62
Sometimes	36	37	36	35
Rarely/ Never	4	6	4	2
Don't know	2	2	2	1

Q.20 In general, when you look for nutrition related information on the label, how often can you find the information you need?

**Table 18: Ability to Find Information on Labels – By Meal Planner and Incidence of Dieting During the Past Year**

	Total Canadians Who Read Labels				
	Total	Meal Planner		Been on Diet in Past Year	
		Yes	No	Yes	No
Base = actual	(1907) %	(1636) %	(268) %	(184) %	(1707) %
<b>Ability to Find Information on Labels</b>					
Often	59	60	55	73	57
Sometimes	36	36	36	27	37
Rarely/ Never	4	3	5	0	4
Don't know	2	1	4	0	2

Q.20 In general, when you look for nutrition related information on the label, how often can you find the information you need?

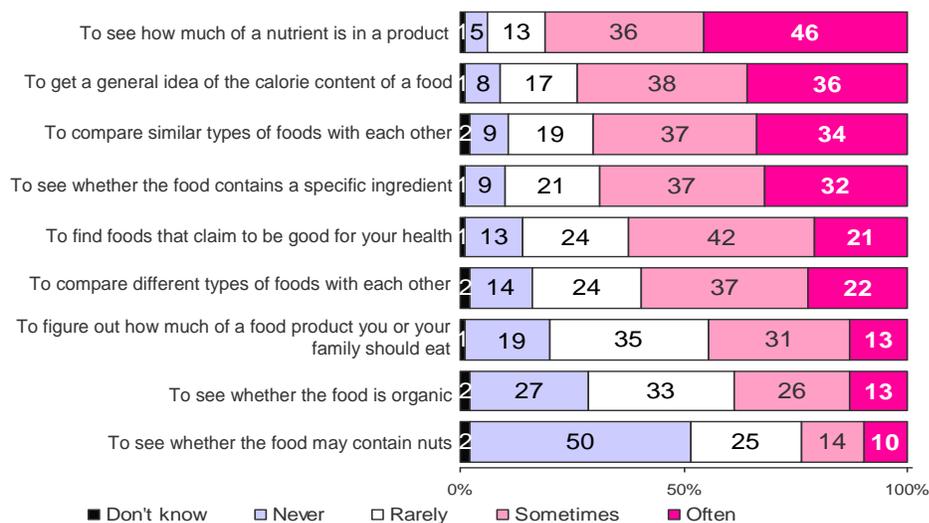
## Use of Information on Labels

Although the food label offers a variety of information, reading labels is primarily motivated by a search for information about the specific contents. For example, most label readers (82%) often or sometimes do so to determine how much of a nutrient is in a product.

Most of the other most popular or frequent uses of labels are also related to content, such as determining the calorie level (74%) or whether a specific ingredient is in the product (69%). Although fewer people do so, the desire to determine if a product is organic (39%) or contains nuts (24%) is important for a segment of the population; this is likely driven by specific needs, such as the avoidance of nuts for individuals with food allergies. Another popular reason for label reading is to compare similar types of foods (71%).

Findings on the types of information that Canadians seek less frequently can provide insights as well. Less than half (44%) of Canadians use the information on food packages to determine how much of the product they or their family should eat. This is somewhat disturbing given the prevalence of overweight and obesity in the Canadian population.

### Use of Information on Food Packages



Q.19 When you look at the information on a food package either in the store or at home, how often do you use the information provided in the following ways.

Base: Total Canadians who have read labels on food products at least once in the past year (n=1907)

2008 TNS Canadian Facts

## Detailed Findings

Canadians in different regions look for various items of information on food product labels. For example:

- People in Atlantic Canada are most likely to look for how much of a specific nutrient is in a product (86% vs. 78%–84% in other regions).
- Residents of Ontario are more likely to make comparisons among different foods (65% vs. 54%–60%).

In contrast, people in certain regions are least likely to look for specific information. For example:

- Residents of Quebec are least likely to compare similar types of food with each other (64% vs. 71%–74% in other regions).
- People in British Columbia are least likely to look for information on calorie content (70% vs. 74%–79%) but most likely to use the label to determine if a food is organic (47% vs. 34%–43%).

**Table 19: Use of Information on Labels – By Region**

	Total Canadians Who Read Labels					
	Total	Region				
		Atlantic	Quebec	Ontario	Prairies	BC
Base = actual	(1907) %	(263) %	(533) %	(585) %	(296) %	(230) %
<b>% Often/ Sometimes</b>						
To see how much of a nutrient is in a product	82	86	80	84	79	78
To get a general idea of the calorie content of a food	75	79	74	75	77	70
To compare similar types of foods with each other	71	71	64	74	73	74
To see whether the food contains a specific ingredient	69	75	62	73	67	70
To find foods that claim to be good for your health	63	67	65	61	62	62
To compare different types of foods with each other	60	56	54	65	60	56
To figure out how much of a food product you or your family should eat	44	46	43	45	43	45
To see whether the food is organic	39	43	36	39	34	47
To see whether the food contains nuts	24	29	20	24	24	23

Q.19 When you look at the information on a food package either in the store or at home, how often do you use the information provided in the following ways.

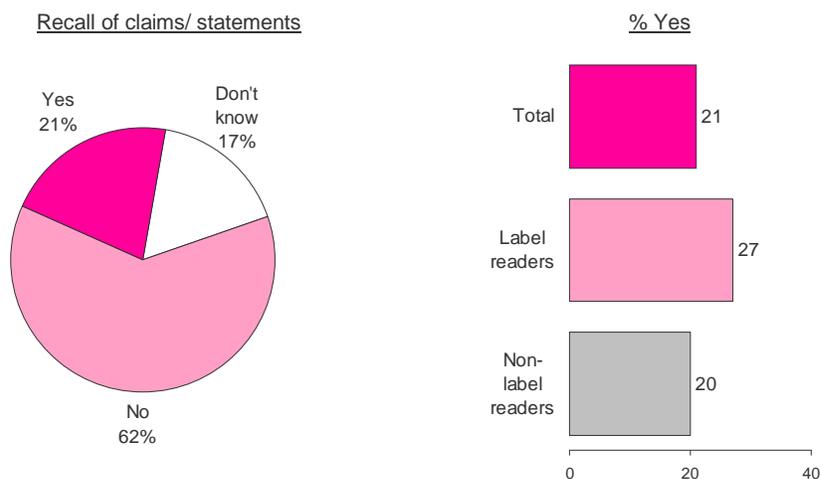
### Recall of Food Company Statements about Food Product Benefits

Since food product labels are one way to communicate about the nutrition and health benefits of foods products, it is of interest to examine Canadians' recall of such statements made by food companies.

Overall, relatively few Canadians (21%) recall statements made by food companies regarding the nutrition or health benefits of their products in the past 12 months.

Western Canadians (residents of the Prairies and British Columbia) are least likely to recall food company statements about product nutrition or health benefits compared with Canadians in other regions (15%–16% vs. 22%–24%). Women (26% vs. 16% for men) and youth (<25 years) (28% vs. 18%–22% for older adults) are more likely to recall these statements compared with their counterparts. Label readers are also more likely to recall product benefit statements than non-label readers (27% vs. 20%).

### Recall of Food Company Statements about Food Product Benefits



**Q.21A** Are there any particular claims or statements made by food companies regarding the nutritional or health benefits of their food that attracted your attention over the past 12 months?

Base: Total Canadians (n=2003) / Label readers (n=1163) / Non-label readers (n=331)

2008 TNS Canadian Facts

## Detailed Findings

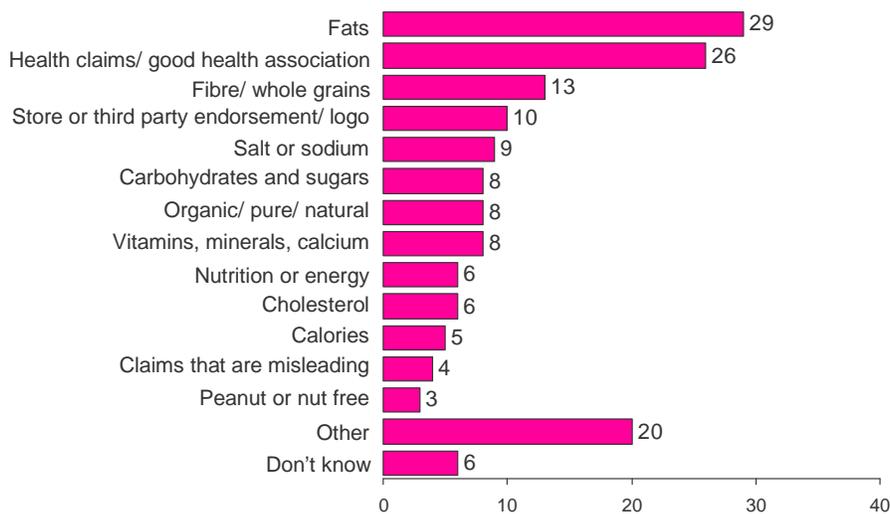
### **Specific Statement or Claim Recalled**

Canadians recall statements about fats (29%) and “positive” health statements associated with good health (26%) most often.

- Recalled fat-related statements include omega-3 or omega-6 fatty acid claims (10%), reduced or lower fat (8%), the absence of trans fat (8%) and reduced trans fat (2%).
- Recalled health-related statements include various probiotic claims (19%), references to the food being “healthy” (4%) and claims about reducing heart disease or being “good for the heart” (3%).

