

## 1. Thinking about foods produced in your region or province, what is your favourite local food?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2201	1154	1047	369	804	1028	137	480	999	585
Weighted	2201	1065	1136	614	874	713	258	828	718	398
VEGETABLES	620 28%	301 28%	318 28%	117 19%	269 31% C	233 33% C	86 33% I	245 30%	193 27%	95 24%
Corn/ corn on the cob	242 11%	123 12%	118 10%	43 7%	124 14% CE	75 10%	35 14% I	94 11%	84 12% I	29 7%
(Fresh) Vegetables (unspecified)	136 6%	53 5%	82 7%	22 4%	59 7%	54 8% C	27 10% HI	55 7%	38 5%	16 4%
Tomatoes	112 5%	52 5%	60 5%	24 4%	37 4%	52 7% CD	14 6%	45 5%	28 4%	25 6%
Potatoes	83 4%	45 4%	38 3%	19 3%	36 4%	28 4%	5 2%	35 4%	26 4%	17 4%
Carrots	22 1%	11 1%	11 1%	9 1%	6 1%	8 1%	3 1%	8 1%	10 1%	2 0%
Broccoli	11 0%	7 1%	4 0%	0 -	4 0%	7 1% C	1 0%	7 1%	2 0%	1 0%
Asparagus	11 0%	7 1%	4 0%	1 0%	3 0%	7 1%	1 1%	1 0%	5 1%	3 1%
Beets	3 0	2 0	1 0	0 -	1 0	2 0	0 -	1 0	0 0	2 0
FRUITS	534 24%	225 21%	309 27% A	173 28% D	181 21%	180 25%	62 24%	197 24%	180 25%	95 24%
Apples	187 8%	87 8%	100 9%	57 9%	71 8%	60 8%	25 10%	58 7%	65 9%	38 10%
Strawberries	128 6%	47 4%	81 7% A	49 8% D	34 4%	45 6% D	18 7%	53 6%	39 5%	18 4%
(Fresh) Fruits (unspecified)	83	34	48	28	27	29	7	35	31	10

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

	GENDER									
	AGE		EDUCATION							
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
	A	B	C	D	E	F	G	H	I	
	4%	3%	4%	5%	3%	4%	3%	4%	4%	2%
Blueberries	50 2%	20 2%	30 3%	10 2%	16 2%	23 3%	7 3%	21 3%	12 2%	11 3%
Peaches	37 2%	18 2%	19 2%	17 3%	11 1%	10 1%	4 1%	10 1%	14 2%	10 2%
Raspberries	17 1%	11 1%	6 1%	4 1%	8 1%	5 1%	0 -	4 0%	8 1%	5 1%
Cherries	13 1%	2 0%	11 1%	2 0%	8 1%	4 1%	0 -	7 1%	4 1%	1 0%
Berries (unspecified)	12 1%	3 0%	9 1%	4 1%	5 1%	3 0%	1 0%	6 1%	3 0%	2 1%
Grapes	7 0%	2 0%	5 0%	3 1%	2 0%	2 0%	1 1%	3 0%	3 0%	0 -
OTHER	466 21%	242 23%	224 20%	141 23%	195 22%	131 18%	46 18%	174 21%	152 21%	94 24%
Maple Syrup	30 1%	19 2%	11 1%	4 1%	13 2%	12 2%	0 -	10 1%	10 1%	10 3%
Pizza	30 1%	22 2%	8 1%	11 2%	16 2%	2 0%	0 -	14 2%	13 2%	2 1%
Poutine	20 1%	9 1%	10 1%	15 2%	5 1%	0 -	2 1%	9 1%	5 1%	3 1%
Perogies	13 1%	8 1%	4 0%	5 1%	5 1%	3 0%	3 1%	5 1%	5 1%	0 -
Bread	11 1%	7 1%	4 0%	2 0%	5 1%	5 1%	2 1%	5 1%	3 0%	1 0%
Produce (unspecified)	11 0%	4 0%	7 1%	5 1%	3 0%	3 0%	0 -	3 0%	6 1%	2 1%

