

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

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1005	439	566	254	378	373	48	193	455	309
Weighted	1005	487	518	280	372	353	88	369	394	155
Very concerned	352	153	199	95	138	120	40	136	129	48
	35%	31%	38%	34%	37%	34%	45%	37%	33%	31%
Somewhat concerned	432	197	235	124	171	138	31	152	182	67
	43%	40%	45%	44%	46%	39%	36%	41%	46%	44%
Not really concerned	186	112	73	52	54	80	9	69	73	35
	18%	23%	14%	19%	14%	23%	10%	19%	19%	22%
Not at all concerned	35	25	10	10	10	15	8	12	10	5
	3%	5%	2%	3%	3%	4%	9%	3%	3%	3%
Summary										
Top2Box (Very/ Somewhat Concerned)	785	350	434	219	308	257	71	287	310	116
	78%	72%	84%	78%	83%	73%	81%	78%	79%	75%
Low2Box (Not Really/ Not At All Concerned)	220	137	83	62	63	96	16	81	84	39
	22%	28%	16%	22%	17%	27%	19%	22%	21%	25%

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I
 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I
 Minimum Base: 30 (**), Small Base: 100 (*)

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2_1. [I make an effort to buy locally-grown and produced food]

To what extent do you agree or disagree with the following statements?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1005	439	566	254	378	373	48	193	455	309
Weighted	1005	487	518	280	372	353	88	369	394	155
I make an effort to buy locally-grown and produced food										
Strongly agree	351	150	202	70	144	138	38	133	140	41
	35%	31%	39%	25%	39%	39%	43%	36%	35%	27%
Somewhat agree			A		C	C	I*	I	I	
	484	256	228	145	174	166	40	168	193	82
	48%	53%	44%	52%	47%	47%	46%	46%	49%	53%
Somewhat disagree		B					*			
	143	66	77	55	43	45	5	57	54	26
	14%	14%	15%	20%	11%	13%	6%	15%	14%	17%
Strongly disagree				DE			*			F
	27	16	11	10	12	5	4	10	7	5
	3%	3%	2%	4%	3%	1%	4%	3%	2%	3%
							*			
Summary										
Top2Box (Agree)	836	406	430	215	318	303	79	301	333	123
	83%	83%	83%	77%	85%	86%	90%	82%	84%	80%
					C	C	*			
Low2Box (Disagree)	169	82	87	66	54	49	9	68	61	31
	17%	17%	17%	23%	15%	14%	10%	18%	16%	20%
				DE			*			

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I
 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I
 Minimum Base: 30 (**), Small Base: 100 (*)

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2_2. [I am willing to pay more for food if it's locally-grown or produced]

To what extent do you agree or disagree with the following statements?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1005	439	566	254	378	373	48	193	455	309
Weighted	1005	487	518	280	372	353	88	369	394	155
I am willing to pay more for food of its locally-grown or produced										
Strongly agree	234	106	128	79	81	74	27	82	90	34
	23%	22%	25%	28%	22%	21%	31%	22%	23%	22%
Somewhat agree	479	235	244	121	174	184	29	166	205	79
	48%	48%	47%	43%	47%	52%	33%	45%	52%	51%
Somewhat disagree	216	100	116	58	84	74	28	82	73	34
	22%	21%	23%	21%	23%	21%	32%	22%	19%	22%
Strongly disagree	76	47	29	23	32	20	4	38	26	8
	8%	10%	6%	8%	9%	6%	4%	10%	7%	5%
		B					*			
Summary										
Top2Box (Agree)	713	341	372	199	255	258	56	248	295	113
	71%	70%	72%	71%	69%	73%	64%	67%	75%	73%
Low2Box (Disagree)	292	147	146	81	117	94	31	120	99	42
	29%	30%	28%	29%	31%	27%	36%	33%	25%	27%
							*			

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I
 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I
 Minimum Base: 30 (**), Small Base: 100 (*)

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2_3. [I trust food that comes from abroad]

