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***Canadians' Views and Needs
Relative to Consumer
Product Safety Survey***

Final Report

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Ce rapport est aussi disponible en Française sur demande



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OBJECTIVES AND METHODOLOGY

Objectives

The purpose of this research is to provide input into the development of communication products and strategies and to provide data against which the effectiveness of these strategies can be measured in the future.

The objectives of this research initiative include:

- Exploring the general awareness and understanding that Canadian adults have about the safety of consumer products;
- Determining what consumer information Canadians would like to receive and how they would like to receive it: television, print, newspapers, magazines etc.;
- Determining awareness, beliefs, attitudes, knowledge and behavioural patterns of the target audience as they relate to their understanding about product safety;
- Creating a portrait of the target audience to obtain marketing insights into triggers that would increase awareness about consumer product safety;
- Providing insights on how to develop and focus social marketing and communications efforts among the general public and parents of children under 10;
- Providing recommendations on the social marketing implications based on the findings from the respondents; and,
- Determine the usefulness and efficacy of various communications media in raising the target audience's awareness, knowledge and changing behaviours and attitudes toward consumer product safety issues.

This study follows similar quantitative and qualitative research conducted on behalf of Health Canada in 2003. Where relevant, reference has been made to this earlier study in this report.

Methodology

Three phases of research (two qualitative and one quantitative) were conducted for this study. As per Health Canada's request they have been combined in this overall report.

Phase One: Qualitative Research among Canadians and Parents

In January 2007, Ipsos-Reid conducted four focus groups in two locations: Montreal and Mississauga (two in each location). The Mississauga groups were conducted in English, and the Montreal groups were conducted in French.

The groups were segmented as follows: the first group was held with the general population, and the second with parents and caregivers of children aged five years or less. Participants were screened for employment in sectors related to research, the media or health care sector.

Phase Two: Survey of Canadians and Parents

Between February 1 and 21, 2007, Ipsos-Reid conducted a national random telephone survey of 1,200 Canadians between the ages of 18 and 70 and an additional sample of 500 parents with children aged 10 or younger¹. In total, 832 parents were interviewed. Results were weighted by age, gender and region to accurately reflect 2001 Census data on the Canadian population.

The general public sample of 1,200 has an associated margin of error of ± 2.8 percentage points, nineteen times out of twenty. The margin of error for subsets of this population will be larger. The sample of 832 parents or caregivers of children aged 10 or under has an associated margin of error of $\pm 3.4\%$ percentage points, nineteen times out of twenty.

This report includes the results of this study and compares the responses of all Canadians and those of parents only. Subgroup analysis is provided for the general public sample of adult Canadians only, as the sample size is larger (n=1,200 compared

¹ Parents (N=832 unweighted) include 797 parents, 17 grandparents, 13 other family members, 2 family friends and 3 professional caregivers. Non-parental respondents are individuals who have children aged 10 or under in their household under their direct care for a minimum of 2 days a week.

to n=832 among parents) and because of the high degree of similarity in the demographic differences of both groups.

Further comparisons are made within demographic classifications (men versus women, for example.) Unless otherwise specified, the absence of a reference to demographic or regional differences may be taken as an indication that no significant difference exists. The most relevant demographic characteristics tested in this study were gender, income, age, region, education, and immigration status. Of these, region, gender and age are the most helpful.

Where respondents were allowed more than one response within an open-ended question, "Total Mentions" are presented. Because more than one answer may be accepted in such questions, the resulting percentages will often exceed 100%, as they represent the percentage of respondents that offered each response.

Response Rates

To calculate the response rate for this survey, the empirical response rate calculation of the Marketing Research and Intelligence Association was used. This calculation is indicated in the table below.

Empirical Calculation for Data Collection	
Total Numbers Attempted	28,384
Invalid (NIS, fax/modem, business/non-res.)	10,137
Unresolved (U) (Busy, no answer, answering machine)	7,774
In-scope - non-responding (IS)	7,542
Language problem	351
Illness, incapable, deaf	112
Household refusal	6,123
Respondent refusal	216
Qualified respondent break-off	740
In-scope - Responding units (R)	2,931
No one 18+	375
Other disqualify (see note below)	855
Completed interviews	1,701
Response Rate = R/(U+IS+R)	16%

Please note that "other disqualify" includes "over quota" respondents who are willing to answer the survey, but who do not match the appropriate gender or meet the screening

criteria for parents, at a point during the field window when quotas on general public respondents by gender and region have filled.

Statistical Analysis: Segmentation via Cluster Analysis

The analysis of the telephone survey includes a segmentation of the data, conducted using cluster analysis. Rather than grouping variables like factor analysis, cluster analysis groups cases. This allows for the identification of relatively homogenous groups within a population, by maximizing the degree of association between members of the same cluster, and minimizing it between members of different clusters. The mathematical distance between individual survey respondents on a series of measures is used to compute associations, allocating each respondent to one of a series of groups that share common traits. For the purposes of this study, a five-cluster solution (described in the detailed findings) was the best fit for the data.

Within the survey, question one was used for segmentation and unless the items related to risk were not written up as part of the quantitative report.

Phase Three: Qualitative Research among Segments "Ambivalent and Uninformed" and "Complacent and Optimistic"

Ipsos-Reid conducted a series of eight two-hour focus groups in March 2007. Focus groups were conducted in Halifax, Nova Scotia; Quebec City, Quebec; Winnipeg, Manitoba; and, Vancouver, British Columbia.

Four groups (with one in each city) were conducted among parents or guardians of children aged 10 or under, and four groups (with one in each city) were conducted among other adults (not parents or guardians of children 10 or under).

Participants were recruited to the groups on the basis of their responses to attitudinal questions. Specifically, they were asked whether they agree or disagree with the following statements on a scale of zero to 10, where zero means strongly disagree and 10 means strongly agree:

- I am not overly concerned about product safety because no product is totally risk free;
- Most of the time, the risks associated with various products and activities are overstated;
- I do not have the time to check the safety of all the products I buy; and,

- I only check out the product safety of more expensive products such as furniture.

Those rating their agreement with these statements as a four, five or six on the scale were segmented as “Ambivalent and Uninformed,” while those rating their agreement as seven or higher on the scale were segmented as “Complacent and Optimistic.” Three groups were conducted among each segment. Respondents were segmented in this way in order to identify those least receptive, and perhaps therefore most in need, of information about product safety.

The inspiration to use this segmentation during the focus groups was the result of findings from the quantitative segmentation analysis conducted during Phase 2 of the research, and was designed to learn more about the views of two key segments, those “ambivalent and/or uninformed” as well as those “complacent and/or optimistic.”

The groups conducted in Winnipeg were conducted among Aboriginal respondents and were not segmented into these attitudinal groupings, due to the low incidence nature of the audience.

The location, date and composition of each group are indicated in the table below:

Location	Halifax	Quebec City	Winnipeg	Vancouver
Date	March 19	March 20	March 21	March 22
Group 1: Adults	Ambivalent / Uninformed	Complacent / Optimistic	General Pop (no attitudinal segmentation)	Ambivalent / Uninformed
Group 2: Parents	Complacent / Optimistic	Ambivalent / Uninformed	Parents (no attitudinal segmentation)	Complacent / Optimistic

Note to readers

Given the open-ended nature of qualitative research, findings have been reported in such a way as to identify trends in the views of participants and make educated inferences about the nature of the wider population. The analysis of qualitative findings yields tendencies and indications of how the target audiences perceive the study issues.

EXECUTIVE SUMMARY

The main purpose of this research is to provide Health Canada with input into the development of communication products and strategies to raise awareness of and change public behaviours and attitudes towards consumer product safety issues. In addition, the data provides a benchmark measurement of current knowledge levels and attitudes against which the effectiveness of these strategies can be measured in the future.

The study consisted of three phases of research.

- **Phase 1:** Focus groups were conducted in January 2007 among members of the general public as well as among parents and guardians of children 10 years and under to explore views of consumer product safety related issues.
- **Phase 2:** A national telephone survey was conducted in February 2007 to examine quantitatively the views of the general public (n=1,200) as well as Canadian parents (n=832). As part of the analysis of this survey an attitudinal segmentation was conducted (via cluster analysis) to further segment the Canadian population in an effort to narrow the target audience (to reach those most likely to take action) and to more clearly define messages related to consumer product safety.
- **Phase 3:** Drawing on the results of the Phase 1 attitudinal segmentation, another round of qualitative research (focus groups) was conducted in March 2007 to better understand the key segments that emerged from the survey segmentation exercise: the "Ambivalent and Uninformed" (20% of the population, characterized by ambivalence about the importance of product safety and the need to check products) and the "Complacent and Optimistic" (21% of the population, who expressed little concern about product safety because they are confident that all products for sale are safe and have been tested). In addition, Phase 3 also included

two groups among Aboriginal adults and parents to learn more about the views of this demographic towards the study issues.

Social Marketing Implications

The results of this research highlight both opportunities and challenges that exist with respect to the objective of increasing public engagement on product safety in Canada. While Canadians and parents affirm the importance of product safety and claim to take a significant amount of personal action, they also demonstrate a poor level of knowledge and a relatively narrow focus with regard to product safety.

The attitudinal segmentation revealed two groups for whom product safety information should be developed:

- The first of these groups, called the **Ambivalent and Uninformed**, make up 20% of the population, and, as their name suggests, they are characterized by ambivalence about the importance of product safety and the need to check products. They expressed comparatively low awareness of product safety, and they did not assume products for sale are safe or tested. They appear ambivalent about, but are not dismissive of, government involvement in product safety, and about the need for additional safety information; however, almost half of this segment said they did not have sufficient safety information. Why target this group? Despite their considerable ambivalence about both the importance of product safety and their own role in checking the safety of products they purchase, this group does not dismiss the issue altogether. They are a receptive audience open to receiving further information about product safety.
- The second group, called the **Complacent and Optimistic**, make up 21% of the population. They expressed little concern about product safety; their optimism stems from their overconfidence that products for sale are safe and have been tested. This group rarely checks the safety of products they buy and they are strong supporters of government involvement in product safety. And while they think safety information is useful, few sources of information strike them as effective. Most of them believed they have all the safety information they need. Why target this group? Although members of this group are dismissive of the need to check product safety and claim to have no time to check products, they did agree that the public should be made aware of potential hazards and that product safety

information is useful. Despite their complacency, they believed more product safety information would be useful, and they clearly need to be informed about the importance of checking product safety information.

The Ambivalent and Uninformed and the Complacent and Optimistic did not distinguish themselves in terms of demographic characteristics but rather in terms of attitudinal differences. Therefore, the challenge is not so much defined as “who to target” but as “how to target.”

The following broad findings of the research have implications that will help shape Health Canada’s social marketing efforts.

- ***Canadians did not see product safety as the exclusive domain of any one group.*** Manufacturers must create safe products, and government must assess and limit risk, but most Canadians also felt that consumers have a role to play in protecting themselves from dangerous products.

Implication: Expanding on this notion of “shared responsibility” should be the cornerstone of any consumer product safety information campaign as it simultaneously explains Health Canada’s role and provides a call to action to individuals to protect themselves and others.

- ***There is a widespread belief among Canadians that experts and the government (rather than individual consumers) are best placed to assess product safety, especially in a world of increasing complexity.*** This belief – which is not entirely without foundation - creates an unfortunate dichotomy and a potential attitude of resignation or complacency where individuals do not feel that they have the knowledge or ability to verify the safety of many products.

Implication: Addressing this dichotomy is not a matter of downplaying the value of experts and government in the safety process, but rather of positioning their advice as a tool for consumers to use in protecting themselves. In other words, government must position itself as providing consumers with the tools and the information to assure safety rather than appearing to assure safety itself.

- ***Canadians have an unwarranted degree of confidence in the scope of systems currently in place to assure product safety.*** Large numbers in the survey believed that the government and manufacturers test all products that are

sold in Canada. Such confidence means that individual initiative is viewed as an *adjunct* to official systems in the minds of many Canadians, rather than a key component of public safety. In this context, it is easy to see why the qualitative phases of this research found many Canadians to be complacent about product safety and how a group called “Complacent and Optimistic” emerges from the attitudinal segmentation.

Implication: Evidently, Canadians need to be shaken out of their complacency about product safety in a manner which heightens their engagement without engendering fear or implying that government is not completely committed to protecting the public. Communications around product safety should therefore include a clear message that consumers are a key component of the product safety “chain” -- perhaps by encouraging them to report “unsafe products” so that they can help others.

What is the Role of Government?

Once qualitative research participants become engaged with the issue of product safety, most identify the role of government as:

- Setting and enforcing standards;
 - Issuing safety warnings and recalls;
 - Educating Canadians about product safety; and,
 - Ensuring that the safety of products is verified.
-
- ***Many Canadians consider the world a riskier place today than it was ten years ago.*** This perceived increase in risk does not relate in any significant way to product safety, but is attributable to a variety of factors, many related to personal choices. There is therefore no expectation among Canadians that society is absolutely safe, nor even that it is becoming safer. Within the qualitative research, participants tended to be somewhat dismissive of risk. Both segments (the ‘ambivalent and uninformed’ and ‘complacent and optimistic’ agreed that society is too safety conscious and that it is not worth worrying about issues that they cannot control. For many, risk assessment is not a factor when the product is for their own use but does come into play when the product is for a dependent (child or senior).

Implication: In the context of increasing risk, Canadians are unlikely to be shocked or even surprised by communications designed to raise awareness of product safety risks that were previously unknown. Indeed, this would simply confirm their existing beliefs about the world. Thus, social marketing communications need not shrink from implying that serious risks exist in the realm of product safety. Indeed, those risks may require extra emphasis if they are to cut through the clutter of other risks of which Canadians are already conscious, such as crime, traffic and dangerous lifestyles. Moreover, in other research, the communication of risks (for example food recalls) actually tends to increase consumer confidence that 'the system' is working.

Personal action on product safety is evidently socially desirable, insofar as survey respondents report a high degree of awareness and action on product safety. Their reported awareness and actions make clear they *want* to say and believe that they are already vigilant about the products they buy. Because many believed they already know what they need to know about product safety, they may not see the need to seek or absorb additional information from Health Canada. While audiences will not disregard product safety messages as unimportant, they may believe that safety messages are intended for 'other people.' Within the qualitative research, awareness and action on product safety is much more limited, particularly among the First Nation participants and among the "ambivalent and uninformed" who were less likely to say they are aware and/or have taken action.

Implication: Communications about product safety can capitalize upon the existing desire of many Canadians to be aware and active on product safety. The challenge therefore is not so much about any lack of receptivity or hostility to the message as it is about achieving personal relevance and thereby cutting through the clutter of competing messages. As seen in the qualitative research, this can best be accomplished by focusing on the specific risks associated with specific products, even if only by way of example.

- ***Canadians believe that most injuries are caused by consumer failure to read information and follow instructions.*** They further believe that adequate safety information already exists for anyone who takes the initiative to seek it out. Within the qualitative research, participants were not as likely to suggest that

product-related accidents are “self-inflicted” because few participants said that they have had any direct experience with an unsafe product.

Implication: This existing attitude, which might uncharitably be termed “blaming the victim”, is potentially very useful. It highlights a clear consequence of poor consumer engagement in product safety as well as the critical value of seeking and using available information. Indeed, this attitude clearly runs counter to the problems of complacency and deference discussed earlier. The challenge, as also noted earlier, will be the perception among many Canadians that they are already sufficiently aware of product safety, meaning that such incidents will happen only to ‘other people’. This further confirms the importance of *personally relevant examples* which force Canadians to consider the possibility that they could suffer a similar incidents/injury if they are not more actively engaged in product safety.

- ***Canadians have a very narrow focus when it comes to the type of products whose safety concerns them.*** They are most concerned about those products whose risks have been most discussed in the past – children’s toys and clothing, household chemicals, food, and automobiles. This is positive news insofar as it demonstrates that safety messages can and do enter into the national consciousness. However, this also demonstrates an overly narrow focus with regard to product safety which may lead to complacency about many other household products. Indeed, successes in past product labelling may have the unfortunate side-effect of making other un-labelled products seem more benign.

Implication: Highlighting non-traditional products in safety communications might help to widen the focus of product safety discussions to include many products currently assumed to be ‘safe’. This would further help to fight the complacency of Canadians and break stereotypes about how (and to whom) incidents happen.

- ***Parents and non-parents are not significantly different in their approach to product safety. Both groups provide similar answers to most questions in the survey and have similar reactions to statements about product safety. Among parents and non-parents alike, safety issues resonate most strongly with regard to products intended for children.***

Implication: There is no evident need for separate communication approaches for parents and non-parents. Both groups are of a similar mindset with regard to product safety. That said, child safety is an especially powerful 'hook' for people who are responsible for young children. General concern over the safety of children is also a potentially useful 'hook' to attract interest in wider issues of product safety and verification. Communications which use child safety as an initial focus (or example) are likely to garner more interest from all Canadians, whether they are parents or not.

- ***Product labels are the most important source of product safety information for Canadians.*** For many, the label is the primary way they assess risk in the products they buy. Within the qualitative research, views of product labels are mixed; while they are considered an important source of information, they are also considered to be complex and not easy to understand.

Implication: As the primary source of safety information, labels represent a powerful existing channel of communication. In addition to attempts to attract Canadians to other information sources, labels themselves could be used to encourage engagement and provide avenues for additional information, such as information lines and web sites.

- ***Most Canadians show awareness that product safety is handled at the federal level, but barely one-third understands that Health Canada is the responsible agency.*** Furthermore, almost one-half said they did not know where to report an unsafe product. This limited awareness is by no means normal or inevitable – consider for example the number of Canadians who know who guards our borders, who is responsible for First Nations policy, and who handles national security intelligence. Rather, the efforts of the Product Safety Programme of Health Canada can and should have a higher profile among Canadians. Despite the fact that most did not know that Health Canada is the agency responsible for product safety, when asked to rate the effectiveness of several different sources of information about product safety, Health Canada's web site, Health Canada publications and Health Canada's email notifications are rated among the most effective sources of information.

Implication: Increasing the overall profile of Health Canada's product safety mandate is essential to the critical objective of providing Canadians with

accessible information on product safety. It is also integral to ensuring that unsafe products are reported quickly to the appropriate authority. Continued efforts are required to make sure as many Canadians as possible know whom to contact and how. As described below, our data shows that Health Canada sources of information are viewed as among the most effective channels for disseminating safety information when asked on an aided basis.

- ***Although Health Canada does not occur as a top-of-mind source of information about product safety, when asked about the effectiveness of several sources of information those from Health Canada are rated among the most effective; more so than the news media.*** As an example of the effectiveness of Health Canada information among members of the target audience, the findings of this study have shown that Health Canada's factual information and booklets such as "Is Your Child Safe?" exceed the expectations of the participants and if placed more prominently in the hands of consumers could change how they act with regard to product safety. In terms of recommendations to improve the booklet, participants suggest that the website address could be more prominently featured.

Implication: These findings suggest that information from Health Canada potentially has greater value for consumers as unfiltered information than the filtered information they receive through the news media. Using product labels, as suggested above, could be an important way to include links to Health Canada web sites and information lines.

Effectiveness of Information Sources

When asked to rate the effectiveness of several different sources of information about product safety, three of the top five most highly rated sources of information were from Health Canada, including: Health Canada's web site (most effective), publications (fourth most effective) and email notifications (fifth most effective). Product instructions and information from the Internet in general were considered the second and third most effective sources of information, respectively. Mass media information sources such as consumer advocacy publications, television, newspapers, radio or magazines were less highly rated, while retailers were considered the *least* effective means of disseminating safety information.

Recommendations

Product safety social marketing and communications efforts on the part of Health Canada could be built around the central theme or question of ***"Whose Responsibility Is It?"***

Such a focus would provide Health Canada with a central adaptable theme that could achieve multiple communications objectives. Based on the research it is suggested that these objectives be:

- To increase awareness of the shared roles and responsibilities that manufacturers, Health Canada and consumers all have when it comes to product safety. Communicating the sense that responsibility for product safety is shared by consumers, and does not end with government or industry, can serve as the basis for a call-to-action for individuals to protect themselves and others.
- To position government as providing consumers with the tools and information individuals need to ensure their safety, rather than projecting a message that "the government has taken care of your safety, so you needn't do anything." Communications should position the consumer as a key component in the product safety "chain."
- To raise Health Canada's overall profile and increase awareness of the department's product safety mandate.
- To encourage individual consumers to practice due diligence before making purchases and to report unsafe products once they encounter them.
- To provide consumers with a better sense of product risk and the need to assess the safety of the products that they use.
- To counter the perception that higher end products and a strong brand reputation diminish the need for product safety verification.

Social marketing and communications efforts on the part of Health Canada should seek to educate Canadians and parents about:

- The importance of product safety and their role as a responsible consumer;

- The extent to which products are tested and regulated in Canada:
 - To give consumers a more accurate “read” on how product safety is managed in Canada; and,
 - To provide consumers with a better sense of risk and the need to assess the safety of the products that they use.

In terms of reaching Canadians the research suggests that product labels are the predominant source of information about product safety. In light of this, labels could be used to encourage consumers to become engaged or to provide avenues for more information, such as help lines and Web addresses.

Sources of online information, such as Health Canada’s Website and the Internet in general, rate among the most effective means of disseminating product safety information – more so than mass media sources, such as consumer advocacy publications, television and newspapers. However, the research also suggests that the news media (with its objectivity and sense of urgency and importance) will always remain an important source of information and partner for Health Canada, particularly when trying to reach consumers who seem destined to remain passive recipients of information on product safety, warnings and advisories. It is worth noting that Aboriginal focus group participants felt that Aboriginal media would be effective means of communicating to them.

Among the key segments, *“Ambivalent and Uninformed”* respondents most often view Health Canada’s Website as an effective information source, followed by the Internet generally and manufacturer’s product information and instructions. *“Complacent and Optimistic”* respondents most commonly view manufacturer’s product information and instructions, Health Canada publications, and television shows about products as effective information sources.

“Ambivalent and Uninformed” respondents most often view safety advisories, information about flammability hazards and information about product testing and regulations as useful types of information about product safety. *“Complacent and Optimistic”* respondents most commonly view information about safety practices in the home, safety advisories, and information about flammability hazards as useful types of information about product safety.

IPSOS-REID CORPORATION

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To obtain more information on
this study, please email por-rop@hc.gc.ca

RAPPORT SOMMAIRE

La présente étude a pour principal objectif de donner à Santé Canada des idées pour l'élaboration de produits et de stratégies de communication destinés à sensibiliser davantage la population à la question de la sécurité des produits et à changer les attitudes en cette matière. En outre, les données fournissent des paramètres de référence en ce qui concerne les niveaux de connaissance et les attitudes actuels à l'aide desquels l'efficacité des stratégies pourra être mesurée dans l'avenir.

L'étude comptait trois phases.

- **Phase 1 :** Des groupes de discussion composés de membres de la population générale et de parents et tuteurs d'enfants de 10 ans et moins ont été tenus en janvier 2007 pour savoir ce que les gens pensent des questions liées à la sécurité des produits de consommation.
- **Phase 2 :** En février 2007, un sondage téléphonique a été mené à l'échelle nationale pour mesurer quantitativement l'opinion de la population générale (n = 1 200) et celle des parents canadiens (n = 832). Dans le cadre de l'analyse de ce sondage, une segmentation des attitudes a été effectuée (à l'aide de l'analyse typologique) afin de subdiviser un peu plus la population canadienne pour restreindre l'audience cible (et savoir quelles sont les personnes les plus susceptibles d'agir) et de définir plus clairement les messages relatifs à la sécurité des produits de consommation.
- **Phase 3 :** Devant les résultats de la segmentation des attitudes de la phase 1, une autre tranche d'étude qualitative (groupes de discussion) a été réalisée en mars 2007 en vue de mieux comprendre les principaux segments qui étaient ressortis de la segmentation : les « ambivalents et mal renseignés » (20 % de la population, caractérisés par une ambivalence face à l'importance de la sécurité des produits et au besoin de vérifier les produits) et les « complaisants et optimistes » (21 % de la

population, qui se disaient peu préoccupés par la sécurité des produits parce qu'ils sont persuadés que tous les produits en vente sont sécuritaires et ont été testés). En outre, dans le cadre de la phase 3, des groupes de discussion ont été organisés avec des adultes et des parents autochtones afin de mieux connaître les points de vue de ce groupe démographique sur les sujets à l'étude.

Répercussions en matière de marketing social

Les résultats de cette étude font ressortir tant les occasions que les défis que représente l'objectif d'accroître l'engagement du public à l'égard de la sécurité des produits au Canada. Même si les Canadiens et les parents reconnaissent l'importance de la sécurité des produits et affirment poser personnellement certains gestes, leur niveau de connaissance en cette matière est peu élevé et l'idée qu'ils ont de la sécurité des produits est plutôt restreinte.

La segmentation des attitudes révèle que deux groupes mériteraient d'être mieux renseignés sur la sécurité des produits :

- Le premier, les **ambivalents et mal renseignés**, représente 20 % de la population et, comme son nom l'indique, il est caractérisé par une ambivalence face à l'importance de la sécurité des produits et au besoin de vérifier les produits. Les répondants de ce groupe en connaissent peu sur la sécurité des produits et ne tiennent pas pour acquis que les produits en vente sont sécuritaires ou qu'ils ont été testés. Ils semblent ambivalents à l'égard de l'engagement du gouvernement en matière de sécurité des produits et du besoin de renseignements supplémentaires sur la sécurité, mais sans les nier; toutefois, presque la moitié des répondants de ce segment disent ne pas être assez informés sur la sécurité. Pourquoi cibler ce groupe? En dépit de leur grande ambivalence à l'égard de l'importance de la sécurité des produits et de leur propre rôle dans la vérification de la sécurité des produits qu'ils achètent, les répondants de ce groupe ne nient pas qu'il s'agit d'un enjeu. Ils forment une audience réceptive et ouverte à l'idée d'obtenir davantage de renseignements sur la sécurité des produits.
- Le deuxième groupe, appelé les **complaisants et optimistes**, représente 21 % de la population. Les répondants de ce groupe se disent peu préoccupés par la sécurité des produits; leur optimisme tient au fait qu'ils sont trop persuadés que les produits en vente sont sécuritaires et qu'ils ont été testés. Ils vérifient rarement la sécurité

des produits qu'ils achètent et sont fortement en faveur d'un engagement du gouvernement à l'égard de la sécurité des produits. Par ailleurs, bien qu'ils estiment que les renseignements sur la sécurité sont utiles, peu de sources de renseignements leur paraissent efficaces. La plupart d'entre eux jugent qu'ils possèdent tous les renseignements dont ils ont besoin sur la sécurité. Pourquoi cibler ce groupe? Même si les répondants de ce groupe nient le besoin de vérifier la sécurité des produits et affirment ne pas avoir le temps de le faire, ils sont d'accord pour dire que le public devrait être avisé des dangers possibles et que les renseignements sur la sécurité des produits sont utiles. Malgré la complaisance qu'ils affichent, ils estiment qu'il serait utile d'avoir davantage de renseignements sur les produits et, manifestement, ils ont besoin d'être mieux informés sur l'importance de lire les renseignements sur la sécurité des produits.

