

Canadian consumer sustainability Survey: Questionnaire summary

Section I: Consumption behavior and sustainability	
<p>How important are the following factors when you are making food purchasing decisions in a grocery store?</p> <ul style="list-style-type: none"> - Vegan/Vegetarian friendly - Fair Trade - Price - Nutrition - Sustainably produced - Free of genetically modified organisms - Certified Organic - Hormone or antibiotic free - Preservative free - Ecologically responsible (Eco-label) - Natural ingredients - Recyclable packaging - Free range/grass-fed - Produced using renewable energy such as solar or wind power - Locally grown or raised - Other factors 	Five-point Likert scale
<p>What does sustainable food mean to you?</p> <p>To me, sustainable food:</p> <ul style="list-style-type: none"> - Protects the nature including the diversity of both plants and animals and avoids damaging or wasting natural resources - Provides good quality food, safe and healthy products - Contributes to thriving local economics (for instance lower production costs for producers) - None of the above - I don't know 	Multiple choice
Do you deliberately seek out sustainable food products in a grocery store?	Yes/No
How often do you buy or consumer sustainable food products?	Five-point Likert scale
<p>I choose to buy or consume sustainable food products because:</p> <ul style="list-style-type: none"> - they are healthy - they are fresher than conventional products - they are safer than conventional products - I care for the environment - I want to support local producers - they taste better/more natural - they have a longer shelf-life than conventional products - Other - Not applicable - I don't know 	Multiple choice
<p>I choose not to buy or consumer sustainable food products because ...</p> <ul style="list-style-type: none"> - they are not available - they are too expensive - they lack convenience - they are similar to conventional products - Other - Not applicable - I don't know 	Multiple choice
<p>To what extent do you agree with the following statements?</p> <ul style="list-style-type: none"> - Sustainable food/agricultural products are an effective way of feeding a growing global population - Sustainable food/agricultural products have better overall quality (nutrition, taste, etc.) than conventional products - Sustainable food/agricultural products improve producer's welfare - The cost of producing sustainable food/agricultural products is cheaper than producing conventional products - Sustainable food/agricultural are more affordable than conventional products - Production of sustainable food/agricultural products requires less water usage - Production of sustainable food/agricultural products improves soil health 	Five-point Likert scale

<ul style="list-style-type: none"> - Production of sustainable food/agricultural products requires less chemical/pesticide use - Production of sustainable food/agricultural products help address climate change - Production of sustainable food/agricultural products preserves biodiversity - Production of sustainable food/agricultural products promotes animal welfare - Other benefit 	
Are you involved with, a member of or do you follow an environmental organization/movement?	Yes/No
Section II: Food innovation	
<p>How familiar are you with the following innovations in the agri-food sector?</p> <ul style="list-style-type: none"> - Plant-based meat alternatives (For example veggie burger, Beyond burger) - Biofuels - Biofortified food products - Genetically modified products - Cellular agriculture (for example cell-cultured meat) - Nutraceuticals - Gene editing technology (for example non-browning potatoes) - CRISPR - Others 	Five-point Likert scale
<p>Which of the following factors might influence you to try innovative food or agricultural products (select all that apply):</p> <ul style="list-style-type: none"> - Allergies /food sensitivities - Health concerns - Weight management - Affordable price - Concern about animal welfare - Concern about the environmental impact - Availability in stores - Ethical/religious reasons - Other reasons - I don't know 	Multiple choice
<ul style="list-style-type: none"> - Improving yields in crops and commodities - removing allergens in crops and commodities (Wheat, peanuts) - reducing saturated and trans fats in crops and commodities (Wheat, peanuts, eggs) - enriching nutrients in crops and commodities (Wheat, peanuts, eggs) - breeding crops resistant to diseases/pests/insects - breeding crops resistant to severe weather conditions such as drought - allowing farmers to reduce pesticide use - allowing farmers to use less fertilizer - allowing farmers to conserve water - reducing food waste when breeding fruits and vegetables, like apples and potatoes, with a natural resistance to bruising and browning, extending use and shelf life. - eliminating the threat of diseases in animals - creating natural immunity and improving the overall health of livestock without the need for antibiotics. 	Five-point Likert scale
Section III: Sources of information and trust	
<p>Which of the following listed sources do you use or consult to get information on sustainable food and agricultural products? (Select all that apply)</p> <ul style="list-style-type: none"> - Friends or family members - Licensed healthcare professional - Internet/online (Google searches, blogs, etc.) - Television/Radio - Magazines/newspapers/cookbooks/books - Labels on food packaging - Social media platforms (for example: Instagram, Facebook, Twitter) - Government of Canada (For example: Health Canada) - Educational institutions (school, university, etc.) - Food companies - Supermarket/retail store - Farmers' organizations - Consumer advocacy groups 	Multiple choice

