



Ipsos Reid

Calories Survey

October 2011



Nobody's Unpredictable



Methodology

- These are the findings of an Ipsos Reid poll conducted on behalf of the Canadian Obesity Network.
- For this research, a randomly-generated representative sample of 2,041 Canadians was surveyed via Ipsos Reid's online I-Say panel.
- Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the overall Canadian population according to Census information.
- An unweighted probability sample of this size, with a 100% response rate, would yield an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of Canadians been polled.
- The margin of error will be larger for any of the demographic or sub-groups studied.
- For many of the questions which contained numeric data entered as an open-ended response, the data were cleaned by removing outliers who may have disproportionately impacted mean score calculations.



Key Findings

- To frame the discussion, just one third (31%) of Canadians are at a healthy weight, according to their BMI. Furthermore, 4% are underweight, 34% are overweight, and 31% are obese according to their BMI. Contrast this with what they think: Just 17% believe they're very overweight, compared to 54% who think they're slightly overweight. Just 23% believe they're at an ideal weight, while 7% think they're underweight.
- Thinking about their current weight, most (77%) say they'd like to lose weight, including 29% of those who are currently underweight, and half (50%) of those who are at a normal BMI. Two thirds (64%) of people regularly think about their weight, while fully one half (50%) think they're fat, including 11% of underweight people and 18% of those at a normal weight. Just four in ten (38%) are happy with their current weight, and many (44%) say worrying about their weight causes them stress. Just one in three (33%) believe they're at an ideal weight for a person of their height, including 24% of those who are overweight, and 68% who are at a normal weight according to their BMI.
- Canadians on average believe they consume 1847 calories on a daily basis, with men (1951) reportedly consuming more than women (1753). However, this is well above the 1647 calories they think they should be consuming, which is well above what both men (1805) and women (1556) think they should be consuming. On average, Canadians believe they're consuming 200 more calories on a daily basis than they think they should be. Fully one half (51%) think they eat more than they should compared to just 30% who eat what they think they should and 20% who believe they eat less than they should.
- Canadians show that they have room for improvement when it comes to being able to assess how many calories are in a particular dish or meal. In our hypothetical breakfast of toast, peanut butter, OJ and two eggs, Canadians on average guessed that breakfast to be 523 calories, when in fact it is 630 calories. Just 14% ventured a good guess, within 50 calories on either side of the actual. Nearly half (44%) believed this breakfast to be under 500 calories.
- When it came to determining which quick-service foods or beverages had more calories, most erroneously believe that a can of Pepsi has more calories than an equal amount of Orange Juice, and a majority were incorrect in believing that an Extra Large Triple Triple had more calories than a Large Ice Cap. A slim majority knew that McDonald's Large Triple Thick Chocolate Milkshake had more calories than Wendy's Southwest Salad.



Key Findings (cont)

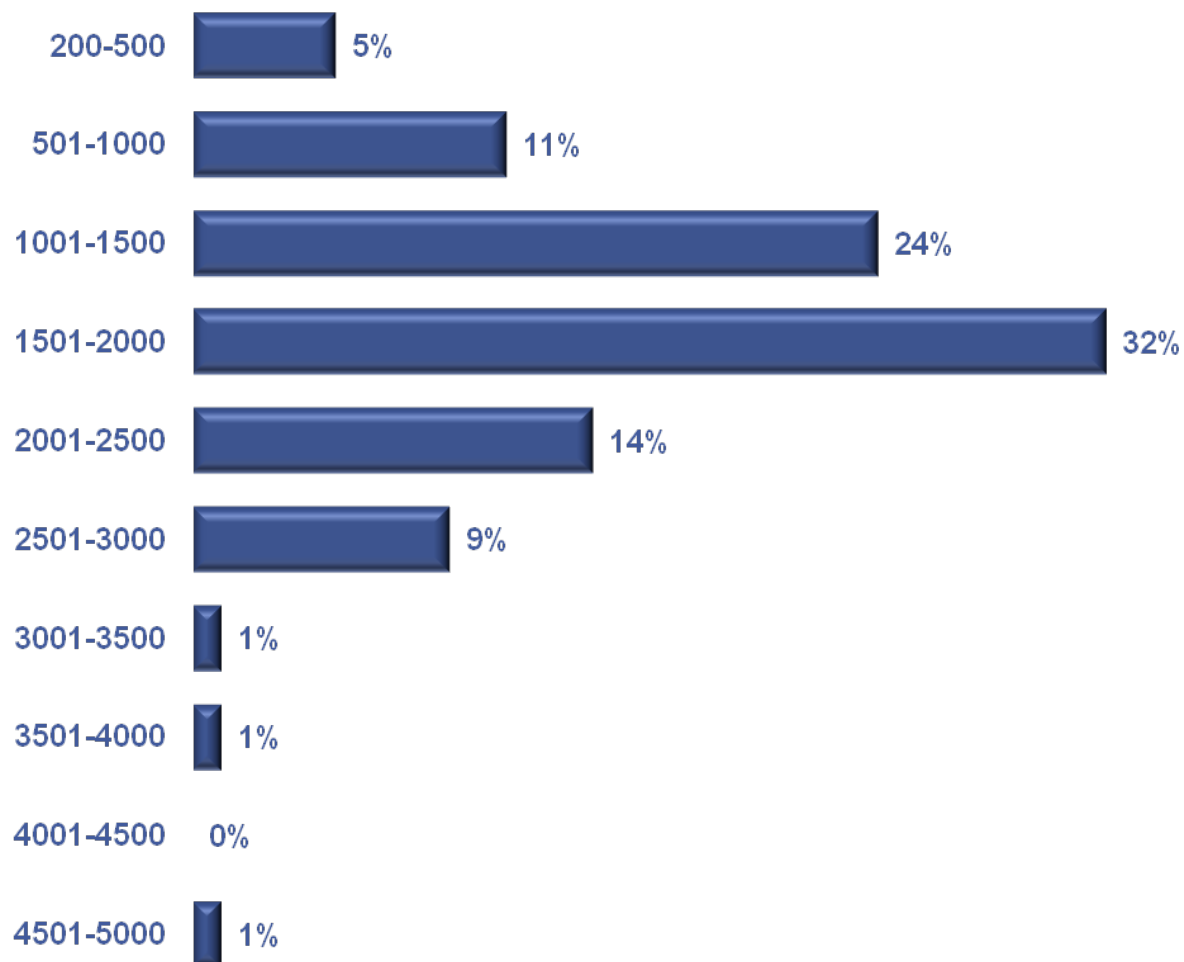
- Looking at a picture of a Boston Pizza Crispy Chicken Pecan Salad with dressing, Canadians, on average, thought the meal would contain 960 calories, which is well off the 1150 calories it actually contains. Just 9% of Canadians ventured a good guess, coming within 50 calories on either side of the correct answer. Most (67%), in fact, thought it contained less than 1,000 calories. A majority (63%) believe that this salad is a healthy option, and half (48%) think it is a good low-calorie option at lunch time. One in three (31%) even believe that if they ate a meal like this every day for lunch they'd be sure to lose weight.
- Canadians also express a general inability to calculate the number of calories in a dish from its nutritional information, based on a can of soup where the serving size doesn't calculate easily into the package size. Just 5% were able to determine that if they were to split a can of Garden Minestrone soup with a friend for lunch that they would consume 108 calories. Another 16% were close, while a majority (53%) appear to have used faulty math to calculate an incorrect answer.
- Canadians are way off the mark when it comes to knowing how many extra calories constitute an extra pound of body fat. Just 14% knew it was 3,500 calories. Most (56%) thought it was 1400 calories or less, not even close to the correct answer. There is immense confusion on this point. Furthermore, Canadians are fairly split when it comes to what the most important aspect in successfully losing weight is.
- Reflecting on Canadians attitudes about weight and caloric intake, most (90%) agree that there is a lot of conflicting information out there about how to lose weight, and most (86%) recognize that it is a complicated issue. Eight in ten (84%) wish there was a credible source for all things related to weight, and three quarters (74%) maintain that understanding how calories work would help them manage their weight. Fully one half (48%), admittedly, are not sure of the best way to lose weight.
- Most (86%) Canadians also believe that all restaurants should have the nutritional information readily available and clearly visible at the point of purchase, including caloric information.



Detailed Data



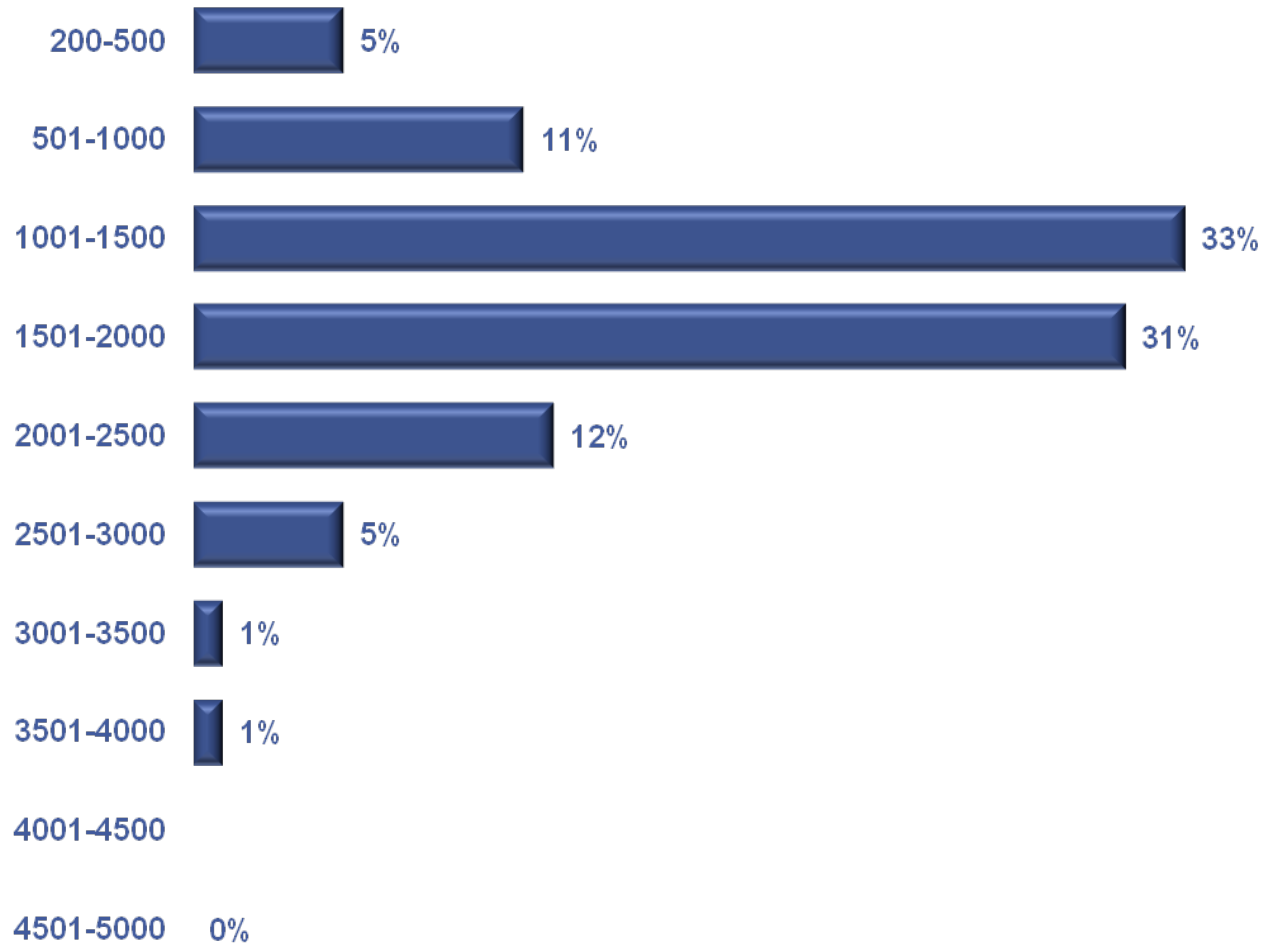
Calories Thought To Consume in a Typical Day



Mean : 1847.2	
Mean by BMI	
Underweight	1556
Normal	1734.5
Overweight	1828.2
Obesity	2029.4
Mean by Consider Self	
Overweight	1905.7
At an ideal weight	1669.3
Underweight	1798.6
Mean by Gender	
Male	1951.8
Female	1753.1



Calories Thought Should Be Consumed in a Typical Day



Mean: 1647	
BMI	
Underweight	1648.3
Normal	1674.9
Overweight	1679.8
Obesity	1685.6
Mean by Consider Self	
Overweight	1668
At an ideal weight	1632.3
Underweight	1887.9
Gender	
Male	1805
Female	1556.2

