



Canadian Food
Inspection Agency

Agence canadienne
d'inspection des aliments

Public Opinion Research with Canadians on Food Safety and Food Fraud: 2019- 2020

Canadian Food Inspection Agency

Executive Summary
March 2020

Prepared for:

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Signed:

A handwritten signature in black ink, appearing to read "Rick Nadeau", is written over a light gray, textured rectangular background.

Rick Nadeau, President
Quorus Consulting Group Inc.

Executive Summary

Research purpose and objectives

The Canadian Food Inspection Agency (CFIA) is dedicated to safeguarding food, animals and plants which enhances the health and well-being of Canada's people, environment and economy. The CFIA continually works to improve the overall health of Canadians.

In January 2019, CFIA's *Safe Food for Canadians Regulations* came into force for many food businesses. The regulations provide clear and consistent rules for food commodities so that consumers can be confident that food on grocery shelves is safe to eat, whether it is produced in Canada or imported. CFIA regulations also require that food is accurately represented. Canadian law prohibits the labelling, packaging, treating, processing, selling or advertising of any food in a manner that is false, misleading or deceptive to consumers.

In order to help understand the public's awareness and perceptions of food safety and food fraud, CFIA commissioned Quorus Consulting to collect up-to-date opinion data from the public on a variety of topics related to food safety and the accurate representation of food. With this feedback from Canadian consumers, the Agency will be better informed to respond to Canadians' needs and concerns, and to develop appropriate communication campaigns. More specifically, the research objectives are to:

- Measure Canadians' awareness and understanding of food safety and food fraud.
- Measure Canadians' habits and concerns about food safety.
- Measure Canadians' sources of information on food safety and food fraud.
- Measure Canadians' perception about food fraud.
- Allow for a comparison of findings with previous POR conducted on this topic.

The research consisted of an online survey of Canadians 18 years of age and older who are at least partially responsible for purchasing groceries. Quorus collaborated with the CFIA to finalize the survey instruments to meet the research objectives. Respondents had the choice to complete the survey in English or French. The survey took on average 14 minutes to complete. A total of 1,504 surveys were completed through the online survey. Data collection occurred between February 14th and February 19th, 2020, including a pretest of 26 surveys. The equivalent margin of error for a probability study of 1,500 cases would be +/- 2.5%. Data were weighted by region, gender, and age to ensure that the final distributions within the final sample mirror those of the Canadian population according to the latest Census data.

Food safety confidence in Canada

Canadians are confident that food in Canada is safe. Eight in ten respondents are confident that food products produced in Canada are safe to eat. At least 7 in 10 respondents agree they are confident Canada's food system protects Canadians, that Canada's food safety system is managing food safety issues, that Canada's food system is protecting Canadians from preventable food safety hazards, and that labels on food in Canada provide the information they

need. Confidence levels are much lower when it comes to genetically modified foods, foods imported from other countries, or the use of pesticides.

The Government of Canada is identified as the stakeholder in the food industry with the most responsibility in terms of providing safe food to Canadians, followed by food manufacturers or processors, farmers, provincial governments, and companies that import foods into Canada, and, to a lesser extent, scientists and academics, grocery stores, and consumers.

Communications with the public

Two thirds of respondents say they regularly look for information on food safety. This is usually approached by consulting a search engine, news sites or TV news, visiting the CFIA website, or the Canada Food Guide.

Confidence in sources of information on this topic is highest for healthcare professionals, Canadian farmers, and scientists and academics. To a lesser extent, respondents also trust information coming from international organizations, the Government of Canada, grocery stores in Canada, Canadian food manufacturers or processors, and labels on food packages.

Over six in ten consumers are familiar with the CFIA. Roughly two thirds of these respondents agree the CFIA protects Canadians from unsafe food, and a similar proportion believe the CFIA is fair when inspecting food businesses.

One in ten respondents have contacted the CFIA, mainly for a food safety complaint, for a food labelling complaint or for misrepresented food or suspected food fraud. Nearly four in five of these respondents are satisfied with the service and information received from the CFIA.

