

FINAL
REPORT

Post-Campaign Evaluation –
Healthy Eating

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EXECUTIVE SUMMARY

Research purpose and objectives

Health Canada commissioned public opinion research to evaluate the effectiveness of the 2008 Healthy Eating advertising campaign, in terms of recall and impact on knowledge, attitudes and behaviour. This campaign consisted of a television ad airing in January-March 2008, aimed at encouraging healthy eating behaviours and the use of the Nutrition Facts tables found on food product packaging (pre-packaged food). The campaign also included web banner ads, a coupon clipper ad¹ and a supermarket tear-off shelf coupon. 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 better understand how Canadians (including those who are parents of children two to 12 years of age) make use of the nutrition information found on food packages and, in particular, the Nutrition Facts table.

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

ADVERTISING CAMPAIGN EVALUATIONS

- Measure recall (unaided and aided) of the components of the 2008 Healthy Eating advertising campaign;
- Assess awareness of ad messaging and of who was responsible for creating the ads;
- Determine if the public took any action as a result of the ads; and
- Assess changes in behaviour or intentions to change behaviour as a result of the campaign.

USAGE OF NUTRITION INFORMATION ON FOOD PRODUCT PACKAGING

- Assess whether Canadians make use of the nutrition information found on food product packages and, if so, the particular types of information sought;

¹ Ad in a flyer containing coupons for shopping, distributed with daily newspapers

- Assess awareness and usage of the Nutrition Facts tables found on food product packages and the types of nutrient information from these tables that are of primary importance;
- Determine whether the information on the Nutrition Facts tables is used to compare products and, if so, how; and,
- Assess awareness and perceived credibility of other types of nutritional claims and graphics found on food product packaging.

Methodology

This report is based on a national telephone survey conducted between March 20 and March 30, 2008 with a representative sample of 1,003 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 12 years of age, for a total of 502 interviews with this target audience. The margin of error for a sample of 1,003 is plus or minus 3.1 percentage points, and the margin of error for the sample of parents is plus or minus 4.4 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 questions related to use of nutrition information.

HEALTHY EATING TV AD

- The Healthy Eating campaign achieved a high level of unaided recall, with three-quarters (74%) of Canadians saying that they have seen or may have seen advertising that fits this description. The level of unaided recall is somewhat lower among parents of children aged two to 12 (65%).
- Most of the recollections of advertising content are very general in nature and do not confirm without a doubt that respondents have seen the ad from the 2008 Healthy Eating campaign. However, some are sufficiently specific as to show probable recall of the campaign (factoring in correct recall of the advertising medium). For the general population, 5% can be classified as

showing true unaided recall. The corresponding figure for the target group (parents of children aged 2-12) is 3%.

- Although *aided* recall for the ad (46% among the general population and among parents) is somewhat lower than that expected by general advertising industry standards, it is markedly higher than the 33 percent observed for the 2007 Healthy Eating TV ad and higher than has typically been observed for Government of Canada television advertising. Thus, it appears that the current ad has done a relatively good job of standing out among the myriad ads related to food and healthier eating.
- The TV ad appears to have been effective at communicating messages about healthy eating. Two messages predominate: about four in ten (41%) mention reading nutrition labels or ingredients to make better choices, while a slightly smaller proportion (36%) mention eating a balanced/healthy diet. Teaching children to eat healthy is a secondary message. Message recall among parents is virtually identical to that among Canadians in general.
- There is relatively low awareness that the TV ad was produced by the federal government. While past federal government ad campaigns evaluated by Environics have achieved half or more of ad recallers who link the advertising with the Government of Canada, less than three in ten (27%) among the general population of Canadians recalling the Healthy Eating TV ad make this association. Among parents, the figure is somewhat higher, at 37 percent.
- Seventeen percent of ad recallers in the general population report having done something as a result of seeing the TV ad, which translates to eight percent of the total population. These proportions are similar among parents. This level of impact on peoples' behaviour is fairly typical for government advertising campaigns analyzed by Environics in the past, but can be considered strong in the current context (a large volume of other advertising related to healthy eating with many messages, some of which are conflicting). Among the small group of Canadians who report having taken action, the vast majority say that action involves checking nutrition labels (51%) and/or make healthier food choices (40%).

HEALTHY EATING WEB BANNER ADS

- One in twenty Canadians (5%) and a similar proportion of parents (6%) recall seeing the Healthy Eating web banner ads based on a description. This level of recall for web banner advertising is fairly typical within the general population, based on previous research conducted by Environics.

- Among those recalling the web banner ads, one message predominates: eat a healthy/balanced diet. This message is mentioned by about half (48%) of those recalling the ads, with one in five (20%) mentioning a message related to reading nutrition labels/ingredients to make better choices. Findings among parents are similar.
- There is good awareness among the small group of parents recalling the Healthy Eating web banner ads that they were produced by the federal government (42%); the corresponding proportion among the general population is only 17 percent. However, it should be noted that the small subsample size among parents limits the reliability of this estimate.
- More than one-third (37%) of those in the general population who recall the Healthy Eating web banner ads indicate that they did (or may have done) something in response to the ads. This is a higher proportion than has typically been achieved by other federal government advertising, based on Environics' past experience (not enough banner ads have been evaluated to allow for a direct comparison to other government web campaigns). Thus, although the low recall for the banner ads limits their overall impact on the general population (since the proportion claiming action translates to only two percent of all Canadians), the ads appear to have had better-than-average success at generating action once they caught people's attention. Proportions are similar among parents (33% of those recalling the ads, or 2% of parents as a whole).

HEALTHY EATING COUPON CLIPPER FLYER AD

- More than one in ten Canadians (12%) and a similar proportion of parents (9%) recall seeing the Healthy Eating ad in the coupon clipper flyer, based on a description.
- Those who recall the coupon clipper ad most often cite messages related to eating a healthy/balanced diet (43%), reading nutrition labels/ingredients to make better choices (30%) and teaching children to eat healthy/setting a good example for children (22%). These messages also predominate among parents.
- About one-quarter of Canadians (23%) aware of the Healthy Eating coupon clipper ad name the federal government as the sponsor. Awareness of federal government sponsorship of the ad is not significantly higher among parents.
- One-third (34%) among the general population aware of the coupon clipper ad indicate that they did (or may have done) something in response. As with the banner ads, this proportion is higher than Environics has observed for other federal government advertising (this type of advertising

has not been used often enough by the government to allow for direct comparison to other flyer ad campaigns). However, this translates to only four percent of all Canadians, due to the level of ad recall. (It is important to bear in mind in interpreting the level of recall that the ad only appeared as a one-day insertion in some eight million newspapers.) Among parents, the proportions are similar: 37 percent of those recalling the ad (or 3% of the target group as a whole) indicate having done something in response.

HEALTHY EATING SUPERMARKET TEAR-OFF COUPON

- Just under one in ten Canadians (7%) and a similar proportion of parents (10%) recall seeing the Healthy Eating tear-off coupon in supermarkets based on a description, a level of recall similar to that seen for the web banner ads.
- Among those recalling the supermarket coupon, messages of eating a healthy/balanced diet (40%) and reading nutrition labels/ingredients to make better choices (33%) are most commonly mentioned. Findings among parents are similar.
- Only 17 percent of Canadians (and about one-quarter of parents) who recall seeing the supermarket coupon identify the Government of Canada as the sponsor
- The lower level of recall for the supermarket coupon (compared to the TV ad) means that it had a more limited impact on people's actions in the broad sense. Despite the fact that a high proportion (30%) of those in the general population who recall the ad indicate that they did (or may have done) something in response, this translates to only two percent of all Canadians. (Again, the distribution must be considered when interpreting these data – the tear-off coupon only appeared in grocery stores in metropolitan areas only.) Proportions are similar among parents (33% of those recalling the ads, or 2% of parents as a whole.)

HEALTHY EATING CAMPAIGN – SUMMARY

- Just over half of Canadians (53%) recall at least one element of the 2008 Healthy Eating campaign, with the same level of campaign recall seen among the target audience of parents of 2-12 year olds. Overall, one in ten Canadians (and an equal proportion of parents) report having taken some sort of action in response to at least one element of the 2008 Healthy Eating campaign. It is particularly notable that the non-TV components of the campaign (i.e., web banner ads, flyer ad) elicited a higher-than-average level of action. As well, recall of main messages was consistent with the intended key messages conveyed in the campaign materials.

RATINGS FOR THE FEDERAL GOVERNMENT

- Canadians are moderately positive about the federal government’s performance on issues of promoting healthy eating. Close to half (47%) give positive ratings, compared with only two in ten (20%) who give negative ratings. Parents of 2-12 year olds are more positive than Canadians generally regarding the federal government’s performance in promoting healthy eating: more than half (53%) give the government a positive assessment in this area, while only 19 percent give a negative one.

USE OF NUTRITION INFORMATION ON FOOD PACKAGING

- Some seven in ten (72%) Canadians say they usually look at nutrition information provided on food packaging when they shop for food. This proportion rises to 77 percent among parents of children 2-12 years of age. Those with aided awareness of the 2008 Healthy Eating TV ad are more likely to indicate commonly using package nutrition information, although a causal relationship cannot be inferred from this.
- Those who do not usually look at package nutrition information most often cite a lack of time or interest (21%) or the perception that they already know which foods are healthy or unhealthy (17%). Findings are similar among parents, except that this group is relatively more likely to cite their existing knowledge of which foods are healthy and unhealthy (23%) as a reason for not using package nutrition information more often.
- Canadians who generally make use of package nutrition information when grocery shopping tend to look **first** for total fat content (23%), number of calories (16%) or sugar content (12%). Parents are primarily interested in the same information as Canadians generally. A wide variety of types of nutrition information are mentioned as secondary interests, most notably sodium content (mentioned by 29%), sugar content (26%) and fibre content (16%).
- More than four in ten Canadians (44%) say they always or almost always refer to the Nutrition Facts table on the product package when they are purchasing food products. Only two in ten (21%) rarely or never refer to this information. Parents are somewhat more likely to refer to the Nutrition Facts table at least occasionally.
- Eight in ten (79%) Canadians who use Nutrition Facts tables indicate that they use them to compare food products at least sometimes. This amounts to 71 percent of the general

population. A similar proportion of parents use the Nutrition Facts table information in this way (81% of those who use the Nutrition Facts table, or 76% of all parents).

- The types of information from Nutrition Facts tables used to compare products are very similar to the types of information of primary interest found on product packaging generally, with total fat content (35%), number of calories (28%), sugar content (23%) and sodium content (19%) most frequently mentioned. Findings are similar among parents.
- Overall, two-thirds of Canadians (68%) use nutrition claims found on food product packages (such as “low fat”, “high in fibre” and “good source of calcium”) to help them decide to purchase a given food product at least sometimes. Most Canadians find these claims to be believable, with eight in ten (81%) believing them at least sometimes and almost one-quarter (23%) always or almost always believing them. Usage of these nutrition claims and perceptions regarding their credibility are very similar among parents.
- Just under six in ten (58%) Canadians indicate having noticed nutrition-related graphics (such as symbols, logos or banners on the front of food product packaging. The proportion is similar among parents. Overall, almost nine in ten Canadians (88%) who make use of health claims on product packages find these nutrition-related graphics to be credible at least sometimes, with more than one-quarter (27%) always or almost always believing them. Perceptions among parents are similar.
- Over half of Canadians either cannot name a method of receiving nutrition information about food products that would be effective for them (17%) or indicate that no such method exists (37%). The only methods named by more than five percent of Canadians are the Internet (12%), on the package itself (9%) and the media (8%). Findings are similar among parents.

Conclusions

Based on the findings of this research, the following conclusions can be reached:

- There is moderate awareness of the 2008 Healthy Eating campaign among the general Canadian population and the target audience of parents of children aged two to 12. However, it is difficult to confirm that the advertising has been *internalized*. That said, it may be unreasonable to expect that one campaign (which included only one 30-second television ad) would make a substantial top-of-mind impact, given the sheer quantity of advertising related to food and healthier eating currently running. With this in mind, overall aided awareness of the campaign as a whole is fairly

strong, with just over half of Canadians (and an equal proportion of parents of 2-12 year olds) aware of at least one element of the campaign.

- However, the campaign ads recalled are not generally associated with the Government of Canada, and those recalling the ads do not generally report visiting the healthycanadians.ca web site as a result – one of the key elements of the campaign’s call to action. It is possible that the educational nature of most campaign components may have, to some degree, reduced the need for people to take steps to obtain more information.
- Although the TV ad was the best-recalled, with almost half of Canadians (and parents) recalling this ad on an aided basis, Canadians aware of any of the Healthy Eating ads are much more likely to indicate having taken action based on the non-TV ads than the TV ad (and, in fact, the level of response to the non-TV ads is higher than usual for government ads of this type). The higher level of response to non-TV ads is likely due to the fact that the non-TV ads are less “passive” in nature than a television ad and those that recall these ads may have already performed some action in relation to them, such as tearing off the supermarket coupon.
- In terms of awareness and usage of nutrition information on food product packaging, it appears that most Canadians refer to this information and that parents of children aged 2-12 are even more likely to do so. Fat content and number of calories are key information elements among those who look at package nutrition information.
- More than six in ten Canadians make frequent reference to the Nutrition Facts table when choosing food products and some seven in ten Canadians use them to compare food products. Canadians (including parents) tend to find all types of nutrition information found on food packages (whether nutrition claims or other nutrition-related graphics) to be equally credible, with about half saying they believe these claims or graphics most of the time.

Environics Research Group

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

RÉSUMÉ DU RAPPORT

Renseignements généraux et objectifs

Santé Canada a commandé une recherche sur l'opinion publique, afin d'évaluer l'efficacité de la campagne publicitaire pour une alimentation saine au chapitre du rappel et de l'incidence sur les connaissances, les attitudes et les habitudes. La campagne comprenait une publicité télévisée qui a été diffusée au cours des mois de janvier à mars 2008 et qui visait à encourager de saines habitudes alimentaires et l'utilisation des tableaux de la valeur nutritive qui sont affichés sur les emballages des produits alimentaires (aliments préemballés). La campagne comprenait également des bandeaux publicitaires sur Internet, une publicité dans un dépliant de coupons², ainsi qu'une feuille détachable affichée dans les supermarchés. Cette recherche réalisée par Environics Research Group, a fait appel à l'outil d'évaluation des campagnes publicitaires (OECP) qui a été conçu par le gouvernement du Canada en tant qu'outil de mesure normalisé pour évaluer l'efficacité des campagnes publicitaires du gouvernement fédéral.

Par la même occasion, Santé Canada cherchait à mieux comprendre de quelle façon les Canadiens (y compris les parents d'enfants âgés de 2 à 12 ans) utilisent l'information nutritionnelle affichée sur l'emballage des produits alimentaires et, en particulier, le tableau de la valeur nutritive.

Les objectifs de cette recherche peuvent être scindés en deux catégories distinctes :

ÉVALUATIONS DE LA CAMPAGNE PUBLICITAIRE

- Mesurer le rappel (spontané et assisté) des composantes de la Campagne pour une alimentation saine de 2008;
- Évaluer le niveau de sensibilisation aux messages présentés dans la publicité et à la connaissance de l'auteur des publicités;
- Déterminer si le public a posé quelque geste que ce soit en réponse à la campagne; et
- Évaluer si la campagne a débouché sur des changements d'habitudes ou l'intention de modifier les habitudes.

² Une publicité dans un dépliant de coupons qui est distribué dans les quotidiens.

UTILISATION DE L'INFORMATION NUTRITIONNELLE QUI EST AFFICHÉE SUR LES EMBALLAGES DE PRODUITS ALIMENTAIRES

- Évaluer si les Canadiens utilisent l'information nutritionnelle qui est affichée sur les emballages des produits alimentaires et, si oui, quels sont les types de renseignements qu'ils recherchent en particulier;
- Évaluer la connaissance et l'utilisation des tableaux de la valeur nutritive affichés sur les emballages des produits alimentaires, ainsi que les types de renseignements sur les nutriments présentés dans ces tableaux qui ont le plus d'importance;
- Déterminer si l'information présentée dans les tableaux de la valeur nutritive sert à établir des comparaisons entre des produits et si tel est le cas, de quelle façon; et
- Évaluer le niveau de sensibilisation et la crédibilité perçue à l'égard d'autres types d'affirmations sur la valeur nutritive et d'éléments graphiques qui figurent sur les emballages de produits alimentaires.

