

# The Canadian Centre for Food Integrity 2021 Public Trust Research



## Prince Edward Island Research Highlights

### Methodology

n=210

Total Sample Size

n=200

Phone Interviews

n=10

Online Surveys

- Fieldwork was conducted among PEI residents aged 18+ from August 27<sup>th</sup> to September 23<sup>rd</sup>, 2021
- Online survey was conducted using Ipsos' I-Say Online Household Panel of over 80,000 Canadian adults.
- Telephone surveys were conducting using a Random Digit Dialing.
- Quotas and weighting were employed to ensure that the sample's composition reflects the overall population of Prince Edward Island according to census information.
- The precision of online polls is measured using a credibility interval. In the case of PEI, the results are accurate to within +/- 7.7 percentage points, 19 times out of 20, of what the results would have been had all PEI adult residents had been polled.

### Research Findings

#### Trust in food system on the rise, along with concern on key food issues

PEI enjoys a very high level of overall trust in its food system and should work to demonstrate leadership in more specific areas including food security, animal welfare and sustainable food production.

#### Islanders want local food, ethically produced

Strong demand for food produced within the province must continue to be met while improving perceptions on the compensation and workplace safety of food system workers.

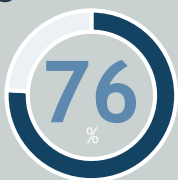
#### Farmers to lead on environmental stewardship concerns

Farmer-led communications on land use, sustainable food production and pesticide use in crop production will be most trusted and can address growing concerns on these issues.

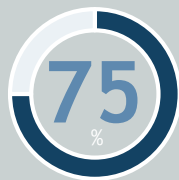
#### Government plays an important role

By partnering with trusted stakeholders and demonstrating effectiveness of regulations in ensuring the quality and safety of the food system Government can continue to grow trust.

### Significant increases vs 2020...



Feel the food system is moving in the right direction (+10pts).



Concerned about the affordability of healthy food (+12pts).



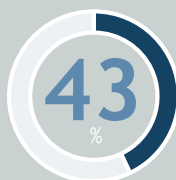
Concerned about humane treatment of farm animals (+9pts).



Concerned about environmental sustainability in farming (+10pts).



Concerned about availability of quality food (+9pts).



Concerned about the regulation of Canada's food system (+9pts).

### Trust has increased towards...

