

Food Safety: Canadians' Awareness, Attitudes and Behaviours.

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1 Background

Food safety is the Canadian Food Inspection Agency's (CFIA) top priority. The CFIA, along with many [federal](#), [provincial](#) and [municipal](#) organizations, is working to improve the overall health of Canadians. The CFIA develops and delivers programs and services designed to protect Canadians from preventable food safety hazards, ensure that food safety emergencies are effectively managed, and permit the public to be aware of—and contribute to—food safety. Canada has a sound and internationally respected food safety system and food recall process.

Following the *Listeria* crisis, and in response to findings from the Weatherill Report, the CFIA implemented a number of initiatives designed to enhance the communication of food safety issues to Canadians, such as the launch of the revised Consumer Centre website as well as the launch of the Food Safety Portal (in collaboration with Health Canada and the Public Health Agency of Canada). To measure the effectiveness of these initiatives, the CFIA regularly tracks Canadians' views on food safety through public opinion research. In March 2010, the CFIA conducted food safety research exploring Canadians' views regarding the food safety system as well as perceptions of the government's management of food safety and the communication of food safety issues to Canadians. Research was continued to track Canadians' views on these issues as well as to explore a variety of other issues, including imported food, organic products, food standards, product labelling and Canadians' response to the new Food Safety Portal.

With this in mind, two telephone surveys were conducted (November 2010 and March 2011). Furthermore, focus groups were conducted in February 2011 to explore issues that were identified through the surveys.

Ongoing research is necessary to address any key issues that are found to be of concern regarding food safety among Canadians. The research findings benefit Canadians in that the CFIA has a better understanding of how to enhance food safety management and communications.

2 Executive Summary

Léger Marketing is pleased to present the Canadian Food and Inspection Agency (CFIA) with this report on findings from quantitative and qualitative research on Canadians' awareness, attitudes, and behaviours as they relate to food safety.

This report was prepared by Leger Marketing who was contracted by the CFIA (contract number 39903-110228/001/CY awarded September 30, 2010, with a ceiling value of \$104,261).

Research Objectives and Methodology

The CFIA continues to develop and deliver programs and services designed to protect Canadians from preventable food safety hazards, ensure that food safety emergencies are effectively managed, and permit the public to be aware of—and contribute to—food safety. The core objective of the research was to assess changes in the perceptions, attitudes and behaviours of Canadians as it relates to food safety.

A two-pronged methodology was devised for this research. A quantitative survey was used to measure public opinions on food safety and provide data for comparison with research conducted previously by the CFIA while qualitative focus groups were also used to provide a deeper understanding behind the quantitative findings.

Each wave of the quantitative portion of the research was comprised of a random number dialling telephone survey of approximately 1,000 adult Canadians using Computer-Assisted Telephone Interviewing (CATI). The margin of error for a random telephone sample of 1000 respondents is +/- 3.1 percent in 19 times out of 20.

Additional information for each questionnaire

	Median Length	In field dates	Response rate
Wave 1 (n=1003)	19 Minutes	November 11, 2010 to November 28, 2010	41.1%
Wave 2 (n=1001)	17 Minutes	March 1, 2011 to March 19, 2011	42.8%

For the qualitative phase of the research, a total of six (6) traditional focus groups were conducted in February. All groups lasted approximately 120 minutes and were held in the evening, at 6 p.m. and 8 p.m. Participants were recruited from random phone calls to the general population as well as from Leger Marketing's panel of individuals who have previously agreed to be contacted regarding research.

Groups were held in the following locations:

- Toronto, February 1, 2011 (English)
- Edmonton, February 2, 2011 (English)
- Montreal, February 3, 2011 (French)

In each location, a total of 12 participants were recruited per group to ensure that a minimum of 8 to 10 recruits would attend and participate. Recruits were people who at least shared responsibility for food purchasing and preparation in their household. At least 30 percent of each group was comprised of individuals with children under the age of 18. Participants were engaged to ensure an equal mix of male and female participants, while ensuring an appropriate mix of education and income levels. Qualitative research should be considered directional only and results can not be extrapolated to the entire population.

Research instruments for the qualitative and quantitative portions of the research were designed so as to allow for comparison, where possible, with previous research conducted by the CFIA.

Overview of Findings

Canadians remain confident in the food safety system. While there are variances in the degree of confidence, 89 percent of Canadians are moderately confident in the food system. Quebeckers and British Columbians are the least confident while Canadians in Saskatchewan and Manitoba are the most confident. Men also tend to have more confidence in the food system than women.

Confidence in the food system comes from a variety of reasons with the top reason being that Canadians have faith in the food safety system. However, belief in the system is not without a healthy level of concern among those who have average levels of confidence. Canadians also take a fairly practical view that if they have not had bad food experiences, then the system must be the reason. Those that report low levels of confidence in the system do not base their confidence on bad experiences; rather they base their concern on general concern and pessimism regarding the food system and the resources available to maintain this system.

As time passes, the impact of the Maple Leaf recall on the thoughts and opinions regarding Canadian food safety has decreased. While generally split on whether or not a recall means the system has worked, or the system did not work, Canadians do realize that the low number of serious events is due in some part to the strength of the system. Overall a large majority understand recalls happen even with the best of efforts to avoid them. Perhaps as a result of this understanding, specific searches for information on recall have declined and more general searches for information are increasing.

Canadians generally believe that it is everyone's responsibility to ensure a safe food production system. Confidence in the Canadian institutions that play a role in food safety is relatively high. However, confidence in foreign food safety institutions is low. Canadians believe that food produced in Canada is safer than food produced in other developed countries, though they understand that imported foods must meet the same Canadian standards as domestic foods before they can be sold in Canada. One variable adding to this perception is the high levels of confidence in Canadian farmers and the Government of Canada itself. Canadians express less confidence in the food production industry, and in focus groups some participants indicated this was partially due to the industry's focus on business goals. Foreign institutions did not receive high levels of confidence, due to the concern that many countries did not have the same regulations or control over the system. As well, Canadians expressed concern about Canada's ability to verify that proper food safety systems were in fact being used in foreign countries.

Canadians do look to the Government for information on food safety and in general the Government of Canada (GoC) is doing well on providing the required information. There is a consistent expectation that important information, such as mislabeled allergens, will be available on TV or through other media. However, those engaged in an active search will likely seek information on a government website.

There is a general misconception among Canadians that most preventable contamination occurs outside of the kitchen. Canadians generally believe that they follow proper food handling procedures and most report following major food safety measures. Yet, despite naming meat and poultry as being most susceptible to contamination, only 35 percent of respondents regularly use a digital meat thermometer. Most feel they either overcook their meat and poultry or have enough experience to know when it is properly cooked. Many do report that when cooking larger products, like turkey or roasts, they use a thermometer.

Key Conclusions

The Canadian food safety system is considered to work well, and the vast majority of Canadians are confident in the system. There are concerns that the Canadian food safety system is overburdened and there is some confusion among Canadians about how the system works. Generally, Canadians understand that food recalls are part of the system and that recalls generally indicate the food safety system is working.

Awareness is low among Canadians on the specific role of the CFIA in the food safety system. More communication activities would increase awareness and help provide increased levels of confidence in the system.

Political Neutrality Statement and Contact Information

Léger Marketing certifies the final deliverables fully comply with the Government of Canada political neutrality requirements outlined in the *Communications Policy* of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research.

Additional information

Supplier name: Léger Marketing
PWGSC Contract Number: 39903-110228/001/CY
Contract Award Date: September 30, 2010
Contract Ceiling: \$104, 261

To obtain more information on this study, please email por-rop@inspection.gc.ca.

Note on interpretation of research findings

The views and observations expressed in this document have been developed by Leger Marketing based on the quantitative and qualitative research conducted specifically for this project. The report may or may not reflect the opinions of the Canadian Food Inspection Agency.

Quantitative Findings

Results for the quantitative portion of this research (i.e. each wave of the survey with 1,000 respondents) are deemed representative of the adult Canadian population and as such can be generalized with a margin of error of +/- 3.1 percent in 19 times out of 20.

Qualitative Findings

While care and consideration was taken to represent the fabric of the target audience, the qualitative portion of this research (i.e. focus groups) should be considered directional only and results should not be projected as representative of the entire Canadian population. It is intended to provide deeper insights into the underlying reasons for opinions or lack thereof.

Sommaire exécutif

Léger Marketing a le plaisir de soumettre à l'Agence canadienne d'inspection des aliments(ACIA) le présent rapport, qui contient les résultats d'enquêtes qualitatives et quantitatives portant sur les connaissances, les attitudes et les comportements des Canadiens en ce qui a trait à la salubrité des aliments.

Ce rapport a été préparé par Léger Marketing, à la suite de l'obtention d'un contrat de la part de l'ACIA (numéro du contrat 39903-110228/001/CY, accordé le 30 septembre 2010, et dont la valeur maximale est de 104 261 \$).

Objectifs de l'enquête et méthodologie

L'ACIA continue d'élaborer et de présenter des programmes conçus pour protéger les Canadiens contre les risques évitables liés à la salubrité alimentaire, veiller à la gestion efficace des urgences dans ce domaine, et permettre au public de connaître – et de contribuer à promouvoir – la sécurité alimentaire. L'enquête avait pour objectif principal d'évaluer les changements des perceptions, attitudes et comportements des Canadiens en matière de salubrité des aliments.

Cette enquête a fait appel à une méthodologie à deux volets. Une étude quantitative a servi à mesurer les opinions du public par rapport à la salubrité des aliments et à fournir des données qui seraient comparées à celles obtenues lors d'enquêtes préalables de l'ACIA, alors que des groupes de discussion qualitatifs ont par ailleurs permis de mieux comprendre les résultats quantitatifs.

Chacune des vagues de la portion quantitative de l'enquête comprenait un sondage téléphonique assisté par ordinateur (CATI), réalisé auprès d'environ 1000 adultes canadiens dont les numéros ont été générés aléatoirement. La marge d'erreur associée à un échantillon téléphonique aléatoire de 1000 répondants est de +/- 3,1 pour cent, 19 fois sur 20.

Informations complémentaires sur chaque questionnaire

	Durée moyenne	Dates de terrain	Taux de réponse
Vague 1 (n=1003)	19 minutes	11 novembre 2010 au 28 novembre 2010	41,1%
Vague2 (n=1001)	17 minutes	1 ^{er} mars 2011 au 19 mars 2011	42,8%

Pour la phase qualitative de l'enquête, un total de six (6) groupes de discussion traditionnels ont été tenus en février. La durée des discussions, qui ont eu lieu en soirée entre 18 h et 20 h, était d'environ 120 minutes. Les participants ont été recrutés au sein du grand public par le biais

d'appels téléphoniques aléatoires, et à même le panel d'individus ayant déjà accepté d'être contactés par Léger Marketing pour participer à des enquêtes.

Les groupes de discussion ont eu lieu dans les villes suivantes :

- Toronto, le 1^{er} février 2011 (anglais)
- Edmonton, le 2 février 2011 (anglais)
- Montréal, le 3 février 2011 (français)

Dans chaque ville, 12 personnes par groupe au total ont été recrutées afin d'assurer la présence d'au minimum 8 à 10 participants. Les personnes recrutées étaient responsables, du moins en partie, d'acheter et de préparer la nourriture. Au moins 30 pour cent des individus de chaque groupe avaient des enfants âgés de moins de 18 ans. Les groupes formés par les participants comptaient autant d'hommes que de femmes, dont les niveaux de scolarité et de revenus étaient appropriés. Les résultats de l'enquête qualitative devraient être considérés à titre indicatif seulement et ne peuvent être extrapolés à l'ensemble de la population.

Les instruments de recherche utilisés dans le cadre des portions qualitative et quantitative de l'enquête ont été conçus afin d'autoriser une comparaison, lorsque c'est possible, avec les résultats d'enquêtes menées antérieurement par l'ACIA.

Aperçu des résultats

Les Canadiens demeurent confiants envers le système de salubrité des aliments. Bien que l'on relève certaines variations du niveau de confiance, 89 pour cent des Canadiens expriment une confiance modérée à l'endroit du système alimentaire. Les moins confiants sont les Québécois et les Britanno-Colombiens, alors que les Saskatchewanais et les Manitobains sont ceux à qui le système inspire le plus confiance. Les hommes sont également plus confiants que les femmes à cet égard.

La confiance inspirée par le système alimentaire s'explique par une variété de raisons, la principale étant que les Canadiens croient au système de salubrité des aliments. Cependant, croire au système n'exclut pas une saine dose de méfiance chez les personnes exprimant un niveau de confiance moyen. Plutôt pragmatiques, les Canadiens sont par ailleurs d'avis que s'ils n'ont vécu aucune mauvaise expérience alimentaire, c'est que le système doit en être la raison. Le point de vue de ceux qui font le moins confiance au système ne trouve pas sa source dans de mauvaises expériences qu'ils auraient vécues ; leurs inquiétudes sont plutôt d'ordre général et fondées sur un certain pessimisme quant au système alimentaire et aux ressources disponibles pour l'entretenir.

À mesure que le temps passe, l'impact du rappel de Maple Leaf sur les réflexions et opinions à l'égard de la salubrité des aliments canadiens s'atténue. Bien qu'ils demeurent généralement divisés quant à savoir si le rappel signifie que le système a fonctionné ou, au contraire, qu'il n'a pas fonctionné, les Canadiens réalisent que le petit nombre d'événements graves est attribuable en partie à la force du système. Dans l'ensemble, la grande majorité des participants comprend que les rappels se produisent en dépit des meilleurs efforts pour les éviter. Cette

compréhension explique peut-être que les recherches concernant spécifiquement les rappels ont chuté, alors que les recherches d'informations plus générales sont en hausse.

Les Canadiens croient généralement qu'il revient à chacun d'assurer la sécurité du système de production alimentaire. Les institutions canadiennes qui jouent un rôle dans la sécurité alimentaire jouissent d'une confiance relativement élevée aux yeux de la population. Cependant, on fait peu confiance aux institutions étrangères responsables de la sécurité alimentaire. Les Canadiens croient que la nourriture produite au Canada est plus sécuritaire que celle produite dans d'autres pays développés, même s'ils comprennent que les aliments importés, avant d'être vendus au Canada, doivent répondre aux mêmes normes canadiennes que les aliments produits au pays. Une variable vient renforcer cette perception des répondants, soit la grande confiance qu'ils accordent aux agriculteurs canadiens et au gouvernement canadien lui-même. Les Canadiens font moins confiance à l'industrie de la production alimentaire, certains participants des groupes de discussion indiquant que cela était dû en partie au fait que les visées de l'industrie étaient avant tout commerciales. Les institutions étrangères n'ont pas recueilli des niveaux de confiance élevés, en raison de la crainte suscitée par le fait que plusieurs pays n'imposent pas à leur système de production alimentaire les mêmes règles ou contrôles. De même, les Canadiens se sont dits préoccupés par la capacité du Canada à vérifier à l'étranger l'utilisation effective de systèmes de sécurité alimentaires adéquats.

Les Canadiens se tournent vers le gouvernement pour obtenir des informations sur la sécurité alimentaire et, en général, le gouvernement canadien réussit à livrer les informations demandées. Les participants s'attendent toujours à ce que les informations importantes, telles que celles liées aux allergènes mal étiquetés, soient diffusées à la télévision ou par d'autres médias. Cependant, les répondants qui recherchent activement certains renseignements auront tendance pour ce faire à consulter un site Web gouvernemental.

En général, les Canadiens estiment à tort que la plupart des cas de contamination évitables se produisent à l'extérieur de la cuisine. Ils croient dans l'ensemble suivre les bonnes règles de manipulation des aliments et la plupart d'entre eux affirment respecter les principales mesures de salubrité alimentaire. Or, s'ils citent la viande et la volaille comme principaux vecteurs de contamination, seulement 35 % des répondants utilisent régulièrement un thermomètre à viande numérique. La plupart affirment trop faire cuire la viande ou la volaille, ou croient posséder suffisamment d'expérience pour savoir quand la cuisson est bonne. Plusieurs répondants disent utiliser un thermomètre lorsqu'ils font cuire de plus gros produits, tels qu'une dinde ou un rôti.

Principales conclusions

On considère que le système de salubrité alimentaire canadien fonctionne bien, et la grande majorité des Canadiens a confiance en ce système. La surcharge du système de salubrité alimentaire canadien a suscité certaines inquiétudes, et le fonctionnement de ce système apparaît quelque peu confus aux yeux des répondants. En général, les Canadiens comprennent que les rappels de produits alimentaires font partie du système de salubrité des aliments, et que ces rappels indiquent généralement que le système fonctionne.

