

Food Safety Table of Contents

1. How concerned are you, if at all, with the safety of the food that you eat? Would you say...	1
2.	
(TOP2BOX SUMMARY) Please tell me the the degree to which you are confident that food imported from this region is safe. Would you say very confident, somewhat confident, not very confident, not at all confident?)	2
2. (LOW2BOX SUMMARY) Please tell me the the degree to which you are confident that food imported from this region is safe. Would you say very confident, somewhat confident, not very confident, not at all confident?)	3
2_1. (The United States) Please tell me the the degree to which you are confident that food imported from this region is safe. Would you say very confident, somewhat confident, not very confident, not at all confident?)	4
2_2. (South America) Please tell me the the degree to which you are confident that food imported from this region is safe. Would you say very confident, somewhat confident, not very confident, not at all confident?)	5
2_3. (Asia, including China and Australia) Please tell me the the degree to which you are confident that food imported from this region is safe. Would you say very confident, somewhat confident, not very confident, not at all confident?)	6
2_4. (European Countries) Please tell me the the degree to which you are confident that food imported from this region is safe. Would you say very confident, somewhat confident, not very confident, not at all confident?)	7
2_5. (African Countries) Please tell me the the degree to which you are confident that food imported from this region is safe. Would you say very confident, somewhat confident, not very confident, not at all confident?)	8
3. And would you be willing to pay more for your food if you knew that it came from a source that underwent more stringent safety inspection protocols in that country and at our border? Would you say...	9
4. (TOP2BOX SUMMARY) Would you say this organization is doing either a very good, good, bad, or very bad job when it comes to ensuring the quality and safety of various food and agricultural products that are imported into Canada for Canadians to consume.)	10
4. (LOW2BOX SUMMARY) Would you say this organization is doing either a very good, good, bad, or very bad job when it comes to ensuring the quality and safety of various food and agricultural products that are imported into Canada for Canadians to consume.)	11
4_1. (Federal Government inspectors) Would you say this organization is doing either a very good, good, bad, or very bad job when it comes to ensuring the quality and safety of various food and agricultural products that are imported into Canada for Canadians to consume.)	12
4_2. (Provincial Government Inspectors) Would you say this organization is doing either a very good, good, bad, or very bad job when it comes to ensuring the quality and safety of various food and agricultural products that are imported into Canada for Canadians to consume.)	13
4_3. (Industry or food sector importers and processors) Would you say this organization is doing either a very good, good, bad, or very bad job when it comes to ensuring the quality and safety of various food and agricultural products that are imported into Canada for Canadians to consume.)	14
5. Tell me, in the past 2 years, have you personally suffered from some form of food poisoning?	15
6. And tell me, what do you mostly attribute that food poisoning to? Would you mostly attribute it to either...	16
DEMOGRAPHICS	17
Region:	17
Province:	18
Canadian Markets:	19
Urban / Rural	20
Census Metropolitan Area:	21
Census Division	24
Respondent's Sex:	29
Language of Interview:	30
What age group do you fall into?	31
What is your current marital status?	32
Including yourself, how many people currently live in your household?	33
Do you have any children under the age of 18 currently living in your household?	34
And what are the ages of each of the children under 18 who are currently living in your household?	35

What is the highest level of formal education that you have completed?36

Which one of the following categories best describes your current employment status? 37

And which of the following categories best describes your annual household income? 38

Food Safety

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

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Very concerned	30%
Somewhat concerned	36%
Not really concerned	22%
Not at all concerned	12%
Don't know/Refused	0
TOPBOX & LOWBOX SUMMARY	
Concerned (Top2Box)	66%
Not Concerned (Low2Box)	34%

Food Safety

Detailed tables

2. (TOP2BOX SUMMARY) Please tell me the the degree to which you are confident that food imported from this region is safe. Would you say very confident, somewhat confident, not very confident, not at all confident?)

