



Cosmetic Use of Pesticides

New Brunswick Public Opinion Poll



Canadian
Cancer
Society

Société
canadienne
du cancer

THE  LUNG ASSOCIATION™
New Brunswick



December 2008

Nobody's Unpredictable

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- Ipsos Reid was commissioned to conduct a public opinion poll on behalf of the Canadian Cancer Society (NB Division), the New Brunswick Lung Association and the Canadian Association of Physicians for the Environment (CAPE).
- The purpose of the poll was to determine current levels of pesticide use for cosmetic reasons among New Brunswick residents; assess the likelihood of using alternatives to pesticides among current users for lawn/garden maintenance and gauge public support (or opposition) to a provincial ban on the use and/or sale of pesticides for cosmetic reasons in New Brunswick.
- The poll was conducted on-line, with a sample of 438 New Brunswick residents (18 years of age & older), using the Ipsos I-Say proprietary panel (*see sample note below*).
- Overall results (n=438) may be considered accurate to within $\pm 4.7\%$ (based on 95% confidence level).
- Final results were weighted post hoc to ensure the final sample reflected accurately the population of New Brunswick in terms of age, gender and home ownership.
- Interviews were completed from December 5th – 9th, 2008. A copy of the survey questionnaire has been included in Appendix A – Survey Questionnaire.

Note: The poll results are based on a sample where quota sampling and weighting is employed to balance demographics and ensure that the sample's composition reflects that of the actual population of New Brunswick according to Census data. Quota samples with weighting from the Ipsos online panel provide results that are intended to approximate a probability sample.



