

Table Description

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?
2.	And thinking about major purchases such as buying a car or household appliances, or your vacation spending, have you changed the timing of major purchases due to current economic conditions?
3.	3.1 [The national economy] Compared to three months ago, would you say that the conditions of the following are much better, a little better, unchanged, a little worse, or much worse?
3.2	[Your local economy (City/Town/Village)] Compared to three months ago, would you say that the conditions of the following are much better, a little better, unchanged, a little worse, or much worse?
3.3	[The amount of money you have to pay your bills] Compared to three months ago, would you say that the conditions of the following are much better, a little better, unchanged, a little worse, or much worse?
3.4	[Your personal financial situation] Compared to three months ago, would you say that the conditions of the following are much better, a little better, unchanged, a little worse, or much worse?
3.5	[The amount of personal debt you have or money that you owe] Compared to three months ago, would you say that the conditions of the following are much better, a little better, unchanged, a little worse, or much worse?
3.6	[The amount of money you have left over to spend on other things when all your bills are paid] Compared to three months ago, would you say that the conditions of the following are much better, a little better, unchanged, a little worse, or much worse?
3.7	[Your likelihood of making a major purchase like a car, vacation or appliances] Compared to three months ago, would you say that the conditions of the following are much better, a little better, unchanged, a little worse, or much worse?
3.8	[Your likelihood of making major home renovations (cost of more than \$1,000)] Compared to three months ago, would you say that the conditions of the following are much better, a little better, unchanged, a little worse, or much worse?
3.9	[The value of your investments or savings] Compared to three months ago, would you say that the conditions of the following are much better, a little better, unchanged, a little worse, or much worse?
3.10	[Your ability to save money for things like retirement or education] Compared to three months ago, would you say that the conditions of the following are much better, a little better, unchanged, a little worse, or much worse?
3.	[SUMMARY - TOP2BOX (BETTER)] Compared to three months ago, would you say that the conditions of the following are much better, a little better, unchanged, a little worse, or much worse?
3.	[SUMMARY - LOW2BOX (WORSE)] Compared to three months ago, would you say that the conditions of the following are much better, a little better, unchanged, a little worse, or much worse?
3.	[SUMMARY - NET (BETTER - WORSE)] Compared to three months ago, would you say that the conditions of the following are much better, a little better, unchanged, a little worse, or much worse?
4.1	[The national economy] Now, thinking about the next three months, do you generally feel the following will improve, stay the same or get worse?
4.2	[Your local economy (City/Town/Village)] Now, thinking about the next three months, do you generally feel the following will improve, stay the same or get worse?
4.3	[The amount of money you have to pay your bills] Now, thinking about the next three months, do you generally feel the following will improve, stay the same or get worse?
4.4	[Your personal financial situation] Now, thinking about the next three months, do you generally feel the following will improve, stay the same or get worse?
4.5	[The amount of personal debt you have or money that you owe] Now, thinking about the next three months, do you generally feel the following will improve, stay the same or get worse?
4.6	[The amount of money you have left over to spend on other things when all your bills are paid] Now, thinking about the next three months, do you generally feel the following will improve, stay the same or get worse?
4.7	[Your likelihood of making a major purchase like a car, vacation or appliances] Now, thinking about the next three months, do you generally feel the following will improve, stay the same or get worse?
4.8	[Your likelihood of making major home renovations (cost of more than \$1,000)] Now, thinking about the next three months, do you generally feel the following will improve, stay the same or get worse?
4.9	[The value of your investments or savings] Now, thinking about the next three months, do you generally feel the following will improve, stay the same or get worse?
4.10	[Your ability to save money for things like retirement or education] Now, thinking about the next three months, do you generally feel the following will improve, stay the same or get worse?
4.	[SUMMARY - TOP2BOX (IMPROVE)] Now, thinking about the next three months, do you generally feel the following will improve, stay the same or get worse?
4.	[SUMMARY - LOW2BOX (WORSEN)] Now, thinking about the next three months, do you generally feel the following will improve, stay the same or get worse?
