

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1001	120	100	100	351	230	100	276	181	279	205	228	773
Base: All Respondents (wtd)	1001	134	113	62	385	239	67	346	189	243	170	193	808
Top 2 Box (Net)	879	114	98	53	350	204	60	299	171	199	160	166	713
	88%	85%	87%	85%	91%	85%	89%	87%	90%	82%	94%	86%	88%
		*	*	*			*		I		GI		
Very important	649	72	69	43	270	153	44	232	125	144	115	130	520
	65%	54%	61%	69%	70%	64%	65%	67%	66%	59%	68%	67%	64%
		*	*	*	A		*						
Moderately important	230	42	30	10	80	51	16	67	46	55	46	37	193
	23%	31%	26%	17%	21%	21%	23%	19%	24%	23%	27%	19%	24%
		C*	*	*			*						
Bottom 2 Box (Net)	122	20	15	9	35	36	7	46	18	44	9	26	95
	12%	15%	13%	15%	9%	15%	11%	13%	10%	18%	6%	14%	12%
		*	*	*			*	J		HJ			
A little important	90	18	6	7	22	32	5	29	16	33	8	21	69
	9%	13%	6%	11%	6%	13%	7%	9%	8%	13%	5%	11%	9%
		D*	*	*		D	*			J			
Not at all important	32	2	8	2	13	4	2	17	2	11	1	6	26
	3%	2%	7%	3%	3%	2%	4%	5%	1%	5%	1%	3%	3%
		*	E*	*			*						
Sigma	1001	134	113	62	385	239	67	346	189	243	170	193	808
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Top 3 Box	969	132	105	60	372	235	65	329	187	232	168	187	782
	97%	98%	93%	97%	97%	98%	96%	95%	99%	95%	99%	97%	97%
		*	*	*		B	*						

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 (*)

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1001	120	100	100	351	230	100	276	181	279	205	228	773
Base: All Respondents (wtd)	1001	134	113	62	385	239	67	346	189	243	170	193	808
Top 2 Box (Net)	684	87	77	44	278	153	45	230	123	172	122	137	548
	68%	65%	68%	70%	72%	64%	67%	66%	65%	71%	72%	71%	68%
		*	*	*			*						
Much more important	410	45	53	22	167	95	28	141	79	86	76	78	332
	41%	33%	47%	35%	43%	40%	41%	41%	41%	36%	45%	40%	41%
		*	*	*			*						
Somewhat more important	274	43	24	22	111	58	17	88	44	86	47	59	216
	27%	32%	21%	35%	29%	24%	26%	26%	23%	35%	27%	31%	27%
		*	*	*			*			GH			
No impact	293	46	33	17	94	80	22	103	65	66	45	52	240
	29%	34%	29%	27%	25%	33%	33%	30%	34%	27%	27%	27%	30%
		*	*	*			*						
Bottom 2 Box (Net)	24	1	3	1	13	6	-	13	2	6	2	4	20
	2%	*	3%	2%	3%	3%	-	4%	1%	2%	1%	2%	3%
		*	*	*			*						
Somewhat less important	13	-	2	*	8	2	-	7	2	2	1	1	12
	1%	-	2%	1%	2%	1%	-	2%	1%	1%	*	*	1%
		*	*	*			*						
Much less important	12	1	1	1	5	4	-	6	-	3	2	3	8
	1%	*	1%	2%	1%	2%	-	2%	-	1%	1%	2%	1%
		*	*	*			*						
Sigma	1001	134	113	62	385	239	67	346	189	243	170	193	808
	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

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 (*)

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1001	120	100	100	351	230	100	276	181	279	205	228	773
Base: All Respondents (wtd)	1001	134	113	62	385	239	67	346	189	243	170	193	808
Water used in growing produce	88	8	13	10	27	29	2	29	13	29	14	20	67
	9%	6%	11%	15%	7%	12%	3%	8%	7%	12%	8%	11%	8%
		*	*	DF*		F	*						
Cleanliness of growing environment	247	33	27	17	95	57	18	70	59	67	42	45	201
	25%	24%	24%	27%	25%	24%	27%	20%	31%	28%	25%	23%	25%
		*	*	*			*		G				
Product handling safety standards	478	66	61	26	189	99	37	158	93	115	81	95	382
	48%	49%	54%	43%	49%	41%	55%	46%	49%	47%	48%	49%	47%
		*	*	*			*						
Being able to trace or visit the farm it was grown at	107	24	3	5	38	31	7	44	15	21	21	20	87
	11%	18%	3%	9%	10%	13%	10%	13%	8%	9%	12%	10%	11%
		B*	*	*	B	B	B*						
Other	81	3	10	4	36	24	4	44	9	12	11	12	70
	8%	2%	8%	7%	9%	10%	6%	13%	5%	5%	7%	6%	9%
		*	*	*	A	A	*	HI					
Sigma	1001	134	113	62	385	239	67	346	189	243	170	193	808
	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

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 (*)

