



# Factors Influencing Pulse Consumption in Canada

## Key Findings

February 24, 2010





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## PROJECT OVERVIEW





## Background and Objectives

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- ❖ Apart from estimates of per capita consumption, there was a lack of publicly available information about pulse consumption in Canada.
  - ◆ Information about the motivators and barriers to consuming pulses, and the influence of socio-demographic characteristics and health factors on pulse consumption was absent.
- ❖ As such, the Competitiveness and Market Analysis Branch of Alberta Agriculture and Rural Development (ARD) wished to conduct quantitative and qualitative research to evaluate the factors influencing pulse consumption in Canada – that is, the who, what, where and why of Canadian pulse consumption.
- ❖ Key research objectives included:
  - ◆ Evaluating the key factors that are influencing Canadians' pulse consumption with a focus on: types, frequency and form; motivators and barriers; and, the influence of information.
  - ◆ Providing information that can be used by industry associations and government to form targeted marketing and promotion material for producers, processors and health care professionals.
- ❖ Given that South Asians are traditionally heavy consumers of pulses, and the large South Asian population in Canada, conducting research with this segment was a secondary research objective.



## Methodology

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- ❖ Between December 9<sup>th</sup> and 23<sup>rd</sup>, Ipsos Reid conducted a total of 1,100 online interviews with a representative sample of Canadians aged 18 years and older, and 230 interviews with South Asian immigrants who have lived in Canada for 20 years or less.
  - ◆ The median interview length was 19 minutes.
  - ◆ Screening criteria were developed to ensure all respondents had primary or shared responsibility for decisions about their household's eating and meal planning.
- ❖ For the National sample, a random sample of Canadians was drawn from the Ipsos Canadian Online Panel, and quotas were set to ensure a reliable sample size within each region for regional analysis.
  - ◆ The final data were weighted to ensure the overall sample's regional and age composition reflects that of the actual Canadian population aged 18 years or older according to 2006 Canadian Census data.
  - ◆ With a sample of 1,100, results are considered accurate to within  $\pm 3.0$  percentage points, 19 times out of 20, of what they would have been had the entire population of Canadians aged 18 years or older been polled.
    - The margin of error is larger within regions and for other sub-groupings of the survey population.
- ❖ The South Asian sample was drawn from both the Ipsos Canadian Online Panel and the Ipsos Multicultural Connection Panel.
  - ◆ With a sample of 230 South Asians, results are considered accurate to within  $\pm 6.5$  percentage points, 19 times out of 20.



## NATIONAL SAMPLE: DETAILED FINDINGS



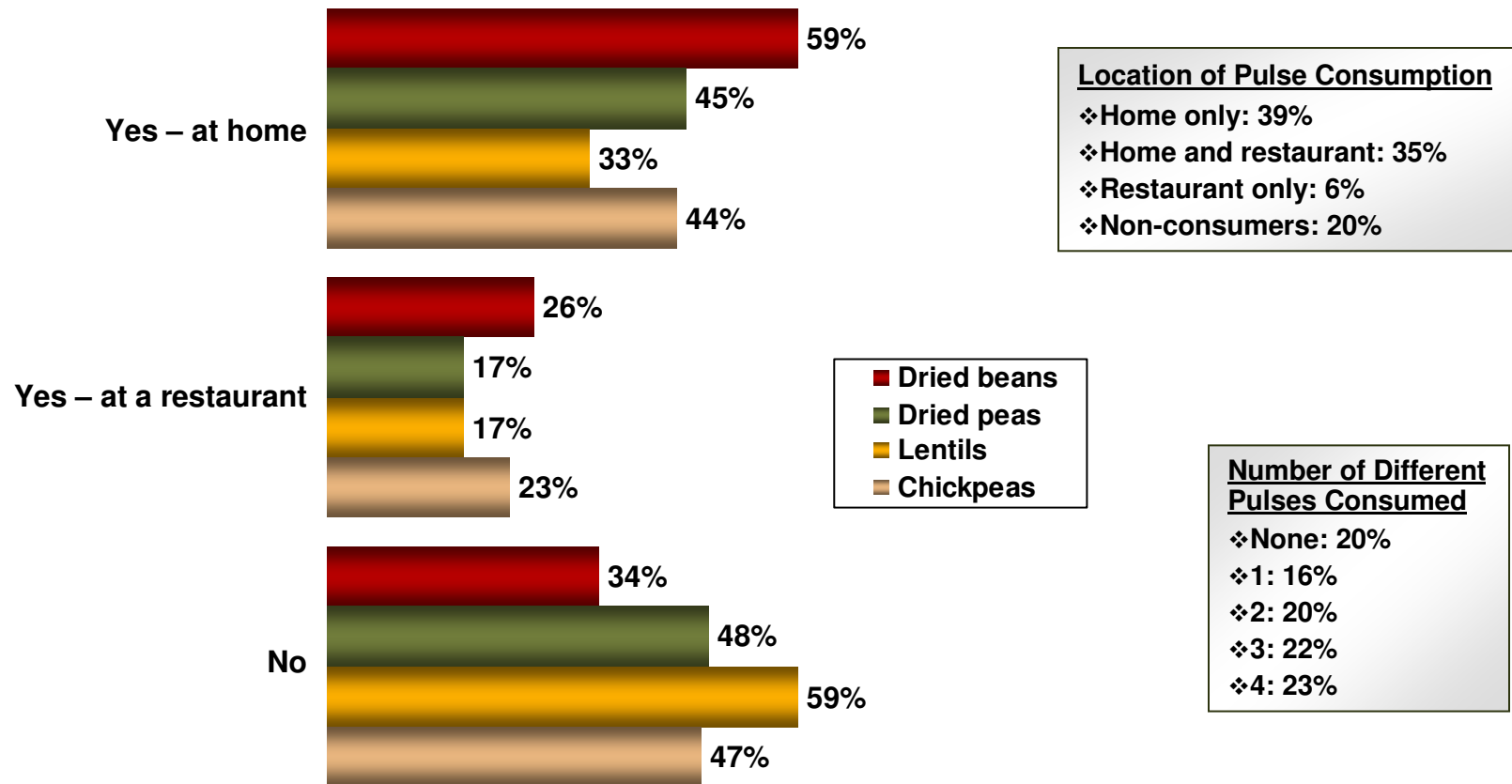
## Pulse Consumption: Types, Frequency and Form





# Past Six Months Pulse Consumption

Q1/Q5/Q9/Q13. In the past 6 months, have you eaten dishes made with *dried beans/dried peas/lentils/chickpeas or chickpea flour* either in your home or at any type of restaurant?



Base: All respondents (n=1,100)

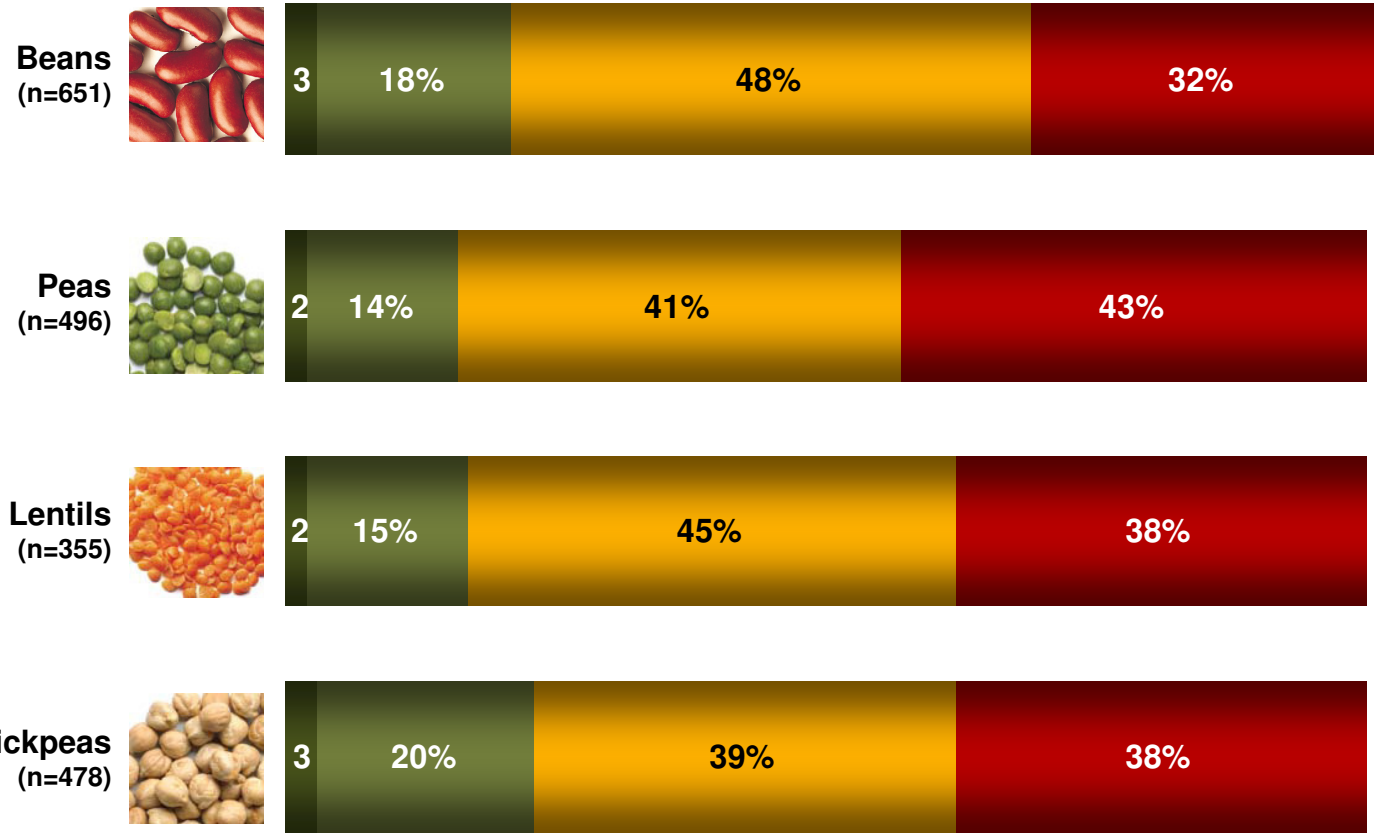


# Frequency of Pulse Consumption at Home

Q2/Q6/Q10/Q14. How often do you or do other members of your household eat dishes made with *dried beans or bean flour/dried peas/lentils/chickpeas or chickpea flour* at home?

❖ Moderate to heavy: 20%  
 ❖ Light: 60%  
 ❖ Non-consumers: 20%

■ 4 or more times per week ■ 1 to 3 times per week ■ 1 to 3 times per month ■ Less than once a month



*Non-consumers* = No pulse consumption in past 6 months

*Light consumers* = Consumed 1 or more types pulses in the past 6 months but none weekly or more

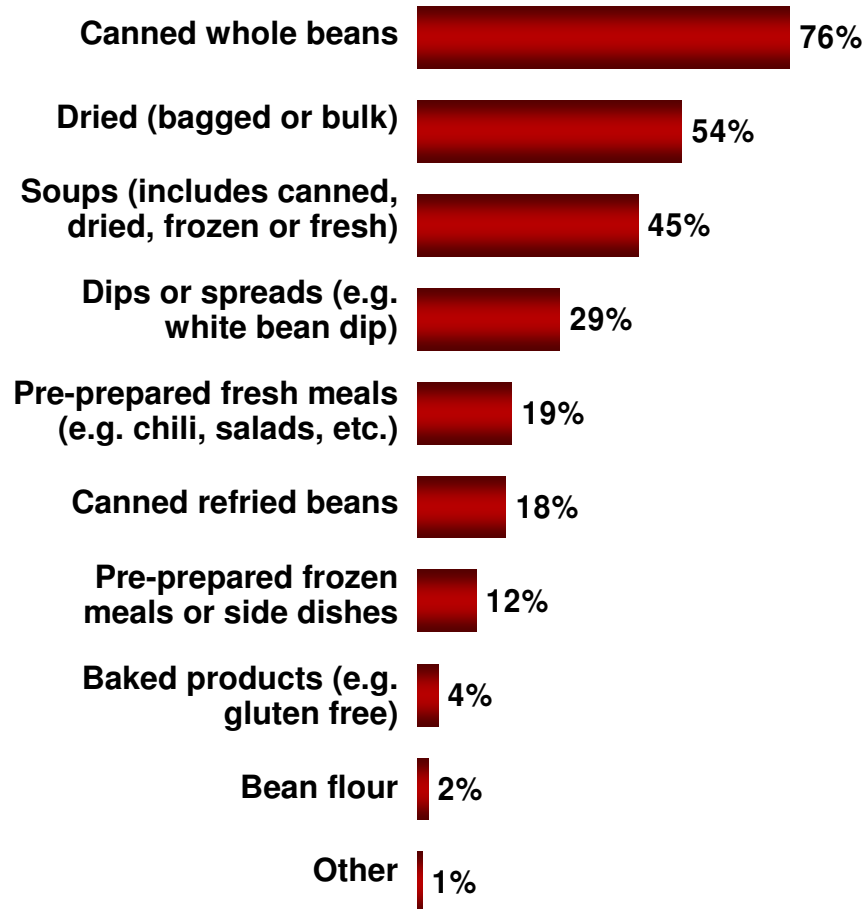
*Moderate to heavy consumers* = Consumed 1 or more types of pulses in the past 6 months weekly or more

Base: Past 6 months pulse consumption at home

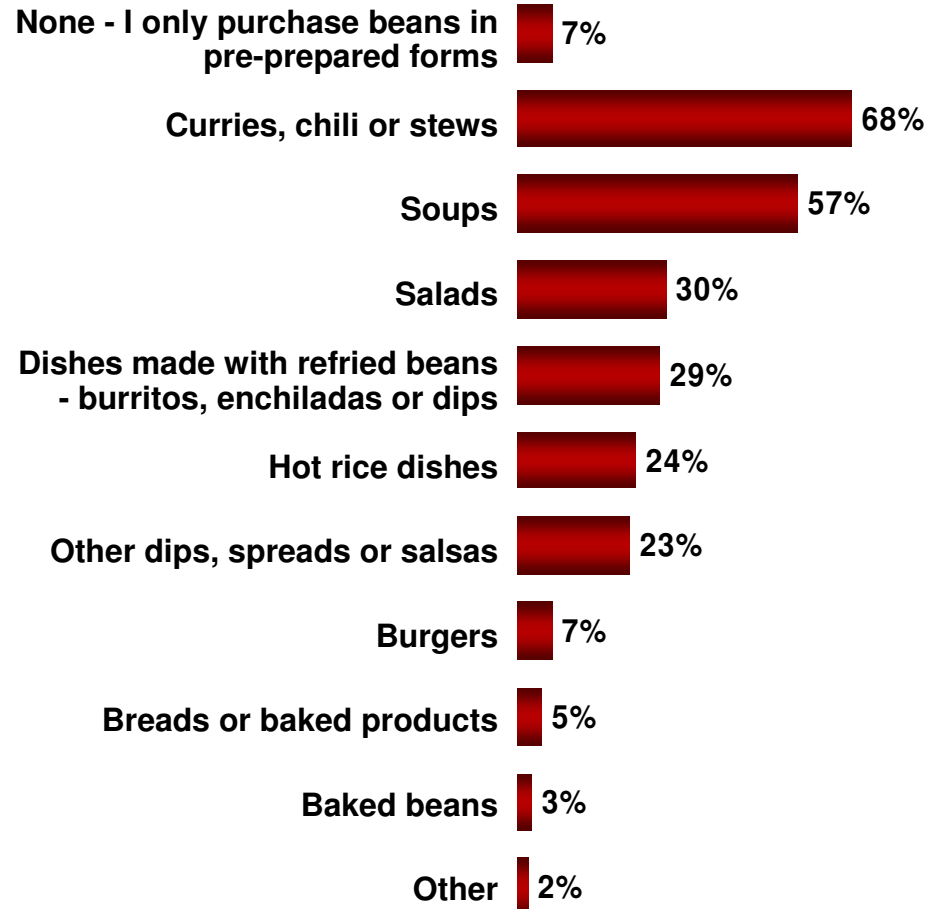


# Dried Beans: Form and Types of Dishes Consumed at Home

Q3. In what form do you purchased **dried beans** you eat at home? (Note: This does not include fresh, frozen or canned green [string] beans).



Q4. What types of dishes do you make with **dried beans** (whether bagged, bulk or canned) or bean flour at home?

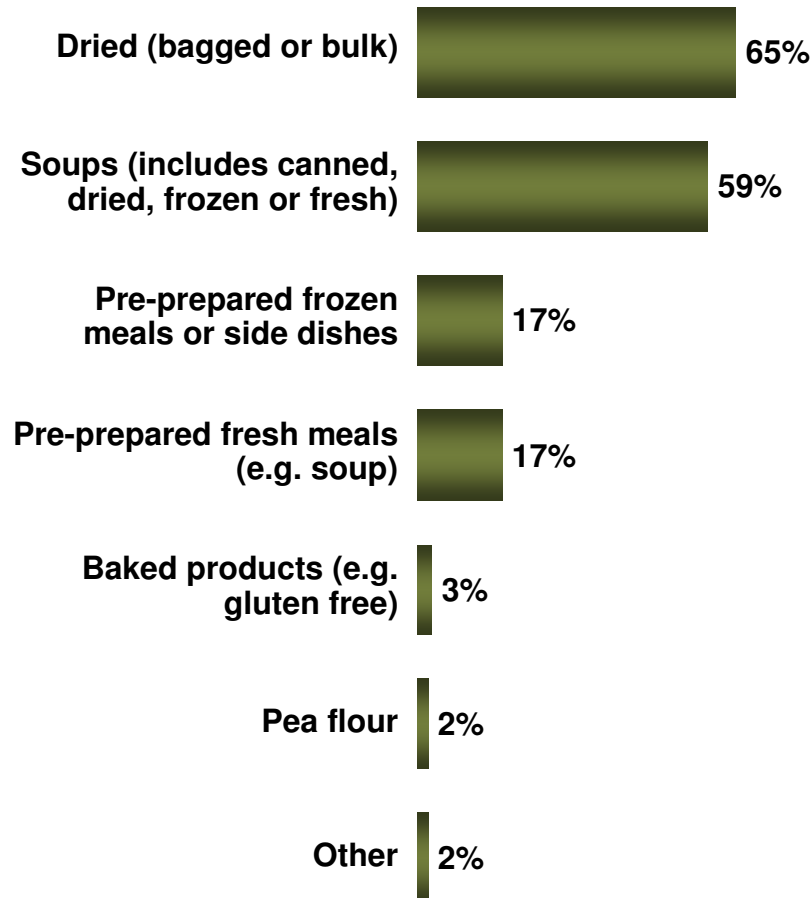


Base: Past 6 months dried bean consumption at home (n=651)

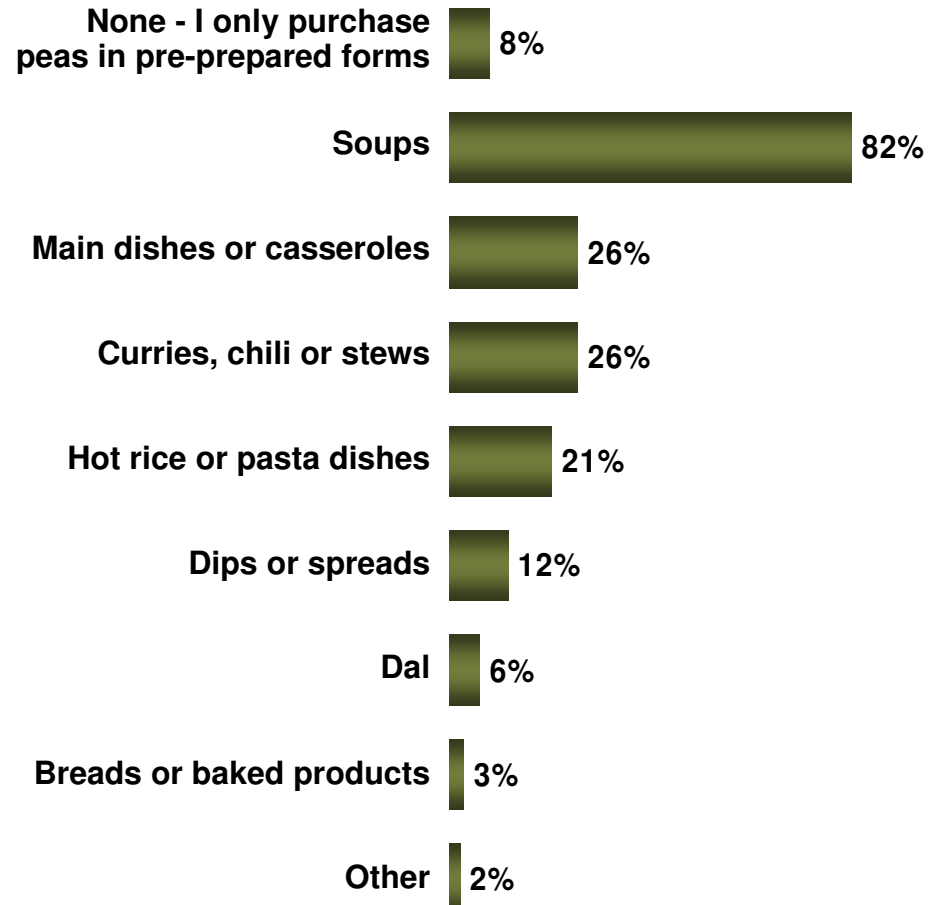


# Dried Peas: Form and Types of Dishes Consumed at Home

Q7. In what form do you purchased **dried peas** you eat at home? (Note: This does not include fresh, frozen or canned green peas).



Q8. What types of dishes do you make with **dried peas** (whether bagged, bulk or canned) or pea flour at home?



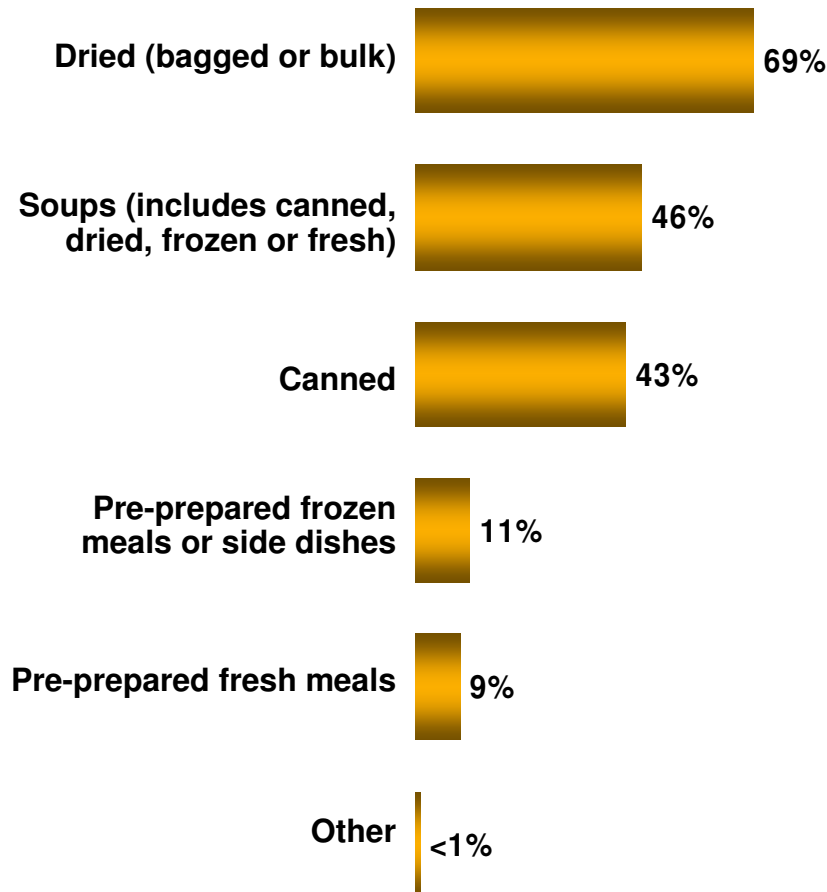
Multiple responses allowed

Base: Past 6 months dried peas consumption at home (n=496)

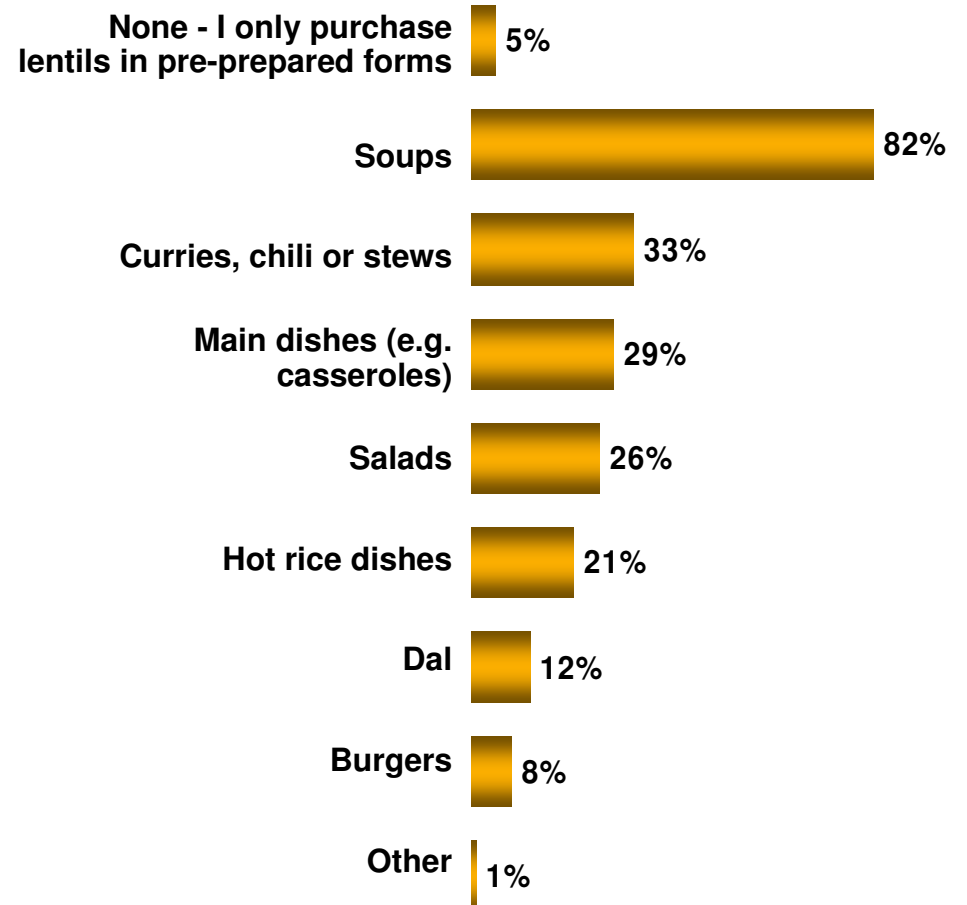


# Lentils: Form and Types of Dishes Consumed at Home

Q11. In what form do you purchased **lentils** that you eat at home?



Q12. What types of dishes do you make with **lentils** (whether bagged, bulk or canned) at home?



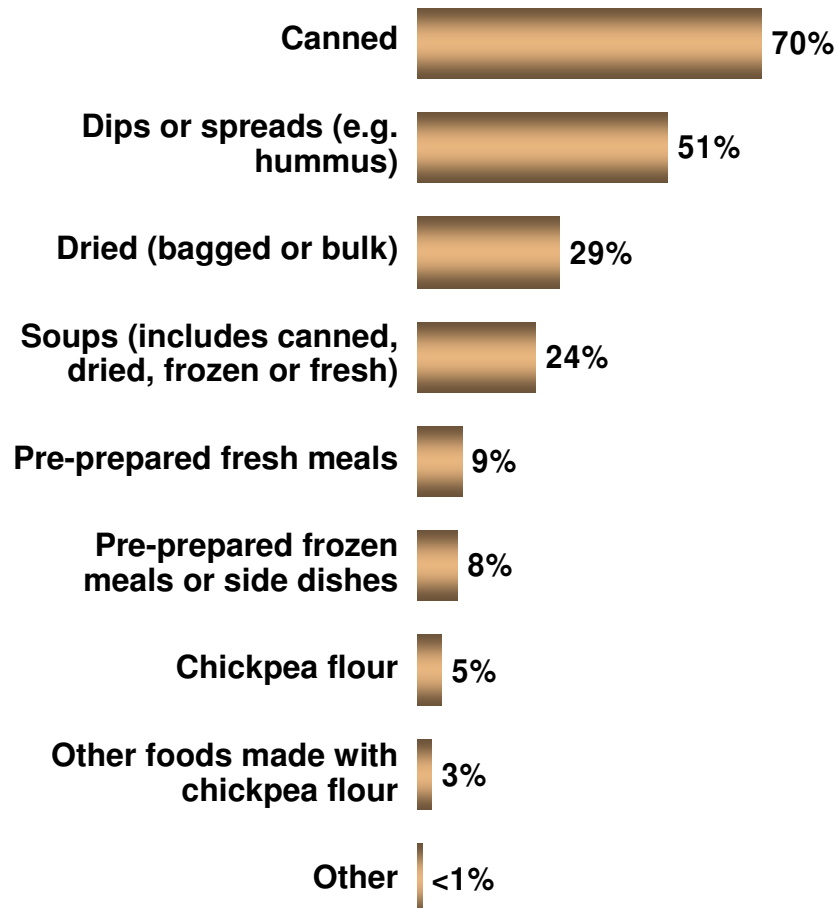
Multiple responses allowed

Base: Past 6 months lentil consumption at home (n=355)

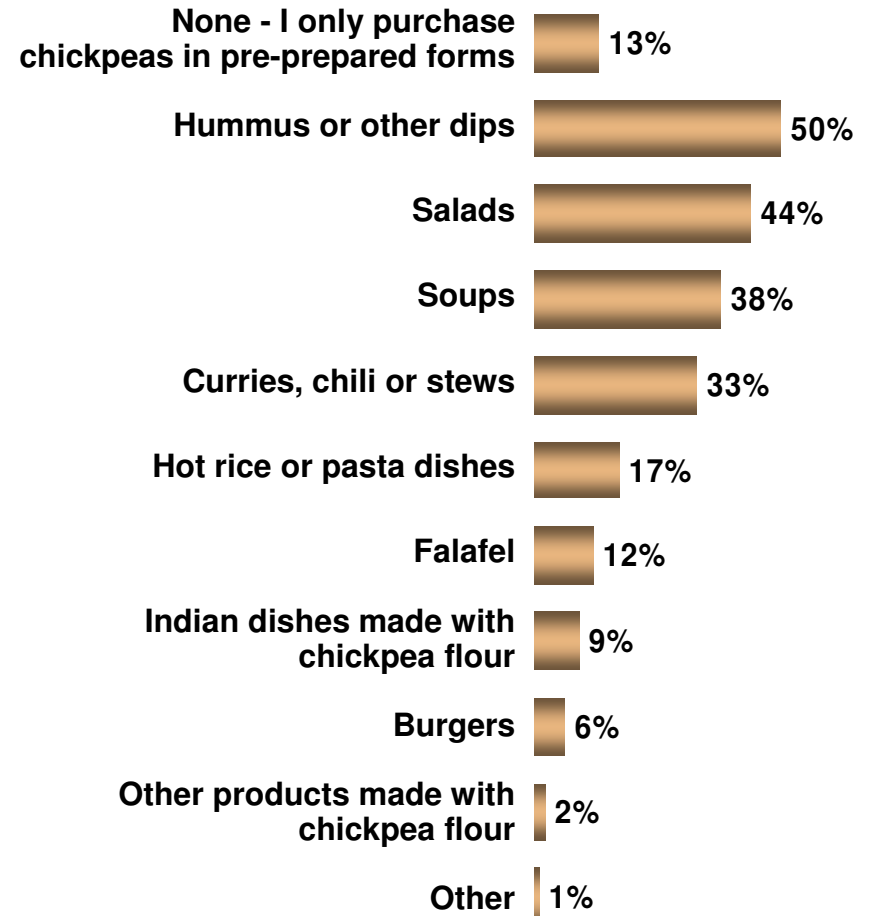


# Chickpeas: Form and Types of Dishes Consumed at Home

Q15. In what form do you purchased **chickpeas** that you eat at home?



