Factors Influencing Pulse Consumption in Canada

Key Findings
February 24, 2010
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PROJECT OVERVIEW
Background and Objectives

- 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.
Between December 9th and 23rd, 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 ±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 ±6.5 percentage points, 19 times out of 20.
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?

Location of Pulse Consumption
- Home only: 39%
- Home and restaurant: 35%
- Restaurant only: 6%
- Non-consumers: 20%

Number of Different Pulses Consumed
- None: 20%
- 1: 16%
- 2: 20%
- 3: 22%
- 4: 23%

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%

<table>
<thead>
<tr>
<th>Pulse</th>
<th>4 or more times per week</th>
<th>1 to 3 times per week</th>
<th>1 to 3 times per month</th>
<th>Less than once a month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beans</td>
<td>18%</td>
<td>48%</td>
<td>32%</td>
<td></td>
</tr>
<tr>
<td>Peas</td>
<td>14%</td>
<td>41%</td>
<td>43%</td>
<td></td>
</tr>
<tr>
<td>Lentils</td>
<td>15%</td>
<td>45%</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>Chickpeas</td>
<td>20%</td>
<td>39%</td>
<td>38%</td>
<td></td>
</tr>
</tbody>
</table>

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).**

- Canned whole beans: 76%
- Dried (bagged or bulk): 54%
- Soups (includes canned, dried, frozen or fresh): 45%
- Dips or spreads (e.g. white bean dip): 29%
- Pre-prepared fresh meals (e.g. chili, salads, etc.): 19%
- Canned refried beans: 18%
- Pre-prepared frozen meals or side dishes: 12%
- Baked products (e.g. gluten free): 4%
- Bean flour: 2%
- Other: 1%

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

- None - I only purchase beans in pre-prepared forms: 7%
- Curries, chili or stews: 68%
- Soups: 57%
- Salads: 30%
- Dishes made with refried beans - burritos, enchiladas or dips: 29%
- Hot rice dishes: 24%
- Other dips, spreads or salsas: 23%
- Burgers: 7%
- Breads or baked products: 5%
- Baked beans: 3%
- Other: 2%

Base: Past 6 months dried bean consumption at home (n=651)
### Q7. In what form do you purchased *dried peas* you eat at home? (Note: This does not include fresh, frozen or canned green peas).

<table>
<thead>
<tr>
<th>Form</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dried (bagged or bulk)</td>
<td>65%</td>
</tr>
<tr>
<td>Soups (includes canned, dried, frozen or fresh)</td>
<td>59%</td>
</tr>
<tr>
<td>Pre-prepared frozen meals or side dishes</td>
<td>17%</td>
</tr>
<tr>
<td>Pre-prepared fresh meals (e.g. soup)</td>
<td>17%</td>
</tr>
<tr>
<td>Baked products (e.g. gluten free)</td>
<td>3%</td>
</tr>
<tr>
<td>Pea flour</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>

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

- None - I only purchase peas in pre-prepared forms: 8%
- Soups: 82%
- Main dishes or casseroles: 26%
- Curries, chili or stews: 26%
- Hot rice or pasta dishes: 21%
- Dips or spreads: 12%
- Dal: 6%
- Breads or baked products: 3%
- Other: 2%

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?*

- Dried (bagged or bulk): 69%
- Soups (includes canned, dried, frozen or fresh): 46%
- Canned: 43%
- Pre-prepared frozen meals or side dishes: 11%
- Pre-prepared fresh meals: 9%
- Other: <1%

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

- None - I only purchase lentils in pre-prepared forms: 5%
- Soups: 82%
- Curries, chili or stews: 33%
- Main dishes (e.g. casseroles): 29%
- Salads: 26%
- Hot rice dishes: 21%
- Dal: 12%
- Burgers: 8%
- Other: 1%

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?

<table>
<thead>
<tr>
<th>Form</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canned</td>
<td>70%</td>
</tr>
<tr>
<td>Dips or spreads (e.g. hummus)</td>
<td>51%</td>
</tr>
<tr>
<td>Dried (bagged or bulk)</td>
<td>29%</td>
</tr>
<tr>
<td>Soups (includes canned, dried, frozen or fresh)</td>
<td>24%</td>
</tr>
<tr>
<td>Pre-prepared fresh meals</td>
<td>9%</td>
</tr>
<tr>
<td>Pre-prepared frozen meals or side dishes</td>
<td>8%</td>
</tr>
<tr>
<td>Chickpea flour</td>
<td>5%</td>
</tr>
<tr>
<td>Other foods made with chickpea flour</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Dishes</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>None - I only purchase chickpeas in pre-prepared forms</td>
<td>13%</td>
</tr>
<tr>
<td>Hummus or other dips</td>
<td>50%</td>
</tr>
<tr>
<td>Salads</td>
<td>44%</td>
</tr>
<tr>
<td>Soups</td>
<td>38%</td>
</tr>
<tr>
<td>Curries, chili or stews</td>
<td>33%</td>
</tr>
<tr>
<td>Hot rice or pasta dishes</td>
<td>17%</td>
</tr>
<tr>
<td>Falafel</td>
<td>12%</td>
</tr>
<tr>
<td>Indian dishes made with chickpea flour</td>
<td>9%</td>
</tr>
<tr>
<td>Burgers</td>
<td>6%</td>
</tr>
<tr>
<td>Other products made with chickpea flour</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>

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?

- Regular grocery store or supermarket: 91%
- Specialty stores (e.g. organic, bulk or health food stores): 14%
- Ethnic grocery store: 9%
- Other: <1%
- Don't Know: 4%

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?

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

**Fast food or take-out**
- 20% 5 times
- 73% 3 times

**Ethnic casual or fine-dining restaurant**
- 23% 5 times
- 73% 3 times

**Non-ethnic casual or fine-dining restaurant**
- 19% 5 times
- 77% 3 times

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?

- Appetizer: 52%
- Bread products: 13%
- Soup: 64%
- Salad: 45%
- Main course: 43%
- Dessert: 4%
- None of the above: 3%

*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).

