

1. In terms of the current economic conditions in Canada as a whole, how would you describe the overall state of the economy right now? Is it very good, somewhat good, somewhat bad or very bad?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	3024	1491	1533	603	1311	1110	203	783	1384	654	824	508	571	1121	2898	91	19	16	1579	411	293	741	921	744	1359
Weighted	3024	1467	1557	844	1119	1061	291	1082	1185	466	855	517	540	1112	2901	91	17	15	1630	401	275	718	929	744	1351
Very good	104	58	46	41	38	25	14	24	41	24	54	15	15	20	96	6	1	2	69	10	4	21	52	18	34
	3%	4%	3%	5%	3%	2%	5%	2%	3%	5%	6%	3%	3%	2%	3%	6%	3%	10%	4%	2%	1%	3%	6%	2%	3%
Somewhat good				E						G	KLM					*	**	**	T				WX		
	1709	841	868	496	608	605	141	630	663	276	484	302	311	612	1648	44	8	8	918	236	161	394	535	428	746
	57%	57%	56%	59%	54%	57%	48%	58%	56%	59%	57%	59%	58%	55%	57%	49%	47%	**	57%	56%	59%	58%	55%	58%	55%
Somewhat bad				F						F					*		**	**							
	1061	490	571	273	409	378	115	372	427	147	273	174	187	427	1018	33	7	2	568	135	91	266	283	273	504
	35%	33%	37%	32%	37%	36%	40%	34%	36%	31%	32%	34%	35%	38%	35%	37%	42%	10%	35%	34%	33%	37%	30%	37%	37%
Very bad				J						J						*	**	**					V		V
	151	77	73	34	64	53	21	56	55	19	45	25	27	53	139	7	2	3	75	20	20	37	60	25	66
	5%	5%	5%	4%	6%	5%	7%	5%	5%	4%	5%	5%	5%	5%	5%	8%	9%	23%	5%	5%	7%	5%	6%	3%	5%
															*	**	**					W			
Summary																									
Top2Box (Good)	1813	899	913	537	646	630	155	654	704	300	538	317	326	631	1744	50	9	10	987	246	165	415	587	446	780
	60%	61%	59%	64%	58%	59%	53%	60%	59%	64%	63%	61%	60%	57%	60%	55%	50%	67%	61%	61%	60%	58%	63%	60%	58%
Low2Box (Bad)	1211	567	644	307	473	431	136	428	482	165	318	199	214	480	1157	40	9	5	643	155	111	303	343	298	570
	40%	39%	41%	36%	42%	41%	47%	40%	41%	36%	37%	39%	40%	43%	40%	45%	50%	33%	39%	39%	40%	42%	37%	40%	42%
					C		I		I					J		*	**	**							V

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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2. Are you, or is anyone in your household worried about losing their job or being laid off?

	Gender			AGE			EDUCATION				DEM B				DEM A								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	3024	1491	1533	603	1311	1110	203	783	1384	654	824	508	571	1121	2898	91	19	16	1579	411	293	741	921	744	1359
Weighted	3024	1467	1557	844	1119	1061	291	1082	1185	466	855	517	540	1112	2901	91	17	15	1630	401	275	718	929	744	1351
Yes	562	273	289	181	288	92	41	158	251	112	183	98	99	182	537	20	3	2	318	76	54	114	204	142	216
	19%	19%	19%	21%	26%	9%	14%	15%	21%	24%	21%	19%	18%	16%	19%	22%	19%	13%	19%	19%	19%	16%	22%	19%	16%
				E	E				FG	FG	M					*	**	**					X		
No	2462	1194	1269	663	831	969	250	924	935	354	673	419	442	929	2364	71	14	13	1312	325	222	603	726	603	1134
	81%	81%	81%	79%	74%	91%	86%	85%	79%	76%	79%	81%	82%	84%	81%	78%	81%	87%	81%	81%	81%	84%	78%	81%	84%
						CD		HI	HI					J		*	**	**							V

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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3. [Canadian economy]

