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The Health of Canadians



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Agenda

- 1** Method
- 2 Key Findings
- 3 Preliminary Results

General Health Questions

Food and Nutrition

Exercise

Sleep

Information on Healthy Living

Visiting Health Professionals

Demographics

Method

INSTRUMENT

- ▶ The general population survey was completed on-line from Wednesday, November 10, 2010, to Wednesday, November 17, 2010, using Leger Marketing's online panel, *LegerWeb*.
- ▶ A sample of 1514 Canadians, 18 years of age or older, were surveyed.
- ▶ A probability sample of the same size would yield a margin of error of $\pm 2.5\%$, 19 times out of 20.

- ▶ The youth survey was completed on-line from Thursday, November 11, 2010, to Thursday, November 18, 2010, using Leger Marketing's online panel, *LegerWeb*.
- ▶ A sample of 506 Canadian youth, 12-17 years of age, were surveyed.
- ▶ A probability sample of the same size would yield a margin of error of $\pm 4.4\%$, 19 times out of 20.

ONLINE PANEL

- ▶ Leger Marketing's online panel has approximately 345,000 members nationally – with between 10,000 and 20,000 new members added each month, and has a retention rate of 90%.
- ▶ Panel members are randomly selected to receive email invitations to the individual surveys.
- ▶ We ensure the protection of privacy via the usage of unique URLs and respondent IDs in combination with survey IDs.

QUALITY CONTROL

- ▶ Stringent quality assurance measures allow Leger Marketing to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.

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Key Findings

General Health Questions

- Adults and youth agree that the number one health issue affecting Canadians today is obesity. This is fitting, since half of the adults surveyed (51%) considered themselves overweight (44%) or obese (7%). What is interesting is that despite the fact that half consider themselves overweight/obese, most (77%) believe that they: (a) generally live a healthy lifestyle, (b) eat a healthy diet and eat healthier than the average Canadian (78% and 65%, respectively), and (c) maintain a healthy weight.
- Roughly half the adults and youth surveyed feel overwhelmed by all the information available about healthy living. Despite this, most adults claim to be doing everything they can to reduce the amount of salt, fat, and (to a lesser extent) sugar from their diet.
- Though most do not agree that Canadians, on the whole, are any healthier than Europeans, most continue to believe that they are healthier than Americans. Only four-in-ten adults (44%) believe that their generation is any healthier than the previous generation, and fewer (33%) believe the next generation will be any better. (For youth, 41% agreed with either statement.)
- Canadians are tired. Six-in-ten adults and youth alike feel tired most of the time, which isn't surprising, since both adults and youth average an hour less sleep each night than what is recommended (adults: 6.9; youth: 7.8).
- About a third note that they feel stressed most of the time, however, most are doing everything they can to reduce their stress levels (though adults seem to be doing a better job of it).
- When asked what would motivate them to become healthier, the most popular answer among adults and youth alike was when they feel out of shape.
- Cigarette smoking is much more common among adults than among youth, however, non-smoking youth are almost three times more likely to be living with someone who smokes, when compared to non-smoking adults.

Key Findings

Food and Nutrition

- Breakfast, lunch, and dinner are eaten at home more often, on average, than anywhere else. Respondents tend to eat lunch as take-out or at a restaurant once per week, and dinner as take-out or at a restaurant about once a week as well.

- Surprisingly, adults consume more fruits and vegetables per day than youth. Regardless, neither are eating as many fruits and vegetables as they should.

- Youth consume significantly more juice, grain products, and milk/milk alternatives per day than adults.

- Coffee and tea are consumed much more often by adults each week than youth. Youth, however, consume fast food, processed/pre-packaged food, and dessert significantly more often each week than adults.

- Compared to youth, adults believe they need to consume significantly more fruits and vegetables each day in order to stay healthy. Youth, on the other hand, believe they need to consume significantly more milk/milk alternatives, eggs, and cheese.

- Youth also believe that they can consume more fast food, processed/pre-packaged food, soft drinks, and dessert each week and still remain healthy.

- When asked why they might not eat as healthy as they would like, adults mentioned a lack of time more than anything else. For youth, a lack of time and a lack of concern over their diet were the most popular reasons.

Servings per day	What they actually consume		Minimum they should consume	
	Adults	Youth	Adults	Youth
Fruits and vegetables	3.8	3.2	5.2	4.8
Grain products	2.9	3.2	3.4	3.6
Milk and alternatives	2.3	3.0	2.9	3.2
Meat, fish, and alternatives	2.1	2.2	2.3	2.4
Eggs and cheese	1.5	1.6	1.8	2.0
Juice	1.2	2.2	--	--

Note: Servings in red denote significant differences between youth and adults

# of times per week	What they actually consume		The maximum they should consume	
	Adults	Youth	Adults	Youth
Fast food	1.0	1.2	0.7	1.0
Processed/pre-packaged food	1.2	1.8	0.9	1.3
Alcohol	3.2	n/a	3.7	--
Soft drinks	2.8	2.9	1.3	1.8
Dessert	2.7	3.4	2.2	2.7
Coffee/tea	9.6	1.8	6.1	3.3
Juice	--	--	5.3	5.4

Note: Servings in red denote significant differences between youth and adults

Key Findings

Exercise

- Youth are much more likely to be exercising regularly. This is despite the fact that (a) roughly an equal amount of adults and youth spend the majority of their day sitting down, and (b) significantly more adults than youth state that they do everything they can to take breaks from sitting down to move around.
- On average, youth are exercising vigorously nearly five hours a week, while adults average around two. In order to stay healthy, both adults and youth believe they should be exercising more, on average, than they are currently.
- When asked why they might not be getting as much exercise as they would like, adults and youth gave similar responses, the top three being: not enough time, a dislike of exercise, and not enough money to join a gym or purchase exercise equipment.

Numbers of hours per week	Actual # of hours		#of hours they should be putting in	
	Adults	Youth	Adults	Youth
Light activity	7.5	7.3	8.5	8.5
Vigorous activity	2.2	4.5	4.3	5.3

Note: Servings in red denote significant differences between youth and adults

Sleep

- Six-in-ten believe that they get the required amount of sleep for their bodies. On average, adults are getting around seven, while youth are getting about eight. Both adults and youth believe they should be getting an hour more sleep each night than they actually do.
- When asked why they might not be getting as much exercise as they would like, adults and youth alike mentioned a lack of time more than anything else.

Numbers of hours per night	Actual # of hours		#of hours they should be getting	
	Adults	Youth	Adults	Youth
Sleep	6.9	7.8	7.9	8.6

Note: Servings in red denote significant differences between youth and adults

Key Findings

Information on Healthy Living

- In order to gain information about healthy living, adults have turned to health professionals, magazines, and online product/health/disease sites more often than anything else in the past year. Youth, however, relied on friends and family members, television, and health professionals.
- Nearly three-in-ten would likely post or ask a health-related question online. More, however, would likely read other online posts about the issue in question, rather than posting one themselves.
- Six-in-ten are likely to trust the health information they find online.

Visiting Health Professionals

- Most regularly go to the doctor and dentist for overall check-ups. While adults are more likely to go to the doctor's on a regular basis, youth are more likely to go the dentist on a regular basis.
- When asked why they may not be going to the dentist as often as they would like, a variety of reasons were cited. When asked why they may not be going to the dentist as often as they would like, adults mentioned that they couldn't afford to more than anything else, while youth mentioned they didn't need to go in the first place, they're healthy.
- In the last six months, adults were much more likely to have visited at least one of the following health professionals: registered massage therapist, chiropractor, physiotherapist, psychologist, nutritionist, acupuncturist, naturopath, and psychiatrist.

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Demographics

Carrying extra weight is the #1 health issue affecting Canadians today

- One-third of adults and youth consider obesity/being overweight as the number one health issue affecting Canadians. This is followed by poor nutrition and cancer.
 - Youth are more likely than adults to cite nutrition as the number one health issue, while adults are more likely than youth to cite poor healthcare, a lack of available medical practitioners, and hypertension.

Health issues affecting Canadians today	ADULTS	YOUTH
Obesity/ overweight	37%	35%
POOR NUTRITION (NET)	10%	16%
Poor diet/ nutrition (general mention)	9%	7%
Consumption of fast foods/ processed foods/ salt	2%	9%
Cancer (unspecified)	9%	8%
POOR HEALTHCARE (NET)	8%	1%
Limited access to healthcare/ wait times	5%	1%
Lack of healthcare coverage/ cost of healthcare	3%	-
Heart disease/ heart problem	7%	4%
Lack of exercise/ poor general fitness	6%	8%
Diabetes	5%	3%
Lack of available medical practitioners and support staff	3%	0%
Hypertension/ high blood pressure/ stress	3%	0%
Smoking	2%	3%
The issues affecting an aging population (general mention)	1%	1%
Mention specifies health issue pertaining to children/ teens	1%	1%
Exposure to harmful pollutants	1%	0%
I'm not sure	17%	23%
I'd prefer not to answer	1%	3%

Reasons mentioned by less than one per cent of the respondents in *both* categories are not shown above.

 Cells highlighted in green denote the top three responses for each group.

Q2. What is the number one health issue affecting Canadians today?

Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those in the highest income bracket (\$80K+) are more likely to say that obesity/being overweight is the number one health issue affecting Canadians.
 - As one's age increases, the likelihood that he or she considers healthcare the number one issue affecting Canadians also increases.
- Regionally . . .
 - Those in Quebec are less likely than those in Manitoba/Saskatchewan, Ontario, or the Atlantic provinces to consider obesity / being overweight as the number one health issue however, they are more likely to consider nutrition, lack of exercise, lack of available medical practitioners, and smoking as key issues.

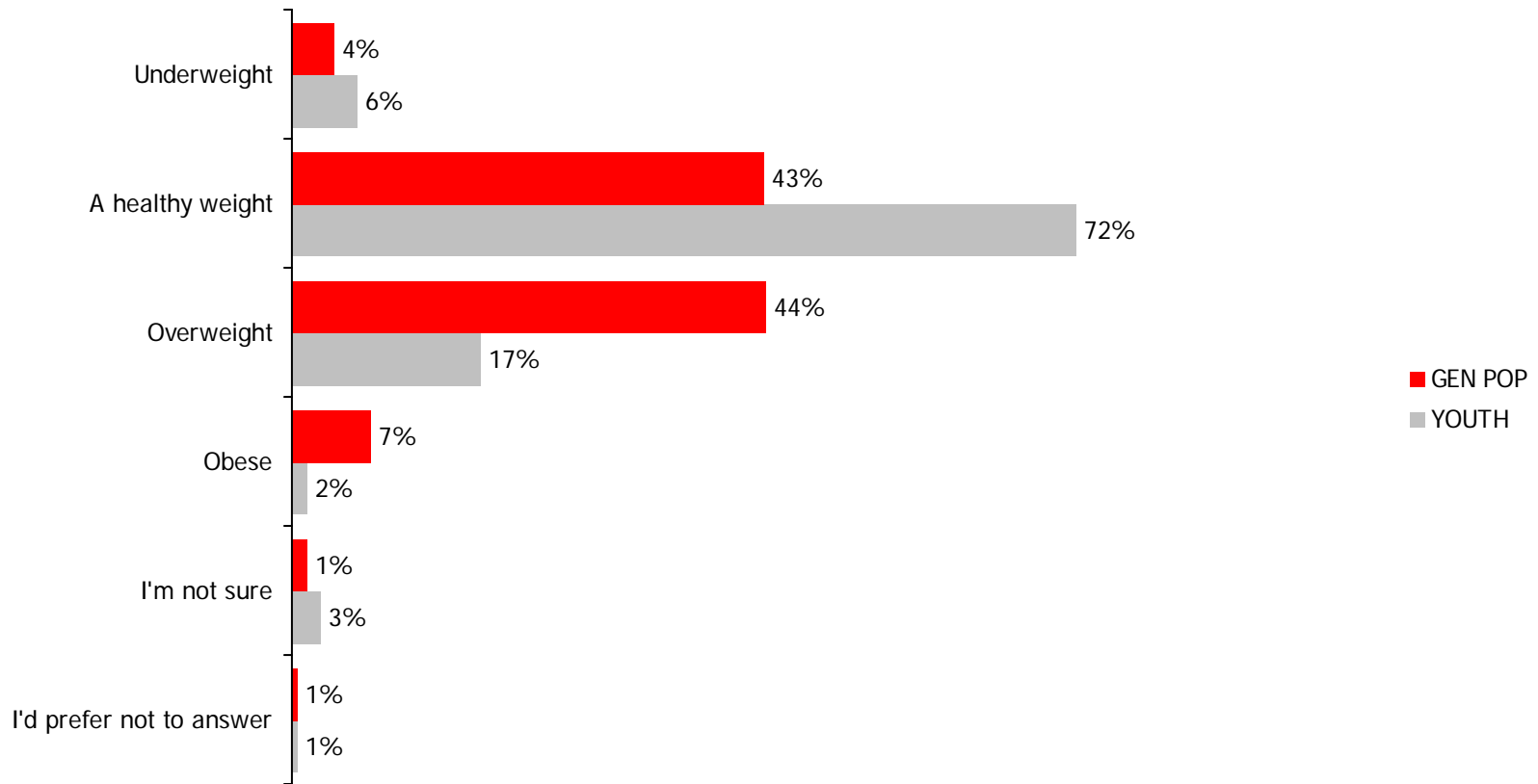
Youth demographic differences

- Regionally . . .
 - Youth in Ontario are more likely than youth in Quebec to consider obesity/being overweight the number one health issue affecting Canadians.

Q2. What is the number one health issue affecting Canadians today?
Base: Adults (n=1514); Youth (n=506).

Adults are much more likely to consider themselves overweight or obese

- Most youth consider themselves to be a healthy weight, while nearly two-in-ten consider themselves overweight or obese.
- Canadian adults, however, are a little more evenly split: four-in-ten consider themselves to be a healthy weight, while about half consider themselves to be overweight or obese.



Q39. Do you consider yourself to be ...?
Base: Adults (n=1514); Youth 12-17 (n=506).

Adult demographic differences

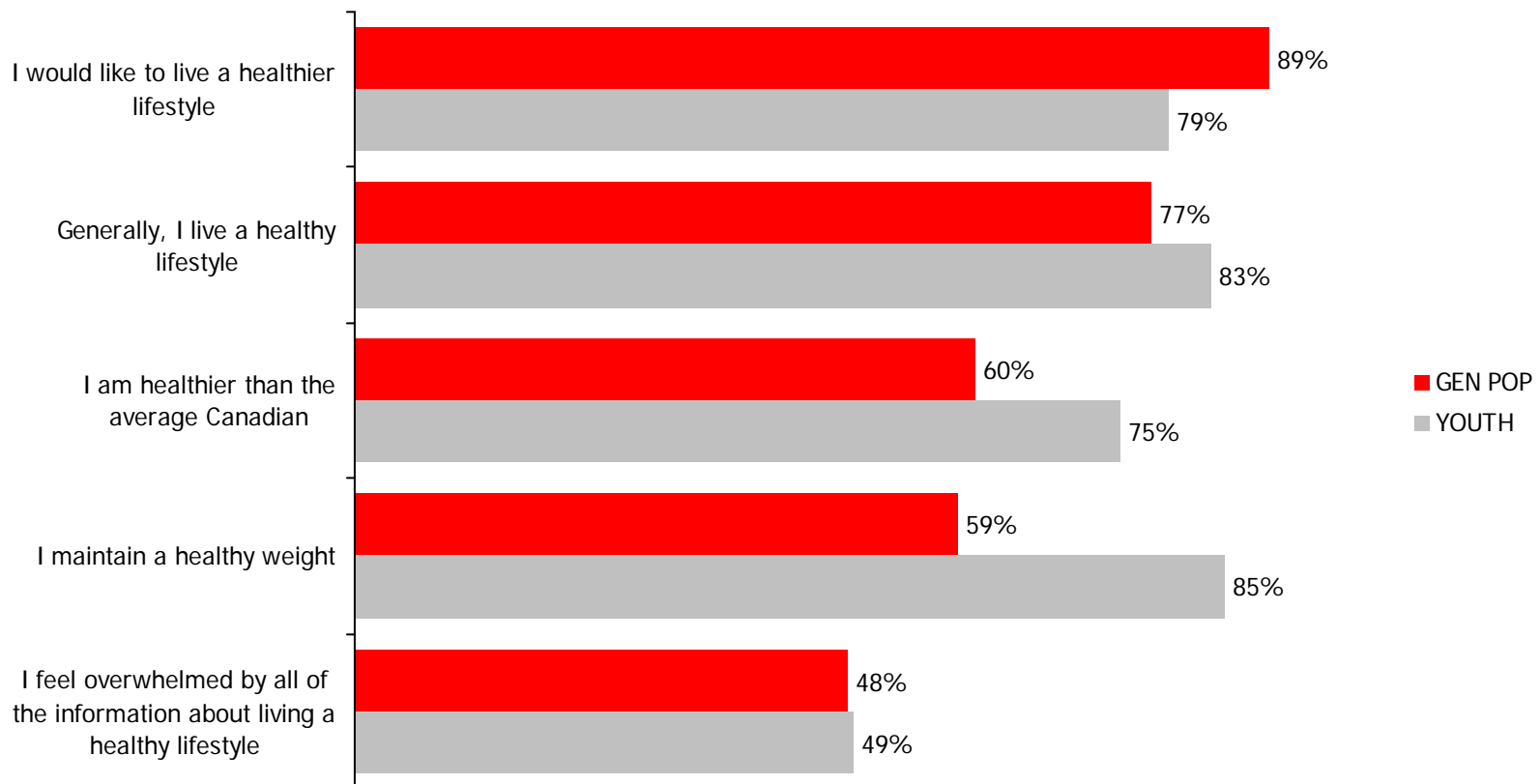
- Demographically. . .
 - Those more likely to consider themselves to be a healthy weight are:
 - those who exercise regularly,
 - those 18-39 (vs. those 60+), and
 - those with a college or university education.
 - Those more likely to consider themselves to be underweight are:
 - those who exercise regularly,
 - single individuals,
 - those who do not regularly visit their doctor or dentist for overall check-ups,
 - those 18-29 (vs. those from any other age group), and
 - men.
 - Those more likely to consider themselves to be overweight are:
 - those who do not exercise regularly,
 - those 30+, and
 - those with a high school education or less.
 - Those more likely to consider themselves to be obese are those who do not exercise regularly and women.
 - Education levels increase along with the tendency to consider oneself a healthy weight.
- Regionally . . .
 - Quebeckers are more likely to consider themselves to be a healthy weight, compared to Ontarians.
 - Rural residents are least likely to consider themselves to be a healthy weight.
 - Suburbanites are least likely to consider themselves underweight.

Youth demographic differences

- Demographically . . .
 - Those more likely to consider themselves a healthy weight are those:
 - who exercise regularly,
 - who get eight hours of sleep or more per night, and those
 - who aren't stressed all the time.
- Regionally . . .
 - Quebec's youth are statistically more likely to consider themselves underweight when compared to youth in Ontario and the West.
 - Ontarians are more likely to consider themselves overweight when compared to those in B.C.
 - B.C. residents are more likely to consider themselves a healthy weight, compared to those in Alberta, Ontario, and Quebec.

Adults are much more likely to indicate that they'd like to live a healthier lifestyle

- While most adults and youth agree that they generally live a healthy lifestyle (especially the youth), most also agree that they would like to live a healthier one (particularly adults).
- Canada's youth, however, are much more likely to believe that they are (a) healthier than the average Canadian, and that (b) they maintain a healthy weight.
- Roughly half the adults and youth surveyed feel overwhelmed by the amount of information available about how to live a healthy lifestyle.



Q1a-e. To what extent do you agree with each of the following statements?
SUMMARY TABLE OF AGREE
Base: Adults (n=1514); Youth 12-17 (n=506).

Adults demographic differences

- Demographically . . .
 - Those more likely to feel overwhelmed by all information about living a healthy lifestyle, include those:
 - who do not exercise regularly,
 - who smoke (vs. those who don't),
 - who consider themselves overweight/obese (vs. a healthy weight),
 - who feel stressed most of the time,
 - with a high school education (vs. those with a university education), and those
 - 18-29 years of age.
 - Those who would like to live a healthier lifestyle tend to be those who:
 - do not exercise regularly,
 - get less than eight hours of sleep each night (on average),
 - consider themselves overweight/obese or underweight (vs. a healthy weight),
 - feel stressed most of the time, and those who
 - make \$80K+ per year.
 - Those who state that they live a healthy lifestyle and are healthier than the average Canadian are more likely to:
 - exercise regularly,
 - be a non-smoker,
 - consider themselves to be at a healthy weight,
 - state that they are not stressed most of the time,
 - have a university education, and
 - go to the dentist regularly for overall check-ups.
 - Retired individuals and those 60+ are more likely to state that they live a healthy lifestyle. Women are more likely to state this as well.
 - Those 18-29 are more likely to believe they maintain a healthy weight (vs. those 40+). Others more likely to believe so include men, those with a university education, those who exercise regularly, and smokers.
- Regionally . . .
 - Quebeckers are statistically less likely to state that they would like to live a healthier lifestyle (vs. Albertans, Ontarians, and Atlantic Canadians).
 - Albertans are statistically more likely to believe that they live a healthy lifestyle (vs. B.C., the Prairie provinces, and Ontario).

~~Albertans are more likely to maintain a healthy weight (vs. Saskatchewan, Manitoba, and Ontario).~~

Q1a-e. To what extent do you agree with each of the following statements?