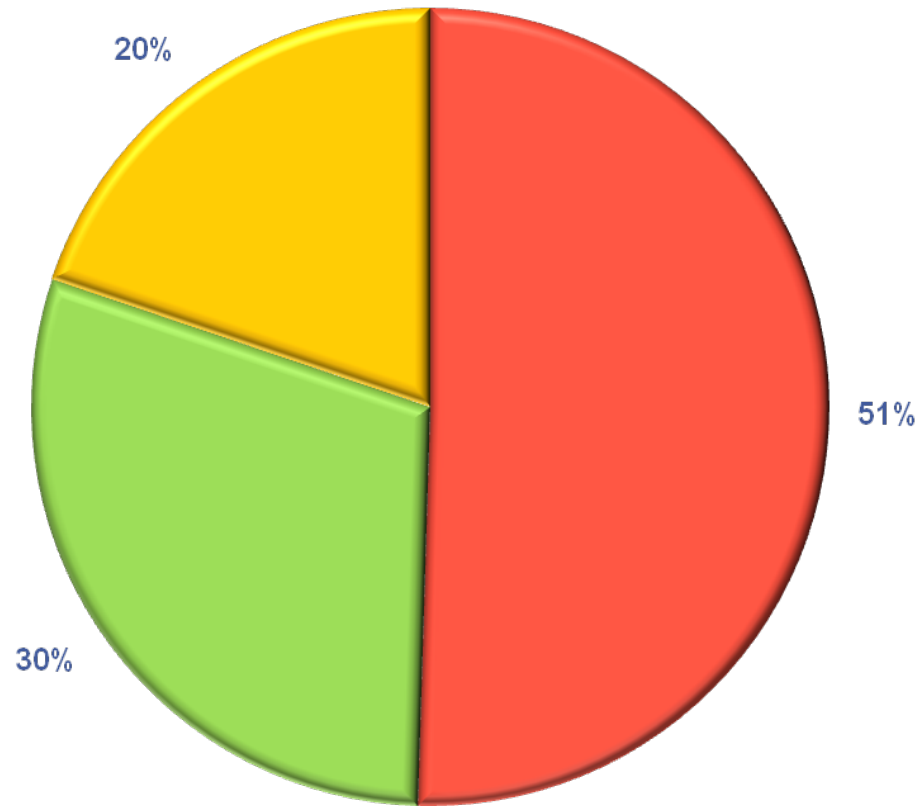


How Many Calories Consumed vs. How Many Calories Thought Should Be Consumed

■ Eat more than think should

■ Eat what think should

■ Eat less than think should

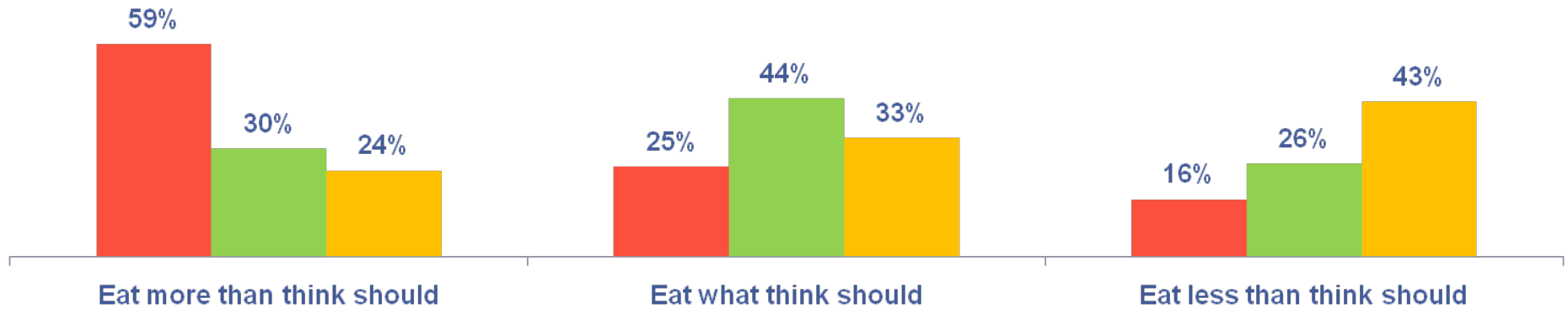




How Many Calories Consumed vs. How Many Calories Thought Should Be Consumed

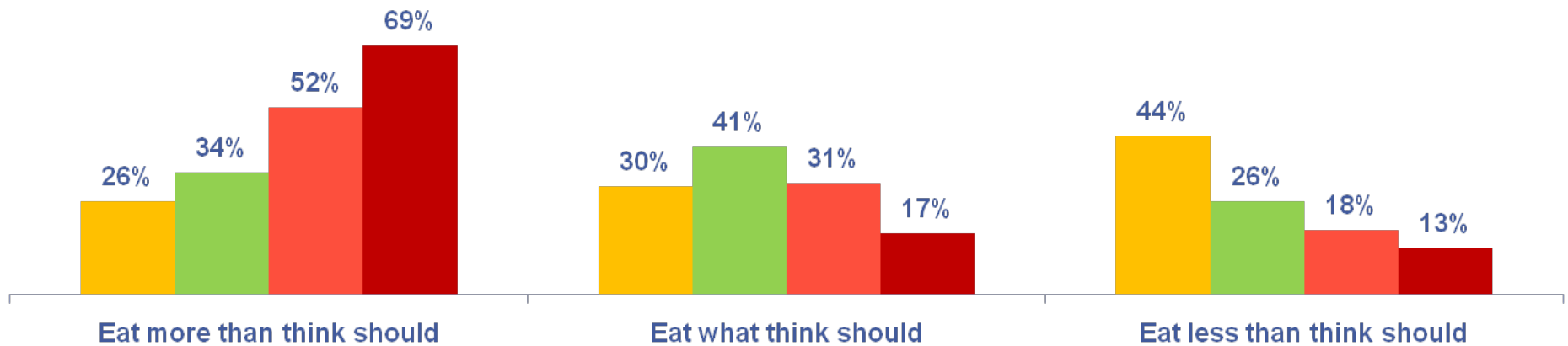
Consider Self

Overweight At an ideal weight Underweight



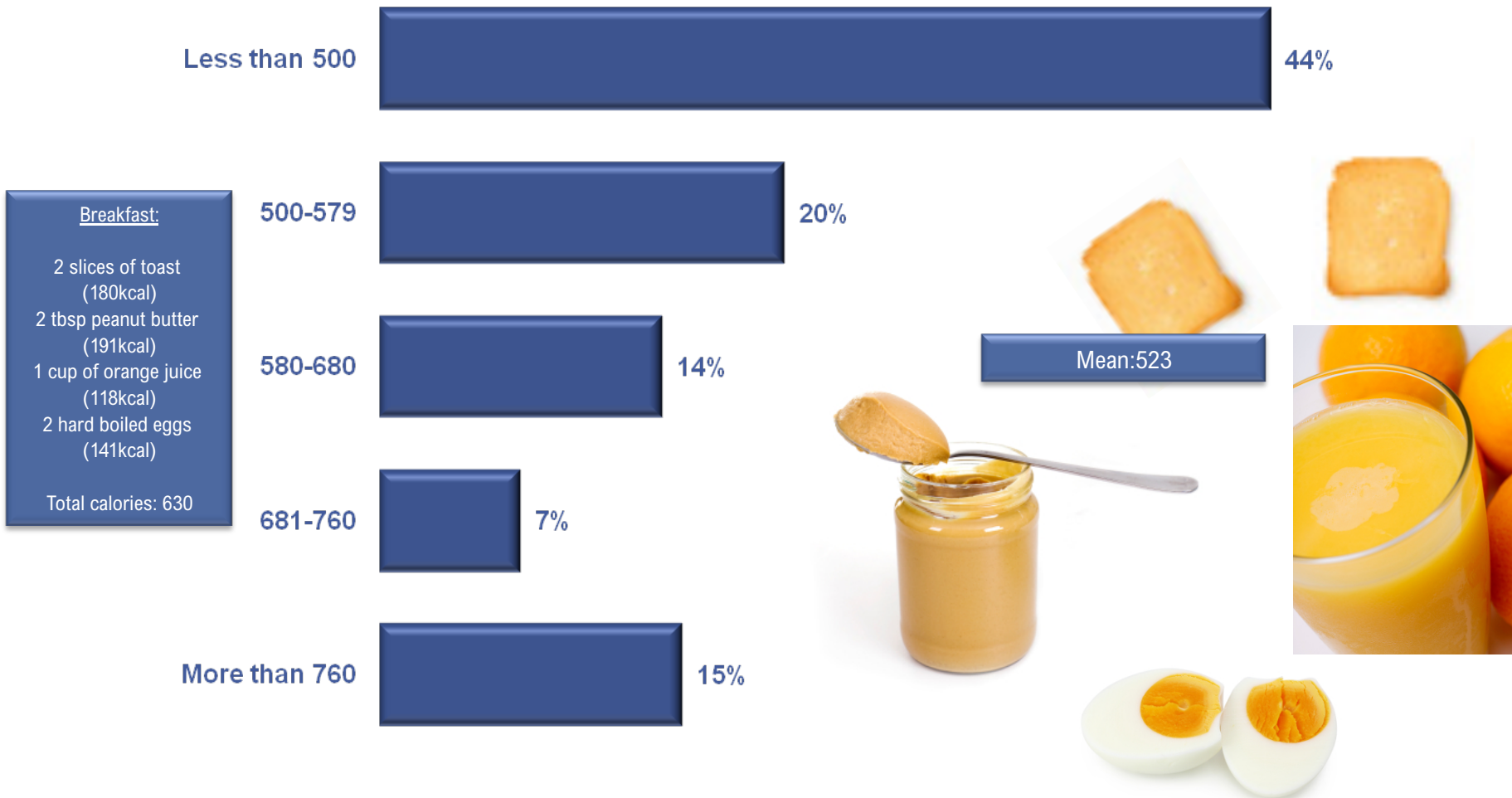
BMI

Underweight Normal Overweight Obesity





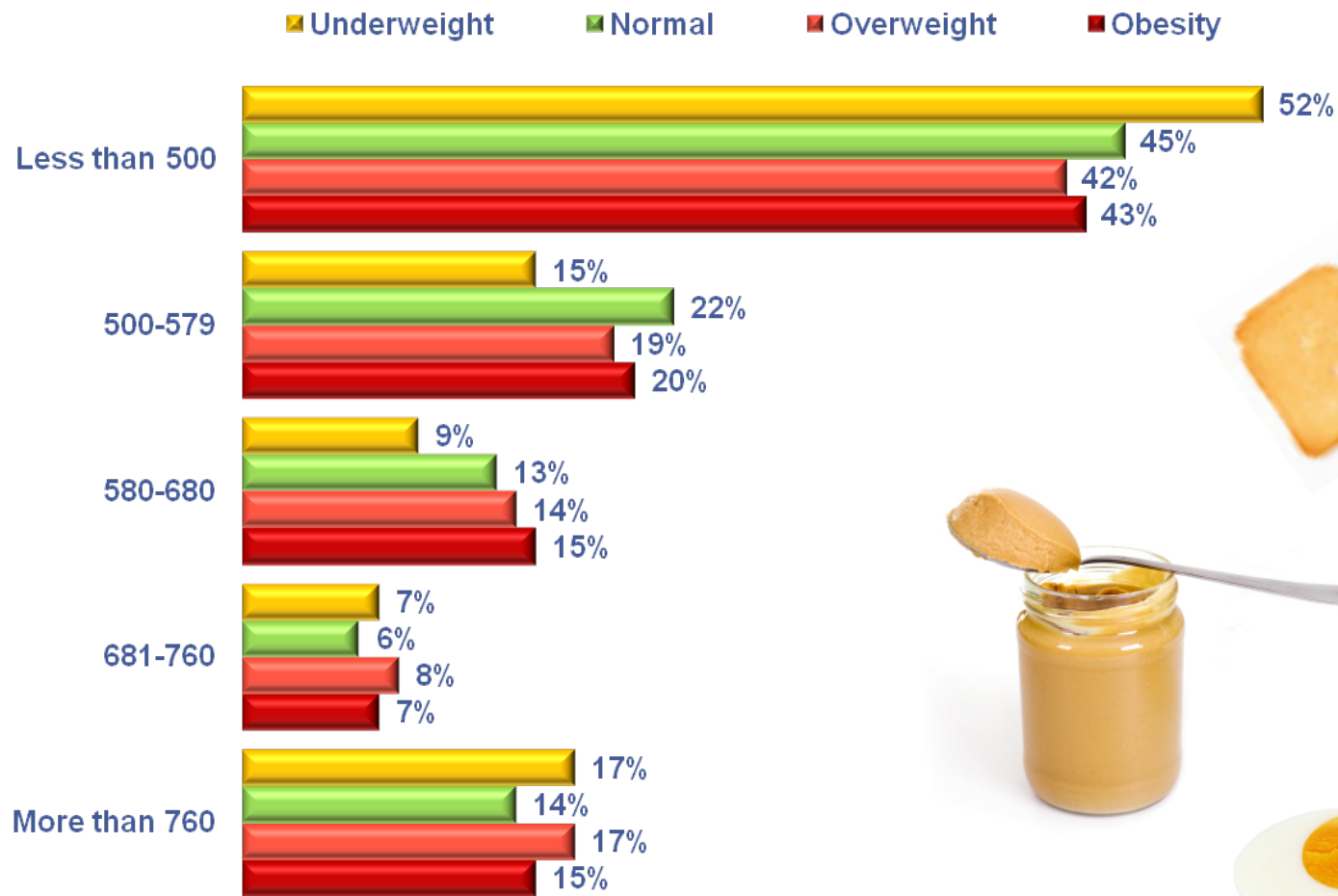
Calories Thought to be Contained in This Breakfast



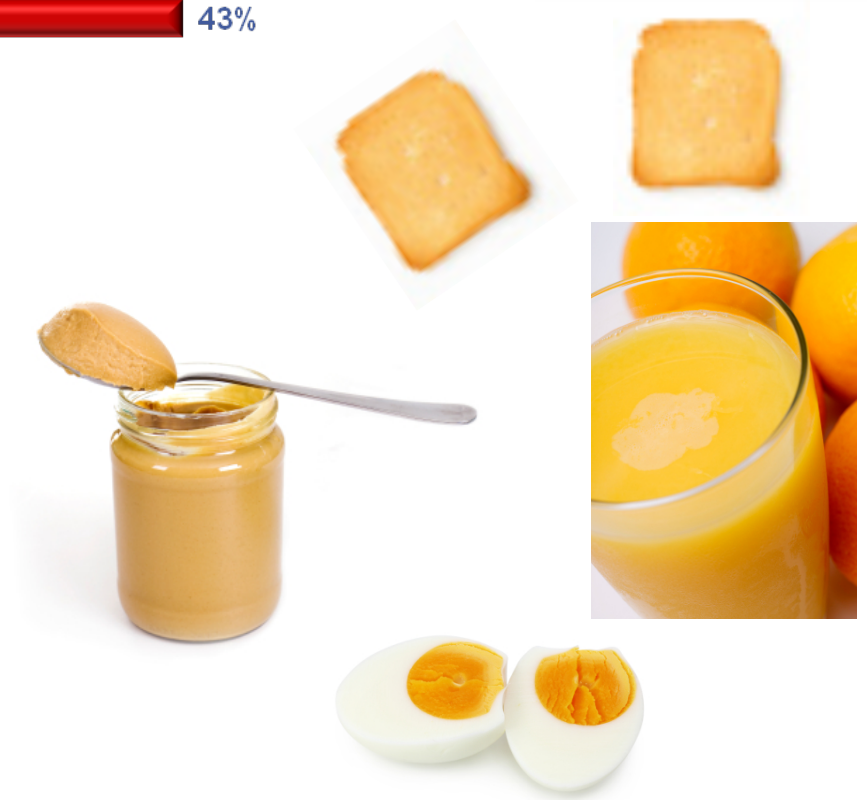
Q3. How many calories do you think are contained within this hypothetical breakfast meal? 2 slices of toast, 2 tbsp peanut butter, 1 cup of orange juice, 2 hard boiled eggs
Base: Valid Respondents (n=2035)



Calories Thought to be Contained in This Breakfast by BMI



Mean: 523
Underweight: 522.3
Normal: 511.4
Overweight: 538.6
Obesity: 520.8



Q3. How many calories do you think are contained within this hypothetical breakfast meal? 2 slices of toast, 2 tbsp peanut butter, 1 cup of orange juice, 2 hard boiled eggs
Base: Valid Respondents (n=2035)



Which Has More Calories ... ?

Pepsi: 151 kcal
 Orange Juice: 169 kcal



80%



20%

A 355 ml serving of Pepsi
 A 355 ml serving of Orange Juice

XL triple triple: 330kcal
 Tim Horton's Large Ice Capp: 470kcal



55%



45%



Tim Horton's Extra Large Triple Cream Triple Sugar

Tim Horton's Large Ice Capp

McDonald's Large Triple Thick chocolate milkshake: 1160kcal
 Wendy's Southwest Salad w Crispy Chicken: 690 kcal