4.	[SUMMARY - NET (IMPROVE - WORSEN)] Now, thinking about the next three months, do you generally feel the following will improve, stay the same or get worse?
5.	Now, thinking about major purchases such as buying a car or household appliances, or your vacation spending, do you expect that you and your family will be spending...
6.1	[Purchase a home/primary residence] How likely are you to do the following in the next three months?
6.2	[Make a major purchase like a car, vacation or appliances] How likely are you to do the following in the next three months?
6.3	[Undertake major home renovations] How likely are you to do the following in the next three months?
6.	[SUMMARY - TOP2BOX (LIKELY)] How likely are you to do the following in the next three months?
6.	[SUMMARY - LOW2BOX (NOT LIKELY)] How likely are you to do the following in the next three months?
6A.	And, how do you intend to finance your purchase of a home/primary residence?
6B.	And, how do you intend to finance your major purchase like a car, vacation or appliances?
6C.	And, how do you intend to finance your major home renovations?
7.	Are you, or is anyone in your household worried about losing their job or being laid off?
8.	In the next six months, do you think interest rates will...
9.1	[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?
9.2	[Your own financial situation] 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?
9.	[SUMMARY - TOP2BOX (IMPROVE)] 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?
9.	[SUMMARY - LOW2BOX (WORSEN)] 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?
10.	Which of the following investment or savings products do you currently own?
A5.	With the current debt that you carry personally, which of the following statements best describes how you feel about your ability to manage it?
A6.	Thinking about your personal finances, over the next year which do you intend to do:
71.	Do you believe the price of food items you typically purchase has increased or decreased in 2012 compared to 2011?
72.	How have rising food prices affected your day-to-day budget?
73.	How are you dealing with the effect rising food prices are having on your day-to-day budget?
74.	What do you believe to be among the primary reasons why food prices have been increasing recently?
75.1.	Overall, rising food prices [Are good for the Canadian economy as it means it is growing and/or strengthening] Please indicate how much you agree or disagree with the following statements:
75.2.	Overall, rising food prices [Means we'll have to tighten our belts and make smarter decisions when buying foods] Please indicate how much you agree or disagree with the following statements:
75.3.	Overall, rising food prices [Are not a concern for Canadians as we have access to local produce and meats] Please indicate how much you agree or disagree with the following statements:
75.4.	Overall, rising food prices [Means inflation may creep up] Please indicate how much you agree or disagree with the following statements:
75.	[SUMMARY - TOP2BOX (STRONGLY/ SOMEWHAT AGREE)] Please indicate how much you agree or disagree with the following statements:
75.	[SUMMARY - LOW2BOX (STRONGLY/ SOMEWHAT DISAGREE)] Please indicate how much you agree or disagree with the following statements:
76.	On average, how much would you say you spend on groceries/food (not including eating out or going to restaurants) per month?
11.	Which of the following best reflects your employment status?
AGE	
EDUCATION	
REGION	
INCOME	
HOUSEHOLD COMPOSITION	
HCHMPT.	How many people are living or staying at your current address?
DEMA_1.	[Use the internet] How frequently do you do the following things...?
DEMA_2.	[Visit social networking websites (Facebook, Twitter, Pinterest, etc.)] How frequently do you do the following things...?
DEMA_3.	[Watch conventional TV] How frequently do you do the following things...?
DEMA_4.	[Watch TV online] How frequently do you do the following things...?
DEMA_5.	[Read conventional newspapers (hardcopy)] How frequently do you do the following things...?
DEMA_6.	[Read newspapers/news online] How frequently do you do the following things...?
DEMA_7.	[Listen to conventional radio] How frequently do you do the following things...?
DEMA_8.	[Listen to radio online] How frequently do you do the following things...?
DEMA_9.	[Tweet] How frequently do you do the following things...?
DEMA.	[SUMMARY - EVERYDAY / SEVERAL TIMES A DAY] How frequently do you do the following things...?
DEMA.	[SUMMARY - ONCE WEEKLY / A FEW TIMES A WEEK] How frequently do you do the following things...?
DEMA.	[SUMMARY - ABOUT ONCE A MONTH / A FEW TIMES PER MONTH] How frequently do you do the following things...?
DEMA.	[SUMMARY - NEVER] How frequently do you do the following things...?
DEMB.	How frequently do you use social online media or online sources/sites to follow, get information about, discuss etc. public policy, social and/or political issues?
DEMC.	When it comes to public policy, social and/or political issues, which of the following have you done, if any, on social media or online sources/sites in the past month?

