



2023 Survey on Consumer Perceptions of Food (Wave VI)

Methodological Report

Prepared for Agriculture and Agri-Food Canada

Supplier: Ipsos

Contract Number: CW2274135

Contract Value: \$62,698.95 (including HST)

Contract Award Date: February 17, 2023

Delivery Date: May 19, 2023

Registration Number: POR 124-22

For more information on this report, please contact Agriculture and Agri-Food Canada at aaafc.info.aac@agr.gc.ca

Ce rapport est aussi disponible en français



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada

Catalogue Number: A22-627/2023E-PDF
International Standard Book Number (ISBN): 978-0-660-49071-7
Agriculture and Agri-Food Canada Number: 13161E
Related publications (registration number: POR 124-22)

Ce rapport est aussi disponible en français sur le titre: Sondage de 2023 sur les perceptions des consommateurs à l'égard des aliments (Vague VI) : rapport méthodologique
Numéro de catalogue : A22-627/2023F-PDF
Numéro international normalisé du livre (ISBN) : 978-0-660-49072-4
Numéro d'Agriculture et Agroalimentaire Canada : 13161F
Publications connexes (numéro d'enregistrement : ROP 124-22)

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Agriculture and Agri-Food Canada

Alexandra Bray
Manager, Public Opinion Research and Consultations
1341 Baseline Road Ottawa, ON, K1A 0C5
Telephone: 613-297-7350
Email: alexandra.bray2@agr.gc.ca

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A handwritten signature in black ink, appearing to read "M. Colledge".

Mike Colledge,
President
Ipsos Public Affairs
Signed on 5.17.23

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Executive summary

Introduction and background

Agriculture and Agri-Food Canada (AAFC) supports the Canadian agriculture and agri-food industry through initiatives that promote innovation and competitiveness. The activities of the Department range from the farmer to the consumer, from the farm to global markets, through all phases of producing, processing and marketing of farm, food and bio-based products.

To support its mandate, the Department regularly conducts public opinion research to determine the opinions and attitudes of Canadians and agricultural producers and agricultural processors. The Department uses the results of the research it commissions to develop policies, services and programs, and communications planning. Results are shared internally, as well as with provincial and territorial counterparts, and the Canadian public.

AAFC conducts the Survey on Consumer Perceptions of Food periodically. The study tracks consumer perceptions of food products, including quality and market attribute preferences over time (such as, point of purchase attributes for making purchasing decisions), views on production methods (for example, local, organic, humane and environmentally sustainable production claims) and views on food production (for example, biotechnology and genetic engineering). The first wave was conducted in 2004, with subsequent waves conducted in 2006, 2010, 2014 and 2019. Each wave is modified to reflect current issues, while retaining some indicators to track the perceptions of consumers over time.

Wave VI, conducted in 2023, is built on the data collected in the previous years to track changes in consumer perceptions of food, purchasing behaviours and preferences for certain food attributes. This research also assessed consumer perceptions and behaviours with respect to food attributes that have received increased attention from buyers since the previous waves.

Research objectives

The 2023 wave of the survey is built on tracking questions from the previous wave to identify trends over time and also provides insights on new and evolving areas of interest to AAFC.

Specific objectives of the survey includes assessing:

- Canadians' self-reported food purchasing habits, information acquisition, preferences and decision making drivers (for example, point of purchase attributes for making purchasing decisions);
- Canadians' views on production methods (for example, local, organic, humane, environmentally sustainable production claims);
- Canadians' views on food production (for example, biotechnology and genetic engineering);
- Exploring drivers of Canadians' trust in the agricultural sector;
- Understanding Canadians' views on sustainability in the agricultural sector; and
- Trends in the data collected from year to year.

Target population

The survey was conducted among Canadian adults (aged 18 and older) who have at least shared (50% or greater) responsibility for grocery shopping for the household. To ensure comparability with previous waves of research, a total of 3,343 completed surveys were achieved. Additional details about the sample composition are specified in the appendix.

Research usage

This wave of the survey will build on the data collected in the previous waves to track changes in consumer perceptions of food, purchasing behaviours and preferences for certain food attributes. This research will also be used to assess consumer perceptions and behaviours with respect to food attributes that have received increased attention from buyers since the previous waves.

In addition, this research will be used to inform and shape department, portfolio and industry marketing, promotion and innovation initiatives based on the current state of consumer perceptions of food quality and market attributes in Canada. The findings will be used in the development of policies, programs and initiatives, to improve communications and to better serve clients.

Expenditure

The survey entailed an expenditure of \$62,698.95, including HST.

Consent

Ipsos offers this written consent allowing the Librarian and Archivist of Canada to post, in both official languages, this Methodology Report.

Study methodology

Overview

A quantitative research design was used in this tracking study. Survey fieldwork took place from March 16 to 28, 2023.

Data collection instrument

This quantitative research was administered using a computer assisted web interviewing (CAWI) system (or otherwise reproducing the questionnaire for an online survey). Surveys were self-completed, and duration of interview was on average 20 minutes. The survey was offered in both official languages in Canada, English and French.

The data collection instrument was pre-tested with a total of 20 individuals. Ten tests were conducted in each language, English and French. No adjustments to the survey were needed after the pre-test.

Questionnaire design

The survey instrument consisted of a series of closed-end and open-end questions designed in consultation with AAFC. To address the objective of identifying food perceptions trends over time, the questionnaire design followed the design used in the previous waves of the study. Since comparability with data collected in the past wave is crucial, questions and survey logic was kept consistent with that used in the 2019 study. New questions have been added to capture emerging trends and provide a base for tracking the progress of these trends. Insertion of new questions were thoughtfully added to mitigate potential influence on existing tracking questions.

Sample and sampling design

A total of 3,343 Canadian adults (aged 18 and older) who have at least shared (50% or greater) responsibility for grocery shopping for the household completed the survey.

The research was conducted via a custom online survey approach, which provides efficiencies both in terms of delivering on the research objectives within the specified timeframe and doing so in a cost-effective way. The sample is a non-probability online panel sample, sourced from the online panel capabilities from Ipsos' partner Canadian Viewpoint Inc.

Quota sampling was administered using the latest Statistics Canada census information to ensure that the sample frame is representative of the Canadian population. Regional quotas were defined following a disproportionate sampling approach to provide larger sample sizes among those who reside in Manitoba/Saskatchewan and in Atlantic Canada.

The final survey data is weighted by region, gender, age and education to reflect a representative distribution of the Canadian population according to the Statistics Canada Census 2021. All sample surveys may be subject to other sources of error, including, but not limited to coverage error and measurement error. Due to the effects of rounding, figures may not always equal 100%.

Incentives were not used for recruitment purposes; however, respondents were compensated for their time after completing the survey. The compensation is directly proportionate to the amount of time taken to complete the survey and is comparable to the compensation offered by other online panel sources. Participants are provided with compensation in the form of “points”, which can be accumulated and exchanged for a reward of their choosing.

Sample composition and weighting

The table below indicates the unweighted and weighted demographic distribution of the sample, in counts and proportions. Weighting was applied to the responses to ensure that the final data reflects the adult population of Canada, as per Statistics Canada Census 2021.

