

CANADIAN PRESS / LEGER MARKETING

**Canadians and their
Perceptions on Products Made
in Canada**

Report



1. Study Highlights

- 63% of Canadians are concerned about buying products manufactured in Canada whereas 35% are not.

Question: When you buy a product, apart from exotic products, are you concerned about knowing whether it has been made in Canada or not?

N=1505	Yes	No	Don't know / Refusal
Canada	63%	35%	1%

- On average, Canadians say they are ready to pay up to 13% more for a Canadian product.
- Buying Canadian is a matter of principal rather than a matter of quality.

Question: Do you believe that the quality of imported products, apart from exotic products, is higher than, the same as or lower than that of products made in Canada?

N=1505	Higher	Same	Lower	Don't know/Refusal
Canada	12%	44%	34%	10%

- 62% of Canadians boycott products manufactured by companies that have manufacturing plants in countries where labour' rights are not respected.

Question: When you know that a company prefers establishing its manufacturing plants in countries where labour' rights are not respected, does this lead you to boycott this company's products? Yes or no?

N=1505	Yes	No	Don't know / Refusal
Canada	62%	33%	5%

2. Results

2.1 Close to two-thirds of Canadians are concerned about where the products they purchase come from.

63% of Canadians say they are concerned about knowing if the products they purchase are made in Canada whereas 35% do not have this concern. A significantly higher proportion of women (68%), respondents between 45 and 64 years of age (72%), Anglophones (66%), people whose annual household income is over \$60,000, and retired people (70%) say they are concerned about the origin of the products they purchase.

It is noteworthy that Ontarians (69%) are among those who are most concerned compared to other regions in the country.

On the other hand, citizens from the Prairies (56%) are among those who are the least preoccupied with product origin. This is also the case with younger Canadians, where only half of respondents between 18 and 34 years of age (50%) say they pay special attention to where the products they purchase come from.

Question: When you buy a product, apart from exotic products, are you concerned about knowing whether it has been made in Canada or not?

N= 1505	Yes	No	Don't know/Refusal
Atlantic Provinces	61%	37%	2%
Quebec	60%	39%	1%
Ontario	69%	30%	1%
Prairies	56%	37%	7%
Alberta	61%	38%	2%
British Columbia	60%	40%	-
Canada	63%	35%	1%

2.2 On average, a product made in Canada is worth 13% more than an imported product

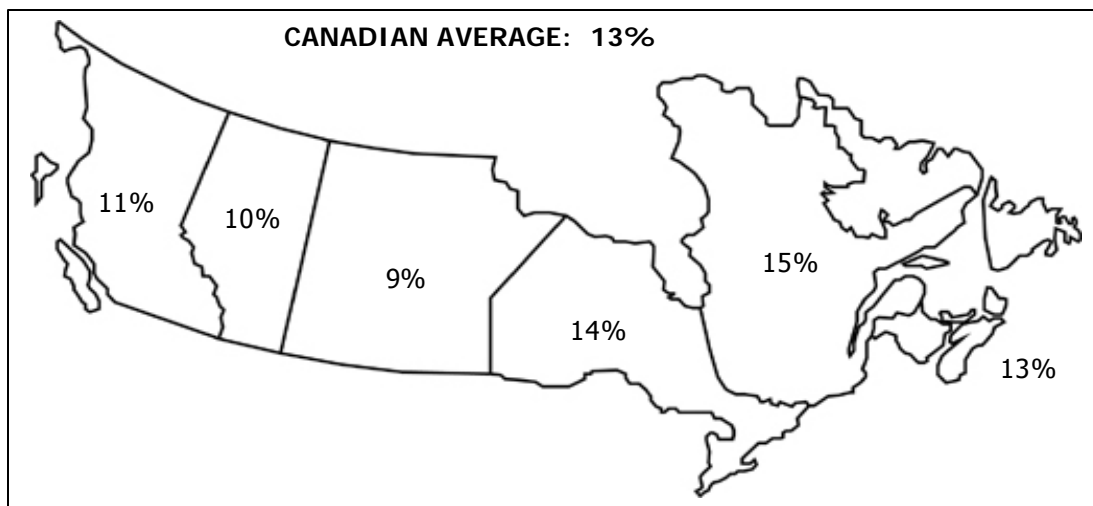
On average, Canadians are willing to pay up to 13% more to purchase a product manufactured in Canada rather than an imported product. However, close to a quarter (23%) would not pay a penny more, 14% would spend between 1% and 5% more, 23% between 6% and 10% more, 8% between 11% and 19% more, and 17% would pay 20% or more.

