

**FINAL
REPORT**

**Post-Campaign Healthy Eating/
Physical Activity Evaluation**

June 2007

Prepared for:
Health Canada
por-rop@hc-sc.gc.ca

HC POR 06-110

Ce rapport est aussi disponible en français sur demande

Contract number: H1011-060096-001-CY
Contract date: 2007-03-26



ENVIRONICS
RESEARCH GROUP

336 MacLaren Street
Ottawa, ON K2P 0M6

pn6099

EXECUTIVE SUMMARY

Research purpose and objectives

Health Canada commissioned public opinion research to evaluate the effectiveness of two advertising campaigns, in terms of recall and impact on knowledge, attitudes and behaviour. The Healthy Eating campaign consisted of a television ad airing in February/March 2007, aimed at encouraging healthy eating behaviours and suggesting Canadians take steps to obtain a copy of the new *Canada's Food Guide*. The Physical Activity campaign consisted of advertising placed in newspapers and on the Internet that promoted physical activity among youth and encouraged parents to investigate the new Children's Fitness Tax Credit. This research, conducted by Environics Research Group, used the Advertising Campaign Evaluation Tool (ACET), which has been designed by the Government of Canada as a standard set of questions for evaluating federal government advertising campaigns.

At the same time, Health Canada wanted to update knowledge about key issues examined in the *Healthy Living, Physical Activity and Sports Participation – A Survey of Canadian Parents* baseline survey conducted in 2005. This series of questions about attitudes toward healthy eating and physical activity, including awareness and use of *Canada's Food Guide* and *Canada's Physical Activity Guide*, was asked only of parents of children between the ages of two and 15.

The objectives of this research can be divided into two separate parts, as follows:

Advertising campaign evaluations

- Measure recall (unaided and aided) of the Healthy Eating TV ad and the Physical Activity/Tax Credit print and web ads;

- Assess awareness of who was responsible for creating the ads, and perceptions of whether this is an appropriate activity for the Government of Canada;
- Determine if the public took action by seeking out more information about healthy eating or physical activity by contacting the government through a toll free number or website;
- Assess changes in behaviour or intentions to change behaviour as a result of the campaigns; and,
- Assess awareness of the products promoted in each campaign (e.g., Food Guide, Physical Activity Guide, tax credit information).

Healthy living/physical activity component

- Explore issues around healthy living and associated lifestyle issues for parents and their children aged two to 15;
- Evaluate barriers among parents and their children aged two to 15 that prevent healthy living (e.g., family responsibilities, financial constraints, socio-economic factors, etc.);
- Determine views on issues of healthy living, such as concern with children's behaviour and the desire for information/strategies for encouraging healthy living (including current sources of information and how they would like to receive information on healthy living); and,
- Measure changes in the Physical Activity and Healthy Eating indices.

Methodology

This report is based on a national telephone survey conducted between April 3 and 20, 2007 with a representative sample of 1,008 Canadians 18 years of age and over. In addition, an oversample was conducted during the same time period with parents of children between the ages of two and 15, for a total of 512 interviews with this target audience. The margin of error for the general population sample is plus or minus plus or minus 3.1 percentage points, and for the sample of parents is plus or minus 4.3 percentage points (both at the 95% confidence level). A more detailed description of the methodology used in conducting this study is presented as an appendix to the report.

Key findings

The following are the key findings from the advertising evaluation, as well as from the healthy eating and physical activity questions asked only of parents of children between two and 15 years of age.

Healthy Eating TV ad

- The Healthy Eating campaign achieved a high level of unaided recall, with two-thirds of Canadians (66%) and a similar proportion of parents (65%) claiming to have seen recent advertising related to healthy eating or *Canada's Food Guide*.
- However, no one in either group recalls any content that confirms that they have specifically seen the Health Canada TV ad. This is considered the more important measure of recall since advertising theory suggests that an ad needs to be *internalized* (i.e., to the point of being described without prompting) before it can have an impact on people's attitudes, and thus, their behaviours. In light of the significant media coverage of the updated *Food Guide* around the time of the advertising campaign, it cannot be concluded that descriptions of the ad in terms of an "updated food guide that emphasizes fruits and vegetables" reflect the ad itself rather than some other source (particularly with no mentions of parents and kids having fun together while preparing and cooking healthy foods – i.e., reflecting the primary visual content of the ad).
- The relatively low *aided* recall for the ad helps to explain the lack of content (internalized) recall: the ad did not attract sufficient attention, perhaps because healthy eating is a relatively common advertising theme. One-third (33%) of Canadians and a similar proportion of parents (32%) recognized the ad from a description, and this level is considerably lower than expected by Canadian industry standards (the average aided recall for a TV ad is in the vicinity of 55%).
- The TV ad appears to have been quite effective at communicating the intended messages about healthy eating. Most of those who recall the ad based on a description (i.e., indicating that they definitely saw the ad in question) were able to mention at least one message they felt the ad conveyed (94% of Canadians and 96% of parents), most commonly that they were about eating a healthy, balanced diet, but also about spending time with family and teaching children about healthy eating behaviours. However, none of this group mentioned *Canada's Food Guide* as a message, which is not surprising since the *Food Guide* is not the "big idea" of the ad (i.e., is only mentioned verbally and in the last visual of the ad).
- There is relatively low awareness that the TV ad was produced by the federal government. While previous federal government ad campaigns evaluated by Environics have achieved half or more of ad recallers who link the advertising with the Government of Canada, only 36 percent of the general population of Canadians and an equal proportion of parents (36%) recalling the Healthy Eating TV ad make this association.
- Sixteen percent of ad recallers in the general population report having done something as a result of seeing the TV ad, which translates to five percent of the total population. These proportions are slightly higher among parents, with two in ten who recall the advertising and report taking action (translating to 7% of all parents). This limited impact on people's actions is fairly typical for the government advertising campaigns analyzed by Environics to date. The actions most widely reported consist of making healthier food choices, and very few say they

looked for more information by checking websites or ordered the new *Canada's Food Guide*.

- Among parents of children aged two to 15, there are very few significant differences between ad recallers and non-recallers in terms of their knowledge, attitudes or behaviours related to healthy living generally and healthy eating specifically. Ad recallers are more likely to say they used *Canada's Food Guide* as a source of information on healthy eating (12% vs. 2% of non-recallers), but are no more apt to have a copy of the new *Guide* or to say they are likely to get one in the next six months.

Physical activity print and internet ad

- The Physical Activity campaign achieved a modest level of unaided recall, with one-third (33%) of Canadians and a similar proportion of parents (35%) claiming to have seen recent advertising related to physical activity or the Children's Fitness Tax Credit (CFTC).
- Among those with unaided recall, it is unclear from their description of the advertising content the extent to which they have specifically seen the Government of Canada print and Internet ad. This is considered the more important measure of recall since advertising theory suggests that an ad needs to be *internalized* before it can have an impact on people's attitudes, and thus, their behaviours. In light of a spike in media coverage of the CFTC in late December 2006, it cannot be concluded that descriptions of the ad in terms of promoting healthy diet and exercise, and providing information about a tax credit for organized activities, reflect recall of the ad itself rather than confusion with another source (particularly with no mentions of the actual visuals from the ad – i.e., a young boy jumping for a basketball with the message 'active kids are unstoppable').
- The low *aided* recall for this ad provides further evidence that many of those claiming to have seen the ad in fact did not. Only nine percent of Canadians and eight percent of parents recognized the ad from a description (i.e., indicating that they definitely saw the ad in question). These levels are fairly typical when compared to Canadian benchmarks for print advertising. Thus, a contributing factor to the mod-

est level of unaided recall may be the media involved, since print and Internet do not typically generate recall levels similar to TV advertising, for example.

- The print and Internet ad appears to have been reasonably effective at communicating the intended messages about physical activity. Ad recallers are most likely to say the ad promoted exercise and physical activity both in general and for children specifically. However, no one recalls any message related to the CFTC or the *Physical Activity Guide*, offering further evidence that those who are recalling the ad in this way may be confusing it with some other source.
- There is good awareness among the relatively small group of parents recalling the Physical Activity campaign that the print and Internet ad was produced by the federal government (46%); by comparison, only 35 percent of all Canadian ad recallers make this association (previous federal government ad campaigns evaluated by Environics have achieved upwards of 50% of ad recallers who link the advertising with the Government of Canada).
- In part because of the low recall for the campaign, the Physical Activity ad has had a very limited impact on people's actions. Thirteen percent of ad recallers in the general population report having done something as a result of seeing the ad, which translates to one percent of the total population. These proportions are similar among parents, with 17 percent who recall the advertising and report taking action (translating to one percent of all parents). The very few individuals who claim to have done something in response to seeing the ad precludes the ability to analyze the actions they did take in any meaningful way.
- Among parents of children aged two to 15, there are few significant differences between ad recallers and non-recallers in terms of their knowledge, attitudes or behaviours related to healthy living generally and physical activity specifically. Ad recallers are more likely to say they have looked for information about physical activity, and also have higher awareness of the *Physical Activity Guide* (but not the CFTC). However, since ad recallers did not associate the advertising with any message related to the *Guide*, this finding is likely to be a coincidental association.

Ratings for the federal government

- Canadians are moderately positive about the federal government's performance on issues of healthy eating and physical activity, with four in ten (42%) rating it as generally good, compared to two in ten (20%) who rate it as poor and 36 percent who give a neutral rating. Canadians who recall the Healthy Eating ad and the Physical Activity ad are more apt to express a positive opinion, although it may be that those who are most supportive of the government's performance are also more likely to have noticed and to recall the recent advertising.
- Health Canada is quite highly regarded, with a majority of Canadians agreeing that 'trusted,' 'in touch with the needs and realities of modern families,' and 'inspiring and encouraging' are accurate descriptions of the department. Parents share the views of the general public on all the statements presented to them. Furthermore, most parents think that governments have a responsibility to promote healthy eating and physical activity. Health Canada is therefore well-positioned as an authority on healthy living, nutrition and physical activity.

Healthy living knowledge, attitudes and behaviours

The results in this section are based on a series of questions asked only of the target audience of parents of children aged two to 15 years, updating benchmarks from the 2005 survey conducted for Health Canada:

- Parents have a good understanding of the health benefits of good lifestyle practices. Parents identify the primary contribution of both healthy eating and physical activity to be physical health, although mental health benefits are also mentioned. In addition, a large majority of parents strongly agree with statements addressing the importance of physical activity and eating right to overall health and the prevention of disease.
- Perceptions of the barriers to having a healthy lifestyle differ depending on whether people are asked to think generally or specifically about themselves. At a broad level, parents believe that people are most likely to be constrained by cost when it comes to healthy eating, and by laziness when it comes to increasing their physical activity level. Yet, in both cases, they are most likely to identify a lack of time as their own personal barrier.
- The findings suggest that parents' orientation towards health, diet and physical activity issues has improved slightly over the past two years. There have been modest increases in both the Health & Diet Index and the Physical Activity Index since 2005. Each index is composed of the average responses to four key attitudinal questions related to personal importance and current practice, attempts to improve, and perceptions of time and cost barriers.
- One of the most important factors determining parents' attitudes towards nutrition and physical activity are their self-assessed health characteristics. Parents who are in very good health, who are very physically active, of average weight, and who profess to have very healthy eating habits, are more likely to hold positive attitudes towards these issues, and tend to be less affected by barriers such as time, cost, habit, motivation and location. In turn, better health characteristics are associated with higher socio-economic status (higher education and income levels).
- Most Canadian parents have looked for information about healthy eating and physical activity at some point in the past. The Internet is not only identified as the primary source for those who have looked, but is also considered the most likely option for finding such information by those who have not yet looked. Consistent with the popularity of the Internet, parents give a Government of Canada website the highest rating for usefulness among five potential sources of information about these topics.
- There is almost universal awareness of *Canada's Food Guide* (94%), which is to be expected given how long it has been in circulation, and half (48%) of parents have a copy in their home. Take-up of the new *Guide* is relatively strong, with already close to half of these current users (or one-quarter of all parents) who report having the new updated version of the *Guide* only two months after it was first introduced. The likelihood of having the new *Guide* at home is the same among parents who recall the Healthy Eating ad and those who do not.

- Among parents who do not yet have a copy of the new *Canada's Food Guide*, there is considerable variation in the reported propensity to obtain it in the next six months. A key factor appears to be the perceived usefulness of this information, with those who believe the information would be very useful to them significantly more apt to say they will get a copy of the *Guide*. Greater understanding about how they can make use of the *Guide* for their family might prompt increased uptake.
- Awareness of the *Physical Activity Guide* is currently low (17%), although awareness is twice as high among parents who recall the Physical Activity print ad (34%). Awareness is also higher among parents who have *Canada's Food Guide*, suggesting that there would be a potential benefit to bundling the two elements together for distribution.
- Only four percent of parents currently have the *Physical Activity Guide* at home. Of those who do not have the *Guide*, parents who are overweight or not physically active are more likely to believe the information it contains would be of use to them. As with *Canada's Food Guide*, the main barrier to use (aside from lack of awareness) appears to be the belief that the information will not be relevant or useful to their family.
- Half of parents (48%) have heard of the Children's Fitness Tax Credit (CFTC), and awareness is no higher among those who recall the Physical Activity print ad. Three in ten of those who are aware have sought out information about it, primarily from on-line sources including the websites of the Government of Canada and the Canada Revenue Agency. Parents previously unaware of the tax credit, and particularly those in higher socio-economic brackets (higher education and income), express considerable interest in finding out more about it. Those who express disinterest are most apt to say it is because their child is not active or dislikes sports, or that they believe their child's age disqualifies them from receiving the tax credit.

Recommendations

Based on the findings and conclusions of this research, the following recommendations are provided to Health Canada for consideration:

1. Future advertising about healthy eating and physical activity aimed at parents needs to be unique and memorable to cut through the clutter of existing messages, ideally part of a systematic, longer-term campaign with a recognizable, linked look and feel.
2. *Canada's Physical Activity Guide* is not well-known by Canadian parents, but the information it contains would be appreciated by many. Bundling it with the much better known and more frequently requested *Canada's Food Guide* would raise awareness and use of this *Guide*. The key barrier to the use of both *Guides* appears to be a perceived lack of relevance, so additional efforts to explain how the information can be used on a day-to-day basis would be worthwhile.
3. Information on healthy lifestyles and on the Children's Fitness Tax Credit needs to be specifically directed to those with the lowest levels of knowledge and awareness: people with lower levels of income and education (who are also those with the poorest self-assessed health characteristics, such as overall health, eating habits and physical activity levels).

Environics Research Group

Contract number: H1011-060096-001-CY

Contract awarded: 2007-03-26

For more information on this study, contact Health Canada at por-rop@hc-sc.gc.ca

RÉSUMÉ DU RAPPORT

But et objectifs de la recherche

Santé Canada a commandé une recherche sur l'opinion publique afin d'évaluer l'efficacité de deux campagnes publicitaires, en termes de rappel et d'incidence sur les connaissances, les attitudes et les habitudes. La campagne sur une alimentation saine comprenait une annonce télévisée, diffusée au cours des mois de février/mars 2007, qui visait à encourager de saines habitudes alimentaires et à suggérer aux Canadiens de se procurer un exemplaire du nouveau *Guide alimentaire canadien*. La campagne en faveur de l'activité physique comprenait une annonce dans les journaux et sur Internet qui faisait la promotion de l'activité physique chez les jeunes et qui encourageait les parents à explorer le nouveau crédit d'impôt pour la condition physique des enfants. Cette recherche, réalisée par Environics Research Group, a fait appel à l'Outil d'évaluation des campagnes publicitaires (OECF) du gouvernement du Canada, qui constitue maintenant l'outil de mesure normalisé pour évaluer l'efficacité des campagnes de publicité du gouvernement fédéral.

Santé Canada a voulu par la même occasion effectuer une mise à jour des connaissances sur des dossiers clés examinés dans le sondage de référence *Vie saine, activité physique et participation aux sports – un sondage des parents canadiens*, réalisé en 2005. Cette série de questions se rapportant aux attitudes à l'égard de la saine alimentation et de l'activité physique, y compris la sensibilisation au *Guide alimentaire canadien* et au *Guide d'activité physique canadien*, ainsi qu'à leur utilisation, ont été seulement posées aux parents d'enfants âgés de deux à 15 ans.

Les objectifs de cette recherche peuvent être scindés en deux, de la façon suivante :

Évaluations de la campagne publicitaire

- Mesurer le rappel (spontané et assisté) de l'annonce télévisée sur une saine alimentation, ainsi que des annonces imprimées et sur Internet sur l'activité physique/le crédit d'impôt;
- Évaluer le niveau de sensibilisation à l'égard de l'identité de l'auteur des annonces et les perceptions quant à savoir s'il s'agit ou non d'une activité appropriée pour le gouvernement du Canada;
- Déterminer si le public a posé des gestes pour chercher à obtenir plus d'information au sujet de la saine alimentation ou de l'activité physique en communiquant avec le gouvernement par le truchement d'un numéro de téléphone sans frais ou d'un site Web;
- Évaluer les changements dans les habitudes ou les intentions de modifier les habitudes en réponse aux campagnes;
- Évaluer le niveau de sensibilisation à l'égard des produits mis en évidence par chaque campagne (c.-à-d., le Guide alimentaire, le Guide d'activité physique, l'information sur le crédit d'impôt).

Composante vie saine/activité physique

- Explorer les questions entourant la vie saine et les questions connexes en matière de mode de vie pour les parents et leurs enfants âgés de deux à 15 ans;
- Évaluer quels sont les obstacles qui se dressent entre une vie saine et les parents et leurs enfants âgés de deux à 15 ans (p.ex., les responsabilités familiales, des contraintes financières, des facteurs socioéconomiques, etc.);

- Déterminer quels sont les points de vue sur les questions entourant une vie saine, tel que la préoccupation à l'égard des habitudes des enfants et le désir d'information/de stratégies encourageant une vie saine (y compris les sources d'information actuelles et la façon dont ils souhaiteraient recevoir de l'information sur la vie saine);
- Mesurer les changements dans les indices d'activité physique et de saine alimentation.

Méthodologie

Ce rapport est fondé sur un sondage national par téléphone réalisé entre le 3 et le 20 avril 2007 auprès d'un échantillon représentatif de 1 008 Canadiens âgés de 18 ans et plus. De surcroît, un suréchantillon a été réalisé au cours de la même période auprès de parents d'enfants âgés de deux à 15 ans, pour un total de 512 interviews auprès de ce public cible. La marge d'erreur pour l'échantillon de la population générale est de plus ou moins 3,1 points de pourcentage et, pour l'échantillon des parents, de plus ou moins 4,3 points de pourcentage (les deux au niveau de confiance de 95 %). Une description plus détaillée de la méthodologie utilisée pour cette étude est présentée en annexe au présent rapport.

Résultats clés

Les points suivants représentent les résultats clés issus de l'évaluation de la publicité, de même que des questions sur la saine alimentation et l'activité physique posées seulement aux parents d'enfants âgés de deux à 15 ans.

Annonce télévisée sur une saine alimentation

- La campagne sur la saine alimentation a atteint un niveau élevé de rappel spontané, avec les deux tiers des Canadiens (66 %) et une proportion analogue de parents (65 %) soutenant avoir vu la récente publicité se rapportant à la saine alimentation ou au *Guide alimentaire canadien*.
- Cependant, aucun des membres d'un ou l'autre groupe ne se souvient d'éléments de contenu qui auraient confirmé qu'ils ont spécifiquement vu l'annonce de Santé Canada à la télévision. Il s'agit d'une mesure du rappel qui est plus importante puisque la théorie en matière publicité suggère

qu'une annonce doit être *intériorisée* (c.-à-d., au point d'être décrite sans suggestion) avant d'avoir quelque incidence sur les attitudes des gens et, par voie de conséquence, sur leurs habitudes. Compte tenu de l'importance de la couverture médiatique accordée à la mise à jour du *Guide alimentaire canadien* à peu près au même moment que la campagne publicitaire, il est impossible de conclure que les descriptions de l'annonce en termes d'une « mise à jour du guide alimentaire qui souligne l'importance des fruits et des légumes » correspondent à l'annonce proprement dite plutôt qu'à une autre source (en particulier sans la mention de parents et d'enfants qui s'amuse ensemble pendant qu'ils préparent et cuisent des aliments sains – c.-à-d., illustrant le principal contenu visuel de l'annonce).

- Le taux relativement faible de rappel *assisté* de l'annonce aide à expliquer l'absence de rappel du contenu (intériorisé) : l'annonce n'a pas suffisamment attiré l'attention, peut-être parce qu'une saine alimentation constitue un thème publicitaire relativement usuel. Le tiers (33 %) des Canadiens et une proportion semblable des parents (32 %) ont reconnu l'annonce à partir d'une description, quoiqu'à un niveau considérablement plus faible que ce que permettraient d'attendre les normes observées dans ce secteur canadien d'activité (en effet, le taux de rappel assisté pour une annonce à la télévision se situe à quelque 55 %).
- L'annonce télévisée semble avoir réussi assez efficacement à communiquer les messages prévus au sujet de la saine alimentation. La plupart de ceux qui se rappellent l'annonce à partir d'une description (c.-à-d., indiquant qu'ils ont certainement vu cette annonce) ont été capables de mentionner au moins un message qui, selon eux, était communiqué par l'annonce (94 % des Canadiens et 96 % des parents), le plus fréquent étant qu'il se rapportait au fait d'adopter un régime sain et équilibré, ainsi qu'à passer du temps avec sa famille et à enseigner de saines habitudes alimentaires aux enfants. Cependant, aucun des membres de ce groupe n'a mentionné le *Guide alimentaire canadien* en tant que message, ce qui n'est guère surprenant puisque le *Guide alimentaire* ne constitue pas le grand message de l'annonce (c.-à-d., il est seulement mentionné oralement et uniquement dans le dernier élément visuel de l'annonce).

- Nous avons observé une sensibilisation relativement faible au fait que l'annonce télévisée ait été produite par le gouvernement fédéral. Alors que des campagnes publicitaires antérieures du gouvernement fédéral ayant été évaluées par Environics ont atteint un niveau s'élevant à la moitié ou plus de ceux qui se souviennent de l'annonce qui peuvent établir un lien entre l'annonce et le gouvernement du Canada, seulement 36 p. 100 de la population générale des Canadiens et une proportion égale de parents (36 %) se souvenant de l'annonce sur une saine alimentation font cette association.
- Seize pour cent des membres de la population générale qui se souviennent de l'annonce rapportent avoir fait quelque chose en réponse à l'annonce télévisée, ce qui peut se ramener à cinq pour cent de la population totale. Ces proportions sont légèrement plus grandes chez les parents, avec deux sur dix se souvenant de l'annonce qui rapportent avoir fait quelque chose (ce qui se ramène à 7 % de tous les parents). Cette faible incidence sur les gestes posés par les gens est passablement comparable à ce qui a été observée dans les campagnes publicitaires du gouvernement analysées jusqu'à maintenant par Environics. Les gestes rapportés le plus souvent consistent à faire des choix plus sains en matière d'aliments, alors que très peu affirment avoir cherché à obtenir plus d'information en visitant des sites Web ou en demandant un exemplaire du *Guide alimentaire canadien*.
- Chez les parents d'enfants âgés de deux à 15 ans, il existe très peu de différences entre ceux qui se souviennent de l'annonce et ceux qui ne s'en souviennent pas, en termes de connaissances, d'attitudes ou d'habitudes se rapportant à une vie saine en général et, plus spécifiquement, à une saine alimentation. Ceux qui se souviennent de l'annonce ont plus tendance à dire qu'ils ont utilisé le *Guide alimentaire canadien* en tant que source d'information sur une saine alimentation (12 % contre 2 % de ceux qui ne s'en souviennent pas), mais ils ne sont pas plus enclins à posséder un exemplaire du nouveau *Guide* ou à dire qu'ils en obtiendront probablement un au cours des six prochains mois.

Annnonce imprimée et sur Internet en matière d'activité physique

- La campagne sur l'activité physique a atteint un niveau modeste de rappel spontané, avec le tiers (33 %) des Canadiens et une proportion semblable des parents (35 %) soutenant avoir récemment vu de la publicité se rapportant à l'activité physique ou au crédit d'impôt pour la condition physique des enfants (CICPE).
- Parmi ceux qui affichent un rappel spontané, il n'est pas évident de déterminer, à partir de leurs descriptions du contenu de la publicité, dans quelle mesure ils ont spécifiquement vu l'annonce imprimée ou sur Internet du gouvernement du Canada. Cela est considéré comme étant une mesure du rappel qui est plus importante puisque la théorie en matière de publicité suggère qu'une annonce doit être *intériorisée* avant d'avoir quelque incidence sur les attitudes des gens et, par voie de conséquence, sur leurs habitudes. Compte tenu d'une pointe de couverture médiatique du CICPE à la fin du mois de décembre 2006, il est impossible de conclure que les descriptions de l'annonce en termes de promotion d'une alimentation saine et de l'exercice, ainsi que d'information au sujet d'un crédit d'impôt pour les activités sportives, correspondent au rappel de l'annonce proprement dite, plutôt qu'à une confusion avec une autre source (en particulier puisqu'il n'y a eu aucune mention d'éléments visuels de l'annonce – c.-à-d. une annonce dans laquelle un jeune garçon saute en jouant au basketball et sur laquelle est inscrit « Les enfants actifs : rien ne peut les arrêter ! »).
- Le faible niveau de rappel *assisté* de cette annonce démontre encore une fois qu'un grand nombre de ceux qui prétendent avoir vu cette annonce ne l'ont, de fait, pas vue. Seulement neuf pour cent des Canadiens et huit pour cent des parents ont reconnu l'annonce à partir d'une description (c.-à-d., indiquant qu'ils ont certainement vu cette annonce). Ce niveau de rappel est assez typique lorsqu'on le compare à des données de référence canadiennes pour la publicité imprimée. Par conséquent, un facteur pouvant avoir contribué au niveau modeste de rappel assisté peut être le véhicule médiatique utilisé, puisque l'imprimé et Internet ne produisent habituellement pas des niveaux de rappel semblables à ceux observés pour la publicité télévisée, par exemple.

- L'annonce imprimée et sur Internet semble avoir raisonnablement réussi à communiquer les messages prévus au sujet de l'activité physique. Ceux qui se souviennent de l'annonce sont ceux qui ont le plus tendance à dire que l'annonce faisait la promotion de l'exercice et de l'activité physique, tant en général que spécifiquement pour les enfants. Toutefois, personne ne se souvient d'un message se rapportant au CICPE ou au Guide d'activité physique, démontrant une fois de plus que ceux qui se souviennent de l'annonce de cette façon pourraient la confondre avec une autre source.
- Il existe un bon niveau de sensibilisation, au sein du groupe relativement petit des parents qui se rappellent la campagne sur l'activité physique, au fait que l'annonce imprimée et sur Internet était produite par le gouvernement fédéral (46 %); par comparaison, seulement 35 p. 100 de tous les Canadiens qui se souviennent de l'annonce font cette association (des campagnes de publicité antérieures du gouvernement fédéral ayant été évaluées par Environics ont atteint des niveaux de 50 % dans la proportion de ceux qui se souviennent de la publicité et qui établissent un lien entre la publicité et le gouvernement du Canada).
- C'est en partie en raison du faible taux de rappel de la campagne que l'annonce sur l'activité physique a eu une très faible incidence sur les gestes posés par la population. Treize pour cent de ceux qui se souviennent de l'annonce au sein de la population générale rapportent avoir fait quelque chose en réponse à l'annonce, ce qui se ramène à un pour cent de la population totale. Ces proportions sont semblables chez les parents, avec 17 p. 100 de ceux qui se souviennent de l'annonce qui rapportent avoir fait quelque chose (ce qui correspond à un pour cent de tous les parents). Le très petit nombre d'individus qui soutiennent avoir fait quelque chose en réponse à l'annonce empêche d'effectuer une analyse significative des gestes qu'ils ont posés.
- Chez les parents d'enfants âgés de deux à 15 ans, il existe peu de différences significatives entre ceux qui se souviennent de l'annonce et ceux qui ne s'en souviennent pas, en termes de connaissances, d'attitudes ou d'habitudes se rapportant à la vie saine en général et, plus spécifiquement, à l'activité physique. Ceux qui se souviennent de l'annonce ont plus tendance à dire qu'ils ont cherché à obtenir de l'information au sujet de l'activité physique et ils sont davantage sensibilisés au *Guide d'activité physique* (mais pas au CICPE). Toutefois, puisque ceux qui se souviennent de l'annonce n'ont pas associé la publicité à l'un ou l'autre des messages se rapportant au *Guide*, il s'agit vraisemblablement d'une association fortuite).