Méthodologie

Ce rapport est fondé sur un sondage national par téléphone qui a été réalisé entre le 20 et le 30 mars 2008, auprès d'un échantillon représentatif de 1 003 Canadiens âgés de 18 ans et plus. De surcroît, un suréchantillon de parents d'enfants âgés de 2-12 ans a aussi été sondé au cours de la même période, pour un total de 502 entrevues avec ce public cible. La marge d'erreur pour un échantillon de 1 003 répondants est de plus ou moins 3,1 points de pourcentage et la marge d'erreur pour l'échantillon des parents est de plus ou moins 4,4 points de pourcentage (les deux au niveau de confiance de 95 %). Une description plus détaillée de la méthodologie utilisée dans la réalisation de cette étude est présentée en annexe à ce rapport.

Résultats clés

Les points suivants présentent les résultats clés pour l'évaluation de la publicité, ainsi que pour les questions se rapportant à l'utilisation de l'information nutritionnelle.

PUBLICITÉ TÉLÉVISÉE POUR UNE ALIMENTATION SAINE

- La Campagne pour une alimentation saine a atteint un fort niveau de rappel spontané, avec les trois quarts (74 %) des Canadiens affirmant qu'ils ont vu ou peut-être vu une publicité correspondant à cette description. Le niveau de rappel spontané est quelque peu plus faible chez les parents d'enfants âgés de 2-12 ans (65 %).
- La plupart des éléments de contenu de la publicité dont ils se souviennent sont de nature très générale et ils ne permettent pas de confirmer sans l'ombre d'un doute que les répondants ont bel et bien vu la Campagne de 2008 pour une alimentation saine. Cependant, certains éléments sont assez précis pour laisser croire à un rappel probable de la campagne (en prenant en compte le fait de se souvenir correctement du support publicitaire). Dans l'ensemble de la population, cinq pour cent peuvent être classés comme affichant un véritable rappel spontané de la campagne. Pour le groupe cible (les parents d'enfants âgés de 2-12 ans), ce taux s'élève à trois pour cent.
- Même si le niveau de rappel *assisté* de la publicité (46 % au sein de la population générale et chez les parents) est quelque peu plus faible que ce qui s'observe normalement dans le secteur de la publicité générale, il est visiblement plus élevé que les 33 p. 100 observés pour la publicité télévisée de la Campagne pour une alimentation saine de 2007 et que ce qui s'observe habituellement pour les campagnes publicitaires à la télévision du gouvernement du Canada. Par conséquent, tout indique que la présente publicité a réussi relativement bien à se démarquer de la myriade de publicités se rapportant aux aliments et à une alimentation plus saine.
- L'annonce télévisée semble avoir réussi assez efficacement à communiquer des messages au sujet de la saine alimentation. Deux messages sont mentionnés de façon prédominante : environ quatre sur dix (41 %) mentionnent lire l'étiquetage nutritionnel ou les ingrédients afin de faire de meilleurs choix, alors qu'une proportion légèrement plus faible (36 %) mentionne avoir un régime alimentaire équilibré/sain. Enseigner aux enfants à s'alimenter sainement est un message secondaire. Le taux rappel des messages chez les parents est pratiquement identique à celui observé chez les Canadiens en général.
- Le niveau de sensibilisation au fait que la publicité télévisée ait été produite par le gouvernement fédéral est relativement faible. Alors que des campagnes publicitaires antérieures du gouvernement fédéral évaluées par Environics ont atteint un niveau où la moitié de ceux qui se souvenaient de la publicité établissaient un lien entre l'annonce et le gouvernement du Canada, moins de trois sur dix (27 %) Canadiens, au sein de la population générale, se souvenant de l'annonce télévisée sur une alimentation saine font cette association. Chez les parents, la proportion est quelque peu plus élevée, soit 37 p. 100.

- Dix-sept 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 huit pour cent de la population totale. Ces proportions sont semblables chez les parents. Ce niveau d'impact sur les gestes posés par les gens est passablement comparable à ce qui a déjà été observé dans des campagnes publicitaires du gouvernement analysées par Environics dans le passé, mais il peut être jugé fort dans le présent contexte (où il existe un grand nombre d'autres publicités se rapportant à une alimentation saine et présentant une foule de messages, dont certains sont contradictoires). Au sein du petit groupe de Canadiens qui rapportent avoir posé un geste, la vaste majorité affirme que le geste posé consiste à avoir examiné les étiquettes nutritionnelles (51 %) et/ou avoir fait des choix alimentaires plus sains (40 %).

BANDEAUX PUBLICITAIRES SUR INTERNET POUR UNE ALIMENTATION SAINE

- Un Canadien sur vingt (5 %) et une proportion semblable de parents (6 %) se souviennent d'avoir vu le bandeau publicitaire sur Internet pour une alimentation saine à partir d'une description. Au sein de la population générale, ce niveau de rappel pour une publicité sur bandeau publicitaire sur Internet se compare aux niveaux observés lors de recherches antérieures réalisées par Environics.
- Chez ceux qui se souviennent des publicités sur bandeaux publicitaires sur Internet, un message est prédominant : avoir un régime alimentaire équilibré/sain. Ce message est mentionné par environ la moitié (48 %) de ceux qui se souviennent des publicités, avec un sur cinq (20 %) mentionnant un message se rapportant à la lecture des étiquettes nutritionnelles/des ingrédients afin de faire des choix plus sains. Des résultats semblables sont observés chez les parents.
- Au sein du petit groupe de parents qui se souviennent des bandeaux publicitaires sur Internet pour une alimentation saine, on retrouve un bon niveau de sensibilisation au fait qu'ils sont réalisés par le gouvernement fédéral (42 %); la proportion correspondante au sein de la population générale n'est que de 17 p. 100. Cependant, il faut noter que la petite taille de ce sous-échantillon chez les parents a pour effet de réduire la fiabilité de cette estimation.
- Plus du tiers (37 %) des membres de la population générale qui se souviennent des bandeaux publicitaires sur Internet pour une alimentation saine mentionnent avoir fait quelque chose (ou avoir peut-être fait quelque chose) en réponse aux publicités. Cette proportion est plus élevée que se qui s'observe habituellement dans d'autres campagnes publicitaires du gouvernement

fédéral, selon des résultats antérieurs observés par Environics (le nombre de bandeaux publicitaires qui ont été évalués est toutefois trop faible pour permettre d'établir une comparaison directe avec d'autres campagnes sur Internet du gouvernement). Par conséquent, même si le faible niveau de rappel des bandeaux publicitaires limite leur incidence globale au sein de la population générale (puisque la proportion soutenant avoir posé un geste se ramène à seulement 2 % des Canadiens), les publicités semblent réussir plus souvent qu'à la moyenne à susciter des gestes une fois qu'elles ont capté l'attention des gens. Les proportions sont semblables chez les parents (33 % de ceux qui se souviennent des publicités, soit 2 % de l'ensemble des parents).

PUBLICITÉ POUR UNE ALIMENTATION SAINNE DANS UN DÉPLIANT DE COUPONS

- Plus d'un Canadien sur dix (12 %) et une proportion analogue de parents (9 %) se souviennent d'avoir vu la publicité pour une alimentation saine dans un dépliant de coupons, à partir d'une description.
- Ceux qui se souviennent de la publicité dans un dépliant de coupons citent le plus souvent des messages se rapportant au fait d'avoir un régime alimentaire sain/équilibré (43 %), de lire les étiquettes nutritionnelles/ingrédients pour faire de meilleurs choix (30 %) et d'enseigner aux enfants à s'alimenter sainement/de donner le bon exemple aux enfants (22 %). Ces messages sont aussi prédominants chez les parents.
- Environ le quart des Canadiens (23 %) qui ont vu la publicité pour une alimentation saine dans un dépliant de coupons identifient le gouvernement fédéral comme en étant le commanditaire. Le niveau de sensibilisation à la commandite de cette publicité par le gouvernement fédéral n'est guère plus élevé chez les parents.
- Le tiers (34 %) des membres de la population générale qui sont au courant de la publicité affichée dans un dépliant de coupons mentionnent qu'ils ont (ou ont peut-être) fait quelque chose en réponse à cette publicité. Comme cela a été mentionné pour le bandeau publicitaire, cette proportion est plus élevée que ce qu'Environics a observé pour d'autres publicités du gouvernement fédéral (ce type de publicité n'a toutefois pas été utilisé suffisamment par le gouvernement pour permettre d'établir des comparaisons directes avec d'autres campagnes publicitaires dans des dépliants de coupons). Cependant, en raison du faible taux de rappel, cela ne représente que quatre pour cent de tous les Canadiens. (Dans l'interprétation du niveau de rappel, il est important de ne pas oublier que l'annonce n'a paru que dans un seul encart quotidien distribué dans huit millions de journaux.) Chez les parents, les proportions sont

semblables : 37 p. 100 de ceux qui se souviennent de la publicité (soit 3 % des membres de l'ensemble de ce groupe cible) mentionnent avoir fait quelque chose en réponse à cette annonce.

FEUILLE DÉTACHABLE POUR UNE ALIMENTATION SAINÉ AU SUPERMARCHÉ

- Un peu moins d'un Canadien sur dix (7 %) et une proportion semblable de parents (10 %) se souviennent d'avoir vu la feuille détachable pour une alimentation saine au supermarché, à partir d'une description, soit un niveau de rappel semblable à celui observé pour les bandeaux publicitaires sur Internet.
- Chez ceux qui se souviennent de la feuille détachable au supermarché, les messages sur le fait d'avoir un régime alimentaire sain/équilibré (40 %) et de lire les étiquettes nutritionnelles/ingrédients pour faire de meilleurs choix (33 %) sont ceux qui sont mentionnés le plus souvent. Des résultats semblables sont observés chez les parents.
- Seulement 17 p. 100 des Canadiens (et environ le quart des parents) qui se souviennent d'avoir vu la feuille détachable au supermarché identifient le gouvernement du Canada en tant que commanditaire.
- Le plus faible niveau de rappel pour la feuille détachable au supermarché (comparativement à la publicité télévisée) signifie qu'elle a généralement eu une plus faible incidence sur les gestes posés par les gens. Malgré le fait qu'une forte proportion (30 %) des membres de la population générale qui se souviennent de la publicité indiquent avoir (ou avoir peut-être) fait quelque chose en réponse à l'annonce, cela ne correspond qu'à deux pour cent de l'ensemble des Canadiens. (Une fois de plus, il faut tenir compte de la distribution dans l'interprétation de ces données - la feuille détachable a seulement été affichée dans les épiceries situées dans les régions métropolitaines.) Les proportions sont semblables chez les parents (33 % de ceux qui se souviennent de la publicité, soit 2 % de l'ensemble des parents.)

CAMPAGNE POUR UNE ALIMENTATION SAINÉ – EN RÉSUMÉ

- Un peu plus de la moitié des Canadiens (53 %) se souviennent d'au moins une composante de la Campagne pour une alimentation saine de 2008; le même niveau de rappel de la campagne s'observe chez les parents d'enfants âgés de 2-12 ans. Dans l'ensemble, un Canadien sur dix (et une proportion égale de parents) rapporte avoir fait quelque chose en réponse à au moins une composante de la Campagne pour une alimentation saine de 2008. Il est tout particulièrement notable que les composantes non télévisuelles de la campagne (c.-à-d. les bandeaux publicitaires

sur Internet, la publicité dans le dépliant) aient suscité des gestes dans des proportions plus grandes que la moyenne. En outre, le rappel des messages principaux correspond bien aux messages clés communiqués par les documents de la campagne.

COTES DU GOUVERNEMENT FÉDÉRAL

- Les Canadiens sont modérément positifs à l'égard de la performance du gouvernement fédéral dans le dossier de la promotion d'une alimentation saine. Près de la moitié (47 %) donnent des cotes positives, comparativement à seulement deux sur dix (20 %) qui donnent des cotes négatives. Les parents d'enfants âgés de 2-12 ans sont plus positifs que les Canadiens en général à l'égard de la performance du gouvernement fédéral dans le dossier de la promotion d'une alimentation saine : plus de la moitié (53 %) donne une évaluation positive du rendement du gouvernement dans ce dossier, alors que seulement 19 p. 100 lui donnent une cote négative.

UTILISATION DE L'INFORMATION QUI FIGURE SUR L'EMBALLAGE DES ALIMENTS

- Quelque sept Canadiens sur dix (72 %) affirment qu'ils regardent habituellement l'information nutritionnelle qui est présentée sur l'emballage lorsqu'ils achètent des aliments. Cette proportion grimpe à 77 p. 100 chez les parents d'enfants âgés de 2-12 ans. Ceux qui affichent un rappel assisté de la publicité télévisée de la Campagne pour une alimentation saine de 2008 ont plus tendance à dire qu'ils utilisent l'information nutritionnelle sur les emballages, mais il est toutefois impossible d'en déduire un lien de causalité.
- Ceux qui ne regardent pas habituellement l'information nutritionnelle présentée sur l'emballage le justifient le plus souvent par le manque de temps ou d'intérêt (21 %) ou par la perception de déjà savoir quels aliments sont sains ou malsains (17 %). Ces résultats sont semblables chez les parents, sauf que ces derniers ont relativement plus tendance à mentionner qu'ils possèdent des connaissances préalables sur les aliments qui sont sains ou malsains (23 %) pour expliquer pourquoi ils ne regardent pas plus souvent l'information nutritionnelle présentée sur l'emballage.
- Les Canadiens qui utilisent habituellement l'information nutritionnelle présentée sur l'emballage quand ils font l'épicerie cherchent **d'abord** à repérer le contenu en lipides total (23 %), le nombre de calories (16 %) ou le contenu en sucre (12 %). Les parents sont essentiellement intéressés par les mêmes renseignements que ceux qui intéressent les Canadiens en général. Une vaste diversité de types d'information nutritionnelle sont mentionnés comme ayant un intérêt secondaire, les plus notables étant le contenu en sodium (mentionné par 29 %), le contenu en sucre (26 %) et le contenu en fibre (16 %).

- Plus de quatre Canadiens sur dix (44 %) affirment consulter toujours ou presque, le tableau de la valeur nutritive qui est affiché sur l'emballage quand ils achètent des produits alimentaires. Seulement deux sur dix (21 %) consultent rarement ou jamais cette information. Les parents ont quelque peu plus tendance à consulter le tableau de la valeur nutritive au moins à l'occasion.
- Huit Canadiens sur dix (79 %) qui consultent les tableaux de la valeur nutritive mentionnent qu'ils les consultent au moins parfois pour comparer différents produits. Cela correspond à 71 p. 100 de la population générale. Une proportion analogue de parents consulte les tableaux de la valeur nutritive de cette façon (81 % de ceux qui consultent le tableau de la valeur nutritive, soit 76 % des parents).
- Les types de renseignements provenant des tableaux de la valeur nutritive qu'ils regardent le plus souvent pour comparer différents produits sont très semblables aux types de renseignements qu'ils cherchent habituellement à repérer d'abord sur l'emballage des aliments; le contenu en lipides total (35 %), le nombre de calories (28 %), le contenu en sucre (23 %) et le contenu en sodium (19 %) sont mentionnés le plus souvent. Des résultats semblables sont observés chez les parents.
- Dans l'ensemble, les deux tiers des Canadiens (68 %) utilisent au moins parfois les affirmations au sujet de la valeur nutritive présentées sur l'emballage des aliments (des affirmations telles que « faible teneur en gras, » « bonne source de fibre » et « bonne source de calcium ») pour les aider à décider d'acheter ou non un produit alimentaire en particulier. La plupart des Canadiens jugent que ces affirmations sont crédibles, avec huit sur dix (81 %) croyant qu'elles sont au moins parfois crédibles et presque le quart d'entre eux (23 %) croyant qu'elles sont toujours ou presque toujours crédibles. L'utilisation faite de ces affirmations au sujet de la valeur nutritive et les perceptions relatives à leur crédibilité sont très semblables chez les parents.
- Un peu moins de six Canadiens sur dix (58 %) affirment avoir remarqué la présence d'éléments graphiques se rapportant à la valeur nutritive (tels des symboles, des logos ou des bannières) sur le devant de l'emballage des produits alimentaires. Cette proportion est semblable chez les parents. Dans l'ensemble, près de neuf sur dix (88 %) des Canadiens qui utilisent les affirmations en matière de santé qui sont affichées sur les emballages des produits jugent que ces éléments graphiques se rapportant à la valeur nutritive sont au moins parfois crédibles, avec plus du quart d'entre eux (27 %) qui les croient toujours ou presque toujours crédibles. Ces perceptions sont semblables chez les parents.

- Plus de la moitié des parents sont soit incapables de nommer une méthode permettant de recevoir de l'information sur la valeur nutritive des produits alimentaires qui serait efficace pour eux (17 %) ou ils affirment qu'une telle méthode n'existe pas (37 %). Les seules méthodes nommées par plus de cinq pour cent des Canadiens sont Internet (12 %), l'emballage proprement dit (9 %) et les médias (8 %). Les résultats sont semblables chez les parents.

