

## Simply protein

**TORONTO, February 8, 2024**—A new [Maru Public Opinion](#) poll conducted for SimplyProtein® of Wellness Natural Inc., reveals that most (63%) Canadians are craving more simplicity in their lives, including their snacking habits. Over half (54%) agree that when they're in a rush and need a snack they tend to reach for the most convenient option, but wish they were making healthier choices. And while few (8%) admit to knowing their recommended intake of daily protein, a majority (59%) are trying to incorporate more plant-based sources of protein in their diet.

### Simplifying lives, making healthy snack choices

Two thirds (63%) of Canadians say they are actively trying to simplify their lives and is carries the same level of intention across all age and middle to lower income groups. Those who are trying harder to do so are women (69% versus men 57%) and the highest earners (\$100K+ 68%). Those residing in Quebec (68%) appear motivated the most to follow through on this commitment while those living in Manitoba/Saskatchewan (55%) are the least to be so moved.

And while many Canadians admit they tend to overthink and overanalyze when making decisions (43%), a majority (54%) say that when they're in a rush and need a snack, they wish they were making healthier choices instead of reaching for the most convenient option.

### Snacking Challenges

Facing the challenge of healthier eating, nearly seven in 10 Canadians (68%) recognize the benefits of protein-rich snacks for meeting daily nutrition targets, yet they encounter significant obstacles in finding snacks that align with their nutritional goals by:

- finding it difficult to locate snacks that are a good source of protein (31%)
- struggling to locate snacks that are a good source of fibre (28%)
- having trouble finding snacks that aren't too high in sugar (44%)
- find it challenging to find snacks that aren't too high in calories (40%)
- find it challenging to locate plant-based snacks (29%)
- struggle to find gluten-free snacks (25%)

### Majority opting for more plant-based sources of protein

Six in 10 (59%) Canadians say they are trying to incorporate more plant-based sources of protein in their diet. Those with the desire to do so always (11%), often (17%) or sometimes (31%) are compared to the remainder who are rarely (22%) or never (20%) motivated to do so.

## **But few know their daily protein needs**

The survey also found that when it comes to the amount of for their daily intake, only a few (8%) Canadians acknowledge they know the exact amount recommended for their age and activity level (8%). The remaining group (92%) is divided among those who:

- have a general idea but not specific details (41%)
- are unsure and would like to know more (24%)
- don't think it's necessary to know the exact amount (7%)
- haven't thought about it (20%)

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## **Methodology**

These are the findings from a [Maru Public Opinion](#) online panel survey undertaken by its sample and data collection experts at [Maru/Blue](#) from December 14-15, 2023, among a random selection of 1,532 Canadian adults who are [Maru Voice Canada](#) panelists. The results were weighted by education, age, gender, and region (and in Quebec, language) to match the population, according to Census data. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability of +/- 2.5%, 19 times out of 20. Respondents could respond in either English or French.

Panel and data services provider [Maru Blue](#) is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction.

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# maru/

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