Thinking about the next year or so, do you, yourself, generally feel that the Canadian economy and your own financial situation will improve, stay the same or get worse?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	3024	1491	1533	603	1311	1110	203	783	1384	654	824	508	571	1121	2898	91	19	16	1579	411	293	741	921	744	1359
Weighted	3024	1467	1557	844	1119	1061	291	1082	1185	466	855	517	540	1112	2901	91	17	15	1630	401	275	718	929	744	1351
Canadian economy																									
Improve a lot	41	25	16	19	16	7	3	14	18	6	26	7	4	5	41	-	-	-	31	2	4	4	24	9	8
	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	3%	1%	1%	*	1%	-	-	-	2%	*	2%	1%	3%	1%	1%
Improve a little	758	423	335	E	264	291	66	272	307	219	113	219	141	138	732	17	5	5	U	9	78	194	232	196	309
	25%	29%	22%	24%	24%	27%	23%	25%	26%	24%	26%	27%	26%	23%	25%	19%	29%	32%	24%	23%	28%	27%	27%	26%	23%
		B		D												*	**	**					X		
Stay the same	1311	557	754	445	491	375	117	474	510	210	354	208	227	522	1258	41	4	8	753	173	93	292	377	300	634
	43%	38%	48%	53%	44%	35%	40%	44%	43%	45%	41%	40%	42%	47%	43%	45%	21%	54%	46%	43%	34%	41%	41%	40%	47%
			A	DE	E									JK		*	**	**	TU	T				VW	
Worsen a little	751	365	386	154	280	317	88	249	297	117	211	134	144	262	719	25	5	2	384	107	77	182	219	210	321
	25%	25%	25%	18%	25%	30%	30%	23%	25%	25%	25%	26%	27%	24%	25%	27%	29%	10%	24%	27%	28%	25%	24%	28%	24%
			C		CD											**	**	**	X				X		
Worsen a lot	163	97	66	24	68	71	17	72	55	19	45	27	27	64	151	8	4	1	69	26	23	45	57	28	78
	5%	7%	4%	3%	6%	7%	6%	7%	5%	4%	5%	5%	5%	6%	5%	9%	22%	3%	4%	6%	8%	6%	6%	4%	6%
		B			C	C		I								*	**	**			R				
Summary																									
Top2Box (Improve)	799	448	352	221	280	298	69	287	324	120	245	147	143	264	773	17	5	5	424	96	82	198	277	206	317
	26%	31%	23%	26%	25%	28%	24%	27%	27%	26%	29%	29%	26%	24%	27%	19%	29%	32%	26%	24%	30%	28%	30%	28%	23%
			B								M					*	**	**	X						
Low2Box (Worsen)	914	462	452	178	347	389	105	322	352	136	256	161	171	326	870	33	9	2	453	133	100	228	276	239	399
	30%	31%	29%	21%	31%	37%	36%	30%	30%	29%	30%	31%	32%	29%	30%	36%	51%	14%	28%	33%	36%	32%	30%	32%	30%
					C	CD										*	**	**			R				

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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4. Do you believe the price of food items you typically purchase has increased or decreased in 2012 compared to 2011?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	3024	1491	1533	603	1311	1110	203	783	1384	654	824	508	571	1121	2898	91	19	16	1579	411	293	741	921	744	1359
Weighted	3024	1467	1557	844	1119	1061	291	1082	1185	466	855	517	540	1112	2901	91	17	15	1630	401	275	718	929	744	1351
Increased	2547	1217	1330	597	971	979	245	922	1024	357	690	421	469	968	2447	76	15	9	1324	348	253	622	736	641	1170
	84%	83%	85%	71%	87%	92%	84%	85%	86%	77%	81%	81%	87%	87%	84%	84%	88%	59%	81%	87%	92%	87%	79%	86%	87%
					C	CD	I	I	I				JK	JK		*	**	**		R	RU	R	V	V	
Stayed about the same	449	237	213	232	139	78	44	149	149	106	155	93	67	135	428	13	2	6	288	50	22	89	184	100	165
	15%	16%	14%	27%	12%	7%	15%	14%	13%	23%	18%	18%	12%	12%	15%	14%	12%	41%	18%	13%	8%	12%	20%	13%	12%
				DE	E					FGH	LM	LM			*	**	**	STU				WX			
Decreased	27	13	14	15	8	5	2	10	13	3	11	3	5	9	26	1	-	-	18	3	1	6	9	3	15
	1%	1%	1%	2%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	1%	1%	*	1%	1%	*	1%
				E												*	**	**							

