

Ministry of Agriculture



SaskMade Survey

By



March 2008

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Executive Summary

- An Arcas Group Inc. poll was conducted from March 13th to March 20th, 2008.
- The goals of the research were:
 - To identify the potential size of the market for SaskMade products
 - To identify conditions that affect consumers to purchase SaskMade products
 - To establish the demographic makeup of potential SaskMade consumers (age, gender, income level)
 - To identify consumer attitudes and perceptions around purchasing SaskMade food products
 - To identify consumer suggestions for improving the SaskMade Market Place
- Consumers are cognisant of the “SaskMade” brand and are more likely to purchase a food product labeled with it.
- The majority of respondents would support Saskatchewan/local businesses and food producers/farmers.
- About one-third of respondents expect to pay more for a SaskMade product.
- Slightly more than two-third of consumers purchased a product labeled SaskMade in past two years.
- The vast majority of respondents prefer SaskMade displays in grocery stores.
- Over 9 out of 10 consumers would purchase SaskMade product for their own use.
- About one-half of Saskatoon’s respondents have visited the SaskMade store in Saskatoon.
- The majority of respondents made a purchase at a farmers' market.

Key Findings

- The majority of respondents **76%**, would purchase food product label SaskMade.
- One-third of respondents support Saskatchewan/Local businesses and one-quarter of respondents would support Saskatchewan food producers/farmers.
- Two-thirds of consumers expect to pay the same or more for a SaskMade product instead of a product made outside of Saskatchewan.
- Overall **69%** of respondents have purchased SaskMade product.
- Nearly **40%** of all respondents purchased SaskMade jams/jellies, followed by fresh fruits/vegetables **37%**.
- The vast majority of consumers **~83%** preferred to shop for SaskMade food product in a grocery store followed by farmers market/craft sale **~47%**.
- Nearly **93%** of all respondents would purchase SaskMade food products for their own consumption.
- Only **~18%** of all respondents have visited the SaskMade Market Place Store in Saskatoon.
- Nearly half of Saskatoon respondents **48%** visited SaskMade Market Place Store.
- The majority of respondents **~70%** have made a purchase at a farmers' market.

Introduction

In order to measure and benchmark consumer perceptions, attitudes and awareness of SaskMade food product, the Ministry of Agriculture, Government of Saskatchewan commissioned the Arcas Group Inc. to conduct a telephone survey among residents living in Saskatchewan. The overall survey population was divided into three distinct geographic segments:

- Saskatoon
- Regina
- Other (rest of Saskatchewan)

Sampling

A simple random sampling was applied to each of three above segments. There were 125 completions in each of the geographic segments. In Saskatoon and Regina this yielded a margin of error +/- 8.8% at 95% confidence interval. The 150 completed surveys in the “other” segment resulted in a margin of error +/- 8.0% at 95% confidence. The margin of error for analysis of any sub-samples will be greater.

Methodology

A survey instrument was designed by the client with recommendations from Arcas Group.

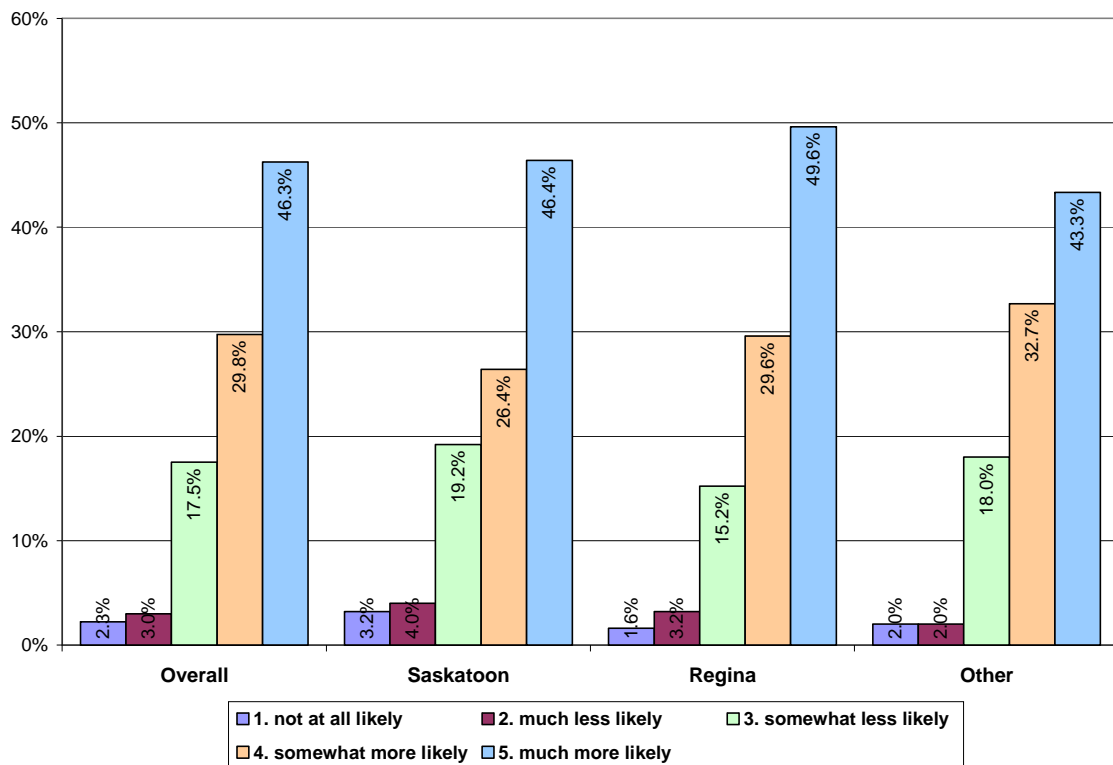
During the period March 13th to March 20th, 2008, 400 completed interviews were conducted by telephone. Interviews were administered randomly from the three geographic areas.

The telephone interviews were conducted utilizing computer assisted telephone interviewing (CATI). Data collection with strict quality control was conducted with trained, professional telephone interviewers and validated by on-site supervisors.

