

	Total	Knowledge of SM			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support SM for all items	Oppose SM for all items	Uncertain
<b>Sample Size</b>	1512	883	562	67	561	951	879	633	722	790	515	502	495

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

Q1.[Summary of Subject to production limits]Which of the following products do you believe fit in each category?

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Beef	42%	41%	43%	34%	42%	41%	42%	41%	45%	38%	45%	38%	41%
Milk	51%	41%	63%	82%	59%	46%	52%	50%	53%	49%	55%	59%	39%
Cheese	35%	27%	44%	56%	40%	32%	34%	36%	35%	35%	40%	39%	24%
Pork	33%	32%	34%	33%	36%	31%	35%	30%	37%	29%	39%	29%	30%
Eggs	41%	34%	49%	68%	48%	37%	41%	42%	42%	40%	45%	48%	30%

Q1.[Summary of Not subject to production limits]Which of the following products do you believe fit in each category?

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Beef	29%	23%	35%	56%	33%	26%	29%	29%	26%	32%	30%	38%	20%
Milk	25%	26%	24%	10%	25%	25%	24%	25%	23%	26%	26%	23%	25%
Cheese	34%	34%	33%	36%	36%	33%	35%	32%	35%	33%	35%	35%	32%
Pork	33%	28%	39%	54%	37%	31%	31%	36%	30%	36%	33%	40%	26%
Eggs	31%	30%	34%	23%	31%	31%	31%	31%	30%	32%	33%	31%	29%

Q1.[Beef]Which of the following products do you believe fit in each category?

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Subject to production limits	42%	41%	43%	34%	42%	41%	42%	41%	45%	38%	45%	38%	41%
Not subject to production limits	29%	23%	35%	56%	33%	26%	29%	29%	26%	32%	30%	38%	20%
Not sure/Can't say	29%	36%	22%	10%	25%	32%	29%	30%	29%	30%	25%	24%	39%

Q1.[Milk]Which of the following products do you believe fit in each category?

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Subject to production limits	51%	41%	63%	82%	59%	46%	52%	50%	53%	49%	55%	59%	39%
Not subject to production limits	25%	26%	24%	10%	25%	25%	24%	25%	23%	26%	26%	23%	25%
Not sure/Can't say	24%	33%	13%	8%	16%	29%	24%	25%	23%	25%	19%	18%	36%

Q1.[Cheese]Which of the following products do you believe fit in each category?

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Subject to production limits	35%	27%	44%	56%	40%	32%	34%	36%	35%	35%	40%	39%	24%
Not subject to production limits	34%	34%	33%	36%	36%	33%	35%	32%	35%	33%	35%	35%	32%
Not sure/Can't say	31%	38%	23%	8%	24%	36%	31%	32%	30%	32%	25%	26%	43%

Q1.[Pork]Which of the following products do you believe fit in each category?

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Subject to production limits	33%	32%	34%	33%	36%	31%	35%	30%	37%	29%	39%	29%	30%
Not subject to production limits	33%	28%	39%	54%	37%	31%	31%	36%	30%	36%	33%	40%	26%
Not sure/Can't say	34%	40%	27%	13%	27%	38%	34%	34%	33%	35%	28%	30%	44%

Q1.[Eggs]Which of the following products do you believe fit in each category?

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Subject to production limits	41%	34%	49%	68%	48%	37%	41%	42%	42%	40%	45%	48%	30%
Not subject to production limits	31%	30%	34%	23%	31%	31%	31%	31%	30%	32%	33%	31%	29%
Not sure/Can't say	28%	36%	18%	9%	21%	33%	28%	28%	28%	28%	23%	21%	40%

Q2.Since the early 1970's, some farms in Canada have operated under a system called 'supply management'. How aware are you of this system? Would you say you:

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Know nothing about it	58%	100%			50%	63%	59%	58%	59%	58%	56%	52%	67%
Know a little about it, the basic principles	37%		100%		44%	33%	38%	37%	38%	36%	41%	41%	30%
Know a lot about it, how it works, the pros and cons	4%			100%	6%	4%	4%	6%	3%	6%	3%	7%	3%

Q3a. Considering what you know about the pros and cons of supply management, if you had the choice between supply managed milk versus not, which would you buy:

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Milk under the supply management system at \$2.25/litre	36%	35%	40%	35%	35%	37%	43%	28%	67%	9%	67%	8%	34%
Milk with no supply management at \$1.50/litre	64%	65%	60%	65%	65%	63%	57%	72%	33%	91%	33%	92%	66%

Q3c. If you had the choice between supply managed eggs versus not, which would you buy:

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Eggs under the supply management system at \$3.10/dozen	30%	28%	33%	32%	28%	31%	35%	23%	58%	5%	59%	5%	25%
Eggs with no supply management at \$2.05/dozen	70%	72%	67%	68%	72%	69%	65%	77%	42%	95%	41%	95%	75%

Q3d.If you had the choice between supply managed chicken breast versus not, which would you buy:

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Chicken breast under the supply management system at \$5.77/lb	30%	28%	33%	26%	29%	30%	36%	22%	57%	5%	59%	3%	27%
Chicken breast with no supply management at \$3.90/lb	70%	72%	67%	74%	71%	70%	64%	78%	43%	95%	41%	97%	73%

Q4.Which of the following statements best reflects how you feel on this issue:

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
The government should regulate the production of milk products, cheese, eggs, chicken and turkey to guarantee a level of profitability for Canadian farmers, even if it costs Canadian consumers more	48%	48%	49%	33%	45%	49%	56%	36%	100%		83%	8%	52%

The government should not regulate the production of milk products, cheese, eggs, chicken and turkey, even if it makes it more difficult for some Canadian farmers to compete	52%	52%	51%	67%	55%	51%	44%	64%	100%	17%	92%	48%
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Q5.[Summary of Agree]Which of the following statements best reflects how you feel on this issue:

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Removing supply management would make Canada's farmers more efficient in the long run	44%	40%	48%	59%	48%	41%	39%	50%	18%	67%	24%	79%	28%
Canadian farmers won't survive if they have to operate in the free market	29%	29%	31%	22%	30%	29%	32%	25%	47%	13%	53%	11%	22%
The quality of these products is going to suffer if we get rid of supply management	35%	31%	41%	33%	35%	35%	41%	26%	60%	12%	65%	10%	28%
Canadians will benefit from more choice at the grocery store if supply management is ended	56%	53%	61%	61%	62%	53%	53%	61%	32%	78%	36%	88%	46%

Q5.[Summary of Disagree]Which of the following statements best reflects how you feel on this issue:

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support accross all items	Oppose all items	Uncertain
Removing supply management would make Canada's farmers more efficient in the long run	21%	18%	26%	25%	22%	20%	23%	18%	39%	5%	43%	5%	14%
Canadian farmers won't survive if they have to operate in the free market	39%	33%	46%	60%	41%	38%	35%	44%	21%	56%	26%	69%	23%
The quality of these products is going to suffer if we get rid of supply management	38%	35%	42%	50%	44%	35%	33%	46%	15%	60%	20%	74%	21%
Canadians will benefit from more choice at the grocery store if supply management is ended	16%	14%	20%	20%	18%	15%	18%	14%	29%	4%	34%	5%	9%



Q5.[Removing supply management would make Canada's farmers more efficient in the long run]Which of the following statements best reflects how you feel on this issue:

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support accross all items	Oppose all items	Uncertain
Strongly Agree	12%	11%	13%	20%	14%	11%	11%	14%	4%	19%	6%	24%	7%
Agree	32%	29%	35%	39%	34%	30%	29%	36%	14%	47%	18%	55%	22%
Disagree	15%	14%	18%	10%	15%	15%	16%	13%	28%	3%	30%	4%	11%
Strongly disagree	6%	4%	8%	15%	7%	6%	7%	5%	11%	1%	14%	1%	3%
Not sure/Can't say	35%	42%	26%	17%	30%	38%	37%	32%	43%	28%	33%	16%	57%
Top2Box	44%	40%	48%	59%	48%	41%	39%	50%	18%	67%	24%	79%	28%
Bottom2Box	21%	18%	26%	25%	22%	20%	23%	18%	39%	5%	43%	5%	14%

Q5.[Canadian farmers won't survive if they have to operate in the free market]Which of the following statements best reflects how you feel on this issue:

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support accross all items	Oppose all items	Uncertain
Strongly Agree	9%	8%	11%	10%	10%	8%	9%	9%	14%	4%	17%	4%	6%
Agree	20%	21%	20%	12%	20%	20%	23%	16%	33%	9%	36%	7%	17%
Disagree	28%	25%	33%	28%	26%	30%	25%	33%	15%	40%	18%	48%	20%
Strongly disagree	11%	8%	13%	31%	15%	8%	10%	12%	6%	15%	8%	21%	3%
Not sure/Can't say	32%	38%	23%	18%	30%	33%	33%	30%	33%	31%	21%	20%	55%
Top2Box	29%	29%	31%	22%	30%	29%	32%	25%	47%	13%	53%	11%	22%
Bottom2Box	39%	33%	46%	60%	41%	38%	35%	44%	21%	56%	26%	69%	23%

Q5.[The quality of these products is going to suffer if we get rid of supply management]Which of the following statements best reflects how you feel on this issue:

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support accross all items	Oppose all items	Uncertain
Strongly Agree	13%	11%	15%	13%	13%	13%	14%	10%	23%	3%	27%	3%	7%
Agree	22%	21%	25%	20%	22%	22%	27%	16%	37%	9%	38%	7%	22%
Disagree	26%	26%	27%	24%	26%	26%	22%	32%	10%	41%	13%	49%	17%
Strongly disagree	12%	9%	15%	26%	17%	9%	11%	14%	4%	19%	7%	25%	5%
Not sure/Can't say	27%	33%	17%	17%	22%	30%	26%	27%	26%	27%	15%	15%	50%
Top2Box	35%	31%	41%	33%	35%	35%	41%	26%	60%	12%	65%	10%	28%
Bottom2Box	38%	35%	42%	50%	44%	35%	33%	46%	15%	60%	20%	74%	21%

Q5.[Canadians will benefit from more choice at the grocery store if supply management is ended]Which of the following statements best reflects how you feel on this issue:

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support accross all items	Oppose all items	Uncertain
Strongly Agree	19%	15%	23%	27%	21%	17%	15%	23%	8%	28%	8%	36%	12%
Agree	38%	38%	38%	35%	41%	36%	38%	38%	24%	50%	28%	52%	34%
Disagree	11%	10%	13%	10%	12%	11%	13%	9%	20%	3%	25%	3%	6%
Strongly disagree	5%	4%	7%	10%	6%	5%	5%	5%	9%	2%	10%	2%	3%
Not sure/Can't say	27%	33%	20%	19%	20%	32%	29%	25%	38%	17%	30%	7%	45%
Top2Box	56%	53%	61%	61%	62%	53%	53%	61%	32%	78%	36%	88%	46%
Bottom2Box	16%	14%	20%	20%	18%	15%	18%	14%	29%	4%	34%	5%	9%

Q6.[Summary of Support]Regardless of your own views on the issue, if Canada were to end supply management, please indicate whether you support or oppose the following:

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Compensating the lost value of farmer's quota by adding a small tax (5 - 10%) on formerly supply managed goods until the quotas have been paid back	43%	38%	52%	37%	44%	43%	47%	38%	42%	45%	47%	46%	36%
Creating a support fund of about \$4 billion to cover lost income for farmers and to compensate farmers for loss in value of their business if they choose to exit the industry	41%	39%	46%	27%	38%	43%	44%	37%	45%	38%	52%	36%	34%

Q6.[Summary of Oppose]Regardless of your own views on the issue, if Canada were to end supply management, please indicate whether you support or oppose the following:

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support accross all items	Oppose all items	Uncertain
Compensating the lost value of farmer's quota by adding a small tax (5 - 10%) on formerly supply managed goods until the quotas have been paid back	30%	27%	32%	48%	33%	28%	25%	37%	27%	33%	29%	41%	19%
Creating a support fund of about \$4 billion to cover lost income for farmers and to compensate farmers for loss in value of their business if they choose to exit the industry	30%	25%	35%	61%	36%	27%	26%	36%	23%	37%	26%	47%	18%

Q6.[Compensating the lost value of farmer's quota by adding a small tax (5 - 10%) on formerly supply managed goods until the quotas have been paid back]Please indicate whether you support or oppose the following:

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Strongly support	8%	7%	10%	16%	8%	8%	10%	6%	8%	8%	8%	8%	8%
Support	35%	32%	42%	21%	35%	35%	37%	32%	34%	36%	39%	37%	28%
Oppose	20%	19%	23%	22%	21%	20%	18%	23%	19%	21%	22%	26%	12%
Strongly oppose	10%	9%	9%	27%	12%	8%	7%	13%	8%	11%	7%	15%	7%
Not sure/Can't say	27%	35%	16%	14%	23%	29%	28%	25%	32%	23%	23%	13%	45%
Top2Box	43%	38%	52%	37%	44%	43%	47%	38%	42%	45%	47%	46%	36%
Bottom2Box	30%	27%	32%	48%	33%	28%	25%	37%	27%	33%	29%	41%	19%

Q6.[Creating a support fund of \$4 billion to cover lost income and to compensate farmers for loss in value of their business if they choose to exit the industry]Please indicate whether you support or oppose the following:

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Strongly support	10%	10%	12%	8%	9%	11%	11%	10%	11%	10%	13%	9%	9%
Support	31%	29%	34%	19%	28%	32%	33%	27%	34%	28%	39%	27%	25%
Oppose	21%	17%	24%	38%	24%	19%	20%	22%	16%	25%	18%	31%	13%
Strongly oppose	9%	8%	10%	23%	12%	8%	6%	13%	7%	11%	8%	16%	5%
Not sure/Can't say	29%	36%	20%	12%	26%	30%	30%	27%	32%	26%	22%	17%	48%
Top2Box	41%	39%	46%	27%	38%	43%	44%	37%	45%	38%	52%	36%	34%
Bottom2Box	30%	25%	35%	61%	36%	27%	26%	36%	23%	37%	26%	47%	18%

Q7.As you may know, the U.S. government is formally seeking to renegotiate NAFTA. Given that the NAFTA renegotiation may well focus on Canada's supply management system, should Canada:

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Offer to end supply management immediately, we should be scrapping it anyway	26%	26%	24%	33%	30%	23%	21%	32%	7%	42%	6%	53%	18%
Use supply management as a bargaining chip in negotiations, but only as a last resort	45%	45%	47%	35%	45%	45%	46%	44%	44%	46%	35%	43%	58%
Stand firm on supply management, even if it means the United States may retaliate	29%	29%	29%	31%	24%	32%	33%	24%	49%	11%	58%	4%	24%

Q8.[Summary of Support]And, overall, based on what you've seen, heard or read, do you support or oppose continuing supply management for each of the following:

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Milk	42%	40%	47%	33%	41%	43%	49%	33%	71%	16%	100%		25%
Cheese	39%	38%	43%	31%	37%	40%	46%	30%	67%	14%	100%		16%
Eggs	40%	38%	45%	33%	39%	41%	48%	30%	69%	14%	100%		19%
Chicken	40%	39%	43%	31%	39%	41%	48%	30%	67%	15%	100%		18%

Q8.[Summary of Oppose]And, overall, based on what you've seen, heard or read, do you support or oppose continuing supply management for each of the following:

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Milk	38%	34%	41%	57%	45%	33%	32%	46%	9%	64%		100%	13%
Cheese	40%	36%	44%	61%	47%	36%	34%	48%	12%	66%		100%	20%
Eggs	39%	35%	43%	59%	45%	35%	33%	48%	10%	65%		100%	18%
Chicken	38%	34%	43%	59%	46%	34%	32%	48%	11%	64%		100%	16%

Q8.[Milk]And, overall, based on what you've seen, heard or read, do you support or oppose continuing supply management for each of the following:

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Strongly Support	12%	10%	13%	19%	13%	11%	13%	10%	21%	3%	30%		5%
Support	31%	30%	34%	14%	28%	32%	36%	23%	50%	13%	70%		21%
Oppose	26%	25%	29%	24%	29%	25%	23%	31%	6%	45%		70%	10%
Strongly oppose	11%	9%	12%	33%	15%	9%	9%	15%	2%	19%		30%	3%
Not sure/Can't say	20%	26%	12%	10%	14%	24%	19%	22%	20%	20%			61%
Top2Box	42%	40%	47%	33%	41%	43%	49%	33%	71%	16%	100%		25%
Bottom2Box	38%	34%	41%	57%	45%	33%	32%	46%	9%	64%		100%	13%

