Majority of Canadians say there isn't enough support for those unable to access or afford enough food; one in five say either they or someone they know has used a food bank in the last year.

National survey released June, 2024 Field: May 31st to June 2nd, 2024 **Submission 2024-2610** 







Nanos Research was retained by CTV News to gauge the views of Canadians on their use of a food bank in the past year and the amount of support and action taken to help those who are unable to access or afford enough nutritious food.

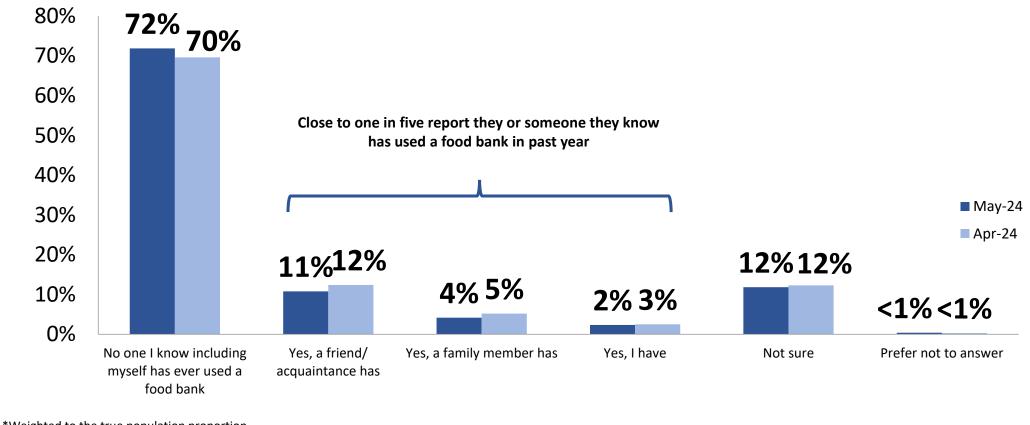
Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1043 Canadians, 18 years of age or older, between May 31st and June 2nd, 2024, as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online.

The margin of error for this survey is  $\pm 3.0$  percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

## Use of food bank in the last year - Tracking

Q – Have you, a family member or a friend/acquaintance used a food bank in the past 12 months? (Select as many as apply)



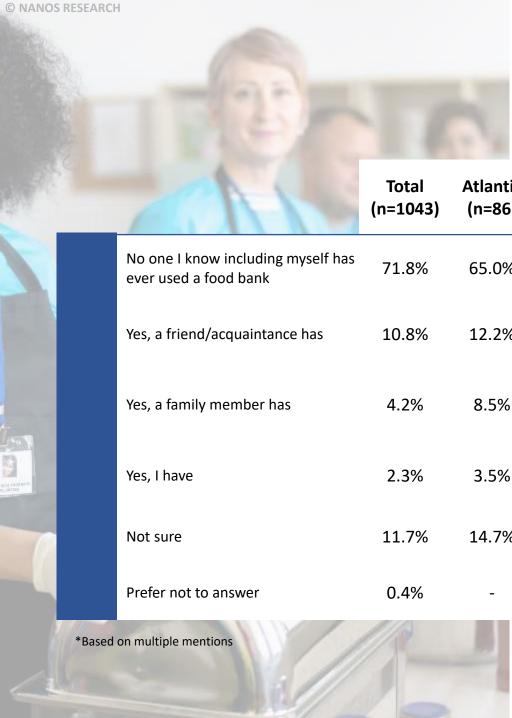
<sup>\*</sup>Weighted to the true population proportion.

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<sup>\*</sup>Charts may not add up to 100 due to rounding.

<sup>\*</sup>Based on multiple mentions



### Use of food bank in the last year

Q – Have you, a family member or a friend/acquaintance used a food bank in the past 12 months? (Select as many as apply)

