

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 - J/K Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2201	228	250	231	888	367	236	384	728	1089	383	1818
Weighted	2201	290	225	143	843	537	163	436	799	966	454	1747
VEGETABLES	620 28%	74 25%	82 37% AEF	48 33% E	261 31% E	113 21%	42 26%	120 28%	208 26%	291 30%	118 26%	501 29%
Corn/ corn on the cob	242 11%	26 9%	43 19% ADEF	17 12%	110 13% EF	35 6%	12 7%	44 10%	73 9%	125 13% H	48 11%	193 11%
(Fresh) Vegetables (unspecified)	136 6%	31 11% DE	11 5%	8 6%	51 6%	27 5%	8 5%	27 6%	53 7%	55 6%	26 6%	110 6%
Tomatoes	112 5%	12 4%	8 4%	4 3%	58 7% F	27 5% F	2 1%	22 5%	36 5%	54 6%	18 4%	95 5%
Potatoes	83 4%	1 0%	15 7% ADE	16 11% ADE	26 3% A	11 2%	15 9% ADE	21 5%	26 3%	36 4%	10 2%	73 4%
Carrots	22 1%	2 1%	5 2%	2 2%	6 1%	5 1%	2 1%	3 1%	13 2%	6 1%	9 2%	13 1%
Broccoli	11 0%	1 0%	0 -	0 -	4 0%	5 1%	1 1%	0 -	6 1%	5 1%	2 1%	9 0%
Asparagus	11 0%	1 0%	1 0%	1 0%	5 1%	3 1%	0 -	3 1%	1 0%	7 1%	4 1%	7 0%
Beets	3 0%	1 0%	0 0%	0 -	1 0%	0 -	1 1% D	0 -	0 -	3 0%	1 0%	2 0%
FRUITS	534 24%	86 30% BCF	6 3%	7 5%	291 35% BCEF	114 21% BC	30 19% BC	88 20%	209 26%	237 25%	123 27%	411 24%
Apples	187 8%	15 5% C	4 2%	0 -	118 14% ABCE	36 7% BC	14 9% BC	31 7%	79 10%	77 8%	39 9%	148 8%
Strawberries	128 6%	15 5% B	0 -	4 2% B	52 6% BF	54 10% BCF	3 2% B	25 6%	48 6%	55 6%	32 7%	96 6%
(Fresh) Fruits (unspecified)	83 4%	25 9% BCEF	1 1%	1 0%	49 6% BCEF	5 1%	1 1%	18 4%	31 4%	33 3%	21 5%	62 4%
Blueberries	50 2%	14 5% BD	0 -	2 1%	13 2%	14 3% B	8 5% BD	3 1%	22 3%	25 3% G	12 3%	38 2%
Peaches	37 2%	3 1%	0 -	0 -	34 4%	0 -	0 -	5 1%	10 1%	22 2%	6 1%	31 2%

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REGION													HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids					
		A	B	C	D	E	F	G	H	I	J	K					
					BCEF												
Raspberries	17 1%	3 1%	0 -	0 -	10 1%	4 1%	0 0%	1 0%	7 1%	9 1%	6 1%	11 1%					
Cherries	13 1%	5 2% E	0 -	0 -	8 1%	0 -	0 -	1 0%	4 1%	8 1%	3 1%	9 1%					
Berries (unspecified)	12 1%	4 1%	1 0%	1 1%	3 0%	1 0%	3 2% DE	5 1%	2 0%	5 1%	1 0%	11 1%					
Grapes	7 0%	1 0%	0 -	0 -	7 1%	0 -	0 -	0 -	4 1%	3 0%	3 1%	4 0%					
OTHER	466 21%	41 14%	43 19%	56 39% ABDEF	132 16%	159 30% ABD	35 22%	102 23%	176 22%	188 19%	105 23%	361 21%					
Maple Syrup	30 1%	0 -	0 -	0 -	3 0%	27 5% ABCDF	1 0%	1 0%	14 2%	15 2%	13 3% K	17 1%					
Pizza	30 1%	0 -	0 -	3 2% AB	18 2% AB	7 1%	1 0%	9 2%	11 1%	9 1%	7 1%	23 1%					
Poutine	20 1%	0 -	0 -	0 -	3 0%	15 3% ABD	1 1%	5 1%	12 1% I	3 0%	3 1%	16 1%					
Perogies	13 1%	0 -	2 1%	8 6% ABDEF	2 0%	0 -	0 -	6 1% I	5 1%	2 0%	2 0%	11 1%					
Bread	11 1%	0 -	0 -	4 3% ABD	1 0%	5 1%	1 1%	1 0%	8 1%	3 0%	0 -	11 1%					
Produce (unspecified)	11 0%	0 -	2 1%	2 1% E	6 1%	0 -	2 1% E	0 0%	3 0%	7 1%	4 1%	7 0%					
Bread	8 0%	0 -	0 -	0 -	0 -	8 1% D	0 -	2 1%	5 1%	1 0%	1 0%	6 0%					
Wine	2 0	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	2 0	1 0	1 0					
Wheat	1 0	0 -	0 0	1 0 D	0 -	0 -	0 -	0 0	0 0	0 0	0 0	1 0					
Other	341 16%	40 14%	38 17%	38 27% ABDE	99 12%	96 18% D	30 18% D	78 18%	117 15%	146 15%	74 16%	267 15%					
MEAT/ POULTRY/ FISH/ SUBSTITUTES	300	56	71	22	76	28	47	50	106	144	46	254					