Les Canadiens sont peu au courant du rôle spécifique joué par l'ACIA dans le système de salubrité alimentaire. Des activités de communication plus nombreuses aideraient à mieux sensibiliser le public et à l'amener à faire davantage confiance au système.

Déclaration de neutralité politique et coordonnées

Léger Marketing certifie que les livrables sont pleinement conformes aux exigences du gouvernement du Canada en matière de neutralité politique, telles qu'énoncées dans la *Politique de communication* du gouvernement du Canada et la Procédure de planification et d'attribution de marchés de services de recherche sur l'opinion publique.

Renseignements complémentaires

Nom du fournisseur : Léger Marketing
Numéro du contrat avec TPSGC : 39903-110228/001/CY
Date d'octroi du contrat : 30 septembre 2010
Plafond fixé pour le contrat : 104 261 \$

Pour en savoir plus sur cette enquête, veuillez envoyer un courriel à l'adresse por-rop@inspection.gc.ca.

Note sur l'interprétation des résultats de l'enquête

Les points de vue et les observations contenus dans ce document ont été élaborés par Léger Marketing et sont fondés sur les enquêtes quantitatives et qualitatives menées dans le cadre de ce projet particulier. Ce rapport peut ou peut ne pas refléter les opinions de l'Agence canadienne d'inspection des aliments.

Résultats quantitatifs

Les résultats de la portion quantitative de cette enquête (c.-à-d., chaque vague du sondage réalisé auprès de 1000 répondants) sont considérés comme étant représentatifs de la population adulte canadienne et peuvent à ce titre être généralisés, en tenant compte d'une marge d'erreur de +/- 3,1 pour cent, 19 fois sur 20.

Résultats qualitatifs

Si la portion qualitative de cette enquête a tenté de représenter le tissu du public cible avec le plus grand soin possible, il demeure qu'elle devrait être considérée à titre indicatif seulement et que ses résultats ne peuvent être tenus comme représentatifs de l'ensemble de la population canadienne. Les résultats qualitatifs visent à offrir un meilleur aperçu des raisons sous-jacentes expliquant les opinions, ou l'absence d'opinions.

3 Detailed Analysis of Results

This report has been developed based on the structure of the questionnaire (included in appendix B) and supplemented with insight into the empirical data with insights and comments from the qualitative report (topline findings from the qualitative report are included in appendix C).

While reading the report, it is important to consider all sets of ratings, not simply overall positive and negative ratings, and also to consider the impact of those respondents who responded "don't know." The full story depends on a comprehensive understanding of the impact of all factors. When possible, qualitative insights are presented to accentuate the findings. Analysis of demographic sub-segments is only included when there are relevant, statistically significant differences.

3.1 Confidence in Canada's food safety system

Canadians were asked to gauge their level of confidence in Canada's food safety system using a seven point scale, where "7" meant completely confident, "1" meant not at all confident, and "4" meant moderately confident. Overall, **Canadians are generally confident in the food safety system**. Specifically, in the spring of 2011, 14 percent claim to be completely confident in Canada's food system, an increase of two percentage points compared to the same time period in 2010, though a slight decline from the fall of 2010.

Table 1: Confidence in Canada's food safety system

All Canadians (n=1001)	Spring 2010	Fall 2010	Spring 2011	Change (Spring 2011-Fall 2010)
7 - Completely confident	12%	17%	14%	-3
6	24%	25%	24%	-1
5	29%	28%	30%	2
4 -Moderately confident	25%	18%	21%	3
3	6%	5%	5%	0
2	1%	3%	2%	-1
1 - Not at all confident	2%	3%	2%	-1
Don't know	1%	1%	1%	0
Average	n/a	5.1	5.1	0

Q. How confident would you say you are right now in Canada's food safety system on a scale where 1 is not at all confident, 7 is completely confident and the midpoint 4 is moderately confident?

The qualitative research supported the overall findings that Canadians are confident in the food system. This sentiment was strongly supported with statements like “I think the food in Canada is pretty safe, I’ve never really questioned it”. However, general concern about the overall direction of the food production system, in terms of overall health, was discussed during the focus groups. “Food is not healthy anymore, doesn’t contain a lot of natural stuff, stuff grown in a lab to be thrown in there. And allergies, allergies are on an incline”.

Canadians had different levels of confidence across two measured demographics: gender and region. Men were more likely to be completely confident in the food system (16 percent versus 11 percent for women). There was also statistically significantly higher difference between regions of the percentage of people who were completely confident in the food system. Ontarians were more likely to score their confidence at 7 (17 percent) compared to Quebec where only 9 percent rated their confidence a 7. Manitobans were also more confident with an average score of 5.5 out of 7 whereas BC has a lower level of confidence with a score of 4.8 out of 7.

3.2 Reasons for Confidence

The following sections examines reasons behind the confidence for those Canadians who have rated their confidence high (6 or 7), those that rated it neutral (3,4,5) and those that were not confident (1 or 2).

Table 2 shows that the top reason for confidence is overall confidence in Canadian standards, regulations and food safety processes.

Table 2: Collapsed reasons for confidence (high levels of confidence)

Reasons for confidence in the food safety system (6 or 7 out of 7)	Spring 2011
Canadian standards, regulations and process	27%
No experience with illness or problems	24%
Generally positive	17%
Other reasons	10%
Don't know	14%

Q. Why do you say that?

In general, many Canadians who report higher levels of confidence in the food safety system have confidence because they have never had any negative experiences with food (table 2A). However, the percentage of Canadians who say they have never had any negative experiences with food is declining. In the fall of 2010, 25 percent reported being confident because they had not had health problems due to food, but in the spring of 2011 the number of Canadians who had never had any problems was only 20 percent. Men are statistically more likely to have high

levels of confidence because they have never been sick themselves (25 percent versus 15 percent).

There are a wide variety of other reasons that Canadians rate their confidence at average levels, with no single reason accounting for more than 12 percent (see table 3A). Canadians with average levels of confidence seem to think that anything can happen and this number is trending up by 5 percentage points.

It is important to keep in mind that a small percentage of Canadians (4 percent) are not confident in the system. Those that are not confident (see table 4) increasingly believe that food is not labeled properly. However, the number of people that point to past recalls as a reason for non-confidence has declined by 11 percentage points since the fall of 2010. Eleven percent feel the quality of food has gone down. It should be noted that because of the relatively small number of people not confident in the system, this trend is not statistically significant.

Only 7 percent of Canadians who have a chronic health condition are completely confident in the food safety system (versus 15 percent of those not reporting a chronic health condition). Those who follow a medically prescribed diet, and Canadians who regularly eat organic foods, are also less confident on average.

Table 2A: Expanded reasons for confidence- Canadians who have higher levels of confidence (6 or 7 out of 7)

Reasons	Fall 2010 (n=397)	Spring 2011 (n=394)	% Change
I've never had any problems / I've never gotten sick	25%	20%	-5%
Because I feel confident	9%	10%	1%
Canada has excellent standards	8%	7%	-1%
I am confident of our food safety system	7%	7%	0%
They are well inspected / Inspectors do a good job	3%	7%	4%
I trust / have faith in our government	4%	4%	0%
The food is good	3%	4%	1%
There is always room for error	7%	4%	-3%
Because I know people in the industry / I have taken a food handling safety course / I am certified	2%	4%	2%
There hasn't been any food scare / food recalls / problems with food lately	0%	3%	3%
Because I understand the rules and regulations in place	2%	2%	0%
Because there have been recent food recalls	2%	2%	0%
Canada is good when compared to other parts of the world	4%	1%	-3%
Because of the way food scares are handled	1%	1%	0%

I am concerned about the safety of food	1%	1%	0%
I have a pre-existing medical condition that make me very careful with food	0%	1%	1%
Because of what I have heard in the news	1%	1%	0%
I clean and handle the food properly	0%	1%	1%
Canadian food standards are not up-to-date / I do not trust Canadian food standards	1%	0%	-1%
Products are thoroughly labelled	1%	0%	-1%
Other	4%	5%	1%
Refused	1%	0%	-1%
Don't know	15%	14%	-1%

Q. Why do you say that?

Those who had only average levels of confidence are concerned about standards, regulations and process in the food safety system. However, past problems (experience with illness) was also an important reason, as was general feelings of skepticism (table 3).

Table 3: Reasons for confidence-Canadians who have average levels of confidence (3, 4 or 5 out of 7)

Reasons for confidence in the food safety system (5, 6 or 7 out of 7)	Spring 2011
Concern over Canadian standards, regulations and process	26%
Experience with illness or awareness of problems	22%
Generally skeptical	21%
Other reasons	11%
Don't know	20%

Q. Why do you say that?

Specific and expanded reasons behind the average levels of confidence in the food safety are provided in table 3A.

Table 3A: Expanded Reasons for confidence-Canadians who have average levels of confidence (3, 4 or 5 out of 7)

Reasons	Fall 2010 (n=539)	Spring 2011 (n=551)	%t Change
You can never be sure of anything / no one is perfect / no one can be 100% (general mention)	7%	12%	5%
I do not trust that food is properly inspected / I do not think food regulations are stringent enough	15%	11%	-4%
Due to the recent food recalls	10%	7%	-3%
Because of what I have heard / Because of what I have heard in the news	3%	7%	4%
I am confident our food is safe / I am confident	12%	6%	-6%
I am concerned about chemicals in foods / additives / pesticides	3%	5%	2%
There are still some problems / something wrong taking place	0%	4%	4%
I do not trust that foods are properly labeled / I do not trust all ingredients are listed	2%	3%	1%
I am concerned with / I do not trust imported foodstuffs	5%	2%	-3%
I have been ill due to food / past negative experience	1%	2%	1%
I trust the government / I trust the government's rules and regulations	1%	2%	1%
I do not know / understand the food inspection system	1%	2%	1%
I work in the food industry	1%	2%	1%
Lack of information on problems with food and the food industry / Some things are not told to the public	0%	2%	2%
The Maple Leaf Foods recall	3%	1%	-2%
Fears regarding listeria / E. coli	2%	1%	-1%
I do not know who to believe / I do not have faith in the government	3%	1%	-2%
I do not trust packaged food / conserved food	2%	1%	-1%
Never been sick / no personal negative experience	1%	1%	0%
Food prices are high	0%	1%	1%
The companies are profit / money driven	0%	1%	1%
Food quality is not good	0%	1%	1%
Too much responsibility for food safety is entrusted to companies instead of the government	1%	0%	-1%
Other	7%	6%	-1%
Don't know	15%	20%	5%
Refused	0%	0%	0%

Q. Why do you say that?

Past experience or awareness of past problems or recalls is one of the the top five reasons Canadians give for having low levels of confidence.

Table 4: Canadians with lower levels of confidence (1 or 2 out of 7)

Reasons	Fall 2010 (n=57)	Spring 2011 (n=45)	% Change
Food is not properly labeled	2%	15%	13%
I do not trust mass production of food	3%	12%	9%
Food quality has gone down	0%	11%	11%
Food regulations are not stringent enough	2%	10%	8%
I do not trust the government	6%	7%	1%
I do not trust genetically modified foods / ingredients	8%	7%	-1%
There are not enough inspections	6%	6%	0%
Because of all of the past food recalls	16%	5%	-11%
What I hear in the media	1%	4%	3%
I am concerned about all the chemicals in foods	1%	4%	3%
I have food allergies	0%	3%	3%
I have worked in the industry / I have first hand experience	0%	2%	2%
I am not informed regarding safety standards and procedures	9%	2%	-7%
I am not confident	1%	1%	0%
I am afraid of contaminated food	2%	1%	-1%
I do not know who is responsible for food safety in restaurants	1%	1%	0%
I was ill / past negative experience	7%	0%	-7%
I am afraid of listeria	5%	0%	-5%
I have worked in the industry / I have first hand experience	4%	0%	-4%
I do not trust imported food	3%	0%	-3%
It is a security issue	2%	0%	-2%
Food from Alberta is better	2%	0%	-2%
Because of the Maple Leaf Foods recalls	1%	0%	-1%
I do not trust the U.S. Food and Drug Administration	1%	0%	-1%
I grow my own food	1%	0%	-1%
Don't know	16%	8%	-8%

Q. Why do you say that?

3.3 Awareness of food recalls – Lower awareness

The number of Canadians who are aware of food recalls continues to decrease from spring 2010. Less than half of Canadians indicated they have read, seen, or heard anything about food safety in the past six months.

Table 5

	Spring 2010 (n=1001)	Fall 2010 (n=1003)	Spring 2011 (n=1001)	% Change
Yes	66%	51%	48%	-3%
No	32%	44%	48%	4%
Don't know	2%	5%	4%	-1%

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

There are varied differences in the degree to which different groups are aware of food recalls. Men are more likely to indicate they had not read, seen or heard anything about food safety or the recall of food products in Canada (at 52 percent). Canadians under the age of 55 (56 percent) are also more likely than other age groups to indicate they had not read, seen or heard anything about food safety or the recall of food products in Canada.

Canadians whose first language is English (52 percent) are more likely to indicate they have heard of food recalls, as are those with a family member who has allergies (53 percent), chronic health conditions (55 percent) or follows a prescribed medical diet (57 percent).

Participants in the focus groups expressed low levels of concern about recalls as for the most part they had not recently heard about a recall, especially not about a product that had caused significant health problems. Participants who did not have a specific health issue (such as allergies) expressed less concern about recalls. However, they were concerned about potentially serious consequences when “unsafe” products were present in the system and needed to be recalled.

3.4 Food recalls heard

Specific memory regarding the Maple Leaf Foods recall bumped up 3 percent in the spring of 2011, but general recall about meats, food and unspecific mentions of Maple Leaf have all decreased. While the general public recall for most categories remains relatively stable, the impact of Maple Leaf’s listeria case has declined since the spring of 2010, moving from 20 percent to 4 percent. Specific recall of Maple Leaf is higher in Ontario at 13 percent versus 5 percent in Quebec.

Table 6 Specific Food Recalls Mentioned

	Spring 2010 (n=692)	Fall 2010 (n=528)	Spring 2011 (n=516)	% Change
Maple Leaf Foods recall	5%	5%	8%	3%
Recalls on meats (Unspecified)	13%	9%	7%	-2%
Food recalls (Unspecified)	11%	9%	5%	-4%
About Maple Leaf Foods (Unspecified)	20%	8%	4%	-4%
Lysteria breakouts	6%	2%	4%	2%
Contaminated cheese / Cheese recalls	6%	2%	4%	2%
Chicken contamination / Chicken recall	0%	0%	3%	3%
Contaminated foods (Unspecified)	0%	1%	2%	1%
Deli meat recalls	0%	0%	2%	2%
Contaminated vegetables and produce / Recalls on vegetables and produce	0%	0%	2%	2%
Dirty / Unclean restaurants / Poorly handled food in restaurants	0%	4%	1%	-3%
Cold cuts / processed meat recalls (Unspecified)	0%	4%	1%	-3%
Baby food recalls	0%	1%	1%	0%
E. coli scares	0%	1%	1%	0%
Salmonella outbreaks	7%	1%	1%	0%
Ham / Pork recall	0%	1%	1%	0%
Spinach recalls	0%	1%	1%	0%
Food tampering / People putting things in foods in grocery stores	0%	0%	1%	1%
Expired foods being sold in grocery stores	0%	0%	1%	1%
Egg issues	0%	0%	1%	1%
Nuts / Walnuts recall	0%	0%	1%	1%
Concerns about food safety	0%	0%	1%	1%
Mad cow disease	0%	0%	1%	1%
Food labeling	0%	0%	1%	1%

Table 6 Cont'd

	Spring 2010 (n=692)	Fall 2010 (n=528)	Spring 2011 (n=516)	% Change
Ground beef recall / Tainted ground beef	0%	1%	0%	-1%
Cookie recalls	0%	1%	0%	-1%
Schneider product recalls	0%	1%	0%	-1%
Packaged salad recalls	0%	1%	0%	-1%
Milk / Milk products	0%	1%	0%	-1%
Improperly inspected foods	0%	1%	0%	-1%
Charcuterie La Tour Eiffel Inc. cold cut recalls	0%	1%	0%	-1%
Peanut butter recalls	0%	1%	0%	-1%
Recalls (Other than food)	0%	0%	8%	8%
Other	27%	9%	8%	-1%
Don't know	14%	32%	29%	-3%

Q. What do you hear?

3.5 Information sources

Television remains the primary source for information on recalls. Canadians with French as a first language are more likely to cite television, with 56 percent of respondents indicating it as the first source for recall information, versus 34 percent of respondents with English as a first language. Focus group data suggests there is not a strong demand for availability of information through social media - the Internet only accounts for 9 percent of the source mentions. The Internet accounts for 12 percent of those with English as a first language compared to 5 percent from those with French as a first language. All age groups have similar characteristics.