<table>
<thead>
<tr>
<th>Category</th>
<th>3 cups or more</th>
<th>1 cup to &lt;3 cups</th>
<th>1/4 cup to &lt;1 cup</th>
<th>Less than 1/4 cup</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main dishes (e.g. chilis, casseroles or curries) with pulses and meat, rice or pasta</td>
<td>3%</td>
<td>18%</td>
<td>29%</td>
<td>26%</td>
<td>25%</td>
</tr>
<tr>
<td>Soups with pulses</td>
<td>4%</td>
<td>18%</td>
<td>31%</td>
<td>28%</td>
<td>19%</td>
</tr>
<tr>
<td>Dips, spreads or snacks (e.g. hummus, pea snacks, snacks made with pulse flour)</td>
<td>7%</td>
<td>18%</td>
<td>31%</td>
<td></td>
<td>43%</td>
</tr>
<tr>
<td>Salads with pulses</td>
<td>2%</td>
<td>7%</td>
<td>17%</td>
<td>27%</td>
<td>47%</td>
</tr>
<tr>
<td>All other pulse dishes (e.g. baked beans, chili without meat, falafels, dal or refried beans)</td>
<td>2%</td>
<td>11%</td>
<td>25%</td>
<td>27%</td>
<td>34%</td>
</tr>
</tbody>
</table>

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)

<table>
<thead>
<tr>
<th>Main dishes (e.g. chilis, casseroles or curries) with pulses and meat, rice or pasta</th>
<th>2 cups or more</th>
<th>1 cup to &lt;3 cups</th>
<th>1/4 cup to &lt;1 cup</th>
<th>Less than 1/4 cup</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>14%</td>
<td>23%</td>
<td>21%</td>
<td>40%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Soups with pulses</th>
<th>4%</th>
<th>14%</th>
<th>25%</th>
<th>23%</th>
<th>35%</th>
</tr>
</thead>
<tbody>
<tr>
<td>14%</td>
<td>25%</td>
<td>23%</td>
<td>35%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Dips, spreads or snacks (e.g. hummus, pea snacks, snacks made with pulse flour)</th>
<th>6%</th>
<th>14%</th>
<th>25%</th>
<th>54%</th>
</tr>
</thead>
<tbody>
<tr>
<td>14%</td>
<td>25%</td>
<td>54%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Salads with pulses</th>
<th>6%</th>
<th>13%</th>
<th>22%</th>
<th>58%</th>
</tr>
</thead>
<tbody>
<tr>
<td>13%</td>
<td>22%</td>
<td>58%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>All other pulse dishes (e.g. baked beans, chili without meat, falafels, dal or refried beans)</th>
<th>2%</th>
<th>9%</th>
<th>20%</th>
<th>22%</th>
<th>47%</th>
</tr>
</thead>
<tbody>
<tr>
<td>9%</td>
<td>20%</td>
<td>22%</td>
<td>47%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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).

**Estimated Average Weekly Cooked Pulse Consumption**

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

Don’t like them (unspecified) 43%
Do not like the flavour/taste 11%
Not part of a habit 7%
Don’t know how to cook/prepare them/no recipes 7%
Not included in (usual) meals/diet 6%
Never tried (to cook/eat) it 5%
Prefer fresh/other product 5%
Prefer fresh canned product 5%
Inconvenient/too much work (time-consuming) to cook/prepare 4%
Prefer fresh frozen product 3%
Too busy/never had the opportunity 3%
A finicky/picky eater 3%
Don’t think about eating them/preparing them 2%
Don’t appear very appetizing/appealing 2%
Don’t buy/need it 1%
Other 5%
None 5%
Don’t Know 2%

Base: Non-consumers (n=216)
<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Takes to long to cook/ convenience/ preparation time</td>
<td>16%</td>
</tr>
<tr>
<td>Don't know how to cook/ prepare them/ no recipes</td>
<td>13%</td>
</tr>
<tr>
<td>I/ my family do not like them (unspecified)</td>
<td>12%</td>
</tr>
<tr>
<td>Not a part of regular diet/ little consideration of pulses</td>
<td>10%</td>
</tr>
<tr>
<td>Variety/ like variety in my diet</td>
<td>10%</td>
</tr>
<tr>
<td>I/ my family do not like the taste</td>
<td>8%</td>
</tr>
<tr>
<td>Prefer other foods</td>
<td>5%</td>
</tr>
<tr>
<td>Digestive considerations (e.g. gas, bloating)</td>
<td>4%</td>
</tr>
<tr>
<td>Health considerations</td>
<td>3%</td>
</tr>
<tr>
<td>Positive mention/ enjoy pulses</td>
<td>3%</td>
</tr>
<tr>
<td>Texture</td>
<td>2%</td>
</tr>
<tr>
<td>Expensive</td>
<td>1%</td>
</tr>
<tr>
<td>Choose not to eat them</td>
<td>1%</td>
</tr>
<tr>
<td>Choose not to eat them</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
</tr>
<tr>
<td>None</td>
<td>5%</td>
</tr>
<tr>
<td>Don't Know</td>
<td>8%</td>
</tr>
</tbody>
</table>

Base: Light consumers (n=666)
Reasons for Eating Pulses

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

- Tastes good/ I like them: 36%
- Healthy/ good for you: 34%
- Source of protein: 12%
- Source of fiber: 11%
- Part of recipe (incl. falafel, baked beans, etc.): 10%
- Good for soup/ stews: 8%
- Good for chili/ dips (incl. hummus): 6%
- Nutritious food: 6%
- Adds flavour: 6%
- Alternative to meat/ meat substitute: 5%
- Good variety/ can make different things: 5%
- Inexpensive/ cheap/ cost less/ economical: 5%
- Adds texture/ like the texture: 4%
- Filling/ satisfying: 3%
- Other nutrients mentions (vitamins, minerals, irons, etc.): 2%
- Easy to prepare/ make: 2%
- Part of my/ my family’s traditional diet/ culture: 2%
- Vegetarian: 2%
- Good for balance diet/ healthy lifestyle: 2%
- Good for salads: 2%
- Try something different: 2%
- Other: 12%
- Don’t know: 3%

Base: Light, moderate and heavy consumers (n=884)
## Attitudes Regarding Pulses

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

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
<th>Not applicable</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulses are nutritious</td>
<td>61%</td>
<td>26%</td>
<td>2%</td>
<td>2%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Pulses are an affordable source of protein</td>
<td>53%</td>
<td>29%</td>
<td>2%</td>
<td>3%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>I like the taste of pulses</td>
<td>35%</td>
<td>34%</td>
<td>11%</td>
<td>10%</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>Pulses are convenient and easy to prepare</td>
<td>23%</td>
<td>37%</td>
<td>17%</td>
<td>5%</td>
<td>3%</td>
<td>16%</td>
</tr>
<tr>
<td>I don't think about including pulses in meal planning or preparation</td>
<td>24%</td>
<td>34%</td>
<td>21%</td>
<td>13%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>My family likes eating pulses</td>
<td>20%</td>
<td>34%</td>
<td>18%</td>
<td>14%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Eating pulses causes gas, bloating or digestive problems</td>
<td>14%</td>
<td>40%</td>
<td>18%</td>
<td>7%</td>
<td>3%</td>
<td>18%</td>
</tr>
<tr>
<td>I don't know how to cook or prepare pulses</td>
<td>16%</td>
<td>27%</td>
<td>24%</td>
<td>25%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Pulses are part of my traditional diet</td>
<td>12%</td>
<td>21%</td>
<td>26%</td>
<td>31%</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>I am trying to choose vegetarian meals more often</td>
<td>10%</td>
<td>22%</td>
<td>27%</td>
<td>31%</td>
<td>8%</td>
<td>3%</td>
</tr>
</tbody>
</table>

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?

- Health benefits
- Taste
- Source of protein
- Increasing fibre intake
- Convenience or ease of preparation
- Low in fat
- Less expensive protein
- Digestive considerations
- Choosing vegetarian foods more often
- Part of my traditional diet

Total (n=1,100)
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?

