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2025-2026 AAFC Survey on Consumer Perceptions of Food – Wave VII

Methodological Report

Prepared for the Department of Agriculture and Agri-Food Canada

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Ce rapport est aussi disponible en français.

Canada 

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This report presents the methodological details for the 2025-2026 AAFC Survey on Consumer Perceptions of Food – Wave VII conducted by Advanis Inc. on behalf of the Department of Agriculture and Agri-Food Canada. The research was conducted with 3,077 Canadians between December 15th, 2025, and January 21st, 2026.

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For more information, contact

Agriculture and Agri-Food Canada
1341 Baseline Road
Ottawa, ON K1A 0C5

Email: aafc.info.aac@agr.gc.ca

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1. Executive summary

1.1 Background

Agriculture and Agri-Food Canada (AAFC) first conducted a study on Canadian consumer perceptions of food in 2004. This marks the seventh wave of the survey – previous waves were conducted in: 2023, 2019, 2014, 2010, 2006 and 2004. The study tracks consumer perceptions of food products, including quality and market attribute preferences over time (for example, point of purchase attributes for making purchasing decisions), views on production methods (for example, local, Canadian, and organic production claims) and views on the impact of tariffs.

For the seventh cycle of the survey in 2025-2026, AAFC contracted Advanis to administer the survey.

1.2 Objectives

The survey builds on tracking questions from the previous waves to identify trends over time but also provides insights on new and evolving areas of interest to AAFC. Newly added in this seventh wave are questions relating to Canadian perceptions on tariffs and buying Canadian. Specific objectives can be found within the report.

1.3 Methodology

To ensure comparability with previous waves, AAFC aimed to conduct a 20 minute online survey of 3,000 Canadians where the sample closely represents the Canadian general population by gender and age group. The study used Advanis' proprietary, probability-based General Population Representative Sample (GPRS).

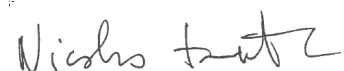
The probability-based study was conducted using a two-step approach where respondents were recruited by cell phone to participate in an online web survey. Respondents were invited to participate in the online survey by either email or SMS (text message). After the initial invitation, if respondents had not yet completed the survey, they were sent up to two (2) reminder messages.

1.4 Contract value

The contract value for this survey was \$61,703.83 (including HST).

1.5 Political neutrality requirement

I hereby certify as a Senior Officer of Advanis that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the *Policy on Communications and Federal Identity and the Directive on Management of Communications*' requirements for public opinion research reports. Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.



Nicolas Toutant

Vice President, Research and Evaluation

Advanis

nicolas.toutant@advanis.ca

2. Background

Agriculture and Agri-Food Canada (AAFC) first conducted a study on Canadian consumer perceptions of food in 2004. This marks the seventh wave of the survey – previous waves were conducted in: 2023, 2019, 2014, 2010, 2006 and 2004. The study tracks consumer perceptions of food products, including quality and market attribute preferences over time (for example, point of purchase attributes for making purchasing decisions), views on production methods (for example, local, Canadian, and organic production claims) and views on the impact of tariffs.

This iteration of the survey aimed to build on the data collected in the previous waves to track changes in consumer perceptions of food, purchasing behaviours and preferences for certain food attributes. Results will be used to assess consumer perceptions and behaviours with respect to food attributes that have received increased attention from buyers since the previous waves. This wave also assesses consumer's perceptions of tariffs on food and buying Canadian. The findings will be used in the development of policies, programs and initiatives to improve communications and to better serve clients.

For the seventh cycle of the survey in 2025-2026, AAFC contracted Advanis to administer the survey.

3. Objectives

The survey builds on tracking questions from the previous waves to identify trends over time but also provides insights on new and evolving areas of interest to AAFC.

Specific objectives of the survey include, but are not limited to, providing AAFC with up-to-date data on:

- Canadians' self-reported food purchasing habits, information acquisition, preferences and decision-making drivers (for example, point-of-purchase attributes for making purchasing decisions);
- Canadians' views on production methods (for example, local, organic, Canadian production claims);
- exploring drivers of Canadians' trust in the agricultural sector;
- assessing Canadian perceptions on tariffs and buying Canadian; and
- trends in the data collected from year to year.

4. Survey methodology

4.1 Questionnaire design

The questions for this survey were designed by AAFC and provided to Advanis in both English and French. Advanis reviewed the French survey translations and translated any new items into French. In order to ensure comparability with previous data collection, the majority of questions, response levels, and translations were kept consistent with the previous studies in order to truly capture any emerging trends. The new questions added in this seventh iteration were focused on assessing perceptions on tariffs and buying Canadian given the political climate's focus on these items lately.

4.2 Data collection instrument

The 20-minute online survey was administered from December 15th, 2025, to January 21st, 2026. Advanis conducted a two-step recruitment approach in which respondents were recruited via a 1-minute telephone survey recruit to online survey. Advanis used its proprietary General Population Random Sample (GPRS) for the study, so on the 2nd attempt to reach respondents if the call was unsuccessful and the respondent had previously provided consent to be recruited without contact, a survey invite was sent using the participants preferred recruitment method Advanis had saved on file, whether email or text message (SMS). If a respondent was spoken to, they were given the option of which method they preferred.

This survey adhered to the Government of Canada's standards for pre-testing. The pre-test was conducted in both English and French on December 15th, 2025. During this pre-test, 202 people were recruited by cell phone in English and French. This led to 26 completed online surveys (11 French, and 15 English). The average survey length was within the expected timing of 20 minutes, and respondents indicated that the survey was easy to answer, and they had no suggested improvements. After a review of the data for skip logic and responses, it was determined that no survey changes were required. Given that no changes were made after the pre-test, all pre-test data is included in the final data.

Due to the time of year when the study was launched, recruitment efforts were scaled back after the pre-test for the remainder of December due to the holiday season which typically has lower response rates. Recruitment was then boosted in early January.

Responses from participants were all voluntary and no incentive was offered to compensate for a participants time.

Overall, 14,678 respondents agreed to participate in the study either verbally over the phone, or by giving prior consent to be invited automatically, achieving a response rate for the telephone data collection of 65.6%. Of those recruited, a total of 3,686 completed the screening section and 3,077 answered the full survey for a completion rate of 25.1%. The margin of error on 3,077 completes is +/-1.8% 19 times out of 20 at a 95% confidence interval. Details of the telephone recruit response rate can be found in Appendix A.

4.3 Target population

The survey aimed to target Canadian adults (18+) who have at least shared (50% or greater) responsibility for grocery shopping for the household. The respondent profile was also to reflect the Canadian general population in terms of age group and gender.

