

Thinking about just yourself, would you say you eat vegetables...

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M
 * small base

	Total	REGION								HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	Calgary	Edmonton	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	1839	176	744	95	411	330	83	350	350	370	551	918	532	1307
Weighted	1000	139	96	67*	385	237	76*	45	45	234	312	454	276	724
At least everyday	513 51%	80 57%	52 54%	29 43%	188 49%	122 51%	42 56%	26 58%	23 51%	101 43%	158 51%	254 56%	130 47%	383 53%
4 to 6 days per week	266 27%	34 24%	24 25%	22 33%	113 29%	54 23%	19 25%	10 22%	12 27%	72 31%	78 25%	115 25%	77 28%	189 26%
2-3 days per week	165 17%	21 15%	16 16%	12 18%	61 16%	44 19%	11 15%	7 15%	8 17%	41 18%	57 18%	67 15%	51 18%	115 16%
1 day per week or less	56 6%	5 3%	5 5%	4 6%	23 6%	17 7%	3 4%	2 4%	2 5%	20 9%	18 6%	18 4%	19 7%	37 5%

Are there any children in your household under 18 years of age?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M
 * small base

	Total	REGION								HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	Calgary	Edmonton	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	1839	176	744	95	411	330	83	350	350	370	551	918	532	1307
Weighted	1000	139	96	67*	385	237	76*	45	45	234	312	454	276	724
Yes	299 30%	38 27%	29 30%	17 25%	130 34%	61 26%	26 34%	14 30%	13 29%	57 24%	97 31%	146 32%	264 96%	35 5%
No	701 70%	102 73%	67 70%	50 75%	255 66%	177 74%	50 66%	31 70%	32 71%	178 76%	215 69%	308 68%	12 4%	688 95%

And thinking about your children do they eat vegetables...

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M

* small base; ** very small base (under 30) ineligible for sig testing

	Total	REGION								HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	Calgary	Edmonton	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Have children in household	558	44	223	30	133	97	31	104	104	95	160	303	506	52
Weighted	299	38*	29	17**	130	61*	26**	14*	13*	57*	97	146	264	35*
At least everyday	142 47%	21 55%	14 49%	6 38%	60 46%	32 54%	8 31%	8 55%	6 44%	24 42%	41 43%	77 53%	127 48%	15 43%
4 to 6 days per week	84 28%	9 25%	9 30%	7 40%	35 27%	16 26%	10 37%	4 26%	4 31%	11 20%	31 33%	42 29%	76 29%	9 24%
2-3 days per week	53 18%	4 11%	5 16%	2 12%	28 21%	8 13%	7 27%	2 13%	3 20%	13 23%	17 18%	23 16%	46 17%	8 22%
1 day per week or less	20 7%	4 10%	1 5%	2 10%	7 6%	4 7%	1 5%	1 6%	1 5%	9 15% K	7 7%	4 3%	16 6%	4 11%

(Topbox Summary - First Favourite) And, which of the following vegetables is your household's favourite to eat?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M