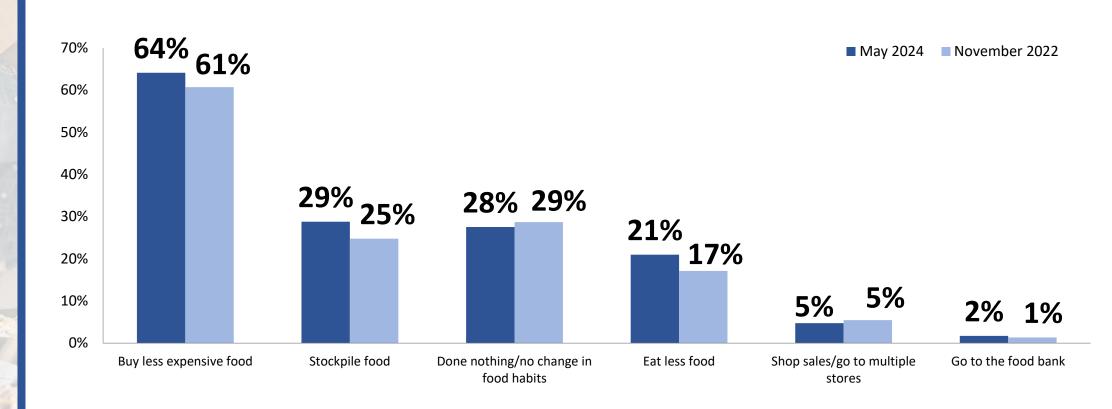
-	n=1043)	(n=86)	Quebec (n=237)	(n=353)	(n=212)	вс (n=155)	Men (n=565)	women (n=477)	18-34 (n=208)	35-54 (n=364)	55 plus (n=471)
f has	71.8%	65.0%	78.0%	71.4%	73.5%	64.1%	75.1%	68.7%	72.2%	63.9%	77.8%
	10.8%	12.2%	11.4%	9.4%	11.8%	11.6%	10.0%	11.6%	10.3%	14.0%	8.6%
	4.2%	8.5%	5.0%	4.4%	3.3%	1.3%	3.5%	4.8%	5.3%	5.2%	2.6%
	2.3%	3.5%	2.1%	1.8%	3.7%	2.0%	2.5%	2.2%	1.6%	3.1%	2.2%
	11.7%	14.7%	3.3%	14.2%	10.2%	18.8%	10.1%	13.2%	11.6%	14.8%	9.2%
	0.4%	-	0.3%	_	_	2.3%	0.1%	0.6%	0.8%	0.2%	0.2%





# What households have done in the past 30 days for food – Tracking

Q – Thinking of the price of food, has your household done any of the following in the past <u>30 days</u>? (Select as many as apply)[RANDOMIZE] – Top Mentions



<sup>\*</sup>Weighted to the true population proportion.



<sup>\*</sup>Based on multiple mentions

#### © NANOS RESEARCH

# What households have done in the past 30 days for food

Q – Thinking of the price of food, has your household done any of the following in the past 30 days? (Select as many as apply)[RANDOMIZE]

		Total (n=1043)	Atlantic (n=86)	Quebec (n=237)	Ontario (n=353)	Prairies (n=212)	BC (n=155)	Men (n=565)	Women (n=477)	18-34 (n=208)	35-54 (n=364)	55 plus (n=471)
	Buy less expensive food	64.1%	67.6%	61.6%	63.4%	70.2%	60.9%	62.4%	65.7%	66.9%	76.1%	52.9%
	Stockpile food	28.8%	28.3%	33.4%	27.9%	25.7%	27.8%	28.1%	29.3%	30.8%	32.9%	24.3%
	Done nothing/no change in food habits	27.5%	23.8%	32.5%	27.8%	21.9%	27.5%	29.6%	25.6%	25.0%	19.0%	35.9%
S	Eat less food	21.0%	22.9%	15.2%	20.0%	27.5%	23.9%	20.9%	20.8%	28.1%	24.2%	13.8%
Mentions	Shop sales/go to multiple stores	4.7%	2.1%	3.1%	5.1%	6.7%	5.1%	3.3%	6.1%	3.9%	2.7%	6.8%
ent	Go to the food bank	1.7%	3.9%	1.7%	1.8%	1.5%	0.7%	2.0%	1.4%	1.2%	2.6%	1.4%
Top M	Only buy necessities/not expensive items	1.1%	-	2.3%	1.1%	-	0.8%	0.3%	1.9%	0.9%	1.3%	1.1%
F	Buy discounted foods/near expiry dates	0.8%	-	0.5%	1.0%	0.7%	1.1%	1.0%	0.6%	0.8%	0.9%	0.7%
	Stopped takeout/at restaurants	0.6%	-	0.4%	0.3%	1.6%	1.3%	0.4%	0.9%	0.8%	0.7%	0.6%
	Changed stores	0.5%	1.0%	0.5%	0.8%	-	-	0.5%	0.5%	0.4%	1.2%	-
4	Other	1.2%	1.1%	1.5%	1.0%	0.6%	2.1%	0.8%	1.6%	2.7%	0.3%	0.9%

