

CANADIANS PRESS/ LÉGER MARKETING

How Canadians Feel About their Health and Organic Food

Report



1.0 Study Highlights

- The great majority of Canadians say they are in good health.

Question : *Do you consider your health to be VERY GOOD, GOOD, POOR or VERY POOR ?*

n=1500	Very good health	Good health	Poor health	Very poor health
Canada	41%	55%	4%	1%

- Canadians are concerned with the presence of chemical additives in their food.

Question : *Are you VERY CONCERNED, SOMEWHAT CONCERNED, NOT VERY or NOT CONCERNED AT ALL when it comes to the impact that the presence of chemicals such as pesticides, herbicides , fertilizers, additives, etc. can have on people's health?*

n=1500	Very or somewhat concerned	Not very or not concerned	Don't know
Canada	85%	14%	2%

- Canadians are not convinced about the authenticity of so called « organic food ».

Question : *When you see the term « bio » on a product in your supermarket, do you trust or not that this food is actually bio?*

n=1500	YES, trust	NO, don't trust	Don't know
Canada	39%	35%	25%

- Half of Canadians are ready to pay more for organic food.

Question : *What percentage more would you be willing to pay for bio food ?*

n=1500	Nothing	1% to 5%	6% to 10%	11% to 20%	Over 20%	Don't know / Refusal
Canada	29%	13%	18%	10%	11%	19%

- Three Canadians out of a hundred claim to be vegetarians.

Question : *Are you vegetarian or do you eat meat such as beef, chicken, pork, fish, etc.?*

n=1500	Vegetarian	Eats meat
Canada	3%	97%

Question : *Do you ONLY, OFTEN , RARELY or NEVER buy products that are said to be « bio » when you shop for groceries?*

n=1500	Only	Often	Rarely	Never	Don't know
Canada	1%	17%	37%	28%	17%

2. Results

2.1 The great majority of Canadians say they are in good health

96% of Canadians say they are in good health, 41% say they are in very good health and 55% claim to be in good health.

97% of those under 55 years of age and 93% of those in the 55-64 age group consider themselves to be in good or in very good health compared to 85% of those over 65 years of age. It should be noted that 99% of those with an income over \$60,000 say they are in good or very good health, while 86% of low income earners feel they are in good or very good health.

Question : *Do you consider your health to be VERY GOOD, GOOD, POOR, or VERY POOR?*

n=1500	Very good	Good health	Poor health	Very poor health
Under \$20 000	21%	65%	11%	3%
\$20 000 to \$39 999	38%	57%	4%	1%
\$40 000 to \$ 59 999	41%	55%	4%	0%
Over \$60 000	48%	51%	1%	0%
Canada	41%	55%	4%	1%

2.2 Canadians are concerned about the presence of chemical additives in their food

85% of Canadians say they are concerned with the effect chemical additives in food could have on their health, while 14% say they are not concerned. 50% are very concerned and 35% are somewhat concerned.

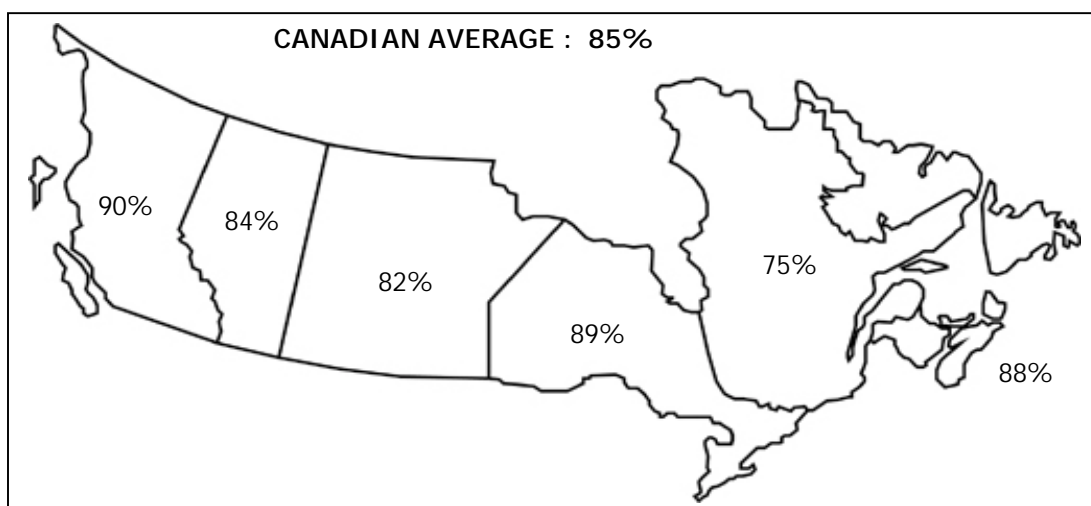
91% of women admitted they were concerned, as did 91% of those in the 45-54 age group, 89% of Ontarians and 90% of British Columbians.