Most respondents are interested in knowing more about food-related topics. Topics of most interest include restaurant/food service inspection, food inspection, food containing pesticides/residues, labelling, food recalls, food testing, imported food and food fraud.

Food fraud

Nearly a third of respondents report being aware of food fraud. Food fraud was defined to respondents as the intentional misrepresentation of food for economic or personal gain.

The top-five examples provided by respondents of what is considered misrepresented food include:

- mislabeling in general, including wrong nutritional information, inaccurate weights, misleading pictures,
- fish-related examples portraying false species or origin,
- organic or “natural” foods that do not meet standards,

- a general country of origin misrepresentation where the products are packaged in Canada but grown [or produced] elsewhere,
- and the information in the ingredient labels where not all or the wrong composition ingredients are listed.

Over one third of Canadians say they have encountered misrepresentation of certain foods. The main reported issues are related to mislabeled, mislabeling in general, organic or natural food not meeting standards, and country of origin misrepresentation (i.e. packaged in Canada but grown elsewhere).

Canadians are concerned about the possibility of encountering food-fraud. At least half of Canadians say they believe it is possible to encounter food fraud with products imported from other countries to Canada, and roughly one quarter say it is possible to encounter misrepresented food in Canada with products made in Canada.

Many (50%) Canadians have confidence in the Government of Canada managing food fraud. The Government of Canada is also perceived as the most responsible stakeholder for ensuring food in Canada is accurately represented. Other stakeholders considered having a high level of responsibility for the accurate representation of food include provincial governments, and food manufacturers or processors.

Over three quarters of respondents agree “food fraud” is the appropriate term to describe the intentional misrepresentation of food. Other terms considered appropriate include “food misrepresentation”, “misrepresented food”, “misrepresentation”, and to a lesser extent “fraudulent”, “cheated food”, “fake or counterfeit food/products”, “food lies or agro-industrial lies”, “food theft” or “imitation food”.

Labelling

There is a high level of confidence in the truthfulness of product labels. Seven out of ten Canadians say they are confident that the information on food labels regarding the **common name of the food** is truthful. Six in ten are confident the **ingredient information**, and the **nutrition information** on food labels is true. Confidence is lower for other aspects such as the best before date of the food, where the food is from, the way the food is produced, health claims, and organic claims.

Food recalls

There is moderate awareness among Canadians regarding food recalls. Over half of respondents say they remember hearing about food recalls in Canada during the past six months. This was mainly through news sites, Facebook, and radio. A CFIA email list was mentioned by 13% of respondents who remember hearing about a food recall.

Most Canadians understand food recalls are inevitable. More than 4 in 5 respondents agree food recalls happen, even with the best of efforts to keep food safe. More than 3 in 5 agree unsafe food is recalled in a timely manner in Canada, and more than 1 in 3 agree Canadians are at a higher risk of consuming unsafe foods today compared to three years ago.

One in five respondents are aware of the *Safe Food for Canadians Regulations (SFCR)*. These respondents mainly heard about SFCR either online, through television, or the news in general.

Most respondents see the positive impact of the SFCR. More than 4 in 5 respondents believe the SFCR improve food safety in Canada.

Six in ten Canadians would like to have more information regarding food safety in Canada. This includes more detailed information than what the food labels provide, general food-related information, information on specific foods, information related to the type of food, information on regulations, and chemicals on foods. **The most preferred methods of receiving information related to food safety are social media, email notifications and a mobile app that issues alerts.**