Non-Consumers (n=216)

- Taste
- Health benefits
- Convenience or ease of preparation
- Increasing fibre intake
- Low in fat
- Less expensive protein
- Digestive considerations
- Part of my traditional diet
- Choosing vegetarian foods more often

Light Consumers (n=666)

- Health benefits
- Source of protein
- Taste
- Increasing fibre intake
- Low in fat
- Convenience or ease of preparation
- Less expensive protein
- Choosing vegetarian foods more often
- Digestive considerations
- Part of my traditional diet

Moderate to Heavy Consumers (n=218)

- Health benefits
- Taste
- Source of protein
- Increasing fibre intake
- Convenience or ease of preparation
- Low in fat
- Less expensive protein
- Digestive considerations
- Choosing vegetarian foods more often
- Part of my traditional diet
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.

- Very high in fibre, 25
- A source of protein, 22
- Gluten free, 5
- Low in fat and saturated fats, 18
- An excellent source of folate, 7
- Low in sodium, 11
- A good source of iron, 12

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)**

<table>
<thead>
<tr>
<th>Fact Description</th>
<th>Much more likely</th>
<th>Somewhat more likely</th>
<th>Would make no difference</th>
<th>Less likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulses are high in vitamins and minerals</td>
<td>21%</td>
<td>51%</td>
<td>25%</td>
<td>3%</td>
</tr>
<tr>
<td>Pulses help reduce the risks of heart disease</td>
<td>24%</td>
<td>46%</td>
<td>27%</td>
<td>4%</td>
</tr>
<tr>
<td>Pulses are very high in fiber</td>
<td>23%</td>
<td>46%</td>
<td>29%</td>
<td>3%</td>
</tr>
<tr>
<td>Pulses are free of fats and saturated fats</td>
<td>21%</td>
<td>45%</td>
<td>29%</td>
<td>5%</td>
</tr>
<tr>
<td>Pulses can help with weight control</td>
<td>19%</td>
<td>45%</td>
<td>32%</td>
<td>5%</td>
</tr>
<tr>
<td>Pulses help reduce the risks of diabetes</td>
<td>20%</td>
<td>41%</td>
<td>35%</td>
<td>3%</td>
</tr>
<tr>
<td>Pulses help control appetite</td>
<td>19%</td>
<td>42%</td>
<td>36%</td>
<td>4%</td>
</tr>
<tr>
<td>Pulse crops are good for soil health and sustainable agriculture</td>
<td>13%</td>
<td>40%</td>
<td>41%</td>
<td>5%</td>
</tr>
<tr>
<td>Canada is a world leader in growing pulses and these pulses are locally available for purchase</td>
<td>16%</td>
<td>37%</td>
<td>41%</td>
<td>6%</td>
</tr>
<tr>
<td>Pulses have a low Glycemic Index (GI)</td>
<td>16%</td>
<td>37%</td>
<td>42%</td>
<td>5%</td>
</tr>
<tr>
<td>Pulse crops reduce overall greenhouse gases in the atmosphere</td>
<td>14%</td>
<td>34%</td>
<td>47%</td>
<td>6%</td>
</tr>
<tr>
<td>Pulses are gluten free</td>
<td>7%</td>
<td>21%</td>
<td>65%</td>
<td>7%</td>
</tr>
</tbody>
</table>
# Attitudes Towards Food and Health

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

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am concerned about eating a healthy or balanced diet</td>
<td>41%</td>
<td>46%</td>
<td>9%</td>
<td>2%</td>
</tr>
<tr>
<td>I look for healthy snacks</td>
<td>31%</td>
<td>50%</td>
<td>15%</td>
<td>3%</td>
</tr>
<tr>
<td>I am concerned about weight control</td>
<td>34%</td>
<td>44%</td>
<td>15%</td>
<td>6%</td>
</tr>
<tr>
<td>Whenever possible, I purchase food that is made or grown in Canada</td>
<td>35%</td>
<td>43%</td>
<td>15%</td>
<td>4%</td>
</tr>
<tr>
<td>I usually look at nutritional labels when purchasing packaged foods</td>
<td>39%</td>
<td>36%</td>
<td>18%</td>
<td>6%</td>
</tr>
<tr>
<td>I like to try out new or different types of foods and recipes</td>
<td>28%</td>
<td>46%</td>
<td>20%</td>
<td>5%</td>
</tr>
<tr>
<td>I exercise to stay fit and healthy</td>
<td>25%</td>
<td>45%</td>
<td>24%</td>
<td>5%</td>
</tr>
<tr>
<td>I have a busy, on-the-go lifestyle</td>
<td>25%</td>
<td>41%</td>
<td>24%</td>
<td>8%</td>
</tr>
<tr>
<td>Agricultural practices that are environmentally sustainable, are important in my food purchases</td>
<td>17%</td>
<td>44%</td>
<td>25%</td>
<td>7%</td>
</tr>
<tr>
<td>I enjoy eating ethnic foods such as Latin American, East Indian or African cuisine</td>
<td>23%</td>
<td>35%</td>
<td>23%</td>
<td>14%</td>
</tr>
<tr>
<td>I tend to buy the newest and latest foods in stores</td>
<td>4%</td>
<td>20%</td>
<td>47%</td>
<td>27%</td>
</tr>
</tbody>
</table>

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?**

<table>
<thead>
<tr>
<th>Information Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nutrition or food labels</td>
<td>56%</td>
</tr>
<tr>
<td>Cookbooks</td>
<td>46%</td>
</tr>
<tr>
<td>Friends, family or colleagues</td>
<td>45%</td>
</tr>
<tr>
<td>Canada's Food Guide</td>
<td>39%</td>
</tr>
<tr>
<td>Health professional</td>
<td>38%</td>
</tr>
<tr>
<td>Grocery store</td>
<td>32%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>27%</td>
</tr>
<tr>
<td>Television</td>
<td>18%</td>
</tr>
<tr>
<td>Magazines</td>
<td>17%</td>
</tr>
<tr>
<td>Websites</td>
<td>15%</td>
</tr>
<tr>
<td>Chefs</td>
<td>9%</td>
</tr>
<tr>
<td>Library</td>
<td>6%</td>
</tr>
<tr>
<td>Social networking sites</td>
<td>5%</td>
</tr>
<tr>
<td>Pulse growers and pulse companies</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>7%</td>
</tr>
</tbody>
</table>

*Base: All respondents (n=1,100)*
Information Sources for Preparing Pulses

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

- Cookbooks: 57%
- Family: 28%
- Friends or colleagues: 27%
- Personal knowledge or experience: 26%
- Grocery store: 18%
- Websites: 15%
- Newspapers: 9%
- Television: 9%
- Magazines: 9%
- Dietitians or nutritionists: 9%
- Chefs: 8%
- Pulse grower and pulse companies: 6%
- Library: 4%
- Social networking sites: 2%
- I don't eat/cook pulses: 1%
- Other: 1%
- Don't Know: 19%

Base: All respondents (n=1,100)
Respondent Characteristics: Health Profile and Demographics
Health Profile

Vegetarian or Vegan

No 96%
Yes 4%

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...?

