

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC A	AB B	SK/MB C	Ontario D	Quebec E	Atlantic F	<40k G	40k - <60K H	60k - <100k I	100k+ J	Kids K	No Kids L
Base: All Respondents	1005	100	75	92	380	248	110	286	173	271	145	192	813
Weighted	1005	135	107	65	385	241	71	337	176	240	117	200	805
Very concerned	352	55	32	19	119	98	29	118	67	81	45	67	285
	35%	41%	30%	30%	31%	41%	40%	35%	38%	34%	38%	33%	35%
		*	*	*		D	*						
Somewhat concerned	432	50	42	28	173	105	33	142	72	102	50	96	337
	43%	37%	40%	43%	45%	44%	46%	42%	41%	43%	43%	48%	42%
		*	*	*			*						
Not really concerned	186	24	30	14	72	36	9	61	33	50	21	29	156
	18%	18%	28%	22%	19%	15%	12%	18%	19%	21%	18%	15%	19%
		*	EF*	*			*						
Not at all concerned	35	5	2	4	22	1	1	16	4	7	1	9	26
	3%	4%	2%	6%	6%	1%	1%	5%	3%	3%	1%	4%	3%
		*	*	E*	E		*						
Summary													
Top2Box (Very/ Somewhat Concerned)	785	106	74	48	291	204	62	260	139	183	94	163	622
	78%	79%	70%	73%	76%	84%	87%	77%	79%	76%	81%	81%	77%
		*	*	*		BCD	BCD*						
Low2Box (Not Really/ Not At All Concerned)	220	29	32	18	94	38	10	77	37	57	22	38	183
	22%	21%	30%	27%	24%	16%	13%	23%	21%	24%	19%	19%	23%
		*	EF*	EF*	EF		*						

- Column Proportions:

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

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
 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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC A	AB B	SK/MB C	Ontario D	Quebec E	Atlantic F	<40k G	40k - <60K H	60k - <100k I	100k+ J	Kids K	No Kids L
Base: All Respondents	1005	100	75	92	380	248	110	286	173	271	145	192	813
Weighted	1005	135	107	65	385	241	71	337	176	240	117	200	805
I make an effort to buy locally-grown and produced food													
Strongly agree	351 35%	48 36% *	31 29% *	20 30% *	137 36%	84 35%	32 44% *	119 35%	66 37%	81 34%	39 33%	71 35%	280 35%
Somewhat agree	484 48%	51 38% *	53 50% *	37 57% A*	188 49%	123 51% A	31 44% *	167 50%	78 44%	126 52%	55 47%	101 50%	383 48%
Somewhat disagree	143 14%	31 23% DEF*	17 16% *	8 12% *	52 14%	27 11% A	7 10% *	41 12%	26 15%	27 11%	19 16%	26 13%	117 15%
Strongly disagree	27 3%	5 4% *	5 5% *	1 1% *	8 2%	7 3%	2 2% *	9 3%	6 3%	7 3%	4 3%	2 1%	24 3%
Summary													
Top2Box (Agree)	836 83%	99 73% *	84 79% *	57 88% A*	325 84% A	207 86% A	63 88% A*	287 85%	144 82%	207 86%	94 80%	172 86%	663 82%
Low2Box (Disagree)	169 17%	36 27% CDEF*	22 21% *	8 12% *	60 16%	34 14%	8 12% *	50 15%	32 18%	33 14%	23 20%	28 14%	141 18%

- Column Proportions:

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

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC A	AB B	SK/MB C	Ontario D	Quebec E	Atlantic F	<40k G	40k - <60K H	60k - <100k I	100k+ J	Kids K	No Kids L
Base: All Respondents	1005	100	75	92	380	248	110	286	173	271	145	192	813
Weighted	1005	135	107	65	385	241	71	337	176	240	117	200	805
I am willing to pay more for food of its locally-grown or produced													
Strongly agree	234	29	30	14	83	60	18	83	40	50	29	53	181
	23%	21%	28%	22%	21%	25%	26%	25%	23%	21%	25%	26%	22%
		*	*	*			*						
Somewhat agree	479	55	54	36	186	113	35	140	84	126	60	102	377
	48%	40%	50%	55%	48%	47%	49%	41%	48%	53%	52%	51%	47%
		*	*	*			*			G			
Somewhat disagree	216	32	19	12	80	59	14	81	38	52	21	27	189
	22%	24%	18%	19%	21%	24%	20%	24%	21%	22%	18%	14%	24%
		*	*	*			*						K
Strongly disagree	76	20	4	3	36	9	4	33	14	11	6	19	57
	8%	15%	4%	4%	9%	4%	5%	10%	8%	5%	5%	9%	7%
		BE*	*	*	E		*	I					
Summary													
Top2Box (Agree)	713	83	84	50	269	173	54	222	124	176	90	155	558
	71%	62%	79%	77%	70%	72%	75%	66%	70%	74%	77%	77%	69%
		*	A*	*			*				G		
Low2Box (Disagree)	292	52	23	15	116	68	18	115	52	64	27	46	246
	29%	38%	21%	23%	30%	28%	25%	34%	30%	26%	23%	23%	31%
		B*	*	*			*	J					

