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Inspection Agency

Agence canadienne  
d'inspection des aliments

## Consumer behaviour around online purchasing of Agency- regulated products

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For more information on this report, please contact Canadian Food Inspection Agency at:

[cfia.enquiriesarchive-archivedemandederenseignements.acia@inspection.gc.ca](mailto:cfia.enquiriesarchive-archivedemandederenseignements.acia@inspection.gc.ca)

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Canada 

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Prepared for the Canadian Food Inspection Agency (CFIA)  
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March 2021

This report summarizes results from a survey of 5,868 Canadians. A data summary written by the CFIA of an additional 2,221 interviews is included in the addendum.

**Cette publication est aussi disponible en français sous le titre : Comportement des consommateurs à l'égard de l'achat en ligne de produits réglementés par l'Agence**

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Derek Jansen  
Vice President  
EKOS Research



# Executive summary

## Background and methodology

As a result of the pandemic, e-commerce sales have surged. According to Statistics Canada e-commerce sales for food and beverage increased by 107% from February 2020 to April 2020.<sup>1</sup> This has opened the doors to more items being sold to consumers from home-based businesses that could pose health risks or pose a serious risk to Canadian resources and the economy, notably:

- non-compliant food purchased or traded online and imported or shipped within Canada could be contaminated or misrepresented.
- other goods could be or carry a range of plant pests and diseases or be contaminated with soil.
- animals or animal products could introduce foreign animal diseases into Canada and, in some cases, to humans.

EKOS Research Associates was commissioned by the CFIA to conduct a survey aimed at helping the Agency better understand consumer behaviour around online purchasing of Agency-regulated products – that is, food, plant, and animal products. Specifically, the survey examined online purchase habits, factors driving online purchases, awareness of the risks of purchasing online, familiarity with relevant regulations, attitudes to government oversight, and the impact of advertising.

The contract value was \$110,352.18.

Please note respondents were informed that the focus of the survey was the purchase of items from sellers who do not have a retail presence in their home province. The survey does not refer to getting groceries or pet food as curbside pick-up or delivery from a retail store that has locations in respondents' home province.

## Methodology

This survey was conducted online using EKOS' probability-based research panel, *Probit*. The field dates for this survey were January 26 to February 12, 2021. In total, a random

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<sup>1</sup>Source: <https://www150.statcan.gc.ca/n1/pub/45-28-0001/2020001/article/00064-eng.htm>

sample of 5,868 Canadians aged 18 and over responded to the survey. The margin of error associated with the total sample is +/- 1.3%, 19 times out of 20.

NOTE: Due to a shift in the launch date for the CFIA e-commerce advertising campaign, the data collection was paused on February 12, 2021 after having completed 5,868 surveys. The data collection was resumed on March 11, 2021 and ran until March 26, 2021 to allow for the advertising campaign to be in-field. Following the pause, 2,221 surveys were completed. This report is on the first 5,868 surveys.

A comparison of the results by wave was conducted by the CFIA. To view a summary of the second wave, consult Appendix B. The margin of error associated with a random sample of 2,221 is +/- 2.1%, 19 times out of 20

## **Survey findings**

Outlined below are key findings from this study. The remainder of this report describes survey results in more detail. Note that these results represent the Canadian population's views on e-commerce relating to Agency-regulated products so generalizing to other methods of shopping should be done with caution, especially given the large differences between online and in-person shopping. Similarly, specific demographics within the Canadian population may differ significantly from the whole when it comes to e-commerce habits and beliefs.

### **Online purchasing habits**

Survey results suggest that the vast majority of Canadians (88%) have made an online purchase in the past year, compared to 12% who have not.

Narrowing the focus, about one-third of Canadians say they have purchased Agency-regulated products (that is, food, plant, or animal products) in the past year. 1 in 5 (21%) say they have bought food, while 1 in 10 purchased plant products (12%) or pet food/animal feed (9%).

Those who purchase Agency-regulated products online appear to do so on an infrequent basis. Among those who purchased Agency-regulated products in the past year, 1 in 3 (35%) did so only once, while about 4 in 10 (37%) did so about every other month. Only 5% purchased these products about once per week, and just 2% did so more than once per week.

Results also suggest that those who purchase Agency-regulated products online do not spend a great deal of money on these products. Among those who have ordered Agency-regulated products in the past year, 8 in 10 spent less than \$500 on these products: 4 in 10 (38%) spent less than \$100, while a similar proportion (39%) spent between \$100 and \$500.

Turning to future purchases of food, plant, or animal products, results reveal that most Canadians (63%) say they do not intend to purchase Agency-regulated products in the next year. 1 in 5 (18%) plan to order food products, while 1 in 10 plan to order plant products (12%) or pet food or animal feed (8%).

## **Factors driving online purchases**

Those who have purchased Agency-regulated products online were asked why they chose to purchase via the Internet. Results suggest that Canadians purchase Agency-regulated products online for a variety of reasons. Half of these respondents (51%) indicated that the product they ordered was not available locally. 4 in 10 cited convenience (40%) and a desire to avoid crowds (38%). 3 in 10 mentioned greater selection (32%), closures and reduced hours due to COVID-19 (31%), and lower prices (28%).

Results further suggest that most food, plant, and animal, products purchased online in Canada are intended for personal use and consumption. Fully 77% of those who have placed an online order in the past year say they did not sell or gift the products.

## **Awareness of high level risks**

Results suggest Canadians exercise a great degree of diligence when purchasing products online. Fully 82% of respondents say they check that a product is being sold by a reliable source before ordering. Among these respondents, 7 in 10 (72%) say they buy only from reputable e-commerce platforms. 6 in 10 (61%) read reviews from other customers, while half (50%) use online search tools to scrutinize the seller beforehand.

Despite diligence regarding the product being sold by a reliable source, relatively few Canadians say they take steps to verify the products they purchase online are allowed to be sold in the country (28%). The majority of Canadians (59%) say they do not verify this information.

Results suggest that Canadians are generally familiar with the risks associated with ordering food, plant, or animal products online. About 9 in 10 respondents say they are aware that plant products and live insects/snails may host pests (88%), and that pets priced below average

could have costly health problems (87%). A similar proportion (85%) say they understand that food products that cost significantly less than the usual price may be substandard. Three-quarters say they are aware that animal products can carry diseases (78%), or that plant products may not come as advertised and seeds can be difficult to identify (76%).

## **Familiarity with online purchasing regulations**

Survey results suggest that Canadians have relatively low levels of knowledge about the regulations surrounding the importing and interprovincial trade of food, plant, and animal products. Just 1 in 4 (24%) say they are aware of these rules, while two-thirds (67%) are not.

Survey results also reveal a great deal of uncertainty as to who bears responsibility for ensuring all regulations are followed when products are bought or sold online. 1 in 4 (27%) believe the buyer is primarily responsible, while a similar proportion (25%) believe the burden falls on the seller. 1 in 7 say the Canadian government shoulders the responsibility, or that it is the duty of online platform to ensure the transaction is lawful (14% each).

When it comes to seeking out information on which products are allowed to be imported into Canada or shipped to a different province or territory, a majority of respondents (59%) turn to government websites. 4 in 10 (38%) use web search engines, while 3 in 10 (30%) rely on disclaimers and warnings on e-commerce platform websites. 1 in 5 (19%) do not look for information on what products can be shipped to or within Canada.

## **Attitudes to government oversight**

Fully three-quarters of Canadians (75%) say it is very important that the Government of Canada take action to prevent non-permitted food, plant, or animal products from entering Canada. 1 in 5 (20%) rate these measures as somewhat important, and just 3% say such actions are of little importance.

However, Canadians hold only a moderate degree of confidence in the federal government's ability to prevent non-permitted food, plant, and animal products from entering the country. 6 in 10 (62%) say they are somewhat confident in the government's capacity for ensuring these products do not enter Canada. Just 1 in 5 (18%) express a high degree of confidence, while the same proportion (18%) express little confidence in the Government of Canada's ability to keep these products from entering the country.

## Impact of CFIA advertising

As mentioned, the timing of the paid advertising campaign began later than anticipated and as such, the Advertising Campaign Evaluation Tool (ACET) questions used in the survey were not able to properly report on the effectiveness of a highly targeted digital campaign paid advertising. It is important to note that there were also multiple other Government of Canada advertising campaigns in-field in March when the bulk of the e-commerce advertising campaign was in-market, all competing for an audience.

The communications campaign started with unpaid social media communications as of November 30, 2020 (Cyber Monday). Paid advertising, in the form of search engine marketing, started February 1, while the remaining advertising, on social media and various programmatic platforms, only started as of March 2 and ran until March 31, 2021. This campaign used the targeting algorithms of various digital advertising platforms to reach the campaign's intended audiences:

- consumers who were in the process of purchasing or at least researching purchasing Agency-regulated products, and
- industry who were in the process of selling or at least researching selling Agency-regulated products.

Questions following the Government standard for advertising communications evaluation tool (ACET) were asked to provide baseline (pre-campaign) measures (results are provided in the report both before and after the CFIA's social media and programmatic ads were in field. These findings are captured in Appendix C and Appendix D.

Those who recalled seeing Government of Canada advertising prior to the launch of the CFIA's targeted social media and programmatic ads were asked, unprompted, to describe what they could remember about the ads. Half (50%) do not remember anything specific. Those who provided a response cited a wide array of messages, and responses did not centre on any 1 theme. 1 in 10 (10%) recall messages encouraging buying products locally. Other recurring responses include food safety (7%) and encouragement to buy online (6%).

Among those 3% who recalled seeing Government of Canada advertising about purchasing Agency-regulated products online, just 1 in 6 (16%) say they acted as a result of the ads. Among this relatively small percentage of respondents who took action, the most commonly cited actions included talking to a friend or family member about the risks of purchasing Agency-regulated products online, and thinking about the risks of ordering these products online.

Those who recalled seeing the advertising also express mixed views on the ads. The majority (59%) feel the ads address an important topic. 4 in 10 agree the ads caught their attention (41%), and that the ads provided new information (41%).

It is worth noting that, since there were no CFIA social media or programmatic ads (for example, visual ads) about Agency-regulated products running when this first wave of respondents was asked about advertising, it is difficult to determine which ads these respondents were recalling. Results of the second wave of respondents (those that were surveyed when the CFIA social media and programmatic ads were in field) are captured in Appendix B.

## **Conclusions**

Survey results indicate that online purchasing has become common in Canada. Fully 88% of Canadians report buying something online in the past year, a figure that rises to 97% among those under 35. However, relatively few Canadians use the Internet to order Agency-regulated products (that is, food, plant, or animal products) from a seller who does not have a retail presence in their home province. Just one-third say they have purchased these types of products online in the past year, and roughly the same proportion say they intend to purchase these products online within the next year. Furthermore, those who do purchase these products online appear to do so on an infrequent basis, with very few respondents indicating they place an order more than once every few months.

Results also reveal that the majority of Canadians say they exercise a great degree of diligence when purchasing products online. Fully 82% of respondents say they check that a product is being sold by a reliable source before ordering. However, despite diligence regarding the product being sold by a reliable source, only 3 in 10 Canadians take steps to verify the products they purchase online are allowed to be sold in the country; the majority of Canadians say they do not verify this information.

Most Canadians say they are aware of the risks associated with ordering Agency-regulated products online: the majority say they are aware that these products can be substandard, and may contain a variety of diseases and pests.

However, the study also found some significant gaps in Canadians' knowledge of the specific regulations surrounding the purchase of Agency-regulated food, plant, and animal products. Just 1 in 4 say they are aware of the regulations surrounding the importing and interprovincial trade of these products. Most Canadians are also unsure which party is responsible for ensuring that regulations are followed when purchasing these products online. Furthermore, one-third are not aware that they can be subject to fines for unwittingly importing restricted products.

Given the risks of purchasing these products online, it is not surprising that Canadians place a great deal of importance on preventing non-permitted food, plant, and animal products from entering the country: 75% say it is very important that the Government of Canada take action to prevent these goods from entering Canada. However, Canadians also hold a limited degree of confidence in the federal government's ability to prevent non-permitted products from entering Canada; most say they are somewhat confident about the government's ability to do this, but few have a high degree of confidence.

Survey results also suggest that the federal government should not expect broad exposure to the general population when using highly targeted campaigns about purchasing Agency-regulated food, plant, or animal products online. In order to assess the effectiveness of such a highly targeted campaign, research should be designed to ensure the targeted audience is represented in larger numbers.

Overall, results suggest that the advertising environment is complex and that there are many advertisers with similar messages which keep consumers informed of high-level risk elements. A targeted campaign with a specific call to action is required to break through and resonate with consumers and sellers. The results of the second wave of research also suggest that it is difficult to assess the effectiveness of a highly targeted advertising campaign through POR aimed at a broad, general audience (for example, all Canadian consumers).

The results of this research will be used to further inform CFIA media communications policy regarding online purchases of Agency-regulated products.

# 1. Background and methodology

## 1.1 BACKGROUND

As a result of the pandemic, e-commerce sales have surged. This has opened the doors to more items being sold to consumers from home-based businesses that could pose health risks or pose a serious risk to Canadian resources and the economy, notably:

- non-compliant food purchased or traded online and imported or shipped within Canada could be contaminated (for example, with chemical residues, or pathogens such as E. coli, salmonella or listeria) or misrepresented (for example, substitution of 1 or more ingredients, adulteration of product without it being identified). Misrepresentation of food can pose a health risk to consumers if a hazardous material is added or, when a food allergen is added to the food product but is not identified on the label. Canada also protects consumers against food labels and ads which may be misleading.
- other goods could be or carry a range of plant pests (such as invasive insects or snails) and diseases (such as oak wilt and potato wart) or be contaminated with soil.
- animals or animal products (including germplasm) could introduce foreign animal diseases (Reportable Terrestrial Animal Diseases, Reportable Aquatic Animal Diseases) into Canada that could pose a risk to the national herd (such as African swine fever and bovine spongiform encephalopathy) and in some cases also to humans (such as rabies or avian influenza).

These risks pose a serious threat to the health and well-being of Canadians, agriculture and forestry industries, the natural environment and the economy.

In the food sector, the CFIA has noted a marked increase in questions related to importing food from home-based businesses. This is likely driven by individuals who have more time available and feel they can supplement their income by selling food products from home. This influx of new businesses will require educational communication to build awareness around the hazards and risks of importing food into Canada and selling it across provincial borders. Home-based businesses may also engage in interprovincial trade of products that may not meet federal requirements.

The objective of this study was to help the CFIA understand consumer behaviour around online purchasing of Agency-regulated products.



## 1.2 Methodology

This survey was conducted using EKOS' probability-based research panel, *Probit*. *Probit* offers extensive coverage of the Canadian population (for example, Internet, phone, cell phone), random recruitment (in other words, participants are recruited randomly; they do not opt themselves into the panel), and equal probability sampling. All panellists are recruited by telephone using random digit dialling and are confirmed by live interviewers. Non-response bias is a possible confound since certain types of people may be more willing to respond to a survey request than others.

The field dates for this survey were January 26 to February 12, 2021. In total, a random sample of 5,868 Canadians aged 18 and over responded to the survey online. The margin of error associated with the total sample is +/- 1.3% points, 19 times out of 20.

The completion results are presented in the following table.

<b>Contact Disposition</b>	
<b>Disposition</b>	<b>N</b>
Total invitations (c)	30706
Total completes (d)	5868
Qualified break-offs (e)	565
Disqualified (f)	0
Not responded (g)	23955
Quota filled (h)	0
Contact rate = (d+e+f+h)/c	21.0
Participation rate = (d+f+h)/c	19.1

Please note that the margin of error increases when the results are sub-divided (for example, error margins for sub-groups such as region, gender, age, income, and education). All the data have been statistically weighted to ensure the sample's composition reflects that of the actual population of Canada according to census data.

**Note:** Due to a shift in the launch date for the CFIA e-commerce advertising campaign, the data collection was paused on February 12, 2021 after having completed 5,868 surveys. The data collection was resumed on March 11, 2021 and ran until March 26, 2021 to allow for the advertising campaign to be in-field. Following the pause, 2,221 surveys were completed. This report is on the first 5,868 surveys.

A comparison of the results by wave was conducted by the CFIA. To view a summary of the second wave, consult Appendix B. The margin of error associated with a random sample of 2,221 is +/- 2.1% points, 19 times out of 20

Note that due to rounding, figures may not add up to 100%.

## 2. Online purchasing habits

### 2.1 Online purchasing in past year

Results reveal that the vast majority of Canadians have made an online purchase in the past year. Fully 88% of respondents indicate they have bought something online in the past year, compared to 12% who have not.

- The popularity of online shopping declines with age (97% of those under 35 have made an online purchase in the past year, compared to 73% among those aged 65 and over).
- The use of online shopping varies with socioeconomic status; it increase with both income (from 77% among those with an annual household income of \$40,000 or less to 96% among those earning \$150,000 or more) and educational attainment (from 78% among the high school educated to 93% among university graduates).

**Table 1: Online purchasing in past year**

Online purchasing in past year	
Q6. Have you purchased any products online in the last year?	
	%
Yes	88%
No	12%
Don't know	0%

Base: n=5,868; all respondents

## 2.2 Online purchasing of Agency-regulated products

Narrowing the focus, results reveal that about one-third of Canadians say they have purchased Agency-regulated products (that is, food, plant, or animal products) in the past year. 1 in 5 (21%) say they have bought food, while 1 in 10 have acquired plant products (12%) or pet food/animal feed (9%). 3% have bought animal products online, while 1% have bought live insects or snails. A negligible proportion of respondents say they acquired a live animal from outside the country.

- The incidence of online food, plant, or animal purchases declines with age. 8 in 10 respondents aged 65 and over (79%) say they have not purchased any Agency-regulated products in the past year, compared to 62% of those under the age of 35.

**Table 2: Online purchasing of Agency-regulated products**

<b>Online purchasing of Agency-regulated products</b>	
Q7. In the last year have you purchased any food products, plants including seeds, wood products, live insects, snails, pet food, animal feed, animals or animal products through an on-line site?	
	<b>%</b>
Yes, food products (including canned or non-perishable food items such as spices but not including groceries or take-out from local retailers)	21%
Yes, plants or plant products (including seeds, other propagative materials or wood products)	12%
Yes, pet food or animal feed	9%
Yes, animal products (includes milk powder, animal hides, and other materials made from animal parts)	3%
Yes, live insects or snails	1%
Yes, I acquired a pet or animal from outside the country	0%
No, I did not purchase any of the above	68%
Don't know	1%

Base: n=5,049; purchased products online in the last year

## 2.3 Frequency of online purchasing of Agency-regulated products

Those who purchase Agency-regulated products online appear to do so on an infrequent basis. Among those who made at least 1 such purchase in the past year, 1 in 3 (35%) did so only once, while about 4 in 10 (37%) did so about every other month. 1 in 7 (15%) estimate they ordered these products once per month, and 6% placed multiple orders per month. Only 5% purchased these products about once per week, and just 2% did so more than once per week.

**Table 3: Frequency of online purchasing of Agency-regulated products**

Frequency of online purchasing of Agency-regulated products	
Q8. In the last year, how often did you purchase food, plant or animal products online?	%
Every day	0%
A few times a week	2%
About once a week	5%
Multiple times a month	6%
About once a month	15%
About once every couple of months	37%
About once in the entire year	35%
Don't know	1%

Base: n=1,491; purchased food, plant, or animal products online in the last year

## 2.4 Amount spent on Agency-regulated products

Results also suggest that those who purchase Agency-regulated products online do not spend a great deal of money on these products. Among those who have ordered Agency-regulated products in the past year, 8 in 10 spent less than \$500 on these products: 4 in 10 (38%) spent less than \$100, and a similar proportion (39%) spent between \$100 and \$500. Only about 1 in 10 spent between \$500 and \$1,000 (12%) or between \$1,000 and \$5,000 (7%). Just 2% reported spending \$5,000 or more.

**Table 4: Amount spent on Agency-regulated products**

<b>Amount spent on Agency-regulated products</b>	
Q9. In the last year, approximately, how much did you spend on food, plant or animal products purchased online?	
	<b>%</b>
Less than \$100	38%
\$100 to just under \$500	39%
\$500 to just under \$1000	12%
\$1000 to just under \$5000	7%
\$5000 or more	2%
Don't know	2%

Base: n=1,491; purchased food or animal products online in the last year

## 2.5 Number of websites visited

Among those who purchased food, plant, or animal products online in the past year, just under half (46%) say they purchased from a single website, while 4 in 10 used 2 to 3 different websites. 8% report spreading their purchases across 4 or 5 websites, and 4% used 6 sites or more.

**Table 5: Number of websites visited**

<b>Number of websites visited</b>	
Q10. In the last year, how many different websites did you use to purchase food, plant or animal products online?	
	<b>%</b>
1	46%
2-3	40%
4-5	8%
6 or more	4%
Don't know	2%

Base: n=1,491; purchased food or animal products online in the last year

## 2.6 Origin of online products

Among those who purchased Agency-regulated products online, just 1 in 5 (20%) report ordering from a local company. Most of the products came from outside the respondents' home provinces. More than 4 in 10 (43%) say these products originated from another province within Canada, and 1 in 4 (23%) received a product from outside Canada. One-quarter (26%) are uncertain as to the origin of the products they ordered.

- Residents of Ontario and Quebec are somewhat more likely to have ordered their products locally (25% in each case, compared to 20% nationally). Residents of Saskatchewan and Manitoba are more likely to have received their products from another province (65%, compared to 43% nationally) or another country (33% versus 23%). Atlantic Canadians and Albertans are also more likely to have ordered from another province (61% and 54%, respectively, compared to 43% nationally).

**Table 6: Origin of online products**

Origin of online products	
Q11. To the best of your knowledge were any of the products shipped directly from a manufacturer/supplier in another province or territory of Canada or in another country? (Multiple responses accepted)	
	%
Yes, from another province or territory in Canada	43%
Yes, from outside of Canada	23%
No, the products I get online are from a local company (includes grocery delivery)	20%
Don't know where the items come from	26%

Base: n=1,491; purchased food or animal products online in the last year



## 2.7 Incidence of extra fees on imports

Among those who ordered their products from other countries, one-third (31%) paid fees (for example, tariffs, brokerage fees, or customs or duty fees) on at least 1 of their purchases, while 4 in 10 (40%) did not. 3 in 10 (30%) are unsure.

**Table 7: Incidence of extra fees on imports**

<b>Incidence of extra fees on imports</b>	
Q12. To the best of your knowledge, were you charged any tariffs, brokerage fees, or customs and duty fees on any of the products that were shipped from outside of Canada?	
	<b>%</b>
Yes	31%
No	40%
Don't know	30%

Base: n=337; purchased products from outside of Canada

## 2.8 Types of products ordered from outside home province/territory

Among those respondents who indicated they had purchased Agency-regulated products from other provinces or territories, 6 in 10 (62%) ordered food products, while 4 in 10 (40%) purchased plant products. 1 in 5 (19%) had ordered animal products.

- Food products made up a comparatively greater share of online orders in Atlantic Canada and British Columbia (75% and 74%, respectively, compared to 62% nationally).
- The likelihood of purchasing food products declines with age (from 72% among those under the age of 35 to 44% among those ages 65 and over). Those ages 65 and up are significantly more likely to have ordered plant products (55%, compared to 40% on average).
- Those with disabilities are significantly more likely to report having ordered animal products (36%, compared to 19% on average).

**Table 8: Types of products ordered from outside home province/territory**

Types of products ordered from outside home province/territory	
Q13. Which types of products have been purchased from outside your home province/territory? (Multiple responses accepted)	%
Food products	62%
Animal products	19%
Plant products	40%
Don't know	4%

Base: n=811; purchased products from outside home province/territory

## 2.9 Anticipated online purchasing in coming year

Turning to future purchases of food, plant, or animal products, results reveal that most Canadians (63%) say they do not intend to purchase Agency-regulated products in the next year. 1 in 5 (18%) plan to order food products, while 1 in 10 plan to order plant products (12%) or pet food or animal feed (8%). Just 2% intend to order animal products, and 1% have plans for ordering live insects or snails.

- The likelihood of planning future online orders declines with age (77% of those ages 65 and over do not intend to purchase these products online, compared to just 55% of those under 35).
- The incidence of anticipated purchases of these products rises with socioeconomic status. 6 in 10 university graduates (61%) do not intend to place an online order, a figure that rises to 72% among those with a high school education. Similarly, 56% of those with an annual household income of at least \$150,000 have no plans to place an online order, compared to 71% of those earning less than \$40,000.

**Table 9: Anticipated online purchasing in coming year**

<b>Anticipated online purchasing in coming year</b>	
Q15. Do you intend to purchase any food products, plants including seeds, wood products, live insects, snails, pet food, animal feed, animals or animal products through an on-line site in the upcoming year?	
	<b>%</b>
Yes, food products (including canned or non-perishable food items such as spices)	18%
Yes, plants and plant products (including seeds, other propagative materials or wood products)	12%
Yes, pet food or animal feed	8%
Yes, animal products (includes milk powder, animal hides, and other materials made from animal parts)	2%
Yes, live insects or snails	1%
Yes, I intend to acquire a pet or animal from outside the country	0%
No, I will not purchase any of the above	63%
Don't know	9%

Base: n=5,868; all respondents



# 3. Factors driving online purchases

## 3.1 Reasons for ordering Agency-regulated products online

Those who have ordered Agency-regulated products online were asked why they chose to purchase via the Internet. Results suggest that Canadians purchase Agency-regulated products online for a variety of reasons. Half of these respondents (51%) indicated that the product they ordered was not available locally. 4 in 10 cited convenience (40%) and a desire to avoid crowds (38%). 3 in 10 mentioned greater selection (32%), closures and reduced hours due to COVID-19 (31%), and lower prices (28%).

- Regionally, residents of Saskatchewan/Manitoba and British Columbia are more likely to cite a lack of local availability as their main reason for shopping online (61% and 60%, respectively, compared to 51% nationally). Residents of Alberta are more likely to cite lower prices (37%, compared to 28% nationally). Residents of Ontario and Quebec are the most likely to mention pandemic-related closures (39%), while residents of British Columbia and Atlantic Canada are much less likely to cite these restrictions as a reason (14% and 11%, respectively).
- Visible minorities and those with disabilities are more apt to select convenience (54% each, compared to 40% on average), greater selection (49% and 46%, respectively, compared to 32% on average), and lower prices (40% and 36% versus 28%).

**Table 10: Reasons for ordering Agency-regulated products online**

<b>Reasons for ordering Agency-regulated products online</b>	
Q14. Which of the following reasons best describes why you ordered a food, plant, or animal product online?	
	<b>%</b>
Product not available locally	51%
Convenience (for example, open 24/7)	40%
To avoid crowds in stores	38%
Greater selection online	32%
Physical stores closed or limited hours (due to COVID-19)	31%
Lower price online	28%
Product/Service available only online	2%
Socially isolating/Avoiding COVID-19	2%
Better service	1%
Sent as gift to selected address	1%
Support of small/local businesses	1%
Other	1%
Don't know	1%

Base: n=1,491; purchased food or animal products online in the last year

## 3.2 Food, plant or animal product purchased as gift

Results suggest that most food, plant, and animal, products purchased online in Canada are intended for personal use and consumption. Fully 77% of those who have placed an online order in the past year say they did not sell or gift the contents. 1 in 7 (14%) indicated they have sold or given away food products, and 8% have sold or gifted plant products.

- Respondents who identify as Indigenous or disabled are more likely to have sold or gifted the plant products they ordered online (16% in each case, compared to 8% on average).

**Table 11: Food, plant, or animal product purchased as gift**

<b>Food, plant, or Animal product purchased as gift</b>	
Q16. In the last year have you sold or given as a gift any food products, plants including seeds, wood products, live insects, snails, pet food, animal feed, animals or animal products that were purchased through an online site?	
	<b>%</b>
Yes, food products (including canned or non-perishable food items such as spices)	14%
Yes, plants and plant products (including seeds, other propagative materials or wood products)	8%
Yes, animal products (includes milk powder, animal hides, and other materials made from animal parts)	1%
Yes, pet food or animal feed	1%
Yes, a pet or animal from outside the country	0%
Yes, live insects or snails	0%
No, I have not sold or given as a gift any of the above	77%
Don't know	2%

Base: n=1,876; have purchased products online in the last year

### 3.3 Reason for gift of Agency-regulated product

Among those who gifted the products they ordered online, three-quarters (77%) indicated they ordered the product specifically to give as a gift, and only 2% ordered the product specifically to re-sell. 1 in 6 (16%) indicated they had not intended to gift or re-sell the product but did so to rid themselves of an item they did not want.

**Table 12: Reasons for gift of Agency-regulated product**

<b>Reasons for gift of Agency-regulated product</b>	
Q17. How would you best describe the situation(s) where you sold or gave as a gift a food, plant or animal product? If multiple situations apply, choose the option that best describes the situation where you sold or gave as a gift the most products mentioned in the previous scenario.	
	<b>%</b>
I sold or gave away just to get rid of the product(s) that I did not want	16%
I ordered the product specifically to give as a gift	77%
I ordered the product specifically to re-sell	2%
Don't know	5%

Base: n=402; in the last year have sold or given food, plant or animal products as a gift



### 3.4 Use of e-commerce sites

Among those respondents who sold or gifted items they had ordered online, just 7% sold the product through an e-commerce site such as Amazon, Facebook Marketplace, eBay, or Kijiji. 9 in 10 (92%) did not.

**Table 13: Use of e-commerce sites**

<b>Use of e-commerce sites</b>	
Q18. In the last year, did you ever sell any food, plant or animal products online through an e-commerce site? (For example, Amazon, Facebook Marketplace, eBay, Kijiji, etc.)	
	<b>%</b>
Yes	7%
No	92%
Don't know	0%

Base: n=402; in the last year have sold or given food, plant or animal products as a gift



# 4. Awareness of high level risks

## 4.1 Verification of reliable sources

Results suggest Canadians exercise a great degree of diligence when purchasing products online. Fully 82% say they check that a product is being sold by a reliable source before ordering, while just 10% do not. 8% did not offer a response.

- Propensity to scrutinize a seller beforehand varies with socioeconomic status. Fully 87% of university graduates say they research a seller before placing an order, compared to 73% of high school graduates. Similarly, the incidence of those who verify the seller is legitimate rises with income (from 74% among those with an annual household income of less than \$40,000 to 85% among those with an income of at least \$150,000).

**Table 14: Verification of reliable sources**

Verification of reliable sources	
Q22. When purchasing products online, do you check that the product is being sold by a reliable source?	
	%
Yes	82%
No	10%
Don't know	8%

Base: n=5,868; all respondents

## 4.2 Methods of verification

Those respondents who indicated they verify that a seller is reliable before placing an online order were asked to indicate the steps they take to do so. 7 in 10 (72%) say they buy only from reputable e-commerce platforms. 6 in 10 (61%) read reviews from other customers, while half (50%) use online search tools to scrutinize the seller beforehand. One-third (33%) restrict their shopping to sites recommended by people they know. One-quarter (24%) use PayPal to ensure they can recoup their losses if the transaction turns out to be a scam, while 1 in 5 (19%) say they routinely check with consumer protection agencies. Just 5% contact the seller ahead of time.

- The use of customer reviews, online search tools, and recommendations from colleagues declines with age. For example, 78% of those under the age of 35 say they review feedback from other customers, compared to 42% of those aged 65 and over.
- Restricting one's business to reputable e-commerce platforms is a more common practice among university graduates (76%, compared to 66% of high school graduates) and those with an annual household income of at least \$80,000 per year (76%, compared to 64% of those earning less than \$40,000).

**Table 15: Methods of verification**

<b>Methods of verification</b>	
Q23. How do you check that the product is being sold by a reliable source? (Multiple responses accepted)	
	<b>%</b>
I only buy from reputable e-commerce platforms	72%
I read reviews from other customers posted online	61%
I use an online search tool and search the company name to see if anything bad shows up	50%
I buy from sites recommended by people I know	33%
I use PayPal to ensure I can get my money back if it is a scam	24%
I check with consumer protection agencies, such as the Better Business Bureau	19%
I email the seller to find out more about their activities before I buy	5%
I purchase from companies I have done business with before	2%
I purchase from Canadian/local vendors	1%
I purchase from vendors that have a physical store front	1%
I use security software to verify the website is legitimate	1%
Other	1%
Don't know	1%

Base: n=4,784; check that product is sold by a reliable source

### 4.3 Verification of products allowed in Canada

Despite diligence regarding the product being sold by a reliable source, relatively few Canadians say they take steps to verify the products they purchase online are allowed to be sold in the country (28%). The majority of Canadians (59%) say they do not verify this information. 1 in 8 (13%) are unsure.

**Table 16: Verification of products allowed in Canada**

Verification of products allowed in Canada	
Q24. Do you verify that the product is allowed to be sold in Canada?	
	%
Yes	28%
No	59%
Don't know	13%

Base: n=5,868; all respondents

## 4.4 Checks on product recalls

Results further reveal that just 1 in 5 Canadians (20%) look into whether the products they purchase online have been recalled for health or safety reasons. 7 in 10 (71%) do not.

**Table 17: Checks on product recalls**

<b>Checks on product recalls</b>	
Q25. Do you check if the product has been recalled in Canada for health or safety reasons?	
	<b>%</b>
Yes	20%
No	71%
Don't know	8%

Base: n=5,868; all respondents

## 4.5 Awareness of potential issues

Results suggest that Canadians are familiar with the risks associated with ordering food, plant, or animal products online. About 9 in 10 say they are aware that plant products and live insects and snails may host pests (88%), and that pets priced below average could have costly health problems (87%). A similar proportion (85%) say they understand that food products that cost significantly less than the usual price may be substandard. Three-quarters say they are aware that animal products can carry diseases (78%), or that plant products may not come as advertised and seeds can be difficult to identify (76%).

**Table 18: Awareness of potential issues**

Awareness of potential issues			
Q26. Are you aware that...?	Yes	No	Don't know
Plants, plant products, live insects and snails may be or may host plant pests	88%	7%	6%
Purebred pets that are priced below average may not come from a reputable breeder and could have costly health problems	87%	6%	7%
Food products that cost significantly less than the usual price may be substandard, adulterated, diluted or made with cheaper ingredients than those listed on the label	85%	8%	7%
Meat, eggs and dairy products, or other animal products such as pet food and chews, might carry disease that could impact Canada's farmed and wild animals	78%	14%	8%
Plants or plant products received may not be as-advertised and seeds can be difficult to accurately identify	76%	13%	11%

Base: n=5,868; all respondents

## 4.6 Purchaser issues

Respondents were also asked whether they could recall any news of issues faced by online purchasers of food, plant, or animal products. Just 1 in 7 respondents (15%) say they have recently heard about these issues, while 8 in 10 (79%) have not.

Of those who recall hearing something, 7 in 10 (69%) remember mentions of pet scams or pet import issues, while roughly half recollect discussions of unsolicited seeds being received (54%), or products being sold to consumers that pose health risks (48%). 3 in 10 cited stories of restricted products entering Canada (30%) or food fraud (29%).

- Regionally, residents of Alberta were more likely to mention pet scams or pet import issues (81%, compared to 69% nationally), while residents of Quebec were more apt to cite unsolicited seeds being received (63%, versus 54%).
- Women are more likely to recall pet scams (75%, compared to 61% of men), while men are more likely to cite hazardous products (52%, compared to 44% of women), food fraud (37% versus 24%), and the entry of restricted products into Canada (35% versus 26%).

The inhumane treatment of animals was the most commonly recalled pet import issue/scam.

**Table 19: Awareness of purchaser issues when buying Agency-regulated products online**

<b>Awareness of purchaser issues when buying Agency-regulated products online</b>	
Q27. Have you heard anything recently in the news about online purchases of food, plant, or animal products which caused problems for the purchasers?	
	<b>%</b>
Yes	15%
No	79%
Don't know	6%

Base: n=5,868; all respondents



**Table 20: Recall of problems for purchasers**

<b>Recall of problems for purchasers</b>	
Q28. What have you heard? (Multiple responses accepted)	
	<b>%</b>
Pet scams or pet import issues	69%
Unsolicited seeds	54%
Products being sold to consumers that could pose health risks or risks to Canadian plant and animal resources	48%
Non-compliant/Restricted products coming into Canada	30%
Food fraud (food being misrepresented)	29%
Other	1%
Don't know	1%

Base: n=931; heard in the news about online purchases which caused problems for the purchasers

**Table 21: Specific recall of issues surrounding pet scams**

<b>Specific recall of issues surrounding pet scams</b>	
Q29. What issue(s) specifically did you hear about?	
	<b>%</b>
Unsolicited seeds being delivered	35%
Pets treated inhumanely	31%
Pet/Animal scams (general)	25%
Company and product fraud (for example, mislabelled/diluted products, products not delivered)	13%
Harmful/Contaminated food entering Canada	8%
Contaminated pet food	7%
Dog breed misrepresented	5%
Invasive species	5%
Other pet fraud	9%
Other	4%
Don't know	12%

Base: n=655; heard about Pet scams



# 5. Familiarity with online purchasing regulations

## 5.1 Awareness of regulations

Results reveal that Canadians have relatively low levels of knowledge of the regulations surrounding importing and the interprovincial trade of food, plant, and animal products. Just 1 in 4 (24%) say they are aware of the rules, while two-thirds (67%) are not. 1 in 10 (10%) did not offer a response.

- Self-rated awareness of these regulations is somewhat higher in Atlantic Canada (33%, compared to 24% nationally), while it is somewhat lower in Quebec (17%).

**Table 22: Awareness of regulations**

Awareness of regulations	
Q19. Are you aware of the rules and regulations in Canada surrounding importing and the interprovincial trade of food, plant, and animal products?	
	%
Yes	24%
No	67%
Don't know	10%

Base: n=5,868; all respondents

## 5.2 Perceived responsibility for regulating imports

Respondents were asked to identify the government departments they believe they would have to check with to ensure they are following all applicable regulations when importing food, plant, and animal products. Just over half (56%) correctly identified the Canadian Food Inspection Agency, while a similar proportion mentioned the Canada Border Services Agency (57%). Half of respondents selected Agriculture and Agri-Food Canada (51%), while 4 in 10 (38%) mentioned their province's agriculture departments. Other common responses include Health Canada (26%), provincial health departments (20%), and the Canadian Wildlife Service (16%). 1 in 5 respondents (18%) indicated they are uncertain.

**Table 23: Perceived responsibility for regulating imports**

<b>Perceived responsibility for regulating imports</b>	
Q20. To the best of your knowledge, when importing food, plant or animal products, which government departments would you need to check with to ensure you are following all necessary laws and regulations? (Multiple responses accepted)	
	<b>%</b>
Canada Border Services Agency (CBSA)	57%
Canadian Food Inspection Agency (CFIA)	56%
Agriculture and Agri-Food Canada (AAFC)	51%
Provincial Agriculture Departments	38%
Health Canada	26%
Provincial Health Departments	20%
Canadian Wildlife Service	16%
Canada Revenue Agency (CRA)	5%
Royal Canadian Mounted Police (RCMP)	4%
Canadian Security and Intelligence Service (CSIS)	2%
Other government department	1%
Don't know	18%

Base: n=5,868; all respondents

### 5.3 Primary responsibility for ensuring regulations are followed

Survey results suggest a great deal of uncertainty as to who bears responsibility for ensuring all regulations are followed when products are bought or sold online. 1 in 4 (27%) believe the buyer is primarily responsible, while a similar proportion (25%) believe the burden falls on the seller. 1 in 7 say the Canadian government shoulders the responsibility, or that it is the duty of online platform to ensure the transaction is lawful (14%). 4% believe the manufacturer is responsible and 1% say the shipping company holds primary responsibility. 1 in 7 (15%) did not provide a response.

- The likelihood of attributing responsibility to the seller declines with age (from 34% among those under 35 to 18% among those aged 65 and over).

**Table 24: Primary responsibility for ensuring regulations are followed**

Primary responsibility for ensuring regulations are followed	
Q21. To the best of your knowledge who has the most responsibility for ensuring all laws and regulations are followed when products are bought or sold online.	
	<b>%</b>
The buyer	27%
The seller	25%
A Canadian government department	14%
The online platform where the sale is occurring (for example eBay, Kijiji, Amazon)	14%
The manufacturer	4%
The shipping company (for example UPS, FedEx, etc.)	1%
Don't know	15%

Base: n=5,868; all respondents

## 5.4 Source of awareness of products allowed to be imported into Canada

Results reveal that most Canadians look to government sources for information on which products are allowed to be imported into Canada or shipped to a different province or territory. A majority of respondents (59%) turn to government websites for this information. 4 in 10 (38%) use web search engines, while 3 in 10 (30%) rely on disclaimers and warnings on e-commerce platform websites. 1 in 5 (18%) say they look for this information by calling a government agency, and 1 in 10 (11%) say they contact government agencies by email. 1 in 5 (19%) do not look for information on what products can be shipped to or within Canada.

- The likelihood of using online sources for obtaining this information – such as government websites, online search engines, and disclaimers on e-commerce sites) – consistently declines with age. In contrast, the popularity of contacting government agencies directly – either by phone or through email – rises progressively with age.

**Table 25: Source of awareness of products allowed to be imported into Canada**

<b>Source of awareness of products allowed to be imported into Canada</b>	
Q34. How do you find information on what is allowed to be imported into Canada or shipped to a different province or territory? (Multiple responses accepted)	
	<b>%</b>
Government website	59%
Web search engine	38%
Reading disclaimers or warnings on e-commerce platform website (for example, product does not ship to Canada)	30%
Call government agency	18%
E-mail government agency	11%
Friend or family member	6%
Social media	4%
Consultant/Lawyer	2%
Border services	1%
Other	0%
I do not look for information on what is allowed to be imported into Canada or shipped to a different province or territory	19%
Don't know	6%

Base: n=5,868; all respondents

## 5.5 Awareness of consequences when purchasing non-permitted products

Survey results suggest that many Canadians are not aware of the consequences of importing restricted food, plant, or animal products. 6 in 10 respondents (59%) say they are aware that the purchase of non-permitted products could elicit fines for the buyer; however, a sizeable minority (33%) are not.

**Table 26: Awareness of consequences when purchasing non-permitted products**

<b>Awareness of consequences when purchasing non-permitted products</b>	
Q30. Are you aware that if you purchase non-permitted food, plant, or animal products, the product may be destroyed or removed from the country at your expense or you may be subject to fines?	
	<b>%</b>
Yes	59%
No	33%
Don't know	8%

Base: n=5,868; all respondents





# 6. Attitudes to government oversight

## 6.1 Importance of government oversight

Results suggest that Canadians place a great deal of importance on preventing non-permitted food, plant, and animal products from entering Canada. Fully three-quarters of respondents (75%) say it is very important (6 or 7 on a 7-point scale) that the Government of Canada take action to prevent these goods from entering Canada. 1 in 5 (20%) rate these measures as somewhat important, and just 3% say such actions are of little importance.

- The perceived importance of measures to prevent restricted food, plant, and animal products from entering Canada rises progressively with age. Just 57% of those under 35 say such actions are very important, a figure that rises to 92% among those ages 65 and up.
- Women place comparatively more importance on preventing non-permitted products from entering Canada (81% say very important, compared to 70% of men).
- Interestingly, university graduates are somewhat less likely to see these measures as a high priority (71%, compared to 80% of high school and college graduates).

**Table 27: Importance of government oversight**

Importance of government oversight				
	Important (6-7)	Somewhat important (3-5)	Not very important (1-2)	Don't know
How important do you think it is that the Government of Canada take action to prevent non-permitted food, plant, or animal products from entering Canada?	75%	20%	3%	2%

Base: n=5,868; all respondents

## 6.2 Confidence in government oversight

Results further reveal that Canadians hold only a moderate degree of confidence in the federal government's ability to prevent non-permitted food, plant, and animal products from entering the country. 6 in 10 (62%) say they are somewhat confident in the government's capacity for ensuring these products do not enter Canada. However, just 1 in 5 (18%) express a high degree of confidence, while the same proportion (18%) express little confidence in the Government of Canada's ability to keep these products from entering the country.

- Confidence in the federal government declines with household income. One-quarter (23%) of those with a household income of less than \$40,000 are very confident in their government's ability to prevent non-permitted products from entering Canada, a figure that falls to 14% among those earning \$150,000 or more.
- Visible minorities and those born outside Canada are comparatively more likely to indicate a higher level of confidence (27% and 26%, respectively, compared to 18% on average).

**Table 28: Confidence in government oversight**

<b>Confidence in government oversight</b>				
Q33. Please use a 7-point scale where 1 means not at all confident, 7 means very confident, and 4 means somewhat confident				
	<b>Very confident (6-7)</b>	<b>Somewhat confident (3-5)</b>	<b>Not very confident (1-2)</b>	<b>Don't know</b>
How confident are you in the government's ability to prevent non-permitted food, plant, or animal products from entering Canada?	18%	62%	18%	3%

Base: n=5,868; all respondents

# 7. Impact of advertising campaign

## 7.1 Recall of Government of Canada ads

Not surprisingly survey findings reveal limited recall of Government of Canada advertising specifically about purchasing Agency-regulated products (for example, food, plant, or animal products) online. As mentioned in the methodology section timing for the actual campaign was later than anticipated and the intended audience was not able to see the full campaign.

3% say they have seen this type of advertising over the past few weeks, while 83% have not. 1 in 7 (14%) do not recall whether they have seen a government ad about purchasing Agency-regulated products online.

- Those who identify as visible minorities are somewhat more likely to recall seeing a Government of Canada ad pertaining to purchasing Agency-regulated products online (9%, compared to 3% on average).

**Table 29: Recall of Government of Canada ads**

Recall of Government of Canada ads	
Q1. Over the past few weeks, have you seen, read or heard any Government of Canada advertising about purchasing food, plant or animal products online?	
	%
Yes	3%
No	83%
Don't remember	14%

Base: n=5,868; all respondents

## 7.2 Source of recall

Survey results suggest that exposure to Government of Canada communications regarding purchasing Agency-regulated products via the Internet does occur mostly online. Among those who say they have seen this type of advertising in the past few weeks, about half (47%) saw it on an unspecified Internet website. In some cases there was a false recall, as the campaign did not involve all of the named platforms.

**Table 30: Source of recall**

Source of recall	
Q2. Where have you seen, read or heard these ads? (Multiple responses accepted)	
	%
Internet website	47%
Facebook	29%
YouTube	26%
Instagram	11%
Amazon	10%
Television	10%
Kijiji	5%
LinkedIn	5%
Twitter	5%
Radio	4%
Spotify	2%
Snapchat	0%
Other	3%
Don't remember	6%

Base: n=183; recall seeing ads

### 7.3 Specific messages recalled

Those respondents who recall seeing Government of Canada advertising were asked, unprompted, to describe what they could remember about the advertising. Half of these respondents (50%) do not remember anything specific. Those who provided a response cited a wide array of messages, and responses did not centre on any 1 theme. 1 in 10 (10%) recall messages encouraging buying products locally. Other recurring responses include food safety (7%) and encouragement to buy online (6%).

**Table 31: Specific messages recalled**

<b>Specific messages recalled</b>	
Q3. What do you remember about these ads? (OPEN)	%
Buy local	10%
Food safety	7%
Encouragement to buy online	6%
Healthy food options	3%
Pandemic/COVID-19 related	3%
Government propaganda	3%
Food/Product recalls	2%
Importance of agriculture	2%
Environmental/Climate change issues	2%
Ads from Government of Canada	1%
Positives about commercial	1%
Pet products (general)	1%
Other	10%
Don't remember	50%

Base: n=183; recall seeing ads

## 7.4 Action taken as a result of ads

Those respondents who recall seeing Government of Canada advertising about purchasing Agency-regulated products online were asked if they had done something as a result of the advertising. 1 in 6 of these respondents (16%) say they did take some action as a result of the ads, while 8 in 10 (78%) did not. Among the respondents who took action the most commonly cited actions included talking to a friend or family member about the risks of purchasing Agency-regulated products online, and thinking about the risks of ordering these products online.

**Table 32: Action taken as a result of ads**

<b>Action taken as a result of ads</b>	
Q4. Did you do anything as a result of seeing/hearing this advertising?	
	<b>%</b>
Yes	16%
No	78%
Don't know	4%

Base: n=183; recall seeing ads

**Table 33: Actions taken after seeing ads**

<b>Actions taken after seeing ads</b>	
Q5. Which of the following actions did you take? (Multiple responses accepted)	
	<b>%</b>
Talked to a friend/family member about the risks of purchasing food, plant or animal products online	41%
Thought about the risks of purchasing food, plant or animal products online	29%
Looked online for more information	17%
Visited the Canada.ca website	17%
Negative towards government policy/decision	12%
Chose not to purchase/order product	5%
Called the 1-800 number	0%
Other	2%
Did nothing/Ignored	5%
Don't know	4%

Base: n=28; action taken as a result of ads

## 7.5 Attitudes towards advertising

Those respondents who recall seeing the advertising were presented with 3 statements about the ads, and asked to rate the extent to which they agree or disagree with each one. Results reveal mixed views on the ads. The majority of these respondents (59%) feel the ads address an important topic (compared to 15% who disagree). 4 in 10 agree the ads caught their attention (41%), and a similar proportion say the ads provided new information (41%).

- Women are somewhat more likely to say the ads are attention-catching (51%, compared to 34% of men).

**Table 34: Attitudes towards ads**

<b>Attitudes towards ads</b>					
Q5. Please indicate your level of agreement with the following statements about these ads.					
<b>Statements</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly disagree</b>
These ads talk about an important topic	20%	39%	24%	9%	6%
These ads catch my attention	11%	30%	36%	10%	11%
These ads provide new information	7%	34%	36%	11%	9%

Base: n=183; recall seeing ads





# Appendix A: Questionnaire



**Welcome/Introduction**

Thank-you for participating in this survey. Ekos Research Associates, a Canadian public opinion research company is conducting the survey on behalf of the Government of Canada.

Si vous préférez répondre au sondage en français, veuillez cliquer sur français.

Your participation is optional and your responses will be kept entirely confidential and anonymous. The survey takes 15 minutes to complete. It is being directed by EKOS Research, and is being administered according to the requirements of the Privacy Act. To view our privacy policy, click here.

If you require any technical assistance, please contact [online@ekos.com](mailto:online@ekos.com).

**Q1**

Over the past few weeks, have you seen, read or heard any Government of Canada advertising about purchasing <hover="Including canned or non-perishable food items such as spices">food</hover>, <hover="Including plants, seeds, other propagative materials or wood products">plant</hover> or <hover="Includes pets, animals, animal feed, pet food, milk powder, animal hides, insects, snails and other materials made from animal parts">animal products</hover> online?

Yes .....	1
No .....	2
Don't remember .....	9

**Q2 [1,13]**

If... Q1 = 1

**Where have you seen, read or heard these ads?**

Select all that apply

Internet website.....	1	
Amazon.....	2	
Kijiji.....	3	
Facebook.....	4	
Twitter.....	5	
YouTube.....	6	
Instagram.....	7	
LinkedIn.....	8	
Snapchat.....	9	
Spotify.....	10	
Other, specify (try to be as specific as you can): .....	77	
Don't remember .....	99	X

**Q3 [1,3]**

If... Q1 = 1

**What do you remember about these ads?**

Specify (try to be as specific as you can):..... 77  
Don't remember ..... 99 X

**Q4**

**Yes, Q1**

If... Q1 = 1

**Did you do anything as a result of seeing/hearing this advertising?**

Yes ..... 1  
No ..... 2  
Don't know ..... 9

**Q5 [1,8]**

If... Q1 = 1 and Q4 = 1

**Which of the following actions did you take?**

Thought about the risks of purchasing food, plant or animal products online ..... 1  
Talked to a friend/family member about the risks of purchasing food ,plant or animal products online..... 2  
Looked online for more information ..... 3  
Visited the Canada.ca website ..... 4  
Called the 1-800 number ..... 5  
Other, specify (try to be as specific as you can): ..... 77 B  
Don't know ..... 99 BX

**Q5AA**

**Yes, Q1**

If... Q1 = 1

**Please indicate your level of agreement with the following statements about these ads:**

These ads catch my attention  
Strongly disagree ..... 1  
Disagree..... 2  
Neutral ..... 3  
Agree ..... 4  
Strongly agree..... 5  
Don't know ..... 9 S

**Q5AB**

**Yes, Q1**

If... Q1 = 1

These ads talk about an important topic

Strongly disagree .....	1	
Disagree.....	2	
Neutral .....	3	
Agree .....	4	
Strongly agree.....	5	
Don't know .....	9	S

**Q5AC**

**Yes, Q1**

If... Q1 = 1

These ads provide new information		
Strongly disagree .....	1	
Disagree.....	2	
Neutral .....	3	
Agree .....	4	
Strongly agree.....	5	
Don't know .....	9	S

**Q6**

**Have you purchased any products online in the last year?**

Yes .....	1
No .....	2
Don't know .....	9

**Q7 [1,6]**

**Yes, Q6**

If... Q6 = 1

**The following section is intended to capture the purchase of items from sellers who do not have a retail presence in your home province and does not refer to getting groceries or pet food as curbside pick-up or delivery from a retail store that has locations in your home province.**

**This section is intended to capture the purchase of items from sellers who do not have a retail presence in your home province and does not refer to getting groceries or pet food as curbside pick-up or delivery from a retail store that has locations in your home province.**

**In the last year have you purchased any food products, plants including seeds, wood products, live insects, snails, pet food, animal feed, animals or animal products through an on-line site?**

Select all that apply

Yes, food products (including canned or non-perishable food items such as spices but not including groceries or take-out from local retailers) .....	1	
Yes, plants or plant products (including seeds, other propagative materials or wood products) .....	2	
Yes, live insects or snails .....	3	
Yes, pet food or animal feed .....	4	
Yes, animal products (includes milk powder, animal hides, and other materials made from animal parts) .....	5	
Yes, I acquired a pet or animal from outside the country.....	6	
No, I did not purchase any of the above .....	98	BX
Don't know .....	99	BX

**Q8**

**Yes, Q7**

If... Q6 = 1 and Q7 = 1-6

**This section is intended to capture the purchase of items from sellers who do not have a retail presence in your home province and does not refer to getting groceries or pet food as curbside pick-up or delivery from a retail store that has locations in your home province.**

**In the last year, how often did you purchase <hover="Including canned or non-perishable food items such as spices">food</hover>, <hover="Including plants, seeds, other propagative materials or wood products">plant</hover> or <hover="Includes pets, animals, animal feed, pet food, milk powder, animal hides, insects, snails and other materials made from animal parts">animal products</hover> online?**

Every day .....	1
A few times a week .....	2
About once a week .....	3
Multiple times a month .....	4
About once a month .....	5
About once every couple of months.....	6
About once in the entire year .....	7
Don't know .....	9

**Q9**

**Yes, Q7**

If... Q6 = 1 and Q7 = 1-6

**This section is intended to capture the purchase of items from sellers who do not have a retail presence in your home province and does not refer to getting groceries or pet food as curbside pick-up or delivery from a retail store that has locations in your home province.**

**In the last year, approximately, how much did you spend on <hover="Including canned or non-perishable food items such as spices">food</hover>, <hover="Including plants, seeds, other propagative materials or wood products">plant</hover> or <hover="Includes pets, animals, animal feed, pet food, milk powder, animal hides, insects, snails and other materials made from animal parts">animal products</hover> purchased online?**

Less than \$100 .....	1
\$100 to just under \$500 .....	2
\$500 to just under \$1000 .....	3
\$1000 to just under \$5000 .....	4
\$5000 or more.....	5
Don't know .....	9

**Q10**

**Yes, Q7**

If... Q6 = 1 and Q7 = 1-6
---------------------------

**This section is intended to capture the purchase of items from sellers who do not have a retail presence in your home province and does not refer to getting groceries or pet food as curbside pick-up or delivery from a retail store that has locations in your home province.**

**In the last year, how many different websites did you use to purchase <hover="Including canned or non-perishable food items such as spices">food>, <hover="Including plants, seeds, other propagative materials or wood products">plant> or <hover="Includes pets, animals, animal feed, pet food, milk powder, animal hides, insects, snails and other materials made from animal parts">animal products> online? Websites could be proprietary online stores or exchanges that allow third party sellers. For example, Amazon.ca, Kijiji.ca, Ebay.ca, Canadiantire.ca, Walmart.ca, or specialty online stores.**

1 .....	1
2-3 .....	2
4-5 .....	3
6 or more.....	4
Don't know .....	9

**Q11 [1,2]**

**Yes, Q7**

If... Q6 = 1 and Q7 = 1-6
---------------------------

**This section is intended to capture the purchase of items from sellers who do not have a retail presence in your home province and does not refer to getting groceries or pet food as curbside pick-up or delivery from a retail store that has locations in your home province.**

**To the best of your knowledge were any of the products shipped directly from a manufacturer/supplier in another province or territory of Canada or in another country?**

Select all that apply

Yes, from another province or territory in Canada .....	1	
Yes, from outside of Canada .....	2	
No, the products I get online are from a local company (includes grocery delivery) .....	98	BX
Don't know where the items come from.....	99	BX

**Q12**

**Outside Canada, Q11**

If... Q6 = 1 and Q7 = 1-6 and Q11 = 2

This section is intended to capture the purchase of items from sellers who do not have a retail presence in your home province and does not refer to getting groceries or pet food as curbside pick-up or delivery from a retail store that has locations in your home province.