<table>
<thead>
<tr>
<th>Weight</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very underweight</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Somewhat underweight</td>
<td>5%</td>
</tr>
<tr>
<td>Average weight</td>
<td>45%</td>
</tr>
<tr>
<td>Somewhat overweight</td>
<td>42%</td>
</tr>
<tr>
<td>Very overweight</td>
<td>7%</td>
</tr>
<tr>
<td>Decline to respond</td>
<td>1%</td>
</tr>
</tbody>
</table>

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?

Yes 32%
No 66%
No response 2%

Base: All respondents (n=1,100)
## Tenure in Canada and Ethnic Background

### Tenure in Canada

<table>
<thead>
<tr>
<th>Tenure in Canada</th>
</tr>
</thead>
<tbody>
<tr>
<td>Born and raised</td>
</tr>
<tr>
<td>More than 20 years</td>
</tr>
<tr>
<td>11 to 20 years</td>
</tr>
<tr>
<td>6 to 10 years</td>
</tr>
<tr>
<td>5 years or less</td>
</tr>
</tbody>
</table>

Base: All respondents (n=1,100)

### Age Left Country of Birth

<table>
<thead>
<tr>
<th>Age Left Country of Birth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under the age of 12</td>
</tr>
<tr>
<td>12 to 17</td>
</tr>
<tr>
<td>18 or older</td>
</tr>
<tr>
<td>Decline to respond</td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th>Ethnic Background</th>
</tr>
</thead>
<tbody>
<tr>
<td>British</td>
</tr>
<tr>
<td>Canadian</td>
</tr>
<tr>
<td>European</td>
</tr>
<tr>
<td>East or Southeast Asian</td>
</tr>
<tr>
<td>Aboriginal/First Nations</td>
</tr>
<tr>
<td>Other</td>
</tr>
<tr>
<td>Decline to respond</td>
</tr>
</tbody>
</table>

Base: All respondents (n=1,100)
Demographics

**Size of City or Town**
- 10,000 to <50,000: 20%
- <10,000: 22%
- >50,000: 50%
- Acreage, ranch or farm: 7%
- No response: 1%

**Gender**
- Male: 47%
- Female: 53%

**Age**
- 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%
- Mean: 47

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

**Education**
- 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**
- 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

- 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

- 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

- 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

- 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 or 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

Base: All respondents (n=1,100)

- Informed Champions: 20%
- Health Driven Persuadables: 22%
- Forgetful Proponents: 23%
- Unexposed Reachables: 23%
- Disinterested Unreachables: 12%
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%)

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**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

---

**Pulse Consumption**

- Weekly: 51%
- Monthly: 48%
- Non-consumer: 20%

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

- Weekly: 53%
- Monthly: 44%
- Non-consumer: 23%

- 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

Pulse Consumption
- 23% Weekly
- 70% Monthly
- 7% Non-consumer
- High past 6 months pulse consumption at restaurants (47%)
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

<table>
<thead>
<tr>
<th>Segment Name &amp; Size</th>
<th>Informed Champions (20%)</th>
<th>Disinterested Unreachables (12%)</th>
<th>Unexposed Reachables (23%)</th>
<th>Forgetful Proponents (23%)</th>
<th>Health Driven Persuadables (22%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Motto</strong></td>
<td>“Pulses are superfoods”</td>
<td>“I don’t give much thought to food and health”</td>
<td>“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…”</td>
<td>“I really like pulses, but need someone to jog my memory and give me new recipe ideas”</td>
<td>“Tell me how! I like pulses, I find the health and enviro benefits motivating, but I don’t know how to cook them”</td>
</tr>
</tbody>
</table>
| **Pulse Consumption** | • 51% weekly consumers & 48% monthly consumers  
• Highest frequency of monthly consumption at ethnic restaurants | • 46% non-consumers & 46% monthly consumers  
• Among restaurant consumers, high consumption at fast food restaurants (35%) | • 44% non-consumers & 53% monthly consumers  
• Among restaurant consumers, lowest frequency of consumption | • 70% monthly consumers & 23% weekly consumers  
• High past 6 months consumption at restaurants (47%) | • 75% monthly consumers & 13% weekly consumers  
• Lower frequency of consumption at fast food and non-ethnic restaurants |
| **Attitudes Towards Pulses** | • Like the taste (99%)  
• Family likes eating pulses (91%)  
• Trying to choose vegetarian meals more often (72%)  
• Pulses are part of traditional diet (68%) | • Don’t like the taste of pulses (37%; 26% DK/NA)  
• Family doesn’t like eating pulses (42%; 29% DK/NA)  
• Not trying to choose vegetarian meals more often (61%; 27% DK/NA)  
• Not part of traditional diet (60%; 27% DK/NA) | • Don’t think of including in meal planning (82%)  
• Don’t know how to cook or prepare (75%)  
• Don’t like the taste (54%; 17% DK/NA)  
• Family doesn’t like eating pulses (43%; 29% DK/NA)  
• Not part of traditional diet (87%)  
• Not trying to choose vegetarian meals (85%) | • Like the taste (92%)  
• Family likes eating pulses (74%)  
• Know how to cook or prepare pulses (85%)  
• Half say pulses are part of traditional diet (49%)  
• Just under half (45%) don’t think about including pulses in meal planning or preparation | • Don’t think of including in meal planning (86%)  
• Don’t know how to cook or prepare (74%)  
• Most like the taste (77%)  
• Comparatively fewer say their family likes eating pulses (59%)  
• Half are trying to choose vegetarian meals more often (48%) |
### Segmentation Summary

<table>
<thead>
<tr>
<th>Segment Name &amp; Size</th>
<th>Informed Champions (20%)</th>
<th>Disinterested Unreachables (12%)</th>
<th>Unexposed Reachables (23%)</th>
<th>Forgetful Proponents (23%)</th>
<th>Health Driven Persuadables (22%)</th>
</tr>
</thead>
</table>
| **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%) | • 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%) | • Concerned about weight control (90%)  
  • Concerned about eating a healthy diet (94%)  
  • Look for healthy snacks (88%)  
  • Do not like eating ethnic foods (67%) | • Like to try out different types of foods and recipes (74%)  
  • Over half (54%) enjoy eating ethnic foods | • 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%)  
  • Busy, on-the-go lifestyle (79%) |
| **Other Defining Characteristics** | • Extremely health conscious  
  • Environmentally engaged and when possible, buy food grown in Canada  
  • Health benefits clearly the most important factors when deciding whether or not to eat pulses  
  • Info about both health and environmental benefits would have a positive impact on consumption | • Taste is by far the most important factor when deciding whether or not to eat pulses  
  • Info about health and environmental benefits would not make most more likely to eat pulses | • Taste is the most important factor when deciding whether or not to eat pulses  
  • Info about health benefits would make the majority more likely to eat pulses | • 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 to eat pulses  
  • High fibre and protein content are important  
  • Info about health benefits would make the majority more likely to eat pulses | • Extremely health conscious  
  • Environmentally engaged and when possible, buy food grown in Canada  
  • Health benefits the most important factors when deciding whether or not to eat pulses  
  • Info about both health and environmental benefits would make them more likely to eat pulses |
## Segmentation Summary

