

	Total	Afford to feed Household			Last year Afford to feed			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Sample Size	1600	991	574	34	70	748	753	29

Regional sample sizes are unweighted. All other sample sizes, including totals, are weighted to census data. Blank cells indicate zero responses were received. Cells containing "0%" are statistically zero, though at least one response was received.

Q1. Recognizing that we can't always eat "right" all the time, do you think, overall, that you eat a generally healthy or generally unhealthy diet?

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Yes, I make an effort to eat healthy as much as possible	31%	35%	24%	19%	44%	35%	26%	13%
I'm not perfect but I try to eat healthy when I can	48%	47%	49%	55%	44%	47%	49%	49%
I really could be eating a lot healthier	21%	18%	26%	26%	12%	18%	24%	38%
Not sure/Can't say	*0%	*0%	*0%			*0%	*0%	
Top2box	79%	82%	73%	74%	88%	82%	75%	62%

Q2. Actively include in diet

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Vegetables	90%	91%	89%	65%	91%	90%	91%	60%
Fruits	85%	86%	83%	88%	85%	86%	85%	75%
Chicken and other poultry	81%	81%	82%	43%	79%	79%	84%	54%
Dairy products such as cheese, yogurt, butter etc.	76%	75%	78%	45%	76%	76%	76%	59%
Grains such as bread, cereal, pasta and rice	70%	68%	74%	44%	72%	69%	71%	56%
Nuts and seeds	64%	65%	64%	40%	64%	66%	64%	37%
Fish and other seafood	61%	64%	57%	48%	58%	61%	62%	38%
Beef and other red meat	60%	55%	70%	39%	54%	57%	65%	46%
Legumes	56%	59%	53%	28%	66%	59%	53%	23%
Fruit Juice	36%	35%	38%	16%	47%	35%	35%	23%
Organic foods	28%	30%	26%	24%	51%	28%	27%	19%
Gluten free foods	10%	10%	12%	3%	16%	10%	9%	18%

Q2. Actively avoid in diet

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Fruit Juice	37%	40%	32%	13%	37%	39%	35%	15%
Gluten free foods	23%	21%	26%	11%	25%	20%	26%	12%
Beef and other red meat	22%	26%	17%	19%	25%	27%	18%	18%
Fish and other seafood	15%	14%	17%	18%	12%	15%	16%	16%
Organic foods	15%	13%	19%	11%	13%	14%	17%	16%
Grains such as bread, cereal, pasta and rice	12%	13%	11%	6%	17%	10%	14%	4%
Dairy products such as cheese, yogurt, butter etc.	8%	9%	7%	12%	6%	9%	8%	7%
Chicken and other poultry	8%	8%	7%	12%	9%	9%	6%	5%
Legumes	8%	7%	8%	16%	9%	6%	9%	23%
Nuts and seeds	5%	4%	6%	21%	8%	4%	6%	11%
Fruits	3%	3%	4%		9%	2%	4%	5%
Vegetables	2%	2%	2%	3%	6%	2%	2%	3%

Q2. Don't think about it in diet

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Gluten free foods	67%	69%	62%	86%	59%	70%	65%	70%
Organic foods	56%	56%	56%	64%	37%	58%	56%	65%
Legumes	36%	34%	38%	56%	24%	35%	38%	55%
Nuts and seeds	31%	31%	30%	39%	28%	30%	30%	52%
Fruit Juice	28%	25%	30%	70%	17%	26%	29%	61%
Fish and other seafood	24%	22%	25%	34%	31%	24%	22%	47%
Grains such as bread, cereal, pasta and rice	18%	19%	15%	50%	11%	21%	15%	41%
Beef and other red meat	18%	19%	13%	42%	22%	17%	17%	36%
Dairy products such as cheese, yogurt, butter etc.	16%	16%	14%	44%	18%	16%	15%	34%
Fruits	12%	11%	13%	12%	6%	12%	12%	20%
Chicken and other poultry	12%	11%	11%	44%	12%	12%	10%	41%
Vegetables	8%	6%	9%	32%	3%	8%	7%	37%

Q2. [Beef and other red meat] please choose if these are items you actively try to include in your diet, items you actively try to avoid or items you don't think about either way.

