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Locally Produced Food Banner 2

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1. How concerned are you, if at all, with the safety of the food that you eat?

	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		REGION						**HOUSEHOLD INCOME**				**HOUSEHOLD COMPOSITION**	
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1009	126	102	82	368	245	86	304	176	230	147	265	701
Weighted	1009	135	107*	66*	387	242	72*	309	171	230	147	259	706
Very concerned	419	55	46	27	169	89	33	147	65	88	49	108	289
	42.0%	41.0%	43.0%	41.0%	44.0%	37.0%	46.0%	48.0%	38.0%	38.0%	33.0%	42.0%	41.0%
								IJ					
Somewhat concerned	421	63	52	28	132	119	27	121	73	100	64	110	295
	42.0%	46.0%	49.0%	42.0%	34.0%	49.0%	38.0%	39.0%	42.0%	44.0%	43.0%	43.0%	42.0%
		D	D			D							
Not really concerned	157	18	7	10	78	33	11	37	30	39	31	36	114
	16.0%	13.0%	7.0%	16.0%	20.0%	14.0%	15.0%	12.0%	18.0%	17.0%	21.0%	14.0%	16.0%
				B	BE						G		
Not at all concerned	13	0	2	1	9	1	1	4	3	2	3	5	8
	1.0%	-	2.0%	1.0%	2.0%	0	1.0%	1.0%	2.0%	1.0%	2.0%	2.0%	1.0%
Summary													
Top2Box (Concerned)	840	118	98	55	300	209	60	268	138	189	113	218	584
	83.0%	87.0%	92.0%	83.0%	78.0%	86.0%	84.0%	87.0%	81.0%	82.0%	77.0%	84.0%	83.0%
		D	D			D		J					
Low2Box (Not concerned)	169	18	9	11	86	34	12	40	33	41	34	41	122
	17.0%	13.0%	8.0%	17.0%	22.0%	14.0%	16.0%	13.0%	19.0%	18.0%	23.0%	16.0%	17.0%
					ABE						G		

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

2_1. (In general, I trust in the safety of the food I eat) To what extent do you agree or disagree with the following statements?

		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	1009	126	102	82	368	245	86	304	176	230	147	265	701
Weighted	1009	135	107*	66*	387	242	72*	309	171	230	147	259	706
Strongly agree	197	23	19	19	70	53	12	67	31	49	27	46	146
	20.0%	17.0%	18.0%	29.0%	18.0%	22.0%	17.0%	22.0%	18.0%	21.0%	18.0%	18.0%	21.0%
				AD									
Somewhat agree	707	97	73	40	281	164	52	206	126	161	104	183	494
	70.0%	72.0%	69.0%	61.0%	73.0%	68.0%	72.0%	67.0%	74.0%	70.0%	71.0%	70.0%	70.0%
					C								
Somewhat disagree	89	13	12	5	31	22	7	33	13	19	13	27	58
	9.0%	9.0%	11.0%	7.0%	8.0%	9.0%	10.0%	11.0%	7.0%	8.0%	9.0%	10.0%	8.0%
Strongly disagree	16	2	3	2	5	3	1	3	1	1	3	4	9
	2.0%	1.0%	3.0%	3.0%	1.0%	1.0%	1.0%	1.0%	0	0	2.0%	2.0%	1.0%
Summary													
Top2Box (Agree)	904	121	92	59	351	217	63	273	157	210	131	228	640
	90.0%	89.0%	86.0%	90.0%	91.0%	90.0%	89.0%	88.0%	92.0%	91.0%	89.0%	88.0%	91.0%
Low2Box (Disagree)	105	15	15	7	36	25	8	36	14	20	16	31	67
	10.0%	11.0%	14.0%	10.0%	9.0%	10.0%	11.0%	12.0%	8.0%	9.0%	11.0%	12.0%	9.0%

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

2_2. (I make an effort to buy locally-grown and produced food) To what extent do you agree or disagree with the following statements?

				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	1009	126	102	82	368	245	86	304	176	230	147	265	701
Weighted	1009	135	107*	66*	387	242	72*	309	171	230	147	259	706
	306	44	22	14	124	74	29	98	53	67	42	75	214
Strongly agree	30.0%	33.0%	20.0%	22.0%	32.0%	31.0%	40.0%	32.0%	31.0%	29.0%	28.0%	29.0%	30.0%
		B			B		BC						
	524	69	55	36	197	131	35	157	87	125	78	139	364
Somewhat agree	52.0%	51.0%	52.0%	55.0%	51.0%	54.0%	49.0%	51.0%	51.0%	54.0%	53.0%	54.0%	52.0%
	149	18	27	14	52	32	7	44	24	32	23	36	106
Somewhat disagree	15.0%	13.0%	25.0%	21.0%	13.0%	13.0%	9.0%	14.0%	14.0%	14.0%	16.0%	14.0%	15.0%
			ADEF	F									
	31	4	3	2	14	6	2	10	7	6	3	9	22
Strongly disagree	3.0%	3.0%	3.0%	2.0%	4.0%	2.0%	2.0%	3.0%	4.0%	3.0%	2.0%	3.0%	3.0%
Summary													
	830	113	77	50	321	205	64	255	140	192	120	215	578
Top2Box (Agree)	82.0%	83.0%	72.0%	77.0%	83.0%	85.0%	89.0%	83.0%	82.0%	83.0%	82.0%	83.0%	82.0%
		B			B	B	BC						
	179	22	30	15	66	38	8	54	31	38	27	44	128
Low2Box (Disagree)	18.0%	17.0%	28.0%	23.0%	17.0%	15.0%	11.0%	17.0%	18.0%	17.0%	18.0%	17.0%	18.0%
			ADEF	F									

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

2_3. (I am willing to pay more for food if it is locally-grown or produced) To what extent do you agree or disagree with the following statements?