Cotes du gouvernement fédéral

- Les Canadiens sont modérément positifs à l'égard de la performance du gouvernement fédéral dans les dossiers de la saine alimentation et de l'activité physique, avec quatre sur dix (42 %) la qualifiant de généralement bonne, comparativement à deux sur dix (20 %) qui la qualifient de mauvaise et à 36 p. 100 qui donnent la cote neutre. Les Canadiens qui se souviennent de l'annonce sur la saine alimentation et de l'annonce sur l'activité physique sont plus enclins à exprimer une opinion positive, quoique cela pourrait aussi indiquer que ceux qui sont les plus favorables à l'égard de la performance du gouvernement ont aussi plus tendance à avoir remarqué la récente publicité et à s'en souvenir.
- Santé Canada est très bien perçue, avec une majorité de Canadiens qui sont d'accord pour dire que des expressions telles que « fiable, » « au courant des besoins et des réalités des familles modernes, » et « source d'inspiration et d'encouragement » sont des descriptions exactes du Ministère. Les parents partagent l'opinion de la population générale pour toutes les affirmations qui leur ont été présentées. En outre, la plupart des parents pensent que les gouvernements ont une responsabilité dans la promotion d'une alimentation saine et de l'activité physique. Par conséquent, Santé Canada est en bonne position pour faire autorité en matière de vie saine, de nutrition et d'activité physique.

Connaissances, attitudes et habitudes en matière de vie saine

Les résultats présentés dans cette section sont fondés sur une série de questions posées seulement au groupe cible des parents d'enfants âgés de deux à 15 ans, mettant ainsi à jour les données de référence d'un sondage réalisé en 2005 pour le compte de Santé Canada :

- Les parents comprennent bien les avantages pour la santé des modes de vie sains. Les parents identifient la contribution essentielle à la fois d'une saine alimentation et de l'activité physique à leur santé physique; des avantages pour la santé mentale sont aussi mentionnés. De surcroît, une forte majorité des parents sont fortement d'accord avec les affirmations se rapportant à l'importance de l'activité physique et d'une saine alimentation pour la santé en général et pour la prévention de la maladie.
- La perception des obstacles à surmonter pour avoir un mode de vie sain diffère selon qu'on demande aux gens de penser de façon générale ou, spécifiquement, en ce qui les touche personnellement. Au niveau le plus général, les parents croient que les gens ont le plus tendance à identifier les coûts comme obstacle à une saine alimentation et à mentionner la paresse pour ce qui a trait à accroître leur niveau d'activité physique. Pourtant, dans les deux cas, ils ont le plus tendance à identifier le manque de temps comme étant leur principal obstacle personnel.
- Les résultats suggèrent que l'orientation des parents à l'égard des questions se rapportant à la santé, l'alimentation et l'activité physique s'est légèrement améliorée au cours des deux dernières années. Depuis 2005, il y a eu de modestes augmentations de l'indice en matière de santé et d'alimentation et de l'indice d'activité physique. Chaque indice se compose de la moyenne des réponses données à quatre questions attitudinales clés se rapportant à l'importance individuelle, aux pratiques actuelles, aux tentatives pour s'améliorer, ainsi qu'aux perceptions relatives aux obstacles que sont le temps et les coûts.
- Un des facteurs les plus importants pour déterminer quelles sont les attitudes des parents à l'égard de la nutrition et de l'activité physique est l'autoévaluation de leurs caractéristiques de santé. Les parents qui sont en très bonne santé, qui sont très actifs, qui sont de taille moyenne et qui prétendent avoir des habitudes alimentaires très saines, ont plus tendance à afficher des attitudes positives à l'égard de ces dossiers et ils ont tendance à être moins touchés par des obstacles tels que le temps, les coûts, l'habitude, la motivation et l'emplacement. Toutefois, de meilleures caractéristiques de santé sont associées à un statut socioéconomique plus élevé (niveaux de scolarité et de revenu plus élevés).
- La plupart des parents canadiens ont déjà cherché à obtenir de l'information se rapportant à une saine alimentation et à l'activité physique. Internet n'est pas seulement identifié comme étant la principale source par ceux qui ont cherché de l'information, mais il est aussi considéré comme l'option la plus probable pour trouver cette information par ceux qui n'ont pas encore cherché à l'obtenir. Correspondant à la popularité d'Internet, les parents donnent la cote la plus élevée, en termes d'utilité, au site Web du gouvernement du Canada parmi cinq sources d'information possibles sur ces sujets.
- La sensibilisation au *Guide alimentaire canadien* est quasi universelle (94 %), correspondant à ce qu'on pourrait attendre compte tenu de sa période en circulation, et la moitié (48 %) des parents en possèdent un exemplaire à domicile. L'adoption du nouveau *Guide* est relativement forte, avec la moitié des présents utilisateurs (ou le quart de tous les parents) qui rapportent posséder déjà un exemplaire de la nouvelle version à jour du *Guide*, seulement deux mois après sa parution. La probabilité de posséder un nouveau *Guide* à domicile est identique chez les parents qui se rappellent l'annonce sur une saine alimentation et chez ceux qui ne s'en souviennent pas.
- Parmi les parents qui n'ont pas encore d'exemplaire du nouveau *Guide alimentaire canadien*, il existe une variation considérable dans la tendance à vouloir l'obtenir au cours des six prochains mois. Un facteur clé semble être l'utilité perçue de cette information, avec ceux qui croient que l'information leur serait personnellement très utile ayant plus tendance à dire qu'ils se procureront un exemplaire du *Guide*. Une meilleure compréhension de la façon dont ils peuvent utiliser le *Guide* pour leur famille pourrait susciter un intérêt accru.

- Le niveau de sensibilisation à l'égard du *Guide* d'activité physique est faible à l'heure actuelle (17 %), quoique le niveau de sensibilisation soit deux fois plus élevé chez les parents qui se souviennent de l'annonce imprimée sur l'activité physique (34 %). La sensibilisation est aussi plus grande chez les parents qui possèdent un exemplaire du *Guide alimentaire canadien*, suggérant qu'il pourrait exister un avantage à intégrer la distribution des deux documents.
- Seulement quatre pour cent des parents possèdent présentement un exemplaire du *Guide d'activité physique* à domicile. Parmi ceux qui ne possèdent pas ce *Guide*, les parents qui ont un excédent de poids ou qui ne sont pas physiquement actifs ont plus tendance à croire que l'information qu'il contient leur serait utile. Tel qu'observé avec le *Guide* alimentaire canadien, le principal obstacle à son utilisation (exception faite du manque de sensibilisation) semble être le fait de croire que l'information ne sera ni pertinente ni utile pour leur famille.
- La moitié des parents (48 %) ont entendu parler du crédit d'impôt pour la condition physique des enfants (CICPE) et le niveau de sensibilisation n'est pas plus élevé chez ceux qui se rappellent l'annonce imprimée sur l'activité physique. Trois sur dix de ceux qui sont au courant ont cherché à obtenir plus d'information à ce sujet, surtout par le truchement de sources en ligne comprenant les sites Web du gouvernement du Canada et de l'Agence du revenu du Canada. Les parents qui n'étaient pas déjà au courant du crédit d'impôt, en particulier ceux dont le statut socioéconomique est plus élevé (niveaux de scolarité et de revenu plus élevés), manifestent considérablement d'intérêt à en apprendre davantage à ce sujet. Ceux qui disent ne pas être intéressés ont plus tendance à affirmer que c'est parce que leur enfant n'est pas actif ou n'aime pas les sports ou, encore, qu'ils croient que l'âge de leur enfant les rend inadmissibles à bénéficier du crédit d'impôt.

Recommandations

À partir des résultats et des conclusions de cette recherche, les recommandations suivantes sont soumises à la réflexion de Santé Canada :

1. La publicité future sur la saine alimentation et l'activité physique s'adressant aux parents doit être unique et mémorable, afin de se démarquer d'une foule de messages existants, ainsi que s'inscrire idéalement dans une campagne à plus long terme dont l'apparence et la présentation seraient facilement reconnaissables.
2. Le *Guide canadien d'activité physique* n'est pas bien connu des parents canadiens, mais l'information qu'il présente serait appréciée par un grand nombre d'entre eux. Lors de l'envoi, son intégration au *Guide alimentaire canadien*, qui est beaucoup mieux connu et qui est commandé plus souvent, relèverait le niveau de sensibilisation et d'utilisation de ce *Guide*. L'obstacle clé à l'utilisation des deux *Guides* semble être une perception de leur manque de pertinence; des efforts additionnels pour expliquer de quelle façon l'information peut être utilisée au quotidien en vaudraient sans doute la peine.
3. L'information sur les modes de vie sains et sur le crédit d'impôt pour la condition physique des enfants doit s'adresser spécifiquement à ceux qui affichent les plus faibles niveaux de connaissances et de sensibilisation : les personnes dont les niveaux de revenu et de scolarité sont plus faibles (qui sont aussi ceux affichant les plus faibles autoévaluations de leurs caractéristiques de santé, notamment leur état de santé en général, leurs habitudes alimentaires et leur niveau d'activité physique).

Environics Research Group

Numéro du contrat : H1011-060096-001-CY

Date du contrat : 2007-03-26

Pour obtenir plus de renseignements sur cette étude, veuillez communiquer avec Santé Canada à l'adresse suivante : por-rop@hc-sc.gc.ca

CONTENTS

EXECUTIVE SUMMARY	i
RÉSUMÉ DU RAPPORT	vii
INTRODUCTION	1
ADVERTISING CAMPAIGN EVALUATIONS	3
HEALTHY EATING AND PHYSICAL ACTIVITY	19
CONCLUSIONS AND RECOMMENDATIONS	49
SURVEY METHODOLOGY	51
APPENDICES	
A. Questionnaire (English and French)	
B. Detailed banner tables (under separate cover)	

INTRODUCTION

Healthy eating. Each year in Canada, more than 75 percent of all deaths result from four groups of non-communicable diseases: cardiovascular disease, some forms of cancer, type II diabetes and osteoporosis. An unhealthy diet is a preventable risk factor in all of these illnesses. In 1998, the economic burden of poor diet in Canada was estimated to be \$6.6 billion. Direct costs amounted to \$1.3 billion and indirect costs (e.g., health care and lost productivity) added an additional \$5.3 billion.

To address this issue, Health Canada expanded the content on its website to include tips and tools about healthy eating, updated and expanded *Canada's Food Guide* (previously revised in 1992), and launched a mandatory nutrition labelling program for food packaging. By following the revised *Canada's Food Guide*, which includes recommendations on daily physical activity, most Canadians will be able to meet their nutritional needs, achieve and maintain a healthy weight, and reduce their risk of certain chronic diseases. Health Canada developed a television ad, which aired in February/March 2007, aimed at encouraging healthy eating behaviours and suggesting Canadians take steps to obtain a copy of the new Food Guide.

Physical activity. Encouraging families to help their children become physically active is an important goal of the Government of Canada. Physical inactivity is the single most important factor contributing to ill health and preventable chronic disease. Research shows that physical activity and sports participation play a key role in improving physical and mental health, and in preventing disease, disability and premature death.

A rise in obesity rates, in Canada and worldwide, is attributed to the fact that, as a society, we are increasing our calorie intake while at the same time burning less energy through physical activity. This, in turn, is

related to major cultural and technological changes in the past few decades and their effect on the way we live. One of these changes is the declining opportunity for physical activity in Canadians' modern lives. Leisure activities among children have shifted from active games to more sedentary pursuits: television, video games and the computer. Children who spend more than two hours a day in front of the screen are about twice as likely to be overweight or obese as those who do so for an hour a day or less.

According to *Canada's Report Card on Physical Activity for Children and Youth 2006*, less than half of Canadian children meet the minimum daily physical activity requirements to support basic healthy growth and development. The Children's Fitness Tax Credit (CFTC), proposed to begin in the 2007 tax year, puts in place economic conditions that support regular physical activity for children under 16. Health Canada developed a print ad to promote physical activity among youth and to encourage parents to investigate the tax credit. These ads were placed in newspapers across the country, and banner ads ran on numerous websites.

Health Canada commissioned Environics Research Group to conduct public opinion research to evaluate the effectiveness of the advertising campaigns, as well as to examine the attitudes of the parents of children aged two to 15 towards healthy eating and physical activity. This report presents the results of this research, beginning with an executive summary that outlines the key findings, followed by a detailed analysis of the survey data. Provided under separate cover is a detailed set of "banner tables" presenting the results for all questions by population segments as defined by regions and demographics. These tables are referenced by the survey question in the detailed analysis. *All results are expressed as percentages unless otherwise noted.*

ADVERTISING CAMPAIGN EVALUATIONS

Healthy Eating TV ad

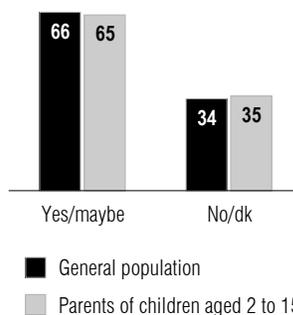
Unaided and content recall

Two-thirds of Canadians, and a similar proportion of parents, claim to have seen recent advertising on healthy eating. However, no one in either group recalls any content that confirms they have specifically seen the Health Canada TV ad.

Unaided recall. To begin the survey, Canadians were asked whether they had seen, heard or read any advertising about healthy eating or *Canada's Food Guide* over the past few weeks. Two-thirds (66%) of Canadians say that they have seen or may have seen advertising that fits this description, which represents a strong level of 'unaided recall.' The level of unaided recall does not differ among those who are parents of children aged two to 15 (65%).

Unaided recall of healthy eating advertising is quite similar in all regions of the country, with the exception of a slightly higher rate observed on the Prairies (73%). Women (71%) are more likely than men (61%) to have unaided recall of such advertising.

Unaided recall – healthy eating advertising
April 2007



Q.1

Over the past few weeks or so, have you seen, heard or read any advertising about healthy eating or Canada's Food Guide?

Content recall. The previous question provides a good measure of what Canadians believe they saw or heard. However, it is important to determine if Canadians have *internalized* the advertising to the point of being able to describe it in their own words. This is considered a prerequisite for the advertising to have an impact on people's attitudes and, thus, their behaviours. To measure this, a follow-up question was posed to those claiming recall of a healthy eating advertisement, asking them to describe in their own words everything they remember about it, and all the pictures or images that come to mind.

The general population is most likely to describe the advertising they recall in terms of an updated *Canada's Food Guide* (22%) and the new *Guide's* emphasis on fruits/vegetables/healthy alternatives (20%). Other common elements recalled include pictures of food groups (17%) or the idea of promoting healthy diet and exercise (16%). Parents of children aged two to 15 (the target population) are somewhat more likely to mention an updated *Canada's Food Guide* (29%).

However, these recollections are very general in nature, and none confirms without a doubt that respondents have seen the recent healthy eating TV ad (e.g., parents and kids having fun together while preparing and cooking healthy foods). One contributing factor to the lack of content recall for this ad is that healthy eating is an extremely common advertising theme generally, and the current TV ad may have been too generic to draw people's attention (further evidence of this is provided in the section on "aided recall"). Furthermore, the focus on the new *Canada's Food Guide* may be due to the considerable media coverage around the time of the survey, and some individuals may attribute their recall of the *Guide* to advertising when in fact it comes from another source.

Content recall – healthy eating ad April 2007

	GENERAL POPULATION (n=673)	PARENTS (n=331)
Updated food guide/image/portions (general)	22	29
Emphasis on fruits/vegetables/ healthy alternatives	20	15
Pictures of food groups	17	20
Promotes healthy diet/exercise/Challenge 530	16	17
Seen in the media	9	10
Targets obesity/childhood obesity	9	8
Avoid sugar/sodium/trans fats/fatty foods	7	3
Recipes/more ethnic food	4	5
Health effects of certain food items/ingredients	4	2
Pictures of food with rainbow	2	3
Website/toll-free number for more information	2	2
Other	4	4
None/nothing/dk/na	20	15

Q.1b

Please tell me everything you can remember about this advertising. What pictures or images come to mind? Anything else?

Subsample: Those with unaided recall of recent healthy eating advertising

Source of recall. When asked where they noticed the healthy eating advertisement they recall, about two-thirds (64%) of Canadians say they saw it on television. This is the correct advertising medium, although it should be noted that the unaided nature of this question typically favours television as a response (even for campaigns that do not include television in the media mix). Without correct content recall of the campaign, those recalling TV as the source cannot necessarily be considered to truly recall the advertising.

Where healthy eating advertisement noticed April 2007

	GENERAL POPULATION (n=673)	PARENTS (n=331)
Television	64	56
Newspaper	23	20
Magazine	13	11
Radio	10	11
Pamphlet/brochure in the mail	7	9
Internet/website banner	5	5
School	4	8
Health care facility/professional	3	3
Word-of-mouth	2	3
Local weekly newspaper	2	1
Grocery store	2	*
Work	1	3
Other	6	7
dk/na	2	2

* Less than 0.5 percent

Q.1c

Where did you notice this advertising? Did you notice it anywhere else?

Subsample: Those with unaided recall of recent healthy eating advertising

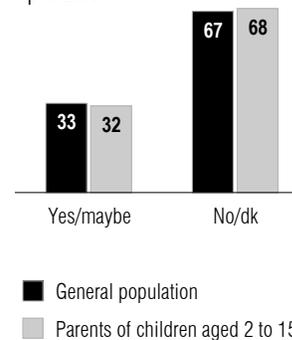
Aided recall

Aided recall of the Healthy Eating ad is lower than expected for a TV ad, which suggests that it may not have sufficiently attracted the attention of the target audience.

In addition to evaluating unaided recall of this advertising, the survey also measured “aided recall,” which is the recognition of an ad based upon a description. Aided recall is used as a diagnostic tool to better understand why an ad is not well internalized (i.e., content recall).

One-third (33%) of Canadians say they recall (or may recall) seeing the healthy eating TV advertisement once provided with a description (i.e., shows parents and children having fun together while preparing and cooking healthy foods, such as fruit smoothies, a stir-fry and pancakes with fruit). This is lower than the level expected according to advertising research standards (the average aided recall for a TV ad is in the vicinity of 55%), and suggests that the ad has not attracted the attention of the target audience. This helps to explain the lack of content recall, since the public does not recognize seeing the ad and therefore did not have sufficient opportunity to internalize it in order to be able to describe it when asked.

Aided recall – Healthy Eating TV ad April 2007



Q.3

Do you remember seeing a TV ad over the past few weeks or so that shows parents and children having fun together while preparing and cooking healthy foods, such as fruit smoothies, a stirfry and pancakes with fruit?

Aided recall does not vary across the country, but some differences exist along demographic lines, with women more likely (39%) than men (26%) to recognize the ad from the description. The aided recall rate for the target population of parents (32%) is not significantly different from that of the general population.

Advertising sponsor

There is relatively low awareness among Canadians that the Healthy Eating TV ad was produced by the Government of Canada.

The Healthy Eating TV ad is not well associated with the federal government. Of Canadians who say they recognize (or may recognize) the ad, roughly one-third (36%) identify the Government of Canada as the sponsor of the ad, including four percent who specifically identify Health Canada. This is lower than what would be expected according to advertising research standards (about half of those recalling an ad are usually able to correctly identify the brand/sponsor). A small number of ad recallers incorrectly attribute the ads to another source, such as their provincial government (12%). Fully four in ten (39%) could not identify a sponsor for the ad. Results are similar among the target population of parents.

The federal government is the most commonly cited sponsor in every geographic region, with residents of the Prairies most likely (48%) and British Columbians least likely (21%) to say this. Among demographic groups, the federal government is mentioned more often by those with some form of post-secondary education (42%) than by those with a high school diploma or less (26%).

Sponsor – Healthy Eating TV ad April 2007

	GENERAL POPULATION (n=327)	PARENTS (n=169)
NET Federal government	36	36
Government of Canada	32	30
Health Canada	4	5
Provincial government	12	15
Government (unspecified)	2	3
Private food company/manufacturer	7	9
Taxpayers/consumers	2	3
Other	2	5
dk/na	39	30

Q.4

Thinking about the ad that you saw, who do you think produced it – that is, who paid for it?

Subsample: Those with aided recall of Healthy Eating TV ad

Message communication

Canadians who recall the TV ad are most likely to say the main point is about eating a healthy, balanced diet, but also that it conveys messages about spending time with family and teaching children about healthy eating behaviours.

The Healthy Eating TV ad does appear to have been reasonably communicative, with most ad recallers (94%) able to mention at least one message drawn from the ads. When those who have seen (or may have seen) the ad are asked what they think is its main point, the most common message mentioned (by far) is about eating a healthy and balanced diet (57%). This is also the most commonly identified message in all regions of the country and demographic segments of the population. Other messages conveyed by the ad include teaching children to eat healthily/leading by example (25%) and spending time with family (23%). There was no recall of *Canada's Food Guide* as a message of this advertising.

Interpretations of the ad's message are generally similar among parents of children aged 2 to 15. The exceptions are that parents are somewhat more likely than the general population to say that the main point of the ad was about spending time with family (29%), and less likely to say the theme was teaching kids about healthy eating by example (19%).

Message communication – Healthy Eating TV ad

April 2007

	GENERAL POPULATION (n=327)	PARENTS (n=169)
Eat healthy/balanced diet	57	58
Teach children to eat healthy/ parents lead by example	25	19
Spend time/bond with family	23	29
Exercise/be active	13	12
Live a healthy lifestyle	9	8
Healthy foods can be fun/good	9	13
Avoid junk food/unhealthy ingredients	5	2
Easy/convenience of eating healthy	4	5
Stop obesity/diet-related illnesses	3	–
Buy their products	2	1
Other	*	2
dk/na	6	4

* Less than 0.5 percent

Q.5

Thinking about the ad that you saw, what do you think was the main point it was trying to get across?

Subsample: Those with aided recall of Healthy Eating TV ad

Call to action

Five percent of Canadians, and seven percent of the target audience of parents, report taking action as a result of the Healthy Eating TV ad.

Canadians in the general and target populations who say they recall seeing the Healthy Eating TV ad were asked if they did anything as a result. In the general population, 16 percent of ad recallers say they have or may have done something upon seeing the ad. This translates to five percent of all Canadians. Among parents of 2- to 15-year olds, two in ten (22%) ad recallers say they did something as a result, which translates to seven percent of the total population of this target group.

These are fairly typical levels of action for the government advertising campaigns analyzed by Environics to date. In interpreting these results, it is worthwhile to note that, given the amount of advertising to which Canadians are exposed on a daily basis, it is not to be expected that a short period of exposure to a single advertisement or advertising campaign – however compelling – will necessarily trigger a lifestyle change or a specific action (nor would individuals necessarily admit to this even if it were the case).

Among the small group of Canadians in the general and target populations who report to have reacted in response to seeing the Healthy Eating TV ad, roughly half say that their reaction consisted of making healthier food choices and avoiding junk food. Less common reactions include influencing family members to eat healthier foods, and spending more time with the family. Very few say they looked for more information or ordered the new *Canada's Food Guide* as a result of seeing the ad. Sample size limitations restrict analysis by regional and demographic subgroups.

Took action as result of Healthy Eating TV ad April 2007

	GENERAL POPULATION (n=327)	PARENTS (n=169)
Yes	15	21
Maybe	1	1
No	84	77
dk/na	1	1

Q.6a

Did you do anything as a result of seeing the ad?

Subsample: Those with aided recall of Healthy Eating TV ad

Actions taken as result of Healthy Eating TV ad April 2007

	GENERAL POPULATION (n=53)	PARENTS (n=38)
Made healthier food choices/avoided junk food	52	40
Influenced family to eat healthy/active	25	30
Spent time with family/cooked together	12	15
Started to exercise/get active	10	6
Looked for more information/checked website	5	9
Ordered the new <i>Guide</i>	3	5
Other	6	15
None/nothing/dk/na	5	–

Q.6b

What did you do? Anything else?

Subsample: Those who took action as a result of the Healthy Eating TV ad

Physical Activity print and Internet ad

Unaided and content recall

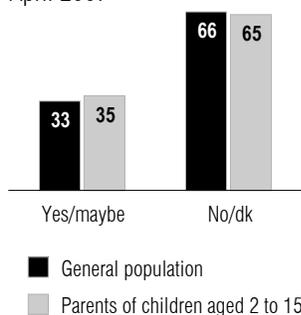
One-third of Canadians, and a similar proportion of parents, claim to have seen recent advertising on physical activity. However, no one in either group can correctly recall any content that confirms without doubt that they have seen the Health Canada print/Internet ad.

Unaided recall. To assess unaided recall of Health Canada's Physical Activity ad, Canadians were initially asked if they had seen, heard, or read any advertising about physical activity or the Children's Fitness Tax Credit (CFTC) over the past few weeks or so. One-third (33%) of Canadians say that they have seen or may have seen such advertising, and this level is similar among parents of children aged two to 15 (35%).

Across the country, unaided recall of physical activity advertising is highest in British Columbia (47%), and lowest in Atlantic Canada (23%) and Quebec (21%). Canadians with post-secondary education (37%) and incomes above \$30,000 (36%), those aged 45 or older (38%), and women (38%) are more likely than others to have unaided recall of such advertising.

Unaided recall – physical activity advertising

April 2007



Q.2

Over the past few weeks or so, have you seen, heard or read any advertising about physical activity or the Children's Fitness Tax Credit?

Content recall. The previous question provides a good measure of what Canadians believe they saw or heard. However, it is important to determine if Canadians have *internalized* the advertising to the point of being able to describe it in their own words. This is considered a prerequisite for the advertising to have an impact on people's attitudes and, thus, their behaviours. To measure this, a follow-up question was posed to those claiming recall of the physical activity advertisement, asking them to describe in their own words everything they remember about it, and all the pictures or images that come to mind.

In describing the ad they recall (without prompting), Canadians focused on the message or theme of the ad, and not the visual components. The general population is most likely to describe the ad in terms of promoting healthy diet and exercise (42%), informing Canadians about a tax credit for organized activities (24%) and targeting childhood obesity (18%). However, there was no recall of the creative elements of the Physical

Content recall – physical activity ad

April 2007

	GENERAL POPULATION (n=345)	PARENTS (n=178)
Promotes healthy diet/exercise/Challenge	530	30
Tax credit for organized activities	24	35
Targets obesity/childhood obesity	18	8
Seen it in the media	4	5
Avoid sugar/sodium/trans fats/fatty foods	1	1
Updated food guide/image/portions (general)	1	1
Pictures of food groups	1	–
Website/toll-free number for more information	1	3
Health effects of certain food items/ingredients	1	–
Emphasis on fruits/vegetables/healthy alternatives	1	1
Other	5	6
None/nothing/dk/na	21	23

Q.2b

Please tell me everything you can remember about this advertising. What pictures or images come to mind? Anything else?

Subsample: Those with unaided recall of recent physical activity advertising

Activity ad (i.e., a young boy jumping for a basketball with the headline ‘active kids are unstoppable’).

Parents of children aged two to 15 mentioned fairly similar elements about the advertising they recalled. Compared to the general population, parents are more likely to mention the tax credit for organized activities (35%, vs. 24%), and less likely to say that the ad promotes healthy diet and exercise (30%, vs. 42%) and that it targets childhood obesity (8%, vs. 18%).

