

# *Canadian Perspectives on Food Safety*

## *Food Inspection Survey Summary*

*submitted by Nanos to Agriculture Union - PSAC, July, 2015*

*(Submission 2015-705)*





# *Canadians trust government to ensure food is safe – oppose cuts to food inspection*

Canadians trust government food inspectors over food company or grocery store employees to ensure that their food is safe. According to Canadians, the government should be responsible for ensuring that food companies comply with safety requirements. Canadians oppose government cuts on food inspection and believe that we need to invest more in food safety procedures.

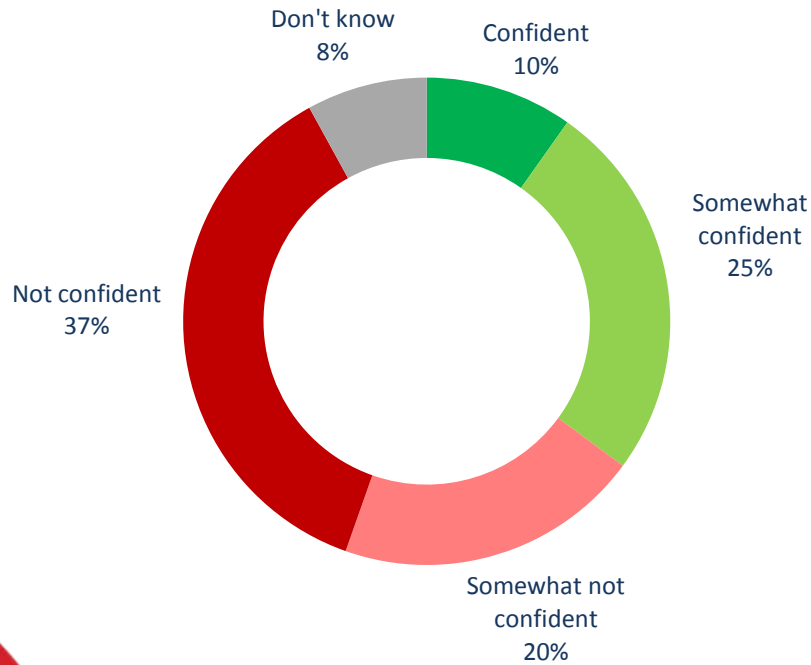
- **Trust to ensure safe food** – More than four in five Canadians (83.8%) trust government food inspectors and scientists over food companies (7.5%) and grocery stores (2.0%) to ensure that the food they consume is safe. Trust in government on this issue has increased over time comparing the results to the previous wave conducted in 2008, where 64 per cent of Canadians trusted government food inspectors and scientist most to ensure that food was safe.
- **Investing in food safety** – Three in four Canadians (75.1%) think that the federal government should invest more resources and be more hands on in policing the safety of food. Almost seven out of ten Canadians (68.5%) believe that the government should have the ultimate responsibility for ensuring food production companies comply with all safety requirements, whereas twenty six percent believe that food companies should have ultimate responsibility.
- **Impressions of proposed government cuts** - Eighty-five per cent of Canadians either oppose (65%) or somewhat oppose (20%) the government’s plan to spend less on meat inspection by reducing the number of meat inspectors who will ensure that food companies follow safety rules. More than four in five Canadians (82.3%) think that the federal government should only cancel the cuts (27.6%) or cancel the cuts and invest more in food safety and inspection (55%).
- **Food inspection at the ballot box** – At the coming federal election, a slight majority of Canadians (59.5%) said they are more likely to vote for a candidate who favours increasing the number of inspectors working in food processing and slaughter plants to ensure the safety of their food, while six per cent are more likely to vote for a candidate who favours allowing food companies to police their own safety practices. One third of Canadians said that they were not more likely to vote for either candidate because of food inspection policies.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between July 18<sup>th</sup> and 22<sup>nd</sup>, 2015 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada. Canadians without internet access or telephone lines were excluded by default. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

# Confidence in Number of Food Inspectors

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

**Net Score**  
-21.8



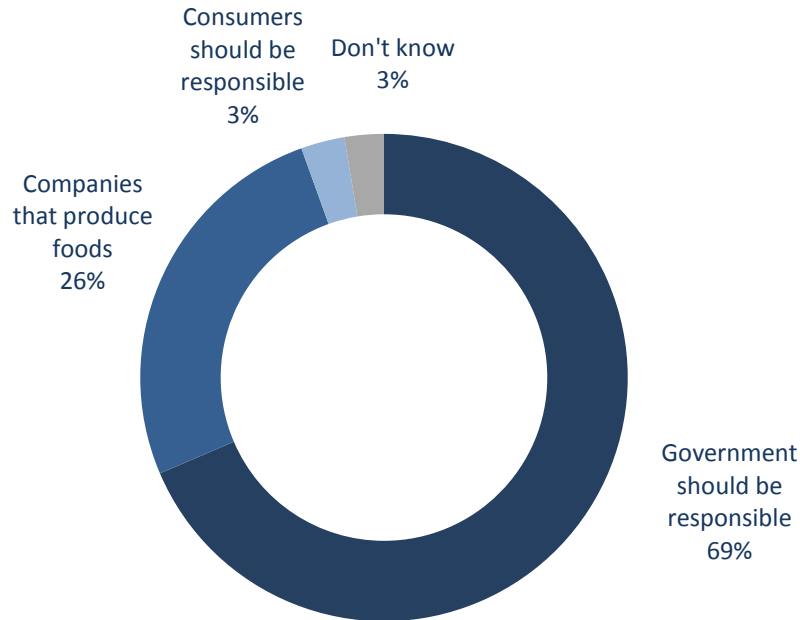
Subgroups	Confident/ Somewhat confident
Atlantic (n=100)	32.0%
Quebec (n=250)	31.8%
Ontario (n=300)	37.5%
Prairies (n=200)	42.7%
British Columbia (n=150)	28.0%
Male (n=513)	39.4%
Female (n=487)	30.7%
18 to 29 (n=205)	44.9%
30 to 39 (n=169)	36.2%
40 to 49 (n=208)	36.8%
50 to 59 (n=178)	27.7%
60 plus (n=239)	29.9%