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	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
	14%	19% DE	32% ACDE	15% DE	9%	5%	29% ACDE	11%	13%	15%	10%	15%
Beef (unspecified)	104 5%	9 3%	44 20% ACDEF	12 8% ADEF	33 4%	4 1%	2 1%	9 2%	32 4%	63 7% G	18 4%	86 5%
Chicken	39 2%	4 2%	3 1%	4 3%	18 2%	4 1%	5 3%	12 3%	13 2%	14 1%	8 2%	31 2%
Salmon	21 1%	20 7% BCDEF	1 0%	0 -	1 0%	0 -	0 -	6 1%	5 1%	9 1%	2 0%	19 1%
Lobster	20 1%	0 -	0 -	0 -	0 -	0 -	20 12% ABCDE	2 1%	6 1%	11 1%	5 1%	15 1%
Meat (unspecified)	19 1%	7 2% D	1 0%	2 2%	5 1%	3 1%	0 0%	2 1%	10 1%	6 1%	2 0%	17 1%
Pork	17 1%	0 -	2 1%	2 1%	4 0%	6 1%	3 2%	3 1%	5 1%	9 1%	1 0%	16 1%
Steak	16 1%	0 -	5 2% A	1 1%	7 1%	4 1%	1 0%	2 0%	9 1%	5 1%	4 1%	12 1%
Alberta Beef	15 1%	0 -	15 7% ACDEF	0 -	0 -	0 -	0 -	1 0%	6 1%	8 1%	1 0%	14 1%
Fish (unspecified)	14 1%	4 1%	0 -	0 -	2 0%	1 0%	8 5% ABCDE	1 0%	9 1%	4 0%	1 0%	13 1%
Lamb	10 0%	2 1%	0 0%	0 -	5 1%	2 0%	0 -	0 -	5 1%	5 1%	0 -	10 1%
Eggs	7 0%	1 0%	0 -	0 0%	1 0%	1 0%	3 2% D	3 1%	3 0%	1 0%	2 1%	4 0%
Seafood (unspecified)	6 0%	2 1%	0 -	0 -	0 -	1 0%	3 2% D	0 0%	1 0%	5 0%	1 0%	5 0%
Bacon	5 0%	4 1% DE	0 0%	0 -	1 0%	0 -	0 -	4 1% H	0 -	1 0%	1 0%	4 0%
Scallops	4 0%	1 0%	0 -	0 -	0 -	0 -	3 2% DE	0 0%	1 0%	2 0%	1 0%	3 0%
Halibut	3 0%	3 1% D	0 -	0 -	0 -	0 -	0 -	2 0%	0 -	1 0%	0 -	3 0%

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	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
DAIRY	106 5%	6 2%	0 0%	2 1%	19 2%	78 15% ABCDF	1 1%	26 6%	43 5%	37 4%	21 5%	86 5%
Cheese	89 4%	6 2%	0 0%	2 1%	14 2%	66 12% ABCDF	1 1%	22 5%	36 5%	31 3%	14 3%	75 4%
Milk	17 1%	0 -	0 -	0 -	5 1%	13 2% D	0 -	4 1%	7 1%	6 1%	7 1%	11 1%
None	62 3%	6 2%	4 2%	3 2%	23 3%	23 4%	3 2%	16 4%	22 3%	24 2%	13 3%	48 3%
Don't Know	113 5%	22 8%	17 8% F	7 5%	39 5%	23 4%	5 3%	33 8%	36 4%	44 5%	27 6%	86 5%

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

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

REGION													HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids					
		A	B	C	D	E	F	G	H	I	J	K					
Base: All respondents	2201	228	250	231	888	367	236	384	728	1089	383	1818					
Weighted	2201	290	225	143	843	537	163	436	799	966	454	1747					
MEAT/ POULTRY/ FISH/ SUBSTITUTES	625	87	86	39	258	97	59	90	218	318	105	520					
	28%	30%	38%	27%	31%	18%	36%	21%	27%	33%	23%	30%					
		E	CE	E	E		E			GH		J					
Beef (unspecified)	288	31	41	18	143	42	13	38	89	161	49	239					
	13%	11%	18%	12%	17%	8%	8%	9%	11%	17%	11%	14%					
			EF	EF						GH							
Chicken	69	6	4	5	26	17	12	18	28	23	15	54					
	3%	2%	2%	3%	3%	3%	7%	4%	4%	2%	3%	3%					
							ABDE										
Steak	48	2	7	4	18	8	7	3	19	26	15	33					
	2%	1%	3%	3%	2%	2%	4%	1%	2%	3%	3%	2%					
							A										
Meat (unspecified)	39	10	3	2	12	8	3	4	18	17	5	34					
	2%	3%	2%	2%	1%	1%	2%	1%	2%	2%	1%	2%					
Fish (unspecified)	29	3	2	3	9	7	4	6	17	6	1	28					
	1%	1%	1%	2%	1%	1%	3%	1%	2%	1%	0%	2%					
									I								
Salmon	27	8	5	1	10	3	0	1	12	14	1	26					
	1%	3%	2%	1%	1%	1%	0%	0%	1%	1%	0%	1%					
Lobster	27	0	5	2	8	2	11	1	10	16	7	21					
	1%	-	2%	2%	1%	0%	7%	0%	1%	2%	1%	1%					
			A	A			ABCDE										
Alberta Beef	24	2	13	0	7	0	2	3	8	14	2	22					
	1%	1%	6%	-	1%	-	1%	1%	1%	1%	1%	1%					
			ACDEF				E										
Pork	23	3	3	1	9	5	3	4	8	12	2	21					
	1%	1%	1%	0%	1%	1%	2%	1%	1%	1%	0%	1%					
Bacon	16	9	0	0	5	0	1	4	2	10	2	13					
	1%	3%	-	0%	1%	-	1%	1%	0%	1%	0%	1%					
		BDE															
Seafood (unspecified)	13	7	0	2	1	2	1	2	3	7	1	12					
	1%	2%	0%	1%	0%	0%	0%	1%	0%	1%	0%	1%					
		D															
Lamb	6	1	0	0	2	2	0	1	3	3	0	6					
	0	0	0	-	0	0	-	0	0	0	-	0					
Eggs	6	0	0	0	6	1	0	3	0	4	4	3					
	0%	-	-	-	1%	0%	-	1%	-	0%	1%	0%					
Scallops	5	1	1	0	2	0	2	0	2	3	1	4					
	0%	0%	0%	-	0%	-	1%	0%	0%	0%	0%	0%					

