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# Canadians' Understanding and Acceptance of Composition and Production Claims

## FINAL REPORT

*Ce rapport est également disponible en français*

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# EXECUTIVE SUMMARY

## ***Background and Methodology***

The Government of Canada has guidelines to assist industry, consumers and government in applying, understanding and evaluating composition-based claims that highlight ingredients and flavours on food labels. Guidelines also exist respecting the use of the term “natural” on food labels. These guidelines are being revised to provide more clarity in order to promote truthful and not misleading labelling and advertisements. However, in some cases, ingredient names are applied to describe other characteristics of a food, such as texture, form or colour or even a style of recipe. Exploration is required to understand what consumers would consider misleading when ingredient names are used to describe other characteristics of foods and are not ingredients or flavours in the food (such as butter tarts).

Consequently, the Government of Canada commissioned EKOS Research Associates to conduct a survey of Canadians about their understanding and acceptance of labelling practices. Our approach in conducting this study involved an online survey of 1,710 Canadians regarding their views on the issues outlined above.

The total cost of this research was \$16,525.00 (excluding HST) and \$18,673.25 (including HST).

## ***Survey Findings***

### ***Views on Food Product Labelling***

Results suggest a highly attentive consumer base, with eight in ten indicating they take into consideration the nutrition facts table (82 per cent), the ingredient list (80 per cent), and information on the front panel (80 per cent) when purchasing a food product. Fewer, but still a clear majority (72 per cent), say they pay attention to the common name of the product.

Respondents were provided with background information regarding foods that no longer contain the ingredients for which they were originally named (e.g., butter tarts), and then asked whether they believe that these products should be required to include clarifying information on the product's labels to inform consumers that the ingredient is not present in the food. Results reveal fairly strong support for clarifying labels, with two-thirds of respondents (65 per cent) saying they would support such a requirement.

When asked, unprompted, to explain their answer, those who indicated support for clarifying information offered a wide range of answers. One in seven feel that not providing clarification would constitute falsified representation (16 per cent), believe in the need for precise labelling (13 per cent), or believe that consumers should have complete knowledge of what they are eating (13 per cent). Among those who feel that it is not necessary to provide clarifying food label information, a belief that the onus is on the consumer to educate themselves (11 per cent), that the requirement is simply unnecessary (10 per cent), or that it is “common sense” that a product’s name is not necessarily a description of the product’s ingredients (6 per cent) were mentioned most often.

Canadians were also asked whether they believe that it is acceptable for the name of a food product to emphasize certain ingredients as a flavour designation even when the product itself does not contain those ingredients (e.g., honey dipped donuts). Six in ten (60 per cent) feel that such a naming scheme would be misleading, while four in ten (38 per cent) see no problem with these types of product names. Those who believe that it would be misleading for a product to carry the name of an ingredient that it does not contain were asked whether they believe that the labels on these products should provide an indication that ingredient is, in fact, a flavour. Responses were virtually unanimous, with 97 per cent declaring their support for such a requirement.

Respondents were also given the example of a food product that is named for the ingredient with which it is meant to be consumed, but does not contain the ingredient itself (e.g., beer nuts). Respondents were then asked whether they believe that such products should include clarifying information on their label to inform consumers that the named ingredient is not present in the food. Canadians are more divided on this issue, with the slight majority (55 per cent) feeling that such labelling requirements are unnecessary.

Canadians were given a list of food products which contain ingredient names, and asked whether they would expect the use of the ingredient name to describe the content of the food or the “style” of the food. Results vary considerably depending on the food product. Two-thirds (67 per cent) say they would expect cream puffs to contain cream, while 61 per cent would expect butter tarts to contain butter. A plurality (45 per cent) believe that fish tea soup should contain fish (although 27 per cent of respondents did not provide a response, suggesting a lack of familiarity with this product). For all the other food products examined, the plurality or majority indicate that they expect the ingredient name to describe the style of the food, rather than be present in the food product. Only four in ten would anticipate finding beer in beer salami (41 per cent) or meat in mincemeat pies (39 per cent). Three in ten (30 per cent) would expect fish tea soup to contain tea (and a large proportion (30 per cent) provided no response). Just over one in four expect wine gums to contain wine (29 per cent), or sweetbreads to contain bread (27 per cent). And, at the bottom of the list, only one in five believe that peameal bacon should contain peas (23 per cent), or that hamburgers should contain ham (17 per cent).

Canadians were also asked about modifying food product names to avoid the use of ingredient names that are not included in the product – e.g., “Chocolatey Cookies” to describe cookies with artificial chocolate flavour. Respondents are divided on this issue, with half (50 per cent) stating that the name is not clear, and a similar percentage (47 per cent) who feel there is sufficient clarifying information.

### ***Awareness and Views on Peameal Bacon***

Canadians were then asked a series of questions specifically about peameal bacon. They were first asked if they had heard of “peameal” bacon. Half (52 per cent) indicate they have indeed heard of this product, while a sizeable minority (46 per cent) have not.

Those respondents who had heard of peameal bacon were asked, unprompted, to describe how peameal bacon differs from other forms of bacon. The majority (61 per cent) say that peameal bacon is rolled or cured in either cornmeal or ground peas, while one in five believe the difference lies in the cut of the meat (21 per cent), or in the lower fat content (17 per cent).

All respondents were informed that while historically peameal bacon was prepared with ground dried peas or “pea meal”, modern preparation methods do not involve the use of peas. They were then asked whether they believe it is acceptable for producers to continue to use a name like peameal bacon, even if it no longer accurately describes the product. Respondents seem to favour the use of the traditional name, with six in ten (59 per cent) saying its use is acceptable. One-third of respondents (36 per cent) disagree with its continued use, and five per cent offered no response.

### ***Perceptions of Natural and Organic Foods***

The survey then asked a number of questions examining Canadians’ views on “natural” and “organic” foods. Half of respondents were asked questions about “natural” foods, and the other half were asked about “organic” foods.

When asked, unprompted, to explain their understanding of the term “natural”, respondents provided a number of interpretations, with the plurality (30 per cent) suggesting that a “natural” product is derived from natural ingredients. One in five (20 per cent) feel that natural products are not processed or modified in any way, and one in seven believe that “natural” implies no preservatives (16 per cent), no pesticides or herbicides (14 per cent), or no artificial flavours or colours (13 per cent).

These respondents were also asked, unprompted, to list their reasons for purchasing natural foods. The most common reasons identified for purchasing these products are: they contain no artificial flavours or colours (69 per cent), they contain no food additives or preservatives (69 per cent), or they contain exclusively natural ingredients (62 per cent).

Results further suggest that Canadians are generally doubtful that the word “natural” carries any legal meaning, with 65 per cent saying that they do not believe that natural means the food has been certified by the Government of Canada as meeting certain standards (just one in five believe “natural” foods are certified).

The remaining half of respondents were asked, unprompted, to give their interpretation of the term “organic”. In contrast to the word “natural”, respondents are largely in agreement in their interpretation of the word “organic”. Six in ten (62 per cent), believe that an organic product is one that contains no pesticides or herbicides.

These respondents were also asked, unprompted, to list their reasons for purchasing organic foods. A clear majority (72 per cent) list the absence of pesticides and herbicides as their main reason for purchasing these food products. Six in ten point to the lack of food additives or preservatives (59 per cent) and the exclusive use of natural ingredients (57 per cent).

Respondents who had been asked about “organic” foods were also asked whether they believe that organic foods are certified by the Government of Canada. As with natural foods, more than half (55 per cent) do not believe that “organic” foods are verified as meeting certain standards, although a sizeable minority (31 per cent) believe that they are.

Canadians were asked whether they believe that the use of the term “natural” can differ across foods or if the term should be applied consistently across all food products. Results reveal that Canadians are divided on this issue, although there is a lean to allowing some flexibility in the application of the term “natural”: 50 per cent say it should be permissible for labels to vary across foods, while 43 per cent feel the requirements should be consistent across all food products.

Results further reveal that a clear majority of Canadians (76 per cent) do not believe that a genetically engineered product should be labelled as natural, while just one in seven (14 per cent) are open to the idea.

Finally, respondents were asked if they believe that natural ingredients can be considered natural if they are used perform an additive function. While half of respondents (50 per cent) believe that a product should lose its status as a natural product when used as an additive, almost four in ten (37 per cent) believe that a natural ingredient remains natural, regardless of its use.



# SOMMAIRE

## ***Antécédents et méthodologie***

Le gouvernement du Canada émet des lignes directrices afin d'aider l'industrie, les consommateurs et les responsables gouvernementaux à mettre en application, à comprendre et à évaluer dans l'étiquetage des produits alimentaires les déclarations quant aux ingrédients et aux saveurs qui entrent dans leur composition. Il possède également des lignes directrices concernant l'utilisation du qualificatif « naturel » dans l'étiquetage alimentaire. Ces lignes directrices font l'objet d'une révision pour y apporter des éclaircissements susceptibles de garantir un étiquetage et de la publicité plus véridiques et non trompeurs. Toutefois, il arrive que le nom d'un ingrédient serve à décrire d'autres caractéristiques d'un aliment, comme sa texture, sa forme, sa couleur, voire une façon de le servir. Un examen s'impose donc afin de comprendre ce qui pourrait paraître trompeur aux yeux des consommateurs lorsque le nom d'un ingrédient (par exemple, les tartelettes au beurre) sert à décrire d'autres caractéristiques d'un aliment que les ingrédients ou les saveurs qu'il renferme.

Par conséquent, le gouvernement du Canada a confié aux Associés de recherche EKOS le soin de mener auprès des Canadiens un sondage portant sur leur compréhension et leur acceptation de diverses pratiques en matière d'étiquetage. Nous avons, à cette fin, procédé à un sondage en ligne auprès de 1 710 Canadiens et Canadiennes afin de connaître leur opinion touchant les questions ci-dessus.

Cette recherche a coûté globalement 16 525,00 \$ (sans TVH) et 18 673,25 \$ (avec TVH).

## ***Observations découlant du sondage***

### ***Points de vue sur l'étiquetage des produits alimentaires***

Les résultats témoignent d'une base de consommateurs très attentive puisque huit sur dix disent tenir compte du tableau de la valeur nutritive (82 p. 100), de la liste d'ingrédients (80 p. 100) et de l'information figurant sur le devant du produit (80 p. 100) lorsqu'ils achètent un produit alimentaire. Ils sont moins nombreux quoique nettement majoritaires (72 p. 100) à dire qu'ils portent attention au nom usuel du produit.

Après quelques mots sur certains aliments nommés d'après un ingrédient qu'ils contenaient à l'origine mais qu'ils ne contiennent plus (comme les tartelettes au beurre), on a demandé aux répondants si, d'après eux, il faudrait inscrire sur l'étiquette de ces produits des précisions afin que les consommateurs sachent que l'ingrédient nommé ne s'y trouve pas. Les résultats révèlent un assez ferme appui en faveur d'étiquettes plus précises, les deux tiers des répondants (65 p. 100) se disant favorables à une exigence comme celle-là.

Invités à expliquer spontanément leur réponse, ceux qui étaient en faveur d'éclaircissements ont avancé toute une gamme de réponses. Ils sont un sur sept à penser que l'absence de précisions pourrait constituer de la fausse représentation (16 p. 100), à croire dans la nécessité d'un étiquetage précis (13 p. 100) ou à trouver que les consommateurs doivent être parfaitement renseignés sur ce qu'ils mangent (13 p. 100). Parmi ceux qui ne jugent pas nécessaire que l'étiquette d'un produit alimentaire comporte une information précise, la conviction que c'est aux consommateurs qu'il appartient de s'informer (11 p. 100), qu'une exigence semblable n'est tout simplement pas nécessaire (10 p. 100) ou qu'il va de soi que le nom d'un produit ne consiste pas nécessairement en une description des ingrédients qu'il renferme (6 p. 100) sont les raisons les plus souvent mentionnées.

On a aussi demandé aux Canadiens s'ils trouvaient acceptable que le nom d'un produit alimentaire en soit venu à désigner certains ingrédients en tant que saveur, même si le produit ne contient pas les ingrédients en question (comme les beignes au miel). Six répondants sur dix (60 p. 100) pensent qu'une appellation de ce genre serait trompeuse, tandis que quatre sur dix (38 p. 100) ne trouvent pas problématiques les noms de ce genre. Ceux pour qui il serait trompeur qu'un produit porte le nom d'un ingrédient qu'il ne contient pas étaient invités à dire si l'étiquette d'un produit devrait dans ce cas indiquer que l'ingrédient ainsi mentionné est une saveur. La réponse a été à peu près unanime, 97 p. 100 s'étant déclarés en faveur d'une exigence de cette nature.

On a également donné aux répondants l'exemple d'un produit alimentaire nommé d'après un ingrédient avec lequel il est censé être consommé (comme les noix à la bière) mais qui ne se trouve pas dans sa propre composition. Les répondants étaient ensuite invités à dire s'ils croyaient que l'étiquette de ces produits devrait clairement indiquer au consommateur que l'ingrédient mentionné ne se trouve pas dans l'aliment. Les Canadiens sont plus divisés sur cette question, avec une légère majorité (55 p. 100) pour qui un étiquetage de cette nature n'est pas nécessaire.

Devant une liste de produits alimentaires portant le nom d'un ingrédient, les Canadiens devaient dire s'ils s'attendraient à ce que le nom de cet ingrédient serve à décrire le contenu de l'aliment ou bien son « style ». Les résultats varient énormément en fonction de l'aliment en cause. Les deux tiers (67 p. 100) s'attendraient à ce que les choux à la crème contiennent de la crème et ils sont 61 p. 100 à dire qu'ils s'attendraient à ce que les tartelettes au beurre contiennent du beurre. Ils sont une majorité relative (45 p. 100) à penser que la soupe Fish Tea devrait contenir du poisson (mais 27 p. 100 n'ont pas su quoi répondre, ce qui laisse entendre que ce produit ne leur était pas familier). En ce qui concerne tous les autres produits alimentaires à l'étude, les répondants se sont dits dans une majorité nette ou relative d'avis qu'ils s'attendraient à ce que l'ingrédient nommé serve à décrire le style de l'aliment et non à ce qu'il soit présent dans le produit alimentaire. Seulement quatre répondants sur dix s'attendraient à trouver de la bière dans du salami à la bière (41 p. 100) ou de la viande dans une tarte au mincemeat (39 p. 100). Trois sur dix (30 p. 100) s'attendraient à ce qu'une soupe Fish Tea contienne du thé (et ils étaient tout aussi nombreux (30 p. 100) à ne pas offrir de réponse). Seulement le quart des répondants s'attendraient à trouver du vin dans les jujubes Wine Gums (29 p. 100) ou du riz dans les ris de veau (27 p. 100). Au bas de la liste, il n'y a qu'un répondant sur cinq à penser que le bacon « peameal » devrait contenir des pois (23 p. 100) ou qu'il doit y avoir du jambon dans des hamburgers (17 p. 100).

On a aussi voulu connaître l'opinion des Canadiens au sujet de la modification du nom d'un produit alimentaire afin d'éviter qu'un produit porte le nom d'un ingrédient qui ne s'y trouve pas – par exemple, le qualificatif « chocolatés » pour désigner des biscuits ayant une saveur de chocolat artificielle. Les répondants sont divisés à cet égard : la moitié d'entre eux (50 p. 100) trouvent que l'appellation n'est pas claire, alors qu'ils sont un pourcentage semblable (47 p. 100) à la trouver suffisamment précise.

### ***Connaissance du bacon « peameal » et opinion à ce sujet***

Les Canadiens se sont ensuite fait poser une série de questions portant précisément sur le bacon peameal. On leur a d'abord demandé s'ils savaient ce qu'est le « peameal » ou bacon enrobé de semoule de pois. La moitié (52 p. 100) ont dit avoir entendu parler de ce produit, alors qu'ils sont une minorité importante (46 p. 100) à ne pas le connaître.

Il était ensuite demandé aux répondants qui connaissent le peameal de préciser, d'eux-mêmes, en quoi ce produit diffère d'autres genres de bacon. Pour la majorité (61 p. 100), le bacon peameal est enrobé de semoule de maïs ou de pois ou salaisonné dans ce genre de semoule, alors que pour un répondant sur cinq, la différence réside dans la coupe de la viande (21 p. 100) ou dans sa faible teneur en gras (17 p. 100).

Tous les répondants ont ensuite appris qu'à l'origine, le « peameal » était de la longe de porc enrobée de semoule de pois mais que, de nos jours, il n'y a plus de pois qui entrent dans sa préparation. Ils étaient alors invités à dire s'ils jugeaient acceptable que les producteurs continuent de se servir du mot « peameal » même si cela ne décrit plus de façon exacte ce genre de bacon. Les répondants semblent être en faveur d'utiliser le nom traditionnel puisque six sur dix (59 p. 100) affirment que l'appellation est acceptable. Ils sont le tiers (36 p. 100) à la trouver inacceptable et 5 p. 100 n'ont pas répondu à la question.

### ***Perception des aliments naturels et biologiques***

Le sondage comportait aussi un certain nombre de questions afin de connaître l'opinion des Canadiens sur les aliments « naturels » et « biologiques ». La moitié des répondants ont été interrogés au sujet des aliments « naturels », l'autre moitié au sujet des aliments « biologiques ».

Invités à dire spontanément ce qu'ils entendaient par « naturel », les répondants ont offert diverses interprétations dont, pour une majorité relative (30 p. 100), l'idée qu'un produit dit naturel provient d'ingrédients naturels. Ils sont un sur cinq (20 p. 100) à être d'avis qu'un produit « naturel » ne subit aucune transformation ou modification, et un sur sept à penser que « naturel » signifie sans produit de conservation (16 p. 100), sans pesticides ou herbicides (14 p. 100) ou sans aucune saveur ou couleur artificielle (13 p. 100).

On a également demandé à ces répondants d'énumérer, d'eux-mêmes, leurs raisons d'acheter des aliments naturels. Les raisons les plus souvent mentionnées pour l'achat de ces produits sont les suivantes : ils ne contiennent pas de saveurs ou de couleurs artificielles (69 p. 100); ils ne contiennent

pas d'additifs alimentaires ou de produits de conservation (69 p. 100) ou ils contiennent exclusivement des ingrédients naturels (62 p. 100).

Les résultats laissent de plus entendre que les Canadiens doutent en général que le mot « naturel » ait une quelconque signification juridique, étant donné que 65 p. 100 des répondants disent ne pas croire que les aliments dits naturels sont certifiés par le gouvernement du Canada du fait qu'ils seraient tenus pour satisfaire à certaines normes (ils ne sont qu'un sur cinq à croire que les aliments « naturels » sont certifiés).

À l'autre moitié des répondants, on a demandé de donner sans aide leur interprétation du mot « biologique ». Au contraire du mot « naturel », les répondants sont en grande partie d'accord dans leur interprétation du mot « biologique ». Six sur dix (62 p. 100) sont d'avis qu'un produit biologique ne contient pas de pesticides ni d'herbicides.

Ces répondants devaient, eux aussi, énumérer spontanément leurs raisons d'acheter des aliments biologiques. Ils sont une nette majorité (72 p. 100) à mentionner l'absence de pesticides et d'herbicides comme leur principale raison d'acheter ces produits alimentaires. Six sur dix mentionnent l'absence d'additifs alimentaires ou de produits de conservation (59 p. 100) ainsi que l'utilisation exclusive d'ingrédients naturels (57 p. 100).

Les répondants interrogés à propos des aliments « biologiques » se sont également fait demander s'ils croyaient que les aliments biologiques sont certifiés par le gouvernement du Canada. Comme pour les aliments naturels, ils sont plus de la moitié (55 p. 100) à ne pas croire que les aliments « biologiques » sont vérifiés quant à savoir s'ils sont conformes à certaines normes, bien qu'ils soient une minorité assez considérable (31 p. 100) à être persuadés qu'ils sont certifiés.

On a demandé aux Canadiens s'ils pensent que le mot « naturel » peut avoir une signification différente d'un aliment à un autre ou s'il doit signifier la même chose quel que soit l'aliment. Les résultats montrent que les Canadiens sont partagés sur cette question, malgré une tendance à accepter une certaine souplesse dans l'emploi du qualificatif « naturel » : 50 p. 100 accepteraient que les étiquettes puissent varier selon les aliments, alors que 43 p. 100 estiment que les exigences doivent s'appliquer uniformément à tous les produits alimentaires.

Il ressort en outre des résultats qu'une nette majorité de Canadiens (76 p. 100) ne sont pas d'accord pour qu'on désigne comme naturel un produit qui a été génétiquement modifié, tandis qu'ils ne sont qu'un sur sept (14 p. 100) à accepter cette idée.

Enfin, on a demandé aux répondants s'ils croyaient qu'on puisse tenir pour naturels des ingrédients naturels utilisés pour jouer la fonction d'un additif. Bien que la moitié des répondants (50 p. 100) soient d'avis qu'un produit doive perdre son statut de produit naturel s'il est utilisé comme additif alimentaire, ils sont près de quatre sur dix (37 p. 100) à penser qu'un ingrédient naturel demeure naturel quel que soit l'utilisation qu'on en fait.

# 1. BACKGROUND AND METHODOLOGY

The Government of Canada has guidelines to assist industry, consumers and government in applying, understanding and evaluating composition-based claims that highlight ingredients and flavours on food labels. Guidelines also exist respecting the use of the term "natural" on food labels. These guidelines are being revised to provide more clarity in order to promote truthful and not misleading labelling and advertisements.

However, in some cases, ingredient names are applied to describe other characteristics of a food, such as texture, form or colour, or even a style of recipe. Exploration is required to understand what consumers would consider misleading when ingredient names are used to describe other characteristics of foods and are not ingredients or flavours in the food (example butter tart).

While there is policy publicly available in the *Guide to Food Labelling and Advertising* on what "natural" means, adherence to the criteria is very much dependent on the circumstances, such as whether the claim is made regarding a food, an ingredient performing a food additive function or an added colour. The claim "natural" on a food is becoming relatively common. The use of this term is further complicated by the growing prevalence of organic foods in the Canadian marketplace and the potential for "natural" to be mistaken for "organic".

Consequently, the Government of Canada commissioned EKOS Research Associates to conduct a survey of Canadians about their understanding and acceptance of labelling practices. This research will support further program development, consumer and industry communications as well as inform CFIA's compliance and enforcement actions related to these issues.

More specifically, the research objectives of the study were to:

- Probe Canadians' understanding and/or acceptance of labelling practices surrounding the use of ingredient names to describe other characteristics of foods when the named ingredient is not present; and
- Probe Canadians' understanding and/or acceptance of the use of the word "natural" and "organic" on food labels.

Our proposed approach in conducting this study involved an online survey of 1,710 Canadians over the age of 18 regarding their views on the issues outlined above using our online panel. Our online panel offers complete coverage of the Canadian population (i.e., Internet, phone, cell phone), random recruitment (in other words, participants are recruited randomly, they do not opt themselves into our panel), and equal probability sampling. All respondents to our panel are recruited by telephone using random digit dialling and are confirmed by live interviewers. The margin of error for a sample of 1,710 is +/- 2.4 percentage points, 19 times out of 20.

Appendix A contains the survey questionnaire. Appendix B contains full details regarding the methodology for this study.

The remainder of this report summarizes results from the survey.

## 2. SURVEY FINDINGS<sup>1</sup>

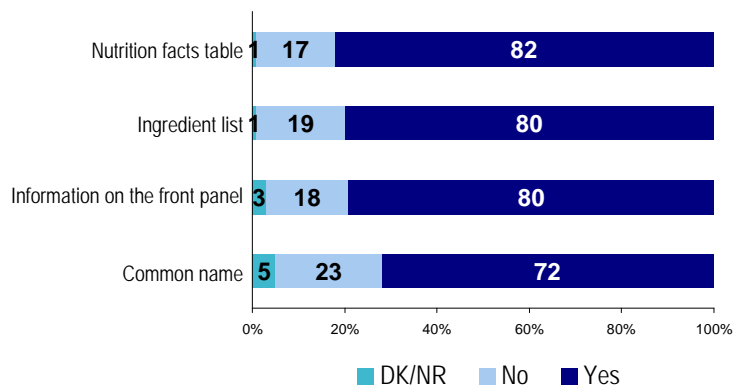
### 2.1 CONSIDERATION OF INFORMATION ON FOOD PRODUCTS

Canadians were first asked about the level of consideration they give to the information displayed on food products when shopping. Results suggest a highly attentive consumer base, with eight in ten indicating they take into consideration the nutrition facts table (82 per cent), the ingredient list (80 per cent), and information on the front panel (80 per cent) when purchasing a food product. Fewer, but still a clear majority (72 per cent), say they pay attention to the common name of the product.

- Regionally, residents of Quebec are less likely to note the nutrition facts table (74 per cent, compared to 82 per cent on average), the ingredient list (72 per cent, compared to 80 per cent on average), or the common name (67 per cent versus 72 per cent nationally).
- Women are more likely to give consideration to the ingredient list (86 per cent, compared to 74 per cent of men) and the nutrition facts table (85 per cent versus 78 per cent of men). Men are more likely to note the common name (75 per cent, compared to 69 per cent of women).

#### Consideration of Information on Food Products

“When you purchase a food product at a store do you take into consideration the...?”



<sup>1</sup> Please note that in some cases, numbers in charts do not add up to 100 per cent because of rounding.

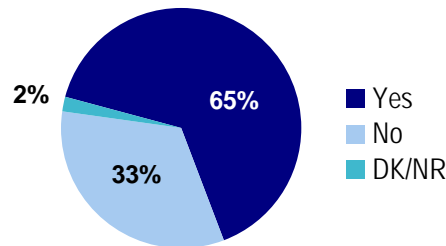
## 2.2 VIEWS ON FOOD NAMES NO LONGER CONTAINING INGREDIENT NAME

Respondents were provided with background information regarding foods that no longer contain the ingredients for which they were originally named. They were then asked whether they believe that these products should be required to include clarifying information on the product's labels to inform consumers that the ingredient is not present in the food. Results reveal fairly strong support for clarifying labels, with two-thirds of respondents (65 per cent) saying they would support such a requirement. One-third (33 per cent) are opposed to this idea, and three per cent offered no response.

- Clarifying labels are more popular among residents of Quebec (87 per cent, compared to 65 per cent on average).
- Support for labelling requirements increases progressively with age (74 per cent of those over the age of 65, compared to 48 per cent of those under 25 years of age) and decreases with income (71 per cent of those with an annual household income of less than \$20,000, compared to 58 per cent of those earning more than \$100,000).

### Views on Food Names No Longer Containing Ingredient Name

"Some foods can have a certain name due to ingredients they historically contained, but they may no longer contain the ingredient that is included in their common name (e.g., "Butter Tarts" no longer always contain butter, "Wine Gums" no longer contain wine). Should these products have to include clarifying information on their label for consumers to know that the ingredient is not present in the food?"

