



9

12



---

## Table of Contents

- 2. Imagine There Are Two Grocery Products On The Shelf That Are Of Equal Quality And Similar Price. One Is Canadian-made, The Other US-made. Would You Say You Are:
  - 3. Compared To A Few Months Ago, Are You:
-

2. Imagine There Are Two Grocery Products On The Shelf That Are Of Equal Quality And Similar Price. One Is Canadian-r

		Gender		AGE	
	Total	Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents, General Population, 18+ (unwtd)</b>	<b>1001</b>	<b>466</b>	<b>535</b>	<b>287</b>	<b>360</b>
<b>Base: All Respondents, General Population, 18+ (wtd)</b>	<b>1001</b>	<b>486</b>	<b>515</b>	<b>273</b>	<b>340</b>
Much/somewhat more likely to choose Canadian Made (Net)	828	399	429	186	283
	83%	82%	83%	68%	83%
Much more likely to choose the Canadian-made product	606	281	325	127	199
	61%	58%	63%	46%	58%
					C
Somewhat more likely to choose the Canadian-made product	222	118	104	60	84
	22%	24%	20%	22%	25%
It makes no difference	152	73	78	72	53
	15%	15%	15%	26%	16%
				DE	E
Much/somewhat more likely to choose US Made (Net)	21	14	7	15	4
	2%	3%	1%	5%	1%
				DE	
Somewhat more likely to choose the US-made product	15	11	4	12	3
	1%	2%	1%	4%	1%
				DE	
Much more likely to choose the US-made product	6	3	3	3	1
	1%	1%	1%	1%	*
Sigma	1001	486	515	273	340
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:
  - Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K
  - Minimum Base: 30 (\*\*), Small Base: 100 (\*)
- Column Means:
  - Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K
  - Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

nade, The Other US-made. Would You Say You Are:

55+	EDUCATION				Survey language	
	<HS	HS	Post Sec	Univ Grad	English	French
E	F	G	H	I	J	K
<b>354</b>	<b>38</b>	<b>175</b>	<b>442</b>	<b>346</b>	<b>835</b>	<b>166</b>
<b>387</b>	<b>78</b>	<b>377</b>	<b>392</b>	<b>154</b>	<b>835</b>	<b>166</b>
358	52	310	333	133	698	130
92%	66%	82%	85%	86%	84%	78%
CD	*	F	F	F		
280	41	228	246	90	508	98
72%	52%	61%	63%	59%	61%	59%
CD	*					
78	11	82	87	42	190	32
20%	14%	22%	22%	27%	23%	19%
	*					
27	21	62	52	17	120	32
7%	27%	16%	13%	11%	14%	19%
	HI*					
3	5	4	7	5	17	4
1%	7%	1%	2%	3%	2%	3%
	G*					
1	3	4	3	4	13	2
*	4%	1%	1%	3%	2%	1%
	*			H		
2	2	-	4	1	4	3
1%	3%	-	1%	*	*	2%
	G*					
387	78	377	392	154	835	166
100%	100%	100%	100%	100%	100%	100%



3. Compared To A Few Months Ago, Are You:

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents, General Population, 18+ (unwtd)</b>	<b>1001</b>	<b>466</b>	<b>535</b>	<b>287</b>	<b>360</b>
<b>Base: All Respondents, General Population, 18+ (wtd)</b>	<b>1001</b>	<b>486</b>	<b>515</b>	<b>273</b>	<b>340</b>
Much/somewhat more likely to choose Canadian Made (Net)	621	292	328	130	209
	62%	60%	64%	48%	61%
					C
Much more likely to choose a Canadian product over a US product	429	189	240	75	140
	43%	39%	47%	28%	41%
			A		C
Somewhat more likely to choose a Canadian product over a US product	192	103	88	55	69
	19%	21%	17%	20%	20%
No change from a year ago	354	180	174	130	120
	35%	37%	34%	48%	35%
				DE	E
Much/somewhat more likely to choose US Made (Net)	11	6	4	6	5
	1%	1%	1%	2%	1%
				E	
Somewhat more likely to choose a US product over a Canadian product	6	4	2	2	3
	1%	1%	*	1%	1%
Much more likely to choose a US product over a Canadian product	5	3	2	4	1
	1%	1%	*	1%	*
Not sure / don't remember	16	8	8	7	7
	2%	2%	1%	3%	2%
Sigma	1001	486	515	273	340
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)



	EDUCATION				Survey language	
55+	<HS	HS	Post Sec	Univ Grad	English	French
E	F	G	H	I	J	K
<b>354</b>	<b>38</b>	<b>175</b>	<b>442</b>	<b>346</b>	<b>835</b>	<b>166</b>
<b>387</b>	<b>78</b>	<b>377</b>	<b>392</b>	<b>154</b>	<b>835</b>	<b>166</b>
281	45	230	242	104	529	91
73%	58%	61%	62%	67%	63%	55%
CD	*					
214	28	168	166	67	369	60
55%	37%	45%	42%	43%	44%	36%
CD	*					
68	16	62	76	37	161	31
17%	21%	16%	19%	24%	19%	19%
	*			G		
104	27	137	145	45	291	63
27%	35%	36%	37%	29%	35%	38%
	*		I			
*	1	2	3	4	5	6
*	1%	1%	1%	3%	1%	3%
	*			H		J
*	-	2	1	3	3	3
*	-	1%	*	2%	*	2%
	*			H		
-	1	-	3	1	2	3
-	1%	-	1%	1%	*	2%
	*					J
2	5	7	3	1	10	6
*	6%	2%	1%	1%	1%	3%
	H*					
387	78	377	392	154	835	166
100%	100%	100%	100%	100%	100%	100%