### Nature of Nutrition or Health Benefit Statements Recalled

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Q.21B What food claim(s) or statement(s) attracted your attention?

Base: Total Canadians who recall nutrition claims (n=434)

2008 TNS Canadian Facts

## Eating Habits and Health

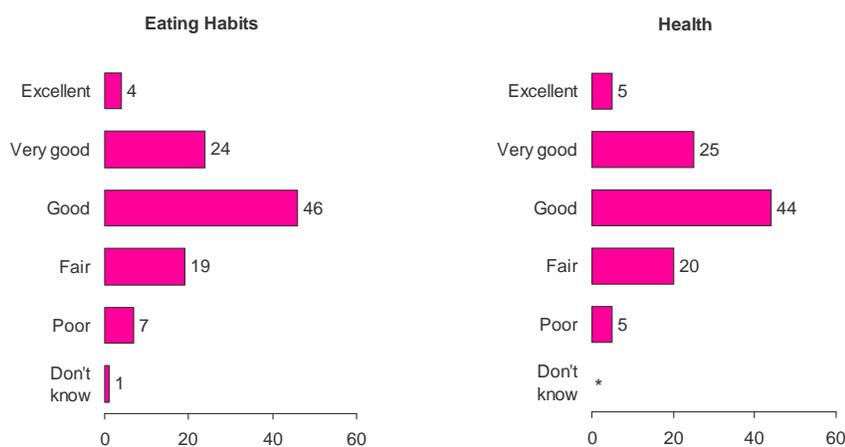
The previous sections examined Canadians' knowledge and understanding of nutrition and the influences on their food choices, including their sources of food and nutrition information. This final section goes beyond nutrition knowledge and information, to look at Canadians' food- and nutrition-related behaviours with a focus on eating habits and health.

### Self-rated Eating Habits and Health

The highest proportion of Canadians consider their eating habits (46%) and health (44%) to be good. One quarter of Canadians think their eating habits and health are fair or poor (26% and 25%, respectively), while few consider them excellent (4% and 5%, respectively).

Not surprisingly, people who rate their health as excellent or very good also rate their eating habits to be excellent or very good (58% vs. 9%–17%). Additionally, those who believe their nutrition knowledge is poor also tend to rate their eating habits as poor (52%).

### Self-rated Eating Habits and Health



Q.4 In general, would you say that your eating habits are excellent, very good, fair or poor?

Q.5 How would you assess your overall health?

Base: Total Canadians (n=2003)

\* Less than 0.5%

2008 TNS Canadian Facts

## Detailed Findings

Demographics and lifestyle play a large role in how Canadians view their eating habits and health. For example:

- Residents of Atlantic Canada and of Quebec report better eating habits compared with Canadians in other regions (30%–33% vs. 25%–28%).
- Seniors (65+ years) rate their eating habits higher than other Canadians (43% very good or excellent vs. 18%–29% in other age groups).
- Canadians earning less than \$35K per year are more likely to report fair or poor eating habits than people with higher incomes (31% vs. 21%–26%).
- As income and education levels increase, so does the rating of one's health.
- Canadians in the Atlantic region and Quebec report better health compared with Canadians in other regions (36%–38% vs. 27%–29%).
- Canadians who never eat out (breakfast, lunch or dinner) rate both their eating habits and their health higher than those who do eat out.

**Table 20: Self-Rated Eating Habits and Health – By Region**

	Total Canadians					
	Region					
	Total	Atlantic	Quebec	Ontario	Prairies	BC
Base = actual	(2003) %	(276) %	(558) %	(616) %	(309) %	(244) %
<b>Eating Habits</b>						
Excellent	4	5	4	3	3	5
Very Good	24	25	29	22	22	23
Good	46	39	50	44	44	54
Fair	19	21	15	22	20	16
Poor	7	9	2	8	10	3
Don't know	1	1	1	1	1	1
<b>Health</b>						
Excellent	5	3	9	5	6	3
Very Good	25	33	29	22	23	25
Good	44	39	49	42	42	49
Fair	20	20	11	25	22	19
Poor	5	5	3	6	7	4
Don't know	*	*	1	*	0	1

\* Less than 0.5%

Q.4 In general how would you rate your eating habits?

Q.5 How would you assess your overall health?

**Table 21: Self-Rated Eating Habits and Health – By Education**

	Total Canadians						
	Education						
	Total	Elementary school	High school	Technical College/ CEGEP	Community College	University	Post Graduate
Base = actual	(2003) %	(24)** %	(674) %	(330) %	(372) %	(417) %	(137) %
<b>Eating Habits</b>							
Excellent	4	2	3	3	5	4	5
Very Good	24	16	19	24	19	33	33
Good	46	34	48	51	44	43	53
Fair	19	35	21	18	21	18	8
Poor	7	13	8	5	11	3	1
Don't know	1	0	1	*	1	1	*
<b>Health</b>							
Excellent	5	0	3	5	5	7	14
Very Good	25	13	23	24	22	32	29
Good	44	46	47	50	44	38	41
Fair	20	32	21	15	25	20	14
Poor	5	8	5	6	4	3	2
Don't know	*	0	1	0	*	1	0

\* Less than 0.5%

\*\* Figures percentaged on a base of less than 50 should be interpreted with extreme caution.

Q.4 In general how would you rate your eating habits?

Q.5 How would you assess your overall health?

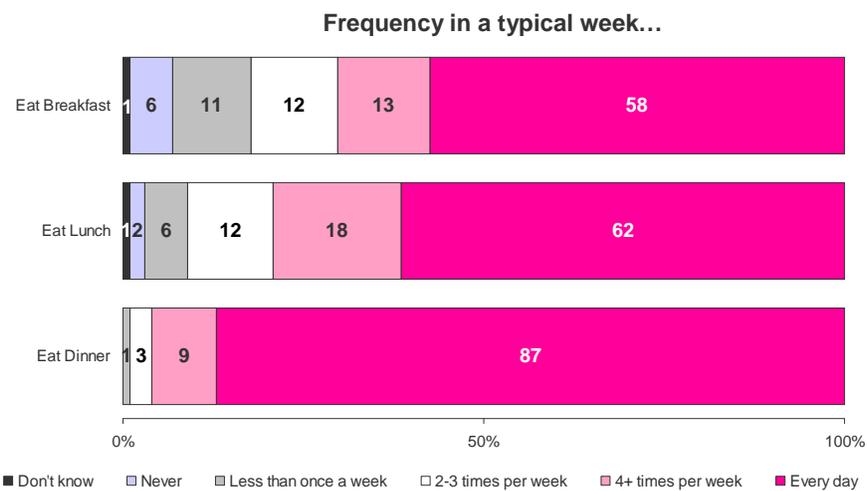
## Detailed Findings

### Meal Habits

Most Canadians (87%) eat dinner every day, while less than two thirds of Canadians eat breakfast (58%) or lunch (62%) daily.

Women are more likely than men to eat breakfast daily (61% vs. 56%). Compared with Canadians in other regions, those in Quebec are more likely to eat breakfast (72% vs. 52%–56%) and lunch (69% vs. 56%–66%) every day.

### Meal Habits



Q.26 In a typical week how often do you do the following?

Base: Total Canadians (n=2003)

2008 TNS Canadian Facts

Table 22: Meal Habits – By Gender

	Total Canadians		
	Total	Gender	
		Male	Female
Base = actual	(2003) %	(874) %	(1129) %
<b>Eat Breakfast</b>			
Every day	58	56	61
4 or more times a week	13	13	12
2 or 3 times a week	12	13	11
Once per week	5	6	4
Less than once a week	6	6	5
Never	6	5	6
Don't know	1	1	*
<b>Eat Lunch</b>			
Every day	62	64	61
4 or more times a week	18	18	18
2 or 3 times a week	12	11	14
Once per week	2	2	3
Less than once a week	3	3	3
Never	2	1	2
Don't know	1	1	*
<b>Eat Dinner</b>			
Every day	87	88	86
4 or more times a week	9	8	9
2 or 3 times a week	3	3	3
Once per week	*	*	1
Less than once a week	*	*	*
Never	0	0	0
Don't know	*	1	*

\* Less than 0.5%

Q.26 In a typical week how often do you do the following?

## Detailed Findings

**Table 23: Meal Habits – By Region**

	Total Canadians					
	Region					
	Total	Atlantic	Quebec	Ontario	Prairies	BC
Base = actual	(2003) %	(276) %	(558) %	(616) %	(309) %	(244) %
<b>Eat Breakfast</b>						
Every day	58	52	72	56	52	54
4 or more times a week	13	14	12	14	8	16
2 or 3 times a week	12	17	8	12	15	11
Once per week	5	4	4	5	8	7
Less than once a week	6	6	2	7	9	4
Never	6	6	2	6	8	6
Don't know	1	1	*	1	*	1
<b>Eat Lunch</b>						
Every day	62	56	69	58	66	61
4 or more times a week	18	21	14	19	17	21
2 or 3 times a week	12	14	11	15	11	10
Once per week	2	3	1	3	2	4
Less than once a week	3	3	3	4	3	3
Never	2	2	2	2	2	1
Don't know	1	1	*	1	0	1
<b>Eat Dinner</b>						
Every day	87	84	89	87	86	87
4 or more times a week	9	10	7	9	8	10
2 or 3 times a week	3	5	2	3	5	2
Once per week	*	*	1	*	1	*
Less than once a week	*	1	*	*	*	0
Never	0	0	0	0	0	0
Don't know	*	1	*	1	0	1

\* Less than 0.5%

Q.26 In a typical week how often do you do the following?