### Profile

<table>
<thead>
<tr>
<th>Segment Name &amp; Size</th>
<th>Informed Champions (20%)</th>
<th>Disinterested Unreachables (12%)</th>
<th>Unexposed Reachables (23%)</th>
<th>Forgetful Proponents (23%)</th>
<th>Health Driven Persuadables (22%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Highest incidence of vegetarian or vegan in household (12%)</td>
<td>• Highest percentage of underweight (14%)</td>
<td>• Not differentiated by age, gender, education or income</td>
<td>• Majority male (55%)</td>
<td>• Not differentiated by age, gender or education</td>
</tr>
<tr>
<td></td>
<td>• Higher female (61%)</td>
<td>• Low incidence of heart disease or high blood cholesterol levels in household (16%)</td>
<td>• Majority – lowest percentage of 18 to 34 year olds (20%), average age 49 years</td>
<td>• Older – highest percentage of 18 to 34 year olds (20%), average age 49 years</td>
<td>• Highest percentage (22%) in the $100K+ income bracket</td>
</tr>
<tr>
<td></td>
<td>• Highest education (33% university degree, 48% post-secondary)</td>
<td>• Majority male (56%)</td>
<td>• Lowest in British Columbia (13%)</td>
<td>• Highest incidence of born and raised in Canada (93%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Highest in British Columbia (29%)</td>
<td>• Youngest segment (average age 43 years)</td>
<td>• Highest incidence of born and raised in Canada (93%)</td>
<td>• Lowest in Atlantic Canada (14%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Half live in two person households (53%)</td>
<td>• Less educated (15% university degree)</td>
<td>• Majority male (55%)</td>
<td>• Majority male (55%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Three-in-ten live alone</td>
<td>• Majority male (55%)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Messaging and Marketing

|                     | • Highest consumption – no need to target directly | • Low opportunity for converting non-consumers | • Opportunity to move from monthly to weekly | • Opportunity to move from monthly to weekly |
|                     | • Messages targeting other segments will resonate | • Provide a variety of ‘great tasting’ basic recipes for pulses | • Teach them how to cook pulses | • Teach them how to cook pulses |
|                     | | • Recipe ideas, health benefits and environmental benefits unlikely to have any impact | • Provide a variety of quick, easy to prepare recipes including vegetarian and ethnic | • Provide a variety of quick, easy to prepare recipes including vegetarian and ethnic |
|                     | | | • Focus on the health benefits of pulses, including weight control | • Remind about the fibre and protein content as well as other health benefits | • Remind about the fibre and protein content as well as other health benefits | • Primary focus health; secondary environment |
Pulse Consumption
By Segment

<table>
<thead>
<tr>
<th>Segment</th>
<th>Weekly</th>
<th>Monthly</th>
<th>Non-consumer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informed Champions (n=223)</td>
<td>51%</td>
<td>48%</td>
<td>1%</td>
</tr>
<tr>
<td>Disinterested Unreachables (n=131)</td>
<td>8%</td>
<td>46%</td>
<td>46%</td>
</tr>
<tr>
<td>Unexposed Reachables (n=250)</td>
<td>4%</td>
<td>53%</td>
<td>44%</td>
</tr>
<tr>
<td>Forgetful Proponents (n=245)</td>
<td>23%</td>
<td>70%</td>
<td>7%</td>
</tr>
<tr>
<td>Health Driven Persuadables (n=251)</td>
<td>13%</td>
<td>75%</td>
<td>12%</td>
</tr>
</tbody>
</table>

*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
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).

Estimated Average Weekly Cooked Pulse Consumption By Segment

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?

- **Fast food or take-out**: 35% Informed Champions, 34% Disinterested Unreachables, 32% Unexposed Reachables, 22% Forgetful Proponents, 12% Health Driven Persuadables.
- **Ethnic casual or fine-dining restaurant**: 48% Informed Champions, 45% Disinterested Unreachables, 25% Unexposed Reachables, 23% Forgetful Proponents, 7% Health Driven Persuadables.
- **Non-ethnic casual or fine-dining restaurant**: 29% Informed Champions, 24% Disinterested Unreachables, 27% Unexposed Reachables, 24% Forgetful Proponents, 14% Health Driven Persuadables.

Base: All respondents
### Attitudes Towards Pulses By Segment

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

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

**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.*

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

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

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

- **Tastes good/ I like them**
  - Informed Champions (n=222) 48%
  - Disinterested Unreachables (n=74) 22%
  - Unexposed Reachables (n=142) 29%
  - Forgetful Proponents (n=227) 25%
  - Health Driven Persuadables (n=219) 44%

- **Healthy/ good for you**
  - Informed Champions (n=222) 50%
  - Disinterested Unreachables (n=74) 13%
  - Unexposed Reachables (n=142) 25%
  - Forgetful Proponents (n=227) 32%
  - Health Driven Persuadables (n=219) 35%

- **Source of protein**
  - Informed Champions (n=222) 20%
  - Disinterested Unreachables (n=74) 13%
  - Unexposed Reachables (n=142) 10%
  - Forgetful Proponents (n=227) 13%
  - Health Driven Persuadables (n=219) 12%

- **Source of fiber**
  - Informed Champions (n=222) 10%
  - Disinterested Unreachables (n=74) 12%
  - Unexposed Reachables (n=142) 14%
  - Forgetful Proponents (n=227) 6%
  - Health Driven Persuadables (n=219) 4%

- **Part of recipe**
  - Informed Champions (n=222) 18%
  - Disinterested Unreachables (n=74) 11%
  - Unexposed Reachables (n=142) 9%
  - Forgetful Proponents (n=227) 8%
  - Health Driven Persuadables (n=219) 3%

- **Good for soup/ stews**
  - Informed Champions (n=222) 14%
  - Disinterested Unreachables (n=74) 7%
  - Unexposed Reachables (n=142) 8%
  - Forgetful Proponents (n=227) 8%
  - Health Driven Persuadables (n=219) 3%

- **Good for chili/ dips**
  - Informed Champions (n=222) 13%
  - Disinterested Unreachables (n=74) 5%
  - Unexposed Reachables (n=142) 14%
  - Forgetful Proponents (n=227) 4%
  - Health Driven Persuadables (n=219) 3%

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)?