Table 7

Source of Awareness	Fall 2010 (n=419)	Spring 2011 (n=371)	% Change
Television	34%	40%	6%
News (Unspecified)	17%	16%	-1%
Radio	13%	12%	-1%
Newspapers	14%	11%	-3%
Internet	9%	9%	0%
Media (Unspecified)	2%	3%	1%
Work	1%	2%	1%
From friends or family	3%	1%	-2%
In-store	3%	0%	-3%
Other	1%	3%	2%
Don't know	2%	2%	0%

Q. Where did you hear this information?

3.6 Feelings about food recalls

There are mixed sentiments about products being recalled.

Table 8

Feeling	March 2010 (n=1001)	November 2010 (n=1003)	Spring 2011 (n=1001)	% Change
More confident because it shows that the system is working	38%	42%	44%	2%
Concerned because it shows that products are able to get through the regulatory system in the first place	54%	51%	48%	-3%
Don't know	8%	7%	8%	1%

Q. When you hear about certain products being recalled, does that tend to make you feel...

Canadians who are more confident when hearing about recalls because they demonstrate the food safety system is working are more likely to be males (49 percent), married (47 percent), French speaking (55 percent) and from Quebec (53 percent). Those who are concerned because it [the recall] shows that products are able to get through the regulatory system in the first place are more likely to be women (53 percent), widowed (60 percent), work part-time (60 percent) or not in the workforce (54 percent) and regularly eat organic foods (55%).

Qualitative findings

While quantitative measures are similar to the qualitative findings, the focus groups reinforced the view that hearing about a recall is not necessarily negative. The sentiment “I think it means the system is working” was expressed often during discussions. What concerns people more is hearing about groups or categories of food that may be unsafe in general (e.g. fish from Asia). Foodsafety.gc.ca was not a major driver of information, although participants who actively searched for information indicated moderate levels of knowledge about the site. When asked what they do when they have recalled products, Canadians said they would usually throw out the product.

Perceptions of food recalls

Overall, and notwithstanding concerns, Canadians understand that recalls happen despite efforts to avoid them. As illustrated in Table 9, 36 percent of Canadians totally agree with the statement given and an additional 41 percent rated their agreement as either a five or a six.

Table 9

Statement March 2011 (n=1001)	Average	1 – Totally disagree	2	3	4 – Neither agree nor disagree	5	6	7 – Totally agree	Don't know	Refused
Food recalls happen, even with the best of efforts to avoid them.	5.6	2%	2%	3%	13%	18%	23%	36%	3%	0%
I believe that food produced in Canada is safer than food produced in other developed countries.	5.5	4%	2%	4%	15%	17%	20%	34%	3%	1%
In Canada, food recalls are addressed in a timely manner.	5.2	2%	3%	5%	21%	18%	23%	22%	5%	1%
I wish I had more information about food safety and how to protect myself and my family from foods that pose a health risk.	5.1	8%	6%	5%	15%	14%	16%	33%	2%	0%
The Government of Canada has done a good job of keeping Canadians informed of all relevant food safety issues.	5.1	3%	4%	7%	19%	21%	22%	21%	3%	0%
I believe that Canadians are at a higher risk of consuming contaminated foods today compared to two years ago.	3.5	22%	15%	9%	21%	10%	8%	11%	4%	0%

Q. Please tell me the extent to which you agree or disagree with the following statements regarding food recalls and Canada's food safety system. Please respond on a 7 point scale where 1 means you totally disagree, 7 means you totally agree, and 4 means you neither agree nor disagree.

Sixty three percent of Canadians agree (rate a 5, 6 or 7) that recalls are addressed in a timely manner and 64 percent feel that the GoC has done a good job of keeping Canadians informed of all relevant food safety issues. Yet, 63 percent still wish they had more information about food safety and how to protect themselves from foods that pose a health risk. Thirty percent of Canadians think that there is a higher risk of consuming contaminated foods today compared to two years ago. This perception illustrates that Canadians are aware of the serious nature of food recalls and while they are relatively confident that it won't happen to them, they are still concerned. In the qualitative focus groups, this sentiment was expressed strongly by those who usually tried to buy local products whenever possible, as a way of controlling what they consumed. As an example, one participant claimed "I really try to avoid anything from China".

The desire for more information is driven partly by women who are more likely to strongly agree (37 percent) that they wish they had more information, as well as by those who do not list French or English as their first language. Forty-four percent of those who listed another language wish they had more information. Significantly more residents of Quebec (60 percent) rate a 6 or 7 when asked if they agree, which is 11 percentage points above the national average.

3.7 Perceptions of food safety system

As mentioned above, Canadians generally feel the Canadian system is safe. A majority (78 percent) also believe that imported foods must meet the same standards as domestic foods before they can be sold in Canada. However, in the qualitative research, Canadians expressed doubt as to whether or not Canada could do anything to control what food safety procedures were taken in other countries, and that perhaps some standards were not actually being verified. A similar sentiment was expressed regarding the "organic" label. While a large majority (74 percent) feel that organic products must meet strict criteria before they can be labeled organic, many consumers expressed concern in the focus groups that it was too difficult to control. "How can you control organic, when the field next to it may use pesticides". The qualitative research also found strong support for the Government to control usage of the term "organic".

Table 10

Statements 2011 (n= 1001)	True	False	Don't know
Imported foods must meet the same Canadian standards as domestic foods before they can be sold in Canada.	78%	19%	3%
Organic products must meet strict criteria before they can be labeled organic	74%	21%	5%

Q. Please tell me if you believe the following statements regarding Canada's food safety system are true or false.

There are many demographic differences in the strength of believing imported foods must meet the same standards as foods from Canada. The following chart illustrates that men and younger Canadians are more likely to believe that standards are the same.

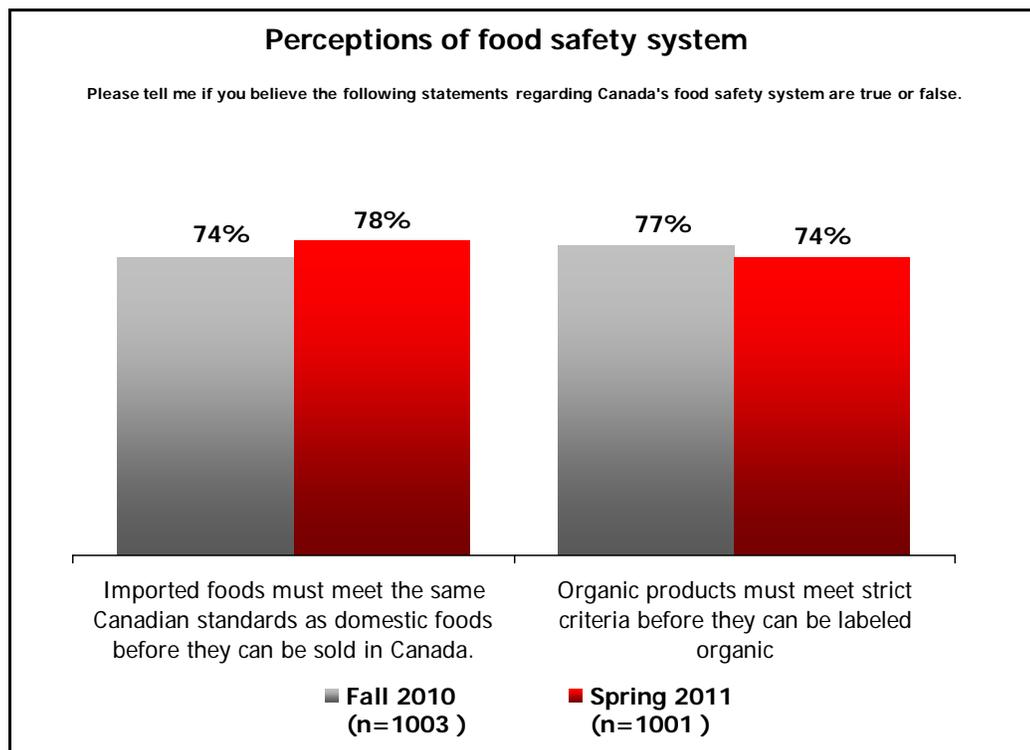
Table 10A

Statements 2011 – % True (n=1001)	18-24	25-34	35-44	45-54	55-64	65+	Male	Female
Imported foods must meet the same Canadian standards as domestic foods before they can be sold in Canada.	90%	88%	80%	70%	72%	71%	80%	75%

When compared to data from fall 2010, statistically more people believe that imported foods must meet the same standards.

The percentage of the population that feel that organic products must meet strict criteria is the same statistically when compared to fall 2010 data, however, those in Ontario (68 percent) are significantly less likely to report this is true, and there is a 10 point difference between French speaking Canadians (81 percent) and English speaking Canadians (71 percent). Those who eat an organic diet are also more likely to believe that organic foods must meet strict criteria (79 percent) as are those with a chronic health condition (81%).

Figure 1:



3.8 Feelings about food contamination

When asked about food contamination the majority of Canadians still believe that contamination occurs before food reaches their kitchens. This percentage has remained unchanged since the fall of 2010. Interestingly, those in a household with food allergies are less likely (37 percent) to say contamination occurs in the home.

Table 11

Statements	Spring 2010 (n=1001)	Fall 2010 (n=1003)	Spring 2011 (n=1001)	Change
Food contamination primarily occurs before food reaches our kitchens	54%	52%	52%	0%
Food contamination primarily occurs as a result of improper food handling and storage in the home	40%	42%	43%	1%
Don't know	6%	6%	6%	0%

Q. Which of these two statements more closely reflects how you feel about food contamination and by that I mean food that has been contaminated by bacteria, viruses or parasites that have the potential to make people sick.

Types of Food Susceptible to Contamination

When asked what types of foods were more susceptible to contamination, most Canadians (64 percent) named meat or poultry. There were few demographic differences although those with a chronic health condition (57 percent) were less likely to name meat/poultry.

Table 12

Foods more likely to be contaminated	Spring 2011 (n=1001)
Meat/Poultry	64%
Produce	5%
Dairy Products and Eggs	5%
Fish	3%
Ready to Eat food	3%
Other	9%
Don't know	10%
Refused	1%

Q. In your opinion is there a type of food you believe is more likely to be contaminated?

Awareness of food safety measures

When asked about the measures taken at home, the top of mind response was proper refrigeration of food, followed by general washing and cleaning. No significant changes were noted.

Table 13

Measures that first come to mind	Fall 2010 (n=1003)	Spring 2011 (n=1001)	Change
Proper refrigeration of food	22%	23%	1%
Washing / Cleaning / Cleanliness (Unspecified)	12%	14%	2%
Washing / Cleaning hands	9%	8%	-1%
Proper storage of foods	4%	7%	3%
Washing / Cleaning food	5%	6%	1%
Maintaining the food at an appropriate temperature	7%	5%	-2%
Ensuring that food is cooked properly / thoroughly	3%	5%	2%
Proper freezing of food	3%	4%	1%
Washing / cleaning countertops	2%	2%	0%
Being careful when handling food / Proper handling of food	2%	2%	0%
Washing / Cleaning cutting boards and other appropriate tools	1%	2%	1%
Freshness / Buying fresh foods	1%	2%	1%
Be aware of / Avoid cross contamination	3%	1%	-2%
Washing / cleaning the environment	2%	1%	-1%
Obeying food expiration dates	2%	1%	-1%
Store food in appropriate containers (includes mentions of removing food from original packaging)	2%	1%	-1%
Pay special attention to preparing poultry	1%	1%	0%
Proper defrosting	1%	0%	-1%
Other	6%	1%	-5%
Don't know	14%	10%	-4%
Refused	0%	3%	3%

Q. Which food safety measures first come to mind when thinking about food preparation and storage at home?

There were no statistical differences in between most demographics when asked about food safety measures, although interestingly only 17 percent of those with children at home reported refrigeration as a top of mind measure, which is statistically lower than those without children at 23 percent.

Food safety measures at home

When asked what food safety measures were conducted on a regular basis, almost all Canadians indicated that the majority of food safety measures were taken by them. The one exception is the regular use of a digital thermometer, which is only used by 32 percent.

Women are more likely to read labels and follow cooking and storage instructions for all foods (87 percent versus 80 percent for men). Women are also more likely to use a digital thermometer (36 percent versus 28 percent of men). Those respondents with English as a first language are more likely to report use of a digital thermometer with 35 percent, versus 20 percent of those with French as a first language.

Table 14

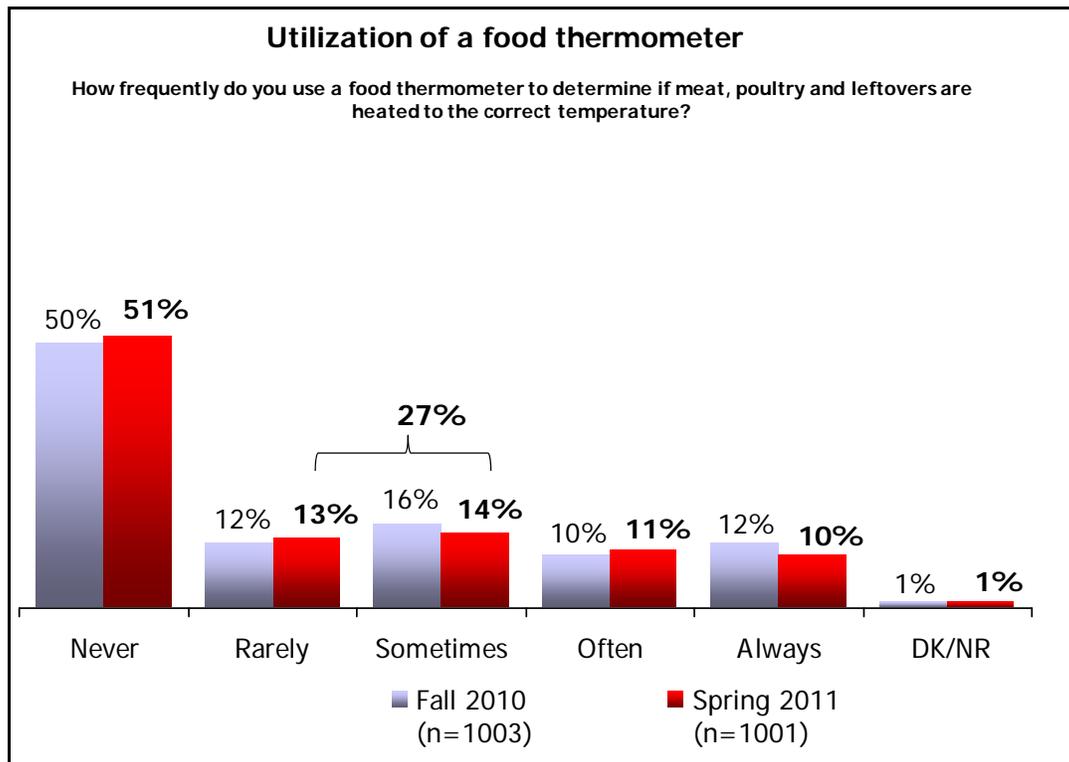
Action taken	Yes Fall 2010	Yes Spring 2011	No Fall 2010	No Spring 2011	DK / Refused Fall 2010	DK / Refused Spring 2011
Wash your hands frequently	98%	99%	2%	1%	0%	0%
Use warm soapy water to clean utensils and surfaces used for food preparation	96%	96%	4%	4%	0%	0%
Rinse fruits and vegetables with water	96%	94%	4%	6%	0%	0%
Keep refrigerators clean and at a temperature below 4 C or 40 F	95%	94%	2%	3%	4%	3%
Freeze or consume leftovers within four days of cooking	89%	86%	10%	14%	1%	0%
Refrigerate or freeze perishable food within two hours of cooking	89%	85%	10%	14%	1%	1%
Read labels and follow cooking and storage instructions for all foods	85%	84%	15%	15%	0%	1%
Use a digital thermometer to ensure that meat is cooked to the recommended internal temperature	35%	32%	64%	67%	1%	1%

Q. Which of the following food safety measures do you conduct on a regular basis in the home? (related to food preparation and food storage). Base: Fall 2010 (n=1003), spring 2011 (n=1001).