	TOTAL
Base: All Respondents	
Unweighted Base	1002
Weighted Base	1002
The United States	80%
South America	58%
Asia, including China and Australia	41%
European Countries	77%
African Countries	41%

Food Safety

Detailed tables

2. (LOW2BOX SUMMARY) Please tell me the the degree to which you are confident that food imported from this region is safe. Would you say very confident, somewhat confident, not very confident, not at all confident?)

	TOTAL
Base: All Respondents	
Unweighted Base	1002
Weighted Base	1002
The United States	19%
South America	41%
Asia, including China and Australia	57%
European Countries	21%
African Countries	56%

Food Safety

Detailed tables

2_1. (The United States) Please tell me the the degree to which you are confident that food imported from this region is safe. Would you say very confident, somewhat confident, not very confident, not at all confident?)

	TOTAL
Base: The United States	
Unweighted Base	1002
Weighted Base	1002
Very confident	29%
Somewhat confident	51%
Not very confident	12%
Not at all confident	7%
Don't know/Refused	1%
TOPBOX & LOWBOX SUMMARY	
Confident (Top2Box)	80%
Not Confident (Low2Box)	19%

Food Safety

Detailed tables

2_2. (South America) Please tell me the the degree to which you are confident that food imported from this region is safe. Would you say very confident, somewhat confident, not very confident, not at all confident?)

	TOTAL
Base: South America	
Unweighted Base	1002
Weighted Base	1002
Very confident	8%
Somewhat confident	50%
Not very confident	28%
Not at all confident	13%
Don't know/Refused	2%
TOPBOX & LOWBOX SUMMARY	
Confident (Top2Box)	58%
Not Confident (Low2Box)	41%

Food Safety

Detailed tables

2_3. (Asia, including China and Australia) Please tell me the the degree to which you are confident that food imported from this region is safe. Would you say very confident, somewhat confident, not very confident, not at all confident?)

	TOTAL
Base: Asia, including China and Australia	
Unweighted Base	1002
Weighted Base	1002
Very confident	6%
Somewhat confident	35%
Not very confident	34%
Not at all confident	24%
Don't know/Refused	2%
TOPBOX & LOWBOX SUMMARY	
Confident (Top2Box)	41%
Not Confident (Low2Box)	57%

Food Safety

Detailed tables

2_4. (European Countries) Please tell me the the degree to which you are confident that food imported from this region is safe. Would you say very confident, somewhat confident, not very confident, not at all confident?)

	TOTAL
Base: European Countries	
Unweighted Base	1002
Weighted Base	1002
Very confident	25%
Somewhat confident	52%
Not very confident	14%
Not at all confident	7%
Don't know/Refused	2%
TOPBOX & LOWBOX SUMMARY	
Confident (Top2Box)	77%
Not Confident (Low2Box)	21%

Food Safety

Detailed tables

2_5. (African Countries) Please tell me the the degree to which you are confident that food imported from this region is safe. Would you say very confident, somewhat confident, not very confident, not at all confident?)

	TOTAL
Base: African Countries	
Unweighted Base	1002
Weighted Base	1002
Very confident	5%
Somewhat confident	36%
Not very confident	34%
Not at all confident	22%
Don't know/Refused	3%
TOPBOX & LOWBOX SUMMARY	
Confident (Top2Box)	41%
Not Confident (Low2Box)	56%

Food Safety

Detailed tables

3. *And would you be willing to pay more for your food if you knew that it came from a source that underwent more stringent safety inspection protocols in that country and at our border? Would you say...*

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Definitely yes	28%
Probably yes	47%
Probably not	16%
Definitely not	9%
Don't know/Refused	1%
TOPBOX & LOWBOX SUMMARY	
Yes (Top2Box)	75%
No (Low2Box)	24%

Food Safety

Detailed tables

4. (TOP2BOX SUMMARY) *Would you say this organization is doing either a very good, good, bad, or very bad job when it comes to ensuring the quality and safety of various food and agricultural products that are imported into Canada for Canadians to consume.*

	TOTAL
Base: All Respondents	
Unweighted Base	1002
Weighted Base	1002
Federal Government inspectors	78%
Provincial Government Inspectors	80%
Industry or food sector importers and processors	68%