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Methodology

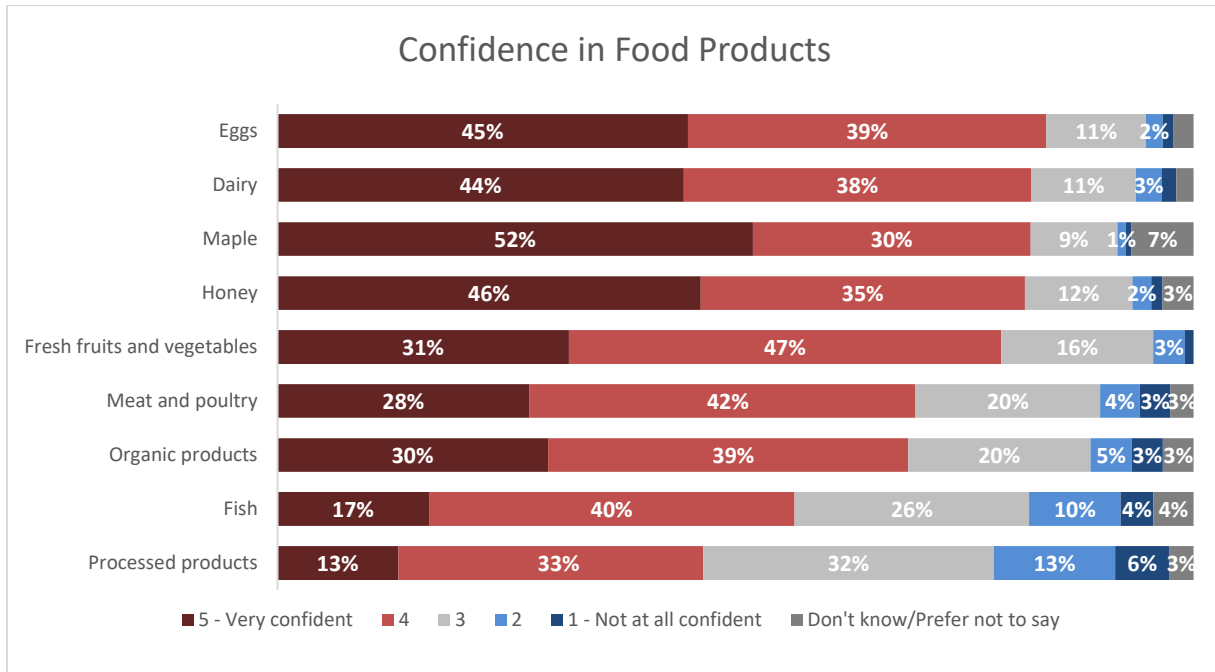
All research work was conducted in accordance with the professional standards established by the Government of Canada Public Opinion Research Standards, as follows:

- The survey consisted of an online survey with Canadians
- Respondents are 18 years of age and older who were at least partially responsible (25%) for purchasing groceries.
- Quorus collaborated with the CFIA to finalize the survey instrument in English to meet the research objectives. Quorus translated the client-approved English version of the survey. Respondents had the choice to complete the survey in English or French.
- Quorus informed respondents of their rights under the *PIPEDA* and ensured that those rights were protected throughout the research process. This included informing participants of the purpose of the research; identifying both the sponsoring department or agency and research supplier at the end of the interview; informing participants that the study will be made available to the public in 6 months after field completion through Library and Archives Canada, informing participants that their participation in the study was voluntary, and that the information provided would be administered according to the requirements of the Government of Canada.
- The survey took on average 14 minutes to complete.
- A total of 1,504 surveys were completed through the online survey.
- Data collection occurred between February 14 and February 19, 2020, and included a pretest of 26 surveys with English respondents and 18 with French respondents. The pretest helped assess the flow of the survey, comprehension of the questions, language, data integrity, and particularly the length of the survey.
- For this study, quotas by province were established to generate sufficient data regionally for robust analysis. Data was monitored to aim for a 50/50 gender split in each province, and that no specific age cohort was under-represented. The equivalent margin of error for a probability study of 1,500 cases would be +/- 2.5%.
- Data were weighted by region, gender and age to ensure that the final distributions within the final sample mirror those of the Canadian population according to the latest Census data.

Appendices

Additional analysis

For the first group of foods presented, the combination of the top-two values shows respondents feel most confident about eating eggs in Canada (84%), dairy (82%), maple (82%), and honey (81%), followed closely by fresh fruits and vegetables (78%). Over two thirds feel confident eating meat and poultry (70%), or organic products (69%). Roughly half of participants feel confident eating fish (57%), and 46% feel confident eating processed products (canned, cooked, frozen, etc.).



