

Q1. Speaking on the subject of supply management in Canada, how familiar would you say you are when it comes to the system of supply management overall? Would you say you are...?

| | Total | West | Ontario | East |
|------------------------|-------|-------|---------|-------|
| | A | B | C | |
| Base: All respondents | 124 | 48* | 39* | 15** |
| Very familiar | 17 | 6 | 8 | 1 |
| | 13.7% | 12.5% | 20.5% | 6.7% |
| Somewhat familiar | 49 | 22 | 15 | 5 |
| | 39.5% | 45.8% | 38.5% | 33.3% |
| Not very familiar | 42 | 16 | 10 | 8 |
| | 33.9% | 33.3% | 25.6% | 53.3% |
| Not at all familiar | 13 | 3 | 4 | 1 |
| | 10.5% | 6.3% | 10.3% | 6.7% |
| (DK/NS) | 3 | 1 | 2 | 0 |
| | 2.4% | 2.1% | 5.1% | - |
| Summary | | | | |
| Top2Box (Familiar) | 66 | 28 | 23 | 6 |
| | 53.2% | 58.3% | 59.0% | 40.0% |
| Low2Box (Not Familiar) | 55 | 19 | 14 | 9 |
| | 44.4% | 39.6% | 35.9% | 60.0% |

Proportions/Mean: Columns Tested (5% risk level) - A/B/C Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q2. Supply management is a system that controls and manages certain categories of farmed foods (e.g. eggs, turkey, chicken and dairy). It is not an organization, or company, or government branch. The system of supply management was created to benefit Canadian consumers and farmers alike by ensuring and protecting the supply of quality farmed foods. The system of supply management is run by Canadian farmers who all agree to sell their products under a consistent set of rules. This ensures quality for consumers and fair returns for farmers. Having said this, how familiar would you say you are when it comes to the system of supply management overall? Would you say you are?

| | Total | West | Ontario | East |
|-----------------------------------------------------------|-------|-------|---------|-------|
| | | A | B | C |
| Base: All Respondents not familiar with supply management | 58* | 20** | 16** | 9** |
| Very familiar | 3 | 1 | 2 | 0 |
| | 5.2% | 5.0% | 12.5% | - |
| Somewhat familiar | 23 | 11 | 6 | 4 |
| | 39.7% | 55.0% | 37.5% | 44.4% |
| Not very familiar | 24 | 5 | 5 | 5 |
| | 41.4% | 25.0% | 31.3% | 55.6% |
| Not at all familiar | 8 | 3 | 3 | 0 |
| | 13.8% | 15.0% | 18.8% | - |
| Summary | | | | |
| Top2Box (Familiar) | 26 | 12 | 8 | 4 |
| | 44.8% | 60.0% | 50.0% | 44.4% |
| Low2Box (Not Familiar) | 32 | 8 | 8 | 5 |
| | 55.2% | 40.0% | 50.0% | 55.6% |

Proportions/Mean: Columns Tested (5% risk level) - A/B/C Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1/Q2. Total Familiarity

| | Total | West | Ontario | East |
|------------------------|-------|-------|---------|-------|
| | A | B | C | |
| Base: All respondents | 124 | 48* | 39* | 15** |
| Very familiar | 20 | 7 | 10 | 1 |
| | 16.1% | 14.6% | 25.6% | 6.7% |
| Somewhat familiar | 72 | 33 | 21 | 9 |
| | 58.1% | 68.8% | 53.8% | 60.0% |
| Not very familiar | 24 | 5 | 5 | 5 |
| | 19.4% | 10.4% | 12.8% | 33.3% |
| Not at all familiar | 8 | 3 | 3 | 0 |
| | 6.5% | 6.3% | 7.7% | - |
| Summary | | | | |
| Top2Box (Familiar) | 92 | 40 | 31 | 10 |
| | 74.2% | 83.3% | 79.5% | 66.7% |
| Low2Box (Not Familiar) | 32 | 8 | 8 | 5 |
| | 25.8% | 16.7% | 20.5% | 33.3% |