Q8.[Cheese]And, overall, based on what you've seen, heard or read, do you support or oppose continuing supply management for each of the following:

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Strongly Support	9%	8%	10%	16%	10%	9%	11%	7%	17%	2%	26%		2%
Support	30%	29%	33%	15%	27%	32%	35%	23%	50%	12%	74%		14%
Oppose	29%	28%	31%	30%	32%	27%	26%	33%	9%	47%		70%	17%
Strongly oppose	11%	8%	13%	30%	15%	8%	8%	15%	2%	19%		30%	4%
Not sure/Can't say	21%	26%	14%	8%	15%	24%	20%	22%	22%	20%			64%
Top2Box	39%	38%	43%	31%	37%	40%	46%	30%	67%	14%	100%		16%
Bottom2Box	40%	36%	44%	61%	47%	36%	34%	48%	12%	66%		100%	20%

Q8.[Eggs]And, overall, based on what you've seen, heard or read, do you support or oppose continuing supply management for each of the following:

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Strongly Support	10%	9%	11%	17%	12%	9%	12%	8%	19%	3%	28%		3%
Support	30%	29%	33%	16%	27%	32%	35%	23%	50%	12%	72%		17%
Oppose	29%	28%	31%	28%	32%	27%	25%	34%	9%	47%		72%	15%
Strongly oppose	10%	8%	12%	30%	14%	8%	7%	14%	2%	18%		28%	3%
Not sure/Can't say	20%	26%	13%	8%	15%	23%	20%	22%	21%	20%			63%
Top2Box	40%	38%	45%	33%	39%	41%	48%	30%	69%	14%	100%		19%
Bottom2Box	39%	35%	43%	59%	45%	35%	33%	48%	10%	65%		100%	18%



Q8.[Chicken]And, overall, based on what you've seen, heard or read, do you support or oppose continuing supply management for each of the following:

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Strongly Support	10%	8%	12%	17%	11%	9%	11%	8%	18%	3%	27%		2%
Support	30%	31%	31%	14%	27%	32%	37%	21%	49%	13%	73%		16%
Oppose	28%	26%	30%	32%	32%	26%	24%	33%	8%	46%		71%	14%
Strongly oppose	10%	8%	13%	27%	14%	8%	7%	15%	2%	18%		29%	2%
Not sure/Can't say	21%	27%	14%	10%	16%	25%	21%	23%	22%	21%			66%
Top2Box	40%	39%	43%	31%	39%	41%	48%	30%	67%	15%	100%		18%
Bottom2Box	38%	34%	43%	59%	46%	34%	32%	48%	11%	64%		100%	16%

Q9.Do you do most of the grocery shopping for your household?

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Yes, I am the primary grocery shopper	62%	62%	61%	56%	58%	64%	63%	60%	63%	60%	64%	60%	60%
No, I share that responsibility	34%	34%	33%	38%	39%	31%	33%	35%	32%	36%	32%	37%	33%
No, I don't do any of the shopping	4%	4%	5%	6%	4%	5%	4%	5%	6%	3%	4%	3%	7%

Q10. Have you or anyone in your household ever purchased dairy, eggs or poultry in the US, either cross border shopping or while visiting?

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Yes, once or twice	13%	11%	17%	14%	35%		15%	10%	14%	12%	14%	14%	12%
Yes, a few times	16%	15%	18%	19%	44%		16%	17%	14%	18%	15%	19%	14%
Yes, often	8%	7%	9%	15%	21%		7%	9%	6%	9%	5%	11%	7%
No, haven't done that	63%	68%	56%	52%		100%	62%	64%	65%	61%	65%	56%	67%

Q11. [Summary of Better] Would you say each of the following Canadian products is better, worse, or the same as the American product?

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Beef	44%	40%	49%	52%	36%	49%	48%	39%	48%	40%	53%	39%	40%
Milk	41%	38%	44%	54%	30%	47%	46%	33%	50%	32%	53%	30%	38%
Cheese	43%	39%	48%	54%	35%	47%	47%	37%	50%	36%	55%	35%	39%
Pork	37%	34%	40%	46%	28%	42%	40%	33%	43%	31%	49%	31%	30%
Eggs	34%	32%	36%	47%	25%	40%	40%	27%	43%	27%	49%	24%	29%
Chicken	38%	35%	42%	44%	31%	42%	42%	32%	45%	31%	51%	31%	32%

Q11.[Summary of Worse]Would you say each of the following Canadian products is better, worse, or the same as the American product?

