

Poll conducted by Research Co. on Food in British Columbia - July 26, 2022

An activity tracker is a device that monitors certain fitness-related metrics, including distance walked, amount of exercise and/or calorie consumption. Examples of activity trackers include Apple Watches, Fitbit wristbands and some smartphone apps. Do you currently use an activity tracker?



	British Columbia	GENDER		AGE			REGION					ANNUAL HOUSEHOLD INCOME			ETHNICITY			
		Male	Female	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Northern BC	Southern BC	Vancouver Island	<\$50K	\$50-100K	\$100K+	First Nations	East Asian	European	South Asian
Yes, I do	45%	45%	45%	53%	47%	36%	49%	35%	42%	46%	36%	37%	45%	60%	52%	40%	41%	72%
No, I do not	55%	55%	55%	47%	53%	64%	51%	65%	58%	54%	64%	63%	55%	40%	48%	60%	59%	28%

When buying groceries for yourself or your household, how often do you check labels to review each of the following?



	British Columbia	GENDER		AGE			REGION				ANNUAL HOUSEHOLD INCOME			ETHNICITY				
		Male	Female	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Northern BC	Southern BC	Vancouver Island	<\$50K	\$50-100K	\$100K+	First Nations	East Asian	European	South Asian
Total calories																		
Frequently	29%	28%	31%	33%	29%	27%	30%	21%	29%	29%	34%	28%	27%	34%	35%	31%	18%	36%
Occasionally	37%	35%	39%	37%	35%	39%	39%	38%	36%	38%	26%	34%	40%	36%	26%	34%	47%	39%
Rarely	21%	23%	19%	21%	22%	21%	20%	22%	22%	24%	21%	24%	19%	24%	28%	21%	21%	19%
Never	12%	14%	11%	10%	14%	13%	10%	19%	13%	9%	19%	14%	14%	7%	11%	13%	14%	7%
Fat																		
Frequently	29%	30%	28%	26%	26%	35%	32%	21%	25%	24%	31%	33%	24%	29%	18%	32%	22%	36%
Occasionally	36%	35%	38%	37%	35%	37%	37%	35%	37%	36%	34%	31%	40%	36%	39%	33%	44%	39%
Rarely	22%	21%	23%	25%	24%	17%	21%	20%	25%	26%	19%	24%	19%	25%	33%	22%	25%	15%
Never	13%	14%	12%	13%	15%	12%	10%	23%	13%	13%	16%	12%	16%	11%	11%	14%	9%	11%
Sodium																		
Frequently	32%	32%	31%	24%	28%	41%	33%	36%	23%	24%	29%	33%	30%	28%	24%	36%	26%	24%
Occasionally	33%	32%	34%	36%	31%	33%	34%	26%	38%	30%	34%	33%	32%	34%	35%	29%	39%	39%
Rarely	23%	22%	25%	26%	28%	15%	22%	22%	19%	32%	20%	23%	21%	28%	28%	23%	22%	27%
Never	13%	14%	11%	14%	13%	11%	10%	16%	20%	14%	17%	11%	17%	9%	13%	13%	13%	11%
Nutritional content																		
Frequently	37%	33%	40%	37%	37%	36%	33%	39%	45%	41%	45%	39%	34%	36%	45%	40%	22%	35%
Occasionally	39%	38%	40%	41%	40%	38%	43%	33%	38%	37%	31%	36%	40%	44%	37%	38%	48%	45%
Rarely	15%	18%	13%	14%	17%	15%	17%	11%	3%	15%	15%	18%	16%	14%	13%	14%	20%	11%
Never	9%	11%	6%	8%	7%	11%	7%	17%	15%	7%	9%	8%	11%	6%	5%	8%	10%	8%

When dining out, how often do you check menus to review each of the following?



	British Columbia	GENDER		AGE			REGION				ANNUAL HOUSEHOLD INCOME			ETHNICITY				
		Male	Female	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Northern BC	Southern BC	Vancouver Island	<\$50K	\$50-100K	\$100K+	First Nations	East Asian	European	South Asian
Total calories																		
Frequently	14%	13%	15%	19%	16%	9%	15%	9%	25%	8%	13%	13%	15%	13%	22%	13%	9%	21%
Occasionally	23%	21%	25%	28%	24%	19%	24%	20%	20%	22%	25%	22%	21%	31%	21%	19%	24%	34%
Rarely	31%	34%	27%	26%	31%	34%	33%	32%	25%	29%	21%	27%	32%	33%	26%	30%	35%	26%
Never	32%	32%	33%	27%	29%	39%	28%	38%	30%	40%	41%	39%	33%	23%	31%	38%	32%	20%
Fat																		
Frequently	13%	11%	15%	15%	13%	11%	14%	10%	15%	6%	15%	14%	12%	12%	11%	12%	8%	21%
Occasionally	20%	22%	19%	25%	20%	18%	22%	15%	24%	16%	21%	21%	17%	23%	23%	17%	20%	29%
Rarely	32%	33%	31%	28%	34%	32%	34%	33%	28%	31%	23%	27%	34%	36%	37%	30%	40%	26%
Never	35%	34%	36%	32%	33%	39%	30%	42%	33%	47%	41%	38%	37%	29%	28%	41%	32%	24%
Sodium																		
Frequently	14%	14%	15%	17%	12%	14%	16%	13%	18%	10%	12%	15%	15%	12%	19%	14%	10%	19%
Occasionally	20%	20%	20%	22%	22%	18%	23%	18%	22%	11%	21%	22%	18%	21%	24%	17%	24%	21%
Rarely	29%	30%	27%	25%	31%	29%	31%	26%	21%	28%	25%	23%	30%	37%	24%	27%	34%	28%
Never	37%	36%	38%	36%	35%	39%	31%	43%	40%	51%	42%	41%	37%	30%	33%	42%	33%	32%
Nutritional content																		
Frequently	13%	9%	16%	19%	12%	8%	14%	13%	10%	9%	13%	14%	12%	12%	17%	11%	8%	23%
Occasionally	24%	26%	22%	26%	24%	23%	25%	14%	32%	24%	26%	24%	22%	26%	34%	21%	24%	22%
Rarely	30%	32%	29%	27%	34%	29%	33%	33%	23%	28%	22%	24%	32%	38%	20%	30%	36%	30%
Never	33%	33%	33%	28%	29%	40%	28%	40%	35%	39%	39%	39%	33%	25%	29%	37%	31%	26%