Ce ne sont pas les caractéristiques démographiques qui différencient le groupe des ambivalents et mal renseignés de celui des complaisants et optimistes, mais bien les attitudes. Par conséquent, le défi n'est pas tant de savoir « qui cibler », mais « comment les cibler ».

Voici les résultats généraux de l'étude dont l'incidence aidera Santé Canada à orienter ses efforts de marketing social.

- ***Selon les Canadiens, la sécurité des produits ne relève pas exclusivement d'un groupe ou d'un autre.*** Les fabricants doivent créer des produits sécuritaires, et le gouvernement doit évaluer et limiter les risques. La plupart des Canadiens sont aussi d'avis que les consommateurs ont un rôle à jouer pour se protéger contre les produits dangereux.

Incidence : Le développement de cette notion de « responsabilité partagée » devrait être la pierre angulaire de toute campagne d'information sur la sécurité des produits de consommation. Ainsi, on pourrait à la fois expliquer le rôle de Santé Canada et inciter les gens à agir pour se protéger et protéger les autres.

- ***L'opinion voulant que les experts et le gouvernement (plutôt que les consommateurs eux-mêmes) soient les mieux placés pour évaluer la sécurité des produits, en particulier dans un monde de plus en plus complexe, est largement répandue chez les Canadiens.*** Cette opinion – qui n'est pas complètement dénuée de fondement – crée un fâcheux malentendu et

pourrait être à l'origine d'une attitude de résignation ou de complaisance découlant du fait que les gens n'auraient pas l'impression d'avoir les connaissances nécessaires pour vérifier la sécurité d'un grand nombre de produits, ni la capacité de le faire.

Incidence : Pour dissiper ce malentendu, il ne s'agit pas de minimiser l'importance du rôle que jouent les spécialistes et le gouvernement dans le processus de sécurité des produits. Il faudrait plutôt que leur avis soit présenté comme un outil dont les consommateurs peuvent se servir pour se protéger. En d'autres mots, les consommateurs devraient percevoir le gouvernement comme étant le fournisseur des outils et des renseignements pour assurer la sécurité des produits plutôt que l'instance qui assure cette sécurité.

- ***Les Canadiens ont une confiance injustifiée dans la portée des systèmes actuellement en place pour assurer la sécurité des produits.*** Un grand nombre de répondants au sondage croient que le gouvernement et les fabricants testent tous les produits qui sont vendus au Canada. Une telle confiance signifie que, dans l'esprit de nombreux Canadiens, les gestes posés par les individus sont considérés comme *complémentaires* des systèmes officiels, plutôt que comme des éléments essentiels de la sécurité publique. Dans ce contexte, il est facile de comprendre pourquoi les phases qualitatives de cette étude révèlent que de nombreux Canadiens sont complaisants à l'égard de la sécurité des produits et qu'un groupe appelé « les complaisants et optimistes » émerge de la segmentation des attitudes.

Incidence : À l'évidence, il faudrait secouer les Canadiens pour qu'ils cessent d'être complaisants à l'égard de la sécurité des produits et s'en préoccupent davantage, tout en évitant de soulever des craintes ou de laisser entendre que le gouvernement n'est pas entièrement engagé à protéger le public. Les communications sur la sécurité des produits devraient par conséquent comprendre un message clair que les consommateurs constituent un maillon essentiel de la « chaîne » de la sécurité des produits, peut-être en les incitant à signaler les « produits qui ne sont pas sécuritaires » et, ainsi, à aider les autres.

Quel est le rôle du gouvernement?

Une fois sensibilisés à la question de la sécurité des produits, la majorité des participants à l'étude qualitative définissent comme suit le rôle du gouvernement :

- Mettre en place et imposer des normes;
- Diffuser les avis de sécurité et les rappels;
- Éduquer les Canadiens sur la sécurité des produits; et
- S'assurer que la sécurité des produits est vérifiée.

- ***Un grand nombre de Canadiens estiment que le monde est un endroit plus risqué aujourd'hui qu'il y a 10 ans.*** Cette perception de risque accru n'est pas étroitement liée à la sécurité des produits; elle est plutôt attribuable à une variété de facteurs dont un grand nombre relèvent de choix personnels. Par conséquent, les Canadiens ne s'attendent pas à vivre dans une société totalement sécuritaire, pas plus qu'ils ne s'attendent à ce qu'elle devienne plus sécuritaire. Les participants à l'étude qualitative ont d'une certaine façon tendance à nier le risque. Les deux segments (les « ambivalents et mal renseignés » et les « complaisants et optimistes ») sont d'accord pour dire que la société est trop préoccupée par la sécurité et que rien ne sert de s'en faire avec ce qu'on ne contrôle pas. Pour un grand nombre de répondants, l'évaluation du risque n'est pas un facteur lorsque le produit est destiné à leur usage personnel, mais elle le devient lorsqu'il est destiné à une personne à charge (enfant ou aîné).

Incidence : Dans un contexte de risque accru, il est improbable que des communications conçues pour sensibiliser davantage les gens aux risques auparavant inconnus que pose la sécurité des produits choquent les Canadiens ou même les surprennent. En fait, cela confirmerait simplement ce qu'ils pensent du monde dans lequel ils vivent. Par conséquent, dans les communications de marketing social, il ne faut pas craindre de laisser entendre que la sécurité des produits pose des risques sérieux. D'ailleurs, il y aurait peut-être lieu d'insister davantage sur ces risques, pour qu'ils se démarquent des autres risques dont les Canadiens sont déjà conscients, par exemple la criminalité, la circulation automobile et les modes de vie dangereux. Qui plus est, selon une autre étude, la communication des risques (par exemple les rappels d'aliments) a en réalité tendance à accroître la confiance du consommateur qui juge que « le système » fonctionne.

L'action personnelle en ce qui concerne la sécurité des produits est manifestement souhaitable au plan social, dans la mesure où les répondants

au sondage font état d'un niveau élevé de connaissance et d'action en cette matière. À la lumière de la connaissance et des gestes dont les répondants font état, il est évident qu'ils *veulent* dire et croire qu'ils sont déjà vigilants face aux produits qu'ils achètent. Puisqu'ils sont nombreux à croire qu'ils savent déjà ce qu'ils doivent savoir sur la sécurité des produits, ils ne sentent peut-être pas le besoin de chercher à obtenir ou de recevoir des renseignements supplémentaires de Santé Canada. Même si les audiences n'ignoreront pas les messages sur la sécurité des produits parce qu'elles les jugeront sans importance, elles pourraient croire que ces messages sont destinés à « d'autres personnes ». L'étude qualitative révèle que la connaissance et l'action en matière de sécurité des produits sont beaucoup plus restreintes, en particulier chez les participants des Premières nations et chez les « ambivalents et mal renseignés » qui ont moins tendance à dire qu'ils sont au courant et/ou qu'ils ont agi.

Incidence : Les communications sur la sécurité des produits peuvent tirer profit du désir de nombreux Canadiens d'être sensibilisés et d'agir en cette matière. Le défi du message ne réside donc pas tant dans la nécessité de contrer un manque de réceptivité ou une hostilité que dans celle de susciter un intérêt personnel et, par conséquent, de se démarquer dans la masse des messages concurrents. Comme on l'a vu dans l'étude qualitative, le meilleur moyen d'y parvenir consiste à centrer le message sur les risques précis associés à des produits en particulier, même si cela ne se fait que par l'exemple.

- ***Les Canadiens croient que la plupart des blessures sont attribuables au fait que le consommateur ne lit pas les renseignements et ne suit pas les directives.*** Ils estiment en outre que les renseignements nécessaires sur la sécurité existent déjà et qu'il suffit de prendre la peine de les trouver. Comme les participants à l'étude qualitative sont peu nombreux à déclarer avoir eu directement affaire à un produit non sécuritaire, ils n'ont pas autant tendance à laisser entendre que les accidents liés aux produits, ce sont les consommateurs eux-mêmes qui se les infligent.

Incidence : Cette attitude, que l'on pourrait avec peu d'indulgence appeler « blâmer la victime », pourrait s'avérer très utile. Elle souligne une conséquence évidente pour le consommateur qui se préoccupe peu de la sécurité des produits ainsi que l'importance capitale de chercher les renseignements qui existent et de les utiliser. D'ailleurs, cette attitude va complètement à l'encontre des problèmes

de complaisance et de déférence abordés précédemment. Comme nous l'avons aussi noté précédemment, le défi réside dans la nécessité de s'attaquer à l'opinion d'un grand nombre de Canadiens qui estiment être déjà assez renseignés sur la sécurité des produits et qui disent que seuls « les autres » peuvent être victimes de tels incidents. Cela démontre encore plus l'importance de donner *des exemples personnellement pertinents* qui contraignent les Canadiens à envisager la possibilité d'être victime d'incidents/de subir des blessures similaires s'ils ne se préoccupent pas plus activement de la sécurité des produits.

- ***Les Canadiens ont une vision très restreinte du type de produits dont la sécurité les préoccupe.*** Ils sont le plus préoccupés par les produits dont les risques ont fait l'objet de discussions dans le passé – les jouets et les vêtements d'enfants, les produits chimiques domestiques, les aliments et les automobiles. Il s'agit d'une bonne nouvelle dans la mesure où cela démontre que des messages sur la sécurité peuvent être entendus par la population et qu'ils le sont. Toutefois, cela démontre également une vision exagérément restreinte de la sécurité des produits qui peut mener à la complaisance face à de nombreux autres produits domestiques. D'ailleurs, les succès passés en matière d'étiquetage des produits peuvent avoir l'effet regrettable de faire paraître plus inoffensifs d'autres produits non étiquetés.

Incidence : Dans les communications sur la sécurité, il pourrait être approprié de mettre l'accent sur les produits non traditionnels de façon à élargir la portée de la question de la sécurité aux produits actuellement considérés « sécuritaires ». Cela aiderait également à contrer la complaisance des Canadiens et à briser les stéréotypes en ce qui concerne la façon dont les incidents se produisent et les personnes qui en sont victimes.

- ***Les parents et les autres adultes ne sont pas très différents dans leur approche à l'égard de la sécurité des produits. Les deux groupes répondent de façon similaire à la plupart des questions du sondage et ont des réactions semblables aux énoncés sur la sécurité des produits. Chez les uns comme chez les autres, les enjeux de sécurité ont une résonance plus forte lorsqu'il s'agit de produits destinés aux enfants.***

Incidence : Il n'est aucunement nécessaire de faire une distinction entre les parents et les autres adultes dans les approches de communication. Les deux

groupes ont les mêmes idées en ce qui concerne la sécurité des produits. Cela dit, la sécurité des enfants constitue un sujet qui « accroche » particulièrement les personnes qui sont responsables de jeunes enfants. Il serait possible de miser sur la préoccupation générale à l'égard de la sécurité des enfants pour attirer l'attention des Canadiens sur d'autres aspects de la sécurité des produits et les sensibiliser à la vérification. Il est probable que les communications utilisant la sécurité des enfants comme sujet de départ (ou d'exemple) susciteront davantage l'intérêt de tous les Canadiens, qu'ils soient parents ou non.

- ***Les étiquettes des produits sont la plus importante source de renseignements sur la sécurité des produits pour les Canadiens.*** Pour nombre d'entre eux, l'étiquette est le principal moyen d'évaluer les risques que comportent les produits qu'ils achètent. L'étude qualitative révèle des points de vue mitigés sur les étiquettes de produits; les répondants les considèrent comme une importante source de renseignements, mais les trouvent aussi complexes et difficiles à comprendre.

Incidence : En tant que principale source de renseignements sur la sécurité, les étiquettes représentent une importante voie de communication existante. En outre, pour attirer l'attention des Canadiens vers d'autres sources de renseignements, les étiquettes elles-mêmes pourraient être utilisées pour inciter à l'engagement et proposer des pistes pour obtenir des renseignements supplémentaires, par exemple des lignes d'information et des sites Web.

- ***La plupart des Canadiens savent que la sécurité des produits relève du gouvernement fédéral, mais à peine le tiers sont au courant que Santé Canada en est responsable.*** Qui plus est, presque la moitié des répondants disent ne pas savoir à qui s'adresser pour signaler qu'un produit n'est pas sécuritaire. Cette connaissance limitée n'est d'aucune façon normale ou inévitable. Il suffit de penser, par exemple, au nombre de Canadiens qui savent qui garde nos frontières, qui est responsable de la politique des Premières nations et qui s'occupe des renseignements sur la sécurité nationale. Les Canadiens peuvent et devraient être bien mieux renseignés sur les efforts de Santé Canada dans le cadre du programme sur la sécurité des produits. En dépit du fait que la plupart des répondants ne savent pas que Santé Canada est le ministère responsable de la sécurité des produits, lorsqu'on leur demande d'évaluer l'efficacité de plusieurs

sources de renseignements sur la sécurité des produits, ce sont le site Web, les publications et les avis électroniques de Santé Canada qui figurent au nombre des sources de renseignements jugées les plus efficaces.

Incidence : Pour atteindre l'objectif fondamental de fournir aux Canadiens des renseignements accessibles sur la sécurité des produits, il est essentiel de faire connaître davantage le mandat de Santé Canada en matière de sécurité des produits. Il est également impératif de s'assurer que les produits qui ne sont pas sécuritaires soient signalés rapidement aux instances appropriées. Des efforts soutenus doivent être déployés pour que le plus grand nombre possible de Canadiens sachent à qui s'adresser et comment s'y prendre. Tel qu'énoncé ci-dessous, les résultats montrent que les sources de Santé Canada sont perçues comme étant parmi les plus efficaces pour diffuser des renseignements sur la sécurité dans les questions à choix de réponses.

- ***Même si Santé Canada ne vient pas spontanément à l'esprit comme source de renseignements sur la sécurité des produits, lorsqu'on demande aux répondants d'évaluer l'efficacité de plusieurs sources de renseignements, celles de Santé Canada sont jugées parmi les plus efficaces, même plus que les médias d'information.*** À titre d'exemple de l'efficacité des renseignements de Santé Canada pour les membres de l'audience cible, selon les résultats de l'étude, des renseignements précis et des brochures comme « Votre enfant est-il en sécurité? » surpassent les attentes des participants, et le fait de les placer bien à la vue entre les mains des consommateurs pourrait modifier leur comportement à l'égard de la sécurité des produits. Pour ce qui est des améliorations proposées pour la brochure, les participants suggèrent que l'adresse du site Web y occupe une meilleure place.

Incidence : Ces résultats suggèrent que les renseignements diffusés par Santé Canada, parce qu'ils ne sont pas filtrés, pourraient être d'une plus grande utilité pour les consommateurs que les renseignements filtrés que diffusent les médias d'information. Tel que suggéré précédemment, l'utilisation des étiquettes de produit pourrait être un excellent moyen de faire connaître les coordonnées du site Web et des lignes d'information de Santé Canada.

Effacité des sources de renseignements

Lorsqu'on demande aux répondants d'évaluer l'efficacité de plusieurs sources de renseignements sur la sécurité des produits, trois des cinq sources qui recueillent les meilleures notes viennent de Santé Canada : le site Web (la source la plus efficace), les publications (au quatrième rang) et les avis électroniques (au cinquième rang). Les directives et les renseignements sur les produits que l'on trouve sur Internet en général arrivent respectivement au deuxième et au troisième rangs des sources de renseignements les plus efficaces. Les médias d'information comme les publications destinées aux consommateurs, la télévision, les journaux, la radio ou les magazines sont moins bien notés, alors que les détaillants représentent le moyen *le moins* efficace de diffuser des renseignements sur la sécurité.

Recommandations

Les efforts de marketing social et de communication de Santé Canada en matière de sécurité des produits pourraient être centrés sur le thème ou la question « **À qui revient la responsabilité?** »

Santé Canada pourrait se servir de ce thème central adaptable pour atteindre des objectifs de communication multiples. À la lumière de l'étude, ces objectifs pourraient être :

- Mieux faire connaître les rôles et responsabilités que se partagent les fabricants, Santé Canada et les consommateurs lorsqu'il s'agit de la sécurité des produits. Le message selon lequel la responsabilité en matière de sécurité des produits est partagée par les consommateurs et ne relève pas uniquement du gouvernement ou de l'industrie pourrait servir de fondement à un appel à l'action incitant les gens à se protéger et à protéger les autres.
- Bien identifier le gouvernement comme fournisseur des outils et des renseignements dont les gens ont besoin pour assurer leur sécurité, plutôt que de donner l'impression que « le gouvernement s'occupe de votre sécurité; vous n'avez pas à vous en faire ». Les messages devraient définir le consommateur comme un maillon essentiel de la « chaîne » de la sécurité des produits.
- Mieux faire connaître Santé Canada et son mandat en matière de sécurité des produits.

- Encourager les consommateurs à pratiquer la diligence raisonnable avant de faire des achats et à signaler les produits qui ne sont pas sécuritaires lorsqu'ils en découvrent.
- Donner aux consommateurs une meilleure idée des risques liés aux produits et les sensibiliser à la nécessité d'évaluer la sécurité des produits qu'ils utilisent.
- Démentir la perception selon laquelle des produits plus haut de gamme et une marque de réputation solide réduisent la nécessité de vérifier la sécurité des produits.

Dans ses efforts de marketing social et de communication, Santé Canada devrait chercher à éduquer les Canadiens et les parents en ce qui concerne :

- L'importance de la sécurité des produits et leur rôle en tant que consommateur responsable;
- La mesure dans laquelle les produits sont testés et réglementés au Canada :
 - Pour donner aux consommateurs une idée plus précise de la façon dont la sécurité des produits est gérée au Canada; et
 - Pour donner aux consommateurs une meilleure idée des risques liés aux produits et les sensibiliser à la nécessité d'évaluer la sécurité des produits qu'ils utilisent.

Pour rejoindre les Canadiens, l'étude suggère que les étiquettes de produits soient la toute première source de renseignements sur la sécurité des produits. Dans cette optique, les étiquettes pourraient être utilisées pour encourager les consommateurs à se préoccuper davantage de la question ou pour donner des pistes pour obtenir des renseignements supplémentaires, par exemple des lignes d'aide ou des adresses Internet.

Les sources de renseignements en ligne, comme le site Web de Santé Canada et Internet en général, figurent aux premiers rangs des moyens les plus efficaces de diffuser des renseignements sur la sécurité des produits – devant les médias d'information comme les publications destinées aux consommateurs, la télévision et les journaux. Toutefois, l'étude suggère également que les médias d'information (avec leur objectivité et leur sens de l'urgence et de l'importance) demeureront toujours une

source importante de renseignements et un allié de Santé Canada, en particulier pour tenter de rejoindre les consommateurs qui semblent destinés à demeurer de passifs receveurs de renseignements sur la sécurité des produits, les mises en garde et les avis. Il convient de souligner que les participants au groupe de discussion composé d'autochtones estiment que les médias autochtones seraient un moyen efficace de communiquer avec eux.

Dans les segments clés, les répondants « *ambivalents et mal renseignés* » estiment le plus souvent que le site Web de Santé Canada est une source de renseignements efficace, suivie par Internet en général et les renseignements sur les produits et les directives des fabricants. Les répondants « *complaisants et optimistes* » considèrent le plus souvent les renseignements sur les produits et les directives des fabricants, les publications de Santé Canada et les émissions de télévision comme des sources de renseignements efficaces.

Les répondants « *ambivalents et mal renseignés* » sont le plus souvent d'avis que les avis de sécurité, les renseignements sur les risques d'inflammation et les renseignements sur les tests et la réglementation des produits sont utiles. Les répondants « *complaisants et optimistes* » jugent le plus souvent que les renseignements sur les règles de sécurité à respecter à la maison, les avis de sécurité et les renseignements sur les risques d'inflammation sont utiles.

SOCIÉTÉ IPSOS-REID
CONTRAT H1011-060052/001/CY
DATE D'OCTROI DU CONTRAT : 2006-12-14
Pour de plus amples renseignements sur
cette étude, veuillez écrire à l'adresse
électronique por-rop@hc.gc.ca

DETAILED FINDINGS

Current Product Safety-Related Behaviour

Qualitative Findings – Canadians, Parents and Aboriginal Peoples

Generally, when asked what comes to mind when they think about the safety of consumer products, Canadians, parents and Aboriginal participants focused on household chemicals, children's toys and products, cosmetics, outdoor play equipment and candles.

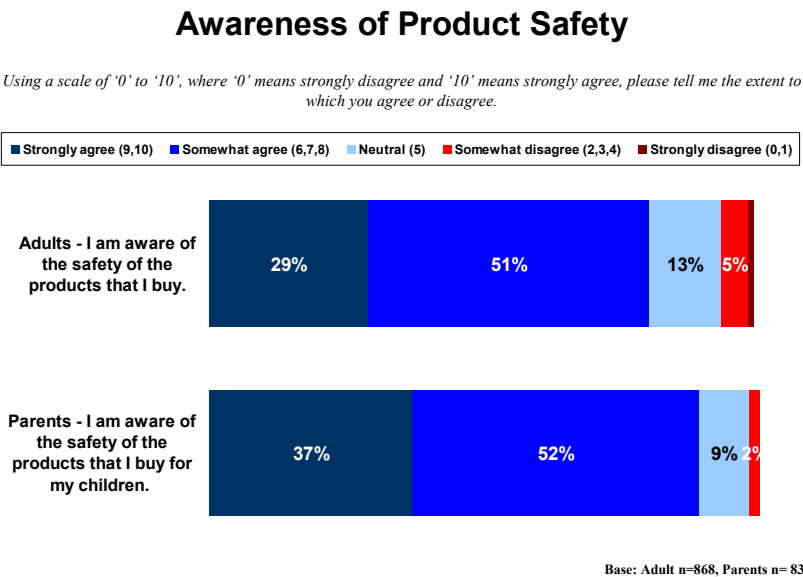
Most participants agreed that consumers are probably not adequately informed about the safety of consumer products. In Winnipeg, some Aboriginal participants were less likely to demonstrate concern regarding the adequacy of information on the safety of consumer products.

Qualitative Findings – "Ambivalent and Uninformed" and "Complacent and Optimistic"

Participants who were recruited to the groups as "Complacent and Optimistic" and "Ambivalent and Uninformed" are not highly engaged or concerned about product safety.

Survey Findings

Canadians, including parents, believed they are aware of the safety of the products they buy.² Specifically, 80% of adults³ said they were either *somewhat* aware (51%) or *very* aware (29%) of the safety of products they buy. An even higher proportion of parents (89%) said they are aware of the safety of products they buy *for their children*; including 37% who said they are *very aware*.



These overwhelming professions of awareness are somewhat tempered by the large proportion of Canadians and parents who claimed only to be *somewhat* aware of the safety of products they buy. This certainly indicates that room for improvement exists – even in the minds of consumers themselves. Nonetheless, the fact that almost no Canadians said they are *unaware* presents a communication challenge insofar as there

² After answering one question (discussed later) respondents in this survey were specifically told: “From this point on within this survey, when we refer to products, we are referring to household products that you and your family might use, we are not referring to food products, medication, electrical products or automotive products.”

³Where appropriate, parents n=832 and adults n=868 were streamed through separate questions.

is no perception of an urgent or pressing personal need for information among the population.

Canadians under 35 (17%) were much less likely than people 35 to 54 (32%) or 55 and over (34%) to *strongly agree* that they are aware of product safety.

Verification of Product Safety Behaviour

Qualitative Findings – Canadians, Parents and Aboriginal Peoples

Some participants indicated that they assess the safety of the product at the point of purchase, while others said that they conduct some research, often on-line prior to making a purchase. Still others said that they may not consider the safety of products until they are at home, or read the product warning labels and assembly instructions until something goes wrong with the product.

Assessment of product safety appears to be triggered among some participants by the cost of the product (big-ticket products are worth investigating), a huge price variation (on similar products), a product warning that they may have heard about, or when using a new product. That said, few participants mentioned product warnings.

Significantly, several participants noted that they did not think through the safety of “smaller ticket” products, or products they purchased from reputable retailers or brand manufacturers.

These findings are consistent with those of the groups with Aboriginal participants in Winnipeg.

Qualitative Findings -- “Ambivalent and Uninformed” and “Complacent and Optimistic”

Few participants who were recruited to the groups as “*Complacent and Optimistic*” and “*Ambivalent and Uninformed*” indicated that they routinely research the safety of the products they buy prior to purchase. They tend to rely on their own instincts regarding the safety of the products they purchase, or “in store” assessments during which they visually assess the product e.g.: checking for loose or small parts, or by reading the package instructions or product label information prior to purchase.

Several participants indicated that they find label information such as ingredients confusing and too complex, or in the case of product safety warnings – simply overstated by the manufacturer as a means to avoid any form of liability;

Instead of expert opinion or factual statistical information, many participants indicated that their assessment of product safety is “hit and miss” and to a great extent relies

upon past experience, the recommendations of family and friends, brand reputation, price and often generalized “Google” searches on the Internet.

To a lesser extent, a few participants indicated that they check for the Canadian Standards Association (CSA) rating.

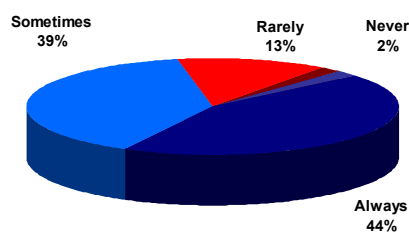
Survey Findings

Reflecting their claim to relatively high awareness of product safety, most Canadians and parents claimed to specifically check the safety of products they buy at least *sometimes* - 83% of Canadians and 92% of parents. These figures include 44% of Canadians and 59% of parents who said they *always* check the safety of products.

Frequency of Checking for Product Safety Information

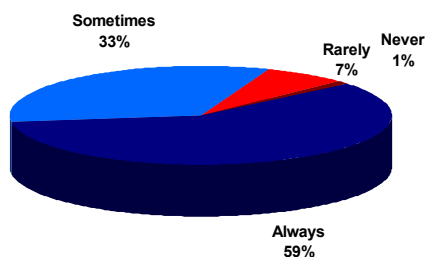
Do you always, sometimes, rarely, or never check the safety of the products that you buy?