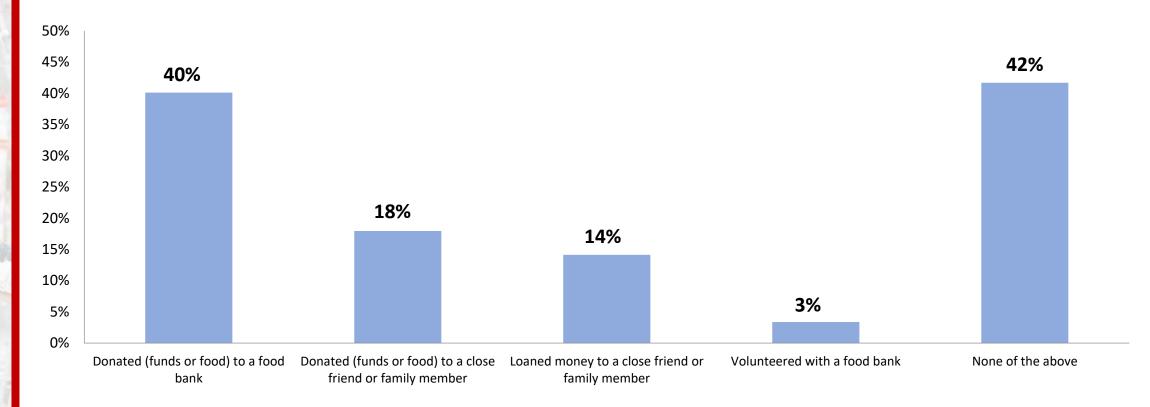
<sup>\*</sup>Based on multiple mentions





#### Action to help those unable to access or afford food

Q – In the past twelve months, have you done any of the following to help those who are unable to access or afford enough nutritious food: [RANDOMIZE](Select as many as apply)



<sup>\*</sup>Weighted to the true population proportion.





<sup>\*</sup>Charts may not add up to 100 due to rounding.

<sup>\*</sup>Based on multiple mentions

# Action to help those unable to access or afford food – by demographics

Q – In the past twelve months, have you done any of the following to help those who are unable to access or afford enough nutritious food: [RANDOMIZE](Select as many as apply)

	Total (n=1043)	Atlantic (n=86)	Quebec (n=237)	Ontario (n=353)	Prairies (n=212)	BC (n=155)	Men (n=565)	Women (n=477)	18-34 (n=208)	35-54 (n=364)	55 plus (n=471)
Donated (funds or food) to a food bank	40.1%	46.0%	26.2%	49.0%	39.2%	36.7%	35.5%	44.5%	38.6%	38.6%	42.3%
Donated (funds or food) to a close friend or family member	18.0%	24.1%	14.4%	18.6%	18.2%	18.8%	14.2%	21.6%	16.0%	19.2%	18.2%
Loaned money to a close friend or family member	14.1%	15.9%	12.4%	15.4%	15.4%	11.2%	13.2%	15.0%	13.8%	17.8%	11.5%
Volunteered with a food bank	3.4%	-	4.0%	4.2%	2.3%	3.2%	3.0%	3.6%	4.5%	2.5%	3.4%
None of the above	41.7%	35.0%	52.9%	32.8%	44.8%	47.2%	47.8%	35.9%	45.6%	41.7%	39.1%

