



## Ipsos Reid Public Affairs



Canadian Cancer Society  
Société canadienne du cancer



# **CANADIAN CANCER SOCIETY 2008 Advocacy Public Opinion Research (British Columbia)**

February 2008



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# Ipsos Reid Public Affairs



## Objectives and Methodology



## Objectives

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



## Methodology

- ◆ In total, 3,200 telephone interviews with conducted with randomly selected adult (18 years or older) British Columbians.
- ◆ Of this, 600 interviews were conducted with a representative BC-wide sample.
- ◆ The remaining 2,600 interviews were distributed evenly across the following 13 oversample communities (n=200 per oversample community):
  - Prince George
  - Smithers
  - Nanaimo
  - Qualicum Beach/Parksville
  - Whistler
  - New Westminster
  - Abbotsford
  - Surrey
  - White Rock
  - Delta
  - Kamloops
  - Kelowna
  - East Kootenay (includes Kimberley, Fernie, Invermere, Golden, and Cranbrook)



## Methodology (cont'd)

- ◆ Sample was drawn by census subdivision. To ensure randomness within households, the “birthday method” of selecting respondents was used (i.e., asking to speak to the person in the household who had most recently celebrated a birthday).
- ◆ The final data were weighted to ensure the age/gender/regional distribution reflects that of the actual population in each target area according to the 2006 Census data.
- ◆ All interviews were conducted between the dates of February 5 and 17, 2008.
- ◆ Overall results based on the BC-wide survey (n=600) are accurate to within  $\pm 4.0$  percentage points, 19 times out of 20.
- ◆ Results for each oversample (n=200) are accurate to within  $\pm 6.9$  percentage points, 19 times out of 20.
- ◆ A similar survey was simultaneously conducted with Saskatchewan residents; the results of the Saskatchewan survey have been included in a separate report.



# Ipsos Reid Public Affairs



**Key Findings**



## Key Findings

### Smoking Bans

- ◆ British Columbians support establishing regulations that would prohibit smoking at many different venues.
  - More than eight-in-ten would support banning smoking at stadiums and within seven metres of entrances and windows of public places.
  - The majority would also support regulations prohibiting smoking at sports fields, in cars or other privately-owned vehicles carrying children and youth under the age of 19, at parks and playgrounds, at amusement parks and fairs, at outdoor sporting venues, on outdoor patios, and at beaches.
  - Support for smoking bans at these venues is seen in all 13 oversample communities, although the exact level of support varies.
    - Generally speaking, those living in Smithers and Prince George are less likely than those living elsewhere to support smoking bans.
- ◆ Nearly two-thirds of British Columbians would also support regulations prohibiting the sale of cigarettes and other tobacco products in pharmacies and in stores that contain a pharmacy.
  - The majority of respondents in all 13 oversample communities also support this initiative. However, the level of support is higher in some areas than in others.
    - The highest levels of support are seen in Nanaimo, Delta, Qualicum Beach/Parksville, Abbotsford, and Kelowna; support for regulations prohibiting the sale of tobacco products in pharmacies is much lower in Prince George.
- ◆ Overall, these findings suggest that of the oversample communities tested, Prince George may more difficult to get on board with new smoking regulations.





## Key Findings (cont'd)

### Cosmetic Pesticides (Usage and Attitudes)

- ◆ Three-in-ten British Columbians with a lawn or garden say that they (or someone else) have applied pesticides to their home lawn or garden in the past twelve months.
  - Pesticide usage varies by oversample community.
    - Residents of Kamloops and Kelowna are the most likely to have used pesticides (possibly reflective of their more rural nature and agricultural activities); pesticide usage is much lower in Whistler.
- ◆ Encouragingly, British Columbians are open to alternative practices, with more than eight-in-ten of those with a lawn or garden saying they would be likely to try alternative practices instead of chemicals or pesticides if they were provided with information and tips on how to do so.
  - Residents of all oversample communities are open to using alternative practices, although the likelihood of doing so varies by area.
    - Whistler residents are most likely to try alternative practices if provided with the right information; the likelihood of trying alternative practices is much lower in Surrey.
- ◆ The majority of all British Columbians agree that cosmetic pesticides pose a threat to the environment, children, pets, and their own personal health.
  - Strong levels of agreement are seen in all 13 oversample communities. Nonetheless, some regional differences in agreement are noted.
    - Residents of Delta generally report the highest levels of agreement; agreement tends to be lower in Prince George, Smithers, New Westminster, and Abbotsford.



## Key Findings (cont'd)

### Cosmetic Pesticides (Support for Legislation)

- ◆ The majority of British Columbians support cosmetic pesticide legislation.
  - More than three-quarters would support their local or provincial government passing legislation phasing out the use of cosmetic pesticides on private and public properties.
  - A similar proportion would support their provincial government passing legislation that would restrict the use and sale of cosmetic pesticides.
  - Cosmetic pesticide legislation is supported in all 13 oversample communities. However, the level of support does vary by oversample.
    - Whistler residents are the most supportive of cosmetic pesticide legislation; lower levels of support are seen in Prince George, Smithers, and to a lesser extent, Kamloops and Kelowna.
- ◆ Overall, these findings suggest that of the oversample communities, Whistler may be the easiest target for lobbying efforts aimed at eliminating or reducing cosmetic pesticides.
- ◆ Conversely, getting people on board in Prince George and Smithers may be more difficult. Kamloops and Kelowna may also be more challenging because they represent a combination of higher levels of pesticide use and lower levels of support for cosmetic pesticide legislation.



## Key Findings (cont'd)

### Cosmetic Pesticides (Support for Legislation cont'd)

- ◆ More than eight-in-ten British Columbians say they are aware there may be a link between exposure to some components of pesticides and an increased risk of some types of cancer.
  - While residents in all 13 oversample communities are aware of this link, awareness is higher in some communities than others.
    - The highest levels of awareness are seen in Qualicum Beach/Parksville and Kamloops; Prince George residents are less likely to be aware of this link.
- ◆ Among those who initially said they opposed legislation phasing out the use of cosmetic pesticides, one-third say they are more likely to support cosmetic pesticide legislation knowing about this link.
  - The impact of this information varies across the 13 oversample communities.
    - Nanaimo residents are the most likely to say this information makes them more likely to support cosmetic pesticide legislation; this information has much less of an impact on Kelowna residents.
- ◆ The fact that this information has less of an impact on swaying Kelowna residents supports the earlier suggestion that lobbying efforts around cosmetic pesticides may be more difficult in this community than other oversample areas.



## Key Findings (cont'd)

### Product Labelling

- ◆ Virtually all British Columbians agree that consumers have the right to know the ingredients that are contained in the products they purchase.
  - Agreement with this statement is high in all oversample communities.
- ◆ Further, the vast majority would support the provincial government passing legislation that would require companies and manufacturers to clearly label all of their products that contain substances that have been linked to an increased risk of some cancers.
  - There is strong support for this initiative in all oversample communities.



# Ipsos Reid Public Affairs



**Detailed Findings**



# Ipsos Reid Public Affairs



***Smoking Bans***



## Province-wide, the incidence of smokers is 19%

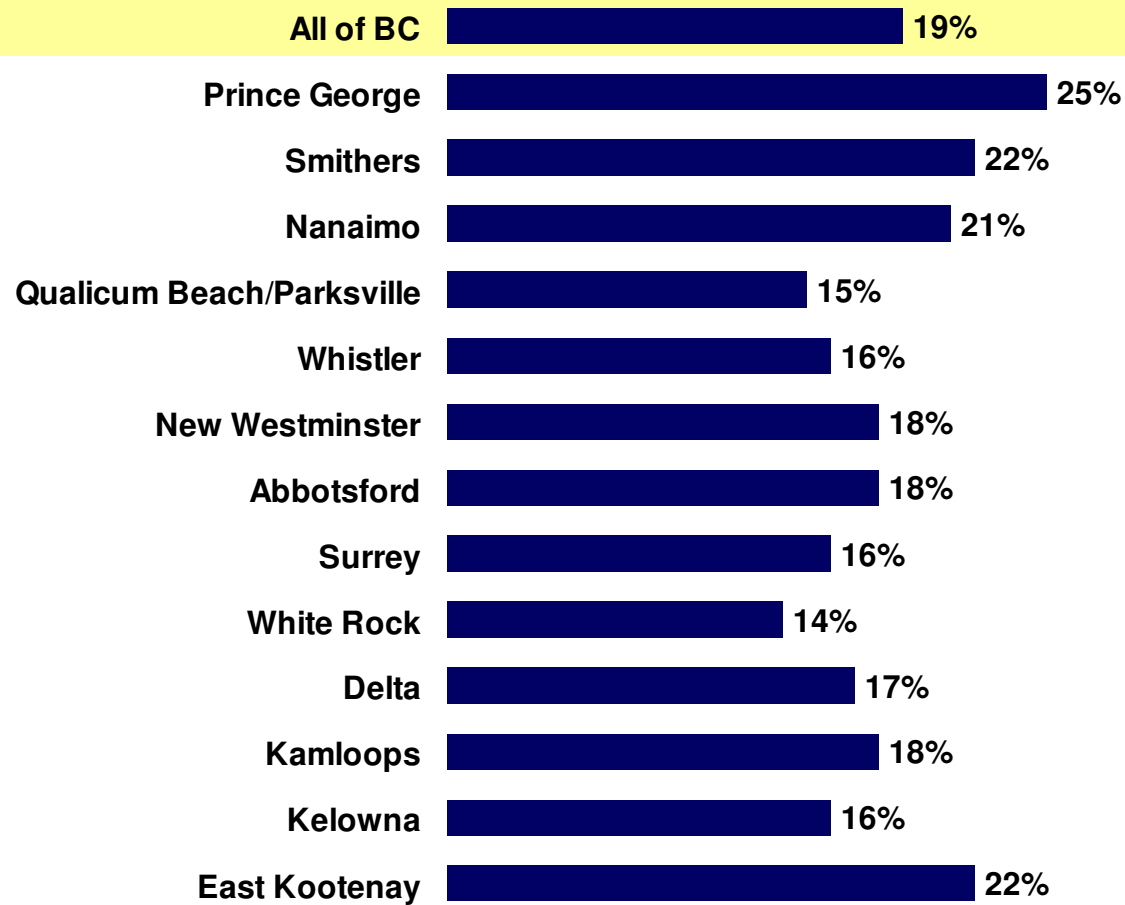
- ◆ A total of 19% of British Columbians currently smoke tobacco products such as cigarettes, pipes, or cigars.
- ◆ The incidence of smoking varies across the 13 oversample communities included in the research.
  - Smokers are most likely to be found in Prince George (25%).
  - Fewer smokers live in White Rock (14%), Qualicum Beach/Parksville (15%), Whistler (16%), Surrey (16%), and Kelowna (16%).
- ◆ Further demographic analysis of the provincial data shows that smokers are more likely to have a lower level of formal education (29% of those with a high school education or less).



# Smoking Behaviour

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

■ % Yes



Base: All respondents (n=3,200)





## British Columbians support establishing regulations that would prohibit smoking at many different venues

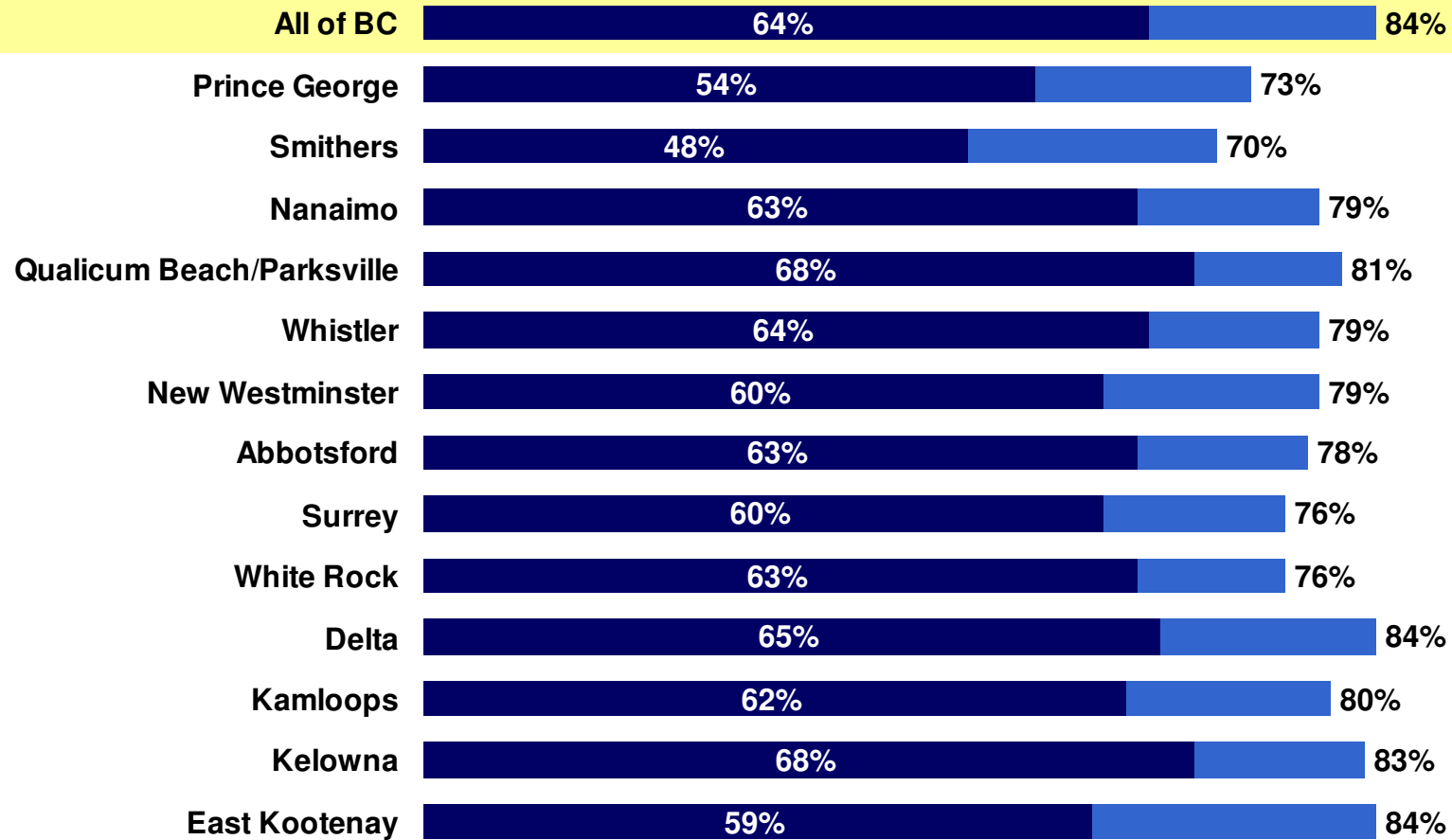
- ◆ More than eight-in-ten British Columbians would support regulations prohibiting smoking “at stadiums” (84% “strongly” or “somewhat” support) and “within seven metres of entrances and windows of public places such as malls, workplaces, and restaurants” (81%).
- ◆ The majority also support regulations that would ban smoking at the following venues:
  - “In cars or other privately-owned vehicles carrying children and youth under the age of 19” (76%);
  - “At sports fields” (76%);
  - “At parks and playgrounds” (75%);
  - “At amusement parks and fairs” (74%);
  - “At outdoor sporting venues such as open air sports grounds or arenas” (72%);
  - “On outdoor patios of restaurants and bars” (65%); and,
  - “At beaches” (61%).
- ◆ Support for smoking bans at these venues is seen in all 13 oversample communities, although the exact level of support varies.
  - Generally speaking, those living in Smithers and Prince George are less likely than those living elsewhere to support smoking bans.
- ◆ Province-wide, non-smokers are significantly more likely than smokers to support smoking bans. While the majority of smokers still support most of these smoking regulations, three notable exceptions are for smoking bans on outdoor patios, at outdoor sporting venues, and at beaches.