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Beef	6%	5%	8%	3%	10%	3%	4%	9%	5%	7%	5%	9%	4%
Milk	4%	4%	5%	2%	8%	2%	5%	4%	5%	4%	5%	4%	4%
Cheese	6%	6%	7%	11%	12%	3%	6%	6%	6%	7%	4%	8%	7%
Pork	3%	3%	4%	3%	6%	2%	4%	3%	3%	3%	3%	5%	2%
Eggs	3%	2%	4%	5%	6%	1%	3%	3%	3%	3%	3%	4%	2%
Chicken	4%	4%	5%	6%	9%	2%	4%	5%	4%	4%	4%	6%	3%

Q11.[Beef]Would you say each of the following Canadian products is better, worse, or the same as the American product?

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Much better	30%	28%	32%	37%	20%	36%	32%	27%	34%	26%	37%	26%	27%
Slightly better	14%	12%	17%	15%	16%	13%	16%	12%	14%	14%	16%	13%	13%
About the same	26%	26%	27%	37%	38%	20%	26%	27%	20%	33%	22%	39%	19%
Slightly worse	5%	4%	6%	2%	9%	2%	3%	7%	3%	6%	4%	8%	3%
Much worse	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%
Don't know/Can't say	24%	29%	17%	9%	16%	28%	23%	25%	27%	21%	21%	13%	37%
Top2Box	44%	40%	49%	52%	36%	49%	48%	39%	48%	40%	53%	39%	40%
Bottom2Box	6%	5%	8%	3%	10%	3%	4%	9%	5%	7%	5%	9%	4%

Q11.[Milk]Would you say each of the following Canadian products is better, worse, or the same as the American product?

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Much better	28%	27%	29%	36%	18%	34%	33%	22%	36%	22%	39%	20%	26%
Slightly better	12%	10%	15%	17%	12%	13%	13%	11%	14%	11%	14%	10%	13%
About the same	33%	32%	35%	37%	51%	23%	30%	38%	21%	44%	23%	53%	24%
Slightly worse	3%	2%	4%	2%	5%	2%	3%	2%	3%	3%	3%	3%	3%
Much worse	1%	1%	1%	1%	3%	0%	1%	1%	2%	1%	2%	1%	1%
Don't know/Can't say	22%	27%	16%	7%	11%	28%	20%	25%	24%	20%	18%	14%	34%
Top2Box	41%	38%	44%	54%	30%	47%	46%	33%	50%	32%	53%	30%	38%
Bottom2Box	4%	4%	5%	2%	8%	2%	5%	4%	5%	4%	5%	4%	4%

Q11.[Cheese]Would you say each of the following Canadian products is better, worse, or the same as the American product?

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Much better	30%	28%	33%	33%	22%	34%	33%	25%	37%	23%	41%	23%	25%
Slightly better	13%	11%	16%	21%	14%	13%	14%	12%	14%	13%	14%	13%	13%
About the same	29%	29%	29%	27%	43%	21%	27%	32%	19%	38%	23%	44%	21%
Slightly worse	5%	4%	6%	7%	9%	3%	5%	5%	4%	6%	3%	6%	5%
Much worse	1%	1%	1%	4%	3%	0%	1%	1%	1%	2%	1%	2%	1%
Don't know/Can't say	21%	26%	16%	8%	10%	28%	19%	24%	25%	18%	18%	12%	34%
Top2Box	43%	39%	48%	54%	35%	47%	47%	37%	50%	36%	55%	35%	39%
Bottom2Box	6%	6%	7%	11%	12%	3%	6%	6%	6%	7%	4%	8%	7%

Q11.[Pork]Would you say each of the following Canadian products is better, worse, or the same as the American product?

