

	Total	Region							Gender		Age			Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Sample size	1515	202	154	100	101	502	353	103	740	775	439	529	548	638	479	398	534	468	264	249

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.First, 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	Region							Gender		Age			Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Very easy	13%	15%	15%	7%	10%	13%	13%	16%	15%	12%	16%	11%	14%	13%	12%	17%	11%	14%	19%	12%
Somewhat easy	41%	35%	39%	46%	39%	39%	48%	37%	42%	40%	41%	36%	45%	40%	40%	43%	35%	44%	47%	42%
Somewhat difficult	37%	37%	36%	36%	37%	39%	33%	37%	34%	38%	33%	42%	34%	35%	40%	34%	41%	36%	29%	37%
Very difficult	8%	9%	9%	11%	12%	8%	5%	10%	7%	9%	7%	10%	7%	10%	8%	5%	13%	6%	4%	7%
Not sure/I don't do the grocery shopping	1%	4%	1%	1%	1%	1%	1%		1%	1%	3%	0%	1%	2%	1%	1%	1%	1%	2%	2%
Top2Box	54%	50%	54%	52%	49%	52%	61%	54%	57%	52%	57%	47%	59%	53%	52%	60%	46%	57%	66%	54%
Bottom2Box	45%	46%	45%	47%	50%	47%	38%	46%	42%	47%	40%	52%	41%	45%	48%	39%	53%	41%	33%	44%

Q2.And, in the last year, would you say you've been finding it easier or harder to afford to feed your household?

	Total	Region							Gender		Age			Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Easier	4%	3%	5%	3%	4%	5%	4%	5%	5%	4%	8%	5%	1%	5%	3%	4%	5%	3%	6%	3%
About the same	38%	36%	27%	42%	45%	38%	42%	41%	41%	36%	41%	32%	42%	39%	35%	40%	36%	38%	39%	42%
Harder	57%	59%	66%	52%	51%	57%	53%	53%	53%	60%	49%	62%	57%	54%	60%	56%	58%	58%	54%	54%
Not sure	1%	1%	2%	2%			1%	1%	1%	1%	2%	0%	0%	1%	1%	0%	1%	0%	1%	2%

Q3.[Summary of Have done]Over the past year, has your household done any of the following because of the price of food?

	Total	Region							Gender		Age			Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Switched to cheaper brands	71%	63%	68%	65%	76%	70%	79%	66%	68%	73%	76%	75%	62%	70%	72%	69%	78%	70%	63%	65%
Cut back on meat	61%	59%	64%	52%	57%	60%	62%	61%	57%	64%	52%	63%	65%	62%	63%	55%	68%	61%	52%	55%
Cut back on fruit and vegetables	42%	47%	43%	41%	41%	45%	33%	50%	42%	42%	42%	44%	40%	47%	40%	36%	51%	38%	34%	38%
Chosen less healthy options that are cheaper	40%	42%	44%	45%	43%	41%	30%	48%	40%	39%	47%	45%	29%	44%	39%	33%	50%	36%	35%	28%
Gotten groceries from a food bank	8%	5%	6%	4%	12%	8%	8%	14%	7%	8%	13%	7%	4%	12%	5%	4%	16%	3%	2%	4%

Q3.[Summary of Have not done]Over the past year, has your household done any of the following because of the price of food?

	Total	Region							Gender		Age			Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Switched to cheaper brands	27%	35%	29%	34%	20%	28%	20%	33%	30%	25%	22%	23%	36%	29%	25%	28%	20%	29%	35%	32%
Cut back on meat	37%	39%	35%	44%	42%	38%	35%	39%	42%	33%	42%	37%	34%	36%	35%	43%	30%	38%	48%	40%
Cut back on fruit and vegetables	55%	52%	52%	57%	56%	53%	65%	46%	56%	55%	54%	53%	59%	50%	57%	62%	46%	60%	65%	57%
Chosen less healthy options that are cheaper	56%	54%	52%	51%	55%	54%	66%	50%	56%	57%	46%	54%	67%	51%	56%	65%	45%	61%	63%	65%
Gotten groceries from a food bank	91%	94%	92%	96%	87%	92%	89%	84%	91%	91%	84%	92%	95%	85%	94%	96%	81%	96%	98%	94%

Q3.[Switched to cheaper brands]Over the past year, has your household done any of the following because of the price of food?

