

[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?

		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
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%
							*		F	F
Somewhat disagree	216	100	116	58	84	74	28	82	73	34
	22%	21%	23%	21%	23%	21%	32%	22%	19%	22%
							H*			
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:
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[Table of Contents](#)

[I am willing to pay more for products which make health claims]

Please indicate to what extent 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
I am willing to pay more for products which make health claims										
Strongly agree	86	41	44	35	33	17	14	35	25	12
	9%	8%	9%	13%	9%	5%	15%	10%	6%	8%
				E			H*			
Somewhat agree	338	172	166	122	118	98	27	125	141	45
	34%	35%	32%	44%	32%	28%	31%	34%	36%	29%
				DE			*			
Somewhat disagree	405	177	227	85	159	161	34	144	156	71
	40%	36%	44%	30%	43%	46%	39%	39%	40%	46%
			A		C	C	*			
Strongly disagree	177	97	80	38	62	77	13	65	72	27
	18%	20%	16%	14%	17%	22%	15%	18%	18%	18%
						C	*			
Summary										
Top2Box (Agree)	424	213	210	157	151	115	41	160	166	57
	42%	44%	41%	56%	41%	33%	47%	43%	42%	37%
				DE			*			
Low2Box (Disagree)	581	274	307	123	221	238	47	209	228	98
	58%	56%	59%	44%	59%	67%	53%	57%	58%	63%
					C	C	*			

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[Table of Contents](#)

With large discount retailers now selling groceries and competing with grocery store chains - do you feel your grocery bill has:

		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
Gone up	474	236	238	125	161	188	53	186	168	67
	47%	48%	46%	45%	43%	53%	60%	51%	43%	43%
						D	HI*			
Stayed the same	451	207	244	128	177	146	26	154	197	74
	45%	42%	47%	46%	48%	41%	30%	42%	50%	48%
							*		F	F
Gone down	80	44	35	27	34	19	8	28	29	14
	8%	9%	7%	10%	9%	5%	9%	8%	7%	9%
							*			

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[Table of Contents](#)

[Most important]

When grocery shopping, which of the following is most important to you when deciding which products or brands to buy?

		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
Most important										
Taste	164	86	78	51	68	45	16	60	65	24
	16%	18%	15%	18%	18%	13%	18%	16%	16%	15%
							*			
Trusted brands	69	41	28	24	14	30	6	30	24	9
	7%	8%	5%	9%	4%	9%	6%	8%	6%	6%
				D		D	*			
Freshness	325	147	178	81	120	124	24	122	127	52
	32%	30%	34%	29%	32%	35%	27%	33%	32%	33%
							*			
Calorie count	12	3	9	7	5	1	-	3	6	4
	1%	1%	2%	3%	1%	*	-	1%	1%	2%
				E			*			
Food labelled as being nutritious (i.e. high fibre, low fat, etc)	91	45	45	28	25	38	10	33	30	17
	9%	9%	9%	10%	7%	11%	12%	9%	8%	11%
							*			
Price	267	132	135	73	111	82	20	106	107	34
	27%	27%	26%	26%	30%	23%	23%	29%	27%	22%
							*			
Contains no artificial ingredients	77	33	44	16	29	33	12	15	36	15
	8%	7%	8%	6%	8%	9%	13%	4%	9%	9%
							G*		G	G

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[Table of Contents](#)

[2nd most important]

When grocery shopping, which of the following is most important to you when deciding which products or brands to buy?

	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
2nd most important										
Taste	162	71	91	45	65	51	9	62	64	27
	16%	15%	17%	16%	18%	14%	10%	17%	16%	17%
							*			
Trusted brands	87	56	30	24	30	32	8	28	35	15
	9%	12%	6%	9%	8%	9%	9%	8%	9%	10%
		B					*			
Freshness	195	88	107	43	79	74	9	83	74	30
	19%	18%	21%	15%	21%	21%	10%	22%	19%	19%
							*			
Calorie count	53	35	18	13	17	23	7	13	27	7
	5%	7%	4%	4%	5%	7%	8%	4%	7%	4%
		B					*			
Food labelled as being nutritious (i.e. high fibre, low fat, etc)	95	48	46	28	32	34	10	34	40	11
	9%	10%	9%	10%	9%	10%	11%	9%	10%	7%
							*			
Price	318	144	174	100	113	105	36	112	116	53
	32%	29%	34%	36%	30%	30%	41%	30%	30%	35%
							*			
Contains no artificial ingredients	96	45	51	27	35	34	9	36	38	12
	10%	9%	10%	10%	9%	10%	11%	10%	10%	8%
							*			

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[Table of Contents](#)