Conclusions

Les résultats de cette recherche débouchent sur les conclusions suivantes :

- Il existe un niveau modéré de sensibilisation à la Campagne pour une alimentation saine de 2008 au sein de la population générale des Canadiens et du groupe cible des parents d'enfants âgés de 2-12 ans. Cependant, il est difficile de confirmer que la publicité a été intériorisée. Cela étant dit, il n'est peut-être pas raisonnable de s'attendre à ce qu'une campagne (qui ne comprenait qu'une seule publicité télévisée de 30 secondes) ait une forte incidence sur les perceptions, compte tenu de la vaste quantité de publicité se rapportant aux aliments et à une alimentation saine qui est diffusée. Sans perdre de vue ces facteurs, le niveau de rappel assisté de la campagne dans son ensemble est passablement élevé, avec un peu plus de la moitié des Canadiens (et une proportion égale de parents d'enfants âgés de 2-12 ans) qui connaissent au moins une des composantes de la campagne.
- Cependant, les publicités de la campagne dont les Canadiens se souviennent ne sont généralement pas associées au gouvernement du Canada et ceux qui se souviennent des publicités ne rapportent habituellement pas avoir visité le site Web « canadiensensante.ca » en réponse à cette annonce – soit un des éléments clés de l'incitation à poser un geste qui est présentée dans la campagne. Il est possible que la nature éducative de la plupart des composantes de la campagne ait réduit, dans une certaine mesure, le besoin de poser des gestes visant à obtenir davantage d'information.
- Même si la publicité télévisée a été celle dont on se souvient le plus, avec près de la moitié des Canadiens (et des parents) affirmant se souvenir de cette annonce avec des suggestions (rappel assisté), les Canadiens qui connaissent l'une ou l'autre des publicités pour une alimentation saine ont beaucoup plus tendance à mentionner qu'ils ont posé un geste en réponse aux publicités non télévisées plutôt qu'à la publicité télévisée (et, de fait, le niveau de réponse aux publicités non télévisées est plus élevé que la moyenne pour ces publicités du gouvernement de ce type). Le niveau de réponse plus élevé pour les publicités non télévisées est probablement attribuable au fait que les publicités non télévisées sont de nature moins « passive » qu'une publicité télévisée et

que ceux qui se souviennent de ces publicités ont peut-être déjà posé un geste quelconque en réponse à ces dernières, notamment prendre un exemplaire de la feuille détachable au supermarché.

- En ce qui a trait à la sensibilisation et à l'utilisation de l'information nutritionnelle qui figure sur l'emballage des produits alimentaires, il semble que la plupart des Canadiens consultent ces renseignements et que les parents d'enfants âgés de 2-12 ans sont encore plus enclins à le faire. Le contenu en lipides et le nombre de calories sont des éléments d'information clés chez ceux qui consultent l'information sur la valeur nutritive qui est présentée sur l'emballage.
- Plus de six Canadiens sur dix consultent souvent le tableau de la valeur nutritive quand ils choisissent des produits alimentaires et quelque sept Canadiens sur dix les utilisent pour comparer des produits alimentaires. Les Canadiens (y compris les parents) ont tendance à juger également crédibles tous les types d'information sur la valeur nutritive qu'ils retrouvent sur les emballages de produits alimentaires (qu'il s'agisse d'affirmations sur la valeur nutritive ou d'autres éléments graphiques se rapportant à la valeur nutritive), avec la moitié affirmant croire ces affirmations ou ces éléments graphiques la plupart du temps.

Environics Research Group

Numéro du contrat : H1011-070045-001/CY

Date du contrat : 2008-03-11

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

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Appendices

- A: Questionnaires (English and French)
- B: Detailed banner tables (under separate cover)

INTRODUCTION

Each year in Canada, more than 75 percent of deaths result from four groups of non-communicable diseases: cardiovascular, some forms of cancer, diabetes and osteoporosis. A poor quality diet is one preventable risk factor that is common to all of these diseases. To help address this issue, Health Canada recently updated and expanded Canada's Food Guide and included recommendations on daily physical activity and nutrition labelling.

Health Canada's nutrition labelling program became mandatory for food packaging in 2005. Nutrition labels provide consumers with consistent, comparable information on the products they consume, and an understanding of nutrition labels enables Canadians to follow the healthy eating recommendations set out in Canada's Food Guide.

In early 2007, Health Canada launched a Healthy Eating ad promoting the availability of the revised Canada's Food Guide. The 2008 campaign extends this message, focussing on using nutrition information on food labels to make healthy choices. This campaign began airing in January 2008 and continued until the end of March. As with all federal government advertising campaigns, a post-campaign evaluation is required to test for recall and effectiveness.

Health Canada commissioned Environics Research Group to conduct public opinion research to conduct the post-campaign evaluation, as well as to examine the awareness and usage of nutrition information (including the Nutrition Facts table) included on product packaging. As with the 2007 Healthy Eating campaign, parents of young children aged 2-12 are of particular interest in this assessment. 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 campaign – unaided recall

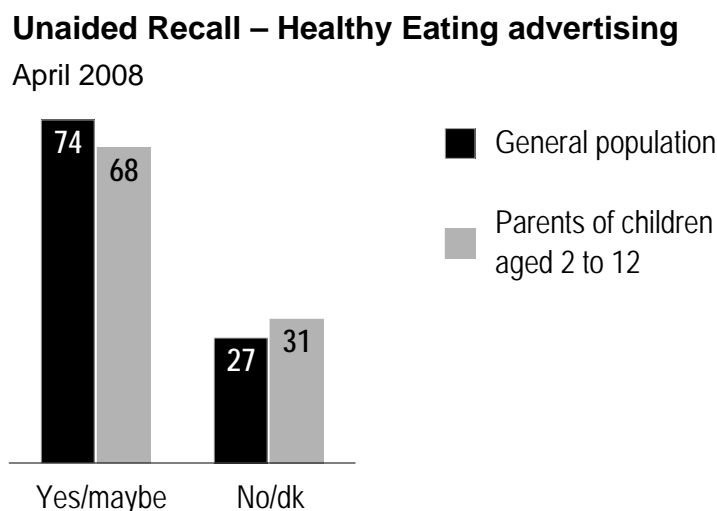
A key objective of the 2008 Healthy Eating Post-campaign evaluation was to assess recall (both unaided and aided) of the 2008 Healthy Eating campaign and its components (a TV ad, web banner ads, an ad in a coupon clipper flyer and a supermarket tear-sheet), as well as actions taken in response to the campaign.

UNAIDED AND CONTENT RECALL

Three-quarters of Canadians, and two-thirds of parents, claim to have seen recent advertising on healthy eating. However, no more than one in twenty among either group recalls any content that confirms they have specifically seen ads from the Health Canada campaign, which may be related to the proliferation of this type of advertising.

Unaided recall. To begin the survey, Canadians were asked whether they had seen, heard or read any advertising about healthy eating over the past few weeks or so. Three-quarters (74%) of Canadians say that they have seen or may have seen advertising that fits this description. This represents a quite strong level of ‘unaided recall.’ The level of unaided recall is somewhat lower among parents of children aged two to 12 (68%).

Unaided recall of healthy eating advertising is higher in the Prairies (80%) and lower in Quebec (66%). Unaided recall is also higher among women (79%), those who always or almost always use the Nutrition Facts table (80%) and those who must take a household member’s medical condition into account when grocery shopping (80%). Unaided recall is lower among men (67%), those with less than high school graduation (56%) and those with annual household incomes under \$30,000 (63%).



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 can describe the advertising in their own words and thus can be said to have *internalized* it to some degree. This is considered a prerequisite for the advertising to have an impact on people's attitudes and, thus, their behaviour. 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 emphasis on fruits, vegetables and healthy eating alternatives (22%). The only other element recalled by more than 10% of the general population was the idea of promoting healthy diet and exercise (11%). Parents of children aged two to 12 are slightly more likely to mention the emphasis on fruits, vegetables and healthy eating alternatives (27%).

Content recall – healthy eating advertising

April 2008

	General Population (n=746)	Parents (n=349)
Emphasis on fruits/vegetables/healthy alternatives	22	27
Saw it in the media	15	15
Promotes healthy diet/exercise/Challenge 530	11	13
Net: correct recall	8	7
Healthy eating/making right food choices	5	5
Nutrition labels	1	1
Mother and daughter in supermarket/shopping	1	1
Calorie amounts/portion sizes on package	1	-
Internet ad – healthy eating program	*	*
Magazine ad – healthy eating program	*	-
Health effects of certain food items/ingredients	8	3
Updated food guide/image/portions (general)	6	7
Avoid sugar/sodium/trans fat/fatty foods	6	3
Newspaper health feature/book/magazine	5	5
Healthy eating/making the right food choices (general)	5	5
Weight loss related/dieting	4	1
Disease/illness related diet (ie. Heart disease, diabetes)	3	2
Targets obesity/childhood obesity	2	2
Pictures of food groups	2	3
Other	15	14
None/nothing	4	6
DK/NA	18	15

Subsample: Those with unaided recall of recent healthy eating advertising

Most of the recollections of advertising content are very general in nature and do not confirm without a doubt that respondents have seen ads from the 2008 Healthy Eating campaign. Of course, given that healthy eating is a common advertising theme generally, it is quite possible that the Healthy Eating ads may not have been sufficiently distinctive from the others on this general subject to be clearly recalled. This will limit the level of “verifiable” recall. That said, a small subset of responses (grouped together under “NET: Correct recall” above) can be considered sufficiently specific as to indicate probable recall of an ad from the Health Eating campaign. Those who mentioned one of these elements AND who also correctly recalled one of the media used (TV, newspaper, store display or Internet) were classified as showing “true” unaided recall of the campaign. For the general population, 5% can be classified as showing true unaided recall. The corresponding figure for the target group (parents of children aged 2-12) is 3%.

Source of recall. When asked where they noticed the healthy eating advertisement they recall, two-thirds (65%) of Canadians (and 61% of parents of 2-12 year olds) say they saw it on television. Although this is one of the media utilized for the Health Eating campaign, television is typically the most frequently-mentioned media in an open-ended question such as the one used here (even if the campaign did not include television in the media mix).

Among the other media used in the Healthy Eating campaign, newspaper was mentioned by 22% of the general population, Internet/website banners by 9% and grocery store displays by 4%. Proportions were similar among parents of 2-12 year olds, although this group was somewhat less likely to mention newspaper (15%)

Where healthy eating advertisement noticed

April 2008

	General Population (n=746)	Parents (n=349)
Television	65	61
Magazines	24	22
Newspaper	22	15
Internet/Website banner	9	8
Radio	6	6
Pamphlet/brochure in the mail	6	8
Outdoor billboards	3	2
School	3	8
Health care facility/professional	2	3
Grocery store	4	5
Other	7	6
DK/NA	2	1

Subsample: Those with unaided recall of recent healthy eating advertising

Healthy Eating TV ad

AIDED RECALL – TV AD

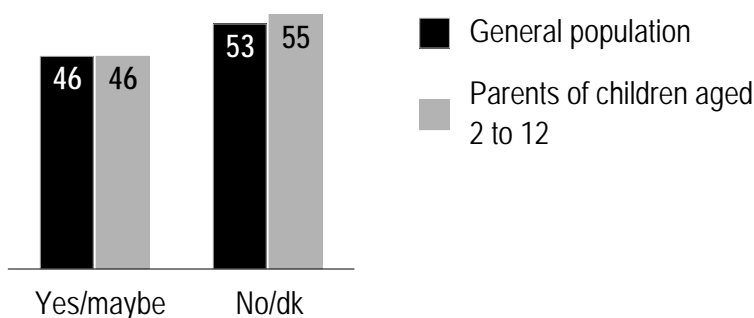
Although aided recall of the 2008 Healthy Eating TV ad is somewhat lower than expected for a TV ad, it is markedly higher than that seen for the 2007 Healthy Eating TV ad. This suggests that the current ad has done a better job of attracting the attention of the target audience.

In addition to evaluating unaided recall of the 2008 Healthy Eating campaign, the survey also measured “aided recall” of the various elements of the campaign. Aided recall refers to recognition of an ad based upon a description. Aided recall is often used as a diagnostic tool to better understand why an ad is not well internalized (i.e., content recall).

More than four in ten (46%) of Canadians say they recall (or may recall) seeing the 2008 Healthy Eating TV ad after being provided with a description (“...shows a mother and daughter shopping together at a supermarket and looking at nutrition labels on food packages”). The same level of recall is observed among the target audience. This level of aided recall is somewhat lower than the expected level for a TV ad according to advertising research standards (the average for aided recall of a TV ad is in the vicinity of 55%). However, aided recall of the recent ad is markedly higher than the 33% observed for the 2007 Healthy Eating TV ad and is higher than the level typically observed for Government of Canada TV advertising. Thus, it appears that the current ad has done a relatively good job of standing out among the myriad ads on the subject of foods and healthier eating.

Aided Recall – Healthy Eating TV ad

April 2008



Aided recall varies within a fairly narrow range across the country, but is higher in the Prairies (55%) than in other regions of the country. Women (53%) were more likely than men (39%) to recognize the ad from the description. In addition, those who have to take a household member’s medical condition into account when grocery shopping (51%) are more likely than those who do not (44%)

to express aided recall of the ad. On the other hand, those with a university degree (41%) are *less* likely to recall the ad on an aided basis than are those with a lower level of education (49%).

ADVERTISING SPONSOR

There is relatively low awareness among Canadians that the 2008 Healthy Eating TV ad was produced by the Government of Canada.

The 2008 Healthy Eating TV ad is not well associated with the federal government. Of Canadians who say they recognize (or may recognize) the ad, more than four in ten (42%) cannot name the ad's sponsor. Just over one-quarter (27%) identify the Government of Canada as the sponsor; this proportion includes eight percent who specifically identify Health Canada. This is much lower level of correct identification than is generally seen in advertising assessments. (Generally, about half of those recalling an ad are able to correctly identify the sponsor or brand). This may be due to the large number of ads related to food and healthier eating, which may create confusion as to the sponsor of a given ad. A small number of ad recallers incorrectly attribute the ads to another source, such as their provincial government (11%) or a private food company (10%). Interestingly, the target population of parents is more likely to correctly identify the ad's sponsor (37%) – this may indicate that the target audience is paying a bit more attention to the ad.

Sponsor – Healthy Eating TV ad

April 2008

	General Population (n=481)	Parents (n=232)
NET Federal government	27	37
Government of Canada (federal government)	19	29
Health Canada	8	9
Provincial government	11	13
Private food company/manufacturer	10	10
Government (unspecified)	3	2
Grocery Store	3	3
Other	4	3
DK/NA	42	32

Subsample: Those with aided recall of Healthy Eating TV ad

The federal government is the most commonly cited sponsor in every region, although residents of Quebec (22%) are somewhat less likely than those in other regions to cite the federal government. Propensity to cite the federal government as the sponsor of the TV ad generally rises with education

and income, reaching 38% among those with annual household incomes of \$60,000 or more. Finally, Canadians 60 years of age and older are much *less* likely (18%) to name the federal government as the ad's sponsor than are younger Canadians (30%).

MESSAGE COMMUNICATION

Canadians who recall the TV ad are most likely to say the main point is about reading nutrition labels/ingredients or eating a healthy, balanced diet. Teaching children to eat healthy is a secondary message.

Two messages predominate when those who have seen (or may have seen) the Healthy Eating TV ad are asked what they think is its main point. About four in ten (41%) mention reading nutrition labels or ingredients to make better choices, while a slightly smaller proportion (36%) mention eating a balanced/healthy diet. Teaching children to eat healthy/parents leading by example (16%) is the only other message mentioned by a sizable proportion of those recalling the TV ad. Message recall among parents of children aged 2-12 is virtually identical to that among Canadians in general.

Message communication – Healthy Eating TV ad

April 2008

	General Population (n=481)	Parents (n=232)
Read nutrition labels/ingredients to make better choices	41	40
Eat healthy/balanced diet	36	37
Teach children to eat healthy/parent lead by example	16	15
Nutrition is important	4	5
Avoid junk food/unhealthy ingredients	4	1
Buy their product	3	1
Be more aware of what you eat	3	3
Live a healthy lifestyle	3	1
Be healthy/make healthy choices (general)	2	4
Other	8	5
DK/NA	8	8

Subsample: Those with aided recall of the Healthy Eating TV ad

There are some regional differences in interpretations of the ad's main message. Quebec is the only region where the message of eating a healthy/balanced diet (39%) is mentioned more frequently than reading nutrition labels/ingredients (20%). Also, Atlantic Canadians (31%) are more likely than those in other regions (15%) to mention teaching children to eat healthy/parents leading by example

as the main message. In fact, this message is mentioned more frequently in Atlantic Canada than is eating a healthy/balanced diet.

CALL TO ACTION

Eight percent of Canadians (and an identical proportion of parents of 2-12 year olds) report taking action as a result of the 2008 Healthy Eating TV ad.