To the best of your knowledge, were you charged any tariffs, brokerage fees, or customs and duty fees on any of the products that were shipped from outside of Canada?

Yes ..... 1  
No ..... 2  
Don't know ..... 99 BX

### Q13 [1,3]

Yes, Q11

If... Q6 = 1 and Q7 = 1-6 and Q11 = 1,2

This section is intended to capture the purchase of items from sellers who do not have a retail presence in your home province and does not refer to getting groceries or pet food as curbside pick-up or delivery from a retail store that has locations in your home province.

Which types of products have been purchased from outside your home province/territory?

SELECT ALL THAT APPLY

Food products ..... 1  
Animal products ..... 2  
Plant products ..... 3  
Don't know ..... 99 BX

### Q14 [1,9]

If... Q6 = 1 and Q7 = 1-6

This section is intended to capture the purchase of items from sellers who do not have a retail presence in your home province and does not refer to getting groceries or pet food as curbside pick-up or delivery from a retail store that has locations in your home province.

Which of the following reasons best describes why you ordered a <hover="Including canned or non-perishable food items such as spices">food</hover>, <hover="Including plants, seeds, other propagative materials or wood products">plant</hover> or <hover="Includes pets, animals, animal feed, pet food, milk powder, animal hides, insects, snails and other materials made from animal parts">animal product</hover> online?

Select all that apply  
Product not available locally ..... 1  
Greater selection online ..... 2  
Lower price online ..... 3  
Convenience (for example, open 24/7) ..... 4  
Physical stores closed or limited hours (due to COVID-19) ..... 5  
To avoid crowds in stores ..... 6  
Other (please specify) ..... 77 B  
Don't know ..... 99 BX



**Q15 [1,6]**

**Do you intend to purchase any food products, plants including seeds, wood products, live insects, snails, pet food, animal feed, animals or animal products through an on-line site in the upcoming year?**

Select all that apply

Yes, food products (including canned or non-perishable food items such as spices) .....	1	
Yes, plants and plant products (including seeds, other propagative materials or wood products) .....	2	
Yes, live insects or snails .....	3	
Yes, pet food or animal feed .....	4	
Yes, animal products (includes milk powder, animal hides, and other materials made from animal parts) .....	5	
Yes, I intend to acquire a pet or animal from outside the country .....	6	
No, I will not purchase any of the above .....	98	BX
Don't know .....	99	BX

**Q16 [1,6]**

**(Yes Q6 and Yes Q7) or Yes Q15**

If... (Q6 = 1 and Q7 = 1-6) or Q15 = 1-6

**In the last year have you sold or given as a gift any food products, plants including seeds, wood products, live insects, snails, pet food, animal feed, animals or animal products that were purchased through an on-line site?**

Select all that apply

Yes, food products (including canned or non-perishable food items such as spices) .....	1	
Yes, plants and plant products (including seeds, other propagative materials or wood products) .....	2	
Yes, live insects or snails .....	3	
Yes, pet food or animal feed .....	4	
Yes, animal products (includes milk powder, animal hides, and other materials made from animal parts) .....	5	
Yes, a pet or animal from outside the country .....	6	
No, I have not sold or given as a gift any of the above .....	98	BX
Don't know .....	99	BX

**Q17**

**Yes Q16**

If... ((Q6 = 1 and Q7 = 1-6) or Q15 = 1-6) and Q16 = 1-6

**How would you best describe the situation(s) where you sold or gave as a gift a <hover="Including canned or non-perishable food items such as spices">food</hover>, <hover="Including plants, seeds, other propagative materials or wood products">plant</hover> or <hover="Includes pets, animals, animal feed, pet food, milk powder, animal hides, insects, snails and other materials made from animal parts">animal product</hover>? If multiple situations apply, choose the option that best describes the situation where you sold or gave as a gift the most products mentioned in the previous scenario.**

I sold or gave away just to get rid of the product(s) that I did not want.....	1	
I ordered the product specifically to give as a gift .....	2	
I ordered the product specifically to re-sell .....	3	
Don't know .....	99	BX

**Q18**

**Yes Q16**

If... ((Q6 = 1 and Q7 = 1-6) or Q15 = 1-6) and Q16 = 1-6
--

**In the last year, did you ever sell any <hover="Including canned or non-perishable food items such as spices">food</hover>, <hover="Including plants, seeds, other propagative materials or wood products">plant</hover> or <hover="Includes pets, animals, animal feed, pet food, milk powder, animal hides, insects, snails and other materials made from animal parts">animal products</hover> online through an e-commerce site? (For example, Amazon, Facebook Marketplace, Ebay, Kijiji etc.**

Yes .....	1	
No .....	2	
Don't know .....	99	BX

**Q19**

**Are you aware of the rules and regulations in Canada surrounding <hover="Purchasing or ordering products that are sold by a seller that is located in a different country">importing</hover> and the <hover="Purchases from a province or territory other than the one where you reside">interprovincial trade</hover> of <hover="Including canned or non-perishable food items such as spices">food</hover>, <hover="Including plants, seeds, other propagative materials or wood products">plant</hover> or <hover="Includes pets, animals, animal feed, pet food, milk powder, animal hides, insects, snails and other materials made from animal parts">animal products</hover>?**

Yes .....	1	
No .....	2	
Don't know .....	9	

**Q20 [1,13]**

**To the best of your knowledge, when importing <hover="Including canned or non-perishable food items such as spices">food</hover>, <hover="Including plants, seeds, other propagative materials or wood products">plant</hover> or <hover="Includes pets, animals, animal feed, pet food, milk powder, animal hides, insects, snails and other materials made from animal parts">animal products</hover>, which government departments would you need to check with to ensure you are following all necessary laws and regulations?**

Select all that apply

Canada Border Services Agency (CBSA).....	1	
Canadian Food Inspection Agency (CFIA) .....	2	
Health Canada .....	3	
Canadian Wildlife Service .....	4	
Agriculture and Agri-Food Canada (AAFC) .....	5	
Royal Canadian Mounted Police (RCMP).....	6	
Canadian Security and Intelligence Service (CSIS) .....	7	
Canada Revenue Agency (CRA) .....	8	
Provincial Agriculture Departments.....	9	
Provincial Health Departments .....	10	
Other government department, please specify: .....	77	B
Don't know .....	99	BX

**Q21**

**To the best of your knowledge who has the most responsibility for ensuring all laws and regulations are followed when products are bought or sold online.**

The manufacturer.....	1	
The seller .....	2	
The buyer .....	3	
A Canadian government department .....	4	
The shipping company (for example, UPS, FedEx, etc.) .....	5	
The online platform where the sale is occurring (for example, eBay, Kijiji, Amazon) .....	6	
Don't know .....	9	B

**Q22**

**When purchasing products online, do you check that the product is being sold by a reliable source?**

Yes.....	1
No .....	2
Don't know .....	9

**Q23 [1,10]**

If... Q22 = 1
---------------

**How do you check that the product is being sold by a reliable source?**

Select all that apply		
I read reviews from other customers posted online .....	1	
I check with consumer protection agencies, such as the Better Business Bureau .....	2	
I email the seller to find out more about their activities before I buy .....	3	
I only buy from reputable e-commerce platforms .....	4	
I use PayPal to ensure I can get my money back if it is a scam .....	5	
I use an online search tool and search the company name to see if anything bad shows up .....	6	
I buy from sites recommended by people I know.....	7	
Other, please specify : .....	77	B
Don't know .....	99	BX

**Q24**

**Do you verify that the product is allowed to be sold in Canada?**

Yes .....	1
No .....	2
Don't know .....	9

**Q25**

**Do you check if the product has been recalled in Canada for health or safety reasons?**

Yes .....	1
No .....	2
Don't know .....	9

**Q26A**

**Are you aware that... ?**

Food products that cost significantly less than the usual price may be substandard, adulterated, diluted or made with cheaper ingredients than those listed on the label

Yes .....	1	
No .....	2	
Don't know .....	9	S

**Q26B**

Purebred pets that are priced below average may not come from a reputable breeder and could have costly health problems

Yes .....	1	
No .....	2	
Don't know .....	9	S

**Q26C**

Meat, eggs and dairy products, or other animal products such as pet food and chews, might carry disease that could impact Canada's farmed and wild animals

Yes .....	1	
No .....	2	
Don't know .....	9	S

**Q26D**

Plants or plant products received may not be as-advertised and seeds can be difficult to accurately identify

Yes .....	1	
No .....	2	
Don't know .....	9	S

**Q26E**

Plants, plant products, live insects and snails may be or may host plant pests

Yes .....	1	
No .....	2	
Don't know .....	9	S

**Q27**

Have you heard anything recently in the news about online purchases of <hover="Including canned or non-perishable food items such as spices">food>, <hover="Including plants, seeds, other propagative materials or wood products">plant> or <hover="Includes pets, animals, animal feed, pet food, milk powder, animal hides, insects, snails and other materials made from animal parts">animal products> which caused problems for the purchasers?

Yes .....	1
No .....	2
Don't know .....	9

**Q28 [1,8]**

**Yes, Q27**

If... Q27 = 1

**What have you heard?**

Select all that apply

Pet scams or pet import issues .....	1	
Food fraud (food being misrepresented) .....	2	
Non-compliant/restricted products coming into Canada .....	3	
Products being sold to consumers that could pose health risks or risks to Canadian plant and animal resources .....	4	
Unsolicited seeds .....	5	
Other, please specify : .....	77	B
Don't know .....	99	BX

**Q29 [1,3]**

If... Q27 = 1 and Q28 = 1

**What issue(s) specifically did you hear about?**

Please specify : .....	77	
Don't know .....	99	X

**Q30**

Are you aware that if you purchase non-permitted <hover="Including canned or non-perishable food items such as spices">food>, <hover="Including plants, seeds, other propagative materials or wood products">plant> or <hover="Includes pets, animals, animal feed, pet food, milk powder, animal hides, insects, snails and other materials made from animal parts">animal products>, the product may be destroyed or removed from the country at your expense or you may be subject to fines?

Yes .....	1
No .....	2
Don't know .....	9

**Q31**

**How important do you think it is that the Government of Canada take action to prevent non-permitted <hover="Including canned or non-perishable food items such as spices">food</hover>, <hover="Including plants, seeds, other propagative materials or wood products">plant</hover> or <hover="Includes pets, animals, animal feed, pet food, milk powder, animal hides, insects, snails and other materials made from animal parts">animal products</hover> from entering Canada?**

Please use a 7-point scale where 1 means not at all important, 7 means very important, and 4 means somewhat important

1 Not at all important.....	1
2 .....	2
3 .....	3
4 Somewhat important .....	4
5 .....	5
6 .....	6
7 Very important.....	7
Don't know .....	9

**Q33**

**How confident are you in the government's ability to prevent non-permitted <hover="Including canned or non-perishable food items such as spices">food</hover>, <hover="Including plants, seeds, other propagative materials or wood products">plant</hover> or <hover="Includes pets, animals, animal feed, pet food, milk powder, animal hides, insects, snails and other materials made from animal parts">animal products</hover> from entering Canada?**

Please use a 7-point scale where 1 means not at all confident, 7 means very confident, and 4 means somewhat confident

1 Not at all confident .....	1
2 .....	2
3 .....	3
4 Somewhat confident .....	4
5 .....	5
6 .....	6
7 Very confident.....	7
Don't know .....	9

**Q34 [1,11]**

**How do you find information on what is allowed to be imported into Canada or shipped to a different province or territory?**

Select all that apply

Government website .....	1	
E-mail government agency .....	2	
Call government agency .....	3	
Reading disclaimers or warnings on e-commerce platform website (for example, product does not ship to Canada) .....	4	
Social media .....	5	
Friend or family member .....	6	
Consultant/Lawyer .....	7	
Web search engine .....	8	
Other, please specify : .....	77	B
I do not look for information on what is allowed to be imported into Canada or shipped to a different province or territory .....	98	BX
Don't know .....	99	BX

**Question - Sex**

The following questions will be used for statistical purposes only

**What is your gender?**

Male .....	1	
Female .....	2	
Other : .....	77	
Prefer not to answer .....	99	

**Question - Age**

**In what year were you born?**

Year : .....	77	>
Prefer not to answer .....	99	SX

**Question - Education**

**What is the highest level of schooling that you have completed?**

Less than High School diploma or equivalent .....	1	
High School diploma or equivalent .....	2	
Registered Apprenticeship or other trades certificate or diploma .....	3	
College, CEGEP or other non-university certificate or diploma .....	4	
University certificate or diploma below bachelor's level .....	5	
Bachelor's degree .....	6	
Post graduate degree above bachelor's level .....	7	
Prefer not to answer .....	99	

**Question - Employment**

**Which of the following categories best describes your current main activity?**

Self-employed .....	1
Employed full-time (permanent) .....	2
Employed part-time (permanent) .....	3
Seasonal employment .....	4
Term/contract/temporary employment .....	5
Unemployed .....	6
Student/Attending school full-time .....	8
Retired .....	9
Not in work force/Full-time homemaker .....	10
Volunteer .....	11
Disability .....	12
Maternity/Paternal leave/Sick leave .....	13
Other (please specify): .....	77
Prefer not to answer .....	99

**Question - Income**

**What is your annual household income from all sources 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

**Question - Born**

**Were you born in Canada?**

Yes .....	1
No .....	2
Prefer not to answer .....	99

**Question - Minority [1,3]**

**Do you consider yourself to be any of the following?**

Select all that apply		
A member of a visible minority .....	1	
Indigenous .....	2	
A person with a disability .....	3	
None of the above .....	98	X
Prefer not to answer .....	99	X

**Question - Province**

**In which province or territory do you live?**



British Columbia .....	1	
Alberta .....	2	
Saskatchewan .....	3	
Manitoba .....	4	
Ontario .....	5	
Quebec .....	6	
New Brunswick .....	7	
Nova Scotia .....	8	
Prince Edward Island .....	9	
Newfoundland and Labrador .....	10	
Yukon .....	11	
Northwest Territories .....	12	
Nunavut .....	13	
Prefer not to say .....	99	SX

**Thanks**

**This completes the survey. On behalf of the Government of Canada, we thank you for taking the time to share your feedback. It is much appreciated.**

**Thanks 2**

**Screened out**

**Thank you very much for your interest in completing this survey. Unfortunately you are not eligible for this survey.**

# Appendix B : Addendum summary of wave 2

Second wave: n=2221

Due to a shift in the launch date for the CFIA e-commerce advertising campaign, the data collection was paused on February 12, 2021 after having completed 5,868 surveys. The data collection was resumed on March 11, 2021 and ran until March 26, 2021 to allow for the advertising campaign to be in-field. Following the pause, 2,221 surveys were completed. The following analysis was conducted by the CFIA.

Overall, results suggest that the advertising environment is complex and that there are many advertisers with similar messages which keep consumers informed of high-level risk elements. A targeted campaign with a specific call to action is required to break through the clutter and resonate with consumers and sellers. The results of the second wave of research also suggest that it is difficult to assess the effectiveness of a highly targeted advertising campaign through POR aimed at a broad, general audience (i.e. all Canadian consumers).

Q1- Over the past few weeks, have you seen, read or heard any Government of Canada advertising about purchasing food, plant or animal products online?

- Overall recall of GOC advertising about purchasing food, plant or animal products online increased from 3% to 4% (1% increase)

Q2- Where have you seen, read or heard these ads?

- **The number of respondents who recall the ads from Twitter or Snapchat increased (Twitter from 5% to 7% and Facebook 0% to 3%). Television recall also increased (10% to 13%) as well as newspaper (0% to 2%).** There was also a small increase from those who report not remembering where they saw the ads (6% to 9%)
- Recall from other channels either stayed the same or decreased slightly. The most notable decrease is Amazon (10% to 2%). Note: no ads were run on this platform.

Q3- What do you remember about these ads?

- **In the second wave of the survey, many more respondents recall the topic being “importance of agriculture/farmers, support better conditions” (from 2% to 11%) and “food safety, warnings about products purchased (possibility of contamination, concerns with what you bring into the country/restrictions on what can be imported/purchased overseas” (7% to 14%)**
- Fewer respondents report not remembering the topic of the ads (47% to 39%)

Q4- Did you do anything as a result of seeing/hearing this advertising?

- **Only 11% of respondents did something as a result of seeing/hearing the advertisement compared to 16% in the first wave**
  - In the SK/MB region, the number of people responding “yes” increased from 14% to 25% whereas in the ATL region there was a decrease from 16% to 0%

Q5- Which of the following actions did you take?

\*\* only 8 responses to this Q

- 42% thought about the risks of purchasing food, plant or animal products online (29% in previous wave)
- 11% talked to a friend/family member about the risks (41% in previous wave)
- 23% looked online for more info (17% in previous wave)
- 32% visited the Canada.ca website (17% in previous wave)
- 9% called 1-800 number (0% before)
- 29% did nothing/ignored the ad (5% in previous wave)

Q5aa- These ads catch my attention

- 45% agree in the second wave compared to 41% in the preliminary
  - However, there is also a 1% increase in those who responded disagree/strongly disagree from 21% to 22%, and a slight decrease in those with neutral views.

Q5ab- These ads talk about an important topic

- **In the second survey wave, there was a decrease in those who agreed/strongly agreed (from 58% to 42%)**
  - However, the number of respondents who disagreed/strongly disagreed also decreased from 16% to 11%
  - A larger proportion of respondents selected “neutral” (40%)

Q5ac- These ads provide new information

- More people disagreed in the second wave (20% to 28%)
  - **Also, fewer respondents agreed (41% to 33%)**

Q6- Have you purchased any products in the last year?

- Second wave shows very similar numbers
  - There is a 1% increase in respondents who have purchased these products in the last year (from 88% to 89%)
    - Similar to the first wave, online purchasing occurred the most in ON, and amongst respondents 54 and younger

Q7- In the last year have you purchased any food products, plants including seeds, wood products, live insects, snails, pet food, animal feed, animals or animal products through an on-line site?

- There are no significant changes since the preliminary survey.
  - Canned or non-perishable food items such as spices remains the most purchased item (21%) followed by plants or plant products (11%) and pet food or animal feed (10%). 69% did not purchase any of the listed items.

Q8- In the last year, how often did you purchase food, plant or animal products online?

- Findings were very similar to the first survey
  - There was a slight increase in respondents reporting buying these products online about once a week (5% to 6%), multiple times a month (6% to 8%), and about once a month (15% to 17%).
  - Fewer respondents reported only buying once a year (35% to 28%)

Q9- In the last year, approximately, how much did you spend on food, plant or animal products purchased online?

- Respondents in the second wave **report spending slightly more** on these products online
  - 34% spent \$100 to just under \$500 compared to 39% in the preliminary
  - 14% spent \$500 to just under \$1000, which is a 2% increase
  - 9% spent \$1000 to just under \$5000, a 2% increase
    - This change is reflected mostly by Ontario

Q10- In the last year, how many different websites did you use to purchase food, plant or animal products online? Websites could be proprietary online stores or exchanges that allow third party sellers. For example, Amazon.ca, Kijiji.ca.

- In the second wave, **more respondents report using 2-3 or 4-5 websites**
  - 44% used 2-3 websites, a 4% increase
  - 11% used 4-5 websites, a 3% increase
  - 39% reported only using 1 website, a 7% decrease

Q11- To the best of your knowledge were any of the products shipped directly from a manufacturer/supplier in another province or territory of Canada or in another country

- There was a 2% increase in respondents who had their order shipped from another province in Canada (43%-45%)
- Respondents getting their products outside of Canada and from local companies were consistent with preliminary findings

Q12- To the best of your knowledge, were you charged any tariffs, brokerage fees, or customs and duty fees on any of the products that were shipped from outside of Canada?

- Fewer respondents (25%) report being charged tariffs or other fees than in the preliminary survey, a **6% decrease**

Q13- Which types of products have been purchased from outside your home province/territory?

- There was a slight decrease in the number of respondents purchasing food products (62% to 58%) and plant products (40% to 38%)
- A slightly higher percentage of respondents bought animal products (19% to 21%)

Q14- Which of the following reasons best describes why you ordered a food, plant or animal product online?

- A similar proportion of respondents cited the same reasons as what was found in the preliminary survey (product availability, convenience, lower prices online, store closures due to COVID-19)
  - In the second wave, a small number of participants selected additional reasons such as quarantining (2%) or the company only being available online (2%).

Q15- Do you intend to purchase any food products, plants including seeds, wood products, live insects, snails, pet food, animal feed, animals or animal products through an on-line site in the upcoming year?

- Overall, results in second wave are very similar
  - 2% decrease in those intending to purchase plant seeds or other plant products (10%)
  - 1% increase in those not intending to purchase any of these products (64%)

Q16- In the last year have you sold or given as a gift any food products, plants including seeds, wood products, live insects, snails, pet food, animal feed, animals or animal products that were purchased through an on-line site?

- Overall, there was a slight decrease 2% in those who have not sold or given any of the listed products as a gift (79%)

Q17- How would you best describe the situation(s) where you sold or gave as a gift a food, plant or animal product? If multiple situations apply, choose the option that best describes the situation where you sold or gave as a gift the most products mentioned in the previous scenario.

- In the second wave, there was a **5% decrease in respondents who specifically bought the product to gift**, however, this still remains the most cited reason (72%)

Q18- In the last year, did you ever sell any food, plant or animal products online through an e-commerce site? (E.g. Amazon, Facebook Marketplace, Ebay, Kijiji etc.)

- Only 6% sold these products on an e-commerce platform (a 1% decrease from the preliminary survey)
  - Respondents from Quebec were most likely to have sold these products on an e-commerce platform (15% responding “yes”)

Q19- Are you aware of the rules and regulations in Canada surrounding importing and the interprovincial trade of food, plant or animal products?

- Similar to the preliminary survey, a majority of respondents are not familiar with the rules and regulations (68%, a 1% increase)
  - Quebec remains the province with the least awareness (only 16% were familiar)
  - The Atlantic region remains the most aware (32%)

Q20- To the best of your knowledge, when importing food, plant or animal products, which government departments would you need to check with to ensure you are following all necessary laws and regulations?

- There was very little change from the initial survey
  - CBSA, CFIA and AAFC remain the most selected responses
  - 19% remain unsure of which department is responsible (up 1%)

Q21- To the best of your knowledge who has the most responsibility for ensuring all laws and regulations are followed when products are bought or sold online

- Very similar results to preliminary
  - About a quarter of respondents believe the buyer or seller is responsible, 15% do not know

Q22- When purchasing products online, do you check that the product is being sold by a reliable source?

- No changes in results for second wave

Q23 How do you check that the product is being sold by a reliable source?

- Overall, there is very little change in results in the second wave
  - While there is a small decrease in those selecting “other” some respondents in the second wave cite additional methods such as purchasing from businesses that have a physical storefront (1%), purchasing from businesses they have purchased from before or direct from the business rather than third part vendors (1%) and purchasing from local or Canadian vendors (1%)

Q24 Do you verify that the product is allowed to be sold in Canada?

- Very similar results to preliminary
  - 1% increase in those who say they verify the product is allowed to be sold in Canada (29%)

Q25 Do you check if the product has been recalled in Canada for health or safety reasons?

- No significant changes from preliminary survey
  - Majority (70%) do not check, a 1% decrease, however, those responding “Don’t Know” increased 2% to 10% and those responding “Yes” stayed the same at only 20%

Q26A Are you aware that food products that cost significantly less than the usual price may be substandard, adulterated, diluted or made with cheaper ingredients than those listed on the label

- Slight decrease (-2%) in awareness of this issue, however, a majority (83%) still report that they are aware

Q26B Are you aware that purebred pets that are priced below average may not come from a reputable breeder and could have costly health problems

- No significant change in results

Q26C Are you aware that meat, eggs and dairy products, or other animal products such as pet food and chews, might carry disease that could impact Canada's farmed and wild animals

- 1% increase in those who responded that they were not aware (77%)

Q26D Are you aware that plants or plant products received may not be as-advertised and seeds can be difficult to accurately identify

- No change in results

Q26E Are you aware that plants, plant products, live insects and snails may be or may host plant pests

- No change in results

Q27 Have you heard anything recently in the news about online purchases of food, plant or animal products which caused problems for the purchasers?

- Slightly more (+2%) respondents had heard news about online purchases of these products causing problems for the purchaser (17% had heard this news compared to 15% in preliminary)
  - Older respondents were again the most likely to have heard this type of news
  - More respondents in Saskatchewan/Manitoba region and the Atlantic region had heard this type of news in the second wave (from 11% to 18% for SK/MB and from 12% to 18% for ATL)

Q28 What have you heard?

- There was a slight decrease in those hearing about pet scams or pet import issues (68% to 65%), food fraud (29% to 24%) and unsolicited seeds (54% to 47%)
- On the other hand, there was a **small increase** in those hearing about non-compliant/restricted products coming into Canada (30% to 33%) and **products being sold to consumers that could pose health risks to Canadian plant and animal resources (45% to 50%)**
  - Increase of news about non-compliant products mainly occurred in the BC region while the increase of news about products posing health risks to plants and animals occurred mainly in Saskatchewan/Manitoba

Q29 What issue(s) specifically did you hear about?

- In the second wave, other issues heard in the news mainly included puppy mills or unsafe/inhumane conditions and transportation of pets (25%), unsolicited seeds (21%) and pet scams/fraud or illegal importing of pets (17%)

Q30 Are you aware that if you purchase non-permitted food, plant or animal products, the product may be destroyed or removed from the country at your expense, or you may be subject to fines?

- Slight decrease (-2%) in awareness of potential fines in second wave respondents, however a majority (57%) is aware of these fines
  - 34% not aware and 9% don't know

Q31 How important do you think it is that the Government of Canada take action to prevent non-permitted food, plant or animal products from entering Canada?

- Results are consistent with preliminary findings, with a majority (75%) reporting high importance and only 3% reporting low importance

Q33 How confident are you in the government's ability to prevent non-permitted food, plant or animal products from entering Canada?

- Results are consistent with preliminary findings with a majority (61%) being somewhat confident
  - Confidence in Quebec has increased 5% with 26% of the Province reporting high confidence
  - Alberta shows slightly decreased confidence and continues to be the least confident in the government's ability with 25% of the province reporting low confidence

Q34 How do you find information on what is allowed to be imported into Canada or shipped to a different province or territory?

- There is a 3% increase in respondents who report not looking for information on what is allowed to be imported within Canada or not buying online (20%)
- **There is also a 7% decrease in those who consult government websites** for this information (53%)



# Appendix C: Data Tables – Wave 1



Over the past few weeks, have you seen, read or heard any Government of Canada advertising about purchasing food, plant or animal products online?																							
	Total	Region						Age					Gender		Education			Income					
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up
Q1																							
Weighted Total:	5868	807	658	377	2257	1307	397	1475	883	973	940	1135	2759	2990	975	1952	2829	791	698	694	740	1106	953
Total:	5868	786	681	387	2361	1176	413	491	1073	1157	1167	1518	2869	2880	1098	2054	2601	769	710	704	737	1048	964
<b>Yes</b>	3%	3%	5%	3%	3%	4%	4%	4%	2%	2%	4%	3%	4%	3%	5%	3%	3%	5%	4%	3%	2%	4%	2%
			++		--				-	-			++	--	++++			++					--
<b>No</b>	83%	86%	84%	85%	84%	79%	80%	87%	84%	83%	80%	78%	84%	82%	80%	82%	84%	79%	80%	84%	85%	83%	88%
		++			+	---	-	++++			--	---	+++	---	--		+++	---	--				++++
<b>Don't remember</b>	14%	11%	11%	12%	13%	18%	16%	9%	13%	15%	16%	19%	12%	16%	15%	15%	13%	17%	16%	13%	13%	13%	11%
Chi2:	-	95						99					95		99			99.9					
Margin of Error, around 50%	1.28	3.50	3.76	4.98	2.02	2.86	4.82	4.42	2.99	2.88	2.87	2.52	1.83	1.83	2.96	2.16	1.92	3.53	3.68	3.69	3.61	3.03	3.16

Over the past few weeks, have you seen, read or heard any Government of Canada advertising about purchasing food, plant or animal products online?													
	Total	Employment						Born in Canada		Vismin/Indig/Disab			
		Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q1													
Weighted Total:	5868	546	2513	451	234	1447	549	5045	766	534	137	535	4417
Total:	5868	597	2232	409	207	1855	448	5036	778	442	138	545	4507
<b>Yes</b>	3%	3%	3%	4%	4%	3%	4%	3%	5%	9%	3%	6%	3%
								---	+++	++++		++++	----
<b>No</b>	83%	84%	86%	81%	81%	79%	80%	83%	83%	80%	84%	77%	84%
			++++			----				--		----	++
<b>Don't remember</b>	14%	13%	11%	16%	14%	18%	15%	14%	12%	11%	13%	17%	14%
Chi2:	-	90						99		(99.9)			
Margin of Error, around 50%	1.28	4.01	2.07	4.85	6.81	2.28	4.63	1.38	3.51	4.66	8.34	4.20	1.46

Where have you seen, read or heard these ads?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q2																								
Weighted Total:	191	25	31	11	60	48	16	61	21	24	37	39	103	83	48	59	80	37	27	20	18	44	16	
Total:	183	20	26	11	61	45	18	21	25	27	47	53	103	75	45	61	72	35	24	20	17	38	17	
Internet website	47%	34%	47%	63%	46%	39%	69%	36%	67%	43%	50%	45%	48%	43%	39%	50%	48%	42%	32%	26%	67%	55%	59%	
Amazon	10%	7%	20%	0%	11%	4%	8%	7%	8%	19%	12%	8%	5% --	15% ++	9%	12%	8%	18% +	13%	9%	3%	5%	5%	
Kijiji	5%	0%	12%	0%	3%	2%	9%	7%	4%	8%	6%	0%	4%	6%	7%	5%	2%	11% ++	3%	9%	3%	2%	0%	
Facebook	29%	19%	33%	32%	27%	32%	34%	22%	31%	49%	28%	30%	20% --	41% +++	28%	34%	28%	31%	31%	30%	24%	31%	28%	
Twitter	5%	0%	12%	8%	5%	4%	5%	5%	8%	11%	6%	2%	5%	6%	2%	10%	4%	10%	2%	9%	0%	3%	16%	
YouTube	26%	30%	37%	8%	27%	19%	21%	40%	31%	30%	17%	6% ----	30%	22%	26%	26%	26%	27%	9%	30%	19%	27%	43%	
Instagram	11%	7%	12%	0%	24% ++++	2% --	5%	25%	0%	11%	11%	0% --	9%	15%	2%	17%	13%	8%	16%	23%	5%	18%	0%	
LinkedIn	5%	0%	2%	15%	3% ++	10%	4%	7%	0%	10%	8%	0%	3%	7%	8%	2%	4%	2%	15%	4%	3%	2%	10%	
Snapchat	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	2%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Spotify	2%	0%	8%	0%	1%	0%	0%	4%	4%	0%	0%	0%	2%	1%	0%	1%	3%	0%	0%	13%	0%	0%	5%	
TELEVISION	10%	13%	6%	15%	9%	8%	14%	0%	7%	14%	20% ++	13%	8%	12%	11%	11%	7%	19% ++	6%	18%	13%	2%	5%	
RADIO	4%	4%	0%	0%	7% +	4%	0%	4%	4%	0%	2%	7%	3%	5%	2%	9% ++	1%	12% +++	3%	0%	0%	0%	5%	
NEWSPAPER	0%	0%	0%	0%	0%	2%	0%	0%	0%	4%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	2%	0%	
Other	3%	0%	7%	0%	5%	2%	4%	0%	0%	4%	2%	8% ++	3%	3%	5%	2%	3%	6%	0%	12%	0%	1%	0%	
Don't remember	6%	15%	6%	7%	6%	3%	0%	5%	3%	3%	6%	9%	8%	4%	5%	4%	7%	2%	16%	0%	0%	5%	9%	
Chi2:	-	-						(99)					-		-			(95)						
Margin of Error,around 50%	7.24	21.91	19.22	29.55	12.55	14.61	23.10	21.38	19.60	18.86	14.29	13.46	9.66	11.32	14.61	12.55	11.55	16.56	20.00	21.91	23.77	15.90	23.77	

Where have you seen, read or heard these ads?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q2													
Weighted Total:	191	15	76	16	10	48	23	152	38	50	4	30	115
Total:	183	18	65	15	6	62	14	152	29	34	3	28	118
Internet website	47%	77%	47%	57%	22%	40%	33%	48%	37%	37%	67%	35%	50%
Amazon	10%	27%	4%	5%	7%	8%	18%	9%	9%	9%	67%	22%	8%
Kijiji	5%	4%	2%	5%	0%	3%	13%	4%	5%	8%	67%	10%	3%
Facebook	29%	40%	28%	29%	15%	30%	28%	31%	23%	23%	85%	31%	32%
Twitter	5%	0%	5%	5%	15%	3%	13%	5%	7%	8%	67%	13%	5%
YouTube	26%	39%	30%	5%	15%	7%	57%	20%	48%	36%	85%	30%	23%
Instagram	11%	0%	18%	5%	7%	5%	16%	9%	22%	23%	85%	15%	7%
LinkedIn	5%	10%	3%	5%	48%	0%	0%	5%	4%	10%	0%	13%	4%
Snapchat	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Spotify	2%	0%	4%	0%	0%	0%	0%	1%	7%	5%	0%	3%	0%
TELEVISION	10%	5%	6%	10%	9%	19%	7%	12%	2%	8%	15%	17%	7%
RADIO	4%	0%	1%	0%	27%	7%	0%	4%	4%	3%	0%	6%	3%
NEWSPAPER	0%	6%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%
Other	3%	0%	1%	6%	0%	7%	3%	3%	4%	0%	0%	6%	3%
Don't remember	6%	5%	6%	9%	0%	8%	3%	7%	2%	1%	0%	3%	9%
Chi2:	-	(99.9)						(95)		(99.9)			
Margin of Error, around 50%	7.24	23.10	12.16	25.30	40.01	12.45	26.19	7.95	18.20	16.81	56.58	18.52	9.02

What do you remember about these ads?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q3																								
Weighted Total:	191	25	31	11	60	48	16	61	21	24	37	39	103	83	48	59	80	37	27	20	18	44	16	
Total:	183	20	26	11	61	45	18	21	25	27	47	53	103	75	45	61	72	35	24	20	17	38	17	
BUY LOCAL	10%	7%	10%	8%	8%	16%	9%	5%	12%	13%	7%	20%	4%	18%	11%	10%	10%	10%	7%	12%	25%	12%	5%	
HEALTHY FOOD OPTIONS, BUY HEALTHIER FRUITS/VEGETABLES, ORGANIC/QUALITY PRODUCTS	3%	0%	6%	0%	5%	2%	0%	0%	0%	0%	7%	9%	0%	6%	4%	1%	3%	2%	3%	4%	0%	0%	0%	
FOOD/PRODUCT RECALLS	2%	0%	0%	0%	7%	0%	0%	4%	0%	4%	0%	2%	3%	2%	0%	0%	5%	0%	10%	4%	0%	2%	0%	
AD FROM GOVERNMENT OF CANADA	1%	0%	0%	0%	2%	0%	0%	0%	3%	0%	2%	0%	1%	0%	0%	0%	2%	0%	0%	0%	4%	2%	0%	
ENCOURAGEMENT TO BUY ON LINE	6%	4%	2%	9%	17%	0%	0%	5%	11%	4%	7%	5%	3%	10%	7%	5%	7%	5%	3%	4%	6%	10%	5%	
IMPORTANCE OF AGRICULTURE/FARMERS, SUPPORT BETTER CONDITIONS	2%	0%	0%	0%	8%	0%	0%	5%	0%	4%	0%	2%	1%	5%	8%	0%	1%	2%	0%	0%	0%	0%	5%	
ENVIRONMENTAL/CLIMATE CHANGE ISSUES/MEASURES	2%	4%	0%	0%	1%	2%	5%	0%	0%	0%	6%	0%	1%	3%	0%	3%	2%	0%	3%	0%	0%	2%	6%	
PANDEMIC/COVID RELATED	3%	0%	2%	8%	1%	4%	8%	0%	3%	8%	8%	0%	4%	2%	1%	3%	3%	2%	2%	0%	8%	2%	5%	
GOVERNMENT PROPAGANDA, SELF SERVING AGENDA	3%	12%	0%	0%	0%	2%	5%	5%	0%	0%	5%	0%	4%	1%	8%	0%	1%	0%	4%	0%	0%	2%	0%	
FOOD SAFETY, WARNINGS ABOUT PRODUCTS PURCHASED (POSSIBILITY OF CONTAMINATION, CONCERNS WITH WHAT YOU BRING INTO THE COUNTRY/RESTRICTIONS ON WHAT CAN BE IMPORTED/PURCHASED OVERSEAS)	7%	3%	4%	14%	4%	11%	10%	0%	8%	14%	8%	10%	8%	5%	2%	9%	8%	7%	11%	4%	0%	4%	15%	
POSITIVES ABOUT COMMERCIAL	1%	0%	0%	0%	0%	2%	4%	0%	0%	4%	0%	2%	1%	1%	0%	0%	2%	0%	0%	5%	0%	0%	0%	
PET PRODUCTS (GENERAL)	1%	0%	0%	0%	1%	2%	0%	0%	0%	8%	0%	0%	1%	1%	0%	3%	0%	3%	3%	0%	0%	0%	0%	
Other	10%	27%	21%	6%	8%	2%	0%	23%	0%	8%	4%	3%	13%	6%	8%	8%	14%	2%	15%	6%	5%	20%	16%	
Don't remember	50%	44%	55%	54%	39%	57%	58%	52%	65%	34%	46%	49%	57%	41%	52%	59%	41%	67%	39%	60%	53%	45%	47%	
Chi2:	-	(95)						(99.9)					(99)		(90)			-						
Margin of Error,around 50%	7.24	21.91	19.22	29.55	12.55	14.61	23.10	21.38	19.60	18.86	14.29	13.46	9.66	11.32	14.61	12.55	11.55	16.56	20.00	21.91	23.77	15.90	23.77	

What do you remember about these ads?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q3													
Weighted Total:	191	15	76	16	10	48	23	152	38	50	4	30	115
Total:	183	18	65	15	6	62	14	152	29	34	3	28	118
BUY LOCAL	10%	7%	7%	29%	0%	15%	4%	11%	7%	5%	0%	11%	12%
HEALTHY FOOD OPTIONS, BUY HEALTHIER FRUITS/VEGETABLES, ORGANIC/QUALITY PRODUCTS	3%	0%	0%	0%	0%	9% +++	3%	3%	5%	3%	0%	11%	1%
FOOD/PRODUCT RECALLS	2%	5%	4%	5%	0%	0%	0%	0% ---	10%	5%	0%	0%	1%
AD FROM GOVERNMENT OF CANADA	1%	5%	1%	0%	0%	0%	0%	0%	2%	1%	0%	0%	1%
ENCOURAGEMENT TO BUY ON LINE	6%	5%	10%	0%	0%	8%	0%	5%	13%	6%	0%	3%	5%
IMPORTANCE OF AGRICULTURE/FARMERS, SUPPORT BETTER CONDITIONS	2%	0%	1%	0%	0%	1%	14%	1% --	9%	0%	0%	0%	4% +
ENVIRONMENTAL/CLIMATE CHANGE ISSUES/MEASURES	2%	0%	1%	5%	0%	3%	0%	2%	0%	0%	0%	0%	3%
PANDEMIC/COVID RELATED	3%	12%	3%	5%	0%	1%	0%	4%	0%	2%	0%	2%	3%
GOVERNMENT PROPAGANDA, SELF SERVING AGENDA	3%	0%	0%	0%	0%	4%	13%	3%	0%	8% ++	0%	10%	1% -
FOOD SAFETY, WARNINGS ABOUT PRODUCTS PURCHASED (POSSIBILITY OF CONTAMINATION, CONCERNS WITH WHAT YOU BRING INTO THE COUNTRY/RESTRICTIONS ON WHAT CAN BE IMPORTED/PURCHASED OVERSEAS)	7%	18%	5%	0%	0%	12%	3%	6%	11%	2%	18%	7%	8%
POSITIVES ABOUT COMMERCIAL	1%	0%	1%	0%	0%	1%	0%	0%	2%	0%	0%	0%	1%
PET PRODUCTS (GENERAL)	1%	0%	1%	0%	0%	0%	5%	1%	0%	0%	0%	0%	2%
Other	10%	7%	15%	26%	0%	2% --	11%	11%	10%	15%	0%	8%	8%
Don't remember	50%	41%	52%	30%	100%	44%	48%	54%	31%	52%	82%	51%	51%
Chi2:	-	(95)						(99)		-			
Margin of Error, around 50%	7.24	23.10	12.16	25.30	40.01	12.45	26.19	7.95	18.20	16.81	56.58	18.52	9.02



Did you do anything as a result of seeing/hearing this advertising?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q4																								
Weighted Total:	191	25	31	11	60	48	16	61	21	24	37	39	103	83	48	59	80	37	27	20	18	44	16	
Total:	183	20	26	11	61	45	18	21	25	27	47	53	103	75	45	61	72	35	24	20	17	38	17	
<b>Yes</b>	16%	22%	10%	14%	10%	23%	16%	16%	3%	12%	17%	21%	17%	15%	28%	13%	11%	9%	28%	25%	0%	5%	16%	
<b>No</b>	78%	66%	90%	86%	85%	62%	84%	73%	93%	88%	74%	77%	78%	77%	55%	85%	85%	77%	72%	71%	96%	88%	73%	
<b>Don't know</b>	7%	12%	0%	0%	5%	14%	0%	12%	3%	0%	8%	2%	6%	8%	16%	3%	4%	14%	0%	4%	4%	7%	10%	
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	99	-	-	(95)	-	-	-	-	-	-
Margin of Error,around 50%	7.24	21.91	19.22	29.55	12.55	14.61	23.10	21.38	19.60	18.86	14.29	13.46	9.66	11.32	14.61	12.55	11.55	16.56	20.00	21.91	23.77	15.90	23.77	

Did you do anything as a result of seeing/hearing this advertising?													
	Total	Employment						Born in Canada		Vismin/Indig/Disab			
		Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q4													
Weighted Total:	191	15	76	16	10	48	23	152	38	50	4	30	115
Total:	183	18	65	15	6	62	14	152	29	34	3	28	118
<b>Yes</b>	16%	17%	10%	14%	42%	19%	16%	15%	18%	<b>32%</b> ++++	18%	36%	<b>8%</b> ----
<b>No</b>	78%	74%	83%	86%	58%	77%	66%	<b>82%</b> ++	60%	<b>50%</b> ----	82%	59%	<b>91%</b> ++++
<b>Don't know</b>	7%	9%	7%	0%	0%	4%	18%	3%	22%	18%	0%	5%	2%
Chi2:	-	-	-	-	-	-	-	-	-	(99.9)	-	-	-
Margin of Error, around 50%	7.24	23.10	12.16	25.30	40.01	12.45	26.19	7.95	18.20	16.81	56.58	18.52	9.02

Which of the following actions did you take?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q5																								
Weighted Total:	30	5	3	1	6	11	2	10	1	3	6	8	17	13	14	7	8	3	8	5	0	2	3	
Total:	28	4	2	2	8	9	3	3	1	3	8	11	17	11	10	9	9	4	5	4	0	3	3	
Thought about the risks of purchasing food, plant or animal products online	29%	32%	20%	0%	34%	22%	67%	0%	0%	61%	37%	42%	36%	19%	12%	63%	26%	18%	21%	34%	0%	0%	73%	
Talked to a friend/family member about the risks of purchasing food , plant or animal products online	41%	32%	0%	53%	64%	45%	27%	43%	0%	28%	52%	34%	18%	72%	48%	44%	26%	72%	85%	18%	0%	0%	0%	
Looked online for more information	17%	15%	0%	0%	14%	15%	67%	0%	0%	28%	13%	29%	15%	19%	26%	11%	8%	52%	10%	16%	0%	0%	38%	
Visited the Canada.ca website	17%	15%	80%	0%	12%	8%	0%	26%	0%	28%	14%	9%	24%	6%	0%	22%	38%	0%	10%	51%	0%	66%	0%	
Called the 1-800 number	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
NEGATIVE TOWARDS GOVERNMENT POLICY/DECISIONS	12%	56%	0%	0%	12%	0%	0%	31%	0%	0%	0%	9%	17%	6%	22%	0%	9%	0%	0%	0%	0%	0%	0%	
CHOSE NOT TO PURCHASE/ORDER PRODUCT	5%	0%	0%	47%	0%	8%	0%	0%	100%	33%	0%	0%	9%	0%	0%	0%	19%	0%	0%	0%	0%	0%	62%	
DID NOTHING/IGNORED	5%	13%	0%	0%	0%	0%	33%	0%	0%	0%	13%	8%	9%	0%	6%	0%	8%	0%	0%	0%	0%	34%	0%	
Other	2%	0%	0%	0%	11%	0%	0%	0%	0%	0%	11%	0%	4%	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%	
Don't know	4%	0%	0%	0%	0%	10%	0%	0%	0%	39%	0%	0%	0%	9%	0%	15%	0%	0%	15%	0%	0%	0%	0%	
Chi2:	-	-						-					-					(95)						
Margin of Error,around 50%	18.52	49.00	69.30	69.30	34.65	32.67	56.58	56.58	*	56.58	34.65	29.55	23.77	29.55	30.99	32.67	32.67	49.00	43.83	49.00	*	56.58	56.58	

Which of the following actions did you take?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q5													
Weighted Total:	30	2	8	2	4	9	4	23	7	16	1	11	9
Total:	28	3	7	3	1	12	2	22	6	11	1	7	11
Thought about the risks of purchasing food, plant or animal products online	29%	70%	21%	69%	0%	30%	21%	31%	21%	13%	100%	7%	63%
Talked to a friend/family member about the risks of purchasing food , plant or animal products online	41%	33%	13%	69%	100%	41%	21%	41%	38%	41%	100%	60%	24%
Looked online for more information	17%	0%	13%	0%	0%	34%	21%	22%	0%	6%	100%	15%	27%
Visited the Canada.ca website	17%	30%	43%	0%	0%	0%	21%	7%	50%	21%	100%	7%	8%
Called the 1-800 number	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
NEGATIVE TOWARDS GOVERNMENT POLICY/DECISIONS	12%	0%	0%	0%	0%	8%	79%	16%	0%	19%	0%	34%	0%
CHOSE NOT TO PURCHASE/ORDER PRODUCT	5%	37%	9%	0%	0%	0%	0%	7%	0%	0%	0%	0%	18%
DID NOTHING/IGNORED	5%	0%	0%	31%	0%	9%	0%	7%	0%	9%	0%	0%	0%
Other	2%	0%	0%	0%	0%	7%	0%	3%	0%	0%	0%	6%	0%
Don't know	4%	0%	14%	0%	0%	0%	0%	5%	0%	0%	0%	0%	12%
Chi2:	-	(90)						-		(95)			
Margin of Error,around 50%	18.52	56.58	37.04	56.58	*	28.29	69.30	20.89	40.01	29.55	*	37.04	29.55

These ads catch my attention																							
	Total	Region						Age					Gender		Education			Income					
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up
Q5AA	Please indicate your level of agreement with the following statements about these ads:																						
Weighted Total:	191	25	31	11	60	48	16	61	21	24	37	39	103	83	48	59	80	37	27	20	18	44	16
Total:	183	20	26	11	61	45	18	21	25	27	47	53	103	75	45	61	72	35	24	20	17	38	17
<b>Disagree</b>	21%	28%	13%	0%	22%	29%	11%	17%	33%	30%	20%	16%	17%	23%	24%	23%	16%	12%	28%	8%	4%	26%	27%
<b>Neutral</b>	36%	36%	46%	29%	40%	24%	51%	41%	40%	24%	35%	34%	48%	22%	35%	30%	42%	22%	30%	27%	67%	51%	30%
<b>Agree</b>	41%	36%	42%	65%	35%	45%	38%	42%	23%	46%	40%	48%	34%	51%	37%	47%	39%	64%	42%	60%	30%	23%	39%
<b>Strongly disagree</b>	11%	18%	13%	0%	11%	10%	5%	10%	17%	14%	13%	4%	10%	11%	13%	18%	5%	4%	7%	8%	4%	21%	5%
<b>Disagree</b>	10%	10%	0%	0%	11%	20%	5%	7%	16%	15%	7%	12%	7%	12%	12%	5%	11%	7%	21%	0%	0%	5%	22%
<b>Neutral</b>	36%	36%	46%	29%	40%	24%	51%	41%	40%	24%	35%	34%	48%	22%	35%	30%	42%	22%	30%	27%	67%	51%	30%
<b>Agree</b>	30%	26%	30%	56%	28%	29%	25%	31%	16%	39%	33%	31%	27%	35%	24%	36%	29%	42%	30%	35%	24%	21%	33%
<b>Strongly agree</b>	11%	10%	11%	8%	7%	16%	13%	11%	7%	7%	7%	17%	7%	16%	13%	11%	10%	22%	12%	26%	5%	2%	6%
<b>Don't know</b>	2%	0%	0%	7%	3%	2%	0%	0%	3%	0%	4%	2%	1%	3%	3%	0%	2%	2%	0%	5%	0%	0%	4%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	99	-	-	-	-	(99)	-	-	-	-	-
Margin of Error,around 50%	7.24	21.91	19.22	29.55	12.55	14.61	23.10	21.38	19.60	18.86	14.29	13.46	9.66	11.32	14.61	12.55	11.55	16.56	20.00	21.91	23.77	15.90	23.77
Mean:	3.21	3.01	3.27	3.78	3.09	3.22	3.36	3.25	2.79	3.09	3.15	3.47	3.15	3.34	3.14	3.17	3.29	3.72	3.18	3.74	3.27	2.78	3.13
Standard Deviation:	1.12	1.25	1.11	0.62	1.08	1.23	0.99	1.08	1.16	1.21	1.13	1.05	1.01	1.23	1.20	1.25	0.98	1.05	1.13	1.13	0.75	1.07	1.05
Student's T:	*	-	-	95	-	-	-	-	90	-	-	90	-	-	-	-	-	99	-	95	-	99	-

These ads catch my attention													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q5AA Please indicate your level of agreement with the following statements about these ads:													
Weighted Total:	191	15	76	16	10	48	23	152	38	50	4	30	115
Total:	183	18	65	15	6	62	14	152	29	34	3	28	118
Disagree	21%	39%	20%	13%	42%	15%	19%	23%	11%	22%	15%	42%	19%
Neutral	36%	10%	50%	39%	7%	37%	22%	37%	35%	38%	0%	19%	38%
Agree	41%	51%	28%	47%	52%	46%	55%	37%	54%	40%	85%	34%	41%
Strongly disagree	11%	16%	12%	7%	0%	5%	19%	12%	7%	12%	15%	17%	10%
Disagree	10%	23%	8%	6%	42%	10%	0%	12%	4%	10%	0%	25%	9%
Neutral	36%	10%	50%	39%	7%	37%	22%	37%	35%	38%	0%	19%	38%
Agree	30%	45%	21%	28%	43%	33%	34%	30%	28%	21%	67%	26%	34%
Strongly agree	11%	7%	7%	20%	8%	13%	21%	8%	26%	19%	18%	8%	7%
Don't know	2%	0%	2%	0%	0%	2%	3%	2%	0%	0%	0%	5%	1%
Chi2:	-	(95)						-		(95)			
Margin of Error, around 50%	7.24	23.10	12.16	25.30	40.01	12.45	26.19	7.95	18.20	16.81	56.58	18.52	9.02
Mean:	3.21	3.04	3.02	3.47	3.18	3.40	3.39	3.10	3.62	3.24	3.72	2.81	3.20
Standard Deviation:	1.12	1.30	1.04	1.12	1.13	1.03	1.39	1.10	1.13	1.24	1.37	1.28	1.04
Student's T:	*	-	90	-	-	-	-	95	95	-	-	90	-

These ads talk about an important topic																							
	Region							Age					Gender		Education			Income					
	Total	BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up
Q5AB	Please indicate your level of agreement with the following statements about these ads:																						
Weighted Total:	191	25	31	11	60	48	16	61	21	24	37	39	103	83	48	59	80	37	27	20	18	44	16
Total:	183	20	26	11	61	45	18	21	25	27	47	53	103	75	45	61	72	35	24	20	17	38	17
Disagree	16%	42%	15%	8%	15%	8%	15%	14%	15%	23%	19%	13%	19%	11%	14%	17%	17%	12%	9%	29%	4%	19%	10%
Neutral	24%	22%	30%	24%	26%	23%	10%	32%	29%	14%	19%	19%	25%	24%	27%	31%	17%	18%	40%	16%	28%	28%	15%
Agree	58%	36%	55%	68%	55%	69%	75%	54%	55%	63%	57%	68%	56%	62%	56%	51%	66%	65%	51%	55%	68%	53%	75%
Strongly disagree	6%	15%	10%	0%	4%	4%	5%	5%	8%	12%	11%	0%	7%	5%	11%	9%	2%	7%	0%	8%	4%	6%	5%
Disagree	9%	26%	5%	8%	10%	4%	9%	9%	8%	12%	8%	13%	12%	6%	3%	8%	15%	5%	9%	21%	0%	13%	5%
Neutral	24%	22%	30%	24%	26%	23%	10%	32%	29%	14%	19%	19%	25%	24%	27%	31%	17%	18%	40%	16%	28%	28%	15%
Agree	39%	17%	37%	20%	40%	50%	50%	36%	29%	43%	35%	47%	35%	43%	48%	32%	37%	57%	27%	16%	43%	40%	36%
Strongly agree	20%	19%	18%	48%	15%	20%	25%	18%	26%	20%	22%	21%	21%	19%	8%	18%	29%	9%	23%	40%	25%	13%	38%
Don't know	1%	0%	0%	0%	4%	0%	0%	0%	0%	0%	4%	0%	0%	3%	3%	2%	0%	5%	0%	0%	0%	0%	0%
Chi2:	-	(95)						-					-		-			-					
Margin of Error,around 50%	7.24	21.91	19.22	29.55	12.55	14.61	23.10	21.38	19.60	18.86	14.29	13.46	9.66	11.32	14.61	12.55	11.55	16.56	20.00	21.91	23.77	15.90	23.77
Mean:	3.56	2.98	3.48	4.08	3.53	3.77	3.81	3.52	3.58	3.47	3.50	3.76	3.52	3.67	3.40	3.44	3.76	3.57	3.65	3.58	3.86	3.41	3.97
Standard Deviation:	1.11	1.37	1.17	1.06	1.04	0.95	1.12	1.05	1.20	1.28	1.27	0.94	1.16	1.03	1.08	1.17	1.09	1.01	0.96	1.42	0.95	1.08	1.14
Student's T:	*	95	-	-	-	-	-	-	-	-	-	-	-	-	-	-	95	-	-	-	-	-	-

These ads talk about an important topic													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q5AB Please indicate your level of agreement with the following statements about these ads:													
Weighted Total:	191	15	76	16	10	48	23	152	38	50	4	30	115
Total:	183	18	65	15	6	62	14	152	29	34	3	28	118
Disagree	16%	27%	17%	11%	0%	11%	24%	18% <sup>+</sup>	7%	19%	15%	21%	14%
Neutral	24%	26%	31%	0%	51%	18%	20%	25%	21%	30%	67%	26%	24%
Agree	58%	47%	51%	89%	49%	69%	53%	55%	72%	51%	18%	44%	62%
Strongly disagree	6%	6%	4%	0%	0%	4%	24%	7%	4%	12%	15%	17%	3%
Disagree	9%	21%	12%	11%	0%	8%	0%	11%	2%	7%	0%	3%	12%
Neutral	24%	26%	31%	0%	51%	18%	20%	25%	21%	30%	67%	26%	24%
Agree	39%	23%	29%	69%	34%	47%	42%	35%	54%	40%	18%	37%	36%
Strongly agree	20%	24%	22%	20%	15%	21%	11%	20%	18%	11%	0%	7%	26%
Don't know	1%	0%	1%	0%	0%	2%	3%	2%	0%	0%	0%	9%	0%
Chi2:	-	(90)						-		-			
Margin of Error, around 50%	7.24	23.10	12.16	25.30	40.01	12.45	26.19	7.95	18.20	16.81	56.58	18.52	9.02
Mean:	3.56	3.38	3.53	3.97	3.64	3.76	3.17	3.51	3.79	3.30	2.88	3.15	3.71
Standard Deviation:	1.11	1.26	1.11	0.83	0.77	1.01	1.39	1.16	0.92	1.16	0.99	1.25	1.06
Student's T:	*	-	-	90	-	-	-	-	-	-	-	90	95