To what extent do you agree or disagree with the following statements?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1005	439	566	254	378	373	48	193	455	309
Weighted	1005	487	518	280	372	353	88	369	394	155
I trust food that comes from abroad										
Strongly agree	44	28	16	23	15	6	6	19	9	11
	4%	6%	3%	8%	4%	2%	7%	5%	2%	7%
				E			*			H
Somewhat agree	440	227	213	148	158	134	31	139	191	79
	44%	46%	41%	53%	42%	38%	35%	38%	49%	51%
				DE			*		G	FG
Somewhat disagree	407	177	230	86	163	158	41	156	157	54
	40%	36%	44%	31%	44%	45%	46%	42%	40%	35%
			A		C	C	*			
Strongly disagree	114	56	59	23	36	55	10	56	37	11
	11%	11%	11%	8%	10%	16%	12%	15%	9%	7%
						CD	*	HI		
Summary										
Top2Box (Agree)	484	255	229	171	173	140	37	157	201	90
	48%	52%	44%	61%	47%	40%	42%	43%	51%	58%
		B		DE			*			FG
Low2Box (Disagree)	521	233	288	109	199	213	51	211	193	65
	52%	48%	56%	39%	53%	60%	58%	57%	49%	42%
			A		C	C	I*	I		

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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3_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	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1005	439	566	254	378	373	48	193	455	309
Weighted	1005	487	518	280	372	353	88	369	394	155
Canadian Food Inspection Agency										
Very good	198	99	99	58	84	56	21	78	69	30
	20%	20%	19%	21%	23%	16%	24%	21%	17%	19%
					E		*			
Good	608	277	331	174	218	216	50	230	232	96
	60%	57%	64%	62%	59%	61%	57%	62%	59%	62%
							*			
Bad	167	93	74	41	55	70	12	53	78	24
	17%	19%	14%	15%	15%	20%	13%	14%	20%	15%
							*			
Very bad	32	18	14	7	15	10	5	7	15	5
	3%	4%	3%	3%	4%	3%	6%	2%	4%	3%
							*			
Summary										
Top2Box (Good)	806	376	430	232	302	272	71	308	301	126
	80%	77%	83%	83%	81%	77%	81%	84%	76%	81%
			A				*	H		
Low2Box (Bad)	199	111	88	49	70	81	17	60	93	29
	20%	23%	17%	17%	19%	23%	19%	16%	24%	19%
		B					*	G		

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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3_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?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1005	439	566	254	378	373	48	193	455	309
Weighted	1005	487	518	280	372	353	88	369	394	155
Livestock farmers										
Very good	214	115	99	71	81	63	24	94	72	24
	21%	24%	19%	25%	22%	18%	27%	25%	18%	16%
Good	679	311	367	159	255	264	45	244	280	110
	68%	64%	71%	57%	69%	75%	52%	66%	71%	71%
Bad	97	53	44	43	29	25	15	28	37	18
	10%	11%	9%	15%	8%	7%	17%	7%	9%	12%
Very bad	15	9	7	8	7	*	4	3	6	2
	2%	2%	1%	3%	2%	*	4%	1%	1%	1%
Summary										
Top2Box (Good)	892	426	466	230	336	327	69	338	351	134
	89%	87%	90%	82%	90%	93%	79%	92%	89%	87%
Low2Box (Bad)	113	62	51	51	36	26	19	31	43	21
	11%	13%	10%	18%	10%	7%	21%	8%	11%	13%
				DE			GH*			