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

Proportions/means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.										
	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Bread	8 0%	3 0%	5 0%	0 -	5 1%	3 0%	1 1%	2 0%	2 0%	2 0%
Wine	2 0	1 0	1 0	0 -	1 0	1 0	0 -	0 -	1 0	0 0
Wheat	1 0	1 0	0 0	0 -	0 0	1 0	0 -	0 -	0 0	1 0
Other	341 16%	168 16%	174 15%	98 16%	143 16%	101 14%	37 14%	126 15%	106 15%	72 18%
MEAT/ POULTRY/ FISH/ SUBSTITUTES	300 14%	199 19% B	101 9%	62 10%	115 13%	123 17% CD	18 7%	97 12%	115 16% FG	70 18% FG
Beef (unspecified)	104 5%	72 7% B	32 3%	22 4%	39 4%	43 6%	10 4%	26 3%	44 6% G	24 6% G
Chicken	39 2%	20 2%	19 2%	12 2%	12 1%	15 2%	5 2%	14 2%	11 2%	8 2%
Salmon	21 1%	15 1%	6 1%	7 1%	4 0%	10 1%	0 -	5 1%	5 1%	11 3% FGH
Lobster	20 1%	16 2% B	4 0%	5 1%	13 1% E	2 0%	0 -	12 1%	6 1%	2 1%
Meat (unspecified)	19 1%	17 2% B	1 0%	1 0%	9 1%	8 1%	1 0%	8 1%	5 1%	4 1%
Pork	17 1%	10 1%	7 1%	0 -	11 1% C	6 1%	0 -	6 1%	9 1%	3 1%
Steak	16 1%	11 1%	5 0%	5 1%	5 1%	7 1%	0 -	4 1%	8 1%	4 1%
Alberta Beef	15 1%	10 1%	5 0%	1 0%	8 1%	7 1%	0 -	4 0%	10 1%	2 0%

## 1. Thinking about foods produced in your region or province, what is your favourite local food?

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

Openness means: Columns tested (5% hat level) FID = 0.02 FIDM = 0.01 Group female test.											
			GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
		A	B	C	D	E	F	G	H	I	
Fish (unspecified)	14 1%	9 1%	5 0%	2 0%	4 0%	8 1%	0 -	6 1%	5 1%	3 1%	
Lamb	10 0%	7 1%	3 0%	0 -	3 0%	7 1%	0 -	4 1%	3 0%	3 1%	
Eggs	7 0%	3 0%	4 0%	2 0%	1 0%	4 1%	2 1%	1 0%	2 0%	1 0%	
Seafood (unspecified)	6 0%	3 0%	3 0%	0 -	3 0%	3 0%	0 -	1 0%	5 1%	0 0%	
Bacon	5 0%	1 0%	4 0%	4 1%	1 0%	0 0%	0 -	4 0%	0 -	1 0%	
Scallops	4 0	3 0	1 0	0 -	1 0	2 0	0 -	1 0	1 0	2 0	
Halibut	3 0%	2 0%	1 0%	2 0%	0 -	1 0%	0 -	1 0%	0 -	2 1% H	
DAIRY	106 5%	29 3%	77 7% A	40 7% E	47 5% E	20 3%	12 5%	53 6% H	22 3%	19 5%	
Cheese	89 4%	24 2%	65 6% A	29 5%	42 5% E	18 3%	10 4%	44 5% H	20 3%	15 4%	
Milk	17 1%	5 0%	12 1%	11 2% E	5 1%	1 0%	2 1%	9 1%	3 0%	4 1%	
None	62 3%	34 3%	28 2%	28 5% E	21 2%	12 2%	8 3%	20 2%	23 3%	11 3%	
Don't Know	113 5%	35 3%	78 7% A	52 9% E	45 5% E	15 2%	25 10% HI	41 5%	34 5%	14 3%	

## 1b. What is your favourite food produced in all of Canada?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2201	1154	1047	369	804	1028	137	480	999	585
Weighted	2201	1065	1136	614	874	713	258	828	718	398
MEAT/ POULTRY/ FISH/ SUBSTITUTES	625 28%	395 37% B	230 20%	107 17%	267 31% C	251 35% C	58 23%	211 25%	224 31% G	132 33% FG
Beef (unspecified)	288 13%	185 17% B	102 9%	54 9%	122 14% C	112 16% C	31 12%	93 11%	107 15%	56 14%
Chicken	69 3%	28 3%	41 4%	18 3%	23 3%	28 4%	12 5%	29 4%	20 3%	9 2%
Steak	48 2%	35 3% B	12 1%	9 1%	20 2%	19 3%	2 1%	12 1%	22 3%	12 3%
Meat (unspecified)	39 2%	30 3% B	9 1%	8 1%	19 2%	12 2%	0 -	16 2%	14 2%	9 2%
Fish (unspecified)	29 1%	17 2%	12 1%	1 0%	15 2% C	13 2% C	1 1%	12 1%	11 2%	5 1%
Salmon	27 1%	18 2%	9 1%	3 0%	10 1%	15 2% C	0 -	8 1%	8 1%	11 3% FGH
Lobster	27 1%	19 2%	8 1%	2 0%	20 2% CE	5 1%	1 0%	11 1%	8 1%	7 2%
Alberta Beef	24 1%	19 2% B	6 0%	1 0%	15 2% C	9 1%	0 -	8 1%	10 1%	6 1%
Pork	23 1%	18 2% B	5 0%	3 0%	6 1%	14 2% D	4 2%	4 0%	11 1%	4 1%
Bacon	16 1%	9 1%	7 1%	7 1%	3 0%	6 1%	1 0%	6 1%	3 0%	5 1%
Seafood (unspecified)	13 1%	4 0%	9 1%	0 -	8 1%	5 1%	5 2% G	1 0%	6 1% G	1 0%
Lamb	6	5	2	0	0	6	0	3	1	3