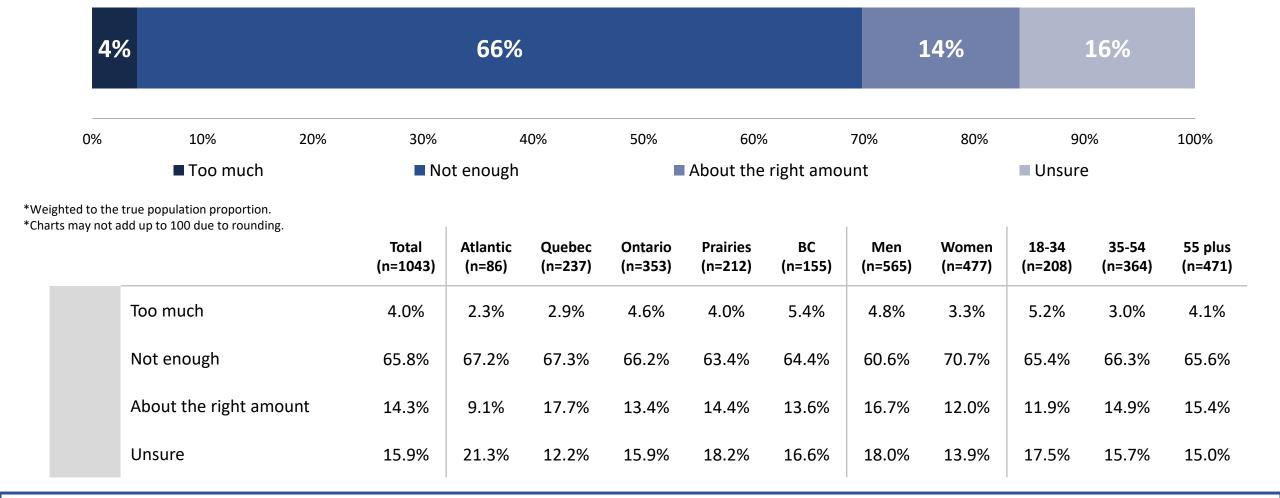
<sup>\*</sup>Based on multiple mentions





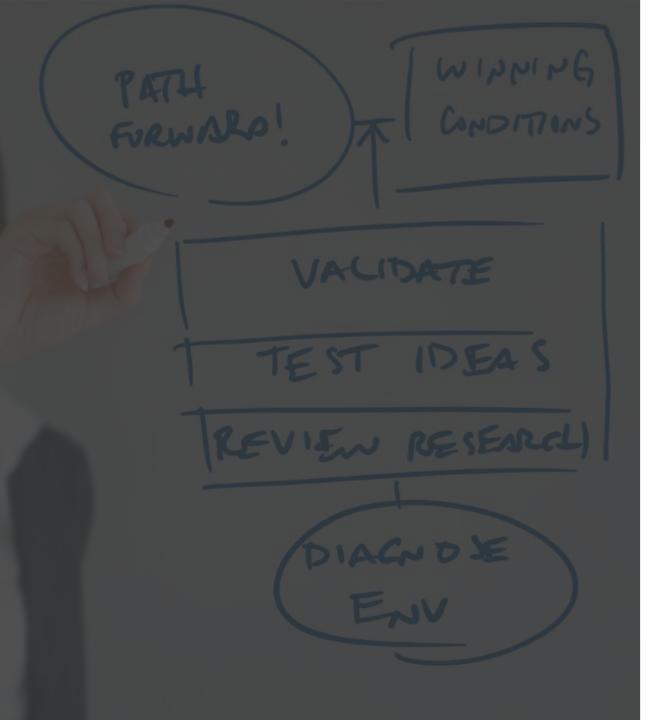
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### Amount of support for those unable to access or afford food



Q – Do you believe there's too much, not enough or about the right amount of support for those who are unable to access or afford enough nutritious food in Canada?





Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,043 Canadians, 18 years of age or older, between May 31<sup>st</sup> and June 2<sup>nd</sup>, 2024 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is  $\pm 3.0$  percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

Element	Description	Element	Description
Research sponsor	CTV News	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to
Population and Final Sample Size	1043 Randomly selected individuals.	Weighting of Bata	ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Source of Sample	Nanos Probability Panel	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a
Type of Sample	Probability	Screening	political party prior to administering the survey to ensure the integrity of the data.
Margin of Error	$\pm 3.0$ percentage points, 19 times out of 20.	5 1 1 15	Individuals younger than 18 years old; individuals without land or cell
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Excluded Demographics	lines, and individuals without internet access could not participate.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada.  Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six-digit postal code was used to validate geography.	Estimated Response Rate	Eleven percent, consistent with industry norms.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Number of Calls	Maximum of five call backs to those recruited.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, and views on economic issues.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Field Dates	May 31 <sup>st</sup> to June 2 <sup>nd</sup> , 2024.		
Language of Survey	The survey was conducted in both English and French.	Research/Data Collection Supplier	Nanos Research
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237  Email: info@nanosresearch.com.



