



Ipsos Reid Public Affairs



CANADIAN CANCER SOCIETY 2008 Advocacy Public Opinion Research (Saskatchewan)

February 2008



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Objectives and Methodology



Objectives

- ◆ The Canadian Cancer Society commissioned Ipsos Reid to conduct a survey to better understand Saskatchewan residents' views on smoking bans, cosmetic pesticides, and right to know product labelling.
- ◆ Specifically, the main objectives of the research were to:
 - Measure the level of public support for regulations that would prohibit smoking at various venues;
 - Measure the level of public support for regulations that would prohibit the sale of tobacco products in pharmacies and in stores that contain a pharmacy;
 - Assess pesticide usage;
 - Determine the likelihood of using alternatives to chemicals and pesticides;
 - Gauge the perceived threat of cosmetic pesticides to the environment, children, pets, and respondents' own personal health;
 - Measure the level of public support for legislation that would restrict the use and sale of cosmetic pesticides;
 - Measure awareness of the link between exposure to pesticides and an increased risk of cancer, and determine what impact, if any, this information has on support for legislation phasing out the use of cosmetic pesticides;
 - Determine attitudes towards right to know product labelling legislation; and,
 - Measure the level of public support for legislation requiring clear labelling of products that contain substances linked to an increased risk of cancer.



Methodology

- ◆ In total, 900 telephone interviews were conducted with a randomly selected representative sample of adult (18 years or older) Saskatchewan residents.
- ◆ Quotas were set by region:
 - 300 interviews were completed in the City of Saskatoon;
 - 300 interviews were completed in the City of Regina; and,
 - 300 interviews were completed in the rest of Saskatchewan.
- ◆ Sample was drawn by census subdivision. To ensure randomness within households, the “birthday method” of selecting respondents was used (i.e., asking to speak to the person in the household who had most recently celebrated a birthday).
- ◆ The final data were weighted to ensure that the age/gender/regional distribution reflects that of the actual population in Saskatchewan according to the 2006 Census data.
- ◆ All interviews were conducted between the dates of February 4 and 13, 2008.
- ◆ Overall results based on a sample size of 900 are accurate to within ± 3.3 percentage points, 19 times out of 20.
- ◆ Regional results based on a sample size of 300 are accurate to within ± 5.7 percentage points, 19 times out of 20.
- ◆ A similar survey was simultaneously conducted with British Columbians; the results of the BC survey have been included in a separate report.



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Key Findings



Key Findings

Smoking Bans

- ◆ Saskatchewan residents support establishing regulations that would prohibit smoking at many different venues.
 - More than eight-in-ten would support banning smoking in all indoor workplaces, in and on all healthcare facilities and properties, and on all school property.
 - At least seven-in-ten would support regulations prohibiting smoking within seven metres of entrances and windows of public places, at amusement parks and fairs, in cars or other privately-owned vehicles carrying children and youth under the age of 19, and at outdoor sporting venues.
 - Support for these smoking regulations is not significantly different across the province.
- ◆ Two-thirds would also support establishing regulations prohibiting the sale of cigarettes and other tobacco products in pharmacies and in stores that contain a pharmacy.
 - Those living in Saskatoon are more likely than those in Regina to support this regulation.
 - Nonetheless, the majority of Regina residents are still supportive of prohibiting the sale of cigarettes and other tobacco products in pharmacies and in stores that contain a pharmacy.



Key Findings (cont'd)

Cosmetic Pesticides (Usage and Attitudes)

- ◆ Just over four-in-ten Saskatchewan residents with a lawn or garden say that they (or someone else) have applied pesticides to their home lawn or garden in the past twelve months. However, respondents are open to alternative practices, with more than eight-in-ten of those with a lawn or garden saying they would be likely to try alternative practices instead of chemicals or pesticides if they were provided with information and tips on how to do so.
 - Pesticide use and the likelihood of using alternative practices is similar in all regions of the province.
- ◆ The majority of all Saskatchewan residents agree that cosmetic pesticides pose a threat to the environment, children, pets, and their own personal health.
 - No regional differences are seen when it comes to the perceived threat of cosmetic pesticides to the environment and children.
 - However, those living in Regina are more likely than those in Saskatoon to agree that cosmetic pesticides pose a health threat to pets and to their own personal health.



Key Findings (cont'd)

Cosmetic Pesticides (Support for Legislation)

- ◆ The majority of Saskatchewan residents support cosmetic pesticide legislation.
 - Two-thirds would support their local or provincial government passing legislation that would phase-out the use of cosmetic pesticides on private and public properties.
 - Six-in-ten would support their provincial government passing legislation that would restrict the use and sale of cosmetic pesticides.
 - Support for cosmetic pesticide legislation is not significantly different across the province.
- ◆ Three-quarters of all respondents say they are aware there may be a link between exposure to some components of pesticides and an increased risk of some types of cancer.
- ◆ Among those initially opposed to phasing out the use of cosmetic pesticides, three-in-ten say that knowing about this link makes them more likely to support this legislation.
 - This finding is not significantly different across the province.



Key Findings (cont'd)

Product Labelling

- ◆ Virtually all Saskatchewan residents agree that consumers have the right to know the ingredients that are contained in the products they purchase.
 - Agreement with this statement is not significantly different across the province.
- ◆ Further, the vast majority would support their provincial government passing legislation that would require companies and manufacturers to clearly label all of their products that contain substances that have been linked to an increased risk of some cancers.
 - Those living in Regina are more likely than those in Saskatoon to support the right to know product labelling legislation.
 - Nonetheless, the vast majority of Saskatoon residents would still support this initiative.



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Detailed Findings



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Smoking Bans



Province-wide, the incidence of smokers is 22%

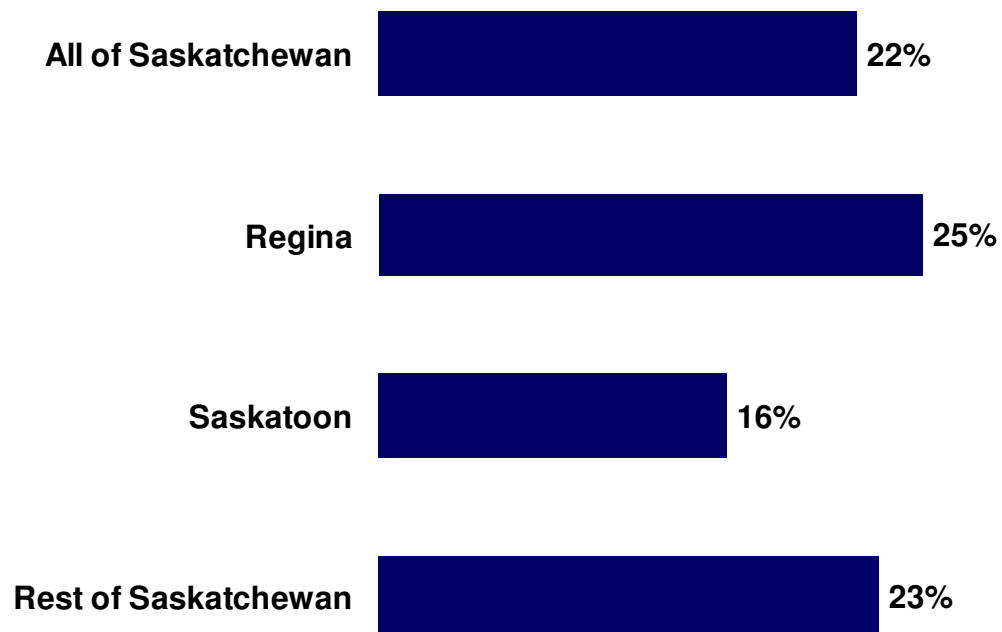
- ◆ A total of 22% of Saskatchewan residents currently smoke tobacco products such as cigarettes, pipes, or cigars.
- ◆ There are more smokers in Regina (25%) than Saskatoon (16%).
- ◆ Further demographic analysis shows that smokers are more likely to:
 - Be between 35 and 54 years of age (25%); and,
 - Have a high school education or less (30%).



Smoking Behaviour

Do you currently smoke tobacco products such as cigarettes, pipes, or cigars?

■ % Yes



Base: All respondents (n=900)



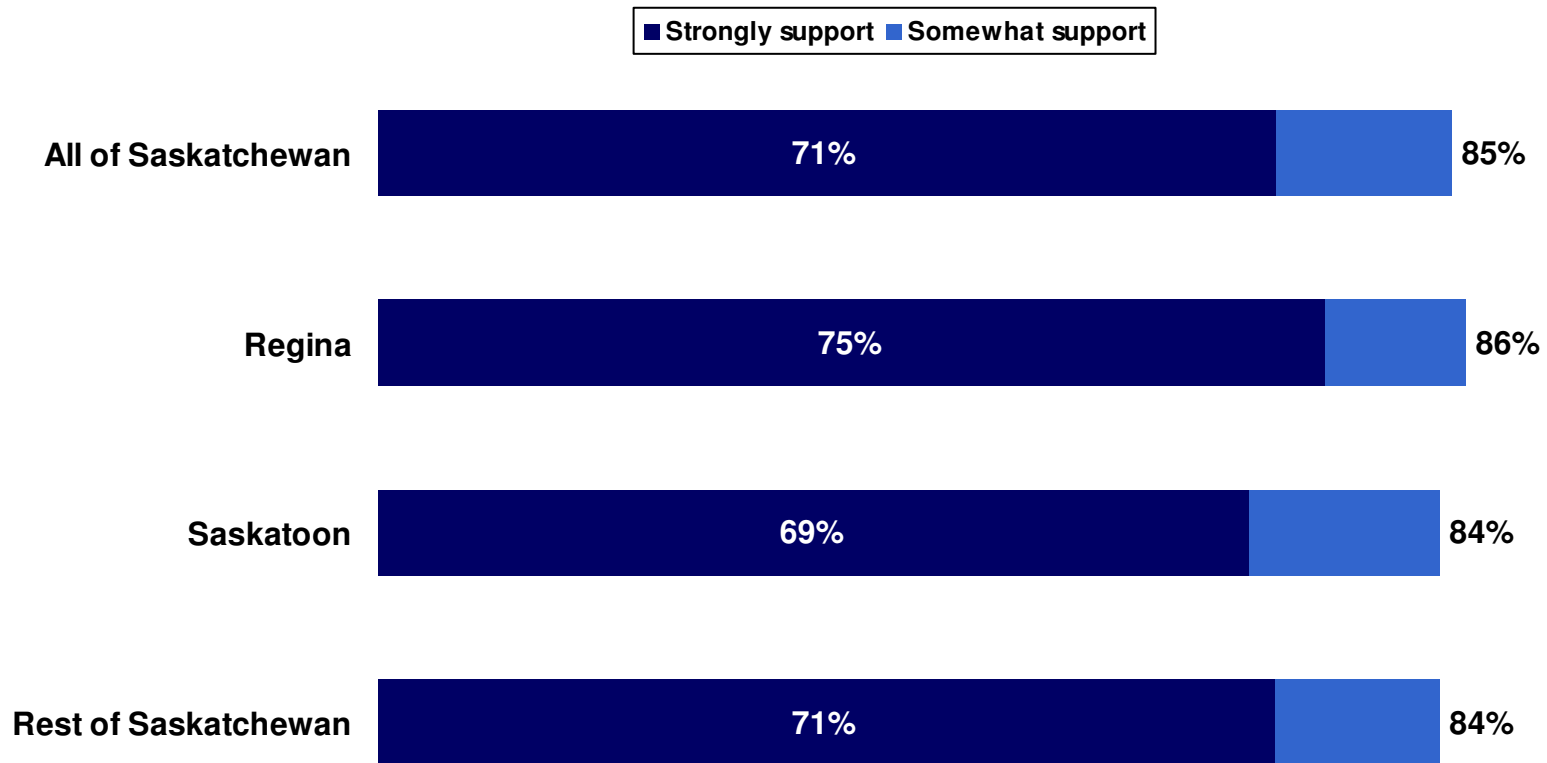
Saskatchewan residents support establishing regulations that would prohibit smoking at many different venues