SUMMARY TABLE OF AGREE

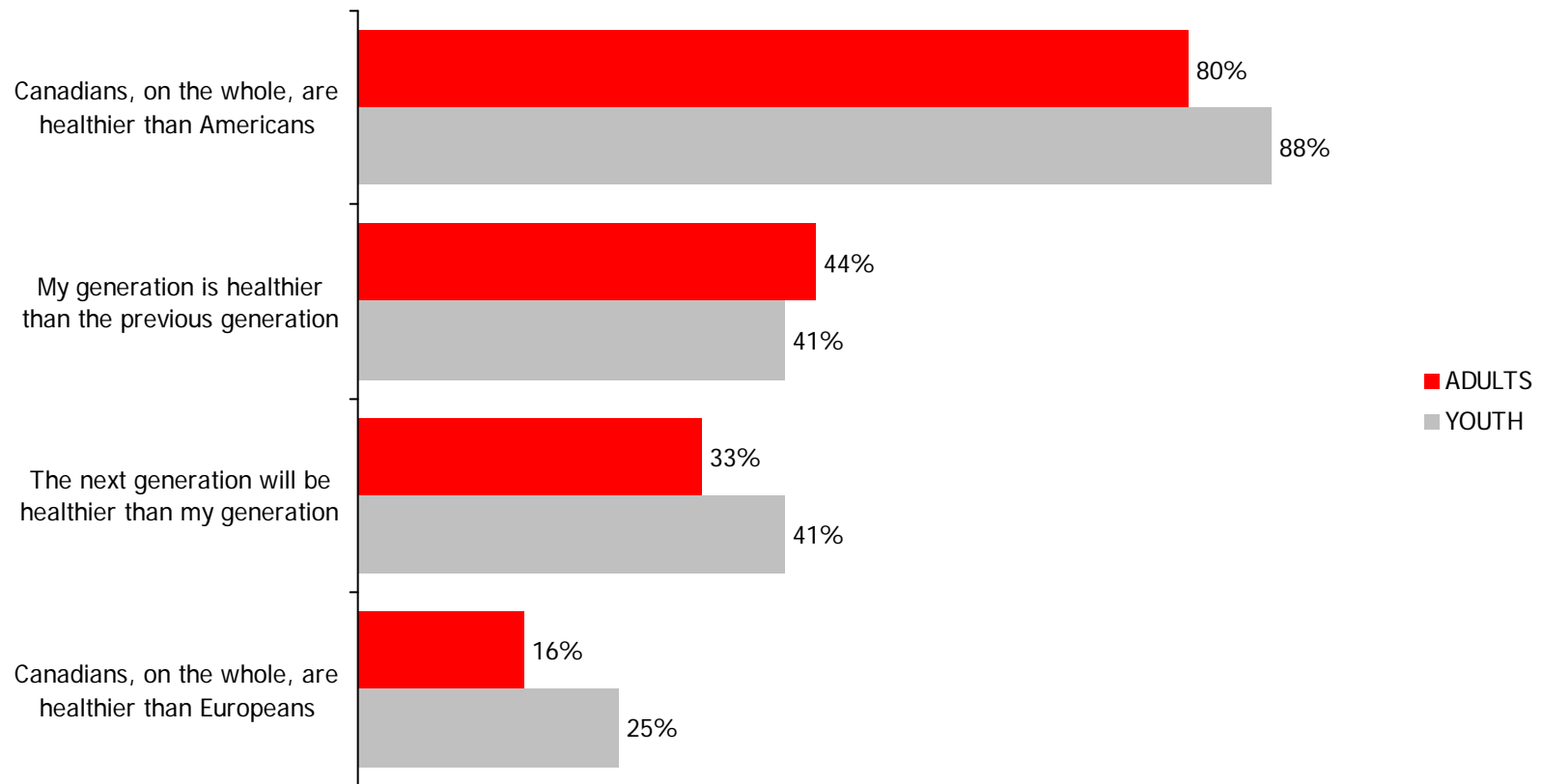
Base: Adults (n=1514); Youth 12-17 (n=506).

Youth demographic differences

- Demographically . . .
 - Those more likely to feel overwhelmed by all information about living a healthy lifestyle, include those:
 - who consider themselves overweight/obese (vs. underweight, or a healthy weight),
 - who feel stressed most of the time,
 - who get less than eight hours of sleep each night (on average), and those
 - likely to post a health question online.
 - Those who would like to live a healthier lifestyle tend to be those who:
 - do not exercise regularly,
 - who get less than eight hours of sleep each night (on average), and those
 - who consider themselves overweight/obese (vs. a healthy weight).
- Regionally . . .
 - Compared to Quebec's youth, Ontario's youth are more likely to believe that, generally, they live a healthy lifestyle.

Youth are more likely to believe that the next generation will be healthier than this generation

- Most believe that Canadians, on the whole, are healthier than Americans, especially Canada's youth. Far fewer, however, believe that Canadians, as a whole, are healthier than Europeans (though again, Canada's youth are statistically more likely to believe this).
- Less than half believe that (a) their current generation is healthier than the previous one, or that (b) the next generation will be healthier than their current generation (though this is more likely among Canada's youth).



Q1f-i. To what extent do you agree with each of the following statements?
SUMMARY TABLE OF AGREE
Base: Adults (n=1514); Youth 12-17 (n=506).

Adult demographic differences

- Demographically . . .
 - Those more likely to agree that their generation is healthier than the previous generation are those who:
 - exercise regularly,
 - consider themselves to be a healthy weight, and those who
 - visit the doctor and dentist regularly for overall check-ups.
 - Age increases along with the likelihood of believing that the current generation is healthier than the previous one.
 - Those who are stressed most of the time are less likely to believe that their generation is any healthier than the previous one.
 - Those who exercise regularly are more likely to believe that Canadians, on the whole, are healthier than Europeans. Regardless of whether or not one regularly exercises, most believe that Canadians, on the whole, are healthier than Americans.
- Regionally . . .
 - Relative to Ontario and the West, Quebecers are more likely to believe that their generation will be healthier than the previous generation.
 - Relative to most other regions (i.e. all but B.C.), Quebecers are more likely to believe that Canadians, on the whole, are healthier than Americans. Atlantic Canadians, on the other hand, appear to be less likely to believe this (when compared to all other regions except Saskatchewan and Manitoba).

Q1f-i. To what extent do you agree with each of the following statements?

SUMMARY TABLE OF AGREE

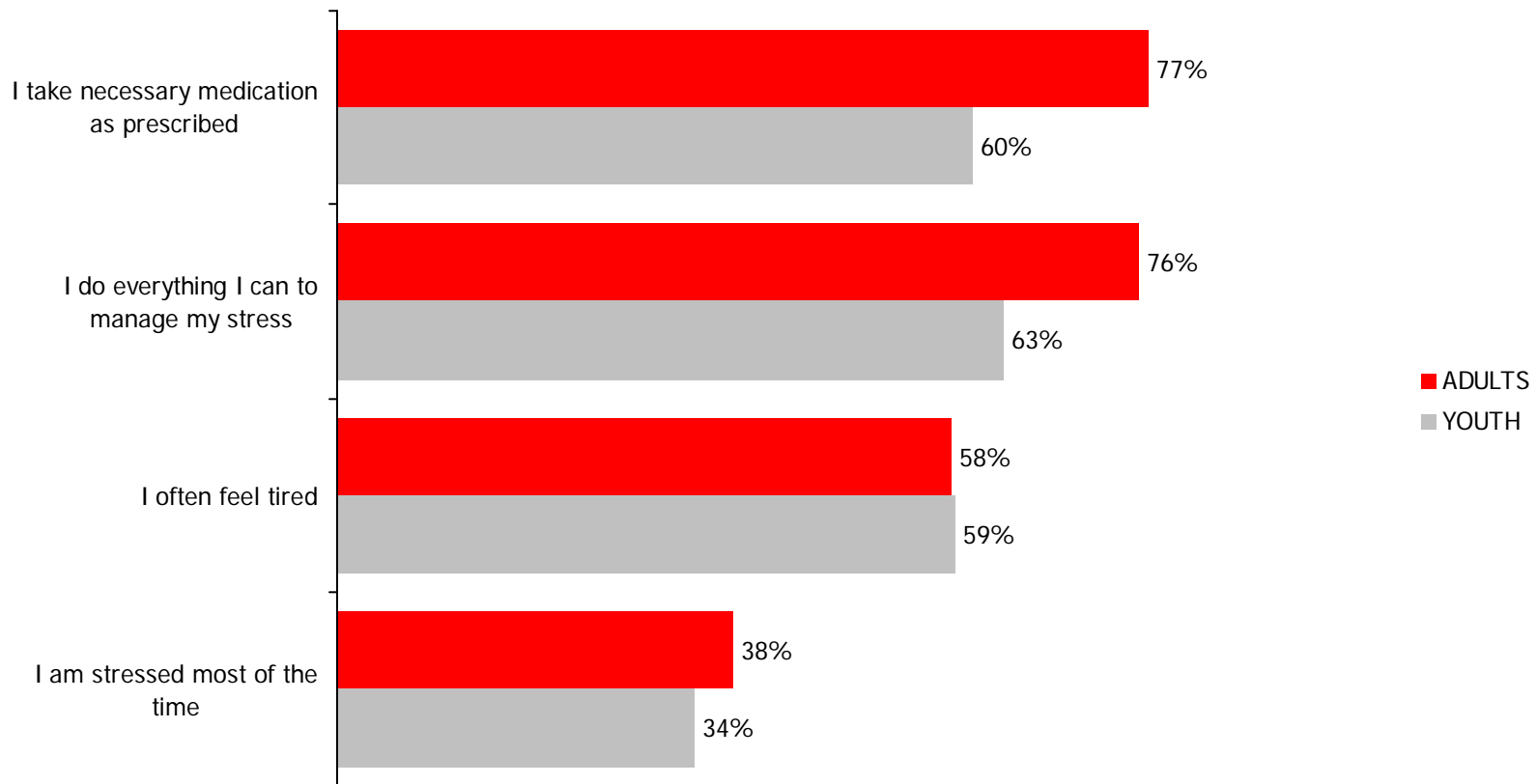
Base: Adults (n=1514); Youth 12-17 (n=506).

Youth demographic differences

- Demographically . . .
 - Those more likely to believe that their generation is healthier than the previous one, include:
 - those who exercise regularly,
 - girls, and
 - those 13 years of age (vs. those 14 and 15 years of age).
 - Non-smokers are more likely to believe that Canadians, on the whole, are healthier than Europeans.
- Regionally . . .
 - Ontario and B.C. youth are more likely to agree that their generation is healthier than the previous generation (vs. Quebec youth). The same goes for city-dwelling youth (when compared to youth who live in rural areas).
 - Quebec youth are less likely to think that Canadians on the whole, are healthier than Europeans.

Three-in-ten adults and youth alike feel stressed most of the time

- Most Canadians, regardless of age, take any necessary medication as prescribed. (Not surprisingly, this is more likely among adults.)
- While three-in-ten Canadians feel they are stressed most of the time, most indicate that they are doing everything they can to manage their stress. Interestingly, this is more likely among adults than among youth.
- Roughly six-in-ten Canadians often feel tired.



Q16a-g. To what extent do you agree with each of the following statements?
SUMMARY TABLE OF AGREE
Base: Adults (n=1514); Youth 12-17 (n=506).

Adult demographic differences

- Demographically . . .
 - Those more likely to be stressed most of the time include those:
 - 18-29 years of age (though this steadily decreases with age),
 - who don't exercise regularly,
 - who get less than eight hours of sleep per night (on average),
 - who smoke,
 - with kids at home,
 - who are single as opposed to married, and
 - women.
 - Those more likely to be doing everything they can to manage their stress include those:
 - who exercise regularly,
 - getting eight or more hours of sleep per night (on average),
 - with a provincial drug plan,
 - who consider themselves to be a healthy weight (vs. overweight or obese),
 - those 50+ ,
 - who are married (vs. single individuals), and those
 - who regularly visit their doctor and dentist for overall check-ups.
 - As age increases, the likelihood that someone is doing all they can to manage their stress steadily increases.
 - Those more likely to be taking necessary medications as prescribed are those:
 - with a provincial drug plan,
 - who consider themselves overweight or obese,
 - who visit their doctor regularly for overall check-ups, and
 - those 60+ .
 - As age increases, the likelihood that someone is taking all necessary medication as prescribed steadily increases.

Adult demographic differences

- Demographically . . .
 - Those more likely to often feel tired include those who:
 - don't exercise regularly,
 - get less than eight hours of sleep per night (on average),
 - smoke,
 - consider themselves underweight, overweight, or obese,
 - are stressed most of the time, and
 - women.
 - As age increases, the likelihood of someone often feeling tired steadily decreases.
- Regionally . . .
 - Ontarians are more likely to mention that they are stressed most of the time, relative to those living in Quebec or the Atlantic provinces.
 - Residents of Saskatchewan and Manitoba are least likely to agree that they are doing everything they can to manage their stress. Residents of Quebec, however, are more likely to agree they are managing their stress than residents from Alberta, Saskatchewan, Manitoba, and Ontario.
 - Rural residents are more likely to be taking all necessary medication as prescribed, and to regularly go to their doctor for an overall check-up.
 - Quebecers are less likely to mention that they often feel tired (vs. residents of B.C., Alberta, and Ontario).

Youth demographic differences

- Demographically . . .
 - Those more likely to often feel tired are those who:
 - don't exercise regularly,
 - get less than eight hours of sleep per night,
 - smoke,
 - feel stressed most of the time,
 - are between the ages of 15 and 17 (vs. those 12-13 years old),
 - have a part-time job, and
 - girls.
 - Those more likely to take necessary medication as prescribed are those:
 - with a private, work, or provincial drug plan; and
 - who regularly go to the doctor or dentist for an overall check-up.
 - Those more likely to be stressed most of the time include:
 - girls,
 - 16- and 17-year-olds (vs. 13- and 14-year-olds),
 - those who do not exercise regularly,
 - those who get less than eight hours of sleep per night, and
 - those who are overweight.
 - Those likely to post health-related questions online are more likely to state that they do everything they can to manage their stress. Non-smokers, as well as those who regularly visit their doctor for overall check-ups, are more likely to state this as well.
- Regionally . . .
 - Quebec's youth are more likely to state that they often feel tired, compared to youth in most other regions tested (i.e. all but youth in Saskatchewan and Manitoba). They are also more likely to feel stressed most of the time (vs. Ontario and the West).
 - Rural youth are more likely to take necessary medication as prescribed, relative to city-dwelling youth.

Youth are much more social than adults

- Canadian youth socialize/spend time with friends much more often in a given week than Canadian adults (8.6 vs. 3.5, respectively).

	ADULTS	YOUTH
Zero	7%	1%
1-3	51%	19%
4-5	16%	26%
6-10	11%	30%
More than 10 times a week	2%	13%
I'm not sure	11%	9%
I prefer not to answer	2%	1%
MEAN - INCLUDING 0	3.5	8.6
MEAN - EXCLUDING 0	3.8	8.7

Q17. In an average week, how many times do you socialize or spend time with friends?
Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those who spend more time socializing with friends include those:
 - who consider themselves to be underweight or a healthy weight,
 - who are 18-29 years old or 60+ ,
 - who are single,
 - without kids in the household, and those
 - with less than a high school education.

Youth demographic differences

- Regionally...
 - Youth in Quebec spend more time socializing with friends, compared to youth in Ontario.

Q17. In an average week, how many times do you socialize or spend time with friends?
Base: Adults (n=1514); Youth (n=506).

Adults get less sleep per night than youth

- On average, Canadian adults are getting significantly less sleep per night than Canadian youth (6.9 hours vs. 7.8 hours, respectively).

	ADULTS	YOUTH
Less than 8 hours (NET)	61%	35%
8 hours or more (NET)	30%	57%
6 or less	30%	11%
7	31%	24%
8	25%	33%
9	4%	17%
10 or more	1%	7%
I'm not sure	3%	2%
I'd prefer not to answer	0%	1%
MEAN	6.9	7.8

Q18. On average, how many hours of sleep do you get per night?
Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those who sleep more than average include those who:
 - consider themselves to be a healthy weight,
 - exercise regularly,
 - are not stressed most of the time, and those who
 - regularly go to the doctor and dentist for overall check-ups.
- Regionally...
 - Those in Quebec and the Atlantic provinces sleep more, on average, per night.

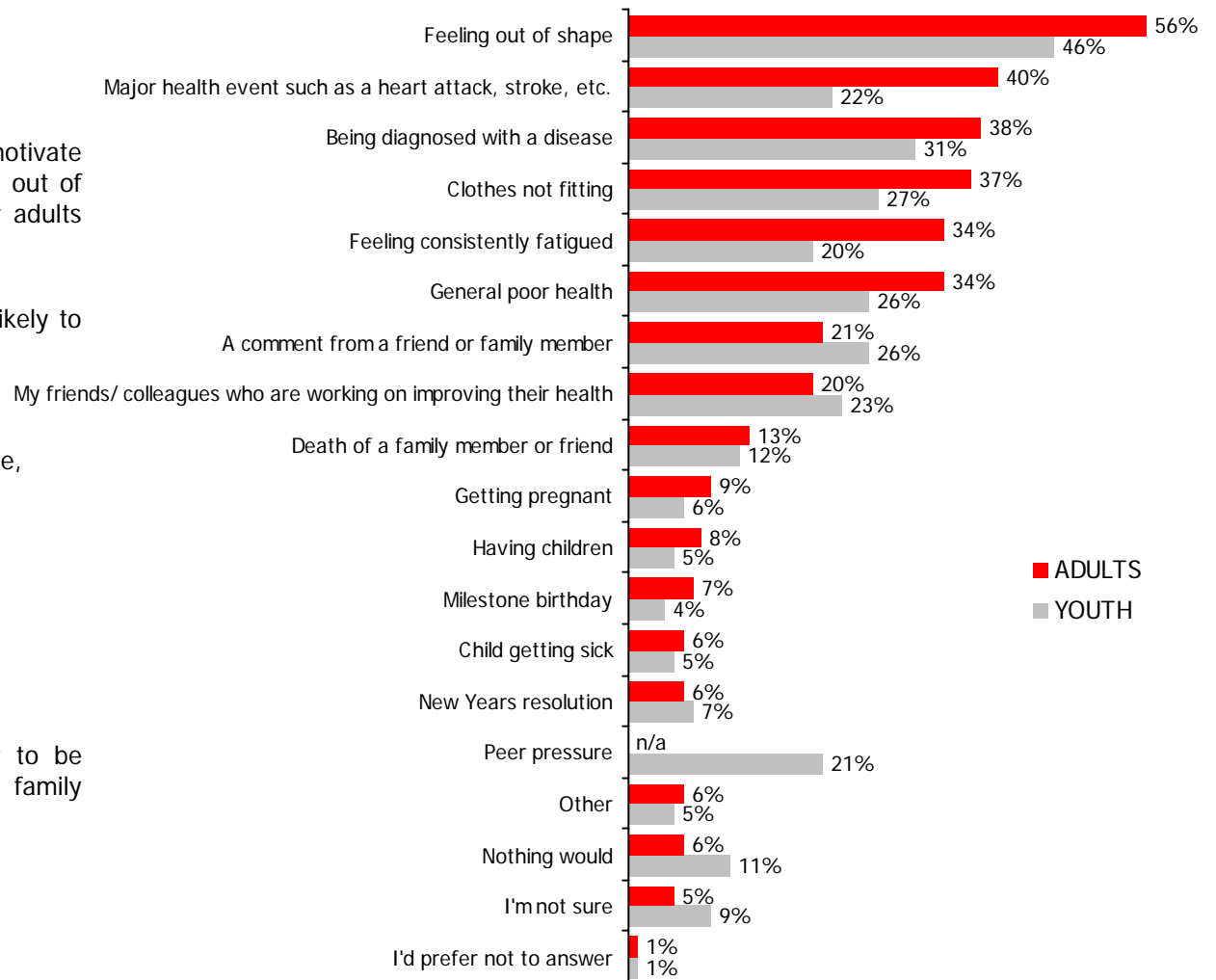
Youth demographic differences

- Demographically...
 - Those who tend to sleep more than average include:
 - those who exercise regularly,
 - non-smokers,
 - those ages 12 to 14, and
 - those who do not have a part-time job.

Q18. On average, how many hours of sleep do you get per night?
Base: Adults (n=1514); Youth (n=506).

Adults are more likely to be motivated by number of things

- There are many things that would motivate Canadians to become healthier, with “feeling out of shape” being the number one motivator for adults and youth alike.
- Demographically, however, adults are more likely to be motivated by:
 - feeling out of shape,
 - a major health event,
 - being diagnosed with a disease,
 - their clothes not fitting,
 - feeling consistently fatigued,
 - general poor health,
 - getting pregnant,
 - having children, and/or by
 - a milestone birthday.
- Youth, on the other hand, are more likely to be motivated by a comment by a friend or family member.



Q25. Now lastly, thinking about your overall health, what would motivate you to become healthier?
 Base: Adults (n=1514); Youth 12-17 (n=506).

Adult demographic differences

- Demographically . . .
 - Those who consider themselves overweight or obese are more likely to be motivated by (a) their clothes not fitting (vs. those who consider themselves underweight or a healthy weight), and/or (b) a comment from a friend or a family member (vs. those who consider themselves to be a healthy weight). Those who are underweight are most likely to be motivated by general poor health.
 - Women are more likely to be motivated by the following:
 - clothes not fitting,
 - getting pregnant and/or having children,
 - a child getting sick, and/or
 - a New Year's resolution.
 - Those 30-39 are most likely to be motivated by a child getting sick, while 18-29-year-olds are most likely to be motivated by a New Year's resolution.
 - Those 18-39 are more likely to be motivated by having children than those 40+.
 - Those 60+ are least likely to be motivated by their clothes not fitting. They are also less likely to be motivated by feeling out of shape (vs. those 18-39 or those 50-59), by general poor health (vs. those 18-49), or by a comment from a friend or family member (vs. those 18-39 or those 50-59).
 - Those who indicate that they are stressed most of the time are more likely to be motivated by constantly feeling fatigued and general poor health.
 - Single and married individuals are more likely to be motivated by pregnancy or by having children, relative to those who are separated, widowed, or divorced.
 - Those who do not regularly go to their doctor's for an overall check-up are more likely to be motivated by general poor health.
- Regionally . . .
 - Ontarians and Quebeckers are less likely to be motivated by their clothes not fitting, relative to residents of Saskatchewan, Manitoba, and the Atlantic provinces.
 - Quebeckers are least likely to be motivated by friends and/or colleagues who are working on improving their own health.
 - B.C. residents are much less likely to be motivated by a child getting sick, compared to residents of Ontario, Quebec, and the Atlantic provinces.
 - Residents of Atlantic Canada are least likely to be motivated having children.
 - Rural residents are most likely to be motivated by feeling consistently fatigued.
 - City-dwellers are least likely to be motivated by a child getting sick.

Q25. Now lastly, thinking about your overall health, what would motivate you to become healthier?
Base: Adults (n=1514); Youth 12-17 (n=506).

