

[Total Benefits] Compared to 'regular' fresh fruits and vegetables, what would you say is the top benefit of buying locally grown fresh fruit and vegetables? What other factors would you say are benefits of buying locally grown fresh fruit and vegetables?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H

	Total	GENDER		AGE			EDUCATION		
		Male	Female	18-34	35-54	55+	<HS/ HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1091	492	599	296	517	278	410	550	131
Weighted	1091	534	557	321	434	336	400	546	146
Helps your local economy	770 71%	378 71%	393 71%	233 73%	316 73%	221 66%	250 63%	411 75%	109 75%
Supports family farmers	763 70%	368 69%	395 71%	233 73%	310 72%	219 65%	264 66%	396 73%	103 71%
Tastes better	580 53%	263 49%	317 57%	167 52%	248 57%	165 49%	192 48%	316 58%	72 50%
Cheaper	547 50%	263 49%	283 51%	153 48%	230 53%	164 49%	206 52%	282 52%	59 40%
Not genetically modified	524 48%	254 47%	270 49%	146 45%	198 46%	180 54%	179 45%	285 52%	60 41%
Healthier	507 46%	245 46%	262 47%	132 41%	212 49%	162 48%	176 44%	269 49%	62 43%
No Chemicals/ Synthetic Pesticides	487 45%	229 43%	258 46%	134 42%	195 45%	158 47%	176 44%	262 48%	49 34%
Safer	477 44%	228 43%	249 45%	132 41%	195 45%	150 45%	164 41%	256 47%	57 39%
Environmentally friendly	474 43%	231 43%	243 44%	126 39%	193 45%	155 46%	160 40%	255 47%	59 41%
Preserves the green belt	451 41%	224 42%	227 41%	110 34%	192 44%	149 44%	155 39%	248 46%	48 33%
There are no other benefits	222 20%	114 21%	109 20%	44 14%	94 22%	85 25%	93 23%	102 19%	27 19%
There are no real benefits	124 11%	62 12%	61 11%	32 10%	49 11%	43 13%	57 14%	50 9%	17 11%
Fresher	35 3%	15 3%	20 4%	6 2%	14 3%	15 4%	10 3%	22 4%	3 2%
No added hormones/steroids	1 0	1 0	0 -	0 -	1 0	0 -	0 -	1 0	0 -
Other	24 2%	9 2%	15 3%	3 1%	12 3%	9 3%	14 3%	10 2%	0 -

[Total Benefits] Compared to 'regular' fresh fruits and vegetables, what would you say is the top benefit of buying locally grown fresh fruit and vegetables? What other factors would you say are benefits of buying locally grown fresh fruit and vegetables?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1091	148	113	71	403	277	79	280	425	386	331	760
Weighted	1091	152	105	73*	420	259	83*	281	430	380	315	776
Helps your local economy	770 71%	111 73%	73 69%	53 73%	300 72%	174 67%	60 73%	178 63%	305 71%	287 75%	229 73%	541 70%
Supports family farmers	763 70%	110 72%	74 71%	53 73%	308 73%	154 60%	63 76%	177 63%	307 71%	279 73%	225 71%	538 69%
Tastes better	580 53%	89 59%	54 52%	40 56%	226 54%	125 48%	44 54%	141 50%	235 55%	204 54%	173 55%	407 52%
Cheaper	547 50%	74 49%	53 50%	32 45%	220 52%	131 50%	37 45%	152 54%	214 50%	181 48%	162 51%	385 50%
Not genetically modified	524 48%	83 55%	49 47%	30 42%	194 46%	127 49%	40 48%	141 50%	211 49%	171 45%	140 44%	384 49%
Healthier	507 46%	75 49%	48 45%	31 43%	195 46%	124 48%	34 41%	135 48%	199 46%	173 46%	146 46%	361 46%
No Chemicals/ Synthetic Pesticides	487 45%	76 50%	51 49%	27 37%	184 44%	114 44%	35 42%	128 46%	189 44%	170 45%	137 43%	350 45%
Safer	477 44%	66 43%	47 45%	33 45%	182 43%	114 44%	35 42%	125 44%	200 46%	153 40%	143 45%	334 43%
Environmentally friendly	474 43%	73 48%	45 43%	31 43%	182 43%	111 43%	31 38%	121 43%	181 42%	172 45%	137 44%	337 43%
Preserves the green belt	451 41%	65 43%	44 42%	24 33%	173 41%	119 46%	27 32%	120 43%	185 43%	147 39%	120 38%	332 43%
There are no other benefits	222 20%	30 20%	19 18%	16 21%	77 18%	62 24%	19 23%	59 21%	101 24%	62 16%	61 19%	161 21%
There are no real benefits	124 11%	21 14%	6 5%	8 11%	42 10%	33 13%	14 17%	37 13%	51 12%	36 10%	29 9%	95 12%
Fresher	35 3%	6 4%	1 1%	2 3%	23 5%	1 1%	1 1%	5 2%	16 4%	13 3%	10 3%	25 3%
No added hormones/steroids	1 0	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	1 0	1 0	0 -
Other	24 2%	5 3%	2 2%	2 3%	9 2%	3 1%	2 3%	3 1%	16 4%	5 1%	5 2%	19 2%

Compared to 'regular' fresh meat, what would you say is the top benefit of buying locally grown meat? What other factors would you say are benefits of buying locally grown meat?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H

	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
Base: All respondents	1091	492	599	296	517	278	410	550	131
Weighted	1091	534	557	321	434	336	400	546	146
Helps your local economy	758 69%	375 70%	382 69%	233 73%	307 71%	218 65%	236 59%	410 75%	111 76%
Supports family farmers	722 66%	348 65%	374 67%	216 67%	299 69%	207 61%	227 57%	395 72%	100 69%
Tastes better	529 48%	251 47%	278 50%	147 46%	214 49%	168 50%	192 48%	274 50%	63 43%
No added hormones/steroids	500 46%	241 45%	259 47%	133 41%	196 45%	170 51%	179 45%	268 49%	52 36%
Cheaper	490 45%	244 46%	246 44%	128 40%	205 47%	157 47%	177 44%	251 46%	62 43%
Healthier	480 44%	234 44%	246 44%	126 39%	204 47%	150 45%	167 42%	258 47%	56 38%
Not genetically modified	477 44%	244 46%	233 42%	134 42%	194 45%	150 45%	167 42%	262 48%	48 33%
Safer	476 44%	226 42%	250 45%	130 41%	197 45%	148 44%	173 43%	254 47%	49 34%
No Chemicals/ Synthetic Pesticides	455 42%	218 41%	237 43%	121 38%	184 42%	149 44%	165 41%	243 44%	47 32%
Environmentally friendly	449 41%	228 43%	221 40%	115 36%	181 42%	152 45%	158 39%	233 43%	58 40%
Preserves the greenbelt	426 39%	217 41%	209 38%	108 34%	176 40%	143 42%	156 39%	219 40%	52 36%
Fresher	9 1%	6 1%	3 1%	0 -	4 1%	6 2%	2 1%	5 1%	2 1%
There are no real benefits	142 13%	67 13%	75 13%	34 11%	55 13%	54 16%	64 16%	60 11%	18 12%
There are no other benefits	237 22%	114 21%	124 22%	52 16%	98 23%	87 26%	107 27%	104 19%	27 18%
Other	30 3%	10 2%	20 4%	5 2%	11 3%	14 4%	16 4%	10 2%	4 2%
(Dk/Ns)	1 0	0 -	1 0	0 -	1 0	0 -	0 -	1 0	0 -

Compared to 'regular' fresh meat, what would you say is the top benefit of buying locally grown meat? What other factors would you say are benefits of buying locally grown meat?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1091	148	113	71	403	277	79	280	425	386	331	760
Weighted	1091	152	105	73*	420	259	83*	281	430	380	315	776
Helps your local economy	758 69%	101 66%	75 71%	50 69%	303 72%	168 65%	61 74%	178 63%	296 69%	283 75%	216 69%	541 70%
Supports family farmers	722 66%	113 74%	71 68%	50 69%	289 69%	144 56%	53 65%	164 58%	286 66%	272 72%	212 67%	509 66%
Tastes better	529 48%	78 52%	57 54%	32 44%	199 47%	122 47%	40 49%	146 52%	198 46%	184 49%	150 48%	379 49%
No added hormones/steroids	500 46%	77 51%	46 44%	34 47%	193 46%	112 43%	38 46%	139 50%	197 46%	163 43%	139 44%	361 47%
Cheaper	490 45%	65 43%	45 43%	28 39%	195 46%	125 48%	32 39%	136 48%	195 45%	160 42%	145 46%	346 45%
Healthier	480 44%	71 47%	43 41%	29 40%	189 45%	116 45%	33 40%	127 45%	188 44%	165 44%	137 43%	344 44%
Not genetically modified	477 44%	72 48%	44 42%	26 36%	182 43%	112 43%	40 49%	132 47%	188 44%	156 41%	138 44%	339 44%
Safer	476 44%	67 44%	41 39%	31 42%	190 45%	113 44%	34 41%	130 46%	198 46%	149 39%	139 44%	337 43%
No Chemicals/ Synthetic Pesticides	455 42%	66 43%	44 42%	26 35%	190 45%	97 37%	32 39%	123 44%	178 41%	154 40%	131 41%	324 42%
Environmentally friendly	449 41%	63 41%	39 38%	28 39%	180 43%	106 41%	33 39%	123 44%	170 40%	156 41%	136 43%	313 40%
Preserves the greenbelt	426 39%	61 40%	35 33%	26 36%	165 39%	111 43%	27 33%	120 43%	171 40%	135 36%	117 37%	309 40%
Fresher	9 1%	2 1%	0 -	1 1%	5 1%	1 0	0 1%	2 1%	4 1%	3 1%	3 1%	6 1%
There are no real benefits	142 13%	28 18%	8 8%	6 8%	50 12%	33 13%	17 20%	46 16%	52 12%	44 12%	34 11%	107 14%
There are no other benefits	237 22%	31 21%	19 18%	17 23%	83 20%	63 24%	24 29%	74 26%	97 23%	66 17%	64 20%	173 22%
Other	30 3%	4 3%	2 2%	7 10%	13 3%	3 1%	1 1%	2 1%	19 4%	9 2%	5 2%	25 3%
(Dk/Ns)	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	1 0	0 -	1 0

How much have you read, heard or seen about each of the following types of food?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H

	Total	GENDER		AGE			EDUCATION		
		Male	Female	18-34	35-54	55+	<HS/ HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1091	492	599	296	517	278	410	550	131
Weighted	1091	534	557	321	434	336	400	546	146
Organic									
A lot	276 25%	121 23%	155 28%	91 28%	103 24%	82 24%	85 21%	148 27%	43 30%
Some	437 40%	210 39%	227 41%	108 34%	177 41%	152 45%	164 41%	199 36%	74 51%
A little	262 24%	127 24%	135 24%	74 23%	109 25%	80 24%	101 25%	137 25%	24 17%
Nothing at all	116 11%	76 14%	40 7%	47 15%	46 11%	23 7%	50 13%	62 11%	4 2%
Summary									
Top2Box - A lot/ Some	713 65%	331 62%	382 69%	200 62%	280 64%	234 70%	249 62%	347 63%	118 81%
Low2Box - A little/ Nothing	378 35%	203 38%	175 31%	121 38%	154 36%	102 30%	151 38%	199 37%	28 19%

How much have you read, heard or seen about each of the following types of food?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H

	Total	GENDER		AGE			EDUCATION		
		Male	Female	18-34	35-54	55+	<HS/ HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1091	492	599	296	517	278	410	550	131
Weighted	1091	534	557	321	434	336	400	546	146
Locally grown									
A lot	285 26%	116 22%	169 30%	58 18%	122 28%	106 31%	87 22%	156 29%	43 29%
Some	444 41%	228 43%	215 39%	135 42%	162 37%	147 44%	172 43%	205 38%	67 46%
A little	237 22%	112 21%	125 22%	72 23%	107 25%	58 17%	89 22%	120 22%	29 20%
Nothing at all	125 11%	77 14%	47 9%	56 17%	43 10%	25 8%	52 13%	66 12%	7 5%
Summary									
Top2Box - A lot/ Some	729 67%	345 65%	384 69%	193 60%	284 65%	252 75%	259 65%	361 66%	110 75%
Low2Box - A little/ Nothing	362 33%	189 35%	172 31%	128 40%	150 35%	84 25%	141 35%	185 34%	36 25%

(Organic) How much have you read, heard or seen about each of the following types of food?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1091	148	113	71	403	277	79	280	425	386	331	760
Weighted	1091	152	105	73*	420	259	83*	281	430	380	315	776
Organic												
A lot	276 25%	51 34% CE	25 23%	13 19%	105 25%	62 24%	21 25%	72 25%	102 24%	103 27%	90 28%	186 24%
Some	437 40%	53 35%	46 44%	25 35%	162 39%	118 45%	34 41%	99 35%	176 41%	162 43%	123 39%	313 40%
A little	262 24%	32 21%	23 22%	27 37% ABDE	103 25%	53 20%	25 31%	74 26%	104 24%	85 22%	77 25%	185 24%
Nothing at all	116 11%	16 11%	12 12%	7 10%	50 12%	27 10%	3 4%	36 13%	48 11%	31 8%	25 8%	91 12%
Summary												
Top2Box - A lot/ Some	713 65%	104 68% C	70 67%	39 53%	266 63%	180 69% C	54 66%	171 61%	278 65%	264 70% G	213 68%	500 64%
Low2Box - A little/ Nothing	378 35%	48 32%	35 33%	34 47% AE	153 37%	79 31%	28 34%	110 39%	152 35%	116 30%	102 32%	276 36%

(Locally grown) How much have you read, heard or seen about each of the following types of food?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1091	148	113	71	403	277	79	280	425	386	331	760
Weighted	1091	152	105	73*	420	259	83*	281	430	380	315	776
Locally grown												
A lot	285 26%	47 31% B	18 17%	14 20%	117 28%	64 25%	25 30%	64 23%	113 26%	108 28%	77 24%	208 27%
Some	444 41%	70 46%	52 50% D	32 45%	155 37%	102 39%	32 39%	101 36%	193 45% G	150 39%	130 41%	314 40%
A little	237 22%	22 14%	20 19%	18 24%	91 22%	64 25% A	22 27% A	66 24%	84 20%	87 23%	80 25%	157 20%
Nothing at all	125 11%	13 9%	14 14%	8 11%	57 14%	28 11%	4 5%	50 18% HI	39 9%	36 9%	29 9%	96 12%
Summary												
Top2Box - A lot/ Some	729 67%	117 77% DE	71 67%	47 64%	272 65%	166 64%	57 68%	165 59%	307 71% G	258 68% G	207 66%	523 67%
Low2Box - A little/ Nothing	362 33%	35 23%	35 33%	26 36%	148 35% A	93 36% A	26 32%	116 41% HI	123 29%	123 32%	108 34%	253 33%

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

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H

	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
Base: All respondents	1091	492	599	296	517	278	410	550	131
Weighted	1091	534	557	321	434	336	400	546	146
Locally grown									
Always	77 7%	39 7%	38 7%	21 7%	30 7%	25 8%	28 7%	43 8%	6 4%
Usually	384 35%	163 31%	220 40% A	86 27%	144 33%	154 46% CD	147 37%	191 35%	46 32%
Sometimes	417 38%	225 42% B	192 35%	113 35%	193 44% CE	111 33%	142 36%	213 39%	62 43%
Rarely	116 11%	56 10%	61 11%	48 15% DE	42 10%	26 8%	40 10%	57 11%	19 13%
Never	97 9%	52 10%	45 8%	53 16% DE	25 6%	19 6%	43 11%	42 8%	12 8%
Summary									
Top2Box - Always/ Usually	460 42%	202 38%	259 46% A	107 33%	174 40%	180 54% CD	175 44%	234 43%	52 36%
Low2Box - Rarely/ Never	213 20%	108 20%	106 19%	101 31% DE	67 16%	45 13%	83 21%	99 18%	31 21%

(Locally grown) When buying food in the past six months, how often did you buy each of the following versions when it was available?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1091	148	113	71	403	277	79	280	425	386	331	760
Weighted	1091	152	105	73*	420	259	83*	281	430	380	315	776
Locally grown												
Always	77 7%	11 7%	5 5%	5 7%	34 8%	14 6%	7 9%	17 6%	34 8%	26 7%	16 5%	61 8%
Usually	384 35%	55 36%	31 29%	20 27%	157 37%	91 35%	30 37%	91 32%	157 37%	135 36%	96 30%	288 37%
Sometimes	417 38%	63 41%	48 45%	28 38%	160 38%	89 34%	31 37%	104 37%	173 40%	141 37%	133 42%	284 37%
Rarely	116 11%	11 7%	15 15%	11 16%	39 9%	33 13%	6 7%	34 12%	41 9%	42 11%	42 13%	74 10%
Never	97 9%	12 8%	6 6%	9 12%	30 7%	32 12%	9 10%	35 13%	25 6%	36 10%	28 9%	69 9%
Summary												
Top2Box - Always/ Usually	460 42%	67 44%	35 34%	25 34%	191 45%	105 41%	38 45%	108 38%	191 44%	161 42%	112 35%	349 45%
Low2Box - Rarely/ Never	213 20%	23 15%	22 21%	20 28%	69 16%	65 25%	14 18%	69 25%	66 15%	78 21%	71 22%	143 18%

(Top2box Summary) When buying food in the past six months, how often did you buy each of the following versions when it was available?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H

	GENDER			AGE			EDUCATION		
	Total	Male	Female	18-34	35-54	55+	<HS/ HS	Post Sec	Univ Grad
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Base: All respondents	1091	492	599	296	517	278	410	550	131
Weighted	1091	534	557	321	434	336	400	546	146
Whole grain	559 51%	257 48%	301 54%	136 42%	209 48%	214 64% CD	193 48%	285 52%	80 55%
Artificially sweetened	146 13%	71 13%	75 14%	34 11%	58 13%	54 16%	53 13%	75 14%	19 13%
Organic	134 12%	69 13%	64 12%	51 16% D	41 10%	41 12%	43 11%	74 14%	17 12%
Locally grown	460 42%	202 38%	259 46% A	107 33%	174 40%	180 54% CD	175 44%	234 43%	52 36%
Fair trade	100 9%	53 10%	47 8%	37 11%	32 7%	32 9%	30 7%	57 10%	14 9%
Low fat	444 41%	192 36%	252 45% A	101 31%	158 36%	185 55% CD	157 39%	229 42%	58 40%
Family size	304 28%	159 30%	145 26%	94 29% E	147 34% E	62 19%	106 26%	163 30%	35 24%
Free range	138 13%	61 11%	77 14%	44 14%	47 11%	47 14%	42 10%	76 14%	21 14%
Sustainably farmed	137 13%	62 12%	74 13%	40 12%	46 11%	51 15%	47 12%	75 14%	15 10%

(Top2box Summary) When buying food in the past six months, how often did you buy each of the following versions when it was available?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1091	148	113	71	403	277	79	280	425	386	331	760
Weighted	1091	152	105	73*	420	259	83*	281	430	380	315	776
Whole grain	559 51%	86 57%	61 58%	40 55%	219 52%	111 43%	41 50%	126 45%	221 51%	211 56%	137 44%	421 54%
Artificially sweetened	146 13%	21 14%	9 8%	10 14%	64 15%	32 12%	11 13%	43 15%	51 12%	52 14%	35 11%	111 14%
Organic	134 12%	22 14%	14 14%	10 14%	55 13%	21 8%	13 16%	34 12%	53 12%	47 12%	32 10%	102 13%
Locally grown	460 42%	67 44%	35 34%	25 34%	191 45%	105 41%	38 45%	108 38%	191 44%	161 42%	112 35%	349 45%
Fair trade	100 9%	14 9%	6 6%	3 5%	45 11%	21 8%	11 14%	25 9%	34 8%	40 11%	18 6%	82 11%
Low fat	444 41%	66 43%	49 47%	20 28%	160 38%	110 43%	37 45%	95 34%	189 44%	160 42%	98 31%	345 45%
Family size	304 28%	47 31%	33 31%	26 36%	106 25%	65 25%	27 33%	80 28%	116 27%	108 28%	152 48%	152 20%
Free range	138 13%	29 19%	15 14%	7 10%	60 14%	19 7%	7 9%	33 12%	47 11%	58 15%	29 9%	109 14%
Sustainably farmed	137 13%	23 15%	8 8%	5 7%	54 13%	32 13%	14 17%	36 13%	60 14%	41 11%	39 12%	98 13%