

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Sample Size	1513	202	152	102	102	502	351	102	739	774	438	528	547	222	253	264	216	274	283	637	479	398	536	483	256	239

Regional sample sizes are unweighted. All other sample sizes, including totals, are weighted to census data. Blank cells indicate zero responses were received. Cells containing "0%" are statistically zero, though at least one response was received.

Q1.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 or obese.Which of the following statements is closer to your point of view on this issue?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
This is a public health issue - governments should make access to "unhealthy" foods more difficult	46%	48%	42%	43%	39%	47%	50%	42%	43%	50%	53%	46%	42%	44%	45%	40%	63%	47%	43%	41%	45%	57%	49%	44%	50%	43%
This is an issue of personal freedom - governments should not be telling people what they can or can't eat	54%	52%	58%	57%	61%	53%	50%	58%	57%	50%	47%	54%	58%	56%	55%	60%	37%	53%	57%	59%	55%	43%	51%	56%	50%	57%

Q2.[Summary of Support]Would you say you support or oppose each of the following being implemented where you live?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
A ban on advertising processed food and sugary drinks to children	74%	75%	69%	72%	71%	73%	77%	77%	70%	78%	72%	74%	76%	66%	69%	74%	77%	78%	77%	69%	76%	80%	71%	74%	78%	76%
A ban on all advertising of "junk foods"	49%	47%	43%	47%	41%	49%	51%	64%	45%	54%	49%	48%	51%	46%	40%	48%	51%	56%	54%	48%	49%	53%	51%	47%	48%	54%
A tax on artificially sweetened beverages	52%	55%	41%	52%	48%	51%	58%	55%	51%	53%	53%	52%	53%	47%	54%	51%	58%	49%	54%	47%	55%	58%	53%	52%	57%	47%
A ban on restaurants selling beverages larger than half a litre (16 ounces)	52%	51%	46%	46%	41%	50%	57%	61%	46%	58%	50%	52%	54%	41%	47%	48%	59%	57%	59%	50%	53%	55%	51%	52%	51%	56%
Laws requiring restaurants to display calorie-counts next to every menu item	76%	76%	73%	73%	69%	77%	77%	78%	73%	79%	74%	76%	79%	69%	72%	78%	78%	78%	81%	74%	77%	79%	74%	79%	77%	76%
Laws requiring nutritional information to be featured on the front of all food packaging	87%	89%	85%	86%	86%	88%	86%	89%	84%	90%	83%	87%	91%	79%	84%	89%	88%	89%	93%	88%	86%	88%	86%	88%	85%	90%
Banning the sale of "junk foods" in schools, hospitals etc.	74%	80%	68%	71%	67%	73%	77%	71%	72%	76%	73%	70%	78%	69%	69%	76%	77%	71%	80%	74%	71%	76%	74%	74%	73%	74%
Offering tax incentives for overweight people to lose weight	50%	44%	50%	51%	49%	46%	61%	47%	49%	51%	53%	50%	48%	55%	51%	43%	52%	49%	52%	51%	49%	50%	53%	49%	45%	50%

Q2.[Summary of Oppose]Would you say you support or oppose each of the following being implemented where you live?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
A ban on advertising processed food and sugary drinks to children	26%	25%	31%	28%	29%	27%	23%	23%	30%	22%	28%	26%	24%	34%	31%	26%	23%	22%	23%	31%	24%	20%	29%	26%	22%	24%
A ban on all advertising of "junk foods"	51%	53%	57%	53%	59%	51%	49%	36%	55%	46%	51%	52%	49%	54%	60%	52%	49%	44%	46%	52%	51%	47%	49%	53%	52%	46%
A tax on artificially sweetened beverages	48%	45%	59%	48%	52%	49%	42%	45%	49%	47%	47%	48%	47%	53%	46%	49%	42%	51%	46%	53%	45%	42%	47%	48%	43%	53%
A ban on restaurants selling beverages larger than half a litre (16 ounces)	48%	49%	54%	54%	59%	50%	43%	39%	54%	42%	50%	48%	46%	59%	53%	52%	41%	43%	41%	50%	47%	45%	49%	48%	49%	44%
Laws requiring restaurants to display calorie-counts next to every menu item	24%	24%	27%	27%	31%	23%	23%	22%	27%	21%	26%	24%	21%	31%	28%	22%	22%	22%	19%	26%	23%	21%	26%	21%	23%	24%
Laws requiring nutritional information to be featured on the front of all food packaging	13%	11%	15%	14%	14%	12%	14%	11%	16%	10%	17%	13%	9%	21%	16%	11%	12%	11%	7%	12%	14%	12%	14%	12%	15%	10%
Banning the sale of "junk foods" in schools, hospitals etc.	26%	20%	32%	29%	33%	27%	23%	29%	28%	24%	27%	30%	22%	31%	31%	24%	23%	29%	20%	26%	29%	24%	26%	26%	27%	26%
Offering tax incentives for overweight people to lose weight	50%	56%	50%	49%	51%	54%	39%	53%	51%	49%	47%	50%	52%	45%	49%	57%	48%	51%	48%	49%	51%	50%	47%	51%	55%	50%