Detailed Survey Findings

Cosmetic Use of Pesticides – Public Opinion Poll in New Brunswick

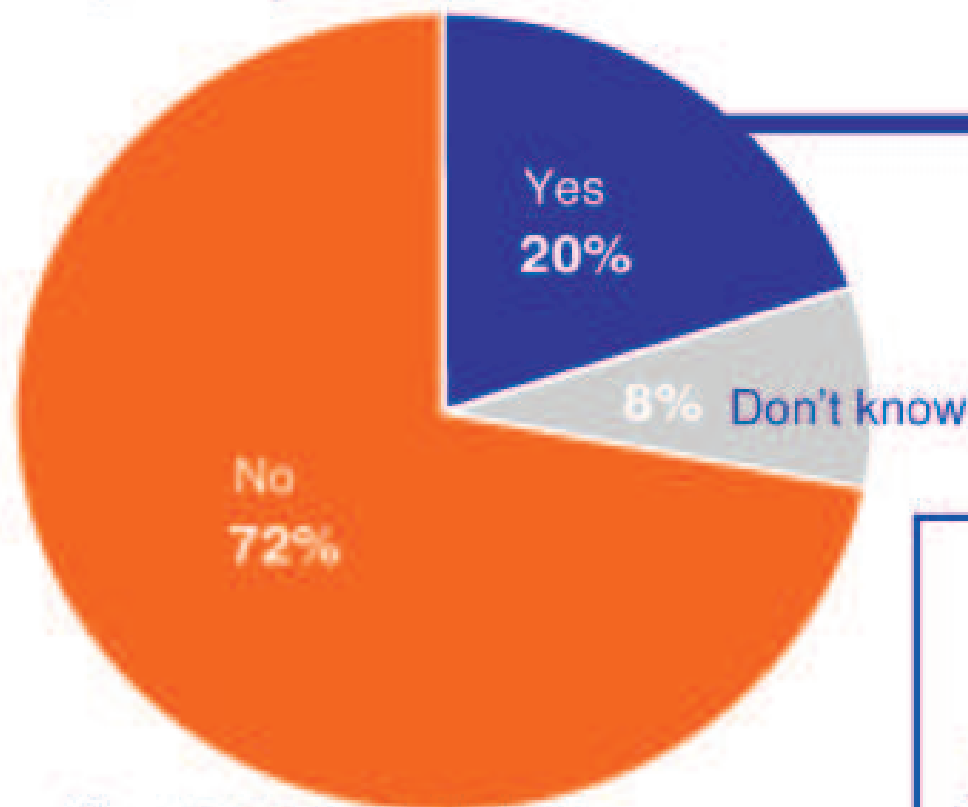


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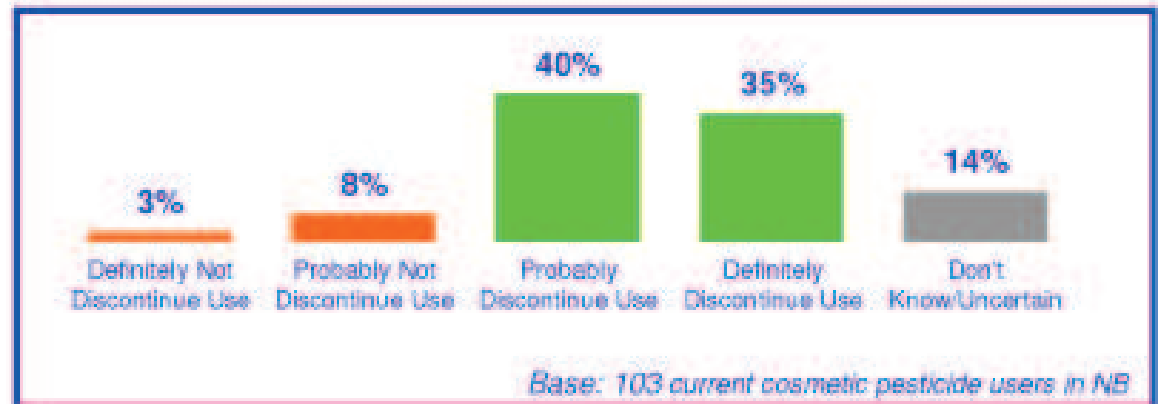
Cosmetic Use of Pesticides in New Brunswick

Question: As you may or may not be aware, pesticides may be used to change the appearance of private and public gardens and lawns by controlling such things as unwanted plants and insects. When pesticides are used in this way, it is referred to as a cosmetic use. Thinking now about your use of pesticides for residential lawn or garden maintenance, within the past year, have pesticides been used for cosmetic reasons on your lawn or garden.



Base: 438 adults (18+), Dec. 5th- 9th, 2008

Question: If you were provided information on ways to have an attractive lawn and garden without using pesticides, how likely would you be to discontinue the use of pesticides for cosmetic reasons?



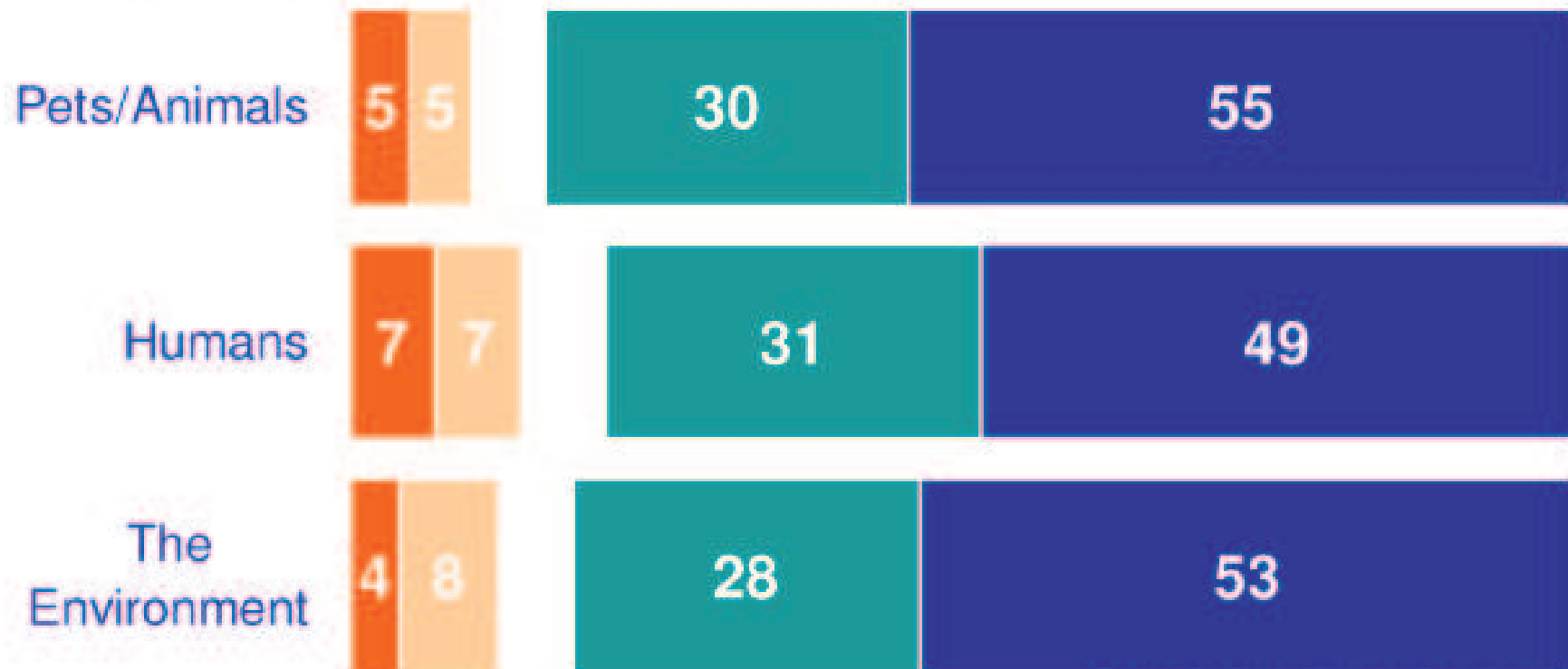
Base: 103 current cosmetic pesticide users in NB