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1001	120	100	100	351	230	100	276	181	279	205	228	773
Base: All Respondents (wtd)	1001	134	113	62	385	239	67	346	189	243	170	193	808
Local (grown in your community or <100 km from your store)	210	30	20	10	102	35	13	72	55	40	34	36	174
	21%	22%	18%	17%	26%	15%	19%	21%	29%	16%	20%	19%	22%
		*	*	*	E		*		I				
Product of ...	409	63	33	17	152	123	21	138	73	102	75	59	350
	41%	47%	29%	27%	39%	51%	32%	40%	38%	42%	44%	31%	43%
		BC*	*	*		BCDF	*						K
Product of Canada	341	37	53	32	120	69	30	123	51	94	52	85	255
	34%	27%	47%	51%	31%	29%	45%	35%	27%	39%	31%	44%	32%
		*	ADE*	ADE*			ADE*			H		L	
Product of USA	27	3	4	1	8	7	2	10	6	4	5	7	20
	3%	2%	4%	2%	2%	3%	4%	3%	3%	2%	3%	3%	2%
		*	*	*			*						
Product of Mexico	14	2	3	2	3	4	-	3	4	4	4	6	9
	1%	1%	2%	4%	1%	2%	-	1%	2%	1%	2%	3%	1%
		*	*	*			*						
Sigma	1001	134	113	62	385	239	67	346	189	243	170	193	808
	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
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 (*)

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1001	120	100	100	351	230	100	276	181	279	205	228	773
Base: All Respondents (wtd)	1001	134	113	62	385	239	67	346	189	243	170	193	808
Top 2 Box (Net)	679	93	71	40	273	155	47	251	122	157	111	136	543
	68%	69%	63%	65%	71%	65%	70%	73%	64%	65%	65%	70%	67%
		*	*	*			*						
Very Important	356	50	44	20	122	90	30	145	63	71	61	64	292
	36%	38%	39%	32%	32%	37%	44%	42%	33%	29%	36%	33%	36%
		*	*	*			*	I					
Moderately Important	323	42	27	20	151	65	17	107	59	86	49	72	251
	32%	32%	24%	33%	39%	27%	25%	31%	31%	36%	29%	37%	31%
		*	*	*	BEF		*						
Bottom 2 Box (Net)	322	41	42	22	112	84	20	94	67	86	59	57	265
	32%	31%	37%	35%	29%	35%	30%	27%	36%	35%	35%	30%	33%
		*	*	*			*						
Somewhat	222	27	31	16	78	56	13	55	45	67	44	46	177
	22%	20%	28%	26%	20%	23%	20%	16%	24%	27%	26%	24%	22%
		*	*	*			*			G	G		
Not at all	100	14	10	6	34	28	7	39	22	19	15	11	88
	10%	10%	9%	9%	9%	12%	10%	11%	12%	8%	9%	6%	11%
		*	*	*			*						
Sigma	1001	134	113	62	385	239	67	346	189	243	170	193	808
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Top 3 Box	901	120	103	56	351	211	60	306	167	224	155	181	720
	90%	90%	91%	91%	91%	88%	90%	89%	88%	92%	91%	94%	89%
		*	*	*			*						

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 (*)

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1001	120	100	100	351	230	100	276	181	279	205	228	773
Base: All Respondents (wtd)	1001	134	113	62	385	239	67	346	189	243	170	193	808
rPET - recycled plastic	213	29	22	14	74	64	10	79	41	54	28	41	172
	21%	21%	20%	22%	19%	27%	15%	23%	21%	22%	16%	21%	21%
		*	*	*			*						
non-plastic, compostable, plant-based material	514	70	60	30	220	103	32	167	93	128	95	97	417
	51%	52%	53%	49%	57%	43%	48%	48%	49%	52%	56%	51%	52%
		*	*	*	E		*						
paper	187	22	22	13	60	52	17	50	46	50	36	43	144
	19%	16%	20%	21%	16%	22%	25%	14%	24%	21%	21%	22%	18%
		*	*	*			*		G				
Other	87	14	9	5	31	20	8	50	11	12	11	11	75
	9%	10%	8%	8%	8%	8%	11%	14%	6%	5%	6%	6%	9%
		*	*	*			*	HIJ					
Sigma	1001	134	113	62	385	239	67	346	189	243	170	193	808
	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

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 (*)

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1001	120	100	100	351	230	100	276	181	279	205	228	773
Base: All Respondents (wtd)	1001	134	113	62	385	239	67	346	189	243	170	193	808
Growing techniques that reduce environmental impact on land and water	101	9	11	6	36	33	6	36	13	27	19	25	76
	10%	7%	10%	9%	9%	14%	9%	11%	7%	11%	11%	13%	9%
		*	*	*			*						
Carbon footprint of transportation from farm to store is reduced	58	6	7	1	26	17	1	23	11	13	11	16	42
	6%	4%	7%	2%	7%	7%	1%	7%	6%	5%	6%	8%	5%
		*	*	*			*						
Local - buying from grower in community vs out of province or country	472	59	43	28	200	110	32	159	91	116	82	84	388
	47%	44%	38%	45%	52%	46%	47%	46%	48%	48%	49%	44%	48%
		*	*	*	B		*						
Packaging - environmentally friendly	157	32	22	6	52	34	10	50	30	43	27	31	126
	16%	24%	20%	10%	14%	14%	15%	14%	16%	18%	16%	16%	16%
		CD*	*	*			*						
Some other factor	57	6	4	7	21	18	2	24	12	8	6	9	48
	6%	5%	4%	11%	5%	7%	3%	7%	6%	3%	4%	4%	6%
		*	*	*			*						
None of the above	156	23	25	14	51	27	16	53	32	36	25	28	128
	16%	17%	22%	23%	13%	11%	25%	15%	17%	15%	15%	15%	16%
		*	DE*	DE*			DE*						
Sigma	1001	134	113	62	385	239	67	346	189	243	170	193	808
	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

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 (*)