## 1b. What is your favourite food produced in all of Canada?

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

	GENDER									
	Total		Male		Female		18-34		35-54	
	A		B		C		D		E	
	0%	0%	0%	-	-	1%	-	0%	0%	1%
Eggs	6	3	3	0	5	1	0	5	0	1
	0%	0%	0%	-	1%	0%	-	1%	0%	0%
Scallops	5	3	2	0	1	4	0	1	2	1
	0%	0%	0%	-	0%	1%	-	0%	0%	0%
Halibut	3	2	1	2	0	1	0	1	0	2
	0%	0%	0%	0%	-	0%	-	0%	-	1%
OTHER	513	240	274	171	199	143	52	196	161	104
	23%	22%	24%	28%	23%	20%	20%	24%	22%	26%
Maple Syrup	79	37	42	29	37	14	2	19	36	22
	4%	3%	4%	5%	4%	2%	1%	2%	5%	6%
Pizza	20	7	13	9	9	2	0	12	6	2
	1%	1%	1%	1%	1%	0%	-	1%	1%	0%
Bread	14	6	9	2	5	8	0	9	4	2
	1%	1%	1%	0%	1%	1%	-	1%	1%	0%
Wheat	14	7	7	6	4	4	0	6	3	5
	1%	1%	1%	1%	0%	1%	-	1%	0%	1%
Poutine	13	7	5	9	2	1	0	4	6	3
	1%	1%	0%	1%	0%	0%	-	0%	1%	1%
Perogies	8	5	3	5	1	2	3	1	4	0
	0%	0%	0%	1%	0%	0%	1%	0%	1%	-
Wine	7	4	3	0	2	5	0	1	5	1
	0%	0%	0%	-	0%	1%	-	0%	1%	0%
Produce (unspecified)	5	2	3	2	1	2	0	2	1	2
	0	0	0	0	0	0	-	0	0	0
Bread	4	2	2	1	0	3	1	0	2	1
	0%	0%	0%	0%	-	0%	1%	-	0%	0%

## 1b. What is your favourite food produced in all of Canada?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Other	349 16%	164 15%	186 16%	109 18%	138 16%	102 14%	45 18%	142 17%	95 13%	67 17%
VEGETABLES	349 16%	123 12%	226 20% A	94 15%	146 17%	109 15%	58 22% HI	150 18% HI	98 14%	43 11%
Corn/ corn on the cob	106 5%	39 4%	67 6% A	32 5%	55 6% E	19 3%	18 7%	47 6%	28 4%	12 3%
Potatoes	93 4%	35 3%	58 5%	31 5%	31 4%	31 4%	13 5%	38 5%	31 4%	12 3%
(Fresh) Vegetables (unspecified)	62 3%	14 1%	48 4% A	10 2%	29 3%	22 3%	10 4%	31 4% I	16 2%	5 1%
Tomatoes	61 3%	28 3%	33 3%	14 2%	19 2%	29 4% D	14 5%	22 3%	15 2%	11 3%
Carrots	11 0%	2 0%	9 1%	4 1%	4 0%	3 0%	0 -	4 1%	6 1% I	0 -
Asparagus	8 0%	5 0%	3 0%	0 -	4 0%	4 1%	1 1%	4 1%	1 0%	1 0%
Broccoli	6 0%	0 -	6 1%	2 0%	2 0%	2 0%	1 1%	4 0%	1 0%	0 0%
Beets	1 0	0 -	1 0	0 -	1 0	0 -	0 -	0 -	1 0	0 -
FRUITS	347 16%	145 14%	202 18% A	98 16%	124 14%	124 17%	35 14%	128 15%	122 17%	62 16%
Apples	127 6%	68 6%	59 5%	34 6%	43 5%	50 7%	9 4%	46 6%	47 6%	25 6%
(Fresh) Fruits (unspecified)	63 3%	21 2%	42 4% A	26 4%	18 2%	19 3%	9 3%	25 3%	20 3%	9 2%

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Strawberries	41 2%	12 1%	29 3%	11 2%	17 2%	13 2%	1 1%	20 2%	14 2%	5 1%
Peaches	34 2%	18 2%	16 1%	8 1%	11 1%	14 2%	2 1%	10 1%	13 2%	9 2%
Blueberries	33 1%	9 1%	24 2% A	10 2%	12 1%	10 1%	3 1%	9 1%	17 2% I	3 1%
Cherries	19 1%	10 1%	9 1%	1 0%	10 1%	8 1%	6 2%	5 1%	4 1%	4 1%
Raspberries	16 1%	2 0%	14 1% A	4 1%	9 1%	4 1%	4 1%	4 0%	5 1%	4 1%
Grapes	8 0%	5 0%	3 0%	0 -	2 0%	5 1%	0 -	5 1%	1 0%	2 1%
Berries (unspecified)	6 0%	1 0%	6 0%	4 1%	1 0%	1 0%	0 -	4 0%	2 0%	1 0%
DAIRY	110 5%	52 5%	58 5%	45 7% E	38 4%	28 4%	20 8%	45 5%	29 4%	16 4%
Cheese	94 4%	49 5%	45 4%	36 6%	35 4%	22 3%	16 6%	37 4%	27 4%	14 3%
Milk	16 1%	3 0%	13 1%	9 1%	2 0%	5 1%	4 1%	8 1%	2 0%	3 1%
None	61 3%	49 5% B	12 1%	26 4% D	15 2%	20 3%	9 3%	18 2%	21 3%	13 3%
Don't Know	196 9%	62 6%	134 12% A	73 12% E	85 10% E	39 5%	26 10%	79 10%	63 9%	29 7%