- Column Proportions:

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

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

- Column Means:

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC A	AB B	SK/MB C	Ontario D	Quebec E	Atlantic F	<40k G	40k - <60K H	60k - <100k I	100k+ J	Kids K	No Kids L
Base: All Respondents	1005	100	75	92	380	248	110	286	173	271	145	192	813
Weighted	1005	135	107	65	385	241	71	337	176	240	117	200	805
I trust food that comes from abroad													
Strongly agree	44	8	3	5	12	15	2	19	9	8	4	14	30
	4%	6%	3%	8%	3%	6%	2%	6%	5%	3%	3%	7%	4%
		*	*	D*			*						
Somewhat agree	440	61	63	31	149	111	25	142	76	110	54	86	353
	44%	45%	59%	48%	39%	46%	34%	42%	43%	46%	46%	43%	44%
		*	DF*	*			*						
Somewhat disagree	407	54	30	22	167	102	32	139	70	101	46	78	328
	40%	40%	28%	34%	43%	42%	45%	41%	40%	42%	40%	39%	41%
		*	*	*	B		B*						
Strongly disagree	114	12	10	7	58	14	13	37	21	21	13	22	93
	11%	9%	10%	11%	15%	6%	19%	11%	12%	9%	11%	11%	12%
		*	*	*	E		E*						
Summary													
Top2Box (Agree)	484	69	66	36	160	126	26	161	85	118	58	101	383
	48%	51%	62%	56%	42%	52%	37%	48%	48%	49%	50%	50%	48%
		*	DF*	DF*		DF	*						
Low2Box (Disagree)	521	66	40	29	225	115	45	176	91	122	59	100	421
	52%	49%	38%	44%	58%	48%	63%	52%	52%	51%	50%	50%	52%
		*	*	*	BCE		BCE*						

- Column Proportions:

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

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
 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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC A	AB B	SK/MB C	Ontario D	Quebec E	Atlantic F	<40k G	40k - <60K H	60k - <100k I	100k+ J	Kids K	No Kids L
Base: All Respondents	1005	100	75	92	380	248	110	286	173	271	145	192	813
Weighted	1005	135	107	65	385	241	71	337	176	240	117	200	805
Canadian Food Inspection Agency													
Very good	198	24	15	13	71	63	11	80	30	54	21	51	147
	20%	18%	14%	20%	19%	26%	16%	24%	17%	22%	18%	25%	18%
		*	*	*		D	*						
Good	608	77	73	38	238	139	42	194	107	144	79	120	488
	60%	57%	69%	58%	62%	58%	59%	58%	61%	60%	68%	60%	61%
		*	*	*			*						
Bad	167	32	15	10	65	30	16	52	36	36	13	22	145
	17%	24%	14%	15%	17%	12%	22%	15%	21%	15%	11%	11%	18%
		E*	*	*			E*						K
Very bad	32	2	3	5	11	9	2	11	3	6	4	8	24
	3%	2%	3%	7%	3%	4%	3%	3%	1%	3%	3%	4%	3%
		*	*	*			*						
Summary													
Top2Box (Good)	806	101	88	51	309	202	54	274	137	198	100	171	635
	80%	75%	83%	78%	80%	84%	75%	81%	78%	82%	86%	85%	79%
		*	*	*			*						
Low2Box (Bad)	199	34	18	14	76	39	18	63	39	42	17	30	169
	20%	25%	17%	22%	20%	16%	25%	19%	22%	18%	14%	15%	21%
		*	*	*			*						

- Column Proportions:

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

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
 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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC A	AB B	SK/MB C	Ontario D	Quebec E	Atlantic F	<40k G	40k - <60K H	60k - <100k I	100k+ J	Kids K	No Kids L
Base: All Respondents	1005	100	75	92	380	248	110	286	173	271	145	192	813
Weighted	1005	135	107	65	385	241	71	337	176	240	117	200	805
Livestock farmers													
Very good	214	25	19	16	82	51	20	81	43	52	24	58	156
	21%	19%	18%	25%	21%	21%	28%	24%	24%	22%	20%	29%	19%
		*	*	*			*					L	
Good	679	91	79	40	264	158	47	214	119	164	81	117	562
	68%	67%	74%	62%	68%	65%	66%	63%	68%	69%	69%	58%	70%
		*	*	*			*						K
Bad	97	18	9	7	36	25	4	34	13	24	10	24	73
	10%	13%	8%	10%	9%	10%	5%	10%	7%	10%	8%	12%	9%
		*	*	*			*						
Very bad	15	1	-	2	4	8	1	9	2	-	2	2	13
	2%	1%	-	4%	1%	3%	1%	3%	1%	-	2%	1%	2%
		*	*	*			*	I			I		
Summary													
Top2Box (Good)	892	116	98	57	346	209	67	295	162	216	104	175	718
	89%	86%	92%	86%	90%	87%	94%	87%	92%	90%	90%	87%	89%
		*	*	*			*						
Low2Box (Bad)	113	19	9	9	40	32	4	42	14	24	12	26	87
	11%	14%	8%	14%	10%	13%	6%	13%	8%	10%	10%	13%	11%
		*	*	*			*						

- Column Proportions:

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

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
 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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC A	AB B	SK/MB C	Ontario D	Quebec E	Atlantic F	<40k G	40k - <60K H	60k - <100k I	100k+ J	Kids K	No Kids L
Base: All Respondents	1005	100	75	92	380	248	110	286	173	271	145	192	813
Weighted	1005	135	107	65	385	241	71	337	176	240	117	200	805
Farmers (growers of produce, wheat, etc)													
Very good	322	33	27	28	127	86	21	125	63	77	33	75	247
	32%	24%	25%	42%	33%	36%	30%	37%	36%	32%	28%	37%	31%
		*	*	AB*			*						
Good	626	95	73	34	242	135	47	191	107	147	77	112	514
	62%	71%	69%	51%	63%	56%	66%	57%	61%	61%	66%	56%	64%
		CE*	C*	*			*						
Bad	43	4	2	3	15	16	3	14	6	12	3	11	32
	4%	3%	2%	4%	4%	7%	4%	4%	4%	5%	2%	5%	4%
		*	*	*			*						
Very bad	15	2	5	1	2	4	1	7	-	4	4	3	12
	1%	2%	4%	2%	1%	2%	1%	2%	-	2%	4%	2%	1%
		*	D*	*			*			H			
Summary													
Top2Box (Good)	948	128	100	61	369	222	68	317	170	224	110	187	761
	94%	95%	93%	94%	96%	92%	96%	94%	96%	94%	94%	93%	95%
		*	*	*			*						
Low2Box (Bad)	57	7	7	4	17	20	3	20	6	16	7	14	44
	6%	5%	7%	6%	4%	8%	4%	6%	4%	6%	6%	7%	5%
		*	*	*			*						

- Column Proportions:

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

- Column Means:

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC A	AB B	SK/MB C	Ontario D	Quebec E	Atlantic F	<40k G	40k - <60K H	60k - <100k I	100k+ J	Kids K	No Kids L
Base: All Respondents	1005	100	75	92	380	248	110	286	173	271	145	192	813
Weighted	1005	135	107	65	385	241	71	337	176	240	117	200	805
Grocery stores													
Very good	151	26	7	12	56	41	10	58	26	35	16	35	116
	15%	19%	6%	18%	15%	17%	14%	17%	15%	15%	14%	17%	14%
		B*	*	B*		B	*						
Good	700	84	88	45	280	152	51	227	127	163	88	133	567
	70%	62%	83%	69%	73%	63%	72%	67%	72%	68%	76%	67%	70%
		*	AE*	*	E		*						
Bad	143	23	10	8	46	47	10	48	21	41	9	30	113
	14%	17%	9%	12%	12%	19%	14%	14%	12%	17%	8%	15%	14%
		*	*	*		D	*			J			
Very bad	11	2	2	1	3	2	1	4	2	1	3	2	8
	1%	1%	2%	1%	1%	1%	1%	1%	1%	*	3%	1%	1%
		*	*	*			*			I			
Summary													
Top2Box (Good)	852	110	95	57	336	192	61	285	153	198	104	168	683
	85%	82%	89%	87%	87%	80%	85%	85%	87%	83%	89%	84%	85%
		*	*	*	E		*						
Low2Box (Bad)	153	25	12	9	49	49	11	52	23	42	13	32	121
	15%	18%	11%	13%	13%	20%	15%	15%	13%	17%	11%	16%	15%
		*	*	*		D	*						