55%



45%

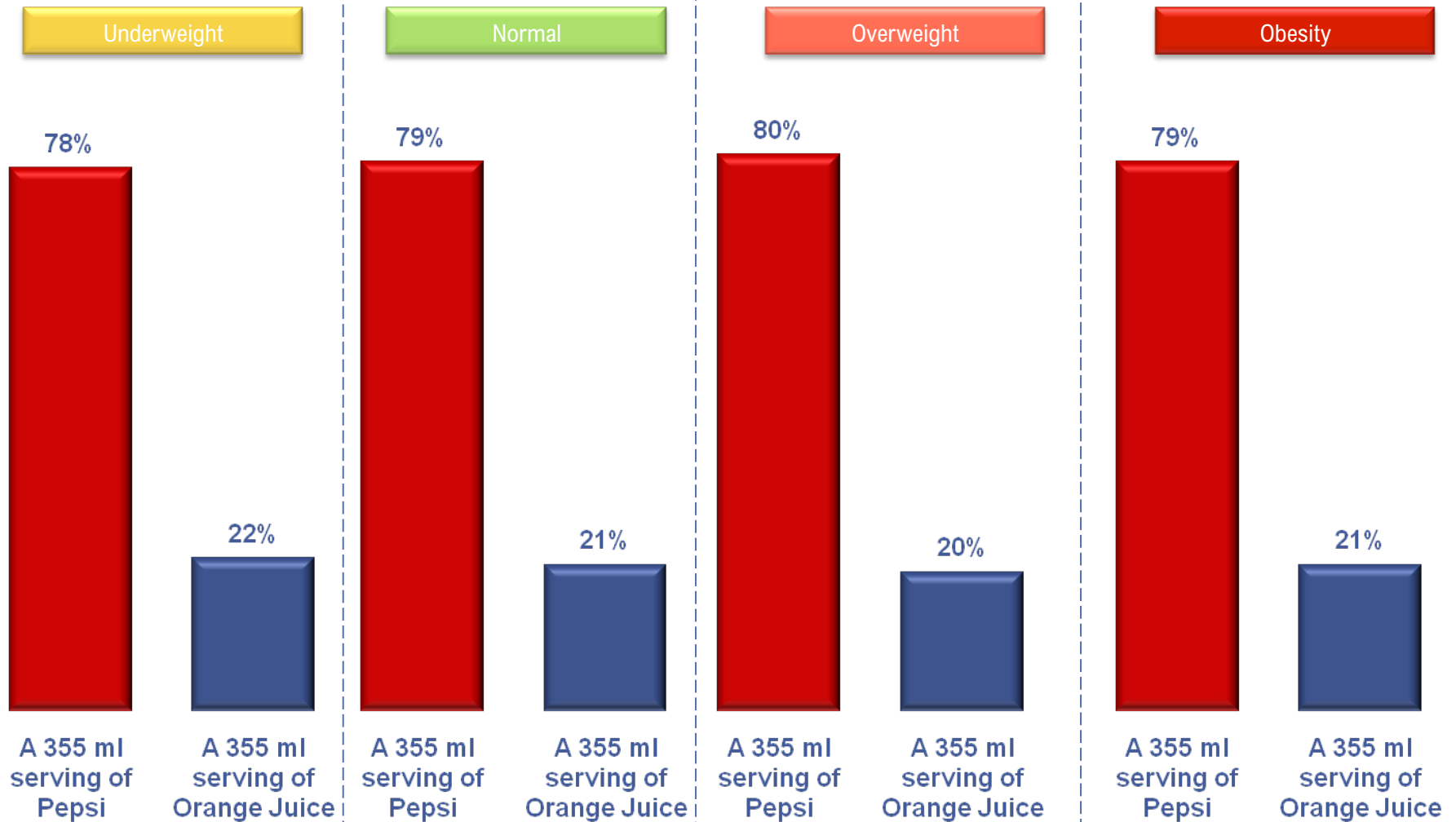


McDonald's Large Triple Thick chocolate Milkshake

Wendy's Southwest Salad with Crispy Chicken and Renee's Mighty Caesar Dressing



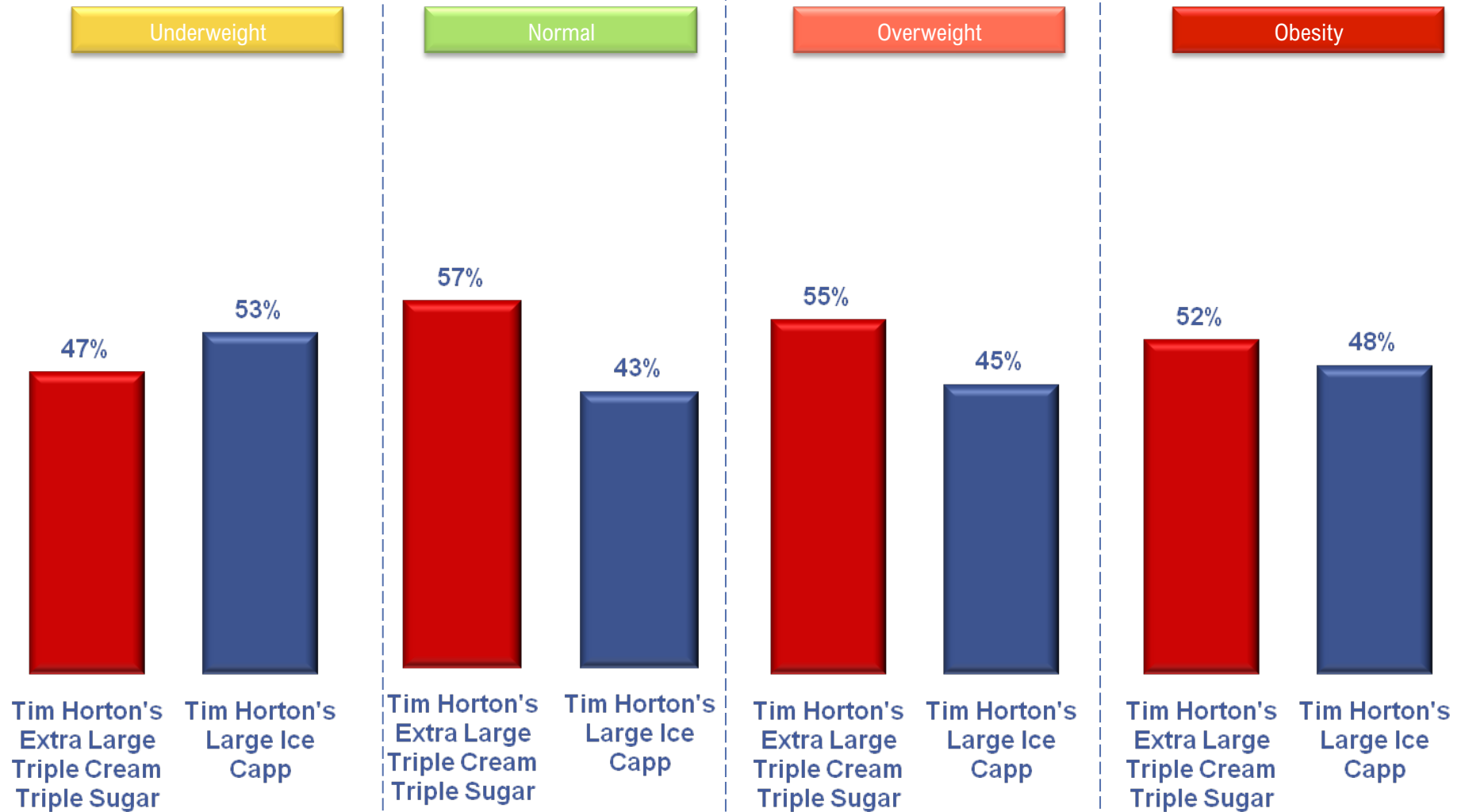
Which Has More Calories By BMI



Q4. Which do you think has more calories:
Base: All Respondents (n=2041)



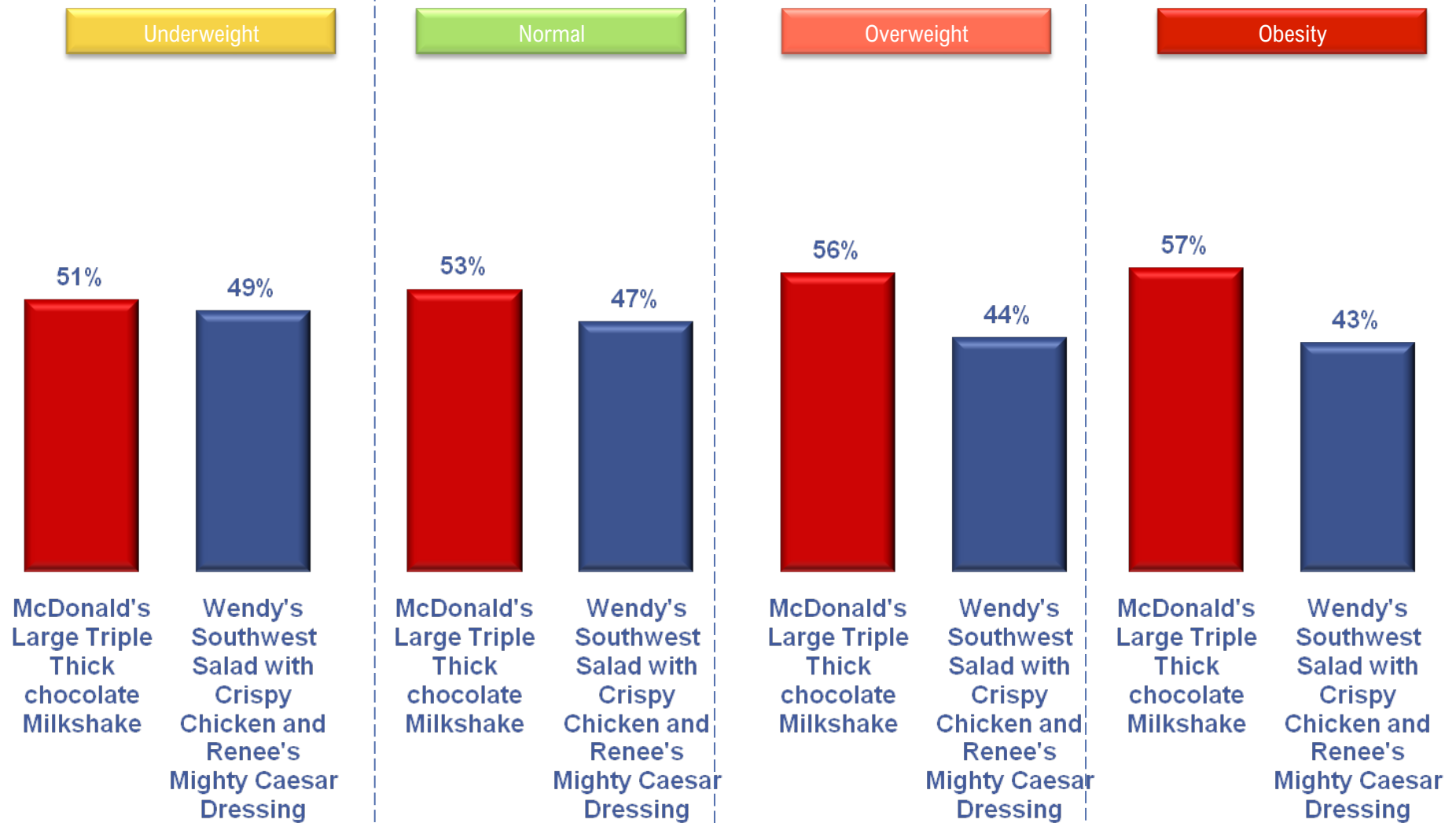
Which Has More Calories By BMI



Q4. Which do you think has more calories:
Base: All Respondents (n=2041)



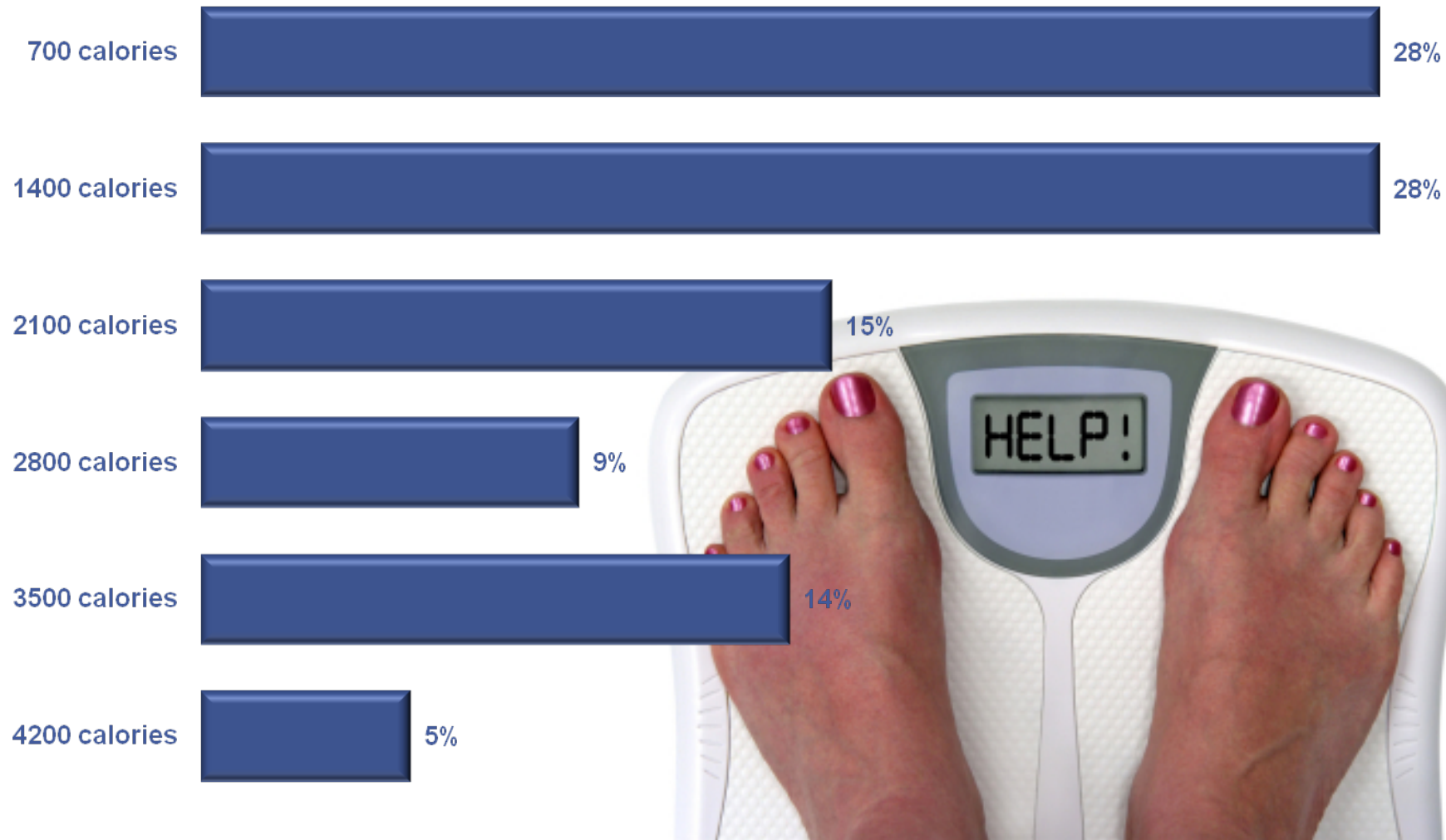
Which Has More Calories By BMI



Q4. Which do you think has more calories:
Base: All Respondents (n=2041)

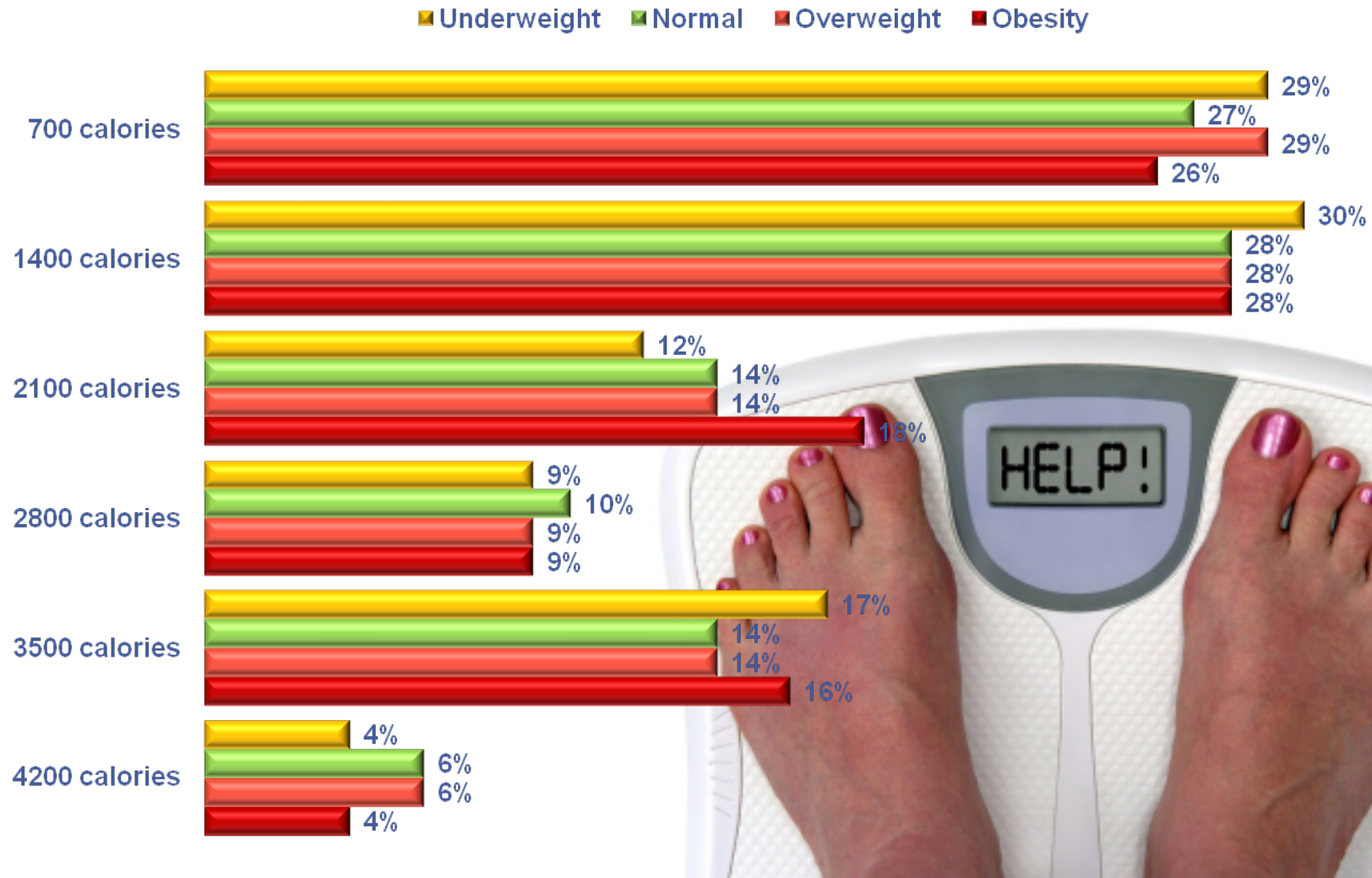


Amount of Excess Calories Thought to Add One Pound of Fat to Body





Amount of Excess Calories Thought to Add One Pound of Fat to Body by BMI



Q5. How much excess energy (calories) does it take to add one pound of fat to your body?
Base: All Respondents (n=2041)