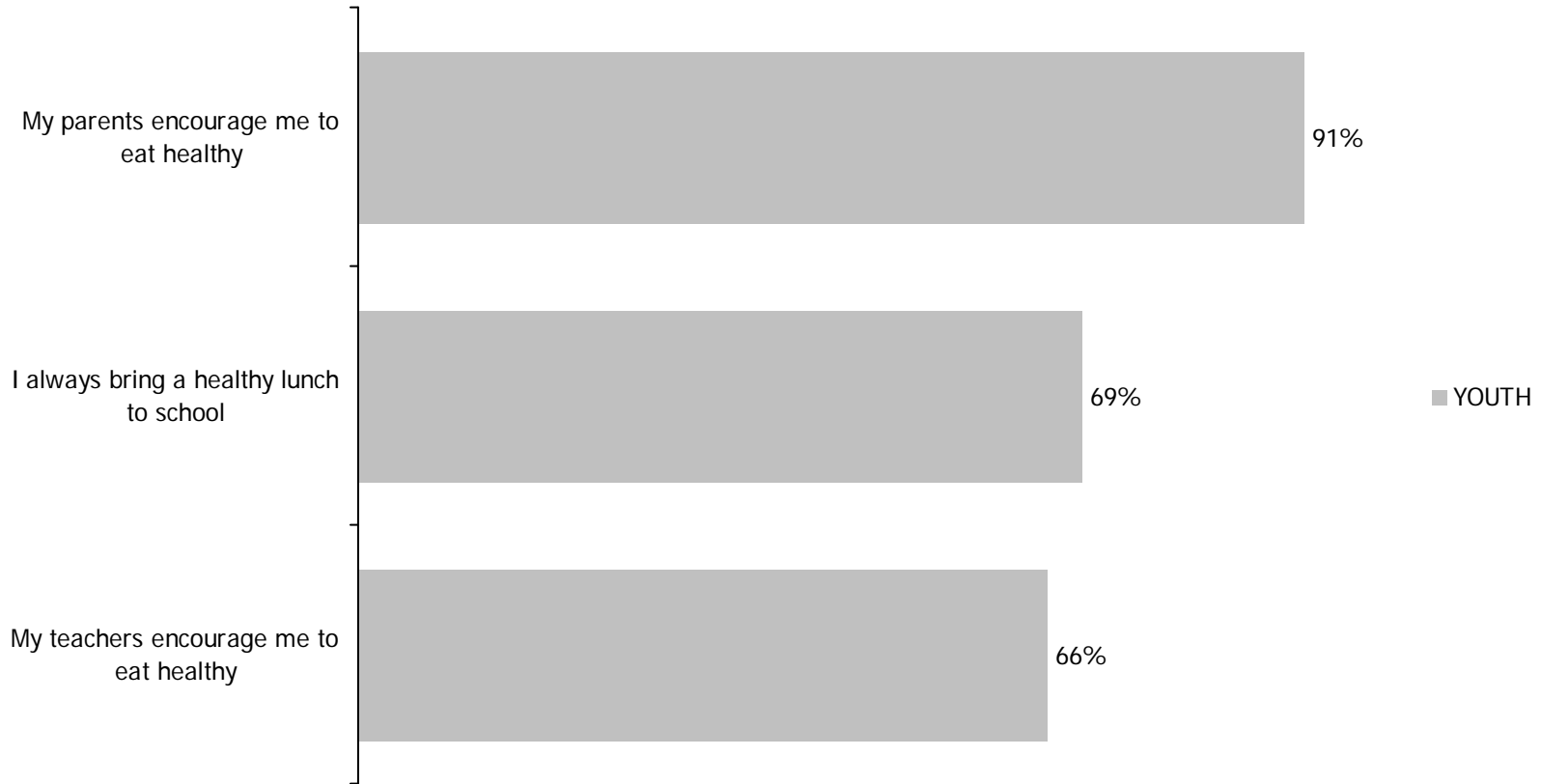
Youth demographic differences

- Demographically . . .
 - As one's age increases, the likelihood that he or she will be motivated by a major health event and or by feeling consistently fatigued, steadily increases.
 - Twelve-year-olds are least likely to be motivated by feeling out of shape and less likely to be motivated by being diagnosed with a disease than most other age groups (i.e. those 14-17 years of age).
 - Peer pressure is no more likely to be cited at 12 than it is at any other age. In addition, boys and girls are equally likely to mention peer pressure. Girls are, however, more likely to mention:
 - their clothes not fitting,
 - a comment from a friend or family member,
 - friends or colleagues who are working on improving their health,
 - getting pregnant, and/or
 - a milestone birthday.
 - Those who feel stressed most of the time mention feeling out of shape and clothes not fitting statistically more often than those who aren't stressed most of the time.
 - Those who don't exercise regularly are more likely to mention the following as motivators: being diagnosed with a disease, a major health event, and feeling consistently fatigued.
 - Those who get less than eight hours of sleep each night are more likely to be motivated by general poor health, friends and/or colleagues who are improving their health, a child getting sick, and feeling consistently fatigued.
 - Those who consider themselves to be overweight are more likely to mention (a) clothes not fitting (vs. those who consider themselves to be a healthy weight), and/or (b) friends and/or colleagues improving their health (relative to those who consider themselves to be underweight or a healthy weight).
 - Smokers are more likely to mention a New Year's resolution than non-smokers.
- Regionally . . .
 - Alberta's youth are least likely to mention feeling out of shape.
 - General poor health is mentioned much more often by Quebec's youth than by youth in Ontario and the West.
 - Feeling consistently fatigued is mentioned more often by Quebec's youth than by youth from any other region tested.
 - Relative to most other regions tested (i.e. all but Saskatchewan and Manitoba), Quebec's youth are also more likely to mention a major health event.
 - Clothes not fitting would be motivating to Quebec and Atlantic Canada's youth, when compared to the youth in B.C. and Alberta.
 - Being diagnosed with a disease would be more motivating to rural youth than it would city-dwelling youth.

Q25. Now lastly, thinking about your overall health, what would motivate you to become healthier?
Base: Adults (n=1514); Youth 12-17 (n=506).

Parents are encouraging youth to eat healthy

- Nearly all youth agree that their parents encourage them to eat healthy (91%). Fewer, however, agree that they always bring a healthy lunch to school, or that their teachers encourage them to eat healthy.



Youth demographic differences

- Demographically . . .
 - Those who exercise regularly are more likely to agree with each of the three statements.
 - Those who get eight or more hours of sleep each night are more likely to agree that they bring a healthy lunch to school, and that their parents encourage them to eat healthy. The same is true for those who consider themselves to be a healthy weight.
 - Smokers are least likely to believe that they always bring a healthy lunch or that their teachers encourage them to eat healthy.
 - With respect to age:
 - Twelve- and thirteen-year-olds are much more likely to state that they always bring a healthy lunch to school (vs. those 15, 16, and 17 years of age).
 - Sixteen- and seventeen-year-olds are least likely to state that their parents encourage them to eat healthy.
 - Twelve-year-olds are most likely to agree that their teachers encourage them to eat healthy.
- Regionally . . .
 - Youth in Quebec are statistically less likely to believe that:
 - they always bring a healthy lunch (vs. Saskatchewan, Manitoba, and Ontario), or that
 - their parents or teachers encourage them to eat healthy (vs. all other regions except Atlantic Canada).

Cigarette smoking is more common among adults than youth

- Cigarette smoking is more than three times as common among Canadian adults than among Canadian youth.
- Non-smoking youth, however, are far more likely to be living with someone who smokes than non-smoking adults.

Q26. Do you currently smoke cigarettes?

Base: Adults (n=1514); Youth 12-17 (n=506).

	ADULTS	YOUTH
Yes	15%	4%
No	85%	94%
I'd prefer not to answer	1%	2%

Q27. Does anybody in your household currently smoke cigarettes?

Base: Adults (n=1514); Youth 12-17 (n=506).

	ADULTS	YOUTH
YES (NET)	23%	25%
Yes - someone else only	8%	21%
Yes - me only	6%	1%
Both me and someone else	9%	3%
No	76%	73%
I'm not sure	0%	0%
I'd prefer not to answer	1%	2%

Adult demographic differences

- Demographically . . .
 - Those more likely to smoke include those:
 - who do not exercise regularly,
 - with a provincial drug plan,
 - 30-59 (vs. those 60+),
 - who are single, separated, widowed, or divorced,
 - who do not regularly see their doctor and dentist for overall check-ups, and those
 - who are stressed most of the time.
 - As education and income increase, however, the likelihood of someone being a smoker steadily decreases.
 - Those who are stressed most of the time are more likely to smoke along with someone else in the household.
 - Those 60+ are less likely to have someone else in their household who smokes.

Youth demographic differences

- Demographically . . .
 - All twelve-year-olds surveyed do not smoke.
 - Those who are not stressed most of the time are more likely to be non-smokers.
 - Those who do not regularly go to the dentist for overall check-ups are more likely to smoke.
 - Those who do not regularly go to the dentist for overall check-ups are more likely to have someone in their household who smokes.

Q26. Do you currently smoke cigarettes?

Q27. Does anybody in your household currently smoke cigarettes? Base: Adults (n=1514); Youth 12-17 (n=506).

Agenda

- 1 Method
- 2 Key Findings
- 3 Preliminary Results**

General Health Questions

Food and Nutrition

Exercise

Sleep

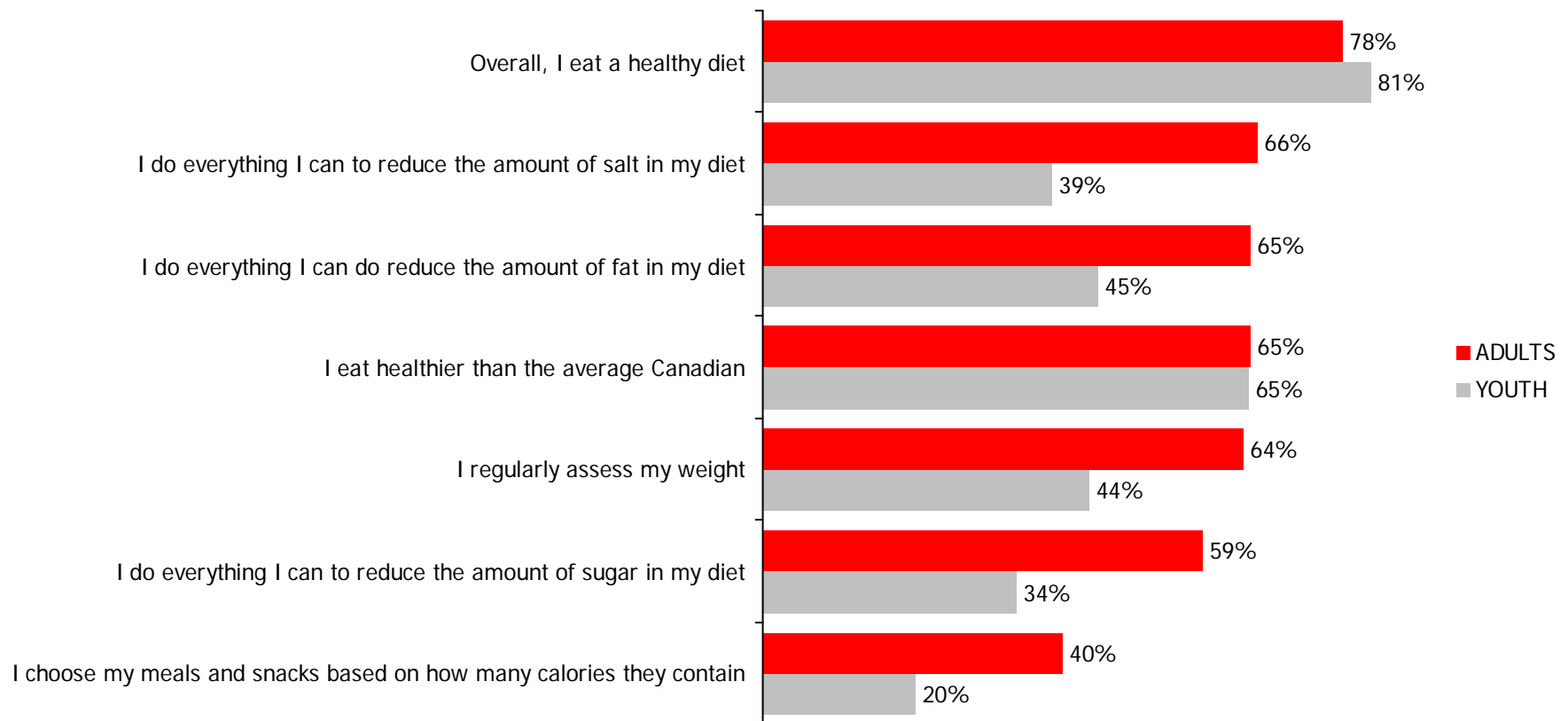
Information on Healthy Living

Visiting Health Professionals

Demographics

Youth are much less likely to be doing everything they can to reduce the amount of salt, sugar, fat, and calories in their diets

- Overall, both adults and youth eat a healthy diet and both agree that they eat healthier than the average Canadian.
- Adults, however, are more likely to:
 - regularly assess their weight,
 - choose meals and snacks based on calories, and
 - do everything they can do to reduce the amount of salt, sugar and fat in their diet.



Q3a-g. To what extent do you agree with each of the following statements?
 SUMMARY TABLE OF AGREE
 Base: Adults (n=1514); Youth 12-17 (n=506).

Adult demographic differences

- Demographically . . .
 - Those who exercise regularly are more likely to agree with all of the statements listed. Those who consider themselves to be a healthy weight (vs. underweight, overweight, or obese). Those who are married (as opposed to single) show a similar pattern, being more likely to agree with nearly every statement listed (i.e. all but “I choose my meals and snacks based on how many calories they contain”).
 - Those who consider themselves underweight are least likely to agree that they choose meals and snacks based on how many calories they contain.
 - Compared to smokers, non-smokers are more likely to:
 - believe that ,overall, they eat a healthy diet;
 - believe that they eat healthier than the average Canadian;
 - regularly assess their weight;
 - be doing everything they can to reduce the amount of sugar and fat (but not salt) in their diet; and
 - choose meals and snacks based on calories.
 - Those who consider themselves overweight or obese are more likely to be doing everything they can to reduce the amount of fat in their diet. Women are more likely to be doing this as well (vs. men).
 - Women are more likely to choose meals and snacks based on calories than men.
 - Those who are stressed most of the time are less likely to believe that they (a) eat a healthy diet or (b) eat healthier than the average Canadian.
 - As age increases, the likelihood of agreeing with each of the statements listed steadily increases.
 - As education increases, the likelihood of agreeing with following statements steadily increases:
 - “Overall, I eat a healthy diet,”
 - “I eat healthier than the average Canadian,”
 - “I regularly assess my weight,”
 - “I choose snacks based on how many calories they contain,” and
 - “I do everything I can to reduce the amount of salt in my diet.”
 - Those making more than \$40K per year are more likely to agree that they (a) eat a healthy diet, and (b) eat healthier than the average Canadian. Those making between \$40K and \$79,999 per year are most likely to be doing everything they can to reduce the amount of fat in their diet.
- Regionally . . .
 - B.C., Saskatchewan, and Manitoba residents are least likely to be choosing meals and snacks based on calories.
 - Relative to Quebec, Saskatchewan and Manitoba residents are less likely to be doing everything they can to reduce the amount of fat in their diets.
 - Compared to suburbanites, rural residents are more likely to believe that, overall, they eat a healthy diet, while city-dwelling Canadians are more likely to believe that they eat healthier than the average Canadian.

Q3a-g. To what extent do you agree with each of the following statements?
SUMMARY TABLE OF AGREE
Base: Adults (n=1514); Youth 12-17 (n=506).

Youth demographic differences

- Demographically . . .
 - Those who exercise regularly are more likely to agree with each of the statements listed.
 - Overall, girls tend to eat a healthier diet than boys, as do those who are not stressed most of the time.
 - Compared to those who consider themselves overweight/obese, those who consider themselves to be a healthy weight are more likely to agree that:
 - overall, they eat a healthy diet, and that
 - they eat healthier than the average Canadian.
 - Interestingly, those who consider themselves underweight are least likely to choose meals and snacks based on how many calories they contain.
 - Smokers are less likely to mention that, overall, they eat a healthy diet, or that they eat healthier than the average Canadian (when compared to those who do not smoke).
 - Those who regularly go the doctor's for an overall check-up are more likely to believe that they (a) eat a healthy diet, and (b) are healthier than the average Canadian. They are also more likely to indicate that they regularly assess their weight, and are doing everything possible to reduce the amount of sugar in their diets (but not salt or fat).
 - Those more likely to post health-related questions online are also more likely to be:
 - doing everything they can to reduce the amount of salt, sugar, and fat in their diets;
 - choosing meals/snacks based on how many calories they contain; and
 - regularly assessing their weight.

Breakfast is eaten at home or made at home nearly six times per week

- On average, Canadians eat breakfast at home or made at home about six times per week (5.6 times among adults, and 5.7 times among youth).
 - Adults are significantly more likely than youth to say that they never eat breakfast at home or made at home.

Breakfast at home or made at home NUMBER OF TIMES PER WEEK	ADULTS	YOUTH
0	5%	2%
1	3%	2%
2	5%	7%
3	5%	5%
4	4%	5%
5	8%	12%
6	12%	11%
7	55%	54%
More than 7	0%	0%
I'm not sure	2%	2%
I'd prefer not to answer	0%	0%
MEAN - INCLUDING 0	5.6	5.7
MEAN - EXCLUDING 0	5.9	5.8

Q4a. On average, how many times a week do you ...?
 Eat breakfast at home or made at home
 Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those more likely to never eat breakfast at home or made at home include:
 - those who do not exercise regularly,
 - smokers, and
 - those with less than a high school education.
 - On average, those who exercise regularly eat breakfast at home or made at home more times per week than those who do not exercise regularly, as do those getting eight or more hours of sleep each night (vs. those who get less than eight).
 - Women and those in the 60+ age category eat breakfast at home or made at home more times per week, on average.
- Regionally . . .
 - Those in Quebec and those who live in rural areas eat breakfast at home or made from home more times per week, on average.

Youth demographic differences

- Demographically . . .
 - On average, those who do not smoke eat breakfast at home or made at home more often than smokers.

Q4a. On average, how many times a week do you ...?
Eat breakfast at home or made at home
Base: Adults (n=1514); Youth (n=506).

Adults and youth eat breakfast as take-out less than once per week

- On average, adults and youth alike eat breakfast as take-out less than once per week. Eight-in-ten never eat breakfast as take-out.

Breakfast as take-out NUMBER OF TIMES PER WEEK	ADULTS	YOUTH
0	79%	80%
1	10%	10%
2	4%	3%
3	1%	1%
4	1%	1%
5	2%	2%
6	0%	0%
7	0%	0%
More than 7	0%	-
I'm not sure	3%	3%
I'd prefer not to answer	1%	1%
MEAN - INCLUDING 0	0.4	0.3
MEAN - EXCLUDING 0	2.0	1.9

Q4b. On average, how many times a week do you ...?
 Eat breakfast as take-out
 Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those more likely to never eat breakfast as take-out include:
 - those who get 8 hours+ per night, and
 - those who do not smoke.
 - As age increases, the likelihood that one never eats breakfast as take-out steadily increases.
- Regionally . . .
 - Those in Quebec and those who live in rural areas are more likely to never eat breakfast as take-out.

Youth demographic differences

- Regionally . . .
 - Those in rural communities are more likely than those in cities or suburbs to say that they never eat breakfast as take-out.

Adults and youth rarely eat breakfast at a restaurant

- Adults and youth eat breakfast at a restaurant less than once per week. The majority (75% of adults and 80% of youth) never eat their breakfast at a restaurant.
 - Adults eat breakfast at a restaurant slightly more often than youth.

Breakfast at a restaurant NUMBER OF TIMES PER WEEK	ADULTS	YOUTH
0	75%	80%
1	16%	13%
2	3%	2%
3	1%	1%
4	0%	-
5	1%	0%
6	0%	-
7	0%	-
I'm not sure	3%	3%
I'd prefer not to answer	1%	1%
MEAN - INCLUDING 0	0.3	0.2
MEAN - EXCLUDING 0	1.5	1.3

Q4c. On average, how many times a week do you ...?
Eat breakfast at a restaurant
Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Women are more likely than men to say they never eat breakfast at a restaurant.
- Regionally . . .
 - Those in Ontario and the Atlantic provinces are more likely than those in Quebec to say they never eat breakfast at a restaurant. As such, those in Quebec eat breakfast at a restaurant more times per week, on average, than the other provinces.

Youth demographic differences

- There are no demographic or regional differences among the youth.

Adults eat lunch at home or made at home more often than youth

- On average, adults eat lunch at home or made at home more times per week than youth. Very few say they never eat lunch at home or made at home.
 - Youth are more likely than adults to say they eat lunch at home or made at home twice per week.

Lunch at home or made at home NUMBER OF TIMES PER WEEK	ADULTS	YOUTH
0	4%	2%
1	3%	2%
2	8%	17%
3	5%	5%
4	8%	7%
5	17%	16%
6	19%	17%
7	35%	32%
More than 7	0%	0%
I'm not sure	2%	1%
I'd prefer not to answer	0%	0%
MEAN - INCLUDING 0	5.2	4.9
MEAN - EXCLUDING 0	5.4	5.0

Q4a. On average, how many times a week do you ...?
 Eat lunch at home or made at home
 Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those who eat lunch at home or made at home more than average include:
 - those 60+ ,
 - women,
 - those who are married,
 - those who go to the doctor and dentist for regular check-ups,
 - those who exercise regularly,
 - those who get eight or more hours of sleep per night,
 - non-smokers, and
 - those who consider themselves to be a healthy weight.
- Regionally, those in Alberta and Quebec are more likely than those in Ontario to say that they never eat lunch at home or made at home.

Youth demographic differences

- Demographically . . .
 - Youth who eat lunch at home or made at home more than average include:
 - girls,
 - those who are 12 or 13 years old,
 - non-smokers,
 - those who get eight or more hours of sleep per night, and
 - those who consider themselves a healthy weight.
- Regionally . . .
 - Youth in B.C., Saskatchewan, Manitoba, and Ontario eat lunch at home or made at home more often than those in Quebec.

Q4a. On average, how many times a week do you ...?
Eat lunch at home or made at home
Base: Adults (n=1514); Youth (n=506).

Youth eat lunch as take-out more often than adults

- On average, youth eat lunch as take-out slightly more than once per week (1.3) while adults average 0.8 times per week.
 - Adults are more likely than youth to say they never eat lunch as take-out, while youth are more likely than adults to say they eat lunch as take-out five times per week.

Lunch as take-out NUMBER OF TIMES PER WEEK	ADULTS	YOUTH
0	61%	47%
1	18%	22%
2	7%	9%
3	5%	4%
4	2%	4%
5	3%	10%
6	0%	0%
7	0%	0%
More than 7	-	0%
I'm not sure	3%	3%
I'd prefer not to answer	1%	1%
MEAN - INCLUDING 0	0.8	1.3
MEAN - EXCLUDING 0	2.0	2.5

Q4b. On average, how many times a week do you ...?
Eat lunch as take-out
Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those who are more likely to say they never eat lunch as take-out include:
 - those who get eight or more hours of sleep per night,
 - non-smokers,
 - those who believe they are a healthy weight, overweight, or obese (vs. those who consider themselves underweight),
 - women, and
 - those who are married.
 - As age increases, the likelihood of one saying he or she never eats lunch as take-out also increases.
 - Those who consume lunch as take-out more often include those:
 - younger than 60,
 - who are single,
 - who work full-time,
 - who do not exercise regularly, and those
 - who get less than eight hours of sleep per night.
- Regionally, those in Quebec are more likely than those in B.C. and Ontario to say they never eat lunch as take-out.
- Those who live in the cities and suburbs consume lunch as take-out more often than those who live in rural areas.

Youth demographic differences

- Demographically . . .
 - Youth in the 12 to 13 year old age category are more likely than those 14-17 to say that they never eat lunch as take-out.
- Regionally . . .
 - Youth in Quebec eat lunch as take-out more often than youth in B.C.

Q4b. On average, how many times a week do you ...?
Eat lunch as take-out
Base: Adults (n=1514); Youth (n=506).

Adults and youth eat lunch at a restaurant less than once per week

- On average, adults and youth eat lunch at a restaurant less than once per week. More than half say they never eat lunch at a restaurant each week.

Lunch at a restaurant NUMBER OF TIMES PER WEEK	ADULTS	YOUTH
0	55%	61%
1	26%	23%
2	8%	7%
3	3%	2%
4	1%	1%
5	2%	2%
6	0%	0%
7	0%	-
I'm not sure	3%	4%
I'd prefer not to answer	1%	0%
MEAN - INCLUDING 0	0.7	0.6
MEAN - EXCLUDING 0	1.7	1.7

Q4c. On average, how many times a week do you ...?
 Eat lunch at a restaurant
 Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those who tend to consume lunch in a restaurant more often each week include:
 - men,
 - those who work full-time, and
 - those who earn \$80K+ per year.
- Regionally, those in Quebec eat lunch out at a restaurant more often than those in Ontario and the Atlantic provinces.

Youth demographic differences

- Regionally . . .
 - Youth in in the Atlantic provinces eat lunch in a restaurant more often than youth in B.C.
 - Youth who live in rural areas are more likely than those in cities and suburbs to say that they never eat lunch in a restaurant.

