

BlacksheepStrategy

**Canadian Consumer Specialty Products
Association
Survey of BC Residents Regarding a Potential
Pesticide Ban**

Executive Summary of Results

July 21, 2011

Executive summary

- This summary presents an overview of the results of a short survey of BC residents. The survey was administered using Vision Critical / Angus Reid's BC online panel, representative of BC residents aged 18 and over. It was fielded on July 6 and 7, 2011.
- This executive summary presents key charts and tables representing responses to the main questions on the survey.

Respondent profile: geographic distribution

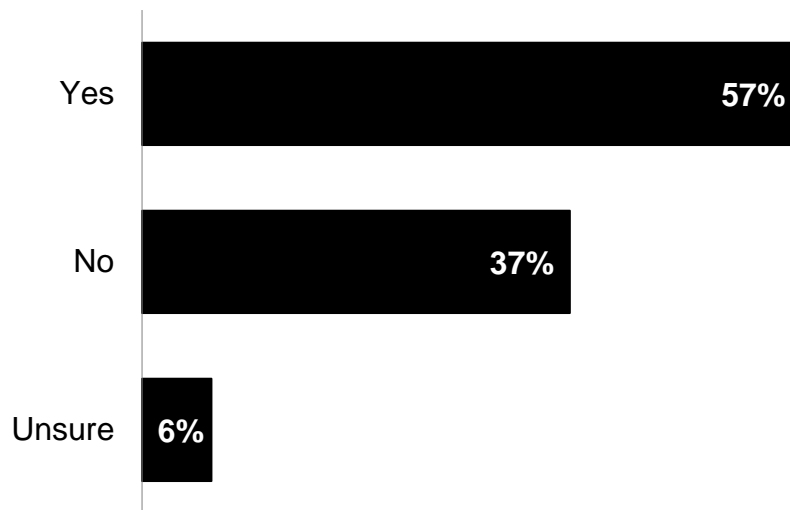
All respondents (n=805)	
Region	
GVRD / Lower Mainland*	51%
Vancouver Island	21%
Southern Interior	22%
North / Interior	6%
Urban versus Rural	
Urban**	88%
Rural	12%

*Lower Mainland includes Abbotsford, Burnaby, Coquitlam, Delta, Langley, Lion's Bay, Maple Ridge, Westminster, North Vancouver, Pitt Meadows, Port Coquitlam, Port Moody, Richmond, Surrey, Tsawwassen, City of Vancouver, White Rock

** Urban / rural is based on classification of postal codes by Stats Canada and is based on population concentration

Awareness of a potential pesticide ban in BC

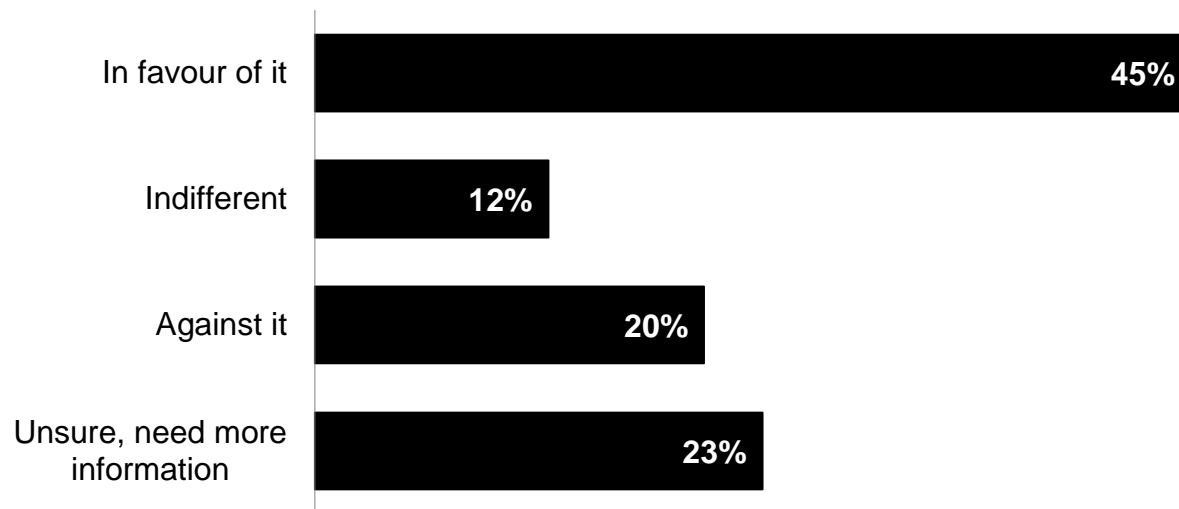
Have you heard that the BC government is considering a ban on the use of pesticides on residential property and/or public green spaces across BC?



