



Canadians' Views on Domestic Origin Labelling: Canadian Wines and Blended Wines

CANADIAN FOOD INSPECTION AGENCY

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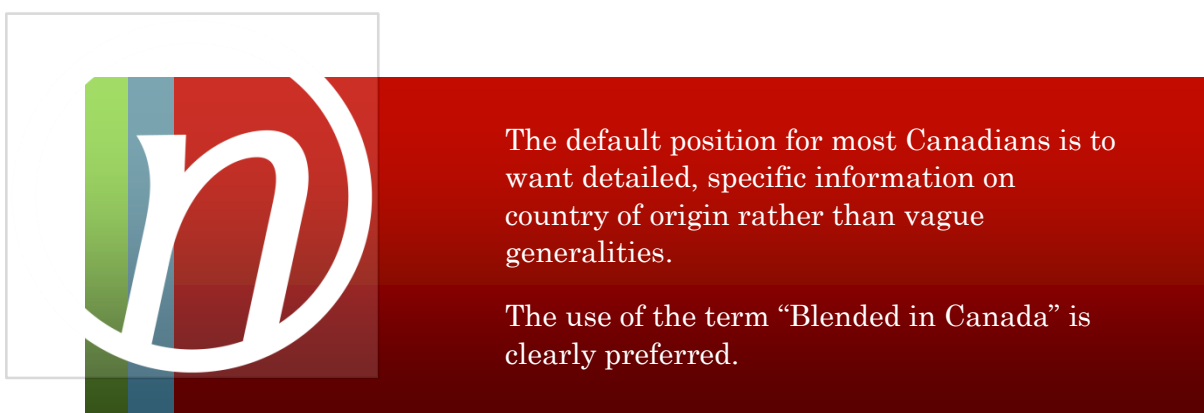


1.0 Executive Summary

The Canadian Food Inspection Agency (CFIA) is currently considering policy changes in the area of country of origin labelling for wine that are, in part, a response to consumer complaints, and needed research to demonstrate how the public understands the current as well as options for new guidelines.

Overall, Canadians were generally unaware of the practice of selling wines in Canada that are blended from wines produced in other countries. In considering labelling requirements for these blended wines, the clear preference of Canadians was for as much information as possible (such as the percentage of wine that comes from each country) rather than general statements.

The results presented here are based on an online survey of 1,200 Canadians conducted between December 12th and 17th, 2011. As a non-probability sample, the calculation for a margin of error cannot be applied, according to the standards of the MRIA. However, a robust, quality, online sample of opinion properly weighted is a strong approximation of Canadian opinion.



The default position for most Canadians is to want detailed, specific information on country of origin rather than vague generalities.

The use of the term “Blended in Canada” is clearly preferred.

Key Findings

- **Country of origin is a significant issue among key wine consumers**

Although Canadians differed in their attention to and the importance of the country of origin information, it was clearly relevant to a significant portion of Canadians (particularly wine consumers). More than half of Canadians (55% either strongly agreed or somewhat agreed) said that they pay close attention to the country of origin information of the wine they buy. Similarly, about 47 percent said that they read wine labels closely.

Attention to the label was strongly related to wine consumption behaviour. The more one is interested in wine the more closely country of origin is considered. In fact, among people who self-identified as people who drink wine regularly, 74 per cent pay close attention to the country of origin.



- **Awareness of blending wines from multiple countries is low**

Three in ten (29%) Canadians said that they were not at all familiar and another 34 percent were not very familiar with the practice of wine that is blended from wines from more than one country. People with more interest in and experience with wine were more familiar but among the majority of Canadians relatively few were knowledgeable.

Familiarity with the practice of blending was at the same level as familiarity with the concept of “Cellared in Canada,” which is used in some regions to label these blended wines.

- **General statements of origin are not perceived as being clear about country of origin**

A key finding established early in the survey (before probing on appropriate country of origin labelling) is that only 32 percent of Canadians agreed that “Blended in Canada from domestic and imported wines” gives them a clear indication of origin. Consistently, Canadians tended to find that general statements are not very clear throughout the testing.

In fact, when placed head-to-head in testing Canadians overwhelmingly (65%) chose the label that fully described the content in terms of the proportions of wine from each country. The second most popular option, which only listed the countries, was the preference of only 17 percent.

- **“Blended is Best”**

Canadians exhibited a clear preference for the words “Blended in Canada” (56%) followed by “Bottled in Canada” (26%). In separate tests, the expressions “International wine” (28%) and “Cellared in Canada” (27%) were not viewed as a clear indication of the country origin compared with “Blended in Canada” (47%).

It was interesting that, while some Canadians claimed to be familiar with the concept “Cellared in Canada”, their actual understanding when probed did not reflect the essence of the actual process of mixing international wines.



Résumé Exécutif

L'Agence Canadienne d'Inspection des Aliments (ACIA) étudie actuellement d'éventuels changements de politique dans le domaine de l'étiquetage du pays d'origine des vins qui sont, en partie, une réponse aux plaintes des consommateurs. À cet effet, l'Agence avait besoin d'effectuer de la recherche afin de démontrer la compréhension du public par rapport aux lignes directrices actuelles et aux nouvelles options quant à l'étiquetage du vin.

Globalement, les Canadiens n'étaient généralement pas au courant des pratiques de vente des vins au Canada qui sont mélangés à partir de vins produits dans d'autres pays. En tenant compte des exigences d'étiquetage de ces vins mélangés, les Canadiens préfèrent nettement avoir le plus d'informations possibles (comme le pourcentage de vin qui provient de chaque pays) plutôt que des énoncés généraux.

Les résultats présentés ici sont basés sur un sondage en ligne de 1200 Canadiens effectué entre le 12 et le 17 décembre 2011. Le sondage étant basé sur un échantillon non probabiliste, le calcul d'une marge d'erreur ne peut être appliqué, selon les normes de l'Association de la recherche et de l'intelligence marketing (ARIM). Cependant, un échantillon en ligne qui est robuste, de qualité et correctement pondéré est une bonne approximation de l'opinion canadienne.



La position par défaut de la plupart des Canadiens est de vouloir des informations détaillées et spécifiques sur le pays d'origine plutôt que des généralités.

L'utilisation du terme « Mélangé au Canada » est clairement préférable.

Résultats principaux

- **Le pays d'origine est une question importante parmi les grands consommateurs de vin**

Bien que les Canadiens aient exprimé des opinions différentes sur leur attention et l'importance d'informations sur le pays d'origine, ces informations demeuraient pertinentes pour une partie importante des Canadiens (en particulier les consommateurs de vins). Plus de la moitié des Canadiens (55% étaient soit fortement en accord, soit plutôt en accord) ont dit qu'ils prêtent une attention particulière aux informations sur le pays d'origine du vin qu'ils achètent. De même, environ 47 pour cent ont affirmé lire les étiquettes de vin de très prêt.



L'attention portée à l'étiquette était fortement liée au comportement de consommation de vin. Plus une personne s'intéresse au vin, plus le pays d'origine est pris en forte considération. En effet, parmi les personnes qui se sont identifiées comme des consommateurs de vin réguliers, 74 pour cent portent une attention particulière au pays d'origine.

- **Faible connaissance du mélange de vins provenant de plusieurs pays**

Trois Canadiens sur dix (29%) ont dit qu'ils n'étaient pas du tout familiers et 34 pour cent n'étaient pas très familiers avec la pratique de vin mélangé à partir de vins provenant de plus d'un pays. Les personnes ayant plus d'intérêt et plus d'expérience avec le vin étaient plus familières avec cette pratique, mais la majorité des Canadiens n'étaient pas au courant de cette pratique.

Le niveau de familiarité avec la pratique de mélange était le même que le niveau de familiarité avec le concept « Elaboré au Canada » qui est utilisé dans certaines régions pour l'étiquette de ces vins mélangés.

- **Les énoncés généraux sur le pays d'origine ne sont pas perçus comme étant clairs**

Une conclusion importante établie au début de l'enquête (avant de poser des questions sur l'étiquetage appropriée pour le pays d'origine) est que 32 pour cent des Canadiens étaient d'accord que l'énoncé « Mélangé au Canada à partir de vins domestiques et importés » donnait une indication claire de l'origine. Ceci dit, les Canadiens avaient tendance à trouver que les énoncés généraux n'étaient pas très clairs tout au long de l'enquête.

En effet, lorsque placés en tête-à-tête avec un test, une grande majorité des Canadiens (65%) a choisi l'étiquette qui décrivait en détail le contenu du vin et incluait les proportions provenant de chaque pays. La deuxième option la plus populaire, qui ne contenait que la liste des pays (sans les proportions provenant de chaque pays), était la préférence de seulement 17 pour cent des Canadiens.

- **« Mélangé est meilleur »**

Les Canadiens ont affiché une préférence claire pour les expressions « Mélangé au Canada » (56%), suivi de « Mis en bouteille au Canada » (26%). Dans des questions différentes, les expressions « Vin international » (28%) et « Elaboré au Canada » (27%) n'étaient pas considérés comme une indication claire du pays d'origine, comparé à « Mélangé au Canada » (47%).

Il est intéressant de constater que, bien que certains Canadiens affirmaient être familiers avec le concept « Elaboré au Canada », lorsqu'ils étaient interrogés, leur compréhension réelle ne reflétait pas le processus qui consiste à mélanger des vins internationaux.

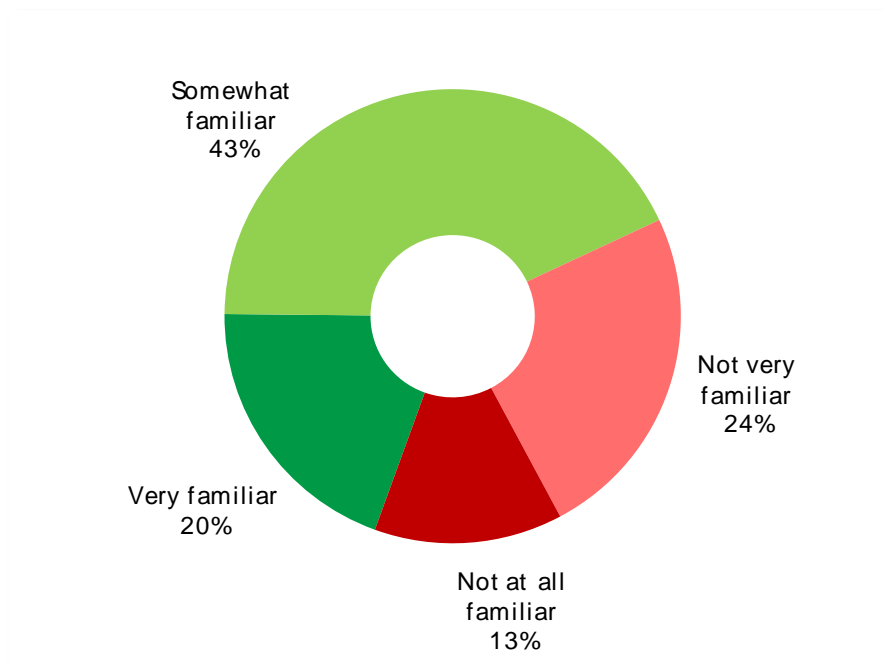


2.0 Awareness and Understanding of Wine Labelling

2.1 Familiarity with Wine

Exhibit 2A: Familiarity with wine

Question: How would you rate your overall familiarity with wine: Very familiar, Somewhat familiar, Not very familiar, Not at all familiar? (n=1,200)



Attitudes about wine labelling should be related to overall familiarity with wine. Canadians generally considered themselves to be familiar (63% are very or somewhat familiar). Only a small percentage (13%) said they are not at all familiar with wine.

Demographic differences were quite small. Men were (66%) somewhat more familiar than women (59%) and those with higher education tended to say they are more familiar. For example, 74 percent of those with university education said they were familiar compared with 63 percent of those with only high school education. In addition, Quebec residents were the most likely to be familiar (72%).

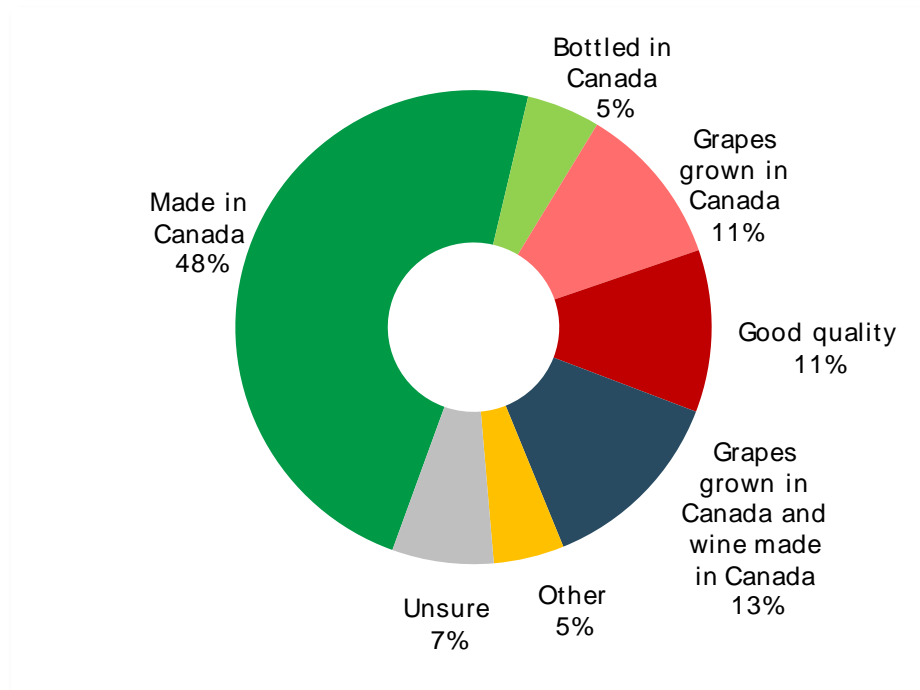
To capture one's overall orientation to wine we asked people to group themselves into one of four categories from the most discerning (labelled as Connoisseurs) to non-drinkers who never or almost never drink wine. As we would expect, familiarity was highest among Connoisseurs (99%) and lowest among non-drinkers (20%).



2.2 Meaning of Product of Canada

Exhibit 2B: Familiarity with wine

Question: When it comes to wine labelling, what does the concept “Product of Canada” mean to you? [Open-ended] (n=1,200)



When it comes to wine labelling, the concept of “Product of Canada” was primarily viewed as reflecting the idea of “Made in Canada.” In fact, 48 percent of all open-ended responses reflected this idea. The next most popular ideas both captured the idea of Canadian grapes. Thirteen percent mentioned that the grapes are grown in Canada and wine made in Canada, and 11 percent mentioned that the grapes were grown in Canada. The only other response to receive a high number of mentions was the idea of quality (11%). In addition, a small percentage (5%) specifically mentioned that the idea of bottling in Canada is associated with “Product of Canada.”

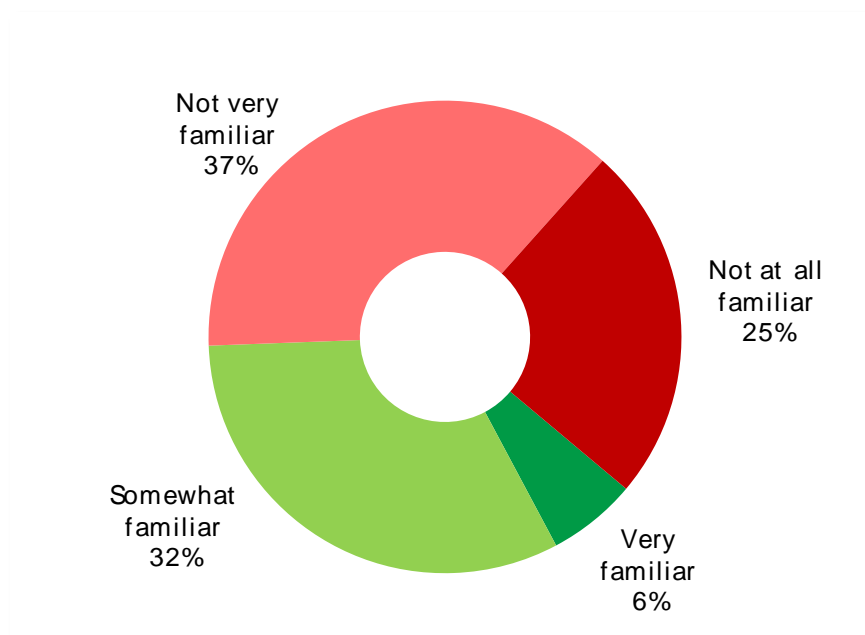
People more familiar with wine did not differ from the unfamiliar in terms of the meaning of the term except that the unfamiliar were more likely to be unsure.

2.3 Familiarity with term “Cellared in Canada”

Overall Familiarity

Exhibit 2C: Familiarity with term “Cellared in Canada”

Question: Some wine sold in Canada is labelled as “Cellared in Canada”, how would you rate your understanding of the term. Would you say that you are: Very familiar, Somewhat familiar, Not very familiar, Not at all familiar? (n=1,200)



One in four (25%) Canadians were not at all familiar with the term “Cellared in Canada” and only 6 percent were very familiar.