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?

	REGION							HOUSEHOLD INCOME				HOUSEHOLD		EMPLOYMENT STATUS	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids	Employed	Not
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	3024	560	407	291	866	579	321	770	532	751	506	830	2189	1715	1309
Weighted	3024	406	321	197	1159	727	215	829	545	734	445	809	2209	1670	1354
Very good	104	10	17	9	41	19	7	46	22	17	7	23	80	63	41
	3%	3%	5%	5%	4%	3%	3%	5%	4%	2%	1%	3%	4%	4%	3%
			AE					IJ	J						
Somewhat good	1709	252	223	134	631	357	113	394	309	442	295	444	1260	949	760
	57%	62%	69%	68%	54%	49%	52%	47%	57%	60%	66%	55%	57%	57%	56%
		DEF	ADEF	DEF				G	G	GHI					
Somewhat bad	1061	124	75	48	425	307	82	333	185	252	129	307	753	581	479
	35%	31%	23%	24%	37%	42%	38%	40%	34%	34%	29%	38%	34%	35%	35%
		B			ABC	ABCD	ABC	HIJ							
Very bad	151	20	6	6	63	44	13	57	29	24	15	34	117	77	74
	5%	5%	2%	3%	5%	6%	6%	7%	5%	3%	3%	4%	5%	5%	5%
		B			B	B	B	IJ							
Summary															
Top2Box (Good)	1813	262	240	144	672	376	120	439	332	459	302	468	1340	1011	801
	60%	65%	75%	73%	58%	52%	56%	53%	61%	62%	68%	58%	61%	61%	59%
		DEF	ADEF	ADEF	E			G	G	GH					
Low2Box (Bad)	1211	144	81	53	488	351	95	390	213	276	144	341	869	658	553
	40%	35%	25%	27%	42%	48%	44%	47%	39%	38%	32%	42%	39%	39%	41%
		BC			ABC	ABCD	ABC	HIJ	J						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N
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
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?

	REGION							HOUSEHOLD INCOME				HOUSEHOLD		EMPLOYMENT STATUS	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids	Employed	Not
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	3024	560	407	291	866	579	321	770	532	751	506	830	2189	1715	1309
Weighted	3024	406	321	197	1159	727	215	829	545	734	445	809	2209	1670	1354
Yes	562	70	43	25	279	97	47	144	124	137	70	189	372	426	135
	19%	17%	13%	13%	24%	13%	22%	17%	23%	19%	16%	23%	17%	26%	10%
					ABCE		BCE		GJ			L		N	
No	2462	335	278	171	880	630	168	685	421	597	375	621	1837	1244	1219
	81%	83%	87%	87%	76%	87%	78%	83%	77%	81%	84%	77%	83%	74%	90%
		D	DF	DF		DF		H			H		K		M

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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?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD		EMPLOYMENT STATUS	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids	Employed	Not
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	3024	560	407	291	866	579	321	770	532	751	506	830	2189	1715	1309
Weighted	3024	406	321	197	1159	727	215	829	545	734	445	809	2209	1670	1354
Canadian economy															
Improve a lot	41	6	10	3	14	7	1	14	6	9	4	11	30	26	15
	1%	1%	3%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%
			DEF												
Improve a little	758	114	92	54	339	116	43	179	155	204	113	170	586	414	344
	25%	28%	29%	27%	29%	16%	20%	22%	28%	28%	25%	21%	27%	25%	25%
		EF	EF	EF	EF				G	G			K		
Stay the same	1311	171	128	90	492	340	90	356	209	317	223	400	908	749	561
	43%	42%	40%	46%	42%	47%	42%	43%	38%	43%	50%	49%	41%	45%	41%
						B					GHI	L			
Worsen a little	751	95	81	43	256	208	68	217	142	177	90	191	559	398	353
	25%	23%	25%	22%	22%	29%	32%	26%	26%	24%	20%	24%	25%	24%	26%
						D	ACD	J	J						
Worsen a lot	163	19	10	7	58	55	13	63	33	28	16	37	126	82	81
	5%	5%	3%	3%	5%	8%	6%	8%	6%	4%	4%	5%	6%	5%	6%
						BC		IJ							
Summary															
Top2Box (Improve)	799	120	102	57	353	123	44	193	161	213	117	181	616	441	359
	26%	30%	32%	29%	30%	17%	21%	23%	30%	29%	26%	22%	28%	26%	27%
		EF	EF	EF	EF				G	G			K		
Low2Box (Worsen)	914	114	91	50	314	263	81	280	175	205	106	228	685	480	434
	30%	28%	28%	25%	27%	36%	38%	34%	32%	28%	24%	28%	31%	29%	32%
						ABCD	ABCD	IJ	J						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N
Minimum Base: 30 (**), Small Base: 100 (*)