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
		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	1009	126	102	82	368	245	86	304	176	230	147	265	701
Weighted	1009	135	107*	66*	387	242	72*	309	171	230	147	259	706
Strongly agree	192	25	18	11	68	53	18	60	31	43	28	50	131
	19.0%	18.0%	17.0%	16.0%	18.0%	22.0%	25.0%	19.0%	18.0%	19.0%	19.0%	19.0%	19.0%
Somewhat agree	501	59	49	32	203	116	41	139	91	117	89	136	342
	50.0%	44.0%	45.0%	49.0%	53.0%	48.0%	57.0%	45.0%	53.0%	51.0%	61.0%	53.0%	48.0%
											G		
Somewhat disagree	253	40	35	19	90	58	11	87	37	53	25	58	188
	25.0%	29.0%	33.0%	29.0%	23.0%	24.0%	15.0%	28.0%	22.0%	23.0%	17.0%	22.0%	27.0%
		F	F	F				J					
Strongly disagree	63	11	5	4	25	16	2	23	11	17	5	15	46
	6.0%	8.0%	5.0%	6.0%	6.0%	6.0%	2.0%	8.0%	6.0%	7.0%	4.0%	6.0%	6.0%
Summary													
Top2Box (Agree)	693	84	66	43	272	169	59	199	122	160	117	186	473
	69.0%	62.0%	62.0%	65.0%	70.0%	70.0%	82.0%	64.0%	72.0%	69.0%	79.0%	72.0%	67.0%
							ABCDE				GI		
Low2Box (Disagree)	316	51	41	23	115	73	13	110	48	70	30	73	233
	31.0%	38.0%	38.0%	35.0%	30.0%	30.0%	18.0%	36.0%	28.0%	31.0%	21.0%	28.0%	33.0%
		F	F	F	F	F		J		J			

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

2_4. (Importing food from all over the world is bad for the environment) To what extent do you agree or disagree with the following statements?

				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	1009	126	102	82	368	245	86	304	176	230	147	265	701
Weighted	1009	135	107*	66*	387	242	72*	309	171	230	147	259	706
Strongly agree	156	23	19	4	61	38	12	53	26	37	24	40	109
	15.0%	17.0%	18.0%	5.0%	16.0%	16.0%	17.0%	17.0%	15.0%	16.0%	17.0%	15.0%	15.0%
		C	C		C	C	C						
Somewhat agree	415	57	35	29	162	107	25	119	79	99	54	108	291
	41.0%	42.0%	32.0%	44.0%	42.0%	44.0%	34.0%	38.0%	46.0%	43.0%	36.0%	42.0%	41.0%
						B							
Somewhat disagree	381	49	45	28	137	92	30	117	58	82	60	97	265
	38.0%	36.0%	42.0%	42.0%	36.0%	38.0%	41.0%	38.0%	34.0%	36.0%	41.0%	38.0%	37.0%
Strongly disagree	57	6	8	5	27	6	5	20	9	13	9	14	42
	6.0%	4.0%	7.0%	8.0%	7.0%	2.0%	8.0%	6.0%	5.0%	5.0%	6.0%	5.0%	6.0%
			E	E	E		E						
Summary													
Top2Box (Agree)	571	80	54	32	223	145	37	172	104	135	78	148	400
	57.0%	59.0%	50.0%	49.0%	58.0%	60.0%	51.0%	56.0%	61.0%	59.0%	53.0%	57.0%	57.0%
Low2Box (Disagree)	438	55	53	33	164	97	35	137	67	94	69	111	307
	43.0%	41.0%	50.0%	51.0%	42.0%	40.0%	49.0%	44.0%	39.0%	41.0%	47.0%	43.0%	43.0%

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

2_5. (I trust food that comes from Canada more than food that comes from abroad) To what extent do you agree or disagree with the following statements?

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
		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	1009	126	102	82	368	245	86	304	176	230	147	265	701
Weighted	1009	135	107*	66*	387	242	72*	309	171	230	147	259	706
	365	51	32	23	151	73	34	119	58	81	50	95	251
Strongly agree	36.0%	38.0%	30.0%	35.0%	39.0%	30.0%	47.0%	39.0%	34.0%	35.0%	34.0%	37.0%	36.0%
					E		BE						
	510	70	57	35	189	124	36	143	92	117	78	127	366
Somewhat agree	51.0%	52.0%	53.0%	53.0%	49.0%	51.0%	50.0%	46.0%	54.0%	51.0%	53.0%	49.0%	52.0%
	117	11	17	6	40	42	2	38	18	30	18	35	77
Somewhat disagree	12.0%	8.0%	16.0%	10.0%	10.0%	17.0%	2.0%	12.0%	11.0%	13.0%	12.0%	13.0%	11.0%
			F	F	F	ADF							
	16	4	1	1	7	3	1	9	2	2	0	2	13
Strongly disagree	2.0%	3.0%	1.0%	2.0%	2.0%	1.0%	1.0%	3.0%	1.0%	1.0%	-	1.0%	2.0%
								J					
Summary													
	875	121	90	58	340	197	69	261	150	198	129	222	617
Top2Box (Agree)	87.0%	89.0%	84.0%	88.0%	88.0%	81.0%	97.0%	85.0%	88.0%	86.0%	88.0%	86.0%	87.0%
		E			E		BCDE						
	134	14	17	8	46	45	2	47	21	32	18	37	90
Low2Box (Disagree)	13.0%	11.0%	16.0%	12.0%	12.0%	19.0%	3.0%	15.0%	12.0%	14.0%	12.0%	14.0%	13.0%
			F	F	F	ADF							

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

2. (Top2box Summary) To what extent do you agree or disagree with the following statements?

	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1009	126	102	82	368	245	86	304	176	230	147	265	701
Weighted	1009	135	107*	66*	387	242	72*	309	171	230	147	259	706
In general, I trust in the safety of the food I eat	904	121	92	59	351	217	63	273	157	210	131	228	640
	90.0%	89.0%	86.0%	90.0%	91.0%	90.0%	89.0%	88.0%	92.0%	91.0%	89.0%	88.0%	91.0%
I trust food that comes from Canada more than food that comes from abroad	875	121	90	58	340	197	69	261	150	198	129	222	617
	87.0%	89.0%	84.0%	88.0%	88.0%	81.0%	97.0%	85.0%	88.0%	86.0%	88.0%	86.0%	87.0%
		E			E		BCDE						
I make an effort to buy locally-grown and produced food	830	113	77	50	321	205	64	255	140	192	120	215	578
	82.0%	83.0%	72.0%	77.0%	83.0%	85.0%	89.0%	83.0%	82.0%	83.0%	82.0%	83.0%	82.0%
		B			B	B	BC						
I am willing to pay more for food if it is locally-grown or produced	693	84	66	43	272	169	59	199	122	160	117	186	473
	69.0%	62.0%	62.0%	65.0%	70.0%	70.0%	82.0%	64.0%	72.0%	69.0%	79.0%	72.0%	67.0%
							ABCDE				GI		
Importing food from all over the world is bad for the environment	571	80	54	32	223	145	37	172	104	135	78	148	400
	57.0%	59.0%	50.0%	49.0%	58.0%	60.0%	51.0%	56.0%	61.0%	59.0%	53.0%	57.0%	57.0%

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

2. (Low2box Summary) To what extent do you agree or disagree with the following statements?