**2\_1. (I am confident that the food I eat in Canada is safe.) To what extent do you agree or disagree with the following statements:**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2201	1154	1047	369	804	1028	137	480	999	585
Weighted	2201	1065	1136	614	874	713	258	828	718	398
Strongly agree	637 29%	331 31%	306 27%	157 26%	277 32%	203 28%	79 31%	236 29%	210 29%	112 28%
Somewhat agree	1253 57%	624 59%	629 55%	359 58%	476 55%	418 59%	128 50%	488 59%	402 56%	234 59%
Somewhat disagree	279 13%	99 9%	180 16% A	87 14%	113 13%	79 11%	48 19% GI	93 11%	94 13%	44 11%
Strongly disagree	32 1%	11 1%	21 2%	11 2%	8 1%	13 2%	2 1%	10 1%	12 2%	8 2%
Summary										
Top2Box (Agree)	1890 86%	955 90% B	935 82%	516 84%	753 86%	621 87%	207 81%	725 88%	612 85%	347 87%
Low2Box (Disagree)	311 14%	110 10%	201 18% A	98 16%	121 14%	92 13%	50 19%	103 12%	106 15%	52 13%

**2\_2. (I trust dietitians to tell me the straight facts on food and nutrition.) To what extent do you agree or disagree with the following statements:**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2201	1154	1047	369	804	1028	137	480	999	585
Weighted	2201	1065	1136	614	874	713	258	828	718	398
Strongly agree	432 20%	171 16%	261 23% A	110 18%	186 21%	136 19%	61 24%	170 21%	131 18%	70 18%
Somewhat agree	1246 57%	624 59%	622 55%	358 58%	488 56%	400 56%	129 50%	483 58%	398 55%	237 59%
Somewhat disagree	427 19%	219 21%	208 18%	117 19%	167 19%	144 20%	56 22%	146 18%	154 21%	72 18%
Strongly disagree	96 4%	51 5%	44 4%	29 5%	33 4%	33 5%	12 5%	29 3%	35 5%	20 5%
Summary										
Top2Box (Agree)	1678 76%	795 75%	883 78%	468 76%	674 77%	536 75%	190 74%	653 79%	529 74%	307 77%
Low2Box (Disagree)	523 24%	270 25%	253 22%	146 24%	200 23%	177 25%	67 26%	175 21%	189 26%	92 23%

**2\_3. (I sometimes don't buy certain food because it costs too much.) To what extent do you agree or disagree with the following statements:**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2201	1154	1047	369	804	1028	137	480	999	585
Weighted	2201	1065	1136	614	874	713	258	828	718	398
Strongly agree	1098 50%	475 45%	623 55%	347 57%	428 49%	323 45%	151 58%	440 53%	350 49%	158 40%
			A	DE			I	I	I	
Somewhat agree	824 37%	443 42%	382 34%	200 33%	330 38%	295 41%	76 29%	281 34%	294 41%	173 43%
		B				C			FG	FG
Somewhat disagree	209 9%	123 12%	86 8%	52 8%	85 10%	72 10%	22 8%	77 9%	56 8%	54 14%
		B								GH
Strongly disagree	70 3%	25 2%	45 4%	15 2%	31 4%	24 3%	9 4%	29 4%	17 2%	14 3%
Summary										
Top2Box (Agree)	1923 87%	918 86%	1005 88%	547 89%	758 87%	618 87%	226 88%	721 87%	644 90%	331 83%
									I	
Low2Box (Disagree)	278 13%	147 14%	131 12%	67 11%	116 13%	95 13%	31 12%	106 13%	73 10%	68 17%
										H

**2\_4. (Talking to a farmer about how food is grown will help me understand where my food comes from.) To what extent do you agree or disagree with the following statements:**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2201	1154	1047	369	804	1028	137	480	999	585
Weighted	2201	1065	1136	614	874	713	258	828	718	398
Strongly agree	565 26%	253 24%	313 28%	184 30% E	227 26%	154 22%	80 31%	220 27%	178 25%	88 22%
Somewhat agree	1152 52%	565 53%	587 52%	303 49%	465 53%	384 54%	112 43%	438 53%	394 55% F	209 52%
Somewhat disagree	393 18%	194 18%	199 18%	96 16%	157 18%	140 20%	62 24% H	143 17%	116 16%	73 18%
Strongly disagree	90 4%	53 5%	37 3%	31 5%	24 3%	35 5% D	4 2%	27 3%	29 4%	29 7% FGH
Summary										
Top2Box (Agree)	1718 78%	818 77%	900 79%	487 79%	692 79%	538 76%	191 74%	657 79%	573 80% I	297 74%
Low2Box (Disagree)	483 22%	247 23%	236 21%	127 21%	181 21%	175 24%	66 26%	170 21%	145 20%	102 26% H