Canadians who recalled seeing the Healthy Eating TV ad were asked if they did anything as a result. Just under one in five (17%, or 8% of all Canadians) indicate that they have (or may have) done something upon seeing the ad. These proportions are virtually identical among parents of 2-12 year olds.

This level of action in response to a government advertising campaign is within the typical range observed by Environics. Given the quantity of advertising related to healthy eating seen and heard by Canadians (and the resultant quantity of messages, many of which are conflicting), it is unlikely that a short period of exposure to a single ad or ad campaign, no matter how compelling, would lead to a lifestyle change or other specific action.

Took action as result of Healthy Eating TV ad

April 2008

	General Population (n=481)	Parents (n=232)
Yes	14	15
No	83	83
Maybe	2	2
DK/NA	1	1

Subsample: Those with aided recall of the Healthy Eating TV ad

Among the group of Canadians who report having taken action in response to seeing the Healthy Eating TV ad, the vast majority say that action involves checking nutrition labels (51%) and/or make healthier food choices (40%). No other specific action was mentioned by more than three percent. Findings are similar among the target audience (parents of 2-12 year olds). Sample size limitations prevent reliable analysis by regional or demographic subgroups.

Actions taken as result of Healthy Eating TV ad

April 2008

	General Population (n=81)	Parents (n=38)
Checked nutrition labels	51	42
Made healthier food choices/avoided junk food	40	37
Continued making healthy choices	3	7
Looked for more information/checked website	-	3
Started to exercise/get active	-	3
Influenced family to eat healthy/active	3	11
Other	7	5
DK/NA	8	13

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

Healthy Eating web banner ads

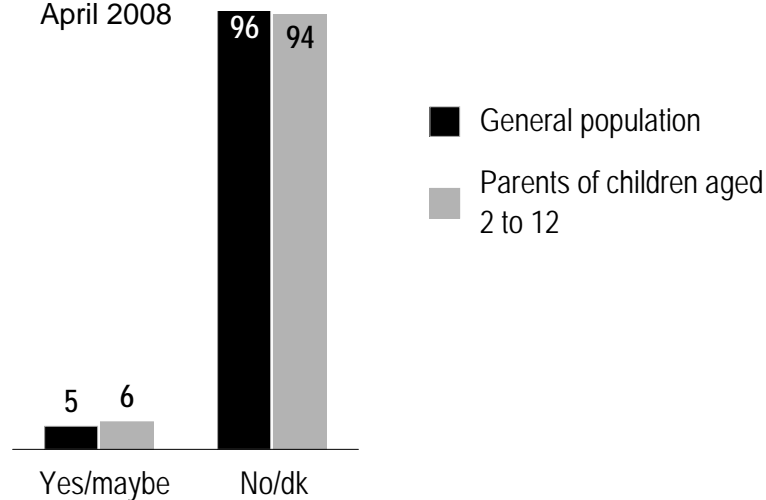
AIDED RECALL – WEB BANNER ADS

About one in twenty Canadians recognize having seen the Healthy Eating web banner ads based on a description. Aided recall is similar among the target population.

One in twenty Canadians (5%) recall (or may recall) seeing Health Canada’s Healthy Eating web banner ads based on a description (“...asks a question about healthy eating, mentions nutrition labelling of foods and shows a Nutrition Facts table”). Aided recall is similar (6%) among parents of 2-12 year olds.

Aided recall – Healthy Eating web banner

April 2008



Among the general population, there are no significant differences in aided recall across the country, nor are there differences by demographic subgroup. Among parents of 2-12 year olds, those who have to adapt their grocery shopping based on a household member's medical condition (10%) are more likely to recall the web banner ads than those who do not have such a consideration (4%).

ADVERTISING SPONSOR

There is relatively low awareness among Canadians and among the target audience of parents of 2-12 year olds that the Healthy Eating web banner ads were produced by the Government of Canada.

Half (51%) of those Canadians who say they recall (or may recall) seeing the Healthy Eating web banner ads cannot say who sponsored them, while only 17 percent identify the Government of Canada as the sponsor (including 11 percent who specifically mention Health Canada). An equal proportion (16%) mentions their provincial government as the sponsor. Although correct recall of the Government of Canada as the ad sponsor is higher among parents of 2-12 year olds (42%), it should be noted that the small subsample size for this question means that these estimates are subject to a high level of uncertainty. In addition, meaningful analysis by region or demographic group is not possible.

Sponsor – Healthy Eating web banner ad

April 2008

	General Population (n=49)	Parents (n=29)
NET Federal government	17	42
Government of Canada	6	38
Health Canada	11	3
Provincial government	16	10
Grocery store	-	7
Private food company/manufacturer	12	5
Other	4	-
DK/NA	51	36

Subsample: Those with aided recall of the web banner ad

MESSAGE COMMUNICATION

Canadians who recall the Healthy Eating web banner ads mostly report that the main message communicated is to eat a healthy, balanced diet.

Canadians who say they recall (or may recall) the Healthy Eating web banner ads were also asked (unprompted) what they thought was the main point the advertising was trying to communicate. Among the general population, one message predominates: eat a healthy/balanced diet. This message is mentioned by about half (48%) of those recalling the ads. A message of reading nutrition labels/ingredients to make better choices (20%) was the only other message mentioned by more than eight percent of those recalling the ads. Findings among the target population of parents of 2-12 year olds are similar. Once again, sample size limitations prevent meaningful analysis of the results by regional and demographic subgroups.

Message communication – web banner ad

April 2008

	General Population (n=49)	Parents (n=29)
Eat healthy/balanced diet	48	52
Read nutrition labels/ingredients	20	12
Teach children to eat healthy/parents lead by example	8	3
Live a healthy lifestyle	7	-
Nutrition is important	6	7
Healthy foods can be fun/good	6	2
Stop obesity/diet related illnesses	5	3
Buy their products	5	-
Be healthy/make healthy choices (general)	4	7
Avoid junk food/unhealthy ingredients	4	3
Exercise/be active	3	3
Check calorie content	2	4
Other	4	8
DK/NA	15	12

Subsample: Those with aided recall of the web banner ad

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 Healthy Eating web banner ads. However, among those who recall the ads, more than one-third report an associated change in behaviour.

Canadians who recalled seeing the Healthy Eating web banner ads were asked if they did anything as a result. In the general population, more than one-third of those recalling the ads (37%) indicate that they did (or may have done) something in response. This translates to two percent of all Canadians. It should be noted, however, that this low proportion is due to low ad recall; among those recalling the ads, the proportion reporting action is much higher than that seen for the Healthy Eating TV ad. Among parents of 2-12 year olds, the proportions are similar (33% of those recalling the ads, or 2% of the target group as a whole).

Took action as result of web banner ad

April 2008

	General Population (n=49)	Parents (n=29)
Yes	32	28
No	61	64
Maybe	5	4
DK/NA	2	4

Subsample: Those with aided recall of the web banner ad

Among the small number of Canadians who indicate having done something in response to seeing the Healthy Eating web banner ad (n=17), the most common change reported was making healthier food choices/avoiding junk food (62%). Among the target group, a variety of actions were mentioned, each by a small number of individuals. However, the small number of cases reporting these actions does not provide a basis for meaningful analysis or conclusions.

Healthy Eating coupon clipper flyer ad

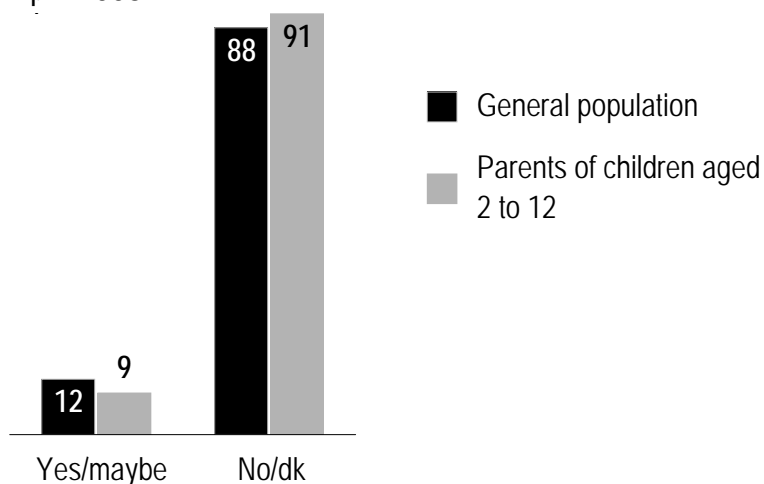
AIDED RECALL – COUPON CLIPPER FLYER AD

More than one in ten Canadians recognize having seen the Healthy Eating coupon clipper ad based on a description. Aided recall is similar among the target population.

More than one in ten Canadians (12%) recall (or may recall) seeing Health Canada's Healthy Eating coupon clipper ad based on a description ("...an ad in a coupon clipper flyer that shows a mother and daughter shopping together, at a supermarket, mentions healthy eating and shows a Nutrition Facts table"). Aided recall is similar (9%) among parents of 2-12 year olds.

Aided recall – Healthy Eating coupon clipper ad

April 2008



Among the general population, aided recall is higher in Quebec (17%) than in other regions. Demographically, recall is higher among those 60 years of age and older (20%), those who must adapt their grocery shopping based on a household member's medical condition (16%) and those who always or almost always use the Nutrition Facts table when food shopping (16%). Conversely, aided recall is lower among those with a university education (8%) and those with annual household incomes of \$80,000 or more (7%).

Among parents of 2-12 year olds, those who have to adapt their grocery shopping based on a household member's medical condition (13%) are more likely to recall the coupon clipper ad than those who do not have such a consideration (7%). Also, aided recall of this ad is higher among those with annual household incomes in the \$60,000–80,000 range (17%) than those at other income levels (average of 8%).

ADVERTISING SPONSOR

There is relatively low awareness among Canadians and among the target audience of parents of 2-12 year olds that the Healthy Eating coupon clipper ad was produced by the Government of Canada.

Close to half (47%) of those Canadians who say they recall (or may recall) seeing the Healthy Eating coupon clipper ad cannot say who sponsored it, while only 23 percent identify the Government of Canada as the sponsor (including five percent who specifically mention Health Canada). Private food companies (10%) and the provincial government (9%) are also mentioned as sponsors.

Awareness of federal government sponsorship of the ad is not significantly higher among the target audience of parents of 2-12 year olds.

Sponsor – Healthy Eating coupon clipper ad

April 2008

	General Population (n=132)	Parents (n=43)
NET Federal government	23	36
Government of Canada	18	30
Health Canada	5	7
Private food company/manufacturer	10	9
Provincial government	9	14
Grocery store	4	-
Heart and Stroke Foundation	2	3
Other	6	5
DK/NA	47	33

Subsample: Those with aided recall of the coupon clipper ad

MESSAGE COMMUNICATION

Canadians who recall the Healthy Eating coupon clipper ad see the major messages communicated as relating to eating a healthy, balanced diet, reading nutrition labels and ingredient lists and teaching children to eat healthy.

Canadians who say they recall (or may recall) the Healthy Eating coupon clipper ad were asked (unprompted) what they thought was the main point the advertising was trying to communicate. Among the general population, three messages are mentioned more frequently than others. The most commonly-mentioned message relates to eating a healthy/balanced diet (43%). The other messages commonly mentioned in relation to this ad are reading nutrition labels/ingredients to make better choices (30%) and teaching children to eat healthy/setting a good example for children (22%). These messages also predominate among the target audience of parents of 2-12 year olds. Once again, sample size limitations prevent meaningful analysis of the results by regional and demographic subgroups.

Message communication – coupon clipper ad

April 2008

	General Population (n=132)	Parents (n=43)
Eat healthy/balanced diet	43	40
Read nutrition labels/ingredients to make better choices	30	24
Teach children to eat healthy/parents lead by example	22	27
Exercise/be active	3	3
Spend time/bond with family	2	5
Be healthy/make healthy choices (general)	2	5
Easy/convenience of eating healthy	1	-
Be more aware of what you eat	1	7
Other	11	4
DK/NA	9	10

Subsample: Those with aided recall of the coupon clipper ad

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 Healthy Eating coupon clipper ad. However, among those who recall the ad, about one-third report an associated change in behaviour.

Canadians who recalled seeing the Healthy Eating coupon clipper ad were asked if they did anything as a result. **In the general population, about one-third of those recalling the ad (34%) indicate that they did (or may have done) something in response to the ad.** This translates to four percent of all Canadians. It should be noted, however, that this relatively low proportion is due to lower ad recall; among those recalling the ad, the proportion reporting action is much higher than that seen for the Healthy Eating TV ad and is similar to that seen for the web banner ads. Among parents of 2-12 year olds, the proportions are similar (37%, or 3% of the target group as a whole).

Took action as result of coupon clipper ad

April 2008

	General Population (n=132)	Parents (n=43)
Yes	29	32
No	66	63
Maybe	5	5

Subsample: Those with aided recall of the coupon clipper ad

Among the small number of Canadians who indicate having done something in response to seeing the Healthy Eating coupon clipper ad, the most common changes reported are making healthier food choices/avoiding junk food (66%) and checking nutrition labels (34%). These are also the most common actions reported among the target audience of parents of 2-12 year olds. The numbers of individuals reporting these actions are too small to permit further analysis.

Action taken as result of coupon clipper

April 2008

	General Population (n=42)	Parents (n=15)
Made healthier food choices/avoided junk food	66	46
Check nutrition labels	34	33
Started to exercise/get active	8	-
Looked for more information/checked website	6	-
Bought the product referenced in ad	4	-
Influenced family to eat healthy/active	4	9
Continued making healthy choices	-	7
Other	1	-
DK/NA	-	23

Subsample: Those with aided recall of the coupon clipper ad

Healthy Eating supermarket coupon

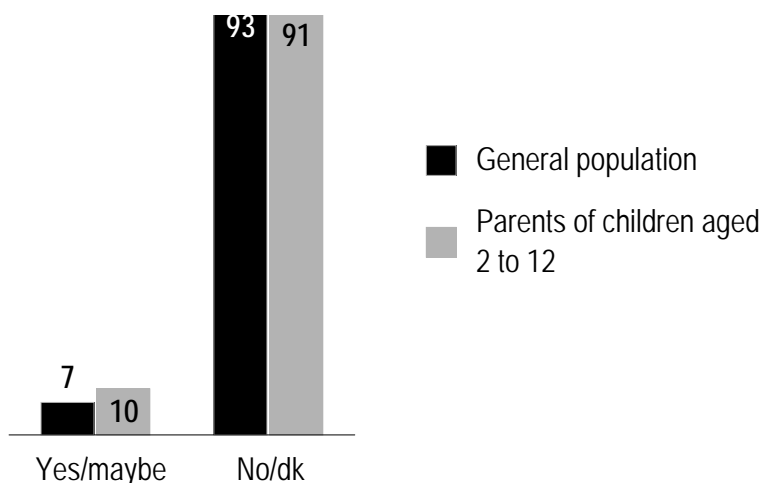
AIDED RECALL – SUPERMARKET TEAR-OFF COUPON

Fewer than one in ten Canadians recognize having seen the Healthy Eating supermarket coupon based on a description. Aided recall is similar among the target population.

Just under one in ten Canadians (7%) recall (or may recall) seeing Health Canada's Healthy Eating supermarket coupon based on a description ("...a tear-off coupon on a grocery store shelf that shows a mother and daughter looking at a food label, mentions nutrition labeling of foods, and shows a Nutrition Facts table"). Aided recall is similar (10%) among parents of 2-12 year olds.

Aided recall - Healthy Eating supermarket coupon

April 2008



Among both the general population and the target audience of parents of 2-12 year olds, there are no significant differences in aided recall across the country, nor are there differences by demographic subgroup.

ADVERTISING SPONSOR

There is relatively low awareness among Canadians and among the target audience of parents of 2-12 year olds that the Healthy Eating supermarket tear-sheet was produced by the Government of Canada.

Only 17 percent of Canadians who recall seeing the supermarket tear-sheet identify the Government of Canada as the sponsor (including three percent who specifically mention Health Canada). Canadians are as likely to mention their provincial government (16%) or a private food company (15%) as they are to mention the federal government. About four in ten do not know who sponsored the ad. Similarly, one-quarter of parents of children aged 2-12 identify the Government of Canada as the ad's sponsor (including 5% who specifically mention Health Canada). The target audience is as likely to mention their provincial government (24%) as they are to mention the federal government. The small subsample size for this question restricts meaningful analysis by region or demographic group.

