

# Yukon Food Choices and Attitudes



## Results from RPAY 2009 Survey of Yukoners

### Methodology Overview

Between October and December 2009, a total of 850 Yukon residents were surveyed by telephone and using a pre-recruited online panel. Data is weighted to accurately represent residents by age, gender and community. For activity levels (self reported times and length of activity) two data cleaning events took place. First those reporting activities not included in the project scope, such as wood cutting, work, construction and motorized activities (snowmobiling and ATVs) were removed. Second, a 5% trim was done on the number of times activities were done and on the length of the activities. This was done to reduce the impact of those outliers on the total averages. This report includes analysis of those who rated Healthy Eating as a low (1-3) priority vs. those rating it as high (4-5) on a 5-point scale.

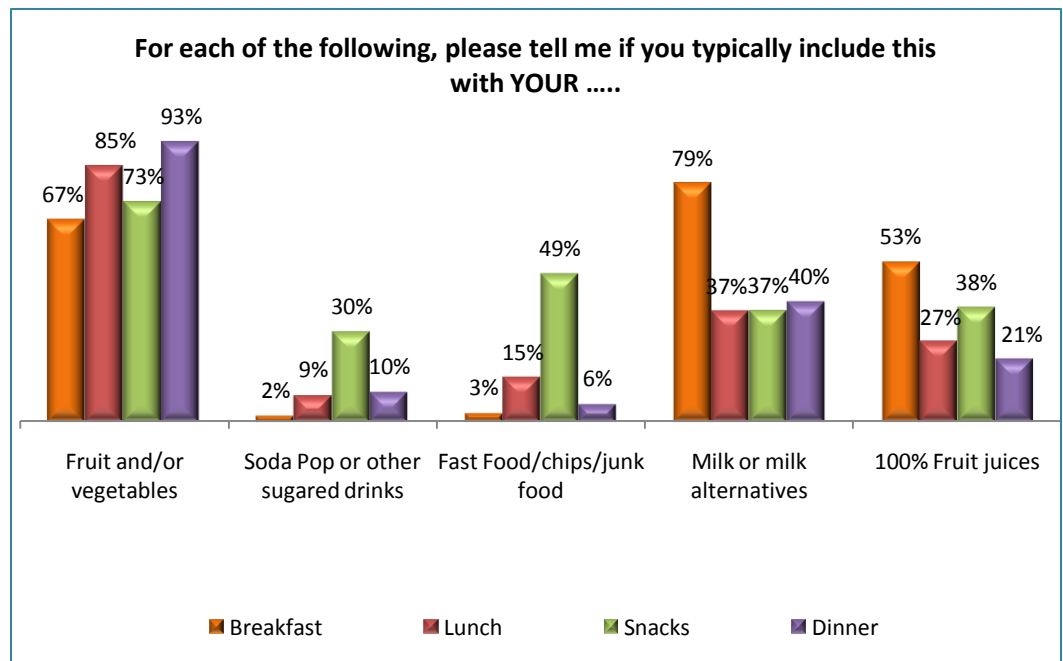
### Perception of Healthy Eating

The majority of Yukoners (75%) feel that their food choices are moderate to very healthy. Women are more likely to feel their choices are healthy compared to men (83% vs. 73%). Those earning under \$50K a year and those under the age of 35 are the least likely to feel their choices are healthy (69%).

### Food Choices

**Fruits and vegetables** are typically included in most meals; most often a part of dinner.

- Women are more likely than men to include fruits and vegetables in all meals.
- Those earning under \$50K are the least likely to include it in all meals.
- Residents of Whitehorse are more likely than those in the communities to include fruit/vegetables in their lunch and snacks.



**Soda pop or sugared drinks** are included in 10% of Yukoners' lunches and dinners and in 30% of their snacks.

- Men are more likely to include soda in their lunch, dinner and snacks than women are.
- Those aged 35-50 are the most likely age group to include soda in their lunch (13%), while those under 35 are the most likely to include it in their snacks (37%).

**Fast food and junk food** is rare for breakfast, lunch or dinner, but nearly half of Yukoners typically include fast or junk food as a snack.

- Those earning under \$50K and those under age 35 are more likely to include this in breakfast, lunch and dinner compared to any other groups.
- Residents of Whitehorse are more likely to include fast or junk food for lunch, while those in the communities are more likely to include it in a snack.

**Milk** is consumed the most at breakfast, but is included by nearly 40% of Yukoners with other meals.

- Those with children living at home are more likely to include milk for lunch, dinner and snacks.
- Those in the communities are slightly more likely than Whitehorse residents to include milk at all meals.