- Column Proportions:

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

- Column Means:

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC A	AB B	SK/MB C	Ontario D	Quebec E	Atlantic F	<40k G	40k - <60K H	60k - <100k I	100k+ J	Kids K	No Kids L
Base: All Respondents	1005	100	75	92	380	248	110	286	173	271	145	192	813
Weighted	1005	135	107	65	385	241	71	337	176	240	117	200	805
Local markets, butchers, etc													
Very good	302	45	30	22	123	60	22	108	57	65	42	76	226
	30%	34%	29%	34%	32%	25%	31%	32%	32%	27%	36%	38%	28%
		*	*	*			*					L	
Good	649	86	65	42	245	164	47	218	113	155	64	116	533
	65%	64%	61%	64%	64%	68%	66%	65%	64%	65%	55%	58%	66%
		*	*	*			*						
Bad	48	3	8	1	16	18	2	9	6	16	9	9	39
	5%	2%	8%	2%	4%	7%	2%	3%	4%	7%	8%	5%	5%
		*	*	*			*			G	G		
Very bad	6	1	3	-	1	-	1	2	-	3	2	-	6
	1%	1%	3%	-	*	-	1%	*	-	1%	1%	-	1%
		*	E*	*			*						
Summary													
Top2Box (Good)	951	131	95	64	368	224	69	326	170	220	106	191	759
	95%	97%	89%	98%	95%	93%	97%	97%	96%	92%	91%	95%	94%
		*	*	*			*	IJ					
Low2Box (Bad)	54	4	11	1	17	18	2	11	6	20	11	9	45
	5%	3%	11%	2%	5%	7%	3%	3%	4%	8%	9%	5%	6%
		*	*	*			*			G	G		

- Column Proportions:

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

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
 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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC A	AB B	SK/MB C	Ontario D	Quebec E	Atlantic F	<40k G	40k - <60K H	60k - <100k I	100k+ J	Kids K	No Kids L
Base: All Respondents	1005	100	75	92	380	248	110	286	173	271	145	192	813
Weighted	1005	135	107	65	385	241	71	337	176	240	117	200	805
Local markets, butchers, etc	951	131	95	64	368	224	69	326	170	220	106	191	759
	95%	97%	89%	98%	95%	93%	97%	97%	96%	92%	91%	95%	94%
		*	*	*			*	IJ					
Farmers (growers of produce, wheat, etc)	948	128	100	61	369	222	68	317	170	224	110	187	761
	94%	95%	93%	94%	96%	92%	96%	94%	96%	94%	94%	93%	95%
		*	*	*			*						
Livestock farmers	892	116	98	57	346	209	67	295	162	216	104	175	718
	89%	86%	92%	86%	90%	87%	94%	87%	92%	90%	90%	87%	89%
		*	*	*			*						
Grocery stores	852	110	95	57	336	192	61	285	153	198	104	168	683
	85%	82%	89%	87%	87%	80%	85%	85%	87%	83%	89%	84%	85%
		*	*	*	E		*						
Canadian Food Inspection Agency	806	101	88	51	309	202	54	274	137	198	100	171	635
	80%	75%	83%	78%	80%	84%	75%	81%	78%	82%	86%	85%	79%
		*	*	*			*						

- Column Proportions:

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

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

- Column Means:

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC A	AB B	SK/MB C	Ontario D	Quebec E	Atlantic F	<40k G	40k - <60K H	60k - <100k I	100k+ J	Kids K	No Kids L
Base: All Respondents	1005	100	75	92	380	248	110	286	173	271	145	192	813
Weighted	1005	135	107	65	385	241	71	337	176	240	117	200	805
Canadian Food Inspection Agency	199	34	18	14	76	39	18	63	39	42	17	30	169
	20%	25%	17%	22%	20%	16%	25%	19%	22%	18%	14%	15%	21%
		*	*	*			*						
Grocery stores	153	25	12	9	49	49	11	52	23	42	13	32	121
	15%	18%	11%	13%	13%	20%	15%	15%	13%	17%	11%	16%	15%
		*	*	*		D	*						
Livestock farmers	113	19	9	9	40	32	4	42	14	24	12	26	87
	11%	14%	8%	14%	10%	13%	6%	13%	8%	10%	10%	13%	11%
		*	*	*			*						
Farmers (growers of produce, wheat, etc)	57	7	7	4	17	20	3	20	6	16	7	14	44
	6%	5%	7%	6%	4%	8%	4%	6%	4%	6%	6%	7%	5%
		*	*	*			*						
Local markets, butchers, etc	54	4	11	1	17	18	2	11	6	20	11	9	45
	5%	3%	11%	2%	5%	7%	3%	3%	4%	8%	9%	5%	6%
		*	*	*			*			G	G		