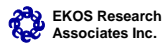
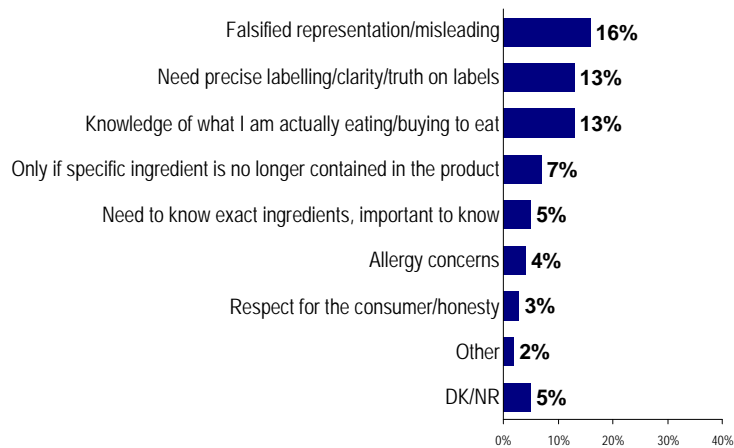




When asked, unprompted, to explain their answer, those who indicated support for clarifying information offered a wide range of answers. One in seven feel that not providing clarification would constitute falsified representation (16 per cent), believe in the need for precise labelling (13 per cent), or believe that consumers should have complete knowledge of what they are eating (13 per cent). Seven per cent indicated they believe this requirement should only apply in cases where the specific ingredient is no longer contained in the product. Other responses include the need to know the exact ingredients contained in a food product (5 per cent), allergy concerns (4 per cent), and the consumer's right to be treated with respect and honesty (3 per cent). Two per cent of respondents listed other reasons, and five per cent offered no response.

### Reasons for Views on Ingredient Name

[YES CLARIFYING INFORMATION] "Why do you say that?" [Open]



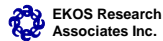
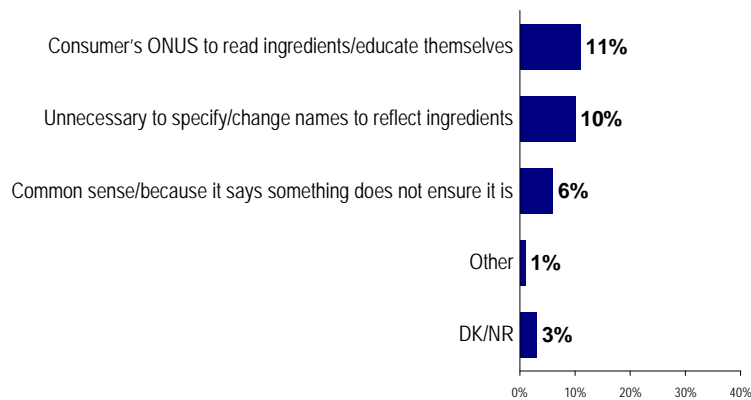
n=1710

Composition & Production  
Claim Study, 2011

Those who feel that it is not necessary to provide clarifying information also offered a number of reasons for their viewpoint. A belief that the onus is on the consumer to educate themselves (11 per cent), that the requirement is simply unnecessary (10 per cent), or that it is “common sense” that a product’s name is not necessarily a description of the product’s ingredients (6 per cent) were mentioned most often.

## Reasons for Views on Ingredient Name

[NO CLARIFYING INFORMATION] “Why do you say that?” [Open]



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Composition & Production  
Claim Study, 2011

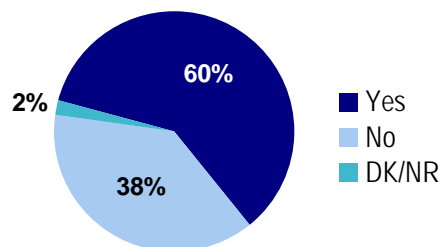
## 2.3 FLAVOUR DESIGNATION VS. INGREDIENT IN FOOD NAME

Canadians were asked whether they believe that it is acceptable for the name of a food product to emphasize certain ingredients as a flavour designation even when the product itself does not contain those ingredients. Six in ten (60 per cent) feel that such a naming scheme would be misleading, while four in ten (38 per cent) see no problem with these types of product names. Two per cent offered no response.

- Regionally, residents of Quebec are the most likely to say that including a product's flavour designation in its name is misleading (78 per cent, compared to 60 per cent nationally). Conversely, half of Albertans feel that such naming mechanisms are acceptable (52 per cent, compared to 38 per cent on average).
- The likelihood of perceiving these types of products names as misleading increases progressively with age (72 per cent of those aged 65 and over, compared to 44 per cent of those under the age of 25).

### Flavour Designation vs. Ingredient in Food Name

"Certain foods emphasize certain ingredients despite the fact that there is none in the food (e.g., "Honey Dipped Donuts" that do not contain honey or "Strawberry lollipops" that do not contain strawberries). Their common names have been accepted by some consumers as a flavour designation, rather than an ingredient. Would you consider the common name of those products to be misleading?"

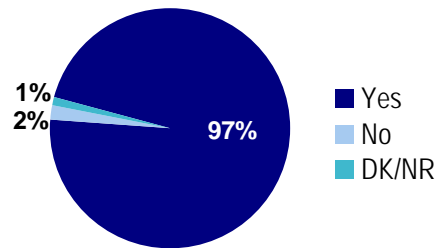


Those respondents who believe that it would be misleading for a product to carry the name of an ingredient that it does not contain were asked whether they believe that the labels on these products should provide an indication that ingredient is, in fact, a flavour. Responses were virtually unanimous, with 97 per cent declaring their support for such a requirement. Just two per cent of these respondents were opposed, and one per cent did not offer a response.

### Support for Label Indication that Ingredient in Name is a Flavour

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[IF YES] "Should the label of those products provide an indication that the ingredient indicated in the common name is in fact a flavour?"



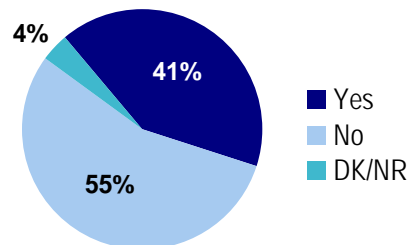
## 2.4 SUPPORT FOR CLARIFYING INFORMATION ON LABELS

Next, respondents were given the example of a food product that is named for the ingredient with which it is meant to be consumed, but does not contain the ingredient itself. Respondents were then asked whether they believe that such products should include clarifying information on their label to inform consumers that the named ingredient is not present in the food. Canadians are divided on this issue, with the slight majority (55 per cent) feeling that such labelling requirements are unnecessary. Four in ten (41 per cent) feel that clarifying labels should be mandatory. Four per cent offered no response.

- Support for clarifying information is highest in Quebec (64 per cent, compared to 41 per cent nationally).
- Women are more likely to say that these labels should be required (44 per cent, compared to 37 per cent of men).
- Support for labelling requirements increases progressively with age (46 per cent of those aged 65 and over, compared to 28 per cent of those under the age of 25).

### Support for Clarifying Information on Labels

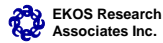
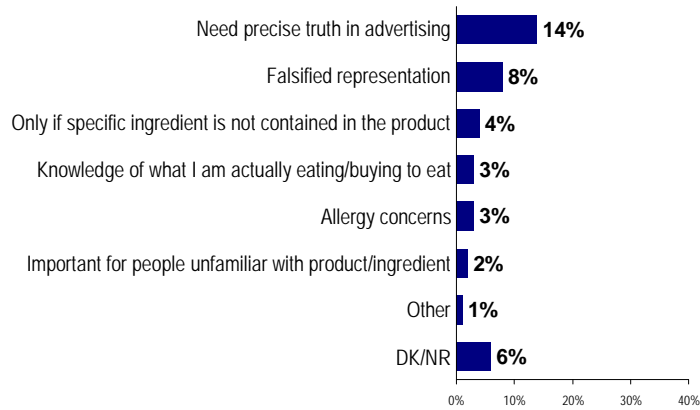
“Common names of food can also seem to highlight an ingredient, when in fact they are indicating the food it is traditionally meant to be consumed with and illustrate not their content but their purpose in a meal. For example, “lobster sauce” is a sauce for dipping lobster and “beer nuts” are nuts served along with beer. Should these products have to include clarifying information on their label for consumers to know that the named ingredient is not present in the food?”



Respondents who indicated support for these labelling requirements were asked, unprompted, to explain their rationale. One in seven (14 per cent) indicated a belief in the need for precise truth in advertising, while one in ten (8 per cent) say a failure to provide such labelling would constitute false representation. All other responses were mentioned by four per cent or fewer of these respondents.

## Reasons for Views on Clarifying Information on Labels

[YES CLARIFYING INFORMATION] "Why do you say that?" [Open]



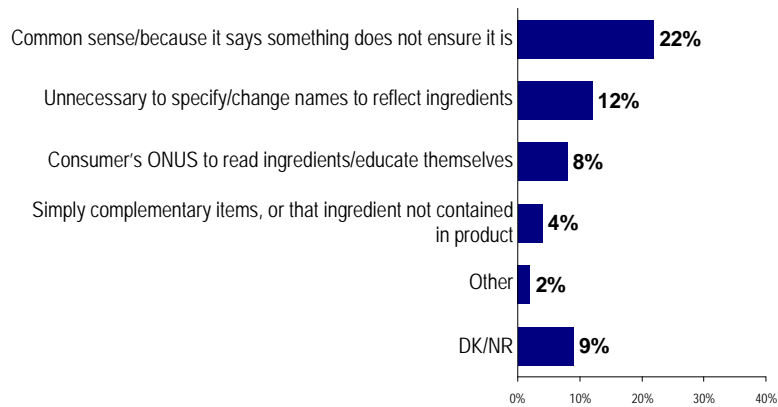
n=1642

Composition & Production  
Claim Study, 2011

Those who do not see the need for clarifying information on labels were also asked why they felt this way. The plurality of these respondents (22 per cent) argue that it is “common sense” that these products do not necessarily contain the ingredients for which they are named. About one in ten feel it is unnecessary to change the product’s name to reflect the ingredient (12 per cent), or that the onus is on the consumers to educate themselves (8 per cent). A number of these respondents also felt that these products are simply complementary items (4 per cent).

## Reasons for Views on Clarifying Information on Labels

[NO CLARIFYING INFORMATION] “Why do you say that?” [Open]



## 2.5 EXPECTATION THAT INGREDIENT BE PRESENT IN VARIOUS FOOD PRODUCTS

Canadians were given a list of food products which contain ingredient names, and asked whether they would expect the use of the ingredient name to describe the content of the food or the “style” of the food. Results vary considerably depending on the food product. Two-thirds (67 per cent) say they would expect cream puffs to contain cream, while 61 per cent would expect butter tarts to contain butter. A plurality (45 per cent) believe that fish tea soup should contain fish (although 27 per cent of respondents did not provide a response, suggesting a lack of familiarity with this product).

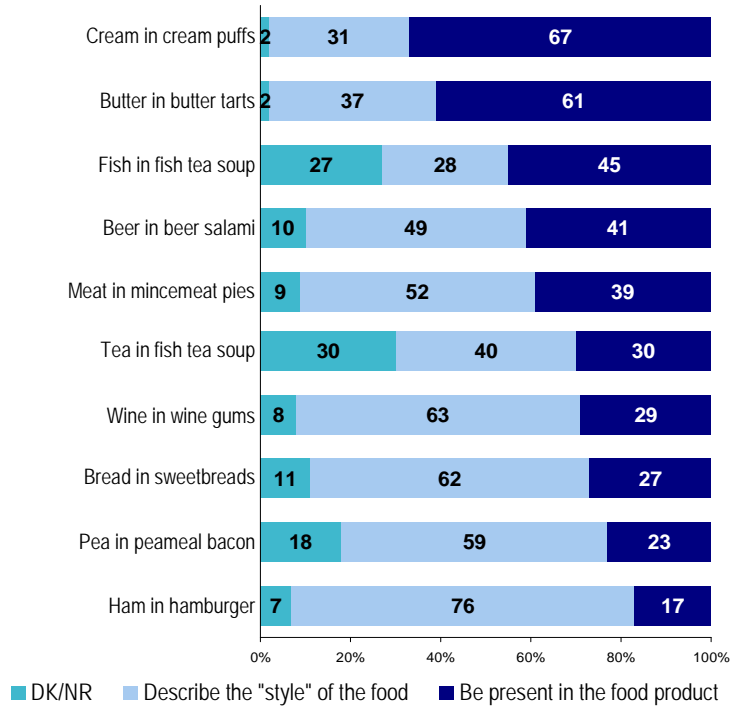
For all the other food products examined, the plurality or majority indicate that they expect the ingredient name to describe the style of the food, rather than be present in the food product. Only four in ten would anticipate finding beer in beer salami (41 per cent) or meat in mincemeat pies (39 per cent). Three in ten (30 per cent) would expect fish tea soup to contain tea (and a large proportion (30 per cent) provided no response). Just over one in four expect wine gums to contain wine (29 per cent), or sweetbreads to contain bread (27 per cent). And, at the bottom of the list, only one in five believe that peameal bacon should contain peas (23 per cent), or that hamburgers should contain ham (17 per cent).

- Residents of Quebec are consistently more literalistic. For instance, 82 per cent of Quebecers say they expect butter tarts to contain butter, compared to 61 per cent on average.
- Respondents from its province of origin (Ontario) are more likely to say that the term “pea” in “peameal bacon” describes the style of the product, rather than the composition.



## Expectation that Ingredient Be Present in Various Food Products

“Generally speaking, do you expect the ingredient to always be present in the food products below, or would you be more likely to expect the use of the ingredient name to describe the “style” of the food?”



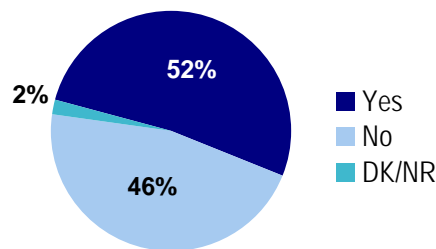
## 2.6 AWARENESS OF PEAMEAL BACON

Respondents were then asked a series of questions specifically about peameal bacon. They were first asked if they had heard of “peameal” bacon. Half of respondents (52 per cent) indicate they have indeed heard of this product, while a sizeable minority (46 per cent) have not.

- Familiarity with peameal bacon is highest in Ontario (85 per cent say they are familiar with the product, compared to 52 per cent on average). Interestingly, just across the border, peameal bacon is virtually unheard of in Quebec (9 per cent).
- Peameal bacon is most commonly recognized among those with an annual household income \$100,000 or more (62 per cent, compared to 52 per cent on average) and those aged 65 years and over (61 per cent).

### Awareness of Peameal Bacon

“Do you know what “peameal bacon” is?”

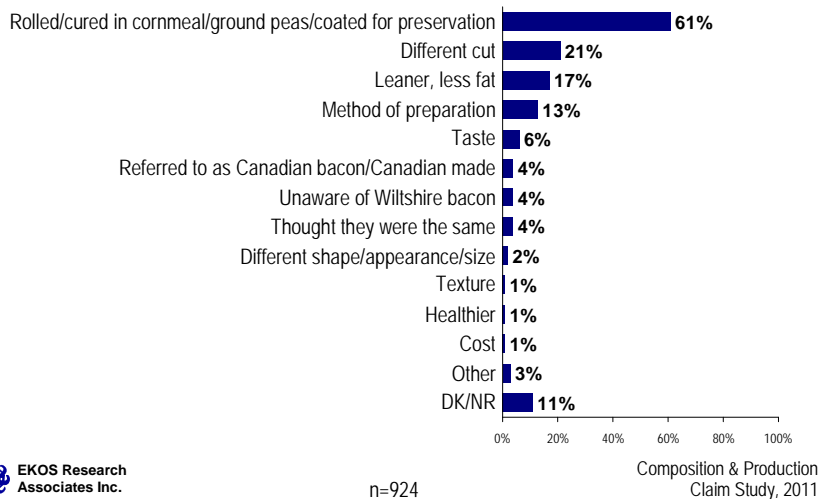


## 2.7 UNDERSTANDING OF PEAMEAL BACON

Those respondents who had heard of peameal bacon were asked, unprompted, to describe how peameal bacon differs from other forms of bacon such as bacon, back bacon, and Wiltshire bacon. The majority of respondents (61 per cent) say that peameal bacon is rolled or cured in either cornmeal or ground peas (61 per cent). One in five believe the difference lies in the cut of the meat (21 per cent) or in the lower fat content (17 per cent). One in ten (13 per cent) believe the key difference is the method of preparation. Other responses include taste (6 per cent), its Canadian origin (4 per cent), shape and appearance (2 per cent), texture (1 per cent), its healthier nutritional content (1 per cent), and cost (1 per cent). Eleven per cent did not provide a response.

### Understanding of Peameal Bacon

[IF YES] "In your opinion, how does peameal bacon differ from other types of bacon such as bacon, back bacon and wiltshire bacon?" [Open]



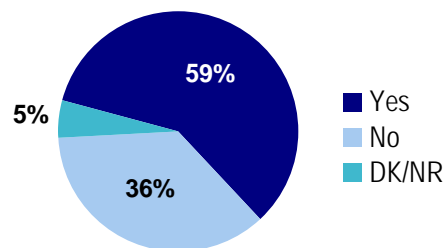
## 2.8 ACCEPTABILITY OF USING NAME LIKE PEAMEAL BACON

Respondents were informed that while historically peameal bacon was prepared with ground dried peas or “pea meal”, modern preparation methods do not involve the use of peas. They were then asked whether they believe it is acceptable for producers to continue to use a name like peameal bacon, even if it no longer accurately describes the product. Respondents seem to favour the use of the traditional name, with six in ten (59 per cent) saying its use is acceptable. One-third of respondents (36 per cent) disagree with its continued use, and five per cent offered no response.

- Regionally, support for the use of the traditional name of peameal bacon is highest among residents of Ontario (78 per cent, compared to 59 per cent nationally) and is lowest in Quebec (26 per cent).
- Youth (those under the age of 25) widely prefer the use the term “peameal bacon” (70 per cent, compared to 59 per cent on average).
- Support for the use of this term also rises progressively with income (64 per cent of those with a household income of at least \$100,000, compared to 51 per cent of those earning less than \$20,000).

### Acceptability of Using Name Like Peameal Bacon

“Historically, pea meal bacon was pork loin rolled in ground dried peas, however that practice is no longer used. Today, the pork loin is now rolled in cornmeal, and unlike back bacon, it is not smoked. Do you think it is acceptable to continue to use a name like pea meal bacon (that does not accurately describe a food), as long as consumers generally understand its meaning?”



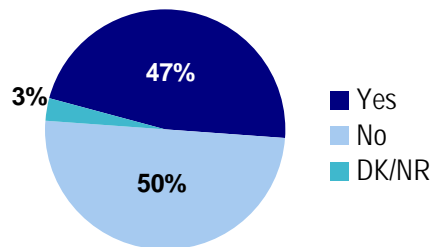
## 2.9 CLARIFYING INGREDIENTS IN FOOD PRODUCTS THROUGH NAME MODIFICATION

Respondents were then asked a more general question about their attitudes to modifying product names to avoid the use of ingredient names that are not included in the product. In this case, respondents were provided with the example of using the name “Chocolatey Cookies” to describe cookies with artificial chocolate flavour, and asked whether they felt that this particular name adequately clarifies that there is no chocolate in the cookie. Respondents are divided on this issue, with half of respondents (50 per cent) stating that the name is not clear, while a similar percentage (47 per cent) feel there is sufficient clarifying information.

- Residents of Quebec are the most opposed to using a name like “Chocolatey Cookies” to describe cookies that do not contain real chocolate, with 58 per cent opposed to its use (compared to 50 per cent on average).

### Clarifying Ingredients in Food Products Through Name Modification

“In some cases, where the food does not contain the ingredient named in the common name, the ingredient name is modified, with the intention that it is not mistaken with the real ingredient. For example, cookies with artificial chocolate flavour could be named “Chocolatey Cookies”. Does this provide you with enough clarifying information that there is no chocolate in the cookie?”



## 2.10 UNDERSTANDING OF TERM “NATURAL” WHEN APPLIED TO FOODS

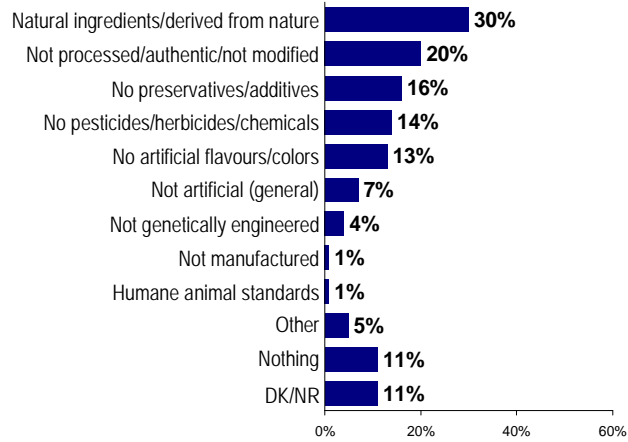
The survey then asked a number of questions examining Canadians' views on “natural” and “organic” foods. Half of respondents were asked questions about “natural” foods, and the other half were asked about “organic” foods.

When asked, unprompted, to explain their understanding of the term “natural”, respondents provided a number of interpretations, with the plurality (30 per cent) suggesting that a “natural” product is derived from natural ingredients. One in five (20 per cent) feel that natural products are not processed or modified in any way. One in seven believe that “natural” implies no preservatives (16 per cent), no pesticides or herbicides (14 per cent), and no artificial flavours or colours (13 per cent). Other suggested meanings include “not artificial” (7 per cent), and “not genetically engineered” (4 per cent), “not manufactured” (1 per cent), and “below humane animal standards” (1 per cent). Five per cent of these respondents proposed other possible definitions and one in ten (11 per cent) suggested the term “natural” means nothing to them. One in ten (11 per cent) did not provide a response.

These respondents were also asked, unprompted, to list their reasons for purchasing natural foods (and respondents could identify more than one reason for their purchase decision). Two-thirds of these respondents say they would purchase these products because they contain no artificial flavours or colours (69 per cent), they contain no food additives or preservatives (69 per cent), and they contain exclusively natural ingredients (62 per cent). Half listed the absence of genetically engineered ingredients (54 per cent) and the lack of pesticides or herbicides (54 per cent) as a main reason for purchase. Three in ten mentioned a belief in the benefits of natural foods (31 per cent), the humane animal standards (30 per cent), and the industry's environmental sustainability (30 per cent). One in ten (10 per cent) say they do not buy natural foods, while two per cent used this opportunity to state that the term “natural” is meaningless. Two per cent provided no response.

## Understanding of Term “Natural” When Applied to Foods

“What do you think “natural” means when applied to foods?” [Open]



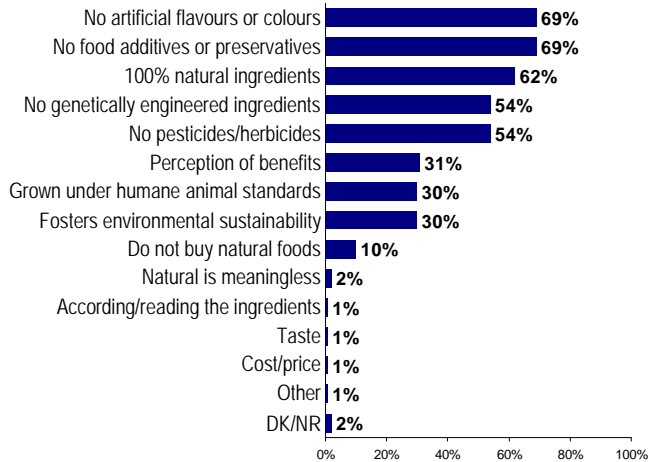
EKOS Research Associates Inc.

n=842

Composition & Production Claim Study, 2011

## Reasons for Buying Natural Foods

“What would be the main reason(s) why you would buy “natural” foods?” [Open]



EKOS Research Associates Inc.

n=842

Composition & Production Claim Study, 2011

## 2.11 UNDERSTANDING OF TERM “ORGANIC” WHEN APPLIED TO FOODS

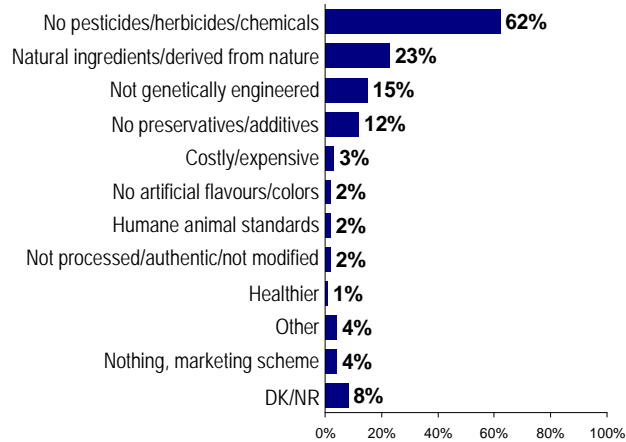
The remaining half of respondents were asked, unprompted, to give their interpretation of the term “organic”. In contrast to the word “natural”, respondents are largely in agreement in their interpretation of the word “organic”. Six in ten (62 per cent), believe that an organic product is one that contains no pesticides or herbicides. However, respondents also offered a number of alternate interpretations. One in four (23 per cent) say an organic product is one that is derived from natural ingredients, while one in seven say organic products are those that are not genetically engineered (15 per cent) and contain no additives or preservatives (12 per cent). Other definitions that were suggested by respondents include “costly” (3 per cent), “no artificial flavours” (2 per cent), “produced under humane animal standards” (2 per cent), “not processed or modified” (2 per cent), and “healthier” (1 per cent). Four per cent offered other interpretations, and four per cent feel the term has no official meaning. Eight per cent did not respond.

These respondents were also asked, unprompted, to list their reasons for purchasing organic foods (and, again, respondents could identify more than one reason for their purchase decision). A clear majority (72 per cent) list the absence of pesticides and herbicides as their main reason for purchasing these food products. Six in ten point to the lack of food additives or preservatives (59 per cent) and the exclusive use of natural ingredients (57 per cent). Half cite the lack of genetically engineered ingredients (53 per cent) and the lack of artificial colours (51 per cent) in their reasoning, while four in ten mention environmental sustainability (44 per cent) and the humane treatment of animals (40 per cent). One-quarter (24 per cent) also pointed to the benefits of organic foods. One in five respondents (21 per cent) indicated that they do not purchase organic foods, and one per cent provided no response.



## Understanding of Term “Organic” When Applied to Foods

“What do you think “organic” means when applied to foods?” [Open]



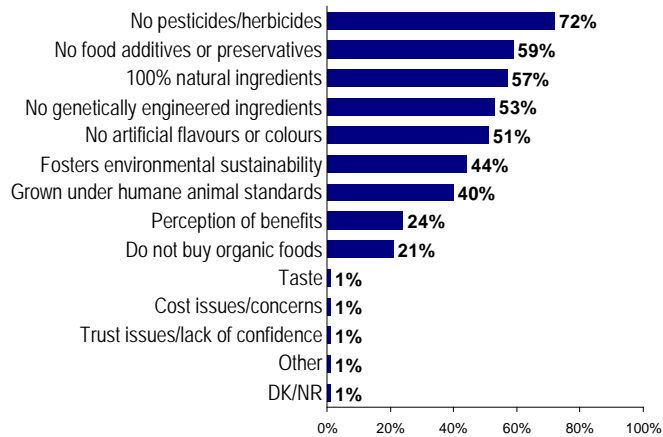
EKOS Research  
Associates Inc.

n=867

Composition & Production  
Claim Study, 2011

## Reasons for Buying Organic Foods

“What would be the main reason(s) why you would buy “organic” foods?” [Open]



EKOS Research  
Associates Inc.

n=868

Composition & Production  
Claim Study, 2011

## 2.12 BELIEF IN CERTIFICATION OF NATURAL AND ORGANIC FOODS

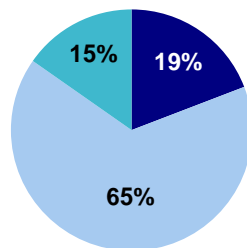
Those respondents who had been asked to explain their understanding of the term “natural” were asked whether they believe that natural foods are certified by the Government of Canada as meeting certain standards. Results suggest that Canadians are generally doubtful that the word “natural” carries any legal meaning, with 65 per cent of these respondents saying that they do not believe that natural means the food has been verified as meeting certain standards. Just one in five (19 per cent) believe “natural” foods are certified, and one in seven (15 per cent) are uncertain.