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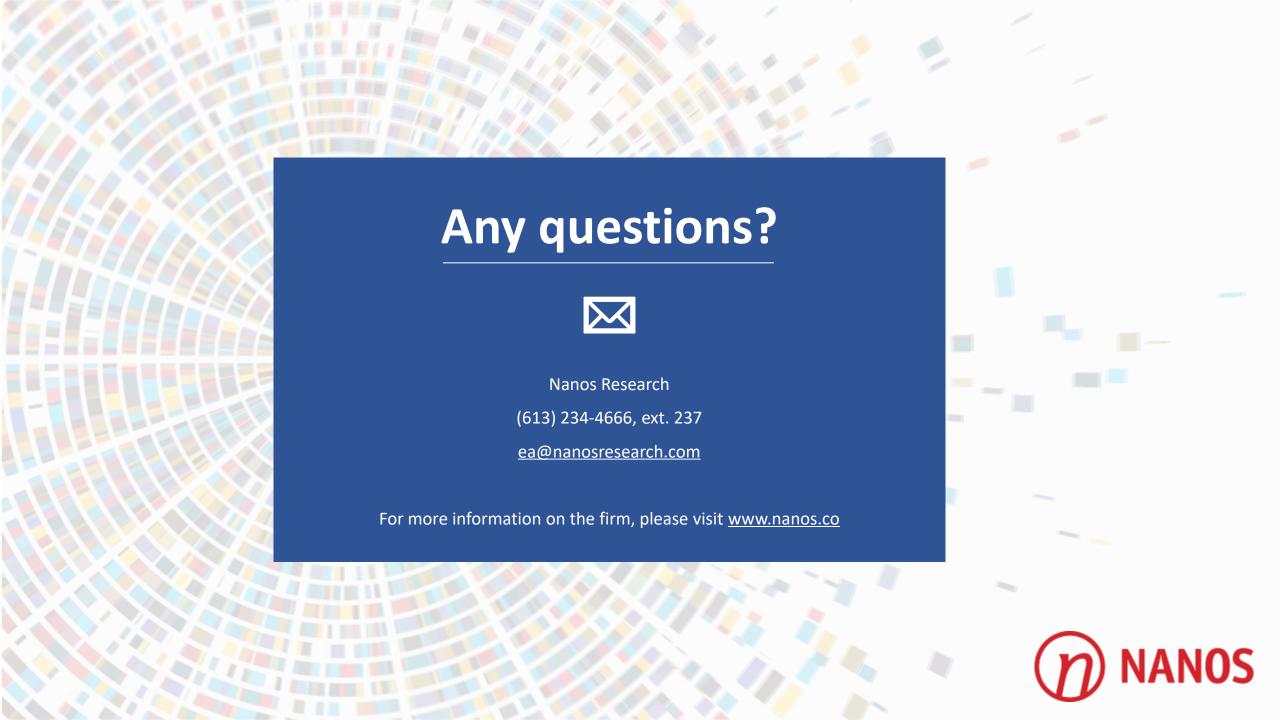
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#### 2024-2610 - CTV News - May Omni - Food - STAT SHEET

Methodology: Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online survey of 1043 Canadians, 18 years of age and older, between May 31 to June 2, 2024. The margin of error for a survey of 1043 Canadians is ±3.0 percentage points, 19 times out of 20.

Note: Responses with a sample size of less than 30 have been suppressed www.nanos.co

Question - Have you, a family member or a friend/acquaintance used a food bank in the past 12 months? (Select as many as apply)