These ads provide new information																							
	Region							Age					Gender		Education			Income					
	Total	BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up
Q5AC																							
Please indicate your level of agreement with the following statements about these ads:																							
Weighted Total:	191	25	31	11	60	48	16	61	21	24	37	39	103	83	48	59	80	37	27	20	18	44	16
Total:	183	20	26	11	61	45	18	21	25	27	47	53	103	75	45	61	72	35	24	20	17	38	17
Disagree	20%	34%	16%	7%	21%	23%	5%	21%	29%	37%	12%	10%	17%	22%	21%	24%	17%	17%	33%	7%	4%	29%	15%
Neutral	36%	33%	43%	57%	39%	26%	26%	47%	46%	14%	28%	34%	38%	33%	30%	35%	37%	22%	16%	26%	47%	49%	48%
Agree	41%	30%	36%	36%	35%	48%	69%	32%	25%	46%	53%	49%	43%	40%	42%	39%	43%	56%	45%	63%	49%	22%	37%
Strongly disagree	9%	15%	8%	0%	4%	15%	5%	12%	9%	12%	9%	2%	6%	11%	18%	10%	3%	7%	19%	4%	0%	8%	0%
Disagree	11%	19%	7%	7%	17%	8%	0%	10%	20%	24%	3%	9%	11%	11%	3%	14%	14%	10%	14%	3%	4%	21%	15%
Neutral	36%	33%	43%	57%	39%	26%	26%	47%	46%	14%	28%	34%	38%	33%	30%	35%	37%	22%	16%	26%	47%	49%	48%
Agree	34%	23%	28%	30%	29%	41%	59%	28%	12%	42%	44%	42%	34%	34%	37%	29%	36%	50%	37%	34%	49%	20%	26%
Strongly agree	7%	7%	8%	7%	6%	7%	9%	4%	13%	4%	9%	8%	8%	6%	5%	9%	7%	7%	8%	29%	0%	2%	11%
Don't know	3%	3%	5%	0%	4%	4%	0%	0%	0%	3%	7%	6%	2%	5%	7%	3%	2%	4%	6%	4%	0%	0%	0%
Chi2:	-	-	-	-	-	-	-	(95)	-	-	-	-	-	-	-	-	-	(99)	-	-	-	-	-
Margin of Error,around 50%	7.24	21.91	19.22	29.55	12.55	14.61	23.10	21.38	19.60	18.86	14.29	13.46	9.66	11.32	14.61	12.55	11.55	16.56	20.00	21.91	23.77	15.90	23.77
Mean:	3.20	2.88	3.22	3.36	3.17	3.18	3.67	3.03	3.01	3.00	3.45	3.48	3.28	3.14	3.08	3.15	3.31	3.40	3.01	3.83	3.45	2.87	3.32
Standard Deviation:	1.04	1.18	1.02	0.74	0.96	1.19	0.88	1.01	1.13	1.19	1.05	0.86	0.99	1.10	1.20	1.11	0.92	1.04	1.34	1.05	0.59	0.90	0.89
Student's T:	*	-	-	-	-	-	95	-	-	-	90	95	-	-	-	-	-	-	-	95	-	95	-

These ads provide new information													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q5AC Please indicate your level of agreement with the following statements about these ads:													
Weighted Total:	191	15	76	16	10	48	23	152	38	50	4	30	115
Total:	183	18	65	15	6	62	14	152	29	34	3	28	118
<b>Disagree</b>	20%	29%	17%	18%	69%	12%	21%	20%	20%	29%	15%	40%	15%
<b>Neutral</b>	36%	25%	43%	25%	0%	36%	41%	38%	25%	35%	67%	25%	39%
<b>Agree</b>	41%	45%	38%	53%	31%	49%	28%	37%	55%	36%	0%	24%	43%
<b>Strongly disagree</b>	9%	6%	3%	7%	42%	5%	21%	10%	4%	20%	0%	28%	4%
<b>Disagree</b>	11%	24%	14%	11%	27%	6%	0%	10%	15%	8%	15%	12%	11%
<b>Neutral</b>	36%	25%	43%	25%	0%	36%	41%	38%	25%	35%	67%	25%	39%
<b>Agree</b>	34%	41%	31%	43%	23%	39%	28%	32%	40%	26%	0%	24%	36%
<b>Strongly agree</b>	7%	5%	7%	10%	8%	10%	0%	5%	15%	10%	0%	0%	8%
<b>Don't know</b>	3%	0%	2%	4%	0%	4%	10%	4%	0%	0%	18%	10%	3%
Chi2:	-	(95)						-		(95)			
Margin of Error, around 50%	7.24	23.10	12.16	25.30	40.01	12.45	26.19	7.95	18.20	16.81	56.58	18.52	9.02
Mean:	3.20	3.15	3.26	3.40	2.28	3.43	2.85	3.13	3.46	2.96	2.82	2.51	3.33
Standard Deviation:	1.04	1.06	0.92	1.09	1.48	0.97	1.12	1.04	1.07	1.26	0.45	1.21	0.93
Student's T:	*	-	-	-	-	95	-	-	-	-	-	99	90

Have you purchased any products online in the last year?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q6																								
Weighted Total:	5868	807	658	377	2257	1307	397	1475	883	973	940	1135	2759	2990	975	1952	2829	791	698	694	740	1106	953	
Total:	5868	786	681	387	2361	1176	413	491	1073	1157	1167	1518	2869	2880	1098	2054	2601	769	710	704	737	1048	964	
<b>Yes</b>	88%	87%	89%	86%	<b>91%</b>	<b>86%</b>	<b>85%</b>	<b>97%</b>	<b>96%</b>	<b>91%</b>	<b>85%</b>	<b>73%</b>	89%	88%	<b>78%</b>	<b>86%</b>	<b>93%</b>	<b>77%</b>	<b>82%</b>	89%	<b>91%</b>	<b>95%</b>	<b>96%</b>	
					++++	---	--	++++	++++	++++	----	----			----	---	++++	----	----		++	++++	++++	
<b>No</b>	12%	13%	11%	14%	<b>9%</b>	<b>14%</b>	<b>15%</b>	<b>3%</b>	<b>4%</b>	<b>9%</b>	<b>15%</b>	<b>26%</b>	11%	12%	<b>21%</b>	<b>14%</b>	<b>7%</b>	<b>22%</b>	<b>18%</b>	10%	<b>9%</b>	<b>5%</b>	<b>4%</b>	
					+	----	++	----	----	----	++++	++++			++++	+++	----	++++	++++		--	----	----	
<b>Don't know</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Chi2:	-	99.9						99.9					-		99.9			99.9						
Margin of Error,around 50%	1.28	3.50	3.76	4.98	2.02	2.86	4.82	4.42	2.99	2.88	2.87	2.52	1.83	1.83	2.96	2.16	1.92	3.53	3.68	3.69	3.61	3.03	3.16	

Have you purchased any products online in the last year?													
	Total	Employment						Born in Canada		Vismin/Indig/Disab			
		Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q6													
Weighted Total:	5868	546	2513	451	234	1447	549	5045	766	534	137	535	4417
Total:	5868	597	2232	409	207	1855	448	5036	778	442	138	545	4507
<b>Yes</b>	88%	89%	<b>94%</b> ++++	91% +	88%	<b>77%</b> ----	90%	88%	88%	90%	89%	86%	88%
<b>No</b>	12%	11%	<b>6%</b> ----	9% -	12%	<b>23%</b> ++++	10%	12%	11%	10%	11%	13%	11%
<b>Don't know</b>	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Chi2:	-	99.9						-		-			
Margin of Error, around 50%	1.28	4.01	2.07	4.85	6.81	2.28	4.63	1.38	3.51	4.66	8.34	4.20	1.46

In the last year have you purchased any food products, plants including seeds, wood products, live insects, snails, pet food, animal feed, animals or animal products through an on-line site?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q7																								
Weighted Total:	5177	703	585	323	2047	1125	337	1426	847	889	796	831	2444	2626	764	1684	2642	611	570	620	671	1047	915	
Total:	5049	666	582	321	2103	983	338	474	1031	1057	984	1114	2476	2466	836	1740	2386	551	553	613	657	978	923	
Yes, food products (including canned or non-perishable food items such as spices but not including groceries or take-out from local retailers)	21%	20%	21%	23%	22%	18%	20%	25%	27%	22%	15%	12%	20%	21%	17%	20%	22%	17%	15%	18%	20%	24%	27%	
					++	---		+++	++++		---	---			---		++	--	---			+++	++++	
Yes, plants or plant products (including seeds, other propagative materials or wood products)	12%	10%	15%	17%	12%	9%	9%	12%	14%	12%	9%	10%	10%	13%	8%	13%	12%	10%	12%	12%	11%	14%	13%	
		-	++	+++		---			++		---		---	++	---			-				++		
Yes, live insects or snails	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	1%	1%	1%	0%	1%	0%	0%	0%	
		--				+++		+++			-	-			-	+				+++				
Yes, pet food or animal feed	9%	7%	10%	8%	12%	7%	4%	13%	10%	10%	8%	5%	8%	11%	8%	11%	9%	8%	7%	8%	12%	10%	11%	
		--			++++	--	---	++++			--	---	---	++++		+++			-		++			
Yes, animal products (includes milk powder, animal hides, animal hides, and other materials made from animal parts)	3%	3%	4%	3%	2%	3%	2%	4%	4%	2%	2%	1%	2%	3%	1%	3%	3%	4%	2%	3%	2%	3%	3%	
			+++					++	+++	--		---	---	++	---	++								
Yes, I acquired a pet or animal from outside the country	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	1%	1%	0%	0%	
						+++										+++		-						
No, I did not purchase any of the above	68%	70%	66%	67%	65%	74%	71%	62%	62%	68%	74%	79%	71%	66%	74%	68%	66%	74%	77%	71%	66%	65%	61%	
					---	++++		---	---		++++	++++	++++	---	++++	---		+++	++++			--	---	
Don't know	1%	0%	0%	0%	1%	1%	1%	1%	1%	0%	1%	0%	1%	0%	0%	1%	1%	1%	0%	0%	1%	1%	0%	
Chi2:	-	(99.9)						(99.9)					99.9		(99.9)			(99.9)						
Margin of Error,around 50%	1.38	3.80	4.06	5.47	2.14	3.13	5.33	4.50	3.05	3.01	3.12	2.94	1.97	1.97	3.39	2.35	2.01	4.17	4.17	3.96	3.82	3.13	3.23	

In the last year have you purchased any food products, plants including seeds, wood products, live insects, snails, pet food, animal feed, animals or animal products through an on-line site?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q7													
Weighted Total:	5177	485	2365	411	205	1111	492	4455	677	480	122	462	3904
Total:	5049	526	2077	359	179	1423	385	4334	671	385	120	451	3892
Yes, food products (including canned or non-perishable food items such as spices but not including groceries or take-out from local retailers)	21%	19%	<b>24%</b> ++++	19%	24%	<b>11%</b> ---	<b>31%</b> ++++	21%	20%	<b>25%</b> ++	25%	<b>28%</b> ++++	<b>19%</b> ---
Yes, plants or plant products (including seeds, other propagative materials or wood products)	12%	12%	12%	13%	10%	<b>10%</b> --	<b>17%</b> ++++	12%	10%	12%	<b>19%</b> ++	<b>16%</b> +++	<b>11%</b> ---
Yes, live insects or snails	1%	1%	1%	1%	0%	<b>0%</b> --	1%	1%	0%	1%	0%	1%	0%
Yes, pet food or animal feed	9%	11%	<b>10%</b> ++	<b>6%</b> --	9%	<b>5%</b> ---	<b>15%</b> ++++	10%	8%	9%	9%	<b>18%</b> ++++	<b>9%</b> ---
Yes, animal products (includes milk powder, animal hides, animal hides, and other materials made from animal parts)	3%	2%	3%	2%	3%	<b>1%</b> ---	<b>9%</b> ++++	3%	3%	<b>5%</b> ++	<b>7%</b> +++	<b>8%</b> ++++	<b>2%</b> ---
Yes, I acquired a pet or animal from outside the country	0%	0%	<b>1%</b> ++++	0%	0%	<b>0%</b> ---	0%	0%	0%	0%	1%	0%	0%
No, I did not purchase any of the above	68%	70%	<b>65%</b> ---	69%	71%	<b>78%</b> ++++	<b>56%</b> ---	68%	71%	<b>63%</b> --	63%	<b>57%</b> ---	<b>70%</b> ++++
Don't know	1%	0%	1%	1%	0%	0%	1%	1%	1%	2%	1%	1%	0%
Chi2:	-	(99.9)						-		(99.9)			
Margin of Error, around 50%	1.38	4.27	2.15	5.17	7.32	2.60	4.99	1.49	3.78	4.99	8.95	4.61	1.57

In the last year, how often did you purchase food, plant or animal products online?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q8																								
Weighted Total:	1620	213	199	106	699	284	94	526	313	283	203	175	691	887	198	523	870	155	134	181	222	361	355	
Total:	1491	201	178	100	665	232	91	176	382	334	246	233	668	781	186	496	779	124	121	174	198	325	340	
Every day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	
A few times a week	2%	1%	0%	4%	2%	3%	0%	3%	2%	1%	1%	1%	1%	2%	2%	2%	2%	0%	4%	4%	2%	1%	2%	
About once a week	5%	4%	2%	6%	6%	5%	8%	5%	7%	5%	4%	3%	5%	5%	4%	7%	4%	2%	1%	5%	4%	7%	8%	
Multiple times a month	6%	3%	8%	9%	7%	5%	5%	6%	8%	8%	5%	3%	8%	5%	1%	7%	7%	4%	6%	8%	5%	7%	6%	
About once a month	15%	11%	18%	7%	16%	15%	16%	16%	14%	15%	15%	11%	16%	14%	16%	15%	14%	10%	19%	13%	16%	14%	15%	
About once every couple of months	37%	36%	39%	40%	37%	37%	30%	39%	37%	37%	33%	36%	39%	35%	29%	39%	37%	46%	39%	30%	39%	37%	38%	
About once in the entire year	35%	45%	32%	34%	32%	34%	40%	31%	30%	34%	40%	45%	30%	38%	47%	30%	35%	36%	29%	41%	34%	33%	30%	
Don't know	1%	0%	1%	1%	1%	1%	3%	0%	1%	0%	2%	2%	1%	1%	2%	1%	1%	2%	2%	0%	1%	0%	1%	
Chi2:	-	(95)						-					95		(99)			(99)						
Margin of Error,around 50%	2.54	6.91	7.35	9.80	3.80	6.43	10.27	7.39	5.01	5.36	6.25	6.42	3.79	3.51	7.19	4.40	3.51	8.80	8.91	7.43	6.96	5.44	5.31	

In the last year, how often did you purchase food, plant or animal products online?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q8													
Weighted Total:	1620	146	809	124	59	239	210	1410	195	168	44	191	1161
Total:	1491	152	696	106	51	304	151	1281	195	121	40	170	1101
Every day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A few times a week	2%	1%	2%	0%	8%	1%	3%	2%	2%	3%	4%	5%	1%
About once a week	5%	5%	6%	4%	5%	4%	4%	5%	7%	5%	1%	5%	5%
Multiple times a month	6%	6%	7%	5%	12%	3%	6%	6%	5%	11%	18%	8%	5%
About once a month	15%	22%	13%	15%	15%	13%	16%	15%	14%	11%	9%	18%	15%
About once every couple of months	37%	33%	40%	37%	37%	32%	35%	37%	36%	44%	37%	34%	36%
About once in the entire year	35%	32%	32%	37%	22%	45%	36%	34%	35%	24%	28%	28%	37%
Don't know	1%	1%	1%	1%	2%	2%	0%	1%	1%	1%	2%	1%	1%
Chi2:	-	(99.9)						-		(99.9)			
Margin of Error, around 50%	2.54	7.95	3.71	9.52	13.72	5.62	7.97	2.74	7.02	8.91	15.49	7.52	2.95



In the last year, approximately, how much did you spend on food, plant or animal products purchased online?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q9																								
Weighted Total:	1620	213	199	106	699	284	94	526	313	283	203	175	691	887	198	523	870	155	134	181	222	361	355	
Total:	1491	201	178	100	665	232	91	176	382	334	246	233	668	781	186	496	779	124	121	174	198	325	340	
<b>Less than \$100</b>	38%	<b>45%</b>	34%	33%	39%	36%	43%	36%	<b>33%</b>	41%	42%	<b>45%</b>	<b>35%</b>	<b>41%</b>	40%	36%	39%	42%	34%	44%	39%	35%	<b>33%</b>	
		++							--			++	--	++									--	
<b>\$100 to just under \$500</b>	39%	36%	43%	43%	38%	39%	42%	41%	41%	36%	39%	37%	40%	38%	39%	38%	39%	47%	39%	33%	41%	42%	38%	
																		+						
<b>\$500 to just under \$1000</b>	12%	11%	<b>18%</b>	11%	11%	15%	7%	14%	10%	<b>16%</b>	12%	10%	13%	12%	14%	14%	11%	<b>6%</b>	<b>18%</b>	12%	13%	10%	<b>15%</b>	
			++							++								--	++				++	
<b>\$1000 to just under \$5000</b>	7%	5%	<b>3%</b>	9%	7%	7%	8%	7%	<b>9%</b>	6%	5%	4%	<b>8%</b>	<b>5%</b>	5%	<b>9%</b>	6%	3%	7%	6%	<b>2%</b>	<b>9%</b>	<b>10%</b>	
			--						++				++	--		++		-			--	++	+++	
<b>\$5000 or more</b>	2%	2%	0%	0%	<b>3%</b>	1%	0%	2%	<b>4%</b>	1%	1%	1%	2%	2%	1%	3%	2%	0%	1%	1%	4%	3%	2%	
			-		+++				++												+			
<b>Don't know</b>	2%	1%	1%	4%	2%	1%	1%	1%	2%	0%	1%	2%	2%	1%	1%	1%	2%	2%	2%	3%	1%	1%	1%	
Chi2:	-	(95)						(90)					90		-			(99.9)						
Margin of Error, around 50%	2.54	6.91	7.35	9.80	3.80	6.43	10.27	7.39	5.01	5.36	6.25	6.42	3.79	3.51	7.19	4.40	3.51	8.80	8.91	7.43	6.96	5.44	5.31	

In the last year, approximately, how much did you spend on food, plant or animal products purchased online?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q9													
Weighted Total:	1620	146	809	124	59	239	210	1410	195	168	44	191	1161
Total:	1491	152	696	106	51	304	151	1281	195	121	40	170	1101
<b>Less than \$100</b>	38%	34%	38%	40%	31%	<b>44%</b> ++	37%	38%	38%	37%	41%	34%	38%
<b>\$100 to just under \$500</b>	39%	36%	39%	45%	37%	38%	38%	39%	40%	41%	44%	40%	39%
<b>\$500 to just under \$1000</b>	12%	<b>18%</b> ++	13%	10%	15%	9%	13%	13%	12%	13%	6%	9%	13%
<b>\$1000 to just under \$5000</b>	7%	6%	7%	4%	<b>16%</b> +++	6%	6%	7%	6%	6%	5%	<b>11%</b> ++	6%
<b>\$5000 or more</b>	2%	3%	2%	0%	1%	1%	3%	2%	3%	2%	2%	<b>6%</b> ++++	<b>2%</b> --
<b>Don't know</b>	2%	3%	1%	1%	0%	2%	3%	2%	1%	1%	2%	1%	2%
Chi2:	-	-						-		(95)			
Margin of Error,around 50%	2.54	7.95	3.71	9.52	13.72	5.62	7.97	2.74	7.02	8.91	15.49	7.52	2.95

In the last year, how many different websites did you use to purchase food, plant or animal products online? Websites could be proprietary online stores or exchanges that allow third party sellers. For example, Amazon.ca, Kijiji.ca, Ebay.ca, Canadiantire.

	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q10																								
Weighted Total:	1620	213	199	106	699	284	94	526	313	283	203	175	691	887	198	523	870	155	134	181	222	361	355	
Total:	1491	201	178	100	665	232	91	176	382	334	246	233	668	781	186	496	779	124	121	174	198	325	340	
<b>1</b>	46%	<b>54%</b> ++	50%	38%	45%	43%	45%	49%	<b>39%</b> ---	42%	<b>54%</b> +++	47%	46%	46%	46%	45%	46%	47%	42%	<b>54%</b> ++	45%	44%	42%	
<b>2-3</b>	40%	40%	36%	43%	40%	42%	47%	37%	<b>45%</b> ++	44%	35%	42%	41%	40%	41%	37%	42%	40%	49%	36%	40%	42%	40%	
<b>4-5</b>	8%	<b>4%</b> --	9%	8%	<b>11%</b> ++++	6%	<b>2%</b> --	9%	10%	9%	6%	8%	9%	8%	6%	<b>12%</b> +++	7%	7%	4%	6%	7%	<b>12%</b> +++	10%	
<b>6 or more</b>	4%	<b>1%</b> --	2%	<b>9%</b> +++	4%	6%	5%	4%	5%	4%	4%	<b>0%</b> --	<b>2%</b> ---	<b>5%</b> +++	4%	5%	4%	4%	3%	5%	6%	<b>1%</b> --	5%	
<b>Don't know</b>	2%	2%	2%	1%	1%	3%	1%	0%	2%	2%	1%	3%	2%	1%	2%	1%	1%	1%	2%	0%	1%	1%	2%	
Chi2:	-	(99.9)						95					99		90			99						
Margin of Error,around 50%	2.54	6.91	7.35	9.80	3.80	6.43	10.27	7.39	5.01	5.36	6.25	6.42	3.79	3.51	7.19	4.40	3.51	8.80	8.91	7.43	6.96	5.44	5.31	

In the last year, how many different websites did you use to purchase food, plant or animal products online? Websites could be proprietary online stores or exchanges that allow third party sellers. For example, Amazon.ca, Kijiji.ca, Ebay.ca, Canadiantire.

	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q10													
Weighted Total:	1620	146	809	124	59	239	210	1410	195	168	44	191	1161
Total:	1491	152	696	106	51	304	151	1281	195	121	40	170	1101
<b>1</b>	46%	<b>36%</b> --	46%	44%	50%	50%	45%	45%	49%	46%	50%	40%	47%
<b>2-3</b>	40%	45%	40%	46%	38%	38%	37%	40%	41%	37%	31%	41%	40%
<b>4-5</b>	8%	<b>13%</b> ++	8%	6%	10%	6%	9%	9%	6%	10%	14%	9%	8%
<b>6 or more</b>	4%	4%	4%	2%	2%	3%	<b>9%</b> ++++	4%	3%	7% +	2%	<b>10%</b> ++++	<b>3%</b> ----
<b>Don't know</b>	2%	2%	2%	1%	0%	2%	0%	2%	1%	1%	2%	1%	2%
Chi2:	-	(95)						-		(99.9)			
Margin of Error,around 50%	2.54	7.95	3.71	9.52	13.72	5.62	7.97	2.74	7.02	8.91	15.49	7.52	2.95

To the best of your knowledge were any of the products shipped directly from a manufacturer/supplier in another province or territory of Canada or in another country?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q11																								
Weighted Total:	1620	213	199	106	699	284	94	526	313	283	203	175	691	887	198	523	870	155	134	181	222	361	355	
Total:	1491	201	178	100	665	232	91	176	382	334	246	233	668	781	186	496	779	124	121	174	198	325	340	
Yes, from another province or territory in Canada	43%	46%	54%	65%	34%	41%	61%	43%	43%	40%	45%	45%	41%	44%	46%	44%	42%	51%	51%	47%	36%	41%	40%	
			+++	++++	----		++++											++	+		--			
Yes, from outside of Canada	23%	24%	21%	33%	22%	23%	24%	24%	21%	24%	21%	22%	23%	23%	25%	24%	22%	33%	28%	21%	26%	22%	20%	
				++														+++						
No, the products I get online are from a local company (includes grocery delivery)	20%	19%	7%	10%	25%	25%	8%	18%	20%	21%	23%	18%	20%	21%	19%	19%	21%	15%	20%	15%	26%	20%	21%	
			----	--	++++	+	---													-	++			
Don't know where the items come from	26%	21%	31%	19%	30%	21%	21%	29%	29%	26%	19%	22%	27%	25%	22%	25%	27%	19%	20%	27%	21%	31%	30%	
Chi2:	-	99.9						-					-					99						
Margin of Error, around 50%	2.54	6.91	7.35	9.80	3.80	6.43	10.27	7.39	5.01	5.36	6.25	6.42	3.79	3.51	7.19	4.40	3.51	8.80	8.91	7.43	6.96	5.44	5.31	

To the best of your knowledge were any of the products shipped directly from a manufacturer/supplier in another province or territory of Canada or in another country?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q11													
Weighted Total:	1620	146	809	124	59	239	210	1410	195	168	44	191	1161
Total:	1491	152	696	106	51	304	151	1281	195	121	40	170	1101
Yes, from another province or territory in Canada	43%	41%	40%	46%	42%	47%	50%	44%	35%	41%	55%	55%	42%
Yes, from outside of Canada	23%	20%	23%	26%	19%	19%	29%	23%	26%	23%	27%	25%	22%
No, the products I get online are from a local company (includes grocery delivery)	20%	30%	19%	23%	17%	23%	12%	19%	25%	24%	19%	14%	20%
Don't know where the items come from	26%	19%	30%	21%	30%	20%	25%	27%	22%	25%	19%	23%	26%
Chi2:	-	99						95		95			
Margin of Error, around 50%	2.54	7.95	3.71	9.52	13.72	5.62	7.97	2.74	7.02	8.91	15.49	7.52	2.95

To the best of your knowledge, were you charged any tariffs, brokerage fees, or customs and duty fees on any of the products that were shipped from outside of Canada?																							
	Total	Region						Age					Gender		Education			Income					
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up
Q12																							
Weighted Total:	373	51	41	35	151	67	23	127	65	67	42	39	158	207	49	125	193	51	38	38	58	78	70
Total:	337	49	38	27	144	53	21	42	80	79	50	53	153	175	47	119	164	32	32	40	48	77	64
<b>Yes</b>	31%	28%	30%	22%	29%	<b>44%</b>	26%	35%	29%	35%	26%	22%	28%	33%	27%	32%	31%	34%	25%	33%	29%	29%	32%
<b>No</b>	40%	29%	39%	39%	43%	42%	36%	40%	39%	38%	38%	47%	<b>46%</b>	35%	32%	46%	37%	29%	44%	28%	50%	46%	41%
<b>Don't know</b>	30%	43%	31%	39%	28%	14%	38%	25%	31%	27%	36%	30%	26%	32%	41%	22%	31%	37%	31%	39%	21%	25%	26%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	90	-	-	-	-	-	-	-	-	-	-
Margin of Error,around 50%	5.34	14.00	15.90	18.86	8.17	13.46	21.38	15.12	10.96	11.03	13.86	13.46	7.92	7.41	14.29	8.98	7.65	17.32	17.32	15.49	14.14	11.17	12.25

To the best of your knowledge, were you charged any tariffs, brokerage fees, or customs and duty fees on any of the products that were shipped from outside of Canada?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q12													
Weighted Total:	373	29	188	33	11	45	61	321	51	39	12	49	254
Total:	337	32	162	28	9	58	41	286	49	31	11	41	235
<b>Yes</b>	31%	38%	30%	25%	15%	25%	41%	31%	27%	30%	20%	40%	30%
<b>No</b>	40%	41%	<b>46%</b>	47%	40%	41%	<b>18%</b>	40%	40%	33%	16%	<b>17%</b>	<b>44%</b>
<b>Don't know</b>	30%	21%	24%	28%	44%	34%	41%	29%	32%	37%	65%	42%	26%
Chi2:	-	(95)						-		(95)			
Margin of Error, around 50%	5.34	17.32	7.70	18.52	32.67	12.87	15.30	5.79	14.00	17.60	29.55	15.30	6.39



Which types of products have been purchased from outside your home province/territory?																							
	Total	Region						Age					Gender		Education			Income					
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up
Q13																							
Weighted Total:	876	127	123	75	316	155	67	279	161	148	116	104	365	484	117	290	452	104	79	105	118	179	177
Total:	811	120	111	72	312	122	62	93	196	175	140	140	361	424	112	276	406	75	71	106	106	169	168
<b>Food products</b>	62%	<b>74%</b> +++	57%	65%	<b>55%</b> ---	62%	<b>75%</b> ++	<b>72%</b> +++	67%	66%	<b>47%</b> ----	<b>44%</b> ----	63%	61%	58%	64%	62%	55%	64%	60%	62%	65%	67%
<b>Animal products</b>	19%	16%	15%	<b>10%</b> --	20%	<b>27%</b> +++	13%	21%	18%	18%	21%	15%	17%	21%	21%	17%	20%	21%	24%	22%	19%	21%	14%
<b>Plant products</b>	40%	<b>27%</b> ---	43%	45%	41%	43%	31%	38%	36%	38%	34%	<b>55%</b> ++++	39%	40%	40%	39%	39%	41%	48%	40%	35%	40%	34%
<b>Don't know</b>	4%	3%	5%	3%	5%	4%	2%	1%	7%	4%	10%	3%	5%	4%	3%	6%	3%	6%	5%	6%	5%	4%	4%
Chi2:	-	99					99						-		-			-					
Margin of Error, around 50%	3.44	8.95	9.30	11.55	5.55	8.87	12.45	10.16	7.00	7.41	8.28	8.28	5.16	4.76	9.26	5.90	4.86	11.32	11.63	9.52	9.52	7.54	7.56

Which types of products have been purchased from outside your home province/territory?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q13													
Weighted Total:	876	74	414	70	31	137	131	766	104	85	27	119	621
Total:	811	79	358	59	25	174	98	702	103	60	24	107	590
<b>Food products</b>	62%	58%	<b>68%</b> ++++	59%	72%	<b>46%</b> ----	61%	60%	69%	66%	61%	63%	61%
<b>Animal products</b>	19%	18%	17%	20%	27%	15%	<b>27%</b> ++	19%	14%	18%	7%	<b>36%</b> ++++	17%
<b>Plant products</b>	40%	<b>51%</b> ++	<b>35%</b> ---	42%	45%	<b>50%</b> +++	33%	40%	35%	34%	34%	36%	39%
<b>Don't know</b>	4%	2%	4%	4%	2%	3%	9%	5%	4%	9%	21%	6%	3%
Chi2:	-	99						-		99			
Margin of Error, around 50%	3.44	11.03	5.18	12.76	19.60	7.43	9.90	3.70	9.66	12.65	20.00	9.47	4.03

Which of the following reasons best describes why you ordered a food, plant or animal product online?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q14																								
Weighted Total:	1620	213	199	106	699	284	94	526	313	283	203	175	691	887	198	523	870	155	134	181	222	361	355	
Total:	1491	201	178	100	665	232	91	176	382	334	246	233	668	781	186	496	779	124	121	174	198	325	340	
Product not available locally/OUT OF STOCK	51%	60%	54%	61%	46%	48%	59%	49%	50%	55%	54%	51%	48%	53%	46%	50%	53%	56%	60%	54%	50%	47%	51%	
Greater selection online	32%	33%	34%	35%	31%	31%	30%	36%	34%	30%	28%	26%	34%	30%	36%	32%	31%	42%	33%	23%	33%	31%	33%	
Lower price online	28%	28%	37%	23%	25%	32%	27%	31%	32%	25%	24%	21%	31%	26%	29%	34%	24%	30%	35%	26%	31%	30%	23%	
Convenience (i.e. open 24/7)	40%	36%	44%	24%	45%	35%	38%	48%	46%	34%	30%	30%	41%	39%	36%	39%	42%	31%	39%	38%	44%	45%	44%	
Physical stores closed or limited hours (due to COVID-19)	31%	14%	24%	34%	39%	36%	11%	33%	36%	35%	26%	22%	33%	30%	30%	29%	33%	26%	27%	28%	37%	33%	34%	
To avoid crowds in stores	38%	27%	39%	43%	43%	34%	34%	44%	40%	38%	30%	28%	38%	39%	34%	39%	39%	33%	38%	36%	38%	41%	42%	
SOCIALLY ISOLATING/QUARANTINING, AVOIDING COVID	2%	1%	0%	1%	2%	3%	4%	1%	2%	2%	1%	3%	2%	1%	3%	1%	1%	3%	1%	2%	2%	1%	1%	
PRODUCT/SERVICE/COMPANY ONLY AVAILABLE ON LINE	2%	3%	2%	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	2%	2%	1%	2%	4%	2%	1%	
BETTER SERVICE (CAN RESEARCH/PRICE CHECK BETTER THAN STAFF AT STORE WILL, QUALITY OF PRODUCTS/MERCHANDISE BETTER, MORE EFFICIENT...)	1%	1%	1%	2%	1%	0%	0%	1%	0%	1%	2%	1%	1%	1%	0%	1%	1%	0%	1%	1%	2%	2%	0%	
SEND AS GIFTS TO SELECTED ADDRESS OF RECIPIENT	1%	1%	2%	0%	0%	0%	0%	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%	3%	0%	1%	0%	0%	0%	
SUPPORT OF SMALL/LOCAL BUSINESS, BUSINESSES IN CERTAIN TOWNS THEY SUPPORT/FRIEND'S BUSINESS	1%	1%	0%	1%	1%	1%	0%	0%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	
Other	1%	1%	4%	1%	1%	0%	0%	2%	1%	1%	1%	3%	1%	1%	0%	0%	2%	2%	1%	2%	1%	2%	0%	
Don't know	1%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	2%	0%	1%	2%	0%	0%	3%	0%	0%	0%	1%	0%	
Chi2:	-	(99.9)						(99.9)					-		(99)			(99)						
Margin of Error, around 50%	2.54	6.91	7.35	9.80	3.80	6.43	10.27	7.39	5.01	5.36	6.25	6.42	3.79	3.51	7.19	4.40	3.51	8.80	8.91	7.43	6.96	5.44	5.31	

Which of the following reasons best describes why you ordered a food, plant or animal product online?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q14													
Weighted Total:	1620	146	809	124	59	239	210	1410	195	168	44	191	1161
Total:	1491	152	696	106	51	304	151	1281	195	121	40	170	1101
Product not available locally/OUT OF STOCK	51%	52%	47%	62%	47%	51%	62%	51%	48%	44%	69%	59%	51%
			---	++			+++			-	++	++	
Greater selection online	32%	29%	30%	30%	32%	29%	43%	32%	31%	49%	44%	46%	28%
							++++			++++	+	++++	----
Lower price online	28%	20%	29%	27%	40%	22%	31%	28%	28%	40%	35%	36%	23%
		--			++	--				+++		++	----
Convenience (i.e. open 24/7)	40%	41%	43%	36%	40%	28%	43%	40%	39%	54%	46%	54%	37%
			+++			----				++++		++++	----
Physical stores closed or limited hours (due to COVID-19)	31%	38%	33%	26%	34%	25%	31%	32%	28%	33%	30%	40%	31%
		++				---						+++	
To avoid crowds in stores	38%	41%	40%	27%	36%	30%	45%	38%	38%	49%	37%	46%	36%
				--		---	+			++		++	----
SOCIALLY ISOLATING/QUARANTINING, AVOIDING COVID	2%	1%	2%	0%	6%	2%	1%	2%	1%	2%	0%	1%	1%
					+++								
PRODUCT/SERVICE/COMPANY ONLY AVAILABLE ON LINE	2%	2%	2%	3%	0%	1%	1%	2%	2%	2%	0%	0%	2%
												-	
BETTER SERVICE (CAN RESEARCH/PRICE CHECK BETTER THAN STAFF AT STORE WILL, QUALITY OF PRODUCTS/MERCHANDISE BETTER, MORE EFFICIENT...)	1%	1%	1%	0%	0%	1%	1%	1%	1%	0%	0%	2%	1%
SEND AS GIFTS TO SELECTED ADDRESS OF RECIPIENT	1%	0%	0%	2%	0%	1%	1%	1%	0%	1%	0%	2%	0%
				+								++	
SUPPORT OF SMALL/LOCAL BUSINESS, BUSINESSES IN CERTAIN TOWNS THEY SUPPORT/FRIEND'S BUSINESS	1%	2%	1%	1%	0%	1%	1%	1%	0%	0%	0%	1%	1%
		+											
Other	1%	2%	1%	0%	0%	2%	1%	1%	2%	0%	0%	2%	1%
						++							
Don't know	1%	0%	0%	0%	0%	1%	2%	1%	0%	0%	0%	0%	1%
Chi2:	-	(99.9)						-		(99.9)			
Margin of Error, around 50%	2.54	7.95	3.71	9.52	13.72	5.62	7.97	2.74	7.02	8.91	15.49	7.52	2.95

**Do you intend to purchase any food products, plants including seeds, wood products, live insects, snails, pet food, animal feed, animals or animal products through an on-line site in the upcoming year?**

	Region							Age					Gender		Education			Income						
	Total	BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q15																								
Weighted Total:	5868	807	658	377	2257	1307	397	1475	883	973	940	1135	2759	2990	975	1952	2829	791	698	694	740	1106	953	
Total:	5868	786	681	387	2361	1176	413	491	1073	1157	1167	1518	2869	2880	1098	2054	2601	769	710	704	737	1048	964	
Yes, food products (including canned or non-perishable food items such as spices)	18%	16%	20%	19%	19%	17%	19%	26% ++++	25% ++++	19%	13% ---	8% ---	18%	19%	13% ---	18% ---	20% +++	12% ---	13% ---	17%	20%	22% ++++	26% ++++	
Yes, plants and plant products (including seeds, other propagative materials or wood products)	12%	11%	16% +++	13%	12%	11%	9% --	14%	14% ++	12%	10% --	9% ---	10% ---	14% ++++	8% ---	14% +++	12%	9% ---	10%	10%	15% ++	14% ++	14% ++	
Yes, live insects or snails	1%	0%	1%	1%	0%	1% ++	0% --	1% ++	0%	0%	0%	0%	0%	1% --	1% --	0%	1% ++++	0%	0%	1% +	1%	1%	1% +	
Yes, pet food or animal feed	8%	6% --	9%	5% -	10% ++++	6% --	5% -	11% ++++	10% +++	8% ---	6% ---	3% ---	6% ---	9% ++++	6% ---	10% ++++	7% ---	5% ---	7%	7%	10% +++	8% ---	10% ++++	
Yes, animal products (includes milk powder, animal hides, and other materials made from animal parts)	2%	2% --	5% ++++	4%	2%	2%	1% -	4% +++	3% +	2%	2% -	1% ---	2% --	3% --	1% ---	3% +++	3%	2% --	2%	2%	2% --	3% --	3% --	
Yes, I intend to acquire a pet or animal from outside the country	0%	1% ++	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0% -	1% ++	0%	0%	0%	0%	1% ++++	0%	0%	
No, I will not purchase any of the above	63%	66%	57% ---	66%	61% ---	69% ++++	64% ---	55% ---	55% ---	62%	71% ++++	77% ++++	67% ++++	61% ---	72% ++++	64% ---	61% ---	71% ++++	70% ++++	63%	63%	59% ---	56% ---	
Don't know	9%	9%	11%	8%	9%	6%	10%	9%	11%	10%	6%	7%	9%	8%	7%	8%	9%	9%	8%	10%	6%	9%	9%	
Chi2:	-	(99.9)						(99.9)					99.9		(99.9)			(99.9)						
Margin of Error,around 50%	1.28	3.50	3.76	4.98	2.02	2.86	4.82	4.42	2.99	2.88	2.87	2.52	1.83	1.83	2.96	2.16	1.92	3.53	3.68	3.69	3.61	3.03	3.16	

Do you intend to purchase any food products, plants including seeds, wood products, live insects, snails, pet food, animal feed, animals or animal products through an on-line site in the upcoming year?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q15													
Weighted Total:	5868	546	2513	451	234	1447	549	5045	766	534	137	535	4417
Total:	5868	597	2232	409	207	1855	448	5036	778	442	138	545	4507
Yes, food products (including canned or non-perishable food items such as spices)	18%	17%	<b>23%</b> ++++	20%	17%	<b>8%</b> ----	<b>25%</b> ++++	18%	19%	<b>26%</b> ++++	24% +	<b>23%</b> +++	<b>17%</b> ----
Yes, plants and plant products (including seeds, other propagative materials or wood products)	12%	<b>15%</b> ++	12%	<b>16%</b> ++	11%	<b>9%</b> ----	13%	12%	12%	14% +	<b>20%</b> +++	<b>15%</b> ++	<b>11%</b> ----
Yes, live insects or snails	1%	1%	1%	0%	0%	<b>0%</b> --	<b>1%</b> ++	1%	0%	0%	1%	<b>1%</b> ++	1%
Yes, pet food or animal feed	8%	8%	<b>10%</b> ++++	6%	7%	<b>4%</b> ----	<b>12%</b> ++++	8%	7%	7%	6%	<b>15%</b> ++++	<b>7%</b> ----
Yes, animal products (includes milk powder, animal hides, and other materials made from animal parts)	2%	3%	3%	2%	2%	<b>1%</b> ----	<b>6%</b> ++++	2%	3%	<b>5%</b> +++	<b>6%</b> ++	<b>7%</b> ++++	<b>2%</b> ----
Yes, I intend to acquire a pet or animal from outside the country	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	<b>1%</b> +++	<b>0%</b> --
No, I will not purchase any of the above	63%	64%	<b>60%</b> ----	<b>59%</b> --	63%	<b>76%</b> ++++	<b>52%</b> ----	64%	63%	<b>55%</b> ----	<b>50%</b> ----	<b>54%</b> ----	<b>66%</b> ++++
Don't know	9%	7%	9%	9%	11%	7%	12%	8%	10%	12%	15%	11%	8%
Chi2:	-	(99.9)						-		(99.9)			
Margin of Error, around 50%	1.28	4.01	2.07	4.85	6.81	2.28	4.63	1.38	3.51	4.66	8.34	4.20	1.46

In the last year have you sold or given as a gift any food products, plants including seeds, wood products, live insects, snails, pet food, animal feed, animals or animal products that were purchased through an on-line site?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q16																								
Weighted Total:	2035	279	258	126	832	394	118	654	374	350	260	238	852	1133	255	669	1077	204	189	231	279	438	415	
Total:	1876	263	235	120	796	319	115	218	454	412	316	316	825	1001	244	641	955	170	163	224	248	399	397	
Yes, food products (including canned or non-perishable food items such as spices)	14%	13%	12%	10%	16%	13%	21%	13%	15%	18%	11%	13%	13%	16%	15%	13%	16%	14%	10%	13%	13%	17%	14%	
Yes, plants and plant products (including seeds, other propagative materials or wood products)	8%	7%	10%	9%	7%	10%	3%	9%	7%	7%	9%	9%	8%	8%	11%	7%	8%	11%	7%	9%	9%	9%	5%	
Yes, live insects or snails	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	
Yes, pet food or animal feed	1%	0%	2%	3%	1%	1%	1%	0%	2%	2%	0%	2%	1%	2%	4%	1%	1%	1%	1%	1%	2%	0%	1%	
Yes, animal products (includes milk powder, animal hides, animal hides, and other materials made from animal parts)	1%	1%	4%	1%	1%	0%	1%	1%	2%	1%	0%	1%	1%	2%	1%	2%	1%	1%	0%	2%	1%	2%	1%	
Yes, a pet or animal from outside the country	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
No, I have not sold or given as a gift any of the above	77%	79%	77%	81%	77%	76%	75%	78%	77%	76%	79%	76%	78%	76%	72%	80%	76%	76%	84%	80%	77%	74%	79%	
Don't know	2%	1%	3%	1%	2%	2%	0%	2%	2%	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	1%	2%	2%	
Chi2:	-	(99)						-					(95)		(99)			-						
Margin of Error,around 50%	2.26	6.04	6.39	8.95	3.47	5.49	9.14	6.64	4.60	4.83	5.51	5.51	3.41	3.10	6.27	3.87	3.17	7.52	7.68	6.55	6.22	4.91	4.92	

**In the last year have you sold or given as a gift any food products, plants including seeds, wood products, live insects, snails, pet food, animal feed, animals or animal products that were purchased through an on-line site?**

	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q16													
Weighted Total:	2035	193	983	176	74	321	248	1755	260	222	58	229	1451
Total:	1876	202	834	143	68	406	186	1608	250	157	56	210	1379
Yes, food products (including canned or non-perishable food items such as spices)	14%	17%	12%	23%	17%	12%	18%	14%	18%	19%	14%	17%	14%
Yes, plants and plant products (including seeds, other propagative materials or wood products)	8%	8%	7%	7%	12%	9%	9%	8%	10%	12%	16%	16%	7%
Yes, live insects or snails	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%
Yes, pet food or animal feed	1%	2%	1%	1%	0%	2%	3%	1%	1%	1%	2%	3%	1%
Yes, animal products (includes milk powder, animal hides, animal hides, and other materials made from animal parts)	1%	1%	1%	3%	0%	0%	3%	1%	1%	2%	5%	4%	1%
Yes, a pet or animal from outside the country	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No, I have not sold or given as a gift any of the above	77%	74%	80%	73%	76%	77%	72%	78%	74%	72%	79%	68%	78%
Don't know	2%	2%	2%	0%	0%	2%	2%	2%	1%	1%	0%	2%	2%
Chi2:	-	(99)						-		(99.9)			
Margin of Error, around 50%	2.26	6.90	3.39	8.20	11.88	4.86	7.19	2.44	6.20	7.82	13.10	6.76	2.64



**How would you best describe the situation(s) where you sold or gave as a gift a food, plant or animal product? If multiple situations apply, choose the option that best describes the situation where you sold or gave as a gift the most products mentioned in the previous scenario.**

	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q17																								
Weighted Total:	431	55	52	23	182	87	29	133	81	81	51	53	169	256	67	121	241	47	28	44	59	104	79	
Total:	402	57	49	23	171	71	28	45	97	94	62	72	165	231	59	125	216	39	27	48	55	89	79	
I sold or gave away just to get rid of the product(s) that I did not want	16%	20%	19%	24%	11%	23%	2%	18%	14%	15%	15%	21%	12%	18%	18%	16%	15%	26%	27%	10%	8%	17%	11%	
I ordered the product specifically to give as a gift	77%	77%	69%	72%	85%	60%	94%	77%	80%	83%	76%	65%	79%	77%	68%	75%	80%	63%	64%	73%	79%	80%	88%	
I ordered the product specifically to re-sell	2%	3%	7%	4%	1%	2%	0%	2%	5%	0%	3%	2%	4%	1%	2%	4%	2%	0%	0%	2%	10%	1%	0%	
Don't know	5%	0%	5%	0%	2%	15%	3%	3%	2%	2%	7%	12%	5%	4%	11%	5%	3%	11%	9%	15%	3%	2%	1%	
Chi2:	-	(95)						-					(90)		-			(99.9)						
Margin of Error, around 50%	4.89	12.98	14.00	20.43	7.49	11.63	18.52	14.61	9.95	10.11	12.45	11.55	7.63	6.45	12.76	8.77	6.67	15.69	18.86	14.14	13.21	10.39	11.03	

**How would you best describe the situation(s) where you sold or gave as a gift a food, plant or animal product? If multiple situations apply, choose the option that best describes the situation where you sold or gave as a gift the most products mentioned in the previous scenario.**

	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q17													
Weighted Total:	431	46	179	48	18	67	65	363	65	60	12	69	293
Total:	402	50	160	39	10	87	51	339	60	37	12	55	290
I sold or gave away just to get rid of the product(s) that I did not want	16%	13%	14%	6%	28%	22%	15%	16%	13%	20%	21%	17%	14%
I ordered the product specifically to give as a gift	77%	75%	83%	85%	67%	67%	73%	77%	77%	71%	79%	80%	79%
I ordered the product specifically to re-sell	2%	6%	2%	8%	0%	0%	2%	3%	1%	1%	0%	0%	3%
Don't know	5%	6%	1%	1%	5%	11%	10%	4%	9%	8%	0%	2%	4%
Chi2:	-	(95)						-		-			
Margin of Error, around 50%	4.89	13.86	7.75	15.69	30.99	10.51	13.72	5.32	12.65	16.11	28.29	13.21	5.75

In the last year, did you ever sell any food, plant or animal products online through an e-commerce site? (E.g. Amazon, Facebook Marketplace, Ebay, Kijiji etc.)																							
	Total	Region						Age					Gender		Education			Income					
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up
Q18																							
Weighted Total:	431	55	52	23	182	87	29	133	81	81	51	53	169	256	67	121	241	47	28	44	59	104	79
Total:	402	57	49	23	171	71	28	45	97	94	62	72	165	231	59	125	216	39	27	48	55	89	79
<b>Yes</b>	7%	9%	12%	3%	4%	11%	6%	11%	5%	5%	8%	7%	7%	8%	11%	7%	7%	13%	0%	8%	12%	6%	6%
<b>No</b>	92%	91%	88%	97%	95%	89%	94%	89%	94%	95%	92%	93%	93%	92%	88%	93%	93%	87%	100%	92%	88%	94%	94%
<b>Don't know</b>	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Margin of Error,around 50%	4.89	12.98	14.00	20.43	7.49	11.63	18.52	14.61	9.95	10.11	12.45	11.55	7.63	6.45	12.76	8.77	6.67	15.69	18.86	14.14	13.21	10.39	11.03

In the last year, did you ever sell any food, plant or animal products online through an e-commerce site? (E.g. Amazon, Facebook Marketplace, Ebay, Kijiji etc.)													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q18													
Weighted Total:	431	46	179	48	18	67	65	363	65	60	12	69	293
Total:	402	50	160	39	10	87	51	339	60	37	12	55	290
<b>Yes</b>	7%	8%	5%	11%	0%	5%	10%	6%	15%	15%	5%	6%	5%
								---	++	+			---
<b>No</b>	92%	92%	94%	89%	100%	95%	90%	94%	85%	85%	95%	94%	95%
								+++	--	-			+++
<b>Don't know</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	-						(99)		(95)			
Margin of Error, around 50%	4.89	13.86	7.75	15.69	30.99	10.51	13.72	5.32	12.65	16.11	28.29	13.21	5.75

Are you aware of the rules and regulations in Canada surrounding importing and the interprovincial trade of food, plant or animal products?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q19																								
Weighted Total:	5868	807	658	377	2257	1307	397	1475	883	973	940	1135	2759	2990	975	1952	2829	791	698	694	740	1106	953	
Total:	5868	786	681	387	2361	1176	413	491	1073	1157	1167	1518	2869	2880	1098	2054	2601	769	710	704	737	1048	964	
<b>Yes</b>	24%	26%	26%	24%	24%	17%	33%	22%	22%	25%	26%	24%	23%	25%	26%	23%	23%	22%	26%	25%	25%	23%	22%	
<b>No</b>	67%	65%	66%	63%	65%	75%	57%	70%	70%	67%	64%	65%	69%	64%	64%	67%	68%	67%	64%	65%	66%	70%	71%	
<b>Don't know</b>	10%	9%	8%	12%	10%	8%	9%	9%	7%	9%	10%	11%	8%	11%	10%	10%	9%	10%	10%	10%	9%	7%	8%	
Chi2:	-	99.9						95					99.9		-			90						
Margin of Error,around 50%	1.28	3.50	3.76	4.98	2.02	2.86	4.82	4.42	2.99	2.88	2.87	2.52	1.83	1.83	2.96	2.16	1.92	3.53	3.68	3.69	3.61	3.03	3.16	

Are you aware of the rules and regulations in Canada surrounding importing and the interprovincial trade of food, plant or animal products?													
	Total	Employment						Born in Canada		Vismin/Indig/Disab			
		Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q19													
Weighted Total:	5868	546	2513	451	234	1447	549	5045	766	534	137	535	4417
Total:	5868	597	2232	409	207	1855	448	5036	778	442	138	545	4507
<b>Yes</b>	24%	<b>27%</b> ++	23% -	25% -	28% -	24% -	<b>20%</b> --	24%	24%	25%	25%	<b>29%</b> ++++	<b>23%</b> --
<b>No</b>	67%	64%	<b>70%</b> ++++	<b>62%</b> --	63%	<b>64%</b> --	68%	67%	68%	69%	67%	<b>58%</b> ----	<b>68%</b> +++
<b>Don't know</b>	10%	8%	<b>8%</b> ----	<b>13%</b> ++	9%	<b>11%</b> +++	12%	10%	8%	<b>6%</b> --	8%	<b>12%</b> ++	9%
Chi2:	-	99.9						-		99.9			
Margin of Error, around 50%	1.28	4.01	2.07	4.85	6.81	2.28	4.63	1.38	3.51	4.66	8.34	4.20	1.46

**To the best of your knowledge, when importing food, plant or animal products, which government departments would you need to check with to ensure you are following all necessary laws and regulations?**

	Region							Age					Gender		Education			Income						
	Total	BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q20																								
Weighted Total:	5868	807	658	377	2257	1307	397	1475	883	973	940	1135	2759	2990	975	1952	2829	791	698	694	740	1106	953	
Total:	5868	786	681	387	2361	1176	413	491	1073	1157	1167	1518	2869	2880	1098	2054	2601	769	710	704	737	1048	964	
Canada Border Services Agency (CBSA)	57%	57%	62% +++	64% +++	56%	54% --	60%	66% ++++	60% +	59% +	56% --	47% --	56% +	58% +	52% --	57% --	59% +++	54% --	58% --	55% --	59% --	61% +++	59% --	
Canadian Food Inspection Agency (CFIA)	56%	54%	56%	58%	57%	55% 62% +++	53% --	56% -	58% +	58% +	61% ++++	55% -	58% +++	54% -	56% --	58% +++	58% --	58% --	59% --	55% --	55% --	56% --	55% --	
Health Canada	26%	25%	24%	24%	27%	28% +	29% +	27% --	21% --	26% --	29% +	30% ++++	26% --	27% +	26% --	26% --	27% --	31% +++	28% --	26% --	25% --	25% --	25% --	
Canadian Wildlife Service	16%	13% --	13% --	9% --	16%	23% ++++	15% --	17% --	16% --	15% --	18% --	16% --	15% --	18% ++++	16% --	17% --	16% --	21% +++	19% ++	13% --	14% --	16% --	13% --	
Agriculture and Agri-Food Canada (AAFC)	51%	49% --	45% --	45% --	52%	56% ++++	53% --	46% --	46% --	52% --	58% ++++	59% ++++	48% --	55% ++++	51% --	52% --	52% --	54% +	54% +	51% --	50% --	51% --	49% --	
Royal Canadian Mounted Police (RCMP)	4%	3% --	5% --	6% +	3%	5% --	4% --	5% ++	2% --	4% --	4% --	3% --	5% +++	3% --	5% --	4% --	4% --	7% +++	4% --	3% --	3% --	4% --	3% --	
Canadian Security and Intelligence Service (CSIS)	2%	1% -	2% -	1% -	3%	3% ++	2% --	3% --	1% --	2% --	3% --	2% --	2% --	3% +	4% +++	3% --	2% --	4% +++	4% +++	2% --	1% --	3% --	1% --	
Canada Revenue Agency (CRA)	5%	4% -	5% -	5% -	5%	5% --	6% --	4% --	5% --	6% ++	6% --	4% --	6% +	5% --	5% --	4% -	6% --	6% +	5% --	6% --	4% --	5% --	5% --	
Provincial Agriculture Departments	38%	42% ++	39% --	32% --	35% --	40% ++	44% +++	34% --	34% --	37% --	42% ++++	45% ++++	35% --	41% ++++	38% --	39% --	37% --	43% +++	43% +++	36% --	35% --	36% --	34% --	
Provincial Health Departments	20%	19% +	23% +	21% +	21% ++	16% --	23% +	20% --	16% --	17% --	23% ++	25% ++++	19% --	21% +++	22% +	19% --	20% --	26% +++	22% --	18% --	19% --	18% --	17% --	
Other government department	1%	1% --	0% --	0% -	1%	1% --	1% --	2% +++	0% --	1% --	1% --	1% --	1% --	1% --	1% --	1% --	1% --	2% +++	0% --	1% --	1% --	1% --	1% --	
Don't know	18%	18% --	18% --	19% -	19%	16% --	16% --	18% +++	18% --	16% --	15% --	19% --	18% --	18% --	22% --	17% --	17% --	19% +++	17% --	17% --	18% --	16% --	18% --	
Chi2:	-	(99.9)						99.9					99.9		90			99.9						
Margin of Error, around 50%	1.28	3.50	3.76	4.98	2.02	2.86	4.82	4.42	2.99	2.88	2.87	2.52	1.83	1.83	2.96	2.16	1.92	3.53	3.68	3.69	3.61	3.03	3.16	

**To the best of your knowledge, when importing food, plant or animal products, which government departments would you need to check with to ensure you are following all necessary laws and regulations?**

