

Report

**STUDY ON HEALTH-  
RELATED GOALS FOR 2020**  
Canada Omnibus



DATE 2020-01-17 PROJECT NUMBER 14800-009



# Table of Contents

<b>— CONTEXT, OBJECTIVES &amp; METHODOLOGY</b>	<b>Page 03</b>
<b>— KEY FINDINGS</b>	<b>Page 05</b>
<b>— DETAILED RESULTS</b>	<b>Page 07</b>
<b>— PROFILE OF RESPONDENTS</b>	<b>Page 12</b>

# CONTEXT, OBJECTIVES & METHODOLOGY

# CONTEXT, OBJECTIVES & METHODOLOGY

Leger was commissioned by Retail Council of Canada to determine the health-related goals of Canadians for 2020.

More specifically, the study aims to identify their diet-related goals and how they will impact the distribution of their food expenditures.

**HOW?** A **Web survey** was conducted with **Canadian residents**.

**WHO?** Representative sample of **1,526 respondents** who are **English- or French-speaking**, and **18 years of age or older**.

**WHEN?** Data was collected from **January 10 to January 14, 2020**.

**WEIGHTING?** To ensure sample representativeness, results were weighted according to **age, language, gender, region, education and the presence of children in the household**.

## HOW TO READ THIS REPORT

### ROUNDING

*The numbers presented in this report have been rounded out and their sum in graphs and tables (based on real numbers before rounding) might not correspond to the manual addition of the rounded numbers.*

### SIGNIFICANT DIFFERENCES

*Results presenting significant statistical differences are indicated following the presentation of overall results in a box on the left margin.*

*Percentages in **bold green** indicate a statistically **higher proportion** compared to their complement. Percentages in **bold red** indicate a **statistically lower proportion** compared to their complement.*

## KEY FINDINGS

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The main goal for 26% of Canadians is to lose weight. **The four most common goals among Canadians are to improve their diet (48%), lose weight (48%), get back in shape (42%) and take more time for themselves (29%).**

Compared to other Canadians, a higher proportion of Quebecers want to take more time for themselves and start practicing a sport.

More women have set health-related goals for 2020 than men. In addition, these relate more to their weight and diet compared to men who have set more goals about fitness and alcohol/drug use.



Most respondents (83%) have set goals related to their eating habits for 2020. **The most common goals are to eat more fruits and vegetables (43%), eat less sugar (41%), eat less processed food (33%) and eat smaller servings (30%).** More Canadians living in the ROC want to eat less processed food compared to Quebecers.

**Nearly 2 Canadians out of 10 (17%) plan to participate in a 30-day no alcohol challenge in 2020.**



In 2019, three-quarters of food expenditures were for grocery shopping, one-fifth were in restaurants and take out, and the rest in ready-to-cook meals and other expenses. **In 2020, the distribution remains similar, but expenses in restaurants/take out decreased slightly.**

Canadians living in the ROC tend to go to restaurants more often and eat more take out compared to Quebecers.