Similarly, those respondents who had been asked about “organic” foods were asked whether they believe that organic foods are certified by the Government of Canada. Once again, more than half of respondents (55 per cent) do not believe that “organic” foods are verified as meeting certain standards, although a sizeable minority (31 per cent) believe that they are. One in seven of these respondents (14 per cent) offered no response.

- Women are more likely to say that the term “organic” denotes some form of government certification (38 per cent, compared to 24 per cent of men).

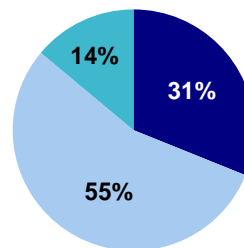
### Belief in Certification of Natural and Organic Foods

“Do you believe that “natural” foods are certified by the Government of Canada (i.e., verified as meeting certain standards)?”



n=842

“Do you believe that “organic” foods are certified by the Government of Canada (i.e., verified as meeting certain standards)?”



n=868

■ Yes  
■ No  
■ DK/NR

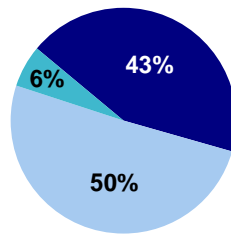
## 2.13 BELIEF THAT TERM NATURAL CAN DIFFER ACROSS FOODS

Canadians were asked whether they believe that the use of the term “natural” can differ across foods or if the term should be applied consistently across all food products. Results reveal that Canadians are divided on this issue, although there is a lean to allowing some flexibility in the application of the term “natural”. Half of respondents (50 per cent) say it should be permissible for labels to vary across foods, while 43 per cent feel the requirements should be consistent across all food products. Six per cent did not provide a response to this question.

- Quebeckers are the most adamant that labelling should be consistent across all food products (58 per cent, compared to 43 per cent nationally).

### Belief that Term Natural Can Differ Across Foods

“Fish can be considered natural only if it is not farmed (wild), yet milk can be considered “natural” even though it is from a farmed cow, as long as there are no additives or preservatives. Do you think it makes sense that the use of the term “natural”, can differ across foods, or should the term be applied equally to all foods?”



- Natural should apply equally to all foods
- Natural can differ across foods
- DK/NR

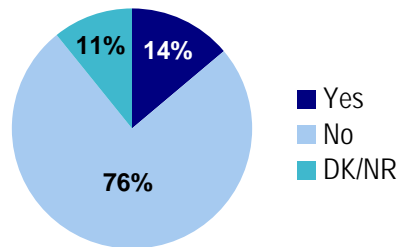
## 2.14 PERCEPTIONS OF GENETIC ENGINEERING

Respondents were also asked whether they feel that a food produced through genetic engineering could be considered natural. A clear majority (76 per cent) do not believe that a genetically engineered product should be labelled as natural, while just one in seven (14 per cent) are open to the idea. One in ten (11 per cent) offered no response.

- Agreement that genetically engineered foods are considered natural is slightly higher among men (18 per cent, compared to 10 per cent of women).

### Perceptions of Genetic Engineering

“Genetic engineering is a growing practice in the production of foods. Do you think a food produced through genetic engineering is considered natural?”



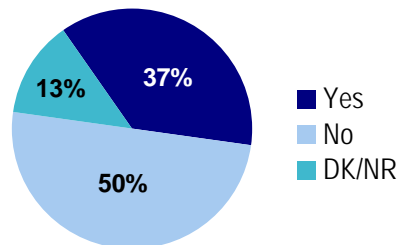
## 2.15 PERCEPTIONS OF NATURAL INGREDIENT PERFORMING FOOD ADDITIVE FUNCTIONS

Finally, respondents were asked if they believe that natural ingredients can be considered natural if they are used to perform an additive function. While half of respondents (50 per cent) believe that a product should lose its status as a natural product when used as an additive, there is some receptivity to the idea. Almost four in ten (37 per cent) believe that a natural ingredient remains natural, regardless of its use. One in six (13 per cent) did not provide a response to this question.

- Those most open to allowing food additives to carry the “natural” label include those under the age of 25 (48 per cent, compared to 37 per cent on average), Albertans (45 per cent), and residents of Manitoba and Saskatchewan (45 per cent).

### Perceptions of Natural Ingredient Performing Food Additive Functions

“Celery extract can be naturally modified to contain high levels of nitrites, which are added to the food as a preservative. Do you believe that natural ingredients (such as celery extract) are still natural when they are used to perform a food additive function (such as acting as a preservative) in the food?”





APPENDIX A  
SURVEY QUESTIONNAIRE  
(ENGLISH AND FRENCH)





**WINTRO**  
**WEB INTRO**

The Government of Canada has hired EKOS Research to conduct a short survey with people from all across Canada, the survey will take about 10-12 minutes to complete.

Please rest assured that the information you provide will be treated in the strictest of confidence. Any information you provide will be administered in accordance with the Privacy Act and other applicable privacy laws. Your participation is voluntary and your decision to participate or not will not affect any dealings you may have with the federal government in any way.

**INSTRUCTIONS**

Please consider the questions and your answers carefully.

On each screen, after selecting your answer, click on the "Back" or "Continue" buttons at the bottom of the screen to move forward or backward in the questionnaire.

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.

If you have any questions about how to complete the survey, please call Probit at 1-855-288-4932 or send an email to [online@probit.ca](mailto:online@probit.ca).

Thank you in advance for your participation.

**PREQ1 [0,0]**

When you purchase a food product at a store do you take into consideration the...?

**Q1A**

Ingredient list

- Yes..... 1
- No..... 2
- Don't Know/ No Response ..... 9      B

**Q1B**

Nutrition facts table

- Yes..... 1
- No..... 2
- Don't Know/ No Response ..... 9      B

**Q1C**

Information on the front panel

- Yes..... 1
- No..... 2
- Don't Know/ No Response ..... 9      B

## Q1D

Common name

Yes.....	1	
No.....	2	
Don't Know/ No Response .....	9	B

## Q2

Some foods can have a certain name due to ingredients they historically contained, but they may no longer contain the ingredient that is included in their common name (e.g., "Butter Tarts" no longer always contain butter, "Wine Gums" no longer contain wine). Should these products have to include clarifying information on their label for consumers to know that the ingredient is not present in the food?

Yes.....	1	
No.....	2	
Don't Know/No Response .....	9	B

## Q2A [1,3]

Why do you say that?

Response.....	77	
Don't Know/No Response .....	99	XB
PRECISE LABELLING/CLARITY ON LABELS/TRUTH IN LABELS .....	1	I
KNOWLEDGE OF WHAT I'M ACTUALLY EATING/BUYING TO EAT .....	2	I
NUTRITIONAL POINT OF VIEW, DIETARY CONCERNS .....	3	I
FALSIFIED REPRESENTATION/MISLEADING.....	4	I
ALLERGY CONCERNS .....	5	I
NEED TO KNOW EXACT INGREDIENTS; IMPORTANT TO KNOW THE INGREDIENTS.....	6	I
RESPECT FOR THE CONSUMER/HONESTY .....	7	I
CONSUMER'S ONUS TO READ INGREDIENTS THEMSELVES/EDUCATE THEMSELVES .....	8	I
UNNECESSARY TO SPECIFY OR CHANGE THEIR NAMES TO REFLECT THEIR INGREDIENTS/NAME DOES NOT NECESSARILY REPRESENT THEM.....	9	I
ONLY IF THE SPECIFIC INGREDIENT ASSOCIATED WITH THE PRODUCT NO LONGER CONTAINS THAT INGREDIENT; SHOULD REFLECT WHAT YOU BUY.....	10	I
COMMON SENSE; BECAUSE IT SAYS SOMETHING DOES NOT EMSURE REAL INGREDIENTS .....	11	I
IMPORTANT FOR PEOPLE UNFAMILIAR WITH A PRODUCT/INGREDIENT/COMMON NAMES. USEFUL FOR YOUNGER GENERATIONS AND NEW IMMIGRANTS .....	12	I
OTHER.....	97	I

**Q3A**

Certain foods emphasize certain ingredients despite the fact that there is none in the food (e.g., "Honey Dipped Donuts" that do not contain honey or "Strawberry lollipops" that do not contain strawberries). Their common names have been accepted by some consumers as a flavour designation, rather than an ingredient. Would you consider the common name of those products to be misleading?

Yes.....	1	
No.....	2	
Don't Know/No Response .....	9	B

**Q3B**

If... Q3A.EQ.1

Should the label of those products provide an indication that the ingredient indicated in the common name is in fact a flavour?

Yes.....	1	
No.....	2	
Don't Know/No Response .....	9	B

**Q4**

Common names of food can also seem to highlight an ingredient, when in fact they are indicating the food it is traditionally meant to be consumed with and illustrate not their content but their purpose in a meal. For example, "lobster sauce" is a sauce for dipping lobster and "beer nuts" are nuts served along with beer. Should these products have to include clarifying information on their label for consumers to know that the named ingredient is not present in the food?

Yes.....	1	
No.....	2	
Don't Know/No Response .....	9	B

**Q4A**

If... Q4.EQ.1-2

Why do you say that?

Response.....	77	
Don't Know/No Response .....	99	XB
PRECISE & CLEAR INFORMATION/LABELLING; TRUTH IN ADVERTISING .....	1	I
KNOWLEDGE OF WHAT I'M ACTUALLY EATING/BUYING TO EAT .....	2	I
NUTRITIONAL POINT OF VIEW, DIETARY CONCERNS .....	3	I
FALSIFIED REPRESENTATION/MISLEADING.....	4	I
ALLERGY CONCERNS .....	5	I
NEED TO KNOW EXACT INGREDIENTS; IMPORTANT TO KNOW THE INGREDIENTS.....	6	I
RESPECT FOR THE CONSUMER/HONESTY .....	7	I

CONSUMER'S ONUS TO READ INGREDIENTS THEMSELVES/EDUCATE THEMSELVES .....	8	I
UNNECESSARY TO SPECIFY OR CHANGE THEIR NAMES TO REFLECT THEIR INGREDIENTS/NAME DOES NOT NECESSARILY REPRESENT THEM.....	9	I
ONLY IF THE SPECIFIC INGREDIENT ASSOCIATED WITH THE PRODUCT NO LONGER CONTAINS THAT INGREDIENT; SHOULD REFLECT WHAT YOU BUY .....	10	I
COMMON SENSE; BECAUSE IT SAYS SOMETHING DOES NOT EMSURE REAL INGREDIENTS .....	11	I
SIMPLY COMPLIMENTARY ITEMS; INGREDIENT NOT NECSSARILY CONTAINED IN PRODUCT(IE LOBSTER IN LOBSTER SAUCE) .....	12	I
IMPORTANT FOR PEOPLE UNFAMILIAR WITH A PRODUCT/INGREDIENT/COMMON NAMES. USEFUL FOR YOUNGER GENERATIONS AND NEW IMMIGRANTS.....	13	I
OTHER.....	97	I

**PREQ5 [0,0]**

Generally speaking, do you expect the ingredient to always be present in the food products below, or would you be more likely to expect the use of the ingredient name to describe the "style" of the food?

**Q5A**

Butter in butter tarts

Ingredient should be present in food product .....	1
ingredient describes the style of the food .....	2
DON'T KNOW/ NO RESPONSE .....	9

**Q5B**

Pea in pea meal bacon

Ingredient should be present in food product .....	1
ingredient describes the style of the food .....	2
don't know/ no response .....	9

**Q5C**

Ham in hamburger

Ingredient should be present in food product .....	1
ingredient describes the style of the food .....	2
don't know/ no response .....	9

**Q5D**

Meat in mincemeat pie

Ingredient should be present in food product .....	1
ingredient describes the style of the food .....	2
don't know/ no response .....	9

**Q5E**

Wine in wine gums

Ingredient should be present in food product ..... 1  
ingredient describes the style of the food ..... 2  
don't know/ no response ..... 9

**Q5F**

Bread in sweetbreads

Ingredient should be present in food product ..... 1  
ingredient describes the style of the food ..... 2  
don't know/ no response ..... 9

**Q5G**

Fish in fish tea soup

Ingredient should be present in food product ..... 1  
ingredient describes the style of the food ..... 2  
don't know/ no response ..... 9

**Q5H**

Tea in fish tea soup

Ingredient should be present in food product ..... 1  
ingredient describes the style of the food ..... 2  
don't know/ no response ..... 9

**Q5I**

Beer in beer salami

Ingredient should be present in food product ..... 1  
ingredient describes the style of the food ..... 2  
don't know/ no response ..... 9

**Q5J**

Cream in cream puffs

Ingredient should be present in food product ..... 1  
ingredient describes the style of the food ..... 2  
don't know/ no response ..... 9

**Q6**

Do you know what "pea meal bacon" is?

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

**Q7**

If... Q6.EQ.1

In your opinion, how does pea meal bacon differ from other types of bacon such as bacon, back bacon and Wiltshire bacon?

Response.....	77	
Don't know /No response.....	99	XB
ROLLED/CURED IN CORNMEAL/GROUND PEAS/COATED FOR PRESERVATION PURPOSES .....	1	I
LEANER, LESS FAT (MORE HAM LIKE).....	2	I
DIFFERENT CUT (THICKER, LOIN VS PORK BELLY).....	3	I
METHOD OF PREPARATION (CURED/BRINED/SMOKED).....	4	I
REFERRED TO AS CANADIAN BACON/CANADIAN MADE .....	6	I
UNAWARE OF WILTSHIRE BACON .....	7	I
TASTE (SALTY, FLAVOUR) .....	8	I
ONE IN THE SAME; THOUGHT THEY WERE THE SAME (PEAMEAL VS BACK BACON).....	9	I
TEXTURE.....	10	I
HEALTHIER.....	11	I
DIFFERENT SHAPE/APPEARANCE/SIZE .....	12	I
COST.....	13	I
OTHER.....	97	I

**Q8**

Historically, pea meal bacon was pork loin rolled in ground dried peas, however that practice is no longer used. Today, the pork loin is now rolled in cornmeal, and unlike back bacon, it is not smoked. Do you think it is acceptable to continue to use a name like pea meal bacon (that does not accurately describe a food), as long as consumers generally understand its meaning?

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

**Q9**

In some cases, where the food does not contain the ingredient named in the common name, the ingredient name is modified, with the intention that it is not mistaken with the real ingredient. For example, cookies with artificial chocolate flavour could be named "Chocolaty Cookies". Does this provide you with enough clarifying information that there is no chocolate in the cookie?

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

**Q10A**

Rotation with Half Sample

What do you think "natural" means when applied to foods?

Response.....	77	
Don't know /No response.....	99	XB
NO PRESERVATIVES, NO ADDITIVES.....	1	I
NO ARTIFICIAL FLAVOURS OR COLOURS .....	2	I
NO PESTICIDES/HERBICIDES/CHEMICALS.....	3	I
NATURAL INGREDIENTS/DERIVED FROM NATURE, NO ATRIFICIAL INGREDIENTS.....	4	I
NOT GENETICALLY ENGINEERED (HORMONES, STEROIDS, ETC..).....	5	I
BELOW HUMANE ANIMAL STANDARDS .....	6	I
NOT PROCESSED/AUTHENTIC/SYNTHETIC/ NOT MODIFIED.....	7	I
NOT ARTIFICIAL (GENERAL) .....	8	I
NOT MANUFACTURED.....	9	I
NOTHING; MARKETING SCHEME.....	98	I
OTHER.....	97	I

**Q10B**

Rotation with Half Sample

What to you think "organic" means when applied to foods?

Response.....	77	
Don't know /No response.....	99	XB
NO PRESERVATIVES, NO ADDITIVES.....	1	I
NO ARTIFICIAL FLAVOURS OR COLOURS .....	2	I
NO PESTICIDES/HERBICIDES/CHEMICALS.....	3	I
NATURAL INGREDIENTS/DERIVED FROM NATURE, NO ATRIFICIAL INGREDIENTS.....	4	I
NOT GENETICALLY ENGINEERED (HORMONES, STEROIDS, ETC..).....	5	I
UNDER HUMANE ANIMAL STANDARDS .....	6	I
NOT PROCESSED/AUTHENTIC/SYNTHETIC/ NOT MODIFIED.....	7	I
COSTLY/EXPENSIVE.....	8	I
HEALTHIER.....	9	I
NOTHING; MARKETING SCHEME.....	98	I
OTHER.....	97	I

**Q11A**

Rotation with Half Sample

Do you believe that "natural" foods are certified by the Government of Canada (i.e., verified as meeting certain standards)?

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

**Q11B**

Rotation with Half Sample

Do you believe that "organic" foods are certified by the Government of Canada (i.e., verified as meeting certain standards)?

- Yes..... 1
- No..... 2
- Don't know /No response..... 9

**Q12A**

Rotation with Half Sample

What would be the main reason(s) why you would buy "natural" foods?

Select all that apply

- 100% natural ingredients..... 1
- No artificial flavours or colours..... 2
- No food additives or preservatives ..... 3
- No pesticides/herbicides ..... 4
- No genetically engineered ingredients..... 5
- Perception of benefits; HEALTHIER..... 6
- Grown under humane animal standards ..... 7
- Fosters environmental sustainability ..... 8
- Do not buy natural foods ..... 9 B
- Other (Specify) ..... 77 B
- Don't know /No response..... 99 BX
- ACCORDING/READING THE INGREDIENTS ON THE PACKAGE ..... 10 I
- TASTE ..... 11 I
- COST/PRICE ..... 12 I
- NATURAL IS MEANINGLESS. NATURAL DOES NOT REFLECT PURCHASING HABITS ..... 13 I

**Q12B**

Rotation with Half Sample

What would be the main reason(s) why you would buy "organic" foods?

Select all that apply

- 100% natural ingredients..... 1
- No artificial flavours or colours..... 2
- No food additives or preservatives ..... 3
- No pesticides/herbicides ..... 4
- No genetically engineered ingredients..... 5
- Perception of benefits ..... 6
- Grown under humane animal standards ..... 7
- Fosters environmental sustainability ..... 8
- Do not buy organic foods ..... 9 B
- Other (Specify) ..... 77 B
- Don't know /No response..... 99 BX
- TASTE ..... 10 I
- COST ISSUES/CONCERNS ..... 11 I
- TRUST ISSUES/LACK CONFIDENCE ..... 12 I



**Q13**

Fish can be considered natural only if it is not farmed (wild), yet milk can be considered "natural" even though it is from a farmed cow, as long as there are no additives or preservatives. Do you think it makes sense that the use of the term "natural", can differ across foods, or should the term be applied equally to all foods?

- Natural should apply equally to all foods ..... 1
- Natural can differ across foods ..... 2
- Don't know/No response..... 9

**Q14**

Genetic engineering is a growing practice in the production of foods. Do you think a food produced through genetic engineering is considered natural?

- Yes..... 1
- No..... 2
- Don't know /No response..... 9

**Q15**

Celery extract can be naturally modified to contain high levels of nitrites, which are added to the food as a preservative. Do you believe that natural ingredients (such as celery extract) are still natural when they are used to perform a food additive function (such as acting as a preservative) in the food?

- Yes..... 1
- No..... 2
- Don't know /No response..... 9

**DEMOGRAPHICS**

These last few questions will be used for statistical purposes only.

**GENDER**

Are you ...

- Male..... 1
- Female ..... 2

**QAGEX**

In what year were you born?

- Year ..... 1
- Refuse..... 9

**QAGEY**

*If hesitant*

If... QAGEX.EQ.9

May we place your age into one of the following general age categories?

- Under 25 ..... 1
- 25-34 years ..... 2
- 35-44 years ..... 3
- 45-54 years ..... 4
- 55-64 years ..... 5
- 65-74 years ..... 6
- 75 years or older ..... 7
- Refuse..... 9

**EDUCATION**

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

- Some high school or less ..... 1
- High school graduate ..... 2
- Some college ..... 3
- Community/Technical college or CEGEP graduate ..... 4
- Private college graduate ..... 5
- Some university ..... 6
- Bachelor's degree ..... 7
- Graduate degree ..... 8
- No response ..... 9

**LANGUAGE**

What language do you speak most often at home?

- English..... 1
- French..... 2
- Other (please specify)..... 77
- No response ..... 99
- OTHER..... 97 I
- SPANISH ..... 3 I
- RUSSIAN..... 4 I
- INDIA (URDU, TAMIL, GUJARTI)..... 5 I

**COUNTRY**

In which country were you born?

- Canada..... 1
- All other countries ..... 2
- No response ..... 99

**INCOME**

Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes.

Less than \$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
No response .....	99

**THNK**

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



## **WEB INTRO**

Le gouvernement du Canada a retenu les services des Associés de recherche EKOS pour la réalisation d'un très court sondage auprès de Canadiennes et de Canadiens d'un bout à l'autre du pays. Il vous faudra de 10-12 minutes environ pour répondre au sondage.

Soyez sans crainte : l'information que vous communiquerez sera traitée en toute confidentialité, en conformité avec les dispositions de la Loi sur la protection des renseignements personnels et des autres lois de même nature. De plus, vous êtes tout à fait libre de participer ou non au sondage, et votre décision à cet effet n'aura aucune incidence sur vos possibles rapports avec le gouvernement fédéral.

## **DIRECTIVES**

Veuillez lire attentivement les questions et y répondre avec soin.

Sur chaque écran, après avoir sélectionné votre réponse, cliquez sur le bouton « Retour » ou « Continuer » au bas de l'écran pour vous déplacer vers l'avant ou l'arrière dans le questionnaire.

Si vous quittez le sondage avant d'avoir terminé, vous pourrez y revenir plus tard au moyen de l'adresse URL et vous obtiendrez la page où vous étiez en quittant. Les réponses que vous aurez données jusque-là auront été sauvegardées.

Pour toute question sur la façon de remplir le questionnaire, veuillez téléphoner à Probit, au numéro 1-855-288-4932, ou envoyer un courriel à [online@probit.ca](mailto:online@probit.ca).

Merci à l'avance de votre participation.

## **PREQ1**

Quand vous achetez un produit alimentaire au magasin, est-ce que vous tenez compte de cet aspect...

### **Q1A**

La liste des ingrédients

Oui.....	1	
Non.....	2	
Je ne sais pas/ Pas de réponse .....	9	B

### **Q1B**

Le tableau de la valeur nutritive

Oui.....	1	
Non.....	2	
Je ne sais pas/ Pas de réponse .....	9	B

### **Q1C**

L'information sur l'étiquette du devant

Oui.....	1	
Non.....	2	
Je ne sais pas/ Pas de réponse .....	9	B

### Q1D

Le nom usuel

Oui.....	1	
Non.....	2	
Je ne sais pas/ Pas de réponse .....	9	B

### Q2

Certains aliments peuvent être nommés d'une certaine façon à cause d'un ingrédient qu'ils contenaient à l'origine mais qu'ils ne contiennent plus, bien qu'on l'ait conservé dans leur nom usuel (p. ex., les "Tartelettes au beurre" ne contiennent plus toujours du beurre, les jujubes "Wine Gums" ne contiennent plus de vin). Faudrait-il inscrire sur l'étiquette certaines précisions afin que le consommateur sache que l'aliment en question ne renferme pas l'ingrédient auquel le nom fait référence?

Oui.....	1	
Non.....	2	
Je ne sais pas/Pas de réponse.....	9	B

### Q2A

Pourquoi êtes-vous de cet avis?

Réponse .....	77	
Je ne sais pas/Pas de réponse.....	99	XB

### Q3A

Certains aliments donnent à penser qu'un certain ingrédient s'y trouve alors qu'il n'en est rien (p. ex., des "beignes au miel" qui ne contiennent pas de miel ou des "sucettes à la fraise" qui ne contiennent pas de fraises). Leur nom usuel en est venu à désigner pour certains consommateurs une saveur plutôt qu'un ingrédient. Trouvez-vous que les noms usuels de ce genre sont trompeurs?

Oui.....	1	
Non.....	2	
Je ne sais pas/Pas de réponse.....	9	B

### Q3B

If... Q3A.EQ.1

Faudrait-il que l'étiquette de ces produits indique que l'ingrédient auquel le nom usuel fait référence constitue en fait une saveur?

Oui.....	1	
Non.....	2	
Je ne sais pas/Pas de réponse.....	9	B

#### Q4

Le nom usuel d'un aliment peut aussi sembler mettre en valeur un ingrédient alors qu'en fait, il signifie que l'aliment en question est censé normalement accompagner cet ingrédient, de sorte que le nom illustre non pas le contenu de l'aliment mais la façon de le consommer. Par exemple, une "sauce à homard" est une trempette pour le homard et des "noix à la bière" sont en fait des noix à consommer avec de la bière. Faudrait-il que l'étiquette de ces produits comporte des précisions pour indiquer au consommateur que l'ingrédient nommé ne se trouve pas dans le produit?

Oui.....	1	
Non.....	2	
Je ne sais pas/Pas de réponse.....	9	B

#### Q4A

If... Q4.EQ.1-2

Pourquoi êtes-vous de cet avis?

Réponse .....	77	
Je ne sais pas/Pas de réponse.....	99	XB

#### PREQ5

De façon générale, vous attendez-vous à ce que l'ingrédient suivant soit toujours présent dans l'aliment en question, ou êtes-vous plutôt susceptible de penser que cet ingrédient sert à décrire le «style» de l'aliment?