	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q20													
Weighted Total:	5868	546	2513	451	234	1447	549	5045	766	534	137	535	4417
Total:	5868	597	2232	409	207	1855	448	5036	778	442	138	545	4507
Canada Border Services Agency (CBSA)	57%	55%	61%	65%	60%	49%	60%	58%	55%	60%	58%	62%	57%
Canadian Food Inspection Agency (CFIA)	56%	54%	55%	61%	56%	58%	55%	57%	54%	51%	54%	59%	57%
Health Canada	26%	25%	26%	28%	20%	29%	27%	26%	29%	34%	33%	30%	26%
Canadian Wildlife Service	16%	14%	15%	24%	22%	16%	16%	16%	16%	20%	17%	21%	16%
Agriculture and Agri-Food Canada (AAFC)	51%	55%	48%	56%	37%	58%	54%	51%	53%	51%	49%	59%	52%
Royal Canadian Mounted Police (RCMP)	4%	3%	4%	7%	6%	3%	5%	4%	2%	5%	7%	6%	3%
Canadian Security and Intelligence Service (CSIS)	2%	2%	2%	4%	3%	2%	4%	2%	2%	4%	4%	3%	2%
Canada Revenue Agency (CRA)	5%	4%	5%	5%	7%	5%	6%	5%	5%	6%	7%	9%	5%
Provincial Agriculture Departments	38%	37%	34%	43%	30%	44%	42%	38%	38%	39%	41%	44%	38%
Provincial Health Departments	20%	19%	18%	27%	13%	23%	23%	20%	21%	23%	19%	25%	19%
Other government department	1%	1%	1%	1%	4%	1%	1%	1%	1%	1%	0%	1%	1%
Don't know	18%	19%	17%	13%	22%	19%	19%	18%	18%	16%	21%	16%	18%
Chi2:	-	(99.9)						-		(99.9)			
Margin of Error, around 50%	1.28	4.01	2.07	4.85	6.81	2.28	4.63	1.38	3.51	4.66	8.34	4.20	1.46



To the best of your knowledge who has the most responsibility for ensuring all laws and regulations are followed when products are bought or sold online.																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q21																								
Weighted Total:	5868	807	658	377	2257	1307	397	1475	883	973	940	1135	2759	2990	975	1952	2829	791	698	694	740	1106	953	
Total:	5868	786	681	387	2361	1176	413	491	1073	1157	1167	1518	2869	2880	1098	2054	2601	769	710	704	737	1048	964	
The manufacturer	4%	3%	4%	4%	4%	5%	3%	4%	3%	4%	4%	5%	4%	4%	3%	4%	4%	4%	4%	5%	4%	4%	2%	
		--				+++						+			-	+							--	
The seller	25%	25%	24%	24%	28%	24%	23%	34%	28%	25%	20%	18%	25%	25%	21%	22%	29%	25%	24%	24%	25%	29%	27%	
					+++			++++	+		---	---			---	---	++++					+++		
The buyer	27%	28%	30%	27%	26%	26%	26%	24%	28%	30%	29%	25%	30%	23%	24%	28%	27%	21%	27%	27%	27%	26%	32%	
			+							+++	++		++++	---	--			----					++++	
A Canadian government department	14%	13%	11%	15%	13%	16%	16%	11%	11%	12%	15%	20%	13%	14%	17%	16%	11%	19%	16%	14%	12%	12%	9%	
		--				++		--	---			++++			++++	+++	---	++++	+				---	
The shipping company (e.g. UPS, FedEx, etc.)	1%	1%	2%	1%	1%	2%	2%	2%	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%	3%	1%	1%	1%	2%	
		--																--	++++			--	++	
The online platform where the sale is occurring (e.g. eBay, Kijiji, Amazon)	14%	13%	15%	13%	13%	15%	13%	14%	14%	12%	15%	12%	12%	15%	15%	14%	13%	13%	10%	12%	16%	16%	13%	
													---	+++					---		++	+++		
Don't know	15%	18%	15%	16%	15%	13%	16%	11%	15%	15%	16%	19%	13%	17%	18%	15%	14%	17%	15%	16%	14%	12%	15%	
Chi2:	-	99						99.9					99.9		99.9			99.9						
Margin of Error,around 50%	1.28	3.50	3.76	4.98	2.02	2.86	4.82	4.42	2.99	2.88	2.87	2.52	1.83	1.83	2.96	2.16	1.92	3.53	3.68	3.69	3.61	3.03	3.16	

To the best of your knowledge who has the most responsibility for ensuring all laws and regulations are followed when products are bought or sold online.													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q21													
Weighted Total:	5868	546	2513	451	234	1447	549	5045	766	534	137	535	4417
Total:	5868	597	2232	409	207	1855	448	5036	778	442	138	545	4507
The manufacturer	4%	5%	4%	5%	1%	4%	1%	4%	4%	4%	6%	4%	4%
The seller	25%	27%	29%	22%	23%	18%	32%	26%	24%	20%	29%	28%	26%
The buyer	27%	26%	29%	26%	22%	26%	21%	27%	24%	24%	29%	24%	27%
A Canadian government department	14%	11%	11%	16%	15%	19%	13%	13%	16%	17%	11%	15%	13%
The shipping company (e.g. UPS, FedEx, etc.)	1%	1%	2%	1%	3%	1%	1%	1%	1%	3%	2%	2%	1%
The online platform where the sale is occurring (e.g. eBay, Kijiji, Amazon)	14%	14%	13%	18%	15%	13%	16%	13%	17%	18%	9%	13%	13%
Don't know	15%	16%	13%	12%	21%	19%	16%	16%	13%	14%	14%	14%	15%
Chi2:	-	(99.9)						95		(99)			
Margin of Error, around 50%	1.28	4.01	2.07	4.85	6.81	2.28	4.63	1.38	3.51	4.66	8.34	4.20	1.46

When purchasing products online, do you check that the product is being sold by a reliable source?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q22																								
Weighted Total:	5868	807	658	377	2257	1307	397	1475	883	973	940	1135	2759	2990	975	1952	2829	791	698	694	740	1106	953	
Total:	5868	786	681	387	2361	1176	413	491	1073	1157	1167	1518	2869	2880	1098	2054	2601	769	710	704	737	1048	964	
<b>Yes</b>	82%	84%	84%	80%	83%	<b>80%</b>	82%	<b>85%</b>	84%	<b>87%</b>	83%	<b>74%</b>	83%	82%	<b>73%</b>	82%	<b>87%</b>	<b>74%</b>	<b>78%</b>	83%	<b>88%</b>	<b>84%</b>	<b>85%</b>	
					+	--		++		++++		----			----		++++	----	---		++++	++	+++	
<b>No</b>	10%	9%	9%	11%	9%	<b>12%</b>	12%	11%	<b>12%</b>	<b>8%</b>	9%	11%	10%	10%	<b>15%</b>	10%	<b>8%</b>	<b>14%</b>	11%	9%	<b>7%</b>	11%	10%	
						++			++	--	-				++++		----	++++			----			
<b>Don't know</b>	8%	7%	7%	9%	7%	8%	6%	4%	4%	5%	9%	15%	7%	8%	12%	8%	5%	12%	10%	7%	6%	5%	4%	
Chi2:	-	95						99.9					-		99.9			99.9						
Margin of Error,around 50%	1.28	3.50	3.76	4.98	2.02	2.86	4.82	4.42	2.99	2.88	2.87	2.52	1.83	1.83	2.96	2.16	1.92	3.53	3.68	3.69	3.61	3.03	3.16	

When purchasing products online, do you check that the product is being sold by a reliable source?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q22													
Weighted Total:	5868	546	2513	451	234	1447	549	5045	766	534	137	535	4417
Total:	5868	597	2232	409	207	1855	448	5036	778	442	138	545	4507
<b>Yes</b>	82%	84%	<b>86%</b> ++++	83%	<b>89%</b> ++	<b>76%</b> ----	<b>78%</b> --	82%	84%	83%	<b>76%</b> --	81%	<b>83%</b> ++
<b>No</b>	10%	9%	<b>9%</b> --	11%	8%	11%	<b>14%</b> +++	10%	9%	12%	<b>15%</b> ++	10%	10%
<b>Don't know</b>	8%	8%	5%	6%	3%	13%	9%	8%	6%	5%	9%	8%	7%
Chi2:	-	99.9						-		90			
Margin of Error, around 50%	1.28	4.01	2.07	4.85	6.81	2.28	4.63	1.38	3.51	4.66	8.34	4.20	1.46

How do you check that the product is being sold by a reliable source?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q23																								
Weighted Total:	4830	679	552	302	1882	1048	324	1257	742	847	779	843	2293	2448	712	1593	2448	584	547	579	651	934	813	
Total:	4784	665	558	307	1956	921	335	419	905	1004	966	1127	2346	2349	803	1671	2233	554	540	578	629	898	825	
I read reviews from other customers posted online	61%	62%	64%	58%	65%	51%	61%	78%	70%	59%	50%	42%	64%	58%	54%	60%	63%	60%	54%	59%	60%	67%	64%	
			+		++++	----		++++	++++		----	----	++++	----	----		++++					++++	++	
I check with consumer protection agencies, such as the Better Business Bureau	19%	22%	26%	15%	18%	14%	25%	19%	16%	19%	21%	18%	17%	20%	17%	20%	19%	21%	21%	16%	19%	16%	19%	
		++	++++			----	+++		--		+		--	+						-		--		
I email the seller to find out more about their activities before I buy	5%	6%	5%	4%	4%	4%	5%	4%	4%	6%	6%	3%	5%	5%	4%	5%	4%	5%	4%	6%	5%	4%	4%	
										+++		--				++	-							
I only buy from reputable e-commerce platforms	72%	67%	67%	72%	73%	75%	72%	74%	76%	71%	71%	67%	74%	70%	66%	69%	76%	64%	65%	73%	77%	75%	77%	
		--	--		+	++			+++			----	++	----	----	----	++++	----	----		+++	++	++++	
I use PayPal to ensure I can get my money back if it is a scam	24%	25%	23%	27%	22%	27%	27%	27%	23%	27%	24%	22%	25%	23%	22%	27%	23%	25%	24%	22%	24%	25%	25%	
					---	++				+					-	+++	-			-				
I use an online search tool and search the company name to see if anything bad shows up	50%	51%	54%	47%	51%	47%	46%	61%	52%	49%	44%	38%	52%	48%	42%	50%	52%	47%	51%	46%	47%	52%	56%	
			++			--		++++	+		----	----	+++	----	----		+++			-			++++	
I buy from sites recommended by people I know	33%	31%	30%	33%	36%	30%	33%	41%	33%	32%	27%	28%	31%	34%	29%	33%	33%	35%	30%	35%	28%	34%	37%	
					+++	-		++++			----	----	---	++	--						---		+++	
PURCHASE FROM VENDORS/COMPANIES/BUSINESSES THAT HAVE A STORE FRONT/PHYSICAL ADDRESS	1%	1%	1%	1%	1%	0%	0%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	
								--	++	++							++		--					
PURCHASE FROM CANADIAN/LOCAL VENDORS	1%	1%	0%	1%	1%	2%	0%	0%	1%	1%	2%	1%	0%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
			--			++++		-			++		----	++++										
PURCHASE FROM COMPANIES/BUSINESSES I KNOW/HAVE DONE BUSINESS WITH THEM BEFORE, ONLY DIRECT FROM BUSINESS THEMSELVES/NO THIRD PARTY VENDORS	2%	3%	1%	2%	2%	2%	1%	0%	3%	1%	3%	3%	1%	3%		2%	2%	2%	2%	2%	2%	2%	2%	
								---	++		+++	++	----	++++										
CERTIFY WEBSITE IS LEGITIMATE, USE SECURITY SOFTWARE	1%	0%	0%	1%	1%	1%	0%	0%	0%	1%	1%	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%	1%	0%	
													--	++	-		+		+++					
Other	1%	1%	1%	0%	1%	1%	0%	1%	0%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	0%	0%	1%	
Don't know	1%	2%	1%	2%	1%	2%	2%	0%	0%	1%	2%	3%	1%	1%	2%	2%	1%	3%	2%	2%	2%	1%	0%	
Chi2:	-	(99.9)						(99.9)					99.9		(99.9)			(99)						
Margin of Error, around 50%	1.42	3.80	4.15	5.59	2.22	3.23	5.35	4.79	3.26	3.09	3.15	2.92	2.02	2.02	3.46	2.40	2.07	4.16	4.22	4.08	3.91	3.27	3.41	

How do you check that the product is being sold by a reliable source?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q23													
Weighted Total:	4830	458	2174	376	208	1097	426	4148	647	442	103	435	3662
Total:	4784	501	1915	337	182	1406	353	4103	649	362	103	442	3692
I read reviews from other customers posted online	61%	58%	67%	63%	66%	46%	70%	60%	65%	74%	67%	61%	59%
I check with consumer protection agencies, such as the Better Business Bureau	19%	15%	19%	18%	22%	19%	24%	19%	17%	22%	31%	26%	17%
I email the seller to find out more about their activities before I buy	5%	6%	4%	5%	7%	4%	4%	5%	5%	8%	2%	7%	4%
I only buy from reputable e-commerce platforms	72%	71%	74%	75%	76%	68%	67%	72%	72%	73%	72%	71%	72%
I use PayPal to ensure I can get my money back if it is a scam	24%	26%	26%	23%	21%	23%	23%	24%	25%	28%	34%	31%	23%
I use an online search tool and search the company name to see if anything bad shows up	50%	50%	52%	56%	58%	40%	55%	50%	49%	58%	49%	55%	48%
I buy from sites recommended by people I know	33%	30%	36%	34%	27%	28%	34%	33%	33%	39%	38%	33%	32%
PURCHASE FROM VENDORS/COMPANIES/BUSINESSES THAT HAVE A STORE FRONT/PHYSICAL ADDRESS	1%	1%	1%	0%	1%	1%	1%	1%	0%	0%	0%	0%	1%
PURCHASE FROM CANADIAN/LOCAL VENDORS	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%
PURCHASE FROM COMPANIES/BUSINESSES I KNOW/HAVE DONE BUSINESS WITH THEM BEFORE, ONLY DIRECT FROM BUSINESS THEMSELVES/NO THIRD PARTY VENDORS	2%	3%	2%	2%	0%	3%	2%	2%	2%	1%	3%	2%	2%
CERTIFY WEBSITE IS LEGITIMATE, USE SECURITY SOFTWARE	1%	1%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%
Other	1%	2%	0%	0%	0%	1%	0%	1%	0%	0%	2%	0%	1%
Don't know	1%	1%	0%	2%	2%	3%	1%	1%	1%	1%	1%	2%	1%
Chi2:	-	(99.9)						-		(99.9)			
Margin of Error,around 50%	1.42	4.38	2.24	5.34	7.26	2.61	5.22	1.53	3.85	5.15	9.66	4.66	1.61

Do you verify that the product is allowed to be sold in Canada?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q24																								
Weighted Total:	5868	807	658	377	2257	1307	397	1475	883	973	940	1135	2759	2990	975	1952	2829	791	698	694	740	1106	953	
Total:	5868	786	681	387	2361	1176	413	491	1073	1157	1167	1518	2869	2880	1098	2054	2601	769	710	704	737	1048	964	
<b>Yes</b>	28%	<b>31%</b>	<b>31%</b>	28%	<b>26%</b>	27%	32%	26%	<b>25%</b>	29%	<b>33%</b>	28%	29%	28%	28%	<b>32%</b>	<b>25%</b>	29%	31%	<b>34%</b>	28%	<b>25%</b>	<b>25%</b>	
		++	++		---		+			--	++++					++++	----		+	++++		--	--	
<b>No</b>	59%	<b>55%</b>	56%	<b>54%</b>	<b>62%</b>	<b>62%</b>	56%	<b>64%</b>	<b>67%</b>	60%	<b>55%</b>	<b>55%</b>	60%	59%	<b>54%</b>	<b>54%</b>	<b>65%</b>	<b>52%</b>	<b>54%</b>	<b>55%</b>	62%	<b>67%</b>	<b>67%</b>	
		---	-	--	++++	++		+++	++++		---	----			----	----	++++	----	---	--		++++	++++	
<b>Don't know</b>	13%	14%	13%	18%	12%	11%	11%	10%	8%	11%	12%	18%	11%	13%	18%	13%	10%	19%	15%	11%	10%	7%	8%	
Chi2:	-	99.9						99.9					-		99.9			99.9						
Margin of Error,around 50%	1.28	3.50	3.76	4.98	2.02	2.86	4.82	4.42	2.99	2.88	2.87	2.52	1.83	1.83	2.96	2.16	1.92	3.53	3.68	3.69	3.61	3.03	3.16	

Do you verify that the product is allowed to be sold in Canada?													
	Total	Employment						Born in Canada		Vismin/Indig/Disab			
		Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q24													
Weighted Total:	5868	546	2513	451	234	1447	549	5045	766	534	137	535	4417
Total:	5868	597	2232	409	207	1855	448	5036	778	442	138	545	4507
<b>Yes</b>	28%	28%	28%	29%	27%	29%	27%	28%	30%	<b>34%</b> +++	33%	<b>36%</b> ++++	<b>27%</b> ----
<b>No</b>	59%	59%	<b>64%</b> ++++	55% -	55%	<b>54%</b> ----	60%	59%	58%	56%	54%	<b>51%</b> ----	<b>61%</b> ++++
<b>Don't know</b>	13%	13%	9%	16%	18%	16%	13%	13%	12%	10%	13%	13%	12%
Chi2:	-	99						-		99.9			
Margin of Error, around 50%	1.28	4.01	2.07	4.85	6.81	2.28	4.63	1.38	3.51	4.66	8.34	4.20	1.46



Do you check if the product has been recalled in Canada for health or safety reasons?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q25																								
Weighted Total:	5868	807	658	377	2257	1307	397	1475	883	973	940	1135	2759	2990	975	1952	2829	791	698	694	740	1106	953	
Total:	5868	786	681	387	2361	1176	413	491	1073	1157	1167	1518	2869	2880	1098	2054	2601	769	710	704	737	1048	964	
<b>Yes</b>	20%	22%	20%	18%	21%	17%	26%	18%	18%	20%	22%	24%	18%	23%	21%	23%	19%	22%	22%	22%	20%	18%	17%	
						---	+++	-	--			+++	----	++++		+++	---					--	---	
<b>No</b>	71%	69%	72%	71%	71%	74%	67%	77%	78%	72%	70%	63%	74%	69%	67%	68%	75%	65%	67%	70%	73%	78%	79%	
						+++	--	++++	++++			----	++++	----	----	----	++++	----	---	---		++++	++++	
<b>Don't know</b>	8%	9%	9%	11%	8%	9%	7%	5%	4%	8%	8%	14%	8%	8%	12%	9%	6%	13%	11%	8%	7%	4%	4%	
Chi2:	-	99						99.9					99.9		99.9			99.9						
Margin of Error,around 50%	1.28	3.50	3.76	4.98	2.02	2.86	4.82	4.42	2.99	2.88	2.87	2.52	1.83	1.83	2.96	2.16	1.92	3.53	3.68	3.69	3.61	3.03	3.16	

Do you check if the product has been recalled in Canada for health or safety reasons?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q25													
Weighted Total:	5868	546	2513	451	234	1447	549	5045	766	534	137	535	4417
Total:	5868	597	2232	409	207	1855	448	5036	778	442	138	545	4507
<b>Yes</b>	20%	20%	<b>19%</b>	22%	18%	<b>23%</b>	23%	20%	23%	<b>25%</b>	<b>28%</b>	<b>29%</b>	<b>19%</b>
			---			+++		-	+	++	++	++++	----
<b>No</b>	71%	71%	<b>77%</b>	68%	73%	<b>64%</b>	67%	<b>72%</b>	68%	67%	65%	<b>62%</b>	<b>73%</b>
			++++			----		++	-	-		----	++++
<b>Don't know</b>	8%	9%	5%	10%	10%	13%	10%	8%	9%	8%	7%	9%	8%
Chi2:	-	99.9						90		99.9			
Margin of Error, around 50%	1.28	4.01	2.07	4.85	6.81	2.28	4.63	1.38	3.51	4.66	8.34	4.20	1.46

Food products that cost significantly less than the usual price may be substandard, adulterated, diluted or made with cheaper ingredients than those listed on the label																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q26A																								
Are you aware that... ?																								
Weighted Total:	5868	807	658	377	2257	1307	397	1475	883	973	940	1135	2759	2990	975	1952	2829	791	698	694	740	1106	953	
Total:	5868	786	681	387	2361	1176	413	491	1073	1157	1167	1518	2869	2880	1098	2054	2601	769	710	704	737	1048	964	
Yes	85%	<b>87%</b>	86%	82%	85%	84%	81%	85%	84%	83%	86%	<b>87%</b>	85%	85%	<b>81%</b>	85%	<b>86%</b>	<b>81%</b>	83%	84%	<b>88%</b>	85%	<b>88%</b>	
No	8%	7%	9%	10%	8%	8%	9%	<b>10%</b>	<b>10%</b>	9%	7%	<b>5%</b>	8%	<b>9%</b>	9%	8%	8%	9%	10%	8%	7%	<b>10%</b>	7%	
Don't know	7%	6%	5%	8%	7%	8%	9%	5%	6%	8%	7%	8%	8%	6%	10%	7%	5%	11%	8%	7%	5%	5%	5%	
Chi2:	-	-	-	-	-	-	-	99.9	-	-	-	-	90	-	-	-	-	95	-	-	-	-	-	
Margin of Error,around 50%	1.28	3.50	3.76	4.98	2.02	2.86	4.82	4.42	2.99	2.88	2.87	2.52	1.83	1.83	2.96	2.16	1.92	3.53	3.68	3.69	3.61	3.03	3.16	

Food products that cost significantly less than the usual price may be substandard, adulterated, diluted or made with cheaper ingredients than those listed on the label													
	Total	Employment						Born in Canada		Vismin/Indig/Disab			
		Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q26A Are you aware that... ?													
Weighted Total:	5868	546	2513	451	234	1447	549	5045	766	534	137	535	4417
Total:	5868	597	2232	409	207	1855	448	5036	778	442	138	545	4507
<b>Yes</b>	85%	85%	85%	85%	82%	85%	82%	85%	82%	77%	79%	82%	86%
								+++	-	----	-		++++
<b>No</b>	8%	9%	8%	10%	10%	6%	11%	8%	9%	12%	9%	9%	8%
						----	++			+++			--
<b>Don't know</b>	7%	6%	6%	5%	8%	9%	8%	7%	8%	11%	11%	9%	6%
Chi2:	-	.99						-		99.9			
Margin of Error, around 50%	1.28	4.01	2.07	4.85	6.81	2.28	4.63	1.38	3.51	4.66	8.34	4.20	1.46

Purebred pets that are priced below average may not come from a reputable breeder and could have costly health problems																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q26B																								
Are you aware that... ?																								
Weighted Total:	5868	807	658	377	2257	1307	397	1475	883	973	940	1135	2759	2990	975	1952	2829	791	698	694	740	1106	953	
Total:	5868	786	681	387	2361	1176	413	491	1073	1157	1167	1518	2869	2880	1098	2054	2601	769	710	704	737	1048	964	
<b>Yes</b>	87%	<b>91%</b> ++++	<b>90%</b> ++	87%	87%	<b>84%</b> ----	86%	85%	87%	<b>89%</b> ++	<b>89%</b> +++	<b>89%</b> ++	<b>84%</b> ----	<b>91%</b> ++++	<b>85%</b> --	87%	<b>88%</b> +++	<b>81%</b> ----	<b>83%</b> ---	87%	<b>90%</b> +++	<b>90%</b> ++++	<b>89%</b> ++	
<b>No</b>	6%	<b>4%</b> ---	5%	6%	6%	<b>7%</b> ++	6%	<b>9%</b> ++++	7%	<b>4%</b> --	<b>4%</b> ---	<b>3%</b> ----	<b>8%</b> ++++	<b>4%</b> ----	6%	5%	6%	<b>8%</b> ++	<b>8%</b> ++	6%	<b>4%</b> --	6%	5%	
<b>Don't know</b>	7%	5%	5%	7%	6%	9%	7%	5%	6%	7%	6%	8%	9%	5%	9%	8%	5%	11%	9%	7%	6%	4%	6%	
Chi2:	-	99						99.9					99.9		-			99						
Margin of Error,around 50%	1.28	3.50	3.76	4.98	2.02	2.86	4.82	4.42	2.99	2.88	2.87	2.52	1.83	1.83	2.96	2.16	1.92	3.53	3.68	3.69	3.61	3.03	3.16	

Purebred pets that are priced below average may not come from a reputable breeder and could have costly health problems													
	Total	Employment						Born in Canada		Vismin/Indig/Disab			
		Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q26B													
Are you aware that... ?													
Weighted Total:	5868	546	2513	451	234	1447	549	5045	766	534	137	535	4417
Total:	5868	597	2232	409	207	1855	448	5036	778	442	138	545	4507
Yes	87%	85%	87%	87%	85%	88%	86%	88%	81%	76%	82%	90%	89%
No	6%	7%	7%	7%	7%	4%	8%	5%	10%	15%	11%	5%	5%
Don't know	7%	8%	6%	6%	8%	8%	6%	7%	9%	9%	7%	6%	7%
Chi2:	-	.99						99.9		99.9			
Margin of Error,around 50%	1.28	4.01	2.07	4.85	6.81	2.28	4.63	1.38	3.51	4.66	8.34	4.20	1.46

Meat, eggs and dairy products, or other animal products such as pet food and chews, might carry disease that could impact Canada's farmed and wild animals																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q26C																								
Are you aware that... ?																								
Weighted Total:	5868	807	658	377	2257	1307	397	1475	883	973	940	1135	2759	2990	975	1952	2829	791	698	694	740	1106	953	
Total:	5868	786	681	387	2361	1176	413	491	1073	1157	1167	1518	2869	2880	1098	2054	2601	769	710	704	737	1048	964	
<b>Yes</b>	78%	80%	<b>82%</b>	<b>83%</b>	78%	<b>76%</b>	78%	78%	77%	79%	80%	79%	78%	79%	<b>74%</b>	79%	<b>80%</b>	78%	<b>72%</b>	77%	80%	79%	<b>82%</b>	
			+++	++		--									----		+++		----				+++	
<b>No</b>	14%	13%	<b>10%</b>	12%	15%	<b>17%</b>	15%	<b>17%</b>	<b>17%</b>	14%	13%	<b>10%</b>	14%	15%	16%	13%	14%	13%	<b>19%</b>	15%	14%	16%	12%	
			----			+++		++	++++			----			+				++++			+	-	
<b>Don't know</b>	8%	7%	8%	5%	7%	8%	8%	<b>5%</b>	<b>5%</b>	7%	7%	<b>10%</b>	8%	<b>6%</b>	<b>10%</b>	8%	<b>6%</b>	9%	<b>10%</b>	8%	<b>6%</b>	<b>5%</b>	<b>6%</b>	
				-				---	---			++++		----	++++		----		++		--	---	---	
Chi2:	-	99						99.9					95		99.9			99.9						
Margin of Error,around 50%	1.28	3.50	3.76	4.98	2.02	2.86	4.82	4.42	2.99	2.88	2.87	2.52	1.83	1.83	2.96	2.16	1.92	3.53	3.68	3.69	3.61	3.03	3.16	

Meat, eggs and dairy products, or other animal products such as pet food and chews, might carry disease that could impact Canada's farmed and wild animals													
	Total	Employment						Born in Canada		Vismin/Indig/Disab			
		Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q26C													
Are you aware that... ?													
Weighted Total:	5868	546	2513	451	234	1447	549	5045	766	534	137	535	4417
Total:	5868	597	2232	409	207	1855	448	5036	778	442	138	545	4507
Yes	78%	80%	78%	82%	78%	78%	78%	78%	79%	75%	80%	75%	79%
No	14%	13%	16%	12%	12%	12%	15%	14%	15%	16%	13%	16%	14%
Don't know	8%	7%	6%	6%	10%	10%	7%	7%	6%	9%	7%	8%	7%
Chi2:	-	99.9						-		-			
Margin of Error, around 50%	1.28	4.01	2.07	4.85	6.81	2.28	4.63	1.38	3.51	4.66	8.34	4.20	1.46



Plants or plant products received may not be as-advertised and seeds can be difficult to accurately identify																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q26D																								
Are you aware that... ?																								
Weighted Total:	5868	807	658	377	2257	1307	397	1475	883	973	940	1135	2759	2990	975	1952	2829	791	698	694	740	1106	953	
Total:	5868	786	681	387	2361	1176	413	491	1073	1157	1167	1518	2869	2880	1098	2054	2601	769	710	704	737	1048	964	
<b>Yes</b>	76%	<b>79%</b>	<b>81%</b>	74%	75%	75%	73%	75%	77%	78%	76%	75%	75%	77%	<b>71%</b>	77%	<b>77%</b>	<b>68%</b>	<b>70%</b>	77%	79%	<b>79%</b>	<b>79%</b>	
		++	++++												----		++	----	----		+	+++	++	
<b>No</b>	13%	11%	<b>9%</b>	15%	14%	14%	<b>17%</b>	<b>17%</b>	14%	12%	12%	<b>11%</b>	14%	13%	14%	13%	13%	<b>16%</b>	<b>17%</b>	13%	12%	13%	11%	
		-	---				++	+++				---						+++	++++				-	
<b>Don't know</b>	11%	9%	10%	11%	11%	11%	10%	<b>8%</b>	<b>9%</b>	10%	12%	<b>14%</b>	11%	10%	<b>15%</b>	11%	<b>9%</b>	<b>15%</b>	12%	10%	9%	<b>7%</b>	10%	
								---	--			++++			++++		----	++++				----		
Chi2:	-	99						99.9					-		99.9			99.9						
Margin of Error,around 50%	1.28	3.50	3.76	4.98	2.02	2.86	4.82	4.42	2.99	2.88	2.87	2.52	1.83	1.83	2.96	2.16	1.92	3.53	3.68	3.69	3.61	3.03	3.16	

Plants or plant products received may not be as-advertised and seeds can be difficult to accurately identify													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q26D													
Are you aware that... ?													
Weighted Total:	5868	546	2513	451	234	1447	549	5045	766	534	137	535	4417
Total:	5868	597	2232	409	207	1855	448	5036	778	442	138	545	4507
Yes	76%	76%	76%	75%	72%	75%	79%	76%	72%	68%	81%	77%	77%
								+++	--	---			+++
No	13%	14%	14%	15%	14%	12%	11%	13%	16%	19%	8%	11%	13%
						--		-	++	+++	-	-	-
Don't know	11%	10%	10%	9%	14%	14%	10%	11%	12%	14%	11%	12%	10%
			---			++++		--		++			---
Chi2:	-	99						95		99.9			
Margin of Error, around 50%	1.28	4.01	2.07	4.85	6.81	2.28	4.63	1.38	3.51	4.66	8.34	4.20	1.46

Plants, plant products, live insects and snails may be or may host plant pests																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q26E																								
Are you aware that... ?																								
Weighted Total:	5868	807	658	377	2257	1307	397	1475	883	973	940	1135	2759	2990	975	1952	2829	791	698	694	740	1106	953	
Total:	5868	786	681	387	2361	1176	413	491	1073	1157	1167	1518	2869	2880	1098	2054	2601	769	710	704	737	1048	964	
Yes	88%	89%	92%	89%	87%	87%	85%	88%	89%	87%	90%	87%	85%	90%	82%	88%	90%	85%	83%	88%	90%	89%	90%	
No	7%	6%	4%	6%	7%	7%	9%	9%	6%	7%	5%	6%	8%	6%	9%	6%	6%	8%	10%	6%	6%	7%	6%	
Don't know	6%	5%	4%	5%	6%	6%	6%	4%	4%	6%	5%	8%	7%	4%	9%	6%	4%	7%	7%	6%	4%	3%	5%	
Chi2:	-	90						99.9					99.9		99.9			99.9						
Margin of Error,around 50%	1.28	3.50	3.76	4.98	2.02	2.86	4.82	4.42	2.99	2.88	2.87	2.52	1.83	1.83	2.96	2.16	1.92	3.53	3.68	3.69	3.61	3.03	3.16	

Plants, plant products, live insects and snails may be or may host plant pests													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q26E													
Are you aware that... ?													
Weighted Total:	5868	546	2513	451	234	1447	549	5045	766	534	137	535	4417
Total:	5868	597	2232	409	207	1855	448	5036	778	442	138	545	4507
Yes	88%	86%	88%	92%	84%	87%	88%	88%	86%	82%	82%	88%	88%
No	7%	7%	7%	6%	8%	6%	7%	6%	8%	11%	11%	6%	6%
Don't know	6%	7%	5%	3%	8%	8%	5%	6%	6%	6%	7%	6%	5%
Chi2:	-	99.9						-		99.9			
Margin of Error,around 50%	1.28	4.01	2.07	4.85	6.81	2.28	4.63	1.38	3.51	4.66	8.34	4.20	1.46

Have you heard anything recently in the news about online purchases of food, plant or animal products which caused problems for the purchasers?																							
	Total	Region						Age					Gender		Education			Income					
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up
Q27																							
Weighted Total:	5868	807	658	377	2257	1307	397	1475	883	973	940	1135	2759	2990	975	1952	2829	791	698	694	740	1106	953
Total:	5868	786	681	387	2361	1176	413	491	1073	1157	1167	1518	2869	2880	1098	2054	2601	769	710	704	737	1048	964
<b>Yes</b>	15%	17%	16%	<b>11%</b>	16%	15%	12%	13%	15%	14%	<b>18%</b>	<b>18%</b>	<b>14%</b>	<b>16%</b>	14%	15%	16%	14%	18%	15%	15%	15%	16%
		+		--			-	-			+++	+++	--	++			+		+				
<b>No</b>	79%	77%	79%	<b>84%</b>	78%	79%	82%	<b>83%</b>	81%	80%	<b>75%</b>	<b>75%</b>	<b>80%</b>	78%	80%	79%	79%	80%	77%	77%	81%	<b>81%</b>	80%
				++				+++			---	---	++	-								++	
<b>Don't know</b>	6%	5%	5%	5%	6%	6%	6%	4%	4%	6%	7%	7%	6%	6%	6%	6%	5%	7%	6%	8%	4%	4%	4%
Chi2:	-	95						99.9					95		-			-					
Margin of Error,around 50%	1.28	3.50	3.76	4.98	2.02	2.86	4.82	4.42	2.99	2.88	2.87	2.52	1.83	1.83	2.96	2.16	1.92	3.53	3.68	3.69	3.61	3.03	3.16

Have you heard anything recently in the news about online purchases of food, plant or animal products which caused problems for the purchasers?													
	Total	Employment						Born in Canada		Vismin/Indig/Disab			
		Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q27													
Weighted Total:	5868	546	2513	451	234	1447	549	5045	766	534	137	535	4417
Total:	5868	597	2232	409	207	1855	448	5036	778	442	138	545	4507
<b>Yes</b>	15%	15%	<b>13%</b> ----	18%	13%	<b>18%</b> ++++	16%	15%	16%	15%	15%	<b>19%</b> ++	15%
<b>No</b>	79%	78%	<b>82%</b> ++++	78%	81%	<b>75%</b> ----	78%	79%	78%	79%	81%	<b>75%</b> --	79%
<b>Don't know</b>	6%	7%	5%	4%	6%	7%	6%	6%	6%	6%	4%	7%	5%
Chi2:	-	99.9						-		-			
Margin of Error, around 50%	1.28	4.01	2.07	4.85	6.81	2.28	4.63	1.38	3.51	4.66	8.34	4.20	1.46

What have you heard?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q28																								
Weighted Total:	898	139	103	43	366	192	48	192	131	137	168	200	391	492	134	292	457	109	123	101	111	166	154	
Total:	931	143	108	53	390	178	52	64	159	160	209	269	433	483	157	317	442	119	122	107	121	171	145	
<b>Pet scams or pet import issues</b>	69%	64%	<b>81%</b>	74%	<b>73%</b>	<b>56%</b>	66%	60%	<b>61%</b>	73%	70%	<b>75%</b>	<b>61%</b>	<b>75%</b>	66%	72%	67%	71%	63%	70%	<b>78%</b>	66%	63%	
			+++		++	---		-	--			++	----	++++							++		-	
<b>Food fraud (food being misrepresented)</b>	29%	28%	27%	32%	32%	28%	28%	27%	28%	34%	32%	26%	<b>37%</b>	<b>24%</b>	31%	31%	28%	<b>42%</b>	26%	31%	25%	27%	24%	
													++++	---				+++						
<b>Non-compliant/restricted products coming into Canada</b>	30%	30%	33%	42%	28%	30%	30%	<b>19%</b>	31%	<b>37%</b>	34%	30%	<b>35%</b>	<b>26%</b>	28%	27%	32%	37%	23%	31%	32%	27%	30%	
				+				--		++			+++	---				+	-					
<b>Products being sold to consumers that could pose health risks or risks to Canadian plant and animal resources</b>	48%	46%	48%	51%	47%	49%	45%	52%	45%	45%	43%	52%	<b>52%</b>	<b>44%</b>	44%	48%	49%	<b>56%</b>	47%	50%	46%	43%	42%	
													++	--				++						
<b>Unsolicited seeds</b>	54%	47%	48%	45%	57%	<b>63%</b>	<b>37%</b>	61%	56%	<b>63%</b>	53%	<b>42%</b>	53%	55%	<b>46%</b>	53%	56%	46%	50%	<b>63%</b>	52%	56%	56%	
		-				+++	--			++		---			--		+	-		++				
<b>Other</b>	1%	1%	1%	2%	1%	1%	0%	0%	0%	<b>3%</b>	1%	0%	1%	1%	0%	1%	1%	0%	1%	1%	0%	0%	1%	
										+++														
<b>Don't know</b>	1%	0%	0%	0%	0%	1%	5%	0%	2%	1%	1%	0%	1%	1%	2%	0%	1%	2%	1%	0%	0%	0%	1%	
Chi2:	-	-						(99)					(99.9)		-			-						
Margin of Error,around 50%	3.21	8.20	9.43	13.46	4.96	7.35	13.59	12.25	7.77	7.75	6.78	5.98	4.71	4.46	7.82	5.50	4.66	8.98	8.87	9.47	8.91	7.49	8.14	

What have you heard?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q28													
Weighted Total:	898	80	337	79	31	261	90	766	126	79	21	100	680
Total:	931	89	314	69	30	334	75	797	128	66	22	98	717
<b>Pet scams or pet import issues</b>	69%	77% +	67%	61%	65%	75% +++	61%	70% +	64%	51% ----	75%	65%	71% ++
<b>Food fraud (food being misrepresented)</b>	29%	42% +++	26% -	47% ++++	38%	27%	20%	28% --	36% +	32%	48%	34%	28% -
<b>Non-compliant/restricted products coming into Canada</b>	30%	37%	30%	30%	36%	29%	22%	29%	34%	38%	39%	39% ++	27% ---
<b>Products being sold to consumers that could pose health risks or risks to Canadian plant and animal resources</b>	48%	51%	47%	59% +	43%	46%	49%	47%	54%	47%	67%	51%	46% --
<b>Unsolicited seeds</b>	54%	59%	55%	58%	68%	43% ----	64% +	55%	49%	58%	41%	53%	55%
<b>Other</b>	1%	3% +++	1%	0%	0%	1%	0%	1%	1%	2%	0%	0%	1%
<b>Don't know</b>	1%	0%	1%	1%	0%	0%	1%	1%	1%	1%	0%	2%	0%
Chi2:	-	(99)						-		-			
Margin of Error,around 50%	3.21	10.39	5.53	11.80	17.89	5.36	11.32	3.47	8.66	12.06	20.89	9.90	3.66



What issue(s) specifically did you hear about?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q29																								
Weighted Total:	613	88	82	32	268	108	32	116	80	100	116	150	240	366	88	209	306	77	77	71	87	109	97	
Total:	655	98	85	40	288	106	34	38	100	118	144	204	287	361	109	230	305	87	81	76	92	116	93	
DOGS NOT THE BREED PURPORTED TO BE/MISREPRESENTED, NOT PURE BRED	5%	8%	1%	0%	4%	9%	9%	3%	7%	3%	5%	7%	4%	6%	3%	6%	5%	2%	12%	2%	4%	6%	4%	
UNSOLICITED SEEDS BEING DELIVERED	35%	29%	30%	22%	41%	33%	30%	56%	30%	30%	33%	27%	30%	37%	32%	34%	36%	37%	33%	41%	29%	36%	37%	
PUPPY MILL PETS TREATED INHUMANELY, DOGS DISEASED/DECEASED, PETS HAVE ON GOING HEALTH PROBLEMS, PUPPY MILL ORIGIN, CONDITIONS UNSAFE IN TRANSPORTATION	31%	38%	31%	36%	32%	19%	47%	29%	30%	32%	29%	35%	25%	36%	26%	30%	34%	34%	32%	29%	31%	32%	29%	
CONTAMINATED PET FOODS, MAKING ANIMALS ILL/CAUSING DEATH	7%	8%	8%	8%	8%	4%	5%	0%	7%	12%	12%	7%	7%	8%	10%	6%	7%	9%	9%	8%	8%	5%	7%	
PET/ANIMAL SCAMS/FRAUD, ANIMALS GAINING ILLEGAL ENTRY INTO CANADA (GENERAL)	25%	27%	22%	25%	27%	25%	17%	28%	21%	20%	30%	28%	26%	24%	30%	23%	26%	23%	18%	20%	29%	26%	31%	
HARMFUL/CONTAMINATED FOODS GAINING ENTRY INTO CANADA (VARIOUS)	8%	10%	12%	10%	8%	6%	4%	5%	9%	7%	12%	7%	9%	8%	7%	7%	10%	12%	9%	9%	9%	8%	4%	
OTHER SPECIFIC PET FRAUD (FRAUDULANT COMPANIES RECEIVING PAYMENT FOR ANIMALS THAT DO NOT EXIST, FRAUDULANT RESCUE PET ORIGIN...)	9%	2%	9%	7%	9%	15%	10%	9%	10%	10%	14%	6%	4%	12%	7%	14%	6%	5%	15%	10%	8%	6%	12%	
COMPANY AND PRODUCT FRAUD (VARIOUS: INTENTIONALLY MISLABELED/INGREDIENTS NOT LISTED, COMPANY/WEBSITE DOES NOT EXIST AFTER RECEIVING PAYMENT FOR GOODS, DILUTED PRODUCTS, FALSE QUALITY/ORIGIN/NOT AS SHOWN)	13%	10%	11%	16%	16%	12%	4%	10%	15%	12%	13%	14%	14%	13%	10%	11%	15%	20%	9%	16%	11%	12%	15%	
PLANT/ANIMAL INVASIVE SPECIES, CAUSING DAMAGE TO ECOSYSTEMS/ENVIRONMENT	5%	4%	8%	8%	4%	8%	6%	9%	4%	4%	6%	4%	4%	7%	7%	7%	4%	8%	6%	4%	8%	3%	4%	
Other	4%	4%	3%	5%	2%	8%	0%	0%	1%	4%	5%	7%	5%	3%	4%	4%	4%	5%	3%	2%	1%	3%	3%	
Don't know	12%	15%	15%	5%	11%	9%	11%	5%	19%	11%	8%	11%	17%	8%	14%	12%	9%	12%	8%	10%	9%	12%	9%	
Chi2:	-	-						(99)					99		-			-						
Margin of Error, around 50%	3.83	9.90	10.63	15.49	5.77	9.52	16.81	15.90	9.80	9.02	8.17	6.86	5.78	5.16	9.39	6.46	5.61	10.51	10.89	11.24	10.22	9.10	10.16	

What issue(s) specifically did you hear about?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q29													
Weighted Total:	613	62	224	49	19	195	55	532	80	39	16	65	480
Total:	655	67	207	49	20	250	49	569	85	36	16	70	512
DOGS NOT THE BREED PURPORTED TO BE/MISREPRESENTED, NOT PURE BRED	5%	3%	6%	5%	4%	5%	7%	5%	8%	2%	5%	4%	6%
UNSOLICITED SEEDS BEING DELIVERED	35%	40%	37%	40%	46%	25%	45%	35%	34%	17%	16%	30%	37%
PUPPY MILL PETS TREATED INHUMANELY, DOGS DISEASED/DECEASED, PETS HAVE ON GOING HEALTH PROBLEMS, PUPPY MILL ORIGIN, CONDITIONS UNSAFE IN TRANSPORTATION	31%	21%	32%	25%	28%	35%	34%	31%	34%	33%	38%	34%	31%
CONTAMINATED PET FOODS, MAKING ANIMALS ILL/CAUSING DEATH	7%	11%	4%	12%	10%	7%	9%	7%	7%	2%	10%	9%	6%
PET/ANIMAL SCAMS/FRAUD, ANIMALS GAINING ILLEGAL ENTRY INTO CANADA (GENERAL)	25%	24%	24%	28%	33%	26%	21%	26%	20%	20%	22%	26%	25%
HARMFUL/CONTAMINATED FOODS GAINING ENTRY INTO CANADA (VARIOUS)	8%	10%	6%	14%	24%	8%	8%	8%	10%	12%	17%	15%	7%
OTHER SPECIFIC PET FRAUD (FRAUDULANT COMPANIES RECEIVING PAYMENT FOR ANIMALS THAT DO NOT EXIST, FRAUDULANT RESCUE PET ORIGIN...)	9%	7%	9%	6%	5%	8%	18%	10%	4%	14%	0%	13%	9%
COMPANY AND PRODUCT FRAUD (VARIOUS: INTENTIONALLY MISLABELED/INGREDIENTS NOT LISTED, COMPANY/WEBSITE DOES NOT EXIST AFTER RECEIVING PAYMENT FOR GOODS, DILUTED PRODUCTS, FALSE QUALITY/ORIGIN/NOT AS SHOWN)	13%	19%	14%	8%	9%	12%	13%	12%	20%	28%	18%	7%	13%
PLANT/ANIMAL INVASIVE SPECIES, CAUSING DAMAGE TO ECOSYSTEMS/ENVIRONMENT	5%	4%	7%	2%	0%	4%	7%	6%	4%	12%	26%	11%	5%
Other	4%	8%	2%	2%	0%	5%	2%	3%	6%	0%	0%	5%	4%
Don't know	12%	12%	9%	15%	25%	13%	7%	13%	5%	4%	10%	13%	11%
Chi2:	-	-	-	-	-	-	-	-	-	(95)	-	-	-
Margin of Error,around 50%	3.83	11.97	6.81	14.00	21.91	6.20	14.00	4.11	10.63	16.33	24.50	11.71	4.33

Are you aware that if you purchase non-permitted food, plant or animal products, the product may be destroyed or removed from the country at your expense or you may be subject to fines?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q30																								
Weighted Total:	5868	807	658	377	2257	1307	397	1475	883	973	940	1135	2759	2990	975	1952	2829	791	698	694	740	1106	953	
Total:	5868	786	681	387	2361	1176	413	491	1073	1157	1167	1518	2869	2880	1098	2054	2601	769	710	704	737	1048	964	
<b>Yes</b>	59%	61%	<b>66%</b> ++++	63%	59%	<b>54%</b> ----	61%	58%	60%	61%	<b>63%</b> +++	57%	59%	60%	57%	60%	59%	56%	57%	59%	<b>64%</b> +++	61%	59%	
<b>No</b>	33%	32%	<b>27%</b> ----	29%	33%	<b>37%</b> ++++	32%	<b>37%</b> +++	34%	32%	<b>29%</b> ---	32%	34%	<b>32%</b> +	33%	32%	34%	33%	35%	32%	30%	34%	33%	
<b>Don't know</b>	8%	7%	7%	9%	8%	9%	7%	5%	5%	8%	8%	11%	7%	9%	10%	8%	7%	10%	8%	9%	6%	5%	7%	
Chi2:	-	99.9						99					90		-			-						
Margin of Error,around 50%	1.28	3.50	3.76	4.98	2.02	2.86	4.82	4.42	2.99	2.88	2.87	2.52	1.83	1.83	2.96	2.16	1.92	3.53	3.68	3.69	3.61	3.03	3.16	

**Are you aware that if you purchase non-permitted food, plant or animal products, the product may be destroyed or removed from the country at your expense or you may be subject to fines?**

	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q30													
Weighted Total:	5868	546	2513	451	234	1447	549	5045	766	534	137	535	4417
Total:	5868	597	2232	409	207	1855	448	5036	778	442	138	545	4507
<b>Yes</b>	59%	59%	<b>61%</b> +++	61%	60%	<b>57%</b> --	57%	59%	58%	58%	59%	61%	59%
<b>No</b>	33%	33%	32%	33%	33%	32%	35%	33%	33%	34%	32%	30%	33%
<b>Don't know</b>	8%	9%	6%	6%	6%	11%	8%	8%	9%	8%	10%	9%	8%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-
Margin of Error, around 50%	1.28	4.01	2.07	4.85	6.81	2.28	4.63	1.38	3.51	4.66	8.34	4.20	1.46

How important do you think it is that the Government of Canada take action to prevent non-permitted food, plant or animal products from entering Canada?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q31																								
Weighted Total:	5868	807	658	377	2257	1307	397	1475	883	973	940	1135	2759	2990	975	1952	2829	791	698	694	740	1106	953	
Total:	5868	786	681	387	2361	1176	413	491	1073	1157	1167	1518	2869	2880	1098	2054	2601	769	710	704	737	1048	964	
Low (1-2)	3%	3%	3%	3%	2%	2%	2%	4%	4%	2%	1%	1%	3%	1%	2%	2%	3%	2%	2%	3%	2%	3%	4%	
								++	++		---	---	++++	---									+++	
Somewhat (3-5)	20%	18%	24%	22%	22%	16%	19%	37%	27%	17%	10%	6%	25%	16%	15%	16%	25%	19%	20%	17%	19%	24%	25%	
			+++		++	---		++++	++++	---	---	---	++++	---	---	---	++++			--		++++	++++	
High (6-7)	75%	77%	71%	73%	74%	80%	77%	57%	68%	80%	88%	92%	70%	81%	80%	80%	71%	76%	77%	77%	78%	73%	70%	
			--		-	++++		----	----	++++	++++	++++	----	++++	++++	++++	----					--	----	
1 Not at all important	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
2	2%	1%	2%	1%	2%	1%	1%	3%	2%	1%	0%	0%	2%	1%	1%	1%	2%	1%	0%	2%	2%	2%	2%	
3	2%	1%	2%	1%	2%	2%	1%	4%	2%	1%	1%	0%	2%	1%	1%	2%	2%	2%	1%	2%	2%	2%	3%	
4 Somewhat important	9%	7%	12%	8%	9%	8%	11%	15%	12%	7%	5%	3%	11%	7%	8%	7%	10%	9%	11%	6%	9%	11%	9%	
5	10%	10%	11%	13%	11%	7%	6%	18%	13%	8%	4%	3%	11%	8%	6%	7%	13%	9%	8%	9%	8%	11%	13%	
6	17%	18%	20%	19%	18%	15%	15%	24%	23%	20%	12%	8%	19%	16%	11%	17%	20%	14%	15%	15%	19%	21%	20%	
7 Very important	58%	59%	51%	55%	56%	65%	62%	34%	45%	60%	76%	84%	52%	65%	69%	63%	51%	62%	62%	62%	58%	52%	50%	
Don't know	2%	2%	1%	2%	2%	1%	2%	2%	2%	1%	1%	1%	2%	2%	2%	2%	1%	2%	2%	2%	1%	0%	1%	
Chi2:	-	99						99.9					99.9		99.9			99.9						
Margin of Error,around 50%	1.28	3.50	3.76	4.98	2.02	2.86	4.82	4.42	2.99	2.88	2.87	2.52	1.83	1.83	2.96	2.16	1.92	3.53	3.68	3.69	3.61	3.03	3.16	
Mean:	6.14	6.19	6.00	6.10	6.11	6.27	6.22	5.57	5.86	6.25	6.54	6.72	5.97	6.33	6.35	6.27	6.00	6.22	6.23	6.22	6.17	6.01	5.94	
Standard Deviation:	1.30	1.29	1.34	1.31	1.29	1.27	1.25	1.41	1.41	1.21	1.03	0.80	1.41	1.14	1.25	1.23	1.33	1.26	1.24	1.31	1.25	1.32	1.42	
Student's T:	*	-	99	-	-	99.9	-	99.9	99.9	99	99.9	99.9	99.9	99.9	99.9	99.9	99.9	90	90	-	-	99.9	99.9	

How important do you think it is that the Government of Canada take action to prevent non-permitted food, plant or animal products from entering Canada?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q31													
Weighted Total:	5868	546	2513	451	234	1447	549	5045	766	534	137	535	4417
Total:	5868	597	2232	409	207	1855	448	5036	778	442	138	545	4507
Low (1-2)	3%	2%	3%	1%	5%	1%	4%	2%	3%	6%	8%	5%	2%
			+++		+++		---		--	++++	++++	++++	---
Somewhat (3-5)	20%	23%	27%	22%	22%	7%	22%	21%	18%	22%	22%	22%	19%
			++++			---	---		+				---
High (6-7)	75%	73%	69%	76%	70%	91%	73%	75%	78%	71%	66%	71%	77%
			---		-	++++				--	---	--	++++
1 Not at all important	1%	1%	1%	1%	2%	0%	2%	1%	1%	3%	5%	3%	1%
2	2%	1%	2%	1%	4%	0%	2%	1%	2%	3%	3%	2%	1%
3	2%	2%	2%	1%	4%	0%	3%	2%	2%	2%	2%	2%	2%
4 Somewhat important	9%	11%	11%	10%	9%	4%	10%	9%	9%	12%	12%	12%	8%
5	10%	10%	13%	11%	9%	3%	9%	10%	7%	8%	8%	8%	10%
6	17%	19%	22%	17%	18%	8%	20%	18%	15%	16%	12%	16%	18%
7 Very important	58%	54%	47%	58%	52%	83%	53%	58%	63%	55%	53%	55%	59%
Don't know	2%	3%	1%	1%	3%	1%	2%	2%	2%	1%	5%	2%	2%
Chi2:	-	99.9						-		(99.9)			
Margin of Error, around 50%	1.28	4.01	2.07	4.85	6.81	2.28	4.63	1.38	3.51	4.66	8.34	4.20	1.46
Mean:	6.14	6.10	5.90	6.18	5.88	6.69	6.01	6.14	6.22	5.91	5.78	5.94	6.22
Standard Deviation:	1.30	1.28	1.37	1.21	1.56	0.86	1.41	1.29	1.31	1.58	1.76	1.55	1.21
Student's T:	*	-	99.9	-	95	99.9	95	-	90	99.9	95	99	99.9

How confident are you in the government's ability to prevent non-permitted food, plant or animal products from entering Canada?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q33																								
Weighted Total:	5868	807	658	377	2257	1307	397	1475	883	973	940	1135	2759	2990	975	1952	2829	791	698	694	740	1106	953	
Total:	5868	786	681	387	2361	1176	413	491	1073	1157	1167	1518	2869	2880	1098	2054	2601	769	710	704	737	1048	964	
Low (1-2)	18%	18%	21%	18%	18%	15%	13%	16%	20%	20%	16%	13%	22%	13%	16%	19%	16%	13%	15%	16%	18%	19%	21%	
Somewhat (3-5)	62%	65%	60%	59%	63%	62%	58%	64%	62%	61%	62%	63%	60%	65%	59%	61%	65%	60%	60%	62%	62%	66%	63%	
High (6-7)	18%	14%	17%	20%	16%	21%	24%	17%	16%	17%	20%	22%	16%	19%	22%	18%	16%	23%	22%	19%	19%	14%	14%	
1 Not at all confident	10%	10%	14%	10%	10%	8%	8%	8%	11%	12%	10%	8%	13%	7%	10%	12%	8%	7%	9%	10%	11%	11%	10%	
2	7%	8%	7%	8%	7%	7%	5%	8%	9%	9%	6%	5%	9%	6%	6%	7%	8%	6%	7%	6%	6%	8%	11%	
3	14%	15%	12%	10%	14%	16%	10%	15%	16%	13%	13%	12%	15%	12%	12%	13%	15%	12%	14%	12%	12%	17%	16%	
4 Somewhat confident	32%	33%	31%	31%	33%	32%	30%	31%	31%	33%	31%	35%	29%	35%	33%	32%	32%	33%	29%	30%	34%	35%	32%	
5	16%	17%	17%	18%	16%	15%	18%	18%	15%	15%	17%	17%	16%	17%	15%	15%	18%	15%	16%	20%	17%	15%	15%	
6	11%	9%	12%	13%	11%	12%	14%	11%	9%	10%	12%	14%	10%	13%	13%	12%	10%	14%	14%	12%	13%	8%	9%	
7 Very confident	7%	6%	6%	6%	5%	9%	11%	5%	6%	6%	8%	8%	6%	7%	9%	7%	6%	10%	8%	7%	5%	6%	5%	
Don't know	3%	2%	1%	3%	3%	1%	5%	3%	2%	2%	2%	2%	2%	3%	3%	2%	3%	4%	3%	3%	2%	1%	2%	
Chi2:	-	99.9						99.9					99.9		99.9			99.9						
Margin of Error, around 50%	1.28	3.50	3.76	4.98	2.02	2.86	4.82	4.42	2.99	2.88	2.87	2.52	1.83	1.83	2.96	2.16	1.92	3.53	3.68	3.69	3.61	3.03	3.16	
Mean:	3.99	3.90	3.89	4.07	3.92	4.14	4.35	4.02	3.85	3.90	4.10	4.24	3.83	4.18	4.15	3.95	3.99	4.28	4.16	4.13	4.02	3.84	3.80	
Standard Deviation:	1.62	1.57	1.69	1.65	1.58	1.62	1.65	1.54	1.63	1.64	1.65	1.56	1.68	1.52	1.68	1.67	1.55	1.61	1.65	1.61	1.62	1.58	1.57	
Student's T:	*	90	90	-	99	99.9	99.9	-	99	95	95	99.9	99.9	99.9	99	-	-	99.9	99	95	-	99.9	99.9	

