

This brief provides the results of a survey conducted by Leger Marketing from March 4, 2005 to March 7, 2005 among a randomly-selected, representative sample of 1,501 adult Canadians. With a sample of this size, the results are considered accurate to within ± 2.5 percentage points, 19 times out of 20. The margin of error is larger within sub-segments of the total survey population. The results have been statistically weighted according to the most current regional, gender, and age Census data to ensure a sample representative of the entire adult population of Canada.

1. Healthy Lifestyle Activities – Frequency							
Limit the <u>Amount</u> of Fats You Eat							
1. Overall, in a typical week, how often do you usually do each of the following – Is that always, often, occasionally, seldom, or never? How about ... [RANDOMIZE]? Base: All Respondents. N=1,501. DK/Refused not shown (1%).							
	CANADA	BC	ALB	SASK/MAN	ONT	QUE	ATLANTIC
Always/Often	61%	63%	61%	54%	59%	61%	71%
Always	28%	30%	29%	20%	27%	28%	33%
Often	33%	33%	32%	34%	32%	33%	38%
Occasionally	20%	19%	20%	22%	22%	20%	15%
Seldom	9%	13%	4%	13%	7%	9%	7%
Never	10%	5%	14%	9%	11%	9%	6%
Seldom/Never	18%	17%	18%	22%	18%	19%	13%

1. Healthy Lifestyle Activities – Frequency							
Limit the <u>Types</u> of Fats You Eat							
1. Overall, in a typical week, how often do you usually do each of the following – Is that always, often, occasionally, seldom, or never? How about ... [RANDOMIZE]? Base: All Respondents. N=1,501. DK/Refused not shown (1%).							
	CANADA	BC	ALB	SASK/MAN	ONT	QUE	ATLANTIC
Always/Often	60%	65%	65%	52%	59%	56%	62%
Always	29%	32%	28%	20%	29%	29%	27%
Often	31%	33%	37%	32%	30%	27%	35%
Occasionally	19%	17%	12%	23%	21%	21%	18%
Seldom	9%	11%	7%	11%	8%	11%	6%
Never	11%	6%	12%	12%	12%	12%	13%
Seldom/Never	20%	17%	19%	23%	19%	23%	20%

1. Healthy Lifestyle Activities – Frequency							
Limit the <u>Size</u> of Meals You Eat							
1. Overall, in a typical week, how often do you usually do each of the following – Is that always, often, occasionally, seldom, or never? How about ... [RANDOMIZE]? Base: All Respondents. N=1,501. DK/Refused not shown (1%).							
	CANADA	BC	ALB	SASK/MAN	ONT	QUE	ATLANTIC
Always/Often	52%	56%	55%	52%	51%	46%	65%
Always	20%	25%	22%	21%	19%	15%	26%
Often	32%	31%	33%	31%	33%	31%	40%
Occasionally	20%	19%	17%	23%	22%	21%	13%
Seldom	11%	13%	10%	13%	10%	12%	8%
Never	16%	11%	16%	12%	16%	21%	14%
Seldom/Never	27%	25%	26%	24%	26%	33%	22%

1. Healthy Lifestyle Activities – Frequency							
Eat a Well-Balanced Diet							
1. Overall, in a typical week, how often do you usually do each of the following – Is that always, often, occasionally, seldom, or never? How about ... [RANDOMIZE]? Base: All Respondents. N=1,501. DK/Refused not shown (0%).							
	CANADA	BC	ALB	SASK/MAN	ONT	QUE	ATLANTIC
Always/Often	77%	77%	80%	76%	74%	83%	76%
Always	34%	39%	37%	28%	34%	33%	29%
Often	43%	38%	42%	48%	40%	50%	48%
Occasionally	15%	15%	14%	15%	18%	11%	14%
Seldom	5%	6%	4%	4%	6%	3%	5%
Never	3%	2%	1%	6%	2%	4%	4%
Seldom/Never	8%	8%	5%	10%	8%	7%	10%

1. Healthy Lifestyle Activities – Frequency

Exercise in Some Way

1. Overall, in a typical week, how often do you usually do each of the following – Is that always, often, occasionally, seldom, or never? How about ... [RANDOMIZE]? **Base: All Respondents. N=1,501. DK/Refused not shown (0%).**