- Takes to long to cook/convenience/preparation time
- Don’t know how to cook/prepare them/no recipes
- I/my family do not like them
- Not a part of regular diet/little consideration of pulses
- Variety/like variety in my diet
- I/my family do not like the taste

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.**

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

*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

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

**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?**

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

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

Base: All respondents
### Health Profile
#### By Segment

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

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

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

<table>
<thead>
<tr>
<th>Region and Segment</th>
<th>Informed Champions (n=222)</th>
<th>Disinterested Unreachables (n=74)</th>
<th>Unexposed Reachables (n=142)</th>
<th>Health Driven Persuadables (n=219)</th>
</tr>
</thead>
<tbody>
<tr>
<td>British Columbia</td>
<td>29%</td>
<td>10%</td>
<td>13%</td>
<td>21%</td>
</tr>
<tr>
<td>Alberta</td>
<td>12%</td>
<td>11%</td>
<td>28%</td>
<td>28%</td>
</tr>
<tr>
<td>Saskatchewan and Manitoba</td>
<td>18%</td>
<td>14%</td>
<td>24%</td>
<td>20%</td>
</tr>
<tr>
<td>Ontario</td>
<td>20%</td>
<td>13%</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>Quebec</td>
<td>21%</td>
<td>9%</td>
<td>25%</td>
<td>23%</td>
</tr>
<tr>
<td>Atlantic provinces</td>
<td>17%</td>
<td>13%</td>
<td>30%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Base: All Respondents
<table>
<thead>
<tr>
<th>Segment</th>
<th>Gender</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>18 to 34</td>
</tr>
<tr>
<td>Informed Champions</td>
<td>39%</td>
<td>25%</td>
</tr>
<tr>
<td>Disinterested Unreachables</td>
<td>56%</td>
<td>32%</td>
</tr>
<tr>
<td>Unexposed Reachables</td>
<td>46%</td>
<td>32%</td>
</tr>
<tr>
<td>Forgetful Proponents</td>
<td>55%</td>
<td>20%</td>
</tr>
<tr>
<td>Health Driven Persuadables</td>
<td>44%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Base: All respondents
Education and Income
By Segment

**Education**

- **Informed Champions** (n=223)
  - High school or less: 19%
  - Post-secondary: 48%
  - University degree: 33%

- **Disinterested Unreachables** (n=131)
  - High school or less: 33%
  - Post-secondary: 49%
  - University degree: 15%

- **Unexposed Reachables** (n=250)
  - High school or less: 29%
  - Post-secondary: 50%
  - University degree: 21%

- **Forgetful Proponents** (n=245)
  - High school or less: 31%
  - Post-secondary: 42%
  - University degree: 26%

- **Health Driven Persuadables** (n=251)
  - High school or less: 29%
  - Post-secondary: 45%
  - University degree: 24%

**Income**

- **Informed Champions** (n=223)
  - <$60K: 43%
  - $60K to <$100K: 26%
  - 100K+: 17%
  - No response: 15%

- **Disinterested Unreachables** (n=131)
  - <$60K: 54%
  - $60K to <$100K: 23%
  - 100K+: 8%
  - No response: 16%

- **Unexposed Reachables** (n=250)
  - <$60K: 47%
  - $60K to <$100K: 25%
  - 100K+: 16%
  - No response: 12%

- **Forgetful Proponents** (n=245)
  - <$60K: 42%
  - $60K to <$100K: 26%
  - 100K+: 17%
  - No response: 16%

- **Health Driven Persuadables** (n=251)
  - <$60K: 35%
  - $60K to <$100K: 25%
  - 100K+: 22%
  - No response: 18%

Base: All respondents
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?

Yes – at home
- Dried beans: 82%
- Dried peas: 91%
- Lentils: 93%
- Chickpeas: 91%

Yes – at a restaurant
- Dried beans: 31%
- Dried peas: 26%
- Lentils: 29%
- Chickpeas: 45%

No
- Dried beans: 8%
- Dried peas: 16%
- Lentils: 7%
- Chickpeas: 5%

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%

<table>
<thead>
<tr>
<th>Pulse Type</th>
<th>4 or more times per week</th>
<th>1 to 3 times per week</th>
<th>1 to 3 times per month</th>
<th>Less than once a month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beans</td>
<td>10%</td>
<td>50%</td>
<td>32%</td>
<td>9%</td>
</tr>
<tr>
<td>Peas</td>
<td>7%</td>
<td>43%</td>
<td>37%</td>
<td>13%</td>
</tr>
<tr>
<td>Lentils</td>
<td>17%</td>
<td>53%</td>
<td>27%</td>
<td>3%</td>
</tr>
<tr>
<td>Chickpeas</td>
<td>10%</td>
<td>44%</td>
<td>39%</td>
<td>7%</td>
</tr>
</tbody>
</table>

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).**

- **Dried (bagged or bulk)**: 80%
- **Canned whole beans**: 61%
- **Soups (includes canned, dried, frozen or fresh)**: 31%
- **Dips or spreads (e.g. white bean dip)**: 20%
- **Pre-prepared fresh meals (e.g. chili, salads, etc.)**: 20%
- **Bean flour**: 17%
- **Canned refried beans**: 11%
- **Pre-prepared frozen meals or side dishes**: 11%
- **Baked products (e.g. gluten free)**: 9%
- **Other**: 1%

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

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

- **None - I only purchase beans in pre-prepared forms**: 5%
- **Curries, chili or stews**: 82%
- **Salads**: 42%
- **Hot rice dishes**: 42%
- **Soups**: 39%
- **Dishes made with refried beans**: 32%
- **Other dips, spreads or salsas**: 19%
- **Burgers**: 11%
- **Breads or baked products**: 10%
- **Other**: 2%

**Base: South Asians – Past 6 months dried bean consumption at home (n=210)**
Q7. In what form do you purchase dried peas you eat at home? (Note: This does not include fresh, frozen or canned green peas).

- Dried (bagged or bulk): 83%
- Soups (includes canned, dried, frozen or fresh): 42%
- Pea flour: 23%
- Pre-prepared frozen meals or side dishes: 21%
- Pre-prepared fresh meals (e.g. soup): 20%
- Baked products (e.g. gluten free): 8%
- Other: 1%

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

- None - I only purchase peas in pre-prepared forms: 4%
- Curries, chili or stews: 73%
- Dal: 72%
- Soups: 42%
- Hot rice or pasta dishes: 40%
- Main dishes or casseroles: 25%
- Dips or spreads: 15%
- Breads or baked products: 6%
- Other: 2%

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 purchase lentils that you eat at home?

- Dried (bagged or bulk): 91%
- Canned: 22%
- Soups (includes canned, dried, frozen or fresh): 19%
- Pre-prepared fresh meals: 9%
- Pre-prepared frozen meals or side dishes: 8%
- Other: 1%

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

- None - I only purchase lentils in pre-prepared forms: 1%
- Dal: 87%
- Curries, chili or stews: 69%
- Soups: 39%
- Hot rice dishes: 37%
- Main dishes (e.g. casseroles): 23%
- Salads: 16%
- Burgers: 6%
- Other: 1%

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 purchase chickpeas that you eat at home?