How confident are you in the government's ability to prevent non-permitted food, plant or animal products from entering Canada?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q33													
Weighted Total:	5868	546	2513	451	234	1447	549	5045	766	534	137	535	4417
Total:	5868	597	2232	409	207	1855	448	5036	778	442	138	545	4507
Low (1-2)	18%	20%	19%	13%	25%	15%	14%	18%	13%	15%	30%	19%	16%
			++	--	+++	---	--	++	---		++++		---
Somewhat (3-5)	62%	62%	62%	65%	57%	62%	64%	63%	58%	56%	48%	62%	64%
								++++	--	---	---		++++
High (6-7)	18%	15%	16%	20%	16%	22%	19%	17%	26%	27%	20%	17%	17%
			---			++++		---	++++	++++			
1 Not at all confident	10%	11%	11%	9%	17%	9%	6%	10%	7%	11%	21%	14%	9%
2	7%	9%	8%	4%	8%	6%	8%	8%	6%	5%	9%	5%	7%
3	14%	15%	14%	11%	17%	13%	15%	14%	13%	10%	10%	10%	15%
4 Somewhat confident	32%	31%	31%	35%	28%	33%	34%	33%	30%	31%	24%	32%	33%
5	16%	15%	17%	19%	12%	16%	15%	17%	15%	15%	15%	19%	16%
6	11%	11%	10%	11%	7%	13%	13%	11%	14%	12%	11%	11%	12%
7 Very confident	7%	5%	6%	8%	9%	8%	6%	6%	12%	15%	10%	6%	6%
Don't know	3%	3%	3%	2%	2%	2%	3%	2%	3%	2%	1%	2%	3%
Chi2:	-	99.9						99.9		99.9			
Margin of Error, around 50%	1.28	4.01	2.07	4.85	6.81	2.28	4.63	1.38	3.51	4.66	8.34	4.20	1.46
Mean:	3.99	3.84	3.92	4.20	3.68	4.17	4.11	3.95	4.37	4.33	3.75	3.97	4.01
Standard Deviation:	1.62	1.60	1.62	1.58	1.79	1.61	1.51	1.60	1.66	1.78	1.95	1.69	1.56
Student's T:	*	95	99	99	99	99.9	90	99.9	99.9	99.9	-	-	-



How do you find information on what is allowed to be imported into Canada or shipped to a different province or territory?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q34																								
Weighted Total:	5868	807	658	377	2257	1307	397	1475	883	973	940	1135	2759	2990	975	1952	2829	791	698	694	740	1106	953	
Total:	5868	786	681	387	2361	1176	413	491	1073	1157	1167	1518	2869	2880	1098	2054	2601	769	710	704	737	1048	964	
Government website	59%	60%	61%	59%	60%	56%	60%	65%	60%	60%	58%	53%	59%	59%	50%	61%	61%	55%	59%	60%	61%	62%	60%	
E-mail government agency	11%	10%	11%	13%	12%	11%	13%	8%	10%	13%	12%	15%	12%	11%	12%	13%	10%	13%	14%	11%	11%	11%	9%	
Call government agency	18%	18%	20%	23%	17%	17%	22%	13%	16%	20%	20%	24%	19%	17%	20%	21%	15%	20%	23%	20%	20%	16%	13%	
Reading disclaimers or warnings on e-commerce platform website (i.e. product does not ship to Canada)	30%	32%	38%	28%	33%	21%	32%	40%	31%	27%	26%	25%	31%	30%	25%	31%	32%	32%	35%	29%	29%	30%	30%	
Social media	4%	3%	4%	2%	5%	5%	2%	5%	4%	4%	4%	5%	4%	5%	6%	4%	3%	6%	4%	4%	4%	5%	3%	
Friend or family member	6%	6%	8%	4%	6%	6%	5%	9%	5%	4%	6%	7%	6%	7%	7%	6%	6%	9%	7%	5%	5%	7%	4%	
Consultant/Lawyer	2%	3%	3%	3%	2%	2%	2%	3%	3%	2%	1%	1%	3%	2%	2%	2%	2%	3%	2%	2%	2%	3%	2%	
Web search engine	38%	38%	43%	38%	40%	34%	33%	50%	39%	37%	32%	30%	42%	35%	31%	39%	40%	37%	37%	38%	38%	39%	40%	
BORDER SERVICES, CANADA CUSTOMS SERVICES	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	
NEWS MEDIA SOURCES (RADIO, NEWSPAPER, TV)	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	1%	0%	0%	1%	1%	1%	1%	0%	0%	0%	
ASSUMED VENDOR IS FOLLOWING REGULATIONS/GOVERNMENT IS ENFORCING THEM	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	
WHILE TRAVELLING, TRAVEL GUIDELINES/DOCUMENTS, AIRLINE PACKING WARNINGS, CUSTOM FORMS TO FILL OUT DURING TRAVEL	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Other	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	
I do not look for information on what is allowed to be imported into Canada or shipped to a different province or territory/DO NOT BUY ONLINE/DO NOT BUY FROM OUTSIDE CANADA	19%	17%	16%	18%	18%	22%	18%	15%	20%	19%	18%	21%	18%	19%	20%	17%	19%	17%	17%	19%	18%	20%	19%	
Don't know	6%	5%	6%	7%	5%	7%	8%	3%	4%	6%	7%	8%	6%	6%	9%	6%	4%	9%	6%	5%	5%	4%	5%	
Chi2:	-	(99.9)						(99.9)					99.9		(99.9)			(99.9)						
Margin of Error,around 50%	1.28	3.50	3.76	4.98	2.02	2.86	4.82	4.42	2.99	2.88	2.87	2.52	1.83	1.83	2.96	2.16	1.92	3.53	3.68	3.69	3.61	3.03	3.16	

How do you find information on what is allowed to be imported into Canada or shipped to a different province or territory?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q34													
Weighted Total:	5868	546	2513	451	234	1447	549	5045	766	534	137	535	4417
Total:	5868	597	2232	409	207	1855	448	5036	778	442	138	545	4507
Government website	59%	55%	62%	67%	54%	54%	59%	59%	60%	63%	63%	62%	59%
E-mail government agency	11%	11%	11%	12%	9%	15%	9%	11%	12%	13%	15%	15%	11%
Call government agency	18%	18%	16%	22%	18%	22%	14%	18%	21%	20%	23%	23%	17%
Reading disclaimers or warnings on e-commerce platform website (i.e. product does not ship to Canada)	30%	28%	32%	34%	33%	26%	35%	30%	31%	37%	33%	38%	29%
Social media	4%	1%	4%	3%	5%	5%	7%	4%	7%	9%	9%	8%	3%
Friend or family member	6%	4%	6%	9%	4%	7%	7%	6%	9%	12%	8%	9%	6%
Consultant/Lawyer	2%	3%	2%	2%	6%	1%	4%	2%	1%	4%	5%	5%	2%
Web search engine	38%	37%	41%	42%	37%	30%	44%	37%	42%	44%	40%	43%	37%
BORDER SERVICES, CANADA CUSTOMS SERVICES	1%	1%	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%	1%
NEWS MEDIA SOURCES (RADIO, NEWSPAPER, TV)	0%	1%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%
ASSUMED VENDOR IS FOLLOWING REGULATIONS/GOVERNMENT IS ENFORCING THEM	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%
WHILE TRAVELLING, TRAVEL GUIDELINES/DOCUMENTS, AIRLINE PACKING WARNINGS, CUSTOM FORMS TO FILL OUT DURING TRAVEL	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%
I do not look for information on what is allowed to be imported into Canada or shipped to a different province or territory/DO NOT BUY ONLINE/DO NOT BUY FROM OUTSIDE CANADA	19%	18%	19%	16%	16%	19%	19%	19%	16%	15%	16%	16%	19%
Don't know	6%	7%	4%	4%	9%	8%	5%	6%	4%	5%	4%	6%	5%
Chi2:	-	(99.9)						(99.9)		(99.9)			
Margin of Error, around 50%	1.28	4.01	2.07	4.85	6.81	2.28	4.63	1.38	3.51	4.66	8.34	4.20	1.46

What is your gender?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
QSEX																								
Weighted Total:	5868	807	658	377	2257	1307	397	1475	883	973	940	1135	2759	2990	975	1952	2829	791	698	694	740	1106	953	
Total:	5868	786	681	387	2361	1176	413	491	1073	1157	1167	1518	2869	2880	1098	2054	2601	769	710	704	737	1048	964	
Male	47%	47%	45%	46%	48%	48%	49%	56%	52%	50%	44%	37%	100%	0%	49%	49%	46%	41%	43%	50%	49%	56%	56%	
								++++	++++	+	--	----	++++	----		+		----	--			++++	++++	
Female	51%	51%	53%	53%	51%	51%	50%	43%	46%	49%	56%	62%	0%	100%	51%	50%	52%	57%	56%	49%	51%	43%	43%	
								----	----		++++	++++	----	++++				++++	+++			----	----	
Other	1%	1%	0%	1%	1%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	1%	1%	2%	1%	0%	0%	1%	1%	
						--			+++				----	----				+++						
Prefer not to answer	1%	1%	1%	1%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	1%	
Chi2:	-	-						99.9					99.9		-			(99.9)						
Margin of Error,around 50%	1.28	3.50	3.76	4.98	2.02	2.86	4.82	4.42	2.99	2.88	2.87	2.52	1.83	1.83	2.96	2.16	1.92	3.53	3.68	3.69	3.61	3.03	3.16	

What is your gender?													
	Total	Employment						Born in Canada		Vismin/Indig/Disab			
		Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
QSEX													
Weighted Total:	5868	546	2513	451	234	1447	549	5045	766	534	137	535	4417
Total:	5868	597	2232	409	207	1855	448	5036	778	442	138	545	4507
<b>Male</b>	47%	<b>53%</b> +++	<b>57%</b> ++++	<b>39%</b> ---	49%	<b>38%</b> ---	<b>29%</b> ---	47%	47%	<b>52%</b> ++	43%	<b>36%</b> ---	<b>48%</b> ++
<b>Female</b>	51%	<b>45%</b> ---	<b>42%</b> ---	<b>60%</b> ++++	45%	<b>61%</b> ++++	<b>69%</b> ++++	51%	52%	<b>46%</b> --	50%	<b>61%</b> ++++	51%
<b>Other</b>	1%	1%	1%	0%	<b>3%</b> ++++	<b>0%</b> ---	<b>2%</b> ++++	1%	0%	<b>2%</b> +++	<b>6%</b> ++++	<b>2%</b> ++++	<b>0%</b> ---
<b>Prefer not to answer</b>	1%	1%	1%	0%	3%	0%	1%	1%	0%	0%	1%	1%	0%
Chi2:	-	(99.9)						-		(99.9)			
Margin of Error,around 50%	1.28	4.01	2.07	4.85	6.81	2.28	4.63	1.38	3.51	4.66	8.34	4.20	1.46

Age																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
FAGER																								
Weighted Total:	5406	745	605	351	2069	1254	368	1475	883	973	940	1135	2601	2753	938	1805	2635	750	674	669	701	1065	918	
Total:	5406	724	628	361	2173	1123	384	491	1073	1157	1167	1518	2711	2643	1061	1907	2407	728	686	679	698	1007	929	
18-24	3%	3%	4%	3%	5%	2%	2%	13%	0%	0%	0%	0%	4%	3%	8%	2%	3%	8%	4%	3%	3%	1%	2%	
					++++	---		++++	----	----	----	----	++++	----	++++	----	----	++++	----	----	----	----	----	
25-34	24%	25%	33%	20%	24%	20%	22%	87%	0%	0%	0%	0%	27%	21%	12%	19%	32%	21%	22%	24%	26%	32%	23%	
			++++	-		---		++++	----	----	----	----	++++	----	----	----	++++	-					++++	
35-44	16%	15%	18%	16%	17%	15%	17%	0%	100%	0%	0%	0%	18%	15%	7%	16%	20%	8%	11%	16%	15%	20%	28%	
								----	++++	----	----	----	++	---	----	----	++++	----	----	----	----	++++	++++	
45-54	18%	17%	17%	23%	19%	14%	20%	0%	0%	100%	0%	0%	19%	17%	10%	19%	20%	11%	11%	12%	17%	20%	30%	
				+++	++	----		----	----	++++	----	----	----	----	----	++++	----	----	----	----	----	++	++++	
55-64	17%	19%	15%	18%	16%	20%	16%	0%	0%	0%	100%	0%	16%	19%	26%	20%	12%	18%	19%	18%	19%	15%	13%	
			--		-	++		----	----	----	++++	----	---	+++	++++	++++	----					--	----	
65 up	21%	21%	13%	19%	19%	28%	23%	0%	0%	0%	0%	100%	16%	26%	38%	24%	13%	32%	32%	27%	21%	10%	5%	
			----		---	++++		----	----	----	----	++++	----	++++	++++	++++	----	++++	++++	++++	----	----	----	
Chi2:	-	99.9						99.9					99.9		99.9			99.9						
Margin of Error,around 50%	1.33	3.64	3.91	5.16	2.10	2.92	5.00	4.42	2.99	2.88	2.87	2.52	1.88	1.91	3.01	2.24	2.00	3.63	3.74	3.76	3.71	3.09	3.22	

Age													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
FAGER													
Weighted Total:	5406	491	2370	421	216	1325	522	4676	712	502	123	508	4160
Total:	5406	542	2089	379	189	1733	421	4667	724	410	124	518	4250
<b>18-24</b>	3%	1%	2%	4%	5%	0%	19%	3%	5%	9%	8%	5%	3%
		---	---			---	++++	---	++	++++	+++	++	---
<b>25-34</b>	24%	14%	36%	31%	34%	0%	26%	24%	20%	37%	19%	21%	22%
		---	++++	++++	++++	---		++	--	++++		-	---
<b>35-44</b>	16%	16%	25%	18%	17%	0%	16%	16%	15%	18%	18%	12%	16%
			++++			---						---	
<b>45-54</b>	18%	30%	24%	19%	25%	2%	16%	18%	21%	19%	29%	20%	18%
		++++	++++		+++	---		--	++		+++		
<b>55-64</b>	17%	25%	11%	18%	16%	25%	20%	18%	14%	11%	18%	24%	18%
		++++	---			++++	+	+++	---	---		++++	
<b>65 up</b>	21%	13%	1%	10%	2%	74%	3%	21%	24%	6%	8%	17%	24%
		---	---	---	---	++++	---	--	++	---	---	--	++++
Chi2:	-	99.9						99.9		(99.9)			
Margin of Error,around 50%	1.33	4.21	2.14	5.03	7.13	2.35	4.78	1.43	3.64	4.84	8.80	4.31	1.50

What is the highest level of schooling that you have completed?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
QEDUC																								
Weighted Total:	5868	807	658	377	2257	1307	397	1475	883	973	940	1135	2759	2990	975	1952	2829	791	698	694	740	1106	953	
Total:	5868	786	681	387	2361	1176	413	491	1073	1157	1167	1518	2869	2880	1098	2054	2601	769	710	704	737	1048	964	
Less than High School diploma or equivalent	2%	3%	2%	3%	2%	2%	2%	2%	1%	1%	3%	3%	2%	2%	12%	0%	0%	5%	3%	2%	1%	1%	1%	
		+++			-					--	+	++++			++++	----	----	++++	+++		---		----	
High School diploma or equivalent	15%	17%	16%	17%	16%	9%	19%	11%	6%	9%	23%	28%	15%	15%	88%	0%	0%	26%	24%	14%	14%	8%	5%	
		+			++	----	+++		---	----	----	++++	++++		++++	----	----	++++	++++		----		----	
Registered Apprenticeship or other trades certificate or diploma	6%	8%	8%	8%	3%	6%	5%	5%	5%	6%	6%	6%	8%	3%	0%	17%	0%	8%	7%	5%	7%	6%	3%	
		++++	++++	+	----								++++	----	----	++++	----	++++					----	
College, CEGEP or other non-university certificate or diploma	21%	19%	21%	20%	22%	20%	19%	14%	20%	23%	27%	23%	20%	21%	0%	62%	0%	24%	25%	21%	21%	21%	12%	
								----		+	++++	+++			----	++++	----	+++	+++				----	
University certificate or diploma below bachelor's level	7%	8%	7%	6%	6%	11%	6%	7%	7%	6%	6%	9%	6%	8%	0%	21%	0%	9%	7%	10%	8%	6%	5%	
					----	++++				-		++++	--	+++	----	++++	----	+		++++		-	----	
Bachelor's degree	27%	25%	27%	26%	27%	30%	29%	39%	32%	29%	19%	15%	28%	27%	0%	0%	56%	19%	24%	29%	28%	32%	34%	
		-				++		++++	++++		----	----			----	----	++++	----	--			++++	++++	
Post graduate degree above bachelor's level	21%	19%	17%	17%	24%	22%	19%	22%	28%	26%	16%	15%	20%	22%	0%	0%	44%	8%	10%	18%	22%	26%	40%	
			---	-	++++				++++	++++	----	----	--	+	----	----	++++	----	----	--		++++	++++	
Prefer not to answer	2%	1%	2%	2%	1%	1%	1%	0%	0%	1%	1%	1%	1%	2%	0%	0%	0%	1%	1%	0%	0%	0%	0%	
Chi2:	-	99.9						99.9					99.9		99.9			99.9						
Margin of Error,around 50%	1.28	3.50	3.76	4.98	2.02	2.86	4.82	4.42	2.99	2.88	2.87	2.52	1.83	1.83	2.96	2.16	1.92	3.53	3.68	3.69	3.61	3.03	3.16	

What is the highest level of schooling that you have completed?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
QEDUC													
Weighted Total:	5868	546	2513	451	234	1447	549	5045	766	534	137	535	4417
Total:	5868	597	2232	409	207	1855	448	5036	778	442	138	545	4507
Less than High School diploma or equivalent	2%	2%	1%	2%	2%	3%	3%	2%	1%	2%	2%	4%	2%
			----			++	+	+				++++	
High School diploma or equivalent	15%	12%	8%	10%	16%	26%	24%	15%	11%	9%	14%	19%	15%
		--	----	---		++++	++++	++++	----	----		+++	++
Registered Apprenticeship or other trades certificate or diploma	6%	7%	6%	4%	3%	6%	5%	6%	4%	5%	10%	6%	5%
								+++	--		++		
College, CEGEP or other non-university certificate or diploma	21%	19%	19%	21%	26%	24%	19%	22%	15%	16%	26%	25%	21%
			--		++	++++		++++	----	---		+++	
University certificate or diploma below bachelor's level	7%	9%	5%	9%	5%	9%	10%	7%	9%	6%	7%	9%	7%
		+	----	+		++++	++	--	+				
Bachelor's degree	27%	25%	34%	33%	32%	16%	26%	27%	28%	33%	18%	22%	27%
			++++	++		----				+++	--	---	
Post graduate degree above bachelor's level	21%	24%	27%	21%	13%	15%	13%	20%	31%	28%	22%	14%	21%
		++	++++		---	----	----	----	++++	++++		----	
Prefer not to answer	2%	1%	1%	0%	2%	1%	1%	2%	1%	1%	1%	1%	1%
Chi2:	-	(99.9)						99.9		(99.9)			
Margin of Error, around 50%	1.28	4.01	2.07	4.85	6.81	2.28	4.63	1.38	3.51	4.66	8.34	4.20	1.46



Which of the following categories best describes your CURRENT MAIN ACTIVITY?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
QEMP																								
Weighted Total:	5868	807	658	377	2257	1307	397	1475	883	973	940	1135	2759	2990	975	1952	2829	791	698	694	740	1106	953	
Total:	5868	786	681	387	2361	1176	413	491	1073	1157	1167	1518	2869	2880	1098	2054	2601	769	710	704	737	1048	964	
Self-employed	9%	12%	10%	11%	9%	10%	5%	5%	9%	15%	13%	6%	11%	8%	8%	10%	10%	7%	8%	11%	9%	8%	11%	
Employed full-time (permanent)	43%	40%	44%	38%	47%	40%	43%	62%	68%	59%	28%	2%	52%	35%	23%	39%	54%	13%	31%	41%	48%	61%	70%	
Employed part-time (permanent)	5%	5%	8%	4%	4%	4%	4%	5%	5%	5%	6%	3%	4%	6%	4%	6%	4%	7%	6%	4%	5%	4%	2%	
Seasonal employment	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	2%	0%	0%	0%	0%	
Term/contract/temporary employment	2%	2%	3%	3%	2%	3%	4%	4%	3%	2%	2%	0%	2%	3%	1%	2%	4%	3%	3%	3%	4%	3%	1%	
Unemployed	4%	3%	7%	3%	4%	3%	4%	6%	4%	6%	4%	0%	4%	4%	4%	4%	4%	11%	5%	4%	2%	2%	1%	
Student/Attending school full-time	3%	2%	3%	2%	3%	3%	2%	9%	2%	1%	0%	0%	3%	3%	5%	2%	3%	8%	2%	2%	1%	2%	2%	
Retired	25%	24%	16%	24%	23%	32%	28%	0%	0%	2%	35%	86%	20%	30%	43%	29%	16%	34%	38%	30%	24%	14%	8%	
Not in work force/Full-time homemaker	2%	3%	3%	3%	3%	1%	2%	2%	3%	3%	3%	1%	1%	4%	4%	3%	1%	4%	1%	2%	2%	2%	1%	
Volunteer	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	
Disability	3%	3%	2%	6%	3%	1%	3%	1%	2%	4%	7%	0%	2%	3%	5%	3%	1%	9%	2%	2%	2%	1%	0%	
Maternity/Paternal leave/Sick leave	1%	2%	1%	3%	1%	0%	1%	3%	1%	1%	0%	0%	0%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	
COVID RELATED EMPLOYMENT CHANGES (INTERRUPTION OF WORK, ISOLATING DUE TO COVID/HIGH RISK DUE TO HEALTH OR FAMILY MEMBERS HEALTH, LOCKDOWN...)	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%	1%	0%	0%	0%	1%	1%	0%	1%	0%	0%	0%	1%	0%	
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Prefer not to answer	2%	2%	1%	2%	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	0%	0%	0%	0%	0%	
Chi2:	-	(99.9)						(99.9)					(99.9)		(99.9)			(99.9)						
Margin of Error,around 50%	1.28	3.50	3.76	4.98	2.02	2.86	4.82	4.42	2.99	2.88	2.87	2.52	1.83	1.83	2.96	2.16	1.92	3.53	3.68	3.69	3.61	3.03	3.16	

Which of the following categories best describes your CURRENT MAIN ACTIVITY?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
QEMP													
Weighted Total:	5868	546	2513	451	234	1447	549	5045	766	534	137	535	4417
Total:	5868	597	2232	409	207	1855	448	5036	778	442	138	545	4507
Self-employed	9%	100% ++++	0% ----	0% ----	0% ----	0% ----	0% ----	9%	10%	11%	12%	5% ----	10%
Employed full-time (permanent)	43%	0% ----	100% ++++	0% ----	0% ----	0% ----	0% ----	43%	42%	54% ++++	48%	25% ----	44% +++
Employed part-time (permanent)	5%	0% ----	0% ----	61% ++++	0% ----	0% ----	0% ----	5%	5%	4%	4%	4%	5%
Seasonal employment	1%	0% -	0% ----	7% ++++	0% ----	0% ----	0% ----	1%	0%	0%	0%	1%	0%
Term/contract/temporary employment	2%	0% ----	0% ----	32% ++++	0% --	0% ----	0% ----	2%	3%	4% ++	2%	2%	2%
Unemployed	4%	0% ----	0% ----	0% ----	100% ++++	0% ----	0% ----	4%	4%	6% ++	1%	3%	4%
Student/Attending school full-time	3%	0% ----	0% ----	0% ----	0% --	0% ----	30% ++++	2% ----	4% +++	6% ++++	7% ++++	5% ++++	2% ----
Retired	25%	0% ----	0% ----	0% ----	0% ----	100% ++++	0% ----	25%	26%	7% ----	9% ----	25% ++++	28% ++++
Not in work force/Full-time homemaker	2%	0% ----	0% ----	0% --	0% --	0% ----	25% ++++	2% +	2%	2%	2%	3%	2%
Volunteer	0%	0% ----	0% ----	0% ----	0% --	0% ----	4% ++++	0%	0%	1% +	1% +	1%	0%
Disability	3%	0% ----	0% ----	0% ----	0% --	0% ----	28% ++++	3% +++	1% --	2% --	7% +++	22% ++++	1% ----
Maternity/Paternal leave/Sick leave	1%	0% --	0% ----	0% --	0% --	0% ----	12% ++++	1%	1%	2%	4% +++	2% +++	1%
COVID RELATED EMPLOYMENT CHANGES (INTERRUPTION OF WORK, ISOLATING DUE TO COVID/HIGH RISK DUE TO HEALTH OR FAMILY MEMBERS HEALTH, LOCKDOWN...)	0%	0% -	0% ----	0% ----	0% ----	0% ----	0% ----	0%	1% +	0%	1%	1%	0% --
Other	0%	0% --	0% ----	0% --	0% --	0% -	2% ++++	0%	0%	0%	1% ++++	0%	0%
Prefer not to answer	2%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	1%	1%
Chi2:	-	(99.9)						(95)		(99.9)			
Margin of Error,around 50%	1.28	4.01	2.07	4.85	6.81	2.28	4.63	1.38	3.51	4.66	8.34	4.20	1.46

What is your annual household income from all sources before taxes?																							
QINCOME	Total	Region						Age					Gender		Education			Income					
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up
Weighted Total:	5868	807	658	377	2257	1307	397	1475	883	973	940	1135	2759	2990	975	1952	2829	791	698	694	740	1106	953
Total:	5868	786	681	387	2361	1176	413	491	1073	1157	1167	1518	2869	2880	1098	2054	2601	769	710	704	737	1048	964
Under \$20,000	4%	4%	2%	5%	4%	4%	6%	5%	1%	4%	4%	4%	3%	5%	9%	4%	2%	29%	0%	0%	0%	0%	0%
\$20,000 to just under \$40,000	10%	10%	11%	10%	7%	14%	11%	10%	6%	5%	10%	17%	9%	10%	16%	13%	6%	71%	0%	0%	0%	0%	0%
\$40,000 to just under \$60,000	12%	10%	11%	11%	11%	16%	14%	12%	9%	8%	14%	19%	11%	13%	19%	14%	8%	0%	100%	0%	0%	0%	0%
\$60,000 to just under \$80,000	12%	13%	11%	16%	11%	13%	11%	12%	12%	8%	13%	16%	13%	11%	12%	13%	11%	0%	0%	100%	0%	0%	0%
\$80,000 to just under \$100,000	13%	11%	13%	15%	13%	13%	12%	14%	12%	12%	14%	13%	13%	13%	11%	13%	13%	0%	0%	0%	100%	0%	0%
\$100,000 to just under \$150,000	19%	19%	21%	18%	19%	17%	21%	24%	25%	22%	17%	10%	22%	16%	11%	19%	23%	0%	0%	0%	0%	100%	0%
\$150,000 and above	16%	16%	17%	14%	20%	13%	11%	15%	29%	28%	12%	4%	19%	14%	6%	10%	25%	0%	0%	0%	0%	0%	100%
Prefer not to answer	15%	16%	14%	12%	16%	11%	14%	8%	7%	13%	15%	17%	10%	18%	17%	15%	12%	0%	0%	0%	0%	0%	0%
Chi2:	-	99.9						99.9					99.9		99.9			99.9					
Margin of Error,around 50%	1.28	3.50	3.76	4.98	2.02	2.86	4.82	4.42	2.99	2.88	2.87	2.52	1.83	1.83	2.96	2.16	1.92	3.53	3.68	3.69	3.61	3.03	3.16

**What is your annual household income from all sources before taxes?**

	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
QINCOME													
Weighted Total:	5868	546	2513	451	234	1447	549	5045	766	534	137	535	4417
Total:	5868	597	2232	409	207	1855	448	5036	778	442	138	545	4507
<b>Under \$20,000</b>	4%	<b>2%</b>	<b>0%</b>	4%	<b>19%</b>	4%	<b>15%</b>	4%	4%	5%	6%	<b>11%</b>	<b>3%</b>
		---	----		++++		++++					++++	----
<b>\$20,000 to just under \$40,000</b>	10%	9%	<b>4%</b>	<b>15%</b>	<b>19%</b>	<b>15%</b>	<b>16%</b>	9%	11%	12%	12%	<b>15%</b>	<b>9%</b>
			----	++++	++++	++++	++++			+		++++	----
<b>\$40,000 to just under \$60,000</b>	12%	10%	<b>9%</b>	<b>16%</b>	14%	<b>18%</b>	10%	12%	12%	<b>9%</b>	12%	14%	12%
			----	+++		++++				--		+	+
<b>\$60,000 to just under \$80,000</b>	12%	13%	11%	11%	12%	<b>14%</b>	9%	12%	12%	11%	11%	12%	<b>13%</b>
						++++	-						+++
<b>\$80,000 to just under \$100,000</b>	13%	12%	<b>14%</b>	15%	<b>8%</b>	12%	<b>9%</b>	13%	13%	13%	13%	13%	13%
			+++		--		--						
<b>\$100,000 to just under \$150,000</b>	19%	16%	<b>27%</b>	18%	<b>11%</b>	<b>11%</b>	<b>12%</b>	19%	18%	22%	16%	<b>12%</b>	<b>20%</b>
		-	++++		---	----	----			+		----	+++
<b>\$150,000 and above</b>	16%	<b>20%</b>	<b>26%</b>	<b>8%</b>	<b>4%</b>	<b>5%</b>	<b>10%</b>	<b>17%</b>	<b>14%</b>	16%	16%	<b>9%</b>	<b>18%</b>
		++	++++	----	----	----	----	+++	--			----	++++
<b>Prefer not to answer</b>	15%	18%	9%	14%	13%	20%	18%	14%	17%	12%	12%	14%	13%
Chi2:	-	99.9						-		99.9			
Margin of Error, around 50%	1.28	4.01	2.07	4.85	6.81	2.28	4.63	1.38	3.51	4.66	8.34	4.20	1.46

Were you born in Canada?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
QBORN																								
Weighted Total:	5868	807	658	377	2257	1307	397	1475	883	973	940	1135	2759	2990	975	1952	2829	791	698	694	740	1106	953	
Total:	5868	786	681	387	2361	1176	413	491	1073	1157	1167	1518	2869	2880	1098	2054	2601	769	710	704	737	1048	964	
<b>Yes</b>	86%	85%	<b>90%</b> +++	<b>94%</b> ++++	<b>83%</b> ----	86%	<b>95%</b> ++++	87%	87%	84%	<b>89%</b> - +++++	85%	86%	86%	<b>91%</b> ++++	<b>89%</b> ++++	<b>83%</b> ----	85%	87%	86%	86%	88%	<b>89%</b> +++	
<b>No</b>	13%	15%	<b>10%</b> +	<b>5%</b> --	<b>16%</b> ----	13%	<b>5%</b> ----	12%	12%	<b>15%</b> ++	<b>11%</b> --	<b>15%</b> +++	13%	13%	<b>9%</b> ----	<b>11%</b> ----	<b>16%</b> ++++	14%	13%	13%	14%	12%	<b>11%</b> --	
<b>Prefer not to answer</b>	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	1%	0%	0%	
Chi2:	-	99.9						99					-		99.9			-						
Margin of Error,around 50%	1.28	3.50	3.76	4.98	2.02	2.86	4.82	4.42	2.99	2.88	2.87	2.52	1.83	1.83	2.96	2.16	1.92	3.53	3.68	3.69	3.61	3.03	3.16	

Were you born in Canada?													
	Total	Employment						Born in Canada		Vismin/Indig/Disab			
		Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
QBORN													
Weighted Total:	5868	546	2513	451	234	1447	549	5045	766	534	137	535	4417
Total:	5868	597	2232	409	207	1855	448	5036	778	442	138	545	4507
<b>Yes</b>	86%	85%	87%	86%	86%	86%	86%	<b>100%</b> ++++	<b>0%</b> ---	<b>51%</b> ----	<b>93%</b> ++	<b>90%</b> +++	<b>90%</b> ++++
<b>No</b>	13%	14%	13%	14%	12%	14%	12%	<b>0%</b> ----	<b>100%</b> ++++	<b>47%</b> ++++	<b>4%</b> ---	<b>10%</b> --	<b>10%</b> ----
<b>Prefer not to answer</b>	1%	1%	0%	0%	1%	0%	1%	0%	0%	1%	3%	0%	0%
Chi2:	-	-	-	-	-	-	-	99.9	99.9	99.9	99.9	99.9	99.9
Margin of Error, around 50%	1.28	4.01	2.07	4.85	6.81	2.28	4.63	1.38	3.51	4.66	8.34	4.20	1.46

Do you consider yourself to be any of the following?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
QMINOR																								
Weighted Total:	5868	807	658	377	2257	1307	397	1475	883	973	940	1135	2759	2990	975	1952	2829	791	698	694	740	1106	953	
Total:	5868	786	681	387	2361	1176	413	491	1073	1157	1167	1518	2869	2880	1098	2054	2601	769	710	704	737	1048	964	
<b>A member of a visible minority</b>	9%	10%	10%	6%	10%	9%	3%	16%	10%	10%	6%	3%	10%	8%	6%	7%	12%	12%	7%	8%	9%	11%	9%	
				--	+++		---	++++			---	---	++	--	---	---	++++	+++	--				++	
<b>Indigenous</b>	2%	3%	4%	6%	2%	1%	3%	2%	3%	4%	2%	1%	2%	2%	2%	3%	2%	3%	2%	2%	2%	2%	2%	
		+	+++	++++	--	---				+++		---				++	--	+						
<b>A person with a disability</b>	9%	9%	10%	14%	11%	4%	9%	9%	7%	11%	13%	8%	7%	11%	13%	11%	7%	18%	11%	9%	9%	6%	5%	
				++++	++++	---			---	+	++++	--	---	++++	++++	++++	---	++++	+			---	---	
<b>None of the above</b>	75%	74%	73%	70%	73%	84%	81%	70%	77%	75%	77%	87%	76%	76%	78%	75%	76%	65%	78%	80%	77%	79%	82%	
				---	---	++++	+++	---			+	++++	++		+			---	+	+++		+++	++++	
<b>Prefer not to answer</b>	6%	6%	6%	7%	5%	3%	5%	6%	4%	4%	3%	2%	6%	4%	4%	5%	5%	4%	3%	3%	3%	4%	4%	
Chi2:	-	99.9						99.9					99.9		99.9			99.9						
Margin of Error, around 50%	1.28	3.50	3.76	4.98	2.02	2.86	4.82	4.42	2.99	2.88	2.87	2.52	1.83	1.83	2.96	2.16	1.92	3.53	3.68	3.69	3.61	3.03	3.16	

Do you consider yourself to be any of the following?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
QMINOR													
Weighted Total:	5868	546	2513	451	234	1447	549	5045	766	534	137	535	4417
Total:	5868	597	2232	409	207	1855	448	5036	778	442	138	545	4507
<b>A member of a visible minority</b>	9%	10%	<b>11%</b> ++++	10%	<b>13%</b> ++	<b>2%</b> ----	<b>12%</b> ++	<b>5%</b> ----	<b>33%</b> ++++	<b>100%</b> ++++	<b>14%</b> ++	<b>11%</b> ----	<b>0%</b> ----
<b>Indigenous</b>	2%	3%	3%	2%	1%	<b>1%</b> ----	<b>6%</b> ++++	<b>3%</b> ++	<b>1%</b> --	4%	<b>100%</b> ++++	<b>5%</b> ++++	<b>0%</b> ----
<b>A person with a disability</b>	9%	<b>5%</b> ----	<b>5%</b> ----	8%	8%	9%	<b>32%</b> ++++	<b>10%</b> +++	<b>7%</b> --	11%	<b>21%</b> ++++	<b>100%</b> ++++	<b>0%</b> ----
<b>None of the above</b>	75%	<b>77%</b> +++	<b>77%</b> +++	76%	74%	<b>84%</b> ++++	<b>51%</b> --	<b>79%</b> ++++	<b>58%</b> --	<b>0%</b> ----	<b>0%</b> ----	<b>0%</b> ----	<b>100%</b> ++++
<b>Prefer not to answer</b>	6%	6%	5%	5%	8%	4%	6%	5%	3%	0%	0%	0%	0%
Chi2:	-	99.9						99.9		(99.9)			
Margin of Error, around 50%	1.28	4.01	2.07	4.85	6.81	2.28	4.63	1.38	3.51	4.66	8.34	4.20	1.46



In which province or territory do you live?																							
	Total	Region						Age					Gender		Education			Income					
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up
QPROV																							
Weighted Total:	5868	807	658	377	2257	1307	397	1475	883	973	940	1135	2759	2990	975	1952	2829	791	698	694	740	1106	953
Total:	5868	786	681	387	2361	1176	413	491	1073	1157	1167	1518	2869	2880	1098	2054	2601	769	710	704	737	1048	964
British Columbia	13%	97% ++++	0% ----	0% ----	0% ----	0% ----	0% ----	14%	13%	12%	15%	13%	14%	13%	16% +++	14%	12% ---	14%	11%	15%	12%	14%	13%
Alberta	11%	0% ----	100% ++++	0% ----	0% ----	0% ----	0% ----	15% ++++	12%	11%	9% --	7% ----	11%	12%	12%	12% +	10% ---	10%	10%	11%	12%	13%	12%
Saskatchewan	3%	0% ----	0% ----	46% ++++	0% ----	0% ----	0% ----	3%	3%	4% +	3%	2%	3%	3%	3%	3% ++	3%	4%	2%	3%	3%	3%	3%
Manitoba	3%	0% ----	0% ----	54% ++++	0% ----	0% ----	0% ----	3%	4%	5% ++	3%	4%	3%	4%	5% +++	3%	3% ---	3%	4%	5% +++	4%	3%	3%
Ontario	38%	0% ----	0% ----	0% ----	100% ++++	0% ----	0% ----	40%	39%	41% ++	36% --	35% ---	39%	38%	40% ---	35% ----	41% +++	31% ----	35% --	35% --	39%	40%	46% ++++
Quebec	22%	0% ----	0% ----	0% ----	0% ----	100% ++++	0% ----	19% --	22%	19% --	26% ++++	31% ++++	23%	22%	14% ----	25% +++	24% +++	29% ++++	29% ++++	24% --	23%	20% --	18% ----
New Brunswick	2%	0% ----	0% ----	0% ----	0% ----	0% ----	32% ++++	3%	2%	2% -	1% -	2% -	2%	2%	4% ++++	2% --	2% --	2%	2%	2%	2%	3% ++	1% --
Nova Scotia	3%	0% ----	0% ----	0% ----	0% ----	0% ----	40% ++++	2%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%	3%	3%	2% --
Prince Edward Island	0%	0% --	0% -	0% --	0% --	0% --	7% ++++	0%	1%	1%	1%	1%	0%	0%	1%	1%	0%	1% +++	0%	1%	1%	0% --	1% --
Newfoundland and Labrador	1%	0% ----	0% ----	0% --	0% ----	0% ----	21% ++++	1%	2%	2% ++	2%	1%	1%	2%	1%	1%	2%	2%	2%	2%	0% --	1%	1%
Yukon	0%	2% ++++	0% ----	0% ----	0% --	0% --	0% --	0%	0%	1% ++	0%	0%	0%	0%	0% --	0% +	0% +	0%	0%	0%	0%	0%	0%
Northwest Territories	0%	0% ++++	0% ----	0% ----	0% ----	0% ----	0% ----	0%	0%	0% ++	0%	0%	0%	0%	0% +	0% +	0% +	0%	0%	0%	0%	0%	0% ++
Nunavut	0%	0% ++++	0% ----	0% ----	0% ----	0% ----	0% ----	0%	0%	0%	0%	0%	0%	0%	0% -	0% +	0% +	0%	0%	0%	0%	0%	0%
Prefer not to say	1%	0% ----	0% ----	0% ----	0% ----	0% ----	0% ----	0%	0%	0%	0%	0%	1%	1%	0% -	1% -	0% -	0%	0%	0%	0%	0%	0%
Chi2:	-	(99.9)						(99.9)					-		(99.9)			(99.9)					
Margin of Error,around 50%	1.28	3.50	3.76	4.98	2.02	2.86	4.82	4.42	2.99	2.88	2.87	2.52	1.83	1.83	2.96	2.16	1.92	3.53	3.68	3.69	3.61	3.03	3.16

In which province or territory do you live?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
QPROV													
Weighted Total:	5868	546	2513	451	234	1447	549	5045	766	534	137	535	4417
Total:	5868	597	2232	409	207	1855	448	5036	778	442	138	545	4507
British Columbia	13%	18% +++	13% -	14% ++++	11% ++++	13% ---	14% ---	13% +++	16% --	14% +	17% +++	14% ---	13% ---
Alberta	11%	12% ++	11% --	17% ++++	19% ++++	7% ---	12% ---	12% +++	8% --	12% ---	18% +++	13% ---	11% ---
Saskatchewan	3%	4% ++	3% --	2% --	3% --	2% --	5% ++	3% ++++	1% ---	2% --	3% +++	5% ++	3% --
Manitoba	3%	3% --	3% --	5% --	2% --	4% --	5% ++	4% +++	2% --	2% -	12% ++++	5% ++	3% --
Ontario	38%	36% ++++	42% --	32% --	38% --	36% --	42% --	37% ---	47% ++++	44% +++	28% --	46% ++++	37% ---
Quebec	22%	23% --	21% --	22% --	18% --	29% ++++	14% ---	22% --	23% --	22% --	7% --	10% --	25% ++++
New Brunswick	2%	1% --	2% --	4% ++	4% ++	2% --	1% --	2% ++++	1% --	1% -	3% --	1% --	2% +++
Nova Scotia	3%	2% --	3% --	3% --	0% --	3% --	4% +	3% ++++	1% ---	0% ---	2% ---	3% ---	3% +
Prince Edward Island	0%	0% --	0% --	0% --	1% --	1% +++	0% --	0% --	1% --	0% --	1% --	0% --	0% --
Newfoundland and Labrador	1%	0% --	2% --	2% --	2% --	1% --	1% --	2% ++	1% --	1% -	4% ++	2% ++	1% --
Yukon	0%	0% --	0% --	1% --	0% --	0% --	0% --	0% --	0% --	0% --	0% --	0% --	0% --
Northwest Territories	0%	0% --	0% --	0% --	0% --	0% --	0% --	0% --	0% --	0% --	1% +++	0% --	0% --
Nunavut	0%	0% --	0% --	0% --	0% --	0% --	0% --	0% --	0% --	0% --	1% ++++	0% --	0% --
Prefer not to say	1%	1% --	1% --	0% --	0% --	0% --	1% ++++	1% ---	1% --	1% --	2% --	1% --	0% --
Chi2:	-	(99.9)						(99.9)		(99.9)			
Margin of Error, around 50%	1.28	4.01	2.07	4.85	6.81	2.28	4.63	1.38	3.51	4.66	8.34	4.20	1.46

Language																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
LANG																								
Weighted Total:	5868	807	658	377	2257	1307	397	1475	883	973	940	1135	2759	2990	975	1952	2829	791	698	694	740	1106	953	
Total:	5868	786	681	387	2361	1176	413	491	1073	1157	1167	1518	2869	2880	1098	2054	2601	769	710	704	737	1048	964	
EN	86%	100%	100%	100%	99%	39%	98%	91%	83%	87%	82%	81%	86%	85%	91%	83%	85%	84%	83%	85%	83%	87%	88%	
		++++	++++	++++	++++	----	++++	++++	--	----	----	----	-	-	++++	----	85%	----	----	----	--	+	+	
FR	14%	0%	0%	0%	1%	61%	2%	9%	17%	13%	18%	19%	14%	15%	9%	17%	15%	16%	17%	15%	17%	13%	12%	
		----	----	----	----	++++	----	----	++	++++	++++	++++	-	+	----	++++	+	----	----	----	++	+	-	
Chi2:	-	99.9						99.9					-		99.9			95						
Margin of Error, around 50%	1.28	3.50	3.76	4.98	2.02	2.86	4.82	4.42	2.99	2.88	2.87	2.52	1.83	1.83	2.96	2.16	1.92	3.53	3.68	3.69	3.61	3.03	3.16	

Language													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
LANG													
Weighted Total:	5868	546	2513	451	234	1447	549	5045	766	534	137	535	4417
Total:	5868	597	2232	409	207	1855	448	5036	778	442	138	545	4507
EN	86%	86%	86%	86%	93% +++	81% ----	91% +++	85% ---	89% ++	88%	97% ++++	96% ++++	84% ----
FR	14%	14%	14%	14%	7% ---	19% ++++	9% ---	15% +++	11% --	12%	3% ----	4% ----	16% ++++
Chi2:	-	99.9						95		99.9			
Margin of Error,around 50%	1.28	4.01	2.07	4.85	6.81	2.28	4.63	1.38	3.51	4.66	8.34	4.20	1.46

# Appendix D: Data Tables – Wave 2



Over the past few weeks, have you seen, read or heard any Government of Canada advertising about purchasing food, plant or animal products online?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q1																								
Weighted Total:	2221	307	252	144	835	512	154	571	337	373	361	440	1058	1121	332	696	1161	270	260	280	263	471	379	
Total:	2221	314	257	160	838	470	165	216	412	475	422	557	1069	1110	354	719	1115	267	268	262	252	444	403	
<b>Yes</b>	4%	4%	5%	3%	4%	4%	4%	3%	4%	4%	4%	4%	4%	4%	2%	4%	4%	7%	5%	3%	3%	3%	3%	
<b>No</b>	81%	86%	81%	83%	83%	76%	81%	89%	82%	81%	77%	78%	85%	79%	79%	78%	85%	73%	76%	83%	83%	85%	86%	
<b>Don't remember</b>	15%	10%	14%	14%	13%	20%	15%	8%	14%	16%	19%	18%	12%	17%	18%	19%	11%	20%	20%	15%	14%	12%	11%	
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	95	-	-	-	-	-	-
Margin of Error, around 50%	2.08	5.53	6.11	7.75	3.39	4.52	7.63	6.67	4.83	4.50	4.77	4.15	3.00	2.94	5.21	3.65	2.93	6.00	5.99	6.05	6.17	4.65	4.88	

Over the past few weeks, have you seen, read or heard any Government of Canada advertising about purchasing food, plant or animal products online?													
	Total	Employment						Born in Canada		Vismin/Indig/Disab			
		Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q1													
Weighted Total:	2221	236	981	171	71	522	210	1847	360	264	61	165	1644
Total:	2221	257	895	161	60	639	177	1849	357	225	63	177	1673
<b>Yes</b>	4%	3%	4%	6%	3%	3%	3%	4%	5%	7% ++	9% ++	7% +++	3% ---
<b>No</b>	81%	82%	84% +++	82%	82%	78% --	78%	81% --	86% ++	83%	69% --	74% ---	83% ++
<b>Don't remember</b>	15%	15%	12%	12%	15%	19%	19%	16%	9%	11%	22%	18%	14%
Chi2:	-	-						-		(99.9)			
Margin of Error, around 50%	2.08	6.11	3.28	7.72	12.65	3.88	7.37	2.28	5.19	6.53	12.35	7.37	2.40



Where have you seen, read or heard these ads?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q2																								
Weighted Total:	83	11	13	4	30	19	6	16	14	15	14	17	39	41	8	27	45	18	12	7	8	15	12	
Total:	87	9	14	5	33	17	8	6	17	18	17	22	42	42	10	28	46	19	11	7	10	13	15	
Internet website	45%	53%	69%	44%	44%	37%	23%	32%	51%	34%	59%	58%	51%	44%	49%	63%	37%	45%	29%	68%	63%	53%	45%	
Amazon	2%	0%	0%	0%	3%	5%	0%	0%	7%	0%	6%	0%	2%	0%	12%	0%	2%	0%	8%	0%	0%	5%	0%	
Kijiji	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Facebook	27%	25%	12%	21%	29%	36%	14%	17%	30%	52%	19%	23%	14%	36%	40%	32%	21%	39%	38%	22%	20%	12%	13%	
Twitter	7%	0%	20%	0%	8%	5%	0%	16%	17%	5%	0%	0%	13%	2%	0%	12%	5%	0%	0%	0%	0%	24%	19%	
YouTube	25%	14%	20%	0%	31%	30%	25%	48%	35%	29%	7%	8%	29%	17%	12%	24%	29%	28%	24%	0%	30%	36%	13%	
Instagram	9%	31%	6%	0%	0%	11%	16%	17%	0%	12%	7%	4%	4%	11%	0%	10%	10%	11%	0%	37%	0%	6%	0%	
LinkedIn	1%	0%	0%	0%	0%	5%	0%	0%	6%	0%	0%	0%	2%	0%	0%	0%	2%	0%	0%	0%	0%	6%	0%	
Snapchat	3%	25%	0%	0%	0%	0%	0%	17%	0%	0%	0%	0%	0%	7%	0%	0%	6%	0%	0%	37%	0%	0%	0%	
Spotify	1%	0%	0%	0%	3%	0%	0%	0%	0%	0%	6%	0%	2%	0%	0%	0%	2%	0%	0%	0%	0%	5%	0%	
TELEVISION	13%	6%	6%	0%	8%	32%	10%	19%	6%	5%	13%	17%	19%	7%	10%	10%	14%	14%	26%	10%	8%	6%	14%	
RADIO	2%	0%	0%	17%	0%	5%	0%	0%	0%	5%	0%	6%	2%	2%	0%	0%	4%	0%	0%	0%	9%	7%	0%	
NEWSPAPER	2%	0%	6%	0%	0%	5%	0%	0%	0%	0%	0%	10%	2%	2%	9%	0%	2%	0%	0%	0%	0%	7%	0%	
Other	3%	9%	6%	0%	0%	5%	0%	0%	7%	0%	0%	5%	3%	4%	0%	4%	2%	10%	0%	0%	0%	0%	9%	
Don't remember	9%	0%	13%	18%	11%	0%	37%	0%	11%	15%	10%	9%	10%	10%	10%	7%	12%	6%	7%	11%	9%	5%	27%	
Chi2:	-	-						-					-		-			(90)						
Margin of Error,around 50%	10.51	32.67	26.19	43.83	17.06	23.77	34.65	40.01	23.77	23.10	23.77	20.89	15.12	15.12	30.99	18.52	14.45	22.48	29.55	37.04	30.99	27.18	25.30	

Where have you seen, read or heard these ads?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q2													
Weighted Total:	83	8	39	10	2	17	6	65	17	17	5	12	49
Total:	87	10	38	9	2	21	5	69	17	13	4	15	56
<b>Internet website</b>	45%	31%	49%	35%	100%	41%	41%	45%	50%	36%	14%	38%	50%
<b>Amazon</b>	2%	0%	2%	0%	0%	0%	17%	1%	6%	0%	0%	0%	4%
<b>Kijiji</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Facebook</b>	27%	21%	27%	8%	100%	28%	17%	25%	28%	31%	15%	39%	24%
<b>Twitter</b>	7%	0%	15% +++	0%	0%	0%	0%	9%	0%	0%	0%	0%	10%
<b>YouTube</b>	25%	42%	27%	18%	42%	3%	59%	25%	26%	26%	71%	21%	22%
<b>Instagram</b>	9%	18%	9%	10%	58%	0%	0%	9%	6%	21%	19%	8%	7%
<b>LinkedIn</b>	1%	0%	2%	0%	0%	0%	0%	1%	0%	0%	0%	0%	2%
<b>Snapchat</b>	3%	0%	7% +	0%	0%	0%	0%	4%	0%	16%	0%	0%	0%
<b>Spotify</b>	1%	0%	2%	0%	0%	0%	0%	1%	0%	0%	0%	0%	2%
<b>TELEVISION</b>	13%	33%	4% --	32%	0%	18%	0%	10%	24%	23%	0%	13%	10%
<b>RADIO</b>	2%	0%	0%	7%	0%	6%	0%	3%	0%	0%	0%	0%	3%
<b>NEWSPAPER</b>	2%	0%	0%	0%	0%	10%	0%	3%	0%	0%	0%	0%	3%
<b>Other</b>	3%	10%	5%	0%	0%	0%	0%	3%	5%	0%	0%	8%	4%
<b>Don't remember</b>	9%	8%	10%	8%	0%	15%	0%	12%	0%	0%	0%	6%	14%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-
Margin of Error, around 50%	10.51	30.99	15.90	32.67	69.30	21.38	43.83	11.80	23.77	27.18	49.00	25.30	13.10

What do you remember about these ads?																							
	Total	Region						Age					Gender		Education			Income					
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up
Q3																							
Weighted Total:	83	11	13	4	30	19	6	16	14	15	14	17	39	41	8	27	45	18	12	7	8	15	12
Total:	87	9	14	5	33	17	8	6	17	18	17	22	42	42	10	28	46	19	11	7	10	13	15
BUY LOCAL	7%	0%	0%	0%	0%	27%	14%	19%	0%	0%	7%	11%	10%	4%	10%	4%	9%	0%	33%	0%	0%	7%	8%
HEALTHY FOOD OPTIONS, BUY HEALTHIER FRUITS/VEGETABLES, ORGANIC/QUALITY PRODUCTS	3%	13%	0%	0%	2%	0%	0%	0%	0%	5%	0%	9%	4%	2%	0%	6%	2%	0%	0%	0%	19%	0%	6%
FOOD/PRODUCT RECALLS	3%	0%	6%	0%	5%	0%	0%	0%	0%	5%	6%	5%	2%	4%	10%	0%	3%	9%	0%	0%	0%	0%	7%
AD FROM GOVERNMENT OF CANADA	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ENCOURAGEMENT TO BUY ON LINE	2%	0%	0%	0%	0%	5%	9%	0%	7%	0%	0%	3%	1%	2%	0%	2%	2%	3%	0%	0%	0%	7%	0%
IMPORTANCE OF AGRICULTURE/FARMERS, SUPPORT BETTER CONDITIONS	11%	25%	0%	0%	16%	6%	14%	32%	11%	6%	7%	4%	10%	13%	9%	16%	10%	21%	7%	0%	11%	0%	12%
ENVIRONMENTAL/CLIMATE CHANGE ISSUES/MEASURES	1%	0%	0%	0%	3%	0%	0%	0%	0%	5%	0%	0%	0%	2%	0%	0%	2%	0%	0%	0%	0%	0%	7%
PANDEMIC/COVID RELATED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
GOVERNMENT PROPAGANDA, SELF SERVING AGENDA	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
FOOD SAFETY, WARNINGS ABOUT PRODUCTS PURCHASED (POSSIBILITY OF CONTAMINATION, CONCERNS WITH WHAT YOU BRING INTO THE COUNTRY/RESTRICTIONS ON WHAT CAN BE IMPORTED/PURCHASED OVERSEAS)	14%	13%	25%	0%	6%	15%	23%	0%	12%	22%	29%	9%	17%	10%	0%	9%	18%	10%	21%	12%	10%	5%	14%
POSITIVES ABOUT COMMERCIAL	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
PET PRODUCTS (GENERAL)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
PROMOTION OF PRODUCTS ON LINE	6%	32%	6%	0%	3%	0%	0%	17%	5%	0%	12%	0%	4%	9%	0%	6%	8%	5%	0%	48%	0%	0%	6%
INVASIVE ANIMAL SPECIES WARNINGS (MUSSELS IN AQUARIUM MOSS BALLS)	2%	0%	6%	0%	3%	0%	0%	0%	0%	0%	6%	5%	0%	4%	0%	0%	4%	5%	7%	0%	0%	0%	0%
Other	12%	9%	25%	19%	13%	5%	10%	0%	17%	16%	11%	18%	14%	12%	19%	7%	13%	14%	0%	21%	28%	10%	6%
Don't remember	39%	7%	32%	81%	49%	42%	30%	33%	47%	41%	23%	36%	38%	38%	52%	51%	30%	33%	32%	20%	31%	71%	34%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(95)	-	-	-	-	-
Margin of Error,around 50%	10.51	32.67	26.19	43.83	17.06	23.77	34.65	40.01	23.77	23.10	23.77	20.89	15.12	15.12	30.99	18.52	14.45	22.48	29.55	37.04	30.99	27.18	25.30