- ◆ Saskatchewan residents are most likely to support prohibiting smoking at the following venues:
 - “In all indoor workplaces” (85% “strongly” or “somewhat” support);
 - “In and on all healthcare facilities and properties” (84%); and,
 - “On all school property including secondary and post-secondary institutions” (84%).
- ◆ The majority also support regulations that would ban smoking at the following venues:
 - “Within seven metres of entrances and windows of public places such as malls, workplaces, and restaurants” (76%);
 - “At amusement parks and fairs” (74%);
 - “In cars or other privately-owned vehicles carrying children and youth under the age of 19” (71%); and,
 - “At outdoor sporting venues such as open air sports grounds, arenas, and stadiums” (70%).
- ◆ Support for the above smoking regulations is not significantly different across the province.
- ◆ Although non-smokers are significantly more likely than smokers to support regulations that would prohibit smoking at all of these venues, these smoking bans are still supported by the majority of smokers.
 - The level of support among smokers ranges from 74% for prohibiting smoking “in all indoor workplaces” to 55% for prohibiting smoking “at outdoor sporting venues such as open air sports grounds, arenas, and stadiums”.



Support for Regulations Prohibiting Smoking – In All Indoor Workplaces

Would you support or oppose the provincial government or your local municipal government establishing regulations that would prohibit smoking in all indoor workplaces?

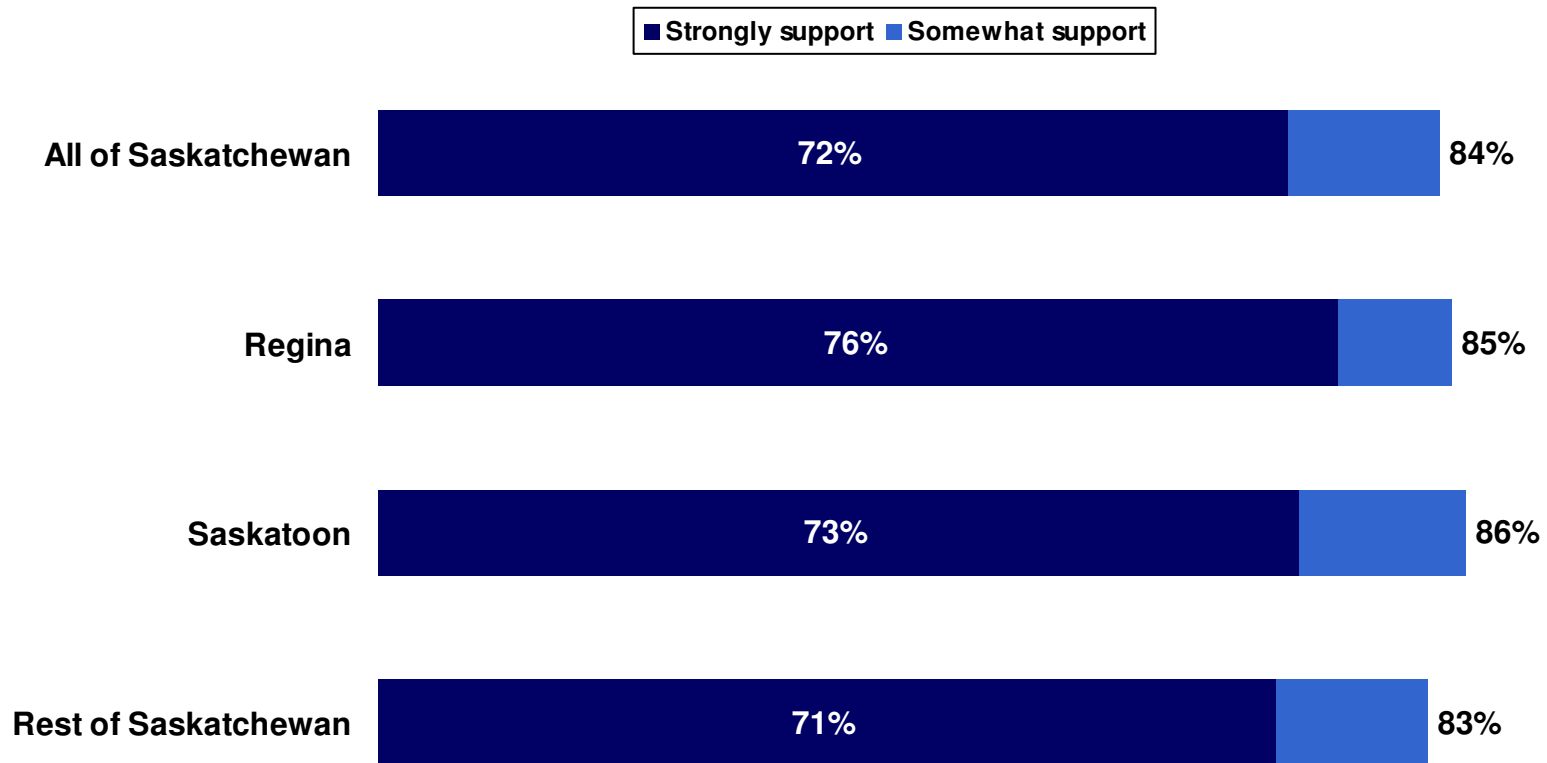


Base: All respondents (n=900)



Support for Regulations Prohibiting Smoking – In and On All Healthcare Facilities and Properties

Would you support or oppose the provincial government or your local municipal government establishing regulations that would prohibit smoking in and on all healthcare facilities and properties?

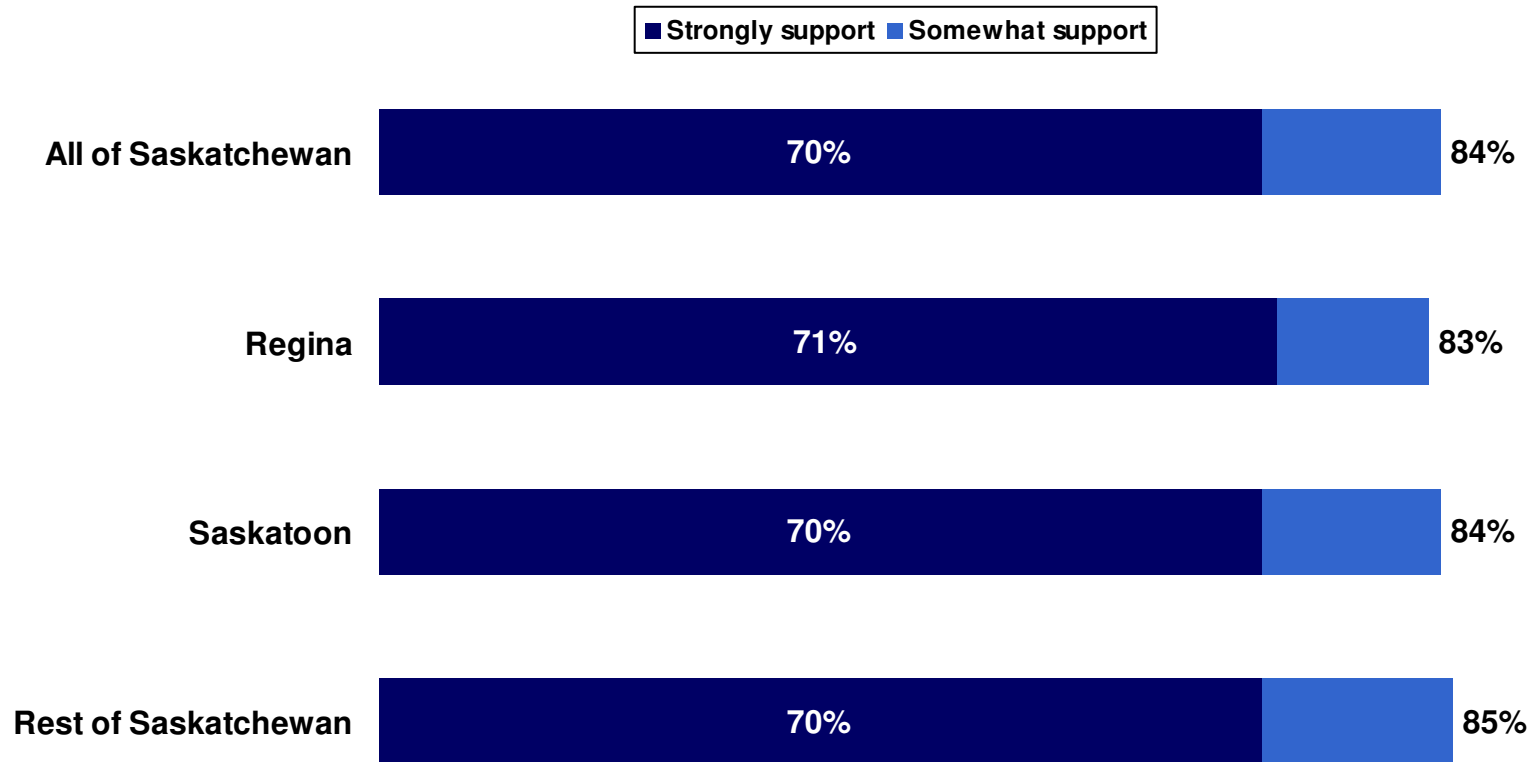


Base: All respondents (n=900)



Support for Regulations Prohibiting Smoking – On All School Property

Would you support or oppose the provincial government or your local municipal government establishing regulations that would prohibit smoking on all school property including secondary and post-secondary institutions?