Food Safety

Detailed tables

4. (LOW2BOX SUMMARY) *Would you say this organization is doing either a very good, good, bad, or very bad job when it comes to ensuring the quality and safety of various food and agricultural products that are imported into Canada for Canadians to consume.*

	TOTAL
Base: All Respondents	
Unweighted Base	1002
Weighted Base	1002
Federal Government inspectors	14%
Provincial Government Inspectors	11%
Industry or food sector importers and processors	19%

Food Safety

4_1. (Federal Government inspectors) Would you say this organization is doing either a very good, good, bad, or very bad job when it comes to ensuring the quality and safety of various food and agricultural products that are imported into Canada for Canadians to consume.)

	TOTAL
Base: Federal Government inspectors	
Unweighted Base	1002
Weighted Base	1002
Very good	13%
Good	65%
Bad	12%
Very Bad	2%
Don't know/Refused	8%
TOPBOX & LOWBOX SUMMARY	
Very Good/ Good (Top2Box)	78%
Bad/ Very Bad (Low2Box)	14%

Food Safety

Detailed tables

4.2. (Provincial Government Inspectors) Would you say this organization is doing either a very good, good, bad, or very bad job when it comes to ensuring the quality and safety of various food and agricultural products that are imported into Canada for Canadians to consume.)

	TOTAL
Base: Provincial Government Inspectors	
Unweighted Base	1002
Weighted Base	1002
Very good	13%
Good	67%
Bad	9%
Very Bad	2%
Don't know/Refused	9%
TOPBOX & LOWBOX SUMMARY	
Very Good/ Good (Top2Box)	80%
Bad/ Very Bad (Low2Box)	11%

Food Safety

Detailed tables

4.3. (Industry or food sector importers and processors) Would you say this organization is doing either a very good, good, bad, or very bad job when it comes to ensuring the quality and safety of various food and agricultural products that are imported into Canada for Canadians to consume.)

	TOTAL
Base: Industry or food sector importers and processors	
Unweighted Base	1002
Weighted Base	1002
Very good	7%
Good	61%
Bad	16%
Very Bad	2%
Don't know/Refused	14%
TOPBOX & LOWBOX SUMMARY	
Very Good/ Good (Top2Box)	68%
Bad/ Very Bad (Low2Box)	19%

Food Safety

5. Tell me, in the past 2 years, have you personally suffered from some form of food poisoning?

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Yes	21%
No	79%
Don't know/Refused	1%

Food Safety

6. And tell me, what do you mostly attribute that food poisoning to? Would you mostly attribute it to either...

	TOTAL
Base: Have suffered from food poisoning	
Unweighted Base	191
Weighted Base	207
Bad or unhygienic cooking of the food that was served to you by someone who prepared it for you	52%
Tainted food that was contaminated or unsafe before it was cooked or prepared by someone	35%
Other	7%
Don't know/Refused	6%

Food Safety DEMOGRAPHICS

Region:

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
British Columbia	14%
Alberta	10%
Sask/Man	7%
Ontario	38%
Quebec	24%
Atlantic	8%

Food Safety DEMOGRAPHICS

Province:

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
British Columbia	14%
Alberta	10%
Saskatchewan	3%
Manitoba	4%
Ontario	38%
Quebec	24%
New Brunswick	2%
Nova Scotia	3%
Prince Edward Island	0
Newfoundland	2%

Food Safety
DEMOGRAPHICS
Canadian Markets:

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
WEST (NET)	30%
- British Columbia	14%
- Alberta	10%
- Saskatchewan/Manitoba	7%
ONTARIO (NET)	38%
- GTA	18%
- Central Ontario	7%
- Eastern Ontario	5%
- SouthWest Ontario	6%
- Northern Ontario	3%
QUEBEC (NET)	24%
- Montreal CMA - Quebec	12%
- Other - Quebec	12%
Atlantic	8%

Food Safety DEMOGRAPHICS *Urban / Rural*

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Urban	82%
Rural	18%
Not specified	0

