

Award Date: 2020-01-20  
Contract Number: HT372-193972/001/CY  
POR-070-19  
Contact Information: [por-rop@hc-sc.gc.ca](mailto:por-rop@hc-sc.gc.ca)

# Health Canada Awareness and Confidence in Canada's Pesticide Regulatory System

**March 31<sup>st</sup>, 2020**

## **Ipsos Public Affairs**

1 Nicholas Street, Suite 1400  
Ottawa ON K1N 7B7  
Tel: 613.241.5802  
Fax: 613.248.7981  
[www.ipsos.ca](http://www.ipsos.ca)

« Ce rapport est aussi disponible en français »

## POLITICAL NEUTRALITY STATEMENT

I hereby certify as a Representative of Ipsos that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.



Mike Colledge  
President  
Ipsos Public Affairs

**Catalogue number:**

H114-39/2020E-PDF

**International Standard Book Number (ISBN):**

978-0-660-34951-0

**Related publications (registration number: POR 019-19):**

Catalogue number H114-39/2020F-PDF (Final report, French)

ISBN 978-0-660-34952-7

© Her Majesty the Queen in Right of Canada, as represented by the Minister of Health, 2020

## Contents

<i>POLITICAL NEUTRALITY STATEMENT</i> .....	2
<i>Executive Summary</i> .....	5
<i>Introduction and Background</i> .....	5
<i>Research Objectives</i> .....	5
<i>Overview of Methodology</i> .....	6
<i>Key Findings</i> .....	7
<i>Quantitative Detailed Findings</i> .....	10
<i>1.1 Awareness of Pesticides</i> .....	10
<i>Section Overview:</i> .....	10
<i>Top-of-Mind Thoughts About Pesticides and Pesticide Use</i> .....	10
<i>Seen, Read or Heard About Pesticides Over Last Three Months</i> .....	11
<i>1.2 Perceptions of Pesticides and Personal Use</i> .....	12
<i>Section Overview:</i> .....	12
<i>Necessary and Serve a Purpose</i> .....	13
<i>Acceptable Use of Pesticides</i> .....	14
<i>Natural Alternatives to Conventional/Registered Pesticides</i> .....	16
<i>Safety of Pesticide Use</i> .....	18
<i>Safety of Specific Products</i> .....	19
<i>Frequency of Personal Use of Pesticides in the Past 12 Months</i> .....	20
<i>Safe Personal Use of Pesticides</i> .....	21
<i>1.3 Knowledge and Information Sources</i> .....	24
<i>Section Overview</i> .....	24
<i>Perceived Knowledge and Access to Information</i> .....	24
<i>Likely Information Sources about Pesticides</i> .....	26
<i>Information Sources Consulted</i> .....	29
<i>Internet Information Sources Consulted</i> .....	30
<i>Likely Subject of Search</i> .....	31
<i>Credibility of Information Sources</i> .....	33
<i>1.4 Regulatory System</i> .....	35
<i>Section Overview</i> .....	35
<i>Level of Knowledge About the Pesticides Regulatory Process in Canada</i> .....	35
<i>Awareness of Health Canada Assessment</i> .....	36
<i>Knowledge of Jurisdiction Responsible for Pesticide Regulation</i> .....	37
<i>Understanding About Regulatory Decision-Making Process</i> .....	39
<i>Knowledge of What Products are Regulated</i> .....	40
<i>1.5 Views of Pest Management Regulatory Agency</i> .....	42
<i>Section Overview</i> .....	42

## Awareness and Confidence in Canada’s Pesticide Regulatory System

Perceptions of PMRA.....	42
PMRA Responsibilities .....	43
Awareness and Knowledge of PMRA Public Consultation Process.....	45
Confidence in PMRA .....	46
Comparison to the European Union.....	49
Comparison to the United States .....	51
Comparison to China .....	53
<i>1.6 Qualitative Findings .....</i>	<i>55</i>
Awareness of Pesticide Products .....	55
Public Safety Concerns and Perceptions of the Current Regulatory System.....	56
Views and Awareness of the Role of Government .....	57
Transparency and Availability of Information .....	58
Reactions to Video treatments .....	59
<i>Appendix .....</i>	<i>62</i>
Respondent Profile.....	62
Quantitative Survey Methodological Report .....	64
Qualitative Methodology .....	66
Quantitative Survey Instrument.....	67
Qualitative Screener .....	90
Qualitative Discussion Guide.....	102

## Executive Summary

### Introduction and Background

The Pest Management Regulatory Agency (PMRA) is the branch of Health Canada responsible for regulating pesticides under the authority of the Pest Control Products Act (PCPA). PMRA's primary mandate is to prevent unacceptable risks to Canadians and the environment from the use of these products.

In 2016, the PMRA published a Strategic Plan for the agency which included a new vision statement: Canadians are confident that Canada's pesticide regulatory system protects their health and the environment. Related to this vision, the Strategic Plan features two Strategic Outcomes tied to the views and opinions of Canadians: i) PMRA makes evidence-based regulatory decisions and policies that are protective of human health and the environment, in a timely, open and transparent manner, and ii) Canadians recognize that PMRA makes pesticide regulatory decisions that protect their health and the environment. To support the Strategic Plan, by ensuring the Strategic Outcomes are achieved and the new vision is realized, a Communications and Outreach Strategy has been developed.

While PMRA works diligently to make and implement decisions that protect the health and environment of Canadians, efforts to communicate and engage with Canadians have not kept pace. A more deliberate, proactive, open and transparent engagement of Canadians will help to increase understanding of, and confidence in, PMRA's work. In turn, this will support compliance with the requirements of the PCPA and the broader effectiveness of PMRA's efforts to protect the health and environment of Canadians.

To support the development of approaches for communications and engagement that are evidence-based and supported by meaningful data - so that resources are directed toward activities that deliver real value to Canadians – quantitative and qualitative research was conducted among a sample of the Canadian general public.

### Research Objectives

In 2016, Ipsos conducted research on behalf of PMRA to establish the baseline awareness and opinions of Canadians about the pesticide regulatory system in Canada and assess the key messages and techniques as part of the 5-year Communications and Outreach Strategy.

As a follow-up to the 2016 research, this research was conducted to measure changes over time and develop a further understanding of Canadians' awareness and confidence in Canada's pesticide regulatory system. Specific objectives for each phase of research included:

#### *Quantitative research*

- To measure Canadians' awareness and confidence in Canada's pesticide regulatory system;
- To assess Canadians' opinions about the openness and transparency of Canada's pesticide regulatory system, as well as the timeliness of decision-making;
- To assess Canadians knowledge and opinions about pesticides in general; and,
- To determine current Canadians' information seeking behaviours related to pesticides.

### *Qualitative research*

- To seek a better understanding of Canadians awareness and confidence in Canada's pesticide regulatory system;
- To gather information on how best to inform Canadians on pesticides (e.g. social media, advertising, news media, agency spokesperson, industry scientist, etc.), which types of pesticides information are of interest to Canadians; and,
- To evaluate pesticides messages and taglines to determine if they are clear, credible, relevant and whether they resonate with Canadians.

The research is intended to inform the development of approaches for communications and engagement that are evidence-based and supported by meaningful data so that resources are directed toward activities that deliver real value to Canadians. The research will also assist with developing indicators which can help assess the impacts of these activities.

The outcome of the research will provide direction on how to develop a more effective communications and outreach strategy regarding pesticide regulatory decisions as a part of ongoing communications and public outreach work. Ultimately, research findings will be used to help improve the nature of communications and engagement with Canadians about pesticides so that they can make more informed decisions about pesticide use which will prevent incidents of misuse and help protect their health and environment.

This report details the results of this research, conducted in two parts (quantitative and qualitative), between February 2020 and March 2020. The total contract value of this research was \$99,754.37 including HST.

The key audience for this study include members of the Canadian general public, aged 18 or older.

## **Overview of Methodology**

This research was conducted in two phases:

- The **quantitative component of the research** took the form of a 15-minute online survey, with a nationwide sample of n=2,029 Canadians aged 18 years and older. The survey was administered using Ipsos' panel-based resources for data collection (iSay panel). The survey instrument consisted of a series of closed-end and open-end questions designed in consultation with the Health Canada Project Authority. An online pre-test was conducted with 10 English language completes and 10 French language completes. Survey fieldwork took place between February 10<sup>th</sup>, 2020 and February 19<sup>th</sup>, 2020. The final survey data were weighted to 2016 Census data for region, gender, and age.
- The **qualitative component of the research** took the form of six, 90 minute focus groups conducted with a total of 48 general public participants. Focus group participants were selected according to the Standards for the Conduct of Government of Canada Public Opinion Qualitative Research. Two English language focus groups were conducted in Toronto on February 25th, 2020, two French language groups were conducted in Montreal on February 26th, 2020 and a further two English language groups were conducted in Calgary on February 27th, 2020. It should

be noted that the qualitative findings are intended to reveal a rich range of opinions and interpretations. Qualitative findings should not be extrapolated to the broader population as they are not statistically projectable. Contrarily to the 2016 sounding where qualitative research was intended to further inform quantitative findings, 2020 qualitative and quantitative phases of the research were carried out concurrently.

### Incentives/honoraria

For the quantitative survey, the Ipsos i-Say panel provided a number of innovative incentive programs to participants tailored to the specific requirements of each survey, depending on the length of the survey, the subject matter of the study, and the time required to complete a minimum number of interviews. A point-based system is used where participants can redeem points for various items.

For the qualitative focus groups, Ipsos provided an honorarium of \$85.00 CDN to participants to attend the focus groups in order to encourage full attendance.

### This Report

This report contains the findings from both the quantitative online survey and the qualitative focus group sessions.

The data were weighted to the Canadian population data by region, gender, and age. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding.

▲▼ Symbols have been used to indicate statistically significant results compared to 2016, wherever applicable.

## Key Findings

### *Quantitative research*

Overall awareness of pesticides and the pesticide regulatory process continues to be low. Notably however, higher levels of recall about pesticides are seen among those aged 18 to 34, those who are aware that Health Canada assesses pesticide safety, and those who are *not* confident that Health Canada's PMRA protects health and the environment. Potentially negative associations may be contributing to more recall.

Even amidst low awareness levels, respondents continue to associate pesticides with negative connotations. Survey results show that women, those who report lower levels of knowledge about the pesticides regulatory system and those who do not use pesticides, are more likely to associate them with negative thoughts.

Despite any prevailing health and safety concerns or negative associations, more respondents agree than disagree that pesticides are necessary and serve a purpose, and men are more likely to agree than women. The groups that are more likely to agree on the necessity of pesticides also include those who are knowledgeable about the pesticides regulatory process in Canada, and those who are aware that Health Canada assesses the safety of pesticides before deciding whether they can be registered in Canada, and are confident that the PMRA is doing its job.

A very small minority indicated that they are at least somewhat knowledgeable about the pesticide regulatory process in Canada. Even fewer indicated they had a high level of understanding about how pesticides regulatory decisions are made.

While an increasing majority compared to 2016 believe that the Federal Government has responsibilities for regulating pesticides in Canada, most think it is the department of Agriculture and Agri-Food Canada that is responsible for this. At the same time, the identification of Health Canada is also high and has increased since 2016.

Despite low levels of knowledge about the pesticide regulatory process itself, Canadians exhibit increased confidence that Health Canada's PMRA protects the health and the environment, and trust in decision making has also improved since 2016.

The extent of acceptability of pesticides continues to be determined by factors such as personal or industrial use (such as when used by a consumer around the home, compared to industrial or agricultural use) as well as scale or extent of use (private use at home, compared to publicly i.e. in the commercial forestry sector or public green spaces).

In fact, while acceptability is still high, it has declined compared to 2016 for use in residential areas or in and around barns where agricultural animals are housed. Respondents continued to be most cautious about the use of pesticides on food imported into Canada and on fruits and vegetables, and their products, sold in Canada or exported. Groups with higher knowledge of the regulatory system, who frequently use pesticides, are aware of Health Canada's assessment of pesticide safety, or have confidence in the PMRA to protect health and the environment display higher ratings of acceptability.

Though a slightly higher proportion of Canadians in 2020 have sought information on pesticides than in 2016, the information seeking behaviour is largely consistent. Those seeking information about pesticides on the Internet primarily turn to Google or a pesticide product website as sources, and a majority would consider consulting the Health Canada website if they were looking for information about pesticides. This indicates that while those seeking information may not currently think about visiting the Health Canada website, that they are open to receiving information from the department. Health Canada scientists are the most trusted source of information on pesticides, an increase since 2016.

In the 2020 survey, additional demographic and identity information was collected. 13% of respondents identified as being an Immigrant and/or born outside of Canada, 7% identified as having a disability, 7% as LGBTQ2S+, 6% as a member of an ethnocultural or a visible minority group (not including Indigenous) and 4% as Indigenous. Additionally, out of all those surveyed, 1% of respondents indicated they live on a reserve.



*Qualitative research*

As was the case in 2016, most focus group participants - in all three locations - associate pesticides with three broad areas of concern, namely:

- ✓ **Health Related Concerns:** Participants often referenced health related side effects, concerns related to effects of short term and long-term exposure - cancer and mesothelioma specifically, and toxicity levels.
- ✓ **Environmental Concerns:** Unintended impact on flora and fauna due to run off, broader impacts on the environment, non-targeted species, ecosystems, waterways and some references to potential negative effects on reproductive rates in some species (i.e. Bees).
- ✓ **Concerns related to usage:** Usage in agricultural settings as it relates to crops and food production, as well as domestic uses (weed control, insect repellents, cosmetic usage for home applications.)

Most participants realize that pesticides and pesticide usage, particularly in the context of commercial or agricultural applications, are a necessity of doing business in order to ensure Canadian crops and produce are of good quality and can be exported to foreign markets. Most feel it is possible to 'manage' unintended side effects of pesticide usage by following prescribed application rates and usage guidelines.

Most agree that there is a role for government/academia, farmers, environmental protection agencies and the public when it comes to decisions related to pesticides to be used in Canada. Few see a role for pesticide industry representatives here as participants are of the view that if there are commercial interests involved money/profits would supersede all other considerations.

Very few participants take the time necessary to research more detailed pesticide related information, whether online or via any other source, such as by government or otherwise. Despite this, most felt that if the intent was indeed to effectively disseminate this type of information, verified or trusted web enabled channels (such as Health Canada's site or other government sites) would likely be preferred.

Reactions to all materials presented are more positive than negative. Of the three videos presented, 'What do Health Canada scientists do' is less well received than 'Is there a risk to the environment' and 'Is there a risk to health'. This was particularly true for sessions in Toronto and Calgary.

Despite some concerns related to script in 'What do Health Canada Scientists do' specifically, and some reservations about various elements in all three videos, overall messaging in all three video treatments appeared to be effective. Participants felt that Health Canada is focused on pesticide usage in Canada and is taking steps to ensure pesticides are used safely and in an environmentally responsible way.

## Quantitative Detailed Findings

The analyses presented in this report are derived from both qualitative and quantitative phases of research. As each phase had separate objectives, each warranted its own section. For clarity, the first section focuses solely on quantitative findings, while the final section of the report on message testing comes from the qualitative portion of the research.

### 1.1 Awareness of Pesticides

#### Section Overview:

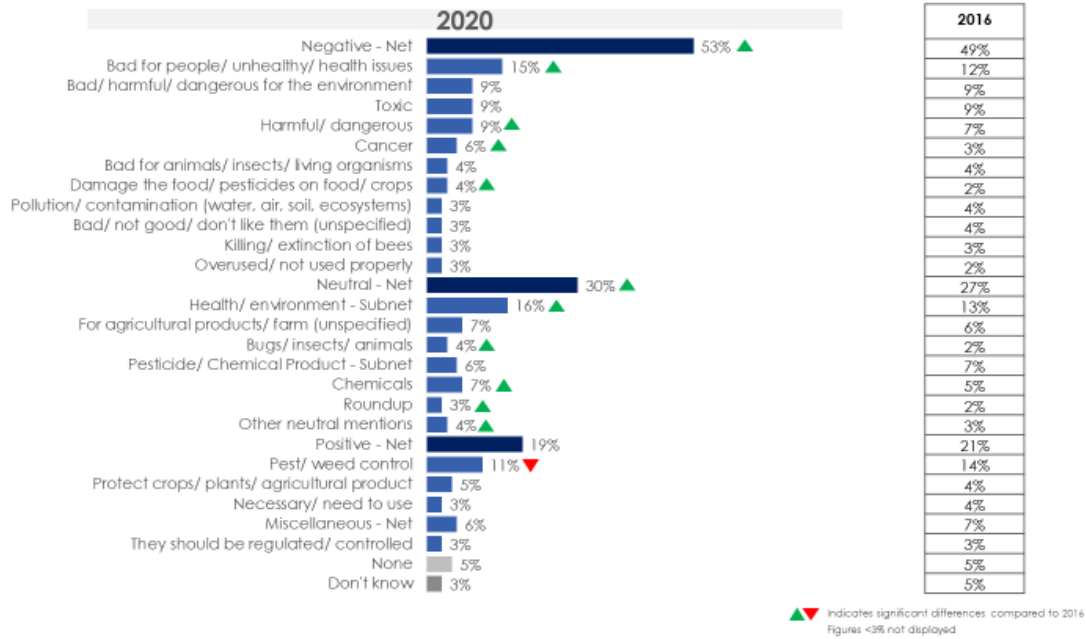
Respondents continue to conjure negative associations with pesticides, which has increased since 2016, particularly among men. However, the vast majority say they haven't seen, read or heard anything about pesticides in the past three months. A higher proportion compared to 2016 have in fact seen, read or heard 'nothing at all' about pesticides in the past three months. Women, those who report low levels of knowledge about the pesticides regulatory system, and those who do not use pesticides, are more likely to associate pesticides with negative thoughts. Young people (aged 18 to 34 years) and those who use pesticides are more likely to have heard something, as are those who are not confident that the PMRA is doing its job.

#### Top-of-Mind Thoughts About Pesticides and Pesticide Use

Top-of-mind thoughts about pesticides and pesticide use continue to be dominated by negative associations, which increased since 2016 (53%, +4 points since 2016). Negative perceptions include 'Bad for people/ unhealthy/ health issues' (15%, +3 points since 2016), 'Bad/ harmful/ dangerous for the environment' (9%) and toxic (9%). Association with cancer, while still low, doubled (6% vs. 3% in 2016). Around one in five (19%) mentioned a more positive association with pesticides, highlighting the benefits of pesticides such as 'Pest/ weed control' (11%), and 'Protect crops/ plants/ agriculture products' (5%). However, the association with pest/weed control decreased since 2019 (-3 points since 2016).

An increase in negative perceptions about pesticides was partially due to more negative views held by men (47% vs. 43% in 2016) as well as among those aged 55+ (58% vs. 50% in 2016).

Figure 1: Top-of-Mind Thoughts About Pesticides and Pesticide Use



Q1. What comes to mind when you think about pesticides and pesticide use? [OPEN RESPONSE]

Base: All Respondents 2016 (n=2,015); 2020 (n=2029)

Only mentions of 3% or greater shown in chart.

‘NETS’ shown are combined groups of similar answers.

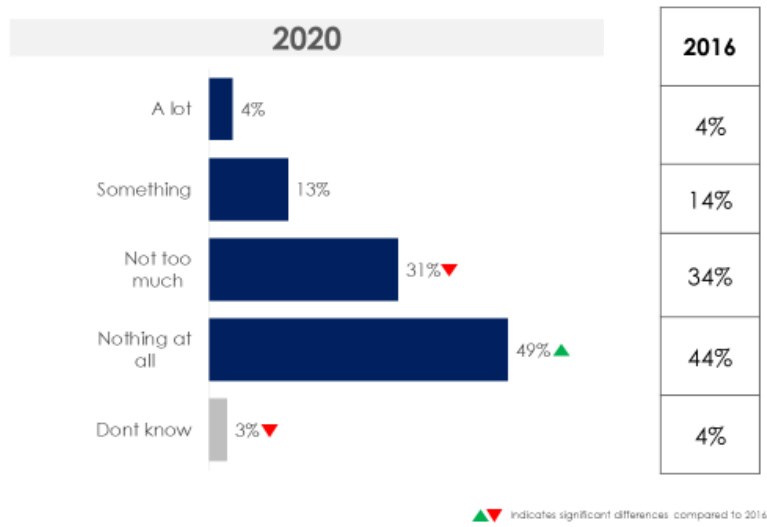
Respondents in Quebec (61%), Atlantic Canada (57%), British Columbia (55%), and Ontario (53%) are significantly more likely to cite negative connotations, compared to those in other regions, as are women (59%) compared to men (47%), those who indicate they are not very or not at all knowledgeable about the pesticides regulatory process in Canada (55% vs. 46% very/somewhat knowledgeable), those who indicate they rarely or never use pesticides (59% vs. 40% often/sometimes) and those who are not very or not at all confident that Health Canada’s PMRA protects health and the environment (65% vs. 50% very/somewhat confident).

### Seen, Read or Heard About Pesticides Over Last Three Months

Although many initially indicate negative associations when thinking about pesticides, less than 1 in 5 say they had actually seen, read or heard about pesticides in the past three months (18%), at par with 2016.

A higher proportion compared to 2016 had seen, read or heard ‘nothing at all’ (49%, +5 points since 2016) about pesticides in the past three months. This suggests that while connotations surrounding pesticides may be negative, it is not information that respondents actively recall.

**Figure 2: Seen, Read, or Heard About Pesticides Over Last Three Months**



Q5. Over the last three months, how much have you seen, read or heard about pesticides? [SINGLE CODE]  
 Base: All Respondents 2016 (n=2,015); 2020 (n=2029)

Higher levels of recall about pesticides are seen among those aged 18 to 34 years (22% vs. 35-54 17%, 55+ 15%), Quebec residents (24%) compared to other regions, those who indicate French is their mother tongue (23%) compared to English or other (both 16%), immigrants/those born outside Canada (23%); those who are knowledgeable about pesticides (45%) and those who have often/sometime used a pesticide or pest control product in the past 12 months (28%).

Those who are aware that Health Canada assesses pesticide safety (31% vs. 10% those who are not) are more likely to indicate that they recalled a lot/something about pesticides over the past three months. Results indicate that those who associate Health Canada with pesticide safety have a higher recall. At the same time, those who indicate they are not very/not at all confident that Health Canada's PMRA protects health and the environment were more likely to indicate that they recalled a lot/something about pesticides over the last three months (22%), compared to those who are confident (17%).

## 1.2 Perceptions of Pesticides and Personal Use

### Section Overview:

Similar to 2016, more respondents agree that pesticides are necessary and serve a purpose than disagree. Respondents who are more likely to agree include those with higher income levels, those who use pesticides at least sometimes, who consider themselves to be knowledgeable about the pesticides regulatory system in Canada, those who are aware that Health Canada regulates them, and those who are confident in the job they are doing. Women, on the other hand, are more likely to disagree.

While most agree that pesticide use in building materials and by homeowners on residential properties is acceptable, there has been a decline in acceptability of use on residential properties, particularly among men and those aged 55 or older. Views are more mixed over whether pesticides are acceptable in the commercial forestry sector, as well as in and around barns housing agricultural animals, for which acceptability has seen a decline. Higher ratings of acceptability are seen among those with knowledge of the regulatory system, those who use pesticides, or are confident in the PMRA drive higher ratings of acceptability. Older Canadians offer lower acceptability ratings in most areas.

Awareness that there are natural alternatives to conventional pesticides decreased but a majority is still aware (rating of five to seven on a seven-point scale). However, despite lower awareness, desire to use pesticides is higher, with two-thirds of respondents indicating they would prefer to use them. Older respondents and women are more likely to agree that pesticides are available and that they would prefer to use them. The same is true for those who have heard at least something about pesticides in the past three months, rarely or never use pesticides, or report low levels of confidence in the PMRA.

In general, the data suggests that low level of awareness about pesticides and not feeling adequately informed about these products may result in concerns about the safety of their use. Women and residents of Quebec are also more likely to be apprehensive. Compared to 2016, those aged 55 years or older are increasingly concerned.

These concerns are assuaged by confidence in Health Canada's PMRA to protect health and the environment. When asked about a range of specific pesticide products, agreement that they can all be used safely is high but decreased compared to 2016. Men, those who at least sometimes use pesticides, and those who are confident in PMRA to do its job are more likely to agree that all products listed can be used safely.

Just over a quarter of respondents use pesticides often or sometimes, and this proportion is more likely to be higher among men and rural area residents. Those who consider themselves to be knowledgeable about the pesticides regulatory system in Canada, those aware that Health Canada regulates the sector and those who are confident that the PMRA is doing its job, are also more likely to report a higher frequency of use.

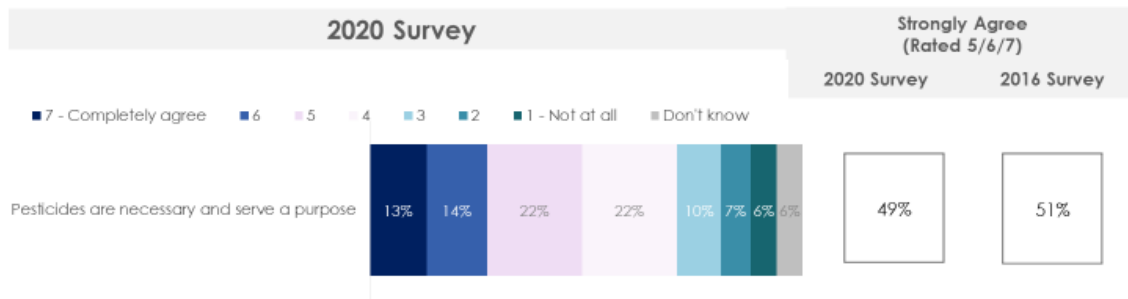
Seven in 10 respondents agree that they always read the label when they use pesticides. However, only half say they can use pesticides safely if required. Again, men are more likely to agree that they can use a pesticide product safely while women are more likely to agree that they always read the label. Those who display knowledge, use, and confidence in the PMRA continue to show higher agreement that respondents can use pesticides safely and that they always read the label.

### Necessary and Serve a Purpose

Despite any prevailing health and safety concerns or negative associations, around three in 10 (27%) completely agree (rating of six or seven on a 7-point scale) that pesticides are necessary and serve a purpose. This goes up to just under half (49%) when considering the top-three box rating (five to seven).

There is an increase in agreement among those aged 18-34 years (50%, +9 points since 2016), while there is a decline in agreement among those aged 55 years or older (49% -10 points since 2016). British Columbia residents show an even sharper decline in agreement (46%, -11 points).

**Figure 3: Agreement That Pesticides Are Necessary and Serve a Purpose**



Q6. Using a scale from 1 to 7 where "1" is not at all and "7" is completely, to what extent do you agree with each of the following statements? Pesticides are necessary and serve a purpose. [SINGLE CODE PER ATTRIBUTE]. Base: All Respondents 2016 (n=2,015); 2020 (n=2,029)

Those more likely to agree (rating of 5,6,7) that pesticides are necessary and serve a purpose include men (55% vs. 44% women), those living in higher income households (\$100K+, 52%; \$60-<\$100K 55%) compared to those in lower income households (<\$40K 43%), those living in suburban areas (53% vs. urban areas 48%), those who have used pesticide or pest control products often or sometimes within the past 12 months (74%, vs. 41% who have not), those who indicate they are very or somewhat knowledgeable about the pesticides regulatory process in Canada (60% vs. 47% who are not knowledgeable), those who are aware that Health Canada assesses the safety of pesticides before deciding whether they can be registered in Canada (62% vs. 43% who are not aware) and those who are confident that Health Canada's PMRA protects health and the environment (60% vs. 31% who are not confident).

Those more likely to 'sit on the fence' (providing a rating of four) and therefore, a potential target to sway, include those in British Columbia (25%), Quebec (23%), Ontario (23%) or Atlantic (24%) (vs. those in Saskatchewan/Manitoba (16%)), those who rarely or never use pesticide products (25% vs. those who often/sometimes use them 15%), those who have seen, read or heard 'not too much'/'nothing at all' (24% vs. those who have seen, read or heard 'a lot'/'something' 15%), and those who are not aware that Health Canada assesses the safety of pesticides (25% vs. those who are aware of this 16%).

### Acceptable Use of Pesticides

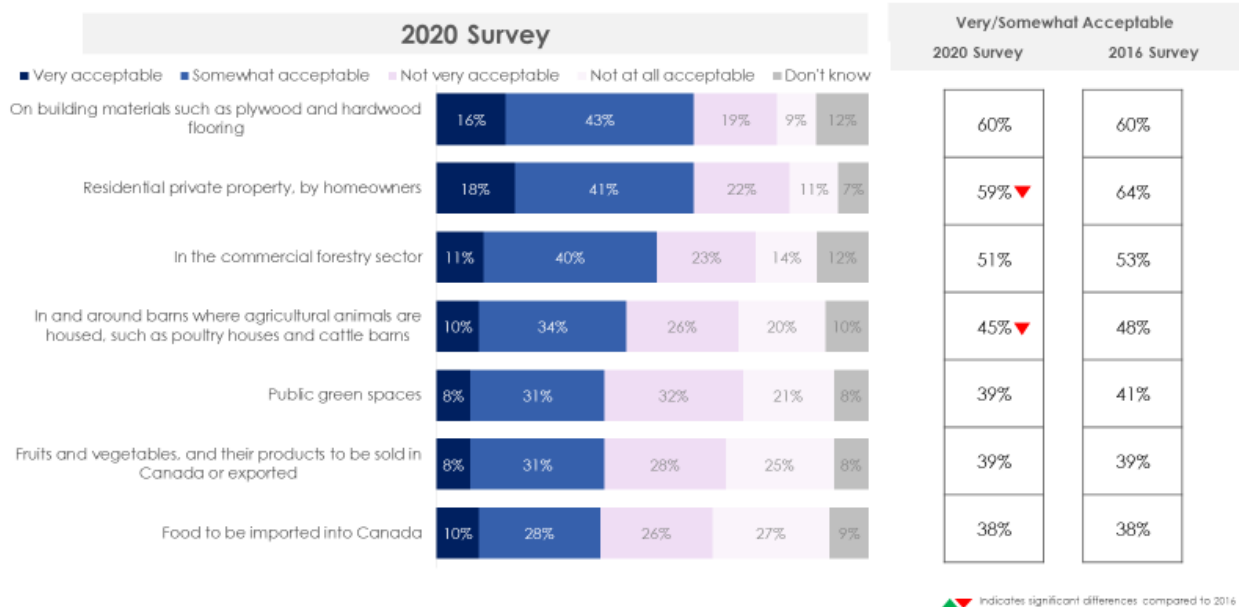
When asked to rate the extent to which a variety of possible uses of pesticides are acceptable, six in 10 say is either very or somewhat acceptable to use them on building materials such as plywood and hardwood flooring. Though a majority find it acceptable to use pesticides on residential private property, by homeowners, acceptability has fallen (59%, -5 points since 2016). Men (63% -6 points since 2016) and those aged 55 years or older (53%, -12 points) are driving this decline.

## Awareness and Confidence in Canada's Pesticide Regulatory System

Respondents are more divided on views over whether pesticides are acceptable in the commercial forestry sector (51%) and in and around barns housing agricultural animals (45%, -3 points since 2016). The largest decline in acceptability of pesticides in and around barns is seen among those aged 55 years or older (43%, -7 points).

Similar to 2016, when it comes to using pesticides in 'public green spaces' more respondents (53%) say it is either not very or not at all acceptable, while only four in 10 deem it acceptable (39%). In the same vein, 52% find it unacceptable to use pesticides on food to be imported into Canada or on fruits and vegetables, and their products to be sold in Canada or exported.

