Farmers' Markets, Community Supported Agriculture & The Local Food System in Nova Scotia

A Snapshot of Consumer Habits & Perceptions

October 2020

DALHOUSIE UNIVERSITY

Introduction

In Nova Scotia, the re-localization of the food system has been a key priority in the quest to support local farmers and promote food security. Three interrelated models drive this quest: the farmers' market model, where producers sell locally grown food to local markets; the Community Supported Agriculture (CSA) model where consumers typically subscribe to regularly receive products from specific local farmers; and farm gate sales. In Nova Scotia, both models are regarded as contributing to the sustainability of local agriculture, reducing carbon footprints, and ensuring access to fresh, local food. This image is largely accurate, but there are also 'externalities'—global dimensions of the local food system that do not fit neatly into the narrative of food grown and sourced close to 'home.' Nova Scotia agriculture's need for seasonal workers from outside Canada is one example of such externalities, critical to the production of food in and for the province, but outside the ideal image of a closed local food system.

This report presents results of an online survey of farmers' market and CSA consumers. Conducted in spring 2020, the survey is one component of a larger study investigating the global footprint of the local food system in Nova Scotia. The objective of the survey was to gather data on farmers' market and CSA consumers' perceptions of local food, their motivations for buying local, their knowledge of food production, and where farmers' markets and CSA participation fit into the rest of their household's provisioning. As the survey was finalized, the COVID-19 pandemic swept the globe, and questions were added to capture the impact of the pandemic on consumer behaviours and views. Details on the survey's methodology can be found at the end of this report.

Summary of Findings

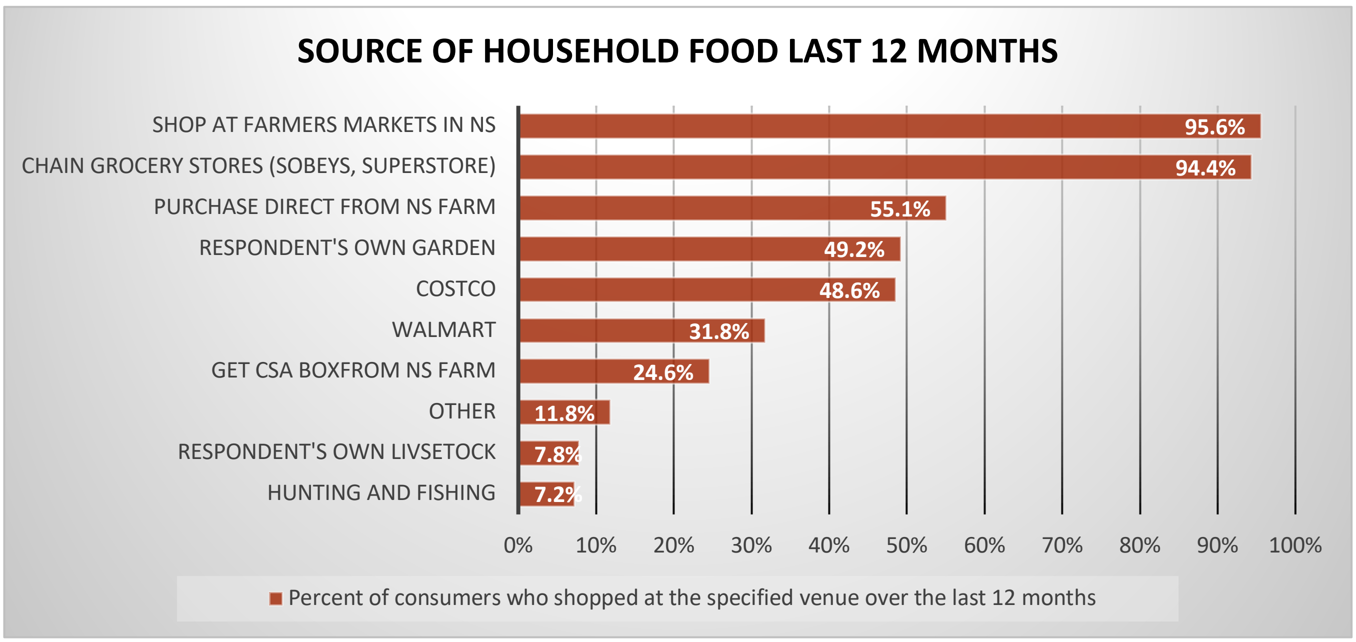
The results of each survey question are presented below in detail. Taken together, the following findings stand out:

- Respondents shop at farmers' markets and purchase CSA boxes because they want to "support local", **which typically means supporting the livelihoods of local farmers. They also cite** better quality products**, and a mix of** social benefits **(meeting farmers, sense of community etc.).**
- Respondents share strong beliefs about the sustainability and quality **of local agriculture, but they are** less united in beliefs and knowledge about working conditions on farms.
- Over half of respondents shopped online using a farmers' market or farm website during the pandemic, and while over ¾ said they prefer shopping in person, nearly the same proportion (73%) said they would like to continue shopping from their favourite farmers' market online, at least some of the time, when the pandemic is over.
- One in five respondents who get a CSA box only started doing so during the pandemic.

Survey Results

What sources are consumers acquiring food from for their household?