Q2.[A ban on advertising processed food and sugary drinks to children]Would you say you support or oppose each of the following being implemented where you live?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Strongly support	41%	38%	28%	33%	34%	39%	54%	46%	39%	44%	37%	39%	47%	34%	37%	45%	40%	42%	50%	34%	45%	50%	41%	41%	43%	41%
Moderately support	32%	38%	41%	39%	37%	34%	23%	31%	31%	34%	35%	34%	29%	32%	32%	30%	37%	37%	28%	35%	31%	30%	30%	33%	34%	36%
Moderately oppose	17%	16%	16%	17%	20%	19%	15%	14%	19%	15%	21%	16%	14%	24%	19%	15%	19%	13%	14%	20%	16%	13%	19%	15%	17%	15%
Strongly oppose	9%	9%	15%	11%	9%	8%	8%	10%	11%	7%	10%	10%	10%	10%	12%	11%	4%	8%	8%	11%	8%	7%	10%	10%	6%	8%
Top2Box	74%	75%	69%	72%	71%	73%	77%	77%	70%	78%	72%	74%	76%	66%	69%	74%	77%	78%	77%	69%	76%	80%	71%	74%	78%	76%
Bottom2Box	26%	25%	31%	28%	29%	27%	23%	23%	30%	22%	28%	26%	24%	34%	31%	26%	23%	22%	23%	31%	24%	20%	29%	26%	22%	24%

Q2.[A ban on all advertising of "junk foods"]Would you say you support or oppose each of the following being implemented where you live?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Strongly support	19%	15%	14%	12%	9%	18%	23%	37%	17%	21%	17%	18%	22%	17%	16%	19%	17%	20%	24%	17%	21%	21%	22%	19%	16%	15%
Moderately support	30%	33%	29%	35%	32%	32%	27%	28%	27%	33%	32%	30%	29%	29%	24%	29%	34%	36%	30%	31%	28%	32%	28%	27%	31%	39%
Moderately oppose	32%	37%	32%	31%	40%	32%	30%	22%	33%	30%	34%	31%	31%	33%	36%	30%	35%	26%	31%	32%	32%	31%	32%	33%	32%	27%
Strongly oppose	19%	15%	25%	22%	19%	18%	19%	13%	22%	16%	17%	21%	18%	21%	24%	21%	14%	18%	15%	20%	20%	15%	17%	20%	19%	
Top2Box	49%	47%	43%	47%	41%	49%	51%	64%	45%	54%	49%	48%	51%	46%	40%	48%	51%	56%	54%	48%	49%	53%	51%	47%	54%	
Bottom2Box	51%	53%	57%	53%	59%	51%	49%	36%	55%	46%	51%	52%	49%	54%	60%	52%	49%	44%	46%	52%	51%	47%	49%	53%	52%	46%

Q2.[A tax on artificially sweetened beverages]Would you say you support or oppose each of the following being implemented where you live?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18- 34	Male 35- 54	Male 55+	Female 18- 34	Female 35- 54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Strongly support	23%	23%	15%	24%	16%	19%	30%	28%	22%	24%	24%	21%	23%	20%	21%	23%	27%	21%	23%	17%	25%	29%	23%	23%	24%	20%
Moderately support	30%	32%	26%	28%	32%	31%	28%	27%	29%	30%	29%	30%	27%	32%	28%	31%	28%	31%	30%	31%	29%	30%	29%	33%	27%	
Moderately oppose	25%	27%	24%	25%	27%	27%	22%	18%	24%	26%	29%	23%	30%	21%	22%	29%	25%	24%	28%	20%	26%	25%	24%	21%	31%	
Strongly oppose	23%	19%	35%	23%	25%	22%	20%	27%	25%	21%	18%	25%	24%	23%	25%	26%	13%	25%	22%	26%	24%	16%	22%	24%	22%	
Top2Box	52%	55%	41%	52%	48%	51%	58%	55%	51%	53%	53%	52%	53%	47%	54%	51%	58%	49%	54%	47%	55%	58%	53%	52%	47%	
Bottom2Box	48%	45%	59%	48%	52%	49%	42%	45%	49%	47%	48%	47%	53%	46%	49%	42%	51%	46%	53%	45%	42%	47%	48%	43%	53%	