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Actively include	60%	55%	70%	39%	54%	57%	65%	46%
Actively avoid	22%	26%	17%	19%	25%	27%	18%	18%
Don't think about it	18%	19%	13%	42%	22%	17%	17%	36%

Q2. [Fish and other seafood] please choose if these are items you actively try to include in your diet, items you actively try to avoid or items you don't think about either way.

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Actively include	61%	64%	57%	48%	58%	61%	62%	38%
Actively avoid	15%	14%	17%	18%	12%	15%	16%	16%
Don't think about it	24%	22%	25%	34%	31%	24%	22%	47%

Q2. [Chicken and other poultry] please choose if these are items you actively try to include in your diet, items you actively try to avoid or items you don't think about either way.

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Actively include	81%	81%	82%	43%	79%	79%	84%	54%
Actively avoid	8%	8%	7%	12%	9%	9%	6%	5%
Don't think about it	12%	11%	11%	44%	12%	12%	10%	41%

Q2. [Nuts and seeds] please choose if these are items you actively try to include in your diet, items you actively try to avoid or items you don't think about either way.

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Actively include	64%	65%	64%	40%	64%	66%	64%	37%
Actively avoid	5%	4%	6%	21%	8%	4%	6%	11%
Don't think about it	31%	31%	30%	39%	28%	30%	30%	52%

Q2. [Legumes] please choose if these are items you actively try to include in your diet, items you actively try to avoid or items you don't think about either way.

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Actively include	56%	59%	53%	28%	66%	59%	53%	23%
Actively avoid	8%	7%	8%	16%	9%	6%	9%	23%
Don't think about it	36%	34%	38%	56%	24%	35%	38%	55%

Q2. [Dairy products] please choose if these are items you actively try to include in your diet, items you actively try to avoid or items you don't think about either way.

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Actively include	76%	75%	78%	45%	76%	76%	76%	59%
Actively avoid	8%	9%	7%	12%	6%	9%	8%	7%
Don't think about it	16%	16%	14%	44%	18%	16%	15%	34%

Q2. [Fruits] please choose if these are items you actively try to include in your diet, items you actively try to avoid or items you don't think about either way.

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Actively include	85%	86%	83%	88%	85%	86%	85%	75%
Actively avoid	3%	3%	4%		9%	2%	4%	5%
Don't think about it	12%	11%	13%	12%	6%	12%	12%	20%

Q2. [Vegetables] please choose if these are items you actively try to include in your diet, items you actively try to avoid or items you don't think about either way.

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Actively include	90%	91%	89%	65%	91%	90%	91%	60%
Actively avoid	2%	2%	2%	3%	6%	2%	2%	3%
Don't think about it	8%	6%	9%	32%	3%	8%	7%	37%

Q2. [Fruit Juice] please choose if these are items you actively try to include in your diet, items you actively try to avoid or items you don't think about either way.

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Actively include	36%	35%	38%	16%	47%	35%	35%	23%
Actively avoid	37%	40%	32%	13%	37%	39%	35%	15%
Don't think about it	28%	25%	30%	70%	17%	26%	29%	61%

Q2. [Organic foods] please choose if these are items you actively try to include in your diet, items you actively try to avoid or items you don't think about either way.

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Actively include	28%	30%	26%	24%	51%	28%	27%	19%
Actively avoid	15%	13%	19%	11%	13%	14%	17%	16%
Don't think about it	56%	56%	56%	64%	37%	58%	56%	65%

Q2. [Gluten free foods] please choose if these are items you actively try to include in your diet, items you actively try to avoid or items you don't think about either way.