Advanis collected the data aiming to be representative of age group, gender and regions of Canada. In total 3,077 completed surveys were collected. After data collection it was noted that the data would be weighted by education levels in Canada. In future iterations this should be noted in the RFP and at the beginning of data collection so that quotas can be used to account for this, as typically it is harder to recruit those with lower education for online studies given issues with literacy and technology.

5. Data processing

5.1 Data capture

Responses to all survey questions were entered directly by the respondents. The electronic questionnaire reduces processing time and costs associated with data entry, transcription errors and data transmission. The responses were secured through industry standard encryption protocols, firewalls, and encryption layers.

When a response was outside the range (too large or small) of expected values, the respondent was prompted, through message screens, to verify the information.

5.2 Data cleaning

The information from all respondents who submitted the electronic questionnaire was retained and the data processed.

Editing can occur at several points throughout the survey process. It ranges from simple preliminary checks to more complex automated verifications performed after the data have been captured. For this study, other specify responses were reviewed in detail and back coded into existing survey levels where appropriate. The majority of survey questions were closed ended and did not require much cleaning. Combined net levels were added in the data tables, but the original data remains unchanged.

5.3 Creation of derived variables

In order to weight the data, a few derived variables were created to group answer levels into categories (for example, coding provinces into regions, age levels into age groups, and education into categories). A few additional derived variables were created at the request of AAFC bucketing some numeric variables into categories like household size, grocery spend and age generation. These variables were created using SQL code adding the variables directly into the project database.

5.4 Weights

Overall, 3,077 completed surveys were collected online during data collection. The weighting of the final file was based on four variables: region, age, gender, and education. The population sizes are based on the latest Statistics Canada census results published in the 2021 Census. See the appendix for a detailed table of the weights.

The data were weighted to align with the following specific categories from the census:

- Age categories: 18-34, 35-44, 45-54, 55-64, 65+;
- Gender: man, woman, other;
- Region: British Columbia and Territories, Alberta, Manitoba and Saskatchewan, Ontario, Quebec, Atlantic;
- Education: Bachelor's degree or higher, below a bachelor's degree.

In order to avoid the impact of extreme weights distorting the data, the education question was grouped into two categories because those with a high school education or less were underrepresented in the data compared to the population. For future iterations of the study, it is suggested that the RFP note that data needs to be weighted by education level, as quotas could have been enforced to allow for data collection to better reflect the population. Advanis would also recommend reviewing the method of weighting the data by gender, given that natural fallout of those responsible for at least half of the household shopping tends to skew more female than male and weighting back to the population for gender will potentially introduce bias into the data.

5.5 Non-response bias

Non-response bias occurs when non-responders differ in a meaningful way from respondents, and this difference impacts the information gathered. It is difficult to assess the presence of non-response bias since information about why non-responders did not participate is usually unavailable. That said, one way to gauge the potential impacts of non-response bias is to evaluate if the sample is representative by comparing the respondents' characteristics and gauge if they reflect known population characteristics. Where possible, we can check the distribution of respondents across various demographics (for example, age and gender) and geographic categories and compare those distributions against known population characteristics. If the variation is fairly small and we have no reason to believe there are other factors impacting respondents' willingness to participate, we can conclude the likelihood of non-response bias impacting the information gathered in the survey is minimal. This is the case with the current survey.

Several strategies were employed to increase response rates and reduce the effects of non-response bias. This includes:

- Recruiting respondents by telephone (cellular).
- Outpulsing a local phone number (rather than a toll-free number) which increases pick-up rates (reducing call screening).
- Systematically setting the next call date and time based on the outcome of the current call, which ensures each respondent is called methodically across days of the week and times of the day. Especially for respondents that are difficult to reach, this maximizes the likelihood of reaching them.
- Sending an SMS text message to recruits, which assures a seamless transition from the telephone survey to the online survey, as receipt can be confirmed in real time and encourages respondents to complete the survey as soon as the call ends.
- Collecting both email address and telephone number for recruitment so if the email address does bounce, we can contact them via SMS message if they agree.
- Offering the survey in both official languages to maximize ease of completion.

Data banners were created and provided to AAFC. The first set of tables is divided by demographic information including age, gender, region, children at home and household size. The second set is divided by grocery spend, income, education and additional demographics. The third set of tables focuses on key categories of interest to AAFC. A set of trending tables was also created to compare the current data to previous waves of the study.

Appendix

A. Response Rate

Table 2. Response rate calculation

	TOTAL	%
Generated	23876	100.0%
Used	23646	99.0%
No service	1190	5.0%
Not residential/business	32	0.1%
Line problems	26	0.1%
Fax	19	0.1%
Wrong number	2	0.0%
Invalid¹	1269	5.4%
Potentially Eligible	22377	94.6%
U. No answer	214	1.0%
U. Busy	80	0.4%
U. Answering machine/voicemail	2895	12.9%
U. Unresolved²	3189	13.5%
IS. Language barrier	14	0.1%
IS. Illness/incapacity	8	0.0%
IS. Household refusals	2640	11.8%
IS. Respondent refusal	1756	7.8%
IS. Appointments	92	0.4%
IS. In-Scope Non-Responding³	4510	19.1%
R. Non eligible	4	0.0%
R. Quota Blocked	0	0.0%
R. Completed	14674	65.6%
R. Responding Units⁴	14678	65.6%
Answered screener	3,686	25.1%
Completed full survey	3,077	21.0%

% Refusal⁵	19.6%
% Completed⁶	65.6%
Cooperation rate⁷	76.5%
Recruit rate⁸	65.6%
Web response rate	25.1%

¹ No possible contact at this number

² Cases that could not be established as to whether call was made to eligible or ineligible respondent

³ Includes refusals, break-offs, and other eligible non-respondents

⁴ Includes cases who would have participated but were disqualified, completes and partial completes

⁵ Household plus Respondent Refusal / Potentially Eligible Sample

⁶ Completed / Potentially Eligible Sample

⁷ Responding Units / (Potentially Eligible minus Unresolved)

⁸ Responding Units / (Unresolved plus In Scope Non-Responding plus Responding Units)

B. Weights

The below table presents the detailed weights.

Table 1.