<ul style="list-style-type: none"> - Environmental non-governmental organizations - Other - None. I don't care 	
<p>Please indicate the extent to which you trust the following sources for accurate information about sustainable food and agricultural products:</p> <ul style="list-style-type: none"> - Friends and family - Licensed healthcare professional - Internet/online - Television - Magazines and newspapers - Labels on food packages - Social media platforms (e.g., Facebook, Twitter) - Federal government (e.g., Health Canada) - Food companies - Farmers' organizations - Consumer advocacy groups - Environmental non-governmental organizations - Other 	Multiple choice
<p>Please indicate the extent to which you trust the following sources for accurate information about innovation in food and agricultural products such as gene editing:</p> <ul style="list-style-type: none"> - Friends and family - Licensed healthcare professional - Internet/online - Television - Magazines and newspapers - Labels on food packages - Social media platforms (e.g., Facebook, Twitter) - Federal government (e.g., Health Canada) - University scientists - Multinational food companies - Farmers' organizations - Consumer advocacy groups - Environmental non-governmental organizations - Other - None. I don't care 	Five-point Likert scale
Section IV: Socio-demographics	
<p>How would you describe your daily diet?</p> <ul style="list-style-type: none"> - My diet includes ALL animal- and plant-based food with no restrictions - My diet includes fewer meat products - My diet includes animal-derived products such as milk and cheese, and excludes meat products such as beef, chicken, and fish/seafood - My diet includes fruits and vegetables, and exclude all types of meat and animal-based products such as eggs, milk, and honey - Prefer not to say 	Single choice
What is your gender identity?	Male/Female
How old are you?	<p>Single choice</p> <ul style="list-style-type: none"> - 18-24 years old - 25-34 years old - 35-44 years old - 45-54 years old - 55-64 years old - 65-75 years old - Over 75 years old - Prefer not to say
In which province or territory do you currently live?	<p>Single choice</p> <ul style="list-style-type: none"> - Alberta - British Columbia - Manitoba - New Brunswick - Newfoundland and Labrador

	<ul style="list-style-type: none"> - Nova Scotia - Quebec - Ontario - Prince Edward Island - Saskatchewan - Northwest Territories - Nunavut - Yukon - Prefer not to say
Are there children younger than 18 years old live in your household?	Yes/No
What is your highest completed level of education?	Single choice <ul style="list-style-type: none"> - Elementary school - Secondary (high) school - Technical/College /University - Graduate studies - Prefer not to say
What is your current employment status?	Single choice <ul style="list-style-type: none"> - Working full time - Working part time - Self employed - Unemployed - A student - Retired - Homemaker - Other - Prefer not to say
What type of community you live in?	Rural/Urban
Do/Did you study/work in agri-food related major/industry?	Yes/No
For comparison purposes only, which one of the following best describes the annual income level of your household (in Canadian dollars) before taxes?	Single choice <ul style="list-style-type: none"> - Under \$29,999 - \$30,000 - \$49,999 - \$50,000 - \$69,999 - \$70,000 - \$89,999 - \$90,000 - \$109,999 - \$110,000 - \$129,999 - \$130,000 - \$149,999 - More than \$150,000 - Prefer not to say