Calories Thought to be in Lunch Salad

Mean : 960.3

Less than 1000

67%

1000-1099

9%

1100-1200

9%

1201-1300

1%

More than 1300

14%

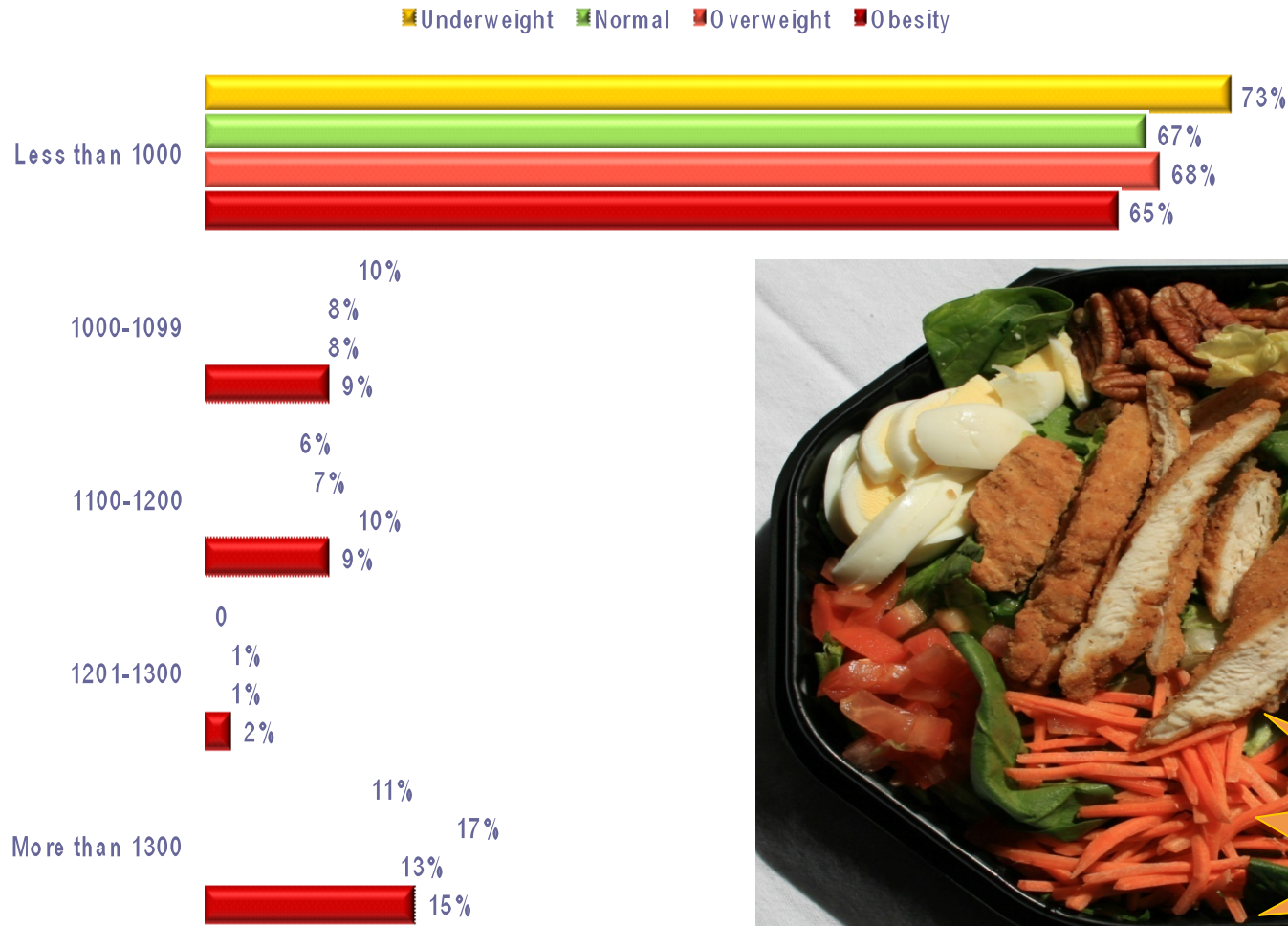


Boston Pizza's
Crispy Chicken Peacan salad with
dressing
Total: 1150 kcals



Calories Thought to be in Lunch Salad by BMI

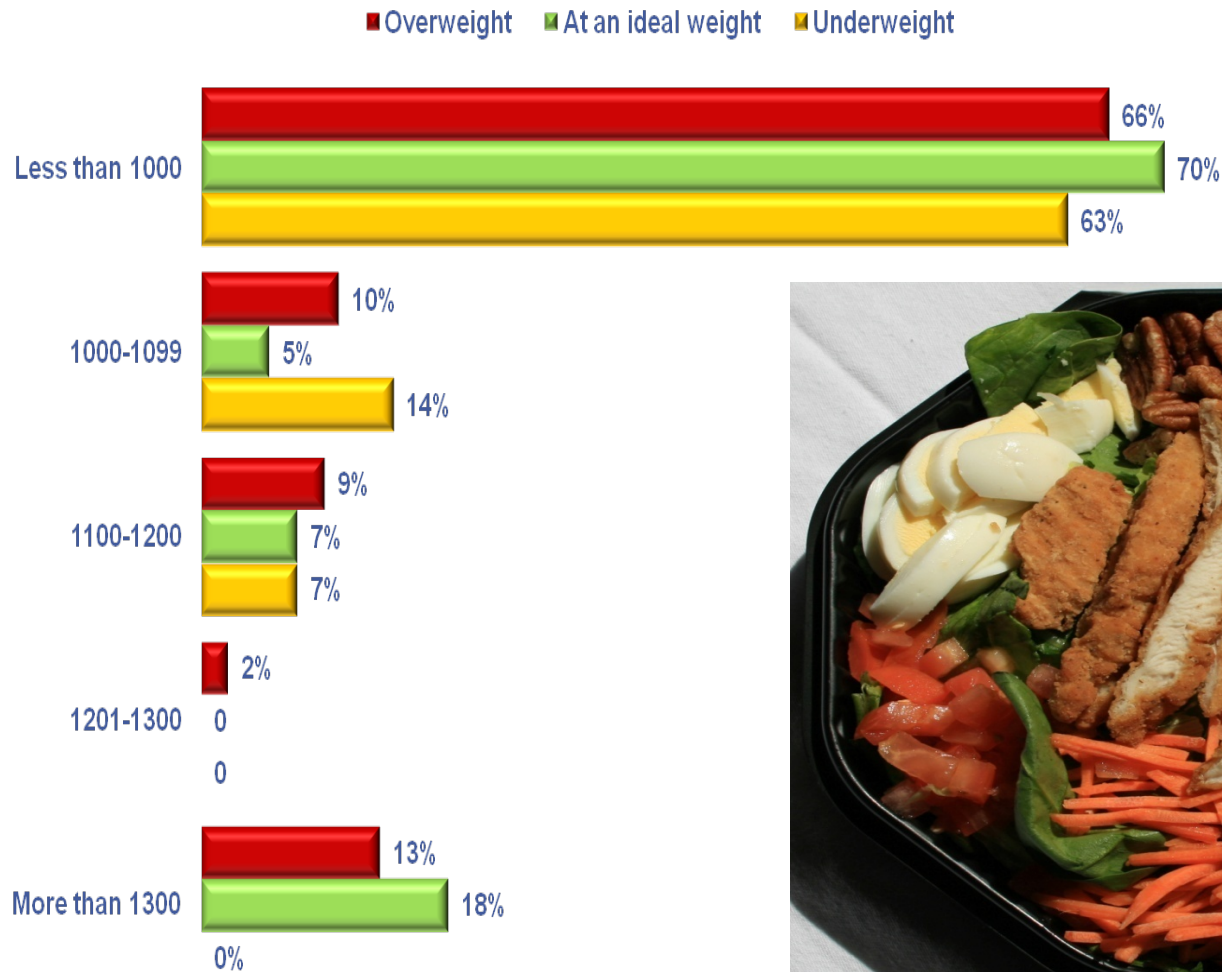
Mean : 960.3	
Mean by BMI	
Underweight	744.6
Normal	916.7
Overweight	849.8
Obesity	1166.9



Boston Pizza's
Crispy Chicken Peacan salad with
dressing
Total: 1150 kcals



Calories Thought to be in Lunch Salad by Consider Self



Mean : 960.3	
Mean by BMI	
Overweight	996.6
At an ideal weight	849.1
Underweight	948.8

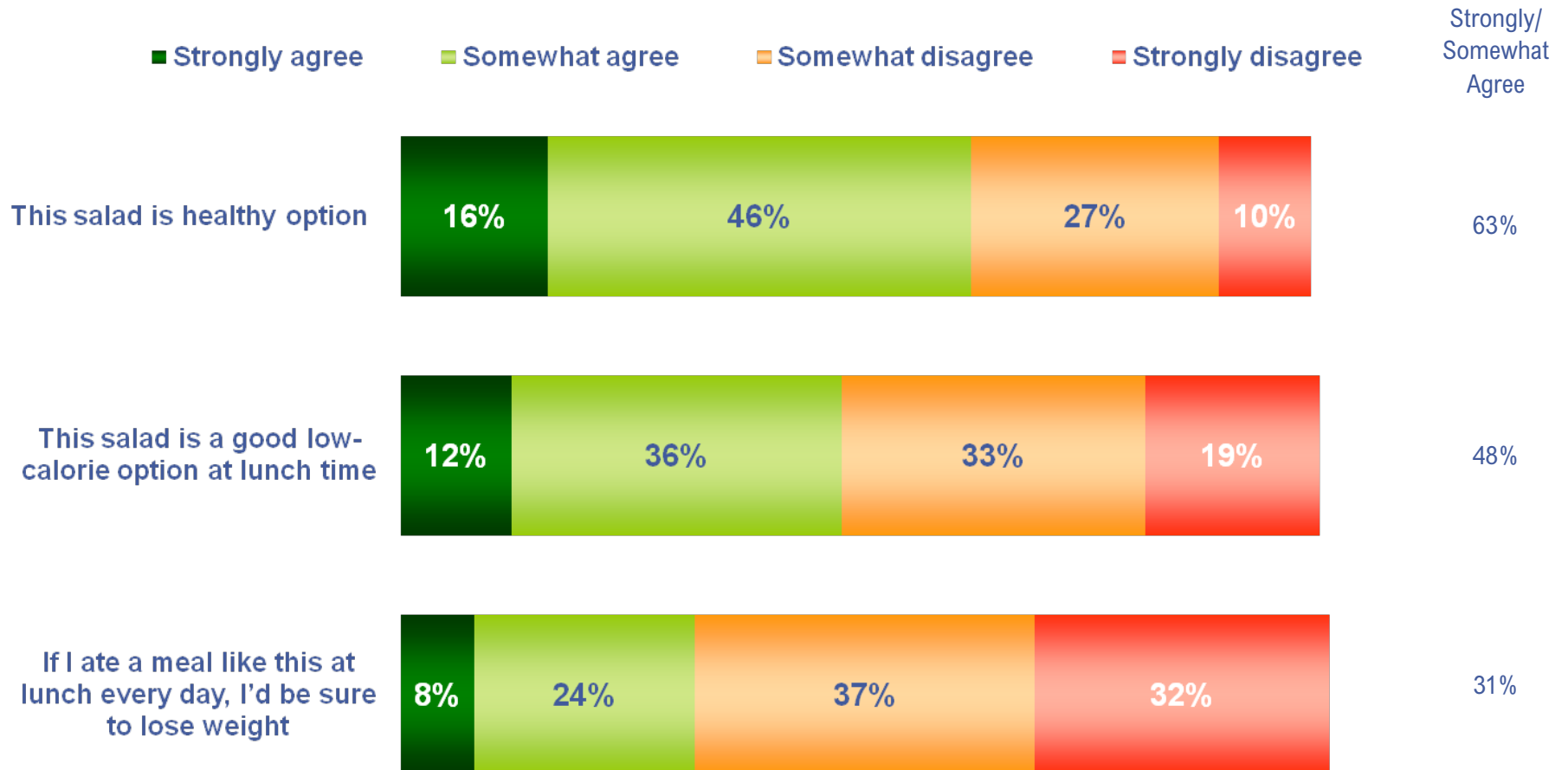


Boston Pizza's
Crispy Chicken Peacan salad with
dressing
Total: 1150 kcals

Q6. Examining the picture above of a lunch salad served at major restaurant chain, how many calories do you think are in this salad?
Base: All Respondents (n=2041)