## Support for Regulations Prohibiting Smoking – At Stadiums

Would you support or oppose the provincial government or your local municipal government establishing regulations that would prohibit smoking at stadiums?

■ Strongly support ■ Somewhat support



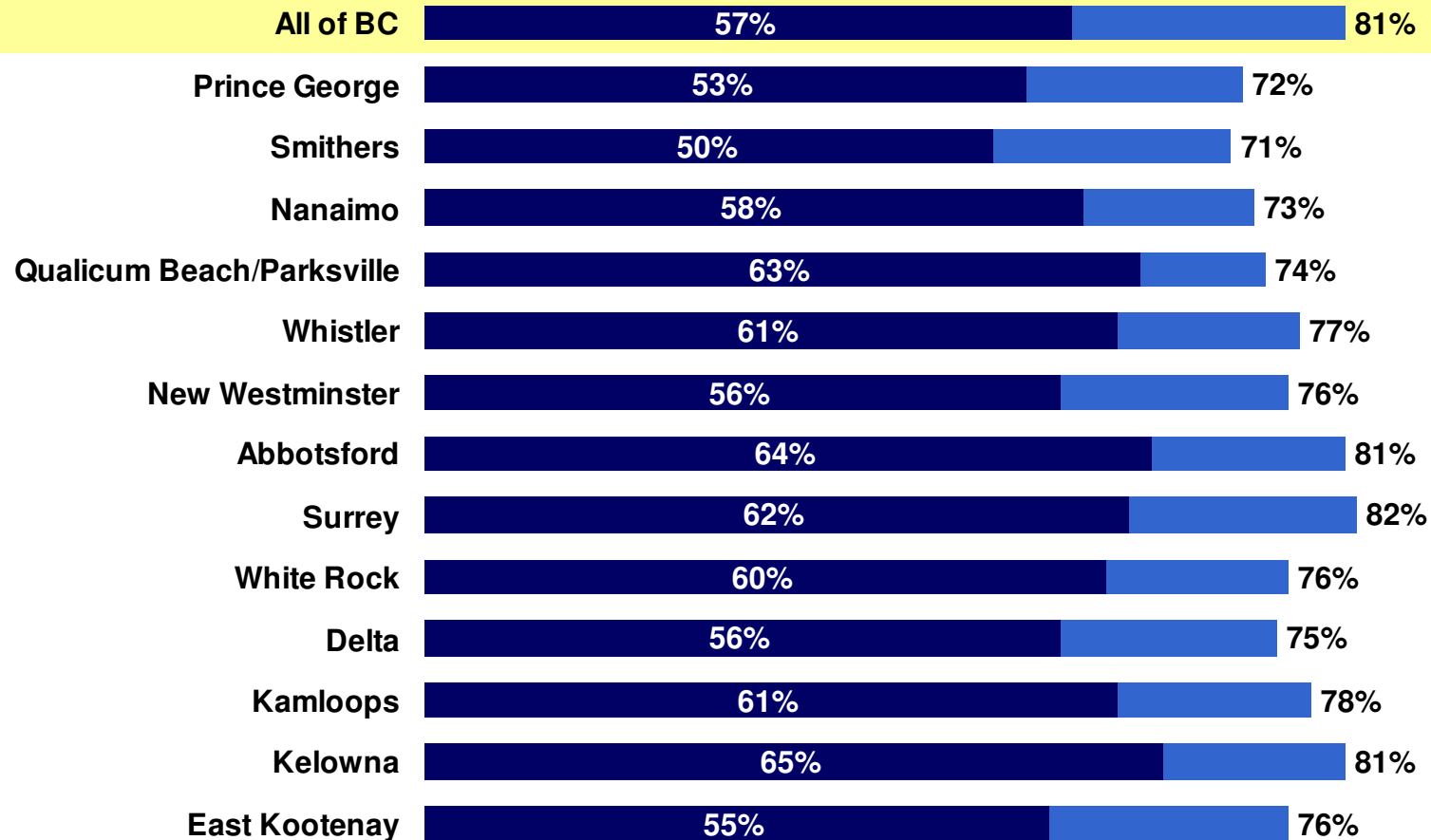
Base: All respondents (n=3,200)



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

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

■ Strongly support ■ Somewhat support



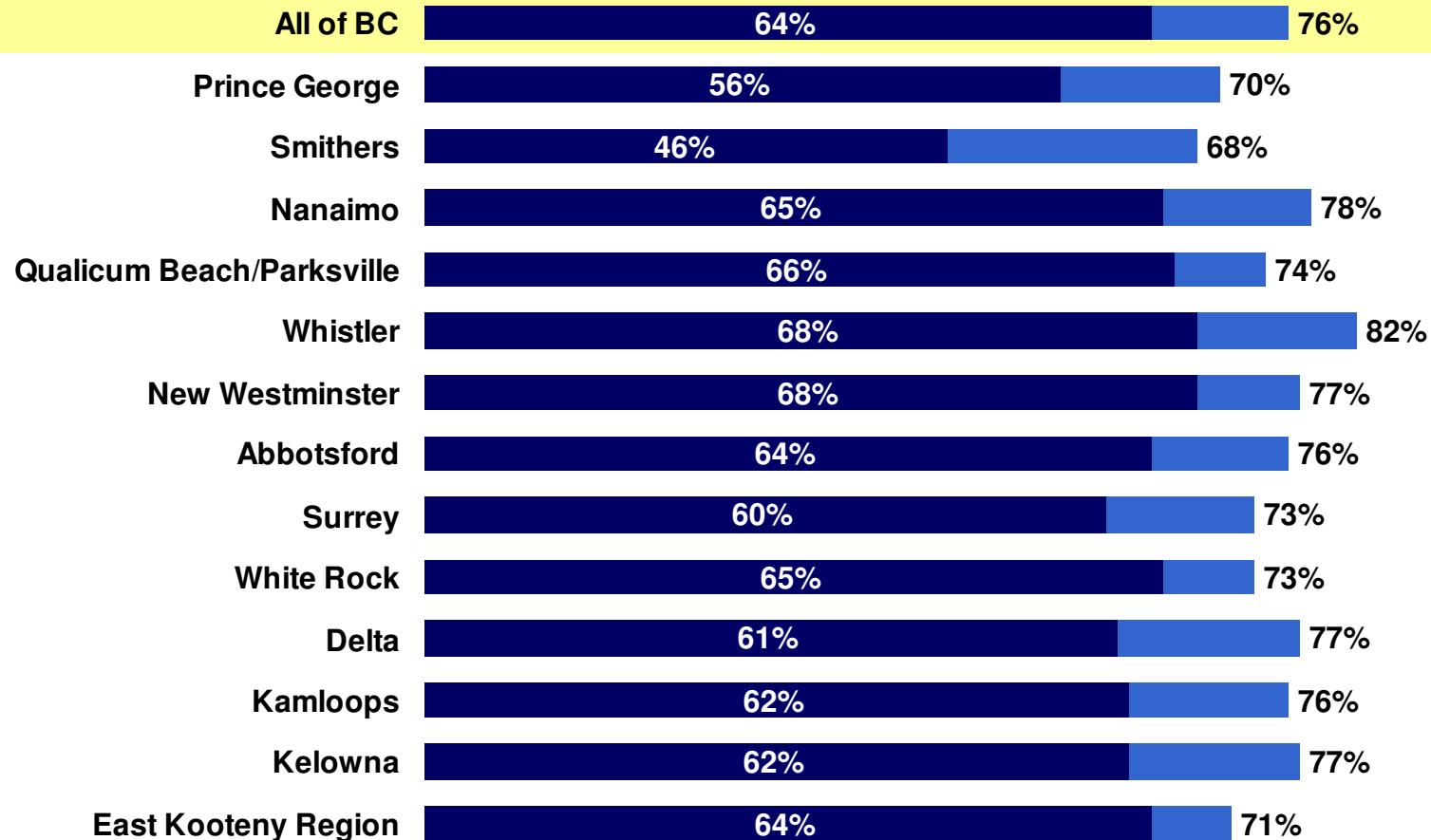
Base: All respondents (n=3,200)



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

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

■ Strongly support ■ Somewhat support



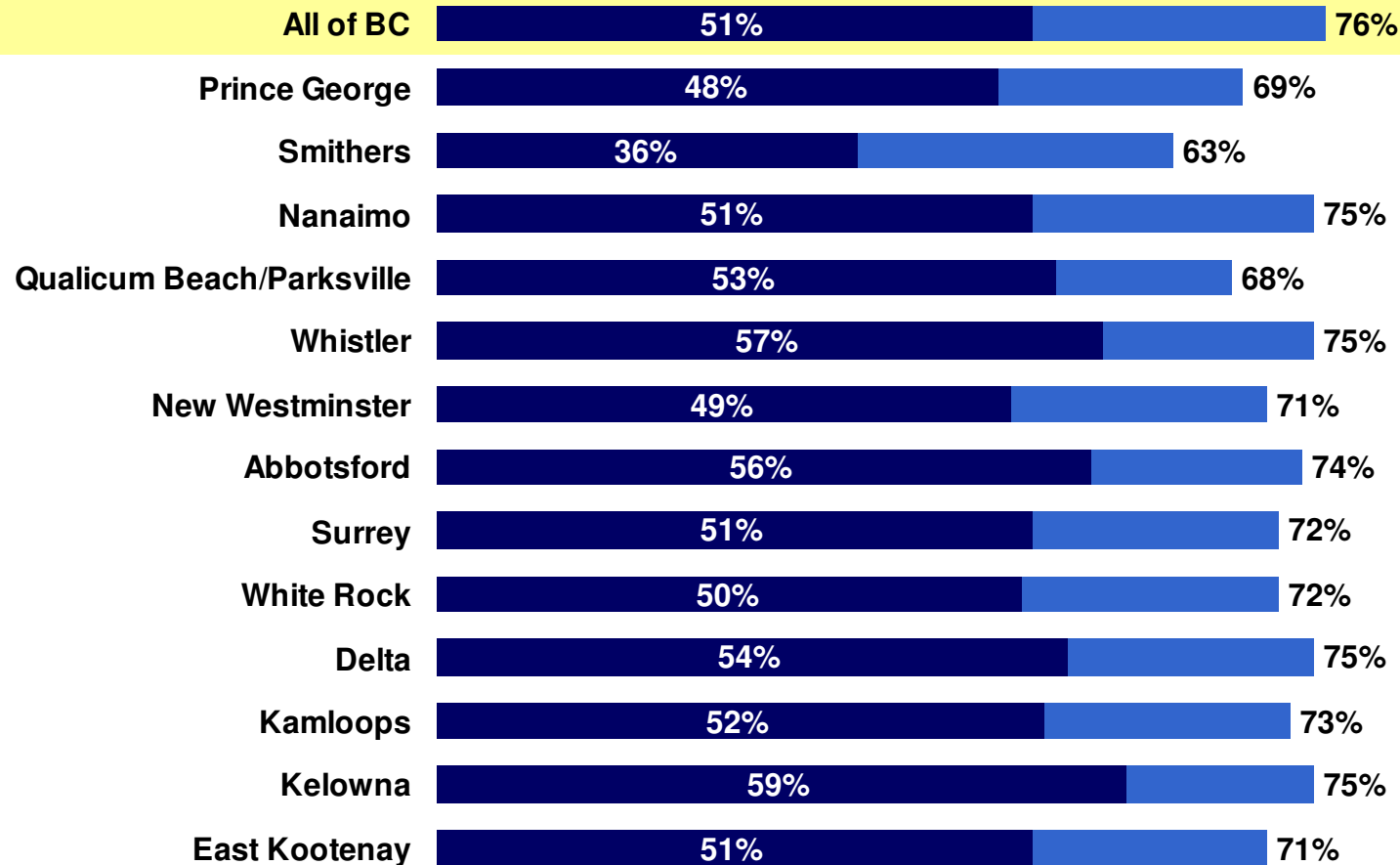
Base: All respondents (n=3,200)



## Support for Regulations Prohibiting Smoking – At Sports Fields

Would you support or oppose the provincial government or your local municipal government establishing regulations that would prohibit smoking at sports fields?