Table 1 – Sample composition and weighted sample

	Sample Breakdown	Unweighted sample counts	Weighted sample counts	Unweighted sample proportions	Weighted sample proportions
Total	Total Canada	3343	3343		
Age	18-34 years	777	902	23%	27%
	35-44 years	583	570	17%	17%
	45-54 years	552	535	17%	16%
	55-64 years	614	567	18%	17%
	65 years or older	817	768	24%	23%
Gender	Male	1405	1632	42%	49%
	Female	1926	1699	58%	51%
	Other	2	2	0%	0%
	Non-binary person	10	10	0%	0%
Region	British Columbia	438	466	14%	14%
	Alberta	377	367	11%	11%
	Saskatchewan/Manitoba	362	200	11%	6%
	Ontario	1226	1304	37%	39%
	Quebec	566	769	17%	23%
	Atlantic Canada	371	233	11%	7%
	Territories	3	3	0%	0%
	Grade 8 or less	21	45	1%	1%

Education	Some high school	176	421	5%	13%
	High School diploma or equivalent	972	941	29%	28%
	Registered Apprenticeship or other trades certificate or diploma	231	205	7%	6%
	College, CEGEP or other non-university certificate or diploma	913	798	27%	24%
	University certificate or diploma below bachelor's level	107	100	3%	3%
	Bachelor's degree	629	566	19%	17%
	Post graduate degree above bachelor's level	294	266	9%	8%

Non-response bias

If there is no systematic bias in responding to the survey, the unweighted profile of the survey participants would be very similar to the profile of the Canadian population according to the Statistics Canada Census 2021 (that is, within sampling error). The tables above demonstrate that, in most cases, the survey sample was similar to the representative distribution of the Canadian population with respect to age and gender. With respect to region, since disproportionate sampling was employed to provide larger sample sizes among those who reside in Manitoba/Saskatchewan and in Atlantic Canada it was expected that the unweighted proportions for those regions would be higher than the actual proportion of the Canadian population. The only subgroup where a large gap appears is related to level of education achieved and specifically those with some high school. Since a large gap exists, slightly heavier weights were used to adjust this item to the representative proportion based on the latest Census. Aside from this, the unweighted profile of survey participants and the profile of the Canadian population are very similar, indicating that non-response bias was likely not an important factor in this research.

Response rate

For this survey, a non-probability sample was used. Therefore, a response rate cannot be calculated.

The following table provides the participation rate for this online survey. The participation rate for this survey was 67.5%, and it is calculated as follows:

Table 2 – Participation rate calculation

Disposition	Baseline Survey
Invalid Cases	0
Unresolved (U)	0
In-scope non-responding (IS)	2,157

Disposition	Baseline Survey
Responding units (R)	4,485
Participation Rate=R/(R+IS+U)	67.5%

Online survey cases can be broken down into four broad categories:

Invalid Cases

These can include only clearly invalid cases (for example, invitations mistakenly sent to people who did not qualify for the study, or incomplete or missing email addresses in a client-supplied list).

Unresolved (U)

These include all the cases where it cannot be established whether the invitation was sent to an eligible or an ineligible respondent or unit (for example, when email invitations bounce back or remain without an answer before the candidate could be qualified).

In-scope non-responding (IS)

These include all refusals, either implicit or explicit, all non-contacts and early break-offs of known eligible cases, and other eligible non-respondents (due to illness, leave of absence, vacation or other).

Responding units (R)

These include cases who have participated but who were disqualified afterwards (for example, when admissible quotas have been reached). It also includes all completed surveys or partially completed surveys that meet the criteria set by the researcher to be included in the analysis of the data.

Unresolved (U), in-scope (IS), and responding units (R) are all included in the broad category of “potentially eligible” cases. However, invalid cases are not included in the calculation of outcome rates.

For this survey, a router was used to screen potential respondents and assign them to one of the surveys from the router. The router is a platform used to distribute and manage surveys. This means that individuals who were not eligible to participate in this study because they did not meet the screening criteria would be sent to participate in other surveys that might have been available in the router at that point.

The router assignment precedes the actual survey, and given this, it is not possible to estimate the number of cases “invited” to participate and whether they were eligible or not. Therefore, it is not possible to estimate the “unresolved” cases. For this survey, responding units are broken out as follows.

Table 3 – Completions

Disposition	Baseline Survey
Over quota	1,142
Qualified Completes	3,343
Responding units (R)	4,485

Possible sources of sample bias

The online panel sample routing technology utilized in online surveys may introduce sources of bias. One potential bias is self-selection bias, where participants voluntarily choose to join the panel and decide to participate in surveys based on their personal motivations or interests. Weighted randomization can be applied to mitigate this. The online panel sample routing technology uses weighted randomization to assign surveys to participants. Upon entry into the system, panelists are checked to ensure they have not exceeded survey participation limits. A list of potential survey matches is determined for each panelist based upon the information we know about them, in the case of this study parameters such as age, gender and region were used. Another source of bias is screening bias, as participants were screened based on specific criteria. In this study, panelists were asked additional screening questions within the system to ensure they meet the project criteria. Participants were screened out if they were not the primary grocery shopper or at least shared the grocery shopping responsibility evenly with another member of the household. Potential participants were also screened out if they refused to identify the province the province where they reside or their level of education. Additionally, efforts to prioritize certain populations with lower response rates to improve overall participation can introduce non-response bias. Priority may be given to certain populations that typically have lower response rates. For example, towards the end of the data collection period, quotas set for young respondents and males were lagging. Prioritization is used to mitigate this issue; however, this is kept to a minimum as survey randomization must remain in place as a key element for preventing bias. In this case, limited prioritization was applied during the field window, therefore there is a low chance of sample bias.

Accessibility and data security

The survey platform is compliant with the Accessibility for Ontarians with Disabilities Act (AODA) according to Web Content Accessibility Guidelines (WCAG2.0AA). Panelists were able to submit queries regarding alternative modes of data collection and/or formats that are available to make the survey accessible to persons with disabilities.

The survey invitation included the Canadian Research Insights Council (CRIC) survey registration number so that survey respondents had the ability to verify the legitimacy of the survey as a research initiative sponsored by the Government of Canada.

Survey respondents were informed of their rights under the Privacy Act, the Personal Information Protection and Electronic Documents Act, and the Access to Information Act, and that respondents' rights will be protected throughout the research process.

All field staff directly involved in data collection and tabulation are located in Canada, and all survey data is stored on servers and backup servers located solely in Canada. Respondent confidentiality and protection of personally identifiable information throughout data processing and data management has been maintained.

Appendix A

Survey instrument

Introduction

Thank you for your interest in taking this survey. Agriculture and Agri-food Canada has hired Ipsos to conduct a public opinion survey. The government is interested to know your views on a variety of topics related to how you make decisions about the foods you purchase and eat in your household, as well as about confidence in food safety. Your participation is voluntary and completely confidential. Your answers will remain anonymous. Any information you provide will be administered in accordance with the *Privacy Act* and other applicable privacy laws.

The survey will take about 20 minutes to complete.

A few reminders before beginning ...