Q2.[A ban on restaurants selling beverages larger than half a litre (16 ounces)]Would you say you support or oppose each of the following being implemented where you live?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18- 34	Male 35- 54	Male 55+	Female 18- 34	Female 35- 54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Strongly support	20%	18%	15%	17%	15%	19%	24%	26%	16%	24%	20%	19%	21%	13%	17%	17%	26%	21%	25%	19%	23%	18%	21%	19%	22%	19%
Moderately support	32%	34%	30%	28%	26%	31%	33%	35%	30%	34%	30%	33%	33%	27%	29%	32%	33%	36%	34%	30%	30%	37%	30%	33%	29%	38%
Moderately oppose	26%	29%	26%	33%	31%	29%	22%	20%	29%	24%	29%	25%	25%	30%	28%	28%	29%	23%	27%	23%	29%	25%	27%	27%	26%	
Strongly oppose	22%	20%	29%	21%	28%	21%	20%	19%	26%	18%	21%	23%	21%	29%	25%	24%	12%	21%	19%	23%	24%	16%	24%	21%	22%	18%
Top2Box	52%	51%	46%	46%	41%	50%	57%	61%	46%	58%	50%	52%	54%	41%	47%	48%	59%	57%	59%	50%	53%	55%	51%	52%	51%	56%
Bottom2Box	48%	49%	54%	54%	59%	50%	43%	39%	54%	42%	50%	48%	46%	59%	53%	52%	41%	43%	41%	50%	47%	45%	49%	48%	49%	44%

Q2.[Laws requiring restaurants to display calorie-counts next to every menu item]Would you say you support or oppose each of the following being implemented where you live?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18- 34	Male 35- 54	Male 55+	Female 18- 34	Female 35- 54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Strongly support	38%	34%	34%	29%	30%	39%	44%	35%	35%	41%	37%	38%	39%	32%	38%	36%	43%	38%	42%	33%	41%	43%	36%	38%	42%	38%
Moderately support	38%	43%	39%	44%	39%	38%	33%	43%	38%	38%	37%	38%	40%	37%	35%	42%	36%	40%	39%	41%	36%	36%	38%	41%	35%	38%
Moderately oppose	16%	18%	20%	20%	22%	15%	13%	11%	17%	14%	19%	16%	12%	22%	19%	13%	16%	14%	12%	17%	15%	15%	16%	15%	16%	18%
Strongly oppose	8%	6%	7%	7%	9%	7%	9%	11%	9%	7%	7%	8%	8%	9%	9%	10%	6%	8%	7%	9%	8%	10%	7%	8%	7%	
Top2Box	76%	76%	73%	73%	69%	77%	77%	78%	73%	79%	74%	76%	79%	69%	72%	78%	78%	78%	81%	74%	77%	79%	74%	79%	77%	76%
Bottom2Box	24%	24%	27%	27%	31%	23%	23%	22%	27%	21%	26%	24%	21%	31%	28%	22%	22%	22%	19%	26%	23%	21%	26%	21%	23%	24%

Q2.[Laws requiring nutritional information to be featured on the front of all food packaging]Would you say you support or oppose each of the following being implemented where you live?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18- 34	Male 35- 54	Male 55+	Female 18- 34	Female 35- 54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Strongly support	51%	54%	45%	47%	48%	52%	54%	48%	49%	54%	40%	50%	62%	37%	47%	60%	44%	52%	64%	46%	56%	54%	48%	54%	52%	54%
Moderately support	36%	36%	40%	39%	37%	36%	32%	41%	36%	36%	43%	37%	30%	42%	36%	29%	44%	37%	30%	42%	30%	33%	39%	35%	33%	36%
Moderately oppose	8%	8%	11%	7%	14%	7%	8%	6%	10%	6%	11%	9%	5%	13%	12%	7%	9%	6%	3%	7%	9%	8%	8%	8%	10%	6%
Strongly oppose	5%	2%	4%	7%	1%	5%	6%	5%	5%	4%	6%	4%	4%	8%	4%	4%	3%	5%	4%	5%	4%	5%	4%	5%	4%	4%
Top2Box	87%	89%	85%	86%	86%	88%	86%	89%	84%	90%	83%	87%	91%	79%	84%	89%	88%	89%	93%	88%	86%	88%	86%	88%	85%	90%
Bottom2Box	13%	11%	15%	14%	14%	12%	14%	11%	16%	10%	17%	13%	9%	21%	16%	11%	12%	11%	7%	12%	14%	12%	14%	12%	15%	10%

Q2.[Banning the sale of "junk foods" in schools, hospitals etc.]Would you say you support or oppose each of the following being implemented where you live?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Strongly support	41%	41%	31%	39%	31%	38%	50%	49%	41%	42%	38%	36%	49%	37%	33%	51%	40%	39%	47%	39%	41%	45%	44%	41%	40%	38%
Moderately support	33%	38%	37%	31%	36%	35%	27%	22%	31%	34%	35%	34%	29%	33%	36%	25%	37%	32%	33%	35%	30%	31%	31%	33%	33%	36%
Moderately oppose	18%	14%	22%	20%	25%	20%	14%	14%	18%	17%	19%	19%	16%	20%	18%	17%	17%	20%	15%	17%	19%	18%	16%	18%	20%	19%
Strongly oppose	8%	6%	10%	10%	9%	8%	8%	15%	10%	7%	8%	11%	6%	10%	13%	8%	6%	9%	5%	9%	10%	5%	10%	8%	7%	7%
Top2Box	74%	80%	68%	71%	67%	73%	77%	71%	72%	76%	73%	70%	78%	69%	69%	76%	77%	71%	80%	74%	71%	76%	74%	74%	73%	74%
Bottom2Box	26%	20%	32%	29%	33%	27%	23%	29%	28%	24%	27%	30%	22%	31%	31%	24%	23%	29%	20%	26%	29%	24%	26%	26%	27%	26%

