

Today we would like to ask you some questions about food and your personal eating habits. Remember there are no right or wrong answers, we just want your own views and opinions.

Q1. Recognizing that we can't always eat "right" all the time, do you think, overall, that you eat a generally healthy or generally unhealthy diet? This is based on your own judgement and what you may have read, seen or heard about health and nutrition.

Yes, I make an effort to eat healthy as much as possible
I'm not perfect but I try to eat healthy when I can
I really could be eating a lot healthier
Not sure/Can't say

Q2. Thinking about your eating habits, for each of the following types of food please choose if these are items you actively try to include in your diet, items you actively try to avoid or items you don't think about either way.

[COLUMNS]

Actively include
Actively avoid
Don't think about it

[ROWS – RANDOMIZE]

Beef and other red meat
Fish and other seafood
Chicken and other poultry
Nuts and seeds
Legumes
Dairy products such as cheese, yogurt, butter etc.
Fruits
Vegetables
Fruit Juice
Organic foods
Gluten free foods
Grains such as bread, cereal, pasta and rice

[Solo screen]

Recently, the federal government updated the 'Canada Food Guide'. This is designed to encourage healthy nutrition and eating habits. It is often used in public institutions such as schools and hospitals as a guide for menus. It was first introduced in 1942. This is the first update since 2007.

Q3. How closely would you say you have been following news around the release of the recently updated Canada Food Guide? Have you been:

Seeing a lot of media coverage and discussing it with friends and family
Seeing some media coverage and having the odd conversation about it
Just scanning the headlines
Not seeing or hearing anything about it

Q4. This new Canada Food Guide puts less emphasis on some foods, and more on others. This has led to some debate over which foods and activities should be promoted or discouraged.

Please tell us if you think each of the following are a positive choice or a negative choice for Canadians to make when it comes to cooking and/or eating habits:

[RANDOMIZE]

Consuming less meat as a protein source
Consuming fewer dairy products
Eating more plant-based foods and products (vegan/vegetarian)
Cooking at home more
Eating with others (e.g. family and friends) more often

Positive choice
Negative choice
Not sure/Can't say

[Solo screen, show text and graphic]

This is the new Canada Food Guide graphic. It shows the types and amounts of foods and drink that Health Canada suggests Canadians consume as a regular part of their diet. Please take a moment to have a look at it.

**Have plenty of
vegetables and fruits**

Eat protein foods



**Make water
your drink
of choice**

**Choose
whole grain
foods**

Q5. Thinking about that image from the Canada Food Guide, do you feel that a diet with a focus on fresh fruits and vegetables, whole grain foods and the selection of proteins recommended would be easy or difficult for you to afford? Please answer regardless of whether or not this is a diet you have tried or would like to try.

- Very easy
- Somewhat easy
- Somewhat difficult
- Very difficult
- Not sure/can't say

Q6. How likely would you say it is that you will consult and/or follow the Canada Food Guide when you're considering your diet and food choices you will make in the coming years?

- Will definitely consult it
- Might consult it
- Probably won't consult it
- Definitely not going to consult it

Q7. When you're thinking about the Canada Food Guide, whether previous versions or the newer one, how valuable do you think it is for the following people or groups?

You, yourself

The general public

Kids/schools

Community organizations (food banks, food security organizations, charities, etc.)

Very valuable

Quite valuable

Not that valuable

Not valuable at all

Not sure/Can't say

Q8. For the following statements, do you agree or disagree with each one:

[Randomize]

It's not the government's role to suggest or encourage people to follow certain eating habits

Diets are always changing, it's hard to keep track of what is "healthy"

Eating healthy is easy to afford if you try

Strongly agree

Agree

Disagree

Strongly disagree

Not sure/can't say

[Solo screen] Now we have a few questions about your purchasing habits.

[T] Q9. Thinking about grocery shopping and your household's food budget, how easy or difficult would you say it is to afford to feed your household?

Very easy

Somewhat easy

Somewhat difficult

Very difficult

Not sure/I don't do the grocery shopping

[T] Q10. And, in the last year, would you say you've been finding it easier or harder to afford to feed your household?

Easier

About the same

Harder

Not sure

[T] Q11. Over the past year, has your household done any of the following because of the price of food?

[ROWS – RANDOMIZE]

Switched to cheaper brands

Cut back on meat

Cut back on fruit and vegetables

Chosen less healthy options that are cheaper

Gotten groceries from a food bank

[COLUMNS]

No, have not

Yes, have done that

Not sure

Q12. How involved are you in the grocery buying for your household?

Primary grocery shopper

Share that responsibility with another person

Not that involved, only once in a while

Never buy the groceries