Utilization of a digital food thermometer

When considering frequency of use, slightly more Canadians report using a thermometer if rarely is included as an option. However, frequency of use didn't change between spring 2011 and fall 2010.

Figure 2:



When asked why they only used a thermometer sometimes, or rarely, the top response was that it depended on the size of the piece of meat they were cooking. Of those respondents who indicated they never used a digital thermometer, it was usually because they did not own one (32 percent).

Table 15

Respondents who rarely or sometimes use thermometer	Fall 2010 (n=270)	Spring 2011 (n=288)	% Change
Depends on the size of the piece of meat I'm cooking	4%	9%	5%
I feel experienced enough to not need to use it more	6%	8%	2%
I cook my meat well-done / overcooked anyway	10%	7%	-3%
I perform a visual inspection	2%	7%	5%
Because I can tell on my own when meat is cooked	11%	6%	-5%
It depends on the type of meat I'm cooking	7%	5%	-2%
I use it when cooking a turkey	3%	5%	2%
I don't own a thermometer	5%	4%	-1%
I don't have the habit of using it	3%	4%	1%
I use a meat thermometer when cooking a roast	3%	4%	1%
I use a thermometer to ensure the meat is properly cooked	5%	3%	-2%
I rarely cook / eat meat	4%	3%	-1%
I use a thermometer when cooking poultry	3%	3%	0%
Because I follow the cooking instructions	2%	3%	1%
I don't always feel I need to use it	7%	2%	-5%
Laziness / I can't be bothered	4%	2%	-2%
I forget to use it / I don't think to use it	1%	2%	1%
I don't cook with the oven frequently / I only use it when cooking in the oven	3%	1%	-2%
The thermometers don't seem reliable	1%	1%	0%
When cooking on a barbeque (Unspecified)	1%	1%	0%
I like my meat rarer	1%	0%	-1%
Other	6%	9%	3%
Don't know	9%	9%	0%

Q. Why is that?

Table 16

Respondents who never use thermometer	Fall 2010 (n= 471)	Spring 2011 (n=478)	% Change
I don't own a meat thermometer	33%	32%	-1%
I feel experienced enough to not need to	10%	17%	7%
I don't feel it's necessary	9%	11%	2%
By habit of not doing it	9%	8%	-1%
I cook my meat very well-done / overcooked anyway	5%	5%	0%
I perform a visual check	4%	5%	1%
I'm a vegetarian / I don't eat meat	3%	5%	2%
I cook my food long enough / for the appropriate time	3%	2%	-1%
I don't cook	1%	1%	0%
Because I can tell on my own when meat is cooked	9%	0%	-9%
It is easier not to	2%	0%	-2%
I generally buy pre-cooked meat	1%	0%	-1%
Because I follow the cooking instructions	1%	0%	-1%
I cook my meat at an appropriate temperature	1%	0%	-1%
Other	2%	5%	3%
Don't know	10%	8%	-2%

Q. Why is that?

Qualitative Findings in focus groups

When initially asked about food safety, Canadians felt that contamination occurred outside the kitchen, but when informed that most preventable contaminations actually occurred in the home, they were able to understand how that was possible and accepted that it was likely. However, Canadians strongly expressed feeling that they personally followed food safety practices at home.

"It depends, but I don't think that much happens when I get it home.... not in my house anyway.....I am not surprised. A lot of people don't take microbiology and don't understand what can go wrong if you don't handle the food in your house".

The qualitative research confirmed that Canadians are not overly aware of the benefits of using a cooking thermometer and use them only for larger meats such as roasts and turkeys. Either experience or over-cooking were cited frequently as the reasons thermometers were not used.

Canadians expressed a weak understanding of the correct temperature range for the fridge but it was not a serious concern. When asked how they knew if a food was spoiled or not, smell was the dominant factor, although Canadians did understand that spoiled food may not smell bad. In general Canadians expressed willingness to change some behavior and felt better guidelines and information were needed.

Confidence in Canada’s food safety institutions

Canadians remain relatively confident in the food safety system. Over all confidence is highest in Canadian farmers, with four in five Canadians providing a 5, 6, or 7 level of confidence. Confidence is lowest in foreign manufacturers and processors. These scores have remained constant over the past year.

Table 17

Level of Confidence (5,6,7 ratings)	Spring 2010 (n=1001)	Fall 2010 (n=1003)	Spring 2011 (n=1001)	% Change
Canadian farmers	80%	79%	80%	1%
The Government of Canada	72%	73%	73%	0%
The food production industry itself	54%	59%	59%	0%
Foreign farmers	22%	25%	29%	4%
Foreign governments	16%	25%	24%	-1%
Foreign manufacturers / Foreign processors	17%	24%	23%	-1%

Q. How confident are you in each of the following organizations or institutions to contain the spread of food products that may be harmful to Canadians or lead to food recalls? Please rate your response on a 7-point scale where 1 means not at all confident, 7 means completely confident and 4 means moderately confident.

In the focus group discussions participants reflected similar sentiments to the quantitative findings. Strong confidence was expressed in the Canadian Farmer and the Government of Canada, with low levels of confidence being expressed for foreign governments and foreign farmers. This low level of confidence in foreign governments focused mostly on “third-world” countries.

Moderate levels of confidence were expressed when asked about the food production industry itself. Some participants felt that the industry was focused on business goals such as profit and that focus could affect their neutrality. This idea that industry was focused on business goals was strongly expressed when asked who should be conducting food safety investigations. Focus group participants felt strongly that inspection was the role of government.

Confidence in Canada's food safety system (Cont'd)

Table 18

Spring 2011 (n=1001)	Average	1 – Not at all confident	2	3	4 – Moderately confident	5	6	7 – Completely confident	Don't know	Refused
Canadian farmers	5.6	1%	1%	2%	15%	22%	34%	24%	2%	0%
The Government of Canada	5.2	3%	2%	4%	17%	26%	29%	18%	2%	0%
The food production industry itself	4.8	2%	3%	8%	27%	29%	22%	8%	2%	0%
Foreign farmers	3.8	11%	9%	16%	30%	18%	8%	3%	5%	0%
Foreign governments	3.6	13%	9%	18%	31%	15%	7%	2%	4%	0%
Foreign manufacturers / Foreign processors	3.5	12%	12%	17%	33%	16%	4%	3%	3%	0%

Q. How confident are you in each of the following organizations or institutions to contain the spread of food products that may be harmful to Canadians or lead to food recalls? Please rate your response on a 7-point scale where 1 means not at all confident, 7 means completely confident and 4 means moderately confident.

3.9 Most Important Role in Food Safety

When asked who played the most critical role in food safety, Canadians were divided over the top responsibility. Many respondents (38 percent) feel that industry (not including farmers) play the most critical role, but that consumers and Government played an equal role, and only 10 percent felt that Farmers were the most responsible.

Ontarians had the highest percentage of people who felt the government played the most critical role (30 percent) compared to Quebec where only 14 percent felt it was the government. Forty-six percent of respondents with French as a first language claimed industry played the most critical role. Twenty-nine percent of individuals with a food allergy in the household felt it was the Government that plays the most critical role as did 32 percent of those following a medically prescribed diet.

Table 19

Play most Important Role	Spring 2011 (n=1001)
Industry	38%
Consumers	25%
Government	24%
Farmers	10%
Don't know	3%

Q. In your opinion, which of the following plays the MOST critical role in food safety?

Most Important Role in Food Safety-Farmers

Of the 10 percent who felt it was farmers who played the most critical role, 43 percent felt that all food production starts with a farmer, followed by 20 percent who report farmers are responsible for actually growing the food.

Table 20

Reasons	Spring 2011 (n=99)
All food production starts with a farmer / This is the first step to food production	43%
They grow the food / They plant the food / Raise / feed / take care of the animals	20%
They regulate what they produce	10%
They have a reputation to uphold / They are responsible for what they produce	7%
Food needs to be good quality from the get go	4%
There's a lot of diversity between farmers	2%
Other	4%
Don't know	10%
Refused	0%

Q. Why do farmers play the MOST critical role in food safety?

Most Important Role in Food Safety-Industry

Of the 38 percent who felt it was industry who played the most critical role, 22 percent reported this was because it is industry that handles and processes the food for sale in the Canadian market. A variety of similar reasons are given to account for the remaining 78 percent.

Table 21

Reasons	Spring 2011 (n=379)
They handle / process / prepare the food for sale	22%
The industry is depended on to make the food available / They sell the food	10%
It is their responsibility to make sure food is safe	10%
The food comes from them / It starts here	7%
They have the power / control	7%
They know the laws and must follow them / Adhere to regulations	5%
It is here where the highest risk of contamination occurs / Contamination occurs most in processed food	4%
This is the main / most critical step in in the chain	4%
Their primary interest is in making money	4%
They produce the food	3%
They do the inspections / Food testing	2%
They package the food	2%
Industry can take shortcuts / Hide shortcomings	2%
They can self-regulate / They must self-regulate	2%
Where most contamination can be prevented	1%
The industry is responsible for what it produces	1%
They are the final step before the consumer / They are at the end of the chain	1%
They are the middle step	1%
They are in charge of the cleanliness of their environment	1%
They are responsible for spraying / pesticide	1%
Other	3%
Don't know	6%

Q. Why does the Industry play the MOST critical role in food safety?

Most Important Role in Food Safety-Government

Of the 24 percent who felt it was the government who played the most critical in food safety, 25 percent indicated this was because the government sets the regulations, followed by 16 percent who felt government maintains the standard (a subtle but important distinction). The remaining reasons are similar in sentiment that the government is responsible for setting and enforcing regulations.

Table 22

Reasons	Spring 2011 (n=239)
The government sets regulations/standards	25%
Government maintains / upholds standards / regulations	16%
They should be able to control / They should control what's in our food	11%
Government oversees the whole process	10%
This is the role of government / It is their responsibility	10%
They inspect the food	7%
Its up to the government to protect the people of Canada / Keep Canadians safe	6%
Government is responsible for imported goods / allowing entry to imported goods	4%
Governments inform the public	2%
Other	6%
Don't know	3%

Q. Why does the Government play the MOST critical role in food safety?

Most Important Role in Food Safety-Consumers

Of the 25 percent who felt it was consumers who played the most critical role in food safety, 27 percent indicated this was because they are ultimately responsible for themselves.

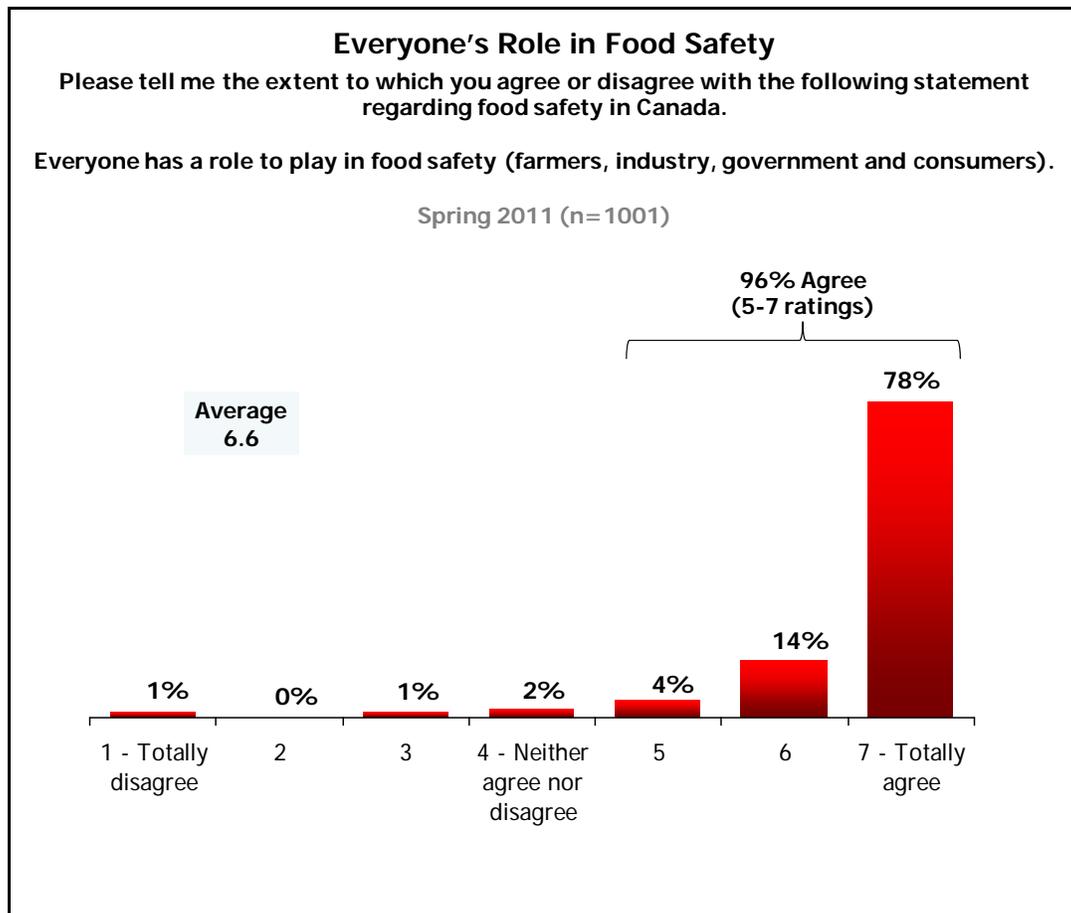
Table 23

Reasons	Spring 2011 (n=247)
Consumers are responsible for themselves	27%
Consumers choose what to eat / buy / Verify the product is safe before eating / buying it	20%
It is up to consumers handle / clean/prepare their own products properly	14%
Consumers can contaminate / poorly store / improperly cook food at home	11%
It is the consumer who consumes the goods	10%
It is up to consumers to report anything / It is up to consumers to make sure controls are adhered to	5%
Consumers are the end users / The end of the chain	3%
The other stages have controls / standards	2%
Other	3%
Don't know	6%

Q. Why do consumers play the MOST critical role in food safety?

When they reflect upon food safety, Canadians ultimately believe it is a combination of institutions and themselves that are responsible. Seventy-eight percent totally agree with the statement that everyone has a role to play in food safety with 96 percent providing a score of 5 out of seven or higher. Only one percent totally disagree with that statement and three percent provide a neutral rating.

Figure 3:



3.10 Food safety information sources

The following chart illustrates that approximately one in two individuals use a Canadian government website for information on food safety. The CFIA as a source of information is consistent with previous results, with five percent of searches. Google remains the top source for information on food safety.

Table 24

Source	Fall 2010 (n=1003)	Spring 2011 (n=1001)	% Change
Google	21%	30%	9%
Government of Canada website (Unspecified)	8%	14%	6%
Government websites (Unspecified)	8%	12%	4%
On the Internet (Unspecified)	9%	9%	0%
Health Canada	10%	8%	-2%
Canadian Food Inspection Agency	5%	5%	0%
Food Safety Canada (specific search term)	3%	5%	2%
Search it / Search engines (Unspecified)	4%	4%	0%
TV News	6%	3%	-3%
Public Health Agency of Canada	3%	3%	0%
Others Websites / Internet	3%	3%	0%
Books/Library	2%	3%	1%
At the grocery store	2%	3%	1%
Agriculture Canada	1%	3%	2%
Newspaper article	4%	2%	-2%
Canadian food guide	1%	2%	1%
TV Health or Lifestyle Program	2%	1%	-1%
Doctors	2%	1%	-1%
Magazine article	2%	1%	-1%
Family or Friends	2%	1%	-1%
Radio News	1%	1%	0%
Health journal	1%	1%	0%
Other healthcare professional	1%	1%	0%
Service Canada website	1%	1%	0%
Consumer reports	1%	1%	0%
Reading the labels of products	1%	1%	0%
Radio Health or Lifestyle Program	0%	1%	1%
I would ask a farmer	0%	1%	1%
Manufacturer's websites	0%	1%	1%
Pharmacist	1%	0%	-1%
MAPAQ	1%	0%	-1%
Other	5%	4%	-1%
Don't know	16%	9%	-7%
Refused	0%	1%	1%

Q. If you were looking for information on food safety today where would you go?

3.11 Recalls - top requested food safety information

Recalls are still the most requested information. However, the trend is decreasing and the difference between answers is not statistically significant. Canadians seem to be switching to requests for more general information as this category has increased by four percentage points since the fall.