#### Q5A

Du beurre dans les tartelettes au beurre

L'INGRÉDIENT DEVRAIT ÊTRE PRÉSENT DANS LE PRODUIT

ALIMENTAIRE.....	1	
L'INGRÉDIENT DÉCRIT LE STYLE DE L'ALIMENT .....	2	
JE NE SAIS PAS/ PAS DE RÉPONSE .....	9	

#### Q5B

Des pois dans du bacon enrobé de pois (peameal)

L'INGRÉDIENT DEVRAIT ÊTRE PRÉSENT DANS LE PRODUIT

ALIMENTAIRE.....	1	
L'INGRÉDIENT DÉCRIT LE STYLE DE L'ALIMENT .....	2	
JE NE SAIS PAS/ PAS DE RÉPONSE .....	9	

#### Q5C

Du jambon (ham) dans du hamburger

L'INGRÉDIENT DEVRAIT ÊTRE PRÉSENT DANS LE PRODUIT

ALIMENTAIRE.....	1	
L'INGRÉDIENT DÉCRIT LE STYLE DE L'ALIMENT .....	2	
JE NE SAIS PAS/ PAS DE RÉPONSE .....	9	

### Q5D

De la viande (meat) dans une tarte au mincemeat	
L'INGRÉDIENT DEVRAIT ÊTRE PRÉSENT DANS LE PRODUIT	
ALIMENTAIRE.....	1
L'INGRÉDIENT DÉCRIT LE STYLE DE L'ALIMENT.....	2
JE NE SAIS PAS/ PAS DE RÉPONSE .....	9

### Q5E

Du vin dans des gommages au vin (jujubes Wine Gums)	
L'INGRÉDIENT DEVRAIT ÊTRE PRÉSENT DANS LE PRODUIT	
ALIMENTAIRE.....	1
L'INGRÉDIENT DÉCRIT LE STYLE DE L'ALIMENT.....	2
JE NE SAIS PAS/ PAS DE RÉPONSE .....	9

### Q5F

Du riz dans des ris de veau	
L'INGRÉDIENT DEVRAIT ÊTRE PRÉSENT DANS LE PRODUIT	
ALIMENTAIRE.....	1
L'INGRÉDIENT DÉCRIT LE STYLE DE L'ALIMENT.....	2
JE NE SAIS PAS/ PAS DE RÉPONSE .....	9

### Q5G

Du poisson (fish) dans une soupe thé au poisson (Fish tea soup)	
L'INGRÉDIENT DEVRAIT ÊTRE PRÉSENT DANS LE PRODUIT	
ALIMENTAIRE.....	1
L'INGRÉDIENT DÉCRIT LE STYLE DE L'ALIMENT.....	2
JE NE SAIS PAS/ PAS DE RÉPONSE .....	9

### Q5H

Du thé (tea) dans une soupe thé au poisson (Fish tea soup)	
L'INGRÉDIENT DEVRAIT ÊTRE PRÉSENT DANS LE PRODUIT	
ALIMENTAIRE.....	1
L'INGRÉDIENT DÉCRIT LE STYLE DE L'ALIMENT.....	2
JE NE SAIS PAS/ PAS DE RÉPONSE .....	9

### Q5I

De la bière dans du salami à bière	
L'INGRÉDIENT DEVRAIT ÊTRE PRÉSENT DANS LE PRODUIT	
ALIMENTAIRE.....	1
L'INGRÉDIENT DÉCRIT LE STYLE DE L'ALIMENT.....	2
JE NE SAIS PAS/ PAS DE RÉPONSE .....	9

### Q5J

De la crème dans des choux à la crème	
L'INGRÉDIENT DEVRAIT ÊTRE PRÉSENT DANS LE PRODUIT	
ALIMENTAIRE.....	1
L'INGRÉDIENT DÉCRIT LE STYLE DE L'ALIMENT.....	2



JE NE SAIS PAS/ PAS DE RÉPONSE ..... 9

**Q6**

Savez-vous ce qu'est du "bacon enrobé de pois" (peameal)?

Oui..... 1  
Non..... 2  
Je ne sais pas/Pas de réponse..... 9

**Q7**

If... Q6.EQ.1

D'après vous, en quoi le bacon enrobé de pois diffère-t-il du bacon ordinaire, du bacon de dos et du bacon Wiltshire?

Réponse ..... 77  
Je ne sais pas/Pas de réponse..... 99 XB

**Q8**

À l'origine, le "peameal bacon" était de la longe de porc enrobée de semoule de pois, mais cette méthode n'est plus employée. De nos jours, la longe de porc est enrobée de semoule de maïs et, au contraire du bacon de dos, elle n'est pas fumée. Trouvez-vous acceptable de continuer à utiliser un nom comme bacon enrobé de pois ou peameal (qui ne décrit pas de façon exacte un aliment), pourvu que le consommateur sache en général de quoi il s'agit?

Oui..... 1  
Non..... 2  
Je ne sais pas/Pas de réponse..... 9

**Q9**

Dans certains cas, lorsque l'aliment ne contient pas l'ingrédient mentionné dans le nom usuel, le nom de l'ingrédient est modifié pour éviter toute confusion avec le véritable ingrédient. Par exemple, les biscuits à saveur artificielle de chocolat peuvent être appelés des "biscuits chocolatés". Cette appellation est-elle suffisante pour vous indiquer que le biscuit ne contient pas de chocolat?

Oui..... 1  
Non..... 2  
Je ne sais pas/Pas de réponse..... 9

**Q10A**

ROTATION WITH HALF SAMPLE

Que signifie pour vous le mot "naturel" appliqué aux aliments?

Réponse ..... 77  
Je ne sais pas/Pas de réponse..... 99 XB

**Q10B**

ROTATION WITH HALF SAMPLE

Que signifie pour vous le mot "biologique" appliqué aux aliments?

Réponse .....	77	
Je ne sais pas/Pas de réponse.....	99	XB

**Q11A**

ROTATION WITH HALF SAMPLE

Croyez-vous que les aliments "naturels" sont certifiés par le gouvernement du Canada (c.-à-d. vérifiés et tenus pour satisfaire à certaines normes)?

Oui.....	1
Non.....	2
Je ne sais pas/Pas de réponse.....	9

**Q11B**

ROTATION WITH HALF SAMPLE

Croyez-vous que les aliments "biologiques" sont certifiés par le gouvernement du Canada (c.-à-d. vérifiés et tenus pour satisfaire à certaines normes)?

Oui.....	1
Non.....	2
Je ne sais pas/Pas de réponse.....	9

**Q12A**

ROTATION WITH HALF SAMPLE

Quelles seraient votre ou vos principales raisons d'acheter des aliments "naturels"?

Sélectionner toute réponse pertinente

Des ingrédients naturels à 100% .....	1	
Sans saveurs ou couleurs artificielles .....	2	
Sans additif alimentaire ou produit de conservation.....	3	
Sans pesticide ou herbicide .....	4	
Ingrédients non génétiquement modifiés.....	5	
Impression de leurs avantages .....	6	
Produits sans cruauté envers les animaux.....	7	
Favorables à la durabilité de l'environnement .....	8	
Je n'achète pas d'aliments naturels.....	9	B
Autre réponse (préciser) .....	77	B
Je ne sais pas/Pas de réponse.....	99	BX

## Q12B

### ROTATION WITH HALF SAMPLE

Quelles seraient votre ou vos principales raisons d'acheter des aliments "biologiques"?

Sélectionner toute réponse pertinente

Des ingrédients naturels à 100% .....	1	
Sans saveurs ou couleurs artificielles .....	2	
Sans additif alimentaire ou produit de conservation.....	3	
Sans pesticide ou herbicide .....	4	
Ingrédients non génétiquement modifiés.....	5	
Impression de leurs avantages .....	6	
Produits sans cruauté envers les animaux.....	7	
Favorables à la durabilité de l'environnement .....	8	
Je n'achète pas d'aliments biologiques.....	9	B
Autre réponse (préciser) .....	77	B
Je ne sais pas/Pas de réponse.....	99	BX

## Q13

Le poisson est tenu pour être naturel seulement s'il ne provient pas d'un élevage (s'il est sauvage), alors que le lait est tenu pour être «naturel» même s'il provient d'une vache d'élevage, pourvu qu'il ne contienne pas d'additif alimentaire ou de produit de conservation. Trouvez-vous logique que le mot "naturel" prenne un sens différent selon l'aliment concerné, ou le mot devrait-il avoir le même sens quel que soit l'aliment?

Le mot «naturel» devrait avoir le même sens quel que soit l'aliment.....	1
Le mot «naturel» peut avoir un sens différent selon l'aliment concerné.....	2
Je ne sais pas/Pas de réponse.....	9

## Q14

Le génie génétique devient une pratique courante dans la production alimentaire. Un aliment issu du génie génétique peut-il, selon vous, être tenu pour naturel?

Oui.....	1
Non.....	2
Je ne sais pas/Pas de réponse.....	9

## Q15

On peut modifier naturellement de l'extrait de céleri pour qu'il contienne des niveaux élevés de nitrites qui sont ajoutés à un aliment pour sa conservation. Trouvez-vous que des ingrédients naturels (comme l'extrait de céleri) demeurent naturels quand on les utilise pour jouer le rôle d'un additif alimentaire (par exemple, comme produit de conservation)?

Oui.....	1
Non.....	2
Je ne sais pas/Pas de réponse.....	9

## DEMOGRAPHICS

Ces dernières questions ne seront utilisées qu'à des fins statistiques.

### ISEX

Etes-vous...

Homme .....	1
Femme .....	2

### QAGEX

En quelle année êtes-vous né(e)?

Année .....	1
Refus de répondre.....	9

### QAGEY

*En cas d'hésitation*

If... QAGEX.EQ.9

Puis-je inscrire votre âge dans l'une des catégories suivantes?

Moins de 25 ans.....	1
De 25 à 34 ans .....	2
De 35 à 44 ans .....	3
De 45 à 54 ans .....	4
De 55 à 64 ans .....	5
De 65 à 74 ans .....	6
75 ans ou plus .....	7
Refus de répondre.....	9

## EDUCATION

Quel est le plus haut niveau de scolarité que vous avez atteint?

Études secondaires partielles ou moins .....	1
Diplôme d'études secondaires.....	2
Études collégiales partielles .....	3
Diplôme d'un collège communautaire/technique ou d'un cégep.....	4
Diplôme d'un collège privé.....	5
Études universitaires partielles .....	6
Baccalauréat .....	7
Diplôme d'études supérieures .....	8
Pas de réponse .....	9

## LANGYAGE

Quelle langue parlez-vous le plus souvent à la maison?

Anglais .....	1
Français .....	2
Autre (veuillez préciser) .....	77
Pas de réponse .....	99

AUTRE..... 97 I

**COUNTRY**

Dans quel pays êtes-vous né(e)?

Canada..... 1  
Tout autre pays ..... 2  
Pas de réponse ..... 99

**INCOME**

Laquelle des catégories suivantes décrit le mieux le revenu global de votre ménage?  
C'est-à-dire le revenu de toutes les personnes de votre ménage, avant impôt?

Moins de 20 000 \$ ..... 1  
20 000\$ à moins de 40 000\$ ..... 2  
40 000\$ à moins de 60 000\$ ..... 3  
60 000\$ à moins de 80 000\$ ..... 4  
80 000\$ à moins de 100 000\$ ..... 5  
100 000\$ à moins de 150 000\$ ..... 6  
150 000 \$ ou plus ..... 7  
Pas de réponse ..... 99

**THNK**

Merci beaucoup d'avoir pris le temps de répondre à notre sondage.



APPENDIX B  
DETAILED METHODOLOGY





# METHODOLOGY

## ***Survey Design***

The survey instrument was designed by CFIA officials and finalized in consultation with EKOS. The questionnaire was pre-tested online in English and in French prior to survey launch. The objective of the pre-test was to ascertain the clarity of the questions, the flow of the sequencing, the overall length of the interviews and any factors that may affect the response rate. No significant problems were revealed through the pre-test and the field proceeded as scheduled.

## ***Sample***

Respondents to the online survey were 18 years of age and older and were drawn from EKOS' online panel. Our panel contains over 80,000 Canadian households, and offers complete coverage of the Canadian population (i.e., Internet, phone, cell phone), random recruitment (in other words, participants are recruited randomly, they do not opt themselves into our panel), and equal probability sampling. All respondents to our panel are recruited by telephone using random digit dialling and are confirmed by live interviewers. We monitor our panel for the following:

- ***Speeding catch:*** Based on questionnaire, catches respondents who move beyond a screen or grid too quickly. A warning message appears on the screen;
- ***Straight-line catch:*** Works very much hand in hand with speeding, however, only applies to grids. Provides a warning when all responses to a grid block questions are the same; and
- ***Inconsistent/belligerent response catch:*** In cases where a respondent supplies blatantly inconsistent or belligerent responses that case is removed from the survey database and their behaviour is noted in the master panel database. Two infractions and the member is removed from the panel.

Please note that this survey was conducted with members of our panel who have Internet access, which according to the 2009 Statistics Canada Canadian Internet User Survey, consists of roughly 80 per cent of Canadians 16 years and older. These survey results therefore represent the proportion of Canadians who have Internet access, and not the entire Canadian adult population. Panel respondents selected for this survey had not participated in any other Government of Canada surveys as a member of our panel in the previous 30 days from the launch of the survey.

The sample included all provinces and territories, and the survey was administered in both English and French. A total of 1,710 respondents completed the survey. The margin of error for a sample of 1,710 is +/- 2.4 percentage points, 19 times out of 20.

## ***Survey Administration***

The final questionnaire was sent out to the target audience via the Internet. The survey was administered using a bilingual questionnaire, installed on a web-server controlled by EKOS. The questionnaire was prefaced with a brief introduction to the study and rationale for the research. Instructions for completing the survey clearly indicated how to move through the questionnaire and fill in responses.

Both the email invitation and the survey instructions included an email address that respondents could use in the event that there were questions about the study or completing the questionnaire. Also, a 1-800 hotline, staffed by experienced, bilingual field staff, was available to respondents.

The survey lasted, on average, approximately 13 minutes. The survey was conducted from February 28 to March 9, 2012.

Survey results were weighted based on Statistics Canada data according to age, gender, and region to ensure the sample is representative of the online general public aged 18 years and older.

EKOS informed respondents of their rights under the Privacy and Access to Information Acts and ensured that those rights were protected throughout the research process. This included: informing respondents of the purpose of the research; identifying both the sponsoring department and research supplier; informing respondents that their participation in the study is voluntary, and that the information provided would be administered according to the requirements of the Privacy Act.

## **Response Rate**

The response (success) rate for the online survey was 16.6 per cent. Details are presented below.

### **Success Rate**

<b>Final Disposition (00712)</b>	<b>Totals</b>
A Total Invitations	11749
B Undeliverable/bounce	1444
C Net usable invitations (c=a-b)	10305
D Total completes	1710
E Qualified break-offs	184
G Not responded	8595
Online Success Rate Table	
Method (MRIA formulas)	Response Rate
Success Rate: (calc = (d+f+h)/c))	16.59%

# APPENDIX C DATA TABLES

# Canadian's Understanding and Acceptance of Composition and Production Claims Survey:

**Data Tables: Banner: (Demographics) Total, Region, Gender, Age, Education, Income**

**Date:** March 16, 2012

**Target Population:** Canada National General Public

**Sample:** n=1710 (MOE +/- 2.38%, 19 times out of 20)

**Field Dates:** February 28<sup>th</sup> – March 9<sup>th</sup>, 2012

**Mode of administration:** Probit Online

When you purchase a food product at a store do you take into consideration the ... Ingredient list?..... 5

When you purchase a food product at a store do you take into consideration the ... Nutrition facts table? ..... 6

When you purchase a food product at a store do you take into consideration the ... Information on the front panel?..... 7

When you purchase a food product at a store do you take into consideration the ... Common name? ..... 8

Some foods can have a certain name due to ingredients they historically contained, but they may no longer contain the ingredient that is included in their common name (e.g., “Butter Tarts” no longer always contain butter, "Wine Gums" no longer contain wine). Should these products have to include clarifying information on their label for consumers to know that the ingredient is not present in the food? ..... 9

Q2. Some foods can have a certain name due to ingredients they historically contained, but they may no longer contain the ingredient that is included in their common name (e.g., "Butter Tarts" no longer always contain butter, "Wine Gums" no longer contain wine). Should these products have to include clarifying information on their label for consumers to know that the ingredient is not present in the food? ..... 10

Q2A. Why do you say that? ..... 10

Certain foods emphasize certain ingredients despite the fact that there is none in the food (e.g., "Honey Dipped Donuts" that do not contain honey or "Strawberry lollipops" that do not contain strawberries). Their common names have been accepted by some consumers as a flavour designation, rather than an ingredient. Would you consider the common name of those products to be misleading?..... 14

Should the label of those products provide an indication that the ingredient indicated in the common name is in fact a flavour?..... 15

Common names of food can also seem to highlight an ingredient, when in fact they are indicating the food it is traditionally meant to be consumed with and illustrate not their content but their purpose in a meal. For example, "lobster sauce" is a sauce for dipping lobster and "beer nuts" are nuts served along with beer. Should these products have to include clarifying information on their label for consumers to know that the named ingredient is not present in the food?..... 16

Q4. Common names of food can also seem to highlight an ingredient, when in fact they are indicating the food it is traditionally meant to be consumed with and illustrate not their content but their purpose in a meal. For example, "lobster sauce" is a sauce for dipping lobster and "beer nuts" are nuts served along with beer. Should these products have to include clarifying information on their label for consumers to know that the named ingredient is not present in the food? ..... 17

Q4A. Why do you say that? ..... 17

Butter in butter tarts - Do you expect the ingredient to always be present in the food product or would you be more likely to expect the use of the ingredient name to describe the “style” of the food?..... 21

Pea in peameal bacon - Do you expect the ingredient to always be present in the food product or would you be more likely to expect the use of the ingredient name to describe the "style" of the food?.. 22

Ham in hamburger - Do you expect the ingredient to always be present in the food product or would you be more likely to expect the use of the ingredient name to describe the "style" of the food? ..... 23

Meat in mincemeat pie - Do you expect the ingredient to always be present in the food product or would you be more likely to expect the use of the ingredient name to describe the "style" of the food? 24

Wine in wine gums - Do you expect the ingredient to always be present in the food product or would you be more likely to expect the use of the ingredient name to describe the "style" of the food? .....25

Bread in sweetbreads - Do you expect the ingredient to always be present in the food product or would you be more likely to expect the use of the ingredient name to describe the "style" of the food?...26

Fish in fish tea soup - Do you expect the ingredient to always be present in the food product or would you be more likely to expect the use of the ingredient name to describe the "style" of the food?.....27

Tea in fish tea soup - Do you expect the ingredient to always be present in the food product or would you be more likely to expect the use of the ingredient name to describe the "style" of the food? .....28

Beer in beer salami - Do you expect the ingredient to always be present in the food product or would you be more likely to expect the use of the ingredient name to describe the "style" of the food? .....29

Cream in cream puffs - Do you expect the ingredient to always be present in the food product or would you be more likely to expect the use of the ingredient name to describe the "style" of the food?..30

Do you know what "peameal bacon" is?.....31

In your opinion, how does peameal bacon differ from other types of bacon such as bacon, back bacon and wiltshire bacon? .....32

Historically, peameal bacon was pork loin rolled in ground dried peas, however that practice is no longer used. Today, the pork loin is now rolled in cornmeal, and unlike back bacon, it is not smoked. Do you think it is acceptable to continue to use a name like peameal bacon (that does not accurately describe a food), as long as consumers generally understand its meaning?.....34

In some cases, where the food does not contain the ingredient named in the common name, the ingredient name is modified, with the intention that it is not mistaken with the real ingredient. For example, cookies with artificial chocolate flavour could be named "Chocolatey Cookies". Does this provide with you with enough clarifying information that there is no chocolate in the cookie?.....35

What do you think "natural" means when applied to foods?.....36

What to you think "organic" means when applied to foods?.....38

Do you believe that "natural" foods are certified by the Government of Canada (i.e., verified as meeting certain standards)?.....40

Do you believe that "organic" foods are certified by the Government of Canada (i.e., verified as meeting certain standards)?.....41

What would be the main reason(s) why you would buy "natural" foods? .....42

What would be the main reason(s) why you would buy "organic" foods? .....44

Fish can be considered natural only if it is not farmed (wild), yet milk can be considered "natural" even though it is from a farmed cow, as long as there are no additives or preservatives. Do you think it makes sense that the use of the term... .....46

Genetic engineering is a growing practice in the production of foods. Do you think a food produced through genetic engineering is considered natural?.....47

Celery extract can be naturally modified to contain high levels of nitrites, which are added to the food as a preservative. Do you believe that natural ingredients (such as celery extract) are still natural when they are used to perform a food additive..... 48

Region..... 49

Gender..... 51

What is the highest level of schooling that you have completed? ..... 53

Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes. .... 54

When you purchase a food product at a store do you take into consideration the ... Ingredient list?																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q1A																						
Weighted Total:	1710	244	183	117	685	349	131	818	892	177	615	621	285	249	476	889	111	193	256	210	238	454
Total:	1710	250	159	113	721	349	118	795	915	100	503	762	333	249	488	876	99	191	264	209	239	464
<b>Yes</b>	1373 80%	214 <b>88%</b> +++	149 82%	96 82%	563 82%	253 <b>72%</b> ----	98 75%	603 <b>74%</b> ----	771 <b>86%</b> ++++	116 <b>66%</b> ----	492 80%	514 <b>83%</b> ++	240 <b>84%</b> ++	182 <b>73%</b> ---	391 82%	728 82%	80 <b>72%</b> --	150 78%	210 82%	166 79%	204 <b>85%</b> ++	376 83%
<b>No</b>	325 19%	28 <b>12%</b> ---	34 18%	21 18%	118 17%	92 <b>26%</b> ++++	32 25%	208 <b>25%</b> ++++	117 <b>13%</b> ----	59 <b>33%</b> ++++	123 20%	102 <b>16%</b> --	41 <b>14%</b> --	65 <b>26%</b> +++	83 17%	157 18%	29 26%	40 21%	45 18%	44 21%	35 15%	74 16%
<b>Don't Know/ No Response</b>	12 1%	2 1%	0 0%	0 0%	5 1%	4 1%	1 1%	7 1%	5 1%	2 1%	1 0%	5 1%	3 1%	2 1%	2 0%	4 0%	2 2%	3 1%	2 1%	0 0%	0 0%	3 1%
Chi2:	-	(99)						99.9		(99.9)				(95)			(90)					
Std Error Around 50%:	2.37	6.20	7.77	9.22	3.65	5.25	9.02	3.48	3.24	9.80	4.37	3.55	5.37	6.21	4.44	3.31	9.85	7.09	6.03	6.78	6.34	4.55



When you purchase a food product at a store do you take into consideration the ... Nutrition facts table?																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q1B																						
Weighted Total:	1710	244	183	117	685	349	131	818	892	177	615	621	285	249	476	889	111	193	256	210	238	454
Total:	1710	250	159	113	721	349	118	795	915	100	503	762	333	249	488	876	99	191	264	209	239	464
<b>Yes</b>	1394 82%	208 85%	154 84%	96 82%	576 84%	259 74%	102 78%	636 78%	758 85%	133 75%	505 82%	515 83%	231 81%	187 75%	397 83%	740 83%	82 74%	141 73%	218 85%	169 81%	202 85%	385 85%
<b>No</b>	296 17%	31 13%	29 16%	19 16%	104 15%	86 25%	26 20%	172 21%	124 14%	44 25%	106 17%	97 16%	48 17%	56 23%	73 15%	144 16%	24 22%	47 24%	37 14%	39 19%	35 15%	65 14%
<b>Don't Know/ No Response</b>	20 1%	6 2%	0 0%	2 2%	5 1%	4 1%	3 2%	10 1%	10 1%	0 0%	5 1%	9 1%	6 2%	5 2%	7 1%	6 1%	5 4%	5 3%	2 1%	1 1%	1 0%	4 1%
Chi2:	-	(99)						99.9		(95)				(95)			(99.9)					
Std Error Around 50%:	2.37	6.20	7.77	9.22	3.65	5.25	9.02	3.48	3.24	9.80	4.37	3.55	5.37	6.21	4.44	3.31	9.85	7.09	6.03	6.78	6.34	4.55

When you purchase a food product at a store do you take into consideration the ... Information on the front panel?																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q1C																						
Weighted Total:	1710	244	183	117	685	349	131	818	892	177	615	621	285	249	476	889	111	193	256	210	238	454
Total:	1710	250	159	113	721	349	118	795	915	100	503	762	333	249	488	876	99	191	264	209	239	464
<b>Yes</b>	1361 80%	196 80%	142 78%	90 77%	543 79%	288 83%	102 77%	644 79%	716 80%	140 79%	485 79%	500 80%	226 79%	191 77%	385 81%	709 80%	80 72%	158 82%	196 76%	165 79%	195 82%	361 80%
<b>No</b>	304 18%	39 16%	37 20%	21 18%	124 18%	56 16%	27 20%	152 19%	152 17%	35 20%	116 19%	105 17%	46 16%	52 21%	80 17%	153 17%	26 24%	29 15%	47 18%	43 20%	40 17%	82 18%
<b>Don't Know/ No Response</b>	45 3%	10 4%	3 2%	6 5%	18 3%	5 1%	3 2%	22 3%	24 3%	2 1%	15 2%	16 3%	12 4% ++	6 3%	11 2%	27 3%	4 4%	7 3%	14 5%	2 1%	3 1%	11 2%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(90)	-	-	-	-	-
Std Error Around 50%:	2.37	6.20	7.77	9.22	3.65	5.25	9.02	3.48	3.24	9.80	4.37	3.55	5.37	6.21	4.44	3.31	9.85	7.09	6.03	6.78	6.34	4.55

When you purchase a food product at a store do you take into consideration the ... Common name?																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q1D																						
Weighted Total:	1710	244	183	117	685	349	131	818	892	177	615	621	285	249	476	889	111	193	256	210	238	454
Total:	1710	250	159	113	721	349	118	795	915	100	503	762	333	249	488	876	99	191	264	209	239	464
<b>Yes</b>	1231 72%	182 74%	136 74%	79 68%	511 75%	235 67%	88 67%	616 75%	615 69%	132 75%	429 70%	466 75%	196 69%	171 69%	343 72%	651 73%	79 71%	126 65%	183 71%	149 71%	178 75%	337 74%
					++	--		+++	---			++									--	
<b>No</b>	392 23%	46 19%	39 21%	30 26%	138 20%	107 31%	32 25%	165 20%	227 25%	41 23%	158 26%	127 20%	65 23%	71 28%	109 23%	184 21%	25 23%	54 28%	60 23%	51 24%	49 21%	93 21%
					--	++++		---	+++			++	-	++		--					+	
<b>Don't Know/ No Response</b>	87 5%	16 7%	8 5%	8 7%	37 5%	7 2%	11 8%	37 4%	50 6%	4 2%	28 5%	28 5%	24 8%	7 3%	24 5%	53 6%	7 6%	13 7%	13 5%	9 4%	12 5%	23 5%
						---							+++		-	+						
Chi2:	-	99						95		95				95			-					
Std Error Around 50%:	2.37	6.20	7.77	9.22	3.65	5.25	9.02	3.48	3.24	9.80	4.37	3.55	5.37	6.21	4.44	3.31	9.85	7.09	6.03	6.78	6.34	4.55

**Some foods can have a certain name due to ingredients they historically contained, but they may no longer contain the ingredient that is included in their common name (e.g., "Butter Tarts" no longer always contain butter, "Wine Gums" no longer contain wine). Should these products have to include clarifying information on their label for consumers to know that the ingredient is not present in the food?**

	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q2																						
Weighted Total:	1710	244	183	117	685	349	131	818	892	177	615	621	285	249	476	889	111	193	256	210	238	454
Total:	1710	250	159	113	721	349	118	795	915	100	503	762	333	249	488	876	99	191	264	209	239	464
<b>Yes</b>	1107 65%	140 57%	98 53%	64 55%	409 60%	305 87%	92 70%	507 62%	600 67%	85 48%	362 59%	439 71%	211 74%	174 70%	310 65%	538 60%	79 71%	141 73%	174 68%	138 66%	144 60%	263 58%
		---	---	--	----	++++		--	++	----	----	++++	++++	+	---			++				----
<b>No</b>	558 33%	95 39%	79 43%	48 41%	262 38%	37 11%	37 28%	287 35%	271 30%	87 49%	242 39%	163 26%	65 23%	68 27%	148 31%	332 37%	29 26%	47 24%	74 29%	63 30%	91 38%	182 40%
		++	+++	+	++++	----		++	--	++++	++++	----	----	-	+	++++		---		++	++++	
<b>Don't Know/No Response</b>	45 3%	10 4%	6 3%	5 4%	14 2%	7 2%	3 2%	24 3%	21 2%	4 2%	12 2%	20 3%	8 3%	6 2%	18 4%	20 2%	2 2%	6 3%	9 3%	8 4%	3 1%	9 2%
															+							
Chi2:	-	(99.9)						90		(99.9)				95			(99)					
Std Error Around 50%:	2.37	6.20	7.77	9.22	3.65	5.25	9.02	3.48	3.24	9.80	4.37	3.55	5.37	6.21	4.44	3.31	9.85	7.09	6.03	6.78	6.34	4.55