Q2.[Offering tax incentives for overweight people to lose weight]Would you say you support or oppose each of the following being implemented where you live?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Strongly support	18%	14%	19%	18%	13%	15%	25%	18%	17%	19%	21%	19%	15%	22%	18%	12%	21%	19%	18%	16%	19%	20%	21%	18%	13%	16%
Moderately support	32%	30%	31%	32%	36%	30%	36%	29%	32%	32%	31%	33%	33%	33%	33%	31%	31%	30%	34%	35%	30%	31%	32%	31%	34%	34%
Moderately oppose	24%	35%	21%	24%	20%	26%	17%	26%	23%	25%	25%	23%	24%	23%	21%	25%	27%	25%	24%	25%	21%	26%	23%	21%	30%	25%
Strongly oppose	26%	21%	29%	26%	32%	28%	22%	27%	28%	24%	22%	27%	28%	22%	28%	32%	22%	26%	24%	24%	30%	24%	24%	29%	25%	25%
Top2Box	50%	44%	50%	51%	49%	46%	61%	47%	49%	51%	53%	50%	48%	55%	51%	43%	52%	49%	52%	51%	49%	50%	53%	49%	45%	50%
Bottom2Box	50%	56%	50%	49%	51%	54%	39%	53%	51%	49%	47%	50%	52%	45%	49%	57%	48%	51%	48%	49%	51%	50%	47%	51%	55%	50%

Q3.[Summary of Effective]And if implemented, do you think any of those same approaches would be effective at lowering the rate of obesity in Canada?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
A ban on advertising food and drinks to children	64%	68%	59%	58%	53%	63%	68%	68%	60%	68%	68%	62%	64%	62%	61%	58%	73%	64%	69%	60%	65%	70%	65%	64%	65%	63%
A ban on all advertising of "junk foods"	51%	55%	43%	47%	43%	52%	50%	60%	48%	54%	53%	50%	50%	52%	46%	47%	55%	54%	52%	50%	48%	56%	55%	49%	51%	47%
A tax on artificially sweetened beverages	45%	49%	34%	46%	31%	44%	49%	52%	46%	45%	51%	45%	40%	48%	48%	41%	53%	43%	39%	42%	45%	49%	45%	44%	46%	46%
A ban on restaurants selling artificially sweetened beverages larger than half a litre (16 ounces)	47%	47%	40%	42%	38%	45%	51%	53%	44%	49%	48%	45%	47%	44%	45%	44%	53%	46%	49%	47%	47%	46%	49%	44%	45%	49%
Laws requiring restaurants to display calorie-counts next to every menu item	65%	69%	62%	56%	52%	67%	65%	65%	63%	68%	68%	62%	66%	66%	57%	65%	70%	66%	68%	65%	64%	67%	65%	65%	67%	63%
Laws requiring nutritional information to be featured on the front of all food packaging	68%	71%	64%	64%	59%	71%	66%	71%	66%	70%	63%	65%	76%	63%	61%	75%	64%	68%	76%	68%	69%	69%	67%	67%	70%	72%
Banning the sale of "junk foods" in schools, hospitals etc.	68%	74%	58%	67%	62%	65%	73%	72%	65%	70%	68%	63%	72%	61%	63%	71%	74%	63%	73%	68%	67%	67%	68%	69%	63%	70%
Offering tax incentives for overweight people to lose weight	49%	51%	41%	52%	52%	46%	55%	52%	46%	52%	61%	47%	42%	56%	49%	35%	66%	45%	48%	52%	48%	46%	54%	50%	41%	47%