Proportions/Means: Columns Tested (5% risk level) - A/B/C Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q3. Given what you know about Canada's supply management system, how supportive would you say you are when it comes to the system of supply management in Canada? Would you say you are...?

| | Total | West | Ontario | East |
|--------------------------|-------|-------|---------|-------|
| | | A | B | C |
| Base: All respondents | 124 | 48* | 39* | 15** |
| Very supportive | 49 | 17 | 13 | 6 |
| | 39.5% | 35.4% | 33.3% | 40.0% |
| Somewhat supportive | 59 | 22 | 20 | 8 |
| | 47.6% | 45.8% | 51.3% | 53.3% |
| Not very supportive | 9 | 4 | 4 | 1 |
| | 7.3% | 8.3% | 10.3% | 6.7% |
| Not at all supportive | 5 | 5 | 0 | 0 |
| | 4.0% | 10.4% | - | - |
| (DK/NS) | 2 | 0 | 2 | 0 |
| | 1.6% | - | 5.1% | - |
| Summary | | | | |
| Top2Box (Supportive) | 108 | 39 | 33 | 14 |
| | 87.1% | 81.3% | 84.6% | 93.3% |
| Low2Box (Not Supportive) | 14 | 9 | 4 | 1 |
| | 11.3% | 18.8% | 10.3% | 6.7% |

Proportions/Mean: Columns Tested (5% risk level) - A/B/C Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q4. Now, focusing specifically on farming and agricultural production in your community/municipality, does the local economy of your town/municipality include any businesses devoted to production of supply-managed, farmed foods (that is, eggs, turkey, chicken, and dairy)?

| | Total | West | Ontario | East |
|-----------------------|-------|-------|---------|-------|
| | | A | B | C |
| Base: All respondents | 124 | 48* | 39* | 15** |
| Yes | 62 | 21 | 25 | 3 |
| | 50.0% | 43.8% | 64.1% | 20.0% |
| No | 59 | 27 | 11 | 12 |
| | 47.6% | 56.3% | 28.2% | 80.0% |
| | | B | | |
| (DK/NS) | 3 | 0 | 3 | 0 |
| | 2.4% | - | 7.7% | - |
| | | | | |

Proportions/Mean: Columns Tested (5% risk level) - A/B/C Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q5. How important would you say production of supply-managed farmed foods is to your town/municipality?

| | Total | West | Ontario | East |
|---------------------------------------------------------------------|-------|-------|---------|--------|
| | | A | B | C |
| Base: Respondents with supply-managed industries in their community | 62* | 21** | 25** | 3** |
| Very important | 27 | 7 | 11 | 2 |
| | 43.5% | 33.3% | 44.0% | 66.7% |
| | | | | |
| Somewhat important | 29 | 11 | 11 | 1 |
| | 46.8% | 52.4% | 44.0% | 33.3% |
| | | | | |
| Not very important | 5 | 3 | 2 | 0 |
| | 8.1% | 14.3% | 8.0% | - |
| | | | | |
| (DK/NS) | 1 | 0 | 1 | 0 |
| | 1.6% | - | 4.0% | - |
| | | | | |
| Summary | | | | |
| Top2Box (Important) | 56 | 18 | 22 | 3 |
| | 90.3% | 85.7% | 88.0% | 100.0% |
| | | | | |
| Low2Box (Not Important) | 5 | 3 | 2 | 0 |
| | 8.1% | 14.3% | 8.0% | - |
| | | | | |
| Mean | 3.4 | 3.2 | 3.4 | 3.7 |
| | | | | |
| Std. Dev. | 0.6 | 0.7 | 0.6 | 0.6 |
| Std. Err. | 0.1 | 0.1 | 0.1 | 0.3 |

Proportions/Mean: Columns Tested (5% risk level) - A/B/C Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q6. [SUMMARY - TOP2BOX (AGREE)] Please state how much you agree or disagree with the following statements, the first one is ... , how about ...