**\*Note:** Charts may not add up to 100 due to rounding

**QUESTION** – Are you confident, somewhat confident, somewhat not confident or not confident that the Government of Canada employs enough food inspectors to properly inspect food in Canada to protect Canadians?

# Responsibility of Ensuring Compliance of Safety Requirements

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Government should be responsible
Atlantic (n=100)	80.5%
Quebec (n=250)	66.4%
Ontario (n=300)	68.8%
Prairies (n=200)	62.2%
British Columbia (n=150)	72.2%
Male (n=513)	68.9%
Female (n=487)	68.2%
18 to 29 (n=205)	63.5%
30 to 39 (n=169)	58.6%
40 to 49 (n=208)	69.3%
50 to 59 (n=178)	79.4%
60 plus (n=239)	71.2%

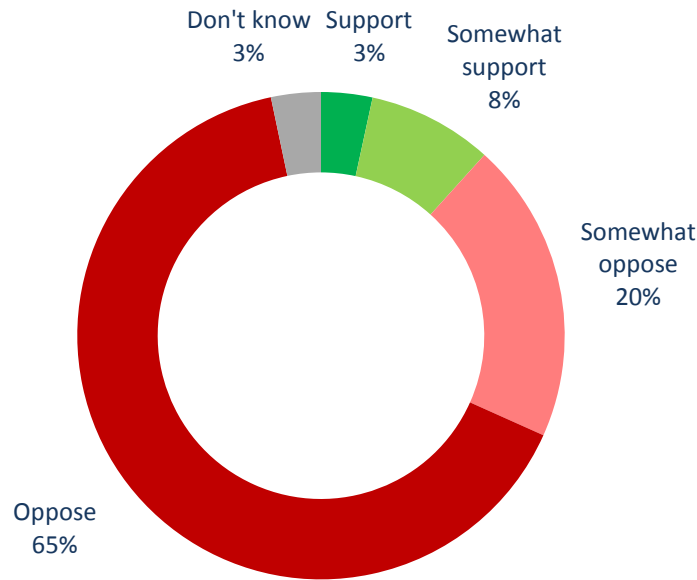
\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – From the following list, who do you think should have ultimate responsibility for ensuring food production companies comply with all safety requirements so that the food we eat is safe? [RANDOMIZE]

# Support of Government Cuts on Meat Inspection

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

**Net Score**  
-73.3



Subgroups	Support/ Somewhat support
Atlantic (n=100)	6.6%
Quebec (n=250)	11.0%
Ontario (n=300)	12.5%
Prairies (n=200)	15.2%
British Columbia (n=150)	9.7%
Male (n=513)	15.1%
Female (n=487)	8.1%
18 to 29 (n=205)	10.8%
30 to 39 (n=169)	14.2%
40 to 49 (n=208)	9.1%
50 to 59 (n=178)	11.3%
60 plus (n=239)	13.3%