## DETAILED RESULTS

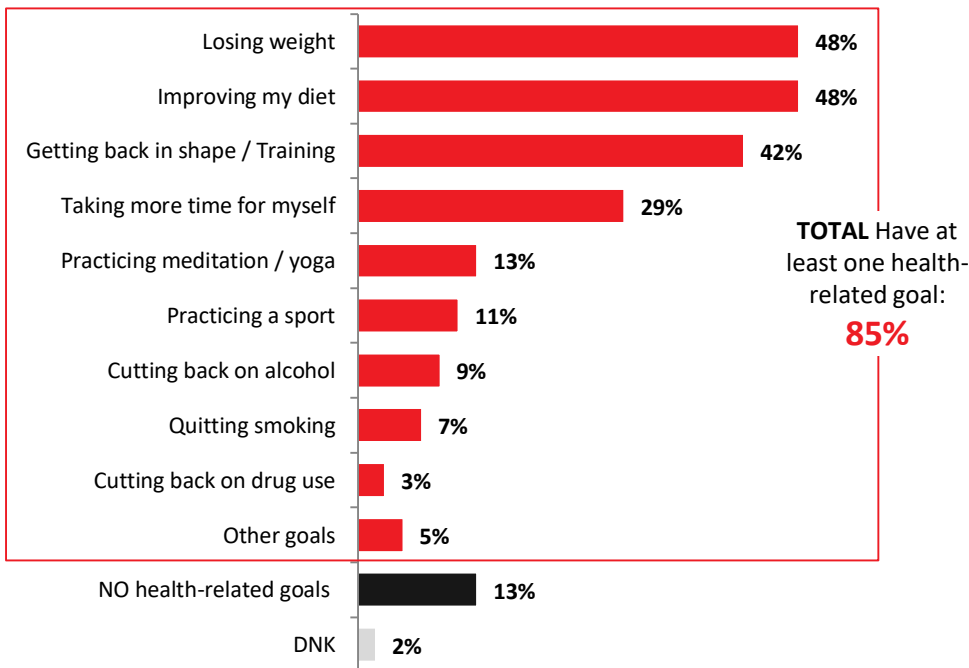
# HEALTH-RELATED GOALS FOR 2020

**COS1. Do you have any health-related goals for 2020? If so, what is your main goal?**

**COS2. What are all your other health-related goals for 2020?**

SEVERAL MENTIONS POSSIBLE <sup>1</sup>

Base: All respondents (n=1,526) / Respondents who have a main health-related goal for 2020 (n=1,307)



	TOTAL <i>main + other goals</i>			MAIN GOAL		
	TOTAL	QC	ROC	TOTAL	QC	ROC
	n= 1,526	414	1,112	1,526	414	1,112
Losing weight	48%	44%	49%	26%	23%	17%
Improving my diet	48%	43%	49%	16%	12%	17%
Getting back in shape / Training	42%	45%	41%	18%	21%	17%
Taking more time for myself	29%	33%	28%	9%	10%	9%
Practicing meditation / yoga	13%	11%	14%	3%	3%	4%
Practicing a sport	11%	19%	9%	3%	6%	2%
Cutting back on alcohol	9%	9%	9%	3%	3%	3%
Quitting smoking	7%	6%	7%	4%	3%	4%
Cutting back on drug use	3%	3%	3%	1%	1%	0%
Other goals	5%	3%	6%	3%	1%	3%
Don't have health-related goals / No other goals	13%	14%	13%	13%	14%	13%
Don't know	2%	2%	1%	2%	2%	1%

More women have set health-related goals for 2020 than men. In addition, these relate more to their weight and diet compared to men who have set more goals about fitness and alcohol/drug use.