**Figure 4: Acceptability of Pesticides / Pest Control Product Use**



Q4. To what extent do you think it is acceptable to use pesticides/pest control products in each of the following areas? [SINGLE CODE PER ATTRIBUTE]. Base: All Respondents 2016 (n=2,015); 2020 (n=2,029)

Those aged 55 years or older are least likely to find it acceptable to use pesticides in any of the locations tested except in and around barns and in the commercial forestry sector, where acceptability does not differ by age.

Those more likely to say that it is either very or somewhat acceptable to use pesticides in all locations or sectors tested include men, those with \$60-<\$100K income (vs. <\$40K), and those who:

- are aware that Health Canada assesses pesticide safety
- are very or somewhat confident that Health Canada's PMRA protects health and the environment;
- say they use pesticides either often or sometimes;
- have ever looked for information in pesticides; and
- say they are very/somewhat knowledgeable about pesticides

Further, those who say they have seen, read or heard 'not too much' or 'nothing at all' about pesticides in the last three months are more likely to say that it is acceptable to use pesticides in 'residential private property, by homeowners' (61% vs. 54% among those who have seen, read or heard 'a lot' or 'something').

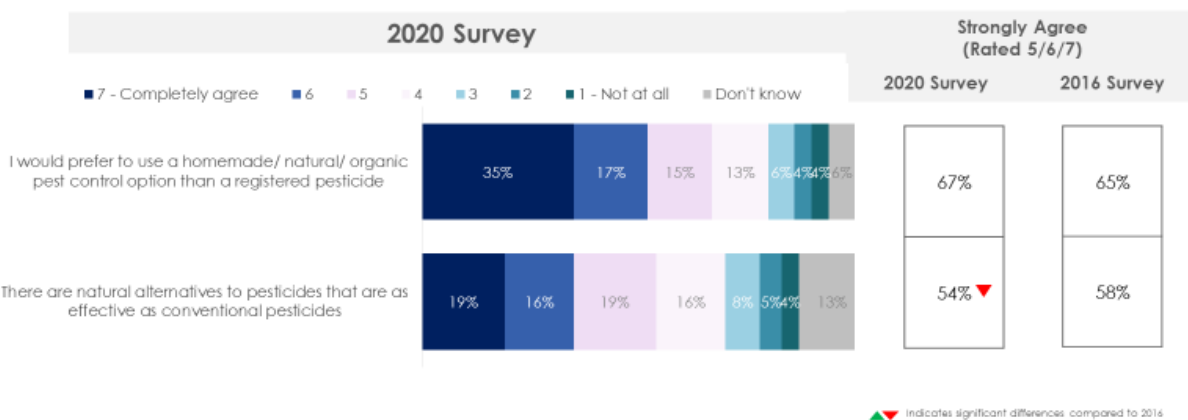
Residents of Alberta and Saskatchewan/Manitoba are more likely to find it acceptable to use pesticides/pest control products in all areas, except commercial forestry sector and building materials where Alberta alone shows the highest acceptability.

### Natural Alternatives to Conventional/Registered Pesticides

Respondents were asked, on a scale of agreement where seven means 'completely agree' and one means 'not at all', whether they agree that they 'would prefer to use a homemade/natural/organic pest control option than a registered pesticide.' Similar to 2016, two-thirds of respondents (67%) agree, providing a rating of 5,6, or 7. Half of respondents (52%) offer a rating of either six or seven, indicating strong agreement with this statement. A third (35%) offer a rating of seven, displaying complete agreement. This preference is consistent with levels shown in 2016, though agreement has increased among Ontario residents (68%, +5 points since 2016).

Though still a majority, fewer respondents (54%, -4 points since 2016) agree at least somewhat (rating of 5,6,7) that 'there are natural alternatives to pesticides that are as effective as conventional pesticides.'. Only two in 10 completely agree (Rating of 7) with the statement, which has also shown a downtick (19%, -3 points since 2016). One in 10 indicate that they do not know. Compared to 2016, decreased agreement is seen among women (58%, -4 points) as well as among those aged 35 to 54 years (52% -8 points since 2016).

Figure 5: Agree/Disagree



Q6. Using a scale from 1 to 7 where "1" is not at all and "7" is completely, to what extent do you agree with each of the following statements? There are natural alternatives to pesticides that are as effective as conventional pesticides. / I would prefer to use a homemade/ natural/ organic pest control option than a registered pesticide. [SINGLE CODE PER ATTRIBUTE]. Base: All Respondents 2016 (n=2,015); 2020 (n=2,029)



Those most likely to completely agree (6 or 7 on a 7-point scale) that they '*would prefer to use a homemade/ natural/ organic pest control option than a registered pesticide*' include:

- residents of Atlantic (59%), British Columbia (55%), Ontario (53%), Quebec (53%) compared to Saskatchewan/Manitoba (39%).
- women (59%), compared to men (44%);
- Those aged 55 or older (57%), compared to those aged 18 to 54 years (49%); and,
- residents of rural areas (59%), compared to residents of suburban zones (52%) or urban areas (48%).

And, those who:

- rarely or never use pesticides (56%), compared to those who use them often or sometimes (41%);
- have seen read or heard 'a lot' or 'something' about pesticides in the last three months (64%) compared to those who have heard 'not too much' or 'nothing at all' (49%); and,
- are 'not very' or 'not at all' confident that Health Canada's PMRA protects health and the environment (61%), compared to those who are very/somewhat confident (50%).

Those more likely to provide a rating of four (neither agreeing nor disagreeing) include men (15% vs. women, 11%), those living in urban areas (15% vs. 10% rural), those who first learned a language other than English or French as a child (19% vs. those whose mother tongue is English, 13%), those who have seen, read or heard 'not too much' or 'nothing at all' about pesticides (14% vs. those who have heard 'a lot' or 'something', 10%).

Those most likely to completely agree (6 or 7 on a 7-point scale) that '*there are natural alternatives to pesticides that are as effective as conventional pesticides*' include:

- those living in households earning less than \$40K annually (40%) compared to households that earn either \$60K to less than \$100K (31%) or \$100K or more (29%);
- residents of Quebec (41%), compared to Alberta (26%) Saskatchewan/Manitoba (28%);
- women (39%), compared to men (30%); and,
- those aged 55 years or older (39%), compared to those aged 18 to 34 (29%) and 35 to 54 (33%) years.

And, those who:

- rarely or never use pesticides (36%), compared to those who use them often or sometimes (31%);
- have seen read or heard 'a lot' or 'something' about pesticides in the last three months (52%), compared to those who have heard 'not too much' or 'nothing at all' (31%);
- are knowledgeable about pesticides (44%), compared to those who are not (33%)
- have ever looked for information on pesticides (39%), compared to those who have not (28%); and,
- are 'not at all' confident that Health Canada's PMRA protects health and the environment (53%), compared to those who are very confident (39%) and those who are somewhat (31%) or not very confident (42%).

Those more likely to provide a rating of four (neither agreeing, nor disagreeing) to this statement include those who are 'somewhat confident' that Health Canada's PMRA protects health/environment (19% vs. those who are not very confident 13% or not at all confident 11%). So, those who have not made up their mind in their confidence in PMRA are also not sure about the effectiveness of natural alternatives to pesticides.

### Safety of Pesticide Use

In addition to low levels of awareness about pesticides, as well as inadequate knowledge about these products, there are related concerns about the safety of their use. Six in 10 agree that they are concerned that pesticides, even when used as directed, are not safe (60% providing a rating of 5,6,7, +3 points, since 2016). This is particularly so for respondents in Quebec (68%), compared to respondents in all other regions, as well as women (65% vs. 55% men), Compared to 2016, Ontario residents (61%, +7 points since 2016), individuals with high income of \$100K or more, +8 points since 2016) and those aged 55 years or older are more concerned that pesticides and pest controls products are not safe even when used as directed. (60%, +7 points since 2016).

Those who are not very or not at all confident that Health Canada's PMRA protects health and the environment are significantly more likely to agree that they are concerned that pesticides, even when used as directed, are not safe (74%), compared to 57% who agree with this statement among those who are very or somewhat confident in the PMRA.

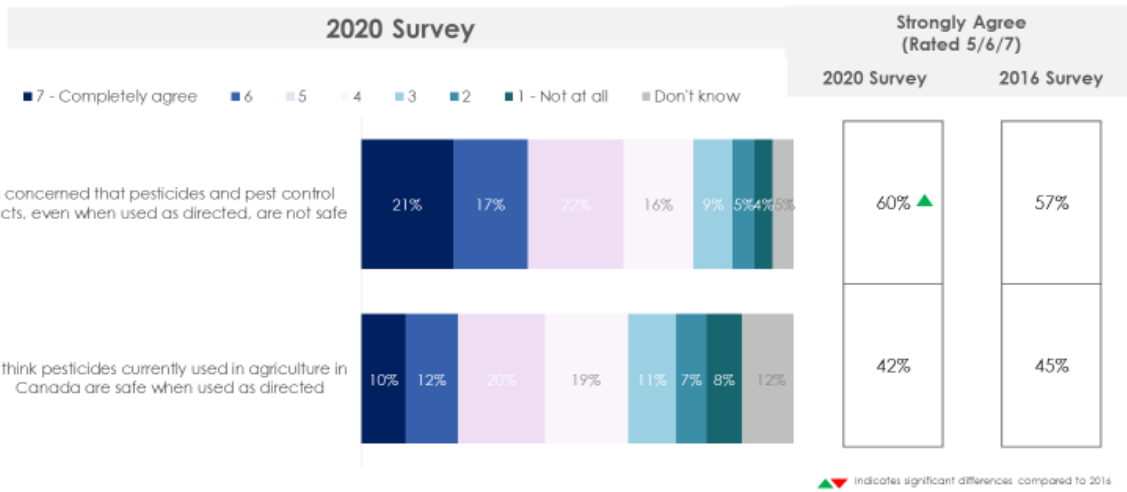
Those more likely to provide a rating of four (neither agreeing nor disagreeing) include men (19% vs. 14% women) those who have seen, read or heard 'not too much' or 'nothing at all' about pesticides (17% vs. those who have heard 'a lot' or 'something', 11%), those who often/sometimes use pesticides (20% vs. 15% rarely/never use), those who are very/somewhat confident that Health Canada's PMRA protects health/environment (19% vs. 12% who are not very/not at all confident).

A minority agree that they 'think pesticides currently used in agriculture in Canada are safe when used as directed' (42% providing a rating of 5,6,7). Men (48% vs. 37% women) and respondents in Saskatchewan/Manitoba (64%) and Alberta (53%) compared to other regions are significantly more likely to agree with this statement (indicating a rating of 5, 6, 7). Compared to 2016, those aged 55 years or older (42%, -9 points since 2016) are less likely to agree that pesticides used in agriculture are safe.

Those with higher income of \$60K to less than \$100K (47%) or \$100K and over (45%) compared to those earning under \$40K (37%). Likelihood to agree that pesticides currently used in agriculture in Canada are safe is higher among those who often/sometimes use pesticides (65% vs. 34% rarely/never use), are knowledgeable about pesticides (58% vs. 39% not knowledgeable), ever looked for information on pesticides (46% vs. 37% those who have not), and those who are aware that Health Canada assesses pesticide safety.

Those who are very or somewhat confident that Health Canada's PMRA protects health and the environment are significantly more likely to agree (providing a rating of 5,6,7) (53%), compared to 22% who are not very confident or not at all confident in the PMRA.

Figure 6: Agree/Disagree



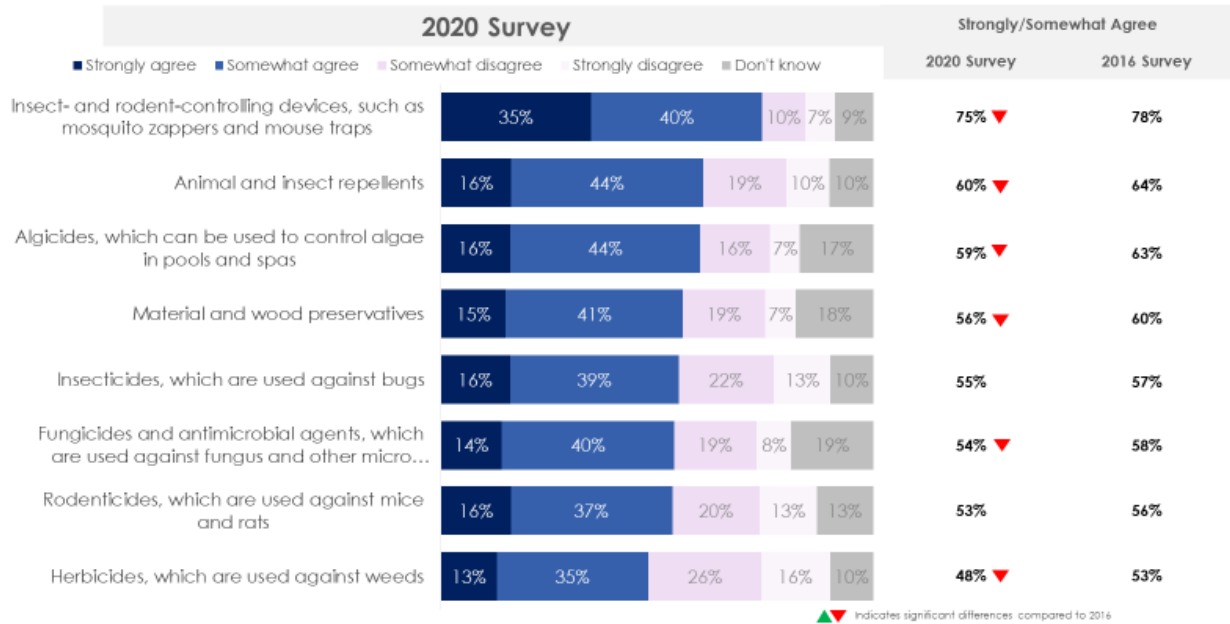
Q6. Using a scale from 1 to 7 where "1" is not at all and "7" is completely, to what extent do you agree with each of the following statements? I am concerned that pesticides and pest control products, even when used as directed, are not safe. / I think pesticides currently used in agriculture in Canada are safe when used as directed. [SINGLE CODE PER ATTRIBUTE]. Base: All Respondents (n=2,015); 2020 (n=2,029)

### Safety of Specific Products

Six in 10 (60%) are concerned about the safety of pesticides, even when used as directed. However, when asked to indicate their level of agreement on whether specific pesticide and pest control products can be used safely, majorities agree that they can be. Agreement about safety has decreased by three to four points on most pesticides, except insecticides and rodenticides. Compared to 2016, those aged 55 years or older have shown a 9-11-point decline in agreement about the safety of all pesticides. Men have also shown a 4 to 7-point decline since 2016 in agreement about the safety of pesticides, except for insecticides, fungicides, and material & wood preservatives. Residents of Quebec are less likely to agree compared to 2016 (7 to 12-point declines) that herbicides, insecticides, animal and insect repellants and insect and rodent controlling devices are safe.

Three-quarters of respondents (75% -3 points since 2016) agree that insect and rodent controlling devices, such as mosquito zappers and mouse traps can be used safely, while around six in 10 agree that animal and insect repellents (60%, -4 points since 2016), algicides used to control algae in pools and spas (59%, -4 points since 2016), material and wood preservatives (56%, -4 points since 2016), and insecticides (55%, unchanged since 2016) can be used safely. Respondents are still least likely to agree that herbicides can be used safely, even though proportion of agreement has declined (48%, -5 points since 2016).

Figure 7: Agreement That Pesticides Can Be Used Safely



Q2. To what extent do you agree that the following pesticides and pest control products can be used safely? [SINGLE CODE PER ATTRIBUTE].  
 Base: All Respondents (n=2,015); 2020 (n=2,029)

Overall agreement (strongly/somewhat) that products presented can be used safely continues to be highest among men. However, for insect and rodent controlling devices and algicides, agreement does not differ by gender.

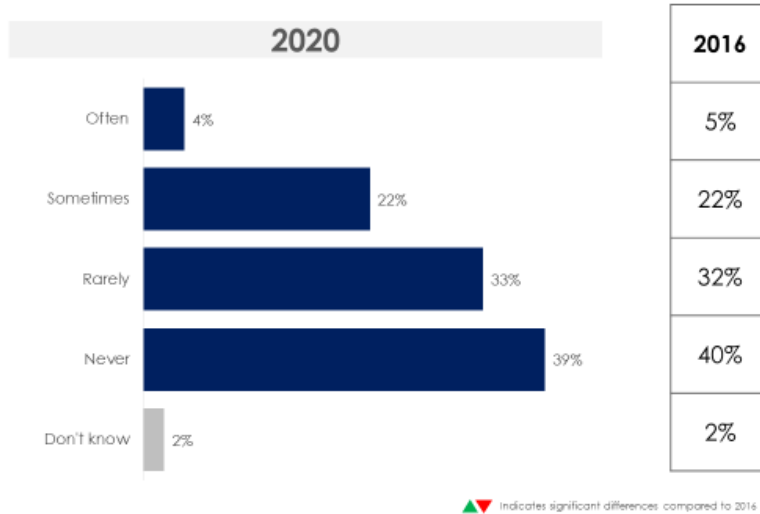
Agreement is also highest among those who:

- often or sometimes use pesticides compared to those who use them rarely or never;
- say they are very or somewhat knowledgeable about the pesticides regulatory process in Canada compared to those who say the not very or not at all knowledgeable in this area;
- are very confident that Health Canada's PMRA protects health and the environment compared to those who chose all other response options; and
- have ever looked for information on pesticides compared to those who have not

### Frequency of Personal Use of Pesticides in the Past 12 Months

A quarter (26%) indicate they have used a pesticide or pest control product often (4%) or sometimes (22%) within the past 12 months, while four in 10 (39%) have not. Frequency of use remains on par with levels seen in 2016, however, those aged 18 to 34 years have started using them more frequently (29%, +7 points since 2016) while those aged 55 years or older have shown reduced frequency of usage (24%, -7 points since 2016). Frequency of usage has decreased in British Columbia (18%, -8 points since 2016) while it has increased in Ontario (31%, +5 points since 2016).

**Figure 8: Frequency of Use of Pesticides or Pest Control Products in Past 12 Months**



Q3. How frequently within the past 12 months have you used a pesticide or pest control product (such as herbicides, insecticides, fungicides, insect repellants and rodent traps)? [SINGLE CODE PER ATTRIBUTE]. Base: All Respondents 2016 (n=2,015); 2020 (n=2,029)

Men are more likely to indicate frequent use of pesticide or pest control products, with a third (31%) often/sometimes using such products, compared to a quarter (23%) of women. Those in rural areas are more likely to indicate they often (8%) used such products.

Residents of British Columbia (18%) and Quebec (18%) are less likely than other regions to indicate they have frequently used a pesticide or pest control products.

Frequency is also higher among those who indicate they are very or somewhat knowledgeable about the pesticides regulatory process in Canada (very/somewhat, 49% vs. Not very/not at all 22%), those who are aware that Health Canada assesses the safety of pesticides before deciding whether they can be registered in Canada (36%), and those who are confident that Health Canada's PMRA protects health and the environment (very/somewhat, 32%), or aware of the pesticide regulatory process in Canada (41%).

### Safe Personal Use of Pesticides

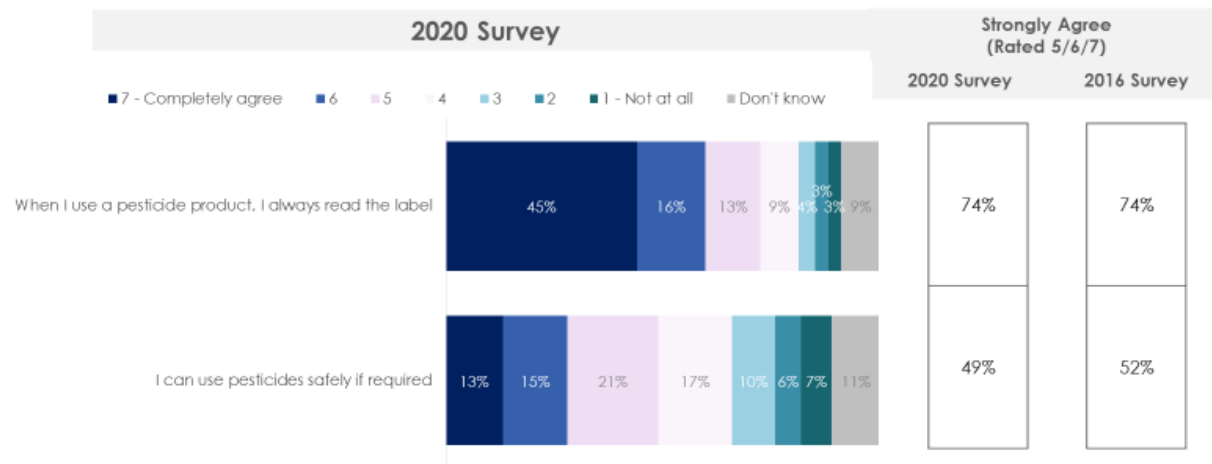
Seven in 10 (74%) agree (providing a rating of 5,6,7) that when they use a pesticide product they 'always read the label.' Just eight percent offer a rating of either one, two or three. However, one in 10 respondents (9%) don't know to what extent they agree or disagree with this statement.

Those more likely to provide a rating of 4 (neither agreeing, nor disagreeing) include men (11% vs. 7% women), those aged 18 to 34 years (12% vs. those aged 55 years or older, 6%), who are not aware that Health Canada assesses pesticide safety (9% vs. 6% aware) and those who have never looked for information on pesticides 10% vs. those who have, 8%).

However, there is some uncertainty over whether or not one can use pesticides safely if required. Around half (49%) of respondents agree (providing a rating of 5,6,7) with the statement 'I can use pesticides safely if required'. Just three in 10 (28%) rate their agreement with this statement as a six or seven on a seven-point scale where seven means 'completely agree' and one means 'not at all.' Nearly half (48%) offer a rating of three, four or five and another 12% rate their agreement as a one or two.

Those more likely to be unsure and provide a rating of 4 (neither agreeing, nor disagreeing) include residents of Quebec (20% vs. those in Ontario (15%) or Saskatchewan/Manitoba (12%), those aged 18-34 years (19% vs. those aged 35-54 years, 15%) those who rarely or never use pesticide products (18% vs. 14% who use them sometimes or often), and those who are either somewhat (19%) or not very confident (18%) that PMRA protects health/environment (vs. those who have made up their minds and are either very confident 10% or not at all confident 9%).

Figure 9: Agree/Disagree



Q6. Using a scale from 1 to 7 where "1" is not at all and "7" is completely, to what extent do you agree with each of the following statements? I can use pesticides safely if required. / When I use a pesticide product, I always read the label. [SINGLE CODE PER ATTRIBUTE]. Base: All Respondents 2016 (n=2,015); 2020 (n=2,029)

Those more likely to completely agree (6 or 7) with the statement 'I can use pesticides safely if required' include:

- Men (33%), compared to women (24%);
- Residents of Alberta (39%) and Saskatchewan/Manitoba (47%) compared to other regions
- Speak English as their primary language (32%), compared to those who speak French (18%) or Other (25%)

And those who say they:

- use pesticides often or sometimes (51%), compared to those who use them rarely or never (20%);
- are very or somewhat knowledgeable about the pesticides regulatory system in Canada (46%),

compared to those who say they are not very or not at all knowledgeable (25%);

- are aware that Health Canada assesses the safety of pesticides before deciding whether they can be registered for sale in Canada (39%), compared to those who say they are not (24%);
- are somewhat or very confident that Health Canada's PMRA protects health and the environment (36%), compared to those who are not very or not at all confident (15%); and,
- have ever looked for information about pesticides (33%), compared to those who have not (21%).

While overall agreement (rating of 5, 6, 7) has stayed consistent since 2016, a six point decline in agreement was seen in complete agreement with a rating of 6 or 7 (28%, -6 points since 2016). Groups in particular which have shown a shift include those aged 35 to 54 years (29%, -5 points since 2016), 55 years or older (28%, -14 points since 2016), residents of British Columbia (28%, -8 points since 2016), urban (27%, -5 points, since 2016) and suburban residents (27%, -10 points since 2016) and those with income of \$100K or more (27%, -11 points since 2016).

Those more likely to completely agree (6 or 7) with 'when I use a pesticide product, always read the label' include:

- women (64%) compared to men (57%);
- older respondents, increasing with age (18 to 34 years: 51%; 35 to 54 years: 58%; 55 years of age and older: 70%);
- those not a member of an ethno-cultural or visible minority group (61%) compared to those who are (51%),
- those who are suburban (64%) or rural (64%) residents compared to urban residents (57%),
- those who speak English as their primary language (62%), compared to those who speak French (56%); and,

And those who say they:

- use pesticides often or sometimes (65%), compared to those who use them rarely or never (60%);
- are very or somewhat knowledgeable about the pesticide regulatory system in Canada (66%), compared to those who say they are not very or not at all knowledgeable (60%);
- are aware that Health Canada assesses the safety of pesticides before deciding whether they can be registered for sale in Canada (74%), compared to those who say they are not (57%);
- are somewhat or very confident that Health Canada's PMRA protects health and the environment (66%), compared to those who are not very or not at all confident (56%); and,
- have ever looked for information about pesticides (70%), compared to those who have not (48%).

Agreement, especially strong agreement, has stayed consistent since 2016. However, men are less likely to completely agree providing a rating of 6 or 7 (57%, -4 points since 2016), as are those aged 55 years or older (70%, -9 points since 2016). Residents of Saskatchewan (65%, -22 points since 2016), and urban residents (57%, -5 points since 2016).

## 1.3 Knowledge and Information Sources

### Section Overview

Men and residents of rural areas are more likely to agree that they are informed. Respondents who have been exposed to information about pesticides in the past three months, are knowledgeable about the pesticide regulatory system in Canada, use pesticides, or are confident in the PMRA are more likely to agree that they are adequately informed and that they can get the information they need.

Health Canada's website and home improvement and garden centres continue to be the most likely sources consulted by respondents when looking for information about pesticides, while blogs are the least likely source. Men and those who are not immigrants are less likely to consult the Health Canada website.

Compared to 2016, likelihood has also increased to consult pesticide product websites and pesticide service providers.

When consulting for information on pesticides, the internet and garden centres are the most popular sources. On the internet, the most visited sources are Google, and after a large margin it is followed by pesticide product websites and the Health Canada website. Respondents are most likely to look for safe use and health related information during their search.

Respondents are now most likely to believe a Health Canada Scientist on the issue of pesticides, which has moved up from 3<sup>rd</sup> place in 2016 to the 1st place, followed by the Canadian Cancer Society, Royal College of Physicians and Surgeons, and a medical doctor. A Health Canada spokesperson comes in seventh on the list. This suggests that a Health Canada Scientist is the most credible source of communications compared to a spokesperson or partnering with other stakeholders.

#### Perceived Knowledge and Access to Information.

Respondents tend to agree that there is access to pesticides information when needed. Six in 10 respondents (59%, -5 points since 2016) rate their agreement with the statement 'when I need information about pesticides, I am able to get it' as a five, six or seven on the scale. Around one in ten (13%) offer a rating of one, two or three and a further one in 10 (12%) answered 'don't know'.

Those more likely to provide a rating of 4 (neither agreeing, nor disagreeing) include men (18% vs. women 15%) university graduates (20% vs. high school 13%, Post-Secondary 15%).

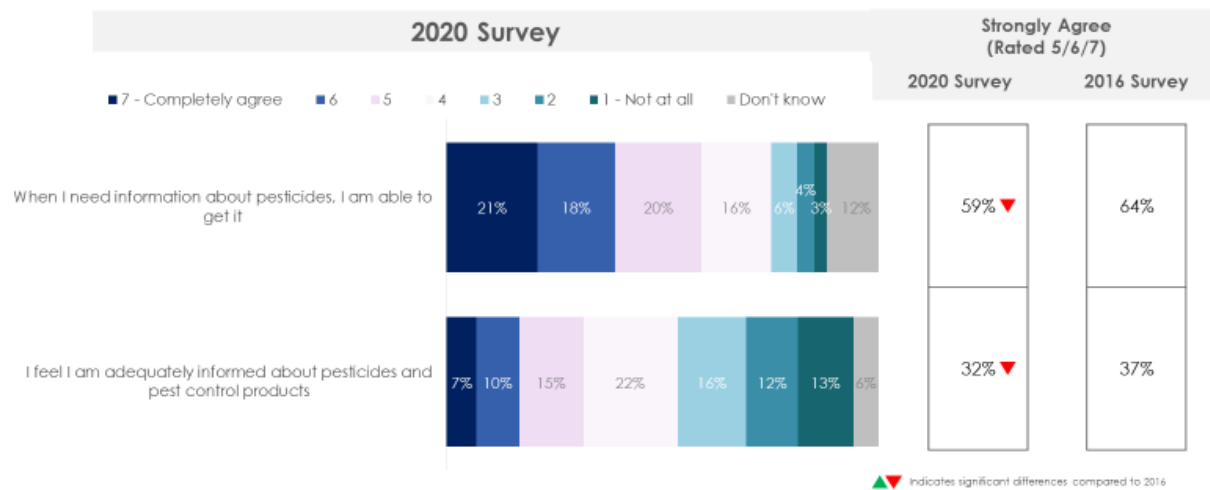
Even though there is low recall of information on pesticides in the past three months ('a lot' or 'something', 18%), nearly a third of respondents agree with the statement 'I am adequately informed about pesticides and pest control products,' (32% offering a rating of five, six or seven on a seven-point scale where seven means 'completely agree' and one means 'not at all'). Around 4 in 10 (41%) disagree



with this statement (providing a rating of 1,2,3) indicating that some do not feel adequately informed about pesticides. Six percent of respondents provided a response of 'don't know'.

Those more likely to provide a rating of 4 (neither agreeing, nor disagreeing) include residents of Alberta (24%) and Ontario (22%) vs. those in Saskatchewan/Manitoba (14%) and those who indicate they have heard not too much or nothing at all about pesticides in the past three months (23% vs. those who have heard a lot/something 17%) and those who are only somewhat confident that PMRA protects health/environment (25% vs. those who are very confident 16% or not at all confident 10%).

Figure 10: Agree/Disagree



Q6. Using a scale from 1 to 7 where "1" is not at all and "7" is completely, to what extent do you agree with each of the following statements? I feel I am adequately informed about pesticides and pest control products. / When I need information about pesticides, I am able to get it. [SINGLE CODE PER ATTRIBUTE]. Base: All Respondents 2016 (n=2,015); 2020 (n=2,029)

Those more likely to completely agree (six or seven) with the statement 'when I need information about pesticides, I am able to get it' include:

- older respondents, increasing with age (18 to 34 years: 36%; 35 to 54 years: 36%; 55 years of age and older: 44%);
- those who are not members of an ethno-cultural or visible minority group (40% vs. 30% those who are).

And those who say they:

- use pesticides often or sometimes (50%), compared to those who use them rarely or never (36%);
- have seen read or heard 'a lot' or 'something' about pesticides in the past three months (50%), compared to those who have seen 'not too much' or 'nothing at all' (37%);
- are very or somewhat knowledgeable about the pesticides regulatory system in Canada (58%), compared to those who say they are not very or not at all knowledgeable (36%);
- are aware that Health Canada assesses the safety of pesticides before deciding whether they can be registered for sale in Canada (53%), compared to those who say they are not (33%);
- are 'somewhat' or 'very' confident that Health Canada's PMRA protects health and the

environment (46%), compared to those who are not very or not at all confident (28%);

- have ever looked for information about pesticides (45%), compared to those who have not (31%).

While a decline overall is seen in complete agreement since 2016 (39%, -6 points since 2016), it should be noted that some groups in particular showed a decline: women (39%, -7 points), those aged 35 to 54 years (36%, -7 points) and those aged 55 years or older (44%, -12 points since 2016), residents of Quebec (37%, -7 points), suburban (37%, -7 points since 2016) and rural (42%, -11 points since 2016) area residents, and those with post secondary education (41%, -5 points since 2016) or university graduates (34%, -9 points since 2016).