	CANADA	BC	ALB	SASK/MAN	ONT	QUE	ATLANTIC
Always/Often	64%	64%	70%	67%	64%	60%	63%
Always	30%	34%	33%	37%	29%	24%	29%
Often	34%	30%	37%	30%	35%	36%	34%
Occasionally	23%	24%	18%	23%	23%	24%	21%
Seldom	8%	8%	8%	8%	7%	8%	8%
Never	5%	4%	4%	1%	5%	7%	7%
Seldom/Never	13%	12%	12%	10%	12%	16%	15%

2. Testing Health Knowledge of Fats

Trans-Fats

2. Now, I would like you to think specifically about the fat in foods. As you may know, there are a number of types of fats or fatty acids, and I am going to read to you 6 different types that can be found in various foods. For each, I would like you to tell me – to the best of your knowledge – whether that fat is very healthy, somewhat healthy, somewhat unhealthy, or very unhealthy for you to eat? How about ... [READ LIST – RANDOMIZE]? **Base: All Respondents. N=1,501.**

	CANADA	BC	ALB	SASK/MAN	ONT	QUE	ATLANTIC
HEALTHY	10%	11%	11%	8%	11%	10%	10%
Very Healthy	2%	1%	3%	0%	2%	2%	1%
Somewhat Healthy	9%	10%	9%	8%	9%	8%	9%
Somewhat Unhealthy	18%	23%	11%	23%	19%	16%	17%
Very Unhealthy	60%	56%	65%	58%	58%	63%	55%
UNHEALTHY	78%	79%	76%	81%	77%	79%	72%
Don't Know	12%	10%	12%	11%	12%	11%	18%

2. Testing Health Knowledge of Fats

Omega Fatty Acids

2. Now, I would like you to think specifically about the fat in foods. As you may know, there are a number of types of fats or fatty acids, and I am going to read to you 6 different types that can be found in various foods. For each, I would like you to tell me – to the best of your knowledge – whether that fat is very healthy, somewhat healthy, somewhat unhealthy, or very unhealthy for you to eat? How about ... [READ LIST – RANDOMIZE] ? **Base: All Respondents. N=1,501.**

	CANADA	BC	ALB	SASK/MAN	ONT	QUE	ATLANTIC
HEALTHY	68%	75%	78%	59%	64%	70%	67%
Very Healthy	44%	49%	50%	35%	42%	44%	44%
Somewhat Healthy	24%	25%	28%	24%	22%	26%	23%
Somewhat Unhealthy	11%	8%	8%	17%	12%	10%	10%
Very Unhealthy	6%	6%	2%	10%	6%	4%	11%
UNHEALTHY	17%	15%	9%	27%	18%	14%	21%
Don't Know	15%	11%	13%	15%	17%	16%	12%

2. Testing Health Knowledge of Fats

Saturated Fats

2. Now, I would like you to think specifically about the fat in foods. As you may know, there are a number of types of fats or fatty acids, and I am going to read to you 6 different types that can be found in various foods. For each, I would like you to tell me – to the best of your knowledge – whether that fat is very healthy, somewhat healthy, somewhat unhealthy, or very unhealthy for you to eat? How about ... [READ LIST – RANDOMIZE] ? **Base: All Respondents. N=1,501.**

	CANADA	BC	ALB	SASK/MAN	ONT	QUE	ATLANTIC
HEALTHY	11%	6%	11%	9%	9%	16%	13%
Very Healthy	2%	0%	3%	3%	2%	2%	1%
Somewhat Healthy	9%	6%	8%	6%	8%	14%	12%
Somewhat Unhealthy	27%	25%	24%	29%	29%	27%	26%
Very Unhealthy	52%	64%	58%	55%	53%	40%	56%
UNHEALTHY	80%	89%	82%	83%	82%	68%	75%
Don't Know	9%	5%	7%	8%	8%	16%	5%

2. Testing Health Knowledge of Fats

Poly-Unsaturated Fats

2. Now, I would like you to think specifically about the fat in foods. As you may know, there are a number of types of fats or fatty acids, and I am going to read to you 6 different types that can be found in various foods. For each, I would like you to tell me – to the best of your knowledge – whether that fat is very healthy, somewhat healthy, somewhat unhealthy, or very unhealthy for you to eat? How about ... [READ LIST – RANDOMIZE] ? **Base: All Respondents. N=1,501.**