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Actively include	10%	10%	12%	3%	16%	10%	9%	18%
Actively avoid	23%	21%	26%	11%	25%	20%	26%	12%
Don't think about it	67%	69%	62%	86%	59%	70%	65%	70%

Q2. [Grains-bread, cereal, pasta and rice] please choose if these are items you actively try to include in your diet, items you actively try to avoid or items you don't think about either way.

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Actively include	70%	68%	74%	44%	72%	69%	71%	56%
Actively avoid	12%	13%	11%	6%	17%	10%	14%	4%
Don't think about it	18%	19%	15%	50%	11%	21%	15%	41%

Q3. How closely would you say you have been following news around the release of the recently updated Canada Food Guide?

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Seeing a lot of media coverage and discussing it with friends and family	11%	11%	11%	6%	28%	9%	11%	8%
Seeing some media coverage and having the odd conversation about it	37%	39%	36%	28%	32%	39%	37%	25%
Just scanning the headlines	36%	36%	37%	46%	25%	37%	37%	39%
Not seeing or hearing anything about it	15%	14%	17%	20%	14%	15%	15%	27%
Top2box	48%	50%	46%	34%	60%	48%	48%	34%
Bottom2box	52%	50%	54%	66%	40%	52%	52%	66%

Q4. [Positive choice] a positive choice or a negative choice for Canadians to make when it comes to cooking and/or eating habits:

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Consuming less meat as a protein source	52%	57%	43%	46%	57%	59%	44%	50%
Consuming fewer dairy products	35%	37%	32%	43%	56%	36%	33%	32%
Eating more plant-based foods and products (vegan/vegetarian)	66%	70%	59%	55%	74%	70%	60%	54%
Cooking at home more	95%	96%	95%	96%	95%	95%	97%	87%
Eating with others (e.g. family and friends) more often	86%	88%	82%	75%	94%	86%	85%	73%

Q4. [Negative choice] a positive choice or a negative choice for Canadians to make when it comes to cooking and/or eating habits:

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Consuming less meat as a protein source	31%	28%	38%	13%	15%	26%	38%	17%
Consuming fewer dairy products	37%	35%	42%	22%	23%	34%	41%	32%
Eating more plant-based foods and products (vegan/vegetarian)	18%	16%	21%	3%	10%	15%	21%	16%
Cooking at home more	1%	1%	2%		4%	1%	1%	5%
Eating with others (e.g. family and friends) more often	2%	2%	3%	2%		2%	3%	3%

Q4. [Consuming less meat as a protein source] Positive or negative choice to make when it comes to cooking and/or eating habits:

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Positive choice	52%	57%	43%	46%	57%	59%	44%	50%
Negative choice	31%	28%	38%	13%	15%	26%	38%	17%
Not sure/Can't say	17%	16%	19%	41%	28%	15%	18%	33%

Q4. [Consuming fewer dairy products] Positive or negative choice to make when it comes to cooking and/or eating habits:

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Positive choice	35%	37%	32%	43%	56%	36%	33%	32%
Negative choice	37%	35%	42%	22%	23%	34%	41%	32%
Not sure/Can't say	28%	28%	26%	35%	21%	30%	26%	36%

Q4. [Eating more plant-based foods and products (vegan/vegetarian)] Positive or negative choice to make when it comes to cooking and/or eating habits:

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Positive choice	66%	70%	59%	55%	74%	70%	60%	54%
Negative choice	18%	16%	21%	3%	10%	15%	21%	16%
Not sure/Can't say	17%	14%	19%	42%	16%	15%	18%	31%

Q4. [Cooking at home more] Positive or negative choice to make when it comes to cooking and/or eating habits:

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Positive choice	95%	96%	95%	96%	95%	95%	97%	87%
Negative choice	1%	1%	2%		4%	1%	1%	5%
Not sure/Can't say	3%	3%	4%	4%	2%	5%	2%	8%

Q4. [Eating with others (e.g. family and friends) more often] Positive or negative choice to make when it comes to cooking and/or eating habits:

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Positive choice	86%	88%	82%	75%	94%	86%	85%	73%
Negative choice	2%	2%	3%	2%		2%	3%	3%
Not sure/Can't say	12%	10%	15%	23%	6%	11%	12%	24%

Q5. Do you feel that a diet with a focus on fresh fruits and vegetables, whole grain foods and the selection of proteins recommended would be easy or difficult for you to afford?