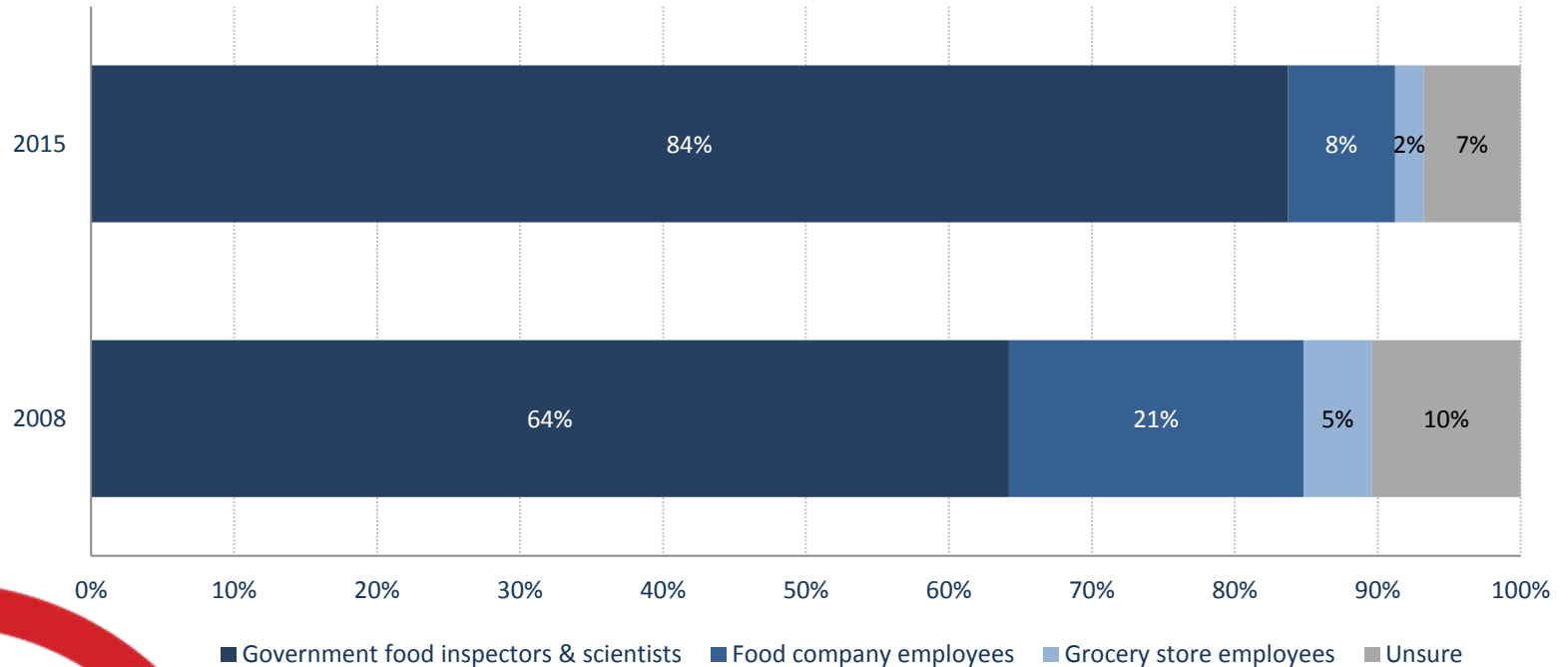
\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – As you may have heard, in order to save money the government plans to spend less on meat inspection in the coming years and to have fewer meat inspectors working to ensure food companies follow safety rules. Do you support, somewhat support, somewhat oppose or oppose what the government is doing in this area?

# Trust to Ensure Food is Safe

Source: Nanos Research, random telephone survey, September 20<sup>th</sup> to 22<sup>nd</sup>, 2008, n=1,200, accurate 2.8 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

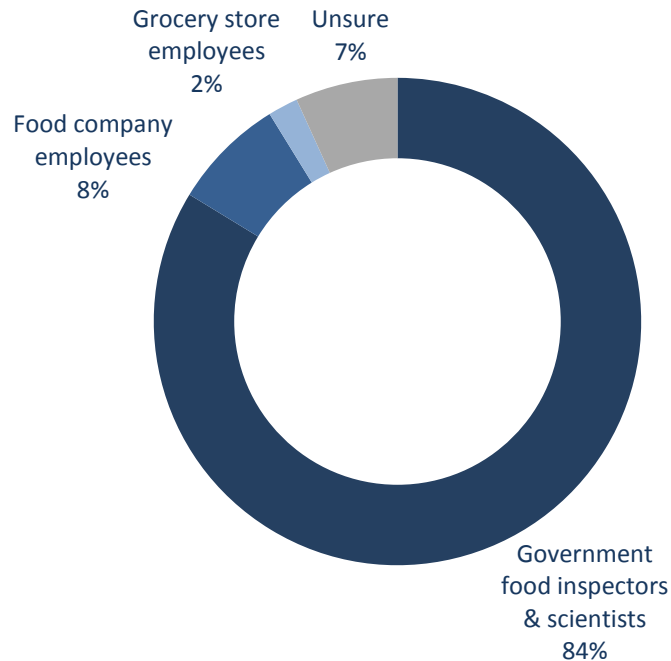


**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION – Which group do you most trust to ensure that the food consumed by Canadians is safe?**

# Trust to Ensure Food is Safe

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



**\*Note: Charts may not add up to 100 due to rounding**

Subgroups	Government food inspectors & scientists
Atlantic (n=100)	82.1%
Quebec (n=250)	82.3%
Ontario (n=300)	85.8%
Prairies (n=200)	82.1%
British Columbia (n=150)	85.5%
Male (n=513)	82.5%
Female (n=487)	85.1%
18 to 29 (n=205)	76.5%
30 to 39 (n=169)	80.4%
40 to 49 (n=208)	88.3%
50 to 59 (n=178)	87.6%
60 plus (n=239)	85.6%