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

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	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
							E					
Halibut	3 0%	3 1% D	0 -	0 -	0 -	0 -	0 -	2 0%	0 -	1 0%	0 -	3 0%
OTHER	513 23%	59 20%	43 19%	52 36% ABDF	160 19%	158 29% ABD	43 26% D	115 26%	194 24%	205 21%	117 26%	397 23%
Maple Syrup	79 4%	6 2%	6 3%	7 5%	28 3%	28 5%	4 2%	15 3%	23 3%	41 4%	16 4%	63 4%
Pizza	20 1%	0 -	0 -	5 3% ABE	12 1%	1 0%	3 2% E	3 1%	5 1%	12 1%	9 2% K	11 1%
Bread	14 1%	4 2% E	3 2% E	2 2% DE	3 0%	0 -	1 0%	4 1%	4 1%	6 1%	2 1%	12 1%
Wheat	14 1%	4 1%	1 0%	1 1%	4 0%	4 1%	0 0%	1 0%	8 1%	6 1%	6 1%	8 0%
Poutine	13 1%	0 -	1 0%	0 0%	7 1%	3 1%	1 1%	2 0%	7 1%	3 0%	3 1%	10 1%
Perogies	8 0%	1 0%	1 0%	5 3% ABDE	0 -	0 -	1 1% D	4 1% I	4 0%	0 -	1 0%	7 0%
Wine	7 0%	1 1%	1 1%	0 0%	2 0%	2 0%	0 -	2 1%	1 0%	3 0%	2 0%	5 0%
Produce (unspecified)	5 0%	0 -	1 1%	0 -	4 0%	0 -	1 0%	0 0%	1 0%	4 0%	1 0%	5 0%
Bread	4 0%	0 -	0 -	0 -	1 0%	3 1%	0 -	2 1%	1 0%	1 0%	1 0%	3 0%
Other	349 16%	42 14%	28 13%	31 22% BD	99 12%	117 22% BD	32 20% D	81 19% I	139 17%	129 13%	76 17%	273 16%
VEGETABLES	349 16%	32 11%	32 14%	17 12%	150 18% A	92 17%	26 16%	77 18%	133 17%	138 14%	79 17%	270 15%
Corn/ corn on the cob	106 5%	10 4%	7 3%	4 3%	55 6%	26 5%	5 3%	21 5%	39 5%	46 5%	28 6%	78 4%
Potatoes	93 4%	5 2%	9 4%	8 6% A	33 4%	24 4%	15 9% ADE	28 6%	29 4%	36 4%	16 4%	77 4%
(Fresh) Vegetables (unspecified)	62	10	8	2	20	17	4	12	24	25	20	42

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 - J/K Overlap formulae used.

Reported as means. Columns tested (5% risk level). *ND=NDL* - 5% risk overlap formula used.												
REGION								HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
	3%	3%	4%	1%	2%	3%	3%	3%	3%	3%	4%	2%
Tomatoes	61 3%	4 1%	7 3%	1 1%	29 3%	20 4%	0 0%	10 2%	32 4%	19 2%	8 2%	54 3%
Carrots	11 0%	2 1%	1 0%	2 1%	1 0%	4 1%	1 1%	1 0%	5 1%	4 0%	5 1%	6 0%
Asparagus	8 0%	0 -	0 -	1 0%	7 1%	1 0%	0 -	1 0%	3 0%	4 0%	2 1%	6 0%
Broccoli	6 0%	1 0%	0 -	0 -	4 1%	0 0%	0 -	2 1%	1 0%	3 0%	0 -	6 0%
Beets	1 0	0 -	0 -	0 -	1 0	0 -	0 0	0 -	1 0	0 0	0 -	1 0
FRUITS	347 16%	61 21%	39 17%	17 12%	143 17%	64 12%	22 14%	65 15%	117 15%	164 17%	73 16%	274 16%
Apples	127 6%	13 4%	10 5%	6 4%	65 8%	24 5%	8 5%	23 5%	47 6%	56 6%	23 5%	104 6%
(Fresh) Fruits (unspecified)	63 3%	12 4%	9 4%	4 3%	21 3%	12 2%	5 3%	14 3%	22 3%	27 3%	22 5%	40 2%
Strawberries	41 2%	7 2%	4 2%	0 -	13 2%	12 2%	4 3%	6 1%	15 2%	19 2%	6 1%	35 2%
Peaches	34 2%	12 4%	5 2%	2 2%	11 1%	4 1%	0 0%	7 2%	7 1%	21 2%	4 1%	30 2%
Blueberries	33 1%	5 2%	8 4%	0 -	13 2%	3 1%	4 2%	7 2%	9 1%	17 2%	8 2%	25 1%
Cherries	19 1%	7 2%	1 0%	3 2%	7 1%	0 -	0 0%	6 1%	3 0%	10 1%	4 1%	15 1%
Raspberries	16 1%	4 1%	1 1%	2 1%	3 0%	6 1%	0 0%	1 0%	6 1%	9 1%	5 1%	11 1%
Grapes	8 0%	0 -	1 0%	0 -	5 1%	2 0%	0 -	2 1%	3 0%	2 0%	2 0%	6 0%
Berries (unspecified)	6 0%	2 1%	0 -	0 -	4 0%	1 0%	0 -	0 -	4 0%	2 0%	0 -	6 0%