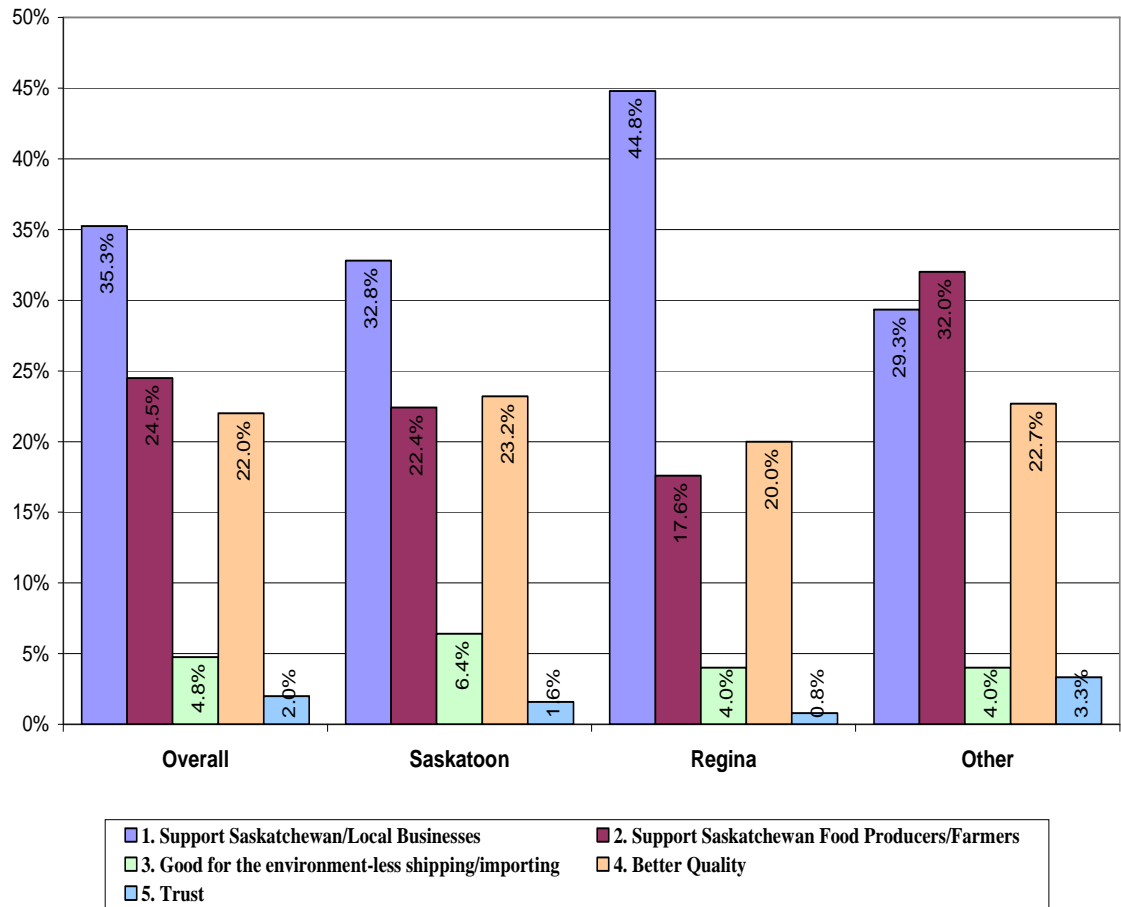
The survey was designed to allow for analysis of the entire sample and also of various subsets of the sample. Cross tabulation analysis was also conducted utilizing various demographic information provided by the respondents.

Survey Results - 2008

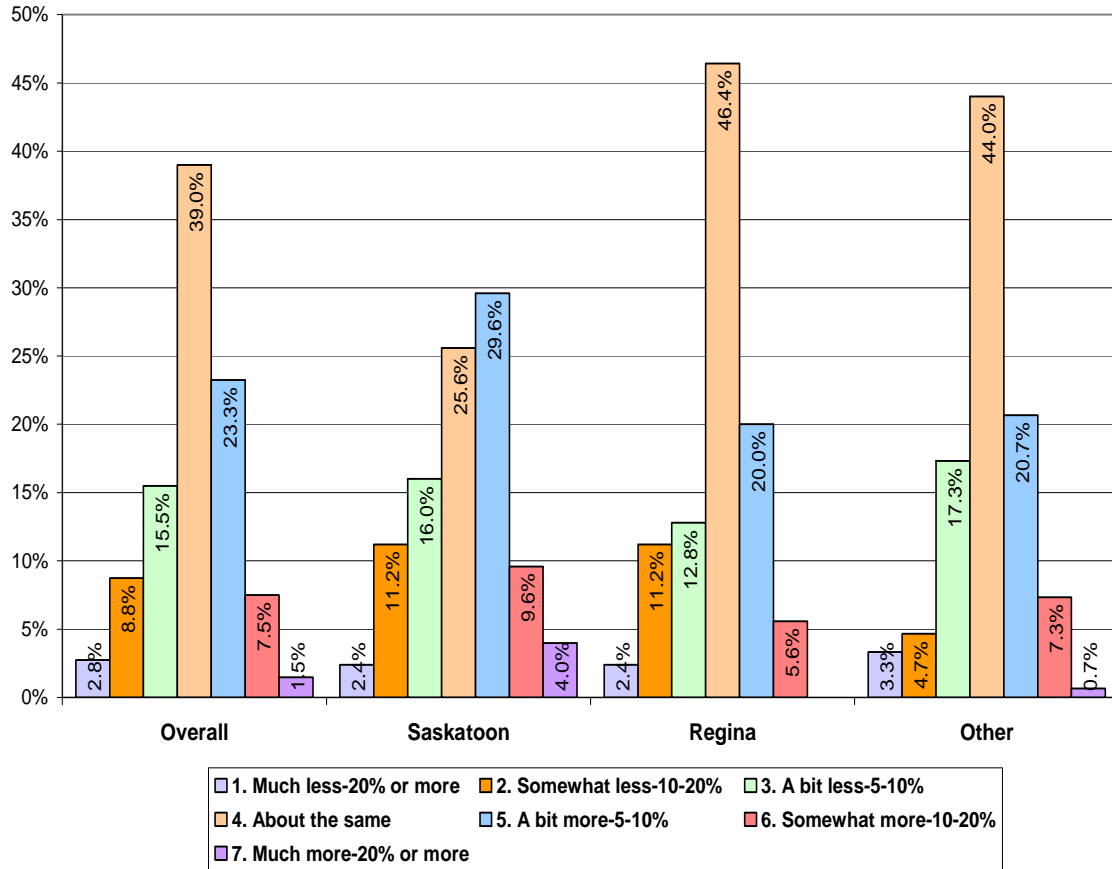
A01. On a scale of 1 to 5 with 5 being "much more likely" and 1 being "not at all likely", how likely would you be to purchase a food product labeled "SaskMade" instead of a product made outside of Saskatchewan?