Those more likely to completely agree (six or seven) with the statement 'I feel I am adequately informed about pesticides and pest control products' include:

- men (20%) compared to women (14%);
- residents of rural areas (21%), compared to those living in suburban (16%) and urban zones (16%).

And, those who say they:

- use pesticides often or sometimes (28%), compared to those who use them rarely or never (13%);
- have seen, read or heard 'a lot' or 'something' about pesticides in the past three months (31%), compared to those who have seen 'not too much' or 'nothing at all' (13%);
- are very or somewhat knowledgeable about the pesticides regulatory system in Canada (43%), compared to those who say they are not very or not at all knowledgeable (12%);
- are aware that Health Canada assesses the safety of pesticides before deciding whether they can be registered for sale in Canada (27%), compared to those who say they are not (12%);
- are 'somewhat' or 'very confident' that Health Canada's PMRA protects health and the environment (19%), compared to those who are 'not very' or 'not at all' confident (14%); and,
- have ever looked for information about pesticides (21%), compared to those who have not (11%).

Complete agreement with this statement has seen a smaller decline (17%, -3 points since 2016), with declines seen among women (14%, -4 points since 2016), those aged 55 years or older (17%, -5 points), Ontario residents (16%, -5 points), university graduates (15%, -5 points), and suburban residents (16%, -4 points).

### Likely Information Sources about Pesticides

Among the potential sources for information on pesticides, respondents are most likely to look to a 'Health Canada' website for this kind of information. Two thirds of respondents (66%) say they are either very (25%) or somewhat (41%) likely to consult this source, while three in 10 (27%) say they are either not very (19%) or not at all (8%) likely to do so. 'A home improvement store/garden centre' receives similar ratings, with sixty-four percent saying they are very (19%) or somewhat (45%) likely to consult

this source. Nearly as many are either very (20%) or somewhat (43%) likely to consult 'pesticides product websites' for which likelihood to consult has increased (63%, +5 points, since 2016) or 'government of Canada websites' (60%).

Seeing an increase since 2016, nearly half (50%, +5 points since 2016) say they are very (12%) or somewhat (38%) likely to consult a 'pesticide service provider,' while fewer (44%) are either not very (25%) or not at all (16%) likely to do so.

Views are mixed when consulting 'a pesticide service provider' or 'environmental groups' for information about pesticides. Four in 10 (44%) say they would be very (14%) or somewhat (30%) likely to consult 'environmental groups' and half (49%) say they are not very (28%) or not at all (21%) likely to turn to them for this kind of information. 'Blogs' are the source that are least likely to be consulted for information about pesticides with two thirds (68%) saying they are either not very (26%) or not at all (42%) likely to consult them. Only two in 10 (23%) say they are either very (6%) or somewhat (17%) likely to consult a blog for information on this subject.

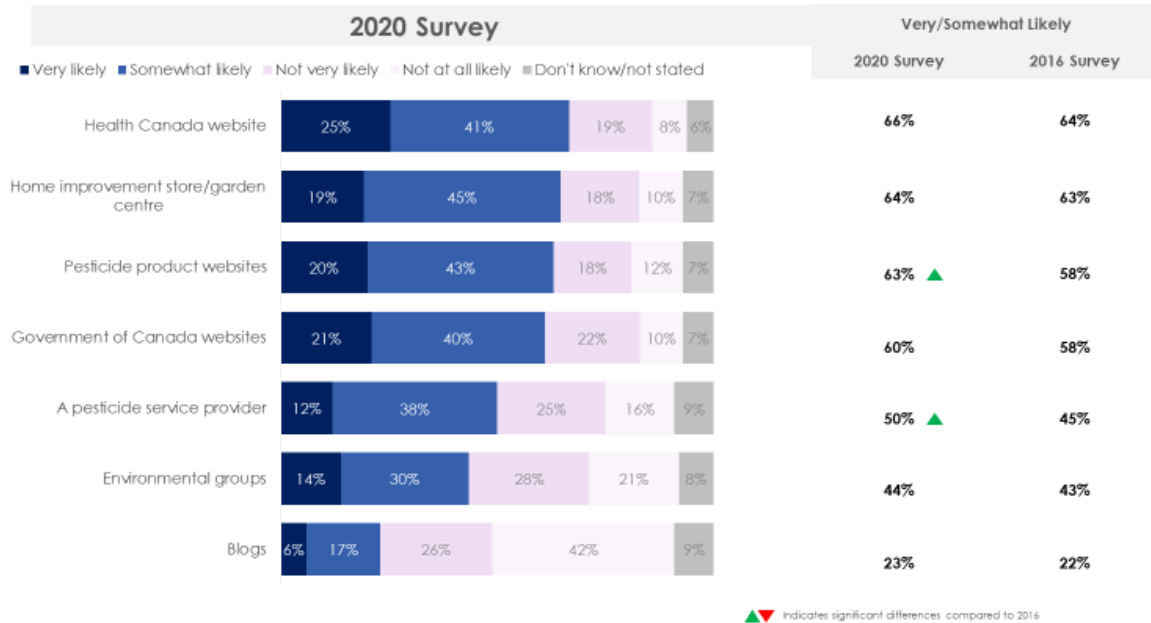
For each potential source of information, roughly one in 10 (ranging from 6% to 9%) say they don't know if they are likely to consult that source.

One in 10 (11%) say they are very/somewhat likely to consult other sources than those presented.

In addition to the given responses, respondents indicated other sources that they would potentially consult. The internet made up fourteen percent of mentions, followed by family and friends mentioned by another one in 10 (9%).

As mentioned, since 2016, pesticide product websites and pesticide service providers, are now more likely to be consulted as a source of information on pesticides (+5 points each since 2016). Residents of British Columbia are particularly more likely than before to turn to pesticide product websites (66%, +8 points since 2016) and to pesticide service providers (58%, +12 points since 2016). Residents of rural areas are also more likely than before to turn to pesticide product websites (64%, +7 points since 2016) and to pesticide service providers (52%, +7 points since 2016). Notably, those aged 18 to 34 years are more likely than before to turn not only to pesticide product websites (68% +14 points since 2016), and pesticide service providers (56%, +14 points since 2016) but also government of Canada websites (66% +7 points since 2016) and the Health Canada website (70%, +6 points since 2016).

Figure 11: Sources Likely to Reference for Information About Pesticides



Q22. If you were looking for information about pesticides, how likely would you be to consult the following sources?  
[SINGLE CODE PER ATTRIBUTE]. Base: All Respondents 2016 (n=2,015); 2020 (n=2,029)

Those who indicate they are 'not very' or 'not at all likely' to consult the 'Health Canada website' (27%) include:

- men (30%), compared to women (25%);
- those aged 35 to 54 years (vs. 18-34 24%, 55+ 26%)
- those who are not immigrants (29%) compared to those who are (20%)
- those whose mother tongue is English (29%) compared to French (23%) or Other (20%)

And, those who say they:

- use pesticides often or sometimes (32%), compared to those who use them rarely or never (26%);
- have seen, read or heard 'not too much' or 'nothing at all' about pesticides in the past three months (29%), compared to those who have seen 'a lot' or 'something' (22%);
- are not aware that Health Canada assesses the safety of pesticides before deciding whether they can be registered for sale in Canada (31%), compared to those who say they are aware of this (23%);
- are 'not very' or 'not at all' confident that Health Canada's PMRA protects health and the environment (37%), compared to those who are very or somewhat confident (23%); and,
- have ever looked for information about pesticides (29%), compared to those who have not (25%).

Those more likely to say they are 'very' or 'somewhat likely' to consult a 'home improvement store/garden centre' (64%) include:

- older respondents, increasing with age (18 to 34 years: 58%, 35 to 54 years: 69%; 55 years of

age and older: 65%);

- households earning between \$40K and \$60K (65%), between \$60K and \$100K (68%) and \$100K or more (70%), compared to those earning less than \$40K (58%); and
- are *not* immigrants and/or born outside Canada (65%) compared to those who are (58%)

And, those who say they:

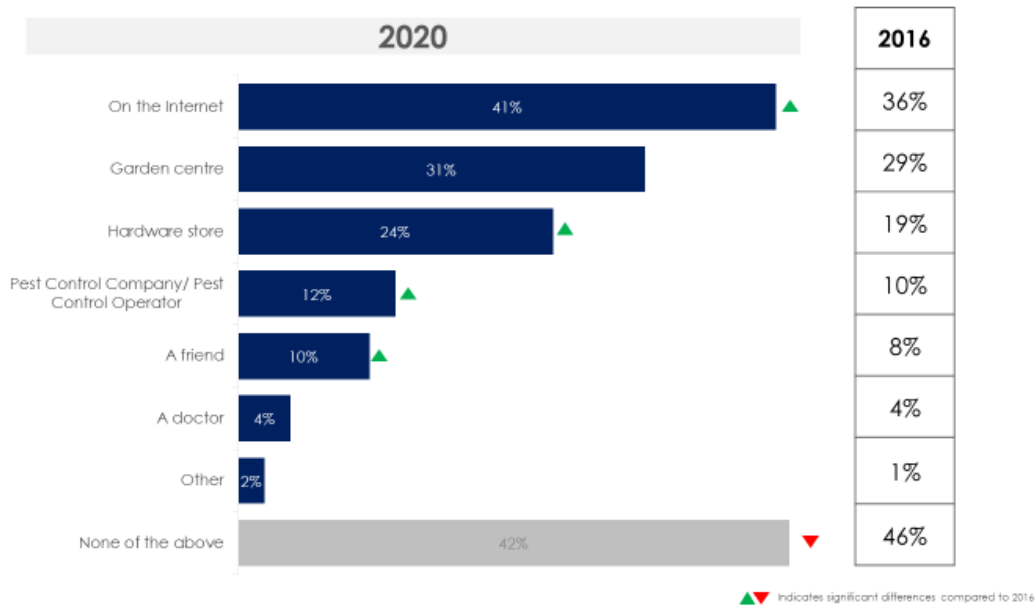
- use pesticides often or sometimes (73%) compared to those who use them rarely or never (62%);
- are very or somewhat knowledgeable about the pesticides regulatory system in Canada (70%), compared to those who say they are not very or not at all knowledgeable (63%);
- are aware that Health Canada assesses the safety of pesticides before deciding whether they can be registered for sale in Canada (71%) compared to those who say they are not (64%);
- are 'somewhat' or 'very' confident that Health Canada's PMRA protects health and the environment (72%) compared to those who are not very or not at all confident (55%);
- have ever looked for information about pesticides (71%), compared to those who have not (55%).

### Information Sources Consulted

Among a list of sources, respondents were also asked to indicate which they had consulted for information on pesticides. Nearly four in 10 (41%) respondents have looked for information on pesticides 'on the internet', and this has risen since 2016 (+5 points). Given that two-thirds of respondents indicated they are likely to consult a 'home improvement store/garden centre,' as expected, three in 10 (31%) say they have consulted a 'garden centre' and another quarter (24%) have consulted a 'hardware store', which has also seen an increase since 2016 (+5 points). One in 10 (12%) say they have consulted a 'pest control company/pest control operator' and a similar proportion (10%) say they have consulted 'a friend.' Few have ever consulted a doctor (4%) and four in 10 respondents (42%) have never consulted any of the sources presented.

The increase since 2016 in looking for information on the internet has particularly been seen among men (42%, +7 points since 2016), those aged 18 to 34 years (48%, +14 points since 2016), 35 to 54 years (39%, +5 points since 2016), Alberta (47%+11 points) and Ontario (42% +9 points since 2016) residents, as well as residents of urban areas (41%, +5 points since 2016).

**Figure 12: Ever Looked for Information on Pesticides from Any of the Following Sources**



Q20a. Have you ever looked for information on pesticides from any of the following sources? [MULTICODE]  
 Labels not shown for 3% and lower. Base: All Respondents 2016 (n=2,015); 2020 (n=2,029)

Those more likely to say they have looked for information 'on the internet' (41%) include:

- respondents aged 18 to 34 years (48%), compared to those 35 to 54 years (39%) and 55 years or older (37%);
- immigrants and/or born outside Canada (47% compared to those who are not 40%); and,
- households earning between \$40K and \$60K (45%), between \$60K and \$100K (44%) and \$100K or more (44%), compared to those earning less than \$40K (35%)

And, those who say they:

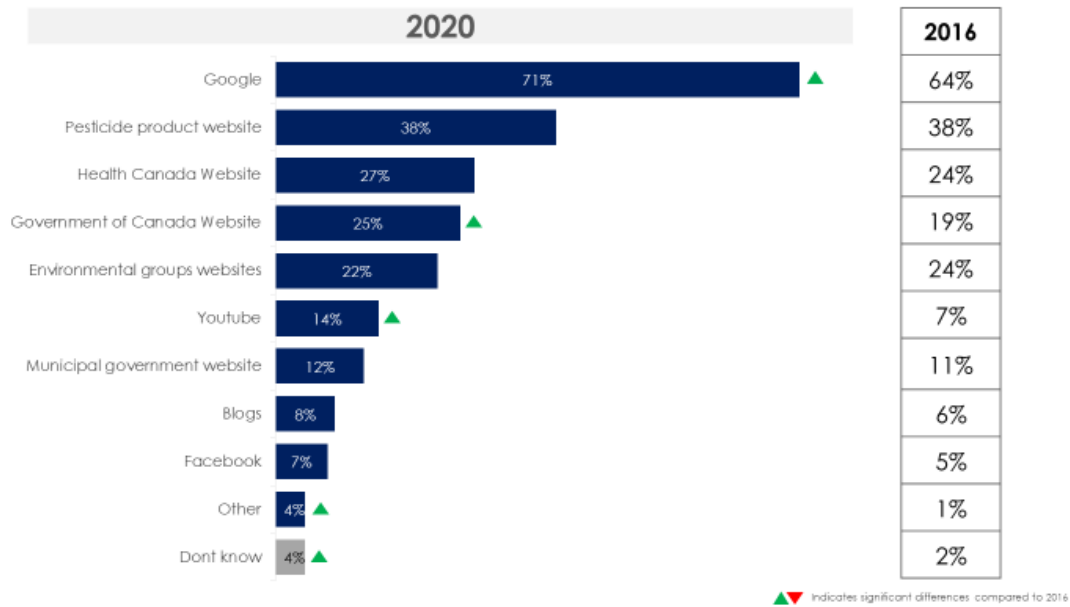
- use pesticides often or sometimes (53%), compared to those who use them rarely or never (37%);
- have seen read or heard 'a lot' or 'something' about pesticides in the past three months (62%), compared to those who have seen 'not too much' or 'nothing at all' (37%);
- are very or somewhat knowledgeable about the pesticides regulatory system in Canada (61%), compared to those who say they are not very or not at all knowledgeable (37%); and,
- are aware that Health Canada assesses the safety of pesticides before deciding whether they can be registered for sale in Canada (55%), compared to those who say they are not (35%).

### Internet Information Sources Consulted

Among those who looked for information about pesticides on the internet, seven in 10 (71%, +7 points since 2016) had visited 'Google.' Four in 10 (38%) went to a 'pesticide product website' and a quarter (27%) to the 'Health Canada website' or a 'Government of Canada website' (25%, +6 points since 2016). Two in 10 (22%) went to the 'environmental groups website' and roughly half as many (14%) went to a

'Youtube' (14%, +7 points since 2016) or municipal government website (12%). Fewer than one in 10 visited 'blogs' (8%), or 'Facebook' (7%).

**Figure 13: Where Looked for Information about Pesticides on the Internet**



Q20b. You indicated you have looked for information about pesticides on the Internet. From the following list, please indicate which websites you have visited? [MULTICODE] Labels not shown for 3% and lower. Base: All who looked for information about pesticides on the internet 2016 (n=716); 2020 (n=826)

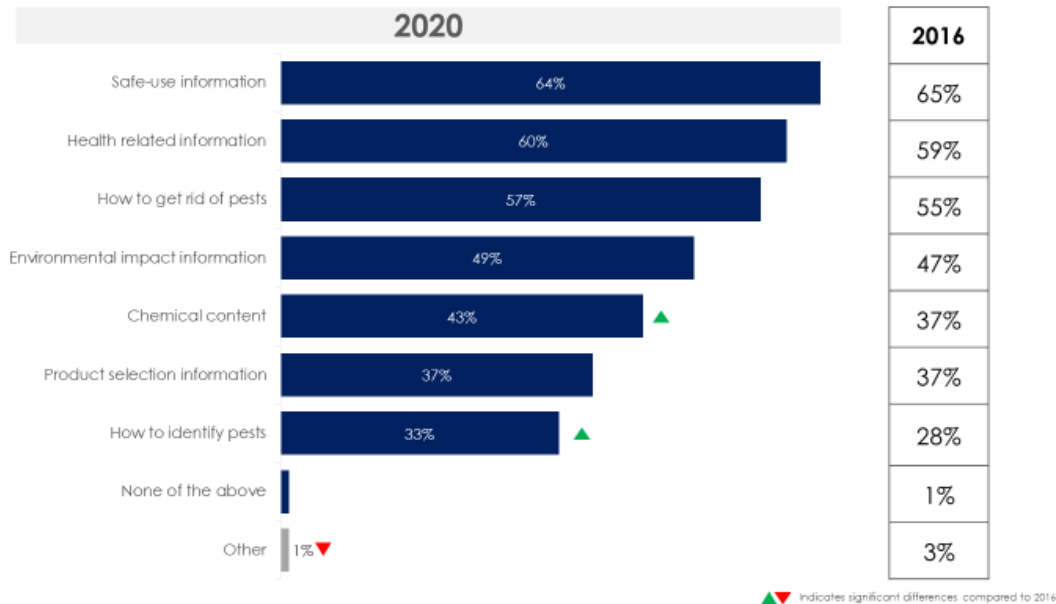
Those most likely to say they visited the 'Health Canada website' include those who say they:

- have seen read or heard 'a lot' or 'something' about pesticides in the past three months (35%), compared to those who have seen 'not too much' or 'nothing at all' (25%);
- are very or somewhat knowledgeable about the pesticides regulatory system in Canada (42%), compared to those who say they are not very or not at all knowledgeable (23%); and,
- are aware that Health Canada assesses the safety of pesticides before deciding whether they can be registered for sale in Canada (38%), compared to those who say they are not (17%).

### Likely Subject of Search

Among those who searched for pesticide information on the internet, six in 10, similar to last year, indicate that they searched for information on 'safe-use' (64%), 'health related information' (60%), or 'how to get rid of pests' (57%). Just under half (49%) looked for 'environmental impact information.' Four in 10 for information on 'chemical content' (43%, +5 points since 2016) or 'product selection information' (37%). A third (33%) looked for information on 'how to identify pests.'

**Figure 14: What Would Be Most Likely to Search for on the Internet About Pesticides**



Q21. If you were to look for information about pesticides, what would you be most likely to search for? [MULTICODE] Labels not shown for 3% and lower. Base: All who looked for information about pesticides on the internet 2016 (n=716); 2020 (n=826)

Older respondents are more likely to have searched for ‘how to get rid of pests’, and ‘product selection’ information while women are more likely to seek information on most listed topics except ‘health related information’, ‘chemical content’, and ‘product selection’ for which information seeking does not vary by gender. Those in households earning an annual income of \$100K or more (44%) are more likely to look for ‘product selection’ information compared to those in households with annual incomes of \$60K to less than \$100K (34%) and less than \$40K (32%).

Those more likely to have looked for information on the internet about ‘safe use information’ (64%) include those who say they:

- have used pesticides ‘rarely’ or ‘never’ (67%) compared to those who use them ‘often’ or ‘sometimes’ (59%)
- have seen read or heard ‘not too much’ or ‘nothing at all’ about pesticides in the past three months (67%), compared to those who have seen ‘a lot or ‘something’ (56%)

Those more likely to have looked for information on the internet about ‘health related information’ (60%) include those who say they:

- have used pesticides ‘rarely’ or ‘never’ (64%) compared to those who use them ‘often’ or ‘sometimes’ (52%)

Those more likely to have looked for information on the internet about ‘how to get rid of pests’ (56%) include those who say they:

- use pesticides ‘often’ or ‘sometimes’ (67%), compared to those who use them ‘rarely’ or ‘never’ (52%);



- have seen read or heard 'not too much' or 'nothing at all' about pesticides in the past three months (61%), compared to those who have seen 'a lot or 'something' (48%); and,
- are 'very' or 'somewhat' confident that Health Canada's PMRA protects health and the environment (61%), compared to those who are 'not very' or 'not at all' (48%); and,

Those most likely to have looked for information on the internet about 'environmental impact' (48%) include those who say they:

- use pesticides 'rarely' or 'never' (55%), compared to those who use them 'often' or 'sometimes' (38%);
- have seen, read or heard 'a lot' or 'something' about pesticides in the past three months (60%), compared to those who have seen 'not too much' or 'nothing at all' (45%); and,
- are 'not very' or 'not at all' confident that Health Canada's PMRA protects health and the environment (55%), compared to those who are 'very' or 'somewhat' (47%).

Those most likely to have looked for information on the internet about 'chemical content' (38%) include those who say they:

- are very or somewhat knowledgeable about the pesticides regulatory system in Canada (53%), compared to those who say they are not very or not at all knowledgeable (40%); and,
- are aware that Health Canada assesses the safety of pesticides before deciding whether they can be registered for sale in Canada (49%), compared to those who say they are not (41%)

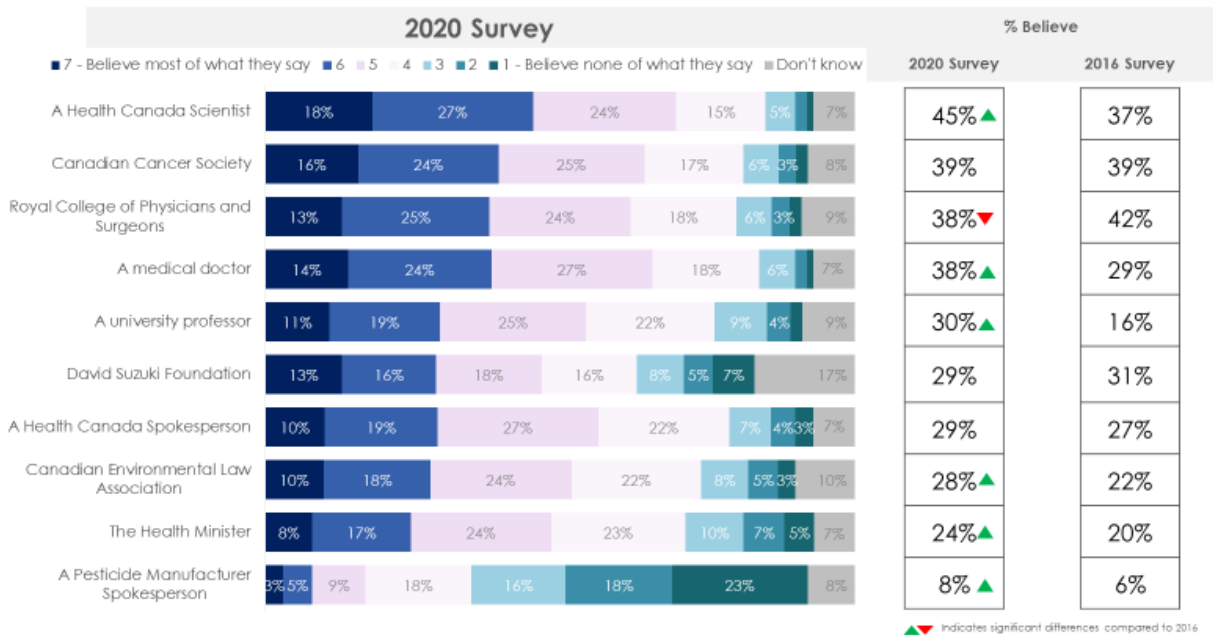
### Credibility of Information Sources

When rating potential spokespersons on credibility regarding risk of pesticide information, respondents are now most likely to rate the 'a Health Canada scientist' as believable (45% providing a rating of 6 or 7), which has moved up 8 points since 2016, and has risen among most demographics. The Canadian Cancer Society is seen as next most believable source with four in 10 (39%) offering a rating of either six (24%) or seven (16%). A similar proportion overall (38%) rate 'Royal College of Physicians and Surgeons' as either a six (25%) or a seven (13%), with believability decreasing (-4 points since 2016) putting it at par with credibility of a medical doctor (38% providing a rating of 6 or 7), which has increased in credibility since 2016 (+9 points). Three in 10 can believe a university professor, which has nearly doubled in believability across nearly all demographics (30%, +14 points since 2016).

The 'David Suzuki Foundation' (29%), a Health Canada Spokesperson (29%) and Canadian Environmental Law Associate (28%) receive similar positive ratings, each with around three in 10 offering a rating of either a six or a seven. However, a higher proportion of respondents rate the 'David Suzuki Foundation' as a one, two or three (21%) indicating they 'believe none of what they say', compared to those who provide a similarly low rating for a Health Canada Spokesperson (15%) or Canadian Environmental Law Associate (16%). Notably, credibility for a Health Canada Spokesperson has remained consistent overall since 2016, ratings have increased among those aged 55 years or older (24%, +5 points since 2016).

A quarter rate 'the Health Minister' (24%) as believable (six or seven on the scale). Finally, 'a pesticide manufacturer spokesperson' is seen as the least believable with only eight percent offering a rating of six (5%) or seven (3%). Almost half (47%) of respondents rate this source as either a one (23%) or a two (18%).

Figure 15: Believability of Sources



Q11. Thinking about the various people or organizations who may provide information about the risks of pesticides, to what extent do you think you can believe what they say? [SINGLE CODE PER ATTRIBUTE]. Labels not shown for 2% and lower. Base: 2016 (n=2,015); 2020 (n=2029)

For all sources, except 'David Suzuki Foundation' respondents who say they are 'very' or 'somewhat' confident that Health Canada's PMRA protects health and the environment are more likely to rate all the people or organizations presented as either a six or a seven, compared to those who say they are 'not very' or 'not at all confident.' Additionally, those who are aware that Health Canada assesses pesticide safety (compared to those who are not aware) and those who have heard a lot of something about pesticides in the past three months (compared to those who have heard not too much or nothing at all) are also more likely to believe (rating of 6 or 7) information about the risks of pesticides from all the given sources.

Those who are very/somewhat knowledgeable about pesticides are more likely than those who are not to believe all sources of information except 'David Suzuki Foundation' and 'medical doctor.'

Women continue to be more likely than men to offer a rating of six or seven to the David Suzuki Foundation (33% vs. men, 25%), and the Canadian Environmental Law Association (30% vs. men, 26%).

Those most likely to give a 'Health Canada Scientist' a rating of six or seven include university graduates (50% vs. high school 41%, post-secondary 45%).

Age influences ratings of either six or seven for the Canadian Cancer Society. Those who offer a rating of six or seven are more likely to include respondents aged 55 years or older (46 vs. 18 to 34 years 36%, 35 to 54 years 35%).

Those most likely to rate the Royal College of Physicians and Surgeons as believable (six or seven) include those aged 55 years or older (43% vs. 18 to 34 years 35%, 35 to 54 years 36%) and those who live in households earning \$60K to less than \$100K (42%) or \$100K or more annually (41%) compared to those earning between \$40K to less than \$60K (33%).

Those more likely to give the 'David Suzuki Foundation' a rating of six or seven also include women (33%) compared to men (25%), those aged 35 to 54 years (30%) and those aged 55 years or older (33%) (vs. 18 to 34 years (22%) and residents of Atlantic (36%), Quebec (32%) compared to other regions.

Those more likely to give the 'Health Minister' a rating of six or seven also include those aged 18 to 34 years (30%), compared to those aged 35 to 54 years (21%) or those 55 years and older (24%) and respondents living in Quebec (28%) or Ontario (26%) (vs. Manitoba 16% or Atlantic 17%).

## 1.4 Regulatory System

### Section Overview

Awareness that Health Canada assesses the safety of pesticides before deciding whether they can be registered for sale and use in Canada continues to be low.

However, a majority, increasing since 2016, attribute responsibility for pesticide regulation to the federal government. That said, of these respondents, most believe it falls under the purview of Agriculture and Agri-food Canada, though six in 10 associate it with Health Canada. Older respondents, those with higher income and men, are most likely to attribute this role to the federal level, while younger respondents are more likely to attribute it to Health Canada in particular.

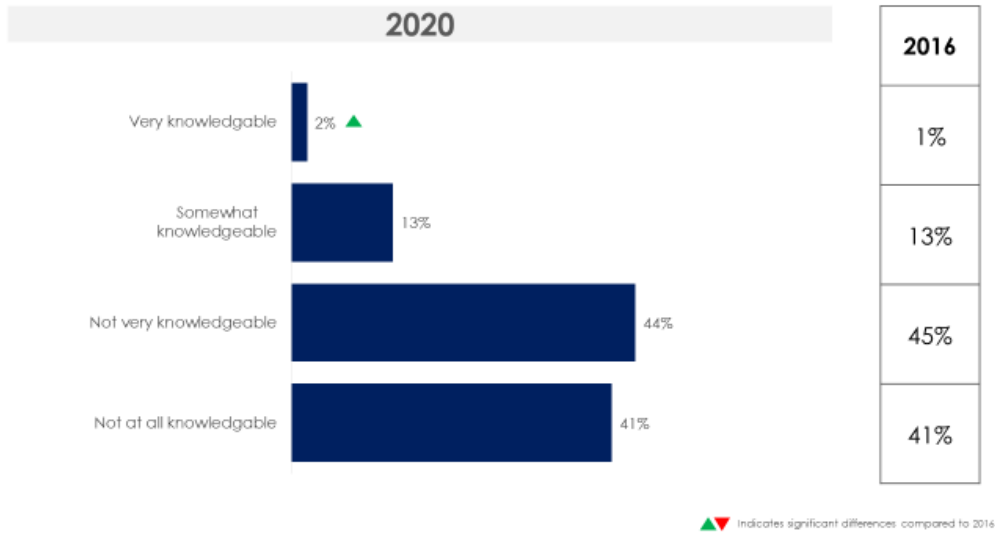
Knowledge of pesticides regulatory processes in Canada also continues to be very low, with 85% responding that they are 'not very knowledgeable' or 'not at all knowledgeable' about this process. In fact, less than one in 10 rate their understanding about pesticide regulatory decisions as a five, six or seven out of seven.

#### Level of Knowledge About the Pesticides Regulatory Process in Canada

Most of respondents are not knowledgeable about the pesticides regulatory process in Canada. Eighty-five percent of respondents say they are not very (44%) or not at all (41%) knowledgeable about the process, consistent with knowledge levels seen in 2016. However, there has been an increase in knowledge among males (20%, +4 points since 2016) and among those aged 35 to 54 years (16%, +5 points), while a decrease has been seen among those 55 years or older (12%, -4 points).

**Figure 16: How Knowledgeable About Pesticides Regulatory Process in Canada**

## Awareness and Confidence in Canada's Pesticide Regulatory System



Q8. Overall, how knowledgeable are you about the pesticides regulatory process in Canada? [SINGLE CODE]

Base: All Respondents 2016 (n=2,015); 2020 (n=2,029)

Those more likely to indicate they are 'very' or 'somewhat' knowledgeable include:

- residents of Ontario (18%), British Columbia (17%), Alberta (17%) compared to those in Quebec (11%) and Atlantic (9%);
- men (20% vs. women 11%);
- those aged 18 to 34 years (20%) or those aged 35 to 54 years (16%) compared to those aged 55 years or older (12%), and
- immigrants and/or those born outside of Canada (20% vs. those who are not 15%), and
- those whose mother tongue is English (18% vs. French 10%).

