

To what extent do you agree or disagree with the following statements: - When I buy my groceries, I don't care which country the product is from

|                               |       | AGE           |               |             | Generation    |                    |               |                |
|-------------------------------|-------|---------------|---------------|-------------|---------------|--------------------|---------------|----------------|
|                               | Total | 18-34 - Total | 35-54 - Total | 55+ - Total | Gen Z - Total | Millennial - Total | Gen X - Total | Boomer - Total |
|                               |       | A             | B             | C           | V             | W                  | X             | Y              |
| Base: All Respondents (unwtd) | 2001  | 430           | 806           | 765         | 177           | 666                | 522           | 636            |
|                               |       |               |               |             |               |                    |               |                |
| Base: All Respondents (wtd)   | 2001  | 547           | 656           | 799         | 240           | 626                | 470           | 665            |
|                               |       |               |               |             |               |                    |               |                |
| Top 2 Box (Net)               | 506   | 202           | 181           | 124         | 99            | 195                | 121           | 91             |
|                               | 25%   | 37%           | 28%           | 16%         | 41%           | 31%                | 26%           | 14%            |
| Strongly agree                | 174   | 71            | 60            | 43          | 42            | 60                 | 47            | 25             |
|                               | 9%    | 13%           | 9%            | 5%          | 18%           | 10%                | 10%           | 4%             |
| Somewhat agree                | 332   | 130           | 121           | 81          | 57            | 135                | 74            | 66             |
|                               | 17%   | 24%           | 18%           | 10%         | 24%           | 22%                | 16%           | 10%            |
| Neither agree nor disagree    | 514   | 176           | 167           | 171         | 69            | 187                | 114           | 145            |
|                               | 26%   | 32%           | 25%           | 21%         | 29%           | 30%                | 24%           | 22%            |
| Bottom 2 Box (Net)            | 981   | 169           | 308           | 503         | 72            | 244                | 236           | 429            |
|                               | 49%   | 31%           | 47%           | 63%         | 30%           | 39%                | 50%           | 65%            |
| Somewhat disagree             | 569   | 119           | 197           | 253         | 53            | 162                | 148           | 206            |
|                               | 28%   | 22%           | 30%           | 32%         | 22%           | 26%                | 31%           | 31%            |
| Strongly disagree             | 411   | 50            | 111           | 251         | 18            | 82                 | 88            | 223            |
|                               | 21%   | 9%            | 17%           | 31%         | 8%            | 13%                | 19%           | 34%            |
| Sigma                         | 2001  | 547           | 656           | 799         | 240           | 626                | 470           | 665            |
|                               | 100%  | 100%          | 100%          | 100%        | 100%          | 100%               | 100%          | 100%           |
|                               |       |               |               |             |               |                    |               |                |

To what extent do you agree or disagree with the following statements: - For me, the price of a product is more important than what country the product comes from

|                               |       | AGE           |               |             | Generation    |                    |               |                |
|-------------------------------|-------|---------------|---------------|-------------|---------------|--------------------|---------------|----------------|
|                               | Total | 18-34 - Total | 35-54 - Total | 55+ - Total | Gen Z - Total | Millennial - Total | Gen X - Total | Boomer - Total |
|                               |       | A             | B             | C           | V             | W                  | X             | Y              |
|                               |       |               |               |             |               |                    |               |                |
| Base: All Respondents (unwtd) | 2001  | 430           | 806           | 765         | 177           | 666                | 522           | 636            |
|                               |       |               |               |             |               |                    |               |                |
| Base: All Respondents (wtd)   | 2001  | 547           | 656           | 799         | 240           | 626                | 470           | 665            |
|                               |       |               |               |             |               |                    |               |                |
| Top 2 Box (Net)               | 862   | 295           | 312           | 255         | 138           | 304                | 230           | 190            |
|                               | 43%   | 54%           | 48%           | 32%         | 58%           | 48%                | 49%           | 29%            |
| Strongly agree                | 287   | 117           | 103           | 67          | 63            | 111                | 65            | 48             |
|                               | 14%   | 21%           | 16%           | 8%          | 26%           | 18%                | 14%           | 7%             |
| Somewhat agree                | 575   | 178           | 209           | 188         | 75            | 193                | 165           | 143            |
|                               | 29%   | 33%           | 32%           | 24%         | 31%           | 31%                | 35%           | 21%            |
| Neither agree nor disagree    | 614   | 171           | 202           | 241         | 63            | 214                | 128           | 210            |
|                               | 31%   | 31%           | 31%           | 30%         | 26%           | 34%                | 27%           | 32%            |
| Bottom 2 Box (Net)            | 525   | 80            | 142           | 302         | 39            | 109                | 112           | 265            |
|                               | 26%   | 15%           | 22%           | 38%         | 16%           | 17%                | 24%           | 40%            |
| Somewhat disagree             | 373   | 61            | 103           | 210         | 28            | 83                 | 79            | 183            |
|                               | 19%   | 11%           | 16%           | 26%         | 12%           | 13%                | 17%           | 28%            |
| Strongly disagree             | 151   | 20            | 39            | 93          | 11            | 26                 | 33            | 82             |
|                               | 8%    | 4%            | 6%            | 12%         | 4%            | 4%                 | 7%            | 12%            |
| Sigma                         | 2001  | 547           | 656           | 799         | 240           | 626                | 470           | 665            |
|                               | 100%  | 100%          | 100%          | 100%        | 100%          | 100%               | 100%          | 100%           |
|                               |       |               |               |             |               |                    |               |                |