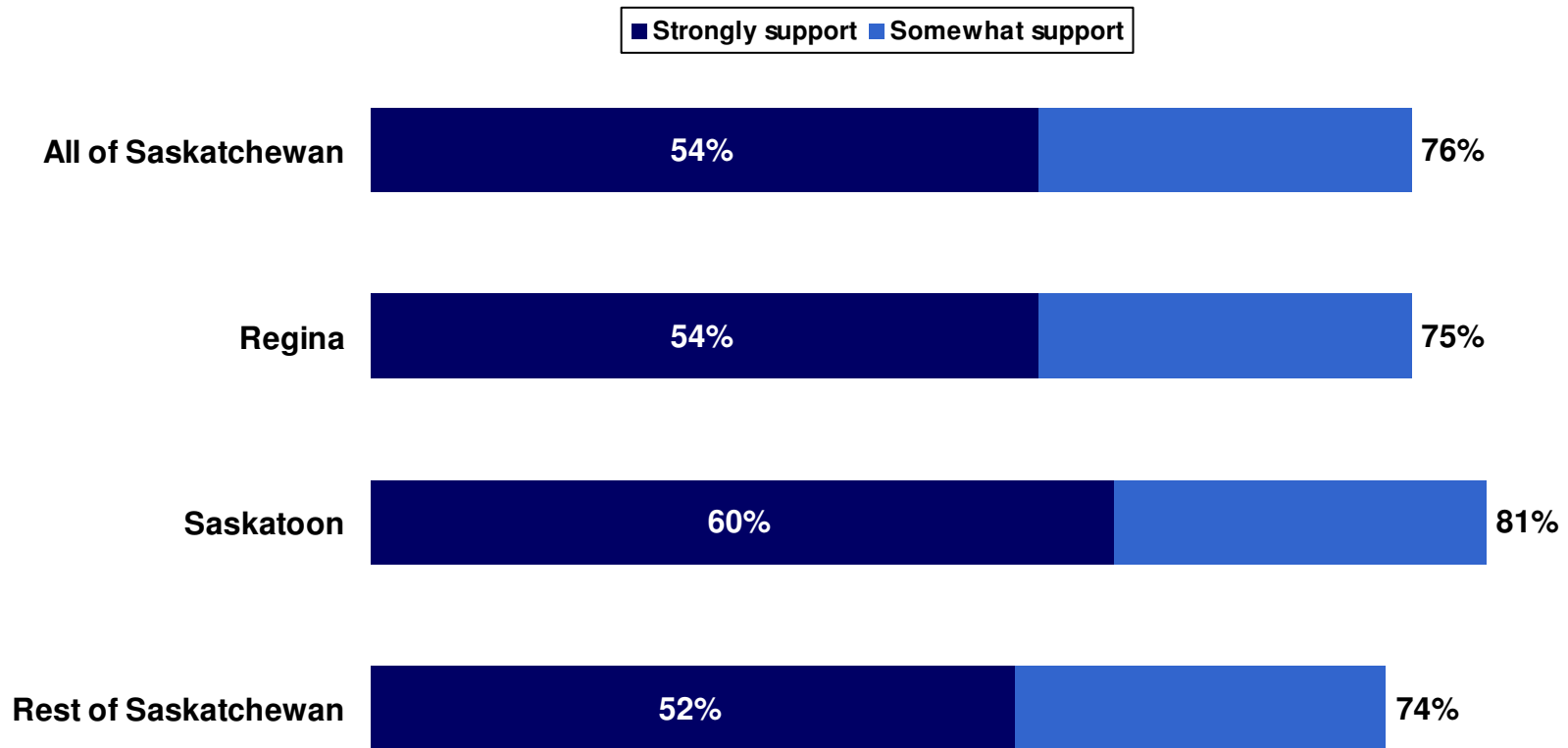


Base: All respondents (n=900)



Support for Regulations Prohibiting Smoking – Within Seven Metres of Entrances and Windows of Public Places

Would you support or oppose the provincial government or your local municipal government establishing regulations that would prohibit smoking within seven metres of entrances and windows of public places such as malls, workplaces, and restaurants ?

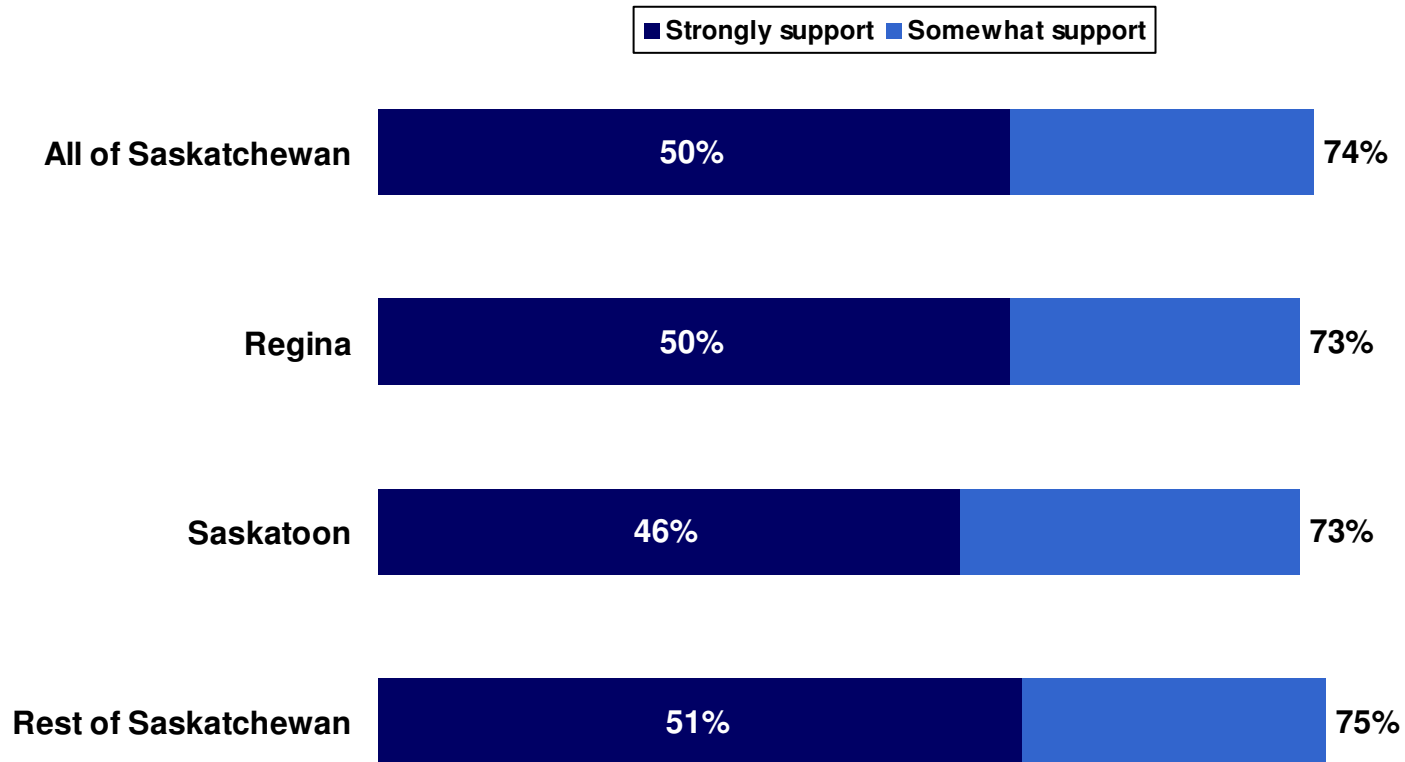


Base: All respondents (n=900)



Support for Regulations Prohibiting Smoking – At Amusement Parks and Fairs

Would you support or oppose the provincial government or your local municipal government establishing regulations that would prohibit smoking at amusement parks and fairs?

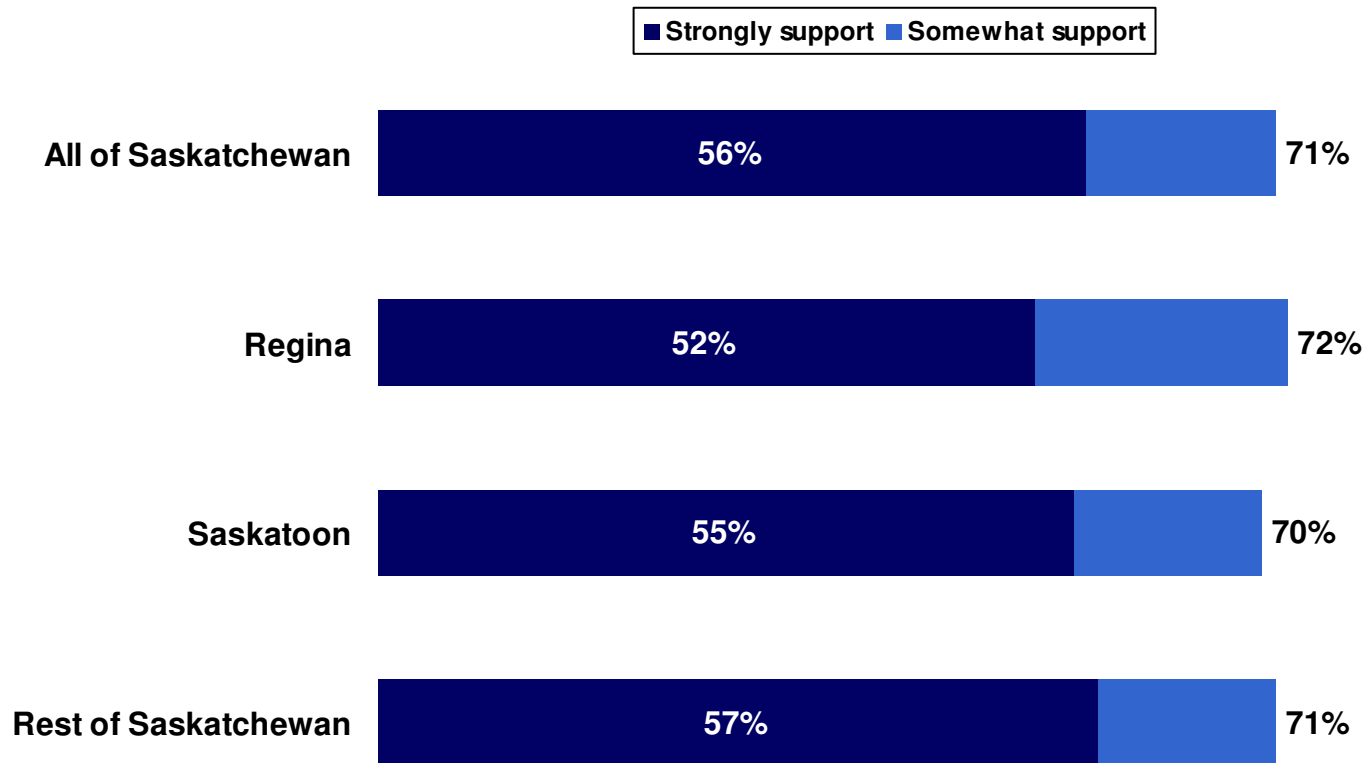


Base: All respondents (n=900)



Support for Regulations Prohibiting Smoking – In Cars or Other Privately-Owned Vehicles Carrying Children and Youth Under the Age of 19

Would you support or oppose the provincial government or your local municipal government establishing regulations that would prohibit smoking in cars or other privately-owned vehicles carrying children and youth under the age of 19?