* small base

	Total	REGION								HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	Calgary	Edmonton	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Rated the vegetable	1839	176	744	95	411	330	83	350	350	370	551	918	532	1307
Weighted	1000	139	96	67*	385	237	76*	45	45	234	312	454	276	724
Asparagus	57 6%	12 9% F	5 5% F	4 7% F	20 5%	15 6% F	0 - F	2 4%	3 7%	11 5%	17 6%	29 6%	7 2%	50 7% L
Green or Yellow Beans	34 3%	2 2%	3 3%	2 3%	16 4%	12 5%	0 -	1 2%	2 4%	7 3%	8 2%	20 4%	8 3%	26 4%
Broccoli	124 12%	16 11%	12 12%	4 6%	56 15% C	28 12%	8 11%	7 15%	5 11%	23 10%	37 12%	64 14%	42 15%	82 11%
Brussel Sprouts	15 2%	3 2%	2 2%	0 -	6 2%	4 2%	0 -	1 1%	1 3%	2 1%	7 2%	6 1%	5 2%	10 1%
Carrots	129 13%	17 12% C	12 12% C	2 3%	36 9%	43 18% BCD	19 25% ABCD	5 12%	6 13%	30 13%	41 13%	58 13%	44 16%	86 12%
Cauliflower	22 2%	3 2%	2 3%	1 2%	7 2%	9 4%	0 -	1 2%	1 2%	7 3%	9 3%	6 1%	5 2%	18 2%
Corn	105 10%	18 13% E	11 11% E	8 12% E	55 14% EF	9 4%	4 5%	4 10%	5 11%	26 11%	24 8%	55 12% J	43 16% M	62 9%
Mushrooms	65 7%	7 5%	7 7%	9 13% AD	21 6%	17 7%	4 6%	4 9%	3 6%	17 7%	22 7%	25 6%	10 4%	55 8% L
Peas	40 4%	6 4%	4 4% E	7 10% BDE	15 4%	4 2%	4 5%	2 4%	2 4%	8 4%	13 4%	18 4%	12 4%	27 4%
Peppers	38 4%	8 6%	4 5% D	3 5%	10 2%	13 5% D	1 1%	2 5%	2 4%	8 3%	12 4%	19 4%	7 3%	31 4%
Potatoes	281 28%	38 27%	25 26%	22 33%	103 27%	62 26%	30 40% BDE	12 26%	12 27%	68 29%	94 30%	119 26%	79 28%	202 28%
Spinach	18 2%	1 1%	2 2%	1 1%	7 2%	7 3%	0 -	1 3%	1 2%	4 2%	7 2%	7 2%	4 1%	14 2%

KH3. (Topbox Summary - First Favourite) And, which of the following vegetables is your household's favourite to eat?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M

* small base

	Total	REGION								HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	Calgary	Edmonton	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Squash	6 1%	1 1%	1 1%	0 -	3 1%	0 -	1 1%	0 0	0 1%	0 0	1 0	4 1%	2 1%	4 1%
Sweet Potatoes/Yam	27 3%	6 4%	2 2%	1 1%	13 3%	3 1%	2 2%	1 2%	1 2%	9 4%	11 4%	7 2%	3 1%	24 3%
Turnip	11 1%	1 1%	1 1%	1 2%	3 1%	3 1%	1 2%	0 1%	0 1%	5 2%	2 1%	3 1%	2 1%	9 1%
Zucchini	5 0	0 -	1 1%	0 -	3 1%	1 0	0 -	0 0	1 2%	2 1%	1 0	2 0	1 0	4 1%
Other (Specify)	23 2%	0 -	2 2%	2 2%	10 3%	7 3%	1 2%	2 4%	1 2%	6 3%	5 2%	12 3%	3 1%	19 3%

(Summary - First Second and Third Favourite) And, which of the following vegetables is your household's favourite to eat?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M

* small base

	Total	REGION								HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	Calgary	Edmonton	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Rated the vegetable Weighted	1839	176	744	95	411	330	83	350	350	370	551	918	532	1307
	1000	139	96	67*	385	237	76*	45	45	234	312	454	276	724
Asparagus	164 16%	28 20% F	14 15% F	8 13%	64 17% F	45 19% F	5 6% F	7 15%	7 15%	32 14%	44 14%	88 19% J	28 10%	135 19% L
Green or Yellow Beans	173 17%	12 9%	14 14% A	9 14%	77 20% AB	52 22% AB	10 13%	6 14%	7 15%	37 16%	57 18%	79 17%	46 17%	127 18%
Broccoli	353 35%	57 41% C	33 34%	17 26%	136 35%	81 34%	28 36%	17 38%	14 31%	82 35%	96 31%	175 38% J	102 37%	251 35%
Brussel Sprouts	61 6%	7 5%	5 5%	5 7%	24 6%	16 7%	4 5%	2 4%	3 6%	14 6%	23 7%	23 5%	13 5%	47 7%
Carrots	441 44%	60 43%	38 40%	25 37%	136 35%	136 57% ABCD	46 60% ABCD	17 39%	18 40%	107 46%	134 43%	200 44%	139 50% M	302 42%
Cauliflower	135 13%	19 13%	14 14%	9 14%	47 12%	41 17% F	5 7%	6 14%	6 14%	37 16% K	48 16% K	49 11%	35 13%	100 14%
Corn	319 32%	46 33% E	35 36% E	31 47% AE	153 40% E	28 12%	26 35% E	16 36%	16 36%	68 29%	104 33%	147 32%	129 47% M	191 26%
Mushrooms	225 22%	30 21%	22 23% D	17 26%	68 18%	73 31% ABD	15 20%	10 23%	10 22%	53 23%	83 27% K	89 19%	43 16%	181 25% L
Peas	170 17%	30 22% E	19 20% E	16 24% E	69 18% E	21 9%	15 19% E	9 21%	8 19%	33 14%	55 18%	82 18%	54 19%	116 16%
Peppers	151 15%	25 18% D	18 18%	10 15%	50 13%	40 17%	8 11%	9 19%	8 18%	33 14%	43 14%	75 17%	32 12%	119 16% L
Potatoes	496 50%	66 47%	47 49%	39 59%	182 47%	114 48%	47 62% ABDE	21 47%	24 52%	124 53%	160 51%	212 47%	148 53%	348 48%
Spinach	79 8%	13 9% F	10 10% F	2 4%	34 9% F	19 8% F	1 1%	5 10%	5 10%	16 7%	26 8%	37 8%	16 6%	63 9%
Squash	30 3%	2 2% E	2 3% E	0 -	20 5% CE	2 1%	3 5%	1 1%	2 4% G	5 2%	8 3%	17 4%	7 3%	23 3%
Sweet Potatoes/Yam	81 8%	17 12% E	7 7%	3 4%	39 10% E	12 5%	3 4%	3 7%	3 6%	19 8%	25 8%	37 8%	15 5%	66 9% L