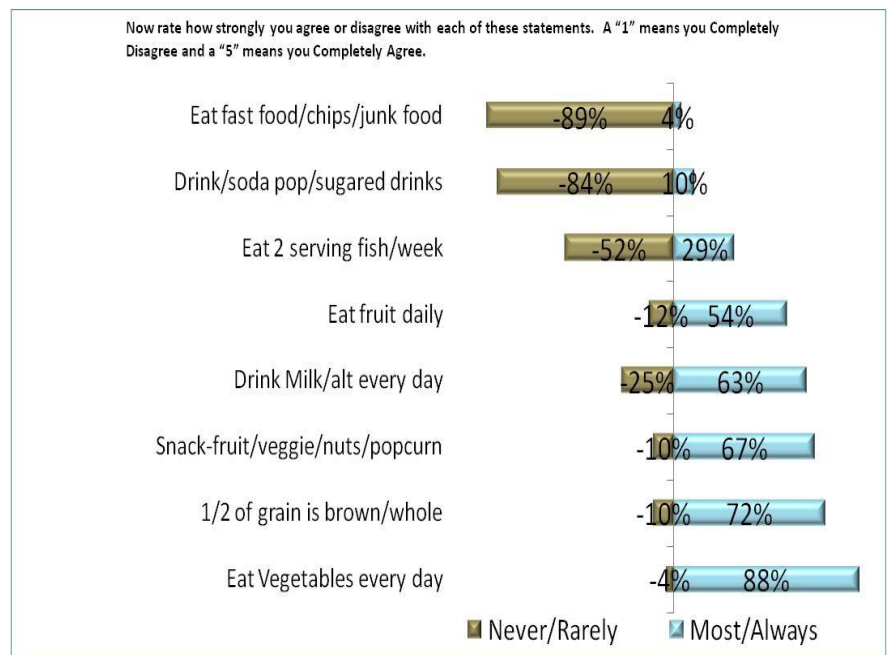
Slightly over half of Yukoners include **100% fruit juice** with breakfast.

- Men are more likely than women to include juice at breakfast, lunch and dinner.
- Those over age 50 are more likely to include juice at breakfast and snacks.

## Frequency

Most Yukoners always or mostly always eat vegetables every day. Most feel that half of their grain products are whole grains (like brown or wild rice, barley or oats, whole wheat bread or pasta). Most snack on fruit, raw vegetables, popcorn, nuts or sunflower seeds rather than chips, cookies or candy. And most drink milk or a milk alternative every day and eat fruit daily.

- Most Yukoners never or rarely eat fast food or junk food or drink soda pop or sugared drinks.
- Those with children at home are more likely to eat vegetables and drink milk every day.
- Women are more likely to eat fruit or vegetables daily, and snack on healthier food compared to men.
- Those earning under \$50K are less likely than other groups to eat either fruit or vegetables daily.

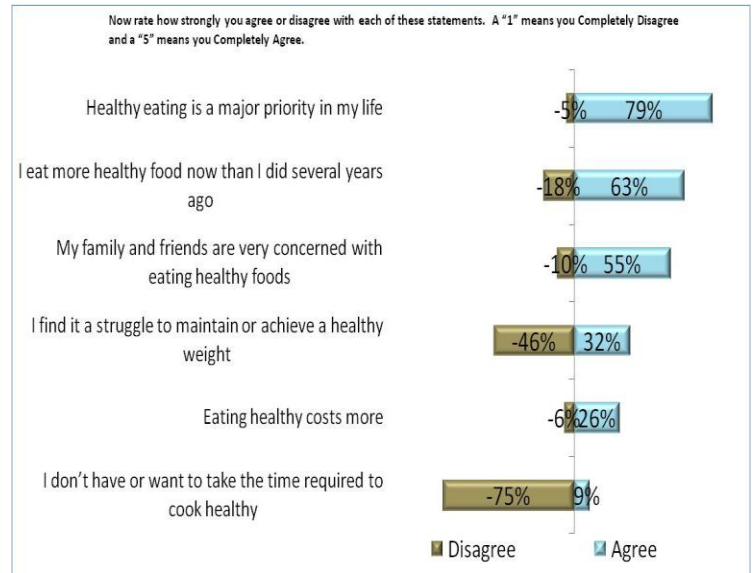


## Lifestyle

Most Yukoners somewhat or strongly agree that healthy eating is major priority in their life, and that they eat healthier now than several years ago. About half agree their family and friends are very concerned with eating healthy. Most do not agree they do not have or want to take the time to cook healthy.

About one-third struggle with their weight.