### ***Out-of-Home Foods and Eating Habits***

To better gauge Canadians' habits regarding foods eaten and/or prepared outside the home, TNT VII asked how often Canadians eat home-prepared food versus restaurant and take-out food. Surprisingly, no more than half of Canadians eat a given meal prepared at home every day (38%–52%, depending on the meal).

- Breakfast is the most likely meal to be home prepared every day (52%), followed by dinner (43%) and lunch (38%).
- Residents of Quebec, women and seniors (65+ years) are all more likely to eat any meal prepared at home every day, compared to their respective counterparts.

Most Canadians eat out or order take-out once or less per week (48%–74% and 20%–67%, respectively). Lunch and dinner are the most popular meals for eating out (the highest proportion of Canadians, 62% and 74%, respectively, eat out for these meals once or less per week), while dinner is also the most popular for take-out (67% order take-out or delivery for dinner once or less per week).

Canadian youth (<25 years), those from the Prairies and men are most likely to eat out or order take-out at least twice per week.

## Detailed Findings

**Table 24: Eating Out Habits – By Type of Meal**

	Type of Meal		
	Eat meal prepared at home	Order take-out/delivery	Eat out
Base = actual	(1885) %	(1885) %	(1885) %
<b>Breakfast</b>			
Every day	52	1	1
4 or more times a week	19	1	2
2 or 3 times a week	13	3	6
Once per week/ Less than once a week	14	20	48
Never	2	73	41
Don't know	0	1	2
Base = actual	(1958) %	(1958) %	(1958) %
<b>Lunch</b>			
Every day	38	1	2
4 or more times a week	32	2	5
2 or 3 times a week	16	7	9
Once per week/ Less than once a week	9	39	62
Never	5	49	21
Don't know	0	2	1
Base = actual	(1996) %	(1996) %	(1996) %
<b>Dinner</b>			
Every day	43	1	1
4 or more times a week	46	1	1
2 or 3 times a week	8	6	10
Once per week / Less than once a week	3	67	74
Never	0	24	14
Don't know	0	2	2

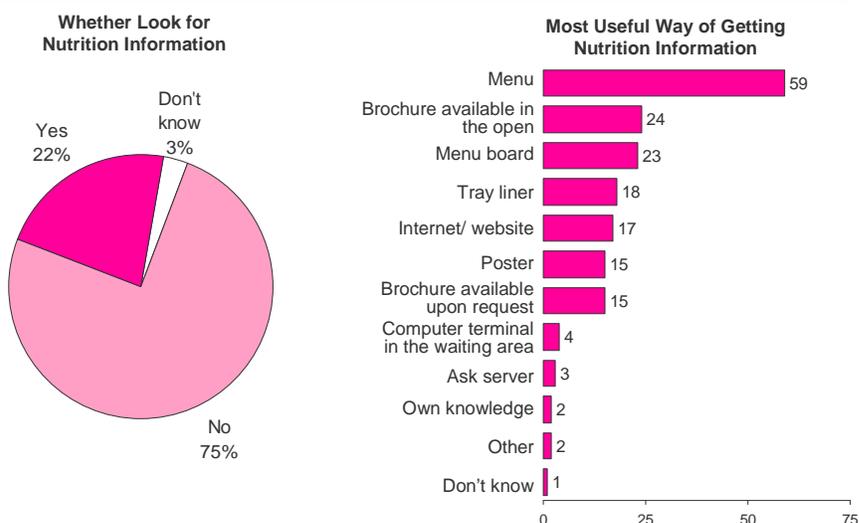
Question asked of those who answered other than “never” or “don’t know” to eating breakfast, lunch, or dinner, respectively.  
Q.26A, B, C How often in a typical week do you do the following?

## Nutrition Information When Eating Out

Less than one quarter (22%) of Canadians look for nutrition information while eating out.

The most useful ways to obtain the information is for companies to include it on the menu (59%), provide it in a brochure that is left out in the open (24%) or include it on a menu board (23%).

### Nutrition Information When Eating Out



Q.27A When eating out, do you look for nutritional information about the food you are eating?

Q.27B What is/ are the most useful way(s) for you to receive nutritional information about the food you eat when eating out?

Base: Total Canadians who eat out at least once per week (n=781)

2008 TNS Canadian Facts

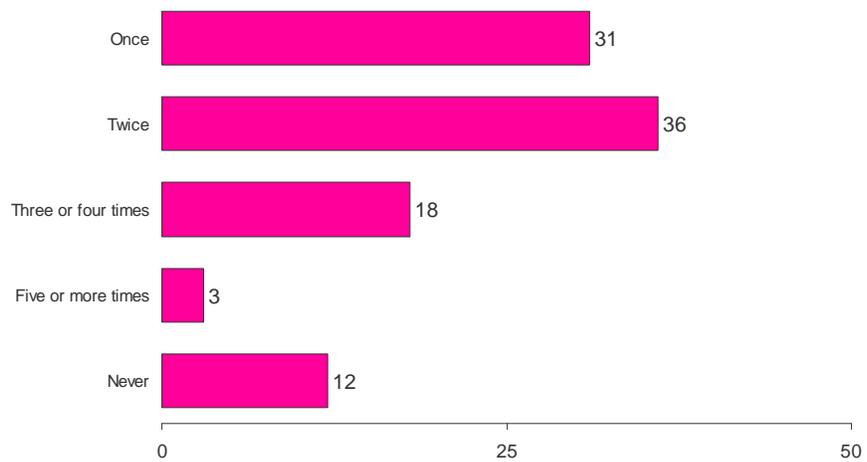
## Detailed Findings

### Snacking Habits

Most Canadians (67%) eat one or two snacks per day, with the average Canadian consumption being 2.1 snacks per day.

- Canadians in the Atlantic region snack most often, averaging 2.6 snacks per day, while those in Quebec snack least often, averaging 1.7 snacks per day.
- Seniors (65+ years) snack the least (averaging 1.7 snacks per day) compared with younger Canadians (at 1.9–2.3 snacks per day).
- Surprisingly, dieters (those who have been on a diet during the past year) snack more often than non-dieters (2.6 vs. 1.7 snacks per day).

### Frequency of Eating Snacks – In a Typical Day



**Q.26D** Aside from breakfast, lunch and dinner, how many other times per day do you eat? More specifically, on average, how many times do you snack in a day?

Base: Total Canadians (n=2003)

2008 TNS Canadian Facts

**Table 25: Frequency of Snacking – By Region**

	Total Canadians					
	Total	Region				
		Atlantic	Quebec	Ontario	Prairies	BC
Base = actual	(2003) %	(276) %	(558) %	(616) %	(309) %	(244) %
<b>Frequency of Snacking (per day)</b>						
Once	31	25	39	29	30	27
Twice	36	44	31	38	37	36
3 or 4 times	18	19	12	21	18	18
5 or more times	3	4	0	2	3	6
Never	12	8	18	10	12	13
Average	2.1	2.6	1.7	2.1	2.2	2.2

Q.26D Aside from breakfast, lunch and dinner, how many other times per day do you eat? More specifically, on average, how many times do you snack in a day?

**Table 26: Frequency of Snacking – By Age and Incidence of Dieting During the Past Year**

	Total Canadians						
	Total	Age (years)				Been on Diet in Past Year	
		Less than 25	25–44	45–64	65+	Yes	No
Base = actual	(2003) %	(93) %	(657) %	(996) %	(252) %	(188) %	(1790) %
<b>Frequency of Snacking (per day)</b>							
Once	31	29	29	33	33	18	32
Twice	36	28	38	36	38	46	35
3 or 4 times	18	32	21	16	6	25	17
5 or more times	3	7	2	2	1	2	3
Never	12	4	10	13	22	9	13
Average	2.1	2.3	2.3	1.9	1.7	2.6	2.0

Q.26D Aside from breakfast, lunch and dinner, how many other times per day do you eat? More specifically, on average, how many times do you snack in a day?

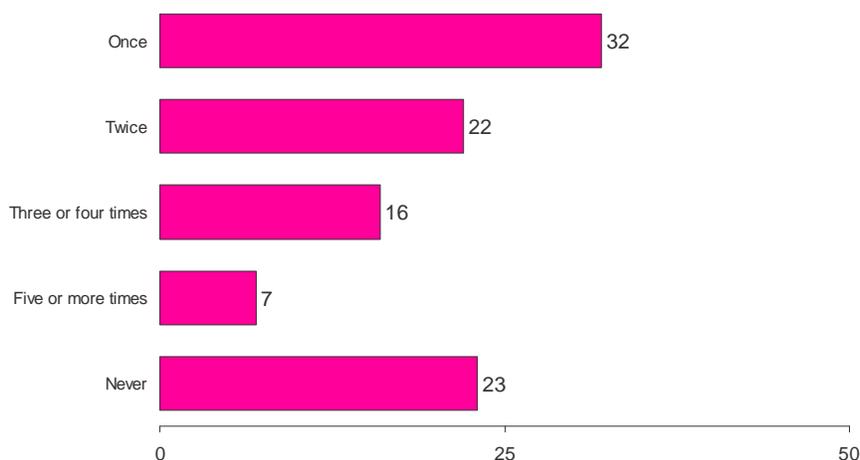
### ***Eating While Engaged in Another Activity***

When eating occurs while engaged in another activity, there is generally a higher likelihood of “mindless eating”—foods are often not portioned and the focus is not on the eating or the body’s hunger signals, all of which can contribute to overeating. More than three quarters (77%) of Canadians eat while engaged in another activity, such as eating lunch while working or eating while watching television, at least once per day.