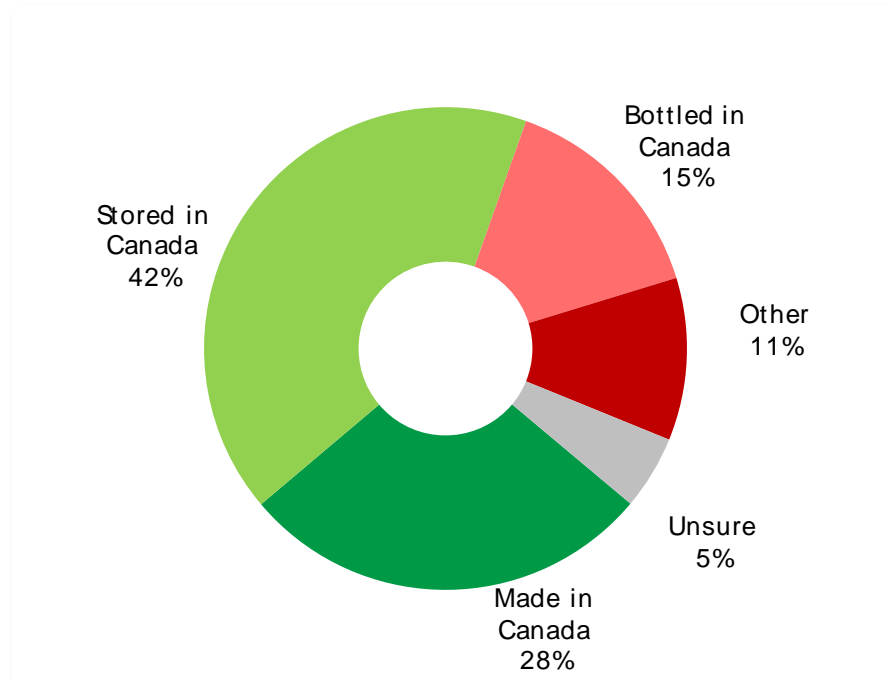
Familiarity was highest in Ontario (44% either somewhat or very familiar) and lowest in Quebec (33%). Education was also associated with familiarity. For example, 50 percent of those with a university degree were very or somewhat familiar compared to 35 percent of those who only completed high school. Men (43%) were more likely to be familiar than women (33%).

The best predictor of familiarity was the type of wine drinker. Those who self-identified as Connoisseurs were the most likely to be familiar (83%) compared with those who were Consumers (54%), Special occasion drinkers (28%) and non-drinkers (15%).

Meaning of “Cellared in Canada”

Exhibit 2D: Meaning of “Cellared in Canada”

Question: [IF AT LEAST SOMEWHAT FAMILIAR] What does “Cellared in Canada” mean to you?
[Open-ended] (n=1,200)



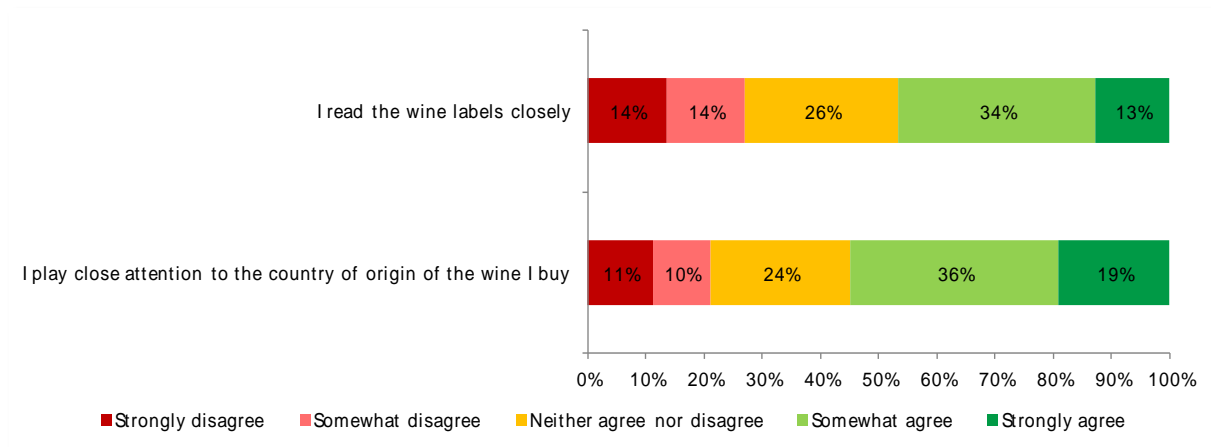
Those who were at least somewhat familiar with the term were asked to say what it means to them personally. The responses reflected three main themes. Most predominantly, was the idea of the wine being “stored in Canada” (42%) followed by being “made in Canada” (28%) and “Bottled in Canada” (15%). There is no evidence that Canadians who were familiar with the term think of the concept as referring to wine that is produced by mixing wines from other countries.

2.4 Attitudes about Labels

Two questions that tapped into the extent to which people use labels indicate that labelling matters for many Canadians. More than half (55%) agreed (somewhat or strongly) that they pay close attention to the country of origin and that they read wine labels closely (47%).

Exhibit 2E: Attitude about labels

Question: To what extent do you agree or disagree with the following statements [Randomize]
(n=1,200)



Country of Origin

Paying close attention to the country of origin was strongly related to a number of socio-demographic characteristics.

- Men (58%) were more likely than women (52%) to pay close attention.
- Older Canadians said that they pay more attention than younger ones. For example, 61 percent of those 60 years and older somewhat or strongly agreed compared with only 44 percent of those 29 and under.
- Higher education is associated with a greater likelihood of paying attention to country or origin.
- Self-identified connoisseurs (80%) pay the most attention to country of origin (55% strongly agree). Although they were less intense in their attitude, average consumers (74% agree overall, but only 27% agree strongly) also valued country of origin information.

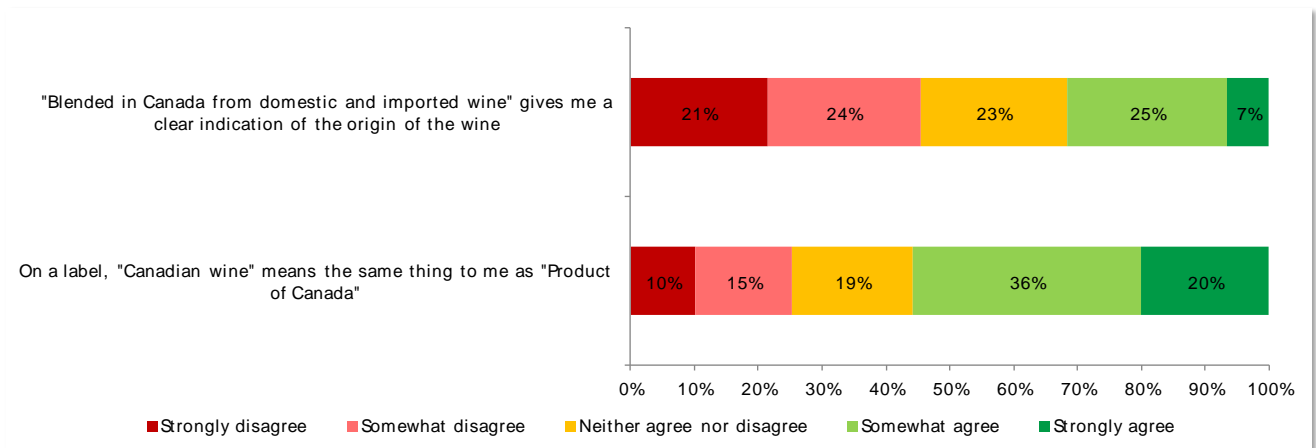
Attention to Labels

Differences were less pronounced when it comes to reading wine labels closely. The only significant demographic difference was education with those who had higher education being more likely to agree that they read labels closely. The biggest differences were, however, associated with the type of wine drinker as 81 percent of connoisseurs agreed that they read labels closely.

2.5 Attitudes about Wine Origin

Exhibit 2F: Attitude about wine origin

Question: To what extent do you agree or disagree with the following statements [Randomize]
(n=1,200)



Product of Canada

For Canadians, the terms "Canadian wine" and "Product of Canada" are largely synonymous. Almost six in ten (56%) agreed that the terms mean the same thing to them compared with only 25 percent who disagreed. The more education a person has the more they were likely to agree that the terms mean the same thing but there were no differences based on age, or gender.

Blended in Canada and Origin of Wine

When it comes to the phrase, "Blended in Canada from domestic and imported wines" only three in ten (33%) Canadians said that it gave them a clear indication of the country of origin of the wine; 45 percent disagreed.

Although there were no region, age or gender differences, we found that education matters. Those with university education, for example, were much more likely to agree

that this is a clear indication of country of origin than those with only high school education (38% and 29% agree respectively). Nevertheless, all education groups were more likely to disagree than agree.

It is also interesting to note that those with more experience with wine (e.g. connoisseurs, or those familiar with the concept of blended wine) were much more likely to agree that the term gives them a clear indication of country of origin than those with less experience.

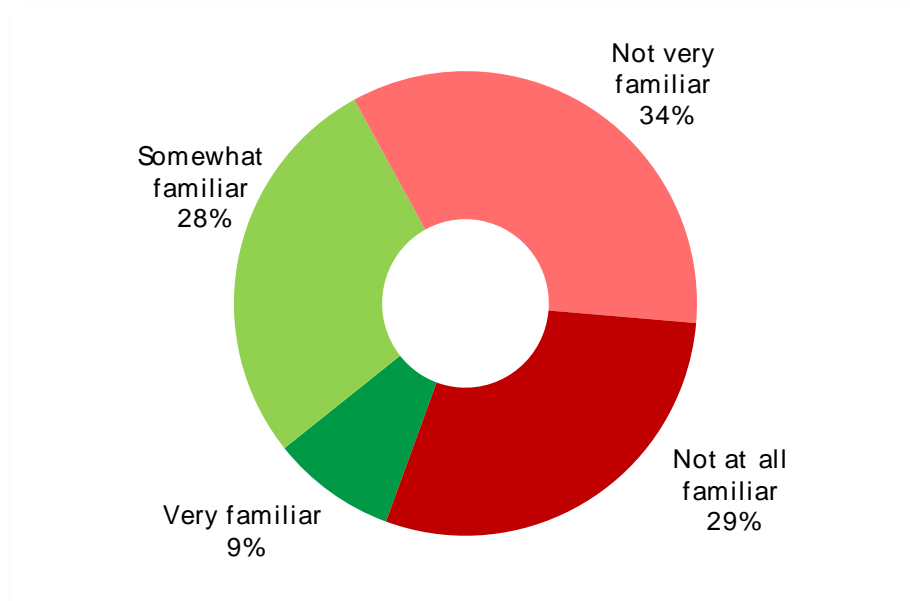


3.0 Policy Options

3.1 Familiarity with Practice of Blending Wines

Exhibit 3A: Familiarity with practice of blending

Question: Some wines sold in Canada are blends of wines from more than one country. Before today, how familiar were you with this practice: Very familiar, Somewhat familiar, Not very familiar, Not at all familiar? (n=1,200)



The practice of blending wines from more than one country and selling them in Canada was not something that many people are aware of. Three in ten (29%) said that they were not at all familiar and another 34 percent were not very familiar. This leaves only 36 percent who were at least somewhat familiar.

Consistent with the findings for familiarity with the term “Cellared in Canada” familiarity varies by region, education and wine personality type.

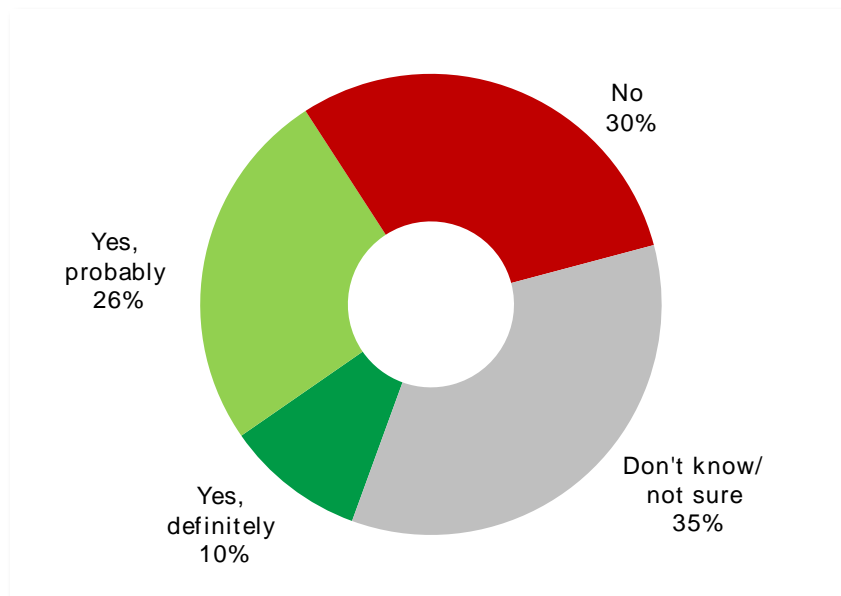
- British Columbians (46%) and Ontarians (41%) were the most likely to be at least somewhat familiar, while Quebec residents were the group least likely to be familiar (27%).
- Only 32 percent of those with high school education were at least somewhat familiar compared with 49 percent of those with university education.
- Women (31%) were less likely than men (42%) to be familiar.

- Self-identified connoisseurs were almost universally familiar with the practice (81% at least somewhat familiar). As wine experience declines, familiarity also declines with only 12 percent of non-drinkers aware of the practice.

3.2 Previous Purchase of Blended Wine

Exhibit 3B: Purchase of blended wine

Question: Have you personally purchased wine that is a blend of wine from more than one country: Yes, definitely; Yes, probably; No; Don't know/not sure? (n=1,200)



Reflecting the relatively low awareness of the practice, it is noteworthy that 35 percent were not able to say whether they had purchased a wine blended from more than one country and only 10 percent were confident (answered yes, definitely).

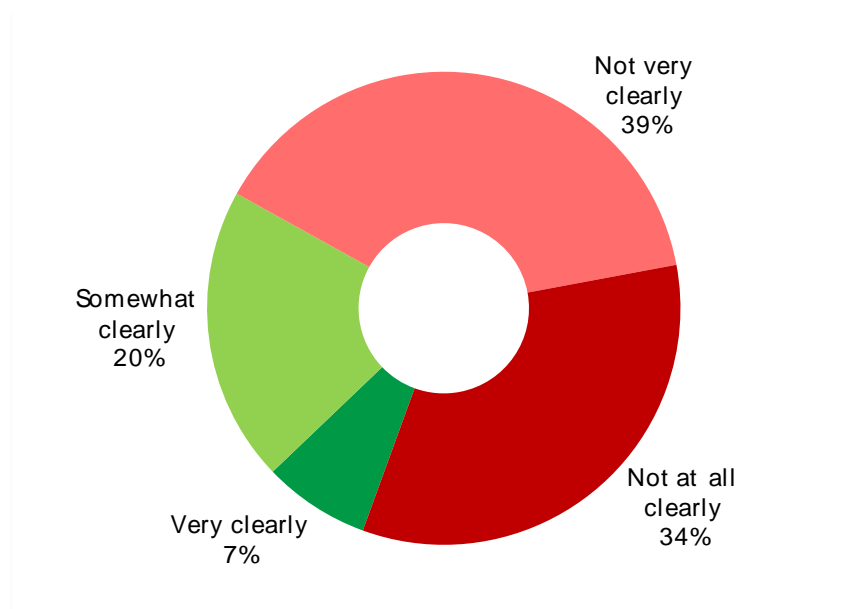
The more one was familiar with the practice of blending wine, the more confident one was that he or she had purchased a blended wine in the past. For example, among those who were very familiar with the practice of blending wine, only 6 percent did not know if they had made a purchase. In addition, awareness was clearly related to previous purchase as 56 percent of this group definitely purchased a blended wine in the past.

Although we expect people who self-identified in the Connoisseur category to be the most discerning, they readily admitted (40% definitely) that they have purchased wine of this type.

3.3 Perceptions of Current Regulatory Framework

Exhibit 3C: Perception of current regulatory framework

Question: The current wine labelling regulations require that all wine must clearly indicate the country of origin on its label. Some wines in Canada state on the label that they are “Blended in Canada from International and Canadian Wines.” How clearly does this describe the country of origin of the wine: Very clearly, Somewhat clearly, Not very clearly, Not at all clearly? (n=1,200)



When told about the current regulatory requirement that all wines must clearly indicate the country of origin, only 28 per cent of Canadians thought that the phrase “Blended in Canada from International and Canadian wines” clearly (very or somewhat) describes the country of origin.

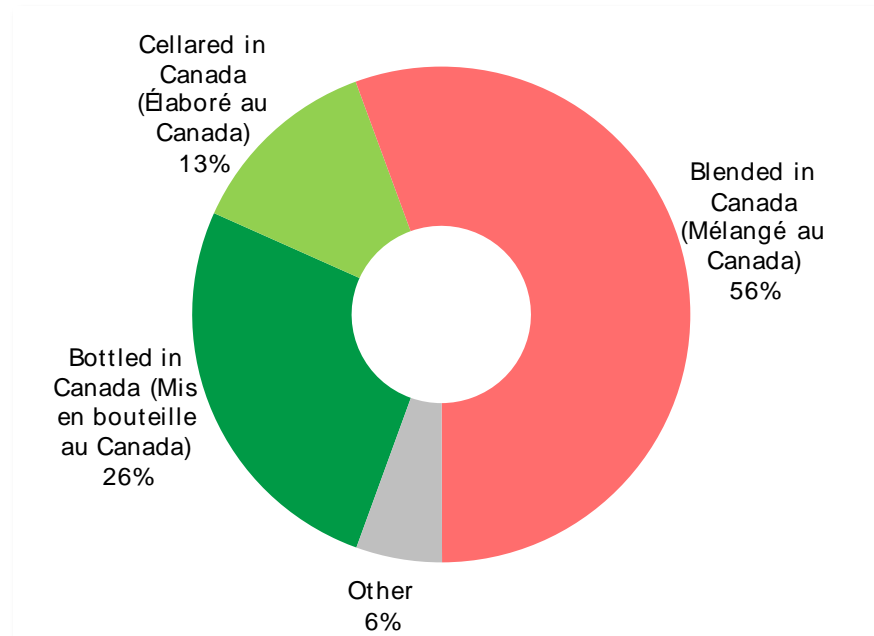
Older Canadians were much more likely than their younger counterparts to think that the phrase is not very or not all clear. For example, 82 percent of those 60 years and older said it was not very or not at all clear compared with only 60 percent of those less than 30 years old.