Most respondents combine farmers' market shopping (95.6%) with shopping at chain grocery stores (94.4%) and buying directly from Nova Scotia farms (55%). Almost half grow some of their own food (49.2%), and a similar proportion shop for food at Costco. Just under 1/3 (31.8%) buy food at Walmart, and one quarter (24.6%) get a CSA box—either a regular monthly delivery or on-demand. About 1 in 14 (7.2-7.8%) have their own livestock or hunt/fish for food.



a. . *N = 321*

b. *Survey Question: In the last 12 months, from which of the following sources have you personally acquired food for your household? Please select all that apply.*

Farmers' Markets

How Often Do Respondents Visit Farmers' Markets

Respondents who said they shopped at farmers' markets were most likely to say they do so once a week or more often; smaller proportions shop once or twice a month (31%) or less than once a month (28%). See Figure 2.

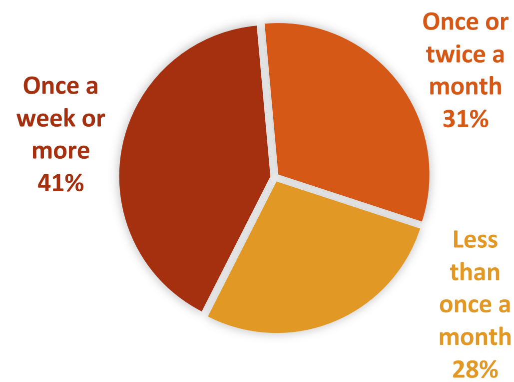
Length of Time as Regular Farmers' Market Shopper

A majority of the respondents who said they shop at farmers' markets once a week or more were relatively 'new' to regular farmers' market shopping, having started 1-4 years ago (58%). Over one-third had been shopping at farmers' markets regularly for 5-10 years. Just 6.2% said they had been regularly shopping at farmers' markets for less than one year. See Figure 3.

Proportion of Food Purchased at Farmers' Markets

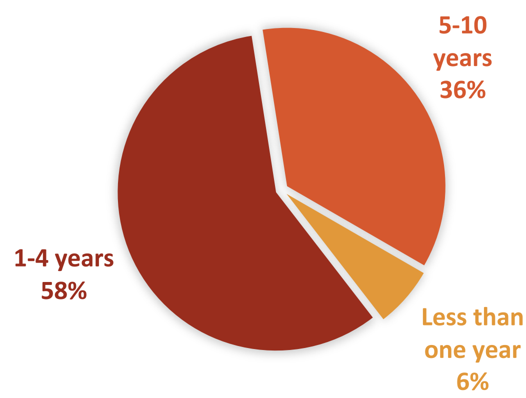
Most respondents (71.8%) bought no more than half of the food for their household at farmers' markets. They were most likely (35.9%) to say farmers' market purchases accounted for 10-49% of their household's food. See Figure 4.

FARMERS' MARKET SHOPPER FREQUENCY OF VISITS PRIOR TO COVID-19 (Figure 2)



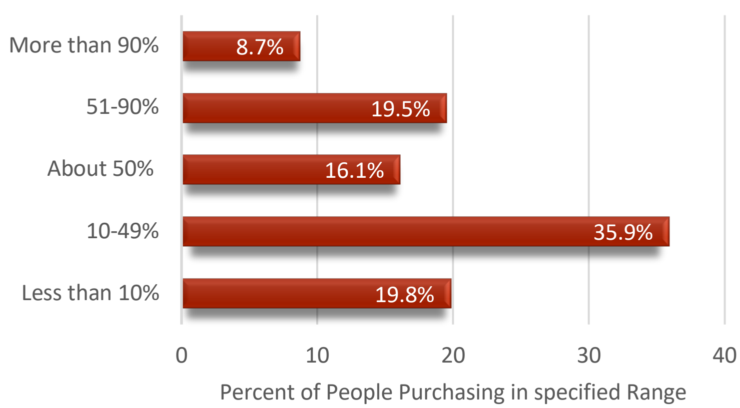
a. N = 302
b. Survey Question: Thinking about the first three months of 2020—before social distancing measures were put into place—how frequently would you say you personally visited a farmers' market in Nova Scotia?

LENGTH OF TIME AS A REGULAR FARMERS' MARKET SHOPPER (Figure 3)



a. N = 81
b. Survey Question: How long have you been a regular farmers' market shopper? (Asked only of respondents who said they shop once a week or more.)

PROPORTION OF HOUSEHOLD FOOD PURCHASED AT FARMERS' MARKET (Figure 4)



a. N = 298
b. Survey Question: Thinking about the past 12 months, what proportion of the unprepared food—i.e., produce, meat, fish, eggs, legumes—your household bought was purchased at a farmers' market?

What farm products do respondents typically buy at farmers' markets?

Almost all farmers' market shoppers buy vegetables at the market, and a wide majority buy fruit (82.2%) and, perhaps surprisingly, baked goods (73.2%). Smaller majorities buy eggs (66.1%) and herbs (64%). Just over half buy condiments, such as jam, kimchi, or honey (53%). Between half and about one-third or respondents said they buy cheese, poultry, pork or beef, prepared meals or snacks, tea or coffee, non-alcoholic beverages, and beer, wine or spirits. About one-quarter (23%) buy meats other than beef, poultry or pork (such as fish or game). One in five buy legumes (19.1%), and one in ten buy milk (10%).