Gender	Age Group	Region	Education	Weight
18-34 years	Man	British Columbia and Territories	College, CEGEP or other non-university certificate or diploma or less	2.5620
18-34 years	Man	British Columbia and Territories	Bachelor's degree or higher	0.9080
18-34 years	Man	Alberta	College, CEGEP or other non-university certificate or diploma or less	2.4090
18-34 years	Man	Alberta	Bachelor's degree or higher	0.8540
18-34 years	Man	Manitoba/Saskatchewan	College, CEGEP or other non-university certificate or diploma or less	2.5380
18-34 years	Man	Manitoba/Saskatchewan	Bachelor's degree or higher	0.9000
18-34 years	Man	Ontario	Prefer not to answer	2.6790
18-34 years	Man	Ontario	College, CEGEP or other non-university certificate or diploma or less	3.5340
18-34 years	Man	Ontario	Bachelor's degree or higher	1.2530
18-34 years	Man	Quebec	College, CEGEP or other non-university certificate or diploma or less	3.1810
18-34 years	Man	Quebec	Bachelor's degree or higher	1.1270
18-34 years	Man	Atlantic	College, CEGEP or other non-university certificate or diploma or less	2.7570
18-34 years	Man	Atlantic	Bachelor's degree or higher	0.9770
18-34 years	Woman	British Columbia and Territories	College, CEGEP or other non-university certificate or diploma or less	1.9280
18-34 years	Woman	British Columbia and Territories	Bachelor's degree or higher	0.6830
18-34 years	Woman	Alberta	College, CEGEP or other non-university certificate or diploma or less	1.8120
18-34 years	Woman	Alberta	Bachelor's degree or higher	0.6420
18-34 years	Woman	Manitoba/Saskatchewan	College, CEGEP or other non-university certificate or diploma or less	1.9090
18-34 years	Woman	Manitoba/Saskatchewan	Bachelor's degree or higher	0.6770

Gender	Age Group	Region	Education	Weight
18-34 years	Woman	Ontario	College, CEGEP or other non-university certificate or diploma or less	2.6590
18-34 years	Woman	Ontario	Bachelor's degree or higher	0.9420
18-34 years	Woman	Quebec	College, CEGEP or other non-university certificate or diploma or less	2.3930
18-34 years	Woman	Quebec	Bachelor's degree or higher	0.8480
18-34 years	Woman	Atlantic	College, CEGEP or other non-university certificate or diploma or less	2.0740
18-34 years	Woman	Atlantic	Bachelor's degree or higher	0.7350
18-34 years	Other	British Columbia and Territories	Bachelor's degree or higher	0.5790
18-34 years	Other	Alberta	Bachelor's degree or higher	0.5440
18-34 years	Other	Ontario	College, CEGEP or other non-university certificate or diploma or less	2.2520
18-34 years	Other	Ontario	Bachelor's degree or higher	0.7980
18-34 years	Other	Quebec	Bachelor's degree or higher	0.7190
18-34 years	Other	Atlantic	College, CEGEP or other non-university certificate or diploma or less	1.7570
18-34 years	Other	Atlantic	Bachelor's degree or higher	0.6230
18-34 years	Prefer not to answer	British Columbia and Territories	College, CEGEP or other non-university certificate or diploma or less	1.8010
18-34 years	Prefer not to answer	British Columbia and Territories	Bachelor's degree or higher	0.6380
18-34 years	Prefer not to answer	Alberta	College, CEGEP or other non-university certificate or diploma or less	1.6930
18-34 years	Prefer not to answer	Ontario	Prefer not to answer	1.8830
18-34 years	Prefer not to answer	Ontario	College, CEGEP or other non-university certificate or diploma or less	2.4830
18-34 years	Prefer not to answer	Ontario	Bachelor's degree or higher	0.8800
18-34 years	Prefer not to answer	Quebec	Bachelor's degree or higher	0.7920
35-44 years	Man	British Columbia and Territories	College, CEGEP or other non-university certificate or diploma or less	1.6380
35-44 years	Man	British Columbia and Territories	Bachelor's degree or higher	0.5810
35-44 years	Man	Alberta	College, CEGEP or other non-university certificate or diploma or less	1.5400
35-44 years	Man	Alberta	Bachelor's degree or higher	0.5460

Gender	Age Group	Region	Education	Weight
35-44 years	Man	Manitoba/Saskatchewan	College, CEGEP or other non-university certificate or diploma or less	1.6220
35-44 years	Man	Manitoba/Saskatchewan	Bachelor's degree or higher	0.5750
35-44 years	Man	Ontario	Prefer not to answer	1.7120
35-44 years	Man	Ontario	College, CEGEP or other non-university certificate or diploma or less	2.2580
35-44 years	Man	Ontario	Bachelor's degree or higher	0.8010
35-44 years	Man	Quebec	Prefer not to answer	1.5410
35-44 years	Man	Quebec	College, CEGEP or other non-university certificate or diploma or less	2.0330
35-44 years	Man	Quebec	Bachelor's degree or higher	0.7210
35-44 years	Man	Atlantic	College, CEGEP or other non-university certificate or diploma or less	1.7620
35-44 years	Man	Atlantic	Bachelor's degree or higher	0.6250
35-44 years	Woman	British Columbia and Territories	College, CEGEP or other non-university certificate or diploma or less	1.2320
35-44 years	Woman	British Columbia and Territories	Bachelor's degree or higher	0.4370
35-44 years	Woman	Alberta	Prefer not to answer	0.8780
35-44 years	Woman	Alberta	College, CEGEP or other non-university certificate or diploma or less	1.1580
35-44 years	Woman	Alberta	Bachelor's degree or higher	0.4110
35-44 years	Woman	MB/SK	College, CEGEP or other non-university certificate or diploma or less	1.2200
35-44 years	Woman	MB/SK	Bachelor's degree or higher	0.4330
35-44 years	Woman	Ontario	College, CEGEP or other non-university certificate or diploma or less	1.6990
35-44 years	Woman	Ontario	Bachelor's degree or higher	0.6020
35-44 years	Woman	Quebec	College, CEGEP or other non-university certificate or diploma or less	1.5300
35-44 years	Woman	Quebec	Bachelor's degree or higher	0.5420
35-44 years	Woman	Atlantic	College, CEGEP or other non-university certificate or diploma or less	1.3260
35-44 years	Woman	Atlantic	Bachelor's degree or higher	0.4700
35-44 years	Other	British Columbia and Territories	Bachelor's degree or higher	0.3700
35-44 years	Other	Alberta	College, CEGEP or other non-university certificate or diploma or less	0.9810
35-44 years	Other	Ontario	Bachelor's degree or higher	0.5100

