



Public Opinion Research with Canadians on Food Safety
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Research Report

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EXECUTIVE SUMMARY

Earnscliffe Strategy Group (Earnscliffe) is pleased to present this report to the Canadian Food Inspection Agency (CFIA) summarizing the results of a quantitative research study to understand Canadians' awareness of and attitudes towards food safety.

The CFIA's top priority is food safety. To improve the overall health of Canadians, the CFIA develops and delivers programs and services designed to protect Canadians from preventable food safety hazards, to effectively manage food safety emergencies, and to help the public be aware of — and contribute to — food safety.

By engaging with Canadians, government policies, programs and services can better reflect Canadians' values and expectations. With the feedback from this research, the Agency will be better informed to respond to Canadians' needs.

This study was undertaken to help the CFIA understand the public's current level of awareness and perceptions towards food safety. The specific objectives of the research are to measure Canadians':

- awareness and understanding towards food safety;
- habits and concerns around food safety; and
- sources of food safety information.

In addition, this research was designed to help the CFIA understand the modal effects of conducting research online versus telephone. The total cost to conduct this research was \$67,750.85, including HST.

In order to achieve all of these objectives, Earnscliffe conducted two surveys: online and telephone. Both the online and telephone surveys were conducted in collaboration with the quantitative sub-contractor, Nielsen Opinion Quest (Nielsen). The online survey was conducted using Nielsen's proprietary panel and consisted of a sample of 1,001 Canadian residents aged 18 and older. The telephone survey was undertaken by Nielsen's telephone data collection centre and comprised of 514 Canadian residents aged 18 and older. Surveys were conducted between January 26 and February 8, 2017 in English and French. The online survey took an average of 14 minutes to complete, while the telephone survey took an average of 18 minutes to complete.

Respondents for the online survey were selected from among those who have volunteered to participate in online surveys. The data for each sample have been weighted to reflect the demographic composition of the Canadian population aged 18 and older. Because the online sample is based on those who initially self-selected for participation in the panel, no estimates of sampling error can be calculated. The treatment here of the non-probability sample is aligned with the Standards for the Conduct of Government of Canada Public Opinion Research for online surveys.

For the telephone survey, a dual 60/40 landline and cell phone sampling approach was used. The landline sample was generated using a random digit dial (RDD) sample. For the mobile phone sample, a purchased list targeted for cell phone exchanges (the first three digits after the area code) was used. This type of sample is the equivalent of RDD, as it is randomly pulled from dedicated cell phone exchanges. For the telephone survey, the margin of error for the representative national sample is +/-4.4% at the 95% confidence level.

For both studies, the sample was targeted to the region and age quotas, and the final data were weighted to replicate actual population distribution by region, age and gender according to the most recent Census (2011) data available. The key findings from the online research are presented below, with comparisons to telephone results where appropriate. Since the questions and scales have changed with respect to past public opinion studies on food safety conducted by the CFIA, the results are not directly comparable.

Food safety confidence in Canada

- **Confidence in food safety in general is high.** Canadians are generally confident in domestic food products and in Canada's food safety system. Canadians are confident most of the food products sold in Canada are safe to eat; opinion is more divided when it comes to processed products. Confidence in genetically modified (GM) food, pesticides and imported or foreign food products is low.
- **The federal government and producers (including farmers) are seen as responsible for food safety.** When prompted, provincial government also seen to have responsibility.

Food safety communications and CFIA awareness

- **Most proactively look for information on how to safely handle, prepare and store food,** including one-third who frequently look for information. The Internet is predominantly where they look.
- **Canadians are confident that federal regulating bodies, including the CFIA, are protecting food safety.** The various federal entities tested all rank among those that receive the highest ratings.
- **Majority of Canadians have some familiarity with CFIA** and most who are familiar say they rely on CFIA at times for information on how to safely handle, prepare and store food.
- **There is widespread interest in getting information on a variety of food safety topics.** Prompted topics of greatest interest include: food recalls, restaurant inspections, pesticide use, labelling, and food inspection. On an unprompted basis, genetically modified organisms (GMOs) and foreign/import aspects also arise.

Food recall

- **Half have read, seen or heard something about a food safety recall in the past six months.** This fluctuates over time and appears to be heavily influenced based upon the timing of the study and whether there were any recently prominent incidents.
- **Food recalls are expected, but seen as well-handled.** Most expect that recalls will happen even with the best efforts, but the majority also feel recalls are addressed in a timely manner. Opinion is divided over whether Canadians are now at higher risk than three years ago.

Modal Comparison

- **Modal differences were fairly small.** The online sample produced results that were, for the most part, remarkably consistent with those of the telephone sample. There are, nevertheless, a few differences worth noting:
 - Online respondents offer higher proportions of neutral responses compared to telephone respondents;
 - Telephone respondents may be more inclined to claim awareness or recall;
 - Telephone respondents also had higher proportions indicating more frequent reliance on the CFIA for information; and
 - Telephone respondents were far more likely to disagree with the statement that Canadians are more at risk today compared to three years ago. Much of this difference appears to be the online sample providing higher proportions of neutral opinions on this question.

Political Neutrality Statement

I hereby certify as a Representative of Earnscliffe Strategy Group that the final deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Policy on Communications and Federal Identity and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

Signed: 

Date: March 16, 2017

Doug Anderson
Principal, Earnscliffe

INTRODUCTION

Earnscliffe Strategy Group (Earnscliffe) is pleased to present this report to the Canadian Food Inspection Agency (CFIA) summarizing the results of a quantitative research study to understand Canadians' awareness of and attitudes towards food safety.

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By engaging with Canadians, government policies, programs and services can better reflect Canadians' values and expectations. With the feedback from this research, the Agency will be better informed to respond to Canadians' needs.

This study was undertaken to help the CFIA understand the public's current level of awareness and perceptions towards food safety. The specific objectives of the research are to measure Canadians':

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- sources of food safety information.

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In order to achieve all of these objectives, Earnscliffe conducted two surveys: online and telephone. Both the online and telephone surveys were conducted in collaboration with the quantitative sub-contractor Nielsen Opinion Quest (Nielsen). The online survey was conducted using Nielsen's proprietary panel and consisted of a sample of 1,001 Canadian residents aged 18 and older. The telephone survey was undertaken by Nielsen's telephone data collection centre and comprised of 514 Canadian residents aged 18 and older. Surveys were conducted between January 26 and February 8, 2017 in English and French. The online survey took an average of 14 minutes to complete, while the telephone survey took an average of 18 minutes to complete.

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For the telephone survey, a dual 60/40 landline and cell phone sampling approach was used. The landline sample was generated using a random digit dial (RDD) sample. Nielsen used the Canada Survey Sample (CSS) for residential Canada sample. CSS is a selection engine designed to generate a random sample of telephone numbers to be dialed. The CSS maintains a comprehensive list of all populated exchanges across Canada, and is updated on a regular basis. For the mobile phone sample, Nielsen purchased lists targeted for cell phone exchanges (the first three digits after the area code). This type of sample is the equivalent of RDD, as it is

randomly pulled from dedicated cell phone exchanges. For the telephone survey, the margin of error for the representative national sample is +/-4.4% at the 95% confidence level.

To help ensure sufficient representation of Canadians, quotas for the two samples were set as outlined in the table below. In addition to setting quotas, the data was weighted by each stratum (in this case, age, region and gender), to reflect the actual proportions found in the population. The final sample sizes within each stratum are presented below:

Spec	Online Targets	Telephone Targets	Total
Region			
Atlantic Canada	101	52	1,515
Quebec	256	126	
Ontario	326	170	
Prairies (MB/SK)	90	51	
Alberta	102	50	
British Columbia	126		
British Columbia (including Territories)		65	
Age			
18 – 34	132	104	1,515
35 – 54	398	197	
55+	471	213	
Gender			
Male	498	257	1,515
Female	503	257	
TOTAL	1,001	514	1,515

The detailed findings from this research are presented in subsequent sections of this report. Appended to this report are the survey instruments and data tables (presented under a separate cover).

DETAILED FINDINGS

This study consisted of an online panel survey and a telephone survey. Design of the survey was informed by the findings from previous quantitative studies commissioned by the CFIA. This quantitative report is divided into four sections:

- findings of food safety confidence in Canada;
- food safety communications and awareness of CFIA;
- food recalls; and
- modal comparison analysis of the online and telephone results.

Details about the survey design, methodology, sampling approach, and weighting of the results may be found in the Survey Methodology Report in Appendix A. For questions using a five-point scale, one corresponds to the lowest value, whereas five corresponds to the highest value. Percentages may not add up to 100% due to rounding. “Don’t know” and “no response” are denoted by DK and NR respectively. Canada and Canadians are denoted by “CAN” and “CDNs” respectively. Caution should be taken when interpreting the data associated with small sample sizes. Please note that the territories have been analyzed as part of British Columbia in the case of the telephone results only. Detailed findings from the online research are presented below, with comparisons to telephone results where appropriate.

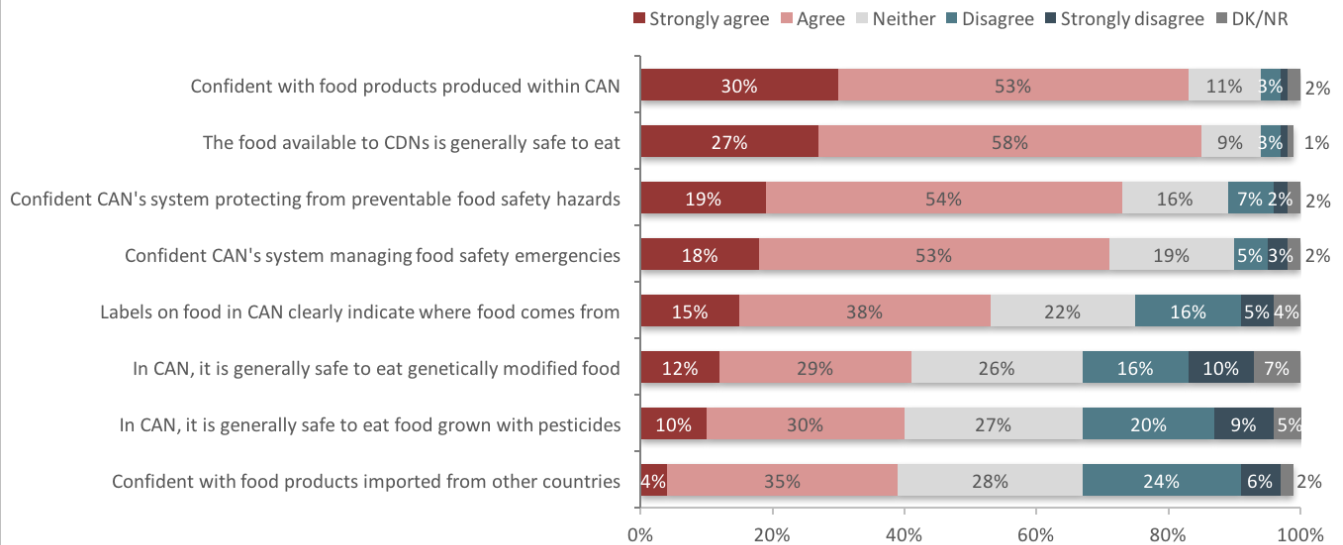
Food Safety Confidence in Canada

Generally speaking, Canadians demonstrate a fairly high degree of confidence in the safety of the food available to them in this country. Most Canadians agree that they are confident in domestically-produced food products and that the food available to them is safe to eat.

Similarly, majorities agree that they are confident Canada’s system is protecting Canadians from preventable food safety hazards and managing food safety emergencies when they do occur.

That being said, there are clearly some aspects of which Canadians are less confident. One aspect that emerges in this analysis and is consistently echoed throughout the report is the contrasting level of confidence that Canadians have in domestically produced food and food products, and those imported from other countries. While confidence in domestic food products is fairly high, opinion is almost evenly divided when it comes to imported food products. The survey also finds less than half of respondents indicating agreement that it in Canada, it is generally safe to eat genetically modified food or to eat food grown with pesticides.

Q4. To what extent do you agree or disagree with each of the following statements?



