

Canadian Living

Results from the 2015 Canadian Living Nutrition Survey

3,700 Canadians told us what they're eating.



NUTRITION FACTS

In 2015, sugar stole the top spot from sodium as Canadian Living readers' biggest concern on the label.

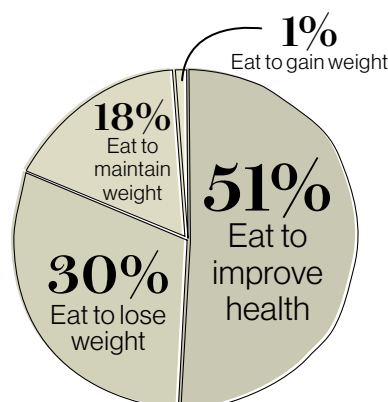
1. Sugar
2. Sodium
3. Calories
4. Fat
5. Protein
6. Fibre
7. Carbohydrates

WE ARE WHAT WE EAT

We asked: What do you think is the number one factor affecting your health?



23% said mental health and stress have the biggest impact on their overall health. Did you know that eating habits can impact mental health? Try to incorporate plenty of fibre to avoid blood-sugar spikes, and get probiotics from foods like yogurt to improve gut bacteria that communicate with your brain.



FOR THE HEALTH OF IT

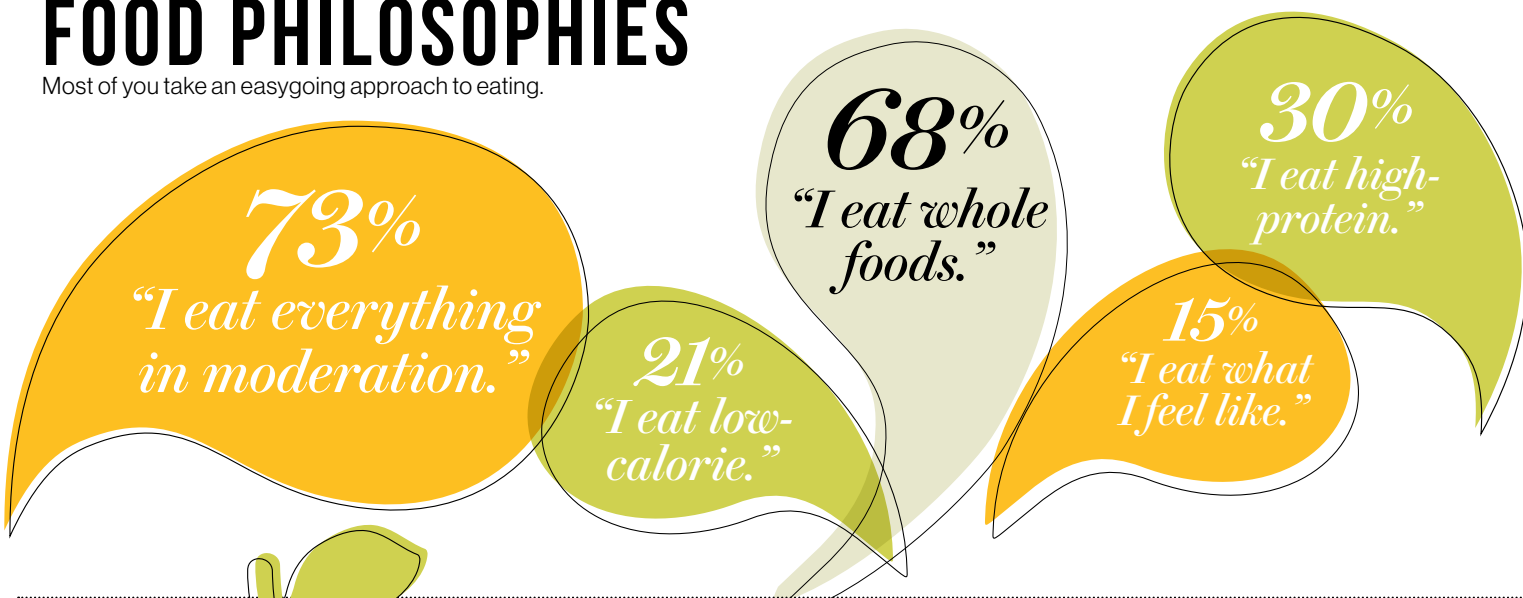
Why do you choose the foods you do? Wellness is more of a motivator than weight loss.

57% avoid certain foods to prevent future health problems.

30% cut them to deal with existing conditions.

FOOD PHILOSOPHIES

Most of you take an easygoing approach to eating.



#HANGRY

You said the biggest influencers on your eating choices are:

1. Hunger
2. Mental health/stress
3. Sleep
4. Exercise
5. Friends/social situations

JUST CAN'T GET ENOUGH

Survey-takers said they aren't sure they're getting what they need from foods so they pop these supplements to top themselves up.