Gender	Age Group	Region	Education	Weight
35-44 years	Prefer not to answer	British Columbia and Territories	College, CEGEP or other non-university certificate or diploma or less	1.1510
35-44 years	Prefer not to answer	Ontario	College, CEGEP or other non-university certificate or diploma or less	1.5870
35-44 years	Prefer not to answer	Ontario	Bachelor's degree or higher	0.5630
35-44 years	Prefer not to answer	Quebec	College, CEGEP or other non-university certificate or diploma or less	1.4290
45-54 years	Man	British Columbia and Territories	Prefer not to answer	1.0430
45-54 years	Man	British Columbia and Territories	College, CEGEP or other non-university certificate or diploma or less	1.3760
45-54 years	Man	British Columbia and Territories	Bachelor's degree or higher	0.4880
45-54 years	Man	Alberta	Prefer not to answer	0.9810
45-54 years	Man	Alberta	College, CEGEP or other non-university certificate or diploma or less	1.2940
45-54 years	Man	Alberta	Bachelor's degree or higher	0.4590
45-54 years	Man	MB/SK	College, CEGEP or other non-university certificate or diploma or less	1.3630
45-54 years	Man	MB/SK	Bachelor's degree or higher	0.4830
45-54 years	Man	Ontario	Prefer not to answer	1.4390
45-54 years	Man	Ontario	College, CEGEP or other non-university certificate or diploma or less	1.8980
45-54 years	Man	Ontario	Bachelor's degree or higher	0.6730
45-54 years	Man	Quebec	Prefer not to answer	1.2950
45-54 years	Man	Quebec	College, CEGEP or other non-university certificate or diploma or less	1.7080
45-54 years	Man	Quebec	Bachelor's degree or higher	0.6060
45-54 years	Man	Atlantic	Prefer not to answer	1.1220
45-54 years	Man	Atlantic	College, CEGEP or other non-university certificate or diploma or less	1.4810
45-54 years	Man	Atlantic	Bachelor's degree or higher	0.5250
45-54 years	Woman	British Columbia and Territories	College, CEGEP or other non-university certificate or diploma or less	1.0360
45-54 years	Woman	British Columbia and Territories	Bachelor's degree or higher	0.3670
45-54 years	Woman	Alberta	Prefer not to answer	0.7380
45-54 years	Woman	Alberta	College, CEGEP or other non-university certificate or diploma or less	0.9740

Gender	Age Group	Region	Education	Weight
45-54 years	Woman	Alberta	Bachelor's degree or higher	0.3450
45-54 years	Woman	Manitoba/Saskatchewan	Prefer not to answer	0.7770
45-54 years	Woman	Manitoba/Saskatchewan	College, CEGEP or other non-university certificate or diploma or less	1.0260
45-54 years	Woman	Manitoba/Saskatchewan	Bachelor's degree or higher	0.3640
45-54 years	Woman	Ontario	College, CEGEP or other non-university certificate or diploma or less	1.4280
45-54 years	Woman	Ontario	Bachelor's degree or higher	0.5060
45-54 years	Woman	Quebec	Prefer not to answer	0.9740
45-54 years	Woman	Quebec	College, CEGEP or other non-university certificate or diploma or less	1.2850
45-54 years	Woman	Quebec	Bachelor's degree or higher	0.4560
45-54 years	Woman	Atlantic	College, CEGEP or other non-university certificate or diploma or less	1.1140
45-54 years	Woman	Atlantic	Bachelor's degree or higher	0.3950
45-54 years	Other	Ontario	Prefer not to answer	0.9170
45-54 years	Other	Ontario	Bachelor's degree or higher	0.4290
45-54 years	Other	Quebec	College, CEGEP or other non-university certificate or diploma or less	1.0890
45-54 years	Prefer not to answer	British Columbia and Territories	College, CEGEP or other non-university certificate or diploma or less	0.9670
45-54 years	Prefer not to answer	Alberta	Prefer not to answer	0.6890
45-54 years	Prefer not to answer	Alberta	College, CEGEP or other non-university certificate or diploma or less	0.9090
45-54 years	Prefer not to answer	Ontario	Bachelor's degree or higher	0.4730
45-54 years	Prefer not to answer	Atlantic	College, CEGEP or other non-university certificate or diploma or less	1.0410
55-64 years	Man	British Columbia and Territories	College, CEGEP or other non-university certificate or diploma or less	1.3210
55-64 years	Man	British Columbia and Territories	Bachelor's degree or higher	0.4680
55-64 years	Man	Alberta	Prefer not to answer	0.9410
55-64 years	Man	Alberta	College, CEGEP or other non-university certificate or diploma or less	1.2420
55-64 years	Man	Alberta	Bachelor's degree or higher	0.4400
55-64 years	Man	Manitoba/Saskatchewan	Prefer not to answer	0.9920
55-64 years	Man	Manitoba/Saskatchewan	College, CEGEP or other non-university certificate or diploma or less	1.3080

Gender	Age Group	Region	Education	Weight
55-64 years	Man	Manitoba/Saskatchewan	Bachelor's degree or higher	0.4640
55-64 years	Man	Ontario	Prefer not to answer	1.3810
55-64 years	Man	Ontario	College, CEGEP or other non-university certificate or diploma or less	1.8210
55-64 years	Man	Ontario	Bachelor's degree or higher	0.6460
55-64 years	Man	Quebec	College, CEGEP or other non-university certificate or diploma or less	1.6400
55-64 years	Man	Quebec	Bachelor's degree or higher	0.5810
55-64 years	Man	Atlantic	College, CEGEP or other non-university certificate or diploma or less	1.4210
55-64 years	Man	Atlantic	Bachelor's degree or higher	0.5040
55-64 years	Woman	British Columbia and Territories	College, CEGEP or other non-university certificate or diploma or less	0.9940
55-64 years	Woman	British Columbia and Territories	Bachelor's degree or higher	0.3520
55-64 years	Woman	Alberta	College, CEGEP or other non-university certificate or diploma or less	0.9340
55-64 years	Woman	Alberta	Bachelor's degree or higher	0.3310
55-64 years	Woman	Manitoba/Saskatchewan	Prefer not to answer	0.7460
55-64 years	Woman	Manitoba/Saskatchewan	College, CEGEP or other non-university certificate or diploma or less	0.9840
55-64 years	Woman	Manitoba/Saskatchewan	Bachelor's degree or higher	0.3490
55-64 years	Woman	Ontario	Prefer not to answer	1.0390
55-64 years	Woman	Ontario	College, CEGEP or other non-university certificate or diploma or less	1.3700
55-64 years	Woman	Ontario	Bachelor's degree or higher	0.4860
55-64 years	Woman	Quebec	Prefer not to answer	0.9350
55-64 years	Woman	Quebec	College, CEGEP or other non-university certificate or diploma or less	1.2340
55-64 years	Woman	Quebec	Bachelor's degree or higher	0.4370
55-64 years	Woman	Atlantic	College, CEGEP or other non-university certificate or diploma or less	1.0690
55-64 years	Woman	Atlantic	Bachelor's degree or higher	0.3790
55-64 years	Prefer not to answer	Alberta	Bachelor's degree or higher	0.3090
55-64 years	Prefer not to answer	Manitoba/Saskatchewan	Bachelor's degree or higher	0.3260
65 years or older	Man	British Columbia and Territories	College, CEGEP or other non-university certificate or diploma or less	0.9870
65 years or older	Man	British Columbia and Territories	Bachelor's degree or higher	0.3500