PRODUCTS PURCHASED AT THE FARMERS' MARKETS

Product	Percent	Product	Percent
Vegetables	99.0 %	Beef	38.9 %
Fruit	82.2 %	Prepared meals or snacks	35.2 %
Baked goods	73.2 %	Tea or coffee	33.9 %
Eggs	66.1 %	Non-alcoholic beverages	33.6 %
Herbs	64.1 %	Beer, wine or spirits	32.2 %
Condiments (jams, kimchi, honey)	53.0 %	Other meats (including fish)	23.2 %
Cheese	48.0 %	Legumes	19.1 %
Poultry	45.6 %	Milk	10.4 %
Pork	40.3 %	Other	9.4 %

a. *N = 298*
b. *Survey Question: What types of farm products do you typically buy at farmers' markets?*
c. *Numbers do not sum to 100% because respondents could choose as many products as applicable.*

Reasons for Shopping at a Farmers' Market

An open-ended question asked respondents to name, in their own words, the top three reasons why they shop at farmers' markets. Their responses were read and 'coded' (i.e., categorized) to identify common themes. The most common reason, cited by 89% of respondents, was to "support local". Many respondents simply typed, "support local," while others added more detail, for example saying they want to support local farmers' livelihoods, local businesses, or the local food system. Four out of five respondents cited better quality products as a reason they shop at farmers' markets, with quality meaning freshness, nutrition, and taste.

a. *N = 292*
b. *Survey Question: If you had to name the top three reasons you personally shop at a farmers' market, what would they be?*
c. *Numbers do not sum to 100% because respondents could name up to three reasons*

Smaller proportions cited social benefits, such as the atmosphere at the farmers' markets, the potential to meet the people growing their food, and simply enjoying the experience of the farmers' market. Sixteen percent named other ethical reasons, such as the perceived better treatment of livestock, the importance of knowing where one's food comes from, and humane food production. One in eight (12%) said they shop at farmers' markets because they believe it is more environmentally sustainable (because of farm practices, preponderance of organic farming, food travelling shorter distances from farm to table, etc.). Just 6.2% said the prices are better at farmers' markets, and about the same proportion said they find farmers' markets more convenient than other options.

Drawbacks to In Person Farmers' Markets

Respondents were asked if they thought there were any drawbacks to shopping at farmers' markets, and answered in their own words. Their responses were coded similarly to the last question, in order to identify themes. Respondents were most likely to say there were no drawbacks (27.1%), but almost ¼ said the limited hours of their usual market posed a problem (22.7%). One in five said the crowded nature of markets was a drawback (20.6%). One in eight (11.6%) cited a limited selection of products, often noting that they had to combine the markets with chain grocery stores to get everything they needed for their household. Nine percent said farmers' market products could be more expensive. Smaller numbers cited other reasons, such as it being hard to carry all of their purchases, vendors only taking cash, and trouble finding parking.

DRAWBACKS TO FARMERS' MARKETS

Drawback	Percent
None	27.1%
Limited hours	22.7%
Crowds	20.6%
Limited selection	11.6%
Higher prices	9.0%
Other	7.2%
Location	3.2%

a. *N = 292*
b. *Survey Question: If you had to name the top three reasons you personally shop at a farmers' market, what would they be?*
c. *Numbers do not sum to 100% because respondents could name as many drawbacks as applicable*

What farmers' market(s) do respondents usually shop at?

Large proportions of respondents shopped at the urban farmers' markets in Dartmouth and Halifax, but many also shopped at the Wolfville Farmers' market and the Lunenburg Farmers' market.

a. N= 302; numbers do not sum because respondents could choose as many markets as applicable.
b. Survey Question: Which of the following Farmers' market(s) do you usually shop at?
c. The other category includes: Granville Ferry; Mabou Farmers' Market ; Musquodoboit Harbour Farmers' Market; Amherst Farmers' Market, Nova Scotia; Earltown Farmers' Market; Greenwood Mall Farmers' Market; Kentville Farmers's Market; New Ross Country Market; Privateer Farmers' Market; Ross Ferry Farmers' Market; Avon Community Farmers' Market; Cape Breton Farmers' Market; Digby Neck Farmers' Market; Macdonald Museum Market; Yarmouth Farmers' Community Market; Baddeck Farmers' Market; Barrington Farmers' market, Nova Scotia; Berwick Community Market Assc.; Caledonia Farmers' Market; Louisbourg Farmers' Market; River John Sunday Market; Rural Roots Market; Spryfield Farmers' Market; Tantallon Village Farmers' Market. Each of these farmers' markets had between 1 and 4 respondents.

Shopping Online

Soon after the COVID-19 pandemic hit Nova Scotia, farmers' markets across the province shifted their products online, allowing consumers to select from most of their usual vendors and have their purchases delivered or boxed for pickup. Over half (60.6%) of the respondents to this survey had taken advantage of online farmers' market shopping since the outbreak.

a. *Question 11a: N =182; Question 11b: N = 184; Question 11c: N = 183; Question 11d: N =183*
b. *Asked only of respondents who said they have shopped online during the pandemic*

Of those who had shopped a farmers' market website, most (76.9%) said they still preferred shopping in person; only 5% prefer the website. However, nearly ¾ (73.4%) said they would like to continue shopping online *some of the time* after the pandemic is over, if the option is available. Hence, nearly 4/5 (79.8%) said they found shopping online easy; however, respondents were more divided over whether the creation of farmers' market e-commerce sites had caused them to shop more frequently for, or buy more, local products.