Q4c. On average, how many times a week do you ...?
Eat lunch at a restaurant
Base: Adults (n=1514); Youth (n=506).

Nearly all Canadians eat dinner at home or made at home at least once per week

- On average, youth eat dinner at home or made at home more often than adults. Only one per cent of adults never eat dinner at home or made at home.
 - Youth are more likely than adults to say that they eat dinner at home or made at home seven times per week.

Dinner at home or made at home NUMBER OF TIMES PER WEEK	ADULTS	YOUTH
0	1%	-
1	1%	0%
2	2%	1%
3	1%	1%
4	6%	4%
5	19%	16%
6	31%	28%
7	37%	49%
More than 7	0%	0%
I'm not sure	2%	1%
I'd prefer not to answer	0%	1%
MEAN - INCLUDING 0	5.9	6.2
MEAN - EXCLUDING 0	5.9	6.2

Q4a. On average, how many times a week do you ...?
Eat dinner at home or made at home
Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those who eat dinner at home or made at home more than average each week include:
 - those 40+ ,
 - women,
 - those who exercise regularly, and
 - those who are married.
- Regionally, those in rural areas eat dinner at home or made at home more often than those in cities and suburbs.

Youth demographic differences

- There are no demographic or regional differences among youth.

Six-in-ten Canadians never eat dinner as take-out

- On average, adults and youth eat dinner as take-out less than once per week. The majority (six-in-ten) say they never eat dinner as take-out.

Dinner as take-out NUMBER OF TIMES PER WEEK	ADULTS	YOUTH
0	61%	60%
1	26%	28%
2	6%	5%
3	2%	2%
4	1%	0%
5	1%	1%
6	-	0%
7	0%	0%
I'm not sure	3%	3%
I'd prefer not to answer	1%	1%
MEAN - INCLUDING 0	0.5	0.5
MEAN - EXCLUDING 0	1.5	1.4

Q4b. On average, how many times a week do you ...?
Eat dinner as take-out
Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those who eat dinner as take-out more than average include those who:
 - do not exercise regularly,
 - get less than eight hours of sleep per night,
 - consider themselves underweight,
 - are less than 60 years old,
 - are single, and those who
 - work either full- or part-time.
 - Those who are more likely to say that they never eat dinner as take-out include those who:
 - are married,
 - earn less than \$40K per year,
 - go to the doctor for regular check-ups,
 - are over the age of 40,
 - exercise regularly, and
 - get eight or more hours of sleep per night.
- Regionally . . .
 - Those in Quebec are more likely to say that they never eat dinner as take-out, as are those who live in rural areas.

Youth demographic differences

- Demographically . . .
 - Those who do not exercise regularly, 16- and 17-year-olds, and non-smokers are more likely to say that they never eat dinner as take-out.
- Regionally . . .
 - Those in Quebec and those in rural areas are more likely to say that they never eat dinner as take-out.

Q4b. On average, how many times a week do you ...?
Eat dinner as take-out
Base: Adults (n=1514); Youth (n=506).

Adults eat dinner at a restaurant more often than youth

- On average, adults eat dinner at a restaurant more often than youth (0.7 times per week versus 0.5 times per week, on average). Youth are more likely than adults to say that they never eat dinner at a restaurant.

Dinner at a restaurant NUMBER OF TIMES PER WEEK	ADULTS	YOUTH
0	44%	56%
1	41%	34%
2	8%	5%
3	2%	1%
4	0%	-
5	0%	0%
6	0%	0%
7	0%	1%
I'm not sure	4%	4%
I'd prefer not to answer	1%	1%
MEAN - INCLUDING 0	0.7	0.5
MEAN - EXCLUDING 0	1.3	1.3

Q4c. On average, how many times a week do you ...?
Eat dinner at a restaurant
Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those who eat dinner at a restaurant more than average include those:
 - 18 to 39 years old,
 - who are single,
 - who work full-time, and those
 - with a university education.
 - Those who are more likely to say that they never eat dinner at a restaurant include:
 - women,
 - those over the age of 40, and
 - those earning less than \$80K per year.
- Regionally . . .
 - Those in Ontario and the Atlantic provinces, as well as those in rural areas, are more likely to say they never eat dinner at a restaurant.

Youth demographic differences

- There are no demographic or regional differences among youth.

On average, four per cent of adults skip breakfast

- Twice as many adults skip breakfast, than youth; few skip lunch; and virtually no one skips dinner.
- Demographically . . .
 - Adults more likely to skip breakfast include those:
 - who do not exercise regularly,
 - who smoke,
 - 30-39 years of age (vs. those 60+),
 - with a high school education or less, and those
 - who do not regularly go to the doctor or dentist for overall check-ups.
 - Adults who smoke are also more likely to skip lunch (vs. non-smokers).
- Regionally . . .
 - Adults in Quebec are less likely to skip breakfast, when compared to adults in Alberta, Saskatchewan, Manitoba, or Ontario.

Skipping breakfast, lunch, and dinner NUMBER OF TIMES PER WEEK	ADULTS	YOUTH
Skip breakfast	4%	2%
Skip lunch	2%	1%
Skip dinner	<1%	0%

Q4a, b, c. On average, how many times a week do you ...?
Skip breakfast, lunch, and/or dinner
Base: Adults (n=1514); Youth (n=506).

Adults are more diligent about eating fruits and vegetables than youth

- Adults eat more servings of fruits and vegetables than youth, on average. Adults are also significantly more likely than youth to say that they eat more than five servings per day.

Fruits and vegetables SERVINGS PER DAY	ADULTS	YOUTH
0	1%	1%
1	12%	13%
2	18%	20%
3	16%	19%
4	13%	14%
5	14%	11%
More than 5	16%	8%
I'm not sure	10%	12%
I'd prefer not to answer	0%	1%
MEAN - INCLUDING 0	3.8	3.2
MEAN - EXCLUDING 0	3.8	3.3

Q5a. On average, how many servings per day of each of the following do you consume?
Fruits and Vegetables
Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those who eat more servings of fruits and vegetables, on average, include:
 - those who exercise regularly,
 - non-smokers,
 - those who consider themselves a healthy weight,
 - women,
 - those 60+, and
 - those with a university education.
- Regionally . . .
 - Those in Alberta consume more servings of fruits and vegetables, on average, compared to those in Ontario.

Youth demographic differences

- Regionally . . .
 - Those in Quebec eat more servings of fruits and vegetables, on average, compared to those in Alberta and Ontario.

Q5a. On average, how many servings per day of each of the following do you consume?
Fruits and Vegetables
Base: Adults (n=1514); Youth (n=506).

Youth eat more grain products than adults, on average

- On average, youth eat 3.2 servings of grain products per day. This is higher, on average, than what adults consume (2.9 servings).

Grain products SERVINGS PER DAY	ADULTS	YOUTH
0	1%	0%
1	14%	9%
2	28%	27%
3	22%	21%
4	12%	13%
5	6%	10%
More than 5	7%	9%
I'm not sure	9%	11%
I'd prefer not to answer	0%	1%
MEAN - INCLUDING 0	2.9	3.2
MEAN - EXCLUDING 0	2.9	3.2

Q5b. On average, how many servings per day of each of the following do you consume?
 Grain Products (Bread, Pasta, etc.)
 Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those who eat more servings of grain products, on average, include those:
 - who exercise regularly,
 - who consider themselves a healthy weight,
 - ages 18 to 39, and those
 - who are single.

Youth demographic differences

- Regionally . . .
 - Those in Quebec and those in rural areas eat more servings of grain products, on average.

Q5b. On average, how many servings per day of each of the following do you consume?
Grain Products (Bread, Pasta, etc.)
Base: Adults (n=1514); Youth (n=506).

Youth consume more milk and milk alternatives per day than adults

- On average, youth consume three servings of milk or milk alternatives, while adults consume fewer (2.3 servings). Adults are also significantly more likely than youth to say that they do not consume any milk or milk alternatives.

Milk and milk alternatives SERVINGS PER DAY	ADULTS	YOUTH
0	6%	2%
1	27%	17%
2	30%	23%
3	15%	23%
4	7%	14%
5	4%	8%
More than 5	3%	5%
I'm not sure	7%	8%
I'd prefer not to answer	0%	1%
MEAN - INCLUDING 0	2.3	3.0
MEAN - EXCLUDING 0	2.5	3.0

Q5c. On average, how many servings per day of each of the following do you consume?
 Milk and Milk Alternatives
 Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those 18-29 years old consume more servings of milk and milk alternatives per day, on average.

Youth demographic differences

- Demographically . . .
 - Boys consume more servings of milk and milk alternatives per day, on average, compared to girls.
- Regionally . . .
 - Youth in Quebec consume more servings of milk and milk alternatives per day, on average.

Q5c. On average, how many servings per day of each of the following do you consume?
Milk and Milk Alternatives
Base: Adults (n=1514); Youth (n=506).

Two servings of meat, fish, and alternatives are consumed per day

- On average, adults and youth alike consume two servings of meat, fish, and alternatives per day. Very few do not consume any (only 2%).

Meat, fish, and alternatives SERVINGS PER DAY	ADULTS	YOUTH
0	2%	2%
1	29%	27%
2	40%	37%
3	10%	13%
4	4%	5%
5	3%	3%
More than 5	3%	3%
I'm not sure	8%	10%
I'd prefer not to answer	0%	1%
MEAN - INCLUDING 0	2.1	2.2
MEAN - EXCLUDING 0	2.2	2.2

Q5d. On average, how many servings per day of each of the following do you consume?
Meat, Fish, and Alternatives
Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Men consume more servings of meat, fish, and alternatives per day, on average, compared to women.

Youth demographic differences

- Demographically . . .
 - Boys consume more servings of meat, fish, and alternatives per day, on average, compared to girls.

Q5d. On average, how many servings per day of each of the following do you consume?
Meat, Fish, and Alternatives
Base: Adults (n=1514); Youth (n=506).

Adults and youth consume nearly two servings of eggs and cheese per day

- Adults and youth consume a similar amount of eggs and cheese per day, on average (nearly two servings). Few report that they do not consume eggs or cheese at all.

Eggs and cheese SERVINGS PER DAY	ADULTS	YOUTH
0	8%	6%
1	51%	45%
2	21%	22%
3	5%	8%
4	1%	2%
5	1%	0%
More than 5	1%	2%
I'm not sure	11%	14%
I'd prefer not to answer	0%	1%
MEAN - INCLUDING 0	1.5	1.6
MEAN - EXCLUDING 0	1.6	1.8

Q5f. On average, how many servings per day of each of the following do you consume?
Eggs and Cheese
Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Regionally . . .
 - Those who living in rural areas consume more eggs and cheese, on average, compared to those living in cities.

Youth demographic differences

- There are no demographic or regional differences among youth.

Q5f. On average, how many servings per day of each of the following do you consume?
Eggs and Cheese
Base: Adults (n=1514); Youth (n=506).

Youth consume more juice than adults, on average

- Youth consume significantly more juice than adults (2.2 servings versus 1.2 servings). Adults are significantly more likely than youth to say they never consume juice.

Juice SERVINGS PER DAY	ADULTS	YOUTH
0	33%	12%
1	33%	29%
2	13%	23%
3	5%	11%
4	2%	7%
5	1%	5%
More than 5	3%	5%
I'm not sure	9%	9%
I'd prefer not to answer	1%	1%
MEAN - INCLUDING 0	1.2	2.2
MEAN - EXCLUDING 0	1.9	2.5

Q5g. On average, how many servings per day of each of the following do you consume?

Juice

Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically. . .
 - Those who drink more servings of juice, on average, include:
 - those in the 18-29 age category and those over the age of 60,
 - those who earn less than \$80k per year, and
 - those who do not visit their dentist on a regular basis.
- Regionally . . .
 - Those in Ontario consume more servings of juice per day compared to those in B.C.

Youth demographic differences

- Regionally . . .
 - Youth in Quebec drink more servings of juice per day compared to the other provinces.

Q5g. On average, how many servings per day of each of the following do you consume?

Juice

Base: Adults (n=1514); Youth (n=506).

Youth eat fast food more often than adults

- Youth eat fast food an average of 1.2 times per week, which is significantly more often than adults (1.0 times per week). Adults are more likely than youth to say that they never consume fast food.

Fast food NUMBER OF TIMES PER WEEK	ADULTS	YOUTH
0	42%	34%
1	35%	34%
2	10%	14%
3-4	6%	10%
5-10	3%	3%
More than 10 times	0%	0%
I'm not sure	4%	4%
I'd prefer not to answer	0%	1%
MEAN - INCLUDING 0	1.0	1.2
MEAN - EXCLUDING 0	1.7	1.9

Q6a. On average, how many times per week do you consume the following items?

Fast Food

Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those who eat fast food more times per week, on average, include:
 - those who do not exercise regularly,
 - those who consider themselves to be underweight, overweight, or obese,
 - men,
 - those under the age of 60,
 - those who are single,
 - those with a high school education, and
 - those who work full- or part-time.
- Regionally . . .
 - Those who live in cities and suburbs of cities eat fast food more often, on average, than those who live in rural areas.

Youth demographic differences

- Demographically . . .
 - Those who eat fast food more times per week, on average, include:
 - smokers, and
 - those who sleep less than eight hours per night.
- Regionally . . .
 - Those in Alberta, Ontario, and the Atlantic provinces eat fast food more often than those in Quebec.

Q6a. On average, how many times per week do you consume the following items?
Fast Food
Base: Adults (n=1514); Youth (n=506).

Youth eat processed or pre-packaged food more often than adults

- Youth eat processed or pre-packaged food an average of 1.8 times per week, which is significantly more often than adults (1.2 times per week). Adults are more likely than youth to say that they never consume processed or pre-packaged food.

Processed / pre-packaged food NUMBER OF TIMES PER WEEK	ADULTS	YOUTH
0	37%	23%
1	31%	30%
2	15%	20%
3-4	9%	14%
5-10	4%	7%
More than 10 times	0%	0%
I'm not sure	4%	5%
I'd prefer not to answer	0%	1%
MEAN - INCLUDING 0	1.2	1.8
MEAN - EXCLUDING 0	2.0	2.3

Q6b. On average, how many times per week do you consume the following items?
 Processed/ pre-packaged food (e.g. TV dinners, processed cheese slices, frozen pizzas, etc.)
 Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those who eat processed or pre-packaged food more times per week, on average, include those:
 - who do not exercise regularly,
 - who consider themselves to be underweight,
 - 18-49 years of age,
 - who are single,
 - with a high school education,
 - who work full-time, and those
 - who do not go to their doctor for regular check-ups.

Youth demographic differences

- Demographically . . .
 - Smokers eat processed or pre-packaged food more times per week when compared to non-smokers.
- Regionally . . .
 - Those in Ontario and the Atlantic provinces eat processed or pre-packaged food more times per week, on average, than those in B.C.

Q6b. On average, how many times per week do you consume the following items?
Processed/ pre-packaged food (e.g. TV dinners, processed cheese slices, frozen pizzas, etc.)
Base: Adults (n=1514); Youth (n=506).

Adults consume alcohol three times per week, on average

- On average, adults consume alcohol 3.2 times per week. One-third, however, say that they never consume alcohol.
 - Demographically, those who consume alcohol more times per week, on average, include:
 - smokers,
 - men,
 - those earning \$80K+ per year, and
 - those who do not go to the doctor for regular check-ups.

Alcohol NUMBER OF TIMES PER WEEK	ADULTS
0	36%
1	17%
2	10%
3-4	11%
5-10	16%
More than 10 times	6%
I'm not sure	3%
I'd prefer not to answer	1%
MEAN - INCLUDING 0	3.2
MEAN - EXCLUDING 0	5.1

Q6c. On average, how many times per week do you consume the following items?

Alcohol

Base: Adults (n=1514); Youth (n=506).

Soft drinks are consumed an average of three times per week

- On average, youth and adults alike consume soft drinks three times per week. Adults, however, are more likely than youth to say that they never consume soft drinks.

Soft drinks NUMBER OF TIMES PER WEEK	ADULTS	YOUTH
0	40%	27%
1	16%	20%
2	11%	14%
3-4	10%	13%
5-10	15%	18%
More than 10 times	4%	4%
I'm not sure	3%	3%
I'd prefer not to answer	0%	1%
MEAN - INCLUDING 0	2.8	2.9
MEAN - EXCLUDING 0	4.7	4.0

Q6d. On average, how many times per week do you consume the following items?

Soft Drinks

Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those who drink soft drinks more times per week, on average, include:
 - smokers,
 - those who do not exercise regularly,
 - men,
 - those 40-49,
 - those with less than a high school education,
 - those who work full-time, and
 - those who do not go to the doctor for regular check-ups.
- Regionally . . .
 - Those in Saskatchewan/Manitoba drink soft drinks more times per week, on average, compared to other provinces.

Youth demographic differences

- Demographically . . .
 - Those who drink soft drinks more times per week, on average, include:
 - smokers, and
 - boys.
- Regionally . . .
 - Those in Quebec drink soft drinks less often than all other provinces (with the exception of B.C.).

Q6d. On average, how many times per week do you consume the following items?

Soft Drinks

Base: Adults (n=1514); Youth (n=506).

Youth consume dessert more often than adults

- Youth eat dessert an average of 3.4 times per week, which is significantly more often than adults (2.7 times per week). Adults are more likely than youth to say that they never eat dessert.

Dessert NUMBER OF TIMES PER WEEK	ADULTS	YOUTH
0	18%	12%
1	20%	12%
2	17%	17%
3-4	19%	24%
5-10	20%	26%
More than 10 times	1%	2%
I'm not sure	5%	7%
I'd prefer not to answer	1%	1%
MEAN - INCLUDING 0	2.7	3.4
MEAN - EXCLUDING 0	3.3	3.9

Q6e. On average, how many times per week do you consume the following items?

Dessert

Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those who eat dessert more times per week, on average, include those who are 18-29 and those 60+.
- Regionally . . .
 - Those in Quebec eat dessert more times per week, on average, compared to other provinces.

Youth demographic differences

- Demographically . . .
 - Those who eat dessert more times per week, on average, include those who do not exercise regularly.
- Regionally . . .
 - Those in Ontario and Quebec eat dessert more often than the other provinces.

Q6e. On average, how many times per week do you consume the following items?

Dessert

Base: Adults (n=1514); Youth (n=506).

Adults consume coffee and tea significantly more often than youth

- Adults drink tea or coffee an average of 9.6 times per week, which is significantly more often than youth (1.8 times per week). Youth are more likely than adults to say that they never consume coffee or tea.

Coffee or tea NUMBER OF TIMES PER WEEK	ADULTS	YOUTH
0	13%	60%
1	2%	9%
2	3%	5%
3-4	5%	7%
5-10	44%	15%
More than 10 times	31%	2%
I'm not sure	3%	1%
I'd prefer not to answer	1%	1%
MEAN - INCLUDING 0	9.6	1.8
MEAN - EXCLUDING 0	11.0	4.8

Q6f. On average, how many times per week do you consume the following items?
 Coffee/ tea
 Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those who drink coffee or tea more times per week, on average, include:
 - those over the age of 40,
 - smokers, and
 - those who are married.

Youth demographic differences

- Demographically . . .
 - Those who drink coffee or tea more times per week, on average, include:
 - smokers, and
 - girls.
- Regionally . . .
 - Those in Ontario drink coffee or tea more often than those in Quebec.

Q6f. On average, how many times per week do you consume the following items?
Coffee/ tea
Base: Adults (n=1514); Youth (n=506).

Adults and youth believe they should be consuming 5 fruits and vegetable servings per day

- In order to maintain a healthy lifestyle, Canadian adults and youth believe they should consume at least five fruits and vegetables a day, on average (5.2 and 4.8, respectively).
- Demographically . . .
 - Significantly more youth mentioned they need to consume zero fruits and vegetables per day in order to maintain a healthy lifestyle (vs. adults).
 - Adults believe they need to consume more fruits and vegetables daily in order to stay healthy.

Fruits and Vegetables MINIMUM SERVINGS PER DAY	ADULTS	YOUTH
0	0%	2%
1	4%	4%
2	6%	7%
3	9%	9%
4	10%	12%
5	24%	28%
More than 5	30%	22%
I'm not sure	18%	16%
I'd prefer not to answer	0%	1%
MEAN - INCLUDING 0	5.2	4.8
MEAN - EXCLUDING 0	5.2	4.9

Q7a. Please indicate the minimum servings per day you should consume the following items in order to maintain a healthy lifestyle.
Fruits and Vegetables
Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Women tended to note a higher minimum number of servings per day than men (on average), as did those who are stressed most of the time.

Youth demographic differences

- There are no demographic or regional differences among youth.

One should be consuming three grain product servings per day

- In order to maintain a healthy lifestyle, Canadian adults believe they should consume about three grain products a day, on average (3.4). Youth, however, believe the minimum number to be closer to four (3.6).

Grain Products MINIMUM SERVINGS PER DAY	ADULTS	YOUTH
0	1%	0%
1	9%	7%
2	19%	18%
3	17%	18%
4	14%	15%
5	9%	11%
More than 5	9%	10%
I'm not sure	23%	20%
I'd prefer not to answer	0%	1%
MEAN - INCLUDING 0	3.4	3.6
MEAN - EXCLUDING 0	3.4	3.7

Q7b. Please indicate the minimum servings per day you should consume the following items in order to maintain a healthy lifestyle.
 Grain Products (Bread, Pasta, etc.)
 Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those with a university education tended to indicate a higher minimum number of servings per day, compared to those with a high school education or less.
 - As age increases, the indicated minimum number of servings per day steadily decreases.

Youth demographic differences

- There are no demographic or regional differences among youth.

Adults and youth believe they should be consuming 3 milk and milk alternatives servings per day

- In order to maintain a healthy lifestyle, Canadian adults and youth believe they should consume about three milk products a day, on average (2.9 and 3.2, respectively).
 - Demographically, youth believe they should be consuming a higher minimum amount of milk products a day, when compared to adults.

Milk and Milk Alternatives MINIMUM SERVINGS PER DAY	ADULTS	YOUTH
0	1%	1%
1	10%	7%
2	27%	19%
3	21%	26%
4	10%	16%
5	5%	8%
More than 5	4%	4%
I'm not sure	23%	18%
I'd prefer not to answer	0%	1%
MEAN - INCLUDING 0	2.9	3.2
MEAN - EXCLUDING 0	2.9	3.2

Q7c. Please indicate the minimum servings per day you should consume the following items in order to maintain a healthy lifestyle.
 Milk and Milk Alternatives
 Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Women tended to note a higher minimum number of servings per day than men (on average).

Youth demographic differences

- There are no demographic or regional differences among youth.

Adults and youth believe they should be consuming 2 meat, fish, and alternatives servings per day

- In order to maintain a healthy lifestyle, Canadian adults and youth believe they should consume about three meats, fish, and meat alternatives a day, on average (2.3 and 2.4, respectively).

Meat, Fish, and Alternatives MINIMUM SERVINGS PER DAY	ADULTS	YOUTH
0	0%	1%
1	22%	18%
2	30%	34%
3	15%	16%
4	4%	6%
5	3%	3%
More than 5	2%	2%
I'm not sure	22%	18%
I'd prefer not to answer	0%	1%
MEAN - INCLUDING 0	2.3	2.4
MEAN - EXCLUDING 0	2.3	2.5

Q7d. Please indicate the minimum servings per day you should consume the following items in order to maintain a healthy lifestyle.
Meat, Fish, and Alternatives
Base: Adults (n=1514); Youth (n=506).