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

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		BC	AB	SK/MB	Ontario	Quebec	Atlantic		<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F		G	H	I	J	K
DAIRY	110 5%	13 4% F	3 1%	2 2%	33 4%	59 11% F ABCDF	0 0%		19 4%	51 6%	40 4%	26 6%	84 5%
Cheese	94 4%	12 4% F	2 1%	2 2%	30 4%	46 9% F BCDF	0 0%		19 4%	41 5%	33 3%	20 4%	74 4%
Milk	16 1%	1 0%	0 0%	0 -	3 0%	12 2% D	0 -		0 -	10 1%	7 1%	6 1%	11 1%
None	61 3%	12 4%	13 6% DF	2 2%	22 3%	12 2%	1 1%		18 4%	21 3%	22 2%	6 1%	56 3%
Don't Know	196 9%	28 9%	10 4%	13 9%	77 9%	55 10% B	12 8%		51 12%	66 8%	80 8%	49 11%	147 8%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2201	228	250	231	888	367	236	384	728	1089	383	1818
Weighted	2201	290	225	143	843	537	163	436	799	966	454	1747
Strongly agree	637	72	76	57	300	85	47	113	207	317	135	502
	29%	25%	34%	40%	36%	16%	29%	26%	26%	33%	30%	29%
		E	E	AEF	AE		E			GH		
Somewhat agree	1253	168	127	68	478	316	96	246	486	521	261	992
	57%	58%	57%	47%	57%	59%	59%	57%	61%	54%	57%	57%
					C	C	C		I			
Somewhat disagree	279	43	17	18	58	125	18	66	98	115	48	231
	13%	15%	8%	12%	7%	23%	11%	15%	12%	12%	11%	13%
		BD		D		ABCD						
Strongly disagree	32	7	4	1	7	11	2	10	9	13	10	22
	1%	2%	2%	0%	1%	2%	1%	2%	1%	1%	2%	1%
Summary												
Top2Box (Agree)	1890	241	203	125	777	401	143	360	693	837	396	1494
	86%	83%	91%	87%	92%	75%	88%	82%	87%	87%	87%	86%
			AE	E	ACE		E					
Low2Box (Disagree)	311	50	21	18	65	136	20	76	106	128	58	253
	14%	17%	9%	13%	8%	25%	12%	18%	13%	13%	13%	14%
		BD		D		BCD						

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 - J/K Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2201	228	250	231	888	367	236	384	728	1089	383	1818
Weighted	2201	290	225	143	843	537	163	436	799	966	454	1747
Strongly agree	432 20%	47 16%	47 21%	32 22%	170 20%	91 17%	46 28% ADE	95 22%	140 18%	197 20%	102 23%	330 19%
Somewhat agree	1246 57%	183 63% BCF	114 51%	70 49%	486 58% C	312 58%	81 50%	226 52%	486 61% G	533 55%	239 53%	1007 58%
Somewhat disagree	427 19%	47 16%	57 25% AD	32 22%	146 17%	115 21%	30 18%	89 21%	149 19%	189 20%	94 21%	333 19%
Strongly disagree	96 4%	13 4%	7 3%	9 7%	40 5%	19 4%	6 4%	26 6%	24 3%	46 5%	19 4%	76 4%
Summary												
Top2Box (Agree)	1678 76%	230 79%	160 71%	102 71%	656 78%	403 75%	126 78%	321 74%	627 78%	731 76%	341 75%	1337 77%
Low2Box (Disagree)	523 24%	60 21%	64 29%	41 29%	187 22%	134 25%	36 22%	115 26%	173 22%	235 24%	113 25%	410 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/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2201	228	250	231	888	367	236	384	728	1089	383	1818
Weighted	2201	290	225	143	843	537	163	436	799	966	454	1747
Strongly agree	1098	128	101	78	435	268	88	266	410	422	269	830
	50%	44%	45%	54%	52%	50%	54%	61% HI	51% I	44% K	59% K	47%
Somewhat agree	824	119	97	55	303	188	62	130	305	389	138	686
	37%	41%	43%	38%	36%	35%	38%	30% G	38% G	40% G	30% J	39% J
Somewhat disagree	209	27	21	7	80	65	8	22	67	119	34	175
	9%	9%	9%	5%	9%	12% CF	5%	5% GH	8% GH	12% GH	7% GH	10%
Strongly disagree	70	16	6	3	25	16	4	17	17	35	13	57
	3%	6%	3%	2%	3%	3%	2%	4% 4%	2% 2%	4% 4%	3% 3%	3% 3%
Summary												
Top2Box (Agree)	1923	248	197	133	738	456	151	396	715	811	407	1516
	87%	85%	88%	93% AE	88%	85% AE	93% AE	91% I	89% I	84% I	90% I	87% I
Low2Box (Disagree)	278	43	27	10	104	81	12	39	84	155	47	231
	13%	15% CF	12% CF	7% CF	12% CF	15% CF	7% CF	9% CF	11% CF	16% GH	10% GH	13% GH