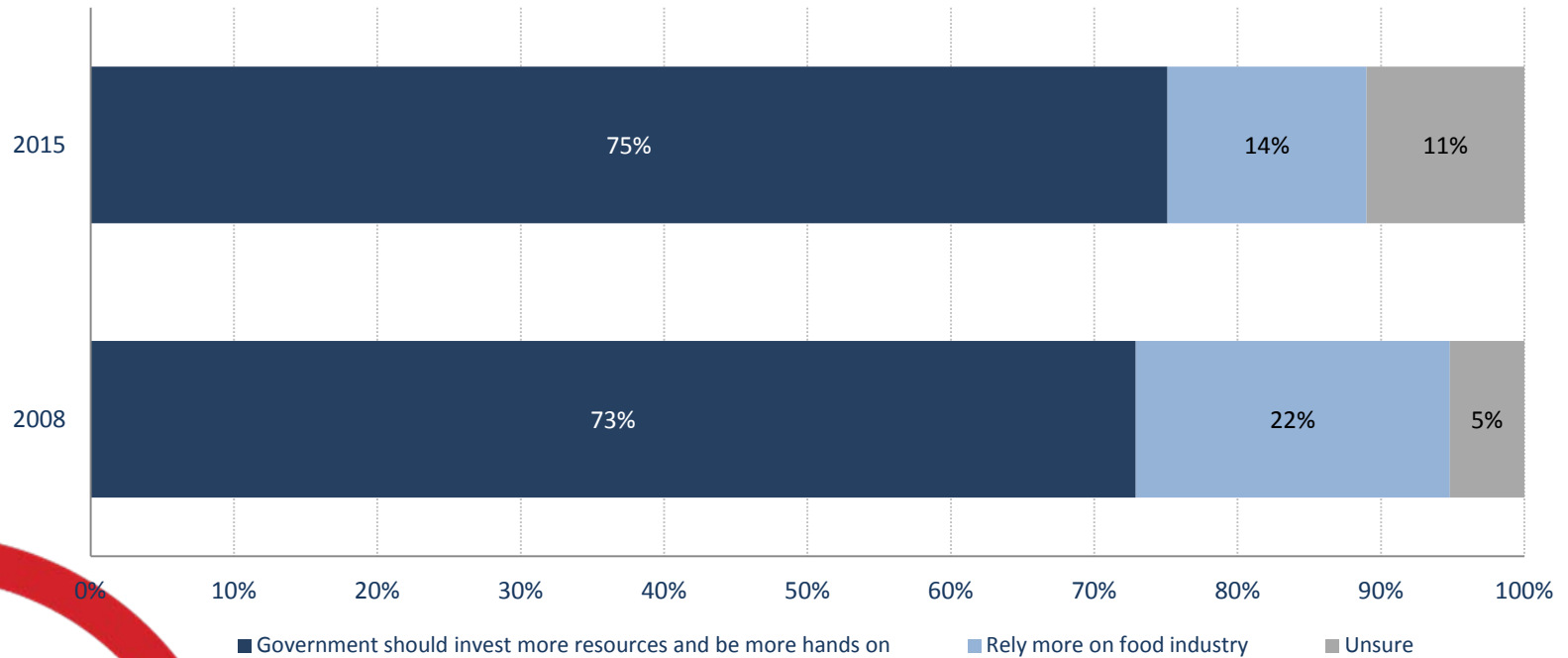
**QUESTION** – Which group do you most trust to ensure that the food consumed by Canadians is safe?



# The Government's Role in Policing Food Safety Processes

Source: Nanos Research, random telephone survey, September 20<sup>th</sup> to 22<sup>nd</sup>, 2008, n=1,200, accurate 2.8 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



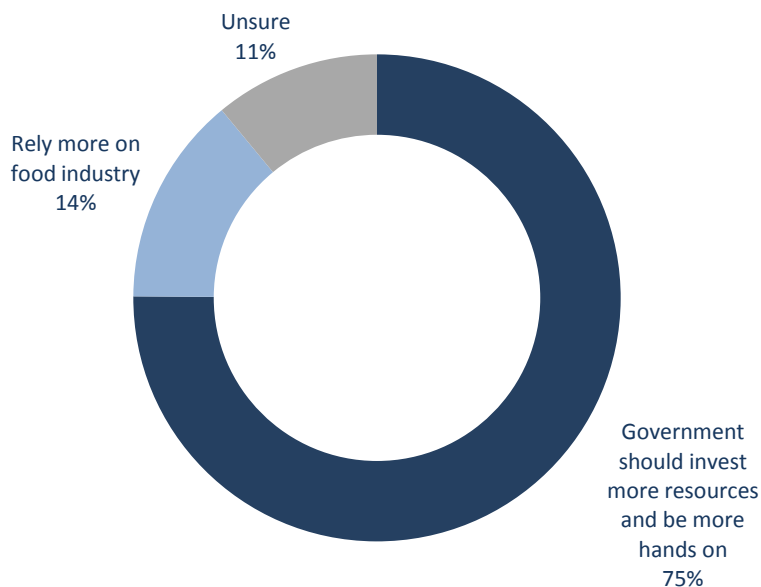
**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION** – Do you think that the government should rely more on [ROTATE] the food industry to police its own safety processes or that the federal government should invest more resources and be more hands on in policing the safety of food?