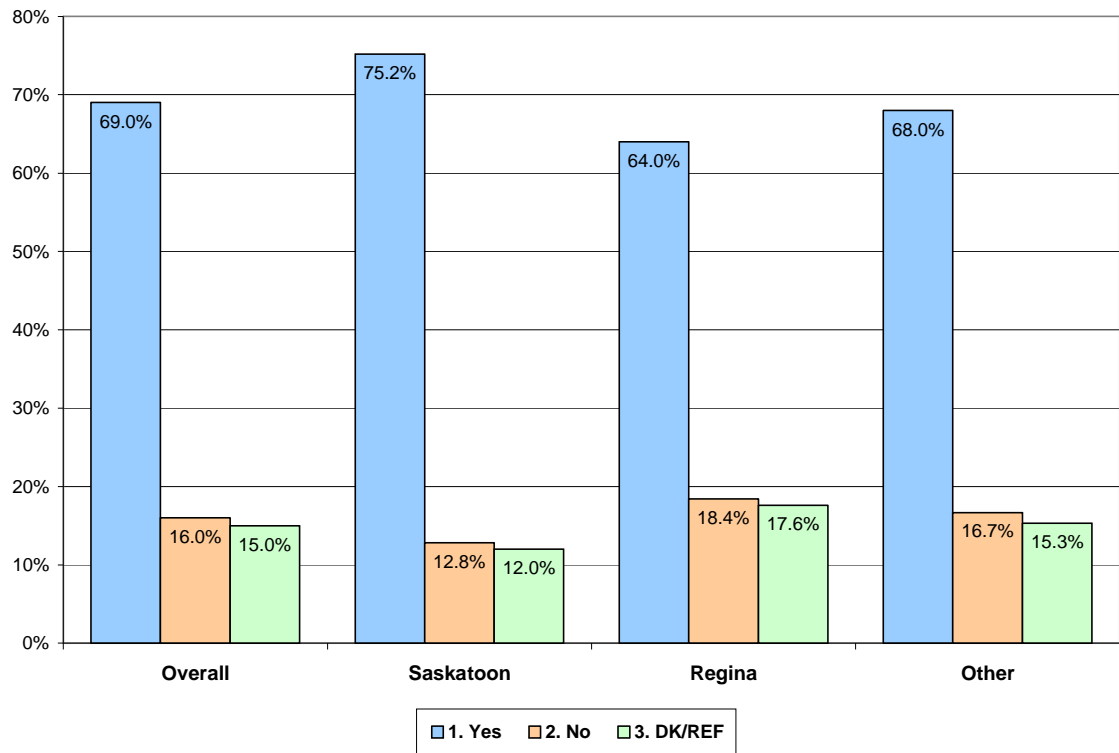
A02. What factors would influence you to purchase a SaskMade'' product?



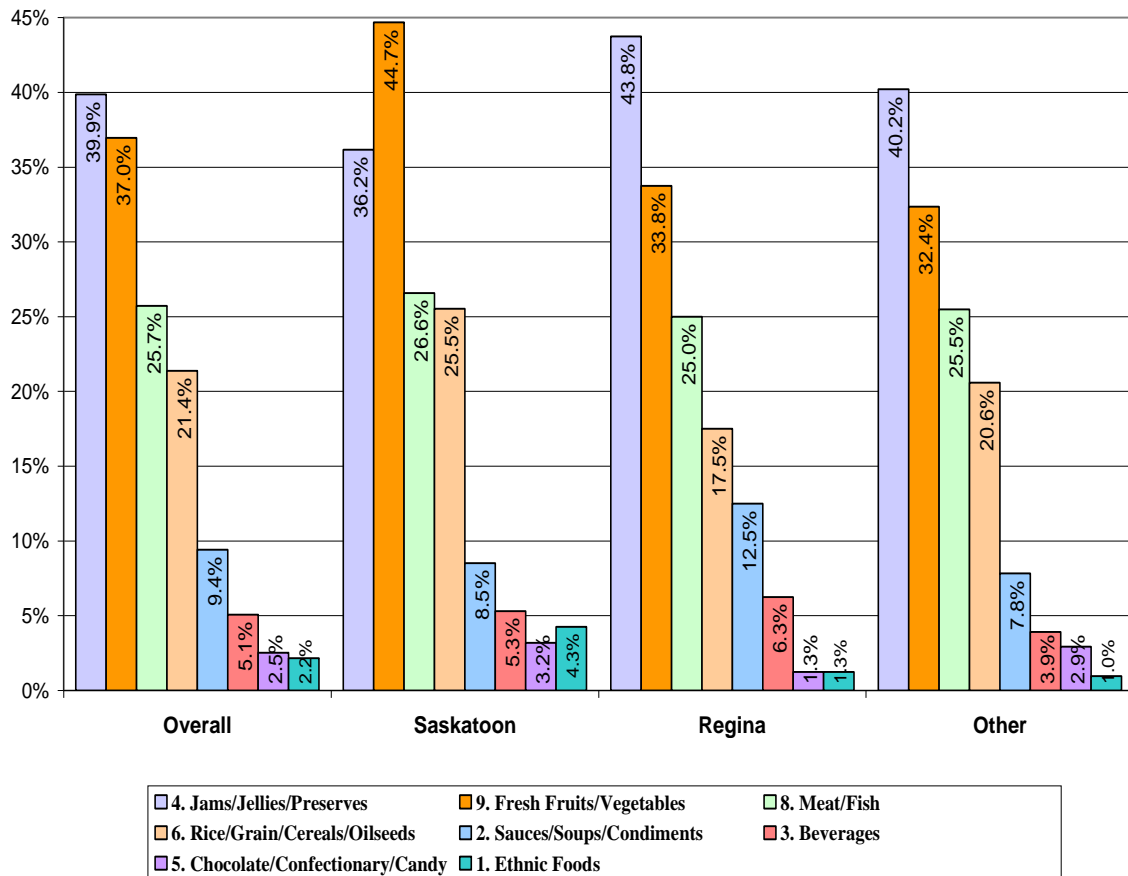
A03. Would you expect to pay more or less for a SaskMade product instead of a product made outside of Saskatchewan?