The frequency with which one eats while engaged in other activities is related to various factors. For example:

- People in Atlantic Canada are most likely to eat while engaged in other activities (an average of three times per day), while residents of Quebec are least likely to do so (an average of 1.9 times per day).
- Canadians most likely to be living alone (single, divorced or separated, or widowed) are also more likely to eat while engaged in other activities (2.4–2.5 times per day vs. 2.1 times per day).

### **Frequency of Eating While Engaged In Something Else – In a Typical Day**



**Q.26E** In a typical day, how many times do you eat while engaged in doing something else? For example, eat lunch while working at your desk, eating while driving, eating while watching television or a movie?

Base: Total Canadians (n=2003)  
2008 TNS Canadian Facts

**Table 27: Frequency of Eating While Engaged with Something Else – By Region**

	Total Canadians					
	Region					
	Total	Atlantic	Quebec	Ontario	Prairies	BC
Base = actual	(2003) %	(276) %	(558) %	(616) %	(309) %	(244) %
<b>Frequency of Eating while Doing Something Else (typical day)</b>						
Once	32	24	36	33	31	32
Twice	22	19	19	23	18	27
3 or 4 times	16	20	9	17	22	15
5 or more times	7	8	3	9	9	6
Never	23	29	33	18	20	20
Average	2.3	3.0	1.9	2.3	2.4	2.3

Q.26E In a typical day, how many times do you eat while engaged in doing something else? For example, eat lunch while working at your desk, eating while driving, eating while watching television or a movie?

**Table 28: Frequency of Eating While Engaged with Something Else – By Marital Status**

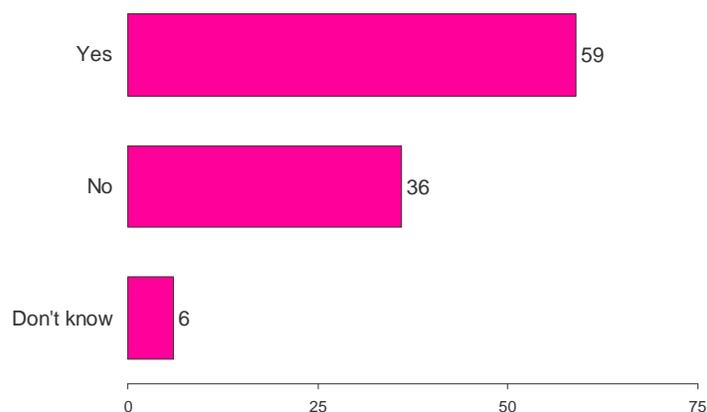
	Total Canadians				
	Marital Status				
	Total	Single	Married/ Common Law	Divorced/ Separated	Widowed
Base = actual	(2003) %	(397) %	(1227) %	(295) %	(71) %
<b>Frequency of Eating while Doing Something Else (typical day)</b>					
Once	32	31	35	25	35
Twice	22	22	21	22	13
3 or 4 times	16	22	13	20	5
5 or more times	7	9	5	10	17
Never	23	16	26	23	30
Average	2.3	2.5	2.1	2.4	2.5

Q.26E In a typical day, how many times do you eat while engaged in doing something else? For example, eat lunch while working at your desk, eating while driving, eating while watching television or a movie?

## Changes to Eating Habits

Similar to previous years, six in ten Canadians (59%) report having changed their eating habits in the past year. Women (63%) and those who had been on a diet during the past year (82%) were more likely to have changed their eating habits than men (54%) and non-dieters (57%).

### Changed Eating Habits in Past Year



Q.22 Have you made any changes over the past year to improve or change your eating habits?

Base: Total Canadians (n=2003)

2008 TNS Canadian Facts

**Table 29: Changed Eating Habits in Past Year – By Gender and Incidence of Dieting During the Past Year**

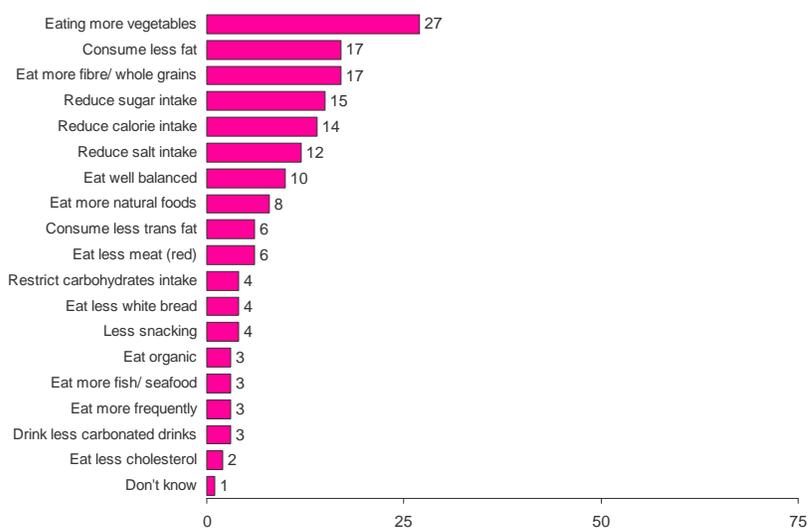
	Total Canadians				
	Total	Gender		Been on Diet in Past Year	
		Male	Female	Yes	No
Base = actual	(2003) %	(874) %	(1129) %	(188) %	(1790) %
<b>Changed Eating Habits</b>					
Yes	59	54	63	82	57
No	35	40	31	15	38
Don't know	6	6	6	3	5

Q.22 Have you made any changes over the past year to improve or change your eating habits?

### Type of Change or Improvement

Of the people who changed their eating habits, most switched to generally healthier eating behaviours. For example, Canadians who changed their eating habits reported increasing their consumption of vegetables (27%), fibre (17%) and natural foods (8%) and reducing their consumption of fat (17%), sugar (15%), calories (14%) and salt (12%).

### Type of Changes Made to Eating Habits



Q.23 What have been the most significant change(s) you have made to improve or change your eating habits over the past year?

Base: Total Canadians who made changes to their eating habits in the past 12 months (n=1211)

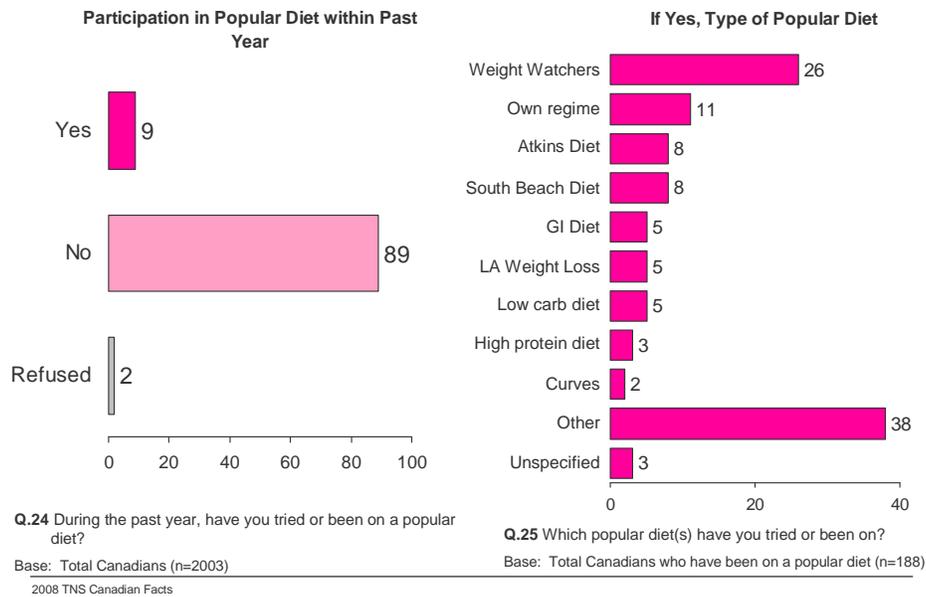
2008 TNS Canadian Facts

## Detailed Findings

### Popular Diets

As in previous years, less than one in ten Canadians (9%) have tried or been on a popular diet during the past year; these dieters reported being on popular diets such as Weight Watchers (26%), Atkins (8%) or South Beach (8%).