Gender	Age Group	Region	Education	Weight
65 years or older	Man	Alberta	Prefer not to answer	0.7040
65 years or older	Man	Alberta	College, CEGEP or other non-university certificate or diploma or less	0.9280
65 years or older	Man	Alberta	Bachelor's degree or higher	0.3290
65 years or older	Man	Manitoba/Saskatchewan	Prefer not to answer	0.7410
65 years or older	Man	Manitoba/Saskatchewan	College, CEGEP or other non-university certificate or diploma or less	0.9780
65 years or older	Man	Manitoba/Saskatchewan	Bachelor's degree or higher	0.3470
65 years or older	Man	Ontario	Prefer not to answer	1.0320
65 years or older	Man	Ontario	College, CEGEP or other non-university certificate or diploma or less	1.3610
65 years or older	Man	Ontario	Bachelor's degree or higher	0.4830
65 years or older	Man	Quebec	Prefer not to answer	0.9290
65 years or older	Man	Quebec	College, CEGEP or other non-university certificate or diploma or less	1.2250
65 years or older	Man	Quebec	Bachelor's degree or higher	0.4340
65 years or older	Man	Atlantic	Prefer not to answer	0.8050
65 years or older	Man	Atlantic	College, CEGEP or other non-university certificate or diploma or less	1.0620
65 years or older	Man	Atlantic	Bachelor's degree or higher	0.3760
65 years or older	Woman	British Columbia and Territories	Prefer not to answer	0.5630
65 years or older	Woman	British Columbia and Territories	College, CEGEP or other non-university certificate or diploma or less	0.7430
65 years or older	Woman	British Columbia and Territories	Bachelor's degree or higher	0.2630
65 years or older	Woman	Alberta	Prefer not to answer	0.5290
65 years or older	Woman	Alberta	College, CEGEP or other non-university certificate or diploma or less	0.6980
65 years or older	Woman	Alberta	Bachelor's degree or higher	0.2480
65 years or older	Woman	MB/SK	College, CEGEP or other non-university certificate or diploma or less	0.7360

Gender	Age Group	Region	Education	Weight
65 years or older	Woman	Manitoba/Saskatchewan	Bachelor's degree or higher	0.2610
65 years or older	Woman	Ontario	Prefer not to answer	0.7770
65 years or older	Woman	Ontario	College, CEGEP or other non-university certificate or diploma or less	1.0240
65 years or older	Woman	Ontario	Bachelor's degree or higher	0.3630
65 years or older	Woman	Quebec	College, CEGEP or other non-university certificate or diploma or less	0.9220
65 years or older	Woman	Quebec	Bachelor's degree or higher	0.3270
65 years or older	Woman	Atlantic	College, CEGEP or other non-university certificate or diploma or less	0.7990
65 years or older	Woman	Atlantic	Bachelor's degree or higher	0.2830
65 years or older	Other	British Columbia and Territories	College, CEGEP or other non-university certificate or diploma or less	0.6290
65 years or older	Other	Atlantic	Bachelor's degree or higher	0.2400
65 years or older	Prefer not to answer	British Columbia and Territories	Prefer not to answer	0.5260
65 years or older	Prefer not to answer	Ontario	College, CEGEP or other non-university certificate or diploma or less	0.9570
65 years or older	Prefer not to answer	Quebec	Bachelor's degree or higher	0.3050

C. Questionnaire

2025 AAFC Survey on Consumer Perceptions of Food



Languages: English, French

Section Login page

wcag

Thank you for your interest in taking this survey. Agriculture and Agri-food Canada has hired [Advanis \(opens in a new window\) \(http://advanis.net\)](http://advanis.net) to conduct a public opinion survey. TellCityHall is one of Advanis' data collection methods. The government is interested to know your views on a variety of topics related to how you make decisions about the foods you purchase and eat in your household. The results of this survey will help guide the development of government policy and ensure decisions are informed by the current needs of consumers like you. Your participation is voluntary and completely confidential. Your answers will remain anonymous. Any information you provide will be administered in accordance with the Privacy Act and other applicable privacy laws.

The survey will take about 20 minutes to complete.

A few reminders before beginning...

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

Should you wish to verify the credibility of this survey, you can utilize the Canadian Research Insights Council (CRIC) Research Verification Service by clicking [here](#) and entering the following project code 20251211-AD701.

If you have any questions about how to complete the survey or encountered any technical issues, please email survey+aafc2025@advanis.net (<mailto:survey+aafc2025@advanis.net>).

Thank you in advance for your participation.

- ☐ ₁ If you require a screen reader or assistive device to complete this survey, check this box to access a compatible version
- ☐ ₂ Start Survey

QS1

In what year were you born?

(Show if WCAG) Please enter a number.

Minimum: 1910, Maximum: 2025

☐ -8 Prefer not to answer

T1 Show if (Under 18 or Refused age ((QS1 = Prefer not to answer) OR (QS1 > 2007)))

We're sorry but for this survey you must be at least 18 years of age. Thank you for your time.

Status Code: 501

QS1b Show if (Born in 2007 (QS1 = 2007))

In what month were you born?

- ☐ 1 January
- ☐ 2 February
- ☐ 3 March
- ☐ 4 April
- ☐ 5 May
- ☐ 6 June
- ☐ 7 July
- ☐ 8 August
- ☐ 9 September
- ☐ 10 October
- ☐ 11 November
- ☐ 12 December

QS2

What is your gender?

Gender refers to an individual's personal and social identity as a man (or a boy), a woman (or a girl), or a person who is not exclusively a man (or a boy) or a woman (or a girl), for example, non-binary, agender, gender fluid, queer or Two-Spirit.

Gender is the standard variable, rather than sex, and results are reported for men, women, and non-binary people.

(Show if WCAG) Please select one.

- ☐ ₁ Man
- ☐ ₂ Woman
- ☐ ₃ Or please specify _____
- ☐ ₉₉ Prefer not to answer

QS3

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

(Show if WCAG) Please select one.

- ☐ ₁ All of it
- ☐ ₂ Almost all of it
- ☐ ₃ About half of it
- ☐ ₄ Less than half of it
- ☐ ₅ None
- ☐ ₉₉ Prefer not to say

T2 Show if (Not responsible for half of grocery shopping (QS3 = 4,5,99))

We're sorry but for this survey we are looking for people who are responsible for at least half the grocery shopping in their household. Thank you for your time.

Status Code: 502

QPROV

In which province or territory do you live?