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Much better	24%	23%	25%	26%	14%	29%	26%	21%	29%	19%	34%	19%	18%
Slightly better	13%	11%	16%	20%	14%	12%	14%	11%	14%	12%	15%	12%	11%
About the same	30%	28%	32%	40%	40%	24%	29%	31%	20%	39%	22%	44%	23%
Slightly worse	3%	2%	3%	2%	5%	1%	3%	3%	2%	3%	2%	4%	2%
Much worse	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%
Don't know/Can't say	30%	36%	23%	11%	26%	33%	27%	34%	33%	27%	25%	20%	45%
Top2Box	37%	34%	40%	46%	28%	42%	40%	33%	43%	31%	49%	31%	30%
Bottom2Box	3%	3%	4%	3%	6%	2%	4%	3%	3%	3%	3%	5%	2%

Q11.[Eggs]Would you say each of the following Canadian products is better, worse, or the same as the American product?

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Much better	22%	22%	21%	32%	12%	28%	25%	18%	28%	17%	32%	16%	18%
Slightly better	12%	10%	15%	15%	13%	12%	15%	8%	15%	9%	17%	8%	11%
About the same	39%	38%	42%	41%	56%	29%	36%	44%	27%	50%	29%	59%	30%
Slightly worse	2%	2%	3%	1%	4%	1%	2%	2%	2%	2%	2%	2%	2%
Much worse	1%	1%	1%	4%	2%	0%	1%	1%	1%	1%	0%	2%	0%
Don't know/Can't say	23%	28%	18%	7%	13%	30%	22%	26%	27%	20%	20%	13%	38%
Top2Box	34%	32%	36%	47%	25%	40%	40%	27%	43%	27%	49%	24%	29%
Bottom2Box	3%	2%	4%	5%	6%	1%	3%	3%	3%	3%	3%	4%	2%

Q11.[Chicken]Would you say each of the following Canadian products is better, worse, or the same as the American product?

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Much better	26%	25%	27%	34%	19%	30%	29%	21%	32%	20%	37%	20%	20%
Slightly better	12%	10%	16%	10%	12%	12%	13%	11%	13%	11%	14%	12%	11%
About the same	32%	31%	33%	44%	45%	25%	31%	34%	22%	42%	23%	47%	27%
Slightly worse	3%	3%	4%	3%	6%	1%	2%	4%	3%	3%	3%	4%	2%
Much worse	1%	1%	1%	3%	3%	0%	1%	1%	1%	1%	1%	2%	1%
Don't know/Can't say	25%	30%	20%	6%	15%	31%	23%	28%	29%	22%	22%	15%	39%
Top2Box	38%	35%	42%	44%	31%	42%	42%	32%	45%	31%	51%	31%	32%
Bottom2Box	4%	4%	5%	6%	9%	2%	4%	5%	4%	4%	4%	6%	3%

Q12.Finally, how confident are you in the ability of the Canadian government to effectively represent Canada's national interests in future dealings with the Trump administration?  
Would you say you are:

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Very confident	13%	13%	11%	21%	13%	13%	22%		16%	10%	17%	9%	12%
Moderately confident	45%	45%	47%	25%	46%	45%	78%		52%	39%	52%	37%	47%
Not that confident	29%	29%	29%	28%	28%	30%		70%	24%	34%	23%	35%	30%
Not confident at all	13%	12%	12%	26%	13%	13%		30%	7%	18%	8%	19%	11%
Top2Box	58%	59%	59%	46%	59%	57%	100%		68%	49%	69%	46%	59%
Bottom2Box	42%	41%	41%	54%	41%	43%		100%	32%	51%	31%	54%	41%

REGION

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
BC	13%	14%	13%	9%	17%	11%	13%	13%	12%	14%	13%	14%	12%
AB	11%	11%	11%	14%	8%	12%	9%	13%	9%	13%	9%	13%	10%
SK	3%	3%	4%	2%	3%	3%	2%	4%	2%	4%	2%	4%	3%
MB	4%	4%	3%	3%	3%	4%	3%	4%	3%	4%	2%	3%	5%
ON	37%	38%	36%	40%	38%	37%	39%	35%	41%	34%	37%	37%	39%
QC	25%	23%	27%	27%	23%	25%	25%	24%	25%	24%	27%	21%	26%
ATL	8%	7%	8%	6%	7%	8%	8%	7%	7%	8%	10%	7%	6%

