

Report Summary 15-03

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FOOD LABELS:
Trends and Patterns



Growing Forward 2



A federal-provincial-territorial initiative

Funding for this project is provided by the Canada and Manitoba governments through Growing Forward 2, a federal-provincial-territorial initiative.



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Mission: To give a voice to consumers, by gathering survey information on their opinions, preferences and experiences with food and health, for the benefit of all Manitobans.



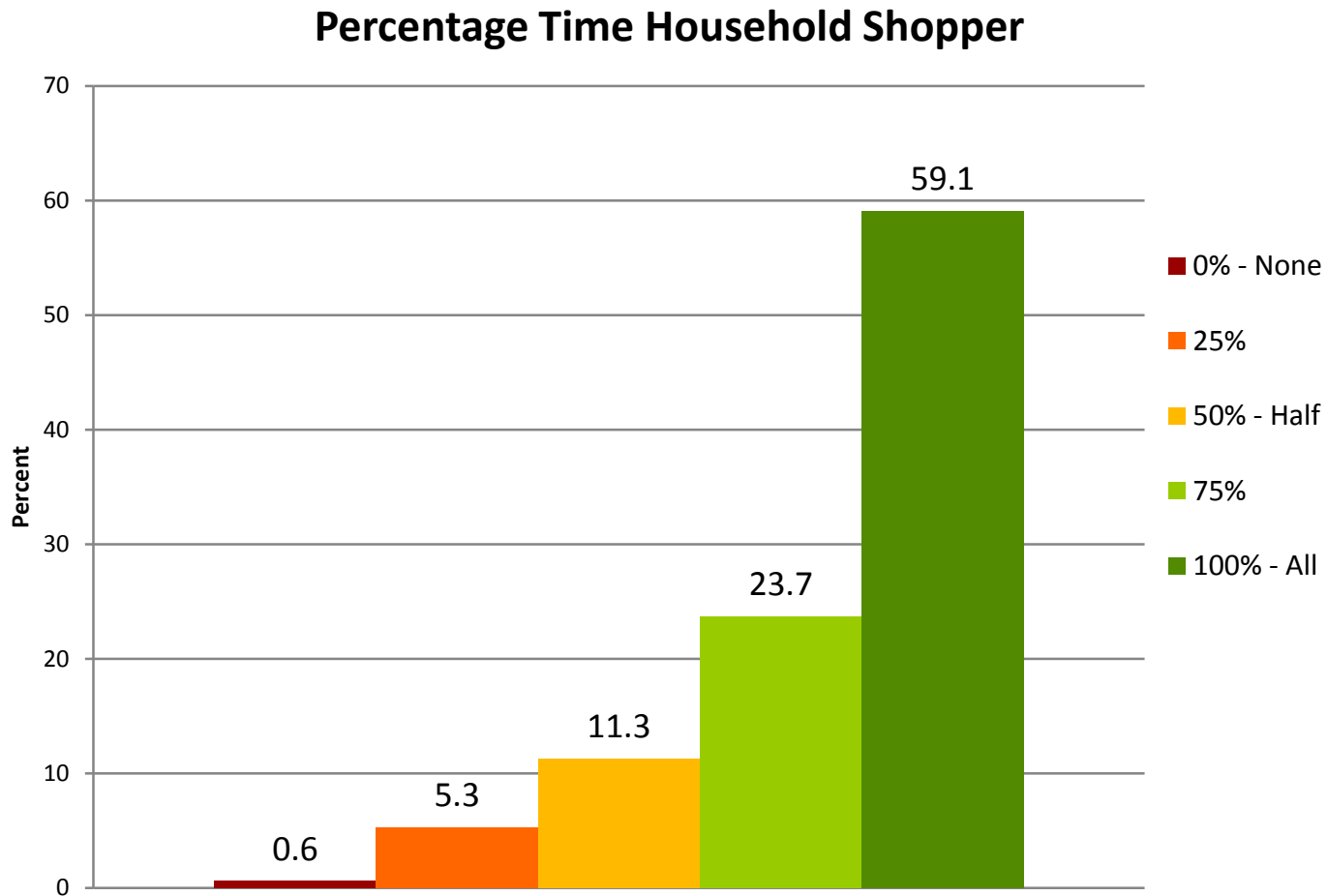


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Survey 15-03 Overview

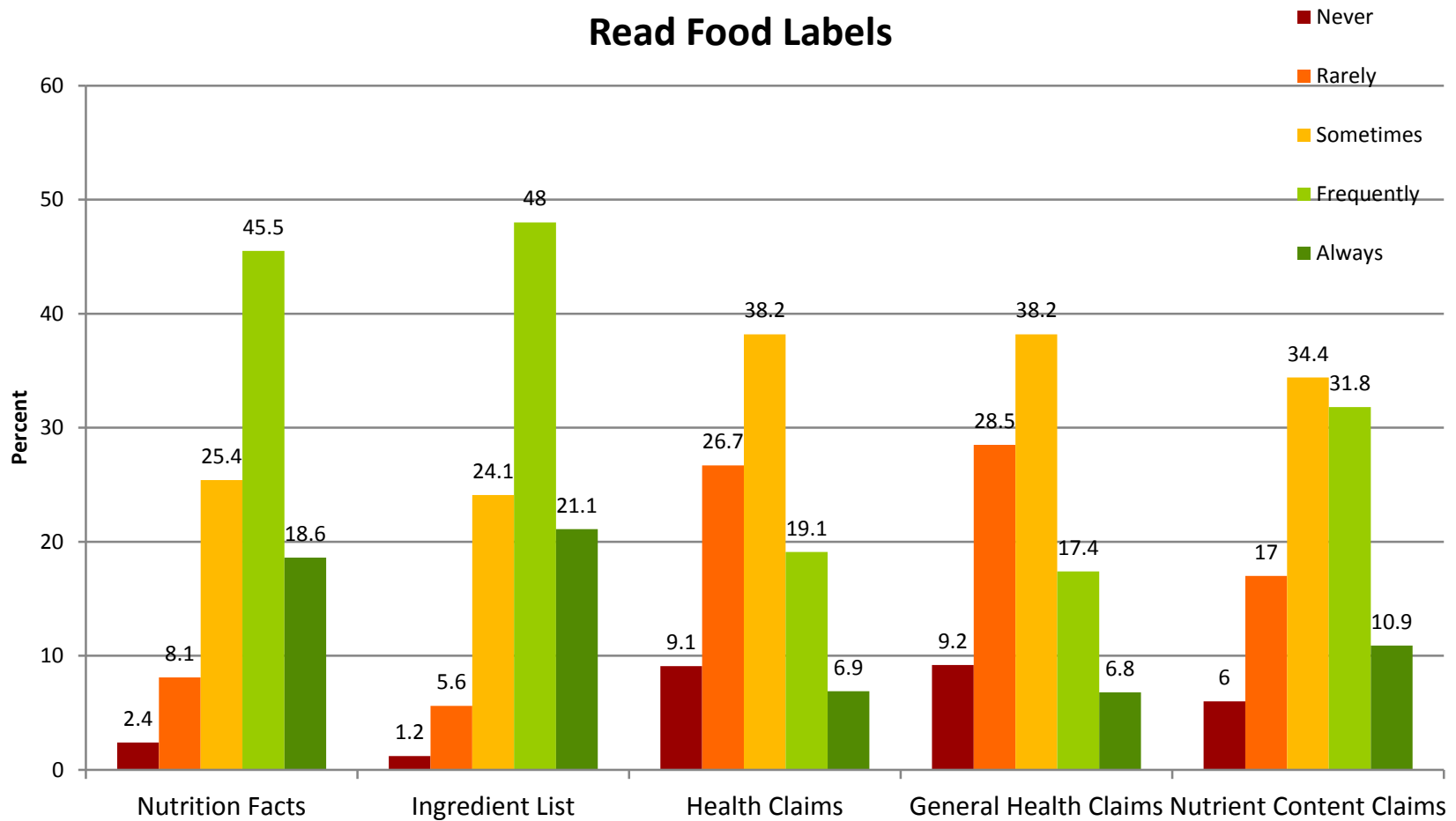


Q1: What percentage of the time are you the household shopper? (Select 1 answer)



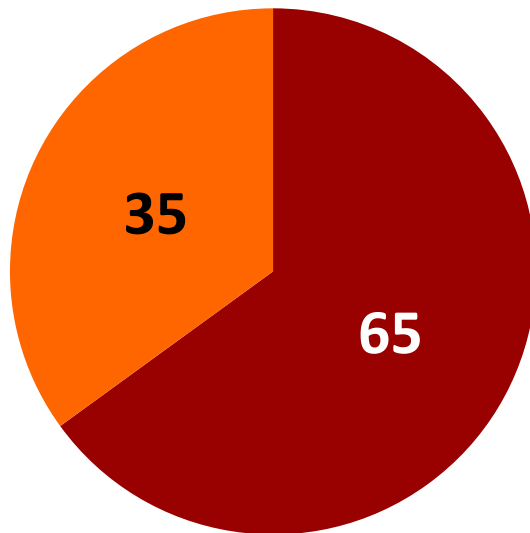
Q2: In general, do you read any of the following food labels? (Select 1 answer per line)

Read Food Labels



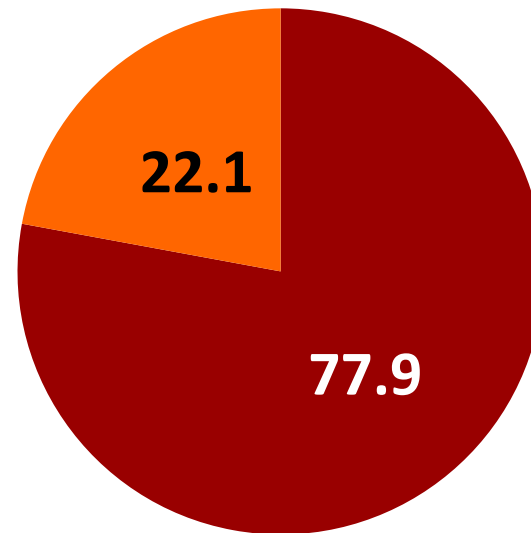
Q3: Do you find that the information provided on the following food labels is clear to you? (Select all that apply) (1)

Nutrition Facts



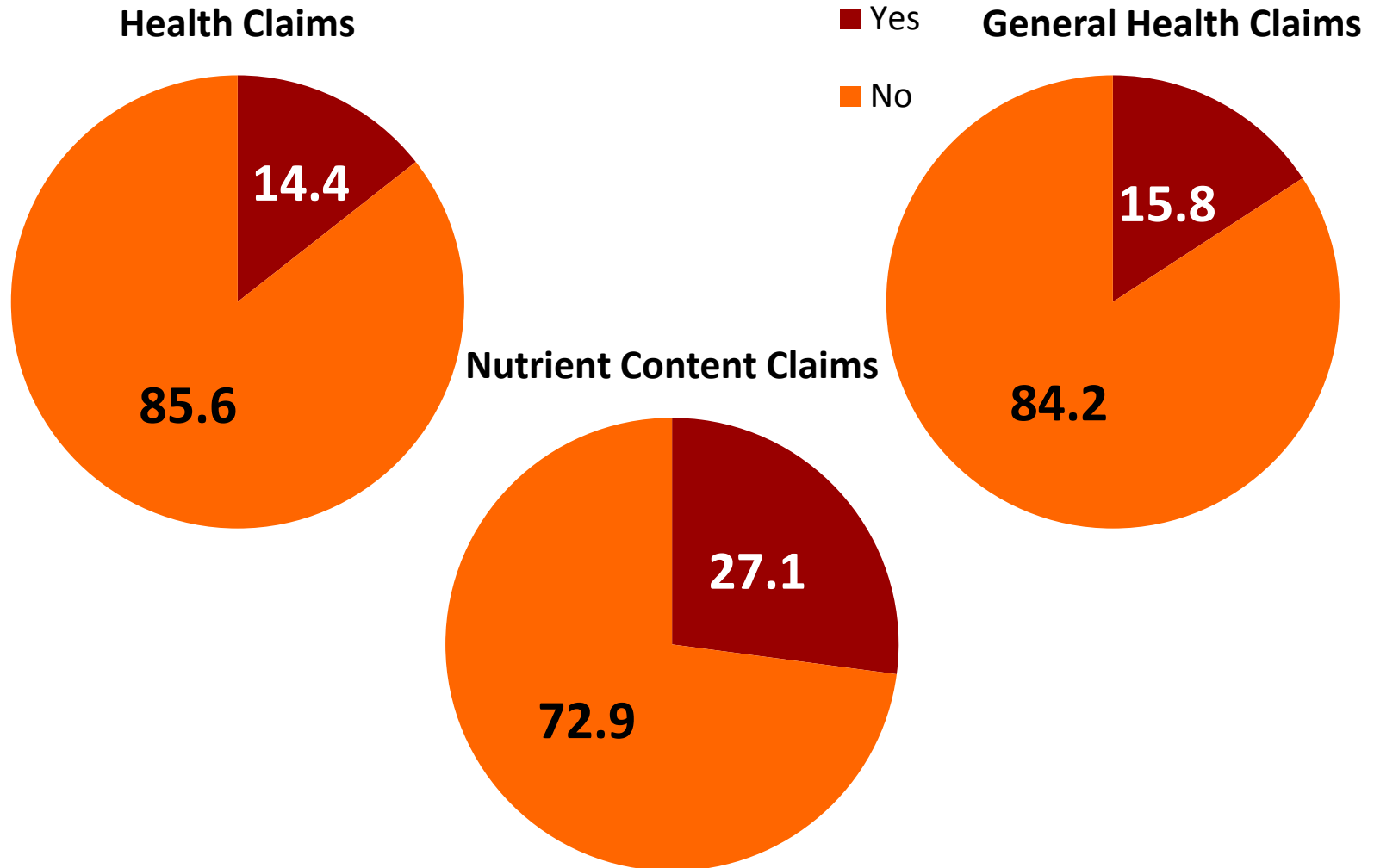
■ Yes
■ No

Ingredient List



■ Yes
■ No

Q3: Do you find that the information provided on the following food labels is clear to you? (Select all that apply) (2)