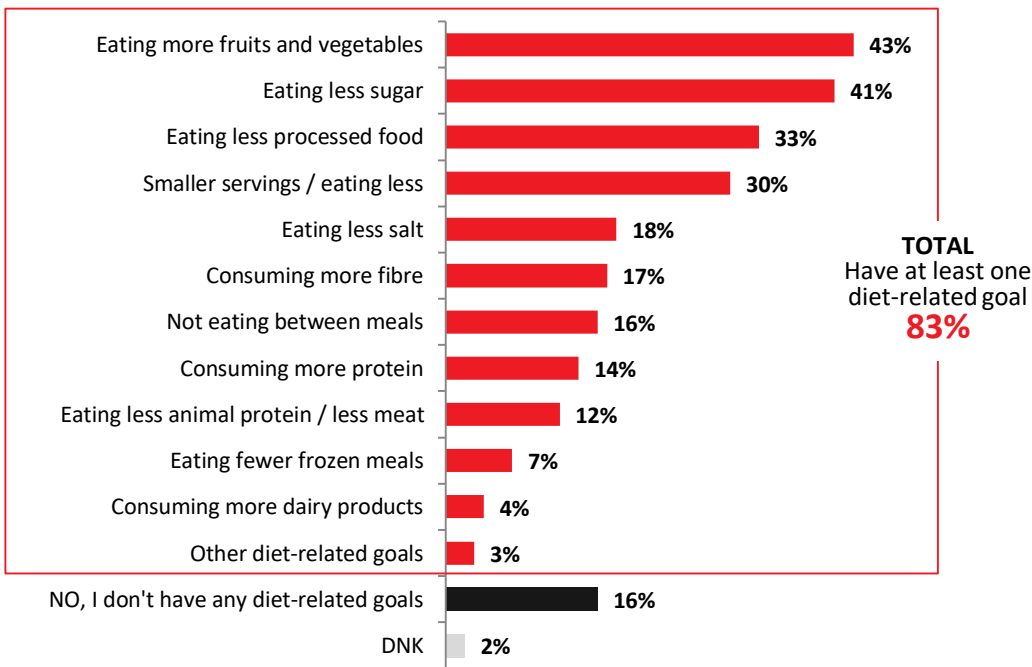
<sup>1</sup> Because respondents were able to give several answers, total mentions may exceed 100%.



# DIET-RELATED GOALS IN 2020

**COS3. Do you have any goals to change certain eating habits in 2020? If so, what changes would you like to make to your diet?** SEVERAL MENTIONS POSSIBLE <sup>1</sup>

Base: All respondents (n=1,526)



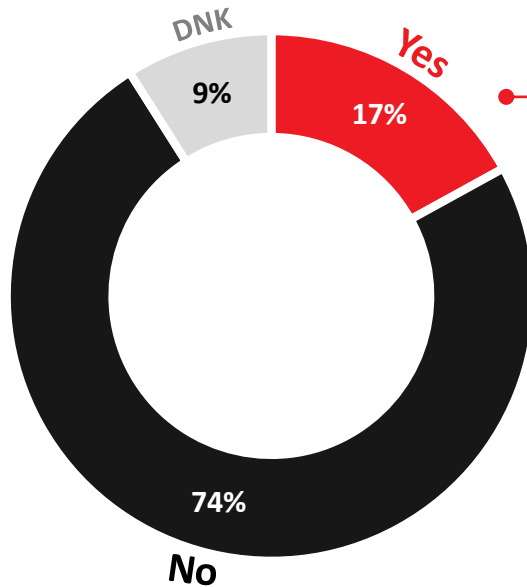
	TOTAL	QC	ROC
n=	1,526	414	1,112
<b>TOTAL HAVE A DIET- RELATED GOAL</b>	<b>83%</b>	<b>81%</b>	<b>83%</b>
Eating more fruits and vegetables	43%	40%	44%
Eating less sugar	41%	41%	41%
Eating less processed food	33%	27%	35%
Smaller servings / eating less	30%	30%	31%
Eating less salt	18%	17%	19%
Consuming more fibre	17%	14%	17%
Not eating between meals	16%	15%	16%
Consuming more protein	14%	12%	15%
Eating less animal protein / less meat	12%	15%	11%
Eating fewer frozen meals	7%	6%	7%
Consuming more dairy products	4%	5%	3%
Other diet-related goals	3%	2%	3%
<b>NO, I don't have any diet-related goals</b>	<b>16%</b>	<b>16%</b>	<b>16%</b>
<b>Don't know</b>	<b>2%</b>	<b>3%</b>	<b>1%</b>

<sup>1</sup> Because respondents were able to give several answers, total mentions may exceed 100%.

# INTENTION TO PARTICIPATE IN A 30-DAY NO ALCOHOL CHALLENGE IN 2020

COS4. Are you planning to participate in a 30-day no alcohol challenge in 2020?