**2\_5. (I know where the food I buy is grown and produced.) To what extent do you agree or disagree with the following statements:**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2201	1154	1047	369	804	1028	137	480	999	585
Weighted	2201	1065	1136	614	874	713	258	828	718	398
Strongly agree	282 13%	140 13%	142 13%	60 10%	113 13%	109 15% C	38 15%	105 13%	80 11%	59 15%
Somewhat agree	1055 48%	529 50%	526 46%	259 42%	422 48%	373 52% C	111 43%	417 50%	345 48%	182 46%
Somewhat disagree	731 33%	346 33%	385 34%	226 37% E	297 34%	208 29%	92 36%	260 31%	255 36%	124 31%
Strongly disagree	133 6%	50 5%	83 7% A	69 11% DE	40 5%	23 3%	16 6%	46 6%	38 5%	33 8% H
Summary										
Top2Box (Agree)	1337 61%	669 63%	668 59%	319 52%	536 61% C	482 68% CD	149 58%	522 63%	425 59%	241 61%
Low2Box (Disagree)	864 39%	396 37%	468 41%	295 48% DE	338 39% E	231 32%	108 42%	306 37%	293 41%	157 39%

**2\_6. (It is important for me to know where my food is grown and produced.) To what extent do you agree or disagree with the following statements:**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2201	1154	1047	369	804	1028	137	480	999	585
Weighted	2201	1065	1136	614	874	713	258	828	718	398
Strongly agree	586 27%	291 27%	296 26%	121 20%	236 27% C	229 32% CD	67 26%	211 26%	194 27%	114 29%
Somewhat agree	1136 52%	542 51%	594 52%	309 50%	472 54%	354 50%	128 50%	453 55% I	366 51%	189 47%
Somewhat disagree	409 19%	193 18%	216 19%	146 24% DE	152 17%	111 16%	58 22%	144 17%	134 19%	73 18%
Strongly disagree	70 3%	39 4%	31 3%	37 6% DE	13 2%	20 3%	4 2%	19 2%	24 3%	23 6% GH
Summary										
Top2Box (Agree)	1722 78%	832 78%	889 78%	431 70%	709 81% C	583 82% C	196 76%	664 80%	559 78%	302 76%
Low2Box (Disagree)	479 22%	232 22%	247 22%	183 30% DE	165 19%	131 18%	62 24%	163 20%	158 22%	96 24%

**2. (Topbox Summary) To what extent do you agree or disagree with the following statements:**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2201	1154	1047	369	804	1028	137	480	999	585
Weighted	2201	1065	1136	614	874	713	258	828	718	398
I sometimes don't buy certain food because it costs too much.	1923 87%	918 86%	1005 88%	547 89%	758 87%	618 87%	226 88%	721 87%	644 90% I	331 83%
I am confident that the food I eat in Canada is safe.	1890 86%	955 90% B	935 82%	516 84%	753 86%	621 87%	207 81%	725 88%	612 85%	347 87%
It is important for me to know where my food is grown and produced.	1722 78%	832 78%	889 78%	431 70%	709 81% C	583 82% C	196 76%	664 80%	559 78%	302 76%
Talking to a farmer about how food is grown will help me understand where my food comes from.	1718 78%	818 77%	900 79%	487 79%	692 79%	538 76%	191 74%	657 79%	573 80% I	297 74%
I trust dietitians to tell me the straight facts on food and nutrition.	1678 76%	795 75%	883 78%	468 76%	674 77%	536 75%	190 74%	653 79%	529 74%	307 77%
I know where the food I buy is grown and produced.	1337 61%	669 63%	668 59%	319 52%	536 61% C	482 68% CD	149 58%	522 63%	425 59%	241 61%

**2. (Lowbox Summary) To what extent do you agree or disagree with the following statements:**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2201	1154	1047	369	804	1028	137	480	999	585
Weighted	2201	1065	1136	614	874	713	258	828	718	398
I know where the food I buy is grown and produced.	864 39%	396 37%	468 41%	295 48% DE	338 39% E	231 32%	108 42%	306 37%	293 41%	157 39%
I trust dietitians to tell me the straight facts on food and nutrition.	523 24%	270 25%	253 22%	146 24%	200 23%	177 25%	67 26%	175 21%	189 26%	92 23%
Talking to a farmer about how food is grown will help me understand where my food comes from.	483 22%	247 23%	236 21%	127 21%	181 21%	175 24%	66 26%	170 21%	145 20%	102 26% H
It is important for me to know where my food is grown and produced.	479 22%	232 22%	247 22%	183 30% DE	165 19%	131 18%	62 24%	163 20%	158 22%	96 24%
I am confident that the food I eat in Canada is safe.	311 14%	110 10%	201 18% A	98 16%	121 14%	92 13%	50 19%	103 12%	106 15%	52 13%
I sometimes don't buy certain food because it costs too much.	278 13%	147 14%	131 12%	67 11%	116 13%	95 13%	31 12%	106 13%	73 10%	68 17% H



