

RAPPORT



National Institute
of Nutrition

TRACKING NUTRITION TRENDS

1989-1994-1997-2001

The results of the fourth wave of NIN's flagship Tracking Nutrition Trends (TNT) survey were officially released at NIN's 2002 Annual Forum on April 29.

HIGHLIGHTS

Every day Canadians are faced with a wide array of product choices, whether strolling the aisles of their grocery store or dining out at a restaurant. They are bombarded with information from various media and other sources about the health benefits and drawbacks of consuming certain types of foods. The TNT survey is a source of current data to assess how consumers are faring amidst such a barrage of information.

The 2001 study wave profiles Canadians' nutrition-related attitudes, knowledge and actions. How have these changed since similar surveys conducted in 1989, 1994 and 1997? The results provide valuable information for the orientation of health promotion initiatives, the marketing of foods within the context of a healthy diet and the development of products with added nutrition value.

This article features highlights of the TNT findings. The summary report presents more detailed results, analysis and implications ([see ordering information, p.12](#)).

Study Objectives

- To identify recent changes in the attitudes, awareness, knowledge and reported behaviour of Canadians toward nutrition in general, and a selected group of nutrients in particular.
- To gather actionable data for nutrition educators, policy makers and the food industry.
- To identify and monitor emerging nutrition-related issues, including food safety.
- To identify and, if possible, rank the factors or motives that influence what individuals choose to eat.

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TNT 2001

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TNT 2001 Methodology Highlights

- Telephone interviews (average, 17 minutes) were conducted as part of an omnibus survey with 2,000 adult Canadians between December 1 and 20, 2001.
- The sample was designed to represent the five geographic regions (British Columbia, Prairies, Ontario, Quebec, Atlantic Provinces) and the demographic makeup of the Canadian population according to 1996 Census data. Data were weighted for age and gender within regions to adjust for disproportionate sampling of certain subgroups.
- Fieldwork, data processing and analysis were completed in-house by Ipsos-Reid Corporation (formerly the Angus Reid Group).
- On the total base size, the results are considered accurate 19 times out of 20 within two percentage points.

Methodology Evolution

The 2001 wave of the TNT survey is the fourth to be conducted since 1989. With consumer market research that spans over an extended time frame, the approach and questionnaire must be reviewed with every phase. In the 2001 phase:

- The methodology and the data collection instrument were reviewed and updated in collaboration with an advisory group appointed to oversee the project.
- Telephone interviews were chosen instead of the personal interviews used in the previous waves to provide a better representation of the Canadian population. The method improves control over administering the questionnaire and makes it easier for respondents to participate.
- Key questions from previous waves were carried through. When new questions were added to address current issues, other questions considered less relevant were removed to ensure the survey length was reasonable for respondents.
- For the questions in which the rating scale was changed to better suit the telephone interview format, direct wave-over-wave comparisons could not be made.

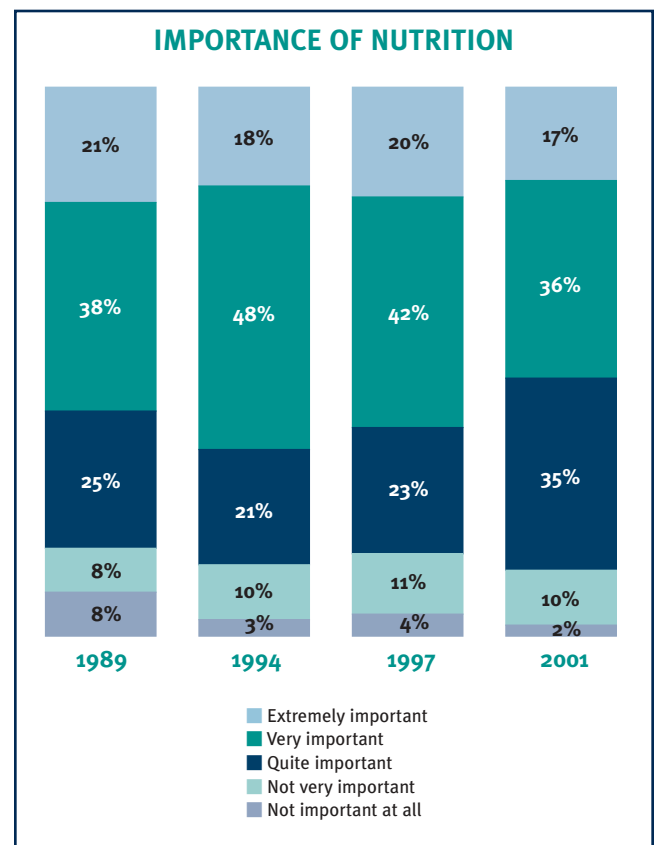
Such evolution is necessary to ensure that survey results address current concerns, recognizing that caution must be applied in interpreting the trends.