Food Safety

DEMOGRAPHICS

Census Metropolitan Area:

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
St. John's	1%
Grand Falls-Windsor	0
Charlottetown	0
Halifax	2%
Truro	0
New Glasgow	0
Cape Breton	0
Moncton	0
Saint John	0
Fredericton	0
Matane	0
Rimouski	0
Riviere-du-Loup	0
Chicoutimi - Jonquiere	1%
Alma	0
Dolbeau	0
Sept-Iles	0
Quebec	3%
Thetford Mines	0
Sherbrooke	0
Victoriaville	0
Trois-Rivieres	1%
Shawinigan	0
La Tuque	0
Drummondville	0
Granby	0
Sorel	0
Joliette	0
Saint-Jean-sur-Richelieu	0
Montreal	11%
Salaberry-de-Valleyfield	0
Rouyn-Noranda	0
Cornwall	0
Hawkesbury	0
Ottawa - Hull	4%
Brockville	0
Pembroke	0
Kingston	0
Belleville	0
Peterborough	1%
Lindsay	0
Oshawa	1%
Toronto	17%

Food Safety

DEMOGRAPHICS

Census Metropolitan Area:

	TOTAL
Hamilton	2%
St. Catharines - Niagara	1%
Kitchener	2%
Woodstock	0
Tillsonburg	0
Simcoe	0
Guelph	0
Stratford	0
London	1%
Chatham	0
Leamington	1%
Windsor	1%
Sarnia	0
Owen Sound	0
Barrie	1%
Orillia	0
Midland	0
North Bay	0
Sudbury	0
Haileybury	0
Sault Ste. Marie	0
Thunder Bay	0
Kenora	0
Winnipeg	2%
Brandon	0
Thompson	0
Regina	1%
Moose Jaw	0
Swift Current	0
Saskatoon	1%
North Battleford	0
Prince Albert	0
Medicine Hat	0
Lethbridge	0
Calgary	3%
Red Deer	0
Edmonton	3%
Grand Centre	0
Grande Prairie	0
Wood Buffalo	0
Kelowna	0
Kamloops	0
Chilliwack	0
Abbotsford	1%
Vancouver	7%
Victoria	1%
Duncan	0
Nanaimo	0

Food Safety

DEMOGRAPHICS

Census Metropolitan Area:

	TOTAL
Courtenay	0
Campbell River	0
Williams Lake	0
Prince George	0
Dawson Creek	0
Whitehorse	7%
Not in a CMA/Unknown	13%

Food Safety
DEMOGRAPHICS
Census Division

Detailed tables

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
BRITISH COLUMBIA	
East Kootenay Regional District	1%
Central Kootenay Regional District	0
Kootenay Boundary Regional District	0
Okanagan-Similkameen Regional District	0
Fraser Valley Regional District	1%
Greater Vancouver Regional District	7%
Capital Regional District	1%
Cowichan Valley Regional District	0
Nanaimo Regional District	1%
Comox-Strathcona Regional District	0
Sunshine Coast Regional District	0
Thompson-Nicola Regional District	1%
Central Okanagan Regional District	0
Columbia-Shuswap Regional District	0
Cariboo Regional District	0
Bilkley-Nechako Regional District	0
Fraser-Fort George Regional District	1%
Peace River Regional District	0
ALBERTA	
Division No. 1	0
Division No. 2	0
Division No. 3	0
Division No. 6	3%
Division No. 7	0
Division No. 8	1%
Division No. 11	3%
Division No. 12	0
Division No. 13	0
Division No. 14	0
Division No. 15	0
Division No. 16	0
Division No. 17	0
Division No. 18	0
Division No. 19	0
SASKATCHEWAN	