Interestingly, those who identified themselves as connoisseurs were the most likely to think that the label is clear to them. Clearly, the phrase has meaning for this group about the nature of the wine.

3.4 Best Descriptor for Wine Mixed from Wines Imported

Exhibit 3D: Best descriptor for wine mixed and sold in Canada from wines imported

Question: On a label, which of the following best describes a wine mixed and sold in Canada from wines imported from different countries: Bottled in Canada, Cellared in Canada, Blended in Canada, Other? (n=1,200)



The decisive favourite descriptor for wine mixed and sold in Canada from wines imported from different countries was “Blended in Canada” (“Mélangé au Canada”). More than half (56%) choose this option, with the descriptor “Bottled in Canada” (“Mis en bouteille au Canada”) receiving a significant lower (26%) number of responses. Although “Cellared in Canada” (“Élaboré au Canada”) was the least preferred of the options provided, a minority (6%) suggested alternatives.

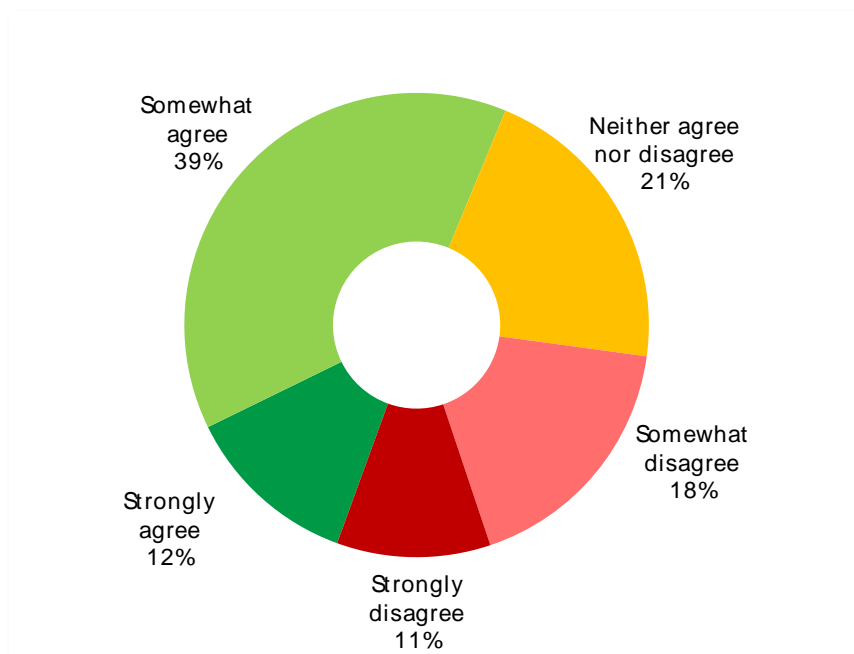
The “Blended in Canada” (“Mélangé au Canada”) descriptor was the preferred choice across the key demographic variables, including age, gender, education, and type of wine drinker. The only notable difference is that Quebec residents stood out. In this province, “Bottled in Canada” (37%) was virtually tied with “Blended in Canada” (39%) as the best descriptor. The phrase “Cellared in Canada” (“Élaboré au Canada”) is not used in the province of Quebec.

3.5 75% Requirement for “Product of Canada”

Exhibit 3E: 75% requirement for “Product of Canada”

Question: The policy for wine labelling in Canada states that a wine may claim to be a product of a particular country if at least 75% of the finished wine is fermented and processed in that country from grapes grown in that country. For example, a Canadian wine must contain at least 75% Canadian produced wine to be labelled as “Product of Canada”.

To what extent do you agree or disagree that this labelling gives you a clear indication of the wine’s country of origin: Strongly agree, Somewhat agree, Neither agree nor disagree, Strongly disagree? (n=1,200)



Canadians generally felt that the requirement that 75 percent of the wine must be fermented and processed in Canada for it to be labelled “Product of Canada” is a clear indication of its country of origin. Overall, 51 percent agreed (somewhat or strongly) that it was a clear indication and only 28 percent disagreed.

Younger Canadians were much more likely to think that having a 75 percent rule is a clear indication of country of origin. So while 63 percent of those under 30 years agreed, only 42 percent of those 60 years and older agreed. Residents of Quebec (58%) were the most likely to agree that it is a clear indication.

3.6 Label Testing

Exhibit 3F: Label testing

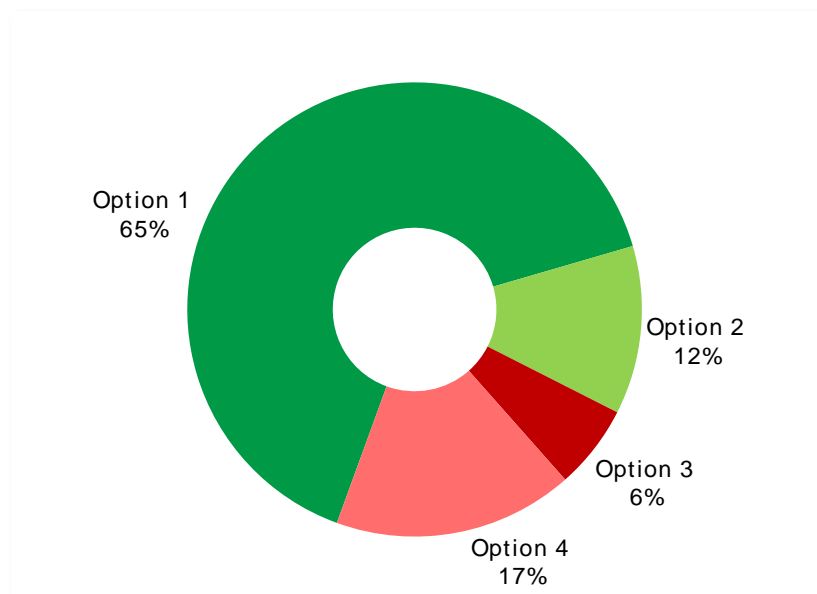
Question: Which of the following wine labels provides the kinds of information that you need to understand the country of origin of the wine? (n=1,200)

Option 1: “Blended in Canada from 60% Chilean and 40% American Wines

Option2: “Blended in Canada from Imported Wines”

Option 3: “Blended in Canada from International Wines”

Option 4: Blended in Canada from French and Argentinean Wines”



To test public perceptions of different label conventions, respondents were shown four labels that were the same except for the country of origin labelling.

When testing the options, there was a potential for respondents to exhibit a response bias toward additional information because there was no additional cost or downside for asking for this information. That said, a strong majority (65%) chose Option 1 (with the most detailed information). The fact that we earlier found that only a minority (28%) thought a general indication of country of origin was clear, supports the conclusion that Canadians think that more information provides a clear indication of where the wine came from.

The clear favourite, selected by 65 percent of Canadians, was the phrase “Blended in Canada from 60% Chilean and 40% American Wines.” This suggests that the default preference is full disclosure for Canadians.

The distant second choice (17%) included the countries but not the percentage. Generic references to international (6%) or imported (12%) wines were chosen by small minorities.

The choice for full disclosure was highest in the Prairies (71%) and British Columbia (68%) and the lowest in Atlantic Canada (56%). It was also higher among those with higher levels of education (73% of those with university education chose this option). Age related differences were minimal but the youngest Canadians (those under 30 years old) were the least likely to choose the full disclosure option (58%) and the most likely to prefer (17%) the “blended from imported wines” option.



3.7 Preference for Hypothetical Wine

Exhibit 3G: Labelling for wine blended in Canada from Australian and American wines

Question: When purchasing a wine blended in Canada from Australian and American wines, which of the following statements would give you enough information on the wine's origin? [Please choose one] (n=1,200)

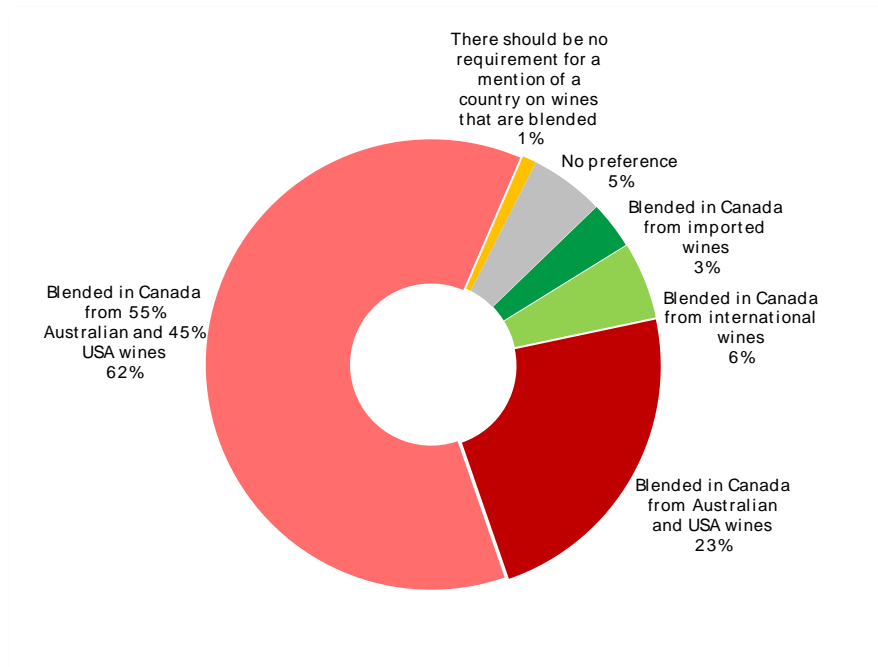
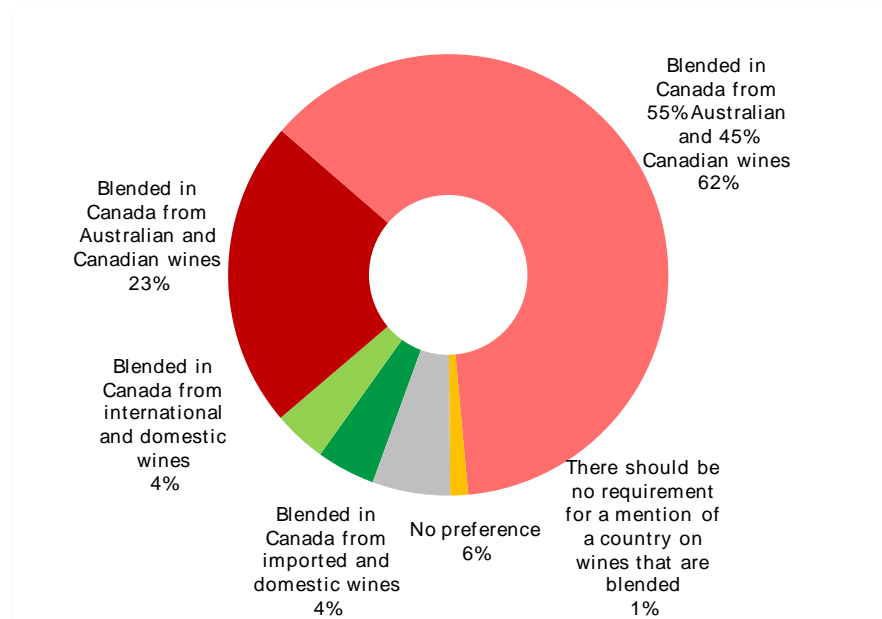


Exhibit 3H: Labelling for wine blended in Canada from Australian and Canadian wines

Question: When purchasing a wine blended in Canada from Australian and Canadian wines, which of the following statements would give you enough information on the wine's origin? [Please choose one] (n=1,200)



Two additional tests were conducted to test the appropriateness of different country of origin information. The first test involved a wine made from Australian and American wines and the second test involved wine made from Australian and Canadian wines (the order respondents viewed the questions was random).

The results showed that Canadians are more likely to choose more detailed information when offered this option. Sixty-two percent chose “Blended in Canada from 55% Australian and 45% USA wines” for a wine blended from wines produced in Australia and the USA. Similarly, 62 percent preferred “Blended in Canada from 55% Australian and 45% Canadian wine” over three other alternatives. Note that the presence of Canadian wine in the second test did not change how Canadians answered.

In both cases support for using the percentages in the label was highest among those with higher levels of education and older Canadians. There are also differences based on how people consume wine.

For example, when it comes to a wine blended from wines from Australia and the United States the following differences are evident.

- While the full description with proportions was the preferred choice for those under 30 years of age (49%), many (30%) of this group are okay with just using the countries of the

wine used in the blend. In contrast, 71 percent of those who are 60 years and older preferred the full description.

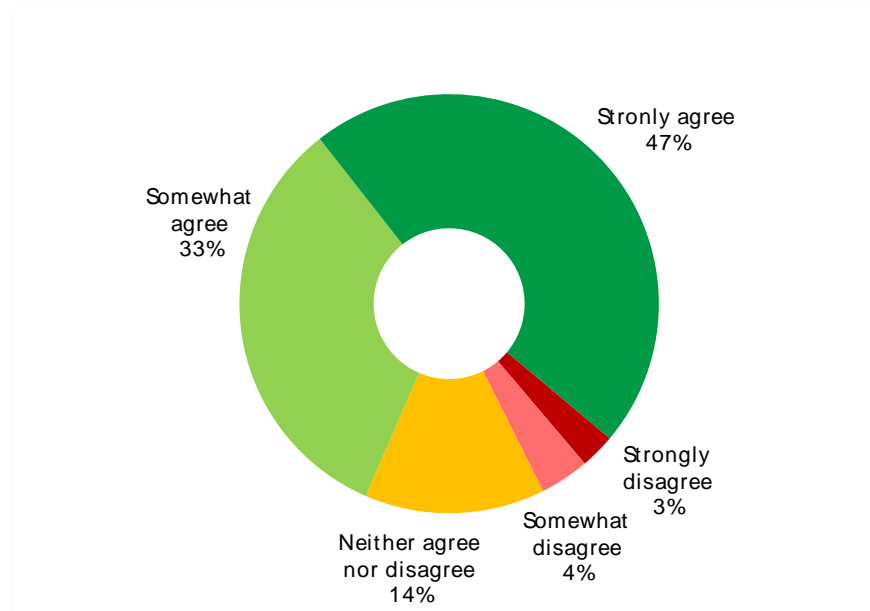
- 68 percent of those with university education preferred the full description compared with 56 percent of those with only high school.
- Although all wine types chose the full description most frequently, the Connoisseur group was the most likely (18%) to support just using “Blended in Canada from international wines” whereas the Consumer and Special Occasion groups were more likely to prefer just listing the countries.

3.8 The Importance of Specifically Identifying Countries

Exhibit 3I: Indicating specific countries of origin on labels

Question: To what extent do you agree or disagree with the following statements [Rotate] (n=1,200)

“When wine from more than one country is used, it is important that the label indicates the specific countries of origin of all the wines that are mixed together”



In all of the testing the top two choices clearly include the names of any countries from which wine was used in the blend. Consistent with this preference, 47 percent strongly agreed that indicating the specific countries of origin is important to them. Another 33 percent somewhat agreed.

While all sub-groups agreed that it is important, older Canadians, those with more education and those more serious about wine tended to place a higher level of importance. This was also true of those who were familiar with the practice of blending wine. For example, 61 percent of those very familiar with blending said it is very important to name the countries compared with only 45 percent who are not at all familiar with the practice.