Sponsor – supermarket coupon

April 2008

	General Population (n=71)	Parents (n=44)
NET Federal government	17	25
Government of Canada	14	20
Health Canada	3	5
Provincial government	16	24
Private food company/manufacturer	15	7
Government (unspecified)	5	4
Television feature/ad campaign	4	-
Taxpayers/consumers	3	-
Other	2	7
DK/NA	39	34

Subsample: Those with aided recall of the supermarket coupon

MESSAGE COMMUNICATION

Canadians who recall the Healthy Eating supermarket coupon mostly report that the main message communicated is to eat a healthy, balanced diet or to read nutrition labels.

Canadians who say they recall (or may recall) the Healthy Eating supermarket coupon were also asked (unprompted) what they thought was the main point the advertising was trying to communicate. Among the general population, the messages of eating a healthy/balanced diet (40%) and reading nutrition labels/ingredients to make better choices (33%) are most commonly mentioned. Teaching children to eat healthy/leading by example (12%) is the only other message mentioned by more than seven percent of those recalling the ads. Findings among the target population of parents of 2-12 year olds are similar. Once again, sample size limitations prevent meaningful analysis of the results by regional and demographic subgroups.

Message communication – supermarket coupon

April 2008

	General Population (n=71)	Parents (n=44)
Eat healthy/balanced diet	40	51
Read nutrition labels/ingredients to make better choices	33	23
Teach children to eat healthy/parents lead by example	12	7
Buy their product	7	3
Avoid junk food/unhealthy ingredients	5	5
Stop obesity/diet related illnesses	3	-
Be more aware of what you eat	2	3
Nutrition is important	2	3
Other	5	5
DK/NA	7	12

Subsample: Those with aided recall of the supermarket coupon

CALL TO ACTION

Just under one-third of those recalling the supermarket coupon report an associated change in behaviour. Due to the low recall of the ad, very few Canadians in the general population or in the target audience of parents report changing their behaviour in response.

Respondents who recalled seeing the Healthy Eating supermarket coupon were asked if they did anything as a result. In the general population, just under one-third of those recalling the ad (30%) indicate that they did (or may have done) something in response. This translates to two percent of all Canadians. It should be noted, however, that this low proportion is due to low ad recall; among those recalling the ads, the proportion reporting action is much higher than that seen for the Healthy Eating TV ad and is similar to that reported for the web banners and the coupon clipper ad. Among parents of 2-12 year olds, the proportions are similar (33%, or 3% of the target group as a whole).

Took action as result of supermarket coupon

April 2008

	General Population (n=71)	Parents (n=44)
Yes	22	30
No	70	67
Maybe	8	3

Subsample: Those with aided recall of the supermarket coupon

Of the small number of Canadians who indicate having done something in response to seeing the Healthy Eating supermarket coupon (n=21), the most common change reported is checking nutrition labels (29%). A variety of other behaviours are mentioned, each by a relatively small number of individuals. Among the target group, making healthier food choices/avoiding junk food (36%) is the most common behavioural change mentioned. However, the small number of cases reporting these actions does not provide a basis for meaningful analysis or conclusions.

AIDED RECALL – CAMPAIGN SUMMARY

Just over half of Canadians recognize having seen at least one element of the 2008 Healthy Eating advertising campaign, and one in ten report having taken action based on one of the Healthy Eating ads. Recall and associated behaviour are similar among the target population.

If we look at *all* elements of the 2008 Healthy Eating advertising campaign together, we can get a sense of the overall impact of the campaign, both in terms of awareness and the impact of the call to action.

Just over half of Canadians (53%) recall at least one element of the 2008 Healthy Eating campaign, with the same level of campaign recall seen among the target audience of parents of 2-12 year olds. Recall of at least one element of the campaign is higher in the Atlantic region (61%), the Prairies (61%) and Quebec (59%), than it is in Ontario (47%) and British Columbia (46%). Awareness of at least one campaign element is also higher among females (60%, versus 46% of males), those who must take a household member's medical condition into account when grocery shopping (58%, versus 50% among those who have no such consideration) and those 45 years of age or older (59%, versus 49% of those under 45). In addition, aided recall of any element of the 2008 Healthy Eating campaign rises with frequency of usage of Nutrition Facts tables.

2008 Healthy Eating campaign – Summary of aided recall

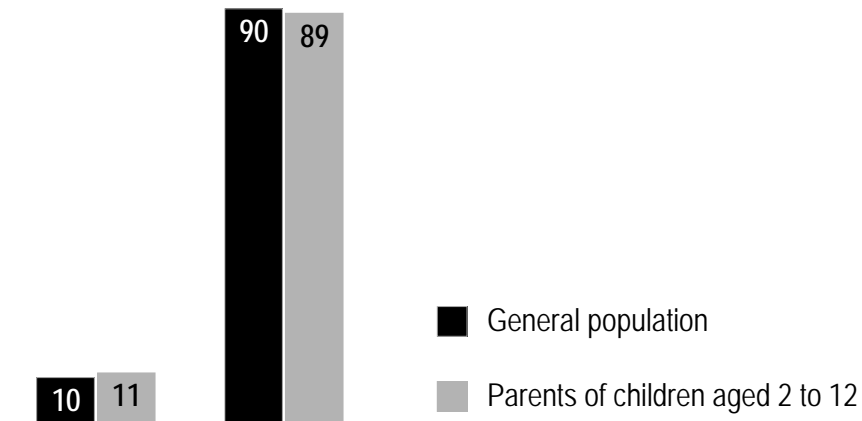
April 2008

	General Population (n=1003)	Parents (n=502)
Recall any ad	53	53
Recall TV ad only	33	33
Recall non-TV ad only	7	7
Recall both TV and non-TV ad	14	12
Recall no Healthy eating ad	47	47

One in ten Canadians (and an equal proportion of parents of 2-12 year olds) report having taken some sort of action in response to at least one element of the 2008 Healthy Eating campaign. There are few significant demographic differences in terms of response to the campaign; however, the proportion reporting having taken some sort of action rises with frequency of usage of Nutrition Facts tables.

2008 Healthy Eating campaign – Call to action summary

April 2008



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 performance of the Government of Canada in three areas: promoting healthy eating; on an overall basis ; and providing information to the public about government services that are available to Canadians.

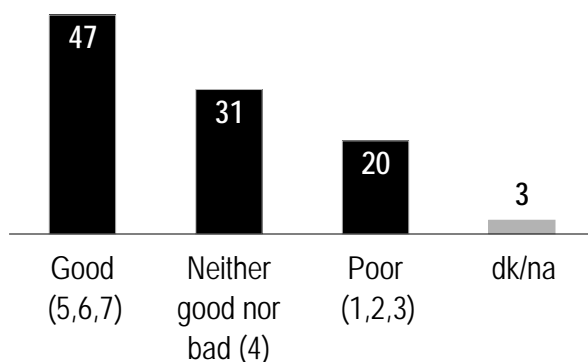
GOVERNMENT PERFORMANCE ON PROMOTING HEALTHY EATING

Canadians are moderately positive about the federal government’s performance in terms of promoting healthy eating.

Canadians’ assessments of federal government performance on promoting healthy eating tend to be positive. Close to half (47%) give positive ratings (5, 6 or 7), compared with only two in ten (20%) who give negative ratings (1, 2 or 3). One in three give a neutral rating (30%), while three percent are unable to offer a response.

GOC performance – promoting healthy eating

April 2008



British Columbians are markedly less positive in their evaluations of the government’s performance on promoting healthy eating than are other Canadians. While 38 percent BC residents give the federal government a positive assessment in this area, 31 percent give a negative rating.

On the other hand, members of the target audience of parents of 2-12 year olds are more positive than Canadians generally regarding the federal government’s performance in promoting healthy eating: more than half (53%) give the government a positive assessment in this area, while only 19 percent give a negative one. Other groups giving more positive assessments of federal government

performance in this area include females (53% positive), those who have to adapt their food shopping based on a household member's medical condition (53%) and those who always or almost always use Nutrition Facts tables when food shopping (52%).

Opinions of the federal government's performance on promoting healthy eating also vary by advertising recall. Generally, Canadians with aided recall of each of the types of advertising used in the 2008 Healthy Eating campaign are considerably more likely to express a positive opinion than those without. The only exception is the web banner – those recalling this type of ad are no more likely than those who do not recall it to rate federal government performance positively. Those parents of 2-12 year olds who recall the 2008 Healthy Eating ads are also more positive regarding federal government performance in promoting healthy eating (with the same web banner exception as noted for the general population). Although these findings might suggest that the ads have had a positive impact on Canadians' views of the government's performance on promoting healthy eating, a causal relationship cannot be assumed on the basis of this study (as 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).

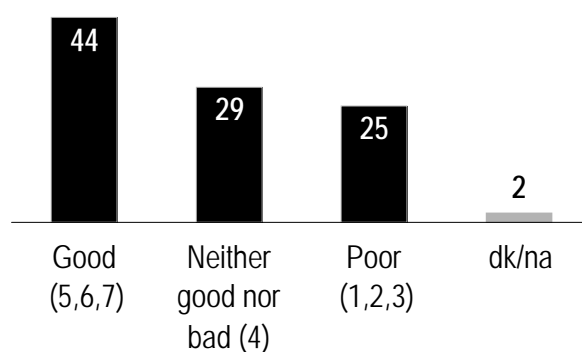
OVERALL PERFORMANCE OF FEDERAL GOVERNMENT

Canadians are generally more positive than negative in their evaluations of the federal government's overall performance. Ratings are fairly consistent across the country, but are slightly more negative in British Columbia.

Opinions of the federal government's overall performance are similar than those seen for promoting healthy eating. More than four in ten (44%) give positive ratings, while only one-quarter (25%) give negative ones. About three in ten (29%) give neutral ratings. The target group of parents of 2-12 year olds is somewhat more positive than Canadians overall: half of this group (49%) give positive assessments, 30 percent give neutral assessments and only 20 percent given negative assessments.

GOC overall performance

April 2008



Ratings of overall Government of Canada performance do not vary markedly across the country. However, ratings in British Columbia are slightly more negative (40% positive, 34% negative and 26% neutral). Positive ratings of the government’s overall performance are more common among females (47%) than males (41%).

PERFORMANCE ON PROVIDING INFORMATION TO THE PUBLIC

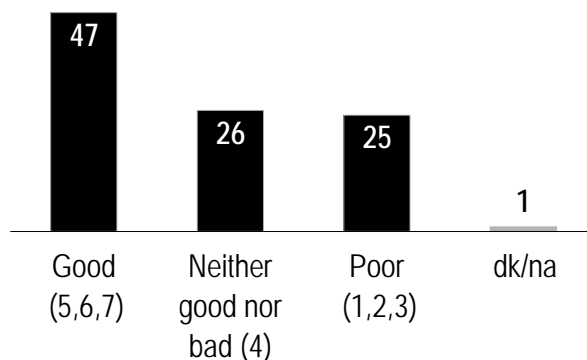
Canadians are most positive about the respectful way in which the government delivers information and services, and least positive about the ease with which the government can be contacted.

There is no strong consensus among Canadians about how good a job the federal government is doing in providing information about government services available to Canadians, although ratings are more positive than negative. Just under half (47%) give the government a positive rating in this area (5, 6 or 7), while one-quarter (26%) give the government a neutral rating, and another one-quarter (25%) give the government a negative rating. Parents of children aged two to 12 give very similar ratings to those of the general public. Assessments of federal government performance in this area are fairly consistent across the country.

Demographically, positive ratings of federal government performance in providing information about government services tend to rise with level of education and are more common among those with annual household incomes of \$30,000 or more (52%) than those with incomes under \$30,000 (42%). Positive assessments are also more common among those under the age of 45 (53%) than those 45 or older (42%). Positive ratings are also higher among those with aided recall of the different elements of the 2008 Healthy Eating campaign. However, this is not generally true of the target audience of parents of 2-12 year olds – among this group, only aided recall of the TV ad is associated with a more positive assessment of federal government performance in this area.

GOC performance in providing information about government services

April 2008

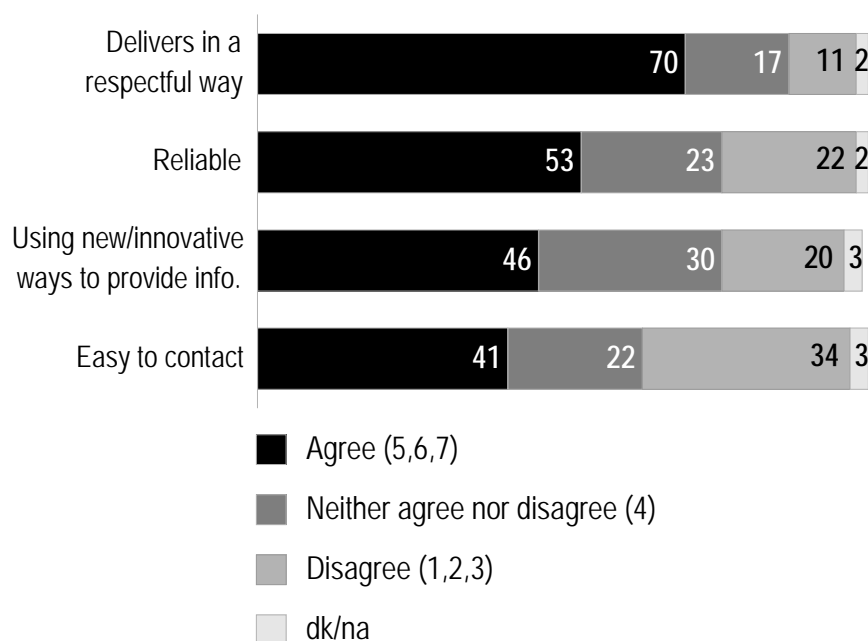


The survey also asked respondents to rate the Government of Canada on four areas related to providing services and information to the public, using a similar seven-point scale, where “1” means “totally disagree,” “7” means “totally agree,” and the mid-point “4” means “neither agree nor disagree.”

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. Seven in ten (70%) 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). Just over half (53%) agree that you can count on the Government for reliable service and information, while a slightly smaller proportion agree that the Government of Canada is using new and innovative ways to provide information and services to citizens (46%). Among the four areas assessed, agreement is lowest that it is easy to contact the Government of Canada for information and services (41%). The rank order of agreement with these four statements is the same among parents of 2-12 year olds and is generally consistent with previous ACET studies.

GOC service and information ratings

April 2008



Agreement with all statements is higher among Canadians aged 18 to 44 than among those 45 and older. There are no noteworthy differences across regions, except that residents of Quebec are more likely to agree (59% versus an average of 51% in other regions) that you can count on the Government of Canada for reliable service and information.

HEALTHY EATING AND NUTRITION INFORMATION USE

In addition to evaluating the effectiveness of the 2008 Healthy Eating advertising campaign in terms of ad awareness, messages received and call to action, a secondary objective of this research was to examine Canadians' awareness and usage of nutrition information on food product packaging (including the Nutrition Facts table).

Usage of nutrition information provided on package

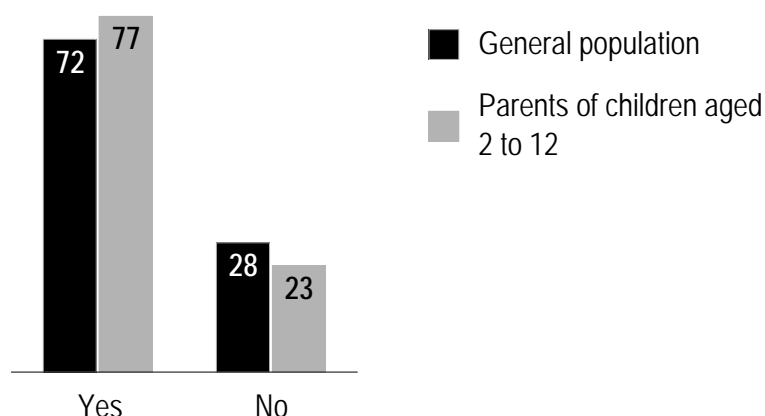
Seven in ten Canadian usually look at nutrition information provided on the packaging when food shopping. Parents of children aged 2-12 are somewhat more likely to do so. Total fat and calorie content are of primary interest.

Canadians were asked about their usage of nutrition information provided on food product packaging and the specific types of information that they look for.

About seven in ten (72%) Canadians say they usually look at nutrition information provided on food packaging when they shop for food. This proportion rises to 77 percent among parents of children 2-12 years of age. Among the general population, usage of package nutrition information is fairly stable across the country. Usage of this type of nutrition information rises with education and income and is more common among females (79%, versus 64% of males) and among those who must adapt their grocery shopping based on a household member's medical condition (76%, versus 68% among those with no such consideration). In addition, those with aided awareness of the 2008 Healthy Eating TV ad are more likely to indicate commonly using package nutrition information (76%, versus 68% among those who do not recall this ad).

Use of nutrition information on package

April 2008



Among parents of 2-12 year olds, the demographic differences noted above are less apparent. However, there is some regional variation: residents of Quebec (68%, versus an average of 80% in the other regions) are less likely to indicate that they usually make use of package nutrition information when food shopping.