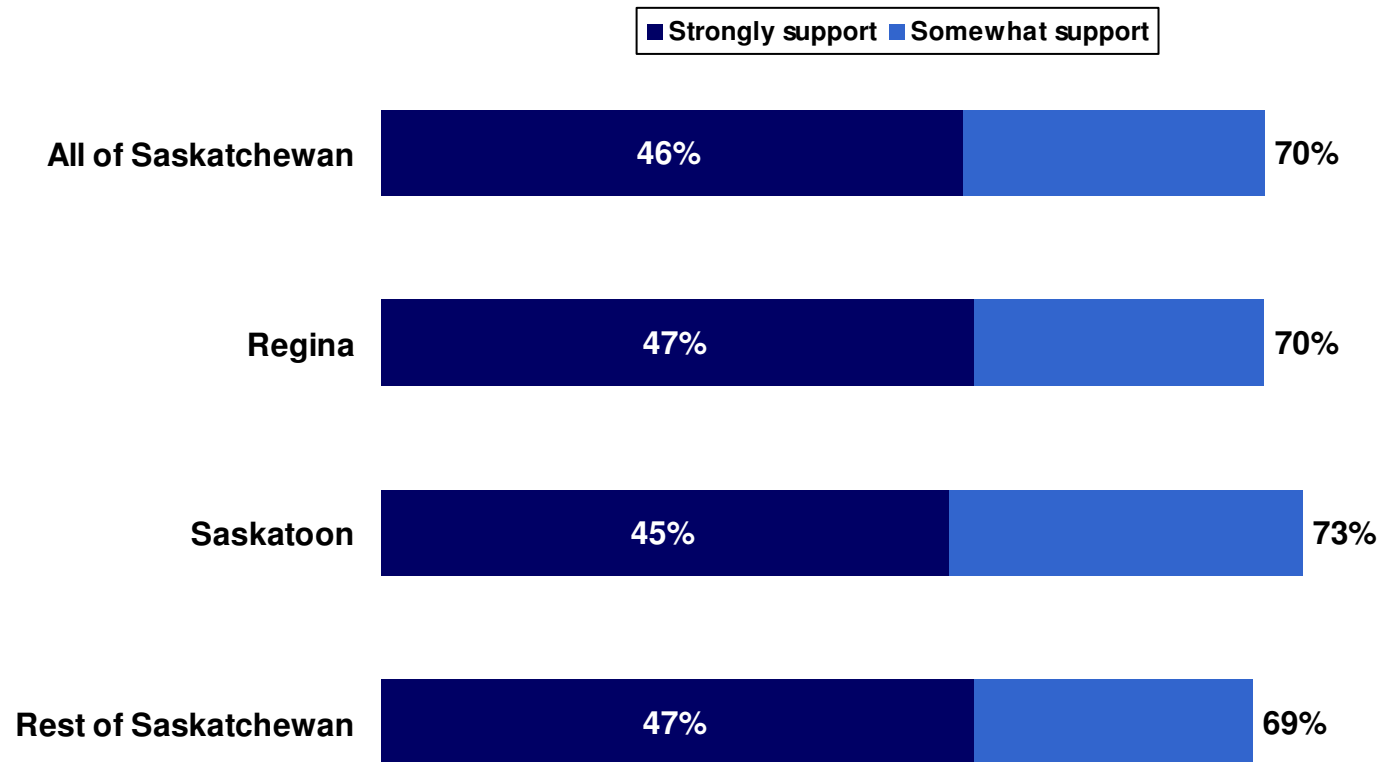


Base: All respondents (n=900)



Support for Regulations Prohibiting Smoking – At Outdoor Sporting Venues

Would you support or oppose the provincial government or your local municipal government establishing regulations that would prohibit smoking at outdoor sporting venues such as open air sports grounds, arenas and stadiums?



Base: All respondents (n=900)



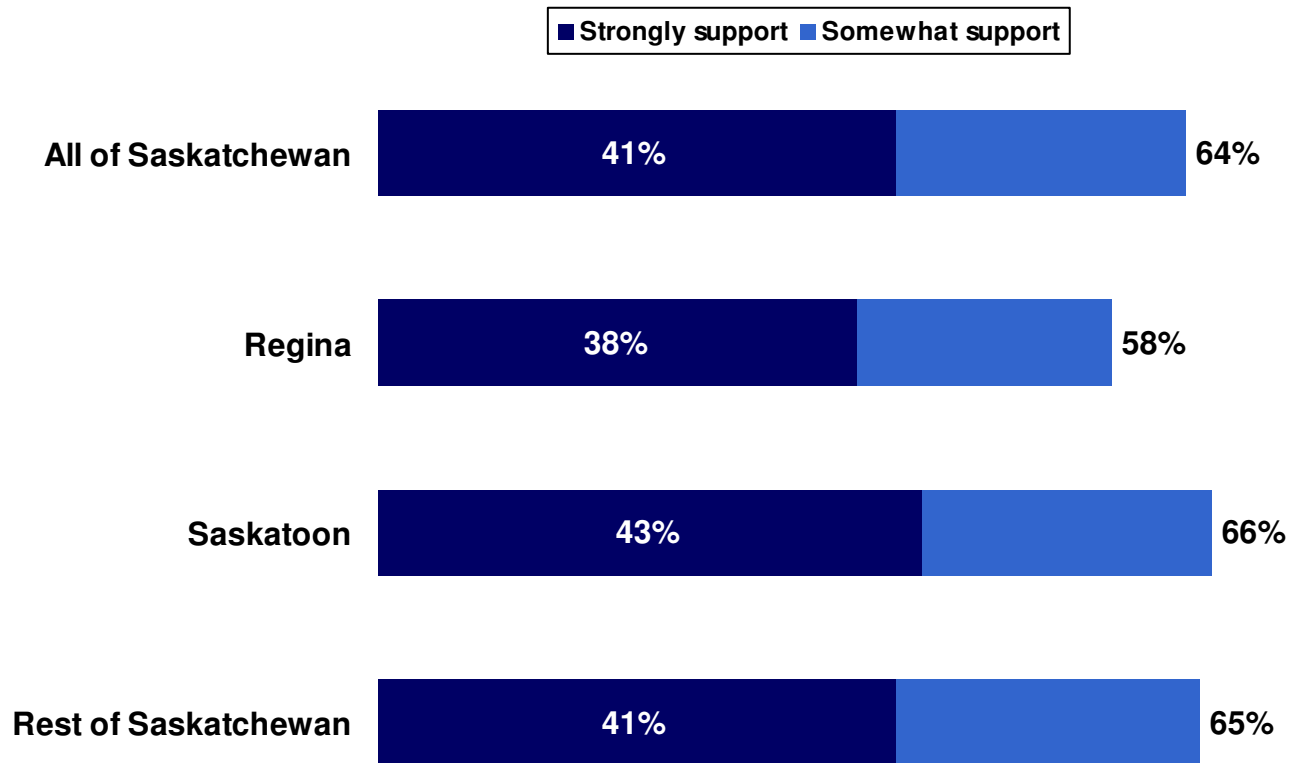
Saskatchewan residents also support establishing regulations that would prohibit the sale of tobacco products in pharmacies

- ◆ Two-thirds (64%) of Saskatchewan residents would “strongly” or “somewhat” support the provincial government establishing regulations that would prohibit the sale of cigarettes and other tobacco products in pharmacies and in stores that contain a pharmacy.
- ◆ Support for this initiative is higher in Saskatoon (66%) than in Regina (58%).
- ◆ While seven-in-ten (69%) non-smokers support prohibiting the sale of tobacco products in pharmacies, less than half (45%) of smokers would support the provincial government establishing this regulation.



Support for Regulations Prohibiting the Sale of Tobacco Products in Pharmacies

And would you support or oppose the provincial government establishing regulations that would prohibit the sale of cigarettes and other tobacco products in pharmacies and in stores that contain a pharmacy?



Base: All respondents (n=900)



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Cosmetic Pesticides



While 44% of those with a lawn or garden have used pesticides, most are open to using alternative practices

- ◆ The majority of Saskatchewan households (77%) have a lawn or garden. And at more than eight-in-ten (83%) of these households, the survey respondent is at least jointly responsible for their lawn and gardening care.
- ◆ Overall, 44% of those with a lawn or garden say that they (or someone else) have applied pesticides to their home lawn or garden in the past twelve months.
 - Pesticide usage is not significantly different across the province.
- ◆ Saskatchewan residents with a lawn or garden are open to using alternative practices instead of chemicals or pesticides, with 85% saying they would be “very” or “somewhat” likely to try these things if they were provided with the right information.
 - The likelihood of using alternative practices instead of chemicals or pesticides is similar in all regions of the province.

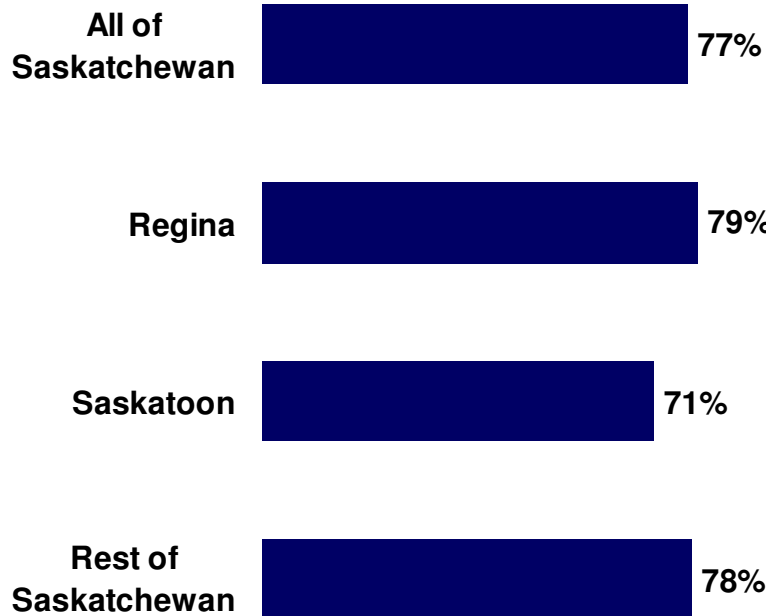


Lawn and Garden Care

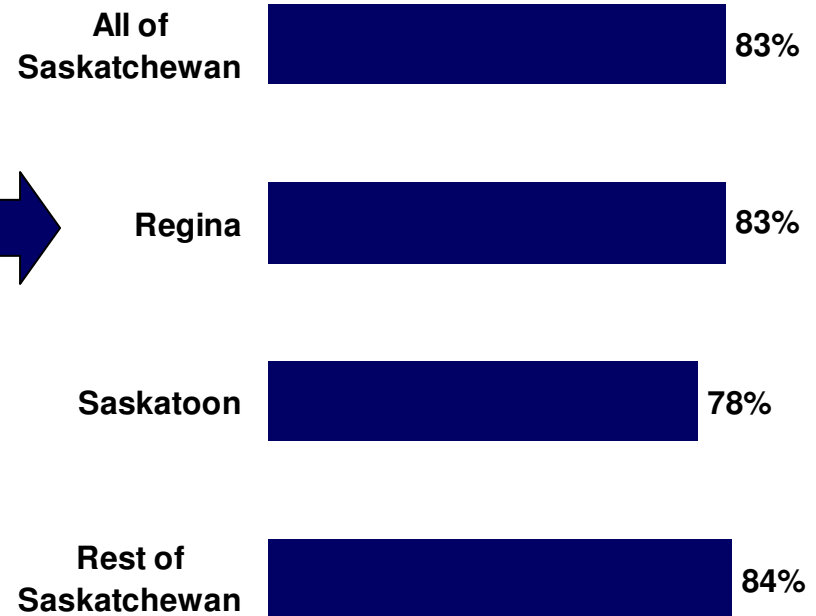
Does your current place of residence have a lawn or garden? This includes flower gardens, patio gardens, or balcony gardens, but not vegetable gardens.

Are you primarily or jointly responsible for your household's lawn or gardening care?

