



Dairy Farmers of Canada Survey

Final National results

ENVIRONICS
RESEARCH

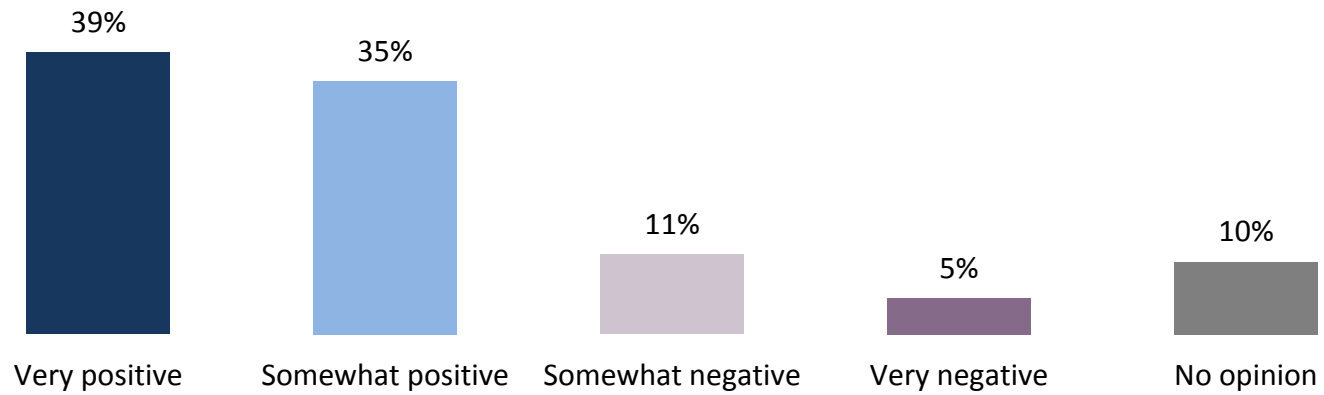
Methodology

- Environics conducted an Interactive Voice Recognition (IVR) telephone survey of 1,707 Canadians aged 18 and older between July 24 and 28, 2015. The sample includes both land line and cellphone numbers.
- The data are statistically weighted to ensure the age and gender composition of the sample reflects that of the population according to the 2011 Census.
- The margin of error for a sample of 1,707 is plus or minus 2.4 percentage points (at the 95% confidence level). The reader is cautioned that margins of error are larger for subsamples of the population (e.g., for regions, age groups).
- In this report, results are expressed as percentages unless otherwise noted. Results may not add to 100% due to rounding or multiple responses.

Impressions of Canada's milk industry

A large majority have a positive impression of Canada's milk industry

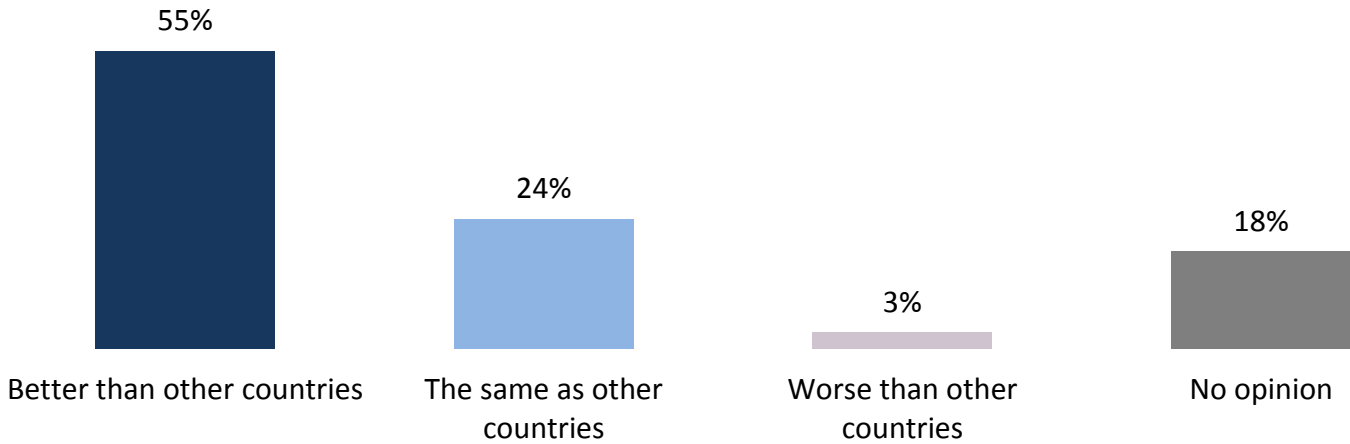
Impression of Canada's milk industry



Q2. Would you say you have a positive or negative impression of Canada's milk industry?