Lunch Salad Agreement Statements



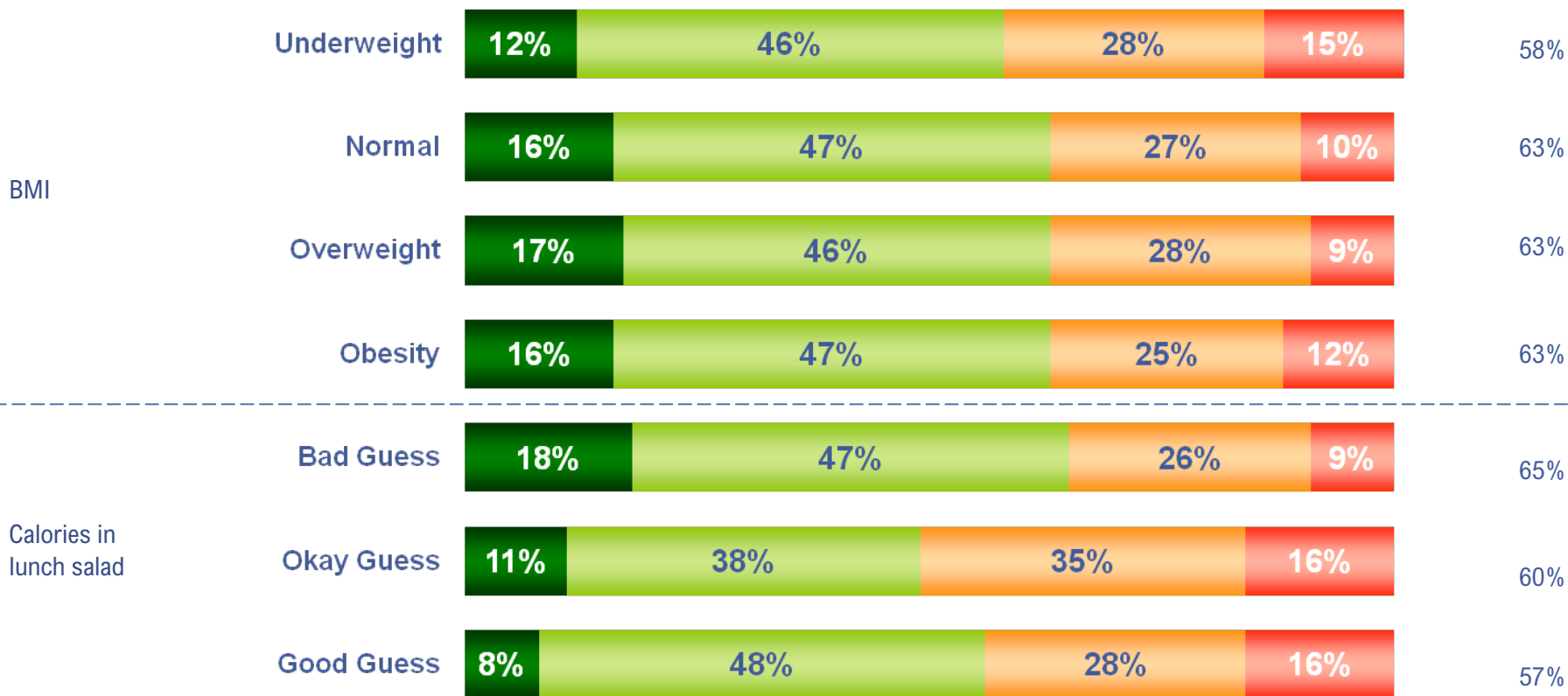


Lunch Salad Agreement Statements

This salad is a healthy option

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

Strongly/
Somewhat
Agree



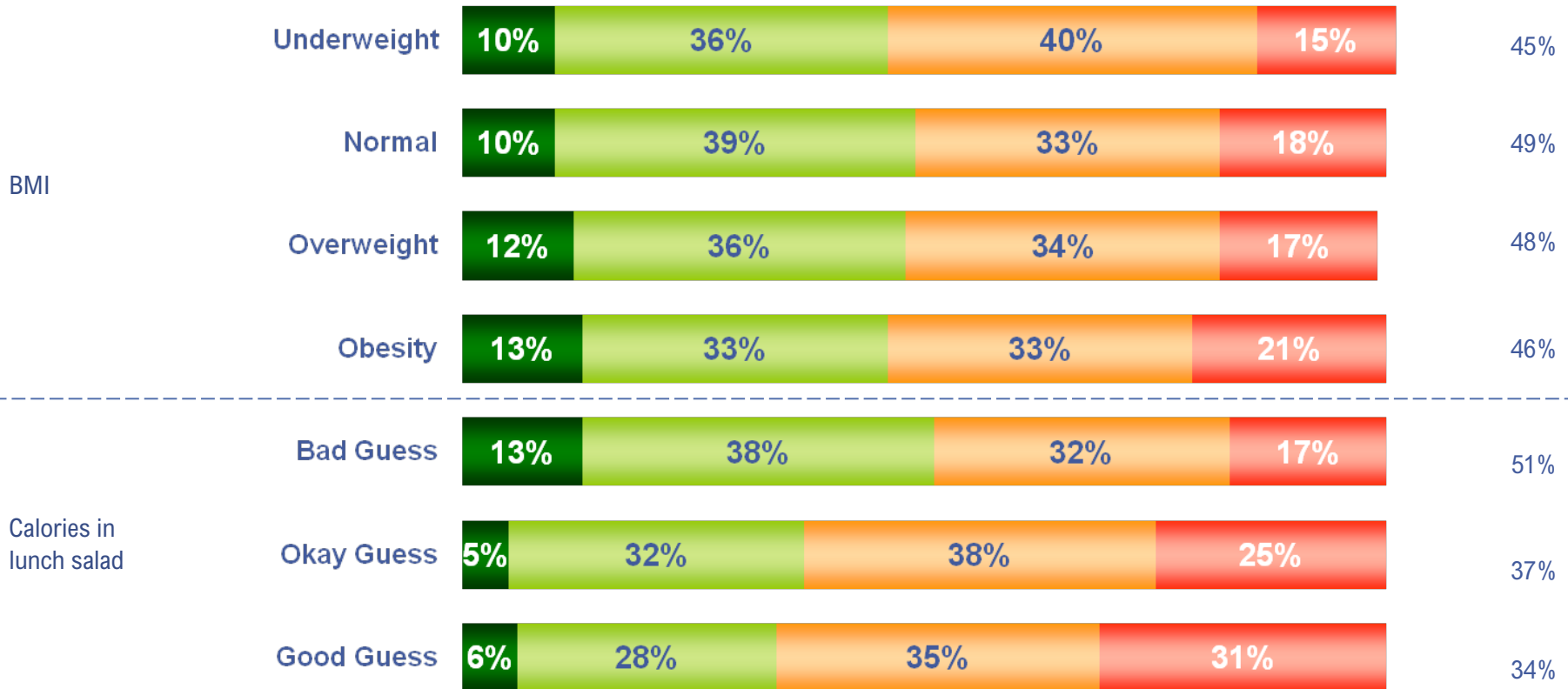


Lunch Salad Agreement Statements

This salad is a good low-calorie option at lunch time

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

Strongly/
Somewhat
Agree



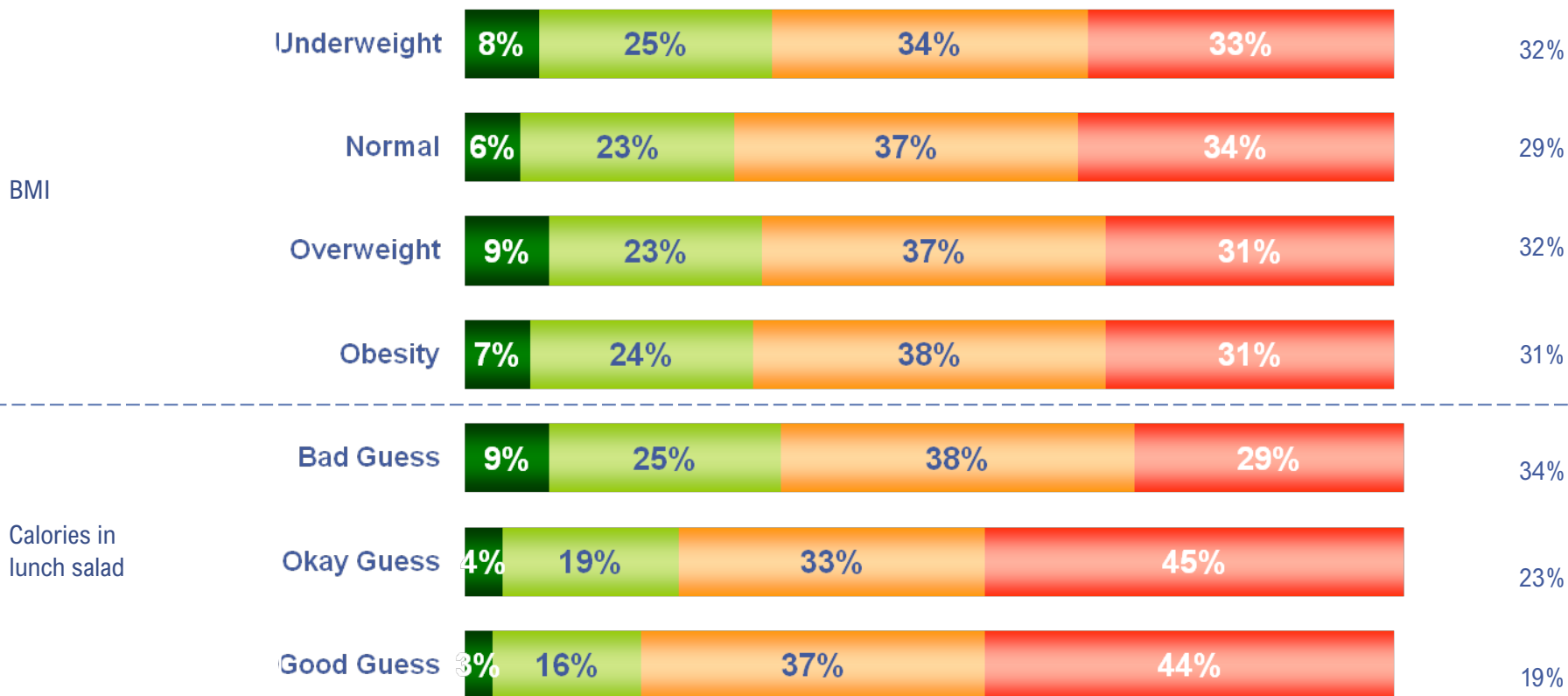


Lunch Salad Agreement Statements

If I ate a meal like this at lunch every day, I'd be sure to lose weight

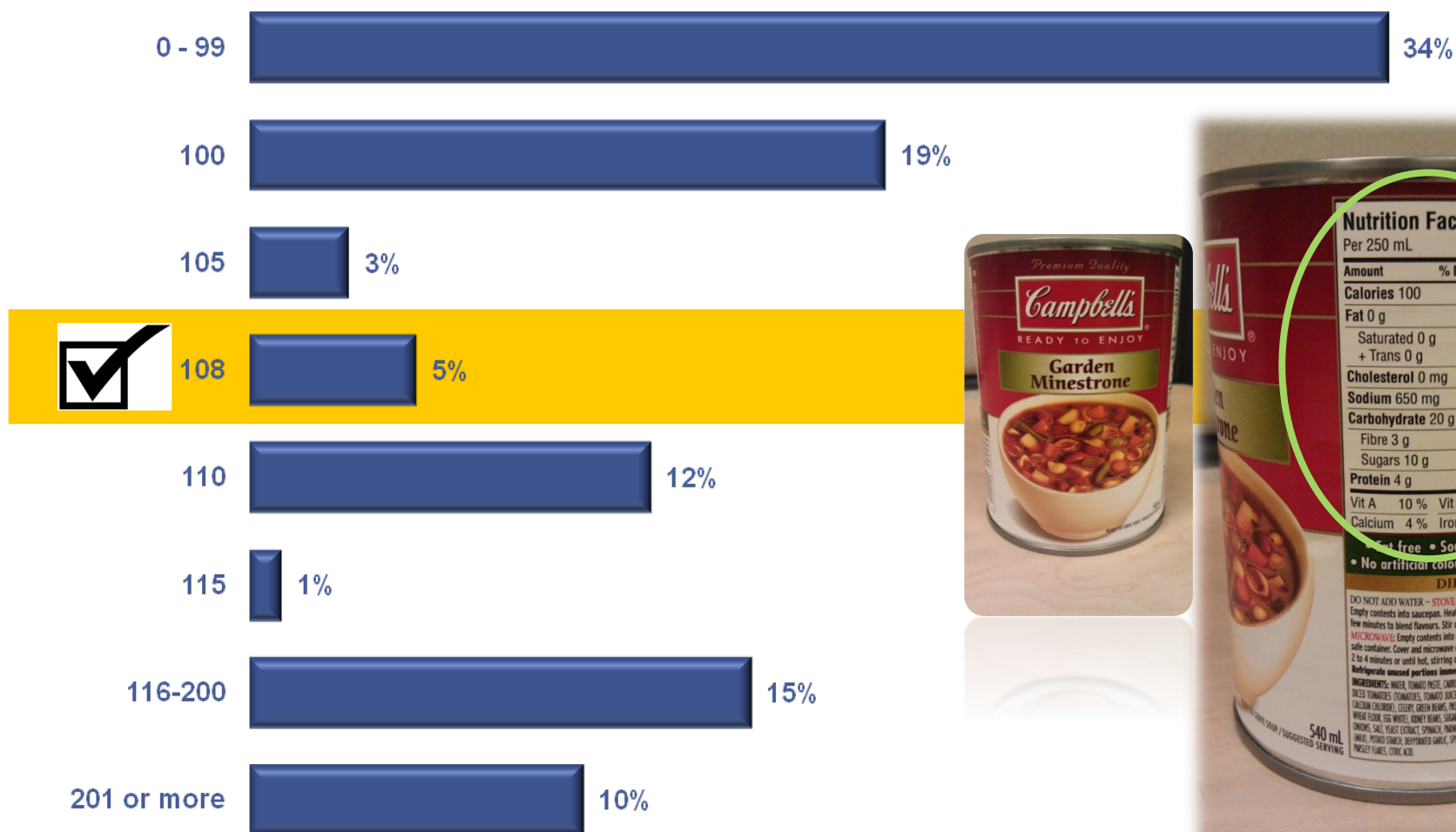
■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

Strongly/
Somewhat
Agree





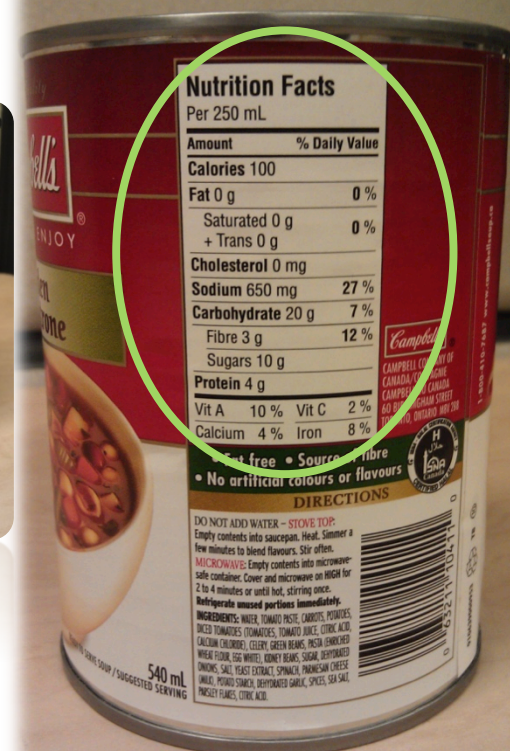
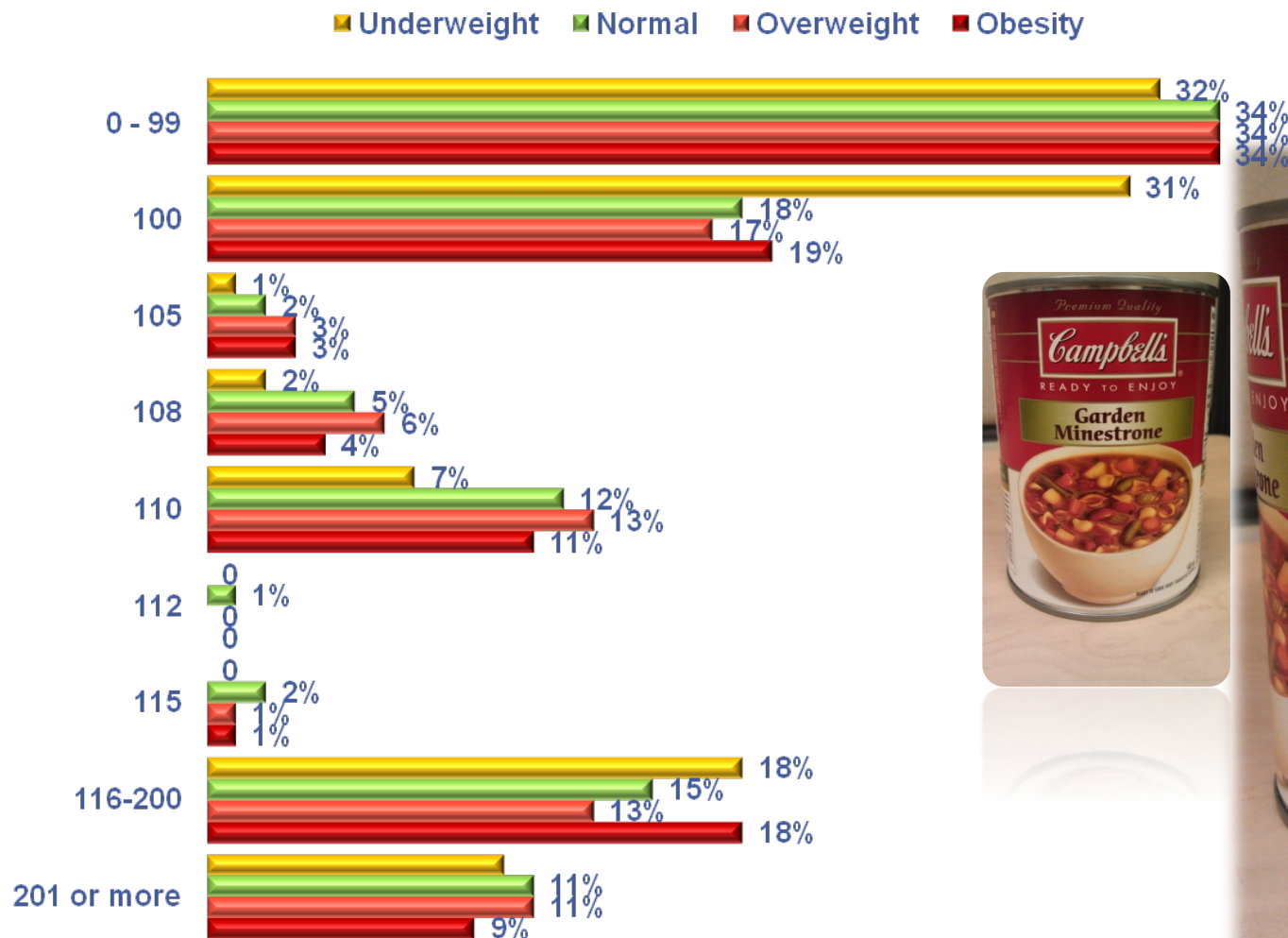
Calories Thought to be in Can of Soup



Q8. Examining the picture of a can of soup below, along with its nutritional content, if you were to split this can of soup with a friend for lunch, how many calories would you consume?
Base: All Respondents (n=2041)