**3\_1. (There are growth hormones given to Canadian cows to increase their milk production.) Please indicate whether you believe the following statements to be true or false:**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2201	1154	1047	369	804	1028	137	480	999	585
Weighted	2201	1065	1136	614	874	713	258	828	718	398
True	1408 64%	698 66%	710 62%	397 65%	558 64%	452 63%	164 64%	529 64%	460 64%	255 64%
False	793 36%	367 34%	427 38%	217 35%	316 36%	261 37%	93 36%	298 36%	258 36%	143 36%

**3\_2. (Organic foods are more nutritious than conventionally-grown foods.) Please indicate whether you believe the following statements to be true or false:**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2201	1154	1047	369	804	1028	137	480	999	585
Weighted	2201	1065	1136	614	874	713	258	828	718	398
True	708 32%	282 27%	426 38% A	263 43% DE	266 30% E	180 25%	91 35%	300 36% HI	209 29%	109 27%
False	1493 68%	783 73% B	710 62%	351 57%	608 70% C	534 75% CD	167 65%	528 64%	509 71% G	289 73% G

**3\_3. (Fresh fruits and vegetables contain more vitamins and minerals than frozen fruits and vegetables.) Please indicate whether you believe the following statements to be true or false:**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2201	1154	1047	369	804	1028	137	480	999	585
Weighted	2201	1065	1136	614	874	713	258	828	718	398
True	1224 56%	646 61% B	577 51%	352 57%	489 56%	383 54%	165 64% G	433 52%	400 56%	226 57%
False	977 44%	419 39%	559 49% A	262 43%	385 44%	330 46%	93 36%	395 48% F	317 44%	172 43%

**3\_4. (Fruits and vegetables produced close to where I live contain more nutrients than those that traveled from afar.) Please indicate whether you believe the following statements to be true or false:**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2201	1154	1047	369	804	1028	137	480	999	585
Weighted	2201	1065	1136	614	874	713	258	828	718	398
True	1307 59%	602 57%	705 62% A	325 53%	529 61%	453 64% C	143 56%	527 64% I	432 60% I	204 51%
False	894 41%	463 43% B	431 38%	290 47% DE	345 39%	260 36%	114 44%	300 36%	286 40%	194 49% GH

**3. (True Summary) Please indicate whether you believe the following statements to be true or false:**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2201	1154	1047	369	804	1028	137	480	999	585
Weighted	2201	1065	1136	614	874	713	258	828	718	398
There are growth hormones given to Canadian cows to increase their milk production.	1408 64%	698 66%	710 62%	397 65%	558 64%	452 63%	164 64%	529 64%	460 64%	255 64%
Fruits and vegetables produced close to where I live contain more nutrients than those that traveled from afar.	1307 59%	602 57%	705 62% A	325 53%	529 61% C	453 64% C	143 56%	527 64% I	432 60% I	204 51%
Fresh fruits and vegetables contain more vitamins and minerals than frozen fruits and vegetables.	1224 56%	646 61% B	577 51%	352 57%	489 56%	383 54%	165 64% G	433 52%	400 56%	226 57%
Organic foods are more nutritious than conventionally-grown foods.	708 32%	282 27%	426 38% A	263 43% DE	266 30% E	180 25%	91 35%	300 36% HI	209 29%	109 27%

**3. (False Summary) Please indicate whether you believe the following statements to be true or false:**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2201	1154	1047	369	804	1028	137	480	999	585
Weighted	2201	1065	1136	614	874	713	258	828	718	398
Organic foods are more nutritious than conventionally-grown foods.	1493 68%	783 73% B	710 62% A	351 57% C	608 70% C	534 75% CD	167 65% F	528 64% F	509 71% G	289 73% G
Fresh fruits and vegetables contain more vitamins and minerals than frozen fruits and vegetables.	977 44%	419 39% A	559 49% A	262 43% A	385 44% A	330 46% A	93 36% F	395 48% F	317 44% F	172 43% F
Fruits and vegetables produced close to where I live contain more nutrients than those that traveled from afar.	894 41%	463 43% B	431 38% B	290 47% DE	345 39% DE	260 36% DE	114 44% DE	300 36% DE	286 40% DE	194 49% GH
There are growth hormones given to Canadian cows to increase their milk production.	793 36%	367 34% B	427 38% B	217 35% B	316 36% B	261 37% B	93 36% B	298 36% B	258 36% B	143 36% B