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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5. How have rising food prices affected your day-to-day budget?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	3024	1491	1533	603	1311	1110	203	783	1384	654	824	508	571	1121	2898	91	19	16	1579	411	293	741	921	744	1359
Weighted	3024	1467	1557	844	1119	1061	291	1082	1185	466	855	517	540	1112	2901	91	17	15	1630	401	275	718	929	744	1351
This has had a significant impact on my budget	1012	447	565	283	438	291	110	363	411	128	319	183	166	343	967	33	8	4	593	132	88	199	359	239	414
	33%	30%	36%	34%	39%	27%	38%	34%	35%	28%	37%	36%	31%	31%	33%	37%	45%	28%	36%	33%	32%	28%	39%	32%	31%
			A	E	CE		I	I	I		LM					*	**	**	U				WX		
This has not had a big impact, but I've cut back on other expenses	1298	628	670	409	448	441	118	465	494	220	377	223	243	455	1250	39	4	5	698	175	122	304	407	326	566
	43%	43%	43%	48%	40%	42%	41%	43%	42%	47%	44%	43%	45%	41%	43%	44%	21%	31%	43%	44%	44%	42%	44%	44%	42%
There has been no impact on my budget			DE							H						*	**	**							
	714	392	322	152	232	330	63	254	280	117	160	110	131	314	684	18	6	6	339	94	65	215	164	179	371
	24%	27%	21%	18%	21%	31%	22%	23%	24%	25%	19%	21%	24%	28%	24%	20%	33%	41%	21%	24%	24%	30%	18%	24%	27%
		B				CD						J	JK			*	**	**				RS	V		V

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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6. How are you dealing with the effect rising food prices are having on your day-to-day budget?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	3024	1491	1533	603	1311	1110	203	783	1384	654	824	508	571	1121	2898	91	19	16	1579	411	293	741	921	744	1359
Weighted	3024	1467	1557	844	1119	1061	291	1082	1185	466	855	517	540	1112	2901	91	17	15	1630	401	275	718	929	744	1351
I comparison shop for food more than before	1709	779	930	436	657	616	156	633	681	239	521	288	324	576	1640	53	9	7	924	231	167	387	556	454	699
	57%	53%	60%	52%	59%	58%	53%	59%	57%	51%	61%	56%	60%	52%	57%	58%	54%	46%	57%	57%	61%	54%	60%	61%	52%
			A		C	C		I	I		M		M			*	**	**					X	X	
I tend to follow a budget more than before - I buy less on impulse	1253	545	709	429	487	337	93	437	526	197	374	246	215	418	1204	41	3	5	734	154	97	268	469	292	493
	41%	37%	45%	51%	44%	32%	32%	40%	44%	42%	44%	48%	40%	38%	42%	45%	20%	33%	45%	39%	35%	37%	50%	39%	36%
			A	DE	E			F	F		M	LM			*	**	**	**	STU				WX		
There has been no impact on my budget	540	306	234	130	175	235	48	187	203	102	102	80	102	256	522	9	5	5	252	74	55	159	104	129	307
	18%	21%	15%	15%	16%	22%	17%	17%	17%	22%	12%	16%	19%	23%	18%	10%	30%	32%	15%	18%	20%	22%	11%	17%	23%
			B		CD			GH			J	JK			*	**	**	**				R		V	VW
I use my vehicle less, I make less trips and/or use public transit/walk more	440	231	209	128	152	160	37	154	181	68	148	85	67	140	423	15	2	1	234	72	41	93	195	90	156
	15%	16%	13%	15%	14%	15%	13%	14%	15%	15%	17%	17%	12%	13%	15%	16%	9%	7%	14%	18%	15%	13%	21%	12%	12%
											LM				*	**	**	**	U				WX		
I don't use my credit card to pay for day-to-day expenses as much as before	339	170	169	105	119	115	32	107	143	57	109	63	57	108	327	10	2	1	196	37	29	77	139	75	125
	11%	12%	11%	12%	11%	11%	11%	10%	12%	12%	13%	12%	11%	10%	11%	11%	10%	3%	12%	9%	11%	11%	15%	10%	9%
																*	**	**					WX		

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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7_1. Overall, rising food prices [Means we'll have to tighten our belts and make smarter decisions when buying food]

Please indicate how much you agree or disagree with the following statements:

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	3024	1491	1533	603	1311	1110	203	783	1384	654	824	508	571	1121	2898	91	19	16	1579	411	293	741	921	744	1359
Weighted	3024	1467	1557	844	1119	1061	291	1082	1185	466	855	517	540	1112	2901	91	17	15	1630	401	275	718	929	744	1351
Overall, rising food prices Means we'll have to tighten our belts and make smarter decisions when buying foods																									
Strongly agree	992	408	584	255	386	351	120	368	376	127	299	172	169	352	953	32	6	1	559	119	84	229	352	238	402
	33%	28%	37%	30%	34%	33%	41%	34%	32%	27%	35%	33%	31%	32%	33%	36%	36%	3%	34%	30%	31%	32%	38%	32%	30%
		A					HI	I								*	**	**					WX		
Somewhat agree	1763	911	851	500	619	644	132	622	725	284	477	304	333	648	1692	49	10	12	933	246	169	415	497	454	812
	58%	62%	55%	59%	55%	61%	45%	57%	61%	61%	56%	59%	62%	58%	58%	54%	55%	81%	57%	61%	61%	58%	54%	61%	60%
		B					D	F	F	F						*	**	**					V	V	V
Somewhat disagree	223	129	95	69	93	61	27	74	75	48	62	37	30	94	212	8	2	2	108	32	20	63	62	43	118
	7%	9%	6%	8%	8%	6%	9%	7%	6%	10%	7%	7%	6%	8%	7%	9%	9%	16%	7%	8%	7%	9%	7%	6%	9%
		B					E			GH						*	**	**							W
Strongly disagree	46	19	27	20	21	5	12	18	10	7	18	3	7	18	45	1	-	-	30	4	2	10	18	9	19
	2%	1%	2%	2%	2%	1%	4%	2%	1%	2%	2%	1%	1%	2%	2%	2%	-	-	2%	1%	1%	1%	2%	1%	1%
				E	E		GH				K					*	**	**	2%						
Summary																									
Top2Box (Strongly/ Somewhat agree)	2755	1319	1435	755	1005	995	252	990	1101	411	775	477	503	1000	2645	81	16	13	1492	365	253	644	849	692	1213
	91%	90%	92%	89%	90%	94%	87%	92%	93%	88%	91%	92%	93%	90%	91%	90%	91%	84%	92%	91%	92%	90%	91%	93%	90%
						CD		I	FI							*	**	**					X		
Low2Box (Strongly/ Somewhat disagree)	269	147	122	89	114	67	39	92	84	55	80	40	38	112	256	9	2	2	138	36	22	73	80	52	137
	9%	10%	8%	11%	10%	6%	13%	8%	7%	12%	9%	8%	7%	10%	9%	10%	9%	16%	8%	9%	8%	10%	9%	7%	10%
				E	E		H			GH						*	**	**							W

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*)
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7_2. Overall, rising food prices [Means inflation may creep up

Please indicate how much you agree or disagree with the following statements:

	Gender			AGE			EDUCATION				DEM B				DEM A								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	3024	1491	1533	603	1311	1110	203	783	1384	654	824	508	571	1121	2898	91	19	16	1579	411	293	741	921	744	1359
Weighted	3024	1467	1557	844	1119	1061	291	1082	1185	466	855	517	540	1112	2901	91	17	15	1630	401	275	718	929	744	1351
Overall, rising food prices Means inflation may creep up																									
Strongly agree	692	343	349	144	288	260	83	234	273	103	213	118	111	250	663	23	5	1	365	91	72	164	252	160	281
	23%	23%	22%	17%	26%	24%	28%	22%	23%	22%	25%	23%	21%	22%	23%	26%	31%	3%	22%	23%	26%	23%	27%	21%	21%
Somewhat agree	2057	1006	1052	579	734	744	176	747	816	319	554	361	383	759	1978	55	11	13	1113	274	184	486	591	519	947
	68%	69%	68%	69%	66%	70%	60%	69%	69%	68%	65%	70%	71%	68%	68%	61%	61%	90%	68%	68%	67%	68%	64%	70%	70%
					D	F		F	F	J					*	**	**					V	V		
Somewhat disagree	230	100	129	106	76	48	26	79	83	41	73	30	39	87	217	11	2	1	127	28	14	60	71	56	102
	8%	7%	8%	13%	7%	4%	9%	7%	7%	9%	9%	6%	7%	8%	7%	12%	9%	7%	8%	7%	5%	8%	8%	8%	8%
				DE	E										*	**	**								
Strongly disagree	45	18	27	14	21	10	7	22	13	3	15	8	7	15	43	1	-	-	25	8	5	8	15	9	21
	1%	1%	2%	2%	2%	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	2%	-	-	2%	2%	2%	1%	2%	1%	2%
																*	**	**							
Summary																									
Top2Box (Strongly/ Somewhat agree)	2750	1349	1401	723	1022	1004	259	981	1089	421	767	479	494	1010	2641	79	16	14	1478	365	257	650	843	679	1227
	91%	92%	90%	86%	91%	95%	89%	91%	92%	90%	90%	93%	92%	91%	91%	87%	91%	93%	91%	91%	93%	91%	91%	91%	91%
				C	CD										*	**	**								
Low2Box (Strongly/ Somewhat disagree)	274	118	157	121	96	57	32	101	96	44	89	38	46	102	260	12	2	1	152	36	18	68	86	65	123
	9%	8%	10%	14%	9%	5%	11%	9%	8%	10%	10%	7%	8%	9%	9%	13%	9%	7%	9%	9%	7%	9%	9%	9%	9%
				DE	E											*	**	**							