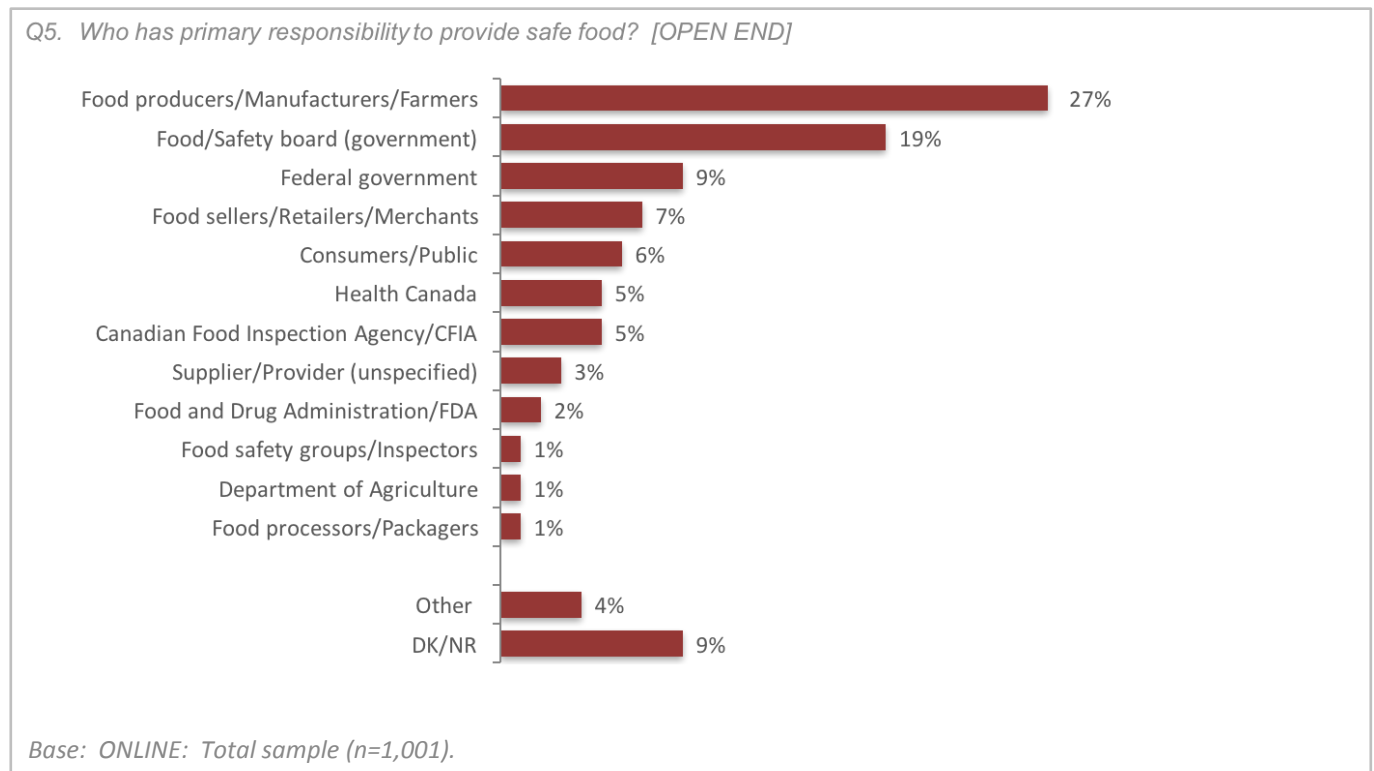
Base: ONLINE: Total sample (n=1,001).

Looking at the levels of agreement with these statements brings to light a few patterns that are consistent and noteworthy:

- Consistently high levels of agreement on the key statements about being confident with food products produced within Canada and that food available in Canada is generally safe to eat is noted across all demographic subgroups.
- Compared to other demographic subgroups, men, respondents living in Quebec and Ontario, those with household incomes above \$80,000 and those with higher levels of formal education all tend to offer higher proportions agreeing that: Canada’s food system protects Canadians and manages food safety emergencies; in Canada, it is generally safe to eat genetically modified food or food grown with pesticides; and being confident with food products imported from other countries.
- Conversely, women, those living in Alberta and British Columbia (B.C.), younger respondents, those with household incomes under \$80,000 and those with less formal education are less likely than their counterparts to agree with these statements.

Given the opportunity to identify who has primary responsibility to provide safe food, two types of responses (all responses were unaided/unprompted) are offered far more often than all others:

- Those involved in the production and processing of food, which includes responses of food producers, manufacturers, farmers, sellers, retailers, and merchants; and,
- Those responsible for regulating food safety, which includes responses of the federal government, and specific government departments.

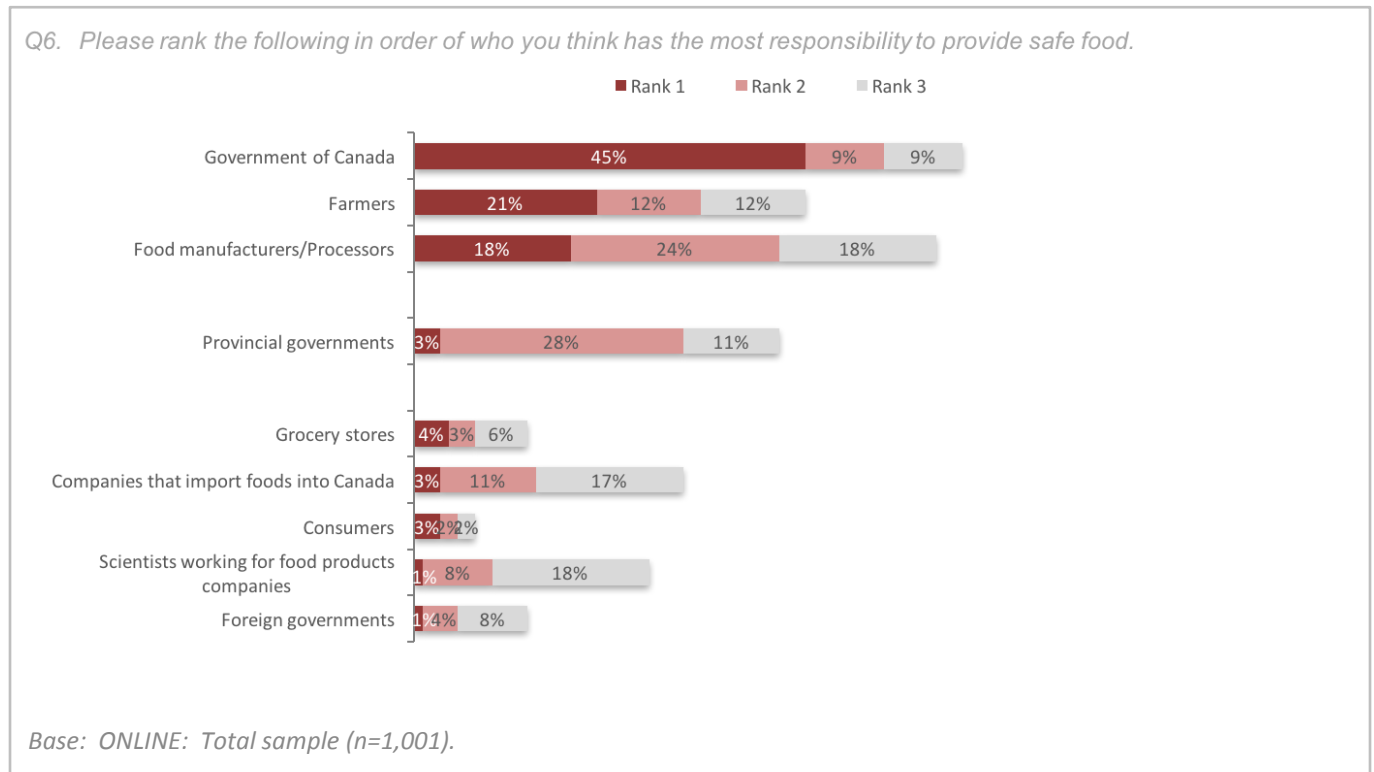


In response to this open-ended question, the same two themes are the most common answers across all demographic subgroups. CFIA is specifically named on an unaided basis by few (5%) respondents, but this proportion is nearly double (9%) among residents of Atlantic Canada.

In order to gain a clearer understanding of the relative responsibility of various key players in the food safety system, respondents were provided with a list of stakeholders/organizations and asked to rank them in order of their perceived responsibility.

By far, more respondents rank the Government of Canada as having the most responsibility of all stakeholders and organizations tested, with nearly half (45%) of all respondents placing them as the most responsible. Farmers (21%) and food manufacturers/processors (18%) got almost all of the rest of the top rankings on responsibility.

Adding in the ranking of second most responsible finds the same three accounting for the majority of top-two rankings, but provincial governments emerge as also widely seen as having a significant level of responsibility. Combining first and second rankings, the Government of Canada (54%) is seen as the most responsible to provide safe food, followed by food manufacturers/processors (52%), farmers (33%), and provincial governments (31%).



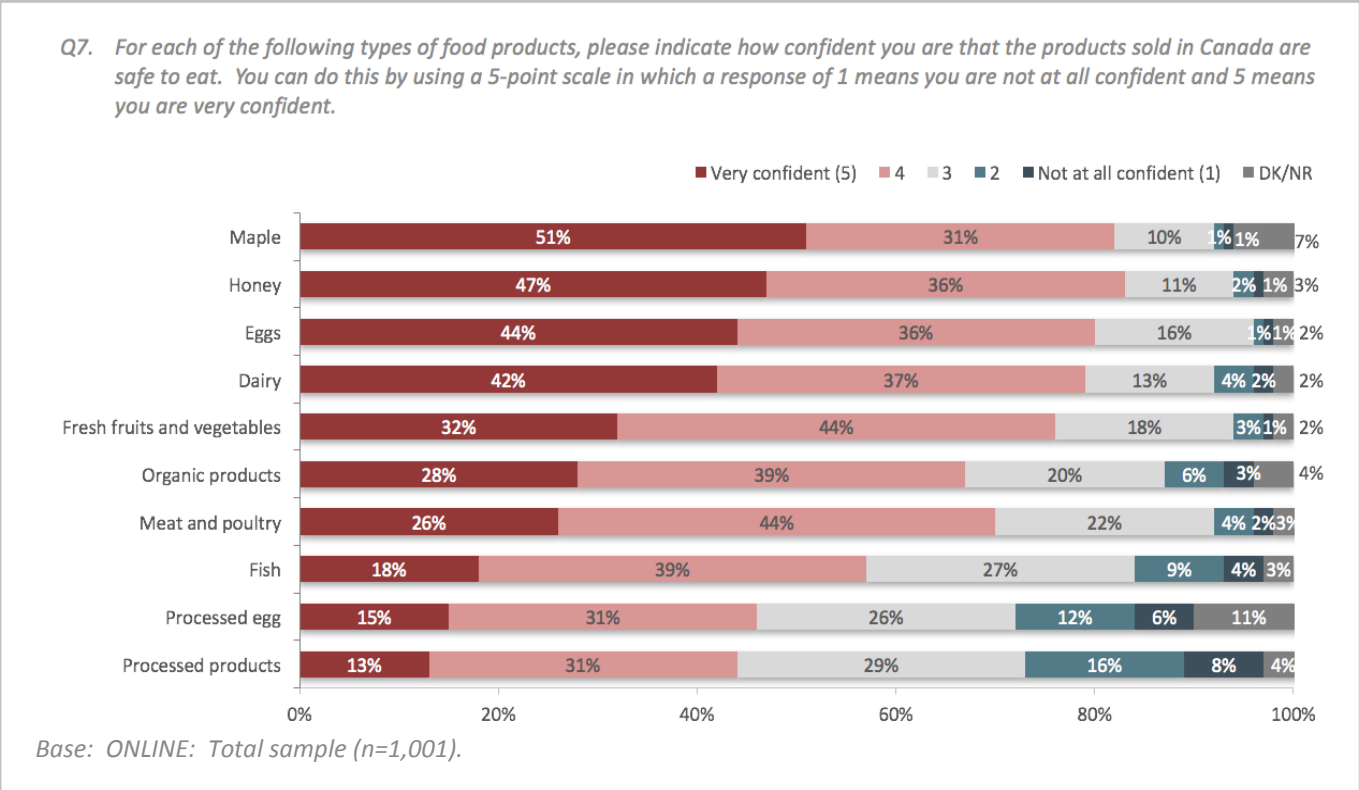
The study then investigated the degree of confidence Canadians have in each of the following categories of food products sold in Canada:

- Meat and poultry
- Fish
- Eggs
- Processed egg (includes frozen egg, frozen egg mix, liquid egg, liquid egg mix, dried egg, dried egg mix and egg product)
- Dairy
- Processed products (i.e. canned, cooked, frozen, etc.)
- Honey
- Maple
- Fresh fruits and vegetables
- Organic products

Overall, most find a majority of Canadians offering “top-two box” confidence ratings (four or five on a five-point scale).

Maple, honey, eggs, dairy, and fruits and vegetables all find at least three out of four respondents offering a top-two box rating of confidence in product safety. With only slightly fewer top-two box ratings, organic products, and meat and poultry also find strong majorities feeling confident about the safety of those products.

The results show there is a clear hierarchy of confidence, although for the most part the differences are in degree rather than in proportions indicating having little or no confidence. However, processed products in general (24%) and processed eggs (18%) find the greatest proportions of those with little or no confidence.



For several foods such as meat and poultry, fruits and vegetables, eggs, dairy, honey, and maple, there was little variation in confidence across subgroups and even where confidence might have been lower among some subgroups, it was still fairly high.