## 4. I try to control my food bill at home by...

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2201	1154	1047	369	804	1028	137	480	999	585
Weighted	2201	1065	1136	614	874	713	258	828	718	398
Cooking at home more often	1758 80%	859 81%	899 79%	478 78%	696 80%	584 82%	185 72%	678 82% F	586 82% F	309 78%
Checking weekly flyers for sales or using coupons	1673 76%	797 75%	876 77%	427 69%	677 77% C	569 80% C	204 79% I	644 78% I	548 76% I	276 69%
Going without more costly food	1068 49%	516 48%	552 49%	338 55% DE	412 47%	318 45%	123 48%	401 48%	358 50%	185 46%
Buying in bulk	961 44%	475 45%	486 43%	265 43%	398 45%	298 42%	99 38%	357 43%	328 46%	177 44%
Buying from the farmer's market	602 27%	325 31% B	277 24%	143 23%	240 28%	219 31% C	62 24%	214 26%	215 30%	111 28%
Growing my own garden	528 24%	252 24%	277 24%	139 23%	211 24%	178 25%	56 22%	208 25%	165 23%	99 25%
None of the above	80 4%	47 4%	33 3%	21 3%	41 5% E	18 3%	11 4%	17 2%	28 4%	23 6% G

## 5\_1. (Safe) How well do the following words describe foods available in your region or province:

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2201	1154	1047	369	804	1028	137	480	999	585
Weighted	2201	1065	1136	614	874	713	258	828	718	398
Very well	754 34%	405 38% B	349 31%	206 33%	299 34%	249 35%	89 35%	286 35%	236 33%	143 36%
Well	1302 59%	606 57%	696 61%	369 60%	515 59%	418 59%	131 51%	502 61%	436 61% F	232 58%
Not too well	138 6%	51 5%	86 8% A	39 6%	56 6%	42 6%	33 13% GHI	39 5%	43 6%	23 6%
Not well at all	8 0%	3 0%	5 0%	0 -	4 0%	4 1%	4 1%	2 0%	2 0%	1 0%
Summary										
Top2Box (Very well/ well)	2055 93%	1010 95% B	1045 92%	575 94%	814 93%	667 93%	220 86%	787 95% F	673 94% F	375 94% F
Low2Box (Not too well/ Not well at all)	146 7%	55 5%	91 8% A	39 6%	60 7%	47 7%	37 14% GHI	40 5%	45 6%	23 6%



**5.2. (Diverse) How well do the following words describe foods available in your region or province:**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2201	1154	1047	369	804	1028	137	480	999	585
Weighted	2201	1065	1136	614	874	713	258	828	718	398
Very well	698 32%	351 33%	348 31%	190 31%	263 30%	245 34%	86 34%	262 32%	212 30%	137 34%
Well	1169 53%	554 52%	615 54%	334 54%	479 55%	356 50%	138 53%	447 54%	382 53%	201 50%
Not too well	317 14%	154 14%	163 14%	86 14%	123 14%	107 15%	32 12%	111 13%	117 16%	57 14%
Not well at all	17 1%	6 1%	11 1%	4 1%	9 1%	5 1%	1 1%	7 1%	6 1%	3 1%
Summary										
Top2Box (Very well/ well)	1867 85%	905 85%	962 85%	524 85%	742 85%	601 84%	224 87%	710 86%	594 83%	338 85%
Low2Box (Not too well/ Not well at all)	334 15%	160 15%	174 15%	90 15%	132 15%	112 16%	33 13%	118 14%	123 17%	60 15%

**5\_3. (Abundant) How well do the following words describe foods available in your region or province:**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2201	1154	1047	369	804	1028	137	480	999	585
Weighted	2201	1065	1136	614	874	713	258	828	718	398
Very well	780 35%	392 37%	388 34%	199 32%	302 35%	279 39% C	95 37%	286 35%	248 35%	150 38%
Well	1159 53%	561 53%	598 53%	335 55%	470 54%	354 50%	130 50%	447 54%	383 53%	199 50%
Not too well	248 11%	106 10%	142 13%	77 13%	93 11%	77 11%	30 12%	88 11%	81 11%	48 12%
Not well at all	15 1%	6 1%	9 1%	3 0%	9 1%	3 0%	2 1%	6 1%	5 1%	1 0%
Summary										
Top2Box (Very well/ well)	1938 88%	953 89%	985 87%	534 87%	771 88%	633 89%	225 87%	734 89%	631 88%	349 88%
Low2Box (Not too well/ Not well at all)	263 12%	112 11%	151 13%	80 13%	102 12%	80 11%	32 13%	94 11%	87 12%	49 12%