■ % Yes



■ % Yes



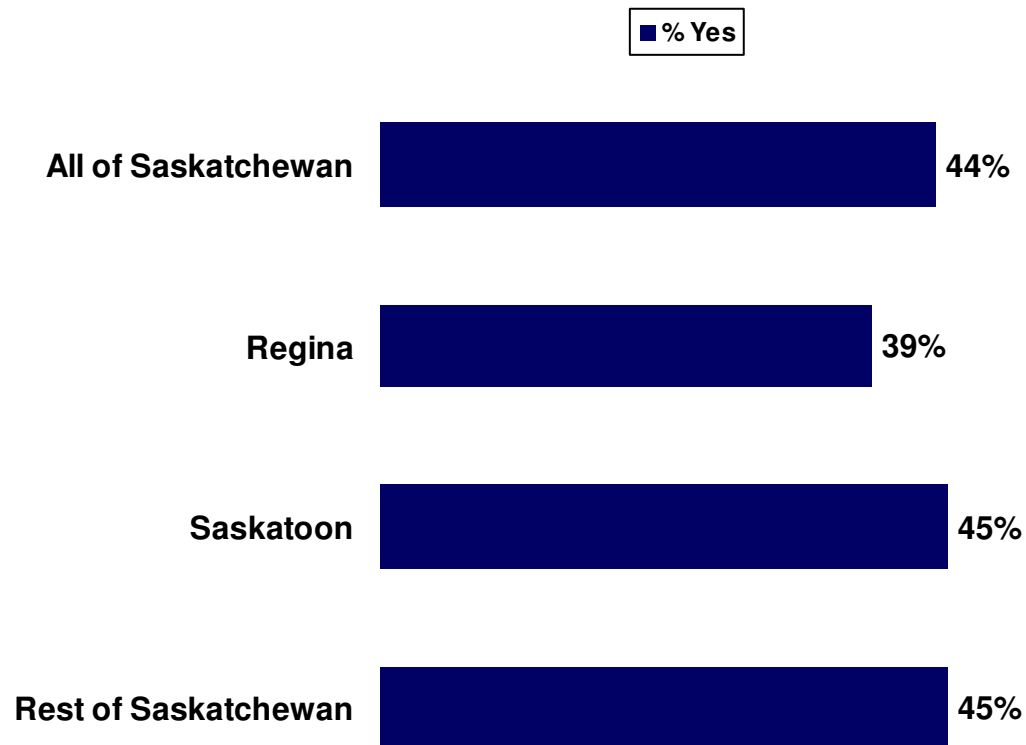
Base: All respondents (n=900)

Base: Have a lawn or garden (n=684)



Pesticide Use

In the past twelve months, have you or anyone else applied any pesticides to your home lawn or garden? By pesticide I mean any chemical substance that is used to control insects, weeds, fungus, and rodents, or to improve the appearance of lawns and gardens.

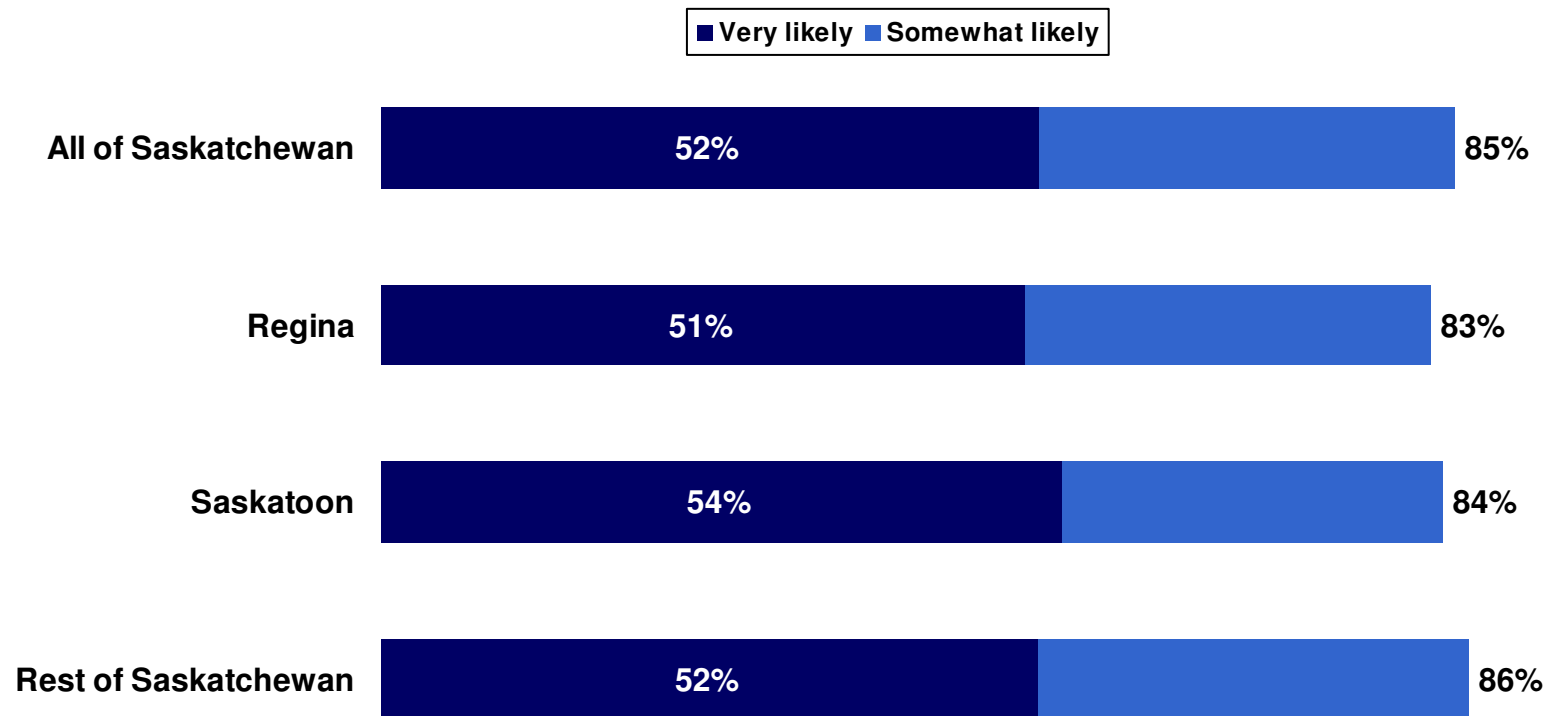


Base: Have a lawn or garden (n=684)



Likelihood of Trying Alternative Practices

If you were provided with information and tips on how to have a weed-free and insect-free lawn or garden without using chemicals or pesticides, how likely would you be to try these alternative practices instead of chemicals or pesticides? Would you say ... ?



Base: Have a lawn or garden (n=684)



The majority of Saskatchewan residents agree that cosmetic pesticides pose a threat to the environment, children, pets, and their own personal health

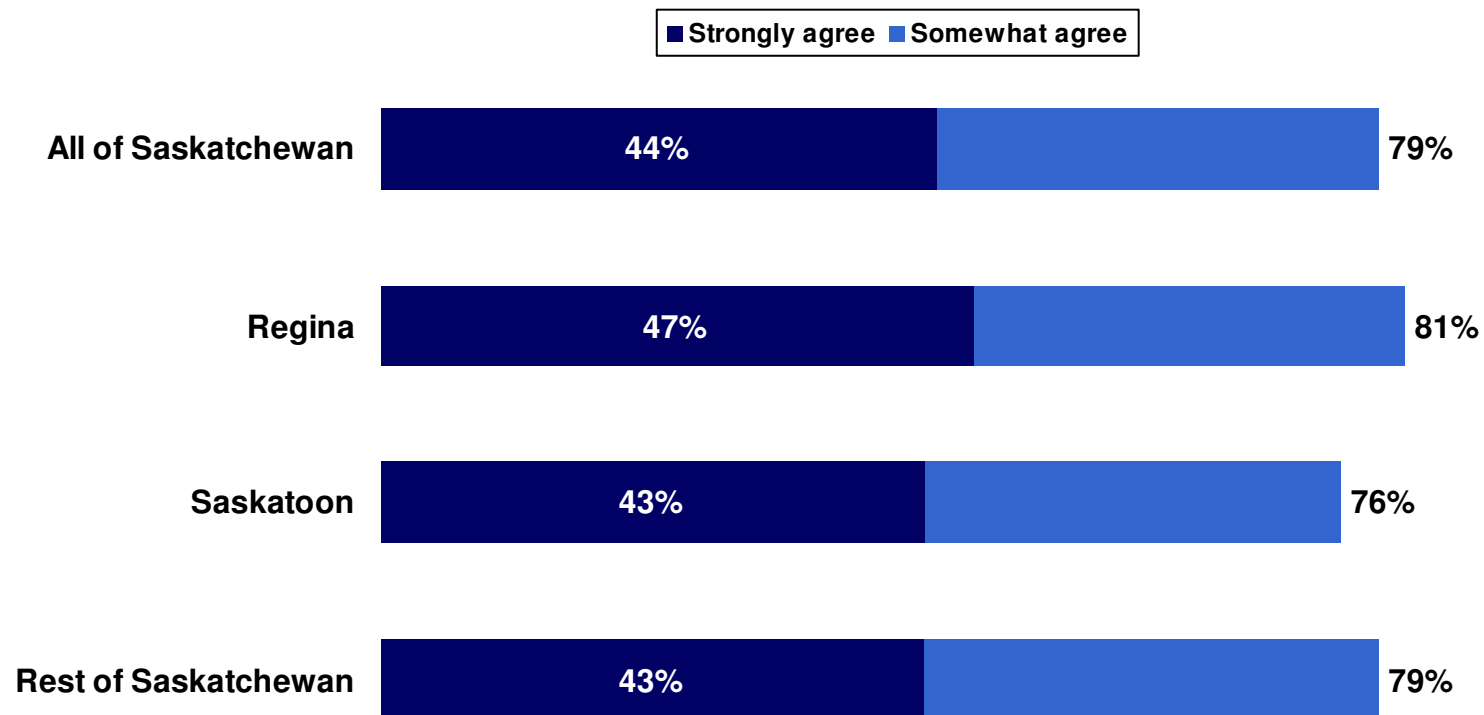
- ◆ Survey respondents were provided with a definition of cosmetic pesticides and then asked the extent to which they agreed or disagreed with four statements.
 - The definition provided was *“cosmetic pesticides are used to kill or control weeds, insects, fungi and pests in order to enhance the appearance of private and public lawns and gardens. For example, cosmetic pesticides may be used to get rid of weeds on the lawn or aphids on roses”*.
- ◆ The results show that the majority of Saskatchewan residents agree that cosmetic pesticides pose a threat to the environment (79% “strongly” or “somewhat” agree), children (76%), pets (72%), and their own personal health (69%). Agreement with the full list of statements is provided below.
 - “Cosmetic pesticides used in my community pose a threat to the environment, including wildlife, air quality, and ground water” (79%);
 - “Cosmetic pesticides used in my community pose a health threat to children” (76%);
 - “Cosmetic pesticides used in my community pose a health threat to pets such as cats and dogs” (72%); and,
 - “Cosmetic pesticides used in my community pose a threat to my own personal health” (69%).
- ◆ Respondents across the province demonstrate similar levels of agreement regarding the threat cosmetic pesticides pose to the environment and children.
- ◆ However, regional differences are seen when it comes to the threat posed to pets and respondents’ own health. In both cases, the highest level of agreement is seen in Regina (78% agree cosmetic pesticides pose a health threat to pets and 75% agree cosmetic pesticides pose a health threat to their own personal health).