TNT 2001 Partners

Canadian Egg Marketing Agency
 Chicken Farmers of Canada
 Dairy Farmers of Canada
 Health Canada – Bureau of Nutritional Sciences,
 Food Directorate
 Health Canada – Office of Nutrition Policy and Promotion
 Kellogg Canada Inc.
 Kraft Canada Inc.
 Unilever Canada Limited

Importance of Nutrition

- Overall, nutrition is important to nine in ten Canadians (88%) for choosing the food they eat.
- This result has been increasing marginally since the first wave of the study in 1989 (Figure).
- Men have gained ground but women and men still do not see eye-to-eye on this issue (see *TNT 2001 Provides an Update on the Gender Gap, p.4*)
- The study also found differences by age.



Nutrition Knowledge

- About three in ten Canadians (28%) consider themselves to be very knowledgeable about nutrition.
- This result differs by gender, age, region and education level.

■ Nutrition Concerns

- The survey gauged consumer concern about 16 nutrients or ingredients (such as total fat, saturated fat, *trans*-fatty acids, fibre, anti-oxidants). More than two thirds of Canadians are very or somewhat concerned about 12 of the 16 topics.
- The level of concern for many of the topics has increased. Fat remains at the top of the list, and vitamins now present the same level of concern as fat, followed by saturated fat.
- Some important demographic differences were also revealed.
- Every item presented is of greater concern to those who rate nutrition as important and to those who indicate they are trying to eat well.

■ Food Safety Issues

- The 2001 survey investigated food safety issues in more depth than previous waves.
- Almost one quarter of Canadians (23%) indicate that no food safety issues are of concern.
- On an unaided basis, consumers' food safety concerns mirror topics that have received recent media coverage, with biotechnology leading the way.

■ Eating Habits

- The reported frequency of selecting foods based on the amount of a specific nutrient or ingredient directly correlates with—but is consistently lower than—the reported level of concern about this nutrient or ingredient.
- Nine in ten Canadians (92%)—regardless of demographic group—believe they are making an effort to eat well.
- However, only 38% believe their eating habits are excellent or very good. The reasons for these ratings vary by age and gender.

- About two-thirds (62%) say they have made some changes to their diets over the past year. The study examined the types of changes that were made, as well as the key motivators behind the changes.
- As in previous study phases, only 4% of consumers consider themselves to be vegetarians. The survey also determined which foods they indicated eating or avoiding.

■ Nutrition Labelling

- Nutrition information on product packages appears to be widely used by consumers.
- The results serve as an important baseline measure before Canada implements a new mandatory nutrition labelling system.
- The survey outlines how the information is being used (e.g. to decide whether the product contains nutrients or ingredients that consumers are trying to avoid).
- Men and women use the label information in different ways, as do people living in different regions.
- The survey also gauged the extent to which product claims influence food choice decisions. It also examined consumer familiarity with the messages of four proposed diet-related health claims.