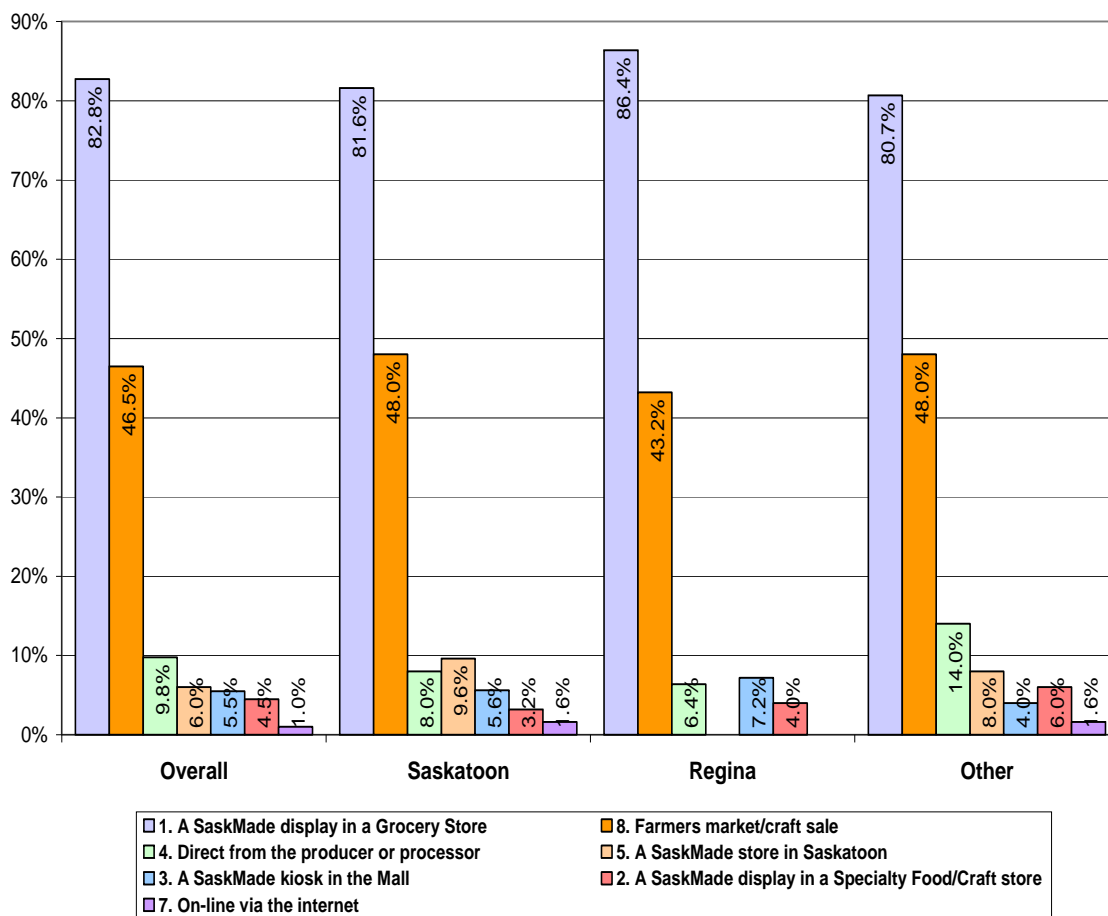
A04. Have you purchased a product that is labeled "SaskMade" in the past 2 years?



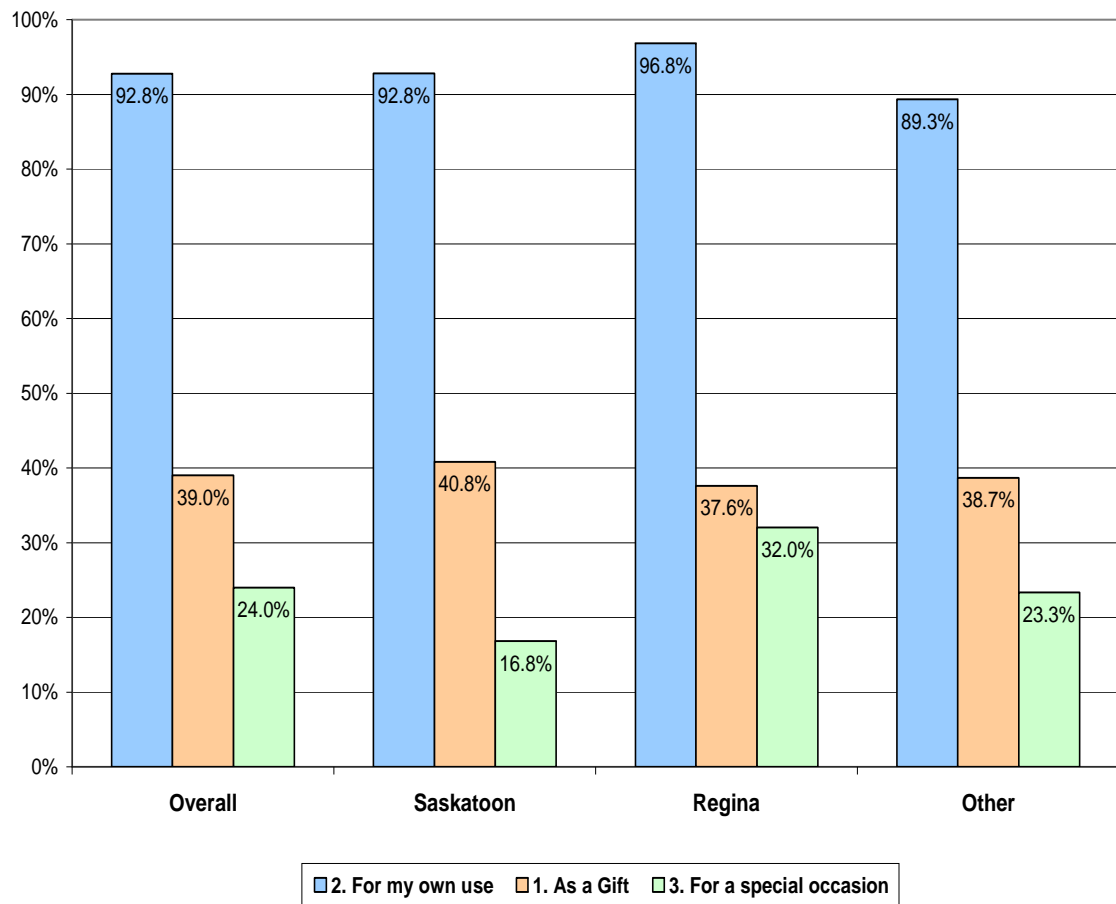
A04a. What was it that you purchased?