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Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N
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?

	REGION							HOUSEHOLD INCOME				HOUSEHOLD		EMPLOYMENT STATUS	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids	Employed	Not
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	3024	560	407	291	866	579	321	770	532	751	506	830	2189	1715	1309
Weighted	3024	406	321	197	1159	727	215	829	545	734	445	809	2209	1670	1354
Increased	2547	350	283	176	923	627	189	695	465	633	358	684	1857	1378	1170
	84%	86%	88%	89%	80%	86%	88%	84%	85%	86%	80%	85%	84%	82%	86%
		D	D	D		D	D			J					M
Stayed about the same	449	53	36	21	221	94	25	122	76	97	85	116	333	276	174
	15%	13%	11%	11%	19%	13%	12%	15%	14%	13%	19%	14%	15%	17%	13%
					ABCEF						HI				N
Decreased	27	3	2	*	16	5	1	12	4	4	2	9	19	17	11
	1%	1%	1%	*	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%

- Column Proportions:
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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
Minimum Base: 30 (**), Small Base: 100 (*)

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5. How have rising food prices affected your day-to-day budget?

	REGION							HOUSEHOLD INCOME				HOUSEHOLD		EMPLOYMENT STATUS	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids	Employed	Not
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	3024	560	407	291	866	579	321	770	532	751	506	830	2189	1715	1309
Weighted	3024	406	321	197	1159	727	215	829	545	734	445	809	2209	1670	1354
This has had a significant impact on my budget	1012	128	78	72	381	276	77	354	192	221	86	358	653	591	421
	33%	32%	24%	37%	33%	38%	36%	43%	35%	30%	19%	44%	30%	35%	31%
This has not had a big impact, but I've cut back on other expenses		B		B	B	AB	B	HIJ	J	J		L		N	
	1298	172	153	76	499	291	107	341	239	335	185	322	973	710	588
	43%	42%	48%	39%	43%	40%	50%	41%	44%	46%	41%	40%	44%	43%	43%
There has been no impact on my budget			CE				ACE								
	714	105	90	48	279	160	31	134	115	178	175	130	583	369	345
	24%	26%	28%	25%	24%	22%	14%	16%	21%	24%	39%	16%	26%	22%	26%
		F	EF	F	F	F			G	G	GHI		K		M

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N
Minimum Base: 30 (**), Small Base: 100 (*)

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Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N
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?

	REGION							HOUSEHOLD INCOME				HOUSEHOLD		EMPLOYMENT STATUS	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids	Employed	Not
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	3024	560	407	291	866	579	321	770	532	751	506	830	2189	1715	1309
Weighted	3024	406	321	197	1159	727	215	829	545	734	445	809	2209	1670	1354
I comparison shop for food more than before	1709	210	169	102	669	434	126	481	313	413	229	506	1200	928	782
	57%	52%	53%	52%	58%	60%	59%	58%	57%	56%	51%	63%	54%	56%	58%
I tend to follow a budget more than before - I buy less on impulse					A	ABC		J				L			
	1253	184	118	80	477	294	101	363	237	307	163	376	874	745	509
There has been no impact on my budget	41%	45%	37%	40%	41%	40%	47%	44%	43%	42%	37%	46%	40%	45%	38%
		B					B	J	J			L		N	
I use my vehicle less, I make less trips and/or use public transit/walk more	540	87	78	39	191	117	28	105	96	133	125	108	431	272	269
	18%	22%	24%	20%	16%	16%	13%	13%	18%	18%	28%	13%	19%	16%	20%
I don't use my credit card to pay for day-to-day expenses as much as before		DEF	DEF	F					G	G	GHI		K		M
	440	77	37	28	183	78	37	148	87	109	44	120	321	231	209
	15%	19%	11%	14%	16%	11%	17%	18%	16%	15%	10%	15%	15%	14%	15%
		BE			E		BE	J	J	J					
	339	50	39	19	134	74	23	110	72	82	35	87	251	197	142
	11%	12%	12%	10%	12%	10%	11%	13%	13%	11%	8%	11%	11%	12%	10%
								J	J						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N
Minimum Base: 30 (**), Small Base: 100 (*)