■ Psychographic Segmentation

The 2001 survey identified five distinct market segments that take into account the complex interplay between consumers' self-perceptions, their attitudes toward nutrition and their choice of food products (*see A Profile of the Market Segments, p.5*). ■

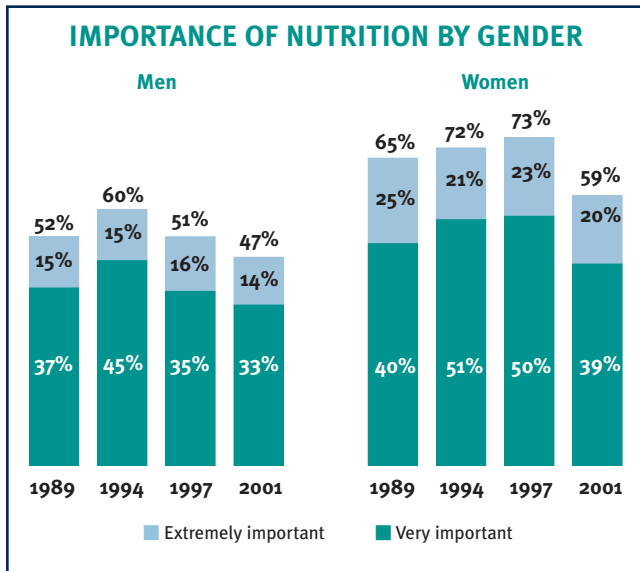
Get the whole story! Order the TNT 2001 summary report ([see p.12](#)).

TNT 2001 PROVIDES AN UPDATE ON THE GENDER GAP

In the first three waves of NIN's Tracking Nutrition Trends (TNT) survey, women attached more importance than men to nutrition. Women have also been the primary targets for nutrition- and health-related messages—this year's TNT findings may be a signal that this tradition should change.

The Gap Is Narrowing

The TNT survey asks people how important nutrition is to them in choosing the foods they eat. In this respect, the gap between women and men appears to be narrowing (Figure). Between 1994 and 1997, men's interest in nutrition had dropped and the gap between men's and women's attitudes was wider than ever: comparing those who consider nutrition to be extremely or very important, the 13% gender gap seen in 1989, which had shrunk somewhat in 1994, grew to 22% in 1997.



In 2001, the gender gap fell to 12%. And a higher percentage of men than ever (85% vs. 92% of women) think nutrition is at least quite important in making food choices. However, both men and women appear to fall victim to a busy lifestyle, with about half agreeing that they frequently sacrifice proper nutrition because of the everyday pressures of life.

Challenges of Targeting Men

Men are becoming increasingly aware of what they eat and more health conscious. However, targeting men with nutrition messages presents some challenges. For example, men are still less likely than women to believe they are knowledgeable about nutrition. A new question asked in 2001 found that men are also less likely to have been asked their advice on nutrition. Attitudes and knowledge are important underpinnings to action.

Another challenge is that men's perceptions about healthy eating may not always be on track: their self-rated eating habits improved marginally, whereas women are more likely to indicate actually working on improvements. Almost all women (94%) say they are making an effort to eat well, and two-thirds (64%) say they have made some changes to their eating habits over the past year.

Men are less likely than women to say they use the nutrition information on food labels. The survey also outlines how men and women differ in their concerns about specific nutrition issues.

Men and women almost equally feel the need to reduce their intake of fats and tend to associate a lower fat diet with healthy eating. However, women appear to be more aware of the different types of fat, and are more concerned than men about omega-3 and *trans*-fatty acids.

Implications

The TNT 2001 findings have important implications for education and marketing efforts. Women have been the key targets when it comes to nutrition and health messages; however, men are becoming more and more health conscious and aware of what they eat.