3.9 How to Indicate Country of Origin

Exhibit 3J: “International Wine”

Question: To what extent do you agree or disagree with the following statements [Rotate] (n=1,200)

“International Wine” is a clear indication of the country of origin”

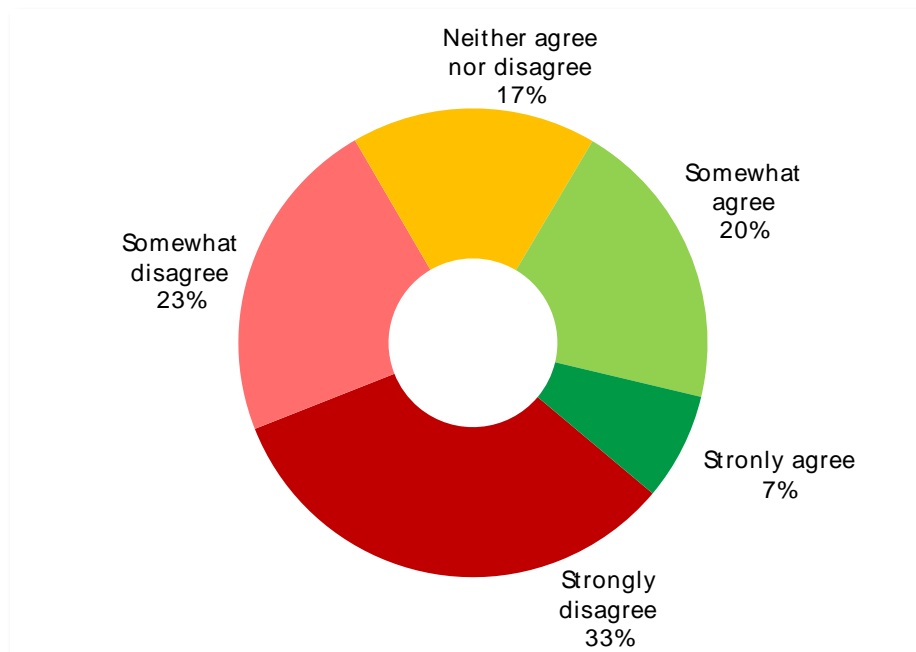


Exhibit 3K: “Cellared in Canada”

Question: To what extent do you agree or disagree with the following statements [Rotate] (n=1,200)

“Cellared in Canada” is a good way to describe wines that are mixed from wine made in more than one country”

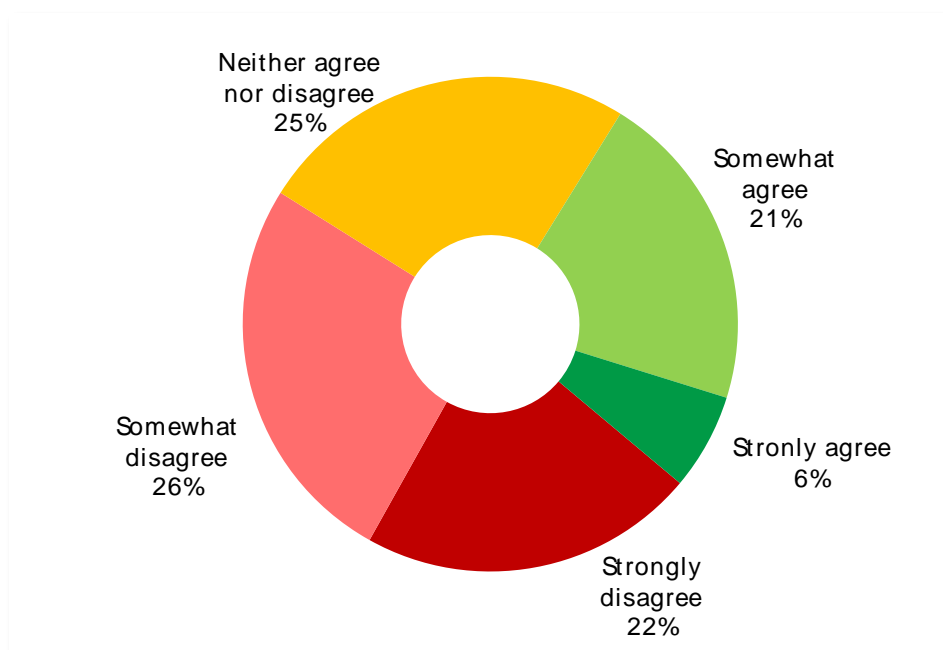
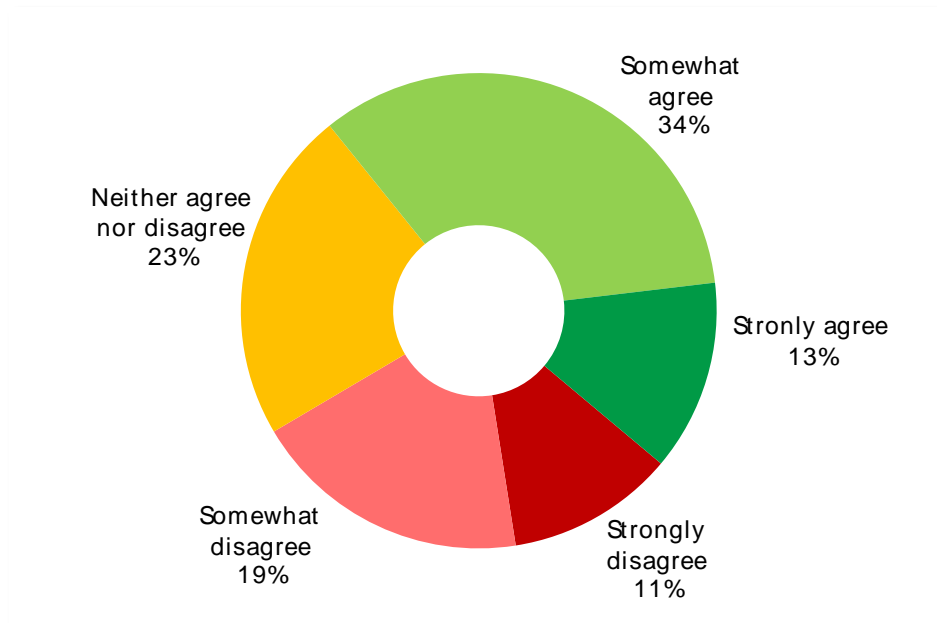


Exhibit 3L: “Blended in Canada”

Question: To what extent do you agree or disagree with the following statements [Rotate] (n=1,200)

“Blended in Canada” is a good way to describe wines that are mixed from wine made in more than one country”



After exposing Canadians to the practice and the general issue of what should be on the label, the survey revisited the possibility of using “International wine”, “Cellared in Canada” and “Blended in Canada” as terms that refer to a wine mixed from more than one country.

“Blended in Canada” was the term that the most people agreed (47%) is a clear indication of the country of origin. Both “International wine” (28%) and “Cellared in Canada” (27%) received lower levels of agreement with the phrase “International wine” receiving the most negatives (56% disagree).

Consistent with the earlier findings, those with higher levels of education were more likely to disagree with the clarity of the descriptions, particularly “International” and “Cellared in Canada” descriptions. Age differences were quite modest when it comes to the clarity of the three descriptions with only “International wine” generating particularly high disagreement among older Canadians.

- Experienced, Connoisseurs were more likely to agree that the terms “Cellared in” and “Blended in” are good terms but they also tended to be opposed to these terms as they were polarized (fewer neutral comments) about the clarity of the terms.

- When we move to Consumer and Special Occasion wine drinkers we find that the term “Blended” was preferred. Both groups were likely to disagree that “Cellared in” is clear. While “International wine” was not liked as much as “Blended” it was most liked by Special Occasion drinkers.



4.0 Canadians and Wine

4.1 Types of Wine Consumers

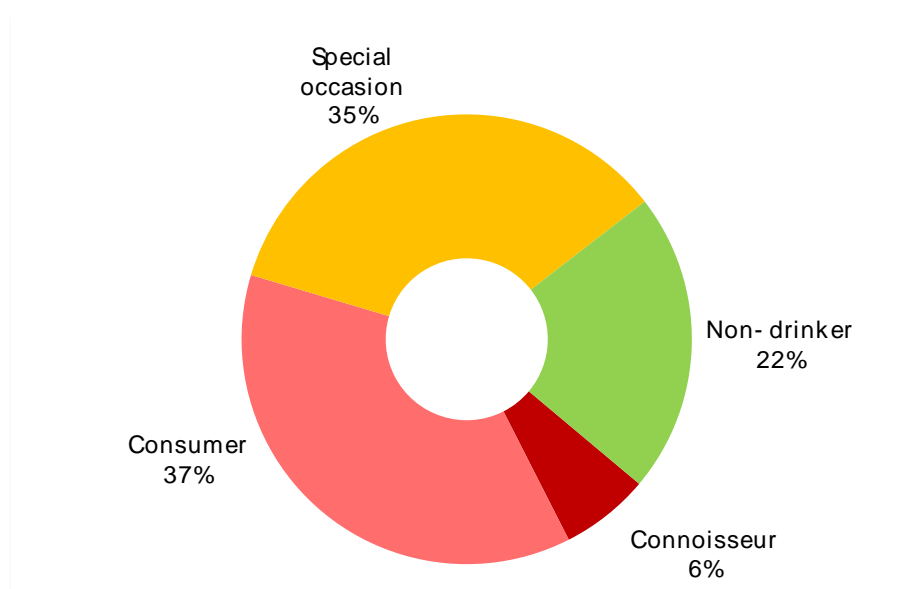
To capture the different types of wine drinkers in the population, Canadians self-selected themselves into four different groups. The descriptions allowed people to range from people who rarely or never drink wine to people who consider themselves to be knowledgeable and very selective.

Just 6 per cent of Canadians fall into the Connoisseur category with the majority either in the Consumer or Special Occasion categories.

Exhibit 4A: Types of wine consumers

Question: When it comes to drinking wine, which of the following best describes you?

Label	Description
Connoisseur	You are very particular about the wine you drink and consider yourself to be very knowledgeable about different wines.
Consumer	You drink wine regularly and have some knowledge about what you like and dislike.
Special occasion	You only drink wine on special occasions.
Non-drinker	You never or almost never drink wine.

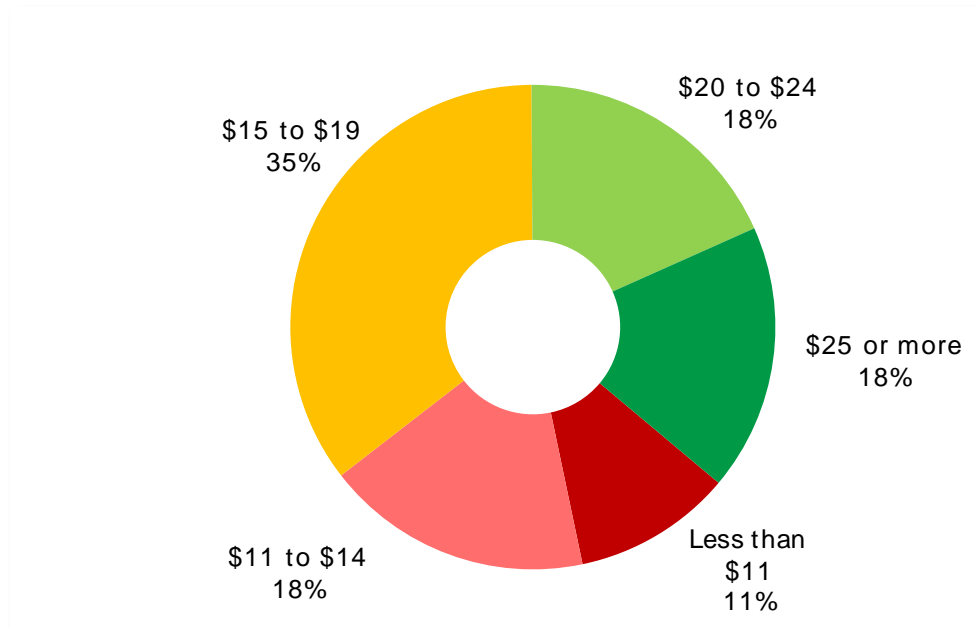


4.2 Average Price Paid Per Bottle

The average price that Canadians (who purchase wine) claim to spend is \$18.32 and the median (the point at which half of purchasers spent less and half spent more) is \$15.00. The graph below shows that 11 percent spent less than \$11 per bottle and 18 percent spent between \$11 and \$14. As we would expect, people who considered themselves to be Connoisseurs spend the most (average is \$25.20) compared with Consumers (\$17.37) and Special Occasion (\$18.79) wine drinkers.

Exhibit 4B: Average price paid per bottle

Question: On average, how much do you usually spend on a bottle of wine? (If do not purchase wine leave blank) [Open-ended] (n=899)



APPENDIX A

Methodology



Fieldwork

The Canadian Food Inspection Agency (CFIA) retained Nanos Research to conduct research on Canadians' understanding of country of origin labelling for wine.

An online survey of 1,200 Canadians was conducted by Nanos Research between December 12th and 17th, 2011.

Sample

The online sample of Canadians was drawn from the Canadian portion of the SSI Global panel of online survey respondents. The panel is recruited (self selected) by SSI and is comprised of a cross-section of over 48,000 Canadians. The survey had regional and gender quotas and was weighted to be representative of the Canadian general populace. As a non-probability sample, the calculation for a margin of error cannot be applied, according to the standards of the MRIA. However, a robust, quality, online sample of opinion properly weighted is a strong approximation of Canadian opinion.



APPENDIX B

QUESTIONNAIRES



Project Review:

A total of 1,200 interviews will be completed online.
The survey will take no longer than 15 minutes on average to complete.
Sample: Online panel, 18+ in Quebec, 19+ in rest of Canada.

Introduction

Thank you for responding to the survey invitation. The following survey is being conducted by Nanos Research on behalf of the Canadian Food Inspection Agency in order to better understand consumers' attitudes and behaviours. The survey is registered with the National Survey Registration System. The survey is completely voluntary and should take no more than 15 minutes of your time.

Please be assured that all of your answers are confidential, and will remain anonymous. If you have any questions about this survey please contact....

Understanding and Familiarity

This section is meant to capture perceptions and attitudes about the issue without providing specific information about policy options or the current state.

1. How would you rate your overall familiarity with wine?

Very familiar	<input type="checkbox"/>
Somewhat familiar	<input type="checkbox"/>
Not very familiar	<input type="checkbox"/>
Not at all familiar	<input type="checkbox"/>

2. When it comes to wine labelling, what does the concept "Product of Canada" mean to you?

OPEN TEXT BOX

3. Some wine sold in Canada is labeled as "Cellared in Canada," how would you rate your understanding of the term. Would you say that you are...

Very familiar	<input type="checkbox"/>
Somewhat familiar	<input type="checkbox"/>
Not very familiar	<input type="checkbox"/>
Not at all familiar	<input type="checkbox"/>

4. [IF AT LEAST SOMEWHAT FAMILIAR] What does "Cellared in Canada" mean to you?

OPEN TEXT BOX

5. To what extent do you agree or disagree with each of the following statements:

RANDOMIZE	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I pay close attention to the country of origin of the wine I buy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I read wine labels closely	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On a label, "Canadian wine" means the same thing to me as "Product of Canada"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Blended in Canada from domestic and imported wines" gives me a clear indication of the origin of the wine.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Policy Choices

This section is meant to move from general perceptions to evaluate actual opinions about the label options.

6. Some wines sold in Canada are blends of wines from more than one country. Before today, how familiar were you with this practice?

Very familiar	<input type="checkbox"/>
Somewhat familiar	<input type="checkbox"/>
Not very familiar	<input type="checkbox"/>
Not at all familiar	<input type="checkbox"/>

7. Have you personally purchased wine that is a blend of wine from more than one country?

Yes, definitely	<input type="checkbox"/>
Yes, probably	<input type="checkbox"/>
No	<input type="checkbox"/>
Don't know/ not sure	<input type="checkbox"/>

8. The current wine labelling regulations require that all wine must clearly indicate the country of origin on its label. Some wines in Canada state on the label that they are "Blended in Canada from International and Canadian Wines." How clearly does this describe the country of origin of the wine?

CFIA – Wine Labelling Questionnaire - English

Very clearly	<input type="checkbox"/>
Somewhat clearly	<input type="checkbox"/>
Not very clearly	<input type="checkbox"/>
Not at all clearly	<input type="checkbox"/>

9. On a label, which of the following best describes a wine mixed and sold in Canada from wines imported from different countries?

ROTATE
Bottled in Canada
Cellared in Canada
Blended in Canada
Other (Specify: _____)

10. The policy for wine labelling in Canada states that a wine may claim to be a product of a particular country if at least 75% of the finished wine is fermented and processed in that country from grapes grown in that country. For example, a Canadian wine must contain at least 75% Canadian produced wine to be labelled as "Product of Canada".