**5\_4. (Good value for my dollar) How well do the following words describe foods available in your region or province:**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2201	1154	1047	369	804	1028	137	480	999	585
Weighted	2201	1065	1136	614	874	713	258	828	718	398
Very well	549 25%	255 24%	294 26%	151 25%	212 24%	186 26%	74 29%	228 28% H	154 21%	93 23%
Well	1257 57%	621 58%	636 56%	348 57%	493 56%	416 58%	132 51%	465 56%	423 59%	237 60%
Not too well	368 17%	176 16%	192 17%	110 18%	157 18%	101 14%	48 19%	127 15%	127 18%	65 16%
Not well at all	27 1%	13 1%	13 1%	4 1%	12 1%	10 1%	3 1%	7 1%	13 2%	3 1%
Summary										
Top2Box (Very well/ well)	1806 82%	876 82%	930 82%	500 81%	705 81%	602 84%	206 80%	693 84%	577 80%	330 83%
Low2Box (Not too well/ Not well at all)	395 18%	189 18%	206 18%	114 19%	169 19%	111 16%	51 20%	134 16%	140 20%	69 17%

**5\_5. (Fresh) How well do the following words describe foods available in your region or province:**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2201	1154	1047	369	804	1028	137	480	999	585
Weighted	2201	1065	1136	614	874	713	258	828	718	398
Very well	947 43%	480 45%	466 41%	255 42%	357 41%	335 47% D	110 43%	381 46%	289 40%	167 42%
Well	1117 51%	531 50%	586 52%	320 52%	457 52%	340 48%	125 49%	402 49%	378 53%	212 53%
Not too well	130 6%	49 5%	81 7% A	37 6%	57 7%	35 5%	22 8%	41 5%	47 7%	20 5%
Not well at all	7 0	5 0	3 0	1 0	3 0	4 0	1 0	3 0	3 0	0 0
Summary										
Top2Box (Very well/ well)	2064 94%	1011 95%	1053 93%	576 94%	814 93%	674 95%	235 91%	784 95%	667 93%	378 95%
Low2Box (Not too well/ Not well at all)	137 6%	54 5%	83 7%	38 6%	60 7%	39 5%	23 9%	44 5%	50 7%	20 5%

**5\_6. (Healthy) How well do the following words describe foods available in your region or province:**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2201	1154	1047	369	804	1028	137	480	999	585
Weighted	2201	1065	1136	614	874	713	258	828	718	398
Very well	897 41%	431 40%	466 41%	239 39%	359 41%	299 42%	125 49% H	342 41%	275 38%	156 39%
Well	1226 56%	599 56%	627 55%	351 57%	484 55%	391 55%	120 47%	468 57%	408 57% F	229 58% F
Not too well	74 3%	32 3%	42 4%	23 4%	30 3%	21 3%	12 5%	16 2%	33 5% G	13 3%
Not well at all	4 0	3 0	1 0	1 0	1 0	2 0	0 -	2 0	2 0	0 0
Summary										
Top2Box (Very well/ well)	2123 96%	1030 97%	1093 96%	590 96%	843 96%	690 97%	246 95%	810 98% H	682 95%	385 97%
Low2Box (Not too well/ Not well at all)	78 4%	35 3%	43 4%	24 4%	31 4%	23 3%	12 5%	17 2%	35 5% G	14 3%

## 5. (Topbox Summary) How well do the following words describe foods available in your region or province:

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2201	1154	1047	369	804	1028	137	480	999	585
Weighted	2201	1065	1136	614	874	713	258	828	718	398
Healthy	2123 96%	1030 97%	1093 96%	590 96%	843 96%	690 97%	246 95%	810 98% H	682 95%	385 97%
Fresh	2064 94%	1011 95%	1053 93%	576 94%	814 93%	674 95%	235 91%	784 95%	667 93%	378 95%
Safe	2055 93%	1010 95% B	1045 92%	575 94%	814 93%	667 93%	220 86%	787 95% F	673 94% F	375 94% F
Abundant	1938 88%	953 89%	985 87%	534 87%	771 88%	633 89%	225 87%	734 89%	631 88%	349 88%
Diverse	1867 85%	905 85%	962 85%	524 85%	742 85%	601 84%	224 87%	710 86%	594 83%	338 85%
Good value for my dollar	1806 82%	876 82%	930 82%	500 81%	705 81%	602 84%	206 80%	693 84%	577 80%	330 83%

**5. (Lowbox Summary) How well do the following words describe foods available in your region or province:**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2201	1154	1047	369	804	1028	137	480	999	585
Weighted	2201	1065	1136	614	874	713	258	828	718	398
Good value for my dollar	395 18%	189 18%	206 18%	114 19%	169 19%	111 16%	51 20%	134 16%	140 20%	69 17%
Diverse	334 15%	160 15%	174 15%	90 15%	132 15%	112 16%	33 13%	118 14%	123 17%	60 15%
Abundant	263 12%	112 11%	151 13%	80 13%	102 12%	80 11%	32 13%	94 11%	87 12%	49 12%
Safe	146 7%	55 5%	91 8% A	39 6%	60 7%	47 7%	37 14% GHI	40 5%	45 6%	23 6%
Fresh	137 6%	54 5%	83 7%	38 6%	60 7%	39 5%	23 9%	44 5%	50 7%	20 5%
Healthy	78 4%	35 3%	43 4%	24 4%	31 4%	23 3%	12 5%	17 2%	35 5% G	14 3%