Q3.[Summary of Not effective]And if implemented, do you think any of those same approaches would be effective at lowering the rate of obesity in Canada?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18- 34	Male 35- 54	Male 55+	Female 18- 34	Female 35- 54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
A ban on advertising food and drinks to children	36%	32%	41%	42%	47%	37%	32%	32%	40%	32%	32%	38%	36%	38%	39%	42%	27%	36%	31%	40%	35%	30%	35%	36%	35%	37%
A ban on all advertising of "junk foods"	49%	45%	57%	53%	57%	48%	50%	40%	52%	46%	47%	50%	50%	48%	54%	52%	45%	46%	48%	50%	52%	44%	45%	51%	49%	53%
A tax on artificially sweetened beverages	55%	51%	66%	54%	69%	56%	51%	48%	54%	55%	49%	55%	60%	52%	52%	59%	47%	57%	61%	58%	55%	51%	55%	56%	54%	54%
A ban on restaurants selling artificially sweetened beverages larger than half a litre (16 ounces)	53%	53%	60%	58%	62%	55%	49%	47%	56%	51%	52%	55%	53%	56%	55%	56%	47%	54%	51%	53%	53%	54%	51%	56%	55%	51%
Laws requiring restaurants to display calorie-counts next to every menu item	35%	31%	38%	44%	48%	33%	35%	35%	37%	32%	32%	38%	34%	34%	43%	35%	30%	34%	32%	35%	36%	33%	35%	35%	33%	37%
Laws requiring nutritional information to be featured on the front of all food packaging	32%	29%	36%	36%	41%	29%	34%	29%	34%	30%	37%	35%	24%	37%	39%	25%	36%	32%	24%	32%	31%	31%	33%	33%	30%	28%
Banning the sale of "junk foods" in schools, hospitals etc.	32%	26%	42%	33%	38%	35%	27%	28%	35%	30%	32%	37%	28%	39%	37%	29%	26%	37%	27%	32%	33%	33%	32%	31%	37%	30%
Offering tax incentives for overweight people to lose weight	51%	49%	59%	48%	48%	54%	45%	48%	54%	48%	39%	53%	58%	44%	51%	65%	34%	55%	52%	48%	52%	54%	46%	50%	59%	53%

Q3.[A ban on advertising food and drinks to children]And if implemented, do you think any of those same approaches would be effective at lowering the rate of obesity in Canada?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18- 34	Male 35- 54	Male 55+	Female 18- 34	Female 35- 54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Very effective	22%	26%	15%	19%	7%	22%	24%	31%	21%	23%	24%	22%	21%	23%	21%	20%	25%	23%	21%	19%	24%	25%	23%	22%	24%	19%
Somewhat effective	42%	42%	44%	39%	46%	41%	44%	37%	39%	45%	44%	40%	43%	40%	39%	38%	48%	41%	47%	41%	41%	46%	42%	42%	41%	44%
Not that effective	23%	23%	19%	30%	31%	24%	23%	19%	24%	22%	22%	23%	24%	24%	22%	27%	20%	25%	21%	26%	22%	21%	22%	23%	24%	26%
Not at all effective	12%	9%	22%	12%	16%	13%	9%	13%	15%	10%	10%	14%	12%	14%	17%	15%	7%	11%	10%	14%	13%	9%	13%	14%	11%	10%
Top2Box	64%	68%	59%	58%	53%	63%	68%	68%	60%	68%	68%	62%	64%	62%	61%	58%	73%	64%	69%	60%	65%	70%	65%	64%	65%	63%
Bottom2Box	36%	32%	41%	42%	47%	37%	32%	32%	40%	32%	32%	38%	36%	38%	39%	42%	27%	36%	31%	40%	35%	30%	35%	36%	35%	37%

Q3.[A ban on all advertising of "junk foods"]And if implemented, do you think any of those same approaches would be effective at lowering the rate of obesity in Canada?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Very effective	15%	18%	10%	10%	8%	14%	16%	26%	14%	16%	18%	13%	15%	18%	13%	12%	18%	13%	17%	15%	15%	15%	19%	15%	10%	10%
Somewhat effective	36%	36%	33%	38%	35%	38%	35%	33%	34%	38%	36%	37%	35%	34%	33%	35%	37%	34%	41%	36%	35%	33%	42%	36%	33%	41%
Not that effective	32%	27%	29%	33%	38%	32%	36%	27%	34%	31%	29%	32%	29%	29%	33%	38%	29%	30%	33%	31%	32%	30%	33%	31%	37%	
Not at all effective	17%	19%	28%	20%	19%	16%	13%	14%	18%	16%	17%	18%	15%	19%	21%	14%	16%	16%	17%	21%	12%	15%	18%	18%	16%	
Top2Box	51%	55%	43%	47%	43%	52%	50%	60%	48%	54%	53%	50%	50%	52%	46%	48%	55%	54%	52%	50%	48%	56%	55%	49%	51%	47%
Bottom2Box	49%	45%	57%	53%	57%	48%	50%	40%	52%	46%	47%	50%	48%	54%	52%	45%	46%	48%	50%	52%	44%	45%	51%	49%	53%	

Q3.[A tax on artificially sweetened beverages]And if implemented, do you think any of those same approaches would be effective at lowering the rate of obesity in Canada?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Very effective	13%	16%	6%	9%	4%	10%	18%	20%	14%	12%	16%	12%	12%	16%	12%	14%	16%	12%	9%	12%	16%	11%	13%	15%	10%	11%
Somewhat effective	32%	32%	29%	37%	27%	34%	31%	32%	32%	32%	35%	33%	29%	32%	36%	27%	37%	31%	30%	31%	29%	38%	31%	29%	36%	35%
Not that effective	32%	32%	34%	26%	43%	33%	32%	28%	29%	36%	31%	34%	29%	29%	29%	33%	34%	40%	35%	30%	32%	34%	31%	30%	34%	
Not at all effective	23%	20%	32%	28%	26%	23%	19%	20%	26%	20%	18%	23%	25%	22%	24%	30%	14%	22%	21%	23%	18%	21%	25%	24%	19%	
Top2Box	45%	49%	34%	46%	31%	44%	49%	52%	46%	45%	51%	45%	40%	48%	48%	41%	53%	43%	39%	42%	45%	49%	45%	44%	46%	
Bottom2Box	55%	51%	66%	54%	69%	56%	51%	48%	54%	55%	49%	55%	60%	52%	52%	59%	47%	57%	61%	58%	55%	51%	55%	56%	54%	54%