Base: All respondents (n=1,526)



Proportion significantly higher among:

- Respondents younger than 35 (26%)
- Respondents with children (24%)

	TOTAL	QC	ROC
	n= 1,526	414	1,112
Yes	17%	17%	17%
No	74%	74%	74%
Don't know	9%	9%	9%

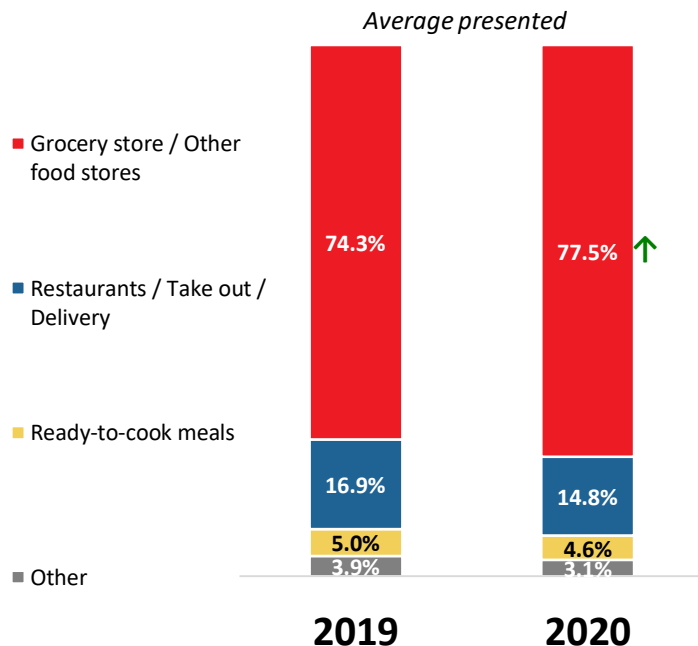
# DISTRIBUTION OF FOOD EXPENDITURES

**COS5A. How were your household's total food expenditures distributed according to each of the following categories in 2019?**

**COS5B. According to your predictions and goals, how will your household's total food expenditures be distributed according to each of the following categories in 2020?**

NUMERICAL MENTION

Base: All respondents (n=1,526)



<i>Average presented</i>	2019			2020		
	TOTAL	QC	ROC	TOTAL	QC	ROC
n=	1,526	414	1,112	1,526	414	1,112
Grocery store / Other food stores	74,3%	75,5%	73,9%	77,5% ↑	77,8%	77,4%
Restaurants / Take out / Delivery	16,9%	15,4%	17,3%	14,8%	14,0%	15,0%
Ready-to-cook meals	5,0%	4,0%	5,3%	4,6%	3,7%	4,9%
Other	3,9%	5,1%	3,5%	3,1%	4,5%	2,6%

Men and respondents under the age of 35 tend to spend more in restaurants and take out than other respondents.

## PROFILE OF RESPONDENTS

# PROFILE OF RESPONDENTS

Base: All respondents

**TOTAL**  
(n=1,526)

## GENDER

Male	49%
Female	51%

## AGE

Between 18 and 34	27%
Between 35 and 54	34%
55 or over	39%

## LANGUAGE

English	56%
French	21%
Other	22%

## REGIONS

Atlantic	7%
Québec	23%
Ontario	38%
Manitoba / Saskatchewan	7%
Alberta	11%
British Columbia	14%
Yes	27%
No	72%

Base: All respondents

**TOTAL**  
(n=1,526)

## OCCUPATION

Office / Sales / Services	22%
Manual workers	11%
Professionals	20%
Homemakers	5%
Students	7%
Retirees	26%
Unemployed	4%

## HOUSEHOLD INCOME

Less than \$40,000	25%
Between \$40,000 and \$59,999	17%
Between \$60,000 and \$79,999	14%
Between \$80,000 and \$99,999	11%
\$100,000 or more	23%

## EDUCATION

Elementary / High school	32%
College	39%
University	27%

Note: The remaining percentage points correspond to the proportion of refusals to answer.

# Leger

*We know Canadians*



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