**Q2. Some foods can have a certain name due to ingredients they historically contained, but they may no longer contain the ingredient that is included in their common name (e.g., "Butter Tarts" no longer always contain butter, "Wine Gums" no longer contain wine). Should these products have to include clarifying information on their label for consumers to know that the ingredient is not present in the food?**

**Q2A. Why do you say that?**

	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q2AX																						
Weighted Total:	1665	235	177	112	671	342	129	794	871	173	604	601	277	243	458	869	108	187	248	202	235	445
Total:	1664	240	152	108	707	342	115	771	893	98	493	738	324	242	470	856	96	186	254	200	236	456
<b>Yes - PRECISE LABELLING/CLARITY ON LABELS/TRUTH IN LABELS</b>	218 13%	37 16%	24 13%	14 13%	66 10%	55 16%	22 17%	107 13%	111 13%	17 10%	61 10%	96 16%	41 15%	32 13%	62 14%	112 13%	13 12%	22 12%	27 11%	36 18%	31 13%	56 13%
					---	+					--	+++								++		
<b>Yes - KNOWLEDGE OF WHAT I'M ACTUALLY EATING/BUYING TO EAT</b>	223 13%	22 9%	11 6%	21 19%	93 14%	60 18%	15 11%	94 12%	128 15%	24 14%	73 12%	72 12%	53 19%	43 18%	57 12%	108 12%	16 15%	36 19%	39 16%	27 13%	28 12%	42 9%
		-	---	+		++		-	+				+++	++				++				--
<b>Yes - NUTRITIONAL POINT OF VIEW, DIETARY CONCERNS</b>	24 1%	2 1%	1 0%	2 2%	9 1%	6 2%	5 4%	12 2%	13 1%	4 2%	6 1%	12 2%	3 1%	2 1%	7 2%	11 1%	2 2%	1 1%	8 3%	2 1%	3 1%	2 0%
							++												++			--
<b>Yes - FALSIFIED REPRESENTATION/MISLEADING</b>	261 16%	32 14%	25 14%	14 12%	89 13%	74 22%	26 20%	121 15%	140 16%	19 11%	103 17%	105 17%	31 11%	31 13%	68 15%	141 16%	16 15%	21 11%	37 15%	30 15%	31 13%	88 20%
					--	++++							--					-				+++
<b>Yes - ALLERGY CONCERNS</b>	73 4%	7 3%	5 3%	4 4%	25 4%	18 5%	13 10%	24 3%	49 6%	7 4%	13 2%	26 4%	26 9%	16 7%	25 5%	29 3%	9 8%	17 9%	8 3%	7 3%	8 3%	12 3%
							+++	---	+++				+++	+		--	++	++++				
<b>Yes - NEED TO KNOW EXACT INGREDIENTS; IMPORTANT TO KNOW THE INGREDIENTS</b>	89 5%	7 3%	10 6%	3 3%	33 5%	32 9%	4 3%	35 4%	54 6%	2 1%	26 4%	40 7%	21 8%	15 6%	23 5%	42 5%	7 6%	16 8%	14 6%	5 3%	11 5%	23 5%
		-			++++					--		+	++					+		-		
<b>Yes - RESPECT FOR THE CONSUMER/HONESTY</b>	44 3%	9 4%	1 1%	2 1%	9 1%	18 5%	4 3%	24 3%	20 2%	2 1%	16 3%	18 3%	7 3%	5 2%	7 2%	24 3%	2 2%	5 3%	10 4%	4 2%	8 4%	4 1%
					---	++++												+				--
<b>Yes - CONSUMER'S ONUS TO READ INGREDIENTS THEMSELVES/EDUCATE THEMSELVES</b>	26 2%	2 1%	4 2%	2 2%	11 2%	6 2%	1 1%	8 1%	18 2%	2 1%	13 2%	9 2%	2 1%	3 1%	5 1%	16 2%	3 3%	2 1%	3 1%	6 3%	2 1%	3 1%
								-	+										+			-

**Q2. Some foods can have a certain name due to ingredients they historically contained, but they may no longer contain the ingredient that is included in their common name (e.g., "Butter Tarts" no longer always contain butter, "Wine Gums" no longer contain wine). Should these products have to include clarifying information on their label for consumers to know that the ingredient is not present in the food?**

**Q2A. Why do you say that?**

	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q2AX																						
Weighted Total:	1665	235	177	112	671	342	129	794	871	173	604	601	277	243	458	869	108	187	248	202	235	445
Total:	1664	240	152	108	707	342	115	771	893	98	493	738	324	242	470	856	96	186	254	200	236	456
Yes - UNNECESSARY TO SPECIFY OR CHANGE THEIR NAMES TO REFLECT THEIR INGREDIENTS/NAME DOES NOT...	19 1%	6 2% +	3 2%	0 0%	6 1%	4 1%	0 0%	8 1%	11 1%	6 3% ++	4 1%	7 1%	3 1%	5 2%	6 1%	5 1%	3 3% +	0 0%	6 2% ++	1 1%	2 1%	3 1%
Yes - ONLY IF THE SPECIFIC INGREDIENT ASSOCIATED WITH THE PRODUCT NO LONGER CONTAINS THAT INGREDIENT	124 7%	19 8%	15 9%	7 6%	49 7%	31 9%	3 2% --	45 6% ---	79 9% +++	9 5%	47 8%	44 7%	23 8%	15 6%	34 7%	62 7%	14 13% ++	15 8%	19 8%	11 6%	22 9%	26 6%
Yes - COMMON SENSE; BECAUSE IT SAYS SOMETHING DOES NOT EMSURE REAL INGREDIENTS	17 1%	3 1%	3 2%	0 0%	9 1%	0 0%	2 2% --	7 1%	10 1%	4 2%	1 0%	8 1%	4 1%	4 2%	4 1%	9 1%	1 1%	1 0%	5 2%	1 0%	3 1%	2 0%
Yes - IMPORTANT FOR PEOPLE UNFAMILIAR WITH A PRODUCT/INGREDIENT/COMMON NAMES. USEFUL FOR YOUNGER...	11 1%	2 1%	0 0%	0 0%	9 1% +++	0 0%	0 0%	2 0%	9 1% +	2 1%	5 1%	2 0%	2 1%	1 0%	2 0%	8 1%	1 1%	4 2% ++	2 1%	1 1%	0 0%	4 1%
Yes - Other	29 2%	4 2%	0 0%	2 2%	14 2%	6 2%	2 2%	13 2%	15 2%	0 0%	8 1%	12 2%	8 3% +	4 2%	14 3% ++	11 1%	2 1%	8 4% +++	6 3%	4 2%	2 1%	7 1%
Yes - Don't Know/No Response	85 5%	6 3% -	5 3%	2 2% -	38 6%	22 6%	12 9% ++	51 6% ++	34 4% --	3 2% -	35 6%	37 6%	10 4%	19 8% ++	28 6%	32 4% --	3 2%	12 6%	16 7%	16 8%	8 3%	22 5%
No - PRECISE LABELLING/CLARITY ON LABELS/TRUTH IN LABELS	18 1%	8 3% ++++	1 1%	2 2%	5 1%	0 0%	1 1% --	9 1%	9 1%	0 0%	10 2% +	4 1%	4 1%	0 0%	5 1%	13 1% +	0 0%	1 0%	1 0%	3 1%	0 0%	10 2% +++
No - KNOWLEDGE OF WHAT I'M ACTUALLY EATING/BUYING TO EAT	9 1%	0 0%	2 1%	0 0%	5 1%	1 0%	0 0%	4 1%	4 1%	2 1%	3 0%	3 1%	1 0%	0 0%	2 0%	7 1%	0 0%	0 0%	3 1%	1 1%	3 1%	2 0%

**Q2. Some foods can have a certain name due to ingredients they historically contained, but they may no longer contain the ingredient that is included in their common name (e.g., "Butter Tarts" no longer always contain butter, "Wine Gums" no longer contain wine). Should these products have to include clarifying information on their label for consumers to know that the ingredient is not present in the food?**

**Q2A. Why do you say that?**

	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q2AX																						
Weighted Total:	1665	235	177	112	671	342	129	794	871	173	604	601	277	243	458	869	108	187	248	202	235	445
Total:	1664	240	152	108	707	342	115	771	893	98	493	738	324	242	470	856	96	186	254	200	236	456
<b>No - NUTRITIONAL POINT OF VIEW, DIETARY CONCERNS</b>	5 0%	1 1%	2 1%	0 0%	1 0%	1 0%	0 0%	4 0%	1 0%	0 0%	4 1%	0 0%	1 0%	2 1%	0 0%	2 0%	0 0%	1 1%	1 0%	0 0%	0 0%	2 0%
<b>No - FALSIFIED REPRESENTATION/MISLEADING</b>	7 0%	1 0%	1 1%	0 0%	5 1%	0 0%	1 1%	4 1%	3 0%	0 0%	2 0%	4 1%	1 0%	1 1%	1 0%	5 1%	0 0%	0 0%	1 0%	0 0%	6 2%	0 0%
<b>No - ALLERGY CONCERNS</b>	10 1%	5 2%	2 1%	0 0%	3 0%	0 0%	0 0%	4 1%	5 1%	4 2%	4 1%	1 0%	1 0%	2 1%	1 0%	7 1%	2 2%	2 1%	0 0%	1 0%	2 1%	1 0%
<b>No - NEED TO KNOW EXACT INGREDIENTS; IMPORTANT TO KNOW THE INGREDIENTS</b>	24 1%	5 2%	2 1%	1 1%	9 1%	5 1%	2 2%	11 1%	13 2%	6 3%	13 2%	4 1%	2 1%	2 1%	6 1%	15 2%	3 3%	3 2%	2 1%	0 0%	1 1%	11 3%
<b>No - RESPECT FOR THE CONSUMER/HONESTY</b>	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
<b>No - CONSUMER'S ONUS TO READ INGREDIENTS THEMSELVES/EDUCATE THEMSELVES</b>	190 11%	24 10%	33 19%	18 16%	93 14%	8 2%	13 10%	78 10%	112 13%	36 21%	96 16%	42 7%	14 5%	17 7%	58 13%	114 13%	10 9%	16 8%	27 11%	25 13%	33 14%	50 11%
<b>No - UNNECESSARY TO SPECIFY OR CHANGE THEIR NAMES TO REFLECT THEIR INGREDIENTS/NAME DOES NOT...</b>	174 10%	29 12%	25 14%	14 12%	88 13%	8 2%	10 8%	103 13%	71 8%	26 15%	70 12%	58 10%	20 7%	27 11%	42 9%	103 12%	10 9%	18 10%	23 9%	17 8%	28 12%	62 14%
<b>No - ONLY IF THE SPECIFIC INGREDIENT ASSOCIATED WITH THE PRODUCT NO LONGER CONTAINS THAT INGREDIENT</b>	12 1%	2 1%	4 2%	2 1%	3 0%	2 1%	0 0%	9 1%	3 0%	2 1%	3 1%	4 1%	2 1%	2 1%	3 1%	7 1%	2 2%	0 0%	1 0%	1 0%	2 1%	6 1%

**Q2. Some foods can have a certain name due to ingredients they historically contained, but they may no longer contain the ingredient that is included in their common name (e.g., "Butter Tarts" no longer always contain butter, "Wine Gums" no longer contain wine). Should these products have to include clarifying information on their label for consumers to know that the ingredient is not present in the food?**

**Q2A. Why do you say that?**

	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q2AX																						
Weighted Total:	1665	235	177	112	671	342	129	794	871	173	604	601	277	243	458	869	108	187	248	202	235	445
Total:	1664	240	152	108	707	342	115	771	893	98	493	738	324	242	470	856	96	186	254	200	236	456
<b>No - COMMON SENSE; BECAUSE IT SAYS SOMETHING DOES NOT EMSURE REAL INGREDIENTS</b>	98 6%	16 7%	19 11% +++	6 5%	46 7%	3 1% ----	9 7%	45 6%	54 6%	16 9%	40 7%	32 5%	12 4%	8 3%	30 7%	60 7%	6 6%	6 3%	7 3%	12 6%	16 7%	38 9% +++
<b>No - IMPORTANT FOR PEOPLE UNFAMILIAR WITH A PRODUCT/INGREDIENT/COMMON NAMES. USEFUL FOR YOUNGER...</b>	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
<b>No - Other</b>	21 1%	5 2%	2 1%	6 5% ++++	5 1%	3 1%	0 0%	12 1%	9 1%	2 1%	7 1%	6 1%	5 2%	2 1%	7 1%	10 1%	0 0%	3 2%	7 3% ++	0 0%	3 1%	5 1%
<b>No - Don't Know/No Response</b>	46 3%	10 4%	1 1%	4 3%	24 4%	7 2%	1 1%	32 4%	15 2%	6 3%	21 3%	15 2%	5 2%	14 6%	8 2%	23 3%	2 2%	6 3%	4 2%	12 6%	6 2%	10 2%
Chi2:	-	(99.9)						(99.9)		(99.9)				(95)			(99.9)					
Std Error Around 50%:	2.40	6.33	7.95	9.43	3.69	5.30	9.14	3.53	3.28	9.90	4.41	3.61	5.44	6.30	4.52	3.35	10.00	7.19	6.15	6.93	6.38	4.59



**Certain foods emphasize certain ingredients despite the fact that there is none in the food (e.g., "Honey Dipped Donuts" that do not contain honey or "Strawberry lollipops" that do not contain strawberries). Their common names have been accepted by some consumers as a flavour designation, rather than an ingredient. Would you consider the common name of those products to be misleading?**

	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q3A																						
Weighted Total:	1710	244	183	117	685	349	131	818	892	177	615	621	285	249	476	889	111	193	256	210	238	454
Total:	1710	250	159	113	721	349	118	795	915	100	503	762	333	249	488	876	99	191	264	209	239	464
<b>Yes</b>	1018 60%	147 60%	86 47%	64 55%	365 53%	272 78%	84 64%	481 59%	536 60%	78 44%	322 52%	404 65%	204 72%	149 60%	289 61%	509 57%	69 63%	126 65%	165 64%	120 57%	135 57%	260 57%
<b>No</b>	652 38%	91 37%	95 52%	48 41%	304 44%	69 20%	45 34%	318 39%	334 37%	95 54%	277 45%	204 33%	73 26%	92 37%	179 38%	357 40%	35 32%	62 32%	86 34%	86 41%	99 42%	184 41%
<b>Don't Know/No Response</b>	40 2%	6 3%	2 1%	5 4%	16 2%	8 2%	2 2%	19 2%	22 2%	3 2%	17 3%	13 2%	7 2%	8 3%	8 2%	23 3%	6 5%	5 3%	5 2%	4 2%	4 2%	9 2%
Chi2:	-	(99.9)						-		(99.9)				-			++					
Std Error Around 50%:	2.37	6.20	7.77	9.22	3.65	5.25	9.02	3.48	3.24	9.80	4.37	3.55	5.37	6.21	4.44	3.31	9.85	7.09	6.03	6.78	6.34	4.55

Should the label of those products provide an indication that the ingredient indicated in the common name is in fact a flavour?																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q3B																						
Weighted Total:	1018	147	86	64	365	272	84	481	536	78	322	404	204	149	289	509	69	126	165	120	135	260
Total:	1050	157	79	62	401	272	79	481	569	46	269	488	237	154	303	522	65	128	172	122	139	274
<b>Yes</b>	985 97%	145 98%	86 100% +	62 97%	355 97%	256 94% ---	81 96%	468 97%	517 96%	77 98%	311 97%	391 97%	197 96%	142 96%	281 97%	495 97%	64 93% --	121 96%	160 97%	113 94%	133 98%	257 99% +
<b>No</b>	18 2%	1 1%	0 0%	0 0%	6 2%	9 3% ++	2 3%	9 2%	10 2%	0 0%	8 3%	8 2%	2 1%	3 2%	3 1%	9 2%	2 2%	2 1%	4 2%	4 3%	1 1%	4 1%
<b>Don't Know/No Response</b>	14 1%	1 1%	0 0%	2 3%	3 1%	7 3% +	1 1%	5 1%	10 2%	2 2%	3 1%	4 1%	5 3%	4 3%	5 2%	5 1%	4 5% +++	3 2%	1 0%	3 2%	2 1%	0 0% --
Chi2:	-	-						-		-				-			(90)					
Std Error Around 50%:	3.02	7.82	11.03	12.45	4.89	5.94	11.03	4.47	4.11	14.45	5.98	4.44	6.37	7.90	5.63	4.29	12.16	8.66	7.47	8.87	8.31	5.92

**Common names of food can also seem to highlight an ingredient, when in fact they are indicating the food it is traditionally meant to be consumed with and illustrate not their content but their purpose in a meal. For example, "lobster sauce" is a sauce for dipping lobster and "beer nuts" are nuts served along with beer. Should these products have to include clarifying information on their label for consumers to know that the named ingredient is not present in the food?**

	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q4																						
Weighted Total:	1710	244	183	117	685	349	131	818	892	177	615	621	285	249	476	889	111	193	256	210	238	454
Total:	1710	250	159	113	721	349	118	795	915	100	503	762	333	249	488	876	99	191	264	209	239	464
<b>Yes</b>	697 41%	76 <b>31%</b> ----	62 34%	41 35%	250 <b>36%</b> ---	222 <b>64%</b> ++++	46 35%	301 <b>37%</b> ---	397 <b>44%</b> +++	50 <b>28%</b> ---	223 <b>36%</b> ---	285 <b>46%</b> ++++	131 <b>46%</b> ++	98 39%	195 41%	345 39%	55 50%	91 47%	109 43%	81 39%	98 41%	164 <b>36%</b> --
<b>No</b>	948 55%	157 <b>64%</b> +++	118 <b>65%</b> ++	72 62%	416 <b>61%</b> ++++	109 <b>31%</b> ----	76 58%	496 <b>61%</b> ++++	452 <b>51%</b> ----	122 <b>69%</b> +++	372 <b>61%</b> +++	311 <b>50%</b> ----	139 <b>49%</b> --	142 57%	258 54%	515 <b>58%</b> ++	50 <b>46%</b> --	91 <b>47%</b> --	139 54%	119 57%	135 57%	272 <b>60%</b> ++
<b>Don't Know/No Response</b>	65 4%	11 4%	3 1%	3 3%	20 3%	18 5%	10 <b>8%</b> ++	22 <b>3%</b> --	43 <b>5%</b> ++	5 3%	20 3%	25 4%	14 5%	9 4%	23 5%	30 3%	5 5%	11 6%	8 3%	10 5%	6 2%	18 4%
Chi2:	-	(99.9)						99.9		99.9				-			(90)					
Std Error Around 50%:	2.37	6.20	7.77	9.22	3.65	5.25	9.02	3.48	3.24	9.80	4.37	3.55	5.37	6.21	4.44	3.31	9.85	7.09	6.03	6.78	6.34	4.55

**Q4. Common names of food can also seem to highlight an ingredient, when in fact they are indicating the food it is traditionally meant to be consumed with and illustrate not their content but their purpose in a meal. For example, "lobster sauce" is a sauce for dipping lobster and "beer nuts" are nuts served along with beer. Should these products have to include clarifying information on their label for consumers to know that the named ingredient is not present in the food?**

**Q4A. Why do you say that?**

	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q4AX																						
Weighted Total:	1645	233	181	114	665	331	121	796	849	172	595	596	270	240	453	860	106	182	249	200	232	436
Total:	1642	238	156	110	699	331	108	772	870	97	485	731	317	239	462	847	94	180	254	199	234	444
<b>Yes - PRECISE TRUTH IN ADVERTISING</b>	229 14%	22 9%	24 13%	18 16%	92 14%	59 18%	14 11%	100 13%	130 15%	17 10%	74 12%	98 16%	36 13%	26 11%	61 14%	129 15%	21 20%	25 14%	35 14%	21 11%	43 19%	56 13%
		--				++						++				+					++	
<b>Yes - KNOWLEDGE OF WHAT I'M ACTUALLY EATING/BUYING TO EAT</b>	53 3%	6 2%	6 3%	3 3%	14 2%	22 7%	3 2%	23 3%	30 4%	0 0%	9 2%	29 5%	13 5%	13 5%	10 2%	27 3%	4 3%	6 3%	13 5%	7 3%	7 3%	12 3%
					--	++++				-	---	+++	+	+					+			
<b>Yes - NUTRITIONAL POINT OF VIEW, DIETARY CONCERNS</b>	4 0%	1 0%	0 0%	1 1%	2 0%	0 0%	0 0%	2 0%	2 0%	0 0%	0 0%	2 0%	2 1%	1 0%	1 0%	2 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%
<b>Yes - FALSIFIED REPRESENTATION/MISLEADING</b>	126 8%	10 4%	9 5%	4 4%	35 5%	60 18%	7 6%	53 7%	73 9%	9 5%	42 7%	52 9%	21 8%	16 7%	37 8%	54 6%	7 6%	21 12%	24 10%	18 9%	16 7%	25 6%
		--			---	++++										--		++				
<b>Yes - ALLERGY CONCERNS</b>	45 3%	7 3%	12 6%	1 1%	17 2%	7 2%	2 1%	14 2%	31 4%	2 1%	17 3%	17 3%	9 3%	9 4%	16 4%	19 2%	9 8%	8 4%	6 3%	3 1%	6 3%	9 2%
			+++					--	++								++++					
<b>Yes - NEED TO KNOW EXACT INGREDIENTS; IMPORTANT TO KNOW THE INGREDIENTS</b>	18 1%	2 1%	0 0%	1 1%	3 1%	8 2%	3 2%	6 1%	11 1%	0 0%	6 1%	7 1%	4 2%	6 2%	5 1%	5 1%	4 3%	4 2%	3 1%	1 1%	1 0%	3 1%
					-	+++								++		--	++					
<b>Yes - RESPECT FOR THE CONSUMER/HONESTY</b>	15 1%	1 0%	1 1%	1 1%	4 1%	6 2%	2 1%	7 1%	8 1%	0 0%	5 1%	6 1%	4 2%	0 0%	1 0%	11 1%	0 0%	2 1%	1 0%	2 1%	4 2%	3 1%
						+										+						+
<b>Yes - CONSUMER'S ONUS TO READ INGREDIENTS THEMSELVES/EDUCATE THEMSELVES</b>	9 1%	0 0%	0 0%	0 0%	4 1%	5 2%	0 0%	6 1%	4 0%	0 0%	1 0%	6 1%	2 1%	1 0%	2 1%	6 1%	0 0%	0 0%	1 0%	3 1%	1 0%	4 1%
						++						++										

**Q4. Common names of food can also seem to highlight an ingredient, when in fact they are indicating the food it is traditionally meant to be consumed with and illustrate not their content but their purpose in a meal. For example, "lobster sauce" is a sauce for dipping lobster and "beer nuts" are nuts served along with beer. Should these products have to include clarifying information on their label for consumers to know that the named ingredient is not present in the food?**

**Q4A. Why do you say that?**

	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q4AX																						
Weighted Total:	1645	233	181	114	665	331	121	796	849	172	595	596	270	240	453	860	106	182	249	200	232	436
Total:	1642	238	156	110	699	331	108	772	870	97	485	731	317	239	462	847	94	180	254	199	234	444
Yes - UNNECESSARY TO SPECIFY OR CHANGE THEIR NAMES TO REFLECT THEIR INGREDIENTS/NAME DOES NOT...	20 1%	3 1%	3 1%	0 0%	7 1%	7 2%	1 1%	11 1%	9 1%	1 1%	8 1%	9 2%	3 1%	2 1%	7 1%	8 1%	2 2%	4 2%	4 1%	1 1%	3 1%	6 1%
Yes - ONLY IF THE SPECIFIC INGREDIENT ASSOCIATED WITH THE PRODUCT NO LONGER CONTAINS THAT INGREDIENT	59 4%	7 3%	5 3%	8 7% +	18 3% -	18 5% ++	3 3%	23 3%	36 4%	10 6%	16 3%	23 4%	10 4%	2 1%	14 3%	32 4%	9 8%	2 1%	8 3%	7 3%	7 3%	14 3%
Yes - COMMON SENSE; BECAUSE IT SAYS SOMETHING DOES NOT EMSURE REAL INGREDIENTS	16 1%	1 0%	1 1%	1 1%	6 1%	5 2%	2 2%	7 1%	9 1%	2 1%	3 1%	6 1%	4 2%	1 0%	8 2%	7 1%	0 0%	3 2%	4 2%	1 0%	5 2%	2 0%
Yes - SIMPLY COMPLIMENTARY ITEMS; INGREDIENT NOT NECESSARILY CONTAINED IN PRODUCT(IE LOBSTER IN LOBSTER...	7 0%	0 0%	0 0%	0 0%	5 1%	2 1%	0 0%	3 0%	5 1%	2 1%	2 0%	2 0%	2 1%	0 0%	1 0%	6 1%	0 0%	1 1%	1 1%	2 1%	0 0%	3 1%
Yes - IMPORTANT FOR PEOPLE UNFAMILIAR WITH A PRODUCT/INGREDIENT/COMMON NAMES. USEFUL FOR YOUNGER...	39 2%	10 4% ++	4 2%	3 3%	19 3%	2 1%	1 1%	17 2%	22 3%	2 1%	15 3%	14 2%	8 3%	6 2%	8 2%	26 3%	2 2%	2 1%	5 2%	5 2%	7 3%	15 3%
Yes - Other	22 1%	7 3% ++	0 0%	0 0%	3 0% ---	10 3% +++	2 2%	11 1%	11 1%	2 1%	5 1%	7 1%	6 2%	1 0%	7 2%	12 1%	0 0%	5 3%	3 1%	5 2%	3 1%	4 1%
Yes - Don't Know/No Response	106 6%	12 5%	10 6%	4 3%	45 7%	27 8%	8 7%	54 7%	52 6%	8 5%	44 7%	39 6%	14 5%	22 9%	33 7%	46 5%	5 5%	12 7%	15 6%	13 7%	9 4%	29 7%

**Q4. Common names of food can also seem to highlight an ingredient, when in fact they are indicating the food it is traditionally meant to be consumed with and illustrate not their content but their purpose in a meal. For example, "lobster sauce" is a sauce for dipping lobster and "beer nuts" are nuts served along with beer. Should these products have to include clarifying information on their label for consumers to know that the named ingredient is not present in the food?**