Women still account for the majority of primary grocery shoppers, but men's opinions and preferences should also be heard. It is reasonable to suggest that men will play a larger role in the area of nutrition and foods with every new generation. ■

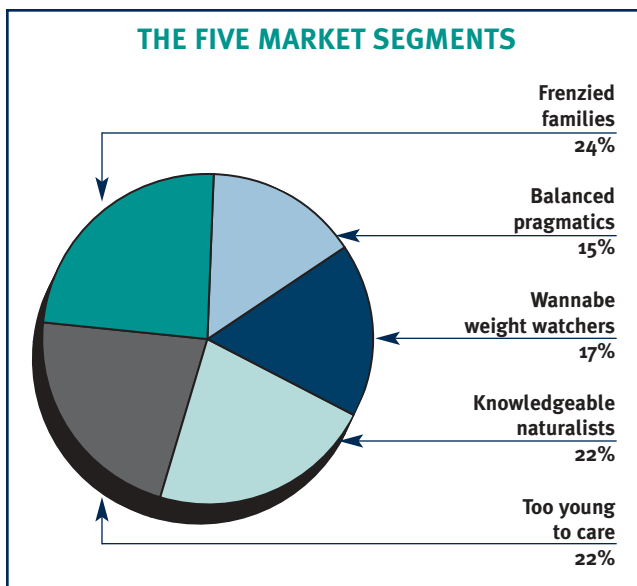
A PROFILE OF THE MARKET SEGMENTS

Market segments are defined not only by basic demographics, but also by “psychographics”. Psychographic segmentation provides a means of better understanding the consumer and thus developing better targeted marketing and educational strategies with greater reach, acceptance and impact.

Consumer knowledge and attitudes are central to nutrition education and product promotion initiatives. Overall, consumers’ interest in nutrition is high, but their attitudes and behaviours with respect to nutrition are not homogenous. Every individual Canadian is unique and pursues a characteristic set of nutrition-related goals based on health, self-image, socio-economic status and many other factors.

Making sense of consumer research data means taking this diversity into account. Demographics can provide important information to help target messages; however, two people from similar demographic circumstances may exhibit very different behaviours based on their values and beliefs.

The 2001 wave of the Tracking Nutrition Trends (TNT) study identified five distinct segments of the population—each comprising people who share similar attitudes and values and who tend to make similar choices related to food and nutrition.



Psychographic segmentation

- The term “psychographic segmentation” is applied to a range of techniques aimed at grouping people according to their most basic values and attitudes and how they relate to life in general.
- The premise is that certain population subgroups share a common set of needs and values that influence their attitudes and behaviour in all aspects of their lives, including food and nutrition.
- Segmentation analysis involves assessing relevant consumer values and personal identities, along with other dimensions thought to be relevant to their behaviour.

For this study, a series of questions was introduced to identify variables that determine how people feel about themselves, how they relate to societal trends and how they feel about nutrition. K-means clustering was used to analyze a combination of:

- the attitudinal statements about nutrition, self-image, risk aversion and general outlook;
- a derived assessment of nutrition knowledge (e.g. based on self-reported ratings and ability to name food groups of Canada’s food guide); and
- relevant self-reported behaviours (e.g. whether the respondent smokes or shops regularly at a health food store).

Frenzied Families (24%)

- young, busy working families with kids
- trying to eat well, consider nutrition important
- pressures of life often take priority over healthy eating
- more likely to react to media stories about food safety issues

Balanced Pragmatics (15%)

- mostly middle-aged, highly educated, high-income consumers
- pursuing healthy lifestyle and healthy eating
- knowledgeable about nutrition
- trying to take a balanced view of the “pros and cons” of health issues

Wannabe Weight Watchers (17%)

- middle-aged empty nesters
- have low nutrition knowledge but high motivation
- trying to improve health and appearance through nutrition
- focused on “good” and “bad” ingredients: calories, fats, sugars

Knowledgeable Naturalists (22%)

- extremely focused on nutrition as a means to being healthy
- want to be in full control of what they choose to eat
- distrust technology and science
- focused on food safety issues and selecting organic products

Too Young to Care (22%)

- the youngest group
- tend to take their health for granted; do not see themselves as vulnerable to disease
- know a lot about nutrition as it relates to immediate needs, such as improving sports performance

Using the Segment Analysis

The five key market segments uncovered in this survey provide direction for targeting education and marketing efforts. The segments take into account the complex interplay among consumers' self-perceptions, their attitudes toward nutrition and their choice of food products.