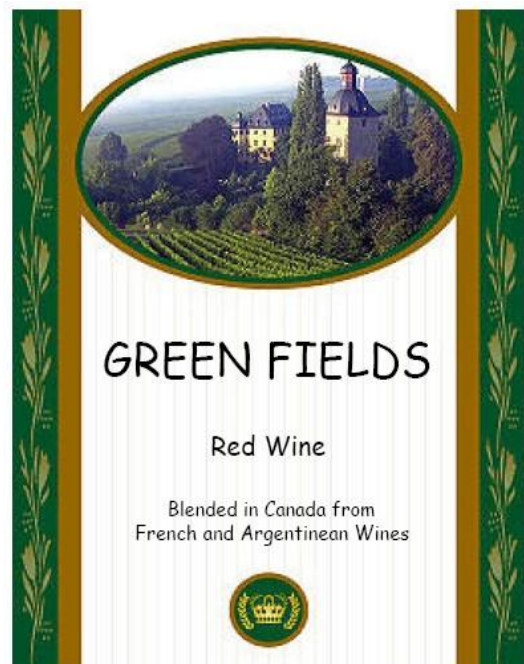
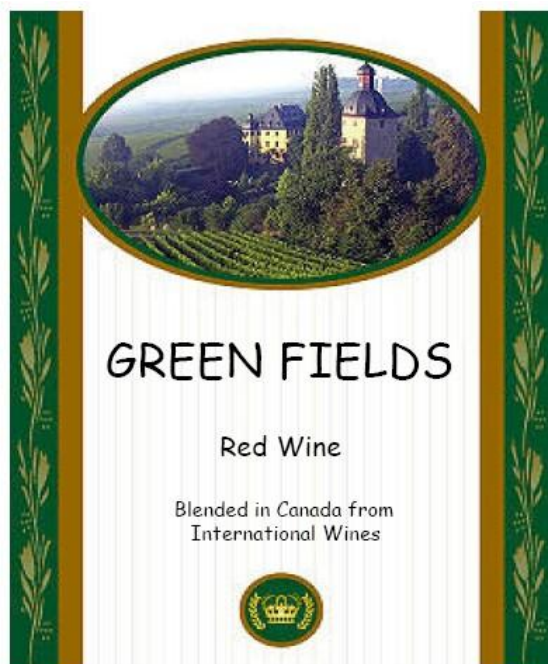
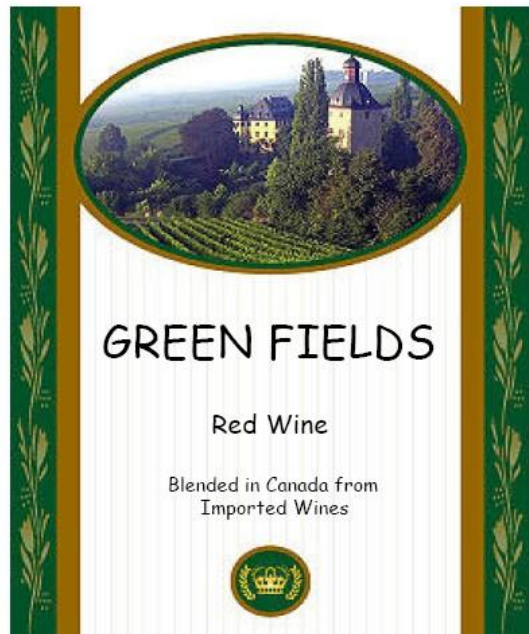
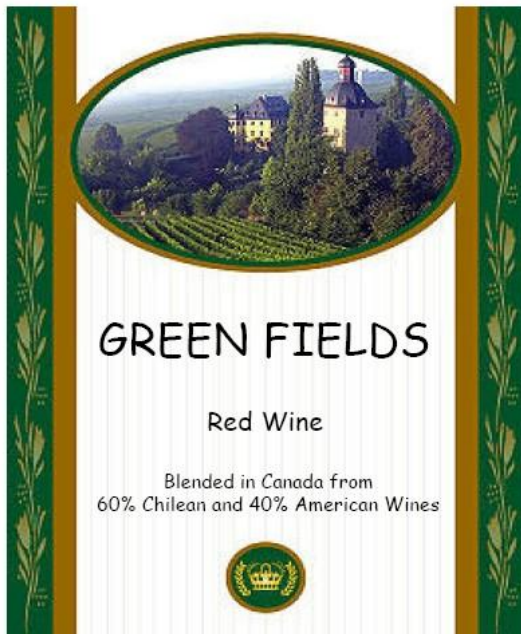
To what extent do you agree or disagree that this labelling gives you a clear indication of the wine's country of origin?

Strongly agree	<input type="checkbox"/>
Somewhat agree	<input type="checkbox"/>
Neither agree nor disagree	<input type="checkbox"/>
Somewhat disagree	<input type="checkbox"/>
Strongly disagree	<input type="checkbox"/>

Potential Picture Question

11. Which of the following wine labels provides the kinds of information that you need to understand the country of origin of the wine?

CFIA – Wine Labelling Questionnaire - English



Rotate

CFIA – Wine Labelling Questionnaire - English

Order of Next Two Questions

12. When purchasing a wine blended in Canada from Australian and American wines, which of the following statements would give you enough information on the wine's origin? [Please choose one]

Blended in Canada from imported wines	<input type="checkbox"/>
Blended in Canada from international wines	<input type="checkbox"/>
Blended in Canada from Australian and USA wines	<input type="checkbox"/>
Blended in Canada from 55% Australian and 45% USA wines	<input type="checkbox"/>
There should be no requirement for a mention of a country on wines that are blended	<input type="checkbox"/>
No preference	<input type="checkbox"/>

13. When purchasing a wine blended in Canada from Australian and Canadian wines, which of the following statements provides you with enough information on the wine's origin? [Please choose one]

Blended in Canada from imported and domestic wines	<input type="checkbox"/>
Blended in Canada from international and domestic wines	<input type="checkbox"/>
Blended in Canada from Australian and Canadian wines	<input type="checkbox"/>
Blended in Canada from 55% Australian and 45% Canadian wines	<input type="checkbox"/>
There should be no requirement for a mention of a country on wines that are blended	<input type="checkbox"/>
No preference	<input type="checkbox"/>

14. To what extent do you agree or disagree with each of the following statements:

ROTATE	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
When wine from more than one country is used, it is important that the label indicates the specific countries of origin of all of the wines that are mixed together.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"International Wine" is a clear indication of the country of origin when the wine is mixed from more than one country.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Cellared in Canada" is a good way to describe wines that are mixed from wine made in more than one country.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Blended in Canada" is a good way to describe wines that are mixed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

CFIA – Wine Labelling Questionnaire - English

from wine made in more than one country.					
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Demographics

The purpose here is to capture relevant attributes that might drive attitudes about the program in addition to standard demographic variables.

15. When it comes to drinking wine, which of the following best describes you?

Connoisseur: you are very particular about the wine you drink and consider yourself to be very knowledgeable about different wines.	<input type="checkbox"/>
Consumer: you drink wine regularly and have some knowledge about what you like and dislike	<input type="checkbox"/>
Special occasion: you only drink wine on special occasions.	<input type="checkbox"/>
Non-drinker: You never or almost never drink wine.	<input type="checkbox"/>

Note: The descriptions "Connoisseur", "Consumer", "Special occasion" and "Non-drinker" will not be shown since the labels may influence respondents. The descriptions will be used when we generate the tabs and write the report.

16. On average, how much do you usually spend on a bottle of wine?

Enter Value	<input type="text"/>
Do not purchase wine	<input type="checkbox"/>

17. Gender

Male	<input type="text"/>
Female	<input type="checkbox"/>

18. What year were you born in?

19. Which of the following diplomas or degrees have you completed?

None	1
High School diploma or equivalent	2
Registered Apprenticeship or other trades certificate or diploma	3
College, CEGEP or other non-university certificate or diploma	4
University degree, certificate or diploma	5
Refuse	99

20. Which of the following categories best describes your total household income, that is the total income of all persons in your household combined, before taxes?

Under \$20,000	1	\$80,000 to just under \$100,000	5
\$20,000 to just under \$40,000	2	\$100,000 to just under \$150,000	6
\$40,000 to just under \$60,000	3	\$150,000 and above	7
\$60,000 to just under \$80,000	4	Refuse	99



CFIA – Wine Labelling Questionnaire - English

21. Postal Code

First three digits.

22. Province

Project Review:

A total of 1,200 interviews will be completed online.
The survey will take no longer than 15 minutes on average to complete.
Sample: Online panel, 18+ in Quebec, 19+ in rest of Canada.

Introduction

Merci d'avoir répondu à l'invitation pour participer au sondage. Ce sondage est mené par Nanos Research pour l'Agence canadienne d'inspection des aliments afin de mieux comprendre l'attitude des consommateurs et leurs comportements. Le sondage est enregistré auprès du Système national d'enregistrement des sondages. Le sondage est entièrement volontaire et ne devrait pas prendre plus de 15 minutes de votre temps.

Soyez assuré que toutes vos réponses sont confidentielles et demeureront anonymes. Si vous avez des questions concernant ce sondage, veuillez contacter....

Compréhension et Familiarité

This section is meant to capture perceptions and attitudes about the issue without providing specific information about policy options or the current state.

1. Comment classeriez-vous votre familiarité globale du vin ?

Très familier	<input type="checkbox"/>
Plutôt familier	<input type="checkbox"/>
Pas très familier	<input type="checkbox"/>
Pas du tout familier	<input type="checkbox"/>

2. Quand il s'agit de l'étiquetage du vin, que signifie le concept "Produit du Canada" pour vous?

OPEN TEXT BOX

3. Certains vins vendus au Canada sont étiquetés «Élaboré au Canada». Comment classeriez-vous votre compréhension de ce terme? Diriez-vous que vous êtes...

Très familier	<input type="checkbox"/>
Plutôt familier	<input type="checkbox"/>
Pas très familier	<input type="checkbox"/>
Pas du familier	<input type="checkbox"/>

4. [IF AT LEAST SOMEWHAT FAMILIAR] Que signifie « Élaboré au Canada » pour vous?

OPEN TEXT BOX

5. Dans quelle mesure êtes-vous en accord ou en désaccord avec les énoncés suivants?

RANDOMIZE	Fortement en désaccord	Plutôt en désaccord	Ni en accord ni en désaccord	Plutôt en accord	Fortement en accord
Je fais très attention au pays d'origine des vins que j'achète	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Je lis attentivement les étiquettes sur les vins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sur une étiquette, « Vin canadien » veut dire la même chose que «Produit du Canada» pour moi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
« Mélangé au Canada à partir de vins domestiques et importés » me donne une indication claire de l'origine du vin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Choix des politiques

This section is meant to move from general perceptions to evaluate actual opinions about the label options.

6. Certains vins vendus au Canada sont des mélanges de vins provenant de plus d'un seul pays. Avant aujourd'hui, à quel point étiez-vous familier avec cette pratique?

Très familier	<input type="checkbox"/>
Plutôt familier	<input type="checkbox"/>
Pas très familier	<input type="checkbox"/>
Pas du tout familier	<input type="checkbox"/>

7. Avez-vous personnellement acheté du vin étant un mélange de vins provenant de plus d'un pays?

Oui, certainement	<input type="checkbox"/>
Oui, probablement	<input type="checkbox"/>
Non	<input type="checkbox"/>
Ne sais pas/ Pas sûr (e)	<input type="checkbox"/>

8. Les règlements actuels d'étiquetage du vin exigent que tous les vins indiquent clairement le pays d'origine sur l'étiquette. L'étiquette de certains vins au Canada indique qu'ils sont « mélangés au Canada à partir de vins internationaux et canadiens ». À quel point cela indique clairement le pays d'origine du vin?

Très clairement	<input type="checkbox"/>
Plutôt clairement	<input type="checkbox"/>
Pas très clairement	<input type="checkbox"/>
Pas du tout clairement	<input type="checkbox"/>

9. Sur une étiquette, quel est l'énoncé qui décrit le mieux un vin mélangé et vendu au Canada à partir de vins importés de différents pays?

ROTATE
Mis en bouteille au Canada
Élaboré au Canada
Mélangé au Canada
Autre (Veuillez préciser: _____)

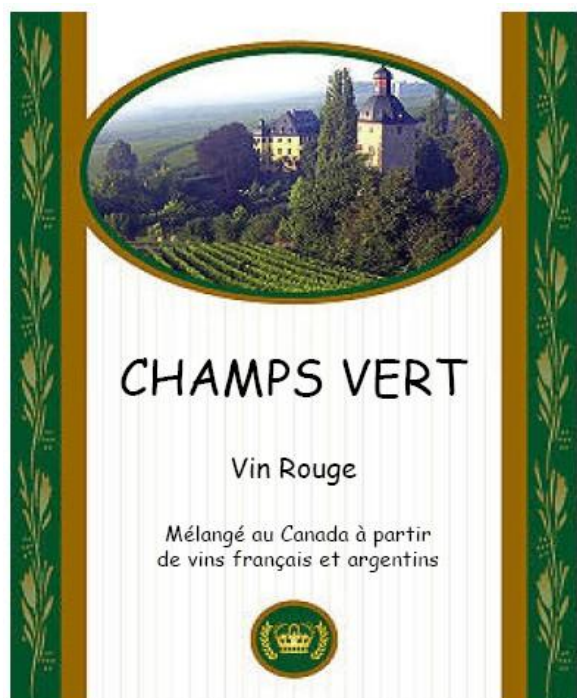
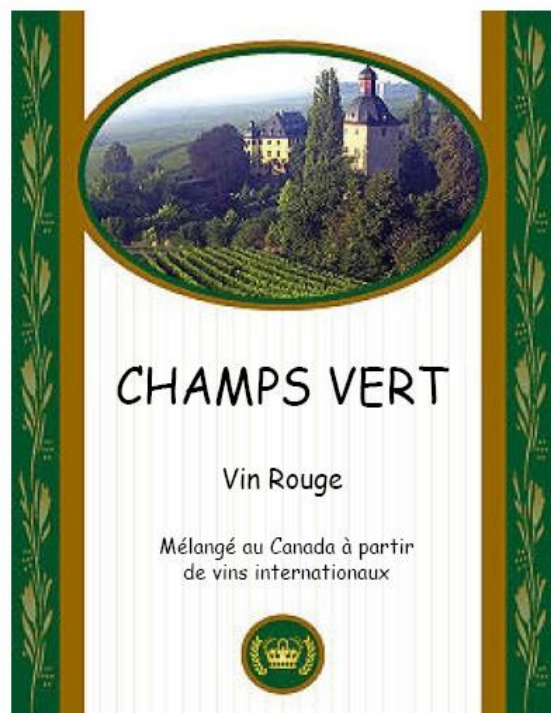
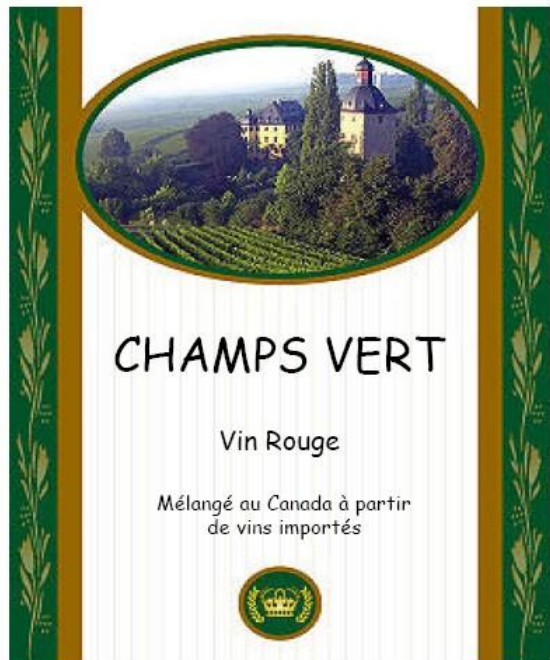
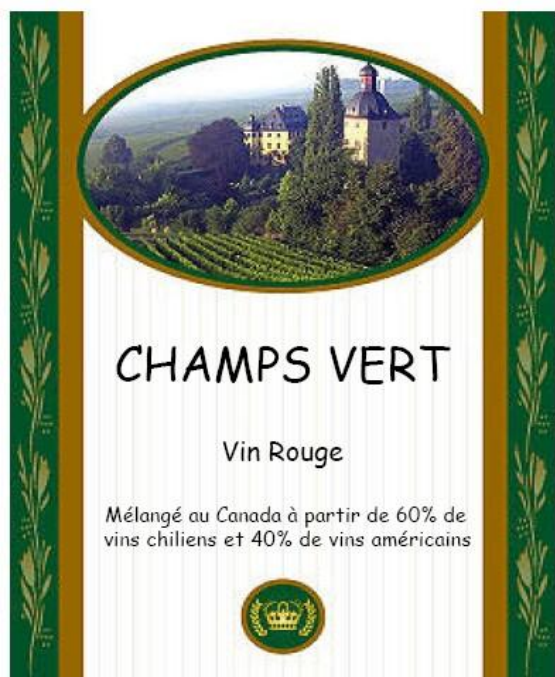
10. La politique de l'étiquetage du vin au Canada affirme qu'un vin peut prétendre être un produit d'un pays particulier si au moins 75% du vin fini est fermenté et traité dans ce pays à partir de raisins cultivés dans ce même pays. Par exemple, un vin canadien doit contenir au moins 75% du vin produit au Canada pour pouvoir être étiqueté «Produit du Canada».

Dans quelle mesure êtes-vous en accord ou en désaccord que ceci vous donne une indication claire du pays d'origine du vin?

Fortement en accord	<input type="checkbox"/>
Plutôt en accord	<input type="checkbox"/>
Ni en accord ni en désaccord	<input type="checkbox"/>
Plutôt en désaccord	<input type="checkbox"/>
Fortement en désaccord	<input type="checkbox"/>

Potential Picture Question

11. Laquelle des étiquettes de vins suivantes donne le type d'informations dont vous avez besoin pour comprendre le pays d'origine du vin?



Rotate Order of Next Two Questions

12. Lorsque vous achetez un vin mélangé au Canada à partir de vins australiens et américains, lequel des énoncés suivants vous donnerait assez d'informations sur l'origine du vin? [Veuillez choisir un énoncé]

Mélangé au Canada à partir de vins importés	<input type="checkbox"/>
Mélangé au Canada à partir de vins internationaux	<input type="checkbox"/>
Mélangé au Canada à partir de vins australiens et américains	<input type="checkbox"/>
Mélangé au Canada à partir de 55% de vins australiens et 45% de vins américains	<input type="checkbox"/>
Il ne devrait pas y avoir d'obligation de mentionner un pays pour les vins mélangés	<input type="checkbox"/>
Pas de préférence	<input type="checkbox"/>

13. Lorsque vous achetez un vin mélangé au Canada à partir de vins australiens et canadiens, lequel des énoncés suivants vous fournit assez d'informations sur l'origine du vin? [Veuillez choisir un énoncé]

Mélangé au Canada à partir de vins importés et domestiques	<input type="checkbox"/>
Mélangé au Canada à partir de vins internationaux et domestiques	<input type="checkbox"/>
Mélangé au Canada à partir de vins australiens et canadiens	<input type="checkbox"/>
Mélangé au Canada à partir de 55% de vins australiens et 45% de vins canadiens	<input type="checkbox"/>
Il ne devrait pas y avoir d'obligation de mentionner un pays pour les vins mélangés	<input type="checkbox"/>
Pas de préférence	<input type="checkbox"/>

14. Dans quelle mesure êtes-vous en accord ou en désaccord avec chacun des énoncés suivants:

ROTATE	Fortement en désaccord	Plutôt en désaccord	Ni en accord ni en désaccord	Plutôt en accord	Fortement en accord
Quand le vin de plus d'un pays est utilisé, il est important que l'étiquette indique les pays d'origine spécifiques de tous les vins qui sont mélangés ensemble.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Vin international" est une indication claire du pays d'origine quand le vin est mélangé à partir de vins de plus d'un pays.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Élaboré au Canada" est une bonne façon de décrire des vins qui sont mélangés à partir de vins provenant de plus d'un pays.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Mélangés au Canada" est une bonne façon de décrire des vins qui	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

sont mélangés à partir de vins provenant de plus d'un pays.					
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Questions démographiques

The purpose here is to capture relevant attributes that might drive attitudes about the program in addition to standard demographic variables.