	Total	Region							Gender		Age			Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Yes, have done that	71%	63%	68%	65%	76%	70%	79%	66%	68%	73%	76%	75%	62%	70%	72%	69%	78%	70%	63%	65%
No, have not	27%	35%	29%	34%	20%	28%	20%	33%	30%	25%	22%	23%	36%	29%	25%	28%	20%	29%	35%	32%
Not sure	2%	2%	2%	2%	4%	2%	1%	1%	2%	2%	2%	2%	2%	1%	2%	3%	2%	1%	2%	3%

Q3.[Cut back on meat]Over the past year, has your household done any of the following because of the price of food?

	Total	Region							Gender		Age			Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Yes, have done that	61%	59%	64%	52%	57%	60%	62%	61%	57%	64%	52%	63%	65%	62%	63%	55%	68%	61%	52%	55%
No, have not	37%	39%	35%	44%	42%	38%	35%	39%	42%	33%	42%	37%	34%	36%	35%	43%	30%	38%	48%	40%
Not sure	2%	2%	1%	5%	1%	2%	3%		2%	2%	5%	1%	1%	2%	2%	2%	2%	1%	0%	6%

Q3.[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	Region							Gender		Age			Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Yes, have done that	42%	47%	43%	41%	41%	45%	33%	50%	42%	42%	42%	44%	40%	47%	40%	36%	51%	38%	34%	38%
No, have not	55%	52%	52%	57%	56%	53%	65%	46%	56%	55%	54%	53%	59%	50%	57%	62%	46%	60%	65%	57%
Not sure	3%	1%	5%	3%	3%	2%	2%	4%	2%	3%	4%	3%	1%	3%	3%	1%	3%	2%	1%	4%

Q3.[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	Region							Gender		Age			Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Yes, have done that	40%	42%	44%	45%	43%	41%	30%	48%	40%	39%	47%	45%	29%	44%	39%	33%	50%	36%	35%	28%
No, have not	56%	54%	52%	51%	55%	54%	66%	50%	56%	57%	46%	54%	67%	51%	56%	65%	45%	61%	63%	65%
Not sure	4%	3%	5%	3%	2%	5%	4%	3%	4%	4%	7%	2%	4%	4%	5%	2%	4%	3%	2%	7%

Q3.[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	Region							Gender		Age			Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Yes, have done that	8%	5%	6%	4%	12%	8%	8%	14%	7%	8%	13%	7%	4%	12%	5%	4%	16%	3%	2%	4%
No, have not	91%	94%	92%	96%	87%	92%	89%	84%	91%	91%	84%	92%	95%	85%	94%	96%	81%	96%	98%	94%
Not sure	1%	1%	2%	1%	1%	3%	1%	2%	1%	1%	3%	1%	1%	3%	0%	0%	2%	0%	0%	3%

Q4.[Summary of Have done]Over the past year, has your household done any of the following because of the price of food?

	Total	Region							Gender		Age			Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Cut back on eating at restaurants	72%	75%	68%	73%	81%	70%	73%	74%	67%	77%	72%	74%	69%	71%	73%	72%	78%	71%	62%	71%
Cut back on alcohol consumption	47%	48%	44%	45%	48%	50%	46%	44%	45%	49%	42%	49%	50%	47%	49%	46%	56%	42%	37%	49%
Spent less on entertainment	67%	69%	64%	64%	71%	67%	71%	59%	63%	71%	66%	71%	65%	67%	71%	64%	78%	64%	56%	61%
Delayed a major purchase (such as furniture or an appliance)	52%	51%	55%	51%	65%	55%	48%	46%	48%	56%	55%	55%	48%	53%	51%	52%	60%	51%	44%	48%

Q4.[Summary of Have not done]Over the past year, has your household done any of the following because of the price of food?

	Total	Region							Gender		Age			Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Cut back on eating at restaurants	26%	24%	30%	26%	15%	27%	26%	26%	32%	21%	24%	24%	30%	27%	26%	26%	20%	28%	36%	27%
Cut back on alcohol consumption	48%	46%	50%	46%	40%	45%	51%	56%	50%	46%	48%	49%	47%	47%	47%	51%	38%	54%	61%	44%
Spent less on entertainment	30%	29%	32%	31%	26%	29%	28%	37%	33%	26%	30%	27%	32%	29%	27%	34%	19%	33%	42%	32%
Delayed a major purchase (such as furniture or an appliance)	44%	44%	41%	45%	32%	41%	48%	51%	48%	40%	39%	43%	49%	41%	45%	45%	36%	45%	53%	47%

Q4.[Cut back on eating at restaurants]Over the past year, has your household done any of the following because of the price of food?