% of all respondents n=805

Attitudes toward a potential ban

How would you describe your general attitude towards a ban on the use of pesticides on residential property and/or public green spaces across BC?

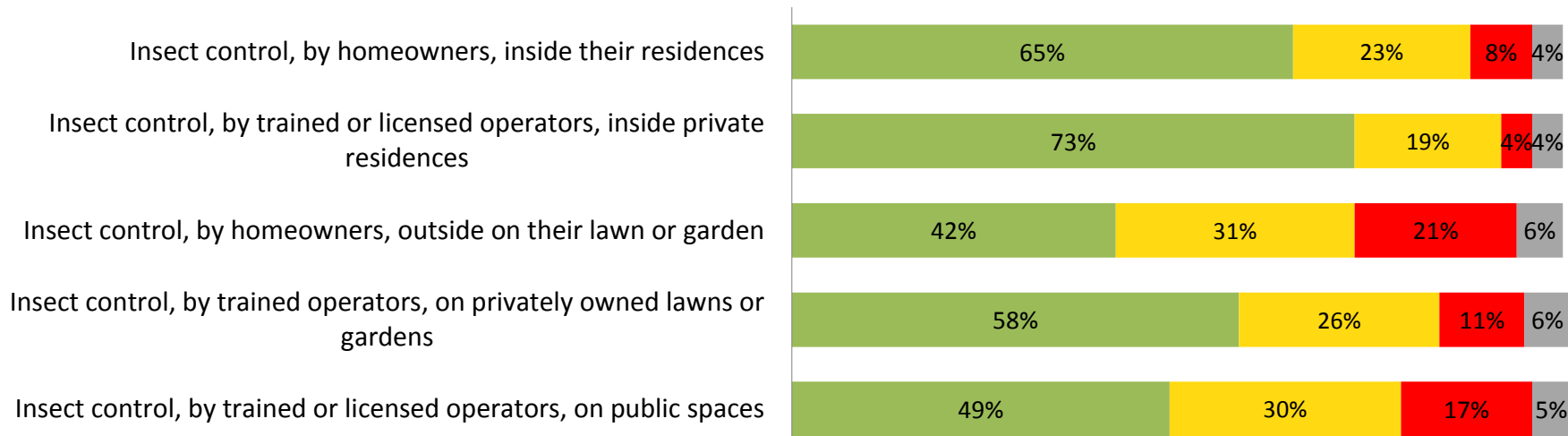


% of all respondents n=805

Attitudes toward insect control scenarios

For each of the following, please indicate whether you think it should be allowed, not allowed, or allowed under certain circumstances.

■ Yes should be allowed
 ■ Allowed under certain circumstances
 ■ No
 ■ Unsure

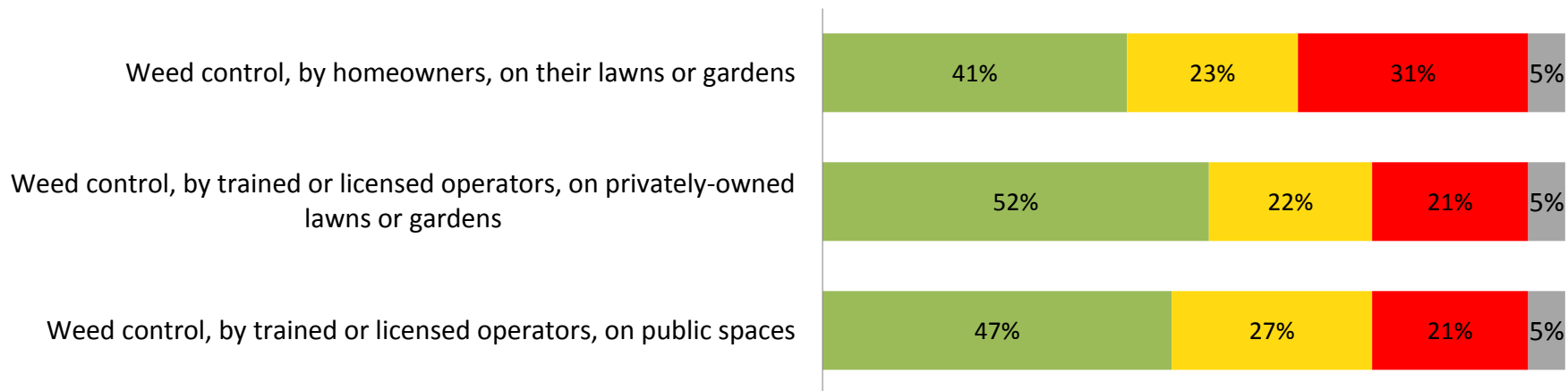


% of all respondents n=805

Attitudes toward weed control scenarios

For each of the following, please indicate whether you think it should be allowed, not allowed, or allowed under certain circumstances.

■ Yes should be allowed ■ Allowed under certain circumstances ■ No ■ Unsure



% of all respondents n=805

Ranking of scenarios, in order of sum of “yes” and “yes, under certain circumstances”

N=805, entire sample	Yes, should be allowed	Yes, should be allowed under certain circumstances	No, should not be allowed	Unsure
Insect control by licensed or trained applicators, inside private residences	73%	19%	4%	4%
Insect control applied by homeowners, inside private residences	65%	23%	8%	4%
Insect control applied by licensed or trained applicators, outside on private property	58%	26%	11%	6%
Insect control applied by licensed or trained applicators, on public spaces	49%	30%	17%	5%
Weed control applied by licensed or trained applicators, on private property	52%	22%	21%	5%
Weed control applied by licensed or trained applicators, on public spaces	47%	27%	21%	5%
Insect control applied by homeowners, outside on their lawn/garden	42%	31%	21%	6%
Weed control applied by homeowners, outside on their lawn/garden	41%	23%	31%	5%

Further analysis of the pattern of responses to the scenarios

- 25% said “yes” to all scenarios, and 83% said “yes” to at least one scenario
- 39% didn’t say “no” to any scenario (i.e., they said “yes” or “yes under certain circumstances” to to every scenario)
- 40% did say “no” to at least one scenario
- Less than 10% said “no” to 6 or more of the 8 scenarios (there is not a group just saying “no” to everything). Only 2% said “no” to every scenario
- 89% always had a response. 11% were unsure to at least one scenario. The same people were not always “unsure.”

Agree / disagree statements – attitudes about pesticides

Levels of agreement with attitude and opinion statements

■ Agree ■ Disagree ■ Unsure

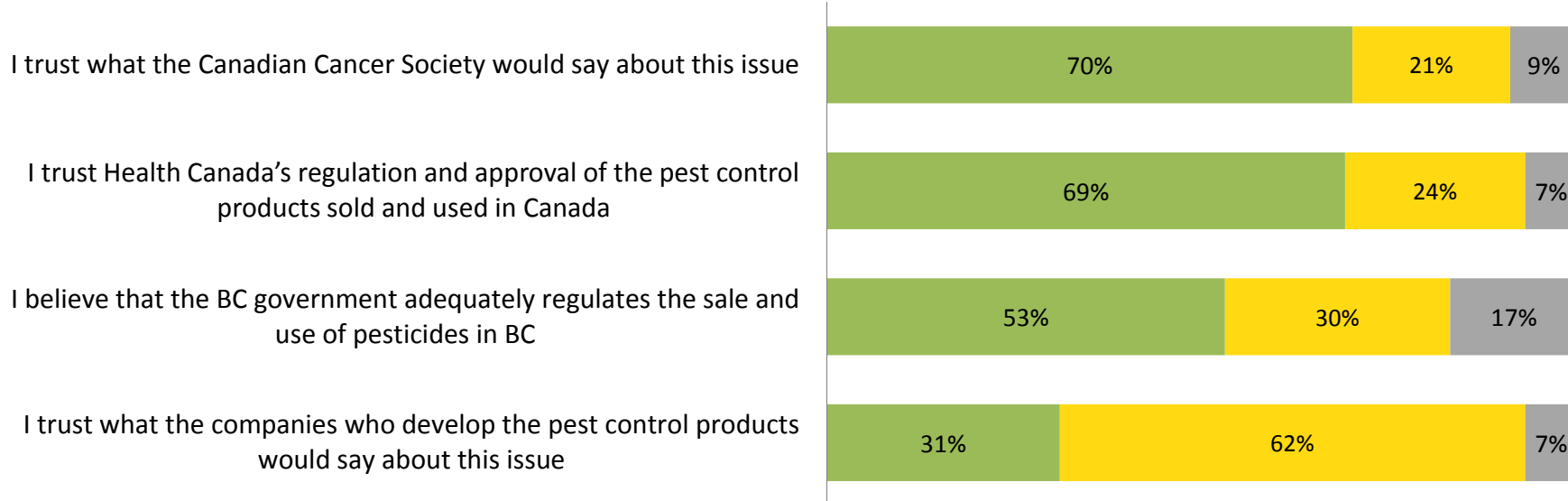


% of all respondents n=805

Agree / disagree statements – related to organizations / trust

Levels of agreement with attitude and opinion statements

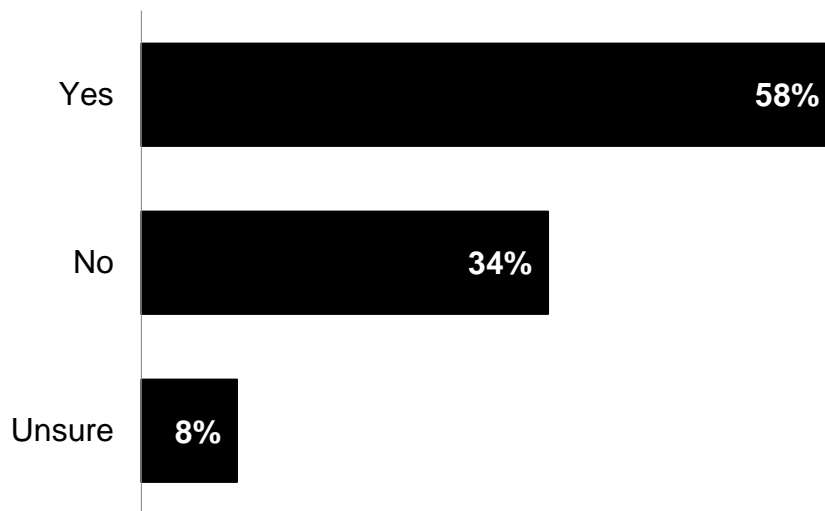
■ Agree ■ Disagree ■ Unsure



% of all respondents n=805

Awareness of BC Government role in regulating pesticide use

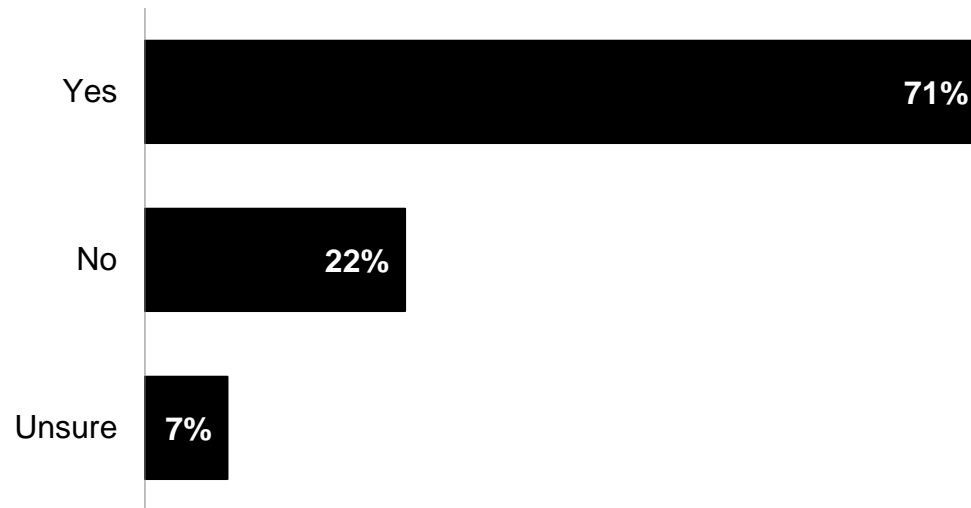
Are you aware that the BC government requires retailers to provide information to consumers about certain pest control products, at the time of purchase?



% of all respondents n=805

Awareness of Health Canada's role

Are you aware that Health Canada regulates and approves all pesticides sold and used in Canada?