Q6: For each of the following types of food products, please indicate how confident you are that the products sold in Canada are safe to eat. You can do this by using a 5-point scale in which a response of 1 means you are not at all confident and 5 means you are very confident.
Base: SPLIT SAMPLE, n= 752.

In terms of regional differences, confidence that meat and poultry and processed products are safe to eat is highest in Alberta, while confidence regarding eggs and maple safety is highest in Quebec. Conversely, respondents in Quebec, British Columbia, and Atlantic Canada are more likely to say they are *not* confident processed products are safe to eat, compared to respondents from other provinces.

Another trend observed is that the lower the household income, the more likely respondents are to say they are not confident that fish is safe to eat in Canada. The older respondents are more likely to say dairy, fresh and vegetables are safe to eat.

Respondent profile

A variety of questions were asked to study participants to obtain their demographic information. This information not only allowed the research team to understand the profile of those participating in the study, but also to weight the data and ensure results are representative of the population.

Segment	Unweighted	Weighted	Segment	Unweighted	Weighted
Gender			Employment Status		
Male	50%	49%	Working full-time	44%	44%
Female	50%	51%	Working part-time	9%	9%
Transgender	<1%	<1%	Self-employed	6%	5%
Language			Unemployed	2%	2%
English	75%	76%	Student	4%	6%
French	25%	24%	Retired	28%	26%
Age			Not Working	6%	6%
18-24	6%	10%	DK/Prefer not to say	2%	1%
25-34	14%	18%	Education		
35-54	39%	34%	Some high school	3%	3%
55-64	20%	17%	High school diploma	20%	20%
65+	22%	21%	Apprenticeship/College	31%	30%
Region			Univ. Certif./Bachelor's degree	31%	32%
British Columbia	12%	14%	Post graduate degree	14%	13%
Alberta	10%	11%	DK/Prefer not to say	1%	1%
Saskatchewan	4%	3%	Marital Status		
Manitoba	6%	4%	Single	25%	28%
Ontario	33%	38%	Married/common law	60%	57%
Quebec	25%	23%	Separated/divorced	11%	10%
Atlantic	10%	7%	Widowed	4%	4%
Responsibility for purchasing groceries (%)			Other	<1%	<1%
25-50	25%	24%	DK/Prefer not to say	1%	1%
51-75	10%	11%	Household Income		
76-100	65%	65%	Under \$20,000	8%	9%
Number of People in Household			\$20,000 - \$40,000	14%	14%
1	21%	21%	\$40,000 - \$60,000	17%	16%
2	42%	40%	\$60,000 - \$80,000	15%	15%
3	16%	16%	\$80,000 - \$100,000	13%	13%
4	13%	14%	\$100,000 - \$150,000	14%	14%
5+	6%	7%	\$150,000 and above	9%	9%
DK/Prefer not to say	2%	2%	DK/Prefer not to say	9%	9%

Survey instrument

Survey – information in square brackets is not displayed to respondents

[Introduction]

Thank you for participating in this survey. Quorus Consulting Group, a Canadian market research firm, is conducting this survey on behalf of the Government of Canada. The survey will ask you questions in regards to food safety and the truthful representation of food. The survey should take you about 10 to 15 minutes to complete.

Your participation is voluntary and completely confidential. All your answers will remain anonymous. The information provided will be managed according to the requirements of the *Privacy Act*. The final report on the survey will be available through Library and Archives Canada.

Vous pouvez également répondre au sondage en français.

[Section 1: Screening]

1. To what extent are you responsible for purchasing the household groceries (enter a percentage between 0 and 100)?

[If under 25% terminate]

2. In what year were you born?

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

GENDER: Please indicate the gender you identify with?