Calories Thought to be in Can of Soup by BMI

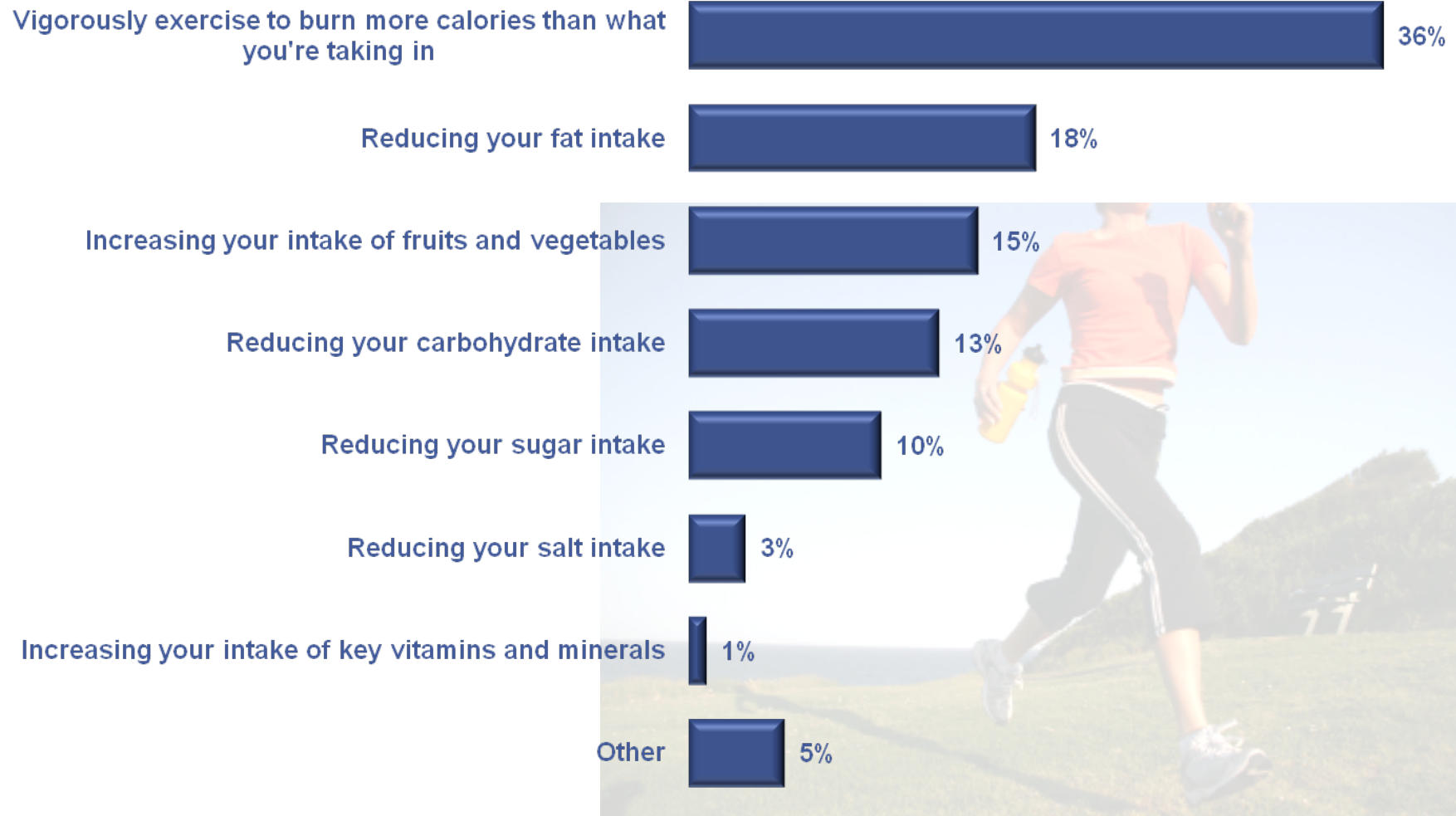


Q8. Examining the picture of a can of soup below, along with its nutritional content, if you were to split this can of soup with a friend for lunch, how many calories would you consume?

Base: All Respondents (n=2041)



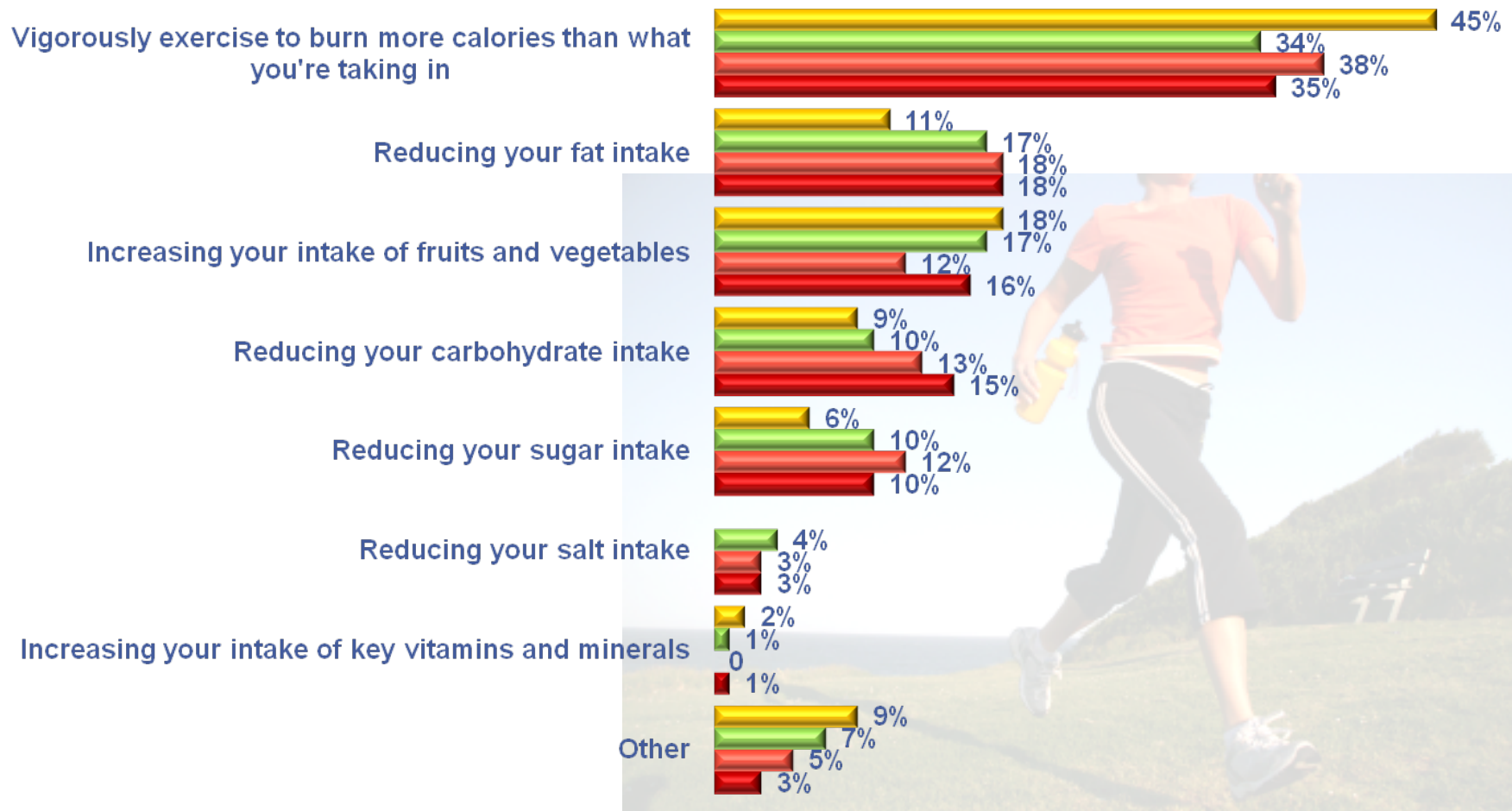
Aspect Seen as Most Important When Attempting to Successfully Lose Weight





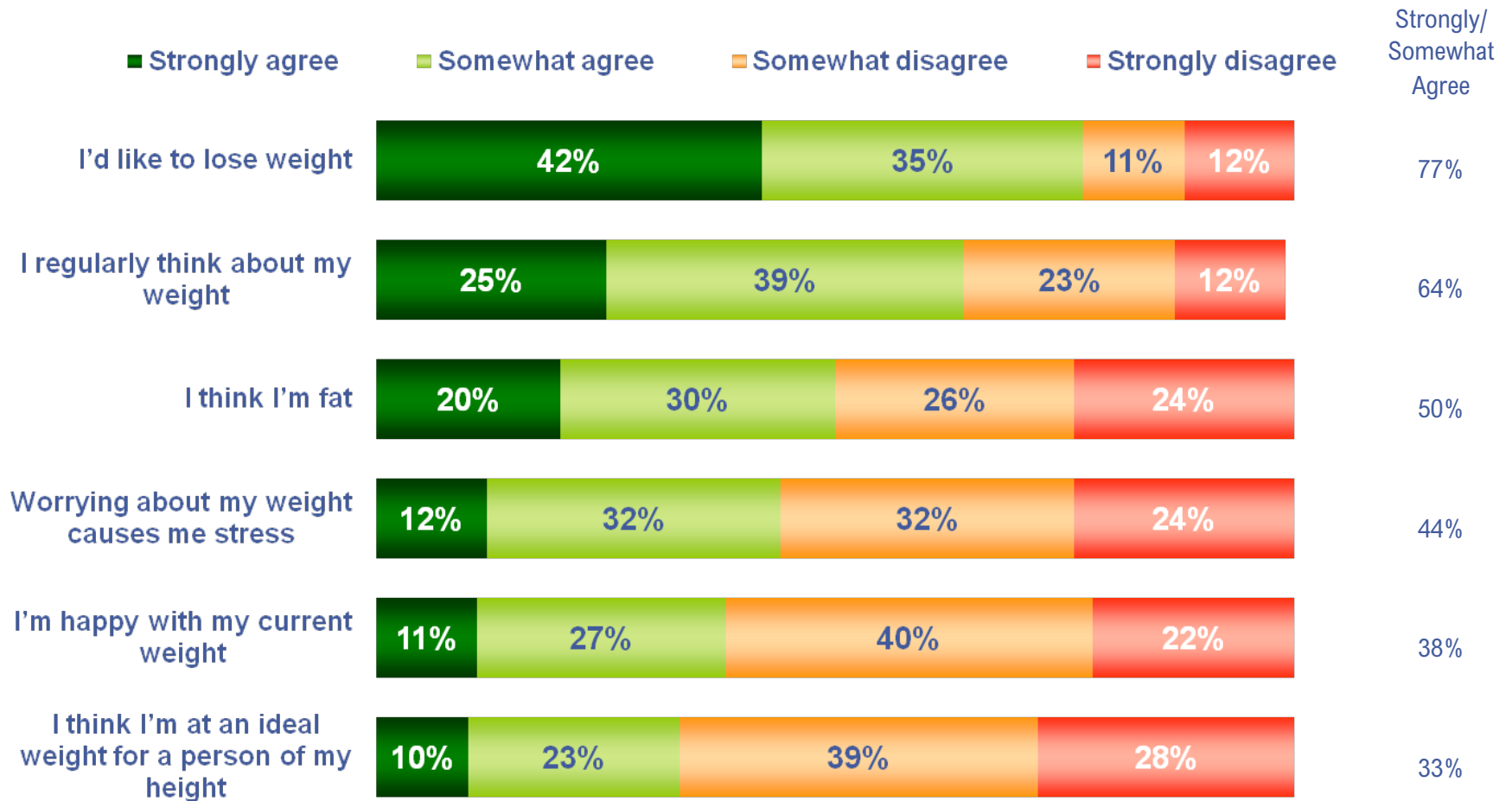
Aspect Seen as Most Important When Attempting to Successfully Lose Weight by BMI

■ Underweight ■ Normal ■ Overweight ■ Obesity





Thinking About Your Current Weight ...



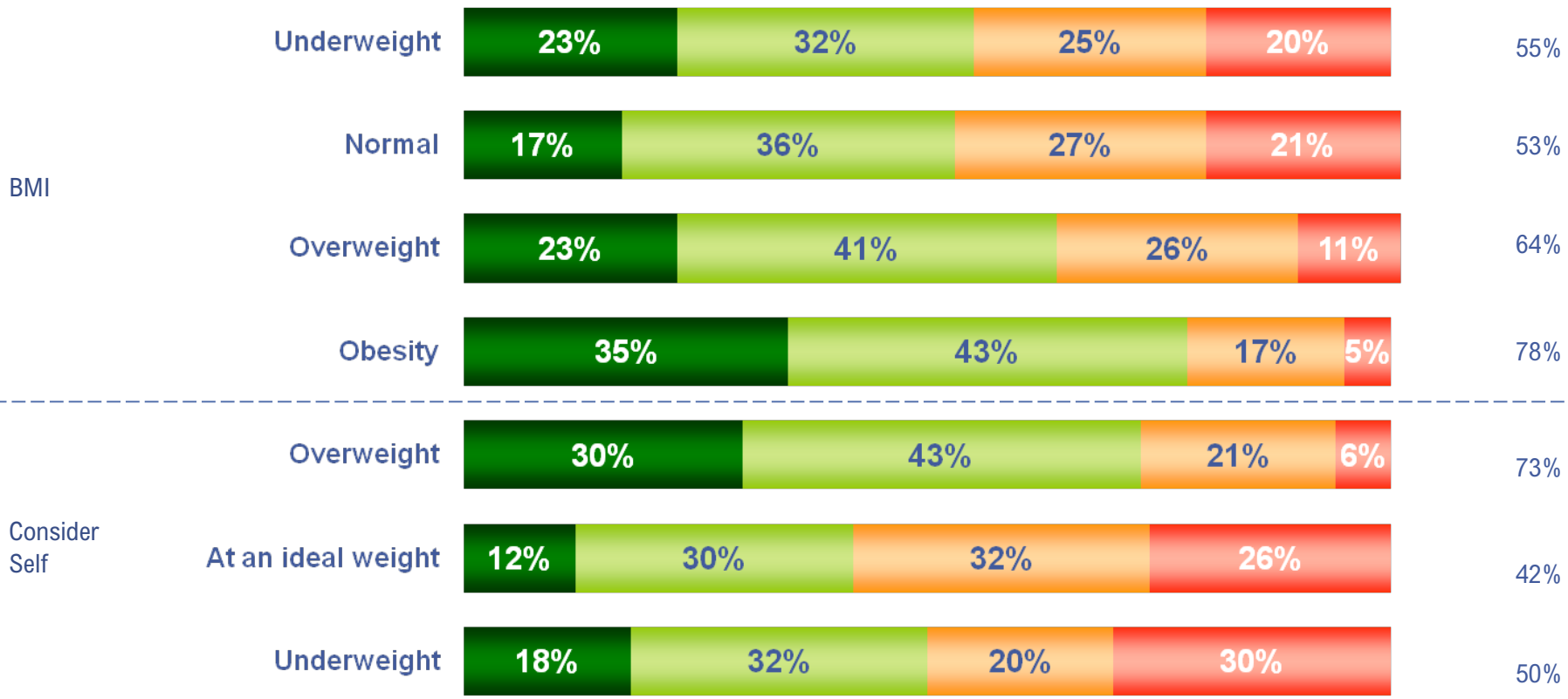


Thinking About Your Current Weight ...

I regularly think about my weight

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree

Strongly/
Somewhat
Agree





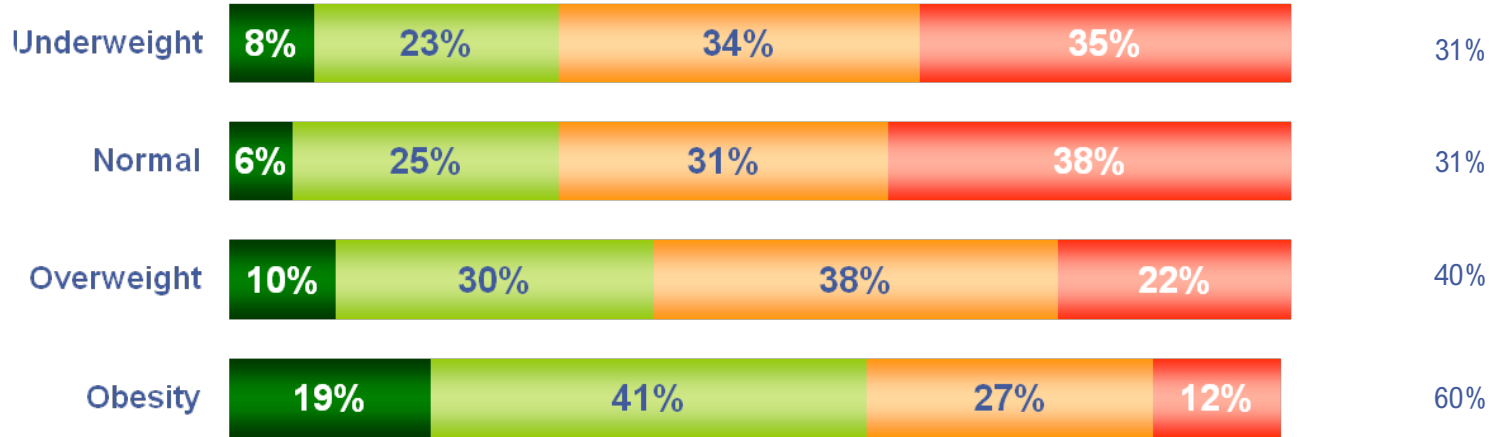
Thinking About Your Current Weight ...

