



PRESS RELEASE | Canada

Methodology:

Results are based on an online study conducted from May 7 to May 9, 2022, among 1,000 adults in Canada. The data has been statistically weighted according to Canadian census figures for age, gender and region. The margin of error, which measures sample variability, is +/- 3.1 percentage points, nineteen times out of twenty.

On an average weekday, how much time do you spend preparing dinner for yourself and others in your household?

Less than 30 minutes – 30% (-6)

From 31 to 60 minutes – 59% (+3)

More than 60 minutes – 11% (+3)

Over the course of the past month, how often did you eat dinner at home in each of the two scenarios outlined below?

At the dining room, with no television – 45% (-6)

At a different part of the home, with the television on – 55% (+6)

More Canadians Are Having Dinner in Front of the Television Set

Practically three-in-five Canadians spend anywhere from 31 to 60 minutes preparing dinner on an average weekday.

Vancouver, BC [May 13, 2022] – Most of Canada's evening meals occur in a setting that is not the dining room and with electronic entertainment, a new Research Co. poll has found.

In the online survey of a representative national sample, Canadians report that 45% of their dinners at home in the past month took place at the dining room with no television, down six points since a similar Research Co. poll [conducted in June 2019](#). A majority of dinners (55%, +6) happened at a different part of the home, with the television on.

In Quebec, 50% of dinners at home in the past month occurred away from the dining room and with the television on. The proportion rises to 53% in British Columbia, 54% in Saskatchewan and Manitoba, 56% in Ontario, 58% in Atlantic Canada and 62% in Alberta.

Canadians aged 18-to-34 are having fewer evening meals away from the dining room (51%) than their counterparts aged 35-to-54 (56%) and aged 55 and over (57%).

Three-in-ten Canadians (30%, -6 since a Research Co. survey [conducted in June 2020](#)) say they spend less than 30 minutes preparing dinner for themselves and others in their household on an average weekday.

Almost three-in-five Canadians (59%, +3) say making dinner on an average weekday takes anywhere from 31 to 60 minutes, while 11% (+3) require more than one hour to prepare food.

"A third of Ontarians, Quebecers and Albertans (33% each) manage to make dinner in less than half an hour," says Mario Canseco, President of Research Co. "Fewer residents of Saskatchewan and Manitoba (30%), British Columbia (26%) and Atlantic Canada (23%) can consistently manage this feat."

Across the country, 65% of Canadians (unchanged) say they are "very familiar" or "moderately familiar" with Canada's Food Guide. Awareness is lowest among Canadians aged 55 and over (56%) and rises among those aged 18-to-34 (70%) and those aged 35-to-54 (71%).

Fewer than three-in-five residents of British Columbia (58%) and Saskatchewan and Manitoba (59%) are familiar with Canada's



Food Guide. The proportion is higher in Quebec (64%), Alberta (65%), Ontario (68%) and Atlantic Canada (71%).

Just over a third of Canadians (35%, -6) rely on the recommendations of Canada's Food Guide "all the time" or "most of the time" when choosing what they eat in an average week.

Women are more likely to review the recommendations of Canada's Food Guide when deciding what to prepare (40%) than men (32%).

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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