And those who say they:

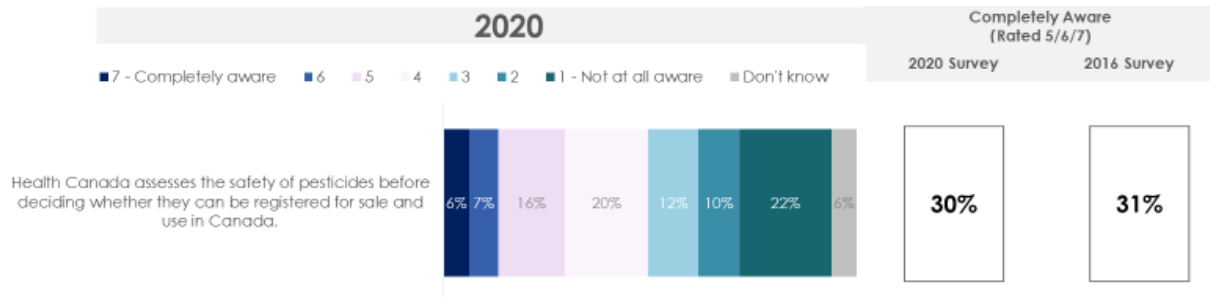
- use pesticides often or sometimes (29%), compared to those who use them rarely or never (11%);
- have seen read or heard 'a lot' or 'something' about pesticides in the past three months (39%), compared to those who have seen 'not too much' or 'nothing at all' (10%);
- are aware that Health Canada assesses the safety of pesticides before deciding whether they can be registered for sale in Canada (30%), compared to those who say they are not (6%);
- have ever looked for information on pesticides (23%), compared to those who have not (5%); and,
- are 'very' or 'somewhat' confident that Health Canada's PMRA protects health and the environment (19%), compared to those who are 'not very' or 'not at all' (11%).

### Awareness of Health Canada Assessment

Respondents were asked whether they were previously aware that Health Canada assesses the safety of pesticides before deciding whether they can be registered for sale and use in Canada. Awareness that

Health Canada plays this role continues to remain low with only three in 10 (30%) offering a rating of five, six or seven (out of seven) compared to nearly half (44%) who offer a rating of one, two or three. Two in 10 (20%) respondents offer a neutral rating of four out of seven and six percent say they don't know if they are aware.

**Figure 17: Agree/Disagree: 'Health Canada assesses the safety of pesticides before deciding whether they can be registered for sale and use in Canada.'**



Q12. Before today, to what extent were you aware that Health Canada assesses the safety of pesticides before deciding whether they can be registered for sale and use in Canada? [SINGLE CODE]. 'Don't know' response not shown. Base: All Respondents 2016 (n=2,015); 2020 (n=2,029)

Those more likely to say they were previously aware (providing a rating of 5, 6 or 7) that Health Canada 'assesses the safety of pesticides before deciding whether they can be registered for sale and use in Canada' include:

- men (33%), compared to women (28%);
- respondents aged 18 to 34 years (35%), compared to 35 to 54 years (26%) or those aged 55 years or older (30%);
- those living in households earning \$100K or more (35%) compared to those earning less than \$40K (28%); and,
- residents of Saskatchewan and Manitoba (36%) compared to British Columbia residents (25%).

And, those who say they:

- use pesticides often or sometimes (41%) compared to those who use them rarely or never (27%);
- have seen read or heard 'a lot' or 'something' about pesticides in the past three months (53%), compared to those who have seen 'not too much' or 'nothing at all' (26%);
- are very or somewhat knowledgeable about the pesticides regulatory system in Canada (58%), compared to those who say they are not very or not at all knowledgeable (25%);
- have ever looked for information on pesticides (39%), compared to those who have not (18%); and,
- are 'very' or 'somewhat' confident that Health Canada's PMRA protects health and the environment (36%), compared to those who are 'not very' or 'not at all' (24%).

### Knowledge of Jurisdiction Responsible for Pesticide Regulation

Two-thirds (65%, +3 points since 2016) believe that the 'Federal government' is responsible for pesticide regulation in Canada. An increase in selection of federal government since 2016 is seen among men

## Awareness and Confidence in Canada's Pesticide Regulatory System

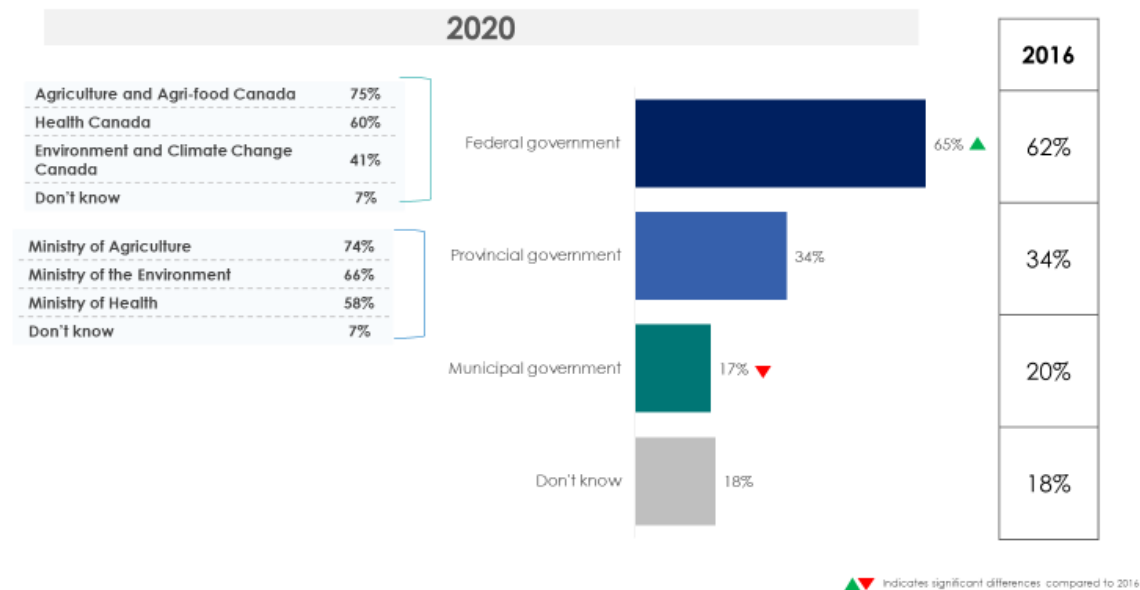
(71%, +5 points since 2016) and residents of Alberta (72%, +10 points since 2016) and those with income of less than \$40K (61%, +9 points).

A third of respondents (34%) say responsibility falls under the provincial government's jurisdiction while two in 10 (17%, -3 points since 2016) select 'municipal government.' Two in 10 (18%) say they 'don't know.'

Among those who cited federal government, three quarters (75%) of responses mentioned 'Agriculture and Agri-food Canada' while six in 10 (60%) mentioned 'Health Canada'. Four in 10 (41%) mentions related to 'Environment and Climate Change.'

Similarly, among those who chose provincial government, a majority of responses (74%) indicate the Ministry of Agriculture, while two-thirds (66%) mention the Ministry of the Environment. Six in 10 mentions (58%) relate to the Ministry of Health.

**Figure 18: Level of Government Responsible for Regulating Pesticides in Canada**



Q9a. Which level (or levels) of government do you think are responsible for regulating pesticides in Canada? [MULTICODE] Base: All Respondents 2016 (n=2,015); 2020 (n=2,029) / Q9b. And which ... department(s) do you think is/are responsible for regulating pesticides in Canada? - Federal government [MULTICODE] Base: All who think the Federal government is responsible for regulating pesticides in Canada 2016 (n=1257); 2020 (n=1321) / Q9b. And which ... department(s) do you think is/are responsible for regulating pesticides in Canada? - Provincial government [MULTICODE] Base: All who think the Provincial government is responsible for regulating pesticides in Canada 2016 (n=696); 2020 (n=685)

Those more likely to say that the Federal Government is responsible for regulating pesticides in Canada include:

- Men (71%), compared to women (59%)
- Older respondents, increasing with age (18 to 34 years: 55%; 35 to 54 years: 64%; 55 years and older: 73%);
- Those with higher income levels, increasing with income (68% among those in households in

earning \$60K or more annually compared to 61% among households earning less than \$40K); and,

- Those who are *not* immigrant and/or born outside of Canada (66%) vs. those who are not (59%).

And those who say they:

- have seen read or heard 'a lot' or 'something' about pesticides in the past three months (73%), compared to those who have seen 'not too much' or 'nothing at all' (64%);
- are aware that Health Canada assesses the safety of pesticides before deciding whether they can be registered for sale in Canada (74%), compared to those who say they are not (61%);
- are 'somewhat' or 'very' confident that Health Canada's PMRA protects health and the environment (70%), compared to those who are not very or not at all confident (64%); and,
- have ever looked for information about pesticides (70%) compared to those who have not (59%).

Those most likely to say that they 'don't know' which level of government is responsible for regulating pesticides in Canada include:

- women (23% vs. men, 13%);
- respondents living in households earning less than \$40K annually (20%), compared to those earning between \$60K and less than \$100K annually (16%),
- those aged 18 to 34 years (21%) or aged 35 to 54 years (20%), compared to those aged 55 or older (15%).

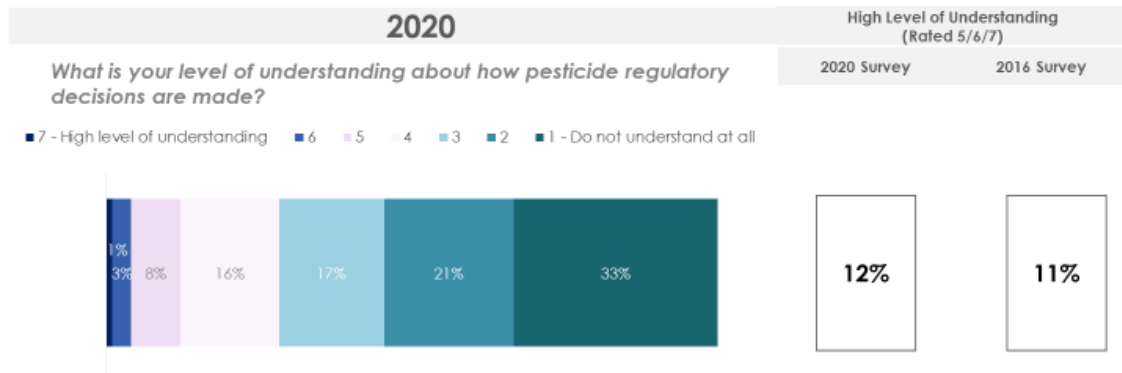
And, those who say they:

- 'rarely' or 'never' use pesticides (20%), compared to those who say they use them 'often' or 'sometimes' (11%);
- have seen, read or heard 'not too much' or 'nothing at all' about pesticides in the past three months (20%), compared to those who have seen, read or heard 'a lot' or 'something' (6%);
- say they are 'not very' or 'not at all' knowledgeable about the pesticides regulatory system in Canada (20%), compared to those who say they are 'very' or 'somewhat' knowledgeable (7%);
- are not aware that Health Canada assesses the safety of pesticides before deciding whether they can be registered for sale in Canada (23%), compared to those who say they are (8%); and
- are 'not very' or 'not at all' confident that Health Canada's PMRA protects health and the environment (19%), compared to those who are 'somewhat' or 'very' confident (12%).

### Understanding About Regulatory Decision-Making Process

Understanding of how regulatory decisions are made is very low. Only one in ten (12%) indicate an understanding of the process (providing a rating of five, six or seven on a scale of one to seven where one means 'do not understand at all' and 7 means 'high level of understanding'). Nearly three quarters (72%) of respondents indicate they do not understand the process (offering a rating of one (33%), two (21%) of three (17%)).

**Figure 19: Level of Understanding About How Pesticides Regulatory Decisions Are Made**



Q10. What is your level of understanding about how pesticide regulatory decisions are made? [SINGLE CODE]. Base: All Respondents 2016 (n=2,015); 2020 (n=2,029)

An analysis of those who offer a rating of five, six or seven shows it is more likely to include men (15%), compared to women (9%) and younger respondents aged 18 to 34 years (16%) and those aged 35 to 54 years (13%) compared to those aged 55 years or older (8%).

And, it also includes those who say they:

- use pesticides 'often' or 'sometimes' (22%), compared to those who use them rarely or never (9%);
- have seen, read or heard 'a lot or 'something' about pesticides in the past three months (34%), compared to those who have seen, read or heard 'not too much' or 'nothing at all' (7%);
- are aware that Health Canada assesses the safety of pesticides before deciding whether they can be registered for sale in Canada (28%), compared to those who say they are not (3%);
- say they are 'very' or 'somewhat' knowledgeable about the pesticides regulatory system in Canada (46%), compared to those who say they are 'not very' or 'not at all' knowledgeable (6%); and,
- have ever looked for information about pesticides (16%), compared to those who have not (6%).

Residents of the Atlantic region are least likely to indicate understanding with ratings of five, six or seven (5%) compared to most other regions.

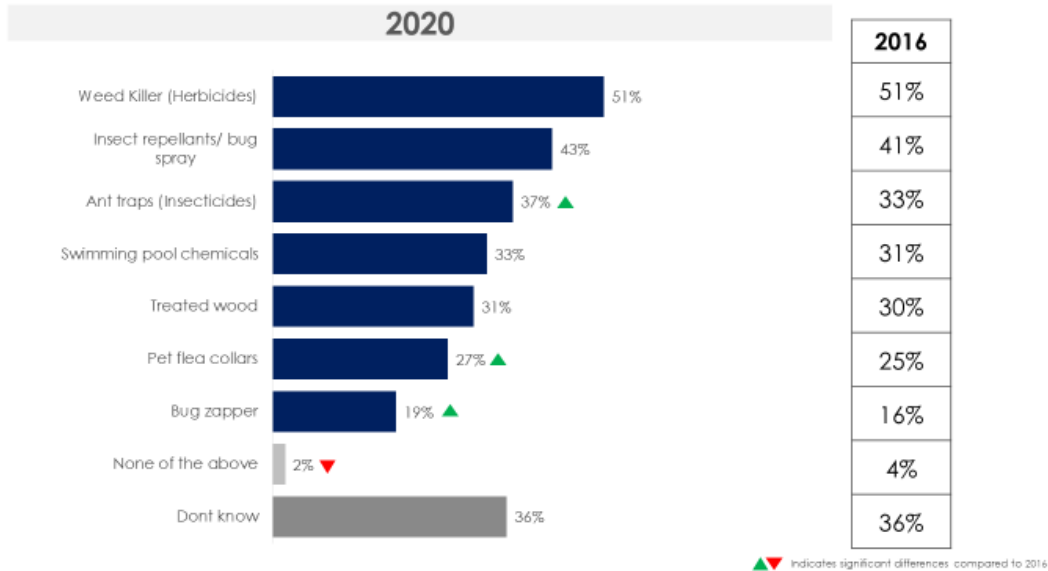
### Knowledge of What Products are Regulated

Half of respondents (51%) say that 'weed killer (herbicides)' are regulated as pesticides in Canada. Four in 10 say that 'insect repellants/bug spray' (43%) and ant traps (37%, +4 points since 2016) are regulated. A third say that 'swimming pool chemicals' (33%) and 'treated wood' (31%) are regulated as pesticides. A quarter (27%, +2 points) say that 'pet flea collars' are regulated and just nineteen percent (+3 points) say the same for 'bug zappers.' Two percent say 'none of the above' are regulated. Just over a third (36%) say they 'don't know' if any of the products listed are regulated as pesticides in Canada, once again indicating low knowledge levels.



Those aged 18 to 34 years are more likely than in 2016 to indicate that all of the given products are regulated as pesticides in Canada, while a higher proportion of Ontario residents compared to 2016 also indicate that given products except for weed killer and treated wood are regulated as pesticides in Canada.

**Figure 20: Products Regulated as Pesticides in Canada**



Q7. Which of the following products, if any, are regulated as pesticides in Canada? [MULTICODE]. Base: All Respondents 2016 (n=2,015); 2020 (n=2,029)

Respondents who say any of the products are regulated as pesticides in Canada include those who say they:

- use pesticides 'often' or 'sometimes';
- are 'very' or 'somewhat' knowledgeable about the pesticides regulatory system in Canada;
- are aware that Health Canada assesses the safety of pesticides before deciding whether they can be registered for sale in Canada;
- have ever looked for information on pesticides; and,
- have heard 'a lot' or 'something' about pesticides in the past three months.

Those who are 'somewhat' or 'very' confident that Health Canada's PMRA protects health and the environment are more likely to say that 'weed killer (herbicides),' 'insect repellants/bug spray,' 'ant traps' and 'swimming pool chemicals,' are regulated.

While older respondents are more likely to indicate that most of the products are regulated as pesticides in Canada, those aged 18 to 34 years are more likely to indicate that ant traps and bug zappers are regulated as pesticides.

Those who 'don't know' whether any of the products are regulated as a pesticide in Canada include:

- residents of Atlantic (43%) Quebec (42%) or British Columbia (39%), compared to Ontario

- (31%); and,
- women (40% vs. men, 32%)

And, those who say they:

- 'rarely' or 'never' use pesticides (41%), compared to those who say they use them 'often' or 'sometimes' (21%);
- have seen, read or heard 'not too much' or 'nothing at all' about pesticides in the past three months (39%), compared to those who have seen, read or heard 'a lot' or 'something' (18%);
- are 'not very' or 'not at all' knowledgeable about the pesticides regulatory system in Canada (41%), compared to those who say they are 'very' or 'somewhat' knowledgeable (11%);
- are not aware that Health Canada assesses the safety of pesticides before deciding whether they can be registered for sale in Canada (43%), compared to those who say they are (21%);
- are 'not very' or 'not at all' confident that Health Canada's PMRA protects health and the environment (37%), compared to those who are 'somewhat' or 'very' confident (30%); and,
- have never looked for information on pesticides (52%) compared to those who have (25%).

## 1.5 Views of Pest Management Regulatory Agency

### Section Overview

Perceptions regarding the PMRA's effectiveness remain moderately strong with a majority agreeing, even more so than in 2016. However, while agreement has increased since 2016, less than half agree that Health Canada acts quickly enough to remove unsafe pesticides from the market.

There is increasing awareness compared to 2016 that various tasks related to pesticides are the responsibility of PMRA.

Most respondents, however, are unaware that the PMRA consults with the public as part of the process; only three percent know how to participate in the decision-making process.

Even so, confidence that Health Canada's PMRA protects health and the environment has increased since 2016, with six in 10 claiming confidence in PMRA. A quarter continue to not be confident.

Respondents tend to say that Canada's pesticide regulatory system is the same as or worse than that of the EU but are more likely to say that Canada's system is the same or better than the U.S.'s system and is better than China's system.

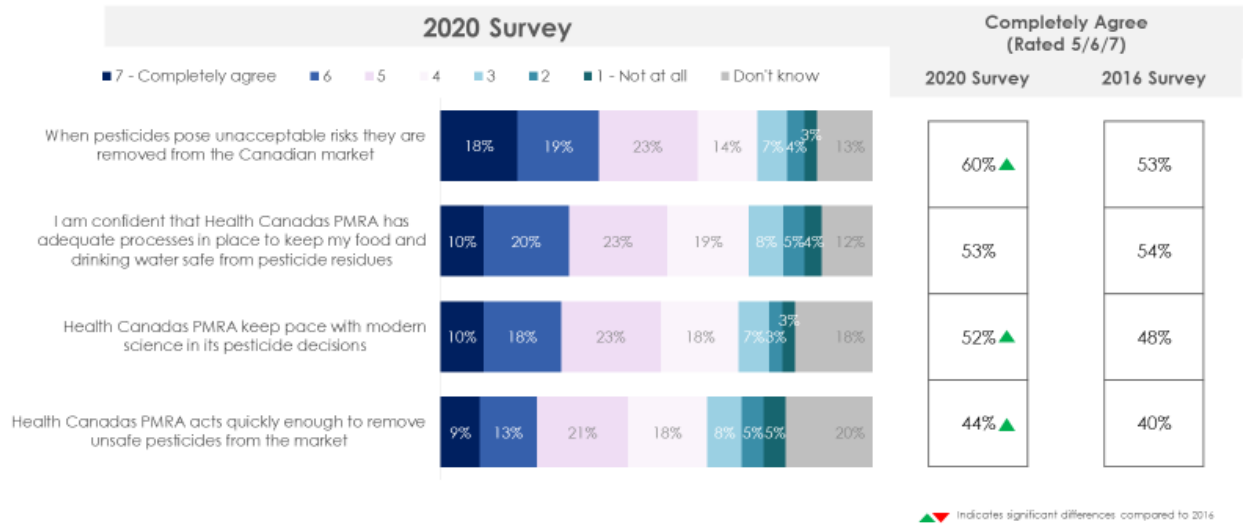
### Perceptions of PMRA

Perceptions about effectiveness of Health Canada's PMRA have increased since 2016. A majority of six in 10 (60%, +7 points since 2016) agree (providing a rating of five, six, or seven) that when pesticides pose unacceptable risks, they are removed from the Canadian market. Over half agree that they are confident that PMRA has adequate processes in place to keep food and drinking water safe from pesticide residues (53%) and that it keeps pace with modern science in its pesticide decisions (52%, +4 points since 2016). Agreement that it keeps pace with modern science is up among those aged 18 to 34 years (52%, +7

points since 2016). At the same time, agreement that pesticides posing unacceptable risks are removed from market is up among those aged 18 to 34 years (59%, +12 points since 2016), residents of Alberta (59%, +11 points since 2016) and Ontario (62%, +9 points since 2016).

Perceptions remain weak, regarding PMRA acting quickly enough to remove unsafe pesticides from the market (44% agree). Agreement has still increased since 2016 (+4 points) mainly among men (46%, +5 points) and Ontario residents (47%, +7 points).

**Figure 21: Agree/Disagree**



Q17. Using a scale from 1 to 7 where '1' is not at all and '7' is completely, to what extent do you agree with each of the following statements? [SINGLE CODE PER ATTRIBUTE]. Base: All Respondents 2016 (n=2,015); 2020 (n=2,029)

Respondents more likely to completely agree (providing a rating of 6 or 7) with each of the statements include those who say they:

- 'often or 'sometimes' use pesticide products
- are 'very' or 'somewhat' confident that Health Canada's PMRA protects health and the environment
- have ever looked for information on pesticides;
- are 'somewhat' or 'very' knowledgeable about the pesticides regulatory system in Canada and,
- are aware that Health Canada assesses pesticide safety.

### PMRA Responsibilities

Even though awareness is low for recognizing Health Canada's role in regulating pesticides through the PMRA, awareness of the PMRA's responsibilities is relatively high. Seven in 10 are aware it is the PMRA's responsibility to be 'making sure a product meets health standards (69%), 'requiring specific warning statements on product labels' (65%), and 'making sure a product meets environmental standards' (65%). Roughly two-thirds are aware that the PMRA is responsible for 'pulling unsafe products from the shelves' (63%), 'setting safety standards for companies to follow' (63%, +4 points since 2016), 'Reviewing

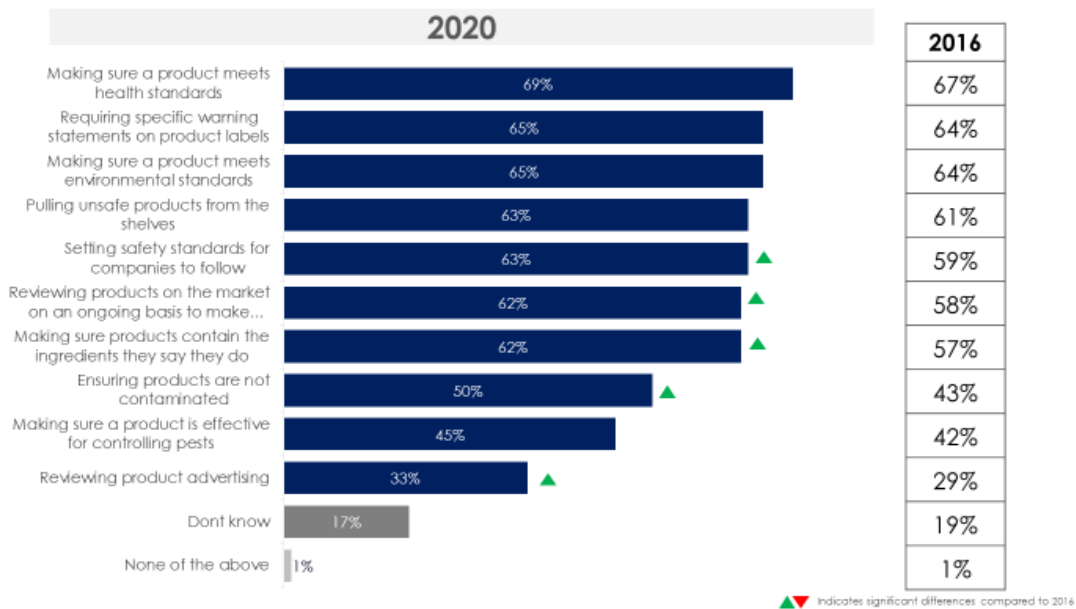
## Awareness and Confidence in Canada's Pesticide Regulatory System

products on the market on an ongoing basis to make sure they continue to meet safety standards' (62%, +4 points since 2016) and 'making sure products contain the ingredients they say they do' (62%, +5 points since 2016).

Half say they are responsible for 'ensuring products are not contaminated' (50%, +7 points) and 'making sure a product is effective for controlling pests' (45%). Just a third (33%, +4 points since 2016) say the PMRA is responsible for 'reviewing product advertising' and two in 10 (17%) say they 'don't know'.

Compared to 2016, higher proportions of those aged 18 to 34 years are aware of PMRA's responsibilities with regards to pesticides except for the task of making sure a product meets environmental standards. Alberta residents are also more likely to be aware of PMRA's responsibilities compared to 2016 except for the task of making sure a product meets environmental standards as well as requiring specific warning statements on product labels.

**Figure 22: Tasks Health Canada's PMRA is Responsible for with Regards to Pesticides**



Q16. Which tasks, if any, do you believe Health Canada's PMRA is responsible for with regards to pesticides? [MULTICODE]. Base: All Respondents 2016 (n=2,015); 2020 (n=2,029)

Women are more likely to be aware of all responsibilities except for making sure a product is effective for pest control and reviewing product advertising, Additionally, those more likely to be aware include older respondents, with awareness increasing with age, and those who say they:

- are aware that Health Canada assesses the safety of pesticides before deciding whether they can be registered for sale in Canada, compared to those who say they are not;
- are 'very' or 'somewhat' confident that Health Canada's PMRA protects health and the environment, compared to those who are 'not very' or 'not at all' confident; and,
- have looked for information on pesticides, compared to those who have not.

### Awareness and Knowledge of PMRA Public Consultation Process

Awareness that Health Canada's PMRA consults with the public on decisions related to pesticides is very low and it is even lower in terms of knowing how to participate in the pesticides decision making process. Only twelve percent are aware that the PMRA consults with the public.

**Figure 23: Aware that Health Canada's PMRA Consults with the Public on Decisions Related to Pesticides?**



Q18. Were you aware that Health Canada's PMRA consults with the public on decisions related to pesticides? [SINGLE CODE]. Base: All Respondents 2016 (n=2,015); 2020 (n=2,029)

Of those who are aware that PMRA consults with the public on decisions related to pesticides, three in 10 are also aware of how to participate in pesticide decision making processes carried out by the PMRA.

Within the context of the total survey sample (n=2,029), this represents three percent of respondents who know how to participate in this process.

**Figure 24: Know How to Participate in the Pesticides Decision Making Process Carried Out By Health Canada's PMRA?**



Q19. Do you know how to participate in the pesticide decision making process carried out by Health Canada's PMRA? [SINGLE CODE]. Base: All who are aware that Health Canada's PMRA consults with the public on decisions related to pesticides 2016 (n=270); 2020 (n=228)

Those more likely to be aware that Health Canada's PMRA consults with the public on decisions related to pesticides includes:

- residents of Alberta (15%), Ontario (14%), and British Columbia (13%) compared to Quebec residents (7%)

- men (15%), compared to women (8%);
- those aged 18 to 34 years (18%), compared to 35 to 54 years (10%) or 55 and older (9%)
- those who are immigrants and/or born outside Canada (17%) compared to those who are not (11%)
- those whose mother tongue is English (13%), compared to French (7%);
- those who 'often' or 'sometimes' use pesticide products (19%), compared to those who 'rarely' or 'never' use such products (9%);
- those who are 'very' or 'somewhat' knowledgeable about the pesticides regulatory system in Canada (38%), compared to those who are not knowledgeable (7%);
- those who are aware that Health Canada assesses the safety of pesticides before deciding whether they can be registered for sale in Canada (23%), compared to those who are not aware (5%);
- those who are 'somewhat' or 'very' confident that Health Canada's PMRA protects health and the environment (14%), compared to those who are not confident (9%);
- have seen, read or heard 'a lot' or 'something' about pesticides in the past three months (24%), compared to those who have seen, read or heard 'not too much' or 'nothing at all' (9%); and,
- those who have ever looked for pesticides information (16%), compared to those who have not (6%).

Among those who are **aware** that Health Canada's PMRA consults with the public on decisions related to pesticides, those who are more likely to know how to participate in the decision making process include:

- younger respondents aged 18 to 34 years (35%) or aged 35 to 54 years (39%), compared to those aged 55 years or older (15%);
- those who 'often' or 'sometimes' use pesticide products (45%), compared to those who 'rarely' or 'never' use such products (20%);
- those who have read, seen or heard 'a lot' or 'something' about pesticides in the last three months (53%), compared to those who heard 'not too much' or 'nothing at all' (17%);
- those who are 'very' or 'somewhat' knowledgeable about the pesticides regulatory system in Canada (50%), compared to those who are not knowledgeable (11%);
- those who are aware that Health Canada assesses the safety of pesticides before deciding whether they can be registered for sale in Canada (35%), compared to those who are not aware (15%); and,
- those who have ever looked for information on pesticides (36%), compared to those who have not (10%).

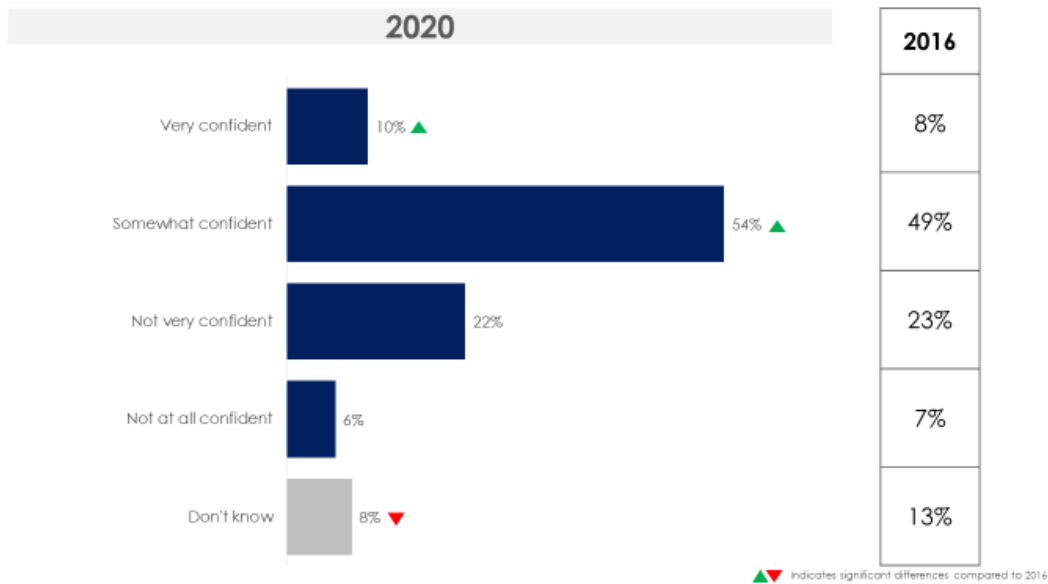
### Confidence in PMRA

Six in 10 (63%, +6 points since 2016) respondents are either 'very' (10%) or 'somewhat' (54%) confident that Health Canada's PMRA protects health and the environment. That said, a quarter (22%) are 'not very confident' and another one in 10 (6%) are 'not at all confident'.

## Awareness and Confidence in Canada's Pesticide Regulatory System

Since 2016, confidence in PMRA has increased among younger respondents aged 18 to 35 years (65%, +11 points since 2016) and 35 to 54 years (62%, +5 points since 2016) and residents of Alberta (75%, +16 points since 2016), and Ontario (65%, +7 points since 2016).

**Figure 25: Confidence in Health Canada's PMRA**



Q14. How confident are you that Health Canada's PMRA protects health and the environment as per the Pest Control Products Act? [SINGLE CODE]. Base: All Respondents 2016 (n=2,015); 2020 (n=2,029)

Those more likely to say that they are 'very' or 'somewhat' confident that Health Canada's PMRA protects health and the environment include:

- residents of Alberta (75%) compared to British Columbia (66%), Ontario (65%), and Quebec (49%)
- men (67%), compared to women (60%);
- those with higher education such as university graduates (67%), post-secondary (63%), high school (63%) compared to less than high school (51%)
- those living in households earning an annual income of \$40K to less than \$60K (65%), \$60K to less than \$100K (70%), and those earning \$100K or more (69%) compared to those in households earning <\$40k (55%);
- members of an ethno-cultural or visible minority group (72%) compared to those who are not (63%)
- those who use pesticides 'often' or 'sometimes' (77%), compared to those who say they use them 'rarely' or 'never' (59%)
- those who are aware that Health Canada assesses the safety of pesticides before deciding whether they can be registered for sale in Canada (75%), compared to those who say they are not aware (58%);
- those who are 'very' or 'somewhat' knowledgeable about the pesticides regulatory system in

## Awareness and Confidence in Canada's Pesticide Regulatory System

Canada (78%), compared to those say they are 'not very' or 'not at all' knowledgeable (61%); and,

- those who have ever looked for pesticides information (68%), compared to those who have not (58%).

Those who responded 'don't know' when asked the extent to which they are confident that Health Canada's PMRA protects health and the environment include:

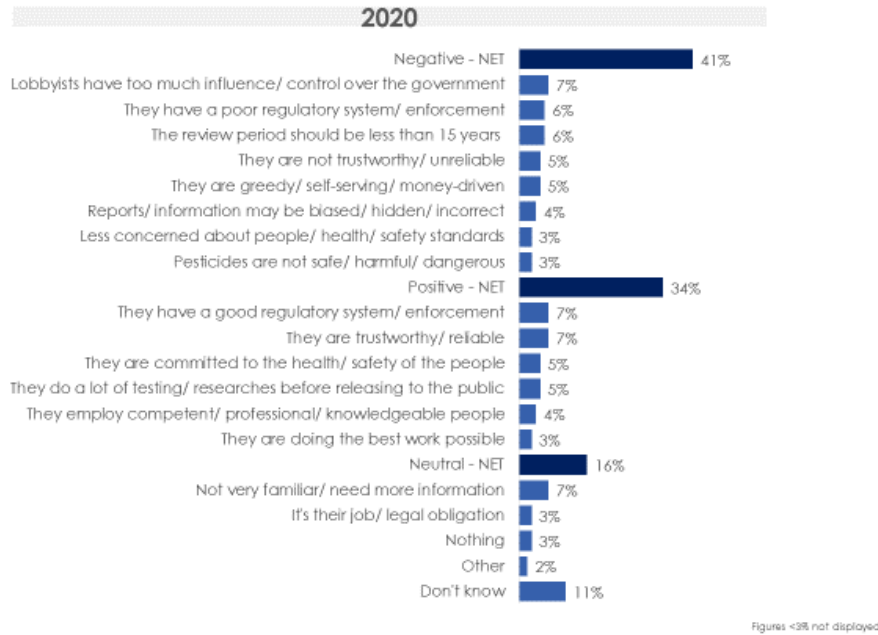
- those with less than a high school education (15%) compared to post-secondary (8%) or university graduates (6%);
- those living in a household with an annual income of less than \$40K (11%) compared to those living in a household earning an annual income between \$60K and less than \$100K (7%) or \$100K or more (6%);
- those who 'rarely' or 'never' use pesticides (9%), compared to those who 'often' or 'sometimes' use these products (4%);
- those who have seen, read or heard 'not too much' or 'nothing at all' about pesticides in the last three months (9%), compared to those who have seen read or heard 'a lot' or 'something' (2%);
- those who do not consider themselves knowledgeable about the pesticides regulatory process in Canada (10%, 'not very'/'not at all' knowledgeable), compared to those who do (2% 'very'/'somewhat' knowledgeable);
- those who are not aware that Health Canada assess pesticide safety (9%), compared to those who do (2%); and,
- those who have never looked for pesticide information (16%), compared to those who have (3%).

When asked for the reason behind their confidence rating, negative mentions (41%) include possible concerns that lobbyists have too much influence/control over the government (7%) and poor regulatory system/enforcement (6%). Other negative mentions include that the review period should be less than 15 years because science progresses faster than that (6%).

On the other hand, positive mentions (34%) indicating confidence in PMRA, include that they have a good regulatory system/enforcement (7%), are trustworthy/reliable (7%), are committed to health and safety (5%) and do testing and research before public releases (5%).



**Figure 26: Reasons for Confidence in Health Canada's PMRA**



Q14b. Why do you say that? [OPEN RESPONSE] Base: Respondents confident or not confident in PMRA at Q14; 2020 (n=1860)  
Only mentions of 3% or greater shown in chart.

### Comparison to the European Union

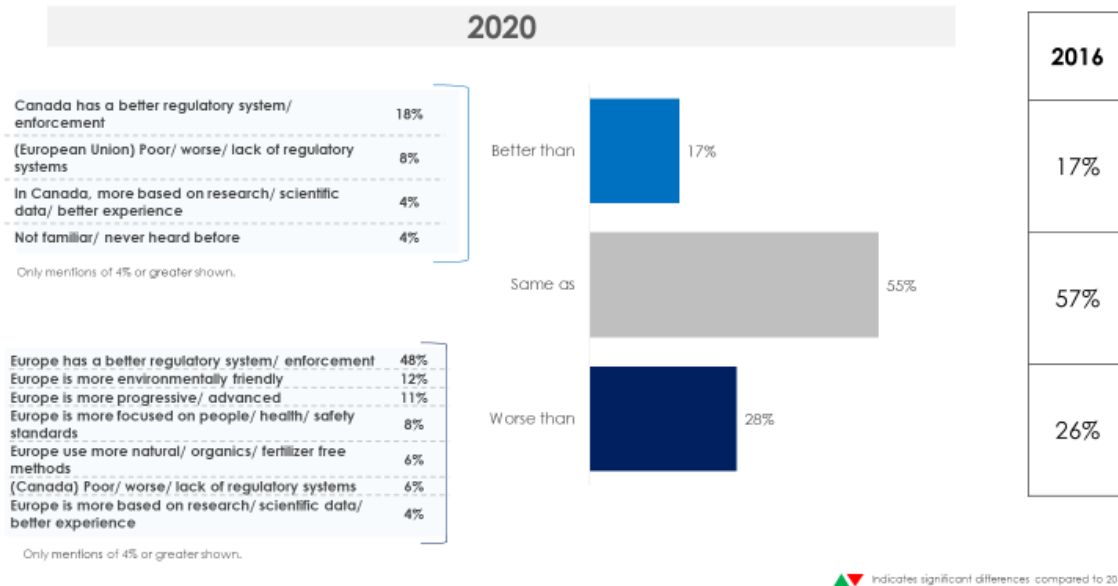
When comparing Canada's pesticide regulatory system to that of the European Union (EU), six in 10 (55%) say that our system is the 'same as' the EU's and another quarter (28%) say that Canada's system is 'worse than' than that of the EU. Only two in 10 (17%) say that Canada's pesticide regulatory system is 'better than' that of the EU. Comparisons to the European Union remain similar to those seen in 2016, however, those aged 18 to 34 years (30%, +6 points since 2016) are more likely to think it is worse than that of the European Union.

When respondents are asked for a reason for their belief that Canada's system is worse, nearly half (48%) indicated that 'Europe has a better regulatory system/enforcement'. Other mentions include 'Europe is more environmentally friendly' (12%), and 'Europe is more progressive/advanced' (11%). Those who say Canada's system is better mention 'Canada has a better regulatory system/enforcement' (18%), and that European Union has 'poor/worse/lack of regulatory systems' (8%), and 'in Canada, more based on research/scientific data/better experience' (4%).

**Figure 27: How Canada's Pesticide Regulatory System Compares to the European Union**

*Compared to the European Union, Canada's pesticide regulatory system is...*

## Awareness and Confidence in Canada's Pesticide Regulatory System



Q15a. [European Union] Based on your current level of knowledge, how do you think Canada's pesticide regulatory system compares to each of the following? [SINGLE CODE] Base: All Respondents 2016 (n=2,015); 2020 (n=2,029)/ Q15b. Why do you say that? [OPEN RESPONSE] Base: All who think that the pesticides regulatory system in Canada is BETTER THAN the European Union 2016 (n=341); 2020 (n=339)/ Q15b. Why do you say that? [OPEN RESPONSE] Base: All who think that the pesticides regulatory system in Canada is WORSE THAN the European Union 2016 (n=533); 2020 (n=578)

Those more likely to think that Canada's pesticide regulatory system is comparatively better than the European Union include:

- those with less than high school education (31%) compared to high school education (19%), post-secondary (15%) or university graduates (15%);
- those who are indigenous (26%) vs. those who are not (16%);
- those who have used pesticides often/sometimes (22%), compared to those who have rarely/never (15%);
- those who are 'very' or 'somewhat' knowledgeable about the pesticides regulatory system in Canada (22%), compared to those say they are 'not very' or 'not at all' knowledgeable (16%);
- those who have ever looked for pesticide information (18%), compared to those who have not (15%); and,
- those who are 'very' or 'somewhat' confident that the PMRA protects health and the environment (20%), compared to those who are 'not very' or 'not at all' (10%).

Those more likely to think that Canada's pesticide regulatory system is comparatively worse than the European Union include:

- those who are or university graduates (37%) compared to those with less than high school education (19%), high school education (22%), or post-secondary (26%);
- those living in household earning an annual income of \$100k+ (36%), compared to those in households earning less than \$40K annually (26%) and those earning between \$60K and less than \$100K (27%);

- those whose mother tongue is some other language (35%), compared to French (26%);
- those who have seen, read or heard 'a lot' or 'something' about pesticides in the last three months (33%), compared to those who have not (27%);
- those who are not very/not at all confident that the PMRA protects health and the environment (43%), compared to those who are very/somewhat confident (22%);
- those who 'rarely' or 'never' use pesticides (31%), compared to those who 'often' or 'sometimes' use these products (23%); and,
- those who do not consider themselves knowledgeable about the pesticides regulatory process in Canada (30% not very'/not at all knowledgeable), compared to those who do (21% very/somewhat knowledgeable).

And those more likely to think that Canada's pesticide regulatory system is the same as than the European Union include:

- those aged 55 years or older (57%) compared to those aged 18 to 34 years (51%)
- those whose mother tongue is French (59%) compared to English (53%), or other (49%);
- those who are not aware that Health Canada assesses pesticide safety (57%), compared to those who do (50%);
- those who are confident that the PMRA protects health and the environment (58%), compared to those who are not (47%); and,
- those who have never looked for pesticides information (59%), compared to those who have (52%).

### Comparison to the United States

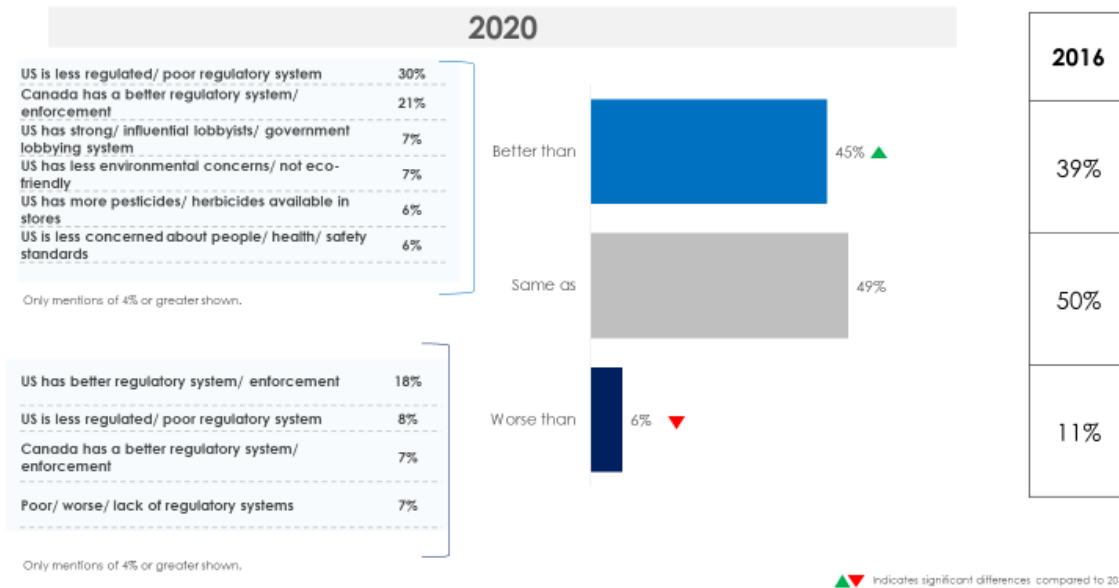
When respondents compare Canada's pesticide regulatory system to that of the United States (U.S.), half of respondents (45%, +6 points since 2016) say that our system is the 'better than' the United States and another half (49%) say that Canada's system is the 'same as' the U.S. Only one in 10 (6%) say that Canada's pesticide regulatory system is 'worse than' that of the U.S. Therefore, while our system was seen as the same as or *worse* than that of the EU, respondents believe our system fares either the same as or *better* than United States.

Those who say Canada's system is better mention 'U.S. is less regulated/poor regulatory system' (30%), Canada has a better regulatory system/enforcement' (21%), 'U.S. has strong/influential lobbyists/government lobbying system' (7%) and 'US has less environmental concerns/not eco-friendly' (7%). When asked why they say Canada's system is worse, two in 10 (18%) indicated that 'U.S. have a better regulatory system' with a reference to 'enforcement' and 'US is less regulated/poor regulatory system' (8%). Men (45%, +9 points since 2016) and those aged 18 to 34 years (50%, +13 points since 2016) have contributed to the increasing proportion indicating that Canada's pesticide regulatory system is better than the United States.

#### Figure 28: How Canada's Pesticide Regulatory Process Compares to the United States

*Compared to the United States, Canada's pesticide regulatory system is...*

## Awareness and Confidence in Canada's Pesticide Regulatory System



Q15a. [United States] Based on your current level of knowledge, how do you think Canada's pesticide regulatory system compares to each of the following? [SINGLE CODE] Base: All Respondents 2016 (n=2,015); 2020 (n=2,029)/ Q15b. Why do you say that? [OPEN RESPONSE] Base: All who think that the pesticides regulatory system in Canada is BETTER THAN the United States 2016 (n=789); 2020 (n=915)/ Q15b. Why do you say that? [OPEN RESPONSE] Base: All who think that the pesticides regulatory system in Canada is WORSE THAN the United States (n=215); 2020 (n=122)

Those more likely to think that Canada's pesticide regulatory system is comparatively better than the United States include:

- those aged 18 to 34 years (50%) compared to those aged 35 to 54 years (43%) or 55 years and older (44%);
- those who are university graduates (50%) compared to high school (40%) or post-secondary (44%) education
- those whose mother tongue is English (50%), compared to French (34%) or other (41%);
- those who are 'very' or 'somewhat' (51%) confident that Health Canada's PMRA protects health and the environment, compared to those who are 'not very' or 'not at all' confident (38%); and,
- those who have ever looked for pesticide information (48%), compared to those who have not (41%).
- Residents in Quebec are least likely to think that Canada's pesticide regulatory system is better than that of the U.S.

Those more likely to think that Canada's pesticide regulatory system is comparatively worse than the United States include:

- those with income of \$40K to less than \$60K (9%) compared to \$60K to less than \$100K (5%) or \$100K and more (4%)
- those whose mother tongue is French (8%), compared to other language than English (3%); and

## Awareness and Confidence in Canada's Pesticide Regulatory System

- those who are 'not very' or 'not at all' confident that Health Canada's PMRA protects health and the environment (8%), compared to those who are 'somewhat' or 'very' confident (5%).

And those more likely to think that Canada's pesticide regulatory system is the same as than the United States include:

- residents of Quebec (58%), compared to those in British Columbia (43%), Ontario (45%) and Atlantic (47%);
- those whose mother tongue is French (59%) or Other (55%) compared to English (44%)
- those with income of less than \$40K (55%) compared to \$40K to less than \$60K (48%), \$60K to less than \$100K (46%) or \$100K and more (45%)
- those who are not confident that the PMRA protects health and the environment (53%), compared to those who are (44%); and,
- those who have never looked for pesticide information (54%), compared to those who have (45%).

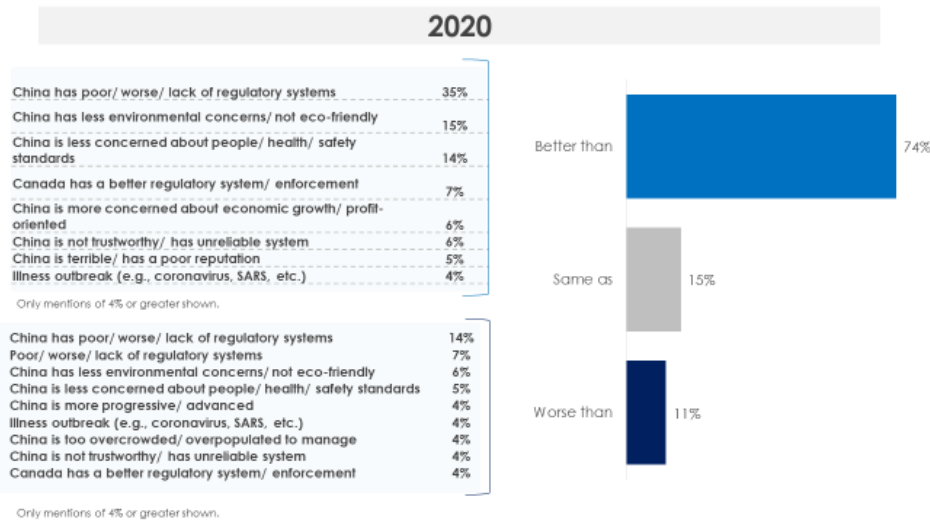
### Comparison to China

In 2020, as a new comparison, respondents were also asked to compare Canada's pesticide regulatory system to that of China. A majority, i.e. three-quarters (74%) say that our system is the 'better than' the China while fifteen percent say that Canada's system is the 'same as' China. Only one in 10 (11%) say that Canada's pesticide regulatory system is 'worse than' that of the China.

Those who say Canada's system is better mention 'China has poor/ worse/ lack of regulatory systems' (35%), 'China has less environmental concerns/ not eco-friendly' (15%), and China is less concerned about people/ health/ safety standards (14%). When asked why they say Canada's system is worse, one in 10 (14%) indicated that 'China has poor/ worse/ lack of regulatory systems' (7%).

**Figure 29: How Canada's Pesticide Regulatory Process Compares to China**

**Compared to China, Canada's pesticide regulatory system is...**



Q15a. [CHINA] Based on your current level of knowledge, how do you think Canada's pesticide regulatory system compares to each of the following? [SINGLE CODE] Base: All Respondents 2020 (n=2,029) / Q15b. Why do you say that? [OPEN RESPONSE] Base: All who think that the pesticides regulatory system in Canada is BETTER THAN China 2020 (n=1497) / Q15b. Why do you say that? [OPEN RESPONSE] Base: All who think that the pesticides regulatory system in Canada is WORSE THAN China 2020 (n=224)

Those more likely to think that Canada's pesticide regulatory system is comparatively better than the China include:

- residents of Saskatchewan/Manitoba (85%) compared to Ontario (75%) or Quebec (62%) residents;
- those aged 55 or older (79%) compared to those aged 18 to 54 (71%)
- those who are university graduates (79%) compared to less than high school (67%), high school (69%), or post-secondary (73%) education;
- those living in household earning an annual income between \$60K and less than \$100K (78%) or of \$100K+ (80%), compared to those in households earning less than \$40k annually (66%) and those earning between \$40K and less than \$60K (71%);
- those whose mother tongue is English (77%) or Other (76%), compared to French (62%)
- those who have seen, read or heard 'not too much' or 'not at all' about pesticides in the last three months (76%), compared to those who have seen, read or hear 'a lot' or 'something' (70%);
- those who are 'not very' or 'not at all knowledgeable about the pesticides regulatory system in Canada (76%), compared to those say they are 'very' or 'somewhat' knowledgeable (60%); and,
- those who are 'very' or 'somewhat' (79%) confident that Health Canada's PMRA protects health and the environment, compared to those who are 'not very' or 'not at all' confident (69%).

Those more likely to think that Canada's pesticide regulatory system is comparatively worse than the China include:

- residents of Quebec (15%) compared to all other regions;
- those aged 18 to 34 years (14%) compared to 55 or older (9%);
- those with income of less than \$40K (15%) compared to those with income of \$60K to less than \$100K (14%) or \$100K and more (9%);
- those whose mother tongue is French (15%), compared to English (10%);
- those who are 'not very' or 'not at all' confident that Health Canada's PMRA protects health and the environment (13%), compared to those who are 'somewhat' or 'very' confident (10%).

Those more likely to think that Canada's pesticide regulatory system is the same as China include:

- residents of Quebec (22%), compared to all other regions;
- those aged 18 to 34 years (16%), 35 to 54 years (19%) compared to 55 years or older (12%);
- those with high school (17%) or post secondary (16%) education compared to university graduates (12%);
- those with income of less than \$40K (19%) compared to \$60K to less than \$100K (14%) or \$100K and more (10%);
- those whose mother tongue is French (22%) compared to English (13%) or Other (11%);
- those who have seen, read or heard 'a lot' or 'something' about pesticides in the last three months (20%), compared to those who have not (14%);
- those who are 'very' or 'somewhat' knowledgeable about the pesticides regulatory system in Canada (22%), compared to those say they are 'not very' or 'not at all' knowledgeable (14%);
- those who are not very or not at all confident that the PMRA protects health and the environment (18%), compared to those who are very or somewhat confident (12%); and,
- those who have never looked for pesticides information (18%), compared to those who have (13%).

## 1.6 Qualitative Findings

### Awareness of Pesticide Products

Top-of-mind associations with pesticides during focus group discussions, gathered through a free-association exercise using the word "pesticide," closely mirrored survey results. As was the case in 2016, most focus group participants, in all three locations, instinctively associated pesticides with three broad areas of concern, namely:

- ✓ **Health Related Concerns:** Participants often referenced health related side effects, concerns related to effects of short-term and long-term exposure - cancer specifically, and toxicity levels.
- ✓ **Environmental Concerns:** Unintended impact on flora and fauna due to run off, broader impacts on the environment, non-targeted species, ecosystems, waterways and some references to potential negative effects on reproductive rates in some species (i.e. Bees).

- ✓ **Concerns related to usage:** Usage in agricultural settings as it relates to crops and food production, as well as domestic uses (weed control, insect repellents, cosmetic usage for home applications.)

Similar to findings in 2016, unprompted discussion of pesticides and pesticide usage tended to focus on negative associations with industrial or commercial applications rather than household uses for pets or for insect repellent.

Despite these negative connotations, for most participants there was a realization that pesticides and pesticide usage, particularly in the context of commercial or agricultural applications, are a necessity of doing business in order to ensure our crops and produce are of good quality and can be exported to foreign markets. Furthermore, participants are generally of the view that it was possible to 'manage' unintended side effects by following prescribed application rates and usage guidelines.

Broadly speaking, according to participants, pesticides and pesticide usage was a topic that has not been in the news much lately. It should be noted however that awareness appeared to be slightly higher among Montreal participants and lower among those in Calgary. Furthermore, most participants appeared to not have given much thought to pesticides or their use prior to group discussions.

In order to better frame the discussion and ensure that a common frame of reference for all those in attendance, all participants were presented with a sheet that included a series of visual cues that illustrated various pesticides and common pesticide usages. This exercise was useful in providing participants with additional context and reframing the conversation and perspectives to also include household pesticide products that many had simply not considered up until that point. Typically, when asked for their perspectives on commonly used household pesticide products, participants were less likely to focus on potential dangers associated with exposure and more likely to focus on proper usage directions which appear on labels.

### Public Safety Concerns and Perceptions of the Current Regulatory System

There was a clear sense among focus group participants that there is either a lack of information or conflicting information as it relates to pesticide usage as well as the current pesticides regulatory system. This perception led those more skeptical to wonder aloud about what was being hidden while others simply stated they were not sure what to believe. Others yet were content to simply say they 'assumed' or 'hoped' regulation in place ensured that products available and used in Canada were being used responsibly and safely.

Interestingly, some participants pointed to Canadian government restrictions on some pesticide products which are otherwise available in the U.S. This was proof positive that there is a regulatory framework in place to ensure that pesticide products available for use in this country are safe and that steps are being taken to safeguard their usage.

When participants were specifically asked about their own use of pesticides, most acknowledged having personally used some type of pesticide product. Most commonly referenced domestic uses included insect repellents, domestic pest control applications and domestic herbicides used for gardens and lawn care. Most participants also acknowledged that preventative measures most commonly used in the context of personal/domestic use were generally limited to using gloves when handling pesticide products, reading labels before usage and minimizing use indoors or in confined spaces.



As was the case in 2016, participants once again expressed higher levels of concern related to the use of pesticides for large scale agricultural applications or in agricultural settings. Despite this, they also readily acknowledged that the use of agricultural pesticides was for all intents and purposes inevitable if Canadian farmers hoped to ensure the production of quality crops and produce available here in Canada. Participants also noted the economic importance of ensuring quality agricultural products/ crops for export into foreign markets.

Moreover, there tended to be relative trust that Canadian farmers use these products appropriately and responsibly. This view appeared to be largely driven by participants' perceptions that farmers have heightened familiarity with the use of these products due to repeated exposure/use.

Participants had similar responses when discussing the use of pesticides by pest control companies. Again, there was general agreement that these service providers are licensed and regulated and are much more familiar than the average homeowner with application rates and contraindications.

There were, however, those who questioned the use of herbicides in residential applications (i.e. for cosmetic use). It should be noted that participants in Toronto and Montreal were much more likely to feel this way than were their counterparts in Calgary.

Interestingly, whereas, despite underlying concerns, participants in all sessions tended to trust that Canadian farmers and pest control operators use pesticide products in a responsible way, participants were much less likely to express the same levels of trust in terms of pesticide usage when it came to foreign farmers. Concerns here were largely based on the lack of knowledge as to the existence of regulatory frameworks in exporting countries. Some assumed that commercial interest in getting their agricultural products to market would supersede interest in ensuring the health and safety of consumers here in Canada. Moreover, this conversation often led to questions about how much actual control the Canadian government has over the use of pesticides in food and other products imported into Canada.

Participants were specifically asked to share their perspectives on perceived risks associated with their own pesticide usage. Typically, participants characterized the risks as minor to moderate, although there were a few references in each session to perceived connection between pesticide exposure and cancer (i.e. Lymphoma).

It is worth mentioning that in one of the Montreal sessions, as well as in both Calgary sessions, there was a vocal minority who expressed higher levels of health-related concerns. In Calgary, specifically, one participant made a point of sharing a personal story of his father having passed away from cancer which the participant attributed to the regular use of pesticides on the family farm.

### Views and Awareness of the Role of Government

Typically, when asked who is, or should be, involved in decisions related to what pesticides are, or should be, available in Canada, participants in all sessions tend to agree that this list should, at a minimum, include the following:

- ✓ Government/Academia - seen as the most likely sources for trusted, vetted and impartial scientific knowledge;
- ✓ Farmers - deemed to be most familiar with day to day use of pesticide products given their position as end users;

- ✓ Environmental Protection Agencies – interestingly, Calgarians felt that environmental protection agencies should have more say than the public due to their expertise; and,
- ✓ Members of the general public - in their role as prospective end users of domestic pesticide products.

Participants in all sessions expressed both a desire and an expectation that stakeholders would make a point of collaborating in order to reach more reasoned and targeted solutions. Some participants also spoke of the need for, and importance of, an 'independent body' with no vested interest, economic or otherwise, in eventual decisions made.

It is important to note that, when specifically prompted, participants were very skeptical about including pesticide industry representatives as a stakeholder audience involved in ongoing decisions related to what pesticides should or should not be made available in Canada. When further pressed to explain their position, most simply said that pesticide industry representatives could not be trusted to 'do the right thing'. They most often surmised that if there were commercial interests involved, money/profits would supersede all other considerations.

Focus group participants were subsequently presented with a brief backgrounder hand-out that highlighted the PMRA's mission and mandate and were asked to take a few moments to review prior to opening the floor for discussion. Participants' initial reactions to the information presented were positive for the most part.

When asked for first impressions, many participants characterized the information presented as 'reassuring'. There was a general sense, in all sessions, that the information presented was aligned with what they had expected the PMRA's mandate would be and, as such, this served to further reinforce their belief that there were in fact regulatory safeguards in place in Canada. However, it is noteworthy that participants in all sessions did express surprise at the 15-year product review cycle referenced in the handout and questioned the extent to which this was effective, with several participants saying this seemed too long.

In summary, based on the information provided, their own perceptions of pesticide usage in Canada and anecdotal information available, most participants said PMRA does a good job, although a few said it did an adequate job or that they were simply unable to say one way or the other due to lack of information (this latter view was more common in Calgary). It should be noted that familiarity with the organization was non-existent prior to being presented with the handout document.

### Transparency and Availability of Information

Next, focus group participants in all markets were asked to discuss how they typically went about obtaining information related to pesticide usage. According to most, information searches are most frequently limited to simply reading labels before using the products. Furthermore, actual information sought revolves around whether the product will be effective in addressing the specific problem for which it was purchased. It appears from focus group findings that very few people take the time to research more detailed pesticide related information, whether it be online or via any other source, be it government or otherwise.

When further pressed, participants spoke of reading directions to ensure personal safety while using pesticide products. According to many, the primary focus in this case is ensuring safe use of the product;

labelling information related to chemical content was rarely consulted as participants did not expect that this information would be easily understood (i.e. chemical nomenclature).

Participants were then questioned as to what channel would be most effective if the intent was to provide them with additional pesticide related information. While there was some agreement that retailers have a responsibility to provide consumers with such information, many participants felt this would be less effective due to: 1) retailers commercial interest in selling these products; and, 2) the feeling that in many cases retail staff would not necessarily be any more knowledgeable than those purchasing.

Thus, most participants settled on web enabled channels as the preferred modes to communicate pesticide related information. When further pressed as to which web-based resources they would be most likely to rely on for pesticide related information, most participants spoke of a verified or trusted web source such as Health Canada's site or other government sites.

In addition, many participants mentioned, unprompted, that using social media platforms could be effective in the dissemination targeted pesticide related information in order to raise awareness about these products. Social media channels specifically mentioned included:

- YouTube
- Twitter
- Instagram and
- Facebook

Some participants also suggested that, apart from stand-alone social media communications, establishing relationships with targeted social media influencers could also be an effective method for disseminating key pesticide related information. One participant suggested tapping into celebrity chefs, for instance, to promote how best to clean fruits and vegetables treated with pesticides prior to cooking.

Despite participants' penchant for the use of social media platforms, it is worth mentioning that participants also felt that using traditional media sources should not be discounted. There was general agreement that this type of information should likely be made available via multiple streams.

### Reactions to Video treatments

The second half of the focus group discussions centered on participant reactions to a series of communications materials; three pesticide related YouTube videos prepared by Health Canada's PMRA branch. More specifically, the videos tested were as follows:

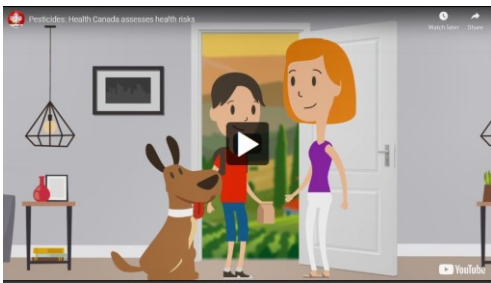
#### **Pesticides: What do Health Canada Scientists do?**



### **Pesticides: Is there a risk to the environment?**



### **Pesticides: Is there a risk to health?**



Due to time constraints, participants in each session were asked to view two out of the three videos. The selection of videos was rotated between sessions. Videos were played twice before opening the floor for discussion. Upon having viewed each video, participants were then queried as to their overall impressions, perceived key messages and their anticipated actions after having viewed the video. In all sessions the 'What do Health Canada scientists do' video appeared first with the ordering for the other two videos being rotated from one session to the next in order to control for any potential ordering bias.

On balance, reactions to all materials presented were more positive than negative. That said, there were some key differences, namely:

- Overall, participants in Toronto, as well as those in Montreal group #1, generally skewed more positive in terms of their reactions to each of the videos as compared to their counterparts in Calgary and Montreal group #2 where views expressed tended to be somewhat more contentious at times; and,
- Of the three videos presented, 'What do Health Canada Scientists do' was less well received than were 'Is there a risk to the environment?' and 'Is there a risk to health?'. This was particularly true for sessions in Toronto and Calgary.

The visceral negative reaction to 'Pesticides: What do Health Canada Scientists do?' appeared to be a direct result of both the overall impression that it lacked in specificity (was too general in tone) as well as the assertion that Canadians should not be concerned about pesticides. This reaction was limited to participants in the English-speaking sessions; French speaking participants in Montreal did not share this perspective. When further pressed, it appears that the negative reactions by participants in Toronto and Calgary were partly underpinned by skepticism that Health Canada could make such a claim given that pesticide products are constantly being reviewed and taken off the market. Participants often referenced 'Roundup' and 'Monsanto' specifically to underscore their point.

For those who reacted strongly, the assertion that Canadians should not be concerned was also problematic in terms of perceived tone; it was considered condescending and the preference would have been to be shown the facts and let viewers decide for themselves on whether there is a reason for concern. This, coupled with the repeated mention of the word "science", was not appealing to some as they felt was a "hard sell" and lacking in tangible information.

The 'Pesticides: Is there a risk to the environment?' and 'Pesticides: Is there a risk to Health?' videos were generally well received in all but one group in Montreal where, despite recognizing the importance of communicating this information, participants were generally underwhelmed by their execution. Both of 'Pesticides: Is there a risk to the environment?' and 'Pesticides: is there a risk to Health?' were well received in Calgary as they were seen as addressing the issues that mattered to participants in a manner that came across as more factual and objective.

Messaging in all three video treatments appeared to be effective; Health Canada is focused on pesticide usage in Canada and is taking steps to ensure they are used safely and in an environmentally responsible way.

The animation treatment used in all three videos made some initially wonder out loud if these were meant for children or for all audiences. Upon further consideration, most felt the approach was appropriate and in line with what they might have come to expect from the Government of Canada. That said, Montreal group #2 and some participants in Calgary had lukewarm reactions at best, with several participants saying they were underwhelmed by the animation. In Calgary, it was the combination of animation, the condescending tone noted above and the overly upbeat music in 'Pesticides: What do Health Canada Scientists do?' that appeared to be most problematic.

Participants generally had less issues with the animation in 'Pesticides: Is there a risk to the environment?' and 'Pesticides: is there a risk to Health? Likewise, the female narration of the English videos was generally well received although a few participants did express some reservations. Furthermore, some participants commented on the use of multiple conditionals used in the English script for 'Pesticides: What do Health Canada Scientists do?' According to these individuals, the script for this video seemed to suggest that Health Canada may not have all the answers. This view was not widely held, however, and did not come up at all in Calgary. If anything, Calgarians, especially those in the first group, interpreted definitive statements as biased information.

## Appendix

### Respondent Profile

In total, n=2,029 surveys were completed. The respondent profile is below:

**Table 1: Respondent Profile**

	Unweighted Sample Size	Proportion of sample
<b>Education</b>		
Some high school or less	83	4%
High School diploma or equivalent	476	23%
Registered Apprenticeship or other trades certificate or diploma	113	6%
College, CEGEP or other non-university certificate or diploma	555	27%
University certificate or diploma below bachelor's level	135	7%
Bachelor's degree	444	22%
Post graduate degree above bachelor's level	210	10%
Prefer not to disclose	13	1%
<b>Income</b>		
<\$40k	540	27%
\$40k - <\$60k	343	17%
\$60k - <\$100k	557	27%
\$100k+	366	18%
<b>Location</b>		
Rural	462	23%
Suburban	706	35%
Urban	836	41%
Don't know/Prefer not to answer	25	1%
<b>Mother Tongue</b>		
English	1435	71%
French	513	25%
Other	179	9%
Prefer not to disclose	15	1%
<b>Employment Status</b>		
Working full-time, that is, 35 or more hours per week	741	37%
Working part-time, that is, less than 35 hours per week	204	10%
Self-employed	122	6%
Unemployed, but looking for work	130	6%
A student attending school full-time	122	6%

Awareness and Confidence in Canada's Pesticide Regulatory System

Retired	482	24%
Not in the workforce (full-time homemaker, unemployed, not looking for work)	166	8%
Other	37	2%
Prefer not to disclose	25	1%
<b>If live on a reserve</b>		
Yes	21	1%
No	1998	98%
Prefer not to answer	10	-
<b>If identify as any of the following</b>		
Immigrant and/or born outside of Canada	268	13%
Person with a disability	142	7%
LGBTQ2S+	138	7%
A member of an ethno-cultural or a visible minority group (not including Indigenous)	121	6%
Indigenous (First Nations, Inuit, Métis)	76	4%
None of the above	1357	67%
Prefer not to answer	51	3%

## Quantitative Survey Methodological Report

Ipsos conducted a 15-minute online survey among a nationwide sample of Canadian adults between February 10<sup>th</sup> and February 19<sup>th</sup>, 2020. In total, n=2,029 surveys were completed. The survey instrument consisted of a series of closed-end and open-end questions designed in consultation with the Health Canada Project Authority. The sample is a non-probability online panel sample. Ipsos panel-based resource, iSay panel (which is a diversely-sourced and actively maintained panel of over 200,000 Canadian adults) was used for data collection.

**Extrapolation:** The table below indicates the unweighted geographical distribution of the sample. Weighting was applied to the sample to ensure that the final data reflects the adult population of Canada by region, age and gender according to the 2016 Census.

**Table 2: Sample Weighting**

	Unweighted Sample Size	Weighted Sample Size
<b>Canada</b>	<b>2029</b>	<b>2029</b>
<b>Region</b>		
British Columbia	236	275
Alberta	233	233
Saskatchewan/Manitoba	140	132
Ontario	792	777
Québec	483	475
Atlantic Canada	145	138
Prefer not to disclose	-	-
<b>Gender</b>		
Male	956	980
Female	1065	1040
Others/Prefer not to answer	8	9
<b>Age</b>		
18-34	527	555
35-54	707	691
55+	795	783
Prefer not to disclose	-	-

The following table provides the case dispositions and response rate calculation for this online survey.

**Table 3: Response Rate Calculation**

Calculation for Data Collection	Panel	Non-panel	Total
<b>Total Email Invitations Issued</b>	<b>23537</b>	<b>510*</b>	<b>24047</b>



<b>Unresolved (U) (no response)</b>	16555	0	<b>16555</b>
<b>In-scope - non-responding (IS)</b>	<b>250</b>	<b>0</b>	<b>250</b>
Qualified respondent break-off (incomplete)	153	31	<b>184</b>
<b>In-scope - Responding units (R)</b>	<b>6982</b>	<b>510</b>	<b>7492</b>
Over quota	2972	108	<b>3080</b>
Other disqualified	515	33	<b>548</b>
Completed Interviews	1509	86	<b>1595</b>
<b>Response Rate = R/(U+IS+R)</b>	<b>29%</b>	<b>100%</b>	<b>31%</b>

\*Non panel provider did not issue invitations but instead used internet traffic re-allocations.

### Non Response Analysis

There exists within the current sample the possibility of non-response bias. In particular, this survey would not include members of the population who do not have access to the Internet (either via a personal computer or mobile device) or who are not capable of responding to a survey in either English or French. In addition, some groups within the population are systemically less likely to answer surveys.

The table below compares the unweighted sample to the 2016 Census results by region, age and gender. Variations in proportions have been corrected in the weighting to reflect 2016 Census values.

**Table 4: Non Response Analysis**

	Unweighted Percent	Census 2016 Proportions
<b>Region</b>		
British Columbia	11.63%	14%
Alberta	11.48%	11%
Saskatchewan/Manitoba	6.90%	7%
Ontario	39.03%	38%
Quebec	23.80%	23%
Atlantic	7.15%	7%
<b>Gender</b>		
Male	47.12%	49%
Female	52.49%	51%
Others/Prefer not to answer	0.39%	-
<b>Age</b>		
18-34	25.97%	27%
35-54	34.84%	34%
55+	39.18%	39%

### Qualitative Methodology

The qualitative phase of research took the form of six, 90 minutes focus groups conducted in Toronto on February 25th, 2020, Montreal (in French) on February 26th, 2020 and Calgary (in English) on February 27th, 2020. Groups were held at 5:30pm and 7:30pm in all locations. All participants were provided with a \$85 honorarium to compensate them for their time and effort to attend in person.

A total of 60 participants were recruited over the phone using the screening questionnaire included in this appendix. Of the 60 people recruited, a total of 48 attended the discussions. There were 8 and 7 participants respectively in Toronto session, 8 participants in each of the Montreal sessions (two sessions), in addition to 8 and 9 participants respectively in each Calgary session. Screening ensured that we obtained a good mix of participants according to age, gender, ethnicity income and education levels. Focus group participants were selected according to the Standards for the Conduct of Government of Canada Public Opinion Qualitative Research. It should be noted that the qualitative findings are not generalizable to a larger population, and that they should be considered directional only.

Focus groups were led by an Ipsos senior research professional using a discussion guide that was developed by Ipsos in collaboration with the Project Authority at Health Canada. The complete discussion guide is included in this appendix.

## Quantitative Survey Instrument

### [ENGLISH]

#### [INTRODUCTION]

This survey is being conducted by Ipsos on behalf of the Government of Canada. This survey will help measure Canadians' awareness and confidence in Canada's pesticide regulatory system.

This survey will take approximately 15 minutes to complete. Your participation in this survey is voluntary. All responses will be kept strictly confidential and will remain anonymous. Responses are recorded in statistical form only. You can complete the survey in either English or French by selecting the language at the top of the survey screen.

#### [PREQUALIFYING QUESTIONS FOR QUOTAS – ASKED BEFORE DIRECTING RESPONDENT TO THE SURVEY]

##### [Gender]

##### [SINGLE CODE]

What is your gender?

Female

Male

Other

Prefer not to answer

##### [Age1a]

##### [DROP DOWN]

In what year were you born?

##### [YEAR DROP DOWN]

Prefer not to answer

#### [IF PREFERS NOT TO PROVIDE A PRECISE BIRTH YEAR, ASK:]

##### [Age2]

##### [SINGLE CODE]

Would you be willing to indicate in which of the following age categories you belong?

18 to 34

35 to 49

50 to 54

55 to 64

65 or older

Prefer not to answer

##### [PROV]

##### [SINGLE CODE]

PROV. What province do you live in?

British Columbia

Alberta

Saskatchewan  
Manitoba  
Ontario  
Quebec  
New Brunswick  
Nova Scotia  
Prince Edward Island  
Newfoundland and Labrador  
Yukon  
North West Territories  
Nunavut  
Prefer not to respond

**[FSA]**

**[NUMERICAL RESPONSE]**

FSA. And what is your postal code?

**[MAIN QUESTIONNAIRE]**

**[AWARENESS & USE SECTION]**

**[ASK ALL]**

**[OPEN]**

Q1. What comes to mind when you think about pesticides and pesticide use?

**[ASK ALL]**

**[SINGLE CODE PER ATTRIBUTE]**

Q2. To what extent do you agree that the following pesticides and pest control products can be used safely?

**[SCALE]**

Strongly agree  
Somewhat agree  
Somewhat disagree  
Strongly disagree  
Don't know

**[STATEMENTS]**

**[RANDOMIZE]**

- a) Herbicides, which are used against weeds
- b) Insecticides, which are used against bugs
- c) Fungicides and antimicrobial agents, which are used against fungus and other micro organisms
- d) Material and wood preservatives
- e) Rodenticides, which are used against mice and rats
- f) Animal and insect repellents
- g) Insect- and rodent-controlling devices, such as mosquito zappers and mouse traps
- h) Algicides, which can be used to control algae in pools and spas

**[ASK ALL]**

**[SINGLE CODE]**

Q3. How frequently within the past 12 months have you used a pesticide or pest control product (such as herbicides, insecticides, fungicides, insect repellants and rodent traps)?

- Often
- Sometimes
- Rarely
- Never
- Don't know

**[ASK ALL]**

**[SINGLE CODE PER ATTRIBUTE]**

Q4. To what extent do you think it is acceptable to use pesticides/pest control products in each of the following areas?

**[SCALE]**

- Very acceptable
- Somewhat acceptable
- Not very acceptable
- Not at all acceptable
- Don't know

**[RANDOMIZE]**

- a) Residential private property, by homeowners
- b) Public green spaces
- c) Fruits and vegetables, and their products to be sold in Canada or exported
- d) Food to be imported into Canada
- e) In and around barns where agricultural animals are housed, such as poultry houses and cattle barns
- f) In the commercial forestry sector
- g) On building materials such as plywood and hardwood flooring

**[ASK ALL]**

**[SINGLE CODE]**

Q5. Over the last three months, how much have you seen, read or heard about pesticides?

- A lot
- Something
- Not too much
- Nothing at all
- Don't know

**[ASK ALL]**

**[SINGLE CODE PER ATTRIBUTE]**

Q6. Using a scale from 1 to 7 where '1' is not at all and '7' is completely, to what extent do you agree with each of the following statements?

**[SCALE]**

- 7 – Completely agree

1 – Not at all  
Don't know

**[STATEMENTS]**

**[RANDOMIZE]**

- a) When I need information about pesticides, I am able to get it
- b) There are natural alternatives to pesticides that are as effective as conventional pesticides
- c) I can use pesticides safely if required
- d) When I use a pesticide product, I always read the label
- e) Pesticides are necessary and serve a purpose
- f) I am concerned that pesticides and pest control products, even when used as directed, are not safe
- g) I feel I am adequately informed about pesticides and pest control products
- h) I think pesticides currently used in agriculture in Canada are safe when used as directed
- i) I would prefer to use a homemade/ natural/ organic pest control option than a registered pesticide

**[ASK ALL]**

**[MULTICODE]**

Q7. Which of the following products, if any, are regulated as pesticides in Canada? Select all that apply.

**[RANDOMIZE]**

- Weed Killer (Herbicides)
- Ant traps (Insecticides)
- Insect repellants/ bug spray
- Swimming pool chemicals
- Pet flea collars
- Treated wood
- Bug zapper
- None of the above
- Don't know

**[ASK ALL]**

**[SINGLE CODE]**

Q8. Overall, how knowledgeable are you about the pesticides regulatory process in Canada?

**[SCALE]**

- Very knowledgeable
- Somewhat knowledgeable
- Not very knowledgeable
- Not at all knowledgeable

**[ASK ALL]**

**[MULTICODE]**

Q9a. Which level (or levels) of government do you think are responsible for regulating pesticides in Canada?

- Federal government
- Provincial government
- Municipal government **[SKIP TO Q10]**

Don't know **[SKIP TO Q10]**

**[ASK ALL WHO SELECT FEDERAL GOVERNMENT OR PROVINCIAL GOVERNMENT AT Q9a]**

**[MULTICODE]**

Q9b. And which **[INSERT RESPONSE FROM Q9a]** department(s) do you think is/are responsible for regulating pesticides in Canada?

Select all that apply.

**[RANDOMIZE]**

**[IF 'FEDERAL' AT Q9a – SHOW:]**

Agriculture and Agri-food Canada

Health Canada

Environment and Climate Change Canada

Don't know

**[IF 'PROVINCIAL' AT Q9a - SHOW]**

Ministry of Agriculture

Ministry of Health

Ministry of the Environment

Don't know

**[ASK ALL]**

**[SINGLE CODE]**

Q10. What is your level of understanding about how pesticide regulatory decisions are made?

**[SCALE]**

7 – High level of understanding

1 – Do not understand at all

**[ASK ALL]**

**[SINGLE CODE PER ATTRIBUTE]**

Q11. Thinking about the various people or organizations who may provide information about the risks of pesticides, to what extent do you think you can believe what they say?

**[SCALE]**

7 – Believe most of what they say

1 – Believe none of what they say

Don't know

**[STATEMENTS]**

**[RANDOMIZE]**

a) Canadian Cancer Society

b) Royal College of Physicians and Surgeons

c) David Suzuki Foundation

d) A university professor

e) A Pesticide Manufacturer Spokesperson

f) A medical doctor

- g) A Health Canada Spokesperson
- h) The Health Minister
- i) A Health Canada Scientist
- j) Canadian Environmental Law Association

**[ASK ALL]**

**[SINGLE CODE]**

Q12. Before today, to what extent were you aware that Health Canada assesses the safety of pesticides before deciding whether they can be registered for sale and use in Canada?

**[SCALE]**

7 – Completely aware

1 – Not at all aware

Don't know

**[PREAMBLE]**

The Health Canada Pest Management Regulatory Agency (PMRA) is the Federal organization responsible for pesticide regulation in Canada. Pesticides are stringently regulated in Canada to ensure they pose minimal risk to human health and the environment. Under authority of the Pest Control Products Act, Health Canada:

- registers pesticides after a stringent, science-based evaluation that ensures any risks are acceptable and that the product works;
- re-evaluates the pesticides currently on the market on a 15-year cycle to ensure the products meet current scientific standards; and
- verifies and enforces compliance with the Act and regulations.

**[ASK ALL]**

**[SINGLE CODE]**

Q14. How confident are you that Health Canada's PMRA protects health and the environment as per the Pest Control Products Act?

Very confident

Somewhat confident

Not very confident

Not at all confident

Don't know

**[OPEN]**

**[APPEARS AFTER EACH RESPONSE ABOVE] SKIP IF ANSWERED DON'T KNOW IN Q14**

Q14B. Why do you say that?

**[ASK ALL]**

**[SINGLE CODE]**

Q15A. Based on your current level of knowledge, how do you think Canada's pesticide regulatory system compares to each of the following? Is Canada's system...



**[SCALE]**

Better than  
Same as  
Worse than

**[COUNTRIES]**

**[RANDOMIZE]**

- a) United States
- b) European Union
- c) China

**[OPEN]**

**[APPEARS AFTER EACH RESPONSE ABOVE]**

Q15B. Why do you say that?

**[HEALTH CANADA INVOLVEMENT SECTION]**

**[ASK ALL]**

**[MULTICODE]**

Q16. Which tasks, if any, do you believe Health Canada's PMRA is responsible for with regards to pesticides?

Select all that apply.

**[RANDOMIZE]**

- a) Making sure a product is effective for controlling pests
- b) Making sure a product meets health standards
- c) Making sure a product meets environmental standards
- d) Requiring specific warning statements on product labels
- e) Setting safety standards for companies to follow
- f) Making sure products contain the ingredients they say they do
- g) Pulling unsafe products from the shelves
- h) Ensuring products are not contaminated
- i) Reviewing products on the market on an ongoing basis to make sure they continue to meet safety standards
- j) Reviewing product advertising
- k) None of the above
- l) Don't know

**[ASK ALL]**

**[SINGLE CODE PER ATTRIBUTE]**

Q17. Using a scale from 1 to 7 where '1' is not at all and '7' is completely, to what extent do you agree with each of the following statements?

**[SCALE]**

7 – Completely agree  
1 – Not at all  
Don't know

**[STATEMENTS]**

**[RANDOMIZE]**

- a) I am confident that Health Canada's PMRA has adequate processes in place to keep my food and drinking water safe from pesticide residues
- b) Health Canada's PMRA acts quickly enough to remove unsafe pesticides from the market
- c) When pesticides pose unacceptable risks they are removed from the Canadian market
- d) Health Canada's PMRA keep pace with modern science in its pesticide decisions

**[ASK ALL]**

**[SINGLE CODE]**

Q18. Were you aware that Health Canada's PMRA consults with the public on decisions related to pesticides?

Yes

No

**[ASK IF 'YES' SELECTED AT Q18]**

**[SINGLE CODE]**

Q19. Do you know how to participate in the pesticide decision making process carried out by Health Canada's PMRA?

Yes

No

**[INFORMATION SECTION]**

**[ASK ALL]**

**[MULTICODE]**

Q20a. Have you ever looked for information on pesticides from any of the following sources? Select all that apply.

**[RANDOMIZE]**

On the Internet **[GO TO Q20b]**

Hardware store

Garden centre

Pest Control Company/ Pest Control Operator

A friend

A doctor

Other (specify)

None of the above

**[ASK ALL WHO LOOKED FOR INFO ON INTERNET AT Q20a]**

**[MULTICODE]**

Q20b. You indicated you have looked for information about pesticides on the Internet. From the following list, please indicate which websites you have visited? Select all that apply.

**[RANDOMIZE]**

Google

Youtube

Facebook  
Blogs  
Government of Canada Website  
Health Canada Website  
Municipal government website  
Pesticide product website  
Environmental groups' websites  
Other (specify)  
Don't know

**[ASK ALL]**

**[MULTICODE]**

Q21. If you were to look for information about pesticides, what would you be most likely to search for?  
Select all that apply.

**[RANDOMIZE]**

Health related information  
Environmental impact information  
Chemical content  
Safe-use information  
Product selection information  
How to identify pests  
How to get rid of pests  
Other, specify  
None of the above

**[ASK ALL]**

**[MULTICODE]**

Q22. If you were looking for information about pesticides, how likely would you be to consult the following sources?

**[SCALE]**

Very likely  
Somewhat likely  
Not very likely  
Not at all likely  
Don't know

**[RANDOMIZE]**

Government of Canada websites  
Health Canada website  
Pesticide product websites  
Blogs  
Environmental groups  
Home improvement store/garden centre  
A pesticide service provider  
Other (specify)

**[DEMOGRAPHICS SECTION]**

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

**[ASK ALL]**

**[SINGLE CODE]**

Q23. Would you describe the area you live in as rural, urban or suburban?

Rural

Urban

Suburban

Don't know

Prefer not to answer

**[SINGLE CODE]**

Do you live on a reserve?

Yes

No

Prefer not to answer

**[Identity information]**

**[MULTICODE]**

Do you identify as any of the following? Select all that apply.

Indigenous (First Nations, Inuit, Métis)

A member of an ethno-cultural or a visible minority group (not including Indigenous)

Immigrant and/or born outside of Canada

Person with a disability

LGBTQ2S+

None of the above

Prefer not to answer

**[Education]**

**[SINGLE CODE]**

What is the highest level of formal education that you have completed?

Some high school or less

High School diploma or equivalent

Registered Apprenticeship or other trades certificate or diploma

College, CEGEP or other non-university certificate or diploma

University certificate or diploma below bachelor's level

Bachelor's degree

Post graduate degree above bachelor's level

Prefer not to answer

**[Mother Tongue]**

**[MULTICODE]**

What is the language you first learned at home as a child and still understand? Select all that apply.

- English
- French
- Other (specify)
- Prefer not to answer

**[Employment Status]**

**[SINGLE CODE]**

Which of the following categories best describes your current employment status?

- Working full-time, that is, 35 or more hours per week
- Working part-time, that is, less than 35 hours per week
- Self-employed
- Unemployed, but looking for work
- A student attending school full-time
- Retired
- Not in the workforce (full-time homemaker, unemployed, not looking for work)
- Other **[DO NOT SPECIFY]**
- Prefer not to answer

**[Household Income]**

**[SINGLE CODE]**

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

- Under \$20,000
- \$20,000 to just under \$40,000
- \$40,000 to just under \$60,000
- \$60,000 to just under \$80,000
- \$80,000 to just under \$100,000
- \$100,000 to just under \$150,000
- \$150,000 and above
- Prefer not to answer

**[FRENCH]**

**[INTRODUCTION]**

Ce sondage est mené par Ipsos pour le compte du gouvernement du Canada. Il aidera à mesurer la connaissance et la confiance des Canadiens à l'égard du système de réglementation des pesticides.

Ce sondage prendra une quinzaine de minutes de votre temps. Votre participation est entièrement volontaire. Toutes vos réponses seront tenues strictement confidentielles et demeureront anonymes. Les réponses sont consignées sous forme statistique seulement. Vous pouvez répondre au sondage en anglais ou en français en choisissant la langue de votre choix au haut de l'écran.

**[PREQUALIFYING QUESTIONS FOR QUOTAS]**

**[Gender]**

**[SINGLE CODE]**

Quel est votre genre?

Femme

Homme

Autre

Je préfère ne pas répondre

**[Age1a]**

**[DROP DOWN]**

En quelle année êtes-vous né ?

**[YEAR DROP DOWN]**

Je préfère ne pas répondre

**[IF PREFERS NOT TO PROVIDE A PRECISE BIRTH YEAR, ASK:]**

**[Age2]**

**[SINGLE CODE]**

Accepteriez-vous d'indiquer auquel des groupes d'âge suivants vous appartenez ?

18 à 34 ans

35 à 49 ans

50 à 54 ans

55 à 64 ans

65 ans et plus

Je préfère ne pas répondre

**[PROV]**

**[SINGLE CODE]**

PROV. Dans quelle province ou dans quel territoire habitez-vous ?

Colombie-Britannique

Alberta

Saskatchewan

Manitoba

Ontario

Québec

Nouveau-Brunswick  
Nouvelle-Écosse  
Île-du-Prince-Édouard  
Terre-Neuve-et-Labrador  
Yukon  
Territoires du Nord-Ouest  
Nunavut  
Je préfère ne pas répondre

**[FSA]**

**[NUMERICAL RESPONSE]**

FSA. Quel est votre code postal ?

**[MAIN QUESTIONNAIRE]**

**[AWARENESS & USE SECTION]**

**[ASK ALL]**

**[OPEN]**

Q1. Qu'est-ce qui vous vient à l'esprit lorsque vous pensez aux pesticides et à leur utilisation ?

**[ASK ALL]**

**[SINGLE CODE PER ATTRIBUTE]**

Q2. Dans quelle mesure êtes-vous d'accord pour dire que les pesticides et les produits antiparasitaires suivants peuvent être utilisés de façon sécuritaire ?

**[SCALE]**

Fortement d'accord  
Plutôt d'accord  
Plutôt en désaccord  
Fortement en désaccord  
Je ne sais pas

**[STATEMENTS]**

**[RANDOMIZE]**

- i) Herbicides, qui sont utilisés contre les mauvaises herbes
- j) Insecticides, qui sont utilisés contre les insectes
- k) Fongicides et agents antimicrobiens, qui sont utilisés contre les champignons et d'autres microorganismes
- l) Produits de préservation pour le bois et les matériaux
- m) Rodenticides, qui sont utilisés contre les souris et les rats
- n) Répulsifs pour les animaux et les insectes
- o) Dispositifs de dératisation et d'élimination des insectes, tels que les dispositifs d'électrocution d'insectes et les pièges à souris
- p) Algicides, qui peuvent être utilisés contre les algues dans les piscines et les spas

**[ASK ALL]**

**[SINGLE CODE]**

Q3. Au cours des douze derniers mois, à quelle fréquence avez-vous utilisé un pesticide ou un produit antiparasitaire (comme des herbicides, des insecticides, des fongicides, des insectifuges et des pièges à rongeurs) ?

Souvent  
Parfois  
Rarement  
Jamais  
Je ne sais pas

**[ASK ALL]**

**[SINGLE CODE PER ATTRIBUTE]**

Q4. Dans quelle mesure croyez-vous qu'il est acceptable d'utiliser des pesticides/produits antiparasitaires dans les endroits ou sur les produits suivants ?

**[SCALE]**

Tout à fait acceptable  
Plutôt acceptable  
Plutôt inacceptable  
Tout à fait inacceptable  
Je ne sais pas

**[RANDOMIZE]**

- h) Propriété résidentielle privée, par son propriétaire
- i) Espaces verts publics
- j) Fruits et légumes, et leurs produits destinés à la vente au Canada ou à l'exportation
- k) Aliments destinés à l'importation au Canada
- l) Dans les bâtiments destinés au logement d'animaux d'élevage et autour, comme les poulaillers et les étables
- m) Dans le secteur forestier commercial
- n) Sur les matériaux de construction comme le bois contreplaqué et le bois dur à parquet

**[ASK ALL]**

**[SINGLE CODE]**

Q5. Au cours des trois derniers mois, dans quelle mesure avez-vous vu, lu ou entendu quoi que ce soit sur les pesticides ?

Beaucoup  
Un peu  
Très peu  
Rien du tout  
Je ne sais pas

**[ASK ALL]**

**[SINGLE CODE PER ATTRIBUTE]**

Q6. Sur une échelle de 1 à 7, où 1 signifie que vous n'êtes pas du tout d'accord et 7, que vous êtes tout à fait d'accord, dans quelle mesure êtes-vous d'accord avec chacun des énoncés suivants ?



**[SCALE]**

7 – Tout à fait d'accord

1 – Pas du tout d'accord

Je ne sais pas

**[STATEMENTS]**

**[RANDOMIZE]**

- j) Quand j'ai besoin de renseignements sur les pesticides, je peux en obtenir
- k) Il existe des produits naturels de rechange aux pesticides qui sont tout aussi efficaces que les pesticides traditionnels
- l) Je peux utiliser des pesticides de façon sécuritaire lorsque j'en ai besoin
- m) Lorsque j'utilise un pesticide, je lis toujours l'étiquette
- n) Les pesticides sont nécessaires et servent un objectif
- o) Je crains que les pesticides et les produits antiparasitaires soient nocifs, même lorsqu'ils sont utilisés de la manière indiquée
- p) J'estime être adéquatement renseigné sur les pesticides et les produits antiparasitaires
- q) Je pense que les pesticides utilisés actuellement en agriculture au Canada sont sécuritaires lorsqu'ils sont utilisés de la manière indiquée
- r) Je préférerais utiliser un produit antiparasitaire maison/naturel/biologique plutôt qu'un pesticide homologué

**[ASK ALL]**

**[MULTICODE]**

Q7. S'il y a lieu, lesquels des produits suivants sont réglementés à titre de pesticides au Canada ? Veuillez choisir tout ce qui s'applique.

**[RANDOMIZE]**

- Désherbants (Herbicides)
- Pièges à fourmis (Insecticides)
- Insectifuges/insecticides
- Produits chimiques pour piscines
- Colliers antipuces pour animaux de compagnie
- Bois traité
- Dispositifs d'électrocution d'insectes
- Aucune de ces réponses
- Je ne sais pas

**[ASK ALL]**

**[SINGLE CODE]**

Q8. Dans l'ensemble, dans quelle mesure connaissez-vous bien le processus de réglementation des pesticides au Canada ?

**[SCALE]**

Je le connais très bien

Je le connais plutôt bien

Je ne le connais pas très bien

Je ne le connais pas du tout

**[ASK ALL]**

**[MULTICODE]**

Q9a. D'après vous, de quel(s) palier(s) de gouvernement la réglementation des pesticides au Canada relève-t-elle ?

Gouvernement fédéral

Gouvernement provincial

Administration municipale **[SKIP TO Q10]**

Je ne sais pas **[SKIP TO Q10]**

**[ASK ALL WHO SELECT FEDERAL GOVERNMENT OR PROVINCIAL GOVERNMENT AT Q9a]**

**[MULTICODE]**

Q9b. Et de quel(s) ministère(s) du **[INSERT RESPONSE FROM Q9a]** la réglementation des pesticides au Canada relève-t-elle d'après vous?

Veillez choisir tout ce qui s'applique.

**[RANDOMIZE]**

**[IF FEDERAL AT Q9a – SHOW:]**

Agriculture et Agroalimentaire Canada

Santé Canada

Environnement et Changement climatique Canada

Je ne sais pas

**[IF PROVINCIAL AT Q9a - SHOW]**

Ministère de l'Agriculture

Ministère de la Santé

Ministère de l'Environnement

Je ne sais pas

**[ASK ALL]**

**[SINGLE CODE]**

Q10. Quel est votre niveau de compréhension de la manière dont les décisions concernant la réglementation des pesticides sont prises ?

**[SCALE]**

7 – Niveau élevé de compréhension

1 – N'y comprend rien du tout

**[ASK ALL]**

**[SINGLE CODE PER ATTRIBUTE]**

Q11. Veuillez songer aux diverses personnes ou organisations qui peuvent fournir des renseignements sur les risques que présentent les pesticides. Dans quelle mesure estimez-vous que vous pouvez croire ce qu'elles disent ?

**[SCALE]**

7 – Je crois presque tout ce qu'elles disent

1 – Je ne crois rien de ce qu'elles disent

Je ne sais pas

**[STATEMENTS]**

**[RANDOMIZE]**

- k) Société canadienne du cancer
- l) Collège royal des médecins et chirurgiens
- m) David Suzuki Foundation
- n) Un professeur d'université
- o) Le porte-parole d'un fabricant de pesticides
- p) Un médecin en titre
- q) Un porte-parole de Santé Canada
- r) Le ministre de la Santé
- s) Un scientifique de Santé Canada
- t) Association canadienne du droit de l'environnement

**[ASK ALL]**

**[SINGLE CODE]**

Q12. Avant aujourd'hui, dans quelle mesure étiez-vous au courant que Santé Canada évalue l'aspect sécuritaire des pesticides avant de décider s'ils peuvent être homologués pour la vente et l'usage au Canada ?

**[SCALE]**

7 – Tout à fait au courant

1 – Pas du tout au courant

Je ne sais pas

**[PREAMBLE]**

L'Agence de réglementation de la lutte antiparasitaire (ARLA) de Santé Canada est l'organisme fédéral responsable de la réglementation des pesticides au Canada. Les pesticides sont soumis à un processus de réglementation rigoureux au Canada pour s'assurer qu'ils posent un risque minime pour la santé humaine et l'environnement. Conformément à la *Loi sur les produits antiparasitaires*, Santé Canada :

- homologue les pesticides à la suite d'une évaluation scientifique rigoureuse permettant de s'assurer que tous les risques sont acceptables et que le produit fonctionne;
- réévalue les pesticides actuellement sur le marché selon un cycle de 15 ans afin de s'assurer que les produits satisfont aux normes scientifiques actuelles;
- vérifie et assure la conformité à la *Loi* et aux règlements.

**[ASK ALL]**

**[SINGLE CODE]**

Q14. Dans quelle mesure êtes-vous convaincu que l'ARLA de Santé Canada protège la santé/l'environnement conformément à la *Loi sur les produits antiparasitaires* ?

Tout à fait convaincu

Assez convaincu

Pas vraiment convaincu

Pas du tout convaincu

Je ne sais pas

**[OPEN]**

**[APPEARS AFTER EACH RESPONSE ABOVE] SKIP IF ANSWERED DON'T KNOW IN Q14**

Q14B. Pourquoi dites-vous cela ?

**[ASK ALL]**

**[SINGLE CODE]**

Q15A. En tenant compte de votre niveau de connaissance actuel, comment le système de réglementation des pesticides du Canada se compare-t-il à celui des régions suivantes, selon vous ? Le système du Canada est...

**[SCALE]**

Meilleur que

Équivalent à/aux

Moins bon que

**[COUNTRIES]**

**[RANDOMIZE]**

- d) Les États-Unis
- e) L' Union européenne
- f) La Chine

**[OPEN]**

**[APPEARS AFTER EACH RESPONSE ABOVE]**

Q15B. Pourquoi dites-vous cela ?

**[HEALTH CANADA INVOLVEMENT SECTION]**

**[ASK ALL]**

**[MULTICODE]**

Q16. S'il y a lieu, lesquelles des tâches suivantes liées aux pesticides relèvent de l'ARLA de Santé Canada selon vous ?

Veillez choisir tout ce qui s'applique.

**[RANDOMIZE]**

- m) S'assurer qu'un produit est efficace pour lutter contre les organismes nuisibles
- n) S'assurer qu'un produit est conforme aux normes de santé
- o) S'assurer qu'un produit est conforme aux normes environnementales
- p) Exiger la déclaration d'avertissements précis sur les étiquettes de produit
- q) Établir les normes de sécurité auxquelles les entreprises doivent se conformer
- r) S'assurer que les produits contiennent les ingrédients déclarés
- s) Retirer les produits non sécuritaires des tablettes
- t) S'assurer que les produits ne sont pas contaminés
- u) Réévaluer continuellement les produits sur le marché pour s'assurer qu'ils continuent d'être conformes aux normes de sécurité
- v) Réviser la publicité d'un produit
- w) Aucune de ces réponses
- x) Je ne sais pas

**[ASK ALL]**

**[SINGLE CODE PER ATTRIBUTE]**

Q17. Sur une échelle de 1 à 7, où 1 signifie que vous n'êtes pas du tout d'accord et 7, que vous êtes tout à fait d'accord, dans quelle mesure êtes-vous d'accord avec chacun des énoncés suivants ?

**[SCALE]**

7 – Tout à fait d'accord

1 – Pas du tout d'accord

Je ne sais pas

**[STATEMENTS]**

**[RANDOMIZE]**

- e) Je suis certain que l'ARLA de Santé Canada a mis les processus adéquats en place pour s'assurer que les aliments et l'eau potable ne contiennent pas de résidus de pesticides
- f) L'ARLA de Santé Canada intervient suffisamment rapidement pour retirer les pesticides non sécuritaires du marché
- g) Lorsque des pesticides présentent des risques inacceptables, ils sont retirés du marché canadien
- h) L'ARLA de Santé Canada suit l'évolution de la science moderne dans ses décisions concernant les pesticides

**[ASK ALL]**

**[SINGLE CODE]**

Q18. Saviez-vous que l'ARLA de Santé Canada consulte le grand public sur les décisions concernant les pesticides ?

Oui

Non

**[ASK IF 'YES' SELECTED AT Q18]**

**[SINGLE CODE]**

Q19. Savez-vous comment participer au processus de prise de décision sur les pesticides de l'ARLA de Santé Canada ?

Oui

Non

**[INFORMATION SECTION]**

**[ASK ALL]**

**[MULTICODE]**

Q20a. Avez-vous déjà cherché des renseignements sur les pesticides à partir de l'une ou de l'autre des sources suivantes ? Veuillez choisir tout ce qui s'applique.

**[RANDOMIZE]**

Sur Internet **[GO TO Q20b]**

Quincaillerie

Centre de jardinage

Entreprise de lutte antiparasitaire/exploitant de produits antiparasitaires

Un ami  
Un médecin  
Autre (Veuillez préciser)  
Aucune de ces réponses

**[ASK ALL WHO LOOKED FOR INFO ON INTERNET AT Q20a]**

**[MULTICODE]**

Q20b. Vous dites que vous avez cherché des renseignements sur les pesticides sur Internet. Veuillez indiquer lesquels des sites Web suivants vous avez consultés ? Veuillez choisir tout ce qui s'applique.

**[RANDOMIZE]**

Google  
YouTube  
Facebook  
Blogues  
Site Web du gouvernement du Canada  
Site Web de Santé Canada  
Site Web d'une administration municipale  
Site Web de pesticides  
Sites Web de groupes de protection de l'environnement  
Autre (Veuillez préciser)  
Je ne sais pas

**[ASK ALL]**

**[MULTICODE]**

Q21. Si vous cherchiez à vous renseigner sur les pesticides, quels renseignements auriez-vous le plus tendance à chercher ? Veuillez choisir tout ce qui s'applique.

**[RANDOMIZE]**

Renseignements liés à la santé  
Renseignements concernant les répercussions environnementales  
Contenu chimique  
Renseignements sur une utilisation sécuritaire  
Renseignements sur le choix de produits  
Comment repérer les organismes nuisibles  
Comment se débarrasser d'organismes nuisibles  
Autre (Veuillez préciser)  
Aucune de ces réponses

**[ASK ALL]**

**[MULTICODE]**

Q22. Si vous cherchiez à vous renseigner sur les pesticides, dans quelle mesure serait-il probable que vous consultiez les sources suivantes ?

**[SCALE]**

Très probable  
Plutôt probable  
Pas très probable

Pas du tout probable  
Je ne sais pas

**[RANDOMIZE]**

Sites Web du gouvernement du Canada  
Site Web de Santé Canada  
Sites Web de pesticides  
Blogues  
Groupes de protection de l'environnement  
Centre de rénovation/centre de jardinage  
Fournisseur de services antiparasitaires  
Autre (Veuillez préciser)

**[DEMOGRAPHICS SECTION]**

**Ces dernières questions servent uniquement à des fins statistiques. Toutes vos réponses sont tenues strictement confidentielles.**

**[ASK ALL]**

**[SINGLE CODE]**

Q23. Décrivez-vous l'endroit où vous habitez comme étant un milieu rural, urbain ou suburbain ?

Rural  
Urbain  
Suburbain/Banlieu  
Je ne sais pas  
Je préfère ne pas répondre

**[SINGLE CODE]**

Habitez-vous une réserve ?

Oui  
Non  
Je préfère ne pas répondre

**[Identity information]**

**[MULTICODE]**

Parmi les options suivantes, auxquelles vous identifiez-vous ? Veuillez choisir tout ce qui s'applique.

Autochtone (Membre des Premières Nations, Inuit, Métis)  
Membre d'un groupe ethnoculturel ou d'une minorité visible (autochtone non compris)  
Immigrant ou personne née à l'extérieur du Canada  
Personne ayant des incapacités  
Membre de la communauté LGBTQ2S+  
Aucune de ces réponses  
Je préfère ne pas répondre

**[Education]**

**[SINGLE CODE]**

Quel est le niveau de scolarité le plus élevé que vous ayez atteint ?

Études secondaires non terminées ou moins  
Diplôme d'études secondaires ou l'équivalent  
Apprentissage enregistré ou diplôme ou certificat d'une école de métiers  
Collège, CÉGEP, ou certificat ou diplôme non universitaire  
Certificat universitaire ou diplôme inférieur au baccalauréat  
Baccalauréat  
Certificat universitaire supérieur au baccalauréat  
Préfère ne pas répondre

**[Mother Tongue]**

**[MULTICODE]**

Quelle est la première langue que vous avez apprise durant votre enfance et que vous comprenez toujours ? Veuillez choisir tout ce qui s'applique.

Anglais  
Français  
Autre, veuillez préciser :  
Je préfère ne pas répondre

**[Employment Status]**

**[SINGLE CODE]**

Laquelle des catégories suivantes décrit le mieux votre emploi actuel?

Employé ou employée à temps plein (35 heures par semaine ou plus)  
Employé ou employée à temps partiel (moins de 35 heures par semaine)  
Travailleur ou travailleuse autonome  
Sans emploi, mais à la recherche d'un emploi  
Étudiant ou étudiante à temps plein  
Retraité ou retraitée  
Absent ou absente du marché du travail (au foyer à temps plein, sans emploi et n'en recherchant pas)  
Autre **[DO NOT SPECIFY]**  
Préfère ne pas répondre

**[Household Income]**

**[SINGLE CODE]**

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

Moins de 20 000 \$  
De 20 000 \$ à moins de 40 000 \$  
De 40 000 \$ à moins de 60 000 \$  
De 60 000 \$ à moins de 80 000 \$  
De 80 000 \$ à moins de 100 000 \$  
De 100 000 \$ à moins de 150 000 \$  
150 000 \$ et plus



Préfère ne pas répondre

## Qualitative Screener

### Focus Group Recruitment Screener (English)

INTERVIEWER: \_\_\_\_\_ DATE: \_\_\_\_\_ INTERVIEW TIME: \_\_\_\_\_ minutes

#### Introduction

---

Good morning/afternoon/evening (Bonjour), my name is \_\_\_\_\_ and I am calling from Ipsos, a national marketing research organization. First off, let me assure you that we are not trying to sell you anything. We are a professional public opinion research firm that gathers opinions from people. From time to time, we solicit opinions by talking with people in a group discussion setting with up to 10 participants.

We are preparing to conduct a series of these discussions on behalf of the Government of Canada about issues that are important to Canadians and would like to know if you would be willing to participate.

As part of these discussions you will be asked to review and provide feedback on materials and policies in a group setting. Do you feel comfortable doing this?

Yes

No (THANK AND TERMINATE)

Please be assured, your participation is voluntary and should you agree to participate your identity will remain confidential. The information collected will be used for research purposes only and handled according to the Privacy Act of Canada.\*

1. Do you currently reside in **[INSERT CITY FROM BELOW]**?
2. Would you be interested in participating in this discussion which will be held at a location in \_\_\_\_\_ on \_\_\_\_\_?

Yes **CONTINUE**

No **THANK AND TERMINATE**

\*IF ASKED:

*The personal information you provide is protected in accordance with the Privacy Act and is being collected under the authority of section 4 of the Department of Health Act. The information you provide will not be linked with your name on any document including the consent form or the discussion form. In addition to protecting your personal information, the Privacy Act gives you the right to request access to and correction of your personal information. You also have the right to file a complaint with the Office of the Privacy Commissioner if you feel your personal information has been handled improperly. For more information about these rights, or about our privacy practices, please contact Health Canada's Privacy Coordinator at 613-948-1219 or [hc.privacy-vie.privee.sc@canada.ca](mailto:hc.privacy-vie.privee.sc@canada.ca).*

Location	Audience	Time	Dates
Toronto	Mix by age, gender, ethnicity	5:30pm	February 25 <sup>th</sup>
Toronto	Mix by age, gender, ethnicity	7:30pm	February 25 <sup>th</sup>
Montreal (FRENCH)	Mix by age, gender, ethnicity	5:30pm	February 26 <sup>th</sup>
Montreal (FRENCH)	Mix by age, gender, ethnicity	7:30pm	February 26 <sup>th</sup>
Calgary	Mix by age, gender, ethnicity	5:30pm	February 27 <sup>th</sup>
Calgary	Mix by age, gender, ethnicity	7:30pm	February 27 <sup>th</sup>

## Past Participation Screener Questions

Now, I would like to ask you a few questions to see if you qualify to attend. This will take about 5 minutes.

**(INTERVIEWER RECORD GENDER, DO NOT ASK) (AIM FOR GOOD MIX)**

**Male (Continue for possible recruit)**

**Female (Continue for possible recruit)**

**Other (Continue for possible recruit)**

- Do you or does anyone in your household work in any of the following industries? **(READ LIST) IF "YES" TO ANY - THANK AND TERMINATE**  
 Market Research or Marketing  
 Public Relations or Media (TV, Print, Radio, Film/video production)  
 Advertising and communications  
 An environmental or health-related NGO  
 A pesticide or chemical company  
 An employee of a political party  
 An employee of a government department or agency
- Have you ever attended a consumer group discussion, completed an interview or a survey which was arranged in advance and for which you received a sum of money?  
**[NO MORE THAN THREE RECRUITS WITHIN EACH GROUP MAY SAY YES]**  
**IF Q2= YES, ASK Q3-5, ELSE SKIP TO Q6**
- How many focus groups have you attended in the past five years?  
**TERMINATE IF MORE THAN 4**
- What were the main topics of these discussions? Answer: \_\_\_\_\_  
**IF RELATED TO PESTICIDES, THANK AND TERMINATE**
- Have you attended a discussion group or a market research focus group in the past six months?  
**IF "YES" - THANK AND TERMINATE**

## Study Specific Screener

---

6. Are you a citizen or permanent resident of **Canada**, or you are living here temporarily, for example, are you here on a work visa or on another temporary basis?  
Citizen/Permanent Resident **[CONTINUE]**  
Temporary Resident **[THANK AND TERMINATE]**
7. Were you born in Canada or were you born elsewhere?  
Born in Canada  
Born elsewhere**[ENSURE MINIMUM OF TWO PER GROUP]**
8. What was your household's income for 2019? Was it...?  
**[ENSURE A GOOD MIX OF INCOMES IN EACH GROUP]**  
\$19,999 or less  
Between \$20,001 and \$39,999  
Between \$40,000 and \$59,999  
Between \$60,00 and \$79,999  
Between \$80,00 and \$99,999  
\$100,000 and above
9. I am going to read you a series of age categories, please stop me when I get to the one that applies to you.  
**[ENSURE A GOOD MIX OF AGES IN EACH GROUP]**  
Less than 18 years old **[THANK AND TERMINATE]**  
18-24 years  
25-34 years  
35-44 years  
45-54 years  
55-64 years  
65 years or more **[MAXIMUM 2 PER GROUP]**
10. What is the highest level of education you have attained? (Do not read list).  
**[DO NOT READ LIST – ENSURE A GOOD MIX IN EACH GROUP]**  
Some high school or less  
Completed high school  
Post-secondary technical training  
Some college/university  
Completed college/university  
Post-graduate studies
11. Current employment status? **ENSURE A GOOD MIX OF EMPLOYMENT STATUS**  
Working full-time  
Working part-time  
Self-employed

- Retired
- Unemployed
- Student
- Other

## Confirmation

---

12. Participants in discussion groups are asked to voice their opinions and thoughts. How comfortable are you in voicing your opinions in front of others? Are you... (READ LIST)

Very comfortable	1	MINIMUM 4 PER GROUP
Fairly comfortable	2	CONTINUE
Comfortable	3	CONTINUE
Not very comfortable	4	THANK AND TERMINATE
Very uncomfortable	5	THANK AND TERMINATE
DK/NR	9	THANK AND TERMINATE

13. Sometimes participants are asked to read text and/or review images during the discussion. Is there any reason why you could not participate?

Yes	1	THANK AND TERMINATE
No	2	CONTINUE
DK/NR	9	THANK AND TERMINATE

**TERMINATE IF RESPONDENT OFFERS ANY REASON FOR NOT BEING ABLE TO COMMUNICATE EFFECTIVELY OR TAKE PART IN THE DISCUSSION IN ANY WAY, SUCH AS SIGHT OR HEARING PROBLEM, A WRITTEN OR VERBAL LANGUAGE PROBLEM. ALSO TERMINATE IF YOU HAVE ANY CONCERNS ABOUT PARTICIPANTS ABILITY TO BE UNDERSTOOD IN THE LANGUAGE TO BE USED DURING SESSION.**

**\*\*\*\*(IN EACH LOCATION, PLEASE ENSURE 10 PARTICIPANTS ARE RECRUITED FOR 8-10 TO SHOW)\*\*\*\***

### **[Read to Stand-by Respondents]**

Thank you for answering my questions. Unfortunately, at this time, the group you qualify for is full. We would like to place you on our stand-by list. This means that if there is an opening in the group, we would then call you back and see if you are available to attend the group. May I please have a daytime contact number, an evening contact number an email address, if you have one, so that we can contact you as soon as possible if an opening become available? **[RECORD CONTACT INFO]**

### **[Read to Screened in Respondents]**

Wonderful, you qualify to participate in one of these group discussions which will take place on, (DATE) @ (TIME) for no more than 2 hours. The Government of Canada is sponsoring this research. All those who participate will receive an **\$85** honorarium as a thank you for their time.

Do you have a pen handy so that I can give you the address where the group will be held? It will be held at:

Location	Address	Time	Dates
Toronto	CRC Research 2 Bloor Street West , 3 <sup>rd</sup> floor	5:30pm	February 25 <sup>th</sup>
Toronto	CRC Research 2 Bloor Street West , 3 <sup>rd</sup> floor	7:30pm	February 25 <sup>th</sup>
Montreal (FRENCH)	AD HOC RECHERCHE 400, boul. de Maisonneuve Ouest, bureau 1200	5:30pm	February 26 <sup>th</sup>
Montreal (FRENCH)	AD HOC RECHERCHE 400, boul. de Maisonneuve Ouest, bureau 1200	7:30pm	February 26 <sup>th</sup>
Calgary	Qualitative Coordination Suite 120, 707 10th Avenue SW T2R 0B3	5:30pm	February 27 <sup>th</sup>
Calgary	Qualitative Coordination Suite 120, 707 10th Avenue SW T2R 0B3	7:30pm	February 27 <sup>th</sup>

We ask that you arrive at least 20 minutes early to be sure you locate the facility and have time to check-in with the hosts. Prior to being admitted into the focus group room you will be required to sign a non-disclosure agreement, failure to do so will result in you being denied participation in the focus group session for which you have been selected, payment of the incentive is contingent on participation in the focus group sessions.

In addition, we will be checking your identification prior to the group, so please be sure to bring two pieces of government issued photo identification with you (i.e. driver's license, health card or other). Also, if you require glasses for reading, please bring them with you.

At the discussion you will be audio- and videotaped. This taping is being done to assist us with our report writing. Also, in this room there is a one-way mirror. Sitting behind the mirror may be Government of Canada staff, including members of the staff from the departments that sponsored this research, and by staff members from Ipsos. Other Government of Canada staff may stream the session live online. This is standard focus group procedure to get a first-hand look at the research process and to hear first-hand your impressions and views on the research topic.

Do you agree to be observed for research purposes only?

Awareness and Confidence in Canada's Pesticide Regulatory System

Yes	1	<b>THANK &amp; GO TO INVITATION</b>
No	2	<b>THANK &amp; TERMINATE</b>

As we are only inviting a small number of people, your participation is very important to us. As we have invited you to participate based on the questions we went through a moment ago, we ask that you do not send a representative on your behalf should you be unable to participate. **IF FOR SOME REASON YOU ARE UNABLE TO ATTEND, PLEASE CALL SO THAT WE MAY GET SOMEONE TO REPLACE YOU.** You can reach us at 1-xxx-xxx-xxxx at our office. Someone will call you the day before to remind you about the discussion.

What would be a good time to reach you?

And at what telephone numbers?

May I please get your name? **ON FRONT PAGE**

**Thank you for very much for your help!**

### Focus Group Recruitment Screener (French)

INTERVIEWER : \_\_\_\_\_ DATE : \_\_\_\_\_ DURÉE DE L'ENTREVUE : \_\_\_\_\_ minutes

#### Introduction

---

Bonjour/Bonsoir, ici \_\_\_\_\_ d'Ipsos-Reid, une firme nationale d'études de marché. Tout d'abord, je tiens à vous assurer que nous n'avons rien à vendre. Nous sommes une maison professionnelle de sondages d'opinion publique qui recueille l'opinion des gens. De temps en temps, nous le faisons dans le cadre de groupes de discussion composés d'un maximum de 10 participants.

Nous organisons présentement pour le compte du gouvernement du Canada des groupes de discussion portant sur des enjeux importants pour les Canadiens, et nous aimerions savoir si vous accepteriez d'y participer.

Lors de la rencontre, vous serez appelé à examiner en groupe des documents et des politiques et à nous dire ce que vous en pensez. Êtes-vous à l'aise de le faire?

Oui

Non (REMERCIER ET CONCLURE)

Soyez assuré que votre participation est volontaire et que, si vous acceptez de prendre part à la rencontre, votre identité demeurera confidentielle. Les renseignements recueillis seront utilisés uniquement à des fins de recherche et traités conformément à la *Loi sur la protection des renseignements personnels*\*.

3. Habitez-vous actuellement à **[INSÉRER UNE VILLE PARMİ CELLES CI-DESSOUS]**?

4. Souhaiteriez-vous participer à cette rencontre qui aura lieu à \_\_\_\_\_, le \_\_\_\_\_?

Oui – **CONTINUER**

Non – **REMERCIER ET CONCLURE**

\* SI LE RÉPONDANT LE DEMANDE :

*Les renseignements personnels que vous fournissez sont protégés en vertu de la Loi sur la protection des renseignements personnels et sont recueillis aux termes de l'article 4 de la Loi sur le ministère de la Santé. Les renseignements que vous fournissez ne seront pas liés à votre nom dans nos documents, y compris le formulaire de consentement ou le formulaire de discussion. La Loi sur la protection des renseignements personnels vous donne le droit de demander l'accès à vos renseignements personnels et la correction de ceux-ci, en plus de les protéger. Vous avez également le droit de déposer une plainte auprès du Commissariat à la protection de la vie privée si vous estimez que vos renseignements personnels ont été traités de manière inappropriée. Pour en savoir plus sur vos droits ou sur nos pratiques en matière de protection des renseignements personnels, veuillez communiquer avec le coordonnateur de la protection des renseignements personnels de Santé Canada au 613 948-1219 ou à [hc.privacy-vie.privee.sc@canada.ca](mailto:hc.privacy-vie.privee.sc@canada.ca).*



Lieu	Composition du groupe	Heure	Date
Montréal (EN FRANÇAIS)	Mélange d'âges, de sexe et d'origine ethnique	17 h 30	26 février
Montréal (EN FRANÇAIS)	Mélange d'âges, de sexe et d'origine ethnique	19 h 30	26 février

## Questionnaire historique de participation

J'aimerais maintenant vous poser quelques questions pour savoir si vous êtes admissible à la séance. Ces questions prendront environ cinq minutes.

**(INTERVIEWER, INSCRIRE LE SEXE, NE PAS DEMANDER) (TENTER D'OBTENIR UN BON MÉLANGE)**

**Homme (Continuer pour un recrutement possible)**

**Femme (Continuer pour un recrutement possible)**

**Autre (Continuer pour un recrutement possible)**

14. Est-ce que vous ou un membre de votre foyer travaillez dans l'un ou l'autre des secteurs suivants? **(LIRE LA LISTE) SI « OUI » À L'UN OU L'AUTRE – REMERCIER ET CONCLURE**  
 Études de marché ou marketing  
 Relations publiques ou médias (télévision, presse écrite, radio, cinéma, production vidéo)  
 Publicité et communications  
 ONG du secteur de l'environnement ou de la santé  
 Entreprise de pesticides ou de produits chimiques  
 Parti politique  
 Ministère ou organisme gouvernemental
15. Avez-vous déjà participé à une discussion de groupe, à un entretien ou à un sondage organisé à l'avance en échange d'une somme d'argent?  
**[PAS PLUS DE TROIS PARTICIPANTS DANS CHAQUE GROUPE PEUVENT DIRE OUI]**  
**SI Q2 = OUI, POSER LES Q3 À 5, SINON, PASSER À LA Q6**
16. À combien de groupes de discussion avez-vous participé au cours des cinq dernières années?  
**CONCLURE SI PLUS DE 4**
17. Quels étaient les principaux sujets de ces groupes de discussion? Réponse :  
 \_\_\_\_\_  
**S'IL S'AGIT DE SUJETS LIÉS AUX PESTICIDES, REMERCIER ET CONCLURE**
18. Avez-vous participé à une rencontre de ce type ou à un groupe de discussion dans le cadre d'une étude de marché au cours des six derniers mois? **SI « OUI » – REMERCIER ET CONCLURE**

## Questionnaire de recrutement propre à l'étude

19. Êtes-vous un citoyen canadien ou un résident permanent du **Canada**, ou y habitez-vous

temporairement, par exemple en vertu d'un visa de travail ou dans un autre cadre temporaire?

Citoyen canadien/résident permanent **[CONTINUER]**

Résident temporaire **[REMERCIER ET CONCLURE]**

20. Êtes-vous né au Canada ou dans un autre pays?  
Né au Canada  
Né dans un autre pays **[AU MOINS DEUX PARTICIPANTS PAR GROUPE]**
21. Quel a été le revenu de votre foyer en 2019? Était-ce...  
**[ASSURER UN BON MÉLANGE DE REVENUS DANS CHAQUE GROUPE]**  
19 999 \$ ou moins  
20 001 \$ à 39 999 \$  
40 000 \$ à 59 999 \$  
60 000 \$ à 79 999 \$  
80 000 \$ à 99 999 \$  
100 000 \$ et plus
22. Je vais vous lire une série de groupes d'âge et je vous demanderais de m'arrêter lorsque je mentionnerai le vôtre.  
**[ASSURER UN BON MÉLANGE D'ÂGES DANS CHAQUE GROUPE]**  
Moins de 18 ans **[REMERCIER ET CONCLURE]**  
18 à 24 ans  
25 à 34 ans  
35 à 44 ans  
45 à 54 ans  
55 à 64 ans  
65 ans ou plus **[MAXIMUM DE DEUX PAR GROUPE]**
23. Quel est le niveau de scolarité le plus élevé que vous avez terminé? (Ne pas lire la liste.)  
**[NE PAS LIRE LA LISTE – ASSURER UN BON MÉLANGE DANS CHAQUE GROUPE]**  
Études secondaires en partie ou moins  
Diplôme d'études secondaires  
Formation technique postsecondaire  
Études collégiales/universitaires en partie  
Diplômes d'études collégiales/universitaires  
Études universitaires de deuxième ou de troisième cycle
24. Situation d'emploi actuelle? **ASSURER UN BON MÉLANGE DE SITUATIONS**  
Employé à plein temps  
Employé à temps partiel  
Travailleur autonome  
À la retraite  
Sans emploi  
Aux études

Autre

## Confirmation

---

25. Les participants à des groupes de discussion sont appelés à exprimer leurs points de vue et opinions. Dans quelle mesure êtes-vous à l'aise de vous exprimer en présence d'autres personnes? Êtes-vous... (LIRE LA LISTE)

Très à l'aise	1	AU MOINS 4 PAR GROUPE
Passablement à l'aise	2	CONTINUER
À l'aise	3	CONTINUER
Pas très à l'aise	4	REMERCIER ET CONCLURE
Très mal à l'aise	5	REMERCIER ET CONCLURE
NSP/NRP	9	REMERCIER ET CONCLURE

26. Durant la rencontre, les participants sont parfois appelés à lire des textes ou à regarder des images. Y a-t-il des raisons pour lesquelles vous ne pourriez pas participer?

Oui	1	REMERCIER ET CONCLURE
Non	2	CONTINUER
NSP/NRP	9	REMERCIER ET CONCLURE

**CONCLURE SI LE RÉPONDANT DONNE UNE RAISON QUELCONQUE DE NE PAS POUVOIR COMMUNIQUER EFFICACEMENT, PAR EXEMPLE UN PROBLÈME VISUEL OU AUDITIF OU UN PROBLÈME DE LANGAGE ORAL OU ÉCRIT.**

**CONCLURE AUSSI SI VOUS ÊTES PRÉOCCUPÉ PAR LA CAPACITÉ DU RÉPONDANT À S'EXPRIMER CLAIREMENT DANS LA LANGUE QUI SERA UTILISÉE PENDANT LA RENCONTRE.**

**\*\*\*\*(VEILLEZ À RECRUTER 10 PARTICIPANTS DANS CHAQUE VILLE POUR QUE DE 8 À 10 SE PRÉSENTENT)\*\*\*\***

### **[Lire aux participants de réserve]**

Merci d'avoir répondu à mes questions. Malheureusement, à l'heure actuelle, le groupe auquel vous êtes admissible est complet. Nous aimerions toutefois vous inscrire sur notre liste de répondants de réserve. Cela signifie que si une place se libère dans le groupe, nous vous rappellerons pour savoir si vous êtes libre pour participer à la rencontre. Puis-je avoir des numéros de téléphone où vous joindre en journée ou en soirée et votre adresse courriel, si vous en avez une, pour communiquer avec vous le plus rapidement possible si une place se libère? **[INSCRIRE LES COORDONNÉES]**

### **[Lire aux participants retenus]**

Fantastique. Vous êtes admissible à l'un des groupes de discussion qui se tiendra le (DATE), à (HEURE). La rencontre ne durera pas plus de deux heures. Il s'agit d'une étude commanditée par le gouvernement du Canada. Tous les participants recevront une somme de **85 \$** en guise de remerciement pour leur temps.

Avez-vous un crayon à portée de main pour noter l'adresse de la rencontre? Elle aura lieu à :

Awareness and Confidence in Canada's Pesticide Regulatory System

Location	Address	Time	Dates
Toronto	CRC Research 2 Bloor Street West , 3 <sup>rd</sup> floor	5:30pm	February 25 <sup>th</sup>
Toronto	CRC Research 2 Bloor Street West , 3 <sup>rd</sup> floor	7:30pm	February 25 <sup>th</sup>
Montreal (FRENCH)	AD HOC RECHERCHE 400, boul. de Maisonneuve Ouest, bureau 1200	5:30pm	February 26 <sup>th</sup>
Montreal (FRENCH)	AD HOC RECHERCHE 400, boul. de Maisonneuve Ouest, bureau 1200	7:30pm	February 26 <sup>th</sup>
Calgary	Qualitative Coordination Suite 120, 707 10th Avenue SW T2R 0B3	5:30pm	February 27 <sup>th</sup>
Calgary	Qualitative Coordination Suite 120, 707 10th Avenue SW T2R 0B3	7:30pm	February 27 <sup>th</sup>

Nous vous prions d'arriver au moins vingt minutes à l'avance, le temps de trouver le lieu et de vous enregistrer auprès des animateurs. Avant d'être admis dans la salle où se déroulera la rencontre, vous devrez signer une entente de confidentialité. Si vous refusez de signer, vous ne pourrez pas participer à la rencontre pour laquelle vous avez été choisi. La rémunération est conditionnelle à la participation à la rencontre.

Nous vérifierons aussi votre identité au préalable. Il est donc important d'apporter deux pièces d'identité avec photo délivrées par le gouvernement (p. ex. permis de conduire, carte-santé ou autre). N'oubliez pas d'apporter vos lunettes de lecture si vous en avez besoin.

La rencontre sera filmée et enregistrée. Ces enregistrements nous aideront à rédiger notre rapport. Aussi, la salle de la rencontre est dotée d'un miroir d'observation derrière lequel peuvent se trouver des représentants du gouvernement du Canada, notamment des employés des ministères qui commanditent l'étude, ainsi que des membres du personnel d'Ipsos. D'autres employés du gouvernement du Canada peuvent assister à la séance en direct en ligne. Il s'agit d'une procédure normale dans le cadre d'un groupe de discussion. Elle permet d'obtenir un premier aperçu du déroulement de l'étude et d'entendre vos impressions ainsi que vos points de vue sur le sujet à l'étude.

Acceptez-vous d'être observé à des fins d'étude uniquement?

- |     |   |   |
|-----|---|---|
| Oui | 1 | <b>REMERCIER ET PASSER À L'INVITATION</b> |
| Non | 2 | <b>REMERCIER ET CONCLURE</b>              |

Comme nous n'invitons qu'un nombre restreint de personnes, votre participation est très importante pour nous. Puisque vous avez été invité à participer à la lumière de vos réponses aux questions qui vous ont été posées, nous vous demandons de ne pas envoyer un représentant à votre place si vous n'êtes

pas en mesure de vous présenter à la rencontre. **SI, POUR QUELQUE RAISON QUE CE SOIT, VOUS NE LE POUVEZ PAS, VEUILLEZ NOUS TÉLÉPHONER POUR QUE NOUS PUISSIONS VOUS TROUVER UN REMPLAÇANT.** Vous pouvez nous appeler à nos bureaux au 1 xxx xxx-xxxx. Nous communiquerons avec vous la veille de la rencontre pour confirmer votre présence.

À quel moment est-il préférable de vous appeler?

Et à quel numéro de téléphone?

Puis-je avoir votre nom? **SUR LA PAGE COUVERTURE**

**Merci beaucoup pour votre collaboration!**

## Qualitative Discussion Guide

### Final Discussion Guide PMRA Pesticide Awareness Research

#### INTRODUCTIONS (10 MINS)

- Introduce moderator and welcome participants to the focus group.
  - As we indicated during the recruiting process, we are conducting focus group discussions on behalf of the Government of Canada. For this evening's discussion, we are particularly interested in your views about pesticides and pest control products that are sold and used in Canada.
  - The discussion will last approximately 2 hours. Feel free to excuse yourself during the session if necessary.
- Explanation re:
  - Audio/video-taping – The session is being video/audio-taped for analysis purposes, in case we need to double-check the proceedings against our notes. These video-tapes remain in our possession and will not be released to anyone without written consent from all participants.
  - One-way mirror/web stream – There are observers representing the government who will be watching the discussion from behind the glass.
  - Confidentiality – Please note that anything you say during these groups will be held in the strictest confidence. We do not attribute comments to specific people. Our report summarizes the findings from the groups but does not mention anyone by name. The report can be accessed through the Library of Parliament or Archives Canada or via the web site [www.porr-rrop.gc.ca](http://www.porr-rrop.gc.ca).
- Describe how a discussion group functions:
  - Discussion groups are designed to stimulate an open and honest discussion. My role as a moderator is to guide the discussion and encourage everyone to participate. Another function of the moderator is to ensure that the discussion stays on topic.
  - Your role is to answer questions and voice your opinions. We are looking for minority as well as majority opinion in a focus group, so don't hold back if you have a comment even if you feel your opinion may be different from others in the group. There may or may not be others who share your point of view. Everyone's opinion is important and should be respected.
  - I would also like to stress that there are no right or wrong answers. We are simply looking for your opinions and attitudes. It was not a prerequisite coming into the groups that you be an authority on health issues. This is not a test of your knowledge.
  - Please note that the moderator is not an employee of the Government of Canada and may not be able to answer some of your questions.
- (Moderator introduces herself/himself). Participants should introduce themselves, using their first names only.
  - Please tell us a little bit about yourself – your work, family situation or hobbies – anything you would like to share with the rest of the group.

#### Section 1 – Warm-Up Discussion (10 MINS)

---

- Now, using the pen and paper in front of you, I'd like you to write down one to three things that immediately come to your mind when you think of pesticides? No need to think, I just want your immediate thoughts, no matter what they are. MODERATOR TO NOTE ON FLIPCHART AND PROBE:
  - What did you think of? What made you think of that?
- Have you seen or heard anything in the news about Pesticides? What have you seen/heard and where? How did it make you feel? Do you recall seeing anything on social media? Facebook? Twitter? Other?

## **Section 2 – Broad Public Safety Concerns and Perceptions of the Current Regulatory System (15 MINS)**

---

- **AS YOU HAVE LIKELY FIGURED OUT BY NOW THE REST OF OUR CONVERSATION THIS EVENING WILL FOCUS ON PESTICIDES AVAILABLE FOR USE HERE IN CANADA –HERE ARE SOME EXAMPLES OF WHAT WE ARE REFERRING TO WHEN WE SAY PESTICIDES [MODERATOR PRESENT VISUAL CUES OF PESTICIDE PRODUCTS TO FRAME THE CONVERSATION FROM THIS POINT ON]**
- Do you personally use pesticides? What products do you use?
  - Are you comfortable using pesticides yourself? What precautions do you consider when you use them? What do you think about the amount of pesticides Canadians use in and around their homes? Too much? Too little? An acceptable amount?
  - Are you comfortable with farmers using pesticides on food crops or in animal barns? What do you think about the amount of pesticides farmers in Canada use in agriculture? Too much? Too little? An acceptable amount?
  - Are you comfortable with pest control companies using pesticides in and around buildings like apartment buildings? Are they used too much? Too little? Acceptable?
  - Are you comfortable with farmers in other countries using pesticides on food that is imported into Canada?
- Do you feel that the products used in Canada are generally safe? Why/why not?
- When you purchase or use a pesticide, how carefully do you read the label?
  - Do you trust that what is included on the label is accurate?
  - Do you trust that if you follow the instructions you will not be putting your health or the health of those around you at risk?
- Are there certain types of pesticides that you personally are particularly concerned about? MODERATOR TO NOTE ON FLIP CHART. Probe for:
  - Have you or your family been directly affected in some way by an issue related to product safety? How did you/they deal with this situation? What was the outcome?
  - What are/were the risks associated with these products?

And, do you feel risk is significant, moderate or minor? I'm trying to get a sense for how serious you think this is?

## **Section 3 - Views & Awareness of the Role of Government (25 minutes)**

---

- Who should be responsible for deciding what pesticides are available in Canada and how they can be used?
- Who would you trust the most to regulate pesticides in Canada?

- How much of a say should the public, companies or other organizations have in deciding what pesticides are available in Canada and how they can be used? Probe for:
  - Public? Pesticides Industry? Farmers? Academia? Environmental protection organizations?

**[MODERATOR HAND OUT PRINTED VERSION AND HAVE PARTICIPANTS REVIEW AND CIRCLE ANY SURPRISING INFO GOOD OR BAD – DISCUSS]**

**The Health Canada Pest Management Regulatory Agency (PMRA) is the Federal organization responsible for pesticide regulation in Canada. Pesticides are stringently regulated in Canada to ensure they pose minimal risk to human health and the environment. Under authority of the Pest Control Products Act, Health Canada:**

- **registers pesticides after a stringent, science-based evaluation that ensures any risks are acceptable and that the product works;**
  - **re-evaluates the pesticides currently on the market on a 15-year cycle to ensure the products meet current scientific standards; and**
  - **verifies and enforces compliance with the Act and regulations.**
- What are your thoughts about this?
  - Are you surprised it's Health Canada that is responsible for regulating pesticides in Canada?
  - Did you think possibly another department did this?
  - And, on balance, how good a job is government doing with respect to ensuring the safety of products that Canadians have available to them?
  - How much confidence do you have in government?
    - For those who say "good" job: Why do you say that?
    - For those who say "poor" job: Why do you say that? What more should they be doing?

#### **Section 4 – Transparency and Availability of Information (15 minutes)**

---

- Have you ever looked for information on pesticides?
- Where did you seek this information?
- Where should information be made available? What information should be made available to the public?
- (WHO) In your opinion who/what organization is most responsible for providing you with this type of information? Should it be the government? Pesticide companies? Retailers?
- (WHAT) Ok – let's quickly pull together a list of the types of information that MUST be made available. So, if we had to prioritize the types of pesticide related information we need, what kinds of things would be at the top of the list?
- (HOW) OK there are many ways to disseminate information – some are better than others depending on what it is you are trying to communicate. When thinking about pesticides specifically are there certain ways of informing you think might work better than others? Help me understand your perspective here?
- What do you think about the use of social media platforms to provide educational information about pesticides?



- Would you trust information found on social media? Would it depend on what organization published the information? What organizations would you trust to provide you information via social media? Government? Pesticide companies? Retailers? Environmental groups? Which ones?

**Section 5 – Individual Concept Review (20 MINS each – 40 MINS TOTAL)**

---

- **NOTE TO MODERATOR – SHOW PMRA 101 VIDEO FIRST IN ALL SESSIONS AND ROTATE VIDEOS 2 AND 3 PER CITY.**
- **SO, ALL SESSIONS GET PMRA 101 AND THEN ONE OF EITHER ENVIRONMENTAL OR HEALTH RELATED VIDEOS:**

LOCATION	ENVIRONMENTAL VIDEO	HEALTH VIDEO
TORONTO	2 <sup>ND</sup> IN ROTATION FOR GROUP #1	2 <sup>ND</sup> IN ROTATION FOR GROUP #2
MONTREAL	2 <sup>ND</sup> IN ROTATION FOR GROUP #1	2 <sup>ND</sup> IN ROTATION FOR GROUP #2
CALGARY	2 <sup>ND</sup> IN ROTATION FOR GROUP #1	2 <sup>ND</sup> IN ROTATION FOR GROUP #2

**[MODERATOR READ]** As I mentioned at the start, a large part of our discussion this evening will be focussed on a series of communications materials developed and intended for people like you. We’d like to better understand your overall reactions to these materials and more specifically understand:


- How they make you feel,
- What message it is they are trying to get across and ultimately,
- What you would do as a result of seeing or being presented with these materials.

**2 VIDEOS TO REVIEW – EACH VIDEO IS ROUGHLY 2 MINUTES IN LENGTH.**

**AS PER TABLE ABOVE ROTATE SECOND VIDEO PRESENTED IN EACH SESSION BETWEEN HEALTH AND ENVIRONMENTAL THEMED VIDEO PLAY TWICE (PRESENT PMRA 101 IN ALL SESSIONS AND ALWAYS PRESENT FIRST IN ROTATION AS IT PROVIDES OVERVIEW).**

**EXERCISE 1:** There is a handout I’d like you to complete on your immediate reactions and thoughts (below).

Product # \_\_\_\_\_ City: \_\_\_\_\_



**This makes me feel....**

**The message here is....**

**After having seen this I would....**

**GROUP DISCUSSION ON THE CONCEPT**

- Overall what did you think? Why is that? **LISTEN OUT FOR UNPROMPTED POSITIVE AND NEGATIVE REACTIONS**
- Was there any missing information – do you still have questions – which ones specifically?
- Thinking of the video overall, what did you like most [**MODERATOR PROBE ON CHARACTERS, STORY LINE, USE OF ANIMATION, OVERALL TONE ETC**]
- And were there any elements you were less fond of? [**MODERATOR LISTEN FOR SAME ELEMENTS AS ABOVE**]

**TONE PROBES**

- How would you describe the tone of the material?
- How likely are you to pay attention to this? Why / Why not?

**MAIN MESSAGE VERBAL PROBES**

- What is the main message here, what were they trying to say to you? Can you describe it to me in your own words?
- Is the main message...
  - Clear? Why/why not? IF CONFUSION: What parts were confusing and why?
  - Credible? Why/why not?
  - Relevant to you? Why / why not? IF NOT PERSONALLY RELEVANT: Who do you think would benefit most from this information?

**CALL TO ACTION PROBES**

What would you do as a result of watching this video? What specifically would you do?

**GENERAL IMPRESSIONS RELATED TO PESTICIDES REGULATORY SYSTEM**

- How do you feel after reviewing this?
- How are you left feeling in terms of Canada's pesticides regulatory system in general?

Now let's look at the next video – we are going to go through the same process for this one as we just did. PLAY NEXT VIDEO:

**[MODERATOR HAVE PARTICIPANTS COMPLETE THOUGHT BUBBLE EXERCISE AND REPEAT SAME LINE OF QUESTIONING FOR EACH SUBSEQUENT VIDEO]**

### **Section 6 - Wrap up (5 MINS)**

---

What other information do you need/want the HEALTH CANADA to provide about what we have discussed this evening? Why is this information important to you? How should this information be provided to you?

That is all the time we have this evening but before we wrap things up do you have any final comments?

## Santé Canada – Groupes de discussion sur les pesticides – Hiver 2020

### Guide de discussion définitif 20/02/2020

#### Introduction (10 minutes) :

---

- Présentation du modérateur et mot de bienvenue à l'intention des participants au groupe de discussion.
  - Comme nous l'avons indiqué dans le cadre du processus de recrutement, nous tenons des groupes de discussion pour le compte du gouvernement du Canada. La rencontre de ce soir vise principalement à recueillir vos points de vue et opinions sur les pesticides et les produits antiparasitaires vendus et utilisés au Canada.
- La rencontre durera environ deux heures. N'hésitez pas à vous absenter en cas de besoin.
- Explication concernant :
  - L'enregistrement audio/vidéo – La rencontre est filmée à des fins d'analyse, au cas où il serait nécessaire de révérifier la teneur des échanges. Les bandes vidéo demeurent en notre possession et ne seront transmises à personne sans le consentement écrit de tous les participants.
  - Le miroir d'observation/la diffusion Web – Derrière la vitre, des observateurs représentant le gouvernement assistent à la rencontre.
  - La confidentialité – Soyez assuré que tout ce que vous direz au cours de la rencontre sera tenu strictement confidentiel. Nous n'attribuons pas les commentaires à des personnes en particulier. Notre rapport présente un sommaire des faits saillants de la rencontre, mais aucun nom n'y est mentionné. On peut obtenir le rapport en s'adressant à la Bibliothèque du Parlement, à Archives Canada ou sur le site Web [www.porr-rrop.gc.ca](http://www.porr-rrop.gc.ca).
- Décrire le fonctionnement d'un groupe de discussion :
  - Les groupes de discussion favorisent une discussion franche et ouverte. En qualité de modérateur, mon rôle est de guider la discussion et d'encourager tout un chacun à y prendre part. Une autre fonction du modérateur est de veiller à ce que la discussion ne dérape pas.
  - Votre rôle consiste à répondre aux questions et à exprimer vos opinions. Nous voulons connaître toutes les opinions, qu'elles soient minoritaires ou majoritaires. N'hésitez donc pas à vous exprimer, même si vous croyez que votre opinion est différente de celles des autres participants. Les autres peuvent ou non partager votre point de vue. L'opinion de chacun est importante et mérite le respect.
  - J'aimerais également souligner qu'il n'y a pas de bonnes ou de mauvaises réponses. Nous cherchons simplement à connaître vos opinions et attitudes. En vous invitant à participer à la rencontre, nous ne nous attendons pas à ce que vous soyez une autorité dans le domaine de la santé. Il ne s'agit pas d'un test de connaissances.
- Veuillez noter que le modérateur n'est pas un employé du gouvernement du Canada et qu'il est possible qu'il ne soit pas en mesure de répondre à certaines de vos questions.
- (Le modérateur se présente). Les participants se présentent en indiquant uniquement leur prénom.

- Veuillez nous en dire un peu plus à propos de vous – travail, situation familiale, passe-temps – ce que vous désirez que les autres sachent.

### Section 1 – Mise en train (10 minutes)

---

- Je vous demanderais maintenant d'utiliser le stylo et la feuille de papier qui se trouvent devant vous pour noter deux ou trois choses qui vous viennent spontanément à l'esprit lorsque vous pensez aux pesticides. Inutile de réfléchir longuement, je veux simplement savoir ce qui vous vient à l'esprit à l'instant. LE MODÉRATEUR NOTE LES RÉPONSES SUR LE TABLEAU DE PAPIER ET SONDE :
  - À quoi avez-vous pensé? Qu'est-ce qui vous a fait penser à cela?
- Avez-vous vu ou entendu quoi que ce soit dans l'actualité concernant les pesticides? Qu'avez-vous vu ou entendu, et où? Comment vous sentiez-vous après coup? Vous souvenez-vous d'avoir vu quoi que ce soit sur les médias sociaux? Facebook? Twitter? Autre?

### Section 2 – Perceptions générales du système de réglementation actuel en matière de sécurité publique (15 minutes)

---

- **COMME VOUS L'AVEZ PROBABLEMENT COMPRIS, LE RESTE DE NOTRE CONVERSATION PORTERA SUR LES PESTICIDES DISPONIBLES AU CANADA. VOICI QUELQUES EXEMPLES ILLUSTRANT CE À QUOI NOUS NOUS RAPPORTONS QUAND NOUS PARLONS DE PESTICIDES. [LE MODÉRATEUR PRÉSENTE DES IMAGES DE PESTICIDES POUR ORIENTER LA DISCUSSION À PARTIR DE CE POINT.]**
- Utilisez-vous personnellement des pesticides? Quels produits utilisez-vous?
  - Êtes-vous à l'aise d'utiliser des pesticides vous-même? Quelles précautions prenez-vous lorsque vous en utilisez? Que pensez-vous de la quantité de pesticides que les Canadiens utilisent à l'intérieur et à l'extérieur de leurs maisons? Estimez-vous qu'ils en utilisent trop? Estimez-vous qu'ils n'en utilisent pas assez? Estimez-vous qu'ils en utilisent une quantité acceptable?
  - Êtes-vous à l'aise que les agriculteurs utilisent des pesticides sur des cultures vivrières ou dans des bâtiments abritant des animaux? Que pensez-vous de la quantité de pesticides que les agriculteurs canadiens utilisent en agriculture? Estimez-vous qu'ils en utilisent trop? Estimez-vous qu'ils n'en utilisent pas assez? Estimez-vous qu'ils en utilisent une quantité acceptable?
  - Êtes-vous à l'aise que les entreprises de lutte antiparasitaire utilisent des pesticides à l'intérieur et à l'extérieur des immeubles, comme les immeubles d'habitation? Estimez-vous qu'elles en utilisent trop? Estimez-vous qu'elle n'en utilisent pas assez? Estimez-vous qu'elles en utilisent une quantité acceptable?
  - Êtes-vous à l'aise que les agriculteurs d'autres pays utilisent des pesticides sur des aliments importés au Canada?
- Estimez-vous que les produits utilisés au Canada sont sans danger en général? Pourquoi?
- Lorsque vous achetez ou utilisez un pesticide, lisez-vous attentivement l'étiquette?
  - Êtes-vous convaincu que ce qui est écrit sur l'étiquette est exact?
  - Êtes-vous convaincu que si vous suivez le mode d'emploi, vous ne mettez pas votre santé ou celle des autres en péril?
- Êtes-vous personnellement ou particulièrement préoccupé par certains types de pesticides? LE MODÉRATEUR NOTE LES RÉPONSES SUR LE TABLEAU DE PAPIER. Sonder :

- Avez-vous ou votre famille a-t-elle été directement touché d'une façon ou d'une autre par une question liée à l'innocuité d'un produit? Comment avez-vous/a-t-elle fait face à la situation? Quel a été le résultat?
- Quels sont/étaient les risques associés à ces produits?

Estimez-vous qu'il s'agit d'un risque important, modéré ou mineur? J'essaie de comprendre la gravité de ce risque à vos yeux.

### **Section 3 – Connaissance du rôle du gouvernement et points de vue en cette matière (25 minutes)**

---

- Qui devrait être responsable de décider des pesticides offerts au Canada et de leurs utilisations?
- À qui feriez-vous le plus confiance pour réglementer les pesticides au Canada?
- Dans quelle mesure le public, les entreprises ou d'autres organisations devraient-ils avoir leur mot à dire dans la décision relative aux pesticides offerts au Canada et à leurs utilisations? Sonder :
  - Le public? L'industrie des pesticides? Les agriculteurs? Les chercheurs universitaires? Les organismes de protection de l'environnement?

**[LE MODÉRATEUR DISTRIBUE LE DOCUMENT IMPRIMÉ. IL DEMANDE AUX PARTICIPANTS DE LE LIRE ET D'ENCERCLER TOUS LES RENSEIGNEMENTS QUI LES SURPRENNENT, EN BIEN OU EN MAL. DISCUTER.]**

**L'Agence de réglementation de la lutte antiparasitaire (ARLA) de Santé Canada est l'organisme fédéral responsable de la réglementation des pesticides au Canada. Au Canada, les pesticides sont soumis à un processus de réglementation rigoureux pour s'assurer que les risques qu'ils posent pour la santé humaine et l'environnement soient minimales. Conformément à la *Loi sur les produits antiparasitaires*, Santé Canada :**

- **homologue les pesticides à la suite d'une évaluation scientifique rigoureuse qui garantit que tous les risques qu'ils posent sont acceptables et que le produit est efficace;**
  - **réévalue tous les 15 ans les pesticides sur le marché afin de s'assurer que les produits satisfont aux normes scientifiques en vigueur;**
  - **vérifie et assure la conformité à la Loi et aux règlements.**
- Que pensez-vous de ces énoncés?
  - Êtes-vous surpris que Santé Canada soit chargé de la réglementation des pesticides au Canada?
  - Pensez-vous qu'un autre ministère en était responsable?
  - Tout compte fait, dans quelle mesure le gouvernement s'acquitte-t-il bien de sa tâche lorsqu'il s'agit d'assurer l'innocuité des produits mis à la disposition des Canadiens?
  - Dans quelle mesure faites-vous confiance au gouvernement?
    - À ceux qui disent qu'il s'acquitte « bien » de sa tâche : Pourquoi êtes-vous de cet avis?
    - À ceux qui disent qu'il s'acquitte « mal » de sa tâche : Pourquoi êtes-vous de cet avis? Que devrait-il faire de plus?

### **Section 4 – Transparence de l'information et accès à celle-ci (15 minutes)**

---

- Avez-vous déjà cherché de l'information sur les pesticides?
- Où avez-vous cherché cette information?
- Où devrait-on trouver cette information? Quelle information devrait-on mettre à la disposition du public?
- (QUI) À votre avis, à qui (à quelle organisation) incombe-t-il de vous fournir ce type de renseignements? Est-ce que ce devrait être au gouvernement? Aux entreprises de pesticides? Aux détaillants?
- (QUOI) D'accord, nous allons rapidement dresser une liste des types de renseignements qui DOIVENT être fournis. Ainsi, si nous devons classer par ordre de priorité les types de renseignements dont nous avons besoin sur les pesticides, quels éléments figureraient en haut de la liste?
- (COMMENT) Il y a plusieurs façons de diffuser l'information. Certaines façons sont meilleures que d'autres selon ce que vous essayez de communiquer. Dans le cas des pesticides en particulier, y a-t-il certaines façons de vous informer qui pourraient être plus efficaces que d'autres? J'aimerais que vous m'aidiez à comprendre votre point de vue.
- Que pensez-vous de l'utilisation des plateformes de médias sociaux pour diffuser des renseignements éducatifs sur les pesticides?
- Vous fieriez-vous aux renseignements trouvés sur les médias sociaux? Cela dépendrait-il de l'organisation ayant publié l'information? À quelles organisations feriez-vous confiance pour la diffusion de renseignements sur les médias sociaux? Au gouvernement? Aux entreprises de pesticides? Aux détaillants? Aux groupes environnementaux? Auxquelles?

### Section 5 – Examen de chaque concept (20 MINUTES par concept, 40 MINUTES EN TOUT)

- **NOTE AU MODÉRATEUR : PRÉSENTER LA VIDÉO SUR L'ARLA EN PREMIER LORS DE TOUTES LES SÉANCES ET FAIRE UNE ROTATION DES VIDÉOS 2 ET 3 DANS CHAQUE VILLE.**
- **AINSI, TOUS LES PARTICIPANTS OBTIENDRONT DES RENSEIGNEMENTS DE BASE SUR L'ARLA ET VISIONNERONT UNE VIDÉO SUR L'ENVIRONNEMENT OU LA SANTÉ :**

LIEU	VIDÉO SUR L'ENVIRONNEMENT	VIDÉO SUR LA SANTÉ
TORONTO	2 <sup>e</sup> EN ROTATION POUR LE GROUPE 1	2 <sup>e</sup> EN ROTATION POUR LE GROUPE 2
MONTRÉAL	2 <sup>e</sup> EN ROTATION POUR LE GROUPE 1	2 <sup>e</sup> EN ROTATION POUR LE GROUPE 2
CALGARY	2 <sup>e</sup> EN ROTATION POUR LE GROUPE 1	2 <sup>e</sup> EN ROTATION POUR LE GROUPE 2

**[LE MODÉRATEUR LIT]** Comme je l'ai mentionné au début, une grande partie de notre discussion de ce soir portera sur une série de documents de communication destinés à des gens comme vous. Nous aimerions mieux comprendre vos réactions générales à l'égard de ces documents et plus précisément :


- l'impression qu'ils vous laissent;
- le message qu'ils essaient de faire passer;
- ce que vous feriez après avoir vu ou reçu ces documents.

**IL Y A 2 VIDÉOS À VISIONNER – CHAQUE VIDÉO DURE ENVIRON 2 MINUTES.**

**COMME DANS LE TABLEAU CI-DESSUS, FAIRE UNE ROTATION DE LA DEUXIÈME VIDÉO PRÉSENTÉE À CHAQUE SÉANCE (ENTRE LA VIDÉO SUR LA SANTÉ ET LA VIDÉO SUR L'ENVIRONNEMENT) ET LES FAIRE JOUER DEUX FOIS. (PRÉSENTER LA VIDÉO SUR L'ARLA LORS DE TOUTES LES SÉANCES ET TOUJOURS LA PRÉSENTER EN PREMIER, CAR ELLE FOURNIT UN APERÇU.)**

**EXERCICE 1 :** J'aimerais que vous remplissiez un document qui porte sur vos réactions et vos pensées immédiates (ci-dessous).

N° de produit : \_\_  
Ville : \_\_



Cela me donne l'impression

Le message ici est...

Après avoir visionné cette vidéo, je...


#### **DISCUSSION DE GROUPE SUR LE CONCEPT**

- Dans l'ensemble, qu'en pensez-vous? Pourquoi? **ÉCOUTEZ LES RÉACTIONS POSITIVES ET NÉGATIVES SPONTANÉES.**
- Est-ce qu'il manque des renseignements? Avez-vous encore des questions? Lesquelles en particulier?
- Si vous songez à la vidéo dans son ensemble, qu'est-ce que vous avez le plus aimé? **[LE MODÉRATEUR POSE DES QUESTIONS D'APPROFONDISSEMENT SUR LES PERSONNAGES, LE SCÉNARIO, LES ANIMATIONS, LE TON GÉNÉRAL, ETC.]**
- Y a-t-il des éléments que vous avez moins aimé? **[LE MODÉRATEUR PORTE ATTENTION AUX MÊMES ÉLÉMENTS QUE CEUX ÉNUMÉRÉS CI-DESSUS.]**



### **QUESTIONS DE DISCUSSION SUR LE TON**

- Comment décririez-vous le ton du contenu?
- Dans quelle mesure est-il probable que vous y prêtiez attention? Pourquoi?

### **QUESTIONS DE DISCUSSION SUR LE MESSAGE PRINCIPAL**

- Quel est le principal message dans ce cas-ci? Qu'essaie-t-on de vous dire? Pouvez-vous m'expliquer le message dans vos propres mots?
- Le message est-il :
  - clair? Pourquoi? EN CAS DE CONFUSION : Quelles parties prêtaient à confusion et pourquoi?
  - crédible? Pourquoi?
  - pertinent pour vous? Pourquoi? SI LE MESSAGE N'EST PAS PERTINENT POUR LE PARTICIPANT : À votre avis, qui profiterait le plus de cette information?

### **QUESTIONS DE DISCUSSION SUR L'APPEL À L'ACTION**

Que feriez-vous après avoir regardé cette vidéo? Que feriez-vous en particulier?

### **IMPRESSIONS GÉNÉRALES RELATIVES AU SYSTÈME DE RÉGLEMENTATION DES PESTICIDES**

- Comment vous sentez-vous après avoir visionné cette vidéo?
- Que pensez-vous du système de réglementation des pesticides au Canada en général?

Regardons maintenant la prochaine vidéo. Nous allons suivre le même processus que celui que nous venons de suivre. FAIRE JOUER LA VIDÉO SUIVANTE :

**[LE MODÉRATEUR FAIT FAIRE AUX PARTICIPANTS UN EXERCICE DE RÉFLEXION AVEC DES BULLES DE TEXTE ET REPREND LA MÊME SÉRIE DE QUESTIONS POUR CHAQUE VIDÉO.]**

## **Section 6 – Conclusion (5 minutes)**

---

Quelle autre information aimeriez-vous obtenir de SANTÉ CANADA à propos de ce dont nous avons discuté ce soir? Pourquoi cette information est-elle importante pour vous? Comment cette information devrait-elle vous être communiquée?

C'est tout le temps dont nous disposons ce soir. Avez-vous des commentaires à ajouter avant la fin de notre rencontre?