Understanding the priorities in the lives of people in each segment makes it possible to focus a marketing or health message for the greatest possible impact. For example, consider the Frenzied Families. For this group, time and money are of the essence. They want to learn more about nutrition but they also want quick results. Education materials need to be quick and simple to digest. Health claims on food packages are one message vehicle that would likely catch their attention. ■

The TNT 2001 summary report (see [ordering information, p.12](#)) profiles the similar values and attitudes for each of the five segments.

Additional analysis of the segments and the implications for education and marketing efforts will be provided in a subsequent report.

A DOZEN YEARS OF TRACKING NUTRITION TRENDS

Anne Kennedy, M.H.Sc., RD

Consistent monitoring and evaluation of Canadians' nutrition-related knowledge, beliefs and eating behaviours are essential to orient and assess the impact of education, marketing and public policy efforts. The Tracking Nutrition Trends (TNT) survey represents a national perspective on food and nutrition issues of concern to Canadians.

Evolving with the Times

When this collaborative consumer research study was launched in 1989, a key part of the rationale was the perceived growth in consumer interest in nutrition and the increasingly influential role of nutrition in marketing food products. At that time, the *Nutrition Recommendations*, focusing on dietary fat and fibre, were just being released and a structured voluntary nutrition labelling system had been implemented.

The 2001 wave builds on the solid foundation that was set in 1989 and broadened in 1994 and 1997. The initial focus on fat and fibre has been expanded to identify a wider range of factors influencing consumer food selection. Also, baseline data on consumer use of food package labels have been collected while Canada is on the cusp of launching a mandatory system of nutrition labelling.

This year's survey went beyond the reported behaviours to look at the correlation between consumers' self-perceptions, their attitudes toward nutrition and related topics, and their choice of food products. As a result, five distinct market segments were identified (see *A Profile of the Market Segments*, p.5).

Actionable Results

TNT suggests that Canadians' attitudes are "in the right place". Most consumers value nutrition and think they are making an effort to eat well.

Their cited actions mirror the advice of nutrition educators: lowering their intake of fatty foods and increasing their intake of fruits and vegetables. However, current trends indicate that they may not be in the healthy eating zone they perceive themselves to be. As witnessed by alarming rates of diabetes and obesity, Canadians are not doing well in terms of controlling their body weight and keeping active. Have they not gone far enough in the changes they have made? Or, perhaps they are telling us what they think we want to hear?

Canadians need tools and options to act on their knowledge and good intentions. The TNT results provide insights for tailoring initiatives to spark further action and help Canadians work healthy eating into their busy lives. Gender differences are one key consideration (see *TNT IV Provides an Update on the Gender Gap*, p.4). And the segmentation analysis provides a valuable framework for targeting strategies to the five distinct segments of the Canadian population.

The unique value of the TNT data was highlighted by the members of the dynamic panel at the April 29 release of the survey results (see *Panel's Reaction to TNT 2001*, p.8). However, insights on Canadians' perceptions must be complemented by data on actual behaviour—such as food intake data. The survey results should encourage Health Canada to support and actively coordinate ongoing surveys to get a more accurate picture of consumer behaviour.

Power in Partnerships

The TNT study represents a powerful partnership between the public and private sectors, consistent with NIN's role as a facilitator of collaboration. Our sincere gratitude goes to the project partners and the members of the advisory committee who guided this phase of the survey. ■

PANEL'S REACTION TO TNT 2001

Three dynamic panel members sparked thought in the audience attending the release of NIN's TNT 2001 research, as they presented their diverse perspectives on the survey results. Their comments demonstrate the unique contribution of this survey, the wide-ranging value of the data, as well as the need for cautious interpretation of any market trend research.