Q16. What types of dishes do you make with **chickpeas** (whether bagged, bulk or canned) or chickpea flour at home?



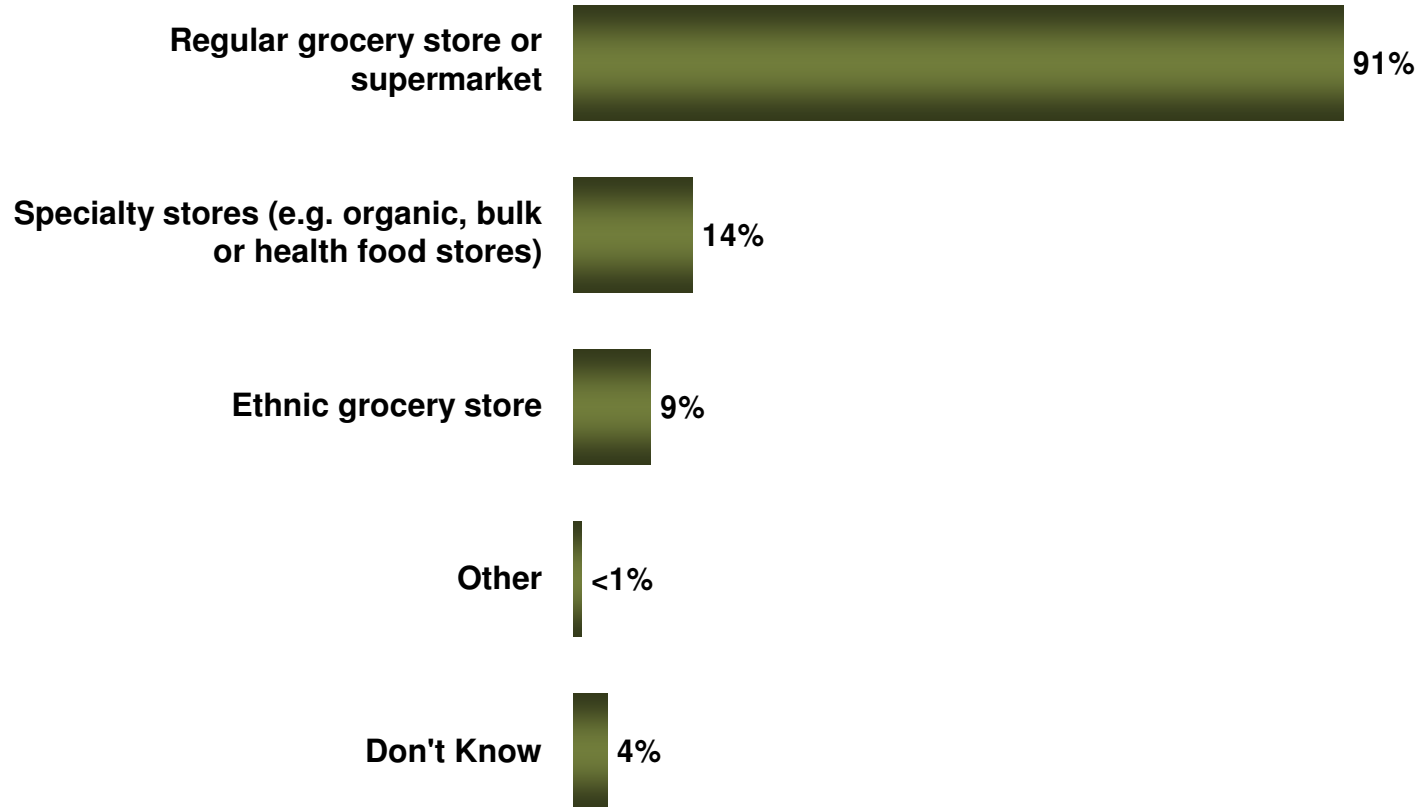
Multiple responses allowed

Base: Past 6 months chickpea consumption at home (n=478)



# Purchase of Pulses for Home Use

Q17. Where do you usually purchase pulses that you use at home?



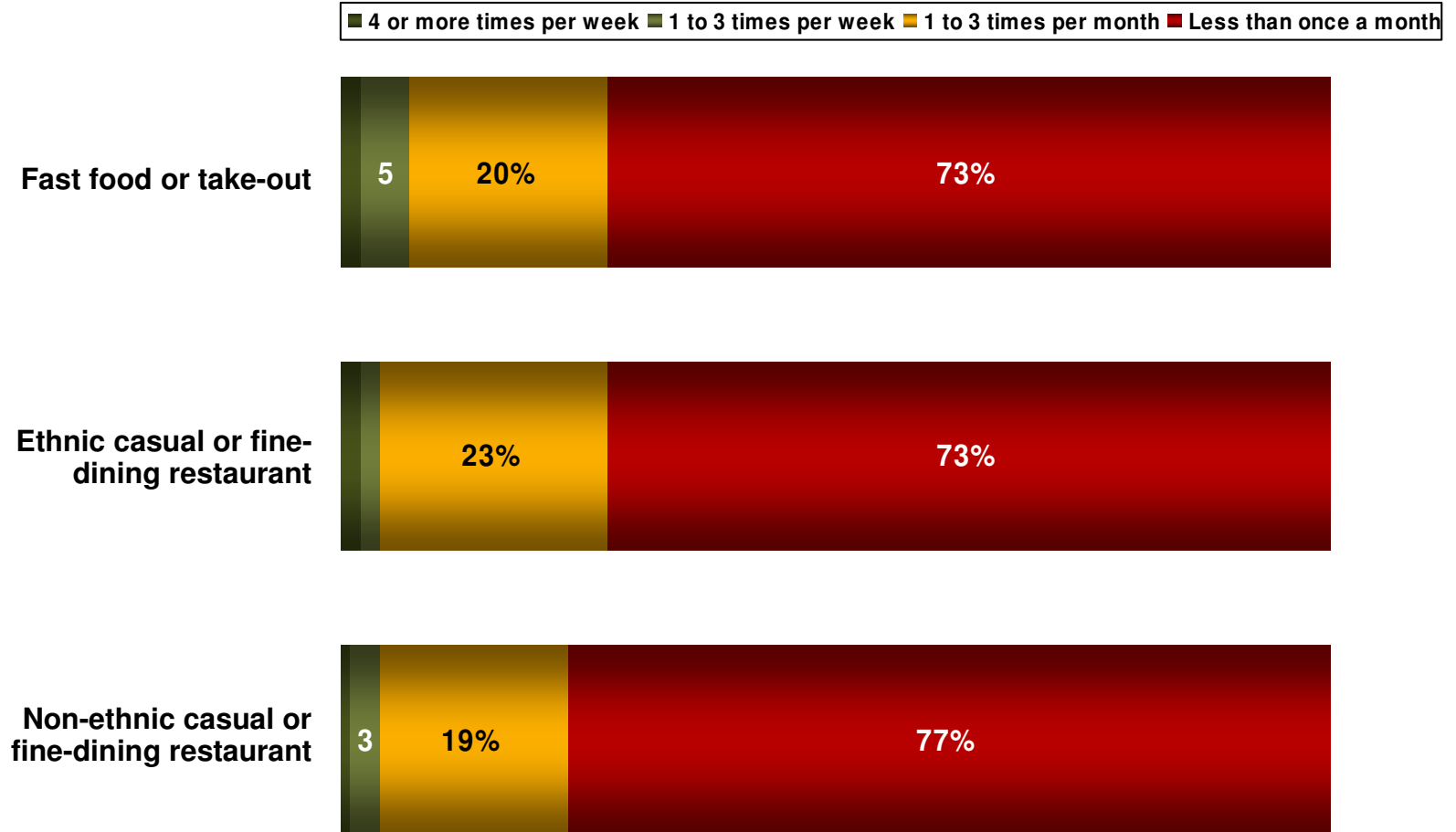
Multiple responses allowed

Base: Past 6 months pulse consumption at home (n=819)



# Frequency of Pulse Consumption at Restaurants

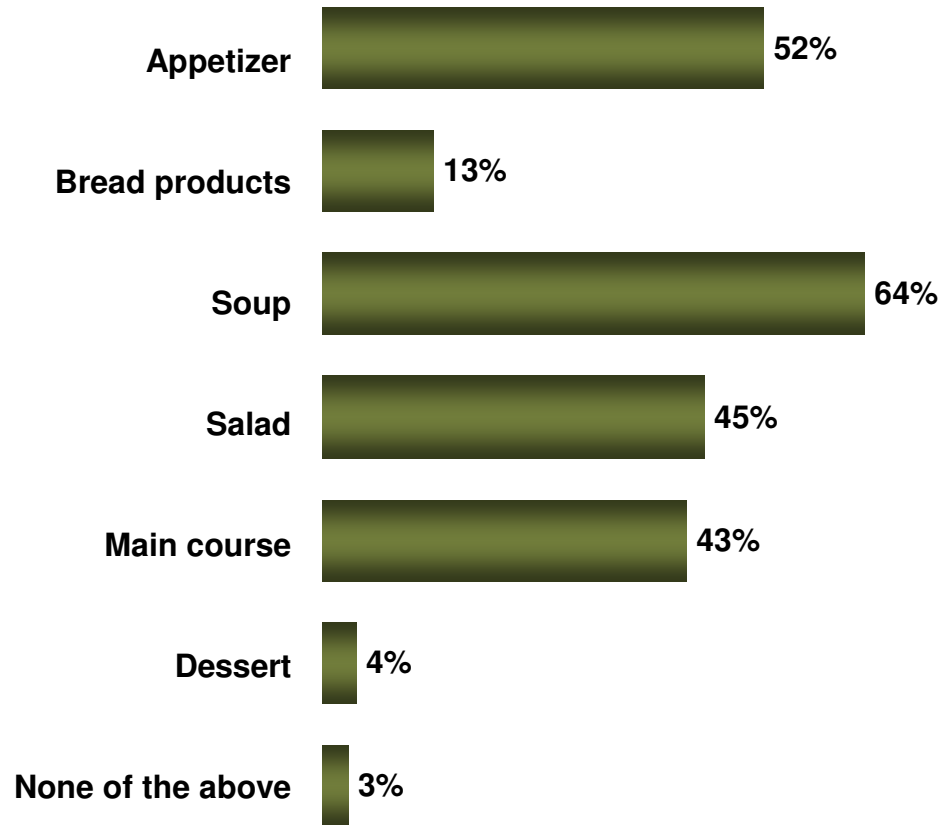
Q18. Approximately, how often do you eat dishes using pulses (dry beans, peas, lentils and chickpeas) at each of the following types of restaurants?



Base: Past 6 months pulse consumption at a restaurant (n=455)

# Types of Pulse Dishes Consumed at Restaurants

Q19. What types of dishes made with pulses do you typically eat at restaurants?



*Multiple responses allowed*

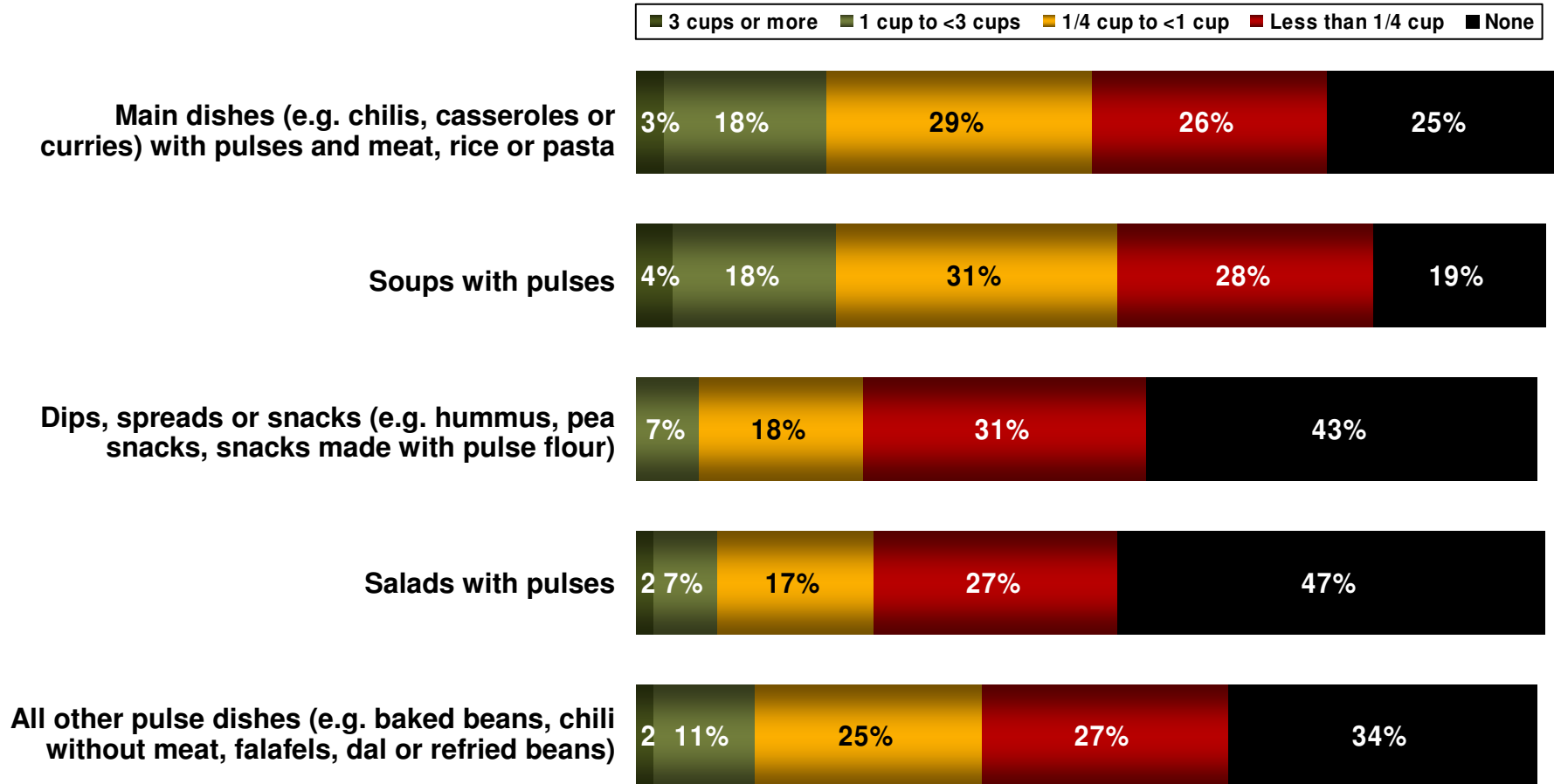
Base: Past 6 months pulse consumption at a restaurant (n=455)





# Estimated Average Weekly Cooked Pulse Consumption: Pulse Consumers

Q20. Thinking about a typical week, approximately, how many total cups of prepared foods that include pulses (beans, peas, lentils or chickpeas) would you eat? Please consider all locations (at home, in restaurants) and all forms (soups, chilis, dips, snacks).

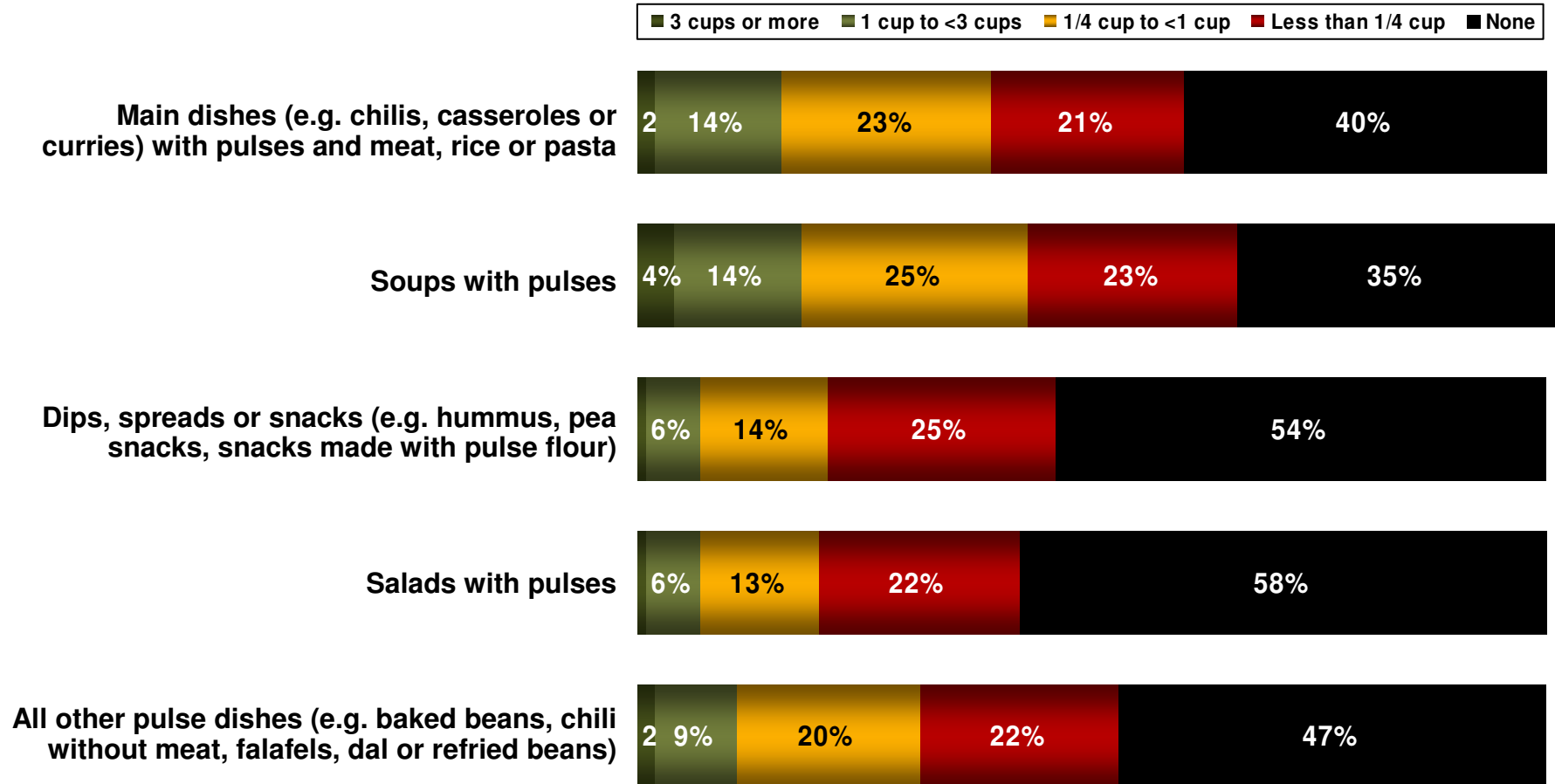


Base: Past 6 months pulse consumption (n=884)



# Estimated Average Weekly Cooked Pulse Consumption: All Respondents

Q20. Thinking about a typical week, approximately, how many total cups of prepared foods that include pulses (beans, peas, lentils or chickpeas) would you eat? Please consider all locations (at home, in restaurants) and all forms (soups, chilis, dips, snacks).

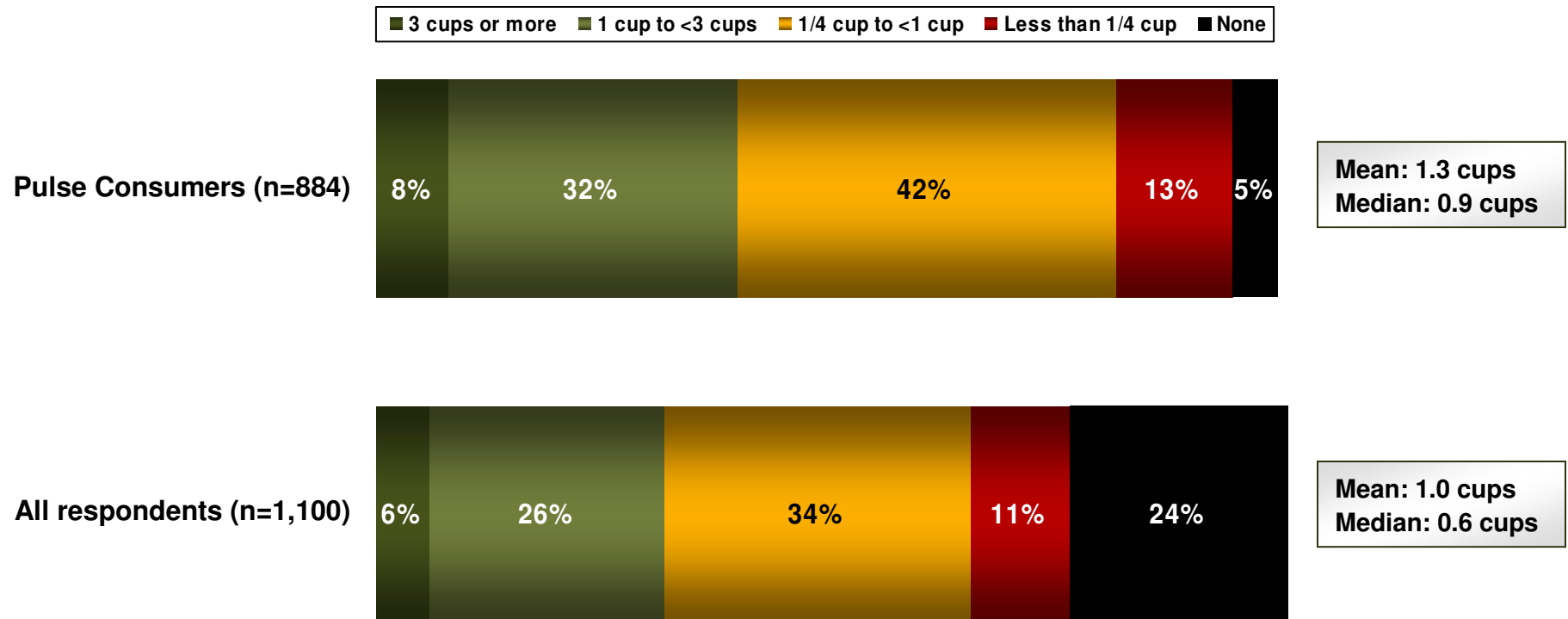


Base: All respondents (n=1,100)



# Estimated Average Weekly Cooked Pulse Consumption

Q20. Thinking about a typical week, approximately, how many total cups of prepared foods that include pulses (beans, peas, lentils or chickpeas) would you eat? Please consider all locations (at home, in restaurants) and all forms (soups, chilis, dips, snacks).



Proxy amounts: None = 0, Less than 1/4 cup = 0.2, 1/4 cup to <1 cup = 0.5, 1 cup to <3 cups = 2.0, 3 cups or more = 3.0  
Conversions: Main dishes = 0.4, Soups = 0.3, Dips or spreads = 1.0, Salads = 0.3, All other pulse dishes = 0.9

Base: All respondents (n=885)



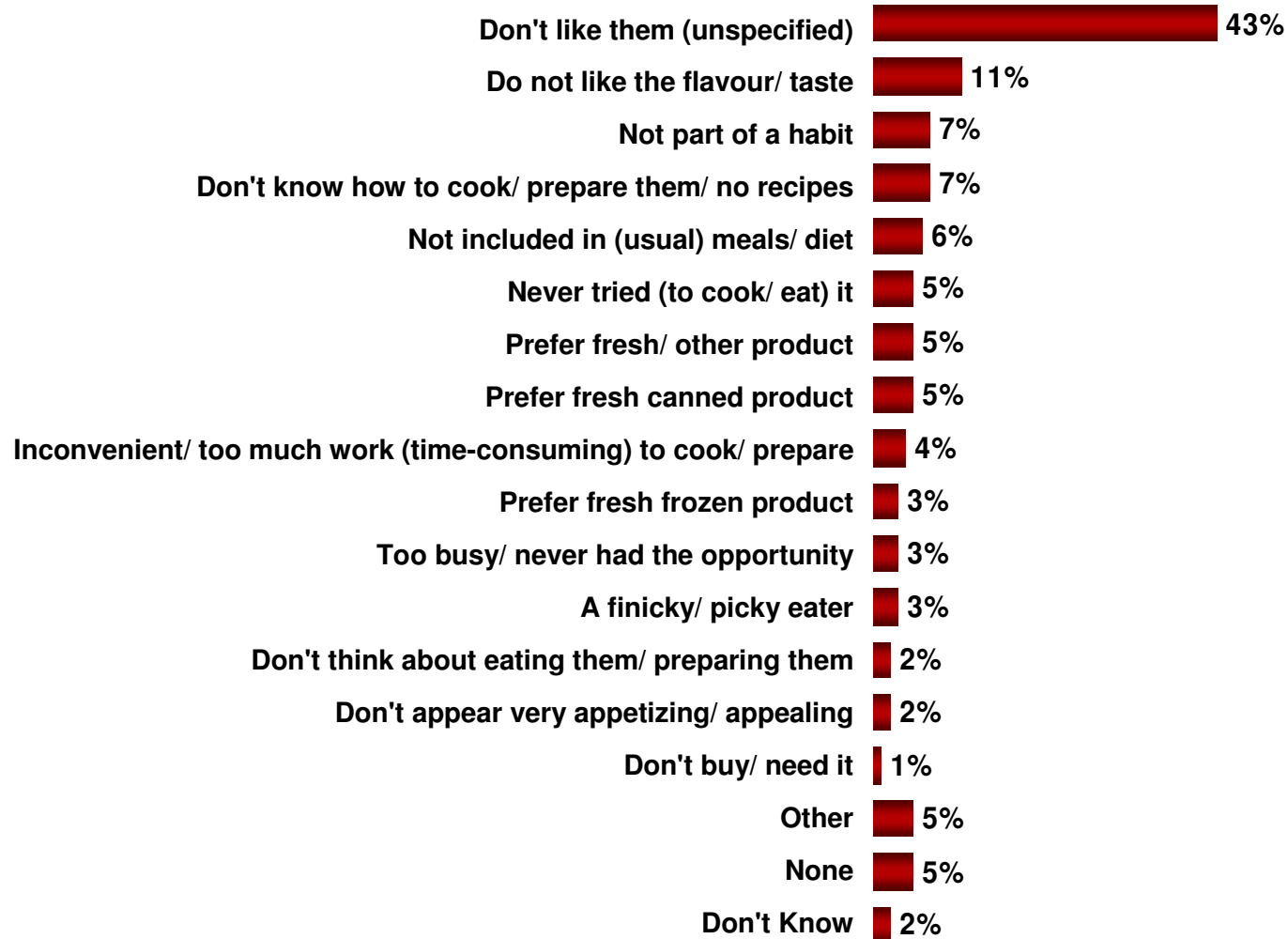
## Pulse Consumption: Motivators and Barriers





# Reasons for Not Eating Pulses

Q21. What are the main reasons you do not eat pulses (dry beans, peas, lentils and chickpeas)?

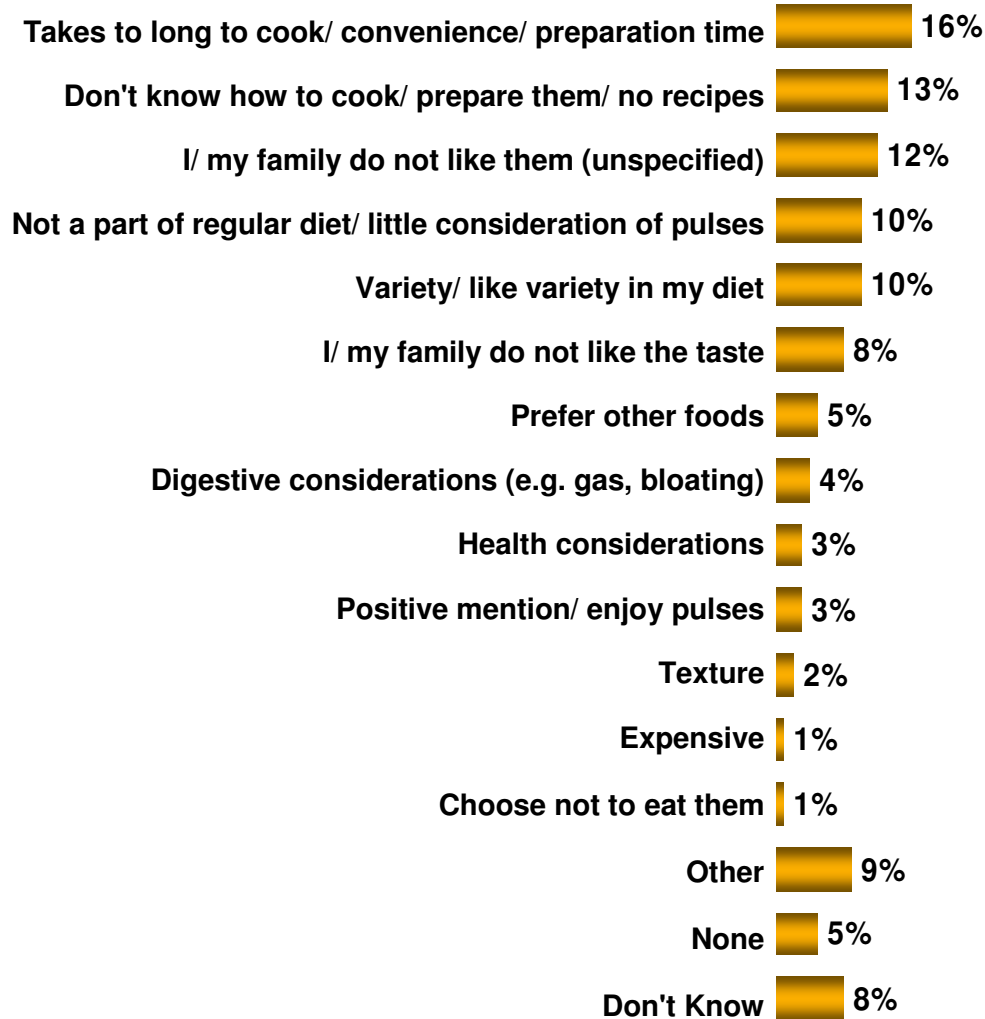


Base: Non-consumers (n=216)



# Reasons for Not Eating Pulses More Often

Q23. What are the main reasons you don't eat pulses more often (dry beans, peas, lentils and chickpeas)?

