

1. When buying lettuce and produce, how important is food safety to your purchase decision?

		Gender		AGE			EDUCATION				AGE GROUP			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1001	486	515	270	386	345	37	170	389	405	75	294	307	325
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243	106	265	273	357
Top 2 Box (Net)	879	410	469	216	310	353	115	250	306	209	76	211	256	337
	88%	84%	92%	77%	89%	95%	78%	90%	91%	86%	72%	80%	94%	94%
			A		C	CD	*		FI		*		JK	JK
Very important	649	288	362	149	222	279	101	187	215	147	55	144	186	264
	65%	59%	71%	53%	64%	75%	69%	68%	64%	60%	52%	54%	68%	74%
			A		C	CD	*				*		JK	JK
Moderately important	230	122	108	67	88	74	14	63	90	63	21	67	69	73
	23%	25%	21%	24%	25%	20%	10%	23%	27%	26%	19%	25%	25%	20%
							*		F	F	*			
Bottom 2 Box (Net)	122	80	42	65	37	20	32	26	30	34	30	54	18	20
	12%	16%	8%	23%	11%	5%	22%	10%	9%	14%	28%	20%	6%	6%
		B		DE	E		H*			H	LM*	LM		
A little important	90	62	28	45	30	15	22	20	19	29	22	39	13	15
	9%	13%	5%	16%	9%	4%	15%	7%	6%	12%	21%	15%	5%	4%
		B		DE	E		*			H	LM*	LM		
Not at all important	32	18	14	20	7	5	10	7	11	5	8	15	4	5
	3%	4%	3%	7%	2%	1%	7%	2%	3%	2%	7%	6%	1%	1%
				DE			*				LM*	LM		
Sigma	1001	489	512	281	346	373	146	276	335	243	106	265	273	357
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary														
Top 3 Box	969	471	498	261	340	368	136	270	324	239	98	250	269	352
	97%	96%	97%	93%	98%	99%	93%	98%	97%	98%	93%	94%	99%	99%
					C	C	*				*		JK	JK

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

2. Have the following made food safety more important to your purchase decision, less important or have they had no impact? - The COVID-19 pandemic

		Gender		AGE			EDUCATION				AGE GROUP			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1001	486	515	270	386	345	37	170	389	405	75	294	307	325
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243	106	265	273	357
Top 2 Box (Net)	684	320	364	178	238	268	96	190	231	167	69	163	198	254
	68%	65%	71%	63%	69%	72%	66%	69%	69%	69%	66%	61%	73%	71%
							*				*		K	K
Much more important	410	176	234	91	136	183	57	125	139	89	34	87	117	172
	41%	36%	46%	32%	39%	49%	39%	45%	42%	36%	32%	33%	43%	48%
			A			CD	*				*		K	JK
Somewhat more important	274	144	130	87	102	85	39	65	92	79	36	76	81	82
	27%	29%	25%	31%	30%	23%	27%	24%	27%	32%	34%	29%	30%	23%
							*			G	*			
No impact	293	151	142	85	103	105	45	80	96	71	33	86	72	102
	29%	31%	28%	30%	30%	28%	31%	29%	29%	29%	31%	32%	27%	29%
							*				*			
Bottom 2 Box (Net)	24	19	6	18	5	1	5	6	8	5	4	17	3	1
	2%	4%	1%	6%	1%	*	3%	2%	2%	2%	4%	6%	1%	*
		B		DE			*				M*	LM		
Somewhat less important	13	11	2	10	3	-	5	-	5	3	1	10	2	-
	1%	2%	*	4%	1%	-	3%	-	2%	1%	1%	4%	1%	-
		B		DE			*				*	LM		
Much less important	12	8	4	8	2	1	-	6	3	3	2	7	1	1
	1%	2%	1%	3%	1%	*	-	2%	1%	1%	2%	3%	*	*
				E			*				*	LM		
Sigma	1001	489	512	281	346	373	146	276	335	243	106	265	273	357
	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/M

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

- Column Means:

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

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

3. What is your top food safety concern for leafy greens / herbs?

		Gender		AGE			EDUCATION				AGE GROUP			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1001	486	515	270	386	345	37	170	389	405	75	294	307	325
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243	106	265	273	357
Water used in growing produce	88	50	38	35	29	24	2	30	24	32	16	28	21	23
	9%	10%	7%	13%	8%	6%	2%	11%	7%	13%	16%	11%	8%	6%
				E			*			FH	M*			
Cleanliness of growing environment	247	132	115	64	108	74	48	59	82	57	20	66	89	72
	25%	27%	22%	23%	31%	20%	33%	21%	24%	24%	18%	25%	33%	20%
					E		*				*		M	
Product handling safety standards	478	214	264	115	152	211	58	136	171	113	40	116	121	201
	48%	44%	52%	41%	44%	57%	39%	49%	51%	47%	38%	44%	44%	56%
			A			CD	*				*			JKL
Being able to trace or visit the farm it was grown at	107	63	44	37	29	41	18	33	35	23	19	27	22	40
	11%	13%	9%	13%	8%	11%	12%	12%	10%	9%	18%	10%	8%	11%
							*				*			
Other	81	30	51	30	28	23	20	19	24	18	11	29	21	20
	8%	6%	10%	11%	8%	6%	14%	7%	7%	7%	10%	11%	8%	6%
							*				*			
Sigma	1001	489	512	281	346	373	146	276	335	243	106	265	273	357
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

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

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

- Column Means:

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

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

4. What is your most preferred source of produce / leafy greens and herbs?

		Gender		AGE			EDUCATION				AGE GROUP			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1001	486	515	270	386	345	37	170	389	405	75	294	307	325
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243	106	265	273	357
Local (grown in your community or <100 km from your store)	210	95	115	45	63	102	37	44	73	56	10	56	44	99
	21%	19%	23%	16%	18%	27%	25%	16%	22%	23%	10%	21%	16%	28%
						CD	*				*			JL
Product of ...	409	198	212	93	151	166	52	124	141	93	32	92	129	155
	41%	40%	41%	33%	44%	44%	35%	45%	42%	38%	31%	35%	47%	44%
					C	C	*				*		JK	
Product of Canada	341	170	171	128	119	93	53	101	104	82	53	111	85	91
	34%	35%	33%	46%	34%	25%	37%	37%	31%	34%	51%	42%	31%	26%
				DE	E		*				LM*	LM		
Product of USA	27	22	5	11	5	11	4	2	12	9	8	4	5	10
	3%	5%	1%	4%	1%	3%	3%	1%	4%	4%	7%	1%	2%	3%
		B					*			G	K*			
Product of Mexico	14	5	9	4	9	1	-	5	5	4	2	3	8	1
	1%	1%	2%	2%	3%	*	-	2%	2%	2%	2%	1%	3%	*
					E		*				*		M	
Sigma	1001	489	512	281	346	373	146	276	335	243	106	265	273	357
	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/M

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

- Column Means:

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

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

5. How important is eliminating plastic from your food packaging to you?

		Gender		AGE			EDUCATION				AGE GROUP			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1001	486	515	270	386	345	37	170	389	405	75	294	307	325
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243	106	265	273	357
Top 2 Box (Net)	679	320	359	194	233	252	95	191	219	175	74	182	185	238
	68%	65%	70%	69%	67%	67%	65%	69%	65%	72%	70%	69%	68%	67%
							*			H	*			
Very Important	356	168	188	72	123	161	57	93	116	90	26	78	99	154
	36%	34%	37%	26%	35%	43%	39%	34%	34%	37%	24%	29%	36%	43%
					C	C	*				*			JK
Moderately Important	323	152	171	122	110	90	38	97	103	85	48	104	86	84
	32%	31%	33%	44%	32%	24%	26%	35%	31%	35%	46%	39%	32%	23%
				DE			*				M*	M		
Bottom 2 Box (Net)	322	170	153	87	114	122	52	86	117	68	32	83	88	119
	32%	35%	30%	31%	33%	33%	35%	31%	35%	28%	30%	31%	32%	33%
							*		I		*			
Somewhat	222	103	120	66	78	78	34	62	78	49	25	58	61	78
	22%	21%	23%	23%	23%	21%	23%	22%	23%	20%	24%	22%	22%	22%
							*				*			
Not at all	100	67	33	21	35	43	18	24	38	19	7	25	27	41
	10%	14%	6%	7%	10%	12%	12%	9%	11%	8%	6%	9%	10%	12%
		B					*				*			
Sigma	1001	489	512	281	346	373	146	276	335	243	106	265	273	357
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary														
Top 3 Box	901	423	479	260	311	330	128	252	297	224	99	240	246	315
	90%	86%	94%	93%	90%	88%	88%	91%	89%	92%	94%	91%	90%	88%
			A				*				*			

