



ASC CONSUMER SURVEY: *CANADIAN FAMILIES MAKING HEALTHIER CHOICES*

BACKGROUNDER

Research Objective

CAI participants are committed to supporting healthier dietary choices and healthy lifestyles for Canadian children.

In order to obtain a better understanding of Canadians' views about making nutrition choices for their children and families, ASC surveyed a representative sample of Canadians.

Methodology

[Hill+Knowlton Strategies](#) (H+K) conducted a national omnibus survey on behalf of ASC in July 2014. The methodology used to recruit the panel of 1,021 Canadians was designed by leading panel experts and is maintained by H+K's Public Engagement and Research Group. The survey's margin of error was +/- 3.06% 19 times out of 20.

Key Findings

- Overall, the survey shows that Canadians believe there is no one factor responsible for the problem of childhood obesity.
- The majority of Canadians (88%) feel they are responsible as parents to make the right nutrition choices for their children.
- Though the majority of those surveyed believe that parents are ultimately responsible for children's eating habits, 85% say that the food and beverage industry has a role to play.
- When surveyed on the effectiveness of various measures the food and beverage industry can take to make the healthier choice the easier choice:
 - 66% believe helping parents understand the nutritional information about the foods they choose would be very effective.
 - 52% believe that only advertising healthier food to children would be very effective.
- Over 80% of Canadians surveyed reported that over the past five years they have become more aware of the need to make healthier food choices for children, and 72% believe those options are now more readily available.
- Compared to five years ago, nine out of ten Canadians reported they now make healthier food and beverage choices for their families.

Conclusion

Although Canadians see the issue of nutrition as complex, they believe that parents are ultimately responsible for making healthier food and beverage choices for their families. At the same time, they also believe that over the past five years, their own awareness has grown, and that they are making healthier choices.