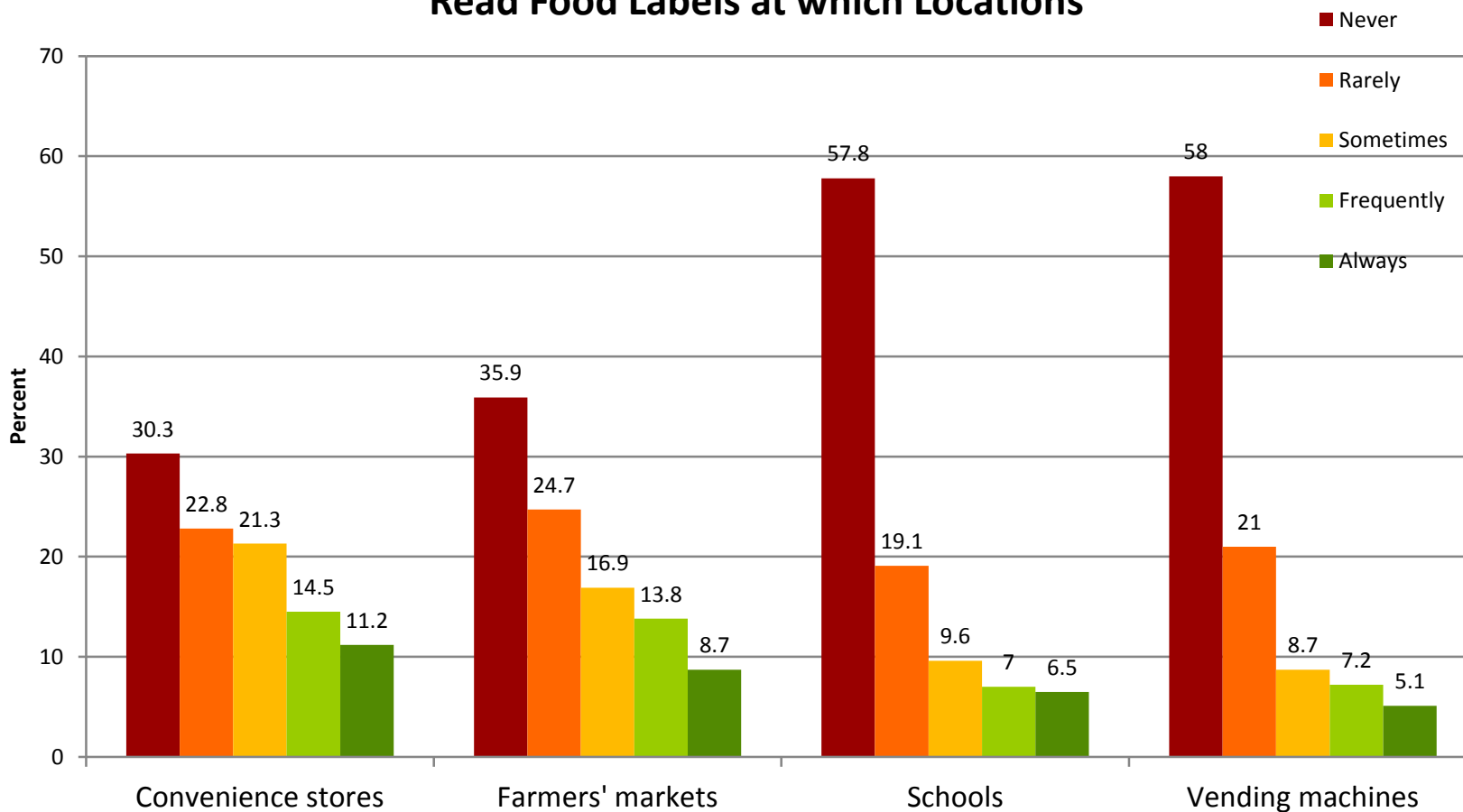
Q4: When it is available, how often do you read food labels or other information provided at the following locations? (1) (Select 1 answer per line)

Read Food Labels at which Locations

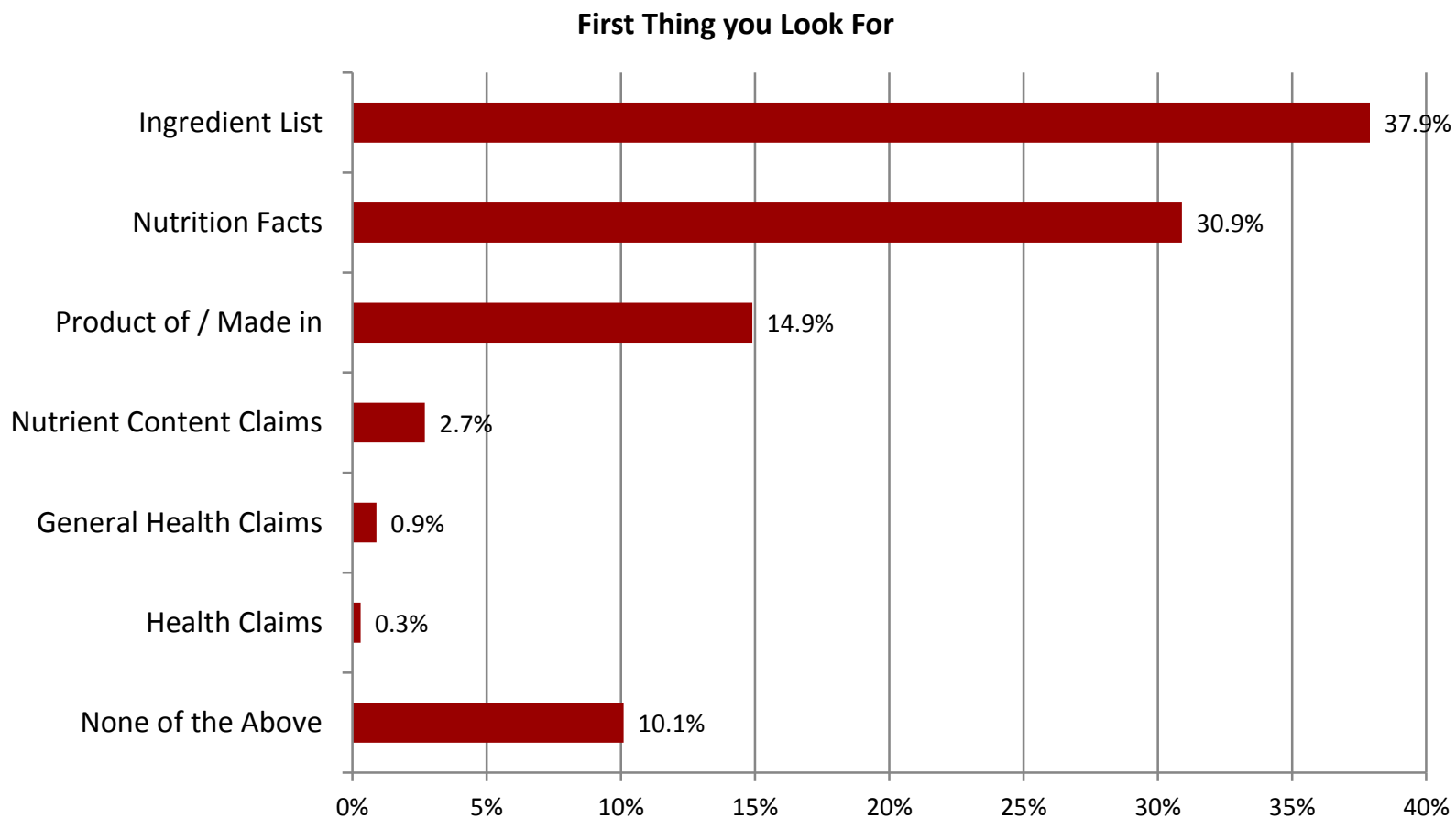


Q4: When it is available, how often do you read food labels or other information provided at the following locations? (2)
(Select 1 answer per line)

Read Food Labels at which Locations



Q5: When you pick up a food or beverage product, what is the first thing you look for? (Select 1 answer)



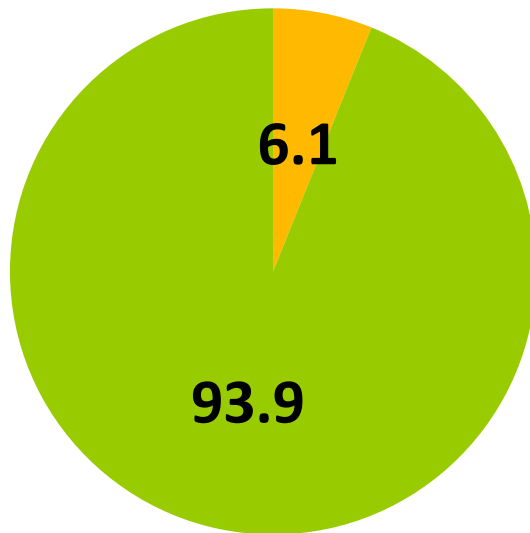
Q6: Please indicate your level of agreement with the following statements. (Select 1 answer per line)

Where: 1 = Strongly Disagree 4 = Neutral 7 = Strongly Agree



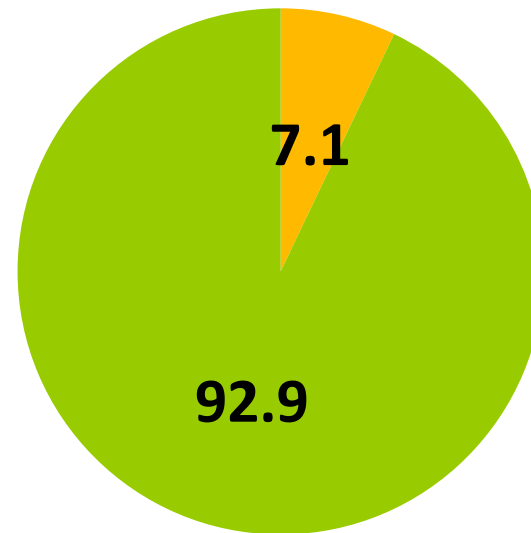
Q7: Which of the following food labels' sections do you think have too much information? (Select all that apply) (1)