In terms of noteworthy variances in proportions offering top-two box ratings of confidence:

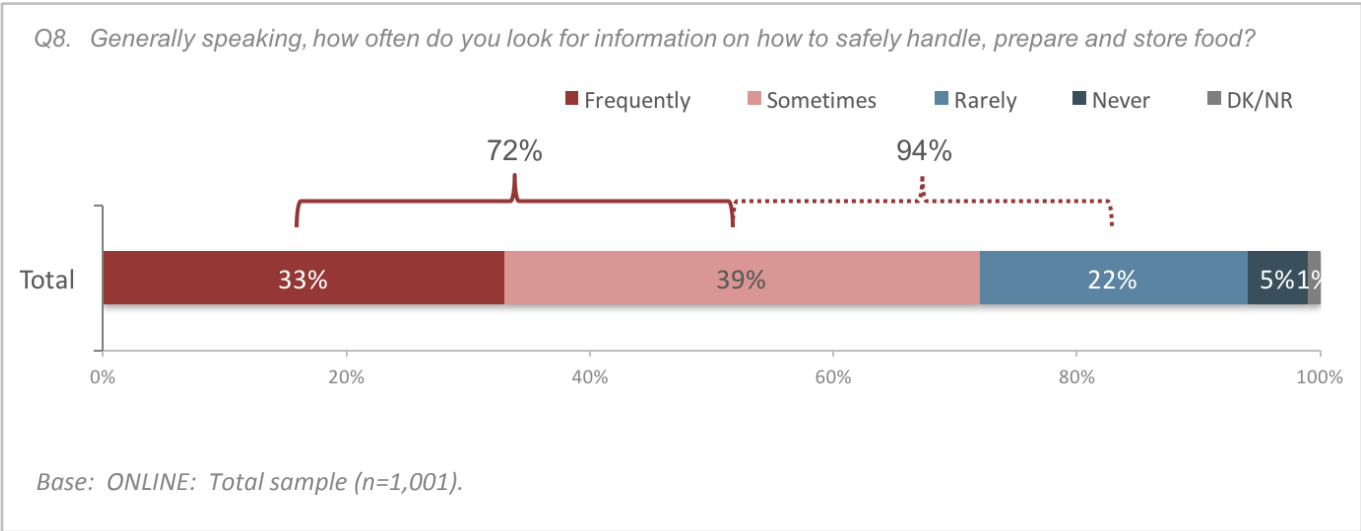
- Fish: women are less confident;
- Processed eggs and processed products: women, those under 35, those with household income less than \$40,000, rural residents, and those with less education are less confident; and
- Organic products: Alberta residents, rural residents, those aged 55 and over and those with no education beyond high school are less confident.

In summary, Canadians demonstrate a consistent sense of confidence in the system that protects food safety in Canada and in the food products available to them. The confidence in domestic products is high, whereas there is certainly much less confidence when it comes to imported food or food products.

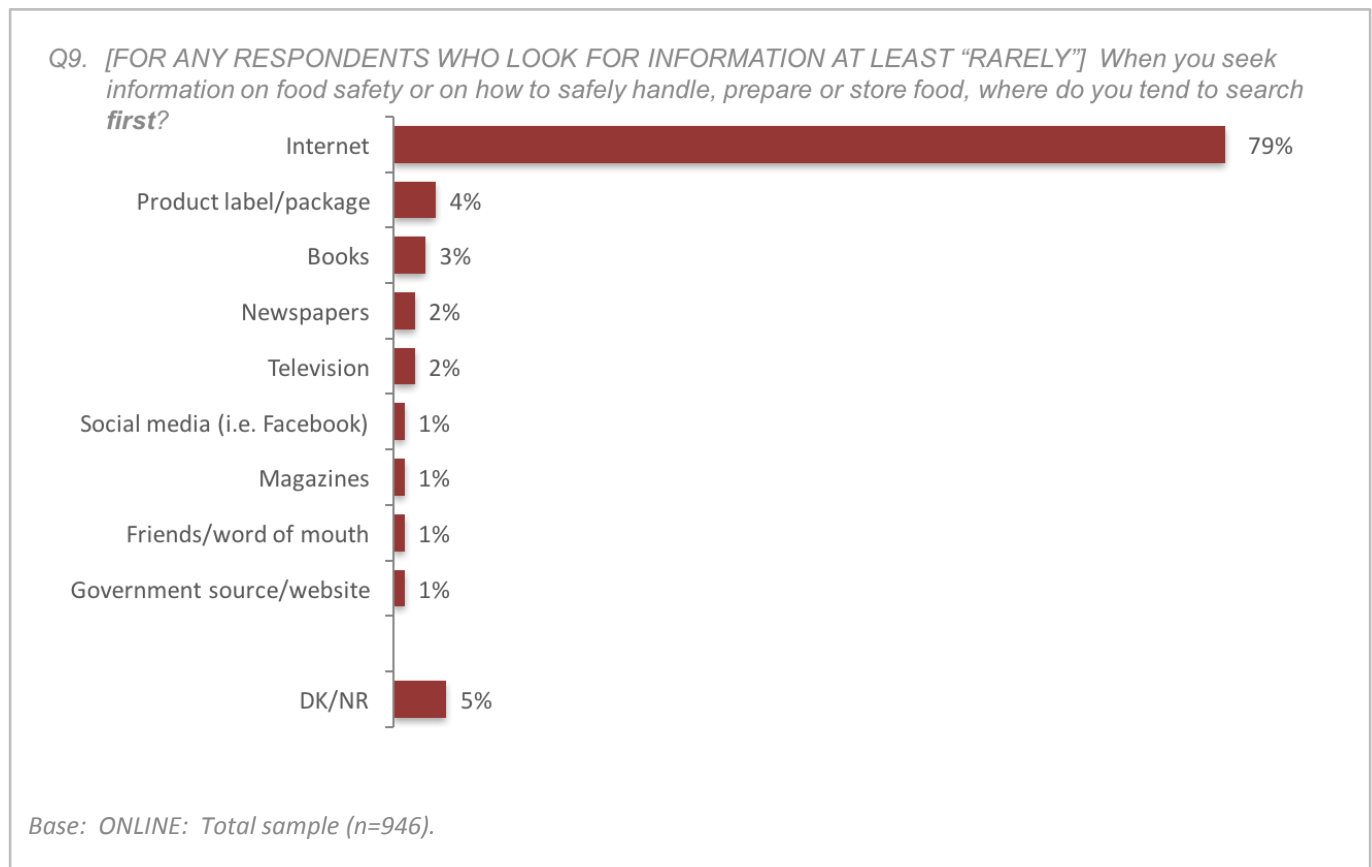
In terms of the various key players involved in food safety, the Government of Canada is, by a wide margin, considered the most responsible for providing safe food in Canada.

Food Safety Communications and CFIA Awareness

Nearly all respondents (94%) claim they look for information on how to handle, prepare and store food, even if they only do so rarely. Almost three-in-four (72%) say they do so either sometimes (39%) or frequently (33%).



When they are looking for information, the Internet is the predominant source.



The people who are more frequently looking for information on how to safely handle, prepare and store food are older respondents — particularly those over 55 years of age — English respondents, and those who do not have children under the age of 18.

Respondents were also asked to rate their level of confidence in each of 20 stakeholders, regulators, organizations or other sources of information relating to food when it comes to information about food safety or maintaining food safety in Canada. The full list of those tested is below:

- Healthcare professionals such as physicians, nutritionists or dietitians;
- Canadian farmers;
- Foreign farmers;
- The World Health Organization;
- Labels on food packages;
- The Government of Canada;
- Health Canada;
- Agriculture and Agri-Food Canada;
- The Canadian Food Inspection Agency;

- News media/reporters;
- The natural health products industry;
- Scientists working for food products companies;
- Environmental groups;
- Seed producers;
- Foreign governments;
- Provincial governments;
- Canadian food manufacturers or processors (i.e. companies that make or process food);
- Foreign food manufacturers or processors
- Grocery stores in Canada; and,
- Companies that import foods into Canada.

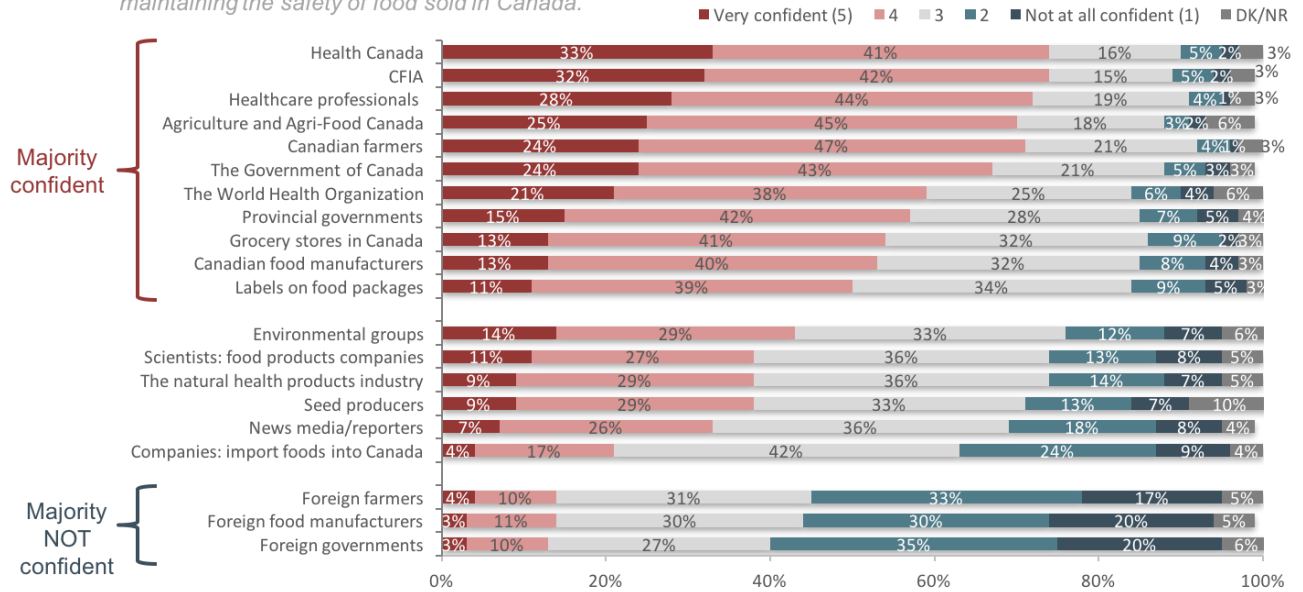
Among the full list of 20 tested, the CFIA and Health Canada received the highest degree of confidence with 74% top-two box ratings in both cases. Domestic governments or regulatory bodies tested also found majorities offering top-two box ratings of confidence, as did Canadian farmers, grocery stores in Canada, Canadian food manufacturers, and labels on food packages.

Five types of stakeholders form a tier where opinion is relatively divided in terms of confidence in them when it comes to information about food safety or maintaining food safety in Canada:

- Environmental groups;
- Scientists working for food products companies;
- The natural health products industry;
- Seed producers; and
- News media/reporters.

The four with the lowest ratings all involve foreign entities or foreign products. They are also the only ones that find larger proportions offering bottom-two box ratings of confidence than top-two box ratings, with at least half offering bottom-two box ratings in three of the four cases.

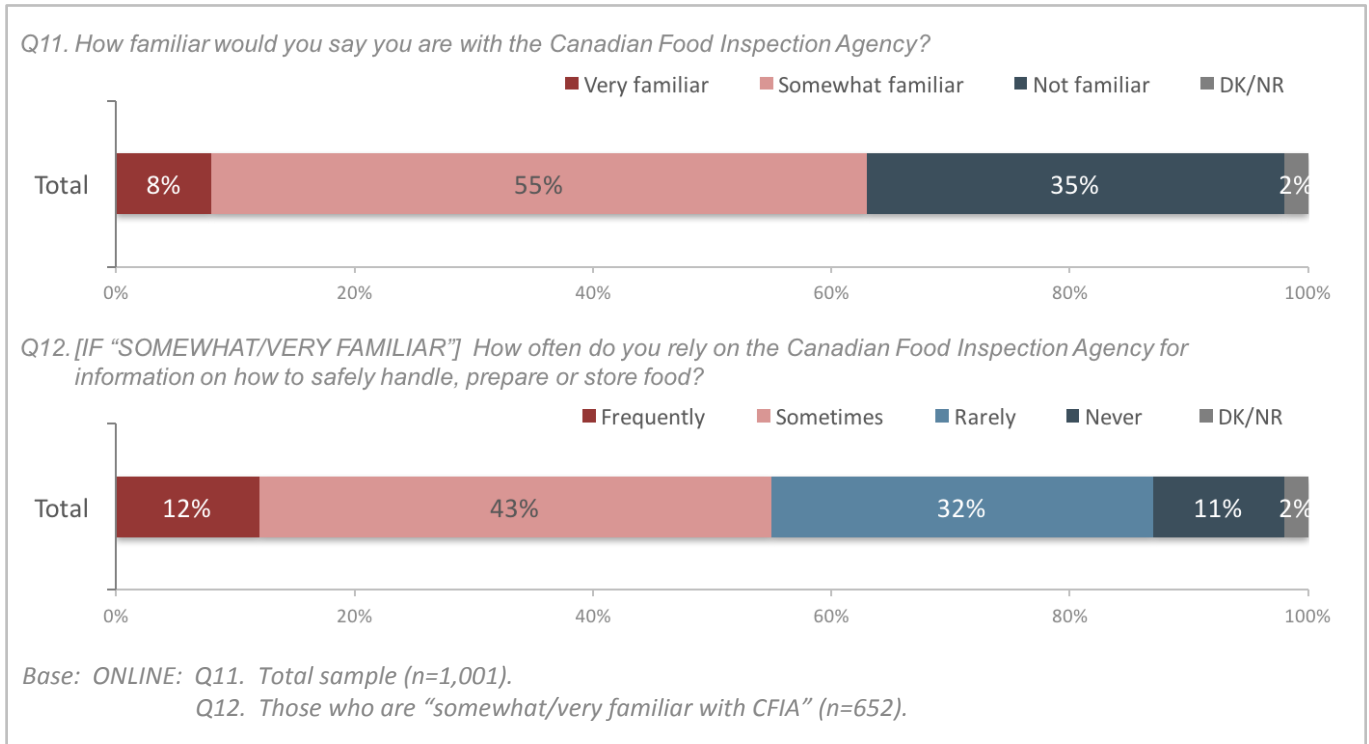
Q10. Using a 5-point scale in which a response of 1 means not at all confident and 5 means very confident, how confident would you say you are in each of the following when it comes to information about food safety or maintaining the safety of food sold in Canada.



Base: ONLINE: Total sample (n=1,001).