				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	1009	126	102	82	368	245	86	304	176	230	147	265	701
Weighted	1009	135	107*	66*	387	242	72*	309	171	230	147	259	706
Importing food from all over the world is bad for the environment	438	55	53	33	164	97	35	137	67	94	69	111	307
	43.0%	41.0%	50.0%	51.0%	42.0%	40.0%	49.0%	44.0%	39.0%	41.0%	47.0%	43.0%	43.0%
I am willing to pay more for food if it is locally-grown or produced	316	51	41	23	115	73	13	110	48	70	30	73	233
	31.0%	38.0%	38.0%	35.0%	30.0%	30.0%	18.0%	36.0%	28.0%	31.0%	21.0%	28.0%	33.0%
		F	F	F	F	F		J		J			
I make an effort to buy locally-grown and produced food	179	22	30	15	66	38	8	54	31	38	27	44	128
	18.0%	17.0%	28.0%	23.0%	17.0%	15.0%	11.0%	17.0%	18.0%	17.0%	18.0%	17.0%	18.0%
			ADEF	F									
I trust food that comes from Canada more than food that comes from abroad	134	14	17	8	46	45	2	47	21	32	18	37	90
	13.0%	11.0%	16.0%	12.0%	12.0%	19.0%	3.0%	15.0%	12.0%	14.0%	12.0%	14.0%	13.0%
			F	F	F	ADF							
In general, I trust in the safety of the food I eat	105	15	15	7	36	25	8	36	14	20	16	31	67
	10.0%	11.0%	14.0%	10.0%	9.0%	10.0%	11.0%	12.0%	8.0%	9.0%	11.0%	12.0%	9.0%

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

3_1. (Meat) To what extent do you trust the following types of food:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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	1009	126	102	82	368	245	86	304	176	230	147	265	701
Weighted	1009	135	107*	66*	387	242	72*	309	171	230	147	259	706
Trust completely	134	17	13	13	50	31	10	36	25	35	15	38	91
	13.0%	12.0%	13.0%	19.0%	13.0%	13.0%	13.0%	12.0%	15.0%	15.0%	10.0%	15.0%	13.0%
Trust somewhat	647	83	68	41	266	149	40	194	110	146	105	168	453
	64.0%	61.0%	64.0%	62.0%	69.0%	61.0%	56.0%	63.0%	64.0%	64.0%	71.0%	65.0%	64.0%
					F								
Don't trust very much	195	29	22	11	61	53	19	69	30	46	22	48	136
	19.0%	22.0%	20.0%	17.0%	16.0%	22.0%	26.0%	22.0%	17.0%	20.0%	15.0%	19.0%	19.0%
							D						
Don't trust at all	34	7	3	1	10	10	3	9	7	3	5	6	26
	3.0%	5.0%	3.0%	1.0%	2.0%	4.0%	4.0%	3.0%	4.0%	1.0%	3.0%	2.0%	4.0%
Summary													
Top2Box (Trust)	781	99	82	54	316	180	50	231	135	182	120	205	544
	77.0%	73.0%	76.0%	81.0%	82.0%	74.0%	69.0%	75.0%	79.0%	79.0%	81.0%	79.0%	77.0%
					AEF								
Low2Box (Don't trust)	228	36	25	12	71	62	22	78	36	48	27	54	162
	23.0%	27.0%	24.0%	19.0%	18.0%	26.0%	31.0%	25.0%	21.0%	21.0%	19.0%	21.0%	23.0%
		D				D	D						

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

3_2. (Fruit) To what extent do you trust the following types of food:

				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	1009	126	102	82	368	245	86	304	176	230	147	265	701
Weighted	1009	135	107*	66*	387	242	72*	309	171	230	147	259	706
	354	48	31	21	136	93	25	110	65	80	53	94	246
Trust completely	35.0%	36.0%	29.0%	32.0%	35.0%	38.0%	35.0%	35.0%	38.0%	35.0%	36.0%	36.0%	35.0%
	600	80	68	42	231	132	47	180	96	140	88	153	423
Trust somewhat	59.0%	59.0%	64.0%	64.0%	60.0%	54.0%	65.0%	58.0%	56.0%	61.0%	60.0%	59.0%	60.0%
	49	5	6	2	20	17	0	19	9	9	5	12	33
Don't trust very much	5.0%	4.0%	6.0%	2.0%	5.0%	7.0%	-	6.0%	5.0%	4.0%	3.0%	5.0%	5.0%
			F		F	F							
	5	2	1	1	0	1	0	1	1	0	1	0	4
Don't trust at all	1.0%	2.0%	1.0%	1.0%	-	0	-	0	1.0%	-	1.0%	-	1.0%
		D	D	D									
Summary													
	954	128	100	63	367	224	72	289	161	221	141	247	669
Top2Box (Trust)	95.0%	95.0%	93.0%	96.0%	95.0%	93.0%	100.0%	94.0%	94.0%	96.0%	96.0%	95.0%	95.0%
							ABDE						
	55	7	7	3	20	18	0	20	10	9	6	12	37
Low2Box (Don't trust)	5.0%	5.0%	7.0%	4.0%	5.0%	7.0%	-	6.0%	6.0%	4.0%	4.0%	5.0%	5.0%
		F	F		F	F							

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

3_3. (Vegetables) To what extent do you trust the following types of food:

					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	1009	126	102	82	368	245	86	304	176	230	147	265	701
Weighted	1009	135	107*	66*	387	242	72*	309	171	230	147	259	706
	390	49	37	23	148	104	30	125	67	88	60	106	271
Trust completely	39.0%	36.0%	34.0%	34.0%	38.0%	43.0%	42.0%	41.0%	39.0%	38.0%	41.0%	41.0%	38.0%
	575	79	62	40	224	128	42	170	95	136	79	144	404
Trust somewhat	57.0%	58.0%	58.0%	62.0%	58.0%	53.0%	58.0%	55.0%	55.0%	59.0%	54.0%	55.0%	57.0%
	38	4	7	2	14	11	0	12	8	6	7	9	26
Don't trust very much	4.0%	3.0%	7.0%	2.0%	4.0%	5.0%	-	4.0%	5.0%	3.0%	5.0%	3.0%	4.0%
			F										
	5	3	1	1	0	0	0	1	1	0	1	0	5
Don't trust at all	1.0%	2.0%	1.0%	1.0%	-	-	-	0	1.0%	-	1.0%	-	1.0%
		DE	D	DE									
Summary													
	966	128	99	63	373	231	72	296	162	224	139	250	675
Top2Box (Trust)	96.0%	95.0%	92.0%	96.0%	96.0%	95.0%	100.0%	96.0%	95.0%	97.0%	94.0%	97.0%	96.0%
							AB						
	43	7	8	3	14	11	0	13	9	6	8	9	31
Low2Box (Don't trust)	4.0%	5.0%	8.0%	4.0%	4.0%	5.0%	-	4.0%	5.0%	3.0%	6.0%	3.0%	4.0%
		F	F										