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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7. [SUMMARY - TOP2BOX (STRONGLY/ SOMEWHAT AGREE)]

Please indicate how much you agree or disagree with the following statements:

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	3024	1491	1533	603	1311	1110	203	783	1384	654	824	508	571	1121	2898	91	19	16	1579	411	293	741	921	744	1359
Weighted	3024	1467	1557	844	1119	1061	291	1082	1185	466	855	517	540	1112	2901	91	17	15	1630	401	275	718	929	744	1351
Overall, rising food prices Means we'll have to tighten our belts and make smarter decisions	2755	1319	1435	755	1005	995	252	990	1101	411	775	477	503	1000	2645	81	16	13	1492	365	253	644	849	692	1213
	91%	90%	92%	89%	90%	94%	87%	92%	93%	88%	91%	92%	93%	90%	91%	90%	91%	84%	92%	91%	92%	90%	91%	93%	90%
when buying food:	2750	1349	1401	723	1022	1004	259	981	1089	421	767	479	494	1010	2641	79	16	14	1478	365	257	650	843	679	1227
Overall, rising food prices Means inflation may creep up	91%	92%	90%	86%	91%	95%	89%	91%	92%	90%	90%	93%	92%	91%	91%	87%	91%	93%	91%	91%	93%	91%	91%	91%	91%
					C	CD										*	**	**							
Overall, rising food prices Are not a concern for Canadians as we have access to local produce and meats	806	408	398	267	260	279	102	299	297	108	268	134	110	294	755	35	4	12	436	101	60	209	265	168	373
Overall, rising food prices Are good for the Canadian economy as it means it is growing and/or strengthening	27%	28%	26%	32%	23%	26%	35%	28%	25%	23%	31%	26%	20%	26%	26%	38%	25%	81%	27%	25%	22%	29%	28%	23%	28%
				DE			HI				LM			L		N*	**	**				T	W		W
Overall, rising food prices Are good for the Canadian economy as it means it is growing and/or strengthening	698	358	341	226	225	247	85	257	250	107	247	123	83	245	667	21	1	9	405	86	43	164	236	144	318
	23%	24%	22%	27%	20%	23%	29%	24%	21%	23%	29%	24%	15%	22%	23%	23%	8%	59%	25%	21%	16%	23%	25%	19%	24%
				D			H				LM	L		L		*	**	**	T		T	W		W	W

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)

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7. [SUMMARY - LOW2BOX (STRONGLY/ SOMEWHAT DISAGREE)]

Please indicate how much you agree or disagree with the following statements:

	Gender			AGE			EDUCATION				DEM B				DEM A								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	3024	1491	1533	603	1311	1110	203	783	1384	654	824	508	571	1121	2898	91	19	16	1579	411	293	741	921	744	1359
Weighted	3024	1467	1557	844	1119	1061	291	1082	1185	466	855	517	540	1112	2901	91	17	15	1630	401	275	718	929	744	1351
Overall, rising food prices Are good for the Canadian economy as it means it is growing and/or strenethenine	2326	1109	1217	618	894	814	206	825	935	359	608	394	457	866	2234	70	16	6	1225	315	232	553	693	600	1033
Overall, rising food prices Are not a concern for Canadians as we have access to local produce and meats	77%	76%	78%	73%	80%	77%	71%	76%	79%	77%	71%	76%	85%	78%	77%	77%	92%	41%	75%	79%	84%	77%	75%	81%	76%
Overall, rising food prices Means inflation may creep up				C					F				JKM	J		*	**	**			RU			VX	
Overall, rising food prices Means we'll have to tighten our belts and make smarter decisions when buying food	2218	1059	1159	577	858	783	189	783	888	358	587	383	430	818	2146	56	13	3	1194	300	216	508	665	576	977
	73%	72%	74%	68%	77%	74%	65%	72%	75%	77%	69%	74%	80%	74%	74%	62%	75%	19%	73%	75%	78%	71%	72%	77%	72%
				C					F				JM	J	O	*	**	**			U			VX	
Overall, rising food prices Means inflation may creep up	274	118	157	121	96	57	32	101	96	44	89	38	46	102	260	12	2	1	152	36	18	68	86	65	123
	9%	8%	10%	14%	9%	5%	11%	9%	8%	10%	10%	7%	8%	9%	9%	13%	9%	7%	9%	9%	7%	9%	9%	9%	9%
				DE												*	**	**							
Overall, rising food prices Means we'll have to tighten our belts and make smarter decisions	269	147	122	89	114	67	39	92	84	55	80	40	38	112	256	9	2	2	138	36	22	73	80	52	137
	9%	10%	8%	11%	10%	6%	13%	8%	7%	12%	9%	8%	7%	10%	9%	10%	9%	16%	8%	9%	8%	10%	9%	7%	10%
				E	E											*	**	**							W

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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8. On average, how much would you say you spend on groceries/food (not including eating out or going to restaurants) per month?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	3024	1491	1533	603	1311	1110	203	783	1384	654	824	508	571	1121	2898	91	19	16	1579	411	293	741	921	744	1359
Weighted	3024	1467	1557	844	1119	1061	291	1082	1185	466	855	517	540	1112	2901	91	17	15	1630	401	275	718	929	744	1351
\$0	12	3	9	9	1	2	3	4	4	1	3	4	1	4	12	-	-	-	10	-	1	2	3	5	4
	*	*	1%	1%	*	*	1%	*	*	*	*	1%	*	*	*	-	-	-	1%	-	*	*	*	1%	*
				DE												*	**	**							
\$1-\$500	2315	1168	1148	695	782	838	244	808	912	352	659	410	404	842	2211	77	14	12	1244	306	215	551	720	550	1045
	77%	80%	74%	82%	70%	79%	84%	75%	77%	76%	77%	79%	75%	76%	76%	85%	82%	83%	76%	78%	77%	78%	74%	77%	77%
		B		D		D	GHI								*	**	**								
\$501-\$1000	661	281	380	132	313	216	41	263	250	107	181	97	129	254	645	12	3	2	357	88	55	161	195	178	287
	22%	19%	24%	16%	28%	20%	14%	24%	21%	23%	21%	19%	24%	23%	22%	13%	18%	11%	22%	22%	20%	22%	21%	24%	21%
		A		CE		C	F	F	F						*	**	**								
\$1001-\$1500	32	15	17	6	21	5	3	7	16	5	11	5	6	9	29	2	-	1	17	6	5	4	11	7	13
	1%	1%	1%	1%	2%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	-	6%	1%	1%	2%	1%	1%	1%	1%
				E											*	**	**								
\$1501-\$2000	4	1	4	2	2	1	-	-	3	1	2	-	1	2	4	-	-	-	3	1	-	1	-	3	1
	*	*	*	*	*	*	-	-	*	*	*	-	*	*	*	-	-	-	*	*	-	*	-	*	*
															*	**	**								
Summary																									
Mean	411	392	429	358.2	457.1	404.5	367.7	409.5	415.4	430.8	409.3	396	414.9	417.5	413.1	358.8	346.7	407.3	409.9	416.1	421.6	406.9	403.4	430.2	405.7
		A		CE	C	C	F	F	F	F					*	**	**						X		
Std. Dev.	243.21	234.19	250.16	229.23	266.54	217.88	236.55	224.94	252.31	261.33	255.22	228.56	248.26	237.8	243.3	231.97	160.63	333.91	249.25	248.88	244.16	225.42	238.76	264.92	233.16
Std. Err.	4.42	6.06	6.39	9.33	7.36	6.54	16.6	8.04	6.78	10.22	8.89	10.14	10.39	7.1	4.52	24.32	36.85	83.48	6.27	12.28	14.26	8.28	7.87	9.71	6.32
Median	400	400	400	350	400	400	350	400	400	400	400	400	400	400	400	300	350	346.5	400	400	400	400	400	400	400

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*)

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