Statistics:

Overlap formulae used

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

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

- Column Means:

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

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

6. What would you prefer your leafy greens / herbs packages be made of:

		Gender		AGE			EDUCATION				AGE GROUP			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1001	486	515	270	386	345	37	170	389	405	75	294	307	325
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243	106	265	273	357
rPET - recycled plastic	213	111	102	68	67	78	33	62	73	44	23	65	50	74
	21%	23%	20%	24%	19%	21%	23%	22%	22%	18%	22%	25%	18%	21%
							*				*			
non-plastic, compostable, plant-based material	514	244	270	141	180	193	60	138	184	132	63	122	147	182
	51%	50%	53%	50%	52%	52%	41%	50%	55%	54%	60%	46%	54%	51%
							*				*			
paper	187	98	88	47	65	75	21	56	56	54	13	50	50	75
	19%	20%	17%	17%	19%	20%	14%	20%	17%	22%	12%	19%	18%	21%
							*				*			
Other	87	36	51	25	34	27	32	20	22	13	7	29	25	26
	9%	7%	10%	9%	10%	7%	22%	7%	6%	5%	6%	11%	9%	7%
							GHI*				*			
Sigma	1001	489	512	281	346	373	146	276	335	243	106	265	273	357
	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/M

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

- Column Means:

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

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

7. Please indicate which of the following sustainable factors affects your purchasing decision the most:

		Gender		AGE			EDUCATION				AGE GROUP			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1001	486	515	270	386	345	37	170	389	405	75	294	307	325
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243	106	265	273	357
Growing techniques that reduce environmental impact on land and water	101	55	46	39	32	30	9	29	28	35	18	29	28	26
	10%	11%	9%	14%	9%	8%	6%	10%	8%	14%	17%	11%	10%	7%
							*			H	M*			
Carbon footprint of transportation from farm to store is reduced	58	35	23	21	25	13	9	13	19	18	9	19	17	13
	6%	7%	5%	7%	7%	4%	6%	5%	6%	7%	9%	7%	6%	4%
							*				*			
Local - buying from grower in community vs out of province or country	472	219	253	89	167	217	72	123	172	105	16	107	139	210
	47%	45%	49%	32%	48%	58%	49%	45%	51%	43%	15%	40%	51%	59%
					C	CD	*		I		*	J	JK	JK
Packaging - environmentally friendly	157	80	77	73	47	37	16	48	47	46	34	57	34	32
	16%	16%	15%	26%	14%	10%	11%	17%	14%	19%	33%	21%	12%	9%
				DE			*				LM*	LM		
Some other factor	57	29	28	14	21	22	10	17	18	11	8	15	12	22
	6%	6%	5%	5%	6%	6%	7%	6%	5%	5%	8%	6%	4%	6%
							*				*			
None of the above	156	71	85	46	55	55	30	46	52	27	20	39	44	53
	16%	15%	17%	16%	16%	15%	20%	17%	16%	11%	19%	15%	16%	15%
							*				*			
Sigma	1001	489	512	281	346	373	146	276	335	243	106	265	273	357
	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/M

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

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