Adults and youth believe they should be consuming 2 egg and cheese servings per day

- In order to maintain a healthy lifestyle, Canadian adults and youth believe they should consume about two egg and/or cheese products a day, on average (1.8 and 2.0, respectively).
 - Demographically, youth believe they should be consuming a higher minimum amount of egg and/or cheese products a day, when compared to adults. Adults, on the other hand, are more likely to be unsure.

Eggs and Cheese MINIMUM SERVINGS PER DAY	ADULTS	YOUTH
0	2%	3%
1	33%	29%
2	24%	27%
3	7%	10%
4	2%	5%
5	2%	1%
More than 5	1%	1%
I'm not sure	29%	23%
I'd prefer not to answer	0%	1%
MEAN - INCLUDING 0	1.8	2.0
MEAN - EXCLUDING 0	1.8	2.1

Q7e. Please indicate the minimum servings per day you should consume the following items in order to maintain a healthy lifestyle.
Eggs and Cheese
Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those with a high school education or less note a higher minimum number of servings per day, on average, than those with a university education. Others more likely to do so include those:
 - living in a suburb of a city or a rural area (vs. a city),
 - 18-29 years of age (vs. those 40+), and those
 - who are stressed most of the time.

Youth demographic differences

- There are no demographic or regional differences among youth.

Adults and youth believe they should be consuming fast food a maximum of once per week

- In order to maintain a healthy lifestyle, Canadian adults and youth believe they should consume fast food no more than once a week, on average (0.7 and 1.0, respectively).
 - Demographically, youth believe they can consume significantly more fast food each week, while adults are statistically more likely to state that they shouldn't be eating fast food at all.

Fast Food MAXIMUM TIMES PER WEEK	ADULTS	YOUTH
0	47%	40%
1	26%	28%
2	7%	12%
3-4	3%	4%
5-10	1%	2%
More than 10 times	0%	1%
I'm not sure	16%	12%
I'd prefer not to answer	0%	1%
MEAN - INCLUDING 0	0.7	1.0
MEAN - EXCLUDING 0	1.6	1.9

Q8a. Please indicate the maximum times per week you should consume the following items in order to maintain a healthy lifestyle.
Fast Food
Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those more likely to indicate a higher maximum number of times per week they should be consuming fast food, include:
 - those who consider themselves underweight (vs. overweight/obese),
 - men, and
 - those 18-29.

Youth demographic differences

- There are no demographic or regional differences among youth.

Adults and youth believe they should be consuming processed or pre-packaged food a maximum of once per week

- In order to maintain a healthy lifestyle, Canadian adults and youth believe they should processed or pre-packaged food no more than once a week, on average (0. and 1.3, respectively).
 - Demographically, youth believe they can consume significantly more processed or pre-packaged food each week, while adults are statistically more likely to be unsure.

Processed/Pre-packaged Food MAXIMUM TIMES PER WEEK	ADULTS	YOUTH
0	41%	36%
1	22%	22%
2	11%	14%
3-4	6%	9%
5-10	2%	4%
More than 10 times	0%	0%
I'm not sure	18%	14%
I'd prefer not to answer	0%	1%
MEAN - INCLUDING 0	0.9	1.3
MEAN - EXCLUDING 0	1.9	2.4

Q8b. Please indicate the maximum times per week you should consume the following items in order to maintain a healthy lifestyle.
 Processed/ pre-packaged food (e.g. TV dinners, processed cheese slices, frozen pizzas, etc.)
 Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those more likely to indicate a higher maximum number of times per week they should be consuming processed/pre-packaged food, include:
 - those who consider themselves underweight,
 - men,
 - those 18-29, and
 - single individuals.

Youth demographic differences

- There are no demographic or regional differences among youth.

Adults believe they should be consuming alcohol a maximum of four times per week

- In order to maintain a healthy lifestyle, Canadian adults believe they should consume alcohol no more than four times a week, on average (3.7).

Alcohol MAXIMUM TIMES PER WEEK	ADULTS
0	21%
1-2	19%
3-4	13%
5-10	26%
More than 10 times	3%
I'm not sure	18%
I'd prefer not to answer	1%
MEAN - INCLUDING 0	3.7
MEAN - EXCLUDING 0	4.9

Q8c. Please indicate the maximum times per week you should consume the following items in order to maintain a healthy lifestyle.

Alcohol

Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those more likely to indicate a higher maximum number of times per week they should be consuming alcohol, include:
 - men,
 - those 60+ (vs. those 18-49), and
 - those with a university education.

Youth demographic differences

- There are no demographic or regional differences among youth.

Youth believe that they should consume a maximum of two soft drinks per week, which is higher than what adults believe to be true

- In order to maintain a healthy lifestyle, Canadian adults believe they should consume soft drinks no more than once a week, on average, while youth believe the maximum number of times to be closer to two (1.3 vs. 1.8, respectively).
 - Demographically, youth believe they can consume significantly more soft drinks each week. Adults, however, are statistically more likely to be (a) unsure, or (b) state that they shouldn't consume soft drinks at all.

Soft Drinks MAXIMUM TIMES PER WEEK	ADULTS	YOUTH
0	50%	42%
1-2	17%	25%
3-4	7%	10%
5-10	8%	8%
More than 10 times	1%	1%
I'm not sure	18%	12%
I'd prefer not to answer	0%	1%
MEAN - INCLUDING 0	1.3	1.8
MEAN - EXCLUDING 0	3.4	3.6

Q8d. Please indicate the maximum times per week you should consume the following items in order to maintain a healthy lifestyle.
Soft Drinks
Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those more likely to indicate a higher maximum number of times per week they should be consuming soft drinks, include:
 - those getting less than eight hours of sleep a night (on average),
 - smokers, and
 - men.
- Regionally . . .
 - Quebeckers tend to indicate a lower maximum number of times per week they should be consuming soft drinks, compared to those in Alberta, Saskatchewan, Manitoba, or Ontario.

Youth demographic differences

- There are no demographic or regional differences among youth.

Adults and youth believe they should be consuming dessert a maximum of twice per week

- In order to maintain a healthy lifestyle, Canadian adults and youth believe they should consume dessert no more than twice a week, on average (2.2 and 2.7, respectively).
 - Demographically, youth believe they can consume significantly more dessert each week, while adults are statistically more likely to be unsure.

Dessert MAXIMUM TIMES PER WEEK	ADULTS	YOUTH
0	21%	17%
1-2	28%	30%
3-4	16%	21%
5-10	10%	15%
More than 10 times	1%	0%
I'm not sure	25%	16%
I'd prefer not to answer	0%	1%
MEAN - INCLUDING 0	2.2	2.7
MEAN - EXCLUDING 0	3.0	3.4

Q8e. Please indicate the maximum times per week you should consume the following items in order to maintain a healthy lifestyle.

Dessert

Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those more likely to indicate a higher maximum number of times per week they should be consuming dessert, include those who consider themselves underweight and men.
- Regionally . . .
 - Those living in a city or rural area tend to indicate a higher maximum number of times per week they should be consuming dessert, relative to those living in the suburbs.

Youth demographic differences

- Demographically . . .
 - Those who consider themselves underweight are more likely to indicate a higher maximum number of times per week that they should consume dessert (relative to those who consider themselves a healthy weight).

Adults believe they should consume coffee or tea a maximum of 6 times per week, a significantly higher amount than youth believe

- In order to maintain a healthy lifestyle, Canadian adults believe they should consume coffee or tea no more than six times (6.1) a week, on average. Youth, however, believe the maximum number of times per week is closer to half that (3.3).
- Demographically . . .
 - Adults believe they can consume significantly more coffee or tea each week, while youth are statistically more likely to state that they shouldn't be consuming coffee or tea at all.
 - Interestingly, adults are also statistically more likely to be unsure about the maximum number of times they should be consuming coffee or tea each week (relative to youth).

Coffee or Tea MAXIMUM TIMES PER WEEK	ADULTS	YOUTH
0	13%	26%
1-2	8%	17%
3-4	9%	13%
5-10	38%	22%
More than 10 times	9%	3%
I'm not sure	23%	18%
I'd prefer not to answer	0%	1%
MEAN - INCLUDING 0	6.1	3.3
MEAN - EXCLUDING 0	7.3	4.8

Q8f. Please indicate the maximum times per week you should consume the following items in order to maintain a healthy lifestyle.
 Coffee or tea
 Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those 50+ more likely to indicate a higher maximum number of times per week they should be consuming coffee or tea (relative to those 18-49).
 - Those 60+ indicate a higher maximum number of times per week than those from any other age group.
- Regionally . . .
 - Ontarians and Atlantic Canadians indicate a higher maximum number of times per week they should be consuming coffee or tea, relative to those living in Quebec.

Youth demographic differences

- Demographically . . .
 - Those who are stressed most of the time are more likely to indicate a higher maximum number of times per week that they should consume coffee or tea (relative to those aren't stressed all the time).

Adults and youth believe they should be consuming juice a maximum of five times per week

- In order to maintain a healthy lifestyle, Canadian adults and youth believe they should consume juice no more than five times a week, on average (5.3 and 5.4, respectively).
 - Demographically, adults are statistically more likely to state that they shouldn't be consuming juice at all. They are also more likely to be unsure about just how much juice one should be drinking each week.

Juice MAXIMUM TIMES PER WEEK	ADULTS	YOUTH
0	10%	6%
1-2	8%	11%
3-4	11%	16%
5-10	42%	44%
More than 10 times	4%	5%
I'm not sure	26%	17%
I'd prefer not to answer	0%	1%
MEAN - INCLUDING 0	5.3	5.4
MEAN - EXCLUDING 0	6.1	5.9

Q8g. Please indicate the maximum times per week you should consume the following items in order to maintain a healthy lifestyle.
Juice

Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

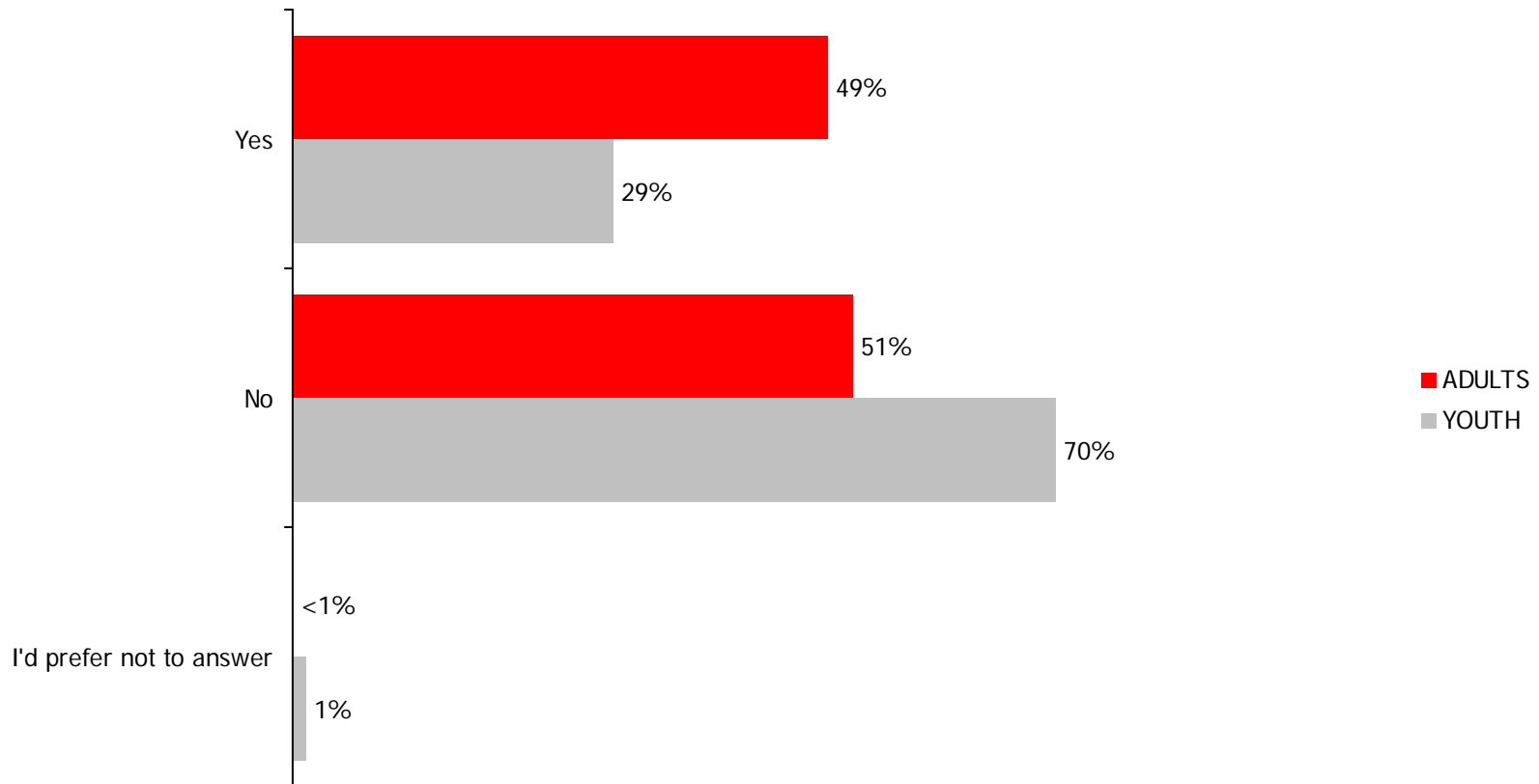
- Demographically . . .
 - Men and those 50+ more likely to indicate a higher maximum number of times per week they should be consuming juice (when compared to women and those 40-49, respectively).

Youth demographic differences

- There are no demographic or regional differences among youth.

Adults are much more likely to take vitamins on a regular basis

- Adults are significantly more likely than youth to take vitamins on a regular basis.



Q9. Do you regularly take vitamins or a multi-vitamin?
Base: Adults (n=1514); Youth 12-17 (n=506).

Adult demographic differences

- Demographically . . .
 - Those more likely to be taking vitamins include those:
 - who exercise regularly,
 - who do not smoke,
 - who are married (vs. single individuals),
 - and those who regularly see their doctor and dentist for an overall check-up.
 - As age and education levels increase, the likelihood of taking a vitamin or multi-vitamin steadily increases as well.
- Regionally . . .
 - Quebecers are less likely to be taking vitamins or a multi-vitamin, when compared to most other regions (i.e. all but Saskatchewan and Manitoba).
 - Saskatchewan/Manitoba residents are less likely to be taking vitamins or a multi-vitamin when compared to Alberta and Ontario residents.

Youth demographic differences


- Demographically . . .
 - Those more likely to be taking vitamins or a multi-vitamin are also more likely to be exercising regularly and getting eight or more hours of sleep per night.
- Regionally . . .
 - Youth living in Quebec or the Atlantic provinces are less likely to be taking vitamins or a multi-vitamin, when compared to most other regions (i.e. all except Saskatchewan and Manitoba).

'Not enough time' is the main reason for not eating as healthy as they would like

- When asked why they might not eat as healthy as they would like, nearly four-in-ten adults mentioned a lack of time. This was followed by a lack of money to buy healthy food, and the fact that they're overwhelmed by all the information on healthy eating.
- For youth, the top reasons were: (a) the belief that their diet is fine the way it is, (b) a lack of time, and (c) that healthy food doesn't taste good.
- Demographically . . .
 - A lack of time is cited more frequently among adults than youth, as is a lack of money to purchase healthy food.
 - Youth, however, are more likely to mention (a) the fact that their diet is fine the way it is, (b) that they don't know how to cook healthy food, and (c) that healthy food doesn't taste good.

	ADULTS	YOUTH
NOT ENOUGH TIME (NET)	37%	27%
Not enough time to prepare meals at home	30%	13%
I have too many things on the go to worry about healthy eating	18%	20%
Not enough money to buy healthy food	22%	11%
I feel overwhelmed by all the information available on healthy eating	17%	14%
I'm not concerned about healthy eating. My diet is fine as it is.	10%	28%
I don't know how to cook healthy food	10%	14%
Healthy food doesn't taste good	10%	20%
I don't have enough information to make healthy food decisions	7%	8%
There is not a good place to purchase fresh fruit, vegetables, meat, etc. in my neighbourhood	6%	4%
My family won't eat healthy food	5%	4%
Too lazy to cook	1%	-
My school cafeteria doesn't offer healthy options	-	17%
My parents and/or I don't pack a healthy lunch for me	-	13%
I like unhealthy food / I prefer unhealthy food	-	2%
None. I eat healthy most of the time.	33%	34%
I'm not sure	2%	2%

Reasons mentioned by less than one per cent of the respondents in *both* categories are not shown above.

 Cells highlighted in green denote the top three responses for each group.

Q10. Thinking about your food choices and what you eat on a regular basis, what, if any, are the reasons why you don't eat as healthy as you would like?
Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those more likely to state that they don't have enough time include those:
 - who don't exercise regularly,
 - who get less than eight hours of sleep each night (on average),
 - who consider themselves underweight, overweight, or obese,
 - who are single,
 - working full-time, and those
 - who are stressed most of the time.
 - The tendency to cite "not enough time" as a reason steadily decreases with age, though it steadily increases with income levels.
 - Those more likely to state that they don't have enough money to buy healthy food are:
 - smokers,
 - those who consider themselves underweight, overweight, or obese,
 - those who are single, and
 - those with a college education or less.
 - The tendency to cite "not enough money" as a reason steadily decreases along with one's age and income levels.
 - Smokers are more likely to state that they aren't concerned about healthy eating. The same is true for:
 - those who consider themselves to be a healthy weight,
 - men,
 - those 50-59 (vs. those 18-39),
 - those who aren't stressed most of the time,
 - those with a high school education or less, and
 - those making less than \$40K per year.
 - Those who consider themselves underweight, overweight, or obese are more likely to state that they feel overwhelmed by all the information available on healthy eating.
- Regionally . . .
 - Ontarians are more likely to state that they have no money to buy healthy food, relative to Quebeckers.

Youth demographic differences

- Demographically . . .
 - Relative to those who consider themselves a healthy weight, those who consider themselves overweight or obese are more likely to mention that:
 - they simply have no time,
 - healthy food doesn't taste good, and that
 - they feel overwhelmed by all the information available on healthy eating.
 - Those more likely to state that they simply don't have enough time are:
 - those getting less than eight hours of sleep each night (on average),
 - 16- and 17-year-olds (when compared to 12- and 13-year-olds),
 - those who are stressed most of the time.
 - Those who are stressed most of the time are more likely to feel overwhelmed by all the information available on healthy eating.
 - Boys are more likely than girls to be concerned about healthy eating.
- Regionally . . .
 - Youth in B.C. and Ontario are more likely to mention that they are not concerned about healthy eating, relative to youth in Quebec.

Agenda

- 1 Method
- 2 Key Findings
- 3 Preliminary Results**

General Health Questions

Food and Nutrition

Exercise

Sleep

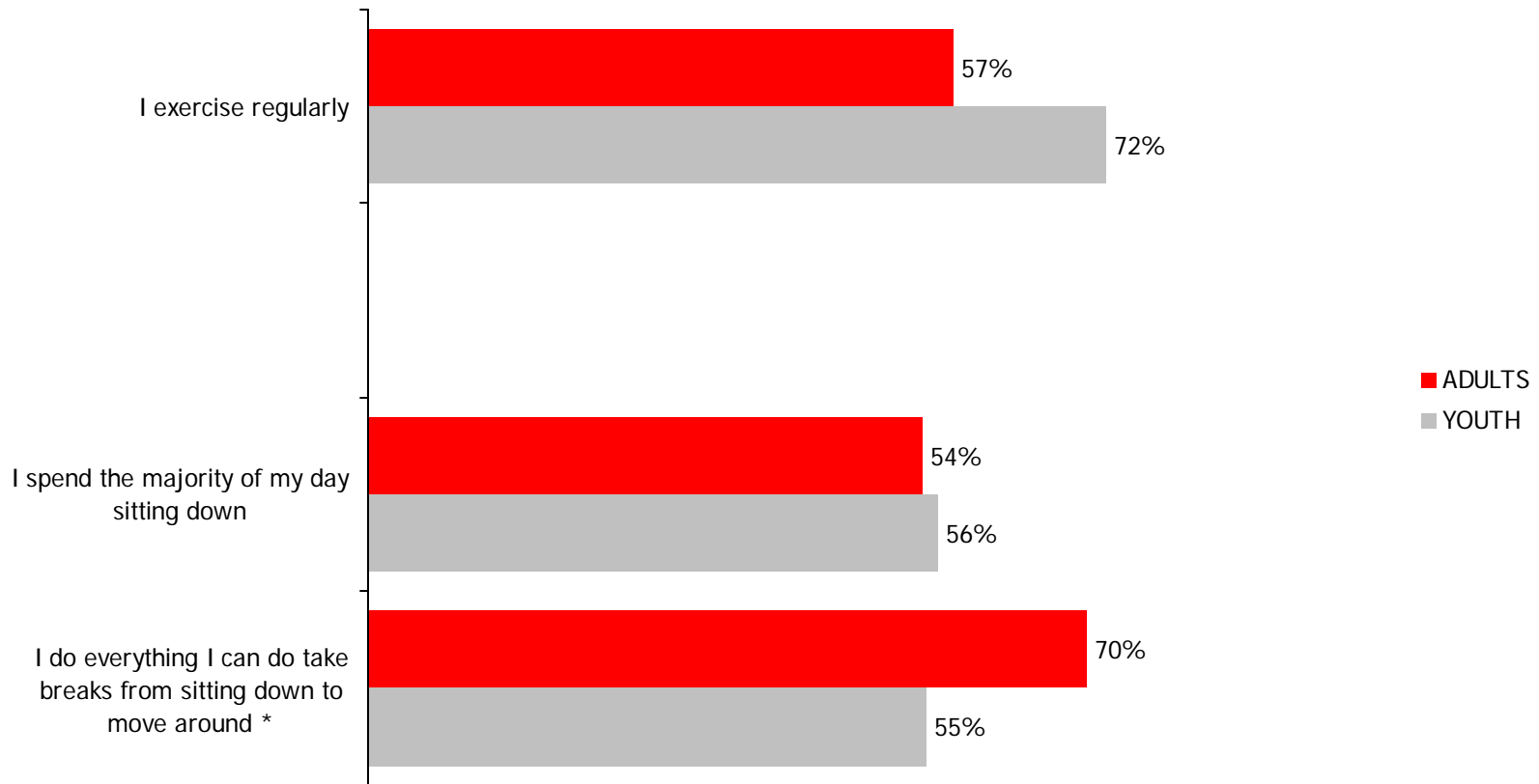
Information on Healthy Living

Visiting Health Professionals

Demographics

Youth are much more likely to exercise regularly

- Both adults and youth equally spend a majority of their day sitting down. However, adults are more likely to agree that they take breaks from sitting down to move around.
- Youth are more likely to agree that they exercise regularly compared to adults.



Q11a-c. To what extent do you agree with each of the following statements?

SUMMARY TABLE OF AGREE

Base: Adults (n=1514); Youth 12-17 (n=506).

* Base: Those who spend the majority of their day sitting down (Adults [n=805]; Youth [n=286]).