Nutrition Facts



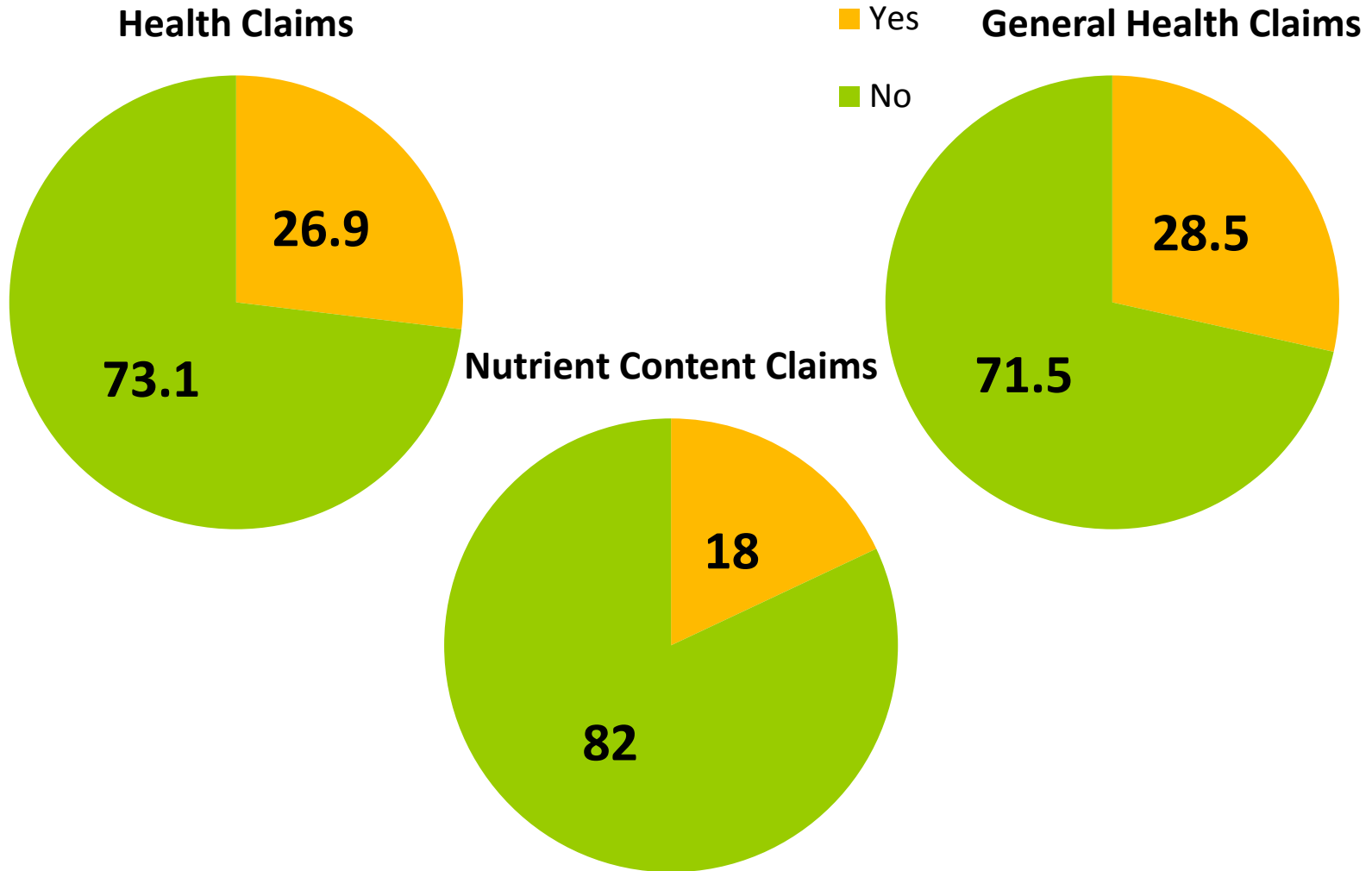
Yes
No

Ingredient List

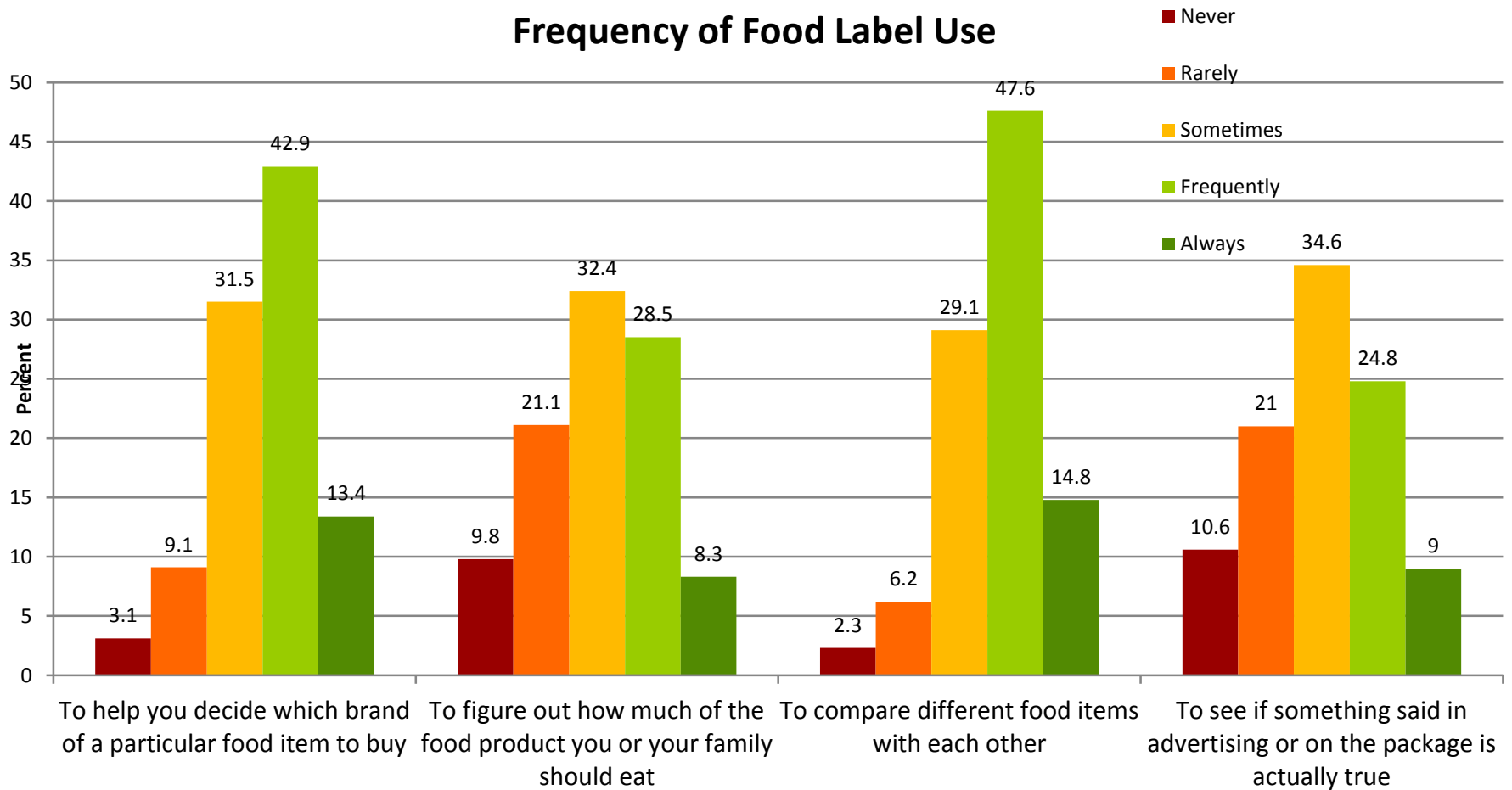


Yes
No

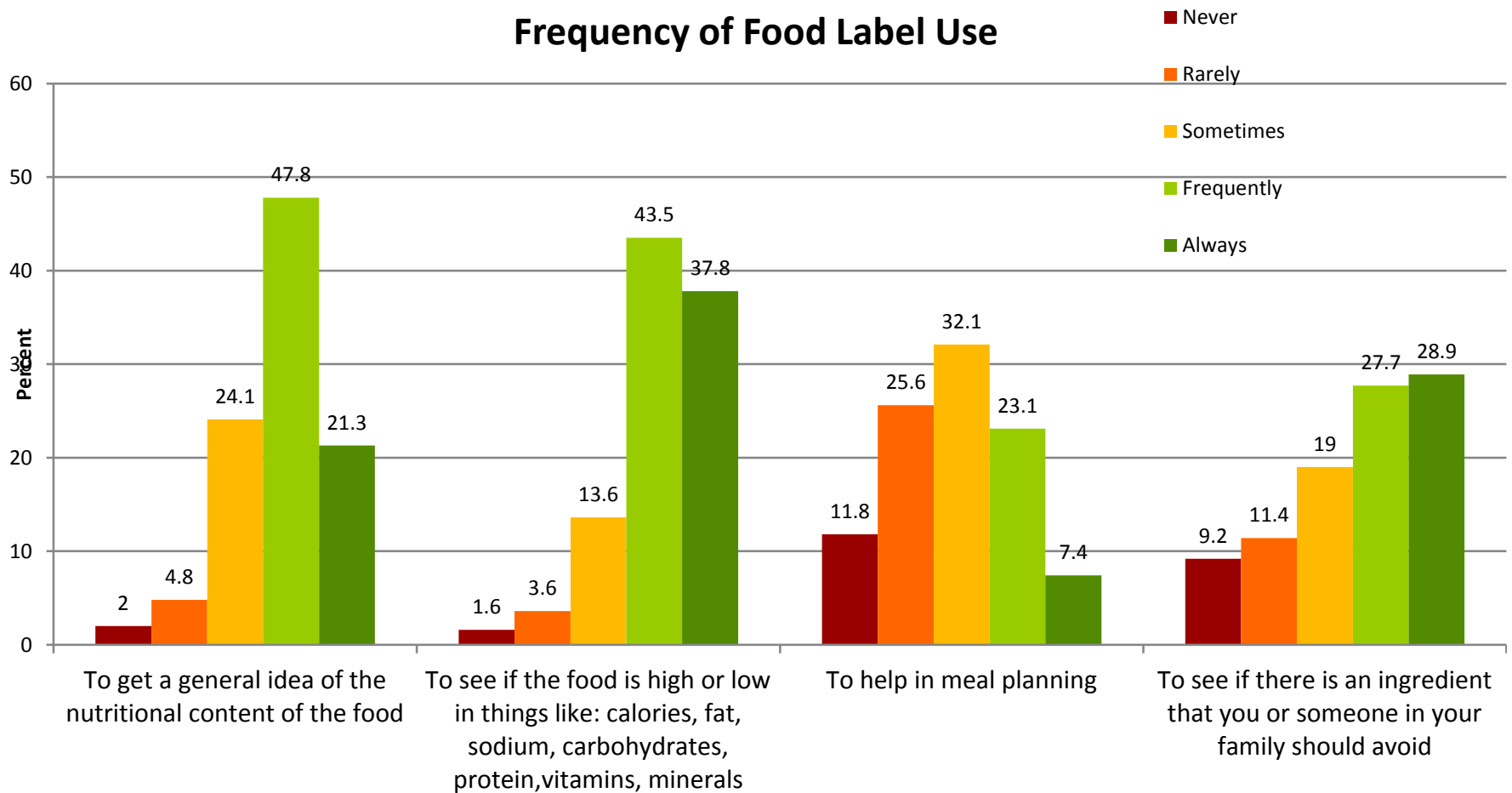
Q7: Which of the following food labels' sections do you think have too much information? (Select all that apply) (2)



Q8: When you look at food labels, either in the store or at home, how often do you use the labels in the following ways? (Select 1 answer per line) (1)

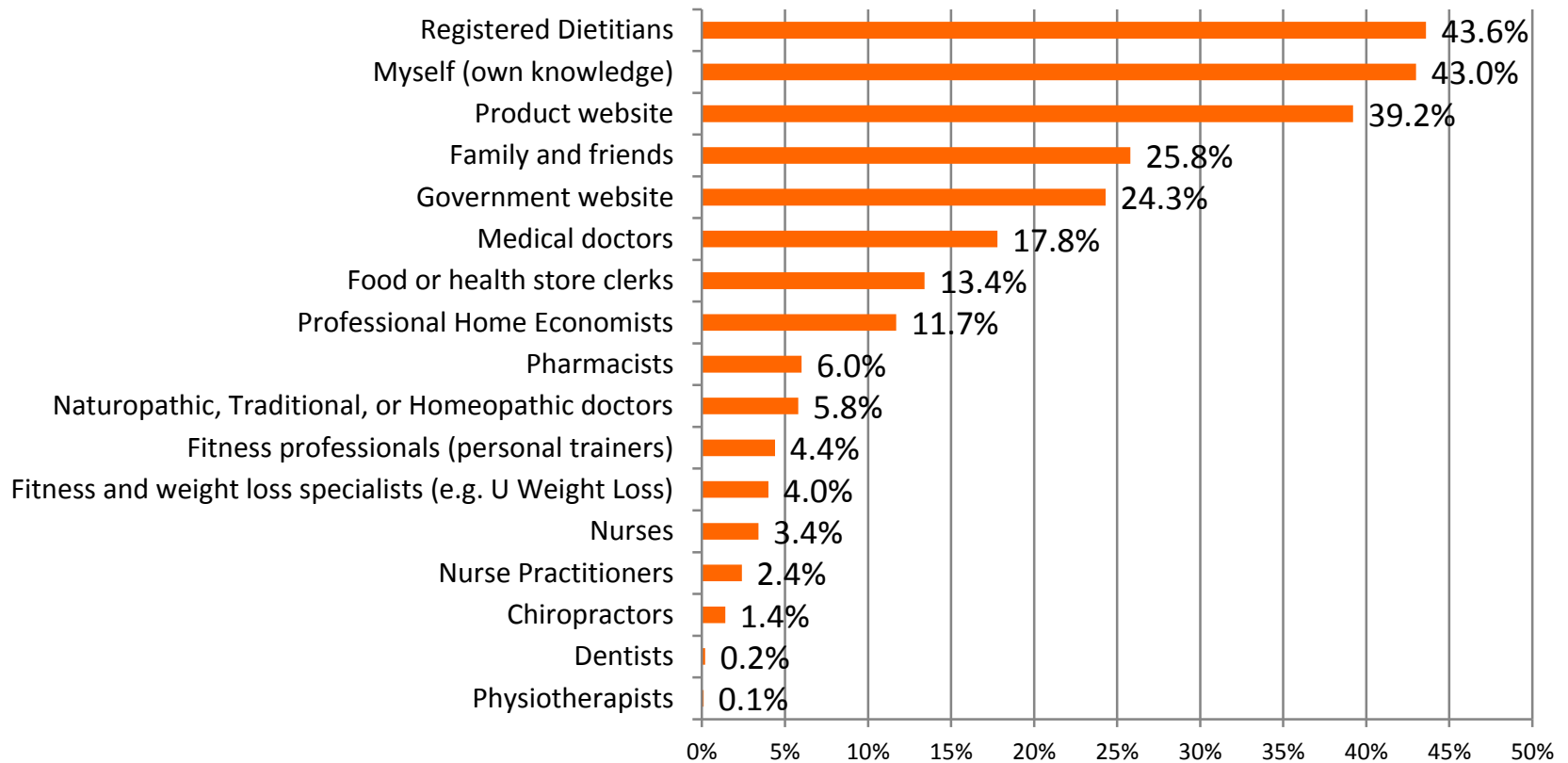


Q8: When you look at food labels, either in the store or at home, how often do you use the labels in the following ways? (Select 1 answer per line) (2)