■ Strongly support ■ Somewhat support



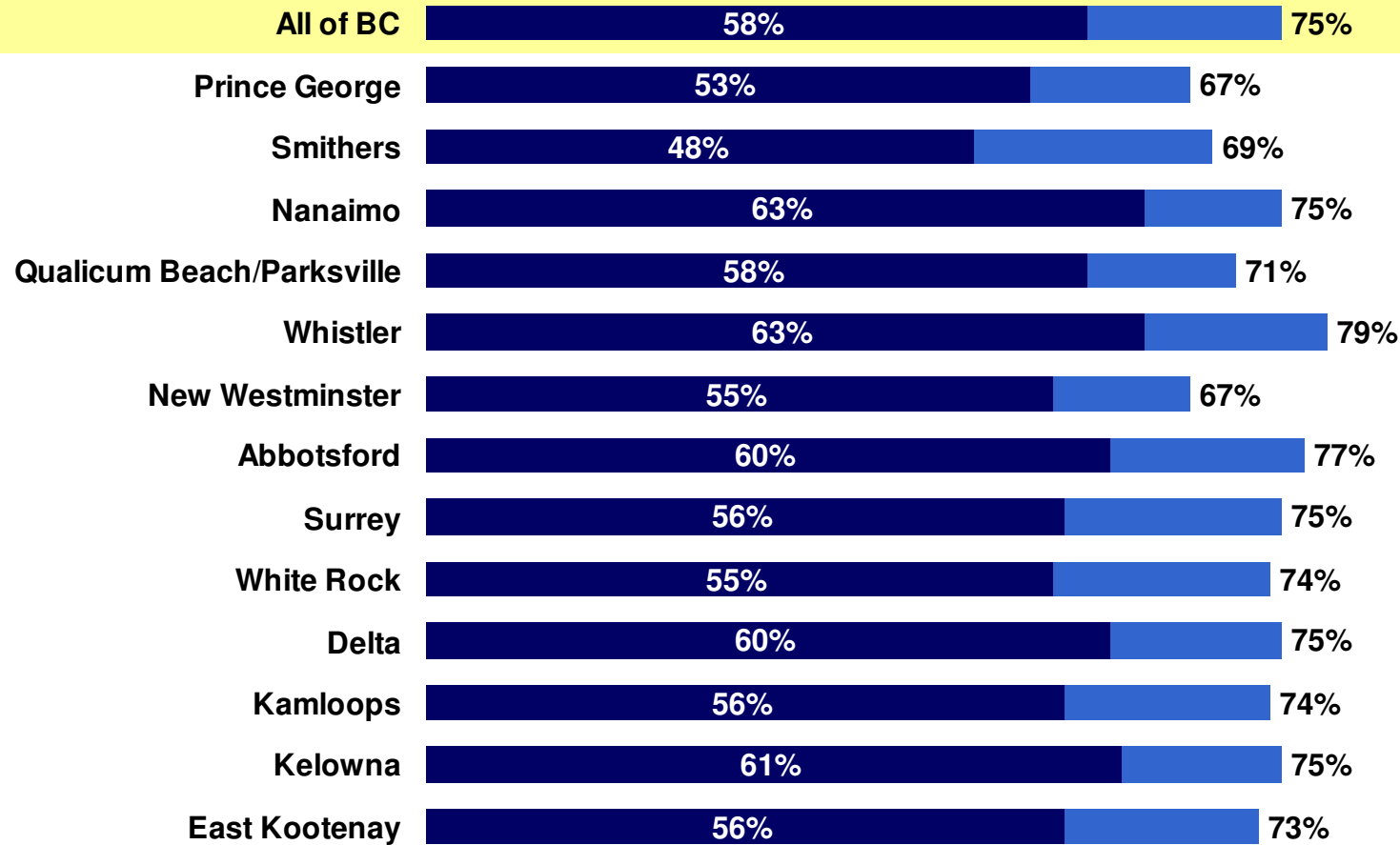
Base: All respondents (n=3,200)



## Support for Regulations Prohibiting Smoking – At Parks and Playgrounds

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

■ Strongly support ■ Somewhat support



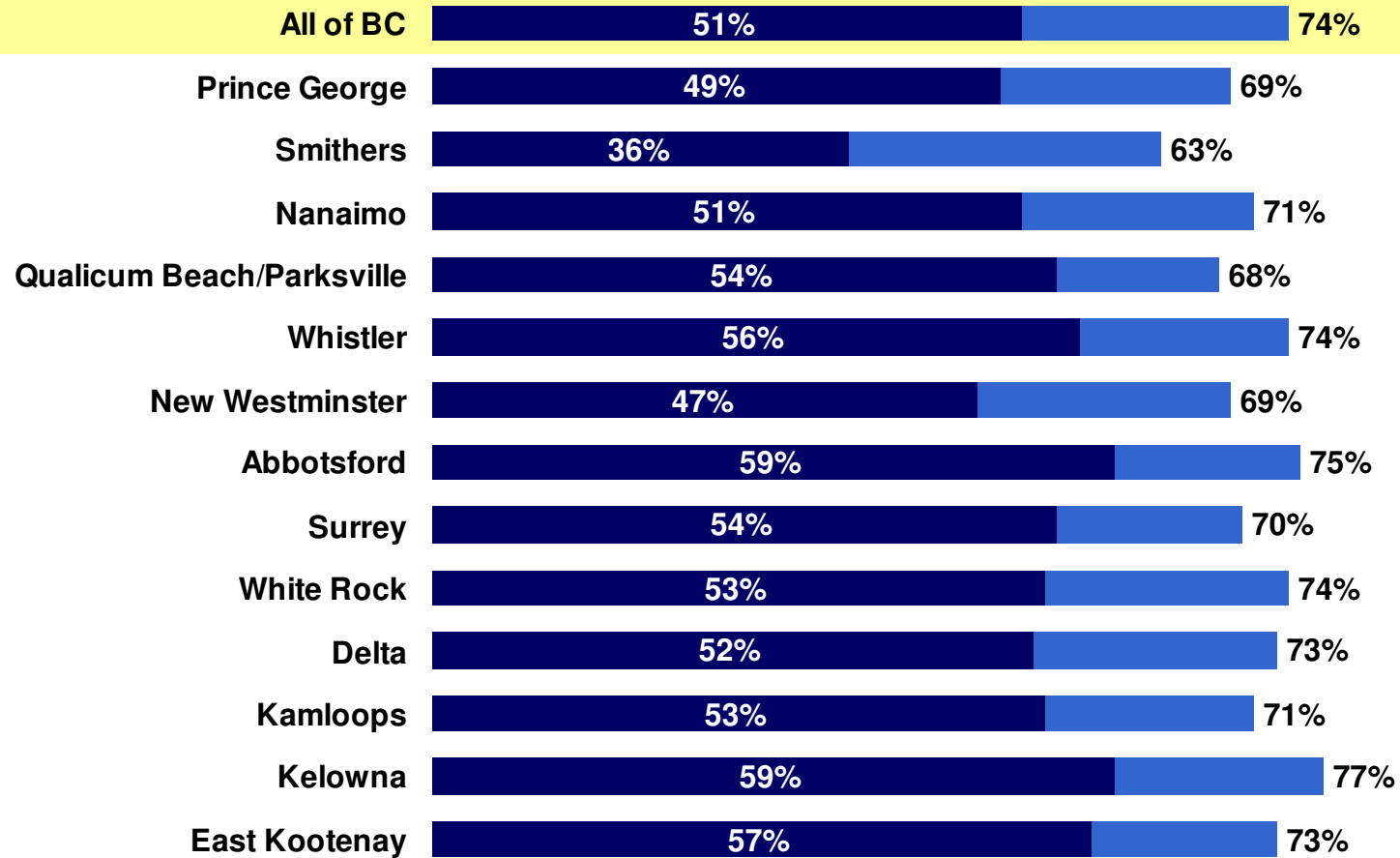
Base: All respondents (n=3,200)



## Support for Regulations Prohibiting Smoking – At Amusement Parks and Fairs

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

■ Strongly support ■ Somewhat support



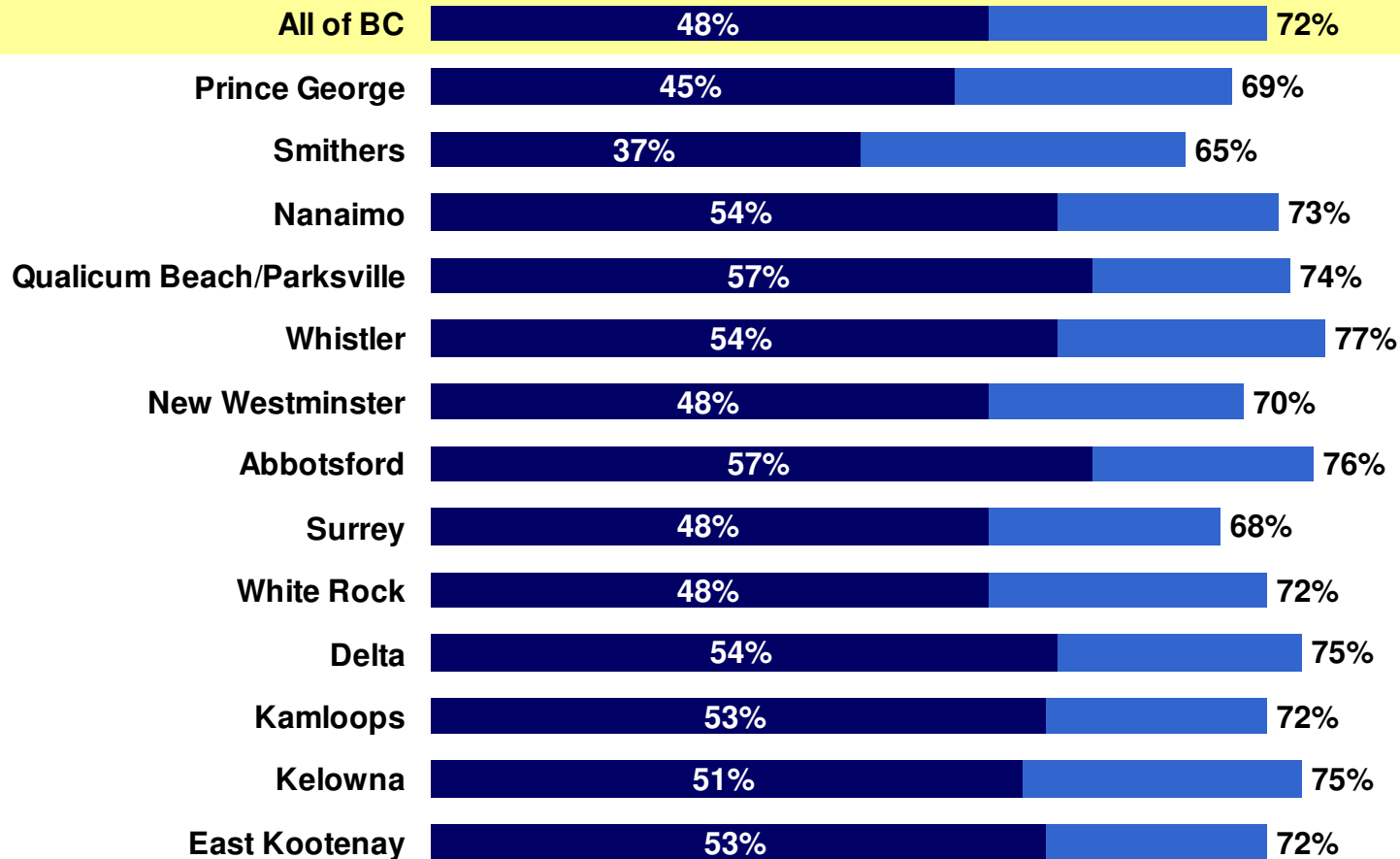
Base: All respondents (n=3,200)



## Support for Regulations Prohibiting Smoking – At Outdoor Sporting Venues

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

■ Strongly support ■ Somewhat support



Base: All respondents (n=3,200)

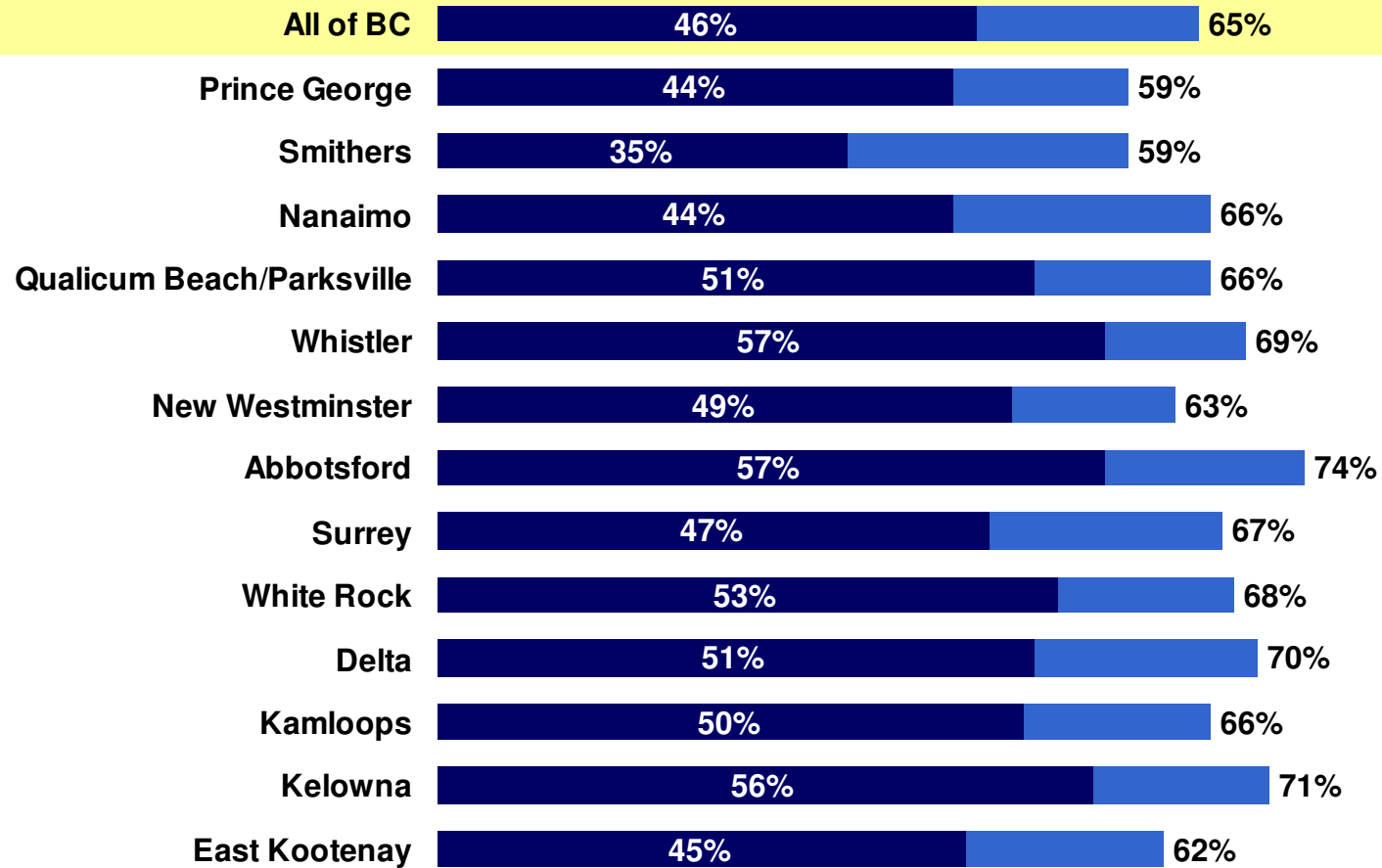




## Support for Regulations Prohibiting Smoking – On Outdoor Patios

*Would you support or oppose the provincial government or your local municipal government establishing regulations that would prohibit smoking on outdoor patios of restaurants and bars?*