Canadians



Do you always, sometimes, rarely, or never check the safety of the products that you buy?

Parents



Base: Canadians n=1,200, Parents: 832

These results should be read in the context of results discussed later which show between one-quarter and one-third of Canadians said they did not have the time to check the safety of all the products they buy.

Women (47%) were more likely than men (42%) to say they *always* check the safety of products they buy. This behaviour *increased* with age. While 34% of those under 35 *always* check products for safety, this was claimed by 52% of people 55 and older. Conversely, while 55% of people with high school education or less said they *always*

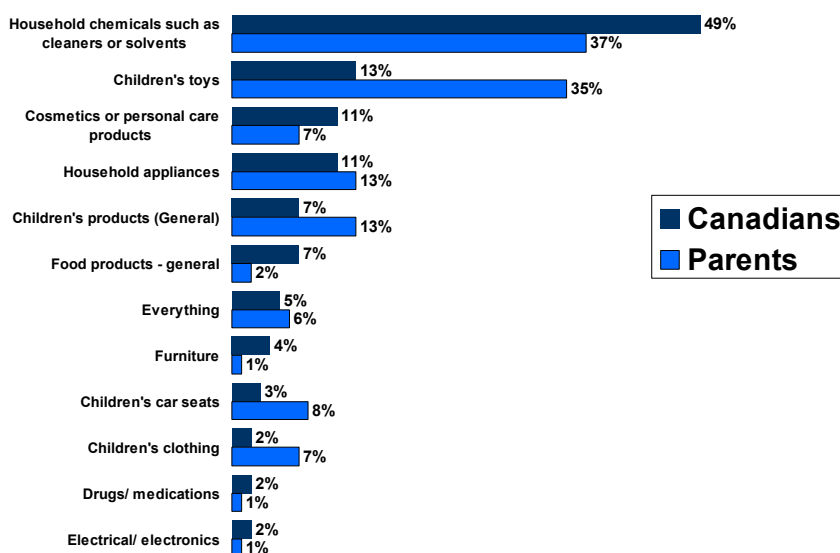
check the safety of products, this dips to 40% among those with university education. Interestingly, 61% of Canadians born outside Canada said they *always* check for safety.

When asked unprompted to name products they check for safety, the most commonly-mentioned products were household chemicals. Almost one-half of Canadians (49%) and one-third of parents (37%) mentioned that they check these products. Parents were more focused on children's products, mentioning toys, car seats and clothing in larger numbers than other adults.

Beyond household chemicals and children's products, the most commonly-checked products were cosmetics and personal care products, household appliances, food and furniture.

Products Which Canadians Check for Safety

And, which products do you check the safety of? (Open ended question)



Base: Canadians who ever check safety of products Canadians n=1,163, Parents: 820

There were few regional differences in these results, except with regard to household chemicals. While between 43% and 49% of Canadians in most provinces specifically mentioned these products, fully 59% of Quebecers mentioned household chemicals.

Overall, women were 5% to 7% more likely than men to say they check the safety of most of these products.

This study asked participants whether they check the safety of each item *before* purchase, *after* purchase or *both*. As the following table shows, the overall results make it clear that almost all safety checking occurs before purchase.⁴

Product	Canadians		Parents	
	n	Percent Checking Before Purchase*	n	Percent Checking Before Purchase*
Strollers	7	100%	13	92%
Children's furniture	7	100%	18	83%
Clothing	35	96%	0	-
Children's clothing	21	96%	46	99%
Children's toys	152	92%	273	95%
Outdoor play equipment	11	92%	13	91%
Cribs	12	91%	20	88%
Household chemicals	572	90%	320	93%
Children's products	81	89%	89	96%
Cosmetics	122	86%	57	94%
Car Seats	35	84%	81	92%
Appliances	124	79%	69	93%
Includes those who said they check before purchase or both before <i>and</i> after. These percentages subtracted from 100 will yield the percentage that check safety only after purchase. For example, Parents – 95% of parents said they check safety of children's toys (82% before and 13% both before and after), the remaining 5% said that they only check after purchase. No respondents said they "don't know."				

* Note small base size. Interpret with caution. See footnote below.

There were no significant demographic or regional differences related to the results in the foregoing table.

⁴ Note that products for which there are fewer than 5 cases in total have been omitted from these tables. The small samples for most products render these results *directional* rather than *statistically certain*. Nonetheless, the overwhelming direction of the numbers would appear to make a clear case that when products are assessed for safety, this is done before purchase.

How Product Safety is Determined

Qualitative Findings – Canadians, Parents and Aboriginal Peoples

When asked, participants said that they often determine product safety by reading the product label or sticker, by relying on organizational approvals from organizations such as the Canadian Standards Association (CSA) or neutral consumer associations, or by trusting reliable companies or brands.

Many participants also observed that they rely on the product recommendations and experiences of their family and friends. Some participants said that they simply do not check product safety. This finding was consistent within the Aboriginal focus groups in Winnipeg.

As in 2003, this study confirms that among participants who do not seek out information on the safety of products they buy and use, complacency is linked to the trust they have in the Canadian marketplace. This trust is supported by a common misperception that all products are tested for safety in Canada, and the tendency to default to brand reputation instead of assessing the safety of the product.

Qualitative Findings – "Ambivalent and Uninformed" and "Complacent and Optimistic"

Few participants indicated that they routinely research the safety of the products they buy prior to purchase. They tended to rely on their own instincts regarding the safety of the products they purchase, or "in store" assessments during which they visually assess the product e.g.: checking for loose or small parts, or by reading the package instructions or product label information prior to purchase.

Several participants indicated that they find label information such as ingredients confusing and too complex, or in the case of product safety warnings – simply overstated by the manufacturer as a means to avoid any form of liability.

Instead of expert opinion or factual statistical information, many participants indicated that their assessment of product safety is "hit and miss" and to a great extent relies upon past experience, the recommendations of family and friends, brand reputation, price and often "Google" searches on the Internet.

To a lesser extent, a few participants indicated that they check for the Canadian Standards Association (CSA) rating.

"I see what my friends recommend."

"If the family has been using it for years then it should still be safe."

"If it is a good brand, I don't check out the product's safety."

"I read the information on product labels."

« Moi, j'irais plus dans la qualité, les casques des enfants je les ai acheté chez un spécialiste en vélo, j'ai demandé les informations pour la sécurité et l'ajustement. »

« Je me suis fier au vendeur, s'il est vendeur il a des normes à respecter. »

« Ce sont les logos. »

« Moi mon mari s'y connaît et je lui fait confiance. »

The following chart illustrates the main drivers of product verification according to the focus group participants.

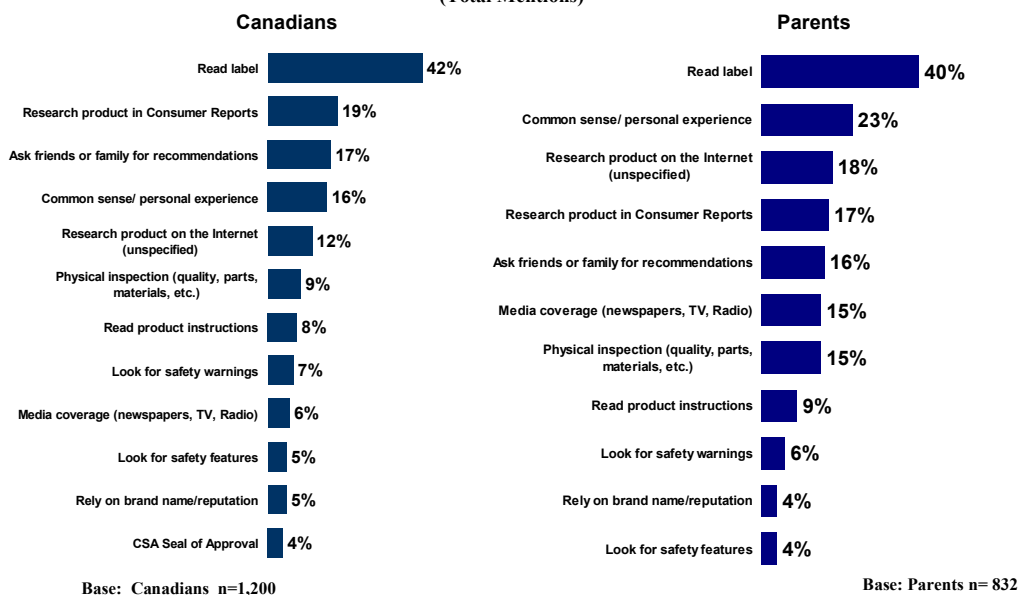


Survey Findings

What actions constitute 'checking' the safety of the product? The answers Canadians give to this open-ended question highlight the importance of product labelling. Reading the label is by far the most commonly-reported means of checking safety among both Canadians (42%) and parents (40%). Also important were *Consumer Reports*, friends and family, Internet research and common sense. Product instructions were not an important source for most Canadians, reflecting the fact that this question is about assessing the safety of a *potential purchase* and detailed instructions are sealed in packages not accessible before making a purchase. The low ranking of brand is perhaps an understatement, given the importance Canadians place on these symbols of safety as noted later. However, the infrequent mention of CSA and other standards or certifications is certainly notable.

Ways of Determining Product Safety

Now thinking about product safety, how do you as a consumer determine whether or not, a product that you are thinking of buying is safe or not?
(Total Mentions)



While *Consumer Reports* is mentioned by 19% of respondents across Canada, this figure is only 6% in Quebec (where the publication is called *Protegez-Vous*.) *Consumer Reports* is used more often by Canadians with more education – only 9% of those with high school education or less compared to 27% of those with university education.

Internet research is mentioned much more often by more educated Canadians, increasing from 2% of people with less than high school education to 9% of high school graduates, 13% of people with some post-secondary education and 17% of university graduates.

Relevance of Product Price to Product Safety Verification

Qualitative Findings – "Ambivalent and Uninformed" and "Complacent and Optimistic"

Participants generally consider that high product price at times offsets the need to verify the safety of the product. Quebec City participants generally felt that in instances where they do take product safety into consideration this has more to do with not wanting to be out of pocket big dollars more than wanting to make sure they are safe.

Additionally, some participants said that the need for some products may offset the potential risk associated with the product. Interestingly, some participants (primarily those in Quebec City) suggested that a 'buyer beware' attitude is often taken i.e., "you get what you pay for". For these individuals, the need to assess product safety or expect any recourse should a product be determined to be unsafe is simply not realistic. Overall participant responses generally reflect both their ambivalence toward product safety as well as how they assess risks associated with product safety.

"I think that if it is more expensive – then it is safer."

"Well, I find a balance – I buy the mid-range product and hope for the best."

"As the price increases, one can expect the quality to do so along with the brand reputation – so you don't have to assess product safety."

"I am less likely to check the safety of higher end products – you assume that they are of a better quality and therefore safer."

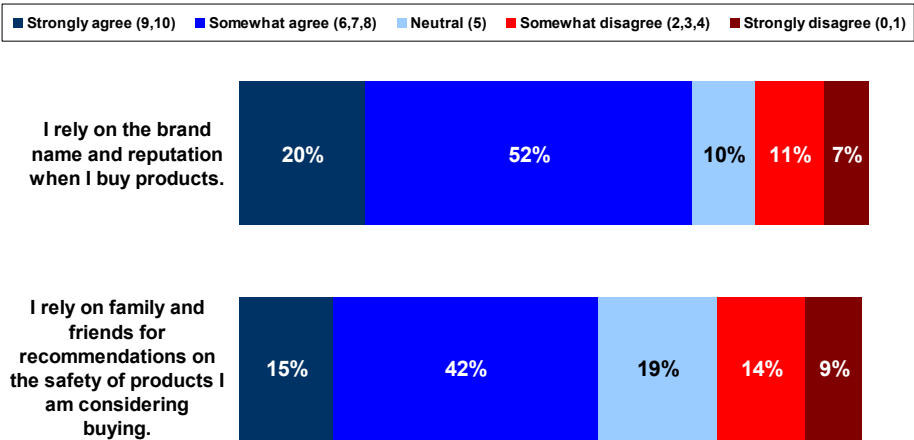
« Plus je paie cher, plus je me sens en sécurité. »

Survey Findings

While few mentioned *brand* or *family recommendations* among the top ways of determining product safety on an open-ended basis, both elements were considered important sources of safety information by majorities of Canadians when prompted. As the following figure shows, 72% said they rely on brand as a proxy for product safety when purchasing. A further 57% said they rely on the recommendations of friends and family. Thus, these influences do play a somewhat larger role than might be assumed from the open-ended results discussed earlier. Nonetheless, respondents tended to *somewhat* agree with these statements, confirming that neither brand nor family and friends are *major* sources of safety information for more than one-fifth of Canadians.

Role of Brand Name and Family/Friends in Determining Safety

Using a scale of ‘0’ to ‘10’, where ‘0’ means strongly disagree and ‘10’ means strongly agree, please tell me the extent to which you agree or disagree.



Base: Canadians n=1,200

Time as a Key Barrier to Product Safety Verification

Qualitative Findings – "Ambivalent and Uninformed" and "Complacent and Optimistic"

Time is a key barrier to product safety verification. Most focus group participants simply said they don't have or take the time to consider the safety implications of every product that they buy. It is seen as impractical and, in some cases, unnecessary, particularly for products that are deemed to be necessities or that have been used for years.

"When I go to a store – I have my list and I don't have time to check the safety of products"

"It isn't practical."

"If I have been using something for years. That is good enough for me."

« Mais tu le sais si tu es un utilisateur du produit. »

« Non cela ne m'empêchera pas même s'il y a pas d'étiquette, si je connais le produit ça me suffit. »

« On utilise toujours la même chose. »

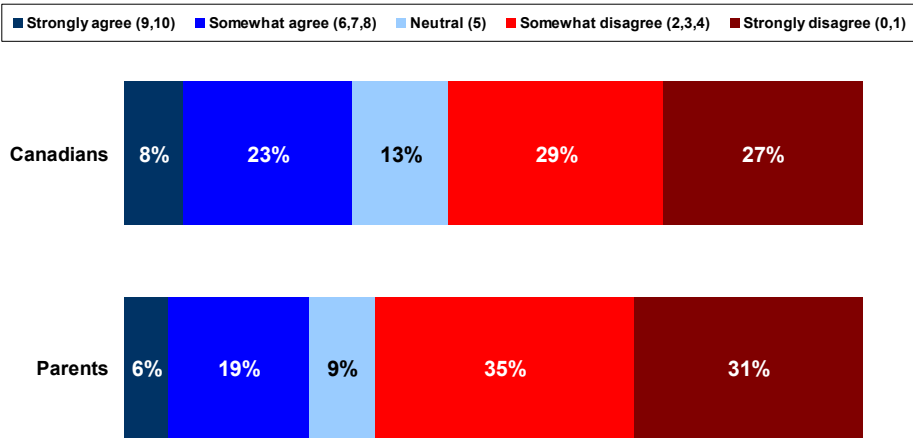
Survey Findings

Some Canadians said they do not have the time to check out the safety of all the household products they buy, but most disagreed. Specifically, 31% of Canadians and 25% of parents agreed they lack the time for such safety checks.

Time Barriers to Product Safety Verification

Using a scale of '0' to '10', where '0' means strongly disagree and '10' means strongly agree, please tell me the extent to which you agree or disagree.

I do not have the time to check the safety of all the products I buy.



Base: Canadians n=1,200, Parents: 832

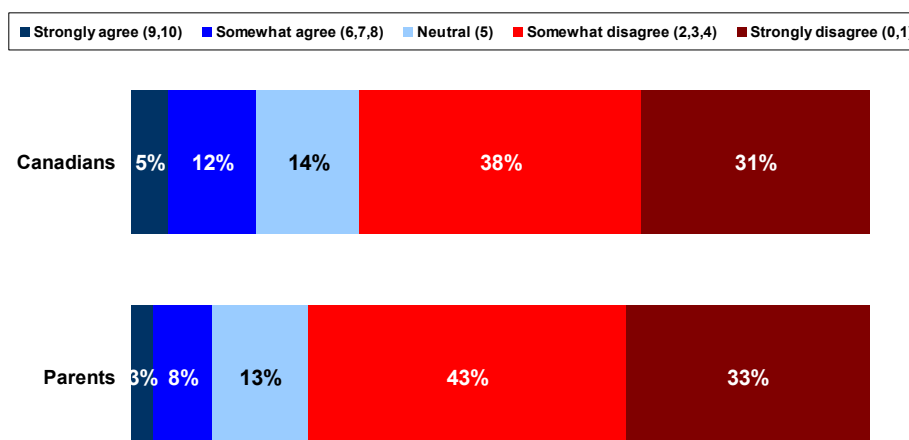
Canadians with some university education were less likely (6%) than others (13%) to *strongly agree* that they lack the time to do safety checks on their purchases.

While a solid majority of Canadians and parents said they *do* have time to do safety checks, an even larger number rejected the suggestion that they might do safety checks only on more expensive household items. Two-thirds of Canadians (69%) and three-quarters of parents (76%) explicitly *disagreed* with this suggestion. Evidently, whatever factors may influence whether or not safety checks are conducted, Canadians said that price is not among them.

Relevance of Product Price to Product Safety Verification

Using a scale of '0' to '10', where '0' means strongly disagree and '10' means strongly agree, please tell me the extent to which you agree or disagree.

I only check out the product safety of more expensive products such as furniture.



Base: Canadians n=1180, Parents: 827

The percentage that agreed they only check the safety of more expensive items is higher among people with less than high school education (32%) than among those with a university education (13%). This was similar by income group, with those earning less than \$25,000 (23%) more likely than those earning \$60,000 or more (11%) to agree that they only check the safety of more expensive items.

Trends in Risk

Qualitative Findings – "Ambivalent and Uninformed" and "Complacent and Optimistic"

Most participants said that a certain degree of risk must be expected and that it varies depending upon the type of product, and decreases as quality, brand reputation and price increase.

Higher end products (brand names or more expensive products) were often regarded as safer. In terms of less expensive products, participants said that "you get what you pay for" and that it likely isn't worthwhile returning or complaining about the product. In some instances, participants felt that when it comes to "the necessities"; risk is offset by the consumers need for the product.

Few indicated that in the event of an unsafe product they would complain to the manufacturer, government authorities, or consumer groups – instead they said that they would either return it to the retailer, stop using the product and/or simply discard it.

As a concept risk is viewed by most participants as something:

- To be expected;
- That varies in degree depending upon the type product;
- That may be seen to diminish as the quality, price or the brand reputation increases;
- That may be manageable if the product is used in a safe manner (e.g. tools, sporting equipment etc);
- That is often overstated by manufacturers in order to offset any legal liability in a mishap;
- That should be managed to keep the family safe;
- That may be greater depending upon whether the product is an item to prevent injury such as a helmet;
- That is more important for products that are intended for children or with which children might come in contact; and,
- That is more likely to be considered when the product is intended for use by a child, senior or loved one.

"I automatically assume that there is risk, but hope there will not be."

"I generally expect things like furniture to be risk free."

"I look at expiry dates on product labels."

"It depends upon what you are buying and what you are going to use it for."

"There are some things that are necessities – you need them regardless of the risk."

"If it is something that puts a child at risk – you might look at it closer."

"I agree – no product can be risk free."

"Risk matters when a loved one could get hurt."

« Moi je regarde la conception, les pièces amovibles, je fais l'évaluation moi-même, je le fais à chaque fois. »

« Moi je trouve que c'est presque une parano, lorsque je consomme je suis très méfiant. »

« Qualité égale sécurité. »

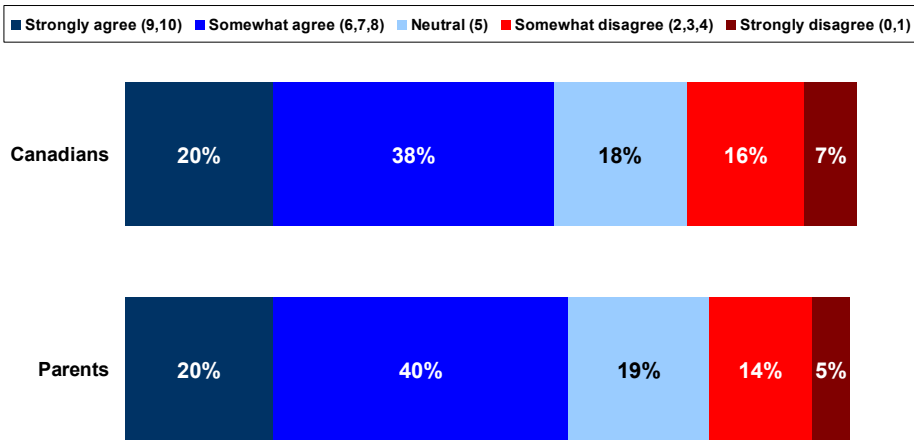
Survey Findings

Is life in general more risky now than it was ten years ago? The majority of Canadians believed it is. Fifty-eight percent of Canadians and 60% of parents agreed that Canadians face *significantly* more risk than they did just ten years ago. (It is important to recall that this question relates to all risk, not only product safety.)

Perceived Trend in Overall Risk

Using a scale of 0 to 10 where 0 means you strongly disagree and 10 means strongly agree please tell me if you agree or disagree that:

Canadians face significantly more risk in their everyday lives compared to 10 years ago.



Base: Canadians n=1,200, Parents: 832

The percentage of people who agreed that risk has increased significantly in the last ten years is highest in Quebec (67%) and lowest in British Columbia (52%). This belief also increases with age and decreases with education. From 54% of those aged 18 to 34, the percentage believing risk has increased jumps to 64% among those 55 and older. While 71% of Canadians with a high school education or less agreed with this statement, this view is shared by only 58% of university-educated Canadians and just 46% of university graduates. Finally, women (66%) were much more likely than men (50%) to believe that risk has increased significantly in the past 10 years.

Importantly, the underlying motivations for the widespread perception of greater risk in the general population were not associated with security issues, terrorism or potential pandemics. Instead, the top four causes for Canadians were: *increased crime*, the availability of *more dangerous choices*, *riskier lifestyles* and *greater pollution*. While crime and pollution are external sources of risk, it is useful to note that riskier lifestyles and the availability of more dangerous choices are fundamentally about individual decisions. Thus, Canadians felt the environment is not riskier solely due to external factors, but also because of risky choices people are making for themselves.

Sources of Increased Risk		
And why do you say that? (Based on respondents who agreed that "Canadians face significantly more risk in their everyday lives compared to 10 years ago.")		
	<i>Canadians</i>	<i>Parents</i>
More crime/ violence	19%	14%
More dangerous choices available	16%	6%
More pollution	14%	15%
Riskier lifestyles	12%	20%
Busier streets/ highways/ more cars	11%	13%
Faster paced lifestyles	11%	11%
Nobody cares for others/ no punishment for actions	7%	1%
Infectious disease	8%	8%
It's a different world/ things changed	7%	2%
Terrorists/9-11/Afghanistan/War/Global issues	6%	12%
More drugs	6%	4%
Risky driving	6%	4%
Increased population	5%	2%
Preservatives/additives in food	4%	4%
	Base: Canadians % Agree risk has increased n= 703	Base: Parents % Agree risk has increased n= 436

There were no major differences between parents and other Canadians in general on the question of why life is riskier today than ten years ago, although security and terrorism concerns, as well as riskier lifestyles were somewhat more evident.

Perceived Safety of Consumer Products

Qualitative Findings – Canadians, Parents and Aboriginal Peoples

To a great extent, most participants assume that if a product is for sale in Canada that it is safe. This complacency is linked to assumptions concerning product safety and testing.

Within the Mississauga groups, participants did not distinguish between the safety of consumer products manufactured in Canada or “off-shore”. While some older participants suggested that in the past, they might have assumed that “off-shore” goods may not be as well made, most participants did not convey any more concern about the safety of consumer products from other countries.

Interestingly, few participants expressed much scepticism about the claims made by manufacturers of consumer products, perhaps due to widespread acceptance of the maxim “buyers beware.” Participants also generally think that brand name, retailer and the type of product all affect acceptance of the claims made by manufacturers. For some participants, it was a “given” that an anti-aging product could not reverse the effects of aging, and that such claims are merely part of the marketing “hype”. In other words, most felt that consumers put little faith in the claims made by manufacturers, and few believed that the government tests these products to confirm the claims made by manufacturers.

Participants in Montreal have mixed opinions about whether a product should be deemed safe simply because it is available in the Quebec marketplace. For some, there is an assumption that minimum safety standards exist and that the product manufacturers comply with these standards – this is particularly true in the case of electrical products, and household cleaning products. Others were less convinced that this is the case, and suggested that if safety standards exist, they are likely only minimum standards, intended to protect the manufacturer from possible liability as much as they are to protect the consumer from possible injury.

Additionally, most expressed doubt that there is a mechanism in place to ensure that products manufactured elsewhere, but available in the Canadian market place, are tested to ensure safety standards.

With regard to the warnings provided about consumer products, there is also a sense among some participants that product warnings may approach the ridiculous (for example, "Warning: Hot Coffee"), and that this may be attributed to the manufacturer's fear of litigation.

These findings were consistent with those of the Aboriginal groups in Winnipeg.

Qualitative Findings – "Ambivalent and Uninformed" and "Complacent and Optimistic"

When asked about the risks that might be associated with products, participants immediately refer to manufacturer safety warnings. Participants in Halifax and Vancouver felt that the manufacturers were first and foremost protecting themselves from any legal liabilities, and secondly warning consumers about any potential risks associated with their product. Quebec City participants also wondered about the usefulness of safe usage instructions that more often than not are poorly translated and that state the obvious.

Generally speaking, perceptions of manufacturer product safety warnings tended to be negatively impacted by warnings that are deemed to state the obvious or that assert what are considered by many to be unlikely worst case scenarios.

In Vancouver, particularly among the adult group, perceptions of product safety warnings were also influenced by prior public health warnings regarding the recent boil water warning in Vancouver, Bird Flu and SARS – all of which several participants felt had been unnecessary given that no one had been affected to the degree that the warning suggested that they might.

"They have to state the obvious and the worst case scenarios to cover their butts."

"Come on some of the warnings are so stupid."

"How stupid do they think we are?"

"If something goes wrong they can blame the consumer and say that they didn't use the product correctly."

"They warned us about Bird Flu, about the need to boil water here in Vancouver and SARS – was anyone here affected?"