- Dried (bagged or bulk): 78%
- Chickpea flour: 56%
- Canned: 53%
- Dips or spreads (e.g. hummus): 24%
- Other foods made with chickpea flour: 20%
- Soups (includes canned, dried, frozen or fresh): 17%
- Pre-prepared fresh meals: 16%
- Pre-prepared frozen meals or side dishes: 9%
- Other: 1%

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

- None - I only purchase chickpeas in pre-prepared forms: 2%
- Curries, chili or stews: 80%
- Indian dishes made with chickpea flour: 70%
- Salads: 47%
- Hummus or other dips: 37%
- Hot rice or pasta dishes: 34%
- Other products made with chickpea flour: 14%
- Soups: 33%
- Falafel: 28%
- Burgers: 10%
- Other: 2%

Base: South Asians – Past 6 months chickpea consumption at home (n=213)
Q17. Where do you usually purchase pulses that you use at home?

- Regular grocery store or supermarket: 81%
- Ethnic grocery store: 76%
- Specialty stores (e.g. organic, bulk or health food stores): 11%

Base: South Asians – Past 6 months pulse consumption at home (n=226)
Q18. Approximately, how often do you eat dishes using pulses (dry beans, peas, lentils and chickpeas) at each of the following types of restaurants?

- **Fast food or take-out**
  - 4 or more times per week: 18%
  - 1 to 3 times per week: 31%
  - 1 to 3 times per month: 51%

- **Ethnic casual or fine-dining restaurant**
  - 4 or more times per week: 12%
  - 1 to 3 times per week: 46%
  - 1 to 3 times per month: 39%

- **Non-ethnic casual or fine-dining restaurant**
  - 4 or more times per week: 5%
  - 1 to 3 times per week: 24%
  - 1 to 3 times per month: 70%

*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?

- Appetizer: 65%
- Bread products: 28%
- Soup: 50%
- Salad: 43%
- Main course: 73%
- Dessert: 18%
- None of the above: 2%

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).

<table>
<thead>
<tr>
<th>Category</th>
<th>Less than 1/4 cup</th>
<th>1/4 cup to &lt;1 cup</th>
<th>1 cup to &lt;3 cups</th>
<th>3 cups or more</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main dishes (e.g. chilis, casseroles or curries) with pulses and meat, rice or pasta</td>
<td>15%</td>
<td>26%</td>
<td>35%</td>
<td>17%</td>
<td>7%</td>
</tr>
<tr>
<td>Soups with pulses</td>
<td>26%</td>
<td>31%</td>
<td>15%</td>
<td>9%</td>
<td>18%</td>
</tr>
<tr>
<td>Dips, spreads or snacks (e.g. hummus, pea snacks, snacks made with pulse flour)</td>
<td>31%</td>
<td>27%</td>
<td>15%</td>
<td>3%</td>
<td>24%</td>
</tr>
<tr>
<td>Salads with pulses</td>
<td>28%</td>
<td>29%</td>
<td>17%</td>
<td>4%</td>
<td>23%</td>
</tr>
<tr>
<td>All other pulse dishes (e.g. baked beans, chili without meat, falafels, dal or refried beans)</td>
<td>20%</td>
<td>31%</td>
<td>27%</td>
<td>10%</td>
<td>12%</td>
</tr>
</tbody>
</table>

**TOTAL WEEKLY COOKED PULSE CONSUMPTION**

- 23% of respondents consume 3 cups or more per week
- 46% of respondents consume 1 cup to <3 cups per week
- 26% of respondents consume <1 cup per week

Mean: 2.5 cups / Median: 2.0 cups

Base: All South Asian respondents (n=230)

---

1 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
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)?

- **Variety/ like variety in my diet**: 16%
- **Prefer other foods**: 16%
- **I/ my family do not like them (unspecified)**: 12%
- **Digestive considerations (e.g. gas, bloating)**: 10%
- **Takes to long to cook/ convenience/ preparation time**: 6%
- **I/ my family do not like the taste**: 6%
- **Don't know how to cook/ prepare them/ no recipes**: 6%
- **Health considerations**: 6%
- **Positive mention/ enjoy pulses**: 6%
- **Not a part of regular diet/ little consideration of pulses**: 4%
- **Other**: 10%
- **None**: 6%
- **Don't Know**: 10%

Base: South Asians – Light consumers (n=49)
Q22. What are the main reasons you eat pulses (dry beans, peas, lentils and chickpeas)?

- Healthy/ good for you: 40%
- Source of protein: 38%
- Tastes good/ I like them: 26%
- Part of my/ my family's traditional diet/ culture: 22%
- Easy to prepare/ make: 11%
- Vegetarian: 7%
- Source of fiber: 6%
- Nutritious food: 4%
- Good variety/ can make different things: 4%
- Alternative to meat/ meat substitute: 4%
- Part of recipe (incl. falafel, baked beans, etc.): 3%
- Other nutrients mentions (vitamins, minerals, irons, etc.): 3%
- Inexpensive/ cheap/ cost less/ economical: 3%
- Low fat: 3%
- Filling/ satisfying: 2%
- Other: 12%
- Don't know: 2%

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.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
<th>Not applicable</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulses are an affordable source of protein</td>
<td>69%</td>
<td>24%</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Pulses are nutritious</td>
<td>78%</td>
<td>14%</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Pulses are part of my traditional diet</td>
<td>69%</td>
<td>22%</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>My family likes eating pulses</td>
<td>60%</td>
<td>29%</td>
<td>5%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Pulses are convenient and easy to prepare</td>
<td>57%</td>
<td>32%</td>
<td>6%</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>I like the taste of pulses</td>
<td>67%</td>
<td>21%</td>
<td>4%</td>
<td>4%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>I am trying to choose vegetarian meals more often</td>
<td>42%</td>
<td>27%</td>
<td>17%</td>
<td>9%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Eating pulses causes gas, bloating or digestive problems</td>
<td>15%</td>
<td>48%</td>
<td>16%</td>
<td>15%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>I don't think about including pulses in meal planning or preparation</td>
<td>7%</td>
<td>18%</td>
<td>26%</td>
<td>44%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>I don't know how to cook or prepare pulses</td>
<td>6%</td>
<td>12%</td>
<td>16%</td>
<td>57%</td>
<td>6%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Base: All South Asian respondents (n=230)
Q25. Which of the following factors is most important to you and least important to you when deciding whether or not to eat pulses?

- Health benefits
- Source of protein
- Taste
- Increasing fibre intake
- Part of my traditional diet
- Convenience or ease of preparation
- Choosing vegetarian foods more often
- Less expensive protein
- Digestive considerations

Base: All South Asian respondents (n=230)
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.

- A source of protein, 24
- Low in fat and saturated fats, 16
- A good source of iron, 14
- Low in sodium, 10
- An excellent source of folate, 9
- Gluten free, 6
- Very high in fibre, 21

Base: All South Asian respondents (n=230)
The image contains a slide titled "Influence of Health and Environmental Facts about Pulses South Asians." The slide discusses various health and environmental benefits of pulses and asks about the likelihood of consuming pulses based on the provided information.