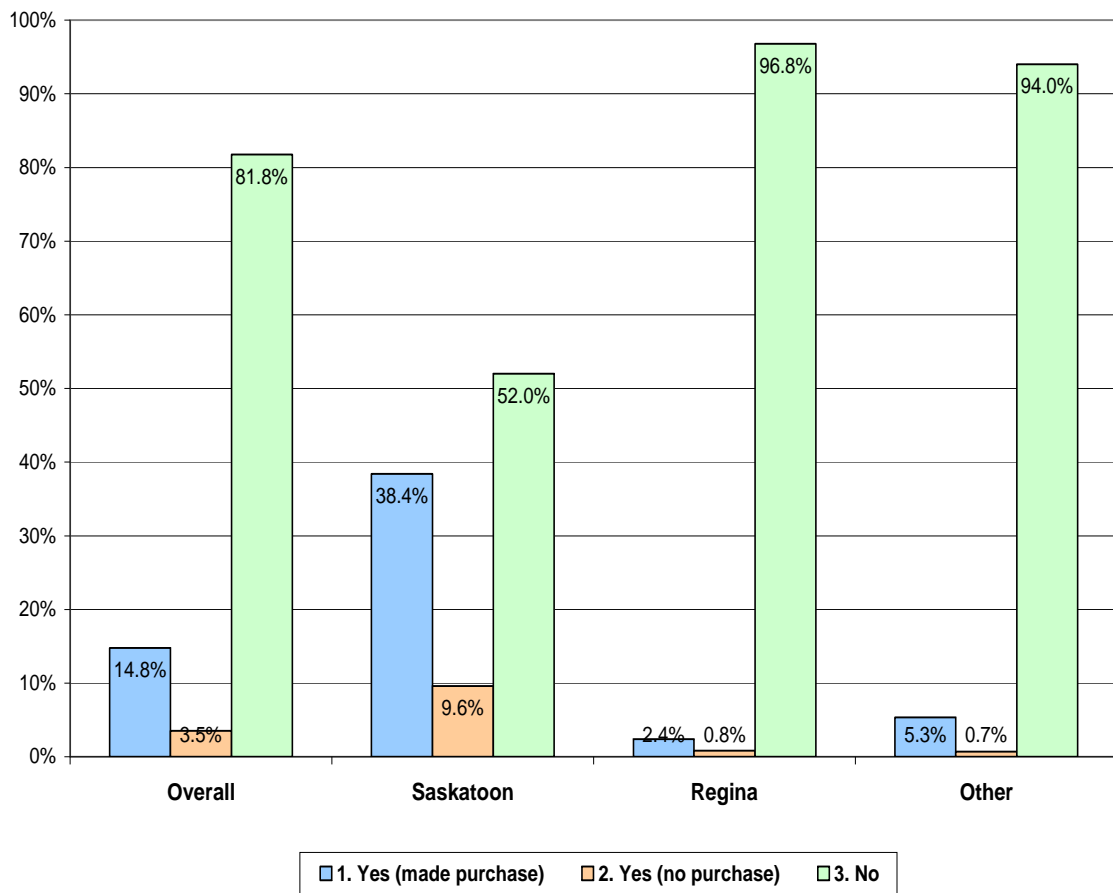
A05. If you were going to purchase a SaskMade food product, what would be your preference on where to shop?



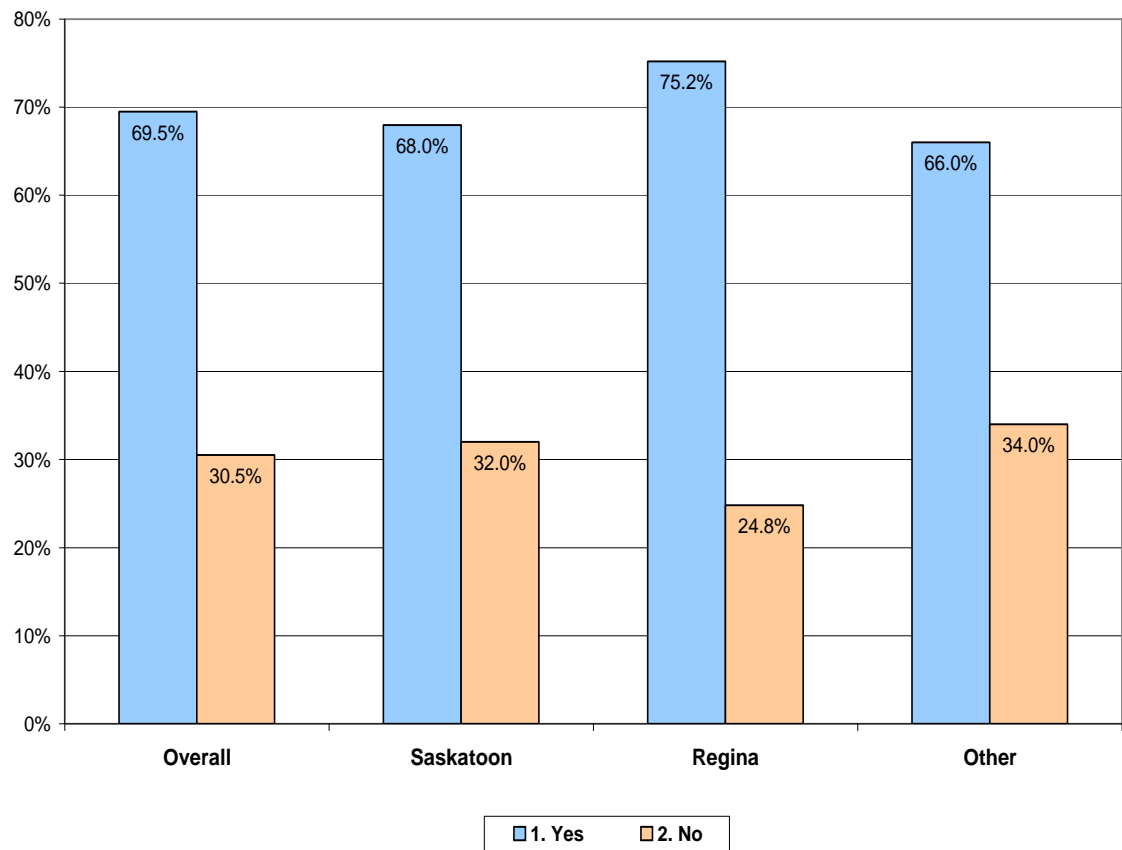
A06. What would be the reason that you would purchase a SaskMade food product?



A07. Have you ever visited the SaskMade Market Place Store in Saskatoon?



A08. In the last year have you made a purchase at a farmers' market?



Demographics

B01. Can you please stop me when I reach the category under which your age falls?

	Count	Percent
1. 19 - 25	16	4.0%
2. 25 - 35	46	11.5%
3. 35 - 45	84	21.0%
4. 45 - 55	98	24.5%
5. 55 - 65	69	17.3%
6. 65 and over	83	20.8%
7. DK/REF	4	1.0%
Total	400	100.0%

B02. What is the highest level of education you have completed?

	Count	Percent
1. University	175	43.8%
2. College/Trade School (ie SIAST)	79	19.8%
3. High School	115	28.8%
4. Elementary School	18	4.5%
6. DK/REF	13	3.3%
Total	400	100.0%

B03. Can you please stop me when I reach the category that best describes your households total annual income?

	Count	Percent
1. Less than \$20,000	21	5.3%
2. \$20,000 - \$40,000	66	16.5%
3. \$40,000 - \$60,000	63	15.8%
4. \$60,000 - \$80,000	39	9.8%
5. \$80,000 - \$100,000	35	8.8%
6. Over \$100,000	59	14.8%
7. DK/REF	117	29.3%
Total	400	100.0%

Gender

	Count	Percent
Male	110	27.5%
Female	289	72.3%
DK	1	0.3%
Total	149	100.0%

Demographics by A01(more likely 4, 5; less likely 1 to 3):

A01. How likely would you be to purchase a food product labeled "SaskMade" instead of a product made outside of Saskatchewan?