Why Respondents Shopped the Farmers' Market Online During the Pandemic?

Respondents were asked why they had chosen to shop their farmers' market online during the pandemic, and almost all said they wanted to support local producers during the pandemic (96.8%). Smaller majorities said they needed to do so in order to get specific products (64.2%), or found the farmers' market pickup and delivery options to be more convenient than the grocery stores (58.4%), where wait times for delivery could be days long. Just under half (49.5%) said they believed the farmers' market food would be safer than grocery store food during the pandemic, with many noting that you could be sure that fewer people had touched your food before it came home.

REASONS FOR SHOPPING ONLINE DURING COVID-19

Reason	Percent
I believe it is important to support local producers during the pandemic	96.8%
I want products that I cannot get from other sources	64.2%
The pickup and delivery options for the online farmers' market are more convenient than the grocery stores	58.4%
I believe the farmers' market food is safer than food from the grocery store right now	49.5%
Other	14.7%

a. *n = 302*
b. *Survey Question: Why have you shopped the farmers' market online during the pandemic? Please select all that apply.*

Community Supported Agriculture (CSA)

Involvement with a CSA Food Box

Turning to CSA boxes, respondents who get some of their household's food from a CSA were more likely to say they subscribe to a regular delivery (67.2%) than to purchase on demand, when needed (32.8%).

CSA PURCHASE HABITS	
CSA Purchase Habits	**Percent**
Regular (typically weekly) delivery	67.2%
Buy ad hoc, when needed	32.8%
Total	**100%**

a. *N= 64*
b. *Survey Question: Which of the following best describes your involvement with a CSA food box?*

Length of Time as a CSA Consumer

Interestingly, one in five respondents (21.4%) who got a CSA box only started to do so after the COVID-19 pandemic arrived in Nova Scotia. Respondents were most likely to say they had been receiving a CSA box for 1-5 years (35.2%) or five to ten years (28.2%).

LENGTH OF TIME AS A CSA CUSTOMER	
Time	**Percent**
I only started after the COVID19	21.1%
Less than one year, but pre-COVID19	14.1%
More than one year & less than five	35.2%
Five to ten years	28.2%
More than ten years	1.4%
Total	**100%**

a. *N = 71*
b. *How long have you been a CSA subscriber or purchasing CSA boxes?*

Proportion of Food Purchased From a CSA

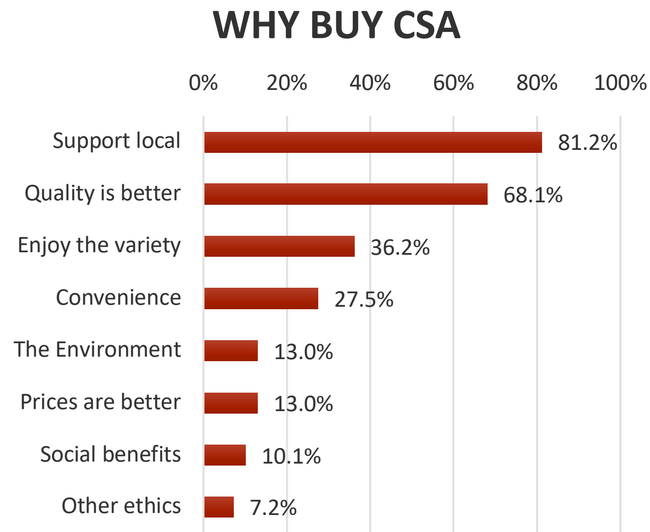
Respondents who get some of their household's food from CSA boxes were most likely to say CSA food accounted for less than 10% of their household's food purchases (34.7%). Almost as many respondents said their CSA purchases accounted for 10-49% of their household's food (33.3%). One in five respondents said their CSA boxes accounted for about half of their household's food (20.8%). About 1/10 said that they got more than half of their household's food from CSA boxes.

PROPORTION OF FOOD FROM CSA	
Proportion of Food	**Percent**
Less than 10%	34.7%
10-49%	33.3%
About 50%	20.8%
51-90%	9.7%
More than 90%	1.4%
Total	**100%**

a. *N = 72*
b. *Survey Question: Thinking about the last year, what proportion of the unprepared food—i.e., i.e., produce, meat, fish, eggs, legumes—you bought was purchased as part of a CSA box?*

Reason Respondents Buy CSA

The reasons respondents gave for getting a CSA box were similar to the reasons respondents said they shop at farmers' markets; the top two reasons were to support local, and because the quality was better. However, over one-third of CSA participants said they like the variety—including the surprise—and over one-quarter (27.5%) said they found it convenient. Thirteen percent each said they buy a CSA for environmental reasons and because they find the prices are better than shopping other ways, while one in ten cited the kinds of social benefits cited by farmers' market shoppers—meeting the farmer, going to pick up their box. Answers to this question were open-ended, and responses were coded to identify the themes above.



a. *N = 177*
b. *Survey Question: If you had to name the top three reasons you get a CSA box, what would they be?*
c. *Numbers do not sum to 100% because respondents could name up to three reasons*

Types of Farm Products in a Typical CSA Box

Almost all CSA purchasers got vegetables in their CSA (95.7%), and smaller majorities got fruit (62.9%) and herbs (58.6%). One-fifth to one-quarter said their CSA box contained eggs, poultry or pork, while 14.3% said they got beef in their CSA box, and 13.9% got legumes. Smaller proportions, from 5-7%, said their CSA box contained condiments, non-alcoholic beverages, other meats like fish or game, and milk; less than 5% got cheese, baked goods, tea or coffee, alcohol, or prepared food.