		•	•	Regi	on	•		•	Gender			Age	
		Canada									18 to	35 to	
		2024-05	Atlantic	Quebec	Ontario	Prairies	ВС	Male	Female	Other	34	54	55 plus
Total	Unwgt N	1043	86	237	353	212	155	565	477	1	208	364	471
	Wgt N	1001	67	231	389	175	139	490	510	1	267	323	411
Yes, a friend/acquaintance has	%	10.8	12.2	11.4	9.4	11.8	11.6	10.0	11.6	-	10.3	14.0	8.6
Yes, a family member has	%	4.2	8.5	5.0	4.4	3.3	1.3	3.5	4.8	-	5.3	5.2	2.6
Yes, I have	%	2.3	3.5	2.1	1.8	3.7	2.0	2.5	2.2	-	1.6	3.2	2.2
No one I know including myself has ever used a food bank	%	71.8	65.0	78.0	71.4	73.5	64.1	75.1	68.7	-	72.2	63.9	77.8
Not sure	%	11.8	15.4	3.3	14.4	10.5	18.8	10.3	13.4	-	11.9	15.0	9.3
Prefer not to answer	%	0.4	0.0	0.3	0.0	0.0	2.3	0.1	0.6	-	0.8	0.2	0.2

<sup>\*</sup>Values are based on the percentage of positive responses to a specific response option (columns exceed 100%)

<sup>\*\*</sup>Multifrequency tab based on multiple responses

Question - Have you, a family member or a friend/acquaintance used a food bank in the past 12 months? (Select as many as apply)

		Region							Gender			Age	
		Canada									18 to	35 to	
		2024-05	Atlantic	Quebec	Ontario	Prairies	ВС	Male	Female	Other	34	54	55 plus
Total	Unwgt N	1057	90	238	358	216	155	573	483	1	213	370	474
	Wgt N	1015	70	232	394	180	139	497	517	1	273	328	414
Yes, a friend/acquaintance has	%	10.6	11.7	11.4	9.3	11.5	11.6	9.8	11.4	-	10.1	13.8	8.5
Yes, a family member has	%	4.1	8.1	5.0	4.3	3.2	1.3	3.4	4.8	-	5.2	5.2	2.6
Yes, I have	%	2.3	3.4	2.1	1.8	3.6	2.0	2.5	2.2	-	1.6	3.1	2.2
No one I know including myself	%	70.9	62.1	77.8	70.5	71.5	64.1	74.0	67.8	-	70.7	63.0	77.3
has ever used a food bank													
Not sure	%	11.7	14.7	3.3	14.2	10.2	18.8	10.1	13.2	-	11.6	14.8	9.2
Prefer not to answer	%	0.4	0.0	0.3	0.0	0.0	2.3	0.1	0.6	-	0.8	0.2	0.2

<sup>\*</sup>Values are based on the proportion a response option represents of all response options (columns add up to 100%).

<sup>\*\*</sup>Multifrequency tab based on multiple responses

Question - Thinking of the price of food, has your household done any of the following in the past 30 days? (Select as many as apply)[RANDOMIZE]

				Regi	on				Gender			Age	
		Canada									18 to	35 to	
		2024-05	Atlantic	Quebec	Ontario	Prairies	ВС	Male	Female	Other	34	54	55 plus
Total	Unwgt N	1043	86	237	353	212	155	565	477	1	208	364	471
	Wgt N	1001	67	231	389	175	139	490	510	1	267	323	411
Eat less food	%	21.0	22.9	15.2	20.0	27.5	23.9	20.9	20.8	-	28.1	24.2	13.8
Buy less expensive food	%	64.1	67.6	61.6	63.4	70.2	60.9	62.4	65.7	-	66.9	76.1	52.9
Go to the food bank	%	1.7	3.9	1.7	1.8	1.5	0.7	2.0	1.4	-	1.2	2.6	1.4
Stockpile food	%	28.8	28.3	33.4	27.9	25.7	27.8	28.1	29.3	-	30.8	32.9	24.3
Done nothing/no change in food habits	%	27.5	23.8	32.5	27.8	21.9	27.5	29.6	25.6	-	25.0	19.0	35.9
Shop sales/go to multiple stores	%	4.7	2.1	3.1	5.1	6.7	5.1	3.3	6.1	-	3.9	2.7	6.8
Changed stores	%	0.5	1.0	0.5	0.8	0.0	0.0	0.5	0.5	-	0.4	1.2	0.0
Buy discounted foods/near expiry dates	%	0.8	0.0	0.5	1.0	0.7	1.1	1.0	0.6	-	0.8	0.9	0.7
Grow my own food/garden	%	0.3	0.0	0.0	0.0	1.5	0.0	0.2	0.3	-	0.0	0.5	0.2
Boycotting Loblaws	%	0.3	0.0	0.0	0.5	0.5	0.0	0.6	0.0	-	0.0	0.6	0.2
Only buy necessities/not expensive items	%	1.1	0.0	2.3	1.1	0.0	0.8	0.3	1.9	-	0.9	1.3	1.1
Cook simpler recipes/fewer ingredients	%	0.3	0.0	0.0	0.8	0.0	0.0	0.2	0.4	-	0.0	0.7	0.2
Eating less meat	%	0.2	0.0	0.0	0.3	0.0	0.7	0.0	0.4	-	0.0	0.0	0.5
Stopped takeout/at restaurants	%	0.6	0.0	0.4	0.3	1.6	1.3	0.4	0.9	-	0.8	0.7	0.6
Wasting less food at home/using	%	0.4	0.0	0.5	0.0	0.3	2.0	0.1	0.8	-	0.8	0.5	0.1
what we have													
Cut down on other expenses	%	0.3	0.0	0.0	0.3	1.1	0.0	0.0	0.6	-	0.7	0.0	0.3
Other	%	1.2	1.1	1.5	1.0	0.6	2.1	0.8	1.6	-	2.7	0.3	0.9
Unsure	%	0.2	0.0	0.0	0.5	0.0	0.0	0.4	0.0	-	0.0	0.0	0.4