For each of the federal government bodies tested (the Government of Canada, Health Canada, Agriculture and Agri-Food Canada and the CFIA), while confidence levels are relatively high in all demographic subgroups the same demographic differences repeatedly emerge: men and those with no children under 18 are more confident; and confidence generally increases with age and education.

Few Canadians (8%) claim they are very familiar with the CFIA, but a majority (63%) claim to be at least somewhat familiar. Roughly one-in-three (35%) say they are not familiar with the CFIA.



Demographically, there is little variance in familiarity across the demographic subgroups. The most notable differences are that respondents over the age of 35, those in rural areas, those living in Atlantic Canada, and those with post-graduate level university education claim to be more familiar with the CFIA.

Among the 63% who were either very (8%) or somewhat (55%) familiar with CFIA, just over half (55%) claim they rely on the Agency for information on how to safely handle, prepare or store food sometimes (43%) or frequently (12%). Adding the proportion who claim to do so rarely, the results show that most (87%) who are at least somewhat familiar with the CFIA say they rely on it for information.

The study also included an investigation into what types of food safety topics may be of interest to Canadians. Eleven specific topics were tested, with respondents asked to indicate for each whether the topic is of little or no interest, of moderate interest or of greatest interest:

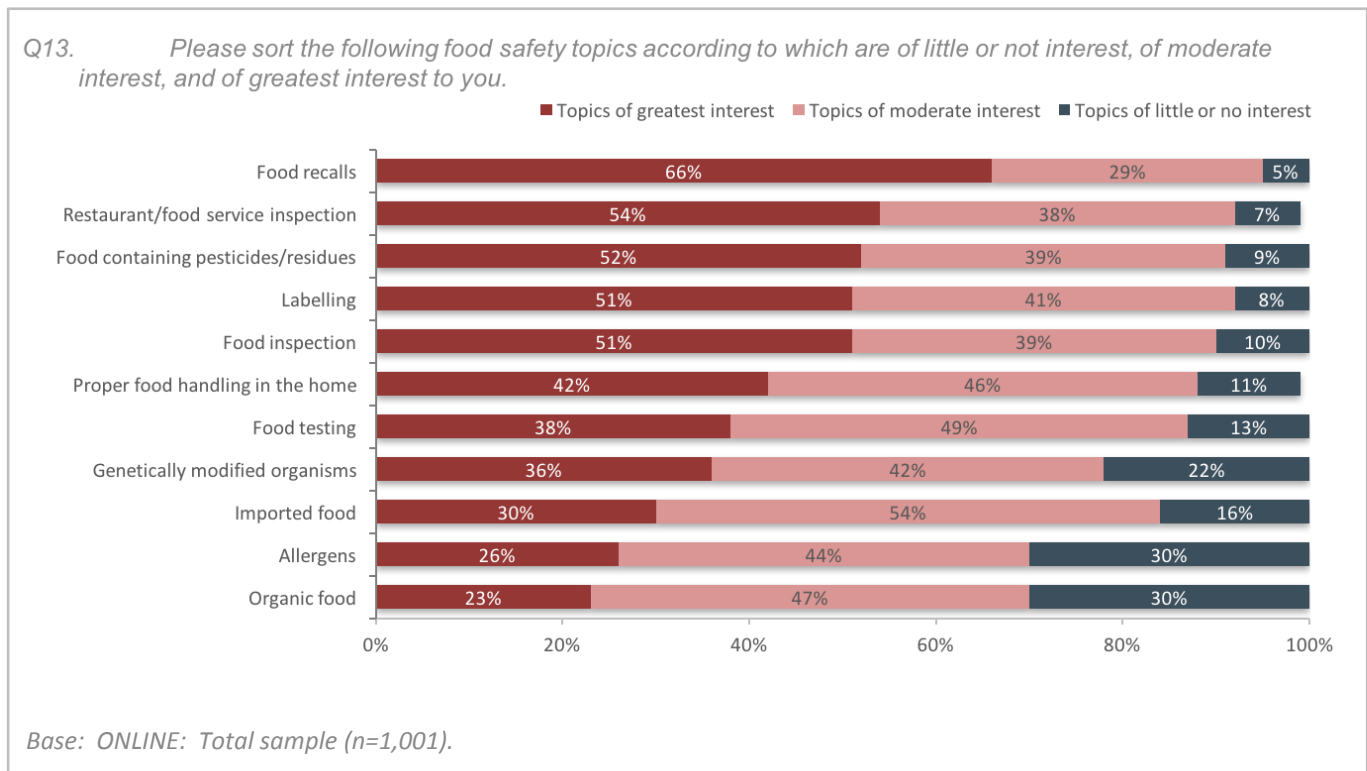
- Allergens
- Labelling
- Food recalls
- Proper food handling in the home
- Food testing
- Food inspection
- Organic food

- Imported food
- Food containing pesticides/residues
- Genetically Modified Organisms (GMOs)
- Restaurant/food service inspection

All topics were of at least moderate interest to a majority of respondents; but food recalls is clearly the topic of greatest interest. Two out of three respondents (66%) say food recalls is the topic of greatest interest to them and an additional 29% say it is of moderate interest, bringing to the total to 95%.

Forming a second tier of most interesting topics were restaurant/food service inspection, food containing pesticides/residues, labelling, and food inspection — each of which found just over half of respondents (between 51% and 54%) rating the topic as of greatest interest to them.

The remaining topics found smaller proportions of greatest interest, but for the most part, the tendency was to shift to describing the topic as of moderate interest. Allergens (30%) and organic food (30%) has the highest proportions saying they were topics of little or no interest.



Demographically, there are some differences in interest that are fairly consistent across almost all of the topics tested. Women, respondents in Quebec, French respondents, and older respondents are more likely to be more interested in any particular topic. However, B.C. residents and parents of children 18 years of age or younger were most interested in organic and genetically modified food.

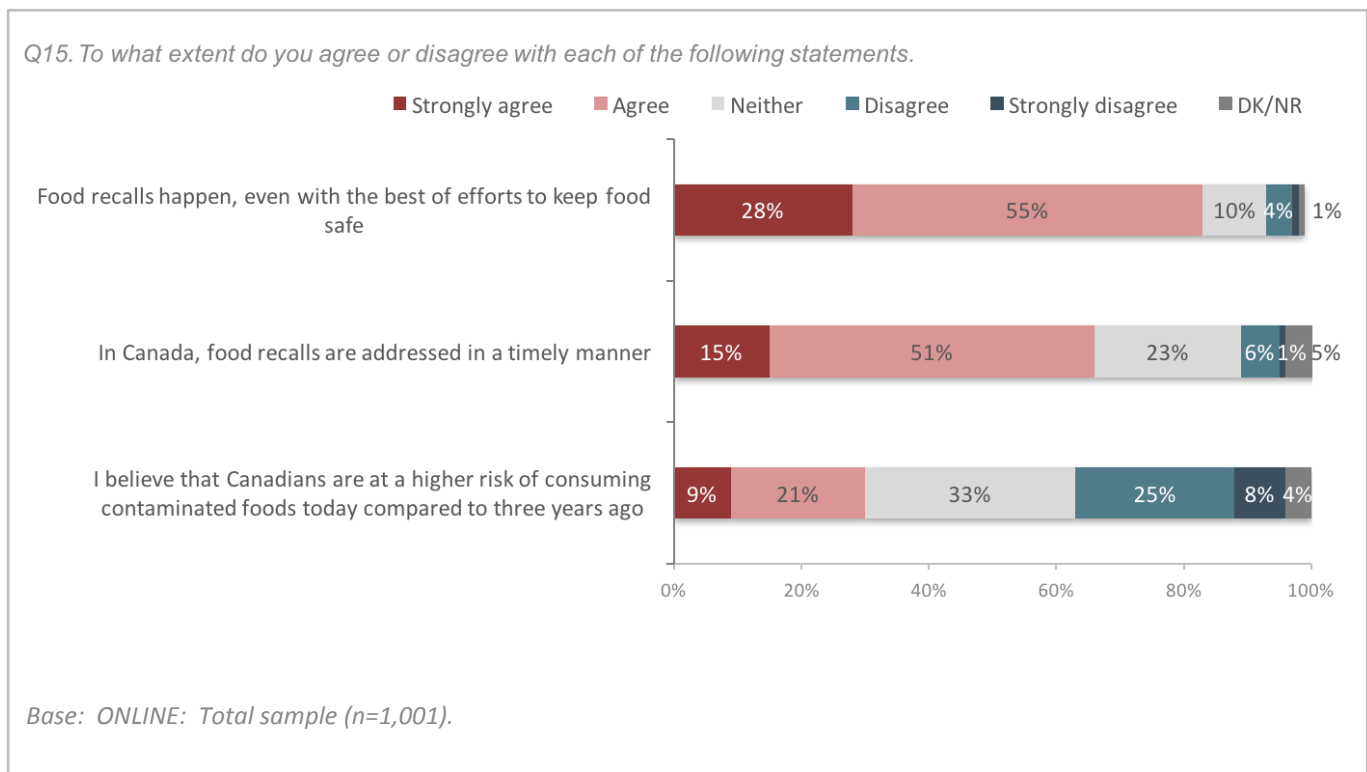
Food Recalls

Food recalls are of great interest to a majority of Canadians. Half (52%) say they have read, seen or heard something about food safety or the recall of a food product in Canada in the past six months.

Those who are more likely to say they have heard something are those living in Atlantic Canada, Alberta or B.C., English respondents, those with household incomes over \$40,000 and the likelihood of being aware of a food recall in the past six months increases with age and education.

Three statements were tested to delve deeper into opinions held about food recalls. The evidence shows that by and large, Canadians (83%) agree that food recalls happen even with the best of efforts to keep food safe. Two out of three (66%) also agree that when they do occur in Canada, food recalls are addressed in a timely manner and very few (7%) disagree on this point.

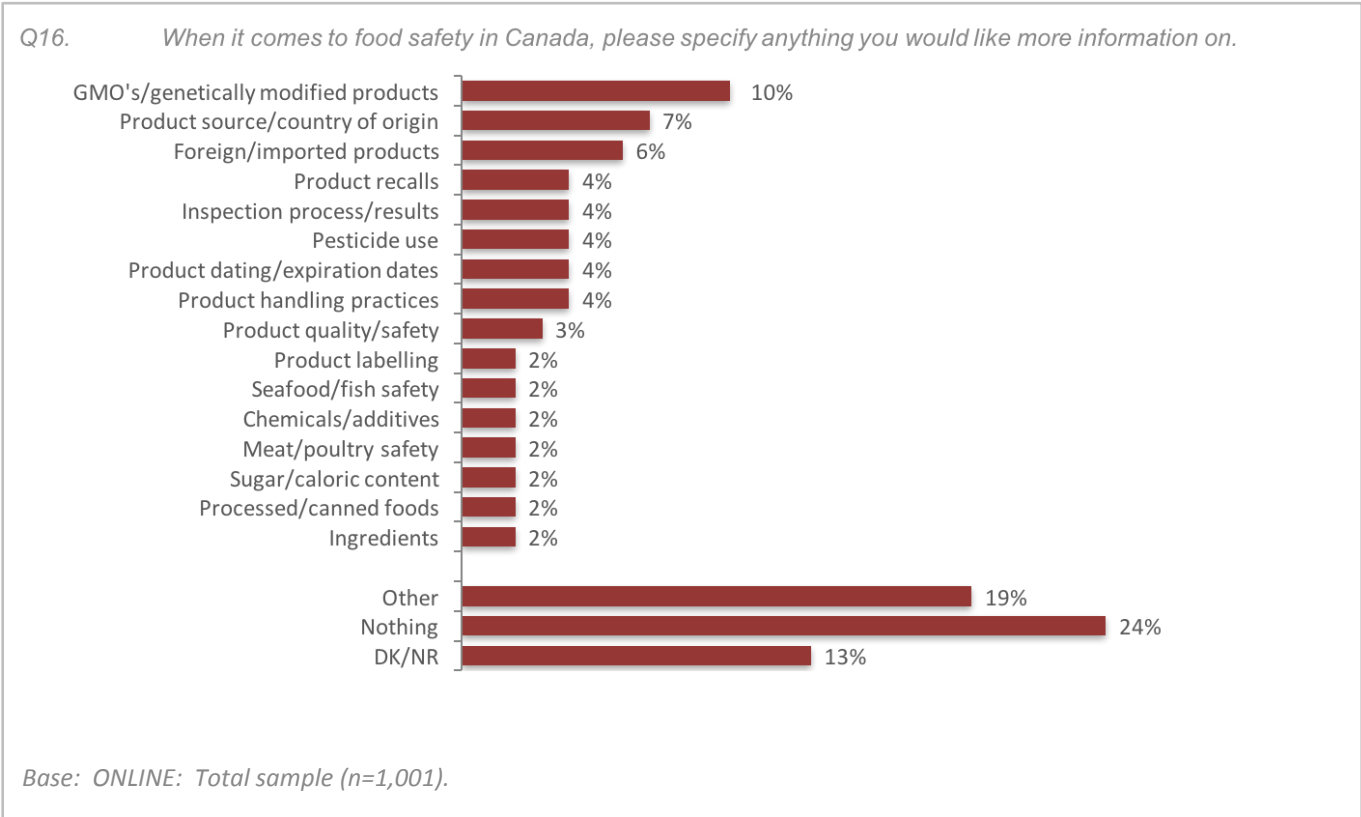
In terms of whether the risk of consuming contaminated food has been changing, opinion is fairly divided. Almost one third (30%) feel that Canadians are at a higher risk of consuming contaminated foods today compared to three years ago, one third (33%) disagree with this statement and the remaining 37% have a neutral position (33%) or decline to respond (4%). Together, this suggests there is no clear consensus on this point.