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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3_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?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1005	439	566	254	378	373	48	193	455	309
Weighted	1005	487	518	280	372	353	88	369	394	155
Farmers (growers of produce, wheat, etc)										
Very good	322	158	163	86	130	106	39	122	123	38
	32%	33%	32%	31%	35%	30%	44%	33%	31%	25%
Good	626	297	329	168	222	236	36	235	246	109
	62%	61%	64%	60%	60%	67%	41%	64%	62%	70%
							*	F	F	FH
Bad	43	23	20	17	15	11	11	6	20	7
	4%	5%	4%	6%	4%	3%	12%	2%	5%	4%
							G*		G	
Very bad	15	9	6	9	6	-	2	7	5	1
	1%	2%	1%	3%	2%	-	2%	2%	1%	1%
				E	E		*			
Summary										
Top2Box (Good)	948	456	492	254	352	342	75	356	369	147
	94%	94%	95%	91%	95%	97%	86%	97%	94%	95%
						C	*	F		F
Low2Box (Bad)	57	32	26	26	20	11	13	12	25	8
	6%	6%	5%	9%	5%	3%	14%	3%	6%	5%
				E			GI*			

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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3_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?

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1005	439	566	254	378	373	48	193	455	309
Weighted	1005	487	518	280	372	353	88	369	394	155
Grocery stores										
Very good	151	89	62	48	53	50	20	63	48	20
	15%	18%	12%	17%	14%	14%	23%	17%	12%	13%
		B					H*			
Good	700	324	376	173	260	267	54	251	288	107
	70%	66%	73%	62%	70%	76%	62%	68%	73%	69%
						C	*			
Bad	143	71	72	56	54	33	12	55	52	25
	14%	15%	14%	20%	14%	9%	13%	15%	13%	16%
				E			*			
Very bad	11	3	7	4	4	2	2	-	6	3
	1%	1%	1%	1%	1%	1%	2%	-	2%	2%
							*		G	G
Summary										
Top2Box (Good)	852	413	438	221	313	317	75	314	336	127
	85%	85%	85%	79%	84%	90%	85%	85%	85%	82%
						CD	*			
Low2Box (Bad)	153	74	79	60	58	36	13	55	58	28
	15%	15%	15%	21%	16%	10%	15%	15%	15%	18%
				E	E		*			

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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3_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?

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1005	439	566	254	378	373	48	193	455	309
Weighted	1005	487	518	280	372	353	88	369	394	155
Local markets, butchers, etc										
Very good	302	145	157	107	102	93	33	126	108	35
	30%	30%	30%	38%	27%	26%	38%	34%	27%	23%
				DE			I*	I		
Good	649	313	336	152	253	244	46	231	258	114
	65%	64%	65%	54%	68%	69%	52%	63%	65%	74%
				C	C	C	*			FGH
Bad	48	25	22	17	15	16	9	8	26	5
	5%	5%	4%	6%	4%	5%	10%	2%	7%	3%
							G*		G	
Very bad	6	4	2	5	2	-	-	3	3	1
	1%	1%	*	2%	1%	-	-	1%	1%	*
				E			*			
Summary										
Top2Box (Good)	951	458	493	259	355	336	79	357	366	149
	95%	94%	95%	92%	96%	95%	90%	97%	93%	96%
							*	H		
Low2Box (Bad)	54	30	25	21	17	16	9	12	28	6
	5%	6%	5%	8%	4%	5%	10%	3%	7%	4%
							*		G	

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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3. [SUMMARY - TOP2BOX (GOOD)]

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	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1005	439	566	254	378	373	48	193	455	309
Weighted	1005	487	518	280	372	353	88	369	394	155
Local markets, butchers, etc	951	458	493	259	355	336	79	357	366	149
	95%	94%	95%	92%	96%	95%	90%	97%	93%	96%
							*	H		
Farmers (growers of produce, wheat, etc)	948	456	492	254	352	342	75	356	369	147
	94%	94%	95%	91%	95%	97%	86%	97%	94%	95%
						C	*	F		F
Livestock farmers	892	426	466	230	336	327	69	338	351	134
	89%	87%	90%	82%	90%	93%	79%	92%	89%	87%
					C	C	*	F	F	
Grocery stores	852	413	438	221	313	317	75	314	336	127
	85%	85%	85%	79%	84%	90%	85%	85%	85%	82%
						CD	*			
Canadian Food Inspection Agency	806	376	430	232	302	272	71	308	301	126
	80%	77%	83%	83%	81%	77%	81%	84%	76%	81%
			A				*	H		