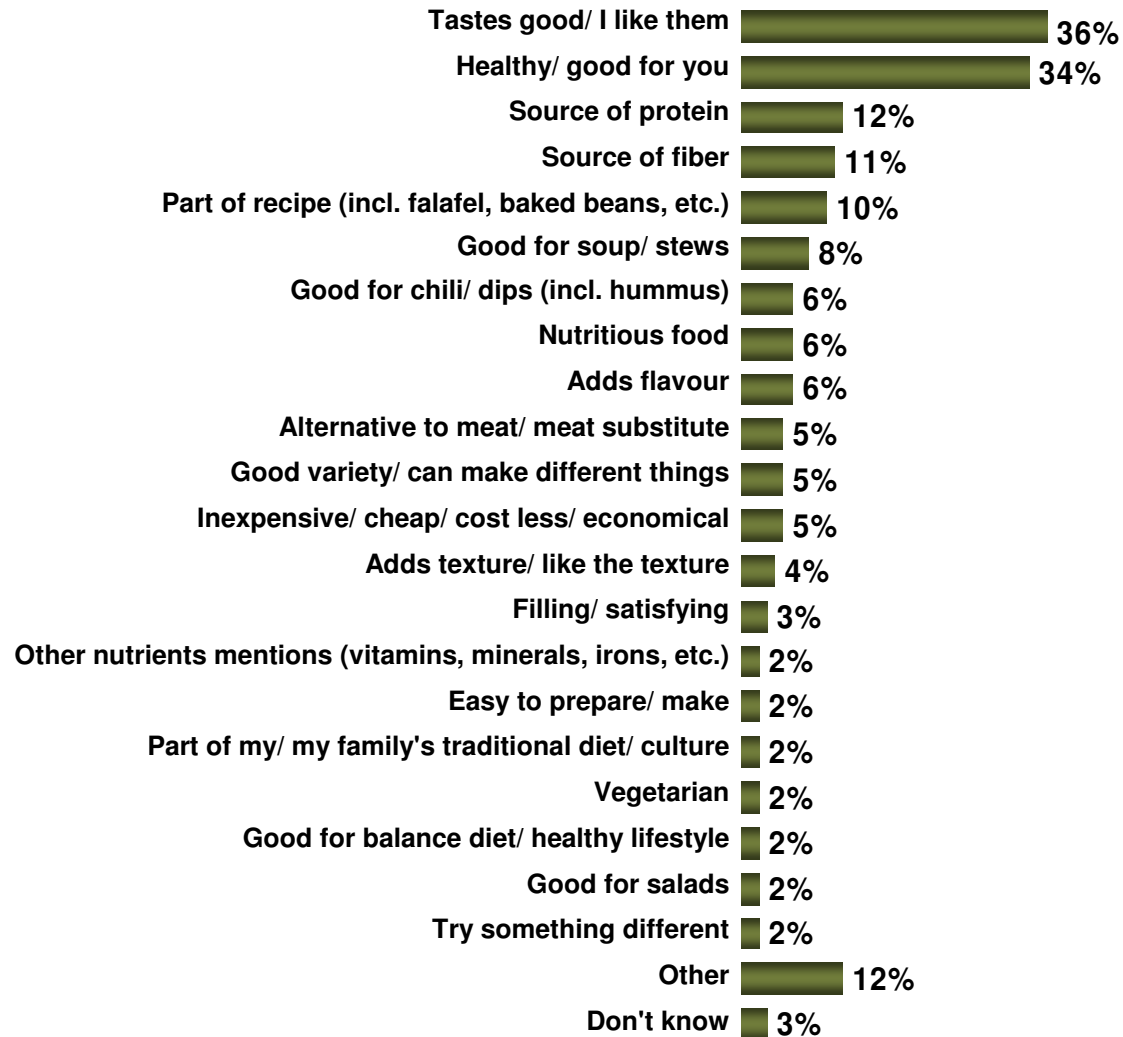


Base: Light consumers (n=666)



# Reasons for Eating Pulses

Q22. What are the main reasons you eat pulses (dry beans, peas, lentils and chickpeas)?

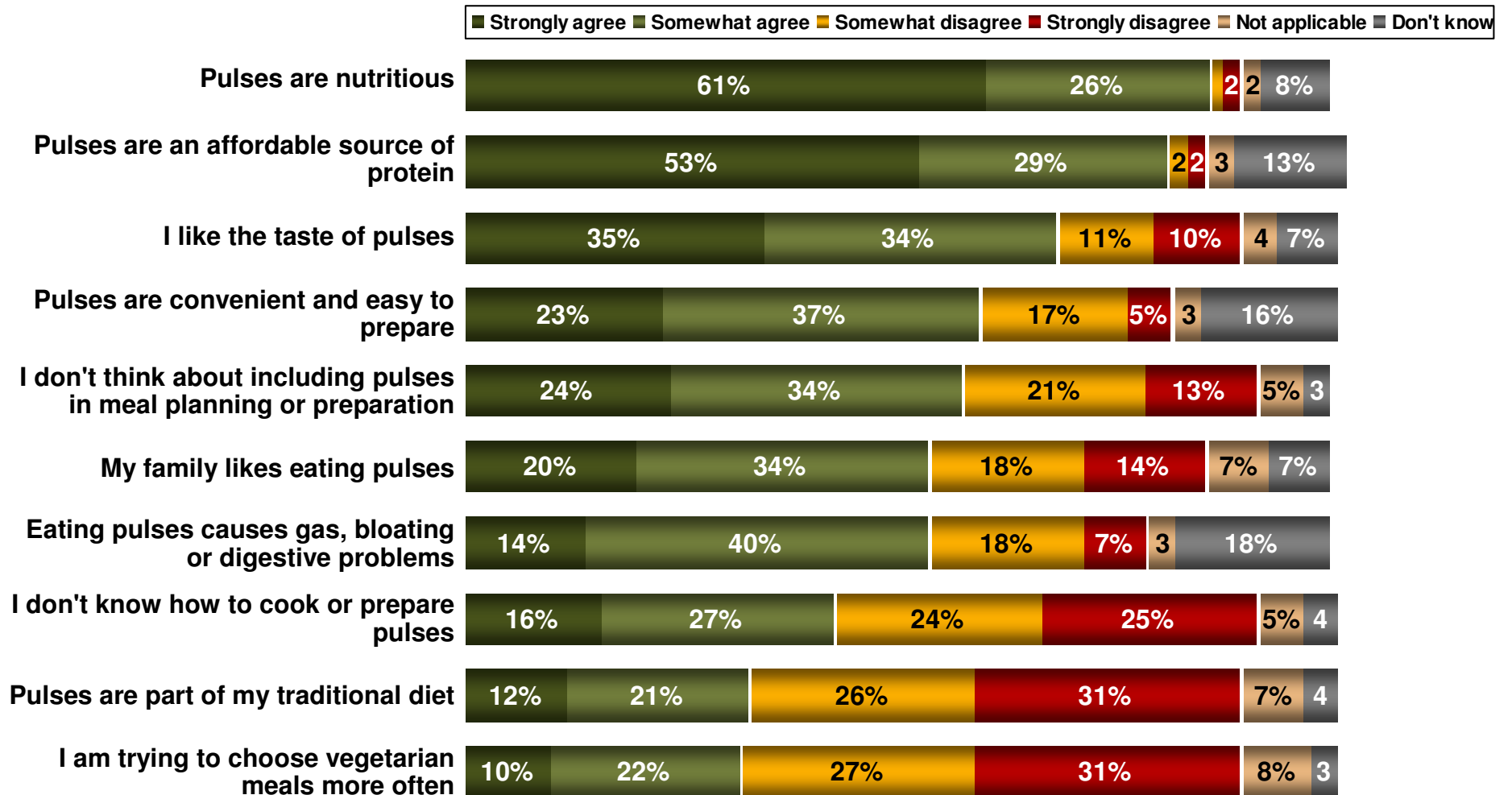


Base: Light, moderate and heavy consumers (n=884)



# Attitudes Regarding Pulses

Q24. Please indicate your agreement or disagreement with the following statements.



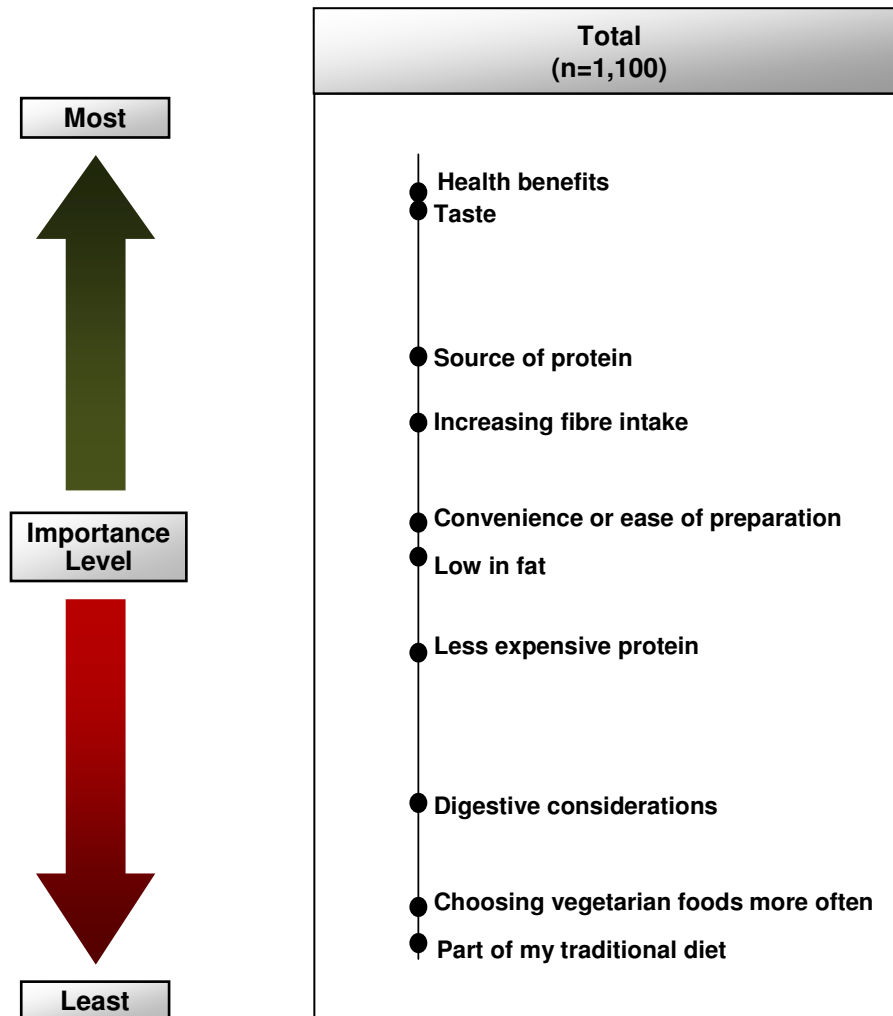
Base: All respondents (n=1,100)





# Importance of Factors for Pulse Consumption

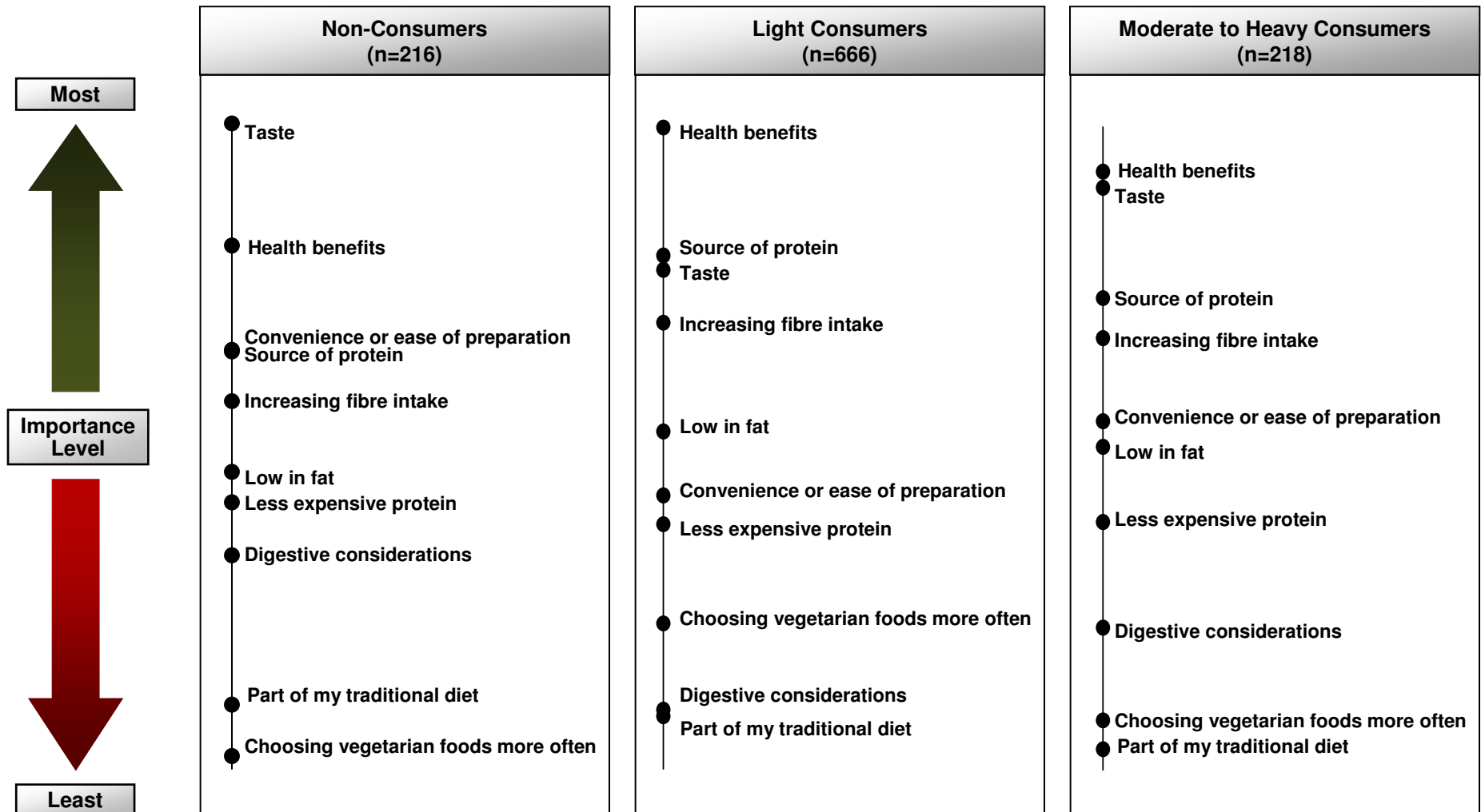
Q25. Which of the following factors is most important to you and least important to you when deciding whether or not to eat pulses?





# Importance of Factors for Pulse Consumption By Consumption Level

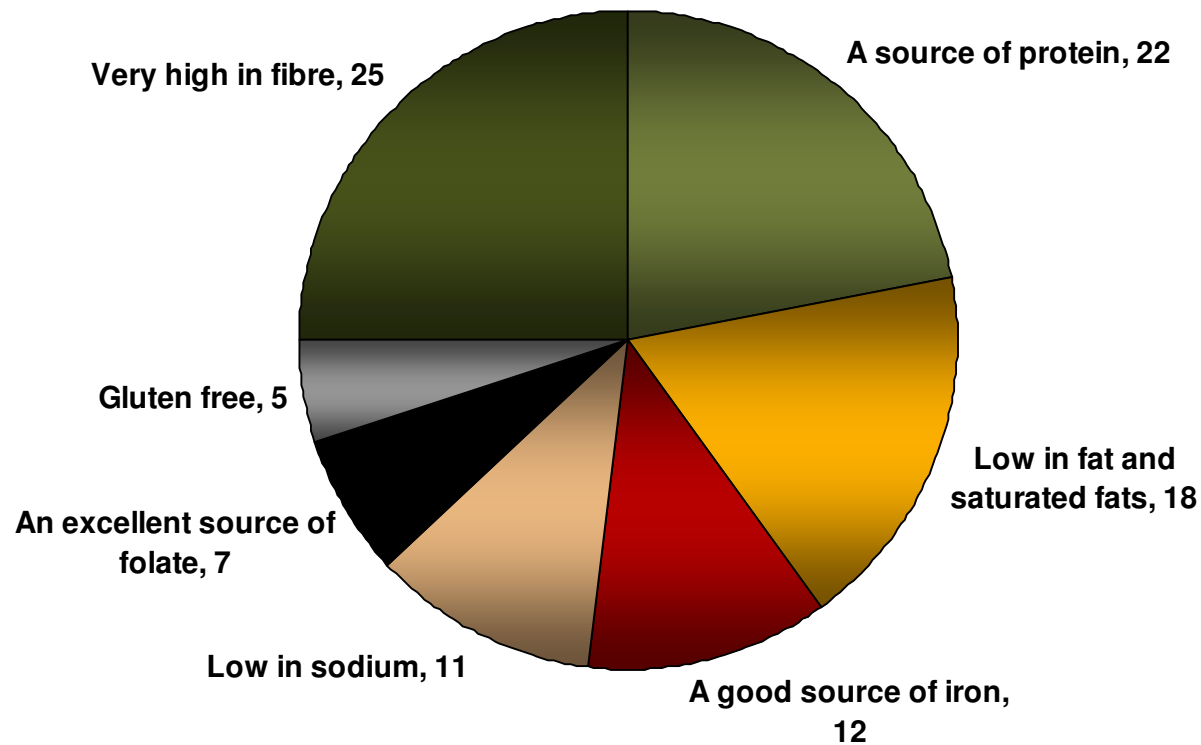
Q25. Which of the following factors is most important to you and least important to you when deciding whether or not to eat pulses?





## Nutritional Information Influencing the Purchase of a Processed Pulse Product

Q26. To what degree would each of the following factors influence your decision to purchase a processed food product containing pulses? The product could be a number of things such as pasta, crackers, cereal or a snack item. Please assume you have 100 points and can allocate 0 to 100 points to each factor.

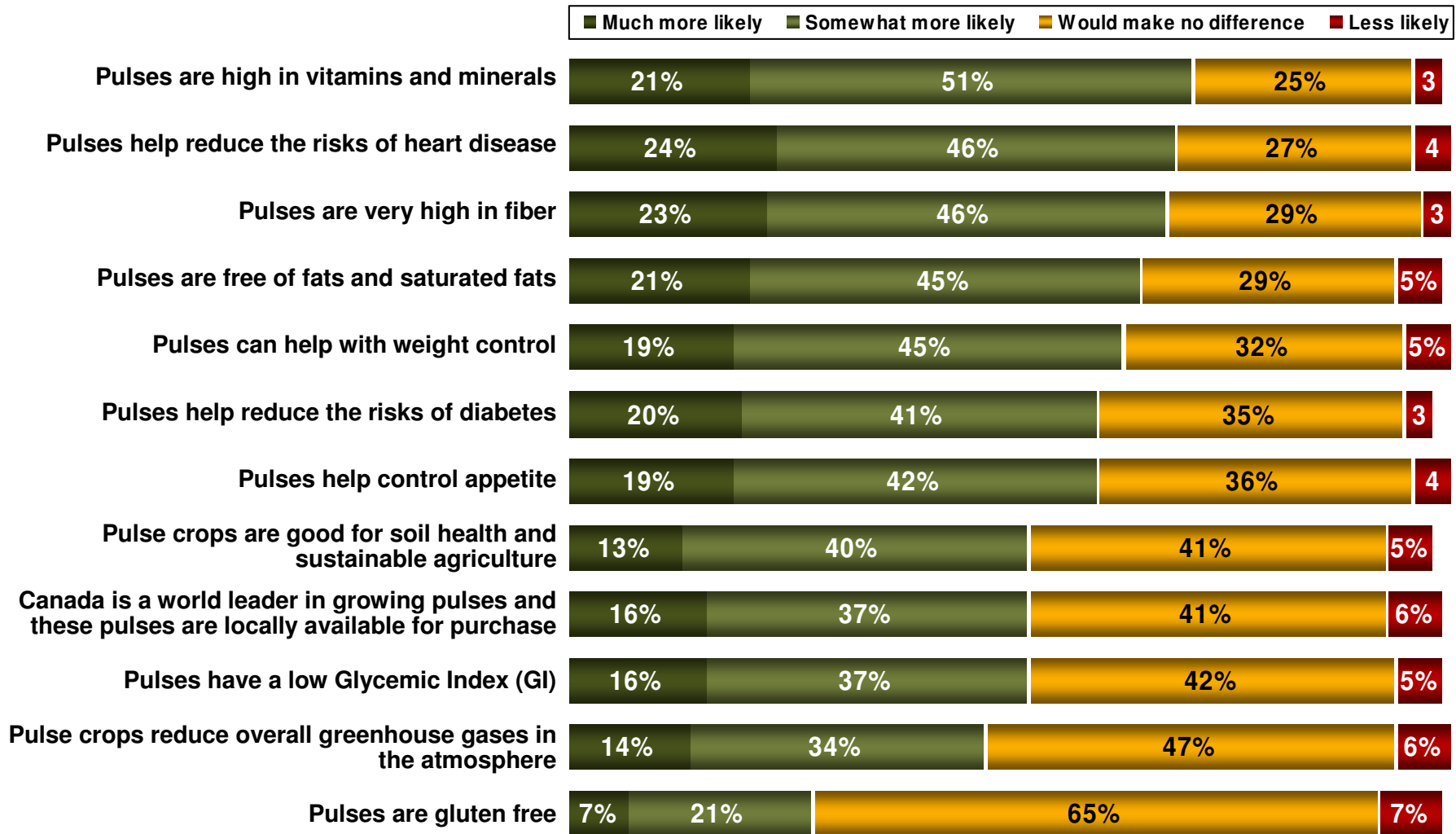


Base: All respondents (n=1,100)



# Influence of Health and Environmental Facts about Pulses

Q28. What follows are some facts about pulses, relating to personal health and the environment. Please indicate if knowing this information would make you more likely or less likely to eat pulses and pulse products.

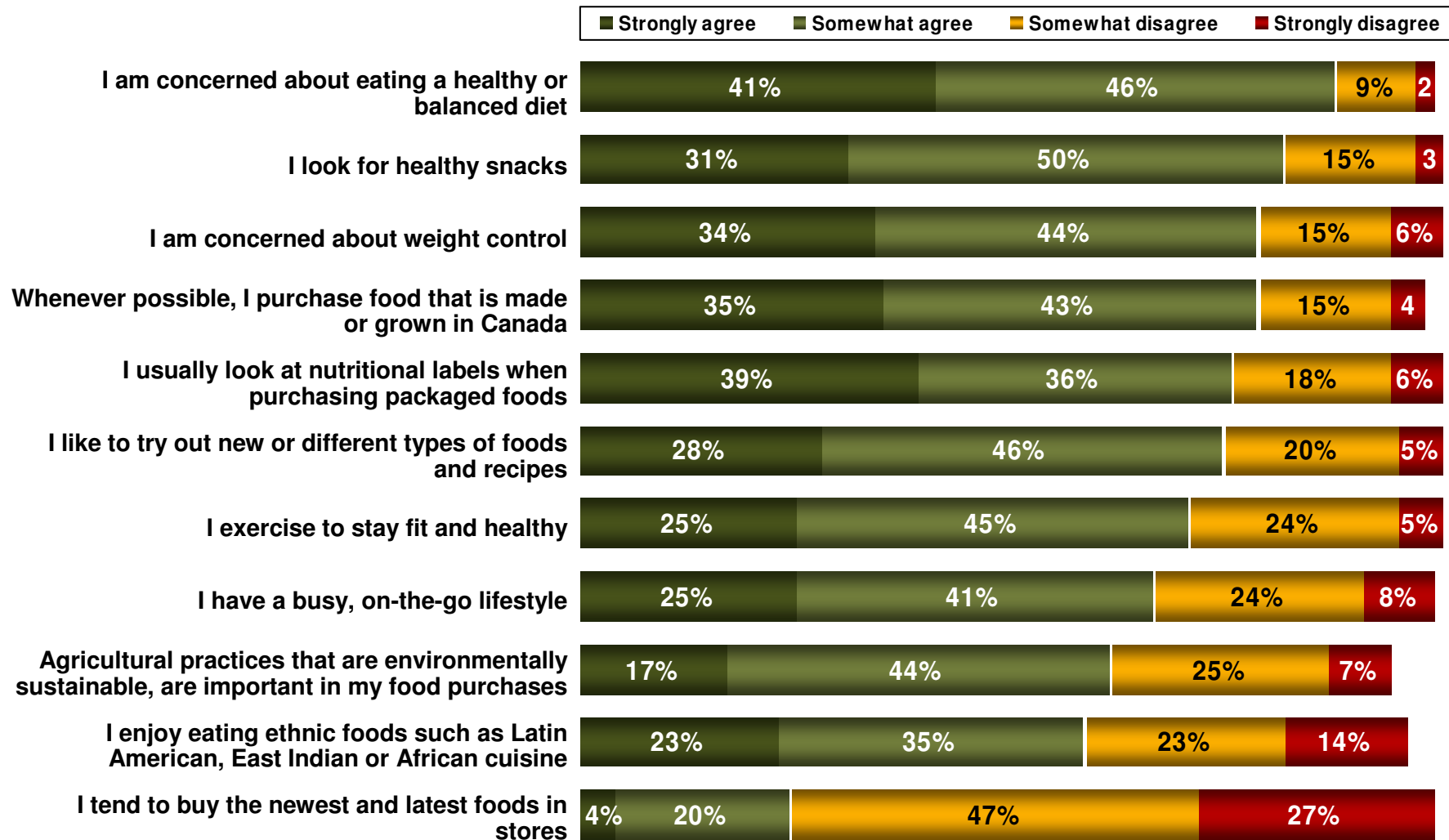


Base: All respondents (n=1,100)



# Attitudes Towards Food and Health

Q27. Please indicate your agreement or disagreement with the following statements.



Base: All respondents (n=1,100)



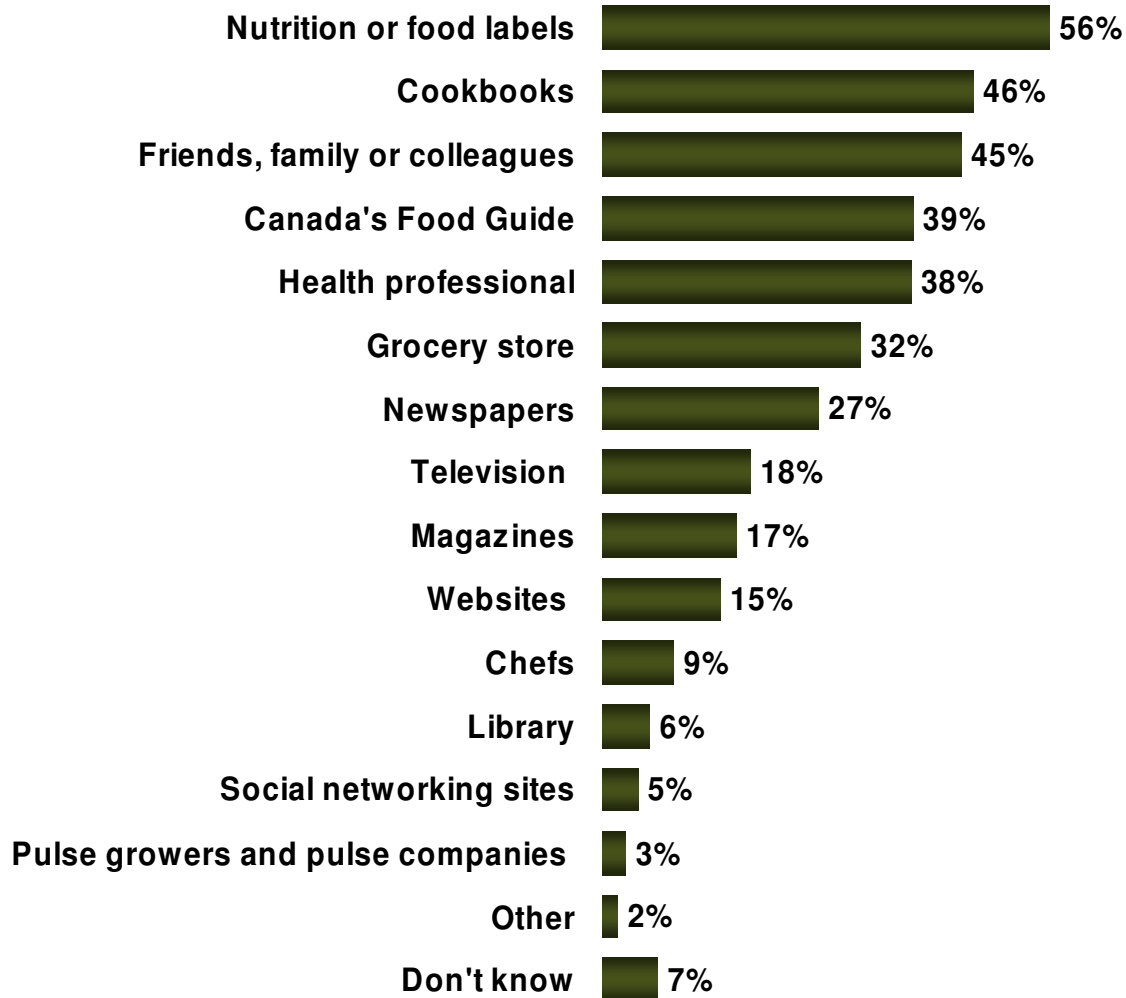
## Pulse Consumption: Information Sources





# Information Sources for Healthy Eating

Q29. Where do you typically get your information on healthy eating?

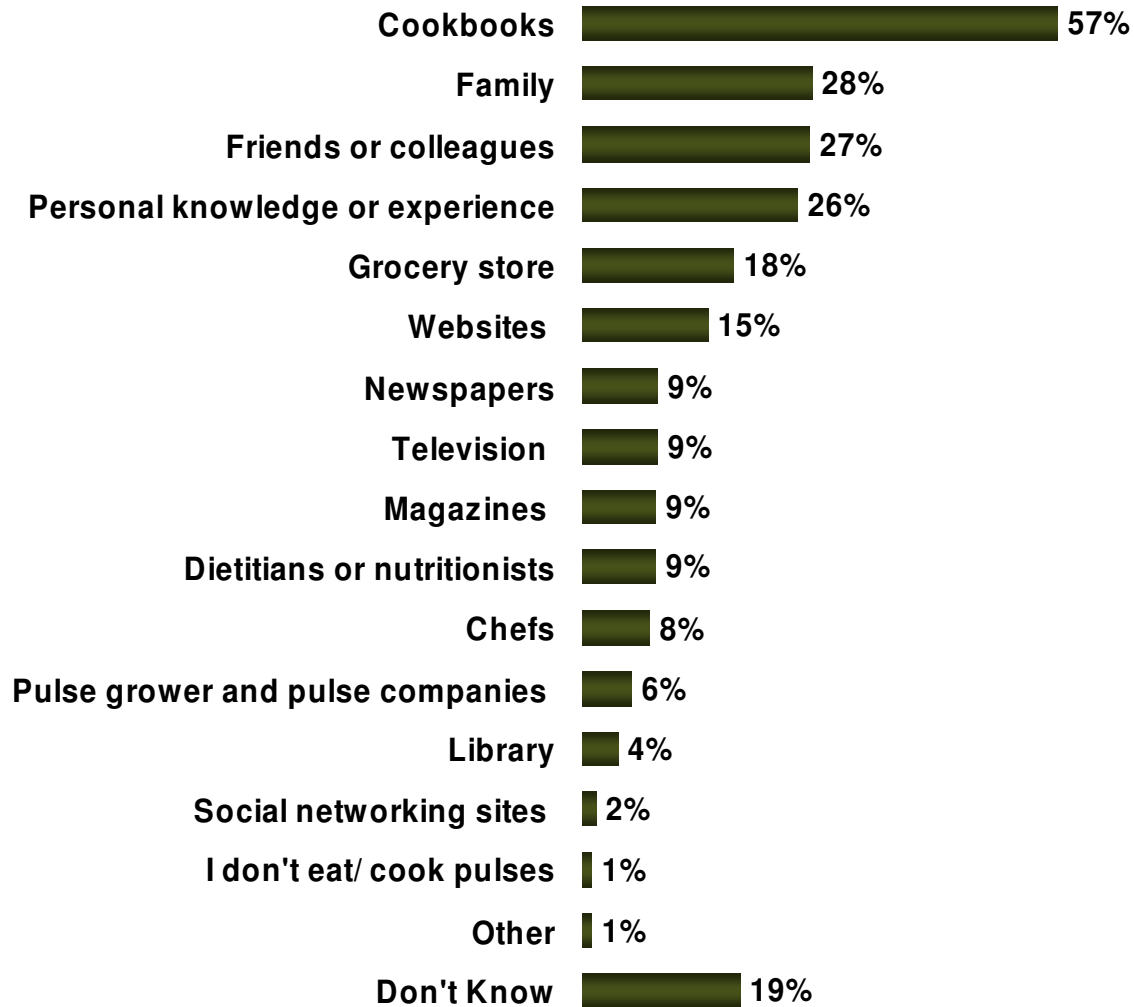


Base: All respondents (n=1,100)



# Information Sources for Preparing Pulses

Q30. Where do you typically get your information about preparing pulses?