(Show if WCAG) Please select one.

- ☐ ₁ Newfoundland and Labrador
- ☐ ₂ Prince Edward Island
- ☐ ₃ Nova Scotia
- ☐ ₄ New Brunswick
- ☐ ₅ Quebec
- ☐ ₆ Ontario
- ☐ ₇ Manitoba
- ☐ ₈ Saskatchewan
- ☐ ₉ Alberta

- ☐ ₁₀ British Columbia
- ☐ ₁₁ Yukon
- ☐ ₁₂ Northwest Territories
- ☐ ₁₃ Nunavut
- ☐ ₉₉ Prefer not to say

T3 Show if (Refused province (QPROV = 99))

We're sorry but for this survey we need to know what area of Canada you live in. Thank you for your time.

Status Code: 503

PQ1

Below are a number of attributes which you may or may not look for when grocery shopping or dining away from home.

Please indicate how frequently you seek food items with each attribute using the scale provided.

1. Organic production *
2. Locally produced *
3. Canadian produced *
4. Humane animal treatment *
5. Fair trade *
6. Hormone or antibiotic free - meat products only *
7. Non-GMO (genetically modified organism) *

Levels marked with * are randomized

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

Q2A Show if (Seek organic products (PQ1_a = 1,2,3))

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

(Show if WCAG) Please select one.

- ☐ ₁ Always
- ☐ ₂ Often
- ☐ ₃ Sometimes

- ☐ 4 Rarely
- ☐ 5 Never
- ☐ 99 Don't know

Q2B Show if (Purchase organic products (Q2A = 1,2,3))

How do you determine whether a particular product is "organic" or not?

Select all that apply

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

Levels marked with * are randomized

Q2C Show if (Purchase organic products (Q2A = 1,2,3))

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

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

(Show if WCAG) Please select one.

- ☐ 1 Strongly agree
- ☐ 2 Somewhat agree
- ☐ 3 Neither agree nor disagree
- ☐ 4 Somewhat disagree
- ☐ 5 Strongly disagree
- ☐ 99 Don't know

Q3A Show if (Seek locally produced (PQ1_b = 1,2,3))

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

(Show if WCAG) Please select one.

- ☐ 1 Always

- ☐ 2 Often
- ☐ 3 Sometimes
- ☐ 4 Rarely
- ☐ 5 Never
- ☐ 99 Don't know

Q3E Show if (Rarely or never purchase locally produced (Q3A = 4,5))

What are your main reasons for not purchasing products labelled as "local"?

Select all that apply

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

Levels marked with * are randomized

Q3B Show if (Purchase locally produced (Q3A = 1,2,3))

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

Select all that apply

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

Levels marked with * are randomized

Q3C Show if (Purchase locally produced (Q3A = 1,2,3))

In your opinion, what are the most important benefits of purchasing locally produced foods?

Select up to three responses.

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

Levels marked with * are randomized

Q3D Show if (Purchase locally produced (Q3A = 1,2,3))

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

When grocery shopping, I am willing to pay more for products that are produced locally.

(Show if WCAG) Please select one.

- ☐ 1 Strongly agree
- ☐ 2 Somewhat agree
- ☐ 3 Neither agree nor disagree
- ☐ 4 Somewhat disagree
- ☐ 5 Strongly disagree
- ☐ 99 Don't know

Q3F

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

(Show if WCAG) Please select one.

- ☐ 1 Food is produced within your city/town
- ☐ 2 Food is produced within your region of the province/territory
- ☐ 3 Food is produced within your province/territory
- ☐ 4 Food is produced within Canada
- ☐ 99 Not sure

Q4A Show if (Purchase made in Canada products (PQ1_c = 1,2,3))

When you go grocery shopping, how frequently do you purchase Canadian produced food and beverages?

(Show if WCAG) Please select one.

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

Q4B Show if (Frequently purchase Canadian produced products (Q4A = 1,2,3))

Are you less likely to purchase Canadian produced food and beverages during certain times of the year?

(Show if WCAG) Please select one.

- ☐ 1 Yes
- ☐ 2 No
- ☐ 99 Don't know

Q4C Show if (Less likely to purchase at certain times of year (Q4B = 1))

Why are you less likely to purchase these products?

Select all that apply

- ☐ 1 Higher cost *
- ☐ 2 Limited availability *
- ☐ 3 Lower quality or freshness *
- ☐ 77 Other (please specify): _____
- ☐ 99 Don't know (Exclusive)

Levels marked with * are randomized

Q4D Show if (Frequently purchase Canadian produced products (Q4A = 1,2,3))

How do you determine whether a particular food or beverage is Canadian produced or not when grocery shopping?

Select all that apply

- ☐ 1 The retailer indicates that the product is produced in Canada *
- ☐ 2 The label includes a logo or symbol such as the Canadian flag or maple leaf *
- ☐ 3 The label specifies the location where the food came from *
- ☐ 4 I contact the company responsible to ask them where their product is from *
- ☐ 5 The label specifies a farm, grower or processing company that I know to be Canadian *
- ☐ 6 I buy directly from Canadian farmers/growers *
- ☐ 7 The label includes statements like "Made in Canada" or "Product of Canada" *
- ☐ 77 Other (please specify): _____
- ☐ 99 Don't know (Exclusive)

Levels marked with * are randomized

Q4E Show if (Frequently purchase Canadian produced products (Q4A = 1,2,3))

In your opinion, what are the most important benefits of purchasing Canadian produced foods?

Please select up to three

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

Levels marked with * are randomized

Q4F Show if (Frequently purchase Canadian produced products (Q4A = 1,2,3))

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

(Show if WCAG) Please select one per item.

1. When grocery shopping, I am willing to pay more for food and beverages that are Canadian produced. *
2. There are enough Canadian fruit and vegetable options (fresh, frozen or canned) available for purchase. *

3. Some food or beverage items I buy do not have a Canadian option available. *
4. There are enough food items made or produced in Canada for purchase. *
5. There are enough beverage items made or produced in Canada for purchase. *
6. I am noticing more food and beverage items made or produced in Canada for purchase in the grocery store. *

Levels marked with * are randomized

- ☐ 1 Strongly agree
- ☐ 2 Somewhat agree
- ☐ 3 Neither agree nor disagree
- ☐ 4 Somewhat disagree
- ☐ 5 Strongly disagree
- ☐ 99 Don't know

Q4G Show if (Rarely or never purchase Canadian produced products (Q4A = 4,5))

What are your main reasons for not purchasing products labelled as Canadian?

Select all that apply

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

Levels marked with * are randomized

FS1

Generally speaking, what is your overall impression of Canada's agriculture and food sector?

(Show if WCAG) Please select one.