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Very easy	20%	28%	7%	2%	35%	27%	12%	5%
Somewhat easy	37%	43%	26%	50%	39%	43%	31%	34%
Somewhat difficult	28%	20%	40%	23%	20%	20%	36%	24%
Very difficult	12%	5%	24%	15%	5%	6%	18%	21%
Not sure/can't say	4%	4%	3%	10%	2%	4%	3%	15%
Top2box	57%	71%	33%	52%	74%	70%	43%	40%
Bottom2box	40%	25%	64%	38%	24%	26%	54%	45%

Q6. How likely would you say it is that you will consult and/or follow the Canada Food Guide when you're considering your diet and food choices you will make in the coming years?

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Will definitely consult it	14%	15%	12%	6%	32%	14%	12%	4%
Might consult it	34%	35%	31%	47%	30%	37%	30%	45%
Probably won't consult it	37%	37%	37%	40%	31%	37%	38%	36%
Definitely not going to consult it	15%	13%	20%	7%	6%	12%	20%	14%
Top2box	47%	50%	42%	53%	63%	51%	42%	50%
Bottom2box	53%	50%	58%	47%	37%	49%	58%	50%

Q7. [Top2box] When you're thinking about the Canada Food Guide, whether previous versions or the newer one, how valuable do you think it is for the following people or groups?

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
You, yourself	44%	48%	38%	19%	64%	47%	39%	28%
The general public	61%	65%	52%	62%	69%	67%	53%	65%
Kids/schools	78%	82%	71%	72%	72%	82%	75%	69%
Community organizations	68%	72%	63%	51%	85%	73%	63%	60%

Q7. [Bottom2box] When you're thinking about the Canada Food Guide, whether previous versions or the newer one, how valuable do you think it is for the following people or groups?

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
You, yourself	52%	49%	57%	51%	35%	49%	57%	51%
The general public	33%	30%	40%	7%	25%	28%	40%	19%
Kids/schools	18%	15%	24%	9%	23%	15%	21%	19%
Community organizations	26%	23%	32%	25%	13%	22%	33%	17%

Q7. [You, yourself] How valuable do you think the Canada food guide is for the following people or groups?

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Very valuable	13%	15%	11%	3%	31%	14%	11%	9%
Quite valuable	30%	32%	27%	16%	33%	33%	28%	19%
Not that valuable	38%	37%	38%	51%	25%	38%	38%	47%
Not valuable at all	14%	12%	19%		9%	11%	19%	3%
Not sure/Can't say	4%	3%	5%	30%	2%	4%	4%	21%
Top2box	44%	48%	38%	19%	64%	47%	39%	28%
Bottom2box	52%	49%	57%	51%	35%	49%	57%	51%

Q7. [The general public] How valuable do you think the Canada food guide is for the following people or groups?

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Very valuable	20%	22%	17%	8%	34%	22%	17%	13%
Quite valuable	41%	43%	36%	53%	36%	45%	36%	52%

Not that valuable	28%	26%	31%	7%	19%	24%	32%	19%
Not valuable at all	6%	4%	9%		6%	4%	8%	
Not sure/Can't say	6%	5%	7%	31%	5%	5%	7%	16%
Top2box	61%	65%	52%	62%	69%	67%	53%	65%
Bottom2box	33%	30%	40%	7%	25%	28%	40%	19%

Q7. [Kids/schools] How valuable do you think the Canada food guide is for the following people or groups?