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2201	228	250	231	888	367	236	384	728	1089	383	181
Weighted	2201	290	225	143	843	537	163	436	799	966	454	1747
Strongly agree	565	53	53	38	262	109	50	132	206	227	135	430
	26%	18%	24%	26%	31%	20%	31%	30%	26%	24%	30%	25%
Somewhat agree	1152	172	103	67	422	305	83	218	421	514	231	921
	52%	59%	46%	47%	50%	57%	51%	50%	53%	53%	51%	53%
Somewhat disagree	393	49	54	29	126	111	24	69	146	179	69	324
	18%	17%	24%	20%	15%	21%	15%	16%	18%	18%	15%	19%
Strongly disagree	90	16	14	9	33	13	6	18	26	46	18	72
	4%	6%	6%	6%	4%	2%	3%	4%	3%	5%	4%	4%
Summary												
Top2Box (Agree)	1718	225	156	105	684	414	133	349	627	741	367	1351
	78%	78%	70%	73%	81%	77%	82%	80%	78%	77%	81%	77%
Low2Box (Disagree)	483	65	68	38	159	123	30	86	172	225	88	396
	22%	22%	30%	27%	19%	23%	18%	20%	22%	23%	19%	23%

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 - J/K Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2201	228	250	231	888	367	236	384	728	1089	383	1818
Weighted	2201	290	225	143	843	537	163	436	799	966	454	1747
Strongly agree	282	48	26	15	131	38	25	57	95	130	57	225
	13%	16% E	12%	10%	16% E	7%	15% E	13%	12%	13%	13%	13%
Somewhat agree	1055	129	96	65	421	253	91	207	392	455	225	829
	48%	44%	43%	45%	50%	47%	56% AB	48%	49%	47%	50%	47%
Somewhat disagree	731	96	86	55	235	218	40	141	260	330	143	588
	33%	33%	38% DF	38% DF	28%	41% DF	25%	32%	33%	34%	32%	34%
Strongly disagree	133	17	16	8	56	28	7	30	52	51	29	104
	6%	6%	7%	6%	7%	5%	4%	7%	6%	5%	6%	6%
Summary												
Top2Box (Agree)	1337	177	122	80	552	290	116	265	488	584	282	1055
	61%	61%	54%	56%	66% BCE	54%	71% BCE	61%	61%	61%	62%	60%
Low2Box (Disagree)	864	114	103	64	290	246	47	171	312	381	172	692
	39%	39%	46% DF	44% DF	34%	46% DF	29%	39%	39%	39%	38%	40%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2201	228	250	231	888	367	236	384	728	1089	383	1818
Weighted	2201	290	225	143	843	537	163	436	799	966	454	1747
Strongly agree	586 27%	83 29%	51 23%	36 25%	249 30% E	120 22%	46 28%	108 25%	202 25%	277 29%	124 27%	463 26%
Somewhat agree	1136 52%	148 51%	115 51%	77 54%	417 49%	290 54%	88 54%	224 51%	437 55%	474 49%	239 53%	896 51%
Somewhat disagree	409 19%	47 16%	51 23% F	26 18%	157 19%	105 20%	23 14%	92 21%	136 17%	181 19%	78 17%	330 19%
Strongly disagree	70 3%	12 4%	7 3%	4 3%	20 2%	22 4%	6 4%	12 3%	24 3%	34 4%	13 3%	58 3%
Summary												
Top2Box (Agree)	1722 78%	232 80%	166 74%	113 79%	666 79%	410 76%	134 82%	332 76%	639 80%	751 78%	363 80%	1359 78%
Low2Box (Disagree)	479 22%	59 20%	58 26%	30 21%	177 21%	127 24%	29 18%	104 24%	160 20%	215 22%	91 20%	388 22%

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 - J/K Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2201	228	250	231	888	367	236	384	728	1089	383	1818
Weighted	2201	290	225	143	843	537	163	436	799	966	454	1747
I sometimes don't buy certain food because it costs too much.	1923 87%	248 85%	197 88%	133 93% AE	738 88%	456 85%	151 93% AE	396 91% I	715 89% I	811 84%	407 90%	1516 87%
I am confident that the food I eat in Canada is safe.	1890 86%	241 83%	203 91% AE	125 87% E	777 92% ACE	401 75%	143 88% E	360 82%	693 87%	837 87%	396 87%	1494 86%
It is important for me to know where my food is grown and produced.	1722 78%	232 80%	166 74%	113 79%	666 79%	410 76%	134 82%	332 76%	639 80%	751 78%	363 80%	1359 78%
Talking to a farmer about how food is grown will help me understand where my food comes from.	1718 78%	225 78%	156 70%	105 73%	684 81% BC	414 77%	133 82% B	349 80%	627 78%	741 77%	367 81%	1351 77%
I trust dietitians to tell me the straight facts on food and nutrition.	1678 76%	230 79%	160 71%	102 71%	656 78%	403 75%	126 78%	321 74%	627 78%	731 76%	341 75%	1337 77%
I know where the food I buy is grown and produced.	1337 61%	177 61%	122 54%	80 56%	552 66% BCE	290 54%	116 71% BCE	265 61%	488 61%	584 61%	282 62%	1055 60%

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 - J/K Overlap formulae used.

	REGION							HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2201	228	250	231	888	367	236	384	728	1089	383	1818
Weighted	2201	290	225	143	843	537	163	436	799	966	454	1747
I know where the food I buy is grown and produced.	864 39%	114 39%	103 46% DF	64 44% DF	290 34%	246 46% DF	47 29%	171 39%	312 39%	381 39%	172 38%	692 40%
I trust dietitians to tell me the straight facts on food and nutrition.	523 24%	60 21%	64 29%	41 29%	187 22%	134 25%	36 22%	115 26%	173 22%	235 24%	113 25%	410 23%
Talking to a farmer about how food is grown will help me understand where my food comes from.	483 22%	65 22%	68 30% DF	38 27% D	159 19%	123 23%	30 18%	86 20%	172 22%	225 23%	88 19%	396 23%
It is important for me to know where my food is grown and produced.	479 22%	59 20%	58 26%	30 21%	177 21%	127 24%	29 18%	104 24%	160 20%	215 22%	91 20%	388 22%
I am confident that the food I eat in Canada is safe.	311 14%	50 17% BD	21 9%	18 13% D	65 8%	136 25% BCDF	20 12%	76 18%	106 13%	128 13%	58 13%	253 14%
I sometimes don't buy certain food because it costs too much.	278 13%	43 15% CF	27 12%	10 7%	104 12%	81 15% CF	12 7%	39 9%	84 11%	155 16% GH	47 10%	231 13%

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 - J/K Overlap formulae used.