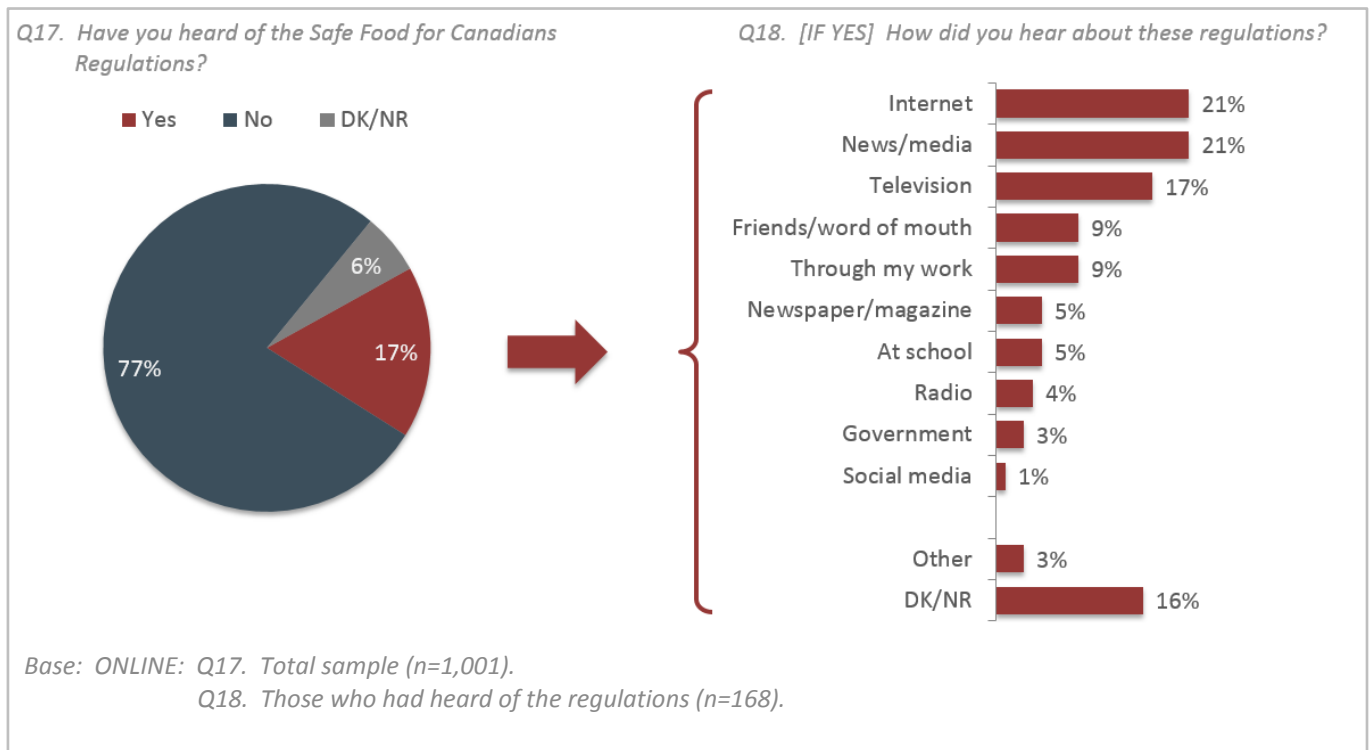
Demographically, majorities across all subgroups tend to agree that food recalls will happen and that when they do, they tend to be addressed in a timely manner. In terms of the statement about whether Canadians are at higher risk of consuming contaminated food now compared to three years ago, there are some more evident

differences. Younger respondents, French respondents, those with lower household incomes, less formal education, and parents are all more likely to agree with this statement, although no subgroup finds more than 40% indicating agreement. Similarly, although the opposite subgroups to those described above are all more likely to disagree with this statement, no subgroup finds more than 45% indicating disagreement on this point.

Given the opportunity to respond to an open-ended question, 63% of respondents offered topics related to food safety in Canada on which they would like more information. The topics most commonly mentioned echo some of the opinions expressed earlier in the study that uncovered a higher degree of concern over foreign/imported food products, as well as genetically modified food or food products. Thirteen other topics were mentioned by between 2% and 4% of respondents demonstrating a wide diversity of topics of interest. Twenty-four percent said they did not require more information on any given topic.



Respondents were also asked if they had heard of the *Safe Food for Canadians Regulations*, of which 17% claimed to have been aware. Top mentions of sources from this 17% include the Internet (21%), news/media (21%) and television (17%).



Those claiming to be familiar with the *Safe Food for Canadians Regulations* skew towards French, female, residing in Quebec or Alberta and household income of less than \$80,000.

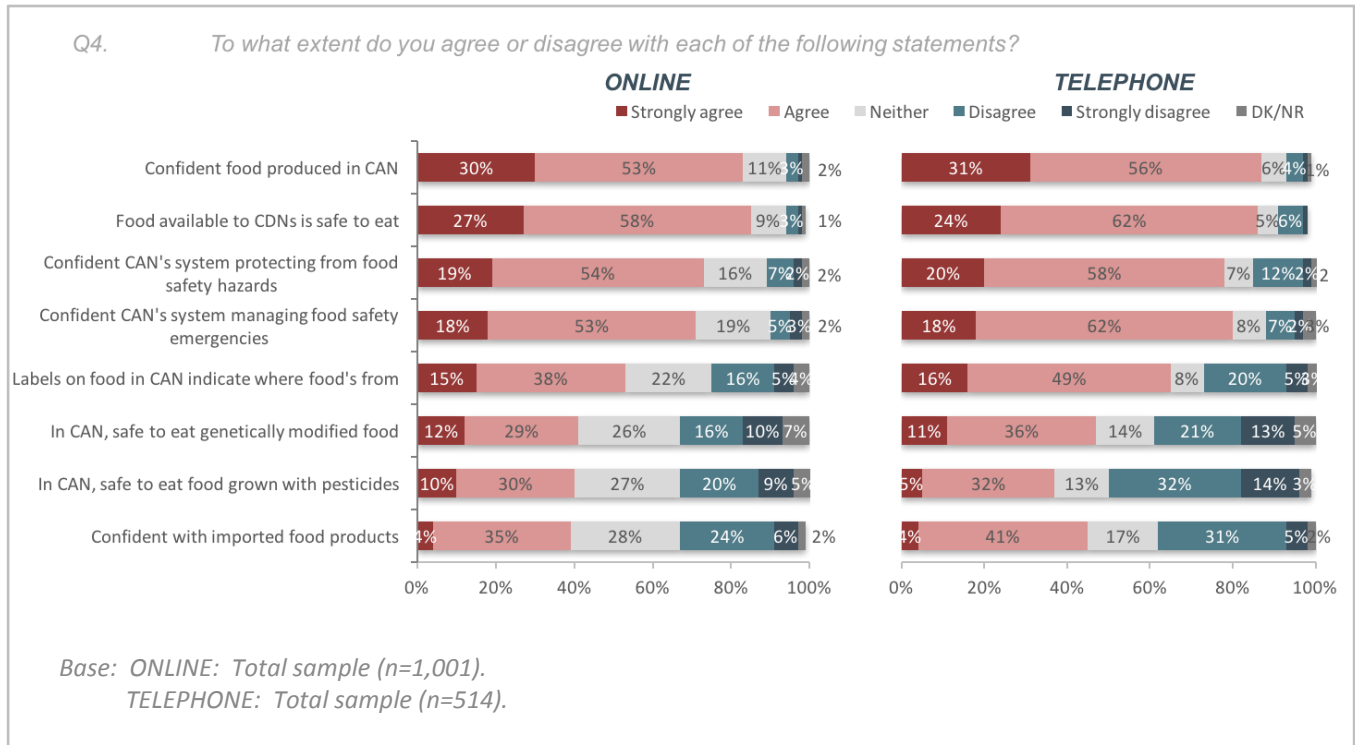
Modal Comparison

The study was specifically designed to enable an analysis of modal differences in results. In order to develop some evidence to help place the online findings in the proper context, this study also included a telephone sample that asked a selection of the questions asked of the online sample. The evidence is fairly clear that the online sample produced results that were, for the most part, remarkably consistent with those of the telephone sample. Hierarchical rankings of items tested in batteries are virtually identical in most cases. However, there are four differences worth noting:

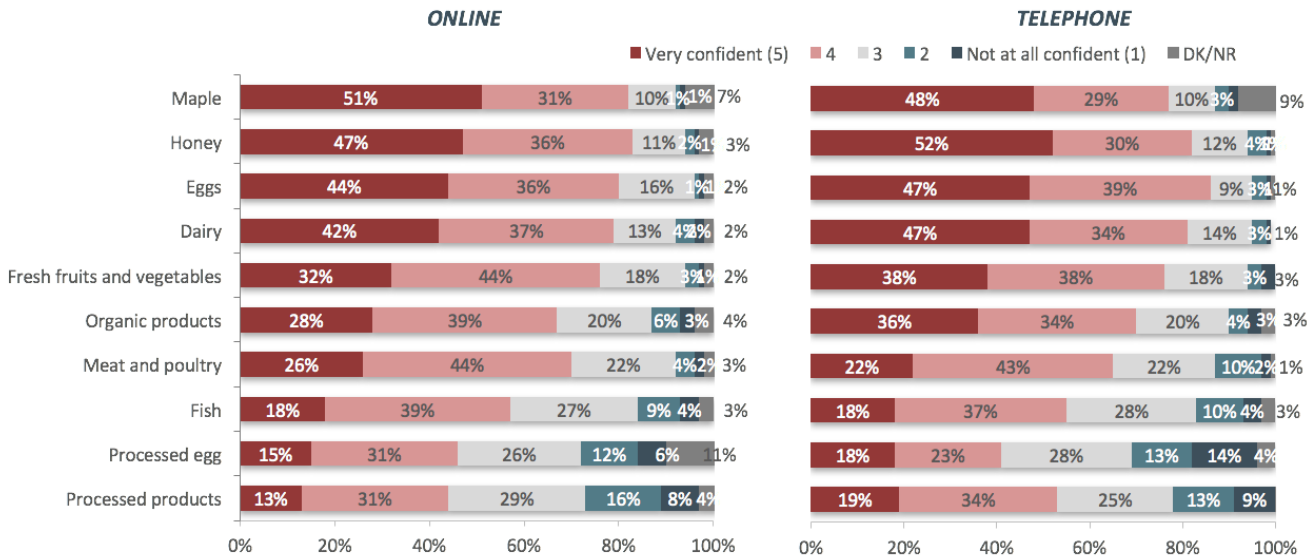
- Levels of agreement with attitudinal statements consistently found higher proportions of online respondents offering neutral responses compared to telephone respondents;
- Telephone respondents tended to be more inclined to claim awareness or recall when asked in any context;

- Similarly, among those claiming familiarity with the CFIA, telephone respondents also had higher proportions indicating more frequent reliance on the CFIA for information; and
- Telephone respondents were far more likely to disagree with the statement that Canadians are more at risk today compared to three years ago. Much of this difference appears to be the online sample providing higher proportions of neutral opinions on this question.

The charts below provide examples in support of these conclusions.

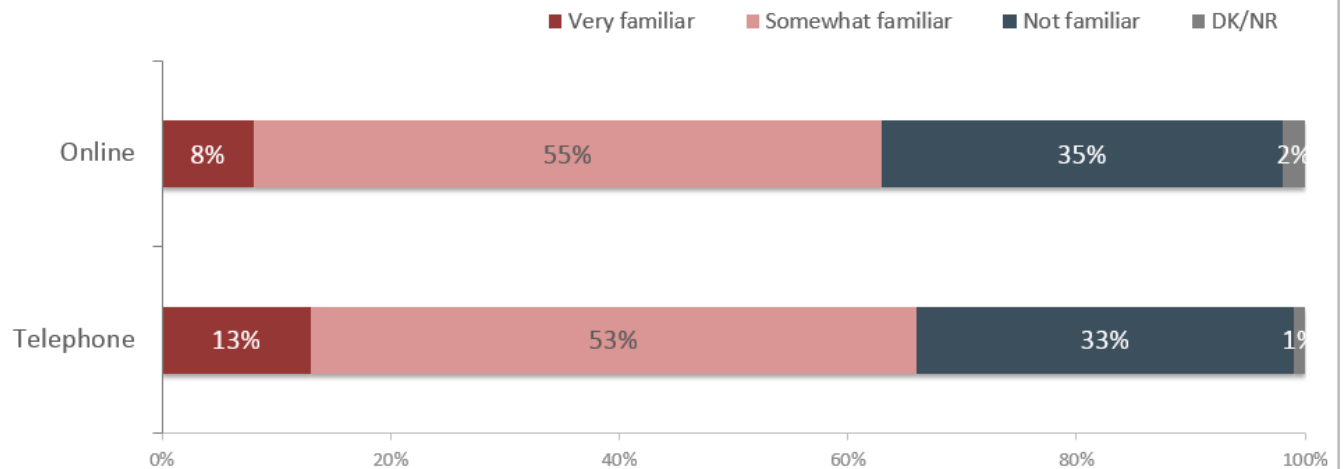


Q7. For each of the following types of food products, please indicate how confident you are that the products sold in Canada are safe to eat. You can do this by using a 5-point scale in which a response of 1 means you are not at all confident and 5 means you are very confident.