# The Government's Role in Policing Food Safety Processes

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



\*Note: Charts may not add up to 100 due to rounding

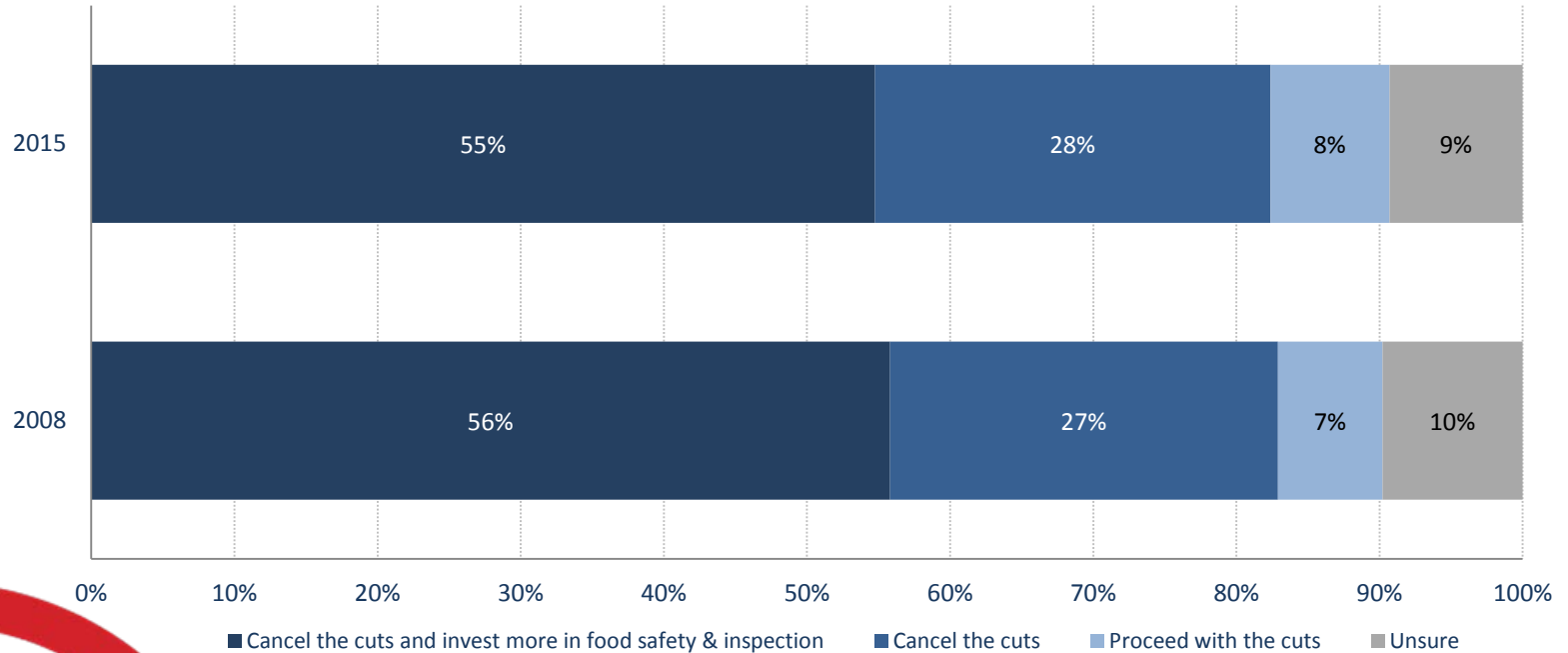
Subgroups	Government should invest more resources and be more hands on
Atlantic (n=100)	85.1%
Quebec (n=250)	77.5%
Ontario (n=300)	74.8%
Prairies (n=200)	68.6%
British Columbia (n=150)	73.7%
Male (n=513)	73.1%
Female (n=487)	77.3%
18 to 29 (n=205)	72.0%
30 to 39 (n=169)	68.4%
40 to 49 (n=208)	78.0%
50 to 59 (n=178)	79.1%
60 plus (n=239)	77.1%

**QUESTION** – Do you think that the government should rely more on[ROTATE]the food industry to police its own safety processes or that the federal government should invest more resources and be more hands on in policing the safety of food?

# Food Safety Program Cuts

Source: Nanos Research, random telephone survey, September 20<sup>th</sup> to 22<sup>nd</sup>, 2008, n=1,200, accurate 2.8 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

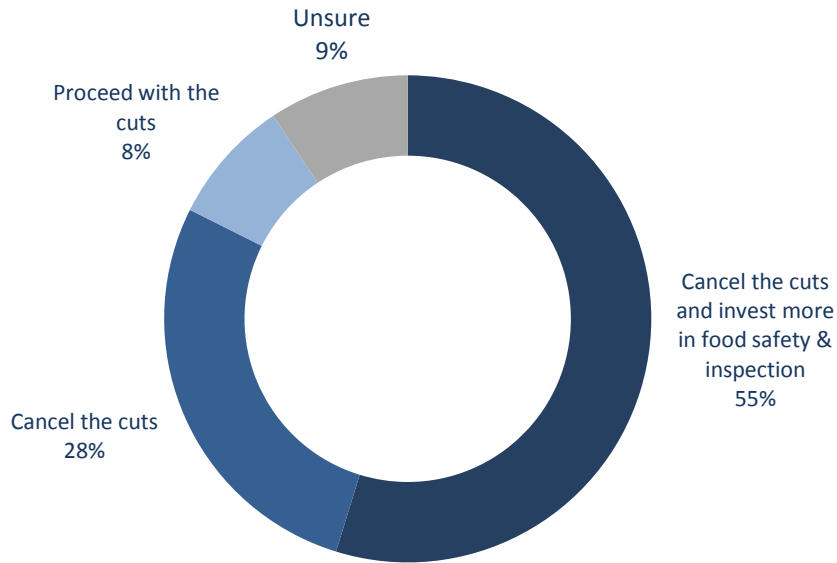


**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION** – What do you think the Prime Minister/federal government should do about its intention to cut millions of dollars from food safety programs?