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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 foods]

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD		EMPLOYMENT STATUS	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids	Employed	Not
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	3024	560	407	291	866	579	321	770	532	751	506	830	2189	1715	1309
Weighted	3024	406	321	197	1159	727	215	829	545	734	445	809	2209	1670	1354
Overall, rising food prices Means we'll have to tighten our belts and make smarter decisions when buying foods															
Strongly agree	992	127	99	61	390	223	92	302	188	233	110	320	670	543	449
	33%	31%	31%	31%	34%	31%	43%	36%	34%	32%	25%	40%	30%	33%	33%
							ABCDE	J	J	J		L			
Somewhat agree	1763	247	198	125	669	414	110	457	315	443	283	407	1352	972	790
	58%	61%	62%	63%	58%	57%	51%	55%	58%	60%	64%	50%	61%	58%	58%
		F	F	F							G		K		
Somewhat disagree	223	28	17	11	84	72	10	55	34	53	45	62	161	125	98
	7%	7%	5%	6%	7%	10%	5%	7%	6%	7%	10%	8%	7%	8%	7%
						BF					GH				
Strongly disagree	46	3	6	*	16	17	3	16	8	5	7	20	27	29	17
	2%	1%	2%	*	1%	2%	1%	2%	1%	1%	2%	2%	1%	2%	1%
						C						L			
Summary															
Top2Box (Strongly/ Somewhat agree)	2755	374	297	185	1059	637	202	758	503	676	393	727	2022	1515	1239
	91%	92%	93%	94%	91%	88%	94%	91%	92%	92%	88%	90%	92%	91%	92%
		E	E	E	E		E		J	J					
Low2Box (Strongly/ Somewhat disagree)	269	31	23	12	101	89	13	71	42	58	52	82	187	154	115
	9%	8%	7%	6%	9%	12%	6%	9%	8%	8%	12%	10%	8%	9%	8%
						ABCD	F				HI				

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N
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
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:

	REGION							HOUSEHOLD INCOME				HOUSEHOLD		EMPLOYMENT STATUS	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids	Employed	Not
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	3024	560	407	291	866	579	321	770	532	751	506	830	2189	1715	1309
Weighted	3024	406	321	197	1159	727	215	829	545	734	445	809	2209	1670	1354
Overall, rising food prices Means inflation may creep up															
Strongly agree	692	98	73	38	259	173	52	217	121	169	78	194	497	392	300
	23%	24%	23%	20%	22%	24%	24%	26%	22%	23%	18%	24%	23%	23%	22%
Somewhat agree	2057	281	218	144	798	473	143	527	385	507	336	522	1530	1126	931
	68%	69%	68%	73%	69%	65%	66%	64%	71%	69%	75%	65%	69%	67%	69%
Somewhat disagree				E					G	G	GI		K		
	230	25	24	11	93	59	18	68	31	49	28	75	155	123	107
Strongly disagree	8%	6%	7%	6%	8%	8%	8%	8%	6%	7%	6%	9%	7%	7%	8%
	45	2	6	3	9	22	3	17	9	9	4	18	27	29	16
	1%	*	2%	2%	1%	3%	1%	2%	2%	1%	1%	2%	1%	2%	1%
			A			AD									
Summary															
Top2Box (Strongly/ Somewhat agree)	2750	379	291	183	1057	646	194	744	505	676	414	716	2028	1518	1231
	91%	93%	91%	93%	91%	89%	90%	90%	93%	92%	93%	89%	92%	91%	91%
		E											K		
Low2Box (Strongly/ Somewhat disagree)	274	27	30	14	103	81	21	85	40	58	31	93	181	152	123
	9%	7%	9%	7%	9%	11%	10%	10%	7%	8%	7%	11%	8%	9%	9%
						A						L			