Adult demographic differences

- Demographically . . .
 - Those more likely to exercise regularly include those:
 - who consider themselves underweight or a healthy weight,
 - who are non-smokers,
 - who get eight or more hours of sleep per night,
 - 60+ (when compared to those 30-59),
 - who aren't stressed out all the time,
 - who regularly visit their doctor and dentist for overall check-ups, and
 - men.
 - As one's education increases, the tendency to agree with the following two statements steadily increases:
 - "I exercise regularly."
 - "I spend the majority of my day sitting down."
 - As income increases, the likelihood that an individual spends the majority of his or her day sitting down steadily increases. The opposite is true for age.
 - Others more likely to indicate that they spend the majority of their day sitting down include those:
 - working full-time, students, homemakers, and those who are unemployed (vs. those working part-time and retired individuals),
 - who do not exercise regularly,
 - consider themselves overweight or obese,
 - who are stressed out most of the time, and
 - single individuals (as opposed to married individuals).
 - Those who exercise, those who regularly visit their doctor and dentist for overall check-ups, as well as those who consider themselves to be a healthy weight, are more likely to take breaks from sitting to move around.
- Regionally . . .
 - City- and suburb-dwelling respondents are much more likely to spend the majority of their day sitting down.
 - Compared to Quebec and the Atlantic provinces, B.C. and Ontario residents are more likely to spend their majority of their day sitting down.

Q11a-c. To what extent do you agree with each of the following statements?

SUMMARY TABLE OF AGREE

Base: Adults (n=1514); Youth 12-17 (n=506).

* Base: Those who spend the majority of their day sitting down (Adults [n=805]; Youth [n=286]).

Youth demographic differences

- Demographically . . .
 - Thirteen- and fourteen-year-olds are statistically more likely to state that they exercise regularly, when compared to those 15, 16, or 17 years of age.
 - Those more likely to state that they spend the majority of their day sitting down are those who:
 - consider themselves to be overweight/obese (vs. a healthy weight),
 - do not exercise regularly,
 - get less than eight hours of sleep per night, and those who
 - are stressed out most of the time.
 - Those who exercise regularly and consider themselves to be a healthy weight are more likely to state that they do everything they can to take breaks from sitting down in order to move around.
- Regionally . . .
 - Youth in Quebec are much more likely to state that they spend the majority of their day sitting down, when compared to another other region tested.

Q11a-c. To what extent do you agree with each of the following statements?

SUMMARY TABLE OF AGREE

Base: Adults (n=1514); Youth 12-17 (n=506).

* Base: Those who spend the majority of their day sitting down (Adults [n=805]; Youth [n=286]).

Adults and youth exercise with light activity an average of 7 hours per week

- On average, Canadian adults log close to eight hours of light activity per week (7.5). Canadian youth log about seven (7.3).

Light Activity NUMBER OF HOURS PER WEEK	ADULTS	YOUTH
0	3%	3%
1-2	16%	16%
3-5	31%	35%
6-10	25%	23%
11-15	7%	5%
16-20	3%	3%
More than 20 hours	5%	5%
I'm not sure	10%	9%
I'd prefer not to answer	1%	2%
MEAN - INCLUDING 0	7.5	7.3
MEAN - EXCLUDING 0	7.8	7.5

Q12a. On average, how many hours do you exercise per week?
 Light activity (for example, walking, yoga, taking the stairs, playing with kids, etc.)
 Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those who tend to log more hours of light activity per week (on average) include:
 - those who exercise regularly and
 - those who consider themselves to be a healthy weight.
- Regionally, Quebecers tend to log fewer hours of light activity per week (on average) than those in Ontario and the West.

Youth demographic differences

- Demographically . . .
 - Those who have a part-time job tend to log more hours of vigorous activity per week (on average).

Youth exercise with vigorous activity more, on average, than adults

- On average, Canadian adults log about two hours of vigorous activity per week (2.2). Canadian youth, on the other hand, log more than double that (4.5).
 - Not surprisingly then, adults are much more likely to mention that they do not exercise vigorously at all, when compared to youth.

Vigorous Activity NUMBER OF HOURS PER WEEK	ADULTS	YOUTH
0	42%	11%
1-2	22%	23%
3-5	17%	31%
6-10	8%	20%
11-15	1%	4%
16-20	1%	2%
More than 20 hours	1%	1%
I'm not sure	8%	7%
I'd prefer not to answer	1%	1%
MEAN - INCLUDING 0	2.2	4.5
MEAN - EXCLUDING 0	4.1	5.2

Q12b. On average, how many hours do you exercise per week?
 Vigorous activity (for example, running, sports, exercise class, etc.)
 Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those who tend to log more hours of vigorous activity per week (on average) include:
 - those who exercise regularly,
 - those who consider themselves to be a healthy weight,
 - those who aren't stressed most of the time, and
 - men.
 - The number of hours of vigorous activity logged each week tends to decrease with age.
- Regionally . . .
 - Those living in a city or a suburb of a city tend to log more hours of vigorous activity each week (on average) than those living in rural areas.

Youth demographic differences

- Demographically . . .
 - Those who consider themselves to be a healthy weight, as well as those who are not stressed most of the time, tend to log more hours of vigorous activity per week (on average).

Adults and youth believe they should be exercising with light activity nine hours per week

- On average, Canadians believe they need to log nearly nine hours of light activity per week in order to stay healthy (8.5).

Light Activity NUMBER OF HOURS PER WEEK	ADULTS	YOUTH
0	1%	1%
1-2	6%	8%
3-5	26%	30%
6-10	32%	27%
11-15	8%	5%
16-20	3%	4%
More than 20 hours	3%	4%
I'm not sure	21%	21%
I'd prefer not to answer	1%	1%
MEAN - INCLUDING 0	8.5	8.5
MEAN - EXCLUDING 0	8.6	8.7

Q13a. On average, how many hours of exercise do you think you would need per week to stay healthy?
 Light activity (for example, walking, yoga, taking the stairs, playing with kids, etc.)
 Base: Adults (n=1514); Youth (n=506).

Youth demographic differences

- Demographically . . .
 - Youth who smoke are more likely to indicate that they need more hours of light exercise per week in order to stay healthy (vs. non-smokers).

Youth believe they should be exercising with vigorous activity more hours per week, on average, than adults

- On average, Canadian adults believe they need to log about four hours of vigorous activity per week in order to stay healthy (4.3). Canadian youth, however, believe they need log nearly six (5.8).
 - Demographically, Canadian adults are more likely to state that they do not need to exercise vigorously at all in order to stay healthy.

Vigorous Activity NUMBER OF HOURS PER WEEK	ADULTS	YOUTH
0	9%	3%
1-2	14%	16%
3-5	35%	35%
6-10	17%	22%
11-15	1%	2%
16-20	0%	1%
More than 20 hours	1%	2%
I'm not sure	23%	19%
I'd prefer not to answer	1%	1%
MEAN - INCLUDING 0	4.3	5.8
MEAN - EXCLUDING 0	4.9	6.0

Q13b. On average, how many hours of exercise do you think you would need per week to stay healthy?
 Vigorous activity (for example, running, sports, exercise class, etc.)
 Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

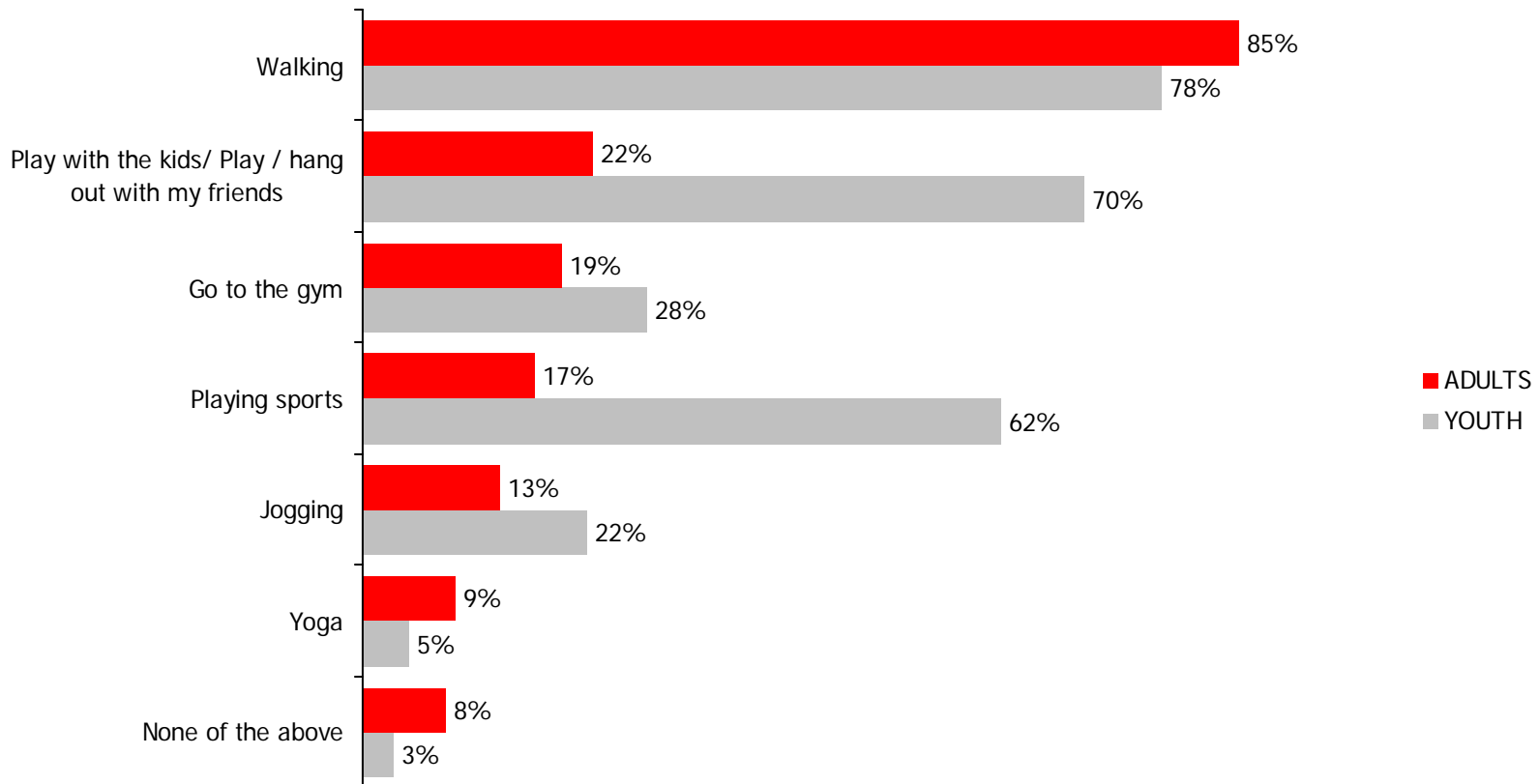
- Demographically . . .
 - When compared to those who do not exercise regularly, those who do tend to indicate that they need more hours of vigorous exercise per week in order to stay healthy. The same holds true for:
 - men,
 - single individuals, and
 - those 18-39 (vs. those 50+).
- Regionally . . .
 - When compared rural residents, those who live in a city or a suburb of a city tend to indicate that they need more hours of vigorous exercise per week in order to stay healthy.

Youth demographic differences

- Demographically . . .
 - Youth who smoke are more likely to indicate that they need more hours of vigorous exercise per week in order to stay healthy (vs. non-smokers). Those who consider themselves to be overweight or obese are also more likely to indicate that they need more hours of vigorous exercise per week in order to stay healthy.
- Regionally . . .
 - Compared to youth in Ontario, youth in Quebec are more likely to indicate that they need more hours of vigorous exercise per week in order to stay healthy.

Youth are much more likely to go the gym, play sports, and jog; adults are more likely to walk, do yoga, or do nothing

- Most people walk in an average week, however youth are also more likely to play/hang with their friends, go to the gym, play sports and jog.
- Adults are more likely to walk or do yoga during an average week.



Q14. In an average week, which of the following do you do?
Base: Adults (n=1514); Youth 12-17 (n=506).

Adult demographic differences

- Demographically . . .
 - Those who consider themselves a healthy weight are more likely to do each of the activities listed in an average week, except play with kids. Those who exercise regularly are more likely to do all but play with kids in an average week.
 - Non-smokers are more likely to go to the gym in an average week, as are those 18-29, and those who aren't stressed most of the time. As education and income increase, the likelihood of one going to the gym in an average week steadily increases.
 - Walking is more likely to be done by married couples in an average week than by single individuals.
 - Playing with the kids is most likely done by those 30-39 in an average week, and more likely to be done by those 40-49 than those 50+.
 - Playing sports is more likely to be done by those 18-39 (vs. those 50+), men, and those who aren't stressed most of the time. As education and income increase, the likelihood of one playing sports in an average week steadily increases.
 - Jogging is more likely to be taken up by those who consider themselves to be underweight or a healthy weight than by those who consider themselves overweight or obese, as well as men. Jogging is most likely to be taken up by those 18-29, but the likelihood of doing so steadily decreases with age. As education and income increase, the likelihood of jogging in an average week steadily increases.
 - Yoga is more likely to be done by women in an average week. It is also more likely to be done by those 18-29 (vs. those 50+).
- Regionally . . .
 - Going to the gym and yoga are more likely to be done by city-dwelling individuals, as opposed to rural individuals. Jogging is more likely to be done by city- as opposed to suburban-dwelling individuals.

Q14. In an average week, which of the following do you do?
Base: Adults (n=1514); Youth 12-17 (n=506).

Youth demographic differences

- Demographically . . .
 - Those who exercise regularly are much more likely to state that, in an average week, they play sports, go to the gym, jog, or do yoga.
 - Those who don't smoke are much more likely to play sports or go to the gym in an average week than those who do.
 - Those who consider themselves to be underweight are much more likely to go walking in an average week, relative to those who consider themselves to be a healthy weight, overweight, or obese.
 - Compared to those who consider themselves to be overweight/obese, those who consider themselves to be a healthy weight are much more likely to play sports, go to the gym, or jog in an average week.
 - Twelve-year-olds are statistically more likely to play/hang out with their friends in an average week than those 14, 15, 16, or 17 years of age.
- Regionally . . .
 - Quebec's youth are more likely to go jogging in an average week than Ontario's youth.
 - Yoga is less likely to be practiced by rural youth in an average week than by city- or suburb-dwelling youth.
 - Suburb-dwelling youth are more likely to play/hang out with their friends in an average week than rural youth.


Q14. In an average week, which of the following do you do?
Base: Adults (n=1514); Youth 12-17 (n=506).

'Not enough time'

- When asked about why they might not exercise as much as they would like, four-in-ten mentioned that they simply did not have enough time.
- A dislike for exercise and a lack of money to purchase a gym membership or exercise equipment were two other popular reasons.
- Demographically . . .
 - Adults were statistically more likely to mention that:
 - they have an injury or disability,
 - they are intimidated by gyms,
 - that the weather is poor where they live, and/or
 - a lack of motivation.
 - Youth, on the other hand, were more likely to state that:
 - they're not concerned about exercising, or that
 - they already exercise regularly.

	ADULTS	YOUTH
NOT ENOUGH TIME (NET)	42%	45%
Not enough time	37%	25%
I have too many things on the go to worry about exercising	20%	18%
I have a part-time job which doesn't give me enough time to exercise	-	8%
I don't have time to fit gym class into my schedule	-	10%
I have too much homework	-	29%
I don't like to exercise	23%	20%
Not enough money to join a gym or purchase exercise equipment	20%	17%
I have an injury or a disability that prevents me from exercise regularly	20%	4%
I am intimidated by gyms or exercise facilities	16%	9%
The weather is poor where I live and it's hard to exercise outside	12%	9%
LACK OF RESOURCES (NET)	6%	6%
There are no exercise facilities in my area	5%	5%
Exercise classes are always full	1%	1%
I'm not concerned about exercising	6%	16%
I feel overwhelmed by all the information available about exercising	5%	5%
I don't know how to exercise	5%	4%
Lack of motivation/ I am not motivated to exercise	3%	1%
I don't feel safe exercising outside	3%	4%
I don't have enough information to make healthy exercise decisions	2%	3%
I already do enough work at work/ during my daily routine	1%	-
I will only exercise with friends	-	1%
None. I exercise regularly	19%	33%
I'm not sure	2%	2%

Reasons mentioned by less than one per cent of the respondents in *both* categories are not shown above.

 Cells highlighted in green denote the top three responses for each group.

Q15. Thinking about your exercise habits, what, if any, are the reasons what you don't get as much exercise as you would like?
Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

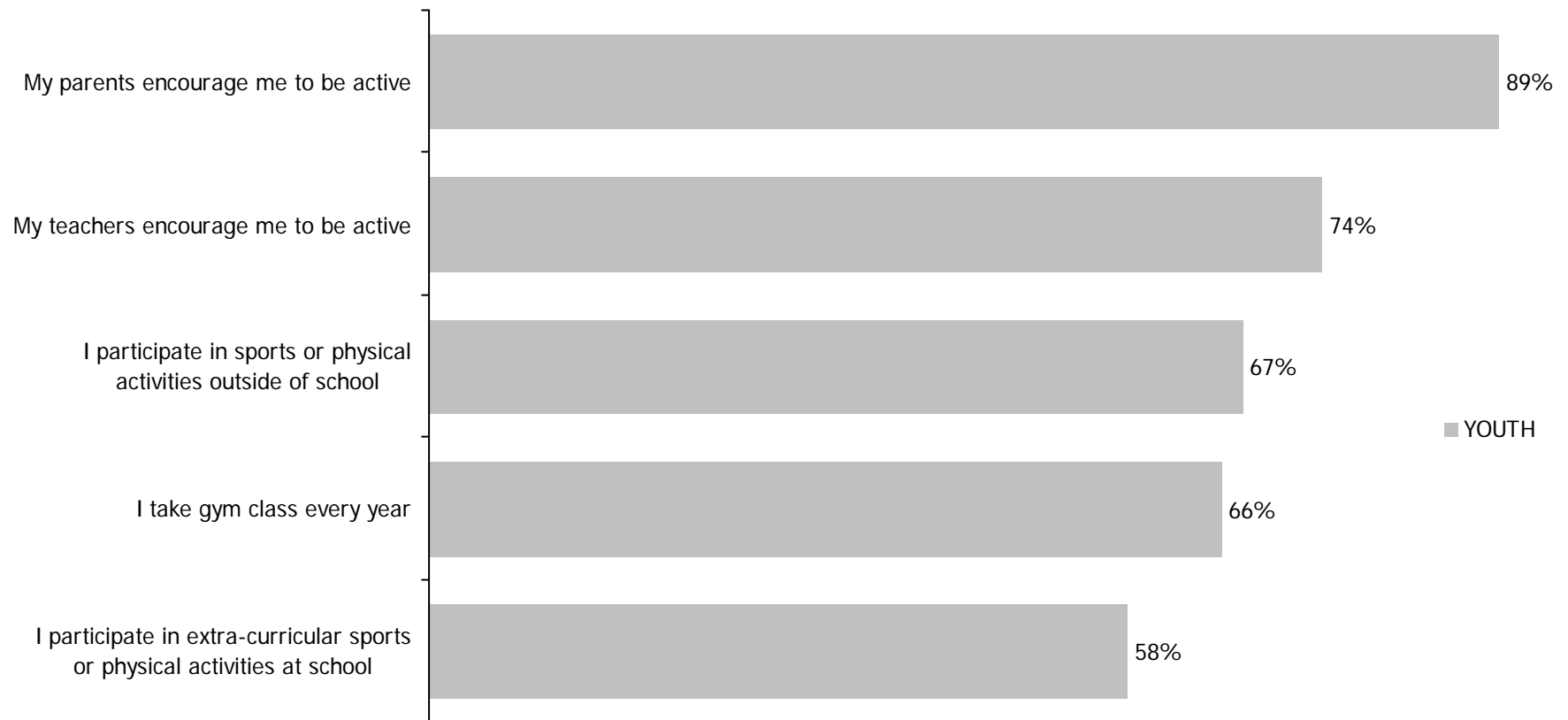
- Demographically . . .
 - Those more likely to indicate that they simply don't have enough time to exercise as much as they would like are those:
 - who get less than eight hours of sleep per night,
 - under 50 years of age,
 - who are stressed most of the time,
 - with kids at home, and those
 - working full-time.
 - The tendency to cite "not enough time" steadily increases along with one's education and income levels.
 - Those more likely to state that they don't have enough money to join a gym or purchase exercise equipment are:
 - women,
 - those under 60 years of age,
 - those with kids at home, and
 - those working part-time.
 - The tendency to cite a lack of money steadily decreases along with one's education and income levels.
 - Relative to those who consider themselves to be a healthy weight, overweight and obese individuals are more likely to state that they:
 - don't like to exercise,
 - don't have enough money to join a gym or purchase exercise equipment,
 - have an injury or disability,
 - are intimidated by gyms or exercise facilities,
 - feel overwhelmed by all the information available about exercising, and that they
 - don't know how to exercise.
- Regionally . . .
 - Rural residents are most likely to cite a lack of resources.
 - Relative to those living in rural areas, those living in the suburbs are more likely to state they simply don't have enough time to exercise as much as they would like.
 - B.C., Saskatchewan, and Manitoba residents are more likely to state that they don't like to exercise (relative to those in Alberta, Quebec, and the Atlantic Canada).

Youth demographic differences

- Demographically . . .
 - Those more likely to mention that they simply don't have enough time are those:
 - getting less than eight hours of sleep each night (on average),
 - who consider themselves to be underweight, overweight, or obese,
 - who are stressed most of the time
 - 16 and 17 years of age, and
 - girls.

Parents and teacher alike are encouraging youth to be active

- Most youths are encouraged by their parents to be active, followed by encouragement from their teachers.
- Six-in-ten youths participate in sports activities outside their school and take gym class every year.
- Just over half of youth participate in extra-curricular sports or physical activities at school.



Q41a-e. To what extent do you agree with each of the following statements?
SUMMARY TABLE OF AGREEMENT
Base: Youth 12-17 (n=506).

Youth demographic differences

- Demographically . . .
 - Those who exercise regularly and get eight or more hours of sleep each night are more likely to agree with each of the statements.
 - Those who consider themselves a healthy weight are more likely to agree with all but one statement: “My teachers encourage me to be active” (vs. those who are overweight).
 - Compared to smokers, non-smokers are more likely to agree with all but one statement as well: “My parents encourage me to be active.”
 - As age increases, the likelihood of taking gym class every year and participating in extra-curricular sports/physical activities steadily increases as well.
 - Seventeen-year-olds are statistically least likely to agree that their parents encourage them to be active.
 - Twelve- and thirteen-year-olds are more likely to state that their teachers encourage them to be active (vs. 15-, 16-, and 17-year-olds).
- Regionally . . .
 - Youth from Saskatchewan/Manitoba are statistically most likely to agree that they take gym class every year. Youth from Quebec, on the other hand, are statistically least likely.
 - Quebec’s youth are also statistically less likely to agree that:
 - they participate in extra-curricular sports/physical activities (vs. all other regions tested),
 - they participate in sports/physical activities outside of school (vs. all other regions except Atlantic Canada),
 - their parents encourage them to be more active (vs. all other regions except Alberta), and that
 - their teachers encourage them to be active (vs. all other regions except Alberta and Atlantic Canada).