Worrying about my weight causes me stress

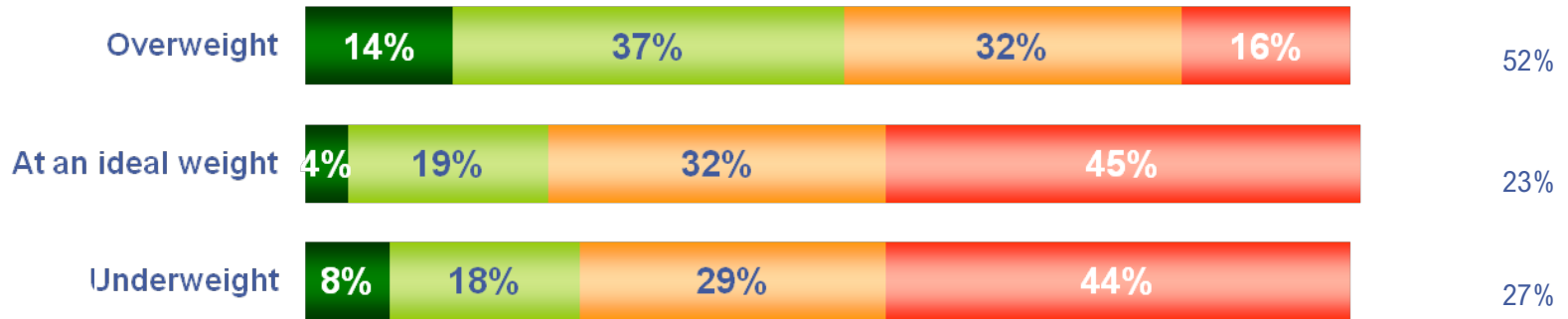
■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

Strongly/
Somewhat
Agree

BMI



Consider
Self





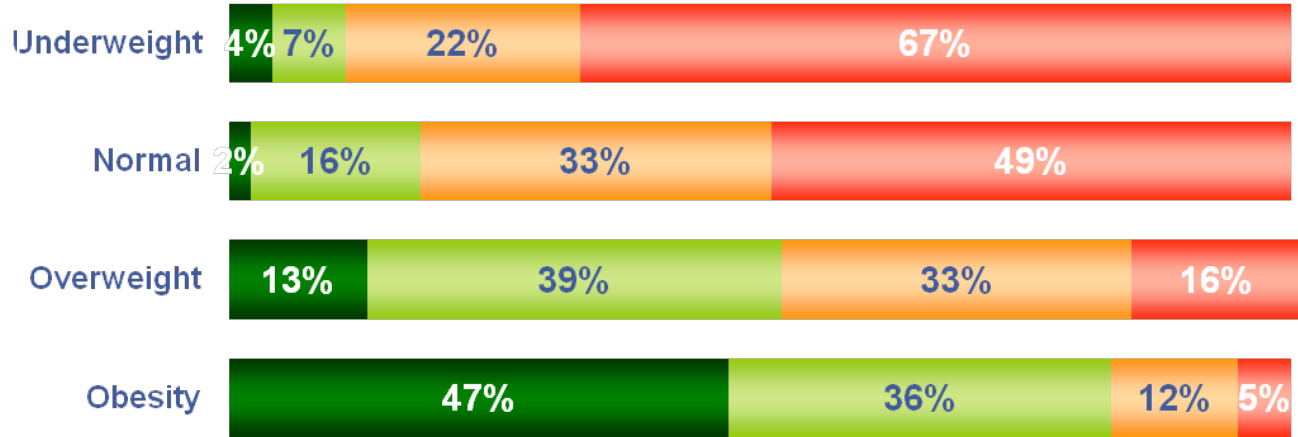
Thinking About Your Current Weight ...

I think I'm fat

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

Strongly/
Somewhat
Agree

BMI



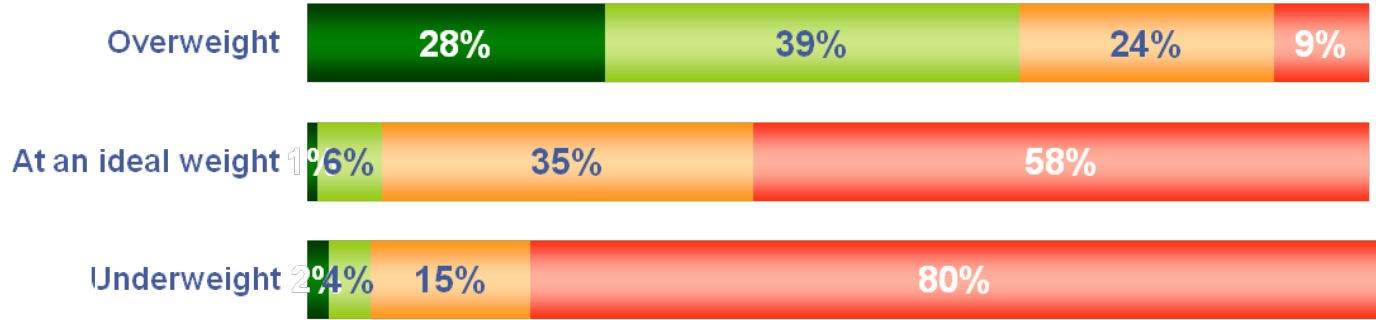
11%

18%

52%

83%

Consider
Self



68%

7%

6%

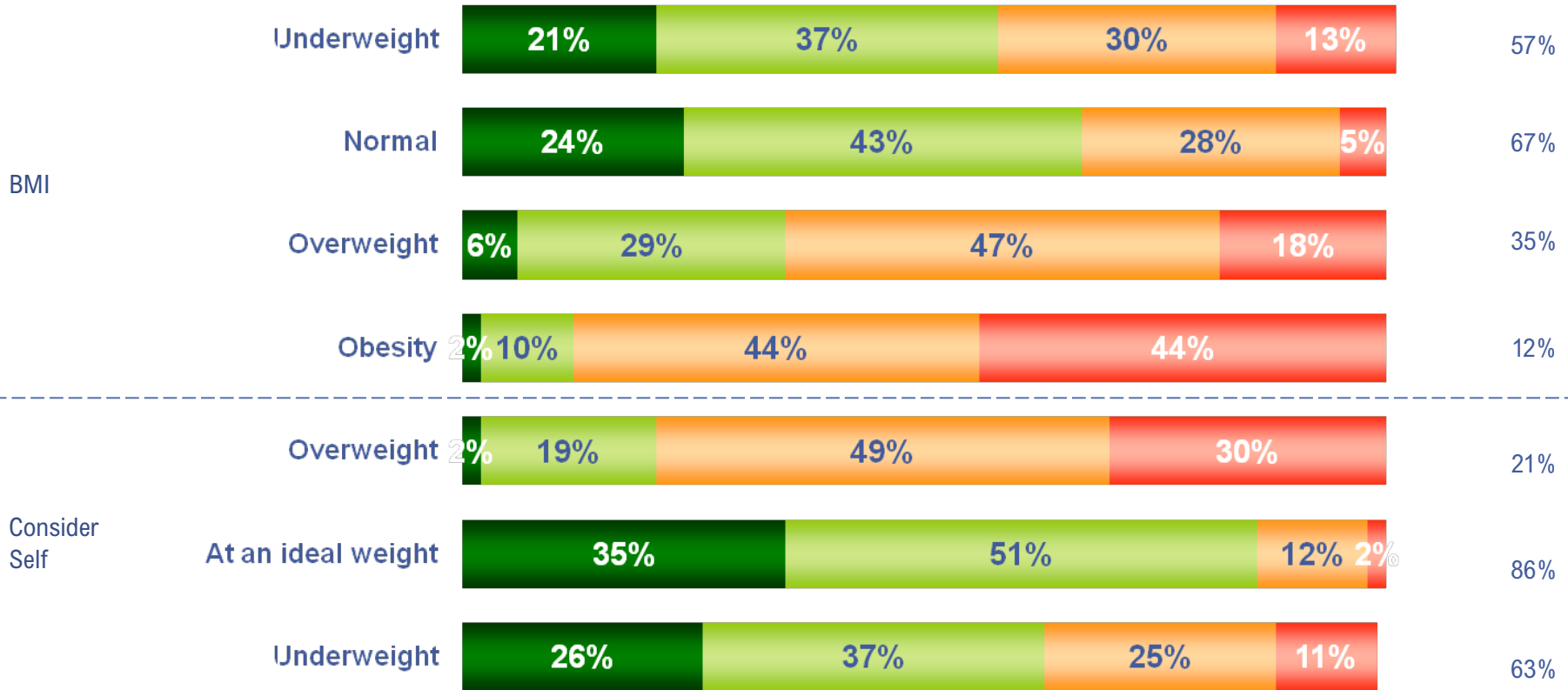


Thinking About Your Current Weight ...

I'm happy with my current weight

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree

Strongly/
Somewhat
Agree





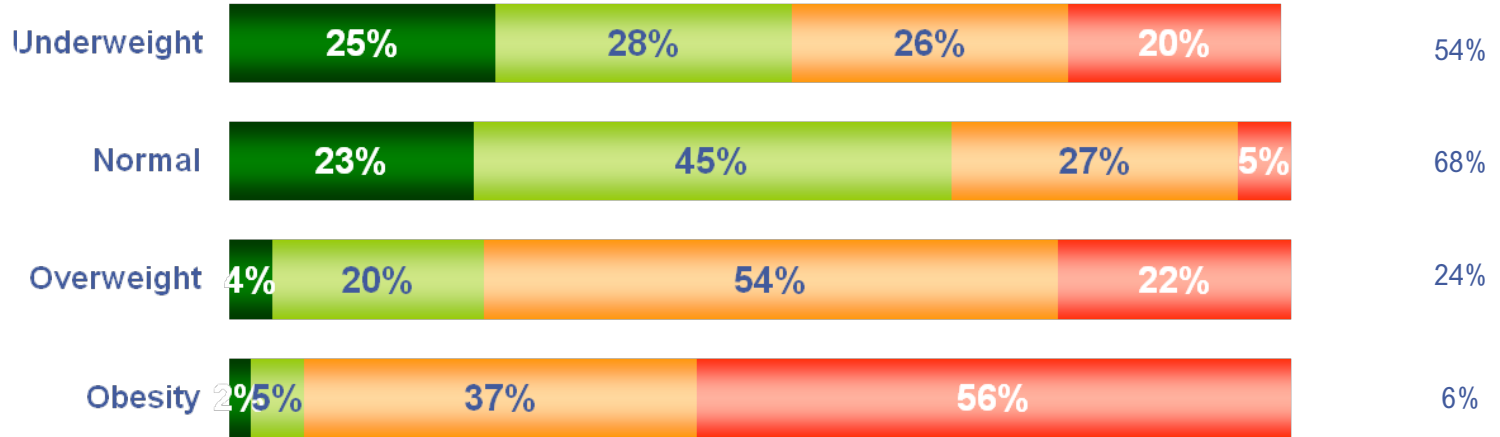
Thinking About Your Current Weight ...

I think I'm at an ideal weight for a person of my height

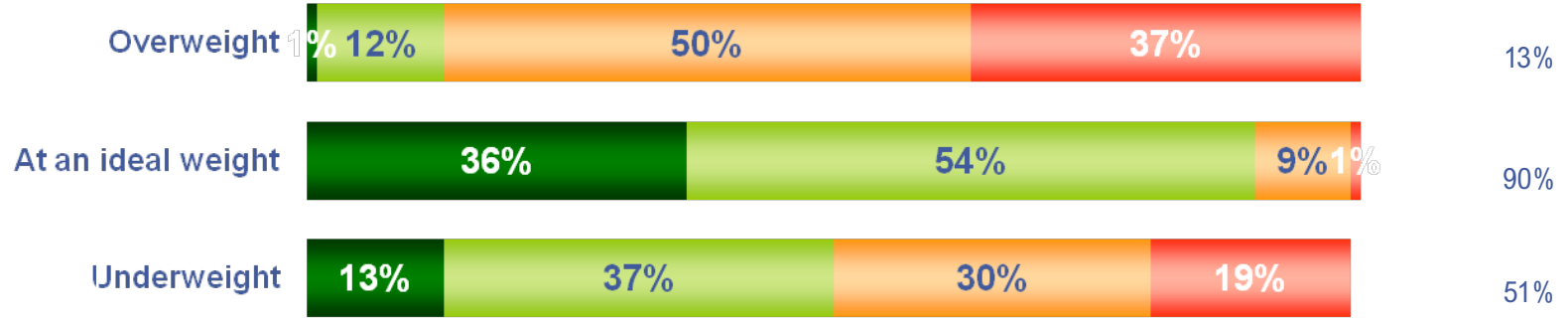
■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree

Strongly/
Somewhat
Agree

BMI



Consider
Self





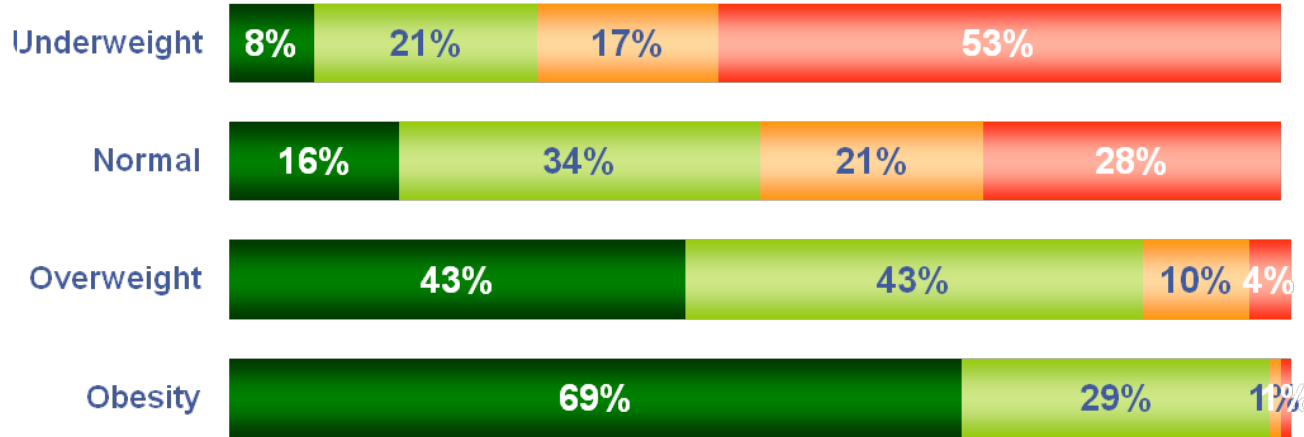
Thinking About Your Current Weight ...