When ordering food delivery, how often do you check menus or apps to review each of the following?



	British Columbia	GENDER		AGE			REGION					ANNUAL HOUSEHOLD INCOME			ETHNICITY				
		Male	Female	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Northern BC	Southern BC	Vancouver Island	<\$50K	\$50-100K	\$100K+	First Nations	East Asian	European	South Asian	
Total calories																			
Frequently	11%	8%	13%	15%	12%	6%	11%	8%	17%	7%	13%	10%	10%	11%	15%	8%	6%	21%	
Occasionally	23%	23%	23%	32%	21%	18%	24%	20%	25%	20%	23%	22%	24%	24%	28%	20%	22%	27%	
Rarely	26%	27%	25%	23%	30%	25%	28%	27%	25%	25%	19%	21%	26%	31%	20%	26%	29%	24%	
Never	40%	42%	39%	30%	37%	51%	37%	45%	33%	48%	46%	47%	39%	34%	37%	46%	42%	28%	
Fat																			
Frequently	11%	10%	12%	15%	11%	9%	13%	9%	17%	6%	10%	11%	12%	10%	13%	11%	8%	19%	
Occasionally	19%	19%	20%	24%	20%	16%	20%	17%	27%	13%	22%	19%	18%	21%	24%	16%	16%	29%	
Rarely	27%	27%	28%	28%	31%	24%	29%	29%	20%	28%	21%	23%	29%	32%	28%	26%	34%	26%	
Never	42%	43%	40%	33%	38%	52%	38%	45%	35%	52%	47%	47%	41%	37%	35%	48%	42%	26%	
Sodium																			
Frequently	10%	9%	12%	13%	10%	9%	12%	11%	10%	7%	7%	11%	11%	8%	11%	11%	8%	15%	
Occasionally	20%	22%	18%	26%	20%	17%	21%	18%	25%	14%	21%	21%	19%	22%	28%	16%	20%	31%	
Rarely	26%	25%	28%	26%	30%	23%	29%	25%	25%	23%	22%	21%	28%	32%	22%	25%	30%	24%	
Never	43%	44%	42%	36%	40%	51%	38%	45%	40%	56%	50%	47%	42%	37%	40%	48%	43%	30%	
Nutritional content																			
Frequently	11%	8%	14%	15%	12%	8%	12%	12%	13%	7%	9%	10%	11%	12%	15%	8%	10%	21%	
Occasionally	23%	25%	21%	30%	24%	18%	23%	22%	29%	18%	29%	22%	24%	23%	29%	21%	21%	33%	
Rarely	25%	24%	27%	25%	28%	23%	29%	23%	23%	24%	17%	21%	26%	32%	20%	25%	29%	20%	
Never	40%	42%	38%	30%	37%	51%	36%	43%	35%	52%	46%	46%	39%	33%	35%	46%	40%	26%	

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As you may now, in the Province of Ontario, it is mandatory to display calories on any menu that lists or depicts standard food items offered for sale by a regulated food service premises. From what you have seen, read, heard or experienced, would you support or oppose implementing a similar regulation in British Columbia?



	British Columbia	GENDER		AGE			REGION					ANNUAL HOUSEHOLD INCOME			ETHNICITY			
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Strongly support	36%	36%	36%	37%	33%	38%	37%	37%	32%	27%	37%	34%	37%	36%	37%	36%	25%	51%
Moderately support	40%	42%	39%	42%	42%	36%	39%	37%	38%	47%	40%	40%	38%	46%	41%	39%	53%	30%
Moderately oppose	10%	10%	10%	10%	10%	10%	10%	9%	20%	9%	8%	11%	12%	6%	13%	11%	8%	11%
Strongly oppose	3%	3%	2%	2%	3%	3%	3%	4%	2%	3%	1%	2%	3%	4%	2%	3%	1%	2%
Not sure	12%	10%	13%	9%	12%	13%	11%	13%	7%	14%	14%	13%	11%	8%	7%	12%	12%	7%