■ Strongly support ■ Somewhat support



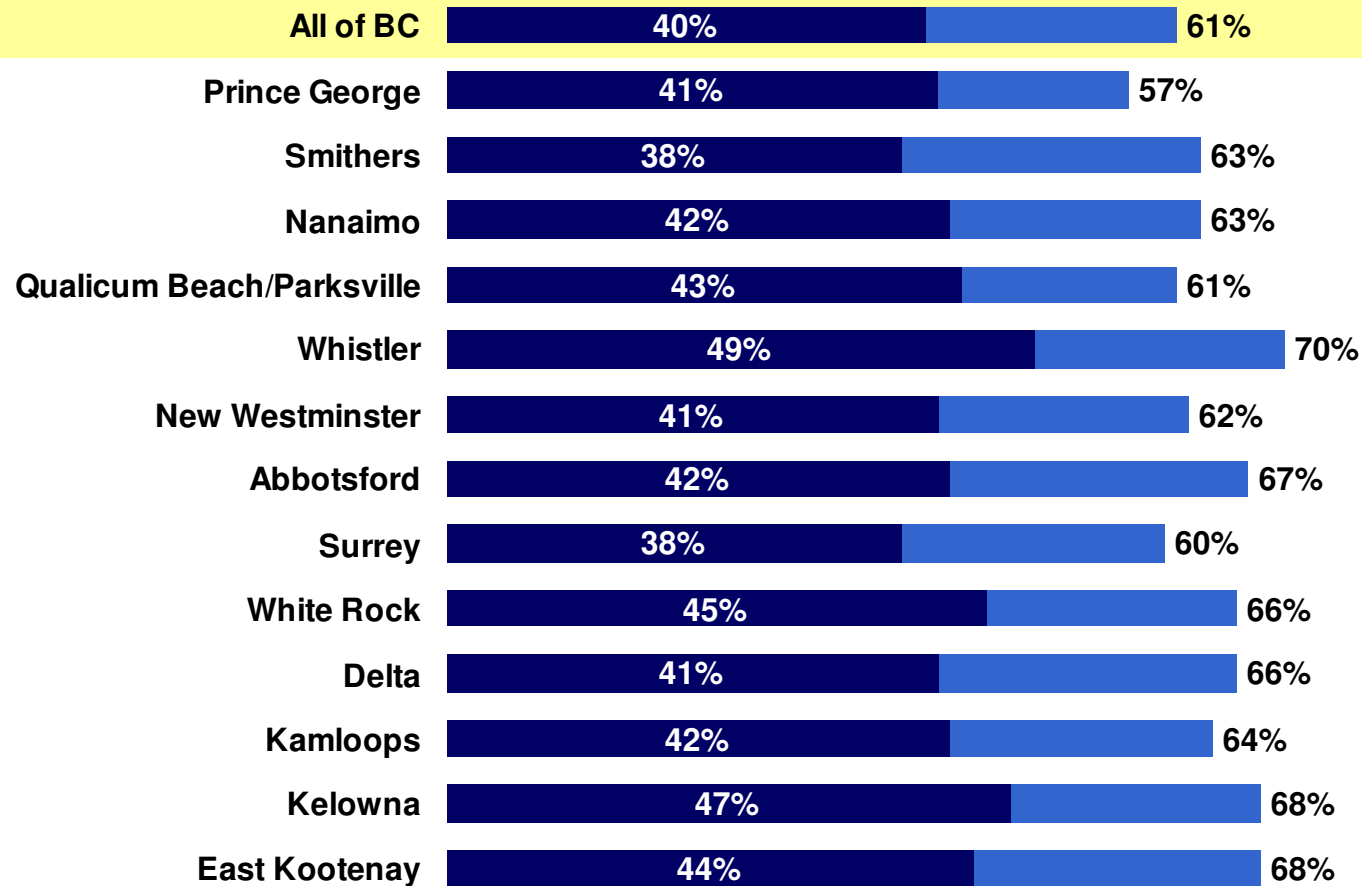
Base: All respondents (n=3,200)



## Support for Regulations Prohibiting Smoking – At Beaches

Would you support or oppose the provincial government or your local municipal government establishing regulations that would prohibit smoking at beaches?

■ Strongly support ■ Somewhat support



Base: All respondents (n=3,200)



## British Columbians also support establishing regulations that would prohibit the sale of tobacco products in pharmacies

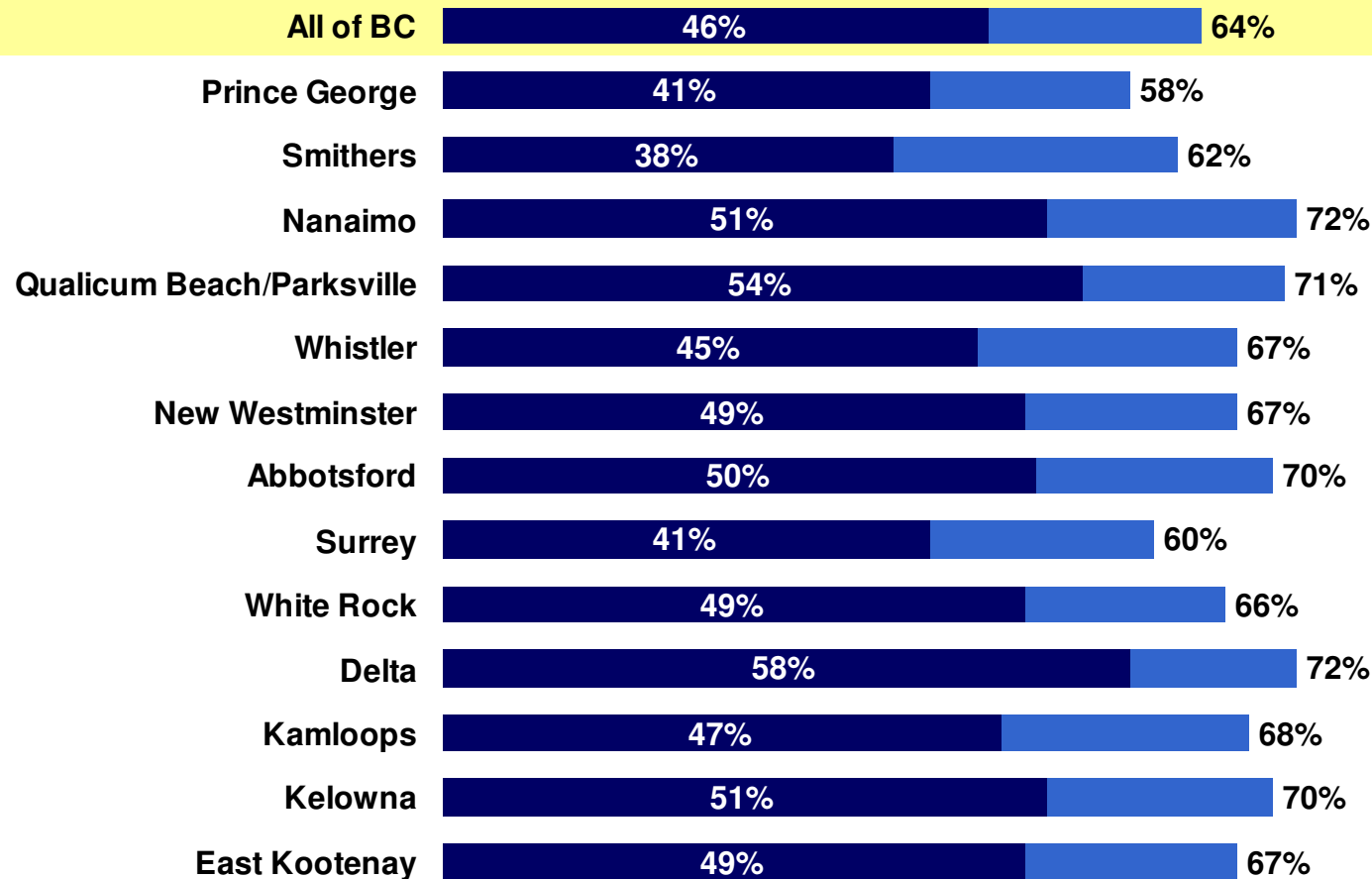
- ◆ Nearly two-thirds (64%) of British Columbians would “strongly” or “somewhat” support the provincial government establishing regulations that would prohibit the sale of cigarettes and other tobacco products in pharmacies and in stores that contain a pharmacy.
- ◆ The majority of respondents in the 13 oversample communities also support this initiative. However, the level of support is higher in some areas than in others.
  - The highest levels of support are seen in Nanaimo (72%), Delta (72%), Qualicum Beach/Parksville (71%), Abbotsford (70%), and Kelowna (70%).
  - Support for regulations prohibiting the sale of tobacco products in pharmacies is much lower in Prince George, where only 58% of residents support this initiative.
- ◆ Province-wide, 68% of non-smokers support prohibiting the sale of tobacco products in pharmacies. Support for this initiative drops to only 48% among smokers.



# Support for Regulations Prohibiting the Sale of Tobacco Products in Pharmacies

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

■ Strongly support ■ Somewhat support



Base: All respondents (n=3,200)



# Ipsos Reid Public Affairs



***Cosmetic Pesticides***



## Three-in-ten of British Columbians with a lawn or garden have used pesticides; encouragingly, most are open to alternative practices

- ◆ The majority of British Columbian households (87%) have a lawn or garden. And at three-quarters (74%) of these households, the survey respondent is at least jointly responsible for their lawn and gardening care.
- ◆ Three-in-ten (29%) British Columbians with a lawn or garden say that they (or someone else) have applied pesticides to their home lawn or garden in the past twelve months.
  - Pesticide usage varies by oversample community.
    - Residents of Kamloops and Kelowna are the most likely to have used pesticides (43% and 42%, respectively).
    - Only 11% of Whistler residents have used pesticides in the past twelve months.
- ◆ Province-wide, those with a lawn or garden are open to using alternative practices instead of chemicals or pesticides, with 85% of British Columbians saying they would be “very” or “somewhat” likely to try these things if they were provided with the right information.
  - Residents of all oversample communities are open to using alternative practices, although the likelihood of doing so varies by area.
    - Whistler residents are the most likely to try alternative practices if provided with the right information (89%).
    - Only 77% of those living in Surrey are likely to try alternative practices.



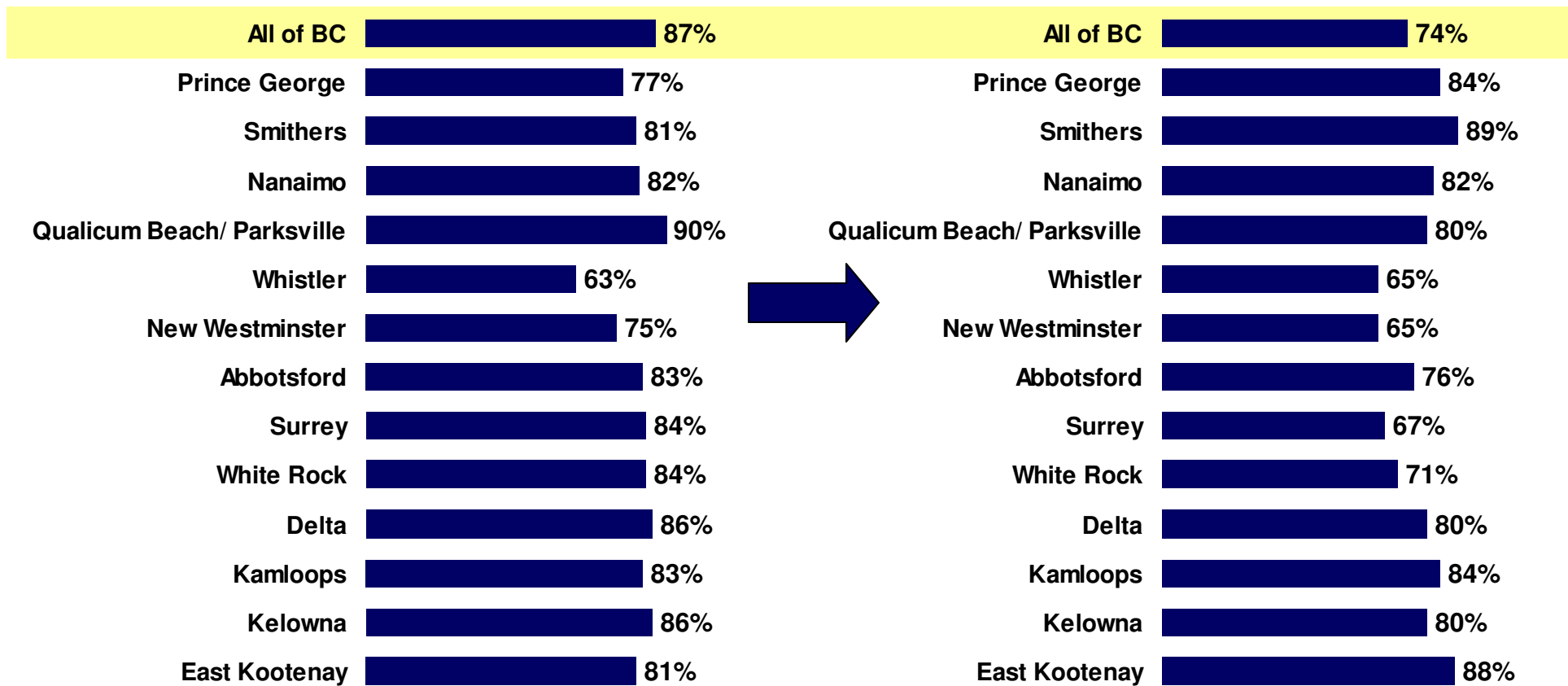
# Lawn and Garden Care

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

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

■ % Yes

■ % Yes



Base: All respondents (n=3,200)

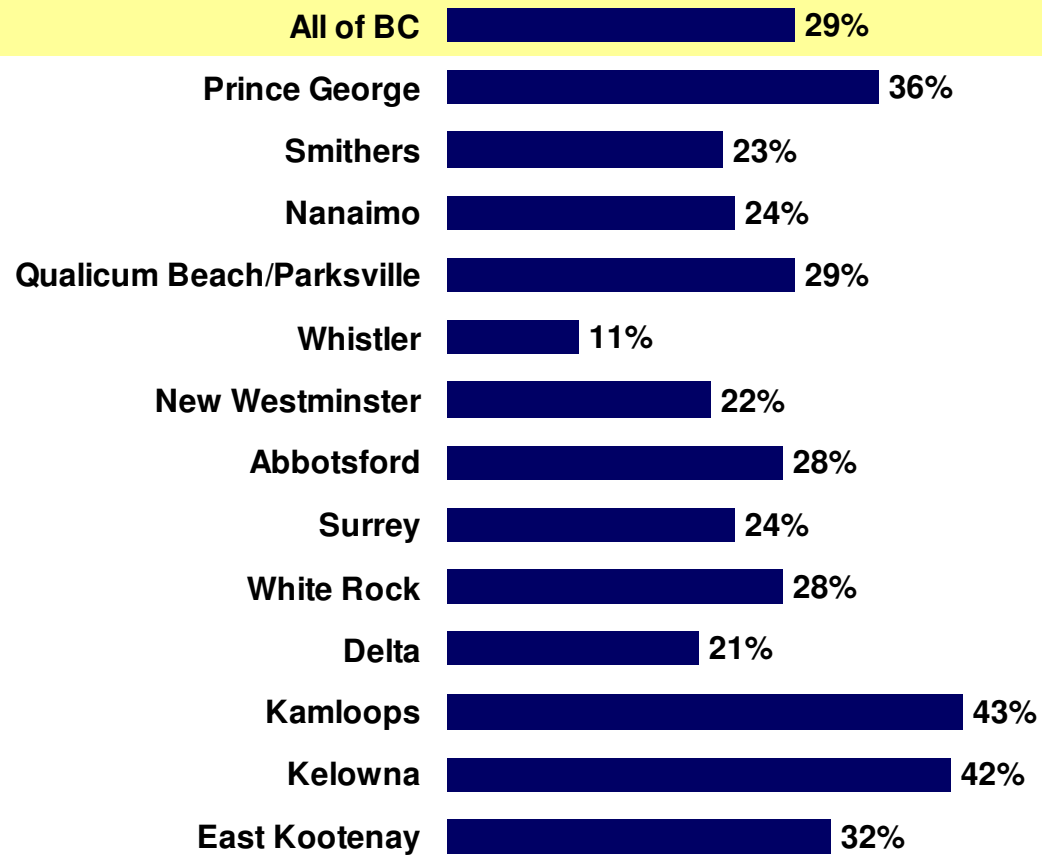
Base: Have a lawn or garden (n=2,677)