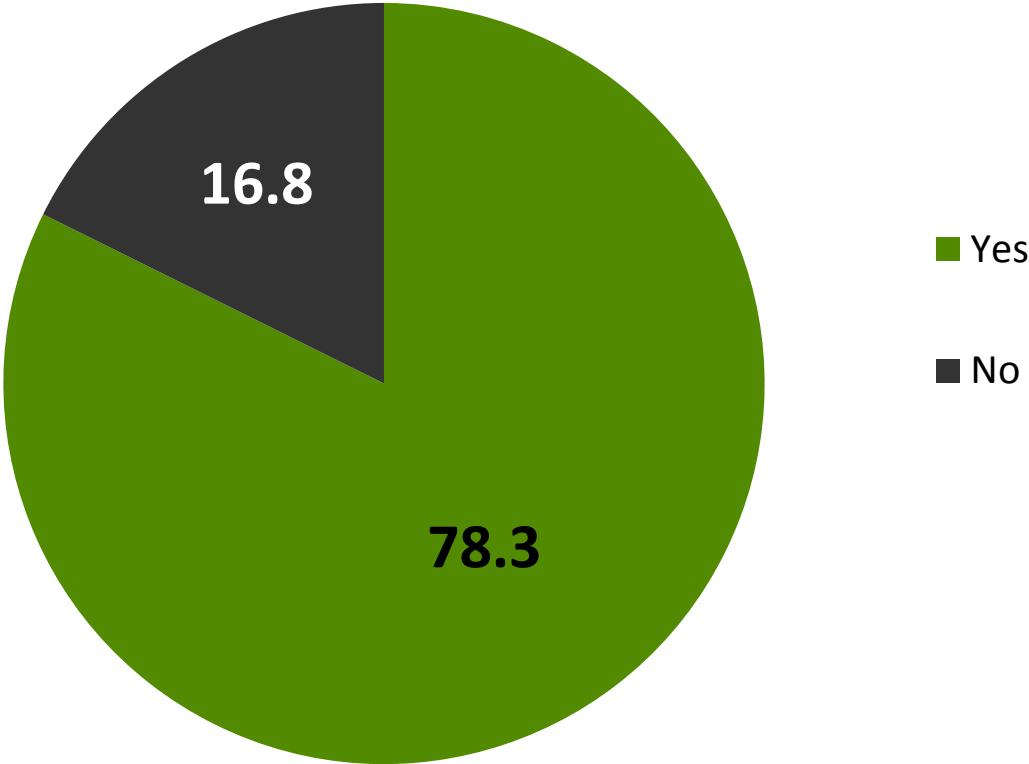
Q9: Who would you go to for more information about food labels? (Select up to 3 answers)

Sources for Food Label Information



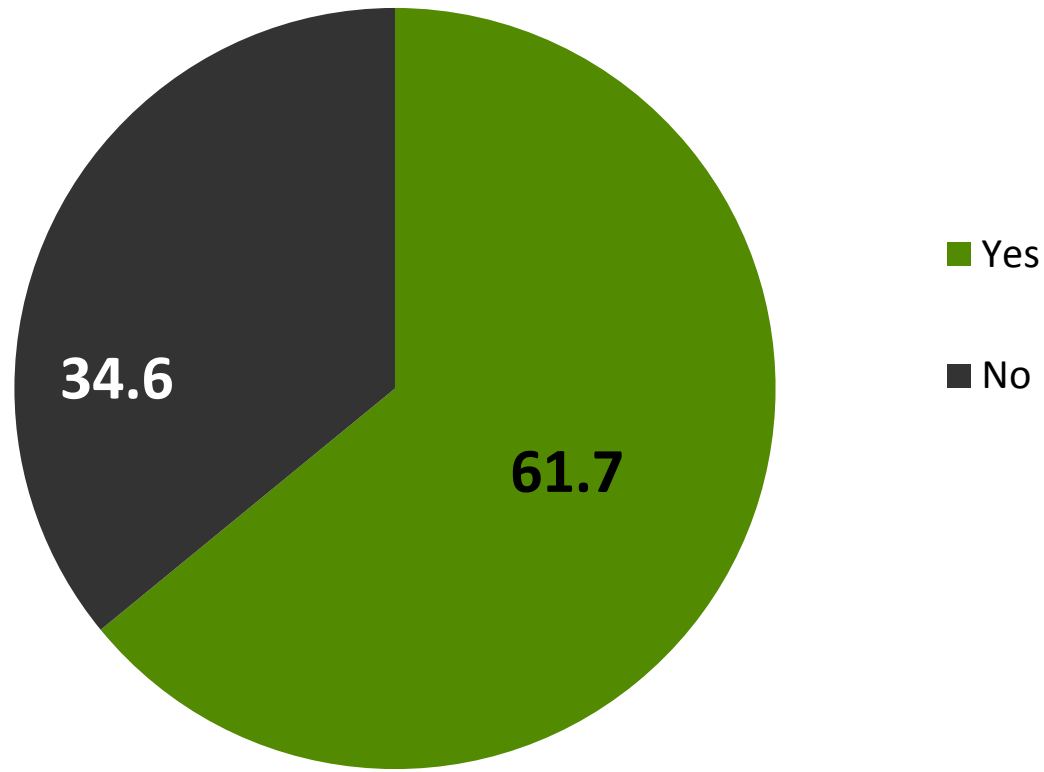
Q10: Do you find the information you need on the nutrition facts table?
(Select 1 answer)

Find information on Nutrition Facts Table



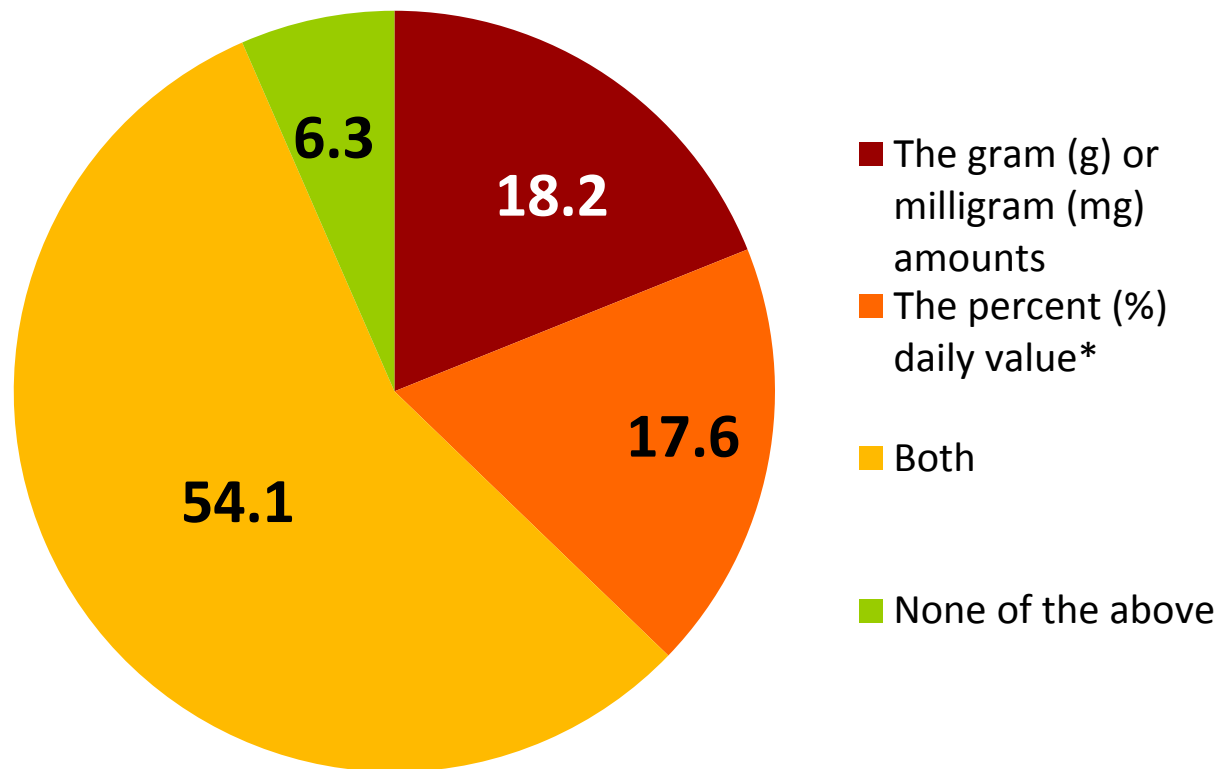
Q11: In the last two weeks, can you remember an instance where your decision to buy or use a food product was changed because you read the nutrition facts table?

Nutrition Facts Table Changed Decision



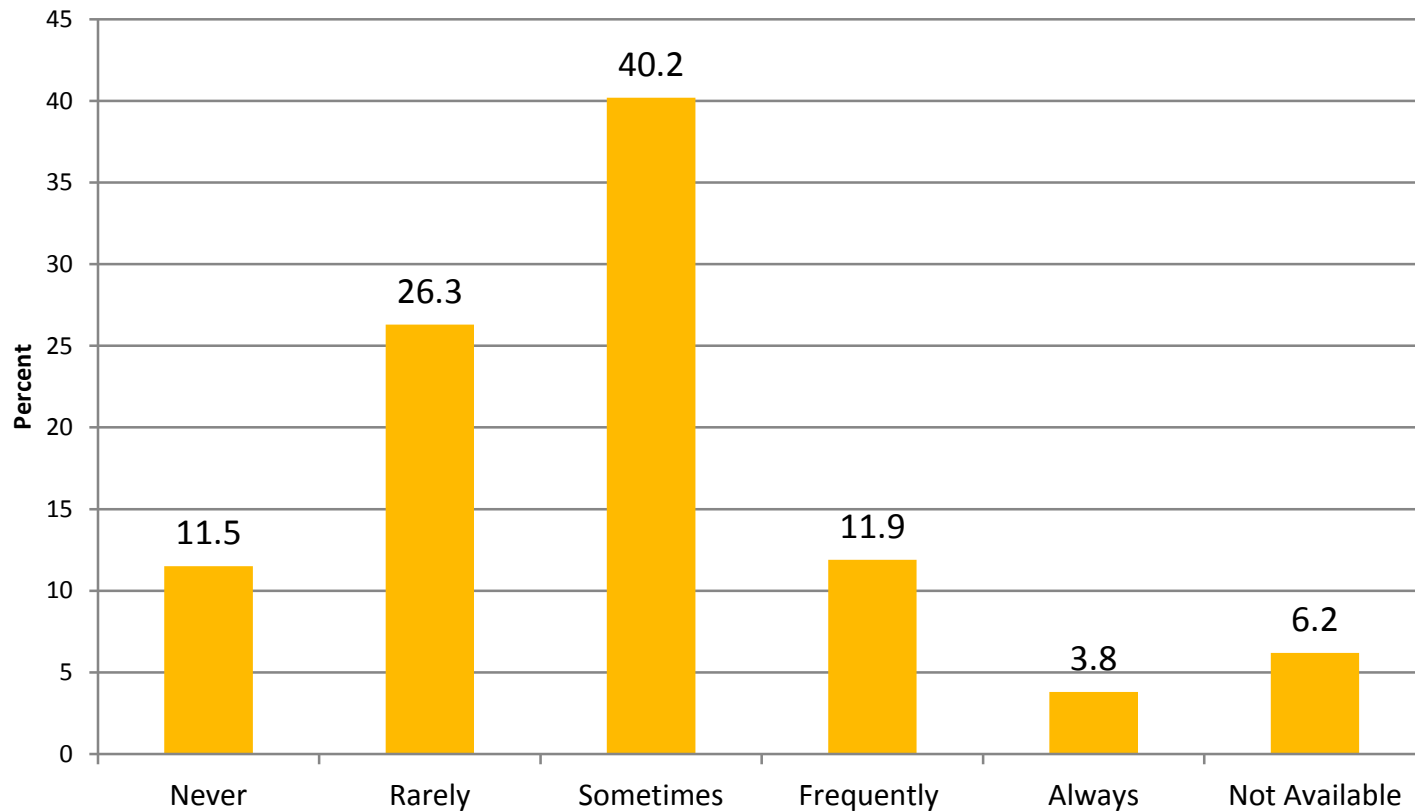
Q12: When you look at the nutrition facts table on a food product, which of the following information do you use?
(Select 1 answer)