Those who do not usually look at package nutrition information were asked why. The most common response is a lack of time or interest (21%), followed by the perception that they already know which foods are healthy or unhealthy (17%). It is interesting to note that more than one in ten (13%) among those who do not usually make use of package nutrition information indicate that they do not buy packaged food products.

Findings are similar among parents of children aged 2-12, except that this group is relatively more likely to cite their existing knowledge of which foods are healthy and unhealthy (23%) as a reason for not using package nutrition information more often and relatively less likely to mention a lack of time or interest (14%).

Reasons for not looking at nutrition information on food product packaging

April 2008

	General Population (n=281)	Parents (n=118)
Do not have time/not interested	21	14
Already know which foods are healthy/unhealthy	17	23
Buy fresh produce/do not buy packaged food	13	15
Purchase/eat food based on personal preference	12	8
Purchase food based on price/habit	12	11
Do not buy groceries	9	5
Difficult to read/understand	6	4
Other	11	12
DK/NA	13	20

Subsample: Those who do not usually look at nutrition information on package

Canadians who generally make use of package nutrition information when grocery shopping tend to look **first** for total fat content (23%) and number of calories (16%). Sugar content is mentioned as a primary concern by 12 percent. Parents of children 2-12 years of age are primarily interested in the same information as Canadians generally.

Types of nutrition information of interest on packaging

April 2008

	Primary interest (n=722)	Secondary interest (n=722)
Fat content (total)	23	28
Number of calories	16	25
Sugar content	12	26
Sodium/salt content	8	29
Presence/amount of trans fat	8	10
Nutrition facts table	4	4
Carbohydrate content (overall)	4	13
Presence/amount of saturated fat	4	6
Ingredients (unspecified)	3	3
Additives/preservatives/chemicals/artificial colour/flavour	3	6
Protein content	3	13
Fiber content	3	16
Nutrition claims (e.g. high in fiber, low in fat)	2	4
Cholesterol/hydrogenated oils	2	3
If product is organic	1	-
Allergens	1	-
Vitamin content (unspecified)	1	4
First ingredients listed	1	-
Wheat/gluten/grains	1	2
Iron	*	5
Logo or symbol	*	-
None/no others	1	4
DK/NA	1	*

Subsample: Those who usually look at nutrition information on package

There is one major regional difference in the nutrition information of primary interest: Quebecers are much less interested in total fat content (9%, versus an average of 27% in the rest of the country) and are much more interested in trans fat specifically (18%, versus an average of 5% elsewhere). This regional difference is also true of parents of 2-12 year olds.

The propensity to cite total fat content as a primary interest is higher among 45-59 year olds (31%, versus 20% among other Canadians) and rises with income (but not with education). Primary interest in number of calories is highest among 18-29 year olds (33%, versus 13% among older

Canadians). In fact, among this age group, calorie content is the most commonly mentioned primary interest by a wide margin. On the other hand, primary interest in calorie content is significantly *lower* among those with annual household incomes between \$30,000 and \$60,000 (10%, compared to an average of 19% percent among those in other income brackets).

A wide variety of types of nutrition information are mentioned as secondary interests. Notable among them are sodium content (mentioned by 29%), sugar content (26%) and fibre content (16%). Findings are similar among parents of 2-12 year olds.

Usage of Nutrition Facts table

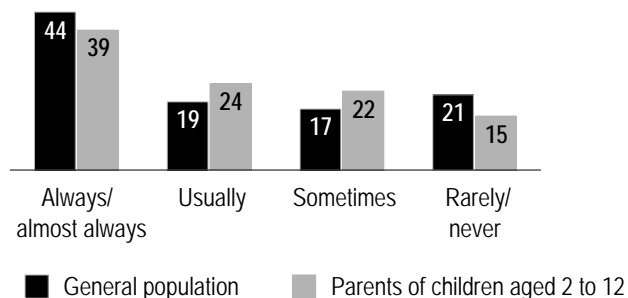
More than four in ten Canadians always or almost always use the Nutrition Facts table on the package when purchasing food products and six in ten use this information to compare products.

Canadians were asked how frequently they refer to the Nutrition Facts table shown on the product package when they are purchasing food products.

More than four in ten Canadians (44%) say they always or almost always refer to the Nutrition Facts table on the product package when they are purchasing food products, while another two in ten (19%) usually do so. Two in ten (21%) rarely or never refer to the Nutrition Facts table. Parents of 2-12 year olds are somewhat more likely to refer to the Nutrition Facts table at least occasionally: only 15 percent of this group rarely or never do so.

Use of Nutrition Facts table

April 2008



Across the country, Quebecers stand out as least likely to be very frequent users of the Nutrition Facts tables. Only 35 percent of Quebecers use the Nutrition Facts table always or almost always,

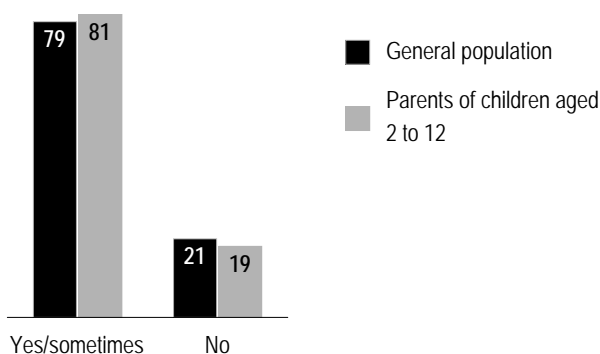
compared to an average of 46 percent in the other regions. However, Quebecers are no more likely than are other Canadians to rarely or never use the Nutrition Facts tables.

Very frequent usage of the Nutrition Facts table tends to rise with education and income and is more common among women (51%, versus 36% of men) and those who must adapt their grocery shopping based on a household member's medical condition (54%, versus 38% of those without this consideration). Very frequent usage of the Nutrition Facts tables is also associated with aided recall of the 2008 Healthy Eating TV, web banner and coupon clipper ads.

Those Canadians who use the Nutrition Facts tables rarely or more often were asked if they use the information from the Nutrition Facts tables to compare products. Eight in ten (79%) do so at least sometimes – this amounts to 71 percent of the general population. A similar proportion of parents of 2-12 year olds use the Nutrition Facts table information in this way (81%, or 76% of all parents of 2-12 year olds).

Use of Nutrition Facts table to compare products

April 2008



The types of information from Nutrition Facts tables used to compare products are very similar to the types of information of primary interest found on product packaging generally (as discussed earlier). Total fat content (35%), number of calories (28%), sugar content (23%) and sodium content (19%) are most frequently mentioned. Findings are similar among parents of 2-12 year olds.

Information from Nutrition Facts table used to compare products

April 2008

	General Population (n=706)	Parents (n=382)
Fat content (total)	35	35
Number of calories	28	25
Sugar content	23	27
Sodium/salt content	19	12
Carbohydrate content (overall)	10	9
Presence/amount of trans fat	7	8
Fiber content	7	9
Protein content	5	5
Presence/amount of saturated fat	4	3
Amount of nutrient in grams or milligrams	3	3
Ingredients	3	2
Other	15	18
DK/NA	4	3

Subsample: Those who use Nutrition Facts table to compare food products

As we saw earlier, Quebecers differ from Canadians in other regions in that they are relatively less concerned with total fat content and more concerned with trans fat content. The same is true when comparing products using Nutrition Facts table information: only 20% of Quebecers mention total fat content as a primary interest when comparing products using the Nutrition Facts table, compared with an average of 40% in other regions; while 12% mention trans fat content, compared with an average of 6% in the other regions. Quebecers are also more likely to compare based on number of calories.

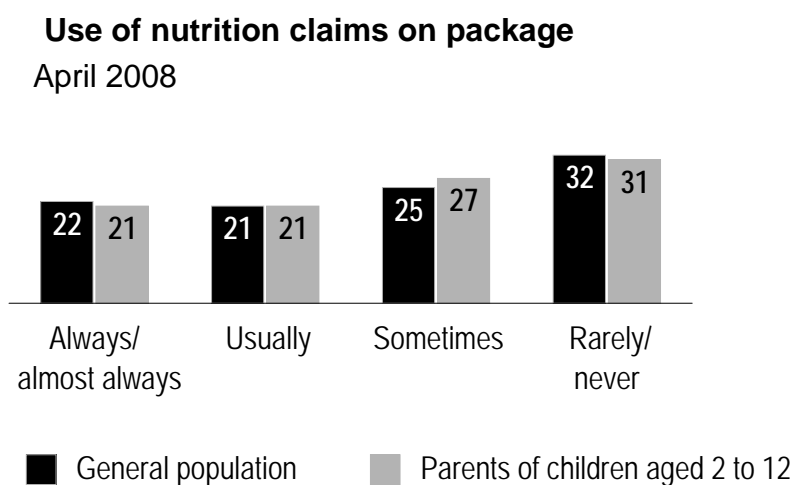
Generally, use of total fat content as the primary basis for product comparisons using the Nutrition Facts table tends to increase with education and income. Comparisons based primarily on number of calories are much more likely to be mentioned by those under the age of 30 (49%, versus 23% among those 30 and older).

Awareness and perceived credibility of package nutrition claims

Two-thirds of Canadians use nutrition claims on product packages to help them make choices at least sometimes and most find these claims generally credible.

Canadians were asked how often they use the nutrition claims found on food product packages (examples given were “low fat”, “high in fibre” and “good source of calcium”) to help them decide to purchase a given food product.

Overall, two-thirds of Canadians (68%) use these types of claims at least sometimes, with about one in five (22%) using them always or almost always and a similar proportion (21%) “usually” using them. Parents of 2-12 year olds use these types of nutrition claims about as often as the general population.

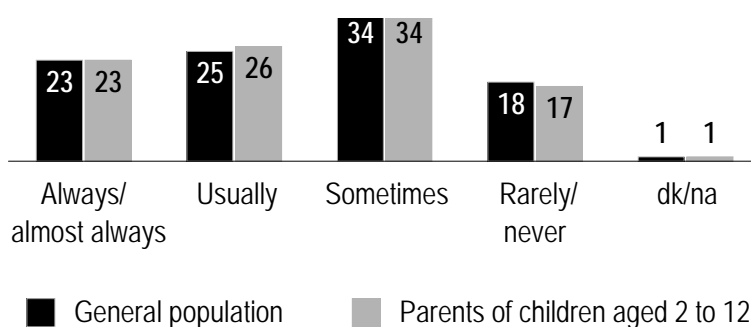


Atlantic Canadians are much more likely than other Canadians to say they always or almost always use package nutrition claims to help them select food products (35%, versus an average of 21% in other regions). Other groups particularly likely to use these types of claims always or almost always to guide their food shopping include those with annual household incomes of \$30,000 or less (26%, versus 16% among those with higher incomes), those who have to take a household member’s medical condition into account in their grocery shopping (31%, versus 17% of those who do not have this consideration) and females (25%, versus 19% of males). In addition, very frequent use of these types of claims rises with age and is more common among those who recall the 2008 Healthy Eating TV, web banner and coupon clipper ads on an aided basis.

Canadians who use these package nutrition claims at least occasionally to guide food purchase decisions were asked how often they believe these claims. Most Canadians find these claims to be believable: some eight in ten (81%) believe them at least sometimes, with almost one-quarter (23%) always or almost always believing them and another one-quarter (25%) usually believing them. The perceptions of parents of children aged 2-12 are virtually identical on this issue to those of the population as a whole.

Believability of nutrition claims

April 2008



There are relatively few regional or other demographic differences in perceived credibility of these package nutrition claims. However, it is interesting to note that perceived credibility of these claims increases among those who more frequently use the Nutrition Facts tables to help them choose products.

Awareness and perceived credibility of package nutritional symbols

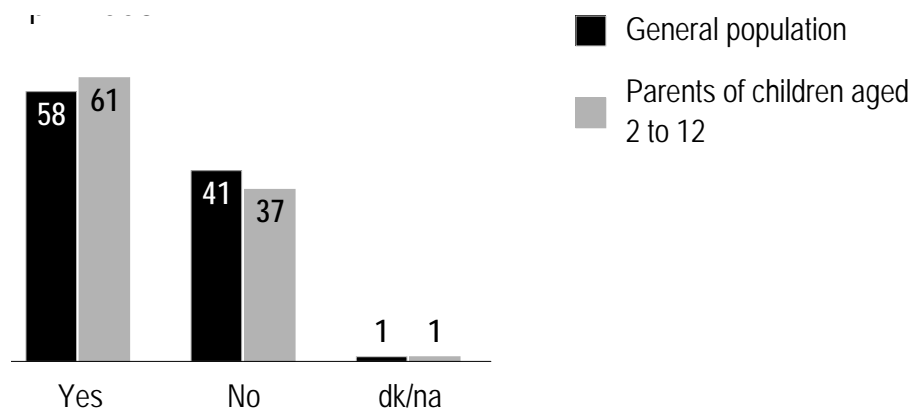
About six in ten Canadians who make some use of package nutrition claims are aware of nutrition-related symbols, logos or banners on food product packaging. These graphics are seen as generally credible sources of information.

Canadians who make at least some use of package nutrition claims were asked if they had ever noticed any “symbols, logos or banners” related to nutritional value on the front of food product packaging.

Just under six in ten (58%) have noticed these nutrition-related graphics. The proportion is similar among parents of 2-12 year olds.

Awareness of nutritional symbols, logos and banners on package

April 2008



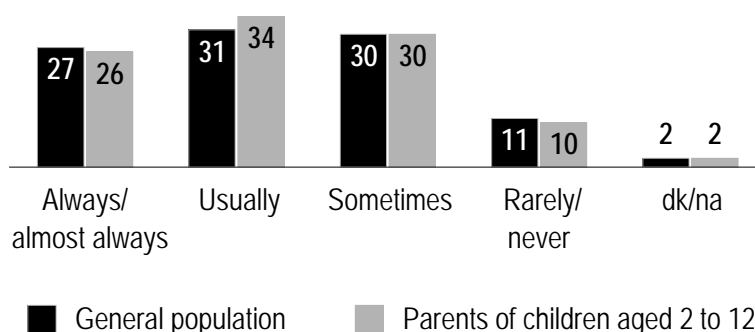
Awareness of these nutrition-related symbols, logos and banners rises with income and with usage of the Nutrition Facts table. Awareness is also higher among those who must take a household member's medical condition into account when grocery shopping (65%, versus 54% of those without this consideration).

Canadians who make at least some use of package nutrition claims were also asked how believable these nutrition-related graphics are. (Those who were not aware of these types of graphics on an unaided basis were given examples (“check marks, images of hearts and bones and words like Whole Grain and Omega-3”.)

Overall, almost nine in ten Canadians (88%) find these types of graphics to be credible at least sometimes, with more than one-quarter (27%) always or almost always believing them. Again, parents of 2-12 year olds do not differ from Canadians in general in this regard. There are few regional or demographic differences of note among the general population, although those who must adapt their grocery shopping based on a household member's medical condition are more likely to always or almost always believe these graphics (33%, versus 23% who have no such consideration).

Believability of nutritional symbols, logos and banners

April 2008



Preferred methods of receiving nutrition information

Over half of Canadians cannot name a way of receiving nutrition information about food products that they feel would be personally effective. Among those who have a preferred method, the Internet, the package itself and the media are preferred vehicles.

To close the survey, Canadians were asked (unprompted) whether there were any ways of receiving nutrition information about food products that they felt would be effective for them personally.

Over half of Canadians either cannot name a method that would be effective for them (17%) or indicate that no such method exists (37%). The only methods named by more than five percent of Canadians are the Internet (12%), on the package itself (9%) and the media (8%). Findings are similar among parents of children aged 2-12.

Preferred methods of receiving nutrition information about food products

April 2008

	General Population (n=1,003)	Parents (n=502)
Internet/website	12	11
On package itself/label	9	8
In the media (tv/radio/newspaper)	8	6
By mail (flyers/coupons/brochures)	5	8
Literature (pamphlet/books)	3	2
More specific nutritional/ingredient information	3	4
Advertising/display in restaurants/stores/near product	3	2

From health professional/facility	3	1
Simpler label (language/nutrition rating/color code/symbol)	3	2
Other	12	14
No/none	37	39
DK/NA	17	15

There are few noteworthy regional or demographic differences on this question. However, information on the package itself is more likely to be mentioned by those with at least a college education (12%, versus 3% of those with less than a college education).

CONCLUSIONS

The results of this evaluation indicate that there is moderate awareness of the 2008 Healthy Eating campaign among the general Canadian population and the target audience of parents of children aged two to 12. However, it is difficult to ascertain with certainty whether the advertising has been internalized (that is, has made a sufficient impression to be recalled without prompting), given the proliferation of messages regarding healthier eating in the media. In fairness, healthy eating is a topic that is the subject of a great deal of advertising from a wide variety of sponsors, from private food companies to not-for-profit organizations in the health field; it is perhaps unreasonable to expect that one campaign (which included only one 30-second television ad) would make a substantial top-of-mind impact.