<sup>\*</sup>Values are based on the percentage of positive responses to a specific response option (columns exceed 100%)

<sup>\*\*</sup>Multifrequency tab based on multiple responses

Question - Thinking of the price of food, has your household done any of the following in the past 30 days? (Select as many as apply)[RANDOMIZE]

				Regi	on				Gender	•		Age	
		Canada									18 to	35 to	
		2024-05	Atlantic	Quebec	Ontario	Prairies	BC	Male	Female	Other	34	54	55 plus
Total	Unwgt N	1597	128	362	535	333	239	850	744	3	341	595	661
	Wgt N	1542	101	354	594	279	214	738	801	3	435	530	577
Eat less food	%	13.6	15.2	9.9	13.1	17.2	15.5	13.9	13.3	-	17.2	14.8	9.8
Buy less expensive food	%	41.6	44.9	40.2	41.5	44.0	39.6	41.4	41.9	-	41.0	46.4	37.7
Go to the food bank	%	1.1	2.6	1.1	1.2	1.0	0.5	1.3	0.9	-	0.7	1.6	1.0
Stockpile food	%	18.7	18.8	21.8	18.3	16.1	18.1	18.7	18.7	-	18.9	20.0	17.3
Done nothing/no change in food habits	%	17.9	15.8	21.2	18.2	13.7	17.8	19.7	16.3	-	15.4	11.6	25.6
Shop sales/go to multiple stores	%	3.1	1.4	2.0	3.3	4.2	3.3	2.2	3.9	-	2.4	1.7	4.9
Changed stores	%	0.3	0.7	0.3	0.5	0.0	0.0	0.4	0.3	-	0.3	0.7	0.0
Buy discounted foods/near expiry dates	%	0.5	0.0	0.3	0.7	0.4	0.7	0.6	0.4	-	0.5	0.6	0.5
Grow my own food/garden	%	0.2	0.0	0.0	0.0	0.9	0.0	0.1	0.2	-	0.0	0.3	0.2
Boycotting Loblaws	%	0.2	0.0	0.0	0.3	0.3	0.0	0.4	0.0	-	0.0	0.3	0.2
Only buy necessities/not expensive items	%	0.7	0.0	1.5	0.8	0.0	0.5	0.2	1.2	-	0.5	0.8	0.8
Cook simpler recipes/fewer ingredients	%	0.2	0.0	0.0	0.5	0.0	0.0	0.1	0.3	-	0.0	0.4	0.2
Eating less meat	%	0.1	0.0	0.0	0.2	0.0	0.5	0.0	0.3	-	0.0	0.0	0.4
Stopped takeout/at restaurants	%	0.4	0.0	0.3	0.2	1.0	0.8	0.2	0.6	-	0.5	0.4	0.4
Wasting less food at home/using what we have	%	0.3	0.0	0.3	0.0	0.2	1.3	0.1	0.5	-	0.5	0.3	0.1
Cut down on other expenses	%	0.2	0.0	0.0	0.2	0.7	0.0	0.0	0.4	_	0.5	0.0	0.2
Other	%	0.8	0.7	1.0	0.7	0.4	1.4	0.5	1.0	-	1.7	0.2	0.7
Unsure	%	0.1	0.0	0.0	0.3	0.0	0.0	0.2	0.0	-	0.0	0.0	0.3

<sup>\*</sup>Values are based on the proportion a response option represents of all response options (columns add up to 100%).