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2201	228	250	231	888	367	236	384	728	1089	383	1818
Weighted	2201	290	225	143	843	537	163	436	799	966	454	1747
True	1408	191	158	93	547	306	112	281	500	627	276	1132
	64%	66%	70%	65%	65%	57%	68%	64%	63%	65%	61%	65%
			E		E		E					
False	793	99	67	50	295	231	51	155	299	339	178	615
	36%	34%	30%	35%	35%	43%	32%	36%	37%	35%	39%	35%
						BDF						

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 - J/K Overlap formulae used.

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2201	228	250	231	888	367	236	384	728	1089	383	1818
Weighted	2201	290	225	143	843	537	163	436	799	966	454	1747
True	708	102	54	41	295	152	64	172	260	277	167	541
	32%	35%	24%	29%	35%	28%	39%	39%	32%	29%	37%	31%
		B			B		BCE	I				
False	1493	189	170	102	547	385	99	264	540	689	287	1206
	68%	65%	76%	71%	65%	72%	61%	61%	68%	71%	63%	69%
			ADF	F		F				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 - J/K Overlap formulae used.

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2201	228	250	231	888	367	236	384	728	1089	383	1818
Weighted	2201	290	225	143	843	537	163	436	799	966	454	1747
True	1224	168	113	94	493	263	91	273	434	517	254	970
	56%	58%	50%	66%	59%	49%	56%	63%	54%	53%	56%	56%
False	977	122	111	49	349	274	72	163	365	449	200	777
	44%	42%	50%	34%	41%	51%	44%	37%	46%	47%	44%	44%

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 - J/K Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2201	228	250	231	888	367	236	384	728	1089	383	1818
Weighted	2201	290	225	143	843	537	163	436	799	966	454	1747
True	1307	177	113	81	556	287	92	264	483	560	264	1043
	59%	61%	50%	56%	66%	54%	57%	61%	60%	58%	58%	60%
BCEF												
False	894	113	112	63	286	250	71	172	316	406	190	704
	41%	39%	50%	44%	34%	46%	43%	39%	40%	42%	42%	40%
AD												

3. (True 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 - J/K Overlap formulae used.

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2201	228	250	231	888	367	236	384	728	1089	383	1818
Weighted	2201	290	225	143	843	537	163	436	799	966	454	1747
There are growth hormones given to Canadian cows to increase their milk production.	1408 64%	191 66%	158 70% E	93 65%	547 65% E	306 57%	112 68% E	281 64%	500 63%	627 65%	276 61%	1132 65%
Fruits and vegetables produced close to where I live contain more nutrients than those that traveled from afar.	1307 59%	177 61% B	113 50%	81 56%	556 66% BCE	287 54%	92 57%	264 61%	483 60%	560 58%	264 58%	1043 60%
Fresh fruits and vegetables contain more vitamins and minerals than frozen fruits and vegetables.	1224 56%	168 58%	113 50%	94 66% BE	493 59% E	263 49%	91 56%	273 63% HI	434 54%	517 53%	254 56%	970 56%
Organic foods are more nutritious than conventionally-grown foods.	708 32%	102 35% B	54 24%	41 29%	295 35% B	152 28%	64 39% BCE	172 39% I	260 32%	277 29%	167 37%	541 31%

3. (False 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 - J/K Overlap formulae used.

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2201	228	250	231	888	367	236	384	728	1089	383	1818
Weighted	2201	290	225	143	843	537	163	436	799	966	454	1747
Organic foods are more nutritious than conventionally-grown foods.	1493 68%	189 65%	170 76% ADF	102 71% F	547 65%	385 72% F	99 61%	264 61%	540 68%	689 71% G	287 63%	1206 69%
Fresh fruits and vegetables contain more vitamins and minerals than frozen fruits and vegetables.	977 44%	122 42%	111 50% C	49 34%	349 41%	274 51% CD	72 44%	163 37%	365 46% G	449 47% G	200 44%	777 44%
Fruits and vegetables produced close to where I live contain more nutrients than those that traveled from afar.	894 41%	113 39%	112 50% AD	63 44% D	286 34%	250 46% D	71 43% D	172 39%	316 40%	406 42%	190 42%	704 40%
There are growth hormones given to Canadian cows to increase their milk production.	793 36%	99 34%	67 30%	50 35%	295 35%	231 43% BDF	51 32%	155 36%	299 37%	339 35%	178 39%	615 35%

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

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

REPORTING MEANS: Columns listed (5% risk level) - A-D-G-E-F-H-K overlap format used.												
REGION								HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2201	228	250	231	888	367	236	384	728	1089	383	1818
Weighted	2201	290	225	143	843	537	163	436	799	966	454	1747
Cooking at home more often	1758 80%	244 84% E	189 84% E	117 82% E	689 82% E	388 72% E	131 80% E	340 78% I	646 81% I	772 80% I	372 82% I	1386 79% I
Checking weekly flyers for sales or using coupons	1673 76%	194 67%	171 76%	112 78% A	646 77% A	412 77% A	137 84% AD	342 78% AD	590 74% AD	741 77% AD	369 81% K	1304 75% K
Going without more costly food	1068 49%	153 53%	102 45%	77 54%	399 47%	252 47%	85 52%	245 56% I	399 50% I	423 44% I	244 54% I	823 47% I
Buying in bulk	961 44%	139 48% E	112 50% E	74 52% E	371 44% E	181 34% E	82 51% E	184 42% E	323 40% E	454 47% H	216 48% H	745 43% H
Buying from the farmer's market	602 27%	99 34% E	57 25% E	38 26% E	235 28% E	122 23% E	50 31% E	100 23% E	220 28% E	282 29% E	110 24% E	493 28% E
Growing my own garden	528 24%	79 27%	54 24%	49 34% BDEF	207 25% BDEF	110 20% BDEF	30 18% BDEF	89 20% BDEF	210 26% BDEF	230 24% BDEF	123 27% BDEF	405 23% BDEF
None of the above	80 4%	15 5%	7 3%	4 3%	29 3%	20 4%	5 3%	11 3%	25 3%	44 5%	10 2%	70 4%

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 - J/K Overlap formulae used.