**Q4A. Why do you say that?**

	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q4AX																						
Weighted Total:	1645	233	181	114	665	331	121	796	849	172	595	596	270	240	453	860	106	182	249	200	232	436
Total:	1642	238	156	110	699	331	108	772	870	97	485	731	317	239	462	847	94	180	254	199	234	444
<b>No - PRECISE TRUTH IN ADVERTISING</b>	55 3%	8 3%	4 2%	2 2%	31 5%	9 3%	1 1%	22 3%	33 4%	8 4%	21 4%	18 3%	8 3%	8 3%	8 2%	35 4%	4 4%	10 5%	9 4%	6 3%	6 3%	13 3%
<b>No - KNOWLEDGE OF WHAT I'M ACTUALLY EATING/BUYING TO EAT</b>	14 1%	3 1%	3 1%	0 0%	4 1%	4 1%	0 0%	10 1%	4 1%	2 1%	4 1%	6 1%	3 1%	3 1%	1 0%	9 1%	1 1%	0 0%	1 0%	3 1%	3 1%	7 2%
<b>No - NUTRITIONAL POINT OF VIEW, DIETARY CONCERNS</b>	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
<b>No - FALSIFIED REPRESENTATION/MISLEADING</b>	7 0%	1 0%	1 1%	0 0%	3 0%	2 1%	1 1%	4 0%	3 0%	0 0%	2 0%	4 1%	1 0%	0 0%	2 0%	6 1%	0 0%	2 1%	1 0%	1 0%	0 0%	4 1%
<b>No - ALLERGY CONCERNS</b>	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%
<b>No - NEED TO KNOW EXACT INGREDIENTS; IMPORTANT TO KNOW THE INGREDIENTS</b>	7 0%	2 1%	1 0%	0 0%	4 1%	0 0%	0 0%	2 0%	5 1%	2 1%	1 0%	2 0%	2 1%	1 0%	1 0%	5 1%	0 0%	0 0%	4 2%	0 0%	1 1%	2 0%
<b>No - RESPECT FOR THE CONSUMER/HONESTY</b>	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
<b>No - CONSUMER'S ONUS TO READ INGREDIENTS THEMSELVES/EDUCATE THEMSELVES</b>	134 8%	24 10%	16 9%	10 9%	67 10%	10 3%	6 5%	53 7%	81 10%	23 14%	66 11%	34 6%	8 3%	10 4%	35 8%	87 10%	2 2%	13 7%	13 5%	22 11%	18 8%	45 10%
<b>No - UNNECESSARY TO SPECIFY OR CHANGE THEIR NAMES TO REFLECT THEIR INGREDIENTS/NAME DOES NOT...</b>	205 12%	29 12%	30 16%	22 19%	91 14%	16 5%	18 15%	117 15%	88 10%	18 10%	81 14%	73 12%	34 13%	21 9%	48 11%	133 15%	8 7%	22 12%	25 10%	26 13%	27 12%	72 16%

**Q4. Common names of food can also seem to highlight an ingredient, when in fact they are indicating the food it is traditionally meant to be consumed with and illustrate not their content but their purpose in a meal. For example, "lobster sauce" is a sauce for dipping lobster and "beer nuts" are nuts served along with beer. Should these products have to include clarifying information on their label for consumers to know that the named ingredient is not present in the food?**

**Q4A. Why do you say that?**

	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q4AX																						
Weighted Total:	1645	233	181	114	665	331	121	796	849	172	595	596	270	240	453	860	106	182	249	200	232	436
Total:	1642	238	156	110	699	331	108	772	870	97	485	731	317	239	462	847	94	180	254	199	234	444
<b>No - ONLY IF THE SPECIFIC INGREDIENT ASSOCIATED WITH THE PRODUCT NO LONGER CONTAINS THAT INGREDIENT</b>	23 1%	5 2%	1 0%	2 1%	8 1%	7 2%	0 0%	9 1%	13 2%	3 2%	10 2%	9 2%	0 0%	2 1%	6 1%	15 2%	1 1%	4 2%	2 1%	1 0%	2 1%	8 2%
<b>No - COMMON SENSE; BECAUSE IT SAYS SOMETHING DOES NOT EMSURE REAL INGREDIENTS</b>	361 22%	66 28% ++	52 29% ++	32 28% +	152 23% +	33 10% ----	26 21% ---	185 23% +	177 21% +	49 29% +	134 23% +	111 19% ---	66 25% ---	53 22% +	113 25% +	184 21% +	21 20% +	32 18% +	60 24% +	42 21% +	47 20% +	103 24% +
<b>No - SIMPLY COMPLIMENTARY ITEMS; INGREDIENT NOT NECESSARILY CONTAINED IN PRODUCT(IE LOBSTER IN LOBSTER...</b>	67 4%	12 5%	5 3%	3 3%	23 3%	14 4%	10 9% ++	32 4%	35 4%	7 4%	28 5%	25 4%	7 3%	7 3%	20 4%	37 4%	2 2%	12 7% +	9 4%	5 3%	14 6%	19 4%
<b>No - IMPORTANT FOR PEOPLE UNFAMILIAR WITH A PRODUCT/INGREDIENT/COMMON NAMES. USEFUL FOR YOUNGER...</b>	15 1%	4 2% +	2 1%	0 0%	7 1%	1 0%	2 1%	3 0% --	12 1% ++	0 0%	5 1%	8 1%	2 1%	1 0%	4 1%	10 1%	2 2%	1 0%	6 2% ++	1 0%	3 1%	4 1%
<b>No - Other</b>	33 2%	7 3%	1 0%	2 1%	10 2%	7 2%	6 5% ++	23 3% +++	10 1% ---	3 2%	9 2%	14 2%	7 3%	10 4% ++	11 3%	8 1% ---	2 2%	2 1%	6 2%	3 2%	7 3%	6 1%
<b>No - Don't Know/No Response</b>	142 9%	16 7%	16 9%	12 10%	68 10%	16 5% +	14 12% ---	82 10% ++	60 7% --	24 14% ++	67 11% +++	41 7% --	10 4% ----	36 15% ++++	37 8%	62 7% --	13 12%	12 7%	19 8%	21 11%	20 9%	33 8%
Chi2:	-	(99.9)						(99)		(99.9)				(99.9)			(95)					
Std Error Around 50%:	2.42	6.35	7.85	9.34	3.71	5.39	9.43	3.53	3.32	9.95	4.45	3.62	5.50	6.34	4.56	3.37	10.11	7.30	6.15	6.95	6.41	4.65

Butter in butter tarts - Do you expect the ingredient to always be present in the food product or would you be more likely to expect the use of the ingredient name to describe the "style" of the food?																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q5A																						
Weighted Total:	1710	244	183	117	685	349	131	818	892	177	615	621	285	249	476	889	111	193	256	210	238	454
Total:	1710	250	159	113	721	349	118	795	915	100	503	762	333	249	488	876	99	191	264	209	239	464
<b>INGREDIENT SHOULD BE PRESENT IN FOOD PRODUCT</b>	1044 61%	140 57%	94 51%	61 53%	380 55%	287 82%	82 62%	468 57%	576 65%	98 55%	362 59%	399 64%	179 63%	157 63%	291 61%	517 58%	83 75%	129 67%	153 60%	133 64%	137 57%	249 55%
<b>INGREDIENT DESCRIBES THE STYLE OF THE FOOD</b>	631 37%	102 42%	87 48%	51 44%	291 42%	59 17%	41 31%	336 41%	296 33%	70 40%	242 39%	214 34%	100 35%	88 35%	173 36%	354 40%	25 22%	62 32%	97 38%	72 34%	96 40%	198 44%
<b>DON'T KNOW/ NO RESPONSE</b>	35 2%	3 1%	2 1%	5 4%	15 2%	3 1%	8 6%	14 2%	21 2%	9 5%	11 2%	9 1%	6 2%	5 2%	12 2%	19 2%	3 2%	3 1%	7 3%	4 2%	6 3%	7 1%
Chi2:	-	(99.9)						99		(95)				-			(99)					
Std Error Around 50%:	2.37	6.20	7.77	9.22	3.65	5.25	9.02	3.48	3.24	9.80	4.37	3.55	5.37	6.21	4.44	3.31	9.85	7.09	6.03	6.78	6.34	4.55



Pea in peameal bacon - Do you expect the ingredient to always be present in the food product or would you be more likely to expect the use of the ingredient name to describe the "style" of the food?																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q5B																						
Weighted Total:	1710	244	183	117	685	349	131	818	892	177	615	621	285	249	476	889	111	193	256	210	238	454
Total:	1710	250	159	113	721	349	118	795	915	100	503	762	333	249	488	876	99	191	264	209	239	464
<b>INGREDIENT SHOULD BE PRESENT IN FOOD PRODUCT</b>	393 23%	54 22%	34 19%	31 26%	100 15%	149 43%	25 19%	206 25%	187 21%	33 19%	139 23%	155 25%	62 22%	62 25%	90 19%	207 23%	37 33%	52 27%	64 25%	49 23%	54 23%	92 20%
<b>INGREDIENT DESCRIBES THE STYLE OF THE FOOD</b>	1009 59%	142 58%	112 61%	64 55%	531 77%	85 24%	76 58%	482 59%	528 59%	117 66%	369 60%	338 54%	181 63%	145 58%	299 63%	539 61%	61 55%	108 56%	146 57%	107 51%	140 59%	300 66%
<b>DON'T KNOW/ NO RESPONSE</b>	308 18%	49 20%	37 20%	22 19%	55 8%	115 33%	30 23%	130 16%	178 20%	27 15%	108 17%	128 21%	42 15%	42 17%	87 18%	143 16%	13 12%	33 17%	46 18%	54 26%	44 19%	61 13%
Chi2:	-	99.9						95		90				-			99					
Std Error Around 50%:	2.37	6.20	7.77	9.22	3.65	5.25	9.02	3.48	3.24	9.80	4.37	3.55	5.37	6.21	4.44	3.31	9.85	7.09	6.03	6.78	6.34	4.55

Ham in hamburger - Do you expect the ingredient to always be present in the food product or would you be more likely to expect the use of the ingredient name to describe the "style" of the food?																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K +
Q5C																						
Weighted Total:	1710	244	183	117	685	349	131	818	892	177	615	621	285	249	476	889	111	193	256	210	238	454
Total:	1710	250	159	113	721	349	118	795	915	100	503	762	333	249	488	876	99	191	264	209	239	464
<b>INGREDIENT SHOULD BE PRESENT IN FOOD PRODUCT</b>	288 17%	31 13%	15 8%	16 14%	94 14%	119 34%	13 10%	144 18%	144 16%	26 15%	97 16%	113 18%	49 17%	52 21%	72 15%	130 15%	36 32%	40 21%	50 19%	35 17%	37 16%	52 11%
<b>INGREDIENT DESCRIBES THE STYLE OF THE FOOD</b>	1306 76%	199 82%	154 84%	95 81%	560 82%	193 55%	104 79%	625 76%	681 76%	141 80%	474 77%	463 74%	220 77%	179 72%	365 77%	708 80%	72 65%	140 72%	188 73%	153 73%	187 78%	370 82%
<b>DON'T KNOW/ NO RESPONSE</b>	116 7%	14 6%	13 7%	6 5%	31 5%	37 11%	15 11%	49 6%	67 8%	10 5%	45 7%	46 7%	16 6%	17 7%	39 8%	52 6%	3 3%	13 7%	18 7%	21 10%	14 6%	31 7%
Chi2:	-	99.9						-		-				90			99.9					
Std Error Around 50%:	2.37	6.20	7.77	9.22	3.65	5.25	9.02	3.48	3.24	9.80	4.37	3.55	5.37	6.21	4.44	3.31	9.85	7.09	6.03	6.78	6.34	4.55

Meat in mincemeat pie - Do you expect the ingredient to always be present in the food product or would you be more likely to expect the use of the ingredient name to describe the "style" of the food?																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q5D																						
Weighted Total:	1710	244	183	117	685	349	131	818	892	177	615	621	285	249	476	889	111	193	256	210	238	454
Total:	1710	250	159	113	721	349	118	795	915	100	503	762	333	249	488	876	99	191	264	209	239	464
<b>INGREDIENT SHOULD BE PRESENT IN FOOD PRODUCT</b>	668 39%	77 <b>31%</b> ---	57 <b>31%</b> --	33 <b>29%</b> --	258 38%	174 <b>50%</b> ++++	69 <b>53%</b> +++	320 39%	348 39%	96 <b>54%</b> ++++	257 42%	223 <b>36%</b> --	89 <b>31%</b> ---	112 <b>45%</b> ++	176 37%	339 38%	57 <b>51%</b> ++	94 <b>49%</b> +++	102 40%	80 38%	75 <b>32%</b> --	169 37%
<b>INGREDIENT DESCRIBES THE STYLE OF THE FOOD</b>	892 52%	161 <b>66%</b> ++++	118 <b>65%</b> ++++	75 <b>65%</b> +++	377 55%	106 <b>30%</b> ----	55 <b>42%</b> --	426 52%	466 52%	62 <b>35%</b> ----	299 <b>49%</b> --	343 <b>55%</b> ++	178 <b>63%</b> ++++	117 47%	256 54%	487 55%	46 <b>42%</b> --	84 <b>44%</b> --	130 51%	102 48%	138 58%	258 <b>57%</b> ++
<b>DON'T KNOW/ NO RESPONSE</b>	150 9%	6 <b>3%</b> ----	8 <b>4%</b> --	8 7%	51 7%	69 <b>20%</b> ++++	7 5%	72 9%	78 9%	18 10%	59 10%	55 9%	17 6%	20 8%	44 9%	64 <b>7%</b> --	8 7%	14 7%	24 9%	27 <b>13%</b> ++	25 11%	27 <b>6%</b> ---
Chi2:	-	99.9						-		99.9				-			99.9					
Std Error Around 50%:	2.37	6.20	7.77	9.22	3.65	5.25	9.02	3.48	3.24	9.80	4.37	3.55	5.37	6.21	4.44	3.31	9.85	7.09	6.03	6.78	6.34	4.55

Wine in wine gums - Do you expect the ingredient to always be present in the food product or would you be more likely to expect the use of the ingredient name to describe the "style" of the food?																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q5E																						
Weighted Total:	1710	244	183	117	685	349	131	818	892	177	615	621	285	249	476	889	111	193	256	210	238	454
Total:	1710	250	159	113	721	349	118	795	915	100	503	762	333	249	488	876	99	191	264	209	239	464
<b>INGREDIENT SHOULD BE PRESENT IN FOOD PRODUCT</b>	502 29%	61 25%	43 23%	29 25%	187 27%	139 40%	43 32%	243 30%	259 29%	30 17%	179 29%	206 33%	84 29%	79 32%	134 28%	257 29%	43 38%	62 32%	79 31%	63 30%	64 27%	124 27%
<b>INGREDIENT DESCRIBES THE STYLE OF THE FOOD</b>	1079 63%	171 70%	131 72%	77 66%	468 68%	162 46%	70 54%	523 64%	556 62%	137 77%	395 64%	372 60%	168 59%	151 61%	304 64%	572 64%	62 56%	114 59%	158 62%	129 62%	158 66%	299 66%
<b>DON'T KNOW/ NO RESPONSE</b>	129 8%	13 5%	9 5%	10 9%	30 4%	48 14%	18 14%	52 6%	77 9%	10 5%	42 7%	43 7%	33 12%	19 8%	38 8%	60 7%	7 6%	17 9%	19 7%	17 8%	16 7%	31 7%
Chi2:	-	99.9						-		99.9				-			-					
Std Error Around 50%:	2.37	6.20	7.77	9.22	3.65	5.25	9.02	3.48	3.24	9.80	4.37	3.55	5.37	6.21	4.44	3.31	9.85	7.09	6.03	6.78	6.34	4.55

Bread in sweetbreads - Do you expect the ingredient to always be present in the food product or would you be more likely to expect the use of the ingredient name to describe the "style" of the food?																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q5F																						
Weighted Total:	1710	244	183	117	685	349	131	818	892	177	615	621	285	249	476	889	111	193	256	210	238	454
Total:	1710	250	159	113	721	349	118	795	915	100	503	762	333	249	488	876	99	191	264	209	239	464
<b>INGREDIENT SHOULD BE PRESENT IN FOOD PRODUCT</b>	463 27%	57 23%	54 30%	40 35%	188 27%	80 23%	43 33%	237 29%	226 25%	60 34%	198 32%	148 24%	54 19%	74 30%	133 28%	230 26%	43 39%	62 32%	66 26%	57 27%	53 22%	115 25%
<b>INGREDIENT DESCRIBES THE STYLE OF THE FOOD</b>	1063 62%	165 67%	117 64%	64 55%	429 63%	212 61%	75 57%	503 61%	560 63%	103 58%	349 57%	399 64%	205 72%	152 61%	276 58%	578 65%	58 52%	113 58%	168 65%	125 60%	163 68%	287 63%
<b>DON'T KNOW/ NO RESPONSE</b>	184 11%	23 9%	12 6%	13 11%	68 10%	57 16%	13 10%	78 10%	107 12%	14 8%	69 11%	74 12%	26 9%	22 9%	67 14%	81 9%	10 9%	19 10%	23 9%	27 13%	22 9%	52 12%
Chi2:	-	99						90		99.9				95			90					
Std Error Around 50%:	2.37	6.20	7.77	9.22	3.65	5.25	9.02	3.48	3.24	9.80	4.37	3.55	5.37	6.21	4.44	3.31	9.85	7.09	6.03	6.78	6.34	4.55

Fish in fish tea soup - Do you expect the ingredient to always be present in the food product or would you be more likely to expect the use of the ingredient name to describe the "style" of the food?																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K +
Q5G																						
Weighted Total:	1710	244	183	117	685	349	131	818	892	177	615	621	285	249	476	889	111	193	256	210	238	454
Total:	1710	250	159	113	721	349	118	795	915	100	503	762	333	249	488	876	99	191	264	209	239	464
<b>INGREDIENT SHOULD BE PRESENT IN FOOD PRODUCT</b>	770 45%	116 48%	64 35%	48 41%	284 41%	204 58%	54 41%	358 44%	411 46%	76 43%	283 46%	282 45%	123 43%	108 43%	199 42%	408 46%	63 57%	94 49%	114 44%	100 48%	108 46%	186 41%
			---		--	++++											++					--
<b>INGREDIENT DESCRIBES THE STYLE OF THE FOOD</b>	483 28%	70 29%	58 31%	36 31%	205 30%	72 21%	42 32%	263 32%	220 25%	52 30%	175 28%	174 28%	80 28%	73 29%	149 31%	241 27%	22 20%	42 22%	76 30%	46 22%	69 29%	159 35%
						----		++++	----						+		--	--		--		++++
<b>DON'T KNOW/ NO RESPONSE</b>	458 27%	58 24%	61 33%	33 29%	197 29%	73 21%	35 27%	196 24%	261 29%	48 27%	158 26%	166 27%	82 29%	68 27%	128 27%	241 27%	26 24%	57 29%	66 26%	63 30%	61 25%	109 24%
			++			---		--	++													
Chi2:	-	99.9						99		-				-			99					
Std Error Around 50%:	2.37	6.20	7.77	9.22	3.65	5.25	9.02	3.48	3.24	9.80	4.37	3.55	5.37	6.21	4.44	3.31	9.85	7.09	6.03	6.78	6.34	4.55

Tea in fish tea soup - Do you expect the ingredient to always be present in the food product or would you be more likely to expect the use of the ingredient name to describe the "style" of the food?																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q5H																						
Weighted Total:	1710	244	183	117	685	349	131	818	892	177	615	621	285	249	476	889	111	193	256	210	238	454
Total:	1710	250	159	113	721	349	118	795	915	100	503	762	333	249	488	876	99	191	264	209	239	464
<b>INGREDIENT SHOULD BE PRESENT IN FOOD PRODUCT</b>	512 30%	66 27%	40 <b>22%</b>	31 27%	181 <b>26%</b>	160 <b>46%</b>	34 26%	250 31%	262 29%	42 24%	180 29%	200 32%	87 30%	75 30%	145 30%	254 29%	47 <b>42%</b>	62 32%	80 31%	57 27%	69 29%	132 29%
<b>INGREDIENT DESCRIBES THE STYLE OF THE FOOD</b>	689 40%	106 43%	78 43%	47 41%	291 43%	102 <b>29%</b>	64 49%	351 <b>43%</b>	338 <b>38%</b>	82 47%	251 41%	237 38%	114 40%	96 39%	189 40%	373 42%	37 34%	68 35%	97 38%	86 41%	103 43%	193 42%
<b>DON'T KNOW/ NO RESPONSE</b>	509 30%	73 30%	65 36%	38 33%	213 31%	87 <b>25%</b>	33 25%	217 <b>27%</b>	292 <b>33%</b>	53 30%	184 30%	185 30%	84 30%	77 31%	142 30%	263 30%	27 24%	64 33%	79 31%	67 32%	66 28%	129 28%
Chi2:	-	99.9						95		-				-			-					
Std Error Around 50%:	2.37	6.20	7.77	9.22	3.65	5.25	9.02	3.48	3.24	9.80	4.37	3.55	5.37	6.21	4.44	3.31	9.85	7.09	6.03	6.78	6.34	4.55

Beer in beer salami - Do you expect the ingredient to always be present in the food product or would you be more likely to expect the use of the ingredient name to describe the "style" of the food?																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q51																						
Weighted Total:	1710	244	183	117	685	349	131	818	892	177	615	621	285	249	476	889	111	193	256	210	238	454
Total:	1710	250	159	113	721	349	118	795	915	100	503	762	333	249	488	876	99	191	264	209	239	464
<b>INGREDIENT SHOULD BE PRESENT IN FOOD PRODUCT</b>	704 41%	89 36%	68 37%	34 29%	235 34%	235 67%	43 33%	322 39%	382 43%	56 32%	269 44%	267 43%	106 37%	97 39%	197 41%	343 39%	55 49%	94 49%	116 45%	90 43%	90 38%	174 38%
<b>INGREDIENT DESCRIBES THE STYLE OF THE FOOD</b>	840 49%	140 57%	98 54%	72 61%	378 55%	86 25%	66 50%	427 52%	413 46%	98 56%	281 46%	305 49%	149 52%	128 52%	232 49%	459 52%	46 42%	74 38%	119 46%	105 50%	125 53%	245 54%
<b>DON'T KNOW/ NO RESPONSE</b>	167 10%	15 6%	18 10%	11 10%	73 11%	28 8%	23 17%	69 8%	98 11%	22 13%	66 11%	49 8%	30 10%	24 10%	47 10%	87 10%	10 9%	25 13%	21 8%	15 7%	23 10%	34 8%
Chi2:	-	99.9						95		95				-			95					
Std Error Around 50%:	2.37	6.20	7.77	9.22	3.65	5.25	9.02	3.48	3.24	9.80	4.37	3.55	5.37	6.21	4.44	3.31	9.85	7.09	6.03	6.78	6.34	4.55



Cream in cream puffs - Do you expect the ingredient to always be present in the food product or would you be more likely to expect the use of the ingredient name to describe the "style" of the food?																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q5J																						
Weighted Total:	1710	244	183	117	685	349	131	818	892	177	615	621	285	249	476	889	111	193	256	210	238	454
Total:	1710	250	159	113	721	349	118	795	915	100	503	762	333	249	488	876	99	191	264	209	239	464
<b>INGREDIENT SHOULD BE PRESENT IN FOOD PRODUCT</b>	1138 67%	167 69%	118 64%	68 59%	431 <b>63%</b>	270 <b>77%</b>	83 63%	514 <b>63%</b>	623 <b>70%</b>	120 68%	406 66%	419 67%	186 65%	175 70%	306 64%	584 66%	76 68%	146 <b>76%</b>	165 64%	146 70%	153 64%	284 <b>62%</b>
<b>INGREDIENT DESCRIBES THE STYLE OF THE FOOD</b>	530 31%	75 31%	62 34%	44 38%	239 <b>35%</b>	69 <b>20%</b>	41 31%	281 <b>34%</b>	249 <b>28%</b>	50 28%	198 32%	186 30%	91 32%	70 28%	153 32%	288 32%	33 30%	41 <b>21%</b>	81 32%	59 28%	81 34%	160 <b>35%</b>
<b>DON'T KNOW/ NO RESPONSE</b>	42 2%	2 <b>1%</b>	3 2%	4 3%	16 2%	10 3%	7 <b>6%</b>	22 3%	20 2%	7 4%	11 2%	16 3%	8 3%	4 2%	17 4%	18 2%	2 2%	6 3%	10 4%	5 2%	4 2%	10 2%
Chi2:	-	(99.9)						99		-				-			(90)					
Std Error Around 50%:	2.37	6.20	7.77	9.22	3.65	5.25	9.02	3.48	3.24	9.80	4.37	3.55	5.37	6.21	4.44	3.31	9.85	7.09	6.03	6.78	6.34	4.55

Do you know what "peameal bacon" is?																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q6																						
Weighted Total:	1710	244	183	117	685	349	131	818	892	177	615	621	285	249	476	889	111	193	256	210	238	454
Total:	1710	250	159	113	721	349	118	795	915	100	503	762	333	249	488	876	99	191	264	209	239	464
<b>Yes</b>	892 52%	98 <b>40%</b> ----	87 47%	46 <b>39%</b> ---	579 <b>85%</b> ++++	31 <b>9%</b> ----	52 <b>39%</b> ---	424 52%	469 53%	87 49%	317 52%	306 49%	174 <b>61%</b> - +++++	117 47%	267 <b>56%</b> ++	495 <b>56%</b> +++	48 44%	76 <b>40%</b> ----	130 51%	90 <b>43%</b> ---	136 57%	280 <b>62%</b> ++++
<b>No</b>	785 46%	141 <b>58%</b> ++++	95 52%	69 <b>59%</b> +++	95 <b>14%</b> ----	308 <b>88%</b> ++++	77 <b>59%</b> +++	378 46%	407 46%	89 50%	294 48%	296 48%	104 <b>36%</b> ----	122 49%	200 <b>42%</b> --	381 <b>43%</b> ---	60 54%	110 <b>57%</b> ++++	124 48%	112 <b>54%</b> ++	100 42%	166 <b>37%</b> ----
<b>Don't know /No response</b>	32 2%	5 2%	2 1%	2 2%	11 2%	10 3%	3 2%	16 2%	16 2%	1 1%	5 <b>1%</b> --	19 <b>3%</b> ++	7 2%	9 <b>4%</b> ++	9 2%	13 1%	2 2%	6 3%	3 1%	7 3%	3 1%	7 2%
Chi2:	-	(99.9)						-		(99.9)				(95)			(99.9)					
Std Error Around 50%:	2.37	6.20	7.77	9.22	3.65	5.25	9.02	3.48	3.24	9.80	4.37	3.55	5.37	6.21	4.44	3.31	9.85	7.09	6.03	6.78	6.34	4.55