Vitamin D	60%
Omega 3s	39%
Multivitamin	38%
Calcium	32%
Vitamin B	26%
Vitamin C	26%
Probiotics	23%

LABEL LOVE

What Canadians are looking for when they grocery shop:

Low sodium	66%
Whole grain	58%
Hormone-free	46%
Non-GMO	44%
Natural	40%
BPA-free	40%
Organic	40%
Free range	38%
Low-fat	33%
Grass-fed	26%
Low cholesterol/cholesterol-free	22%
Gluten-free	13%
Unpasteurized	8%

Watch out for this term, which is ambiguous and doesn't necessarily denote health benefits.

We don't have labels for GMOs, but you can look for non-GMO verification or organic certification if you're concerned.

In Canada, dairy cows, poultry and pork never receive hormones, but beef cattle may be given growth-promoting hormones.

NOT INTO DIETING

73% of you aren't following any particular diet. And for the remaining 27%, the most popular eating patterns are:

- Mediterranean diet
- Vegetarian
- Calorie-restricted eating
- Gluten-free
- The Paleo Diet

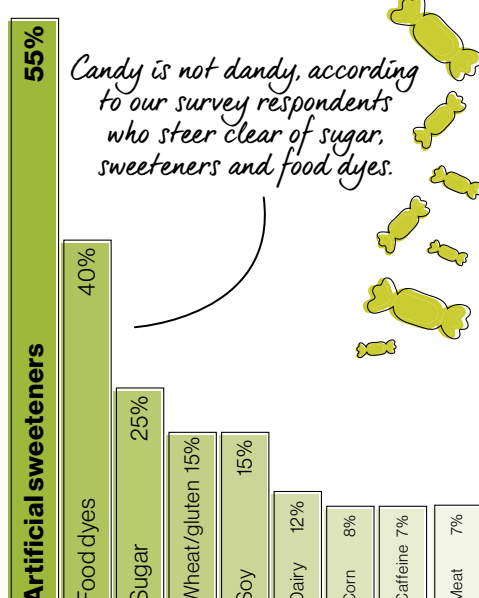
EAT WHERE YOU LIVE

56% said they eat local as much as possible,

and another 40% say they look for local foods in certain seasons.

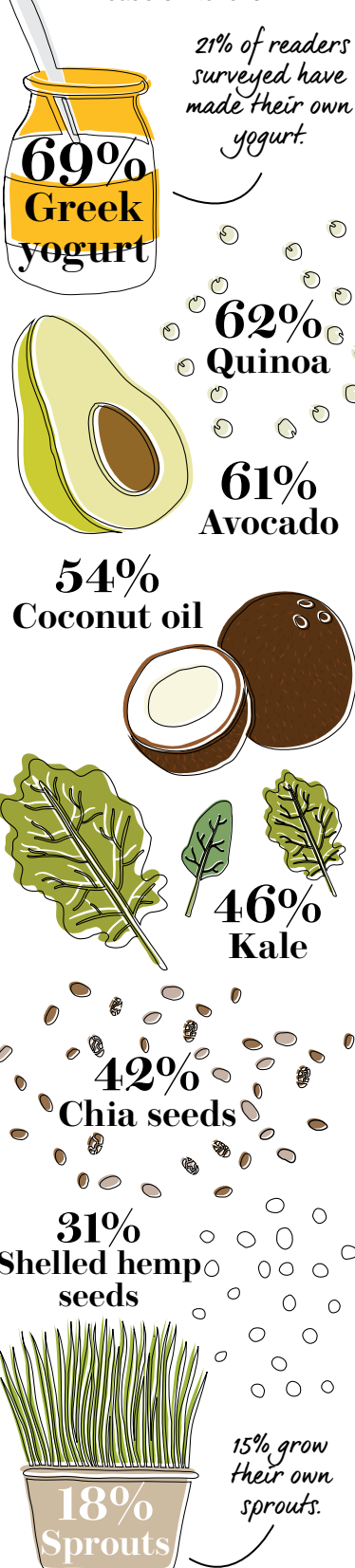
THE NAUGHTY LIST

You told us you're adamant about avoiding these foods.



SUPERFOOD STAPLES

Which trendy health foods are most commonly found in Canadian Living readers' kitchens?



21% of readers surveyed have made their own yogurt.

15% grow their own sprouts.

NUTRITIONAL VALUE

3 out of 4

Canadian Living readers are willing to pay more for healthy food.

"It is a wise investment to spend money on a healthy, nutrient-dense diet in order to minimize risk of health complications in my future."



1 in 4

say they can't afford it.

"I'm on a low income and can't afford most of the healthy food. I eat what is on sale."



HEALTHY HEADWAY

Compared with five years ago, here's how many of you are eating:

- Fewer processed foods 69%
- The same 21%
- Healthier processed foods 8%
- More processed foods 2%

JONESING FOR JAVA

Half of Canadian Living readers get a caffeine fix at least twice a day.

50% Two or more cups a day

22% One cup a day

10% A cup once in a while

18% Never

29% are trying to cut back on caffeine. Luckily, decaf coffee has the heart and brain-protecting benefits of a regular cup of joe without keeping you up at night.

EATING ARRANGEMENTS

How do you eat your main meals?

Research shows that mindlessly eating in front of a screen makes us consume more. Dine mindfully by stopping to savour flavours, putting down your fork between bites and being aware of your hunger levels.