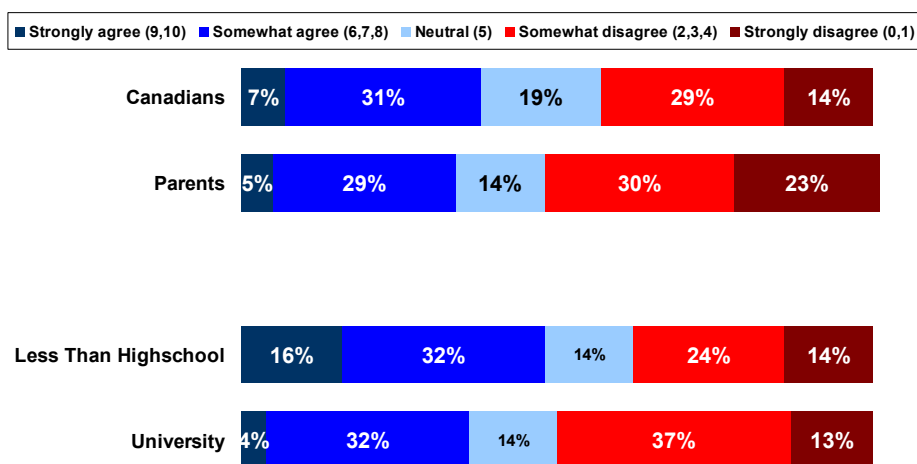
Survey Findings

Most Canadians said they do not assume that products are safe simply because they are available for sale to the public, but significant minorities did say this. For example, 38% of Canadians and 34% of parents agreed that "if a product is for sale to the public, I am confident that it is safe."

Perceived Safety of Products for Sale

Using a scale from '0' to '10', where '0' means strongly disagree and '10' means strongly agree, please tell me the extent to which you agree or disagree.

If a product is for sale to the public, I am confident that it is safe



It is noteworthy that Canadians with less than a high school education (48%) were significantly more likely than those with a university education (36%) to agree that if a product is for sale, they are confident it is safe.

Perceptions about Product Safety and Product Testing in Canada

Qualitative Findings – Canadians, Parents and Aboriginal Peoples

It is clear that most participants, including Aboriginal participants, were not knowledgeable about how the safety of consumer products is determined or regulated, or how consumer products are tested.

Many participants assume that if a product is for sale in Canada, either the manufacturer or some governmental agency has tested it. Nonetheless, there is some sense that the government is unlikely to have the resources to test all consumer products in Canada.

Qualitative Findings – "Ambivalent and Uninformed" and "Complacent and Optimistic"

There is a general assumption and acceptance among focus group participants that most products are tested for safety before they reach the store shelf. Most believed that testing is carried out by the federal government before a product can be sold in Canada, and in the case of imported products, before they can be imported to Canada.

In Vancouver, parents were somewhat more likely to believe that some product testing was carried out for "some" products by "someone". Quebec City participants were more specific saying this was likely already being done by government, manufacturers or consumer safety advocate groups. Interestingly, participants often assume that retailers, for reasons of reputation and liability, seek to ensure that the products they sell are safe. To a limited extent, some participants have given some consideration to how cheaper or lower end products may not have been tested for safety. In such cases, like second-hand products – "you get what you pay for."

Interestingly, many participants seemed to agree on the implications of a global market and overseas manufacturing on product safety. Specifically, they assume that product risk increases in countries with lower end labour markets. They also understand how a product may be comprised because of components made in different countries.

The findings of this study suggest that concerns regarding the safety of imported products are mitigated by:

- Assumptions regarding safety testing;
- Assumptions about lower end products and quality e.g.: "You get what you pay for."; and,
- Assumptions regarding Canada's import laws for consumer products.

"It has to be tested before it reaches the market – right?"

"Well, cheaper stuff might not be, but you get what you pay for."

"Customs has to check it before it can come into Canada and be sold."

« Pour les lits pour bébés, il y a des normes, mais le prix fait aussi une différence. »

« Les normes électriques doivent être respectées. »

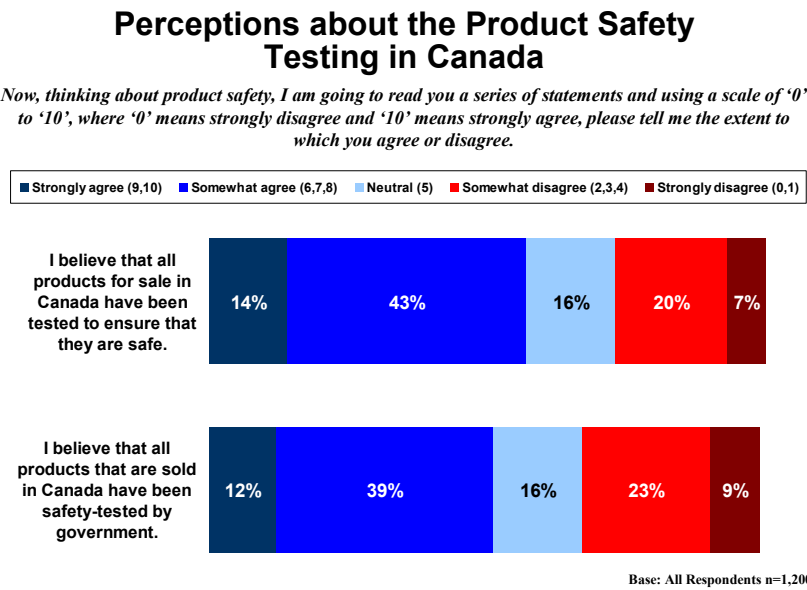
« Oui, je croyais que tous les produits étaient testés et approuvés. »

« Tous les produits ne sont pas testés? »

« Même si un produit est fait en Chine, c'est selon des normes Canadiennes. »

Survey Findings

Most Canadians (57%) believed that all products for sale in Canada have been tested to ensure they are safe. Furthermore, 51% believed that all products have been tested by the *government*, while 32% disagreed.



About half of parents believed that all products for sale in Canada have been tested to ensure they are safe (51%), and similarly that all products have been safety-tested by government (50%).

The contrast between the foregoing results is informative: While 57% believed all products are tested prior to sale and 51% believed this is done by the government specifically, only 38% said that they automatically trust the safety of any product on the markets as discussed earlier. Once again, we see evidence that consumers are confused about the safety of the products they buy.

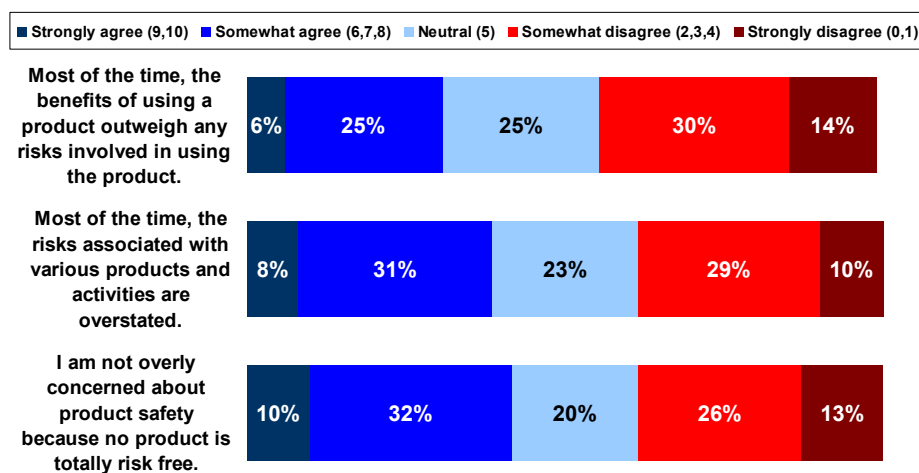
There were no significant regional or demographic differences associated with these results.

The findings of this research indicate a real ambivalence or uncertainty about the level of risk associated with consumer products. For example, 31% believed the benefits of most products outweigh the risks, while 44% disagreed. Similarly, 39% believed that product risks are generally overstated, while 39% disagreed. Finally, 42% of Canadians were inclined to agree with the statement “I am not overly concerned about product safety because no product is totally risk free”; 39% of Canadians disagreed.

Taken together, these results suggest ambivalence or uncertainty about product safety, likely linked to the experiences of individual respondents and the particular products they were thinking about. This ambivalence is highlighted by the 20% to 25% who said they cannot offer an opinion on these issues.

Perceptions of Risks and Benefits

Using a scale of ‘0’ to ‘10’, where ‘0’ means strongly disagree and ‘10’ means strongly agree, please tell me the extent to which you agree or disagree.



Base: Canadians n=1,200

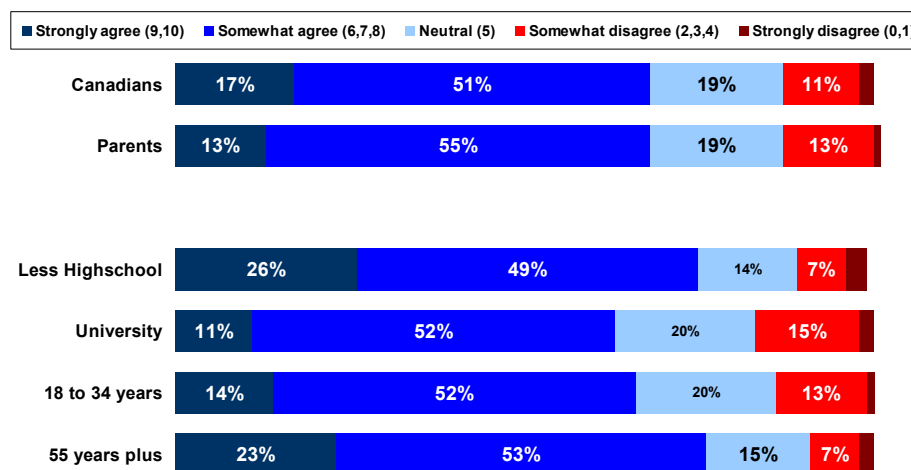
Parents were about 5% less likely to agree with these statements than were Canadians in general.

Without question, some of this ambivalence stems from uncertainty about the actual level of risk which exists – an assessment few Canadians were well-positioned to make. Part of this uncertainty relates to increasingly complex or obscure risks (associated, no doubt, with more complicated products.) Thus, 68% of Canadians (and 68% of parents) agreed that “more and more risks to our safety stemming from consumer products are caused by factors we don't know much about.” This finding is critical because it points to a perception among Canadians that product risks are increasingly impossible for consumers to understand or assess, due to the nature of the products themselves. In a world where risks are harder for individual consumers to assess, the need for expert oversight increases.

Unknown Risks Associated with Products

Using a scale of '0' to '10', where '0' means strongly disagree and '10' means strongly agree, please tell me the extent to which you agree or disagree that:

More and more risks to our safety stemming from consumer products are caused by factors we don't know much about.



Base: Canadians n=1,200, Parents: 832

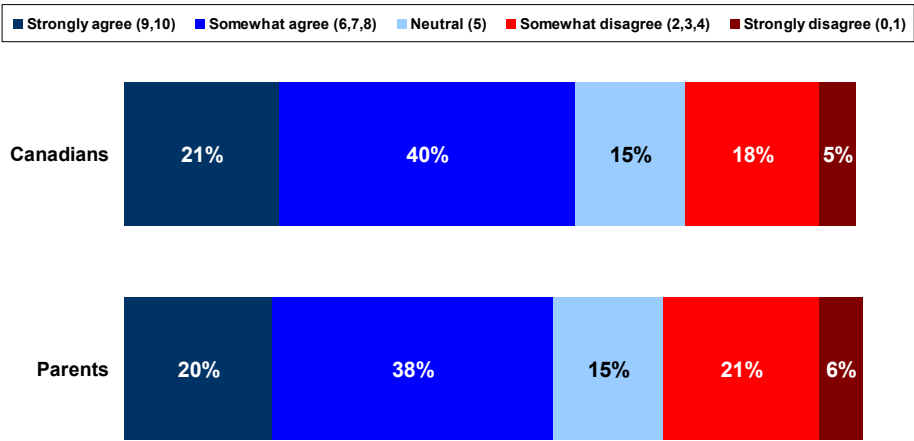
Those with less than a high school education (75%) and older respondents (55 years and older: 76%) were more likely than those with a university education (63%) and younger respondents (18 to 34 years: 66%) to agree that more and more risks from consumer products are caused by factors we don't know much about.

The perceived need for expert oversight is highlighted by the fact that 61% of Canadians and 58% of parents agreed that “only the experts can verify the safety of consumer products that I buy.” While 23% and 27% of each group disagreed with this statement, it is nonetheless clear that many Canadians felt ill-equipped to make full assessments of product safety themselves.

Role of Experts in Verifying Product Safety

Using the scale of ‘0’ to ‘10’, where ‘0’ means strongly disagree and ‘10’ means strongly agree, please tell me the extent to which you agree or disagree with each of the following statements.

I believe that only the experts can verify the safety of consumer products that I buy.



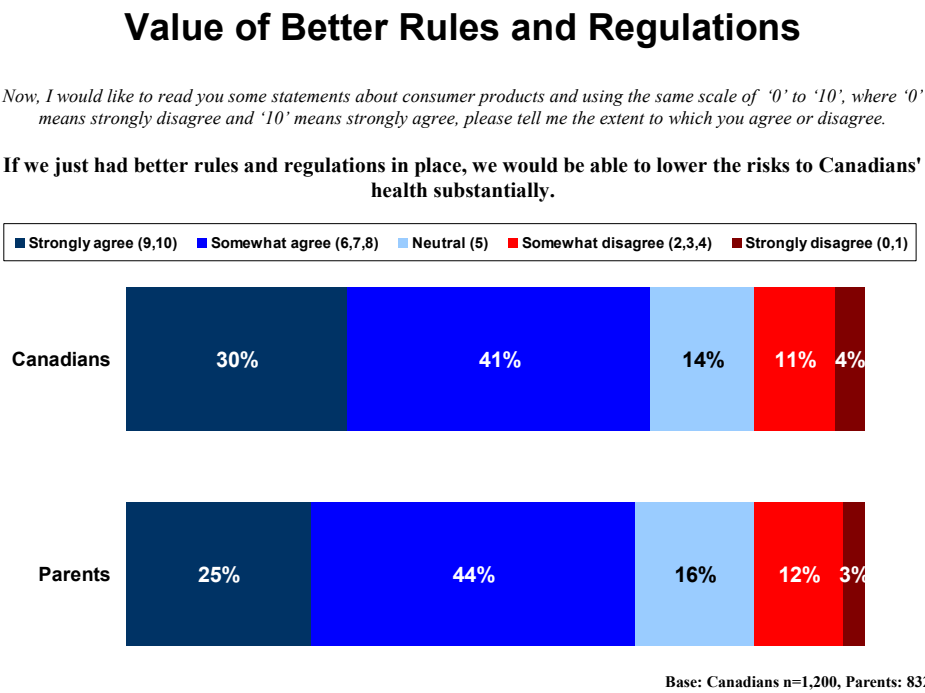
Base: Canadians n=1,200, Parents: 832

This finding does not mean, of course, that consumers do not *try* to assess safety themselves, as noted earlier they do. Nonetheless, they felt expert testing is needed for a comprehensive picture and, critically, to provide the label information which many use to assess safety themselves.

Quebecers (72%) were much more likely than people in other provinces (50% to 59%) to believe that only experts can judge product safety. Immigrants (68%) were also more likely than other Canadians to hold this view, as were people with lower levels of education and income.

Value of Better Rules and Regulations

Interestingly, expert oversight is not just a theoretical preference among Canadians; it is actually expected to significantly increase the safety of the population. As the following figure shows, 71% of Canadians and 69% of parents believed that better rules and regulations would lower health risks to Canadians *substantially*. Fewer than one-in-five disagreed. Immigrants (83%) were even more likely to agree with this idea than were other Canadians.



The corollary to this finding is clear – Canadians must feel that substantial health risks to Canadians currently exist at least partially because rules and regulations are insufficient.

Safety of Consumer Products: Roles and Responsibilities

Qualitative Findings – Canadians, Parents and Aboriginal Peoples

Most participants felt that manufacturers hold primary responsibility for protecting consumers from unsafe products, and that the government should enforce safety standards. In other words, government should oversee the safety of products. This finding is consistent with those of the Aboriginal groups in Winnipeg.

When asked which government agency might be best suited to oversee product safety, participants have a hard time deciding – for some, this should be handled by Industry Canada; a few also mentioned Health Canada. Participants did raise some concerns regarding the costs and practical implications of Government taking on such a role; that is, is it realistic for Government to oversee product safety for each and every consumer product being offered in the Canadian marketplace?

While Health Canada is mentioned by a few, it is not top of mind for most when it comes to consumer product safety. Few participants directly associated Health Canada with the safety of consumer products. This may be due in part to a perception that Health Canada's overview function primarily involves food and drugs. However, participants generally have good things to say about the department; it is seen as an authoritative source of information on health-related issues, and its involvement in product safety certainly speaks to the government's commitment to consumer product safety.

Some participants expressed a belief that consumers themselves have a responsibility to protect themselves from unsafe products. These participants argued that consumers should pay greater attention to consumer reports and warnings, as well as research the safety of the consumer products they are considering purchasing. Some participants also felt that consumers should take the time to read the product warnings about safe use and assembly that accompany products.

Qualitative Findings – "Ambivalent and Uninformed" and "Complacent and Optimistic"

When purchasing consumer products focus group participants generally believed that in order for a product to reach the retail shelves that some form of safety standards or testing have confirmed the safety of the product. Both general public participants and parents participants said the greatest responsibility for product safety rests with the manufacturer and retailer. Many participants rely on the retailer to ensure that their stores sell safe consumer products.

Participant views regarding the role of government as it relates to product safety were mixed at best. Participants have only a vague idea of which level of Government or department is involved in product safety. Many participants assume that Canadian Border Security ensures that products are safe before they can be imported for sale in Canada.

Once engaged on product safety – most participants felt that government should:

- Set and enforce safety standards;
- Issue safety warnings and recalls;
- Educate Canadians about product safety; and,
- Ensure that the safety of products is verified.

"The manufacturers are responsible. They sell the products"

"Government. Something called "Consumer and Corporate Affairs?"

"Consumers. They need to take responsibility."

« L'office de la protection du consommateur. »

« Il est important que le client comprenne ce qu'il achète. Il est important de lire les informations. »

"Health Canada should let us know about problems with consumer products."

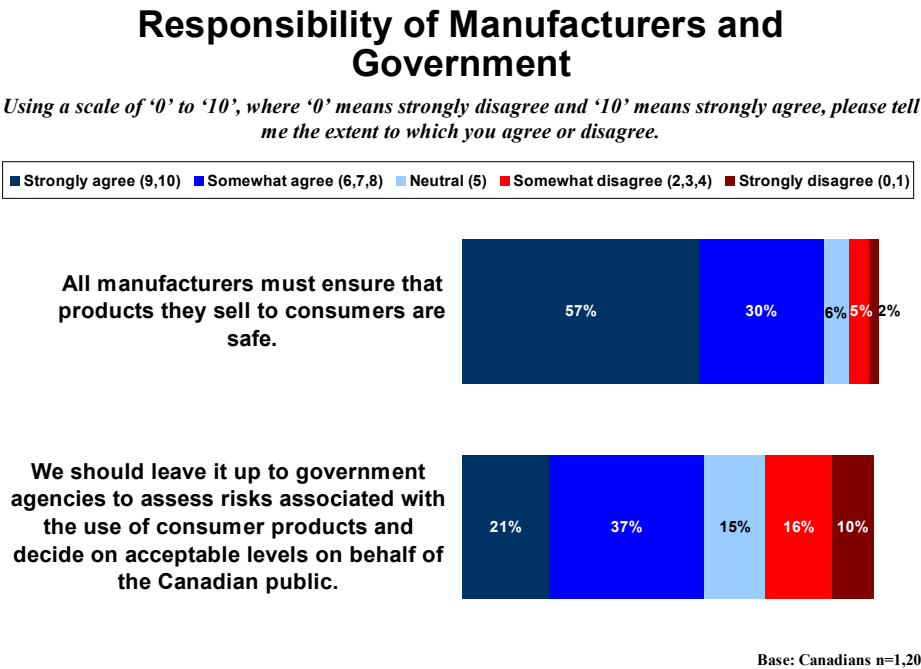
"All manufacturers have to tell the government if there is a problem, Right?"

« Pour la sécurité, les produits de consommation doivent être approuvés par Santé Canada. »

Although few were aware of Health Canada’s mandate as it relates to product safety, there was general consensus that it is appropriate and reasonable that it be entrusted with consumer product safety, as it is a trusted and credible source of health and health related information and Canadians’ health and safety (as it relates to consumer products) go hand in hand.

Survey Findings

While a notable minority assume retail products are safe, an even larger percentage of Canadians (87%) believed that manufacturers must ensure the products they sell are safe. This includes 57% of Canadians who *strongly* agreed that this is true. Parents (85%) also agreed that manufacturers must test their products.



Most Canadians want government to play a role in ensuring product safety, and many were willing to confer this role on government *primarily*. Fifty-eight percent of Canadians and 51% of parents said that we should *leave it to government* to assess and limit the risks associated with consumer products on behalf of the public. Just over one-quarter (26%) disagreed, believing either that government should not have this role or that government should not be primarily responsible as opposed to manufacturers or consumers themselves.

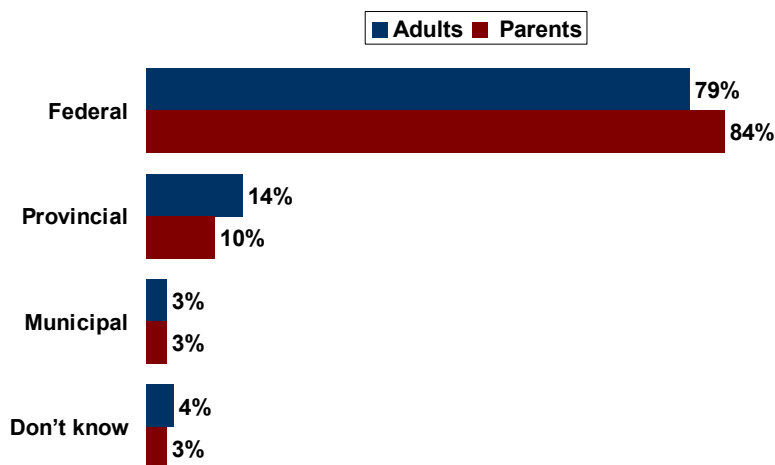
Taken together, the findings of this research regarding roles point clearly to the fact that Canadians did not see product safety as the exclusive domain of any group. Manufacturers must create safe products, and government must assess and limit risk, but most Canadians also felt that consumers have a role to play in protecting themselves from dangerous products.

Agreement that risk assessments should be *left to government agencies* is much higher in Quebec (75%) than in Atlantic Canada (60%), British Columbia (59%), Ontario (53%), Manitoba/Saskatchewan (50%) or Alberta (46%).

About eight in ten Canadians (79%) and parents (84%) said that the *federal* government is “the level of government most responsible for setting and enforcing product safety standards.” Among the remainder, 14% of Canadians and 10% of parents placed this responsibility at the provincial level.

Governmental Responsibility for Enforcing Product Safety Standards

Which level of government do you think is most responsible for setting and enforcing product safety standards: federal, provincial, or municipal?



Base: Canadians n=1,200 and Parents n=832

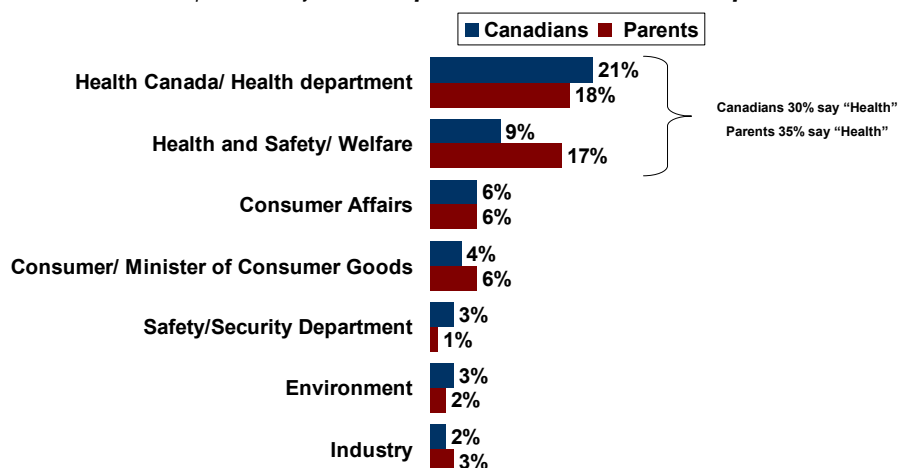
Interestingly, only 66% of Quebecers believed product safety is a federal responsibility, as compared to between 81% and 87% of people in other provinces. Awareness of federal responsibility in this area varies from about 65% of people in lower education and income categories to about 86% of people in the highest income and education categories.

Among those Canadians who believed the federal government is most responsible for product safety, most assumed that safety standards are the purview of Health Canada. However, they use several different names to identify the Department, including *Health Canada*, *Health and Welfare*, or *Health and Safety* (Parents: 35% and Canadians 30%).

The only other federal organizations mentioned as responsible for safety were the (non-existent) Departments of *Consumer Affairs* or *Consumer Goods*. Fewer than 5% of Canadians identify either Environment Canada or Industry Canada as the responsible departments.

The Federal Department Responsible for Setting and Enforcing Product Safety Standards

And which department within the federal government do you think is most responsible for setting and enforcing product safety standards? [OPEN – ACCEPT SINGLE MENTION]



Base: Say Federal Government most responsible Canadians n=942 and Parents n= 675

Among those aware of the federal role, Quebecers (30%) were more likely than people in other provinces (less than 25%) to specifically identify Health Canada as the responsible federal department.

Safety of Consumer Products: Focus of Concern

Qualitative Findings – Canadians, Parents and Aboriginal People

Overall, participants did not demonstrate a high level of concern about the products that they buy or use. When prompted, they tended to demonstrate the most concern for electrical products, cosmetics, products intended for children and household chemicals.

Parents were only slightly more likely to mention that product safety is a consideration for them when it comes to making purchase decisions. Perhaps not surprisingly, this is most often the case when considering the purchase of products intended for children's use.

Initially, many Aboriginal participants did not demonstrate a high level of engagement or knowledge about the safety of consumer products. However, this initial perception was somewhat deceiving, particularly among parents who revealed a better understanding and knowledge concerning product safety when discussing what they had learned from health care professionals.

In Winnipeg, some Aboriginal participants make a linkage between the safety of consumer products and the state of our environment. This suggests that the environmental impact of consumer products may be an area of interest for Aboriginal Peoples.