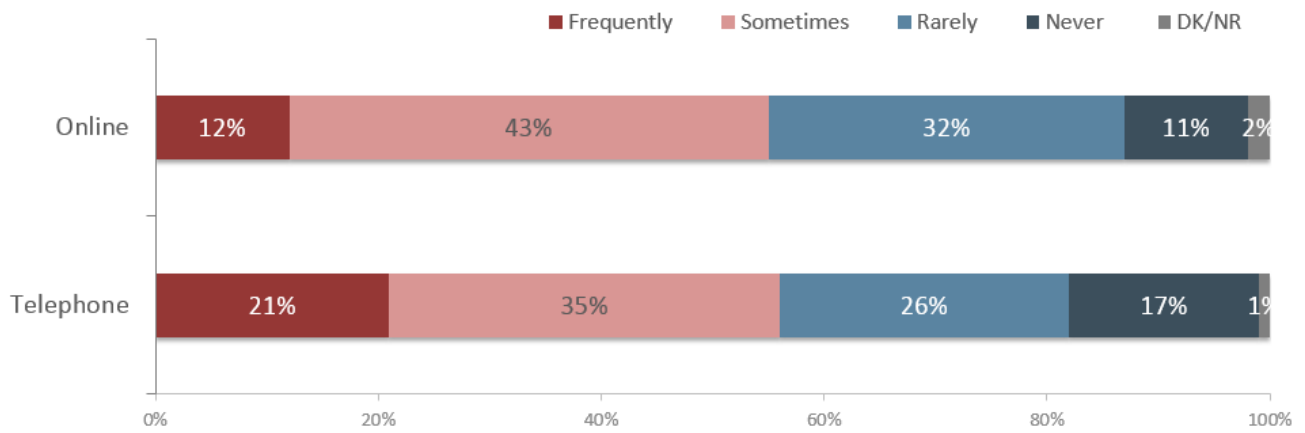
Base: ONLINE: Total sample (n=1,001).
TELEPHONE: Total sample (n=514).

Q11. How familiar would you say you are with the Canadian Food Inspection Agency?



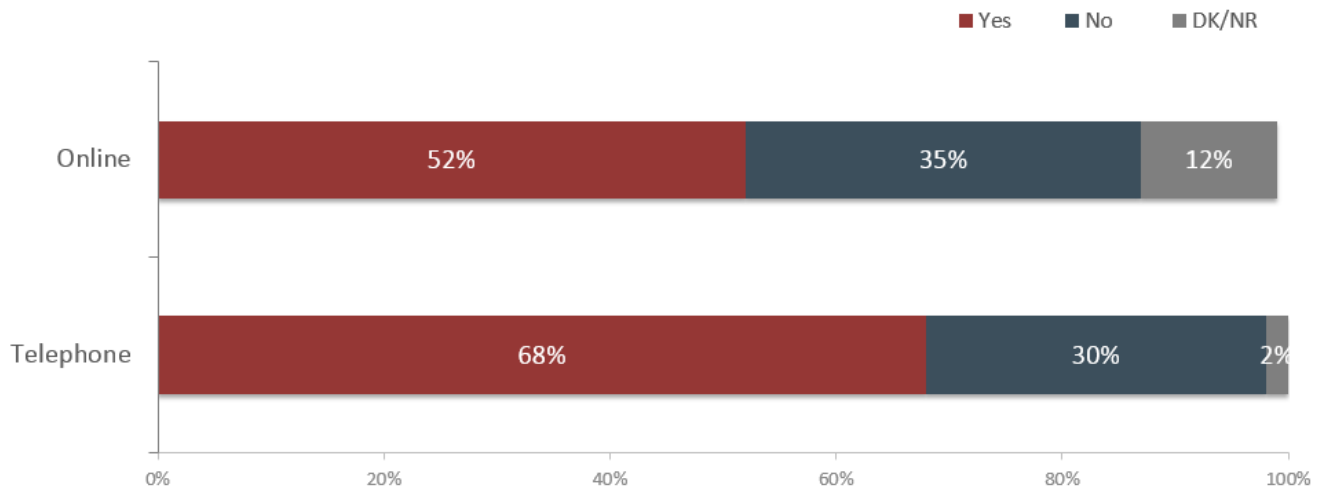
Base: ONLINE: Total sample (n=1,001).
TELEPHONE: Total sample (n=514).

Q12. [IF "SOMEWHAT/VERY FAMILIAR"] How often do you rely on the Canadian Food Inspection Agency for information on how to safely handle, prepare or store food?



Base: ONLINE: Those who are "somewhat/very familiar with CFIA" (n=652).
 TELEPHONE: Those who are "somewhat/very familiar with CFIA" (n=347).

Q14. In the past six months, have you read, seen or heard anything about food safety or the recall of food products in Canada?



Base: ONLINE: Total sample (n=1,001).
 TELEPHONE: Total sample (n=514).

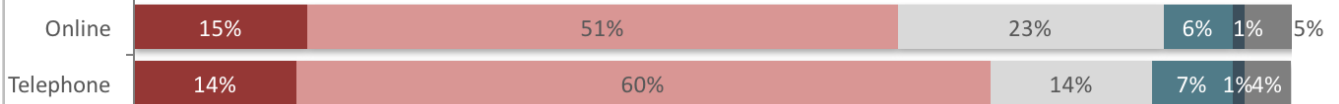
Q15. To what extent do you agree or disagree with each of the following statements.

Strongly agree Agree Neither Disagree Strongly disagree DK/NR

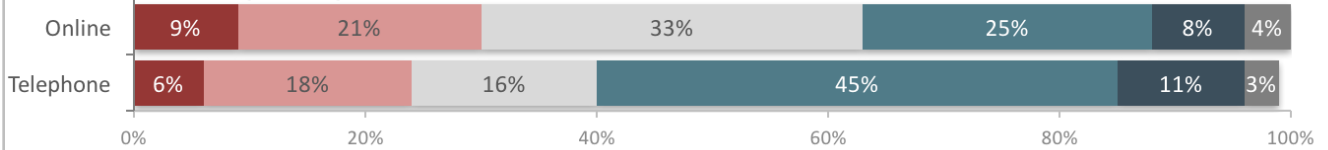
Food recalls happen, even with the best of efforts to keep food safe.



In Canada, food recalls are addressed in a timely fashion.



I believe Canadians are at a higher risk of consuming contaminated foods today compared to three years ago.



Base: ONLINE: Total sample (n=1,001).
 TELEPHONE: Total sample (n=514).

CONCLUSIONS

Throughout the study, Canadians demonstrate a fairly high degree of confidence in the safety of the food available to them in this country and that Canada's system is protecting Canadians from preventable food safety hazards.

That being said, there are clearly some aspects of which Canadians are less confident. While Canadians have confidence in domestically produced food and food products, they have noticeably less confidence in those imported from other countries. In addition, Canadians do not tend to agree that it is generally safe to eat genetically modified food or to eat food grown with pesticides.

Demographically, there are a few patterns that are repetitive and noteworthy:

- Consistently high levels of agreement on the key statements about being confident with food products produced within Canada and that food available in Canada is generally safe to eat is noted across all subgroups.
- Compared to other demographic subgroups, men, respondents living in Quebec and Ontario, those with household incomes above \$80,000 and those with higher levels of formal education all tend to offer higher proportions agreeing that: Canada's food system protects Canadians and manages food safety emergencies; in Canada it is generally safe to eat genetically modified food or food grown with pesticides; and being confident with food products imported from other countries.
- Conversely, women, those living in Alberta and B.C., younger respondents, those with household incomes under \$80,000 and those with less formal education are less likely than their counterparts to offer agreement with these statements.

Overall, the results indicate Canadians feel comfortable and confident when it comes to the safety of the food they purchase. Where there is some degree of doubt about food safety, it is consistently concentrated around foreign or imported foods or food products.

In terms of the various key players involved in the safety of food available in Canada, the Government of Canada is, by a wide margin, considered the most responsible for providing safe food in Canada.

In terms of confidence in various categories of food products sold in Canada, respondents demonstrate fairly high confidence in most. The results do show there is a clear hierarchy of confidence, although for the most part, the differences are in degree rather than in proportions indicating having little or no confidence. However, the two categories that included the term "processed" are the two with the lowest ratings on confidence.

Nearly all respondents claim they look for information on how to handle, prepare and store food, even if they only do so rarely, and it is predominantly the Internet to which they turn.

The CFIA and Health Canada are given the highest ratings when it comes to confidence on information about food safety or maintaining the safety of food sold in Canada from among 20 relevant stakeholders, organizations and information sources tested.

Few Canadians claim they are very familiar with the CFIA, but a majority claim to be at least somewhat familiar. Demographically, there is little variance in familiarity across the demographic subgroups. The most notable differences are that respondents over the age of 35, those in rural areas, those living in Atlantic Canada, and those with post-graduate level university education claim to be more familiar with the CFIA.

Of eleven specific topics tested, all were of at least moderate interest to a majority of respondents, but food recalls is clearly the topic of greatest interest. In fact, half say they have read, seen or heard something about food safety or the recall of a food product in Canada in the past six months.

Canadians agree that food recalls happen even with the best of efforts to keep food safe, but they also agree that when they do occur in Canada, food recalls are addressed in a timely manner. However, in terms of whether the risk of consuming contaminated food is worse than three years ago, opinion is fairly divided.

In terms of identifying what modal difference may exist between online results and telephone results, the evidence is fairly clear that the online sample produced results that were, for the most part, remarkably consistent with those of the telephone sample. However, there are four differences worth noting:

- Levels of agreement with attitudinal statements consistently found higher proportions of online respondents offering neutral responses compared to telephone respondents;
- Telephone respondents tended to be more inclined to claim awareness or recall when asked in any context;
- Similarly, among those claiming familiarity with the CFIA, telephone respondents also had higher proportions indicating more frequent reliance on the CFIA for information; and,
- Telephone respondents were far more likely to disagree with the statement that Canadians are more at risk today compared to three years ago. Much of this difference appears to be the online sample providing higher proportions of neutral opinions on this question.

RECOMMENDATIONS

Several recommendations are offered based on the results from this study:

- The CFIA might want to consider discovering what the nature of the import/foreign issue is. It may be that certain types of products or certain countries of origin are more concerning than others. It would be helpful for the CFIA to understand whether the nature of the concern is about issues that are within the control and mandate of the CFIA. By more clearly defining the issues surrounding foreign/imported foods, the CFIA will be better equipped to respond to Canadians' needs.
- The survey showed that processed foods, in general, and processed eggs, specifically, are both types of foods in which Canadians have less confidence about whether they are safe to eat. The CFIA may benefit from gathering insights into the reasons for this relatively low confidence.
- There are clearly many topics that Canadians claim are of interest. Qualitative research among those who are interested in a particular topic, or among those who demonstrate interest in multiple topics will help the CFIA develop communications content. Traditionally, this type of qualitative research would be conducted in-person, but there are online methods that now more easily enable conducting valuable qualitative research with such target audiences.
- Ideally informed by the findings of both this study and a subsequent qualitative research undertaking, the CFIA may want to consider targeted communications to help certain subsets of the population, namely B.C. residents and parents of children 18 years of age or younger, satisfy their uniquely high interest in organic and/or genetically modified foods.
- Online data collection methods will allow the CFIA to gather quality data in a more economical fashion than by using traditional telephone methods. The modal comparison undertaken with this study suggests that most variables find only modest differences between modes.
- Given the high degree of interest in information relating to food recalls, the CFIA could conduct more quantitative research concerning specific food recalls.

APPENDIX A: SURVEY METHODOLOGY REPORT

Survey Methodology

Earnscliffe Strategy Group's overall approach for this study was to conduct an online survey using an online panel sample and a dual-frame telephone survey with a stratified sampling approach that used random digit dialing of both landline numbers and cell phone numbers. A detailed discussion of the approach used to complete this research is presented below.

Questionnaire Design

The questionnaires for this study were designed by Earnscliffe, in collaboration with the CFIA, and provided for fielding to Nielsen Opinion Quest (Nielsen). In both the telephone and online studies, the survey was offered to respondents in both English and French and completed based on their preferences. All questions were mandatory.

Sample Design and Selection

The sampling plan for the study was designed by Earnscliffe and the sample was drawn by Nielsen based on Earnscliffe's instructions. The online surveys were completed using Nielsen's opt-in online research panel. Digital fingerprinting was used to help ensure that no respondent took the online survey more than once.

For the telephone survey, Nielsen used a dual 60/40 landline and cell phone sampling approach. The landline sample was generated using a random digit dial (RDD) sample. Nielsen used the Canada Survey Sample (CSS) for residential Canada sample. CSS is a selection engine designed to generate a random sample of telephone numbers to be dialed. The CSS maintains a comprehensive list of all populated exchanges across Canada, and is updated on a regular basis. For mobile phone sample, Nielsen purchased lists targeted for cell phone exchanges (the first three digits after the area code). This type of sample is the equivalent of RDD, as it is randomly pulled from dedicated cell phone exchanges.

For both studies, the sample was targeted to the region, age and gender quotas, and the final data were weighted to replicate actual population distribution by region, age and gender according to the most recent Census data available.

Data Collection

The online survey was conducted in English and French from January 26, 2017 to February 8, 2017. The survey was undertaken by Nielsen, hosted in the Conformat Horizons computer-assisted web interviewing (CAWI) platform used by Nielsen's data collection operation.

The telephone survey was conducted in English and French from January 26, 2017 to February 5, 2017. The survey was undertaken by Nielsen's telephone data collection operation headquartered in Montréal, Québec.