(Summary - First Second and Third Favourite) And, which of the following vegetables is your household's favourite to eat?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M

* small base

	Total	REGION								HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	Calgary	Edmonton	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Turnip	43	A	B	C	D	E	F	G	H	I	J	K	L	M
	4%	3	3	3	14	10	10	1	1	20	8	15	6	37
Zucchini	35	3	3	2	20	8	0	1	2	5	12	17	7	27
	3%	2%	3%	3%	5%	3%	-	2%	4%	2%	4%	4%	3%	4%
Other (Specify)	48	2	7	2	22	13	3	3	3	16	10	22	12	36
	5%	2%	7%	2%	6%	5%	3%	8%	6%	7%	3%	5%	4%	5%

Which of the following things would you say at least partly prevent your household from eating vegetables more often?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M

* small base

	Total	REGION								HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	Calgary	Edmonton	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	1839	176	744	95	411	330	83	350	350	370	551	918	532	1307
Weighted	1000	139	96	67*	385	237	76*	45	45	234	312	454	276	724
The amount of time/work it takes to prepare them	179	26	17	20	65	39	11	9	7	39	59	81	40	139
	18%	19%	18%	29% BDEF	17%	17%	15%	19%	16%	17%	19%	18%	15%	19%
Vegetables spoil too quickly	213	36	24	18	94	33	8	11	11	52	65	96	57	156
	21%	26% EF	24% EF	27% EF	24% EF	14%	10%	24%	25%	22%	21%	21%	21%	22%
Some vegetables are not available throughout the year	165	31	18	9	68	31	9	9	7	36	54	75	46	119
	17%	22% E	18% E	14%	18%	13%	12%	19%	16%	15%	17%	17%	17%	16%
Fresh vegetables are just too expensive	209	28	20	11	84	43	23	9	9	75	63	71	55	154
	21%	20%	20%	17%	22%	18%	30% E	21%	20%	32% JK	20%	16%	20%	21%
Kids or family won't eat them	96	13	8	8	43	11	12	3	4	25	34	37	65	31
	10%	10% E	8% E	13% E	11% E	5%	15% E	7%	10%	11% M	11%	8%	23% M	4%
Lack of variety	47	9	5	4	17	9	3	2	2	10	17	20	20	27
	5%	6%	5%	6%	4%	4%	4%	5%	5%	4%	6%	4%	7% M	4%
You don't personally care for the taste	66	3	7	6	27	15	9	3	3	15	20	32	17	49
	7%	2% A	7% A	9% A	7% A	6%	12% A	7%	7%	6% M	6%	7%	6% M	7%
You don't think it's all that important to include more vegetables in your diet	13	2	1	2	5	3	1	1	0	4	4	5	3	10
	1%	1%	1%	2%	1%	1%	1%	1%	0	2%	1%	1%	1%	1%
Some other reason	63	12	6	4	27	13	1	3	3	17	22	23	24	39
	6%	9% F	7% F	6% F	7% F	5%	1% M	8% M	6% M	7% M	7% M	5% M	9% M	5% M
You think you already eat enough vegetables	251	35	23	14	88	75	16	11	11	46	77	128	59	192
	25%	25%	23%	21%	23%	32% BD	21% I	25%	23%	20%	25%	28% I	21%	27%
None of the above	167	24	15	10	62	47	10	7	7	33	48	86	39	128
	17%	17%	16%	15%	16%	20%	13%	15%	16%	14%	15%	19%	14%	18%