Agreements with Cosmetic Pesticide Statements – Cosmetic Pesticides Pose a Threat to the Environment

I'm now going to read a few statements about cosmetic pesticides and would like you to tell me the extent to which you agree or disagree with each.

“Cosmetic pesticides used in my community pose a threat to the environment, including wildlife, air quality, and ground water.”



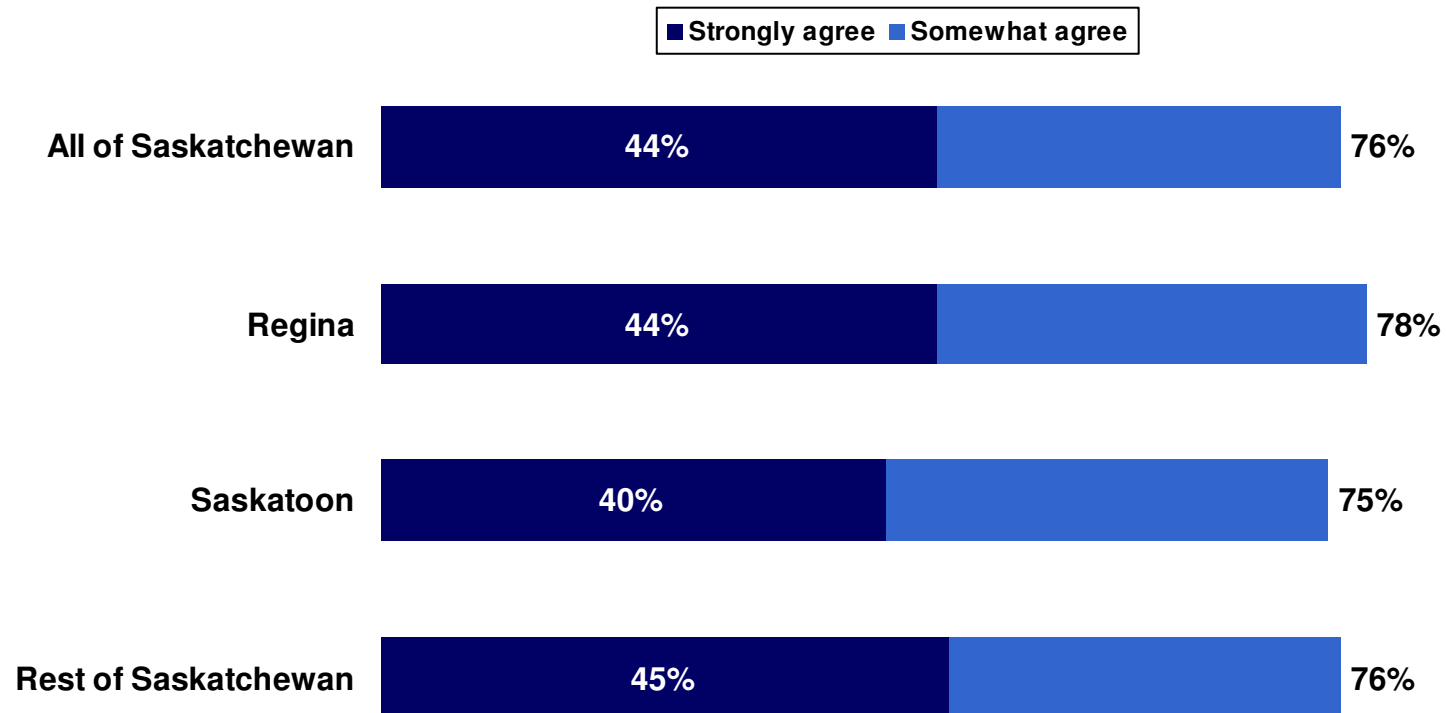
Base: All respondents (n=900)



Agreements with Cosmetic Pesticide Statements – Cosmetic Pesticides Pose a Health Threat to Children

I'm now going to read a few statements about cosmetic pesticides and would like you to tell me the extent to which you agree or disagree with each.

"Cosmetic pesticides used in my community pose a health threat to children."



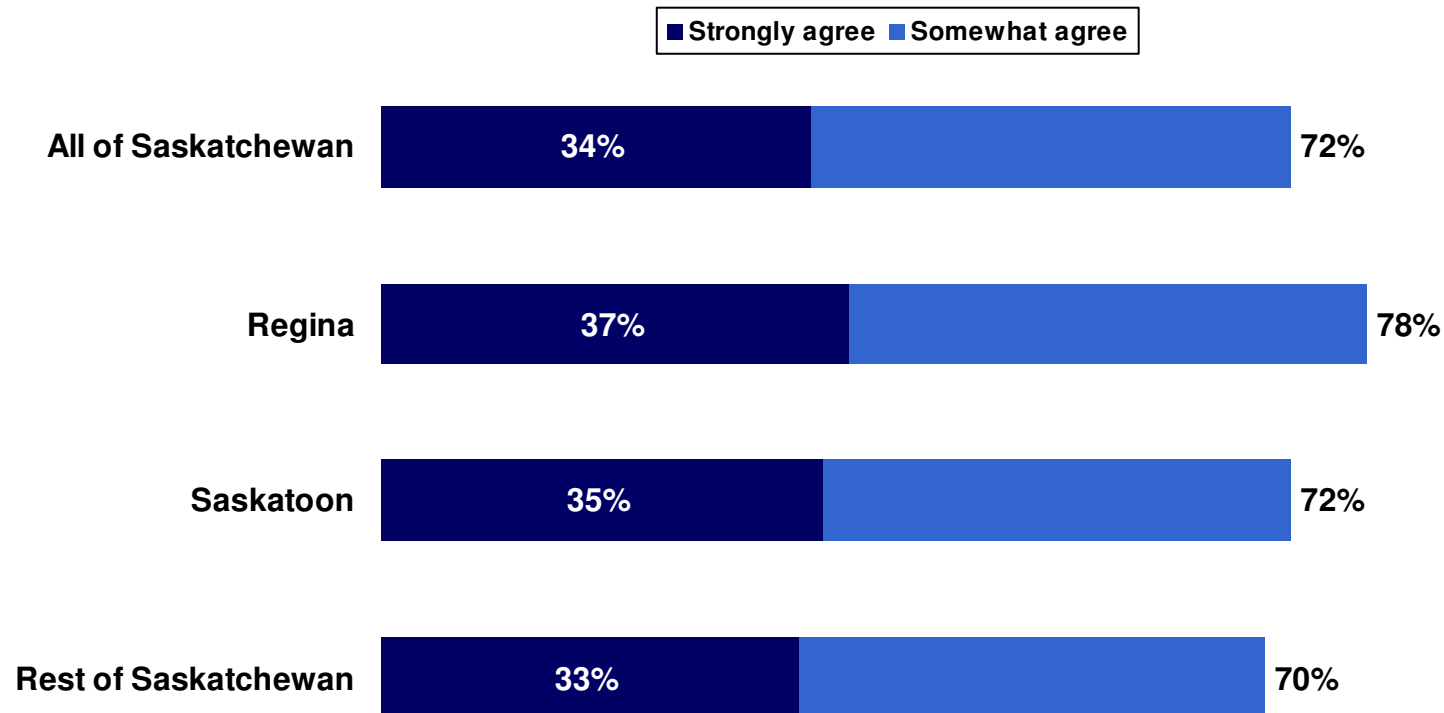
Base: All respondents (n=900)



Agreements with Cosmetic Pesticide Statements – Cosmetic Pesticides Pose a Health Threat to Pets

I'm now going to read a few statements about cosmetic pesticides and would like you to tell me the extent to which you agree or disagree with each.

“Cosmetic pesticides used in my community pose a health threat to pets such as cats and dogs.”



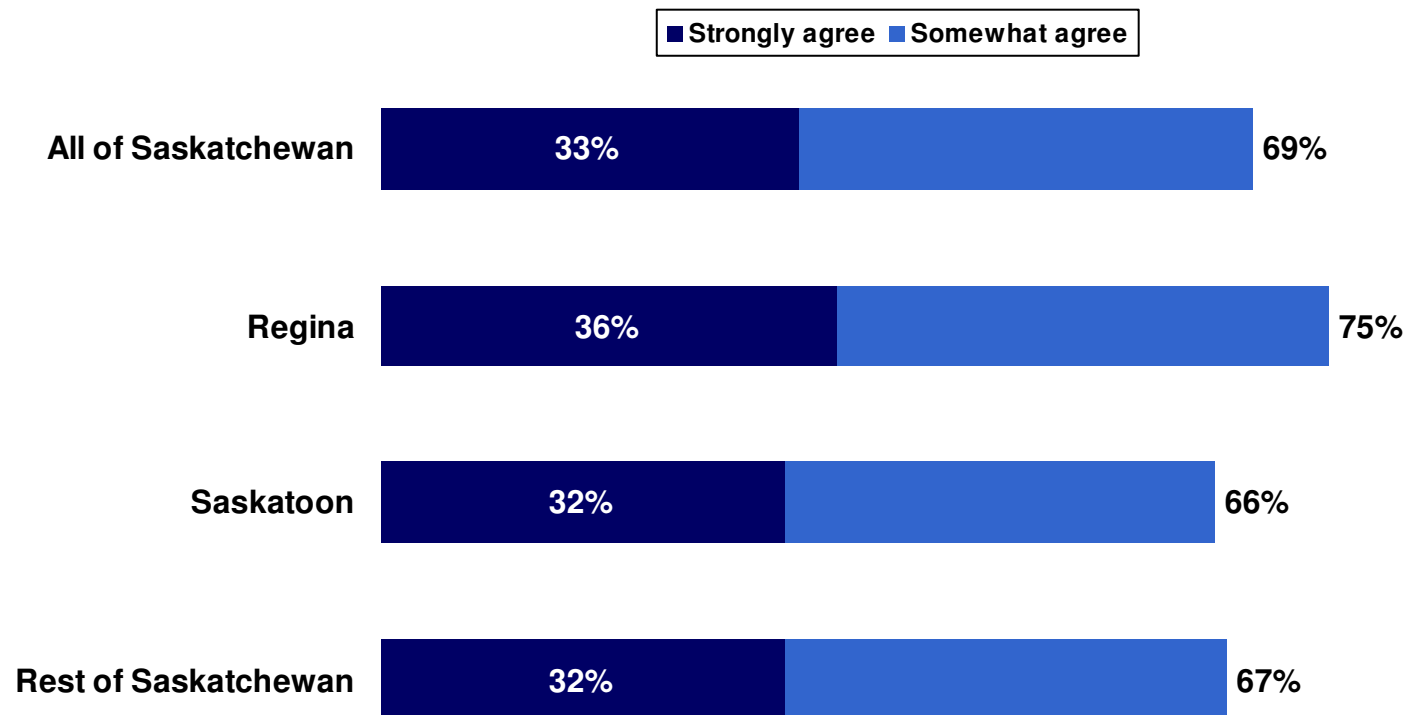
Base: All respondents (n=900)



Agreements with Cosmetic Pesticide Statements – Cosmetic Pesticides Pose a Health Threat to Own Health

I'm now going to read a few statements about cosmetic pesticides and would like you to tell me the extent to which you agree or disagree with each.

"Cosmetic pesticides used in my community pose a health threat to my own personal health."