A01 by Age:

	less likely		more likely	
	Count	Percent	Count	Percent
1. 19 - 25	5	5.5%	11	3.6%
2. 25 - 35	13	14.3%	33	10.9%
3. 35 - 45	16	17.6%	66	21.7%
4. 45 - 55	25	27.5%	72	23.7%
5. 55 - 65	20	22.0%	49	16.1%
6. 65 and over	10	11.0%	71	23.4%
7. DK/REF	2	2.2%	2	0.7%
Total	91	100.0%	304	100.0%

A01 by Education:

	less likely		more likely	
	Count	Percent	Count	Percent
1. University	37	40.7%	137	45.1%
2. College/Trade School (ie SIAST)	17	18.7%	61	20.1%
3. High School	29	31.9%	85	28.0%
4. Elementary School	6	6.6%	11	3.6%
6. DK/REF	2	2.2%	10	3.3%
Total	91	100.0%	304	100.0%

A01 by Income:

	less likely		more likely	
	Count	Percent	Count	Percent
1. Less than \$20,000	3	3.3%	17	5.6%
2. \$20,000 - \$40,000	16	17.6%	49	16.1%
3. \$40,000 - \$60,000	12	13.2%	51	16.8%
4. \$60,000 - \$80,000	8	8.8%	30	9.9%
5. \$80,000 - \$100,000	7	7.7%	28	9.2%
6. Over \$100,000	14	15.4%	45	14.8%
7. DK/REF	31	34.1%	84	27.6%
Total	91	100.0%	304	100.0%

A01 by Gender:

	less likely		more likely	
	Count	Percent	Count	Percent
Male	32	35.2%	78	25.7%
Female	59	64.8%	225	74.0%
DK			1	0.3%
Total	91	100.0%	304	100.0%

Demographics by A04:

A04. Have you purchased a product that is labeled "SaskMade" in the past 2 years?

A04 by Age:

	1. Yes		2. No	
	Count	Percent	Count	Percent
1. 19 - 25	10	3.6%	3	4.7%
2. 25 - 35	23	8.3%	15	23.4%
3. 35 - 45	53	19.2%	13	20.3%
4. 45 - 55	79	28.6%	12	18.8%
5. 55 - 65	51	18.5%	8	12.5%
6. 65 and over	59	21.4%	12	18.8%
7. DK/REF	1	0.4%	1	1.6%
Total	276	100.0%	64	100.0%

A04 by Education:

	1. Yes		2. No	
	Count	Percent	Count	Percent
1. University	129	46.7%	27	42.2%
2. College/Trade School (ie SIAST)	52	18.8%	13	20.3%
3. High School	79	28.6%	18	28.1%
4. Elementary School	10	3.6%	3	4.7%
6. DK/REF	6	2.2%	3	4.7%
Total	276	100.0%	64	100.0%

A04 by Income:

	1. Yes		2. No	
	Count	Percent	Count	Percent
1. Less than \$20,000	16	5.8%	1	1.6%
2. \$20,000 - \$40,000	45	16.3%	10	15.6%
3. \$40,000 - \$60,000	40	14.5%	11	17.2%
4. \$60,000 - \$80,000	26	9.4%	8	12.5%
5. \$80,000 - \$100,000	27	9.8%	8	12.5%
6. Over \$100,000	41	14.9%	8	12.5%
7. DK/REF	81	29.3%	18	28.1%
Total	276	100.0%	64	100.0%

A04 by Gender:

	1. Yes		2. No	
	Count	Percent	Count	Percent
Male	74	26.8%	15	23.4%
Female	201	72.8%	49	76.6%
DK	1	0		
Total	276	100.0%	64	100.0%

Demographics by A07 (1, 2 – Yes; 3 – No):

A07. Have you ever visited the SaskMade Market Place Store in Saskatoon?

A07 by Age:

	Yes		No	
	Count	Percent	Count	Percent
1. 19 - 25	1	1.4%	15	4.6%
2. 25 - 35	8	11.0%	38	11.6%
3. 35 - 45	17	23.3%	67	20.5%
4. 45 - 55	22	30.1%	76	23.2%
5. 55 - 65	11	15.1%	58	17.7%
6. 65 and over	13	17.8%	70	21.4%
7. DK/REF	1	1.4%	3	0.9%
Total	73	100.0%	326	100.0%

A07 by Education:

	Yes		No	
	Count	Percent	Count	Percent
1. University	50	68.5%	125	38.2%
2. College/Trade School (ie SIAST)	11	15.1%	68	20.8%
3. High School	9	12.3%	106	32.4%
4. Elementary School	1	1.4%	17	5.2%
6. DK/REF	2	2.7%	11	3.4%
Total	73	100.0%	326	100.0%

A07 by Income:

	Yes		No	
	Count	Percent	Count	Percent
1. Less than \$20,000	3	4.1%	18	5.5%
2. \$20,000 - \$40,000	11	15.1%	55	16.8%
3. \$40,000 - \$60,000	13	17.8%	50	15.3%
4. \$60,000 - \$80,000	6	8.2%	33	10.1%
5. \$80,000 - \$100,000	10	13.7%	25	7.6%
6. Over \$100,000	16	21.9%	43	13.1%
7. DK/REF	14	19.2%	103	31.5%
Total	73	100.0%	326	100.0%

A07 by Gender:

	Yes		No	
	Count	Percent	Count	Percent
Male	16	21.9%	94	28.7%
Female	57	78.1%	232	70.9%
Total	73	100.0%	326	100.0%

City: Saskatoon**A07 by Age:**

	Yes		No	
	Count	Percent	Count	Percent
1. 19 - 25	1	1.7%	7	10.8%
2. 25 - 35	5	8.3%	5	7.7%
3. 35 - 45	15	25.0%	17	26.2%
4. 45 - 55	18	30.0%	14	21.5%
5. 55 - 65	10	16.7%	8	12.3%
6. 65 and over	10	16.7%	12	18.5%
7. DK/REF	1	1.7%	2	3.1%
Total	60	100.0%	65	100.0%

A07 by Education:

	Yes		No	
	Count	Percent	Count	Percent
1. University	41	68.3%	27	41.5%
2. College/Trade School (ie SIAST)	9	15.0%	13	20.0%
3. High School	8	13.3%	20	30.8%
4. Elementary School	1	1.7%	2	3.1%
6. DK/REF	1	1.7%	3	4.6%
Total	60	100.0%	65	100.0%

A07 by Income:

	Yes		No	
	Count	Percent	Count	Percent
1. Less than \$20,000	1	1.7%	5	7.7%
2. \$20,000 - \$40,000	11	18.3%	8	12.3%
3. \$40,000 - \$60,000	10	16.7%	11	16.9%
4. \$60,000 - \$80,000	5	8.3%	10	15.4%
5. \$80,000 - \$100,000	9	15.0%	4	6.2%
6. Over \$100,000	13	21.7%	11	16.9%
7. DK/REF	11	18.3%	16	24.6%
Total	60	100.0%	65	100.0%

A07 by Gender:

	Yes		No	
	Count	Percent	Count	Percent
Male	11	18.3%	26	40.0%
Female	49	81.7%	38	58.5%
Total	60	100.0%	64	100.0%

Demographics by A08:

A08. In the last year have you made a purchase at a farmers' market?