<sup>\*\*</sup>Multifrequency tab based on multiple responses

Question - In the past twelve months, have you done any of the following to help those who are unable to access or afford enough nutritious food : [RANDOMIZE](Select as many as apply)

		Region							Gender		Age		
		Canada									18 to	35 to	
		2024-05	Atlantic	Quebec	Ontario	Prairies	ВС	Male	Female	Other	34	54	55 plus
Total	Unwgt N	1043	86	237	353	212	155	565	477	1	208	364	471
	Wgt N	1001	67	231	389	175	139	490	510	1	267	323	411
Volunteered with a food bank	%	3.4	0.0	4.0	4.2	2.3	3.2	3.0	3.6	-	4.5	2.5	3.4
Donated (funds or food) to a food bank	%	40.1	46.0	26.2	49.0	39.2	36.7	35.5	44.5	-	38.6	38.6	42.3
Donated (funds or food) to a close friend or family member	%	18.0	24.1	14.4	18.6	18.2	18.8	14.2	21.6	-	16.0	19.2	18.2
Loaned money to a close friend or family member	%	14.1	15.9	12.4	15.4	15.4	11.2	13.2	15.0	-	13.8	17.8	11.5
None of the above	%	41.7	35.0	52.9	32.8	44.8	47.2	47.8	35.9	-	45.6	41.7	39.1

<sup>\*</sup>Values are based on the percentage of positive responses to a specific response option (columns exceed 100%)

<sup>\*\*</sup>Multifrequency tab based on multiple responses

Question - In the past twelve months, have you done any of the following to help those who are unable to access or afford enough nutritious food : [RANDOMIZE](Select as many as apply)

		Region							Gender		Age		
		Canada									18 to	35 to	
		2024-05	Atlantic	Quebec	Ontario	Prairies	ВС	Male	Female	Other	34	54	55 plus
Total	Unwgt N	1217	103	260	423	249	182	639	576	2	247	431	539
	Wgt N	1174	81	254	467	210	162	557	615	2	316	387	471
Volunteered with a food bank	%	2.9	0.0	3.6	3.5	2.0	2.7	2.6	3.0	-	3.8	2.1	2.9
Donated (funds or food) to a food bank	%	34.2	38.0	23.9	40.8	32.7	31.4	31.2	36.9	-	32.6	32.2	36.9
Donated (funds or food) to a close friend or family member	%	15.3	19.9	13.1	15.5	15.2	16.1	12.5	17.9	-	13.5	16.0	15.9
Loaned money to a close friend or family member	%	12.1	13.1	11.3	12.8	12.8	9.5	11.6	12.5	-	11.6	14.9	10.0
None of the above	%	35.5	29.0	48.2	27.3	37.4	40.3	42.0	29.8	-	38.5	34.8	34.2

<sup>\*</sup>Values are based on the proportion a response option represents of all response options (columns add up to 100%).

<sup>\*\*</sup>Multifrequency tab based on multiple responses

Question - Do you believe there's too much, not enough or about the right amount of support for those who are unable to access or afford enough nutritious food in Canada?

		Region						Gender				Age		
		Canada									18 to	35 to		
		2024-05	Atlantic	Quebec	Ontario	Prairies	ВС	Male	Female	Other	34	54	55 plus	
Total	Unwgt N	1043	86	237	353	212	155	565	477	1	208	364	471	
	Wgt N	1001	67	231	389	175	139	490	510	1	267	323	411	
Too much	%	4.0	2.3	2.9	4.6	4.0	5.4	4.8	3.3	-	5.2	3.0	4.1	
Not enough	%	65.8	67.2	67.3	66.2	63.4	64.4	60.6	70.7	-	65.4	66.3	65.6	
About the right amount	%	14.3	9.1	17.7	13.4	14.4	13.6	16.7	12.0	-	11.9	14.9	15.4	
Unsure	%	15.9	21.3	12.2	15.9	18.2	16.6	18.0	13.9	-	17.5	15.7	15.0	