# Food Safety Program Cuts

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



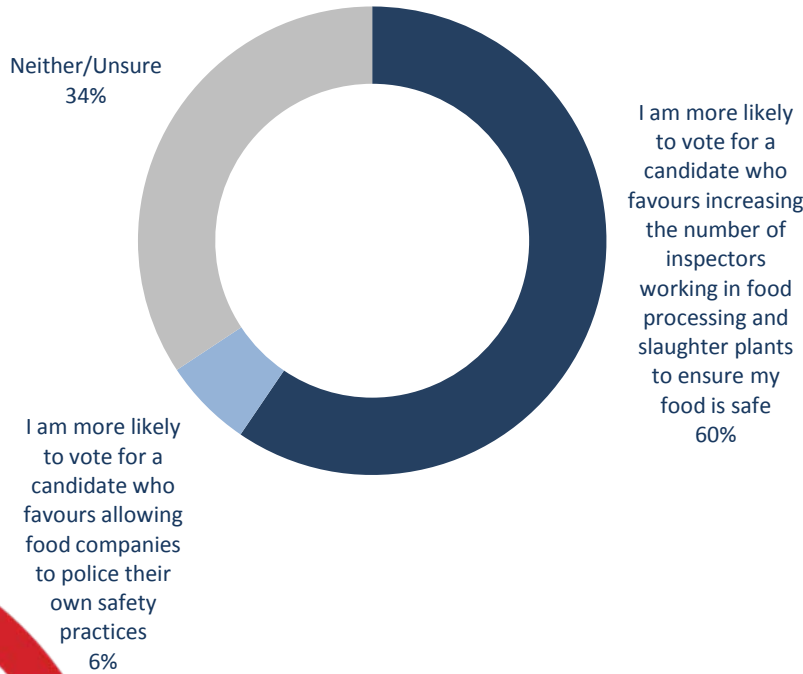
\*Note: Charts may not add up to 100 due to rounding

Subgroups	Cancel the cuts and invest more in food safety & inspection
Atlantic (n=100)	57.3%
Quebec (n=250)	58.1%
Ontario (n=300)	54.4%
Prairies (n=200)	49.8%
British Columbia (n=150)	54.8%
Male (n=513)	53.2%
Female (n=487)	56.4%
18 to 29 (n=205)	43.8%
30 to 39 (n=169)	46.3%
40 to 49 (n=208)	57.1%
50 to 59 (n=178)	59.3%
60 plus (n=239)	64.6%

**QUESTION** – What do you think the Prime Minister/federal government should do about its intention to cut millions of dollars from food safety programs?

# Food Inspection Policy at the Ballot Box

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



**\*Note: Charts may not add up to 100 due to rounding**

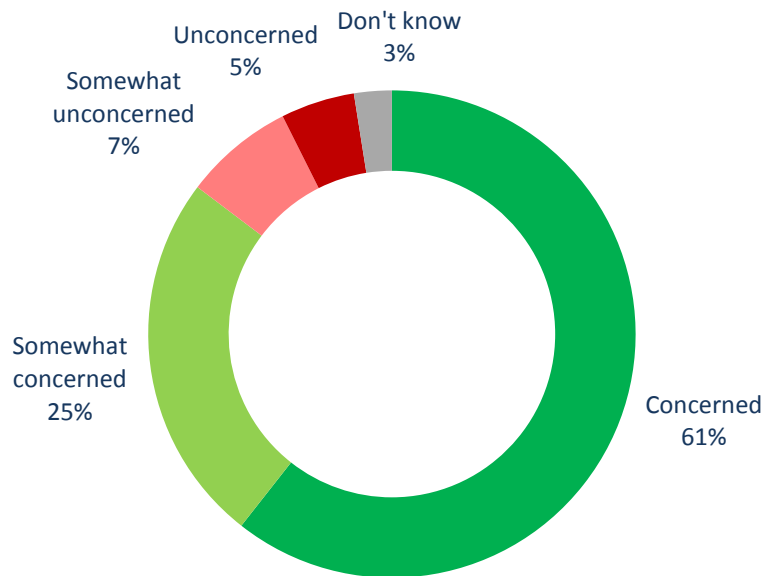
Subgroups	Candidate who favours increasing the number of inspectors
Atlantic (n=100)	66.4%
Quebec (n=250)	64.2%
Ontario (n=300)	57.7%
Prairies (n=200)	49.7%
British Columbia (n=150)	63.2%
Male (n=513)	57.6%
Female (n=487)	61.4%
18 to 29 (n=205)	50.3%
30 to 39 (n=169)	51.9%
40 to 49 (n=208)	60.6%
50 to 59 (n=178)	64.6%
60 plus (n=239)	67.8%

**QUESTION** – As you may know, there will be a federal election on October 19<sup>th</sup>. Which of the following statements is closest to your own view:

# Concern Over Decreasing Number of Canadian Food Inspection Agency Employees

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

**Net Score**  
+73.1



Subgroups	Concerned/ Somewhat concerned
Atlantic (n=100)	86.4%
Quebec (n=250)	83.1%
Ontario (n=300)	88.5%
Prairies (n=200)	80.9%
British Columbia (n=150)	87.8%
Male (n=513)	80.2%
Female (n=487)	90.6%
18 to 29 (n=205)	80.4%
30 to 39 (n=169)	84.0%
40 to 49 (n=208)	86.6%
50 to 59 (n=178)	88.5%
60 plus (n=239)	86.9%

\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – As you may know, in 2008 there was an outbreak of food borne listeriosis at Maple Leaf Foods which killed 22 people. Would you be concerned, somewhat concerned, somewhat unconcerned or unconcerned that there are fewer staff today at the Canadian Food Inspection Agency than there were before the Maple Leaf Foods outbreak?