A08 by Age:

	1. Yes		2. No	
	Count	Percent	Count	Percent
1. 19 - 25	13	4.7%	3	2.5%
2. 25 - 35	31	11.2%	15	12.3%
3. 35 - 45	61	21.9%	23	18.9%
4. 45 - 55	71	25.5%	27	22.1%
5. 55 - 65	47	16.9%	22	18.0%
6. 65 and over	52	18.7%	31	25.4%
7. DK/REF	3	1.1%	1	0.8%
Total	278	100.0%	122	100.0%

A08 by Education:

	1. Yes		2. No	
	Count	Percent	Count	Percent
1. University	120	43.2%	55	45.1%
2. College/Trade School (ie SIAST)	63	22.7%	16	13.1%
3. High School	74	26.6%	41	33.6%
4. Elementary School	15	5.4%	3	2.5%
6. DK/REF	6	2.2%	7	5.7%
Total	278	100.0%	122	100.0%

A08 by Income:

	1. Yes		2. No	
	Count	Percent	Count	Percent
1. Less than \$20,000	14	5.0%	7	5.7%
2. \$20,000 - \$40,000	44	15.8%	22	18.0%
3. \$40,000 - \$60,000	44	15.8%	19	15.6%
4. \$60,000 - \$80,000	24	8.6%	15	12.3%
5. \$80,000 - \$100,000	27	9.7%	8	6.6%
6. Over \$100,000	45	16.2%	14	11.5%
7. DK/REF	80	28.8%	37	30.3%
Total	278	100.0%	122	100.0%

A08 by Gender:

	1. Yes		2. No	
	Count	Percent	Count	Percent
Male	70	25.2%	40	32.8%
Female	208	74.8%	81	66.4%
DK			1	0.8%
Total	278	100.0%	122	100.0%

Tables

A01. On a scale of 1 to 5 with 5 being "much more likely" and 1 being "not at all likely", how likely would you be to purchase a food product labeled "SaskMade" instead of a product made outside of Saskatchewan?

	Segments							
	Overall		Saskatoon		Regina		Other	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
1. not at all likely	9	2.3%	4	3.2%	2	1.6%	3	2.0%
2. much less likely	12	3.0%	5	4.0%	4	3.2%	3	2.0%
3. somewhat less likely	70	17.5%	24	19.2%	19	15.2%	27	18.0%
4. somewhat more likely	119	29.8%	33	26.4%	37	29.6%	49	32.7%
5. much more likely	185	46.3%	58	46.4%	62	49.6%	65	43.3%
6. DK/REF	5	1.3%	1	0.8%	1	0.8%	3	2.0%
Total	400	100.0%	125	100.0%	125	100.0%	150	100.0%

A02. What factors would influence you to purchase a SaskMade" product?

	Segments							
	Overall		Saskatoon		Regina		Other	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
1. Support Saskatchewan /Local Businesses	141	35.3%	41	32.8%	56	44.8%	44	29.3%
2. Support Saskatchewan Food Producers/Farmers	98	24.5%	28	22.4%	22	17.6%	48	32.0%
3. Good for the environment-less shipping/importing	19	4.8%	8	6.4%	5	4.0%	6	4.0%
4. Better Quality	88	22.0%	29	23.2%	25	20.0%	34	22.7%
5. Trust	8	2.0%	2	1.6%	1	0.8%	5	3.3%
6. DK/REF	6	1.5%	2	1.6%	2	1.6%	2	1.3%
7. Other (specify)	40	10.0%	15	12.0%	14	11.2%	11	7.3%
Total	400	100.0%	125	100.0%	125	100.0%	150	100.0%

A02oth. Other

	Count
Price	32
Accessibility	3
All of the above	2
I prefer organic	1
It would have to be something I would use.	1
Nutritional Breakdown	1

A03. Would you expect to pay more or less for a SaskMade product instead of a product made outside of Saskatchewan?

	Segments							
	Overall		Saskatoon		Regina		Other	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
1. Much less-20% or more	11	2.8%	3	2.4%	3	2.4%	5	3.3%
2. Somewhat less-10-20%	35	8.8%	14	11.2%	14	11.2%	7	4.7%
3. A bit less-5-10%	62	15.5%	20	16.0%	16	12.8%	26	17.3%
4. About the same	156	39.0%	32	25.6%	58	46.4%	66	44.0%
5. A bit more-5-10%	93	23.3%	37	29.6%	25	20.0%	31	20.7%
6. Somewhat more-10-20%	30	7.5%	12	9.6%	7	5.6%	11	7.3%
7. Much more-20% or more	6	1.5%	5	4.0%			1	0.7%
8. DK/REF	7	1.8%	2	1.6%	2	1.6%	3	2.0%
Total	400	100.0%	125	100.0%	125	100.0%	150	100.0%

A04. Have you purchased a product that is labeled "SaskMade" in the past 2 years?

	Segments							
	Overall		Saskatoon		Regina		Other	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
1. Yes	276	69.0%	94	75.2%	80	64.0%	102	68.0%
2. No	64	16.0%	16	12.8%	23	18.4%	25	16.7%
3. DK/REF	60	15.0%	15	12.0%	22	17.6%	23	15.3%
Total	400	100.0%	125	100.0%	125	100.0%	150	100.0%

A04a. What was it that you purchased?

	Segments							
	Overall		Saskatoon		Regina		Other	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
1. Ethnic Foods	6	2.2%	4	4.3%	1	1.3%	1	1.0%
2. Sauces/Soups/Condiments	26	9.4%	8	8.5%	10	12.5%	8	7.8%
3. Beverages	14	5.1%	5	5.3%	5	6.3%	4	3.9%
4. Jams/Jellies/Preserves	110	39.9%	34	36.2%	35	43.8%	41	40.2%
5. Chocolate/Confectionary/Candy	7	2.5%	3	3.2%	1	1.3%	3	2.9%
6. Rice/Grain/Cereals/Oilseeds	59	21.4%	24	25.5%	14	17.5%	21	20.6%
7. Gift Baskets	5	1.8%	2	2.1%	1	1.3%	2	2.0%
8. Meat/Fish	71	25.7%	25	26.6%	20	25.0%	26	25.5%
9. Fresh Fruits/Vegetables	102	37.0%	42	44.7%	27	33.8%	33	32.4%
10. DK/REF	42	15.2%	16	17.0%	8	10.0%	18	17.6%
11. Other (specify)	6	2.2%			2	2.5%	4	3.9%

A04aoth. Other

Alcohol
Dairy product
Furniture
Chairs
Eggs
Organic

A05. If you were going to purchase a SaskMade food product, what would be your preference on where to shop?