The primary difficulty in determining what is correct content recall for the Physical Activity ad is that there was considerable media coverage about the tax credit around the same time the ad was running. Thus, some individuals may not have actually seen the ad but nonetheless believe they have because they have heard about the CFTC (through other means).

Source of recall. Those with unaided recall of physical activity advertising were asked where they noticed it. The Health Canada ad appeared in newspapers and on-line, and these sources are mentioned by one in three (32%) and six percent (6%) of Canadian ad recallers, respectively. By comparison, there were considerably more mentions of seeing the advertising on TV (59%), as well as other incorrect mentions of radio (15%), magazines (8%) and a pamphlet in the mail (6%). The wording of this question typically favours television as a response (even for campaigns such as this one that do not include television in the mix), since TV is top-of-mind as an advertising medium.

Those in the target population (parents of children aged two to 15) who claim to recall the advertising are more likely than the general population to say they saw it on the Internet (12%) and less likely to say they saw it in newspapers (23%). Nonetheless, TV remains the source most likely to be cited (43%).

Where physical activity advertising noticed April 2007

	GENERAL POPULATION (n=345)	PARENTS (n=178)
Television	59	43
Newspaper	32	23
Radio	15	17
Magazines	8	6
Pamphlet/brochure in the mail	6	8
Internet/website banner	6	12
Word-of-mouth	4	7
Local weekly newspaper	2	3
Fitness/recreational centre	2	3
Other	4	6
dk/na	3	5

Q.2c

Where did you notice this advertising? Did you notice it anywhere else?

Subsample: Those with unaided recall of recent physical activity advertising

Aided recall

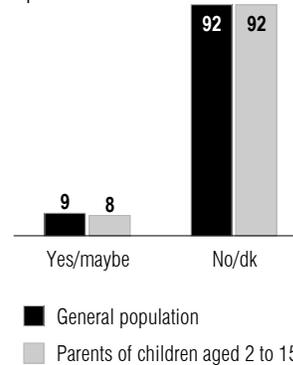
One in ten Canadians recognize seeing the Physical Activity ad based on a description, which is a fairly typical recall level for print advertising.

In addition to evaluating unaided recall of this advertising, the survey also measured “aided recall,” which is the recognition of an ad based upon a description. Aided recall is used as a diagnostic tool to better understand why an ad is not well internalized.

One in ten (9%) Canadians recall seeing Health Canada’s Physical Activity advertisement once it is described to them (i.e., an ad depicting a young boy jumping for a basketball with the message ‘active kids are unstoppable’ that was published in newspapers and on the Internet). The aided recall rate for the target population of parents (8%) is not significantly different from the general population. This recall level is fairly typical when compared to Canadian benchmarks for these media. Since the ad does not appear to have attracted significant attention, it is understandable that it did not generate unaided and content recall levels similar to those sometimes seen for television campaigns.

There are no significant differences in aided recall across the country. Among demographic subgroups, the most notable difference in aided recall occurs by age group, with those aged 45 years and over (12%) being somewhat more likely to recognize the ad than Canadians under age 45 (6%). Aided recall of this ad does not vary by level of education or income.

Aided recall – Physical Activity ad
April 2007



Q.7

Over the past few weeks or so, do you remember seeing an ad in newspapers or on the Internet that shows a young boy jumping for a basketball, and says that “active kids are unstoppable”?

Advertising sponsor

There is relatively low awareness among Canadians and among the target audience of parents that the Physical Activity ad was produced by the Government of Canada.

The Physical Activity print and Internet ad is not well associated with the federal government. Among Canadians who say they recall (or may recall) seeing the ad, one-third (35%) identify the Government of Canada as the sponsor, including five percent who specifically link the ad to Health Canada. This is lower than what would be expected according to advertising research standards (about half of those recalling an ad are usually able to correctly identify the brand/sponsor). A small number of ad recallers incorrectly attribute the ad to another source, such as their provincial government (12%), while just under four in ten (37%) say they do not know who produced the advertising. Parents of children aged two to 15 are somewhat more likely than the general population to identify the Government of Canada as the sponsor (46%). The relatively small sample size of ad recallers restricts the ability to review the data for differences by region or demographics.

Sponsor – Physical Activity ad April 2007

	GENERAL POPULATION (n=92)	PARENTS (n=43)
NET Federal government	35	46
Government of Canada	30	39
Health Canada	5	7
Provincial government	12	11
Government (unspecified)	4	3
Taxpayers/consumers	4	4
Private food company/manufacturer	3	–
Other	5	3
dk/na	37	34

Q.8

Thinking about the ad that you saw, who do you think produced it – that is, who paid for it?

Subsample: Those with aided recall of the Physical Activity ad

Q.8a

Which level of government?

Subsample: Those with aided recall of the Physical Activity ad – and said government (general) sponsored the ad

Message communication

Canadians who recall the print and Internet ad are most likely to see it as promoting exercise and activity both in general and for children specifically.

Canadians who say they recall (or may recall) the Physical Activity ad were also asked (unprompted) what they thought was the main point the advertising was trying to get across. Among the general population, the two most common messages mentioned are those about encouraging exercise and physical activity (34%) and that children should be more active (30%). Other messages conveyed by the ads were those about encouraging healthy eating (12%), stopping obesity (11%), teaching children to eat healthy (11%) and living a healthy lifestyle (11%). No one who recalled the ad mentioned any message related to the CFTC or the *Physical Activity Guide*.

Parents who recall the advertising are more likely than the general population to think that the main point was to encourage children to be more active (49%). They are also slightly more likely to mention that the

Message communication – Physical Activity ad April 2007

	GENERAL POPULATION (n=92)	PARENTS (n=43)
Exercise/be active	34	29
Children should be more active	30	49
Eat healthy/balanced diet	12	10
Stop obesity/diet-related illnesses	11	17
Teach children to eat healthy/parents lead by example	11	11
Live a healthy lifestyle	11	10
Spend less time watching TV/ playing video games	9	5
Spend time/bond with family	5	–
Buy their products	4	–
Other	3	2
dk/na	14	9

Q.9

Thinking about the ad that you saw, what do you think was the main point it was trying to get across?

Subsample: Those with aided recall of the Physical Activity ad

ad was seeking to prevent obesity and diet-related illnesses (17%). Once again, sample size limitations restrict analysis of the results by regional and demographic subgroups.

Call to action

Very few Canadians in the general population or in the target audience of parents report changing their behaviour in response to the Physical Activity advertisement.

Canadians in the general and target populations who said they recall seeing the Physical Activity ad were asked if they did anything as a result. In the general population, 13 percent of ad recallers said they have or may have done something upon seeing the ad. This translates to one percent of all Canadians. Among parents of two- to 15-year-olds, just under two in ten (17%) ad recallers say they did something as a result, which also translates to one percent of the total population of this target group. These are fairly typical levels of action reported by ad recallers for the government advertising campaigns analyzed by Environics to date (the low levels among the total populations are also due to the low recall for this campaign).

Of the very few Canadians in the general and target populations (n=10 and n=7, respectively) who claim to have done something in response to seeing the Physical Activity ad, the most common changes consist of making healthier food choices/avoiding junk food, and influencing family members to eat healthy foods and to be more active. However, the small number of cases reporting such actions does not provide a basis for meaningful analysis or conclusions.

Took action as result of Physical Activity ad April 2007

	GENERAL POPULATION (n=92)	PARENTS (n=43)
Yes	12	17
No	86	83
Maybe	1	–
dk/na	1	–

Q.10a

Did you do anything as a result of seeing this ad?

Subsample: Those with aided recall of the Physical Activity ad

Federal government performance

In addition to evaluating the effectiveness of an advertising campaign, the ACET is used to evaluate opinions of the federal government performance more generally. Using a seven-point scale, where “1” means “terrible,” “7” means “excellent” and the mid-point “4” means “neither good nor bad,” Canadians were asked to evaluate the Government of Canada in three areas: for performance on healthy eating and physical activity; for overall performance; and for providing information to the public about Government services that are available to Canadians.

Beyond assessing the Government of Canada in general, the survey also addressed public perceptions of Health Canada. Canadians were read a series of statements about Health Canada and asked the extent to which they agree or disagree with each.

Government performance on issues of healthy eating and physical activity

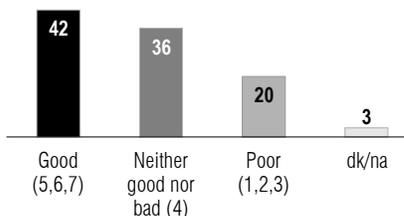
Canadians are moderately positive about the federal government's performance on issues of healthy eating and physical activity.

Canadians' assessment of the federal government's performance on the issues of healthy eating and physical activity is mixed, but more positive than negative. Four in ten (42%) give positive ratings (5, 6 or 7), compared with two in ten (20%) who give negative ratings (1, 2 or 3). Roughly one-third give a neutral rating (36%), while three percent are unable to offer a response to this question.

Evaluations of the government's performance on issues of healthy eating and physical activity are most positive among residents of the Prairies (47%) and Ontarians (46%), followed by residents of Atlantic Canada (41%) and British Columbia (40%). The least positive ratings are seen in Quebec (32%). Positive evaluations are more evident among the advertising target of parents of children aged two to 15 (48%), as well as among those with incomes below \$30,000 (52%, vs. 41% above \$30,000).

GOC performance on issues of healthy eating and physical activity

April 2007



Q.11

This advertising was in fact produced by the Government of Canada. How would you rate the performance of the Government of Canada on the issues of healthy eating and physical activity? Please use a 7-point scale, where “1” means “terrible” and “7” means excellent, and the midpoint “4” means “neither good nor bad.”

Opinions of the Government's performance on issues of healthy eating and physical activity appear to vary by advertising recall. Canadians with aided recall of the Healthy Eating ad are considerably more likely to express a positive opinion (56%) than those without (35%), and the same is true of those with aided recall of the Physical Activity ad (59%, vs. 40% without aided recall). Parents are also more likely to be positive about Government's handling of these issues if they have aided recall of the Healthy Eating ad (62%, vs. 41% of non-recallers) or the Physical Activity ad (78%, vs. 45%). While these findings might suggest that the ads have had a positive impact on Canadians' views of the government's performance on healthy eating and physical activity, a causal relationship cannot be concluded on the basis of this study (it may be that those most supportive of the government's performance in this area are also more apt to have noticed and recalled the recent advertising).

Overall performance of federal government

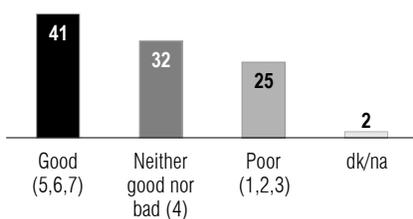
Canadians are more positive than negative in their evaluations of the federal government's overall performance. Ratings are most positive in the Prairies and Ontario, and least positive in Quebec and Atlantic Canada.

Opinions of the federal government's overall performance are similar to ratings of its performance specific to healthy eating and physical activity, with four in ten (41%) Canadians giving positive ratings, three in ten (32%) giving neutral ratings, and one-quarter (25%) giving poor ratings. Overall assessments of government performance do not differ meaningfully among the target group of parents.

Across the country, a positive assessment of the government's overall performance is highest in Manitoba, Saskatchewan and Alberta (48%) and Ontario (44%), and lowest in Atlantic Canada (36%) and Quebec (33%). Positive ratings of the government's overall performance increase with education level.

GOC overall performance

April 2007



Q.12

Generally speaking, how do you rate the performance of the Government of Canada? Please use the same 7-point scale, where "1" means "terrible," "7" means "excellent," and the midpoint "4" means "neither good nor bad."

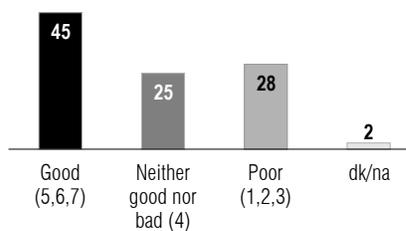
Performance on providing information to the public

Canadians are most positive about the respectful way in which the government delivers information and services, and least positive about the ease with which the government can be contacted.

Similar to other performance ratings covered in this survey, there is no consensus among Canadians about the job they see the federal government doing in providing information to the public about government services that are available to Canadians, although ratings are more positive than negative. Just under half (45%) give the government a positive rating in this area (5, 6 or 7), while one-quarter (25%) give the government a neutral rating, and one-third (28%) give the government a negative rating. Parents of children aged two to 15 give very similar ratings to those of the general public. Positive ratings are consistent in all regions except Ontario, where they are marginally more common (49%). Positive ratings are higher among those with aided recall of the Physical Activity ad (58% vs. 43% of non-recallers), but not differ by recall of the Healthy Eating ad.

GOC performance in providing information about government services

April 2007



Q.13

And, using the same scale, how would you rate the performance of the Government of Canada in providing information to the public about government services that are available to Canadians?

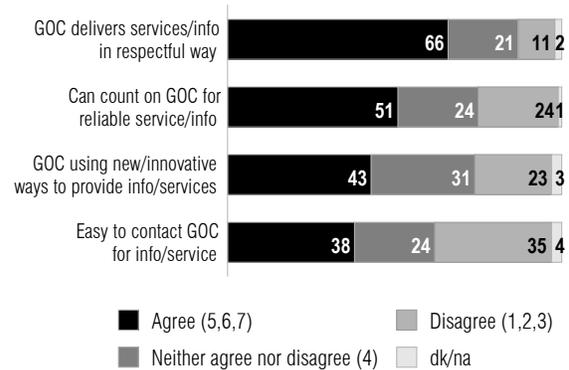
The survey also asked respondents to rate the Government of Canada on four areas related to providing services and information to the public, using a similar seven-point scale, where “1” means “totally disagree,” “7” means “totally agree,” and the mid-point “4” means “neither agree nor disagree.”

Across the four areas tested, the federal government receives its highest rating on the measure of delivering its services and information in a respectful way: Two-thirds (66%) agree with this statement (ratings of 5, 6 or 7), compared with only one in ten (11%) who disagree (ratings of 1, 2 or 3). One in two (51%) agree that you can count on the Government for reliable service and information, while slightly fewer agree that the Government of Canada is using new and innovative ways to provide information and services to citizens (43%), or that it is easy to contact the Government of Canada for information and services (38%).

Agreement with all statements is highest among Canadians aged 18 to 29, most notably when it comes to the respectful way in which the Government of Canada delivers services and information (76%, vs. 65% among older Canadians). There are few differences across regions, except that residents of the Prairies (50%, vs. 40% to 44% elsewhere) are more likely to agree that the federal government uses new and innovative ways to provide information and services, while agreement that you can count on the Government of Canada for reliable service and information is highest in Quebec (59%, vs. ranging between 46% and 51% elsewhere).

GOC service and information ratings

April 2007



Q.14

Please tell me the extent to which you agree or disagree with each of the following statements, using a 7 point scale, where “1” is “totally disagree” and “7” is “totally agree,” and the midpoint “4” is “neither agree nor disagree” ... It is easy to contact the Government of Canada for information and service ... The Government of Canada is using new and innovative ways to provide information and services to citizens ... The Government of Canada delivers its services and information in a respectful way ... You can count on the Government of Canada for reliable service and information.

Perceptions of Health Canada

A majority of Canadians agree that ‘trusted,’ ‘in touch with the needs and realities of modern families,’ and ‘inspiring and encouraging’ are accurate descriptions of Health Canada.

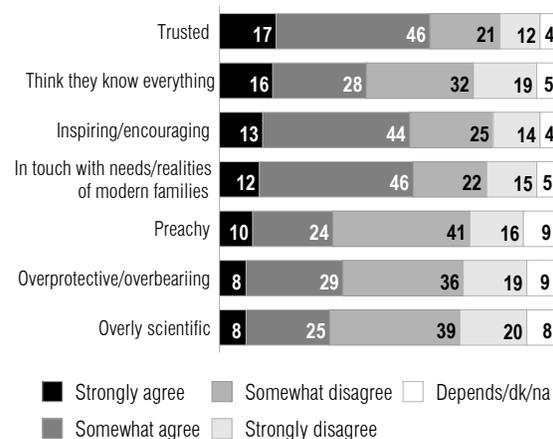
In addition to assessing the Government of Canada’s performance, the survey addressed public perceptions of Health Canada. Canadians were asked the extent to which they agree or disagree that each of seven words or statements accurately describe Health Canada.

Just over six in ten Canadians agree (17% strongly, 46% somewhat) that Health Canada is trusted. Other descriptions that a majority of Canadians think describes Health Canada are being in touch with the needs and realities of modern families (58%), and being inspiring and encouraging (57%). In terms of negative connotations, four in ten Canadians agree to some extent that Health Canada thinks they know everything (44%), or is overprotective or overbearing (37%), and one-third each agree that Health Canada is preachy (34%) and overly scientific (33%). The target audience of parents gives nearly identical ratings for all statements.

Though perceptions of Health Canada are generally similar across the country, there are some exceptions. Compared to other provinces, British Columbians are less likely to agree that ‘trusted,’ ‘inspiring and encouraging,’ and ‘overly scientific’ are accurate descriptions of Health Canada. For their part, residents of Atlantic Canada are more likely to agree that Health Canada is ‘overprotective and overbearing,’ and less likely to agree that it is ‘in touch with the needs and realities of modern families.’

Perceptions of Health Canada

April 2007



Q.15

Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree that each of the following phrases accurately describes Health Canada ... Trusted ... In touch with the needs and realities of modern families ... Inspiring and encouraging ... Overprotective or overbearing ... Think they know everything ... Preachy ... Overly scientific.

Significant differences in response arise on the basis of gender, with men (63%) more likely than women (53%) to agree that Health Canada is ‘in touch with the needs and realities of modern families,’ is ‘overprotective and overbearing’ (41% vs. 33%) and is ‘trusted’ (70% vs. 57%). For their part, women are more likely to agree that ‘think they know everything’ is an accurate description of Health Canada (48% vs. 40%). Age also influences responses, with Canadians aged 18 to 29 more likely to agree that Health Canada is ‘trusted’ (76%, vs. 60% among 30 and over), and is ‘in touch with the needs of modern families’ (66%, vs. 56% among those older).

HEALTHY EATING AND PHYSICAL ACTIVITY

In addition to evaluating the effectiveness of the Healthy Eating and Physical Activity advertising campaigns, a secondary objective of this research was to examine the attitudes of the parents of children aged two to 15 towards healthy eating and physical activity. To do this, the target audience of parents was asked a series of questions about this topic, some of which were drawn from a baseline survey conducted in 2005 on behalf of Health Canada.¹ Although this previous survey was conducted among parents of children between two and 12 years of age, general comparisons between the results from the two surveys have been made where relevant.

Personal assessment of health and weight

Canadian parents are positive about their health, with three-quarters saying it is very or somewhat good. Six in ten say they are of average weight for their height and age.

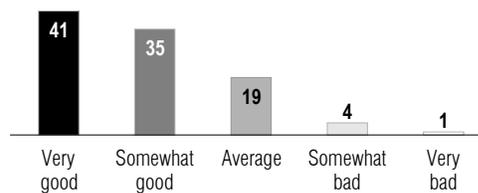
Personal health. Canadian parents were asked to describe their personal health, using a five-point scale. By and large, parents are very positive about their health status, with three-quarters reporting that they are in very good (41%) or somewhat good (35%) health, and a further two in ten (19%) saying their health is average. Only a small proportion say they are in somewhat bad (4%) or very bad health (1%). These self-reported results are best interpreted as an indicator of how people perceive their health, rather than as an objective measure of population health status. However, the results can be used as one measure of progress regarding government health communications and education campaigns. Current perceptions are quite similar to 2005, with a slight shift toward reporting very good health (up 6 points) and away from average health (down 8 points).

In many research studies, health has been linked to socio-economic circumstances, and this survey is no exception. The likelihood to report being in very good health increases along with education level and is highest among those with a university education (46%). As well, those most likely to say they are in very good health have household incomes of \$80,000 or over (47%).

As would be expected, reports of being in very good health are associated with higher levels of physical activity and better nutrition. Those who say they are in very good health are more likely to report being very physically active (67%, compared to 28% of those less active), of average weight (51%, vs. 20% of those who say they are overweight), and to have very healthy eating habits (63%, vs. 27% of those with less healthy diets).

Perceptions of own health

April 2007



Q.21

How would you describe your personal health? Very good health, somewhat good, average health, somewhat bad or very bad health?

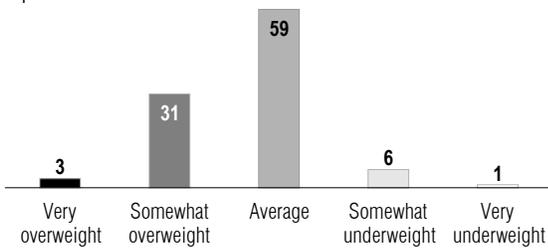
Subsample: Parents of children 2-15

¹ Ipsos Reid, *Healthy Living, Physical Activity and Sports Participation: A Survey of Canadian Parents*. March 2005.

Personal weight. Canadian parents were also asked to assess their personal weight, using a five-point scale. Six in ten (59%) say they are of average weight for their height and age. However, a significant minority (31%) describe themselves as being somewhat overweight. Only a small proportion describe themselves as being very overweight (3%) or underweight (7%). These responses are very similar to those observed in 2005.

Unlike perceptions of personal health, there is no clear association between self-reported weight and socio-economic status. Men are slightly more likely (63%) than women (55%) to describe themselves as being of average weight. Predictably, however, being somewhat overweight is linked to lower levels of reported health and physical activity, and to having a poorer diet.

Perception of own weight April 2007



Q.22

And would you say that you are very overweight, somewhat overweight, average weight for your height and age, somewhat underweight or very underweight?

Subsample: Parents of children 2-15

Personal assessment of lifestyle factors

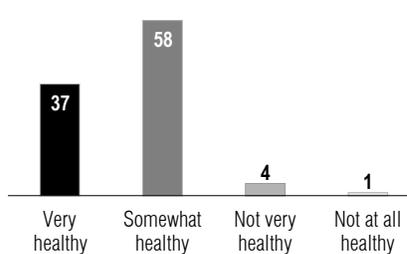
Almost four in ten Canadian parents claim to have very healthy eating habits, and one-third say they are very physically active.

Personal eating habits. Parents were asked to assess their personal eating habits. Close to four in ten (37%) describe their eating habits as very healthy, while a majority (58%) say they are somewhat healthy. Few (5%) admit to having unhealthy dietary habits.

There are no observable regional differences in terms of perceptions of eating habits, but there is some influence from demographic factors. Those in the highest household income bracket (45%, compared to 30% of others) and women (43%, vs. 30% of men) are more likely to say their eating habits are very healthy. Those who are high school graduates are the most likely (72%) to say their eating habits are only somewhat healthy.

Having very good eating habits is linked to other positive lifestyle factors, such as being in very good health, not being overweight, and being very physically active. It is also more common among those who have a copy of *Canada's Food Guide* (46%).

Perception of eating habits April 2007



Q.25

Would you say that your own eating habits are very, somewhat, not very or not at all healthy?

Subsample: Parents of children 2-15

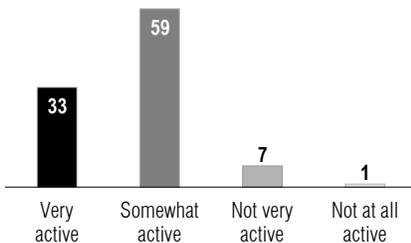
Personal activity level. Parents were also asked to self-rate their level of physical activity. One-third (33%) say they are very physically active, while six in ten (59%) say they are somewhat active. One in ten (8%) admit to being not very or not at all physically active.

Residents of Quebec are more likely than those in other regions to indicate they are not very physically active (16%), which was also the case in the 2005 survey. Quebec parents are as likely as others to say they are of average weight or to say they have very or somewhat healthy eating habits, so it is unclear why they may have poorer perceptions of their physical activity level.

There are fewer distinct links between physical activity level and demographic factors than were observed for self-ratings of healthy eating. The proportion indicating they are very physically active increases with household income, from only one-quarter (25%) among the least affluent to four in ten (40%) of the most affluent. However, there is no gender difference and no clear pattern by education level.

As expected, there is a positive association between being very physically active and positive lifestyle factors, such as being in very good health, not being overweight, and having very good eating habits. There is no difference in level of physical activity by awareness of either *Canada's Physical Activity Guide* or *Canada's Food Guide*.

Perception of physical activity level
April 2007



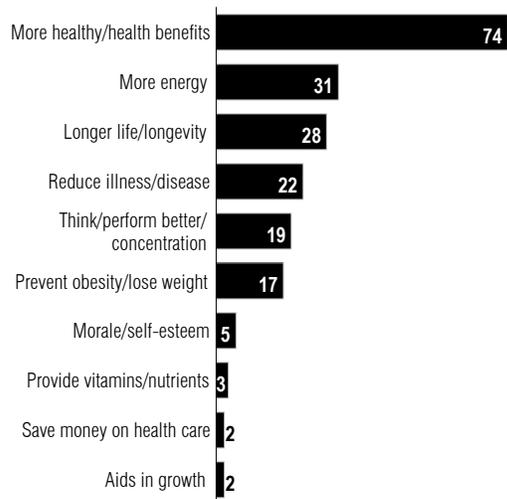
Q.23
Would you say that you are very, somewhat, not very or not at all physically active?
Subsample: Parents of children 2-15

Benefits of a healthy lifestyle

Three-quarters of Canadian parents associate a more nutritious diet and increased physical activity with better health. Parents are more likely now than in 2005 to mention that healthier lifestyles boost energy and increase longevity.

Benefits of nutritious diet. Canadian parents were asked (without prompting) to indicate what they think are the benefits of eating a more nutritious diet. The predominant reason is improved health, mentioned by three-quarters (74%, compared to 71% in 2005). The proportions mentioning certain other benefits have increased noticeably since 2005, due in part to a higher average number of benefits mentioned per person (2.1 mentions per person compared to 1.6 in 2005). Three in ten mention more energy (31%, up 15 points), or a longer life (28%, up 20 points), and about two in ten cite reducing illness or disease (22%, up 10 points) improved concentration or performance (19%, up 12) or the prevention of obesity/weight loss (17%, down 2 points).

Benefits of a nutritious diet
Top 10 mentions April 2007



Q.16
Can you tell me what you think are the benefits of eating a more nutritious diet?
Subsample: Parents of children 2-15

There are a few regional differences in perceived benefits of a nutritious diet. Increased health benefits are the top mention across the country, ranging from 68 percent in the Prairies to 78 percent in Quebec and B.C. Residents of the Prairie provinces are more likely to mention having more energy as a benefit of a more nutritious diet (43%, compared to between 26% and 33% of others). Mentions of increased longevity are more common among residents of the Prairies (36%), Ontario (35%) and the Atlantic region (32%) than among Quebecers (16%) and those in B.C. (15%).

Some demographic differences do emerge. Those with university-level education are the most likely to mention the reduction of illness, longer life and prevention of obesity as benefits of good nutrition, while high school graduates are least likely to do so. Increased energy is marginally more likely to be mentioned by women (34%) than by men (27%), and by those with aided recall of the Healthy Eating TV ad (41%, compared to 26% of those who do not recall the ad).

Benefits of being more physically active. Parents were asked (unprompted) to indicate the main benefits of being more physically active. Better health or physical health is the main benefit, mentioned by eight in ten (79%) parents (compared to 60% of parents in the 2005 survey). Parents are also more likely now than in 2005 to mention better mental health (35%, up 16 points), having more energy (20%, up 6 points), longer life/longevity (19%, up 12 points) and prevention of obesity/weight loss (17%, up 7). This reflects in part that respondents mentioned, on average, a greater number of benefits than in the previous survey (2.2 mentions per person vs. 1.6 in 2005).