Base: All respondents (n=900)



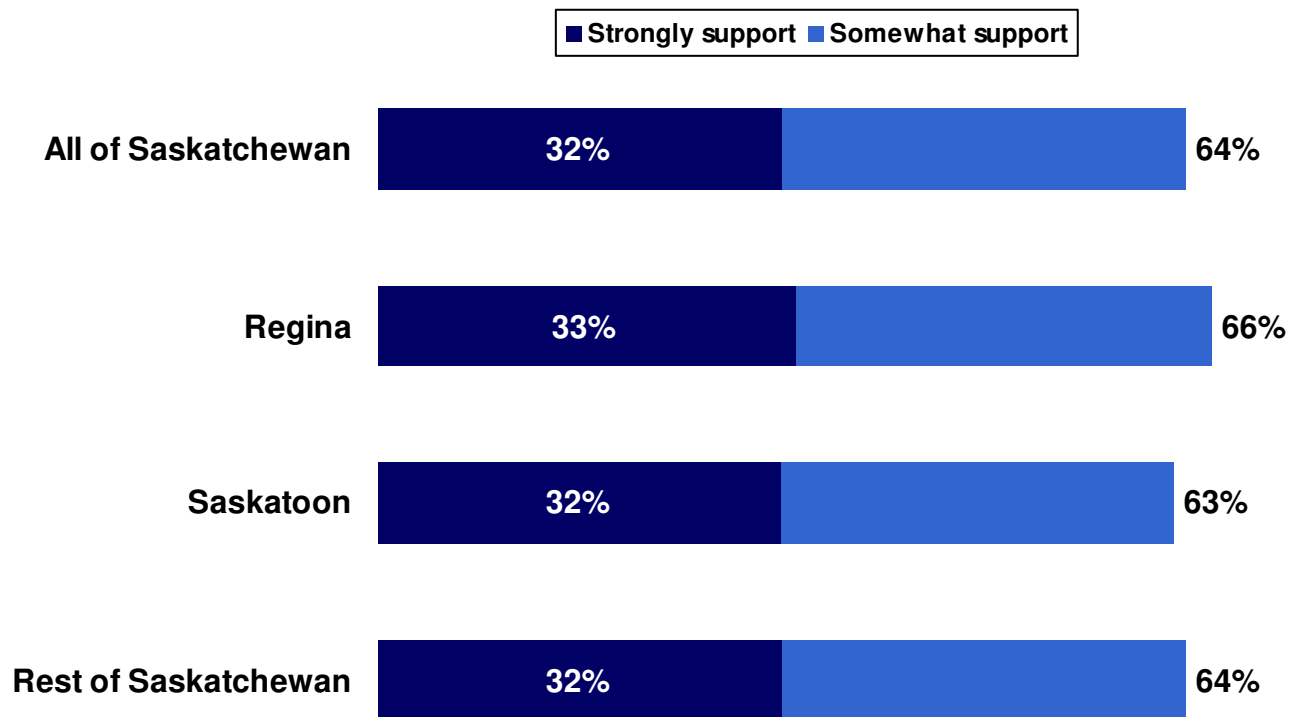
The majority of Saskatchewan residents support cosmetic pesticide legislation

- ◆ Two-thirds (64%) of Saskatchewan residents would “strongly” or “somewhat” support their local or provincial government passing legislation that would phase-out the use of cosmetic pesticides on private and public properties.
- ◆ The majority (60%) would also support their provincial government passing legislation that would restrict the use and sale of cosmetic pesticides.
- ◆ Support for cosmetic pesticide legislation is not significantly different across the province.
- ◆ Those who have not applied pesticides in the past twelve months are much more likely than pesticide users to support both of these legislative actions (of those who haven’t applied pesticides, 72% support legislation that would phase-out the use of cosmetic pesticides and 69% support legislation that would restrict the use and sale of these chemicals).



Support for Legislation Phasing Out the Use of Cosmetic Pesticides on Private and Public Properties

Would you support or oppose your local or provincial government passing legislation that would phase-out the use of cosmetic pesticides on private and public properties? Under this legislation, no cosmetic pesticides could be used on private and public lawns or gardens, including parks and recreation facilities, after a phase-out period is over.

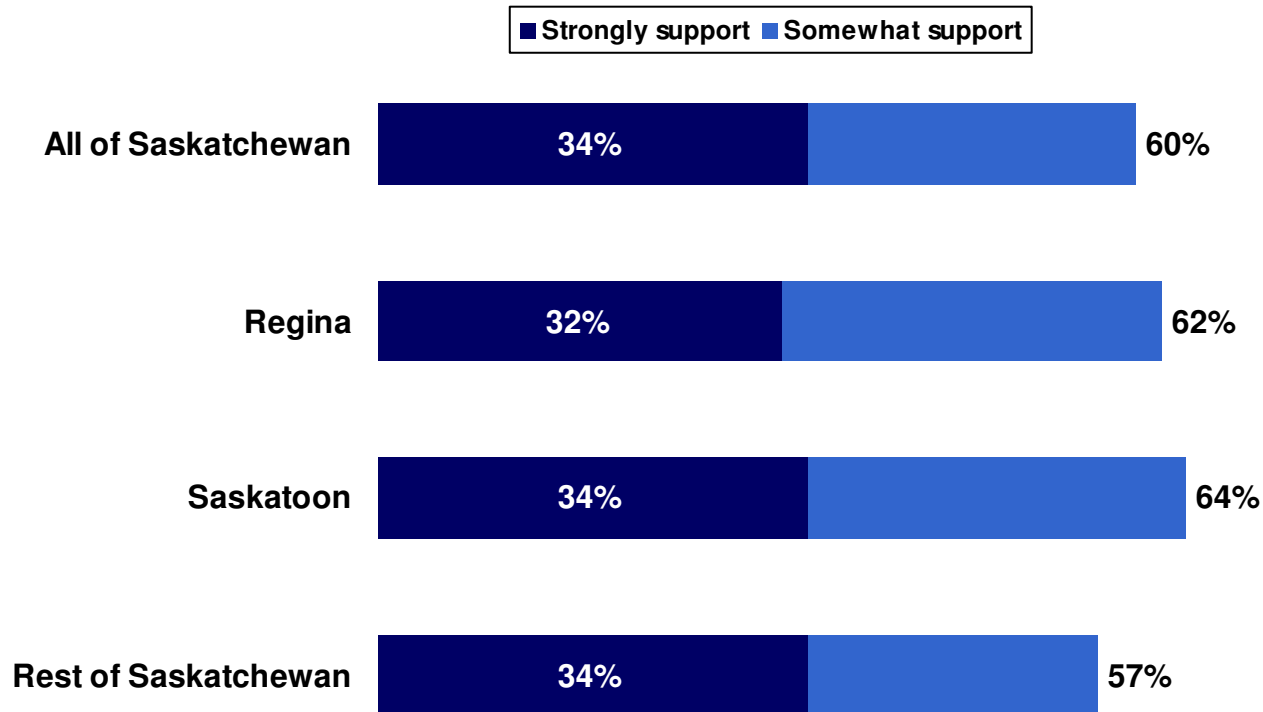


Base: All respondents (n=900)



Support for Legislation Restricting the Use and Sale of Cosmetic Pesticides

*Would you support or oppose your provincial government passing legislation that would restrict the use and sale of cosmetic pesticides?
Under this legislation, retailers would only be allowed to sell pesticides to licensed individuals or professionals with a permit to use pesticides for non-cosmetic purposes only.*



Base: All respondents (n=900)



Among those initially opposed to phasing out the use of cosmetic pesticides, three-in-ten say that knowing about a link between pesticides and cancer makes them more likely to support legislation

- ◆ Three-quarters (76%) of Saskatchewan residents say they are aware there may be a link between exposure to some components of pesticides and an increased risk of some types of cancer.
- ◆ Among those who initially said they opposed legislation phasing out the use of cosmetic pesticides, three-in-ten (30%) say that knowing about this link makes them more likely to support this legislation.
- ◆ Results for both of these questions are not significantly different across the province.



Aided Awareness of Pesticide Use and Increased Cancer Risk

Prior to today, were you aware there may be a link between exposure to some components of pesticides and an increased risk of some types of cancer?

■ % Yes

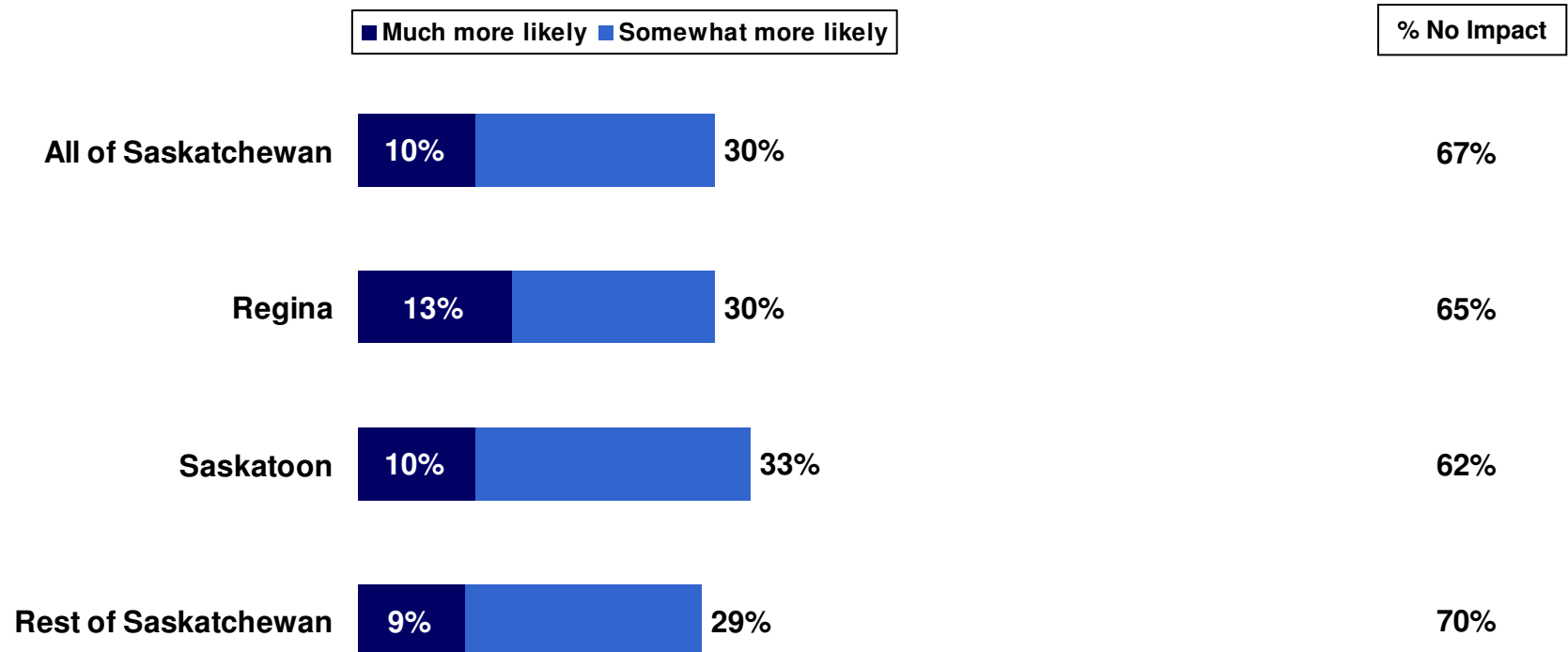


Base: All respondents (n=900)



Impact on Support for Legislation Phasing Out the Use of Cosmetic Pesticides

Knowing this, are you more likely to support your local or provincial government passing legislation that would phase-out the use of cosmetic pesticides on private and public properties, or does it have no impact on your opinion?