	Segments							
	Overall		Saskatoon		Regina		Other	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
1. A SaskMade display in a Grocery Store- ie the Co-Op	331	82.8%	102	81.6%	108	86.4%	121	80.7%
2. A SaskMade display in a Specialty Food/Craft store	18	4.5%	4	3.2%	5	4.0%	9	6.0%
3. A SaskMade kiosk in the Mall	22	5.5%	7	5.6%	9	7.2%	6	4.0%
4. Direct from the producer or processor	39	9.8%	10	8.0%	8	6.4%	21	14.0%
5. A SaskMade store in Saskatoon	24	6.0%	12	9.6%	0	0.0%	12	8.0%
6. A SaskMade store in Regina	1	0.3%	0	0.0%	1	0.8%	0	0.0%
7. On-line via the internet	4	1.0%	2	1.6%	0	0.0%	2	1.3%
8. Farmers market/craft sale	186	46.5%	60	48.0%	54	43.2%	72	48.0%
10. Other (specify)	10	2.5%	7	5.6%	3	2.4%	0	0.0%

A05oth. Other

Where ever I found them.

A06. What would be the reason that you would purchase a SaskMade food product?

	Segments							
	Overall		Saskatoon		Regina		Other	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
1. As a Gift	156	39.0%	51	40.8%	47	37.6%	58	38.7%
2. For my own use	371	92.8%	116	92.8%	121	96.8%	134	89.3%
3. For a special occasion	96	24.0%	21	16.8%	40	32.0%	35	23.3%
5. Other (specify)	1	0.3%	1	0.8%	0	0.0%	0	0.0%
4. DK/REF	9	2.3%	0	0.0%	1	0.8%	8	5.3%

A06oth. Other

Just because it was made here!

A07. Have you ever visited the SaskMade Market Place Store in Saskatoon?

	Segments							
	Overall		Saskatoon		Regina		Other	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
1. Yes (made purchase)	59	14.8%	48	38.4%	3	2.4%	8	5.3%
2. Yes (no purchase)	14	3.5%	12	9.6%	1	0.8%	1	0.7%
3. No	327	81.8%	65	52.0%	121	96.8%	141	94.0%
Total	400	100.0%	125	100.0%	125	100.0%	150	100.0%

A08. In the last year have you made a purchase at a farmers' market?

	Segments							
	Overall		Saskatoon		Regina		Other	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
1. Yes	278	69.5%	85	68.0%	94	75.2%	99	66.0%
2. No	122	30.5%	40	32.0%	31	24.8%	51	34.0%
Total	400	100.0%	125	100.0%	125	100.0%	150	100.0%

Survey Instrument

Good evening, my name is _____ and I'm calling on behalf of Saskatchewan Agriculture. May I please speak to the person in your household that makes most of the food shopping and purchasing decisions?

(If that person is available ask. If they are not schedule a call back time)

Do you have a few minutes to answer some questions regarding your interest and experience in purchasing Saskatchewan products?

GO TO A01

A01. On a scale of 1 to 5 with 5 being "much more likely" and 1 being "not at all likely", how likely would you be to purchase a food product labeled "SaskMade" instead of a product made outside of Saskatchewan?

- 1-not at all likely
- 2-much less likely
- 3-somewhat less likely
- 4-somewhat more likely
- 5-much more likely
- DK/REF

GO TO A02

A02. What factors would influence you to purchase a SaskMade" product? select all responses. Prompt for "Is there anything else?"

- Support Saskatchewan /Local Businesses
- Support Saskatchewan Food Producers/Farmers
- Good for the environment-less shipping/importing
- Better Quality
- Trust
- DK/REF
- Other (specify)

if 07 Other GO TO A02oth else GO TO A03

A02oth. Specify:

GO TO A03

A03. Would you expect to pay more or less for a SaskMade product instead of a product made outside of Saskatchewan? Prompt for how much more or less."

Much less-20% or more
Somewhat less-10-20%
A bit less-5-10%
About the same
A bit more-5-10%
Somewhat more-10-20%
Much more-20% or more
DK/REF

GO TO A04

A04. Have you purchased a product that is labeled "SaskMade" in the past 2 years?

YES
NO
DK/REF

if 01 Yes GO TO A04a else GO TO A05

A04a. What was it that you purchased? select all responses. DO NOT PROMPT

01 Ethnic Foods
02 Sauces/Soups/Condiments
03 Beverages
04 Jams/Jellies/Preserves
05 Chocolate/Confectionary/Candy
06 Rice/Grain/Cereals/Oilseeds
07 Gift Baskets
08 Meat/Fish
09 Fresh Fruits/Vegetables
10 DK/REF
11 Other (specify)

if 11 Other GO TO A04aoth else GO TO A05

A04aoth. Specify:

GO TO A05

A05. If you were going to purchase a SaskMade food product, what would be your preference on where to shop? READ LIST. RANDOMIZE. Record first two mentioned. (1,2)

02 A SaskMade display in a Specialty Food/Craft store
08 Farmers market/craft sale
03 A SaskMade kiosk in the Mall

- 01 A SaskMade display in a Grocery Store- ie the Co-Op
- 04 Direct from the producer or processor
- 07 On-line via the internet
- 05 A SaskMade store
- 09 DK/REF

10 Other (specify)

if 10 Other GO TO A05oth else GO TO A06

A05oth. Specify:

GO TO A06

A06. What would be the reason that you would purchase a SaskMade food product?
select all that apply

- 01 As a Gift
- 02 For my own use
- 03 For a special occasion
- 04 DK/REF
- 05 Other (specify)

if 05 Other GO TO A06oth, else GO TO A07

A06oth. Specify:

GO TO A07

A07. Have you ever visited the SaskMade Market Place Store in Saskatoon?
If Yes, ask if they made a purchase

- Yes - made purchase
- Yes - no purchase
- NO

GO TO A08

A08. In the last year have you made a purchase at a farmers' market?

- Yes
- No

GO TO B01

B01. Just some demographic questions to help us classify your responses. Your answers
will be kept completely confidential.

Can you please stop me when I reach the category under which your age falls?

19-25

25-35

35-45

45-55

55-65

65 and over

DK/REF

GO TO B02

B02. What is the highest level of education you have completed?

University

College/Trade School (ie SIAST)

High School

Elementary School

None of the above

DK/REF

Other (specify) _____

if 07 Other GO TO B02oth else GO TO B03

B02oth. Specify:

GO TO B03

B03. Can you please stop me when I reach the category that best describes your households total annual income?

Less than \$20,000

\$20,000-\$40,000

\$40,000-\$60,000

\$60,000-\$80,000

\$80,000-\$100,000

Over \$100,000

DK/REF

GO TO B04

B04. Can I please get your postal code?

GO TO B05

B05. Could I please get your first name in case my supervisor calls back to confirm that this survey was actually completed and conducted according to directions?

Record First Name

GENDER. do not ask

Comments:

We are at the end of the survey. Thank you for your time.