Reported means: Columns listed (5% risk level) - ABCDEF - GH - IJK Overlap formulae used.												
		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2201	228	250	231	888	367	236	384	728	1089	383	1818
Weighted	2201	290	225	143	843	537	163	436	799	966	454	1747
Very well	754	97	89	53	329	127	57	133	266	355	143	610
	34%	34%	40%	37%	39%	24%	35%	30%	33%	37%	32%	35%
		E	E	E	E	E	E					
Well	1302	172	125	84	480	337	103	261	475	566	278	1023
	59%	59%	56%	59%	57%	63%	63%	60%	59%	59%	61%	59%
Not too well	138	21	8	6	31	69	3	41	54	42	32	106
	6%	7%	4%	4%	4%	13%	2%	9%	7%	4%	7%	6%
		F				BCDF		I				
Not well at all	8	0	2	0	2	4	0	1	5	2	0	8
	0%	-	1%	-	0%	1%	-	0%	1%	0%	0%	0%
Summary												
Top2Box (Very well/ well)	2055	269	214	137	809	464	160	394	740	921	422	1634
	93%	93%	95%	96%	96%	86%	98%	90%	93%	95%	93%	94%
		E	E	E	E	AE				GH		
Low2Box (Not too well/ Not well at all)	146	21	10	6	33	73	3	42	59	44	32	113
	7%	7%	5%	4%	4%	14%	2%	10%	7%	5%	7%	6%
		F				ABCDF		I	I			

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 - J/K Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2201	228	250	231	888	367	236	384	728	1089	383	1818
Weighted	2201	290	225	143	843	537	163	436	799	966	454	1747
Very well	698 32%	109 38% F	70 31% F	42 30% F	282 33% F	172 32% F	23 14% F	129 30% F	250 31% F	319 33% F	120 26% J	578 33% J
Well	1169 53%	139 48%	112 50%	69 48%	447 53%	304 57%	98 60% AC	243 56%	428 54%	497 51%	272 60% K	896 51% K
Not too well	317 14%	41 14%	40 18% E	29 20% DE	109 13%	56 10%	41 25% ADE	58 13%	115 14%	144 15%	55 12%	262 15%
Not well at all	17 1%	2 1%	2 1%	3 2% D	4 0%	6 1%	1 1%	6 1%	6 1%	5 1%	7 1%	11 1%
Summary												
Top2Box (Very well/ well)	1867 85%	248 85% F	182 81%	111 78%	730 87% CF	476 89% BCF	120 74%	372 85%	679 85%	816 85%	393 86%	1474 84%
Low2Box (Not too well/ Not well at all)	334 15%	42 15%	43 19% E	32 22% DE	113 13%	61 11%	43 26% ADE	64 15%	121 15%	150 15%	62 14%	273 16%

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 - J/K Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2201	228	250	231	888	367	236	384	728	1089	383	1818
Weighted	2201	290	225	143	843	537	163	436	799	966	454	1747
Very well	780	101	77	55	341	169	39	139	261	380	151	628
	35%	35%	34%	38%	40%	31%	24%	32%	33%	39%	33%	36%
		F	F	F	EF					GH		
Well	1159	150	114	72	423	301	99	240	439	480	253	906
	53%	52%	51%	50%	50%	56%	61%	55%	55%	50%	56%	52%
							D					
Not too well	248	38	32	12	75	65	25	54	95	99	46	202
	11%	13%	14%	9%	9%	12%	16%	12%	12%	10%	10%	12%
			D				D					
Not well at all	15	2	2	4	4	2	0	3	5	7	4	11
	1%	1%	1%	3%	0%	0%	-	1%	1%	1%	1%	1%
				DEF								
Summary												
Top2Box (Very well/ well)	1938	251	191	127	763	469	138	378	700	861	404	1535
	88%	86%	85%	89%	91%	87%	84%	87%	88%	89%	89%	88%
				BF								
Low2Box (Not too well/ Not well at all)	263	40	34	16	79	68	25	58	100	105	50	212
	12%	14%	15%	11%	9%	13%	16%	13%	12%	11%	11%	12%
			D				D					

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

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

REPORTING MEANS: Columns Totaled (0% risk level) - A+B+C+D+E+F+G+H+I+J+K Overlap formulae used.												
	REGION							HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2201	228	250	231	888	367	236	384	728	1089	383	1818
Weighted	2201	290	225	143	843	537	163	436	799	966	454	1747
Very well	549 25%	70 24%	50 22%	34 23%	223 26%	131 24%	42 26%	101 23%	196 25%	252 26%	109 24%	440 25%
Well	1257 57%	139 48%	122 54%	86 60% A	492 58% A	332 62% A	86 53%	239 55%	474 59%	545 56%	274 60%	983 56%
Not too well	368 17%	76 26% CDE	47 21% DE	21 15%	121 14%	68 13%	35 21% DE	89 21%	121 15%	158 16%	68 15%	300 17%
Not well at all	27 1%	6 2%	5 2%	3 2%	6 1%	6 1%	0 0%	7 2%	9 1%	11 1%	3 1%	24 1%
Summary												
Top2Box (Very well/ well)	1806 82%	209 72%	172 77%	119 83% A	715 85% ABF	463 86% ABF	128 78%	339 78%	670 84% G	797 83%	384 85%	1423 81%
Low2Box (Not too well/ Not well at all)	395 18%	81 28% CDE	52 23% DE	24 17%	128 15%	74 14%	35 22% DE	97 22% H	129 16%	169 17%	70 15%	324 19%