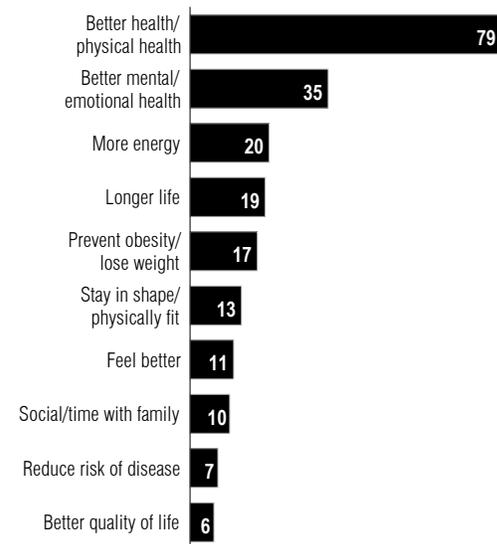
As with the benefits of healthy eating, there are a few regional differences in people's perceptions of the benefits of physical activity. Better health is by far the most commonly mentioned benefit across the country, ranging from 76 percent in the Atlantic region to 82 percent in B.C. Residents of the Prairie provinces are more likely to mention having more energy (26%, compared to between 16% and 23% of others). Mentions of increased longevity are more common among residents of the Prairies (26%) and Ontario (23%), than among residents of the Atlantic region (17%),

B.C. (16%) and Quebec (8%). Residents of B.C. (22%) and Ontario (21%) are more likely to mention the prevention of obesity or weight loss than are those in other provinces.

There are few notable patterns when results are examined demographically. Those with university (42%) or college educations (36%) are more likely than those with less education (20%) to mention better mental health or emotional well-being as a benefit of physical activity. The likelihood to mention greater longevity is higher among those with higher household incomes (24% of those earning \$60,000 or more) than those with lower incomes (12%). Women are marginally more likely than men to mention staying in shape as a benefit of being more physically active (16% vs. 11%), while men are more likely to mention reducing the risk of disease (9% vs. 4% of women). There are no differences by recall of the Physical Activity ad.

Benefits of being physically active

Top 10 mentions April 2007



Q.18

Throughout this survey, I will use the words "physical activity," which means things like jogging, biking and walking, as well as more organized sports activities leagues or clubs. Can you tell me what you think are the benefits of being more physically active?

Subsample: Parents of children 2-15

Barriers to a healthy lifestyle

Canadians parents believe that people are most apt to be constrained by cost when it comes to healthy eating, and by laziness when it comes to increasing their physical activity level. Yet, in both cases, they are most likely to identify lack of time as their own personal barrier.

It is important to understand parents' perceptions of the barriers to healthy eating and physical activity, as these barriers may influence how likely their children will be to develop healthy lifestyle habits at an early age, and to ensure that communications efforts are correctly targeted despite perceptions that may be shifting over time. The survey asked both about perceptions of barriers in general and about personal barriers specifically.

Barriers to healthy eating. When asked to identify why some people are not able to eat a more nutritious diet, Canadian parents are most likely (50%) to blame cost or economic factors by a considerable margin over the next most mentioned reason, a lack of knowledge or education about how to eat healthily (28%). One-quarter say that people are too busy or do not have time (25%), and about one in seven say it is out of being lazy (15%) or that it is easier or more convenient to eat "fast food" (13%). About one in ten think it due to a lack of interest (10%), to habit (10%) or to just not wanting to eat a better diet (9%). Results of this question largely echo the findings of the 2005 survey, except that somewhat higher proportions now mention laziness (up 8 points), the ease of eating fast food (up 6) and just not being interested (up 5).

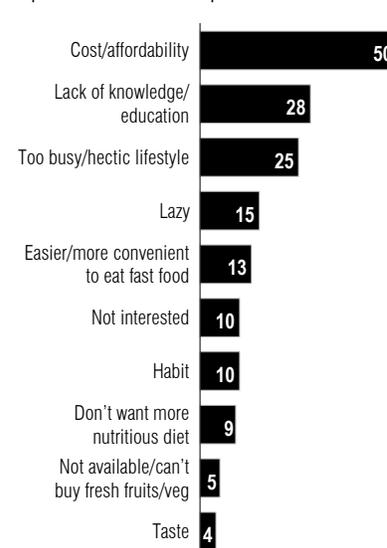
The likelihood to mention cost as a barrier to good nutrition is higher among residents of the Atlantic region (74%) and lowest among Quebecers (32%). In turn, the latter are more likely than others to mention habit (19%, compared to between 4% and 7% elsewhere).

Those with a university education (39%) and those with household incomes over \$60,000 (34%) are more likely than those in lower socio-economic circumstances to cite lack of education as a barrier. Those with higher household incomes are also more likely to mention time constraints (30%, vs. 18% with incomes below \$60,000).

Women are more likely than men to mention cost as a barrier (58%, vs. 41%), while men are more likely to mention time constraints (31%, vs. 20% of women). There are no significant differences by age or by advertising recall.

Barriers to a nutritious diet

Top 10 mentions April 2007



Q.17

Can you tell me why you think that some people are not able to eat a more nutritious diet?

Subsample: Parents of children 2-15

The current survey also explored barriers to nutrition on a more individual level, by asking parents about the biggest challenges that they *personally* face to eating a more nutritious diet. When examining barriers on this level, parents are far more likely to mention being too busy/not having time/hectic lifestyle (40%) than they are to blame cost (15%). One in ten or fewer cite any other individual challenge to good nutrition, such as the ease or convenience of fast food (8%), a lack of self-discipline or cravings (7%), or a lack of availability of fresh fruit/vegetables (6%).

Hectic lifestyles are somewhat more likely to be blamed by those in the Atlantic region (52%) and Ontario (45%) than by those in the Prairies (40%), B.C. (36%) and Quebec (32%). Mentions of time constraints also increase proportionately with levels of education and household income.

Cost is a personal barrier most likely to be cited by residents of the Atlantic region (30%), and those in the lowest income bracket. Men are more likely to mention the ease of fast foods (12%, vs. 5% of women) and being lazy (7%, vs. 3%).

Personal barriers to a nutritious diet

Top 10 mentions April 2007



Q.26

What are the biggest challenges that you, personally, face to eating a more nutritious diet?

Subsample: Parents of children 2-15

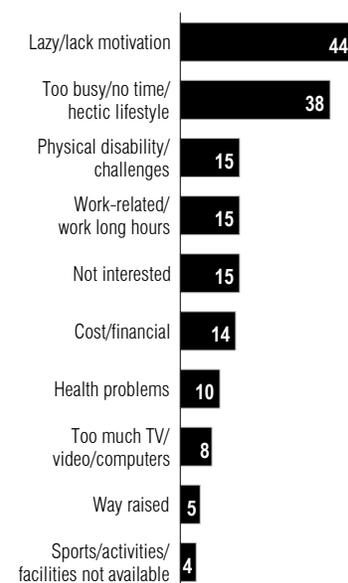
Barriers to increased physical activity. When asked to identify why some people are not able to be more physically active, Canadian parents are most likely to mention laziness or a lack of motivation (44%), followed by being too busy/having a hectic lifestyle (38%). About one in seven cite physical disabilities/challenges (15%), working long hours (15%), not being interested or wanting to be more active (15%), or financial reasons/cost (14%).

Across the country, Quebecers are the most likely to mention laziness (52%) and the least likely to mention either being too busy (21%) or financial reasons (6%) as general barriers to increased physical activity. Physical disabilities are more often cited by residents of B.C. (22%) and Ontario (21%) than by those in other regions.

The likelihood to consider lack of time as a barrier is higher among those with a college (36%) or university education (46%) than by those with a high school diploma or less (26%), among women (43%, vs. 31% of men) and among those under the age of 45 (40%, vs. 32% of older parents). Women are also somewhat

Barriers to physical activity

Top 10 mentions April 2007



Q.19

Can you tell me why you think that some people are not able to be more physically active?

Subsample: Parents of children 2-15

more inclined to mention financial barriers (18%, vs. 11% of men), while men are more likely to mention spending too much time watching TV or playing video games (11%, vs. 5% of women).

Health problems as a barrier to physical activity are more likely to be mentioned by those with lower household incomes, and those who are in average or worse health themselves (16%, vs. 8% of others). The latter group is also more likely to mention physical disabilities (23%, vs. 12%). There are no significant differences by recall of the Physical Activity ad.

As with barriers to healthy eating, the survey explored barriers to physical activity on a more individual level, by asking parents about the biggest challenges that they *personally* face to becoming more physically active. When examining barriers on this level, parents are far more likely to mention a lack of time (56%) than they are to blame laziness or a lack of motivation (15%). Two in ten also cite work-related reasons, such as long working hours (20%). Very few cite any other individual challenge to increased physical activity, such as cost (5%), climate (5%), a lack of availability of sports or facilities (3%), health problems (3%), physical disabilities (3%) or taking care of family/being a parent (3%).

There are relatively few differences to discuss by regional, demographic or other factors. Quebec residents are more likely to mention working long hours (30%) and are less likely to mention time constraints in general (35%), although this may reflect a cultural preference in describing the same phenomenon. The likelihood to mention time as a barrier increases with household income and education, and is highest among parents in the 30 to 44 age group (61%), among those in very good health (62%), and those who are more physically active and who report better eating habits.

Personal barriers to physical activity

Top 10 mentions April 2007



Q.24

What are the biggest challenges that you, personally, face to becoming more physically active?

Subsample: Parents of children 2-15

Specific barriers to a healthy lifestyle

Parents who have healthy lifestyles are less likely than others to agree that time, cost or habits are barriers to healthy eating or physical activity. The statement finding the most agreement is that it is hard to find time to be physically active after meeting children's needs.

In addition to unprompted questions about general and personal barriers to healthy eating and increased physical activity, parents were presented with a series of statements reflecting specific barriers to healthy living and asked to indicate their level of agreement with each using an 11-point scale, where 0 is strongly disagree and 10 is strongly agree. The adjacent table shows the average score for each statement (higher numbers indicate greater levels of agreement), as well as the proportion indicating they strongly disagree with each (assigned a value of 0 or 1 out of 10).

Overall, parents are most likely to agree that it is hard to find time to be physically active after fulfilling their children's needs, and least likely to agree that their neighbourhood or place of work is a barrier to healthy eating or physical activity.

It is reasonable to expect that opinions about these barriers would be linked to lifestyle factors, and analysis bears out this hypothesis. The parents least affected by any of these barriers (those most likely to strongly disagree – score 0 or 1 – with any of the statements) are those who have the healthiest lifestyles: those who report being in very good health, being of average weight, having a very healthy diet or being very physically active.

The following sections present the results by type of barrier: time, cost, habit, and motivation/location.

Agreement with statements about healthy living barriers

Mean score and percent strongly disagreeing April 2007

STATEMENT	AGREEMENT (MEAN SCORE) #	STRONGLY DISAGREE (0 or 1) %
It is hard to find time to be physically active after fulfilling my children's needs	6.0	13
It costs too much to join physical activity programs	5.1	21
It costs too much to have my children participate in sport leagues	4.6	22
If I had more time, I would eat better	4.6	28
I have tried to be more physically active, but I always revert to my old habits	4.3	20
I have tried to eat a healthy diet, but I always revert to my old habits	4.1	24
It costs too much to eat a healthy diet	4.0	32
I don't have time to be physically active	3.6	33
I find it difficult to motivate my children to be physically active	3.0	39
My neighbourhood or place of work makes it difficult for me to be physically active	2.9	42
My neighbourhood or place of work makes it difficult for me to eat a healthy diet	2.7	45

Q.20b

Please tell me whether you agree or disagree with each of the following statements. Please respond using a scale of 0 to 10, where "0" means that you "strongly disagree" with the statement and "10" means that you "strongly agree" ... I don't have time to be physically active.

Subsample: Parents of children 2-15

Q.27

Please tell me whether you agree or disagree with each of the following statements. Please respond using a scale of 0 to 10, where "0" means that you "strongly disagree" with the statement and "10" means that you "strongly agree" ...

Subsample: Parents of children 2-15

Time. Parents were asked their level of agreement with three statements designed to examine the impact of time as a barrier to healthy living behaviours. Six in ten Canadian parents strongly (23%) or somewhat (35%) agree that that it is hard to find the time to be physically active after fulfilling their children’s needs. Yet only about half that number (29%) either strongly (7%) or somewhat (22%) agree that they do not have time to be physically active. While these results appear to be contradictory, they suggest that parents are keenly aware of the difficulty involved in finding time for physical activity, but do not believe it is unachievable (for example, if the desire to be physically active exists).

Parents are divided when it comes to whether they would eat better if they had more time. Just over four in ten strongly (18%) or somewhat (26%) agree that they would eat better if they had time, while about one half strongly (28%) or somewhat (20%) disagree.

There are no significant differences in agreement with the time barrier statements by age or gender, and relatively few differences by other subgroups. Residents of Quebec are the most likely (22%) to strongly disagree that it is hard to find time to be physically active after fulfilling their children’s needs (compared to between 4% and 13% elsewhere).

While parents with higher incomes are more likely to strongly disagree that they would be more physically active if they had more time, it is parents with lower levels of education who are more likely to strongly disagree that it is hard to find time to be physically active after fulfilling their children’s needs.

Barriers to healthy living – time

April 2007



Q.20b

Please tell me whether you agree or disagree with each of the following statements. Please respond using a scale of 0 to 10, where “0” means that you “strongly disagree” with the statement and “10” means that you “strongly agree” ... I don't have time to be physically active.

Subsample: Parents of children 2-15

Q.27c, e

Please tell me whether you agree or disagree with each of the following statements. Please respond using a scale of 0 to 10, where “0” means that you “strongly disagree” with the statement and “10” means that you “strongly agree” ... If I had more time, I would eat better ... It is hard to find time to be physically active after fulfilling my children's needs.

Subsample: Parents of children 2-15

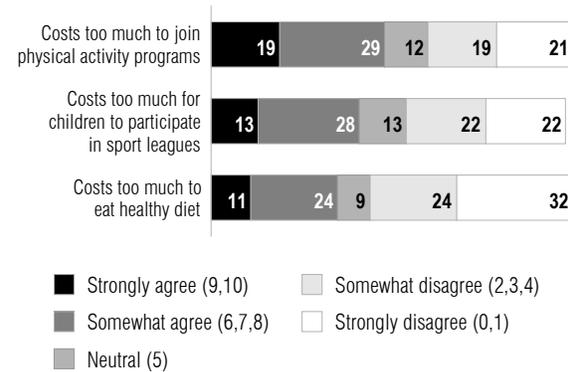
Cost. Canadian parents were presented with three statements examining the impact of cost on healthy lifestyles. The results indicate that, for many people, cost can be of real concern. Half of parents strongly (19%) or somewhat (29%) agree that it costs too much to join physical activity programs. Four in ten agree (13% strongly and 28% somewhat) that it costs too much to have their children participate in sports leagues. Cost is slightly less likely to be perceived as a barrier when it comes to healthy eating, with one in three who strongly (11%) or somewhat (24%) agree that it costs too much to eat a healthy diet.

As might be anticipated, cost proves to be more of a barrier for parents with lower socio-economic status. Those without a university education and those with household incomes under \$60,000 are considerably more likely than others to strongly agree with each of the three statements.

Agreement that it costs too much to have children participate in sport leagues is also affected by the number of children in the home. The parents of three or more children in the two- to 15-year-old age range are considerably more likely to agree that it is too expensive to have them participate in leagues (27% strongly agree) than are the parents of one child (9%) or two children (13%).

Barriers to healthy living – cost

April 2007



Q.27d, f, g

Please tell me whether you agree or disagree with each of the following statements. Please respond using a scale of 0 to 10, where “0” means that you “strongly disagree” with the statement and “10” means that you “strongly agree” ... It costs too much to eat a healthy diet ... It costs too much to join physical activity programs ... It costs too much to have my children participate in sport leagues.

Subsample: Parents of children 2-15

Barriers to healthy living – cost

% Strongly agreeing – by education and household income April 2007

STATEMENT	TOTAL	EDUCATION			HH INCOME	
		HS GRAD OR LESS	COLLEGE	UNIV	<\$60K	\$60K+
It costs too much to join physical activity programs	19	26	21	12	33	10
It costs too much to have my children participate in sport leagues	13	21	14	6	22	5
It costs too much to eat a healthy diet.	11	20	10	7	19	6

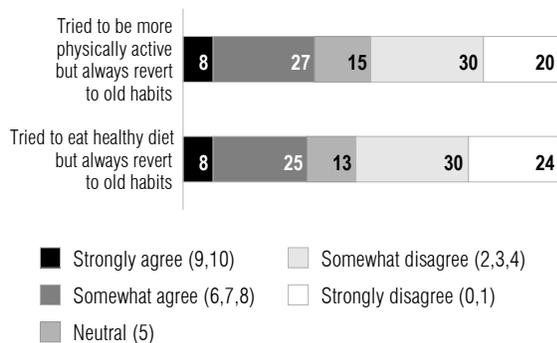
Habit. Two of the attitudinal statements presented to parents dealt with unsuccessful attempts to overcome bad habits.² One-third of parents strongly (8%) or somewhat (27%) agree that they have tried to be more physically active but always revert to their old habits, and a similar proportion agrees (8% strongly and 25% somewhat) that their previous attempts to eat a healthier diet have been unsuccessful.

The parents most likely to have had difficulty in overcoming bad habits are those with lower levels of education and income, and those aged 30 to 44. Women are more likely (10%) than men (5%) to strongly agree that they have reverted after attempting to be more physically active.

The level of agreement with both statements is fairly uniform across the country. However, those most likely to strongly *disagree* with either statement reside in Quebec and B.C.

Barriers to healthy living – habit

April 2007



Q.27a, b

Please tell me whether you agree or disagree with each of the following statements. Please respond using a scale of 0 to 10, where “0” means that you “strongly disagree” with the statement and “10” means that you “strongly agree” ... I have tried to eat a healthy diet but I always revert to my old habits ... I have tried to be more physically active but I always revert to my old habits.

Subsample: Parents of children 2-15

Motivation/location. Three attitudinal statements were asked as indicators of issues around people’s motivations to live a healthier lifestyle. One of these deals with difficulty in motivating children to be more physically active, while the other two address location challenges that can decrease motivation to eat well or be physically active.

Parents by and large do not agree that their neighbourhood or place of work presents a barrier to healthy living. Seven in ten strongly (42%) or somewhat (29%) disagree that their location is a challenge to their being more physically active, and a similar proportion strongly (45%) or somewhat (28%) disagree that location negatively impacts their ability to eat a healthy diet. About two in ten agree with each of these statements.

Barriers to healthy living – motivation/location

April 2007



Q.27b-j

Please tell me whether you agree or disagree with each of the following statements. Please respond using a scale of 0 to 10, where “0” means that you “strongly disagree” with the statement and “10” means that you “strongly agree” ... I find it difficult to motivate my children to be physically active ... My neighbourhood or place of work makes it difficult for me to be physically active ... My neighbourhood or place of work makes it difficult for me to eat a healthy diet.

Subsample: Parents of children 2-15

² Agreement with these statements could mean *either* that someone’s attempts to overcome bad habits have been unsuccessful, or that no such attempts have been made

Few parents admit finding it difficult to motivate their child to be physically active. Seven in ten strongly (39%) or somewhat (32%) disagree, compared to only two in ten (20%) who agree that this represents a difficulty for them.

There are few subgroup differences in perceptions of these barriers. Residents of Quebec (10%) are more likely than those living elsewhere in the country (4%) to strongly agree that it is difficult to motivate their children to be physically active. This was also observed in the 2005 survey.

Attitudes toward healthy eating and physical activity

While a large majority of parents strongly agree with the importance of physical activity and eating right to health and the prevention of disease, they are less apt to say they are personally taking steps to improve their family's diet or physical activity level.

Canadian parents were presented with a series of statements about healthy lifestyles and asked to indicate their level of agreement with each statement using an 11-point scale, where 0 is strongly disagree and 10 is strongly agree. The adjacent table shows the proportion indicating they strongly agree with each (rating of 9 or 10).

As in the 2005 survey, parents are more likely to strongly agree with statements that are wide-ranging or theoretical in nature (for example, "Regular physical activity is important to being healthy"), rather than those that are more personally directed (for example, "Being physically active is an important part of my lifestyle"). It may be that the broader statements are easier to agree with, but the level of agreement also likely reflects a widespread understanding of the factors that are important to a healthy lifestyle. Among the more personally-directed statements, there is greater agreement that parents are trying to have lot of fruits and vegetables in their family's diet (62%) and to improve their family's overall health (61%) than with the statements about including physical activity into their lifestyle.

Since 2005, parents are significantly more likely to agree with almost all of the statements, with the exception of "Eating right helps to prevent illness and disease" (unchanged).

Agreement with statements about healthy living % strongly agreeing – 2005 and 2007

STATEMENT	STRONGLY AGREE (SCORE 9 OR 10) %		
	2005	2007	CHANGE
Regular physical activity is important to being healthy	77	82	+5
Eating right helps to prevent illness and disease	79	79	–
In our house, we always try to have lots of fruits and vegetables in our diet	53	62	+9
I am trying to improve my family's overall health	52	61	+8
In our house, we try to make sure that everyone participates in some form of physical activity as often as possible	40	46	+6
I am making an effort to improve my fitness level	35	48	+13
Being physically active is an important part of my lifestyle	37	42	+5

Q.20a-g

Please tell me whether you agree or disagree with each of the following statements. Please respond using a scale of 0 to 10, where "0" means that you "strongly disagree" with the statement and "10" means that you "strongly agree" ... In our house, we try to make sure that everyone participates in some form of physical activity as often as possible ... In our house, we always try to have lots of fruits and vegetables in our diet ... Regular physical activity is important to being healthy ... Eating right helps to prevent illness and disease ... Being physically active is an important part of my lifestyle ... I am trying to improve my family's overall health ... I am making an effort to improve my fitness level.

Subsample: Parents of children 2-15

Lifestyle habits are an important factor determining level of agreement with these statements about healthy living. Parents with the healthiest lifestyles – who are in very good health, who are very physically active, of average weight and who profess to have very healthy eating habits – are substantially more likely to strongly agree with these positive statements than are those with less healthy attributes, as indicated in the table below.

There are some variations in agreement with these statements by demographic segment, although no overall pattern of differences emerges. For example, women are more likely than men to agree that eat-

ing right prevents illness, and that they are trying to improve their family’s health and their own fitness level. Parents in higher socio-economic brackets are more apt to agree that physical activity is an important part of their lifestyle and that everyone in their household participates as often as possible (those with incomes over \$80,000), and that their family eats lots of fruits and vegetables (those with a post-secondary education). Agreement that they are trying to improve their family’s overall health is highest among 18- to 29-year-olds and those with lower incomes (the latter segment being those who are typically in the greatest need to improve the health of their lifestyle).

Agreement with statements about healthy living

% strongly agreeing – By self-rated physical activity level and eating habits April 2007

	PHYSICAL ACTIVITY LEVEL			EATING HABITS		
	VERY ACTIVE (n=168)	SOMEWHAT ACTIVE (n=303)	NOT VERY/ AT ALL ACTIVE (n=39 ^α)	VERY HEALTHY (n=186)	SOMEWHAT HEALTHY (n=297)	NOT VERY/ AT ALL HEALTHY (n=27 ^α)
Regular physical activity is important to being healthy	92	79	61	89	79	69
Eating right helps to prevent illness and disease	85	76	73	87	73	85
In our house we always try to have lots of fruits and vegetables in our diet	74	59	33	82	53	25
I am trying to improve my family’s overall health	75	56	48	77	54	35
In our house we try to make sure that everyone participates in some form of physical activity as often as possible	66	38	20	61	37	36
I am making an effort to improve my fitness level	77	36	18	64	39	30
Being physically active is an important part of my lifestyle	74	28	8	61	31	30

α Very small base (<30) – caution is advised in interpreting results

Q.20a-g

Please tell me whether you agree or disagree with each of the following statements. Please respond using a scale of 0 to 10, where “0” means that you “strongly disagree” with the statement and “10” means that you “strongly agree” ... In our house, we try to make sure that everyone participates in some form of physical activity as often as possible ... In our house, we always try to have lots of fruits and vegetables in our diet ... Regular physical activity is important to being healthy ... Eating right helps to prevent illness and disease ... Being physically active is an important part of my lifestyle ... I am trying to improve my family’s overall health ... I am making an effort to improve my fitness level.

Subsample: Parents of children 2-15

Physical Activity/Health and Diet Indices

There have been modest increases in both the Health and Diet Index and the Physical Activity Index since 2005.

In the 2005 survey, the average responses to key attitudinal statements about physical activity and healthy eating were used to create a Physical Activity Index and a Health and Diet Index. The four statements each comprising the Physical Activity and the Health and Diet indices are shown in the adjacent table, along with the means for each statement for 2005 and 2007 and the total population index scores. The results indicate a modest increase in both indices over the past two years.

There are no significant differences in either index by age, gender, or recall of either the Healthy Eating or Physical Activity advertising campaigns. However, both indices do increase in relation to income level, and both are highest among parents with a university education. Across the country, both indices are highest among residents of B.C. Consistent with the findings throughout this report, the parents with the highest indices are those with the healthiest lifestyles: those claiming to be in very good health, to be of average weight, to be very physically active and to have very healthy eating habits.

Healthy living indices

Mean scores 2005 - 2007

	MEAN	
	2005	2007
Being physically active is an important part of my lifestyle	7.6	7.8
I am making an effort to improve my fitness level	7.6	8.1
I don't have time to be physically active*	6.2	6.4
It costs too much to join physical activity programs*	4.2	4.9
Physical Activity Index	.64	.69
In our house, we always try to have lots of fruit and vegetables in our diet	8.4	8.8
I am trying to improve my family's overall health	8.4	8.8
If I had more time I would eat better*	5.2	5.4
It costs too much to eat a healthy diet*	5.6	6.0
Health and Diet Index	.69	.72

* Inverted scale used, as this is a negative statement

Q.20b,d,e,f,g,b

Please tell me whether you agree or disagree with each of the following statements. Please respond using a scale of 0 to 10, where "0" means that you "strongly disagree" with the statement and "10" means that you "strongly agree" ...

Subsample: Parents of children 2-15

Q.27c,f

Please tell me whether you agree or disagree with each of the following statements. Please respond using a scale of 0 to 10, where "0" means that you "strongly disagree" with the statement and "10" means that you "strongly agree" ...

Subsample: Parents of children 2-15

Responsibility for healthy eating and physical activity

Seven in ten Canadian parents feel governments have a responsibility to promote healthy eating and physical activity so that Canadians can improve their overall well-being.

Parents were asked to indicate which of two statements about healthy eating and physical activity promotion is closer to their own view (randomized to prevent order bias):

Governments have a responsibility to promote healthy eating and physical activity so that Canadians can improve their overall well-being

OR

People need to take responsibility for their own well-being and governments should not be involved in the promotion of healthy eating and physical activity.

Canadian parents are more than twice as likely to think that governments have a responsibility to promote healthy eating and physical activity (69%) than to think people need to take responsibility and governments should not be involved in healthy eating and physical activity promotion (27%).³

The likelihood to believe that governments have a responsibility for health promotion is higher among those with a university education (77%), those of average weight (73%), and those with aided recall of the Healthy Eating TV ad (74%). Residents of Quebec (34%) are more likely than others to think that governments should not be involved.

Responsibility for well-being

By region April 2007

	TOTAL	ATLANTIC	QUEBEC	ONTARIO	PRAIRIES	B.C.
Governments have a responsibility to promote healthy eating and physical activity so that Canadians can improve their overall well-being	69	72	64	71	70	71
People need to take responsibility for their own well-being and governments should not be involved in the promotion of healthy eating and physical activity	27	19	34	26	25	26
dk/na	4	9	3	3	5	4

Q.56

Which of the following statements is closest to your own opinion ... Governments have a responsibility to promote healthy eating and physical activity so that Canadians can improve their overall well-being ... People need to take responsibility for their own well-being and governments should not be involved in the promotion of healthy eating and physical activity?