Base: All respondents (n=1,100)



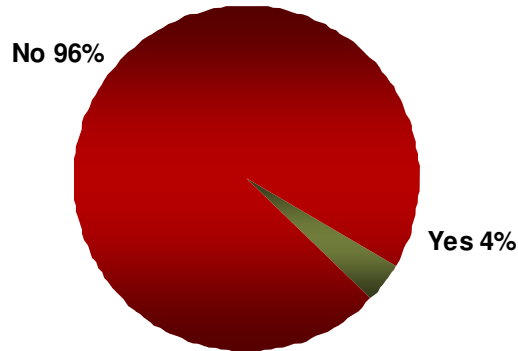


## Respondent Characteristics: Health Profile and Demographics



# Health Profile

## Vegetarian or Vegan



## Incidence of Disease

Heart disease or high blood cholesterol levels	23%
Diabetes	16%
Celiac disease	1%
None of the above	68%
Decline to respond	1%

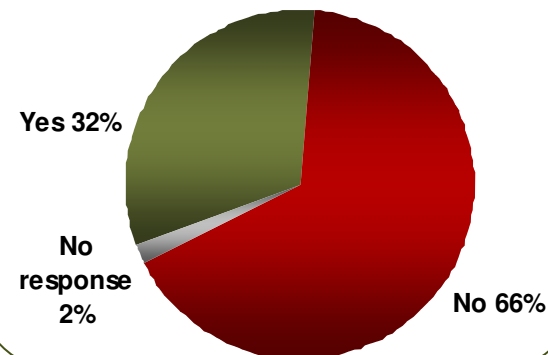
## Reported Weight

For your height and weight would you say you are...?

Very underweight	<1%
Somewhat underweight	5%
Average weight	45%
Somewhat overweight	42%
Very overweight	7%
Decline to respond	1%

## Advised about Weight

Have you (or family members in your household) been advised by a health professional that your weight may cause health problems now or in the future?



Base: All respondents (n=1,100)

# Tenure in Canada and Ethnic Background

## Tenure in Canada

Born and raised	85%
More than 20 years	11%
11 to 20 years	2%
6 to 10 years	1%
5 years or less	1%

Base: All respondents (n=1,100)

## Age Left Country of Birth

Under the age of 12	40%
12 to 17	12%
18 or older	37%
Decline to respond	11%

Base: Not born and raised in Canada (n=161)

## Ethnic Background

*As you know, we all live in Canada, but our ancestors come from many different ethnic backgrounds. What is the main background of your ancestors?*

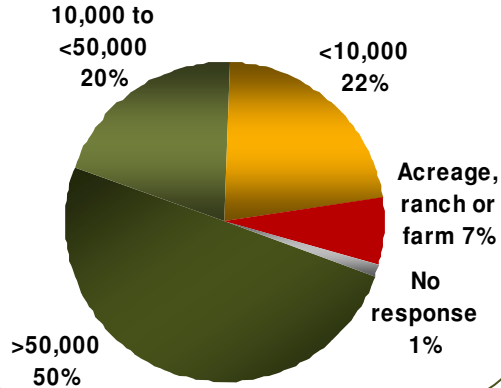
British	33%
Canadian	32%
European	25%
East or Southeast Asian	3%
Aboriginal/First Nations	2%
Other	3%
Decline to respond	2%

Base: All respondents (n=1,100)

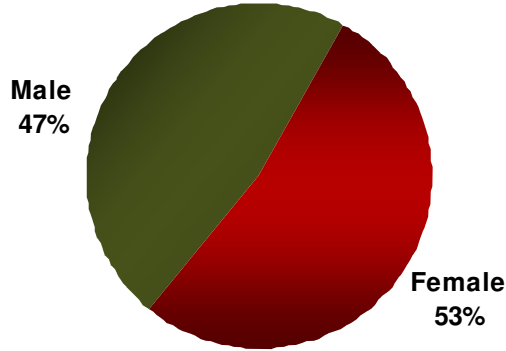


# Demographics

**Size of City or Town**



**Gender**



**Age**

Age Group	Percentage
18 to 24 years	6%
25 to 34 years	21%
35 to 44 years	13%
45 to 54 years	27%
55 to 64 years	20%
65 years or older	13%
Decline to respond	1%
<i>Mean</i>	<i>47</i>

**Household Size**

Household Size	Percentage
1 person	19%
2 people	48%
3 people	17%
4 or 5 people	14%
6 or more people	1%
Decline to respond	1%

**Education**

Education Level	Percentage
High school or less	28%
Some university, /college/ post secondary technical	19%
Graduated college/ post secondary technical	27%
Completed university undergraduate degree	18%
Completed university post graduate degree	7%
Decline to respond	1%

**Income**

Income Bracket	Percentage
Less than \$30,000	14%
\$30,000 to just under \$60,000	29%
\$60,000 to just under \$100,000	25%
\$100,000 or more	17%
Decline to respond	15%

Base: All respondents (n=1,100)



## MARKET SEGMENTATION





## Philosophy: Produce Actionable Results

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- ❖ A segmentation research study must produce meaning and deliver actionable information, which you can be used to better understand, communicate and engage with citizens.
- ❖ At Ipsos Reid, we look at every segmentation study as unique, applying analytics specific to the particular challenge.
- ❖ We don't consider a study successful unless its results are actionable for our client.



## Segmentation Analysis: Purpose

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- ❖ The objective of a segmentation analysis is to identify homogeneous groups of consumers to effectively target. Once similar consumers are grouped through segmentation, the analysis provides a valuable tool to gain an in-depth understanding of specific behaviors to make effective decisions on how to address each segment.
  - ◆ While citizens can be segmented on a vast array of characteristics, from simple demographics to complex psychological underpinnings, Ipsos Reid believes in a more holistic approach to segmentation, primarily including behavioral, attitudinal, socio-demographic and value-based characteristics in our segmentation algorithm.
- ❖ It is critical that the segmentation is robust – that is:
  - ◆ Segments must be different in terms of key behaviours and demographics;
  - ◆ Segments must be different in their attitudes with regard to pulse consumption; and,
  - ◆ Segments must be targetable (e.g. their differences result in segments that strategies and tactics can be designed to specifically target).



## The Segmentation Approach

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- ❖ The segmentation solution was developed based on responses to a total of 21 attitudinal statements (Q24 and Q27).
- ❖ 15 variables emerged as main segment drivers, and using these variables, the classification rate is 90%.
- ❖ During the analysis phase, segmentation was conducted using four different techniques.
- ❖ The final segmentation utilized the K-Means technique.
  - ◆ K-means is the most traditional technique. This approach tends to be useful for attitudinal segmentations where there are very distinct segments of approximately equal size.





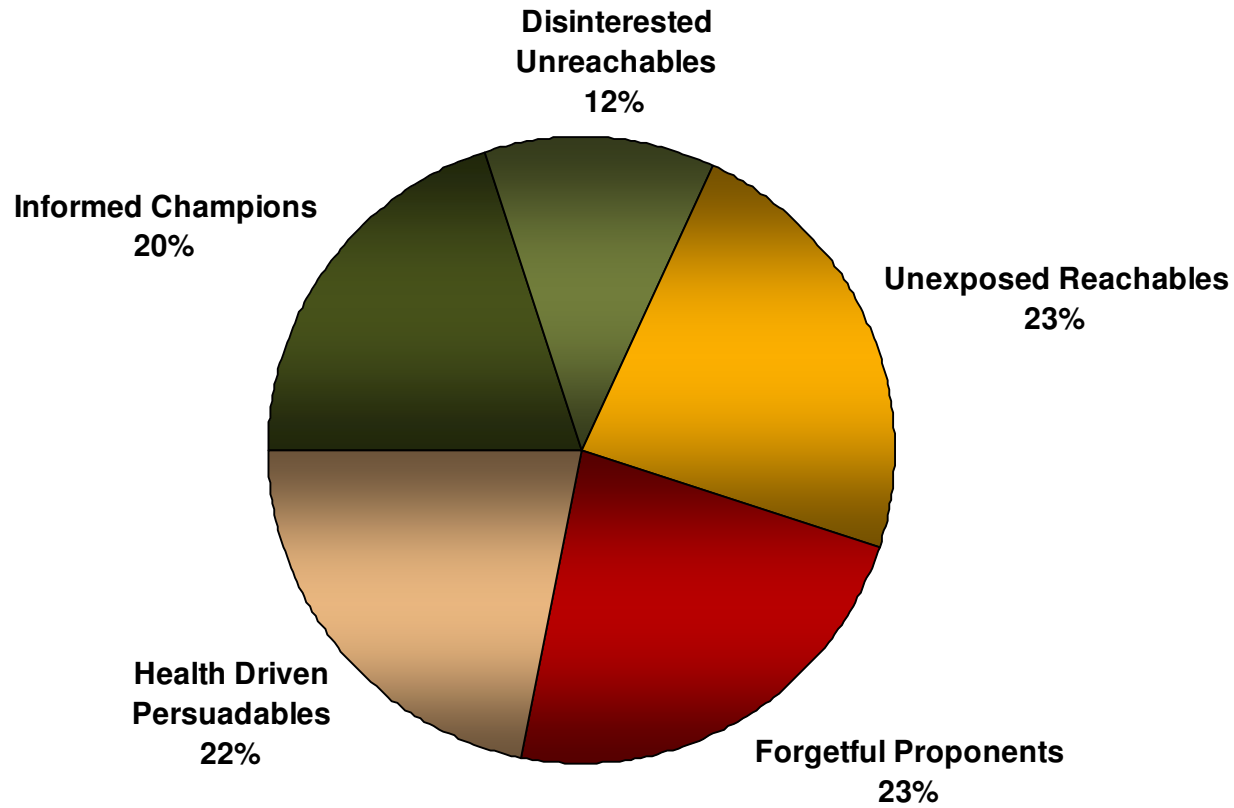
## Key Segmentation Variables

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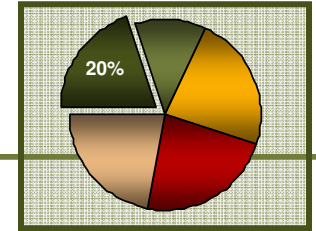
- ❖ Variables are listed in rank order of importance to the segmentation – that is, the degree to which it differentiates between segments
  - ◆ I don't know how to cook or prepare pulses
  - ◆ I don't think about including pulses in meal planning or preparation
  - ◆ I like the taste of pulses
  - ◆ My family likes eating pulses
  - ◆ I usually look at nutritional labels when purchasing packaged foods
  - ◆ I am concerned about eating a healthy or balanced diet
  - ◆ I look for healthy snacks
  - ◆ I am trying to choose vegetarian meals more often
  - ◆ I like to try out new of different types of foods and recipes
  - ◆ Pulses are part of my traditional diet
  - ◆ I enjoy eating ethnic foods such as Latin American, East Indian or African cuisine
  - ◆ Pulses are convenient and easy to prepare
  - ◆ Agricultural practices that are environmentally sustainable, are important in my food purchases
  - ◆ I am concerned about weight control
  - ◆ Pulses are nutritious
  - ◆ I tend to buy the newest and latest foods in stores

# Pulse Consumer Segments

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Base: All respondents (n=1,100)



## Key Differentiators



### Attitudes Towards Pulses

- ✓ Like the taste of pulses (99%)
- ✓ Family likes eating pulses (91%)
- ✓ Trying to choose vegetarian meals more often (72%)
- ✓ Pulses are part of traditional diet (68%)

### Attitudes Towards Food and Health

- ✓ Usually look at nutritional labels (96%)
- ✓ Concerned about eating a healthy diet (99%)
- ✓ Like to try out different types of foods and recipes (97%)
- ✓ Enjoy eating ethnic foods (84%)

## Pulse Consumption

■ Weekly ■ Monthly ■ Non-consumer



- ✓ High past 6 months pulse consumption at restaurants (49%)
- ✓ Highest monthly consumption at ethnic restaurants (48%)

## Demographics:

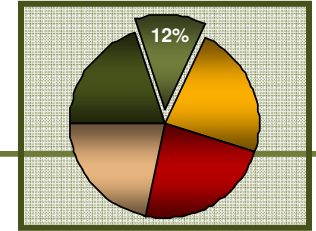
- ✓ Highest incidence of vegetarian or vegan in household (12%)
- ✓ Higher female (61%)
- ✓ Highest education (33% university degree, 48% post-secondary)
- ✓ Highest representation in British Columbia (29%)
- ✓ Half live in two person households (53%)

## Other Defining Characteristics:

- ✓ Extremely health conscious
- ✓ Environmentally engaged – environmentally sustainable agricultural practices are important in food purchases (85%)
- ✓ When possible, purchase food made or grown in Canada (91%)
- ✓ Health benefits are clearly the most important factors when deciding whether or not to eat pulses
- ✓ Information about both health and environmental benefits would make them more likely to eat pulses

# Disinterested Unreachables

*I don't give much thought to food and health*



## Key Differentiators



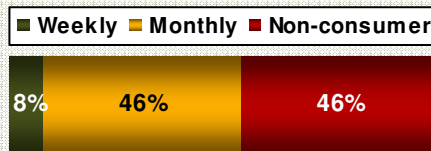
### Attitudes Towards Pulses

- ✓ Do not like the taste of pulses (37%, and 26% don't know / not applicable)
- ✓ Family does not like eating pulses (42%, and 29% don't know / not applicable)
- ✓ Not trying to choose vegetarian meals more often (61%, and 27% don't know / not applicable)
- ✓ Pulses not part of traditional diet (60%, and 27% don't know / not applicable)

### Attitudes Towards Food and Health

- ✓ Do not usually look at nutritional labels (86%)
- ✓ Do not look for healthy snacks (69%)
- ✓ Not concerned about weight control (64%)
- ✓ Not concerned about eating a healthy diet (56%)
- ✓ Do not like to try new foods or recipes (58%)

## Pulse Consumption



- ✓ Low past 6 months consumption at restaurants (29%)
- ✓ Among restaurant pulse consumers, high monthly consumption at fast food restaurants (35%)

## Demographics:

- ✓ Highest incidence of being underweight (14%)
- ✓ Lowest incidence of being advised by a health professional that weight may cause problems (19%)
- ✓ Low incidence of heart disease or high blood cholesterol levels in household (16%)
- ✓ Majority male (56%)
- ✓ Youngest segment (average age 43 years)
- ✓ Less educated (15% university degree)
- ✓ Three-in-ten live alone

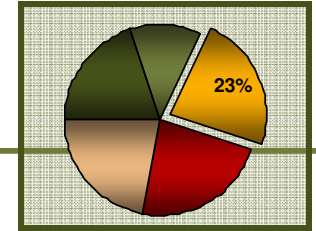
## Other Defining Characteristics:

- ✓ Taste is by far the most important factor when deciding whether or not to eat pulses
- ✓ Information about health and environmental benefits would not make them more likely to eat pulses



# Unexposed Reachables

*I don't like the taste of pulses and I don't know how to cook with them, but if they are healthy and help with weight control...*



## Key Differentiators



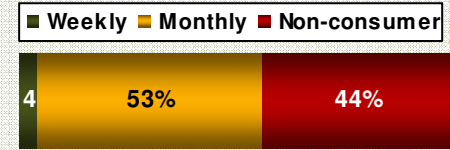
### Attitudes Towards Pulses

- ✓ Do not think of including pulses in meal planning or preparation (82%)
- ✓ Do not know how to cook or prepare pulses (75%)
- ✓ Do not like the taste of pulses (54%, and 17% don't know / not applicable)
- ✓ Family does not like eating pulses (43%, and 29% don't know / not applicable)
- ✓ Pulses are not part of traditional diet (87%)
- ✓ Not trying to choose vegetarian meals more often (85%)

### Attitudes Towards Food and Health

- ✓ Concerned about weight control (90%)
- ✓ Concerned about eating a healthy diet (94%)
- ✓ Look for healthy snacks (88%)
- ✓ Do not like eating ethnic foods (67%)

## Pulse Consumption



- ✓ Low past 6 months consumption at restaurants (28%)
- ✓ Among restaurant pulse consumers, lowest frequency of consumption at all restaurant types

## Demographics:

- ✓ Not differentiated by age, gender, education or income
- ✓ Lowest representation in British Columbia (13%)
- ✓ Highest incidence of born and raised in Canada (93%)

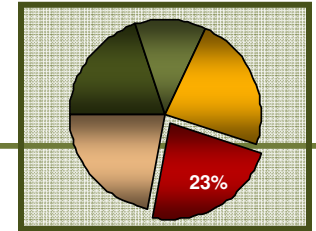
## Other Defining Characteristics:

- ✓ Taste is the most important factor when deciding whether or not to eat pulses
- ✓ Information about health benefits would make the majority more likely to eat pulses



# Forgetful Proponents

*I really do like pulses, but need someone to jog my memory and give me new recipe ideas*



## Key Differentiators



### Attitudes Towards Pulses

- ✓ Like the taste of pulses (92%)
- ✓ Family likes eating pulses (74%)
- ✓ Know how to cook or prepare pulses (85%)
- ✓ Second highest incidence of pulses are part of traditional diet (49%)
- ✓ Just under half (45%) don't think about including pulses in meal planning or preparation

### Attitudes Towards Food and Health

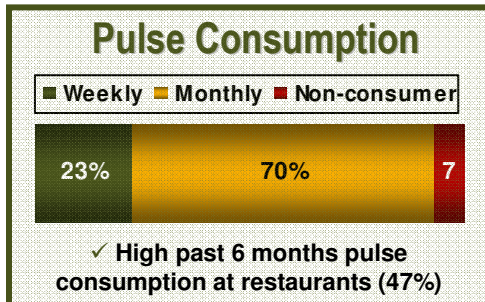
- ✓ Like to try out different types of foods and recipes (74%)
- ✓ Over half (54%) enjoy eating ethnic foods

## Demographics:

- ✓ Majority male (55%)
- ✓ Older – lowest percentage of 18 to 34 year olds (20%), average age 49 years
- ✓ Lowest representation in Atlantic Canada (14%)

## Other Defining Characteristics:

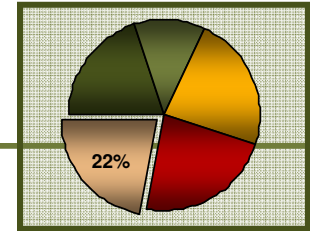
- ✓ Wanting 'variety in my diet' is a barrier to eating pulses more often
- ✓ Taste and health benefits are the top two factors when deciding whether or not to eat pulses
- ✓ High fibre and protein content are important
- ✓ Information about health benefits would make the majority more likely to eat pulses





# Health Driven Persuadables

*Tell me how – I like pulses, I find the health and environmental benefits motivating, but I don't know how to cook them*



## Key Differentiators



### Attitudes Towards Pulses

- ✓ Don't think about including pulses in meal planning or preparation (86%)
- ✓ Don't know how to cook or prepare pulses (74%)
- ✓ Most like the taste of pulses (77%)
- ✓ Fewer say their family likes eating pulses (59%)
- ✓ Half are trying to choose vegetarian meals more often (48%)

### Attitudes Towards Food and Health

- ✓ Usually look at nutritional labels (90%)
- ✓ Look for healthy snacks (94%)
- ✓ Like to try out different types of foods and recipes (94%)
- ✓ Enjoy eating ethnic foods (81%)
- ✓ Have a busy, on-the-go lifestyle (79%)

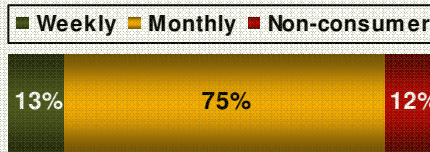
## Demographics:

- ✓ Not differentiated by age, gender or education
- ✓ Highest percentage (22%) in the \$100K+ income bracket

## Other Defining Characteristics:

- ✓ Extremely health conscious
- ✓ Environmentally engaged – environmentally sustainable agricultural practices are important in food purchases (85%)
- ✓ When possible, purchase food made or grown in Canada (91%)
- ✓ Health benefits the most important factors when deciding whether or not to eat pulses
- ✓ Information about both health and environmental benefits would make them more likely to eat pulses

## Pulse Consumption



- ✓ High past 6 months pulse consumption at restaurants (49%)
- ✓ Lower monthly consumption at fast food and non-ethnic restaurants (48%)

# Segmentation Summary

Segment Name & Size	Informed Champions (20%)	Disinterested Unreachables (12%)	Unexposed Reachables (23%)	Forgetful Proponents (23%)	Health Driven Persuadables (22%)
<b>Motto</b>	<i>"Pulses are superfoods"</i>	<i>"I don't give much thought to food and health"</i>	<i>"I don't like the taste and I don't know how to cook them, but if they are healthy and help with weight control..."</i>	<i>"I really like pulses, but need someone to jog my memory and give me new recipe ideas"</i>	<i>"Tell me how! I like pulses, I find the health and enviro benefits motivating, but I don't know how to cook them"</i>
<b>Pulse Consumption</b>	<ul style="list-style-type: none"> <li>• 51% weekly consumers &amp; 48% monthly consumers</li> <li>• Highest frequency of monthly consumption at ethnic restaurants</li> </ul>	<ul style="list-style-type: none"> <li>• 46% non-consumers &amp; 46% monthly consumers</li> <li>• Among restaurant consumers, high consumption at fast food restaurants (35%)</li> </ul>	<ul style="list-style-type: none"> <li>• 44% non-consumers &amp; 53% monthly consumers</li> <li>• Among restaurant consumers, lowest frequency of consumption</li> </ul>	<ul style="list-style-type: none"> <li>• 70% monthly consumers &amp; 23% weekly consumers</li> <li>• High past 6 months consumption at restaurants (47%)</li> </ul>	<ul style="list-style-type: none"> <li>• 75% monthly consumers &amp; 13% weekly consumers</li> <li>• Lower frequency of consumption at fast food and non-ethnic restaurants</li> </ul>
<b>Attitudes Towards Pulses</b>	<ul style="list-style-type: none"> <li>• Like the taste (99%)</li> <li>• Family likes eating pulses (91%)</li> <li>• Trying to choose vegetarian meals more often (72%)</li> <li>• Pulses are part of traditional diet (68%)</li> </ul>	<ul style="list-style-type: none"> <li>• Don't like the taste of pulses (37%; 26% DK/NA)</li> <li>• Family doesn't like eating pulses (42%; 29% DK/NA)</li> <li>• Not trying to choose vegetarian meals more often (61%; 27% DK/NA)</li> <li>• Not part of traditional diet (60%; 27% DK/NA)</li> </ul>	<ul style="list-style-type: none"> <li>• Don't think of including in meal planning (82%)</li> <li>• Don't know how to cook or prepare (75%)</li> <li>• Don't like the taste (54%; 17% DK/NA)</li> <li>• Family doesn't like eating pulses (43%; 29% DK/NA)</li> <li>• Not part of traditional diet (87%)</li> <li>• Not trying to choose vegetarian meals (85%)</li> </ul>	<ul style="list-style-type: none"> <li>• Like the taste (92%)</li> <li>• Family likes eating pulses (74%)</li> <li>• Know how to cook or prepare pulses (85%)</li> <li>• Half say pulses are part of traditional diet (49%)</li> <li>• Just under half (45%) don't think about including pulses in meal planning or preparation</li> </ul>	<ul style="list-style-type: none"> <li>• Don't think of including in meal planning (86%)</li> <li>• Don't know how to cook or prepare (74%)</li> <li>• Most like the taste (77%)</li> <li>• Comparatively fewer say their family likes eating pulses (59%)</li> <li>• Half are trying to choose vegetarian meals more often (48%)</li> </ul>



## Segmentation Summary Continued

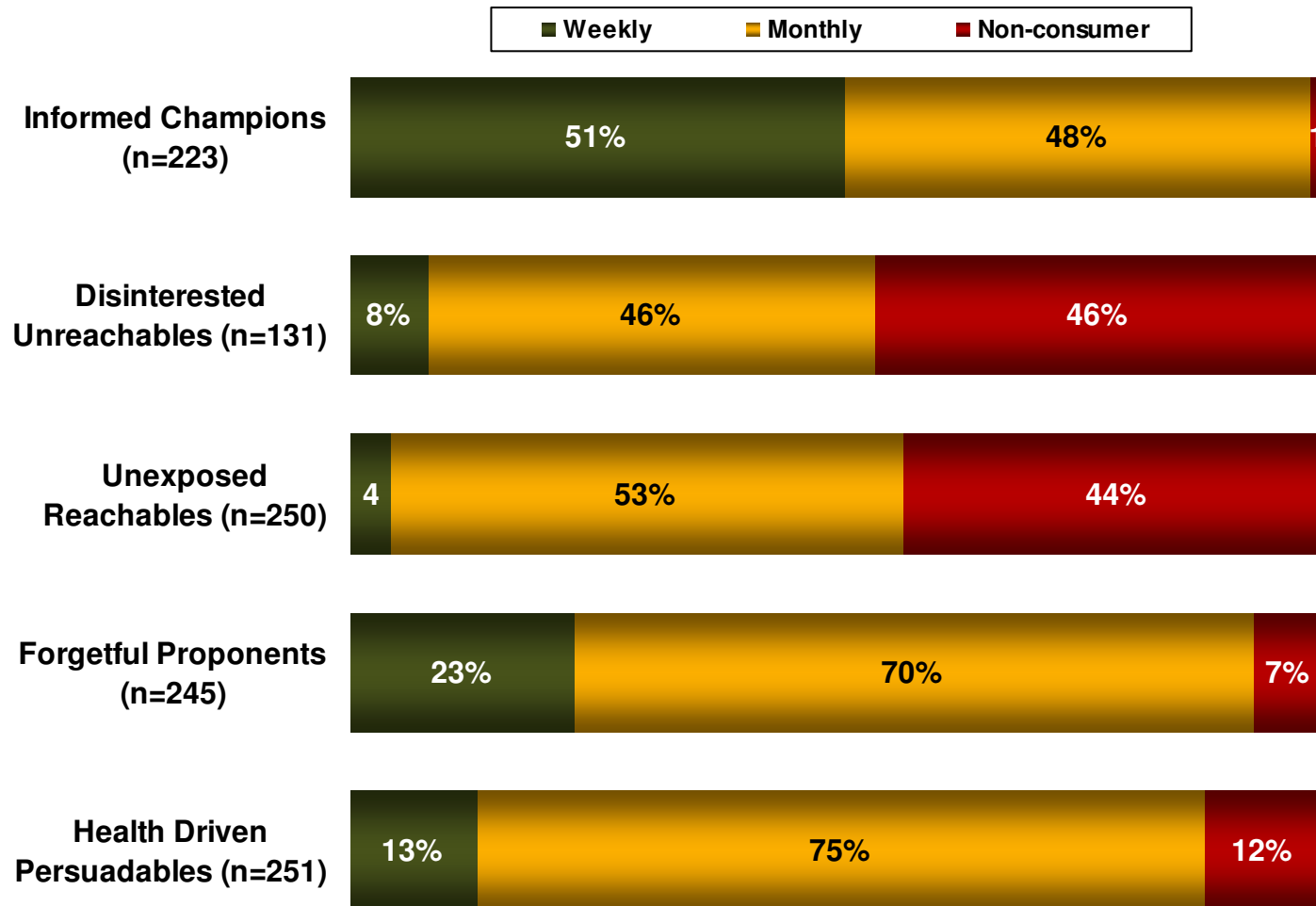
<b>Segment Name &amp; Size</b>	<b>Informed Champions (20%)</b>	<b>Disinterested Unreachables (12%)</b>	<b>Unexposed Reachables (23%)</b>	<b>Forgetful Proponents (23%)</b>	<b>Health Driven Persuadables (22%)</b>
<b>Attitudes Towards Food and Health</b>	<ul style="list-style-type: none"> <li>• Usually look at nutritional labels (96%)</li> <li>• Concerned about eating a healthy diet (99%)</li> <li>• Like to try out different types of foods and recipes (97%)</li> <li>• Enjoy eating ethnic foods (84%)</li> </ul>	<ul style="list-style-type: none"> <li>• Do not usually look at nutritional labels (86%)</li> <li>• Do not look for healthy snacks (69%)</li> <li>• Not concerned about weight control (64%)</li> <li>• Not concerned about eating a healthy diet (56%)</li> <li>• Do not like to try new foods or recipes (58%)</li> </ul>	<ul style="list-style-type: none"> <li>• Concerned about weight control (90%)</li> <li>• Concerned about eating a healthy diet (94%)</li> <li>• Look for healthy snacks (88%)</li> <li>• Do not like eating ethnic foods (67%)</li> </ul>	<ul style="list-style-type: none"> <li>• Like to try out different types of foods and recipes (74%)</li> <li>• Over half (54%) enjoy eating ethnic foods</li> </ul>	<ul style="list-style-type: none"> <li>• Usually look at nutritional labels (90%)</li> <li>• Look for healthy snacks (94%)</li> <li>• Like to try out different types of foods and recipes (94%)</li> <li>• Enjoy eating ethnic foods (81%)</li> <li>• Busy, on-the-go lifestyle (79%)</li> </ul>
<b>Other Defining Characteristics</b>	<ul style="list-style-type: none"> <li>• Extremely health conscious</li> <li>• Environmentally engaged and when possible, buy food grown in Canada</li> <li>• Health benefits clearly the most important factors when deciding whether or not to eat pulses</li> <li>• Info about both health and environmental benefits would have a positive impact on consumption</li> </ul>	<ul style="list-style-type: none"> <li>• Taste is by far the most important factor when deciding whether or not to eat pulses</li> <li>• Info about health and environmental benefits would <u>not</u> make most more likely to eat pulses</li> </ul>	<ul style="list-style-type: none"> <li>• Taste is the most important factor when deciding whether or not to eat pulses</li> <li>• Info about health benefits would make the majority more likely to eat pulses</li> </ul>	<ul style="list-style-type: none"> <li>• Wanting 'variety in my diet' is a barrier to eating pulses more often</li> <li>• Taste and health benefits are the top two factors when deciding whether to eat pulses</li> <li>• High fibre and protein content are important</li> <li>• Info about health benefits would make the majority more likely to eat pulses</li> </ul>	<ul style="list-style-type: none"> <li>• Extremely health conscious</li> <li>• Environmentally engaged and when possible, buy food grown in Canada</li> <li>• Health benefits the most important factors when deciding whether or not to eat pulses</li> <li>• Info about both health and environmental benefits would make them more likely to eat pulses</li> </ul>