Marketing Perspective – Andy Macaulay, Zig Incorporated

According to Andy Macaulay, an experienced food marketer, the TNT study is “the most authoritative study of its kind in Canada, and useful for all who market food products to consumers.” In an entertaining, light-hearted style, Mr. Macaulay challenged the audience to look at the TNT 2001 results in a fresh way.

Canadians' attitudes are already “in the right place and getting better”. To help them translate positive attitudes into healthy behaviours, Macaulay advised that the food industry and the people who regulate that business need to change their own behaviour and approaches. “We can't think of ourselves as being in the food business, we have to think of ourselves as being in the guilt reduction business.”

Focusing Our Energy

Assuming the Canadian population fits neatly into a standard bell curve, Macaulay provided insight on how to target marketing and communication efforts more strategically. At one extreme of the curve are the “nutrition fanatics” (10%). They always consider the nutritional implications of what they eat, and buy organic foods. Next to them are the “nutrition-involved” (20%), who take action and make most food choices to “eat better”. Both sets of people are dedicated to nutrition—providing them with more information and targeting products is the easy part.

At the other extreme are those who, as Macaulay described, either “think buying margarine constitutes a healthy lifestyle”, or “have a reserved parking spot at McDonald's”.

We need to focus attention on the middle 40% who practise “average” behaviour: who eat better when they can, are aware of fat and fibre issues, choose taste and portability over nutrition—and are overweight and overstressed. Not only do they comprise the largest group, they are also willing to eat better if their taste and convenience needs can be met.

Guilt Reduction

Macaulay explained that if people are unable to achieve an ideal behaviour, they look for ways to manage their guilt by tuning out the facts that make them feel bad, rationalizing or looking for placebos. This works until they cannot ignore the facts any longer—in the case of nutrition, that occurs when a health problem arises and makes dietary change necessary.

He cautioned against a single-behaviour solution. For example, the Blue Box recycling system acts as a placebo for some people: it gives them permission to say, “I am acting in the best interests of the environment” if all they do is use their Blue Box. “It's the equivalent of buying margarine and saying you're very concerned about nutrition.”

“A systematic rethink is needed.” As an example, Macaulay cited the SMARTRISK organization (www.smartrisk.ca), which is saving lives by having reframed injury prevention—making the communication positive rather than prohibitive, and eliminating the term “accident”.

Changing Our Approach

Macaulay offered these recommendations for applying that model to nutrition:

- Expand the usefulness of the TNT research by adding a behavioural component (anthropological or observational approach) to help in understanding how to narrow the gap between attitudes and behaviour. “That could give us the meaningful insights on which to base new products and new communications.”
- Focus product development and communication on children, and use research to guide the effort. “Canadians over 30 years of age are virtually beyond redemption, nutritionally speaking, and will alter their eating habits substantially only when their own health is at risk. They need to be driven to healthier eating habits, not merely invited to go there.” Meaningful change is going to come from generational shifts. Children are interested in nutrition for different reasons than adults, and the benefits need to be more immediate.
- Consider how regulations can be changed so that food labelling and advertising can communicate what consumers want to know, the more immediate benefits—what a product does rather than what it contains.

Nutrition Perspective – Rena Mendelson, MS, DSc, RD, Ryerson University

The thrust of Rena Mendelson’s message was to harness the value of the TNT 2001 survey through the correct interpretation of the results. She spoke from the standpoint of a respected nutrition professional who has extensive experience with surveys and understands the practical implications—currently the Interim Dean of Graduate Studies at Ryerson University in Toronto.