- Column Proportions:

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

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

- Column Means:

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC A	AB B	SK/MB C	Ontario D	Quebec E	Atlantic F	<40k G	40k - <60K H	60k - <100k I	100k+ J	Kids K	No Kids L
Base: All Respondents	1005	100	75	92	380	248	110	286	173	271	145	192	813
Weighted	1005	135	107	65	385	241	71	337	176	240	117	200	805
Locally grown													
Always	130	18	22	9	51	13	17	42	31	31	16	32	98
	13%	13%	21%	13%	13%	6%	23%	12%	18%	13%	14%	16%	12%
		E*	E*	E*	E		DE*						
Usually	374	40	31	22	153	104	24	112	65	100	42	73	301
	37%	30%	29%	33%	40%	43%	34%	33%	37%	42%	36%	36%	37%
		*	*	*			*						
Sometimes	368	55	34	24	149	79	26	135	53	84	43	76	292
	37%	41%	32%	36%	39%	33%	37%	40%	30%	35%	37%	38%	36%
		*	*	*			*						
Rarely	89	14	13	6	21	33	2	31	21	14	12	16	73
	9%	10%	12%	10%	5%	14%	3%	9%	12%	6%	10%	8%	9%
		*	*	*		DF	*						
Never	44	7	7	5	11	12	1	18	7	11	4	2	41
	4%	5%	6%	7%	3%	5%	2%	5%	4%	4%	3%	1%	5%
		*	*	*			*						K
Summary													
Top2Box (Always/ Usually)	504	58	53	30	204	117	41	154	96	131	58	105	399
	50%	43%	50%	47%	53%	48%	58%	46%	54%	55%	50%	53%	50%
		*	*	*			*						
Low2Box (Rarely/ Never)	133	21	19	11	32	45	4	48	27	24	15	19	114
	13%	16%	18%	17%	8%	19%	5%	14%	16%	10%	13%	9%	14%
		F*	DF*	DF*		DF	*						

- Column Proportions:

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

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

- Column Means:

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

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:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC A	AB B	SK/MB C	Ontario D	Quebec E	Atlantic F	<40k G	40k - <60K H	60k - <100k I	100k+ J	Kids K	No Kids L
Base: All Respondents	1005	100	75	92	380	248	110	286	173	271	145	192	813
Weighted	1005	135	107	65	385	241	71	337	176	240	117	200	805
It is important to me that I know where the food that I eat comes from													
Strongly agree	351	53	35	22	135	72	34	120	67	75	35	65	286
	35%	39%	32%	34%	35%	30%	47%	36%	38%	31%	30%	32%	36%
		*	*	*			DE*						
Somewhat agree	481	52	55	35	185	124	30	148	86	117	66	111	370
	48%	38%	52%	54%	48%	51%	42%	44%	49%	49%	57%	55%	46%
		*	*	*			*				G	L	
Somewhat disagree	153	28	17	6	52	42	8	55	23	44	15	25	129
	15%	21%	16%	10%	13%	18%	11%	16%	13%	18%	13%	12%	16%
		*	*	*			*						
Strongly disagree	20	2	-	1	13	3	*	13	-	4	*	-	20
	2%	2%	-	2%	3%	1%	*	4%	-	2%	*	-	2%
		*	*	*			*	H					
Summary													
Top2Box (Agree)	832	105	90	58	320	197	63	268	153	192	102	176	656
	83%	78%	84%	88%	83%	81%	89%	80%	87%	80%	87%	88%	82%
		*	*	*			*						
Low2Box (Disagree)	173	30	17	8	65	45	8	69	23	48	15	25	148
	17%	22%	16%	12%	17%	19%	11%	20%	13%	20%	13%	12%	18%
		*	*	*			*						

- Column Proportions:

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

- Column Means:

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

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