Table 25

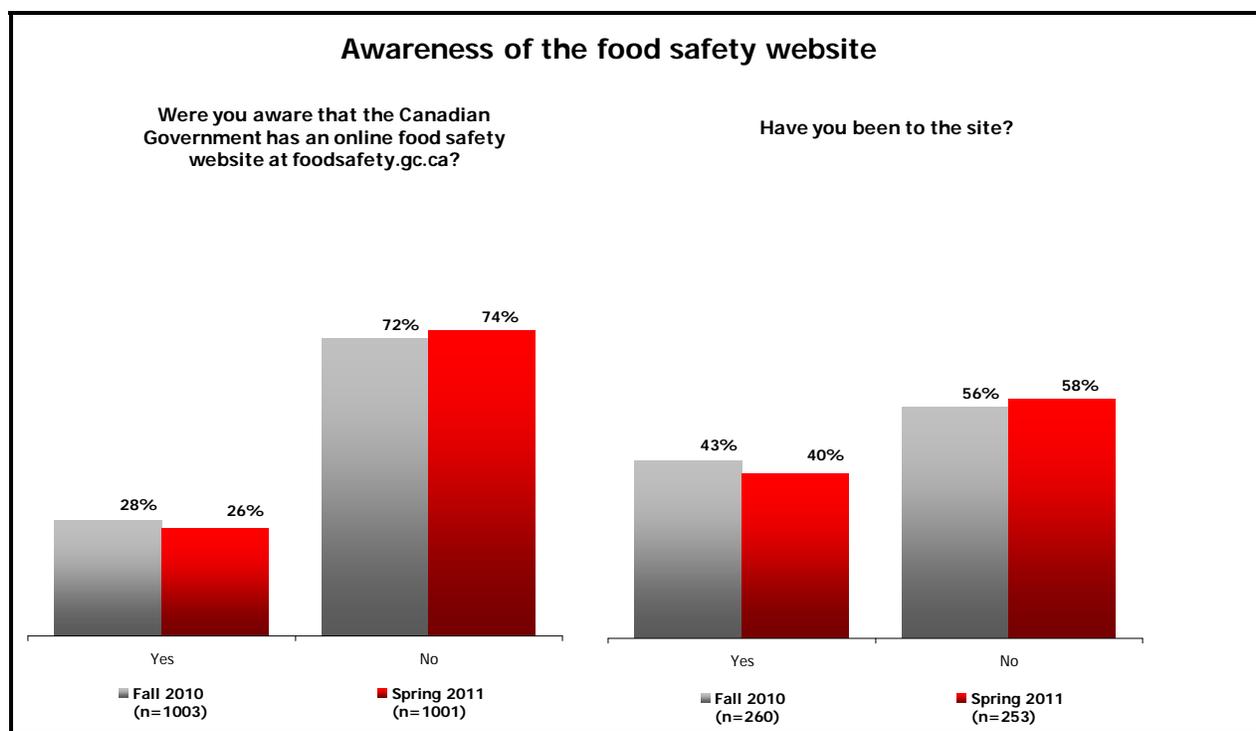
Kind of Food Information	Fall 2010 (n=1003)	Spring 2011 (n=1001)	% Change
Information regarding recalls	11%	8%	-3%
General information / Everything / Anything	3%	7%	4%
About contaminations	5%	6%	1%
About meat (Unspecified)	6%	5%	-1%
Information on where our food comes from	4%	5%	1%
Information pertaining to the handling of food	2%	5%	3%
Expiration dates / How long food can be kept	4%	4%	0%
About the processing of foods	3%	4%	1%
What the food standards are	1%	4%	3%
Information regarding the proper storage of food	4%	3%	-1%
The ingredients / Contents of our foods	4%	3%	-1%
Information regarding imports	3%	2%	-1%
If the food is safe to eat / What food is safe to eat	3%	2%	-1%
Information / Instructions on cooking meat	1%	2%	1%
Healthiness of foods / Nutritional information	1%	2%	1%
Information pertaining to food additives	1%	2%	1%
Proper cooking instructions	4%	1%	-3%
Information about fruits and vegetables	2%	1%	-1%
The date the product was packaged / How old the food is	1%	1%	0%
Information about pesticides	1%	1%	0%
Information on the chemicals used for production	1%	1%	0%
Information pertaining to what makes an organic food organic	1%	1%	0%
Information pertaining to labelling	1%	1%	0%
Anything dangerous	1%	1%	0%
Cleanliness of foods	0%	1%	1%
Information pertaining to genetically modified foods	0%	1%	1%
Information pertaining to health issues with packaging/ processing/ production facilities	1%	0%	-1%
The quality of food	0%	0%	0%
Other	9%	4%	-5%
Don't know	18%	22%	4%
Refused	3%	1%	-2%

Q. And, what kinds of food safety information are you most interested in knowing?

3.12 Awareness of foodsafety.gc.ca

Awareness and usage of the foodsafety.gc.ca portal did not change statistically over time. Approximately 25 percent of Canadians were aware of the foodsafety.gc.ca website, and 40 percent of those report having been to the website. However, it is possible, and likely, that Canadians would find the website if they searched for information through the Internet. A large percentage of Canadians look to government websites for information on food safety. Many are still confused over which department is the lead on food safety measures. The qualitative research illustrated that many think Health Canada or Agriculture Canada is responsible for Canada's food safety system. It was not uncommon to hear "I am not well informed on the process the government goes through" in the qualitative research.

Figure 3



3.13 Main purpose of visiting foodsafety.gc.ca

Nearly one-third of those visiting the foodsafety.gc.ca portal report looking for general information. While trends show that the impact of large recalls such as the listeria recall is decreasing, information on recalls remains within the margin of error to searches for general information.

Table 26

Reasons for visiting website	Fall 2010 (n=117)	Spring 2011 (n=105)	% Change
For general information	22%	30%	8%
Information on recalls	23%	24%	1%
For a child's homework assignment / writing a paper for school	12%	10%	-2%
To find out about the quality of a particular product	3%	5%	2%
Information regarding listeria / bacteria	2%	5%	3%
To find information pertaining to food handling courses / food safety course	1%	5%	4%
Information pertaining to meat	1%	4%	3%
Subscribe to their e-mail alert system	1%	3%	2%
To find out how long food stays fresh	4%	3%	-1%
To find out if there are any food contaminants at home	2%	2%	0%
Cooking instructions	3%	1%	-2%
To teach my kids (unspecified)	2%	1%	-1%
To check nutritional information	1%	1%	0%
For information pertaining to organic products	1%	1%	0%
For information regarding new laws	0%	1%	1%
Product information (general mention)	3%	0%	-3%
Information regarding trends in food preservation	2%	0%	-2%
For food safety advice	2%	0%	-2%
Other	0%	5%	5%
Don't know	14%	3%	-11%

Q. What was the main purpose of your visit to the website?

3.14 Levels of satisfaction with the information available foodsafety.gc.ca

Overall satisfaction levels remain similar to 2010 but are trending towards increased satisfaction. Discounting those that didn't know/refused, the proportion of individuals who report being very satisfied has increased by almost 10 percentage points.

Table 27

Level of Satisfaction	Fall 2010 (n=118)	Spring 2011 (n=105)	% Change
1 - Not at all satisfied	0%	0%	0%
2	3%	2%	-1%
3	3%	1%	-2%
4 - neutral	13%	10%	-3%
5	19%	12%	-7%
6	30%	31%	1%
7 - Very satisfied	25%	32%	7%
Don't know	4%	12%	8%
Refused	2%	0%	-2%
<i>Average</i>	<i>5.6</i>	<i>5.9</i>	<i>0.3</i>

Q. On a scale of 1 to 7 where 1 is not at all satisfied, 7 is very satisfied, and 4 is neutral, how satisfied were you overall with the information available on the site?

3.15 Government's allergen information

The media and the web remain the best methods to communicate about allergens or mislabeled foods, and there is an increase in the number of Canadians who look to allergy association networks for information. The media is clearly the preferred method of notification when there are cases of food being mislabeled. In the focus groups, Canadians expressed strong concern over mislabeled allergens getting through the food safety system. Though most of the respondents would not be affected personally, they were aware of the potentially serious consequences for somebody with food allergies. As one focus group participant states "Allergies are serious, if you get that wrong, somebody could die."

Receiving allergen information

Table 28

Best source of Information	Fall 2010 (n=1003)	Spring 2011 (n=1001)	% Change
Media	26%	24%	-2%
Website	28%	28%	0%
Allergy association networks	9%	14%	5%
School system	9%	10%	1%
Social media	8%	4%	-4%
Other	16%	14%	-2%
DK/Refused	5%	6%	1%

Q. Some Canadians have serious allergies to some foods. In your opinion what is the best way to receive information from the Government about allergens?

Receiving allergen information (preferred source with e-mail option added - spring only)

Table 29

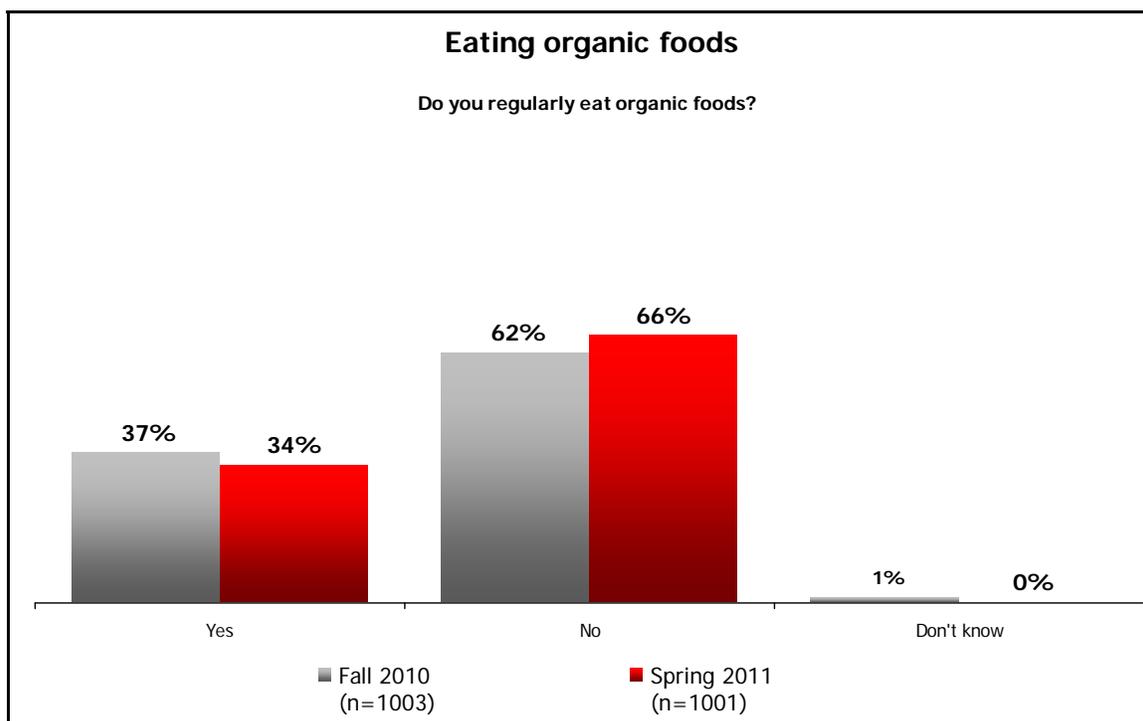
Preferred Source of Awareness	Spring 2011 (n=283)
Media	66%
Website	19%
E-mail	15%
Social media	13%
Allergy association networks	11%
School system	8%
Other	11%
Don't know	4%

Q. How would you like to be informed when the government becomes aware of a mislabeled food that contains an undeclared allergen?

3.16 Eating organic foods

The proportion of Canadians that report they regularly eat organic foods has remained statistically unchanged with 34 percent reporting regular consumption of organic food. The qualitative research suggests that more individuals are interested in maintaining a healthy variety of foods, including organic foods. While there was concern expressed about the safety of food in general as commonly reflected in the focus groups where some people expressed worry about the pesticides that are on their fresh vegetables. There was general lack of awareness over what the term “organic” meant. As well there was a general scepticism about that food grown outside of Canada was actually “organic”. These concerns may be an important factor in whether or not organic foods are regularly consumed.

Figure 4



Q. Do you regularly eat organic foods

4 Overall observations and conclusions

Canadians remain confident in the food safety system. Although there are variances in the degree of confidence, 89 percent of Canadians are at minimum moderately confident in the food system. Quebeckers and British Columbians are the least confident while Canadians in Saskatchewan and Manitoba are the most confident. Men also tend to be more confident in the system than women.

Confidence in the food system comes from a variety of reasons. The top reason Canadians are confident in the system is that they have faith in the food safety system. However, belief in the system is not without a healthy level of concern among those who have average levels of confidence. Canadians also take a fairly practical view that if they haven't had bad experiences then the system must be the reason. Those that report low levels of confidence in the system do not base their confidence on bad experiences; rather they base their concern on general concern and pessimism regarding the system and the resources available.

As time passes the impact of the Maple Leaf recall on thoughts and opinions regarding Canadian food safety has been reduced and it was rarely top of mind in focus groups. Awareness of recalls is decreasing. While generally split on whether or not a recall means the system has worked, or the system did not work, Canadians do realize that the low number of serious events is due at least in some part to the strength of the system. Overall, a large majority understand the recalls happen even with the best of efforts to avoid them. Perhaps as a result there are fewer searches for information on recalls, and more general searches about the food safety system.

Canadians generally believe that it is everyone's responsibility to ensure a safe food production system. Confidence in the Canadian institutions that play a role in food safety is relatively high, and confidence in the foreign institutions is low. Canadians believe that food produced in Canada is safer than food produced in other developed countries, even though they understand that imported foods must meet the same Canadian standards as domestic foods before they can be sold in Canada. Perhaps driving this is the high levels of confidence in Canadian farmers and the Government of Canada itself. Canadians have less confidence in the food production industry itself, at least partially due to the industry's focus on profit. Foreign Institutions did not receive high levels of confidence, driven by concern that many countries did not have the same regulations or control over the system.

Canadians do look to the Government for information on food safety and in general the GoC is doing well on providing the required information. There is a consistent expectation that important information will be available on television or through other media. Most Canadians look to the media for information on serious issues such as mislabeled allergens, those engaged in an active search will likely seek information on a government website.

There is a general misconception among Canadians that most preventable contamination occurs outside of the kitchen. Canadians generally believe that they follow proper food handling procedures and most report following the major food safety measures, with the exception of using a meat thermometer. Despite naming meat and poultry as being most susceptible to contamination, only 35 percent of respondents regularly use a digital meat thermometer. Most feel they either overcook their meat and poultry or have enough experience to know when it is properly cooked. Many do report that when cooking larger products, like turkey or roasts they use a thermometer.

The Canadian food safety system is considered to work well, and the vast majority of Canadians are confident in the system although there are concerns that it is over-burdened and there is some confusion among Canadians about how the system works.

The majority of Canadians look to the media for information on undeclared allergens and food safety. Awareness is low among Canadians on the specific role of the CFIA in the food safety system. Additional communication activities will increase awareness and help provide increased levels of confidence in the system.

Appendix A: Methodology

Questionnaire Design

Leger Marketing worked with CFIA to finalize the questionnaire that fulfilled the research objectives.

Sample Design and Selection

The sample was designed to complete interviews with a random, representative sample of 1,000 Canadians aged 18 and over. The telephone surveys were completed using random-digit-dialling. Every Canadian household with a telephone number had an equal chance of being selected for the study.

The sample was stratified by region in order to permit statistically meaningful analysis in less populous regions of the country. The data are weighted in tabulation to replicate actual population distribution by region, gender and age, according to the most current Census data available.

A two-pronged methodology was devised for this research. A quantitative survey was used to measure public opinions on food safety and provide data for comparison with research conducted previously by the Canadian Food Inspection Agency while qualitative focus groups were also used to provide a deeper understanding behind the quantitative findings.

Each wave of the quantitative portion of the research was comprised of a random number dialling telephone survey of nearly 1,000 adult Canadians using Computer-Assisted Telephone Interviewing (CATI). The margin of error for a random telephone sample of 1000 respondents is +/- 3.1 percent in 19 times out of 20.