Subsample: Parents of children 2-15

³ A similar question with slightly different wording appeared in the 2005 survey: Which of the following statements is closest to your own opinion ...? Governments have a responsibility to promote *nutrition, physical activity and sports participation* so that Canadians can improve their overall well-being OR People need to take responsibility for their own well-being and governments should not be involved in the promotion of *better nutrition and physical activity*. Six in ten (60%) agreed that governments have responsibility; four in ten (39%) felt they should not be involved.

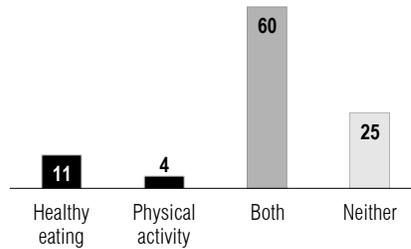
Healthy lifestyle information sources

Most Canadian parents have previously looked for information about healthy eating and physical activity, primarily by Internet. They are generally satisfied with both the ease of their search and the information currently available to them on these two topics.

Three-quarters of Canadian parents have looked for information on healthy eating or physical activity in the past. Most have sought information on both topics (60%), while a small proportion have looked for information only on healthy eating (11%) or physical activity (4%).

Across the country, the most notable difference is that parents in Quebec are least likely to have sought information on either topic (65%, compared to between 83% and 78% elsewhere). The likelihood to have looked for information on both healthy eating and physical activity is significantly higher among those with a post-secondary education (66%) than those with lower levels of education (38%); the latter are the most likely to report having sought information on neither topic (41%, vs. 20% of those with more education). Those recalling the Physical Activity ad are more apt to say they looked for information on both topics (77% vs. 58% of non-recallers), while there are no differences by recall of the Healthy Eating ad.

Looked for information on ...
April 2007



Q.28

Have you ever looked for information about healthy eating or physical activity?

Subsample: Parents of children 2-15

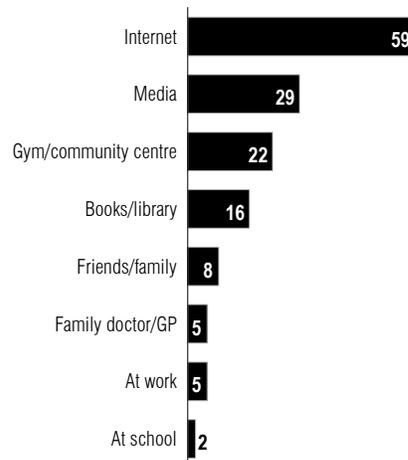
Information sources. Parents who have sought information on these topics were asked where they looked for it. The Internet is, by far, the most common source consulted for both healthy eating (67%) and physical activity (59%) information. Three in ten say they have used media sources for information on each of these topics (28% for healthy eating and 29% for physical activity). Books and libraries (31%) are more commonly used for information about healthy eating, while gyms are used more often for getting information about physical activity (22%). Relatively few parents say they rely upon sources such as their family doctor, family and friends, or *Canada's Food Guide* when looking for information on these two topics.

For both healthy eating and physical activity information, the likelihood of using the Internet is lower in Quebec than in other provinces. Parents with a university education (75% vs. 62% with less education) and those with a household income above \$60,000 (72% vs. 60% with incomes below this) are more likely to use the Internet for healthy eating information, but not for information about physical activity. Parents with aided recall of the Healthy Eating ad are more likely to have looked for information about healthy eating in *Canada's Food Guide* (12% vs. 2% of non-recallers), while there is no variation in the sources used for either topic by recall of the *Physical Activity Guide*.

Information sources – healthy eating
Top 10 mentions April 2007



Information sources – physical activity
Top 8 mentions April 2007



Q.29

Where did you look for information about {healthy eating/physical activity}?

Subsample: Parents of children 2-15 – and have looked for information about healthy eating (n=364) or physical activity (n=326)

Parents who say that they have never looked for information about healthy eating or physical activity were asked where they would be *likely* to look if they were trying to find such information. Consistent with the sources parents have actually used, the Internet is, by far, the most common source mentioned, although more so for information about healthy eating (63%)

than about physical activity (46%). For physical activity information, a fair number of parents envision that they would use their gym or community centre as a source (23%). A wide variety of other potential sources are mentioned, although none at particularly high levels, including family doctors, books or libraries, the media and *Canada's Food Guide*.

Potential sources – healthy eating

Top 9 mentions April 2007



Potential sources – physical activity

Top 9 mentions April 2007



Q.32

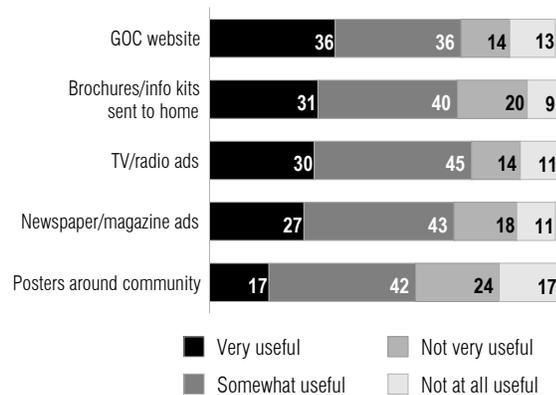
If you wanted to get information about {healthy eating/physical activity}, where would you be likely to look?

Subsample: Parents of children 2-15 – and have not looked for information about healthy eating (=n=147) or physical activity (n=185)

Parents were asked how useful they thought five different sources would be in terms of providing them with information about healthy eating and physical activity. A majority (ranging from six in ten to three in four parents) rate each of these methods to be at least somewhat useful. A Government of Canada website is rated most useful (36% very useful), consistent with the popularity of the Internet for those who have already looked for information, and those who might do so in the future. Slightly fewer parents say that brochures sent directly to their home (31%), TV and radio advertising (30%), and newspaper and magazine advertising (27%) would be very useful. The information source considered to be least useful in communicating this type of information is posters placed around the community (17%).

While this is a valid measure of people's perceptions, it is also important to consider a variety of other factors when deciding between communication vehicles, such as objective data on effectiveness, the specific objectives of the campaign, the target audience for the message and the cost involved.

Perceived usefulness of information sources April 2007



Q.33

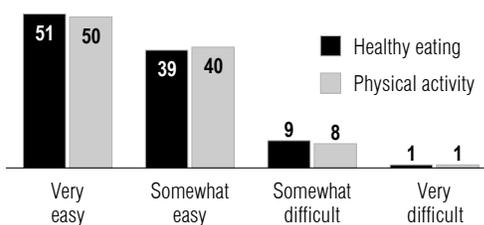
There are many ways to provide people with information about healthy eating and physical activity. Would each of the following ways be very useful, somewhat useful, not very useful or not at all useful for you, personally ... A Government of Canada website ... Brochures and information kits sent to your home ... Television and radio advertisements ... Newspaper and magazine advertisements ... Posters placed around your community?
Subsample: Parents of children 2-15

Residents of the Atlantic provinces give higher ratings of usefulness than do others to brochures sent to people's homes. Residents of the Prairie provinces are least likely to rate the Government of Canada website as useful, while B.C. residents are least likely to say that television and radio ads would be very useful.

Ease of finding information. Parents who have searched for information about healthy eating or physical activity are generally satisfied with the ease with which they were able to find it. Half of parents claim it was very easy to find the information they were looking for, while a further four in ten say it was somewhat easy, and only one in ten say that their search was difficult. These findings are similar whether they were searching for information about healthy eating or physical activity.

The results are also very consistent across regions (though slightly more Quebecers report that their searches were somewhat easy as opposed to very easy). The only other factor influencing the perceived ease of finding information is self-rated health. Parents who claim to be in very good health are more likely than those who say they are in somewhat or average/poor health to say that their search for information on both healthy eating and physical activity was very easy.

Ease of finding information on ... April 2007



Q.30

Was it very easy, somewhat easy, somewhat difficult or very difficult to find the information you were looking for?
Subsample: Parents of children 2-15 – and have looked for information about healthy eating (n=364) or physical activity (n=326)

Satisfaction with information available. Canadian parents are also generally satisfied with the information available to them on these two topics. More than nine in ten parents who have looked for information about healthy eating describe themselves as very (45%) or somewhat (49%) satisfied with the information available, and a similar proportion of parents who have looked for information about physical activity say they are very (44%) or somewhat (49%) satisfied with what they found.

Satisfaction with information on ...
April 2007



Q.31

Are you very, somewhat, not very or not at all satisfied with the information that is available to you about {healthy eating/physical activity}?

Subsample: Parents of children 2-15 – and have looked for information about healthy eating (n=364) or physical activity (n=326)

Canada's Food Guide

Almost all Canadian parents say they are aware of Canada's Food Guide and half have a copy in their home. Already close to half of these current users report having the new updated version of the Guide.

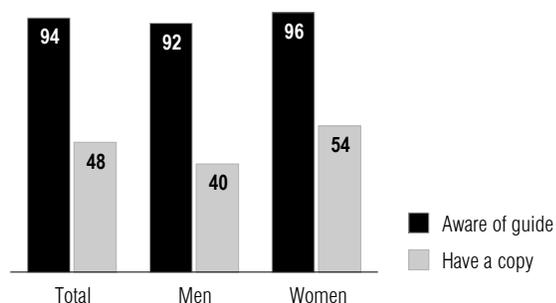
Canada's first food guide, the *Official Food Rules*, was introduced in July 1942 to help improve the health of Canadians after WWII. Since that time, *Canada's Food Guide* has been transformed many times – most recently in 2007 – but maintained its original purpose of guiding food selection and promoting the nutritional health of Canadians.

Awareness and use. Canadian parents were asked if, prior to the survey, they had ever heard of *Canada's Food Guide* and, if they had, whether they have a copy of it in their home. Almost all parents (94%) say they have heard of it, and this high level of awareness is consistent across the country and among demographic segments.

Furthermore, half (48%) of Canadian parents have a copy of *Canada's Food Guide* at home. Those most likely to have a copy of *Canada's Food Guide* in their home are women (54%), parents with a post-second-

Canada's Food Guide

April 2007



Q.34

I just want to confirm, before today had you ever heard of Canada's Food Guide?

Subsample: Parents of children 2-15

Q.35

Do you have a copy at home?

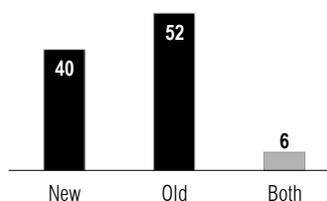
Subsample: Parents of children 2-15 and heard of Canada's Food Guide prior to completing the survey

ary education (51%), those who are overweight (54%) or underweight (55%) compared to those of average weight (43%), and those who say they have very healthy eating habits (59%).

New versus old Guide. Parents who say they have a copy of *Canada's Food Guide* in their home were asked if it is the new version updated this year or the old version. Most (52%) say they have the old version, although four in ten (40%) report having the new version and six percent say they have both. This is a very strong level of take-up for the new *Guide*, which had only been published a few months prior to the survey. Those most likely to have the new version (either alone or as well as the old version) are younger parents (51% of 18- to 29-year-olds) and those with a post-secondary education (51%) and household incomes of \$60,000 or more (51%).

Version of Canada's Food Guide

April 2007



Q.36

Canada's Food Guide was updated this year. Some of the changes include clearer descriptions of portion sizes, providing recommended number of servings for people of different ages and genders and reflecting a larger variety of healthy foods including ethnic foods. Is your copy the new Canada's Food Guide or the old version?

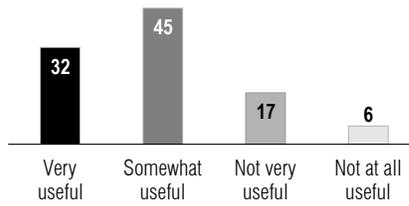
Subsample: Parents of children 2-15 and have a copy of Canada's Food Guide at home (n=246)

Usefulness. Parents with a copy of *Canada's Food Guide* generally consider it to be useful to them. Three in four say it is very (32%) or somewhat (45%) useful, compared to one in four who feel it is not very (17%) or not at all useful (6%). Those who have the new version (35%) are somewhat more likely than those who have the older version (29%) to say that it is very useful to them, which could reflect the impact of the recent updates or be due to their having read it more recently. There are no other significant differences in perceptions of the *Guide's* usefulness by demographic segments.

Parents who are unfamiliar with *Canada's Food Guide* or who do not have a copy it were read a brief description and then asked how useful the type of information contained in the *Guide* would be to them personally. Eight in ten say this information would be either very (39%) or somewhat (43%) useful, while two in ten (18%) say it would not be useful. Parents with household incomes of \$80,000 or more (14%) are more likely than others (4%) to say the information would be not at all useful to them.

Usefulness of *Canada's Food Guide*

April 2007



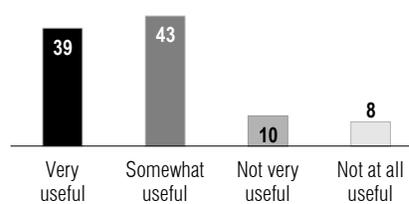
Q.38

How useful is Canada's Food Guide to you, personally ...?

Subsample: Parents of children 2-15 and have copy of Canada's Food Guide at home (n=246)

Potential usefulness of *Canada's Food Guide* information

April 2007



Q.39

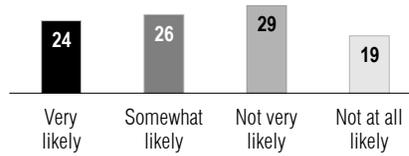
Canada's Food Guide is designed to help Canadians choose types of foods that are better for them, and to provide recommendations about number of servings per day for people of different ages and genders. How useful do you think this type of information would be to you, personally ...?

Subsample: Parents of children 2-15 and do not have copy of Canada's Food Guide at home (n=265)

Likelihood of obtaining new *Guide*. Parents who do not have the newly updated version of *Canada's Food Guide* (whether or not they have the previous version) were asked how likely they are to obtain a copy of it in the next six months. The likelihood of obtaining the new *Guide* varies considerably, with half saying they are very (24%) or somewhat likely (26%) to get it, and the other half indicating they are not very (29%) or at all likely (19%) to do so. Parents who currently have a copy of the old *Guide* are more apt (35%) than those who have never had one (19%) to say they are very likely to obtain the new version. Of parents who do not currently have a copy of the *Guide*, those who believe the information would be most useful to them (39%) are significantly more apt than others to say they are very likely to obtain a copy in the next six months.

Parents who say they are at least somewhat likely to obtain a copy of *Canada's Food Guide* in the next six months were asked where they would go to get it. As with searching for general information about healthy eating or physical activity, parents are most likely to say they would go on the Internet (39%). In addition, a few specifically mention the Government of Canada (6%) or Health Canada (5%) websites. Other moderately common sources would be their family physician (15%), or through their child's school or teacher (14%). A wide variety of other sources are mentioned, although none at high levels, including their provincial government or health ministry, work or the library. Parents with higher education and household income levels, and men, are more apt than others to say they would use the Internet to obtain a copy of the new *Guide*.

Likelihood of obtaining *Canada's Food Guide* April 2007



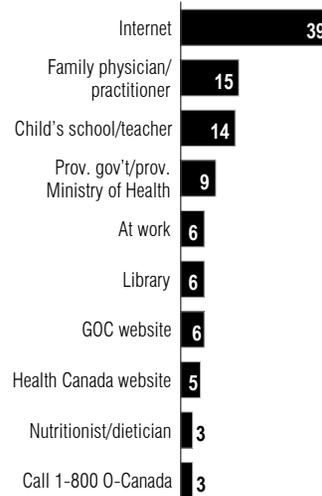
Q.40

How likely are you to get a copy of {if have old version: the new} Canada's Food Guide in the next six months ...?

Subsample: Parents of children 2-15 and do not have the new version of Canada's Food Guide (n=392)

Potential sources for *Canada's Food Guide*

Top 10 mentions April 2007



Q.41

Where would you go to get a copy of {if have old version: the new} Canada's Food Guide?

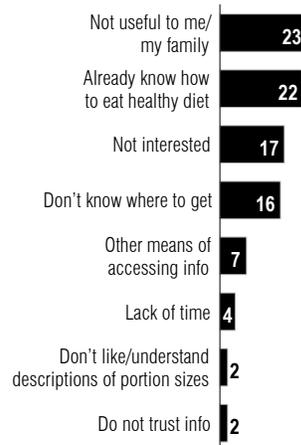
Subsample: Parents of children 2-15 and likely to get a copy of Canada's Food Guide (n=195)

Parents who say they are unlikely to obtain a copy of *Canada's Food Guide* in the next six months were asked the reasons why not. The most common reasons are that they do not think it would be useful to them or their family (23%), that they already know how to eat a healthy diet (22%), that they are simply not interested (17%) or that they do not know where to get it (16%).

Men (24%) are more likely than women (10%) to say they are not interested in the *Guide*, while those who say they are in very good health (31%) are more likely than others (18%) to say it is because they do not think the *Guide* would be useful to them.

Reasons for not obtaining *Canada's Food Guide*

Top 8 mentions April 2007



Q.42

Why not?

Subsample: Parents of children 2-15 and not very likely to get copy of Canada's Food Guide (n=188)

Canada's Physical Activity Guides

One in six Canadian parents say they are aware of Canada's Physical Activity Guides, while only four percent have a copy in their home. Parents who are overweight or not physically active are more apt to believe this information would be of use to them.

The Public Health Agency of Canada, in partnership with the Canadian Society for Exercise Physiology, developed *Canada's Physical Activity Guide to Healthy Active Living* in response to research that indicated Canadians were unaware that physical inactivity is a serious risk factor for premature death, chronic disease and disability. It is a one-page, practical guide – similar to *Canada's Food Guide* – to help Canadians judge how much physical activity they need to achieve better health. There are also versions of the *Guide* aimed at children and youth.

Awareness and use. One in six (17%) parents say they have ever heard of *Canada's Physical Activity Guides*. Awareness is highest in the Prairie provinces (28%, compared to between 14% and 18% elsewhere). It higher among those with household incomes of \$80,000 or over (21%), and those who report they are in very good health (21%), which is linked to income, but does not differ notably by self-rated level of physical activity or by weight. Awareness is also higher among those recalling the Physical Activity ad (34%) than among non-recallers (15%). Parents who have a copy of *Canada's Food Guide* (24%) are also more likely to be aware of *Canada's Physical Activity Guides*.

Canada's Physical Activity Guides

April 2007



Q.43

Have you ever heard of Canada's Physical Activity Guides?
Subsample: Parents of children 2-15

Q.44

Do you have a copy at home?

Subsample: Parents of children 2-15 and have heard of Canada's Physical Activity Guides

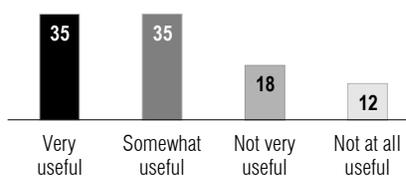
Only four percent of parents say they currently have a copy of the *Guides* in their home. This subgroup is too small (n=21) to allow for detailed analysis of the follow-up question about how useful they find the *Guides* to be. Generally speaking, this group is equally likely to say it is very, somewhat or not useful to them personally.

Potential usefulness of *Canada's Physical Activity Guides*. Parents who were not aware of the *Guides* or do not have a copy at home were provided with a description and then asked how useful this type of information would be to them personally. Parents are divided as to whether this information would be relevant to them, with one-third each saying this information would be very (35%) or somewhat (35%) useful, and three in ten (30%) indicating it would not be useful.

Those most likely to perceive the potential usefulness of this information are those who are overweight (43% very useful, compared to 30% of average weight), and those who are not very or at all physically active (53%, compared to 33% of those more active).

Usefulness of Physical Activity Guide information

April 2007



Q.46

Canada's Physical Activity Guides for kids and for youth are designed to encourage children to build physical activity into their daily routine. They help children to increase the time they currently spend on physical activity and to reduce "non-active" time spent on TV, video and computer games. How useful do you think this type of information would be to you, personally ...?
Subsample: Parents of children 2-15 and do not have a copy of Physical Activity Guides (n=487)

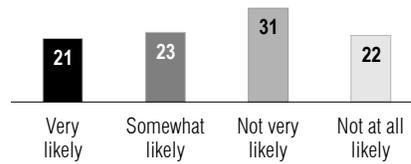
Likelihood of obtaining copy. Parents who do not currently have *Canada's Physical Activity Guide* were asked how likely they are to obtain a copy in the next six months. Once again, parents are divided as to the likelihood of them obtaining a copy of the *Guide*. More than four in ten say they are very (21%) or somewhat likely (23%) to get a copy, while about half say they are not very (31%) or at all likely (22%) to do so.

Those who say the information contained in the *Guide* would be very useful to them (43%) are significantly more apt than others to say they will obtain a copy in the next six months. Women (25%) and those with very healthy eating habits (26%) also express greater interest in getting a copy. Parents recalling the Physical Activity ad are marginally (but not significantly) more likely to say they are very likely to get the *Guide* (33% vs. 20% of non-recallers).

Parents who indicated they are at least somewhat likely to obtain a copy of *Canada's Physical Activity Guide* in the next six months were asked where they would go to get a copy. As with sources of information about healthy living generally, and for *Canada's Food Guide*, the most commonly mentioned source is the Internet (44%). In addition, smaller proportions specifically mention going to the Government of Canada (9%) or Health Canada (4%) websites. A variety of other potential sources are mentioned, including their child's teacher or school (14%), their family doctor (10%), a provincial government or ministry of health (8%), or a library (7%). Parents with higher levels of education are more likely to say they would use the Internet to search out a copy of the *Guide*.

Likelihood of obtaining *Canada's Physical Activity Guide*

April 2007



Q.47

How likely are you to get a copy of Canada's Physical Activity Guide in the next six months ...?

Subsample: Parents of children 2-15 and do not have a copy of Physical Activity Guides (n=487)

Potential sources to obtain *Canada's Physical Activity Guide*

Top mentions April 2007



Q.48

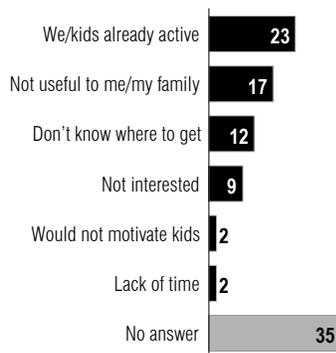
Where would you go to get a copy of Canada's Physical Activity Guide?

Subsample: Parents of children 2-15 and likely to get copy of Physical Activity Guides (n=215)

Parents who say they are unlikely to obtain a copy of *Canada's Physical Activity Guide* in the next six months were asked the reasons why not. The reasons most commonly given are that they or their kids are already very active (23%), that they do not think it will be useful (17%), that they do not know where to get it (12%) or that they are simply not interested (9%). Parents reporting to be in very good health, who are very physically active and have very healthy eating habits are more apt to say their disinterest stems from the fact that their family is already active and that they do not believe the *Guides* will be of use to them.

Reasons for not obtaining *Canada's Physical Activity Guide*

Top mentions April 2007



Q.49

Why not?

Subsample: Parents of children 2-15 and not likely to get copy of Physical Activity Guides (n=256)

Children's Fitness Tax Credit

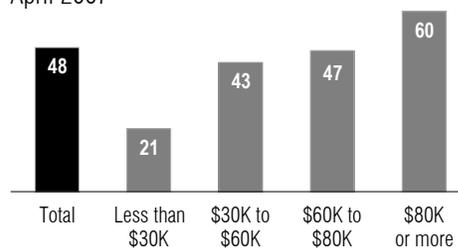
Half of parents are aware of the Children's Fitness Tax Credit, and three in ten of these have sought out information about it, mostly on-line. Those previously unaware of the tax credit express considerable interest in finding out more about it.

Parents were asked a series of questions about their awareness of and information-gathering behaviours regarding the Children's Fitness Tax Credit (CFTC). This tax credit was announced in the 2006 federal budget and came into force on January 1, 2007, for the 2007 tax year.

Awareness. Half (48%) of parents of children between the ages of two and 15 say they were aware of this tax credit prior to the survey. Awareness is higher in the Prairies (56%), B.C. (55%) and Ontario (52%) and lower in the Atlantic region (41%) and Quebec (33%). It increases with education level (62% of those with a university education) and with household income (60% of those earning \$80,000 or more), and is higher among parents between the ages of 30 and 59 (50%) than among younger (28%) parents, and among those who are physically active (49%). Awareness of the CFTC is no higher among those with aided recall of the Physical Activity ad.

Awareness of Children's Fitness Tax Credit

April 2007



Q.50

I just want to confirm, before today had you ever heard of the Children's Fitness Tax Credit?

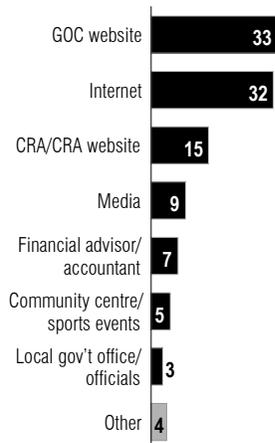
Subsample: Parents of children 2-15

Seeking information. Parents who are aware of the CFTC were asked if they have ever looked for information about it. Three in ten (28%) have done so, while the vast majority (72%) have not sought out such information.

Those who have looked for information on this tax credit are most likely to have used the Government of Canada website (33%) or the Canada Revenue Agency website (15%), or the Internet in general (32%). Few have used other sources for this information, such as the media (9%), or a financial advisor or accountant (7%).

Information sources – Children’s Fitness Tax Credit

April 2007



Q.52

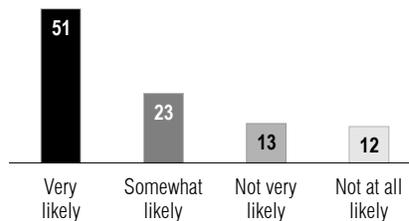
Where did you go to learn more about this tax credit?

Subsample: Parents of children 2-15 and who looked for information about CFTC (n=65)

Likelihood of seeking information. Parents who have not sought out information on the CFTC and those who were not previously aware of it were read a brief description of the credit, and then asked how likely they would be to look for information about it in the next six months.⁴ Parents express considerable interest in knowing more about the CFTC, with half (51%) saying they would be very likely to seek out information, and a further one-quarter (23%) saying they are somewhat likely to do so. By comparison, one in four (25%) say they are not likely to look for information about the CFTC.

Likelihood of looking for information about CFTC

April 2007



Q.53

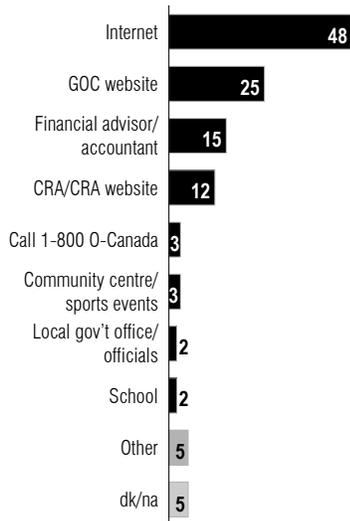
The Children’s Fitness Tax Credit allows parents to claim a maximum of \$500 per year for fees paid to register a child in an eligible program of physical activity. How likely are you to look for information about this tax credit in the next six months ...? Subsample: Parents of children 2-15 who are not previously aware of CFTC (n=446)

4 This survey took place in April 2007, prior to the April 30 deadline for 2006 Income Tax filing.

Parents previously unaware of the tax credit (59%) are significantly more likely than those who are aware but have not yet looked for information (38%) to say they are very likely to search for information in the near future. Those with a post-secondary education (54%, compared to 41% with less education) and household incomes of \$60,000 or over (56%, vs. 44% with lower incomes) are also more apt to say they will look for information about the CFTC.

Parents who are at least somewhat likely to seek out information about the CFTC were asked where they would go to learn more about it. By far, the most widely mentioned source is the Internet in general (48%), while, in addition, many specifically identified the Government of Canada website (25%) and the Canada Revenue Agency website (12%). A fair proportion of parents say they would approach their financial advisor or accountant (15%). Very few would consult any other information source, such as calling 1-800-O-Canada (3%), a local community centre (3%), school (2%) or a local government office (2%). There are no notable differences in potential information sources across demographic segments of the population.