# Methodology

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Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between July 18<sup>th</sup> and 22<sup>nd</sup>, 2015 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada. Canadians without internet access or telephone lines were excluded by default.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

The research was commissioned by the Agriculture Union (PSAC).

Note: Charts may not add up to 100 due to rounding.

The 2008 data is from a previous Nanos random telephone survey of 1,200 Canadians, conducted between September 20<sup>th</sup> and 22<sup>nd</sup>, 2008. The margin of error for a random survey of 1,200 Canadians is  $\pm 2.8$  percentage points, 19 times out of 20.



# About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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# *Tabulations*

Confidential



**2015-705—Agriculture Union - PSAC— STAT SHEET**

Question 1 - Are you confident, somewhat confident, somewhat not confident or not confident that the Government of Canada employs enough food inspectors to properly inspect food in Canada to protect Canadians?

		Total	Confident	Somewhat confident	Somewhat not confident	Not confident	Don't Know
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-07	1000	9.8	25.3	20.3	36.6	8.0
	Atlantic Canada	100	5.4	26.6	12.7	45.0	10.3
	Quebec	250	11.0	20.8	23.1	39.4	5.7
	Ontario	300	10.1	27.4	19.6	34.3	8.7
	Prairies	200	12.9	29.8	18.9	30.9	7.5
	British Columbia	150	5.9	22.1	23.5	38.5	9.9
Gender	Male	513	12.3	27.1	18.1	35.6	6.9
	Female	487	7.2	23.5	22.5	37.7	9.2
Age	18 to 29	205	15.3	29.6	20.0	25.2	10.0
	30 to 39	169	13.0	23.2	24.4	27.6	11.8
	40 to 49	208	5.3	31.5	17.3	41.6	4.3
	50 to 59	178	6.6	21.1	19.7	47.4	5.1
	60 plus	239	9.0	20.9	20.6	40.3	9.1

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.



**2015-705—Agriculture Union - PSAC— STAT SHEET**

Question 2 - From the following list, who do you think should have ultimate responsibility for ensuring food production companies comply with all safety requirements so that the food we eat is safe? [RANDOMIZE]

		Total	Government should be responsible	Companies that produce foods	Consumers should be responsible	Don't Know
		Responses	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-07	1000	68.5	25.9	2.9	2.6
	Atlantic Canada	100	80.5	16.6	.9	2.0
	Quebec	250	66.4	26.3	3.5	3.8
	Ontario	300	68.8	27.2	2.2	1.8
	Prairies	200	62.2	30.5	3.9	3.4
	British Columbia	150	72.2	22.9	3.3	1.6
Gender	Male	513	68.9	26.2	2.7	2.1
	Female	487	68.2	25.6	3.1	3.1
Age	18 to 29	205	63.5	24.6	5.6	6.3
	30 to 39	169	58.6	34.2	5.1	2.1
	40 to 49	208	69.3	29.3	.0	1.3
	50 to 59	178	79.4	16.5	1.9	2.2
	60 plus	239	71.2	25.3	2.3	1.2

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**2015-705—Agriculture Union - PSAC— STAT SHEET**

Question 3 - As you may have heard, in order to save money the government plans to spend less on meat inspection in the coming years and to have fewer meat inspectors working to ensure food companies follow safety rules. Do you support, somewhat support, somewhat oppose or oppose what the government is doing in this area?

		Total	Support	Somewhat support	Somewhat oppose	Oppose	Don't Know
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-07	1000	3.4	8.3	20.0	65.0	3.3
	Atlantic Canada	100	1.0	5.6	14.3	74.4	4.7
	Quebec	250	1.9	9.1	18.6	67.1	3.3
	Ontario	300	4.3	8.2	20.0	64.2	3.3
	Prairies	200	4.8	10.4	22.5	59.4	2.8
	British Columbia	150	3.9	5.8	22.6	64.6	3.1
Gender	Male	513	5.6	9.5	20.8	61.2	2.9
	Female	487	1.2	6.9	19.1	69.1	3.7
Age	18 to 29	205	2.3	8.5	19.5	65.2	4.6
	30 to 39	169	6.2	8.0	20.8	58.5	6.6
	40 to 49	208	3.4	5.7	22.1	66.3	2.5
	50 to 59	178	2.2	9.1	18.5	68.7	1.5
	60 plus	239	3.4	9.9	19.0	65.8	2.0

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**2015-705—Agriculture Union - PSAC— STAT SHEET**