Prior to fielding of each wave, a pre-test of 20 interviews was completed, including 10 interviews in English and 10 in French, to ensure proper flow and timing for the questionnaire and proper understanding of survey questions. Both waves found the surveys to have no issues in either language.

Additional information for each questionnaire

	Median Length	In field dates	Response rate
Wave 1 (n=1003)	19 Minutes	November 11, 2010 to November 28, 2010	41.1%
Wave 2 (n=1001)	17 Minutes	March 1, 2011 to March 19, 2011	42.8%

Wave 1 also contained a separate section on compositional standards, data from these questions was not tracked in Wave 2 and therefore not recorded in this report. A separate report detailed the top findings from those questions.

For the qualitative phase of the research, a total of six (6) traditional focus groups were conducted in February. All groups lasted approximately 120 minutes and were held in the evening, at 6:00pm and 8:00pm. Participants were recruited from random phone calls to the general population as well as from Leger Marketing's panel of individuals who have previously agreed to be contacted regarding research.

Groups were held in the following locations:

- Toronto, February 1, 2011 (English)
- Edmonton, February 2, 2011 (English)
- Montreal, February 3, 2011(French)

In each location, a total of 12 participants were recruited per group in order to ensure that a minimum of 8 to 10 recruits would attend and participate in the groups. The person who was responsible for food purchasing and preparation or at least shared responsibility in each household was recruited. At least 30 percent of each group was comprised of individuals with children under the age of 18. Participants were recruited to ensure an equal mix of male and female participants, while ensuring an appropriate mix of education and income levels. Each participant was also:

- Either the main grocery shopper or share the responsibility for shopping
- Responsible for the food preparation or shared the responsibility

Research instruments for the qualitative and quantitative portions of the research were designed so as to allow for comparison, where possible, with previous research conducted by the Canadian Food Inspection Agency.

Sample Disposition

The final disposition of all contacts is presented in the following table, in accordance with the reporting standards established by the Market Research and Intelligence Association (MRIA).

Wave 1

BASE SAMPLE (TOTAL)	3801
Invalid Numbers	1022
No service	781
Non-residential	32
Fax / modem / cellular phone / pager	208
Numbers outside sample	139
Language barrier	93
Not eligible	43
Not qualified	3
Active Sample	2640
Interviews incompleted	1634
Refusal	833
No answer	248
Answering machine	268
Line busy	105
Incomplete	68
Appointment	115
INTERVIEWS COMPLETED	1003
Response rate :	41.1%

Wave 2

BASE SAMPLE (TOTAL)	3802
Invalid Numbers	1051
No service	737
Non-residential	68
Fax / modem / cellular phone / pager	246
Numbers outside sample	177
Language barrier	101
Not eligible	65
Not qualified	11
Active Sample	2574
Interviews incompleted	1573
Refusal	769
No answer	301
Answering machine	288
Line busy	81
Incomplete	43
Appointment	91
INTERVIEWS COMPLETED	1001
Response rate :	42.8%

Completion Results

A total of 1,001 individuals completed the survey. The approximate margin of error for a sample of this size is plus or minus 3.1 percent at the 95 percent confidence level. The average survey duration was 15 minutes. Margins of error will be greater for sub samples, as presented in the table below.

Region	Unweighted Sample	Margin of Error ¹
Atlantic	125	±8.8%
Québec	200	±6.9%
Ontario	300	±5.7%
Manitoba/Saskatchewan	101	±9.8%
Alberta	125	±8.8%
British Columbia	150	±8.0%
TOTAL CANADA	1,001	±3.1%

¹ At the 95% confidence level

Appendix B: Research Instruments

Wave 1 Questionnaire

Public Opinion Research – POR-10-01

Food Safety: Canadians' Awareness, Attitudes and Behaviours

Draft Questionnaire

Good morning (afternoon, evening), my name is \$I from LEGER MARKETING of Montréal. WE ARE NOT SELLING ANYTHING. We are conducting a survey for the Government of Canada on issues in the news. Your responses will be kept entirely confidential and anonymous. Your individual answers will not be shared and will be simply aggregated for analysis. This survey is registered with the national survey registration system. 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. [If asked] The survey will take about 18 minutes to complete. First of all, can you please tell me if you are at least 18 years old?

[If asked contact for more information: First contact Rick Hobbs - 613-791-0999

For GoC contact call Denis Schryburt only if insist on GoC contact.....]

----- ARGUMENTS: . Your opinion is very important to us. . Leger Marketing is a well known Canadian research company. Today's study is about various current events and trends in society. There are no right or wrong answers. When should I contact you again? When would be a good time to contact you? . Whom should I ask to speak with when I call back? . Is there another person in your household with whom we could talk?

To start with

Q1. How confident would you say you are right now in Canada's food safety system on a scale where 1 is not at all confident, 7 is completely confident and the midpoint 4 is moderately confident. [TRACKING]

Completely confident	07
	06
	05
Moderately confident	04
	03
	02
Not at all confident	01
[DON'T READ] Don't know	98
[DON'T READ] Refused	99

Q1B. Why do you say that *[For analysis separate 6/7, 3-5 and 1/2]*

Q2. In the past six months have you read, seen or heard anything about food safety or the recall of food products in Canada? [TRACKING]

Yes	01
No	02
[DON'T READ] Don't know	98
[DON'T READ] Refused	99

Q3. Ask if Q2=1 What have you heard? [TRACKING]

RECORD RESPONSE AND PROBE ONCE ONLY

[RECORD RESPONSE]	77
[DON'T READ] Don't know	98
[DON'T READ] Refused	99

Q4. Ask if Q2=1 Where did you hear this information?

[RECORD RESPONSE – DO NOT PROBE] [TRACKING]

[RECORD RESPONSE]	77
[DON'T READ] Don't know	98
[DON'T READ] Refused	99

Q5. When you hear about certain products being recalled, does that tend to make you feel...?

[READ LIST; CHOOSE ONE] [TRACKING]

More confident because it shows that the system is working	01
Concerned because it shows that products are able to get through the regulatory system in the first place	02
[DON'T READ] Don't know	98
[DON'T READ] Refused	99

Q6. Please tell me the extent to which you agree or disagree with the following statements regarding food recalls and Canada's food safety system. Please respond on a 7 point scale where 1 means you totally disagree, 7 means you totally agree and 4 means you neither agree nor disagree.

ROTATE [TRACKING]

- a) Food recalls happen, even with the best of efforts to avoid them.
- b) In Canada, food recalls are addressed in a timely manner.
- c) The Government of Canada has done a good job of keeping Canadians informed of all relevant food safety issues.
- d) I wish I had more information about food safety and how to protect myself and my family from foods that pose a health risk.
- e) I believe that Canadians are at a higher risk of consuming contaminated foods today compared to two years ago.
- f) I believe that food produced in Canada is safer than food produced in other developed countries.

1 - Totally disagree	01
2	02
3	03
4 – Neither agree nor disagree	04
5	05
6	06
7 – Totally agree	07
[DON'T READ] Don't know	98
[DON'T READ] Refused	99

Q7. Please tell me if you believe the following statements regarding Canada's food safety system are true or false.

ROTATE

- a) Imported foods must meet the same Canadian standards as domestic foods before they can be sold in Canada.
- b) Organic products must meet strict criteria before they can be labeled organic.

1 - True	01
2 - False	02
[DON'T READ] Don't know	98
[DON'T READ] Refused	99

Q8. Which of these two statements more closely reflects how you feel about food contamination and by that I mean food that has been contaminated by bacteria, viruses or parasites that have the potential to make people sick.

[ROTATE: READ LIST; CHOOSE ONE]

Food contamination primarily occurs before food reaches our kitchens	01
Food contamination primarily occurs as a result of improper food handling and storage in the home	02
[DON'T READ] Don't know	98
[DON'T READ] Refused	99

Q9. Which food safety measures first come to mind when thinking about food preparation and storage at home?

Q10. Which of the following food safety measures do you conduct on a regular basis in the home (related to food preparation and food storage);

- A) washing hands before and during food preparation? Yes No DK/ref
 B) washing hands during food preparation Yes NO
 C0 Etc

Q11 Why is it, you do or do not conduct the measures we just mentioned?

Q10. How frequently do you use a food thermometer to determine if the food you are preparing is cooked to the recommended temperature?

- Never
- Rarely
- Sometimes
- Often
- Always
- (DO NOT READ)DK/NR

[IF NEVER]

Q10 A

Why is that?

[IF RARELY OR SOMETIMES]

Q10B

Why is that?.

Q11. How confident are you in each of the following organizations or institutions to contain the spread of food products that may be harmful to Canadians or lead to food recalls. Please rate your response on a 7-point scale where 1 means not at all confident, 7 means completely confident and 4 means moderately confident.

[TRACKING]

ROTATE

- a) Canadian Farmers
- b) Foreign Farmers
- c) The Government of Canada
- d) Foreign Governments
- e) The food production industry itself
- f) Foreign Manufacturers / Foreign Processors

1 – Not at all confident	01
2	02
3	03
4 - Moderately confident	04
5	05
6	06
7 – Completely confident	07
[DON'T READ] Don't know	98
[DON'T READ] Refused	99

**Q12. If you were looking for information on food safety today where would you go?
[DO NOT READ LIST; CHOOSE ALL THAT APPLY] (TRACKING)**

RECORD RESPONSE AND PROBE ONCE ONLY

TV News	01
TV Health or Lifestyle Program	02
Radio News	03
Radio Health or Lifestyle Program	04
Newspaper article	05
Magazine article	06
Health journal	07
Books/Library	08
Websites/Internet PROMPT FOR SPECIFIC WEBSITE	09
Doctors	10
Pharmacist	11
Other healthcare professional	12
School	13
Health Canada	14
Canadian Food Inspection Agency	15
Public Health Agency of Canada	
Family or Friends	16
Other – specify	77
[DON'T READ] Don't know	98
[DON'T READ] Refused	99

Q13. And, what kinds of food safety information are you most interested in knowing? (TRACKING)

RECORD RESPONSE AND PROBE ONCE ONLY

[RECORD RESPONSE]	77
[DON'T READ] Don't know	98
[DON'T READ] Refused	99

Q14. Food Safety Portal

Were you aware that the Canadian Government has an online food safety website at foodsafety.gc.ca?

- Yes [ask Q12A]
- No [Skip to 13]
- DK/Ref [Skip to 13]

If Yes

Q14A. A Have you been to the site?

- Yes [ask Q12B]
- No [Skip to 13]
- DK/Ref [Skip to 13]

Q14B. What was the main purpose of your visit to the website?

Q14C. On a scale of 1-7 where 7 is Very Satisfied and 1 is not at all satisfied, how satisfied were you overall with the information available on the site?

1 – Not at all satisfied	01
2	02
3	03
4 – neutral	04
5	05
6	06
7 – Very satisfied	07
[DON'T READ] Don't know	98
[DON'T READ] Refused	99

Q16. Some Canadians have serious allergies to some foods. In your opinion what is the best way to receive information from the Government about allergens?

ROTATE [TRACKING]

- Media
- Website
- Allergy association networks
- School system would
- New media means
- Other

Great, we are moving along well, and would like to ask some additional questions about your food consumption and opinion regarding certain types of food. The next section deals with Organic foods and this is not a test, we are simply interested in your feedback.

D1. Do you regularly eat organic foods?

Yes

No

Q15. How would you identify organic products at the grocery store?

Q15B. To what degree would you say you are familiar with the “Canada Organic” logo? Would you say

[read]

- 1 Very familiar
- 2 Somewhat familiar
- 3 Not at all familiar [skip to Q13E]
- 4 DK / Refused [skip to Q13E]

Q15C. What does the logo mean to you?

Q15D. Which statement matches your opinion regarding the “Canada Organic” logo?

[rotate]

- i) The logo should apply to certified organic food from anywhere for sale in Canada
- ii) The logo should apply only to food grown in Canada

Q15E. If all other things were equal would you prefer organic food from Canada or organic food from elsewhere?

Q15F. Why do you say that?

Q17. Switching from organic products to cheese, how often do you buy or consume cheese? Would you say it is

- Frequently
- Occasionally
- Never
- DK.Ref

Q18. Were you aware that there are several different regulations that impact the manufacturing of cheese in Canada?

Yes

No

DK / Refused

Q19. One of the tools used in regulating the manufacturing of cheese and other products is called a compositional standard. A compositional standard outlines what types of ingredients can be included in the food and the amounts?

Q20. Were you aware that cheese in Canada has a compositional standard?

Yes	01
No	02
[DON'T READ] Don't know	98
[DON'T READ] Refused	99

Q21. IF YES: has the compositional standard affected your buying pattern?

Yes	01
No	02
[DON'T READ] Don't know	98
[DON'T READ] Refused	99

Q22. Ok, I would now like to ask a few questions about yogurt. Would you say you buy or consume yogurt

Frequently

Occasionally

Never [skip to 28]

DK/ref

Q23. Thinking about the type of yogurt you consume most often, how satisfied or not would you say you are with the quality? Using a scale from 1-7 where 7 is satisfied, 1 is dissatisfied and 4 is neutral

Q24. How satisfied are you with the nutritional content

Q25. How satisfied are you with the value for the money

Q26. A national yogurt compositional standard does not currently exist in Canada. A compositional standard would provide specifications for a number of yogurt components such as dairy ingredients, non-dairy ingredients, nutritional standards and additives.

On a scale of 1-7 where 7 is very important and 1 is not at all important with 4 being neutral, how important or not would you say a national yogurt compositional standard would be?

Q27. why do you say that?

We have one last category to ask you about and that is wine.

Q28. Would you say you drink wine:

Frequently

Occasionally

Never

DK/ref

Q29. For most foods, the current Product of Canada guidelines state that a product must contain all or virtually all Canadian ingredients [if asked : generally 98%] in order to use the voluntary claim Product of Canada. When it comes to wine, it is mandatory to claim the country of origin on its label or bottle and to do so in Canada, at least 75% of its content must be from that country.

Please tell me which of the following statements is more appropriate regarding a Product of Canada claim on wine:

(ROTATE)

- a) 75% of its content is Canadian
- b) all or virtually all its content is Canadian

DEMOGRAPHICS

Finally, I'd like to ask you a few questions about yourself that will help us analyze the results of this survey. . .

D3. Do you...

	Yes	No	Don't know	Refused
Have a food allergy	1	2	98	99
Have a chronic health condition*	1	2	98	99
Follow a medically-prescribed diet	1	2	98	99

*INTERVIEWER NOTE; IF ASKED: a chronic health condition is expected to last or have already lasted 6 months or more and that has been diagnosed by a health professional.

D4. What is the highest level of education you have completed?

(READ LIST)

Some high school

High School diploma or equivalent

Registered Apprenticeship or other trades certificate or diploma

College, CEGEP or other non-university certificate or diploma

University degree, certificate or diploma

Advanced University degree (Graduate)

(DO NOT READ) Refused

D5a. In what year were you born?

_____ Year born

Don't know

Refused

D5b. IF REFUSED AT D5A ASK: In which of the following age categories do you fall into?

18-24

25-34

35-44

45-54

55-64

65+

Don't know

Refused

D6. What is your marital status?

Single (never married)

Divorced

Separated

Married

Widow / Widower

Don't know

Refused

D7. How many individuals, including yourself, currently live in your household?

— —

Don't know

Refused

D8. Do you have any children less than 18 years of age living with you?

Yes

No

Don't know

Refused

D9. IF WOMAN UNDER 55 OR UNKNOWN AGE: Are you currently pregnant?

Yes

No

Don't know

Refused

D11. What is the language you first learned at home as a child and still understand?

[READ LIST - ACCEPT UP TO TWO RESPONSES]

English

French

Other [SPECIFY]

[DO NOT READ] Don't know/ Refused

D12. Which of the following categories best describes your current employment status? Are you
[READ LIST – ACCEPT ONE ANSWER ONLY]

Working full-time, that is, 35 or more hours per week

Working part-time, that is, less than 35 hours per week

Self-employed

Unemployed, but looking for work

A student attending school full-time

Retired

Not in the workforce [FULL-TIME HOMEMAKER, UNEMPLOYED, NOT LOOKING FOR WORK]

DO NOT READ] [IF VOLUNTEERED: Other -- DO NOT SPECIFY]

[DO NOT READ] Refused

D14. 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 [READ LIST]?