However, 20% of men are not concerned, and neither are 21% of those in the 18-24 age group, 26% of francophones, 24% of Quebecers and 20% of manual workers.

Question : *Are you VERY CONCERNED, SOMEWHAT CONCERNED, NOT VERY or NOT CONCERNED AT ALL when it comes to the impact that the presence in food products of chemicals such as pesticides, herbicides, fertilizers, additives, etc. can have on people's health ?*

n=1500	Very or somewhat concerned	Not very or not concerned	Don't know
Atlantic Provinces	88%	7%	4%
Quebec	75%	24%	1%
Ontario	89%	10%	1%
Prairies	82%	16%	2%
Alberta	84%	14%	2%
British Columbia	90%	9%	1%
Canada	85%	14%	2%

Percentage of Canadians who are concerned about the effect of chemical additives in their food



2.3 Canadians are not convinced about the so called authenticity of organic food

39% of Canadians trust the term organic in relation to food sold on the shelves, while 35% do not trust it and 25% don't know.

The degree of consumer trust in organic products among those who often or always buy organic food is 64%, but it falls to only 49% among those who rarely buy such products.

Those who demonstrate the most trust in organic products are 58% of those in the 18-24 age group, 48% of francophones, 51 % of Quebeckers and 57% of students.

Among those with the least confidence were 41% of those between the ages of 45 and 64 and 44% of Quebeckers.

Question : *When you see the term « bio » on a product in your supermarket, do you trust or not that this food is actually bio?*

n=1500	YES, trust	NO, don't trust	Don't know
Atlantic Provinces	43%	26%	31%
Quebec	51%	44%	5%
Ontario	37%	33%	30%
Prairies	36%	34%	30%
Alberta	31%	34%	36%
British Columbia	31%	34%	35%
Canada	39%	35%	25%

2.4 Half of Canadians would be willing to pay more for organic food

52% of Canadians would be willing to pay more for organic food, while 29% would not want to pay more and 19% didn't have an opinion. On average, Canadians willing to pay more would be willing to pay an extra 10% over existing prices.

12% of women and 13% of Quebecers would be willing to accept higher prices, compared to 9.8% of men and 6.2% of Prairie residents.

Question : *What percentage MORE would you be willing to pay for bio food?*

n=1500	
Nothing	29%
1% to 5%	13%
6% to 10%	18%
11% to 20%	10%
Over 20%	11%
Don't know / Refusal	19%

} 52% ready to pay more

Question : *What percentage MORE would you be willing to pay for bio food ?*

n=1500	Average percentage
Atlantic Provinces	11.2%
Quebec	12.9%
Ontario	11.1%
Prairies	6.2%
Alberta	9.2%
British Columbia	9.4%
Canada	10.8%

2.5 Three out of one hundred Canadians say they are vegetarians

3% of Canadians say they are vegetarians. These figures decrease to 1% among men and those with a higher income.

However, 55% say they eat organic products. 1% only eat these products, while 17% eat them often and 37% rarely.

Question : *Are you vegetarian or do you eat meat such as beef, chicken, pork, fish, etc? ?*

n=1500	Vegetarian	Eats meat
Men	1%	97%
Women	4%	96%
Canada	3%	97%

Question : *Do you buy ONLY, OFTEN, RARELY or NEVER buy products that are said to be « bio », when you shop for groceries?*

n=1500	Only	Often	Rarely	Never	Don't know
Men	1%	16%	35%	30%	17%
Women	2%	17%	39%	26%	16%
Canada	1%	17%	37%	28%	17%

55% eat organic products

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1500 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between June 4 and June 9 2002. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1500 respondents is of ± 2.6 , 19 times out of 20.