In your opinion, how does peameal bacon differ from other types of bacon such as bacon, back bacon and wiltshire bacon?																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q7_1																						
Weighted Total:	892	98	87	46	579	31	52	424	469	87	317	306	174	117	267	495	48	76	130	90	136	280
Total:	924	105	74	47	619	31	48	414	510	47	250	407	212	121	279	509	44	81	139	97	138	292
<b>ROLLED/CURED IN CORNMEAL/GROUND PEAS/COATED FOR PRESERVATION PURPOSES</b>	549 61%	68 69%	57 65%	36 79%	333 58%	18 58%	37 72%	241 57%	308 66%	32 37%	182 57%	209 68%	120 69%	62 53%	169 63%	310 63%	26 54%	48 63%	78 60%	46 51%	89 65%	173 62%
<b>LEANER, LESS FAT (MORE HAM LIKE)</b>	148 17%	12 12%	10 12%	3 7%	111 19%	4 13%	8 16%	62 15%	86 18%	17 19%	52 16%	53 17%	25 14%	17 14%	45 17%	85 17%	14 29%	8 11%	14 11%	15 16%	20 15%	50 18%
<b>DIFFERENT CUT ( THICKER, LOIN VS PORK BELLY)</b>	191 21%	15 15%	10 11%	5 10%	147 25%	6 19%	9 17%	90 21%	101 22%	33 38%	68 21%	62 20%	27 16%	23 20%	54 20%	114 23%	11 22%	19 24%	23 18%	13 15%	32 24%	69 25%
<b>METHOD OF PREPARATION (CURED/BRINED/SMOKED)</b>	113 13%	12 13%	6 7%	9 19%	77 13%	2 6%	7 13%	56 13%	57 12%	6 7%	40 13%	45 15%	20 12%	19 16%	32 12%	63 13%	5 10%	12 16%	13 10%	13 14%	12 9%	40 14%
<b>REFERRED TO AS CANADIAN BACON/CANADIAN MADE</b>	38 4%	4 4%	2 3%	2 4%	24 4%	2 6%	4 7%	16 4%	22 5%	6 6%	13 4%	11 4%	9 5%	5 4%	4 2%	27 5%	0 0%	3 4%	13 10%	3 3%	6 4%	6 2%
<b>UNAWARE OF WILTSHIRE BACON</b>	32 4%	3 3%	5 6%	0 0%	21 4%	2 6%	1 2%	6 1%	27 6%	6 7%	13 4%	9 3%	4 3%	3 3%	9 3%	21 4%	4 8%	0 0%	6 5%	1 1%	4 3%	11 4%
<b>TASTE (SALTY, FLAVOUR)</b>	57 6%	4 4%	3 4%	2 4%	40 7%	2 6%	6 11%	37 9%	20 4%	11 13%	21 7%	17 6%	8 5%	12 10%	13 5%	32 7%	4 9%	5 7%	5 4%	9 10%	9 7%	16 6%
<b>ONE IN THE SAME; THOUGHT THEY WERE THE SAME (PEAMEAL VS BACK BACON)</b>	37 4%	6 6%	2 3%	0 0%	26 4%	2 6%	0 0%	9 2%	28 6%	6 6%	15 5%	10 3%	7 4%	6 5%	10 4%	18 4%	3 5%	7 9%	2 2%	1 1%	7 6%	10 3%
<b>TEXTURE</b>	12 1%	3 3%	1 2%	0 0%	8 1%	0 0%	1 1%	3 1%	9 2%	2 2%	7 2%	4 1%	0 0%	5 4%	1 0%	7 1%	0 0%	1 2%	0 0%	3 3%	1 1%	5 2%
<b>HEALTHIER</b>	6 1%	0 0%	0 0%	0 0%	6 1%	0 0%	0 0%	4 1%	1 0%	2 2%	3 1%	1 0%	0 0%	0 0%	2 1%	4 1%	2 4%	0 0%	1 1%	0 0%	1 1%	1 0%

In your opinion, how does peameal bacon differ from other types of bacon such as bacon, back bacon and wiltshire bacon?																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q7_1																						
Weighted Total:	892	98	87	46	579	31	52	424	469	87	317	306	174	117	267	495	48	76	130	90	136	280
Total:	924	105	74	47	619	31	48	414	510	47	250	407	212	121	279	509	44	81	139	97	138	292
<b>DIFFERENT SHAPE/APPEARANCE/SIZE</b>	16 2%	1 1%	0 0%	0 0%	16 3%	0 0%	0 0%	10 2%	7 1%	0 0%	4 1%	8 3%	5 3%	2 2%	6 2%	8 2%	1 1%	1 1%	0 0%	2 3%	3 2%	6 2%
<b>COST</b>	6 1%	2 2%	1 1%	0 0%	3 0%	1 3%	0 0%	3 1%	3 1%	0 0%	1 0%	3 1%	2 1%	0 0%	1 0%	5 1%	0 0%	0 0%	3 2%	0 0%	1 1%	2 1%
<b>Response</b>	31 3%	6 6%	3 3%	4 8%	16 3%	1 3%	1 3%	17 4%	14 3%	2 2%	11 4%	8 3%	10 6%	3 3%	14 5%	14 3%	0 0%	5 7%	2 2%	6 7%	4 3%	8 3%
<b>Don't know /No response</b>	96 11%	9 9%	10 11%	4 9%	66 11%	5 16%	2 5%	60 14%	36 8%	13 15%	42 13%	24 8%	15 9%	12 11%	28 10%	51 10%	7 15%	4 6%	17 13%	15 17%	16 12%	26 9%
Chi2:	-	-	-	-	-	-	-	(99.9)		(99)				-			(99)					
Std Error Around 50%:	3.22	9.56	11.39	14.29	3.94	17.60	14.14	4.82	4.34	14.29	6.20	4.86	6.73	8.91	5.87	4.34	14.77	10.89	8.31	9.95	8.34	5.73

**Historically, peameal bacon was pork loin rolled in ground dried peas, however that practice is no longer used. Today, the pork loin is now rolled in cornmeal, and unlike back bacon, it is not smoked. Do you think it is acceptable to continue to use a name like peameal bacon (that does not accurately describe a food), as long as consumers generally understand its meaning?**

	Total	Region						Gender		Age				Education			Income						
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+	
Q8																							
Weighted Total:	1710	244	183	117	685	349	131	818	892	177	615	621	285	249	476	889	111	193	256	210	238	454	
Total:	1710	250	159	113	721	349	118	795	915	100	503	762	333	249	488	876	99	191	264	209	239	464	
<b>Yes</b>	1008 59%	139 57%	106 58%	72 62%	532 78%	90 26%	70 53%	489 60%	519 58%	123 70%	374 61%	337 54%	166 58%	141 57%	279 59%	556 62%	56 51%	99 51%	130 51%	123 59%	155 65%	291 64%	
					++++	----				++		---			+++		-	--	---		++	+++	
<b>No</b>	609 36%	89 37%	66 36%	38 32%	135 20%	227 65%	53 40%	295 36%	314 35%	46 26%	211 34%	243 39%	106 37%	95 38%	165 35%	293 33%	51 46%	82 43%	116 45%	72 34%	67 28%	139 31%	
					----	++++				--		++			--		++	++	++++		---	---	
<b>Don't know /No response</b>	93 5%	16 7%	11 6%	7 6%	18 3%	32 9%	9 7%	34 4%	59 7%	8 4%	31 5%	42 7%	14 5%	13 5%	32 7%	41 5%	4 3%	12 6%	10 4%	15 7%	16 7%	24 5%	
					----	++++		--	++			+			-								
Chi2:	-	99.9						90		95				-			99.9						
Std Error Around 50%:	2.37	6.20	7.77	9.22	3.65	5.25	9.02	3.48	3.24	9.80	4.37	3.55	5.37	6.21	4.44	3.31	9.85	7.09	6.03	6.78	6.34	4.55	

**In some cases, where the food does not contain the ingredient named in the common name, the ingredient name is modified, with the intention that it is not mistaken with the real ingredient. For example, cookies with artificial chocolate flavour could be named "Chocolatey Cookies". Does this provide with you with enough clarifying information that there is no chocolate in the cookie?**

	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q9																						
Weighted Total:	1710	244	183	117	685	349	131	818	892	177	615	621	285	249	476	889	111	193	256	210	238	454
Total:	1710	250	159	113	721	349	118	795	915	100	503	762	333	249	488	876	99	191	264	209	239	464
<b>Yes</b>	809 47%	124 51%	93 51%	58 49%	331 48%	137 39%	66 50%	383 47%	427 48%	83 47%	310 50%	287 46%	125 44%	121 49%	235 49%	428 48%	49 44%	83 43%	112 44%	101 48%	113 47%	232 51%
<b>No</b>	855 50%	112 46%	85 47%	57 49%	337 49%	203 58%	61 46%	417 51%	438 49%	89 50%	297 48%	312 50%	150 53%	114 46%	231 49%	442 50%	59 53%	106 55%	134 52%	102 49%	123 51%	216 48%
<b>Don't know /No response</b>	46 3%	8 3%	5 3%	2 2%	17 2%	9 3%	4 3%	19 2%	27 3%	5 3%	8 1%	22 4%	10 4%	13 5%	10 2%	19 2%	4 3%	5 2%	10 4%	7 3%	3 1%	6 1%
Chi2:	-	-												90								
Std Error Around 50%:	2.37	6.20	7.77	9.22	3.65	5.25	9.02	3.48	3.24	9.80	4.37	3.55	5.37	6.21	4.44	3.31	9.85	7.09	6.03	6.78	6.34	4.55

What do you think "natural" means when applied to foods?																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q10A_1																						
Weighted Total:	834	120	92	56	330	178	58	399	435	79	295	321	132	116	226	443	61	89	118	91	128	211
Total:	842	120	78	57	353	178	56	389	453	44	244	393	154	119	233	441	53	89	123	95	126	219
<b>NO PRESERVATIVES, NO ADDITIVES</b>	132 16%	14 12%	13 15%	10 18%	50 15%	34 19%	11 18%	49 12%	83 19%	9 11%	40 14%	57 18%	25 19%	15 13%	37 17%	69 16%	7 11%	17 19%	18 15%	17 18%	16 12%	36 17%
<b>NO ARTIFICIAL FLAVOURS OR COLOURS</b>	107 13%	19 16%	12 13%	8 13%	38 11%	27 15%	4 7%	48 12%	59 14%	9 12%	41 14%	46 14%	10 8%	17 15%	16 7%	65 15%	10 16%	11 13%	15 13%	13 14%	20 16%	23 11%
<b>NO PESTICIDES/HERBICIDES/CHEMICALS</b>	116 14%	22 18%	12 13%	5 9%	44 13%	29 16%	3 6%	55 14%	61 14%	13 17%	47 16%	45 14%	10 8%	12 10%	32 14%	68 15%	8 13%	7 8%	13 11%	11 12%	18 14%	37 18%
<b>NATURAL INGREDIENTS/DERIVED FROM NATURE, NO ARTIFICIAL INGREDIENTS</b>	252 30%	40 33%	25 27%	14 25%	112 34%	50 28%	13 22%	126 32%	126 29%	29 37%	82 28%	103 32%	39 29%	42 36%	79 35%	122 27%	15 25%	21 24%	43 37%	32 35%	40 31%	61 29%
<b>NOT GENETICALLY ENGINEERED (HORMONES, STEROIDS, ETC..)</b>	35 4%	5 4%	4 4%	0 0%	22 7%	3 2%	1 2%	20 5%	15 3%	4 5%	16 6%	11 4%	2 2%	4 3%	16 7%	14 3%	4 7%	1 1%	4 4%	3 3%	5 4%	12 6%
<b>BELOW HUMANE ANIMAL STANDARDS</b>	4 1%	1 1%	1 2%	0 0%	2 1%	0 0%	0 0%	1 0%	3 1%	0 0%	3 1%	2 0%	0 0%	0 0%	3 1%	1 0%	0 0%	1 1%	1 1%	0 0%	0 0%	2 1%
<b>NOT PROCESSED/AUTHENTIC/SYNTHETIC/ NOT MODIFIED</b>	171 20%	29 24%	18 19%	9 16%	65 20%	46 26%	5 9%	72 18%	99 23%	15 19%	71 24%	61 19%	21 16%	21 18%	50 22%	90 20%	14 22%	16 18%	21 18%	18 19%	34 27%	45 22%
<b>NOT ARTIFICIAL (GENERAL)</b>	60 7%	6 5%	11 12%	6 10%	17 5%	6 3%	14 24%	30 7%	30 7%	5 7%	20 7%	27 9%	6 5%	6 5%	17 7%	34 8%	2 3%	3 3%	11 9%	11 12%	11 9%	14 6%
<b>NOT MANUFACTURED</b>	8 1%	1 1%	1 1%	1 2%	4 1%	0 0%	1 2%	3 1%	5 1%	0 0%	2 1%	3 1%	2 2%	0 0%	3 1%	5 1%	0 0%	1 1%	2 1%	0 0%	1 1%	3 1%
<b>Other</b>	42 5%	8 7%	3 3%	3 6%	13 4%	11 6%	3 5%	18 5%	23 5%	3 4%	9 3%	14 4%	15 12%	6 5%	16 7%	18 4%	2 3%	10 11%	9 8%	3 3%	4 3%	10 5%

What do you think "natural" means when applied to foods?																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q10A_1																						
Weighted Total:	834	120	92	56	330	178	58	399	435	79	295	321	132	116	226	443	61	89	118	91	128	211
Total:	842	120	78	57	353	178	56	389	453	44	244	393	154	119	233	441	53	89	123	95	126	219
<b>Nothing</b>	89 11%	15 12%	18 <b>20%</b> +++	4 7%	38 11%	10 <b>6%</b> --	4 7%	42 11%	47 11%	9 11%	28 10%	37 11%	15 11%	8 7%	14 <b>6%</b> ---	64 <b>14%</b> ++++	6 10%	9 10%	10 8%	11 12%	9 7%	29 14%
<b>Don't know /No response</b>	92 11%	13 10%	3 <b>4%</b> --	8 14%	40 12%	17 10%	11 <b>19%</b> ++	53 13%	39 9%	11 15%	35 12%	30 9%	13 10%	19 <b>17%</b> ++	26 12%	40 <b>9%</b> --	8 14%	14 16%	10 9%	8 9%	12 9%	18 8%
Chi2:	-	(99.9)						-		-				(99)			-					
Std Error Around 50%:	3.38	8.95	11.10	12.98	5.22	7.35	13.10	4.97	4.60	14.77	6.27	4.94	7.90	8.98	6.42	4.67	13.46	10.39	8.84	10.05	8.73	6.62



What to you think "organic" means when applied to foods?																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q10B_1																						
Weighted Total:	875	124	92	61	356	170	73	419	456	97	320	300	153	133	250	445	50	103	138	118	111	242
Total:	867	130	81	56	368	170	62	406	461	56	258	369	179	130	255	434	46	101	141	114	113	245
<b>NO PRESERVATIVES, NO ADDITIVES</b>	109 12%	13 11%	7 7%	6 9%	41 12%	29 17%	13 18%	59 14%	50 11%	7 7%	29 9%	51 17%	22 14%	12 9%	32 13%	55 12%	6 12%	12 12%	21 15%	10 9%	13 12%	30 12%
<b>NO ARTIFICIAL FLAVOURS OR COLOURS</b>	14 2%	1 1%	0 0%	2 4%	5 1%	5 3%	1 1%	9 2%	5 1%	2 2%	4 1%	4 1%	4 2%	1 1%	4 2%	10 2%	2 4%	2 2%	3 2%	1 1%	1 1%	3 1%
<b>NO PESTICIDES/HERBICIDES/CHEMICALS</b>	540 62%	91 73%	64 70%	39 64%	218 61%	83 49%	45 62%	234 56%	306 67%	55 57%	193 60%	193 64%	96 63%	78 58%	155 62%	286 64%	26 52%	62 60%	87 63%	71 60%	76 69%	148 61%
<b>NATURAL INGREDIENTS/DERIVED FROM NATURE, NO ARTIFICIAL INGREDIENTS</b>	197 23%	23 18%	21 23%	15 24%	83 23%	40 24%	17 23%	90 22%	107 23%	25 25%	84 26%	61 20%	27 18%	27 20%	56 23%	101 23%	10 20%	13 13%	37 27%	24 20%	24 21%	61 25%
<b>NOT GENETICALLY ENGINEERED (HORMONES, STEROIDS, ETC..)</b>	128 15%	18 14%	14 15%	12 20%	57 16%	11 6%	15 21%	50 12%	77 17%	16 16%	56 18%	37 12%	18 12%	23 17%	26 10%	76 17%	7 13%	14 13%	22 16%	16 14%	17 16%	33 14%
<b>UNDER HUMANE ANIMAL STANDARDS</b>	18 2%	5 4%	1 1%	2 3%	6 2%	3 2%	1 2%	5 1%	13 3%	3 3%	7 2%	5 2%	3 2%	3 2%	3 1%	11 2%	1 1%	4 4%	3 2%	3 3%	2 2%	5 2%
<b>NOT PROCESSED/AUTHENTIC/SYNTHETIC/ NOT MODIFIED</b>	19 2%	0 0%	6 7%	0 0%	8 2%	3 2%	2 2%	9 2%	10 2%	0 0%	12 4%	5 2%	2 1%	2 1%	4 1%	14 3%	1 1%	4 4%	2 2%	2 2%	3 2%	7 3%
<b>COSTLY/EXPENSIVE</b>	30 3%	7 5%	2 2%	3 6%	15 4%	3 2%	0 0%	19 4%	11 3%	6 6%	9 3%	11 4%	5 3%	12 9%	8 3%	10 2%	3 6%	3 3%	6 4%	3 3%	2 2%	11 4%
<b>HEALTHIER</b>	6 1%	1 1%	0 0%	0 0%	3 1%	2 1%	0 0%	4 1%	2 0%	2 2%	1 0%	0 0%	3 2%	0 0%	3 1%	3 1%	0 0%	1 1%	2 1%	0 0%	0 0%	2 1%
<b>Other</b>	36 4%	6 5%	1 1%	2 3%	14 4%	11 6%	3 5%	24 6%	12 3%	4 4%	16 5%	8 3%	9 6%	7 5%	9 4%	17 4%	3 5%	6 6%	6 5%	7 6%	6 6%	6 3%

What to you think "organic" means when applied to foods?																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q10B_1																						
Weighted Total:	875	124	92	61	356	170	73	419	456	97	320	300	153	133	250	445	50	103	138	118	111	242
Total:	867	130	81	56	368	170	62	406	461	56	258	369	179	130	255	434	46	101	141	114	113	245
<b>NOTHING; MARKETING SCHEME</b>	39 4%	1 1%	8 8%	2 4%	19 5%	7 4%	2 3%	27 6%	12 3%	2 2%	10 3%	16 5%	9 6%	6 4%	9 3%	23 5%	3 6%	3 3%	3 2%	8 7%	4 3%	11 5%
<b>Don't know /No response</b>	68 8%	5 4%	2 2%	2 3%	35 10%	20 12%	4 5%	40 10%	28 6%	11 11%	29 9%	20 7%	7 4%	15 11%	22 9%	23 5%	4 8%	13 13%	7 5%	11 10%	9 8%	13 5%
Chi2:	-	(99)			++	++		(99.9)		(95)				(95)			-		+			
Std Error Around 50%:	3.33	8.60	10.89	13.10	5.11	7.52	12.45	4.86	4.56	13.10	6.10	5.10	7.32	8.60	6.14	4.70	14.45	9.75	8.25	9.18	9.22	6.26

Do you believe that "natural" foods are certified by the Government of Canada (i.e., verified as meeting certain standards)?																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q11A																						
Weighted Total:	834	120	92	56	330	178	58	399	435	79	295	321	132	116	226	443	61	89	118	91	128	211
Total:	842	120	78	57	353	178	56	389	453	44	244	393	154	119	233	441	53	89	123	95	126	219
<b>Yes</b>	161 19%	27 23%	18 19%	14 24%	51 15%	41 23%	10 17%	72 18%	89 20%	14 18%	57 19%	61 19%	26 20%	34 29%	41 18%	77 17%	22 37%	12 14%	25 21%	14 16%	33 26%	35 17%
<b>No</b>	545 65%	75 62%	60 66%	30 54%	231 70%	115 65%	33 57%	275 69%	270 62%	54 68%	200 68%	211 66%	74 56%	57 50%	152 67%	300 68%	31 52%	56 63%	79 67%	65 71%	75 59%	155 73%
<b>Don't know /No response</b>	129 15%	18 15%	14 15%	12 21%	48 15%	22 12%	15 26%	53 13%	76 18%	11 14%	37 13%	50 15%	31 24%	24 21%	32 14%	66 15%	7 11%	20 23%	15 12%	12 13%	19 15%	22 10%
Chi2:	-	-						90		-				99			99					
Std Error Around 50%:	3.38	8.95	11.10	12.98	5.22	7.35	13.10	4.97	4.60	14.77	6.27	4.94	7.90	8.98	6.42	4.67	13.46	10.39	8.84	10.05	8.73	6.62

Do you believe that "organic" foods are certified by the Government of Canada (i.e., verified as meeting certain standards)?																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q11B																						
Weighted Total:	876	124	92	61	356	171	73	419	457	97	321	300	153	133	250	446	50	104	138	118	111	242
Total:	868	130	81	56	368	171	62	406	462	56	259	369	179	130	255	435	46	102	141	114	113	245
<b>Yes</b>	276 31%	34 27%	36 39%	28 <b>46%</b> ++	93 <b>26%</b> ---	56 33%	29 40%	103 <b>24%</b> ----	173 <b>38%</b> ++++	37 38%	102 32%	93 31%	43 28%	56 <b>42%</b> +++	88 35%	122 <b>27%</b> ---	20 39%	30 29%	48 35%	41 35%	31 28%	69 29%
<b>No</b>	480 55%	75 61%	44 49%	25 <b>41%</b> --	208 58% +	94 55%	34 46%	264 <b>63%</b> ++++	216 <b>47%</b> ----	44 45%	188 59%	164 55%	82 54%	56 <b>42%</b> ---	124 <b>50%</b> --	266 <b>60%</b> +++	20 <b>40%</b> --	56 54%	67 49%	63 53%	66 60%	142 59%
<b>Don't know /No response</b>	120 14%	15 12%	11 12%	8 13%	55 15%	21 12%	10 14%	52 12%	68 15%	17 17%	31 <b>10%</b> --	43 14%	28 18%	21 16%	38 15%	58 13%	11 21%	18 17%	23 17%	14 12%	14 12%	31 13%
Chi2:	-	90						99.9		90				99			-					
Std Error Around 50%:	3.33	8.60	10.89	13.10	5.11	7.49	12.45	4.86	4.56	13.10	6.09	5.10	7.32	8.60	6.14	4.70	14.45	9.70	8.25	9.18	9.22	6.26

What would be the main reason(s) why you would buy "natural" foods?																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q12A_1																						
Weighted Total:	834	120	92	56	330	178	58	399	435	79	295	321	132	116	226	443	61	89	118	91	128	211
Total:	842	120	78	57	353	178	56	389	453	44	244	393	154	119	233	441	53	89	123	95	126	219
<b>100% natural ingredients</b>	519 62%	71 59%	52 56%	31 56%	200 61%	128 72%	38 65%	245 61%	274 63%	36 46%	192 65%	215 67%	72 54%	77 67%	150 67%	259 58%	40 65%	59 66%	82 70%	61 67%	72 56%	120 57%
<b>No artificial flavours or colours</b>	575 69%	81 67%	57 63%	38 68%	219 66%	134 75%	45 78%	250 63%	325 75%	40 51%	199 67%	241 75%	90 68%	73 63%	163 72%	305 69%	41 68%	66 74%	86 73%	62 69%	87 68%	141 67%
<b>No food additives or preservatives</b>	575 69%	84 70%	57 62%	39 70%	219 66%	129 72%	47 81%	256 64%	320 73%	47 59%	209 71%	232 72%	84 63%	76 66%	171 76%	292 66%	46 76%	65 73%	84 71%	65 71%	83 65%	144 68%
<b>No pesticides/herbicides</b>	447 54%	61 51%	42 46%	25 44%	168 51%	112 63%	39 67%	196 49%	252 58%	36 45%	154 52%	184 57%	69 52%	63 55%	135 60%	224 50%	33 55%	56 63%	71 60%	49 54%	64 50%	105 50%
<b>No genetically engineered ingredients</b>	451 54%	65 54%	47 51%	25 45%	171 52%	111 62%	32 55%	195 49%	256 59%	34 42%	154 52%	183 57%	75 57%	62 53%	137 61%	227 51%	38 62%	46 52%	71 60%	47 52%	66 52%	110 52%
<b>Perception of benefits</b>	256 31%	53 44%	29 32%	15 28%	101 31%	36 20%	21 35%	131 33%	125 29%	17 21%	99 34%	98 31%	39 30%	28 24%	74 33%	144 32%	23 38%	26 29%	33 28%	27 29%	46 36%	63 30%
<b>Grown under humane animal standards</b>	246 30%	36 30%	20 21%	15 27%	107 32%	48 27%	20 34%	95 24%	151 35%	27 34%	88 30%	99 31%	31 23%	30 26%	81 36%	126 28%	26 43%	28 32%	38 32%	26 29%	36 28%	51 24%
<b>Fosters environmental sustainability</b>	250 30%	42 35%	18 20%	13 24%	99 30%	59 33%	18 31%	105 26%	144 33%	29 37%	97 33%	96 30%	25 19%	21 18%	86 38%	131 30%	27 44%	25 28%	37 31%	33 36%	38 30%	54 26%
<b>Do not buy natural foods</b>	83 10%	16 14%	7 8%	8 15%	44 13%	4 2%	2 4%	49 12%	33 8%	11 14%	29 10%	20 6%	20 15%	11 9%	16 7%	51 11%	6 10%	8 10%	11 10%	9 10%	17 14%	21 10%
<b>ACCORDING/READING THE INGREDIENTS ON THE PACKAGE</b>	9 1%	2 1%	1 2%	0 0%	5 2%	1 1%	0 0%	3 1%	6 1%	0 0%	4 1%	3 1%	3 2%	0 0%	1 1%	8 2%	0 0%	0 0%	1 1%	1 1%	2 2%	1 1%

What would be the main reason(s) why you would buy "natural" foods?																							
	Total	Region						Gender		Age				Education			Income						
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+	
Q12A_1																							
Weighted Total:	834	120	92	56	330	178	58	399	435	79	295	321	132	116	226	443	61	89	118	91	128	211	
Total:	842	120	78	57	353	178	56	389	453	44	244	393	154	119	233	441	53	89	123	95	126	219	
<b>TASTE</b>	10 1%	3 2%	2 3%	2 3%	2 1%	1 1%	0 0%	7 2%	3 1%	2 3%	4 1%	3 1%	1 1%	1 1%	0 0%	9 2%	3 5%	0 0%	1 1%	0 0%	1 1%	3 1%	
<b>COST/PRICE</b>	7 1%	4 3% +++	0 0%	2 3% +	1 0%	0 0%	0 0%	4 1%	3 1%	2 3%	0 0%	4 1%	1 1%	0 0%	1 1%	5 1%	3 6% ++++	1 1%	0 0%	0 0%	0 0%	0 0%	2 1%
<b>NATURAL IS MEANINGLESS. NATURAL DOES NOT REFLECT PURCHASING HABITS</b>	18 2%	5 4%	2 2%	1 2%	6 2%	4 2%	0 0%	6 1%	12 3%	0 0%	7 2%	8 2%	3 3%	1 1%	6 3%	10 2%	1 1%	2 3%	1 1%	4 5%	1 1%	7 3%	
<b>Other</b>	8 1%	0 0%	2 2%	0 0%	3 1%	1 1%	2 3%	3 1%	5 1%	4 5% ++++	3 1%	1 0%	0 0%	2 2%	2 1%	4 1%	1 2%	0 0%	0 0%	0 0%	2 1%	3 1%	
<b>Don't know /No response</b>	18 2%	4 3%	0 0%	1 1%	9 3%	3 2%	2 3%	10 2%	8 2%	6 7% +++	5 2%	5 2%	3 2%	6 5% ++	5 2%	7 2%	3 4%	2 2%	2 1%	1 1%	2 1%	3 1%	
Chi2:	-	(95)						(99.9)		(99.9)				(95)			-						
Std Error Around 50%:	3.38	8.95	11.10	12.98	5.22	7.35	13.10	4.97	4.60	14.77	6.27	4.94	7.90	8.98	6.42	4.67	13.46	10.39	8.84	10.05	8.73	6.62	