### DiETING

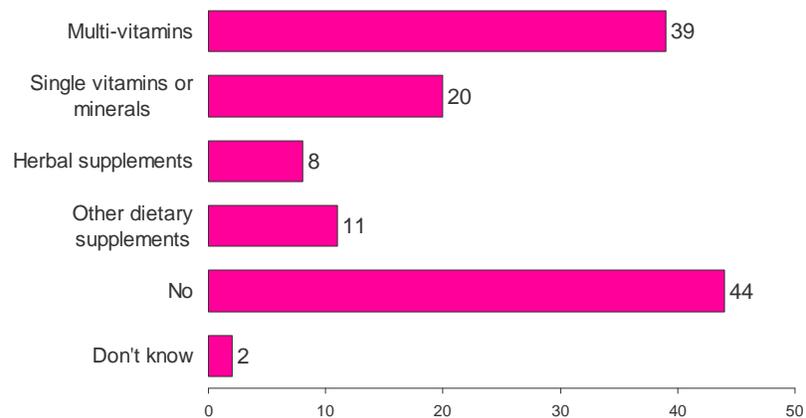


## Use of Supplements

Given that most Canadians are concerned about the nutrients in the foods they eat, it is not surprising that over half of all Canadians use some form of supplement. Close to 40 per cent use multi-vitamins, 20 per cent use single vitamins or minerals, 8 per cent use herbal supplements and 11 per cent use other dietary supplements.

The most common single vitamins or minerals used are calcium (8%), vitamin D (8%), vitamin C (7%) and vitamin E (3%). The most common other supplements include omega 3-6-9 (2%) and fish oil (1%), and the most common herbal supplement is glucosamine (1%).

## Use of Vitamins or Supplements



Q.28 Do you use any vitamins, minerals, herbal or other supplements?

Base: Total Canadians (n=2003)

\*Multiple response

2008 TNS Canadian Facts

## Appendix 1: Questionnaire

### English

#### Tracking Nutrition Trends VII

NOTE TO PROGRAMMING: ONCE A QUESTION HAS BEEN ANSWERED RESPONDENTS SHOULD NOT BE ALLOWED TO GO BACK TO PREVIOUS QUESTIONS.

Thank-you for coming to this site to complete our survey about nutrition. The study will take approximately 20 minutes to complete.

Q1: S,  
QT

Please confirm your age:

AL

Less than 18  
18-24  
25-34  
35-44  
45-54  
55-64  
65+  
Prefer not to say

Q2: S,  
QT

Please confirm your gender:

AL

Male  
Female

Q4: S,  
QT

In general how would you rate your eating habits?

AL

Excellent  
Very Good  
Good  
Fair  
Poor  
Don't Know

Q5: S,  
QT

How would you assess your overall health?

AL

Excellent  
Very Good

Good  
Fair  
Poor  
Don't Know

Q6: S,  
QT

Are you the primary meal planner in your household?

AL

Yes  
No  
Share Equally  
Don't know

INSTRUCTION: FOR Q7 SET UP THREE SEPARATE, NUMBERED BOXES FOR RESPONSES.

Q7: S,  
QT

What makes a food "healthy"?

AL

OPEN

SET Q8A UP AS GRID - AL ACROSS TOP, MT DOWN SIDE.

Q8A: S,  
QT

When you are selecting food to eat, to what degree, if any, does each of the following influence your food choice?

AL

Very influential  
Somewhat influential  
Not too much  
Not at all  
Don't Know

RANDOMIZE MT

Maintaining good health  
Following a special or prescribed diet  
Weight Management/Body Image  
To get energy or stamina\_  
To live longer

Q8B: S,  
QT

When you are selecting food to eat, to what degree, if any, does each of the following influence your food choice?

## Appendix

AL  
Very influential  
Somewhat influential  
Not too much  
Not at all  
Don't Know

### RANDOMIZE MT

The food is organically grown  
The food has added nutrients or ingredients such as calcium or soy  
The food is produced using biotechnology  
The food has a low glycemic index  
The food is made from whole grains  
The food contains omega-3 fatty acids \_  
The food is low in trans fat  
The food is low in sugar  
The food is low in salt/sodium  
The country where the food was made/grown  
The food contains probiotics  
The food contains non-caloric sweeteners (e.g. aspartame)

INSTRUCTION: LIST ONLY THOSE IN Q8B THAT WERE NOT TOO MUCH OR NOT AT ALL INFLUENTIAL IN Q8A.

SET UP AS A GRID WITH AL ACROSS TOP AND MT DOWN SIDE.

Q8C: S,  
QT  
The following is a series of food characteristics that you do not find influential on your food choices. Are they not influential because you are not aware of the health benefits or because you do not care about the health benefits?

AL  
Not aware  
Do not care  
Don't know

- The food is organically grown
- The food has added nutrients or ingredients such as calcium or soy
- The food is produced using biotechnology
- The food has a low glycemic index
- The food is made from whole grains
- The food contains omega-3 fatty acids\_
- The food is low in trans fat
- The food is low in sugar
- The food is low in salt/sodium
- The country where the food was made/grown
- The food contains probiotics
- The food contains non-caloric sweeteners (e.g. aspartame)

SET Q9 UP AS GRID - AL ACROSS TOP, MT DOWN SIDE.

Q9: S,  
QT                      How important are each of the following factors when choosing the food you eat?

- AL                      Very important  
                             Somewhat important  
                             Not very important  
                             Not at all important  
                             Don't know

- Nutrition
- Taste
- Convenience or ease of preparation
- Cost

Q9B: S,  
QT                      How important is healthfulness when choosing the food you eat?

- AL                      Very Important  
                             Somewhat Important  
                             Not Very Important  
                             Not at All Important  
                             Don't know

Q10: S,  
QT                      How knowledgeable would you say you are about nutrition?

- AL                      Very knowledgeable  
                             Somewhat knowledgeable  
                             Not very knowledgeable  
                             Not at all knowledgeable  
                             Don't know

## Appendix

INSTRUCTION: FOR Q7 SET UP THREE SEPARATE, NUMBERED BOXES FOR RESPONSES.

Q11: S,  
QT

Personally, what food safety issues concern you?

AL

OPEN

INSTRUCTION: IF AT Q9 "NUTRITION" IS "VERY IMPORTANT" OR "SOMEWHAT IMPORTANT", ASK Q12. OTHERS SKIP TO Q13.

SET UP Q12 AS A GRID.

Q12: S,  
QT

How often, if ever, do you select the foods that you eat based on the amount of a specific nutrient that the food contains?

AL

Often  
Sometimes  
Rarely  
Never  
Don't know

INSTRUCTION: RANDOMIZE MT.

Calories/Energy  
Total Fat  
Saturated Fat  
Trans Fatty Acids  
Cholesterol  
Carbohydrate  
Fibre  
Sugar  
Protein  
Salt/Sodium  
Vitamins  
Iron  
Calcium  
Whole Grains

SET Q13 UP AS GRID - AL ACROSS TOP, MT DOWN SIDE.

Q13: S,  
QT

Some foods contain added vitamins and minerals. How important is it for you to know if the following foods contain added vitamins and minerals?

AL

Very important  
Somewhat important  
Not very important  
Not at all important  
I do not buy this type of food  
Don't know

INSTRUCTION: RANDOMIZE MT.

Pasta  
Bars (energy/snack/cereal)  
Breakfast cereals  
Beverages such as flavoured drinks or carbonated beverages  
Juice  
Plant-based beverages such as soy or rice milk

SET Q14 UP AS GRID - AL ACROSS TOP, MT DOWN SIDE.

Q14: S,  
QT

Please rate the extent to which you agree or disagree with each of the following statements.

AL

Strongly agree  
Somewhat agree  
Neither  
Somewhat disagree  
Strongly disagree  
Don't know

INSTRUCTION: RANDOMIZE MT.

## Appendix

Some types of dietary fibre can help reduce cholesterol in your blood.  
Trans fatty acids have the same effect as saturated fat.  
Reducing fat in the diet can lower cholesterol in the blood.  
A high fibre diet may help prevent colon cancer.  
The amount of cholesterol people eat is the major factor that affects their blood cholesterol.  
Non-hydrogenated or soft margarine contains less fat than butter.  
Hard, stick margarine is better for you than soft margarine.  
The glycemic index ranks carbohydrate foods on how they affect our blood glucose levels.  
omega-3 fatty acids are essential to a healthy diet.

### INSTRUCTION: RANDOMIZE AL

Q16: S,  
QT

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.

Please select all that apply.

AL

A family physician or other health professional  
A dietitian  
Magazines newspapers and books  
Government materials  
Food company materials or advertisements  
Radio/TV programs  
Food product labels  
Friends/Relatives/Colleagues  
Fitness/Weight loss programs  
Health association materials (Cancer/Heart/Diabetic Association)  
The Internet or the Web  
Don't know

### INSTRUCTION: SHOW MT IN Q16A IN SAME ORDER AS Q16 AL APPEARS.

Q16A: S,  
QT

For each of the following, how credible do you think they are as a source for food and nutrition information?

AL

1 - Not at all Credible  
2  
3  
4  
5 - Extremely Credible  
Don't Know

A family physician or other health professional  
 A dietitian  
 Magazines, newspapers and books  
 Government materials  
 Food company materials or advertisements  
 Radio/TV programs  
 Food product labels  
 Friends/Relatives/Colleagues  
 Fitness/Weight loss programs  
 Health association materials (Cancer/Heart/Diabetic Association)  
 The Internet or the Web

Q17: S,  
 QT

Thinking specifically about labels on the various food products you buy (other than brand name or flavour), how often do you read the labels?

AL

Only the first time I buy a product/brand  
 Always  
 Usually  
 Sometimes  
 Never  
 Don't Know

IF OTHER THAN "NEVER" OR "DON'T KNOW" AT Q17 ASK Q18, Q19 AND Q20

IF "NEVER" AT Q17 SKIP TO Q21

Q18: S,  
 QT

When you are looking at the label which of the following do you look for?