Under \$20,000

\$20,000 to just under \$ 40,000

\$40,000 to just under \$ 60,000

\$60,000 to just under \$ 80,000

\$80,000 to just under \$100,000

\$100,000 to just under \$150,000

\$150,000 and above

(DO NOT READ) Refused

Wave 2 Questionnaire

Public Opinion Research – POR-10-01

Food Safety: Canadians' Awareness, Attitudes and Behaviours

Draft Questionnaire

Good morning (afternoon, evening), my name is \$I from LEGER MARKETING of Montréal. WE ARE NOT SELLING ANYTHING. We are conducting a survey for the Government of Canada on issues in the news. Your responses will be kept entirely confidential and anonymous. Your individual answers will not be shared and will be simply aggregated for analysis. This survey is registered with the national survey registration system. 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. [If asked] The survey will take about 18 minutes to complete. First of all, can you please tell me if you are at least 18 years old?

[If asked contact for more information: First contact Rick Hobbs - 613-791-0999

For GoC contact call Denis Schryburt only if insist on GoC contact.....]

----- ARGUMENTS: Your opinion is very important to us. Today's study is about various current events and trends in society. There is no right or wrong answer. When should I contact you again? When would be a good time to contact you? Whom should I ask to speak with when I call back? Is there another person in your household with whom we could talk?

To start with

Q1. How confident would you say you are right now in Canada's food safety system on a scale where 1 is not at all confident, 7 is completely confident and the midpoint 4 is moderately confident. [TRACKING]

Completely confident	07
	06
	05
Moderately confident	04
	03
	02
Not at all confident	01
[DON'T READ] Don't know	98
[DON'T READ] Refused	99

Q1B. Why do you say that [*For analysis separate 6/7, 3-5 and 1/2*]

Q2. In the past six months have you read, seen or heard anything about food safety or the recall of food products in Canada? [TRACKING]

Yes	01
No	02
[DON'T READ] Don't know	98
[DON'T READ] Refused	99

Q3. Ask if Q2=1 What have you heard? [TRACKING]

RECORD RESPONSE AND PROBE ONCE ONLY

[RECORD RESPONSE]	77
[DON'T READ] Don't know	98
[DON'T READ] Refused	99

Q4. Ask if Q2=1 Where did you hear this information?

[RECORD RESPONSE – DO NOT PROBE] [TRACKING]

[RECORD RESPONSE]	77
[DON'T READ] Don't know	98
[DON'T READ] Refused	99

Q5. When you hear about certain products being recalled, does that tend to make you feel...?

[READ LIST; CHOOSE ONE] [TRACKING]

More confident because it shows that the system is working	01
Concerned because it shows that products are able to get through the regulatory system in the first place	02
[DON'T READ] Don't know	98
[DON'T READ] Refused	99

Q6. Please tell me the extent to which you agree or disagree with the following statements regarding food recalls and Canada's food safety system. Please respond on a 7 point scale where 1 means you totally disagree, 7 means you totally agree and 4 means you neither agree nor disagree.

[ROTATE] [TRACKING]

- g) Food recalls happen, even with the best of efforts to avoid them.
- h) In Canada, food recalls are addressed in a timely manner.
- i) The Government of Canada has done a good job of keeping Canadians informed of all relevant food safety issues.
- j) I wish I had more information about food safety and how to protect myself and my family from foods that pose a health risk.
- k) I believe that Canadians are at a higher risk of consuming contaminated foods today compared to two years ago.
- l) I believe that food produced in Canada is safer than food produced in other developed countries.

1 - Totally disagree	01
2	02
3	03
4 – Neither agree nor disagree	04
5	05
6	06
7 – Totally agree	07
[DON'T READ] Don't know	98
[DON'T READ] Refused	99

Q7. Please tell me if you believe the following statements regarding Canada's food safety system are true or false.

[ROTATE]

- c) Imported foods must meet the same Canadian standards as domestic foods before they can be sold in Canada.
- d) Organic products must meet strict criteria before they can be labeled organic.

1 - True	01
2 - False	02
[DON'T READ] Don't know	98
[DON'T READ] Refused	99

Q8. Which of these two statements more closely reflects how you feel about food contamination and by that I mean food that has been contaminated by bacteria, viruses or parasites that have the potential to make people sick.

[ROTATE] [READ LIST; CHOOSE ONE]

Food contamination primarily occurs before food reaches our kitchens	01
Food contamination primarily occurs as a result of improper food handling and storage in the home	02
[DON'T READ] Don't know	98
[DON'T READ] Refused	99

Q9. In your opinion is there a type of food you believe is more likely to be contaminated? [DO NOT READ LIST] RECORD RESPONSE AND PROBE ONCE ONLY

1 – Meat/Poultry	01
2 – Produce	02
3 – Dairy Products and Eggs	03
4 – Fish	04
5 – Ready to Eat food	05
6 – Other	77

Q10. Which food safety measures first come to mind when thinking about food preparation and storage at home?

Q11. Which of the following food safety measures do you conduct on a regular basis in the home (related to food preparation and food storage);

Please answer Yes No DK/ref to each of the eight items below.

- a) Wash your hands frequently
- b) Read labels and follow cooking and storage instructions for all foods
- c) Use a digital thermometer to ensure that meat is cooked to the recommended internal temperature
- d) Use warm soapy water to clean utensils and surfaces used for food preparation
- e) Rinse fruits and vegetables with water
- f) Refrigerate or freeze perishable food within two hours of cooking
- g) Freeze or consume leftovers within four days of cooking
- h) Keep refrigerators clean and at a temperature below 4 C or 40 F

Q12. How frequently do you use a food thermometer to determine if meat, poultry and leftovers are heated to the correct temperature?

Never

Rarely

Sometimes

Often

Always

(DO NOT READ)DK/NR

[IF NEVER]

Q12A

Why is that?

[IF RARELY OR SOMETIMES]

Q12B

Why is that?

Q13. How confident are you in each of the following organizations or institutions to contain the spread of food products that may be harmful to Canadians. Please rate your response on a 7-point scale where 1 means not at all confident, 7 means completely confident and 4 means moderately confident. [TRACKING]

[ROTATE]

- g) Canadian Farmers
- h) Foreign Farmers
- i) The Government of Canada
- j) Foreign Governments
- k) The food production industry itself
- l) Foreign Manufacturers / Foreign Processors

1 – Not at all confident	01
2	02
3	03
4 - Moderately confident	04
5	05
6	06
7 – Completely confident	07
[DON'T READ] Don't know	98
[DON'T READ] Refused	99

Q14. Please tell me the extent to which you agree or disagree with the following statement regarding food safety in Canada. Please respond on a 7 point scale where 1 means you totally disagree, 7 means you totally agree and 4 means you neither agree nor disagree.

[ROTATE]

Everyone has a role to play in food safety (farmers, industry, government and consumers).

1 - Totally disagree	01
2	02
3	03
4 – Neither agree nor disagree	04
5	05
6	06
7 – Totally agree	07
[DON'T READ] Don't know	98
[DON'T READ] Refused	99

Q14B. In your opinion, which of the following plays the MOST critical role in food safety?

[ROTATE]

- a. Farmers
- b. Industry
- c. Government
- d. Consumers

Q14C. Why do you say that?

Q15. If you were looking for information on food safety today where would you go? [DO NOT READ LIST; CHOOSE ALL THAT APPLY] [TRACKING]

RECORD RESPONSE AND PROBE ONCE ONLY

TV News	01
TV Health or Lifestyle Program	02
Radio News	03
Radio Health or Lifestyle Program	04
Newspaper article	05
Magazine article	06
Health journal	07
Books/Library	08
Websites/Internet PROMPT FOR SPECIFIC WEBSITE	09
Search Engines (i.e., Google, Canoe, Dogpile)	10
Doctors	11
Pharmacist	12
Other healthcare professional	13
School	14
Health Canada	15
Canadian Food Inspection Agency	16
Public Health Agency of Canada	17
Family or Friends	18

Other – specify	77
[DON'T READ] Don't know	98
[DON'T READ] Refused	99

Q16. And, what kinds of food safety information are you most interested in knowing? [TRACKING]

RECORD RESPONSE AND PROBE ONCE ONLY

[RECORD RESPONSE]	77
[DON'T READ] Don't know	98
[DON'T READ] Refused	99

Q17. Were you aware that the Canadian Government has an online food safety website at foodsafety.gc.ca? [TRACKING]

Yes [ask Q17A]

No [Skip to 18]

DK/Ref [Skip to 16]

If Yes

Q17A. Have you been to the site?

Yes [ask Q15B]

No [Skip to 16]

DK/Ref [Skip to 16]

Q17B. What was the main purpose of your visit to the website?

Q17C. On a scale of 1-7 where 7 is very satisfied and 1 is not at all satisfied, how satisfied were you overall with the information available on the site?

1 – Not at all satisfied	01
2	02
3	03
4 – neutral	04
5	05
6	06
7 – Very satisfied	07
[DON'T READ] Don't know	98
[DON'T READ] Refused	99

Q18. Some Canadians have serious allergies to some foods. In your opinion what is the best way to receive information from the Government about food allergies?

[ROTATE] [TRACKING]

- Media
- Website
- Allergy association networks
- School system
- Social media
- Other

D2. Do you or one of your immediate family members have a food allergy?

Yes [ask Q19]

No [Skip to D1]

DK/Ref [Skip to 16]

If Yes

Q19. How would you like to be informed when the government becomes aware of a mislabeled food that contains an undeclared allergen?

[ROTATE]

- Media
- Website
- Allergy association networks
- School system
- Social media
- E-mail
- Other

DEMOGRAPHICS

Finally, I'd like to ask you a few questions about yourself that will help us analyze the results of this survey. . .

D1. Do you regularly eat organic foods?

Yes

No

D2B. Do you...

	Yes	No	Don't know	Refused
Have a chronic health condition*	1	2	98	99
Follow a medically-prescribed diet	1	2	98	99

*INTERVIEWER NOTE; IF ASKED: a chronic health condition is expected to last or have already lasted 6 months or more and that has been diagnosed by a health professional.

D3. What is the highest level of education you have completed?

(READ LIST)

Some high school

High School diploma or equivalent

Registered Apprenticeship or other trades certificate or diploma

College, CEGEP or other non-university certificate or diploma

University degree, certificate or diploma

Advanced University degree (Graduate)

(DO NOT READ) Refused

D4a. In what year were you born?

_____ Year born

Don't know

Refused

D4b. IF REFUSED AT D5A ASK: In which of the following age categories do you fall into?

18-24

25-34

35-44

45-54

55-64

65+

Don't know

Refused

D5. What is your marital status?

Single (never married)

Divorced

Separated

Married

Widow / Widower

Don't know

Refused

D6. How many individuals, including yourself, currently live in your household?

— —

Don't know

Refused

D7. Do you have any children less than 18 years of age living with you?

Yes

No

Don't know

Refused

D8. IF WOMAN UNDER 55 OR UNKNOWN AGE: Are you currently pregnant?

Yes

No

Don't know

Refused

**D9. What is the language you first learned at home as a child and still understand?
[READ LIST - ACCEPT UP TO TWO RESPONSES]**

English

French

Other [SPECIFY]

[DO NOT READ] Don't know/ Refused

D10. Which of the following categories best describes your current employment status? Are you [READ LIST – ACCEPT ONE ANSWER ONLY]

Working full-time, that is, 35 or more hours per week

Working part-time, that is, less than 35 hours per week

Self-employed

Unemployed, but looking for work

A student attending school full-time

Retired

Not in the workforce [FULL-TIME HOMEMAKER, UNEMPLOYED, NOT LOOKING FOR WORK]

DO NOT READ] [IF VOLUNTEERED: Other -- DO NOT SPECIFY]

[DO NOT READ] Refused

D11. 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 [READ LIST]?

Under \$20,000

\$20,000 to just under \$ 40,000

\$40,000 to just under \$ 60,000

\$60,000 to just under \$ 80,000

\$80,000 to just under \$100,000

\$100,000 to just under \$150,000

\$150,000 and above

(DO NOT READ) Refused

Discussion Guide

Canadian Food Inspection Agency – Food Safety Qualitative Work

Group 1 and 2 February 1, Toronto.

Group 3 and 4 February 2, Edmonton.

Group 5 and 6 February 3, Montreal (French).

Introduction (10 minutes)

- Introduce moderator and welcome participants to the focus group.
 - As we indicated during the recruiting process, we are conducting focus group discussions on behalf of the Government of Canada.
 - The goal of tonight's discussion is to talk about the foods you purchase and consume but before we begin, I'd like to brief you on how a focus group works, for those of you who have not attended one before.

- The discussion will last approximately 2 hours. Feel free to excuse yourself during the session if necessary. IF you have a cell phone, please put it on silent or vibrate, and if you need to take a call, please take it outside so as to not disturb the group.

- Explanation re:
 - Audio/video-taping – The session is being audio/video taped for analysis purposes, in case we need to double-check the proceedings against our notes. These audio/video tapes remain in our possession and will not be released to anyone without written consent from all participants.
 - One-way mirror – There are observers from my company and some individuals representing the government who will be watching the discussion from behind the glass. They are interested in what you have to say and it will not affect your relationship with the government in any way.
 - Confidentiality – Please note that anything you say during these groups will be held in the strictest confidence. We do not attribute comments to specific people. Our report summarizes the findings from the groups only and does not mention anyone by name. The report will be available through the Library and Archives Canada website at www.collections.gc.ca shortly after the work has been completed.

- Describe how a discussion group functions:
 - Discussion groups are designed to stimulate an open and honest discussion. My role as a moderator is to guide the discussion and encourage everyone to participate. Another function of the moderator is to ensure that the discussion stays on topic and on time.

- Your role is to answer questions and voice your opinions. We are looking for minority as well as majority opinion in a focus group, so don't hold back if you have a comment even if you feel your opinion may be different from others in the group. There may or may not be others who share your point of view. Everyone's opinion is important and should be respected.
- I would also like to stress that there are no wrong answers. We are simply looking for your opinions and attitudes. This is not a test of your knowledge. We did not expect you to do anything in preparation for this group.

- Please note that the moderator is not an employee of the Government of Canada and may not be able to answer some of your questions about the topics we will be discussing. If important questions do come up over the course of the group, we will try to get answers for you before you leave.

- (Moderator introduces herself/himself). Participants should introduce themselves, using their first names only. While you introduce yourself with your first name only, if you could tell me a bit about yourself, how many children you may have living at home, if there have been any changes in the food you purchase and consume in the last year, and what those may be.

- **Section 1: Warm-up (15 minutes)**

As mentioned we will spend a little time talking about food tonight.

Confidence in Food Safety System

- *How safe do you think the food you purchase and consume every day is?
Do you think about safety issues when you are at the store/preparing food?
Do you discuss food safety issues with your family/friends?*
- *How confident would you say you are right now in Canada's food safety system? (i.e.; the regulations and enforcement processes to protect food safety)
Why do you say that?*
- *How knowledgeable would you say you are about Canada's food safety system (i.e., the regulations and enforcement processes to protect food safety)?*
- *How safe do you think food produced in Canada is?*
- *How safe do you think food produced in other countries is?
Safer/just as safe/less safe than food produced in Canada? Why is that?*
- *And do you think foods imported to Canada follow the same guidelines as food produced in Canada? More stringent? More lax? Why do you say that?*
- *Who do you think is responsible for the safety of imported food, the Government or industry or both? Who do you trust?*
- *What do you think is industry's role with regards to the safety of imported food? In making sure they meet Canadian requirements?*
- *What do you think is the Government's role?*
- *What is your concept of inspection/oversight of imported food?*
- *Do you expect every food product that crosses the border into Canada to be inspected? Do you think this level of inspection would be feasible?*
- *Are there other activities that might contribute to the safety of imported food?*

- *What are the kinds of things that would make you less concerned about Canada's food safety system? What are the kinds of things that make you more concerned about it?*
 - *Overall, how confident are you in the food inspection system in Canada?*
 - *What about the food inspectors themselves? What is your level of trust towards them?*
 -
-
- Who do you think food inspectors work for? Probe: GoC vs. Industry?
How important is it to you who inspectors work for, whether the Government of Canada or industry, as long as food ultimately is inspected?

Section 2: Recalls and Recall Behaviour (20 minutes)

I'd like to continue talking about the food inspection system in Canada and how you think the system works.