Food Safety DEMOGRAPHICS *Census Division*

	TOTAL
Division No. 3	0
Division No. 5	0
Division No. 6	1%
Division No. 7	0
Division No. 8	0
Division No. 9	0
Division No. 11	1%
Division No. 12	0
Division No. 13	0
Division No. 14	0
Division No. 15	0
Division No. 16	0
Division No. 18	0
MANITOBA	
Division No. 1	0
Division No. 2	0
Division No. 3	0
Division No. 6	0
Division No. 7	0
Division No. 11	2%
Division No. 13	0
Division No. 14	0
Division No. 15	0
Division No. 17	0
Division No. 22	0
ONTARIO	
Stormont Dundas and Glengarry	0
Prescott and Russell	0
Ottawa	3%
Leeds and Grenville	0
Lanark County	0
Frontenac County	0
Lennox and Addington	0
Hastings County	0
Prince Edward Division	0
Northumberland County	0
Peterborough County	1%
Kawartha Lakes Division	0
Durham Regional Municipality	2%
York Regional Municipality	2%
Toronto	8%
Peel Regional Municipality	4%
Dufferin County	0

Food Safety DEMOGRAPHICS Census Division

	TOTAL
Wellington County	1%
Halton Regional Municipality	2%
Hamilton	1%
Niagara Regional Municipality	1%
Haldimand-Norfolk Regional Municipality	0
Brant County	0
Waterloo Regional Municipality	2%
Perth County	0
Oxford County	0
Elgin County	0
Chatham-Kent Division	0
Essex County	2%
Lambton County	1%
Middlesex County	1%
Huron County	0
Grey County	1%
Simcoe County	2%
Muskoka District Municipality	0
Haliburton County	0
Renfrew County	0
Nipissing County	0
Sudbury District	0
Greater Sudbury Division	0
Timiskaming District	0
Algoma District	1%
Thunder Bay District	0
Rainy River District	0
Kenora District	0
QUEBEC	
La Haute-Gaspésie	0
Matana	0
Rimouski-Neigette	0
Lee Basques	0
Rivières-du-Loup	0
Kamouraska	0
Charlevoix-Est	0
L'Islet	0
Montmagny	0
La Côte-de-Beaupré	0
La Jacques-Cartier	0
Comm. Urbaine de Québec	2%
Desjardins	0
Les Chutes-de-la-Chaudière	0
La Nouvelle-Beauce	0
Beauce-Sartigan	0
L'Amiante	0

Food Safety
DEMOGRAPHICS
Census Division

	TOTAL
L'Érable	0
Lotbinière	0
Portneuf	0
Le Centre-de-la-Mauricie	0
Francheville	1%
Arthabaska	0
Le Haut-Saint-François	0
Le Val-Saint-François	0
La Région-Sherbrookoise	0
Memphrémagog	0
Brome-Missisquoi	0
La Haute-Yamaska	0
Drummond	0
Nicolet-Yamaska	0
D'Autray	0
Le Bas-Richelieu	0
Rouville	0
Le Haut-Richelieu	0
La Vallée-du-Richelieu	0
Champlain	1%
Lajemmerai	0
L'Assomption	0
Joliette	0
Montcalm	0
Les Moulins	0
Laval	1%
Comm. Urbaine-de-Montréal	5%
Roussillon	1%
Le Haut-Saint-Laurent	0
Beauharnois-Salaberry	0
Vaudreuil-Soulanges	0
Deux-Montagnes	1%
Thérèse-De-Blainville	1%
Mirabel	0
La Rivière-du-Nord	0
Argenteuil	0
Les Pays-d'en-Haut	0
Les Laurentides	0
Antoine-Labelle	0
Comm. Urbaine-de-l'Outaouais	1%
Les Collines-de-l'Outaouais	0
La Vallée-de-la-Gatineau	0
Pontiac	0
Rouyn-Noranda	0
Abitibi	0
Le Haut-Saint-Maurice	0
Le Domaine-du-Roy	0
Maria-Chapdelaine	0