	CANADA	BC	ALB	SASK/MAN	ONT	QUE	ATLANTIC
HEALTHY	33%	38%	38%	33%	33%	26%	34%
Very Healthy	8%	8%	10%	11%	8%	5%	10%
Somewhat Healthy	25%	30%	28%	22%	25%	21%	24%
Somewhat Unhealthy	30%	31%	27%	34%	33%	26%	30%
Very Unhealthy	18%	20%	20%	18%	16%	21%	16%
UNHEALTHY	48%	51%	47%	52%	48%	47%	46%
Don't Know	19%	11%	16%	15%	18%	27%	20%

2. Testing Health Knowledge of Fats

Mono-Unsaturated Fats

2. Now, I would like you to think specifically about the fat in foods. As you may know, there are a number of types of fats or fatty acids, and I am going to read to you 6 different types that can be found in various foods. For each, I would like you to tell me – to the best of your knowledge – whether that fat is very healthy, somewhat healthy, somewhat unhealthy, or very unhealthy for you to eat? How about ... [READ LIST – RANDOMIZE] ? **Base: All Respondents. N=1,501.**

	CANADA	BC	ALB	SASK/MAN	ONT	QUE	ATLANTIC
HEALTHY	34%	42%	34%	33%	35%	30%	33%
Very Healthy	6%	8%	4%	4%	8%	4%	5%
Somewhat Healthy	28%	34%	30%	28%	27%	26%	28%
Somewhat Unhealthy	32%	33%	33%	36%	33%	28%	34%
Very Unhealthy	13%	13%	12%	13%	12%	13%	15%
UNHEALTHY	45%	46%	46%	48%	46%	41%	49%
Don't Know	21%	12%	21%	19%	19%	29%	18%

2. Testing Health Knowledge of Fats

Hydrogenated Oils

2. Now, I would like you to think specifically about the fat in foods. As you may know, there are a number of types of fats or fatty acids, and I am going to read to you 6 different types that can be found in various foods. For each, I would like you to tell me – to the best of your knowledge – whether that fat is very healthy, somewhat healthy, somewhat unhealthy, or very unhealthy for you to eat? How about ... [READ LIST – RANDOMIZE] ? **Base: All Respondents. N=1,501.**

	CANADA	BC	ALB	SASK/MAN	ONT	QUE	ATLANTIC
HEALTHY	24%	17%	24%	28%	21%	33%	24%
Very Healthy	4%	1%	2%	1%	3%	6%	5%
Somewhat Healthy	21%	16%	22%	27%	17%	27%	19%
Somewhat Unhealthy	25%	25%	19%	24%	29%	21%	30%
Very Unhealthy	35%	46%	42%	32%	33%	31%	29%
UNHEALTHY	60%	72%	61%	56%	62%	51%	59%
Don't Know	16%	11%	15%	16%	17%	16%	17%

3. Concern about Trans-Fats

3. And, thinking specifically about the trans fats in foods... Are you very concerned, somewhat concerned, not very concerned, or not at all concerned about the trans fat content in the foods you buy or eat? **Base: All Respondents. N=1,501. DK/Refused not shown (1%).**

	CANADA	BC	ALB	SASK/MAN	ONT	QUE	ATLANTIC
Concerned	72%	74%	73%	76%	74%	67%	76%
Very Concerned	33%	30%	36%	34%	34%	30%	33%
Somewhat Concerned	40%	45%	37%	42%	40%	37%	43%
Not Very Concerned	14%	15%	10%	11%	13%	18%	18%
Not At All Concerned	9%	7%	12%	7%	9%	12%	3%
Unconcerned	24%	22%	22%	19%	22%	30%	22%
Unaware of Trans-Fats [Volunteered]	3%	4%	5%	5%	2%	2%	3%

4. Trans-Fats Concern Trend (Compared to 2 Years Ago)

4. And, how concerned are you today about trans fats compared to about 2 years ago? Are you more concerned, less concerned, or about the same? (Is that much or somewhat more/less concerned?) Base: All Respondents, Aware in Q3. N=1,458. DK/Ref not shown (2%).