## Pesticide Use

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

■ % Yes



Base: Have a lawn or garden (n=2,677)

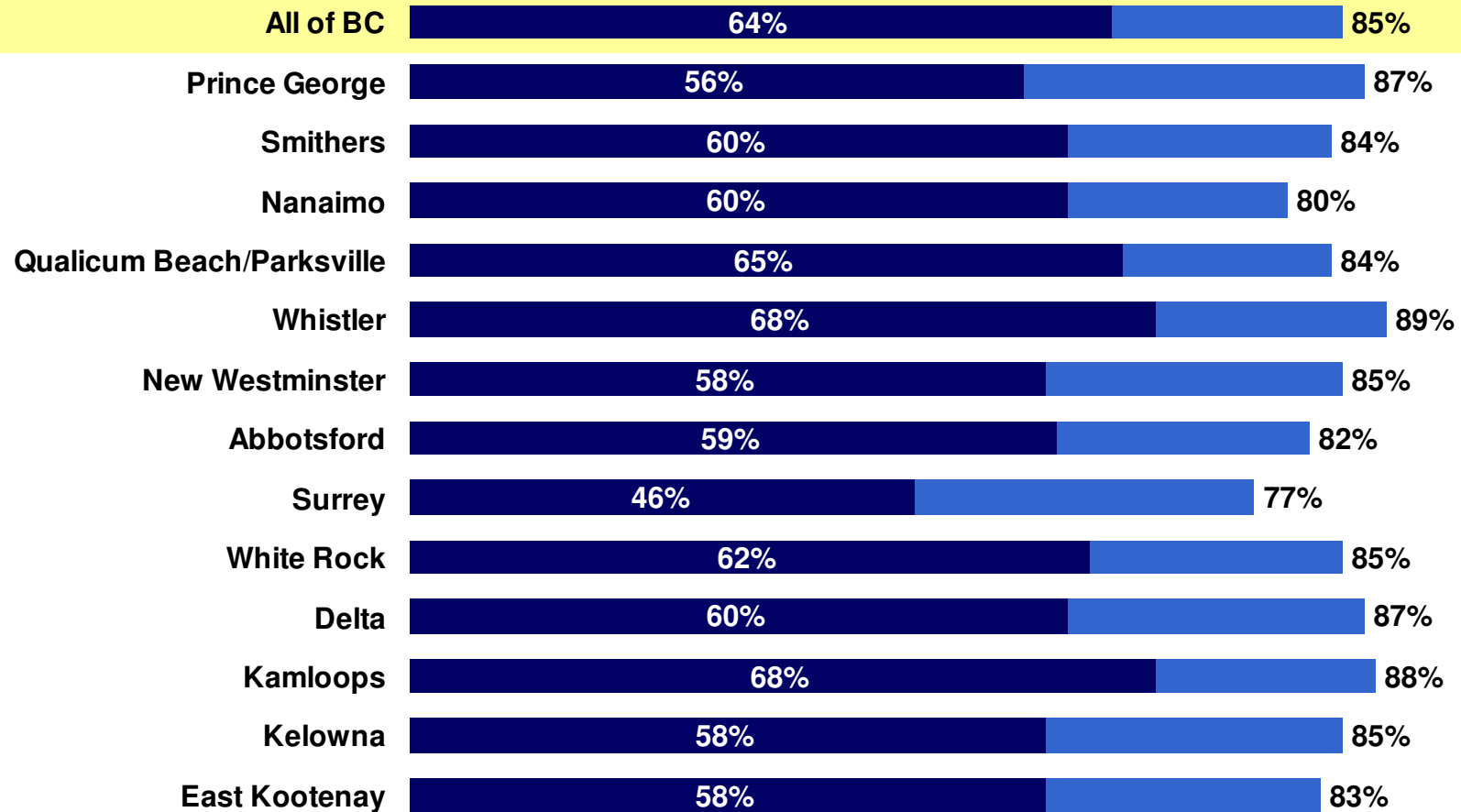




## Likelihood of Trying Alternative Practices

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

Very likely Somewhat likely



Base: Have a lawn or garden (n=2,677)



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

- ◆ Survey respondents were provided with a definition of cosmetic pesticides and then asked the extent to which they agreed or disagreed with four statements.
  - The definition provided was *“cosmetic pesticides are used to kill or control weeds, insects, fungi and pests in order to enhance the appearance of private and public lawns and gardens. For example, cosmetic pesticides may be used to get rid of weeds on the lawn or aphids on roses”*.
- ◆ The results show that the majority of British Columbians agree that cosmetic pesticides pose a threat to the environment (86% “strongly” or “somewhat” agree), children (81%), pets (81%), and their own personal health (76%). Agreement with the full list of statements is provided below.
  - “Cosmetic pesticides used in my community pose a threat to the environment, including wildlife, air quality, and ground water” (86%);
  - “Cosmetic pesticides used in my community pose a health threat to children” (81%);
  - “Cosmetic pesticides used in my community pose a health threat to pets such as cats and dogs” (81%); and,
  - “Cosmetic pesticides used in my community pose a threat to my own personal health” (76%).
- ◆ Strong levels of agreement with these statements are seen in all 13 oversample communities. Nonetheless, some regional differences in agreement are noted.
  - Residents of Delta generally report some of the highest levels of agreement.
  - Agreement tends to be lower in Prince George, Smithers, New Westminster, and Abbotsford.

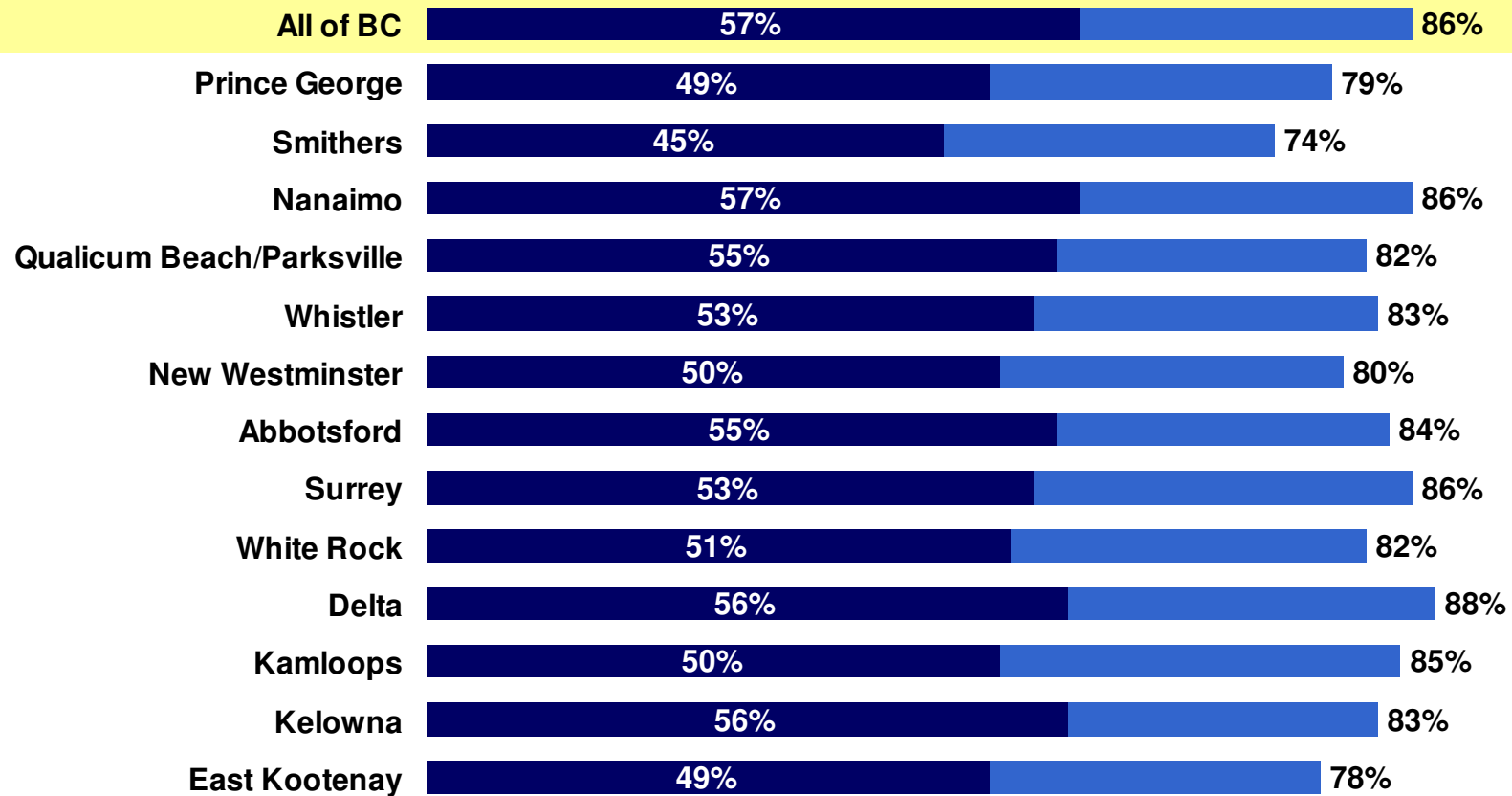


## Agreements with Cosmetic Pesticide Statements – Cosmetic Pesticides Pose Threat to Environment

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

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

■ Strongly agree ■ Somewhat agree



Base: All respondents (n=3,200)

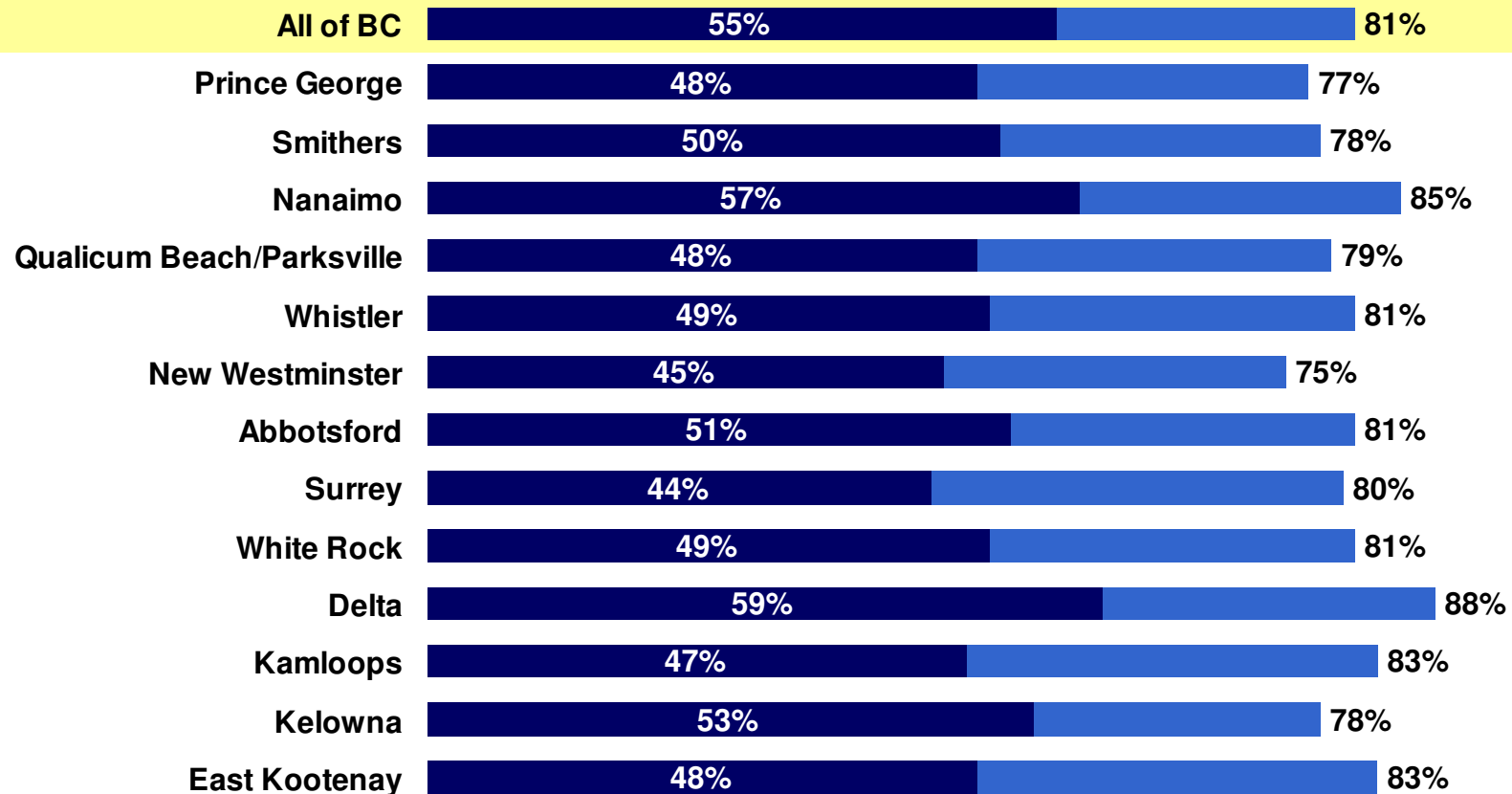


## Agreements with Cosmetic Pesticide Statements – Cosmetic Pesticides Pose Health Threat to Children

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

*“Cosmetic pesticides used in my community pose a health threat to children.”*

■ Strongly agree ■ Somewhat agree



Base: All respondents (n=3,200)