- ☐ 1 Very positive
- ☐ 2 Somewhat positive
- ☐ 3 Neutral
- ☐ 4 Somewhat negative
- ☐ 5 Very negative
- ☐ 99 Don't know/Prefer not to answer

FS2

Generally speaking, how knowledgeable do you feel you are about Canada's agriculture and food sector?

(Show if WCAG) Please select one.

- ☐ ₁ Very
- ☐ ₂ Somewhat
- ☐ ₃ Not very
- ☐ ₄ Not at all
- ☐ ₉₉ Don't know/Prefer not to answer

FS3

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

(Show if WCAG) Please select one.

- ☐ ₁ Very trustworthy
- ☐ ₂ Moderately trustworthy
- ☐ ₃ Not very trustworthy
- ☐ ₄ Not trustworthy at all
- ☐ ₉₉ Don't know

FS4a

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

(Show if WCAG) Please select one.

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

FS4b

What is your overall impression of the quality of **imported** food that is available for consumption in Canada?

(Show if WCAG) Please select one.

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

FS5

How concerned, if at all, would you say you are about each of the following in Canada?

(Show if WCAG) Please select one per item.

1. The impact of agricultural activities on the environment. *
2. The affordability of food in Canada. *
3. The availability of healthy and nutritious food. *
4. The use of hormones in farming. *
5. The use of pesticides, herbicides and/or fungicides in farming. *
6. The use of antibiotics in farming. *
7. Genetically modified foods. *
8. The treatment of animals on farms. *
9. The effect of tariffs on Canadian farmers. *
10. The effects of tariffs on my grocery bill. *

Levels marked with * are randomized

- ☐ 1 Very concerned
- ☐ 2 Moderately concerned
- ☐ 3 Somewhat concerned
- ☐ 4 Slightly concerned
- ☐ 5 Not at all concerned
- ☐ 99 Don't know/Prefer not to answer

FS6

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

(Show if WCAG) Please select one per item.

1. I spend time worrying about the safety of the food I eat. *

2. I believe the Canadian agriculture and food industry is transparent about how food is produced. *

Levels marked with * are randomized

- ☐ 1 Strongly agree
☐ 2 Somewhat agree
☐ 3 Neither agree nor disagree
☐ 4 Somewhat disagree
☐ 5 Strongly disagree
☐ 99 Don't know

PH1a

Which of the following best describes the role price plays in your food and beverage purchase decisions?

(Show if WCAG) Please select one.

- ☐ 1 Price is usually the only factor that matters
☐ 2 Price is usually an important factor, but there are also other important factors
☐ 3 Price is usually a factor, but not as important as other factors
☐ 4 Price is not usually a factor
☐ 5 Don't know/Prefer not to answer

PH1b Show if (Price is NOT the only factor for purchase (PH1a = 2,3,4,5))

From the list below, please rank up to 3 factors that usually influence your food and beverage purchase decisions.

Rank them in order of importance, with "1" being the most important. If a factor that usually influences your purchase decisions is not listed, please select "Other, please specify" among your responses.

- _____ Price *
 _____ Quality *
 _____ Taste *
 _____ Nutritional value *
 _____ Canadian produced/grown *
 _____ Locally produced/grown *
 _____ Environmental impact *
 _____ Other (please specify): _____

Levels marked with * are randomized

PH2

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

(Show if WCAG) Please select one per item.

1. Read 'best before' or expiry dates *
2. Read the Nutrition Facts Table *
3. Read the ingredients list *
4. Look specifically for an option that is produced/grown in Canada *
5. Look for the country of origin *
6. Seek retailer advice *
7. Seek advice from a health professional like a nutritionist, dietitian or doctor *
8. Use the internet or social media as a source of information on food products (for example, food safety, nutrition, health, allergens) *
9. Use Artificial Intelligence tools such as Chat GPT to make food purchasing decisions *
10. Use a Government of Canada website as a source of food safety information *
11. Assess food handling practices where you buy your food *
12. Avoid products with plastic packaging *

Levels marked with * are randomized

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

PH3

In the past year, have you changed your food purchasing habits because of the following...

Select all that apply

- ☐ 1 Food safety concerns *
- ☐ 2 Food quality concerns *
- ☐ 3 Your health issues *
- ☐ 4 Advice from Canada's Food Guide *
- ☐ 5 Your dietary preferences *
- ☐ 6 Impacts from climate change *
- ☐ 7 Concerns about the environmental sustainability in food production *
- ☐ 8 Increasing food prices *
- ☐ 9 Global events (such as, tariffs, war) *
- ☐ 10 Country of origin *
- ☐ 11 News or reports about trade disputes between Canada and the U.S. *

- ☐ 77 Other (please specify): _____
- ☐ 98 I have not changed my food purchasing habits (Exclusive)
- ☐ 99 Don't know (Exclusive)

Levels marked with * are randomized

PH4 Show if (Changed habits due to increasing prices (PH3_8 = 1))

During the last 6 months, how have you changed your food habits due to increasing food prices?

Select all that apply

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

Levels marked with * are randomized

PH6

Which of the following have you used to purchase or access food for you or your household over the past year?

Select all that apply

- ☐ 1 Grocery store including big box stores that sell groceries (for example, Sobeys, Loblaws, Walmart, Costco, Save on Foods, Provigo) (in person) *
- ☐ 2 Groceries for delivery (for example, Amazon, Instacart, PC Express Rapid Delivery) *
- ☐ 3 Online grocery stores for pick up (for example, PC Click and Collect) *
- ☐ 4 Speciality food store (for example, health food store, ethnic grocery store) *
- ☐ 5 Online meal or meal kit delivery service *
- ☐ 6 Convenience store *
- ☐ 7 Farmers market or purchased directly from a farm *
- ☐ 8 Food bank or soup kitchen *
- ☐ 9 School food program *
- ☐ 99 Don't know (Exclusive)

Levels marked with * are randomized

PH7

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

(Show if WCAG) Please select one per item.

1. I am careful about the way I buy and prepare food to minimize food waste. *
2. The price of food affects my food purchasing decisions. *
3. Food prices at grocery stores have increased as a result of US tariffs. *
4. I consider the environmental impact such as reducing the use of plastic or packaging in my food purchasing decisions. *

Levels marked with * are randomized

- ☐ 1 Strongly agree
- ☐ 2 Somewhat agree
- ☐ 3 Neither agree nor disagree
- ☐ 4 Somewhat disagree
- ☐ 5 Strongly disagree
- ☐ 99 Don't know

PH8

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

1. You were concerned about the safety of the food *
2. You were concerned about how the animals have been treated *
3. You were concerned that environmentally sustainable practices have not been followed *
4. You do not wish to buy food produced by a particular company *
5. You do not wish to buy food produced by a particular country *
6. You were concerned about a particular ingredient in a product *
7. You were concerned about labour practices used to produce the food product *
8. You were concerned about food product packaging (for example, plastic, Styrofoam) *
9. You saw a front-of-package label indicating the product has been supplemented (for example, drinks with added caffeine or vitamins) *

Levels marked with * are randomized

- ☐ 1 Yes
- ☐ 2 No
- ☐ 99 Don't know

PH8f1

Are there any other reasons why you've boycotted a particular food product before?