TYPES OF PRODUCTS IN CSA BOX

Product	Percent	Product	Percent
Vegetables	95.7%	Non-alcoholic beverages	7.1%
Fruit	62.9%	Other	7.1%
Herbs	58.6%	Other meats (including fish)	5.7%
Eggs	24.3%	Milk	5.7%
Poultry	22.9%	Cheese	4.3%
Pork	22.9%	Baked goods	4.3%
Beef	14.3%	Tea or coffee	2.9%
Legumes	12.9%	Beer, wine or spirits	1.4%
Condiments (jams, kimchi, honey)	7.1%	Prepared meals or snacks	1.4%

a. N = 253
b. Survey Question: What types of farm products do you typically get in your CSA box?
c. Numbers do not sum to 100% because respondents could choose as many products as applicable

Drawbacks CSA boxes

CSA consumers were asked if there were any drawbacks to CSA boxes, and answered in their own words. The most common drawback named, by 45.2% of respondents, was the selection of food: some found they were overwhelmed by certain vegetables, certain times of the year; others found their chosen farm did not grow a satisfactory variety of vegetables; others said it was difficult to plan their meals not knowing what was coming in their food box. However, 30.8% said there were no drawbacks to CSA boxes. Just 14.5% saw the locations and hours for pickup as problematic, while 4.8% said the cost of CSA boxes could be prohibitive.

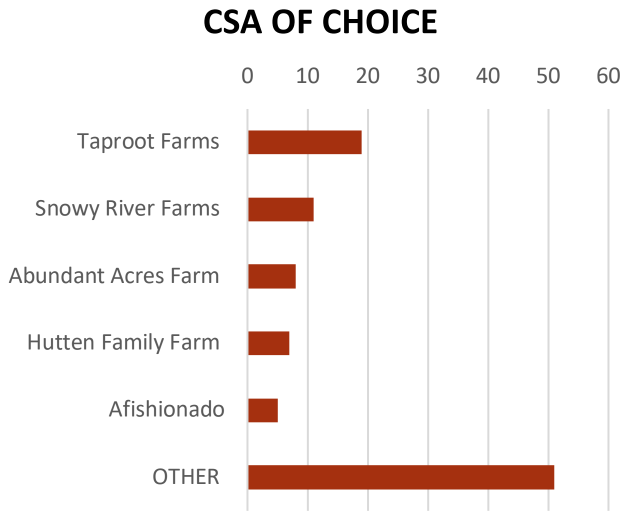
DRAWBACKS TO CSA BOXES

Drawback	Percent
Selection of Food	45.2%
None	30.6%
Limited hours & locations for pick up	14.5%
Cost	4.80%
Other	4.80%
Total	**100.0%**

a. *N = 62*
b. *Survey Question: Are there any drawbacks to CSA boxes, from your perspective?*
c. *Numbers do not sum to 100% because respondents could name as many drawbacks as applicable*

CSA Farm Choice

A small number of farms appear to dominate the CSA market in Nova Scotia. Taproot Farms, Snowy River, Abundant Acres, and Hutten Family are the only farms with more than five CSA customers in our survey. Afishionado, also with 5 customers in our sample, specializes in local seafood. Every other farm in our list had fewer than five customers in our sample. We do not know if this is an accurate reflection of the size of each farm's customer base, or the result of how our survey was shared with potential respondents.



a. *N= 101*
b. *Survey Question: What farm(s) do you usually get your CSA box from?*
c. *The other category includes: Cochrane Family Farm; Elmridge Farm; Noggins Corner Farm; Waldegrave Farm; Ebbett's Meadow Brook Farm; Grass Roots Up; Hilltop Homestead; Riverview Produce Farms; Watershed Farm; Wysmykal Farm; Hobo Crow; Holdanca Farm; Mirella Farm; Moon Tide Farm; Olde Furrow Farm; Shani's Farm; Small Holdings Farm. Each of these farmers' markets had between 1 and 4 respondents.*

COVID-19 Impact on Household Habits

A significant proportion of respondents (39.8%) said their household had lost work and/or income because of the COVID-19 pandemic. As shown in the Appendix, some respondents were temporarily laid off or unemployed themselves. A substantial 40.5% said the income loss had made it "somewhat" difficult for them to cover their household costs, and 6.3% said the effects were "significant." Just 15.3% said the income loss had not affected their ability to cover household costs at all, and 37.9% said it had not affected them very much.

In addition to these background questions, all respondents were asked whether the COVID-19 pandemic had affected their food shopping habits specifically. They were given space to answer in their own words, and their responses were subsequently coded to identify themes and patterns. The most commonly cited change in shopping habits, mentioned by half of respondents, was shopping online. Just over ¼ of respondents said they were making fewer trips, and thus purchasing more in bulk, because of the pandemic (and the government orders to stay home as much as possible). A further 3.4% mentioned only shopping at large stores, to ensure they took fewer trips.

One-fifth *each* said they were buying *more* local food or buying the *same* amount, which is noteworthy given the obstacles COVID-19 threw in front of almost every kind of shopping behaviour. Only 11.7% said they were buying *less* local food.