Q3.[A ban on restaurants selling artificially sweetened beverages larger than half a litre (16 ounces)]And if implemented, do you think any of those same approaches would be effective at lowering the rate of obesity in Canada?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Very effective	12%	14%	9%	4%	4%	13%	12%	17%	11%	14%	15%	10%	12%	13%	9%	10%	16%	12%	14%	12%	13%	11%	10%	13%	15%	12%
Somewhat effective	35%	33%	31%	38%	34%	32%	39%	36%	33%	36%	34%	35%	35%	30%	36%	34%	37%	34%	35%	35%	34%	35%	39%	31%	31%	37%
Not that effective	33%	37%	28%	34%	35%	38%	28%	28%	33%	34%	33%	34%	33%	33%	32%	32%	32%	35%	33%	31%	32%	37%	32%	34%	32%	34%
Not at all effective	20%	16%	32%	24%	28%	17%	21%	19%	23%	17%	19%	21%	20%	23%	23%	23%	15%	19%	17%	21%	21%	17%	19%	22%	22%	17%
Top2Box	47%	47%	40%	42%	38%	45%	51%	53%	44%	49%	48%	45%	47%	44%	45%	44%	53%	46%	49%	47%	47%	46%	49%	44%	45%	49%
Bottom2Box	53%	53%	60%	58%	62%	55%	49%	47%	56%	51%	52%	55%	53%	56%	55%	56%	47%	54%	51%	53%	53%	54%	51%	56%	55%	51%

Q3.[Laws requiring restaurants to display calorie-counts next to every menu item]And if implemented, do you think any of those same approaches would be effective at lowering the rate of obesity in Canada?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Very effective	19%	20%	16%	16%	13%	21%	19%	16%	17%	21%	23%	16%	19%	23%	13%	17%	24%	19%	20%	19%	21%	17%	19%	18%	20%	20%
Somewhat effective	46%	49%	46%	39%	39%	46%	46%	49%	45%	47%	44%	46%	48%	43%	44%	48%	46%	48%	48%	46%	43%	50%	46%	47%	46%	44%
Not that effective	23%	25%	21%	32%	33%	22%	24%	24%	22%	23%	25%	23%	22%	29%	23%	24%	21%	23%	23%	23%	24%	23%	23%	24%	26%	
Not at all effective	11%	7%	17%	12%	15%	11%	11%	11%	13%	10%	9%	13%	11%	12%	14%	13%	6%	12%	9%	12%	9%	12%	12%	9%	11%	
Top2Box	65%	69%	62%	56%	52%	67%	65%	65%	63%	68%	68%	62%	66%	66%	57%	65%	70%	66%	68%	65%	64%	67%	65%	65%	63%	
Bottom2Box	35%	31%	38%	44%	48%	33%	35%	35%	37%	32%	32%	38%	34%	34%	35%	30%	34%	32%	35%	36%	33%	35%	35%	33%	37%	

Q3.[Laws requiring nutritional information to be featured on the front of all food packaging]And if implemented, do you think any of those same approaches would be effective at lowering the rate of obesity in Canada?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Very effective	19%	23%	16%	16%	8%	19%	17%	26%	19%	19%	19%	16%	22%	18%	14%	24%	19%	18%	20%	18%	21%	18%	18%	17%	20%	21%
Somewhat effective	49%	48%	48%	48%	51%	52%	49%	44%	48%	51%	45%	49%	54%	44%	47%	51%	45%	51%	56%	50%	48%	51%	48%	50%	51%	
Not that effective	22%	24%	23%	25%	29%	19%	24%	21%	21%	22%	26%	23%	17%	24%	25%	15%	28%	21%	19%	22%	20%	23%	24%	21%	20%	
Not at all effective	10%	5%	13%	11%	11%	10%	8%	12%	8%	12%	7%	10%	12%	7%	13%	14%	10%	8%	10%	5%	10%	11%	8%	9%	11%	
Top2Box	68%	71%	64%	64%	59%	71%	66%	71%	66%	70%	63%	65%	76%	63%	61%	75%	64%	68%	76%	68%	69%	67%	67%	70%	72%	
Bottom2Box	32%	29%	36%	36%	41%	29%	34%	29%	34%	30%	37%	35%	24%	37%	39%	25%	36%	32%	24%	32%	31%	31%	33%	33%	30%	