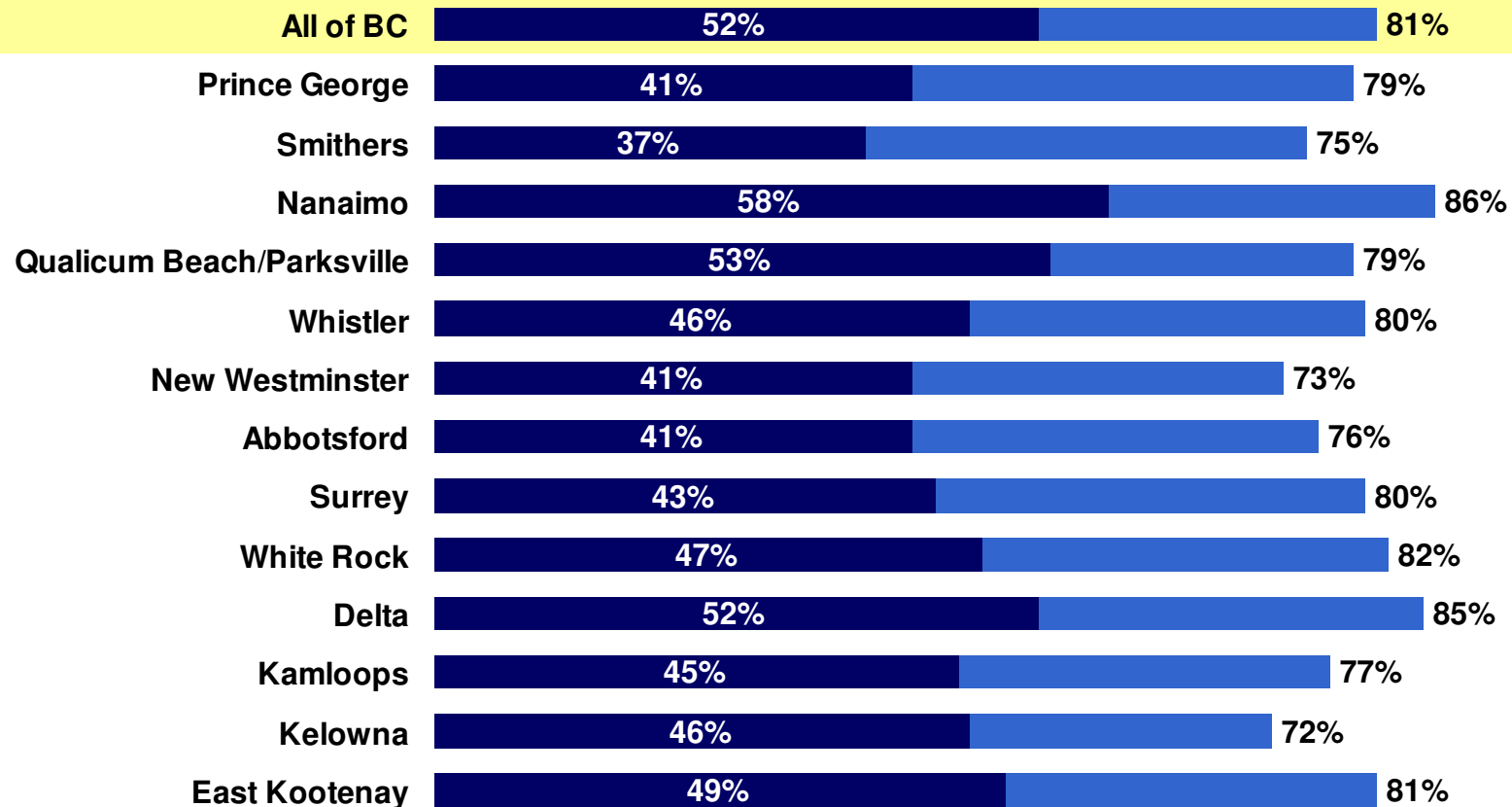


## Agreements with Cosmetic Pesticide Statements – Cosmetic Pesticides Pose Health Threat to Pets

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

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

■ Strongly agree ■ Somewhat agree



Base: All respondents (n=3,200)

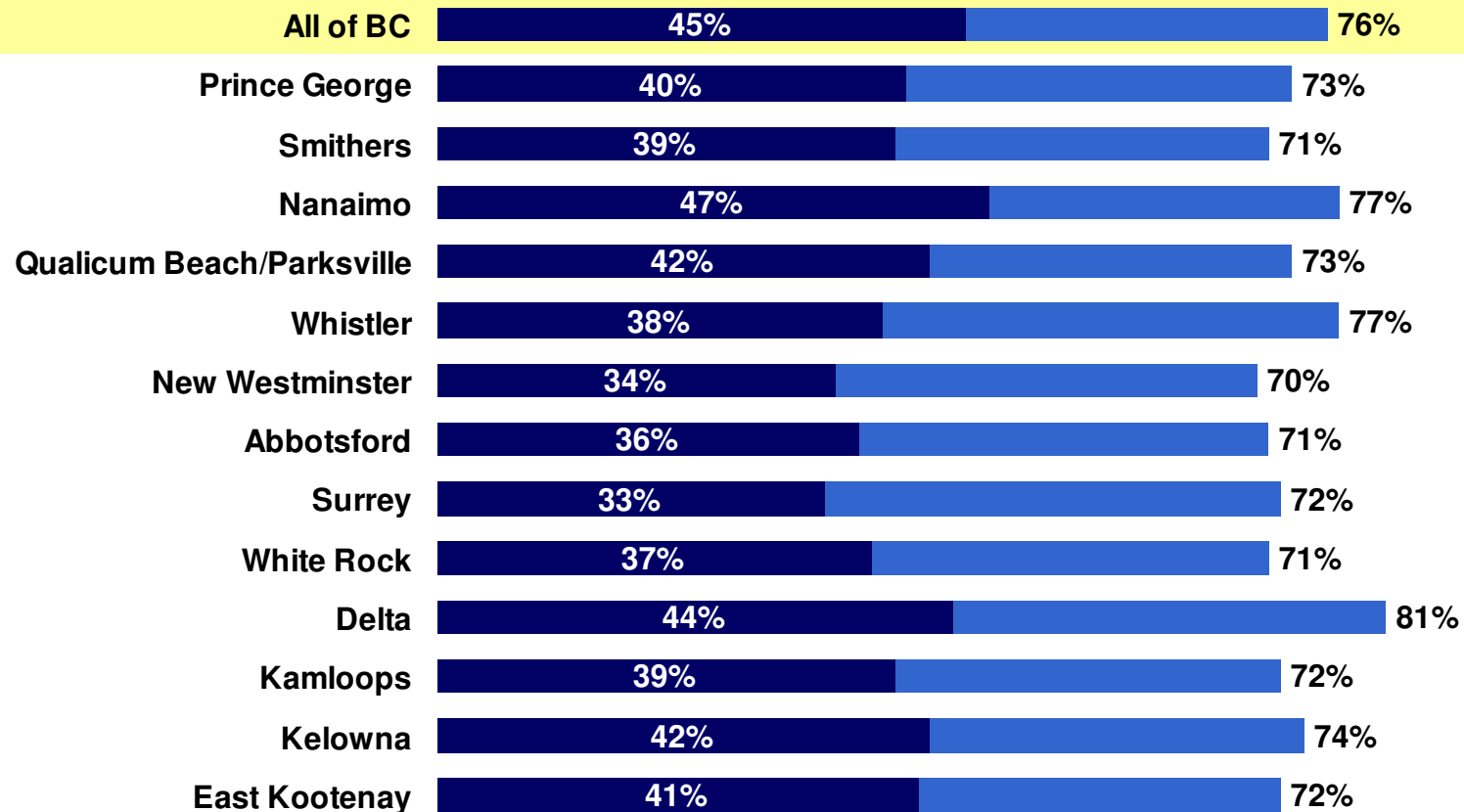


## Agreements with Cosmetic Pesticide Statements – Cosmetic Pesticides Pose Health Threat to Own Health

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

*“Cosmetic pesticides used in my community pose a health threat to own personal health.”*

■ Strongly agree ■ Somewhat agree



Base: All respondents (n=3,200)



## The majority of British Columbians support cosmetic pesticide legislation

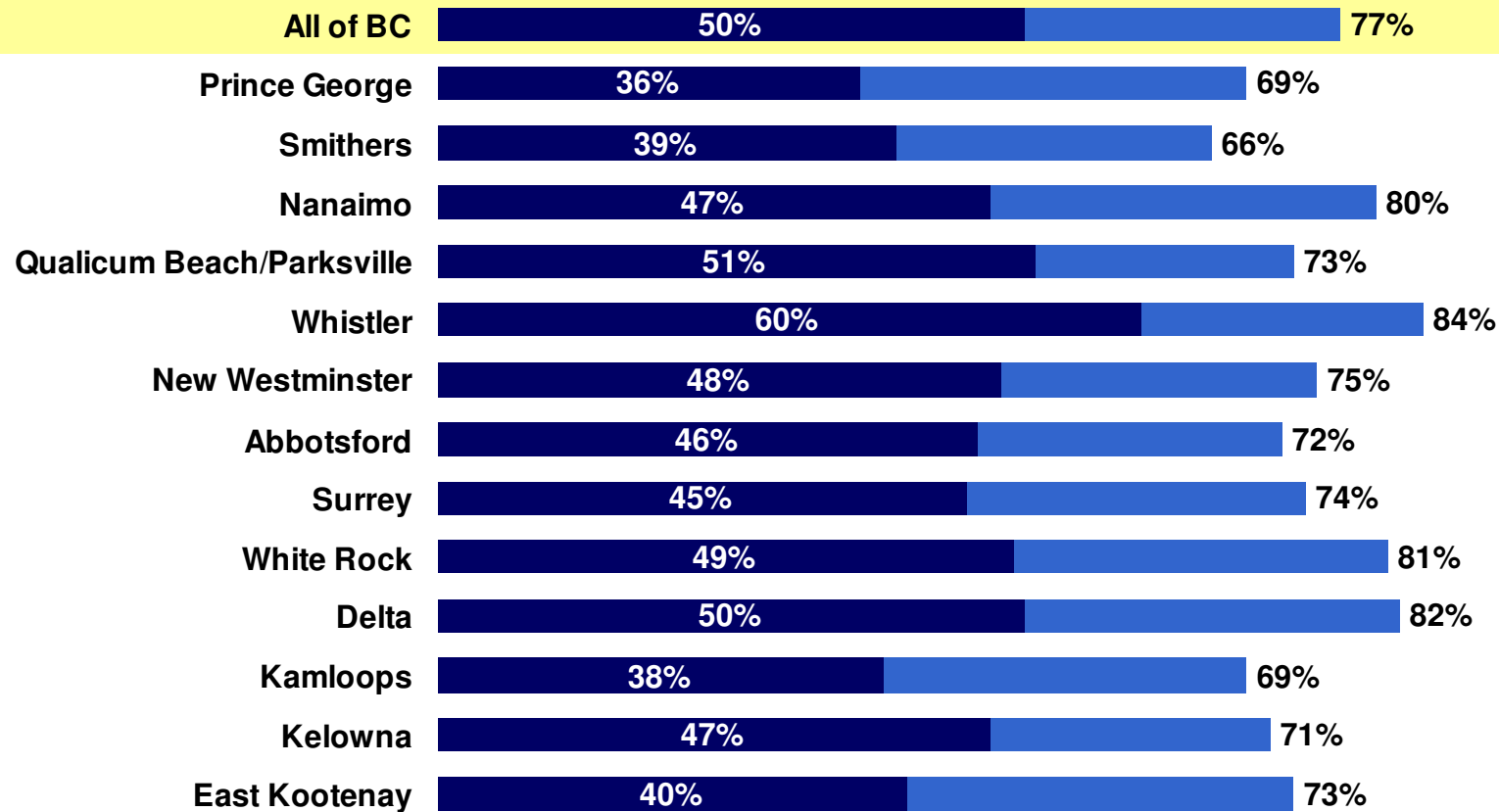
- ◆ More than three-quarters (77%) of British Columbians would “strongly” or “somewhat” support their local or provincial government passing legislation that would phase-out the use of cosmetic pesticides on private and public properties.
- ◆ A similar proportion (76%) would also support the provincial government passing legislation that would restrict the use and sale of cosmetic pesticides.
- ◆ Cosmetic pesticide legislation is supported in all 13 oversample communities. However, the level of support does vary by oversample.
  - Whistler residents are the most supportive of cosmetic pesticide legislation, with 84% supporting legislation that would phase-out the use of cosmetic pesticides and 82% supporting legislation that would restrict the use and sale of these products.
  - Lower levels of support are seen in Prince George, Smithers, and to a lesser extent, Kamloops and Kelowna.
- ◆ Province-wide, British Columbians who have not applied pesticides in the past twelve months are much more likely than pesticide users to support both of these legislative actions (of those who haven’t applied pesticides, 85% support legislation that would phase-out the use of cosmetic pesticides and 85% support legislation that would restrict the use and sale of these chemicals).



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

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

■ Strongly support ■ Somewhat support



Base: All respondents (n=3,200)

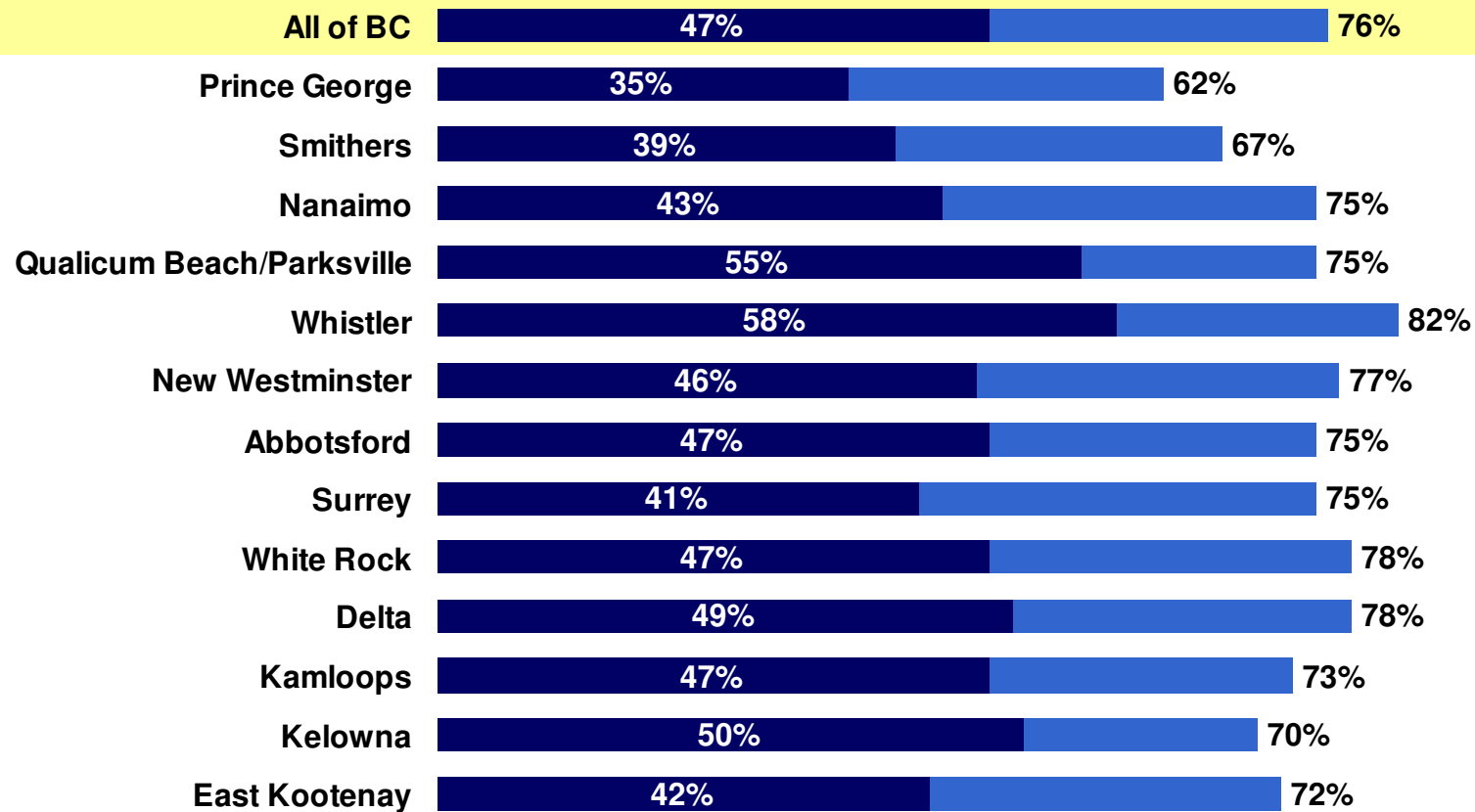




# Support for Legislation Restricting the Use and Sale of Cosmetic Pesticides

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

■ Strongly support ■ Somewhat support



Base: All respondents (n=3,200)