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

3_4. (Dairy) To what extent do you trust the following types of food:

					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	1009	126	102	82	368	245	86	304	176	230	147	265	701
Weighted	1009	135	107*	66*	387	242	72*	309	171	230	147	259	706
Trust completely	401	46	35	27	142	119	32	126	69	102	58	106	282
	40.0%	34.0%	33.0%	42.0%	37.0%	49.0%	45.0%	41.0%	40.0%	44.0%	39.0%	41.0%	40.0%
						ABD							
Trust somewhat	538	80	64	33	216	109	36	154	91	119	80	137	376
	53.0%	59.0%	60.0%	50.0%	56.0%	45.0%	51.0%	50.0%	54.0%	52.0%	54.0%	53.0%	53.0%
		E	E		E								
Don't trust very much	58	5	7	5	26	13	2	26	8	8	6	15	40
	6.0%	4.0%	7.0%	7.0%	7.0%	5.0%	3.0%	8.0%	5.0%	4.0%	4.0%	6.0%	6.0%
								I					
Don't trust at all	12	4	1	1	3	2	1	4	3	0	3	2	9
	1.0%	3.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	2.0%	-	2.0%	1.0%	1.0%
											I		
Summary													
Top2Box (Trust)	939	127	99	60	358	228	69	279	160	221	137	242	658
	93.0%	94.0%	92.0%	92.0%	93.0%	94.0%	96.0%	90.0%	94.0%	96.0%	93.0%	93.0%	93.0%
										G			
Low2Box (Don't trust)	70	9	8	6	29	15	3	30	11	8	10	17	48
	7.0%	6.0%	8.0%	8.0%	7.0%	6.0%	4.0%	10.0%	6.0%	4.0%	7.0%	7.0%	7.0%
								I					

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

3_5. (Grains and breads) To what extent do you trust the following types of food:

					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	1009	126	102	82	368	245	86	304	176	230	147	265	701
Weighted	1009	135	107*	66*	387	242	72*	309	171	230	147	259	706
Trust completely	545	61	55	34	215	141	38	161	95	135	84	140	383
	54.0%	45.0%	52.0%	52.0%	56.0%	58.0%	53.0%	52.0%	56.0%	59.0%	57.0%	54.0%	54.0%
						A							
Trust somewhat	434	65	49	28	162	97	33	139	70	89	58	115	299
	43.0%	48.0%	46.0%	42.0%	42.0%	40.0%	47.0%	45.0%	41.0%	39.0%	39.0%	44.0%	42.0%
Don't trust very much	25	7	3	2	10	4	0	7	5	5	4	5	20
	3.0%	5.0%	3.0%	3.0%	3.0%	1.0%	-	2.0%	3.0%	2.0%	3.0%	2.0%	3.0%
		EF											
Don't trust at all	4	2	0	2	0	0	0	1	0	1	1	0	4
	0	2.0%	-	3.0%	-	-	-	0	-	0	1.0%	-	1.0%
		D		DE									
Summary													
Top2Box (Trust)	980	126	104	62	377	239	72	300	166	224	142	254	682
	97.0%	93.0%	97.0%	95.0%	97.0%	99.0%	100.0%	97.0%	97.0%	98.0%	97.0%	98.0%	97.0%
					A	AC	AC						
Low2Box (Don't trust)	29	9	3	4	10	4	0	9	5	5	5	5	24
	3.0%	7.0%	3.0%	5.0%	3.0%	1.0%	-	3.0%	3.0%	2.0%	3.0%	2.0%	3.0%
		DEF		EF									

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

3. (Top2box Summary) To what extent do you trust the following types of food:

	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
					REGION				**HOUSEHOLD INCOME**			**HOUSEHOLD COMPOSITION**	
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1009	126	102	82	368	245	86	304	176	230	147	265	701
Weighted	1009	135	107*	66*	387	242	72*	309	171	230	147	259	706
Grains and breads	980	126	104	62	377	239	72	300	166	224	142	254	682
	97.0%	93.0%	97.0%	95.0%	97.0%	99.0%	100.0%	97.0%	97.0%	98.0%	97.0%	98.0%	97.0%
					A	AC	AC						
Vegetables	966	128	99	63	373	231	72	296	162	224	139	250	675
	96.0%	95.0%	92.0%	96.0%	96.0%	95.0%	100.0%	96.0%	95.0%	97.0%	94.0%	97.0%	96.0%
							AB						
Fruit	954	128	100	63	367	224	72	289	161	221	141	247	669
	95.0%	95.0%	93.0%	96.0%	95.0%	93.0%	100.0%	94.0%	94.0%	96.0%	96.0%	95.0%	95.0%
							ABDE						
Dairy	939	127	99	60	358	228	69	279	160	221	137	242	658
	93.0%	94.0%	92.0%	92.0%	93.0%	94.0%	96.0%	90.0%	94.0%	96.0%	93.0%	93.0%	93.0%
										G			
Meat	781	99	82	54	316	180	50	231	135	182	120	205	544
	77.0%	73.0%	76.0%	81.0%	82.0%	74.0%	69.0%	75.0%	79.0%	79.0%	81.0%	79.0%	77.0%
					AEF								

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

3. (Low2box Summary) To what extent do you trust the following types of food:

	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
								HOUSEHOLD INCOME				**HOUSEHOLD COMPOSITION**	
		REGION											
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1009	126	102	82	368	245	86	304	176	230	147	265	701
Weighted	1009	135	107*	66*	387	242	72*	309	171	230	147	259	706
Meat	228	36	25	12	71	62	22	78	36	48	27	54	162
	23.0%	27.0%	24.0%	19.0%	18.0%	26.0%	31.0%	25.0%	21.0%	21.0%	19.0%	21.0%	23.0%
		D				D	D						
Dairy	70	9	8	6	29	15	3	30	11	8	10	17	48
	7.0%	6.0%	8.0%	8.0%	7.0%	6.0%	4.0%	10.0%	6.0%	4.0%	7.0%	7.0%	7.0%
								I					
Fruit	55	7	7	3	20	18	0	20	10	9	6	12	37
	5.0%	5.0%	7.0%	4.0%	5.0%	7.0%	-	6.0%	6.0%	4.0%	4.0%	5.0%	5.0%
		F	F		F	F							
Vegetables	43	7	8	3	14	11	0	13	9	6	8	9	31
	4.0%	5.0%	8.0%	4.0%	4.0%	5.0%	-	4.0%	5.0%	3.0%	6.0%	3.0%	4.0%
		F	F										
Grains and breads	29	9	3	4	10	4	0	9	5	5	5	5	24
	3.0%	7.0%	3.0%	5.0%	3.0%	1.0%	-	3.0%	3.0%	2.0%	3.0%	2.0%	3.0%
		DEF		EF									