I'd like to lose weight

Strongly agree Somewhat agree Somewhat disagree Strongly disagree

Strongly/
Somewhat
Agree

BMI



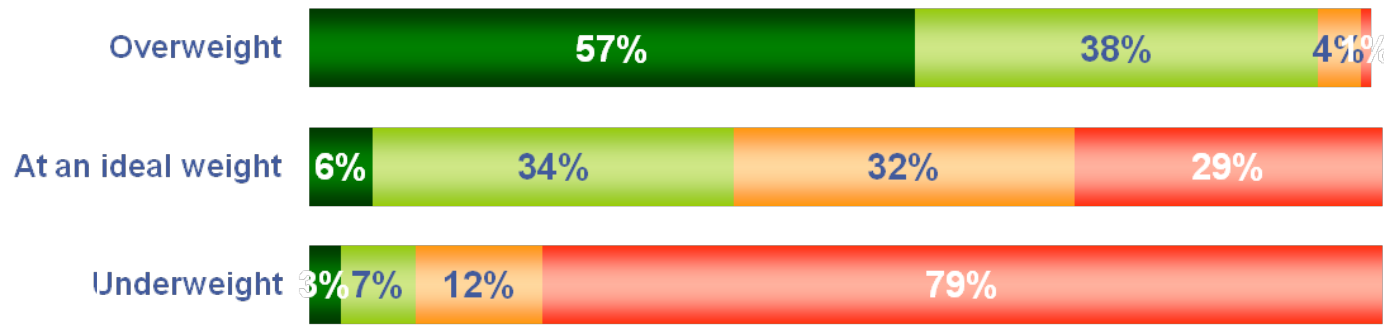
29%

50%

86%

98%

Consider
Self



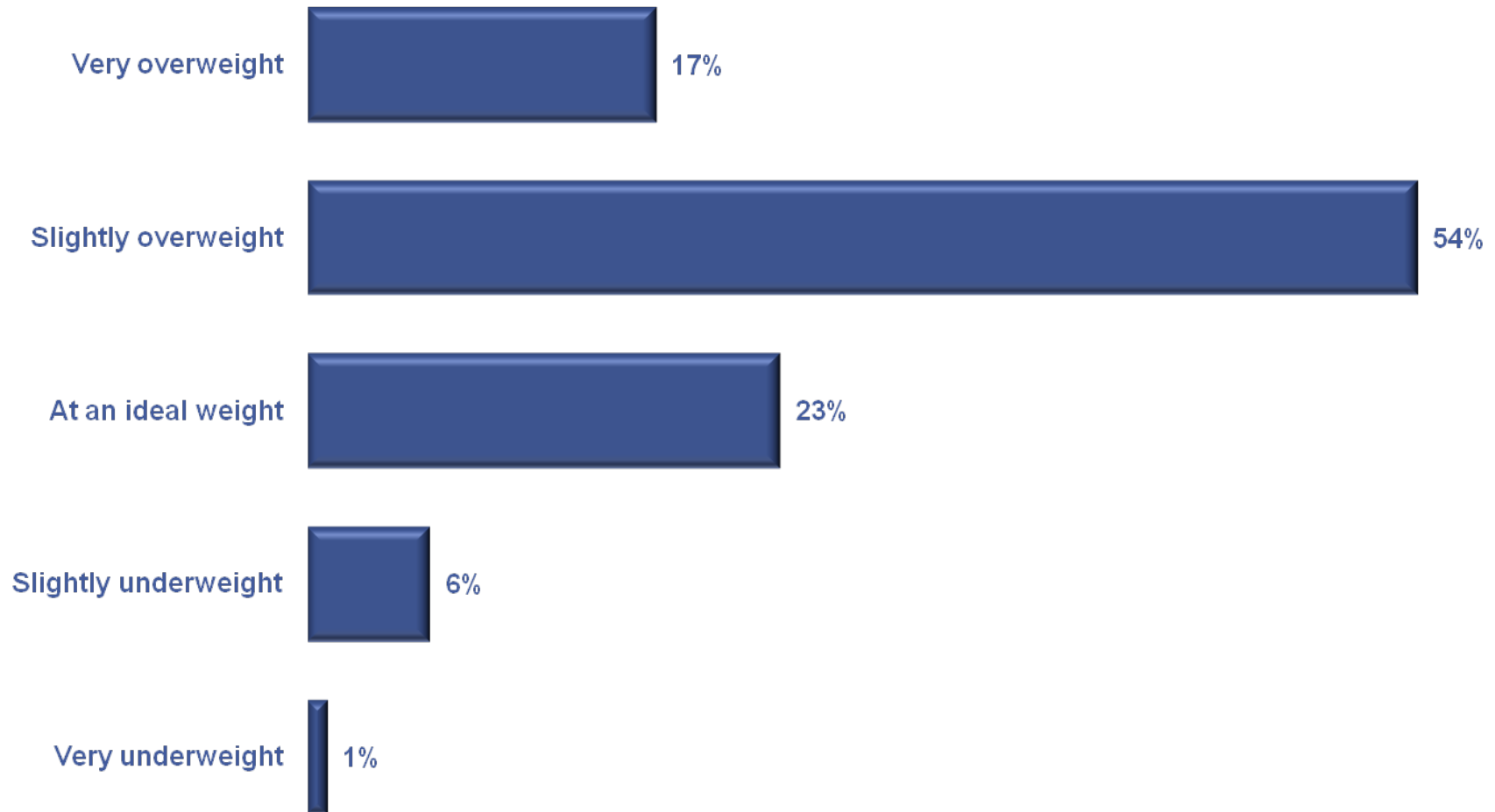
94%

40%

9%

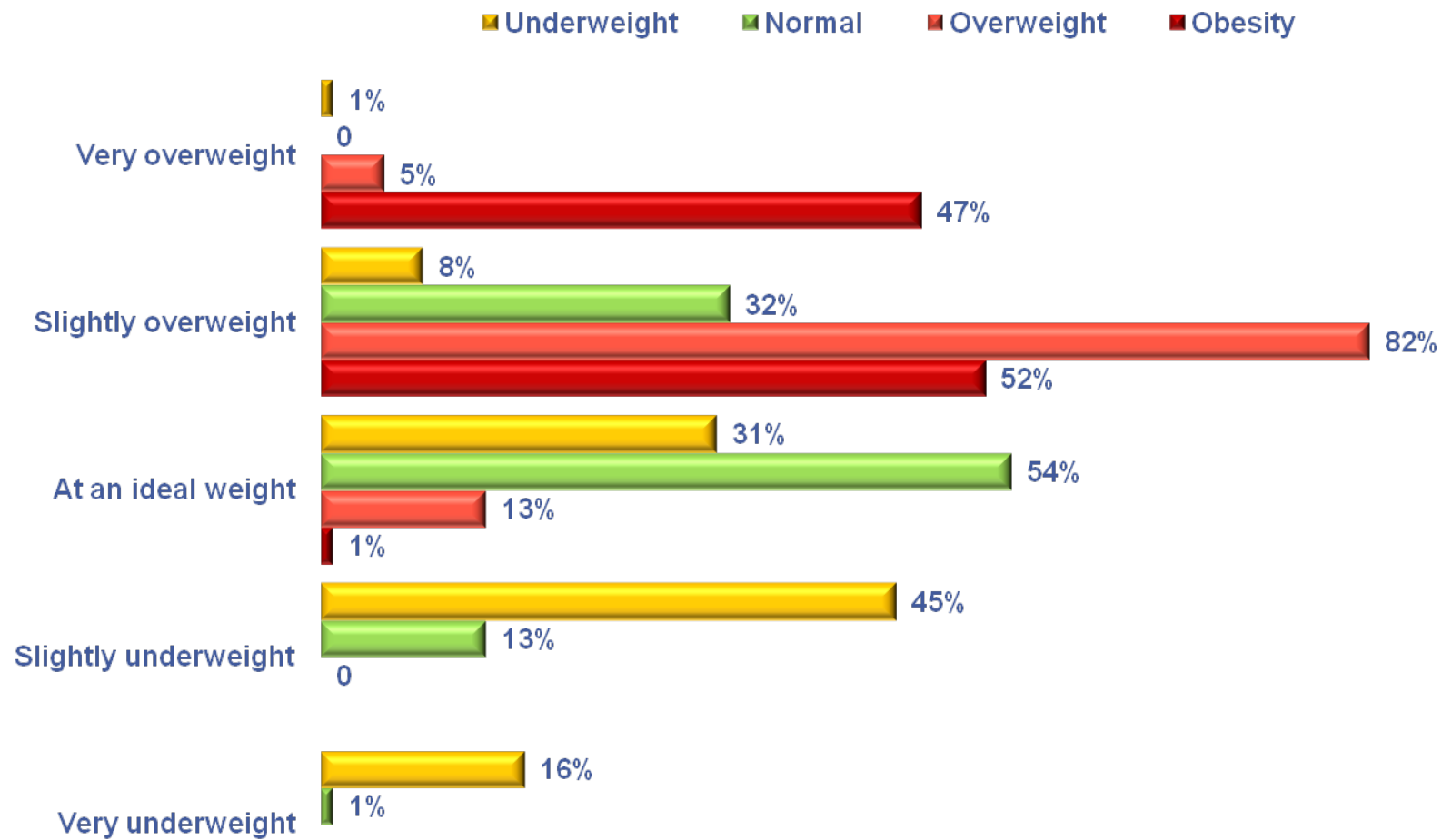


Would You Consider Yourself To Be ...





Would You Consider Yourself To Be ...





Agreement Statements

■ Strongly agree

■ Somewhat agree

■ Somewhat disagree

■ Strongly disagree

Strongly/
Somewhat
Agree

There's a lot of conflicting information out there about how to lose weight



90%

Health practitioners should do more to educate people about weight



86%

Weight loss is a complicated issue that involves a lot of factors



86%

All restaurants should have the nutritional information readily available and clearly visible at the point of purchase, including caloric information



86%

I wish there was a credible source for all things related to weight



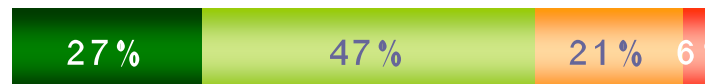
84%

Understanding how calories work would help me manage my weight



74%

The government should do more to educate people about weight



73%

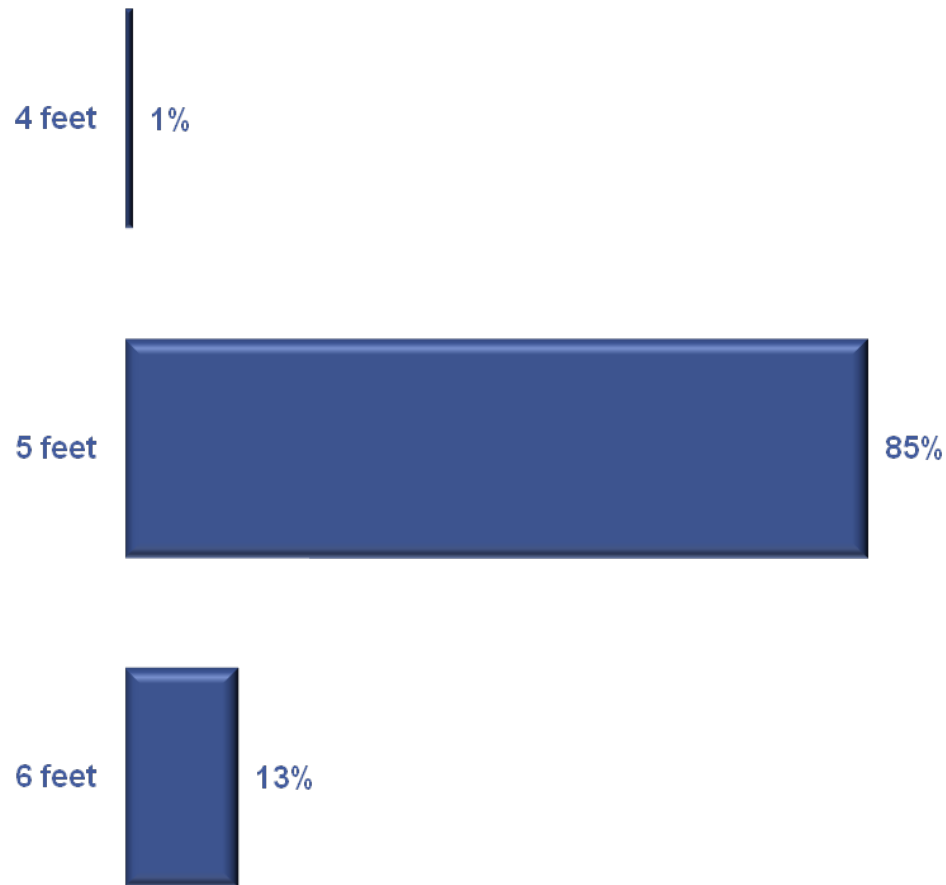
I'm not sure of the best way to lose weight



48%



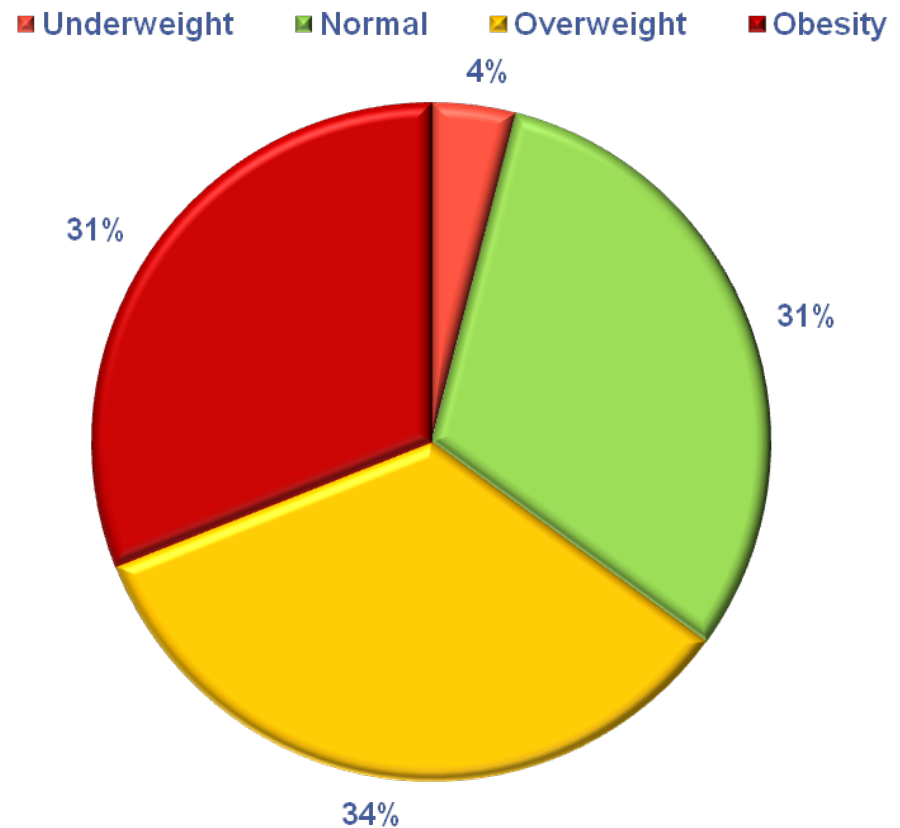
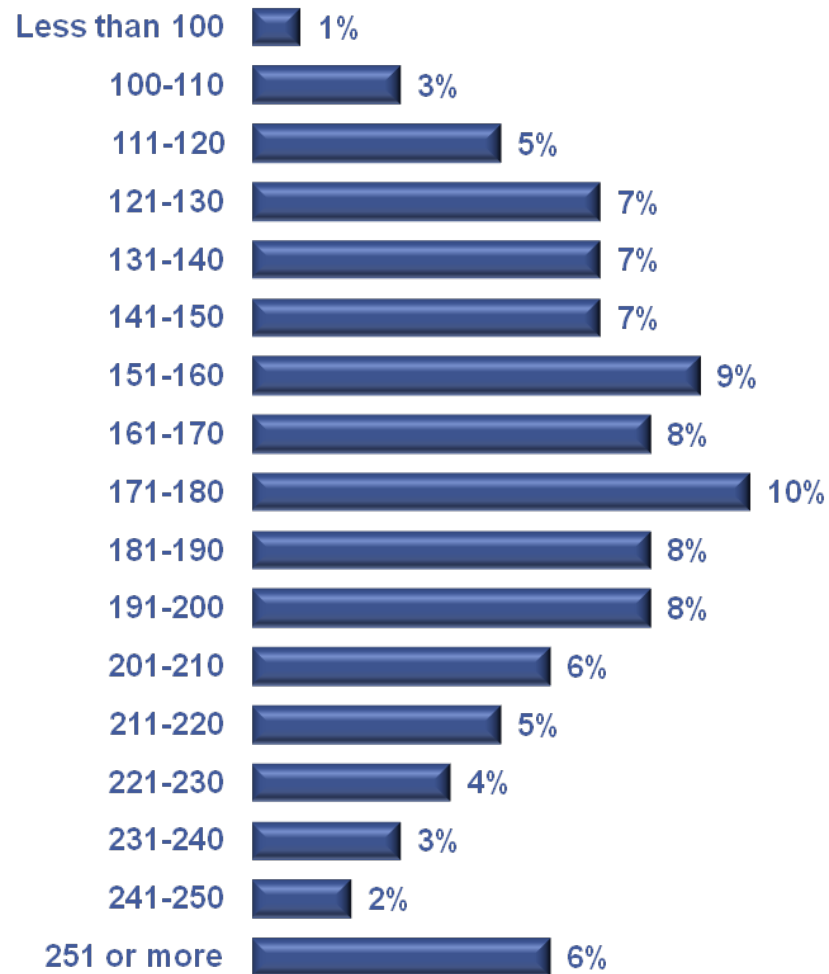
Height



Detailed Height	
4 Feet (Net)	1%
5 Feet (Net)	85%
5 feet	2%
5 feet 1 inch	3%
5 feet 2 inches	7%
5 feet 3 inches	6%
5 feet 4 inches	9%
5 feet 5 inches	8%
5 feet 6 inches	9%
5 feet 7 inches	9%
5 feet 8 inches	9%
5 feet 9 inches	7%
5 feet 10 inches	9%
5 feet 11 inches	6%
6 Feet (Net)	13%
6 feet	6%
6 feet 1 inch	3%
6 feet 2 inches	2%
6 feet 3 inches	1%
6 feet 4 inches	1%
6 feet 5 inches	1%



Weight and BMI





Calories Survey

October 2011



Nobody's Unpredictable