Some Aboriginal participants also make a linkage between the safety of consumer products and "fair trade" products. This finding suggests that some Aboriginal Peoples may use ethics and "fair trade" products as a proxy for product safety.

Qualitative Findings – "Ambivalent and Uninformed" and "Complacent and Optimistic"

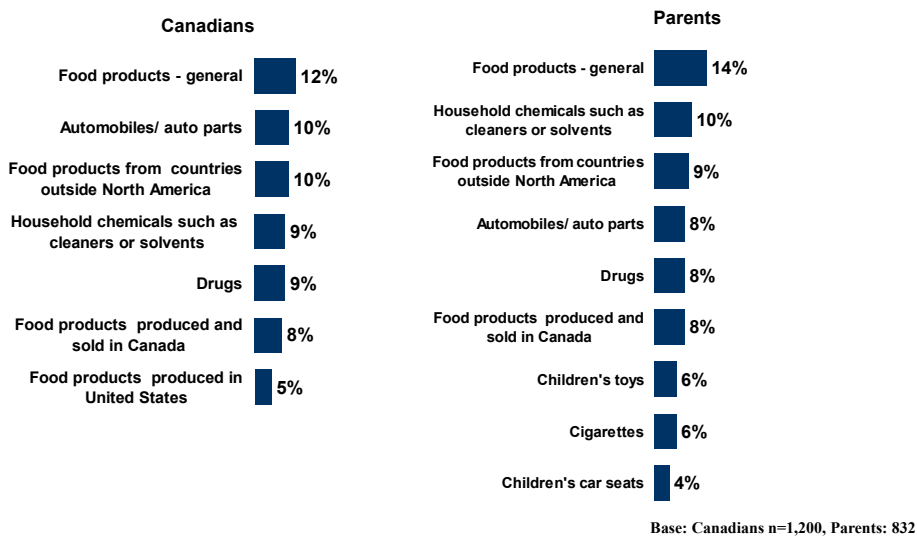
These participants indicated concern with a similar range of products, particularly with respect to personal care products and cosmetics, household cleaners, children's products and the functionality of consumer products.

Survey Findings

Asked to specify which products they are most concerned about when it comes to safety, Canadians did not identify any specific focus. Instead, between 5% and 14% identify a number of different products. Leading the list, for both parents and Canadians in general, were food products, either those produced in Canada, the United States, or elsewhere. Also frequently mentioned were household chemicals, drugs, automobiles and auto parts. Some parents also mentioned children’s toys in this context.

Products Which Concern Canadians

Thinking about the safety of products in Canada, which products are you personally most likely to be concerned about?
(Total Mentions)



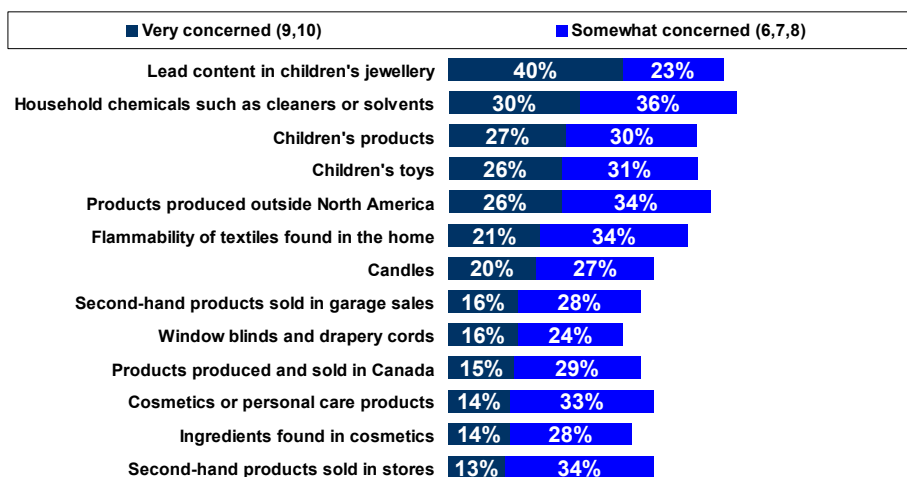
Evidently, there is no single focus of concern about product safety. Nonetheless, it is clear that many of the products which Canadians worry about (such as food, drugs, and household chemicals) pose a potential *bio-chemical* threat rather than a *mechanical* threat of injury (as would automobiles for example). This is a critical finding because these bio-chemical threats are harder for non-experts to assess than physical threats. While consumers may assess the physical safety of vehicles, toys and furniture themselves, food, drug and chemical products necessarily require a higher degree of faith in manufacturers and regulators.

Unprompted concern about food products reaches 19% in Quebec, as compared to just 9% in Ontario. Quebecers were also the only Canadians to explicitly mention fuel or petroleum in significant numbers (7%) as a product of concern. Beyond these regional differences, there were no other significant demographic differences in the products that Canadians said they were concerned about.

When the general public was asked to rate their concern about thirteen product safety issues, large proportions expressed some concern. Intense concern is typically limited to one-quarter of the population or less, however. The most intense concern is expressed regarding lead content in children's jewellery⁵ (40% *very concerned*) and household chemicals (30% *very concerned*). Among the remaining products, about one-quarter of Canadians were very concerned about children's products (27%), children's toys (26%) and imported products of all kinds (26%).

What are Adults Concerned About?

Using a scale from '0' to '10', where '0' means you are not concerned at all and '10' means you are very concerned, please tell me how concerned you are about the following. How about the safety of ...?



Base: Adults n=868 non-parents

⁵ Measures of 'concern' necessarily encompass both the *likelihood* of an event and the potential *consequence* of that event. Thus, concern about lead content in jewellery or flammability of textiles in the home does not solely reflect a perception that these things are existing threats. It may also reflect a sense that such a situation (if it existed) would have very serious potential consequences.

One-fifth of Canadians said they were *very concerned* about the flammability of textiles used in the home (21%) and candles (20%).

There is little differentiation in the public mind between the other products tested in this study, with 13% to 16% of the population expressing *intense* concern about each. Nonetheless, some interesting contrasts emerge. For example, while 26% were very concerned about imported products, only 15% were very concerned about products made in Canada. This evidently reflects some confidence in Canadian manufacturers.

More striking is the contrast between concern about household chemicals (30% *very concerned*) and concern about personal care products such as shampoo, deodorant and shaving cream (14% *very concerned*). This difference is informative insofar as both product types are chemical in nature, and the physical exposure to personal care products is typically greater and more intimate than for household chemicals. There is evidently a greater public comfort with personal care products, however, which may stem from a perception that they are less “chemical” than household cleaning products, or more carefully tested. The fact that household chemicals typically have warning labels, however, may be the key factor driving this difference in concern. (The same contrast is seen with “ingredients found in some cosmetics.”)

Finally, there is no major difference in public concern about second-hand items sold privately as compared to those sold in stores. Both were perceived as equally safe, or equally dangerous.

As the following table shows, there was a clear tendency among older people to express more *intense* concern about all products, demonstrated here by the percentage in each age group who said they were *very concerned*.

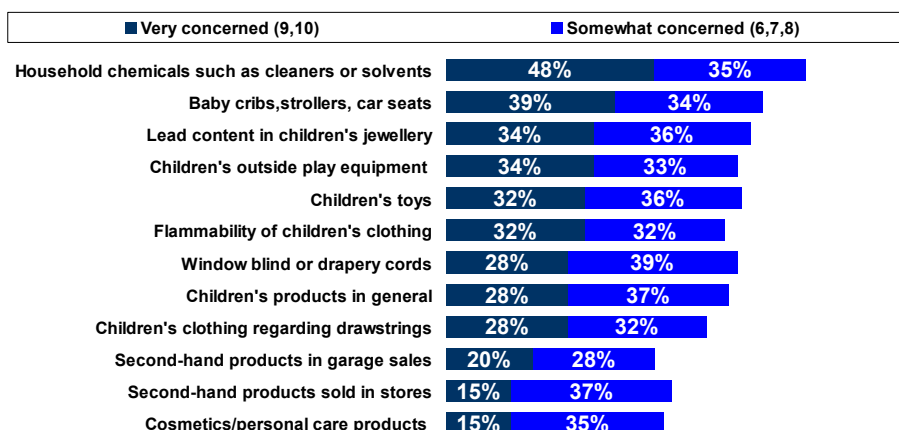
Percent Who were <i>Very Concerned</i> About the Safety of Each Product	Age Group		
	18-34	35-54	55+
<i>Weighted Base</i>	<i>N=207</i>	<i>N=313</i>	<i>N=354</i>
Candles	9%	21%	27%
Children's products	11%	30%	33%
Children's toys	10%	31%	31%
Cosmetics or personal care products	4%	17%	17%
Flammability of textiles found in the home	4%	22%	29%
Household chemicals such as cleaners or solvents	18%	34%	35%
Ingredients found in cosmetics	4%	16%	18%
Lead content in children's jewellery	22%	42%	49%
Products produced and sold in Canada.	4%	16%	21%
Products produced outside North America	13%	27%	34%
Second-hand products sold in garage sales	11%	16%	17%
Second-hand products sold in stores	5%	15%	16%
Window blinds and drapery cords	6%	18%	21%

In contrast, more educated Canadians tended to be *less* concerned about all these products, and were five to ten points less likely to say they were *very concerned*. One exception to this trend is household chemicals, about which Canadians of all education levels expressed equal concern.

When parents were asked to think about specific products, their greatest concern (48% very concerned) relates to household chemicals. Their lowest concern (15% *very concerned*) relates to second-hand products and cosmetics or personal care products. Between 28% and 39% said they were *very concerned* about baby cribs, strollers and car seats (39%), lead content in children's jewellery (34%), outside play equipment for children (34%), children's toys (32%), flammability of children's clothes (32%), window blinds or drapery cords (28%), issues with drawstrings on children's clothing (28%), and children's products in general (28%).

What are Parents Concerned About?

Using a scale from '0' to '10', where '0' means you are not concerned at all and '10' means you are very concerned, please tell me how concerned you are about the following. How about the safety of...?



Base: Parents n=832

Evidently, parents responded to all these potential threats in relatively similar ways – the differences between different products are not large.

Cosmetics and Personal Care Products

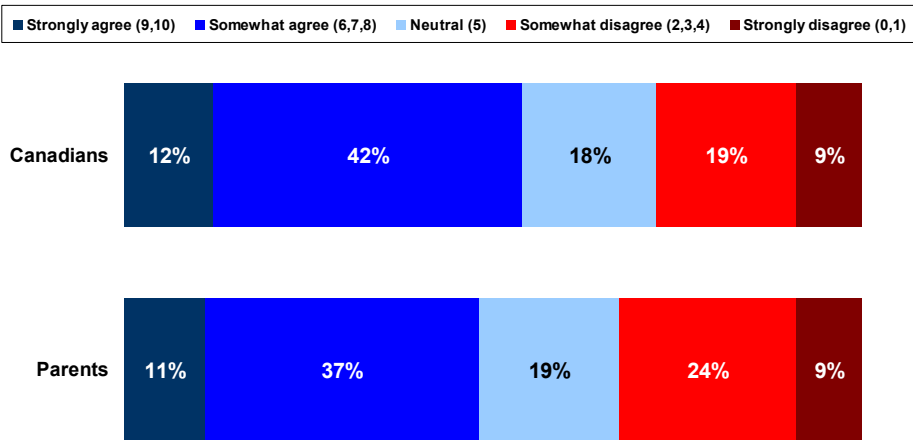
Canadians actually expressed more faith in the safety of personal care products than they do about other products for sale in Canada. As the following figure shows, 54% of Canadians and 48% of parents agreed that “if a cosmetic or personal care product is for sale to the public I believe that it is safe to use.” This was actually higher than the proportion of Canadians (38%) and parents (34%) who agreed earlier with the statement “if a product is for sale to the public, I am confident that it is safe.”

Just under one-third of Canadians and parents disagreed with this statement about the safety of personal care products.

Confidence in the Safety of Cosmetic or Personal Care Products

Using a scale from ‘0’ to ‘10’, where ‘0’ means strongly disagree and ‘10’ means strongly agree, please tell me the extent to which you agree or disagree.

If a cosmetic or personal care product is for sale to the public I believe that it is safe to use.



Base: Canadians n=1,200, Parents: 832

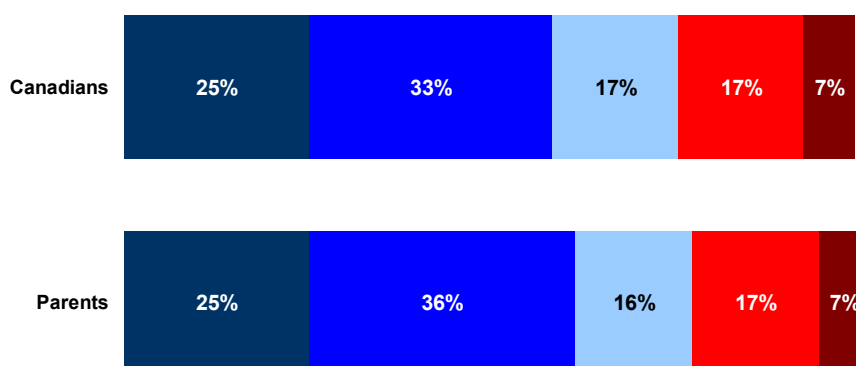
Remarkably, 58% of Canadians and 61% of parents agreed that it is important to replace personal care products and cosmetics every six months. About one-quarter of each group disagreed.

Importance of Replacing Personal Care Products

Using a scale from '0' to '10', where '0' means strongly disagree and '10' means strongly agree, please tell me the extent to which you agree or disagree.

It is important to replace personal care products and cosmetics every 6 months

■ Strongly agree (9,10) ■ Somewhat agree (6,7,8) ■ Neutral (5) ■ Somewhat disagree (2,3,4) ■ Strongly disagree (0,1)



Base: Canadians n=1,200 and Parents n=832

Agreement with this statement is much more common among women (73%) than among men (42%). Agreement declines, however, with higher levels of education and income. While 65% of people with incomes under \$25,000 agreed with this statement, this drops to 53% of people with incomes over \$60,000. Similarly, only 49% of university graduates believed this is true, as compared to 66% of people with less than a high school education.

Whether or not Canadians do dispose of their unused personal care products every six months, it is evident that that they are open to the idea that they should.

Second-Hand Products

Qualitative Findings – Canadians, Parents and Aboriginal People

Interestingly, when asked about the safety of second-hand products, many participants demonstrated a strong sense of complacency. Several acknowledged that often the sentiment “a deal is a deal” overrode concerns for product safety. However, some participants expressed a greater concern for the safety of second-hand products.

In Winnipeg among aboriginal Canadians, complacency concerning the safety of second-hand products is consistent with their counterparts in the general population and very few were aware of any liability issues related to selling second-hand products.

Qualitative Findings – “Ambivalent and Uninformed” and “Complacent and Optimistic”

Participants were asked how they as consumers view second-hand products, particularly those purchased at garage sales. According to many the main focus when shopping at garage sales is “the deal”. Hence product safety is generally a low level concern when it comes to second-hand products. Nonetheless there is measured caution when it comes to children safety products, car seats, and cribs which may not be suitable for second-hand purchase.

Most recognize that there is an “expected” and “acceptable” level of risk associated with purchasing second-hand products. Perceptions of recourse were generally limited to functionality of the purchased product – not its safety. Interestingly, the issue of “recourse” did not arise in Quebec City.

Participants were asked what it meant to be a vendor of second-hand products. Very few participants were aware that as vendors of second-hand products they are exposed to substantial risk and liability. Rather, most assume they were exempt from liability because second-hand products are used and are not accompanied by any warranties or guarantees. Items at garage sales or second-hand stores were seen to be part of an “informal market” that is exempt from more formalized standards for vendors.

"It is a case of 'buyer beware.'"

"You get what you pay for."

"You check for cracks and obvious flaws."

"As long as the vendor says it works. That is all that matters."

"It is all about the deal."

"As long as it says 'As Is' – you aren't liable."

« Moi j'achète usager mais je connais le produit. »

« Je ne vendrais pas quelque chose s'il n'était pas sécuritaire. »

Survey Findings

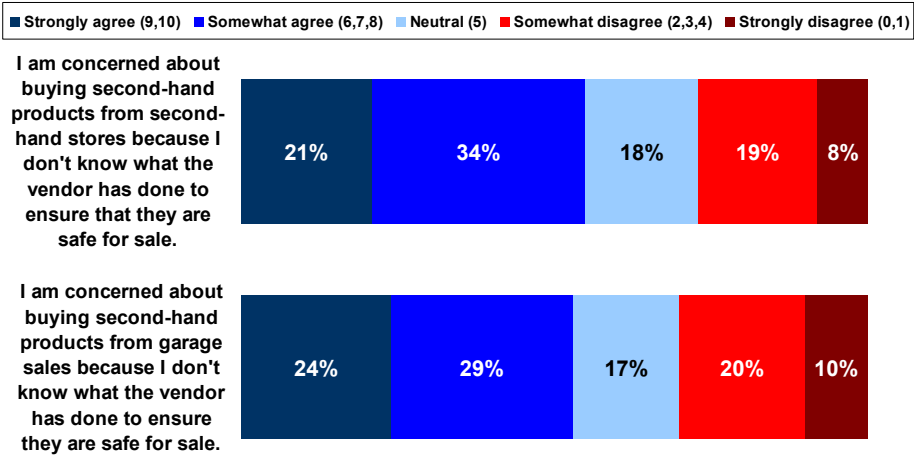
Small majorities of Canadians said they were concerned about buying second-hand goods – whether from garage sales (53%) or stores (55%) – because they did not know what the vendor has done to ensure their safety.⁶ Almost one-half of Canadians were neutral or disagreed with these statements, however, confirming the comparatively low concern about second-hand products discussed earlier. Even when given an explicit reason to be concerned about buying second-hand goods, many Canadians were not.

Forty-eight percent of parents share the concern about second-hand stores, while 55% share the concern about garage sales.

⁶ These two questions were each posed to one-half of the sample, or 600 general population respondents and 415 parents each.

Concern about Buying Second-Hand Products from
Second-Hand Stores and Garage Sales

Using a scale from ‘0’ to ‘10’, where ‘0’ means strongly disagree and ‘10’ means strongly agree, please tell me the extent to which you agree or disagree.



Base: 600 respondents each question (Split sample)

These results also make clear that Canadians *as a whole* did not apply different levels of trust to products sold at retail as opposed to those sold unofficially through garage sales and flea markets. People over 35 offered identical answers for both garage sales and second-hand stores, but people under 35 do differentiate. While 24% of this group *strongly agreed* that they were concerned about garage sale purchases, this drops to 12% for purchases from second-hand stores.

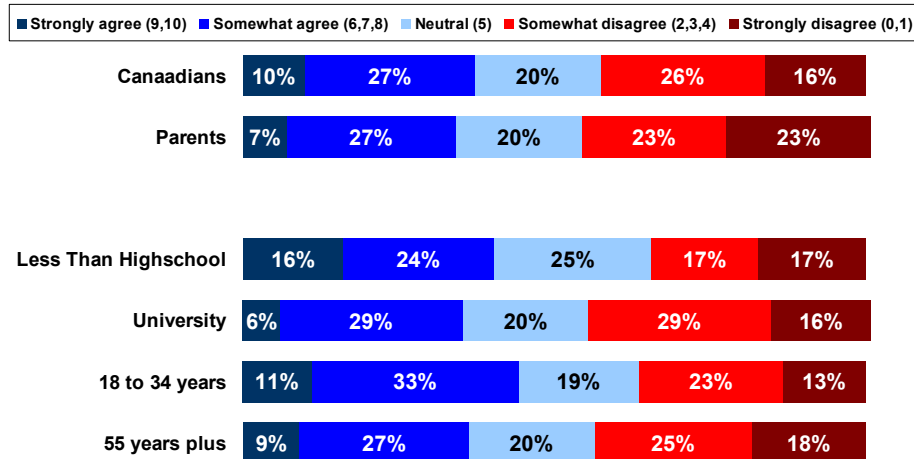
Canadians were similarly split on whether they would be concerned about selling second-hand products to other people. While 37% agreed that this is simply a case of “buyer beware”, 42% disagreed.⁷ Among parents specifically, 34% agreed with this statement and 46% disagreed.

⁷ Although embedded in a questionnaire about product safety, this question did not specifically reference product safety as a concern in selling second-hand goods. This allowed respondents to answer this question based entirely on their perceptions.

Second-Hand Products

Using a scale from '0' to '10', where '0' means strongly disagree and '10' means strongly agree, please tell me the extent to which you agree or disagree.

I'm not concerned about selling second-hand products to other consumers; it is a case of buyer beware.



Base: Canadians n=1,200, Parents: 832

Those with less than a high school education (40%) and younger respondents (18-34 years of age: 44%) were more likely than those with a university education (35%) and older respondents (55 years and older: 36%) to agree that they are not concerned about selling second-hand products to others.

Product Safety Information

Qualitative Research- Canadians, Parents and Aboriginal People

Labelling and instructions (particularly in the case of household cleaning products) seem to be the primary source of information on product safety. There was also some reference to the manufacturer's track record; that is, tenure in the market place, reputation, and so on. For some, price can also be an indication of safety. Participants suggested that some no-name household electrical appliances purchased at bargain prices are probably not as safe as name brand appliances that cost more.

When asked, participants said that they often determine product safety by reading the product label or sticker, by relying on organizational approvals from organizations such as the Canadian Standards Association (CSA) or neutral consumer associations, or by trusting reliable companies or brands.

In Winnipeg, some Aboriginal participants said that product labels are too complex and not easily understood.

Qualitative Findings – "Ambivalent and Uninformed" and "Complacent and Optimistic"

Although several participants cited product label information as a means of assessing product safety, their use of such information is often limited to the expiry date and ingredients. Many comment that this information is often too complex and not meant for the average consumer.

In Vancouver, some participants "joked" about the complexity of the ingredients and said if they can't pronounce it, they don't buy it. Older participants said that information on product labels is simply too small to read.

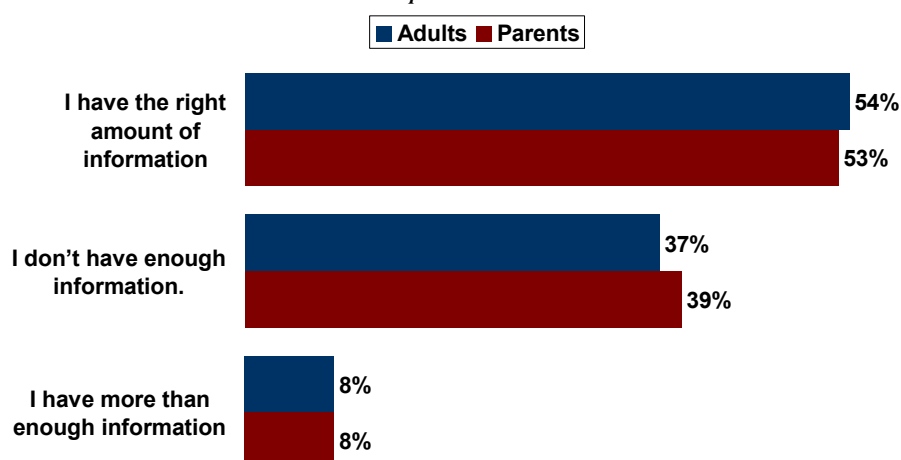
Findings suggest that consumers are not well equipped to use the information found on product labels. This is of particular concern given that many participants assess the safety of the product at the point of purchase.

Survey Findings

The majority of Canadian adults (54%) and parents (53%) believed they currently have the right amount of information about the safety of consumer products. More than one-third of each group (37% and 39% respectively) believed, however, that they do not have enough information about product safety.

Adequacy of Information on Product Safety

Which of the following is closest to your own point of view. When I think about the safety of consumer products...?



Base: Canadians n=1,200 and Parents n= 832

Immigrants (45%) were more likely than people born in Canada (36%) to believe they do not have enough information about product safety. This perception is also higher among people with only a high school education (43%) as compared to people with university education (34%).

Quebecers (27%) were much less likely to say they need more information on safety than were people in Atlantic Canada (49%), Manitoba/Saskatchewan (44%), Ontario (41%), British Columbia (38%), or Alberta (33%).

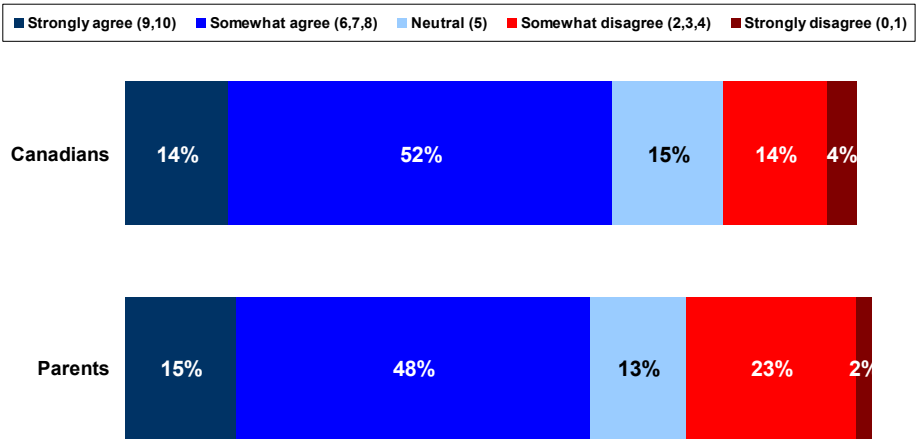
If Canadians do not have enough safety information, this is not necessarily because the information is not available. While just over half of the population felt they have enough safety information, much larger majorities believed that information is *available* for consumers who make an effort. As the following figure shows, roughly two-thirds of Canadians (66%) and parents (63%) believed that there is enough information

available for consumers who want to check the safety information on products that they buy. Note, however, the relatively low intensity of this opinion, as indicated by the small numbers who said they *strongly agreed* with the statement. Such low intensity agreement typically reflects a *belief* or *impression* rather than a known fact.

Availability of Product Safety Information

Using the scale of '0' to '10', where '0' means strongly disagree and '10' means strongly agree, please tell me the extent to which you agree or disagree with each of the following statements.

There is enough information for consumers who want to check the safety of the products that they buy.