	Total	Region							Gender		Age			Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Yes, have done that	72%	75%	68%	73%	81%	70%	73%	74%	67%	77%	72%	74%	69%	71%	73%	72%	78%	71%	62%	71%
No, have not	26%	24%	30%	26%	15%	27%	26%	26%	32%	21%	24%	24%	30%	27%	26%	26%	20%	28%	36%	27%
Not sure	2%	1%	2%	2%	4%	3%	1%	1%	2%	2%	4%	1%	1%	2%	1%	2%	2%	1%	1%	2%

Q4.[Cut back on alcohol consumption]Over the past year, has your household done any of the following because of the price of food?

	Total	Region							Gender		Age			Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Yes, have done that	47%	48%	44%	45%	48%	50%	46%	44%	45%	49%	42%	49%	50%	47%	49%	46%	56%	42%	37%	49%
No, have not	48%	46%	50%	46%	40%	45%	51%	56%	50%	46%	48%	49%	47%	47%	47%	51%	38%	54%	61%	44%
Not sure	5%	6%	6%	9%	12%	5%	3%		4%	5%	10%	2%	3%	7%	4%	3%	6%	4%	2%	7%

Q4.[Spent less on entertainment]Over the past year, has your household done any of the following because of the price of food?

	Total	Region							Gender		Age			Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Yes, have done that	67%	69%	64%	64%	71%	67%	71%	59%	63%	71%	66%	71%	65%	67%	71%	64%	78%	64%	56%	61%
No, have not	30%	29%	32%	31%	26%	29%	28%	37%	33%	26%	30%	27%	32%	29%	27%	34%	19%	33%	42%	32%
Not sure	3%	1%	4%	4%	3%	4%	2%	3%	4%	3%	4%	2%	3%	4%	2%	3%	2%	3%	2%	7%

Q4.[Delayed a major purchase (such as furniture or an appliance)]Over the past year, has your household done any of the following because of the price of food?

	Total	Region							Gender		Age			Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Yes, have done that	52%	51%	55%	51%	65%	55%	48%	46%	48%	56%	55%	55%	48%	53%	51%	52%	60%	51%	44%	48%
No, have not	44%	44%	41%	45%	32%	41%	48%	51%	48%	40%	39%	43%	49%	41%	45%	45%	36%	45%	53%	47%
Not sure	4%	5%	4%	4%	3%	4%	4%	3%	4%	4%	7%	2%	4%	5%	4%	3%	4%	4%	4%	6%

Q5.Would you say this issue of the rising cost of food is receiving too much, too little, or the right amount of attention from Canada's leaders?

	Total	Region							Gender		Age			Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Too much attention	4%	4%	6%	4%	2%	4%	3%	7%	6%	2%	6%	3%	4%	4%	4%	5%	6%	3%	5%	3%
About the right amount	33%	37%	38%	39%	44%	33%	29%	24%	35%	31%	36%	30%	34%	31%	32%	38%	29%	38%	33%	34%
Too little attention	63%	59%	55%	57%	55%	63%	67%	69%	58%	67%	58%	67%	62%	65%	64%	57%	66%	60%	62%	63%

Q6.. Now, thinking about all the issues facing Canada today, where would you rank this issue of rising food costs?

	Total	Region							Gender		Age			Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
5 One of the MOST important issues facing Canada today	14%	11%	7%	15%	9%	15%	16%	17%	11%	16%	15%	15%	12%	17%	14%	8%	18%	10%	7%	18%
4	39%	37%	46%	34%	47%	35%	44%	37%	38%	41%	31%	45%	41%	40%	38%	39%	41%	40%	37%	38%
3	36%	41%	29%	39%	34%	42%	30%	33%	37%	36%	45%	31%	35%	34%	37%	39%	34%	40%	38%	33%
2	8%	8%	13%	11%	7%	6%	9%	8%	11%	6%	8%	7%	10%	6%	9%	11%	6%	9%	13%	8%
1 One of the LEAST important issues facing Canada today	2%	2%	4%	2%	2%	2%	1%	4%	3%	2%	2%	3%	2%	2%	2%	2%	2%	1%	5%	3%
Top2Box	53%	48%	53%	49%	57%	50%	60%	55%	49%	57%	46%	60%	53%	58%	51%	48%	59%	50%	45%	56%
Bottom2Box	11%	10%	18%	13%	9%	8%	11%	12%	14%	8%	10%	10%	12%	8%	12%	13%	7%	10%	18%	11%