Those who mentioned changing expenditures were most likely (21.5%) to say they found themselves spending more on food (or more on groceries, but less on restaurant food), while 10% said they were spending less on food generally, and 6.4% said they were spending the same amount. Small proportions said they hadn't changed their habits at all (3.4%), had not shopped online (3%), or were avoiding large stores because of safety concerns (2.3%).

HOW HAS COVID-19 CHANGED FOOD PURCHASING HABITS

Change	Percent
Shopping online	50.6%
Making fewer trips / bulk shopping	28.7%
Buying more local	26.0%
Spending more on food	21.5%
Buying same local	19.2%
Buying less local	11.7%
Spending less on food	9.1%
Spending same on food	6.4%
Only shopping at large stores (fewer trips)	3.8%
No change in habits	3.4%
Not shopping online	3.0%
Avoiding large stores (safety)	2.3%

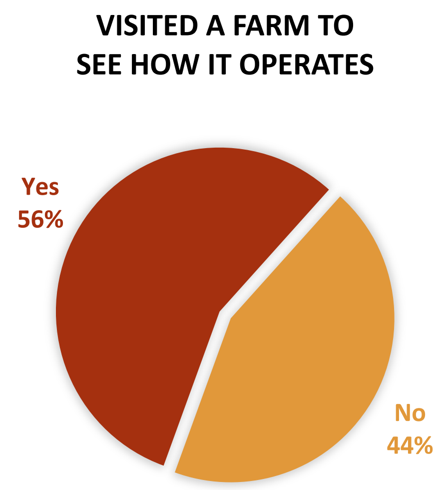
a. *N= 265*
b. *Survey Questions: How has the COVID-19 pandemic affected the way you get food for your household? For example, have you shifted your shopping online? Has that been easy? Are you spending more, less or the same on local food?*
c. *Numbers do not sum to 100% because respondents could name as many changes as applicable*

Supporting "Local"

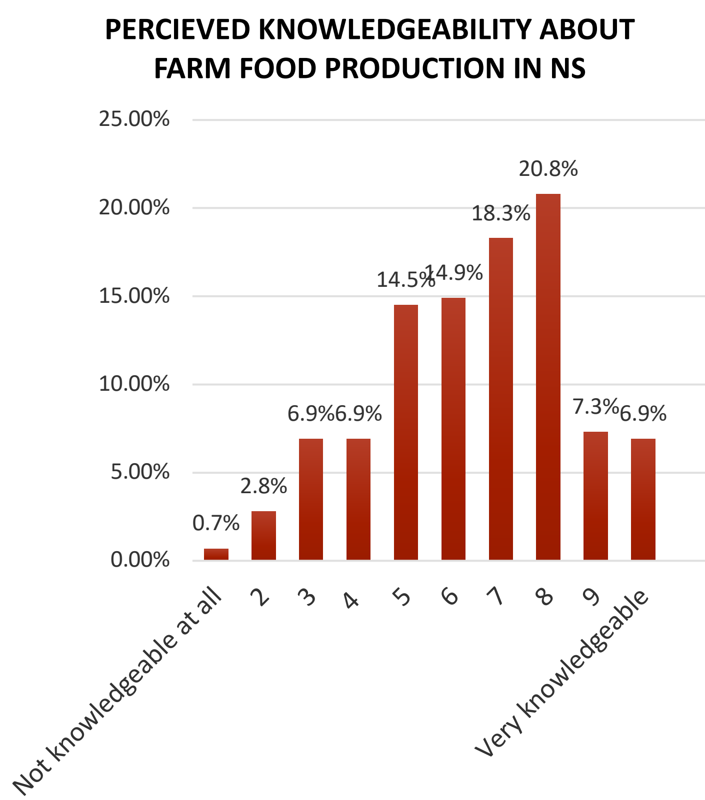
Local Farm Knowledge

Over half all respondents said they had visited a farm to see how it operates.

Relatedly, respondents tended to rate their knowledge about farm food production in Nova Scotia as fairly high, with over half (53.3%) rating their knowledge at 7/10 or higher.



a. N = 289
b. *Survey Question: Have you ever visited a local farm with the purpose of seeing how it operates?*



a. N = 289
b. *How knowledgeable do you think you are about farm food production in Nova Scotia?*