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N
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
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:

		REGION						HOUSEHOLD INCOME				HOUSEHOLD		EMPLOYMENT STATUS	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids	Employed	Not
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	3024	560	407	291	866	579	321	770	532	751	506	830	2189	1715	1309
Weighted	3024	406	321	197	1159	727	215	829	545	734	445	809	2209	1670	1354
Overall, rising food prices Means we'll have to tighten our belts and make smarter decisions when buying foods	2755	374	297	185	1059	637	202	758	503	676	393	727	2022	1515	1239
	91%	92%	93%	94%	91%	88%	94%	91%	92%	92%	88%	90%	92%	91%	92%
		E	E	E	E		E		J	J					
Overall, rising food prices Means inflation may creep up	2750	379	291	183	1057	646	194	744	505	676	414	716	2028	1518	1231
	91%	93%	91%	93%	91%	89%	90%	90%	93%	92%	93%	89%	92%	91%	91%
		E										K			

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N
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
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:

		REGION						HOUSEHOLD INCOME				HOUSEHOLD		EMPLOYMENT STATUS	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids	Employed	Not
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	3024	560	407	291	866	579	321	770	532	751	506	830	2189	1715	1309
Weighted	3024	406	321	197	1159	727	215	829	545	734	445	809	2209	1670	1354
Overall, rising food prices Means inflation may creep up	274	27	30	14	103	81	21	85	40	58	31	93	181	152	123
	9%	7%	9%	7%	9%	11%	10%	10%	7%	8%	7%	11%	8%	9%	9%
						A						L			
Overall, rising food prices Means we'll have to tighten our belts and make smarter decisions when buying foods	269	31	23	12	101	89	13	71	42	58	52	82	187	154	115
	9%	8%	7%	6%	9%	12%	6%	9%	8%	8%	12%	10%	8%	9%	8%
						ABCD					HI				

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N
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
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?

	REGION							HOUSEHOLD INCOME				HOUSEHOLD		EMPLOYMENT STATUS	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids	Employed	Not
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	3024	560	407	291	866	579	321	770	532	751	506	830	2189	1715	1309
Weighted	3024	406	321	197	1159	727	215	829	545	734	445	809	2209	1670	1354
\$0	12	1	2	-	6	4	-	6	3	1	-	4	8	6	6
	*	*	1%	-	*	1%	-	1%	*	*	-	1%	*	*	*
\$1-\$500	2315	314	235	162	932	508	164	733	451	495	265	450	1859	1219	1097
	77%	77%	73%	83%	80%	70%	77%	88%	83%	67%	59%	56%	84%	73%	81%
\$501-\$1000		E		BE	BE		E	HIJ	IJ	J			K		M
	661	83	80	32	215	202	50	90	88	226	169	331	330	422	239
	22%	20%	25%	16%	19%	28%	23%	11%	16%	31%	38%	41%	15%	25%	18%
\$1001-\$1500			CD			ACD	C		G	GH	GHI	L		N	
	32	8	4	2	7	10	-	-	4	9	11	21	11	22	10
	1%	2%	1%	1%	1%	1%	-	-	1%	1%	2%	3%	*	1%	1%
\$1501-\$2000		DF							G	G	GH	L			
	4	-	1	-	-	3	1	-	1	3	1	3	1	1	4
	*	-	*	-	-	*	*	-	*	*	*	*	*	*	*
Summary															
Mean	411	415.4	440.3	401	378.6	447.7	419.5	308	387.6	480.9	535.4	543.5	362.8	434.9	381.6
		D	CD			ACD	D		G	GH	GHI	L		N	
Std. Dev.	243.21	244.53	244.19	218.83	233.43	266.58	204.89	188.09	218.02	243.85	271.38	279.36	208.9	244.34	238.62
Std. Err.	4.42	10.33	12.1	12.83	7.93	11.08	11.44	6.78	9.45	8.9	12.06	9.7	4.46	5.9	6.6
Median	400	400	400	400	350	400	400	275	400	450	500	500	350	400	350

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N
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
Minimum Base: 30 (**), Small Base: 100 (*)

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