Types of Nutrition Facts Table Information Used



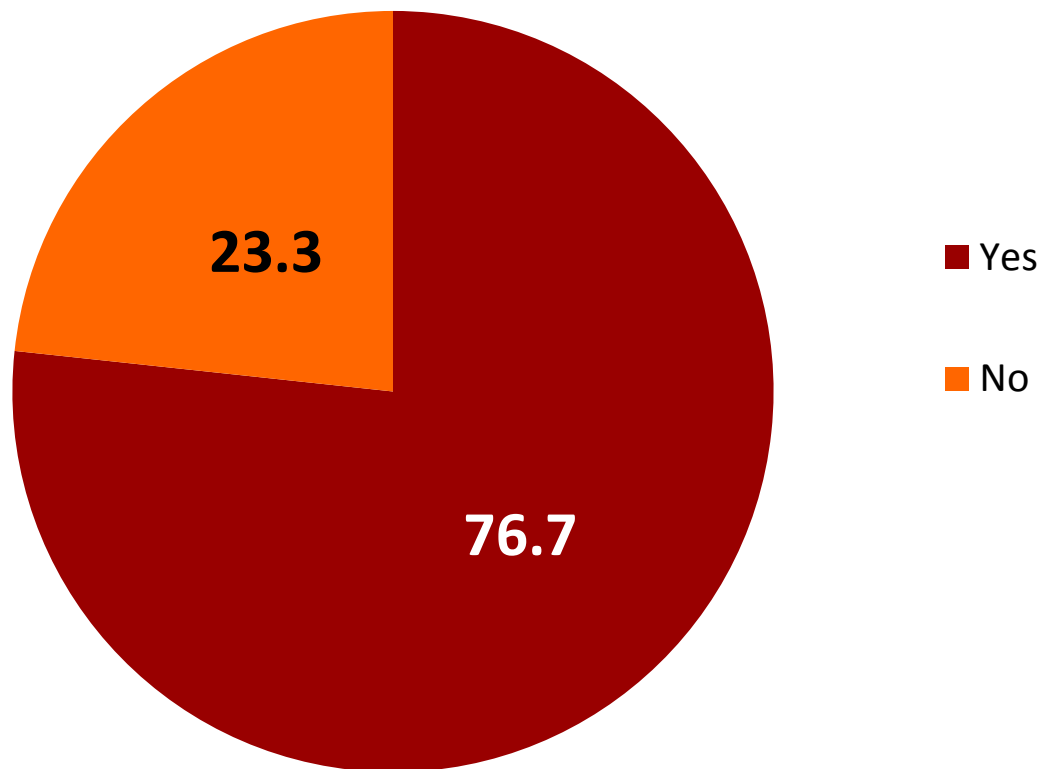
Q13: Does the nutrition information provided in restaurants impact your choices? (Select 1 answer)

Impact of Nutrition Information on Restaurant Choices



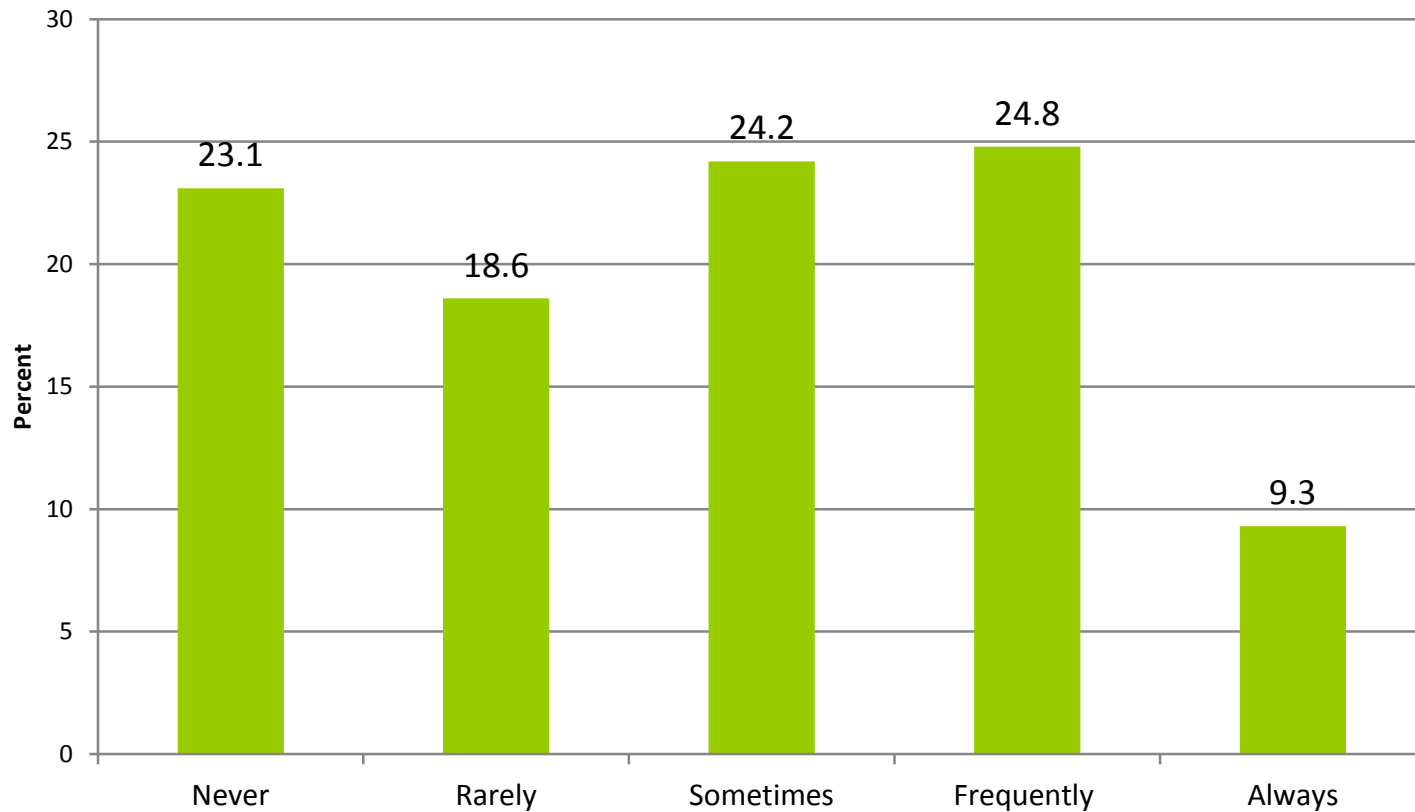
Q14: Ingredients are ranked in decreasing order of percentage in a product. Prior to this survey, were you aware of this regulation? (Select 1 answer)

Awareness of Ingredients Ranking on Label



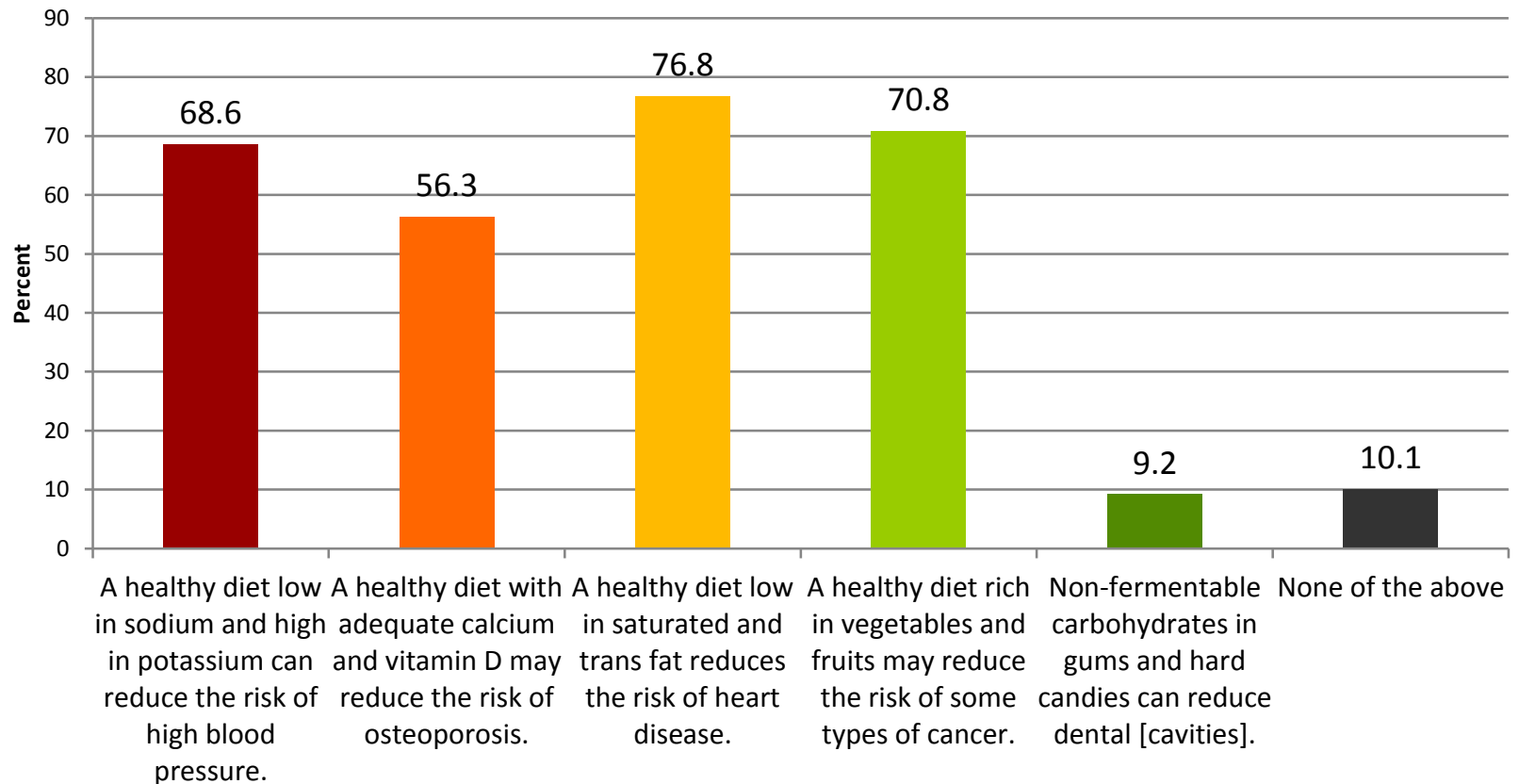
Q15: How often do you read the ingredient list to find "clean label" food and beverage products? (Select 1 answer)