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

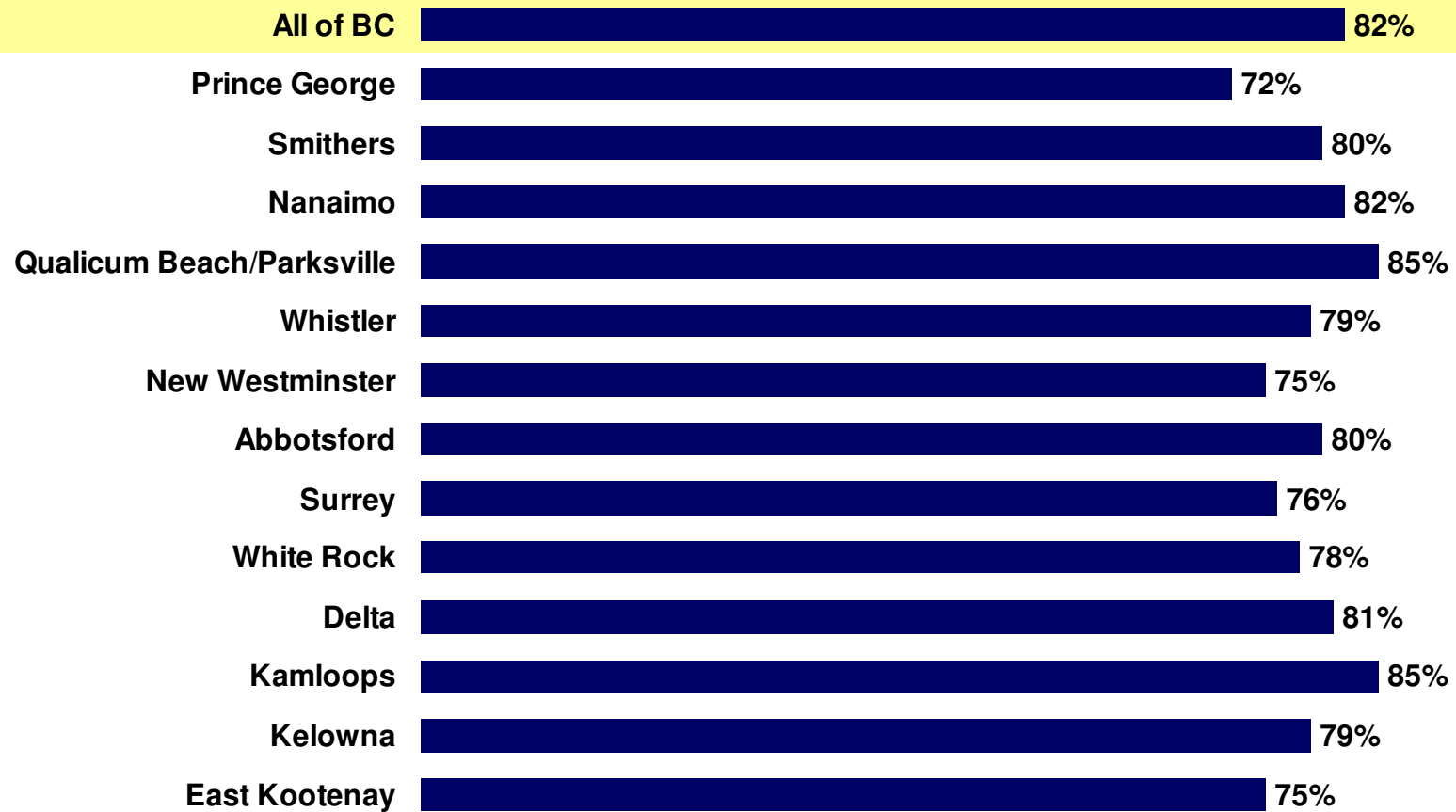
- ◆ More than eight-in-ten (82%) British Columbians say they are aware there may be a link between exposure to some components of pesticides and an increased risk of some types of cancer.
  - While residents in all 13 oversample communities are aware of this link, awareness is higher in some communities than others.
    - The highest levels of awareness are seen in Qualicum Beach/Parksville (85%) and Kamloops (85%).
    - Only 72% of Prince George residents are aware of this link.
- ◆ Among those British Columbians who initially said they opposed legislation phasing out the use of cosmetic pesticides, one-third (32%) say that knowing about this link makes them more likely to support this legislation.
  - The impact of this information varies across the 13 oversample communities.
    - Nanaimo residents are the most likely to say this information makes them more likely to support phasing out cosmetic pesticides (51% of those previously opposed to this legislation).
    - Only 17% of Kelowna residents say they are more likely to support phasing out cosmetic pesticides after hearing about this link.



# Aided Awareness of Pesticide Use and Increased Cancer Risk

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

■ % Yes



Base: All respondents (n=3,200)

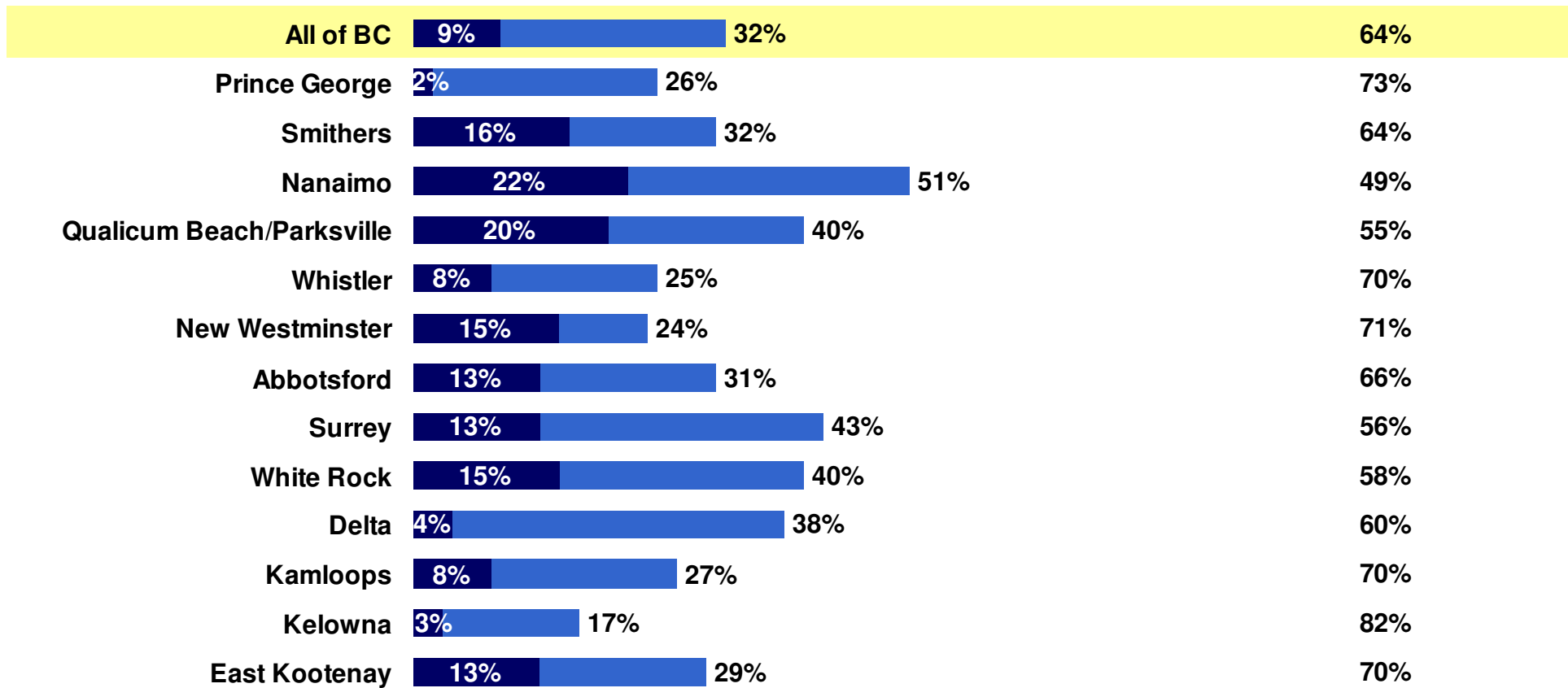


# Impact on Support for Legislation Phasing Out the Use of Cosmetic Pesticides

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

■ Much more likely ■ Somewhat more likely

□ % No Impact



Base: Oppose legislation phasing out the use of cosmetic pesticides (n=744)



# Ipsos Reid Public Affairs



***Product Labelling***



## British Columbia residents support right to know product labelling legislation

- ◆ Virtually all (99%) British Columbians agree that “consumers have the right to know the ingredients that are contained in the products they purchase”. The intensity of agreement is also high (95% “strongly agree”).
  - High levels of agreement are noted in all 13 oversample communities.
- ◆ Province-wide, the vast majority (97%) of British Columbians would support the provincial government passing legislation that would require companies and manufacturers to clearly label all of their products that contain substances that have been linked to an increased risk of some cancers. Of this, 90% say they would “strongly support” this legislation.
  - Strong levels of support are seen in all 13 oversample communities.

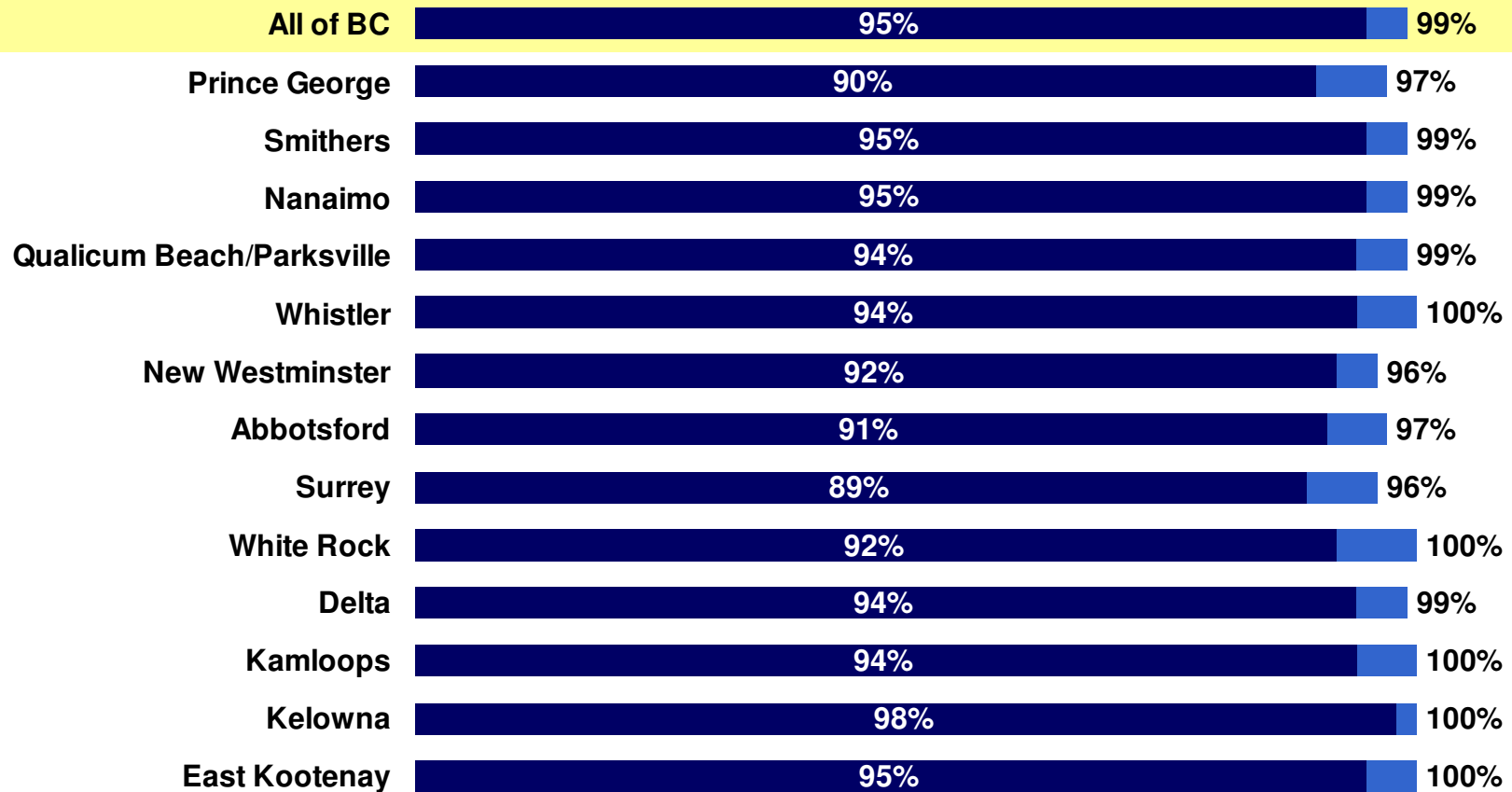


## Agreement with Right to Know Product Labelling

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

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

■ Strongly agree ■ Somewhat agree



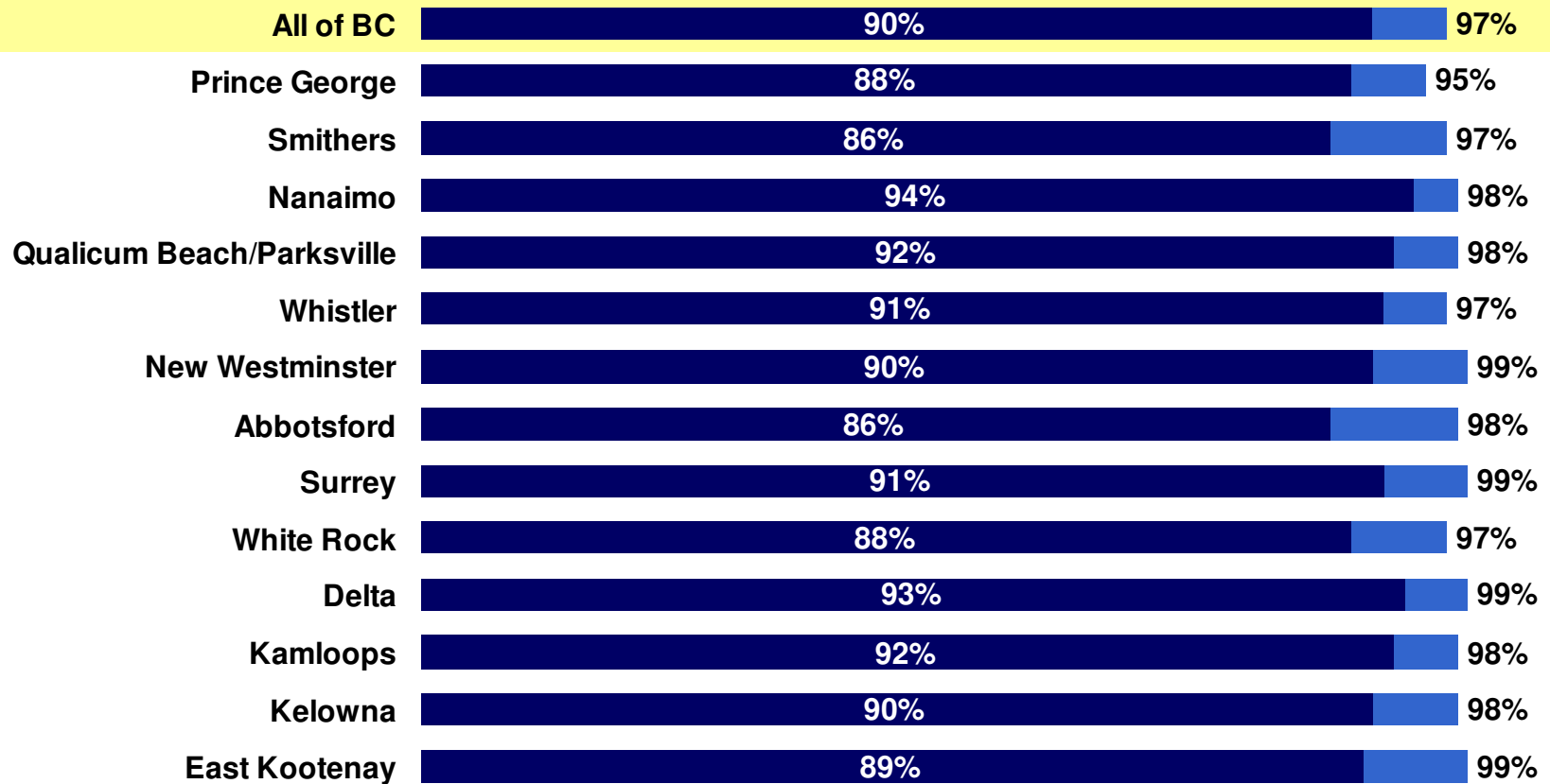
Base: All respondents (n=3,200)



# Support for Right to Know Product Labelling Legislation

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

■ Strongly support ■ Somewhat support



Base: All respondents (n=3,200)





# Ipsos Reid Public Affairs



**Demographics**



## Sample Characteristics – All of British Columbia

	Total BC Respondents (n=600) %
<b>Gender:</b>	
Male	49
Female	51
<b>Age:</b>	
18 to 24	6
25 to 34	23
35 to 44	16
45 to 54	21
55 to 64	19
65 and over	13
<i>Average age</i>	<i>47 years</i>
<b>Average Number of Children in Household:</b>	
Under 13 years of age	0.6
Teenagers 13–18	0.2
Adults 19 and older	2.0

	Total BC Respondents (n=600) %
<b>Highest Level of Education:</b>	
Less than high school	5
High school graduate	18
Technical/trade diploma/certificate	13
Some university/college	20
Completed university/college degree/diploma	31
Post-graduate degree	12
<b>Own/Rent:</b>	
Own	69
Rent	28
<b>Type of Housing:</b>	
Detached house	65
Apartment	17
Townhouse/duplex	13



## Sample Characteristics – Prince George

	Total Prince George Respondents (n=200) %
<b>Gender:</b>	
Male	49
Female	51
<b>Age:</b>	
18 to 24	6
25 to 34	25
35 to 44	20
45 to 54	20
55 to 64	15
65 and over	12
<i>Average age</i>	<i>45 years</i>
<b>Average Number of Children in Household:</b>	
Under 13 years of age	0.7
Teenagers 13–18	0.3
Adults 19 and older	2.0

	Total Prince George Respondents (n=200) %
<b>Highest Level of Education:</b>	
Less than high school	4
High school graduate	30
Technical/trade diploma/certificate	14
Some university/college	18
Completed university/college degree/diploma	26
Post-graduate degree	9
<b>Own/Rent:</b>	
Own	71
Rent	29
<b>Type of Housing:</b>	
Detached house	68
Apartment	10
Townhouse/duplex	15



## Sample Characteristics – Smithers

	Total Smithers Respondents (n=200) %
<b>Gender:</b>	
Male	47
Female	53
<b>Age:</b>	
18 to 24	9
25 to 34	20
35 to 44	17
45 to 54	23
55 to 64	17
65 and over	13
<i>Average age</i>	<i>46 years</i>
<b>Average Number of Children in Household:</b>	
Under 13 years of age	0.7
Teenagers 13–18	0.3
Adults 19 and older	1.9

	Total Smithers Respondents (n=200) %
<b>Highest Level of Education:</b>	
Less than high school	7
High school graduate	35
Technical/trade diploma/certificate	8
Some university/college	12
Completed university/college degree/diploma	30
Post-graduate degree	9
<b>Own/Rent:</b>	
Own	77
Rent	21
<b>Type of Housing:</b>	
Detached house	68
Apartment	13
Townhouse/duplex	8



## Sample Characteristics – Nanaimo

	Total Nanaimo Respondents (n=200) %
<b>Gender:</b>	
Male	48
Female	52
<b>Age:</b>	
18 to 24	5
25 to 34	20
35 to 44	17
45 to 54	17
55 to 64	21
65 and over	18
<i>Average age</i>	<i>49 years</i>
<b>Average Number of Children in Household:</b>	
Under 13 years of age	0.5
Teenagers 13–18	0.2
Adults 19 and older	2.0

	Total Nanaimo Respondents (n=200) %
<b>Highest Level of Education:</b>	
Less than high school	3
High school graduate	29
Technical/trade diploma/certificate	8
Some university/college	22
Completed university/college degree/diploma	27
Post-graduate degree	11
<b>Own/Rent:</b>	
Own	71
Rent	26
<b>Type of Housing:</b>	
Detached house	65
Apartment	14
Townhouse/duplex	10



## Sample Characteristics – Qualicum Beach/Parksville

	Total Qualicum Beach/Parksville Respondents (n=200) %
<b>Gender:</b>	
Male	45
Female	55
<b>Age:</b>	
18 to 24	4
25 to 34	8
35 to 44	9
45 to 54	14
55 to 64	32
65 and over	31
<i>Average age</i>	<i>57 years</i>
<b>Average Number of Children in Household:</b>	
Under 13 years of age	0.3
Teenagers 13–18	0.2
Adults 19 and older	1.8

	Total Qualicum Beach/Parksville Respondents (n=200) %
<b>Highest Level of Education:</b>	
Less than high school	6
High school graduate	24
Technical/trade diploma/certificate	14
Some university/college	15
Completed university/college degree/diploma	29
Post-graduate degree	12
<b>Own/Rent:</b>	
Own	83
Rent	16
<b>Type of Housing:</b>	
Detached house	69
Apartment	5
Townhouse/duplex	14



## Sample Characteristics – Whistler

	Total Whistler Respondents (n=200) %
<b>Gender:</b>	
Male	54
Female	46
<b>Age:</b>	
18 to 24	13
25 to 34	35
35 to 44	18
45 to 54	18
55 to 64	10
65 and over	4
<i>Average age</i>	<i>39 years</i>
<b>Average Number of Children in Household:</b>	
Under 13 years of age	0.5
Teenagers 13–18	0.1
Adults 19 and older	2.7

	Total Whistler Respondents (n=200) %
<b>Highest Level of Education:</b>	
Less than high school	2
High school graduate	17
Technical/trade diploma/certificate	11
Some university/college	15
Completed university/college degree/diploma	39
Post-graduate degree	14
<b>Own/Rent:</b>	
Own	52
Rent	47
<b>Type of Housing:</b>	
Detached house	45
Apartment	22
Townhouse/duplex	26



## Sample Characteristics – New Westminster

	Total New Westminister Respondents (n=200) %
<b>Gender:</b>	
Male	48
Female	52
<b>Age:</b>	
18 to 24	3
25 to 34	24
35 to 44	20
45 to 54	21
55 to 64	15
65 and over	16
<i>Average age</i>	<i>48 years</i>
<b>Average Number of Children in Household:</b>	
Under 13 years of age	0.7
Teenagers 13–18	0.2
Adults 19 and older	2.0

	Total New Westminister Respondents (n=200) %
<b>Highest Level of Education:</b>	
Less than high school	2
High school graduate	22
Technical/trade diploma/certificate	8
Some university/college	17
Completed university/college degree/diploma	38
Post-graduate degree	12
<b>Own/Rent:</b>	
Own	65
Rent	33
<b>Type of Housing:</b>	
Detached house	43
Apartment	42
Townhouse/duplex	12





## Sample Characteristics – Abbotsford

	Total Abbotsford Respondents (n=200) %
<b>Gender:</b>	
Male	49
Female	51
<b>Age:</b>	
18 to 24	5
25 to 34	25
35 to 44	16
45 to 54	18
55 to 64	15
65 and over	17
<i>Average age</i>	46 years
<b>Average Number of Children in Household:</b>	
Under 13 years of age	0.7
Teenagers 13–18	0.2
Adults 19 and older	2.1

	Total Abbotsford Respondents (n=200) %
<b>Highest Level of Education:</b>	
Less than high school	6
High school graduate	31
Technical/trade diploma/certificate	7
Some university/college	16
Completed university/college degree/diploma	26
Post-graduate degree	12
<b>Own/Rent:</b>	
Own	72
Rent	25
<b>Type of Housing:</b>	
Detached house	62
Apartment	17
Townhouse/duplex	15



## Sample Characteristics – Surrey

	Total Surrey Respondents (n=200) %
<b>Gender:</b>	
Male	48
Female	52
<b>Age:</b>	
18 to 24	10
25 to 34	20
35 to 44	18
45 to 54	18
55 to 64	14
65 and over	16
<i>Average age</i>	<i>46 years</i>
<b>Average Number of Children in Household:</b>	
Under 13 years of age	0.9
Teenagers 13–18	0.3
Adults 19 and older	2.2

	Total Surrey Respondents (n=200) %
<b>Highest Level of Education:</b>	
Less than high school	4
High school graduate	23
Technical/trade diploma/certificate	12
Some university/college	19
Completed university/college degree/diploma	31
Post-graduate degree	11
<b>Own/Rent:</b>	
Own	67
Rent	31
<b>Type of Housing:</b>	
Detached house	58
Apartment	14
Townhouse/duplex	20



## Sample Characteristics – White Rock

	Total White Rock Respondents (n=200) %
<b>Gender:</b>	
Male	44
Female	56
<b>Age:</b>	
18 to 24	8
25 to 34	10
35 to 44	12
45 to 54	17
55 to 64	19
65 and over	31
<i>Average age</i>	<i>54 years</i>
<b>Average Number of Children in Household:</b>	
Under 13 years of age	0.4
Teenagers 13–18	0.2
Adults 19 and older	1.9

	Total White Rock Respondents (n=200) %
<b>Highest Level of Education:</b>	
Less than high school	5
High school graduate	16
Technical/trade diploma/certificate	7
Some university/college	26
Completed university/college degree/diploma	32
Post-graduate degree	13
<b>Own/Rent:</b>	
Own	76
Rent	20
<b>Type of Housing:</b>	
Detached house	51
Apartment	20
Townhouse/duplex	20



## Sample Characteristics – Delta

	Total Delta Respondents (n=200) %
<b>Gender:</b>	
Male	48
Female	52
<b>Age:</b>	
18 to 24	10
25 to 34	14
35 to 44	11
45 to 54	25
55 to 64	20
65 and over	15
<i>Average age</i>	<i>48 years</i>
<b>Average Number of Children in Household:</b>	
Under 13 years of age	0.6
Teenagers 13–18	0.3
Adults 19 and older	2.0

	Total Delta Respondents (n=200) %
<b>Highest Level of Education:</b>	
Less than high school	2
High school graduate	25
Technical/trade diploma/certificate	7
Some university/college	12
Completed university/college degree/diploma	32
Post-graduate degree	20
<b>Own/Rent:</b>	
Own	74
Rent	25
<b>Type of Housing:</b>	
Detached house	64
Apartment	17
Townhouse/duplex	10



## Sample Characteristics – Kamloops

	Total Kamloops Respondents (n=200) %
<b>Gender:</b>	
Male	48
Female	52
<b>Age:</b>	
18 to 24	10
25 to 34	17
35 to 44	20
45 to 54	18
55 to 64	19
65 and over	15
<i>Average age</i>	<i>46 years</i>
<b>Average Number of Children in Household:</b>	
Under 13 years of age	0.6
Teenagers 13–18	0.3
Adults 19 and older	2.0

	Total Kamloops Respondents (n=200) %
<b>Highest Level of Education:</b>	
Less than high school	6
High school graduate	23
Technical/trade diploma/certificate	9
Some university/college	22
Completed university/college degree/diploma	29
Post-graduate degree	9
<b>Own/Rent:</b>	
Own	73
Rent	25
<b>Type of Housing:</b>	
Detached house	65
Apartment	8
Townhouse/duplex	21



## Sample Characteristics – Kelowna

	Total Kelowna Respondents (n=200) %
<b>Gender:</b>	
Male	47
Female	53
<b>Age:</b>	
18 to 24	5
25 to 34	20
35 to 44	17
45 to 54	16
55 to 64	17
65 and over	22
<i>Average age</i>	<i>49 years</i>
<b>Average Number of Children in Household:</b>	
Under 13 years of age	0.8
Teenagers 13–18	0.2
Adults 19 and older	2.0

	Total Kelowna Respondents (n=200) %
<b>Highest Level of Education:</b>	
Less than high school	4
High school graduate	18
Technical/trade diploma/certificate	13
Some university/college	15
Completed university/college degree/diploma	42
Post-graduate degree	7
<b>Own/Rent:</b>	
Own	75
Rent	22
<b>Type of Housing:</b>	
Detached house	67
Apartment	11
Townhouse/duplex	16



## Sample Characteristics – East Kootenay

	Total East Kootenay Respondents (n=200) %
<b>Gender:</b>	
Male	48
Female	52
<b>Age:</b>	
18 to 24	5
25 to 34	20
35 to 44	14
45 to 54	23
55 to 64	21
65 and over	15
<i>Average age</i>	<i>48 years</i>
<b>Average Number of Children in Household:</b>	
Under 13 years of age	0.6
Teenagers 13–18	0.2
Adults 19 and older	1.9

	Total East Kootenay Respondents (n=200) %
<b>Highest Level of Education:</b>	
Less than high school	7
High school graduate	19
Technical/trade diploma/certificate	15
Some university/college	13
Completed university/college degree/diploma	30
Post-graduate degree	15
<b>Own/Rent:</b>	
Own	67
Rent	28
<b>Type of Housing:</b>	
Detached house	66
Apartment	12
Townhouse/duplex	11