| | Total | West | Ontario | East |
|--------------------------------------------------------------------------------------------------------------------------------------------------|-------|-------|---------|-------|
| | | A | B | C |
| Base: All respondents | 124 | 48* | 39* | 15** |
| The system of supply management is an important part of the survival of our farms and communities | 99 | 35 | 32 | 12 |
| | 79.8% | 72.9% | 82.1% | 80.0% |
| | | | | |
| If the system of supply management was discontinued, there is no guarantee that farm products sold at local grocery stores would be cheaper | 92 | 36 | 28 | 10 |
| | 74.2% | 75.0% | 71.8% | 66.7% |
| | | | | |
| Without the system of supply management, Canada's borders could open and many family farms could potentially be in jeopardy of being... | 88 | 29 | 29 | 10 |
| | 71.0% | 60.4% | 74.4% | 66.7% |
| | | | | |
| If the system of supply management was discontinued, it is likely that the quality of farm products sold in Canada would potentially deteriorate | 82 | 32 | 20 | 12 |
| | 66.1% | 66.7% | 51.3% | 80.0% |
| | | | | |
| The system of supply management is not responsible for the price consumers pay for products under this system, it is retailers ... | 80 | 25 | 27 | 11 |
| | 64.5% | 52.1% | 69.2% | 73.3% |
| | | | | |

Proportions/Mean: Columns Tested (5% risk level) - A/B/C Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q6. [SUMMARY - LOW2BOX (DISAGREE)] Please state how much you agree or disagree with the following statements, the first one is ... , how about ...

| | Total | West | Ontario | East |
|--------------------------------------------------------------------------------------------------------------------------------------------------|-------|-------|---------|-------|
| | | A | B | C |
| Base: All respondents | 124 | 48* | 39* | 15** |
| If the system of supply management was discontinued, it is likely that the quality of farm products sold in Canada would potentially deteriorate | 41 | 16 | 18 | 3 |
| | 33.1% | 33.3% | 46.2% | 20.0% |
| | | | | |
| The system of supply management is not responsible for the price consumers pay for products under this system, it is retailers ... | 37 | 22 | 9 | 3 |
| | 29.8% | 45.8% | 23.1% | 20.0% |
| | | B | | |
| Without the system of supply management, Canada's borders could open and many family farms could potentially be in jeopardy of being... | 32 | 18 | 8 | 4 |
| | 25.8% | 37.5% | 20.5% | 26.7% |
| | | | | |
| If the system of supply management was discontinued, there is no guarantee that farm products sold at local grocery stores would be cheaper | 28 | 11 | 10 | 3 |
| | 22.6% | 22.9% | 25.6% | 20.0% |
| | | | | |
| The system of supply management is an important part of the survival of our farms and communities | 22 | 12 | 5 | 3 |
| | 17.7% | 25.0% | 12.8% | 20.0% |
| | | | | |

Proportions/Mean: Columns Tested (5% risk level) - A/B/C Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q6_1. [If the system of supply management was discontinued, it is likely that the quality of farm products sold in Canada would potentially deteriorate] Please state how much you agree or disagree with the following statements, the first one is ... , how about ...

| | Total | West | Ontario | East |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-------|---------|-------|
| | A | B | C | |
| Base: All respondents | 124 | 48* | 39* | 15** |
| If the system of supply management was discontinued, it is likely that the quality of farm products sold in Canada would potentially deteriorate | | | | |
| Strongly Agree | 42 | 16 | 8 | 7 |
| | 33.9% | 33.3% | 20.5% | 46.7% |
| Somewhat Agree | 40 | 16 | 12 | 5 |
| | 32.3% | 33.3% | 30.8% | 33.3% |
| Somewhat Disagree | 24 | 6 | 12 | 2 |
| | 19.4% | 12.5% | 30.8% | 13.3% |
| Strongly Disagree | 17 | 10 | 6 | 1 |
| | 13.7% | 20.8% | 15.4% | 6.7% |
| (DK/NS) | 1 | 0 | 1 | 0 |
| | 0.8% | - | 2.6% | - |
| Summary | | | | |
| Top2Box (Agree) | 82 | 32 | 20 | 12 |
| | 66.1% | 66.7% | 51.3% | 80.0% |
| Low2Box (Disagree) | 41 | 16 | 18 | 3 |
| | 33.1% | 33.3% | 46.2% | 20.0% |
| Mean | 2.9 | 2.8 | 2.6 | 3.2 |
| Std. Dev. | 1 | 1.1 | 1 | 0.9 |
| Std. Err. | 0.1 | 0.2 | 0.2 | 0.2 |