Base: Canadians n=1,200, Parents: 832

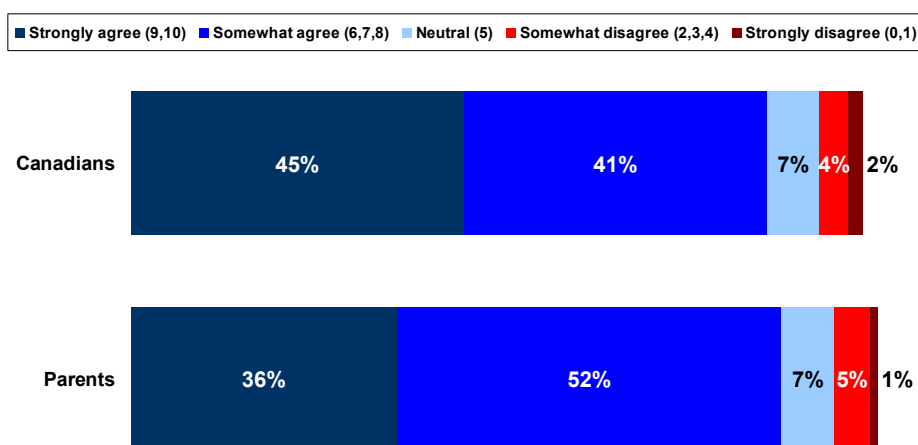
Agreement with this statement is 58% in Quebec, compared to between 67% and 74% in other provinces.

The sense that critical information is available (even if it is not used) is further shown by the fact that large majorities of both Canadians (86%) and parents (88%) agreed that “most of the problems that people face with the safety of consumer products could be avoided if they simply took the time to investigate the product’s safe use and assembly instructions.”

Consequences of Ignoring Information

Using a scale of ‘0’ to ‘10’, where ‘0’ means strongly disagree and ‘10’ means strongly agree, please tell me the extent to which you agree or disagree.

Most of the problems that people face with the safety of consumer products could be avoided if they simply took the time to investigate the product’s safe use and assembly instructions.



Base: Canadians n=1,200, Parents: 832

There is a widespread belief that consumers who are hurt by products could have avoided the situation through greater diligence. Those who disagreed with this statement may echo to some extent the widespread view, noted earlier, that risks from products are increasingly beyond the ability of non-experts to predict or prevent.

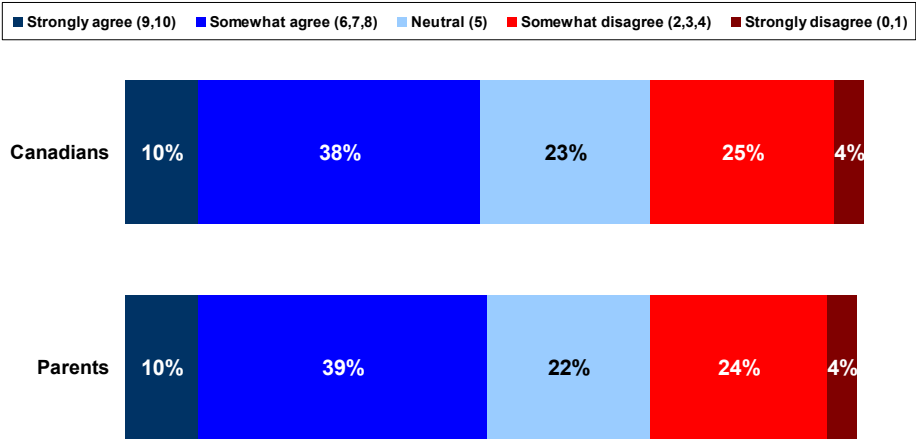
There is some frustration regarding product safety information, insofar as 48% of Canadians and 49% of parents agreed that safety information changes so often it is hard for them to assess consumer products. This is not quite a majority view, however, as roughly one-quarter of Canadians disagreed with the statement and more than twenty percent were neutral.

The sense that changes in safety information are disorienting was highest among less educated and lower income Canadians. While 64% of people with incomes under \$25,000 agreed with this statement, this drops to 43% of Canadians in higher income categories. Similarly, although 57% of people with high school education or less hold this opinion, this drops to 46% among people who attended post-secondary education and 39% among university graduates. Evidently, people of lower socio-economic status were more likely to feel that changing safety information poses a problem for them.

Assessing Product Safety: Impact of Changing Information

Using the scale of '0' to '10', where '0' means strongly disagree and '10' means strongly agree, please tell me the extent to which you agree or disagree with each of the following statements.

It's too difficult to assess whether a consumer product would be risky to my family or me because the information I get changes so often.



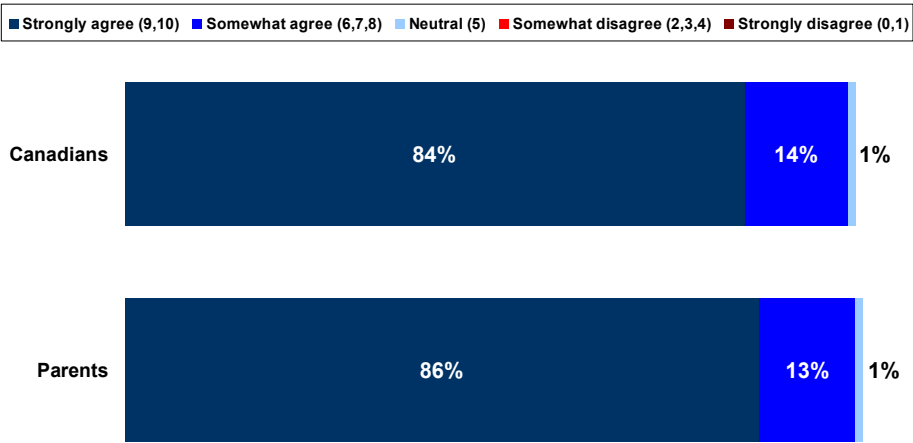
Base: Canadians n=1,200, Parents: 832

While many Canadians believed that information may be available passively, there is little doubt in their minds that they should be *actively made aware* of potentially harmful substances in products. There is unanimous agreement with this statement among both Canadians and parents.

Public Information Regarding Potentially Harmful Substances in Products

Using the same scale of '0' to '10', where '0' means strongly disagree and '10' means strongly agree, please tell me the extent to which you agree or disagree.

If there are potentially harmful substances in products the public should be made aware of them.

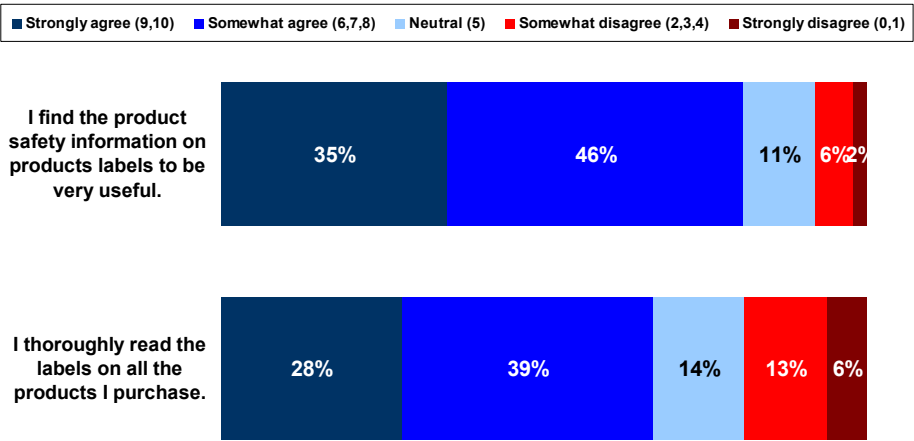


Base: Canadians n=1,200, Parents: 832

As noted earlier, labels were one of the key means by which Canadians assess the safety of products they buy. This is confirmed by the fact that two-thirds of Canadians (67%) said they read labels thoroughly and 81% of Canadians said they find existing product labels are *very useful*. Parents offered very similar levels of agreement to these questions – 73% and 82% respectively.

Product Safety Information

Using a scale of ‘0’ to ‘10’, where ‘0’ means strongly disagree and ‘10’ means strongly agree, please tell me the extent to which you agree or disagree.



Base: Canadians n=1,200

Interestingly, less educated Canadians find safety labels more useful than do other Canadians - 49% of people with less than high school education *strongly agreed* that label information is *very useful*, as compared to about 28% of people with a university education. People born outside Canada were more likely (80%) than other Canadians to say they read labels thoroughly.

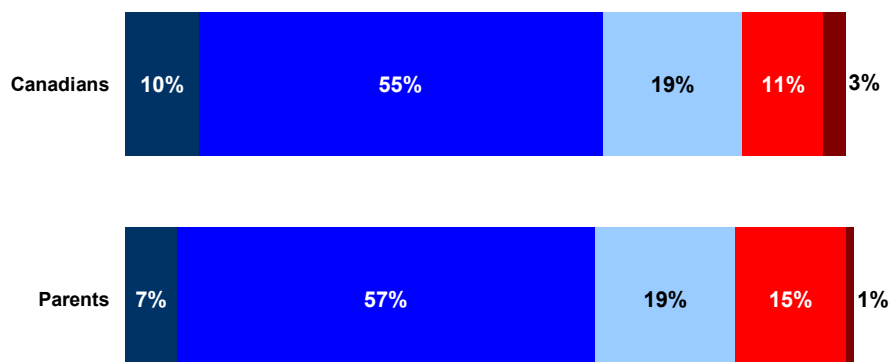
Overall, Health Canada receives very positive scores for providing information to the public in an easily-understood form. Two-thirds of Canadians (65%) and parents (64%) agreed that this is the case. While positive, most who agreed that Health Canada does a good job rate their view as a six, seven or eight on the scale, as opposed to nine or 10 on the high end of the scale. This suggests that while views were positive, they may not be fixed or well-informed.

Health Canada: Informing the Public on Product Safety

Using the scale of '0' to '10', where '0' means strongly disagree and '10' means strongly agree, please tell me the extent to which you agree or disagree with each of the following statements.

Health Canada does a good job of providing the information on consumer products so that the public can easily understand it.

■ Strongly agree (9,10) ■ Somewhat agree (6,7,8) ■ Neutral (5) ■ Somewhat disagree (2,3,4) ■ Strongly disagree (0,1)



Base: Canadians n=1,200, Parents: 832

Quebecers (71%) were slightly more likely to agree with this positive assessment of Health Canada's performance than were people in Atlantic Canada (67%), Alberta (66%), Ontario (64%), British Columbia (61%), or Manitoba/Saskatchewan (60%). Nonetheless, positive assessments were offered by majorities in all regions.

Usefulness of Different Types of Safety Information

Qualitative Research - Canadians, Parents and Aboriginal Peoples

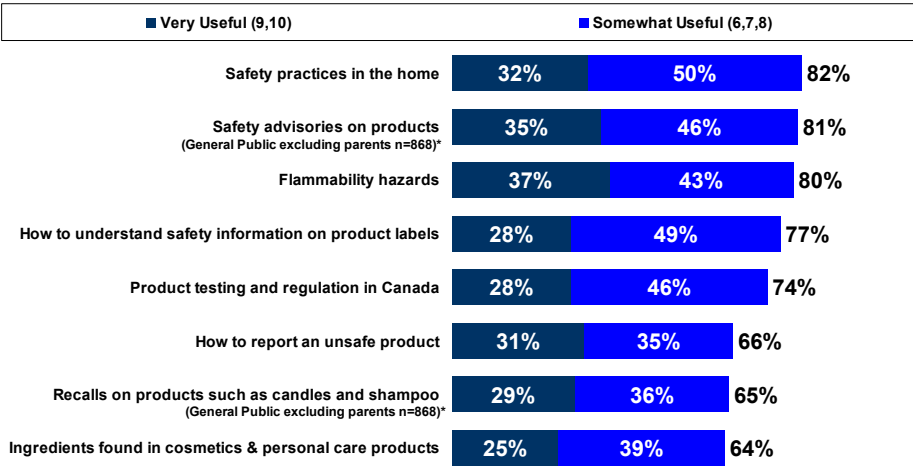
Focus group participants did not single out one clear type of information that would be most useful to help determine a product’s safety. They instead stated a wide range of information types (some specific like ingredients, manufacturing date, testing information, previous recalls, etc.) and some more generic like written warnings, warranty cards, safe use instructions, etc.). Some also mentioned information related to recourse and/or finding more information like 1-800# and web sites as being useful to include on products or product packaging.

Survey Findings

The majority of Canadians said that all eight types of safety information tested in this study would be at least *somewhat* useful (rated six or higher on a scale of zero to ten). Between one-third and one-half rate each of these items *very useful*.

Canadians: Usefulness of Product Safety Information

Please rate the usefulness of the following types of information on product safety to you personally. Using a scale from ‘0’ to ‘10’, where ‘0’ means not at all useful and ‘10’ means very useful.



* Statements not asked of parents.

Base: Canadians n=1,200

The most important types of information among the general public relate to safety practices in the home (82% rating as six or higher on the scale), safety advisories on products (81%) and flammability hazards (80%). Information on how to report an unsafe product (66%), information about recalls on products (65%) and information

about the ingredients found in cosmetics and personal care products (64%) were less often seen as useful (although in each case at least two in three did see these types of information as useful).

Women see more usefulness in all 8 types of information tested, as do people with lower incomes. As the following table shows, there are marked differences along gender and especially income lines. Specifically, women were on average eight percentage points more likely than men to consider the tested kinds of safety information to be *very* useful. By income, those earning less than \$25,000 annually were on average 10 percentage points more likely than those earning \$60,000 or more to consider the tested kinds of safety information to be very useful.

Percent saying each type of information would be <i>very useful</i>	Gender		Income		
	Men	Women	<\$25K	\$25K - <\$60k	\$60K+
<i>Weighted Base</i>	<i>n=588</i>	<i>N=612</i>	<i>n=155</i>	<i>n=413</i>	<i>n=493</i>
Flammability hazards	32%	42%	43%	38%	34%
How to report an unsafe product	26%	36%	42%	30%	27%
How to understand safety information on product labels	22%	34%	37%	28%	25%
Ingredients found in cosmetics and personal care products	20%	31%	33%	27%	21%
Product testing and regulation in Canada	25%	30%	35%	29%	25%
Recalls on products such as candles and shampoo	28%	30%	32%	29%	29%
Safety advisories on products	31%	39%	37%	34%	34%
Safety practices in the home	29%	36%	43%	34%	28%

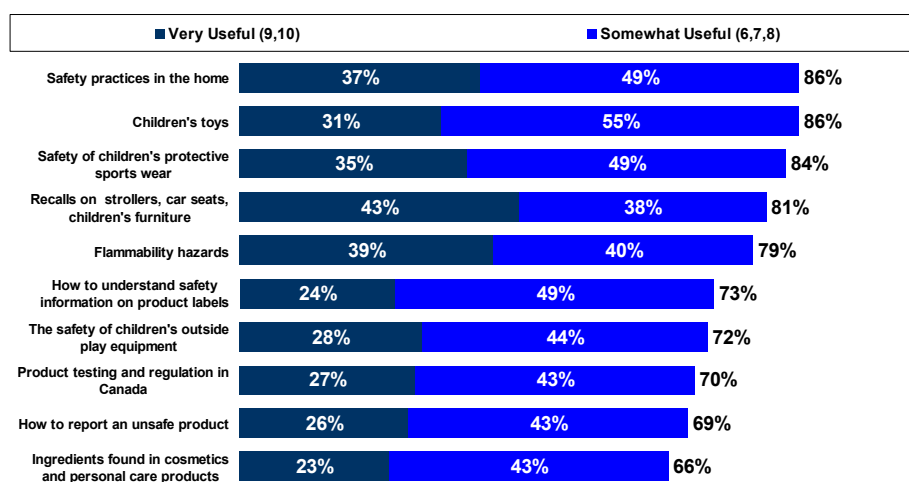
Overall, Quebecers placed higher value on all types of information tested in this study. In contrast, British Columbians consistently placed the lowest value on these types of information. There is decidedly higher overall interest in Eastern Canada than in the West.

Percent saying each type of information would be <i>very useful</i>	BC	Alta	Sask/ Man	Ont	Que	Atl
<i>Weighted Base</i>	<i>n=167</i>	<i>n=115</i>	<i>n=80</i>	<i>n=462</i>	<i>n=285</i>	<i>n=91</i>
Flammability hazards	32%	29%	36%	38%	42%	35%
How to report an unsafe product	26%	29%	25%	33%	33%	35%
How to understand safety information on product labels	22%	25%	25%	28%	32%	33%
Ingredients found in cosmetics and personal care products	21%	24%	23%	24%	31%	24%
Product testing and regulation in Canada	21%	21%	24%	28%	36%	28%
Recalls on products such as candles and shampoo	26%	25%	26%	31%	27%	35%
Safety advisories on products	25%	34%	33%	36%	39%	38%
Safety practices in the home	22%	25%	26%	33%	39%	41%

It is perhaps not a surprise that parents tended to rate safety information pertaining to products for children more highly than other kinds of safety information. Among several kinds of safety information, parents most often consider information about safety practices in the home (86% rating as six or higher on the scale), children's toys (86%) and about the safety of children's protective sports wear (84%) to be useful. While information about recalls on strollers, car seats and children's furniture is somewhat lower in overall importance (81%), it ranks highest as *very* useful information (43%). With respect to other kinds of safety information, parents were not greatly different from the general public.

Parents: Usefulness of Product Safety Information

Please rate the usefulness of the following types of information on product safety to you personally. Using a scale from '0' to '10', where '0' means not at all useful and '10' means very useful.



Base: Parents n=832

Information Preferences for Segments "Ambivalent and Uninformed" and "Complacent and Optimistic"

For the segments "ambivalent and uninformed" and "complacent and optimistic", information on flammability hazards, safety advisories and how to report an unsafe product in the home are very useful types of information on product safety.

SEGMENT	COMPLACENT / OPTIMISTIC			AMBIVALENT AND UNINFORMED		
<i>Please rate the usefulness of the following types of information on product safety to you personally. Using a scale from '0' to '10', where '0' means not at all useful and '10' means very useful.</i>						
	Very Useful (9,10)	Somewhat Useful (6,7,8)	Useful (6 – 10)	Very Useful (9,10)	Somewhat Useful (6,7,8)	Useful (6 – 10)
Flammability hazards	42%	34%	76%	34%	43%	77%
Safety advisories on products	41%	38%	79%	34%	43%	77%
How to report an unsafe product	40%	20%	60%	30%	28%	58%
Safety practices in the home	39%	41%	80%	27%	48%	75%
How to understand safety information on product labels	35%	38%	73%	24%	41%	65%
Product testing and regulation in Canada	35%	39%	74%	29%	44%	73%
Recalls on products such as candles and shampoo	33%	30%	63%	27%	28%	55%
Ingredients found in cosmetics & personal care products	30%	32%	62%	20%	35%	55%

Overall, the segment "ambivalent and uninformed" rates the usefulness of information on product safety lower than their counterparts in "complacent and optimistic", particularly information that helps consumers to self-assess product safety.

The findings suggest that this segment is less interested in using detailed product safety information such as labels, or lists of ingredients to self-assess product safety information. Instead, their preferences suggest that this segment is more receptive to 'packaged' information on hazards, advisories, product testing or regulation. This is consistent with the qualitative focus groups wherein participants said that the information they receive about product safety concerns advisories or recalls. Within the focus groups, the participants said that they prefer to get their information via the media.

The information preferences of “complacent and optimistic” suggest that this group is more receptive to information that would alert them to hazards, and advisories, as well as information that would help them to self-assess’ product safety.

It is interesting to note that both segments were interested in information on product testing and regulation in Canada. Given that complacency and ambivalence are often driven by assumptions about product testing and regulation in Canada, this interest represents a key means of engaging two of the more vulnerable groups in Canada today.

Trustworthy Sources of Information on Consumer Product Safety

Qualitative Findings – Canadians, Parents and Aboriginal People

As with the types of information, focus group participants did not settle on single or even several most trustworthy sources. The instead identified a wide range of sources (see below) showing that their reliance on product safety information is varied and likely varies by products.

- Manufacturers
- Government (federal)
- Internet (unspecified)
- Word of mouth
- Consumer advocacy groups
- 'Protégez-vous' (Montreal)
- Retailers
- Family and friends
- Consumer Reports
- On-line forums, particularly parenting forums
- Experts (Impartial)
- Magazines

Participants demonstrated a high level of trust in information from manufacturers and in retailers. Again, this trust is supported by the notion that all products for sale in Canada have been tested to ensure that they are safe, and that therefore, the manufacturers are held accountable for the safety of their products.

In terms of Health Canada, the department's low profile is evident in that it is mentioned by very few participants as a specific source of trusted information.

In Winnipeg, Aboriginal participants expressed mixed views regarding the level of trust they have for government and Health Canada. Like their general population counterparts, they rely on the media for information on product safety.

Family, physicians, health clinics, and Friendship centres were also trusted sources of information on product safety for aboriginal participants.

Disseminating Safety Information

Qualitative Findings – Canadians, Parents and Aboriginal People

Participants indicated that the following means of disseminating information would be most effective:

- From the manufacturer and retailers they expect that any product information is available through product instructions and attached warnings accompanied by relevant 1-800- numbers and brand/product web sites.
- In terms of general web sites they mentioned governments and consumer advocate sites as well as specific sites that focus on demographics (parents, seniors, etc.) or product categories (automobiles, appliances, etc.)
- They also mentioned the news media and consumer reports and the potential for government – private sector partnerships as effective means of disseminating safety information.

In Winnipeg, many Aboriginal participants stressed how important their family doctor or health clinics are as a source of information about the safe use of consumer products and the safety of consumer products. Consistent with other research among Aboriginal Peoples, many participants are less interested in web based resources or information on product safety.

Additionally, Aboriginal participants felt that Aboriginal media is a very effective means of disseminating information on product safety.

Several Aboriginal participants stressed the importance of easy to read information and felt that the Health Canada booklet “Is Your Child Safe” is a good representation of how product safety should be communicated.

Qualitative Findings – "Ambivalent and Uninformed" and "Complacent and Optimistic"

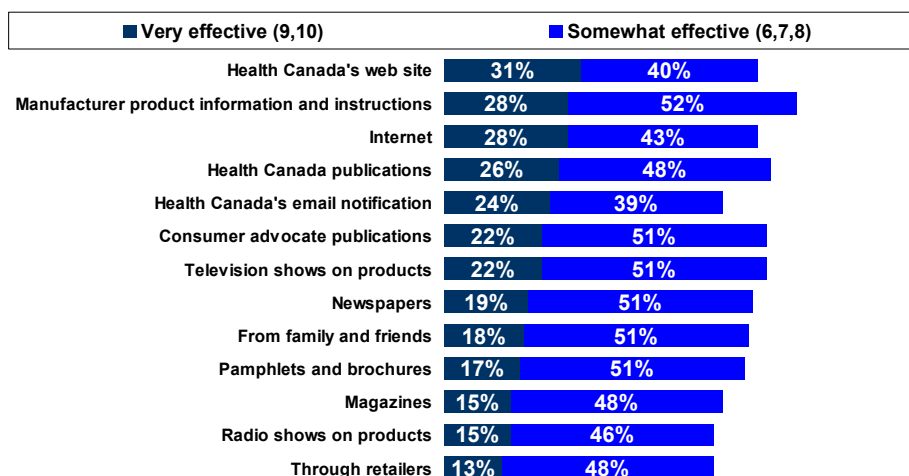
These groups held similar views to the phase one focus groups participants. They generically suggested the media; the Internet; and pamphlets/brochures but tended to react positively and interested when informed that Health Canada had a wealth of information, including a web resource, dedicated to product safety information.

Survey Findings

Canadians endorse all 13 means of disseminating safety information tested in this study. Between 61% and 80% felt each channel will be at least *somewhat* effective. Among the tested ways of disseminating safety information the most effective channels were Health Canada's web site, the Internet in general, product instructions and Health Canada publications.⁸ These were considered slightly more effective than mass media options such as consumer advocacy publications, television, newspapers, radio or magazines. Importantly, retailers were considered the *least* effective means of disseminating safety information. Health Canada email notifications did not score as well as other Internet-related options; this is likely due to lower familiarity with this vehicle.

Canadians: Effective Means of Disseminating Consumer Product Safety

Using a scale of 0 to 10, where 0 means not at all effective and 10 means very effective, please tell me whether or not each of the following is an effective way to receive information on product safety.



Base: Canadians n=1,200

It is also important to note that the higher value is placed on direct communication from and with Health Canada, rather than filtered through traditional media.

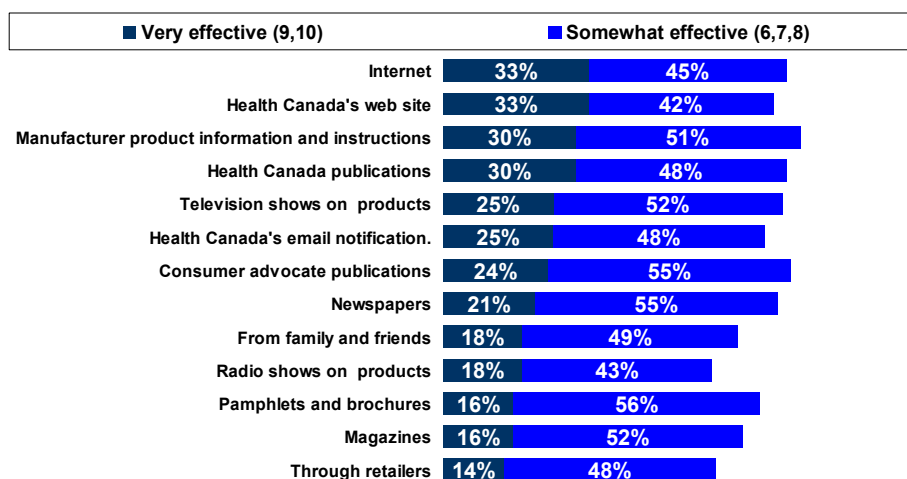
⁸ It is important to note that while sources of information from Health Canada are rated as most effective in this question, on a top-of-mind basis Health Canada is not frequently mentioned.

In comparison with other Canadians, Quebecers were especially likely to say that consumer advocate publications (36%) and Health Canada Publications (34%) are *very effective*. (Even though they rate *Consumer Reports* lower than other Canadians, as noted earlier.) Ontarians, in contrast, were especially likely (33%) to say the Internet is *very effective*. The percentage of people 55 or over who judge the Internet as being *very effective* (17%) is half that of people under 55 (32%).

As with the wider population of Canadians, parents also placed the highest priority on Internet and web site sources of information and the lowest priority on traditional print and broadcast media. Overall, they were slightly more likely than other Canadians to think all these channels are effective, but they too placed the highest priority on direct communications from and with Health Canada.