Gender

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Male	49%	40%	58%	89%	52%	47%	45%	54%	41%	56%	45%	61%	42%
Female	51%	60%	42%	11%	48%	53%	55%	46%	59%	44%	55%	39%	58%

AGE

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
18-34	29%	28%	29%	34%	29%	29%	30%	27%	35%	23%	29%	20%	38%
35-54	35%	38%	32%	28%	34%	35%	35%	35%	35%	35%	34%	35%	35%
55+	36%	34%	39%	39%	37%	36%	35%	38%	30%	42%	37%	45%	27%

AGE/Gender

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Male 18-34	14%	11%	16%	30%	14%	14%	14%	13%	13%	14%	10%	14%	18%
Male 35-54	18%	17%	19%	27%	19%	17%	17%	20%	16%	20%	17%	23%	14%
Male 55+	17%	12%	23%	33%	20%	16%	14%	21%	12%	22%	17%	24%	10%
Female 18-34	15%	17%	13%	3%	15%	15%	16%	14%	22%	9%	18%	7%	21%
Female 35-54	17%	21%	13%	1%	15%	18%	18%	16%	19%	15%	18%	12%	21%
Female 55+	19%	22%	16%	6%	17%	20%	21%	17%	18%	20%	20%	21%	17%



Education

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
HS or less	42%	48%	34%	30%	39%	44%	41%	43%	40%	44%	39%	41%	46%
College/ Tech school	32%	31%	34%	28%	32%	31%	32%	31%	32%	31%	35%	30%	30%
Univ+	26%	22%	32%	41%	29%	25%	27%	26%	27%	25%	26%	29%	24%

Income

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
<\$50K	33%	36%	28%	28%	22%	39%	33%	32%	34%	32%	36%	27%	35%
\$50-99K	32%	31%	36%	25%	35%	31%	33%	31%	31%	34%	29%	38%	30%
\$100K+	18%	16%	19%	30%	25%	14%	17%	18%	17%	18%	17%	21%	15%
DK/REF	17%	17%	18%	16%	19%	17%	17%	18%	18%	16%	17%	15%	20%

Q23.Finally, which party's candidate did you support in the 2015 federal election?

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
I did not vote	14%	15%	11%	7%	12%	15%	14%	13%	14%	13%	12%	10%	19%
Conservative Party of Canada	25%	22%	27%	34%	30%	22%	17%	35%	17%	31%	18%	38%	18%
Liberal Party of Canada	31%	31%	32%	32%	30%	32%	41%	17%	35%	28%	36%	28%	29%
New Democratic Party of Canada (NDP)	16%	16%	15%	15%	14%	17%	15%	17%	18%	14%	18%	14%	15%
Bloc Quebecois	3%	2%	4%	4%	2%	3%	3%	4%	4%	3%	4%	1%	3%
Green Party	3%	4%	3%	3%	4%	3%	3%	4%	4%	3%	3%	2%	5%
Other Party	1%	1%	1%	3%	1%	1%	0%	2%	0%	2%	1%	2%	1%
Rather not say	7%	8%	7%	2%	7%	8%	7%	8%	9%	6%	8%	5%	10%

Q23.Finally, which party's candidate did you support in the 2015 federal election?

	Total	Knowledge			Shop in US		Confidence in gov't		Supply MGMT support		Supply MGMT support		
		Know nothing about it	Know a little about it	Know a lot about it	Yes	No	Confident	Not confident	Gov't should regulate	Gov't shouldn't regulate	Support across all items	Oppose all items	Uncertain
Conservative Party of Canada	28%	26%	31%	37%	34%	25%	19%	41%	20%	36%	21%	42%	22%
Liberal Party of Canada	36%	36%	36%	34%	34%	37%	48%	20%	40%	33%	41%	31%	36%
New Democratic Party of Canada (NDP)	18%	19%	17%	16%	16%	20%	17%	20%	21%	16%	21%	16%	18%
Bloc Quebecois	4%	3%	4%	4%	3%	4%	3%	4%	4%	3%	5%	2%	4%
Green Party	4%	5%	3%	3%	4%	4%	4%	5%	4%	4%	3%	2%	7%
Other/Rather not say	10%	11%	9%	5%	9%	10%	8%	11%	10%	9%	10%	7%	13%