At which meal does your household usually eat most of their daily intake of vegetables?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M

* small base

	Total	REGION								HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	Calgary	Edmonton	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	1839	176	744	95	411	330	83	350	350	370	551	918	532	1307
Weighted	1000	139	96	67*	385	237	76*	45	45	234	312	454	276	724
Dinner	842 84%	122 87%	81 84%	59 89%	341 89%	178 75%	61 81%	38 85%	38 84%	185 79%	273 87%	384 85%	244 88%	598 83%
Lunch	70 7%	7 5%	6 6%	2 4%	15 4%	30 13%	9 12%	3 6%	3 6%	21 9%	19 6%	30 7%	16 6%	54 8%
Breakfast	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	1 0
Snacks	9 1%	1 1%	1 1%	2 2%	3 1%	1 1%	1 2%	1 2%	0 1%	3 1%	3 1%	3 1%	3 1%	6 1%
Equal throughout the day	78 8%	9 6%	8 8%	4 5%	25 6%	28 12%	4 6%	3 7%	4 10%	24 10%	17 6%	36 8%	14 5%	63 9%

(Often there are not enough different types of vegetables available for me to purchase at the grocery store) For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M
 * small base

	Total	REGION								HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	Calgary	Edmonton	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	1839	176	744	95	411	330	83	350	350	370	551	918	532	1307
Weighted	1000	139	96	67*	385	237	76*	45	45	234	312	454	276	724
Often there are not enough different types of vegetables available for me to purchase at the grocery store														
Strongly agree	47 5%	7 5%	5 5%	2 3%	16 4%	13 5%	4 6%	2 3%	3 7%	8 4%	21 7%	18 4%	13 5%	34 5%
Somewhat agree	196 20%	28 20%	21 22%	14 21%	78 20%	44 18%	12 16%	10 22%	10 21%	49 21%	59 19%	88 19%	54 20%	142 20%
Somewhat disagree	429 43%	61 43%	37 38%	30 46%	150 39%	121 51%	31 40%	18 41%	16 35%	101 43%	134 43%	193 43%	120 43%	309 43%
Strongly disagree	328 33%	44 31%	34 35%	20 30%	141 37%	60 25%	29 38%	15 34%	17 37%	76 32%	97 31%	155 34%	89 32%	239 33%
Summary														
Top2Box - Agree	244 24%	35 25%	26 27%	16 24%	94 24%	57 24%	16 21%	12 25%	13 28%	57 25%	80 26%	106 23%	68 24%	176 24%
Low2Box - Disagree	756 76%	104 75%	70 73%	50 76%	291 76%	181 76%	60 79%	34 75%	33 72%	177 75%	231 74%	348 77%	209 76%	547 76%

(Frozen vegetables are as nutritious as fresh) For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M

* small base

	Total	REGION								HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
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Base: All respondents	1839	176	744	95	411	330	83	350	350	370	551	918	532	1307
Weighted	1000	139	96	67*	385	237	76*	45	45	234	312	454	276	724
Frozen vegetables are as nutritious as fresh														
Strongly agree	209 21%	23 17%	22 23%	12 19%	80 21%	48 20%	23 30% A	10 22%	10 23%	57 24% J	55 18%	97 21%	54 20%	154 21%
Somewhat agree	451 45%	57 41%	43 44%	30 45%	185 48% F	111 47%	26 34%	20 44%	20 45%	97 41%	150 48%	205 45%	133 48%	318 44%
Somewhat disagree	254 25%	43 31% D	24 25%	21 31%	87 23% D	60 25%	20 26%	12 26%	11 23%	57 24%	80 26%	117 26%	68 25%	186 26%
Strongly disagree	86 9%	16 12%	8 8%	3 5%	32 8%	19 8%	7 10%	4 8%	4 9%	24 10%	27 9%	35 8%	21 8%	65 9%
Summary														
Top2Box - Agree	660 66%	80 57%	64 67% A	43 64%	266 69% A	159 67% A	49 64%	30 66%	31 68%	153 65%	205 66%	302 66%	187 68%	473 65%
Low2Box - Disagree	340 34%	60 43% BDE	32 33%	24 36%	119 31%	79 33%	27 36%	15 34%	15 32%	81 35%	107 34%	152 34%	89 32%	251 35%