More than half believe the safety and quality of Canada's milk products are superior to other countries

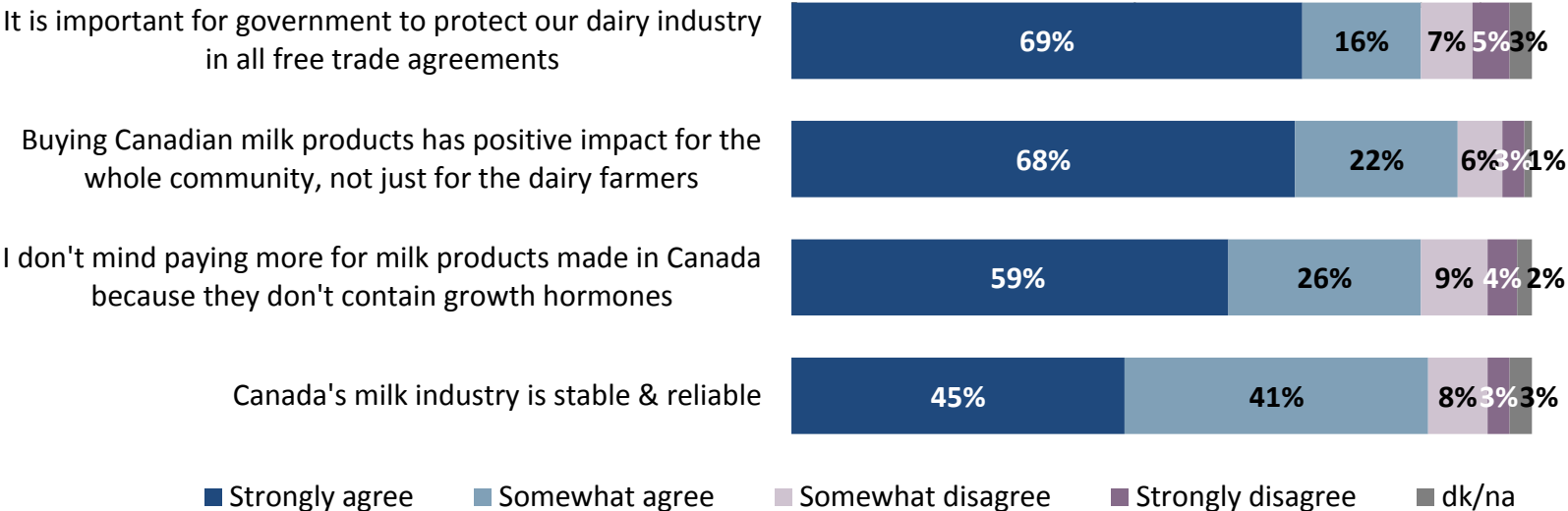
Comparing safety & quality of Canada's milk products to other countries



Q3. In your opinion, how does the safety and quality of Canadian milk products compare to those from other countries?