Agenda

1 Method

2 **Preliminary Results**

3

General Health Questions

Food and Nutrition

Exercise

Sleep

Information on Healthy Living

Visiting Health Professionals

Demographics

Six-in-ten believe they get the required amount of sleep each night

- Six-in-ten adults and youth alike believe they get the required amount of sleep each night.



Q16d. To what extent do you agree with each of the following statements?
SUMMARY TABLE OF AGREE
Base: Adults (n=1514); Youth 12-17 (n=506).

Adult demographic differences

- Demographically . . .
 - Those more likely to get the required amount of sleep for their bodies include those:
 - who exercise regularly,
 - who get eight or more hours of sleep each night (on average),
 - who consider themselves to be a healthy weight,
 - who are not stressed most of the time,
 - who regularly see their doctor and dentist for an overall check-up, and those
 - 60+.
 - In fact, as age increases, the likelihood of one getting the required amount of sleep for the bodies steadily increases.

Youth demographic differences

- Demographically . . .
 - Those more likely to be getting the required amount of sleep for their body are:
 - those who don't smoke,
 - 12-year-olds (vs. 15-, 16-, and 17-year-olds),
 - those who aren't stressed out most of the time, and
 - those who regularly go to their doctor for an overall check-up.
- Regionally . . .
 - B.C.'s and Ontario's youth are much more likely to get the required amount of sleep for their bodies, relative to Quebec's.

Adults get less sleep per night than youth

- On average, Canadian adults are getting significantly less sleep per night than Canadian youth (6.9 hours vs. 7.8 hours, respectively).

	ADULTS	YOUTH
Less than 8 hours (NET)	61%	35%
8 hours or more (NET)	30%	57%
6 or less	30%	11%
7	31%	24%
8	25%	33%
9	4%	17%
10 or more	1%	7%
I'm not sure	3%	2%
I'd prefer not to answer	0%	1%
MEAN	6.9	7.8

Q18. On average, how many hours of sleep do you get per night?
Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those who sleep more than average include:
 - those who are a healthy weight,
 - those who exercise regularly
 - those who are not stressed most of the time, and
 - those who go to the doctor and dentist for regular appointments.
- Regionally...
 - Those in Quebec and the Atlantic provinces sleep more, on average, per night.

Youth demographic differences

- Demographically...
 - Those who sleep more than average include:
 - those who exercise regularly,
 - non-smokers,
 - those ages 12 to 14, and
 - those who do not have a part time job.

Q18. On average, how many hours of sleep do you get per night?
Base: Adults (n=1514); Youth (n=506).

Youth estimate that they need more hours per sleep a night compared to adults

- When asked how many hours of sleep they should be getting each night, on average, adults estimate about eight (7.9), while youth estimate closer to nine (8.6).

	ADULTS	YOUTH
Less than 8 hours (NET)	17%	5%
8 hours or more (NET)	75%	85%
6 or less	3%	2%
7	14%	3%
8	67%	47%
9	6%	21%
10 or more	2%	18%
I'm not sure	6%	9%
I'd prefer not to answer	0%	1%
MEAN	7.9	8.6

Q19. On average, how many hours of sleep should you get per night?
Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those who say they should get more hours of sleep per night include:
 - women,
 - those who are 18 to 39 years of age,
 - those who say they are stressed out most of the time, and
 - those who are single.

Youth demographic differences

- Demographically...
 - Those who say they should get more hours of sleep per night include:
 - those who are a healthy weight, and
 - those who are 12 years of age.
- Regionally...
 - Youth from B.C. and Quebec estimate that they need more hours of sleep per night, on average.


Q19. On average, how many hours of sleep should you get per night?
Base: Adults (n=1514); Youth (n=506).

“Not enough time” is the main reason for not getting as much sleep as they would like

- When asked why they might not be getting as much sleep as they would like, a lack of time was cited most often.
- For adults, other reasons included waking up often in the middle of the night and not being able to get comfortable.
- For youth, other reasons included a preference for watching television or spending time with friends/family over sleeping.
- Demographically . . .
 - Adults are more likely to mention that they often get woken up or that they have a sleep disorder.
 - Youth, on the other hand, are more likely to mention that they:
 - don't have enough time,
 - would prefer to watch television and/or hang out with friends/family,
 - aren't concerned about the amount of sleep they get, and/or that
 - they like to stay up late.

	ADULTS	YOUTH
NOT ENOUGH TIME (NET)	36%	45%
I have too many things on my mind so I can't relax	27%	24%
I don't have enough time	15%	17%
I have too much homework	-	24%
GETS WOKEN UP (NET)	32%	16%
I often wake up and can't get back to sleep	30%	16%
Children/ baby/ pets wake me up regularly	3%	-
I can't ever seem to get comfortable	13%	11%
I have a sleep disorder (insomnia, sleep apnea, etc.)	11%	6%
I would prefer to watch TV rather than sleep	10%	26%
I would prefer to spend time with my friends/family than sleep	8%	21%
I'm not concerned about the amount of sleep that I get	8%	12%
I have chronic pain	1%	-
I like to stay up late	1%	2%
I like to stay up to play video games / computer games	-	2%
None. I get as much sleep as I would need	30%	25%
I'm not sure	2%	2%

Reasons mentioned by less than one per cent of the respondents in *both* categories are not shown above.

 Cells highlighted in green denote the top three responses for each group.

Q20. Thinking about your sleep habits, what, if any, are the reasons why you don't get as much sleep as you would like?
Base: Adults (n=1514); Youth (n=506).

Adult demographic differences

- Demographically . . .
 - Those more likely to cite 'time' as the reason they don't get as much sleep as they'd like include:
 - those under the age of 60,
 - those who are single, and
 - those who are employed.
 - Those more likely to cite 'difficulty falling asleep' as the reason they don't get as much sleep as they'd like include those ages 18-29 and 49-59.
 - Those in the 40-59 age category also say that they don't get as much sleep as they'd like because they get woken up.
 - Those who say they are stressed most of the time are more likely to cite nearly all the reasons given for not getting as much sleep compared to those who are not stressed.
- Regionally . . .
 - Those in Alberta and Ontario are more likely than those in B.C. and Quebec to say that 'time' is the reason they don't get as much sleep as they would like.
 - Those in Quebec are less likely than those in Ontario and the Atlantic provinces are more likely to say that 'having difficulty falling asleep' is the reason they don't get as much sleep as they would like.

Youth demographic differences

- Demographically...
 - Those who are 16-17 years old are more likely to say that 'time' is the reason they don't get as much sleep as they'd like.
 - Those who say they are stressed most of the time are more likely to cite nearly all the reasons given for not getting as much sleep compared to those who are not stressed.
- Regionally...
 - Youth from Quebec are more likely than youth in other provinces to say that 'time' is the reason they don't get enough sleep.
 - Youth in Ontario and Quebec are more likely than youth in B.C. to cite 'difficulty falling asleep'.

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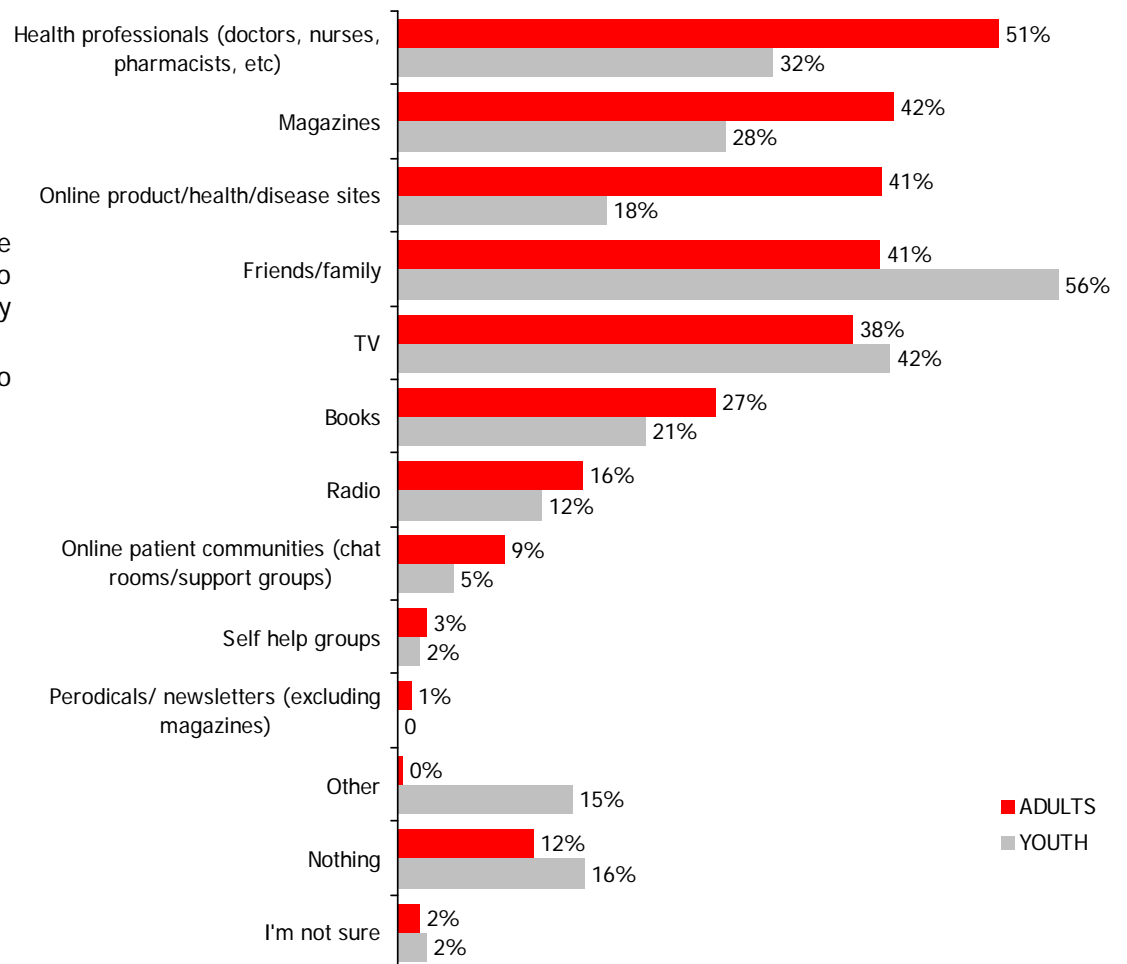
Information on Healthy Living

Visiting Health Professionals

Demographics

Youth are more likely to rely on their friends and family for information about healthy living

- Adults are significantly more likely to refer to online product/health/disease sites, whereas youth tend to rely on friends and family for information on healthy living.
- Demographically, however, adults are more likely to gain information by:
 - Health professionals,
 - Magazines,
 - Online products/health/disease sites,
 - Books, and
 - Online patient communities



Reasons mentioned by less than one per cent of the respondents in *both* categories are not shown above.

Q21. In the past year, which of the following have you used to gain information about healthy living?
 Base: Adults (n=1514); Youth 12-17 (n=506).

Adult demographic differences

- Demographically . . .
 - Those likely to post their health-related questions online are more likely to consult online patient communities. They are also more likely to use the television.
 - Women are more likely to consult health professionals, magazines, online product/health/disease sites, and books, while men are more likely to use nothing.
 - As one's age increases, so too does the likelihood of using health professionals.
 - Those 60+ are much more likely to consult the television (vs. those 18-39).
 - Those with a high school education or less are least likely to consult health professionals. On the other hand, those who regularly go to their doctor and dentist for overall check-ups are significantly more likely to do so.
- Regionally . . .
 - Quebec residents are significantly more likely to consult the television and/or the radio, when compared to residents from any other region. Compared to other regions, however, Quebecers are less likely to use online product/health/disease sites (vs. those in Alberta and Ontario).

Q21. In the past year, which of the following have you used to gain information about healthy living?
Base: Adults (n=1514); Youth 12-17 (n=506).

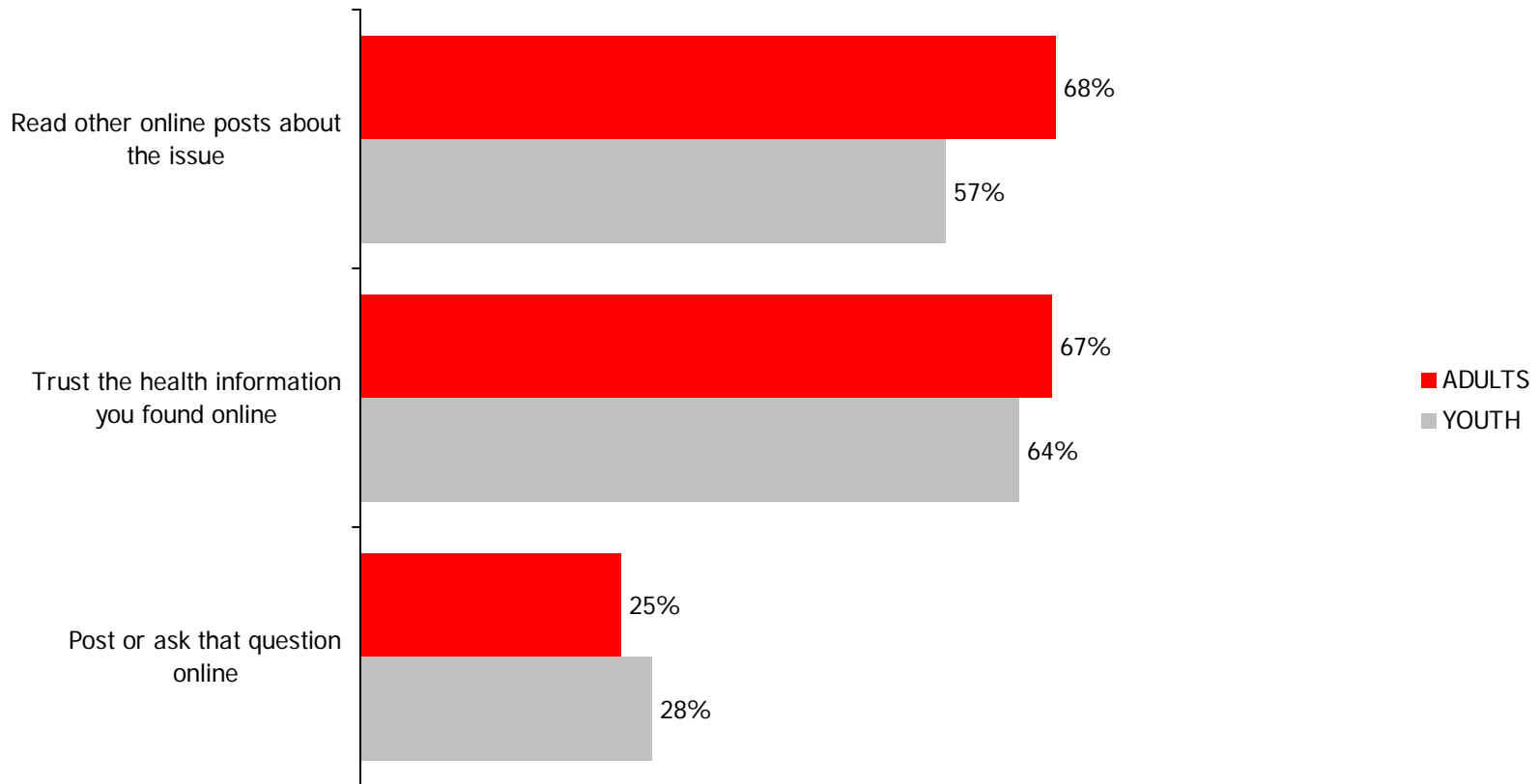
Youth demographic differences

- Demographically . . .
 - Thirteen-year-olds are least likely to use magazines.
 - Girls are more likely to use friends, family members, and/or magazines, relative to boys. Boys, on the other hand, are more likely to use nothing at all.
 - Those who are stressed all the time tend to turn a variety of things, such as: television, magazines, the radio, online patient communities, and/or self help groups.
 - Interestingly, those more likely to post health-related questions online are no more likely to use online product/health/disease sites or online patient communities than those who are unlikely to do so.
 - Naturally, those who regularly go to their doctor and dentist for overall check-ups are more likely to ask health professionals in general.
- Regionally . . .
 - Quebec youth are most likely to use television, and magazines, when compared to the rest of Canada. When compared to most other regions, they are more likely to use the radio (vs. Ontario and the West) and books (vs. all but Alberta) as well.
 - Youth living in the suburbs are more likely to use television than youth living in a city.

Q21. In the past year, which of the following have you used to gain information about healthy living?
Base: Adults (n=1514); Youth 12-17 (n=506).

Nearly three-in-ten would likely post their health question online

- Although nearly three-in-ten would likely post their health question online, adults are significantly less likely to post their health question online compared to youths.
- Canadians are likely to read other online posts related to their health issue and trust the health information that they found online.



Q22a-c. If you had a health question, how likely are you to ...?
SUMMARY TABLE OF LIKELY
Base: Adults (n=1514); Youth 12-17 (n=506).

Adult demographic differences

- Demographically . . .
 - Those more likely to post or ask a health-related question online are more likely to exercise regularly.
 - As age increases, however, the likelihood of posting or asking a health-related question online steadily decreases.
 - Those likely to read other online posts are more likely to be those:
 - likely to post health-related questions online in the first place,
 - who consider themselves underweight, and those
 - who are single.
 - As age increases, however, the likelihood of reading other online posts steadily decreases.
 - Those more likely to trust the health information they find online include those:
 - likely to post health-related questions online in the first place,
 - those 30-39 and those 50-59 (vs. those 60+), and
 - women.
- Those with minor children at home are more likely to read other online posts about the issue, trust the health information they found online, and post or ask that question online.
- Regionally, Quebecers are most likely to post or ask a health-related question online.

Youth demographic differences

- Demographically . . .
 - Those more likely to post a health-related question online are also more likely to (a) read other online posts, and (b) trust the health information they find online.
 - Girls are more likely to read other online posts concerning their issue than boys.
 - Seventeen-year-olds are more likely to read other online posts, relative to most other age groups (i.e. all but 16-year-olds).
- Regionally . . .
 - Youth living in Saskatchewan/Manitoba are least likely to post or ask a health-related question online.

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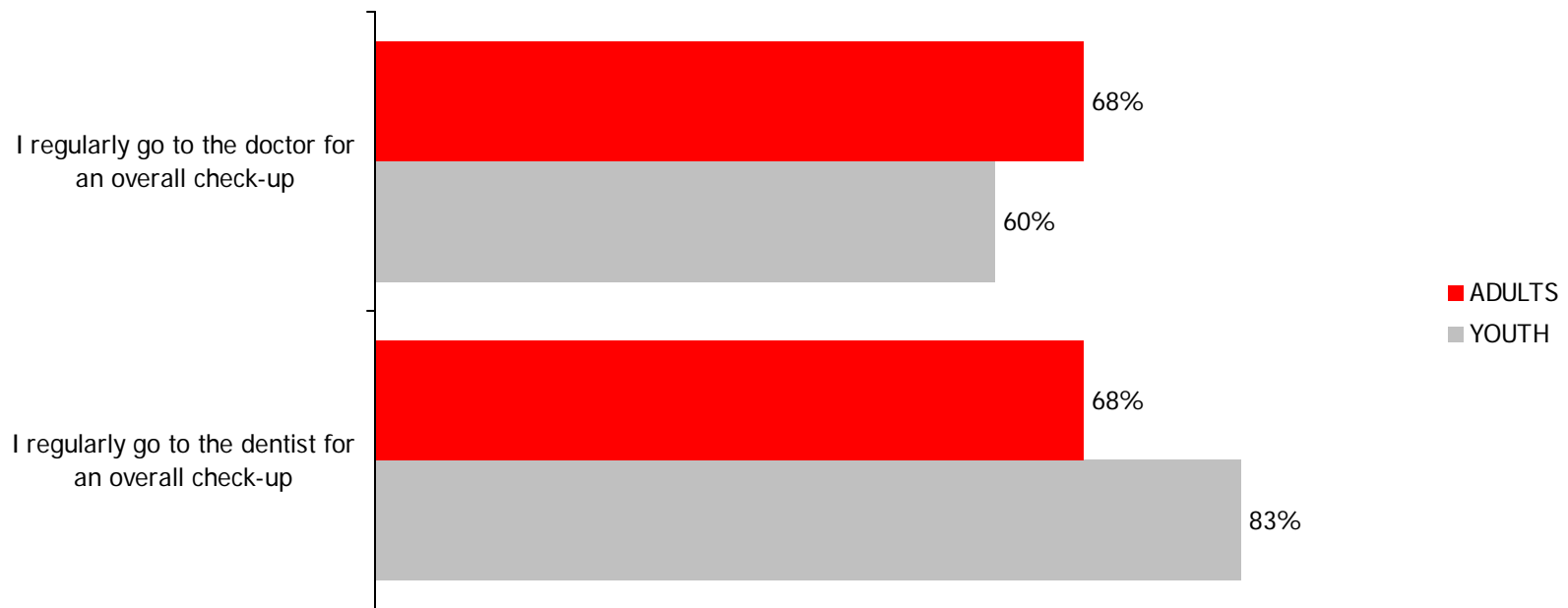
Information on Healthy Living

Visiting Health Professionals

Demographics

Adults are more likely to go the doctor's regularly; youth are more likely to go to the dentist regularly

- Six-in-ten Canadians visit the doctor regularly for an overall check-up.
- When it comes to visiting the dentist, youths are more likely than adults.



Q16a-g. To what extent do you agree with each of the following statements?
SUMMARY TABLE OF AGREE
Base: Adults (n=1514); Youth 12-17 (n=506).