(What types of vegetables I buy and eat changes with the seasons and what I can buy fresh) For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M
 * small base

	Total	REGION								HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	Calgary	Edmonton	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	1839	176	744	95	411	330	83	350	350	370	551	918	532	1307
Weighted	1000	139	96	67*	385	237	76*	45	45	234	312	454	276	724
What types of vegetables I buy and eat changes with the seasons and what I can buy fresh														
Strongly agree	264 26%	44 31%	23 24%	13 20%	97 25%	71 30%	16 21%	12 27%	9 21%	56 24%	83 27%	125 28%	59 21%	205 28%
Somewhat agree	491 49%	62 45%	52 54%	39 59%	187 49%	110 46%	41 55%	23 50%	25 56%	116 50%	152 49%	223 49%	134 48%	358 49%
Somewhat disagree	196 20%	26 19%	16 16%	9 14%	86 22%	45 19%	13 18%	7 16%	8 17%	49 21%	60 19%	87 19%	68 25%	128 18%
Strongly disagree	49 5%	7 5%	6 6%	5 7%	15 4%	12 5%	5 6%	3 7%	3 6%	13 6%	17 5%	20 4%	16 6%	33 5%
Summary														
Top2Box - Agree	755 75%	106 76%	74 77%	52 79%	284 74%	181 76%	58 76%	35 77%	35 77%	172 73%	235 75%	348 77%	193 70%	562 78%
Low2Box - Disagree	245 25%	34 24%	22 23%	14 21%	101 26%	57 24%	18 24%	10 23%	11 23%	62 27%	77 25%	106 23%	84 30%	161 22%

(Because of my busy life-style, I often find it hard to prepare and eat enough vegetables) For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M
 * small base

	Total	REGION								HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	Calgary	Edmonton	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	1839	176	744	95	411	330	83	350	350	370	551	918	532	1307
Weighted	1000	139	96	67*	385	237	76*	45	45	234	312	454	276	724
Because of my busy life-style, I often find it hard to prepare and eat enough vegetables														
Strongly agree	102 10%	15 11%	11 12%	7 10%	45 12%	18 8%	5 7%	5 11%	5 12%	25 11%	34 11%	43 9%	27 10%	75 10%
Somewhat agree	307 31%	42 30%	33 34%	29 44%	120 31%	63 27%	19 25%	15 33%	15 34%	73 31%	87 28%	147 32%	88 32%	218 30%
Somewhat disagree	318 32%	41 30%	24 25%	16 24%	116 30%	95 40%	26 35%	11 23%	13 28%	73 31%	106 34%	139 31%	91 33%	227 31%
Strongly disagree	274 27%	41 29%	28 29%	15 22%	104 27%	61 26%	25 33%	15 32%	12 26%	63 27%	85 27%	125 28%	70 25%	204 28%
Summary														
Top2Box - Agree	408 41%	57 41%	44 46%	36 54%	165 43%	82 34%	24 32%	20 44%	21 46%	98 42%	120 39%	190 42%	115 42%	293 40%
Low2Box - Disagree	592 59%	82 59%	52 54%	30 46%	220 57%	156 66%	52 68%	25 56%	25 54%	136 58%	191 61%	264 58%	161 58%	431 60%

(I would eat more vegetables if I knew which ones were best for me and the different types of nutritional value each type of vegetable offers) For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M