Caution with Tracking

Mendelson advised that “TNT is an important tracking survey of Canadians’ attitudes and awareness of nutrition issues. We need to understand the limitations and be careful in interpreting the results.”

In the 2001 wave, a switch was made to using computer-assisted telephone sampling via random digit dialing (see *Methodology Evolution*, p.2). For questions involving a rating scale, the fact that respondents now participated in a telephone interview with auditory cues rather than in a personal interview with visual aids could have had an impact on their choice. In addition, for certain questions the rating scale was changed to better suit the telephone format, meaning that direct comparisons with responses from previous years’ surveys cannot be made. Another consideration is the overall response rate, which was 40% based on the number of people who answered the phone, met the required quotas and agreed to participate—comparable to similar surveys.

“Any changes to the method of conducting the TNT survey may account in part for changes in the outcome. Conclusions about shifting values of Canadian consumers should be made with this in mind.”

Canadians' Concerns

Nutrition professionals should note that Canadians continue to express concerns about the same food issues. The data suggest an increased concern about saturated fat, cholesterol, vitamins, calcium, fibre, sugar, calories, iron, *trans*-fatty acids and caffeine.

Mendelson emphasized the importance of capitalizing on the high usage of nutrition information on food packages reported by consumers. "What consumers eat is directly related to the food they buy. We need to focus on helping consumers make healthy food purchase decisions."

She also highlighted the new questions asked in 2001 to obtain baseline data on emerging food safety issues. Consumers expressed concerns about genetic modification (15%), pesticides and herbicides (11%) and microbial infections (10%) when asked in an open-ended format. When presented with a list that included the same three items, those who expressed concerns jumped to 74%, 89% and 89%, respectively. "With the same questionnaire structure in place for the next TNT, we will be able to track the trends in food safety concerns."

Public Health Concerns

Some of the results of TNT 2001 raise questions worthy of consideration for those who practise dietetics or public health nutrition. Mendelson pointed out that a very high proportion of Canadians indicate that they make an effort to eat well (92%) and consider themselves very (28%) or somewhat (64%) knowledgeable about nutrition. Also, 55% have been asked for nutrition advice, despite the fact that only 46% could name all four food groups from Canada's food guide.

"These numbers suggest that Canadians are confident about their knowledge of nutrition and trust a friend to provide advice on the matter. Most perceive their diets to be healthy."

These results are consistent with those from the Ontario Food Survey, for which Mendelson is the principal investigator. In that survey, conducted in 1997-98, 68% of men and 59% of women indicated that they would not make any changes to their intake of seven different food groups. These groups include grains and cereals; fruits and vegetables; milk and milk products; meat, fish and poultry; meat alternatives; sugars; and oils and fats. Of those who chose to keep their intake the same, their reasons included, "I already eat well" (73%); "I do not want to" (13%); and "I have made changes" (11%).

Without any food intake data, it is not possible to verify that Canadians are accurate in their assessments or successful in their efforts to achieve healthy diets. Nonetheless, it is clear that Canadians are facing a public health nutrition problem—obesity and overweight—that has never before appeared in such high proportions. "This challenge seems especially daunting, given the self-perceptions and concerns expressed in this survey."

Media Perspective – Anne Lindsay, Cookbook author and food journalist

In her typically warm style, Anne Lindsay shared her views on the implications of the TNT 2001 findings for the media in general, and for a food journalist and cookbook author in particular.

Competing for Attention

As an example of the competition for space or air time, Lindsay cited a recent “news” story about New York’s first personal eater trainer for superstars and models. The trainer (a lawyer) is hired to grocery shop and dine with his high-profile clients, tell them what to eat, spout his indignance about complex carbohydrates—generating self-serving publicity. “And we are left dealing with the kind of nutrition information that it contains.”

To compete successfully for the media’s attention, Lindsay recommended making sure any media pitch covers at least six of the following points.

CHECKLIST FOR NEWSWORTHINESS

1. Enormity

How many people are affected by your story?