15. Quand il s'agit de boire du vin, parmi les énoncés suivants, quel est celui qui vous décrit le mieux?

[Connoisseur]: vous êtes très particulier sur le vin que vous buvez et considérez que vous êtes très informé sur les différents vins.	<input type="checkbox"/>
[Consumer]: vous buvez régulièrement du vin et vous avez quelques connaissances sur ce que vous aimez ou pas.	<input type="checkbox"/>
[Special occasion]: Vous buvez du vin seulement lors d'occasions spéciales.	<input type="checkbox"/>
[Non-drinker]: Vous ne buvez jamais ou presque jamais de vin.	<input type="checkbox"/>

Note: The descriptions "Connoisseur", "Consumer", "Special occasion" and "Non-drinker" will not be shown since the labels may influence respondents. The descriptions will be used when we generate the tabs and write the report.

16. En moyenne, combien dépensez-vous sur une bouteille de vin

Entrez la valeur	<input type="text"/>
N'achète pas de vin	<input type="checkbox"/>

17. Sexe

Homme	<input type="text"/>
Femme	<input type="checkbox"/>

18. Quelle est votre année de naissance?

19. Parmi les diplômes suivants, quels sont ceux que vous avez obtenus?

Aucun.....	1
Diplôme d'études secondaires ou équivalent.....	2
Apprentissage enregistré ou diplôme ou certificat d'une école de métiers.....	3
Diplôme d'études collégiales, CEGEP ou certificat ou diplôme non universitaire	4
Grade, certidicat ou diplôme universitaire	5
Refus.....	99

20. Dans quelle échelle salariale se trouve votre revenu familial total, c'est-à-dire le total des revenus avant impôts de toutes les personnes habitant avec vous?

Moins de 20 000\$	1	80 000\$ à moins de 100 000\$	5
20 000\$ à moins de 40 000\$.....	2	100 000\$ à moins de 150 000\$	6
40 000\$ à moins de 60 000\$.....	3	150 000\$ et plus	7
60 000\$ à moins de 80 000\$	4	Refus	99



CFIA – Wine Labelling Questionnaire - French

21. Code postal

Les trois premiers chiffres.

22. Province

APPENDIX C

Statistical Tables





CANADIAN FOOD INSPECTION AGENCY – STAT SHEET

		Question 1 – How would you rate your overall familiarity with wine?				
		Total	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar
		Responses	Percentage	Percentage	Percentage	Percentage
Region	Canada 2011-12	1200	19.6	42.9	24.1	13.4
	Atlantic	120	10.4	45.6	25.5	18.4
	Quebec	300	28.2	43.3	18.9	9.5
	Ontario	360	22.9	42.5	25.6	9.1
	Prairies	240	11.4	43.6	24.7	20.2
	British Columbia	180	15.4	40.4	27.8	16.4
Gender	Male	599	21.0	45.1	22.9	10.9
	Female	601	18.1	40.7	25.2	15.9
Age	18/19 to 29	247	26.7	43.5	18.5	11.3
	30 to 39	203	15.1	40.1	30.7	14.1
	40 to 49	250	23.3	42.9	21.1	12.7
	50 to 59	214	16.2	45.8	25.1	12.9
	60 plus	287	15.7	42.4	26.1	15.8
Education	None	46	15.4	40.7	20.8	23.1
	High school diploma or equivalent	383	22.4	40.3	20.7	16.6
	Registered apprenticeship/trades	107	11.1	43.9	28.5	16.5
	College/CEGEP/other non-university	332	17.2	37.8	30.8	14.2
	University	318	22.1	51.4	20.1	6.4
Description	Refuse	14	16.8	43.3	25.4	14.5
	Connoisseur	77	81.9	17.4	.0	.8
	Consume	445	26.2	64.2	8.6	1.0
	Special occasion	418	10.5	42.1	40.5	6.9
	Non-drinker	259	4.2	15.3	31.3	49.2
Familiarity with blended wines	Very familiar	104	60.5	30.1	5.4	4.0
	Somewhat familiar	333	22.7	63.3	11.3	2.6
	Not very familiar	412	16.5	47.6	28.9	7.0
	Not at all familiar	351	8.0	21.8	36.1	34.1



CANADIAN FOOD INSPECTION AGENCY – STAT SHEET

When it comes to wine labeling, what does the concept “Product of Canada” mean to you?

			Question 1 - How would you rate your overall familiarity with wine?				Total
			Very familiar	Somewhat familiar	Not very familiar	Not at all familiar	
Question 2 - When it comes to wine labelling, what does the concept “Product of Canada” mean to you?	Made in Canada	Count	112	249	148	64	573
		Column %	47.9%	48.3%	51.2%	39.8%	47.8%
	Bottled in Canada	Count	8	31	9	12	60
		Column %	3.4%	6.0%	3.1%	7.5%	5.0%
	Grapes grown in Canada	Count	26	62	32	17	137
		Column %	11.1%	12.0%	11.1%	10.6%	11.4%
	Good quality	Count	34	56	30	13	133
		Column %	14.5%	10.9%	10.4%	8.1%	11.1%
	Grapes grown in Canada and wine made in Canada	Count	27	66	43	19	155
		Column %	11.5%	12.8%	14.9%	11.8%	12.9%
	Other	Count	17	24	9	8	58
		Column %	7.3%	4.7%	3.1%	5.0%	4.8%
	Unsure	Count	10	27	18	28	83
		Column %	4.3%	5.2%	6.2%	17.4%	6.9%
	Total	Count	234	515	289	161	1200
		Column %	100.0%	100.0%	100.0%	100.0%	100.0%



CANADIAN FOOD INSPECTION AGENCY – STAT SHEET

		Question 3 – Some wine sold in Canada is labeled as “Cellared in Canada,” how would you rate your understanding of the term? Would you say that you are...				
		Total	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar
		Responses	Percentage	Percentage	Percentage	Percentage
Region	Canada 2011-12	1200	6.1	32.2	37.2	24.5
	Atlantic	120	7.4	27.9	32.8	31.9
	Quebec	300	5.2	27.9	44.6	22.3
	Ontario	360	7.4	36.7	35.1	20.8
	Prairies	240	2.9	33.7	32.0	31.4
	British Columbia	180	8.5	31.4	38.7	21.4
Gender	Male	599	7.7	35.8	34.4	22.1
	Female	601	4.5	28.6	40.0	26.9
Age	18/19 to 29	247	7.2	41.1	31.5	20.2
	30 to 39	203	6.2	27.6	37.9	28.3
	40 to 49	250	8.7	33.1	37.9	20.3
	50 to 59	214	3.9	33.4	38.4	24.3
	60 plus	287	4.4	26.3	40.0	29.4
Education	None	46	.0	16.9	42.9	40.2
	High school diploma or equivalent	383	5.4	29.3	36.7	28.6
	Registered apprenticeship / trades	107	5.8	34.0	35.9	24.3
	College/CEGEP/ other non-university	332	5.3	29.1	41.5	24.1
	University	318	8.5	40.3	33.3	17.9
Description	Refuse	14	11.5	40.2	26.9	21.4
	Connoisseur	77	44.0	39.1	11.5	5.3
	Consumer	445	6.7	47.3	38.1	7.8
	Special occasion	418	1.8	26.0	48.2	24.0
	Non-drinker	259	.8	14.3	25.5	59.5
Familiarity with blended wines	Very familiar	104	39.9	47.8	8.3	4.0
	Somewhat familiar	333	7.3	59.0	28.8	5.0
	Not very familiar	412	1.8	24.0	60.4	13.7
	Not at all familiar	351	.0	11.8	26.4	61.8



CANADIAN FOOD INSPECTION AGENCY – STAT SHEET

[If at least somewhat familiar] What does “Cellared in Canada” mean to you?

			Question 3 - Some wine sold in Canada is labelled as “Cellared in Canada,” how would you rate your understanding of the term. Would you say that you are...		Total
			Very familiar	Somewhat familiar	
Question 4 - What does “Cellared in Canada” mean to you?	Made in Canada	Count	20	107	127
		Column %	27.4%	27.6%	27.6%
	Stored in Canada	Count	26	167	193
		Column %	35.6%	43.2%	42.0%
	Bottled in Canada	Count	13	54	67
		Column %	17.8%	14.0%	14.6%
	Other	Count	12	38	50
		Column %	16.4%	9.8%	10.9%
	Unsure	Count	2	21	23
		Column %	2.7%	5.4%	5.0%
	Total	Count	73	387	460
		Column %	100.0%	100.0%	100.0%



CANADIAN FOOD INSPECTION AGENCY – STAT SHEET

To what extent do you agree or disagree with each of the following statements: [RANDOMIZE]

		Question 5a – I pay close attention to the country of origin of the wine I buy					
		Total	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2011-12	1200	11.2	9.8	24.2	35.7	19.1
	Atlantic	120	15.3	11.0	22.5	33.6	17.6
	Quebec	300	8.7	10.3	27.8	38.6	14.6
	Ontario	360	9.2	11.0	23.1	34.3	22.4
	Prairies	240	15.3	10.4	22.8	33.6	17.9
	British Columbia	180	11.4	4.8	23.0	37.8	22.9
Gender	Male	599	8.9	8.9	24.0	35.8	22.4
	Female	601	13.6	10.6	24.3	35.6	15.9
Age	18/19 to 29	247	15.8	14.7	25.6	33.4	10.5
	30 to 39	203	8.9	8.8	25.2	40.0	17.2
	40 to 49	250	9.9	7.2	24.7	34.8	23.4
	50 to 59	214	10.2	12.5	24.2	32.4	20.8
	60 plus	287	10.9	6.5	21.7	37.9	23.1
Education	None	46	24.5	16.0	25.5	25.7	8.3
	High school diploma or equivalent	383	16.7	11.6	28.1	29.0	14.6
	Registered apprenticeship/ trades	107	11.6	12.7	23.9	32.1	19.6
	College/CEGEP/ non-university	332	9.2	8.2	26.3	34.8	21.5
	University	318	4.6	7.6	16.0	48.2	23.7
Description	Refuse	14	15.7	4.2	49.9	14.6	15.7
	Connoisseur	77	6.0	5.2	9.2	24.3	55.2
	Consumer	445	4.4	7.1	14.8	46.9	26.8
	Special occasion	418	6.9	13.4	27.1	39.7	12.8
	Non-drinker	259	31.4	9.9	39.8	13.3	5.6
Familiarity with blended wines	Very familiar	104	7.1	5.7	3.2	29.5	54.5
	Somewhat familiar	333	3.3	7.0	19.6	43.1	27.1
	Not very familiar	412	5.5	11.0	24.8	44.7	13.9
	Not at all familiar	351	26.7	12.3	33.9	19.9	7.2



CANADIAN FOOD INSPECTION AGENCY – STAT SHEET

To what extent do you agree or disagree with each of the following statements: [RANDOMIZE]

		Question 5b – I read wine labels closely					
		Total	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2011-12	1200	13.5	13.5	26.4	33.8	12.8
	Atlantic	120	19.6	9.7	27.2	33.0	10.5
	Quebec	300	7.7	11.8	27.8	39.8	12.8
	Ontario	360	13.4	15.1	25.4	31.4	14.6
	Prairies	240	15.8	14.6	28.6	32.6	8.4
	British Columbia	180	16.1	14.2	22.4	30.9	16.5
Gender	Male	599	11.2	13.3	26.1	35.9	13.5
	Female	601	15.8	13.6	26.7	31.8	12.1
Age	18/19 to 29	247	16.6	14.2	27.3	29.9	12.0
	30 to 39	203	13.0	15.2	27.0	33.1	11.7
	40 to 49	250	10.5	14.0	24.1	37.4	14.1
	50 to 59	214	13.7	12.8	27.3	33.7	12.4
	60 plus	287	13.6	11.8	26.4	34.7	13.4
Education	None	46	28.2	12.3	39.1	16.5	3.8
	High school diploma or equivalent	383	19.1	17.6	24.3	28.9	10.2
	Registered apprenticeship/trades	107	12.6	13.2	30.8	33.9	9.6
	College/CEGEP/ non-university	332	9.4	13.2	33.1	30.4	14.0
	University	318	9.5	9.0	17.7	46.2	17.6
Description	Refuse	14	8.8	16.8	45.8	28.6	.0
	Connoisseur	77	9.2	3.5	6.5	24.8	56.0
	Consumer	445	4.5	10.1	21.1	47.2	17.1
	Special occasion	418	8.6	19.7	29.1	36.5	6.2
	Non-drinker	259	38.1	12.2	37.0	9.4	3.3
Familiarity with blended wines	Very familiar	104	10.8	9.3	7.5	34.9	37.6
	Somewhat familiar	333	5.6	9.5	23.3	42.7	18.9
	Not very familiar	412	6.1	15.5	29.2	41.6	7.8
	Not at all familiar	351	30.5	16.2	31.7	16.1	5.5



CANADIAN FOOD INSPECTION AGENCY – STAT SHEET

To what extent do you agree or disagree with each of the following statements: [RANDOMIZE]

		Question 5c – On a label, “Canadian wine” means the same thing to me as “Product of Canada”					
		Total	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2011–12	1200	10.2	15.1	18.9	35.7	20.1
	Atlantic	120	9.9	13.6	16.4	39.2	20.9
	Quebec	300	7.6	13.3	23.0	37.1	19.1
	Ontario	360	9.8	16.8	16.2	32.1	25.2
	Prairies	240	11.5	12.3	20.1	41.3	14.9
	British Columbia	180	13.9	19.6	17.4	30.8	18.3
Gender	Male	599	10.8	14.6	19.5	34.7	20.5
	Female	601	9.6	15.6	18.2	36.7	19.8
Age	18/19 to 29	247	13.9	17.3	19.6	29.8	19.4
	30 to 39	203	8.8	10.0	20.2	38.9	22.1
	40 to 49	250	8.4	17.4	16.0	38.6	19.6
	50 to 59	214	7.3	14.3	22.1	34.2	22.1
	60 plus	287	11.6	15.5	17.4	37.0	18.5
Education	None	46	12.3	5.1	31.2	33.2	18.1
	High school diploma or equivalent	383	11.1	14.7	23.1	32.8	18.3
	Registered apprenticeship/ trades	107	7.2	17.8	15.9	40.5	18.6
	College/CEGEP/other non-university	332	10.8	14.1	21.9	31.4	21.9
	University	318	9.0	17.7	9.2	42.2	22.0
Description	Refuse	14	13.1	5.7	34.1	39.3	7.8
	Connoisseur	77	16.7	13.8	15.3	21.9	32.3
	Consumer	445	9.9	20.1	14.5	35.9	19.6
	Special occasion	418	7.4	12.8	19.3	40.6	19.9
	Non-drinker	259	13.3	10.6	26.7	31.5	17.9
Familiarity with blended wines	Very familiar	104	23.2	19.6	15.0	17.2	24.9
	Somewhat familiar	333	11.8	20.9	15.6	35.6	16.1
	Not very familiar	412	5.3	14.5	20.9	39.6	19.8
	Not at all familiar	351	10.6	9.0	20.8	36.6	23.0



CANADIAN FOOD INSPECTION AGENCY – STAT SHEET

To what extent do you agree or disagree with each of the following statements: [RANDOMIZE]

		Question 5d – “Blended in Canada from domestic and imported wines” gives me a clear indication of the origin of the wine					
		Total	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2011-12	1200	21.4	24.0	22.9	25.2	6.5
	Atlantic	120	24.5	23.9	22.8	20.3	8.5
	Quebec	300	19.9	21.9	28.0	25.2	5.0
	Ontario	360	20.7	25.7	17.9	28.3	7.3
	Prairies	240	24.6	24.8	25.1	20.9	4.6
	British Columbia	180	18.7	23.2	21.4	28.1	8.7
Gender	Male	599	21.9	22.0	22.6	26.4	7.1
	Female	601	20.8	26.0	23.2	24.0	6.0
Age	18/19 to 29	247	19.5	25.9	22.7	24.6	7.3
	30 to 39	203	18.8	24.4	21.7	28.2	6.9
	40 to 49	250	21.9	26.5	21.1	26.0	4.6
	50 to 59	214	20.4	22.1	24.8	22.9	9.8
	60 plus	287	25.0	21.4	24.1	24.8	4.7
Education	None	46	16.5	16.4	29.8	26.3	11.1
	High school diploma or equivalent	383	20.2	23.8	27.2	23.4	5.4
	Registered apprenticeship/ trades	107	21.0	25.7	21.8	25.8	5.7
	College/CEGEP/ other non-university	332	22.6	27.2	21.1	22.3	6.8
	University	318	22.6	21.9	17.4	30.7	7.4
	Refuse	14	16.0	16.2	56.4	11.4	.0
Description	Connoisseur	77	27.7	16.8	10.5	27.9	17.1
	Consumer	445	19.1	27.7	19.9	26.8	6.5
	Special occasion	418	16.9	25.6	20.9	31.4	5.2
	Non-drinker	259	30.5	17.4	34.8	11.8	5.5
	Very familiar	104	30.0	13.3	12.4	26.9	17.5
Familiarity with blended wines	Somewhat familiar	333	15.2	23.1	20.6	34.6	6.5
	Not very familiar	412	15.5	29.4	22.4	27.3	5.5
	Not at all familiar	351	31.5	21.8	28.8	13.4	4.5