Base: Oppose legislation phasing out the use of cosmetic pesticides (n=288)



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Product Labelling



Saskatchewan residents support right to know product labelling legislation

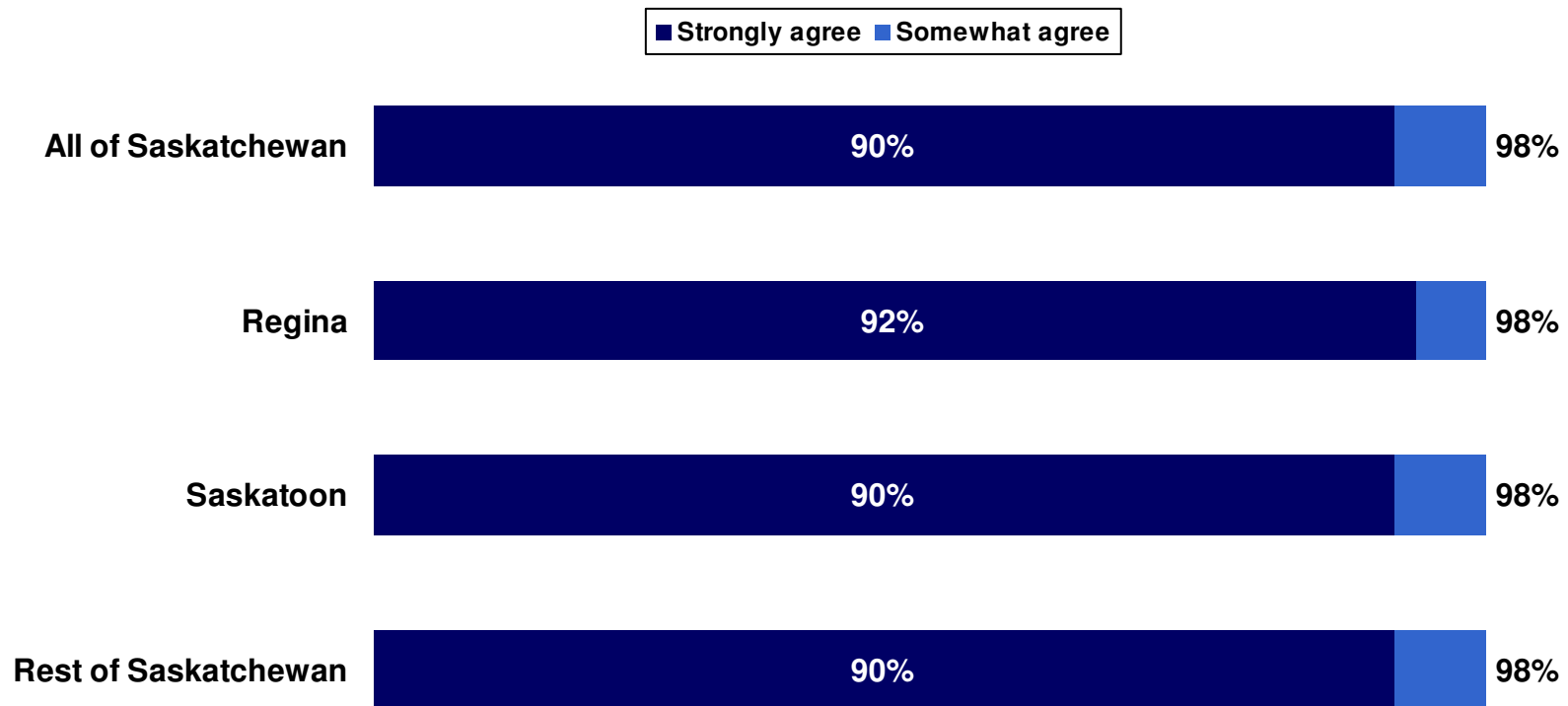
- ◆ Virtually all (98%) Saskatchewan residents agree that “consumers have the right to know the ingredients that are contained in the products they purchase”. The intensity of agreement is also high (90% “strongly agree”).
 - Agreement with this statement is not significantly different across the province.
- ◆ The vast majority (96%) would support their provincial government passing legislation that would require companies and manufacturers to clearly label all of their products that contain substances that have been linked to an increased risk of some cancers. Of this, 84% say they would “strongly support” this legislation.
 - Those living in Regina are more likely than those in Saskatoon to support the right to know product labelling legislation (98% in Regina, compared to 94% of those in Saskatoon).



Agreement with Right to Know Product Labelling

Please tell me the extent to which you personally agree or disagree with the following statement:

“Consumers have the right to know the ingredients that are contained in the products they purchase.”



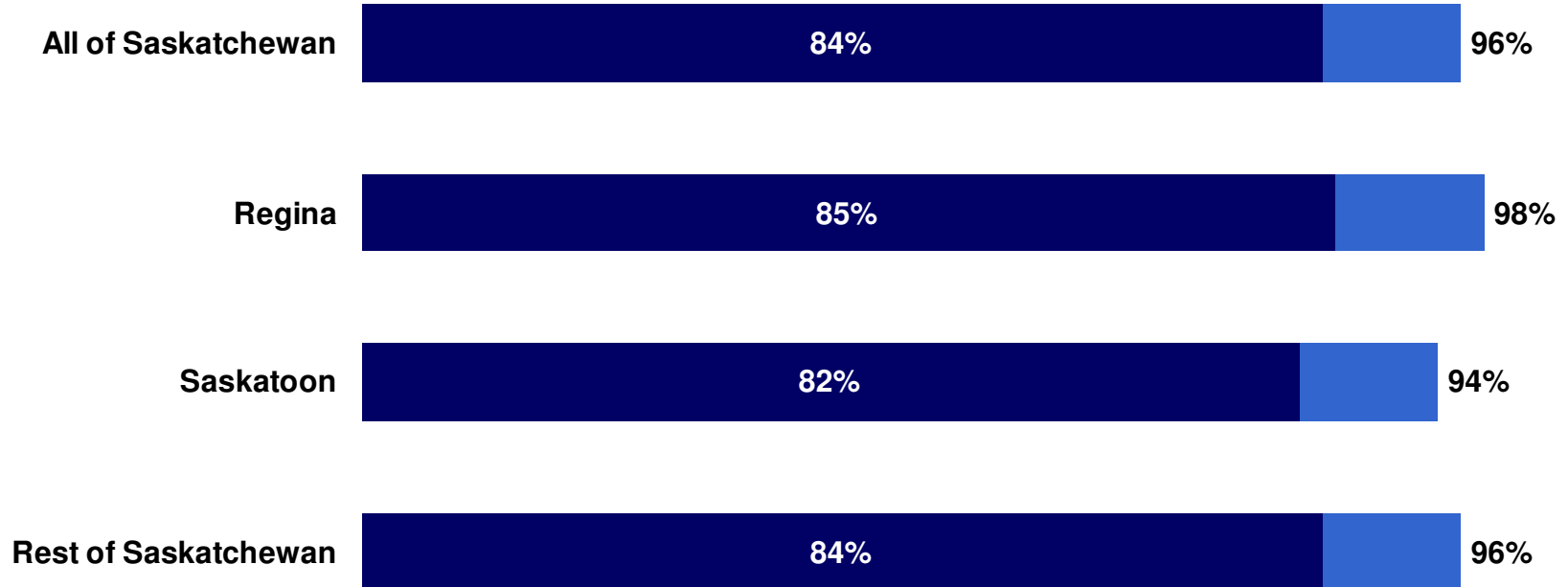
Base: All respondents (n=900)



Support for Right to Know Product Labelling Legislation

Would you support or oppose your provincial government passing legislation that would require companies and manufacturers to clearly label all of their products that contain substances that have been linked to an increased risk of some cancers?

■ Strongly support ■ Somewhat support



Base: All respondents (n=900)



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Demographic Profile



Sample Characteristics – All of Saskatchewan

	Total Saskatchewan Respondents (n=900) %
Gender:	
Male	48
Female	52
Age:	
18 to 24	9
25 to 34	19
35 to 44	14
45 to 54	21
55 to 64	17
65 and over	17
<i>Average age</i>	<i>48 years</i>
Average Number of Children in Household:	
Under 13 years of age	0.7
Teenagers 13–18	0.3
Adults 19 and older	1.9

	Total Saskatchewan Respondents (n=900) %
Highest Level of Education:	
Less than high school	9
High school graduate	31
Technical/trade diploma/certificate	11
Some university/college	14
Completed university/college degree/diploma	25
Post-graduate degree	9
Own/Rent:	
Own	76
Rent	22
Type of Housing:	
Detached house	69
Apartment	9
Townhouse/duplex	10



Sample Characteristics – Regina

	Total Regina Respondents (n=300) %
Gender:	
Male	47
Female	53
Age:	
18 to 24	11
25 to 34	21
35 to 44	18
45 to 54	16
55 to 64	16
65 and over	14
<i>Average age</i>	<i>45 years</i>
Average Number of Children in Household:	
Under 13 years of age	0.7
Teenagers 13–18	0.2
Adults 19 and older	1.9

	Total Regina Respondents (n=300) %
Highest Level of Education:	
Less than high school	6
High school graduate	23
Technical/trade diploma/certificate	12
Some university/college	20
Completed university/college degree/diploma	27
Post-graduate degree	10
Own/Rent:	
Own	70
Rent	28
Type of Housing:	
Detached house	65
Apartment	14
Townhouse/duplex	11



Sample Characteristics – Saskatoon

	Total Saskatoon Respondents (n=300) %
Gender:	
Male	47
Female	53
Age:	
18 to 24	13
25 to 34	22
35 to 44	16
45 to 54	19
55 to 64	16
65 and over	13
<i>Average age</i>	<i>45 years</i>
Average Number of Children in Household:	
Under 13 years of age	0.7
Teenagers 13–18	0.2
Adults 19 and older	1.9

	Total Saskatoon Respondents (n=300) %
Highest Level of Education:	
Less than high school	4
High school graduate	27
Technical/trade diploma/certificate	11
Some university/college	14
Completed university/college degree/diploma	31
Post-graduate degree	12
Own/Rent:	
Own	66
Rent	33
Type of Housing:	
Detached house	59
Apartment	20
Townhouse/duplex	11



Sample Characteristics – Rest of Saskatchewan

	Total Rest of Saskatchewan Respondents (n=300) %
Gender:	
Male	49
Female	51
Age:	
18 to 24	7
25 to 34	18
35 to 44	12
45 to 54	23
55 to 64	18
65 and over	19
<i>Average age</i>	<i>49 years</i>
Average Number of Children in Household:	
Under 13 years of age	0.6
Teenagers 13–18	0.3
Adults 19 and older	1.9

	Total Rest of Saskatchewan Respondents (n=300) %
Highest Level of Education:	
Less than high school	12
High school graduate	34
Technical/trade diploma/certificate	11
Some university/college	13
Completed university/college degree/diploma	22
Post-graduate degree	7
Own/Rent:	
Own	82
Rent	16
Type of Housing:	
Detached house	74
Apartment	4
Townhouse/duplex	9