On each screen, after selecting your answer, click on the “Continue” button at the bottom of the screen to move forward in the survey. If you leave the survey before completing it, you can return to the survey URL later, and you will be returned to the page where you left off. Your answers up to that point in the survey will be saved.

Should you wish to verify the credibility of this survey, you can utilize the Canadian Research Insights Council (CRIC) Research Verification Service by clicking [here](#) and entering the following project code [insert Ipsos’ link to reference number for research registration system.]

If you have any questions about how to complete the survey or encountered any technical issues, please email Daniel.Kunasingam@ipsos.com.

Thank you in advance for your participation.

Section 1: Screening questions

QS1

What is your date of birth?

[DROPDOWN YEAR]

1910 – 2015

[DROPDOWN MONTH]

January – December

[IF LESS THAN 18 YEARS OLD, THANK YOU AND TERMINATE]

HIDDEN VARIABLE – AGE QUOTAS

- 18-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55-64 years
- 65 years or older

QS2 – TRACKING 2019

What is your gender?

- Male (1)
- Female (2)
- Non-binary person (4)
- Or, please specify: (3)
- Prefer not to say (99)

QS3 – TRACKING 2019

How much of your household's grocery shopping do you, yourself, do?

- All of it (1)
- Almost all of it (2)
- About half of it (3)
- Less than half of it (4).... **[THANK AND TERMINATE]**
- None (5)**[THANK AND TERMINATE]**
- Prefer not to say (99)..... **[THANK AND TERMINATE]**

QS4 – TRACKING 2019

What is your postal code?

Please note: This question may be considered personal. We would like to remind you that your participation is strictly voluntary and that your responses are used for research purposes only. The answers that you provide will be presented in aggregate form and none of them will be linked back to you in any way. All data will be collected and processed in accordance with applicable data protection legislation.

Please enter your 6 digit postal code with no spaces (example: A8A 8A8).

- Please specify: _____ (1)
- Don't know / Prefer not to say (99)

QPROV – TRACKING 2019

If ... QS4 = 99

In which province or territory do you live?

- Newfoundland and Labrador (1)
- Prince Edward Island (2)
- Nova Scotia (3)
- New Brunswick (4)
- Quebec (5)
- Ontario (6)
- Manitoba (7)
- Saskatchewan (8)
- Alberta (9)
- British Columbia (10)
- Yukon (11)
- Northwest Territories (12)
- Nunavut (13)
- Prefer not to say (99) **[THANK AND TERMINATE]**

D4 – TRACKING 2019

What is the highest degree or level of school you have completed? If currently enrolled, select the previous grade or highest degree received.

- Grade 8 or less (1)
- Some high school (2)
- High School diploma or equivalent (3)
- Registered Apprenticeship or other trades certificate or diploma (4)
- College, CEGEP or other non-university certificate or diploma (5)
- University certificate or diploma below bachelor's level (6)
- Bachelor's degree (7)
- Post graduate degree above bachelor's level (8)
- Prefer not to answer (9) **[THANK AND TERMINATE]**

Section 2. Shopping Attributes

PQ1**[CAROUSEL]****[RANDOMIZE]**

Listed below are a number of attributes which you may or may not look for when grocery shopping or dining away from home. Please indicate how frequently you seek food items with each attribute using the scale provided.

PQ1A – Locally produced [TRACKING 2019, 2014]

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Don't know (99)

PQ1B – Product of Canada or Made in Canada as part of the label [TRACKING 2019, 2014]

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Don't know (99)

PQ1C – Country of origin [TRACKING 2019, 2014]

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Don't know (99)

PQ1D – Best value for money spent [TRACKING 2019, 2014]

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Don't know (99)

PQ1E – Nutritional value [TRACKING 2019, 2014]

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Don't know (99)

PQ1F – Convenience [TRACKING 2019, 2014]

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Don't know (99)

PQ1G – Health claims [TRACKING 2019, 2014]

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Don't know (99)

PQ1H – Vegetarian or vegan [TRACKING 2019, 2014]

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Don't know (99)

PQ1I – Environmentally sustainable production [TRACKING 2019, 2014]

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Don't know (99)

PQ1J – Organic production [TRACKING 2019, 2014]

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Don't know (99)

PQ1K – Humane animal treatment [TRACKING 2019]

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Don't know (99)

PQ1L – Fair trade [TRACKING 2019, 2014]

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Don't know (99)

PQ1M – Hormone or antibiotic free – meat products only [TRACKING 2019, 2014]

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)

- Never (5)
- Don't know (99)

PQ1N – Non-GMO (genetically modified organism) **[TRACKING 2019]**

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Don't know (99)

Section 3. Organic Products

Q2A – TRACKING 2019, 2014

If ... Q1J = 1 or Q1J = 2 or Q1J = 3

Q2A – When you go grocery shopping, how frequently do you purchase organically produced products?

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Don't know (99)

Q2B [1,7] – TRACKING 2019, 2014

If ... Q2A = 1 or Q2A = 2 or Q2A = 3

How do you determine whether a particular product is “organic” or not? Please select all that apply.

[RANDOMIZE]

- The label says “Canada Organic” (1)
- The label includes the Canada Organic logo (2)
- The label includes the word organic (3)
- The label says that the product is “certified organic” by an independent body (4)
- The label says that the product is “certified organic” by a foreign country (7)
- The retailer indicates that the product is organically produced (5)
- I buy directly from a farmer/grower who follows organic practices (6)
- Other (please specify) _____ (77)
- Don't know (99) **[Exclusive]**

Q2C [1,3] – TRACKING 2019, 2014

If ... Q2A = 1 or Q2A = 2 or Q2A = 3

In your opinion, what are the most important benefits of organic foods? Please select up to three.

[RANDOMIZE]

- Product is fresher (1)
- Product is tastier (2)
- Product is safer (3)
- Product is healthier (4)
- Product has less of an environmental impact (5)
- Ethical / moral benefits (6)
- Fewer pesticides or chemicals used to grow product (7)
- Product does not have GMOs (genetically modified organisms) (8)
- Other (please specify) _____ (77)
- Don't know (99) **[Exclusive]**

Q2D – TRACKING 2019, 2014

If ... Q2A = 1 or Q2A = 2 or Q2A = 3

Please indicate the extent to which you agree or disagree with the following statement:

Q2D – When grocery shopping, I am willing to pay more for products that are organically produced

- Strongly Agree (1)
- Somewhat Agree (2)
- Neither Agree Nor Disagree (3)
- Somewhat Disagree (4)
- Strongly Disagree (5)
- Don't Know (99)

Q2E [1,9] – TRACKING 2019, 2014

If ... Q2A = 4 or Q2A = 5 or Q1J = 4 or Q1J = 5

What are your main reasons for not purchasing food products labelled as “organic”? Please select all that apply. **[RANDOMIZE]**

- Not generally available where I shop (1)
- Too expensive (2)
- No discernible difference from other products (3)
- Lower quality (blemishes, inconsistent appearance) (4)
- I do not understand the benefits of organic products (5)
- I am not confident that these products are really produced organically (6)
- Lack of certification of organic production methods (7)
- I do not see the value in these products (8)
- No nutritional benefits of organic products (9)
- Other (please specify) _____ (77)
- Don't know (99) **[Exclusive]**

Section 4. Locally Produced Products**Q3Ai – TRACKING 2019, 2014**

If ... Q1A = 1 or Q1A = 2 or Q1A = 3

Q3Ai – When you go grocery shopping, how frequently do you purchase locally produced products?