Potential information sources for CFTC
April 2007



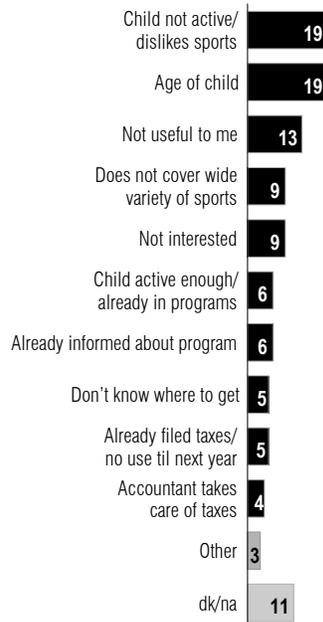
Q.54

Where would you go to learn more about this tax credit?
Subsample: Parents of children 2-15 who are likely to look for information about CFTC (n=356)

Parents who say they are unlikely to seek out information about the CFTC were asked the reasons why they would not do so. The most common reasons are that their child is not active or dislikes sports (19%), or their belief that their child's age disqualifies them from receiving the tax credit (19%). Others think that the tax credit will be useful to them (13%), that it does not cover a wide enough variety of sports (9%) or are simply not interested in such information (9%).

Reasons for not obtaining information about CFTC

April 2007



Q.55

Why not?

Subsample: Parents of children 2-15 who are not likely to look for information about CFTC (n=80)

CONCLUSIONS AND RECOMMENDATIONS

The results of this evaluation indicate that the Healthy Eating TV ad had some success at attracting the attention of the general Canadian population and the target audience of parents of children aged two to 15, but not to the extent expected for TV advertising based on Canadian industry standards. This may be due in part to the fact that healthy eating is a relatively common advertising theme, and the current TV ad was too generic to be noticed. There was also a relatively low level of association between the federal government and the ad campaign, and accordingly, there is little indication that the advertising prompted individuals to seek out further information about healthy eating by contacting the federal government by phone or by Internet.

The Physical Activity print and Internet ad achieved a modest level of recall, consistent with expectations for these media vehicles (which are considerably lower by comparison to TV). While the advertising appears to have communicated a general message about the value of physical activity, it did not convey any messages specific to the Children's Fitness Tax Credit or the *Physical Activity Guides*. In part because of this, and in part because of the recall level, the advertising has had a very limited impact on people's actions, particularly in terms of stimulating the public to look for further information about the tax credit or the *Guides*. Parents' relatively strong interest in learning more about the tax credit is more apt to be related to its overall appeal in terms of reducing taxable income, and awareness of the tax credit and the likelihood to have looked for information about it is no higher among those recalling the advertising.

Parents are well-versed on the benefits of healthy eating and physical activity, and say that time is their primary barrier to practicing what they already know. This will be a difficult challenge to address, since it is a broad social issue related to our busy, modern lifestyle. The two advertising campaigns do not appear to have had

an impact on attitudes towards or behaviours related to healthy living, although this is likely too high an expectation for such short-term campaigns. Nonetheless, some progress appears to have been made since 2005, with parents somewhat more likely now to strongly agree that they are making an effort to improve their fitness level, to improve their family's overall health, and to have lots of fruits and vegetables in the household diet. As a result, there have been modest increases in the calculated Physical Activity and Health and Diet indices.

Based on the findings and conclusions of this research, the following recommendations are provided to Health Canada for consideration:

1. Future advertising about healthy eating and physical activity aimed at parents needs to be unique and memorable to cut through the clutter of existing messages, ideally part of a systematic, longer-term campaign with a recognizable, linked look and feel.
2. *Canada's Physical Activity Guide* is not well-known by Canadian parents, but the information it contains would be appreciated by many. Bundling it with the much better known and more frequently requested *Canada's Food Guide* would raise awareness and use of this *Guide*. The key barrier to the use of both *Guides* appears to be a perceived lack of relevance, so additional efforts to explain how the information can be used on a day-to-day basis would be worthwhile.
3. Information on healthy lifestyles and on the Children's Fitness Tax Credit needs to be specifically directed to those with the lowest levels of knowledge and awareness: people with lower levels of income and education (who are also those with the poorest self-assessed health characteristics, such as overall health, eating habits and physical activity levels).

SURVEY METHODOLOGY

This report is based on a national telephone survey conducted between April 3 and 20, 2007 with a representative sample of 1,008 Canadians 18 years of age and over. In addition, an oversample was conducted during the same time period with parents of children between the ages of two and 15 years of age, for a total of 512 interviews with this target audience. The margin of error for a sample of 1,008 is plus or minus 3.1 percentage points, and the margin of error for the sample of parents is plus or minus 4.3 percentage points (both at the 95% confidence level). The margins of error are greater for results pertaining to regional or socio-demographic subgroups of the total sample(s).

Sample design

The sampling method was designed to complete interviews with the following target audiences:

1. A *general population sample* of 1,000 Canadians, 18 years of age and older; and
2. An *oversample* of 300 parents of children between the ages of two and 15. Based on the original estimated incidence of this target group (8%), it was estimated that approximately 150 respondents meeting these criteria should be identified through the general population sample, resulting in an anticipated total of 450 interviews with this target audience.

During the fieldwork for the general population survey, a total of 215 interviews were completed with the target audience of parents. When added to the 297 eligible respondents identified by the oversample, this resulted in an actual total of 512 interviews completed with parents of children aged two to 15.

The samples for both audiences were stratified across the 10 provinces to provide for analysis within region. The sample frame for this survey was as follows:

Sample frame (quotas)

	GENERAL POPULATION	PARENT OVERSAMPLE	TOTAL SAMPLE
Atlantic Canada	100	30	130
Quebec	250	75	325
Ontario	325	100	425
MB/SK/AB	225	65	290
BC	100	30	130
Canada	1,000	300	1,300

At the analysis stage, the data was weighted to ensure the final sample was fully proportionate to the actual distribution of these populations across Canada. The final sample for the general population was weighted by region, age and gender. The final sample of parents was weighted by region only.

The final sample for the general population is distributed as follows:

Sample distribution – general population

	N UNWEIGHTED	N WEIGHTED	MARGIN OF ERROR (%)*
Atlantic Canada	101	78	±9.8
Quebec	252	249	±6.2
Ontario	326	382	±5.4
MB/SK/AB	225	166	±6.5
BC	104	133	±9.6
Canada	1,008	1,008	±3.1

* At the 95% confidence level.

The final sample for the target audience of parents (drawn from both the general population samples and the oversample) is distributed as follows:

Sample distribution – parents

	N UNWEIGHTED	N WEIGHTED	MARGIN OF ERROR (%)*
Atlantic Canada	47	40	±14.3
Quebec	123	126	±8.8
Ontario	171	194	±7.5
MB/SK/AB	116	84	±9.1
BC	55	68	±13.2
Canada	512	512	±4.3

* At the 95% confidence level.

Sampling method. Environics uses a sampling method in which sample is generated using the RDD (random digit dialling) technique. Samples are generated using a database of active phone ranges. These ranges are made up of a series of contiguous blocks of 100 contiguous phone numbers and are revised three to four times per year after a thorough analysis of the most recent edition of an electronic phonebook. Each number generated is put through an appropriate series of validation procedures before it is retained as part of a sample. Each number generated is looked up in a recent electronic phonebook database to retrieve geographic location, business indicator and “do not call” status. The postal code for listed numbers is verified for accuracy and compared against a list of valid codes for the sample stratum. Non-listed numbers are assigned a “most probable” postal code based on the data available for all listed numbers in the phone exchange. This sample selection technique ensures both unlisted numbers and numbers listed after the directory publication are included in the sample.

Screening. Households were initially screened for the presence of a person aged 18 and over; for the oversample portion of the survey, households were screened for the presence of a parent with a child between the ages of two and 15. In each household with more than one qualified respondent, respondents were screened for random selection using the “most recent birthday” method. The use of this technique produces results

that are as valid and effective as enumerating all persons within a household and selecting one randomly. Further screening was conducted to exclude from the study persons in households in which one (or more) persons is employed in the media, market research or Health Canada.

Questionnaire design

The questionnaire incorporated the Advertising Campaign Evaluation Tool (ACET) as its core, and included a section of questions about attitudes towards healthy eating and physical activity. Some of these latter questions were adapted from a 2005 survey conducted for Health Canada, while others were developed in conjunction with the client specifically for this study. Once the questionnaire was finalized and approved by officials at Health Canada, it was translated into French using the Environics’ professional translators. Both the English and French versions of the final study questionnaire are included in Appendix B.

Prior to finalizing the survey for field, Environics conducted a pre-test in English and French. Pretest interviews were audited by senior staff members of Environics and Health Canada. Following the pretest, minor changes were made to the survey instrument.

Interviewing

Fieldwork was conducted at Environics’ central facilities in Toronto and Montreal. Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten percent of each interviewer’s work was unobtrusively monitored for quality control in accordance with the standards set out by the Marketing Research and Intelligence Association (MRIA). A minimum of five calls were made to a household before classifying it as a “no answer.” All surveys were conducted in a respondent’s official language of choice. At the outset, respondents were advised of their rights under the Privacy and Access to Information Act (e.g., identifying the purpose of research, identifying sponsoring agency and research supplier, the voluntary nature of the survey, and the protection of their responses). The average length of time required to complete a general population interview was 12 minutes, and the average time for the oversample survey of parents was 22 minutes.

Completion results

The total sample for this survey consisted of 1,008 interviews among Canadians aged 18 and older, and an oversample of 297 interviews with parents of children aged two to 15.

Based on a formula developed by MRIA in consultation with the Government of Canada (Public Works and Government Services), the effective response rate for the general population survey is nine percent. This is calculated as the number of responding participants

(completed interviews, disqualifications and over-quota participants – 1,189), divided by unresolved numbers (busy, no answer – 5,614) plus non-responding households or individuals (refusals, language barrier, missed callbacks – 6,170) plus responding participants (1,189) $[R/(U+IS+R)]$. Using the same calculation, the effective response rate for the parent oversample survey is 19 percent. The disposition of all dialled sample for both components of the survey is presented in the following table.

Completion results

	GENERAL POPULATION	PARENT OVERSAMPLE	TOTAL
Total sample dialled	15,367	16,602	31,969
UNRESOLVED NUMBERS (U)	5,614	5,650	11,264
Busy	230	220	450
No answer	2,121	2,521	4,642
Answering machine	3,263	2,909	6,172
RESOLVED NUMBERS (Total minus Unresolved)	9,753	10,952	20,705
OUT OF SCOPE (Invalid/non-eligible)			
Non-residential	2,394	2,319	4,713
Not-in-service	155	173	328
Fax/modem	1,944	1,935	3,879
	295	211	506
IN SCOPE NON-RESPONDING (IS)	6,170	5,986	12,156
Refusals – household	2,980	3,189	6,169
Refusals – respondent	1,448	1,059	2,507
Language barrier	373	287	660
Callback missed/respondent not available	1,302	1,427	2,729
Break-offs (interview not completed)	67	24	91
IN SCOPE RESPONDING (R)	1,189	2,647	3,836
Disqualified	1	2,295	2,296
Quota filled	180	55	235
Completed	1,008	297	1,305
RESPONSE RATE [R / (U + IS + R)]	9%	19%	14%

Sample profile

The adjacent table presents a profile of the final sample for the two audiences surveyed for this research: Canadian adults 18 years of age and older, and parents of children aged two to 15.

Sample profile

	GENERAL POPULATION	PARENTS
Gender		
Male	48	46
Female	52	54
Age		
18-29	20	10
30-44	30	61
45-59	25	26
60+	22	2
Education		
Less than high school	10	4
Completed high school	23	17
College	26	33
University	41	45
Household income		
Under \$30,000	16	10
\$30,000 to \$60,000	26	23
\$60,000 to \$80,000	14	18
\$80,000 to \$100,000	9	13
\$100,000 and over	17	23
Refused	18	13

APPENDIX A
QUESTIONNAIRES: ENGLISH AND FRENCH

D. Could you please give me the age and gender of [this/each] child?

- a. Child 1
- b. Child 2
- c. Child 3
- d. Child 4
- e. Child 5
- f. Child 6

01 - Male
02 - Female
97 - REFUSE/NA

- ____ Years old
97 - REFUSE/NA

NOW SKIP TO SECTION A

IF NO CHILDREN LIVING IN HOUSEHOLD (Q.A CODE 2-3 OR Q.B CODE 3-4), ASK Q.E.

E. Then, may I please speak with someone in your household who is 18 years or older?

IF MORE THAN ONE, ASK FOR RESPONDENT WITH MOST RECENT BIRTHDAY – IF NOT AVAILABLE,
SELECT NEXT AVAILABLE RESPONDENT.

IF PERSON SELECTED NOT AVAILABLE, ARRANGE CALLBACK

A. ACET Questions

ASK ALL

To start out . . .

RANDOMIZE ORDER OF Q1 AND Q2

1. Over the past few weeks or so, have you seen, heard or read any advertising about healthy eating or Canada's Food Guide? [ACET]

- 01 - Yes
- 02 - No SKIP TO Q.2 [OR Q.3]
- 03 - Maybe
- 99 - DK/NA SKIP TO Q.2 [OR Q.3]

- 1b. Please tell me everything you can remember about this advertising. What pictures or images come to mind? [ACET]
PROBE: Anything else?

RECORD VERBATIM

99 - DK/NA

- 1c. Where did you notice this advertising? [ACET]
PROBE: Did you notice it anywhere else?
DO NOT READ - CODE ALL THAT APPLY

- 01 - Television
- 02 - Radio
- 03 - Newspaper
- 04 - Magazines
- 05 - Local weekly newspaper
- 11 - Ethnic newspaper
- 06 - Pamphlet/brochure in the mail
- 07 - Outdoor billboards
- 08 - Public transit
- 09 - Internet/Website banner
- 10 - Word of mouth
- 12 - Fair/exhibition
- 98 - Other (SPECIFY _____)
- 99 - DK/NA

ASK ALL

2. Over the past few weeks or so, have you seen, heard or read any advertising about physical activity or the Children's Fitness Tax Credit? [ACET]

01 - Yes
02 - No SKIP TO Q.3 [OR Q.1]
03 - Maybe
99 - DK/NA SKIP TO Q.3 [OR Q.1]

- 2b. Please tell me everything you can remember about this advertising. What pictures or images come to mind? [ACET]

PROBE: Anything else?

RECORD VERBATIM

99 - DK/NA

- 2c. Where did you notice this advertising? [ACET]

PROBE: Did you notice it anywhere else?
DO NOT READ - CODE ALL THAT APPLY

01 - Television
02 - Radio
03 - Newspaper
04 - Magazines
05 - Local weekly newspaper
11 - Ethnic newspaper
06 - Pamphlet/brochure in the mail
07 - Outdoor billboards
08 - Public transit
09 - Internet/Website banner
10 - Word of mouth
12 - Fair/exhibition
98 - Other (SPECIFY _____)
99 - DK/NA

I would now like to ask you some questions about some specific advertising . . .

RANDOMIZE ORDER OF Q3 AND Q7

Healthy Eating TV Ad

3. Do you remember seeing a TV ad over the past few weeks or so that shows parents and children having fun together while preparing and cooking healthy foods, such as fruit smoothies, a stirfry, and pancakes with fruit? [ACET]

01 - Yes
02 - No SKIP TO Q7 [OR Q11]
03 - Maybe
99 - DK/NA SKIP TO Q7 [OR Q11]

4. Thinking about the ad that you saw, who do you think produced it - that is, who paid for it? [ACET]

DO NOT READ - RECORD ONE RESPONSE ONLY

- 01 - Government of Canada (federal government)
- 02 - Provincial government
- 03 - Government (unspecified)
- 98 - Other (SPECIFY _____)
- 99 - DK/NA

IF CODE 3 AT Q.4, ASK Q.4a. OTHERWISE SKIP TO Q.5

4a. Which level of government? [ACET]

READ - ACCEPT ONE RESPONSE ONLY

- 01 - Federal government
- 02 - Provincial government
- VOLUNTEERED
- 98 - Other
- 99 - DK/NA

5. Thinking about the ad that you saw, what do you think was the main point it was trying to get across? [ACET]

RECORD VERBATIM - SHOULD BE AT LEAST FIVE WORDS WHERE POSSIBLE.

- 97 - Nothing
- 99 - DK/NA

6a. Did you do anything as a result of seeing the ad? [ACET]

- 01 - Yes
- 02 - No SKIP TO Q7 [OR Q11]
- 03 - Maybe
- 99 - DK/NA SKIP TO Q7 [OR Q11]

6b. What did you do? [ACET]

PROBE: Anything else?

RECORD VERBATIM – PROBE UNTIL UNPRODUCTIVE

- 97 - Nothing
- 99 - DK/NA

ASK ALL

Physical Activity print

7. Over the past few weeks or so, do you remember seeing an ad in newspapers or on the Internet that shows a young boy jumping for a basketball, and says that “active kids are unstoppable”? [ACET]

01 - Yes
02 - No SKIP TO Q11 [OR Q3]
03 - Maybe
99 - DK/NA SKIP TO Q11 [OR Q3]

8. Thinking about the ad that you saw, who do you think produced it - that is, who paid for it? [ACET]
DO NOT READ - RECORD ONE RESPONSE ONLY

01 - Government of Canada (federal government)
02 - Provincial government
03 - Government (unspecified)
98 - Other (SPECIFY _____)
99 - DK/NA

IF CODE 3 AT Q.8, ASK Q.8a. OTHERWISE SKIP TO Q.9

- 8a. Which level of government? [ACET]
READ - ACCEPT ONE RESPONSE ONLY

01 - Federal government
02 - Provincial government
VOLUNTEERED
98 - Other
99 - DK/NA

9. Thinking about the ad that you saw, what do you think was the main point it was trying to get across? [ACET]
RECORD VERBATIM - SHOULD BE AT LEAST FIVE WORDS WHERE POSSIBLE.

97 - Nothing
99 - DK/NA

- 10a. Did you do anything as a result of seeing this ad? [ACET]

01 - Yes
02 - No SKIP TO Q11 [OR Q3]
03 - Maybe
99 - DK/NA SKIP TO Q11 [OR Q3]

10b. What did you do? [ACET]

PROBE: Anything else?

RECORD VERBATIM – PROBE UNTIL UNPRODUCTIVE

97 - Nothing

99 - DK/NA

ASK ALL

11. This advertising was in fact produced by the Government of Canada. How would you rate the performance of the Government of Canada on the issues of healthy eating and physical activity? Please use a 7-point scale, where "1" means "terrible" and "7" means excellent, and the midpoint "4" means "neither good nor bad." [ACET]

01 - Terrible

02 -

03 -

04 - Neither good nor bad

05 -

06 -

07 - Excellent

VOLUNTEERED

99 - DK/NA

12. Generally speaking, how do you rate the performance of the Government of Canada? Please use the same 7-point scale, where "1" means "terrible", "7" means "excellent", and the midpoint "4" means "neither good nor bad." [ACET]

01 - Terrible

02 -

03 -

04 - Neither good nor bad

05 -

06 -

07 - Excellent

VOLUNTEERED

99 - DK/NA

13. And, using the same scale, how would you rate the performance of the Government of Canada in providing information to the public about government services that are available to Canadians? [ACET]

REPEAT SCALE IF NECESSARY

01 - Terrible

02 -

03 -

04 - Neither good nor bad

05 -

06 -

07 - Excellent

VOLUNTEERED

99 - DK/NA

14. Please tell me the extent to which you agree or disagree with each of the following statements, using a 7 point scale, where "1" is "totally disagree" and "7" is "totally agree", and the midpoint "4" is "neither agree nor disagree." [ACET]

READ AND ROTATE STATEMENTS - REPEAT SCALE AS NEEDED

- a. It is easy to contact the Government of Canada for information and service
- b. The Government of Canada is using new and innovative ways to provide information and services to citizens
- c. The Government of Canada delivers its services and information in a respectful way.
- d. You can count on the Government of Canada for reliable service and information.

01 - Totally disagree

02 -

03 -

04 - Neither agree nor disagree

05 -

06 -

07 - Totally agree

VOLUNTEERED

99 - DK/NA

15. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree that each of the following phrases accurately describes Health Canada.

READ AND ROTATE - REPEAT SCALE AS NEEDED

- a. Trusted
- b. In touch with the needs and realities of modern families
- c. Inspiring and encouraging
- d. Overprotective or overbearing
- e. Think they know everything
- f. Preachy
- g. Overly scientific

01 – Strongly agree

02 – Somewhat agree

03 – Somewhat disagree

04 – Strongly disagree

VOLUNTEERED

98 - Depends

99 - DK/NA

B. Healthy Eating and Physical Activity

ASK SECTION B ONLY IF QUALIFY AS PARENT OF CHILD 2-15 YEARS OF AGE. OTHERWISE SKIP TO DEMOGRAPHICS.

I now have some more general questions about healthy eating and physical activity...

ALWAYS ASK Q16/17 AND Q18/19 TOGETHER – ROTATE START ORDER BETWEEN Q16 & Q18

2004-Q6

16. Can you tell me what you think are the benefits of eating a more nutritious diet?
DO NOT READ – PROBE FOR AND RECORD UP TO THREE RESPONSES

- 01 - More healthy/ health benefits
- 02 - More energy
- 03 - Prevent obesity/ lose weight
- 04 - Longer life/ longevity
- 05 - Reduce illness/ disease
- 06 – Think/perform better/improved concentration/learning
- 07 – Morale/self-esteem
- 08 – Provides vitamins/nutrients
- 09 – Aids in growth/development
- 97 - None/no benefits
- 98 - Other (SPECIFY)
- 99 - DK/NA

2004-Q10

17. Can you tell me why you think that some people are not able to eat a more nutritious diet?
DO NOT READ – PROBE FOR AND RECORD UP TO THREE RESPONSES

- 01 – Cost/ economic factors/ can't afford it
- 02 – Too busy/ don't have the time/ hectic lifestyle
- 03 – Lack of knowledge/ education/don't know how to eat healthy
- 04 – Lazy
- 05 – Not interested/ don't pay attention to it
- 06 – Easier/ more convenient to eat fast food
- 07 – Not available/ can't buy fresh fruits/vegetables
- 08 - Habit
- 09 – Just don't want to eat a more nutritious diet
- 10 – Doesn't taste good
- 11 – Children/family members don't support it
- 97 – None/no reasons
- 98 – Other (SPECIFY)
- 99 – DK/NA

2004-Q7

18. Throughout this survey, I will use the words “physical activity”, which means things like jogging, biking and walking, as well as more organized sports activities leagues or clubs.

Can you tell me what you think are the benefits of being more physically active?

DO NOT READ – PROBE FOR AND RECORD UP TO THREE RESPONSES

- 01 – Better health/ better physical health
- 02 – Better mental health/ emotional wellbeing
- 03 – Prevent obesity/ lose weight
- 04 – Longer life/ longevity
- 05 – More energy
- 06 – Stay in shape/ physically fit
- 07 – Feel better
- 08 – Fun/ enjoyment
- 09 – Social interaction/develop social skills/spend time with family/friends
- 10 – Reduce risk of disease
- 11 – Better quality of life/lifestyle
- 12 – Keep busy/keep kids out of trouble/something to do
- 13 – Gets me outside/enjoy nature
- 14 – Saves costs of transportation/car/bus
- 97 – None/no benefits
- 98 – Other (SPECIFY)
- 99 – DK/NA

2004-Q.11

19. Can you tell me why you think that some people are not able to be more physically active?

DO NOT READ - PROBE FOR AND RECORD UP TO THREE RESPONSES

- 01 - Lazy/ lack of motivation
- 02 - Work related/ work long hours
- 03 - Physical disability/ physical challenges
- 04 - Health problems in general
- 05 - Too busy/ don't have the time/ hectic lifestyle
- 06 - Not interested/don't want to
- 07 - Cost/ financial reasons
- 08 - Sports/activities/facilities not available
- 09 - Too much time spent with TV/video games/computer
- 10 - The way we were raised
- 11 – Climate/snow/rain/heat
- 12 – Lack of access to green space/paths/trails/sidewalks
- 97 - None/no reasons
- 98 - Other (SPECIFY)
- 99 - DK/NA

2004-Q.12 selected items

20. Please tell me whether you agree or disagree with each of the following statements. Please respond using a scale of 0 to 10, where “0” means that you “strongly disagree” with the statement and “10” means that you “strongly agree”.

READ AND ROTATE

- a. In our house we try to make sure that everyone participates in some form of physical activity as often as possible.
- b. In our house we always try to have lots of fruits and vegetables in our diet.
- c. Regular physical activity is important to being healthy.

- d. Eating right helps to prevent illness and disease
- e. Being physically active is an important part of my lifestyle.
- f. I am trying to improve my family's overall health.
- g. I am making an effort to improve my fitness level.
- h. I don't have time to be physically active.

00 - Strongly disagree

01 -

02 -

03 -

04 -

05 -

06 -

07 -

08 -

09 -

10 - Strongly agree

VOLUNTEERED

99 - DK/NA

2004-Q16

21. How would you describe your personal health? Very good health, somewhat good, average health, somewhat bad or very bad health?

01 - Very good health

02 - Somewhat good health

03 - Average health

04 - Somewhat bad health

05 - Very bad health

VOLUNTEERED

99 - DK/NA

2004-Q17

22. And would you say that you are very overweight, somewhat overweight, average weight for your height and age, somewhat underweight or very underweight?

01 - Very overweight

02 - Somewhat overweight

03 - Average weight

04 - Somewhat underweight

05 - Very underweight

VOLUNTEERED

99 - DK/NA

ALWAYS ASK Q23/24 AND Q25/26 TOGETHER – ROTATE START ORDER BETWEEN Q23 & Q25

2004-Q23

23. Would you say that you are very, somewhat, not very or not at all physically active?

01 - Very

02 - Somewhat

03 – Not very

04 – Not at all

VOLUNTEERED

99 - DK/NA

NEW

24. What are the biggest challenges that you, personally, face to becoming more physically active?
DO NOT READ – PROBE FOR AND RECORD UP TO THREE RESPONSES

- 01 - Lazy/ lack of motivation
- 02 - Work related/ work long hours
- 03 - Physical disability/ physical challenges
- 04 - Health problems in general
- 05 - Too busy/ don't have the time/ hectic lifestyle
- 06 - Not interested/don't want to
- 07 - Cost/ financial reasons
- 08 - Sports/activities/facilities not available
- 09 - Too much time spent with TV/video games/computer
- 10 - The way we were raised
- 11 - Climate/snow/rain/heat
- 12 - Lack of access to green space/paths/trails/sidewalks
- 97 - None/no reasons
- 98 - Other (SPECIFY)
- 99 - DK/NA

NEW

25. Would you say that your own eating habits are very, somewhat, not very or not at all healthy?

- 01 - Very
- 02 - Somewhat
- 03 - Not very
- 04 - Not at all
- VOLUNTEERED
- 99 - DK/NA

NEW

26. What are the biggest challenges that you, personally, face to eating a more nutritious diet?
DO NOT READ – PROBE FOR AND RECORD UP TO THREE RESPONSES

- 01 - Cost/ economic factors/ can't afford it
- 02 - Too busy/ don't have the time/ hectic lifestyle
- 03 - Lack of knowledge/ education/don't know how to eat healthy
- 04 - Lazy
- 05 - Not interested/ don't pay attention to it
- 06 - Easier/ more convenient to eat fast food
- 07 - Not available/ can't buy fresh fruits/vegetables
- 08 - Habit
- 09 - Just don't want to eat a more nutritious diet
- 10 - Doesn't taste good
- 11 - Children/family members don't support it
- 97 - None/no reasons
- 98 - Other (SPECIFY)
- 99 - DK/NA

2004-Q20 selected items

27. Please tell me whether you agree or disagree with each of the following statements. Please respond using a scale of 0 to 10, where "0" means that you "strongly disagree" with the statement and "10" means that you "strongly agree".