(Show if WCAG) Please select one.

- ☐ 1 Yes (please specify): _____

- ☐ 2 No
- ☐ 99 Don't know

PH8f2 Show if (Prefers to not buy from specific country (PH8_e = 1))

You indicated you do not wish to purchase food produced by a particular country.

Which country do you prefer not to purchase from?

Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

- ☐ -8 Prefer not to answer

IS1

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

Please select up to 5.

- ☐ 1 News media *
- ☐ 2 Canada's Food Guide *
- ☐ 3 Doctors, nutritionists, dietitians or other health/science professionals *
- ☐ 4 Social media *
- ☐ 5 Food-specific websites *
- ☐ 6 Government websites *
- ☐ 7 Word of mouth *
- ☐ 8 Family and friends *
- ☐ 9 Food advertisements *
- ☐ 10 Books *
- ☐ 11 Food labels *
- ☐ 12 Online search (for example, Google) *
- ☐ 13 Farmers/producers *
- ☐ 14 Artificial intelligence tools (for example, Chat GPT, Co-pilot, Claude, Gemini) *
- ☐ 15 Religious or cultural sources (such as, religious leaders, community elders, or traditional practices) *
- ☐ 77 Other (please specify): _____
- ☐ 98 None of the above (Exclusive)
- ☐ 99 Don't know (Exclusive)

Levels marked with * are randomized

IS2

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

Please select up to 5

- ☐ 1 Cost of food *
- ☐ 2 Food safety incidents/recalls *
- ☐ 3 Nutritional value *
- ☐ 4 Health issues *
- ☐ 5 Product labels *
- ☐ 6 Brand recognition *
- ☐ 7 Information provided by retailers *
- ☐ 8 Information provided by producers *
- ☐ 9 Specific dietary regimes (such as, weight loss, allergens) *
- ☐ 10 Information I have received by contacting the company directly *
- ☐ 11 Advertising and marketing *
- ☐ 12 Canada's Food Guide *
- ☐ 13 Social media *
- ☐ 14 Online search (for example, Google) *
- ☐ 15 Artificial intelligence tools (for example, Chat GPT, Co-pilot, Claude, Gemini) *
- ☐ 16 Country of origin *
- ☐ 17 Convenience *
- ☐ 18 Reduced plastic packaging *
- ☐ 77 Other (please specify): _____
- ☐ 98 None of the above (Exclusive)
- ☐ 99 Don't know (Exclusive)

Levels marked with * are randomized

IS3

Shrinkflation is a term that has been used to describe a form of inflation, most common in food and beverage, that consists of reducing a product's quantity or weight while keeping its price the same.

In the last six months, how often have you noticed examples of 'shrinkflation' when shopping for groceries?

(Show if WCAG) Please select one.

- ☐ 1 Always
- ☐ 2 Often
- ☐ 3 Sometimes

- ☐ 4 Rarely
- ☐ 5 Never
- ☐ 99 Don't know

D1

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

(Show if WCAG) Please select one per item.

Minimum: 0, Maximum: 15000

\$ _____

- ☐ .9 Don't know

D2

How many people are living or staying at your current address?

Include yourself and any other adults or children who are currently living or staying at this address for at least two months.

- ☐ 1 1
- ☐ 2 2
- ☐ 3 3
- ☐ 4 4
- ☐ 5 5
- ☐ 6 6
- ☐ 7 7
- ☐ 8 8
- ☐ 9 9
- ☐ 10 10
- ☐ 11 11
- ☐ 12 12 or more
- ☐ 99 Prefer not to answer

D3 Show if (2 or more people in household (D2 = 2,3,4,5,6,7,8,9,10,11,12))

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

(Show if WCAG) Please select one.

- ☐ 1 Yes
- ☐ 2 No
- ☐ 99 Prefer not to answer

D4

What language do you speak most often at home?

(Show if WCAG) Please select one.

- ☐ ₁ English
- ☐ ₂ French
- ☐ ₃ Other
- ☐ ₄ Prefer not to answer

D5 Show if (NOT Quebec or New Brunswick (QPROV = 1,2,3,6,7,8,9,10,11,12,13))

Do you consider yourself to be a member of a Francophone minority community in your province or territory?

A Francophone minority community refers to Francophones who are living in French-speaking communities outside of Quebec or New Brunswick.

(Show if WCAG) Please select one.

- ☐ ₁ Yes
- ☐ ₂ No
- ☐ ₉₉ Prefer not to answer

D6 Show if (Lives in Quebec (QPROV = 5))

Do you consider yourself to be a member of an Anglophone minority community?

An Anglophone minority community refers to Anglophones who are living in an English-speaking community in the province of Quebec.

(Show if WCAG) Please select one.

- ☐ ₁ Yes
- ☐ ₂ No
- ☐ ₉₉ Prefer not to answer

D7

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

(Show if WCAG) Please select one.

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

D8

Which of the following best describes your total household income last year, before taxes, from all sources for all household members?

(Show if WCAG) Please select one.

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

D10

Are you First Nations, Métis or Inuk (Inuit)?

First Nations includes Status and Non-Status Indians

Select all that apply

- ☐ 1 No, not First Nations, Métis or Inuk (Inuit) (Exclusive)
- ☐ 2 Yes, First Nations, (North American Indian)
- ☐ 3 Yes, Métis
- ☐ 4 Yes, Inuk (Inuit)
- ☐ 99 Prefer not to answer (Exclusive)

D11

Are you...?

Select all that apply

- ☐ ₁ White
- ☐ ₂ South Asian (for example, Indian, Pakistani, Sri Lankan)
- ☐ ₃ Chinese
- ☐ ₄ Black
- ☐ ₅ Filipino
- ☐ ₆ Arab
- ☐ ₇ Latin American
- ☐ ₈ Southeast Asian (for example, Vietnamese, Cambodian, Laotian, Thai)
- ☐ ₉ West Asian (for example, Iranian, Afghan)
- ☐ ₁₀ Korean
- ☐ ₁₁ Japanese
- ☐ ₇₇ Or please specify: _____
- ☐ ₉₉ Prefer not to answer (Exclusive)

WebEndTCH

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

Status Code: -1