Please select all that apply.

AL

The Nutrition Facts table  
 Ingredients  
 Statements about nutrient benefits (e.g., statement about the amount of a particular nutrient or ingredient)  
 Statements about health benefits (e.g., reduces risk of heart disease; helps prevent osteoporosis)  
 A healthy or better choices slogan, symbol or logo  
 Best before date  
 Serving size  
 Total size of product (e.g., net weight (grams) or volume (ml))  
 None of these

SET Q19 UP AS GRID - AL ACROSS TOP, MT DOWN SIDE.

## Appendix

Q19: S,  
QT

When you look at the information on a food package either in the store or at home, how often do you use the information provided in the following ways.

AL

Often  
Sometimes  
Rarely  
Never  
Don't know

INSTRUCTION: RANDOMIZE MT.

To compare different types of foods with each other, for example, to compare granola bars and cookies.

To compare similar types of foods with each other, for example, to compare two different brands of crackers.

To figure out how much of a food product you or your family should eat.

To get a general idea of the calorie content of a food.

To see whether the food contains a specific ingredient.

To see whether the food contains nuts.

To see how much of a nutrient is in a product, such as the amount of fat, carbohydrate, fibre or vitamins.

To find foods that claim to be good for your health (for example, "A healthy diet rich in a variety of vegetables and fruit may help reduce the risk of some types of cancer").

To see whether the food is organic.

Q20: S,  
QT

In general, when you look for nutrition related information on the label, how often can you find the information you need?

AL

Often  
Sometimes  
Rarely  
Never  
Don't Know

Q21A: S,  
QT

Are there any particular claims or statements made by food companies regarding the nutritional or health benefits of their food that attracted your attention over the past 12 months?

AL

Yes  
No  
Don't know

INSTRUCTION: ASK Q21B IF "YES" TO Q21A OTHERS GO TO Q22

Q21B: S,  
QT

What food claim(s) or statement(s) attracted your attention?

AL

OPEN

Q22: S,  
QT

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

AL

Yes  
No  
Don't know/Not sure/Can't remember

IF YES TO Q22 ASK Q23 IF NO OR DON'T KNOW AT Q22 SKIP TO Q24

Q23: S,  
QT

What have been the most significant change(s) you have made to improve or change your eating habits over the past year?

AL

OPEN

Q24: S,  
QT

During the past year, have you tried or been on a popular diet?

AL

Yes  
No  
Prefer not to say

IF YES TO Q24 ASK Q25 OTHERS SKIP TO Q26

Q25: S,  
QT

Which popular diet(s) have you tried or been on?

AL

OPEN

SET Q26 UP AS GRID - AL ACROSS TOP, MT DOWN SIDE.

Q26: S,  
QT

In a typical week how often do you do the following?

AL

Every day  
Four or more times a week  
Two or three times a week  
Once per week  
Less than once a week  
Never

## Appendix

Don't know

Eat Breakfast

Eat Lunch

Eat Dinner

DO NOT ASK Q26A IF ANSWERED NEVER OR DON'T KNOW TO EAT BREAKFAST AT Q26

SET Q26A UP AS GRID - AL ACROSS TOP, MT DOWN SIDE.

Q26A: S,  
QT

How often in a typical week do you do the following?

AL

Every day

Four or more times a week

Two or three times a week

Once per week

Less than once a week

Never

Don't know

Eat breakfast prepared at home

Order take-out or delivery for breakfast

Eat out for breakfast at a restaurant, fast food outlets, drive-through, cafeteria or coffee shop

DO NOT ASK Q26B IF ANSWERED NEVER OR DON'T KNOW TO EAT LUNCH AT Q26

SET Q26B UP AS GRID - AL ACROSS TOP, MT DOWN SIDE.

Q26B: S,  
QT

How often in a typical week do you do the following?

AL

Every day

Four or more times a week

Two or three times a week

Once per week

Less than once a week

Never

Don't know

Eat lunch that was prepared at home (including a brown bag lunch)  
 Order take-out or delivery for lunch  
 Eat out for lunch at a restaurant, fast food outlets, drive-through or cafeteria

DO NOT ASK Q26C IF ANSWERED NEVER OR DON'T KNOW TO EAT  
 DINNER AT Q26

SET Q26C UP AS A GRID

Q26C: S,  
 QT

How often in a typical week do you do the following?

AL

Every day  
 Four or more times a week  
 Two or three times a week  
 Once per week  
 Less than once a week  
 Never  
 Don't know

Eat dinner that was prepared at home.  
 Order take-out or delivery for dinner  
 Eat out for dinner at a restaurant, fast food outlet, drive-through or cafeteria

Q26D: Q,  
 QT

RANGE 0 .. 99 DEF 99,  
 Aside from breakfast, lunch and dinner, how many other times per day do you  
 eat? More specifically, on average, how many times do you snack in a day?

Q26E: Q,  
 QT

RANGE 0 .. 99 DEF 99,  
 In a typical day, how many times do you eat while engaged in doing something  
 else? For example, eat lunch while working at your desk, eating while driving,  
 eating while watching television or a movie?

IF 'GO OUT TO EAT AT LEAST ONCE IN Q26A OR Q26B OR Q26C ASK  
 Q27A AND Q27B. OTHERS GO TO Q28

Q27A: S,  
 QT

When eating out, do you look for nutritional information about the food you are  
 eating?

AL

Yes  
 No  
 Don't know

Q27B: S,

## Appendix

QT What is/are the most useful way(s) for you to receive nutritional information about the food you eat when eating out?

Select all that apply

AL Menu  
Menu board  
Poster  
Tray liner  
Brochure available in the open  
Brochure available upon request  
On a website  
Computer terminal in the open or waiting area  
Other Please specify (OPEN)  
Don't know

Q28: S,

QT Do you use any vitamins, minerals, herbal or other supplements?

Please select all that apply.

AL Yes, multi-vitamins  
Yes, single vitamins or minerals (Please specify)  
Yes, herbal supplements (Please specify)  
Yes, other supplements (Please specify)  
No  
Don't know

That concludes the survey. Please click on the continue button below to submit your answers.

## French

**Mesure des Tendances en Nutrition VII**

NOTE TO PROGRAMMING: ONCE A QUESTION HAS BEEN ANSWERED RESPONDENTS SHOULD NOT BE ALLOWED TO GO BACK TO PREVIOUS QUESTIONS.

Merci de visiter ce site pour répondre à notre sondage sur la nutrition. L'étude vous prendra approximativement 20 minutes à remplir.

Q1: S,  
QT

Veuillez confirmer votre âge.

AL

Moins de 18 ans  
18-24 ans  
25-34 ans  
35-44 ans  
45-54 ans  
55-64 ans  
65 ans et plus  
Je préfère ne pas répondre

Q2: S,  
QT

Veuillez confirmer votre sexe.

AL

Homme  
Femme

Q4: S,  
QT

En général, comment évaluez-vous vos habitudes alimentaires?

AL

Excellentes  
Très bonnes  
Bonnes  
Passables  
Mauvaises  
Je ne sais pas

Q5: S,  
QT

Comment évalueriez-vous votre état de santé en général?

AL

Excellent  
Très bon  
Bon  
Passable  
Mauvais  
Je ne sais pas

## Appendix

Q6: S,  
QT Êtes-vous principalement responsable de la planification des repas dans votre ménage?

AL Oui  
Non  
Vous la partagez à parts égales avec quelqu'un d'autre  
Je ne sais pas

INSTRUCTION: FOR Q7 SET UP THREE SEPARATE, NUMBERED BOXES FOR RESPONSES.

Q7: S,  
QT Quelles sont les caractéristiques d'un aliment «sain»?

AL OUVERTE

SET Q8A UP AS GRID - AL ACROSS TOP, MT DOWN SIDE.

Q8A: S,  
QT Quand vous choisissez des aliments à manger, dans quelle mesure chacun des éléments suivants a-t-il une influence sur votre choix d'aliments?

AL Beaucoup d'influence  
Assez d'influence  
Pas tellement d'influence  
Aucune influence  
Je ne sais pas

RANDOMISEZ MT

Maintenir une bonne santé  
Suivre un régime alimentaire spécial ou prescrit  
Gérer son poids/image corporelle  
Pour avoir de l'énergie ou de l'endurance  
Pour vivre plus longtemps

Q8B: S,  
QT Quand vous choisissez des aliments à manger, dans quelle mesure chacun des éléments suivants a-t-il une influence sur votre choix d'aliments?

AL Beaucoup d'influence  
Assez d'influence  
Pas tellement d'influence

Aucune influence  
Je ne sais pas

RANDOMISEZ MT

L'aliment est biologique  
L'aliment est enrichi de nutriments ou d'ingrédients comme le calcium ou le soya  
L'aliment est fabriqué à l'aide de la biotechnologie  
L'aliment a un faible indice glycémique  
L'aliment est fait à partir de grains entiers  
L'aliment contient des acides gras oméga-3  
L'aliment est faible en gras trans  
L'aliment est faible en sucre  
L'aliment est faible en sel/sodium  
Le pays où l'aliment a été fabriqué/cultivé  
L'aliment contient des probiotiques  
L'aliment contient des édulcorants non caloriques (ex. de l'aspartame)

INSTRUCTION: LIST ONLY THOSE IN Q8B THAT WERE NOT TOO MUCH OR NOT AT ALL INFLUENTIAL IN Q8A.