Q3.[Banning the sale of "junk foods" in schools, hospitals etc.]And if implemented, do you think any of those same approaches would be effective at lowering the rate of obesity in Canada?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Very effective	28%	28%	20%	28%	16%	27%	32%	39%	28%	28%	27%	21%	36%	30%	18%	36%	24%	24%	36%	29%	29%	26%	30%	30%	22%	26%
Somewhat effective	40%	46%	38%	40%	45%	38%	41%	33%	37%	42%	41%	42%	36%	31%	45%	35%	50%	40%	37%	39%	41%	38%	39%	41%	43%	
Not that effective	22%	21%	26%	21%	25%	24%	18%	21%	23%	21%	22%	24%	20%	27%	24%	18%	16%	25%	21%	22%	21%	24%	22%	19%	24%	
Not at all effective	10%	5%	16%	12%	14%	12%	9%	7%	12%	9%	11%	12%	8%	12%	13%	11%	10%	12%	6%	10%	12%	9%	11%	11%	7%	
Top2Box	68%	74%	58%	67%	62%	65%	73%	72%	65%	70%	68%	63%	72%	61%	63%	71%	74%	63%	73%	68%	67%	67%	68%	69%	63%	
Bottom2Box	32%	26%	42%	33%	38%	35%	27%	28%	35%	30%	32%	37%	28%	39%	37%	29%	26%	37%	27%	32%	33%	33%	32%	31%	37%	

Q3.[Offering tax incentives for overweight people to lose weight]And if implemented, do you think any of those same approaches would be effective at lowering the rate of obesity in Canada?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Very effective	13%	12%	9%	14%	10%	12%	18%	14%	12%	15%	20%	11%	22%	8%	8%	17%	14%	13%	14%	13%	13%	15%	15%	8%	13%	
Somewhat effective	36%	39%	32%	38%	42%	34%	36%	37%	34%	37%	41%	36%	31%	34%	41%	27%	48%	31%	35%	38%	35%	32%	39%	35%	33%	
Not that effective	30%	31%	34%	29%	19%	30%	28%	28%	29%	30%	25%	31%	32%	26%	27%	34%	23%	35%	29%	27%	29%	34%	28%	25%	37%	
Not at all effective	21%	18%	25%	19%	29%	24%	17%	21%	24%	19%	15%	22%	27%	18%	23%	30%	11%	20%	23%	21%	23%	21%	18%	25%	19%	
Top2Box	49%	51%	41%	52%	52%	46%	55%	52%	46%	52%	61%	47%	42%	56%	49%	35%	66%	45%	48%	52%	48%	46%	54%	50%	47%	
Bottom2Box	51%	49%	59%	48%	48%	54%	45%	48%	54%	48%	39%	53%	58%	44%	51%	65%	34%	55%	52%	48%	52%	54%	46%	50%	53%	

Q4.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?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Too much attention	9%	6%	12%	12%	6%	10%	7%	8%	9%	8%	7%	10%	8%	13%	9%	6%	2%	11%	10%	10%	5%	10%	9%	7%	7%	
About the right amount	30%	31%	34%	28%	37%	29%	30%	26%	34%	26%	30%	32%	29%	36%	34%	32%	24%	29%	25%	29%	32%	30%	30%	35%	28%	
Too little attention	48%	49%	36%	47%	40%	48%	54%	51%	47%	50%	48%	45%	53%	39%	47%	53%	57%	42%	52%	46%	46%	55%	46%	46%	49%	
Not sure/Can't say	13%	13%	18%	12%	17%	13%	9%	15%	10%	16%	15%	14%	10%	13%	10%	8%	17%	17%	13%	15%	12%	10%	14%	10%	21%	

Q5.Now, thinking about all the issues facing Canada today, where would you rank this issue of rising levels of obesity?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
1 One of the LEAST important issues facing Canada	9%	6%	18%	10%	8%	10%	7%	7%	11%	8%	11%	11%	6%	13%	13%	7%	9%	10%	5%	10%	11%	6%	8%	9%	12%	9%
2	21%	20%	26%	23%	26%	20%	22%	13%	22%	20%	16%	22%	24%	14%	24%	26%	18%	20%	22%	21%	21%	21%	20%	23%	20%	19%
3	44%	51%	33%	48%	48%	44%	43%	42%	42%	46%	51%	42%	40%	50%	38%	39%	52%	46%	41%	45%	41%	46%	43%	44%	45%	45%
4	21%	20%	20%	15%	16%	21%	21%	31%	21%	22%	18%	20%	25%	18%	20%	24%	19%	19%	27%	21%	22%	21%	23%	19%	21%	24%
5 One of the MOST important issues facing Canada	5%	2%	3%	3%	3%	5%	7%	6%	5%	4%	4%	5%	5%	5%	5%	4%	3%	4%	5%	4%	5%	5%	6%	5%	2%	3%
Top2Box	30%	27%	44%	33%	34%	30%	29%	20%	32%	28%	27%	33%	30%	27%	36%	33%	27%	30%	27%	31%	32%	27%	28%	33%	32%	28%
Bottom2Box	26%	22%	23%	19%	18%	26%	27%	38%	26%	26%	22%	25%	30%	23%	26%	28%	22%	24%	32%	24%	27%	27%	29%	24%	23%	27%