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Don't know (99)

Q3B [1,8] – TRACKING 2019, 2014

If ... Q3Ai = 1 or Q3Ai = 2 or Q3Ai = 3

How do you determine whether a particular product is locally produced or not when **grocery shopping**?

Please select all that apply. **[RANDOMIZE]**

- The label specifies the location where the food came from (1)
- The label specifies a farm, grower or processing company that I know to be local (2)
- The retailer indicates that the product is locally produced (3)
- The label includes words like “local” (4)
- I buy directly from local farmers/growers (5)
- I contact the company responsible to ask them where their product is from (6)
- Other, (please specify) _____ (8)
- Don't know (99) **[Exclusive]**

Q3Aii – NEW 2023

If ... Q1A = 1 or Q1A = 2 or Q1A = 3

Q3Aii – When dining in, taking out, or getting delivery from restaurants or cafes, how frequently do you purchase locally produced ingredients?

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Don't know (99)

Q3Bii – NEW 2023

If ... Q3Aii = 1 or Q3Aii = 2 or Q3Aii = 3
--

How do you determine whether a particular product is locally produced or not when dining in, taking out, or getting delivery from **restaurants or cafes**? Please select all that apply. **[RANDOMIZE]**

- The menu specifies the location where the food came from (1)
- The server specifies the location where the food came from (2)
- Signage in the restaurant or cafe indicates food or ingredients that are locally produced (3)
- The restaurant or cafe advertises that they use locally produced food or ingredients (4)
- Other, (please specify) _____ (5)
- Don't know (99) **[Exclusive]**

Q3C [1,3] – TRACKING 2019, 2014

If ... Q3Ai = 1 or Q3Ai = 2 or Q3Ai = 3 If... Q3Aii = 1 or Q3Aii = 2 or Q3Aii = 3

In your opinion, what are the most important benefits of purchasing locally produced foods? Please select up to three. **[RANDOMIZE]**

- Support the local economy (1)
- Product is fresher (2)
- Product is tastier (3)
- Product is safer (4)
- Product is healthier (5)
- Product has less of an environmental impact (6)
- Product has a lower price (7)
- Ethical / moral benefits (8)
- Other (please specify) _____ (77)
- Don't know (99) **[Exclusive]**

Q3D

If ... Q3Ai = 1 or Q3Ai = 2 or Q3Ai = 3 If ... Q3Aii = 1 or Q3Aii = 2 or Q3Aii = 3
--

Please indicate the extent to which you agree or disagree with the following statements:

[RANDOMIZE]

When grocery shopping, I am willing to pay more for products that are produced locally. **[TRACKING 2019, 2014]**

- Strongly Agree (1)
- Somewhat Agree (2)
- Neither Agree Nor Disagree (3)
- Somewhat Disagree (4)
- Strongly Disagree (5)

- Don't Know (99)

When purchasing food from a restaurant, I am willing to pay more for products that are produced locally. **[NEW 2023]**

- Strongly Agree (1)
- Somewhat Agree (2)
- Neither Agree Nor Disagree (3)
- Somewhat Disagree (4)
- Strongly Disagree (5)
- Don't Know (99)

Q3E [1,9] – TRACKING 2019, 2014

If ... Q3Ai = 4 or Q3Ai = 5 or Q1A = 4 or Q1A = 5

What are your main reasons for not purchasing products labelled as “local”? Please select all that apply.

[RANDOMIZE]

- Not generally available where I shop (1)
- Too expensive (2)
- No discernable difference from other products (3)
- Lower quality (blemishes, inconsistent appearance) (4)
- I do not understand the benefits of locally produced products (5)
- I am not confident that these products are really produced locally (6)
- Lack of certification of local production methods (7)
- I do not see the value in these products (8)
- Not available year round (9)
- Other (please specify) _____ (77)
- Don't know (99) **[Exclusive]**

Q3F – NEW 2023

Which of the following best describes what buying ‘local’ means to you?

- Food is produced within your city/town
- Food is produced within your region of the province
- Food is produced within your province
- Food is produced within Canada
- Not sure

Section 5. Environmentally Sustainable Methods

Q4A – TRACKING 2019, 2014

If ... Q1I = 1 or Q1I = 2 or Q1I = 3

Q4A – When you go grocery shopping, how frequently do you purchase foods produced using environmentally sustainable methods?

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Don't Know (99)

Q4B [1,6] – TRACKING 2019, 2014

If ... Q4A = 1 or Q4A = 2 or Q4A = 3

How do you determine whether a particular product is produced using environmentally sustainable methods or not?

Please select all that apply. **[RANDOMIZE]**

- The label makes a claim of environmental benefit(s) (1)
- The label indicates that the product is “certified” by an independent body (2)
- The retailer indicates that the product is environmentally sustainable (3)
- The label specifies a farm, grower or company that I know follows environmentally-sustainable practices (4)
- I research/contact the company responsible to ask them if the product is produced using environmentally sustainable methods (5)
- The retailer is a local farm or farmers market making it more environmentally-sustainable (6)
- The product has environmentally sensitive packaging (for example, reduced plastics or no packaging at all) (7)
- Other sources of information (please specify) _____ (77)
- Don't know (99) **[Exclusive]**

Q4C [1,3] – TRACKING 2019, 2014

If ... Q4A = 2 or Q4A = 3

In your opinion, what are the most important benefits of purchasing foods produced using environmentally sustainable methods? Please select up to three. **[RANDOMIZE]**

- Product is fresher (1)
- Product is tastier (2)
- Product is safer (3)
- Product is healthier (4)
- Product has less of an environmental impact (5)
- Product has a lower price (6)
- Ethical / moral benefits (7)
- Other (please specify) _____ (77)
- Don't know (99) **[Exclusive]**

Q4D – TRACKING 2019, 2014

If ... Q4A = 1 or Q4A = 2 or Q4A = 3

Please indicate the extent to which you agree or disagree with the following statement:

Q4D – When grocery shopping, I am willing to pay more for products that are environmentally sustainable.

- Strongly Agree (1)
- Somewhat Agree (2)
- Neither Agree Nor Disagree (3)
- Somewhat disagree (4)
- Strongly Disagree(5)
- Don't Know (99)

Q4E [1,9] – TRACKING 2019, 2014

If ... Q4A = 4 or Q4A = 5 or Q1I = 4 or Q1I = 5

What are your main reasons for not purchasing food products labelled as produced using environmentally sustainable methods? Please select all that apply. **[RANDOMIZE]**

- Not generally available where I shop (1)
- Too expensive (2)
- No discernible difference from other products (3)
- Lower quality (blemishes, inconsistent appearance) (4)
- I do not understand the benefits of environmentally-sustainable production (5)
- I am not confident that these products are really produced using environmentally sustainable methods (6)
- Lack of certification of sustainable production methods (7)
- I do not see the value in these products (8)

- Lack of labelling/no labelling (9)
- I don't take the time to read the labels (10)
- Other (please specify) _____ (77)
- Don't know (99) **[Exclusive]**

Section 6. Humane Treatment of Animals

Q5A – TRACKING 2019, 2014

If ... Q1K = 1 or Q1K = 2 or Q1K = 3

Q5A – When you go grocery shopping, how frequently do you purchase products produced under conditions related to the humane treatment of animals?

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Don't Know (99)

Q5B [1,6] – TRACKING 2019, 2014

If ... Q5A = 1 or Q5A = 2 or Q5A = 3

How do you determine whether a particular animal-based food is produced under conditions related to the humane treatment of animals?

Please select all that apply. **[RANDOMIZE]**

- The label makes a claim such as “free range” or “traditionally raised” (1)
- The label indicates that the product is “certified” by an independent body (2)
- The retailer indicates that the product has been produced under humane animal welfare conditions (3)
- The label specifies a farm, grower or processing company that I know follows humane animal welfare practices (4)
- The label indicates the product follows Halal or Kosher guidelines (5)
- Other (please specify) _____ (77)
- Don't know (99) **[Exclusive]**

Q5C – TRACKING 2019, 2014

If ... Q5A = 1 or Q5A = 2 or Q5A = 3

Please indicate the extent to which you agree or disagree with the following statement:

Q5C – When grocery shopping, I am willing to pay more for animal-based foods produced under conditions related to the humane treatment of animals.

- Strongly Agree (1)
- Somewhat Agree (2)
- Neither Agree Nor Disagree (3)
- Somewhat disagree (4)
- Strongly Disagree(5)
- Don't Know (99)

Q5D [1,9] – TRACKING 2019

If ... Q5A = 4 or Q5A = 5 or Q1K = 4 or Q1K = 5

What are your main reasons for not purchasing products produced under conditions related to the humane treatment of animals? Please select all that apply. **[RANDOMIZE]**

- Not generally available where I shop (1)

- Too expensive (2)
- No discernible difference from other products (3)
- Lower quality (imperfections, inconsistent appearance) (4)
- I do not understand the benefits of food produced under humane animal welfare conditions (5)
- I am not confident that these products are really produced under humane animal welfare conditions (6)
- Lack of certification of humane production methods (7)
- I do not see the value in these products (8)
- Foods in Canada are produced under these conditions (9)
- Lack of labelling/no labelling for this (10)
- Other (please specify) _____ (77)
- Don't know (99) **[Exclusive]**

Section 7. Quality of Food, Information and Food Safety

The next few questions relate to the quality of Canadian food, information you use to make food purchasing decisions and food safety.

Q6, Q7

[CAROUSEL]

[RANDOMIZE]

Q6. What is your overall impression of the quality of food produced in Canada?

[TRACKING 2019, 2014, 2010, 2006]

- Excellent quality (1)
- Good quality (2)
- Average quality (3)
- Poor quality (4)
- Very poor quality (5)
- Don't know (99)

Q7. What is your overall impression of the quality of imported food that is available for consumption in Canada? **[TRACKING 2019]**

- Excellent quality (1)
- Good quality (2)
- Average quality (3)
- Poor quality (4)
- Very poor quality (5)
- Don't know (99)

Q8 [1,5] – TRACKING 2019, 2014

What sources of information do you rely on most to make decisions about food and nutrition?

Please select up to five. **[RANDOMIZE]**

- News media (1)
- Canada's Food Guide (2)
- Doctors, nutritionists, dietitians or other health/science professionals (3)
- Social media (4)
- Food-specific websites (5)
- Government websites (6)
- Word of mouth (7)
- Family and friends (8)
- Food advertisements (9)
- Books (10)
- Food labels (11)
- Online search (for example, Google) (12)
- Farmers/producers (13)

- Other (please specify) _____ (77)
- None of the above (98)
- Don't know (99) **[Exclusive]**

Q9 [1,5] – TRACKING 2019, 2014

Over the past year, what kinds of information most influenced your purchase decisions in the grocery store?

Please select up to five. **[RANDOMIZE]**

- Cost of food (1)
- Food safety incidents/recalls (2)
- Nutritional value (3)
- Health issues (4)
- Food additives (5)
- Product labels (7)
- Information provided by retailers (8)
- Information provided by producers (9)
- Specific dietary regimes (such as, weight loss, allergens) (10)
- Information I have received by contacting the company directly (11)
- Advertising and marketing (12)
- Canada's Food Guide (13)
- Food produced in Canada (14)
- Social media (15)
- Online search (for example, Google) (16)
- Other (please specify) _____ (77)
- None of the above (98) **[Exclusive]**
- Don't know (99) **[Exclusive]**

PQ10

Now thinking about food safety, how confident are you in the Canadian food system regarding ...

[CAROUSEL]

[RANDOMIZE]

PQ10A – Food additives and preservatives [TRACKING 2019, 2014, 2010]

- Very Confident (1)
- Somewhat Confident (2)
- Neutral (3)
- Not very confident (4)
- Not at all confident (5)
- Don't Know (99)

PQ10B – Animal diseases (for example, Mad Cow Disease or Avian Influenza) [TRACKING 2019, 2014, 2010]

- Very Confident (1)
- Somewhat Confident (2)
- Neutral (3)
- Not very confident (4)
- Not at all confident (5)
- Don't Know (99)

PQ10C – Bacterial contamination (for example, E. coli and salmonella) [TRACKING 2019, 2014, 2010]

- Very Confident (1)
- Somewhat Confident (2)
- Neutral (3)
- Not very confident (4)
- Not at all confident (5)

- Don't Know (99)

PQ10D – Genetically modified food or GMOs [TRACKING 2019, 2014]

- Very Confident (1)
- Somewhat Confident (2)
- Neutral (3)
- Not very confident (4)
- Not at all confident (5)
- Don't Know (99)

PQ10E – Hormones, antibiotics and chemicals in plants and animals [TRACKING 2019, 2014, 2010]

- Very Confident (1)
- Somewhat Confident (2)
- Neutral (3)
- Not very confident (4)
- Not at all confident (5)
- Don't Know (99)

PQ10F – Gene editing (for example, making small changes to a cell's gene structure to make the plant more drought resistant) [NEW 2023]

- Very Confident (1)
- Somewhat Confident (2)
- Neutral (3)
- Not very confident (4)
- Not at all confident (5)
- Don't Know (99)

PQ10G – Cellular agriculture (making animal products such as meat, seafood, or dairy from animal cell cultures instead of using live animals) [NEW 2023]

- Very Confident (1)
- Somewhat Confident (2)
- Neutral (3)
- Not very confident (4)
- Not at all confident (5)
- Don't Know (99)

PQ10H – The use of pesticides in food production [NEW 2023]

- Very Confident (1)
- Somewhat Confident (2)
- Neutral (3)
- Not very confident (4)
- Not at all confident (5)
- Don't Know (99)

PQ10I – Government oversight and regulation of the food sector [NEW 2023]

- Very Confident (1)
- Somewhat Confident (2)
- Neutral (3)
- Not very confident (4)
- Not at all confident (5)
- Don't Know (99)

Section 8. Canadian Food System

Q11C – [TRACKING 2019]

Have you seen, heard or read anything about a Food Policy for Canada?

- Yes (1)
- No (2)
- Don't know (99)

PQ12

When you seek food products with specific attributes, how confident are you that the food sold in grocery stores is accurately labelled? Please indicate your degree of confidence for each of the following food attributes.

[CAROUSEL]

[RANDOMIZE]

PQ12A – Locally produced [TRACKING 2019, 2014]

- Completely Confident
- Very Confident (1)
- Somewhat Confident (2)
- Not very confident (4)
- Not at all confident (5)
- I do not pay attention to this attribute when I buy food (6)
- Don't Know (99)

PQ12B – Environmentally sustainable [TRACKING 2019, 2014]

- Completely Confident
- Very Confident (1)
- Somewhat Confident (2)
- Not very confident (4)
- Not at all confident (5)
- I do not pay attention to this attribute when I buy food (6)
- Don't Know (99)

PQ12C – Nutritional content [TRACKING 2019]

- Completely Confident
- Very Confident (1)
- Somewhat Confident (2)
- Not very confident (4)
- Not at all confident (5)
- I do not pay attention to this attribute when I buy food (6)
- Don't Know (99)

PQ12D – Health claims [TRACKING 2019, 2014]

- Completely Confident
- Very Confident (1)
- Somewhat Confident (2)
- Not very confident (4)
- Not at all confident (5)
- I do not pay attention to this attribute when I buy food (6)
- Don't Know (99)

PQ12E – Humane animal welfare practices [TRACKING 2019, 2014]

- Completely Confident
- Very Confident (1)
- Somewhat Confident (2)
- Not very confident (4)
- Not at all confident (5)

- I do not pay attention to this attribute when I buy food (6)
- Don't Know (99)

PQ12F – Fair trade [TRACKING 2019, 2014]

- Completely Confident
- Very Confident (1)
- Somewhat Confident (2)
- Not very confident (4)
- Not at all confident (5)
- I do not pay attention to this attribute when I buy food (6)
- Don't Know (99)

PQ12G – Kosher/halal [TRACKING 2019, 2014]

- Completely Confident
- Very Confident (1)
- Somewhat Confident (2)
- Not very confident (4)
- Not at all confident (5)
- I do not pay attention to this attribute when I buy food (6)
- Don't Know (99)

PQ12H – Organic [TRACKING 2019, 2014]

- Completely Confident
- Very Confident (1)
- Somewhat Confident (2)
- Not very confident (4)
- Not at all confident (5)
- I do not pay attention to this attribute when I buy food (6)
- Don't Know (99)

PQ12I – Vegan/vegetarian [TRACKING 2019, 2014]

- Completely Confident
- Very Confident (1)
- Somewhat Confident (2)
- Not very confident (4)
- Not at all confident (5)
- I do not pay attention to this attribute when I buy food (6)
- Don't Know (99)

PQ12J – Hormone or antibiotic free [TRACKING 2019, 2014]

- Completely Confident
- Very Confident (1)
- Somewhat Confident (2)
- Not very confident (4)
- Not at all confident (5)
- I do not pay attention to this attribute when I buy food (6)
- Don't Know (99)

PQ12K – Genetically modified organism (GMO) free [TRACKING 2019]

- Completely Confident
- Very Confident (1)
- Somewhat Confident (2)
- Not very confident (4)
- Not at all confident (5)

- I do not pay attention to this attribute when I buy food (6)
- Don't Know (99)

PQ12L – Net weight [TRACKING 2019]

- Completely Confident
- Very Confident (1)
- Somewhat Confident (2)
- Not very confident (4)
- Not at all confident (5)
- I do not pay attention to this attribute when I buy food (6)
- Don't Know (99)

PQ12M – Ingredients list [TRACKING 2019]

- Completely Confident
- Very Confident (1)
- Somewhat Confident (2)
- Not very confident (4)
- Not at all confident (5)
- I do not pay attention to this attribute when I buy food (6)
- Don't Know (99)

PQ12N – Nutrition facts [TRACKING 2019, 2014]

- Completely Confident
- Very Confident (1)
- Somewhat Confident (2)
- Not very confident (4)
- Not at all confident (5)
- I do not pay attention to this attribute when I buy food (6)
- Don't Know (99)

PQ14

Please indicate whether you agree or disagree with the following statements.

[CAROUSEL]

[RANDOMIZE]

PQ14A – I spend time worrying about the safety of the food I eat. [TRACKING 2019]

- Strongly agree (1)
- Somewhat agree (2)
- Neutral (3)
- Somewhat disagree (4)
- Strongly disagree (5)
- Don't know (99)

PQ14B – I am careful about the way I buy and prepare food to minimize food waste. [TRACKING 2019]

- Strongly agree (1)
- Somewhat agree (2)
- Neutral (3)
- Somewhat disagree (4)
- Strongly disagree (5)
- Don't know (99)

PQ14D – I believe the Canadian agriculture and food industry is transparent about how food is produced.

[TRACKING 2019]

- Strongly agree (1)

- Somewhat agree (2)
- Neutral (3)
- Somewhat disagree (4)
- Strongly disagree (5)
- Don't know (99)

PQ14F – The price of food affects my food purchasing decisions. **[TRACKING 2019]**

- Strongly agree (1)
- Somewhat agree (2)
- Neutral (3)
- Somewhat disagree (4)
- Strongly disagree (5)
- Don't know (99)

PQ14G – I consider the environmental impact such as reducing the use of plastic or packaging in my food purchasing decisions. **[TRACKING 2019]**

- Strongly agree (1)
- Somewhat agree (2)
- Neutral (3)
- Somewhat disagree (4)
- Strongly disagree (5)
- Don't know (99)

PQ14H – I consider if a product has been produced using environmentally sensitive agricultural methods (for example, water conservation, crop rotation, zero/low till systems). **[NEW 2023]**

- Strongly agree (1)
- Somewhat agree (2)
- Neutral (3)
- Somewhat disagree (4)
- Strongly disagree (5)
- Don't know (99)

PQ15

Have you ever avoided or boycotted a particular food product because ...

[RANDOMIZE]

PQ15A – You were concerned about the safety of the food **[TRACKING 2019, 2014, 2006]**

- Yes (1)
- No (2)
- Don't Know (99)

PQ15B – You were concerned about how the animals have been treated **[TRACKING 2019, 2014, 2006]**

- Yes (1)
- No (2)
- Don't Know (99)

PQ15C – You were concerned that environmentally sustainable practices have not been followed **[TRACKING 2019, 2014, 2006]**

- Yes (1)
- No (2)
- Don't Know (99)

PQ15D – You do not wish to buy food produced by a particular **company** **[TRACKING 2019, 2014, 2006]**

- Yes (1)
- No (2)
- Don't Know (99)

PQ15E – You do not wish to buy food produced by a particular **country** [TRACKING 2019, 2014, 2006]

- Yes (1)
- No (2)
- Don't Know (99)

PQ15G – You were concerned about a particular ingredient in a product [NEW 2023]

- Yes (1)
- No (2)
- Don't Know (99)

PQ15I – You were concerned about labour practices used to produce the food product [NEW 2023]

- Yes (1)
- No (2)
- Don't Know (99)

PQ15J – You were concerned about food product packaging (for example, plastic, Styrofoam) [NEW 2023]

- Yes (1)
- No (2)
- Don't Know (99)

PQ15F – Other (please specify) [TRACKING 2019, 2014, 2006]

- Yes (1)
- No (2)
- Don't Know (99)

Section 9. Food Purchasing Habits

PQ16

When making food purchase decisions, how often do you ...

[CAROUSEL] [RANDOMIZE]

PQ16A – Read 'best before' or expiry dates [TRACKING 2019, 2014]

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Not applicable (98)
- Don't know (99)

PQ16G – Read the Nutrition Facts Table [TRACKING 2019]

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Not applicable (98)
- Don't know (99)

PQ16H– Read the ingredients list [TRACKING 2019]

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Not applicable (98)
- Don't know (99)

PQ16B – Seek retailer advice **[TRACKING 2019, 2014]**

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Not applicable (98)
- Don't know (99)

PQ16C – Seek advice from a professional like a nutritionist, dietitian or doctor **[TRACKING 2019, 2014]**

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Not applicable (98)
- Don't know (99)

PQ16D – Use the internet or social media as a source of information on food products (for example, food safety, nutrition, health) **[TRACKING 2019, 2014]**

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Not applicable (98)
- Don't know (99)

PQ16E – Use a Government of Canada website as a source of food safety information **[TRACKING 2019]**

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Not applicable (98)
- Don't know (99)

PQ16F – Assess food handling practices where you buy your food **[TRACKING 2019, 2014]**

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Not applicable (98)
- Don't know (99)

PQ16I – Avoid products with plastic packaging [TRACKING 2019, 2014]

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Not applicable (98)
- Don't know (99)

Q18 [1,10] – [TRACKING 2019]

In the past year, have you changed your food purchasing habits because of the following ... Please select all that apply. **[RANDOMIZE]**

- Food safety concerns (1)
- Food quality concerns (2)
- Your health issues (3)
- Advice from Canada's Food Guide (4)
- Your diet (5)
- Impacts from climate change (6)
- Concerns about the environmental sustainability in food production (7)
- Increasing food prices (8)
- Other (please specify) _____ (77)
- I have not changed my food purchasing habits (9) [Exclusive]
- Don't know (99) **[Exclusive]**

Q18A – NEW 2023

If ... Q18 = 8

How have you changed your food purchasing habits due to increasing food prices? Please select all that apply.

[RANDOMIZE]

- Cut back on the amount of food purchased (1)
- Bought less meat, dairy, or fresh produce due to increased prices (2)
- Purchased frozen or canned goods instead of fresh (3)
- Skipped meals (4)
- Visited a food bank/received community help (5)
- Purchased more discounted/on sale food items (6)
- Started shopping or shopped more often at low-cost retailers (for example, NoFrills, Food Basics, Walmart) (7)
- Purchased less expensive brands (8)
- Purchased more food in bulk (9)
- Other, please specify: _____ (77)

NQ23 – NEW 2023

In the past year, how often have you used the following to shop for groceries?

[CAROUSEL] [RANDOMIZE]**NQ23A – Grocery store (in-person)**

- More than once per week (1)
- Weekly (2)
- Every two weeks (3)
- Monthly (4)
- Every few months (5)
- One to two times per year (6)
- Not in the past year (98)
- Don't Know (99)

NQ23B – Online grocery store or market place (for example Amazon) for **delivery**

- More than once per week (1)
- Weekly (2)
- Every two weeks (3)
- Monthly (4)
- Every few months (5)
- One to two times per year (6)
- Not in the past year (98)
- Don't Know (99)

NQ23C – Online grocery store or market place (for example PC Express) for **pick up**

- More than once per week (1)
- Weekly (2)
- Every two weeks (3)
- Monthly (4)
- Every few months (5)
- One to two times per year (6)
- Not in the past year (98)
- Don't Know (99)

NQ23D – Online meal kit delivery service

- More than once per week (1)
- Weekly (2)
- Every two weeks (3)
- Monthly (4)
- Every few months (5)
- One to two times per year (6)
- Not in the past year (98)
- Don't Know (99)

NQ23E – Farmers market

- More than once per week (1)
- Weekly (2)
- Every two weeks (3)
- Monthly (4)
- Every few months (5)
- One to two times per year (6)
- Not in the past year (98)
- Don't Know (99)

NQ23F – Visited a specialty food store

- More than once per week (1)
- Weekly (2)
- Every two weeks (3)
- Monthly (4)
- Every few months (5)
- One to two times per year (6)
- Not in the past year (98)
- Don't Know (99)

NQ23G – Fresh food box pick up or delivery service (for example delivery of fruit and vegetables from a local farm)

- More than once per week (1)

- Weekly (2)
- Every two weeks (3)
- Monthly (4)
- Every few months (5)
- One to two times per year (6)
- Not in the past year (98)
- Don't Know (99)

NQ24 – NEW 2023

If ... NQ23B = 1 or NQ23B = 2 or NQ23B = 3 or NQ23B = 4 or NQ23B = 5 or NQ23B = 6
 NQ23C = 1 or NQ23C = 2 or NQ23C = 3 or NQ23C = 4 or NQ23C = 5 or NQ23B = 6

[CAROUSEL]**[ROWS]****[RANDOMIZE]**

When buying groceries online, how frequently do you purchase each of the following types of food?

NQ24A – Fruits and vegetables

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Not Applicable (98)
- Don't Know (99)

NQ24B – Meat (including poultry and seafood)

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Not Applicable (98)
- Don't Know (99)

NQ24C – Dairy or eggs

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Not Applicable (98)
- Don't Know (99)

NQ24D – Non-perishables (canned or boxed food that doesn't need to be refrigerated or frozen and has a long shelf life)

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Not Applicable (98)

- Don't Know (99)

NQ24E – Deli meats and cheeses

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Not Applicable (98)
- Don't Know (99)

NQ24F – Baked goods

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Not Applicable (98)
- Don't Know (99)

NQ24G – Prepared foods or meals

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Not Applicable (98)
- Don't Know (99)

NQ24H – Frozen food

- Always (1)
- Often (2)
- Sometimes (3)
- Rarely (4)
- Never (5)
- Not Applicable (98)
- Don't Know (99)

NQ25 – NEW 2023

Which, if any, of the following diets are you currently following?

Please select all that apply. **[RANDOMIZE]**

- Plant based (Vegan, Vegetarian) (1)
- Meat reduced (Raw, Pescatarian, Flexitarian, Climatarian) (2)
- Meat based (Carnivore) (3)
- Calorie or carbohydrate reduced diet (Keto, Intermittent fasting) (4)
- Halal or Kosher (5)
- Gluten, nut-free or dairy-free (6)
- Other diet not listed above, (please specify) (77)
- None, I currently don't follow any diets (7) **[Exclusive]**
- Prefer not to say (99) **[Exclusive]**

NQ26 – NEW 2023

In the past month, have you seen QR codes **[insert pic]** related to food products while grocery shopping?

- Yes (1)

- No (2)
- Don't know (3)

NQ26A – NEW 2023

If ... NQ26 = 1

In the past month, have you scanned a QR code related to food product information?

- Yes (1)
- No (2)
- Don't know (3)

NQ26B – NEW 2023

If ... NQ26A = 1

When did you use the QR code to access information about the food product? Was it ...

- While grocery shopping (1)
- Later, when you had a few moments to research that food product (2)
- Don't know (99)

NQ26C – NEW 2023

How likely are you to use QR codes to access information about food products in the future?

- Extremely Likely (1)
- Likely (2)
- Neutral (3)
- Unlikely (4)
- Extremely unlikely (5)
- Don't Know (99)

Section 10. Public Trust**NQ27 – NEW 2023**

Overall, please rate your level of trust in Canada's food and agriculture industry?

- Very trustworthy (1)
- Moderately trustworthy (2)
- Not very trustworthy (3)
- Not at all trustworthy (4)
- Don't Know (99)

PQ19

In your view, how important are the following in terms of building or maintaining the public's trust in food produced in Canada's agricultural and agri-food industry?

[CAROUSEL] [RANDOMIZE]

PQ19A – Ensuring food safety [TRACKING 2019]

- Very important (1)
- Moderately important (2)
- Not very important (3)
- Not at all important (4)
- Don't Know (99)

PQ19B – Affordability of food [TRACKING 2019]

- Very important (1)
- Moderately important (2)
- Not very important (3)
- Not at all important (4)

- Don't Know (99)

PQ19C – Transparency about how food is produced and processed [TRACKING 2019]

- Very important (1)
- Moderately important (2)
- Not very important (3)
- Not at all important (4)
- Don't Know (99)

PQ19D – Implementing sustainable and environmentally friendly practices in food production [TRACKING 2019]

- Very important (1)
- Moderately important (2)
- Not very important (3)
- Not at all important (4)
- Don't Know (99)

PQ19F – Accurate labeling [TRACKING 2019]

- Very important (1)
- Moderately important (2)
- Not very important (3)
- Not at all important (4)
- Don't Know (99)

PQ19G – Labour practices, including worker safety, hiring and labour conditions [TRACKING 2019]

- Very important (1)
- Moderately important (2)
- Not very important (3)
- Not at all important (4)
- Don't Know (99)

PQ19H – Adherence to animal welfare standards [TRACKING 2019]

- Very important (1)
- Moderately important (2)
- Not very important (3)
- Not at all important (4)
- Don't Know (99)

PQ19K – Compliance with government regulations [TRACKING 2019]

- Very important (1)
- Moderately important (2)
- Not very important (3)
- Not at all important (4)
- Don't Know (99)

PQ19M – Industry standards/certification [TRACKING 2019]

- Very important (1)
- Moderately important (2)
- Not very important (3)
- Not at all important (4)
- Don't Know (99)

PQ19N – Ensuring there is a diverse, equitable and inclusive labour workforce [NEW 2023]

- Very important (1)

- Moderately important (2)
- Not very important (3)
- Not at all important (4)
- Don't Know (99)

Q20 [1,3] – TRACKING 2019

What efforts should the government make to build, improve and maintain consumers' trust in food products?
Please select UP TO 3 most important activities. **[RANDOMIZE]**

- Consult with Canadians when developing government initiatives, policies and regulations for the industry (1)
- Support the industry in providing “certified claims” about food products and best practices (2)
- Ensure product labels enable Canadians to make informed food choices (3)
- Ensure the agriculture and agri-food industry is supported by a strong regulatory system (4)
- Fund initiatives for farmers, growers, food processors or retailers to demonstrate trustworthiness (5)
- Ensure Canadian food standards meet/exceed those of other countries (6)
- Provide science-based information about agriculture and agri-food (7)
- Support the development of assurance systems (8)
- Other (please specify) _____ (77)
- Don't know (99) **[Exclusive]**

Q21 – TRACKING 2019

What would be the most effective way for government to share information with consumers in Canada?
[RANDOMIZE]

- Government of Canada websites (1)
- Other levels of government websites (for example, provincial or municipal) (2)
- Government e-newsletters (3)
- Government of Canada social media (for example, LinkedIn, Twitter, Facebook, YouTube) (4)
- Industry and association publications (5)
- TV or radio advertising (6)
- Other (please specify) _____ (77)
- Don't know (99)

Section 11. Demographics

D1 – TRACKING 2019

On average, about how much do you spend on food per month in your household?

- Amount: \$_____ (77) **[Range : \$0 - \$15,000]**
- Don't know (99)

PD2 – NEW 2023

How many people are living or staying at your current address? (Include yourself and any other adults or children who are currently living or staying at this address for at least two months.)

- 1 **[SKIP TO D3 and auto punch 'no' at D2]**
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11

- 12+
- Prefer Not to Answer (99)

D2 – NEW 2023

Are there any children under 18 years old living or staying at your current address?

- Yes (1)
- No (2)
- Prefer Not to Answer (99)

D3 – TRACKING 2019

What language do you speak most often at home?

- English (1)
- French (2)
- Other (3)
- Prefer not to answer (99)

D5 – TRACKING 2019

Please indicate your annual household income before taxes.

- Under \$20,000 (1)
- \$20,000 to just under \$40,000 (2)
- \$40,000 to just under \$60,000 (3)
- \$60,000 to just under \$80,000 (4)
- \$80,000 to just under \$100,000 (5)
- \$100,000 to just under \$150,000 (6)
- \$150,000 and above (7)
- Prefer not to answer (99)

D6 – TRACKING 2019

Which of the following best describes your employment status?

- Employed full-time (1)
- Employed part-time (2)
- Self-Employed full-time (3)
- Self-Employed part-time (4)
- Retired (5)
- Student full-time (6)
- Student part-time (7)
- Full-time parent, homemaker (8)
- Not currently employed (9)
- Prefer not to answer (99)

D7 – TRACKING 2019

If .. D6 = 1 or D6 = 2 or D6 = 3 or D6 = 4 or D6 = 5

Do / Did you work in the agri-food industry?

- Yes (1)
- No (2)
- Prefer not to answer (99)

D8 – NEW 2023

- Do you consider yourself to be an Indigenous person, that is, First Nations (North American Indian), Métis or Inuk (Inuit)?
- No (2)
- Yes, First Nations (North American Indian) (1)
- Yes, Metis (3)
- Yes, Inuk (Inuit) (4)

- Prefer not to answer (99)

D9 [1,13] – NEW 2023

If ... D8 = 2

A person in a racialized minority group in Canada is someone (other than an Indigenous person as asked above) who is non-Caucasian in race or non-white in colour, regardless of place of birth. Are you a member of a racialized minority group? Which of the following best describes your minority group? Please select all that apply. **[RANDOMIZE]**

- No, not a member of a racialized minority group (1)
- Chinese (2)
- Black (3)
- Filipino (4)
- Arab (5)
- Latin, Central and South American origins (6)
- Southeast Asian (for example, Vietnamese, Cambodian, Laotian, Thai) (7)
- South Asian (for example, East Indian, Pakistani, Sri Lankan) (8)
- West Asian (for example, Iranian, Afghan)(9)
- Korean (10)
- Japanese (11)
- Another group, specify (77):
- Prefer not to answer (99) **[Exclusive]**

Thank you very much for taking the time to complete this survey.