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 - J/K Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2201	228	250	231	888	367	236	384	728	1089	383	1818
Weighted	2201	290	225	143	843	537	163	436	799	966	454	1747
Very well	947 43%	114 39%	86 38%	49 34%	400 47% BC	232 43%	66 41%	171 39%	344 43%	431 45%	191 42%	755 43%
Well	1117 51%	154 53%	116 52%	80 56%	403 48%	279 52%	85 52%	236 54%	401 50%	480 50%	227 50%	890 51%
Not too well	130 6%	23 8%	20 9% D	12 8% D	37 4%	26 5%	12 7%	27 6%	52 6%	51 5%	35 8%	95 5%
Not well at all	7 0%	0 -	3 1% E	2 1% E	3 0%	0 -	0 -	2 0%	2 0%	4 0%	1 0%	6 0%
Summary												
Top2Box (Very well/ well)	2064 94%	267 92%	202 90%	129 90%	803 95% BC	511 95% BC	151 93%	407 93%	746 93%	911 94%	418 92%	1646 94%
Low2Box (Not too well/ Not well at all)	137 6%	23 8%	23 10% DE	14 10% DE	40 5%	26 5%	12 7%	29 7%	53 7%	55 6%	36 8%	101 6%

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 - J/K Overlap formulae used.

Reported means: Columns tested (5% risk level) - A-D-G-I-E-H - G-H-I - SK Overlap formulae used.												
		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2201	228	250	231	888	367	236	384	728	1089	383	1818
Weighted	2201	290	225	143	843	537	163	436	799	966	454	1747
Very well	897 41%	111 38%	82 37%	57 40%	373 44%	217 40%	56 35%	164 38%	324 41%	409 42%	184 41%	713 41%
Well	1226 56%	166 57%	131 58%	79 55%	441 52%	307 57%	101 62%	248 57%	448 56%	530 55%	252 55%	974 56%
Not too well	74 3%	13 5%	9 4%	7 5%	27 3%	13 2%	5 3%	23 5%	26 3%	26 3%	18 4%	56 3%
Not well at all	4 0%	0 -	2 1%	0 -	2 0%	0 -	0 -	1 0%	2 0%	1 0%	0 -	4 0%
Summary												
Top2Box (Very well/ well)	2123 96%	277 95%	213 95%	136 95%	814 97%	524 98%	157 97%	412 95%	772 97%	939 97%	436 96%	1687 97%
Low2Box (Not too well/ Not well at all)	78 4%	13 5%	11 5%	7 5%	28 3%	13 2%	5 3%	24 5%	27 3%	27 3%	18 4%	60 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 - J/K Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2201	228	250	231	888	367	236	384	728	1089	383	1818
Weighted	2201	290	225	143	843	537	163	436	799	966	454	1747
Healthy	2123	277	213	136	814	524	157	412	772	939	436	1687
	96%	95%	95%	95%	97%	98%	97%	95%	97%	97% G	96%	97%
Fresh	2064	267	202	129	803	511	151	407	746	911	418	1646
	94%	92%	90%	90%	95% BC	95% BC	93%	93%	93%	94%	92%	94%
Safe	2055	269	214	137	809	464	160	394	740	921	422	1634
	93%	93% E	95% E	96% E	96% E	86%	98% AE	90%	93%	95% GH	93%	94%
Abundant	1938	251	191	127	763	469	138	378	700	861	404	1535
	88%	86%	85%	89%	91% BF	87%	84%	87%	88%	89%	89%	88%
Diverse	1867	248	182	111	730	476	120	372	679	816	393	1474
	85%	85% F	81%	78%	87% CF	89% BCF	74%	85%	85%	85%	86%	84%
Good value for my dollar	1806	209	172	119	715	463	128	339	670	797	384	1423
	82%	72%	77%	83% A	85% ABF	86% ABF	78%	78%	84% G	83%	85%	81%

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 - J/K Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2201	228	250	231	888	367	236	384	728	1089	383	1818
Weighted	2201	290	225	143	843	537	163	436	799	966	454	1747
Good value for my dollar	395	81	52	24	128	74	35	97	129	169	70	324
	18%	28% CDE	23% DE	17%	15%	14%	22% DE	22% H	16%	17%	15%	19%
Diverse	334	42	43	32	113	61	43	64	121	150	62	273
	15%	15%	19% E	22% DE	13%	11%	26% ADE	15%	15%	15%	14%	16%
Abundant	263	40	34	16	79	68	25	58	100	105	50	212
	12%	14%	15% D	11%	9%	13%	16% D	13%	12%	11%	11%	12%
Safe	146	21	10	6	33	73	3	42	59	44	32	113
	7%	7% F	5%	4%	4%	14% ABCDF	2%	10% I	7% I	5%	7%	6%
Fresh	137	23	23	14	40	26	12	29	53	55	36	101
	6%	8%	10% DE	10% DE	5%	5%	7%	7%	7%	6%	8%	6%
Healthy	78	13	11	7	28	13	5	24	27	27	18	60
	4%	5%	5%	5%	3%	2%	3%	5% I	3%	3%	4%	3%