Proportions/Mean: Columns Tested (5% risk level) - A/B/C Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q6_2. [Without the system of supply management, Canada's borders could open and many family farms could potentially be in jeopardy of being...] Please state how much you agree or disagree with the following statements, the first one is ... , how about ...

| | Total | West | Ontario | East |
|------------------------------------------------------------------------------------------------------------------------------------------------|-------|-------|---------|-------|
| | A | B | C | |
| Base: All respondents | 124 | 48* | 39* | 15** |
| Without the system of supply management, Canada's borders could open and many family farms could potentially be in jeopardy of being... | | | | |
| Strongly Agree | 56 | 17 | 19 | 6 |
| | 45.2% | 35.4% | 48.7% | 40.0% |
| Somewhat Agree | 32 | 12 | 10 | 4 |
| | 25.8% | 25.0% | 25.6% | 26.7% |
| Somewhat Disagree | 22 | 14 | 4 | 3 |
| | 17.7% | 29.2% | 10.3% | 20.0% |
| Strongly Disagree | 10 | 4 | 4 | 1 |
| | 8.1% | 8.3% | 10.3% | 6.7% |
| (DK/NS) | 4 | 1 | 2 | 1 |
| | 3.2% | 2.1% | 5.1% | 6.7% |
| Summary | | | | |
| Top2Box (Agree) | 88 | 29 | 29 | 10 |
| | 71.0% | 60.4% | 74.4% | 66.7% |
| Low2Box (Disagree) | 32 | 18 | 8 | 4 |
| | 25.8% | 37.5% | 20.5% | 26.7% |
| Mean | 3.1 | 2.9 | 3.2 | 3.1 |
| | | | | |
| Std. Dev. | 1 | 1 | 1 | 1 |
| Std. Err. | 0.1 | 0.1 | 0.2 | 0.3 |

Proportions/Mean: Columns Tested (5% risk level) - A/B/C Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q6_3. [If the system of supply management was discontinued, there is no guarantee that farm products sold at local grocery stores would be cheaper] Please state how much you agree or disagree with the following statements, the first one is ... , how about ...

| | Total | West | Ontario | East |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-------|-------|---------|-------|
| | A | B | C | |
| Base: All respondents | 124 | 48* | 39* | 15** |
| If the system of supply management was discontinued, there is no guarantee that farm products sold at local grocery stores would be cheaper | | | | |
| Strongly Agree | 47 | 13 | 22 | 4 |
| | 37.9% | 27.1% | 56.4% | 26.7% |
| Somewhat Agree | 45 | 23 | 6 | 6 |
| | 36.3% | 47.9% | 15.4% | 40.0% |
| Somewhat Disagree | 19 | 6 | 7 | 2 |
| | 15.3% | 12.5% | 17.9% | 13.3% |
| Strongly Disagree | 9 | 5 | 3 | 1 |
| | 7.3% | 10.4% | 7.7% | 6.7% |
| (DK/NS) | 4 | 1 | 1 | 2 |
| | 3.2% | 2.1% | 2.6% | 13.3% |
| Summary | | | | |
| Top2Box (Agree) | 92 | 36 | 28 | 10 |
| | 74.2% | 75.0% | 71.8% | 66.7% |
| Low2Box (Disagree) | 28 | 11 | 10 | 3 |
| | 22.6% | 22.9% | 25.6% | 20.0% |
| Mean | 3.1 | 2.9 | 3.2 | 3 |
| | | | | |
| Std. Dev. | 0.9 | 0.9 | 1 | 0.9 |
| Std. Err. | 0.1 | 0.1 | 0.2 | 0.3 |