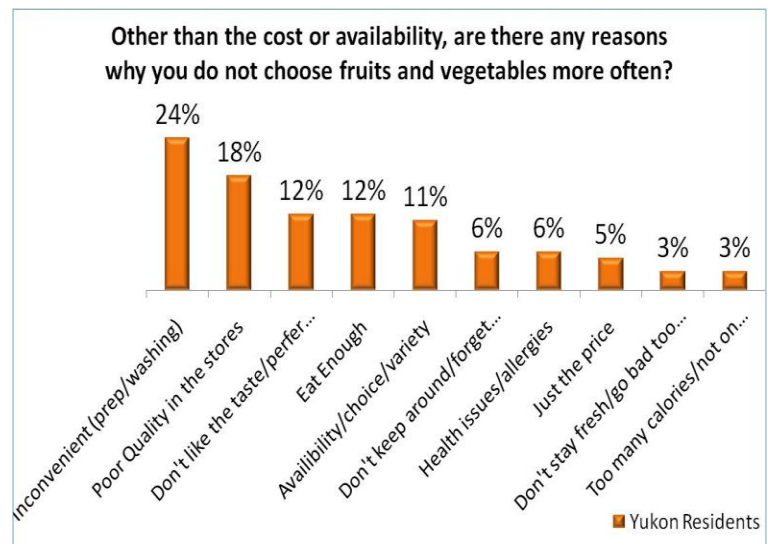
- Women, middle income group, older respondents and those with children are more likely than their counterparts to feel that healthy eating is a major priority to them.
- The lower the income the less likely they are to feel they eat healthier now then several years ago.
- Whitehorse residents and older residents are more likely to feel their family and friends are concerned about healthy eating.
- Women and older residents are more likely struggling with their weight.
- Rural residents and those earning under \$50K are more likely to feel that eating healthy costs more.
- Those under the age of 35 are more likely to agree that they don't have or want to take the time to cook healthy.



## Barriers

The primary barrier to eating more fruit and vegetables is the inconvenience of washing and preparing them. Another key reason is the quality of the produce in the stores.

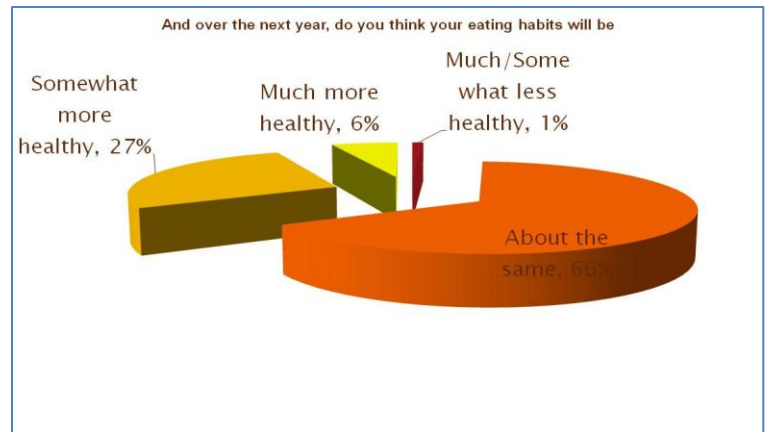
- Not liking the taste, already eating enough and the poor choice/variety are other key barriers.
- Non-Whitehorse residents are more likely to state the availability of fruits and vegetables locally as an issue.
- Men are more likely to mention the inconvenience of prepping and cooking, while women are more likely to mention not liking the taste.
- The lower the income of the respondent the more likely they are to mention not liking the taste and not thinking to buy them or keep them in the house. The higher income group is more likely to state that the barrier is the quality of fruit/vegetables available.
- The younger the Yukoner the more likely that inconvenience is the barrier, while the barrier for older Yukoners is quality and already eating enough.



## Future Plans

Two-thirds of Yukoners feel their eating habits will be about the same next year as it is now.

- Few feel it will be less healthy, while 27% feel it will be somewhat healthier and 6% feel it will be much more healthy.
- Those over age 50 are least likely to feel next year they will be eating more healthy.



## Behaviour between Groups

Behavioural differences between those with low priority on eating healthy and those with high priority are:

- The high priority group is much more likely to feel they are making healthy choices (85% vs. 49%).
- The low priority group is significantly less likely to eat fruit/vegetables for any meal, more likely to drink soda and eat fast/junk food at all meals, and less likely to drink milk for breakfast.
- The high priority group is much more likely to eat fruit and vegetables daily, eat whole grain products, drink milk daily, eat fish twice a week, and eat healthy snacks.
- The low priority group is more likely to drink soda pop and eat fast food or junk food each day.
- The high priority group is more likely to agree that they “eat healthier now than several years ago”, and that their “family and friends are concerned about healthy eating”.
- The low priority group is more likely to respond that they find it a “struggle to maintain or achieve a healthy weight” and that they “don’t have or want to take the time to cook healthy”.
- The “inconvenience of prepping and cooking” and “forgetting to buy fruits and vegetables” are bigger barriers for the low priority group than for the high priority group.
- Those who felt that eating healthy was a low priority in their lives are more likely to fall into the No-Goers (low motivation and low activity levels) or Reluctant Do-ers (moderate motivation and moderate activity) segments.
- The low priority group is more likely to feel that their eating habits will be somewhat or much more healthy next year.

## Demographics

Compared to the high priority group, the lower priority group is:

- More often employed full time (70% vs. 61%), and of those employed, more often in the private sector (58% vs. 47%).
- Slightly more often single (33% vs. 28%), and less likely to have children living at home (28% vs. 36%).
- Lower educated (30% high school or less vs. 20%), but higher incomes (40% over \$110K vs. 27%) and lower incomes (22% under \$50K vs. 19%).
- Younger (31% under age 35 vs. 25% and, 30% over age 50 vs. 37%).
- Male (66% vs. 45%).
- Slightly more likely Aboriginal (18% vs. 12%).