## Segmentation Summary Continued

<b>Segment Name &amp; Size</b>	<b>Informed Champions (20%)</b>	<b>Disinterested Unreachables (12%)</b>	<b>Unexposed Reachables (23%)</b>	<b>Forgetful Proponents (23%)</b>	<b>Health Driven Persuadables (22%)</b>
<b>Profile</b>	<ul style="list-style-type: none"> <li>• Highest incidence of vegetarian or vegan in household (12%)</li> <li>• Higher female (61%)</li> <li>• Highest education (33% university degree, 48% post-secondary)</li> <li>• Highest in British Columbia (29%)</li> <li>• Half live in two person households (53%)</li> </ul>	<ul style="list-style-type: none"> <li>• Highest percentage of underweight (14%)</li> <li>• Low incidence of heart disease or high blood cholesterol levels in household (16%)</li> <li>• Majority male (56%)</li> <li>• Youngest segment (average age 43 years)</li> <li>• Less educated (15% university degree)</li> <li>• Three-in-ten live alone</li> </ul>	<ul style="list-style-type: none"> <li>• Not differentiated by age, gender, education or income</li> <li>• Lowest in British Columbia (13%)</li> <li>• Highest incidence of born and raised in Canada (93%)</li> </ul>	<ul style="list-style-type: none"> <li>• Majority male (55%)</li> <li>• Older – lowest percentage of 18 to 34 year olds (20%), average age 49 years</li> <li>• Lowest in Atlantic Canada (14%)</li> </ul>	<ul style="list-style-type: none"> <li>• Not differentiated by age, gender or education</li> <li>• Highest percentage (22%) in the \$100K+ income bracket</li> </ul>
<b>Messaging and Marketing</b>	<ul style="list-style-type: none"> <li>• Highest consumption – no need to target directly</li> <li>• Messages targeting other segments will resonate</li> </ul>	<ul style="list-style-type: none"> <li>• Low opportunity segment</li> <li>• Recipe ideas, health benefits and environmental benefits unlikely to have any impact</li> </ul>	<ul style="list-style-type: none"> <li>• Best opportunity for converting non-consumers</li> <li>• Provide a variety of 'great tasting' basic recipes for pulses</li> <li>• Focus on the health benefits of pulses, including weight control</li> </ul>	<ul style="list-style-type: none"> <li>• Opportunity to move from monthly to weekly</li> <li>• Provide new and different recipes – teach them the wide variety of ways they can be used</li> <li>• Remind about the fibre and protein content as well as other health benefits</li> </ul>	<ul style="list-style-type: none"> <li>• Opportunity to move from monthly to weekly</li> <li>• Teach them how to cook pulses</li> <li>• Provide a variety of quick, easy to prepare recipes including vegetarian and ethnic</li> <li>• Primary focus health; secondary environment</li> </ul>



# Pulse Consumption By Segment



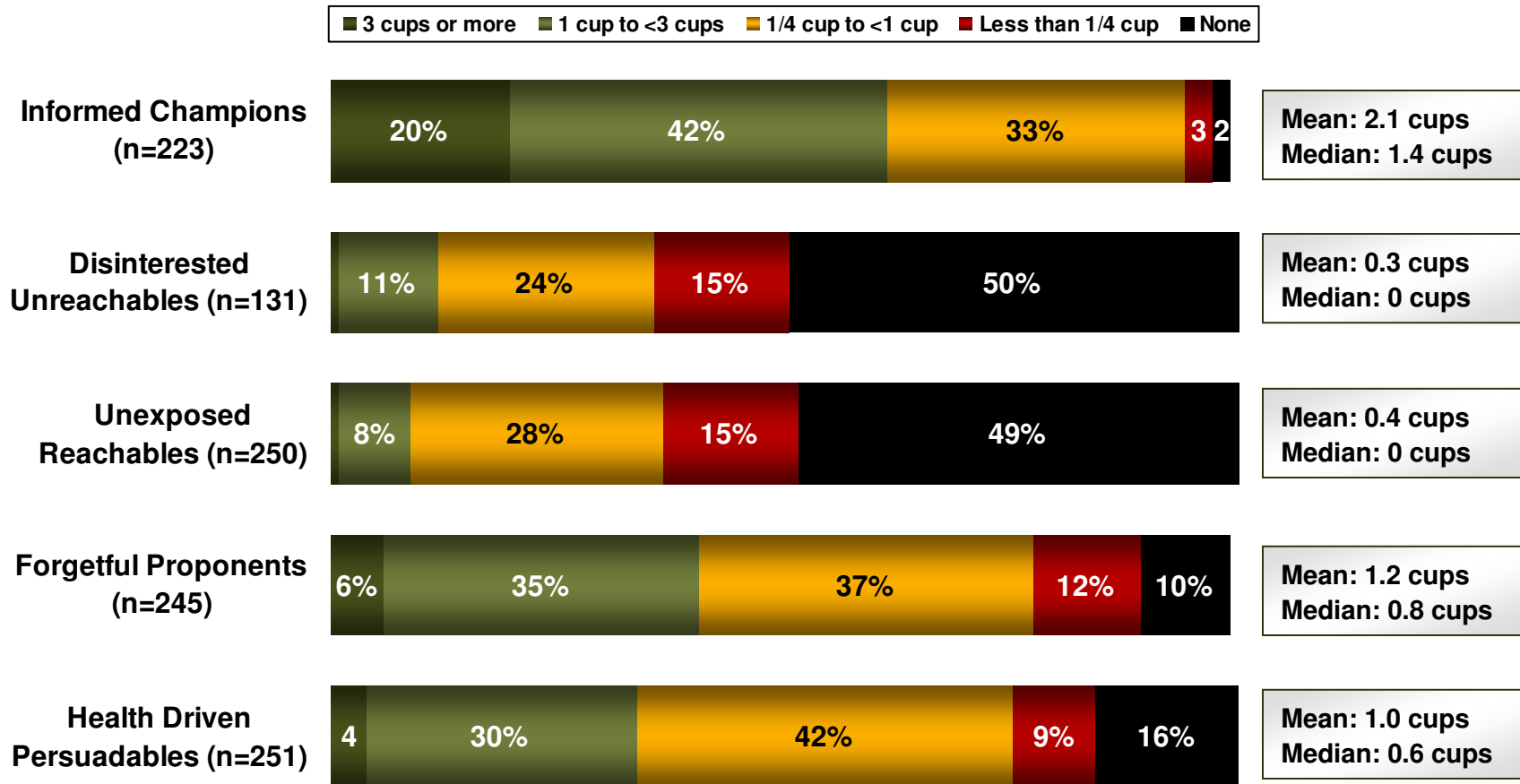
*Weekly (moderate to heavy) consumers = Consumed 1 or more types of pulses in the past 6 months weekly or more*  
*Monthly (light) consumers = Consumed 1 or more types pulses in the past 6 months but none weekly or more*  
*Non-consumers = No pulse consumption in past 6 months*

Base: All respondents



# Estimated Average Weekly Cooked Pulse Consumption By Segment

Q20. Thinking about a typical week, approximately, how many total cups of prepared foods that include pulses (beans, peas, lentils or chickpeas) would you eat? Please consider all locations (at home, in restaurants) and all forms (soups, chilis, dips, snacks).



Proxy amounts: None = 0, Less than 1/4 cup = 0.2, 1/4 cup to <1 cup = 0.5, 1 cup to <3 cups = 2.0, 3 cups or more = 3.0  
 Conversions: Main dishes = 0.4, Soups = 0.3, Dips or spreads = 1.0, Salads = 0.3, All other pulse dishes = 0.9

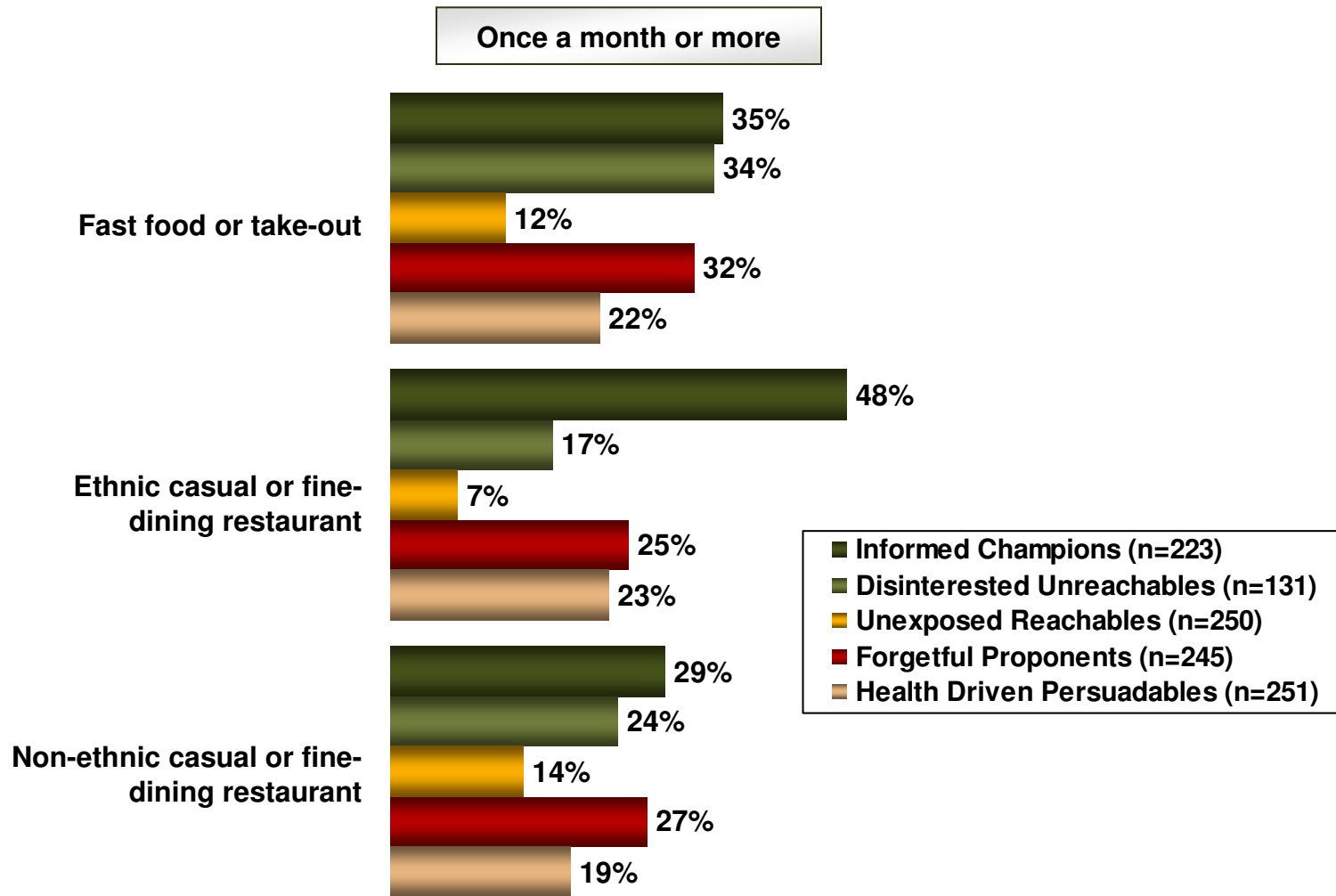
Base: All respondents



# Pulse Consumption at Restaurants

## By Segment

Q18. Approximately, how often do you eat dishes using pulses (dry beans, peas, lentils and chickpeas) at each of the following types of restaurants?



Base: All respondents



# Attitudes Towards Pulses

## By Segment

Q24. Please indicate your agreement or disagreement with the following statements.

	Informed Champions (n=223)	Disinterested Unreachables (n=131)	Unexposed Reachables (n=250)	Forgetful Proponents (n=245)	Health Driven Persuadables (n=251)
<i>% Agree</i>					
I don't know how to cook or prepare pulses	<b>6%</b>	47%	<b>75%</b>	<b>11%</b>	<b>74%</b>
I don't think about including pulses in meal planning or preparation	<b>10%</b>	66%	<b>82%</b>	<b>45%</b>	<b>86%</b>
I like the taste of pulses	<b>99%</b>	<b>37%</b>	<b>30%</b>	<b>92%</b>	77%
My family likes eating pulses	<b>91%</b>	<b>28%</b>	<b>11%</b>	<b>74%</b>	59%
I am trying to choose vegetarian meals more often	<b>72%</b>	<b>12%</b>	<b>9%</b>	16%	<b>48%</b>
Pulses are part of my traditional diet	<b>68%</b>	<b>12%</b>	<b>4%</b>	<b>49%</b>	26%
Pulses are nutritious	<b>99%</b>	<b>61%</b>	<b>80%</b>	<b>98%</b>	88%
Pulses are convenient and easy to prepare	<b>90%</b>	<b>37%</b>	<b>23%</b>	<b>85%</b>	56%
Pulses are an affordable source of protein	<b>100%</b>	<b>55%</b>	<b>67%</b>	<b>94%</b>	82%
Eating pulses causes gas, bloating or digestive problems	50%	<b>37%</b>	57%	59%	61%

*Bolded numbers are significantly different (lower / higher) than at least 3 other segments*



# Attitudes Towards Food and Health By Segment

Q27. Please indicate your agreement or disagreement with the following statements.

% Agree	Informed Champions (n=223)	Disinterested Unreachables (n=131)	Unexposed Reachables (n=250)	Forgetful Proponents (n=245)	Health Driven Persuadables (n=251)
I usually look at nutritional labels when purchasing packaged foods	<b>96%</b>	<b>8%</b>	75%	73%	<b>90%</b>
I am concerned about eating a healthy or balanced diet	<b>99%</b>	<b>37%</b>	94%	89%	96%
I look for healthy snacks	<b>97%</b>	<b>26%</b>	88%	76%	<b>94%</b>
I enjoy eating ethnic foods such as Latin American, East Indian or African cuisine	<b>84%</b>	<b>36%</b>	<b>30%</b>	54%	<b>81%</b>
Agricultural practices that are environmentally sustainable, are important in my food purchases	<b>85%</b>	<b>28%</b>	48%	47%	<b>85%</b>
I am concerned about weight control	87%	<b>31%</b>	90%	<b>72%</b>	87%
I tend to buy the newest and latest foods in stores	<b>31%</b>	9%	12%	14%	<b>46%</b>
Whenever possible, I purchase food that is made or grown in Canada	<b>91%</b>	<b>49%</b>	75%	72%	<b>91%</b>
I like to try out new or different types of foods and recipes	<b>97%</b>	<b>36%</b>	<b>55%</b>	74%	<b>94%</b>
I exercise to stay fit and healthy	<b>85%</b>	<b>41%</b>	65%	63%	<b>81%</b>
I have a busy, on-the-go lifestyle	69%	<b>54%</b>	67%	<b>54%</b>	<b>79%</b>

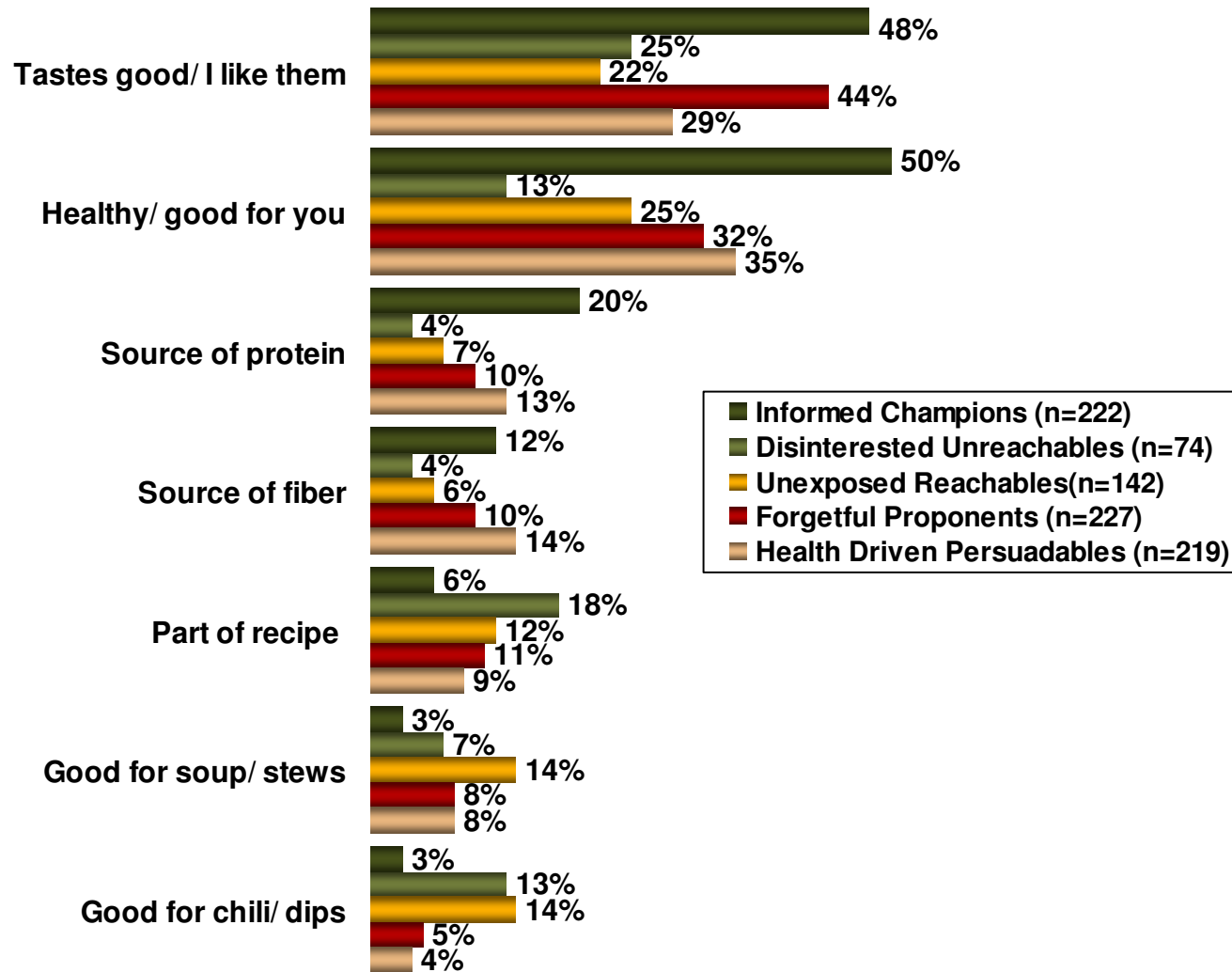
*Bolded numbers are significantly different (lower / higher) than at least 3 other segments*



# Reasons for Eating Pulses

## By Segment

Q22. What are the main reasons you eat pulses (dry beans, peas, lentils and chickpeas)?



Base: Light, moderate and heavy consumers

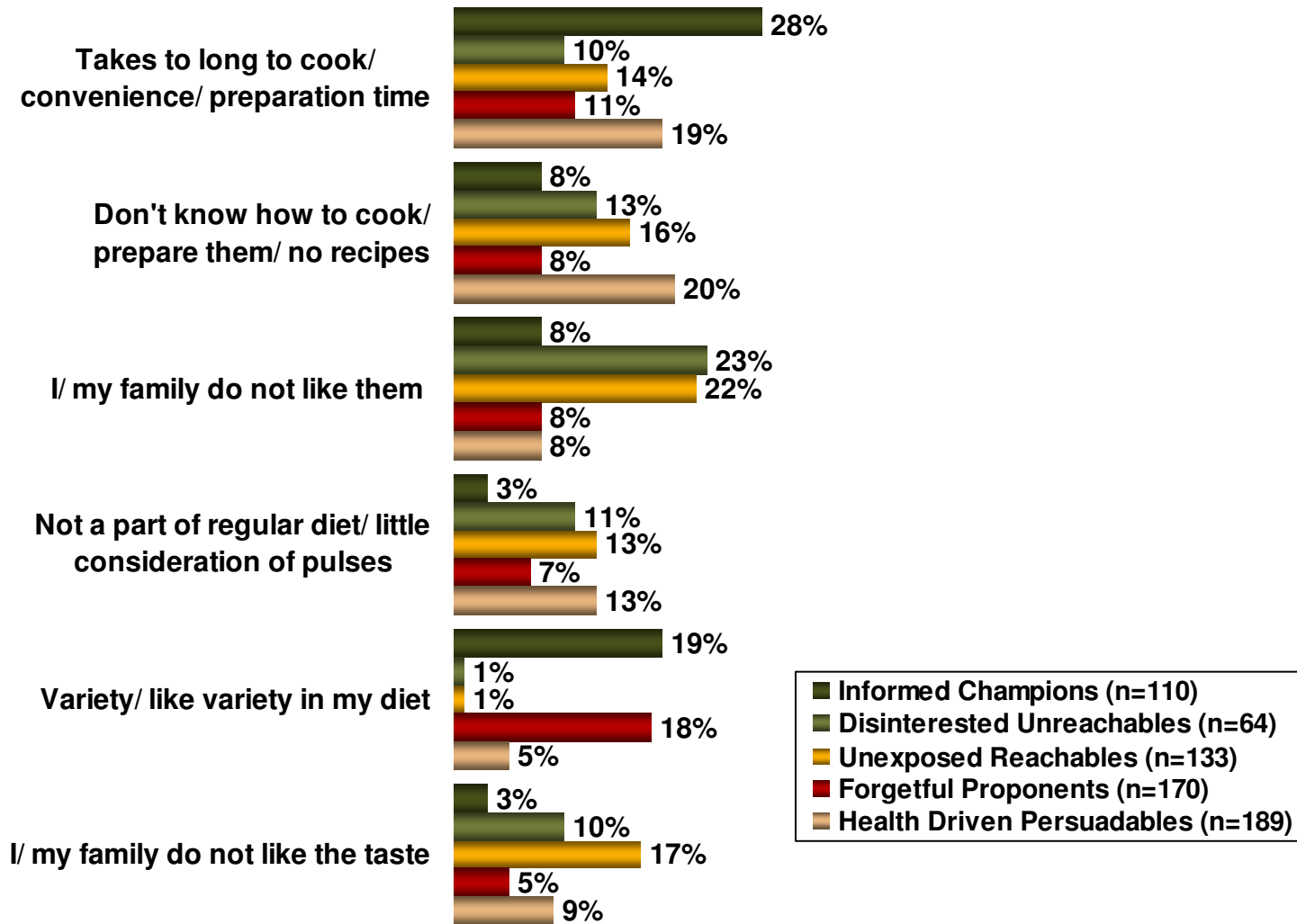




# Reasons for Not Eating Pulses More Often

## By Segment

Q23. What are the main reasons you don't eat pulses more often (dry beans, peas, lentils and chickpeas)?



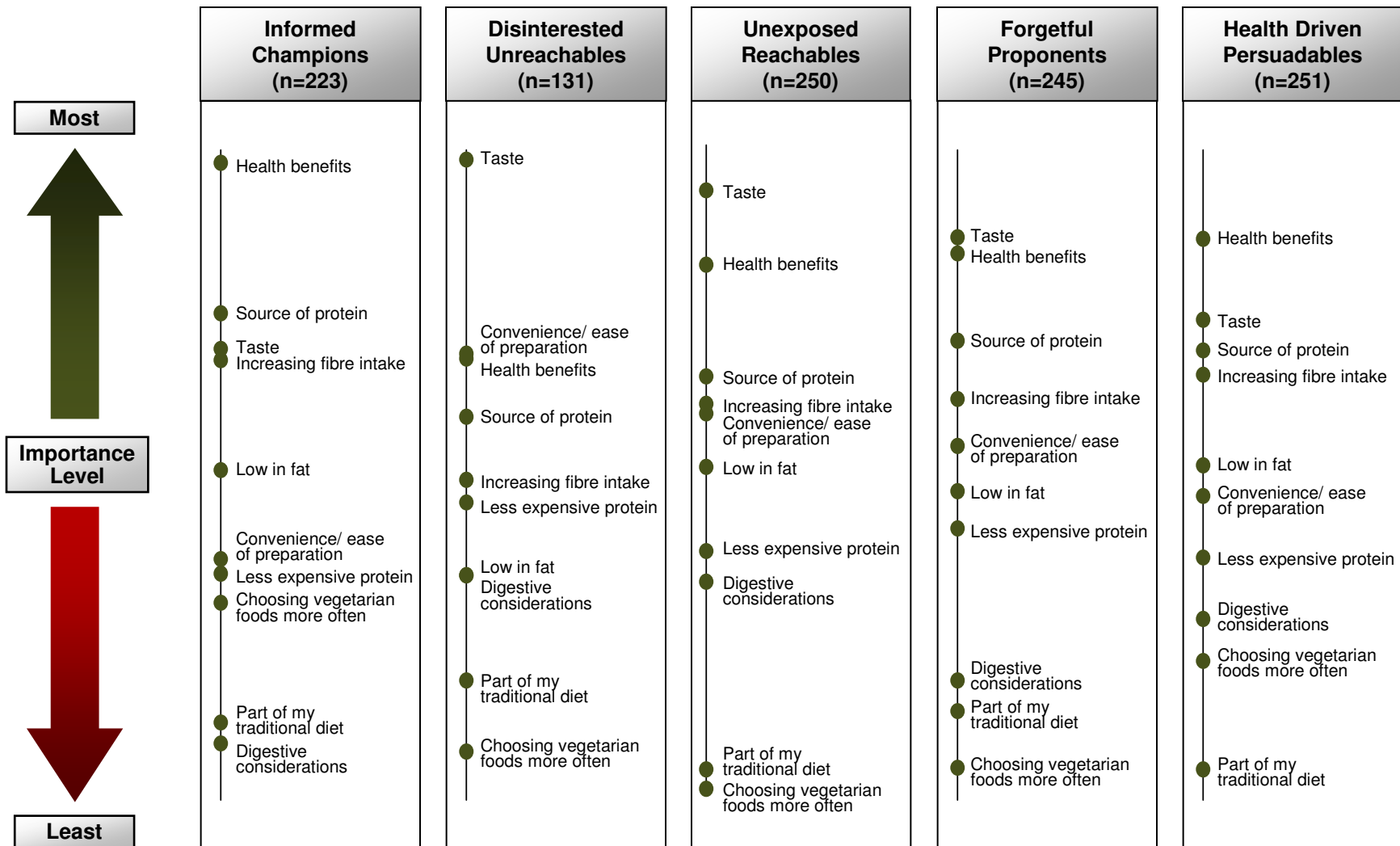
Base: Light consumers



# Importance of Factors for Pulse Consumption

## By Segment

Q25. Which of the following factors is most important to you and least important to you when deciding whether or not to eat pulses?



Base: All respondents



# Nutritional Information Influencing the Purchase of a Processed Pulse Product

## By Segment

Q26. To what degree would each of the following factors influence your decision to purchase a processed food product containing pulses? The product could be a number of things such as pasta, crackers, cereal or a snack item. Please assume you have 100 points and can allocate 0 to 100 points to each factor.

	Informed Champions (n=223)	Disinterested Unreachables (n=131)	Unexposed Reachables (n=250)	Forgetful Proponents (n=245)	Health Driven Persuadables (n=251)
Very high in fibre	23.6	25.3	26.1	27.2	23.5
A source of protein	22.3	23.7	<b>19</b>	23.6	21.7
Low in fat and saturated fats	17.1	<b>14.5</b>	<b>20</b>	16.8	19
A good source of iron	12.1	<b>16.1</b>	12.5	11	11.9
Low in sodium	11.3	8.9	12.9	11.2	10.8
An excellent source of folate	<b>8.8</b>	6.3	5.8	6.3	7.6
Gluten free	4.7	5.2	3.8	3.8	5.5

*Bolded numbers are significantly different (lower / higher) than at least 3 other segments*

Base: All respondents



# Influence of Health and Environmental Facts about Pulses

## By Segment

<i>% More Likely</i>	Informed Champions (n=223)	Disinterested Unreachables (n=131)	Unexposed Reachables (n=250)	Forgetful Proponents (n=245)	Health Driven Persuadables (n=251)
Pulses are high in vitamins and minerals	<b>89%</b>	<b>48%</b>	68%	72%	74%
Pulses are free of fats and saturated fats	<b>86%</b>	<b>29%</b>	63%	66%	72%
Pulses help reduce the risks of heart disease	<b>84%</b>	<b>42%</b>	65%	72%	<b>73%</b>
Pulses are very high in fiber	<b>83%</b>	<b>38%</b>	67%	67%	72%
Pulses help reduce the risks of diabetes	<b>80%</b>	<b>32%</b>	<b>55%</b>	64%	64%
Pulses can help with weight control	<b>79%</b>	<b>32%</b>	66%	60%	69%
Pulses help control appetite	<b>78%</b>	<b>29%</b>	61%	56%	66%
Pulses have a low Glycemic Index (GI)	<b>76%</b>	<b>23%</b>	47%	50%	57%
Pulse crops are good for soil health and sustainable agriculture	<b>76%</b>	<b>21%</b>	<b>40%</b>	53%	<b>65%</b>
Canada is a world leader in growing pulses and these pulses are locally available for purchase	<b>76%</b>	<b>23%</b>	<b>39%</b>	52%	<b>66%</b>
Pulse crops reduce overall greenhouse gases in the atmosphere	<b>68%</b>	<b>25%</b>	<b>32%</b>	44%	<b>60%</b>
Pulses are gluten free	<b>68%</b>	<b>25%</b>	32%	44%	<b>60%</b>

*Bolded numbers are significantly different (lower / higher) than at least 3 other segments*



# Information Sources for Preparing Pulses

## By Segment

Q30. Where do you typically get your information about preparing pulses?