Male	1
Female	2
Other (please specify) _____	77
Don't know/Prefer not to say	99

3. Which province or territory do you live in?

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

[Section 2: Food Safety Confidence in Canada]

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

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

- a. I am confident that Canada's food safety system is protecting Canadians from preventable food safety hazards [Randomly assign 750]
 - a. I am confident Canada's food safety system protects Canadians. [Randomly assign 750]
- b. I am confident that Canada's food safety system is managing food safety emergencies
- c. In Canada, it is generally safe to eat genetically modified food (*Hover: Defined as food which contains genetic material that has been altered in a way that does not occur naturally*)
- d. In Canada, it is generally safe to eat food grown with pesticides
- e. Labels on food in Canada provide the information I need
- f. I am confident that food products produced within Canada are safe to eat
- g. I am confident that food products imported from other countries are safe to eat

Strongly disagree	1
Disagree	2
Neither disagree nor agree	3
Agree	4

Strongly agree	5
Don't know/Prefer not to say	9

5. Please rank the following in order of who you think has the most responsibility to provide safe food. Please drag or match the options on the left with the numbers on the right. [RANDOMIZE]

- a. Farmers
- b. The Government of Canada
- c. Scientists / Academics
- d. Provincial governments
- e. Food manufacturers or processors (*Hover: i.e. companies that make or process food*)
- f. Grocery stores
- g. Companies that import foods into Canada
- h. Consumers

6. [SPLIT SAMPLE – randomly assign 50% to Q6 and 50% to Q7 for comparison on commodities] For each of the following types of food products, please indicate how confident you are that the products sold in Canada are safe to eat. You can do this by using a 5-point scale in which a response of 1 means you are not at all confident and 5 means you are very confident. [RANDOMIZE]

- a. Meat and poultry
- b. Fish
- c. Eggs
- d. Dairy (*Hover: includes milk, butter, ice cream and cheese*)
- e. Processed products (*Hover: e.g. canned, cooked, frozen, etc.*)
- f. Honey
- g. Maple
- h. Fresh fruits and vegetables
- i. Organic products

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

7. [K750 SPLIT SAMPLE – randomly assign 50% to Q6 and 50% to Q7 for comparison on commodities] For each of the following types of food products, please indicate how confident you are that the products sold in Canada are safe to eat. You can do this by using a 5-point scale in which a response of 1 means you are not at all confident and 5 means you are very confident. [RANDOMIZE]

- a. Meat
- b. Poultry
- c. Fish
- d. Seafood
- e. Eggs
- f. Processed egg (*Hover: Includes frozen egg, frozen egg mix, liquid egg, liquid egg mix, dried egg, dried egg mix and egg product*)
- g. Dairy (*Hover: includes milk, butter, ice cream and cheese*)
- h. Processed fruit (*Hover: i.e. canned, cooked, frozen, etc.*)
- i. Processed vegetables (*Hover: i.e. canned, cooked, frozen, etc.*)
- j. Honey
- k. Maple
- l. Fresh fruits
- m. Fresh vegetables
- n. Organic foods
- o. Bakery items
- p. Herbs and spices

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

[Section 3: Communications with the Public]

8. Generally speaking, how often do you look for information on food safety?

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

9. [FOR ANY RESPONDENTS WHO LOOK FOR INFORMATION AT LEAST RARELY] Where do you primarily get information on food safety? *Check all that apply*

Search engine	1
Canadian Food Inspection Agency website	2
Other government websites	3
Canada Food Guide	4
Blogs	5
Facebook	6
Twitter	7
Instagram	8
Other social media	9
News sites / TV News	10
Radio	11
Other, please specify	77
Don't know/Prefer not to say	99

10. How confident would you say you are in each of the following when it comes to information about food safety or maintaining the safety of food sold in Canada?

Use a 5-point scale in which a response of 1 means not at all confident and 5 means very confident. [RANDOMIZE – Split page]

- a. Healthcare professionals such as physicians, nutritionists or dietitians
- b. Canadian farmers
- c. International organizations such as the World Health Organization (WHO)
- d. Labels on food packages
- e. The Government of Canada
- f. News media/reporters
- g. The natural health products industry
- h. Scientists / Academics

- i. Canadian food manufacturers or processors (*Hover: i.e. companies that make or process food*)
- j. Grocery stores in Canada
- k. Companies that import foods into Canada

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

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

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

12. [If SOMEWHAT OR VERY FAMILIAR] On a scale of 1 to 7 where 1 means “do not agree at all” and 7 means “strongly agree”, indicate to what extent you agree with the following statements based on your general impressions of the Canadian Food Inspection Agency (CFIA).