Parents: Effective Means of Disseminating Consumer Product Safety

Using a scale of 0 to 10, where 0 means not at all effective and 10 means very effective, please tell me whether or not each of the following is an effective way to receive information on product safety.



Base: Parents n=832

Effective Means of Reaching Segments "Ambivalent and Uninformed" and "Complacent and Optimistic"

The table below details the effectiveness of various means of disseminating information for the segments "Complacent and Optimistic" and "Ambivalent and Uninformed."

SEGMENT	COMPLACENT/ OPTIMISTIC			AMBIVALENT AND UNINFORMED		
Using a scale of 0 to 10, where 0 means not at all effective and 10 means very effective, please tell me whether or not each of the following is an effective way to receive information on product safety.						
	Very effective (9,10)	Somewhat effective (6,7,8)	Effective (6 - 10)	Very effective (9,10)	Somewhat effective (6,7,8)	Effective (6 - 10)
Health Canada publications	36%	38%	74%	24%	49%	73%
Health Canada's web site	33%	33%	66%	36%	45%	81%
Manufacturer product information and instructions	29%	46%	75%	29%	43%	72%
Health Canada's email notification	26%	35%	61%	29%	40%	69%
Internet	26%	35%	61%	29%	43%	72%
Newspapers	26%	41%	67%	17%	48%	65%
Pamphlets and brochures	25%	32%	57%	15%	45%	60%
Consumer advocate publications	23%	41%	64%	24%	45%	69%
Television shows on products	23%	47%	70%	21%	47%	68%
From family and friends	22%	41%	63%	18%	48%	66%
Magazines	22%	39%	61%	12%	42%	54%
Radio shows on products	18%	36%	54%	18%	37%	55%
Through retailers	17%	40%	57%	10%	34%	44%

While both segments rate "Health Canada's web site and email notifications, high in terms of effectiveness, the segments show some divergence when it comes to Health Canada publications, or pamphlets or brochures in general. Members of the

“Complacent and Optimistic” segment rate Health Canada publications as well as pamphlets and brochures more highly than their counterparts in the “Ambivalent and Uninformed” segment. The respondents in the latter segment felt that Health Canada’s web site and the Internet in general are effective means of receiving information on product safety, which may be consistent with their tendency to shy away from materials that would let them self-assess product safety. This is also consistent with the qualitative research wherein they stated that they preferred to receive information via short segments during the noon or evening news.

Reporting Unsafe Products

Qualitative Findings – Canadians, Parents and Aboriginal People

While some participants indicated that they have some experience with an unsafe product, few said that they would report it. For most participants, their recourse for an unsafe product is mainly through the retailer (refund or replacement). If the item was inexpensive, many participants said that it wouldn’t be worth complaining about. An additional barrier to reporting is the sense among participants that complaining about a product would not change anything. Further impeding the reporting process is a lack of knowledge of how or where to report an unsafe consumer product.

A few participants think that they would only report an unsafe product if it were a “huge” risk to others. In this regard, there seems to be a very limited sense of responsibility to others in society. Most participants maintained that they would return an unsafe product to the manufacturer. However, some participants commented that they would be less likely to report or return a “smaller ticket” item, as it wouldn’t be “worth the bother.” A few participants suggested that they would be too intimidated to approach a retailer about a return for an unsafe consumer product.

In Montreal, advocacy groups were mentioned, but more often they said that they simply stopped using the product. Reporting the situation was thought to be too time consuming, and would likely get them bogged down in the bureaucracy.

These findings were consistent with those of the Aboriginal groups in Winnipeg.

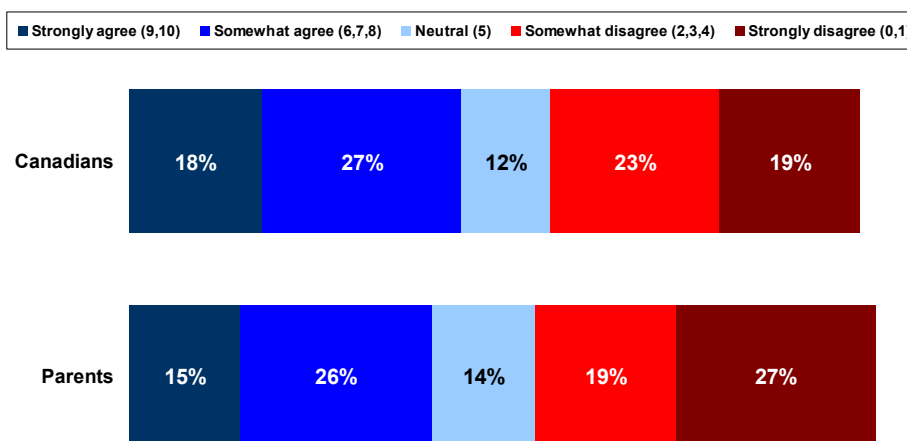
Survey Findings

Canadians were split on whether or not they would know where to report an unsafe product. While 45% of Canadians and 41% of parents said they would know where to turn, 42% and 46% respectively said they would not.

Where to Report an Unsafe Product

On a scale from '0' to '10', where '0' means you completely disagree and '10' means you completely agree, do you agree or disagree with each of the following statements? How about [READ AND RANDOMIZE]

I don't know where to report an unsafe product.



Base: Canadians n=1,200, Parents: 832

Although roughly one-half of Canadians said they would know where to report an unsafe product that does not mean their information is necessarily *correct*. As noted earlier, there is only imperfect understanding of which federal department is responsible for safety, and a nearly 20% of Canadians believed product safety is a provincial or municipal responsibility.

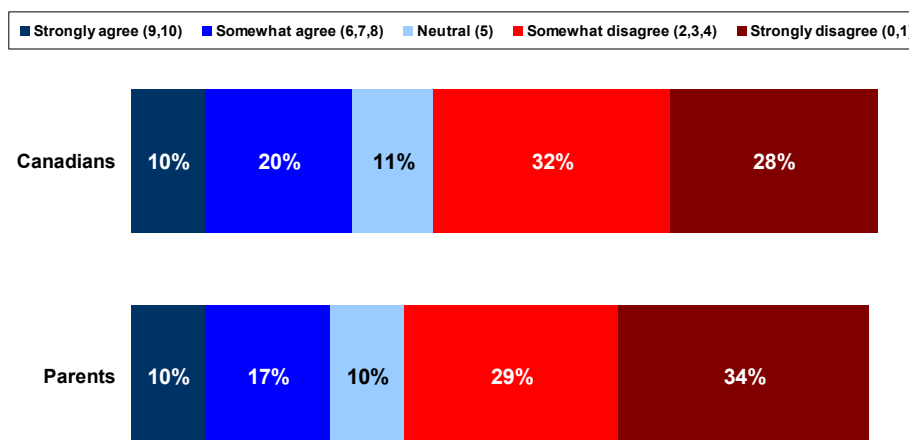
Reported knowledge of where to report unsafe products is even across most demographic groups and regions. However, less educated Canadians were 5% to 10% more likely to *strongly* agree that they do not possess this information.

Most Canadians (60%) and parents (63%) rejected the suggestion that they would simply return an unsafe product rather than reporting it. Conversely, 30% and 27% of these groups would only return the product and leave it unreported.

Report an Unsafe Product?

Now, thinking about product safety, I am going to read you a series of statements and using the same scale of '0' to '10', where '0' means strongly disagree and '10' means strongly agree, please tell me the extent to which you agree or disagree

I wouldn't report an unsafe product to anyone I would just return it to the retailer.



Base: Canadians n=1,200, Parents: 832

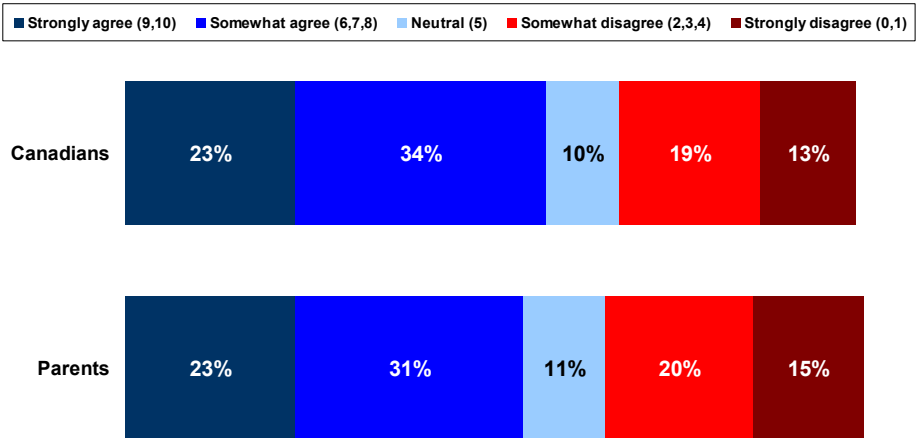
The commitment to reporting unsafe products is lower among less educated Canadians - 23% of people with less than high school education strongly agreed that they would simply return an unsafe product, in contrast, 6% of Canadians with a university degree said the same thing.

Most Canadians (57%) and parents (54%) *agreed* that they would only report an unsafe product if they think it posed a danger to others.

Motivations to Report an Unsafe Product

Now, thinking about product safety, I am going to read you a series of statements and using the same scale of '0' to '10', where '0' means strongly disagree and '10' means strongly agree, please tell me the extent to which you agree or disagree.

I would only report an unsafe product if I thought it was a risk to others.



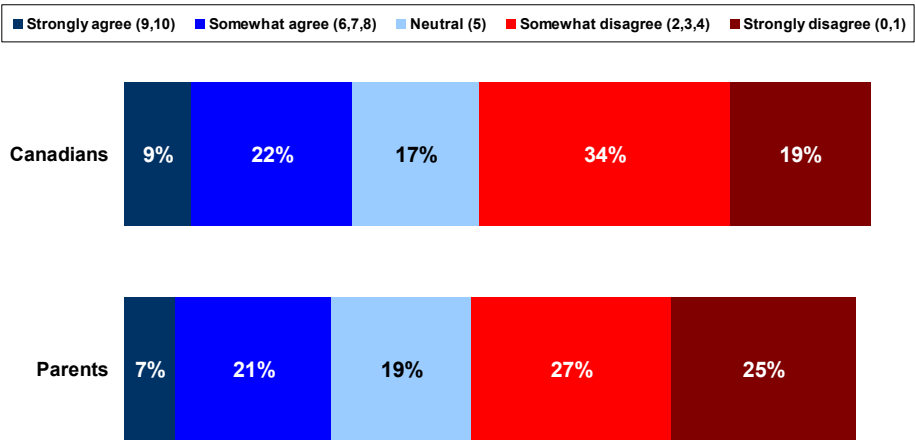
Base: Canadians n=1,200, Parents: 832

Despite the general willingness to report an unsafe product to authorities, there is some evident suspicion among Canadians that nothing would be done about it. As the following figure shows, only 19% of Canadians and 25% of parents *strongly disagreed* with the statement “I don't think that anything would be done if I reported an unsafe product. For the other 75% to 80%, there is evidently some doubt about this, and just under one-third in both segments actually *agreed* that no action would be taken if they reported an unsafe product.

The Value of Reporting an Unsafe Product

On a scale from ‘0’ to ‘10’, where ‘0’ means you completely disagree and ‘10’ means you completely agree, do you agree or disagree with each of the following statements? How about [READ AND RANDOMIZE]

I don't think that anything would be done if I reported an unsafe product.

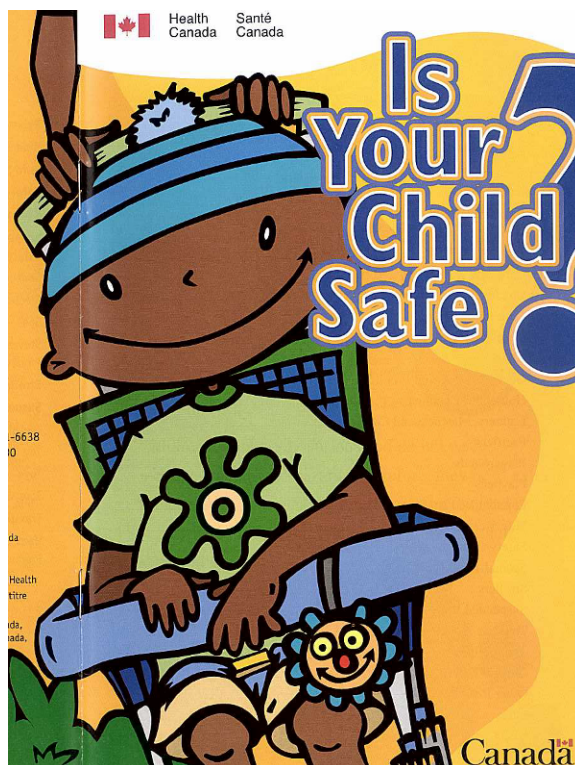


Base: Canadians n=1,200, Parents: 832

Evidently, many Canadians need reassurance (or concrete examples) to believe that government will take action on unsafe products reported by consumers. Of course, these perceptions of potential inaction were not likely to be based on personal or direct experience in product safety, and were more likely based on stereotypes or assumptions about governments in general. Nonetheless they present a challenge to ensuring that consumers report their concerns to authorities.

Perceptions of Booklet

Participants were asked to read through the Health Canada publication “Is Your Child Safe?” and used a green marker to highlight the areas they liked/understood and a red marker for the areas that they didn’t understand/not as clear.



Qualitative Findings – Canadians, Parents and Aboriginal Peoples

The booklet was well received in all discussion groups. Participants were quick to mention that the information provided was both useful and appropriate. In Montreal, a few questioned the 'basic' nature of some of the information provided; however, others quickly countered that this 'commonly known information' could not be neglected without compromising the overall veracity of the whole document. In Mississauga, some felt that more could be included about the rationale behind some product warnings or banning.

Some parents wonder why the burden for obtaining additional information was placed on the reader. For these individuals, manufacturers should ultimately be responsible for informing the public about product safety concerns as they relate to their merchandise.

Participants mentioned the telephone numbers and web site URL unprompted, but felt that the web address could be displayed more prominently. In Mississauga, participant willingness to call the 1-800 number is diminished by the common perception that calls to government 1-800 lines remain unanswered. They approve of the notation that calls would be routed through to a local number, but felt that an answering machine should indicate how soon the department would return a call.

Schools, doctors' offices, hospitals, pre-natal classes, pharmacies, CLSC, point of purchase and grocery stores would all be considered good locations for handing out this type of book.

Qualitative Findings – "Ambivalent and Uninformed" and "Complacent and Optimistic"

Participants said that the Health Canada booklet "Is Your Child Safe?" exceeded their expectations of Health Canada. The majority of participants found it well written, informative, and accurate.

They thought it was a great resource for expectant and new parents, grandparents, day care providers and other agencies involved in the care of children, and a good model for product safety information that could be tailored for various products and audiences. Participants approved of the amount of contact information and the regional offices that often have a receptionist answer the phone.

"I think that this is an excellent resource."

"All new parents should get this."

"It might be a bit of overkill."

"I don't think it is overkill – you can't assume that new parents know this stuff."

"Grandparents could use this."

"Parenting courses and daycare providers should have this."

"Just enough information."

« C'est simple et ça se lit bien. »

« Oui, c'est crédible, ça se lit comme une revue. »

« Moi je trouve que c'est un bel instrument de travail. »

Participants in phase three were presented with statistical information on children's products and consumer products in general. For the most part, most participants responded well to the information and felt that if the information reached them that it would have an impact on how and when they think about the safety of the consumer products that they use.

Segmentation Analysis

As part of the quantitative phase of research a segmentation analysis was conducted. This analysis allows for the identification of relatively homogenous groups (called segments) within a population. For the purposes of this study, a five-segment solution was the best fit for the data.

The segments that emerged from the analysis can be briefly described as follows:

Ambivalent and Uninformed

This segment, 20% of the population, is characterized by ambivalence about the importance of product safety and the need to check products.

- They expressed comparatively low awareness of product safety, and they did not assume products for sale are safe or tested.
- They appeared ambivalent, but not dismissive, about government involvement in product safety, and about the need for additional safety information; however, almost half of this segment said they do not have sufficient safety information.

Why target this group? Despite their considerable ambivalence about the importance of product safety and their own role in checking the safety of products they purchase, this group does not dismiss the issue altogether. They were open to receiving further information about product safety.

Complacent and Optimistic

This segment, 21% of the population, expressed little concern about product safety; their optimism stems from confidence that products for sale are safe and have been tested, and they rarely attempt to verify the safety of products they buy.

- They support government involvement in product safety, but although they think safety information is useful, few sources of information strike them as effective: most of them believed they have all the information they need.

Why target this group? Although this group is dismissive of the need to check product safety and claims to have no time to check products, they did agree that the public should be made aware of potential hazards and that product safety information is useful. Despite their complacency, they believed more product safety information would be useful, and they need to be advised about the importance of checking product safety information.

Engaged and Informed

This segment, 24% of the population, is characterized by a high level of concern about product safety, coupled with a proactive habit of checking the safety of all products purchased.

- This group did not assume that products for sale are safe, and they believed that providing further information is useful and effective.
- They welcomed government involvement in product safety, and believed that better rules and regulations would reduce the safety risks to Canadians' health.

Why not target this group? These individuals are already concerned about the safety of consumer products and are interested in receiving further information. However, raising awareness among this segment is probably unnecessary, as they will naturally benefit from efforts designed to reach the "Ambivalent and Uninformed" and "Complacent and Optimistic". This segment already demonstrates high levels of safety verification behaviour.

Engaged and Paranoid

This segment, 15% of the population, expressed a high level of concern about product safety, and habitually checks the safety of products. They did not assume products for sale are safe or tested, and are not convinced better regulations would make any difference. They demonstrated higher levels of concern about risk in general than any other group.

- They were not satisfied with available information or with expert safety verification; they believed that it is impossible to have a risk-free environment.
- A majority said they do not have enough safety information, and they were ambivalent about the usefulness and effectiveness of additional safety information.

Why not target this group? This segment is already quite concerned about the safety of consumer products, and although they were not convinced that available information is sufficient, or that government should be involved in product safety, they did demonstrate high levels of safety verification behaviour.

I Can Take Care of Myself

This segment, 20% of the population, was somewhat concerned about product safety, but believed that risks are generally overstated. They were not interested in safety information and rarely engage in safety verification.

- They saw little point in government involvement in product safety, and did not believe additional safety information would be useful or effective.
- Nonetheless, many of them did not believe they have enough safety information. Government is not seen as a useful source of information.

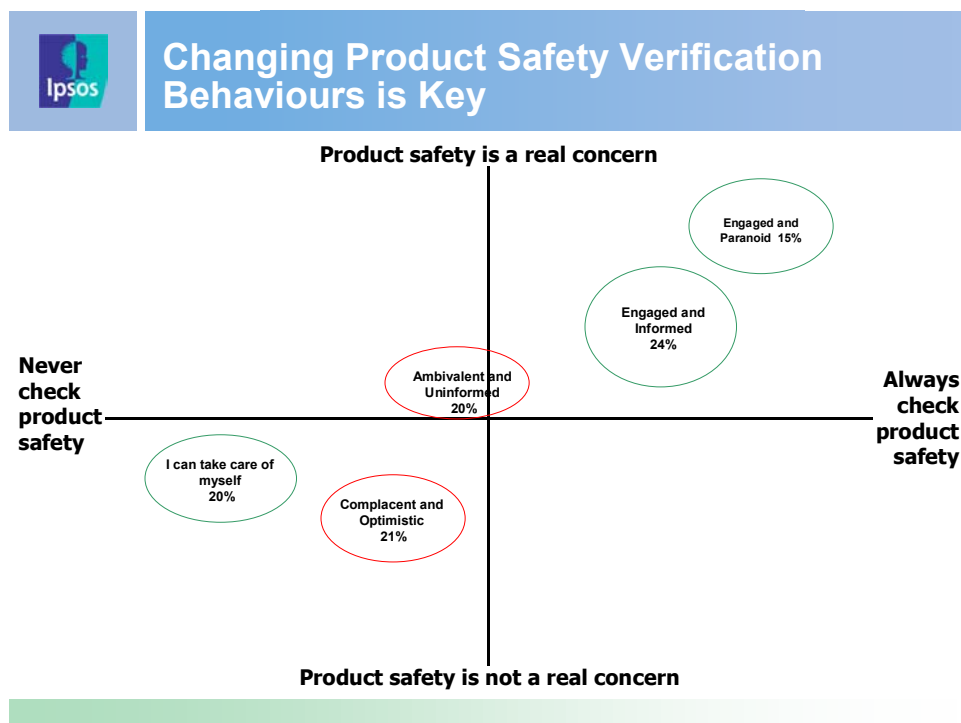
Why not target this group? This segment was somewhat concerned about consumer product safety, but they were resistant to efforts to increase attention to safety information, and were dismissive of the need to engage in product safety verification.

Quadrant Analysis

In order to graphically depict the key dimensions of interest for Health Canada's future social marketing and policy development purposes, we performed a quadrant analysis of the segments to indicate their position on these two dimensions:

- Checking product safety: this is the key behaviour that Health Canada wishes to influence with future social marketing efforts.
- A battery of items tapping concern about product safety: this is a key driver for product safety verification behaviour. Items include confidence about the safety of products for sale, and the belief that no product is totally risk free.

In order to increase levels of product safety verification, it is important to address complacency about the safety of consumer products. Social marketing efforts will aim at moving target segments to the upper right hand quadrant.



Demographic Analysis

The five segments identified differ from each other in terms of their regional and demographic composition.

"Ambivalent and Uninformed" are more likely to live in Ontario. The "Complacent and Optimistic" and "Engaged and Informed" segments are more likely than others to live in Quebec. "Engaged and Paranoid" respondents are more likely to live in Atlantic Canada, while members of the segment "I Can Take Care of Myself" are more likely than others to reside in the West.

The "Engaged and Informed" segment is most likely to consist of women (60%), while the segment, "I Can Take Care of Myself," is most likely to consist of men (63%).

The "Engaged and Paranoid" segment (25%) and the "Complacent and Optimistic" segment (23%) are more likely than others to live in rural areas.

The "Engaged and Informed" (30%) and "Engaged and Paranoid" (26%) segments are more likely than others to consist of parents, while the "Ambivalent and Uninformed" (20%) and "Complacent and Optimistic" (20%) segments less often include parents.

The "Complacent and Optimistic" segment tends to be older (mean age: 51 years), while the "Engaged and Informed" segment is younger (mean age: 44.9 years).

Members of the segment, "I Can Take Care of Myself," have a higher average income than other segments (mean income: \$59,578), while the "Complacent and Optimistic" segment has a lower than average income (mean income: \$44,986).

Similarly, members of the segments "I Can Take Care of Myself" (23%) and "Ambivalent and Uninformed" (21%) are more likely than average to have a university education, while the segment "Complacent and Optimistic" is less likely to have a university education (13%).



Demographics

	Ambivalent & Uninformed (20%)	Complacent & Optimistic (21%)	Engaged and Informed (24%)	Engaged & Paranoid (15%)	I Can Take Care of Myself (20%)
More Likely Than Other Segments To Live In...	ON	QC	QC (2 nd most likely)	Atlantic	BC/AB/SK/MB
% Women	55%	53%	60%	51%	37%
% Men	45%	47%	40%	49%	63%
% French	18%	31%	29%	17%	13%
% Rural	18%	23%	17%	25%	15%
% Parents	20%	20%	30%	26%	22%
Mean Household Members	2.7	2.4	2.9	2.7	2.6
Mean Age	47.8	51.0	44.9	49.1	47.3
Mean Income	\$54,140	\$44,986	\$55,118	\$54,362	\$59,578
% Completed University	21%	13%	19%	19%	23%

Base: Adults n=1,200

Key Attitudinal Characteristics

Ambivalent and Uninformed

Perceptions of Risk:

- Generally play by the rules and attend to serious things
- Want to enjoy life for today, do not wait for someone else to try things
- Agree that society is too safety conscious but do not want to worry about what they cannot control

Perceptions of Product Safety:

- Not the least concerned about variety of products, but not the most either
- Rely on family and friends for safety information
- Not convinced information on labels is very useful or that problems could be avoided
- Not very aware of product safety, including second-hand products
- Do not assume that products for sale are safe or have been tested, except perhaps personal care products
- Do not assume that product risks are overstated

Product Safety Behaviour:

- Rank at the median for checking the safety of products, including expensive items
- Unsure about how to report unsafe products, would probably just return it to retailer unless it was a risk to others

Government and Product Safety:

- Do not assume that manufacturers or government test products
- Not particularly likely to agree that people should be made aware of hazards
- Not particularly likely to agree that better rules would reduce risks, or that government should assess risks

Information:

- Most likely to agree that they have more than enough information, but almost half said it is insufficient
- Somewhat likely to agree that Health Canada does a good job of providing information
- Do not really think risks are coming from unknown factors, but also are not convinced that they have enough information to assess product safety

- Less likely than most other segments to think that a wide variety of information is very useful or that various sources are effective, but not totally dismissive

Complacent and Optimistic

Perceptions of Risk:

- Contradictory attitudes about risk in general
- Play by the rules, cautious, wait for others to try things first
- Believe life should be enjoyed for today, there is no point worrying about what they cannot control
- Believe society is too safety conscious, and driving over the speed limit is not that risky
- Rely on their own instincts to assess risks

Perceptions of Product Safety:

- Unconcerned about product safety in general and about children's products
- Safety information is useful, but rely on family and friends or brand of products
- Unaware of the safety of products they buy, assume products for sale are safe
- Believe product benefits outweigh risks that are probably overstated

Product Safety Behaviour:

- Rarely check safety of products they buy, unlikely to read safety labels
- Unlikely to report unsafe products, more likely to simply return them to retailers

Government and Product Safety:

- Assume government and manufacturers must test products
- Supportive of better rules and regulations and of informing the public of hazards
- Agree that government should assess risks

Information:

- Mostly satisfied with available information, believe Health Canada does a good job
- Despite adequate information, do not believe they can adequately assess product risks, which are often caused by unknown factors anyway
- Believe product safety information is very useful, but not the most likely to think that all sources are effective

Engaged and Informed

Perceptions of Risk:

- Play by the rules, not inclined to take risks
- Serious, do not neglect duties in favour of fun
- Cautious, wait for others to try things first
- Disagree that society is too safety conscious, and worry about all the things that can hurt you

Perceptions of Product Safety:

- Very concerned about all kinds of product safety
- Rely on brand and reputation but also on safety information on labels
- Parents are most likely to be aware of safety of products for their children
- Do not assume products for sale are safe, or that risks are overstated
- Uneasy about second-hand products

Product Safety Behaviour:

- Proactive behaviour toward product safety; believe problems can be avoided
- Always check safety of products they buy, and very likely to read safety labels
- Most likely to know what to do to report unsafe products, and to do it

Government and Product Safety:

- Assume government and manufacturers must test product safety
- Supportive of better rules and regulations for consumer safety
- Believe public should be made aware of harmful substances
- Supportive of government involvement in assessing risks

Information:

- Mostly satisfied with available information, believe Health Canada does a good job
- Confident in expert safety verification
- Believe safety information is very useful, and that most sources are very effective

Engaged and Paranoid

Perceptions of Risk:

- Cautious, play by the rules and avoid risks
- Rely on own instincts to assess risks, and do not wait for others to try things first
- Disagree that society is too safety conscious, worry about everything
- Do not agree that life should be enjoyed for today

Perceptions of Product Safety:

- Very engaged on product safety
- Very concerned about and aware of the safety of a variety of products, including second-hand products
- Do not rely on family and friends or on the brand, and do not think safety information on labels is particularly useful
- Disagree that product benefits outweigh risks, which they do not think are overstated
- Do not assume that products for sale are safe or have been tested

Product Safety Behaviour:

- Most likely to always check the safety of products they buy
- Most likely to always read labels on all products they purchase
- Confident about how to report unsafe products, agree that they would do so

Government and Product Safety:

- Do not assume government or manufacturers have tested product safety
- Agree that people should be informed about harmful substances
- Not convinced that better regulations would make a difference
- Believe government agencies should assess risks

Information:

- Most likely to have said they do not have enough information
- Do not agree that Health Canada does a good job of providing it
- Not willing to rely on experts to verify safety
- Think product safety risks are hard to assess and increasingly caused by unknown factors

- Less likely to agree that a range of product safety information would be very useful, or that most sources would be effective

I Can Take Care of Myself

Perceptions of Risk:

- Risk takers, do not always play by the rules and do not believe it is possible to eliminate risk
- Believe society is too safety conscious, will not worry about what they cannot control
- Do not neglect serious things in favour of fun, however

Perceptions of Product Safety:

- Least concerned about, and aware of, product safety
- Do not rely on family and friends or on brand and reputation
- Believe product information is not useful, and do not read labels
- Somewhat confident that products for sale are safe, including second-hand products, and that risks are overstated

Product Safety Behaviour:

- Dismissive attitude to product safety, do not believe problems could be avoided
- Least likely to check the safety of products they buy, including expensive items
- May report unsafe products, but said they have no time to check product safety

Government and Product Safety:

- Not very supportive of government involvement in product safety
- Do not believe products are or should be tested by government
- Least likely to agree that people should be informed about harmful substances
- Do not think that better rules and regulations could reduce risks

Information:

- Not entirely satisfied with available information, and do not credit Health Canada with providing adequate information
- Confident they can assess risks and do not need to rely on expert verification
- Disagree that risks are increasingly caused by unknown factors
- Least likely to think product information is useful, or that sources are effective

APPENDIX I: SCREENER AND MODERATOR'S GUIDES

PHASE ONE

Screeners Phase One: Canadians, Parents and Aboriginal People

INTERVIEWER NOTE: READ SCREENER EXACTLY AS WRITTEN; SHOULD THERE BE ANY PROBLEMS, CONSULT YOUR SUPERVISOR IMMEDIATELY.