		Question 4 - Which group do you most trust to ensure that the food consumed by Canadians is safe? [ROTATE]				
		Total	Government food inspectors & scientists	Food company employees	Grocery store employees	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-07	1000	83.8	7.5	2.0	6.8
	Atlantic Canada	100	82.1	7.7	4.1	6.1
	Quebec	250	82.3	7.6	2.3	7.8
	Ontario	300	85.8	7.4	1.1	5.7
	Prairies	200	82.1	8.0	2.1	7.8
	British Columbia	150	85.5	6.6	1.8	6.1
Gender	Male	513	82.5	9.0	2.6	5.9
	Female	487	85.1	5.9	1.4	7.7
Age	18 to 29	205	76.5	9.9	3.0	10.7
	30 to 39	169	80.4	8.3	4.6	6.8
	40 to 49	208	88.3	7.8	1.3	2.6
	50 to 59	178	87.6	4.4	.7	7.3
	60 plus	239	85.6	6.9	.9	6.6

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**2015-705—Agriculture Union - PSAC— STAT SHEET**

Question 5 - Do you think that the government should rely more on [ROTATE] the food industry to police its own safety processes or that the federal government should invest more resources and be more hands on in policing the safety of food?

		Total	Invest more resources and be more hands on	Rely more on food industry	Unsure
		Responses	Percentage	Percentage	Percentage
Region	Canada 2015-07	1000	75.1	13.9	11.0
	Atlantic Canada	100	85.1	6.6	8.2
	Quebec	250	77.5	12.4	10.1
	Ontario	300	74.8	14.6	10.6
	Prairies	200	68.6	18.4	13.0
	British Columbia	150	73.7	13.7	12.6
Gender	Male	513	73.1	17.8	9.1
	Female	487	77.3	9.7	13.0
Age	18 to 29	205	72.0	15.7	12.3
	30 to 39	169	68.4	17.2	14.3
	40 to 49	208	78.0	12.5	9.6
	50 to 59	178	79.1	10.9	10.0
	60 plus	239	77.1	13.3	9.6

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**2015-705—Agriculture Union - PSAC— STAT SHEET**

Question 6 - What do you think the Prime Minister/federal government should do about its intention to cut millions of dollars from food safety programs?

		Total	Cancel the cuts and invest more in food safety & inspection	Cancel the cuts	Proceed with the cuts	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-07	1000	54.7	27.6	8.3	9.3
	Atlantic Canada	100	57.3	31.6	5.2	6.0
	Quebec	250	58.1	24.2	8.9	8.8
	Ontario	300	54.4	29.6	6.4	9.6
	Prairies	200	49.8	25.9	13.2	11.1
	British Columbia	150	54.8	29.0	6.8	9.4
Gender	Male	513	53.2	25.9	11.8	9.1
	Female	487	56.4	29.4	4.7	9.6
Age	18 to 29	205	43.8	35.8	10.2	10.2
	30 to 39	169	46.3	34.8	8.3	10.6
	40 to 49	208	57.1	22.9	8.7	11.3
	50 to 59	178	59.3	29.0	5.0	6.7
	60 plus	239	64.6	18.5	8.9	7.9

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.



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Question 7 - As you may know, there will be a federal election on October 19th. Which of the following statements is closest to your own view: [ROTATE]

		Total	I am more likely to vote for a candidate who favours increasing the number of inspectors working in food processing and slaughter plants to ensure my food is safe	I am more likely to vote for a candidate who favours allowing food companies to police their own safety practices	Neither/Unsure
		Responses	Percentage	Percentage	Percentage
Region	Canada 2015-07	1000	59.5	6.2	34.3
	Atlantic Canada	100	66.4	2.8	30.7
	Quebec	250	64.2	3.5	32.3
	Ontario	300	57.7	8.5	33.8
	Prairies	200	49.7	7.2	43.1
	British Columbia	150	63.2	7.3	29.5
Gender	Male	513	57.6	7.5	34.9
	Female	487	61.4	4.9	33.7
Age	18 to 29	205	50.3	5.9	43.8
	30 to 39	169	51.9	8.4	39.7
	40 to 49	208	60.6	7.8	31.6
	50 to 59	178	64.6	3.5	31.8
	60 plus	239	67.8	5.6	26.5

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Question 8 - As you may know, in 2008 there was an outbreak of food borne listeriosis at Maple Leaf Foods which killed 22 people. Would you be concerned, somewhat concerned, somewhat unconcerned or unconcerned that there are fewer staff today at the Canadian Food Inspection Agency than there were before the Maple Leaf Foods Outbreak?

		Total	Concerned	Somewhat concerned	Somewhat unconcerned	Unconcerned	Don't know
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-07	1000	60.6	24.7	7.3	4.9	2.5
	Atlantic Canada	100	67.8	18.6	5.8	5.2	2.5
	Quebec	250	58.7	24.4	8.3	5.4	3.2
	Ontario	300	62.2	26.3	5.7	3.8	2.0
	Prairies	200	56.1	24.8	10.6	6.2	2.3
	British Columbia	150	62.0	25.8	5.2	4.5	2.5
Gender	Male	513	55.5	24.7	9.4	7.0	3.3
	Female	487	66.0	24.6	5.0	2.8	1.6
Age	18 to 29	205	57.1	23.3	9.3	7.1	3.1
	30 to 39	169	52.4	31.6	7.1	7.3	1.6
	40 to 49	208	59.6	27.0	6.3	3.8	3.3
	50 to 59	178	67.5	21.0	6.1	2.5	2.9
	60 plus	239	65.3	21.6	7.4	4.2	1.6

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.