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Very valuable	42%	46%	37%	30%	53%	45%	38%	37%
Quite valuable	36%	36%	35%	42%	19%	36%	37%	32%
Not that valuable	14%	12%	17%	3%	20%	12%	15%	15%
Not valuable at all	4%	3%	7%	6%	2%	3%	6%	3%
Not sure/Can't say	4%	3%	4%	20%	5%	4%	4%	13%
Top2box	78%	82%	71%	72%	72%	82%	75%	69%
Bottom2box	18%	15%	24%	9%	23%	15%	21%	19%

Q7. [Community organizations] How valuable do you think the Canada food guide is for the following people or groups?

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Very valuable	32%	35%	27%	14%	39%	38%	25%	21%
Quite valuable	37%	37%	35%	38%	47%	35%	37%	39%
Not that valuable	19%	19%	20%	22%	11%	17%	23%	17%
Not valuable at all	7%	5%	12%	3%	2%	5%	10%	
Not sure/Can't say	5%	5%	5%	24%	2%	6%	5%	24%
Top2box	68%	72%	63%	51%	85%	73%	63%	60%
Bottom2box	26%	23%	32%	25%	13%	22%	33%	17%

Q8. [Top2box] Agreement with statements

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
It's not the government's role to suggest or encourage people to follow certain eating habits	40%	36%	50%	13%	40%	35%	47%	14%
Diets are always changing, it's hard to keep track of what is "healthy"	62%	58%	67%	69%	56%	57%	66%	65%
Eating healthy is easy to afford if you try	48%	62%	24%	38%	70%	62%	33%	33%

Q8. [Bottom2box] Agreement with statements

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
It's not the government's role to suggest or encourage people to follow certain eating habits	53%	58%	43%	66%	56%	58%	47%	64%
Diets are always changing, it's hard to keep track of what is "healthy"	35%	39%	30%	15%	41%	38%	32%	30%
Eating healthy is easy to afford if you try	48%	34%	73%	48%	27%	35%	63%	62%

Q8. Agreement- It's not the government's role to suggest or encourage people to follow certain eating habits

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Strongly agree	16%	14%	21%	7%	20%	12%	20%	4%
Agree	24%	22%	29%	6%	20%	23%	26%	10%
Disagree	35%	37%	30%	54%	35%	37%	32%	56%
Strongly disagree	18%	20%	13%	11%	21%	21%	15%	8%
Not sure/can't say	7%	6%	7%	21%	4%	7%	6%	23%
Top2box	40%	36%	50%	13%	40%	35%	47%	14%
Bottom2box	53%	58%	43%	66%	56%	58%	47%	64%

Q8. Agreement-Diets are always changing, it's hard to keep track of what is "healthy"

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Strongly agree	22%	20%	27%	27%	28%	18%	26%	29%
Agree	39%	38%	41%	42%	28%	39%	40%	36%
Disagree	27%	30%	22%	15%	30%	30%	24%	21%
Strongly disagree	8%	9%	8%		11%	8%	8%	9%
Not sure/can't say	3%	4%	2%	15%	3%	5%	2%	5%
Top2box	62%	58%	67%	69%	56%	57%	66%	65%
Bottom2box	35%	39%	30%	15%	41%	38%	32%	30%

Q8. Agreement-Eating healthy is easy to afford if you try

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Strongly agree	14%	19%	5%	9%	35%	18%	8%	5%
Agree	34%	43%	19%	30%	35%	43%	25%	28%
Disagree	33%	28%	42%	39%	24%	27%	39%	46%
Strongly disagree	15%	6%	31%	9%	2%	7%	24%	16%
Not sure/can't say	4%	3%	3%	14%	3%	4%	3%	5%
Top2box	48%	62%	24%	38%	70%	62%	33%	33%
Bottom2box	48%	34%	73%	48%	27%	35%	63%	62%

Q9. Thinking about grocery shopping and your household's food budget, how easy or difficult would you say it is to afford to feed your household?