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

4_1. [Canadian Food Inspection Agency] Would you say the following organizations are doing a very good, good, bad or very bad job when it comes to ensuring the quality and safety of various food and agricultural products in Canada:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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	1009	126	102	82	368	245	86	304	176	230	147	265	701
Weighted	1009	135	107*	66*	387	242	72*	309	171	230	147	259	706
Canadian Food Inspection Agency													
Very good	144	9	16	12	48	50	9	44	28	36	20	43	93
	14.0%	7.0%	15.0%	18.0%	12.0%	21.0%	13.0%	14.0%	16.0%	16.0%	14.0%	17.0%	13.0%
			A	A		AD							
Good	573	75	57	37	219	143	41	172	94	132	87	161	390
	57.0%	56.0%	54.0%	56.0%	57.0%	59.0%	57.0%	56.0%	55.0%	58.0%	59.0%	62.0%	55.0%
Bad	234	42	27	15	98	34	18	74	42	47	29	44	179
	23.0%	31.0%	25.0%	22.0%	25.0%	14.0%	26.0%	24.0%	25.0%	20.0%	20.0%	17.0%	25.0%
		E	E		E		E						K
Very bad	58	9	7	3	21	15	3	19	7	14	10	11	45
	6.0%	7.0%	7.0%	4.0%	6.0%	6.0%	4.0%	6.0%	4.0%	6.0%	7.0%	4.0%	6.0%
Summary													
Top2Box (Very good/ Good)	717	84	73	48	268	193	50	216	122	168	107	204	483
	71.0%	62.0%	69.0%	74.0%	69.0%	80.0%	70.0%	70.0%	71.0%	73.0%	73.0%	79.0%	68.0%
						ABD						L	
Low2Box (Bad/ Very bad)	292	51	34	17	119	49	22	92	49	61	40	55	224
	29.0%	38.0%	31.0%	26.0%	31.0%	20.0%	30.0%	30.0%	29.0%	27.0%	27.0%	21.0%	32.0%
		E	E		E								K

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

4_2. [Livestock farmers] Would you say the following organizations are doing a very good, good, bad or very bad job when it comes to ensuring the quality and safety of various food and agricultural products in Canada:

				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	1009	126	102	82	368	245	86	304	176	230	147	265	701
Weighted	1009	135	107*	66*	387	242	72*	309	171	230	147	259	706
Livestock farmers													
Very good	221	21	25	13	76	69	17	59	40	63	30	65	142
	22.0%	15.0%	23.0%	20.0%	20.0%	29.0%	23.0%	19.0%	24.0%	28.0%	21.0%	25.0%	20.0%
						AD				G			
Good	674	93	72	47	265	151	46	214	108	143	103	170	478
	67.0%	69.0%	67.0%	72.0%	68.0%	63.0%	64.0%	69.0%	63.0%	62.0%	70.0%	65.0%	68.0%
Bad	98	18	9	4	39	20	8	30	18	23	12	22	73
	10.0%	13.0%	9.0%	6.0%	10.0%	8.0%	11.0%	10.0%	11.0%	10.0%	8.0%	8.0%	10.0%
Very bad	16	4	1	1	7	2	1	6	4	1	2	3	13
	2.0%	3.0%	1.0%	2.0%	2.0%	1.0%	1.0%	2.0%	2.0%	0	1.0%	1.0%	2.0%
Summary													
Top2Box (Very good/ Good)	895	114	96	61	341	221	63	273	149	206	133	235	620
	89.0%	84.0%	90.0%	93.0%	88.0%	91.0%	88.0%	88.0%	87.0%	90.0%	91.0%	91.0%	88.0%
Low2Box (Bad/ Very bad)	114	22	11	5	46	22	9	36	22	24	14	25	87
	11.0%	16.0%	10.0%	7.0%	12.0%	9.0%	12.0%	12.0%	13.0%	10.0%	9.0%	9.0%	12.0%

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

4_3. [Farmers (growers of produce, wheat, etc)] Would you say the following organizations are doing a very good, good, bad or very bad job when it comes to ensuring the quality and safety of various food and agricultural products in Canada:

				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	1009	126	102	82	368	245	86	304	176	230	147	265	701
Weighted	1009	135	107*	66*	387	242	72*	309	171	230	147	259	706
Farmers (growers of produce, wheat, etc)													
Very good	337	39	32	19	130	92	25	105	50	85	53	90	234
	33.0%	29.0%	30.0%	29.0%	34.0%	38.0%	34.0%	34.0%	30.0%	37.0%	36.0%	35.0%	33.0%
Good	636	91	69	46	244	140	46	191	113	140	90	161	446
	63.0%	67.0%	65.0%	70.0%	63.0%	58.0%	64.0%	62.0%	66.0%	61.0%	61.0%	62.0%	63.0%
Bad	29	4	5	0	12	7	0	12	6	4	3	7	22
	3.0%	3.0%	5.0%	-	3.0%	3.0%	-	4.0%	3.0%	2.0%	2.0%	3.0%	3.0%
Very bad	7	1	1	1	0	3	1	1	2	1	1	1	4
	1.0%	1.0%	1.0%	2.0%	-	1.0%	1.0%	0	1.0%	0	1.0%	0	1.0%
				D		D	D						
Summary													
Top2Box (Very good/ Good)	973	130	101	65	374	232	71	296	163	225	143	252	680
	96.0%	96.0%	95.0%	98.0%	97.0%	96.0%	99.0%	96.0%	96.0%	98.0%	97.0%	97.0%	96.0%
Low2Box (Bad/ Very bad)	36	5	6	1	12	10	1	13	8	5	4	8	26
	4.0%	4.0%	5.0%	2.0%	3.0%	4.0%	1.0%	4.0%	4.0%	2.0%	3.0%	3.0%	4.0%

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

4_4. [Grocery stores] Would you say the following organizations are doing a very good, good, bad or very bad job when it comes to ensuring the quality and safety of various food and agricultural products in Canada:

	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
					REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1009	126	102	82	368	245	86	304	176	230	147	265	701
Weighted	1009	135	107*	66*	387	242	72*	309	171	230	147	259	706
Grocery stores													
Very good	154	21	15	13	43	51	10	58	23	40	16	37	109
	15.0%	16.0%	14.0%	19.0%	11.0%	21.0%	15.0%	19.0%	13.0%	17.0%	11.0%	14.0%	15.0%
				D		D		J					
Good	713	94	77	46	284	162	51	206	126	161	106	183	500
	71.0%	69.0%	72.0%	70.0%	73.0%	67.0%	71.0%	67.0%	74.0%	70.0%	72.0%	71.0%	71.0%
Bad	125	18	13	7	51	27	10	40	19	28	18	37	83
	12.0%	13.0%	12.0%	11.0%	13.0%	11.0%	13.0%	13.0%	11.0%	12.0%	13.0%	14.0%	12.0%
Very bad	17	3	2	0	9	2	1	5	2	1	6	2	14
	2.0%	2.0%	2.0%	-	2.0%	1.0%	1.0%	2.0%	1.0%	0	4.0%	1.0%	2.0%
											I		
Summary													
Top2Box (Very good/ Good)	867	115	92	58	327	213	61	264	149	201	122	220	609
	86.0%	85.0%	86.0%	89.0%	84.0%	88.0%	86.0%	86.0%	87.0%	87.0%	83.0%	85.0%	86.0%
Low2Box (Bad/ Very bad)	142	21	15	7	60	29	10	45	22	29	25	39	98
	14.0%	15.0%	14.0%	11.0%	16.0%	12.0%	14.0%	14.0%	13.0%	13.0%	17.0%	15.0%	14.0%

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

4_5. [Local markets, butchers, etc.] Would you say the following organizations are doing a very good, good, bad or very bad job when it comes to ensuring the quality and safety of various food and agricultural products in Canada:

	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
						REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1009	126	102	82	368	245	86	304	176	230	147	265	701
Weighted	1009	135	107*	66*	387	242	72*	309	171	230	147	259	706
Local markets, butchers, etc.													
Very good	277	39	24	15	100	79	20	89	45	68	38	77	187
	27.0%	29.0%	22.0%	23.0%	26.0%	33.0%	29.0%	29.0%	26.0%	30.0%	26.0%	30.0%	26.0%
Good	672	87	72	49	269	150	45	198	119	152	100	178	471
	67.0%	65.0%	68.0%	74.0%	69.0%	62.0%	62.0%	64.0%	70.0%	66.0%	68.0%	69.0%	67.0%
				E									
Bad	53	8	10	2	16	13	5	21	6	9	8	5	44
	5.0%	6.0%	9.0%	2.0%	4.0%	5.0%	7.0%	7.0%	3.0%	4.0%	5.0%	2.0%	6.0%
													K
Very bad	6	1	1	0	2	0	2	1	1	0	2	0	4
	1.0%	1.0%	1.0%	-	0	-	2.0%	0	1.0%	-	1.0%	-	1.0%
							E						
Summary													
Top2Box (Very good/ Good)	950	126	96	64	369	229	65	287	164	220	138	255	658
	94.0%	93.0%	90.0%	98.0%	95.0%	95.0%	91.0%	93.0%	96.0%	96.0%	94.0%	98.0%	93.0%
				B								L	
Low2Box (Bad/ Very bad)	59	9	11	2	18	13	7	21	7	9	9	5	49
	6.0%	7.0%	10.0%	2.0%	5.0%	5.0%	9.0%	7.0%	4.0%	4.0%	6.0%	2.0%	7.0%
			D										K

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

4. (Top2Box Summary) Would you say the following organizations are doing a very good, good, bad or very bad job when it comes to ensuring the quality and safety of various food and agricultural products in Canada:

	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
					REGION				**HOUSEHOLD INCOME**			**HOUSEHOLD COMPOSITION**	
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1009	126	102	82	368	245	86	304	176	230	147	265	701
Weighted	1009	135	107*	66*	387	242	72*	309	171	230	147	259	706
Farmers (growers of produce, wheat, etc)	973	130	101	65	374	232	71	296	163	225	143	252	680
	96.0%	96.0%	95.0%	98.0%	97.0%	96.0%	99.0%	96.0%	96.0%	98.0%	97.0%	97.0%	96.0%
Local markets, butchers, etc.	950	126	96	64	369	229	65	287	164	220	138	255	658
	94.0%	93.0%	90.0%	98.0%	95.0%	95.0%	91.0%	93.0%	96.0%	96.0%	94.0%	98.0%	93.0%
					B							L	
Livestock farmers	895	114	96	61	341	221	63	273	149	206	133	235	620
	89.0%	84.0%	90.0%	93.0%	88.0%	91.0%	88.0%	88.0%	87.0%	90.0%	91.0%	91.0%	88.0%
Grocery stores	867	115	92	58	327	213	61	264	149	201	122	220	609
	86.0%	85.0%	86.0%	89.0%	84.0%	88.0%	86.0%	86.0%	87.0%	87.0%	83.0%	85.0%	86.0%
Canadian Food Inspection Agency	717	84	73	48	268	193	50	216	122	168	107	204	483
	71.0%	62.0%	69.0%	74.0%	69.0%	80.0%	70.0%	70.0%	71.0%	73.0%	73.0%	79.0%	68.0%
						ABD						L	

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

4. (Low2Box Summary) Would you say the following organizations are doing a very good, good, bad or very bad job when it comes to ensuring the quality and safety of various food and agricultural products in Canada:

				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	1009	126	102	82	368	245	86	304	176	230	147	265	701
Weighted	1009	135	107*	66*	387	242	72*	309	171	230	147	259	706
	292	51	34	17	119	49	22	92	49	61	40	55	224
Canadian Food Inspection Agency	29.0%	38.0%	31.0%	26.0%	31.0%	20.0%	30.0%	30.0%	29.0%	27.0%	27.0%	21.0%	32.0%
		E	E		E								K
	142	21	15	7	60	29	10	45	22	29	25	39	98
Grocery stores	14.0%	15.0%	14.0%	11.0%	16.0%	12.0%	14.0%	14.0%	13.0%	13.0%	17.0%	15.0%	14.0%
	114	22	11	5	46	22	9	36	22	24	14	25	87
Livestock farmers	11.0%	16.0%	10.0%	7.0%	12.0%	9.0%	12.0%	12.0%	13.0%	10.0%	9.0%	9.0%	12.0%
	59	9	11	2	18	13	7	21	7	9	9	5	49
Local markets, butchers, etc.	6.0%	7.0%	10.0%	2.0%	5.0%	5.0%	9.0%	7.0%	4.0%	4.0%	6.0%	2.0%	7.0%
			D										K
	36	5	6	1	12	10	1	13	8	5	4	8	26
Farmers (growers of produce, wheat, etc)	4.0%	4.0%	5.0%	2.0%	3.0%	4.0%	1.0%	4.0%	4.0%	2.0%	3.0%	3.0%	4.0%