There is strong agreement with all four statements about Canada's dairy industry

Agreement with statements about milk products & dairy industry

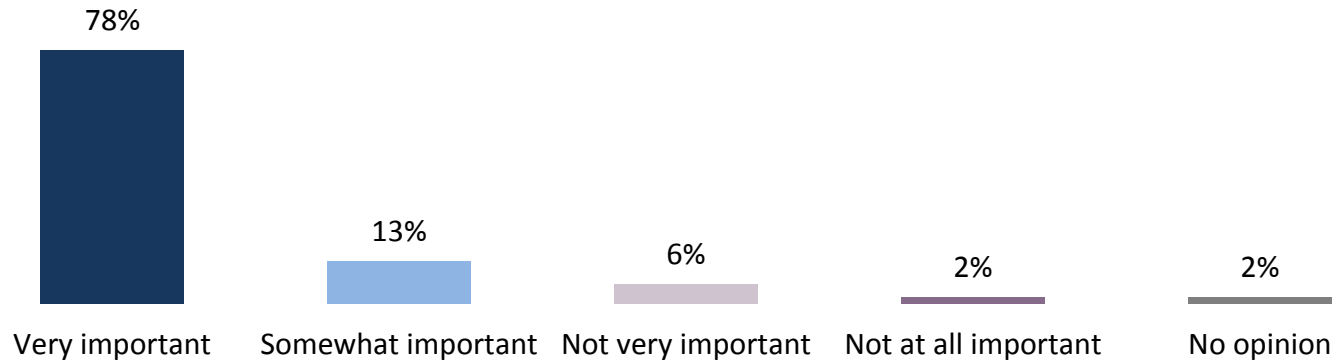


Q6-9. Please indicate whether you agree or disagree with the following four statements ...?

Shopping for milk & milk products

Almost eight in ten say it is very important that the milk products they use are Canadian

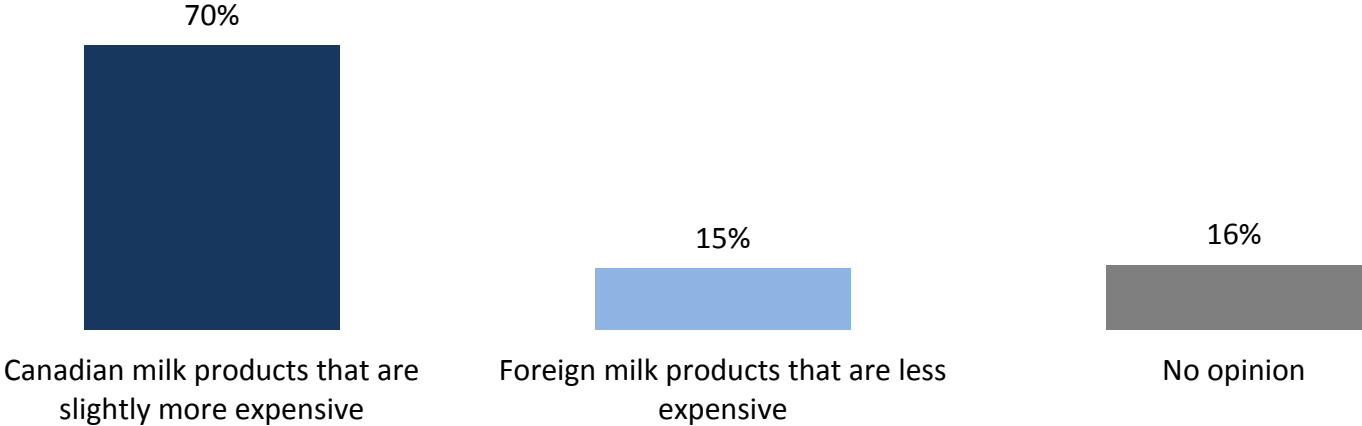
Importance of using milk products from Canadian producers



Q4. How important is it to you that the milk products you and your family use come from Canadian milk producers?

Seven in ten would prefer slightly more expensive Canadian milk products over less expensive foreign milk products