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Very easy	22%	36%			58%	35%	6%	4%
Somewhat easy	40%	64%			34%	48%	33%	17%
Somewhat difficult	28%		79%		5%	14%	45%	17%
Very difficult	7%		21%		2%	1%	15%	
Not sure/I don't do the grocery shopping	2%			100%	2%	1%	1%	62%
Top2box	62%	100%			92%	83%	40%	21%
Bottom2box	36%		100%		6%	15%	60%	17%

Q10. And, in the last year, would you say you've been finding it easier or harder to afford to feed your household?

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Easier	4%	6%	1%	3%	100%			
About the same	47%	63%	20%	27%		100%		
Harder	47%	30%	78%	17%			100%	
Not sure	2%	1%	1%	52%				100%

Q11. [No have not] Over the past year, has your household done any of the following because of the price of food?

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Switched to cheaper brands	27%	37%	11%	19%	42%	41%	13%	22%
Cut back on meat	51%	60%	35%	55%	61%	60%	40%	54%
Cut back on fruit and vegetables	68%	84%	41%	73%	88%	83%	52%	66%
Chosen less healthy options that are cheaper	48%	64%	20%	56%	52%	66%	30%	47%
Gotten groceries from a food bank	91%	95%	85%	76%	79%	93%	90%	74%

Q11. [Yes have done that] Over the past year, has your household done any of the following because of the price of food?

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Switched to cheaper brands	69%	60%	88%	37%	52%	56%	85%	40%
Cut back on meat	46%	37%	62%	19%	34%	37%	57%	22%
Cut back on fruit and vegetables	29%	14%	56%	4%	9%	15%	46%	8%
Chosen less healthy options that are cheaper	47%	32%	75%	17%	40%	30%	65%	17%
Gotten groceries from a food bank	7%	4%	14%	4%	13%	6%	9%	9%

Q11. [Switched to cheaper brands]] Over the past year, has your household done any of the following because of the price of food?

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
No, have not	27%	37%	11%	19%	42%	41%	13%	22%
Yes, have done that	69%	60%	88%	37%	52%	56%	85%	40%
Not sure	4%	3%	2%	44%	6%	3%	2%	38%

Q11. [Cut back on meat]] Over the past year, has your household done any of the following because of the price of food?

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
No, have not	51%	60%	35%	55%	61%	60%	40%	54%
Yes, have done that	46%	37%	62%	19%	34%	37%	57%	22%
Not sure	3%	3%	3%	26%	5%	3%	3%	25%

Q11. [Cut back on fruit and vegetables] Over the past year, has your household done any of the following because of the price of food?

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
No, have not	68%	84%	41%	73%	88%	83%	52%	66%
Yes, have done that	29%	14%	56%	4%	9%	15%	46%	8%
Not sure	3%	2%	4%	24%	3%	2%	3%	26%

Q11. [Chosen less healthy options that are cheaper] Over the past year, has your household done any of the following because of the price of food?

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
No, have not	48%	64%	20%	56%	52%	66%	30%	47%
Yes, have done that	47%	32%	75%	17%	40%	30%	65%	17%
Not sure	5%	4%	6%	27%	8%	4%	5%	36%

Q11. [Gotten groceries from a food bank] Over the past year, has your household done any of the following because of the price of food?

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
No, have not	91%	95%	85%	76%	79%	93%	90%	74%
Yes, have done that	7%	4%	14%	4%	13%	6%	9%	9%
Not sure	2%	1%	2%	20%	8%	1%	1%	17%

Q12. How involved are you in the grocery buying for your household?

	Total	Afford to feed Household			Last year Afford to feed household			
		Easy	Difficult	Not sure/I don't do the grocery shopping	Easier	About the same	Harder	Not sure
Primary grocery shopper	58%	57%	62%	10%	50%	57%	60%	27%
Share that responsibility with another person	34%	35%	34%	10%	40%	34%	35%	16%
Not that involved, only once in a while	7%	8%	4%	59%	8%	8%	5%	35%
Never buy the groceries	1%	1%	*%	22%	2%	1%	*%	22%