	Informed Champions (n=223)	Disinterested Unreachables (n=131)	Unexposed Reachables (n=250)	Forgetful Proponents (n=245)	Health Driven Persuadables (n=251)
Cookbooks	<b>82%</b>	<b>25%</b>	<b>42%</b>	<b>67%</b>	57%
Personal knowledge or experience	<b>47%</b>	<b>8%</b>	<b>15%</b>	<b>32%</b>	22%
Friends or colleagues	36%	24%	<b>18%</b>	29%	29%
Family	36%	<b>16%</b>	<b>21%</b>	32%	29%
Web Sites	<b>27%</b>	7%	8%	12%	<b>19%</b>
Grocery store	<b>26%</b>	13%	13%	16%	22%
Television	18%	3%	3%	7%	12%
Newspapers	<b>16%</b>	3%	7%	6%	<b>12%</b>
Dietitians or nutritionists	<b>16%</b>	3%	7%	8%	9%
Magazine	<b>16%</b>	<b>1%</b>	5%	10%	9%
Chefs	<b>14%</b>	3%	4%	7%	11%
Pulse grower and pulse companies	11%	2%	3%	7%	6%
Library	<b>8%</b>	2%	3%	2%	5%
Social networking sites	1%	1%	1%	2%	3%
Don't Know	2%	<b>40%</b>	<b>36%</b>	8%	17%

*Bolded numbers are significantly different (lower / higher) than at least 3 other segments*



# Health Profile By Segment

	Informed Champions (n=223)	Disinterested Unreachables (n=131)	Unexposed Reachables (n=250)	Forgetful Proponents (n=245)	Health Driven Persuadables (n=251)
<b>Vegetarian or Vegan (in household)</b>	<b>12%</b>	4%	1%	3%	2%
<b>Heart disease or high blood cholesterol levels (in household)</b>	26%	16%	25%	26%	21%
<b>Underweight</b>	<b>1%</b>	<b>14%</b>	3%	7%	5%
<b>Advised by a health professional that weight may cause problems</b>	36%	<b>19%</b>	35%	36%	29%

*Bolded numbers are significantly different (lower / higher) than at least 3 other segments*

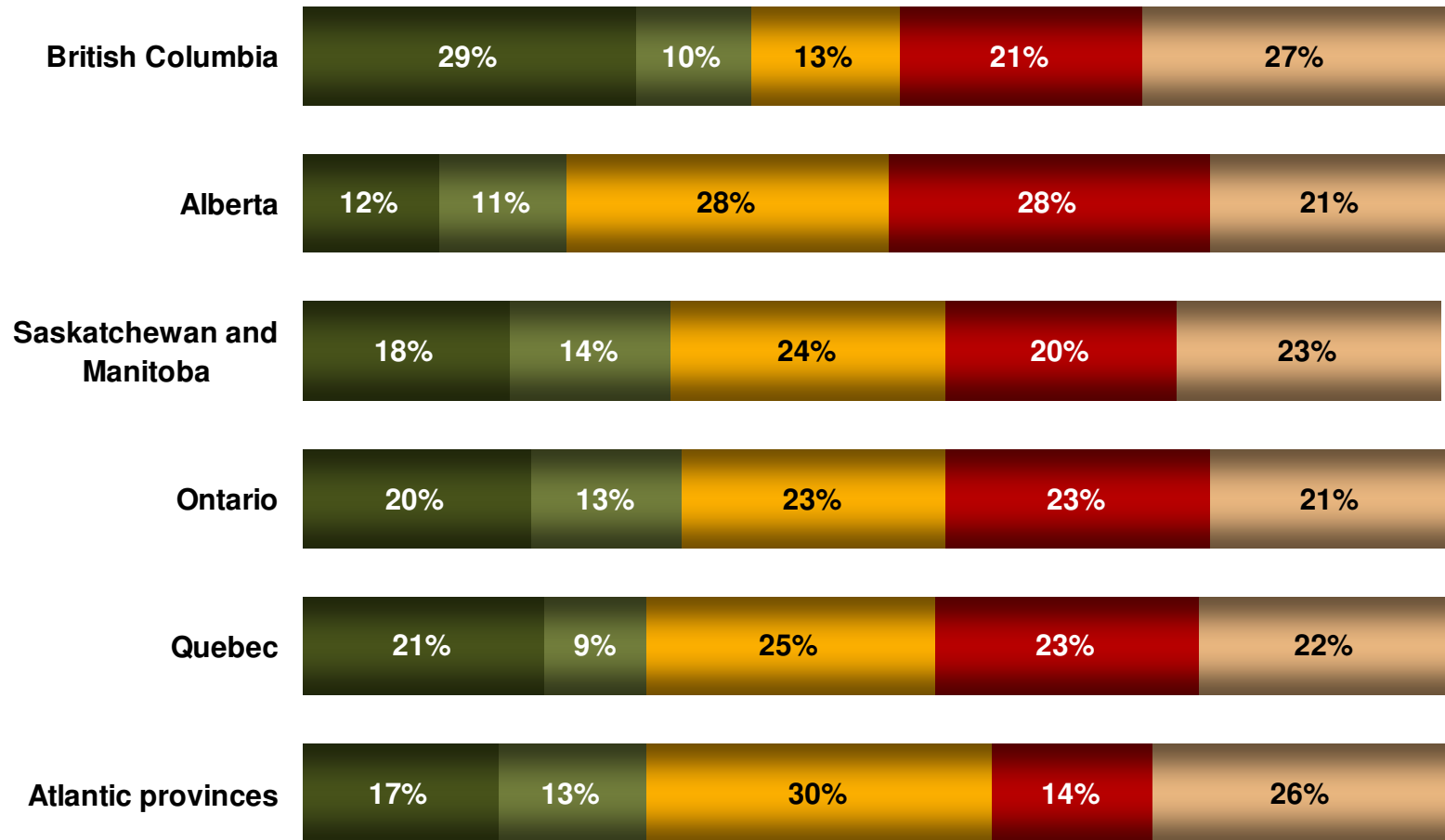
Base: All respondents



# Region By Segment

Q22. What are the main reasons you eat pulses (dry beans, peas, lentils and chickpeas)?

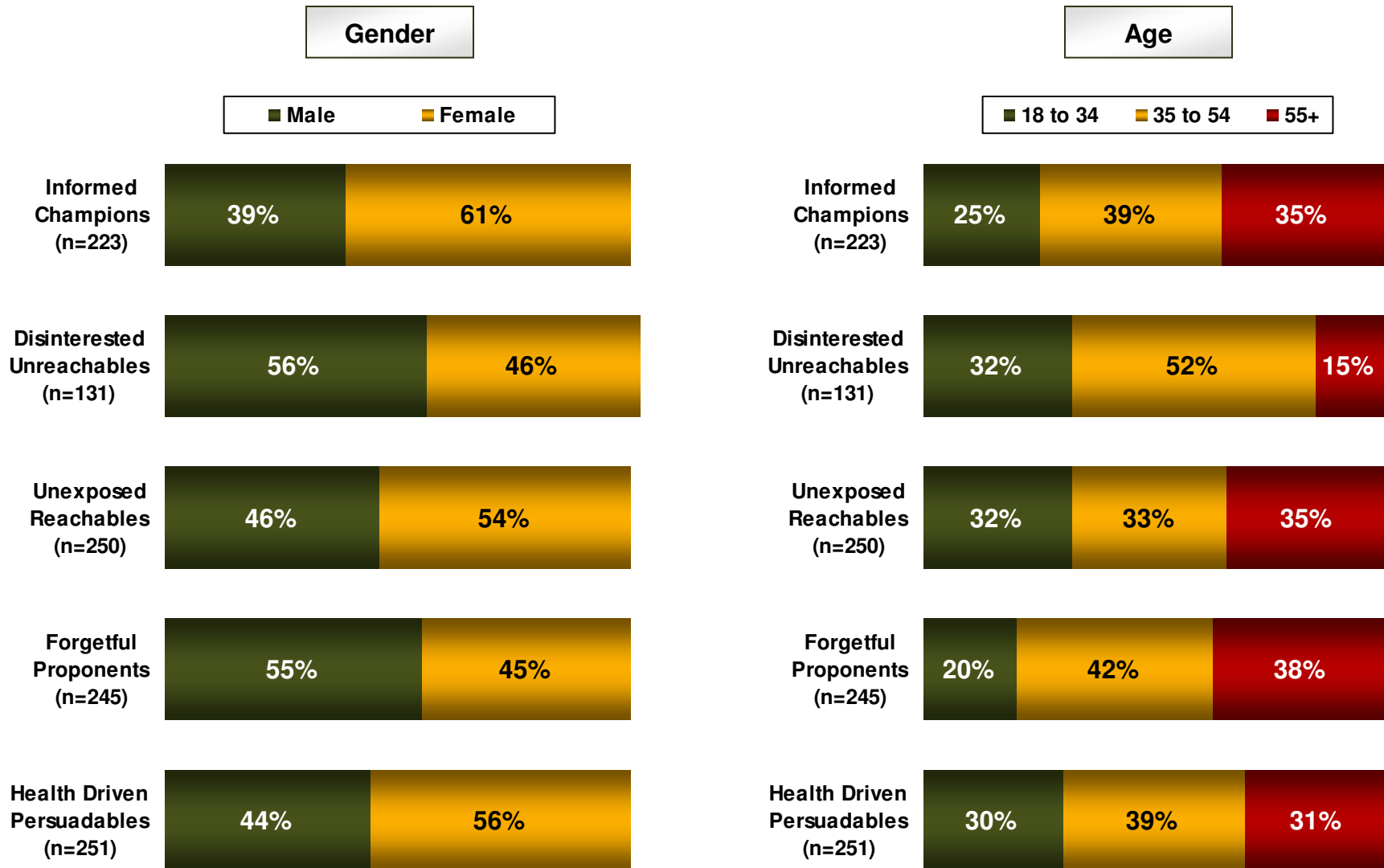
■ Informed Champions (n=222)   ■ Disinterested Unreachables (n=74)   ■ Unexposed Reachables(n=142)  
■ Forgetful Proponents (n=227)   ■ Health Driven Persuadables (n=219)



Base: All Respondents



# Gender and Age By Segment



Base: All respondents





# Education and Income

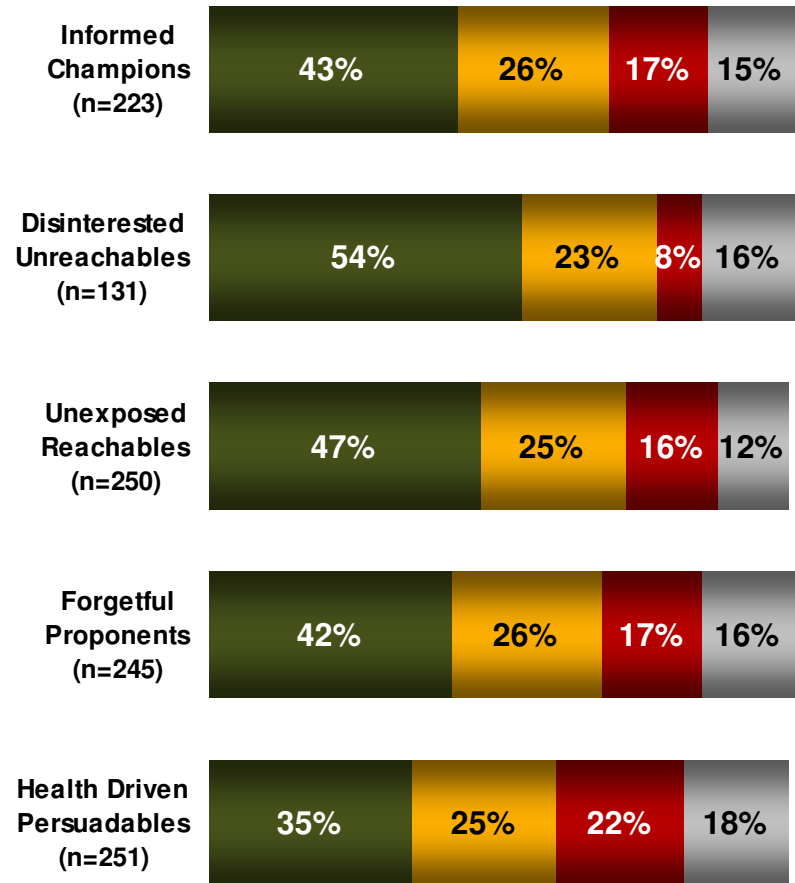
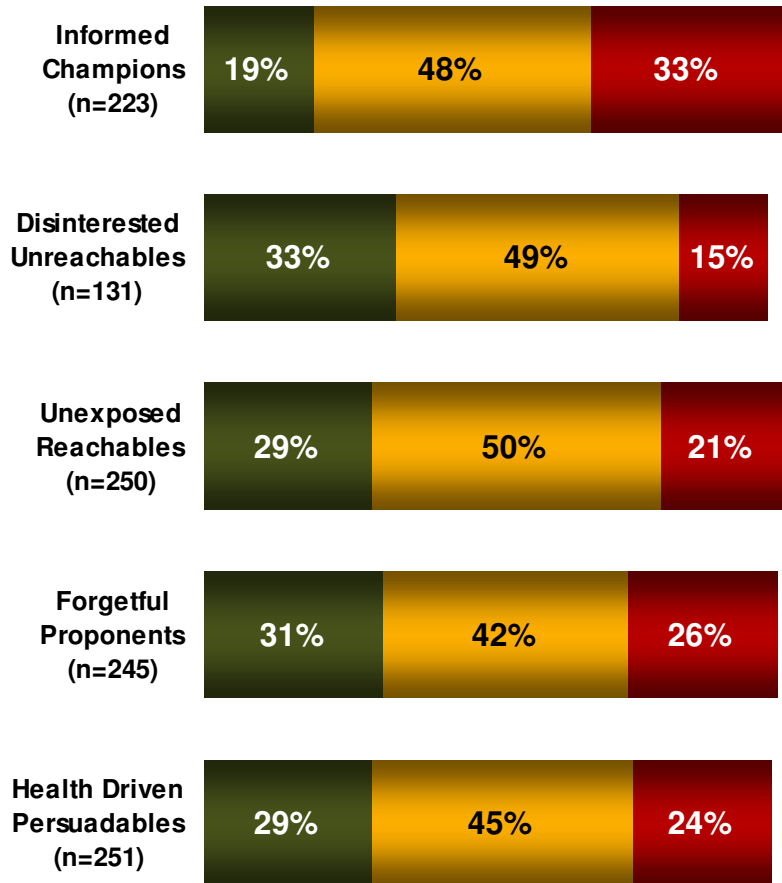
## By Segment

### Education

### Income

■ High school or less ■ Post-secondary ■ University degree

■ <\$60K ■ \$60K to <\$100K ■ 100K+ ■ No response



Base: All respondents



## SOUTH ASIAN SAMPLE: DETAILED FINDINGS



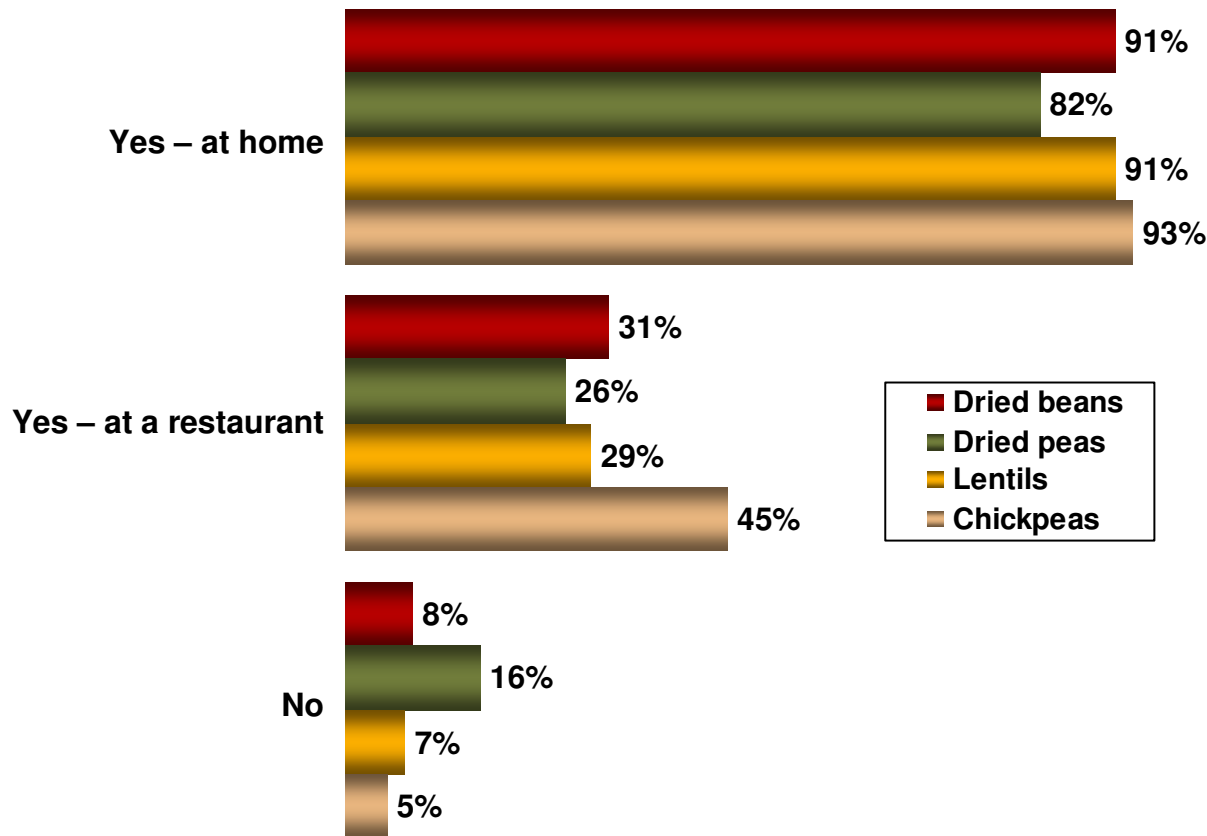
## Pulse Consumption: Types, Frequency and Form





# Past Six Months Pulse Consumption South Asians

Q1/Q5/Q9/Q13. In the past 6 months, have you eaten dishes made with *dried beans/dried peas/lentils/chickpeas or chickpea flour* either in your home or at any type of restaurant?



### Location of Pulse Consumption

- ❖ Home only: 43%
- ❖ Home and restaurant: 55%
- ❖ Restaurant only: <1%
- ❖ Non-consumers: 1%

### Number of Different Pulses Consumed

- ❖ None: 1%
- ❖ 1: 2%
- ❖ 2: 5%
- ❖ 3: 15%
- ❖ 4: 77%

Base: All South Asian respondents (n=230)



# Frequency of Pulse Consumption at Home

## South Asians

Q2/Q6/Q10/Q14. How often do you or do other members of your household eat dishes made with *dried beans or bean flour/dried peas/lentils/chickpeas or chickpea flour* at home?

❖ Moderate to heavy: 77%  
 ❖ Light: 21%  
 ❖ Non-consumers: 1%

■ 4 or more times per week ■ 1 to 3 times per week ■ 1 to 3 times per month ■ Less than once a month

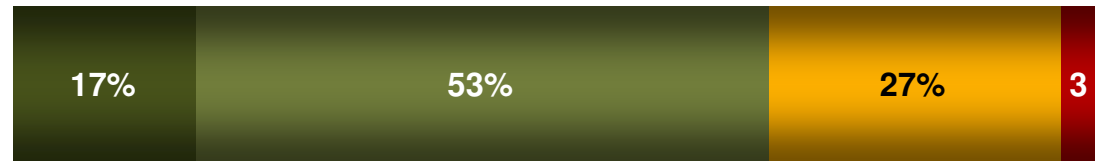
**Beans**  
(n=210)



**Peas**  
(n=188)



**Lentils**  
(n=210)



**Chickpeas**  
(n=213)



*Non-consumers = No pulse consumption in past 6 months*

*Light consumers = Consumed 1 or more types pulses in the past 6 months but none weekly or more*

*Moderate to heavy consumers = Consumed 1 or more types of pulses in the past 6 months weekly or more*

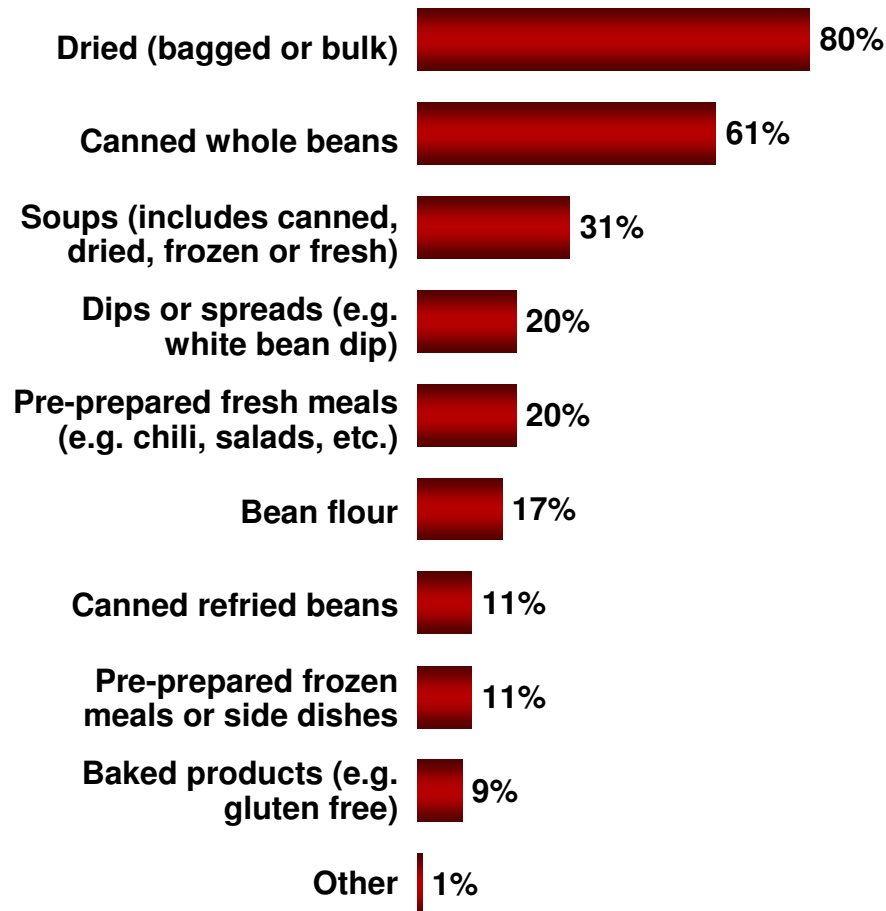
Base: South Asians – Past 6 months pulse consumption at home



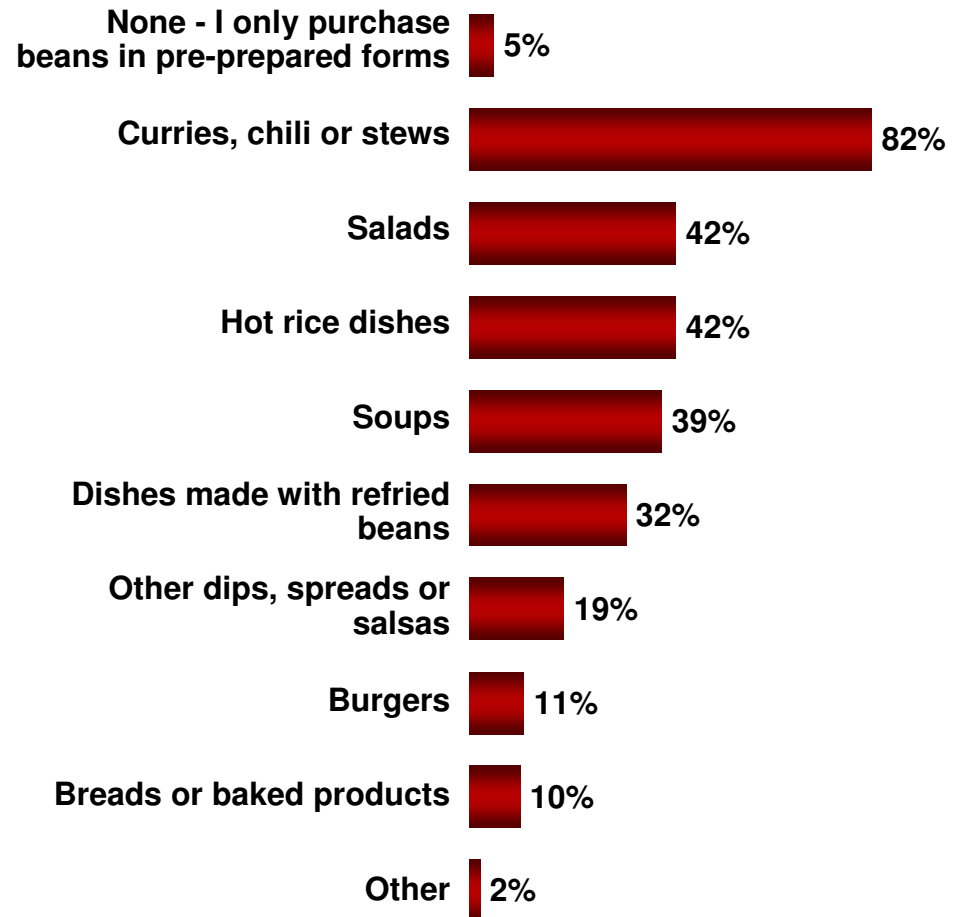
# Dried Beans: Form and Types of Dishes Consumed at Home

## South Asians

Q3. In what form do you purchased **dried beans** you eat at home? (Note: This does not include fresh, frozen or canned green [string] beans).



Q4. What types of dishes do you make with **dried beans** (whether bagged, bulk or canned) or bean flour at home?



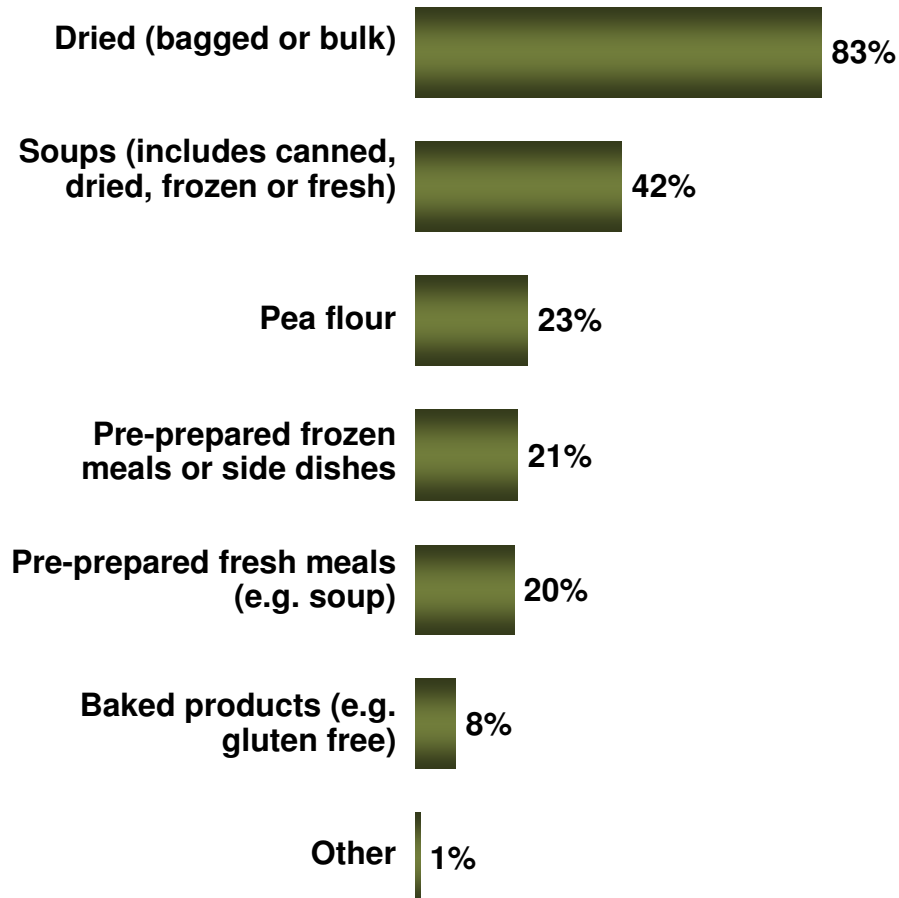
Base: South Asians – Past 6 months dried bean consumption at home (n=210)



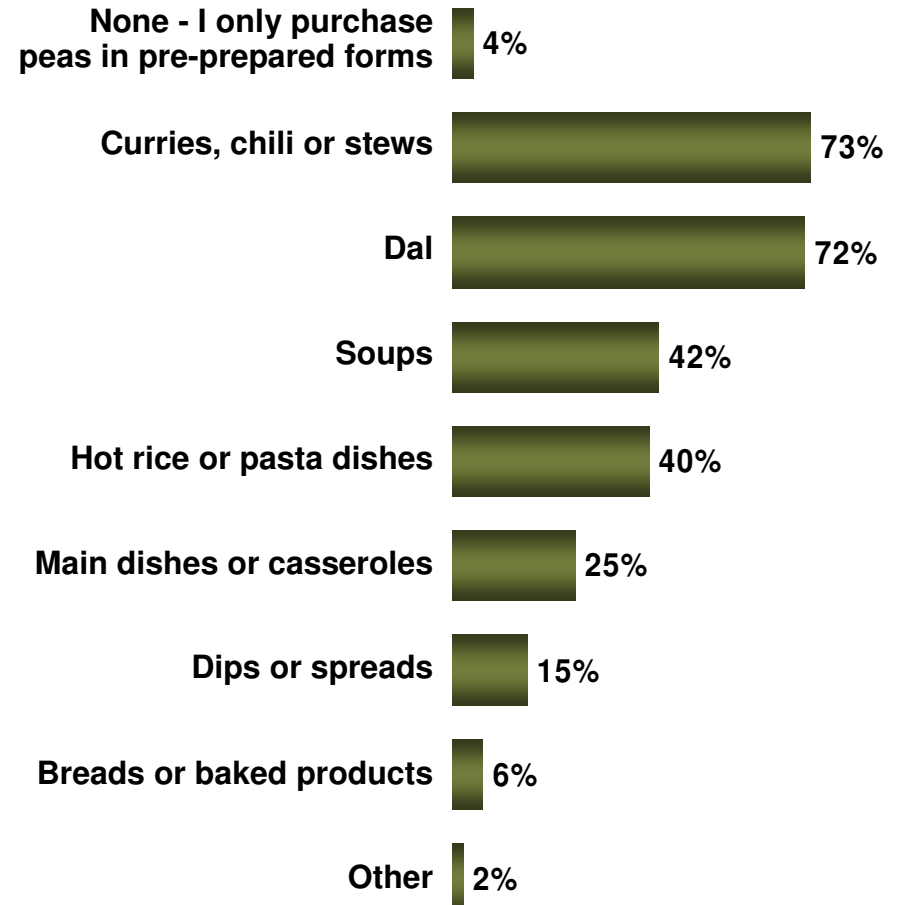
# Dried Peas: Form and Types of Dishes Consumed at Home

## South Asians

Q7. In what form do you purchased **dried peas** you eat at home? (Note: This does not include fresh, frozen or canned green peas).



Q8. What types of dishes do you make with **dried peas** (whether bagged, bulk or canned) or pea flour at home?