Cosmetic use of pesticides in lawn/garden maintenance appears higher (though not at a level of statistical significance) among males (25%) than females (16%), and is statistically higher among those 55-64 years of age (31%) compared to other age cohorts, home owners (25%) versus renters (9%) and those with higher levels of household income (32% - >\$70,000). Among current users of pesticides for cosmetic reasons, about three-quarters would definitely or probably discontinue such use if provided information on ways to have an attractive lawn/garden without using pesticides. Interestingly, higher income householders appear less likely than others to discontinue their use (64%) of cosmetic pesticides.

Health Risks Posed by Cosmetic Use of Pesticides

Question: There has been public consultation in New Brunswick about banning pesticides for sale and for use on residential lawns and gardens. Some say these pesticides have the potential to pose health risks to people, while others say these pesticides pose no health risks to people. In your opinion, to what extent do you agree or disagree the cosmetic use of pesticides has the potential to pose a health risk to:

■ % Completely Disagree ■ % Mostly Disagree ■ % Mostly Agree ■ % Completely Agree



Base: 438 adults (18+), Dec. 5th- 9th, 2008

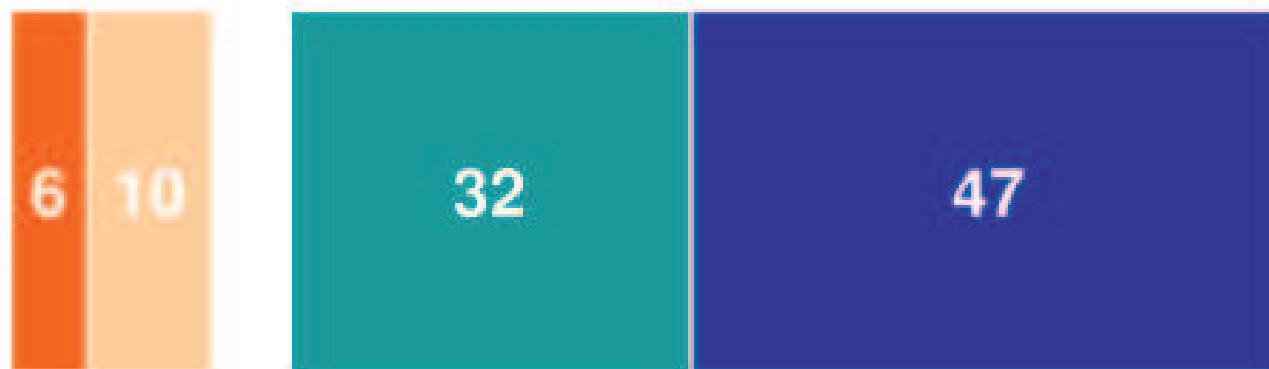
Based on the strong level of agreement, it is clear the vast majority of New Brunswickers' are of the opinion that the cosmetic use of pesticides has the potential to pose a health risk to pets/animals, the environment and to humans. This belief is consistently strong across all age and gender segments as well as among both those who own and rent their home.

Provincial Ban on Cosmetic Pesticides

Question: The New Brunswick government is considering new legislation that would result in a reduction of people's exposure to pesticides used for cosmetic purposes on lawns and gardens. To what extent do you support or oppose...

■ % Completely Oppose ■ % Mostly Oppose ■ % Mostly Support ■ % Completely Support

A provincial ban on the cosmetic use of pesticides on lawns and gardens



A provincial ban on the sale of pesticides for cosmetic use on lawns and gardens



Base: 438 adults (18+), Dec. 5th-9th, 2008

More than three-quarters of New Brunswick residents support a provincial ban on the cosmetic use of pesticides on lawns and gardens and a ban on the sale of pesticides for cosmetic use.