What would be the main reason(s) why you would buy "organic" foods?																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q12B_1																						
Weighted Total:	876	124	92	61	356	171	73	419	457	97	321	300	153	133	250	446	50	104	138	118	111	242
Total:	868	130	81	56	368	171	62	406	462	56	259	369	179	130	255	435	46	102	141	114	113	245
<b>100% natural ingredients</b>	499 57%	66 53%	50 55%	30 49%	197 55%	117 <b>68%</b> ++++	40 54%	235 56%	264 58%	54 55%	179 56%	179 60%	81 53%	75 56%	141 57%	250 56%	32 64%	59 57%	83 60%	63 53%	60 54%	131 54%
<b>No artificial flavours or colours</b>	449 51%	68 54%	49 53%	26 43%	172 48%	94 55%	41 56%	212 51%	237 52%	50 51%	152 47%	171 <b>57%</b> ++	71 47%	73 55%	123 49%	225 50%	27 53%	54 52%	72 52%	62 52%	53 48%	126 52%
<b>No food additives or preservatives</b>	517 59%	72 58%	51 56%	33 54%	209 59%	104 61%	47 64%	246 59%	271 59%	59 61%	185 58%	181 60%	87 57%	76 57%	141 56%	265 59%	27 54%	59 57%	85 62%	73 62%	64 57%	136 56%
<b>No pesticides/herbicides</b>	628 72%	96 77%	59 64%	40 66%	258 72%	124 73%	52 71%	286 <b>68%</b> --	342 <b>75%</b> ++	68 70%	243 76%	214 71%	98 <b>64%</b> --	92 69%	170 68%	329 74%	35 69%	70 67%	102 74%	82 70%	84 76%	173 71%
<b>No genetically engineered ingredients</b>	461 53%	68 55%	42 46%	29 47%	187 53%	98 57%	37 51%	203 <b>49%</b> --	258 <b>56%</b> ++	46 47%	178 55%	165 55%	69 <b>45%</b> --	64 48%	136 55%	232 52%	26 53%	56 54%	69 50%	65 55%	59 54%	118 49%
<b>Perception of benefits</b>	211 24%	39 <b>31%</b> ++	13 <b>15%</b> --	11 19%	105 <b>30%</b> +++	25 <b>15%</b> ---	18 25%	110 26%	101 22%	44 <b>45%</b> ++++	63 <b>20%</b> --	72 24%	31 20%	31 24%	56 23%	112 25%	18 36%	25 24%	35 25%	29 24%	22 20%	49 20%
<b>Grown under humane animal standards</b>	353 40%	57 46%	26 <b>28%</b> --	19 32%	159 <b>45%</b> ++	60 35%	32 44%	146 <b>35%</b> ---	207 <b>45%</b> +++	42 43%	142 44%	114 38%	52 34%	45 34%	102 41%	189 42%	20 39%	48 46%	63 45%	57 48%	41 37%	90 37%
<b>Fosters environmental sustainability</b>	386 44%	62 50%	34 38%	23 38%	150 42%	78 46%	38 52%	160 <b>38%</b> ----	226 <b>49%</b> ++++	50 51%	156 <b>49%</b> ++	127 42%	51 <b>33%</b> ---	41 <b>31%</b> ----	101 41%	220 <b>49%</b> +++	20 40%	52 50%	66 48%	56 47%	50 45%	108 45%
<b>Do not buy organic foods</b>	184 21%	20 16%	19 21%	19 <b>31%</b> ++	74 21%	36 21%	15 20%	88 21%	95 21%	20 21%	45 <b>14%</b> ----	71 24%	48 <b>31%</b> ++++	36 27%	66 <b>27%</b> ++	74 <b>17%</b> ---	15 29%	20 19%	28 20%	23 19%	21 19%	50 21%
<b>TASTE</b>	9 1%	2 1%	1 2%	1 2%	3 1%	2 1%	0 0%	3 1%	5 1%	0 0%	4 1%	3 1%	3 2%	2 1%	1 0%	4 1%	0 0%	1 1%	3 2%	1 1%	1 1%	1 0%

What would be the main reason(s) why you would buy "organic" foods?																						
	Total	Region						Gender		Age				Education			Income					
		Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K
Q12B_1																						
Weighted Total:	876	124	92	61	356	171	73	419	457	97	321	300	153	133	250	446	50	104	138	118	111	242
Total:	868	130	81	56	368	171	62	406	462	56	259	369	179	130	255	435	46	102	141	114	113	245
<b>COST ISSUES/CONCERNS</b>	13 1%	1 1%	2 2%	0 0%	5 2%	4 2%	1 1%	7 2%	6 1%	0 0%	4 1%	7 2%	2 1%	2 2%	2 1%	8 2%	0 0%	1 1%	1 1%	2 2%	5 4%	3 1%
<b>TRUST ISSUES/LACK CONFIDENCE</b>	5 1%	2 1%	0 0%	1 1%	1 0%	1 1%	1 1%	1 0%	4 1%	0 0%	0 0%	3 1%	2 1%	1 1%	0 0%	3 1%	0 0%	1 1%	1 1%	1 1%	1 1%	0 0%
<b>Other</b>	7 1%	1 1%	3 3%	2 3%	1 0%	0 0%	0 0%	6 1%	1 0%	0 0%	4 1%	1 0%	2 1%	0 0%	0 0%	7 2%	0 0%	0 0%	0 0%	3 3%	1 1%	3 1%
<b>Don't know /No response</b>	13 1%	3 2%	0 0%	0 0%	7 2%	3 2%	0 0%	8 2%	5 1%	3 3%	6 2%	2 1%	2 1%	2 1%	4 2%	7 2%	2 4%	2 2%	3 2%	3 2%	1 1%	1 1%
Chi2:	-	-						(95)		(99.9)				-			-					
Std Error Around 50%:	3.33	8.60	10.89	13.10	5.11	7.49	12.45	4.86	4.56	13.10	6.09	5.10	7.32	8.60	6.14	4.70	14.45	9.70	8.25	9.18	9.22	6.26



Fish can be considered natural only if it is not farmed (wild), yet milk can be considered "natural" even though it is from a farmed cow, as long as there are no additives or preservatives. Do you think it makes sense that the use of the term...																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	+
Q13																						
Weighted Total:	1710	244	183	117	685	349	131	818	892	177	615	621	285	249	476	889	111	193	256	210	238	454
Total:	1710	250	159	113	721	349	118	795	915	100	503	762	333	249	488	876	99	191	264	209	239	464
<b>Natural should apply equally to all foods</b>	738 43%	93 38%	68 37%	53 45%	261 <b>38%</b>	202 <b>58%</b>	61 46%	345 42%	393 44%	54 <b>31%</b>	281 46%	283 46%	113 40%	106 43%	212 44%	364 41%	46 42%	81 42%	112 44%	97 47%	108 45%	186 41%
<b>Natural can differ across foods</b>	861 50%	136 56%	104 57%	53 45%	382 <b>56%</b>	123 <b>35%</b>	64 49%	429 52%	432 48%	115 <b>65%</b>	311 50%	291 <b>47%</b>	139 49%	116 47%	237 50%	474 <b>53%</b>	54 49%	91 47%	123 48%	103 49%	124 52%	252 <b>55%</b>
<b>Don't know/No response</b>	111 6%	16 7%	12 6%	11 10%	41 6%	24 7%	7 5%	43 5%	68 8%	7 4%	23 <b>4%</b>	47 8%	32 <b>11%</b>	26 <b>10%</b>	28 6%	52 6%	10 9%	21 <b>11%</b>	22 9%	9 4%	7 <b>3%</b>	16 <b>4%</b>
Chi2:	-	99.9						90		99.9				95			99					
Std Error Around 50%:	2.37	6.20	7.77	9.22	3.65	5.25	9.02	3.48	3.24	9.80	4.37	3.55	5.37	6.21	4.44	3.31	9.85	7.09	6.03	6.78	6.34	4.55

Genetic engineering is a growing practice in the production of foods. Do you think a food produced through genetic engineering is considered natural?																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q14																						
Weighted Total:	1710	244	183	117	685	349	131	818	892	177	615	621	285	249	476	889	111	193	256	210	238	454
Total:	1710	250	159	113	721	349	118	795	915	100	503	762	333	249	488	876	99	191	264	209	239	464
<b>Yes</b>	235 14%	40 16%	28 15%	12 10%	85 12%	59 17%	12 9%	147 18%	88 10%	31 17%	68 11%	91 15%	45 16%	25 10%	53 11%	141 16%	16 14%	15 8%	33 13%	32 15%	31 13%	84 19%
								++++	----					-	-	+++		--				++++
<b>No</b>	1292 76%	188 77%	141 77%	92 79%	533 78%	229 66%	109 83%	599 73%	693 78%	137 78%	494 80%	447 72%	203 71%	190 76%	369 78%	674 76%	86 77%	148 77%	195 76%	154 73%	182 76%	327 72%
								--	++				--									--
<b>Don't know /No response</b>	182 11%	17 7%	14 8%	13 11%	68 10%	61 17%	10 8%	72 9%	111 12%	9 5%	54 9%	83 13%	37 13%	34 14%	54 11%	74 8%	9 8%	29 15%	28 11%	23 11%	26 11%	42 9%
		--				++++		--	++	--	-	+++		+		---		++				
Chi2:	-	99.9						99.9		99.9				99			90					
Std Error Around 50%:	2.37	6.20	7.77	9.22	3.65	5.25	9.02	3.48	3.24	9.80	4.37	3.55	5.37	6.21	4.44	3.31	9.85	7.09	6.03	6.78	6.34	4.55

Celery extract can be naturally modified to contain high levels of nitrites, which are added to the food as a preservative. Do you believe that natural ingredients (such as celery extract) are still natural when they are used to perform a food additive...																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
Q15																						
Weighted Total:	1710	244	183	117	685	349	131	818	892	177	615	621	285	249	476	889	111	193	256	210	238	454
Total:	1710	250	159	113	721	349	118	795	915	100	503	762	333	249	488	876	99	191	264	209	239	464
<b>Yes</b>	627 37%	94 38%	82 45%	53 45%	232 34%	120 34%	46 35%	325 40%	302 34%	84 48%	225 37%	221 36%	94 33%	97 39%	179 38%	320 36%	46 41%	69 36%	95 37%	88 42%	87 36%	168 37%
<b>No</b>	862 50%	118 48%	81 44%	54 46%	355 52%	184 53%	69 53%	404 49%	457 51%	80 45%	316 51%	318 51%	140 49%	108 43%	232 49%	471 53%	49 44%	92 48%	123 48%	100 48%	126 53%	239 53%
<b>Don't know /No response</b>	222 13%	33 13%	20 11%	10 8%	98 14%	45 13%	16 12%	88 11%	133 15%	12 7%	75 12%	83 13%	50 18%	43 17%	65 14%	98 11%	16 14%	33 17%	39 15%	21 10%	25 11%	47 10%
Chi2:	-	-	-	-	-	-	-	--	++	-	-	-	+++	++	-	--	-	-	-	-	-	-
Std Error Around 50%:	2.37	6.20	7.77	9.22	3.65	5.25	9.02	3.48	3.24	9.80	4.37	3.55	5.37	6.21	4.44	3.31	9.85	7.09	6.03	6.78	6.34	4.55

Region																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
PRESTRATE																						
Weighted Total:	1710	244	183	117	685	349	131	818	892	177	615	621	285	249	476	889	111	193	256	210	238	454
Total:	1710	250	159	113	721	349	118	795	915	100	503	762	333	249	488	876	99	191	264	209	239	464
<b>BC</b>	238 14%	238 <b>97%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	125 15%	113 13%	28 16%	71 <b>12%</b> --	82 13%	53 <b>19%</b> +++	30 12%	72 15%	135 15%	23 <b>21%</b> ++	31 16%	34 13%	28 13%	35 15%	60 13%
<b>Alberta</b>	183 11%	0 <b>0%</b> ----	183 <b>100%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	82 10%	101 11%	18 10%	72 12%	75 12%	16 <b>6%</b> ---	28 11%	50 11%	103 12%	8 7%	12 <b>6%</b> --	23 9%	24 11%	28 12%	66 <b>15%</b> +++
<b>Saskatchewan</b>	53 3%	0 <b>0%</b> ---	0 <b>0%</b> --	53 <b>45%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ---	24 3%	29 3%	2 1%	18 3%	15 2%	18 <b>6%</b> ++++	7 3%	13 3%	33 4%	4 3%	7 4%	8 3%	7 3%	8 3%	13 3%
<b>Manitoba</b>	64 4%	0 <b>0%</b> ----	0 <b>0%</b> ---	64 <b>55%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ---	28 3%	36 4%	9 5%	11 <b>2%</b> ---	28 5%	14 5%	10 4%	17 4%	37 4%	0 <b>0%</b> --	9 4%	16 <b>6%</b> ++	8 4%	5 2%	11 2%
<b>Ontario</b>	685 40%	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	685 <b>100%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	343 42%	342 38%	86 49%	258 42%	227 <b>37%</b> --	108 38%	94 38%	206 43%	378 43%	43 39%	66 34%	93 36%	76 36%	94 40%	200 <b>44%</b> ++
<b>Quebec</b>	349 20%	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	349 <b>100%</b> ++++	0 <b>0%</b> ----	157 19%	192 22%	18 <b>10%</b> ---	134 22%	149 <b>24%</b> +++	48 17%	55 22%	70 <b>15%</b> ----	141 <b>16%</b> ----	24 22%	46 24%	59 23%	46 22%	52 22%	77 <b>17%</b> --
<b>New Brunswick</b>	42 2%	0 <b>0%</b> ---	0 <b>0%</b> --	0 <b>0%</b> -	0 <b>0%</b> ----	0 <b>0%</b> ----	42 <b>32%</b> ++++	17 2%	25 3%	5 3%	15 2%	13 2%	9 3%	11 <b>4%</b> ++	16 3%	15 <b>2%</b> --	0 0%	12 <b>6%</b> ++++	11 <b>4%</b> ++	3 2%	5 2%	5 <b>1%</b> --
<b>Nova Scotia</b>	52 3%	0 <b>0%</b> ---	0 <b>0%</b> --	0 <b>0%</b> -	0 <b>0%</b> ----	0 <b>0%</b> ----	52 <b>40%</b> ++++	24 3%	28 3%	5 3%	20 3%	16 3%	10 3%	12 5%	17 4%	22 2%	6 6%	5 2%	10 4%	10 5%	5 2%	8 2%
<b>PEI</b>	8 0%	0 <b>0%</b> ---	0 <b>0%</b> --	0 <b>0%</b> -	0 <b>0%</b> ----	0 <b>0%</b> ----	8 <b>6%</b> ++++	4 1%	4 0%	5 <b>3%</b> ++++	0 0%	1 0%	1 1%	0 0%	3 1%	5 1%	0 0%	1 0%	0 0%	3 <b>2%</b> ++	1 0%	2 0%
<b>Newfoundland</b>	29 2%	0 <b>0%</b> ---	0 <b>0%</b> --	0 <b>0%</b> -	0 <b>0%</b> ----	0 <b>0%</b> ----	29 <b>22%</b> ++++	12 1%	18 2%	0 0%	13 2%	12 2%	5 2%	3 1%	8 2%	18 2%	3 3%	5 2%	2 1%	5 2%	5 2%	7 2%

Region																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
PRESTRATE																						
Weighted Total:	1710	244	183	117	685	349	131	818	892	177	615	621	285	249	476	889	111	193	256	210	238	454
Total:	1710	250	159	113	721	349	118	795	915	100	503	762	333	249	488	876	99	191	264	209	239	464
<b>Yukon</b>	4	4	0	0	0	0	0	2	2	0	1	1	2	0	2	2	0	0	0	0	1	3
	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%
		++++																				++
<b>NorthWest Territories</b>	3	3	0	0	0	0	0	1	2	0	1	2	0	0	1	2	0	0	0	0	0	3
	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
		++++																				+++
<b>Nunavut</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Test - Demo</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	(99.9)						-	(99.9)				-	(99)								
Std Error Around 50%:	2.37	6.20	7.77	9.22	3.65	5.25	9.02	3.48	3.24	9.80	4.37	3.55	5.37	6.21	4.44	3.31	9.85	7.09	6.03	6.78	6.34	4.55

Gender																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
ISEX																						
Weighted Total:	1710	244	183	117	685	349	131	818	892	177	615	621	285	249	476	889	111	193	256	210	238	454
Total:	1710	250	159	113	721	349	118	795	915	100	503	762	333	249	488	876	99	191	264	209	239	464
<b>Male</b>	818 48%	127 52%	82 45%	51 44%	343 50%	157 45%	57 44%	818 100%	0 0%	93 52%	289 47%	263 42%	165 58%	120 48%	202 42%	455 51%	41 37%	76 39%	114 45%	101 48%	120 50%	254 56%
								++++	----			----	++++		---	+++	--	--				++++
<b>Female</b>	892 52%	117 48%	101 55%	65 56%	342 50%	192 55%	74 56%	0 0%	892 100%	84 48%	326 53%	359 58%	120 42%	128 52%	274 58%	434 49%	70 63%	117 61%	142 55%	109 52%	119 50%	199 44%
								----	++++			++++	----		+++	---	++	++				----
Chi2:	-	-						99.9		99.9				99			99.9					
Std Error Around 50%:	2.37	6.20	7.77	9.22	3.65	5.25	9.02	3.48	3.24	9.80	4.37	3.55	5.37	6.21	4.44	3.31	9.85	7.09	6.03	6.78	6.34	4.55

	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
AGE																						
Weighted Total:	1710	244	183	117	685	349	131	818	892	177	615	621	285	249	476	889	111	193	256	210	238	454
Total:	1710	250	159	113	721	349	118	795	915	100	503	762	333	249	488	876	99	191	264	209	239	464
<25	177 10%	28 11%	18 10%	11 10%	86 13%	18 5%	16 12%	93 11%	84 9%	100% ++++	0 ----	0 ----	0 ----	33 13%	35 7%	102 11%	36 32%	24 12%	16 6%	21 10%	17 7%	24 5%
25-34	280 16%	28 11%	33 18%	17 15%	124 18%	61 17%	16 12%	148 18%	132 15%	0 ----	280 45%	0 ----	0 ----	26 10%	71 15%	169 19%	20 18%	30 15%	50 19%	36 17%	44 19%	64 14%
35-44	336 20%	46 19%	39 21%	12 10%	134 20%	73 21%	32 24%	141 17%	195 22%	0 ----	336 55%	0 ----	0 ----	40 16%	109 23%	167 19%	9 8%	37 19%	37 14%	40 19%	57 24%	116 26%
45-54	363 21%	49 20%	48 26%	25 22%	127 19%	91 26%	23 17%	130 16%	232 26%	0 ----	0 ----	363 58%	0 ----	63 25%	118 25%	154 17%	22 20%	37 19%	42 16%	46 22%	41 17%	121 27%
55-64	258 15%	35 15%	27 15%	18 15%	100 15%	58 17%	20 15%	132 16%	126 14%	0 ----	0 ----	258 42%	0 ----	34 14%	71 15%	137 15%	8 7%	21 11%	39 15%	40 19%	39 16%	81 18%
65+	285 17%	55 22%	16 9%	32 28%	108 16%	48 14%	25 19%	165 20%	120 13%	0 ----	0 ----	0 ----	285 100%	51 20%	68 14%	157 18%	15 14%	45 23%	72 28%	27 13%	40 17%	45 10%
Refuse	12 1%	4 2%	2 1%	1 1%	5 1%	0 0%	0 0%	9 1%	3 0%	0 0%	0 0%	0 0%	0 0%	1 0%	5 1%	4 0%	1 1%	0 0%	1 0%	0 0%	0 0%	4 1%
Chi2:	-	(99.9)						99.9		99.9				(99.9)			(99.9)					
Std Error Around 50%:	2.37	6.20	7.77	9.22	3.65	5.25	9.02	3.48	3.24	9.80	4.37	3.55	5.37	6.21	4.44	3.31	9.85	7.09	6.03	6.78	6.34	4.55

What is the highest level of schooling that you have completed?																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
EDUCATION																						
Weighted Total:	1623	244	182	117	683	267	131	780	843	172	581	582	276	249	476	889	103	190	240	197	226	435
Total:	1622	249	158	113	718	267	117	757	865	95	469	722	324	249	488	876	91	188	247	196	227	445
Some high school or less	38 2%	6 2%	5 3%	2 1%	11 2%	10 4%	5 4%	18 2%	20 2%	8 5%	2 0%	13 2%	16 6%	38 15%	0 0%	0 0%	3 3%	10 5%	9 4%	6 3%	2 1%	4 1%
High school graduate	210 13%	24 10%	23 12%	15 13%	83 12%	45 17%	21 16%	102 13%	108 13%	26 15%	64 11%	85 15%	35 13%	210 85%	0 0%	0 0%	17 17%	38 20%	41 17%	31 16%	16 7%	37 8%
Some college	141 9%	27 11%	18 10%	9 8%	50 7%	25 9%	11 9%	47 6%	94 11%	21 13%	42 7%	51 9%	25 9%	0 0%	141 30%	0 0%	16 16%	23 12%	19 8%	21 11%	13 6%	21 5%
Community/Technical college or CEGEP graduate	301 19%	45 19%	28 15%	19 16%	139 20%	42 16%	28 21%	149 19%	152 18%	12 7%	126 22%	120 21%	38 14%	0 0%	301 63%	0 0%	20 20%	44 23%	57 24%	26 13%	48 21%	73 17%
Private college graduate	35 2%	2 1%	4 2%	3 2%	17 2%	3 1%	6 4%	6 1%	29 3%	1 1%	13 2%	18 3%	4 1%	0 0%	35 7%	0 0%	1 1%	3 1%	7 3%	5 3%	4 2%	7 2%
Some university	164 10%	35 14%	16 9%	13 11%	65 9%	24 9%	11 9%	87 11%	76 9%	69 40%	36 6%	36 6%	22 8%	0 0%	0 0%	164 18%	15 15%	14 8%	14 6%	25 13%	24 10%	39 9%
Bachelor's degree	467 29%	66 27%	67 37%	38 33%	182 27%	82 31%	32 25%	220 28%	248 29%	28 16%	216 37%	160 27%	62 22%	0 0%	0 0%	467 53%	25 25%	43 22%	62 26%	61 31%	72 32%	150 34%
Graduate degree	258 16%	38 15%	20 11%	18 16%	131 19%	35 13%	16 12%	149 19%	110 13%	5 3%	83 14%	95 16%	73 27%	0 0%	0 0%	258 29%	5 4%	14 8%	31 13%	22 11%	49 22%	104 24%
No response	9 1%	1 0%	2 1%	0 0%	5 1%	1 0%	0 0%	3 0%	6 1%	2 1%	0 0%	4 1%	1 0%	0 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	0 0%	1 0%
Chi2:	-	(90)						(99.9)		(99.9)				99.9			(99.9)					
Std Error Around 50%:	2.43	6.21	7.80	9.22	3.66	6.00	9.06	3.56	3.33	10.05	4.53	3.65	5.44	6.21	4.44	3.31	10.27	7.15	6.24	7.00	6.50	4.65



Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes.																						
	Total	Region						Gender		Age				Education			Income					
	Total	BC/Terr	AB	SK/MB	ON	QC	ATL	Male	Female	<25	25-44	45-64	65+	ES-HS	Coll	Univ.	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
INCOME																						
Weighted Total:	1710	244	183	117	685	349	131	818	892	177	615	621	285	249	476	889	111	193	256	210	238	454
Total:	1710	250	159	113	721	349	118	795	915	100	503	762	333	249	488	876	99	191	264	209	239	464
<b>Less than \$20,000</b>	111 6%	23 <b>9%</b> ++	8 4%	4 3%	43 6%	24 7%	9 7%	41 <b>5%</b> --	70 <b>8%</b> ++	36 <b>20%</b> ++++	29 <b>5%</b> --	30 <b>5%</b> --	15 <b>5%</b> --	20 <b>8%</b>	38 <b>8%</b>	45 <b>5%</b> --	111 <b>100%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----
<b>\$20,000 to just under \$40,000</b>	193 11%	31 13%	12 <b>6%</b> --	16 13%	66 10%	46 13%	22 <b>17%</b> ++	76 <b>9%</b> --	117 <b>13%</b> ++	24 13%	67 11%	58 <b>9%</b> --	45 <b>16%</b> +++	48 <b>19%</b> ++++	70 <b>15%</b> +++	71 <b>8%</b> ----	0 <b>0%</b> ----	193 <b>100%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----
<b>\$40,000 to just under \$60,000</b>	256 15%	34 14%	23 13%	24 21%	93 14%	59 17%	23 17%	114 14%	142 16%	16 9%	86 14%	81 13%	72 <b>25%</b> ++++	50 <b>20%</b> ++	83 <b>18%</b> +	106 <b>12%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	256 <b>100%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----
<b>\$60,000 to just under \$80,000</b>	210 12%	28 11%	24 13%	14 12%	76 11%	46 13%	21 16%	101 12%	109 12%	21 12%	76 12%	86 14%	27 10%	37 15%	52 11%	108 12%	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	210 <b>100%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----
<b>\$80,000 to just under \$100,000</b>	238 14%	36 15%	28 15%	13 11%	94 14%	52 15%	15 12%	120 15%	119 13%	17 9%	101 <b>16%</b> ++	80 13%	40 14%	17 <b>7%</b> ----	64 <b>14%</b>	144 <b>16%</b> +++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	238 <b>100%</b> ++++	0 <b>0%</b> ----
<b>\$100,000 to just under \$150,000</b>	262 15%	42 17%	36 20%	14 12%	114 17%	46 13%	10 <b>7%</b> --	146 <b>18%</b> +++	117 <b>13%</b> --	10 <b>6%</b> --	112 <b>18%</b> ++	111 <b>18%</b> ++	28 <b>10%</b> --	31 13%	69 15%	153 <b>17%</b> ++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	262 <b>58%</b> ++++
<b>\$150,000 and above</b>	191 11%	24 10%	30 <b>16%</b> ++	9 8%	86 13%	31 9%	12 9%	109 <b>13%</b> +++	83 <b>9%</b> --	14 8%	67 11%	90 <b>15%</b> ++++	16 <b>6%</b> ----	10 <b>4%</b> ----	31 <b>7%</b> ----	139 <b>16%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	191 <b>42%</b> ++++
<b>No response</b>	248 14%	27 11%	22 12%	22 19%	113 16%	45 13%	19 14%	112 14%	136 15%	40 <b>23%</b> ++	77 12%	85 14%	40 14%	36 14%	68 14%	122 14%	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----
Chi2:	-	95						99.9		99.9				99.9			99.9					
Std Error Around 50%:	2.37	6.20	7.77	9.22	3.65	5.25	9.02	3.48	3.24	9.80	4.37	3.55	5.37	6.21	4.44	3.31	9.85	7.09	6.03	6.78	6.34	4.55