Targets/Weighting

Quotas were used on both samples to help ensure that, prior to any additional weighting, minimum numbers of completed surveys by gender, age group and region were achieved. This quota distribution was designed to allow for subsets of the data to be analyzed. Quotas were established on region, age and gender as follows:

SAMPLE QUOTA STRUCTURE

Spec	Online Targets	Telephone Targets	Total
Region			
Atlantic Canada	100	50	1,500
Quebec	250	125	
Ontario	325	163	
Prairies (MB/SK)	100	50	
Alberta	100	50	
British Columbia	125		
British Columbia (including Territories)		62	
Age			
18 – 34	190	95	1,500
35 – 54	390	195	
55+	420	210	
Gender			
Male	500	250	1,500
Female	500	250	
TOTAL	1,000	500	1,500

The final data were weighted based on 2011 Census information. Weighting was applied based on region, age and gender statistics to help ensure that the final dataset was in proportion to the Canadian population aged 18 and older.

Quality Controls

During the survey period, three data checks were completed by Nielsen. The first was completed just after the launch on the first day. The second was completed after the first full day in field. And the final data check was completed once all surveys had been completed. During each data check it was confirmed that all skip patterns were working, that no data outliers had been recorded, and that all respondents were completing the survey in an appropriate amount of time.

Results

FINAL DISPOSITIONS

A total of 2,938 individuals entered the online survey, of which 1,001 qualified as eligible and completed the survey.

ONLINE SURVEY DISPOSITION

Total Entered Survey	2,938
Completed	1,001
Not Qualified/Screen out	390
Over quota	8,418
Suspend/Drop-off	2,147

The telephone survey achieved a response rate of 6.48% for the landline portion and 2.69% for the cell phone portion.

TELEPHONE SURVEY DISPOSITION

	Landline	Cell Phone
Total Numbers Attempted	7,028	24,310
Invalid	65	87
NIS, fax/modem, business/non-res.	1,951	15,256
Unresolved (U)	2,771	5,920
Busy	51	192
No answer, answering machine	2,720	5,728
In-scope - Non-responding (IS)	1,891	2,458
Household refusal	392	387
Respondent refusal	723	733
Language problem	66	58
Illness, incapable	27	74
Selected respondent not available	677	1,195
Qualified respondent break-off	6	11
In-scope - Responding units (R)	323	232
Language disqualify		
No one 18+	22	19
Other disqualify		
Completed interviews	301	213
Response Rate = R/(U+IS+R)	6.48%	2.69%

NONRESPONSE

Respondents for the online survey were selected from among those who have volunteered to participate in online surveys by joining an online opt-in panel. The notion of nonresponse is more complex than for random probability studies that begin with a sample universe that can, at least theoretically, include the entire population being studied. In such cases, nonresponse can occur at a number of points before being invited to participate in this particular survey, let alone in deciding to answer any particular question within the survey.

That being said, in order to provide some indication of whether the final sample is unduly influenced by a detectable nonresponse bias, we provide the tables below comparing the unweighted and weighted distributions of each sample's demographic characteristics.

All weighting was determined based upon the most recent Census data available from Statistics Canada. The variables used for the weighting of each sample were age and gender within each region. As the tables below demonstrate, the largest variance between weighted and unweighted proportions for both samples is found with the 18-34 age group. This tends to be the group who are most difficult to reach for any survey and the weighting applied to that age group in either sample is within generally accepted ranges.

SAMPLE PROFILE: UNWEIGHTED VERSUS WEIGHTED DISTRIBUTIONS

Region	Online		Telephone	
	Unweighted Sample	Weighted Sample	Unweighted Sample	Weighted Sample
Atlantic	101	71	52	37
Quebec	256	239	126	123
Ontario	326	383	170	196
Manitoba/Saskatchewan	90	65	51	33
Alberta	102	106	50	55
British Columbia	126	137		
British Columbia (including Territories)			65	70

Age	Online		Telephone	
	Unweighted Sample	Weighted Sample	Unweighted Sample	Weighted Sample
18-34	132	279	104	143
35-54	398	370	197	190
55+	471	352	213	181

Gender	Online		Telephone	
	Unweighted Sample	Weighted Sample	Unweighted Sample	Weighted Sample
Male	498	485	257	249
Female	503	516	257	265

Education	Online		Telephone	
	Unweighted Sample	Weighted Sample	Unweighted Sample	Weighted Sample
Some high school/High school diploma	195	186	131	134
Apprenticeship/Trade cert/College/CEGEP	362	361	144	141
Some/Graduated university (Bachelor's level)	251	272	155	160
Post graduate degree above bachelor's level	188	178	80	76
Prefer not to answer	5	4	4	3

Employment Status	Online		Telephone	
	Unweighted Sample	Weighted Sample	Unweighted Sample	Weighted Sample
Working full-time, that is, 35 or more hours per week	430	490	NA	NA
Working part-time, that is, less than 35 hours per week	76	69	NA	NA
Self-employed	79	69	NA	NA
Unemployed, but looking for work	27	35	NA	NA
A student attending school full-time	24	52	NA	NA
Retired	320	239	NA	NA
Not in the workforce (full-time homemaker, unemployed, not looking for work)	39	40	NA	NA
Prefer not to answer	6	7	NA	NA

Marital Status	Online		Telephone	
	Unweighted Sample	Weighted Sample	Unweighted Sample	Weighted Sample
Single	191	237	127	145
Married/living with someone/common law	653	631	323	312
Separated/divorced	106	91	36	32
Widowed	40	32	27	23
Other	1	2		
Prefer not to answer	10	8	1	

Parenthood	Online		Telephone	
	Unweighted Sample	Weighted Sample	Unweighted Sample	Weighted Sample
Parent or guardian of a child under the age of 18	224	252	160	163
No children under the age of 18	771	744	354	351
Prefer not to answer	6	5		

	Online		Telephone	
	Unweighted Sample	Weighted Sample	Unweighted Sample	Weighted Sample
Household Income				
Under \$40,000	152	147	93	88
\$40,000 to just under \$80,000	282	261	150	152
\$80,000 and above	389	417	180	177
Prefer not to answer	178	177	91	97

	Online		Telephone	
	Unweighted Sample	Weighted Sample	Unweighted Sample	Weighted Sample
Language Spoken Most Often				
English	728	752	355	351
French	244	224	109	106
Other	25	21	50	57
Prefer not to answer	9	8		

	Online		Telephone	
	Unweighted Sample	Weighted Sample	Unweighted Sample	Weighted Sample
Community				
Urban	446	450	226	226
Suburban	364	379	144	152
Rural	183	163	131	122
Prefer not to answer	8	9	13	14

	Online		Telephone	
	Unweighted Sample	Weighted Sample	Unweighted Sample	Weighted Sample
Citizenship				
Canadian	977	969	483	480
Other	22	30	31	34
Prefer not to answer	2	2		

	Online		Telephone	
	Unweighted Sample	Weighted Sample	Unweighted Sample	Weighted Sample
Phone Type				
Landline	NA	NA	298	291
Cell phone	NA	NA	216	223

MARGIN OF ERROR

Respondents for the online survey were selected from among those who have volunteered to participate/registered to participate in online surveys. The data have been weighted to reflect the demographic composition of the Canadian population aged 18 and older. Because the sample is based on those who initially self-selected for participation in the panel, no estimates of sampling error can be calculated. The treatment here of the non-probability sample is aligned with the Standards for the Conduct of Government of Canada Public Opinion Research for online surveys.

For the telephone survey, the margin of error for the representative national sample is +/- 4.4% at the 95% confidence level.

SURVEY DURATION

The mean survey duration was 14 minutes for the online survey and 18 minutes for the telephone survey. Please note that since telephone surveys are typically longer than online surveys, not all questions were asked of telephone respondents.

APPENDIX B: SURVEY INSTRUMENT

Online Questionnaire

ONLINE Research Approach

We will conduct an online survey of 1,000 adult Canadians. The survey will be completed in English and French, in line with the first official language distribution across the country. To help ensure sufficient representation by region and age levels, we will set quotas as outlined in the table below. For each cell of the table below, the sample will be evenly split between male and female.

Spec	Target	Total
Region		
Atlantic Canada	100	1,000
Quebec	250	
Ontario	325	
Prairies (MB/SK)	100	
Alberta	100	
British Columbia	125	
Age		
18 – 34	190	1,000
35 – 54	390	
55+	420	

Email Invitation

Hello,
 Earncliffe Strategy Group, in collaboration with Nielsen Opinion Quest, has been hired to administer an online survey on behalf of the Government of Canada. The purpose of the study is to explore the public’s awareness of and perceptions towards food safety. Results from this research will help the Government of Canada be better informed to respond to Canadians’ needs.

This online survey will take about 15 minutes to complete. Your participation in the study is voluntary and completely confidential. All your answers will remain anonymous and will be combined with responses from all other respondents. Any information you provide will be administered in accordance with the *Privacy Act*.

This survey has been registered with the National Survey Registration System. The registration number is 20170117-273B and available for verification here:

<https://www.mriportal-arimportail.ca/mpower8/rrs/verification>.

The link below will take you to Nielsen’s secure internet site hosting the survey.
 [INSERT UNIQUE URL]

If you have any questions about the survey or if you encounter any difficulties, please email us at [insert email address @ Nielsen].

Thank you.

Landing Page

Welcome and thank you for your interest in this study.
Do you wish to continue?

Yes

No [TERMINATE]

Section 1: Screening

1. Please indicate your gender.

Male	1
Female	2
Prefer not to say [TERMINATE]	

2. In what year were you born?

[INSERT YEAR. IF YOUNGER THAN 18 YEARS OR PREFER NOT TO SAY, TERMINATE]

3. Which of the following provinces or territories do you live in?

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

Section 2: Food Safety Confidence in Canada

Food safety is the concept that food will not cause harm to the consumer when it is prepared and/or eaten according to its intended use.

4. To what extent do you agree or disagree with each of the following statements? [RANDOMIZE]

- I am confident that Canada's food safety system is protecting Canadians from preventable food safety hazards

- b. I am confident that Canada's food safety system is managing food safety emergencies
- c. In Canada, it is generally safe to eat genetically modified food (*Hover: Defined as food which contains genetic material that has been altered in a way that does not occur naturally*)
- d. In Canada, it is generally safe to eat food grown with pesticides
- e. Labels on food in Canada clearly indicate where the food comes from
- f. I am confident with food products produced within Canada
- g. I am confident with food products imported from other countries
- h. The food available to Canadians is generally safe to eat

Strongly disagree	1
Disagree	2
Neither disagree nor agree	3
Agree	4
Strongly agree	5
Don't know/Prefer not to say	9

5. Who has primary responsibility to provide safe food? [OPEN END]
6. Please rank the following in order of who you think has the most responsibility to provide safe food. Please drag or match the options on the left with the numbers on the right. [RANDOMIZE]
- a. Farmers
 - b. The Government of Canada
 - c. Scientists working for food products companies
 - d. Foreign governments
 - e. Provincial governments
 - f. Food manufacturers or processors (*Hover: i.e. companies that make or process food*)
 - g. Grocery stores
 - h. Companies that import foods into Canada
 - i. Consumers
7. For each of the following types of food products, please indicate how confident you are that the products sold in Canada are safe to eat. You can do this by using a 5-point scale in which a response of 1 means you are not at all confident and 5 means you are very confident. [RANDOMIZE]
- a. Meat and poultry
 - b. Fish
 - c. Eggs
 - d. Processed egg (*Hover: Includes frozen egg, frozen egg mix, liquid egg, liquid egg mix, dried egg, dried egg mix and egg product*)
 - e. Dairy
 - f. Processed products (*Hover: i.e. canned, cooked, frozen, etc.*)
 - g. Honey
 - h. Maple
 - i. Fresh fruits and vegetables
 - j. Organic products

Not at all confident	1
Very confident	5
Don't know/Prefer not to say	9

Section 3: Communications with the Public

8. Generally speaking, how often do you look for information on how to safely handle, prepare or store food?

Never	0
Rarely	1
Sometimes	2
Frequently	3
Don't know/Prefer not to say	9

9. [FOR ANY RESPONDENTS WHO LOOK FOR INFORMATION AT LEAST RARELY] When you seek information on food safety or on how to safely handle, prepare or store food, where do you tend to search **first**? [FORCED CHOICE. RANDOMIZE.]

Internet	1
Blogs	2
Social media (such as Facebook)	3
Newspapers	4
Books	5
Magazines	6
Radio	7
Television	8
Other, please specify	98
Don't know/Prefer not to say	99

10. Using a 5-point scale in which a response of 1 means not at all confident and 5 means very confident, how confident would you say you are in each of the following when it comes to information about food safety or maintaining the safety of food sold in Canada? [RANDOMIZE]

- a. Healthcare professionals such as physicians, nutritionists or dietitians
- b. Canadian farmers
- c. Foreign farmers
- d. The World Health Organization
- e. Labels on food packages
- f. The Government of Canada
- g. Health Canada
- h. Agriculture and Agri-Food Canada
- i. The Canadian Food Inspection Agency
- j. News media/reporters
- k. The natural health products industry
- l. Scientists working for food products companies

- m. Environmental groups
- n. Seed producers
- o. Foreign governments
- p. Provincial governments
- q. Canadian food manufacturers or processors (*Hover: i.e. companies that make or process food*)
- r. Foreign food manufacturers or processors (*Hover: i.e. companies that make or process food*)
- s. Grocery stores in Canada
- t. Companies that import foods into Canada

Not at all confident	1
Very confident	5
Don't know/Prefer not to say	9

11. How familiar would you say you are with the Canadian Food Inspection Agency?

Not familiar	1
Somewhat familiar	2
Very familiar	3
Don't know/Prefer not to say	9

12. [IF SOMEWHAT OR VERY FAMILIAR TO Q11] How often do you rely on the Canadian Food Inspection Agency for information on how to safely handle, prepare or store food?