Reading of Ingredient Lists to find Clean Label Products



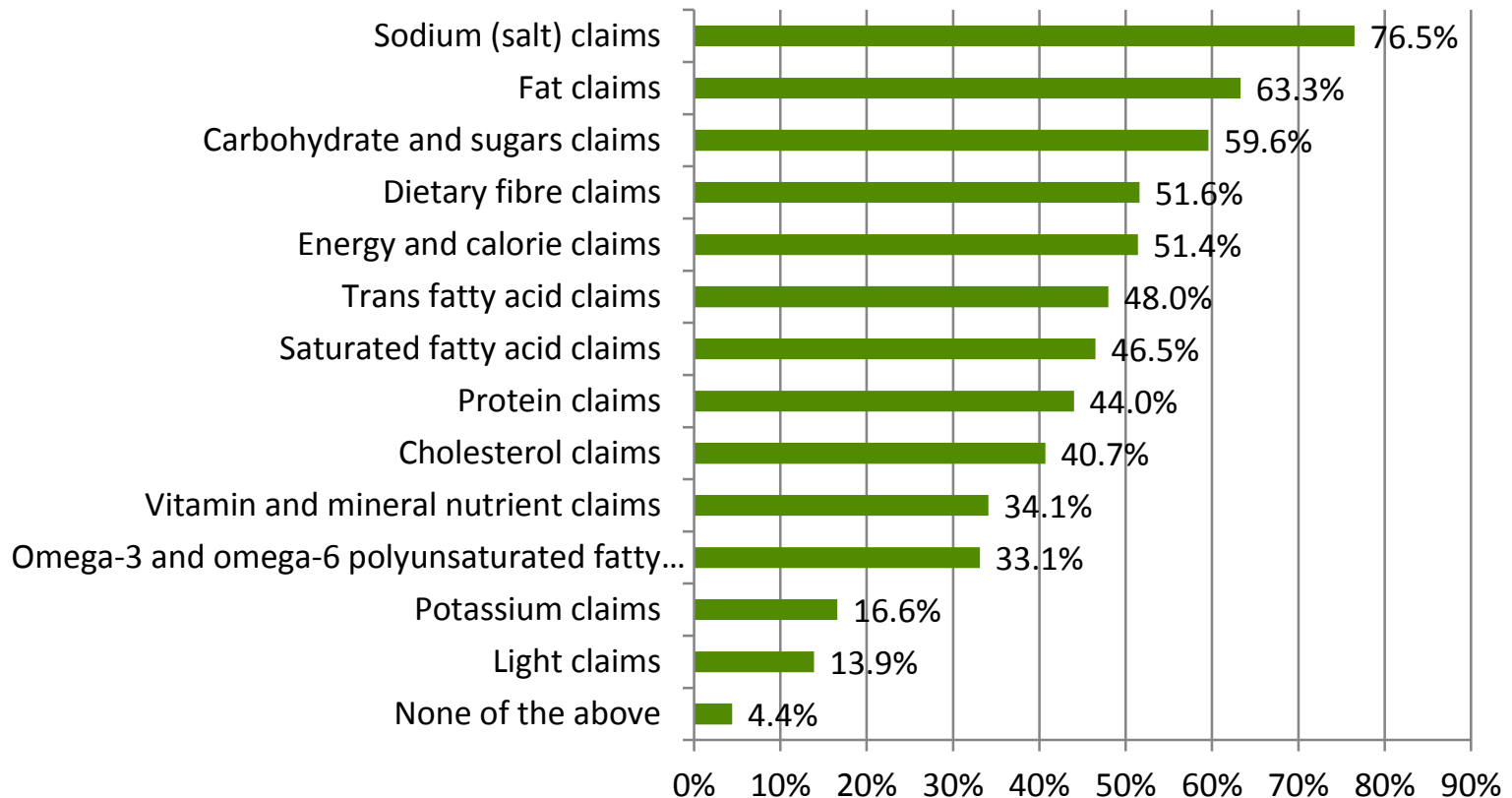
Q16: Which of the following health claims are important to you? (Select all that apply).

Personally Important Health Claims



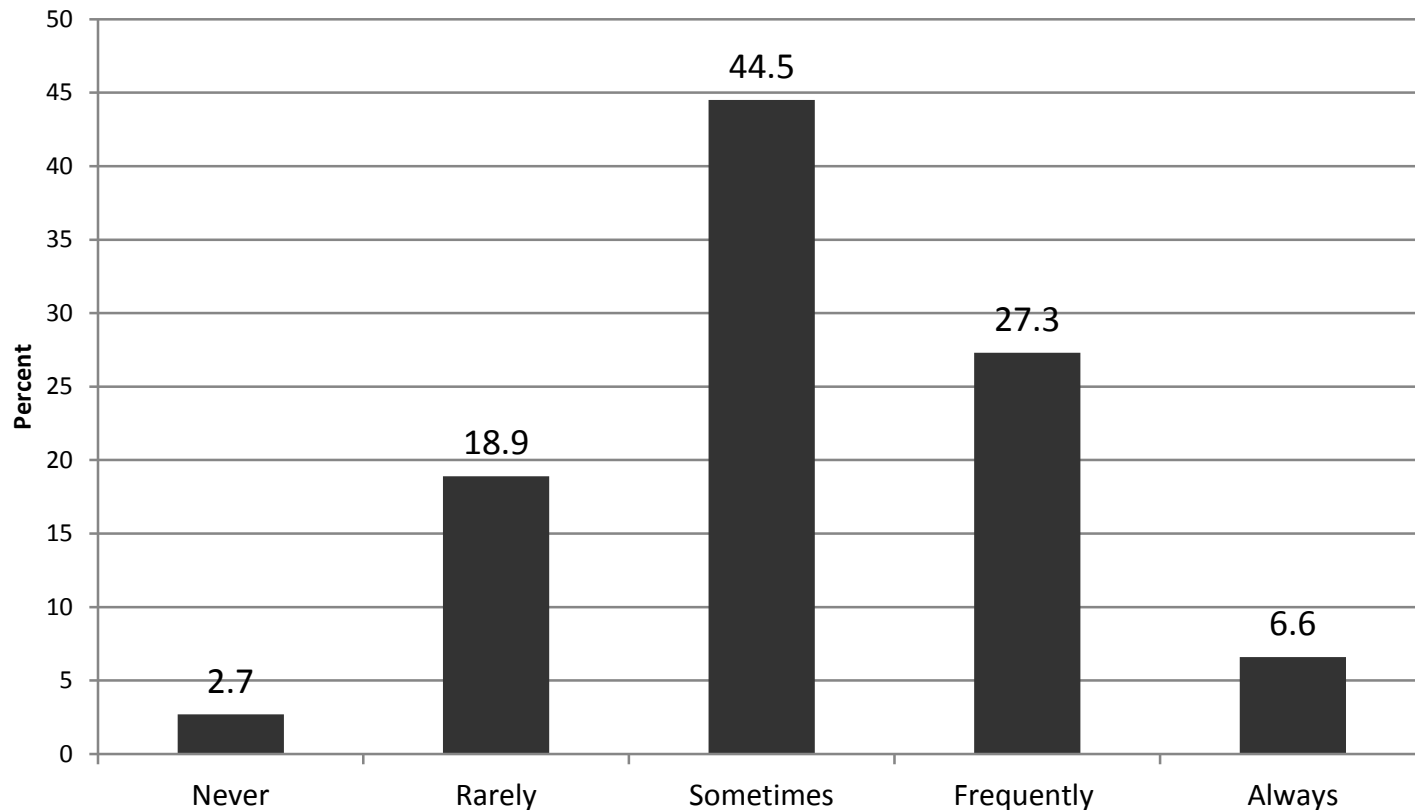
Q17: Which of the following nutrient content claims are important to you?
(Select all that apply)

Personally Important Nutrient Content Claims



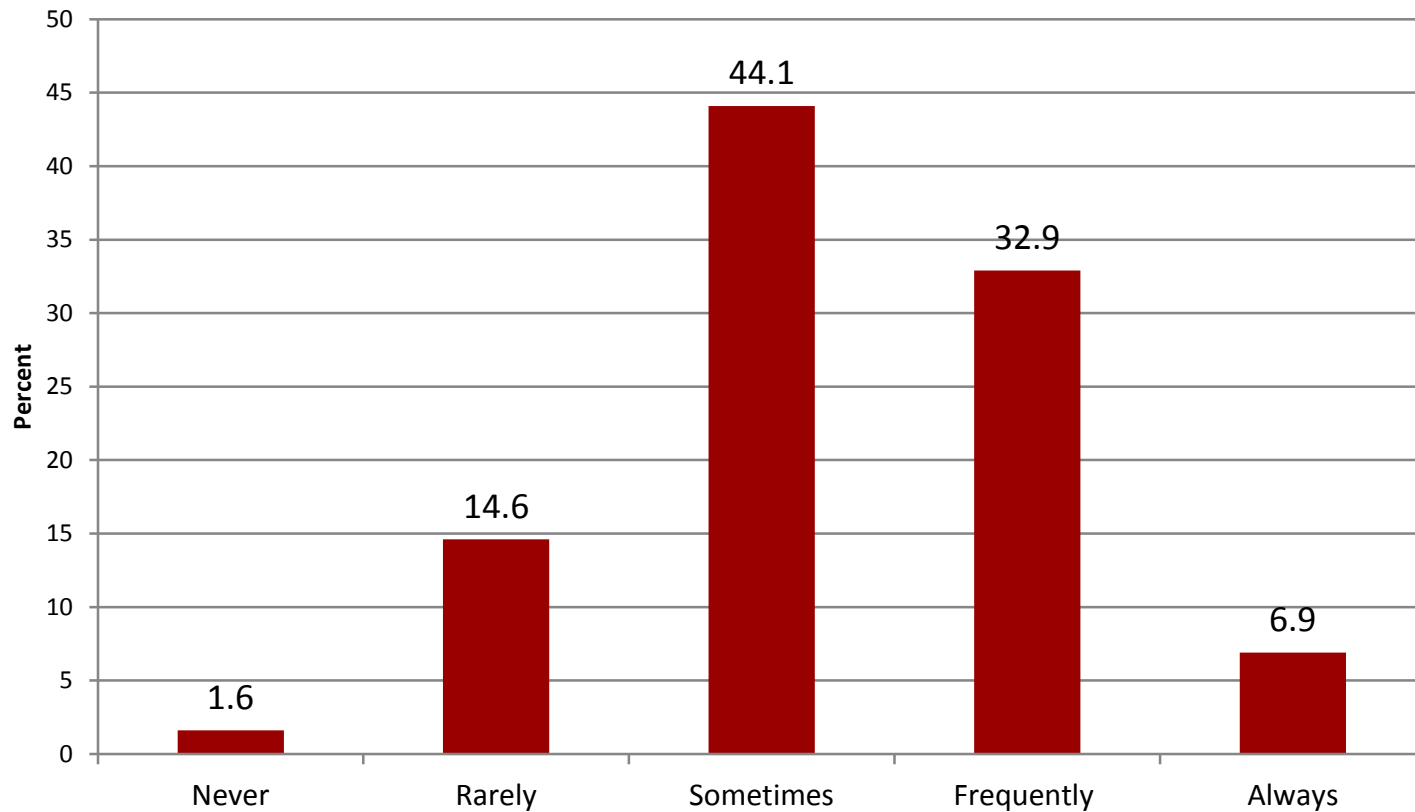
Q18: Looking at a nutrition facts table, do you find the information about different types of fat clear and detailed enough to compare products and make healthier choices? (Select 1 answer)

Clarity and Detail of Fat Information on Labels



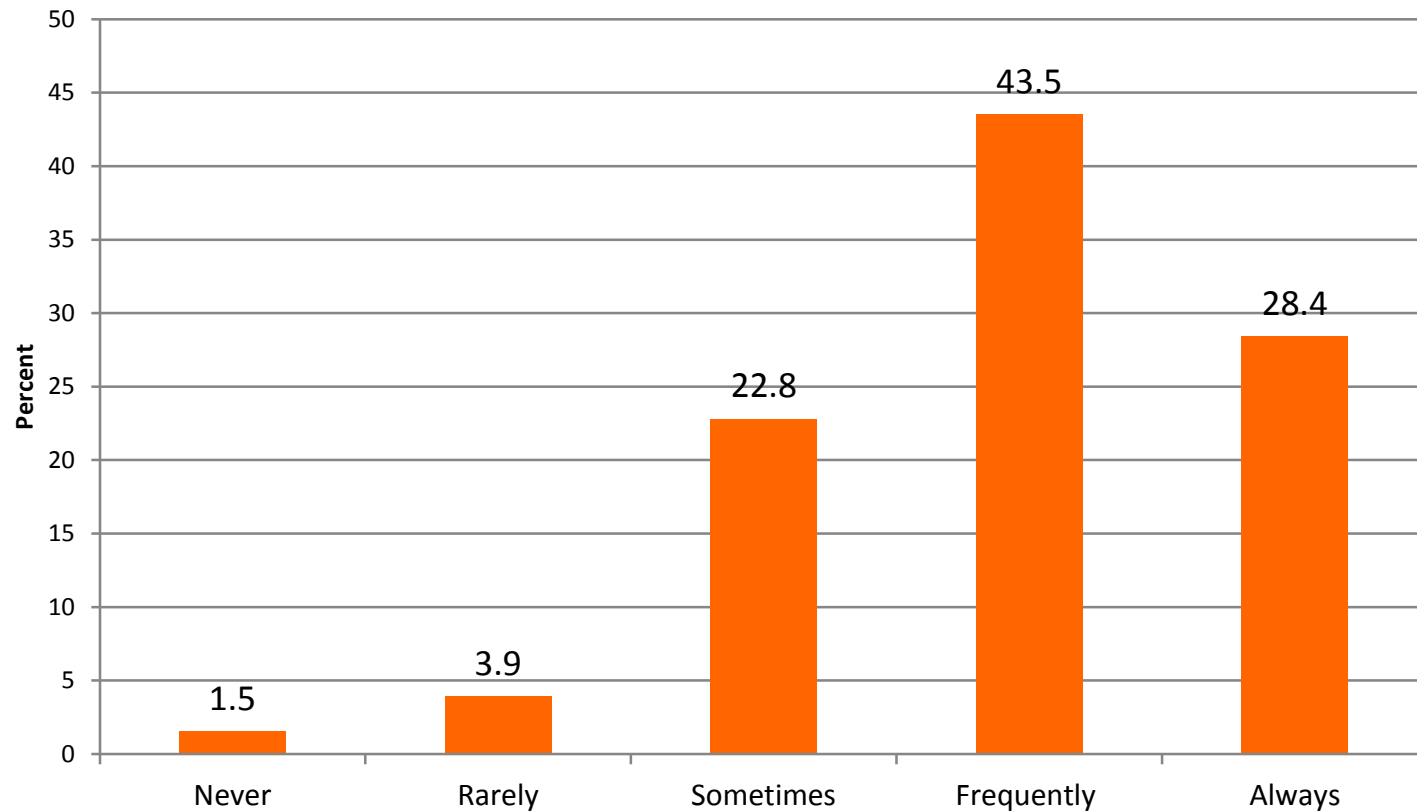
Q19: When you are looking for calcium content on packages, is the information clear and detailed enough to identify healthier choices? (Select 1 answer)