Proportions/Mean: Columns Tested (5% risk level) - A/B/C Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q6_4. [The system of supply management is not responsible for the price consumers pay for products under this system, it is retailers ...] Please state how much you agree or disagree with the following statements, the first one is ... , how about ...

| | Total | West | Ontario | East |
|-------------------------------------------------------------------------------------------------------------------------------------------|-------|-------|---------|-------|
| | A | B | C | |
| Base: All respondents | 124 | 48* | 39* | 15** |
| The system of supply management is not responsible for the price consumers pay for products under this system, it is retailers ... | | | | |
| Strongly Agree | 28 | 8 | 12 | 3 |
| | 22.6% | 16.7% | 30.8% | 20.0% |
| Somewhat Agree | 52 | 17 | 15 | 8 |
| | 41.9% | 35.4% | 38.5% | 53.3% |
| Somewhat Disagree | 24 | 12 | 6 | 3 |
| | 19.4% | 25.0% | 15.4% | 20.0% |
| Strongly Disagree | 13 | 10 | 3 | 0 |
| | 10.5% | 20.8% | 7.7% | - |
| (DK/NS) | 7 | 1 | 3 | 1 |
| | 5.6% | 2.1% | 7.7% | 6.7% |
| Summary | | | | |
| Top2Box (Agree) | 80 | 25 | 27 | 11 |
| | 64.5% | 52.1% | 69.2% | 73.3% |
| Low2Box (Disagree) | 37 | 22 | 9 | 3 |
| | 29.8% | 45.8% | 23.1% | 20.0% |
| Mean | 2.8 | 2.5 | 3 | 3 |
| | | | A | |
| Std. Dev. | 0.9 | 1 | 0.9 | 0.7 |
| Std. Err. | 0.1 | 0.1 | 0.2 | 0.2 |

Proportions/Means: Columns Tested (5% risk level) - A/B/C Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q6_5. [The system of supply management is an important part of the survival of our farms and communities]
Please state how much you agree or disagree with the following statements, the first one is ... , how about ...

| | Total | West | Ontario | East |
|----------------------------------------------------------------------------------------------------------|-------|-------|---------|-------|
| | A | B | C | |
| Base: All respondents | 124 | 48* | 39* | 15** |
| The system of supply management is an important part of the survival of our farms and communities | | | | |
| Strongly Agree | 59 | 18 | 17 | 10 |
| | 47.6% | 37.5% | 43.6% | 66.7% |
| Somewhat Agree | 40 | 17 | 15 | 2 |
| | 32.3% | 35.4% | 38.5% | 13.3% |
| Somewhat Disagree | 15 | 7 | 4 | 2 |
| | 12.1% | 14.6% | 10.3% | 13.3% |
| Strongly Disagree | 7 | 5 | 1 | 1 |
| | 5.6% | 10.4% | 2.6% | 6.7% |
| (DK/NS) | 3 | 1 | 2 | 0 |
| | 2.4% | 2.1% | 5.1% | - |
| Summary | | | | |
| Top2Box (Agree) | 99 | 35 | 32 | 12 |
| | 79.8% | 72.9% | 82.1% | 80.0% |
| Low2Box (Disagree) | 22 | 12 | 5 | 3 |
| | 17.7% | 25.0% | 12.8% | 20.0% |
| Mean | 3.2 | 3 | 3.3 | 3.4 |
| Std. Dev. | 0.9 | 1 | 0.8 | 1 |
| Std. Err. | 0.1 | 0.1 | 0.1 | 0.3 |

Proportions/Mean: Columns Tested (5% risk level) - A/B/C Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing