

# **CANADIANS' HABITS AND PREFERENCES**

## **in Relation to Labelling of Products for Information on Chemicals and Sustainability**

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**Final Report**  
**AUGUST 2022**

### **Prepared for Environment and Climate Change Canada**

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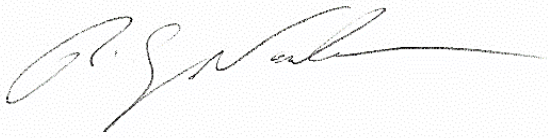
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I hereby certify as Senior Officer of Quorus Consulting Group Inc. that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the [Policy on Communications and Federal Identity](#) and the [Directive on the Management of Communications - Appendix C](#).

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Signed:

A handwritten signature in black ink, appearing to read "Rick Nadeau", is written over a light gray, textured rectangular background. The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Rick Nadeau, President  
Quorus Consulting Group Inc.

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# Executive summary

## Background and research objectives

There is growing concern from Canadians about the health and environmental impacts the household products they buy and use, including the impacts posed by chemical ingredients. While many consumers look at product labels for information on risks, they often have difficulty obtaining information on ingredients of concern. Increasing the disclosure of chemical ingredients used in products has been identified as a Government of Canada priority.

A better understanding of the perspectives of consumers on product labelling generally, and on the issues of access to chemical composition, and broader sustainability information on products will help to inform policies and decisions that account for consumer concerns and views.

Environment and Climate Change Canada, in collaboration with Health Canada, commissioned a national survey of Canadian consumers to better understand consumer concerns, needs, preferences, biases, and habits in relation to product labels, including the types of information most important to consumers and label types (for example, physical or digital).

## Methodology

Report findings are based on a non-probability sample, as respondents volunteered to participate in online surveys using an online panel. The data have been weighted to reflect the demographic composition of the Canadian general population. As the data collected does not represent the overall population of Canadians, the term *Canadians* in the document represents all Canadian respondents. As the sample is based on those who initially self-selected for participation in the online panel, no estimates of sampling error can be calculated. The equivalent margin of error for a probability study would be +/-3.1%. All research work was conducted in accordance with the professional standards established by the Government of Canada Public Opinion Research Standards.

Data collection occurred between April 29 and May 8, 2022. A total of 1,000 surveys were completed using a stratified random sampling approach within the online panel of Canadian households. For this study, quotas by province were established to generate sufficient data regionally for robust analysis. Data were monitored to aim for a 50/50 split between the two sexes in each province and ensure that no specific age cohort was under-represented. In addition, there was 4% of Indigenous participation including First Nations, Métis and Inuit.

## Summary of research findings

### A. Environmental and health concerns

#### Concern for potential impact

Most Canadian respondents are concerned (very, moderately, or somewhat) about the potential environmental impacts (93%) and the potential health impacts (94%) of the products they buy and use. Those who show lower levels of concern feel products sold in Canada are safe to use (37%).

#### Determining whether a product is safe

##### *General trust for product labels*

Most Canadians agree that product labels contain helpful information (82%), and enough information to make healthy choices for themselves or their family (61%). Fewer Canadians agree that product labels are clear and easy to understand (48%), can be trusted (43%), and provide enough information to make environmentally friendly choices (40%).

##### *Safe for one's health*

For products to be considered safe for one's health, Canadians generally want to see that products are tested by a regulatory authority (60%), manufacturers (45%) and third-party organizations (42%) and would prefer products with healthy and safe ingredients. Canadians value products that are not associated with long-term health effects (58%) and do not present any immediate health hazards (50%). For some respondents, products should be free of specific chemicals or ingredients of concerns and other ingredients of concern (49%), be made from natural (39%) and recognizable ingredients (30%), and be made with as few ingredients as possible (27%).

##### *Environmentally friendly*

For products to be considered environmentally friendly, half of Canadians believe that they should be recyclable in local recycling facilities (55%), not produce unnecessary waste (54%), and be compostable in local composting facilities (50%).

#### Making informed purchasing decisions

When purchasing different products, Canadians feel that the top three most important environmental considerations are what the product is made of (45%), whether it has substances that are potentially hazardous to the environment (41%), and whether the product can be recycled or composted (37%).

## Familiarity with ecolabels

One third of Canadians are at least somewhat familiar with ecolabels placed on product packaging (35%), with only a handful who are very familiar (4%) or moderately familiar (11%). One third are not at all familiar with these labels (36%) while just one quarter claim to be slightly familiar (26%). Canadians who are very concerned about the potential environmental impacts and potential human health impacts of the products they use are much more likely to be very or moderately familiar with ecolabels (28% and 26%, respectively).

## Credibility of ecolabels

Usage of ecolabels tends to mirror the level of familiarity when making purchase decisions. While the great majority of Canadians do not always use ecolabels for informed purchases, at least half give them some credibility (58%).

## B. Purchasing household products

### General considerations

Overall, four in ten Canadians indicate that they consider the human health and safety impact when purchasing a product (40%) while three in ten consider the environmental impact (32%). The top three factors when considering a product purchase are cost (76%), quality or durability (63%), and functionality (53%). Notably, a list of product ingredients is top of mind for those looking for useful product information (56%). Half or more of respondents found it useful for the product to list ingredients hazardous to human health (59%), chemicals or ingredients of concern (53%), or ingredients that are known to be harmful to the environment (50%).

### Discouragement when purchasing products

Confusing or unclear product information (53%), missing important product information (49%), and difficult-to-read product labels (48%) were all cited as reasons to discourage respondents from purchasing products.

Having product information available exclusively online was a discouraging factor for nearly one third of respondents (31%). Conversely, more than one fifth were discouraged by a lack of available product information online (21%). Of those who mentioned they may have been discouraged from purchasing a product for which the product information was available only online (31%), most lack access to that information or are more likely to have unreliable data plans or trust issues. No cell phone data (22%), no knowledge of QR codes (20%), or unreliable internet access (12%), no cell phone/computer (8%) are all cited as reasons to be discouraged.

## Choosing products with ecolabels

The top product categories where the presence of an ecolabel makes a positive difference in purchasing decision are cleaning products (68%), paints and dyes (62%), cosmetics and personal care (60%), food and beverages (57%), and baby and children's products (57%).

## Impact of product ingredients

Information on product ingredients is important to over two thirds of Canadians (68%), and more than three quarters of these feel that the information on the ingredient composition of a product would influence their decision to purchase that product (76%).

## C. Labelling information considerations

### Recyclability and composability

Canadians are also in tune with symbols in relation to recycling and composting, as more than four-in-five individuals reported being influenced by the presence of these symbols on labels when disposing of a product or its package after using it (84%).

### Consistency of product labels

Nearly three quarters of individuals indicate that it is important to make product labels harmonized to ensure consistency from product to product (71%). This will make it easier to compare products (24%) and to understand different product ingredients (17%).

### Chronic health effects

Including information on the chronic health effects of products on product labels is also important to most Canadians (79%), with the large majority saying it should be mandatory to do so (75%).

### Household chemical products

Most Canadians always or often read labelling or package information on how to use household chemical products (72%) and the directions on how to use these products safely (71%). The brand or product name (68%) along with the health hazard information (66%) are also read with high levels of frequency. The majority of respondents also read directions for environmentally safe disposal of the product (64%) and how to store the product safely (64%). Respondents indicated also considering labelling information such as the list of product ingredients (52%) and any ecolabels included on the packaging (45%).



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## Background

There is growing concern from Canadians about the health and environmental impacts of the household products they buy and use, including the impacts posed by chemical ingredients. While many consumers look at product labels for information on risks, they often have difficulty obtaining information on ingredients of concern.

Currently, mandatory full ingredient disclosure requirements in Canada exist for only a limited number of product types.

Improving information within the supply chain and enhancing mandatory labelling requirements for certain products is a priority for the Government of Canada.

## Research purpose and objectives

Environment and Climate Change Canada, in collaboration with Health Canada, commissioned a national survey of Canadian consumers to better understand consumer concerns, needs, preferences, biases, and habits in relation to product labels, including the type of information most important to consumers and label types (for example, physical or digital).

Specifically, the research gathered insights on the following areas of interest:

- Canadians' awareness and understanding of product labels that provide information on chemicals in products and sustainability;
- Canadians' habits and preferences concerning labels on products, for example regarding what information is presented, and how;
- Canadians' preferred sources of information on chemicals in products and sustainability;
- Canadians' level of confidence in the credibility of product labels, marks, and certifications; and
- The factors that influence consumers to make choices they perceive are healthy or environmentally friendly when purchasing or using products

The findings will help to inform policies and decisions that account for consumer concerns and views.

## Detailed research findings

### Notes to the reader:

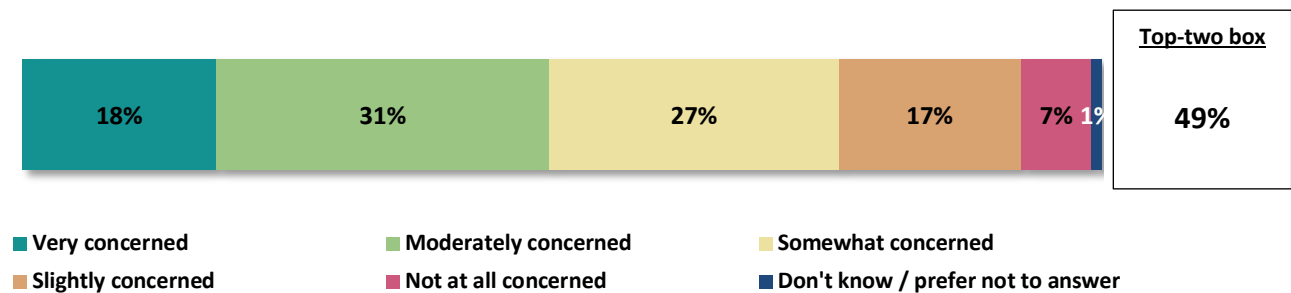
- Throughout the report various response options sum to more than 100%, as respondents were able to select more than one response option.
- Additionally, for questions with only one response option, the totals may not equal to 100% due to rounding of individual response options. Rounding may have also impacted the totals when grouping the top box scores.
- Relevant subgroup findings are discussed throughout the report, with results not displayed in a figure that is referenced in the document.

## A. Environmental & health concerns

### Concern for potential impact

Most Canadians (93%) are concerned about (very, moderately, or somewhat) the potential environmental impacts of the products they buy and use. Half (49%) are either very concerned (18%) or moderately concerned (31%) (Figure 1).

**Figure 1 – Environmental impact concern**

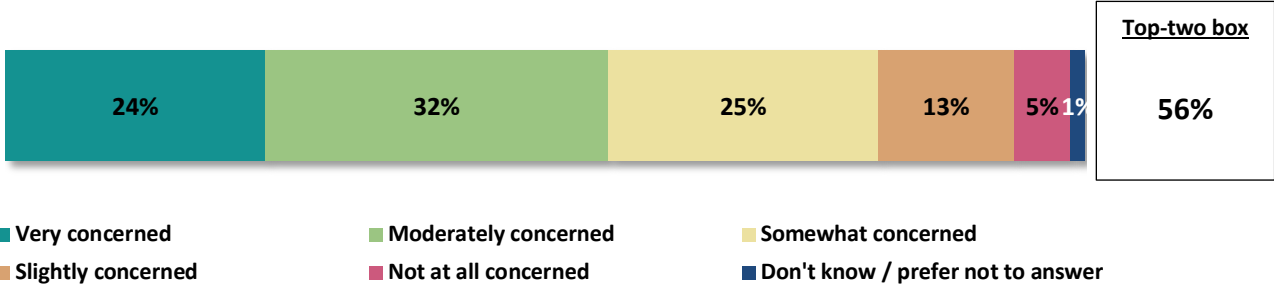


Q1. Generally speaking, to what extent are you concerned about the potential environmental impacts of the products you buy and use? Base: All respondents, n=1000

More residents of Ontario (53%) and British Columbia (56%) seem to be very or moderately concerned about environmental impacts compared to Alberta (42%) and Atlantic Canada (38%) (Figure 2). Individuals with a university education tend to be more concerned than those without (56% compared to 43%).

Most Canadians (94%) also show concern for the potential human health impacts of the products they buy and use (Figure 2). Just over half (56%) of Canadians are either very concerned (24%) or moderately concerned (32%). Concern for health impacts seems highest in Ontario, where one third of respondents (33%) reported being very concerned, and six in ten (60%) reported being concerned.

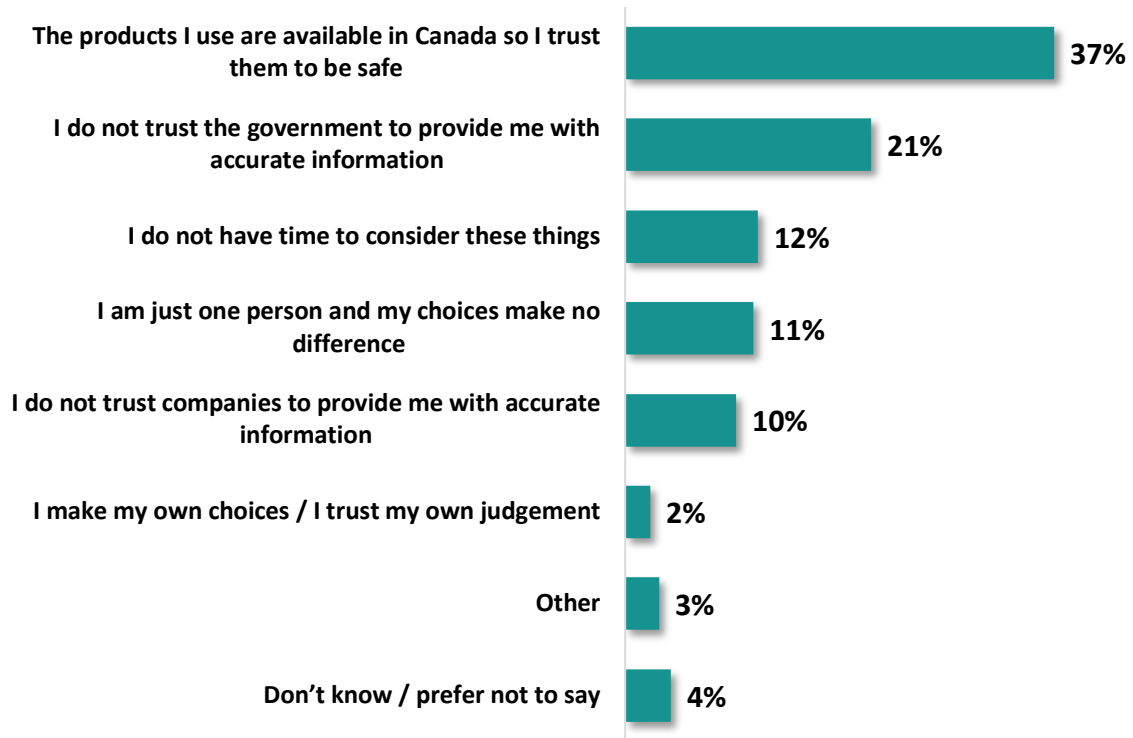
**Figure 2 – Health impact concern**



*Q2. Generally speaking, to what extent are you concerned about the potential human health impacts of the products you buy and use? Base: All respondents, n=1000*

Among the 28% of Canadians who indicated being less concerned about potential environmental or health impacts of the product they buy and use, just over one third (37%) of them felt that products sold in Canada are safe to use (Figure 3). A further two in ten (21%) of those who were less concerned didn't trust that the government provides accurate information on the products they use.

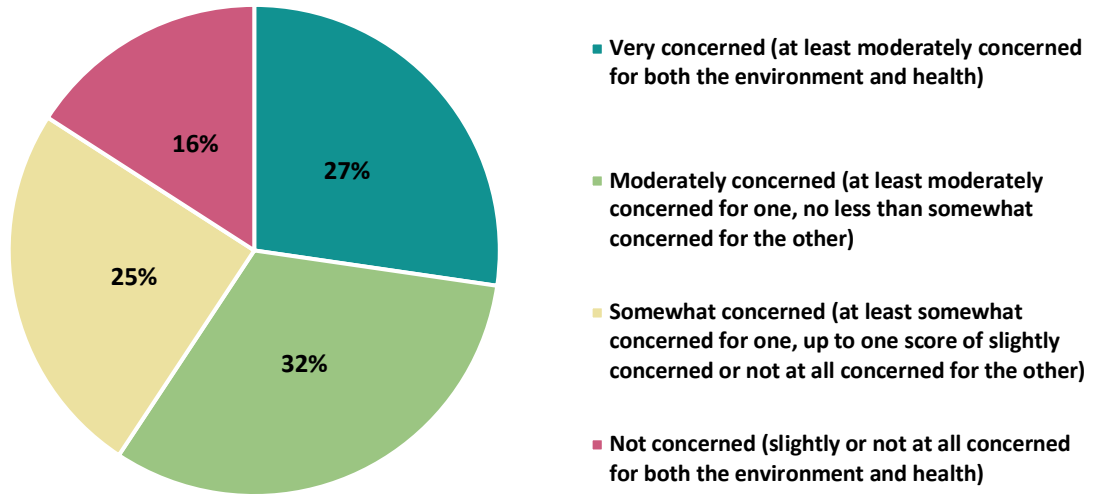
**Figure 3 – Reasoning for a low level of concern on environmental or health impacts**



*Q3. Which of the following statements best describes your reasoning for a low level of concern for either the environmental or health impact of products? Base: Respondents who were 'Not at all concerned' or 'Slightly concerned' about potential environmental or health impacts of the products they buy and use, n=277*

Six in ten Canadians (59%) are either very (27%) or moderately (32%) concerned about both the potential environmental and health impacts of the products they buy and use (Figure 4). A small portion of individuals (16%) reported having little or no concern for environmental or health impacts of the products they use.

**Figure 4 – Combined findings on environmental and health impact concerns**



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Q1. Generally speaking, to what extent are you concerned about the potential environmental impacts of the products you buy and use?  
Q2. Generally speaking, to what extent are you concerned about the potential human health impacts of the products you buy and use?  
Base: Respondents meeting the combined Q1 and Q2 segment requirements, n=916

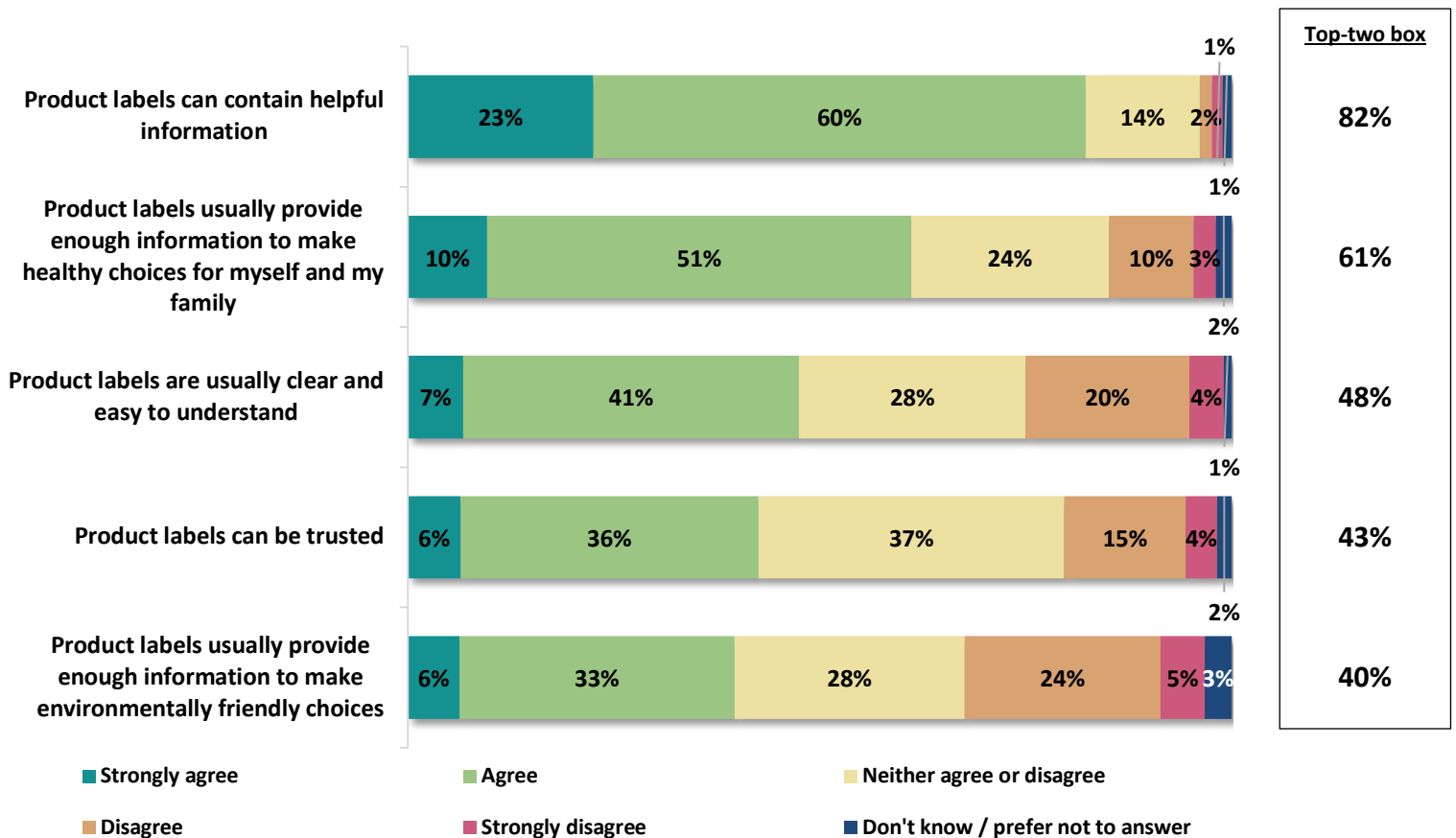
## Determining whether a product is safe

### General trust for product labels

Most Canadians (82%) agree that product labels contain helpful information, including one quarter (23%) who strongly agree (Figure 5). Only 3% disagree that product labels contain helpful information.

Just under two thirds (61%) agree that product labels usually provide enough information to make healthy choices for themselves or their family. One in ten (10%) strongly agree that product labels provide enough information. Fewer than 40% of Canadians agree that product labels provide enough information to make environmentally friendly choices, including just 6% who strongly agree.

**Figure 5 – Product labelling agreement statements**



Q4. To what extent do you agree with the following statements about product labels you see on the products you typically buy? Base: All respondents, n=1000

Just under half of Canadians agree that product labels are clear and easy to understand (48%) and that they can be trusted (43%). Less than 10% strongly agree (6% and 7%, respectively) with these statements.

Those who are very concerned about the health (24%) and environmental (18%) impacts of products they buy (Figures 1 and 2) are also more likely to strongly agree that product labels contain helpful information (35% and 40%, respectively).

### *Safe for one's health*

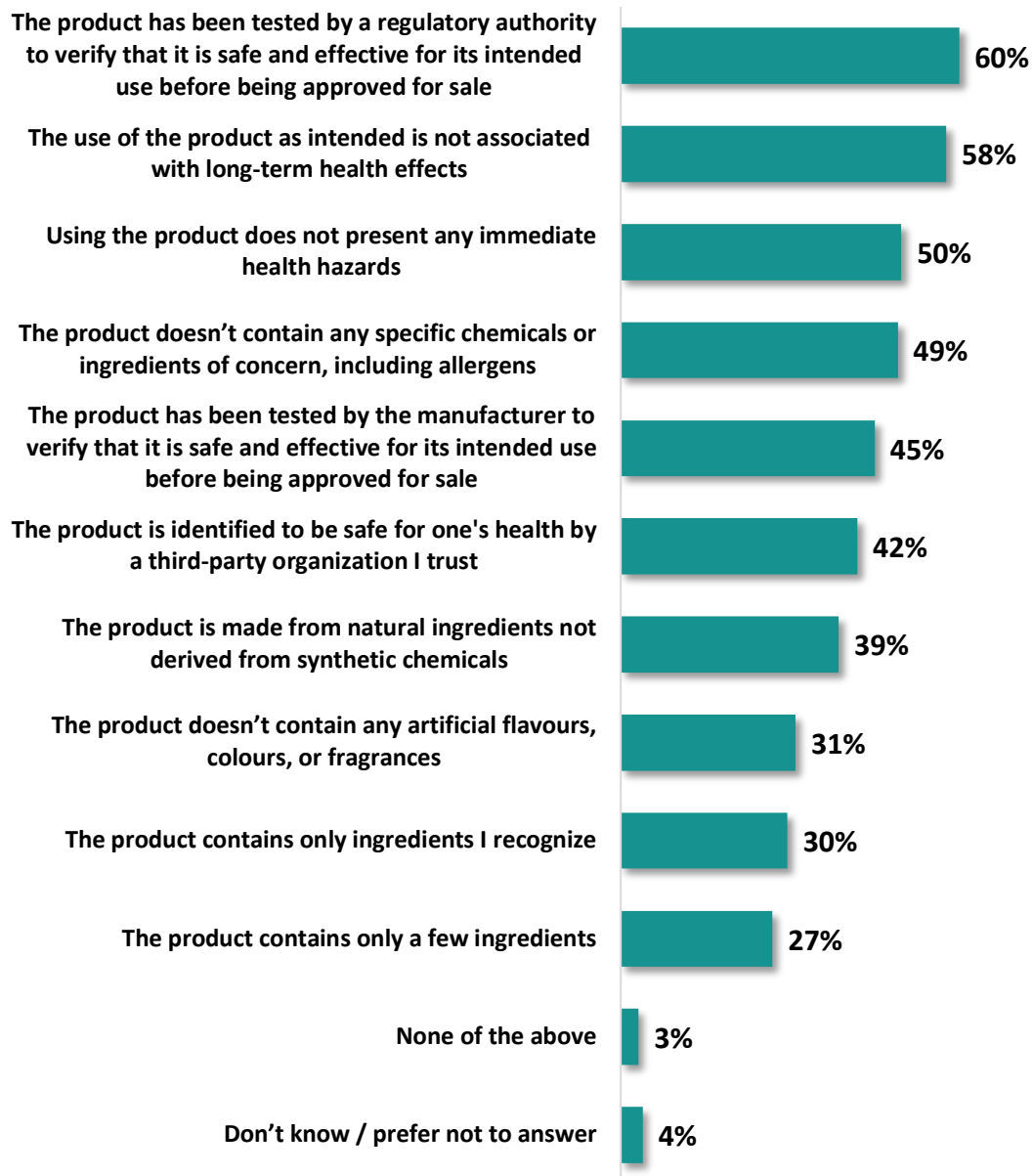
As presented in Figure 6, for products to be considered safe for one's health, Canadians want to see products tested by manufacturers and third-party organizations and have products with safe ingredients.

Canadians want to see products tested by a regulatory authority (60%) or the manufacturer (45%) to verify that it is safe and effective for its intended use before being sold. Just under half (42%) want to see a product identified as being safe for one's health by a third-party organization they trust. Residents of Québec seem least likely to agree that testing by a regulatory authority (48%) or manufacturer (35%) will ensure that products are safe for one's health.

Canadians value products that have no health hazards. Specifically, they want to see that the use of the product as intended is not associated with long-term health effects (58%) or any immediate health hazards (50%) (Figure 6). Furthermore, Canadians want products that are free of specific chemicals or ingredients of concern (49%), are made from natural ingredients (39%), do not contain artificial ingredients (31%), contain recognizable ingredients (30%), and contain as few ingredients as possible (27%).



**Figure 6 – Key factors for products to be considered safe for one’s health**



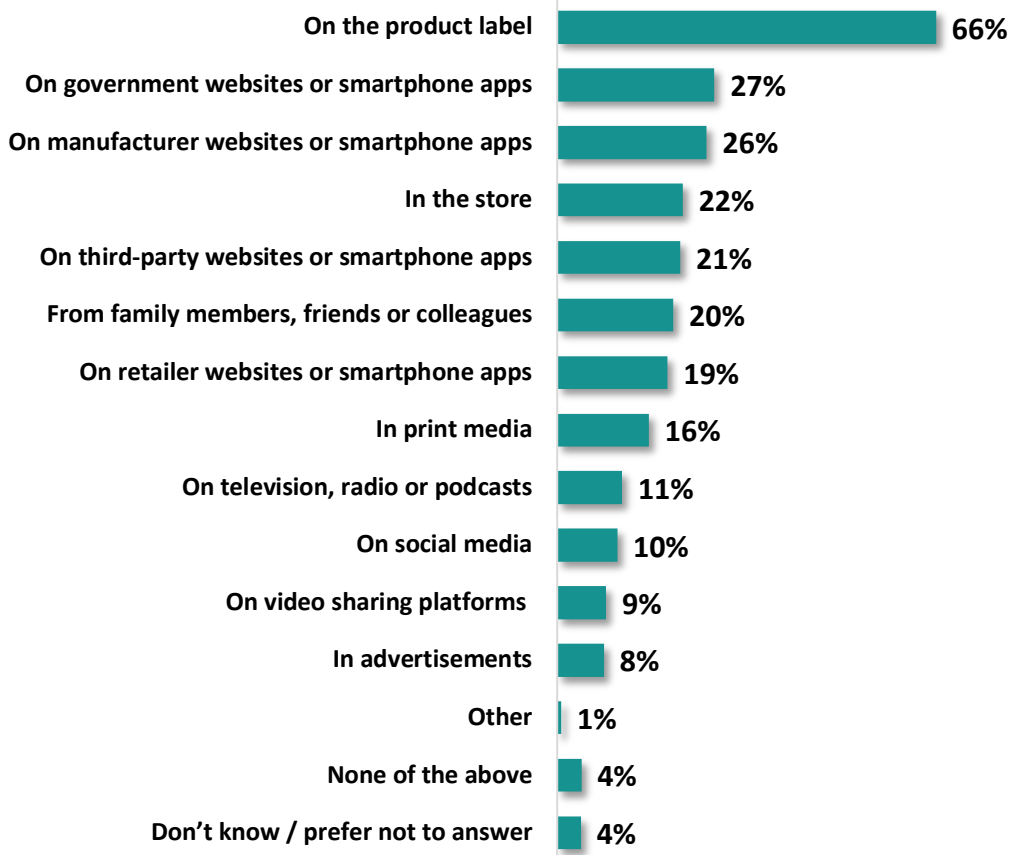
*Q10. What do you consider to be the key factors for products to be safe for one's health? CHECK ALL THAT APPLY Base: All respondents, n=1000*

Women were much more likely than men to identify all the key factors presented in Figure 6 when considering products to be safe for one’s health. For all genders, those 55 years of age or older were much more likely to consider the following key factors for product safety: the product has been tested by a regulatory authority (71%), the product is not associated with long term health effects (66%), the product does not contain specific chemicals or ingredients of concern (57%), and the product does not contain any artificial flavours, colours, or fragrances (39%).

Two thirds of Canadians (66%) feel that information on whether products are safe for one’s health should be provided on the product label itself (Figure 7). Respondents also seek product information on websites and smartphone apps such as, government (27%), manufacturer (26%), third party (21%), or retailer (19%) websites and applications.

Social media (10%), print media (16%), television, radio and podcasts (11%), and advertising (8%) are less convincing sources for this information.

**Figure 7 – Sources of information for whether products are safe for one’s health**



Q11. Where do you look for information on whether a product is considered to be safe for one’s health? CHECK ALL THAT APPLY Base: All respondents, n=1000

Older Canadians (55 years of age or older) are more likely to favour product labels for the source of product information (74%) compared to younger Canadians (18–34 years of age, 15%), whereas younger Canadians are more likely to look for information on websites and smartphone applications of third parties (30%) or retailers (24%), on social media (16%), and on video sharing platforms (17%).

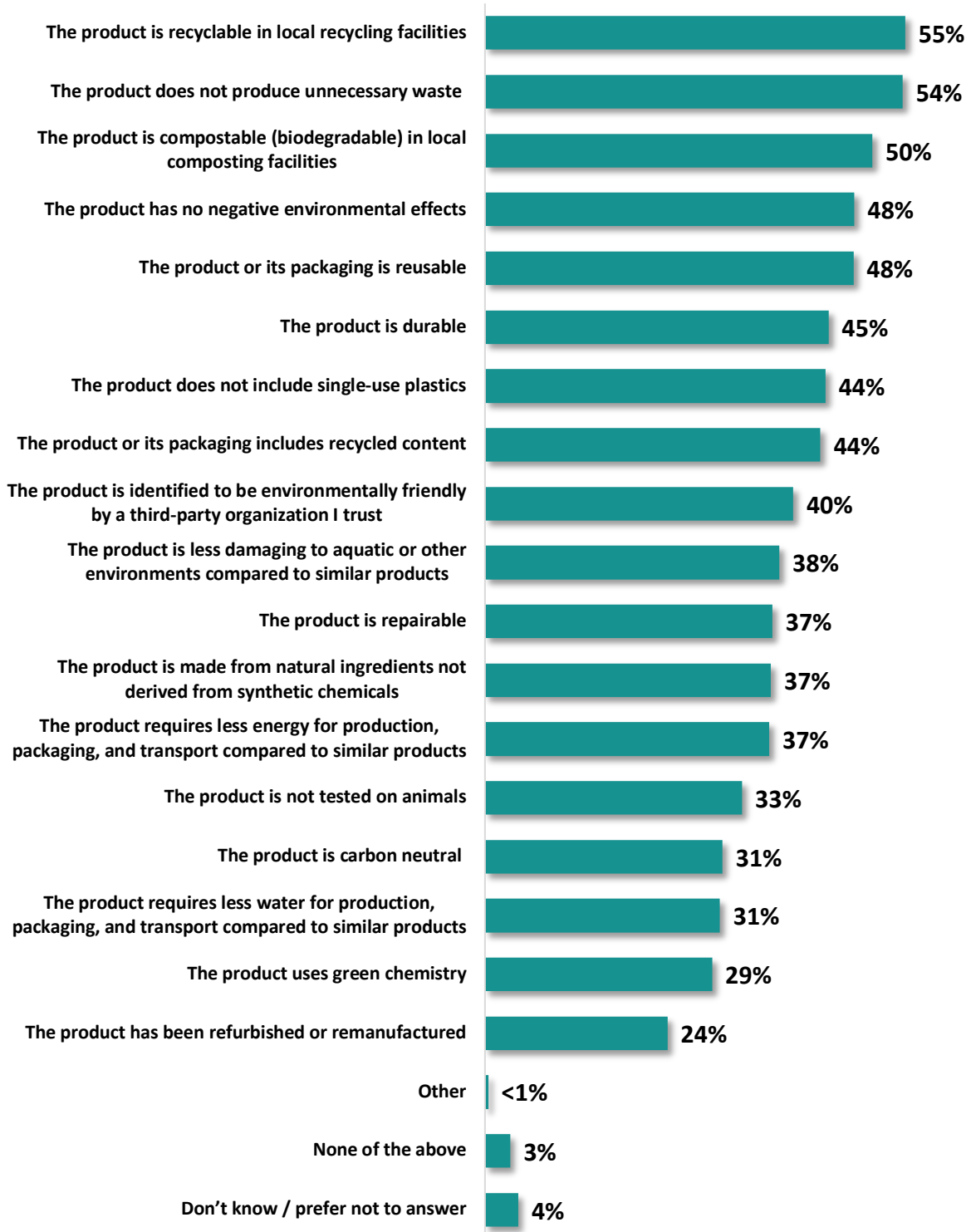
## Environmentally friendly

Respondents considered that the key factors for products to be considered environmentally friendly are related to how the products end up as waste. Products that can be recycled in local recycling facilities (55%), products that do not produce unnecessary waste (54%), and products that are compostable in local composting facilities (50%) are all considered key factors by half or more Canadians (Figure 8).

Besides the top key factors considered, slightly fewer Canadians believe that products with no negative environmental effects (48%), that have reusable packaging (48%), that are durable (45%), that contain some recycled content (44%), or that have no single use plastic (44%) are also considered environmentally friendly (Figure 8).

Not surprisingly, those who are very concerned about the potential environmental impacts of the products they buy and use overwhelmingly agree to all above statements with a much larger margin than those who are somewhat or not at all concerned.

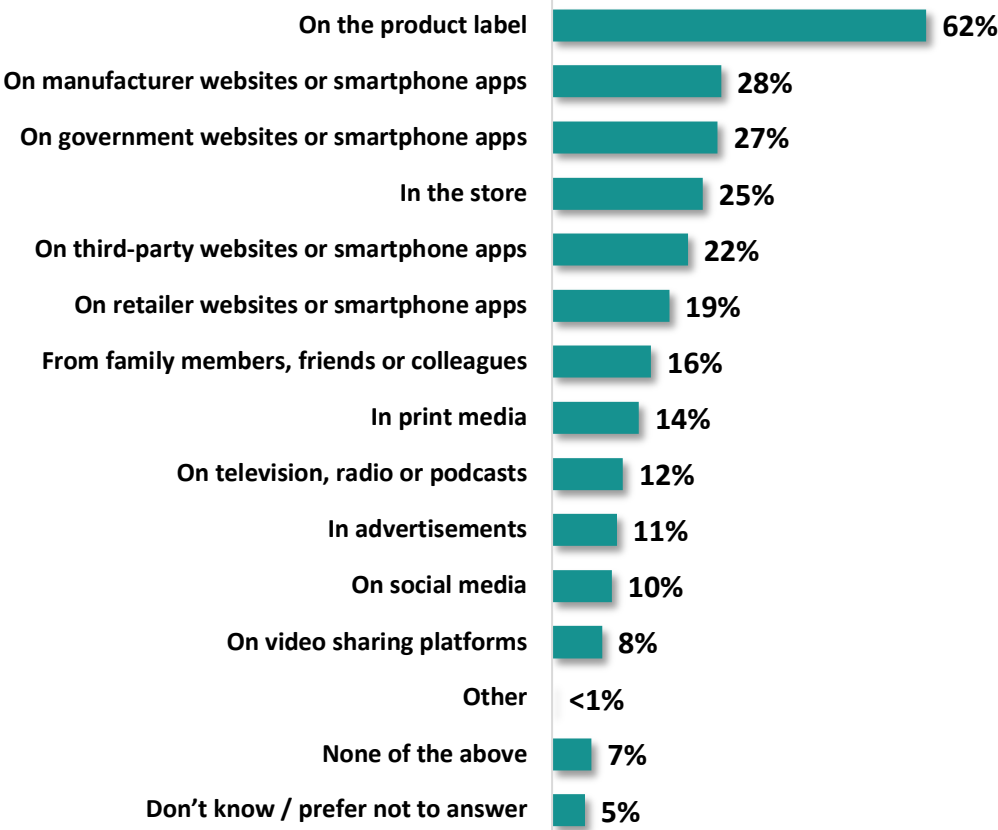
**Figure 8 – Key factors for products to be considered environmentally friendly**



Q12. What do you consider to be the key factors for products to be environmentally friendly? CHECK ALL THAT APPLY Base: All respondents, n=1000

In terms of the presentation of product information, almost two thirds (62%) of Canadians feel that information on whether products are environmentally friendly should be provided on the product labels (Figure 9). Respondents also seek product information on websites and smartphone apps, such as manufacturer (28%), government (27%), third party (22%), or retailer (19%) websites and applications are sources for product information.

**Figure 9 – Sources of information for whether products are environmentally friendly**



Q13. Where do you look for information on whether a product is *environmentally friendly*? CHECK ALL THAT APPLY Base: All respondents, n=1000

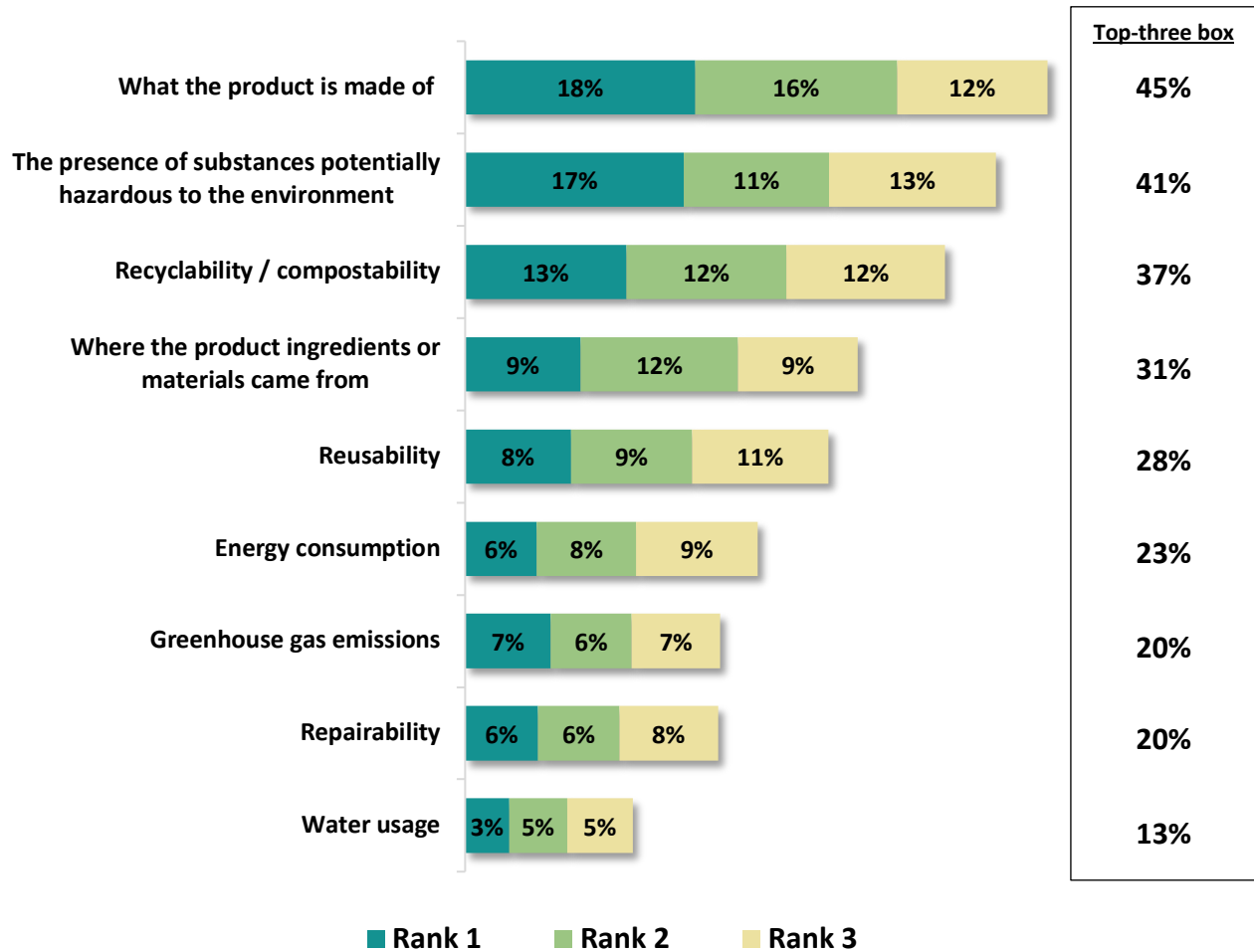
Older Canadians (55 years of age or older) are more likely than younger Canadians (35–54 and 18–34 years of age) to look for information on the product label (71% versus 58% and 53%, respectively).

## Making informed purchasing decisions

The top three types of environmental impact information Canadians would like to see when purchasing different products are: information on what the product is made of (18% of respondents ranked this number one and 45% ranked this in their top three), whether the product has substances that are potentially hazardous to the environment (17% ranked this number one and 41% ranked this in their top three), and whether the product can be recycled or composted (13% ranked this number one and 37% ranked this in their top three) (Figure 10).

Fewer Canadians ranked information on where the product ingredients or material came from (9% ranked this number one and 31% ranked in their top three), reusability (8%, 28%), greenhouse gas emissions (8%, 20%), energy consumption (6%, 23%), repairability (6%, 20%), and water usage (3%, 13%) as their top three for information on environmental impacts that may influence their purchasing decisions.

**Figure 10 – Importance of environmental impact information when purchasing products**



Q14. How important would it be for you to have the following types of environmental impact information when purchasing different products? Please use the “drag and drop” feature to indicate the importance of each type of information to you, with the most important at the top of the ranking and the least important at the bottom. Base: All respondents, n=1000

Older Canadians (55 years of age or older) are more likely to rank what the product is made of (53%) and whether the product has substances that are potentially hazardous to the environment (48%) in their top three most important pieces of environmental impact information than younger age cohorts (18–34 years of age, 38% and 37%, 35–54 years of age 41% and 37%, respectively).

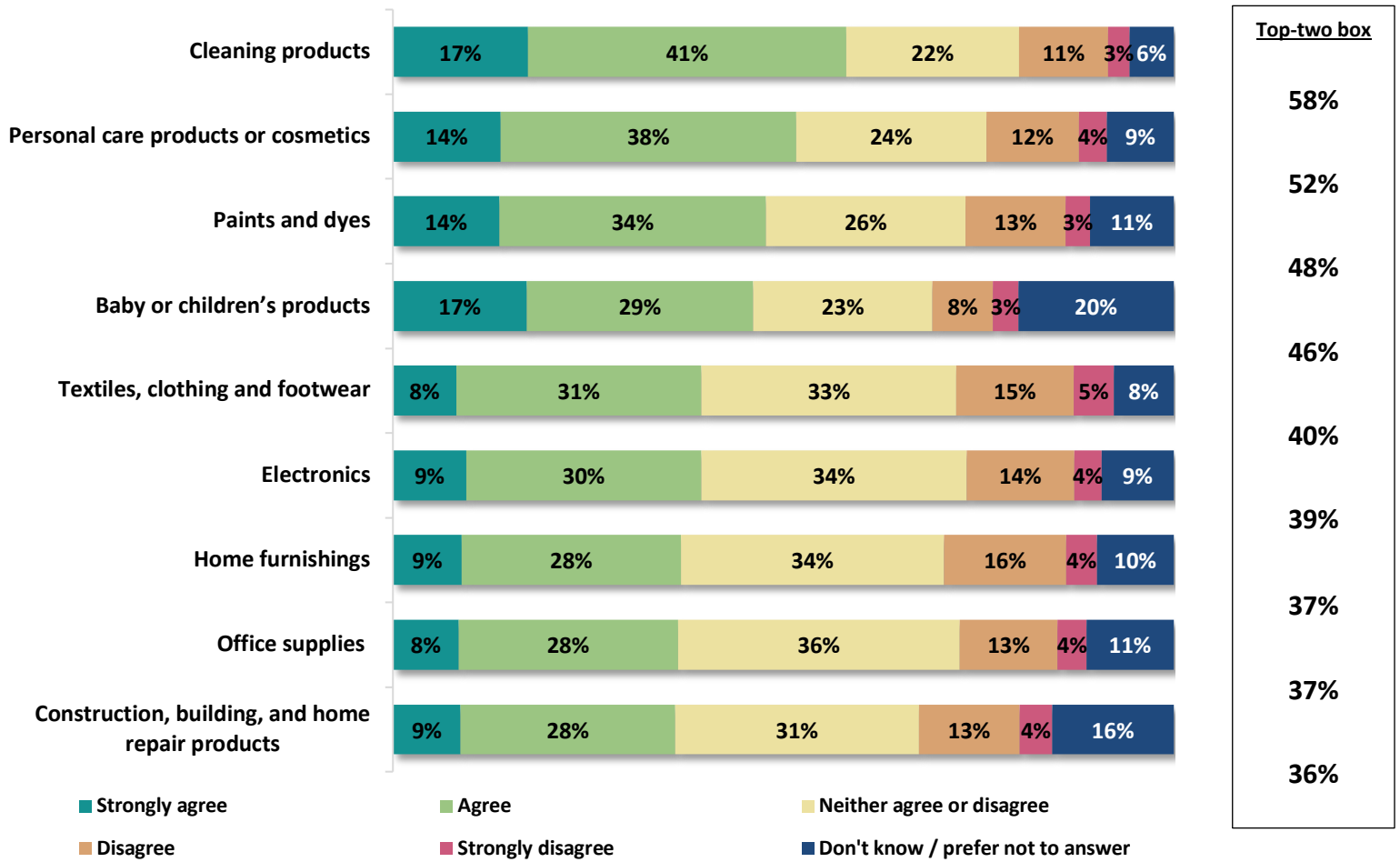
Some Canadians responded that the information currently available on the label for many product categories is insufficient to make informed decisions about their health. Information on product labels that include 'may contact the skin or internal systems' sufficiently informs health decisions to a greater extent than other types of label information. Respondents felt that product categories with more rigorous labelling requirements, such as cleaning products and personal care products, were more likely to contain sufficient information for them to make decisions about their health, with product labels on cleaning products (58%), personal care products and cosmetics (52%), and paints and dyes (48%) more likely to provide sufficient information (Figure 11).

While just under half (46%) of respondents agree that baby or children's products contain sufficient information about health, 20% of Canadians have no knowledge of the types of information that are available or prefer not to answer (Figure 11). While under half (43%) of those with no children agree that the information currently available on product labels is sufficient to make informed decisions about health, more than half (58%) of those with children are likely to agree to this.

Four in ten or fewer Canadians agree that textiles, clothing, and footwear (40%), electronics (39%), home furnishings (37%), office supplies (37%), and construction and home repair products (36%) have sufficient information regarding health on product labels (Figure 11).



**Figure 11 – Agreement with information on product labels sufficiently informing health decisions**



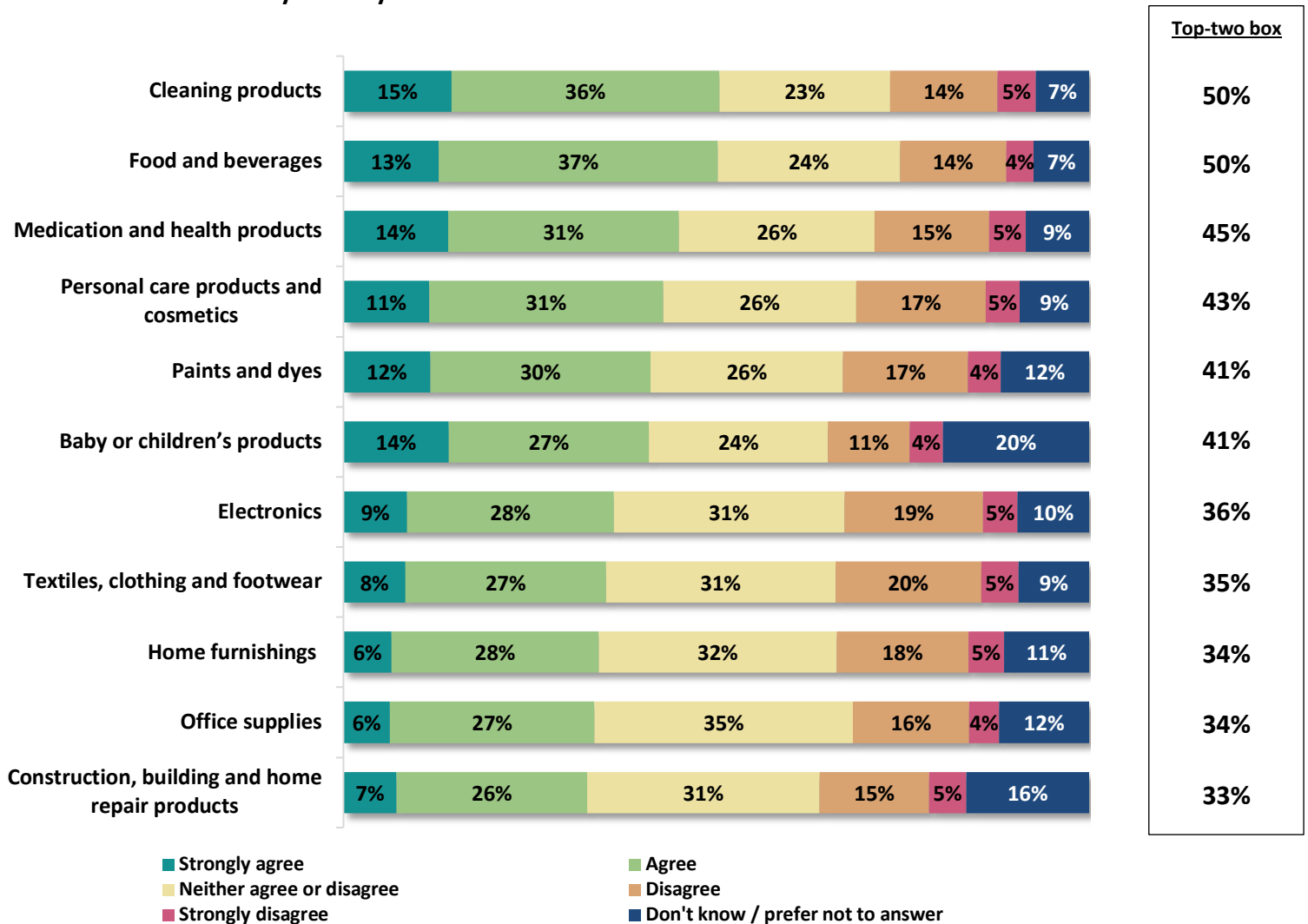
Q28. To what extent do you agree or disagree that the information currently available on product labels is sufficient for you to make informed decisions about **health** for the following product categories? Base: All respondents, n=1000

Half (50%) of respondents agree that two categories of consumer products (cleaning products and food and beverage products) have enough information on product labels to make environmentally friendly decisions when buying products, which is shown in Figure 12.

Less than half of Canadians agree that medication and health products (45%), personal care products (43%), paints and dyes (41%), and baby and children's products (41%) contain sufficient information on product labels (Figure 12).

Approximately one third of Canadians agree that other products contain enough information on product labels (electronics (36%), textiles (35%), home furnishings (34%), office supplies (34%), and building and home repair products (33%)) (Figure 12). As for health information, respondents generally indicated that product categories with more stringent labelling requirements, such as food and personal care products, were more likely to provide them with sufficient information to help make them decisions about the environment.

**Figure 12 – Agreement with information on product labels sufficiently informing environmentally friendly decisions**

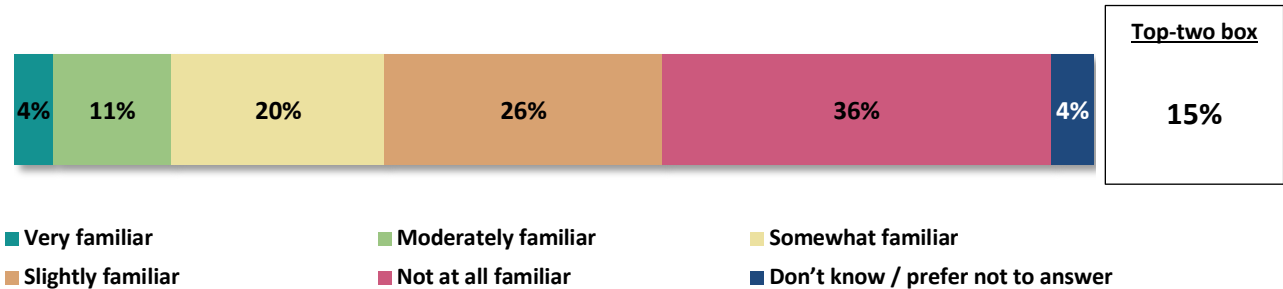


Q29. To what extent do you agree or disagree that there is enough information on product labels for you to make **environmentally friendly** decisions when buying products in the following product categories? Base: All respondents, n=1000

## Familiarity with ecolabels

Approximately one third of Canadians (35%) are at least somewhat familiar with ecolabels placed on product packaging, including just 4% who are very familiar and 11% who are moderately familiar (Figure 13). Similarly, one third (36%) are not at all familiar with these labels while just one quarter (26%) claim to be slightly familiar.

**Figure 13 – Familiarity with ecolabels**



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*Q15. An "ecolabel" is a mark or a symbol placed on product packaging to claim the product has a reduced impact on the environment in comparison to other alternatives. How familiar are you with "ecolabels" for products? Base: All respondents, n=1000*

Canadians who indicated being very concerned about the potential environmental and human health impacts of the products they use (Figures 1 and 2) are much more likely to be very or moderately familiar with ecolabels (28% and 26%, respectively). Those residing in Ontario (18%) and British Columbia (22%) are more likely to be familiar with ecolabels than those living in Québec (7%) and Atlantic Canada (7%).

Approximately half (52%) of those 18–35 years of age are unfamiliar with ecolabels, while two thirds of older cohorts are unfamiliar with ecolabels (64% - 35–54 years of age and 66% - age 55 years or more).

Energy Star (75%), Mobius loop (73%), and EnerGuide (65%) are familiar labels for two thirds or more of Canadians. Approximately half of Canadians recognize non-GMO Project labels (51%), four in ten (41%) are familiar with the Society of Plastics Industry symbols, and one third (35%) identify Canada Organic labels. One quarter or less are familiar with the other labels presented in Figure 14.

**Figure 14 – Sources of information for whether products are environmentally friendly**

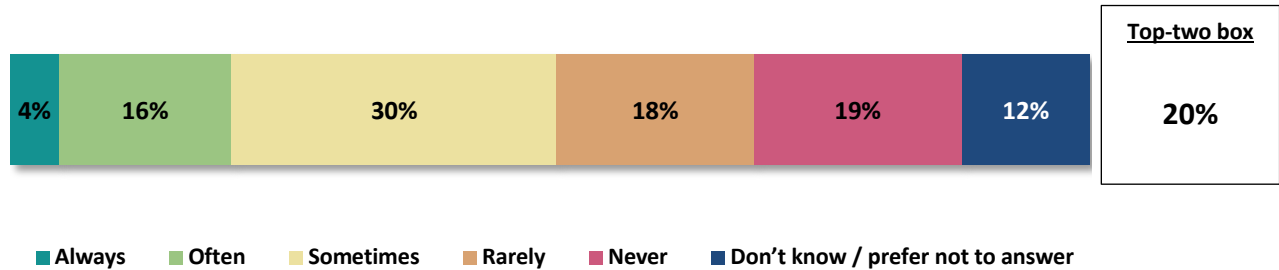


Q19. Which of the following labels or ecolabels are you familiar with? CHECK ALL THAT APPLY Base: All respondents, n=1000

## Credibility of ecolabels

Usage of ecolabels tends to mirror the level of familiarity as two in ten respondents (20%) always or often use them to make purchase decisions (Figure 15). Three in ten (30%) respondents sometimes look at these labels to help determine whether they will purchase it while one third (37%) rarely or never look at these labels.

**Figure 15 – Frequency of engaging with ecolabels when making a purchase**

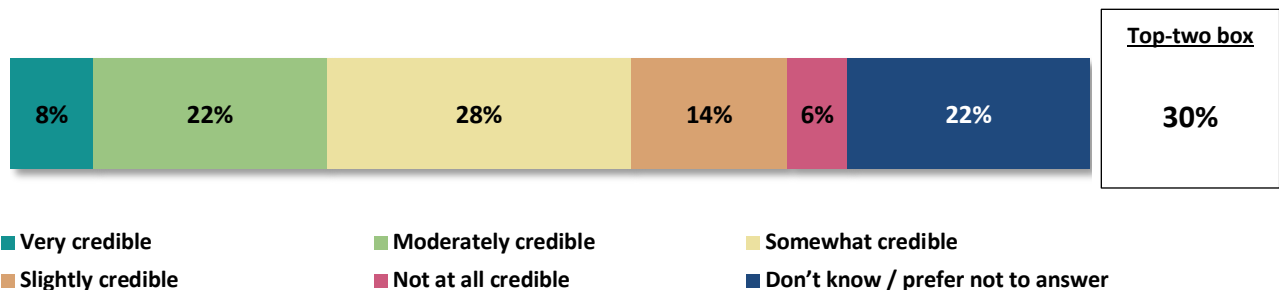


Q16. When a product label contains an **ecolabel**, how often do you look at this information to determine whether you will purchase that item?  
Base: All respondents, n=1000

Those who indicated being very concerned about the potential environmental and human health impacts of the products they use (Figures 1 and 2) are much more likely to often or always look at ecolabel information to determine whether they will purchase that item (43% and 37%, respectively).

While the majority of Canadians do not always use ecolabels for informed purchases, at least half give them some credibility (58% agree they are at least somewhat credible including 30% saying they are at least moderately credible) (Figure 16).

**Figure 16 – Credibility of ecolabels**



Q17. In your opinion, how credible are the **ecolabels** found on product packaging? Base: All respondents, n=1000

Those who are moderately or very concerned about the potential environmental and human health impacts of the products they use (Figures 1 and 2) are much more likely to think ecolabels found on product packaging are credible. More than one third of those who are very concerned about the potential environmental impacts (37%) and the health impacts (38%) of the products they use think that ecolabels are credible.

Canadians who indicate they are very or moderately familiar (64%) with ecolabels are twice as likely than those who are somewhat familiar (30%) to indicate they always or often use them to make purchase decisions (Figures 17). Canadians who are very or moderately familiar are also more likely (60%) to find ecolabels credible compared to those who are less familiar with ecolabels (36%) (Figure 18).

**Figure 17 – Influence of familiarity of ecolabels on frequency of engagement with ecolabels when making a purchase**

Influence on engagement when making a purchase	Very or moderately familiar with ecolabels (n=140)	Somewhat familiar with ecolabels (n=195)	Slightly or not at all familiar with ecolabels (n=532)
Always or often look at ecolabels when making a purchase (n=202)	64%	30%	10%
Sometimes look at ecolabels when making a purchase (n=294)	24%	54%	30%
Rarely or never look at ecolabels when making a purchase (n=371)	12%	16%	60%

Q15. An “ecolabel” is a mark or a symbol placed on product packaging to claim the product has a reduced impact on the environment in comparison to other alternatives. How familiar are you with “ecolabels” for products? / Q16. When a product label contains an **ecolabel**, how often do you look at this information to determine whether you will purchase that item? Base: Respondents providing valid answers to both Q15 & Q16, n=867

**Figure 18 – Influence of familiarity of ecolabels on perceived credibility of ecolabels**

Influence on perceived credibility of ecolabels	Very or moderately familiar with ecolabels (n=138)	Somewhat familiar with ecolabels (n=189)	Slightly or not at all familiar with ecolabels (n=436)
Consider ecolabels very or moderately credible (n=289)	60%	36%	31%
Consider ecolabels credibility to be neutral (n=276)	27%	45%	36%
Consider ecolabels slightly or not at all credible (n=198)	13%	19%	33%

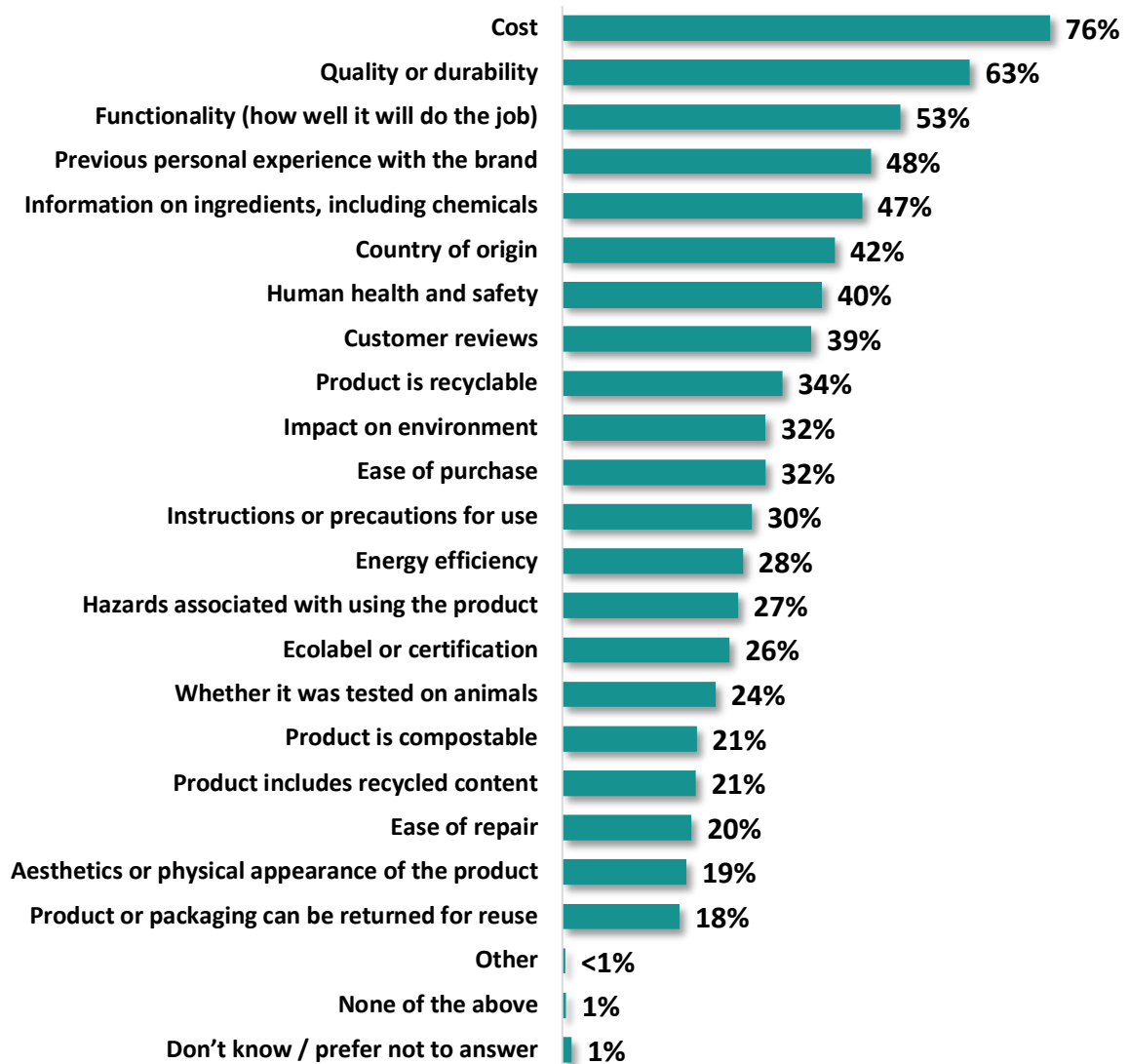
Q15. An “ecolabel” is a mark, or a symbol placed on product packaging to claim the product has a reduced impact on the environment in comparison to other alternatives. How familiar are you with “ecolabels” for products? / Q17. In your opinion, how credible are the **ecolabels** found on product packaging? Base: Respondents providing valid answers to both Q15 & Q17, n=763

## B. Purchasing household products

Overall, four in ten Canadians (40%) indicate that they consider the human health and safety impacts when purchasing a product, while three in ten consider the environmental impact (32%) (Figure 19). Those who indicated being very or moderately concerned about both the potential human health impacts and the environmental impacts of the products they use (Figures 1 and 2) are significantly more likely to consider both environmental (54% and 43%, respectively) and health impacts (60% and 43%, respectively) when purchasing a product.

### General considerations

**Figure 19 – Considerations when purchasing products**



Q5. When you are considering purchasing a product, which of the following do you usually consider? CHECK ALL THAT APPLY Base: All respondents, n=1000

Residents of Québec (31%) are least likely to consider human health and safety impacts when purchasing a product, while those in Ontario (45%) and British Columbia (48%) are most likely to consider this information. Residents of British Columbia (48%) are also the most likely to consider the environmental impacts of a product when purchasing.

Those 55 years of age or older (48%) are more likely to consider health and safety impacts when considering purchasing a product than those 35–54 years of age (36%) or 18–34 years of age (33%). Those who are 18–34 years of age are equally as likely to consider the environmental impacts of products they purchase as those 55 years of age or older (34%). Those without children (34%) are also more likely to consider impacts to the environment than those with children (24%).

The top three factors considered by respondents when considering purchasing a product are all very practical reasons: cost (76%), quality or durability (63%), and functionality (58%).

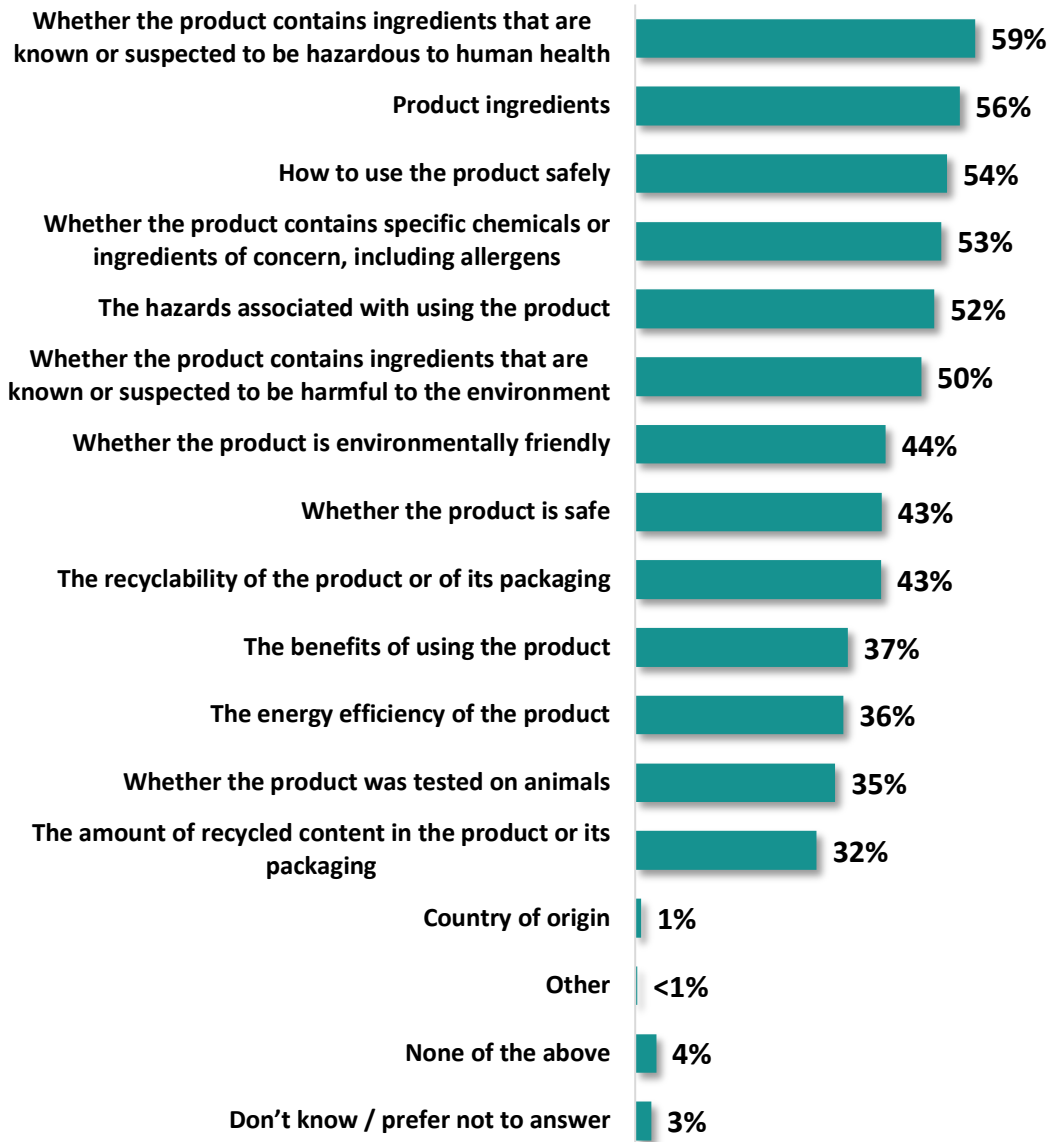
Information on ingredients, including chemicals (47%), country of origin (42%) and whether the product is recyclable (34%) are important factors to consider for one third or more of respondents. Those 55 years of age or older are also more likely to consider these when purchasing a product than the two younger cohorts (57%, 58%, and 47% respectively). The group of Canadians very concerned and the group moderately concerned about both the potential human health impacts and the environmental impacts of the products they use are more likely to consider the information of ingredients, including chemicals (60% and 43%, respectively), country of origin (56% and 45%, respectively), and whether the product is recyclable (54% and 38%, respectively).

Notably, a list of product ingredients (56%) is top of mind for those looking for useful product information (Figure 20). Whether the product has ingredients hazardous to human health (59%), contains chemicals or ingredients of concern (53%), or includes ingredients that are known to be harmful to the environment (50%), are all considered useful information to half or more of respondents. Product labels with product ingredient information are also more likely to be considered useful to those 55 years of age or older and to women. Product ingredients (64%), hazardous ingredients (70%), ingredients of concern (61%), and environmentally harmful ingredients (59%) are all more likely to be considered useful on product labels for those 55 years of age or older than for younger cohorts. Similarly, women are also more likely to find this product ingredient information useful than to men by about a ten percentage point margin across all variables.

Hazards associated with the product (52%) and how to use the product safely (54%) are also information considered to be useful to half or more of respondents.



**Figure 20 – Useful information on product labels when using or purchasing**



*Q6. When you are considering using or purchasing a product, what information would you find useful to have on the product label? CHECK ALL THAT APPLY Base: All respondents, n=1000*

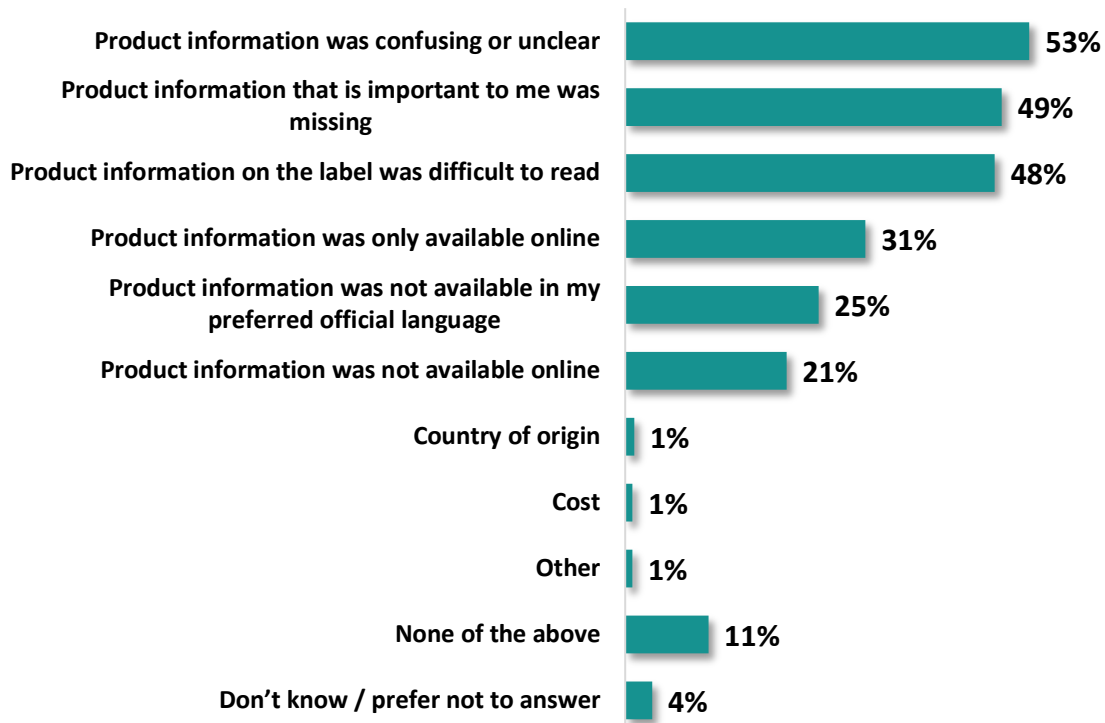
Approximately four in ten find information on whether the product is environmentally friendly (44%), whether the product is safe (43%), and the recyclability of the product or its packaging (43%) to be useful information to have on the product label.

Those who are very or moderately concerned about both the potential human health impacts and the environmental impacts of the products they use are significantly more likely to find the information listed above useful when considering a product purchase across most of the types of product information.

## Discouragement when purchasing products

Confusing or unclear product information (53%), important product information that was missing (49%), and difficult-to-read product information (48%) were all cited by approximately half of respondents as reasons to discourage respondents from purchasing products (Figure 21). Having product information available only online (31%) or having no product information available online (21%) were cited less frequently as reasons to discourage product purchase.

**Figure 21 – Product information experiences discouraging past purchases**



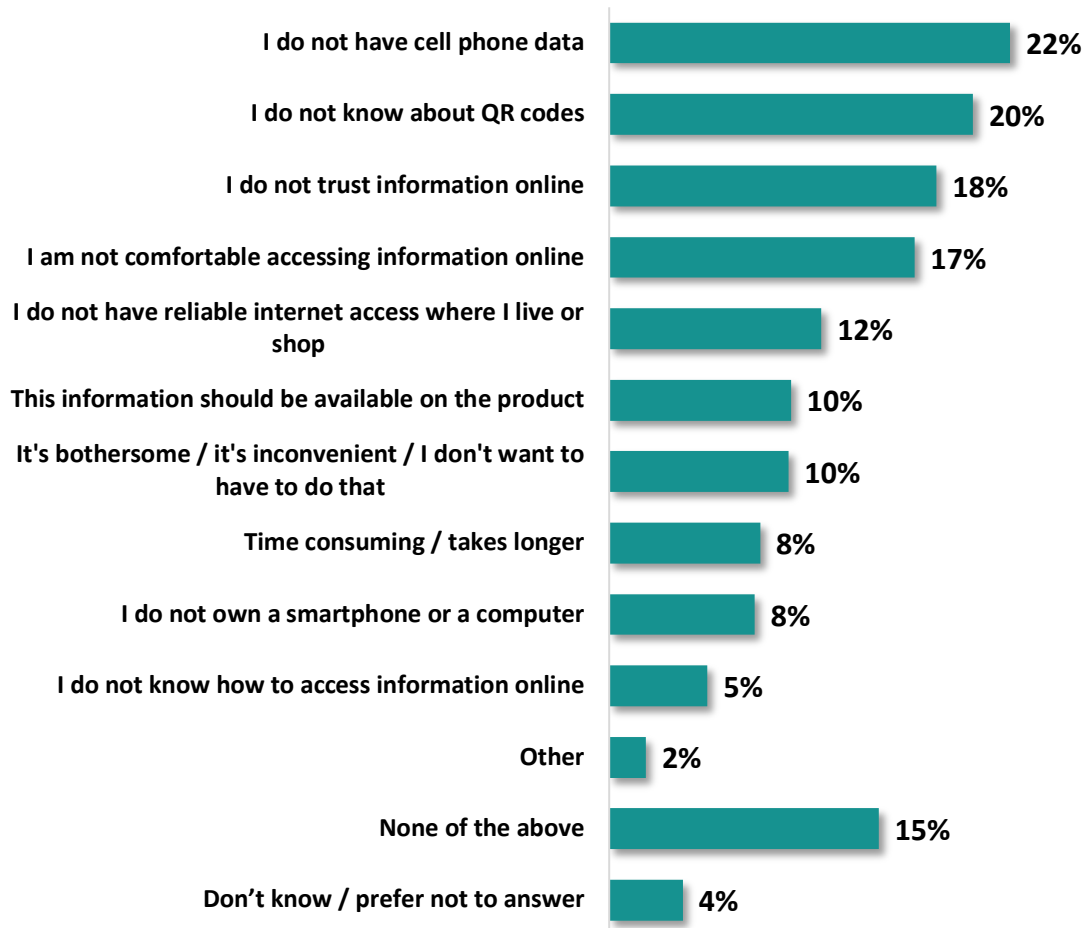
*Q7. When you consider purchasing a product, you may be discouraged from buying for many reasons. Which of the following has discouraged you from buying a product in the past? CHECK ALL THAT APPLY Base: All respondents, n=1000*

Those 55 years of age or older were more likely to be discouraged by product information on the product label that was difficult to read (62%). Those younger than 55 years of age were more likely to cite product information not being available online (23% for 35–45 years of age and 28% for 18–34 years of age, compared to 15% for 55 years of age or older) as a discouragement for product purchase.

Approximately one quarter (25%) of Canadians were discouraged from purchasing a product because information was not available in their preferred language. Language was more of a purchase barrier to those living in Québec (40%). This is also of concern for the growing group of Canadians whose first language is neither English nor French.

Of those who mentioned they may have been discouraged from purchasing a product for which the product information was only available online (31%), most of them lack access to that information due to unreliable access to the internet or have trust issues with the information presented online. No cell phone data (22%), no knowledge of QR codes (20%), or unreliable internet access (12%), no cell phone/computer (8%) are all cited as reasons to be discouraged. A further 18% do not trust information online, and 17% are not comfortable accessing online information (Figure 22).

**Figure 22 – Reasoning for lack of access to information available exclusively online**

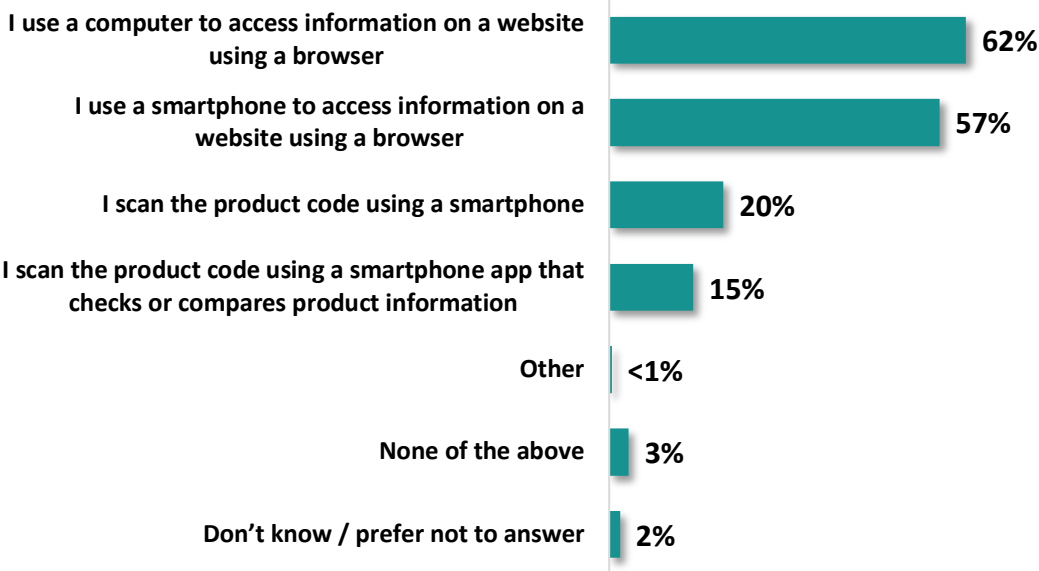


*Q8. You mentioned you may have been discouraged from purchasing a product for which the product information was only available online. We would like to know why you may not have been able or inclined to access the online information. CHECK ALL THAT APPLY Base: Respondents who have previously been discouraged from purchasing a product due to information being only available online, n=306*

Those 55 years of age or older were more likely to cite lack of a cell phone (31%) and no knowledge of QR codes (30%) as reasons for not being able to access online information.

Canadians of this group are more likely to use a computer (62%) or a smartphone (57%) to access information on a website using a browser. Much fewer individuals in this age group scan product codes using a smartphone (20%) or a smartphone application that checks and compares product information (15%) (Figure 23). Again, those 55 years of age or older (40%) are least likely to use a smartphone to access information on a website using a browser compared to those 18–34 years of age (71%) and those 35–54 years of age (58%).

**Figure 23 – Accessing product information online**



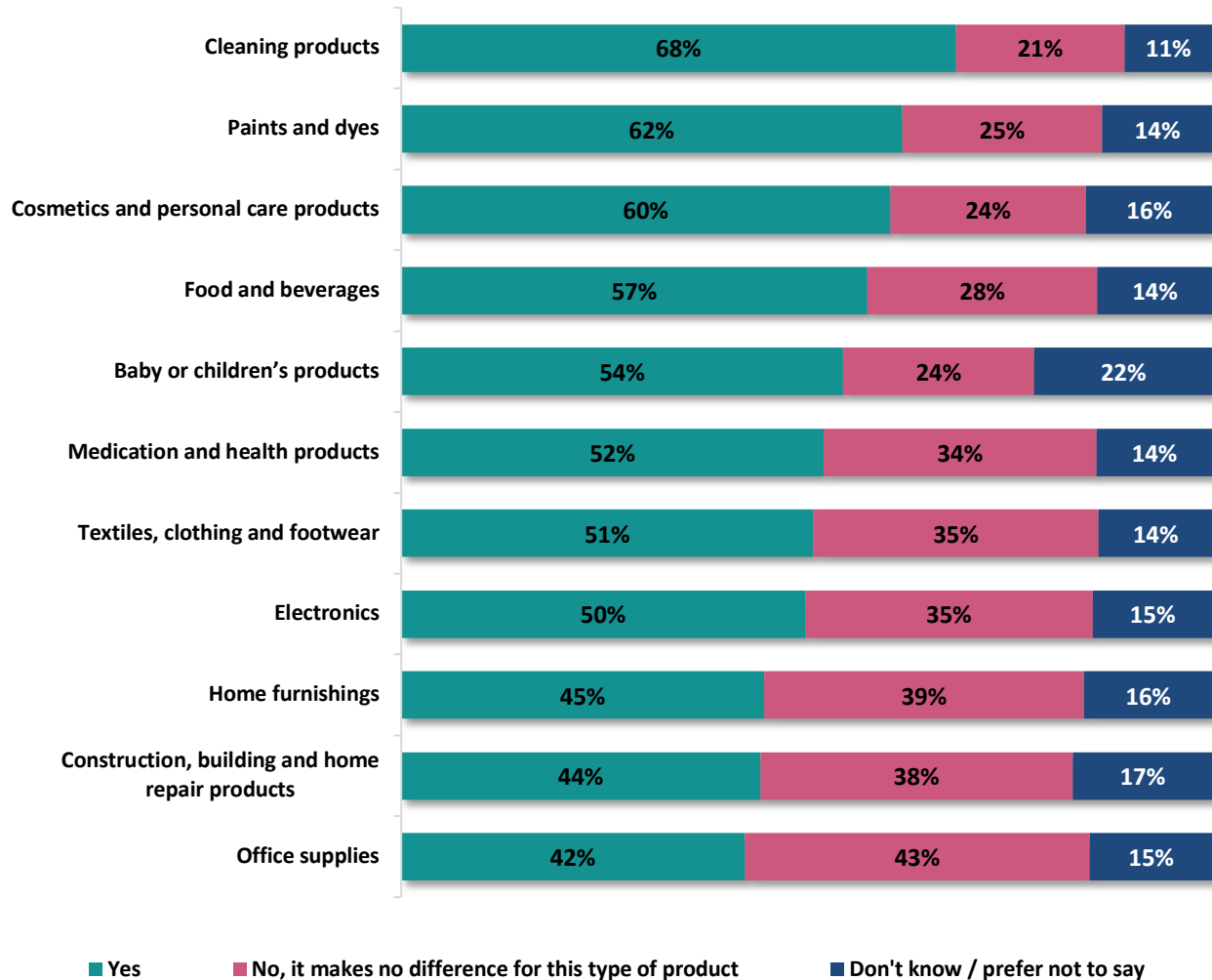
*Q9. You mentioned you may already have been discouraged from purchasing a product for which the product information was not available online (for example, a QR code or a website address). We would like to know how you generally access product information online. CHECK ALL THAT APPLY Base: Respondents who have previously been discouraged from purchasing a product due to information that was not available online, n=306*

**Choosing products with ecolabels**

The top three product categories where the presence of an ecolabel is a deciding factor in purchasing a particular product are cleaning products (68%), paints and dyes (62%), and cosmetics and personal care products (60%) (Figure 24).

Over half of Canadians also prefer to purchase food and beverages (57%), baby or children's products (57%) and medication and health products (52%) that bear an ecolabel over products without ecolabel.

**Figure 24 – Importance of an ecolabel when purchasing different products**



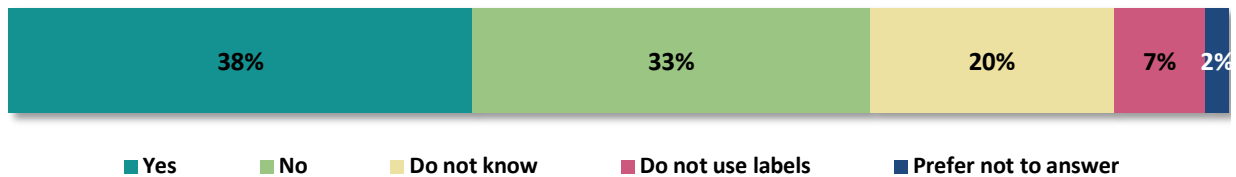
Q18. When you are thinking about buying a product, would you choose a product with an **ecolabel** over another product that did not have an ecolabel, for each of the following product types? Base: All respondents, n=1000

Women are more likely than men to indicate they would choose a product with an ecolabel over another product without an ecolabel across all product categories. Those 55 years of age or older indicate a greater likelihood to purchase medication and health products (57%) with ecolabels versus younger age cohorts (48%).

Those who indicate they are not at all or slightly concerned about the potential health or environmental impacts of products they use are less likely to consider ecolabels in purchase decisions across all product categories.

While some product categories show a distinct preference for trusted ecolabels, just over one-third (38%) of respondents indicate that they intentionally buy products with ecolabels while one third (33%) report not using them (Figure 25).

**Figure 25 – Intentionally purchasing products with trusted ecolabels**



Q20. Do you intentionally buy products with **ecolabels** you trust? Base: All respondents, n=1000

Those respondents who report being very (59%) or moderately (42%) concerned about both the potential health and environmental impacts of products they use are more likely to intentionally buy products with ecolabels they trust.

A high percentage of women (43%) indicate they intentionally buy products with ecolabels, while more men (40%) indicate that they do not.

Figure 26 indicates that those intentionally purchasing products with ecolabels do so because they feel the product is better for the environment (74%), is less harmful to wildlife (62%), is less wasteful (55%), and is generally healthier (54%). Figure 27 shows that those who intentionally avoid products with ecolabels do so because they are not sure the product is necessarily better than a product without a label (34%), they already use products they trust (32%), or the cost of products with ecolabels is too high (28%).

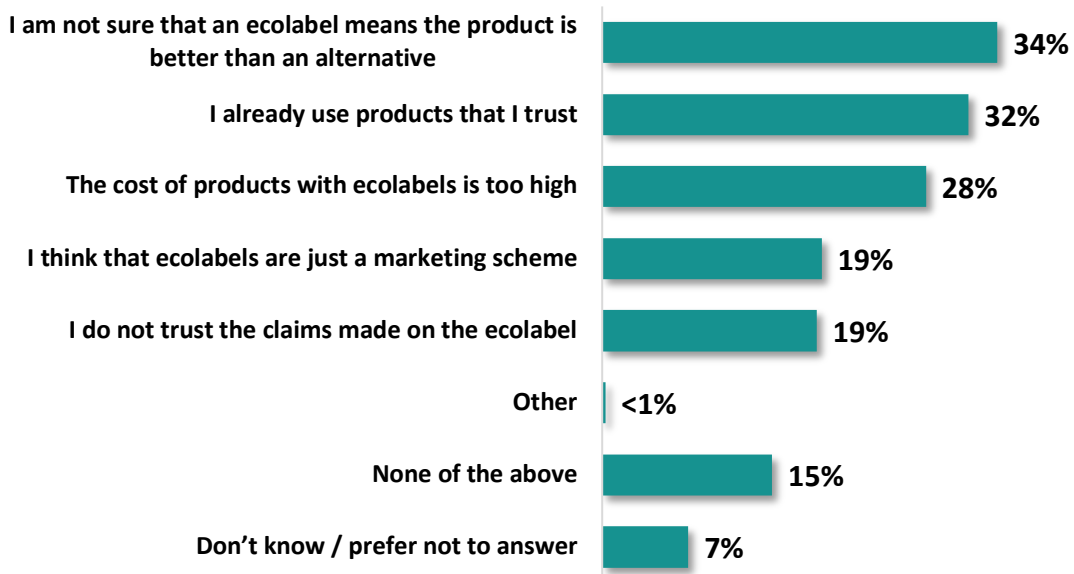
**Figure 26 – Reasoning for intentionally purchasing products with ecolabels**

*The label tells me...*



Q21. Why would you **intentionally buy** products with **ecolabels**? CHECK ALL THAT APPLY Base: Respondents that intentionally purchase products with ecolabels, n=383

**Figure 27 – Reasoning for intentionally avoiding products with ecolabels**

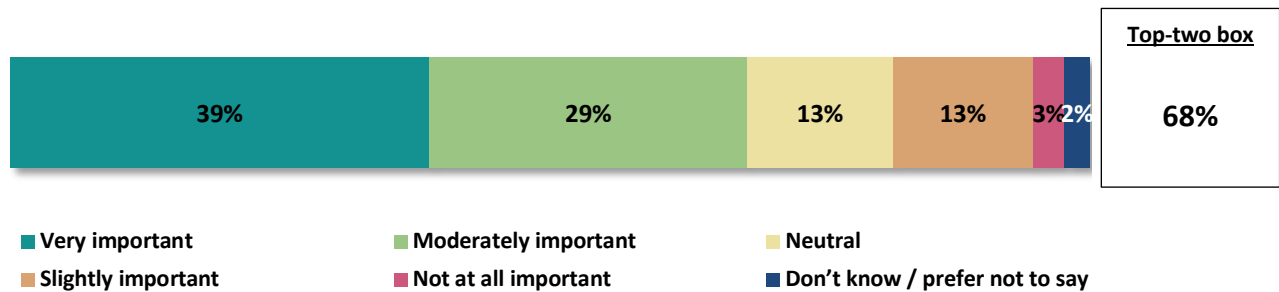


Q22. Why would you **intentionally avoid buying** products with **ecolabels**? CHECK ALL THAT APPLY Base: Respondents that intentionally avoid purchasing products with ecolabels, n=326

## Impact of product ingredients

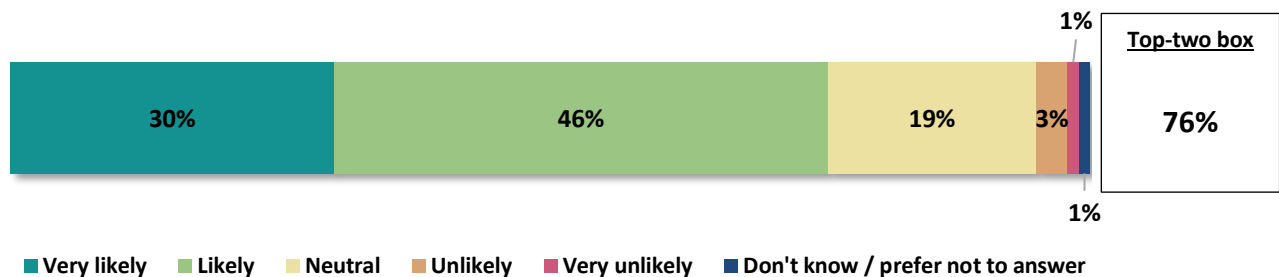
As previously seen, information on product ingredients is important to over two-thirds of Canadians (68%), with over one third (39%) viewing it as very important (Figure 28). Not surprisingly, three quarters (76%) of those who feel the information on product ingredients is important, also report that the ingredient composition of a product would influence their decision to purchase that product (Figure 29).

**Figure 28 – Importance of availability of product ingredients**



Q24. How important is it to you that information on the ingredients of a product (what the product is made of, including chemicals) be available?  
Base: All respondents, n=1000

**Figure 29 – Influence of ingredient composition on purchasing decisions**



Q25. You answered that information on the ingredients of a product is important to you (what the product is made of, including chemicals). How likely is the ingredient composition of a product (what the product is made of, including chemicals) to influence your decision to purchase that product? Base: Respondents who felt that information on the ingredients of a product is important (neutral/moderately important/very important), n=811

Those who are very concerned about both the health and environmental impacts of the products they purchase are more likely to find product ingredient information very important (62%). Ontario residents seem most likely to view availability of product ingredients (47%) as very important, compared to those living in Manitoba or Saskatchewan scoring the lowest (26%). As well, women of all ages (47%), and individuals over 35 years of age are more likely to feel that product ingredient information is very important (39% of those 35–54 years of age, and 47% of those 55 years of age or older).



Most respondents who find it very important that information on the ingredients of a product is available are also most likely (94%) to have this information influence their purchasing decisions, including 54% that were very likely influenced (Figure 30). Most respondents who described availability of product ingredient information as moderately important are also likely to have product ingredient information influence their decision (75%), including 12% who are very likely influenced.

**Figure 30 – Influence of availability of product ingredients on purchase intent**

Impact on purchasing products with available product ingredients	Very important to include product ingredients (n=379)	Moderately important to include product ingredients (n=284)	Neutral on including product ingredients (n=139)
Very likely product ingredients influence purchase decision (n=243)	<b>54%</b>	<b>12%</b>	4%
Product ingredients likely influence purchase decision (n=368)	<b>40%</b>	<b>63%</b>	<b>27%</b>
Product ingredients have a neutral influence on purchase decision (n=158)	4%	21%	<b>61%</b>
Unlikely or very unlikely product ingredients influence purchase decision (n=33)	2%	4%	8%

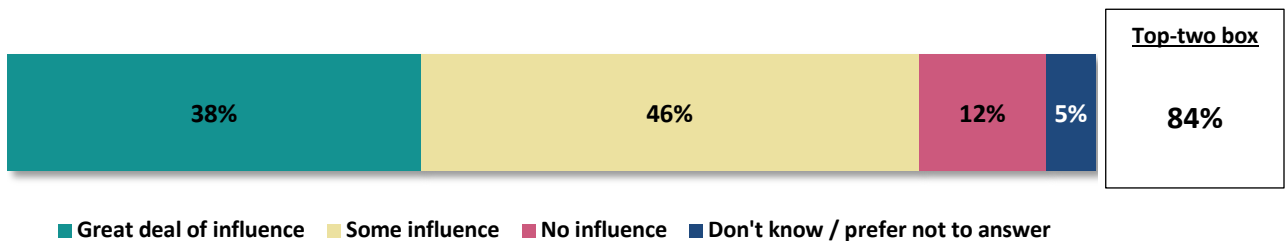
Q24. How important is it to you that information on the ingredients of a product (what the product is made of, including chemicals) be available? / Q25. You answered that information on the ingredients of a product is important to you (what the product is made of, including chemicals). How likely is the ingredient composition of a product (what the product is made of, including chemicals) to influence your decision to purchase that product? Base: Respondents who felt that information on the ingredients of a product is important (neutral/moderately important/very important) and provided valid answers to both Q24 & Q25, n=802

## C. Labelling information considerations

### Recyclable or compostable products

Canadians are also in tune with labels that provide recycling and composting information. More than four in five respondents (84%) report being influenced by these labels when disposing of a product or its package after using it (Figure 31).

**Figure 31 – Effect of recyclable or compostable product labels on product/packaging disposal**



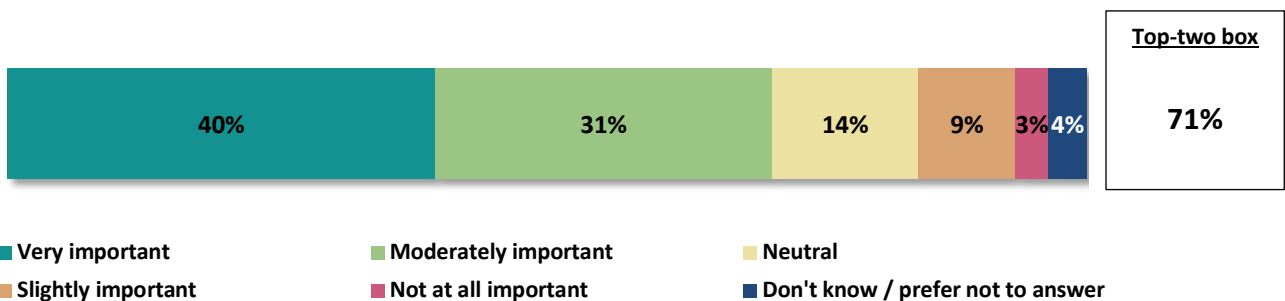
Q23. To what extent does a label indicating recyclable or compostable products affect how you dispose of a product or its packaging after the end of its useful life? Base: All respondents, n=1000

Those who are very (63%) or moderately (43%) concerned about both the health and environmental impacts of the products they purchase are also more likely to be influenced a great deal by a label indicating recyclable or compostable products and how to dispose of a product or its packaging after the end of its useful life.

### Consistency of product labels

The harmonization of product labels to ensure consistency from product to product, is important to nearly three quarters (71%) of Canadians, including 40% who indicate that it is very important (Figure 32).

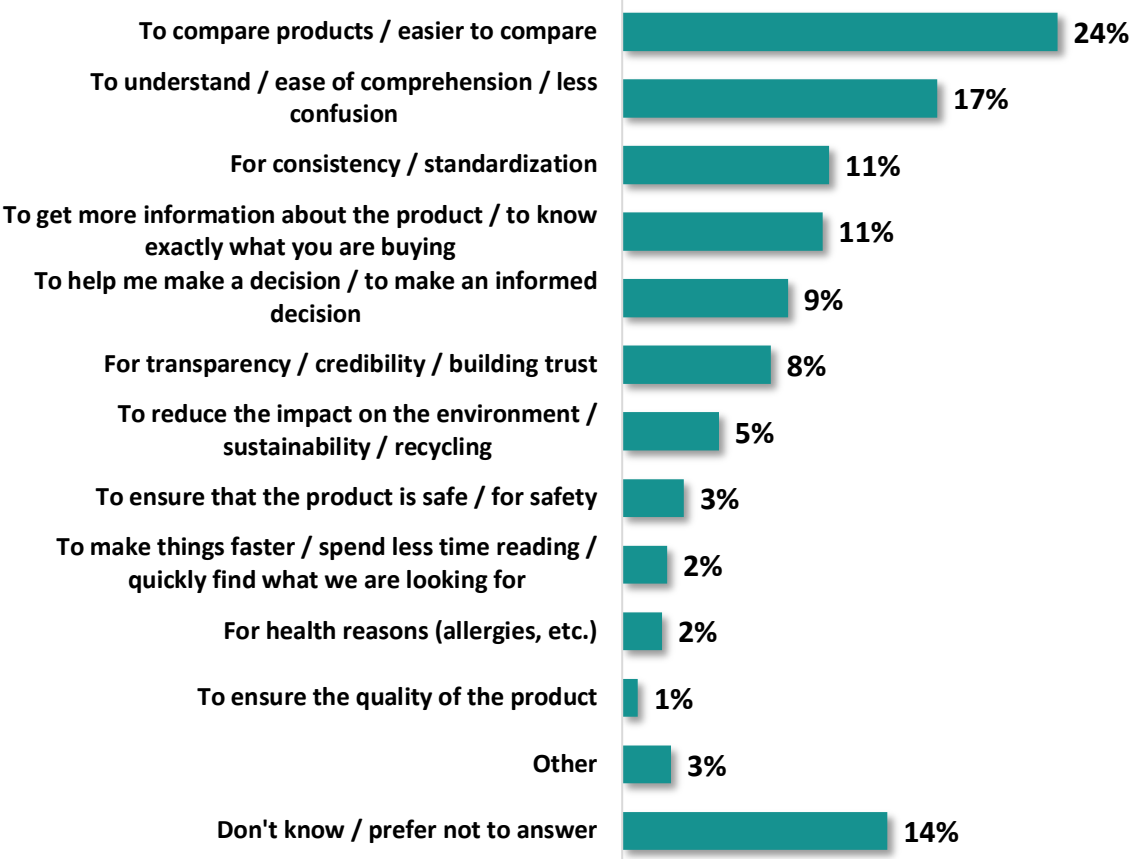
**Figure 32 – Importance of consistency on all product labels**



Q26. How important is it to you that the information included on all product labels be consistent from one product type to another? Base: All respondents, n=1000

Canadians 55 years of age or older (78%) and women (76%) are more likely to agree that product labels should be consistent. Those who indicate high importance (very/moderate) of consistent information on product labels responded so because they feel that it is easier to compare across products (24%), is easier to understand (17%), is consistent (11%), and provides more information about what they are buying (11%) (Figure 33).

**Figure 33 – Reasoning for importance of consistent product labels**

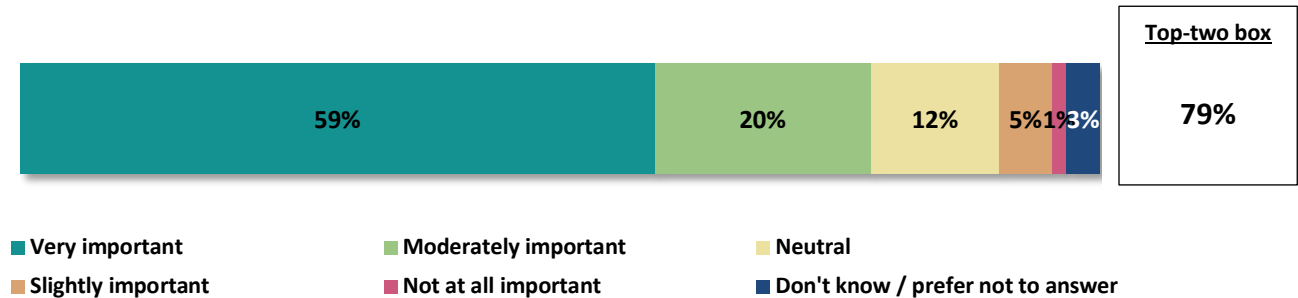


Q27. Why is it moderately/very important to you that the information included on product labels be consistent from one product type to another?  
 Base: Respondents that felt consistent product labels were important (moderately important/very important), n=699

## Chronic health effects

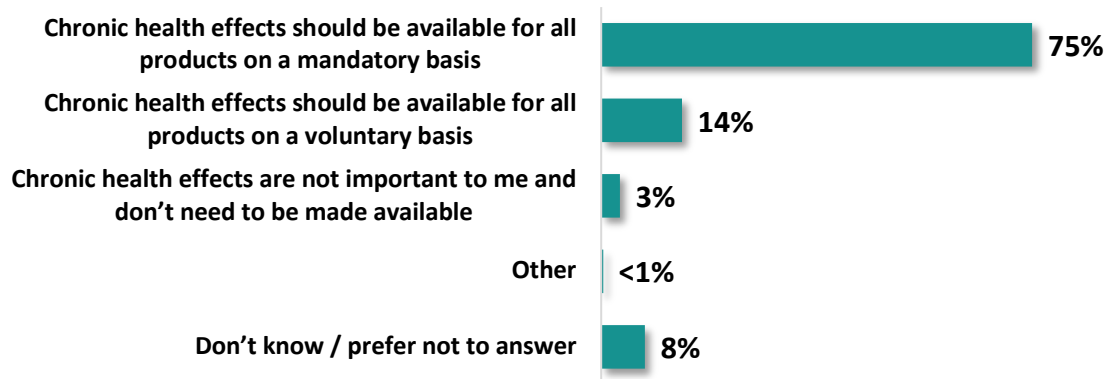
Including the chronic health effects of products on product labels is also important to most Canadians (79% think it is moderately or very important) (Figure 34). Three quarters (75%) of these Canadians hold the view that it should be mandatory, while just 14% think that the information should be available on a voluntary basis (Figure 35).

**Figure 34 – Importance of including chronic health effects on product labels**



Q30. To what extent do you feel that it is important to include chronic health effects of products on product labels? Base: All respondents, n=1000

**Figure 35 – Views on disclosure of chronic health effects of products**



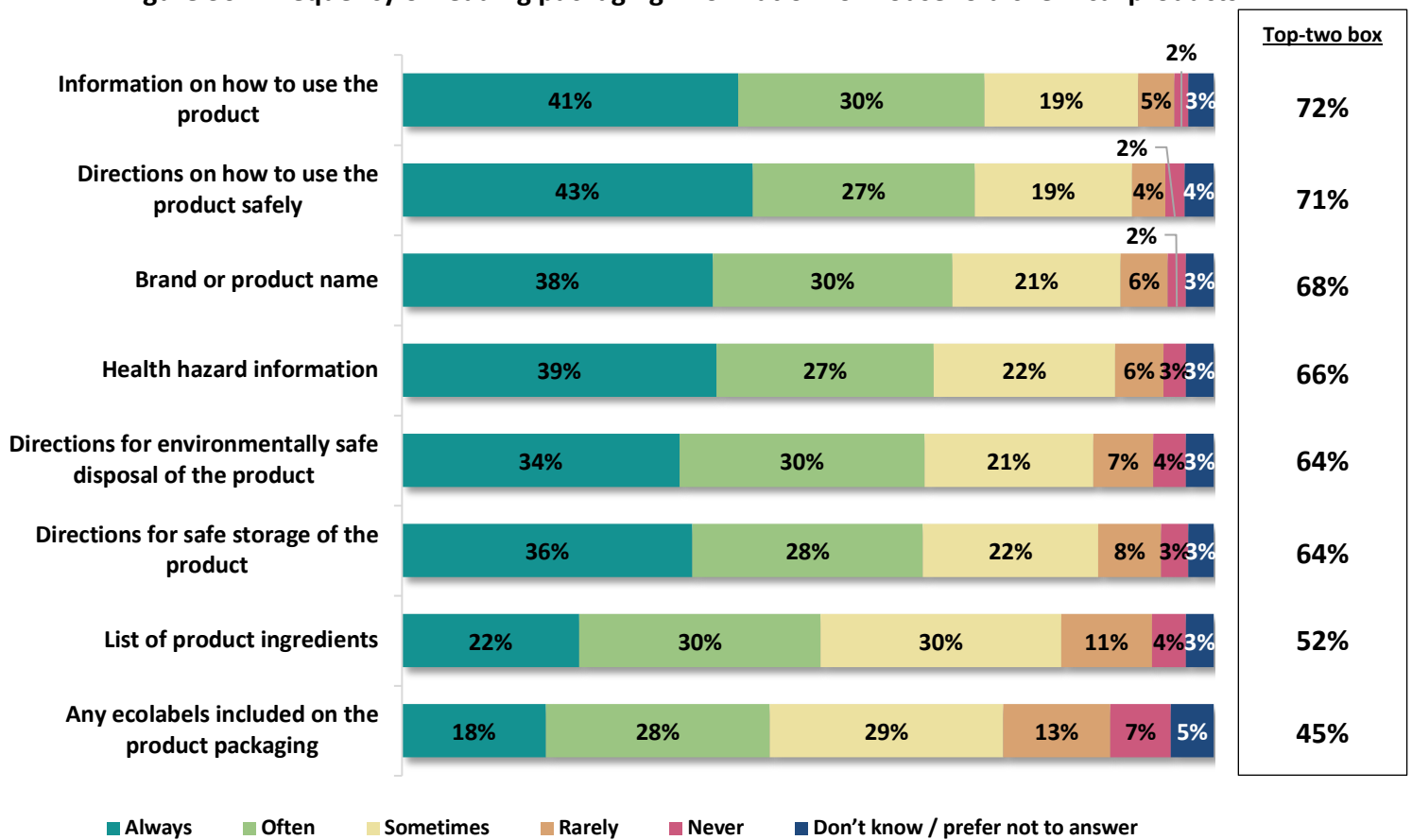
Q31. Which of the following statements best describes your view on the disclosure of chronic health effects of products? Base: Respondents that felt chronic health effects on product labels were important (neutral/moderately important/very important), n=933

## Household chemical products

Most Canadians always or often read labelling or package information on how to use household chemical products (72%) and directions on how to use these products safely (71%) (Figure 36). The brand or product name and the health hazard information are also read with high levels of frequency (68% and 66% respectively, read often or always).

Just under two thirds of respondents read directions for environmentally safe disposal of the product (64%) and how to store the product safely (64%). Labelling information on the list of product ingredients (52%) and any ecolabels included on the packaging (45%) are read with somewhat less frequency.

**Figure 36 – Frequency of reading packaging information for household chemical products**



Q32. How often do you read the following parts of the labelling or packaging information for household chemical products? Base: All respondents, n=1000

Except for brand or product name, women and older Canadians (55 years of age or older) are more likely to read all parts of the labelling or packaging information for household chemical products.

The segment of Canadians who feel it is very important to include chronic health effects on product labels are much more likely to say they read various parts of the labelling or packaging information for household chemical products (Figure 37).

**Figure 37 – Importance of including chronic health effects & engagement with packaging information**

Various labelling or packaging information that are always or often read for household chemical products	Respondents who think it is very important to include chronic health effects on product labels (n=581)	Remaining respondents, excluding don't know / prefer not to say (n=387)	% difference (+/-)
health hazard information	81%	49%	+32%
directions for environmentally safe disposal of the product	78%	49%	+29%
directions on how to use the product safely	84%	56%	+28%
information on how to use the product	85%	58%	+27%
directions for safe storage of the product	77%	50%	+27%
list of product ingredients	63%	39%	+24%
any ecolabels included on the product packaging	57%	34%	+23%
brand or product name	78%	59%	+19%

Q30. To what extent do you feel that it is important to include chronic health effects of products on product labels? / Q32. How often do you read the following parts of the labelling or packaging information for **household chemical products**? Base: Respondents who provided valid answers to both Q30 & Q32, excluding responses of don't know / prefer not to say

Most Canadians use product label information on household chemical products to learn how to use products safely (69%) and efficiently (60%), seen in Figure 38. They also use the information to learn about health hazards associated with the product (59%) and how to store (55%) and dispose (51%) of the product safely. Women and older Canadians (55 years of age or older) are more likely to use product information for all these reasons.

Fewer Canadians use product labelling information to determine if a product contains an ingredient that is of concern for health reasons (48%) or environmental reasons (38%).

**Figure 38 – Use of information available on household chemical products**

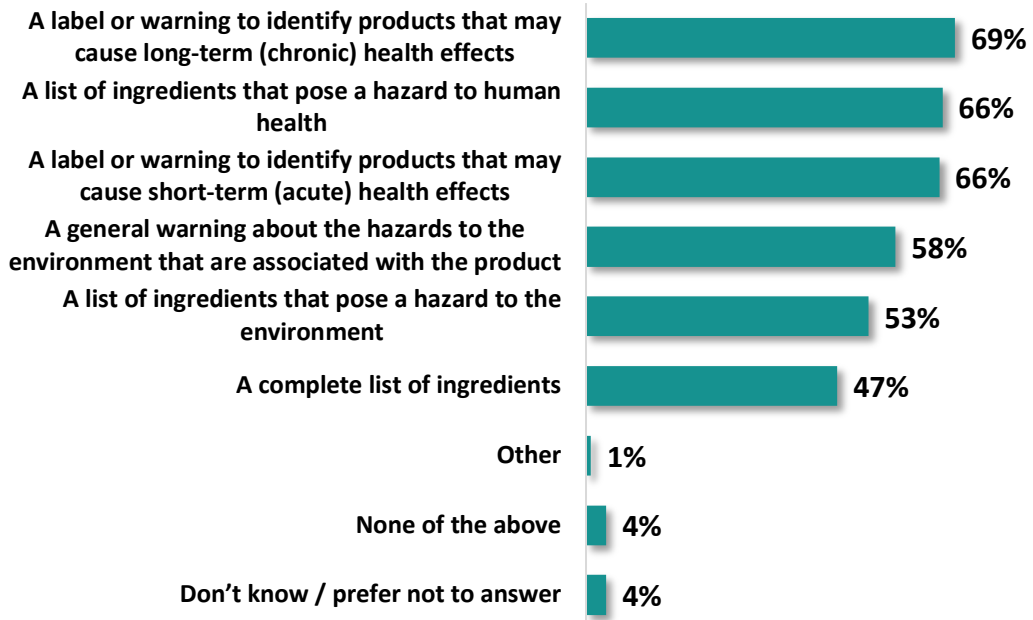


*Q33. In general, how do you use the information available on labels for your household chemical products? CHECK ALL THAT APPLY Base: All respondents, n=1000*

When asked what information would be useful to include on product labels for household chemicals, most respondents indicated that a label or warning to identify products that may cause long term (69%), or short term (66%) health effects would be considered useful. In addition, two thirds (66%) mentioned a list of ingredients that pose a risk to human health would be useful (Figure 39).

Respondents also mentioned that a warning about the hazards to the environment associated with the product (58%) and a list of ingredients that pose a hazard to the environment (53%) would also be useful information to include on household chemical products (Figure 39).

**Figure 39 – Useful information to include on household chemical products**



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Q34. What information is or would be useful to you if it was included on the label of a household chemical product? CHECK ALL THAT APPLY  
Base: All respondents, n=1000



# Conclusions

**Canadians are concerned about the health and environmental impact of products they purchase. Respondents indicated that there is room for improvement on what is included on product labels and in awareness of Ecolabels and their value.**

- Nearly all Canadians are concerned about the potential environmental impacts and the potential health impacts of the products they buy.
- Those who show lower levels of concern feel products sold in Canada are safe to use.
- Most Canadians agree that product labels contain helpful information and enough information to make healthy choices for themselves or their family.
- Half of Canadians feel product labels are clear and easy to understand and can be trusted to provide enough information to make healthy and environmentally friendly choices.
- Canadians want to know what products are made of, whether products have substances that are potentially hazardous to the environment, and if products can be recycled or composted.

**Respondents indicated that there is room to improve the trust and value of product labels and Ecolabels and the role they can play in helping consumers purchase safe and healthy products.**

- 4 in 10 Canadians consider the human health and safety impact when purchasing a product, while 3 in 10 consider the environmental impact.
- A list of product ingredients is top of mind for those looking for useful product information.
- Approximately half of Canadians are discouraged from purchasing products due to confusing or unclear product information, missing important product information, and difficult-to-read product labels.
- Information on product ingredients is important to over two thirds of Canadians, and more than three quarters of these Canadians feel that the information on the ingredient composition would influence their decision to purchase that product.

**Information on using products safely is important and making product labels easy to read and consistent from product to product will ensure Canadians use products properly and safely:**

- Canadians are in tune with symbols in relation to recycling and composting, as more than 4 in 5 report being influenced by the presence of these symbols on labels when disposing of a product or its packaging.

- Three quarters indicate it is important to make product labels harmonized to ensure consistency from product to product making it easier to compare products and to understand different product ingredients.
- Most Canadians say it should be mandatory to include chronic health effects on product labels.
- Most Canadians read household chemical product packaging for:
  - Information on how to use the products;
  - Directions on how to use these products safely;
  - Brand or product name;
  - Health hazard information;
  - Directions for environmentally safe disposal of the product; and
  - How to store the product safely
  - List of product ingredients
  - Any ecolabels included on the product packaging.

# Research methodology

Report findings are based on a non-probability sample, as respondents had volunteered to participate in online surveys using an online panel. The data have been weighted to reflect the demographic composition of the Canadian general population. As the sample is based on those who initially self-selected for participation in the online panel, no estimates of sampling error can be calculated. All research work was conducted in accordance with the professional standards established by the Government of Canada Public Opinion Research Standards, as follows:

- The survey consisted of a national online survey with Canadians, 18 years of age and older. Respondents were invited to participate through an online panel of Canadians.
- Quorus Consulting Group Inc. collaborated with the client team at Environment and Climate Change Canada to design the survey instrument in English and translated the client-approved English version of the survey into French.
- Respondents had the choice to complete the survey in English or French and were informed of their rights under the *Privacy and Access to Information Acts*.
- The survey took on average 15 minutes to complete and consisted of mostly closed-ended questions.
- Data collection occurred between April 29 and May 8, 2022 and included a pretest of 20 surveys conducted in English and 9 in French. The pretest helped to assess the flow of the survey, comprehension of the questions, language, data integrity, and particularly the length of the survey. The pre-test results were ultimately included in the final results.
- A total of 1,000 surveys were completed using a stratified random sampling approach within the online panel of Canadian households. For this study, quotas by province were established to generate sufficient data regionally for robust analysis. Data was monitored to aim for a 50/50 split between the two sexes in each province, and that no specific age cohort was under-represented. The equivalent margin of error for a probability study would be +/-3.1%.
- The final participation rate for this study was 89% (Figure 43).
- Data were weighted by region, gender and age to ensure that the final distributions within the final sample mirror those of the Canadian population according to 2021 Census data.

This report compares significant findings among key demographic subgroups including region, age, gender, as well as level of concern for environment or health impacts, when purchasing products among individuals.

Regional quotas were established to generate sufficient data regionally for robust analysis. The distribution suggested the final sample represents the usual distribution of respondents per region when research is conducted for the Government of Canada. Within each region, data was monitored to ensure a 50/50 split between the two sexes and that no specific age cohort was under-represented. The survey was accessible to residents in the territories, however no responses were received from the Yukon, Nunavut or the Northwest Territories.

**Figure 40 – Regional quotas**

Province / territory	Approximate distribution of surveys
Newfoundland and Labrador	1.4%
Prince Edward Island	0.4%
New Brunswick	2.1%
Nova Scotia	2.7%
Quebec	23.0%
Ontario	38.7%
Manitoba	3.4%
Saskatchewan	2.9%
Alberta	11.1%
British Columbia	13.9%
TOTAL	100%

Data collection aimed for roughly a 50/50 split between the two sexes, as the table below shows, the survey sample and the population distribution are very similar. The survey data was weighted to address whatever variations existed between genders that responded to the survey. Non-binary or other gender options were presented to respondents, with those selecting these options weighted exclusively by region and age.

**Figure 41 – Comparing survey sample with population distribution**

Gender	Survey sample (unweighted)	Population (Census 2021)	% diff (+/-)
Men	49.40%	48.75%	+0.65%
Women	50.10%	51.24%	-1.14%

Approximate regional, gender, and age targets are detailed (both in terms of the actual *number* of surveys completed, and the *percentage* of all surveys completed). The table below presents data with the weighted and unweighted *number* as well as *percentage* of surveys collected, for relevant demographic dimensions.

Figure 42 – Weighting framework

Region	Gender	Age	Sample	Population	Sample proportion	Sample population
Atlantic Canada	Men	18–34	5	234,444	0.5%	0.8%
		35–54	18	291,875	1.8%	1.0%
		55+	15	440,605	1.5%	1.5%
	Women	18–34	5	227,599	0.5%	0.8%
		35–54	9	311,075	0.9%	1.0%
		55+	17	491,675	1.7%	1.7%
Quebec	Men	18–34	18	857,235	1.8%	2.9%
		35–54	46	1,082,930	4.6%	3.6%
		55+	55	1,416,865	5.5%	4.8%
	Women	18–34	44	838,373	4.4%	2.8%
		35–54	39	1,079,465	3.9%	3.6%
		55+	38	1,577,970	3.8%	5.3%
Ontario	Men	18–34	52	1,615,569	5.2%	5.4%
		35–54	61	1,777,030	6.1%	6.0%
		55+	68	2,174,535	6.8%	7.3%
	Women	18–34	60	1,557,223	6.0%	5.2%
		35–54	76	1,897,005	7.7%	6.4%
		55+	66	2,469,915	6.6%	8.3%
Prairies	Men	18–54*	27	585,008	2.7%	2.0%
		55+	9	353,910	0.9%	1.2%
	Women	18–34	9	268,520	0.9%	0.9%
		35–54	11	308,615	1.1%	1.0%
		55+	8	392,890	0.8%	1.3%
Alberta	Men	18–34	10	478,778	1.0%	1.6%
		35–54	24	593,460	2.4%	2.0%
		55+	26	562,580	2.6%	1.9%
	Women	18–34	11	468,596	1.1%	1.6%
		35–54	18	593,700	1.8%	2.0%
		55+	17	606,035	1.7%	2.0%
British Columbia	Men	18–34	7	553,428	0.7%	1.9%
		35–54	23	639,715	2.3%	2.2%
		55+	30	816,370	3.0%	2.8%
	Women	18–34	25	538,368	2.5%	1.8%
		35–54	27	672,410	2.7%	2.3%
		55+	19	911,465	1.9%	3.1%
<b>TOTAL</b>			993	29,685,236	100%	100%

Source: 2021 Census

\*Prairies, Men, 18–34 / 35–54 collapsed into a single target due to high weight

It should also be noted that a small number of individuals were not placed into one of the 35 weighting cells displayed in Figure 42, as they identified as gender diverse or preferred not to provide a response to the gender, age, or region identifying question. For tabulation purposes, these individuals were assigned a weight value based on any recorded response for age, gender, or region.

Given that this online survey methodology used a non-probability sample, the data collected cannot be extrapolated to the overall population of Canadians. Further description of the non-probability sampling approach, including quotas and web panels, can be found here:

<https://www150.statcan.gc.ca/n1/edu/power-pouvoir/ch13/nonprob/5214898-eng.htm>

All research was conducted in accordance with the [Standards for the Conduct of Government of Canada Public Opinion Research – Online Surveys](#).

**Figure 43 – Panel Participation Rate**

<b>Total click throughs (C)</b>	1,402
<b>Invalid Cases (T)</b>	4
Terminations	4
<b>Responding Units (R)</b>	1,247
Completed surveys disqualified after the quota was filled	247
Completed surveys	1,000
Participation rate = $T + R / C$ (4 + 1,247 / 1,402)	89%

## Respondent profile

**Figure 44 – Region**

Region	Unweighted (n=1000)	Weighted (n=1000)
British Columbia	13%	14%
Alberta	11%	11%
Saskatchewan	3%	3%
Manitoba	4%	4%
Ontario	39%	39%
Québec	24%	23%
New Brunswick	2%	2%
Prince Edward Island	<1%	<1%
Nova Scotia	3%	3%
Newfoundland and Labrador	1%	1%
Yukon	-	-
Nunavut	-	-
Northwest Territories	-	-

PROV. Which province or territory do you live in? Base: All respondents, n=1000

**Figure 45 – Age**

Age	Unweighted (n=1000)	Weighted (n=1000)
18 – 24	9%	9%
25 – 34	17%	17%
35 – 44	17%	15%
45 – 54	21%	18%
55 – 64	18%	20%
65 – 74	10%	11%
75 or older	10%	10%

AGE. Please indicate in which of the following age categories you belong to. Base: All respondents, n=1000

**Figure 46 – Gender**

Gender	Unweighted (n=1000)	Weighted (n=1000)
Man	49%	48%
Woman	50%	51%
Non-binary person	<1%	1%
Other	<1%	<1%
Prefer not to answer	<1%	<1%

*GENDER. What is your gender? Base: All respondents, n=1000*

**Figure 47 – Population**

Population	Unweighted (n=1000)	Weighted (n=1000)
A city or metropolitan area with a population of at least 100,000	55%	56%
A city with a population of 30,000 to 100,000	17%	17%
A city or town with a population of 10,000 to 30,000	9%	9%
A town or rural area with a population under 10,000	18%	18%
Prefer not to answer	1%	1%

*Q35. Do you currently live in... Base: All respondents, n=1000*



**Figure 48 – Employment sector**

Employment Sector	Unweighted (n=1000)	Weighted (n=1000)
Management occupations	7%	7%
Business, finance and administration occupations	10%	10%
Natural and applied sciences and related occupations	2%	2%
Health occupations	7%	7%
Occupations in education, law and social, community and government services	13%	13%
Occupations in art, culture, recreation and sport	3%	3%
Sales and service occupations	9%	9%
Trades, transport and equipment operators and related occupations	4%	3%
Natural resources, agriculture and related production occupations	1%	1%
Occupations in manufacturing and utilities	4%	3%
Other, please specify:	1%	1%
<b>NET: Employed</b>	<b>61%</b>	<b>60%</b>
None of the above – not currently employed/retired	36%	37%
Don't know/Prefer not to answer	3%	3%

Q36. Which of the following best describes the sector you work in? Base: All respondents, n=1000

**Figure 49 – Indigenous status**

Indigenous status	Unweighted (n=1000)	Weighted (n=1000)
First Nations, which includes Status and Non-Status	1%	1%
Métis	2%	2%
Inuk or Inuit	1%	1%
<b>NET: Indigenous</b>	<b>4%</b>	<b>4%</b>
None of the above	94%	94%
Prefer not to answer	2%	2%

Q37. Please indicate whether you belong to any of the following indigenous groups: CHECK ALL THAT APPLY Base: All respondents, n=1000

**Figure 50 – Education**

Education	Unweighted (n=1000)	Weighted (n=1000)
Some high school	2%	2%
High school diploma or equivalent	18%	18%
Registered Apprenticeship or other trades certificate or diploma	5%	5%
College, CEGEP or other non-university certificate or diploma	25%	25%
University certificate or diploma below bachelor's level	7%	7%
Bachelor's degree	28%	28%
Postgraduate degree above bachelor's level	13%	13%
Prefer not to answer	1%	1%

Q38. What is the highest level of formal education that you have completed? SELECT ONLY ONE Base: All respondents, n=1000

**Figure 51 – Children in household**

Children in household	Unweighted (n=1000)	Weighted (n=1000)
Children 12 or younger	17%	16%
Children 13 to 17	10%	9%
<b>NET: Children under 18</b>	<b>24%</b>	<b>22%</b>
No Children	75%	76%
Prefer not to answer	1%	1%

Q39. Please specify the number of children living at home with you in the following age categories: Base: All respondents, n=1000

**Figure 52 – Household income**

Household income	Unweighted (n=1000)	Weighted (n=1000)
Under \$20,000	6%	6%
\$20,000 to \$39,999	10%	11%
\$40,000 to \$59,999	15%	16%
\$60,000 to \$79,999	16%	16%
\$80,000 to \$99,999	14%	14%
\$100,000 to \$149,999	18%	18%
\$150,000 or more	12%	12%
Prefer not to answer	7%	8%

*Q40. Which of the following categories best describes your total household income in 2021? That is, the total of all persons in your household combined, before taxes. Base: All respondents, n=1000*

# Appendix

## Questionnaire

### Government of Canada Product Labelling POR Survey

Thank you for participating in this survey. Quorus Consulting Group Inc., a Canadian market research firm, is conducting this survey on behalf of the Government of Canada to better understand how Canadians use the information on product labels in general to make decisions about their health and the environment. Your feedback is very important. The survey should take you about 15 minutes to complete. The survey is not a test of your knowledge, we simply seek your opinions.

Your participation is voluntary and completely confidential. All your answers will remain anonymous. The information provided will be managed according to the requirements of the *Privacy Act*. The final report on the survey will be available through Library and Archives Canada.

Vous pouvez également répondre au sondage en français.

PROV. Which province or territory do you live in?

Newfoundland and Labrador	1
Nova Scotia	2
Prince Edward Island	3
New Brunswick	4
Québec	5
Ontario	6
Manitoba	7
Saskatchewan	8
Alberta	9
British Columbia	10
Yukon	11
Nunavut	12
Northwest Territories	13
Don't know/Prefer not to answer	99

AGE. Please indicate in which of the following age categories you belong to.

18–24	1
25–34	2
35–44	3
45–54	4
55–64	5
65–74	6
75 or older	7
Prefer not to answer	9

GENDER. What is your gender?

Man	1
Woman	2
Non-binary person	3
Other (please specify): _____	77
Prefer not to answer	99

1. Generally speaking, to what extent are you concerned about the potential environmental impacts of the products you buy and use?

<b>Not at all concerned</b>	<b>Slightly concerned</b>	<b>Somewhat concerned</b>	<b>Moderately concerned</b>	<b>Very concerned</b>	<b>Don't Know/Prefer not to answer</b>
1	2	3	4	5	9

2. Generally speaking, to what extent are you concerned about the potential human health impacts of the products you buy and use?

<b>Not at all concerned</b>	<b>Slightly concerned</b>	<b>Somewhat concerned</b>	<b>Moderately concerned</b>	<b>Very concerned</b>	<b>Don't Know/Prefer not to answer</b>
1	2	3	4	5	9

**ASK Q3 IF Q1 = 1 OR 2 OR Q2 = 1 OR 2**

3. You mentioned that you were 'Not at all concerned' or 'Slightly concerned' about the potential environmental or health impacts of the products you buy and use. Which of the following statements best describes your reasoning for a low level of concern for either the environmental or health impact of products? **[RANDOMIZE ITEMS 1 TO 5]**

I am just one person and my choices make no difference	1
I do not trust companies to provide me with accurate information	2
I do not trust the government to provide me with accurate information	3
The products I use are available in Canada so I trust them to be safe	4
I do not have time to consider these things	5
Other (please specify): _____	77
Don't know / Prefer not to say	99

4. To what extent do you agree with the following statements about product labels you see on the products you typically buy? **[RANDOMIZE ITEMS A TO E]**

- a. Product labels are usually clear and easy to understand
- b. Product labels can contain helpful information
- c. Product labels can be trusted
- d. Product labels usually provide enough information to make healthy choices for myself and my family
- e. Product labels usually provide enough information to make environmentally friendly choices

Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree	Don't Know/Prefer not to answer
1	2	3	4	5	9

5. When you are considering purchasing a product, which of the following do you usually consider? **CHECK ALL THAT APPLY [RANDOMIZE ITEMS 1 TO 21]**

Aesthetics or physical appearance of the product	1
Country of origin	2
Information on ingredients, including chemicals	3
Customer reviews	4
Ease of purchase	5
Ease of repair	6
Energy efficiency	7
Product is recyclable	8
Product is compostable	9
Product includes recycled content	10
Product or packaging can be returned for reuse	11
Functionality (how well it will do the job)	12
Impact on environment	13
Human health and safety	14
Previous personal experience with the brand	15
Quality or durability	16
Hazards associated with using the product (for example, flammability, corrosiveness)	17
Instructions or precautions for use	18
Whether it was tested on animals	19
Ecolabel or certification (for example, "organic", "recyclable", "compostable")	20
Cost	21
Other (please specify): _____	77
None of the above <b>[EXCLUSIVE]</b>	98
Don't know/Prefer not to answer <b>[EXCLUSIVE]</b>	99

6. When you are considering using or purchasing a product, what information would you find useful to have on the product label? *CHECK ALL THAT APPLY* [RANDOMIZE ITEMS 1 TO 13]

Information on the recyclability of the product or of its packaging	1
Information on the amount of recycled content in the product or its packaging	2
Information on the energy efficiency of the product	3
Information on product ingredients (what the product is made of, including chemicals)	4
Information on whether the product contains specific chemicals or ingredients of concern, including allergens	5
Information on whether the product contains ingredients that are known or suspected to be hazardous to human health	6
Information on whether the product contains ingredients that are known or suspected to be harmful to the environment	7
General information on whether the product is safe	8
General information on whether the product is environmentally friendly	9
Information on the hazards associated with using the product	10
Information on whether the product was tested on animals	11
Information on how to use the product safely	12
Information on the benefits of using the product	13
Other (please specify): _____	77
None of the above [EXCLUSIVE]	98
Don't know/Prefer not to answer [EXCLUSIVE]	99

7. When you consider purchasing a product, you may be discouraged from buying for many reasons. Which of the following has discouraged you from buying a product in the past? *CHECK ALL THAT APPLY* [RANDOMIZE ITEMS 1 TO 6]

Product information that is important to me was missing (for example, ingredients)	1
Product information on the label was difficult to read (for example, too small, difficult to find)	2
Product information was confusing or unclear	3
Product information was only available online (for example, accessible with a QR code or a web address)	4
Product information was not available online	5
Product information was not available in my preferred official language	6
Other (please specify): _____	77
None of the above [EXCLUSIVE]	98
Don't know/Prefer not to answer [EXCLUSIVE]	99

**[ASK Q8 IF OPTION “Product information is only available online (for example, accessible with a QR code or a website address)” IS CHECKED**

8. You mentioned you may have been discouraged from purchasing a product for which the product information was only available online. We would like to know why you may not have been able or inclined to access the online information. *CHECK ALL THAT APPLY* **[RANDOMIZE ITEMS 1 TO 7]**

I do not own a smartphone or a computer	1
I do not have cell phone data	2
I do not trust information online	3
I do not have reliable internet access where I live or shop	4
I do not know how to access information online	5
I am not comfortable accessing information online	6
I do not know about QR codes	7
Other (Please specify): _____	77
None of the above <b>[EXCLUSIVE]</b>	98
Don't know/Prefer not to answer <b>[EXCLUSIVE]</b>	99

**[ASK Q9 IF Q7 option “Product information was not available online (e.g., a QR code or a website address)” IS CHECKED]**

9. You mentioned you may already have been discouraged from purchasing a product for which the product information was not available online (for example, a QR code or a website address). We would like to know how you generally access product information online. *CHECK ALL THAT APPLY* **[RANDOMIZE ITEMS 1 TO 4]**

I use a smartphone to access information on a website using a browser (for example, Safari, Chrome, Edge, Firefox)	1
I use a computer to access information on a website using a browser (for example, Safari, Chrome, Edge, Firefox)	2
I scan the product code (for example, barcode, QR code) using a smartphone	3
I scan the product code (for example, barcode, QR code) using a smartphone app that checks or compares product information (for example, Think Dirty®, Detox Me, Chemical Maze, Ingredients Scanner)	4
Other (Please specify): _____	77
None of the above <b>[EXCLUSIVE]</b>	98
Don't know/Prefer not to answer <b>[EXCLUSIVE]</b>	99



10. What do you consider to be the key factors for products to be **safe for one's health**? *CHECK ALL THAT APPLY* [RANDOMIZE ITEMS 1 TO 10]

The product contains only a few ingredients	1
The product contains only ingredients I recognize	2
The product doesn't contain any specific chemicals or ingredients of concern, including allergens	3
The product doesn't contain any artificial flavours, colours, or fragrances	4
The product is made from natural ingredients not derived from synthetic chemicals	5
Using the product does not present any immediate health hazards (for example, irritant, corrosive, explosive, flammable)	6
The use of the product as intended is not associated with long-term health effects (for example, cancer, damage to DNA, reproductive effects)	7
The product has been tested by the manufacturer to verify that it is safe and effective for its intended use before being approved for sale	8
The product has been tested by a regulatory authority to verify that it is safe and effective for its intended use before being approved for sale	9
The product is identified to be safe for one's health by a third-party organization I trust (for example, through the use of a label or ecolabel)	10
None of the above [EXCLUSIVE]	98
Don't know/Prefer not to answer [EXCLUSIVE]	99

11. Where do you look for information on whether a product is considered to be **safe for one's health**? *CHECK ALL THAT APPLY* [RANDOMIZE ITEMS 1 TO 12]

In the store (physical storefront or online retailer)	1
On television, radio or podcasts	2
In print media (such as newspapers or magazines)	3
In advertisements (such as billboards, radio, tv, print, or digital advertisements)	4
From family members, friends or colleagues	5
On social media	6
On video sharing platforms (such as YouTube, Tik Tok)	7
On government websites or smartphone apps	8
On manufacturer websites or smartphone apps	9
On retailer websites or smartphone apps	10
On third-party websites or smartphone apps	11
On the product label	12
Other (Please specify): _____	77
None of the above [EXCLUSIVE]	98
Don't know/Prefer not to answer [EXCLUSIVE]	99

12. What do you consider to be the key factors for products to be **environmentally friendly**? *CHECK ALL THAT APPLY* [RANDOMIZE ITEMS 1 TO 19]

- |  |    |
|--|----|
| The product has no negative environmental effects  | 1  |
| The product is recyclable in local recycling facilities  | 2  |
| The product or its packaging is reusable   | 3  |
| The product has been refurbished or remanufactured   | 4  |
| The product is compostable (biodegradable) in local composting facilities  | 5  |
| The product is repairable  | 6  |
| The product or its packaging includes recycled content   | 7  |
| The product does not produce unnecessary waste (for example, is not overpackaged)  | 8  |
| The product does not include single-use plastics   | 9  |
| The product is carbon neutral (any carbon dioxide emissions associated to the product were offset through other means, for example, by planting trees) | 10 |
| The product is durable   | 11 |
| The product requires less energy for production, packaging, and transport compared to similar products   | 12 |
| The product uses green chemistry (processes that reduce and eliminate the use or generation of hazardous substances)                                   | 13 |
| The product requires less water for production, packaging, and transport compared to similar products  | 14 |
| The product is less damaging to aquatic or other environments compared to similar products   | 15 |
| The product is not tested on animals   | 16 |
| The product is made from natural ingredients not derived from synthetic chemicals  | 18 |
| The product is identified to be environmentally friendly by a third-party organization I trust (for example, through the use of a label or ecolabel)   | 19 |
| Other (Please specify): _____  | 77 |
| None of the above [EXCLUSIVE]  | 98 |
| Don't know/Prefer not to answer [EXCLUSIVE]  | 99 |

13. Where do you look for information on whether a product is **environmentally friendly**? *CHECK ALL THAT APPLY* [RANDOMIZE ITEMS 1 TO 12]

In the store (physical storefront or online retailer)	1
On television, radio or podcasts	2
In print media (such as newspapers or magazines)	3
In advertisements (such as billboards, radio, tv, print, or digital advertisements)	4
From family members, friends or colleagues	5
On social media	6
On video sharing platforms (such as YouTube, Tik Tok)	7
On government websites or smartphone apps	8
On manufacturer websites or smartphone apps	9
On retailer websites or smartphone apps	10
On third-party websites or smartphone apps	11
On the product label	12
Other (Please specify): _____	77
None of the above [EXCLUSIVE]	98
Don't know/Prefer not to answer [EXCLUSIVE]	99

14. How important would it be for you to have the following types of **environmental impact information** [HOVER DEFINITION: **How a product and its packaging are designed, built, and transported to you**] when purchasing different products? Please use the “drag and drop” feature to indicate the importance of each type of information to you, with the most important at the top of the ranking and the least important at the bottom. [RANDOMIZE ITEMS A TO I]

a. Greenhouse gas emissions	
b. Water usage	
c. Energy consumption	
d. Where the product ingredients or materials came from	
e. What the product is made of	
f. The presence of substances potentially hazardous to the environment	
g. Reusability	
h. Recyclability/compostability	
i. Repairability	
None of the above, I don't give importance to any of this	98
Don't know/Prefer not to answer	99

15. An “**ecolabel**” is a mark or a symbol placed on product packaging to claim the product has a reduced impact on the environment in comparison to other alternatives. How familiar are you with “**ecolabels**” for products?

Not at all familiar	Slightly familiar	Somewhat familiar	Moderately familiar	Very familiar	Don't Know/Prefer not to answer
1	2	3	4	5	9

16. When a product label contains an **ecolabel** [**HOVER DEFINITION: An “ecolabel” is a mark or a symbol placed on product packaging to claim the product has a reduced impact on the environment in comparison to other alternatives.**], how often do you look at this information to determine whether you will purchase that item?

Never	Rarely	Sometimes	Often	Always	Don't Know/Prefer not to answer
1	2	3	4	5	9

17. In your opinion, how credible are the **ecolabels** found on product packaging?

Not at all credible	Slightly credible	Somewhat credible	Moderately credible	Very credible	Don't Know/Prefer not to answer
1	2	3	4	5	9

18. When you are thinking about buying a product, would you choose a product with an **ecolabel** [**HOVER DEFINITION: An “ecolabel” is a mark or a symbol placed on product packaging to claim the product has a reduced impact on the environment in comparison to other alternatives.**] over another product that did not have an ecolabel, for each of the following product types? [**RANDOMIZE ITEMS A TO K**]

- Food and beverages
- Cosmetics and personal care products
- Home furnishings (for example, furniture, appliances, cooking utensils)
- Office supplies (for example, paper, pens)
- Construction, building and home repair products
- Paints and dyes
- Cleaning products
- Baby or children’s products
- Textiles, clothing and footwear
- Medication and health products
- Electronics

Yes	No, it makes no difference for this type of product	Don't Know/Prefer not to answer
1	2	9

19. Which of the following labels or **ecolabels** [**HOVER DEFINITION: An “ecolabel” is a mark or a symbol placed on product packaging to claim the product has a reduced impact on the environment in comparison to other alternatives.**] are you familiar with? (Note that some labels and ecolabels may look slightly different and contain added information: please consider this when responding) *CHECK ALL THAT APPLY* **[RANDOMIZE ITEMS 1 TO 32]**

ECOLOGO®	1
GREENGUARD	2
EnerGuide	3
ENERGY STAR	4
Möbius loop (recyclable)	5
B Corp	6
Canada Organic	7
FAIRTRADE	8
Environmental Working Group	9
Safer Choice	10
Green-e Energy	11
Leaping Bunny	12
Caring Consumer	13
Responsible Wool Standard	14
Responsible Choice®	15
Natural Standard and Certification	16
Non-GMO Project	17
Marine Stewardship Council	18
OEKO-TEX® STANDARD 100	19
Rainforest Alliance	20
UTZ Certified	21
CertiPUR-US	22
Society of the Plastics Industry Symbols	23
Global Organic Textile Standard	24
CSA Sustainable Forest Management	25
BPI Compostable	26
Sustainable Forestry Initiative	27
Forest Stewardship Council	28
BNQ Compostable	29
Cradle to Cradle Certified®	30
Ecocert Canada	31
None of the above <b>[EXCLUSIVE]</b>	98

20. Do you intentionally buy products with **ecolabels** [**HOVER DEFINITION: An “ecolabel” is a mark or a symbol placed on product packaging to claim the product has a reduced impact on the environment in comparison to other alternatives.**] you trust?

- |                          |          |
|--------------------------|----------|
| Yes                      | 1        |
| No                       | 2        |
| <b>Do not know</b>       | <b>3</b> |
| <b>Do not use labels</b> | <b>4</b> |
| Prefer not to answer     | 5        |

[ASK Q21 IF Q20 = 1]

21. Why would you **intentionally buy** products with **ecolabels** [**HOVER DEFINITION: An “ecolabel” is a mark or a symbol placed on product packaging to claim the product has a reduced impact on the environment in comparison to other alternatives.**]? *CHECK ALL THAT APPLY* [RANDOMIZE ITEMS 1 TO 7]

- |   |    |
|---|----|
| The label tells me that the product is better for the environment.                      | 1  |
| The label tells me that the product is not harmful (or less harmful) to wildlife        | 2  |
| The label tells me that the product is healthier  | 3  |
| The label tells me that the product is of greater quality                               | 4  |
| The label tells me that the product is more durable                                     | 5  |
| The label tells me that the product is less wasteful                                    | 6  |
| The label tells me that the product is subject to more testing than comparable products | 7  |
| Other (Please specify): _____   | 77 |
| None of the above [EXCLUSIVE]   | 98 |
| Don't know/Prefer not to answer [EXCLUSIVE]   | 99 |

[ASK Q22 IF Q20 = 2]

22. Why would you **intentionally avoid buying** products with **ecolabels** [**HOVER DEFINITION: An “ecolabel” is a mark or a symbol placed on product packaging to claim the product has a reduced impact on the environment in comparison to other alternatives.**]? *CHECK ALL THAT APPLY* [RANDOMIZE ITEMS 1 TO 5]

- |  |    |
|--|----|
| The cost of products with ecolabels is too high                                | 1  |
| I am not sure that an ecolabel means the product is better than an alternative | 2  |
| I do not trust the claims made on the ecolabel                                 | 3  |
| I think that ecolabels are just a marketing scheme                             | 4  |
| I already use products that I trust  | 5  |
| Other (Please specify): _____  | 77 |
| None of the above [EXCLUSIVE]  | 98 |
| Don't know/Prefer not to answer [EXCLUSIVE]                                    | 99 |

23. To what extent does a label indicating recyclability or compostability affect how you dispose of a product or its packaging after the end of its useful life?

<b>No influence</b>	<b>Some influence</b>	<b>Great deal of influence</b>	<b>Don't Know/Prefer not to answer</b>
1	2	3	9

24. How important is it to you that information on the ingredients of a product (what the product is made of, including chemicals) be available?

<b>Not at all important</b>	<b>Slightly important</b>	<b>Neutral</b>	<b>Moderately important</b>	<b>Very important</b>	<b>Don't Know/Prefer not to answer</b>
1	2	3	4	5	9

[ASK Q25 IF Q24 option is = “neutral/moderately important/very important”]:

25. You answered that information on the ingredients of a product is important to you (what the product is made of, including chemicals). How likely is the ingredient composition of a product (what the product is made of, including chemicals) to influence your decision to purchase that product?

<b>Very unlikely</b>	<b>Unlikely</b>	<b>Neutral</b>	<b>Likely</b>	<b>Very likely</b>	<b>Don't Know/Prefer not to answer</b>
1	2	3	4	5	9

26. How important is it to you that the information included on all product labels be consistent from one product type to another?

<b>Not at all Important</b>	<b>Slightly important</b>	<b>Neutral</b>	<b>Moderately important</b>	<b>Very Important</b>	<b>Don't Know/Prefer not to answer</b>
1	2	3	4	5	9

[ASK IF Q26 = 4 or 5]

27. Why is it moderately/very important to you that the information included on product labels be consistent from one product type to another?

[Open Text Box Field]

28. To what extent do you agree or disagree that the information currently available on product labels is sufficient for you to make informed decisions about **health** for the following product categories?

[RANDOMIZE ITEMS A TO I]

- a. Personal care products or cosmetics
- b. Home furnishings (for example, furniture, appliances, cooking utensils)
- c. Office supplies (for example, paper, pens)
- d. Construction, building, and home repair products
- e. Paints and dyes
- f. Cleaning products
- g. Baby or children’s products
- h. Textiles, clothing and footwear
- i. Electronics

Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree	Don't Know/Prefer not to answer
1	2	3	4	5	9

29. To what extent do you agree or disagree that there is enough information on product labels for you to make **environmentally friendly** [HOVER DEFINITION: Has no or the least possible impact on the environment.] decisions when buying products in the following product categories? [RANDOMIZE ITEMS A TO K]

- a. Food and beverages
- b. Personal care products and cosmetics
- c. Home furnishings (for example, furniture, appliances, cooking utensils)
- d. Office supplies (for example, paper, pens)
- e. Construction, building and home repair products
- f. Paints and dyes
- g. Cleaning products
- h. Baby or children’s products
- i. Textiles, clothing and footwear
- j. Medication and health products
- k. Electronics

Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree	Don't Know/Prefer not to answer
1	2	3	4	5	9



30. To what extent do you feel that it is important to include chronic health effects **[HOVER DEFINITION: Effects that can occur from long-term or repeated exposure to a product, and can include such risks as cancer, reproductive effects, damages to DNA, and damage to specific organs of the body.]** of products on product labels?

Not at all Important	Slightly important	Neutral	Moderately important	Very Important	Don't Know/Prefer not to answer
1	2	3	4	5	9

**[ASK Q31 IF Q30 > 2]**

31. Which of the following statements best describes your view on the disclosure of chronic health effects of products? **[RANDOMIZE ITEMS 1 TO 3]**

Chronic health effects should be available for all products on a mandatory basis (for example, through regulation)	1
Chronic health effects should be available for all products on a voluntary basis (companies choose whether to include the information)	2
Chronic health effects are not important to me and don't need to be made available	3
Other (Please specify): _____	77
Don't know/Prefer not to answer	99

32. How often do you read the following parts of the labelling or packaging information for **household chemical products [HOVER DEFINITION: Chemical products that are generally used in the home, including products such as cleaning products, paint and paint strippers, and degreasers]**? **[RANDOMIZE ITEMS A TO H]**

- Brand or product name
- Information on how to use the product
- Directions on how to use the product safely (for example, "use only in a well-ventilated area", "wear eye protection", "do not get on skin or clothing")
- Health hazard information (for example, warning statements or a toxic hazard symbol)
- List of product ingredients
- Any ecolabels included on the product packaging
- Directions for safe storage of the product (for example, "keep out of reach of children")
- Directions for environmentally safe disposal of the product (for example, "do not pour down drain")

Never	Rarely	Sometimes	Often	Always	Don't Know/Prefer not to answer
1	2	3	4	5	9

33. In general, how do you use the information available on labels for your household chemical products?

CHECK ALL THAT APPLY [RANDOMIZE ITEMS 1 TO 8]

To determine if a product contains an ingredient that concerns me for health reasons	1
To determine if a product contains an ingredient that concerns me for environmental reasons	2
To learn about the health hazards associated with a product (for example, corrosive, flammable, irritant)	3
To learn how to use the product safely	4
To learn how to use the product efficiently	5
To learn how to store the product safely	6
To learn how to safely dispose of the product	7
I do not read product labels	8
Other (please specify): _____	77
None of the above [EXCLUSIVE]	98
Don't know/Prefer not to answer [EXCLUSIVE]	99

34. What information is or would be useful to you if it was included on the label of a household chemical product? CHECK ALL THAT APPLY [RANDOMIZE ITEMS 1 TO 6]

A complete list of ingredients	1
A list of ingredients that pose a hazard to human health	2
A list of ingredients that pose a hazard to the environment	3
A label or warning to identify products that may cause short-term (acute) health effects	4
A label or warning to identify products that may cause long-term (chronic) health effects	5
A general warning about the hazards to the environment that are associated with the product	6
Other (please specify) : _____	77
None of the above [EXCLUSIVE]	98
Don't know/Prefer not to answer [EXCLUSIVE]	99

## A. Demographics

The last few questions are strictly for statistical purposes. All of your answers are completely confidential.

35. Do you currently live in...

A city or metropolitan area with a population of at least 100,000	1
A city with a population of 30,000 to 100,000	2
A city or town with a population of 10,000 to 30,000	3
A town or rural area with a population under 10,000	4
Prefer not to answer	9

36. Which of the following best describes the sector you work in?

Management occupations	1
Business, finance and administration occupations	2
Natural and applied sciences and related occupations	3
Health occupations	4
Occupations in education, law and social, community and government services	5
Occupations in art, culture, recreation and sport	6
Sales and service occupations	7
Trades, transport and equipment operators and related occupations	8
Natural resources, agriculture and related production occupations	9
Occupations in manufacturing and utilities	10
Other, please specify: _____	77
None of the above – not currently employed/retired [EXCLUSIVE]	98
Don't know/Prefer not to answer [EXCLUSIVE]	99

37. Please indicate whether you belong to any of the following indigenous groups: *CHECK ALL THAT APPLY*

First Nations, which includes Status and Non-Status	1
Métis	2
Inuk or Inuit	3
None of the above [EXCLUSIVE]	4
Prefer not to answer [EXCLUSIVE]	5

38. What is the highest level of formal education that you have completed? *SELECT ONLY ONE*

Some high school	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 certificate or diploma below bachelor's level	5
Bachelor's degree	6
Postgraduate degree above bachelor's level	7
Prefer not to answer	9

39. Please specify the number of children living at home with you in the following age categories:

# of children age 12 or younger _____	
# of children 13 to 17 years old _____	
I do not have children under 18 living with me	88
Prefer not to answer	99

40. Which of the following categories best describes your total household income in 2021? That is, the total of all persons in your household combined, before taxes.

- Under \$20,000 1
- \$20,000 to \$39,999 2
- \$40,000 to \$59,999 3
- \$60,000 to \$79,999 4
- \$80,000 to \$99,999 5
- \$100,000 to \$149,999 6
- \$150,000 or more 7
- Prefer not to answer 9

**PRETEST QUESTIONS [TO BE REMOVED AFTER COMPLETING PRETEST]:**

The survey you just finished is one of the very first we have done for this project, please answer the following few questions to help us improve the survey.

P1A. Overall, this survey was easy to complete?

<b>Strongly disagree</b>	<b>Somewhat disagree</b>	<b>Neither agree or disagree</b>	<b>Somewhat agree</b>	<b>Strongly agree</b>
1	2	3	4	5

P1B. The time it took to be interviewed was reasonable.

<b>Strongly disagree</b>	<b>Somewhat disagree</b>	<b>Neither agree or disagree</b>	<b>Somewhat agree</b>	<b>Strongly agree</b>
1	2	3	4	5

P2. Were there any questions or terms used in this survey that you felt were not explained properly?

- Yes – which ones/please explain: \_\_\_\_\_ 1
- No 2

P3. Did you feel that any of the questions were too sensitive or personal?

- Yes – which ones/please explain: \_\_\_\_\_ 1
- No 2

P4. Do you have any other comments or suggestions to offer for ways to improve this survey?

This concludes the survey. Your answers have been submitted. Thank you for your participation!