What do you remember about these ads?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q3													
Weighted Total:	83	8	39	10	2	17	6	65	17	17	5	12	49
Total:	87	10	38	9	2	21	5	69	17	13	4	15	56
BUY LOCAL	7%	0%	2%	32%	0%	11%	0%	4%	18%	18%	0%	0%	6%
HEALTHY FOOD OPTIONS, BUY HEALTHIER FRUITS/VEGETABLES, ORGANIC/QUALITY PRODUCTS	3%	9%	2%	8%	0%	0%	0%	3%	0%	0%	0%	12%	1%
FOOD/PRODUCT RECALLS	3%	0%	2%	0%	0%	5%	13%	2%	5%	5%	15%	13%	2%
AD FROM GOVERNMENT OF CANADA	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ENCOURAGEMENT TO BUY ON LINE	2%	0%	3%	0%	0%	3%	0%	2%	0%	0%	0%	0%	3%
IMPORTANCE OF AGRICULTURE/FARMERS, SUPPORT BETTER CONDITIONS	11%	9%	9%	0%	58%	4%	42%	12%	11%	16%	0%	0%	14%
ENVIRONMENTAL/CLIMATE CHANGE ISSUES/MEASURES	1%	0%	2%	0%	0%	0%	0%	1%	0%	0%	0%	0%	2%
PANDEMIC/COVID RELATED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
GOVERNMENT PROPAGANDA, SELF SERVING AGENDA	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
FOOD SAFETY, WARNINGS ABOUT PRODUCTS PURCHASED (POSSIBILITY OF CONTAMINATION, CONCERNS WITH WHAT YOU BRING INTO THE COUNTRY/RESTRICTIONS ON WHAT CAN BE IMPORTED/PURCHASED OVERSEAS)	14%	50%	13%	8%	0%	10%	0%	12%	15%	10%	0%	0%	18%
POSITIVES ABOUT COMMERCIAL	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
PET PRODUCTS (GENERAL)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
PROMOTION OF PRODUCTS ON LINE	6%	0%	9%	8%	0%	0%	14%	8%	0%	20%	0%	7%	3%
INVASIVE ANIMAL SPECIES WARNINGS (MUSSELS IN AQUARIUM MOSS BALLS)	2%	10%	0%	9%	0%	0%	0%	1%	5%	0%	0%	0%	3%
Other	12%	0%	17%	8%	0%	18%	0%	12%	15%	10%	0%	21%	12%
Don't remember	39%	22%	42%	27%	42%	49%	31%	42%	31%	21%	85%	47%	37%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-
Margin of Error,around 50%	10.51	30.99	15.90	32.67	69.30	21.38	43.83	11.80	23.77	27.18	49.00	25.30	13.10

Did you do anything as a result of seeing/hearing this advertising?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q4																								
Weighted Total:	83	11	13	4	30	19	6	16	14	15	14	17	39	41	8	27	45	18	12	7	8	15	12	
Total:	87	9	14	5	33	17	8	6	17	18	17	22	42	42	10	28	46	19	11	7	10	13	15	
<b>Yes</b>	11%	7%	6%	25%	11%	16%	0%	15%	0%	12%	14%	9%	13%	9%	22%	6%	12%	20%	8%	10%	0%	0%	0%	
<b>No</b>	88%	93%	94%	75%	84%	84%	100%	85%	89%	88%	86%	91%	85%	89%	78%	94%	85%	80%	92%	90%	100%	94%	94%	
<b>Don't know</b>	2%	0%	0%	0%	5%	0%	0%	0%	11%	0%	0%	0%	2%	2%	0%	0%	3%	0%	0%	0%	0%	6%	6%	
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Margin of Error,around 50%	10.51	32.67	26.19	43.83	17.06	23.77	34.65	40.01	23.77	23.10	23.77	20.89	15.12	15.12	30.99	18.52	14.45	22.48	29.55	37.04	30.99	27.18	25.30	

Did you do anything as a result of seeing/hearing this advertising?													
	Total	Employment						Born in Canada		Vismin/Indig/Disab			
		Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q4													
Weighted Total:	83	8	39	10	2	17	6	65	17	17	5	12	49
Total:	87	10	38	9	2	21	5	69	17	13	4	15	56
<b>Yes</b>	11%	22%	2%	0%	58%	15%	42%	9%	17%	15%	15%	13%	11%
<b>No</b>	88%	78%	94%	100%	42%	85%	58%	88%	83%	85%	85%	87%	86%
<b>Don't know</b>	2%	0%	4%	0%	0%	0%	0%	2%	0%	0%	0%	0%	3%
Chi2:	-	(99)						-		-			
Margin of Error, around 50%	10.51	30.99	15.90	32.67	69.30	21.38	43.83	11.80	23.77	27.18	49.00	25.30	13.10

Which of the following actions did you take?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q5																								
Weighted Total:	9	1	1	1	3	3	0	3	0	2	2	2	5	4	2	2	5	4	1	1	0	0	0	
Total:	8	1	1	1	2	3	0	1	0	2	2	2	4	4	2	2	4	4	1	1	0	0	0	
Thought about the risks of purchasing food, plant or animal products online	42%	0%	0%	0%	22%	100%	0%	0%	0%	56%	100%	47%	32%	56%	0%	100%	38%	56%	0%	100%	0%	0%	0%	
Talked to a friend/family member about the risks of purchasing food , plant or animal products online	11%	0%	0%	0%	0%	32%	0%	0%	0%	56%	0%	0%	0%	27%	0%	57%	0%	0%	0%	0%	0%	0%	0%	
Looked online for more information	23%	0%	0%	0%	0%	68%	0%	0%	0%	56%	52%	0%	0%	56%	0%	57%	20%	29%	0%	0%	0%	0%	0%	
Visited the Canada.ca website	32%	0%	100%	0%	0%	68%	0%	0%	0%	56%	52%	53%	0%	79%	45%	57%	20%	52%	0%	0%	0%	0%	0%	
Called the 1-800 number	9%	100%	0%	0%	0%	0%	0%	0%	0%	44%	0%	0%	0%	21%	0%	0%	14%	21%	0%	0%	0%	0%	0%	
NEGATIVE TOWARDS GOVERNMENT POLICY/DECISIONS	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
CHOSE NOT TO PURCHASE/ORDER PRODUCT	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
DID NOTHING/IGNORED	29%	0%	0%	0%	78%	0%	0%	100%	0%	0%	0%	0%	49%	0%	0%	0%	48%	0%	0%	0%	0%	0%	0%	
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Don't know	11%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	19%	0%	55%	0%	0%	0%	100%	0%	0%	0%	0%	
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	(95)	-	-	-	-	-	-	-	-	-	-	
Margin of Error,around 50%	34.65	*	*	*	*	69.30	56.58	*	*	69.30	69.30	69.30	49.00	49.00	69.30	69.30	49.00	49.00	*	*	*	*	*	*

Which of the following actions did you take?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q5													
Weighted Total:	9	2	1	0	1	3	3	6	3	3	1	2	6
Total:	8	2	1	0	1	3	1	5	3	3	1	2	4
Thought about the risks of purchasing food, plant or animal products online	42%	55%	100%	0%	100%	28%	0%	28%	72%	38%	0%	47%	36%
Talked to a friend/family member about the risks of purchasing food , plant or animal products online	11%	0%	100%	0%	0%	0%	0%	0%	35%	38%	0%	0%	0%
Looked online for more information	23%	0%	100%	0%	100%	0%	0%	0%	72%	38%	0%	0%	19%
Visited the Canada.ca website	32%	0%	100%	0%	100%	32%	0%	14%	72%	70%	100%	53%	19%
Called the 1-800 number	9%	45%	0%	0%	0%	0%	0%	0%	28%	30%	0%	0%	0%
NEGATIVE TOWARDS GOVERNMENT POLICY/DECISIONS	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
CHOSE NOT TO PURCHASE/ORDER PRODUCT	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DID NOTHING/IGNORED	29%	0%	0%	0%	0%	0%	100%	42%	0%	0%	0%	0%	46%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	11%	0%	0%	0%	0%	40%	0%	17%	0%	0%	0%	0%	18%
Chi2:	-	(90)						(95)		-			
Margin of Error,around 50%	34.65	69.30	*	*	*	56.58	*	43.83	56.58	56.58	*	69.30	49.00



These ads catch my attention																							
	Total	Region						Age					Gender		Education			Income					
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up
Q5AA																							
Please indicate your level of agreement with the following statements about these ads:																							
Weighted Total:	83	11	13	4	30	19	6	16	14	15	14	17	39	41	8	27	45	18	12	7	8	15	12
Total:	87	9	14	5	33	17	8	6	17	18	17	22	42	42	10	28	46	19	11	7	10	13	15
<b>Disagree</b>	22%	48%	20%	39%	18%	15%	9%	32%	30%	12%	18%	21%	20%	23%	22%	34%	13%	37%	23%	10%	20%	30%	13%
<b>Neutral</b>	32%	20%	49%	36%	29%	27%	40%	0%	24%	48%	39%	42%	38%	27%	37%	36%	29%	23%	7%	32%	62%	29%	45%
<b>Agree</b>	45%	32%	25%	25%	52%	58%	51%	68%	47%	35%	43%	37%	40%	50%	41%	30%	57%	39%	70%	59%	19%	41%	42%
<b>Strongly disagree</b>	6%	9%	0%	0%	8%	10%	0%	0%	12%	7%	0%	9%	7%	6%	10%	3%	6%	10%	15%	0%	0%	6%	6%
<b>Disagree</b>	16%	39%	20%	39%	11%	5%	9%	32%	18%	5%	18%	12%	14%	17%	12%	31%	7%	27%	8%	10%	20%	23%	6%
<b>Neutral</b>	32%	20%	49%	36%	29%	27%	40%	0%	24%	48%	39%	42%	38%	27%	37%	36%	29%	23%	7%	32%	62%	29%	45%
<b>Agree</b>	34%	25%	0%	0%	47%	48%	40%	68%	47%	23%	26%	13%	31%	36%	10%	20%	48%	26%	48%	59%	19%	41%	27%
<b>Strongly agree</b>	11%	7%	25%	25%	5%	10%	11%	0%	0%	12%	17%	24%	9%	14%	31%	10%	9%	13%	22%	0%	0%	0%	15%
<b>Don't know</b>	1%	0%	6%	0%	0%	0%	0%	0%	0%	5%	0%	0%	2%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%
Chi2:	-	-						-					-		-			-					
Margin of Error,around 50%	10.51	32.67	26.19	43.83	17.06	23.77	34.65	40.01	23.77	23.10	23.77	20.89	15.12	15.12	30.99	18.52	14.45	22.48	29.55	37.04	30.99	27.18	25.30
Mean:	3.27	2.81	3.31	3.12	3.31	3.43	3.53	3.35	3.05	3.30	3.42	3.30	3.22	3.35	3.41	3.03	3.48	3.05	3.53	3.49	2.99	3.06	3.38
Standard Deviation:	1.06	1.17	1.13	1.36	1.02	1.11	0.88	0.97	1.09	1.03	1.01	1.26	1.04	1.11	1.38	1.03	0.97	1.24	1.38	0.72	0.66	0.98	1.06
Student's T:	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	90	-	-	-	-	-	-

These ads catch my attention													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q5AA Please indicate your level of agreement with the following statements about these ads:													
Weighted Total:	83	8	39	10	2	17	6	65	17	17	5	12	49
Total:	87	10	38	9	2	21	5	69	17	13	4	15	56
Disagree	22%	19%	25%	0%	0%	27%	31%	20%	30%	30%	0%	29%	18%
Neutral	32%	30%	33%	41%	42%	30%	14%	35%	20%	10%	14%	31%	38%
Agree	45%	42%	42%	59%	58%	43%	55%	44%	50%	59%	86%	40%	42%
Strongly disagree	6%	9%	7%	0%	0%	9%	0%	4%	15%	6%	0%	8%	7%
Disagree	16%	10%	17%	0%	0%	18%	31%	16%	15%	25%	0%	21%	12%
Neutral	32%	30%	33%	41%	42%	30%	14%	35%	20%	10%	14%	31%	38%
Agree	34%	23%	35%	51%	58%	18%	55%	34%	35%	49%	71%	33%	28%
Strongly agree	11%	18%	7%	8%	0%	25%	0%	10%	15%	10%	15%	7%	15%
Don't know	1%	9%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-
Margin of Error, around 50%	10.51	30.99	15.90	32.67	69.30	21.38	43.83	11.80	23.77	27.18	49.00	25.30	13.10
Mean:	3.27	3.35	3.17	3.67	3.58	3.31	3.25	3.30	3.21	3.34	4.01	3.09	3.33
Standard Deviation:	1.06	1.30	1.04	0.65	0.74	1.32	0.98	1.00	1.33	1.15	0.60	1.11	1.09
Student's T:	*	-	-	90	-	-	-	-	-	-	-	-	-

These ads talk about an important topic																							
	Total	Region						Age					Gender		Education			Income					
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up
Q5AB																							
Please indicate your level of agreement with the following statements about these ads:																							
Weighted Total:	83	11	13	4	30	19	6	16	14	15	14	17	39	41	8	27	45	18	12	7	8	15	12
Total:	87	9	14	5	33	17	8	6	17	18	17	22	42	42	10	28	46	19	11	7	10	13	15
Disagree	11%	17%	0%	0%	10%	16%	16%	0%	25%	7%	6%	9%	8%	9%	12%	20%	3%	16%	15%	10%	0%	6%	21%
Neutral	40%	63%	31%	60%	35%	32%	37%	52%	39%	43%	28%	27%	40%	40%	31%	45%	36%	50%	50%	69%	48%	22%	33%
Agree	42%	20%	49%	19%	47%	47%	47%	17%	36%	44%	60%	64%	39%	47%	56%	25%	51%	34%	35%	22%	52%	53%	46%
Strongly disagree	3%	0%	0%	0%	5%	5%	0%	0%	12%	0%	0%	5%	2%	2%	12%	3%	2%	0%	15%	0%	0%	0%	6%
Disagree	8%	17%	0%	0%	5%	11%	16%	0%	12%	7%	6%	4%	6%	7%	0%	17%	2%	16%	0%	10%	0%	6%	15%
Neutral	40%	63%	31%	60%	35%	32%	37%	52%	39%	43%	28%	27%	40%	40%	31%	45%	36%	50%	50%	69%	48%	22%	33%
Agree	27%	13%	12%	19%	38%	31%	26%	17%	36%	32%	24%	33%	26%	30%	29%	15%	35%	15%	22%	10%	34%	53%	31%
Strongly agree	14%	7%	37%	0%	8%	15%	21%	0%	0%	12%	35%	32%	13%	17%	28%	10%	16%	19%	13%	12%	18%	0%	15%
Don't know	8%	0%	20%	21%	9%	5%	0%	31%	0%	7%	6%	0%	13%	4%	0%	10%	10%	0%	0%	0%	0%	18%	0%
Chi2:	-	-						-					-		(90)			-					
Margin of Error,around 50%	10.51	32.67	26.19	43.83	17.06	23.77	34.65	40.01	23.77	23.10	23.77	20.89	15.12	15.12	30.99	18.52	14.45	22.48	29.55	37.04	30.99	27.18	25.30
Mean:	3.46	3.10	4.07	3.24	3.43	3.43	3.51	3.25	2.99	3.53	3.95	3.82	3.48	3.56	3.60	3.14	3.68	3.37	3.18	3.23	3.70	3.57	3.33
Standard Deviation:	0.97	0.79	0.97	0.52	0.95	1.10	1.09	0.45	1.02	0.83	1.00	1.11	0.92	0.94	1.32	0.97	0.85	0.99	1.20	0.84	0.81	0.66	1.14
Student's T:	*	-	95	-	-	-	-	-	95	-	95	90	-	-	-	95	95	-	-	-	-	-	-

These ads talk about an important topic													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q5AB Please indicate your level of agreement with the following statements about these ads:													
Weighted Total:	83	8	39	10	2	17	6	65	17	17	5	12	49
Total:	87	10	38	9	2	21	5	69	17	13	4	15	56
Disagree	11%	9%	11%	10%	0%	5%	31%	8%	19%	11%	19%	23%	9%
Neutral	40%	22%	43%	63%	42%	39%	14%	41%	29%	64%	14%	33%	31%
Agree	42%	69%	37%	27%	58%	51%	13%	40%	52%	26%	67%	37%	48%
Strongly disagree	3%	9%	0%	0%	0%	5%	17%	0%	15%	0%	0%	0%	5%
Disagree	8%	0%	11%	10%	0%	0%	14%	8%	4%	11%	19%	23%	4%
Neutral	40%	22%	43%	63%	42%	39%	14%	41%	29%	64%	14%	33%	31%
Agree	27%	38%	28%	19%	58%	19%	13%	26%	32%	11%	52%	31%	28%
Strongly agree	14%	30%	9%	8%	0%	32%	0%	13%	20%	15%	15%	7%	19%
Don't know	8%	0%	9%	0%	0%	5%	42%	11%	0%	0%	0%	7%	12%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-
Margin of Error,around 50%	10.51	30.99	15.90	32.67	69.30	21.38	43.83	11.80	23.77	27.18	49.00	25.30	13.10
Mean:	3.46	3.80	3.38	3.25	3.58	3.78	2.41	3.50	3.37	3.30	3.64	3.22	3.60
Standard Deviation:	0.97	1.23	0.84	0.78	0.74	1.11	1.34	0.87	1.32	0.87	1.06	0.94	1.07
Student's T:	*	-	-	-	-	-	-	-	-	-	-	-	-

These ads provide new information																							
	Total	Region						Age					Gender		Education			Income					
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up
Q5AC																							
Please indicate your level of agreement with the following statements about these ads:																							
Weighted Total:	83	11	13	4	30	19	6	16	14	15	14	17	39	41	8	27	45	18	12	7	8	15	12
Total:	87	9	14	5	33	17	8	6	17	18	17	22	42	42	10	28	46	19	11	7	10	13	15
Disagree	28%	64%	0%	17%	37%	21%	0%	48%	30%	33%	17%	18%	20%	34%	31%	32%	24%	24%	23%	57%	20%	18%	34%
Neutral	36%	13%	58%	18%	31%	37%	70%	52%	22%	39%	17%	43%	39%	34%	30%	40%	37%	33%	48%	11%	28%	54%	39%
Agree	33%	23%	37%	44%	32%	37%	30%	0%	41%	22%	60%	39%	37%	30%	40%	27%	34%	43%	29%	32%	52%	23%	27%
Strongly disagree	8%	0%	0%	0%	14%	11%	0%	15%	12%	7%	0%	5%	8%	7%	0%	7%	9%	0%	15%	0%	0%	0%	15%
Disagree	20%	64%	0%	17%	23%	11%	0%	33%	18%	27%	17%	13%	11%	27%	31%	25%	14%	24%	8%	57%	20%	18%	19%
Neutral	36%	13%	58%	18%	31%	37%	70%	52%	22%	39%	17%	43%	39%	34%	30%	40%	37%	33%	48%	11%	28%	54%	39%
Agree	20%	6%	18%	19%	22%	26%	19%	0%	41%	0%	43%	20%	24%	17%	9%	21%	22%	14%	7%	32%	52%	18%	21%
Strongly agree	13%	16%	18%	25%	10%	10%	11%	0%	0%	22%	17%	19%	13%	14%	31%	6%	12%	28%	22%	0%	0%	5%	7%
Don't know	3%	0%	6%	21%	0%	5%	0%	0%	6%	5%	6%	0%	4%	2%	0%	0%	5%	0%	0%	0%	0%	6%	0%
Chi2:	-	(95)						(95)					-		-			-					
Margin of Error,around 50%	10.51	32.67	26.19	43.83	17.06	23.77	34.65	40.01	23.77	23.10	23.77	20.89	15.12	15.12	30.99	18.52	14.45	22.48	29.55	37.04	30.99	27.18	25.30
Mean:	3.09	2.75	3.58	3.66	2.91	3.16	3.41	2.36	2.99	3.05	3.63	3.35	3.24	3.03	3.40	2.95	3.14	3.47	3.12	2.76	3.32	3.11	2.85
Standard Deviation:	1.14	1.19	0.83	1.38	1.21	1.15	0.74	0.76	1.12	1.27	1.02	1.11	1.12	1.14	1.29	1.01	1.14	1.17	1.32	0.98	0.84	0.79	1.16
Student's T:	*	-	95	-	-	-	-	95	-	-	95	-	-	-	-	-	-	-	-	-	-	-	-

These ads provide new information													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q5AC Please indicate your level of agreement with the following statements about these ads:													
Weighted Total:	83	8	39	10	2	17	6	65	17	17	5	12	49
Total:	87	10	38	9	2	21	5	69	17	13	4	15	56
<b>Disagree</b>	28%	19%	33%	7%	0%	14%	73%	27%	30%	46%	0%	14%	23%
<b>Neutral</b>	36%	21%	36%	58%	42%	40%	14%	40%	23%	24%	85%	40%	37%
<b>Agree</b>	33%	51%	28%	35%	58%	41%	13%	29%	47%	31%	15%	40%	36%
<b>Strongly disagree</b>	8%	9%	8%	0%	0%	5%	42%	5%	15%	6%	0%	0%	10%
<b>Disagree</b>	20%	10%	26%	7%	0%	9%	31%	22%	15%	40%	0%	14%	13%
<b>Neutral</b>	36%	21%	36%	58%	42%	40%	14%	40%	23%	24%	85%	40%	37%
<b>Agree</b>	20%	20%	19%	27%	58%	21%	0%	17%	32%	20%	0%	13%	23%
<b>Strongly agree</b>	13%	30%	9%	8%	0%	20%	13%	13%	15%	10%	15%	27%	13%
<b>Don't know</b>	3%	9%	2%	0%	0%	5%	0%	4%	0%	0%	0%	7%	3%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-
Margin of Error, around 50%	10.51	30.99	15.90	32.67	69.30	21.38	43.83	11.80	23.77	27.18	49.00	25.30	13.10
Mean:	3.09	3.58	2.96	3.36	3.58	3.44	2.11	3.10	3.18	2.89	3.30	3.57	3.16
Standard Deviation:	1.14	1.42	1.08	0.77	0.74	1.11	1.44	1.08	1.32	1.14	0.79	1.11	1.16
Student's T:	*	-	-	-	-	-	-	-	-	-	-	90	-

Have you purchased any products online in the last year?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q6																								
Weighted Total:	2221	307	252	144	835	512	154	571	337	373	361	440	1058	1121	332	696	1161	270	260	280	263	471	379	
Total:	2221	314	257	160	838	470	165	216	412	475	422	557	1069	1110	354	719	1115	267	268	262	252	444	403	
<b>Yes</b>	89%	<b>83%</b>	89%	88%	<b>92%</b>	87%	88%	<b>96%</b>	<b>95%</b>	<b>92%</b>	<b>85%</b>	<b>77%</b>	90%	88%	<b>82%</b>	<b>86%</b>	<b>92%</b>	<b>80%</b>	<b>80%</b>	90%	90%	<b>93%</b>	<b>96%</b>	
		----			++++			++++	++++	++	--	----			----	---	++++	----	----			+++	++++	
<b>No</b>	11%	<b>16%</b>	11%	11%	<b>8%</b>	13%	11%	<b>4%</b>	<b>5%</b>	<b>8%</b>	<b>14%</b>	<b>23%</b>	10%	12%	<b>17%</b>	<b>14%</b>	<b>7%</b>	<b>20%</b>	<b>19%</b>	10%	9%	<b>7%</b>	<b>4%</b>	
		+++			----			----	----	--	++	++++			++++	+++	----	++++	++++			---	----	
<b>Don't know</b>	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	
Chi2:	-	99						99.9					-		99.9			99.9						
Margin of Error,around 50%	2.08	5.53	6.11	7.75	3.39	4.52	7.63	6.67	4.83	4.50	4.77	4.15	3.00	2.94	5.21	3.65	2.93	6.00	5.99	6.05	6.17	4.65	4.88	

Have you purchased any products online in the last year?													
	Total	Employment						Born in Canada		Vismin/Indig/Disab			
		Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q6													
Weighted Total:	2221	236	981	171	71	522	210	1847	360	264	61	165	1644
Total:	2221	257	895	161	60	639	177	1849	357	225	63	177	1673
<b>Yes</b>	89%	88%	<b>94%</b> ++++	90%	89%	<b>77%</b> ----	92%	89%	87%	90%	88%	87%	89%
<b>No</b>	11%	11%	<b>6%</b> ----	7%	11%	<b>22%</b> ++++	8%	11%	13%	10%	12%	13%	11%
<b>Don't know</b>	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	99.9						-		-			
Margin of Error, around 50%	2.08	6.11	3.28	7.72	12.65	3.88	7.37	2.28	5.19	6.53	12.35	7.37	2.40



In the last year have you purchased any food products, plants including seeds, wood products, live insects, snails, pet food, animal feed, animals or animal products through an on-line site?																							
	Total	Region						Age					Gender		Education			Income					
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up
Q7																							
Weighted Total:	1968	254	225	126	766	445	136	547	319	343	308	338	948	985	272	599	1073	217	208	252	238	438	364
Total:	1936	258	227	137	755	402	141	207	391	438	359	428	940	961	282	605	1024	207	210	228	228	408	384
Yes, food products (including canned or non-perishable food items such as spices but not including groceries or take-out from local retailers)	21%	25%	22%	12%	21%	20%	27%	27%	27%	22%	16%	13%	20%	23%	15%	18%	25%	19%	20%	18%	23%	23%	24%
		+		---				+++	+++		---	---	-	+	---	--	++++						
Yes, plants or plant products (including seeds, other propagative materials or wood products)	11%	9%	10%	9%	11%	11%	15%	12%	14%	13%	10%	7%	10%	12%	9%	12%	11%	8%	18%	8%	14%	11%	11%
									++			--		+					+++	-			
Yes, live insects or snails	0%	0%	1%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%
			+																				
Yes, pet food or animal feed	10%	7%	10%	3%	12%	11%	6%	10%	12%	13%	7%	8%	9%	10%	14%	9%	9%	11%	12%	7%	10%	7%	14%
				---	++					++					++							--	+++
Yes, animal products (includes milk powder, animal hides, animal hides, and other materials made from animal parts)	2%	2%	1%	3%	2%	3%	2%	1%	5%	3%	2%	1%	2%	2%	1%	3%	2%	2%	4%	2%	1%	2%	2%
						+		-	++++							+			++				
Yes, I acquired a pet or animal from outside the country	0%	1%	0%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	1%	0%
						+++							-	+				+				+++	
No, I did not purchase any of the above	69%	68%	67%	77%	68%	72%	62%	65%	61%	67%	74%	77%	71%	67%	73%	72%	66%	73%	71%	73%	62%	69%	64%
				++					---		++	++++			+	+	--				--		
Don't know	0%	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%
Chi2:	-	(95)						(99.9)					-		(99)			(99)					
Margin of Error,around 50%	2.23	6.10	6.50	8.37	3.57	4.89	8.25	6.81	4.96	4.68	5.17	4.74	3.20	3.16	5.84	3.98	3.06	6.81	6.76	6.49	6.49	4.85	5.00

In the last year have you purchased any food products, plants including seeds, wood products, live insects, snails, pet food, animal feed, animals or animal products through an on-line site?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q7													
Weighted Total:	1968	208	922	155	64	403	194	1643	312	239	54	144	1458
Total:	1936	226	836	144	53	493	160	1616	307	200	54	151	1460
Yes, food products (including canned or non-perishable food items such as spices but not including groceries or take-out from local retailers)	21%	19%	<b>24%</b> +++	25%	19%	<b>15%</b> ----	23%	21%	23%	23%	26%	27% +	<b>20%</b> --
Yes, plants or plant products (including seeds, other propagative materials or wood products)	11%	12%	12%	9%	11%	<b>7%</b> --	14%	11%	12%	9%	10%	12%	11%
Yes, live insects or snails	0%	<b>2%</b> +++	<b>0%</b> --	<b>2%</b> ++	1%	0%	0%	0%	0%	0%	0%	0%	0%
Yes, pet food or animal feed	10%	9%	10%	10%	7%	8%	13% +	10%	11%	9%	11%	9%	10%
Yes, animal products (includes milk powder, animal hides, animal hides, and other materials made from animal parts)	2%	3%	2%	2%	4%	<b>1%</b> --	1%	2%	3%	3%	1%	3%	2%
Yes, I acquired a pet or animal from outside the country	0%	<b>1%</b> ++	0%	1%	0%	0%	0%	0%	1%	1%	2%	0%	0%
No, I did not purchase any of the above	69%	68%	<b>66%</b> --	64%	73%	<b>76%</b> ++++	69%	69%	68%	69%	60%	65%	<b>70%</b> ++
Don't know	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%
Chi2:	-	(99)						-		-			
Margin of Error,around 50%	2.23	6.52	3.39	8.17	13.46	4.41	7.75	2.44	5.59	6.93	13.34	7.97	2.56

In the last year, how often did you purchase food, plant or animal products online?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q8																								
Weighted Total:	610	82	73	28	243	124	51	190	120	110	79	76	275	320	71	169	361	59	58	69	87	133	130	
Total:	583	84	71	30	236	106	48	72	148	141	92	96	261	307	71	169	334	64	51	61	78	115	138	
Every day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
A few times a week	2%	1%	0%	3%	2%	3%	2%	1%	3%	3%	1%	1%	3%	1%	6% +++	0%	2%	7% +++	1%	0%	2%	1%	3%	
About once a week	6%	4%	3%	0%	7%	5%	10%	4%	12% +++	5%	2%	5%	5%	6%	9%	4%	6%	12% ++	1%	9%	4%	6%	6%	
Multiple times a month	8%	5%	15% ++	5%	10%	3% --	5%	11%	9%	6%	8%	3%	10%	6%	5%	7%	9%	3% -	3%	8%	7%	10%	11%	
About once a month	17%	20%	11%	16%	15%	25% ++	16%	16%	16%	26% +++	13%	16%	16%	18%	11%	18%	18%	19%	27% +	17%	14%	16%	19%	
About once every couple of months	37%	43%	33%	36%	40%	33%	31%	44%	31%	34%	41%	38%	38%	37%	29%	43% +	37%	35%	37%	35%	40%	35%	37%	
About once in the entire year	28%	24%	34%	40%	24%	29%	34%	22%	28%	23%	34%	30%	26%	28%	34%	26%	27%	20%	28%	31%	29%	32%	24%	
Don't know	2%	4%	3%	0%	1%	2%	2%	1%	2%	2%	1%	6%	1%	3%	6%	2%	1%	4%	1%	0%	4%	1%	2%	
Chi2:	-	(90)						(90)					-		(90)			-						
Margin of Error,around 50%	4.06	10.69	11.63	17.89	6.38	9.52	14.14	11.55	8.06	8.25	10.22	10.00	6.07	5.59	11.63	7.54	5.36	12.25	13.72	12.55	11.10	9.14	8.34	

In the last year, how often did you purchase food, plant or animal products online?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q8													
Weighted Total:	610	65	308	54	17	98	59	506	99	74	21	50	434
Total:	583	69	275	46	14	119	50	484	94	62	21	53	420
Every day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A few times a week	2%	3%	2%	0%	0%	2%	0%	2%	2%	3%	0%	9%	1%
About once a week	6%	1%	6%	7%	9%	4%	5%	7%	2%	1%	3%	11%	6%
Multiple times a month	8%	10%	10%	11%	5%	2%	3%	8%	7%	13%	3%	4%	8%
About once a month	17%	27%	15%	20%	18%	10%	32%	16%	22%	26%	12%	25%	16%
About once every couple of months	37%	35%	36%	42%	34%	42%	36%	38%	35%	31%	34%	27%	39%
About once in the entire year	28%	24%	28%	20%	35%	35%	21%	27%	32%	20%	48%	23%	28%
Don't know	2%	0%	2%	0%	0%	5%	3%	2%	0%	6%	0%	0%	2%
Chi2:	-	(90)						-		(99)			
Margin of Error, around 50%	4.06	11.80	5.91	14.45	26.19	8.98	13.86	4.45	10.11	12.45	21.38	13.46	4.78

In the last year, approximately, how much did you spend on food, plant or animal products purchased online?																							
	Total	Region						Age					Gender		Education			Income					
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up
Q9																							
Weighted Total:	610	82	73	28	243	124	51	190	120	110	79	76	275	320	71	169	361	59	58	69	87	133	130
Total:	583	84	71	30	236	106	48	72	148	141	92	96	261	307	71	169	334	64	51	61	78	115	138
<b>Less than \$100</b>	38%	43%	43%	45%	<b>31%</b>	42%	40%	40%	31%	<b>29%</b>	45%	42%	36%	38%	<b>26%</b>	39%	40%	40%	33%	35%	47%	43%	<b>27%</b>
<b>\$100 to just under \$500</b>	34%	30%	36%	37%	38%	31%	27%	30%	36%	<b>44%</b>	34%	35%	36%	34%	43%	30%	35%	30%	36%	27%	35%	35%	41%
<b>\$500 to just under \$1000</b>	14%	15%	14%	11%	13%	12%	22%	16%	14%	12%	11%	13%	13%	15%	12%	19%	13%	15%	<b>27%</b>	20%	11%	9%	14%
<b>\$1000 to just under \$5000</b>	9%	7%	<b>2%</b>	8%	<b>15%</b>	6%	3%	11%	13%	11%	4%	<b>3%</b>	9%	9%	6%	8%	10%	8%	<b>1%</b>	13%	4%	8%	<b>16%</b>
<b>\$5000 or more</b>	3%	2%	1%	0%	2%	5%	<b>8%</b>	2%	<b>6%</b>	3%	4%	0%	4%	2%	<b>7%</b>	2%	2%	2%	3%	5%	2%	2%	2%
<b>Don't know</b>	2%	3%	4%	0%	1%	3%	0%	2%	1%	1%	1%	7%	2%	2%	7%	3%	1%	6%	0%	0%	2%	3%	0%
Chi2:	-	(95)						(90)					-		(90)			(99)					
Margin of Error, around 50%	4.06	10.69	11.63	17.89	6.38	9.52	14.14	11.55	8.06	8.25	10.22	10.00	6.07	5.59	11.63	7.54	5.36	12.25	13.72	12.55	11.10	9.14	8.34

In the last year, approximately, how much did you spend on food, plant or animal products purchased online?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q9													
Weighted Total:	610	65	308	54	17	98	59	506	99	74	21	50	434
Total:	583	69	275	46	14	119	50	484	94	62	21	53	420
<b>Less than \$100</b>	38%	32%	37%	37%	41%	51% +++	32%	36% --	48% ++	45%	40%	41%	37%
<b>\$100 to just under \$500</b>	34%	24% --	37%	35%	42%	31%	30%	36%	28%	25%	31%	27%	36%
<b>\$500 to just under \$1000</b>	14%	20%	13%	12%	8%	10%	25% ++	15%	10%	19%	13%	12%	14%
<b>\$1000 to just under \$5000</b>	9%	13%	10%	11%	4%	2% --	9%	9%	9%	4%	7%	13%	9%
<b>\$5000 or more</b>	3%	6%	2%	5%	5%	0% --	3%	3%	3%	4%	4%	4%	2%
<b>Don't know</b>	2%	6%	1%	0%	0%	6%	1%	2%	1%	2%	5%	3%	2%
Chi2:	-	(95)						-		-			
Margin of Error,around 50%	4.06	11.80	5.91	14.45	26.19	8.98	13.86	4.45	10.11	12.45	21.38	13.46	4.78

In the last year, how many different websites did you use to purchase food, plant or animal products online? Websites could be proprietary online stores or exchanges that allow third party sellers. For example, Amazon.ca, Kijiji.ca, Ebay.ca, Canadiantire.

	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q10																								
Weighted Total:	610	82	73	28	243	124	51	190	120	110	79	76	275	320	71	169	361	59	58	69	87	133	130	
Total:	583	84	71	30	236	106	48	72	148	141	92	96	261	307	71	169	334	64	51	61	78	115	138	
<b>1</b>	39%	45%	<b>51%</b>	51%	<b>34%</b>	31%	47%	39%	35%	32%	41%	<b>50%</b>	43%	36%	41%	36%	40%	35%	42%	49%	43%	38%	<b>27%</b>	
			++		--	-				-		++	+	-						+			--	
<b>2-3</b>	44%	42%	40%	36%	<b>51%</b>	40%	37%	47%	42%	50%	44%	<b>33%</b>	42%	46%	43%	45%	44%	50%	<b>30%</b>	45%	43%	43%	<b>55%</b>	
					+++							--							--				+++	
<b>4-5</b>	11%	<b>3%</b>	6%	10%	12%	15%	14%	9%	14%	12%	11%	8%	9%	12%	5%	12%	11%	<b>3%</b>	17%	4%	7%	14%	13%	
		--													-			--		-				
<b>6 or more</b>	4%	5%	2%	3%	2%	<b>10%</b>	0%	3%	6%	5%	1%	4%	3%	4%	3%	<b>7%</b>	3%	1%	7%	2%	4%	5%	4%	
					-	++++										++								
<b>Don't know</b>	2%	4%	1%	0%	1%	5%	2%	1%	3%	2%	2%	5%	3%	2%	8%	1%	2%	10%	3%	0%	3%	0%	1%	
Chi2:	-	(99)						-					-		-			(95)						
Margin of Error,around 50%	4.06	10.69	11.63	17.89	6.38	9.52	14.14	11.55	8.06	8.25	10.22	10.00	6.07	5.59	11.63	7.54	5.36	12.25	13.72	12.55	11.10	9.14	8.34	

In the last year, how many different websites did you use to purchase food, plant or animal products online? Websites could be proprietary online stores or exchanges that allow third party sellers. For example, Amazon.ca, Kijiji.ca, Ebay.ca, Canadiantire.

	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q10													
Weighted Total:	610	65	308	54	17	98	59	506	99	74	21	50	434
Total:	583	69	275	46	14	119	50	484	94	62	21	53	420
<b>1</b>	39%	33%	38%	36%	36%	<b>53%</b> ++++	34%	40%	35%	30%	49%	47%	40%
<b>2-3</b>	44%	39%	46%	<b>59%</b> ++	47%	<b>35%</b> --	41%	43%	51%	50%	47%	48%	42%
<b>4-5</b>	11%	<b>20%</b> +++	12%	3% -	8%	<b>3%</b> ---	15%	11%	8%	8%	3%	4% -	12%
<b>6 or more</b>	4%	7%	3%	3%	4%	3%	7%	4%	6%	7%	0%	2%	4%
<b>Don't know</b>	2%	1%	2%	0%	5%	5%	3%	3%	0%	5%	0%	0%	2%
Chi2:	-	(95)						-		-			
Margin of Error,around 50%	4.06	11.80	5.91	14.45	26.19	8.98	13.86	4.45	10.11	12.45	21.38	13.46	4.78



To the best of your knowledge were any of the products shipped directly from a manufacturer/supplier in another province or territory of Canada or in another country?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q11																								
Weighted Total:	610	82	73	28	243	124	51	190	120	110	79	76	275	320	71	169	361	59	58	69	87	133	130	
Total:	583	84	71	30	236	106	48	72	148	141	92	96	261	307	71	169	334	64	51	61	78	115	138	
Yes, from another province or territory in Canada	45%	40%	58%	54%	40%	39%	71%	45%	45%	46%	47%	48%	40%	51%	37%	48%	46%	35%	49%	41%	56%	42%	45%	
Yes, from outside of Canada	23%	26%	21%	19%	21%	26%	18%	14%	26%	25%	33%	24%	21%	23%	13%	26%	23%	29%	19%	21%	21%	18%	25%	
No, the products I get online are from a local company (includes grocery delivery)	19%	18%	12%	18%	23%	22%	5%	17%	17%	18%	24%	21%	18%	20%	20%	22%	17%	14%	16%	22%	10%	28%	19%	
Don't know where the items come from	26%	26%	22%	20%	29%	25%	21%	31%	28%	26%	16%	21%	32%	21%	40%	18%	27%	38%	23%	24%	30%	22%	26%	
Chi2:	-	99						-					-		-			90						
Margin of Error, around 50%	4.06	10.69	11.63	17.89	6.38	9.52	14.14	11.55	8.06	8.25	10.22	10.00	6.07	5.59	11.63	7.54	5.36	12.25	13.72	12.55	11.10	9.14	8.34	

To the best of your knowledge were any of the products shipped directly from a manufacturer/supplier in another province or territory of Canada or in another country?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q11													
Weighted Total:	610	65	308	54	17	98	59	506	99	74	21	50	434
Total:	583	69	275	46	14	119	50	484	94	62	21	53	420
Yes, from another province or territory in Canada	45%	48%	44%	43%	32%	45%	52%	45%	49%	42%	48%	47%	45%
Yes, from outside of Canada	23%	25%	19%	18%	44%	26%	29%	22%	24%	33%	24%	30%	20%
No, the products I get online are from a local company (includes grocery delivery)	19%	23%	19%	24%	19%	19%	8%	19%	16%	10%	22%	13%	20%
Don't know where the items come from	26%	15%	28%	28%	19%	24%	30%	26%	28%	36%	19%	26%	26%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-
Margin of Error, around 50%	4.06	11.80	5.91	14.45	26.19	8.98	13.86	4.45	10.11	12.45	21.38	13.46	4.78

To the best of your knowledge, were you charged any tariffs, brokerage fees, or customs and duty fees on any of the products that were shipped from outside of Canada?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q12																								
Weighted Total:	138	22	15	5	52	33	9	27	31	27	26	18	59	75	9	44	82	17	11	14	18	23	33	
Total:	145	23	16	7	61	25	11	10	38	35	30	24	62	79	11	49	83	18	8	15	19	23	37	
<b>Yes</b>	25%	35%	11%	14%	34%	14%	30%	20%	36%	24%	22%	22%	24%	28%	24%	31%	23%	29%	8%	29%	28%	30%	37%	
<b>No</b>	45%	33%	51%	71%	44%	52%	26%	57%	34%	29%	54%	63%	42%	48%	55%	49%	40%	39%	42%	49%	55%	52%	27%	
<b>Don't know</b>	30%	32%	37%	15%	22%	34%	44%	23%	30%	47%	24%	16%	34%	25%	21%	20%	37%	32%	50%	22%	17%	17%	36%	
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Margin of Error,around 50%	8.14	20.43	24.50	37.04	12.55	19.60	29.55	30.99	15.90	16.56	17.89	20.00	12.45	11.03	29.55	14.00	10.76	23.10	34.65	25.30	22.48	20.43	16.11	

To the best of your knowledge, were you charged any tariffs, brokerage fees, or customs and duty fees on any of the products that were shipped from outside of Canada?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q12													
Weighted Total:	138	16	59	10	8	26	17	112	24	24	5	15	86
Total:	145	20	62	9	6	32	13	122	22	19	6	19	92
<b>Yes</b>	25%	41%	27%	35%	10%	12%	22%	24%	35%	40%	51%	26%	21%
<b>No</b>	45%	25%	45%	19%	13%	73% ++++	58%	49%	27%	25%	0%	59%	51% +
<b>Don't know</b>	30%	34%	28%	47%	77%	16%	21%	27%	38%	35%	49%	15%	28%
Chi2:	-	(95)						90		(95)			
Margin of Error, around 50%	8.14	21.91	12.45	32.67	40.01	17.32	27.18	8.87	20.89	22.48	40.01	22.48	10.22

Which types of products have been purchased from outside your home province/territory?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q13																								
Weighted Total:	336	46	49	17	116	66	38	99	65	62	48	44	140	190	29	102	202	28	35	37	52	66	71	
Total:	327	50	46	21	116	52	38	36	80	80	56	57	139	182	29	102	193	32	27	38	46	61	76	
<b>Food products</b>	56%	68%	54%	51%	55%	57%	48%	53%	60%	52%	56%	58%	59%	53%	36%	50%	62%	39%	36%	64%	59%	56%	61%	
		+															+++	--						
<b>Animal products</b>	21%	16%	19%	34%	21%	31%	9%	19%	26%	20%	25%	17%	20%	22%	26%	24%	19%	25%	31%	25%	15%	19%	19%	
						++	--																	
<b>Plant products</b>	38%	26%	38%	53%	37%	40%	46%	41%	31%	47%	39%	39%	37%	41%	38%	46%	34%	42%	60%	32%	41%	39%	34%	
		-								+						+	-							
<b>Don't know</b>	6%	5%	11%	0%	5%	7%	7%	5%	6%	6%	9%	7%	9%	5%	23%	6%	4%	9%	9%	2%	3%	9%	4%	
Chi2:	-	-						-					-		90			-						
Margin of Error, around 50%	5.42	13.86	14.45	21.38	9.10	13.59	15.90	16.33	10.96	10.96	13.10	12.98	8.31	7.26	18.20	9.70	7.05	17.32	18.86	15.90	14.45	12.55	11.24	

Which types of products have been purchased from outside your home province/territory?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q13													
Weighted Total:	336	40	163	26	10	56	37	279	55	40	13	30	235
Total:	327	41	150	24	10	70	28	272	53	34	13	33	231
<b>Food products</b>	56%	48%	56%	73%	40%	60%	49%	55%	59%	60%	64%	55%	55%
<b>Animal products</b>	21%	<b>42%</b> ++++	<b>16%</b> --	31%	30%	18%	12%	20%	27%	<b>38%</b> +++	21%	19%	20%
<b>Plant products</b>	38%	48%	35%	42%	37%	36%	49%	39%	38%	37%	28%	48%	38%
<b>Don't know</b>	6%	2%	8%	3%	0%	10%	2%	7%	4%	4%	0%	3%	8%
Chi2:	-	(95)						-		-			
Margin of Error, around 50%	5.42	15.30	8.00	20.00	30.99	11.71	18.52	5.94	13.46	16.81	27.18	17.06	6.45

Which of the following reasons best describes why you ordered a food, plant or animal product online?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q14																								
Weighted Total:	610	82	73	28	243	124	51	190	120	110	79	76	275	320	71	169	361	59	58	69	87	133	130	
Total:	583	84	71	30	236	106	48	72	148	141	92	96	261	307	71	169	334	64	51	61	78	115	138	
Product not available locally/OUT OF STOCK	49%	56%	59%	63%	42%	43%	57%	51%	53%	47%	42%	43%	46%	51%	38%	48%	51%	48%	41%	48%	58%	42%	49%	
Greater selection online	33%	27%	30%	58%	29%	40%	39%	34%	35%	36%	34%	31%	34%	34%	35%	35%	33%	29%	49%	33%	27%	26%	39%	
Lower price online	27%	37%	27%	26%	21%	32%	28%	33%	28%	30%	21%	18%	33%	22%	27%	29%	27%	24%	48%	24%	20%	31%	20%	
Convenience (i.e. open 24/7)	38%	30%	29%	38%	44%	40%	36%	49%	37%	41%	31%	27%	39%	38%	24%	40%	40%	45%	43%	40%	29%	36%	44%	
Physical stores closed or limited hours (due to COVID-19)	29%	12%	18%	11%	40%	34%	19%	37%	33%	34%	16%	18%	29%	30%	30%	32%	28%	34%	40%	33%	34%	22%	34%	
To avoid crowds in stores	33%	23%	26%	22%	35%	44%	36%	32%	37%	37%	37%	27%	29%	37%	27%	40%	32%	46%	41%	32%	26%	31%	37%	
SOCIALLY ISOLATING/QUARANTINING, AVOIDING COVID	2%	3%	0%	0%	3%	3%	0%	1%	2%	3%	2%	5%	2%	2%	1%	4%	2%	3%	1%	0%	2%	6%	0%	
PRODUCT/SERVICE/COMPANY ONLY AVAILABLE ON LINE	2%	2%	5%	0%	3%	0%	1%	1%	2%	1%	3%	4%	3%	1%	0%	3%	2%	2%	0%	2%	1%	3%	2%	
BETTER SERVICE (CAN RESEARCH/PRICE CHECK BETTER THAN STAFF AT STORE WILL, QUALITY OF PRODUCTS/MERCHANDISE BETTER, MORE EFFICIENT...)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	
SEND AS GIFTS TO SELECTED ADDRESS OF RECIPIENT	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	
SUPPORT OF SMALL/LOCAL BUSINESS, BUSINESSES IN CERTAIN TOWNS THEY SUPPORT/FRIEND'S BUSINESS	1%	1%	0%	4%	1%	0%	1%	0%	0%	1%	1%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	1%	
DISABILITY/MOBILITY ISSUES, BUYING ON LINE IS A NECESSITY FOR THEM NEW/ADDED	1%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	4%	0%	1%	1%	1%	0%	3%	0%	0%	1%	0%	0%	
Other	3%	4%	6%	3%	3%	1%	1%	1%	1%	3%	6%	5%	3%	3%	1%	5%	2%	3%	7%	3%	1%	1%	4%	
Don't know	1%	0%	0%	0%	1%	3%	0%	1%	2%	1%	0%	2%	2%	0%	8%	0%	0%	6%	4%	0%	0%	0%	1%	
Chi2:	-	(99)						(99)					(90)		-			(95)						
Margin of Error,around 50%	4.06	10.69	11.63	17.89	6.38	9.52	14.14	11.55	8.06	8.25	10.22	10.00	6.07	5.59	11.63	7.54	5.36	12.25	13.72	12.55	11.10	9.14	8.34	

Which of the following reasons best describes why you ordered a food, plant or animal product online?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q14													
Weighted Total:	610	65	308	54	17	98	59	506	99	74	21	50	434
Total:	583	69	275	46	14	119	50	484	94	62	21	53	420
Product not available locally/OUT OF STOCK	49%	55%	49%	48%	52%	40%	53%	48%	49%	54%	64%	38%	47%
Greater selection online	33%	<b>49%</b> +++	31%	37%	22%	27%	45%	34%	30%	25%	43%	29%	35%
Lower price online	27%	31%	26%	35%	40%	<b>15%</b> ---	38%	27%	28%	30%	29%	25%	28%
Convenience (i.e. open 24/7)	38%	47%	40%	41%	70%	<b>26%</b> ---	33%	38%	42%	37%	15%	46%	39%
Physical stores closed or limited hours (due to COVID-19)	29%	26%	32%	37%	36%	<b>15%</b> ---	29%	29%	32%	<b>45%</b> +++	24%	28%	<b>27%</b> --
To avoid crowds in stores	33%	30%	32%	<b>47%</b> ++	40%	27%	42%	32%	39%	33%	25%	<b>50%</b> +++	34%
SOCIALLY ISOLATING/QUARANTINING, AVOIDING COVID	2%	2%	2%	3%	0%	3%	2%	2%	2%	1%	0%	3%	3%
PRODUCT/SERVICE/COMPANY ONLY AVAILABLE ON LINE	2%	1%	2%	1%	0%	4%	1%	2%	0%	1%	0%	0%	2%
BETTER SERVICE (CAN RESEARCH/PRICE CHECK BETTER THAN STAFF AT STORE WILL, QUALITY OF PRODUCTS/MERCHANDISE BETTER, MORE EFFICIENT...)	0%	0%	0%	0%	0%	<b>1%</b> ++	0%	0%	0%	0%	0%	0%	0%
SEND AS GIFTS TO SELECTED ADDRESS OF RECIPIENT	0%	0%	0%	0%	0%	<b>1%</b> ++	0%	0%	0%	0%	0%	0%	0%
SUPPORT OF SMALL/LOCAL BUSINESS, BUSINESSES IN CERTAIN TOWNS THEY SUPPORT/FRIEND'S BUSINESS	1%	1%	1%	3% +	0%	0%	0%	1%	0%	0%	0%	1%	1%
DISABILITY/MOBILITY ISSUES, BUYING ON LINE IS A NECESSITY FOR THEM NEW/ADDED	1%	0%	0%	0%	0%	3% ++++	0%	1%	0%	0%	0%	2%	1%
Other	3%	2%	2%	0%	0%	<b>8%</b> ++++	1%	3%	2%	4%	0%	4%	3%
Don't know	1%	1%	1%	0%	0%	2%	0%	1%	0%	1%	0%	0%	1%
Chi2:	-	(99)						-		-			
Margin of Error, around 50%	4.06	11.80	5.91	14.45	26.19	8.98	13.86	4.45	10.11	12.45	21.38	13.46	4.78



**Do you intend to purchase any food products, plants including seeds, wood products, live insects, snails, pet food, animal feed, animals or animal products through an on-line site in the upcoming year?**

	Region							Age					Gender		Education			Income						
	Total	BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q15																								
Weighted Total:	2221	307	252	144	835	512	154	571	337	373	361	440	1058	1121	332	696	1161	270	260	280	263	471	379	
Total:	2221	314	257	160	838	470	165	216	412	475	422	557	1069	1110	354	719	1115	267	268	262	252	444	403	
Yes, food products (including canned or non-perishable food items such as spices)	18%	20%	17%	12%	20%	16%	21%	24%	25%	20%	13%	10%	16%	20%	13%	16%	22%	20%	17%	15%	16%	20%	24%	
Yes, plants and plant products (including seeds, other propagative materials or wood products)	10%	7%	8%	9%	10%	11%	12%	8%	13%	12%	9%	8%	9%	11%	6%	11%	11%	7%	15%	9%	9%	10%	11%	
Yes, live insects or snails	1%	0%	2%	2%	0%	0%	0%	1%	1%	1%	0%	0%	1%	0%	0%	1%	1%	0%	0%	1%	1%	1%	0%	
Yes, pet food or animal feed	8%	5%	10%	3%	9%	7%	10%	9%	10%	10%	6%	6%	7%	8%	9%	8%	8%	8%	8%	9%	5%	7%	11%	
Yes, animal products (includes milk powder, animal hides, and other materials made from animal parts)	2%	1%	3%	1%	2%	3%	3%	3%	5%	3%	2%	0%	2%	2%	1%	3%	2%	4%	2%	2%	2%	3%	3%	
Yes, I intend to acquire a pet or animal from outside the country	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	
No, I will not purchase any of the above	64%	66%	65%	67%	62%	68%	58%	59%	57%	63%	68%	76%	67%	62%	70%	67%	62%	68%	73%	65%	62%	61%	58%	
Don't know	9%	9%	6%	14%	9%	8%	11%	9%	8%	8%	11%	6%	9%	9%	11%	10%	8%	8%	3%	10%	14%	9%	9%	
Chi2:	-	(99)						(99.9)					(95)		(99.9)			(90)						
Margin of Error,around 50%	2.08	5.53	6.11	7.75	3.39	4.52	7.63	6.67	4.83	4.50	4.77	4.15	3.00	2.94	5.21	3.65	2.93	6.00	5.99	6.05	6.17	4.65	4.88	

Do you intend to purchase any food products, plants including seeds, wood products, live insects, snails, pet food, animal feed, animals or animal products through an on-line site in the upcoming year?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q15													
Weighted Total:	2221	236	981	171	71	522	210	1847	360	264	61	165	1644
Total:	2221	257	895	161	60	639	177	1849	357	225	63	177	1673
Yes, food products (including canned or non-perishable food items such as spices)	18%	19%	21%	23%	10%	11%	23%	18%	18%	19%	19%	21%	18%
Yes, plants and plant products (including seeds, other propagative materials or wood products)	10%	10%	11%	11%	8%	7%	11%	9%	12%	9%	8%	13%	10%
Yes, live insects or snails	1%	1%	0%	2%	0%	0%	1%	1%	0%	0%	2%	1%	0%
Yes, pet food or animal feed	8%	8%	8%	14%	2%	5%	11%	8%	6%	6%	12%	9%	8%
Yes, animal products (includes milk powder, animal hides, and other materials made from animal parts)	2%	2%	3%	2%	3%	0%	3%	2%	3%	3%	5%	3%	2%
Yes, I intend to acquire a pet or animal from outside the country	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	2%	0%	0%
No, I will not purchase any of the above	64%	65%	61%	61%	68%	73%	57%	65%	64%	65%	50%	58%	66%
Don't know	9%	5%	10%	6%	14%	8%	12%	9%	9%	8%	16%	10%	8%
Chi2:	-	(99.9)						-		-			
Margin of Error,around 50%	2.08	6.11	3.28	7.72	12.65	3.88	7.37	2.28	5.19	6.53	12.35	7.37	2.40

