

4/4/2016

Today, we're asking Canadians about a variety of topics that have been in the news lately, starting with the rate of obesity in Canada.

Obesity

1. Many people say Canada is in the midst of an obesity crisis as nearly two-thirds of adults and one-third of children are either overweight (i.e. weigh moderately more than their ideal weight) or obese (i.e. weigh significantly more than their ideal weight). Which of the following statements is closer to your own point of view on this issue?

[ROTATE]

This is a public health issue – governments should make access to “unhealthy” foods more difficult
This is an issue of personal freedom – governments should not be telling people what they can or can't eat

2. Governments around the world have tried different things to lower rates of obesity. Would you say you support or oppose each of the following being implemented where you live?

[ROWS – RANDOMIZE]

A ban on advertising processed food and sugary drinks to children
A ban on all advertising of “junk foods”
A tax on artificially sweetened beverages
A ban on restaurants selling beverages larger than half a litre (16 ounces)
Laws requiring restaurants to display calorie-counts next to every menu item
Laws requiring nutritional information to be featured on the front of all food packaging
Banning the sale of “junk foods” in schools, hospitals etc.
Offering tax incentives for overweight people to lose weight

[COLUMNS]

Strongly oppose
Moderately oppose
Moderately support
Strongly support

3. And if implemented, do you think any of those same approaches would be effective at lowering the rate of obesity in Canada?

[ROWS – KEEP SAME RANDOMIZATION AS ABOVE]

A ban on advertising food and drinks to children
A ban on all advertising of “junk foods”

A tax on artificially sweetened beverages

A ban on restaurants selling artificially sweetened beverages larger than half a litre (16 ounces)

Laws requiring restaurants to display calorie-counts next to every menu item

Laws requiring nutritional information to be featured on the front of all food packaging

Banning the sale of “junk foods” in schools, hospitals etc.

Offering tax incentives for overweight people to lose weight

[COLUMNS]

Not at all effective

Not that effective

Somewhat effective

Very effective

[N - Food]4. Would you say this issue of rising levels of obesity in Canada is receiving too much, too little or the right amount of attention from Canada’s leaders?

Too much attention

About the right amount

Too little attention

Not sure/Can’t say

[N - Food] 5. Now, thinking about all the issues facing Canada today, where would you rank this issue of rising levels of obesity?

Let’s use a five-point scale, where 1 means “at the bottom, it’s one of the least important issues facing Canada today” and 5 means “at the top, it’s one of the most important issues facing Canada today.” You can, of course, choose any number in between.

1 One of the LEAST important issues facing Canada

2

3

4

5 One of the MOST important issues facing Canada

6. And, to conclude this section of the survey, we’d like to ask a few personal and sensitive questions. Please remember that your responses are kept strictly confidential, and you don’t have to respond if you’d prefer not to.

Would you say you consider yourself to be either overweight or obese? (choose one response only)

Yes, I am overweight

Yes, I am obese

No, neither
Prefer not to say

7. And what about those who live with you? Do you consider anyone in your household to be overweight or obese? (choose all that apply)

Yes, someone else in my household is overweight
Yes, someone else in my household is obese
[EXCLUSIVE] No, no one in my household is overweight or obese
[EXCLUSIVE] Prefer not to say

[IF YES TO Q6]

8. You indicated that you consider yourself overweight (or obese). How much of an issue is this for you?
Would you say you are:

Very concerned about it
Moderately concerned
Not that concerned
Not at all concerned
Prefer not to say

[IF YES TO Q7]

9. You indicated someone else in your household is overweight (or obese). How concerned would you say you, yourself, are about this?

Very concerned about it
Moderately concerned
Not that concerned
Not at all concerned
Prefer not to say