- a. The CFIA is fair when inspecting food businesses.
- b. The CFIA protects Canadians from unsafe food.

- | | |
|------------------------------|---|
| Do not agree at all | 1 |
| Strongly agree | 7 |
| Don't know/Prefer not to say | 9 |

13. Have you ever contacted the Canadian Food Inspection Agency (CFIA) with a concern or for information about:

Check all that apply

- | | |
|--|----|
| Food safety complain | 1 |
| Food labelling complaint | 2 |
| Misrepresented food / Suspected food fraud | 3 |
| Other issue (please specify) _____ | 77 |
| I've never contacted the CFIA directly | 99 |

14. [If 1-4 is selected at Q13]

Thinking about the service or information received from the Canadian Food Inspection Agency after you contacted them, rate your overall satisfaction. Use a scale from 1-7 where 1 is not at all satisfied and 7 is very satisfied.

- | | |
|------------------------------|---|
| Not at all satisfied | 1 |
| Very satisfied | 7 |
| Don't know/Prefer not to say | 9 |

15. [If a score is provided from 1 to 7] Please expand on why you provided that score:

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

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

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

[Section 4 Food Fraud]

17. This section focuses on food fraud - The Canadian Food Inspection Agency defines food fraud as the intentional misrepresentation of food for economic or personal gain. How much have you read or heard about food fraud? [**Hover definition anywhere "misrepresented food" appears from now on**]

A great deal	1
Some	2
Not much	3
Nothing at all	4
Don't know/Prefer not to say	9

18. Please provide some examples of what you would consider to be misrepresented food.

Don't know/Prefer not to say	99
------------------------------	----

19. When purchasing the following types of food commodities, how confident are you that they are accurately represented? Use a 5-point scale in which a response of 1 means you are not at all confident and 5 means you are very confident. [RANDOMIZE]

- a. Meat
- b. Poultry
- c. Fish
- d. Eggs or processed egg (*Hover: Includes frozen egg, frozen egg mix, liquid egg, liquid egg mix, dried egg, dried egg mix and egg product*)
- e. Dairy (*Hover: includes milk, butter, ice cream and cheese*)
- f. Processed products (*Hover: i.e. canned, cooked, frozen, etc.*)
- g. Honey
- h. Maple
- i. Oils
- j. Fruit juices
- k. Spices
- l. Coffee and tea
- m. Fresh fruits and vegetables
- n. Organic foods

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

20. Have you ever personally encountered misrepresented food with any of the following commodities?

Check all that apply

- | | |
|---|----|
| Meat | 1 |
| Poultry | 2 |
| Fish | 3 |
| Eggs or processed egg (<i>Hover: Includes frozen egg, frozen egg mix, liquid egg, liquid egg mix, dried egg, dried egg mix and egg product</i>) | 4 |
| Dairy (<i>Hover: includes milk, butter, ice cream and cheese</i>) | 5 |
| Processed products (<i>Hover: i.e. canned, cooked, frozen, etc.</i>) | 6 |
| Honey | 7 |
| Maple | 8 |
| Oils | 9 |
| Fruit juices | 10 |
| Spices | 11 |
| Coffee and tea | 12 |
| Fresh fruits and vegetables | 13 |
| Organic foods | 14 |

None of the above

99

21. Please expand on your experience with misrepresented food. What was the specific issue?

22. In your opinion how likely is it that you will encounter misrepresented food with products made in Canada? Use a scale of 1-7 where 1 is not at all likely and 7 is very likely.

Not at all likely	1
Very likely	7
Don't know/Prefer not to say	9

23. In your opinion how likely is it that you will encounter misrepresented food with products imported to Canada from other countries? Use a scale of 1-7 where 1 is not at all likely and 7 is very likely.

Not at all likely	1
Very likely	7
Don't know/Prefer not to say	9

24. Please rate your level of confidence in how the Government of Canada manages food fraud?

Not at all satisfied	1
Very satisfied	7
Don't know/Prefer not to say	9

25. Please rank the following in order of who you think has the most responsibility for ensuring that food sold in Canada is accurately represented.