Given this reality, overall aided awareness of the campaign as a whole is fairly strong, with just over half of Canadians (and an equal proportion of parents of 2-12 year olds) aware of at least one element of the campaign. The TV ad was the best-recalled element, with almost half of Canadians (and parents of 2-12 year olds) recalling this ad on an aided basis. Non-TV elements are recalled by one in five Canadians. In addition, one in ten Canadians indicate having taken some action based on the campaign. It is interesting to note that Canadians aware of the ads are much more likely to indicate having taken action based on the non-TV ads than the TV ad. This is likely due to the fact that the non-TV ads (web banners, coupon clipper and supermarket coupon) are less “passive” in nature than a television ad and those that recall these ads may have already performed some action in relation to them (such as clicking the web banner or taking the supermarket coupon). We can also say that the response elicited by the non-TV ads does seem to be higher than usual for government advertising of this type.

However, the campaign ads recalled are not generally associated with the Government of Canada and those recalling the ads do not report visiting the healthycanadians.ca web site as a result – a key element of the campaign’s call to action. It is possible that the educational nature of most campaign components may have, to some degree, reduced the need for people to take steps to obtain more information.

In terms of awareness and usage of nutrition information on food product packaging, it appears that most Canadians refer to this information and that parents of children aged 2-12 are even more likely to do so. Fat content and number of calories are key information elements among those who look at package nutrition information. More than six in ten Canadians make frequent reference to the Nutrition Facts table when choosing food products and some seven in ten Canadians use them to compare food products. Canadians (including parents of 2-12 year olds) tend to find all types of nutrition information found on food packages (whether nutrition claims or other nutrition-related

graphics) to be equally credible, with about half saying they believe these claims or graphics most of the time.

SURVEY METHODOLOGY

This report is based on a national telephone survey conducted between March 20 and March 30, 2008 with a representative sample of 1,003 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 12 years of age, for a total of 502 interviews with this target audience. The margin of error for a sample of 1,003 is plus or minus 3.1 percentage points, and the margin of error for the sample of parents is plus or minus 4.4 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 280 parents of children between the ages of two and 12. Based on the original estimated incidence of this target group (12%), it was estimated that approximately 120 respondents meeting these criteria should be identified through the general population sample, resulting in an anticipated total of 400 interviews with this target audience.

During the fieldwork for the general population survey, a total of 198 interviews were completed with the target audience of parents. When added to the 304 eligible respondents identified by the oversample, this resulted in an actual total of 502 interviews completed with parents of children aged two to 12.

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	70	320
Ontario	325	85	410
MB/SK/AB	225	65	290
BC	100	30	130
Canada	1,000	280	1,280

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	100	77	+/- 9.7
Quebec	254	249	+/- 6.1
Ontario	326	380	+/- 5.4
MB/SK/AB	224	164	+/- 6.5
BC	99	132	+/- 9.8
Canada	1,003	1,003	+/- 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	51	39	+/- 13.6
Quebec	123	124	+/- 8.8
Ontario	166	190	+/- 7.6
MB/SK/AB	111	82	+/- 9.3
BC	51	66	+/- 13.6
Canada	502	502	+/- 4.4

*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 12. 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 2007 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 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 eight 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 14.4 minutes, and the average time for the oversample survey of parents was 12.7 minutes.

COMPLETION RESULTS

The total sample for this survey consisted of 1,003 interviews among Canadians aged 18 and older, and an oversample of 304 interviews with parents of children aged two to 12.

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 – 1,264), divided by unresolved numbers (busy, no answer – 6,105) plus non-responding households or individuals (refusals, language barrier, missed callbacks – 6,384) plus responding participants (1,264) [R/(U+IS+R)]. Using the same calculation, the effective response rate for the parent oversample survey is 14 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	16,751	15,415	32,166
UNRESOLVED NUMBERS (U)	6,105	6,386	12,491
Busy	294	154	448
No answer	2,419	3,545	5,964
Answering machine	3,392	2,687	6,079
RESOLVED NUMBERS (Total minus Unresolved)	10,646	9,029	19,675
OUT OF SCOPE (Invalid/non-eligible)	2,998	2,546	5,544
Non-residential	180	125	305
Not-in-service	2,579	2,176	4,755
Fax/modem	239	245	484
IN SCOPE NON-RESPONDING (IS)	6,384	4,739	11,123
Refusals – household	2,720	1,033	3,753
Refusals – respondent	1,988	3,007	4,995
Language barrier	320	255	575
Callback missed/respondent not available	1,290	423	1,713
Break-offs (interview not completed)	66	21	87
IN SCOPE RESPONDING (R)	1,264	1,744	3,008
Disqualified	0	1440	1440
Quota filled	261	0	261
Completed	1,003	304	1,307
RESPONSE RATE [R / (U + IS + R)]	9%	14%	11%

SAMPLE PROFILE

The table below 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 12.

	General Population	Parents
Gender		
Male	48	41
Female	52	59
Age		
18-29	19	12
30-44	30	64
45-59	25	18
60+	22	3
Refused	4	3
Education		
Less than high school	10	6
Completed high school	21	18
College	36	38
University	31	37
Refused	2	1
Household income		
Under \$30,000	18	15
\$30,000 to \$60,000	23	25
\$60,000 to \$80,000	12	15
\$80,000 to \$100,000	8	7
\$100,000 and over	21	26
Refused	18	11

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 . . .

1. Over the past few weeks or so, have you seen, heard or read any advertising about healthy eating? [\[ACET\]](#)

- 01 - Yes
- 02 - No SKIP TO Q2 [OR Q6 OR Q10 OR Q14]
- 03 - Maybe
- 99 - DK/NA SKIP TO Q2 [OR Q6 OR Q10 OR Q14]

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

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

RANDOMIZE ORDER OF Q2 SERIES [Q2-Q5b], Q6 SERIES [Q6-Q9b], Q10 SERIES [Q10-Q13b] AND Q14 SERIES [Q14-Q17b]

Healthy Eating TV Ad

ASK ALL

2. Do you remember seeing a TV ad over the past few weeks or so that shows a mother and daughter shopping together at a supermarket and looking at nutrition labels on food packages? [\[ACET\]](#)

01 - Yes
02 - No SKIP TO Q6 [OR Q10 OR Q14 OR Q18]
03 - Maybe
99 - DK/NA SKIP TO Q6 [OR Q10 OR Q14 OR Q18]

3. 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 Q3, ASK Q3a. OTHERWISE SKIP TO Q4

- 3a. Which level of government? [\[ACET\]](#)
READ - ACCEPT ONE RESPONSE ONLY

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

4. 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

- 5a. Did you do anything as a result of seeing the ad? [\[ACET\]](#)

01 - Yes
02 - No SKIP TO Q6 [OR Q10 OR Q14]
03 - Maybe
99 - DK/NA SKIP TO Q6 [OR Q11 OR Q14]

- 5b. What did you do? [ACET]
PROBE: Anything else?
RECORD VERBATIM – PROBE UNTIL UNPRODUCTIVE

97 - Nothing
99 - DK/NA

Healthy Eating web banner ads

ASK ALL

6. Over the past few weeks or so, do you remember seeing a banner ad on the Internet that asks a question about healthy eating, mentions nutrition labelling of foods, and shows a nutrition facts table? [ACET]

01 - Yes
02 - No SKIP TO Q10 [OR Q2 OR Q14 OR Q18]
03 - Maybe
99 - DK/NA SKIP TO Q10 [OR Q2 OR Q14 OR Q18]

7. 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 Q7, ASK Q7a. OTHERWISE SKIP TO Q8

- 7a. Which level of government? [ACET]
READ - ACCEPT ONE RESPONSE ONLY

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

8. 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

9a. Did you do anything as a result of seeing this ad? [ACET]

- 01 - Yes
- 02 - No SKIP TO Q10 [OR Q2 OR Q14 OR Q18]
- 03 - Maybe
- 99 - DK/NA SKIP TO Q10 [OR Q2 OR Q14 OR Q18]

9b. What did you do? [ACET]

PROBE: Anything else?
RECORD VERBATIM – PROBE UNTIL UNPRODUCTIVE

-
-
- 97 - Nothing
 - 99 - DK/NA

Healthy Eating newspaper insert

ASK ALL

10. Over the past few weeks or so, do you remember seeing an ad in a coupon clipper flyer that shows a mother and daughter shopping together at a supermarket, mentions healthy eating, and shows a nutrition facts table? [ACET]

- 01 - Yes
- 02 - No SKIP TO Q14 [OR Q2 OR Q6 OR Q18]
- 03 - Maybe
- 99 - DK/NA SKIP TO Q14 [OR Q2 OR Q6 OR Q18]

11. 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 Q11, ASK Q11a. OTHERWISE SKIP TO Q12

11a. Which level of government? [ACET]
READ - ACCEPT ONE RESPONSE ONLY

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

12. 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

13a. Did you do anything as a result of seeing this ad? [ACET]

01 - Yes
02 - No SKIP TO Q14 [OR Q2 OR Q6 OR Q18]
03 - Maybe
99 - DK/NA SKIP TO Q14 [OR Q2 OR Q6 OR Q18]

13b. What did you do? [ACET]

PROBE: Anything else?
RECORD VERBATIM – PROBE UNTIL UNPRODUCTIVE

97 - Nothing
99 - DK/NA

Healthy Eating supermarket tear-sheet

ASK ALL

14. Over the past few weeks or so, do you remember seeing a tear-off coupon on a grocery store shelf that shows a mother and daughter looking at a food label, mentions nutrition labelling of foods, and shows a nutrition facts table? [ACET]

01 - Yes
02 - No SKIP TO Q18 [OR Q2 OR Q6 OR Q10]
03 - Maybe
99 - DK/NA SKIP TO Q18 [OR Q2 OR Q6 OR Q10]

15. 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 Q15, ASK Q15a. OTHERWISE SKIP TO Q16

15a. Which level of government? [ACET]
READ - ACCEPT ONE RESPONSE ONLY

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

16. 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

17a. Did you do anything as a result of seeing this ad? [ACET]

- 01 - Yes
- 02 - No SKIP TO Q18 [OR Q2 OR Q6 OR Q10]
- 03 - Maybe
- 99 - DK/NA SKIP TO Q18 [OR Q2 OR Q6 OR Q10]

17b. What did you do? [ACET]
PROBE: Anything else?
RECORD VERBATIM – PROBE UNTIL UNPRODUCTIVE

97 - Nothing
99 - DK/NA

ASK ALL

18. These ads were in fact produced by the Government of Canada. How would you rate the performance of the Government of Canada on promoting healthy eating? 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

19. 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

20. 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

21. 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

B. HEALTHY EATING AND NUTRITION INFORMATION USE

I now have some more general questions about healthy eating...

ASK ALL

NEW

22. When shopping for food, do you usually look at nutrition information provided on the package?

- 01 - Yes SKIP TO Q24
- 02 - No
- 99 - DK/NA

NEW

23. Why don't you look at nutrition information provided on food package labels more often?

PROBE: Any other reasons?

RECORD VERBATIM – PROBE UNTIL UNPRODUCTIVE

- 97 - No reason
- 99 - DK/NA

SKIP TO Q25

NEW

24a. When shopping for food items for you and your family, what nutrition information provided on the food package do you look for **first**? DO NOT READ – ONE RESPONSE ONLY

24b. What other types of nutrition information provided on the food package do you usually look for? PROBE:

Any others?

DO NOT READ – MULTIPLE RESPONSES PERMITTED

- 01 – Nutrition facts table
- 02 - Specific ingredients (SPECIFY: _____)
- 03 – Number of calories
- 04 – Fat content (total)
- 05 – Presence/amount of saturated fat
- 06 – Presence/amount of trans fat
- 07 – Sodium/salt content
- 08 – Carbohydrate content (overall)
- 09 – Sugar content
- 10 – Fibre content
- 11 – Protein content
- 12 – Vitamin content (SPECIFY: _____)
- 13 – Mineral content (SPECIFY: _____)
- 14 – Logo or symbol
- 15 – Nutrition claims (e.g. high in fibre, low in fat)
- 97 – None/no others
- 98 – Other (SPECIFY: _____)
- 99 – DK/NA

ASK ALL

NEW

25. Overall, how often do you refer to the Nutrition Facts table shown on the package when you are purchasing food products? Would you say...?

READ

01 - Always or almost always

02 - Usually

03 - Sometimes

04 - Rarely, or

05 - Never

SKIP TO Q28

VOLUNTEERED

99 - DK/NA

SKIP TO Q28

NEW

26. Do you compare different products using information from the Nutrition Facts tables?

01 - Yes

02 - No

SKIP TO Q28

03 - Sometimes

99 - DK/NA

SKIP TO Q28

NEW

27. When comparing products, which information on the Nutrition Facts table do you look at most often?

DO NOT READ – CODE UP TO TWO TWO ANSWERS

01 - Amount of nutrient in grams or milligrams

02 - % Daily Value

03 - Serving size

04 - Number of calories

05 - Fat content (total)

06 - Presence/amount of saturated fat

07 - Presence/amount of trans fat

08 - Sodium/salt content

09 - Carbohydrate content (overall)

10 - Sugar content

11 - Fibre content

12 - Protein content

13 - Vitamin content (SPECIFY: _____)

14 - Mineral content (SPECIFY: _____)

98 - Other (SPECIFY: _____)

99 - DK/NA

NEW

28. Food packages often contain statements about nutritional value in addition to the information found in the Nutrition Facts table. Examples include statements such as “low fat”, “high in fibre”, “good source of calcium”, etc. How often do you use these types of statements to help you decide to purchase a given food product? Would you say...?

READ

01 - Always or almost always

02 - Usually

03 - Sometimes

04 - Rarely, or

05 – Never SKIP TO Q.32

VOLUNTEERED

99 - DK/NA SKIP TO Q.32

NEW

29. Overall, how believable would you say these types of statements are? Would you say you ... believe them?

READ

01 - Always or almost always

02 - Usually

03 - Sometimes

04 - Rarely, or

05 - Never

VOLUNTEERED

99 - DK/NA

NEW

30. In addition to the information found in the Nutrition Facts table and specific statements about nutritional value, have you ever noticed any other symbols, logos or banners pertaining to nutritional value on the front of food product packaging?

01 - Yes

02 - No

99 - DK/NA

NEW

31. These symbols include check marks, images of hearts or bones and words like Whole Grain or Omega-3, among others. Overall, how believable would you say these types of symbols, logos or banners are? Would you say you ... believe them?

READ

01 - Always or almost always

02 - Usually

03 - Sometimes

04 - Rarely, or

05 - Never

VOLUNTEERED

99 - DK/NA

NEW

32. Are there any ways of receiving nutrition information about food products that you feel would be effective for you personally? [IF YES:] What are they?
PROBE: Any others?
RECORD VERBATIM – PROBE UNTIL UNPRODUCTIVE
-
-

97 - No/None
99 - DK/NA

[NEW]

33. Does any member of your household have a medical condition that you must take into account when grocery shopping?

01 - Yes
02 - No
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

34. In what year were you born?

_____ Year
VOLUNTEERED
97 - Refuse/NA

ACET

35. 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

36. What is your current employment status? Are you... [READ LIST – ACCEPT ONE ANSWER ONLY.]

- 01 – Working full-time (35 or more hours per week)
- 02 – Working part-time (less than 35 hours per week)
- 03 – Self-employed
- 04 – Unemployed, but looking for work
- 05 – Attending school full-time/A student
- 06 – Retired
- 07 – Not in workforce (Homemaker/Unemployed, not looking for work)
- 88 – Other (DO NOT READ)
- 99 – DON'T KNOW/REFUSED

37. Are you an Aboriginal person (e.g., native Indian from a specific band, Inuit or Métis)?

- 01 – Yes
- 02 – No
- 99 – DON'T KNOW/REFUSED

ACET

38. 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 \$10,000
- 02 - \$10,000 to \$19,999
- 03 - \$20,000 to \$29,999
- 04 - \$30,000 to \$39,999
- 05 - \$40,000 to \$49,999
- 06 - \$50,000 to \$59,999
- 07 - \$60,000 to \$69,999
- 08 - \$70,000 to \$79,999
- 09 - \$80,000 to \$99,999
- 10 - \$100,000 and over
- 99 - REFUSE/DK/NA

39. 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:

40. Gender

- 01 - Male
- 02 - Female

41. 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

42. 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 --

SANTÉ CANADA

Évaluation après la campagne pour une alimentation saine

Questionnaire – ÉBAUCHE (DÉFINITIVE)

INTRODUCTION

Bonjour/Bonsoir. Je me nomme _____ et vous appelle au nom d'Environics Research Group, une société de recherche sur l'opinion publique. Aujourd'hui, nous réalisons un sondage pour en apprendre davantage à propos des problèmes de santé auxquels font face les Canadiens et Canadiennes.