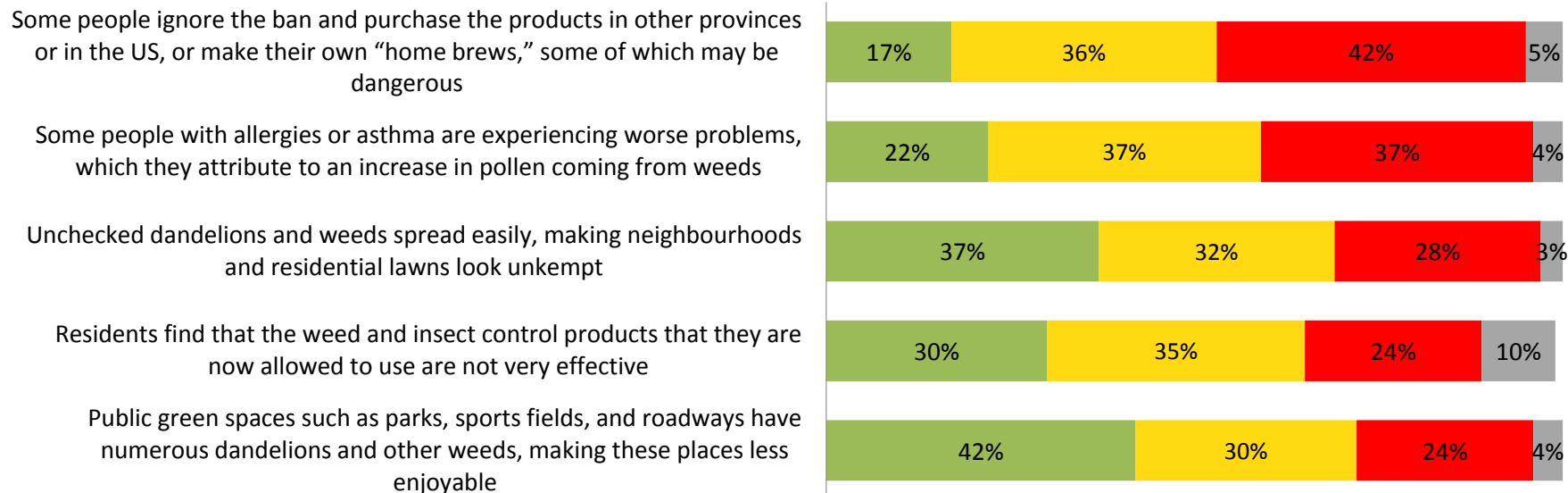


% of all respondents n=805

Concerns about possible impacts

Below are some concerns raised by Ontario residents since the ban was implemented. For each one of them, please indicate whether you would be concerned about it or would not be concerned about it if the same type of pesticide ban were to be implemented in BC.

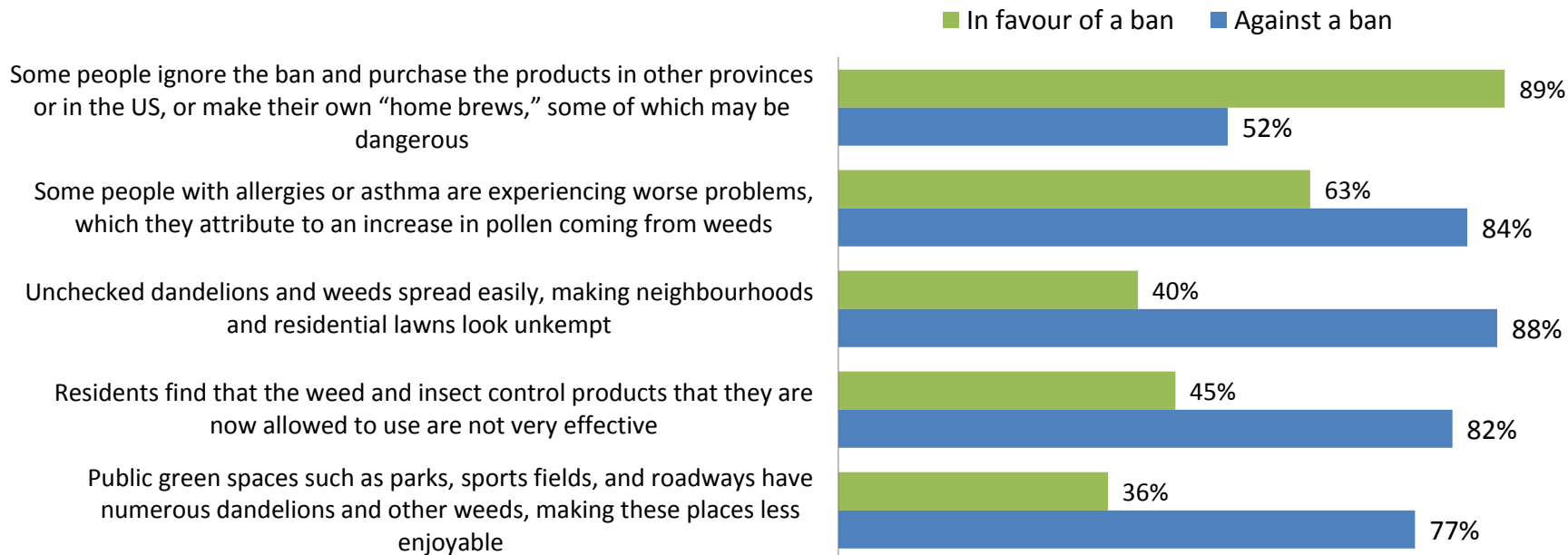
■ Not very or not at all concerned ■ Moderately concerned ■ Very concerned ■ Unsure



% of all respondents n=805

Concerns about possible impacts

Percent very or moderately concerned about possible impacts like those seen in Ontario



% of all respondents n=805