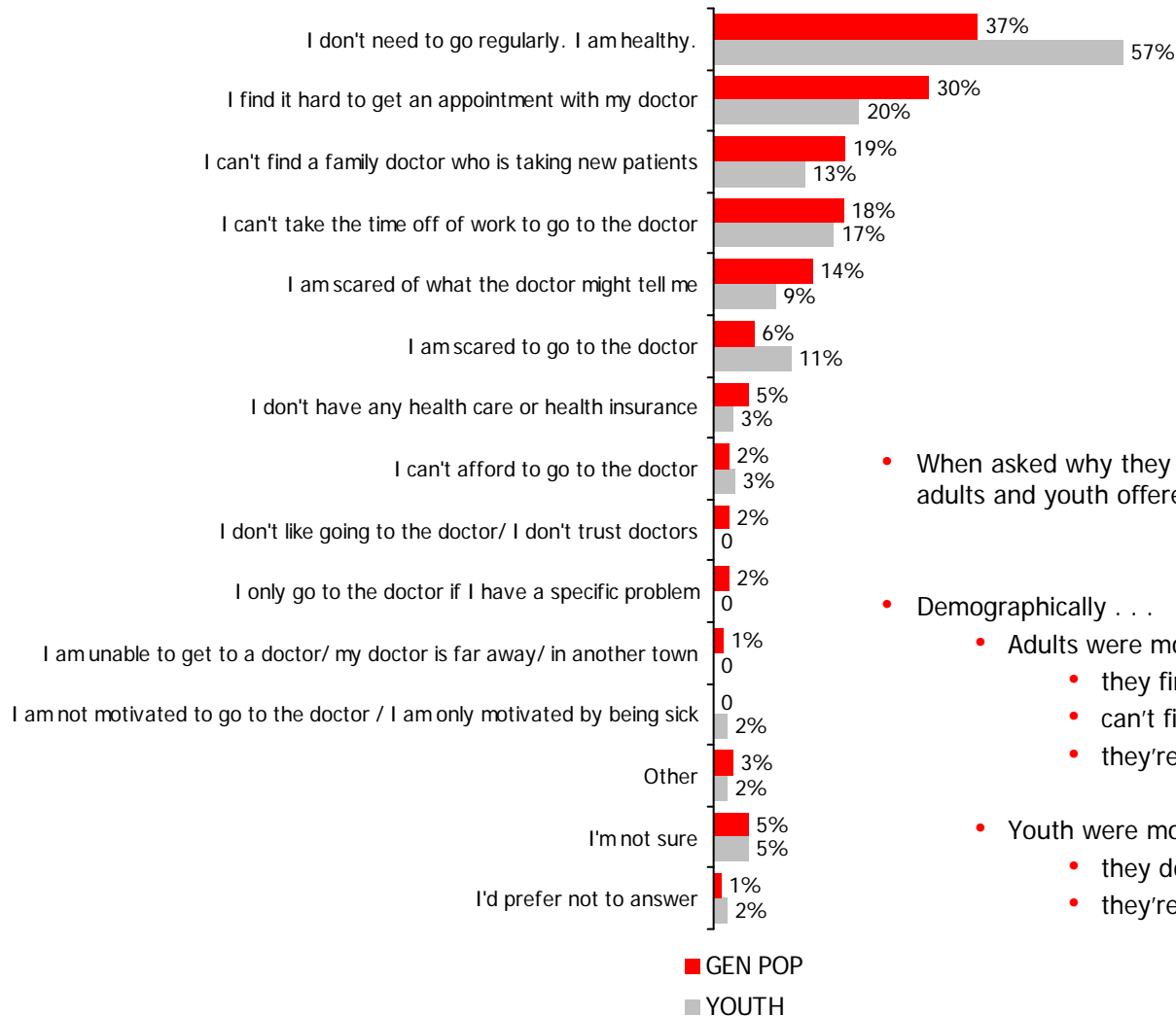
Adult demographic differences

- Demographically . . .
 - Those more likely to visit their doctor regularly for an overall check-up include those:
 - who exercise regularly,
 - who get eight or more hours of sleep each night (on average),
 - with a private, work, or provincial drug plan (though those with a provincial drug plan are most likely),
 - who consider themselves to be a healthy weight, overweight, or obese (vs. underweight),
 - who also regularly go to the dentist for an overall check-up,
 - those 60+, and
 - women.
 - In fact, as age increases, the likelihood of going to the doctor regularly for overall check-ups steadily increases.
 - Those more likely to visit their dentist regularly for an overall check-up include those:
 - who exercise regularly,
 - non-smokers (as opposed to smokers),
 - with a private, work, or provincial drug plan (though those with private or work drug plans are most likely),
 - who consider themselves to be a healthy weight, overweight, or obese (vs. underweight), and those
 - who also regularly go to the doctor for an overall check-up.
 - In fact, as age and income increase, the likelihood of going to the dentist regularly for overall check-ups steadily increases.
- Regionally . . .
 - Residents of B.C. are statistically less likely to go to the doctor's regularly for an overall check-up than residents of Ontario or Quebec.
 - Rural residents are more likely to go the doctor's for an overall check-up as well (vs. residents of cities and suburbs of cities).

Youth demographic differences

- Demographically . . .
 - Non-smokers are more likely to visit their doctor and their dentist regularly.
 - Those with private or work drug plans are most likely to going to the dentist on a regular basis, though they are only more likely to be going to the doctor on a regular basis when compared to those with a private drug plan.
 - Girls are more likely to be going to the doctor on a regular basis than boys.
- Regionally . . .
 - Quebec's youth are less likely to be going to the doctor's on regular basis, when compared to youth in Ontario, Manitoba, Saskatchewan, and Alberta. They are less likely to be going to the dentist on a regular basis, when compared to those in Ontario and the West.

'I am healthy' is the main reason for not going to the doctor as often as they'd like



- When asked why they might not go to the doctor as often as they would like, adults and youth offered a variety of reasons/excuses.
- Demographically . . .
 - Adults were more likely to mention that:
 - they find it hard to get an appointment with their doctor,
 - can't find a family doctor who is taking new patients, and that
 - they're scared of what the doctor may tell them.
 - Youth were more likely to mention that:
 - they don't need to go, they're healthy; and that
 - they're scared to go to the doctor's;

Q23a. Thinking about how often you go to the doctor, what, if any, are the reasons that you may not go as often you would like?
 Base: All except those who visit the doctor regularly (Adults: n=790; Youth: n=314).

Adult demographic differences

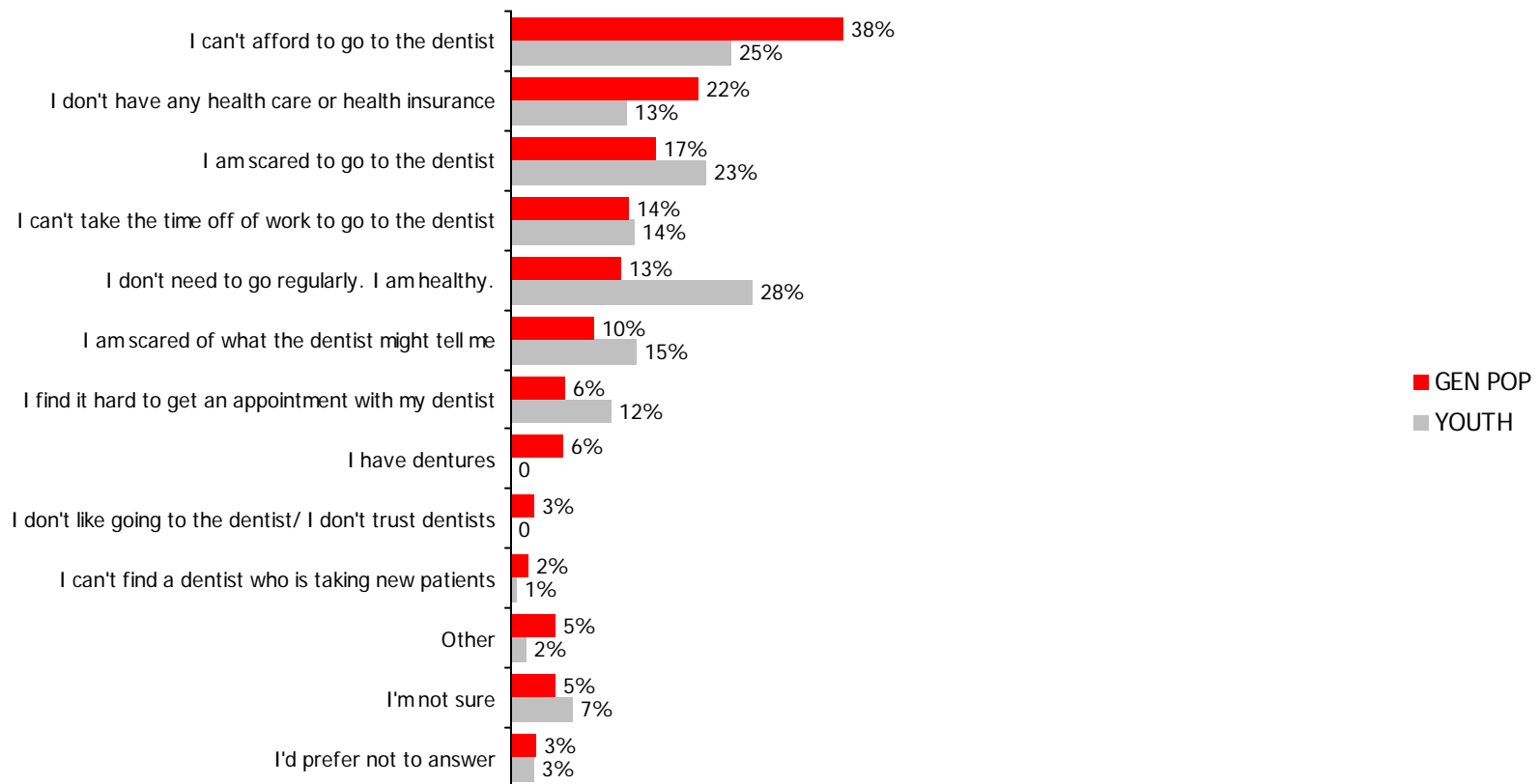
- Demographically . . .
 - Those who exercise regularly are more likely than those who don't to say that the reason they don't go to the doctor is because they are healthy. Those who do not exercise regularly are more likely to say they don't go to the doctor because:
 - I find it hard to get an appointment with my doctor,
 - I can't take the time off of work to go to the doctor, and
 - I'm scared of what the doctor might tell me.
 - Non-smokers, those who are underweight or a healthy weight, and those who do not consider themselves stressed out are more likely to say that the reason they don't go to the doctor is because they are healthy.
 - Women are more likely than men to say that they find it hard to get an appointment with their doctor.
 - As age decreases, the ability to take time off work to go to the doctor also diminishes.
 - Those in the lower income brackets (less than \$80k per year) are more likely to say that the reason they don't go to the doctor as often as they would like is because they don't have any health care or health insurance.
- Regionally . . .
 - Those in Quebec are more likely than those in Alberta, Ontario, and the Atlantic provinces to say that the reason they don't go to the doctor as often as they'd like is because they can't find a doctor who is taking new patients.

Youth demographic differences

- Demographically . . .
 - Those who are a healthy weight are more likely to say they don't go to the doctor as often as they would like because they are healthy.
 - Those over the age of 14 are more likely to say that it is because they find it hard to get an appointment with their doctor and those who are 17 years old say that the reason is that they can't take the time off of school to go to the doctor.
 - Those who say they are stressed most of the time are more likely to say the reason they don't go to the doctor is that they can't take the time off of school to go to the doctor. Those who are not stressed are more likely to say that the reason is that they are healthy.
- Regionally . . .
 - Those in B.C. are more likely than those in Quebec to say that the reason they don't go to the doctor as often as they would like because they are healthy.
 - Those in Quebec are more likely to say the reasons they don't go to the doctor are:
 - I can't take the time off of school to go to the doctor, and
 - I can't find a family doctor who is taking new patients.

Inability to afford the dentist is the main reason for not going as often as they'd like

- When asked why they might not go to the dentist as often as they would like, adults and youth offered a variety of reasons/excuses.
- Demographically . . .
 - Adults were more likely to mention that they can't afford to go to the dentist, or that they don't have health care/health insurance.
 - Youth were more likely to mention that they don't need to go, they're healthy.



Q23b. Thinking about how often you go to the dentist, what, if any, are the reasons that you may not go as often you would like?
 Base: All except those who visit the dentist regularly (Adults: n=675; Youth: n=157).

Adult demographic differences

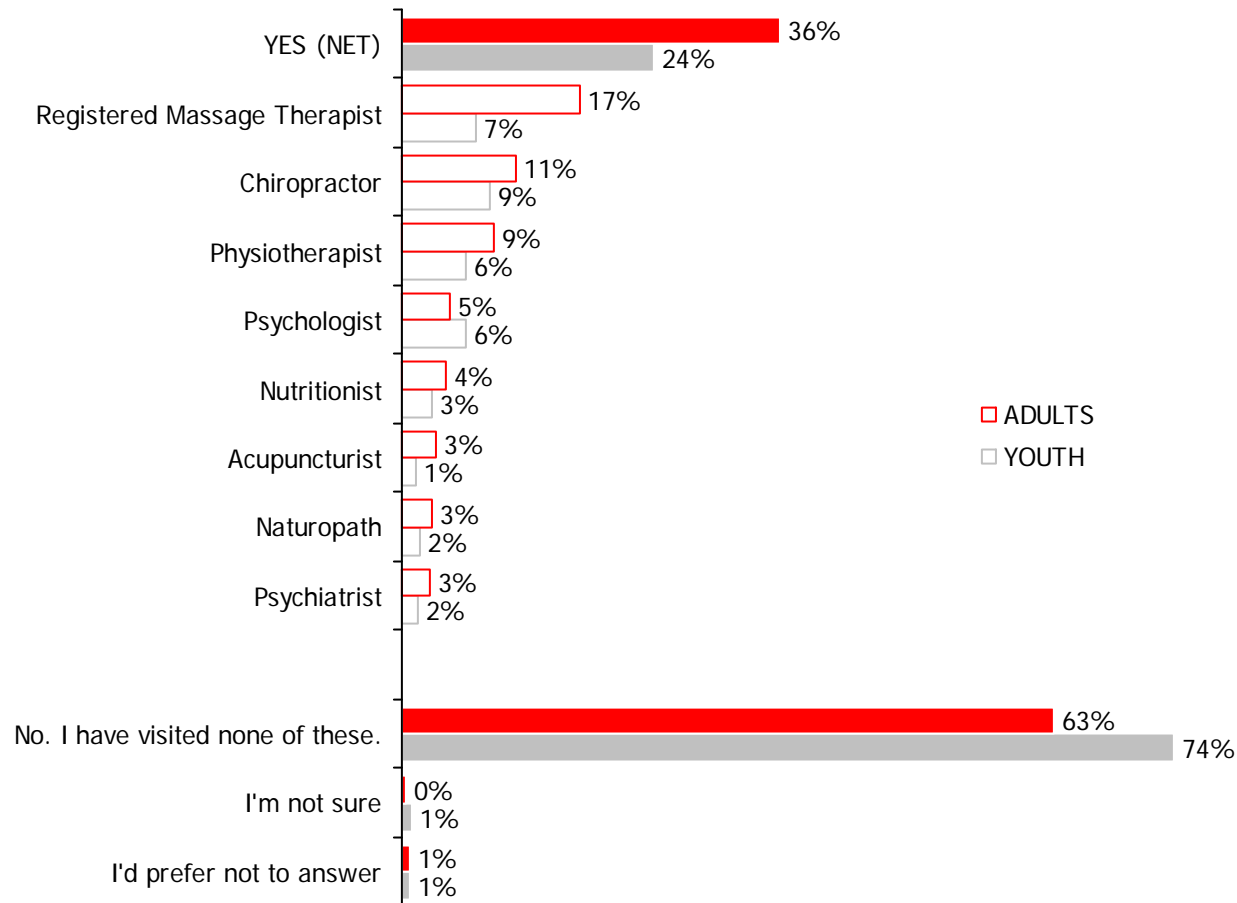
- Demographically . . .
 - Men are more likely than women to say that they don't go to the dentist more often because they don't need to.
 - As age decreases, the ability to take time off work to go to the doctor also diminishes.
 - Those in the lower income brackets (less than \$80k per year) are more likely to say that the reason they don't go to the dentist as often as they would like is because they can't afford it. The same is true among those who work part time.
 - Those who work full time, those who are stressed, and those under the age of 60 are more likely to say the reason they don't go to the dentist as often as they'd like is because they can't take the time off of work.
- Regionally . . .
 - Those in B.C., Alberta, and Ontario are more likely than those in Quebec to say that they don't go to the dentist as often as they'd like because they can't afford to.
 - Those in B.C., Ontario, and Quebec are more likely than those in Alberta to say it is because they don't have any health insurance.
 - Those in Alberta and Ontario are more likely than those in the Atlantic provinces to say it is because they can't take the time off of work.
 - Those in Quebec are more likely than B.C., Manitoba / Saskatchewan, and Ontario to say it is because they don't need to.
 - Those who live in rural areas are more likely than those who live in the city or suburbs to say that they reason they don't go to the dentist as often as they'd like is because they don't have any health care or health insurance.

Youth demographic differences

- Regionally...
 - Youth from Quebec are more likely than youth from Ontario to say that they reason they don't go to the dentist as often as they'd like is because they can't take the time off of school.

Over the last six months, adults were much more likely to have visited one or more of the professionals listed below

- Over the past six months, nearly four-in-ten adults have visited at least one of the professionals listed below. This compares to about a quarter of youth.
 - Demographically, adults were more likely to visit a registered massage therapist and an acupuncturist.



Q24. Have you visited any of the following in the past 6 months?
 Base: Adults (n=1514); Youth 12-17 (n=506).

Adult demographic differences

- Demographically . . .
 - Those with a private or work drug plan are more likely to have visited any of the listed professionals, particularly a massage therapist and/or a chiropractor. Others more likely to have visited any of the listed professionals include:
 - women,
 - those 30-59 (vs. 60+),
 - those stressed out most of the time,
 - those working full-time (vs. those working part-time or who are retired), and
 - those who regularly visit their doctor and dentist for an overall check-up.
 - As age and income increase, the likelihood of having visited any of the professionals listed steadily increases, particularly for a massage therapist.

Youth demographic differences

- Demographically . . .
 - Not surprisingly, those who regularly see their doctor and dentist for overall check-ups are more likely to have seen at least one of the other professionals listed in the last six months, particularly a massage therapist.
 - Those who are stressed all the time are more likely to have seen at least one of the professionals listed in the last six months, particularly a psychologist and/or a psychiatrist.
 - Those who consider themselves overweight/obese are more likely to have seen a nutritionist in the past six months than those who consider themselves to be a healthy weight. The same is true for those who do not exercise regularly (when compared to those who do).
- Regionally . . .
 - Quebec's youth are less likely to have seen a psychologist in the last six months than youth from any other region tested.

Q24. Have you visited any of the following in the past 6 months?
Base: Adults (n=1514); Youth 12-17 (n=506).

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Demographics

Province

	ADULTS	YOUTH
Alberta	10%	11%
Manitoba	4%	6%
New Brunswick	2%	3%
British Columbia	13%	13%
Quebec	24%	23%
Prince Edward Island	1%	1%
Saskatchewan	3%	2%
Newfoundland	2%	1%
Ontario	38%	39%
Nova Scotia	3%	2%

In which province or territory do you live?
Base: Adults (n=1514); Youth 12-17 (n=506).

Community

	ADULTS	YOUTH
City	46%	43%
Suburb of city	25%	29%
Small town	17%	16%
Rural	11%	10%
Remote	1%	1%
Reserve or small community	0%	0%
I'm not sure	0%	1%
I'd prefer not to answer	0%	0%

Q29. What kind of community do you live in?
Base: Adults (n=1514); Youth 12-17 (n=506).

Gender

ADULTS		YOUTH	
Man	48%	Boy	51%
Woman	52%	Girl	49%

Q28. You are a ...?

Base: Adults (n=1514); Youth 12-17 (n=506).

Age

	ADULTS	YOUTH
12	-	11%
13	-	15%
14	-	16%
15	-	16%
16	-	21%
17	-	21%
18 to 20	4%	-
21 to 29	16%	-
30 to 39	17%	-
40 to 49	21%	-
50 to 59	18%	-
60 to 65	9%	-
66 or older	15%	-

Q33. What is your age as of today?
Base: Adults (n=1514); Youth 12-17 (n=506).

Ethnicity

	ADULTS	YOUTH
Canadian	65%	68%
British	20%	15%
European	18%	23%
Irish	7%	9%
Eastern European	7%	7%
Asian	4%	7%
American (USA)	1%	2%
First Nation	1%	3%
Middle East	1%	1%
Caribbean	1%	2%
American Indian	1%	2%
North African	0%	1%
Other	2%	4%
I'm not sure	1%	2%

Reasons mentioned by less than one per cent of the respondents in *both* categories are not shown above.

Q40. What ethnic background did your ancestors belong to?
Base: Adults (n=1514); Youth 12-17 (n=506).

Marital Status

	ADULTS
Married or common-law	64%
Divorced or separated	9%
Widowed	4%
Single	23%
I'd prefer not to answer	1%

Q34. What is your current marital status?
Base: Adults (n=1514).

Children at Home

	ADULTS	YOUTH
Children living at home	42%	98%
No children living at home	56%	1%
Prefer not to answer	2%	2%
MEAN - Six and under	2	1
MEAN - Seven to 12	1	1
MEAN - 13 to 18	1	1
MEAN - Over 18	1	1

Q35. How many children do you have in the following age groups still living at home?
 Q35. Including yourself, how many children are living in your household who are...?
 Base: Adults (n=1514); Youth 12-17 (n=506).

Education

	ADULTS
Elementary or high school	25%
College	31%
University undergraduate degree	30%
University postgraduate degree	13%
I'd prefer not to answer	1%

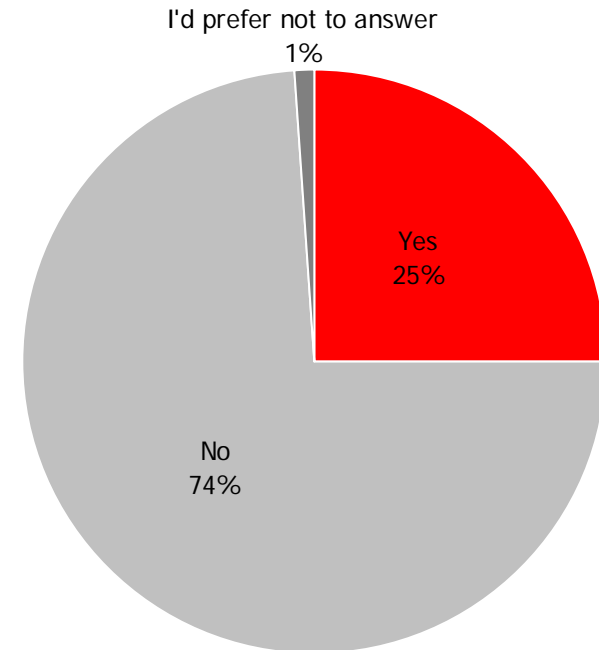
Q36. What was the last level of education you completed?
Base: Adults (n=1514).

Employment

Q31. Which of the following best describes your current employment status?
Base: Adults (n=1514).

	ADULTS
EMPLOYED	59%
Employed full time	50%
Employed part time	10%
Homemaker	7%
Student	8%
Retired	22%
Between jobs	3%
I'd prefer not to answer	2%

Q31. Do you have a part-time job?
Base: Youth 12-17 (n=506).



Income

	ADULTS
Less than \$20,000	7%
\$20,000 - \$39,999	16%
\$40,000 - \$59,999	17%
\$60,000 - \$79,999	13%
\$80,000 - \$99,999	12%
\$100,000 - \$119,999	8%
\$120,000 - \$149,999	6%
\$150,000+	6%
I'd prefer not to answer	16%

Q37. In which of the following categories was your total household income in 2009, before taxes?
Base: Adults (n=1514).

Commute

	ADULTS
Half an hour or less	69%
More than half an hour, but less than an hour	21%
More than an hour, but less than two hours	7%
Two hours or more	1%
I'm not sure	2%
I'd prefer not to answer	0%

Q32. On average, how long is your commute to work?
Base: Adults (n=1514).

Internet Access

	ADULTS	YOUTH
YES (NET)	100%	100%
Yes, at home	97%	100%
Yes, at work	43%	9%
Yes, at school	8%	76%
Yes, somewhere else	7%	21%

Q30. Do you have access to the Internet?
Base: Adults (n=1514); Youth 12-17 (n=506).

Drug Plan

	ADULTS	YOUTH
I have a private drug plan or health benefits	17%	19%
I have a drug plan or health benefits through work	48%	25%
My medication is covered by the provincial drug plan	19%	12%
I pay full price for my prescription medication and all other health related expenses	11%	10%
I'm not sure	3%	33%
I'd prefer not to answer	2%	3%

Q38. Which of the following best describes how you pay for your prescription medication?
Base: Adults (n=1514); Youth 12-17 (n=506).



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