In the last year have you sold or given as a gift any food products, plants including seeds, wood products, live insects, snails, pet food, animal feed, animals or animal products that were purchased through an on-line site?																							
	Total	Region						Age					Gender		Education			Income					
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up
Q16																							
Weighted Total:	757	101	91	38	296	160	62	234	141	134	98	108	336	401	95	215	438	83	81	86	100	168	152
Total:	723	104	89	41	284	139	57	88	173	170	113	137	319	384	96	214	404	83	76	80	91	143	159
Yes, food products (including canned or non-perishable food items such as spices)	13%	17%	11%	6%	12%	14%	19%	12%	16%	11%	13%	14%	8% ---	17% ++++	12%	9%	16% ++	10%	12%	20% +	10%	10%	13%
Yes, plants and plant products (including seeds, other propagative materials or wood products)	6%	3%	3%	10%	7%	7%	4%	4%	8%	6%	3%	8%	7%	5%	7%	5%	6%	4%	4%	9%	3%	3%	9% +
Yes, live insects or snails	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%
Yes, pet food or animal feed	3%	2%	3%	6%	1%	2%	9% +++	5% ++	1%	3%	1%	3%	2%	3%	7% +++	2%	2%	2%	1%	14% ++++	0%	2%	2%
Yes, animal products (includes milk powder, animal hides, animal hides, and other materials made from animal parts)	1%	0%	1%	3%	2%	1%	3%	0%	4% +++	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	3%	0%	2%	2%
Yes, a pet or animal from outside the country	0%	0%	0%	0%	0%	2% ++++	0%	1% +++	0%	0%	0%	0%	0%	1% +	0%	0%	1%	0%	0%	0%	0%	2% ++++	0%
No, I have not sold or given as a gift any of the above	79%	80%	85%	75%	80%	77% ++++	68% --	80% +++	73% -	81%	85% +	76%	83% +++	75% --	74%	83%	78%	82%	83%	61% ----	86% +	85% ++	75%
Don't know	1%	0%	0%	2%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	1%
Chi2:	-	(90)						(90)					(99)		-			(99.9)					
Margin of Error,around 50%	3.64	9.61	10.39	15.30	5.82	8.31	12.98	10.45	7.45	7.52	9.22	8.37	5.49	5.00	10.00	6.70	4.88	10.76	11.24	10.96	10.27	8.20	7.77

**In the last year have you sold or given as a gift any food products, plants including seeds, wood products, live insects, snails, pet food, animal feed, animals or animal products that were purchased through an on-line site?**

	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q16													
Weighted Total:	757	79	369	63	20	133	83	627	125	93	26	64	541
Total:	723	82	327	56	18	162	67	599	119	79	27	69	521
Yes, food products (including canned or non-perishable food items such as spices)	13%	18%	14%	4%	5%	16%	10%	13%	13%	17%	6%	19%	12%
Yes, plants and plant products (including seeds, other propagative materials or wood products)	6%	13% +++	6%	1%	16%	6%	1%	6%	6%	9%	13%	1%	6%
Yes, live insects or snails	0%	2% +++	0%	0%	0%	1%	0%	0%	1%	1%	4%	0%	0%
Yes, pet food or animal feed	3%	2%	2%	6%	0%	2%	6%	2%	3%	1%	4%	2%	3%
Yes, animal products (includes milk powder, animal hides, animal hides, and other materials made from animal parts)	1%	2%	2%	0%	4%	0%	2%	1%	3%	4%	0%	3%	1%
Yes, a pet or animal from outside the country	0%	0%	1% +	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%
No, I have not sold or given as a gift any of the above	79%	70% --	79%	89% ++	75%	77%	84%	79%	79%	73%	73%	77%	80% +
Don't know	1%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	2%	0%
Chi2:	-	(99)						-		(90)			
Margin of Error,around 50%	3.64	10.82	5.42	13.10	23.10	7.70	11.97	4.00	8.98	11.03	18.86	11.80	4.29

**How would you best describe the situation(s) where you sold or gave as a gift a food, plant or animal product? If multiple situations apply, choose the option that best describes the situation where you sold or gave as a gift the most products mentioned in the previous scenario.**

	Total	Region						Age					Gender		Education			Income					
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up
Q17																							
Weighted Total:	157	20	14	9	59	34	20	46	36	26	14	25	55	97	24	37	93	15	13	33	13	26	36
Total:	150	21	14	7	57	31	19	17	44	32	16	32	50	96	18	39	91	14	14	28	13	25	36
I sold or gave away just to get rid of the product(s) that I did not want	18%	9%	0%	28%	17%	25%	23%	18%	9%	14%	24%	23%	22%	15%	45%	14%	11%	17%	28%	25%	14%	15%	16%
I ordered the product specifically to give as a gift	72%	67%	88%	56%	81%	70%	52%	70%	73%	74%	76%	74%	62%	78%	46%	58%	85%	68%	65%	70%	73%	79%	70%
I ordered the product specifically to re-sell	1%	0%	6%	16%	0%	0%	0%	0%	6%	0%	0%	0%	4%	0%	3%	4%	0%	5%	0%	2%	6%	0%	0%
Don't know	9%	25%	6%	0%	1%	5%	26%	12%	12%	12%	0%	3%	13%	7%	6%	24%	3%	10%	7%	3%	7%	6%	14%
Chi2:	-	(99)						-					(95)		(99.9)			-					
Margin of Error, around 50%	8.00	21.38	26.19	37.04	12.98	17.60	22.48	23.77	14.77	17.32	24.50	17.32	13.86	10.00	23.10	15.69	10.27	26.19	26.19	18.52	27.18	19.60	16.33

**How would you best describe the situation(s) where you sold or gave as a gift a food, plant or animal product? If multiple situations apply, choose the option that best describes the situation where you sold or gave as a gift the most products mentioned in the previous scenario.**

	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q17													
Weighted Total:	157	24	77	7	5	29	13	130	26	24	7	14	104
Total:	150	25	65	6	4	35	13	122	27	24	6	15	101
<b>I sold or gave away just to get rid of the product(s) that I did not want</b>	18%	27%	7%	58%	0%	23%	34%	17%	17%	12%	14%	6%	20%
<b>I ordered the product specifically to give as a gift</b>	72%	60%	79%	42%	85%	74%	60%	72%	77%	75%	48%	89%	72%
<b>I ordered the product specifically to re-sell</b>	1%	6%	0%	0%	15%	0%	0%	2%	0%	0%	0%	0%	2%
<b>Don't know</b>	9%	7%	13%	0%	0%	3%	6%	9%	6%	13%	38%	6%	6%
Chi2:	-	(99)						-		-			
Margin of Error, around 50%	8.00	19.60	12.16	40.01	49.00	16.56	27.18	8.87	18.86	20.00	40.01	25.30	9.75

In the last year, did you ever sell any food, plant or animal products online through an e-commerce site? (E.g. Amazon, Facebook Marketplace, Ebay, Kijiji etc.)																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q18																								
Weighted Total:	157	20	14	9	59	34	20	46	36	26	14	25	55	97	24	37	93	15	13	33	13	26	36	
Total:	150	21	14	7	57	31	19	17	44	32	16	32	50	96	18	39	91	14	14	28	13	25	36	
<b>Yes</b>	6%	0%	6%	0%	4%	15%	4%	7%	7%	9%	0%	0%	5%	7%	0%	5%	7%	5%	0%	0%	0%	31%	2%	
<b>No</b>	93%	96%	94%	100%	96%	85%	96%	93%	91%	91%	100%	100%	94%	93%	97%	95%	93%	95%	100%	100%	100%	66%	98%	
<b>Don't know</b>	0%	4%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	1%	0%	3%	0%	0%	0%	0%	0%	0%	3%	0%	
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(99.9)	-	-	-	-	-	-
Margin of Error,around 50%	8.00	21.38	26.19	37.04	12.98	17.60	22.48	23.77	14.77	17.32	24.50	17.32	13.86	10.00	23.10	15.69	10.27	26.19	26.19	18.52	27.18	19.60	16.33	

In the last year, did you ever sell any food, plant or animal products online through an e-commerce site? (E.g. Amazon, Facebook Marketplace, Ebay, Kijiji etc.)													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q18													
Weighted Total:	157	24	77	7	5	29	13	130	26	24	7	14	104
Total:	150	25	65	6	4	35	13	122	27	24	6	15	101
<b>Yes</b>	6%	7%	9%	0%	0%	0%	6%	5%	7%	7%	0%	6%	7%
<b>No</b>	93%	93%	90%	100%	100%	100%	94%	94%	93%	90%	100%	94%	93%
<b>Don't know</b>	0%	0%	1%	0%	0%	0%	0%	1%	0%	3%	0%	0%	0%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-
Margin of Error, around 50%	8.00	19.60	12.16	40.01	49.00	16.56	27.18	8.87	18.86	20.00	40.01	25.30	9.75



Are you aware of the rules and regulations in Canada surrounding importing and the interprovincial trade of food, plant or animal products?																							
	Total	Region						Age					Gender		Education			Income					
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up
Q19																							
Weighted Total:	2221	307	252	144	835	512	154	571	337	373	361	440	1058	1121	332	696	1161	270	260	280	263	471	379
Total:	2221	314	257	160	838	470	165	216	412	475	422	557	1069	1110	354	719	1115	267	268	262	252	444	403
<b>Yes</b>	23%	26%	24%	24%	24%	16%	32%	20%	25%	22%	24%	25%	23%	23%	22%	25%	22%	25%	21%	24%	26%	19%	26%
<b>No</b>	68%	61%	67%	64%	67%	75%	60%	74%	67%	66%	64%	65%	70%	66%	67%	65%	69%	64%	67%	68%	68%	71%	68%
<b>Don't know</b>	9%	13%	9%	12%	8%	9%	8%	6%	8%	12%	12%	9%	7%	11%	11%	10%	9%	11%	11%	7%	6%	11%	6%
Chi2:	-	99.9						99					99		-			95					
Margin of Error,around 50%	2.08	5.53	6.11	7.75	3.39	4.52	7.63	6.67	4.83	4.50	4.77	4.15	3.00	2.94	5.21	3.65	2.93	6.00	5.99	6.05	6.17	4.65	4.88

Are you aware of the rules and regulations in Canada surrounding importing and the interprovincial trade of food, plant or animal products?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q19													
Weighted Total:	2221	236	981	171	71	522	210	1847	360	264	61	165	1644
Total:	2221	257	895	161	60	639	177	1849	357	225	63	177	1673
<b>Yes</b>	23%	25%	22%	22%	20%	24%	25%	23%	21%	19%	22%	28%	22%
<b>No</b>	68%	65%	<b>70%</b>	72%	61%	66%	63%	67%	70%	73%	67%	<b>59%</b>	69%
<b>Don't know</b>	9%	10%	8%	7%	<b>19%</b>	10%	12%	10%	8%	8%	11%	13%	9%
Chi2:	-	90	-	-	++	-	-	-	-	-	-	-	-
Margin of Error, around 50%	2.08	6.11	3.28	7.72	12.65	3.88	7.37	2.28	5.19	6.53	12.35	7.37	2.40

**To the best of your knowledge, when importing food, plant or animal products, which government departments would you need to check with to ensure you are following all necessary laws and regulations?**

	Region							Age					Gender		Education			Income						
	Total	BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q20																								
Weighted Total:	2221	307	252	144	835	512	154	571	337	373	361	440	1058	1121	332	696	1161	270	260	280	263	471	379	
Total:	2221	314	257	160	838	470	165	216	412	475	422	557	1069	1110	354	719	1115	267	268	262	252	444	403	
Canada Border Services Agency (CBSA)	56%	<b>64%</b> +++	57%	52%	<b>53%</b> --	58%	54%	<b>65%</b> +++	55%	59%	57%	<b>46%</b> ---	57%	56%	<b>51%</b> --	58%	57%	53%	52%	60%	<b>63%</b> ++	58%	56%	
Canadian Food Inspection Agency (CFIA)	57%	55%	54%	63%	55%	<b>61%</b> ++	57%	58%	56%	59%	54%	57%	57%	57%	53%	57%	58%	<b>50%</b> --	55%	60%	58%	57%	60%	
Health Canada	27%	23%	30%	31%	<b>23%</b> ---	<b>34%</b> ++++	26%	28%	<b>22%</b> --	26%	<b>31%</b> ++	28%	26%	28%	29%	28%	26%	29%	<b>33%</b> +++	27%	25%	27%	27%	
Canadian Wildlife Service	18%	18%	17%	15%	17%	<b>24%</b> ++++	14%	22%	17%	17%	19%	17%	19%	17%	18%	17%	19%	22%	22%	19%	20%	18%	16%	
Agriculture and Agri-Food Canada (AAFC)	50%	49%	50%	<b>59%</b> ++	49%	53%	<b>43%</b> --	48%	<b>44%</b> --	48%	<b>55%</b> ++	<b>57%</b> ++++	49%	52%	49%	51%	50%	46%	49%	54%	53%	49%	51%	
Royal Canadian Mounted Police (RCMP)	4%	4%	4%	3%	<b>3%</b> ---	<b>7%</b> ++++	6%	6%	4%	5%	5%	<b>2%</b> ---	<b>5%</b> ++	<b>3%</b> --	4%	4%	4%	5%	6%	5%	2%	<b>6%</b> +++	<b>2%</b> --	
Canadian Security and Intelligence Service (CSIS)	3%	1%	2%	3%	3%	<b>6%</b> ++++	4%	<b>5%</b> +++	2%	3%	3%	<b>1%</b> ---	3%	3%	2%	4%	3%	<b>6%</b> +++	3%	<b>6%</b> ++	<b>1%</b> --	3%	<b>1%</b> --	
Canada Revenue Agency (CRA)	6%	<b>3%</b> --	8%	8%	6%	6%	4%	6%	4%	<b>8%</b> ++	7%	4%	7%	5%	6%	5%	7%	7%	4%	6%	7%	7%	6%	
Provincial Agriculture Departments	37%	41% +	37%	42%	<b>35%</b> --	38%	40%	33%	<b>31%</b> ---	38%	41%	<b>45%</b> ++++	37%	38%	40%	39%	36%	36%	<b>43%</b> ++	42%	40%	36%	<b>32%</b> --	
Provincial Health Departments	20%	21%	21%	<b>27%</b> ++	20%	18%	23%	24%	<b>13%</b> ---	18%	19%	<b>24%</b> ++	<b>18%</b> --	<b>22%</b> ++	22%	22%	19%	<b>27%</b> +++	24%	19%	21%	18%	<b>15%</b> --	
Other government department	1%	<b>3%</b> ++++	1%	0%	1%	1%	0%	1%	<b>0%</b> --	1%	1%	1%	<b>1%</b> ++	<b>0%</b> --	<b>2%</b> ++	1%	<b>0%</b> --	<b>2%</b> +++	1%	1%	1%	<b>0%</b> --	1%	
Don't know	19%	17%	20%	18%	21%	15%	20%	17%	21%	17%	16%	21%	19%	19%	24%	17%	18%	24%	22%	17%	14%	17%	18%	
Chi2:	-	(99.9)						(99.9)					95		-			(99)						
Margin of Error, around 50%	2.08	5.53	6.11	7.75	3.39	4.52	7.63	6.67	4.83	4.50	4.77	4.15	3.00	2.94	5.21	3.65	2.93	6.00	5.99	6.05	6.17	4.65	4.88	

**To the best of your knowledge, when importing food, plant or animal products, which government departments would you need to check with to ensure you are following all necessary laws and regulations?**

	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q20													
Weighted Total:	2221	236	981	171	71	522	210	1847	360	264	61	165	1644
Total:	2221	257	895	161	60	639	177	1849	357	225	63	177	1673
Canada Border Services Agency (CBSA)	56%	<b>46%</b> ----	<b>60%</b> +++	<b>66%</b> +++	63%	<b>49%</b> ----	<b>63%</b> ++	57%	52%	56%	53%	63%	56%
Canadian Food Inspection Agency (CFIA)	57%	<b>50%</b> --	<b>59%</b> ++	52%	58%	58%	56%	57%	58%	56%	58%	61%	57%
Health Canada	27%	<b>21%</b> --	27%	31%	33%	29%	25%	27%	28%	25%	23%	<b>34%</b> ++	27%
Canadian Wildlife Service	18%	18%	20%	16%	17%	17%	19%	18%	21%	<b>24%</b> ++	13%	<b>25%</b> ++	<b>17%</b> --
Agriculture and Agri-Food Canada (AAFC)	50%	44%	48%	53%	56%	<b>57%</b> ++++	47%	50%	53%	48%	62%	57%	50%
Royal Canadian Mounted Police (RCMP)	4%	4%	4%	6%	11%	3%	5%	4%	4%	6%	1%	<b>8%</b> ++	<b>3%</b> ---
Canadian Security and Intelligence Service (CSIS)	3%	1%	3%	4%	<b>10%</b> +++	<b>2%</b> --	<b>7%</b> +++	3%	4%	<b>6%</b> ++	0%	<b>6%</b> ++	<b>2%</b> ---
Canada Revenue Agency (CRA)	6%	5%	7%	6%	10%	5%	7%	6%	6%	8%	6%	<b>13%</b> ++++	<b>5%</b> ---
Provincial Agriculture Departments	37%	35%	37%	38%	25%	<b>45%</b> ++++	<b>27%</b> --	37%	40%	38%	45%	43%	37%
Provincial Health Departments	20%	16%	20%	16%	23%	<b>24%</b> +++	21%	20%	21%	24%	23%	<b>28%</b> +++	<b>19%</b> --
Other government department	1%	0%	1%	2%	0%	<b>2%</b> ++	0%	1%	0%	2%	0%	2%	1%
Don't know	19%	23%	17%	15%	15%	20%	22%	19%	18%	19%	20%	13%	19%
Chi2:	-	(99.9)						-		(99.9)			
Margin of Error,around 50%	2.08	6.11	3.28	7.72	12.65	3.88	7.37	2.28	5.19	6.53	12.35	7.37	2.40

To the best of your knowledge who has the most responsibility for ensuring all laws and regulations are followed when products are bought or sold online.																							
	Total	Region						Age					Gender		Education			Income					
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up
Q21																							
Weighted Total:	2221	307	252	144	835	512	154	571	337	373	361	440	1058	1121	332	696	1161	270	260	280	263	471	379
Total:	2221	314	257	160	838	470	165	216	412	475	422	557	1069	1110	354	719	1115	267	268	262	252	444	403
The manufacturer	5%	3%	5%	3%	4%	6%	5%	5%	4%	5%	5%	4%	4%	5%	7%	4%	4%	7%	5%	3%	3%	5%	5%
The seller	24%	25%	25%	26%	25%	20%	23%	34%	24%	23%	19%	16%	26%	22%	19%	22%	26%	15%	18%	23%	30%	28%	25%
The buyer	26%	27%	34%	27%	26%	23%	29%	23%	33%	27%	28%	25%	29%	24%	26%	28%	26%	24%	27%	28%	18%	28%	33%
A Canadian government department	14%	15%	9%	18%	11%	22%	7%	10%	11%	13%	17%	20%	13%	15%	14%	15%	13%	20%	13%	16%	15%	11%	10%
The shipping company (e.g. UPS, FedEx, etc.)	2%	1%	4%	1%	2%	2%	3%	3%	1%	1%	1%	2%	2%	2%	2%	1%	2%	1%	4%	1%	1%	3%	1%
The online platform where the sale is occurring (e.g. eBay, Kijiji, Amazon)	15%	14%	13%	8%	16%	16%	15%	17%	14%	16%	12%	13%	15%	14%	13%	16%	14%	15%	15%	14%	19%	15%	13%
Don't know	15%	15%	11%	17%	16%	11%	19%	8%	12%	14%	17%	19%	11%	17%	18%	13%	14%	19%	19%	13%	14%	11%	12%
Chi2:	-	(99.9)						99.9					99		95			99.9					
Margin of Error,around 50%	2.08	5.53	6.11	7.75	3.39	4.52	7.63	6.67	4.83	4.50	4.77	4.15	3.00	2.94	5.21	3.65	2.93	6.00	5.99	6.05	6.17	4.65	4.88

To the best of your knowledge who has the most responsibility for ensuring all laws and regulations are followed when products are bought or sold online.													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q21													
Weighted Total:	2221	236	981	171	71	522	210	1847	360	264	61	165	1644
Total:	2221	257	895	161	60	639	177	1849	357	225	63	177	1673
The manufacturer	5%	3%	5%	4%	2%	4%	7%	5%	5%	5%	6%	6%	4%
The seller	24%	31% +++	27% ++++	21%	19%	16% ----	24% +	23% --	29% ++	23%	14% -	24%	25% +
The buyer	26%	25%	29% +	26%	31%	25%	22%	28% ++	21% --	23%	14% --	18% ---	28% +++
A Canadian government department	14%	14%	12% ---	17%	11%	20% ++++	11%	14%	15%	16%	25% +++	15%	13%
The shipping company (e.g. UPS, FedEx, etc.)	2%	2%	2% +	4%	0%	1%	3%	2%	1%	1%	7% +++	5% ++	2% --
The online platform where the sale is occurring (e.g. eBay, Kijiji, Amazon)	15%	13%	14%	13%	29% +++	15%	14%	14% -	18% ++	22% +++	17%	16%	13% ---
Don't know	15%	13%	11%	15%	9%	20%	19%	15%	11%	11%	16%	16%	15%
Chi2:	-	(99.9)						95		(99.9)			
Margin of Error, around 50%	2.08	6.11	3.28	7.72	12.65	3.88	7.37	2.28	5.19	6.53	12.35	7.37	2.40

When purchasing products online, do you check that the product is being sold by a reliable source?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q22																								
Weighted Total:	2221	307	252	144	835	512	154	571	337	373	361	440	1058	1121	332	696	1161	270	260	280	263	471	379	
Total:	2221	314	257	160	838	470	165	216	412	475	422	557	1069	1110	354	719	1115	267	268	262	252	444	403	
<b>Yes</b>	82%	79%	84%	86%	82%	82%	78%	85%	85%	84%	83%	75%	83%	81%	74%	82%	84%	70%	75%	80%	89%	87%	87%	
<b>No</b>	10%	11%	10%	6%	10%	10%	10%	11%	11%	9%	8%	10%	11%	9%	14%	9%	9%	17%	13%	11%	6%	8%	9%	
<b>Don't know</b>	8%	9%	6%	9%	7%	8%	12%	4%	4%	6%	10%	15%	6%	10%	12%	9%	6%	12%	12%	8%	5%	5%	4%	
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	99	-	-	99.9	-	-	-	-	-	
Margin of Error,around 50%	2.08	5.53	6.11	7.75	3.39	4.52	7.63	6.67	4.83	4.50	4.77	4.15	3.00	2.94	5.21	3.65	2.93	6.00	5.99	6.05	6.17	4.65	4.88	

When purchasing products online, do you check that the product is being sold by a reliable source?													
	Total	Employment						Born in Canada		Vismin/Indig/Disab			
		Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q22													
Weighted Total:	2221	236	981	171	71	522	210	1847	360	264	61	165	1644
Total:	2221	257	895	161	60	639	177	1849	357	225	63	177	1673
<b>Yes</b>	82%	81%	86% ++++	78%	85%	75% ----	84%	82%	82%	80%	77%	79%	83%
<b>No</b>	10%	8%	10%	14% +	8%	11%	9%	10%	12%	14% +	8%	10%	10%
<b>Don't know</b>	8%	11%	4%	8%	7%	14%	6%	8%	6%	6%	16%	11%	8%
Chi2:	-	90						-		-			
Margin of Error, around 50%	2.08	6.11	3.28	7.72	12.65	3.88	7.37	2.28	5.19	6.53	12.35	7.37	2.40



How do you check that the product is being sold by a reliable source?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q23																								
Weighted Total:	1820	244	212	123	687	419	121	483	288	315	299	330	876	913	246	570	980	189	196	225	234	409	331	
Total:	1805	250	217	133	680	385	126	183	350	401	349	418	872	902	254	585	942	185	203	208	223	381	351	
I read reviews from other customers posted online	62%	60%	64%	59%	66%	54%	65%	78%	67%	58%	51%	48%	63%	60%	58%	59%	64%	66%	53%	61%	62%	68%	58%	
I check with consumer protection agencies, such as the Better Business Bureau	18%	24%	24%	20%	17%	12%	18%	19%	17%	20%	18%	16%	18%	18%	19%	18%	17%	18%	19%	19%	13%	18%	19%	
I email the seller to find out more about their activities before I buy	6%	6%	8%	5%	6%	5%	8%	8%	4%	7%	6%	4%	6%	6%	6%	7%	5%	6%	6%	7%	7%	5%	5%	
I only buy from reputable e-commerce platforms	74%	73%	66%	67%	75%	77%	77%	76%	77%	74%	73%	69%	75%	73%	66%	68%	79%	73%	62%	71%	79%	75%	78%	
I use PayPal to ensure I can get my money back if it is a scam	23%	23%	25%	27%	22%	23%	25%	20%	25%	24%	25%	21%	23%	23%	22%	28%	21%	21%	29%	22%	23%	23%	23%	
I use an online search tool and search the company name to see if anything bad shows up	49%	52%	55%	52%	50%	41%	44%	59%	49%	49%	44%	39%	51%	46%	43%	45%	52%	42%	43%	51%	44%	54%	48%	
I buy from sites recommended by people I know	33%	32%	38%	39%	36%	26%	29%	42%	31%	30%	29%	28%	33%	33%	37%	32%	33%	27%	29%	38%	32%	36%	33%	
PURCHASE FROM VENDORS/COMPANIES/BUSINESSES THAT HAVE A STORE FRONT/PHYSICAL ADDRESS	0%	0%	1%	2%	1%	0%	0%	1%	1%	1%	1%	0%	0%	1%	1%	0%	1%	1%	0%	0%	1%	0%	0%	
PURCHASE FROM CANADIAN/LOCAL VENDORS	1%	1%	0%	0%	1%	0%	0%	1%	0%	0%	1%	1%	0%	1%	0%	0%	1%	2%	0%	1%	0%	0%	0%	
PURCHASE FROM COMPANIES/BUSINESSES I KNOW/HAVE DONE BUSINESS WITH THEM BEFORE, ONLY DIRECT FROM BUSINESS THEMSELVES/NO THIRD PARTY VENDORS	1%	2%	0%	1%	2%	1%	4%	1%	1%	3%	1%	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%	2%	0%	
CERTIFY WEBSITE IS LEGITIMATE, USE SECURITY SOFTWARE	0%	1%	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	
Other	2%	3%	2%	4%	1%	2%	1%	1%	1%	2%	2%	4%	2%	2%	4%	3%	1%	3%	3%	2%	2%	1%	1%	
Don't know	1%	2%	1%	1%	2%	0%	0%	1%	1%	1%	2%	2%	1%	1%	3%	1%	1%	1%	3%	2%	1%	1%	1%	
Chi2:	-	(99)						(99.9)					-		(99.9)			-						
Margin of Error, around 50%	2.31	6.20	6.65	8.50	3.76	4.99	8.73	7.24	5.24	4.89	5.25	4.79	3.32	3.26	6.15	4.05	3.19	7.20	6.88	6.79	6.56	5.02	5.23	

How do you check that the product is being sold by a reliable source?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q23													
Weighted Total:	1820	191	847	133	60	391	177	1514	296	212	47	131	1358
Total:	1805	207	767	133	49	478	148	1505	290	183	51	141	1363
I read reviews from other customers posted online	62%	59%	65% +++	64%	72%	49%	71% ++	61%	66%	78% ++++	53%	69%	58% ---
I check with consumer protection agencies, such as the Better Business Bureau	18%	18%	17%	24% +	21%	17%	19%	19%	16%	25% ++	25%	24%	16% ---
I email the seller to find out more about their activities before I buy	6%	8%	6%	11% ++	5%	3%	7%	6%	7%	7%	9%	4%	6%
I only buy from reputable e-commerce platforms	74%	73%	76% ++	76%	77%	70%	69%	73%	77%	74%	68%	73%	74%
I use PayPal to ensure I can get my money back if it is a scam	23%	22%	23%	31% ++	18%	24%	20%	24% ++	19%	22%	19%	22%	24%
I use an online search tool and search the company name to see if anything bad shows up	49%	50%	53% +++	44%	49%	42%	50%	49%	48%	52%	48%	53%	48%
I buy from sites recommended by people I know	33%	29%	36% +++	32%	26%	26%	39%	34%	30%	34%	40%	39%	32%
PURCHASE FROM VENDORS/COMPANIES/BUSINESSES THAT HAVE A STORE FRONT/PHYSICAL ADDRESS	0%	0%	1%	1%	0%	0%	2% ++	1%	0%	0%	0%	0%	1% +
PURCHASE FROM CANADIAN/LOCAL VENDORS	1%	0%	0%	0%	0%	1%	2% +	1%	1%	0%	0%	1%	1%
PURCHASE FROM COMPANIES/BUSINESSES I KNOW/HAVE DONE BUSINESS WITH THEM BEFORE, ONLY DIRECT FROM BUSINESS THEMSELVES/NO THIRD PARTY VENDORS	1%	1%	1%	3% +	0%	2%	2%	1%	2%	1%	6% ++	2%	1%
CERTIFY WEBSITE IS LEGITIMATE, USE SECURITY SOFTWARE	0%	0%	0% +	0%	0%	0%	0%	0%	0%	1% +++	0%	0%	0%
Other	2%	1%	2%	1%	0%	3% ++	3%	2%	2%	1%	5%	3%	2%
Don't know	1%	2%	1%	3%	0%	1%	2%	1%	1%	0%	7%	1%	1%
Chi2:	-	(99)						-		(99)			
Margin of Error,around 50%	2.31	6.81	3.54	8.50	14.00	4.48	8.06	2.53	5.75	7.24	13.72	8.25	2.65

Do you verify that the product is allowed to be sold in Canada?																							
	Total	Region						Age					Gender		Education			Income					
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up
Q24																							
Weighted Total:	2221	307	252	144	835	512	154	571	337	373	361	440	1058	1121	332	696	1161	270	260	280	263	471	379
Total:	2221	314	257	160	838	470	165	216	412	475	422	557	1069	1110	354	719	1115	267	268	262	252	444	403
<b>Yes</b>	29%	28%	26%	28%	28%	32%	32%	27%	29%	30%	33%	29%	31%	28%	26%	31%	29%	31%	26%	32%	33%	26%	27%
<b>No</b>	58%	58%	62%	58%	60%	57%	52%	64%	64%	59%	54%	53%	60%	58%	54%	58%	60%	49%	58%	61%	54%	66%	64%
<b>Don't know</b>	12%	14%	11%	14%	12%	11%	16%	9%	7%	11%	13%	18%	9%	15%	20%	11%	10%	19%	16%	7%	13%	8%	9%
Chi2:	-	-	-	-	-	-	-	95					90		-			99					
Margin of Error,around 50%	2.08	5.53	6.11	7.75	3.39	4.52	7.63	6.67	4.83	4.50	4.77	4.15	3.00	2.94	5.21	3.65	2.93	6.00	5.99	6.05	6.17	4.65	4.88

Do you verify that the product is allowed to be sold in Canada?													
	Total	Employment						Born in Canada		Vismin/Indig/Disab			
		Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q24													
Weighted Total:	2221	236	981	171	71	522	210	1847	360	264	61	165	1644
Total:	2221	257	895	161	60	639	177	1849	357	225	63	177	1673
<b>Yes</b>	29%	<b>24%</b> --	30%	35% +	35%	29%	28%	29%	33% +	29%	35%	34%	<b>28%</b> --
<b>No</b>	58%	63% +	61% +	55%	51%	<b>54%</b> ---	60%	59%	56%	61%	52%	53%	<b>60%</b> ++
<b>Don't know</b>	12%	13%	9%	10%	14%	17%	12%	12%	11%	10%	13%	14%	12%
Chi2:	-	90						90		-			
Margin of Error, around 50%	2.08	6.11	3.28	7.72	12.65	3.88	7.37	2.28	5.19	6.53	12.35	7.37	2.40

Do you check if the product has been recalled in Canada for health or safety reasons?																							
	Total	Region						Age					Gender		Education			Income					
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up
Q25																							
Weighted Total:	2221	307	252	144	835	512	154	571	337	373	361	440	1058	1121	332	696	1161	270	260	280	263	471	379
Total:	2221	314	257	160	838	470	165	216	412	475	422	557	1069	1110	354	719	1115	267	268	262	252	444	403
<b>Yes</b>	20%	18%	23%	21%	18%	21%	<b>27%</b>	18%	18%	20%	<b>24%</b>	22%	19%	21%	19%	22%	19%	24%	16%	19%	24%	19%	<b>15%</b>
<b>No</b>	70%	73%	72%	68%	72%	69%	<b>62%</b>	<b>76%</b>	<b>77%</b>	73%	<b>66%</b>	<b>62%</b>	<b>73%</b>	<b>68%</b>	66%	<b>67%</b>	<b>74%</b>	<b>61%</b>	71%	74%	68%	73%	<b>80%</b>
<b>Don't know</b>	10%	9%	6%	11%	10%	10%	11%	6%	5%	7%	10%	15%	7%	11%	15%	11%	7%	15%	13%	7%	8%	7%	5%
Chi2:	-	-	-	-	-	-	-	99					90		95			99					
Margin of Error,around 50%	2.08	5.53	6.11	7.75	3.39	4.52	7.63	6.67	4.83	4.50	4.77	4.15	3.00	2.94	5.21	3.65	2.93	6.00	5.99	6.05	6.17	4.65	4.88

Do you check if the product has been recalled in Canada for health or safety reasons?													
	Total	Employment						Born in Canada		Vismin/Indig/Disab			
		Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q25													
Weighted Total:	2221	236	981	171	71	522	210	1847	360	264	61	165	1644
Total:	2221	257	895	161	60	639	177	1849	357	225	63	177	1673
<b>Yes</b>	20%	18%	20%	18%	26%	21%	21%	20%	21%	20%	18%	27% ++	19% -
<b>No</b>	70%	73%	74% +++	77% +	63%	64% ----	68%	70%	72%	72%	65%	59% ----	73% ++++
<b>Don't know</b>	10%	9%	6%	5%	11%	15%	12%	10%	7%	9%	17%	15%	8%
Chi2:	-	90						-		95			
Margin of Error, around 50%	2.08	6.11	3.28	7.72	12.65	3.88	7.37	2.28	5.19	6.53	12.35	7.37	2.40

Food products that cost significantly less than the usual price may be substandard, adulterated, diluted or made with cheaper ingredients than those listed on the label																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q26A																								
Are you aware that... ?																								
Weighted Total:	2221	307	252	144	835	512	154	571	337	373	361	440	1058	1121	332	696	1161	270	260	280	263	471	379	
Total:	2221	314	257	160	838	470	165	216	412	475	422	557	1069	1110	354	719	1115	267	268	262	252	444	403	
Yes	83%	85%	85%	81%	84%	80%	84%	82%	83%	86%	84%	84%	83%	84%	79%	83%	85%	77%	83%	82%	87%	86%	87%	
No	9%	8%	9%	10%	8%	9%	8%	10%	11%	8%	7%	7%	8%	9%	11%	8%	8%	13%	7%	10%	6%	9%	8%	
Don't know	8%	7%	5%	9%	8%	10%	8%	8%	6%	6%	8%	9%	9%	7%	10%	9%	7%	11%	9%	8%	7%	6%	5%	
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	95	-	-	-	-	-	
Margin of Error,around 50%	2.08	5.53	6.11	7.75	3.39	4.52	7.63	6.67	4.83	4.50	4.77	4.15	3.00	2.94	5.21	3.65	2.93	6.00	5.99	6.05	6.17	4.65	4.88	

Food products that cost significantly less than the usual price may be substandard, adulterated, diluted or made with cheaper ingredients than those listed on the label													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q26A Are you aware that... ?													
Weighted Total:	2221	236	981	171	71	522	210	1847	360	264	61	165	1644
Total:	2221	257	895	161	60	639	177	1849	357	225	63	177	1673
<b>Yes</b>	83%	79%	84%	85%	87%	84%	80%	84%	77%	78%	85%	82%	84%
		-						++++	---	--			++
<b>No</b>	9%	8%	9%	8%	7%	8%	10%	8%	12%	12%	8%	10%	8%
								--	++	+			
<b>Don't know</b>	8%	13%	7%	7%	5%	8%	10%	8%	11%	10%	7%	7%	8%
Chi2:	-	-						99		-			
Margin of Error, around 50%	2.08	6.11	3.28	7.72	12.65	3.88	7.37	2.28	5.19	6.53	12.35	7.37	2.40



Purebred pets that are priced below average may not come from a reputable breeder and could have costly health problems																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q26B																								
Are you aware that... ?																								
Weighted Total:	2221	307	252	144	835	512	154	571	337	373	361	440	1058	1121	332	696	1161	270	260	280	263	471	379	
Total:	2221	314	257	160	838	470	165	216	412	475	422	557	1069	1110	354	719	1115	267	268	262	252	444	403	
<b>Yes</b>	87%	90%	90%	86%	88%	<b>83%</b>	89%	89%	88%	88%	88%	87%	<b>85%</b>	<b>90%</b>	85%	88%	88%	<b>75%</b>	89%	91%	89%	90%	<b>91%</b>	
		+				---							---	++++				----		+			++	
<b>No</b>	5%	5%	<b>2%</b>	4%	5%	<b>7%</b>	6%	7%	5%	6%	3%	<b>3%</b>	6%	4%	5%	5%	5%	<b>12%</b>	4%	3%	4%	5%	3%	
			--			+++				-		--	+	-				++++		-				
<b>Don't know</b>	8%	5%	8%	10%	7%	10%	5%	5%	8%	6%	9%	9%	9%	6%	10%	7%	7%	13%	7%	7%	6%	5%	6%	
Chi2:	-	95						90					95		-			99.9						
Margin of Error,around 50%	2.08	5.53	6.11	7.75	3.39	4.52	7.63	6.67	4.83	4.50	4.77	4.15	3.00	2.94	5.21	3.65	2.93	6.00	5.99	6.05	6.17	4.65	4.88	

Purebred pets that are priced below average may not come from a reputable breeder and could have costly health problems													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q26B													
Are you aware that... ?													
Weighted Total:	2221	236	981	171	71	522	210	1847	360	264	61	165	1644
Total:	2221	257	895	161	60	639	177	1849	357	225	63	177	1673
Yes	87%	85%	88%	88%	87%	87%	87%	89%	79%	78%	84%	85%	89%
								++++	---	---			++++
No	5%	4%	5%	5%	5%	4%	8%	4%	10%	9%	8%	7%	4%
						-	++	---	++++	+++			---
Don't know	8%	11%	6%	6%	8%	9%	5%	7%	10%	13%	8%	8%	6%
Chi2:	-	-						99.9		(99)			
Margin of Error, around 50%	2.08	6.11	3.28	7.72	12.65	3.88	7.37	2.28	5.19	6.53	12.35	7.37	2.40

Meat, eggs and dairy products, or other animal products such as pet food and chews, might carry disease that could impact Canada's farmed and wild animals																							
	Total	Region						Age					Gender		Education			Income					
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up
Q26C																							
Are you aware that... ?																							
Weighted Total:	2221	307	252	144	835	512	154	571	337	373	361	440	1058	1121	332	696	1161	270	260	280	263	471	379
Total:	2221	314	257	160	838	470	165	216	412	475	422	557	1069	1110	354	719	1115	267	268	262	252	444	403
<b>Yes</b>	77%	<b>83%</b> ++	78%	80%	76%	<b>72%</b> ---	80%	78%	77%	79%	76%	76%	76%	78%	74%	<b>74%</b> --	<b>80%</b> +++	77%	<b>70%</b> ---	74%	75%	<b>80%</b> ++	<b>83%</b> ++++
<b>No</b>	15%	<b>9%</b> ---	15%	13%	15%	<b>18%</b> ++	14%	17%	16%	15%	13%	12%	14%	15%	14%	16%	14%	13%	<b>20%</b> +++	18%	16%	13%	<b>11%</b> --
<b>Don't know</b>	8%	8%	7%	7%	9%	10%	6%	<b>5%</b> --	7%	6%	10%	<b>12%</b> +++	<b>10%</b> ++	<b>7%</b> ---	<b>12%</b> ++	10%	<b>6%</b> ----	10%	10%	8%	8%	6%	<b>6%</b> --
Chi2:	-	90						99					95		99			99					
Margin of Error,around 50%	2.08	5.53	6.11	7.75	3.39	4.52	7.63	6.67	4.83	4.50	4.77	4.15	3.00	2.94	5.21	3.65	2.93	6.00	5.99	6.05	6.17	4.65	4.88

Meat, eggs and dairy products, or other animal products such as pet food and chews, might carry disease that could impact Canada's farmed and wild animals													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q26C													
Are you aware that... ?													
Weighted Total:	2221	236	981	171	71	522	210	1847	360	264	61	165	1644
Total:	2221	257	895	161	60	639	177	1849	357	225	63	177	1673
Yes	77%	74%	78%	79%	86%	76%	74%	77%	77%	68%	76%	79%	78%
No	15%	13%	16%	17%	7%	12%	17%	15%	14%	22%	18%	14%	14%
Don't know	8%	14%	6%	5%	7%	11%	9%	8%	9%	9%	7%	7%	8%
Chi2:	-	99.9	---	-	-	---	-	-	-	(95)	-	-	-
Margin of Error, around 50%	2.08	6.11	3.28	7.72	12.65	3.88	7.37	2.28	5.19	6.53	12.35	7.37	2.40

Plants or plant products received may not be as-advertised and seeds can be difficult to accurately identify																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q26D																								
Are you aware that... ?																								
Weighted Total:	2221	307	252	144	835	512	154	571	337	373	361	440	1058	1121	332	696	1161	270	260	280	263	471	379	
Total:	2221	314	257	160	838	470	165	216	412	475	422	557	1069	1110	354	719	1115	267	268	262	252	444	403	
<b>Yes</b>	76%	<b>82%</b> +++	79%	71%	77%	<b>72%</b> --	78%	<b>81%</b> ++	74%	74%	76%	77%	76%	77%	<b>71%</b> --	78% +	77%	<b>71%</b> --	75%	76%	78%	<b>81%</b> +++	79%	
<b>No</b>	13%	10%	12%	13%	14%	15%	10%	15%	15%	15%	11%	<b>9%</b> ---	12%	14% +	13%	12%	13%	14%	15%	16%	12%	11%	12%	
<b>Don't know</b>	11%	<b>8%</b> --	10%	15% +	9%	<b>13%</b> ++	12%	<b>5%</b> ----	11%	11%	13%	<b>14%</b> ++	12%	<b>9%</b> --	<b>16%</b> +++	10%	<b>9%</b> --	<b>16%</b> +++	10%	8%	10%	<b>8%</b> --	8%	
Chi2:	-	95						99.9					90		95			95						
Margin of Error,around 50%	2.08	5.53	6.11	7.75	3.39	4.52	7.63	6.67	4.83	4.50	4.77	4.15	3.00	2.94	5.21	3.65	2.93	6.00	5.99	6.05	6.17	4.65	4.88	

Plants or plant products received may not be as-advertised and seeds can be difficult to accurately identify													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q26D Are you aware that... ?													
Weighted Total:	2221	236	981	171	71	522	210	1847	360	264	61	165	1644
Total:	2221	257	895	161	60	639	177	1849	357	225	63	177	1673
<b>Yes</b>	76%	77%	75%	77%	87%	76%	78%	77%	71%	71%	77%	76%	77%
					++			+++	--	-			+
<b>No</b>	13%	11%	15%	16%	6%	9%	12%	12%	16%	18%	10%	11%	13%
			+++		-	----		-	++	++			
<b>Don't know</b>	11%	12%	9%	7%	7%	15%	9%	10%	12%	11%	13%	13%	10%
			-	-		++++		--					
Chi2:	-	99.9						95		-			
Margin of Error, around 50%	2.08	6.11	3.28	7.72	12.65	3.88	7.37	2.28	5.19	6.53	12.35	7.37	2.40

Plants, plant products, live insects and snails may be or may host plant pests																							
	Total	Region						Age					Gender		Education			Income					
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up
Q26E																							
Are you aware that... ?																							
Weighted Total:	2221	307	252	144	835	512	154	571	337	373	361	440	1058	1121	332	696	1161	270	260	280	263	471	379
Total:	2221	314	257	160	838	470	165	216	412	475	422	557	1069	1110	354	719	1115	267	268	262	252	444	403
<b>Yes</b>	88%	90%	86%	86%	89%	88%	88%	92%	90%	87%	87%	86%	86%	90%	81%	89%	90%	82%	85%	91%	88%	92%	91%
								++					--	+++	----	++++		----		+		+++	++
<b>No</b>	6%	4%	7%	5%	5%	7%	6%	5%	5%	7%	6%	6%	6%	5%	8%	5%	5%	9%	8%	5%	6%	4%	5%
								--				++		++	++			++				--	--
<b>Don't know</b>	6%	6%	7%	10%	6%	6%	6%	3%	6%	6%	7%	8%	8%	5%	11%	7%	4%	10%	7%	4%	6%	4%	4%
				+				--				++	++	----	++++		----	++		--		--	--
Chi2:	-	-						90					99		99.9			99.9					
Margin of Error,around 50%	2.08	5.53	6.11	7.75	3.39	4.52	7.63	6.67	4.83	4.50	4.77	4.15	3.00	2.94	5.21	3.65	2.93	6.00	5.99	6.05	6.17	4.65	4.88

Plants, plant products, live insects and snails may be or may host plant pests													
	Total	Employment						Born in Canada		Vismin/Indig/Disab			
		Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q26E													
Are you aware that... ?													
Weighted Total:	2221	236	981	171	71	522	210	1847	360	264	61	165	1644
Total:	2221	257	895	161	60	639	177	1849	357	225	63	177	1673
Yes	88%	86%	89%	89%	88%	86%	89%	89%	84%	81%	83%	87%	90%
No	6%	4%	6%	6%	4%	6%	6%	5%	8%	10%	8%	5%	5%
Don't know	6%	10%	5%	5%	8%	8%	4%	6%	8%	9%	10%	8%	5%
Chi2:	-	-	-	-	-	-	-	95	(99)				
Margin of Error, around 50%	2.08	6.11	3.28	7.72	12.65	3.88	7.37	2.28	5.19	6.53	12.35	7.37	2.40



Have you heard anything recently in the news about online purchases of food, plant or animal products which caused problems for the purchasers?																							
	Total	Region						Age					Gender		Education			Income					
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up
Q27																							
Weighted Total:	2221	307	252	144	835	512	154	571	337	373	361	440	1058	1121	332	696	1161	270	260	280	263	471	379
Total:	2221	314	257	160	838	470	165	216	412	475	422	557	1069	1110	354	719	1115	267	268	262	252	444	403
<b>Yes</b>	17%	20%	20%	18%	15%	16%	18%	13%	17%	17%	20%	18%	14%	20%	14%	18%	17%	15%	18%	14%	17%	17%	19%
<b>No</b>	78%	75%	76%	77%	80%	78%	76%	85%	79%	77%	74%	75%	81%	75%	78%	75%	80%	76%	77%	82%	77%	80%	77%
<b>Don't know</b>	5%	6%	4%	5%	5%	6%	6%	2%	4%	6%	6%	7%	5%	5%	7%	6%	4%	8%	4%	4%	7%	3%	4%
Chi2:	-	-	-	-	-	-	-	95					99.9		-			-					
Margin of Error,around 50%	2.08	5.53	6.11	7.75	3.39	4.52	7.63	6.67	4.83	4.50	4.77	4.15	3.00	2.94	5.21	3.65	2.93	6.00	5.99	6.05	6.17	4.65	4.88

Have you heard anything recently in the news about online purchases of food, plant or animal products which caused problems for the purchasers?													
	Total	Employment						Born in Canada		Vismin/Indig/Disab			
		Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q27													
Weighted Total:	2221	236	981	171	71	522	210	1847	360	264	61	165	1644
Total:	2221	257	895	161	60	639	177	1849	357	225	63	177	1673
<b>Yes</b>	17%	14%	15%	21%	16%	19%	19%	17%	14%	12%	16%	21%	17%
<b>No</b>	78%	79%	<b>80%</b> ++	76%	79%	<b>75%</b> --	75%	78%	81%	81%	80%	<b>70%</b> --	78%
<b>Don't know</b>	5%	7%	4%	3%	5%	7%	6%	5%	5%	6%	4%	9%	5%
Chi2:	-	-	-	-	-	-	-	-	-	90	-	-	-
Margin of Error, around 50%	2.08	6.11	3.28	7.72	12.65	3.88	7.37	2.28	5.19	6.53	12.35	7.37	2.40

What have you heard?																							
	Total	Region						Age					Gender		Education			Income					
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up
Q28																							
Weighted Total:	372	60	50	26	122	83	27	74	57	65	71	79	144	219	48	128	192	42	47	39	44	78	73
Total:	387	64	53	30	133	79	25	29	69	82	82	100	155	223	50	134	198	46	51	43	44	74	76
<b>Pet scams or pet import issues</b>	65%	<b>76%</b>	<b>52%</b>	60%	63%	67%	69%	62%	56%	<b>55%</b>	66%	<b>81%</b>	59%	68%	63%	63%	66%	61%	73%	76%	74%	58%	58%
		++	--							-	--	++++	-	+							+		
<b>Food fraud (food being misrepresented)</b>	24%	33%	15%	15%	25%	23%	27%	22%	16%	30%	24%	22%	24%	24%	14%	24%	25%	28%	<b>13%</b>	24%	34%	19%	25%
		+	-												-				--		+		
<b>Non-compliant/restricted products coming into Canada</b>	33%	<b>49%</b>	35%	28%	28%	32%	22%	23%	24%	39%	35%	39%	<b>41%</b>	<b>27%</b>	41%	39%	<b>26%</b>	42%	38%	33%	44%	26%	26%
		+++								-			+++	---		+	---				+		
<b>Products being sold to consumers that could pose health risks or risks to Canadian plant and animal resources</b>	50%	55%	57%	65%	46%	43%	53%	38%	54%	51%	59%	47%	53%	49%	62%	56%	<b>42%</b>	<b>69%</b>	44%	43%	59%	<b>39%</b>	47%
				+							+				+	+	---	+++				--	
<b>Unsolicited seeds</b>	47%	50%	43%	49%	43%	<b>58%</b>	28%	34%	53%	56%	50%	44%	47%	46%	36%	47%	49%	<b>66%</b>	40%	40%	35%	43%	52%
						++				+								+++			-		
<b>Other</b>	4%	1%	2%	6%	5%	3%	3%	4%	1%	6%	5%	3%	4%	4%	6%	4%	3%	4%	2%	2%	4%	5%	5%
<b>Don't know</b>	1%	0%	2%	0%	1%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	2%	0%	0%	1%
Chi2:	-	-						-					-		-			-					
Margin of Error, around 50%	4.98	12.25	13.46	17.89	8.50	11.03	19.60	18.20	11.80	10.82	10.82	9.80	7.87	6.56	13.86	8.47	6.96	14.45	13.72	14.94	14.77	11.39	11.24

What have you heard?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q28													
Weighted Total:	372	34	150	36	11	97	40	318	50	33	10	34	282
Total:	387	38	146	36	9	119	36	327	57	33	10	36	295
<b>Pet scams or pet import issues</b>	65%	62%	63%	54%	79%	79% ++++	50%	64%	66%	64%	32%	58%	66%
<b>Food fraud (food being misrepresented)</b>	24%	30%	29% +	18%	16%	21%	19%	23%	29%	25%	13%	21%	24%
<b>Non-compliant/restricted products coming into Canada</b>	33%	41%	32%	32%	0%	36%	34%	31% --	43% +	43%	23%	42%	32%
<b>Products being sold to consumers that could pose health risks or risks to Canadian plant and animal resources</b>	50%	58%	50%	49%	40%	51%	47%	50%	48%	41%	66%	69% ++	48%
<b>Unsolicited seeds</b>	47%	50%	52%	32% -	32%	42%	55%	46%	52%	48%	25%	56%	47%
<b>Other</b>	4%	0%	3%	4%	0%	3%	11% ++	4%	5%	7%	0%	6%	3%
<b>Don't know</b>	1%	2%	0%	0%	0%	1%	0%	1%	1%	0%	10%	0%	1%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-
Margin of Error,around 50%	4.98	15.90	8.11	16.33	32.67	8.98	16.33	5.42	12.98	17.06	30.99	16.33	5.71

What issue(s) specifically did you hear about?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q29																								
Weighted Total:	239	46	26	16	76	56	19	46	32	35	47	64	84	149	30	80	126	25	35	30	32	45	42	
Total:	250	48	29	16	87	53	16	18	38	44	53	81	91	153	33	85	128	28	36	32	31	44	45	
PETS/ANIMALS NOT THE BREED IT IS PURPORTED TO BE/MISREPRESENTED, NOT PURE BRED	9%	8%	0%	26%	9%	11%	8%	11%	13%	7%	7%	9%	9%	10%	16%	8%	9%	3%	7%	0%	15%	4%	19%	
UNSOLICITED SEEDS BEING DELIVERED	21%	16%	22%	35%	22%	25%	11%	17%	26%	31%	26%	18%	15%	25%	11%	22%	24%	29%	18%	14%	13%	19%	25%	
PUPPY MILL PETS TREATED INHUMANELY, DOGS DISEASED/DECEASED, PETS HAVE ON GOING HEALTH PROBLEMS, PUPPY MILL ORIGIN, CONDITIONS UNSAFE IN TRANSPORTATION	25%	25%	23%	10%	29%	26%	15%	6%	25%	27%	27%	34%	16%	30%	21%	25%	27%	29%	27%	27%	14%	29%	15%	
CONTAMINATED PET FOODS/PRODUCTS, MAKING ANIMALS ILL/CAUSING DEATH	4%	0%	3%	0%	6%	2%	19%	6%	0%	9%	5%	2%	5%	4%	0%	4%	5%	3%	4%	8%	3%	7%	4%	
PET/ANIMAL SCAMS/FRAUD, ANIMALS GAINING ILLEGAL ENTRY INTO CANADA (GENERAL)	17%	9%	19%	10%	17%	22%	21%	40%	20%	20%	11%	5%	23%	13%	11%	16%	19%	6%	20%	21%	19%	17%	24%	
HARMFUL/CONTAMINATED FOODS OR PRODUCTS GAINING ENTRY INTO CANADA (VARIOUS)	6%	7%	6%	0%	6%	9%	0%	0%	8%	9%	10%	6%	8%	5%	5%	7%	5%	13%	2%	11%	3%	6%	4%	
SPECIFIC PET/ANIMAL FRAUD AND SCAMS (FRAUDULANT COMPANIES RECEIVING PAYMENT FOR ANIMALS THAT DO NOT EXIST, FRAUDULANT RESCUE PET ORIGIN...)	11%	9%	3%	0%	9%	16%	26%	12%	8%	6%	18%	10%	9%	12%	12%	11%	10%	8%	16%	17%	5%	12%	10%	
COMPANY AND PRODUCT FRAUD (VARIOUS: INTENTIONALLY MISLABELED/INGREDIENTS NOT LISTED, COMPANY/WEBSITE DOES NOT EXIST AFTER RECEIVING PAYMENT FOR GOODS, DILUTED PRODUCTS, FALSE QUALITY/ORIGIN/NOT AS SHOWN)	8%	13%	10%	0%	10%	5%	5%	2%	13%	13%	6%	7%	6%	9%	13%	7%	7%	24%	0%	9%	11%	7%	9%	
PLANT/ANIMAL INVASIVE SPECIES, CAUSING DAMAGE TO ECOSYSTEMS/ENVIRONMENT	12%	19%	6%	42%	8%	7%	5%	14%	12%	11%	11%	12%	13%	10%	24%	13%	8%	18%	11%	13%	6%	13%	11%	
Other	17%	14%	10%	24%	20%	17%	16%	6%	11%	11%	13%	27%	17%	16%	13%	19%	16%	13%	11%	19%	27%	15%	8%	
Don't know	12%	17%	26%	4%	14%	5%	0%	12%	16%	15%	9%	8%	15%	10%	19%	12%	10%	3%	15%	3%	24%	6%	18%	
Chi2:	-	(95)						(99)																
Margin of Error,around 50%	6.20	14.14	18.20	24.50	10.51	13.46	24.50	23.10	15.90	14.77	13.46	10.89	10.27	7.92	17.06	10.63	8.66	18.52	16.33	17.32	17.60	14.77	14.61	