Also, there is a variation between regions from the East and West of Canada. In fact, on average, the Atlantic Provinces, Quebec and Ontario would spend 14% more, compared to 10% more in the Prairies, Alberta and British Columbia. Notably, a quarter of citizens from the Prairies (25%) has no opinion on the matter.

Question: What percentage would you be willing to pay more to purchase products that have been made in Canada rather than products that have been imported, apart from exotic products?

N=1505	Average %
Atlantic Provinces	13%
Quebec	15%
Ontario	14%
Prairies	9%
Alberta	10%
British Columbia	11%
Canada	13%

The percentage Canadians are willing to pay more to purchase products made in Canada



Nevertheless, those who say they are concerned about where the products they purchase come from are ready to pay, on average, up to 16% more for products made in Canada. However, 13% them are not willing to spend more, 14% would pay 1 to 5% more, 51% between 6 and 10% more, 10% between 11 to 19% and 22% would be willing to pay 20% or more.

Question: What percentage would you be willing to pay more to purchase products that have been made in Canada rather than products that have been imported, apart from exotic products?

	Average % Total population N=1505	Average % Canadians concerned with products made in Canada n=955
0% more	23%	13%
1 to 5 % more	14%	14%
6 to 10% more	23%	28%
11 to 19% more	8%	10%
20% or more	17%	22%
Does not know/Refusal	15%	13%

2.3 Buying Canadian: a matter of principal

Only 12% of Canadians believe that products manufactured elsewhere than in Canada are of higher quality. In fact, Allophones, who represent 15% of the surveyed population, are in the higher proportion of those who are of this opinion (18%), including Canadians between 18 and 24 years of age (17%) and people with an elementary school education (27%).

Thus, 44% of Canadians perceive that the quality of imported products is the same as (44%) Canadian products. The majority of Quebecers (56%), Francophones (53%), Canadians with a university education (49%), and people whose annual household income is above \$60,000 (48%) are more likely to be of this opinion than people in other categories are.

On the other hand, 34% feel that the quality of imported products is lower than that of products made in Canada. However, this proportion rises to 42% among Canadians for whom purchasing Canadian products is important.

Question: Do you believe that the quality of imported products, apart from exotic products, is higher than, the same as or lower than that of products made in Canada?

N=1505	Higher	Same as	Lower	Don't know/Refusal
Francophones	6%	53%	32%	9%
Anglophones	13%	41%	36%	10%
Allophones	18%	38%	32%	13%
Canada	12%	44%	34%	10%

2.4 More than 3 in 5 Canadians believe labour' rights are important and will go as far as boycotting products manufactured by plants in certain countries that do not respect these laws.

62% Canadians claim to boycott products sold by companies that have manufacturing plants in countries where labour' rights are not respected. Nonetheless a third of Canadians (33%), although aware that workers in some countries are subjected to poor working conditions, will not consider this a reason to stop purchasing products manufactured by companies with plants in these countries.

There is no significant difference between Canadian regions. However, women (66%) are more inclined than men (57%) to boycott these products when they learn that they are manufactured in countries where labour' rights are not respected.

Question: When you know that a company prefers establishing its manufacturing plants in countries where labour' rights are not respected, does this lead you to boycott this company's products? Yes or no?

N=1505	Yes	No	Don't know/Refusal
Men	57%	37%	5%
Women	66%	29%	5%
Canada	62%	33%	5%

Moreover, close to three-quarters (72%) of Canadians for whom purchasing Canadian products is important, feel that products manufactured by companies that have plants established in countries where labour' rights are not respected should be boycotted, and claim to do so when they become aware of the situation.

Question: When you know that a company prefers establishing its manufacturing plants in countries where labour' rights are not respected, does this lead you to boycott this company's products? Yes or no?

N=1505	Is concerned about purchasing Canadian products	Is not concerned about purchasing Canadian products.
Yes	72%	44%
No	24%	49%

*The horizontal complement to 100% represents those who did not know or who refused to answer.

3. Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1505 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between October 28 and November 2, 2003. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to region, 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 1505 respondents is of $\pm 2.6\%$, 19 times out of 20.