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

5. Which of the following best describes your reaction to the outbreak?

				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	1009	126	102	82	368	245	86	304	176	230	147	265	701
Weighted	1009	135	107*	66*	387	242	72*	309	171	230	147	259	706
The outbreak has not impacted my consumption of beef	566	71	57	42	235	119	43	148	99	134	95	153	398
	56.0%	53.0%	53.0%	64.0%	61.0%	49.0%	59.0%	48.0%	58.0%	59.0%	64.0%	59.0%	56.0%
				E	E				G	G	G		
I will avoid beef in the short term, but my consumption of beef will return to normal when the situation has passed	357	48	40	22	121	103	23	128	57	78	43	88	249
	35.0%	36.0%	37.0%	34.0%	31.0%	42.0%	33.0%	41.0%	33.0%	34.0%	29.0%	34.0%	35.0%
						D		J					
I will avoid eating beef going forward and I don't see my position changing	86	16	10	2	31	21	6	33	15	17	10	19	59
	9.0%	12.0%	9.0%	3.0%	8.0%	9.0%	8.0%	11.0%	9.0%	8.0%	6.0%	7.0%	8.0%
		C											

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

GENERR

	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	1009	126	102	82	368	245	86	304	176	230	147	265	701
Weighted	1009	135	107*	66*	387	242	72*	309	171	230	147	259	706
	489	57	58	24	200	117	34	133	96	122	79	115	354
Male	49.0%	42.0%	54.0%	37.0%	52.0%	48.0%	47.0%	43.0%	56.0%	53.0%	53.0%	44.0%	50.0%
			C		C				G	G	G		
	520	78	49	42	187	126	38	176	75	108	68	144	352
Female	51.0%	58.0%	46.0%	63.0%	48.0%	52.0%	53.0%	57.0%	44.0%	47.0%	47.0%	56.0%	50.0%
				BD				HIJ					

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

AGE

					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	1009	126	102	82	368	245	86	304	176	230	147	265	701
Weighted	1009	135	107*	66*	387	242	72*	309	171	230	147	259	706
18-24	71	0	4	3	39	22	3	18	12	15	8	10	49
	7.0%	-	4.0%	4.0%	10.0%	9.0%	5.0%	6.0%	7.0%	6.0%	6.0%	4.0%	7.0%
			A	A	A	A	A						
25-34	211	17	24	13	75	73	9	69	33	56	29	60	139
	21.0%	12.0%	23.0%	19.0%	19.0%	30.0%	13.0%	22.0%	19.0%	24.0%	20.0%	23.0%	20.0%
			A			ADF							
35-44	86	8	9	4	31	28	6	24	19	15	19	44	36
	8.0%	6.0%	9.0%	6.0%	8.0%	12.0%	8.0%	8.0%	11.0%	6.0%	13.0%	17.0%	5.0%
											I	L	
45-54	288	26	45	24	119	57	17	93	42	62	42	64	218
	29.0%	19.0%	42.0%	36.0%	31.0%	24.0%	24.0%	30.0%	25.0%	27.0%	29.0%	25.0%	31.0%
			ADEF	AE	A								
55-64	183	29	10	12	67	40	25	60	25	50	22	68	112
	18.0%	21.0%	9.0%	19.0%	17.0%	16.0%	35.0%	19.0%	14.0%	22.0%	15.0%	26.0%	16.0%
		B			B		ABCDE					L	
65+	171	57	14	10	56	23	11	45	41	33	25	15	153
	17.0%	42.0%	13.0%	16.0%	15.0%	9.0%	15.0%	15.0%	24.0%	15.0%	17.0%	6.0%	22.0%
		BCDEF							GI				K
Summary													
18-34	282	17	29	15	114	95	12	87	45	70	38	69	188
	28.0%	12.0%	27.0%	23.0%	29.0%	39.0%	17.0%	28.0%	26.0%	31.0%	26.0%	27.0%	27.0%
			A	A	AF	ABCDF							
35-54	373	33	55	28	150	85	23	117	61	77	61	107	254
	37.0%	24.0%	51.0%	42.0%	39.0%	35.0%	32.0%	38.0%	36.0%	33.0%	42.0%	41.0%	36.0%
			ADEF	A	A	A							
55+	354	86	24	23	123	63	36	105	65	83	48	83	265
	35.0%	63.0%	22.0%	34.0%	32.0%	26.0%	51.0%	34.0%	38.0%	36.0%	33.0%	32.0%	38.0%
		BCDE					BCDE						

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

EDUCATION

					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	1009	126	102	82	368	245	86	304	176	230	147	265	701
Weighted	1009	135	107*	66*	387	242	72*	309	171	230	147	259	706
Primary School or less	4	0	0	0	4	0	0	1	0	0	1	3	1
	0	-	-	-	1.0%	-	-	0	-	-	1.0%	1.0%	0
Some high school	98	16	11	7	34	25	6	45	19	17	4	19	72
	10.0%	12.0%	10.0%	10.0%	9.0%	10.0%	9.0%	15.0%	11.0%	8.0%	3.0%	7.0%	10.0%
								IJ	J	J			
Graduated high school	356	48	47	30	142	62	28	118	50	75	52	93	251
	35.0%	35.0%	44.0%	45.0%	37.0%	26.0%	39.0%	38.0%	29.0%	33.0%	35.0%	36.0%	36.0%
			E	E	E		E						
Some college / CEGEP / Trade School	170	26	18	8	74	39	5	59	36	33	13	53	107
	17.0%	19.0%	17.0%	12.0%	19.0%	16.0%	7.0%	19.0%	21.0%	14.0%	9.0%	20.0%	15.0%
		F	F		F	F		J	J				
Graduated from college / CEGEP / Trade School	117	15	12	7	40	32	11	31	31	27	17	35	77
	12.0%	11.0%	11.0%	11.0%	10.0%	13.0%	15.0%	10.0%	18.0%	12.0%	12.0%	14.0%	11.0%
									G				
Some university, but did not finish	109	18	7	5	31	41	7	28	15	28	23	22	84
	11.0%	14.0%	6.0%	8.0%	8.0%	17.0%	10.0%	9.0%	9.0%	12.0%	15.0%	9.0%	12.0%
						BCD							
University undergraduate degree, such as a Bachelors Degree	105	9	8	8	43	27	10	16	13	36	26	23	75
	10.0%	7.0%	7.0%	12.0%	11.0%	11.0%	14.0%	5.0%	7.0%	16.0%	18.0%	9.0%	11.0%
										GH	GH		
University graduate degree, such as a Masters or PhD	51	4	6	2	19	16	4	11	8	15	11	12	39
	5.0%	3.0%	5.0%	3.0%	5.0%	7.0%	5.0%	4.0%	4.0%	7.0%	7.0%	4.0%	6.0%
Summary													
<HS	102	16	11	7	38	25	6	46	19	17	5	22	73
	10.0%	12.0%	10.0%	10.0%	10.0%	10.0%	9.0%	15.0%	11.0%	8.0%	4.0%	8.0%	10.0%
								IJ	J				
HS	356	48	47	30	142	62	28	118	50	75	52	93	251
	35.0%	35.0%	44.0%	45.0%	37.0%	26.0%	39.0%	38.0%	29.0%	33.0%	35.0%	36.0%	36.0%
			E	E	E		E						
Post Sec	396	59	36	20	145	113	23	118	82	87	53	110	268
	39.0%	43.0%	34.0%	30.0%	37.0%	47.0%	32.0%	38.0%	48.0%	38.0%	36.0%	43.0%	38.0%
						BCDF			GIJ				
Univ Grad	155	14	14	9	62	43	14	27	20	51	37	34	114
	15.0%	10.0%	13.0%	14.0%	16.0%	18.0%	19.0%	9.0%	12.0%	22.0%	25.0%	13.0%	16.0%
										GH	GH		