SET UP AS A GRID WITH AL ACROSS TOP AND MT DOWN SIDE.

Q8C: S,  
QT

Voici une série de caractéristiques sur les aliments qui ne vous influencent pas. Veuillez me dire si la caractéristique n'a pas d'influence sur votre choix d'aliments parce que vous ne connaissez pas ses bienfaits sur la santé ou parce que ses bienfaits sur la santé n'ont pas d'importance pour vous.

AL

Ne connaît pas ses bienfaits  
Les bienfaits n'ont pas d'importance  
Je ne sais pas

## Appendix

L'aliment est biologique  
L'aliment est enrichi de nutriment ou d'ingrédients comme le calcium ou le soya  
L'aliment est fabriqué à l'aide de la biotechnologie  
L'aliment a un faible indice glycémique  
L'aliment est fait à partir de grains entiers  
L'aliment contient des acides gras oméga-3  
L'aliment est faible en gras trans  
L'aliment est faible en sucre  
L'aliment est faible en sel/sodium  
Le pays où l'aliment a été fabriqué/cultivé  
L'aliment contient des probiotiques  
L'aliment contient des édulcorants non caloriques (ex. de l'aspartame)

SET Q9 UP AS GRID - AL ACROSS TOP, MT DOWN SIDE.

Q9: S,  
QT

Dans quelle mesure chacun des facteurs suivants est-il important pour vous lorsque vous choisissez les aliments que vous mangez?

AL

Très important  
Assez important  
Pas très important  
Pas du tout important  
Je ne sais pas

La nutrition  
Le goût  
L'aspect pratique ou la facilité de préparation  
Le coût

Q9B: S,  
QT

Dans quelle mesure est-il important pour vous de tenir compte de la santé lorsque vous choisissez les aliments que vous mangez?

AL

Très important  
Assez important  
Pas très important  
Pas du tout important  
Je ne sais pas

Q10: S,  
QT

Dans quelle mesure diriez-vous que vous êtes renseigné(e) sur la nutrition?

AL

Très renseigné(e)  
Assez renseigné(e)  
Pas très renseigné(e)

Pas du tout renseigné(e)  
Je ne sais pas

INSTRUCTION: FOR Q7 SET UP THREE SEPARATE, NUMBERED BOXES FOR RESPONSES.

Q11: S,  
QT

Pouvez-vous nommer des problèmes de salubrité alimentaire qui vous préoccupent personnellement?

AL

OUVERTE

INSTRUCTION: IF AT Q9 "NUTRITION" IS "VERY IMPORTANT" OR "SOMEWHAT IMPORTANT", ASK Q12. OTHERS SKIP TO Q13.

SET UP Q12 AS A GRID.

Q12: S,  
QT

À quelle fréquence, s'il y a lieu, choisissez-vous les aliments que vous mangez en fonction de la quantité d'un nutriment spécifique que l'aliment contient?

AL

Souvent  
Parfois  
Rarement  
Jamais  
Je ne sais pas

INSTRUCTION : RANDOMISEZ MT

Calories/Énergie  
Total des matières grasses  
Gras saturés  
Acides gras trans  
Cholestérol  
Glucides  
Fibres  
Sucre  
Protéines  
Sel/Sodium  
Vitamines  
Fer  
Calcium  
Grains entiers

## Appendix

SET Q13 UP AS GRID - AL ACROSS TOP, MT DOWN SIDE.

Q13: S,  
QT

Certains aliments contiennent des vitamines et minéraux ajoutés. Dans quelle mesure est-il important pour vous de savoir que les aliments suivants contiennent des vitamines et minéraux ajoutés?

AL

Très important  
Assez important  
Pas très important  
Pas du tout important  
Je n'achète pas ce type d'aliments  
Je ne sais pas

INSTRUCTION : RANDOMISEZ MT

Les pâtes  
Les barres (d'énergie/de collation/de céréales)  
Les céréales pour le petit-déjeuner  
Les breuvages comme les boissons aromatisées ou les boissons gazeuses  
Le jus  
Les boissons à base de plantes comme le lait de soya ou de riz

SET Q14 UP AS GRID - AL ACROSS TOP, MT DOWN SIDE.

Q14: S,  
QT

Veillez me dire dans quelle mesure vous êtes d'accord ou en désaccord avec chacun des énoncés suivants.

AL

Fortement d'accord  
Assez d'accord  
Ni d'accord ni en désaccord  
Assez d'accord  
Fortement en désaccord  
Je ne sais pas

## INSTRUCTION : RANDOMISEZ MT

Certains types de fibres alimentaires peuvent aider à faire baisser le cholestérol sanguin.

Les acides gras trans ont le même effet que les gras saturés.

Réduire les gras dans le régime alimentaire peut faire baisser le cholestérol sanguin.

Un régime alimentaire riche en fibres peut aider à prévenir le cancer du côlon.

La quantité de cholestérol que les gens mangent constitue le facteur principal qui affecte leur cholestérol sanguin.

La margarine non hydrogénée ou margarine molle contient moins de gras que le beurre.

La margarine solide ou en bâton est meilleure pour vous que la margarine molle.

L'indice glycémique classe les aliments riches en glucide en fonction de la façon dont ils influencent nos taux de glycémie.

Les acides gras oméga-3 sont essentiels à un régime alimentaire sain.

## INSTRUCTION : RANDOMISEZ AL

Q16: S,  
QT

Les gens peuvent obtenir de l'information sur les aliments et la nutrition auprès de sources différentes. Auprès de quelles sources d'information avez-vous personnellement obtenu de l'information sur les aliments et la nutrition au cours de la dernière année?

Veillez sélectionner toutes les réponses qui s'appliquent.

AL

Un médecin de famille ou autre professionnel de la santé  
 Un ou une diététiste  
 Magazines, journaux et livres  
 Documentation du gouvernement  
 Documentation ou publicités de fabricants de produits alimentaires  
 Émissions à la radio/télé  
 Étiquettes de produits alimentaires  
 Amis/parents/collègues  
 Programmes de conditionnement physique/de perte de poids  
 Documentation d'associations de santé (Société du Cancer/Fondation des maladies du cœur/Association du diabète)  
 Internet ou le Web  
 Je ne sais pas

INSTRUCTION: SHOW MT IN Q16A IN SAME ORDER AS Q16 AL APPEARS.

## Appendix

Q16A: S,  
QT

Dans quelle mesure pensez-vous que chacune des sources suivantes est une source d'information crédible en ce qui a trait aux aliments et à la nutrition?

AL

- 1 - Pas du tout crédible
- 2
- 3
- 4
- 5 - Extrêmement crédible
- Je ne sais pas

Un médecin de famille ou autre professionnel de la santé  
Un ou une diététiste  
Magazines, journaux et livres  
Documentation du gouvernement  
Documentation ou publicités de fabricants de produits alimentaires  
Émissions à la radio/télé  
Étiquettes de produits alimentaires  
Amis/parents/collègues  
Programmes de conditionnement physique/de perte de poids  
Documentation d'associations de santé (Société du Cancer/Fondation des maladies du cœur/Association du diabète)  
Internet ou le Web

Q17: S,  
QT

En pensant spécifiquement aux étiquettes des différents produits alimentaires que vous achetez, à quelle fréquence lisez-vous les étiquettes (en plus de la marque ou de la saveur)?

AL

- Seulement la première fois que j'achète un produit/une marque
- Toujours
- Habituellement
- Parfois
- Jamais
- Je ne sais pas

SI AUTRE QUE «JAMAIS» OU «NE SAIT PAS» À Q17 POSEZ Q18, Q19 ET Q20

SI «JAMAIS» À Q17, PASSEZ À Q21

Q18: S,  
QT

Lorsque vous lisez les étiquettes, lesquels des éléments suivants recherchez-vous?

Sélectionnez toutes les réponses qui s'appliquent.

AL

Le panneau d'information nutritionnelle  
 Les ingrédients  
 Les énoncés au sujet des bienfaits des nutriments (p. ex. un énoncé sur la quantité d'un nutriment ou d'un ingrédient en particulier)  
 Les énoncés sur les bienfaits pour la santé (p. ex. réduit le risque de développer une maladie du coeur, aide à prévenir l'ostéoporose)  
 Un slogan, symbole ou logo «choix santé» ou «meilleur choix»  
 La date de péremption  
 La portion  
 Le format total du produit (p. ex. le poids net (grammes) ou volume (ml))  
 Aucune de ces réponses

SET Q19 UP AS GRID - AL ACROSS TOP, MT DOWN SIDE.

Q19: S,  
QT

Lorsque vous regardez l'information sur un emballage de produits alimentaires, soit au magasin ou à la maison, à quelle fréquence utilisez-vous cette information pour les raisons suivantes?

AL

Souvent  
 Parfois  
 Rarement  
 Jamais  
 Je ne sais pas

INSTRUCTION : RANDOMISEZ MT

Pour comparer différents types d'aliments, comme comparer des barres granola et des biscuits.

Pour comparer des types d'aliments similaires, comme comparer deux marques différentes de craquelins.

Pour savoir quelle quantité d'un produit alimentaire vous et votre famille devriez manger.