Q6.Would you say you consider yourself to be either overweight or obese?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Yes, I am overweight	37%	32%	41%	45%	42%	39%	30%	43%	37%	36%	25%	39%	44%	24%	41%	45%	27%	37%	43%	36%	39%	35%	36%	37%	40%	36%
Yes, I am obese	8%	7%	7%	8%	8%	6%	10%	10%	7%	8%	5%	10%	7%	4%	11%	4%	7%	8%	10%	8%	8%	7%	9%	8%	6%	4%
No, neither	54%	59%	51%	43%	48%	52%	59%	45%	55%	53%	67%	50%	47%	70%	46%	51%	64%	53%	44%	53%	52%	58%	54%	54%	54%	
Prefer not to say	2%	2%	1%	3%	2%	3%	1%	2%	1%	2%	3%	2%	2%	2%	2%	0%	3%	2%	3%	3%	1%	1%	2%	1%	7%	

Q7.And what about those who live with you? Do you consider anyone in your household to be overweight or obese?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Yes, someone else in my household is overweight	31%	29%	38%	35%	40%	31%	24%	42%	32%	30%	31%	30%	32%	31%	30%	36%	31%	29%	29%	29%	34%	30%	27%	33%	36%	31%
Yes, someone else in my household is obese	9%	7%	7%	7%	5%	10%	10%	7%	9%	8%	11%	9%	7%	9%	10%	9%	12%	8%	6%	10%	8%	7%	8%	10%	10%	7%
No, no one in my household is overweight or obese	57%	61%	57%	51%	50%	56%	63%	49%	55%	60%	57%	58%	57%	59%	55%	52%	56%	62%	61%	57%	56%	60%	62%	57%	54%	53%
Prefer not to say	4%	4%	1%	8%	5%	4%	4%	4%	5%	4%	3%	4%	4%	3%	6%	4%	4%	3%	4%	5%	3%	4%	5%	2%	1%	10%

	Total who consider themselves overweight or obese	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Sample Size	668	84*	76*	57*	53*	228	143	52*	323	345	135	245	279	63*	131	129	72*	124	150	280	222	166	239	216	118	95*

Q8.You indicated that you consider yourself overweight (or obese). How much of an issue is this for you? Would you say you are:

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Very concerned about it	27%	28%	16%	30%	21%	30%	26%	30%	20%	33%	36%	26%	23%	19%	18%	21%	52%	33%	25%	27%	22%	33%	33%	26%	19%	23%
Moderately concerned	55%	57%	67%	46%	61%	52%	51%	56%	57%	52%	49%	55%	58%	57%	56%	59%	42%	53%	57%	53%	59%	52%	50%	56%	60%	57%
Not that concerned	16%	14%	16%	18%	14%	16%	20%	13%	19%	13%	12%	16%	18%	18%	20%	19%	7%	12%	18%	17%	18%	13%	15%	17%	16%	19%
Not at all concerned	2%	1%	2%	4%	5%	2%	2%	2%	4%	0%	2%	3%	0%	5%	6%	1%		1%	2%	2%	1%	2%	2%	1%	4%	1%
Prefer not to say	0%			2%		0%	0%		0%	0%	0%	0%	0%	1%				1%	1%			0%			1%	

	Total who have an overweight member of their household	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Sample Size	582	72*	66*	40*	45*	198	115	47*	299	283	173	196	214	85*	99*	115	88*	97*	98*	243	196	143	181	199	115	88*

Q9.HH_Overweight/ObeseYou indicated someone else in your household is overweight (or obese). How concerned would you say you, yourself, are about this?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Very concerned about it	26%	25%	19%	31%	14%	32%	20%	28%	24%	28%	25%	24%	28%	24%	21%	27%	27%	28%	29%	28%	22%	28%	25%	23%	27%	31%
Moderately concerned	52%	57%	49%	37%	62%	47%	61%	54%	52%	52%	45%	55%	55%	41%	56%	58%	49%	55%	51%	48%	58%	51%	51%	56%	48%	50%
Not that concerned	19%	16%	28%	23%	20%	19%	17%	19%	20%	18%	28%	16%	16%	32%	18%	14%	24%	14%	18%	20%	19%	20%	19%	19%	21%	18%
Not at all concerned	2%		2%	6%	3%	2%	2%		2%	2%	1%	4%	1%	2%	4%	1%		4%	1%	3%	1%	1%	2%	2%	3%	
Prefer not to say	0%	2%	1%	2%	2%				1%	0%		1%	1%		1%	0%			1%	1%		0%	1%	0%		