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

REGION

					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	1009	126	102	82	368	245	86	304	176	230	147	265	701
Weighted	1009	135	107*	66*	387	242	72*	309	171	230	147	259	706
BC	135	135	0	0	0	0	0	46	24	27	18	34	99
	13.0%	100.0%	-	-	-	-	-	15.0%	14.0%	12.0%	13.0%	13.0%	14.0%
		BCDEF											
AB	107	0	107	0	0	0	0	27	23	24	19	23	77
	11.0%	-	100.0%	-	-	-	-	9.0%	14.0%	10.0%	13.0%	9.0%	11.0%
			ACDEF										
SK/MB	66	0	0	66	0	0	0	16	14	13	11	19	46
	7.0%	-	-	100.0%	-	-	-	5.0%	8.0%	6.0%	7.0%	7.0%	7.0%
				ABDEF									
Ontario	387	0	0	0	387	0	0	119	53	88	65	102	270
	38.0%	-	-	-	100.0%	-	-	39.0%	31.0%	38.0%	44.0%	40.0%	38.0%
					ABCEF						H		
Quebec	242	0	0	0	0	242	0	84	45	58	27	58	168
	24.0%	-	-	-	-	100.0%	-	27.0%	26.0%	25.0%	18.0%	23.0%	24.0%
						ABCDF		J					
Atlantic	72	0	0	0	0	0	72	17	11	21	6	22	46
	7.0%	-	-	-	-	-	100.0%	5.0%	7.0%	9.0%	4.0%	9.0%	6.0%
							ABCDE						

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

INCOME

		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	1009	126	102	82	368	245	86	304	176	230	147	265	701
Weighted	1009	135	107*	66*	387	242	72*	309	171	230	147	259	706
<$25K	155	20	10	9	61	50	6	155	0	0	0	35	113
	15.0%	15.0%	9.0%	13.0%	16.0%	21.0%	9.0%	50.0%	-	-	-	13.0%	16.0%
						BF		HIJ					
$25K - <$55K	299	48	36	20	96	77	22	154	145	0	0	61	222
	30.0%	35.0%	34.0%	30.0%	25.0%	32.0%	30.0%	50.0%	85.0%	-	-	24.0%	31.0%
		D						IJ	GIJ				K
$55K - <$100K	256	29	27	14	103	61	21	0	26	230	0	87	161
	25.0%	21.0%	25.0%	22.0%	27.0%	25.0%	30.0%	-	15.0%	100.0%	-	34.0%	23.0%
									GJ	GHJ		L	
$100K - <$150K	114	17	13	8	49	22	5	0	0	0	114	32	78
	11.0%	12.0%	12.0%	12.0%	13.0%	9.0%	7.0%	-	-	-	77.0%	12.0%	11.0%
											GHI		
$150K+	33	2	6	3	16	5	1	0	0	0	33	14	18
	3.0%	1.0%	6.0%	4.0%	4.0%	2.0%	1.0%	-	-	-	23.0%	5.0%	3.0%
											GHI	L	
Prefer not to answer	153	20	14	12	62	28	16	0	0	0	0	30	114
	15.0%	15.0%	13.0%	18.0%	16.0%	12.0%	22.0%	-	-	-	-	12.0%	16.0%
							E						
Summary													
<40k	309	46	27	16	119	84	17	309	0	0	0	61	233
	31.0%	34.0%	25.0%	24.0%	31.0%	35.0%	23.0%	100.0%	-	-	-	23.0%	33.0%
								HIJ					K
40k-<60K	171	24	23	14	53	45	11	0	171	0	0	45	117
	17.0%	17.0%	22.0%	22.0%	14.0%	19.0%	16.0%	-	100.0%	-	-	17.0%	17.0%
			D						GIJ				
60k-<100k	230	27	24	13	88	58	21	0	0	230	0	77	146
	23.0%	20.0%	22.0%	19.0%	23.0%	24.0%	30.0%	-	-	100.0%	-	30.0%	21.0%
										GHJ		L	
100k+	147	18	19	11	65	27	6	0	0	0	147	46	96
	15.0%	14.0%	18.0%	16.0%	17.0%	11.0%	9.0%	-	-	-	100.0%	18.0%	14.0%
											GHI		

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

HOUSEHOLD COMPOSITION

	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
					REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1009	126	102	82	368	245	86	304	176	230	147	265	701
Weighted	1009	135	107*	66*	387	242	72*	309	171	230	147	259	706
Kids	259	34	23	19	102	58	22	61	45	77	46	259	0
	26.0%	25.0%	21.0%	29.0%	26.0%	24.0%	31.0%	20.0%	26.0%	34.0%	31.0%	100.0%	-
										G	G	L	
No Kids	706	99	77	46	270	168	46	233	117	146	96	0	706
	70.0%	73.0%	72.0%	71.0%	70.0%	69.0%	64.0%	75.0%	68.0%	64.0%	66.0%	-	100.0%
								IJ					K
Don't know	43	3	7	0	14	16	4	15	9	6	5	0	0
	4.0%	2.0%	6.0%	-	4.0%	7.0%	5.0%	5.0%	5.0%	3.0%	3.0%	-	-
			C			C	C						

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