READ AND ROTATE

- a. I have tried to eat a healthy diet but I always revert to my old habits.
- b. I have tried to be more physically active but I always revert to my old habits.
- c. If I had more time I would eat better.
- d. It costs too much to eat a healthy diet.
- e. It is hard to find time to be physically active after fulfilling my children's needs.
- f. It costs too much to join physical activity programs.
- g. It costs too much to have my children participate in sport leagues
- h. I find it difficult to motivate my children to be physically active.
- i. My neighbourhood or place of work makes it difficult for me to be physically active [new]
- j. My neighbourhood or place of work makes it difficult for me to eat a healthy diet [new]

00 - Strongly disagree

01 -

02 -

03 -

04 -

05 -

06 -

07 -

08 -

09 -

10 - Strongly agree

VOLUNTEERED

99 - DK/NA

NEW

28. Have you ever looked for information about healthy eating or physical activity?

CLARIFY WHICH

01 – Healthy eating

02 – Physical activity

03 - Both

02 – Neither

99 - DK/NA

SKIP TO Q.32

SKIP TO Q.32

ASK Q.29-Q.31 FOR EACH TOPIC LOOKED FOR (IF BOTH, ASK QUESTIONS TWICE, ONCE FOR EACH TOPIC)

NEW

29. Where did you look for information about [healthy eating/physical activity]?
DO NOT READ – CODE ALL THAT APPLY

- 01 – Family doctor/general practitioner
- 02 – Internet
- 03 – Media (TV, newspapers, magazines)
- 04 – Health Canada
- 05 – Provincial government/provincial ministry of health
- 06 – Friends/family
- 07 – Canada's Food Guide
- 08 – Canada's Physical Activity Guide (for children/youth)
- 09 – Books/library
- 10 – Gym/community centre
- 11 – At work
- 98 - Other (SPECIFY _____)
- 99 - DK/NA

NEW

30. Was it very easy, somewhat easy, somewhat difficult, or very difficult to find the information you were looking for?

- 01 – Very easy
- 02 – Somewhat easy
- 03 – Somewhat difficult
- 04 – Very difficult
- VOLUNTEERED
- 99 - DK/NA

NEW

31. Are you very, somewhat, not very or not at all satisfied with the information that is available to you about [healthy eating/physical activity]?

- 01 – Very satisfied
- 02 – Somewhat satisfied
- 03 – Not very satisfied
- 04 – Not at all satisfied
- VOLUNTEERED
- 99 - DK/NA

ASK Q.32 FOR EACH TOPIC NOT LOOKED FOR AT Q.23 (IF BOTH, ASK QUESTION ONCE FOR EACH TOPIC). IF LOOKED FOR BOTH, SKIP TO Q.33.

NEW

32. If you wanted to get information about [healthy eating/physical activity], where would you be likely to look?
DO NOT READ – CODE ALL THAT APPLY

- 01 – Family doctor/general practitioner
- 02 – Internet
- 03 – Media (TV, newspapers, magazines)
- 04 – Health Canada
- 05 – Provincial government/provincial ministry of health
- 06 – Friends/family
- 07 – Canada's Food Guide
- 08 – Canada's Physical Activity Guide (for children/youth)
- 09 – Books/library
- 10 – Gym/community centre
- 11 – At work
- 98 - Other (SPECIFY _____)
- 99 - DK/NA

NEW

33. There are many ways to provide people with information about healthy eating and physical activity. Would each of the following ways be very useful, somewhat useful, not very useful or not at all useful for you, personally?

READ AND ROTATE

- a. A Government of Canada website
- b. Brochures and information kits sent to your home
- c. Television and radio advertisements
- d. Newspaper and magazine advertisements
- e. Posters placed around your community

- 01 - Very useful
 - 02 - Somewhat useful
 - 03 - Not very useful
 - 04 - Not at all useful
- VOLUNTEERED
- 99 - DK/NA

Switching to a slightly different topic...

NEW

34. [I just want to confirm], before today had you ever heard of Canada's Food Guide?

- 01 – Yes
- 02 – No SKIP TO Q.39
- 99 - DK/NA SKIP TO Q.39

NEW

35. Do you have a copy at home?

- 01 – Yes
- 02 – No SKIP TO Q.39
- 99 - DK/NA SKIP TO Q.39

NEW

36. Canada's Food Guide was updated this year. Some of the changes include clearer descriptions of portion sizes, providing recommended number of servings for people of different ages and genders, and reflecting a larger variety of healthy foods including ethnic foods. Is your copy the new Canada's Food Guide or the old version?

- 01 – New SKIP TO Q.38
- 02 – Old SKIP TO Q.38
- VOLUNTEERED
- 03 – Have both SKIP TO Q.38
- 99 - DK/NA ASK Q.37

NEW

37. How long have you had your copy of Canada's Food Guide?
READ ONLY IF NECESSARY

- 01 – Less than six months
- 02 – Six months to one year
- 03 – One to five years
- 04 – Five to ten years
- 05 – Ten to twenty years
- 06 – More than twenty years
- VOLUNTEERED
- 99 - DK/NA

NEW

38. How useful is Canada's Food Guide to you, personally?
READ

- 01 - Very useful
- 02 - Somewhat useful
- 03 - Not very useful
- 04 - Not at all useful
- VOLUNTEERED
- 99 - DK/NA

IF NEVER HEARD OF FOOD GUIDE (Q.34 CODE 2-99) OR DON'T HAVE IT AT HOME (Q.35 CODE 2-99), ASK Q.39. OTHERWISE SKIP TO Q.40.

NEW

39. Canada's Food Guide is designed to help Canadians choose types of foods that are better for them, and to provide recommendations about number of servings per day for people of different ages and genders.

How useful do you think this type of information would be to you, personally?

READ

- 01 - Very useful
 - 02 - Somewhat useful
 - 03 - Not very useful
 - 04 - Not at all useful
- VOLUNTEERED
- 99 - DK/NA

IF NEVER HEARD OF FOOD GUIDE (Q.34 CODE 2-99), DON'T HAVE IT AT HOME (Q.35 CODE 2-99) OR ONLY HAVE OLD VERSION (Q.36 CODE 2), ASK Q.40. OTHERWISE SKIP TO Q.43

NEW

40. How likely are you to get a copy of [IF Q.36 CD 2: the new] Canada's Food Guide in the next six months?
READ

- 01 – Very likely
 - 02 – Somewhat likely
 - 03 – Not very likely **SKIP TO Q.42**
 - 04 – Not at all likely SKIP TO Q.42
- VOLUNTEERED
- 99 - DK/NA SKIP TO Q.43

NEW

41. Where would you go to get a copy of [IF Q.36 CD 2: the new] Canada's Food Guide?
DO NOT READ – CODE ALL THAT APPLY

- 01 – Government of Canada website
- 02 – Health Canada website
- 03 – Internet
- 04 – Call 1-800 O Canada
- 05 – Provincial government/provincial ministry of health
- 06 – Family physician/general practitioner
- 07 – Library
- 08 – Child's school/teacher
- 09 – Dietitian/nutritionist
- 98 - Other (SPECIFY _____)
- 99 - DK/NA

NOW SKIP TO Q.43

NEW

42. Why not?

DO NOT READ – CODE ALL THAT APPLY

- 01 – Don't think it will be useful to me/my family
- 02 – Not interested
- 03 – Happy with the old version
- 04 – Doesn't include the foods we eat
- 05 – Don't like/understand descriptions of portion sizes
- 06 – Don't know where to get it
- 07 – Already know how to eat healthy diet
- 98 - Other (SPECIFY _____)
- 99 - DK/NA

ASK OF ALL PARENTS WITH KIDS 2-15:

NEW

43. Have you ever heard of Canada's Physical Activity Guides?

- 01 – Yes
- 02 – No SKIP TO Q.46
- 99 - DK/NA SKIP TO Q.46

NEW

44. Do you have a copy at home?

- 01 – Yes
- 02 – No SKIP TO Q.46
- 99 - DK/NA SKIP TO Q.46

NEW

45. How useful is Canada's Physical Activity Guide to you, personally?

READ

- 01 - Very useful
- 02 - Somewhat useful
- 03 - Not very useful
- 04 - Not at all useful
- VOLUNTEERED
- 99 - DK/NA

NOW SKIP TO Q.50

IF NEVER HEARD OF PHYSICAL ACTIVITY GUIDE (Q.43 CODE 2-99) OR DON'T HAVE IT AT HOME (Q.44 CODE 2-99), ASK Q.46. OTHERWISE SKIP TO Q.50.

NEW

46. Canada's Physical Activity Guides for kids and for youth are designed to encourage children to build physical activity into their daily routine. They help children to increase the time they currently spend on physical activity, and to reduce "non active" time spent on TV, video and computer games.

How useful do you think this type of information would be to you, personally?

READ

- 01 - Very useful
- 02 - Somewhat useful
- 03 - Not very useful
- 04 - Not at all useful
- VOLUNTEERED
- 99 - DK/NA

NEW

47. How likely are you to get a copy of Canada's Physical Activity Guide in the next six months?
READ

- 01 – Very likely
- 02 – Somewhat likely
- 03 – Not very likely **SKIP TO Q.49**
- 04 – Not at all likely **SKIP TO Q.49**
- VOLUNTEERED
- 99 - DK/NA **SKIP TO Q.50**

NEW

48. Where would you go to get a copy of Canada's Physical Activity Guide?
DO NOT READ – CODE ALL THAT APPLY

- 01 – Government of Canada website
- 02 – Health Canada website
- 03 – Internet
- 04 – Call 1-800 O Canada
- 05 – Provincial government/provincial ministry of health
- 06 – Family physician/general practitioner
- 07 – Library
- 08 – Child's school/teacher
- 09 – Dietitian/nutritionist
- 98 - Other (SPECIFY _____)
- 99 - DK/NA

NOW SKIP TO Q.50

NEW

49. Why not?
DO NOT READ – CODE ALL THAT APPLY

- 01 – Don't think it will be useful to me/my family
- 02 – Not interested
- 03 – We/kids are already very active
- 04 – Don't think it would motivate my kids
- 98 - Other (SPECIFY _____)
- 99 - DK/NA

ASK OF ALL PARENTS WITH KIDS 2-15:

NEW

50. [I just want to confirm], before today had you ever heard of the Children's Fitness Tax Credit?

- 01 – Yes
- 02 – No SKIP TO Q.53
- 99 - DK/NA SKIP TO Q.53

NEW

51. Have you ever looked for information about this tax credit?

- 01 – Yes
- 02 – No SKIP TO Q.53
- 99 - DK/NA SKIP TO Q.53

NEW

52. Where did you go to learn more about this tax credit?
DO NOT READ – CODE ALL THAT APPLY

- 01 – Government of Canada website
- 02 – Canada Revenue Agency/CRA website
- 03 – Internet
- 04 – Called 1-800 O Canada
- 05 – Financial advisor/Accountant
- 06 - Bank
- 98 - Other (SPECIFY _____)
- 99 - DK/NA

NOW SKIP TO Q.56

NEW

53. The Children's Fitness Tax Credit allows parents to claim a maximum of \$500 per year for fees paid to register a child in an eligible program of physical activity.

How likely are you to look for information about this tax credit in the next six months?
READ

- 01 – Very likely
- 02 – Somewhat likely
- 03 – Not very likely **SKIP TO Q.55**
- 04 – Not at all likely SKIP TO Q.55
- VOLUNTEERED
- 99 - DK/NA SKIP TO Q.56

NEW

54. Where would you go to learn more about this tax credit?
DO NOT READ – CODE ALL THAT APPLY

- 01 – Government of Canada website
- 02 – Canada Revenue Agency/CRA website
- 03 – Internet
- 04 – Called 1-800 O Canada
- 05 – Financial advisor/Accountant
- 06 - Bank
- 98 - Other (SPECIFY _____)
- 99 - DK/NA

NOW SKIP TO Q.56

NEW

55. Why not?

DO NOT READ – CODE ALL THAT APPLY

01 – Don't think it will be useful to me

02 – Not interested

03 – Happy with the old version

04 – Doesn't include the foods we eat

05 – Don't like/understand descriptions of portion sizes

06 – Don't know where to get it

07 – Already know how to eat healthy diet

98 - Other (SPECIFY _____)

99 - DK/NA

ASK OF ALL PARENTS WITH KIDS 2-15:

2004-Q.21 variation

56. Which of the following statements is closest to your own opinion?

READ AND ROTATE

01 – Governments have a responsibility to promote healthy eating and physical activity so that Canadians can improve their overall well-being

OR

02 – People need to take responsibility for their own well-being and governments should not be involved in the promotion of healthy eating and physical activity.

VOLUNTEERED

99 - DK/NA

C. Demographics

To finish up, I would like to ask you a few questions about you and your household for statistical purposes only. Please be assured that your answers will remain completely confidential.

ACET

57. What is the highest level of formal education that you have completed?

READ

01 - Grade 8 or less

02 - Some high school

03 - Completed high school

04 - Community college, technical college, or CEGEP

05 - Some university

06 - Completed university degree

07 - Post-graduate degree

VOLUNTEERED

99 - DK/NA

ACET

58. In what year were you born?

_____ Year

VOLUNTEERED

97 - Refuse/NA

ACET – categories consistent with 2004 study

59. Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes?

READ

01 - Under \$30,000

02 - \$30,000 to \$60,000

03 - \$60,000 to \$80,000

04 - \$80,000 to \$100,000

05 - \$100,000 and over

99 - REFUSE/DK/NA

60. And finally, to better understand how results vary by region, may I have your 6-digit postal code?

ACCEPT FIRST THREE DIGITS IF THAT IS ALL RESPONDENT IS WILLING TO GIVE

999999 – DK/NA

This completes the survey. In case my supervisor would like to verify that I conducted this interview, may I have your first name?

First Name: _____

Thank you very much for your time and assistance. This survey was conducted on behalf of Health Canada, and is registered under the Federal Access to Information Act.

RECORD:

61. Gender

- 01 - Male
- 02 - Female

62. Province

- 01 - Alberta
- 02 - British Columbia
- 03 - Manitoba
- 04 - New Brunswick
- 05 - Newfoundland and Labrador
- 06 - Nova Scotia
- 07 - Ontario
- 08 - Prince Edward Island
- 09 - Quebec
- 10 - Saskatchewan

63. Community size

- 01 – 1 million plus
- 02 – 100,000 to 1 million
- 03 – 25,000 to 100,000
- 04 – 10,000 to 25,000
- 05 – 5,000 to 10,000
- 06 – Less than 5,000

-- END --

C. Puis-je savoir combien [d'enfants] de 2 à 15 ans vivent dans votre foyer ?

___ - Nombre d'enfants âgés de 2-15 ans
99 - NSP/PR

D. Pouvez-vous me donner l'âge et le sexe de [cet/chaque] enfant ?

- a. Enfant 1
- b. Enfant 2
- c. Enfant 3
- d. Enfant 4
- e. Enfant 5
- f. Enfant 6

01 – Garçon
02 - Fille
97 - REFUS/PR

- ___ Ans
97 - REFUS/PR

MAINTENANT, PASSER À LA SECTION A

SI AUCUN ENFANT NE VIT AU FOYER (Q.A CODE 2-3 OU Q.B CODE 3-4), POSER LA Q.E.

E. Alors, puis-je parler à quelqu'un de votre foyer qui est âgé de 18 ans ou plus ?

SI PLUS D'UN, DEMANDER À PARLER À LA PERSONNE QUI A CÉLÉBRÉ LE PLUS RÉCEMMENT SON ANNIVERSAIRE DE NAISSANCE – SI ELLE N'EST PAS DISPONIBLE, CHOISIR LE DEUXIÈME RÉPONDANT ADMISSIBLE.

SI LA PERSONNE CHOISIE N'EST PAS DISPONIBLE, PRENDRE DES ARRANGEMENTS POUR UN RAPPEL

A. Questions de l'OECF

DEMANDER À TOUS

Pour commencer . . .

RANDOMISER L'ORDRE DE Q1 ET Q2

1. Au cours des dernières semaines, est-ce que vous avez vu, entendu ou lu de la publicité portant sur une alimentation saine ou sur le Guide alimentaire canadien ? [OECF]

01 - Oui

02 - Non PASSER À LA Q.2 [OU Q.3]

03 - Peut-être

99 - NSP/PR PASSER À LA Q.2 [OU Q.3]

- 1b. Dites-moi tout ce dont vous vous souvenez à propos de cette publicité. Quelles sont les photos ou les images qui vous viennent à l'esprit ? [OECF]
SONDER : Est-ce qu'il y en a d'autres ?

INSCRIRE TEL QUEL

99 - NSP/PR

- 1c. Où avez-vous remarqué ces annonces ? [OECF]
SONDER : Est-ce que vous l'avez/les avez remarqué(es) ailleurs ?
NE PAS LIRE - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

01 - Télévision

02 - Radio

03 - Journaux

04 - Revues

05 - Hebdomadaires locaux

11 - Journaux des communautés ethniques

06 - Dépliants/brochures reçus par la poste

07 - Panneaux publicitaires

08 - Transport en commun

09 - Internet/bandeau publicitaire sur site Web

10 - Bouche à oreille

12 - Foire/exposition

98 - Autre (PRÉCISER _____)

99 - NSP/PR

DEMANDER À TOUS

2. Au cours des dernières semaines, est-ce que vous avez vu, entendu ou lu de la publicité portant sur l'activité physique ou sur le Crédit d'impôt pour la condition physique des enfants ? [OECP]

01 - Oui
02 - Non PASSER À LA Q.3 [OU Q.1]
03 - Peut-être
99 - NSP/PR PASSER À LA Q.3 [OU Q.1]

- 2b. Dites-moi tout ce dont vous vous souvenez à propos de cette publicité. Quelles sont les photos ou les images qui vous viennent à l'esprit ? [OECP]
SONDER : Est-ce qu'il y en a d'autres ?

INSCRIRE TEL QUEL

99 - NSP/PR

- 2c. Où avez-vous remarqué ces annonces ? [OECP]
SONDER : Est-ce que vous l'avez/les avez remarqué(es) ailleurs ?
NE PAS LIRE - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

01 - Télévision
02 - Radio
03 - Journaux
04 - Revues
05 - Hebdomadaires locaux
11 - Journaux des communautés ethniques
06 - Dépliants/brochures reçus par la poste
07 - Panneaux publicitaires
08 - Transport en commun
09 - Internet/ bandeau publicitaire sur site Web
10 - Bouche à oreille
12 - Foire/exposition
98 - Autre (PRÉCISER _____)
99 - NSP/PR

Je vais maintenant vous poser quelques questions sur des annonces en particulier. . .

VARIATION ALÉATOIRE DE L'ORDRE DE Q3 ET Q7

Annnonce télévisée sur une alimentation saine

3. Au cours des dernières semaines ou environ, vous rappelez-vous avoir vu une publicité à la télévision montrant des parents et des enfants qui s'amuse pendant qu'ils préparent et cuisent des aliments sains tels que des boissons fouettées aux fruits, un sauté et des crêpes avec des fruits ? [OECP]

01 - Oui
02 - Non PASSER À LA Q7 [OU Q11]
03 - Peut-être
99 - NSP/PR PASSER À LA Q7 [OU Q11]

4. Si vous pensez à la publicité que vous avez vue, qui, selon vous, en était l'auteur – c'est-à-dire, qui l'a financée ? [OECP]

NE PAS LIRE - INSCRIRE UNE SEULE RÉPONSE

- 01 - Gouvernement du Canada (gouvernement fédéral)
- 02 - Gouvernement provincial
- 03 - Gouvernement (non précisé)
- 98 - Autre (PRÉCISER _____)
- 99 - NSP/PR

SI CODE 3 À Q.4, POSER LA Q.4a. SINON PASSER À LA Q.5

- 4a. Quel ordre de gouvernement ? [OECP]

LIRE - N'ACCEPTER QU'UNE SEULE RÉPONSE

- 01 – Gouvernement fédéral
- 02 – Gouvernement provincial
- NON SUGGÉRÉ
- 98 – Autre
- 99 – NSP/PR

5. Si vous pensez à la publicité que vous avez vue, quel en était le message principal, selon vous ? [OECP]
INSCRIRE TEL QUEL - LA RÉPONSE DOIT, DANS LA MESURE DU POSSIBLE, COMPTER AU MOINS CINQ MOTS.

- 97 – Rien
- 99 – NSP/PR

- 6a. Avez-vous fait quelque chose en réponse à cette annonce ? [OECP]

- 01 - Oui
- 02 - Non PASSER À LA Q7 [OU Q11]
- 03 - Peut-être
- 99 – NSP/PR PASSER À LA Q7 [OU Q11]

- 6b. Qu'avez-vous fait ? [OECP]

SONDER : Autre chose ?

INSCRIRE TEL QUEL – SONDER JUSQU'À CE QUE NON-PRODUCTIF

- 97 – Rien
- 99 – NSP/PR

DEMANDER À TOUS

Annnonce imprimée sur l'activité physique

7. Au cours des dernières semaines ou environ, vous rappelez-vous avoir vu une publicité dans les journaux ou sur Internet qui montre un jeune garçon qui saute en jouant au basketball et sur laquelle est inscrit « Les enfants actifs : rien ne peut les arrêter ! » ? [OECP]

01 - Oui
02 - Non PASSER À LA Q11 [OU Q3]
03 - Peut-être
99 - NSP/PR PASSER À LA Q11 [OU Q3]

8. Si vous pensez à la publicité que vous avez vue, qui, selon vous, en était l'auteur – c'est-à-dire, qui l'a financée ? [OECP]

NE PAS LIRE - INSCRIRE UNE SEULE RÉPONSE

01 - Gouvernement du Canada (gouvernement fédéral)
02 - Gouvernement provincial
03 - Gouvernement (non précisé)
98 - Autre (PRÉCISER _____)
99 - NSP/PR

SI CODE 3 À Q.8, POSER LA Q.8a. SINON PASSER À LA Q.9

- 8a. Quel ordre de gouvernement ? [OECP]

LIRE - N'ACCEPTER QU'UNE SEULE RÉPONSE

01 – Gouvernement fédéral
02 – Gouvernement provincial
NON SUGGÉRÉ
98 – Autre
99 – NSP/PR

9. Si vous pensez à la publicité que vous avez vue, quel en était le message principal, selon vous ? [OECP]
INSCRIRE TEL QUEL - LA RÉPONSE DOIT, DANS LA MESURE DU POSSIBLE, COMPTER AU MOINS CINQ MOTS.

97 – Rien
99 – NSP/PR

- 10a. Avez-vous fait quelque chose en réponse à cette annonce ? [OECP]

01 - Oui
02 - Non PASSER À LA Q11 [OU Q3]
03 - Peut-être
99 - NSP/PR PASSER À LA Q11 [OU Q3]

10b. Qu'avez-vous fait ? [OECP]

SONDER : Autre chose ?

INSCRIRE TEL QUEL – SONDER JUSQU'À CE QUE NON-PRODUCTIF

97 - Rien

99 - NSP/PR

DEMANDER À TOUS

11. Cette publicité était en fait produite par le gouvernement du Canada. Comment évalueriez-vous la performance du gouvernement du Canada dans les dossiers de la saine alimentation et de l'activité physique ? Veuillez utiliser une échelle de 7 points où 1 veut dire « affreuse », 7 veut dire « excellente » et 4, le point milieu, veut dire « ni bonne ni mauvaise. » [OECP]

01 - Affreuse

02 -

03 -

04 - Ni bonne ni mauvaise

05 -

06 -

07 - Excellente

NON SUGGÉRÉ

99 - NSP/PR

12. De façon générale, comment évaluez-vous la performance du gouvernement du Canada ? Veuillez utiliser une échelle de 7 points où 1 veut dire « affreuse », 7 veut dire « excellente » et 4, le point milieu, veut dire « ni bonne, ni mauvaise. » [OECP]

01 - Affreuse

02 -

03 -

04 - Ni bonne ni mauvaise

05 -

06 -

07 - Excellente

NON SUGGÉRÉ

99 - NSP/PR

13. En utilisant la même échelle, comment évalueriez-vous la performance du gouvernement du Canada pour ce qui est de fournir aux Canadiens de l'information sur les services qui leur sont offerts ? [OECP]
RÉPÉTER L'ÉCHELLE AU BESOIN

01 - Affreuse

02 -

03 -

04 - Ni bonne ni mauvaise

05 -

06 -

07 - Excellente

NON SUGGÉRÉ

99 - NSP/PR

14. Dans quelle mesure êtes-vous d'accord avec les énoncés suivants, en utilisant une échelle de 7 points où 1 signifie « entièrement en désaccord », 7 signifie « entièrement d'accord » et 4, le point milieu, veut dire « ni d'accord, ni en désaccord. » Voici les énoncés. [OECP]

LECTURE DES ÉNONCÉS EN ROTATION – RÉPÉTER L'ÉCHELLE AU BESOIN

- a. C'est facile de communiquer avec le gouvernement du Canada pour avoir des informations ou des services.
- b. Le gouvernement du Canada utilise des façons novatrices pour fournir des informations et des services aux citoyens.
- c. Le gouvernement du Canada fournit ses services et ses informations de façon respectueuse.
- d. On peut compter sur le gouvernement du Canada pour obtenir des services et de l'information fiables.

01 - Affreuse

02 -

03 -

04 - Ni bonne ni mauvaise

05 -

06 -

07 - Excellente

NON SUGGÉRÉ

99 - NSP/PR

NOUVELLE

15. Veuillez me dire si vous êtes fortement d'accord, plutôt d'accord, plutôt en désaccord ou fortement en désaccord pour dire que chacune des expressions suivantes décrit exactement Santé Canada.

LECTURE EN ROTATION - RÉPÉTER L'ÉCHELLE AU BESOIN

- a. Fiable
- b. Au courant des besoins et des réalités des familles modernes
- c. Source d'inspiration et d'encouragement
- d. Protecteur à l'excès et autoritaire
- e. Ils pensent tout savoir
- f. Ils font la leçon/des sermons
- g. Trop scientifique

01 – Fortement d'accord

02 – Plutôt d'accord

03 – Plutôt en désaccord

04 – Fortement en désaccord

NON SUGGÉRÉ

98 - Ça dépend

99 - NSP/PR

B. Saine alimentation et activité physique

POSER LA SECTION B SEULEMENT SI ADMISSIBLE EN TANT QUE PARENT D'UN ENFANT ÂGÉ DE 2-15 ANS. SINON, PASSER À LA SECTION DES QUESTIONS DÉMOGRAPHIQUES.

À présent, j'ai quelques questions plus générales se rapportant à une saine alimentation et à l'activité physique...

POSER TOUJOURS Q16/17 ET Q18/19 ENSEMBLE – ROTATION DE L'ORDRE DE DÉPART DES Q16 et Q18

2004-Q6

16. J'aimerais savoir quels sont selon vous les avantages de manger des aliments plus nutritifs ?
NE PAS LIRE – SONDER POUR OBTENIR JUSQU'À TROIS RÉPONSES ET LES INSCRIRE

- 01 – Plus sain/ avantages pour la santé
- 02 – Plus d'énergie
- 03 – Prévenir l'obésité/ perdre du poids
- 04 – Vivre plus longtemps/longévité
- 05 – Réduire la maladie
- 06 – Mieux penser/agir/ concentration accrue/apprentissage
- 07 – Bon moral/estime de soi
- 08 – Apport de vitamines/de substances nutritives
- 09 – Aide à la croissance/au développement
- 97 – Aucun/pas d'avantages
- 98 - Autre (PRÉCISER)
- 99 - NSP/PR

2004-Q10

17. J'aimerais savoir pourquoi selon vous certaines personnes ne sont pas capables de manger des aliments plus nutritifs ?
NE PAS LIRE – SONDER POUR OBTENIR JUSQU'À TROIS RÉPONSES ET LES INSCRIRE

- 01 – Les coûts/ des facteurs économiques/ n'ont pas les moyens
- 02 – Trop occupés/n'ont pas le temps/mode de vie mouvementé
- 03 – Manque de connaissances/d'éducation/ne savent pas comment s'alimenter sainement
- 04 – Paresseux
- 05 – Pas intéressés/ n'y portent pas attention
- 06 – Plus facile/plus pratique de manger du « fast food »
- 07 – Pas disponibles/ ne peuvent pas acheter de fruits/de légumes
- 08 – Habitude
- 09 – Ne veulent simplement pas avoir une alimentation plus nutritive
- 10 – Ne goûtent pas leurs aliments
- 11 – Les enfants/des membres de la famille ne sont pas en faveur
- 97 – Aucune/pas de raisons
- 98 - Autre (PRÉCISER)
- 99 - NSP/PR

2004-Q7

18. Tout au long du sondage, nous utiliserons le terme « activité physique » pour désigner des activités comme le jogging, le cyclisme, la marche ainsi que les sports plus structurés ou organisés comme ceux pratiqués dans des ligues ou dans des clubs.