* small base

	Total	REGION								HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	Calgary	Edmonton	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	1839	176	744	95	411	330	83	350	350	370	551	918	532	1307
Weighted	1000	139	96	67*	385	237	76*	45	45	234	312	454	276	724
I would eat more vegetables if I knew which ones were best for me and the different types of nutritional value each type of vegetable offers														
Strongly agree	76 8%	7 5%	7 8%	4 6%	31 8%	21 9%	7 9%	4 9%	3 7%	22 9%	28 9%	27 6%	18 6%	58 8%
Somewhat agree	262 26%	40 29%	29 30%	17 25%	106 28%	52 22%	19 25%	14 32%	13 29%	71 30%	81 26%	110 24%	86 31%	176 24%
Somewhat disagree	400 40%	55 39%	35 36%	25 37%	143 37%	109 46%	34 45%	16 35%	16 36%	87 37%	126 40%	188 41%	106 38%	295 41%
Strongly disagree	261 26%	38 27%	25 26%	21 32%	105 27%	56 24%	17 22%	11 24%	13 28%	54 23%	77 25%	130 29%	67 24%	194 27%
Summary														
Top2Box - Agree	338 34%	47 33%	36 38%	21 31%	137 36%	72 31%	25 33%	18 41%	16 36%	93 40%	109 35%	137 30%	104 38%	235 32%
Low2Box - Disagree	662 66%	93 67%	60 62%	46 69%	248 64%	165 69%	50 67%	27 59%	29 64%	141 60%	203 65%	317 70%	172 62%	489 68%

(I don't worry about eating enough vegetables because I take vitamins) For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M

* small base

	Total	REGION								HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	Calgary	Edmonton	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	1839	176	744	95	411	330	83	350	350	370	551	918	532	1307
Weighted	1000	139	96	67*	385	237	76*	45	45	234	312	454	276	724
I don't worry about eating enough vegetables because I take vitamins														
Strongly agree	26 3%	3 2%	2 2%	1 2%	6 2%	13 5% BD	1 1%	1 2%	1 3%	7 3%	8 3%	11 2%	5 2%	21 3%
Somewhat agree	148 15%	18 13%	12 12%	9 14%	68 18% B	33 14%	8 10%	6 13%	5 11%	43 18% K	48 15%	58 13%	48 17%	100 14%
Somewhat disagree	379 38%	55 40%	35 37%	28 42%	138 36%	98 41%	26 34%	16 36%	16 35%	87 37%	118 38%	175 38%	94 34%	286 39%
Strongly disagree	447 45%	63 46%	47 49% E	28 43%	173 45%	93 39%	42 55% E	22 49%	23 51%	97 42%	138 44%	211 46%	130 47%	317 44%
Summary														
Top2Box - Agree	174 17%	21 15%	14 15%	10 16%	74 19% B	46 19%	9 11%	7 15%	6 14%	50 21% K	56 18%	69 15%	53 19%	121 17%
Low2Box - Disagree	826 83%	119 85%	82 85% D	56 84%	310 81%	191 81%	67 89%	39 85%	39 86%	184 79%	256 82%	386 85% I	223 81%	602 83%

(Without making a pretty big effort to prepare an interesting mix, vegetables can be pretty boring to eat) For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M
 * small base

	Total	REGION								HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	Calgary	Edmonton	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	1839	176	744	95	411	330	83	350	350	370	551	918	532	1307
Weighted	1000	139	96	67*	385	237	76*	45	45	234	312	454	276	724
Without making a pretty big effort to prepare an interesting mix, vegetables can be pretty boring to eat														
Strongly agree	41 4%	6 5%	5 6%	5 7%	15 4%	8 3%	1 2%	2 5%	3 6%	9 4%	14 4%	18 4%	12 4%	29 4%
Somewhat agree	266 27%	34 24%	30 31%	24 36%	115 30%	45 19%	19 26%	15 33%	13 28%	61 26%	72 23%	134 30%	84 30%	182 25%
Somewhat disagree	390 39%	59 43%	33 34%	21 31%	147 38%	103 43%	28 37%	15 32%	17 36%	96 41%	131 42%	163 36%	107 39%	283 39%
Strongly disagree	303 30%	40 29%	29 30%	17 26%	107 28%	82 35%	27 36%	13 29%	13 29%	69 29%	95 30%	139 31%	73 26%	229 32%
Summary														
Top2Box - Agree	307 31%	40 29%	35 36%	28 43%	130 34%	53 22%	21 27%	17 38%	16 35%	70 30%	86 27%	152 33%	96 35%	211 29%
Low2Box - Disagree	693 69%	99 71%	61 64%	38 57%	254 66%	185 78%	55 73%	28 62%	30 65%	164 70%	226 73%	302 67%	180 65%	513 71%

