



# Factum

## Oh Canada! We Buy on Guard for Thee... True Patriot Love in All of Our Canadian Brands

### Two in Three (62%) More Likely to Buy Canadian, Compared to A Few Months Ago

**Toronto, Ontario, August 7, 2018** — A new Ipsos survey conducted on behalf of Kruger Products reveals that if there are two grocery products on the same shelf of equal quality and similar price, the vast majority (83%) of Canadians would be more likely (61% much more/22% somewhat more) to select the Canadian-made product over its American counterpart. Conversely, just two percent (2%) would be more likely (1% much more/1% somewhat more) to choose American-made products, and fifteen percent (15%) claim that it would make no difference where the brand is manufactured.

Pocketbook patriotism is alive and well and is strongest in British Columbia (90%) and Ontario (88%), where residents would be the most likely to buy Canadian, and weaker in Quebec (78%), Alberta (77%), Atlantic Canada (72%) and Saskatchewan/Manitoba (70%). The propensity to buy Canadian increases with age, as nine in ten (92%) Baby Boomers (55+) would be more likely to buy Canadian, compared to around eight in ten (83%) Gen Xers (35-54) and just two in three (68%) Millennials (18-34). In fact, Millennials are nearly four times as likely, compared to Boomers (26% vs. 7%) and nearly twice as likely, compared to Gen Xers (26% vs. 16%) to express indifference when it comes to buying Canadian.

Given the recent dissolution of NAFTA and strain in economic relations between Canada and the US more generally, the results of this survey should put many Canadian companies, and consumers for that matter, at ease. The appetite for buying Canadian brands and products has become markedly higher recently, with around two in three (62%) indicating that they would be more likely (43% much more/19% somewhat more) to buy Canadian compared to a few months ago. This sentiment is by far the strongest in Ontario (at 71%), followed by British Columbia (60%), Quebec (58%), Alberta (55%), Atlantic Canada (51%), and Saskatchewan/Manitoba (50%). Additionally, three in four (73%) Boomers claim that their appetite to buy Canadian has increased over the past few months, compared to just six in ten (61%) Gen Xers, and less than half (48%) of Millennials. By comparison, just one percent (1%) say they're more likely to buy American, while around one third (35%) would be no more, or less, likely to buy Canadian or American, compared to a few months ago. However, equally as many Millennials are unchanged (48%) in their tendency to buy Canadian as said they would be more likely to buy Canadian (48%) compared to a few months ago, thus further underscoring this cohort's relative indifference when it comes to buying Canadian.

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## Factum – continued –

### About the Study

These are some of the findings of an Ipsos survey conducted between July 24<sup>th</sup> and 31<sup>st</sup> 2018, on behalf of Kruger Products. For this survey, a random sample of 1,001 Canadians over the age of 18 were interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online surveys is measured using a credibility interval. In this case, the survey is accurate to within  $\pm 3.5$  percentage points, 19 times out of 20, had all Canadians 18+ been surveyed. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

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