Nous ne vendons ou sollicitons rien. Votre opinion est ce qui compte pour nous et vos réponses demeureront strictement confidentielles et anonymes. Ce sondage est inscrit dans le système national d'enregistrement des sondages.

SI ON LE DEMANDE : le sondage prendra environ 15 minutes à compléter.

SI ON LE DEMANDE : à la fin du sondage, je pourrai vous dire qui le commande.

SI ON LE DEMANDE : le système d'enregistrement a été mis sur pied par le secteur canadien œuvrant dans le domaine des sondages, pour permettre au public de vérifier si un sondage est légitime, pour obtenir des renseignements généraux au sujet du secteur des sondages ou pour déposer une plainte. Le numéro de téléphone sans frais du système d'enregistrement est le 1-800-554-9996.

CONFIRMER SI LE/LA RÉPONDANT(E) PRÉFÈRE QUE L'ENTREVUE SE DÉROULE EN FRANÇAIS OU EN ANGLAIS

SÉLECTION DES RÉPONDANTS

- A. Ce sondage couvre plusieurs thèmes se rapportant à la santé, y compris la nutrition et la saine alimentation. Y a-t-il des enfants de 2 à 12 ans qui vivent dans votre foyer ?

01 - Oui	
02 - Non	PASSER À LA Q.E
03 - NSP/PR	PASSER À LA Q.E

- B. Puis-je parler au parent ou au tuteur de cet enfant/de ces enfants ?

01 – Oui, moi-même	CONTINUER À LA Q.C
02 – Oui, quelqu'un d'autre	DEMANDER À PARLER À LA PERSONNE; REPRENDRE L'INTRODUCTION
03 - Non	PASSER À LA Q.E
04 - NSP/PR	PASSER À LA Q.E

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

C. Puis-je savoir combien [d'enfants] de 2 à 12 ans vivent dans votre foyer ?

___ - Nombre d'enfants âgés de 2-12 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 PROCHAIN RÉPONDANT ADMISSIBLE.

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

A. QUESTIONS DE L'OECP

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 ? [OECP]

01 - Oui

02 - Non PASSER À LA Q.2 [OU Q6 OU Q10 OU Q14]

03 - Peut-être

99 - NSP/PR PASSER À LA Q.2 [OU Q6 OU Q10 OU Q14]

- 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 ? [OECP]

SONDER : Est-ce qu'il y en a d'autres ?

INSCRIRE TEL QUEL

99 - NSP/PR

- 1c. 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

J'aimerais à présent vous poser quelques questions se rapportant à une annonce spécifique . . .

RANDOMISER L'ORDRE DES SÉRIES DE QUESTIONS, SOIT LA SÉRIE Q2 [Q2-Q5b], LA SÉRIE Q6 [Q6-Q9b], LA SÉRIE Q10 [Q10-Q13b] ET LA SÉRIE Q14 [Q14-Q17b]

Annnonce télévisée sur une alimentation saine

DEMANDER À TOUS

2. Au cours des dernières semaines ou environ, vous rappelez-vous avoir vu une publicité à la télévision montrant une mère et sa fille qui font des emplettes ensemble dans un supermarché et qui regardent les étiquettes nutritionnelles sur les emballages ? [OECP]

01 - Oui
02 - Non PASSER À LA Q6 [OU Q10 OU Q14 OU Q18]
03 - Peut-être
99 - NSP/PR PASSER À LA Q6 [OU Q10 OU Q14 OU Q18]

3. 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.3, POSER LA Q.3a. SINON PASSER À LA Q.4

- 3a. 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

4. 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

5a. Avez-vous fait quelque chose en réponse à cette annonce ? [OECP]

- 01 - Oui
- 02 - Non PASSER À LA Q6 [OU Q10 OU Q14 OU Q18]
- 03 - Peut-être
- 99 – NSP/PR PASSER À LA Q6 [OU Q10 OU Q14 OU Q18]

5b. Qu'avez-vous fait ? [OECP]

SONDER : Autre chose ?
INSCRIRE TEL QUEL – SONDER JUSQU'À CE QUE NON-PRODUCTIF

-
- 97 – Rien
 - 99 – NSP/PR

Bandeaux publicitaires sur Internet sur une alimentation saine

DEMANDER À TOUS

6. Au cours des dernières semaines ou environ, vous rappelez-vous avoir vu un bandeau publicitaire sur Internet qui pose une question au sujet d'une alimentation saine, mentionne l'étiquetage nutritionnel des aliments et montre un tableau de la valeur nutritive ? [OECP]

- 01 - Oui
- 02 - Non PASSER À LA Q10 [OU Q2 OU Q14 OU Q18]
- 03 - Peut-être
- 99 - NSP/PR PASSER À LA Q10 [OU Q2 OU Q14 OU Q18]

7. 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.7, POSER LA Q.7a. SINON PASSER À LA Q.8

7a. 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

8. 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

- 9a. Avez-vous fait quelque chose en réponse à cette annonce ? [OECP]

01 - Oui
02 - Non PASSER À LA Q10 [OU Q2 OU Q14 OU Q18]
03 - Peut-être
99 – NSP/PR PASSER À LA Q10 [OU Q2 OU Q14 OU Q18]

- 9b. Qu'avez-vous fait ? [OECP]
SONDER : Autre chose ?
INSCRIRE TEL QUEL – SONDER JUSQU'À CE QUE NON-PRODUCTIF

97 – Rien
99 – NSP/PR

Encart dans le journal sur une alimentation saine

DEMANDER À TOUS

10. Au cours des dernières semaines ou environ, vous rappelez-vous avoir vu une publicité dans un dépliant de coupons montrant une mère et sa fille qui font des emplettes ensemble dans un supermarché, qui mentionne l'expression « Manger santé » et montre un tableau de la valeur nutritive ? [OECP]

01 - Oui
02 - Non PASSER À LA Q14 [OU Q2 OU Q6 OU Q18]
03 - Peut-être
99 - NSP/PR PASSER À LA Q14 [OU Q2 OU Q6 OU Q18]

11. 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.11, POSER LA Q.11a. SINON PASSER À LA Q.12

11a. 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

12. 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

13a. Avez-vous fait quelque chose en réponse à cette annonce ? [OECP]

- 01 - Oui
- 02 - Non PASSER À LA Q14 [OU Q2 OU Q6 OU Q18]
- 03 - Peut-être
- 99 – NSP/PR PASSER À LA Q14 [OU Q2 OU Q6 OU Q18]

13b. Qu'avez-vous fait ? [OECP]

SONDER : Autre chose ?

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

-
- 97 – Rien
 - 99 – NSP/PR

Feuille détachable au supermarché sur une alimentation saine

DEMANDER À TOUS

14. Au cours des dernières semaines ou environ, vous rappelez-vous avoir vu un coupon détachable dans une épicerie montrant une mère et sa fille qui regardent une étiquette nutritionnelle, qui mentionne l'étiquetage nutritionnel des aliments et montre un tableau de la valeur nutritive ? [OECP]

- 01 - Oui
- 02 - Non PASSER À LA Q18 [OU Q2 OU Q6 OU Q10]
- 03 - Peut-être

99 - NSP/PR PASSER À LA Q18 [OU Q2 OU Q6 OU Q10]

15. 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.15, POSER LA Q.15a. SINON PASSER À LA Q.4

- 15a. 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

16. 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

- 17a. Avez-vous fait quelque chose en réponse à cette annonce ? [OECP]

01 - Oui
02 - Non PASSER À LA Q18 [OU Q2 OU Q6 OU Q10]
03 - Peut-être
99 – NSP/PR PASSER À LA Q18 [OU Q2 OU Q6 OU Q10]

- 17b. 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

18. Ces annonces étaient en fait produites par le gouvernement du Canada. Comment évalueriez-vous la performance du gouvernement du Canada dans le dossier de la promotion d'une alimentation saine ? 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

19. 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

20. 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

21. 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

**B. SAINE ALIMENTATION ET UTILISATION DE L'INFORMATION
NUTRITIONNELLE**

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

DEMANDER À TOUS

NOUVELLE

22. Quand vous allez au magasin pour acheter des aliments, est-ce que vous regardez habituellement l'information nutritionnelle qui est présentée sur l'emballage ?

01 - Oui PASSER À LA Q24
02 - Non
99 - NSP/PR

NOUVELLE

23. Pourquoi ne regardez-vous pas plus souvent l'information nutritionnelle qui est présentée sur l'étiquette figurant sur l'emballage des produits alimentaires ?

SONDER : Est-ce qu'il y a d'autres raisons ?

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

97 – Aucune raison
99 - NSP/PR

PASSER À LA Q25

NOUVELLE

24a. Quand vous allez au magasin pour acheter des aliments pour vous et pour votre famille, parmi les informations nutritionnelles qui sont présentées sur l'emballage, quelle est celle que vous cherchez à repérer **en premier** ? NE PAS LIRE - UNE SEULE RÉPONSE

24b. Quels sont les autres types d'informations nutritionnelles présentées sur les emballages que vous cherchez habituellement ? SONDER : Est-ce qu'il y en d'autres ?
NE PAS LIRE – PLUSIEURS RÉPONSES SONT PERMISES

- 01 – Le tableau de la valeur nutritive
- 02 – Des ingrédients spécifiques (PRÉCISER : _____)
- 03 – Le nombre de calories
- 04 – Le contenu en lipides (total)
- 05 – La présence/la quantité de lipides saturés
- 06 – La présence/la quantité de lipides trans
- 07 – Le contenu en sodium/sel
- 08 – Le contenu en glucides (total)
- 09 – Le contenu en sucre
- 10 – Le contenu en fibre
- 11 – Le contenu en protéine
- 12 – Le contenu en vitamines (PRÉCISER : _____)
- 13 – Le contenu en minéraux (PRÉCISER : _____)
- 14 – Un logo ou un symbole
- 15 – Les affirmations nutritionnelles (p.ex., bonne source de fibre, faible teneur en lipides)
- 97 – Aucune/pas d'autres
- 98 – Autre (PRÉCISER : _____)
- 99 – NSP/PR

DEMANDER À TOUS

NOUVELLE

25. En général, à quelle fréquence consultez-vous le tableau de la valeur nutritive qui est affiché sur l'emballage quand vous achetez des produits alimentaires ? Diriez-vous que vous le faites... ?
LIRE

- 01 – Toujours ou presque
- 02 – Habituellement
- 03 – Parfois
- 04 – Rarement ou
- 05 – Jamais PASSER À LA Q28
- NON SUGGÉRÉ
- 99 - NSP/PR PASSER À LA Q28

NOUVELLE

26. Comparez-vous différents produits à l'aide de l'information figurant sur des tableaux de la valeur nutritive ?

- 01 – Oui
- 02 – Non PASSER À LA Q28
- 03 – Parfois
- 99 - NSP/PR PASSER À LA Q28

NOUVELLE

27. Lorsque vous comparez des produits, quels sont les renseignements présentés dans le tableau de la valeur nutritive que vous regardez le plus souvent ?
NE PAS LIRE – INSCRIRE JUSQU'À DEUX RÉPONSES

- 01 – Quantité d'une substance nutritive en grammes ou en milligrammes
- 02 – % de la valeur quotidienne
- 03 – Taille d'une portion
- 04 – Le nombre de calories
- 05 – Le contenu en lipides (total)
- 06 – La présence/la quantité de lipides saturés
- 07 – La présence/la quantité de lipides trans
- 08 – Le contenu en sodium/sel
- 09 – Le contenu en glucides (total)
- 10 – Le contenu en sucre
- 11 – Le contenu en fibre
- 12 – Le contenu en protéine
- 13 – Le contenu en vitamines (PRÉCISER : _____)
- 14 – Le contenu en minéraux (PRÉCISER : _____)
- 98 – Autre (PRÉCISER : _____)
- 99 – NSP/PR

NOUVELLE

28. L'emballage des produits alimentaires présente souvent des affirmations au sujet de la valeur nutritive, en plus des renseignements figurant dans le tableau de la valeur nutritive. Des exemples comprennent des affirmations telles que « faible teneur en gras, » « bonne source de fibre, » « bonne source de calcium, » etc. À quelle fréquence utilisez-vous ces types d'affirmations pour vous aider à décider d'acheter ou non un produit alimentaire en particulier ? Diriez-vous que vous le faites... ?
LIRE

- 01 – Toujours ou presque
- 02 – Habituellement
- 03 – Parfois
- 04 – Rarement ou
- 05 – Jamais PASSER À LA Q.32
- NON SUGGÉRÉ
- 99 - NSP/PR PASSER À LA Q.32

NOUVELLE

29. En général, dans quelle mesure diriez-vous que ces affirmations sont crédibles ? Diriez-vous que vous les croyez... ?
LIRE

- 01 – Toujours ou presque
- 02 – Habituellement
- 03 – Parfois
- 04 – Rarement ou
- 05 – Jamais
- NON SUGGÉRÉ
- 99 - NSP/PR

NOUVELLE

30. En plus des renseignements qui figurent dans le tableau de la valeur nutritive et des affirmations spécifiques se rapportant à la valeur nutritive, avez-vous déjà remarqué la présence d'autres symboles, logos ou bannières se rapportant à la valeur nutritive sur le devant de l'emballage des produits alimentaires ?

- 01 – Oui
- 02 – Non
- 99 - NSP/PR

NOUVELLE

31. Ces symboles comprennent des coches, des images de cœur ou d'os et des expressions telles que « grains entiers » ou « oméga-3, » entre autres. En général, dans quelle mesure diriez-vous que ces types de symboles, de logos ou de bannières sont crédibles ? Diriez-vous que vous les croyez... ?
LIRE

- 01 – Toujours ou presque
- 02 – Habituellement
- 03 – Parfois
- 04 – Rarement ou
- 05 – Jamais
- NON SUGGÉRÉ
- 99 - NSP/PR

NOUVELLE

32. Existe-t-il des façons permettant de recevoir de l'information sur la valeur nutritive des produits alimentaires qui seraient efficaces pour vous, personnellement ? [SI OUI :] Lesquelles ?
SONDER : Est-ce qu'il y en a d'autres ?
INSCRIRE TEL QUEL – SONDER JUSQU'À CE QUE NON-PRODUCTIF

-
-
- 97 - Non/Aucune
 - 99 - NSP/PR

[NOUVELLE]

33. Est-ce que vous devez tenir compte de l'état de santé d'un membre de votre foyer lorsque vous faites l'épicerie ?

- 01 - Oui
- 02 - Non
- 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

34. En quelle année êtes-vous né(e) ?

_____ Année
NON SUGGÉRÉ
97 - REFUS/PR

OECP

35. 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

36. Quel est votre statut d'emploi à l'heure actuelle ? Êtes-vous... [LIRE LA LISTE- ACCEPTER UNE SEULE RÉPONSE.]

- 01 – Travailleur(euse) à temps plein (35 heures par semaine ou plus)
- 02 – Travailleur(euse) à temps partiel (moins de 35 heures par semaine)
- 03 – Travailleur(euse) autonome
- 04 – Sans emploi, mais à la recherche de travail
- 05 – Aux études à temps plein/Étudiant(e)
- 06 – Retraité(e)
- 07 – Pas dans la main-d'œuvre (Personne au foyer/ Sans emploi, mais pas à la recherche de travail)
- 88 – Autre (NE PAS LIRE)
- 99 – NE SAIT PAS/REFUS

37. Êtes-vous une personne autochtone (p.ex., Autochtone membre d'une bande spécifique, Inuit ou Métis) ?

- 01 – Oui
- 02 – Non
- 99 – NE SAIT PAS/REFUS

ACET

38. 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 10 000 \$
- 02 - De 10 000 \$ à 19 999 \$
- 03 - De 20 000 \$ à 29 999 \$
- 04 - De 30 000 \$ à 39 999 \$
- 05 - De 40 000 \$ à 49 999 \$
- 06 - De 50 000 \$ à 59 999 \$
- 07 - De 60 000 \$ à 69 999 \$
- 08 - De 70 000 \$ à 79 999 \$
- 09 - De 80 000 \$ à 99 999 \$
- 04 - De 80 000 \$ à 100 000 \$
- 10 - 100 000 \$ et plus
- 99 - REFUS/NSP/PR

39. 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*.

INSCRIRE :

40. Sexe

- 01 - Homme
- 02 - Femme

41. Province

- 01 - Alberta
- 02 - Colombie-Britannique
- 03 - Manitoba
- 04 - Nouveau-Brunswick
- 05 - Terre-Neuve et Labrador
- 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 --