- a. Farmers
- b. The Government of Canada
- c. Provincial governments
- d. Food manufacturers or processors (*Hover: i.e. companies that make or process food*)
- e. Grocery stores
- f. Companies that import foods into Canada
- g. Consumers

26. Do you think "food fraud" is an appropriate term to describe the intentional misrepresentation of food?

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

22

27. [If no] What term do you think should be used instead of “food fraud”?

Don't know/Prefer not to say

99

[Section 5: Labelling]

28. How confident are you that the following types of labelling information or claims are truthful and accurate on food labels?

- a. What the food is (common name)
- b. Organic claims
- c. Where the food is from
- d. Nutrition information
- e. Health claims
- f. The best before date of the food
- g. Ingredient information
- h. Way the food is produced (method of production)

Not at all confident

1

Very confident

7

Don't know/Prefer not to say

9

QE3 [asked on behalf of Environment Canada] Which of the following products would you discard when they go past their “best before” or “use by” date? *Check all that apply*

- Bakery 1
- Yoghurt 2
- Cheese 3
- Milk 4
- Pre-cooked meat/deli 5
- Fresh meat 6
- Fresh juices 7
- Packaged fruit 8
- Packaged vegetables 9

[Section 6: Food Recalls]

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

Yes

1

No

2

23

Don't know/Prefer not to say 9

30. [If yes] Where did you read, see or hear about the food recall? [RANDOMIZE]

Twitter	1
Facebook	2
Instagram	3
News sites	4
Radio	5
Canadian Food Inspection Agency email list	6
Other (please specify) _____	77
Don't know/Prefer not to say	99

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

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

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

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

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

33. [IF YES TO Q32 – ask Q33 and 34] How did you hear about these regulations? [OPEN END]

34. From what you have heard, do you personally believe the *Safe Food for Canadians Regulations* improve food safety in Canada?

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

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

36. When it comes to food safety, food fraud and food recalls what is the best way for the Canadian Food Inspection Agency to send you information?

Email notifications	1
Social media	2
A mobile app that issues alerts	3
Other (please specify) _____	77
Don't know/Prefer not to say	99

PRETEST QUESTIONS [TO BE REMOVED AFTER COMPLETING PRETEST]:

P1. The survey you just finished is one of the very first we have done for this study, please answer the following few questions to help us improve the survey.

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements?

- a. Overall, this survey was easy to complete
- b. The time it took to be interviewed was reasonable

Strongly agree	1
Somewhat agree	2
Somewhat disagree	3
Strongly disagree	4
Don't know/Prefer not to say	9

P2. Overall, how would you rate the extent to which the questions in this survey were easy to understand? Please use a scale from 0 to 10 where 0 means "very difficult", and 10 means "very easy".

P3. **[IF P2 IS LESS THAN 8]** Please tell us why you gave this rating to the survey. What specific words or questions did you find difficult to understand?

[Section 8: Demographics]

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

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

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

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

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

40. What is your marital status?

Single	1
Married/living with someone/common law	2
Separated/divorced	3
Widowed	4
Other, please specify _____	77
Don't know/Prefer not to say	99

41. How many individuals, including yourself, currently live in your household?

[NUMERICAL OPEN-END]	
Don't know/Prefer not to say	99

42. Are you a parent or guardian of a child under the age of 18?

Yes	1
No	2

Don't know/Prefer not to say 9

43. Which of the following categories best describes your total household income for 2019?
That is, the total income of all persons in your household combined, before taxes?

Under \$20,000	1
\$20,000 to just under \$40,000	2
\$40,000 to just under \$60,000	3
\$60,000 to just under \$80,000	4
\$80,000 to just under \$100,000	5
\$100,000 to just under \$150,000	6
\$150,000 and above	7
Don't know/Prefer not to say	9

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

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

Don't know/Prefer not to say 9

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

For more information on food safety, food fraud or to sign up for email notification of food recalls please visit Canadian Food Inspection Agency. (Inspection.gc.ca)