

2. 1. (I am dining in more often in order to reduce my expenses) Please indicate the extent to which you agree or disagree with the following statements:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H - I/J  
Overlap formulae used. \* small base

		ONTARIO REGION					HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	GTA	Central ON	East ON	Southwest ON	North ON	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J
Base: All respondents Weighted	1001	348	270	141	180	62	171	308	522	276	725
	1001	460	190	130*	150	70*	155	300	546	310	691
Strongly agree	392 39%	197 43% B	56 29%	47 36%	57 38%	35 50% B	73 47% H	131 44% H	188 34%	140 45%	253 37%
	353 35%	148 32%	78 41%	52 40%	54 36%	21 30%	49 31%	106 35%	199 36%	95 31%	258 37%
Somewhat agree											
Somewhat disagree											
Strongly disagree	186 19%	86 19%	41 21%	21 16%	27 18%	11 15%	19 12%	49 16%	118 22% F	56 18%	130 19%
	69 7%	30 6%	15 8%	10 8%	11 8%	3 5%	14 9%	14 5%	41 7%	19 6%	50 7%
Summary											
Top2Box (Agree)	746 74%	345 75%	134 71%	99 76%	112 74%	56 80%	122 78%	237 79% H	387 71%	235 76%	511 74%
	255 26%	116 25%	56 29%	31 24%	39 26%	14 20%	33 22%	63 21%	159 29% G	75 24%	180 26%

2\_4. (The recent economic slowdown has caused me to be more attracted to private labels in my grocery store as a way to save money) Please indicate the extent to which you agree or disagree with the following statements:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H - I/J  
Overlap formulae used. \* small base

		ONTARIO REGION					HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	GTA	Central ON	East ON	Southwest ON	North ON	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J
Base: All respondents	1001	348	270	141	180	62	171	308	522	276	725
Weighted	1001	460	190	130*	150	70*	155	300	546	310	691
Strongly agree	197 20%	91 20%	34 18%	22 17%	30 20%	21 29%	38 25%	64 21%	95 17%	78 25% J	119 17%
Somewhat agree	426 43%	194 42%	87 46%	51 39%	65 43%	29 42%	76 49%	131 43%	220 40%	133 43%	293 42%
Somewhat disagree	277 28%	133 29%	49 26%	38 29%	40 27%	17 24%	27 18%	79 26%	171 31% F	78 25%	199 29%
Strongly disagree	101 10%	43 9%	19 10%	19 14%	16 11%	4 5%	14 9%	26 9%	60 11%	20 6%	81 12% I
Summary											
Top2Box (Agree)	624 62%	285 62%	122 64%	73 56%	94 63%	50 71%	114 73% H	195 65%	315 58%	212 68% J	412 60%
Low2Box (Disagree)	377 38%	176 38%	69 36%	57 44%	56 37%	20 29%	41 27%	105 35%	231 42% F	98 32%	280 40% I

2. 5. (In an effort to save money, I have been shopping for less expensive meal ideas (e.g. spaghetti instead of steak)) Please indicate the extent to which you agree or disagree with the following statements:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H - I/J  
Overlap formulae used. \* small base

		ONTARIO REGION					HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	GTA	Central ON	East ON	Southwest ON	North ON	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J
Base: All respondents	1001	348	270	141	180	62	171	308	522	276	725
	1001	460	190	130*	150	70*	155	300	546	310	691
Strongly agree	249	110	41	35	33	30	59	87	103	98	151
	25%	24%	21%	27%	22%	43% ABD	38% H	29% H	19%	32% J	22%
Somewhat agree	389	179	74	38	71	26	61	127	201	115	274
	39%	39%	39%	29%	48% C	37%	40%	42%	37%	37%	40%
Somewhat disagree	263	128	47	43	34	11	21	70	172	72	191
	26%	28%	25%	33% E	23%	16%	14%	23% F	32% FG	23%	28%
Strongly disagree	100	44	28	14	11	3	14	17	69	25	75
	10%	9%	15% DE	11%	7%	4%	9%	6%	13% G	8%	11%
Summary											
Top2Box (Agree)	638	289	115	73	105	56	120	213	304	213	425
	64%	63%	60%	56%	70% C	80% ABC	77% H	71% H	56%	69%	61%
Low2Box (Disagree)	363	171	76	57	45	14	35	87	241	97	267
	36%	37% E	40% E	44% DE	30%	20%	23%	29%	44% FG	31%	39%