J'aimerais savoir quels sont selon vous les avantages d'être plus actif physiquement ?

NE PAS LIRE – SONDER POUR OBTENIR JUSQU'À TROIS RÉPONSES ET LES INSCRIRE

- 01 – Meilleure santé/ Meilleure santé physique
- 02 – Meilleure santé mentale/ mieux-être affectif
- 03 – Prévenir l'obésité/ perdre du poids
- 04 – Vivre plus longtemps/longévité
- 05 – Plus d'énergie
- 06 – Demeurer en bonne forme/être en forme
- 07 – Se sentir mieux
- 08 – Plaisir/s'amuser
- 09 – Interactions sociales/développer des habiletés sociales/passer du temps avec sa famille/ses amis
- 10 – Réduire le risque de maladie
- 11 – Meilleure qualité de vie/mode de vie
- 12 – Se tenir occupé/pour que les enfants aient quelque chose à faire/ne se causent pas de problèmes
- 13 – Me faire sortir/apprécier la nature
- 14 – Économiser sur le coût des transports/automobile/autobus
- 97 – Aucun/pas d'avantages
- 98 - Autre (PRÉCISER)
- 99 - NSP/PR

2004-Q.11

19. J'aimerais savoir pourquoi selon vous certaines personnes ne sont pas capables d'être plus actives physiquement ?

NE PAS LIRE – SONDER POUR OBTENIR JUSQU'À TROIS RÉPONSES ET LES INSCRIRE

- 01 – Paresseuses/manque de motivation
- 02 – Raisons liées au travail/ longues heures de travail
- 03 – Handicap physique
- 04 – Problèmes de santé en général
- 05 – Trop occupées/n'ont pas le temps/mode de vie mouvementé
- 06 – Pas intéressées/ne veulent pas
- 07 – Les coûts/ des raisons d'ordre économique
- 08 – Les sports/les activités/les installations ne sont pas disponibles
- 09 – Trop de temps passé devant la télévision/les jeux vidéo/l'ordinateur
- 10 – La façon dont elles ont été élevées
- 11 – Climat/neige/pluie/chaleur
- 12 – Manque d'accès aux espaces verts/sentiers/trottoirs
- 97 – Aucune/pas de raisons
- 98 - Autre (PRÉCISER)
- 99 - NSP/PR

2004-Q.12 certains éléments

20. Veuillez me dire si vous êtes d'accord ou en désaccord avec chacun des énoncés suivants. Veuillez répondre à l'aide d'une échelle de 0 à 10, où 0 signifie que vous êtes fortement en désaccord avec l'énoncé et 10, que vous êtes fortement d'accord.

LECTURE EN ROTATION

- a. Chez moi, nous essayons de nous assurer que chacun pratique une forme ou une autre d'activité physique aussi souvent que possible.
- b. Chez moi, nous essayons toujours de manger beaucoup de fruits et de légumes.
- c. La pratique régulière d'une activité physique est importante pour être en santé.
- d. Bien manger aide à prévenir les maladies.
- e. L'activité physique occupe une part importante de ma vie.
- f. J'essaie d'améliorer la santé générale de ma famille.
- g. Je fais un effort pour améliorer ma condition physique.
- h. Je n'ai pas le temps de pratiquer une activité physique.

00 – Fortement en désaccord

01 -

02 -

03 -

04 -

05 -

06 -

07 -

08 -

09 -

10 – Fortement d'accord

NON SUGGÉRÉ

99 - NSP/PR

2004-Q16

21. Comment décririez-vous votre santé ? Est-elle très bonne, assez bonne, dans la moyenne, assez mauvaise ou très mauvaise ?

01 – Très bonne

02 – Plutôt bonne

03 – Dans la moyenne

04 – Plutôt mauvaise

05 – Très mauvaise

NON SUGGÉRÉ

99 - NSP/PR

2004-Q17

22. Et diriez-vous que vous faites beaucoup d'embonpoint, un peu d'embonpoint, que vous êtes de poids moyen pour votre taille et votre âge ou que vous avez un poids insuffisant ou très insuffisant ?

- 01 - Beaucoup d'embonpoint
- 02 - Un peu d'embonpoint
- 03 - Poids moyen
- 04 - Poids insuffisant
- 05 - Poids très insuffisant
- NON SUGGÉRÉ
- 99 - NSP/PR

POSER TOUJOURS Q23/24 ET Q25/26 ENSEMBLE – ROTATION DE L'ORDRE DE DÉPART ENTRE LA Q23 et LA Q25

2004-Q23

23. Diriez-vous que vous êtes très, plutôt, pas très ou pas du tout actif(ve) physiquement ?

- 01 - Très actif(ve) physiquement
- 02 - Plutôt actif(ve) physiquement
- 03 - Pas très actif(ve) physiquement
- 04 - Pas du tout actif(ve) physiquement
- NON SUGGÉRÉ
- 99 - NSP/PR

NOUVELLE

24. Quels sont les principaux obstacles que vous, personnellement, devez surmonter pour devenir plus actif(ve) physiquement ?

NE PAS LIRE – SONDER POUR OBTENIR JUSQU'À TROIS RÉPONSES ET LES INSCRIRE

- 01 – Paresse/manque de motivation
- 02 – Raisons liées au travail/ longues heures de travail
- 03 – Handicap physique
- 04 – Problèmes de santé en général
- 05 – Trop occupé(e)/n'a pas le temps/mode de vie mouvementé
- 06 – Pas intéressé(e)/ne veut pas
- 07 – Les coûts/ des raisons d'ordre économique
- 08 – Les sports/les activités/les installations ne sont pas disponibles
- 09 – Trop de temps passé devant la télévision/les jeux vidéo/l'ordinateur
- 10 – La façon dont nous avons été élevés
- 11 – Climat/neige/pluie/chaleur
- 12 – Manque d'accès aux espaces verts/sentiers/trottoirs
- 97 – Aucun/pas d'obstacles
- 98 - Autre (PRÉCISER)
- 99 - NSP/PR

NOUVELLE

25. Diriez-vous que vos habitudes alimentaires sont très, assez, pas très ou pas du tout saines ?

- 01 – Très
- 02 – Assez
- 03 – Pas très
- 04 – Pas du tout
- NON SUGGÉRÉ
- 99 - NSP/PR

NOUVELLE

26. Quels sont les principaux obstacles que vous, personnellement, devez surmonter pour avoir une alimentation plus nutritive ?
NE PAS LIRE – SONDER POUR OBTENIR JUSQU'À TROIS RÉPONSES ET LES INSCRIRE

- 01 – Les coûts/ des facteurs économiques/ n'a pas les moyens
- 02 – Trop occupé(e)/n'a pas le temps/mode de vie mouvementé
- 03 – Manque de connaissances/d'éducation/ne sait pas comment s'alimenter sainement
- 04 – Paresse
- 05 – Pas intéressé(e)/ n'y porte pas attention
- 06 – Plus facile/plus pratique de manger du « fast food »
- 07 – Pas disponibles/ ne peut pas acheter de fruits/de légumes
- 08 – Habitude
- 09 – Ne veut simplement pas avoir une alimentation plus nutritive
- 10 – Ne goûte pas ses aliments
- 11 – Les enfants/des membres de la famille ne sont pas en faveur
- 97 – Aucun/pas d'obstacles
- 98 - Autre (PRÉCISER)
- 99 - NSP/PR

2004-Q20 certains éléments

27. Veuillez me dire si vous êtes d'accord ou en désaccord avec chacun des énoncés suivants. Veuillez répondre à l'aide d'une échelle de 0 à 10, où 0 signifie que vous êtes fortement en désaccord avec l'énoncé et 10, que vous êtes fortement d'accord.
LECTURE EN ROTATION

- a. J'ai essayé de manger sainement, mais je retombe toujours dans mes vieilles habitudes.
- b. J'ai essayé d'être plus actif(ve) physiquement, mais je retombe toujours dans mes vieilles habitudes.
- c. Si j'avais plus de temps, je mangerais mieux.
- d. Manger sainement coûte trop cher.
- e. Il est difficile de trouver le temps de pratiquer une activité physique après m'être occupé(e) de mes enfants.
- f. La participation à des programmes d'activité physique coûte trop cher.
- g. Faire participer mes enfants à des ligues sportives coûte trop cher.
- h. Je trouve qu'il est difficile de motiver mes enfants à être actifs physiquement.
- i. Mon quartier ou mon lieu de travail fait de sorte qu'il m'est difficile d'être physiquement actif(ve) [nouveau]
- j. Mon quartier ou mon lieu de travail fait de sorte qu'il m'est difficile d'avoir une saine alimentation [nouveau]

- 00 – Fortement en désaccord
- 01 -
- 02 -
- 03 -
- 04 -
- 05 -
- 06 -
- 07 -
- 08 -

- 09 -
- 10 – Fortement d'accord
- NON SUGGÉRÉ
- 99 - NSP/PR

NOUVELLE

28. Avez-vous déjà cherché à obtenir de l'information se rapportant à une saine alimentation ou à l'activité physique ?
PRÉCISER LEQUEL

- 01 – Saine alimentation
- 02 – Activité physique
- 03 – Les deux
- 02 – Ni un ni l'autre PASSER À LA Q.32
- 99 - NSP/PR PASSER À LA Q.32

POSER Q.29-Q.31 POUR CHACUN DES SUJETS POUR LEQUEL A CHERCHÉ DE L'INFORMATION (SI LES DEUX, POSER DEUX FOIS LES QUESTIONS, UNE FOIS PAR SUJET)

NOUVELLE

29. Où avez-vous cherché de l'information se rapportant à [une saine alimentation/l'activité physique] ?
NE PAS LIRE - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

- 01 – Médecin de famille/omnipraticien
- 02 – Internet
- 03 – Médias (télévision, journaux, magazines)
- 04 – Santé Canada
- 05 – Gouvernement provincial/ministère provincial de la Santé
- 06 – Amis/famille
- 07 – Guide alimentaire canadien
- 08 – Guides d'activité physique canadiens (pour enfants/pour jeunes)
- 09 – Livres/bibliothèque
- 10 – Gymnase/centre communautaire
- 11 – Au travail
- 98 - Autre (PRÉCISER _____)
- 99 - NSP/PR

NOUVELLE

30. Est-ce qu'il a été très facile, assez facile, assez difficile ou très difficile de trouver l'information que vous cherchiez ?

- 01 – Très facile
- 02 – Assez facile
- 03 – Assez difficile
- 04 – Très difficile
- NON SUGGÉRÉ
- 99 - NSP/PR

NOUVELLE

31. Êtes-vous très, assez, pas très ou pas du tout satisfait(e) de l'information qui vous est disponible sur [une saine alimentation/l'activité physique] ?

- 01 – Très satisfait(e)
- 02 – Assez satisfait(e)
- 03 – Pas très satisfait(e)
- 04 – Pas du tout satisfait(e)
- NON SUGGÉRÉ
- 99 - NSP/PR

POSER LA Q.32 POUR CHACUN DES SUJETS PAS ABORDÉS DANS LA Q.23 (SI LES DEUX, POSER LA QUESTION UNE FOIS PAR SUJET). SI ABORDÉ POUR LES DEUX, PASSER À LA Q.33.

NOUVELLE

32. Si vous vouliez obtenir de l'information se rapportant à [une saine alimentation/l'activité physique], où est-il probable que vous cherchiez ?

NE PAS LIRE - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

- 01 – Médecin de famille/omnipraticien
- 02 – Internet
- 03 – Médias (télévision, journaux, magazines)
- 04 – Santé Canada
- 05 – Gouvernement provincial/ministère provincial de la Santé
- 06 – Amis/famille
- 07 – Guide alimentaire canadien
- 08 – Guides d'activité physique canadiens (pour enfants/pour jeunes)
- 09 – Livres/bibliothèque
- 10 – Gymnase/centre communautaire
- 11 – Au travail
- 98 - Autre (PRÉCISER _____)
- 99 - NSP/PR

NOUVELLE

33. Il existe plusieurs façons de fournir aux gens de l'information se rapportant à une saine alimentation et à l'activité physique. Est-ce chacune des façons suivantes vous serait personnellement très utile, assez utile, pas très utile ou pas du tout utile ?

LECTURE EN ROTATION

- a. Un site Web du gouvernement du Canada
- b. Des brochures et des trousseaux d'informations envoyées à votre résidence
- c. Des publicités à la télévision et à la radio
- d. Des publicités dans les journaux et les magazines
- e. Des affiches posées dans votre collectivité

- 01 – Très utile
- 02 – Assez utile
- 03 – Pas très utile
- 04 – Pas du tout utile
- NON SUGGÉRÉ
- 99 - NSP/PR

Passons maintenant à un sujet légèrement différent...

NOUVELLE

34. [Je veux simplement confirmer], avant aujourd'hui, aviez-vous entendu parler du Guide alimentaire canadien ?

- 01 – Oui
- 02 – Non PASSER À LA Q.39
- 99 – NSP/PR PASSER À LA Q.39

NOUVELLE

35. En avez-vous un exemplaire à la maison ?

- 01 – Oui
- 02 – Non PASSER À LA Q.39
- 99 – NSP/PR PASSER À LA Q.39

NOUVELLE

36. Le Guide alimentaire canadien a été mis à jour cette année. Certains des changements comprennent des descriptions plus claires et la taille des portions, le nombre de portions recommandées pour des personnes d'âges et de sexe différent, ainsi qu'une plus grande variété d'aliments sains comprenant des mets ethniques. Avez-vous un exemplaire du nouveau Guide alimentaire ou une version antérieure ?

- 01 – Nouveau PASSER À LA Q.38
- 02 – Antérieur PASSER À LA Q.38
- NON SUGGÉRÉ
- 03 – J'ai les deux PASSER À LA Q.38
- 99 – NSP/PR POSER LA Q.37

NOUVELLE

37. Depuis quand avez-vous un exemplaire du Guide alimentaire canadien ?
LIRE SEULEMENT AU BESOIN

- 01 – Moins de six mois
- 02 – Six mois à un an
- 03 – Un à cinq ans
- 04 – Cinq à dix ans
- 05 – Dix à vingt ans
- 06 – Plus de vingt ans
- NON SUGGÉRÉ
- 99 - NSP/PR

NOUVELLE

38. Dans quelle mesure le Guide alimentaire canadien vous est-il utile, personnellement ?
LIRE

- 01 – Très utile
- 02 – Assez utile
- 03 – Pas très utile
- 04 – Pas du tout utile
- NON SUGGÉRÉ
- 99 - NSP/PR

SI N'A JAMAIS ENTENDU PARLER DU GUIDE ALIMENTAIRE (Q.34 CODE 2-99) OU N'EN A PAS UN EXEMPLAIRE À LA MAISON (Q.35 CODE 2-99), POSER LA Q.39. SINON, PASSER À LA Q.40.

NOUVELLE

39. Le Guide alimentaire canadien est conçu pour aider les Canadiens et Canadiennes à choisir les types d'aliments qui sont meilleurs pour eux, ainsi que pour leur suggérer des recommandations sur le nombre de portions à servir par jour à des personnes d'âges et de sexe différents.

Dans quelle mesure croyez-vous que ce type d'information vous serait utile, personnellement ?

LIRE

- 01 – Très utile
- 02 – Assez utile
- 03 – Pas très utile
- 04 – Pas du tout utile
- NON SUGGÉRÉ
- 99 - NSP/PR

SI N'A JAMAIS ENTENDU PARLER DU GUIDE ALIMENTAIRE (Q.34 CODE 2-99), N'EN A PAS UN EXEMPLAIRE À LA MAISON (Q.35 CODE 2-99) OU N'A QUE LA VERSION ANTÉRIEURE (Q.36 CODE 2), POSER LA Q.40. SINON, PASSER À LA Q.43

NOUVELLE

40. Dans quelle mesure est-il probable que vous obteniez un exemplaire du [SI Q.36 CD 2 : nouveau] Guide alimentaire canadien au cours des prochains six mois ?

LIRE

- 01 – Très probable
- 02 – Assez probable
- 03 – Pas très probable PASSER À LA Q.42
- 04 – Pas du tout probable PASSER À LA Q.42
- NON SUGGÉRÉ
- 99 - NSP/PR PASSER À LA Q.43

NOUVELLE

41. Où iriez-vous pour obtenir un exemplaire du [SI Q.36 CD 2 : nouveau] Guide alimentaire canadien ?
NE PAS LIRE - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

- 01 – Site Web du gouvernement du Canada
- 02 – Site Web de Santé Canada
- 03 – Internet
- 04 – Appeler le numéro 1-800 O Canada
- 05 – Gouvernement provincial /ministère provincial de la Santé
- 06 – Médecin de famille/omnipraticien
- 07 – Bibliothèque
- 08 – École de l'enfant/son professeur
- 09 – Diététicien/nutritionniste
- 98 - Autre (PRÉCISER _____)
- 99 - NSP/PR

MAINTENANT PASSER À LA Q.43

NOUVELLE

42. Pourquoi pas ?

NE PAS LIRE - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

- 01 – Ne pense pas qu'il me serait utile ou à ma famille
- 02 – Pas intéressé(e)
- 03 – Heureux(euse) avec l'ancienne version
- 04 – N'inclut pas les aliments que nous mangeons
- 05 – N'aime pas/ne comprend pas les descriptions sur la taille des portions
- 06 – Ne sait pas où l'obtenir
- 07 – Sait déjà comment s'alimenter sainement
- 98 - Autre (PRÉCISER _____)
- 99 - NSP/PR

POSER À TOUS LES PARENTS QUI ONT DES ENFANTS ÂGÉS DE 2-15 ANS :

NOUVELLE

43. Avez-vous déjà entendu parler des Guides d'activité physique canadiens ?

- 01 - Oui
- 02 - Non PASSER À LA Q.46
- 99 - NSP/PR PASSER À LA Q.46

NOUVELLE

44. En avez-vous un exemplaire à la maison ?

- 01 - Oui
- 02 - Non PASSER À LA Q.46
- 99 - NSP/PR PASSER À LA Q.46

NOUVELLE

45. Dans quelle mesure le Guide d'activité physique canadien vous est-il utile, personnellement ?
LIRE

- 01 – Très utile
- 02 – Assez utile
- 03 – Pas très utile
- 04 – Pas du tout utile
- NON SUGGÉRÉ
- 99 - NSP/PR

MAINTENANT PASSER À LA Q.50

SI N'A JAMAIS ENTENDU PARLER DU GUIDE D'ACTIVITÉ PHYSIQUE (Q.43 CODE 2-99) OU N'EN A PAS UN EXEMPLAIRE À LA MAISON (Q.44 CODE 2-99), POSER LA Q.46. SINON, PASSER À LA Q.50.

NOUVELLE

46. Les Guides d'activité physique canadiens pour enfants et pour jeunes sont conçus pour encourager les enfants à intégrer l'activité physique à leur vie de tous les jours. Ils aident les enfants à augmenter le temps consacré à l'activité physique et à réduire le temps consacré aux activités passives telles que regarder la télévision, naviguer sur Internet, s'adonner à des jeux vidéo et à des jeux électroniques.

Dans quelle mesure croyez-vous que ce type d'information vous serait utile, personnellement ?
LIRE

- 01 – Très utile
- 02 – Assez utile
- 03 – Pas très utile
- 04 – Pas du tout utile
- NON SUGGÉRÉ
- 99 - NSP/PR

NOUVELLE

47. Dans quelle mesure est-il probable que vous obteniez un exemplaire du Guide d'activité physique canadien au cours des prochains six mois ?
LIRE

- 01 – Très probable
- 02 – Assez probable
- 03 – Pas très probable PASSER À LA Q.49
- 04 – Pas du tout probable PASSER À LA Q.49
- NON SUGGÉRÉ
- 99 - NSP/PR PASSER À LA Q.50

NOUVELLE

48. Où iriez-vous pour obtenir un exemplaire du Guide d'activité physique canadien ?
NE PAS LIRE - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

- 01 – Site Web du gouvernement du Canada
- 02 – Site Web de Santé Canada
- 03 – Internet
- 04 – Appeler le numéro 1-800 O Canada
- 05 – Gouvernement provincial /ministère provincial de la Santé
- 06 – Médecin de famille/omnipraticien
- 07 – Bibliothèque
- 08 – École de l'enfant/son professeur
- 09 – Diététicien/nutritionniste
- 98 - Autre (PRÉCISER _____)
- 99 - NSP/PR

MAINTENANT PASSER À LA Q.50

NOUVELLE

49. Pourquoi pas ?
NE PAS LIRE - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

- 01 – Ne pense pas qu'il me serait utile ou à ma famille
- 02 – Pas intéressé(e)
- 03 – Nous/les enfants sont très actifs déjà
- 04 – Ne pense pas que cela motiverait mes enfants
- 98 - Autre (PRÉCISER _____)
- 99 - NSP/PR

POSER À TOUS LES PARENTS QUI ONT DES ENFANTS ÂGÉS DE 2-15 ANS :

NOUVELLE

50. [Je veux simplement confirmer], avant aujourd'hui, aviez-vous entendu parler du Crédit d'impôt pour la condition physique des enfants ?

- 01 – Oui
- 02 – Non PASSER À LA Q.53
- 99 – NSP/PR PASSER À LA Q.53

NOUVELLE

51. Avez-vous déjà cherché à obtenir de l'information à propos de ce crédit d'impôt ?

- 01 – Oui
- 02 – Non PASSER À LA Q.53
- 99 – NSP/PR PASSER À LA Q.53

NOUVELLE

52. Où êtes-vous allé(e) pour en apprendre davantage à propos de ce crédit d'impôt ?
NE PAS LIRE - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

- 01 – Site Web du gouvernement du Canada
- 02 – Site Web de l'Agence du revenu du Canada/de l'ARC
- 03 – Internet
- 04 – Appelé le numéro 1-800 O Canada
- 05 – Conseiller financier/comptable
- 06 – Banque
- 98 - Autre (PRÉCISER _____)
- 99 - NSP/PR

MAINTENANT PASSER À LA Q.56

NOUVELLE

53. Le Crédit d'impôt pour la condition physique des enfants permet aux parents de réclamer un maximum de 500 \$ par année pour les frais d'inscription payés pour inscrire un enfant à un programme d'activité physique admissible.

Dans quelle mesure est-il possible que vous cherchiez à obtenir de l'information à propos de ce crédit d'impôt au cours des six prochains mois ?
LIRE

- 01 – Très probable
- 02 – Assez probable
- 03 – Pas très probable PASSER À LA Q.55
- 04 – Pas du tout probable PASSER À LA Q.55
- NON SUGGÉRÉ
- 99 - NSP/PR PASSER À LA Q.56

NOUVELLE

54. Où iriez-vous pour en apprendre davantage à propos de ce crédit d'impôt ?
NE PAS LIRE - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

- 01 – Site Web du gouvernement du Canada
- 02 – Site Web de l'Agence du revenu du Canada/de l'ARC
- 03 – Internet
- 04 – Appeler le numéro 1-800 O Canada
- 05 – Conseiller financier/comptable
- 06 – Banque
- 98 - Autre (PRÉCISER _____)
- 99 - NSP/PR

MAINTENANT PASSER À LA Q.56

NOUVELLE

55. Pourquoi pas ?
NE PAS LIRE - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

- 01 – Ne pense pas qu'il me serait utile
- 02 – Pas intéressé(e)
- 03 – Heureux(euse) avec l'ancienne version
- 04 – N'inclut pas les aliments que nous mangeons
- 05 – N'aime pas/ne comprend pas les descriptions sur la taille des portions
- 06 – Ne sait pas où l'obtenir
- 07 – Sait déjà comment s'alimenter sainement
- 98 - Autre (PRÉCISER _____)
- 99 - NSP/PR

POSER À TOUS LES PARENTS QUI ONT DES ENFANTS ÂGÉS DE 2-15 ANS :

2004-Q.21 variation

56. Lequel de ces deux points de vue se rapproche le plus de votre opinion ?
LECTURE EN ROTATION

01 – Les gouvernements ont une responsabilité dans la promotion d'une alimentation saine, de l'activité physique et de la participation à des sports pour faire en sorte que les Canadiennes et les Canadiens améliorent leur bien-être en général.

OU

02 – Il faut que les gens assument la responsabilité de leur propre bien-être et les gouvernements ne devraient pas s'occuper de promouvoir une alimentation saine et l'activité physique.

NON SUGGÉRÉ
99 - NSP/PR

C. Questions démographiques

Pour conclure, j'aimerais vous poser quelques questions sur vous et votre ménage à des fins statistiques seulement. Veuillez avoir l'assurance que vos réponses demeureront strictement confidentielles.

OECP

57. Quel est le plus haut niveau de scolarité que vous avez complété ?

LIRE

01 - Huitième année ou moins

02 - Études secondaires (commencées)

03 - Études secondaires (complétées)

04 - Études collégiales, collège communautaire, école technique ou CEGEP

05 - Études universitaires (commencées)

06 - Diplôme d'études universitaires de 1^{er} cycle

07 - Diplôme d'études universitaires de 2^e ou 3^e cycle

NON SUGGÉRÉ

99 - NSP/PR

OECP

58. En quelle année êtes-vous né(e) ?

_____ Année

NON SUGGÉRÉ

97 - REFUS/PR

OECP – catégories correspondant à celles de l'étude de 2004

59. Laquelle des catégories suivantes décrit le mieux le total de vos revenus familiaux, c'est-à-dire la somme des revenus avant impôts de tous les membres de votre foyer ?

LIRE

01 - Moins de 30 000 \$

02 - De 30 000 \$ à 60 000 \$

03 - De 60 000 \$ à 80 000 \$

04 - De 80 000 \$ à 100 000 \$

05 - 100 000 \$ et plus

99 - REFUS/NSP/PR

60. Enfin, pour mieux comprendre de quelle façon les résultats varient en fonction de la région, puis-je avoir les six caractères de votre code postal ?

ACCEPTER LES TROIS PREMIERS CARACTÈRES SI C'EST TOUT CE QUE LE/LA RÉPONDANT(E) EST DISPOSÉ(E) À DONNER

_____-_____-_____-_____-_____-_____-
999999 – NSP/PR

Voilà qui complète le sondage. Au cas où mon/ma superviseur(e) voudrait s'assurer que j'ai réalisé cette entrevue, puis-je avoir votre prénom ?

Prénom : _____

Merci beaucoup de votre temps et de votre aide. Ce sondage a été réalisé pour le compte de Santé Canada et il est inscrit conformément aux dispositions de la *Loi canadienne sur l'accès à l'information*.

RECORD:

61. Sexe

- 01 - Homme
- 02 - Femme

62. Province

- 01 - Alberta
- 02 - Colombie-Britannique
- 03 - Manitoba
- 04 - Nouveau-Brunswick
- 05 - Terre-Neuve
- 06 - Nouvelle-Écosse
- 07 - Ontario
- 08 - Île-du-Prince-Édouard
- 09 - Québec
- 10 - Saskatchewan

63. Taille de la collectivité

- 01 – 1 million ou plus
- 02 – De 100 000 à 1 million
- 03 – De 25 000 à 100 000
- 04 – De 10 000 à 25 000
- 05 – De 5 000 à 10 000
- 06 – Moins de 5 000

-- FIN --