- Thinking over the past few years, are food recalls more of a concern to you, less of a concern? Why is that?
- Thinking about the last six months, have you seen or heard anything about food recalls?
 - What have you heard?
 - Where did you hear it from?
- What actions, if any, did you take as a result of hearing about this recall?
 - IF NOT MENTIONED PROMPT:
 - Go to doctor
 - Check cupboards
 - Throw it out
 - Take it back to the store you bought it from
 - Talk about it with family/friends
 - Try to find more information about it
 - IF NO ACTION TAKEN: Why didn't you do anything as a result of hearing about this recall?
- Have you actively looked for information about food recalls recently? Why/why not? If yes, where did you look for information?
- Do any of you receive food recall alerts from the government via email?
IF NOT: would you be interested in this type of service? Why/why not?
- Would you also be interested in receiving recall notices via twitter, Facebook or RSS feeds? Why do you say that?
 - Did you know the Government of Canada already offers some of these services?
- When you hear about food recalls, does that make you more or less confident about Canada's food safety system? Some people say that recalls make them feel less confident, but others say that recalls make them feel more confident... Which of those perspectives is closer to yours? Why?

Recalls of undeclared allergens

- When you see a recall on an undeclared allergen, what does that mean to you about that product?
- Do you perceive it to be unsafe? In what way?

- **Section 3: Food Contamination and Safe Handling in the Home (20 minutes)**

Let's turn to food contamination...

- From what you know, where does food contamination primarily occur?
- Do you think food contamination is more likely to happen before food reaches your kitchen or is it primarily from improper food handling or storage at home? Why do you say that?
 - Many people do in fact believe that food contamination is more likely to happen before food reaches their kitchens, but in fact, most food contamination occurs in the home. How do you react to this information?
- Are there actions that you take to prevent food contamination in the home?
 - How often do you take these actions? (If they do not perform them often, probe for why?)
 - How effective do you think they are in preventing contamination?
- How many of you have a cooking thermometer at home? Is it digital? [show of hands]
 - When cooking do you use it to determine if meat and poultry are cooked to the correct temperature? How frequently?
 - What goes into deciding whether or not you use it?
- How many of you check the temperature of your fridge to determine if it is cold enough?
 - Do you know what the correct temperature range is for a fridge?
- What about for left overs? Reheating things? Probe: reasoning? How do you know when food has gone bad?
 - Have you ever heard that sometimes food contaminated with bacteria does not smell bad?
 - Have you heard that some bacteria continue to multiply even in the fridge? That is why food must be eaten fresh or must be cooked. How do you react to this?
- IF DON'T TAKE ANY PRECAUTIONS: What would make you add some of these precautions to your food handling approach? Anything? If you had more information on food contamination and how to prevent it in the home, would you add some of these behaviours? What kinds of things need to happen for you to change your behaviour? What are the kinds of behaviours you would consider changing?
- IF TAKE PRECAUTIONS: What types of changes will you continue to make/what additional changes?
- What behaviours are you unlikely to change, even if you were advised to? Why is that?

Foodborne pathogens (circulate images)

Foodborne pathogens are microorganisms (germs) sometimes found in your food that can make you sick. They include bacteria, viruses and parasites such as salmonella, hepatitis A and cyclospora.

These illustrations were developed to represent 10 of these foodborne pathogens - the "least wanted", if you will, because they can make you sick, hence the criminal/least wanted/most wanted concept.

They will be used in a series of consumer publications intended to educate Canadians on foodborne pathogens, foodborne illness and food safety practices that individuals can and should follow to prevent foodborne illness in the home.

The illustrations are being used in publications that will be targeted to both the general public but also to children between the ages of 9-13.

- What is your general reaction to the illustrations?
- Would these illustrations peak your interest to continue reading on food safety information?

- **Section 4: Food Labelling (35 minutes)**

I'd like to focus on food labels for the next few minutes...

- When you buy a food product for the **first time**, do you read the label? Why/why not?
 - What kind(s) of information are you looking for?
- When you buy a food product **that you have bought before**, do you read the label? Why/why not?
 - What kind(s) of information are you looking for?
- Generally, do you think labels are easy or difficult to read/understand?
 - What do you find difficult to read/understand?
 - How could they be improved?
- When you see the claim FREE on the packaging of a product, for example, fat-free, gluten-free or sugar-free, what do you perceive that to mean about the product?
- Now, if a product claimed to be fat-free or sugar-free but in fact contained very small amounts of that ingredient, would that be acceptable? Why/Why not?

Yogurt questions

I'd like to spend a little time talking about yogurt.

- For those of you that buy Yogurt, what do you look for when buying yogurt? What is the main reason you buy yogurt?
- Probe: do you read the label of ingredients?
- Do you feel for the most the yogurt on the market is similar? Made the same way?
- Do you find there is too much variance in yogurt? Do you always know what you are going to get?
 - Probe for any bad experience
- Do you buy a product because it says yogurt or would you buy it because you know what it is?

- Are you aware of what yogurt is made of?

At this point I'd like to introduce a new term.... Has anyone ever heard of a compositional standard?

Explain: A compositional standard is a regulation that details the ingredients and elements that go into a food.

- For example, there is a compositional standard for chocolate that details what ingredients or food additives can be included and still be legally called chocolate. Some products have a compositional standard and some do not.

Currently there is no compositional standard for Yogurt.

- Is it necessary? Is there enough information on the product label e.g. ingredient list, nutrition facts table to make an informed decision?
- Would you expect the standard to specify which ingredients should be used, the minimum numbers of active bacterial culture, or is it enough to be safe and nutritional or healthy?
- Many dairy ingredients can be used to make yogurt e.g. fluid milks, cream, milk powders, whey or milk protein concentrate. Are you concerned with which dairy ingredients are used?
- Would you expect a standard to set a maximum amount for non dairy ingredients such as food additives, starches, gelatine or pectin?

Ok switching now to Organic foods

- What is your expectation on foods this claim applies too?
 - IF NOT MENTIONED: Do you look for a reference for organic on products you buy?
- Do you think foods labelled as organic must meet certain standards before using that term? Why do you say that?
 - Probe: should it apply to imported foods or only foods grown in Canada?
- Organic Canada Logo: Who should be controlling this, industry or the Government?

• Section 5: Information Needs and Sources (15 minutes)

Thinking about getting information on food safety...

- Have you actively looked for information about food safety?
 - IF YES: What types of information were you looking for? Why were you looking for information?
 - IF YES: Where did you / would you look for it?
 - IF NO: For those of you who are concerned, why are you not looking for information?

- Are you aware that the Government of Canada has an online food safety website at www.foodsafety.gc.ca?
 - IF YES: have you been to the site?
 - IF YES: what was your main purpose for visiting the site?
 - IF YES: did you find what you were looking for?
 - IF YES OR NO: what information would you expect to see or would like to see on such a food safety site?

- Do you feel you have enough information on food safety and how to protect your family from food contamination, or would you like more information?
 - If yes, what type of information?

- Do you expect to receive information about food safety from the government?

- What type of information (topic) do you want to receive on food safety from the government? Is it the same type of information you mentioned earlier or different?

- How do you want to receive this? What medium?
 - Probes, if necessary: television ads/announcements, transit, radio, internet, outdoors, schools/workplaces, social media i.e. twitter, YouTube, Facebook, etc.

- Do you feel that messages concerning food safety from the Government of Canada are credible? Do you trust them? Why / why not?
 - Are there others who would be more/less credible in delivering these messages? Who are they?

- Overall, how well do you think the Government is doing in providing information about food safety? Why do you say that?

Let's move from food safety to allergens.

- Can you name the first allergen that comes to mind?

- Have you searched for information on allergies/allergens in the past? Why/Why not?
- How important is allergy information to you or to consumers in general?
-

- **Section 6: Wrap-up (5 minutes)**

Before wrapping up the group, the moderator will come back to the viewing room and check to see if there are any questions the client(s) would like to ask or explored further.

- Do you have any other further comments?
- Don't forget to pick up your incentive (please see the hostess when leaving).
- FIRST GROUP: Ask participants to not discuss the group since another group is waiting outside.

Thank you very much for your time and cooperation.

Screener

3.17 Recruitment Screener

(CFIA Food Safety)

Questionnaire # _____ Date of Last Group _____

of previous groups _____

<p>City: Toronto Date: Tuesday February 1st, 2011</p> <p>Group #2: General Population @8:00pm 2</p> <p>City: Edmonton Date: Wednesday February 2nd, 2011</p> <p>Group #4: General Population @8:00pm 4</p> <p>City: Montreal Date: Thursday, February 3rd, 2011</p> <p>Group #6: General Population @8:00pm 6</p>	<p>Recruit: 12 for 8 to 10 show per group</p> <p>Honorarium: \$60</p> <p>Study#: XXXX</p> <p>LD Code: XXX</p>
<p>Respondent's name: _____</p> <p>Respondent's phone #: _____ (home) _____</p> <p>Respondent's phone #: _____ (work)</p> <p>Respondent's fax #: _____ sent?</p> <p>or</p> <p>Respondent's e-mail : _____ sent?</p>	<p>Interviewer: _____</p> <p>Date: _____</p> <p>Validated: _____</p> <p>Quality Central:</p> <p>On List: _____</p> <p>On Quotas: _____</p>

Hello, my name is _____. I'm calling from Leger Marketing, a national public opinion research firm. On behalf of the Federal Government we're organizing a series of discussion groups to explore current issues with Canadians.

Participation is voluntary. We are interested in hearing your opinions, no attempt will be made to sell you anything or change your point of view. The format is a "round table" discussion lead by a research professional. All information collected, used and/or disclosed will be used for research purposes only and the report will discuss aggregate results, not individual views. The names of participants will not be provided to the government or any third party.

EXPLAIN FOCUS GROUPS. About ten people like you will be taking part, all of them randomly recruited just like you. But before we invite you to attend, we need to ask you a few questions to ensure that we get a good mix and variety of people. May I ask you a few questions?

Yes **CONTINUE**

No **ASK IF ANYONE ELSE IN THE HOUSEHOLD MIGHT BE INTERESTED**
IF NOT THANK AND TERMINATE

READ TO ALL: "This call may be monitored or audio taped for quality control and evaluation purposes."

ADDITIONAL CLARIFICATION IF NEEDED:

- to ensure that I (the interviewer) am reading the questions correctly and collecting your answers accurately;
- to assess my (the interviewer) work for performance evaluation;
- to ensure that the questionnaire is accurate/correct (i.e. evaluation of CATI programming and methodology – we're asking the right questions to meet our clients' research requirements – kind of like pre-testing).
- If the call is audio taped, it is only for the purposes of playback to the interviewer for a performance evaluation immediately after the interview is conducted or it can be used by the Project Manager/client to evaluate the questionnaire if they were unavailable at the time of the interview – all audio tapes are destroyed after the evaluation.

1) Do you or any member of your household work...

For a media outlet, like a newspaper, radio or TV station 1

For an advertising, public relations or market research firm 2

A manufacturer, a food chain, or a distributor of food products or any company related to the food industry 3

The government, whether federal, provincial or local 4

4 IF "YES" TO ANY OF THE ABOVE, THANK AND TERMINATE

2) I am going to read you 7 statements. Please let me know which one most accurately reflects your role in your household:

READ LIST ENSURE GOOD MIX

I am the person **primarily** responsible for grocery shopping

I am the person **primarily** responsible for meal preparation

I am the person **primarily** responsible for both

I **share** the responsibility for grocery shopping

I **share** the responsibility for meal preparation

I **share** the responsibility for both

I am **not responsible at all** for either grocery shopping or food preparation **THANK AND TERMINATE**

3) Do you have a child or children under the age of 18 years old who live with you?

Yes 1 **Ensure at least 30% YES**

No..... 2

4) Could you please tell me what is the last level of education that you have completed?

- Some high school only or less 1
- Completed high school - **MIX IN EACH GROUP**
- Some College/University 3
- Completed College 4
- RF/DK [Do not read] 9

5) 5) And is your total family income...

-
- Less than \$30,000 1
 - \$30,000 – \$49,999 2 **MIX IN EACH GROUP**
 - \$50k - \$100k 3

Over \$100k	4	
RF/DK [Do not read]	9	THANK AND TERMINATE

6) And how old are you? Are you**READ LIST**

Under 18	0	THANK AND TERMINATE
18-24 years	1	
25-34 years	2	MIX IN EACH GROUP
35-44 years	3	
45-54 years	4	
55-64 years	5	
Refuse [Do not read]	9	

7) **DO NOT ASK – NOTE GENDER**

Male	1	} ENSURE A MIX
Female	2	

INVITATION

8) Great, you qualify for one of our focus group sessions. Would you be available to attend a focus group on **(FILL IN DATE AND TIME)**? It will last no more than 2 hours.

Yes	1	CONTINUE
No	2	THANK AND TERMINATE
DK (Do not read)	3	ARRANGE CALLBACK

9) Participants in group discussions are asked to voice their opinions and thoughts, how comfortable are you in voicing your opinions in front of others? Are you... (read list)

Very Comfortable	MINIMUM 4 PER GROUP
Generally Comfortable	
Generally Uncomfortable	THANK AND TERMINATE
Very Uncomfortable	THANK AND TERMINATE

9a) Have you participated in a focus group? A focus group brings together a few people in order to know their opinion about a given subject.

Yes	1	CONTINUE
No	2	SKIP TO Q10
DNK / DNA [Do not read]	9	THANK AND TERMINATE

9b) When did you last attend one of these discussions?

_____ **THANK AND TERMINATE IF WITHIN THE LAST 6 MONTHS**

9c) Would you please tell me which topics you discussed when you attended the focus group or interviews?

IF MENTIONS ANYTHING RELATED TO FOOD SAFETY, THANK AND TERMINATE

9d) And how many of these sessions have you attended in the past five years?

_____ **IF >4 THANK AND TERMINATE. OTHERWISE CONTINUE**

9e) Have you been invited to participate in one of these sessions in the next few weeks?

Yes **THANK AND TERMINATE**

No **CONTINUE**

10) As I mentioned earlier, the group discussion will take place the evening of, **Day, Month, Date @ Time for 2 hours** and participants will receive **\$60** for their time. The session will be video taped to ease the report writing, but everything will be kept strictly confidential. Would you be willing to attend?

Yes 1 **CONTINUE**

No 2 **THANK AND TERMINATE**

City: Toronto

Date: Tuesday February 1st, 2011

Group #2: General Population	@8:00pm	2	\$60.00
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City: Edmonton

Date: >Wednesday February 2nd, 2011

Group #4: General Population	@8:00pm	4	\$60.00
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City: Montreal

Date: Thursday February 3rd, 2011

Group #6: General Population	@8:00pm	6	\$60.00
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5.1.1.1.1 INVITATION

Do you have a pen handy so that I can give you the address where the group will be held? It will be held at:

<p style="text-align: center;">TORONTO</p> <p style="text-align: center;">Leger Marketing</p> <p style="text-align: center;">69 Yonge Street, 15th floor Toronto (Ontario), Canada M5E 1K3 Tel.: 416.815.0330</p>	<p style="text-align: center;">MONTREAL</p> <p style="text-align: center;">Leger Marketing</p> <p style="text-align: center;">507 Place d'Armes, Bureau 700 Montréal (Québec), Canada H2Y 2W8 Tél. / Tel.: 514.982.2464</p>
<p style="text-align: center;">EDMONTON</p> <p style="text-align: center;">Leger Marketing</p> <p style="text-align: center;">10055-106th Street NW, Suite 460 Edmonton (Alberta), Canada T5J 2Y2 Tel.: 780.423.0708</p>	

The discussion would last approximately **2 hours** and you will be given **\$60.00** to thank you for your time.

We ask that you arrive fifteen minutes early to be sure you find parking, locate the facility and have time to check-in with the hosts. The hosts may be checking respondents' identification prior to the group, so please be sure to bring some personal identification with you (for example, a driver's license). If you require glasses for reading make sure you bring them with you as well.

As we are only inviting a small number of people, your participation is very important to us. If for some reason you are unable to attend, please call us so that we may get someone to replace you. You can reach us at **XXX-XXX-XXXX** at our office. Please ask for **X**. Someone will call you the day before to remind you about the discussion.

So that we can call you to remind you about the focus group or contact you should there be any changes, can you please confirm your name and contact information for me? **[READ INFO WE HAVE AND CHANGE AS NECESSARY.]**

First name _____

Last Name _____

Email _____

Day time phone number _____

Night time phone number _____

5.2 If the respondent refuses to give his/her first or last name or phone number please assure them that this information will be kept strictly confidential in accordance with the privacy law and that it is used strictly to contact them to confirm their attendance and to inform them of any changes to the focus group.

5.3 If they still refuse THANK & TERMINATE

Thank you very much for your participation!

5.4