Base: South Asians – Past 6 months dried peas consumption at home (n=188)

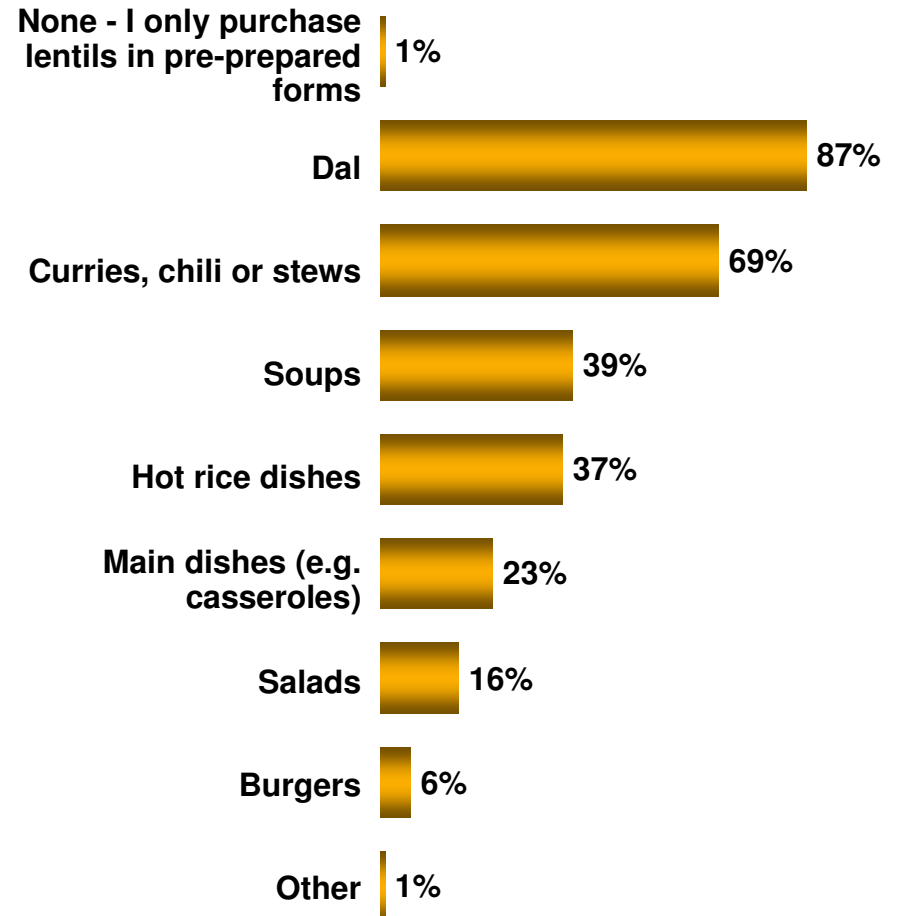
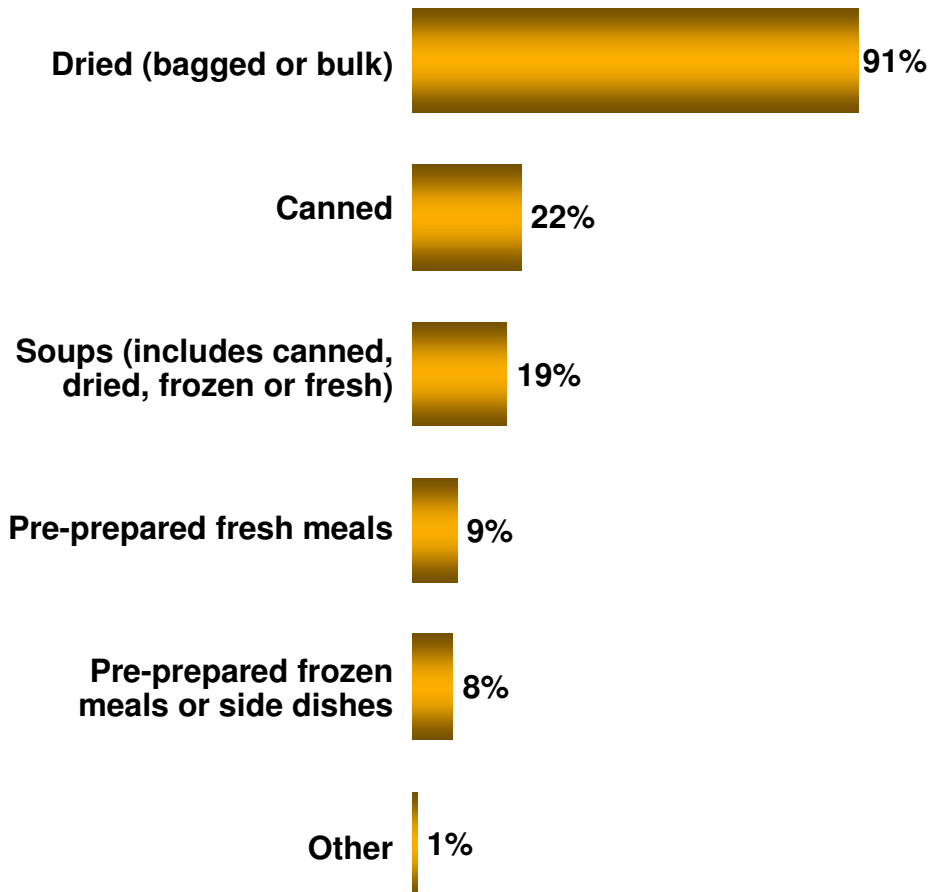


# Lentils: Form and Types of Dishes Consumed at Home

## South Asians

Q11. In what form do you purchased **lentils** that you eat at home?

Q12. What types of dishes do you make with **lentils** (whether bagged, bulk or canned) at home?



Base: South Asians – Past 6 months lentil consumption at home (n=210)



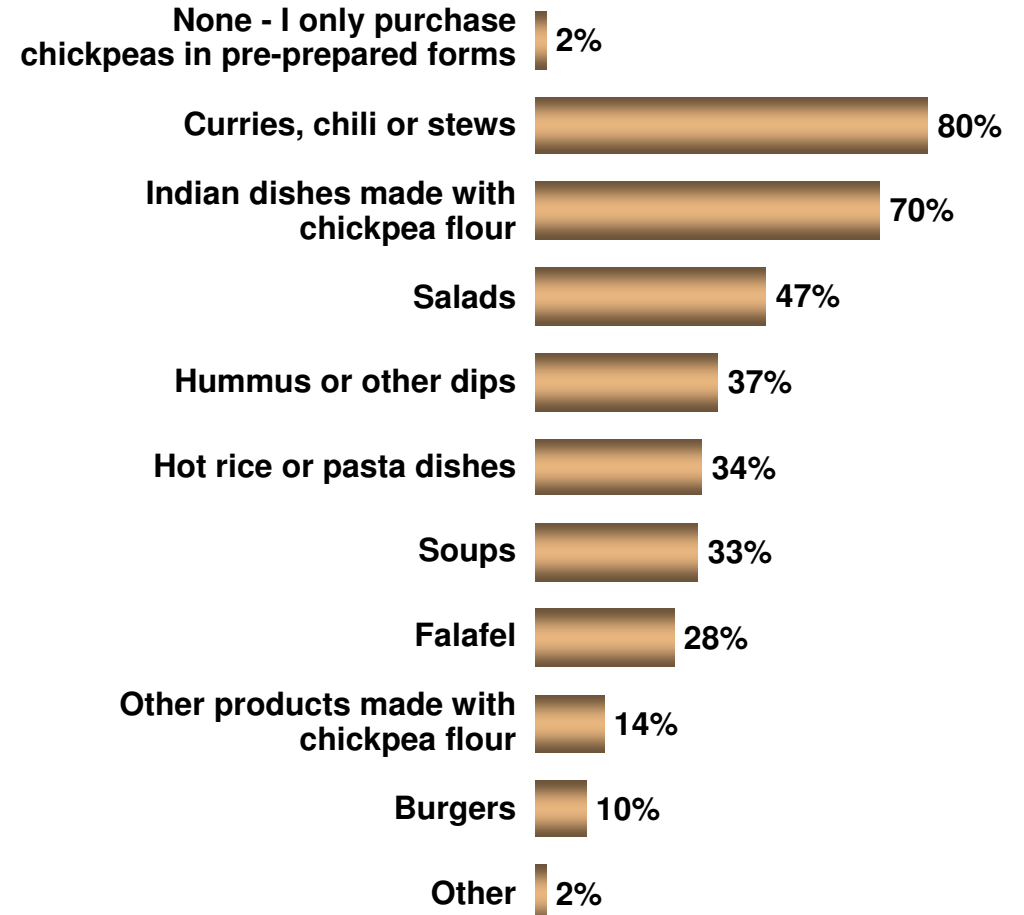
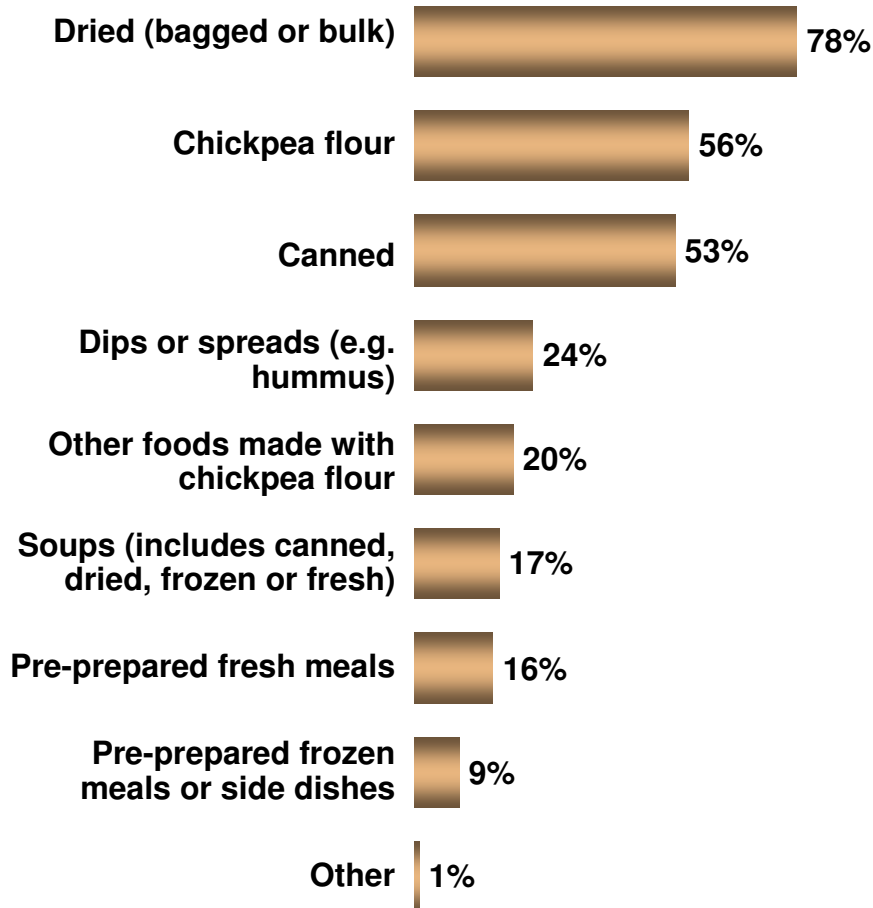


# Chickpeas: Form and Types of Dishes Consumed at Home

## South Asians

Q15. In what form do you purchased **chickpeas** that you eat at home?

Q16. What types of dishes do you make with **chickpeas** (whether bagged, bulk or canned) or chickpea flour at home?



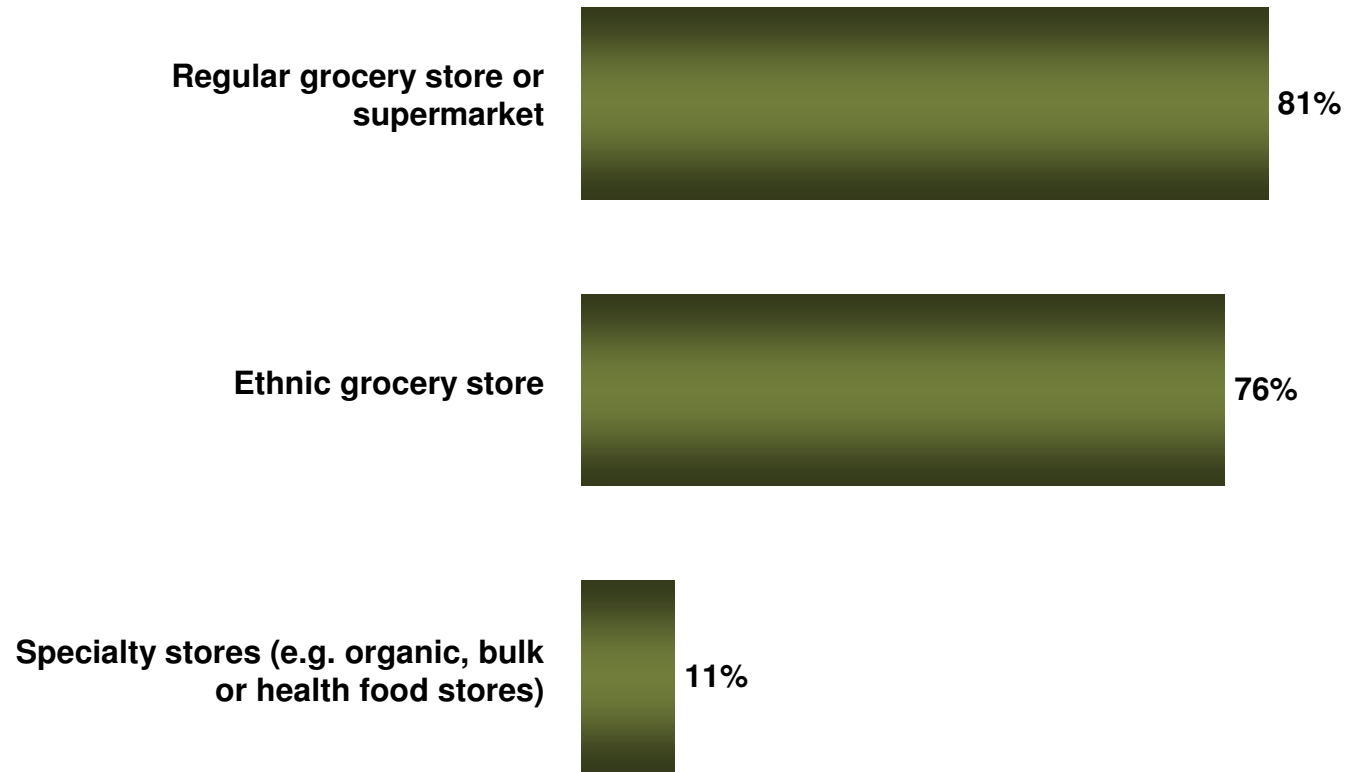
Base: South Asians – Past 6 months chickpea consumption at home (n=213)



# Purchase of Pulses for Home Use

## South Asians

Q17. Where do you usually purchase pulses that you use at home?



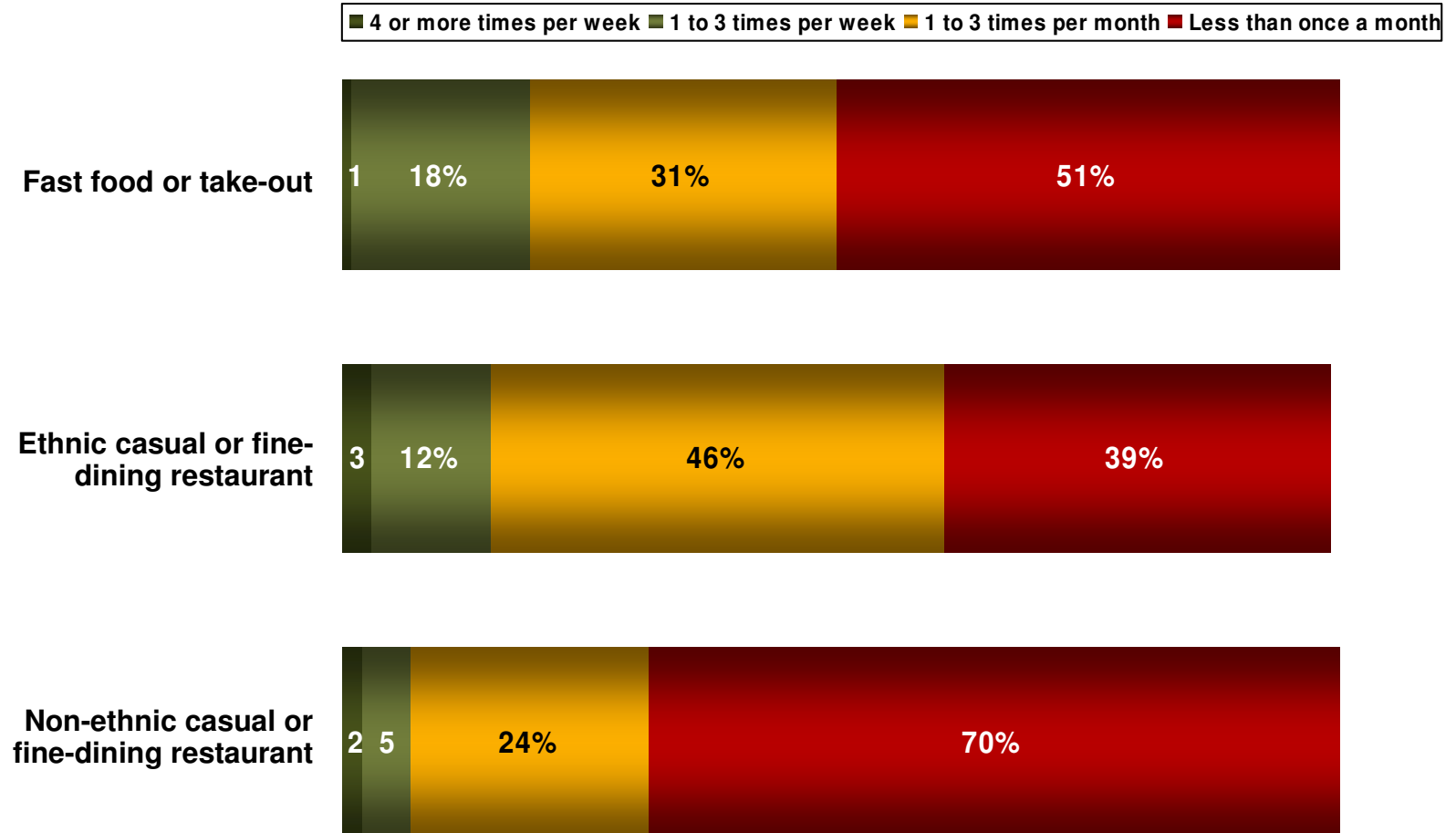
Base: South Asians – Past 6 months pulse consumption at home (n=226)



# Frequency of Pulse Consumption at Restaurants

## South Asians

Q18. Approximately, how often do you eat dishes using pulses (dry beans, peas, lentils and chickpeas) at each of the following types of restaurants?



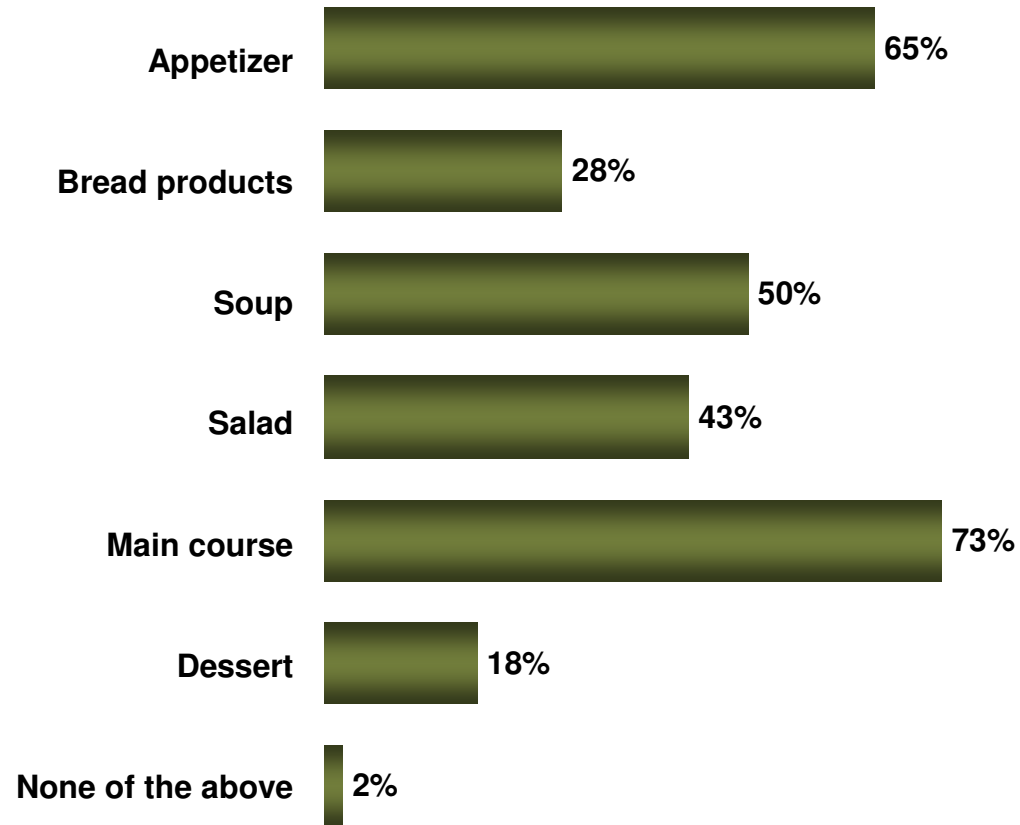
Base: South Asians – Past 6 months pulse consumption at a restaurant (n=128)



# Types of Pulse Dishes Consumed at Restaurants

## South Asians

Q19. What types of dishes made with pulses do you typically eat at restaurants?

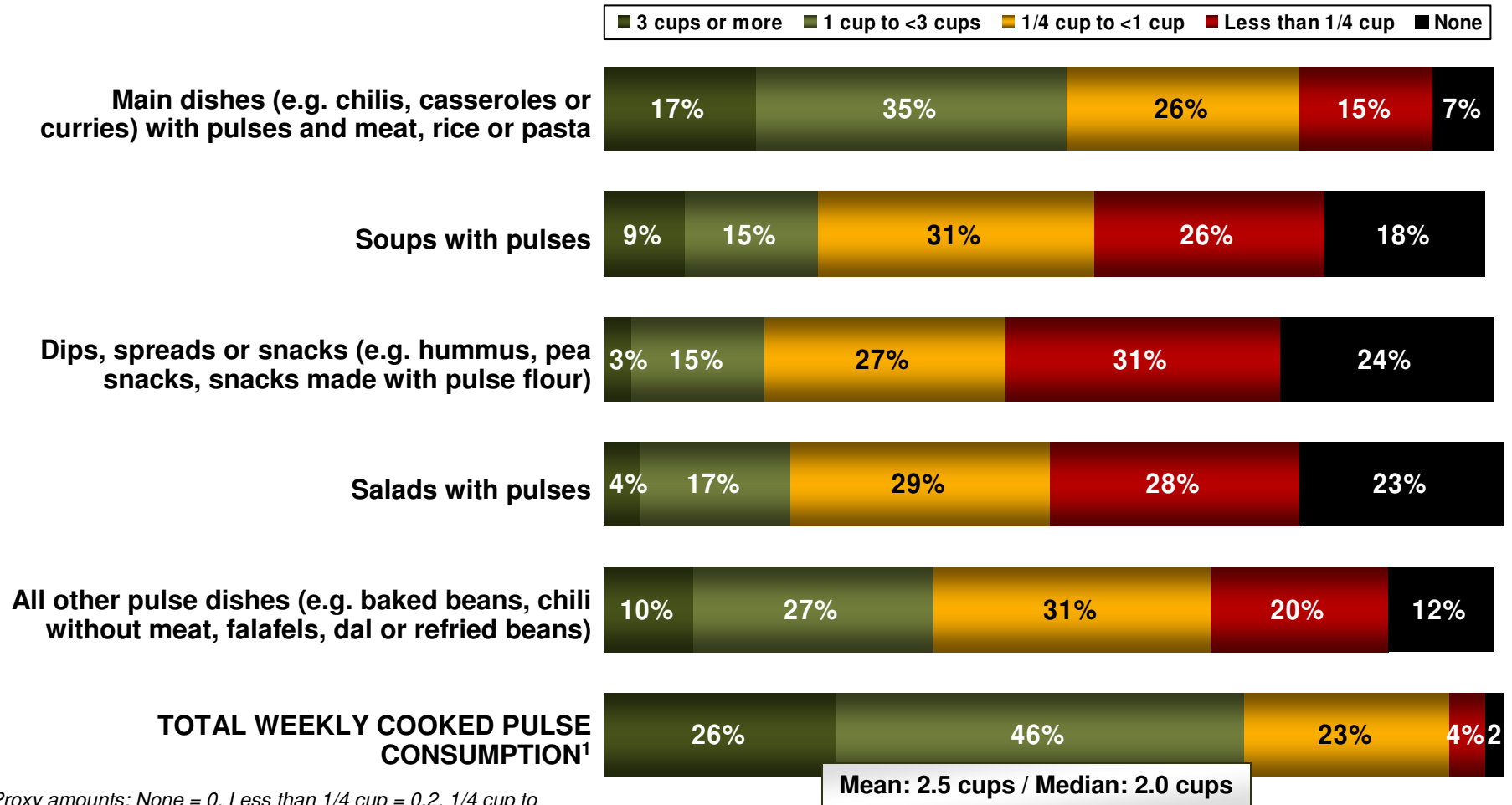


Base: South Asians – Past 6 months pulse consumption at a restaurant (n=128)



# Estimated Average Weekly Cooked Pulse Consumption South Asians

Q20. Thinking about a typical week, approximately, how many total cups of prepared foods that include pulses (beans, peas, lentils or chickpeas) would you eat? Please consider all locations (at home, in restaurants) and all forms (soups, chilis, dips, snacks).



<sup>1</sup>Proxy amounts: None = 0, Less than 1/4 cup = 0.2, 1/4 cup to <1 cup = 0.5, 1 cup to <3 cups = 2.0, 3 cups or more = 3.0  
Conversions: Main dishes = 0.4, Soups = 0.3, Dips or spreads = 1.0, Salads = 0.3, All other pulse dishes = 0.9

Base: All South Asian respondents (n=230)



## Pulse Consumption: Motivators and Barriers

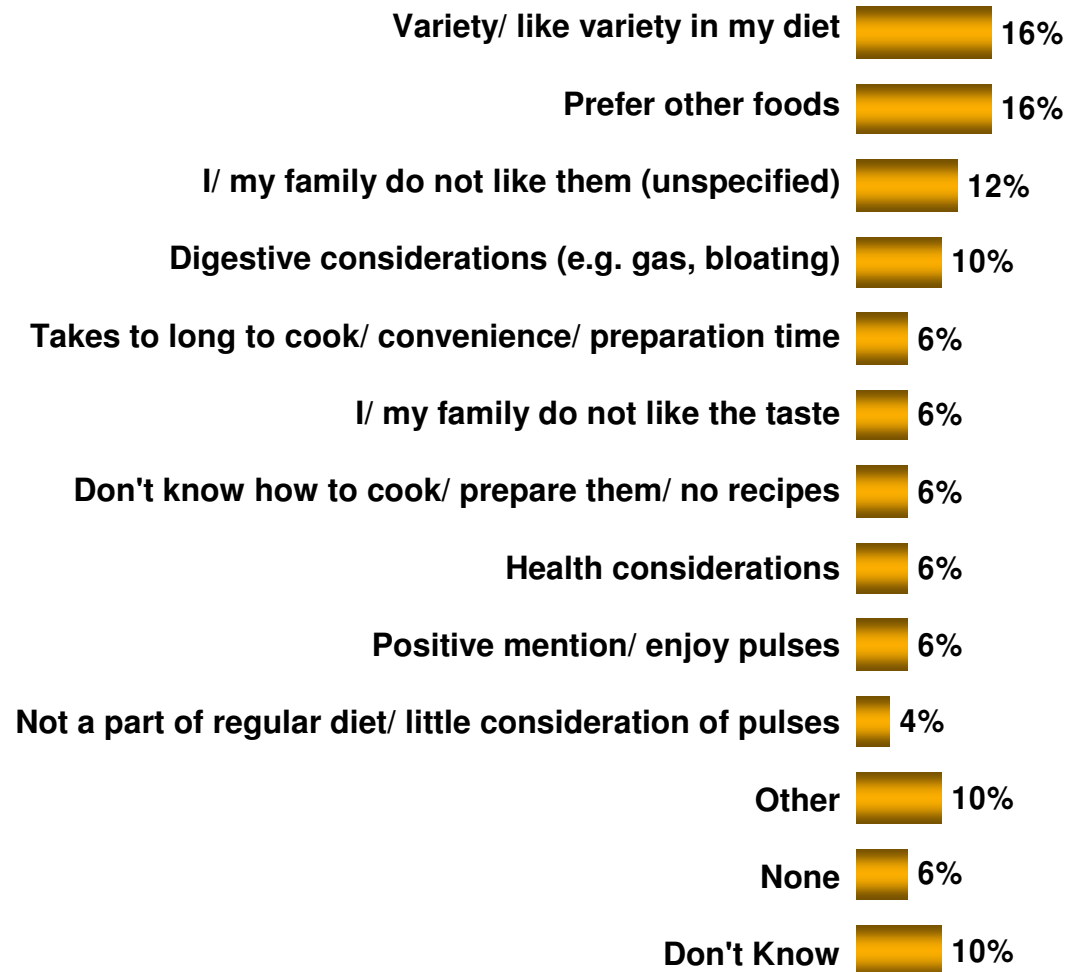




# Reasons for Not Eating Pulses More Often

## South Asians

Q23. What are the main reasons you don't eat pulses more often (dry beans, peas, lentils and chickpeas)?



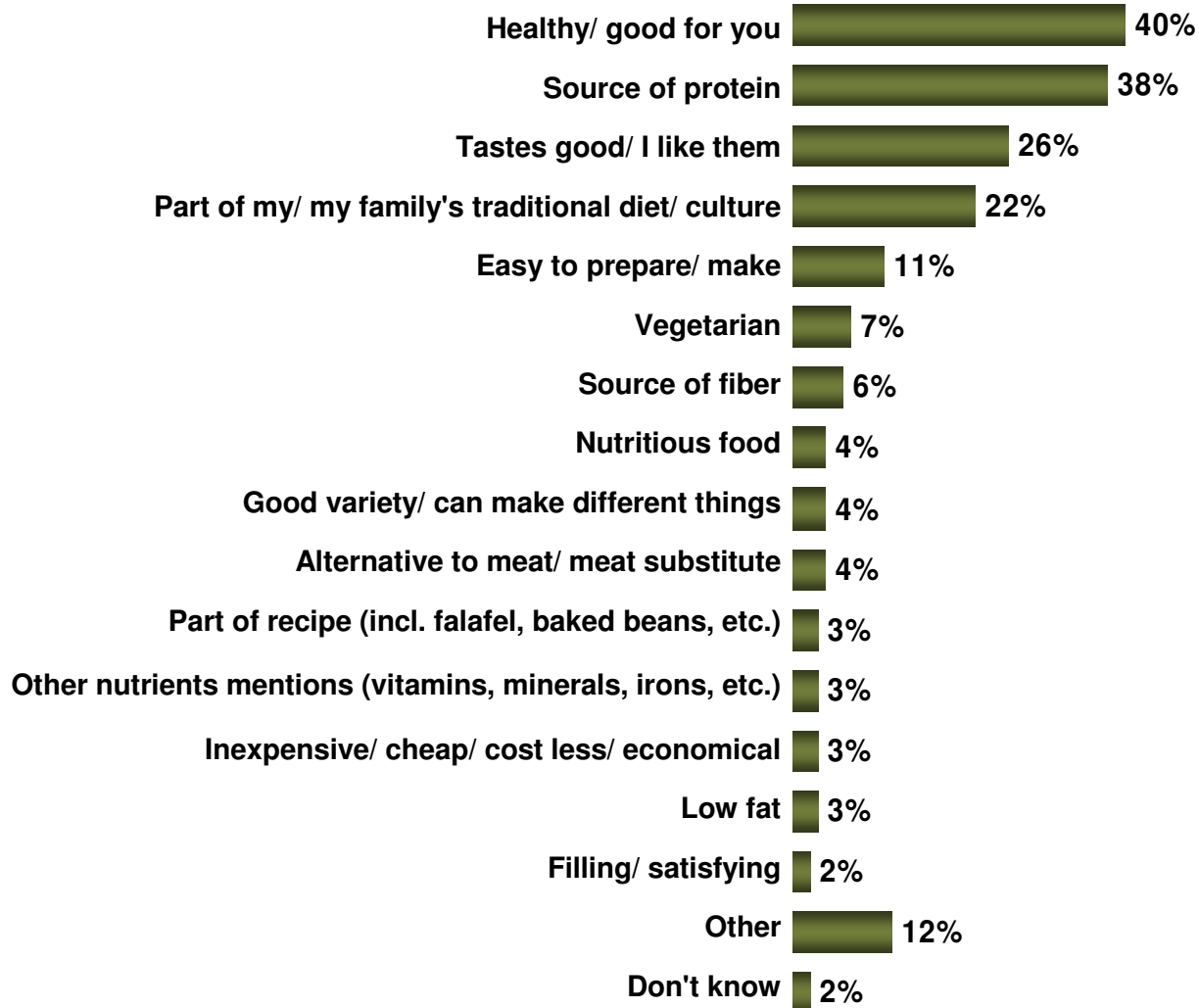
Base: South Asians – Light consumers (n=49)



# Reasons for Eating Pulses

## South Asians

Q22. What are the main reasons you eat pulses (dry beans, peas, lentils and chickpeas)?