Clarity and Detail of Calcium Content on Packages



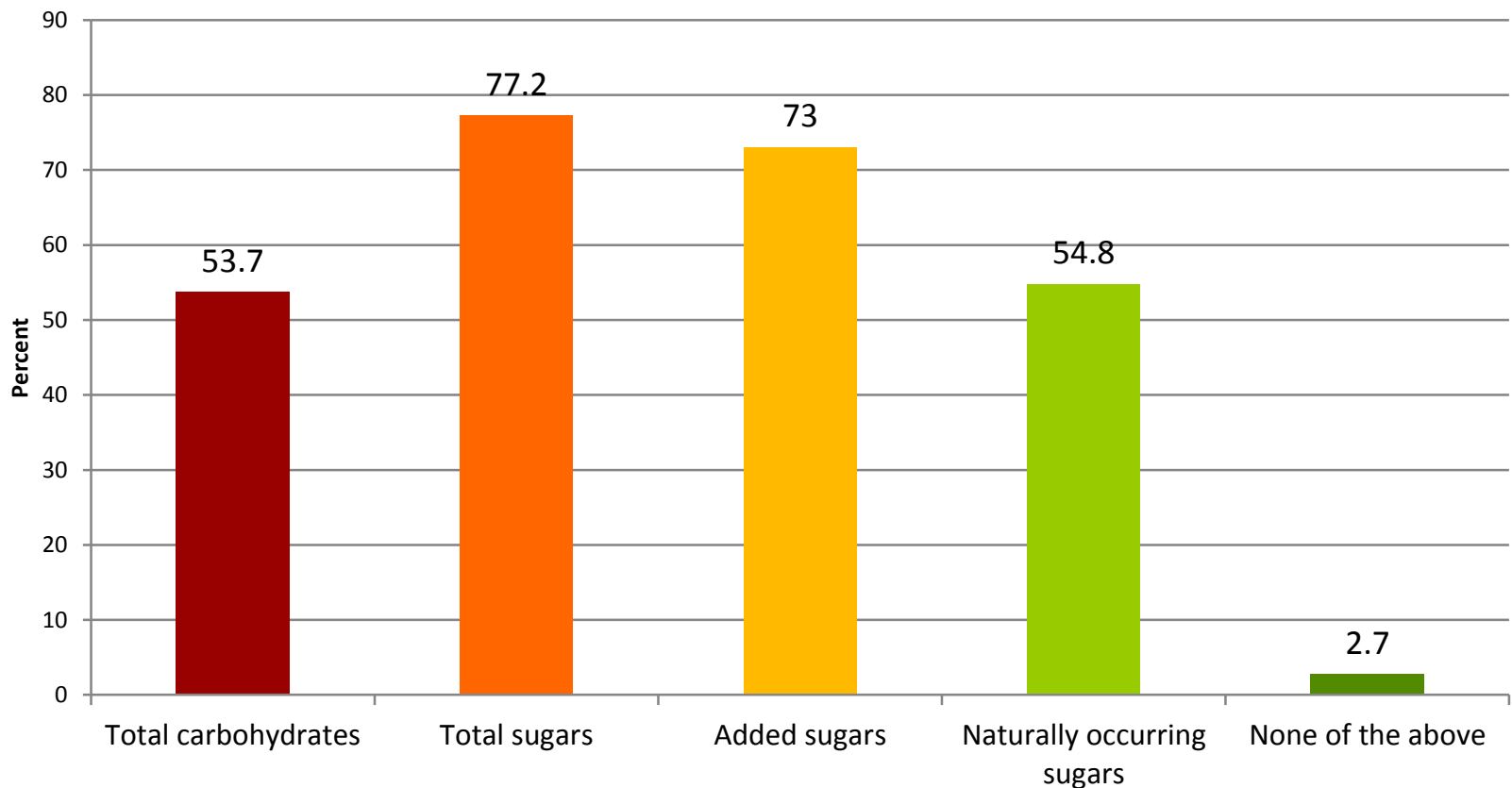
Q20: When comparing two or more food or beverage products, can you determine which one has the highest sugar content? (Select 1 answer)

Clarity of Sugar Content on Packages



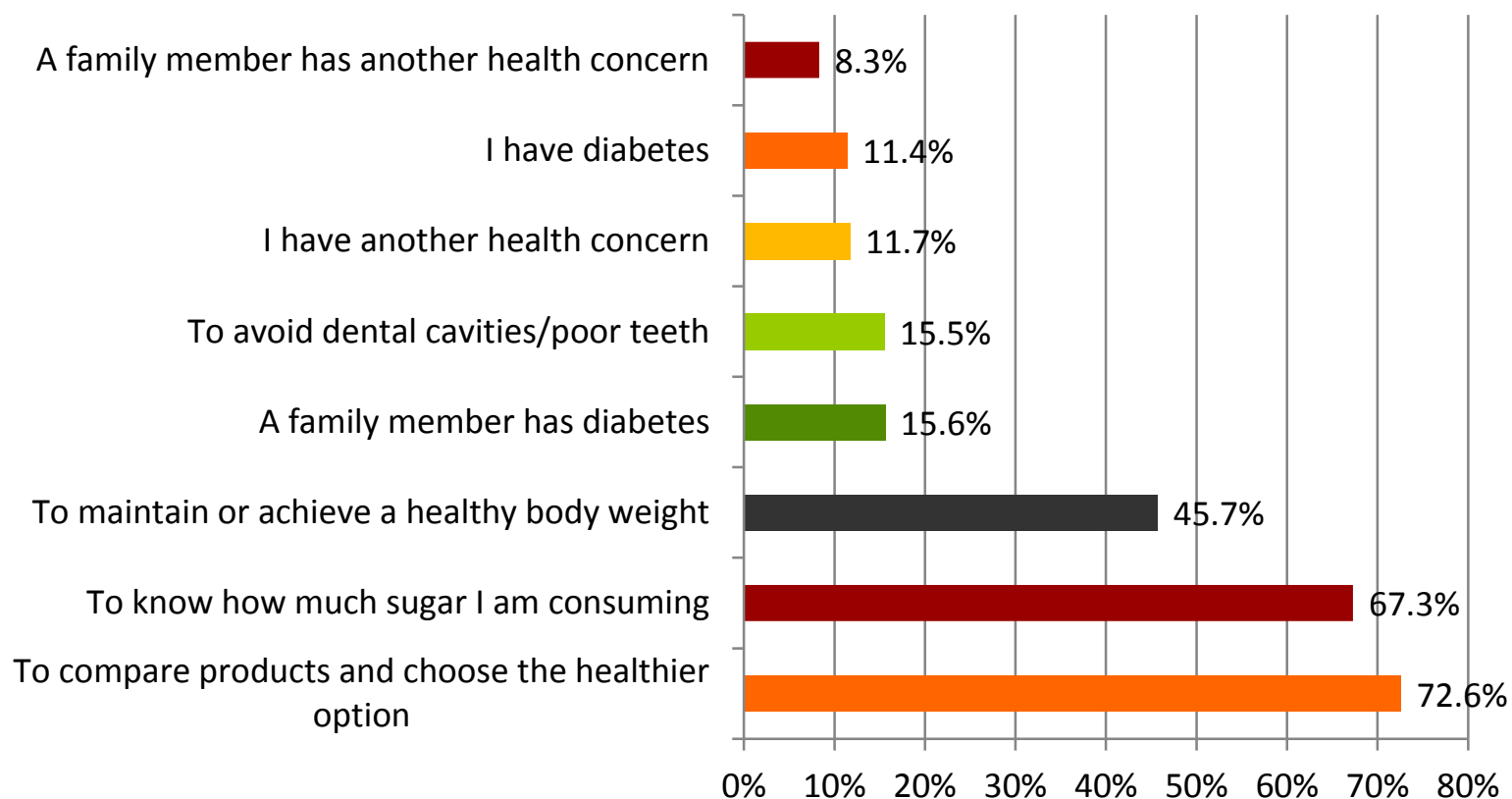
Q21: Which of the following would you like to see on the nutrition facts label?
(Select all that apply).

Information to Include on Nutrition Facts Label



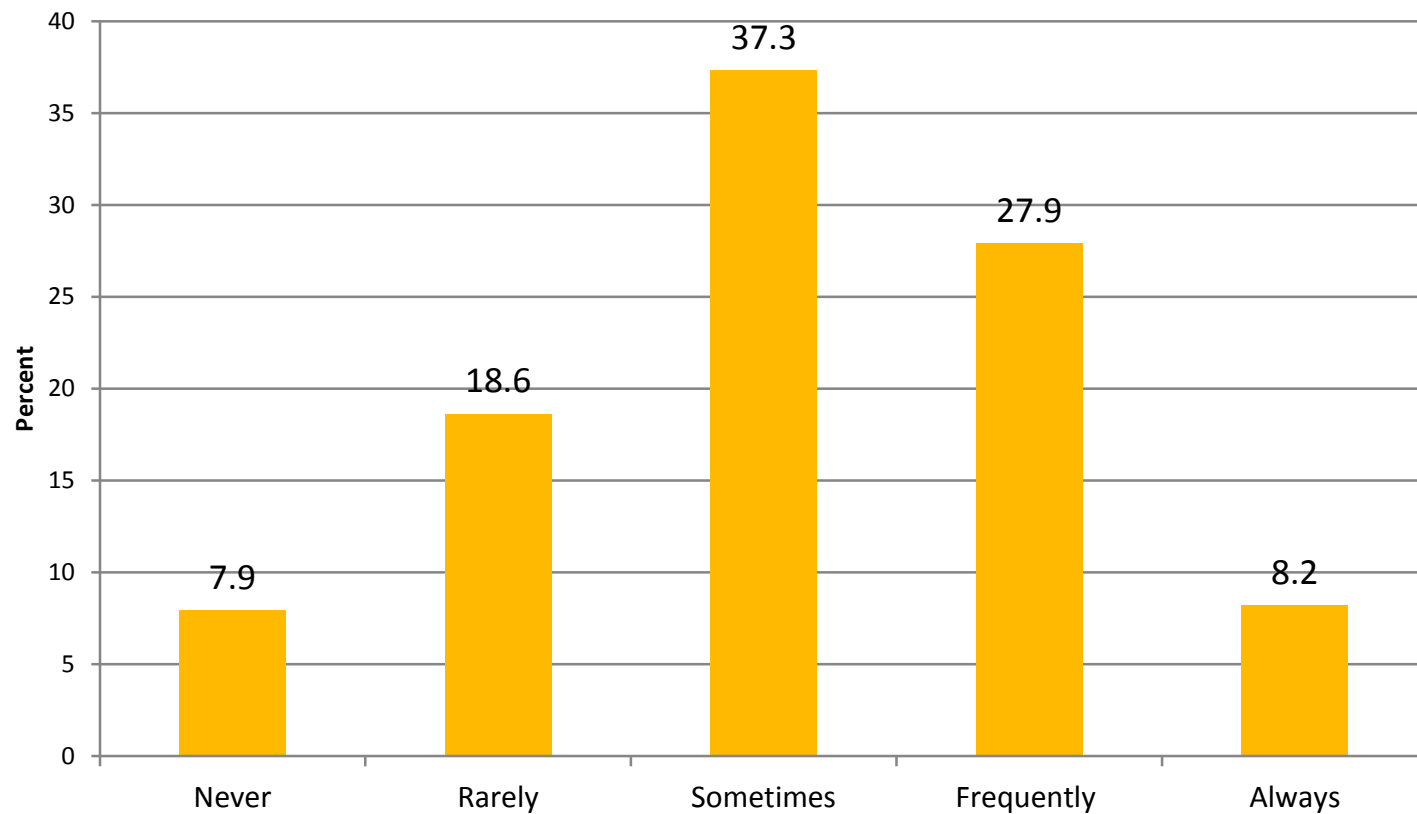
Q22: Why do you choose to look at the sugar content, located on the nutrition facts label? (Select all that apply)