Never	0
Rarely	1
Sometimes	2
Frequently	3
Don't know/Prefer not to say	9

13. Please sort the following food safety topics according to which are of little or no interest, of moderate interest, and of greatest interest to you. [RANDOMIZE]

- a. Allergens
- b. Labelling
- c. Food recalls
- d. Proper food handling in the home
- e. Food testing
- f. Food inspection
- g. Organic food
- h. Imported food
- i. Food containing pesticides/residues
- j. Genetically Modified Organisms (GMOs)
- k. Restaurant/food service inspection

Topics of little or no interest	1
Topics of moderate interest	2
Topics of greatest interest	3

Section 4: Food Recalls

14. In the past six months, have you read, seen or heard anything about food safety or the recall of food products in Canada?

Yes	1
No	2
Don't know/Prefer not to say	9

15. To what extent do you agree or disagree with each of the following statements?

- a. Food recalls happen, even with the best of efforts to keep food safe
- b. In Canada, food recalls are addressed in a timely manner
- c. I believe that Canadians are at a higher risk of consuming contaminated foods today compared to three years ago

Strongly disagree	1
Disagree	2
Neither disagree nor agree	3
Agree	4
Strongly agree	5
Don't know/Prefer not to say	9

16. When it comes to food safety in Canada, please specify anything you would like more information on. [OPEN END]

17. Have you heard of the *Safe Food for Canadians Regulations*?

Yes	1
No	2
Don't know/Prefer not to say	9

18. [IF YES TO Q17] How did you hear about these regulations? [OPEN END]

Section 5: Demographics

The last few questions are strictly for statistical purposes. All of your answers are completely confidential.

19. Which of the following best describes your current employment status?

- | | |
|--|---|
| Working full-time, that is, 35 or more hours per week | 1 |
| Working part-time, that is, less than 35 hours per week | 2 |
| Self-employed | 3 |
| Unemployed, but looking for work | 4 |
| A student attending school full-time | 5 |
| Retired | 6 |
| Not in the workforce (full-time homemaker, unemployed, not looking for work) | 7 |
| Prefer not to answer | 9 |

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

- | | |
|--|---|
| Grade 8 or less | 1 |
| Some high school | 2 |
| High school diploma or equivalent | 3 |
| Registered apprenticeship or other trades certificate or diploma | 4 |
| College, CEGEP or other non-university certificate or diploma | 5 |
| University certificate or diploma below bachelor's level | 6 |
| Bachelor's degree | 7 |
| Post graduate degree above bachelor's level | 8 |
| Prefer not to answer | 9 |

21. Are you a Canadian citizen?

- | | |
|----------------------|---|
| Yes | 1 |
| No | 2 |
| Prefer not to answer | 9 |

22. What is the language you speak most often at home?

- | | |
|-----------------------|---|
| English | 1 |
| French | 2 |
| Other, please specify | 3 |
| Prefer not to answer | 9 |

23. How would you describe the area in which you live?	
Urban	1
Suburban	2
Rural	3
Prefer not to answer	9
24. What is your marital status?	
Single	1
Married/living with someone/common law	2
Separated/divorced	3
Widowed	4
Other, please specify	5
Prefer not to answer	9
25. How many individuals, including yourself, currently live in your household?	
[NUMERICAL OPEN-END]	
Prefer not to answer	99
26. Are you a parent or guardian of a child under the age of 18?	
Yes	1
No	2
Prefer not to answer	9
27. Which of the following categories best describes your total household income for 2016? That is, the total income of all persons in your household combined, 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	9

28. What are the first three digits of your postal code?

[INSERT FIRST THREE DIGITS OF POSTAL CODE. FORMAT A1A]

Prefer not to answer 9

29. Do you personally have an account with or use any of the following? Please check all that apply.

Facebook	1
Twitter	2
YouTube	3
Flickr	4
Pinterest	5
Instagram	6
LinkedIn	7
Vine	8
Snapchat	9
None of the above	10
Prefer not to answer	99

This concludes the survey. Your answers have been submitted. Thank you for your participation!

If you would like to participate in the consultation for *Safe Food for Canadians Regulations*, please click [here](#).

<http://www.inspection.gc.ca/about-the-cfia/acts-and-regulations/regulatory-initiatives/sfca/consultation/eng/1426531180176/1426531265317>.

Telephone Questionnaire

TELEPHONE Research Approach

We will conduct a telephone survey of 500 adult Canadians. The survey will be completed in English and French, in line with the first official language distribution across the country. Please note that since telephone surveys are typically longer than online surveys, not all questions were asked of telephone respondents. To help ensure sufficient representation by region and age levels, we will set quotas as outlined in the table below. For each cell of the table below, the sample will be evenly split between male and female.

Spec	Target	Total
Region		
Atlantic Canada	50	500
Quebec	125	
Ontario	163	
Prairies (Manitoba/Saskatchewan)	50	
Alberta	50	
British Columbia (including Territories)	62	
Age		
18 – 34	95	500
35 – 54	195	
55+	210	

Survey Introduction

Hello/Bonjour. My name is _____ and I am calling from Earnscliffe Strategy Group on behalf of the Government of Canada. We are conducting a survey with Canadians to explore the public's awareness of and perceptions towards food safety. Results from this research will help the Government of Canada be better informed to respond to Canadians' needs.

Would you prefer that I continue in English or French? Préférez-vous continuer en français ou anglais?

Your participation in this survey is voluntary. Please be assured that your responses are confidential and will not be reported individually nor attributed to you personally. The survey will take about 15 minutes to complete. May I continue?

[IF NEEDED: This survey is registered with the Marketing Research and Intelligence Association, the project number is 20170117-273B.]

Yes

No

And, just to confirm, have I reached you on a landline phone or a cell phone?

Landline

Cell phone

Don't know/Refused

For your safety, are you currently driving?

Yes – SCHEDULE CALLBACK

No

Don't know/Refused

Section 1: Screening

1. (DO NOT ASK – RECORD GENDER)

Male	1
Female	2

2. In what year were you born?

[INSERT YEAR. IF YOUNGER THAN 18 YEARS OR PREFER NOT TO SAY, TERMINATE]

3. Which province or territory do you live in?

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

Section 2: Food Safety Confidence in Canada

Food safety is the concept that food will not cause harm to the consumer when it is prepared and/or eaten according to its intended use.

4. To what extent do you agree or disagree with each of the following statements? [RANDOMIZE]
- a. I am confident that Canada's food safety system is protecting Canadians from preventable food safety hazards
 - b. I am confident that Canada's food safety system is managing food safety emergencies
 - c. In Canada, it is generally safe to eat genetically modified food (*Read if asked: Defined as food which contains genetic material that has been altered in a way that does not occur naturally*)
 - d. In Canada, it is generally safe to eat food grown with pesticides
 - e. Labels on food in Canada clearly indicate where the food comes from
 - f. I am confident with food products produced within Canada
 - g. I am confident with food products imported from other countries
 - h. The food available to Canadians is generally safe to eat

Strongly disagree	1
Disagree	2
Neither disagree nor agree	3
Agree	4
Strongly agree	5
Don't know/Prefer not to say (DO NOT READ)	9

5. To the best of your knowledge, who has primary responsibility to provide safe food? [OPEN END]
7. For each of the following types of food products, please indicate how confident you are that the products sold in Canada are safe to eat. You can do this by using a 5-point scale in which a response of 1 means you are not at all confident and 5 means you are very confident. [RANDOMIZE. EACH RESPONDENT TO GET RANDOM SELECTION OF 5 OPTIONS]
- a. Meat and poultry
 - b. Fish
 - c. Eggs
 - d. Processed egg (*Read if asked: Includes frozen egg, frozen egg mix, liquid egg, liquid egg mix, dried egg, dried egg mix and egg product*)
 - e. Dairy
 - f. Processed products (*Read if asked: i.e. canned, cooked, frozen, etc.*)
 - g. Honey
 - h. Maple
 - i. Fresh fruits and vegetables
 - j. Organic products

Not at all confident	1
Very confident	5
Don't know/Prefer not to say (DO NOT READ)	9

Section 3: Communications with the Public

8. Generally speaking, how often do you look for information on how to safely handle, prepare or store food?

Never	0
Rarely	1
Sometimes	2
Frequently	3
Don't know/Prefer not to say (DO NOT READ)	9

10. Using a 5-point scale in which a response of 1 means not at all confident and 5 means very confident, how confident would you say you are in each of the following when it comes to information about food safety or maintaining the safety of food sold in Canada? [RANDOMIZE. EACH RESPONDENT TO GET RANDOM SELECTION OF 10 OPTIONS]

- a. Healthcare professionals such as physicians, nutritionists or dietitians
- b. Canadian farmers
- c. Foreign farmers
- d. The World Health Organization
- e. Labels on food packages
- f. The Government of Canada
- g. Health Canada
- h. Agriculture and Agri-Food Canada
- i. The Canadian Food Inspection Agency
- j. News media/reporters
- k. The natural health products industry
- l. Scientists working for food products companies
- m. Environmental groups
- n. Seed producers
- o. Foreign governments
- p. Provincial governments
- q. Canadian food manufacturers or processors (*Read if asked: i.e. companies that make or process food*)
- r. Foreign food manufacturers or processors (*Read if asked: i.e. companies that make or process food*)
- s. Grocery stores in Canada
- t. Companies that import foods into Canada

Not at all confident	1
Very confident	5
Don't know/Prefer not to say (DO NOT READ)	9

11. How familiar would you say you are with the Canadian Food Inspection Agency?
- | | |
|--|---|
| Not familiar | 1 |
| Somewhat familiar | 2 |
| Very familiar | 3 |
| Don't know/Prefer not to say (DO NOT READ) | 9 |
12. [IF SOMEWHAT OR VERY FAMILIAR TO Q11] How often do you rely on the Canadian Food Inspection Agency for information on how to safely handle, prepare or store food?
- | | |
|--|---|
| Never | 0 |
| Rarely | 1 |
| Sometimes | 2 |
| Frequently | 3 |
| Don't know/Prefer not to say (DO NOT READ) | 9 |

Section 4: Food Recalls

14. In the past six months, have you read, seen or heard anything about food safety or the recall of food products in Canada?
- | | |
|--|---|
| Yes | 1 |
| No | 2 |
| Don't know/Prefer not to say (DO NOT READ) | 9 |
15. To what extent do you agree or disagree with each of the following statements?
- Food recalls happen, even with the best of efforts to keep food safe
 - In Canada, food recalls are addressed in a timely manner
 - I believe that Canadians are at a higher risk of consuming contaminated foods today compared to three years ago
- | | |
|--|---|
| Strongly disagree | 1 |
| Disagree | 2 |
| Neither disagree nor agree | 3 |
| Agree | 4 |
| Strongly agree | 5 |
| Don't know/Prefer not to say (DO NOT READ) | 9 |
17. Have you heard of the *Safe Food for Canadians Regulations*?
- | | |
|--|---|
| Yes | 1 |
| No | 2 |
| Don't know/Prefer not to say (DO NOT READ) | 9 |

Section 5: Demographics

The last few questions are strictly for statistical purposes. All of your answers are completely confidential.

19. Which of the following best describes your current employment status?

Working full-time, that is, 35 or more hours per week	1
Working part-time, that is, less than 35 hours per week	2
Self-employed	3
Unemployed, but looking for work	4
A student attending school full-time	5
Retired	6
Not in the workforce (full-time homemaker, unemployed, not looking for work)	7
Prefer not to answer (DO NOT READ)	9

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

Grade 8 or less	1
Some high school	2
High school diploma or equivalent	3
Registered apprenticeship or other trades certificate or diploma	4
College, CEGEP or other non-university certificate or diploma	5
University certificate or diploma below bachelor's level	6
Bachelor's degree	7
Post graduate degree above bachelor's level	8
Prefer not to answer (DO NOT READ)	9

21. Are you a Canadian citizen?

Yes	1
No	2
Prefer not to answer (DO NOT READ)	9

22. What is the language you speak most often at home?

English	1
French	2
Other, please specify	3
Prefer not to answer (DO NOT READ)	9

23. How would you describe the area in which you live?	
Urban	1
Suburban	2
Rural	3
Prefer not to answer (DO NOT READ)	9
24. What is your marital status?	
Single	1
Married/living with someone/common law	2
Separated/divorced	3
Widowed	4
Other, please specify	5
Prefer not to answer (DO NOT READ)	9
25. How many individuals, including yourself, currently live in your household?	
[NUMERICAL OPEN-END]	
Prefer not to answer (DO NOT READ)	99
26. Are you a parent or guardian of a child under the age of 18?	
Yes	1
No	2
Prefer not to answer (DO NOT READ)	9
27. Which of the following categories best describes your total household income for 2016? That is, the total income of all persons in your household combined, 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 (DO NOT READ)	9
28. What are the first three digits of your postal code?	
[INSERT FIRST THREE DIGITS OF POSTAL CODE. FORMAT A1A]	
Prefer not to answer (DO NOT READ)	9

29. Do you personally have an account with or use any of the following? [SELECT ALL THAT APPLY.]

Facebook	1
Twitter	2
YouTube	3
Flickr	4
Pinterest	5
Instagram	6
LinkedIn	7
Vine	8
Snapchat	9
None of the above	10
Prefer not to answer (DO NOT READ)	99

This concludes the survey. Thank you for your participation!