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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3. [SUMMARY - LOW2BOX (BAD)]

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	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1005	439	566	254	378	373	48	193	455	309
Weighted	1005	487	518	280	372	353	88	369	394	155
Canadian Food Inspection Agency	199	111	88	49	70	81	17	60	93	29
	20%	23%	17%	17%	19%	23%	19%	16%	24%	19%
		B					*		G	
Grocery stores	153	74	79	60	58	36	13	55	58	28
	15%	15%	15%	21%	16%	10%	15%	15%	15%	18%
				E	E		*			
Livestock farmers	113	62	51	51	36	26	19	31	43	21
	11%	13%	10%	18%	10%	7%	21%	8%	11%	13%
				DE			GH*			
Farmers (growers of produce, wheat, etc)	57	32	26	26	20	11	13	12	25	8
	6%	6%	5%	9%	5%	3%	14%	3%	6%	5%
				E			GI*			
Local markets, butchers, etc	54	30	25	21	17	16	9	12	28	6
	5%	6%	5%	8%	4%	5%	10%	3%	7%	4%
							*		G	

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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4_1. [Locally grown]

When buying food in the last six months, how often did you buy each of the following versions when it was available:

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1005	439	566	254	378	373	48	193	455	309
Weighted	1005	487	518	280	372	353	88	369	394	155
Locally grown										
Always	130	58	73	34	42	54	8	55	55	12
	13%	12%	14%	12%	11%	15%	9%	15%	14%	8%
							*	I	I	
Usually	374	166	208	86	140	147	33	135	151	54
	37%	34%	40%	31%	38%	42%	38%	37%	38%	35%
						C	*			
Sometimes	368	188	180	101	140	127	33	121	143	71
	37%	39%	35%	36%	38%	36%	38%	33%	36%	46%
							*			GH
Rarely	89	44	45	37	35	17	5	41	28	15
	9%	9%	9%	13%	9%	5%	6%	11%	7%	9%
				E	E		*			
Never	44	31	13	22	15	7	8	17	16	2
	4%	6%	2%	8%	4%	2%	9%	5%	4%	1%
		B		E			I*			
Summary										
Top2Box (Always/ Usually)	504	224	280	120	183	201	41	190	207	66
	50%	46%	54%	43%	49%	57%	47%	52%	52%	43%
			A			C	*		I	
Low2Box (Rarely/ Never)	133	75	57	59	49	24	13	58	44	17
	13%	15%	11%	21%	13%	7%	15%	16%	11%	11%
				DE	E		*			

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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5_1. [It is important to me that I know where the food that I eat comes from]

To what extent do you agree or disagree with the following statements:

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1005	439	566	254	378	373	48	193	455	309
Weighted	1005	487	518	280	372	353	88	369	394	155
It is important to me that I know where the food that I eat comes from										
Strongly agree	351	154	197	98	115	137	35	130	139	46
	35%	32%	38%	35%	31%	39%	40%	35%	35%	30%
							*			
Somewhat agree	481	228	254	138	184	159	34	166	199	82
	48%	47%	49%	49%	50%	45%	39%	45%	51%	53%
							*			
Somewhat disagree	153	92	61	41	64	49	10	64	52	26
	15%	19%	12%	15%	17%	14%	12%	17%	13%	17%
		B					*			
Strongly disagree	20	14	6	3	9	8	8	8	4	*
	2%	3%	1%	1%	2%	2%	9%	2%	1%	*
							GHI*			
Summary										
Top2Box (Agree)	832	381	451	236	300	296	70	296	338	128
	83%	78%	87%	84%	81%	84%	80%	80%	86%	83%
			A				*			
Low2Box (Disagree)	173	106	67	44	72	57	18	73	56	27
	17%	22%	13%	16%	19%	16%	20%	20%	14%	17%
		B					*			

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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