Food Safety DEMOGRAPHICS Census Division

	TOTAL
Lac-Saint-Jean-Est	0
Le Fjord-du-Saguenay	1%
Sept-Rivières - Caniapiscau	0
NEW BRUNSWICK	
Saint John County	0
Sunbury County	0
Queens County	0
Kings County	0
Westmorland County	1%
Northumberland County	0
York County	0
Carleton County	0
Victoria County	0
Madawaska County	0
Restigouche County	0
NOVA SCOTIA	
Shelburne County	0
Yarmouth County	0
Digby County	0
Lunenburg County	0
Hants County	0
Halifax County	2%
Colchester County	0
Cumberland County	0
Pictou County	0
Richmond County	0
Cape Breton County	0
P.E.I.	
Kings County	0
Queens County	0
Prince County	0
NEWFOUNDLAND	
Division No. 1	1%
Division No. 2	0
Division No. 3	0
Division No. 4	0
Division No. 6	0
Division No. 7	0
Division No. 9	0
Not specified	0

Food Safety

DEMOGRAPHICS

Respondent's Sex:

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Male	49%
Female	51%

Food Safety
DEMOGRAPHICS
Language of Interview:

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
English	77%
French	23%

Food Safety

DEMOGRAPHICS

What age group do you fall into?

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
18 to 24	10%
25 to 34	19%
35 to 44	17%
45 to 54	22%
55 to 64	16%
65+	15%
Refused	1%
STATISTICS	
Average age	46
Standard Deviation	16.7
Standard Error	0.5

Food Safety

DEMOGRAPHICS

What is your current marital status?

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Single or never married	22%
Married	51%
Common-law or living with a partner	10%
Divorced or separated	10%
Widowed	6%
Refused	1%

Food Safety

DEMOGRAPHICS

Including yourself, how many people currently live in your household?

	TOTAL
Base: All Respondents	
Unweighted Base	1002
Weighted Base	1002
1 person	19%
2 persons	33%
3 persons	21%
4 persons	18%
5 persons	6%
6 persons	2%
7 persons	1%
8 persons	0
9 persons	0
10+ persons	0
Refused	1%
STATISTICS	
Mean	2.70

Food Safety

DEMOGRAPHICS

Do you have any children under the age of 18 currently living in your household?

	TOTAL
Base: Excludes respondents living alone	
Unweighted Base	794
Weighted Base	804
Yes	41%
No	59%

Food Safety

DEMOGRAPHICS

And what are the ages of each of the children under 18 who are currently living in your household?

	TOTAL
ALL AGES	
Base: Children under the age of 18 currently living in household	
Unweighted Base	303
Weighted Base	326
Under 1 year old	10%
One year old	12%
Two years old	13%
Three years old	10%
Four years old	8%
Five years old	10%
Six years old	10%
Seven years old	9%
Eight years old	7%
Nine years old	7%
Ten years old	7%
Eleven years old	8%
Twelve years old	10%
Thirteen years old	9%
Fourteen years old	6%
Fifteen years old	10%
Sixteen years old	8%
Seventeen years old	11%
Refused	2%

Food Safety

DEMOGRAPHICS

What is the highest level of formal education that you have completed?

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Grade school or some high school	9%
Complete high school	19%
Some community college or university, but did not finish	14%
Complete technical or trade school/Community college	22%
Complete university degree, such as a Bachelor's	24%
Post-graduate degree, such as a Master's or Ph.D.	11%
Refused	1%

Food Safety

DEMOGRAPHICS

Which one of the following categories best describes your current employment status?

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Working full-time	48%
Working part-time	8%
Self-employed	10%
Unemployed, but looking for work	4%
Attending school full-time/A student	4%
Retired	18%
Not in the workforce/A full-time homemaker	7%
Other/Social assistance/Disability	2%
Refused	1%

Food Safety

DEMOGRAPHICS

And which of the following categories best describes your annual household income?

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Under \$10,000	4%
\$10,000 to just under \$20,000	7%
\$20,000 to just under \$30,000	9%
\$30,000 to just under \$40,000	9%
\$40,000 to just under \$50,000	9%
\$50,000 to just under \$60,000	9%
\$60,000 to just under \$70,000	6%
\$70,000 to just under \$80,000	5%
\$80,000 to just under \$100,000	12%
\$100,000 and over	18%
Refused	11%