Reasons to Examine Sugar Content on Nutrition Facts Label



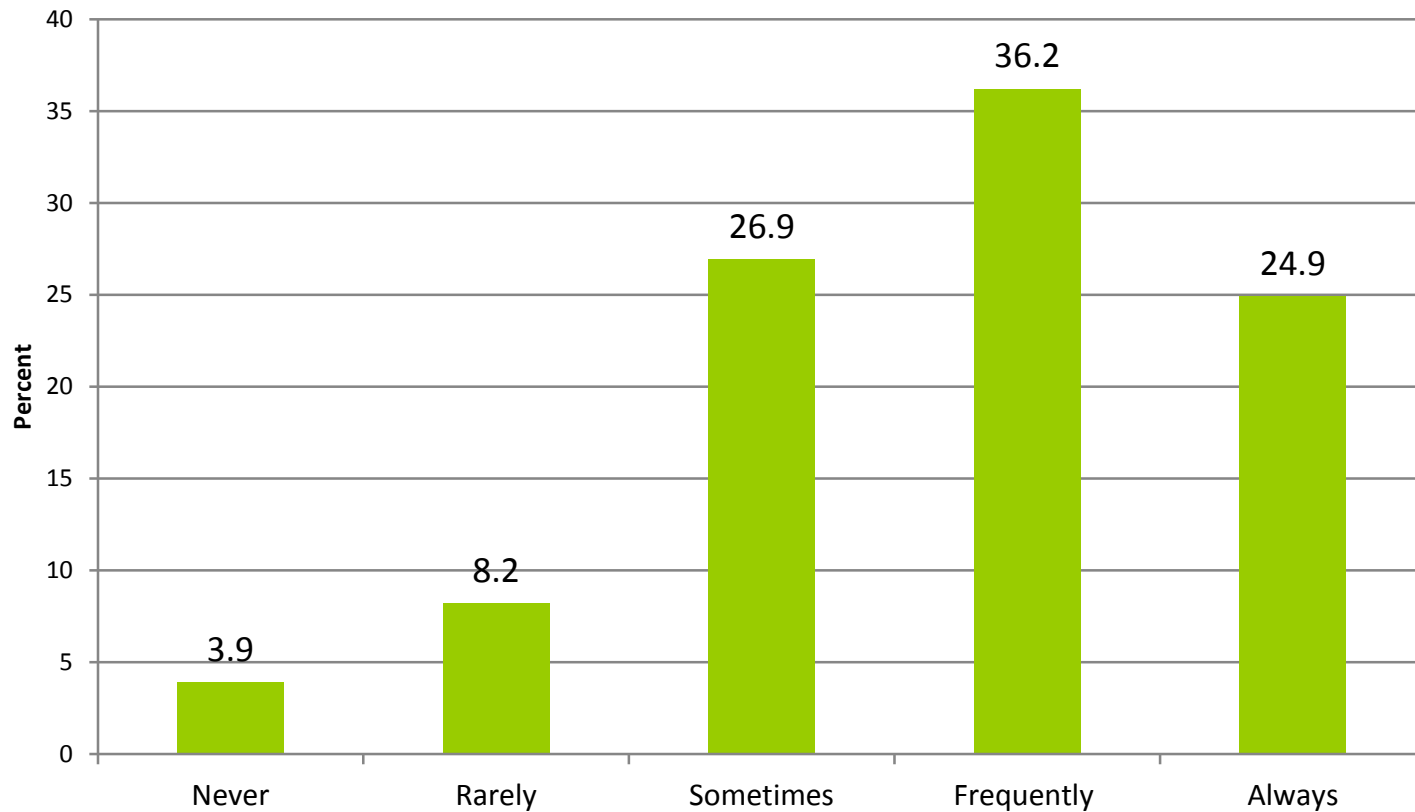
Q23: Do calories per "serving size" help you to determine how much you are going to consume? (Select 1 answer)

Calories per Serving Size Impact on Consumption



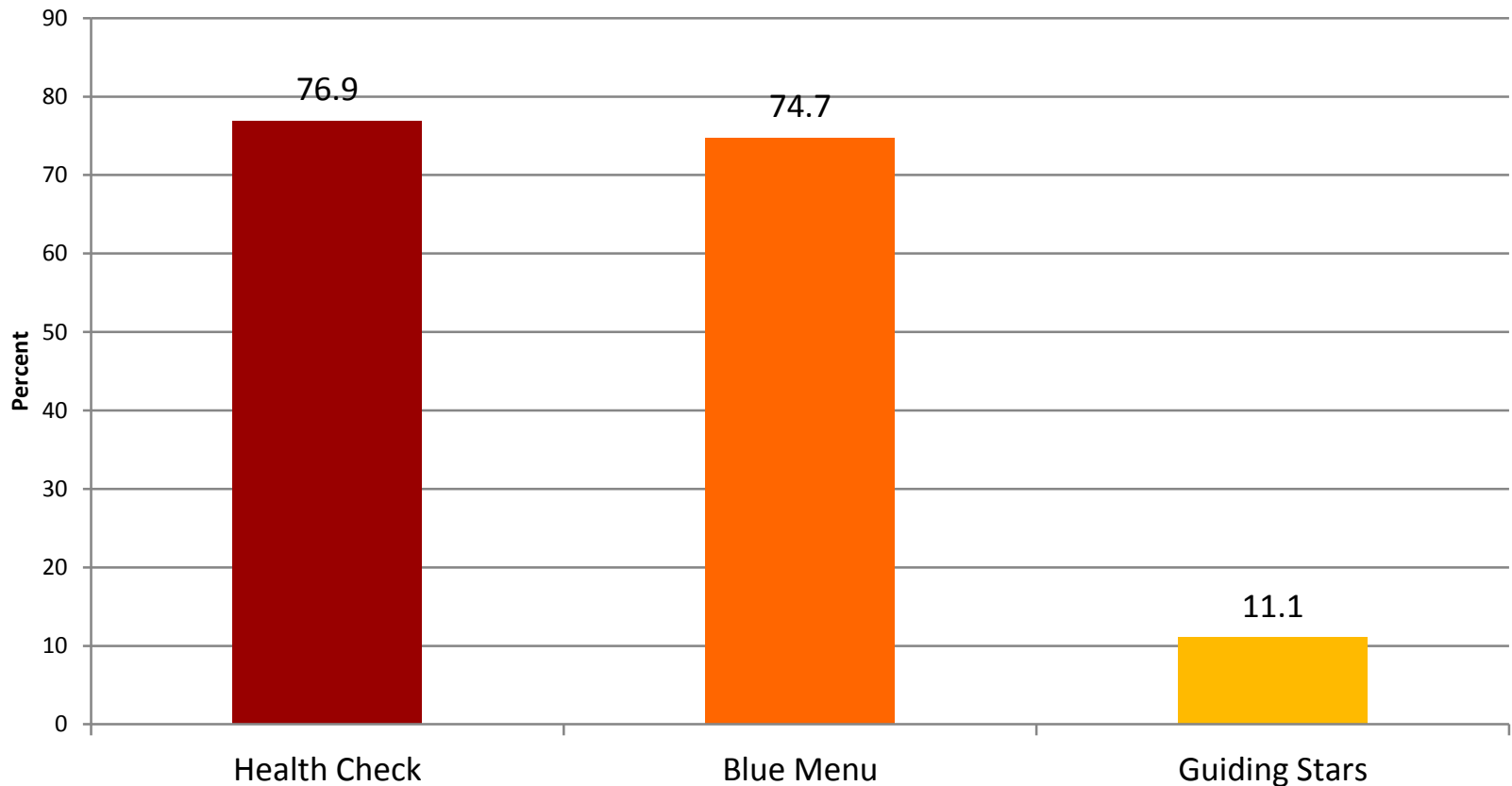
Q24: Do you find information on "serving sizes" versus "package sizes" confusing or irritating? (Select 1 answer)

Confusion over Serving Size versus Package Size



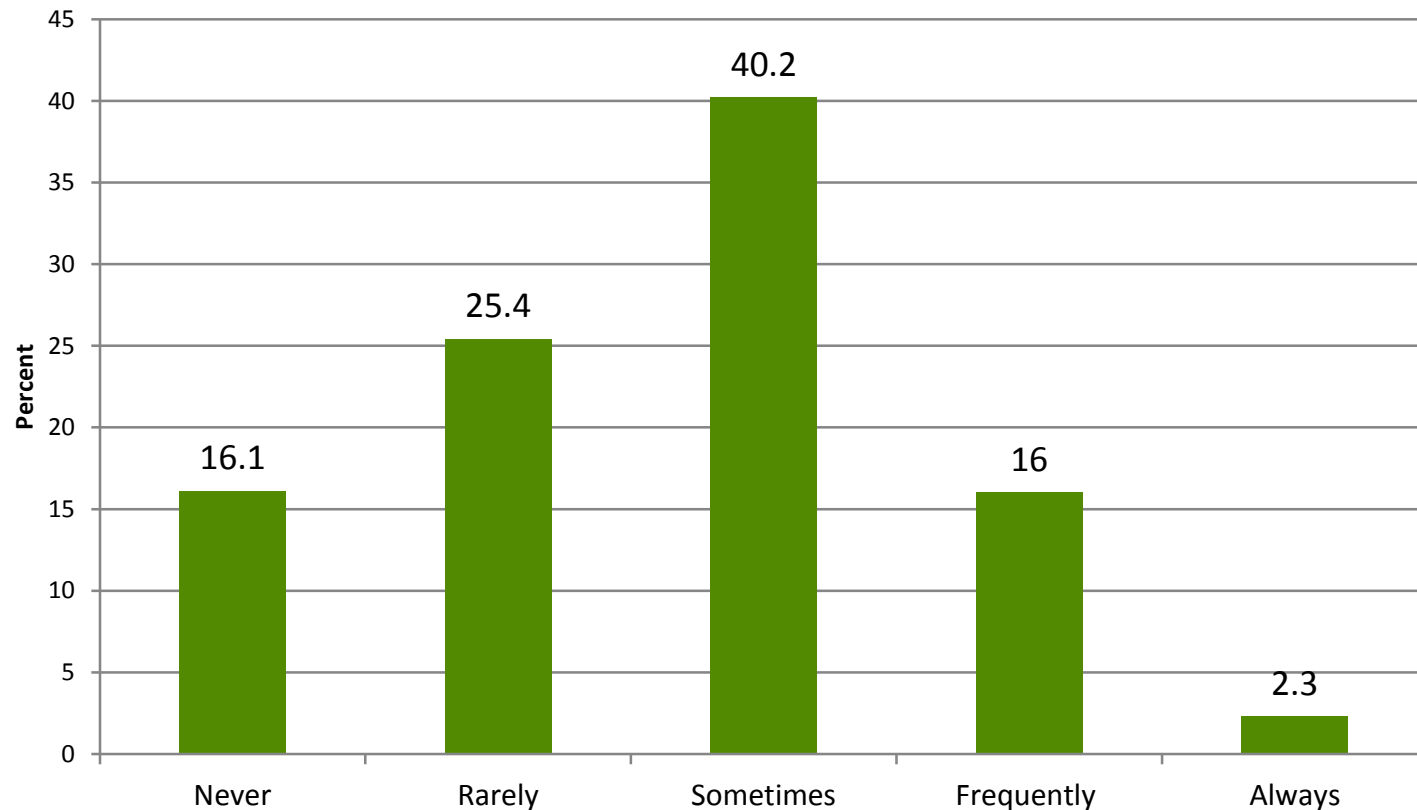
Q25: Which of the following healthy symbols or icon programs have you come across? (Select all that apply).

Healthy Symbols or Icon Programs Awareness



Q26: When it is available, how often do you use healthy symbols or icons when deciding to buy a food or beverage product? (Select 1 answer)

Healthy Symbols or Icon Programs Use in Decision Making



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Toll Free: 1-877-538-5543

Email: MCMFoodPanel@umanitoba.ca

Website: www.MCMFoodPanel.ca