CANADIAN FOOD INSPECTION AGENCY – STAT SHEET

		Question 6 – Some wines sold in Canada are blends of wines from more than one country. Before today, how familiar were you with this practice?				
		Total	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar
		Responses	Percentage	Percentage	Percentage	Percentage
Region	Canada 2011-12	1200	8.7	27.8	34.3	29.2
	Atlantic	120	5.7	31.7	28.8	33.7
	Quebec	300	5.4	21.1	39.2	34.3
	Ontario	360	11.7	29.7	34.1	24.5
	Prairies	240	5.4	28.2	31.4	35.0
	British Columbia	180	14.6	31.8	34.2	19.4
Gender	Male	599	12.0	29.6	31.9	26.5
	Female	601	5.4	26.0	36.7	31.9
Age	18/19 to 29	247	10.9	31.4	33.0	24.8
	30 to 39	203	6.6	25.4	38.7	29.2
	40 to 49	250	12.0	26.2	33.8	28.0
	50 to 59	214	5.7	28.6	33.1	32.5
	60 plus	287	7.5	27.2	33.7	31.6
Education	None	46	4.2	6.7	37.6	51.6
	High school diploma or equivalent	383	8.2	23.6	34.4	33.7
	Registered apprenticeship/trades	107	8.4	19.2	34.4	38.0
	College/CEGEP/other non-university	332	7.5	28.5	34.6	29.4
	University	318	11.5	37.3	33.6	17.6
Description	Refuse	14	.0	42.6	31.1	26.3
	Connoisseur	77	48.0	33.1	14.7	4.2
	Consumer	445	11.0	41.6	35.5	11.9
	Special occasion	418	2.6	23.9	45.2	28.3
	Non-drinker	259	2.8	8.8	20.6	67.7
Familiarity with blended wines	Very familiar	104	100.0	.0	.0	.0
	Somewhat familiar	333	.0	100.0	.0	.0
	Not very familiar	412	.0	.0	100.0	.0
	Not at all familiar	351	.0	.0	.0	100.0



CANADIAN FOOD INSPECTION AGENCY – STAT SHEET

		Question 7 – Have you personally purchased wine that is a blend of wine from more than one country?				
		Total	Yes, definitely	Yes, probably	No	Don't know/not sure
		Responses	Percentage	Percentage	Percentage	Percentage
Region	Canada 2011-12	1200	9.8	25.5	30.0	34.7
	Atlantic	120	7.4	19.9	32.5	40.1
	Quebec	300	8.0	26.9	31.8	33.3
	Ontario	360	13.2	25.4	28.6	32.9
	Prairies	240	6.6	22.9	30.8	39.6
	British Columbia	180	12.0	30.4	27.4	30.2
Gender	Male	599	12.3	24.0	32.5	31.3
	Female	601	7.4	27.0	27.6	38.0
Age	18/19 to 29	247	18.0	29.4	26.3	26.4
	30 to 39	203	7.2	27.4	29.6	35.8
	40 to 49	250	10.5	22.9	28.1	38.4
	50 to 59	214	7.3	23.1	33.5	36.1
	60 plus	287	5.9	24.8	32.6	36.7
Education	None	46	1.3	25.3	46.7	26.7
	High school diploma or equivalent	383	8.5	21.8	34.9	34.7
	Registered apprenticeship/trades	107	16.6	19.1	31.0	33.3
	College/CEGEP/ other non-university	332	9.3	25.0	30.0	35.7
	University	318	11.3	32.2	22.0	34.5
Description	Refuse	14	.0	32.9	19.0	48.1
	Connoisseur	77	40.2	31.2	19.9	8.7
	Consumer	445	15.5	35.2	20.5	28.7
	Special occasion	418	3.5	26.1	24.2	46.2
	Non-drinker	259	1.1	6.2	58.7	34.0
Familiarity with blended wines	Very familiar	104	55.8	26.0	11.8	6.3
	Somewhat familiar	333	14.3	49.2	17.8	18.7
	Not very familiar	412	3.0	24.9	32.2	40.0
	Not at all familiar	351	.0	3.4	44.6	52.0



CANADIAN FOOD INSPECTION AGENCY – STAT SHEET

Question 8 – The current wine labelling regulations require that all wine must clearly indicate the country of origin on its label. Some wines in Canada state on the label that they are “Blended in Canada from International and Canadian Wines...”

		Total	Very clearly	Somewhat clearly	Not very clearly	Not at all clearly
		Responses	Percentage	Percentage	Percentage	Percentage
Region	Canada 2011-12	1200	7.3	20.2	39.0	33.5
	Atlantic	120	6.9	19.3	42.2	31.6
	Quebec	300	7.4	24.2	37.6	30.8
	Ontario	360	7.8	21.0	38.0	33.1
	Prairies	240	5.8	16.0	37.6	40.6
	British Columbia	180	8.5	18.0	42.9	30.5
Gender	Male	599	8.8	20.4	37.6	33.2
	Female	601	5.9	19.9	40.4	33.8
Age	18/19 to 29	247	12.7	27.2	33.5	26.7
	30 to 39	203	8.7	23.7	42.8	24.8
	40 to 49	250	6.3	18.2	37.4	38.1
	50 to 59	214	6.9	17.6	39.3	36.1
	60 plus	287	3.0	15.3	42.2	39.5
Education	None	46	8.0	29.6	20.0	42.3
	High school diploma or equivalent	383	9.3	22.1	36.9	31.8
	Registered apprenticeship / trades	107	6.0	21.3	37.2	35.5
	College/CEGEP/other non-university	332	6.4	15.8	43.4	34.5
	University	318	6.6	20.9	39.9	32.5
Description	Refuse	14	.0	16.5	49.6	33.9
	Connoisseur	77	24.7	25.8	24.6	24.8
	Consumer	445	7.1	21.4	42.0	29.5
	Special occasion	418	7.2	21.6	41.4	29.8
	Non-drinker	259	2.9	14.0	34.2	48.8
Familiarity with blended wines	Very familiar	104	26.8	23.1	18.9	31.2
	Somewhat familiar	333	8.9	27.8	38.0	25.3
	Not very familiar	412	4.0	19.6	52.0	24.4
	Not at all familiar	351	4.0	12.7	30.7	52.6



CANADIAN FOOD INSPECTION AGENCY – STAT SHEET

		Question 9 – On a label, which of the following best describes a wine mixed and sold in Canada from wines imported from different countries?				
		Total	Bottled in Canada	Cellared in Canada	Blended in Canada	Other
		Responses	Percentage	Percentage	Percentage	Percentage
Region	Canada 2011-12	1199	26.1	12.7	55.5	5.6
	Atlantic	120	21.7	8.9	64.6	4.8
	Quebec	300	37.4	19.2	38.7	4.7
	Ontario	359	22.5	10.5	63.0	4.0
	Prairies	240	22.9	12.4	57.7	7.0
	British Columbia	180	22.0	9.3	59.6	9.1
Gender	Male	599	24.5	13.6	55.8	6.1
	Female	600	27.8	11.9	55.2	5.2
Age	18/19 to 29	247	28.3	13.0	53.7	5.0
	30 to 39	203	33.2	12.9	49.3	4.5
	40 to 49	250	21.5	11.2	63.1	4.1
	50 to 59	213	27.8	12.5	51.9	7.8
	60 plus	287	22.0	13.8	57.5	6.7
	None	46	21.1	14.2	54.8	9.9
Education	High school diploma or equivalent	382	24.4	16.1	53.4	6.2
	Registered apprenticeship/trades	107	31.5	10.8	51.2	6.4
	College/CEGEP/other non-university	332	27.4	12.1	56.8	3.7
	University	318	26.0	8.9	58.7	6.3
	Refuse	14	24.1	31.9	44.1	.0
Description	Connoisseur	77	25.1	8.8	58.5	7.6
	Consumer	445	26.2	11.3	57.0	5.5
	Special occasion	418	26.1	17.7	51.6	4.5
	Non-drinker	259	26.3	8.3	58.3	7.1
	Very familiar	104	16.7	11.3	64.7	7.3
Familiarity with blended wines	Somewhat familiar	333	23.4	14.4	58.4	3.7
	Not very familiar	412	28.7	14.0	51.2	6.1
	Not at all familiar	350	28.4	10.1	55.1	6.4



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Question 10 – The policy for wine labelling in Canada states that a wine may claim to be a product of a particular country if at least 75% of the finished wine is fermented and processed in that country from grapes grown in that country....

		Total	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2011-12	1200	12.2	38.5	20.9	17.7	10.7
	Atlantic	120	15.0	35.9	21.5	14.2	13.4
	Quebec	300	12.8	44.8	22.5	11.5	8.4
	Ontario	360	14.0	35.6	18.4	20.9	11.0
	Prairies	240	9.0	36.0	24.1	19.9	11.0
	British Columbia	180	10.0	38.8	18.6	21.2	11.4
Gender	Male	599	14.3	35.8	21.4	16.3	12.2
	Female	601	10.1	41.1	20.4	19.2	9.1
Age	18/19 to 29	247	18.9	43.6	19.1	13.1	5.3
	30 to 39	203	13.8	36.9	22.0	17.7	9.6
	40 to 49	250	11.8	40.1	23.0	16.0	9.1
	50 to 59	214	11.3	35.7	20.8	16.1	16.0
	60 plus	287	6.3	35.8	20.0	24.5	13.4
Education	None	46	18.0	37.2	25.3	9.2	10.2
	High school diploma or equivalent	383	13.5	36.5	23.3	18.4	8.3
	Registered apprenticeship/ trades	107	10.5	40.3	22.3	16.7	10.2
	College/CEGEP/other non-university	332	10.6	37.7	21.4	19.1	11.3
	University	318	12.6	41.1	15.3	17.7	13.3
Description	Refuse	14	.0	44.9	45.8	4.9	4.3
	Connoisseur	77	30.8	27.1	9.4	14.8	17.9
	Consumer	445	12.8	44.1	13.7	18.8	10.6
	Special occasion	418	10.9	43.1	22.1	14.6	9.3
	Non-drinker	259	7.8	24.9	34.7	21.9	10.7
Familiarity with blended wines	Very familiar	104	35.0	27.3	2.7	18.7	16.3
	Somewhat familiar	333	15.0	46.4	13.0	14.7	10.9
	Not very familiar	412	6.8	43.4	24.8	17.6	7.4
	Not at all familiar	351	9.0	28.5	29.3	20.5	12.6



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		Question 11 – Which of the following wine labels provides the kinds of information that you need to understand the country of origin of the wine?				
		Total	Option 1	Option 2	Option 3	Option 4
		Responses	Percentage	Percentage	Percentage	Percentage
Region	Canada 2011-12	1200	65.0	12.0	6.0	17.1
	Atlantic	120	56.4	9.4	11.8	22.4
	Quebec	300	60.6	17.8	4.2	17.3
	Ontario	360	65.9	11.0	7.6	15.6
	Prairies	240	70.9	9.0	5.0	15.1
	British Columbia	180	68.1	9.8	3.4	18.7
Gender	Male	599	64.6	13.8	5.1	16.5
	Female	601	65.3	10.1	6.9	17.7
Age	18/19 to 29	247	57.8	16.7	7.9	17.6
	30 to 39	203	65.5	15.9	4.4	14.2
	40 to 49	250	64.3	9.9	5.4	20.4
	50 to 59	214	70.8	8.2	5.6	15.4
	60 plus	287	67.0	9.7	6.2	17.2
Education	None	46	44.3	27.1	3.8	24.8
	High school diploma or equivalent	383	62.5	14.4	5.5	17.6
	Registered apprenticeship/trades	107	61.0	9.6	4.7	24.7
	College/CEGEP/other non-university	332	64.2	12.4	9.9	13.5
	University	318	73.1	7.0	3.2	16.8
	Refuse	14	64.3	16.9	8.1	10.7
Description	Connoisseur	77	71.9	11.2	1.1	15.8
	Consumer	445	66.6	11.6	4.7	17.2
	Special occasion	418	63.2	14.3	5.6	16.8
	Non-drinker	259	62.9	9.0	10.4	17.7
Familiarity with blended wines	Very familiar	104	69.8	11.4	3.2	15.6
	Somewhat familiar	333	68.0	13.8	4.5	13.7
	Not very familiar	412	67.6	11.2	5.6	15.6
	Not at all familiar	351	57.5	11.3	8.7	22.5



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Question 12 – When purchasing a wine blended in Canada from Australian and American wines, which of the following statements would give you enough information on the wine's origin?

		Total	Blended in Canada from imported wines	Blended in Canada from international wines	Blended in Canada from Australian and USA wines	Blended in Canada from 55% Australian and 45% USA wines	There should be no requirement for a mention of a country...	No preference
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2011-12	1200	3.4	5.5	23.0	61.7	1.0	5.3
	Atlantic	120	4.8	3.1	26.1	60.3	.8	4.9
	Quebec	300	6.1	10.2	24.7	53.1	1.8	4.1
	Ontario	360	2.9	5.3	20.7	64.8	.8	5.5
	Prairies	240	1.1	3.0	21.2	66.1	.4	8.1
	British Columbia	180	2.1	3.2	25.2	64.5	1.4	3.5
Gender	Male	599	4.4	7.5	22.5	59.1	1.3	5.1
	Female	601	2.4	3.5	23.6	64.2	.8	5.5
Age	18/19 to 29	247	7.5	9.1	30.1	48.5	.7	4.2
	30 to 39	203	2.0	9.1	22.1	60.7	1.5	4.5
	40 to 49	250	2.2	3.0	26.5	60.1	.8	7.4
	50 to 59	214	3.1	5.5	16.9	67.6	.9	5.9
	60 plus	287	2.1	2.2	19.2	70.6	1.3	4.6
Education	None	46	6.6	6.6	17.6	45.6	4.1	19.5
	High school diploma or equivalent	383	4.0	7.0	25.8	56.0	.7	6.4
	Registered apprenticeship / trades	107	2.0	.8	22.9	67.3	2.2	4.9
	College/CEGEP/other non-university	332	3.5	4.2	22.4	63.5	.8	5.6
	University	318	2.3	6.7	21.2	67.6	.9	1.3
	Refuse	14	8.1	4.0	22.6	48.4	.0	16.9
Description	Connoisseur	77	4.2	18.4	13.9	63.5	.0	.0
	Consumer	445	2.5	6.1	26.0	63.0	1.2	1.1
	Special occasion	418	4.2	5.2	23.6	62.7	1.4	2.9
Familiarity with blended wines	Non-drinker	259	3.4	1.2	19.7	57.2	.6	18.0
	Very familiar	104	6.4	6.9	18.7	67.3	.8	.0
	Somewhat familiar	333	2.7	9.8	23.2	61.4	.8	2.0
	Not very familiar	412	2.2	4.5	25.8	62.7	1.8	3.1
	Not at all familiar	351	4.7	2.3	20.9	59.1	.4	12.6



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Question 13 – When purchasing a wine blended in Canada from Australian and Canadian wines, which of the following statements provides you with enough information on the wine's origin?

		Total	Blended in Canada from imported and domestic wines	Blended in Canada from international and domestic wines	Blended in Canada from Australian and Canadian wines	Blended in Canada from 55% Australian and 45% Canadian wines	There should be no requirement for a mention of a country...	No preference
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2011–12	1198	4.3	3.9	22.6	62.2	1.3	5.7
	Atlantic	120	3.9	5.5	25.7	59.1	.8	4.9
	Quebec	298	6.6	6.0	22.8	57.0	1.2	6.5
	Ontario	360	4.8	3.3	21.5	63.6	1.2	5.6
	Prairies	240	2.2	1.5	22.6	65.5	.7	7.4
	British Columbia	180	2.6	3.9	22.5	65.6	2.6	2.8
Gender	Male	597	6.4	5.4	20.1	60.8	1.6	5.6
	Female	601	2.2	2.4	25.1	63.5	.9	5.8
Age	18/19 to 29	247	7.8	3.9	32.1	48.7	3.0	4.5
	30 to 39	203	4.2	8.3	22.5	58.9	1.9	4.2
	40 to 49	250	3.5	3.9	23.0	60.9	.8	7.9
	50 to 59	214	4.8	3.6	16.2	68.9	.3	6.2
	60 plus	285	1.7	1.1	19.1	72.3	.3	5.4
Education	None	46	8.6	1.3	22.9	51.2	.0	16.0
	High school diploma or equivalent	383	5.3	2.8	26.9	56.5	1.3	7.2
	Registered apprenticeship/trades	104	2.6	2.8	19.2	68.6	1.5	5.3
	College/CEGEP/other non-university	332	4.2	3.8	20.1	64.0	2.0	5.8
	University	318	3.4	6.2	21.1	66.9	.6	1.8
	Refuse	14	.0	4.0	23.6	55.6	.0	16.9
Description	Connoisseur	77	13.3	5.2	20.0	59.3	2.1	.0
	Consumer	443	3.1	4.3	22.5	67.0	1.8	1.4
	Special occasion	418	5.0	4.8	23.3	62.4	.8	3.6
	Non-drinker	259	2.6	1.5	22.5	54.5	.9	18.0
Familiarity with blended wines	Very familiar	104	6.7	5.3	21.3	66.7	.0	.0
	Somewhat familiar	333	4.5	6.7	20.6	64.0	2.3	1.9
	Not very familiar	412	2.9	2.5	26.1	63.7	1.4	3.4
	Not at all familiar	348	5.1	2.5	20.8	57.4	.4	13.8



CANADIAN FOOD INSPECTION AGENCY – STAT SHEET

To what extent do you agree or disagree with each of the following statements: [ROTATE]

Question 14a – When wine from more than one country is used, it is important that the label indicates the specific countries of origin of all of the wines that are mixed together.

