

The Canadian Centre for Food Integrity 2020 Public Trust Research

Prince Edward Island Research Report

n=300

Total Sample Size

n=200

Phone Interviews

n=100

Online Surveys

Methodology

- Fieldwork was conducted among PEI residents aged 18+ from July 28th to August 27th, 2020
- 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 methodology and 50% of responses were from cell phone.
- 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 +/- 6.5 percentage points, 19 times out of 20, of what the results would have been had all Canadian adults been polled.

Key Findings and Implications

● Healthy, Affordable Food a Top Concern

All government communications and public engagement should highlight how its efforts help to provide its residents with healthy, affordable, and nutritious food.

● Trust in the Food System is High

Despite a vocal minority of critics of Canada's food system, overall sentiment and trust among PEI residents is high and should be celebrated but not taken for granted.

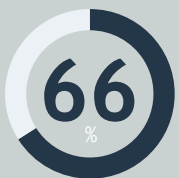
● Environment and Sustainability are Key Issues

Continue to share environmentally sustainable practices in the Province's food production with a focus on Canadian grown/raised and limiting packaging.

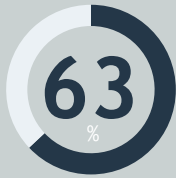
● Strong Appetite for Information and Communications

Investment in search-engine optimization will improve engagement with residents who are actively seeking out information on food issues they care about. Partnering with reliable resources like farmers and university researchers can help build public trust.

PEI Residents ...



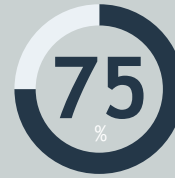
Feel the food system is going in the right direction.



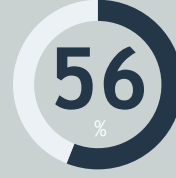
Are very concerned about the affordability of healthy food.



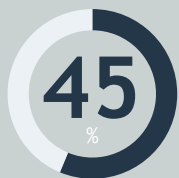
Are very concerned about the nutritious value of the food they eat.



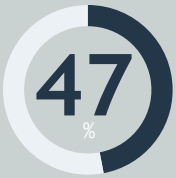
Say they trust food produced in Canada more than imported food.



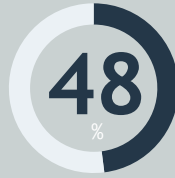
Are very concerned about climate change.



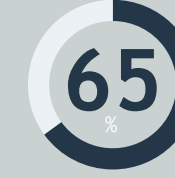
Are very concerned about environmental sustainability in farming.



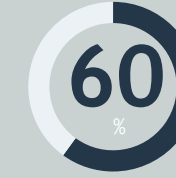
Feel that Canadian farmers are good stewards of the environment.



Feel sustainable food is food grown/raised locally.



Say they 'always' or 'sometimes' seek out grocery that use less packaging.



Say they 'always' or 'sometimes' seek out grocery stores that have minimal environmental impact.