Base: South Asians – Light, moderate and heavy consumers (n=227)

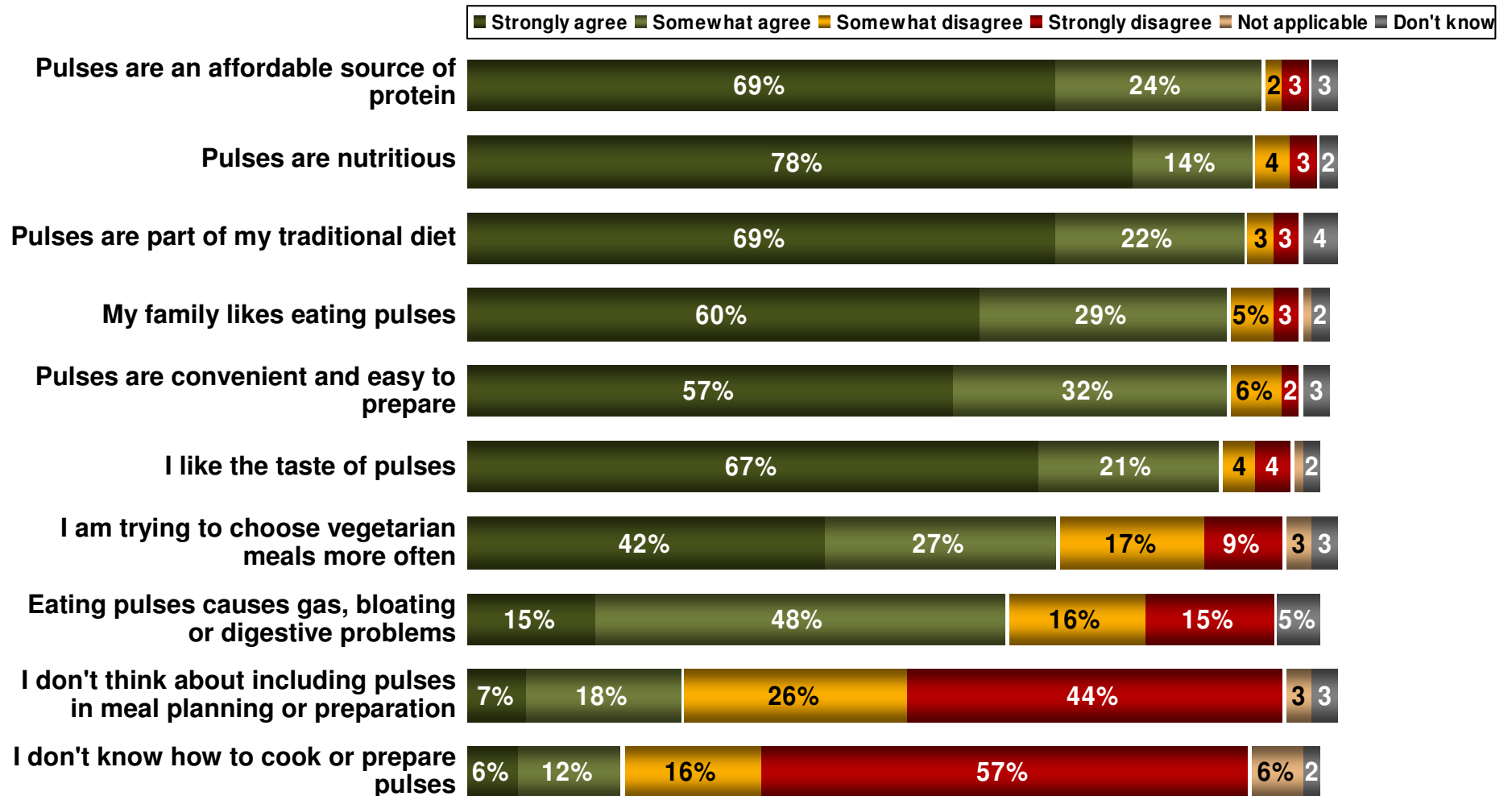




# Attitudes Regarding Pulses

## South Asians

Q24. Please indicate your agreement or disagreement with the following statements.



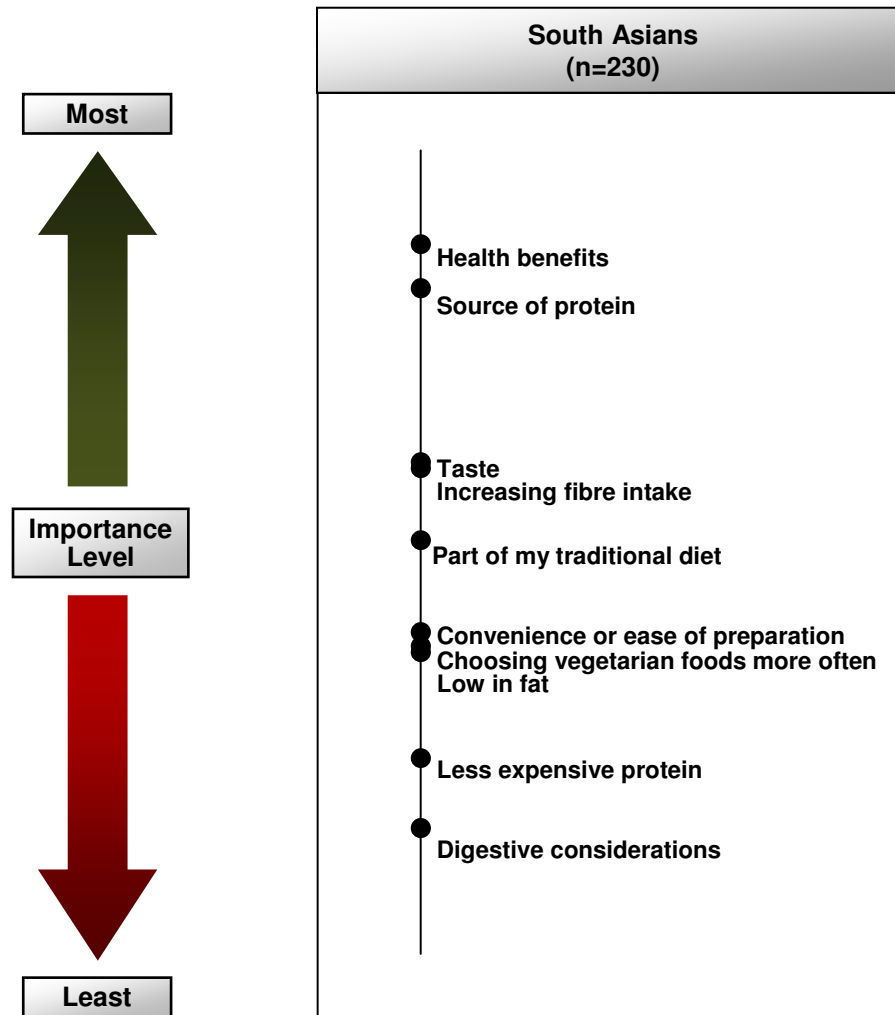
Base: All South Asian respondents (n=230)



# Importance of Factors for Pulse Consumption

## South Asians

Q25. Which of the following factors is most important to you and least important to you when deciding whether or not to eat pulses?



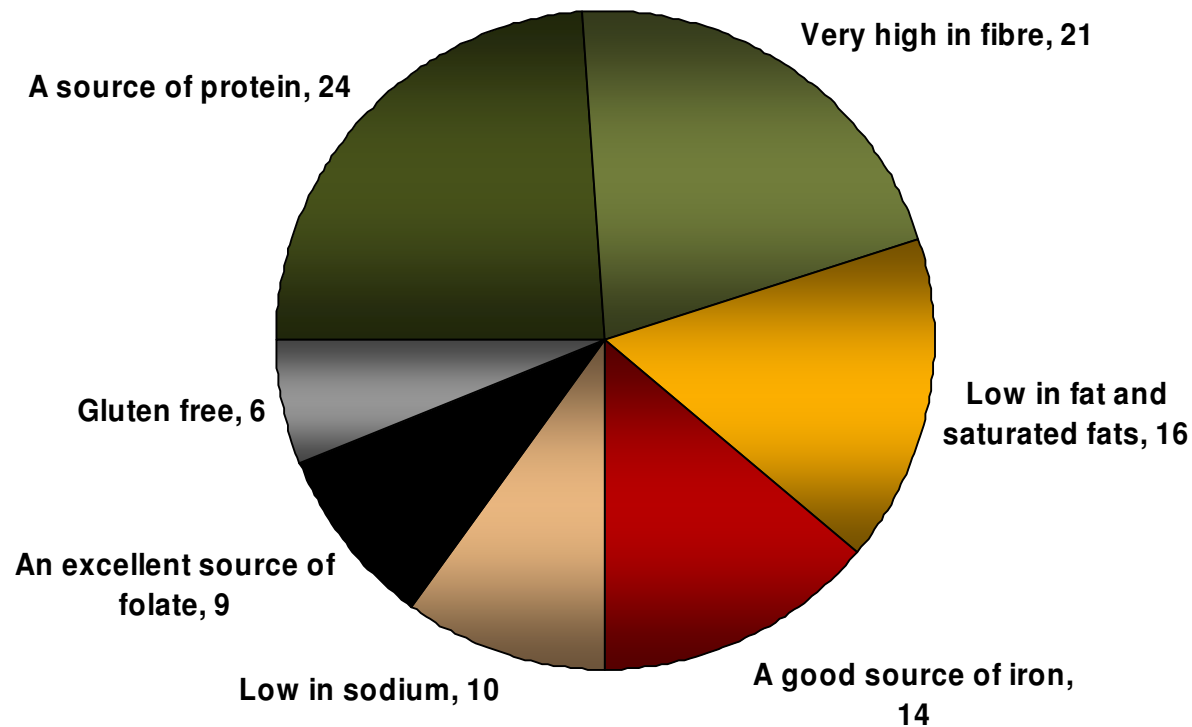
Base: All South Asian respondents (n=230)



# Nutritional Information Influencing the Purchase of a Processed Pulse Product

## South Asians

Q26. To what degree would each of the following factors influence your decision to purchase a processed food product containing pulses? The product could be a number of things such as pasta, crackers, cereal or a snack item. Please assume you have 100 points and can allocate 0 to 100 points to each factor.



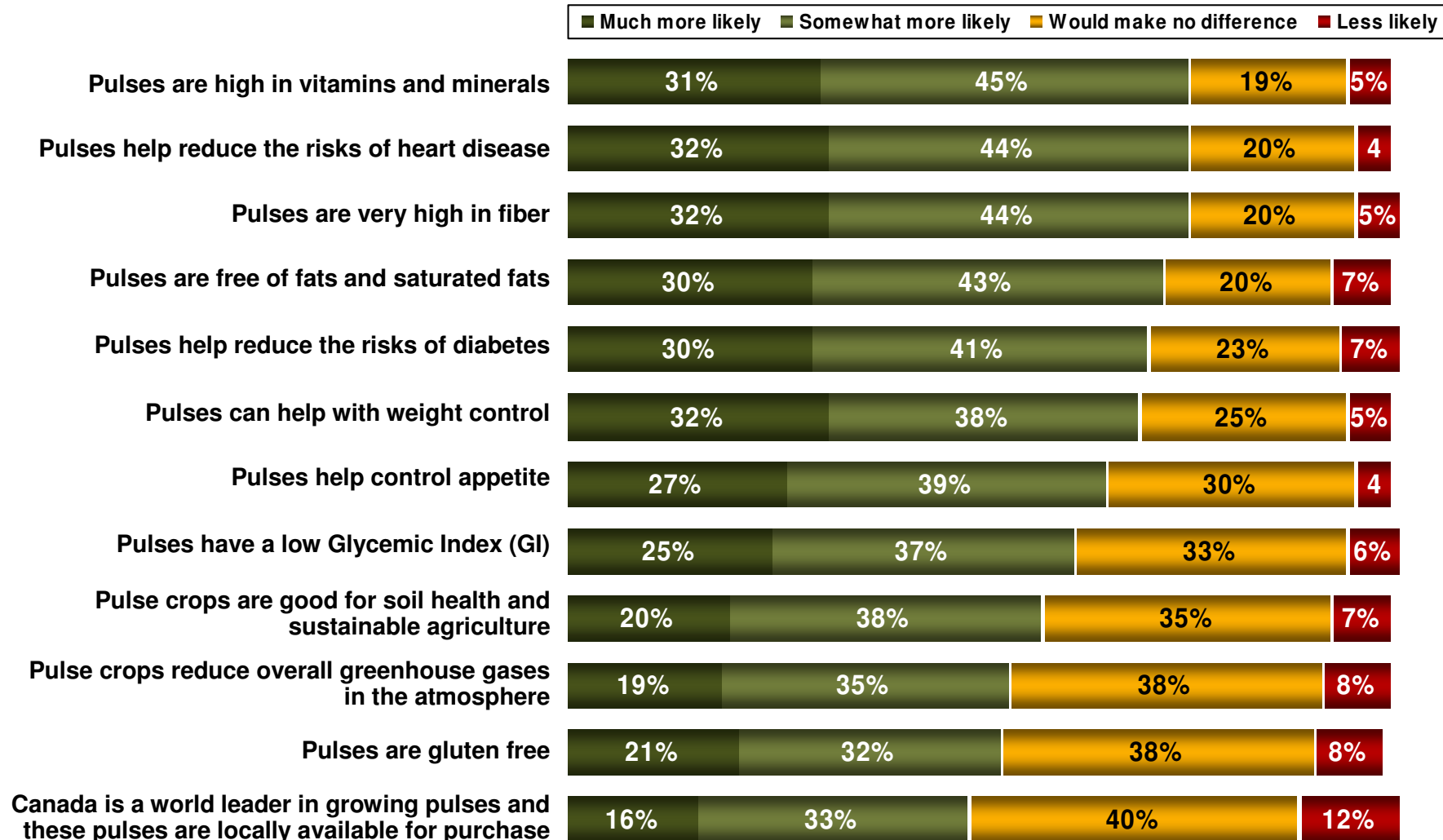
Base: All South Asian respondents (n=230)



# Influence of Health and Environmental Facts about Pulses

## South Asians

Q28. What follows are some facts about pulses, relating to personal health and the environment. Please indicate if knowing this information would make you more likely or less likely to eat pulses and pulse products.



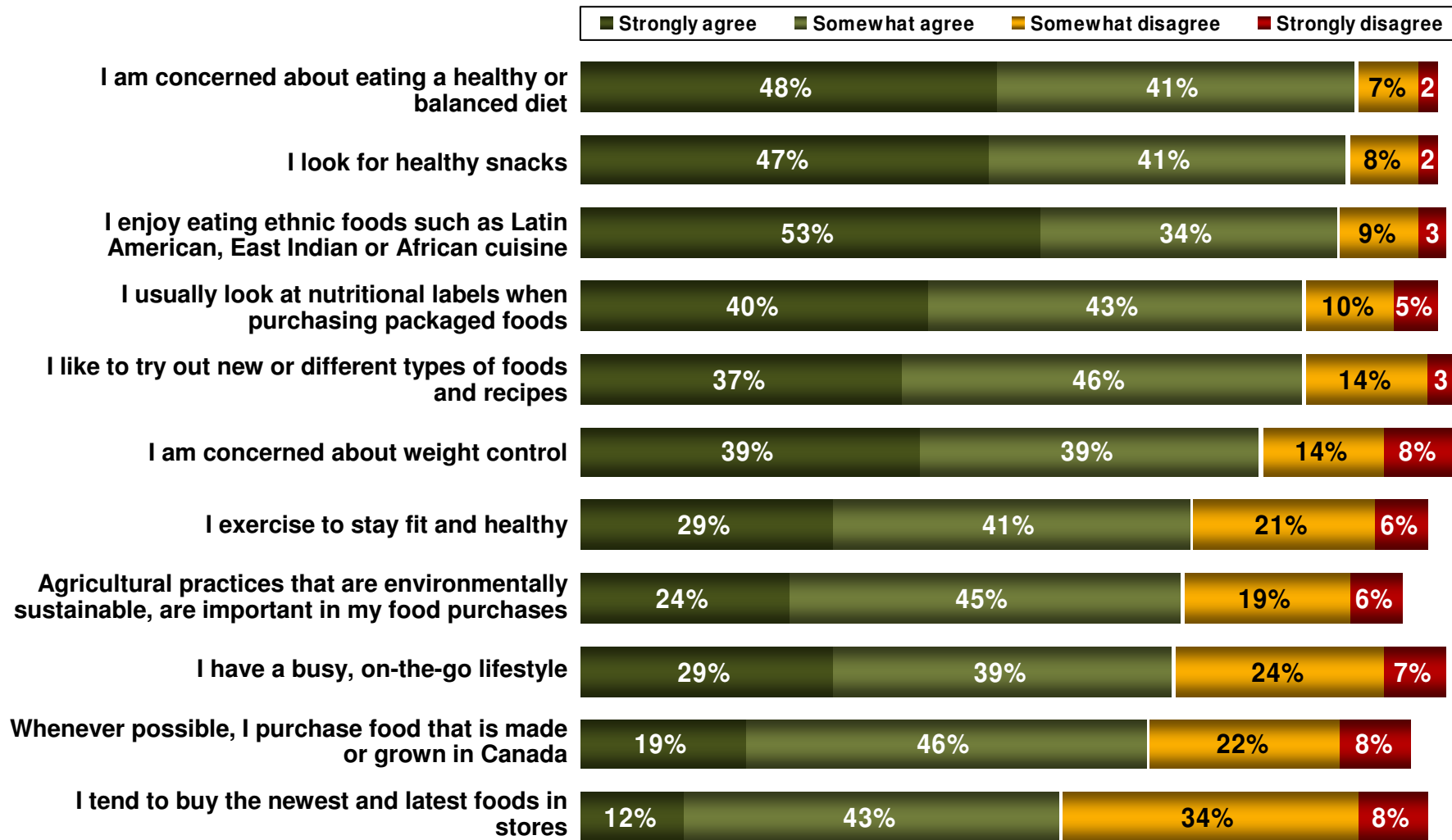
Base: All South Asian respondents (n=230)



# Attitudes Towards Food and Health

## South Asians

Q27. Please indicate your agreement or disagreement with the following statements.



Base: All South Asian respondents (n=230)



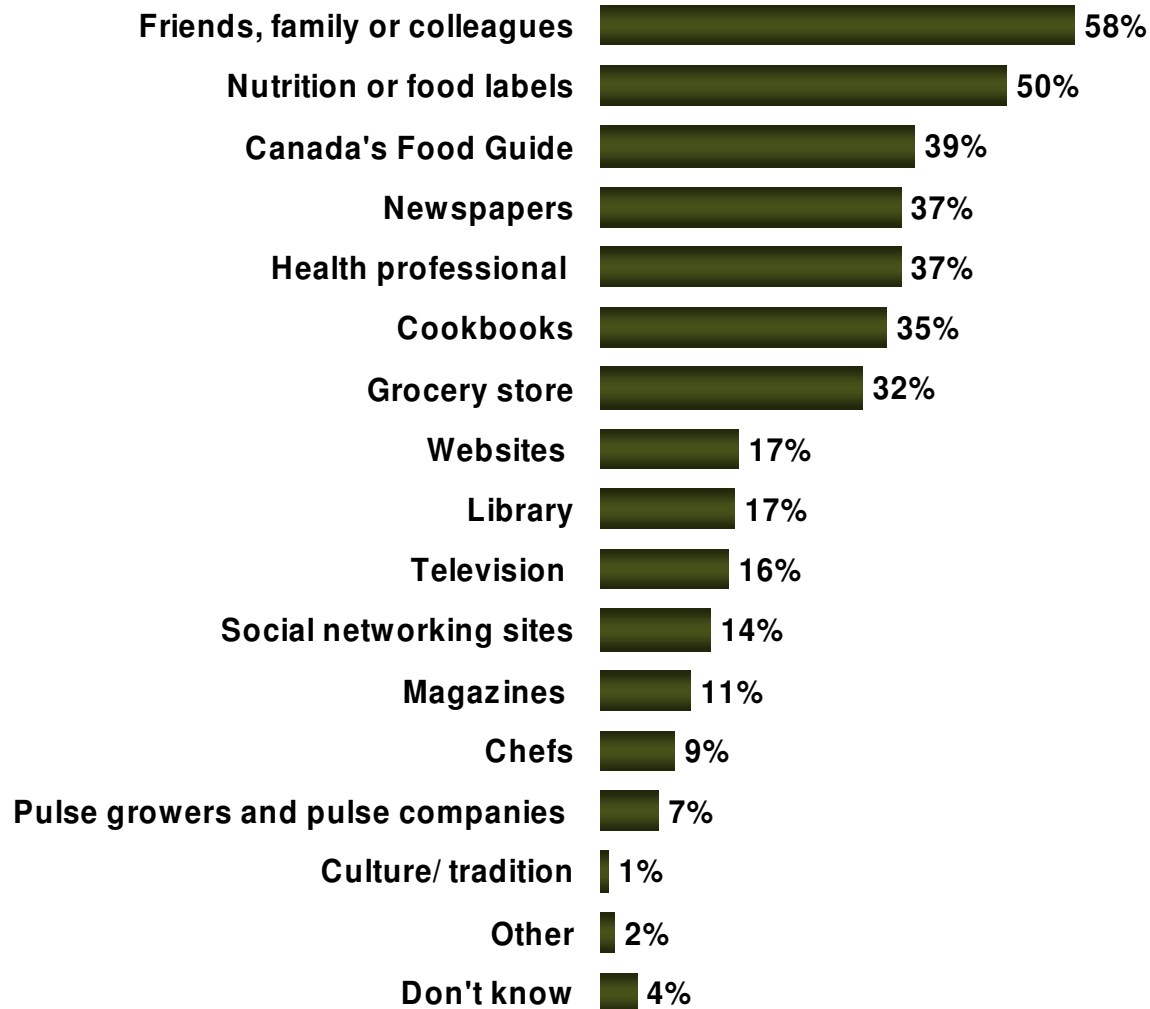
## Pulse Consumption: Information Sources





# Information Sources for Healthy Eating South Asians

Q29. Where do you typically get your information on healthy eating?



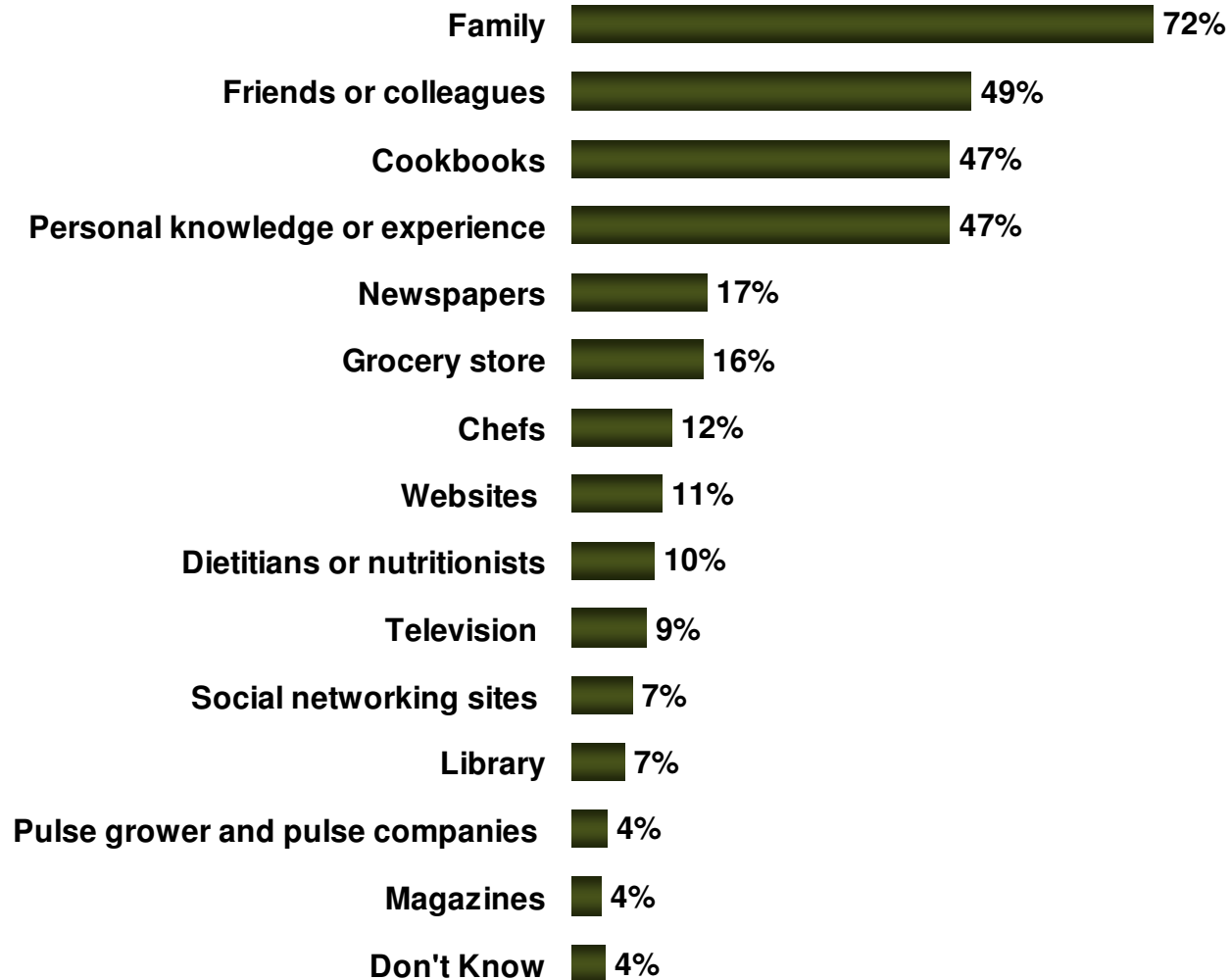
Base: All South Asian respondents (n=230)



# Information Sources for Preparing Pulses

## South Asians

Q30. Where do you typically get your information about preparing pulses?



Base: All South Asian respondents (n=230)



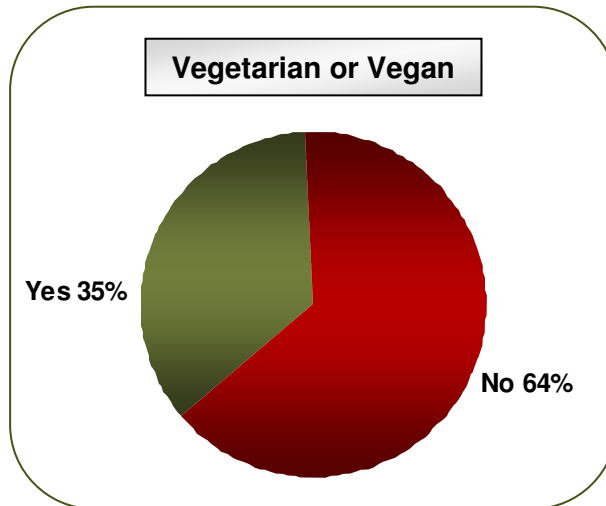


## Respondent Characteristics: Health Profile and Demographics



# Health Profile

## South Asians



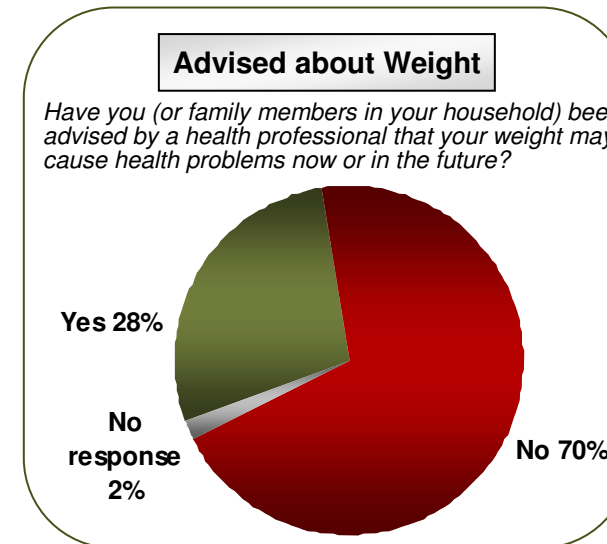
### Incidence of Disease

Heart disease or high blood cholesterol levels	25%
Diabetes	24%
Celiac disease	1%
None of the above	63%
Decline to respond	1%

### Reported Weight

For your height and weight would you say you are...?

Very underweight	1%
Somewhat underweight	4%
Average weight	59%
Somewhat overweight	32%
Very overweight	3%
Decline to respond	1%



Base: All South Asian respondents (n=230)



# Tenure in Canada

## South Asians

### Tenure in Canada

11 to 20 years	39%
6 to 10 years	30%
5 years or less	31%
- 3 to 5 years	20%
- 2 years or less	10%

### Age Left Country of Birth

Under the age of 12	11%
12 to 17	10%
18 or older	78%
Decline to respond	<1%

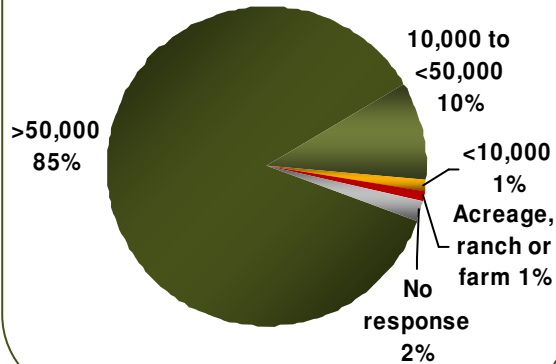
Base: All South Asian respondents (n=230)



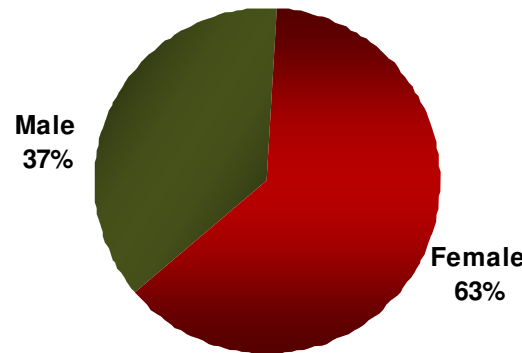
# Demographics

## South Asians

Size of City or Town



Gender



Age

18 to 24 years	14%
25 to 34 years	35%
35 to 44 years	24%
45 to 54 years	13%
55 to 64 years	7%
65 years or older	2%
Decline to respond	4%
<i>Mean</i>	<i>37</i>

Household Size

1 person	4%
2 people	18%
3 people	21%
4 or 5 people	52%
6 or more people	12%
Decline to respond	2%

Education

High school or less	5%
Some university, /college/ post secondary technical	12%
Graduated college/ post secondary technical	13%
Completed university undergraduate degree	35%
Completed university post graduate degree	34%
Decline to respond	1%

Income

Less than \$30,000	11%
\$30,000 to just under \$60,000	30%
\$60,000 to just under \$100,000	27%
\$100,000 or more	17%
Decline to respond	15%

Base: All South Asian respondents (n=230)



Ipsos Reid



## Contact

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