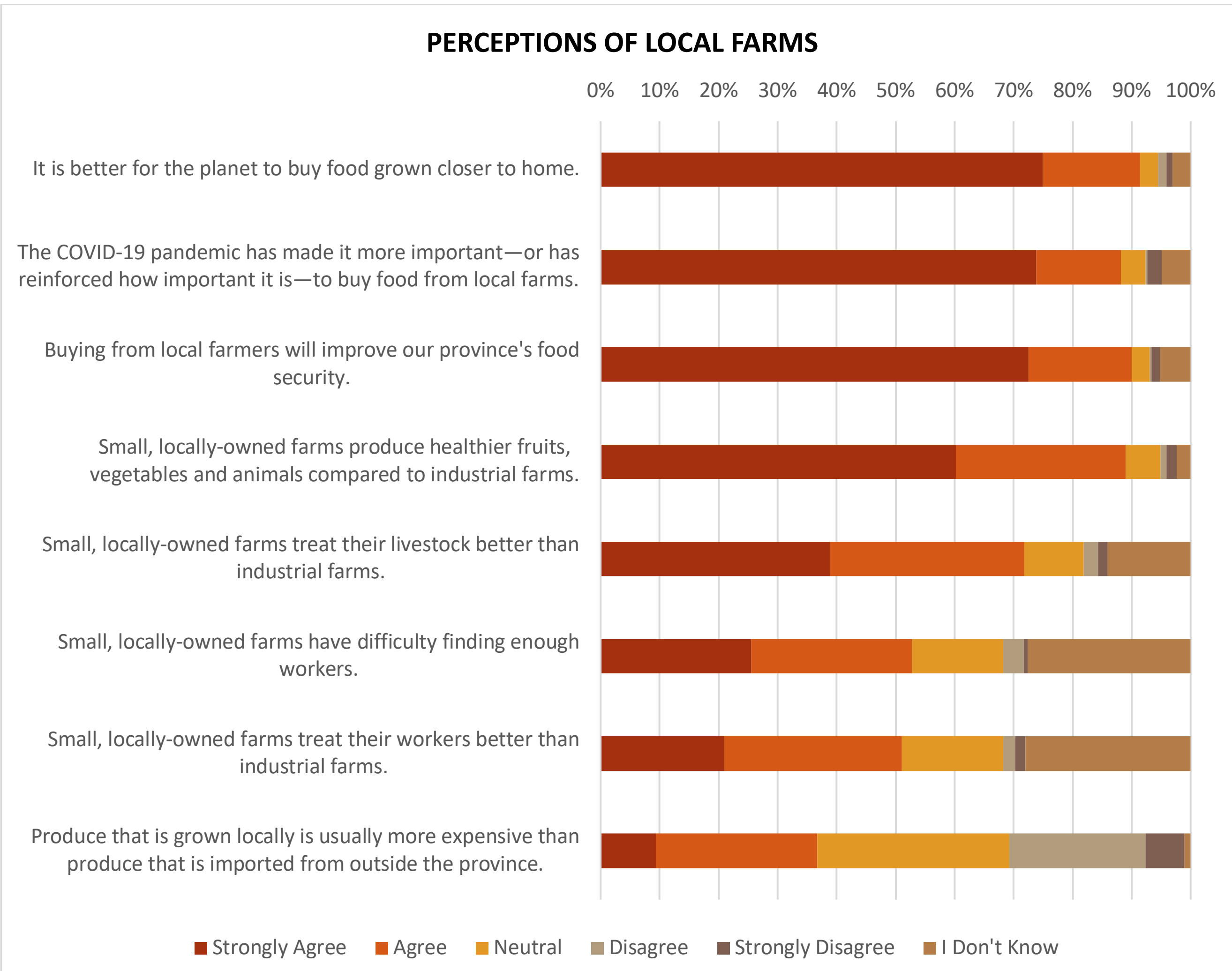
Perceptions of Local Farms

Respondents were presented with a series of statements about local farm food and asked to rate their level of agreement with each on a scale from 1 (strongly disagree) to 5 (strongly agree). Respondents were most likely to strongly agree with the statement "it is better for the planet to buy food grown closer to home," and with the statement that it is more important in the COVID-19 context to buy food from local farms, and with the statement "buying from local farmers will improve our province's food security." Nearly ¾ of respondents strongly agreed with both of these statements, and a further 14-17.5% agreed moderately with them.

Respondents were slightly less in agreement with the statement that small, locally-owned farm produce healthier products than industrial farms, with 60% agreeing strongly and 28% agreeing moderately. They were even less likely to strongly agree with the idea that such farms treat their livestock better—with just 38.8% strongly agreeing, and a further 32.9% agreeing moderately.

Interestingly in light of one of our research questions, respondents expressed very mixed opinions toward two statements about workers on small, local farms. In response to the statement "small, locally owned farms have difficulty finding enough workers, respondents were most likely to choose "I don't know" (27.6). A similar proportion (27.3%) agreed moderately, and 25.5% strongly agreed. In response to the statement, "small, locally-owned farms treat their workers better than industrial farms", respondents were most likely to agree moderately (30.1%), but were almost as likely to say they didn't know (28%), and a further 17.1% were neutral. Taken together, these responses indicate a higher level of disagreement and uncertainty compared with most other statements, and it is noteworthy that these two are the only ones about workers.

The statement that the most respondents disagreed with was that locally-grown produce was more expensive than imported produce; 29.7% of respondents disagreed or strongly disagreed with it. A further 32.5%--the largest proportion of responses to this statement—were neutral. Just 9.4% strongly agreed and 27.3% agreed.



a. N = 286

Supporting Other Locals

Respondents were asked to indicate other ways they "support local", apart from their farmers' market and CSA behaviours. The most commonly chosen option, from a list offered to participants, was choosing locally made products, which 79% of respondents said they do, followed closely by choosing local retailers, which 78.7% of respondents said they do. Three-quarters (76.2%) said they try to eat food that is in season. Three out of five respondents said they limit how far they drive to shop (61.9%) and choose restaurants that use local produce (61.5%). Just over half said they avoid online shopping (52.1%), and just less than one-third said they try to take their vacations closer to home (30.1%). Only a small fraction—1.4%-- said they do not do any of these things.