What issue(s) specifically did you hear about?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q29													
Weighted Total:	239	21	93	20	9	76	20	203	33	21	3	20	184
Total:	250	23	89	20	6	93	19	211	36	21	4	25	191
PETS/ANIMALS NOT THE BREED IT IS PURPORTED TO BE/MISREPRESENTED, NOT PURE BRED	9%	11%	12%	8%	19%	7%	0%	9%	10%	9%	0%	12%	10%
UNSOLICITED SEEDS BEING DELIVERED	21%	11%	22%	24%	11%	16%	48%	22%	20%	13%	26%	21%	25% ++
PUPPY MILL PETS TREATED INHUMANELY, DOGS DISEASED/DECEASED, PETS HAVE ON GOING HEALTH PROBLEMS, PUPPY MILL ORIGIN, CONDITIONS UNSAFE IN TRANSPORTATION	25%	29%	19%	29%	30%	31%	17%	27%	17%	17%	0%	30%	25%
CONTAMINATED PET FOODS/PRODUCTS, MAKING ANIMALS ILL/CAUSING DEATH	4%	0%	5%	8%	0%	3%	8%	4%	5%	8%	23%	11%	3%
PET/ANIMAL SCAMS/FRAUD, ANIMALS GAINING ILLEGAL ENTRY INTO CANADA (GENERAL)	17%	4%	24% ++	21%	28%	5% ---	30%	17%	15%	27%	50%	13%	17%
HARMFUL/CONTAMINATED FOODS OR PRODUCTS GAINING ENTRY INTO CANADA (VARIOUS)	6%	4%	5%	9%	12%	5%	8%	6%	6%	0%	0%	19%	5%
SPECIFIC PET/ANIMAL FRAUD AND SCAMS (FRAUDULANT COMPANIES RECEIVING PAYMENT FOR ANIMALS THAT DO NOT EXIST, FRAUDULANT RESCUE PET ORIGIN...)	11%	9%	9%	18%	12%	12%	5%	10%	16%	20%	23%	9%	10%
COMPANY AND PRODUCT FRAUD (VARIOUS: INTENTIONALLY MISLABELED/INGREDIENTS NOT LISTED, COMPANY/WEBSITE DOES NOT EXIST AFTER RECEIVING PAYMENT FOR GOODS, DILUTED PRODUCTS, FALSE QUALITY/ORIGIN/NOT AS SHOWN)	8%	20%	10%	0%	11%	5%	9%	8%	12%	16%	26%	20%	7%
PLANT/ANIMAL INVASIVE SPECIES, CAUSING DAMAGE TO ECOSYSTEMS/ENVIRONMENT	12%	15%	10%	12%	30%	13%	5%	14% ++	0%	0%	0%	15%	14% +
Other	17%	5%	12%	16%	0%	28% ++++	13%	16%	14%	11%	27%	20%	16%
Don't know	12%	27%	16%	4%	0%	8%	8%	10%	24%	12%	0%	0%	11%
Chi2:	-	(90)						-		-			
Margin of Error, around 50%	6.20	20.43	10.39	21.91	40.01	10.16	22.48	6.75	16.33	21.38	49.00	19.60	7.09

Are you aware that if you purchase non-permitted food, plant or animal products, the product may be destroyed or removed from the country at your expense or you may be subject to fines?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q30																								
Weighted Total:	2221	307	252	144	835	512	154	571	337	373	361	440	1058	1121	332	696	1161	270	260	280	263	471	379	
Total:	2221	314	257	160	838	470	165	216	412	475	422	557	1069	1110	354	719	1115	267	268	262	252	444	403	
<b>Yes</b>	57%	<b>63%</b> ++	<b>64%</b> ++	58%	57%	<b>48%</b> ----	64% +	58%	58%	58%	56%	57%	58%	58%	55%	59%	57%	<b>51%</b> --	58%	59%	62%	57%	59%	
<b>No</b>	34%	<b>27%</b> ---	<b>28%</b> --	32%	35%	<b>41%</b> ++++	31%	36%	37%	33%	33%	32%	35%	33%	34%	31%	36%	39% +	34%	34%	<b>29%</b> --	36%	33%	
<b>Don't know</b>	9%	10%	8%	10%	8%	10%	5%	5%	6%	9%	11%	11%	8%	9%	11%	9%	8%	10%	8%	6%	9%	7%	8%	
Chi2:	-	99.9						-					-		-			-						
Margin of Error,around 50%	2.08	5.53	6.11	7.75	3.39	4.52	7.63	6.67	4.83	4.50	4.77	4.15	3.00	2.94	5.21	3.65	2.93	6.00	5.99	6.05	6.17	4.65	4.88	

**Are you aware that if you purchase non-permitted food, plant or animal products, the product may be destroyed or removed from the country at your expense or you may be subject to fines?**

	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q30													
Weighted Total:	2221	236	981	171	71	522	210	1847	360	264	61	165	1644
Total:	2221	257	895	161	60	639	177	1849	357	225	63	177	1673
<b>Yes</b>	57%	56%	59% ++	61%	57%	55%	51%	58% +	53%	58%	52%	62%	57%
<b>No</b>	34%	34%	33%	34%	31%	33%	43% +++	34%	35%	37%	32%	31%	34%
<b>Don't know</b>	9%	10%	8%	5%	12%	12%	6%	8%	11%	5%	16%	8%	9%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-
Margin of Error, around 50%	2.08	6.11	3.28	7.72	12.65	3.88	7.37	2.28	5.19	6.53	12.35	7.37	2.40



How important do you think it is that the Government of Canada take action to prevent non-permitted food, plant or animal products from entering Canada?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q31																								
Weighted Total:	2221	307	252	144	835	512	154	571	337	373	361	440	1058	1121	332	696	1161	270	260	280	263	471	379	
Total:	2221	314	257	160	838	470	165	216	412	475	422	557	1069	1110	354	719	1115	267	268	262	252	444	403	
Low (1-2)	3%	4%	4%	4%	2%	1%	2%	3%	4%	3%	1%	1%	4%	1%	2%	2%	3%	2%	2%	3%	2%	3%	3%	
Somewhat (3-5)	21%	18%	19%	19%	25%	17%	17%	37%	29%	17%	9%	7%	22%	18%	18%	18%	23%	16%	17%	27%	21%	22%	23%	
High (6-7)	75%	75%	76%	75%	71%	82%	79%	59%	65%	79%	88%	92%	72%	79%	77%	78%	73%	79%	78%	69%	77%	74%	72%	
1 Not at all important	1%	2%	3%	3%	1%	0%	0%	2%	1%	2%	0%	0%	2%	0%	1%	1%	1%	2%	1%	3%	0%	1%	2%	
2	1%	2%	1%	1%	1%	1%	2%	1%	3%	1%	1%	0%	2%	1%	1%	1%	1%	0%	2%	1%	2%	2%	1%	
3	2%	2%	2%	1%	2%	1%	3%	4%	3%	1%	1%	0%	2%	1%	1%	1%	2%	1%	3%	2%	3%	2%	1%	
4 Somewhat important	10%	8%	11%	11%	13%	5%	8%	18%	12%	9%	5%	3%	11%	8%	10%	10%	10%	7%	5%	13%	9%	12%	12%	
5	9%	8%	6%	8%	11%	10%	5%	15%	14%	8%	4%	4%	9%	9%	7%	7%	11%	8%	10%	12%	9%	9%	10%	
6	15%	16%	17%	10%	17%	12%	14%	18%	18%	19%	12%	10%	17%	14%	8%	12%	19%	12%	10%	13%	14%	18%	20%	
7 Very important	60%	59%	59%	65%	54%	70%	65%	41%	48%	60%	77%	83%	56%	66%	69%	66%	55%	67%	68%	56%	62%	56%	52%	
Don't know	1%	3%	1%	2%	1%	0%	2%	1%	2%	1%	1%	0%	1%	1%	3%	1%	1%	3%	2%	1%	1%	1%	1%	
Chi2:	-	(99.9)						99.9					99.9		95			90						
Margin of Error, around 50%	2.08	5.53	6.11	7.75	3.39	4.52	7.63	6.67	4.83	4.50	4.77	4.15	3.00	2.94	5.21	3.65	2.93	6.00	5.99	6.05	6.17	4.65	4.88	
Mean:	6.15	6.11	6.06	6.16	6.03	6.43	6.23	5.64	5.81	6.19	6.57	6.70	6.02	6.32	6.33	6.26	6.05	6.32	6.32	5.96	6.20	6.05	6.00	
Standard Deviation:	1.34	1.44	1.47	1.46	1.34	1.04	1.32	1.48	1.49	1.32	0.99	0.80	1.44	1.15	1.24	1.29	1.34	1.27	1.25	1.48	1.26	1.36	1.39	
Student's T:	*	-	-	-	99	99.9	-	99.9	99.9	-	99.9	99.9	99.9	99.9	99	99	99.9	95	95	95	-	90	95	

How important do you think it is that the Government of Canada take action to prevent non-permitted food, plant or animal products from entering Canada?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q31													
Weighted Total:	2221	236	981	171	71	522	210	1847	360	264	61	165	1644
Total:	2221	257	895	161	60	639	177	1849	357	225	63	177	1673
Low (1-2)	3%	4%	3%	4%	2%	1%	1%	2%	3%	4%	5%	4%	2%
Somewhat (3-5)	21%	24%	24%	24%	24%	7%	29%	21%	21%	26%	19%	22%	20%
High (6-7)	75%	70%	71%	71%	73%	91%	68%	75%	76%	69%	75%	73%	77%
1 Not at all important	1%	1%	2%	3%	0%	0%	1%	1%	1%	2%	1%	1%	1%
2	1%	3%	1%	2%	2%	1%	0%	1%	2%	2%	4%	3%	1%
3	2%	2%	3%	2%	4%	0%	1%	2%	2%	2%	1%	0%	2%
4 Somewhat important	10%	14%	11%	11%	11%	4%	15%	10%	11%	11%	16%	13%	9%
5	9%	9%	11%	11%	10%	3%	12%	9%	8%	13%	2%	9%	9%
6	15%	11%	18%	14%	23%	11%	12%	15%	14%	12%	10%	11%	16%
7 Very important	60%	59%	53%	56%	50%	80%	55%	60%	62%	57%	65%	62%	61%
Don't know	1%	2%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%
Chi2:	-	(99.9)						-		(95)			
Margin of Error, around 50%	2.08	6.11	3.28	7.72	12.65	3.88	7.37	2.28	5.19	6.53	12.35	7.37	2.40
Mean:	6.15	6.01	5.99	5.98	6.01	6.64	6.04	6.16	6.14	5.97	6.07	6.11	6.22
Standard Deviation:	1.34	1.48	1.40	1.50	1.30	0.91	1.30	1.32	1.36	1.48	1.53	1.39	1.25
Student's T:	*	-	99.9	-	-	99.9	-	-	-	90	-	-	99.9

How confident are you in the government's ability to prevent non-permitted food, plant or animal products from entering Canada?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
Q33																								
Weighted Total:	2221	307	252	144	835	512	154	571	337	373	361	440	1058	1121	332	696	1161	270	260	280	263	471	379	
Total:	2221	314	257	160	838	470	165	216	412	475	422	557	1069	1110	354	719	1115	267	268	262	252	444	403	
Low (1-2)	18%	16%	25%	20%	17%	16%	17%	18%	22%	17%	16%	14%	23%	13%	20%	18%	17%	16%	20%	13%	15%	17%	23%	
Somewhat (3-5)	61%	69%	52%	55%	65%	57%	57%	61%	62%	62%	60%	63%	58%	64%	55%	56%	66%	50%	54%	66%	69%	61%	64%	
High (6-7)	19%	12%	19%	22%	16%	26%	24%	18%	15%	20%	23%	20%	18%	20%	23%	23%	15%	30%	24%	18%	15%	20%	11%	
1 Not at all confident	10%	9%	16%	11%	10%	5%	11%	9%	10%	11%	8%	9%	13%	6%	14%	10%	8%	11%	10%	9%	7%	7%	13%	
2	8%	7%	9%	9%	7%	10%	6%	10%	11%	6%	8%	5%	9%	7%	6%	8%	9%	6%	10%	5%	8%	10%	10%	
3	13%	14%	9%	12%	14%	13%	10%	12%	17%	15%	13%	9%	13%	13%	11%	11%	15%	8%	10%	11%	14%	13%	17%	
4 Somewhat confident	32%	34%	31%	25%	36%	29%	30%	32%	29%	31%	32%	36%	29%	35%	27%	30%	34%	29%	30%	33%	34%	34%	29%	
5	16%	21%	12%	18%	15%	16%	17%	17%	15%	16%	15%	18%	16%	16%	16%	15%	17%	13%	14%	22%	21%	14%	18%	
6	11%	7%	13%	13%	9%	15%	16%	11%	10%	10%	13%	13%	11%	12%	15%	14%	8%	18%	14%	9%	8%	12%	7%	
7 Very confident	8%	6%	6%	9%	7%	11%	8%	7%	5%	9%	10%	7%	7%	9%	8%	9%	7%	12%	10%	9%	7%	8%	4%	
Don't know	2%	2%	4%	2%	2%	1%	2%	3%	2%	1%	1%	2%	1%	3%	2%	3%	2%	4%	2%	2%	1%	2%	2%	
Chi2:	-	99.9						90					99.9		99.9		99.9							
Margin of Error, around 50%	2.08	5.53	6.11	7.75	3.39	4.52	7.63	6.67	4.83	4.50	4.77	4.15	3.00	2.94	5.21	3.65	2.93	6.00	5.99	6.05	6.17	4.65	4.88	
Mean:	4.03	3.98	3.81	4.09	3.93	4.31	4.18	4.03	3.79	4.05	4.17	4.20	3.88	4.21	4.05	4.14	3.98	4.35	4.12	4.21	4.05	4.09	3.68	
Standard Deviation:	1.65	1.50	1.78	1.76	1.58	1.65	1.69	1.61	1.61	1.68	1.66	1.57	1.73	1.54	1.78	1.71	1.56	1.79	1.75	1.58	1.52	1.60	1.59	
Student's T:	*	-	95	-	95	99.9	-	-	99	-	90	99	99.9	99.9	-	95	90	99	-	95	-	-	99.9	

How confident are you in the government's ability to prevent non-permitted food, plant or animal products from entering Canada?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q33													
Weighted Total:	2221	236	981	171	71	522	210	1847	360	264	61	165	1644
Total:	2221	257	895	161	60	639	177	1849	357	225	63	177	1673
Low (1-2)	18%	25% +++	18%	17%	19%	14% ---	16%	18%	15%	15%	31% +++	18%	17%
Somewhat (3-5)	61%	56% -	61%	66%	60%	62%	61%	62%	58%	60%	45% --	60%	62% ++
High (6-7)	19%	18%	18%	17%	21%	22% +	20%	18% ----	26% ++++	22%	21%	21%	19%
1 Not at all confident	10%	17%	9%	11%	8%	8%	8%	10%	8%	8%	18%	11%	9%
2	8%	8%	9%	6%	12%	6%	8%	8%	7%	8%	13%	6%	8%
3	13%	9%	14%	14%	18%	12%	13%	14%	9%	10%	2%	9%	14%
4 Somewhat confident	32%	36%	30%	38%	25%	33%	33%	32%	35%	31%	34%	34%	32%
5	16%	11%	17%	13%	17%	18%	15%	16%	14%	18%	10%	17%	16%
6	11%	10%	10%	13%	10%	13%	12%	11%	12%	11%	14%	14%	11%
7 Very confident	8%	8%	8%	4%	11%	9%	8%	7%	13%	11%	8%	7%	7%
Don't know	2%	1%	3%	1%	0%	2%	3%	2%	1%	2%	3%	2%	2%
Chi2:	-	90						99		90			
Margin of Error, around 50%	2.08	6.11	3.28	7.72	12.65	3.88	7.37	2.28	5.19	6.53	12.35	7.37	2.40
Mean:	4.03	3.77	4.03	3.91	4.05	4.22	4.10	3.98	4.33	4.26	3.78	4.10	4.03
Standard Deviation:	1.65	1.78	1.64	1.55	1.71	1.61	1.60	1.63	1.70	1.65	1.89	1.67	1.62
Student's T:	*	95	-	-	-	99	-	99	99.9	95	-	-	-

How do you find information on what is allowed to be imported into Canada or shipped to a different province or territory?																									
	Total	Region						Age					Gender		Education			Income							
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up		
Q34																									
Weighted Total:	2221	307	252	144	835	512	154	571	337	373	361	440	1058	1121	332	696	1161	270	260	280	263	471	379		
Total:	2221	314	257	160	838	470	165	216	412	475	422	557	1069	1110	354	719	1115	267	268	262	252	444	403		
Government website	53%	52%	45%	55%	53%	56%	54%	56%	57%	57%	54%	45%	53%	53%	45%	51%	57%	43%	46%	57%	59%	57%	56%		
E-mail government agency	10%	12%	12%	8%	10%	8%	12%	9%	8%	10%	11%	12%	10%	9%	10%	10%	9%	7%	10%	12%	10%	10%	8%		
Call government agency	16%	22%	16%	18%	14%	14%	18%	11%	12%	16%	20%	20%	17%	14%	17%	18%	14%	15%	16%	16%	19%	14%	14%		
Reading disclaimers or warnings on e-commerce platform website (i.e. product does not ship to Canada)	28%	29%	26%	31%	31%	23%	27%	35%	26%	23%	28%	27%	27%	29%	27%	26%	30%	28%	25%	31%	30%	28%	30%		
Social media	5%	5%	6%	7%	5%	6%	3%	5%	6%	5%	6%	6%	6%	5%	9%	6%	4%	9%	8%	5%	4%	5%	3%		
Friend or family member	6%	7%	4%	8%	6%	6%	6%	7%	4%	4%	6%	6%	5%	6%	5%	6%	6%	9%	5%	6%	5%	5%	4%		
Consultant/Lawyer	4%	5%	6%	2%	3%	2%	4%	3%	3%	3%	3%	3%	5%	2%	4%	4%	3%	4%	3%	5%	3%	3%	4%		
Web search engine	37%	38%	33%	36%	39%	40%	28%	46%	41%	33%	36%	29%	41%	34%	33%	37%	39%	30%	38%	36%	42%	41%	37%		
BORDER SERVICES, CANADA CUSTOMS SERVICES	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%		
NEWS MEDIA SOURCES (RADIO, NEWSPAPER, TV)	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%		
ASSUMED VENDOR IS FOLLOWING REGULATIONS/GOVERNMENT IS ENFORCING THEM	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
WHILE TRAVELLING, TRAVEL GUIDELINES/DOCUMENTS, AIRLINE PACKING WARNINGS, CUSTOM FORMS TO FILL OUT DURING TRAVEL	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
Other	2%	2%	2%	3%	2%	1%	2%	0%	1%	3%	2%	3%	2%	2%	1%	2%	2%	2%	2%	1%	1%	1%	2%		
I do not look for information on what is allowed to be imported into Canada or shipped to a different province or territory/DO NOT BUY ONLINE/DO NOT BUY FROM OUTSIDE CANADA	20%	20%	26%	19%	20%	15%	26%	19%	18%	21%	20%	22%	19%	21%	22%	18%	20%	23%	21%	18%	18%	19%	20%		
Don't know	7%	7%	8%	8%	7%	7%	6%	4%	7%	6%	6%	10%	8%	6%	12%	8%	5%	9%	8%	7%	4%	7%	6%		
Chi2:	-	(95)						(99.9)					(99)		(95)			-							
Margin of Error,around 50%	2.08	5.53	6.11	7.75	3.39	4.52	7.63	6.67	4.83	4.50	4.77	4.15	3.00	2.94	5.21	3.65	2.93	6.00	5.99	6.05	6.17	4.65	4.88		

How do you find information on what is allowed to be imported into Canada or shipped to a different province or territory?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
Q34													
Weighted Total:	2221	236	981	171	71	522	210	1847	360	264	61	165	1644
Total:	2221	257	895	161	60	639	177	1849	357	225	63	177	1673
Government website	53%	49%	56% +++	53%	63%	48%	54%	53%	53%	58%	54%	49%	53%
E-mail government agency	10%	7%	10%	9%	23% ++++	11%	6%	10%	8%	14% ++	11%	12%	9%
Call government agency	16%	14%	15%	16%	12%	18%	14%	16%	16%	17%	25% ++	20%	15%
Reading disclaimers or warnings on e-commerce platform website (i.e. product does not ship to Canada)	28%	22% --	28%	34% +	40% ++	25%	35% ++	28%	29%	30%	22%	36% +++	27%
Social media	5%	5%	4% ---	8% +	8%	6%	7%	5% -	7%	8%	8%	11% ++++	5% ---
Friend or family member	6%	4%	6%	9% +	11%	5%	7%	5% ---	9% +++	11% ++++	12% ++	6% ---	5% ---
Consultant/Lawyer	4%	2%	4% +	2%	4%	3%	2%	4%	3%	4%	8% ++	4%	3% --
Web search engine	37%	33%	39% +	41%	42%	32% ---	42%	36% ---	43% +++	47% ++++	23% --	36%	36% --
BORDER SERVICES, CANADA CUSTOMS SERVICES	0%	0%	0%	1% +++	0%	0%	0%	0%	0%	0%	0%	0%	0%
NEWS MEDIA SOURCES (RADIO, NEWSPAPER, TV)	0%	0%	0%	0%	1% +	1% +++	0%	0%	0%	0%	0%	0%	0%
ASSUMED VENDOR IS FOLLOWING REGULATIONS/GOVERNMENT IS ENFORCING THEM	0%	0% +	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
WHILE TRAVELLING, TRAVEL GUIDELINES/DOCUMENTS, AIRLINE PACKING WARNINGS, CUSTOM FORMS TO FILL OUT DURING TRAVEL	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	2%	4% +++	1% --	1%	0%	3% +	1%	2%	3%	1%	5% +	2%	2%
I do not look for information on what is allowed to be imported into Canada or shipped to a different province or territory/DO NOT BUY ONLINE/DO NOT BUY FROM OUTSIDE CANADA	20%	22%	18%	19%	12%	22% +	20%	20% ++	16%	15% -	19%	21%	21% ++
Don't know	7%	7%	6%	3%	8%	7%	9%	7%	6%	5%	9%	6%	7%
Chi2:	-	(99.9)						(90)		(99.9)			
Margin of Error,around 50%	2.08	6.11	3.28	7.72	12.65	3.88	7.37	2.28	5.19	6.53	12.35	7.37	2.40

What is your gender?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
QSEX																								
Weighted Total:	2221	307	252	144	835	512	154	571	337	373	361	440	1058	1121	332	696	1161	270	260	280	263	471	379	
Total:	2221	314	257	160	838	470	165	216	412	475	422	557	1069	1110	354	719	1115	267	268	262	252	444	403	
Male	48%	46%	43%	53%	50%	47%	48%	55%	50%	46%	46%	41%	100%	0%	51%	50%	45%	43%	46%	52%	49%	51%	54%	
								+++				---	++++	----			--	-					+++	
Female	50%	51%	55%	46%	49%	52%	49%	44%	49%	53%	54%	58%	0%	100%	47%	49%	53%	55%	53%	48%	50%	49%	45%	
								--				++++	----	++++			+++						--	
Other	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	0%	0%	0%	0%	2%	1%	0%	1%	1%	0%	0%	0%	1%	
											-		----	----	+++		--							
Prefer not to answer	1%	2%	2%	1%	1%	1%	2%	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%	1%	0%	0%	1%	0%	1%	
Chi2:	-	-						(99)					99.9		(99)			-						
Margin of Error,around 50%	2.08	5.53	6.11	7.75	3.39	4.52	7.63	6.67	4.83	4.50	4.77	4.15	3.00	2.94	5.21	3.65	2.93	6.00	5.99	6.05	6.17	4.65	4.88	

What is your gender?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
QSEX													
Weighted Total:	2221	236	981	171	71	522	210	1847	360	264	61	165	1644
Total:	2221	257	895	161	60	639	177	1849	357	225	63	177	1673
<b>Male</b>	48%	<b>56%</b> +++	<b>54%</b> ++++	<b>39%</b> --	<b>66%</b> +++	<b>42%</b> ---	<b>26%</b> ---	47%	52%	<b>56%</b> +++	44%	44%	47%
<b>Female</b>	50%	<b>41%</b> ----	<b>45%</b> ----	<b>58%</b> ++	<b>32%</b> ---	<b>57%</b> ++++	<b>71%</b> ++++	51%	47%	<b>43%</b> --	51%	54%	<b>52%</b> ++
<b>Other</b>	1%	1%	1%	0%	1%	0%	<b>2%</b> +++	1%	1%	0%	0%	1%	1%
<b>Prefer not to answer</b>	1%	2%	1%	3%	0%	1%	0%	1%	1%	1%	5%	1%	1%
Chi2:	-	(99.9)						-		(90)			
Margin of Error, around 50%	2.08	6.11	3.28	7.72	12.65	3.88	7.37	2.28	5.19	6.53	12.35	7.37	2.40



Age																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
FAGER																								
Weighted Total:	2082	289	232	134	798	487	142	571	337	373	361	440	1005	1063	310	654	1104	256	253	272	254	455	364	
Total:	2082	296	237	150	801	445	153	216	412	475	422	557	1016	1052	332	677	1058	253	261	254	243	428	388	
18-24	3%	2%	2%	6%	3%	2%	6%	11%	0%	0%	0%	0%	3%	3%	6%	3%	2%	6%	6%	0%	1%	2%	3%	
				++			++	++++	----	----	----	----			++++		---	++++	++++	---	--			
25-34	25%	29%	23%	17%	29%	17%	25%	89%	0%	0%	0%	0%	29%	21%	15%	20%	30%	22%	17%	35%	31%	33%	18%	
		++		--	++++	----		++++	----	----	----	----	++++	----	----	---	++++	----	---	++++	++	++++	---	
35-44	16%	12%	18%	20%	16%	18%	14%	0%	100%	0%	0%	0%	17%	16%	10%	14%	19%	9%	10%	12%	18%	21%	27%	
		-						----	++++	----	----	----			----	-	++++	----	---	----	---	+++	++++	
45-54	18%	16%	19%	15%	18%	20%	14%	0%	0%	100%	0%	0%	17%	19%	11%	17%	20%	11%	14%	12%	12%	19%	32%	
								----	----	++++	----	----			----		++++	----	---	----	---	---	++++	
55-64	17%	19%	17%	19%	15%	21%	15%	0%	0%	0%	100%	0%	16%	18%	25%	22%	13%	20%	20%	19%	19%	15%	13%	
					--	++		----	----	----	++++	----			++++	++++	----					-	---	
65 up	21%	21%	19%	23%	20%	23%	25%	0%	0%	0%	0%	100%	18%	24%	33%	24%	16%	31%	33%	22%	20%	12%	7%	
								----	----	----	----	++++	---	+++	++++	++	----	++++	++++			----	----	
Chi2:	-	(99.9)						99.9					99.9		99.9			99.9						
Margin of Error, around 50%	2.15	5.70	6.37	8.00	3.46	4.65	7.92	6.67	4.83	4.50	4.77	4.15	3.07	3.02	5.38	3.77	3.01	6.16	6.07	6.15	6.29	4.74	4.98	

Age													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
FAGER													
Weighted Total:	2082	216	927	161	67	488	206	1741	341	251	52	159	1571
Total:	2082	237	841	151	56	605	173	1743	338	212	54	171	1600
<b>18-24</b>	3%	<b>0%</b> ---	<b>1%</b> ----	4%	<b>12%</b> ++++	<b>0%</b> ----	<b>16%</b> ++++	3%	3%	4%	5%	5%	<b>2%</b> --
<b>25-34</b>	25%	<b>16%</b> ---	<b>37%</b> ++++	29%	<b>37%</b> ++	<b>0%</b> ----	28%	24%	27%	<b>42%</b> ++++	22%	<b>16%</b> ---	<b>23%</b> ----
<b>35-44</b>	16%	20%	<b>24%</b> ++++	16%	16%	<b>0%</b> ----	16%	16%	16%	16%	15%	<b>8%</b> ---	17%
<b>45-54</b>	18%	<b>24%</b> +++	<b>25%</b> ++++	21%	19%	<b>1%</b> ----	15%	<b>17%</b> --	<b>22%</b> ++	22% +	27% +	22%	<b>17%</b> --
<b>55-64</b>	17%	<b>24%</b> +++	<b>11%</b> ----	23% +	15%	<b>24%</b> ++++	19%	<b>19%</b> +++	<b>11%</b> --	<b>10%</b> ---	20%	<b>25%</b> +++	18%
<b>65 up</b>	21%	<b>15%</b> --	<b>2%</b> ----	<b>7%</b> ----	<b>1%</b> ----	<b>74%</b> ++++	6%	21%	22%	<b>7%</b> ----	12%	24%	<b>24%</b> ++++
Chi2:	-	(99.9)						95		(99.9)			
Margin of Error,around 50%	2.15	6.37	3.38	7.97	13.10	3.98	7.45	2.35	5.33	6.73	13.34	7.49	2.45

What is the highest level of schooling that you have completed?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
QEDUC																								
Weighted Total:	2221	307	252	144	835	512	154	571	337	373	361	440	1058	1121	332	696	1161	270	260	280	263	471	379	
Total:	2221	314	257	160	838	470	165	216	412	475	422	557	1069	1110	354	719	1115	267	268	262	252	444	403	
Less than High School diploma or equivalent	1%	2%	2%	1%	1%	1%	2%	1%	0%	2%	1%	2%	2%	1%	9%	0%	0%	4%	1%	1%	0%	1%	2%	
High School diploma or equivalent	14%	14%	17%	26%	14%	8%	16%	10%	9%	7%	21%	21%	14%	13%	91%	0%	0%	28%	18%	16%	12%	9%	6%	
Registered Apprenticeship or other trades certificate or diploma	5%	5%	6%	2%	4%	6%	6%	3%	6%	4%	5%	6%	8%	2%	0%	15%	0%	8%	7%	6%	3%	2%	4%	
College, CEGEP or other non-university certificate or diploma	20%	21%	23%	17%	19%	18%	20%	16%	15%	21%	27%	20%	19%	21%	0%	62%	0%	22%	25%	24%	25%	16%	11%	
University certificate or diploma below bachelor's level	7%	10%	6%	6%	5%	10%	7%	7%	6%	6%	7%	9%	7%	8%	0%	23%	0%	9%	12%	5%	6%	5%	8%	
Bachelor's degree	28%	24%	27%	22%	27%	34%	24%	32%	33%	32%	23%	19%	25%	29%	0%	0%	53%	18%	24%	27%	26%	32%	32%	
Post graduate degree above bachelor's level	25%	23%	18%	24%	29%	23%	24%	30%	30%	27%	16%	21%	24%	26%	0%	0%	47%	11%	12%	21%	28%	34%	37%	
Prefer not to answer	1%	1%	1%	2%	1%	1%	0%	0%	1%	1%	0%	1%	1%	1%	0%	0%	0%	1%	1%	0%	0%	1%	1%	
Chi2:	-	(99.9)						(99.9)					99.9		(99.9)			(99.9)						
Margin of Error,around 50%	2.08	5.53	6.11	7.75	3.39	4.52	7.63	6.67	4.83	4.50	4.77	4.15	3.00	2.94	5.21	3.65	2.93	6.00	5.99	6.05	6.17	4.65	4.88	

What is the highest level of schooling that you have completed?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
QEDUC													
Weighted Total:	2221	236	981	171	71	522	210	1847	360	264	61	165	1644
Total:	2221	257	895	161	60	639	177	1849	357	225	63	177	1673
Less than High School diploma or equivalent	1%	3%	0%	1%	2%	2%	4%	1%	2%	0%	1%	1%	1%
		+	----				+++						
High School diploma or equivalent	14%	11%	9%	9%	18%	22%	19%	15%	7%	6%	10%	16%	15%
			----			++++	++	++++	----	----			+++
Registered Apprenticeship or other trades certificate or diploma	5%	5%	4%	6%	2%	6%	5%	5%	4%	6%	14%	8%	4%
											++++	++	--
College, CEGEP or other non-university certificate or diploma	20%	25%	16%	20%	22%	22%	20%	21%	14%	14%	29%	29%	20%
		++	----			++		+++	--	--	+	+++	
University certificate or diploma below bachelor's level	7%	8%	7%	6%	1%	7%	8%	7%	8%	8%	8%	5%	7%
Bachelor's degree	28%	26%	33%	32%	31%	20%	22%	27%	33%	35%	21%	17%	28%
			++++			----		--	+++	+++		----	
Post graduate degree above bachelor's level	25%	21%	29%	25%	21%	20%	22%	24%	31%	30%	18%	22%	24%
			++++			---		---	+++	++			
Prefer not to answer	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	0%	2%	1%
Chi2:	-	(99.9)						(99.9)		(99.9)			
Margin of Error, around 50%	2.08	6.11	3.28	7.72	12.65	3.88	7.37	2.28	5.19	6.53	12.35	7.37	2.40

Which of the following categories best describes your CURRENT MAIN ACTIVITY?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
QEMP																								
Weighted Total:	2221	307	252	144	835	512	154	571	337	373	361	440	1058	1121	332	696	1161	270	260	280	263	471	379	
Total:	2221	314	257	160	838	470	165	216	412	475	422	557	1069	1110	354	719	1115	267	268	262	252	444	403	
Self-employed	11%	12%	12%	11%	10%	12%	6%	6%	13%	14%	14%	8%	13%	9%	10%	13%	9%	9%	12%	7%	8%	11%	13%	
Employed full-time (permanent)	44%	43%	42%	39%	49%	41%	41%	63%	66%	62%	28%	4%	50%	39%	29%	38%	52%	12%	28%	46%	53%	60%	66%	
Employed part-time (permanent)	4%	7%	4%	1%	3%	4%	5%	3%	4%	5%	6%	2%	3%	5%	3%	4%	4%	5%	4%	7%	5%	2%	2%	
Seasonal employment	1%	0%	1%	1%	0%	0%	1%	1%	1%	0%	1%	0%	1%	0%	1%	1%	0%	3%	0%	1%	1%	0%	0%	
Term/contract/temporary employment	3%	4%	4%	4%	3%	2%	5%	5%	3%	4%	3%	1%	2%	4%	1%	2%	4%	3%	8%	3%	5%	2%	1%	
Unemployed	3%	2%	3%	3%	4%	3%	2%	6%	3%	3%	3%	0%	4%	2%	4%	3%	3%	10%	3%	3%	0%	1%	2%	
Student/Attending school full-time	3%	2%	2%	6%	3%	2%	2%	9%	2%	1%	0%	0%	3%	3%	5%	3%	2%	10%	3%	1%	1%	3%	1%	
Retired	23%	22%	22%	26%	21%	27%	29%	0%	0%	2%	33%	82%	21%	27%	37%	27%	18%	33%	35%	26%	23%	15%	7%	
Not in work force/Full-time homemaker	2%	1%	5%	3%	1%	1%	3%	2%	4%	3%	3%	0%	0%	4%	3%	2%	2%	2%	2%	2%	2%	1%	2%	
Volunteer	1%	0%	0%	0%	1%	0%	1%	1%	0%	0%	1%	1%	0%	1%	1%	0%	1%	1%	0%	0%	1%	2%	0%	
Disability	2%	4%	3%	2%	2%	1%	2%	0%	2%	4%	6%	1%	2%	3%	3%	3%	1%	10%	2%	2%	1%	0%	0%	
Maternity/Paternal leave/Sick leave	2%	0%	0%	3%	1%	3%	2%	4%	2%	0%	0%	0%	0%	3%	1%	2%	2%	1%	1%	0%	0%	2%	3%	
COVID RELATED EMPLOYMENT CHANGES (INTERRUPTION OF WORK, ISOLATING DUE TO COVID/HIGH RISK DUE TO HEALTH OR FAMILY MEMBERS HEALTH, LOCKDOWN...)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Other	0%	0%	0%	1%	0%	1%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	
Prefer not to answer	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	1%	1%	0%	0%	0%	1%	
Chi2:	-	(99.9)						(99.9)					(99.9)		(99.9)			(99.9)						
Margin of Error,around 50%	2.08	5.53	6.11	7.75	3.39	4.52	7.63	6.67	4.83	4.50	4.77	4.15	3.00	2.94	5.21	3.65	2.93	6.00	5.99	6.05	6.17	4.65	4.88	

Which of the following categories best describes your CURRENT MAIN ACTIVITY?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
QEMP													
Weighted Total:	2221	236	981	171	71	522	210	1847	360	264	61	165	1644
Total:	2221	257	895	161	60	639	177	1849	357	225	63	177	1673
<b>Self-employed</b>	11%	<b>100%</b> ++++	<b>0%</b> ----	<b>0%</b> ----	<b>0%</b> ---	<b>0%</b> ----	<b>0%</b> ----	10%	11%	10%	4%	<b>4%</b> ---	<b>11%</b> ++
<b>Employed full-time (permanent)</b>	44%	<b>0%</b> ----	<b>100%</b> ++++	<b>0%</b> ----	<b>0%</b> ----	<b>0%</b> ----	<b>0%</b> ----	<b>43%</b> ---	<b>52%</b> +++	<b>56%</b> ++++	49%	<b>21%</b> ----	44%
<b>Employed part-time (permanent)</b>	4%	<b>0%</b> ----	<b>0%</b> ----	<b>50%</b> ++++	0%	<b>0%</b> ----	<b>0%</b> ----	4%	3%	3%	2%	3%	4%
<b>Seasonal employment</b>	1%	0%	<b>0%</b> ---	<b>8%</b> ++++	0%	<b>0%</b> --	0%	1%	0%	0%	<b>3%</b> ++	2%	0%
<b>Term/contract/temporary employment</b>	3%	<b>0%</b> ---	<b>0%</b> ----	<b>42%</b> ++++	0%	<b>0%</b> ----	<b>0%</b> ---	3%	4%	3%	<b>8%</b> ++	<b>6%</b> ++	3%
<b>Unemployed</b>	3%	<b>0%</b> ---	<b>0%</b> ----	<b>0%</b> --	<b>100%</b> ++++	<b>0%</b> ----	<b>0%</b> ---	3%	<b>5%</b> ++	<b>10%</b> ++++	1%	3%	<b>2%</b> ----
<b>Student/Attending school full-time</b>	3%	<b>0%</b> ---	<b>0%</b> ----	<b>0%</b> --	0%	<b>0%</b> ----	<b>29%</b> ++++	3%	3%	4%	4%	<b>6%</b> ++	<b>2%</b> ---
<b>Retired</b>	23%	<b>0%</b> ---	<b>0%</b> ----	<b>0%</b> ----	<b>0%</b> ---	<b>100%</b> ++++	<b>0%</b> ----	<b>25%</b> +++	<b>18%</b> ---	<b>8%</b> ---	14%	26%	<b>27%</b> ++++
<b>Not in work force/Full-time homemaker</b>	2%	<b>0%</b> --	<b>0%</b> ----	0%	0%	<b>0%</b> ----	<b>21%</b> ++++	2%	1%	1%	0%	3%	2%
<b>Volunteer</b>	1%	0%	<b>0%</b> ----	0%	0%	<b>0%</b> --	<b>8%</b> ++++	1%	0%	0%	<b>5%</b> ++++	2%	<b>0%</b> ---
<b>Disability</b>	2%	<b>0%</b> --	<b>0%</b> ----	0%	0%	<b>0%</b> ----	<b>22%</b> ++++	2%	<b>1%</b> --	1%	5%	<b>21%</b> ++++	<b>0%</b> ----
<b>Maternity/Paternal leave/Sick leave</b>	2%	<b>0%</b> --	<b>0%</b> ----	0%	0%	<b>0%</b> ----	<b>17%</b> ++++	2%	1%	1%	0%	2%	2%
<b>COVID RELATED EMPLOYMENT CHANGES (INTERRUPTION OF WORK, ISOLATING DUE TO COVID/HIGH RISK DUE TO HEALTH OR FAMILY MEMBERS HEALTH, LOCKDOWN...)</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Other</b>	0%	0%	<b>0%</b> --	0%	0%	0%	<b>3%</b> ++++	0%	1%	0%	0%	1%	0%
<b>Prefer not to answer</b>	1%	0%	0%	0%	0%	0%	0%	1%	0%	2%	5%	1%	0%
Chi2:	-	(99.9)						(95)		(99.9)			
Margin of Error,around 50%	2.08	6.11	3.28	7.72	12.65	3.88	7.37	2.28	5.19	6.53	12.35	7.37	2.40

What is your annual household income from all sources before taxes?																							
QINCOME	Total	Region						Age					Gender		Education			Income					
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up
Weighted Total:	2221	307	252	144	835	512	154	571	337	373	361	440	1058	1121	332	696	1161	270	260	280	263	471	379
Total:	2221	314	257	160	838	470	165	216	412	475	422	557	1069	1110	354	719	1115	267	268	262	252	444	403
Under \$20,000	3%	3%	2%	1%	4%	3%	5%	4%	1%	3%	5%	4%	3%	3%	6%	5%	1%	27%	0%	0%	0%	0%	0%
\$20,000 to just under \$40,000	9%	11%	8%	9%	6%	12%	14%	9%	6%	5%	10%	15%	7%	10%	19%	10%	5%	73%	0%	0%	0%	0%	0%
\$40,000 to just under \$60,000	12%	13%	9%	11%	10%	16%	11%	10%	7%	10%	14%	19%	11%	12%	15%	16%	8%	0%	100%	0%	0%	0%	0%
\$60,000 to just under \$80,000	13%	14%	9%	13%	13%	12%	17%	17%	10%	9%	14%	13%	14%	12%	14%	14%	12%	0%	0%	100%	0%	0%	0%
\$80,000 to just under \$100,000	12%	12%	10%	12%	13%	13%	7%	14%	14%	8%	13%	12%	12%	12%	10%	13%	12%	0%	0%	0%	100%	0%	0%
\$100,000 to just under \$150,000	21%	20%	25%	21%	20%	21%	24%	28%	28%	23%	19%	12%	22%	20%	14%	16%	27%	0%	0%	0%	0%	100%	0%
\$150,000 and above	17%	16%	19%	16%	22%	12%	9%	14%	29%	31%	13%	6%	19%	15%	8%	13%	23%	0%	0%	0%	0%	0%	100%
Prefer not to answer	13%	10%	18%	16%	13%	11%	14%	5%	6%	12%	12%	20%	10%	15%	13%	13%	12%	0%	0%	0%	0%	0%	0%
Chi2:	-	(99.9)						99.9					90		99.9			99.9					
Margin of Error,around 50%	2.08	5.53	6.11	7.75	3.39	4.52	7.63	6.67	4.83	4.50	4.77	4.15	3.00	2.94	5.21	3.65	2.93	6.00	5.99	6.05	6.17	4.65	4.88

**What is your annual household income from all sources before taxes?**

	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
QINCOME													
Weighted Total:	2221	236	981	171	71	522	210	1847	360	264	61	165	1644
Total:	2221	257	895	161	60	639	177	1849	357	225	63	177	1673
<b>Under \$20,000</b>	3%	2%	0%	1%	12%	4%	17%	3%	4%	4%	4%	18%	2%
			----	-	++++		++++					++++	----
<b>\$20,000 to just under \$40,000</b>	9%	8%	3%	16%	25%	13%	15%	9%	7%	11%	11%	22%	8%
			----	++++	++++	++++	+++					++++	---
<b>\$40,000 to just under \$60,000</b>	12%	13%	7%	17%	12%	18%	11%	12%	12%	12%	6%	13%	12%
			----	++		++++							
<b>\$60,000 to just under \$80,000</b>	13%	8%	13%	19%	12%	14%	7%	13%	12%	13%	16%	11%	13%
		--		++			--						
<b>\$80,000 to just under \$100,000</b>	12%	9%	14%	16%	1%	12%	6%	12%	13%	10%	13%	9%	13%
			+++		---		--						+
<b>\$100,000 to just under \$150,000</b>	21%	23%	29%	13%	9%	13%	17%	21%	20%	25%	25%	13%	22%
			++++	---	--	----						---	
<b>\$150,000 and above</b>	17%	20%	26%	8%	10%	5%	13%	17%	18%	14%	10%	7%	19%
			++++	---		----						----	++++
<b>Prefer not to answer</b>	13%	16%	7%	10%	19%	21%	14%	13%	14%	11%	14%	7%	12%
Chi2:	-	(99.9)						-		(99.9)			
Margin of Error, around 50%	2.08	6.11	3.28	7.72	12.65	3.88	7.37	2.28	5.19	6.53	12.35	7.37	2.40



Were you born in Canada?																							
	Total	Region						Age					Gender		Education			Income					
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up
QBORN																							
Weighted Total:	2221	307	252	144	835	512	154	571	337	373	361	440	1058	1121	332	696	1161	270	260	280	263	471	379
Total:	2221	314	257	160	838	470	165	216	412	475	422	557	1069	1110	354	719	1115	267	268	262	252	444	403
<b>Yes</b>	83%	82%	<b>89%</b>	86%	<b>80%</b>	84%	<b>91%</b>	83%	84%	<b>80%</b>	<b>89%</b>	83%	82%	85%	<b>90%</b>	<b>86%</b>	<b>80%</b>	84%	84%	84%	83%	84%	83%
			++		---		+++			--	++++			+	++++	+++	---						
<b>No</b>	16%	17%	<b>11%</b>	13%	<b>20%</b>	16%	<b>9%</b>	17%	16%	<b>20%</b>	<b>11%</b>	17%	18%	15%	<b>10%</b>	<b>13%</b>	<b>20%</b>	15%	16%	16%	17%	15%	17%
			--		++++		---			++	---			+	----	--	++++						
<b>Prefer not to answer</b>	1%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Chi2:	-	99						95					-		99.9			-					
Margin of Error,around 50%	2.08	5.53	6.11	7.75	3.39	4.52	7.63	6.67	4.83	4.50	4.77	4.15	3.00	2.94	5.21	3.65	2.93	6.00	5.99	6.05	6.17	4.65	4.88

Were you born in Canada?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
QBORN													
Weighted Total:	2221	236	981	171	71	522	210	1847	360	264	61	165	1644
Total:	2221	257	895	161	60	639	177	1849	357	225	63	177	1673
<b>Yes</b>	83%	82%	<b>81%</b>	85%	75%	<b>87%</b>	87%	<b>100%</b>	<b>0%</b>	<b>45%</b>	<b>95%</b>	88%	<b>89%</b>
			---		-	+++		++++	---	---	++	+	++++
<b>No</b>	16%	18%	<b>19%</b>	15%	25%	<b>12%</b>	12%	<b>0%</b>	<b>100%</b>	<b>54%</b>	<b>5%</b>	11%	<b>11%</b>
			+++		+	---		----	++++	++++	--	-	----
<b>Prefer not to answer</b>	1%	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%
Chi2:	-	99						99.9		99.9			
Margin of Error, around 50%	2.08	6.11	3.28	7.72	12.65	3.88	7.37	2.28	5.19	6.53	12.35	7.37	2.40

Do you consider yourself to be any of the following?																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
QMINOR																								
Weighted Total:	2221	307	252	144	835	512	154	571	337	373	361	440	1058	1121	332	696	1161	270	260	280	263	471	379	
Total:	2221	314	257	160	838	470	165	216	412	475	422	557	1069	1110	354	719	1115	267	268	262	252	444	403	
<b>A member of a visible minority</b>	12%	14%	6%	4%	15%	12%	5%	20%	12%	15%	7%	4%	14%	10%	5%	10%	15%	15%	12%	12%	10%	14%	10%	
			---	---	++++		---	++++		++	---	---	+++	---	---		++++							
<b>Indigenous</b>	3%	3%	4%	5%	2%	1%	6%	2%	2%	4%	3%	1%	3%	3%	2%	4%	2%	3%	1%	4%	3%	3%	2%	
					--		++					--			++++		--							
<b>A person with a disability</b>	7%	9%	9%	8%	9%	3%	8%	6%	4%	9%	11%	9%	7%	8%	8%	10%	6%	24%	8%	7%	6%	5%	3%	
					++	---					+++				+++	---	++++	++++				---	---	
<b>None of the above</b>	74%	69%	77%	81%	70%	81%	78%	69%	78%	70%	76%	86%	73%	76%	80%	73%	74%	57%	77%	77%	78%	77%	81%	
		--		++	---	++++		--	+	--		++++		++	+++			---			+		++++	
<b>Prefer not to answer</b>	5%	5%	5%	4%	5%	4%	6%	4%	5%	4%	4%	1%	5%	4%	6%	5%	4%	5%	3%	2%	3%	3%	5%	
Chi2:	-	(99.9)						99.9					95		99.9			99.9						
Margin of Error, around 50%:	2.08	5.53	6.11	7.75	3.39	4.52	7.63	6.67	4.83	4.50	4.77	4.15	3.00	2.94	5.21	3.65	2.93	6.00	5.99	6.05	6.17	4.65	4.88	

Do you consider yourself to be any of the following?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
QMINOR													
Weighted Total:	2221	236	981	171	71	522	210	1847	360	264	61	165	1644
Total:	2221	257	895	161	60	639	177	1849	357	225	63	177	1673
<b>A member of a visible minority</b>	12%	11%	<b>15%</b> ++++	10%	<b>37%</b> ++++	<b>4%</b> ----	10%	<b>6%</b> ----	<b>40%</b> ++++	<b>100%</b> ++++	8%	11%	<b>0%</b> ----
<b>Indigenous</b>	3%	1%	3%	5%	1%	2%	4%	<b>3%</b> ++	<b>1%</b> --	2%	<b>100%</b> ++++	<b>5%</b> ++	<b>0%</b> ----
<b>A person with a disability</b>	7%	<b>3%</b> --	<b>3%</b> ----	11%	7%	8%	<b>27%</b> ++++	8%	5%	7%	<b>14%</b> ++	<b>100%</b> ++++	<b>0%</b> ----
<b>None of the above</b>	74%	<b>79%</b> ++	74%	70%	<b>52%</b> ----	<b>85%</b> ++++	<b>55%</b> --	<b>79%</b> ++++	<b>52%</b> --	<b>0%</b> ----	<b>0%</b> ----	<b>0%</b> ----	<b>100%</b> ++++
<b>Prefer not to answer</b>	5%	6%	5%	7%	6%	2%	7%	5%	5%	0%	0%	0%	0%
Chi2:	-	(99.9)						99.9		(99.9)			
Margin of Error, around 50%	2.08	6.11	3.28	7.72	12.65	3.88	7.37	2.28	5.19	6.53	12.35	7.37	2.40

In which province or territory do you live?																							
	Total	Region						Age					Gender		Education			Income					
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up
QPROV																							
Weighted Total:	2221	307	252	144	835	512	154	571	337	373	361	440	1058	1121	332	696	1161	270	260	280	263	471	379
Total:	2221	314	257	160	838	470	165	216	412	475	422	557	1069	1110	354	719	1115	267	268	262	252	444	403
British Columbia	14%	98%	0%	0%	0%	0%	0%	16%	10%	12%	15%	13%	13%	14%	14%	16%	12%	16%	16%	15%	14%	13%	12%
Alberta	11%	0%	100%	0%	0%	0%	0%	11%	13%	12%	11%	10%	10%	12%	14%	13%	10%	9%	9%	9%	10%	13%	13%
Saskatchewan	3%	0%	0%	46%	0%	0%	0%	2%	5%	3%	3%	3%	4%	3%	4%	3%	3%	3%	3%	3%	2%	3%	4%
Manitoba	4%	0%	0%	54%	0%	0%	0%	3%	4%	3%	4%	4%	4%	3%	7%	2%	3%	3%	3%	3%	5%	3%	3%
Ontario	38%	0%	0%	0%	100%	0%	0%	44%	37%	39%	33%	36%	39%	37%	37%	34%	40%	30%	31%	38%	41%	36%	48%
Quebec	23%	0%	0%	0%	0%	100%	0%	16%	26%	26%	28%	25%	23%	24%	14%	25%	25%	28%	32%	23%	24%	23%	17%
New Brunswick	2%	0%	0%	0%	0%	0%	33%	2%	2%	2%	2%	3%	2%	3%	5%	2%	2%	5%	1%	3%	2%	1%	1%
Nova Scotia	3%	0%	0%	0%	0%	0%	39%	3%	2%	2%	2%	3%	3%	2%	3%	3%	3%	3%	5%	4%	2%	4%	1%
Prince Edward Island	0%	0%	0%	0%	0%	0%	7%	1%	0%	0%	0%	1%	0%	1%	0%	0%	1%	1%	0%	0%	0%	1%	0%
Newfoundland and Labrador	1%	0%	0%	0%	0%	0%	21%	1%	2%	1%	2%	1%	2%	1%	0%	3%	1%	2%	1%	2%	0%	2%	1%
Yukon	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Northwest Territories	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nunavut	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%	0%
Chi2:	-	(99.9)						(90)					-		(99.9)			(99.9)					
Margin of Error,around 50%	2.08	5.53	6.11	7.75	3.39	4.52	7.63	6.67	4.83	4.50	4.77	4.15	3.00	2.94	5.21	3.65	2.93	6.00	5.99	6.05	6.17	4.65	4.88

In which province or territory do you live?													
	Employment							Born in Canada		Vismin/Indig/Disab			
	Total	Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
QPROV													
Weighted Total:	2221	236	981	171	71	522	210	1847	360	264	61	165	1644
Total:	2221	257	895	161	60	639	177	1849	357	225	63	177	1673
British Columbia	14%	16%	13%	<b>21%</b> +++	9%	12%	12%	13%	14%	17%	16%	17%	<b>13%</b> --
Alberta	11%	13%	11%	13%	9%	11%	13%	<b>12%</b> ++	<b>8%</b> --	<b>6%</b> ---	16%	13%	12%
Saskatchewan	3%	5% +	3%	3%	0%	3%	4%	3%	2%	<b>1%</b> --	3%	3%	<b>3%</b> ++
Manitoba	4%	2% -	3%	2%	6%	4%	6%	3%	4%	<b>1%</b> --	8% +	4%	4%
Ontario	38%	35%	<b>42%</b> ++++	32%	<b>52%</b> ++	<b>33%</b> --	34%	<b>36%</b> ---	<b>46%</b> ++++	<b>48%</b> ++++	31%	<b>46%</b> ++	<b>35%</b> ----
Quebec	23%	26%	22%	19%	21%	<b>27%</b> ++	21%	23%	23%	24%	<b>10%</b> --	<b>8%</b> ----	<b>25%</b> ++++
New Brunswick	2%	1%	<b>1%</b> ---	<b>5%</b> ++	0%	3%	<b>6%</b> +++	2%	1%	1%	3%	3%	3%
Nova Scotia	3%	2%	3%	1%	1%	4%	1%	3%	2%	2%	2%	3%	3%
Prince Edward Island	0%	0%	<b>0%</b> --	<b>2%</b> ++	0%	1%	1%	1%	0%	0%	0%	0%	1%
Newfoundland and Labrador	1%	0%	2%	2%	3%	1%	1%	<b>2%</b> ++	<b>0%</b> --	0% -	<b>10%</b> ++++	1%	2%
Yukon	0%	0%	0%	0%	0%	<b>1%</b> ++	0%	0%	0%	0%	0%	0%	0%
Northwest Territories	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	<b>1%</b> ++++	0%	0%
Nunavut	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	1%	1%	0%	1%	0%	0%	1%	1%	0%	0%	0%	1%	0%
Chi2:	-	(99.9)						(95)		(99.9)			
Margin of Error, around 50%	2.08	6.11	3.28	7.72	12.65	3.88	7.37	2.28	5.19	6.53	12.35	7.37	2.40

Language																								
	Total	Region						Age					Gender		Education			Income						
		BC TR	AB	SK MB	ON	QC	ATL	<35	35-44	45-54	55-64	65 up	M	F	ES HS	Coll	Univ	<40	40-60	60-80	80-100	100-150	150 up	
LANG																								
Weighted Total:	2221	307	252	144	835	512	154	571	337	373	361	440	1058	1121	332	696	1161	270	260	280	263	471	379	
Total:	2221	314	257	160	838	470	165	216	412	475	422	557	1069	1110	354	719	1115	267	268	262	252	444	403	
EN	85%	99%	100%	100%	99%	36%	99%	92%	82%	82%	81%	83%	86%	83%	91%	84%	83%	81%	79%	83%	87%	84%	89%	
		++++	++++	++++	++++	----	++++	++++	-	--	--				++++			--	---				++	
FR	15%	1%	0%	0%	1%	64%	1%	8%	18%	18%	19%	17%	14%	17%	9%	16%	17%	19%	21%	17%	13%	16%	11%	
		----	----	----	----	++++	----	----	+	++	++			+	----		+	++	+++				--	
Chi2:	-	99.9						99.9					90		99			99						
Margin of Error, around 50%	2.08	5.53	6.11	7.75	3.39	4.52	7.63	6.67	4.83	4.50	4.77	4.15	3.00	2.94	5.21	3.65	2.93	6.00	5.99	6.05	6.17	4.65	4.88	

Language													
	Total	Employment						Born in Canada		Vismin/Indig/Disab			
		Self-employed	Employed FT	Employed Other	Unempl.	Retired	Not in workforce / Other	Yes	No	Vismin	Indig	Disability	None
LANG													
Weighted Total:	2221	236	981	171	71	522	210	1847	360	264	61	165	1644
Total:	2221	257	895	161	60	639	177	1849	357	225	63	177	1673
EN	85%	85%	85%	87%	90%	82%	88%	84%	88%	88%	97%	95%	83%
FR	15%	15%	15%	13%	10%	18%	12%	16%	12%	12%	3%	5%	17%
Chi2:	-	-						90		99.9			
Margin of Error,around 50%	2.08	6.11	3.28	7.72	12.65	3.88	7.37	2.28	5.19	6.53	12.35	7.37	2.40