	CANADA	BC	ALB	SASK/MAN	ONT	QUE	ATLANTIC
More Concerned	60%	60%	56%	71%	55%	66%	58%
Much More Concerned	34%	37%	35%	32%	32%	40%	23%
Somewhat More Concerned	26%	24%	22%	39%	23%	26%	35%
About the Same	35%	38%	37%	28%	40%	26%	37%
Somewhat Less Concerned	2%	1%	3%	0%	2%	3%	5%
Much Less Concerned	1%	1%	1%	0%	1%	3%	0%
Less Concerned	4%	2%	4%	0%	3%	6%	5%

5. Knowledge of Trans-Fat Health Risks – Top Mentions (1% & Above)

5. To the best of your knowledge, what are the health risks – if any at all – of eating foods that have trans fat? Base: All Respondents, Aware in Q3. N=1,458. DK/Refused not shown. Open-Ended Question.

	CANADA	BC	ALB	SASK/MAN	ONT	QUE	ATLANTIC
Heart Disease	48%	47%	50%	47%	48%	50%	37%
Weight Gain	11%	8%	13%	13%	10%	10%	17%
Cholesterol	8%	7%	7%	7%	8%	7%	11%
High Blood Pressure	5%	6%	8%	5%	5%	4%	5%
Bad for Health in General	3%	2%	3%	1%	2%	4%	6%
Circulation	2%	2%	2%	5%	2%	1%	0%
Diabetes	2%	2%	1%	1%	1%	2%	1%
Cancer	1%	2%	1%	2%	0%	3%	1%
Liver Problems	1%	1%	1%	0%	0%	2%	0%
Nothing/No Health Risks	3%	3%	1%	2%	4%	2%	4%
Unaware of Trans Fats	4%	4%	3%	4%	3%	5%	4%
Don't Know	12%	15%	8%	11%	14%	10%	14%

6. Trans-Fats Impact on Purchasing/Eating Behaviour (Frequency)

6. When you make decisions about what foods to buy or eat, how often is avoiding trans fats a factor in your decision? Is that... **Base: All Respondents, Aware in Q3. N=1,458. DK/Refused not shown (2%).**

	CANADA	BC	ALB	SASK/MAN	ONT	QUE	ATLANTIC
Always/Often	54%	56%	58%	51%	52%	56%	55%
Always	24%	27%	27%	18%	24%	23%	22%
Often	30%	30%	31%	33%	28%	33%	33%
Occasionally	19%	20%	17%	23%	18%	20%	26%
Seldom	11%	14%	11%	10%	11%	9%	6%
Never	14%	10%	13%	15%	17%	13%	12%
Seldom/Never	25%	23%	24%	25%	28%	23%	18%

7. Attitudes About Trans Fats

Reducing trans fats in our foods and diets is just a fad that will eventually fade away.

2. As you make know, many foods are now being sold with no trans fats or a reduced amount of trans fats. Thinking of this... I am going to read you a few statements. And, for each, I would like you to tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with it? How about ... [RANDOMIZE STATEMENTS]? **Base: All Respondents. N=1,501. DK/Refused not shown (4%).**

	CANADA	BC	ALB	SASK/MAN	ONT	QUE	ATLANTIC
AGREE	29%	21%	26%	24%	28%	37%	26%
Strongly Agree	9%	6%	8%	5%	9%	14%	6%
Somewhat Agree	20%	15%	18%	18%	20%	23%	20%
Somewhat Disagree	25%	31%	20%	32%	23%	25%	30%
Strongly Disagree	42%	46%	50%	39%	44%	35%	41%
DISAGREE	67%	77%	70%	71%	67%	60%	72%

7. Attitudes About Trans Fats

When I hear that trans fats are more unhealthy for me than other fats, I do not really know why they are more unhealthy.

2. As you make know, many foods are now being sold with no trans fats or a reduced amount of trans fats. Thinking of this... I am going to read you a few statements. And, for each, I would like you to tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with it? How about ... [RANDOMIZE STATEMENTS] ? **Base: All Respondents. N=1,501. DK/Refused not shown (5%).**

	CANADA	BC	ALB	SASK/MAN	ONT	QUE	ATLANTIC
AGREE	58%	65%	59%	61%	63%	42%	69%
Strongly Agree	23%	28%	32%	27%	22%	15%	20%
Somewhat Agree	36%	37%	27%	34%	41%	27%	49%
Somewhat Disagree	19%	16%	20%	23%	15%	23%	21%
Strongly Disagree	18%	14%	20%	11%	16%	29%	7%
DISAGREE	37%	30%	39%	34%	31%	52%	28%