

[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?

|                                                                    | REGION |     |     |       |         |        |          | HOUSEHOLD INCOME |            |             |       | HOUSEHOLD |         |
|--------------------------------------------------------------------|--------|-----|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------|---------|
|                                                                    | Total  | BC  | AB  | SK/MB | Ontario | Quebec | Atlantic | <40k             | 40k - <60K | 60k - <100k | 100k+ | Kids      | No Kids |
|                                                                    |        | A   | B   | C     | D       | E      | F        | G                | H          | I           | J     | K         | 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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