2. Proximity

Are the readers going to be affected?

3. Novelty

What’s new?

4. Timeliness

How fresh is the information?

5. Human interest

Is there a human face to your story?

6. Controversy

Is there more than one side to the story?

7. Consequence

Is it a big deal?

8. Celebrity

Is a famous person involved?

She advised that the media are always looking for new information that will interest their audience. “When I start planning a new cookbook, I develop the news angle I’ll use to promote it. When I was responsible for the recipes at the *Toronto Star*, each recipe was supposed to have a news angle.” A newsworthy point from TNT 2001 is the fact that most nutrition concerns are as high as, or higher than, in any previous wave, and that vitamins are now as much of a concern as fat.

Demonstrate Relevance

The media are also interested in learning about their audience. “In planning meetings at the *Toronto Star*, *Canadian Living* or with television producers, I’ve had to justify why our readers or viewers would be interested in the nutrition articles, segments or recipes I was suggesting.”

Lindsay cited some relevant points from TNT 2001:

- Vitamins: higher concern (82%) than ever before; and 65% are very or somewhat influenced by food products with added vitamins/minerals.
- Food safety: the top concerns that consumers cite are noteworthy.
- Vegetarian eating: 32% of self-professed vegetarians eat red meat.
- Omega-3 fat and *trans*-fatty acids: concern about these “newer” issues is on par with iron and sodium, and slightly ahead of carbohydrates.
- Concerns vs selection: fat and saturated fat are at the top of the concern list but in the middle of the selection list. “This confirms what we already know, that consumers may be concerned but may not act on their concerns.”
- Self-rating of nutrition knowledge: Of those who rated themselves very knowledgeable, only 51% could correctly name the four food groups of Canada’s food guide. Lindsay has found that younger adults have a different cooking knowledge than older adults. “I’m sure there are consumers who don’t know much about the food guide but they might

know about complex carbohydrates and the glycemic index, or about antioxidants and lycopene, and they'll also know that we should eat a lot of fruits and vegetables and whole grains."

Framing Nutrition Messages

Lindsay concluded that based on the TNT 2001 findings, the positioning of her next cookbook is right on track. The updated edition of *Anne Lindsay's New Light Kitchen* will give more information on weight management, weight loss and eating to reduce the risk of diabetes, as well as general information on healthy eating. "The media love statistics. I will suggest that my publisher use the TNT findings on the importance of nutrition for food choices in the press release to promote the book."

And because of the importance of the food guide to consumers as supported by this study, she will continue to include it in her cookbooks.

Drawing on her 3 years' experience working on the Milk Calendar produced by the Dairy Farmers of Canada, Lindsay concludes that "we need to reinforce that healthy food tastes great." Consumer feedback on the calendar consistently identified three reasons why recipes were tried: (1) they taste good, and the family would like them; (2) they are nutritious and good for you; and (3) they are quick and easy to prepare and call for ingredients on hand.

Lindsay reinforced the need to segment messages to appeal to different target groups. Using young adults as an example, she mentioned possible concerns about the time factor, their negative perception of how healthy food tastes, and the belief that they will live forever. "For the younger generation, I would love to hear rap singers extolling the delights of fresh strawberries or see someone on *Friends* popping open a carton of milk." ■

Get the Whole Story! Order Your TNT 2001 Report Today

What's in the Report?

- importance of nutrition for food choices
- self-rated nutrition knowledge
- nutrition concerns, including food safety and specific nutrients
- self-rating of eating habits, and rationale
- changes in eating habits over the past year
- sources of nutrition information, including product packaging and Canada's food guide
- psychographic segmentation analysis

The 55-page TNT 2001 study report, complete with useful figures and charts, illustrates the major findings, demographic differences and shifts over the past waves of the study.

Available for \$45 (prepaid). Send cheque or money order payable to NIN, 302-265 Carling Avenue, Ottawa, ON K1S 2E1.

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