HOW ELSE DO YOU CHOOSE LOCAL

Local Choices	Percent
Choose locally made products	79.0%
Choose local retailers	78.7%
Eat things that are in season	76.2%
Limit how far I drive to shop	61.9%
Choose restaurants that use local produce	61.5%
Avoid online shopping	52.1%
Take vacations close to home	30.1%
Other	6.3%
I do not do any of these	1.4%

a. *N = 286*
b. *SURVEY QUESTION: In taking this survey, you have indicated that you choose to buy food from local producers. Do you "choose local" in any of the ways listed below? Choose all that apply.*

Who Took the Survey?

This is not a representative survey of the Nova Scotia population, nor of all farmers' market shoppers and CSA participants. Respondents comprise a "convenience sample" and simply indicate possible trends among the target population of local food consumers. Respondents ranged in age from twenty to 80+, with just under half of them between the ages of 30 and 49. They were overwhelmingly (82.8%) women, which is not surprising as women in Canada continue to be the primary shoppers for food in their households. Almost half live in 2-person households (47.9%). A wide range of monthly income levels were represented, but over half of respondents said they take in $2000-$5999 each month. The survey was advertised on social media and through the newsletters and social media accounts of individual farmers' markets and the Nova Scotia Association of Farmers' Markets.

Study Details

This survey is one component of the ***Mobilities And Externalities In Nova Scotia's Local Food Movement*** study. This project is funded and scientifically supervised by the Mobile Lives Forum, as part of its research program on the mobility transition. The Mobile Lives Forum is a research and prospective institute created by SNCF (http://en.forumviesmobiles.org/). The study received Research Ethics clearance from Dalhousie's Social Sciences and Humanities Research Ethics Board. You can learn more about the full study at https://en.forumviesmobiles.org/project/2020/01/24/mobilities-and-externalities-nova-scotias-local-food-movement-13182.

The study's principal researchers are Dr. Catherine Bryan (Assistant Professor, School of Social Work, Dalhousie University), Dr. Elizabeth Fitting (Associate Professor, Sociology & Social Anthropology, Dalhousie University) and Dr. Karen Foster (Associate Professor, Sociology & Social Anthropology, Dalhousie University). Jason Ellsworth is the team's Research Fellow, and assisted with data analysis and presentation for this report.

Please direct questions about the survey to Karen.Foster@dal.ca.

If you have questions about other aspects of the study, please direct them to Elizabeth.Fitting@dal.ca or Catherine.Bryan@dal.ca.

APPENDIX: Demographics

AGE	
Age Range	**Percent**
20-29	11.5%
30-39	23.8%
40-49	25.2%
50-59	16.1%
60-69	14.7%
70-79	7.0%
80+	0.7%
Prefer not to say	1.0%
Total	**100%**

a. *N = 286*
b. *Survey Question: What is your age?*

GENDER	
Gender	**Percent**
Female	82.8%
Male	15.1%
Other (non-binary, e.g.)	2.1%
Total	**100%**

a. *N = 286*
b. *What gender do you identify as?*

HOUSEHOLD LOST WORK BECAUSE OF COVID-19?	
Lost Work	**Percent**
No	60.2%
Yes	39.8%
Total	**100%**

a. *N = 284*
b. *Survey Question: Have you or anyone in your household lost work and/or income as a result of the COVID-19 pandemic?*

MONTHLY INCOME	
Income	**Percent**
Less than $2000	6.7%
$2000-3999	31.0%
$4000-5999	25.7%
$6000-7999	12.3%
$8000-9999	6.0%
$10,000 or more	7%
Prefer not to say	11.3 %
Total	**100%**

a. *N = 284*
b. *Which of the following categories best reflects your household's monthly after-tax income before the COVID19 pandemic?*

IMPACT OF COVID-19 ON ABILITY TO COVER HOUSEHOLD COSTS	
Covid-19 Impact	**Percent**
Not at all	15.3%
Not very much	37.8%
Somewhat	40.5%
Significantly	6.3%
Total	**100%**

a. *N = 284*
b. *Survey Question: How much has the job / income loss affected your ability to cover household costs?*

NUMBER OF PEOPLE IN HOUSEHOLD	
# of People	**Percent**
0	0.4%
1	15.0%
2	47.9%
3	15.7%
4	12.9%
5	7.1%
6	1.1%
Total	**100%**

a. *N = 268*
b. *Survey Question: Immediately before the COVID19 pandemic, were you... *you may select more than one option, e.g. if you were a student but also employed part-time.*

NUMBER OF CHILDREN UNDER 12 IN HOUSEHOLD	
Number	**Percent**
0	72.2%
1	14.5%
2	10.3%
3	2.6%
4	0.4%
Total	**100%**

a. *N = 268*
b. *Survey Question: How many of the people in your household are under age 12?*

EMPLOYMENT STATUS (BEFORE COVID-19 & CURRENTLY)		
Employment Status	**Before COVID**	**Currently**
Employed full-time	50.5%	47.3%
Employed part-time	15.3%	9.9%
A full-time student (not employed)	6.8%	5.3%
A stay-at-home parent	3.9%	4.6%
On parental leave from a job	1.4%	1.4%
Retired	15.3%	17%
Unemployed	2.5%	4.2%
Temporarily laid off / seasonally employed	0.7%	6.7%
Self-employed	17.4%	18%
Other	7.1%	6.7%

a. *N = 283 & 281*
b. *Survey Question: Immediately before the COVID19 pandemic, were you... &* Are you currently... **you may select more than one option, e.g. if you were a student but also employed part-time.*