Choosing milk & milk products

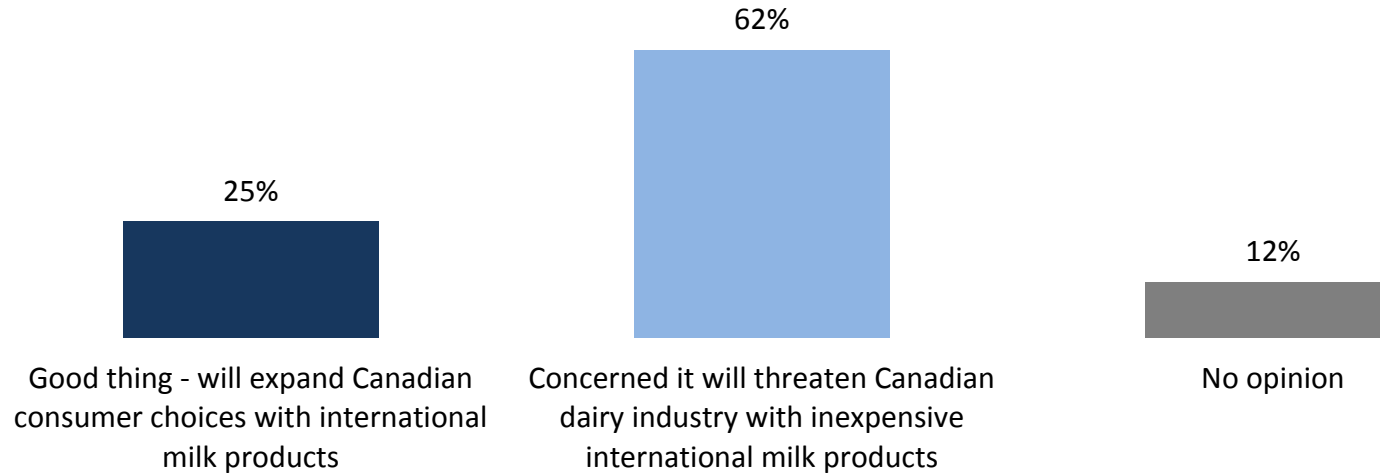


Q5. When shopping for milk and milk products, which of the following would you choose ...?

Trans-Pacific Partnership impacts

A majority are concerned that the TPP will threaten the Canadian dairy industry

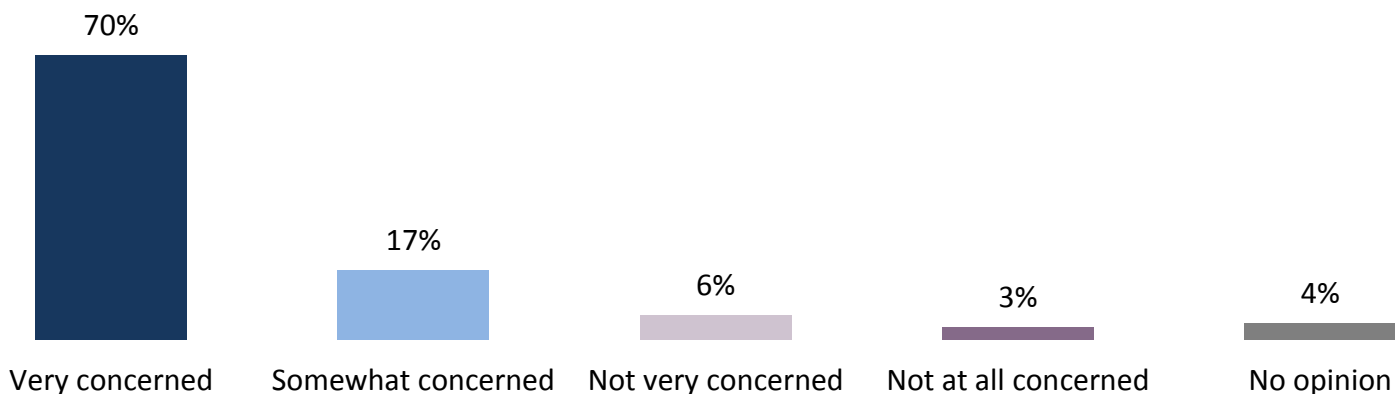
Perceptions of Trans-Pacific Partnership impact on Canada's dairy industry



Q10. The Canadian government is currently negotiating an international free trade agreement, known as the Trans Pacific Partnership, with 11 other nations which will have an impact on Canada's Dairy industry. Some people feel the Trans-Pacific Partnership will have a positive impact by increasing the number of international milk products available to Canadian shoppers. Other people are concerned that the free trade of milk products from other nations will threaten Canada's dairy industry because of an increase in inexpensive, foreign milk products on Canadian shelves. Which of these two statements is closest to your point of view ...?

Seven in ten are very concerned about the lowering of Canada's food safety and quality standards due to the TPP

Level of concern about the lowering of Canada's food safety & quality standards



Q11. One of the objectives of the Trans Pacific Partnership is to allow more foreign milk products into Canada. To do this, Canada may be required to lower its food safety and quality standards. How concerned are you about the lowering of Canada's food safety and quality standards?



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