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- 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-

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents, General Population, 18+ (unwtd)	1001	123	102	95	369
Base: All Respondents, General Population, 18+ (wtd)	1001	136	112	65	384
Much/somewhat more likely to choose Canadian Made (Net)	828	123	86	45	340
	83%	90%	77%	70%	88%
		BCEF*	*	*	BCEF
Much more likely to choose the Canadian-made product	606	90	66	28	251
	61%	66%	59%	43%	65%
		C*	*	*	CF
Somewhat more likely to choose the Canadian-made product	222	33	20	17	90
	22%	24%	17%	26%	23%
		*	*	*	
It makes no difference	152	13	24	17	41
	15%	9%	21%	27%	11%
		*	AD*	AD*	
Much/somewhat more likely to choose US Made (Net)	21	*	2	2	3
	2%	*	2%	4%	1%
		*	*	D*	
Somewhat more likely to choose the US-made product	15	*	2	2	2
	1%	*	2%	3%	1%
		*	*	*	
Much more likely to choose the US-made product	6	-	-	1	*
	1%	-	-	1%	*
		*	*	*	
Sigma	1001	136	112	65	384
	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/L

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

- Column Means:

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

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

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

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents, General Population, 18+ (unwtd)	1001	123	102	95	369
Base: All Respondents, General Population, 18+ (wtd)	1001	136	112	65	384
Much/somewhat more likely to choose Canadian Made (Net)	621	82	61	33	273
	62%	60%	55%	50%	71%
		*	*	*	BCEF
Much more likely to choose a Canadian product over a US product	429	49	48	22	191
	43%	36%	43%	34%	50%
		*	*	*	AC
Somewhat more likely to choose a Canadian product over a US product	192	32	13	11	82
	19%	24%	12%	17%	21%
		*	*	*	
No change from a year ago	354	54	50	31	107
	35%	40%	45%	47%	28%
		D*	D*	D*	
Much/somewhat more likely to choose US Made (Net)	11	-	-	2	3
	1%	-	-	3%	1%
		*	*	*	
Somewhat more likely to choose a US product over a Canadian product	6	-	-	1	2
	1%	-	-	1%	*
		*	*	*	
Much more likely to choose a US product over a Canadian product	5	-	-	1	1
	1%	-	-	2%	*
		*	*	*	
Not sure / don't remember	16	-	1	-	1
	2%	-	1%	-	*
		*	*	*	
Sigma	1001	136	112	65	384
	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/L

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

- Column Means:

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

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

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