Pour avoir une idée générale de la teneur en calories d'un aliment.

Pour voir si l'aliment contient un ingrédient spécifique.

Pour voir si l'aliment contient des noix.

Pour voir combien un produit contient de nutriments comme la quantité de matières grasses, de glucides, de fibres ou de vitamines.

Pour trouver des aliments qui se réclament bons pour la santé (par exemple, «Une saine alimentation, comportant une grande variété de légumes et de fruits, peut aider à réduire le risque de certains types de cancer»).

Pour voir si le produit est biologique.

## Appendix

Q20: S,  
QT En général, lorsque vous cherchez de l'information nutritionnelle sur l'étiquette, à quelle fréquence trouvez-vous habituellement l'information dont vous avez besoin?

AL Souvent  
Parfois  
Rarement  
Jamais  
Je ne sais pas

Q21A: S,  
QT Y a-t-il des allégations ou énoncés exprimés par les compagnies de produits alimentaires au sujet des avantages nutritionnels ou bienfaits sur la santé de leurs aliments qui ont attiré votre attention au cours des 12 derniers mois?

AL Oui  
Non  
Je ne sais pas

INSTRUCTION: ASK Q21B IF "YES" TO Q21A OTHERS GO TO Q22

Q21B: S,  
QT Quels sont les allégations ou énoncés qui ont attiré votre attention?

AL OUVERTE

Q22: S,  
QT Avez-vous amélioré ou changé vos habitudes alimentaires au cours de la dernière année?

AL Oui  
Non  
Je ne sais pas/Incertain(e)/Je ne me souviens pas

IF YES TO Q22 ASK Q23 IF NO OR DON'T KNOW AT Q22 SKIP TO Q24

Q23: S,  
QT Quel est ou quels sont les changements les plus significatifs que vous avez faits pour améliorer ou changer vos habitudes alimentaires au cours de la dernière année?

AL OUVERTE

Q24: S,  
QT Au cours de la dernière année, avez-vous essayé ou adopté un régime alimentaire en vogue?

AL Oui  
Non  
Je préfère ne pas répondre

IF YES TO Q24 ASK Q25 OTHERS SKIP TO Q26

Q25: S,  
QT Lequel ou lesquels avez-vous essayé(s) ou adopté(s)?

AL OUVERTE

SET Q26 UP AS GRID - AL ACROSS TOP, MT DOWN SIDE.

Q26: S,  
QT Au cours d'une semaine type, à quelle fréquence faites-vous ce qui suit?

AL Tous les jours  
Quatre fois ou plus par semaine  
Deux ou trois fois par semaine  
Une fois par semaine  
Moins d'une fois par semaine  
Jamais  
Je ne sais pas

Prenez un petit-déjeuner  
Prenez un lunch le midi  
Prenez un repas le soir

DO NOT ASK Q26A IF ANSWERED NEVER OR DON'T KNOW TO EAT  
BREAKFAST AT Q26

SET Q26A UP AS GRID - AL ACROSS TOP, MT DOWN SIDE.

Q26A: S,  
QT Au cours d'une semaine type, à quelle fréquence faites-vous ce qui suit?

AL Tous les jours  
Quatre fois ou plus par semaine  
Deux ou trois fois par semaine  
Une fois par semaine  
Moins d'une fois par semaine  
Jamais  
Je ne sais pas

## Appendix

Prenez un petit-déjeuner préparé à la maison  
Commandez un petit-déjeuner à emporter ou à faire livrer  
Prenez votre petit-déjeuner dans un restaurant, établissement à service rapide  
ou à service au volant, une cafétéria ou un café-bistro

DO NOT ASK Q26B IF ANSWERED NEVER OR DON'T KNOW TO EAT  
LUNCH AT Q26

SET Q26B UP AS GRID - AL ACROSS TOP, MT DOWN SIDE.

Q26B: S,  
QT

Au cours d'une semaine type, à quelle fréquence faites-vous ce qui suit?

AL

Tous les jours  
Quatre fois ou plus par semaine  
Deux ou trois fois par semaine  
Une fois par semaine  
Moins d'une fois par semaine  
Jamais  
Je ne sais pas

Mangez le repas préparé à la maison (y compris un repas pour la boîte à  
lunch)  
Commandez un repas du midi à emporter ou à faire livrer  
Mangez votre repas du midi dans un restaurant, établissement de service  
rapide ou de service au volant ou dans une cafétéria

DO NOT ASK Q26C IF ANSWERED NEVER OR DON'T KNOW TO EAT  
DINNER AT Q26

SET Q26C UP AS A GRID

Q26C: S,  
QT

Au cours d'une semaine type, à quelle fréquence faites-vous ce qui suit?

AL

Tous les jours  
Quatre fois ou plus par semaine  
Deux ou trois fois par semaine  
Une fois par semaine  
Moins d'une fois par semaine  
Jamais  
Je ne sais pas

Mangez le souper préparé à la maison  
 Commandez un souper à emporter ou à faire livrer  
 Prenez le repas du soir dans un restaurant, établissement à service rapide ou à service au volant ou dans une cafétéria

Q26D: Q, RANGE 0 .. 99 DEF 99,  
 QT Mis à part le petit-déjeuner, le repas du midi et le repas du soir, combien d'autres fois par jour mangez-vous? Plus spécifiquement, en moyenne, combien de fois prenez-vous des collations au cours d'une journée?

Q26E: Q, RANGE 0 .. 99 DEF 99,  
 QT Au cours d'une journée type, combien de fois mangez-vous pendant que vous faites autre chose? Par exemple, prenez votre lunch en travaillant à votre bureau, mangez pendant que vous conduisez, mangez pendant que vous regardez la télé ou un film?

IF 'GO OUT TO EAT AT LEAST ONCE IN Q26A OR Q26B OR Q26C ASK Q27A AND Q27B. OTHERS GO TO Q28

Q27A: S,  
 QT Lorsque vous mangez à l'extérieur, recherchez-vous l'information nutritionnelle au sujet des aliments que vous mangez?

AL Oui  
 Non  
 Je ne sais pas

Q27B: S,  
 QT Quelle est ou quelles sont les façons les plus utiles pour vous de recevoir de l'information nutritionnelle sur les aliments que vous mangez lorsque vous mangez à l'extérieur?

Sélectionnez tout ce qui s'applique.

AL Menu  
 Tableau de menu  
 Affiche  
 Couvre-plateau (feuille de papier qui recouvre le plateau)  
 Brochure accessible à tous  
 Brochure accessible sur demande  
 Sur un site Web  
 Terminal d'ordinateur dans la zone d'attente ou l'aire ouverte  
 Autre, Veuillez préciser (OUVERTE)  
 Je ne sais pas

Q28: S,

## Appendix

QT Prenez-vous des vitamines, des suppléments à base de plantes ou d'autres suppléments alimentaires?

Veillez sélectionner toutes les réponses qui s'appliquent.

AL Oui, des multivitamines  
Oui, des vitamines ou des minéraux individuels (Veillez préciser)  
Oui, des suppléments à base de plantes (Veillez préciser)  
Oui, d'autres suppléments alimentaires (Veillez préciser)  
Non  
Je ne sais pas

Cela met fin au sondage. Veuillez cliquer sur le bouton «continuer» pour soumettre vos réponses.

## Appendix 2: Additional Methodological Information

### Record of Call

Total Invitations Sent	9012
Completes	2003
Break Offs	307
Non-Qualifiers	0
Total Canadians	2310
COMPLETION RATE	22%
INCIDENCE RATE	100%

## Appendix

### Actual and Weighted Completions

#### *Actual*

	Total Canadians						
	Total	Atlantic	Quebec	Ontario	MB/SK	AB	BC
	(2003)	(276)	(558)	(616)	(139)	(170)	(244)
	#	#	#	#	#	#	#
<b>Males:</b>							
18-24	25	2	10	10	1	2	0
25-34	91	16	35	18	6	9	7
35-44	145	16	39	51	13	14	12
45-54	250	41	70	63	20	21	35
55-64	224	39	63	61	12	26	23
65-75	120	15	30	42	6	3	24
75+	19	1	3	5	1	1	8
<b>Females:</b>							
18-24	50	5	15	16	3	7	4
25-34	228	24	79	71	13	13	28
35-44	184	25	39	62	19	17	22
45-54	240	33	63	83	15	18	28
55-64	294	44	79	91	19	29	32
65-75	115	13	31	37	9	8	17
75+	18	2	2	6	2	2	4

**Weighted**

	Total Canadians						
	Total	Atlantic	Quebec	Ontario	MB/SK	AB	BC
	(2003)	(148)	(487)	(767)	(130)	(204)	(266)
	#	#	#	#	#	#	#
<b>Males:</b>							
18-24	102	8	26	46	8	14	0
25-34	174	10	38	60	10	20	36
35-44	192	14	46	76	12	20	24
45-54	196	14	50	74	12	20	26
55-64	148	12	38	54	10	14	20
65-75	90	8	22	34	6	8	12
75+	64	4	14	24	6	6	10
<b>Females:</b>							
18-24	116	8	26	46	8	14	14
25-34	166	12	40	64	10	20	20
35-44	198	14	46	80	12	20	26
45-54	204	16	50	78	12	20	28
55-64	152	12	40	56	10	14	20
65-75	100	8	26	38	6	8	14
75+	98	8	24	36	8	6	16

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