### 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.

<table>
<thead>
<tr>
<th>Fact</th>
<th>Much more likely</th>
<th>Somewhat more likely</th>
<th>Would make no difference</th>
<th>Less likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulses are high in vitamins and minerals</td>
<td>31%</td>
<td>45%</td>
<td>19%</td>
<td>5%</td>
</tr>
<tr>
<td>Pulses help reduce the risks of heart disease</td>
<td>32%</td>
<td>44%</td>
<td>20%</td>
<td>4</td>
</tr>
<tr>
<td>Pulses are very high in fiber</td>
<td>32%</td>
<td>44%</td>
<td>20%</td>
<td>5%</td>
</tr>
<tr>
<td>Pulses are free of fats and saturated fats</td>
<td>30%</td>
<td>43%</td>
<td>20%</td>
<td>7%</td>
</tr>
<tr>
<td>Pulses help reduce the risks of diabetes</td>
<td>30%</td>
<td>41%</td>
<td>23%</td>
<td>7%</td>
</tr>
<tr>
<td>Pulses can help with weight control</td>
<td>32%</td>
<td>38%</td>
<td>25%</td>
<td>5%</td>
</tr>
<tr>
<td>Pulses help control appetite</td>
<td>27%</td>
<td>39%</td>
<td>30%</td>
<td>4</td>
</tr>
<tr>
<td>Pulses have a low Glycemic Index (GI)</td>
<td>25%</td>
<td>37%</td>
<td>33%</td>
<td>6%</td>
</tr>
<tr>
<td>Pulse crops are good for soil health and sustainable agriculture</td>
<td>20%</td>
<td>38%</td>
<td>35%</td>
<td>7%</td>
</tr>
<tr>
<td>Pulse crops reduce overall greenhouse gases in the atmosphere</td>
<td>19%</td>
<td>35%</td>
<td>38%</td>
<td>8%</td>
</tr>
<tr>
<td>Pulses are gluten free</td>
<td>21%</td>
<td>32%</td>
<td>38%</td>
<td>8%</td>
</tr>
<tr>
<td>Canada is a world leader in growing pulses and these pulses are locally available for purchase</td>
<td>16%</td>
<td>33%</td>
<td>40%</td>
<td>12%</td>
</tr>
</tbody>
</table>

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.**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am concerned about eating a healthy or balanced diet</td>
<td>48%</td>
<td>41%</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>I look for healthy snacks</td>
<td>47%</td>
<td>41%</td>
<td>8%</td>
<td>2%</td>
</tr>
<tr>
<td>I enjoy eating ethnic foods such as Latin American, East Indian or African cuisine</td>
<td>53%</td>
<td>34%</td>
<td>9%</td>
<td>3%</td>
</tr>
<tr>
<td>I usually look at nutritional labels when purchasing packaged foods</td>
<td>40%</td>
<td>43%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>I like to try out new or different types of foods and recipes</td>
<td>37%</td>
<td>46%</td>
<td>14%</td>
<td>3%</td>
</tr>
<tr>
<td>I am concerned about weight control</td>
<td>39%</td>
<td>39%</td>
<td>14%</td>
<td>8%</td>
</tr>
<tr>
<td>I exercise to stay fit and healthy</td>
<td>29%</td>
<td>41%</td>
<td>21%</td>
<td>6%</td>
</tr>
<tr>
<td>Agricultural practices that are environmentally sustainable, are important in my food purchases</td>
<td>24%</td>
<td>45%</td>
<td>19%</td>
<td>6%</td>
</tr>
<tr>
<td>I have a busy, on-the-go lifestyle</td>
<td>29%</td>
<td>39%</td>
<td>24%</td>
<td>7%</td>
</tr>
<tr>
<td>Whenever possible, I purchase food that is made or grown in Canada</td>
<td>19%</td>
<td>46%</td>
<td>22%</td>
<td>8%</td>
</tr>
<tr>
<td>I tend to buy the newest and latest foods in stores</td>
<td>12%</td>
<td>43%</td>
<td>34%</td>
<td>8%</td>
</tr>
</tbody>
</table>

*Base: All South Asian respondents (n=230)*
Pulse Consumption: Information Sources
Q29. Where do you typically get your information on healthy eating?

- Friends, family or colleagues: 58%
- Nutrition or food labels: 50%
- Canada's Food Guide: 39%
- Newspapers: 37%
- Health professional: 37%
- Cookbooks: 35%
- Grocery store: 32%
- Websites: 17%
- Library: 17%
- Television: 16%
- Social networking sites: 14%
- Magazines: 11%
- Chefs: 9%
- Pulse growers and pulse companies: 7%
- Culture/ tradition: 1%
- Other: 2%
- Don't know: 4%

Base: All South Asian respondents (n=230)
Q30. Where do you typically get your information about preparing pulses?

- Family: 72%
- Friends or colleagues: 49%
- Cookbooks: 47%
- Personal knowledge or experience: 47%
- Newspapers: 17%
- Grocery store: 16%
- Chefs: 12%
- Websites: 11%
- Dietitians or nutritionists: 10%
- Television: 9%
- Social networking sites: 7%
- Library: 7%
- Pulse grower and pulse companies: 4%
- Magazines: 4%
- Don’t Know: 4%

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%

**Vegetarian or Vegan**

- Yes: 35%
- No: 64%

**Reported Weight**

<table>
<thead>
<tr>
<th>Weight Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very underweight</td>
<td>1%</td>
</tr>
<tr>
<td>Somewhat underweight</td>
<td>4%</td>
</tr>
<tr>
<td>Average weight</td>
<td>59%</td>
</tr>
<tr>
<td>Somewhat overweight</td>
<td>32%</td>
</tr>
<tr>
<td>Very overweight</td>
<td>3%</td>
</tr>
<tr>
<td>Decline to respond</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Advice about Weight**

- Yes: 28%
- No: 70%

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

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 South Asian respondents (n=230)
## Tenure in Canada

### South Asians

<table>
<thead>
<tr>
<th>Tenure in Canada</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>11 to 20 years</td>
<td>39%</td>
</tr>
<tr>
<td>6 to 10 years</td>
<td>30%</td>
</tr>
<tr>
<td>5 years or less</td>
<td>31%</td>
</tr>
<tr>
<td>- 3 to 5 years</td>
<td>20%</td>
</tr>
<tr>
<td>- 2 years or less</td>
<td>10%</td>
</tr>
</tbody>
</table>

## Age Left Country of Birth

<table>
<thead>
<tr>
<th>Age Left Country of Birth</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Under the age of 12</td>
<td>11%</td>
</tr>
<tr>
<td>12 to 17</td>
<td>10%</td>
</tr>
<tr>
<td>18 or older</td>
<td>78%</td>
</tr>
<tr>
<td>Decline to respond</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

*Base: All South Asian respondents (n=230)*
Demographics
South Asians

Size of City or Town
- >50,000: 85%
- 10,000 to <50,000: 10%
- <10,000: 1%
- Acreage, ranch or farm: 1%
- No response: 2%

Gender
- Male: 37%
- Female: 63%

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%

Mean: 37

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)
Contact

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