(Top2box Summary) For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M

* small base

	Total	REGION								HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	Calgary	Edmonton	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	1839	176	744	95	411	330	83	350	350	370	551	918	532	1307
Weighted	1000	139	96	67*	385	237	76*	45	45	234	312	454	276	724
Often there are not enough different types of vegetables available for me to purchase at the grocery store	244	35	26	16	94	57	16	12	13	57	80	106	68	176
	24%	25%	27%	24%	24%	24%	21%	25%	28%	25%	26%	23%	24%	24%
Frozen vegetables are as nutritious as fresh	660	80	64	43	266	159	49	30	31	153	205	302	187	473
	66%	57%	67% A	64%	69% A	67% A	64%	66%	68%	65%	66%	66%	68%	65%
What types of vegetables I buy and eat changes with the seasons and what I can buy fresh	755	106	74	52	284	181	58	35	35	172	235	348	193	562
	75%	76%	77%	79%	74%	76%	76%	77%	77%	73%	75%	77%	70%	78% L
Because of my busy life-style, I often find it hard to prepare and eat enough vegetables	408	57	44	36	165	82	24	20	21	98	120	190	115	293
	41%	41%	46% EF	54% EF	43% E	34%	32%	44%	46%	42%	39%	42%	42%	40%
I would eat more vegetables if I knew which ones were best for me and the different types of nutritional value each type of vegetable offers	338	47	36	21	137	72	25	18	16	93	109	137	104	235
	34%	33%	38% E	31%	36%	31%	33%	41%	36%	40% K	35%	30%	38%	32%
I don't worry about eating enough vegetables because I take vitamins	174	21	14	10	74	46	9	7	6	50	56	69	53	121
	17%	15%	15%	16%	19% B	19%	11%	15%	14%	21% K	18%	15%	19%	17%
Without making a pretty big effort to prepare an interesting mix, vegetables can be pretty boring to eat	307	40	35	28	130	53	21	17	16	70	86	152	96	211
	31%	29%	36% E	43% AE	34% E	22%	27%	38%	35%	30%	27%	33%	35%	29%

(Low2box Summary) For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M

* small base

	Total	REGION								HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	Calgary	Edmonton	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	1839	176	744	95	411	330	83	350	350	370	551	918	532	1307
Weighted	1000	139	96	67*	385	237	76*	45	45	234	312	454	276	724
Often there are not enough different types of vegetables available for me to purchase at the grocery store	756	104	70	50	291	181	60	34	33	177	231	348	209	547
	76%	75%	73%	76%	76%	76%	79%	75%	72%	75%	74%	77%	76%	76%
Frozen vegetables are as nutritious as fresh	340	60	32	24	119	79	27	15	15	81	107	152	89	251
	34%	43% BDE	33%	36%	31%	33%	36%	34%	32%	35%	34%	34%	32%	35%
What types of vegetables I buy and eat changes with the seasons and what I can buy fresh	245	34	22	14	101	57	18	10	11	62	77	106	84	161
	25%	24%	23%	21%	26%	24%	24%	23%	23%	27%	25%	23%	30% M	22%
Because of my busy life-style, I often find it hard to prepare and eat enough vegetables	592	82	52	30	220	156	52	25	25	136	191	264	161	431
	59%	59%	54%	46%	57%	66% BCD	68% BC	56%	54%	58%	61%	58%	58%	60%
I would eat more vegetables if I knew which ones were best for me and the different types of nutritional value each type of vegetable offers	662	93	60	46	248	165	50	27	29	141	203	317	172	489
	66%	67%	62%	69%	64%	69% B	67%	59%	64%	60%	65%	70% I	62%	68%
I don't worry about eating enough vegetables because I take vitamins	826	119	82	56	310	191	67	39	39	184	256	386	223	602
	83%	85%	85% D	84%	81%	81%	89%	85%	86%	79%	82%	85% I	81%	83%
Without making a pretty big effort to prepare an interesting mix, vegetables can be pretty boring to eat	693	99	61	38	254	185	55	28	30	164	226	302	180	513
	69%	71% C	64%	57%	66%	78% BCD	73%	62%	65%	70%	73%	67%	65%	71%