		Total	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2011–12	1200	2.7	3.8	13.9	32.9	46.7
	Atlantic	120	2.9	3.0	12.1	33.8	48.2
	Quebec	300	3.6	3.8	11.7	42.8	38.0
	Ontario	360	1.7	4.3	14.0	29.7	50.3
	Prairies	240	3.1	2.8	18.6	27.4	48.1
	British Columbia	180	2.6	4.4	12.0	29.8	51.2
Gender	Male	599	3.0	4.3	13.1	33.0	46.6
	Female	601	2.5	3.3	14.6	32.9	46.9
Age	18/19 to 29	247	4.3	6.3	21.6	29.9	38.0
	30 to 39	203	3.5	3.4	15.5	36.1	41.5
	40 to 49	250	1.9	1.8	13.5	33.7	49.1
	50 to 59	214	3.4	3.8	10.9	28.1	53.9
	60 plus	287	1.1	3.5	8.5	36.4	50.6
Education	None	46	8.3	5.9	24.0	38.9	22.9
	High school diploma or equivalent	383	2.5	4.9	16.1	32.5	44.1
	Registered apprenticeship/trades	107	2.6	4.9	12.6	36.2	43.7
	College/CEGEP/other non-university	332	3.0	3.8	14.0	28.9	50.3
	University	318	1.6	1.6	9.0	36.1	51.7
Description	Refuse	14	8.8	4.0	35.7	27.4	24.2
	Connoisseur	77	6.4	4.2	8.5	25.4	55.5
	Consumer	445	2.2	4.3	9.2	31.2	53.1
	Special occasion	418	2.2	2.9	10.9	40.9	43.1
	Non-drinker	259	3.2	4.1	28.3	25.4	39.0
Familiarity with blended wines	Very familiar	104	8.8	.6	7.8	22.3	60.5
	Somewhat familiar	333	1.5	4.7	11.1	30.3	52.4
	Not very familiar	412	1.7	4.2	10.2	43.4	40.4
	Not at all familiar	351	3.2	3.2	22.6	26.3	44.6



CANADIAN FOOD INSPECTION AGENCY – STAT SHEET

To what extent do you agree or disagree with each of the following statements: [ROTATE]

		Question 14b – “International Wine” is a clear indication of the country of origin when the wine is mixed from more than one country.					
		Total	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2011-12	1200	32.9	22.6	16.9	20.2	7.4
	Atlantic	120	33.7	16.8	12.7	25.5	11.3
	Quebec	300	26.4	24.2	16.1	24.5	8.8
	Ontario	360	34.7	23.5	14.0	21.6	6.2
	Prairies	240	38.1	22.0	21.7	11.9	6.3
	British Columbia	180	32.9	23.0	20.3	17.6	6.2
Gender	Male	599	36.0	19.0	16.5	20.1	8.4
	Female	601	29.9	26.3	17.3	20.3	6.3
Age	18/19 to 29	247	26.8	23.1	20.9	21.5	7.6
	30 to 39	203	26.1	17.7	20.1	29.5	6.6
	40 to 49	250	35.4	24.5	15.3	17.7	7.1
	50 to 59	214	35.2	20.1	18.1	17.5	9.1
	60 plus	287	39.2	26.0	11.6	16.7	6.6
Education	None	46	29.6	10.9	31.1	19.7	8.7
	High school diploma or equivalent	383	29.3	21.1	19.9	21.5	8.1
	Registered apprenticeship/trades	107	30.0	25.5	12.6	24.3	7.6
	College/CEGEP/other non-university	332	34.1	24.9	17.0	18.1	5.9
	University	318	38.0	23.0	11.2	19.8	8.0
Description	Refuse	14	21.5	18.3	46.7	13.6	.0
	Connoisseur	77	37.9	15.3	17.0	13.7	16.2
	Consumer	445	36.5	26.4	13.5	17.5	6.1
	Special occasion	418	29.7	20.8	14.1	26.5	8.9
	Non-drinker	259	30.5	21.5	27.0	16.5	4.5
Familiarity with blended wines	Very familiar	104	49.3	13.2	12.7	9.5	15.3
	Somewhat familiar	333	33.0	22.3	15.9	20.5	8.3
	Not very familiar	412	27.9	27.0	14.3	23.3	7.4
	Not at all familiar	351	33.9	20.6	22.1	19.4	3.9



CANADIAN FOOD INSPECTION AGENCY – STAT SHEET

To what extent do you agree or disagree with each of the following statements: [ROTATE]

		Question 14c – “Cellared in Canada” is a good way to describe wines that are mixed from wine made in more than one country.					
		Total	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2011-12	1200	22.0	25.8	24.9	21.0	6.3
	Atlantic	120	24.4	17.7	23.1	25.2	9.6
	Quebec	300	17.1	24.1	25.7	25.2	7.9
	Ontario	360	22.9	28.4	23.6	19.2	6.0
	Prairies	240	22.3	25.4	29.2	19.9	3.2
	British Columbia	180	26.5	29.5	21.8	16.2	6.1
Gender	Male	599	24.8	23.2	25.2	19.9	6.9
	Female	601	19.2	28.4	24.7	22.0	5.7
Age	18/19 to 29	247	18.1	29.5	26.0	18.5	7.8
	30 to 39	203	22.8	21.1	29.7	21.5	4.9
	40 to 49	250	20.5	27.4	24.2	23.4	4.4
	50 to 59	214	22.7	22.7	20.9	25.3	8.4
	60 plus	287	25.5	26.8	24.3	17.4	6.0
Education	None	46	19.5	13.5	47.8	8.7	10.5
	High school diploma or equivalent	383	20.0	25.9	26.4	22.6	5.1
	Registered apprenticeship/trades	107	20.9	26.9	23.9	20.9	7.4
	College/CEGEP/other non-university	332	21.4	27.5	23.5	21.9	5.8
	University	318	26.0	26.0	20.1	20.5	7.3
Description	Refuse	14	15.7	11.2	63.6	5.3	4.3
	Connoisseur	77	30.6	18.3	13.9	15.5	21.7
	Consumer	445	22.2	26.9	21.0	23.8	6.1
	Special occasion	418	20.6	24.7	24.7	25.2	4.8
	Non-drinker	259	21.4	27.9	35.4	11.0	4.4
Familiarity with blended wines	Very familiar	104	32.0	16.9	10.8	22.5	17.8
	Somewhat familiar	333	20.1	28.7	21.3	22.5	7.4
	Not very familiar	412	18.5	25.8	26.0	25.4	4.2
	Not at all familiar	351	24.9	25.7	31.3	13.9	4.2



CANADIAN FOOD INSPECTION AGENCY – STAT SHEET

To what extent do you agree or disagree with each of the following statements: [ROTATE]

		Question 14d – “Blended in Canada” is a good way to describe wines that are mixed from wine made in more than one country.					
		Total	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2011-12	1200	11.4	19.0	22.7	33.9	13.0
	Atlantic	120	12.6	14.7	19.0	38.8	14.8
	Quebec	300	13.7	17.9	26.8	31.7	9.9
	Ontario	360	9.5	19.7	19.7	35.3	15.9
	Prairies	240	10.4	20.8	29.1	31.6	8.0
	British Columbia	180	12.1	20.2	15.6	34.3	17.8
Gender	Male	599	12.2	15.1	24.4	33.9	14.4
	Female	601	10.7	22.9	20.9	33.8	11.7
Age	18/19 to 29	247	7.8	20.7	25.1	32.9	13.5
	30 to 39	203	11.8	18.3	28.8	31.5	9.6
	40 to 49	250	9.5	16.7	19.0	39.7	15.1
	50 to 59	214	14.8	19.9	16.9	35.7	12.8
	60 plus	287	13.5	19.5	23.7	29.9	13.5
Education	None	46	11.9	9.7	46.1	15.2	17.0
	High school diploma or equivalent	383	11.2	19.7	22.9	33.0	13.2
	Registered apprenticeship/trades	107	11.8	21.9	19.1	37.7	9.5
	College/CEGEP/other non-university	332	11.1	18.0	24.1	34.2	12.7
	University	318	12.1	19.5	17.6	36.7	14.2
Description	Refuse	14	8.8	22.6	47.4	16.3	4.9
	Connoisseur	77	25.2	9.5	9.0	24.2	32.0
	Consumer	445	12.2	22.8	20.5	30.7	13.7
	Special occasion	418	9.7	19.1	18.8	41.1	11.4
	Non-drinker	259	8.9	15.3	36.6	30.4	8.8
Familiarity with blended wines	Very familiar	104	18.1	15.3	12.3	25.2	29.1
	Somewhat familiar	333	12.3	19.0	18.0	36.2	14.5
	Not very familiar	412	8.1	21.8	21.9	38.4	9.7
	Not at all familiar	351	12.4	17.0	31.0	28.9	10.7



CANADIAN FOOD INSPECTION AGENCY – STAT SHEET

Question 15 – When it comes to drinking wine, which of the following best describes you?

		Total	Connoisseur: you are very particular about the wine you ...	Consumer: you drink wine regularly and have some knowledge..	Special occasion: you only drink wine on special occasions	Non-drinker: you never or almost never drink wine
		Responses	Percentage	Percentage	Percentage	Percentage
Region	Canada 2011–12	1200	6.4	37.1	34.9	21.6
	Atlantic	120	5.1	30.6	36.4	27.9
	Quebec	300	7.8	42.0	34.9	15.2
	Ontario	360	6.5	41.3	32.4	19.8
	Prairies	240	3.2	31.6	36.8	28.5
	British Columbia	180	9.2	32.0	36.3	22.5
Gender	Male	599	9.0	35.5	36.7	18.8
	Female	601	3.9	38.6	33.0	24.5
Age	18/19 to 29	247	8.9	37.9	29.1	24.1
	30 to 39	203	5.9	25.5	45.3	23.3
	40 to 49	250	7.2	46.7	27.2	18.9
	50 to 59	214	7.1	35.7	37.1	20.1
	60 plus	287	3.5	37.2	37.5	21.7
Education	None	46	1.8	14.8	43.2	40.2
	High school diploma or equivalent	383	6.3	26.8	38.3	28.6
	Registered apprenticeship/trades	107	4.5	43.8	29.5	22.2
	College/CEGEP/other non- university	332	4.3	38.6	35.5	21.6
	University	318	9.9	49.3	30.8	10.0
	Refuse	14	7.2	27.9	32.8	32.1
Description	Connoisseur	77	100.0	.0	.0	.0
	Consumer	445	.0	100.0	.0	.0
	Special occasion	418	.0	.0	100.0	.0
	Non-drinker	259	.0	.0	.0	100.0
	Refuse	14	7.2	27.9	32.8	32.1
Familiarity with blended wines	Very familiar	104	35.5	47.1	10.4	7.1
	Somewhat familiar	333	7.7	55.6	29.9	6.8
	Not very familiar	412	2.7	38.3	46.0	13.0
	Not at all familiar	351	.9	15.1	33.8	50.1



CANADIAN FOOD INSPECTION AGENCY – STAT SHEET

On average, how much do you usually spend on a bottle of wine? (if do not purchase wine, leave blank)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	1	.1	.1	.1
	5.00	2	.2	.3	.3
	6.00	2	.2	.2	.6
	7.00	5	.4	.6	1.1
	8.00	11	.9	1.2	2.4
	9.00	5	.4	.6	2.9
	9.99	1	.1	.1	3.1
	10.00	68	5.7	7.6	10.6
	11.00	6	.5	.7	11.3
	12.00	98	8.2	11.0	22.2
	12.95	1	.1	.1	22.4
	13.00	20	1.6	2.2	24.5
	14.00	35	3.0	3.9	28.5
	15.00	228	19.0	25.4	53.9
	16.00	28	2.4	3.1	57.0
	17.00	13	1.1	1.4	58.4
	18.00	43	3.5	4.7	63.2
	19.00	6	.5	.7	63.8
	20.00	157	13.1	17.5	81.3
	21.00	1	.0	.1	81.4
	22.00	4	.4	.5	81.9
	23.00	2	.1	.2	82.1
	23.50	1	.1	.1	82.2
	25.00	53	4.4	5.9	88.1
	26.00	2	.1	.2	88.3
	27.50	1	.1	.1	88.3
	28.00	1	.1	.1	88.4
	30.00	52	4.4	5.8	94.2
	32.00	2	.1	.2	94.4
	33.00	1	.1	.1	94.6
	34.00	1	.0	.1	94.6
	35.00	10	.9	1.2	95.8
	36.00	2	.2	.2	96.0
	37.00	1	.1	.1	96.1
	38.00	2	.1	.2	96.3
	39.00	2	.1	.2	96.5
	40.00	11	.9	1.2	97.7
	45.00	4	.3	.4	98.1
	50.00	9	.8	1.0	99.1
	60.00	4	.3	.5	99.6
	75.00	4	.3	.4	100.0
	Total	899	74.9	100.0	
Missing	.00	38	3.1		
	Unsure/No answer	263	21.9		
	Total	301	25.1		
Total		1200	100.0		



CANADIAN FOOD INSPECTION AGENCY – STAT SHEET

On average, how much do you usually spend on a bottle of wine? (if do not purchase wine, leave blank)

Familiarity	Mean	Median	N
Very familiar	20.9092	20.0000	92
Somewhat familiar	19.3162	16.0000	288
Not very familiar	17.9961	15.0000	331
Not at all familiar	16.1047	15.0000	188
Total	18.3207	15.0000	899

On average, how much do you usually spend on a bottle of wine? (if do not purchase wine, leave blank)

Description	Mean	Median	N
Connoisseur: you are very particular about the wine you ...	25.2047	20.0000	71
Consumer: you drink wine regularly and have some knowledge..	17.3747	15.0000	424
Special occasion: you only drink wine on special occasions	18.7891	15.0000	334
Non-drinker: you never or almost never drink wine	14.7771	15.0000	69
Total	18.3207	15.0000	899



CANADIAN FOOD INSPECTION AGENCY – STAT SHEET

On average, how much do you usually spend on a bottle of wine? (if do not purchase wine, leave blank)

Gender	Mean	Median	N
Male	18.7044	15.0000	450
Female	17.9358	15.0000	449
Total	18.3207	15.0000	899

On average, how much do you usually spend on a bottle of wine? (if do not purchase wine, leave blank)

Age	Mean	Median	N
18/19 to 29	21.7199	20.0000	171
30 to 39	21.1392	18.0000	155
40 to 49	16.8058	15.0000	193
50 to 59	16.6976	15.0000	169
60 plus	16.1998	15.0000	212
Total	18.3207	15.0000	899

On average, how much do you usually spend on a bottle of wine? (if do not purchase wine, leave blank)

Education	Mean	Median	N
None	16.1265	15.0000	24
High school diploma or equivalent	18.2925	15.0000	268
Registered apprenticeship or other....	17.9280	15.0000	81
College, CEGEP or other non-university certificate or...	17.8295	15.0000	245
University degree, certificate or diploma	19.1283	15.6150	274
Refuse	16.9676	18.7800	7
Total	18.3207	15.0000	899



CANADIAN FOOD INSPECTION AGENCY – STAT SHEET

		Question 16 – On average, how much do you usually spend on a bottle of wine? (If do not purchase wine leave blank)					
		Total	Less than \$11	\$11 to \$14	\$15 to \$19	\$20 to \$24	\$25 or more
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2011-12	899	10.6	17.8	35.4	18.4	17.8
	Atlantic	81	10.8	12.3	35.8	26.5	14.6
	Quebec	267	6.7	19.9	43.8	17.7	11.9
	Ontario	273	15.2	15.6	32.4	17.7	19.1
	Prairies	146	11.3	24.0	24.0	16.5	24.3
	British Columbia	132	8.5	15.0	36.7	17.9	21.9
Gender	Male	450	10.6	15.4	35.0	20.6	18.4
	Female	449	10.7	20.3	35.7	16.1	17.2
Age	18/19 to 29	171	9.4	9.1	26.8	22.5	32.2
	30 to 39	155	9.5	12.9	28.9	18.4	30.3
	40 to 49	193	10.8	20.5	39.2	18.5	11.1
	50 to 59	169	10.8	21.8	37.0	18.0	12.4
	60 plus	212	12.2	23.0	42.1	15.1	7.6
Education	None	24	19.1	27.0	34.0	9.4	10.5
	High school diploma or equivalent	268	11.6	17.7	32.3	20.1	18.3
	Registered apprenticeship/trades	81	8.6	23.8	29.1	19.1	19.3
	College/CEGEP/other non-university	245	9.7	16.7	41.9	16.2	15.6
	University	274	10.1	16.7	34.6	18.8	19.8
	Refuse	7	21.3	9.4	28.7	32.3	8.2
Description	Connoisseur	71	4.7	2.3	22.8	33.3	36.9
	Consumer	424	8.6	22.1	39.6	16.1	13.7
	Special occasion	334	10.6	15.7	35.5	16.9	21.3
	Non-drinker	69	29.3	18.3	22.0	23.5	6.8
Familiarity with blended wines	Very familiar	92	7.8	14.7	24.5	28.1	24.9
	Somewhat familiar	288	8.7	14.5	37.4	19.6	19.9
	Not very familiar	331	10.7	18.7	37.9	16.1	16.7
	Not at all familiar	188	14.8	23.1	33.1	15.7	13.2