Good morning/afternoon/evening, my name is _____ and I am calling from Ipsos-Reid, a national marketing research organization. WE ARE NOT SELLING ANYTHING. We are a professional public opinion research firm that gathers opinions from people. From time to time, we solicit opinions by sitting down and talking with a group of people. We are preparing to conduct a series of these discussions on behalf of Health Canada, on issues of interest to people like yourself, and we are calling to see if you would be willing to participate. The discussion will take about two hours and those who qualify and attend will receive \$60.00 as a token of our appreciation. Your participation is voluntary and your responses will be kept strictly confidential. Would you be interested in participating in this discussion, which will be held at a location in _____ on _____?

Yes **[CONTINUE]**

No **[THANK AND TERMINATE]**

PLEASE NOTE THAT THESE DATES AND LOCATIONS ARE TENTATIVE

Mississauga	Montreal
January 11th	January 11th
5:30	5:30
7:30	7:30

5:30 pm Gen Pop

7:30 pm Parents of children aged 5 and under

Now, I would like to ask you a few questions to see if you qualify to attend.

[INTERVIEWER RECORD GENDER, DO NOT ASK: AIM FOR 50/50 MIX]

Male **[CONTINUE FOR POSSIBLE RECRUIT]**

Female **[CONTINUE FOR POSSIBLE RECRUIT]**

1. Do you, or does anyone in your household, work in any of the following areas?

[READ LIST: IF "YES" OR "DK/RF" TO ANY, THANK AND TERMINATE]

An advertising agency

A market research company

The media, that is for TV, Radio or a Newspaper

The Government of Canada

Dk/Rf

2. I am going to read you a series of age categories, please stop me when I get to the one that applies to you.

Under 18 years [THANK AND TERMINATE]

18 to 25 years

26 to 35 years

36 to 45 years

46 to 55 years

55 to 65 years

65 to 75 years

76 plus [THANK YOU, THAT AGE CATEGORY HAS BEEN FILLED]

[SELECT A GOOD MIX OF AGES, THESE CATEGORIES SHOULD BE CONSIDERED SOFT QUOTAS]

3. When was the last time that you participated in a market research discussion group or interview?

Over 12 months ago/Never **[CONTINUE]**

Less than 12 months ago **[THANK AND TERMINATE]**

4. Are you a parent or guardian of a child aged 5 years or under?

Yes **[CONTINUE FOR 7:30 GROUP]**

No **[SKIP TO Q7, CONTINUE FOR 5:30 GROUP]**

[ASK Q5 IF "YES" AT Q4, RECRUIT FOR 7:30 GROUP]

5. What are the ages of your children?

(Age in years)

<1

1

2

3

4

5

[ENSURE GROUP HAS A GOOD MIX BY AGE OF CHILD/CHILDREN]

6. Which of the following categories describes your total household income before taxes? [READ LIST]:

\$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 and over

Dk/Rf **[THANK AND TERMINATE]**

[SELECT A GOOD MIX OF INCOME GROUPS, THESE CATEGORIES SHOULD BE CONSIDERED SOFT QUOTAS]

7. What is the highest level of formal education that you have completed? [READ LIST]:

- Grade 8 or less
- Some high school
- Completed high school
- Technical, vocational post-secondary, college
- Some university
- Complete university degree (e.g. Bachelors)
- Post-graduate degree (e.g. Masters or Ph.D)
- DK/RF

[SELECT A GOOD MIX OF EDUCATION GROUPS, THESE CATEGORIES SHOULD BE CONSIDERED SOFT QUOTAS]

IMPORTANT: The session is two hours in length, but we ask that all participants arrive 10 minutes prior to the start time of the session. There is a great deal of material to cover, and we need you ready to start at the specified time. Are you able to be at the research facility 10 minutes prior to the session time?

Yes **[CONTINUE]**

No **[THANK AND TERMINATE]**

Sometimes participants are also asked to read certain ideas or to write out their answers to a questionnaire during the discussion. If you require reading glasses or a hearing aid you should bring them to the group.

[NOTE: TERMINATE IF RESPONDENT MENTIONS A VERBAL LANGUAGE PROBLEM, OR A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY]

At the facility, you may be asked to produce photo identification, so please remember to bring something with you. **Only those with photo ID will be able to participate in the discussion group.**

[INTERVIEWER NOTE: If respondent says they do not have photo ID, then any other form of ID will do.]

[RECORD GENDER AND ASSIGN PARTICIPANTS TO GROUPS AS PER THE FOLLOWING GRID]

Thank you. You qualify to attend the discussion group. **This group will involve discussion of the safety of consumer products, *not including* drugs or food.** As I mentioned earlier, the group will last about two hours, and you will receive \$60 as a token of our appreciation, and refreshments will be served. The session will be recorded for our records, but the tapes will not be shared with anyone outside the research team. The session will be held on:

NOTE: RECRUIT 10 PER GROUP

Mississauga	Montreal
January 11th	January 11th
5:30	5:30
7:30	7:30

5:30 pm Gen Pop

7:30 pm Parents of children aged 5 and under

We are reserving a special place for you at this session. There will only be 8 or 10 people attending, so if for any reason you cannot attend, please call **(FIELD SUPERVISOR NUMBER, PHONE NUMBER)** as soon as possible so that we can select someone else to take your place.

Also, someone from our office will be calling you back to confirm these arrangements. Could I please have your name and phone number where we can reach you during the evening and during the day?

NAME: _____

DAYTIME PHONE NUMBER: _____

EVENING PHONE NUMBER: _____

THANK YOU VERY MUCH!
WE LOOK FORWARD TO SEEING YOU THERE.

Moderator's Guide Phase One: Canadians, Parents and Aboriginal People

INTRODUCTION – 5 minutes

Explain to participants:

- Introduction to Ipsos-Reid
- The length of the session (2 hours)
- Taping of the discussion (audio and video)
- Some colleagues will be viewing but *not* taking part in the discussion
- Results are confidential and will be reported only in aggregate; individuals will not be identified and participation is voluntary
- The Government of Canada is sponsoring the group
- The role of the moderator is to ask questions, be a timekeeper, to be objective; the moderator has no vested interest in the discussion
- The role of the participants is to speak openly and frankly about their opinions; there are no right or wrong answers, and there is no need to reach a consensus

WARM-UP: TOP OF MIND ON CONSUMER PRODUCT SAFETY [5 MINS]

- We'd like to get your opinions about some issues related to the safety of consumer products. Throughout this discussion, when I refer to products, I am referring to consumer products such as household products, personal care products (cosmetics) and children's products, even if they are second hand, that you and your family might use, and not to food products or medication. 
- So, to begin, what comes to mind when you think about the safety of consumer products? 

CONSUMER PRODUCT SAFETY AND SAFETY VERIFICATION BEHAVIOURS [20 MINS]

- Which kinds of products are you most likely to be concerned about in terms of safety? 
- Probe: products for babies and children, cosmetics, household chemicals, candles, outdoor play equipment, play pens. Are any of them second hand from family, friends or garage sales or second hand stores? 
- Is this something that you think about when you choose what products you bring into your home? 
- How do you, as consumers, determine whether a product that you are thinking of buying is safe or not? What kinds of information do you look for? [PROBE]: Price? Store? Company reputations? 
- Do you refer to product labels and instructions? [PROBE]: For safe use warnings?⁹ If something is second hand, where do you get the instructions? 

⁹ MODERATOR NOTE: Safe use instructions and safe use warnings are separate things, and should be probed separately.

- Do you think people are adequately informed about the safety of the products that they buy? 
- When you want to get information about the safety of the products that you buy, where do you look first? [PROBE SPECIFIC CATEGORIES]: Chemicals; cosmetics/beauty products; flammable products; products for children? 

ASSUMPTIONS ABOUT CONSUMER PRODUCT SAFETY – 25 MINUTES

- If a product were available for sale to the public, would you generally assume that the product has been tested and is safe? Why/why not? By whom? 
- Do you think that products sold in Canada, but manufactured in other countries are safe? Is there any country whose products you consider to be unsafe? 
- Do you believe that all products in Canada are tested? 
- What about the claims that are made on products regarding their effects, for example, on cosmetics – do you usually assume that the claims that are made about these products in terms of their effects and safety are true? [PROBE]: Do you think the effects are tested? 
- Whose responsibility is it to protect consumers from potentially hazardous products? [PROBE]: Individuals?¹⁰ Manufacturers? Retailers? Consumer advocate groups? Governments (which level? – federal, provincial, territorial)? 

REPORTING BEHAVIOURS [10 MINS]

- Do you own any products that have been declared, or that you determined were, unsafe after you bought them? 
- How did you find out/determine that the product was unsafe? Again, to remind you, we're not talking about food or medication, but other types of household products. 
- [PROBE]: What kind of product? 
- What did you do when you realized the product wasn't safe? 
- Did you report it? Why/Why not? To whom? 

[MODERATOR: IF NO PARTICIPANTS HAVE HAD ANY EXPERIENCE WITH AN UNSAFE PRODUCT, ASK]:

- If you found that a product you bought was unsafe, what would you do when you realized it? [PROBE]: Report it to someone? (Health Canada? Manufacturer? Consumer Advocate group? Retailer?) Return it to manufacturer or retailer? Throw it away? 

SOURCES OF INFORMATION [15 MINS]

¹⁰ MODERATOR NOTE: This question is about roles and responsibilities; from a product safety point of view, the individual has a responsibility to use the product according to the safe use instructions (and warnings) provided by the manufacturer.

- What kinds of information about product safety do you think are most useful? [PROBE]: Booklets; inserts; labels; instructions; warranty cards; websites; 1-800 information lines; government; family/friends; doctor? 
- Do you think information from these sources is trustworthy, or is it sometimes "just legal disclaimers to cover off liability"? 
- Do you now or have you ever owned any products that have been recalled since you bought them? [PROBE]: How did you find out? 
- What about information on product recalls? Where would you expect to get the information when a product is being recalled for safety reasons? [PROBE]: The media? The government? Company websites? 

POTENTIAL SOURCES OF INFORMATION [15 MINS]

- What organizations do you think are most responsible for providing information about the safety of consumer products? 
- What about the federal government, should it play a role in the safety of consumer products? Which departments/agencies? How should it play a role? 
- Let's talk about Health Canada for a few minutes. Do you think of Health Canada as a source of information on the safety of consumer products? Why/why not? 
- Web site 
- Advisories/warnings/recalls about the safety of consumer products? 
- How do you think Health Canada compares to other sources of information about the safety of consumer products? 
- Again, just a reminder that when we talk about the safety of household products, we are not talking about food or medicine.
- When you think about getting information about the safety of household products, what do you think is the most *effective* way of getting that information? Why? 
- [PROBE]: Consumer advocate publications? Health Canada? Internet/websites? Magazines? Newspapers? Manufacturers? Labels? Pamphlets and brochures? Television? Through retailers? 
- How would you *prefer* to receive information about the safety of products that you are thinking of buying? Why? 

HEALTH CANADA INFORMATION MATERIAL: "Is Your Child Safe" [20 MINS]

- We'd like you to take a moment and look at this brochure. Please read through it and underline anything that you particularly like using the green pen, and anything that you don't like using the red pen. [MODERATOR: ALLOW 5 MINS FOR READING]
- What do you think of the brochure? Is it useful? Interesting? Informative? Believable? Appropriate? 
- What did you have in green? How about red? 
- Do you think this is a good way to get information to people about the safety of products that they might buy? 

- Would you call the phone number listed on the pamphlet for the Product Safety Office to get more information? Why/why not? 
- Would you go to the website for more information? Why/why not? 
- Does this brochure reflect your expectations for the Government of Canada in dealing with consumer product safety? 
- Do you think there is anything missing from this brochure? 
- How do you think a brochure like this should be given out? At the doctor's office? At schools? Through the mail? 

CONCLUSION [5 MINS]

- Is there anything else you would like to add to the discussion of consumer product safety today? 
- Thank you very much for your participation.

APPENDIX II: BILINGUAL QUESTIONNAIRE

Introduction

Introduction

Hello. My name is _____ and I am calling from Ipsos-Reid a professional public opinion research company, on behalf of the Government of Canada. I am calling today to conduct a survey about issues related to the health of Canadians. Your answers will be kept completely confidential. WE ARE NOT SELLING ANYTHING. This survey is registered with the national survey registration system.

Bonjour, ici _____ d'Ipsos-Reid, une firme professionnelle de sondages d'opinion publique pour le compte du gouvernement du Canada. Je vous appelle aujourd'hui pour mener un sondage au sujet de questions touchant la santé des Canadiennes et des Canadiens. Vos réponses seront tenues strictement confidentielles. JE TIENS À VOUS ASSURER QUE NOUS NE VENDONS RIEN. Ce sondage est enregistré auprès du système national d'enregistrement des sondages.

A. *Are you between the ages of 16 and 79?*

A. *Avez-vous entre 16 et 79 ans?*

(Responses)

(Réponses)

Yes

Oui

No

Non

DK

NSP

[IF NO /REF/DK – THANK AND TERMINATE]

[IF NO /REF/DK – THANK AND TERMINATE]

B. *In what year were you born? [RECORD YEAR] RECORD ALL FOUR DIGITS RANGE 1990-1928*

B. *En quelle année êtes-vous né? [INSCRIRE L'ANNÉE] INSCRIRE LES QUATRES CARACTÈRES 1928-1990*

(Responses)

(Réponses)

18 - 24 years of age 1990 - 1983

18 à 24 ans 1990 - 1983

25 - 40 years of age 1967 - 1982

25 à 40 ans 1967 - 1982

41 - 54 years of age 1953 - 1966

41 à 54 ans 1953 - 1966

55 -70 years of age 1928 – 1952

55 à 70 ans 1928 – 1952

(Volunteered – Over 70 years of age)

(Réponse spontanée – Plus de 70 ans)

IF UNDER 16, OVER 79 YEARS OF AGE OR REFUSED – THANK AND TERMINATE]

[IF UNDER 16, OVER 79 YEARS OF AGE OR REFUSED – THANK AND TERMINATE]

Please note that the instruction for: under 18 or over age 70 are included for purposes of the script and as a double check.

Veuillez noter que les directives concernant les répondants de moins de 18 ans ou de plus de 70 ans sont incluses pour les besoins du script et à des fins de contre-vérification.

C. We are interested in talking to a certain number of parents as part of this study. Are there any children residing in your household aged 10 or under?

C. Pour cette étude, nous désirons nous entretenir avec un certain nombre de parents. Y a-t-il des enfants de 10 ans ou moins qui vivent dans votre foyer?

Yes

Oui

No

Non

[IF YES, SKIP TO QE. IF NO, DK/RF AND UNDER 18, THANK AND TERMINATE, OTHERWISE CONTINUE]

[IF YES, SKIP TO QE . IF NO, DK/RF AND UNDER 18, THANK AND TERMINATE, OTHERWISE CONTINUE]

D. i) Do you have any children aged 10 or under who spend time in your household on a full time or part –time basis? By part-time basis, we mean they would spend approximately a minimum of two days a week in your household. [INTERVIEWER INSTRUCTION – MAYBE ASKING OF A GRANDPARENT/CAREGIVER/OLDER SIBLING]

D. i) Avez-vous des enfants de 10 ans ou moins qui vivent dans votre foyer à plein temps ou à temps partiel? Par temps partiel, nous voulons dire qu'ils passent un minimum d'environ deux jours par semaine dans votre foyer. [DIRECTIVE À L'INTERVIEWER – IL PEUT S'AGIR DE GRAND-PARENTS/D'UNE PERSONNE SOIGNANTE/D'UNE SOEUR OU D'UN FRÈRE PLUS ÂGÉ]

(Responses)

(Réponses)

Yes

Oui

No

Non

DK

NSP

[IF YES CONTINUE , OTHERWISE SKIP TO Q1]

[IF YES CONTINUE , OTHERWISE SKIP TO Q1]

ii) Which of the following best describes your relationship with the children who spend time in your home? [Probe for the most prominent relationship if more than one type of relationship]

iii) Lequel des énoncés suivants décrit le mieux votre lien avec les enfants qui passent du temps dans votre foyer? [Si plus d'un type de lien, sonder pour le lien le plus important]

(Responses)

(Réponses)

Grandparent,

Grand-parent

Other family member

Autre membre de la famille

Family friend

Ami de la famille

Caregiver - *This will capture professional caregivers*

Personne soignante - *Cette catégorie englobera les personnes soignantes professionnelles*

[SKIP TO QG]

[SKIP TO QG]

E. Just to confirm, are you one of the parents of the children aged 10 and under living in your household?

E. Seulement pour confirmer, êtes-vous l'un des parents des enfants de 10 ans et moins qui vivent dans votre foyer?

8. (Responses)

9. (Réponses)

Yes

Oui

No

Non

DK

NSP

[IF YES – SKIP TO QG, IF NO CONTINUE AND REPEAT INTRODUCTION IF NECESSARY]

[IF YES – SKIP TO QG, IF NO CONTINUE AND REPEAT INTRODUCTION IF NECESSARY]

F. May we speak to one of the parents in the household?

F. Puis-je parler à l'un des parents du foyer?

Yes

Oui

No

Non

[IF NO, ARRANGE A CALLBACK, IF YES REPEAT INTRODUCTION, ASK Q A, B AND C – THEN SKIP TO QG]

[SI NON, FIXER UN RAPPEL. SI OUI, RÉPÉTER L'INTRODUCTION, POSER LES Q A, B ET C – PUIS PASSER À LA QG]

G. *Please tell me the year of birth for your child(ren) aged under 10..*

G. *Pouvez-vous me donner l'année de naissance de votre ou de vos enfants sous l'âge de 10 ans?*

1996 – 2007 – RECORD ALL DIGITS

1996 – 2007 – INSCRIRE LES QUATRE CHIFFRES

[IF QG= NONE/DK/REF, = ADULT SAMPLE- N=750]

[IF QG= NONE/DK/REF, = ADULT SAMPLE- N=750]

QUOTA CHECK:

SURVEILLER LES QUOTAS :

[IF YES TO QC OR QDi AND HAS AT LEAST ONE CHILD AGED 10 AND UNDER IN QG, COUNT AS A PARENT INTERVIEW (N=750)]

[IF YES TO QC OR QDi AND HAS AT LEAST ONE CHILD AGED 10 AND UNDER IN QG, COUNT AS A PARENT INTERVIEW (N=750)]

[IF NO TO QC AND IS 18-70 AND QDi COUNT AS AN ADULT INTERVIEW (N=750)]
 [IF NO TO QC AND IS 18-70 AND QDi COUNT AS AN ADULT INTERVIEW (N=750)]

Survey

Sondage

1. First, I'm going to read you a series of statements and I'd like you to tell me the extent to which you agree or disagree with each using a scale of 0 to 10 where 0 means strongly disagree and 10 means strongly agree. The first statement is

1. Je vais d'abord vous lire une série d'énoncés et j'aimerais savoir dans quelle mesure vous êtes d'accord ou en désaccord avec chacun d'eux, sur une échelle de 0 à 10, où 0 signifie fortement en désaccord, et 10, fortement d'accord. Le premier énoncé est

Statements

Énoncés

As hard as I try, I can't reduce the stress in my life.

En dépit de tous mes efforts, je n'arrive pas à réduire le stress dans ma vie.

Driving 20 or 30 kilometers an hour over the speed limit is really not that risky.

Il n'est pas si risqué de conduire à une vitesse supérieure de 20 ou 30 kilomètres/heure à la limite permise.

I almost always play by the rules.

Je me plie presque toujours aux règles établies.

I believe that a risk-free environment is an achievable goal.

Je crois qu'un environnement exempt de risques est un objectif réalisable.

I rely on my own instincts rather than statistics and probabilities when I am determining whether or not something is risky.

Je me fie à mon instinct plutôt qu'aux statistiques et aux probabilités pour déterminer si quelque chose est risqué ou non.

I try to get as much fun out of life as I can, even if it means sometimes neglecting more serious things.

J'essaie autant que possible de m'amuser dans la vie, même si cela signifie parfois de négliger des choses plus sérieuses.

I'm the type of person that usually waits for other people to try something first before I do.

Je suis le type de personne qui attend, avant d'essayer quelque chose, que les autres l'essaient.

Life should be enjoyed for today without worrying about the future.

Dans la vie, il faut profiter du moment présent et ne pas se soucier de l'avenir.

Our society is too safety conscious.

Notre société est trop préoccupée par la sécurité.

There are so many things that can hurt you these days. I am not going to worry about them.

Il y a tellement de choses qui peuvent nous faire du mal de nos jours; inutile de s'en faire.

There's no point in worrying about what you can't control.

Rien ne sert de s'en faire avec ce qu'on ne contrôle pas.

Canadians face significantly more risk in their everyday lives compared to 10 years ago.

Dans la vie de tous les jours, les Canadiennes et les Canadiens sont aujourd'hui exposés à passablement plus de risques qu'il y a dix ans.

ASK 1a for "Canadians face significantly more risk in their everyday lives compared to 10 years ago."

POSER LA 1a si « Dans la vie de tous les jours, les Canadiennes et les Canadiens sont aujourd'hui exposés à passablement plus de risques qu'il y a dix ans. »

a) And, why do you say that? [PROBE GENTLY]

a) Et pourquoi dites-vous cela? [SONDER GENTILMENT]

2. Thinking about the safety of products in Canada, which products are you personally most likely to be concerned about? (ACCEPT ALL RESPONSE - RECORD ALL MENTIONS SEPARATELY] Anything else?

2. Veuillez songer à la sécurité des produits au Canada. Personnellement, quels sont les produits qui ont le plus tendance à vous préoccuper? (ACCEPTER TOUTES LES RÉPONSES - INSCRIRE TOUTES LES RÉPONSES SÉPARÉMENT) Y en a-t-il d'autres?

(Hard code list – Do not read)

(Liste de Hard codes – Ne pas lire)

Baby cribs

Lits d'enfants

Baby walkers

Marchettes

Baby/child strollers

Poussettes

Bunk beds

Lits superposés

Candles

Chandelles

Children's car seats

Sièges d'auto

Children's clothing

Vêtements pour enfants

Children's furniture

Mobilier pour enfants

Children's outside play equipment (play structures, etc)

Équipement de jeux d'extérieur pour enfants (structures de jeux, etc.)

Children's products (General)

Produits pour enfants (en général)

Children's toys

Jouets

Cosmetics or personal care products (shampoo, deodorant, shaving cream)

Cosmétiques ou produits d'hygiène personnelle (shampoing, désodorisant, crème à raser)

Dollar stores

Magasins à un dollar

Drugs

Médicaments

Food products from other countries outside North America and imported into Canada

Produits alimentaires d'autres pays à l'extérieur de l'Amérique du Nord et importés au Canada

Food products that are produced and sold in Canada

Produits alimentaires qui sont fabriqués et vendus au Canada

Food products that are produced in United States and imported to Canada

Produits alimentaires qui sont fabriqués aux États-Unis et importés au Canada

Household appliances.

Appareils électroménagers

Household chemicals used at home (such as home cleaners or solvents)

Produits chimiques pour la maison (comme des nettoyeurs ou des solvants à usage domestique)

Lead based jewellery

Bijoux à base de plomb

None

Aucun

Play pens

Parcs pour enfants

Products produced and sold in Canada.

Produits fabriqués et vendus au Canada

Products produced in other countries, and imported into Canada.

Produits fabriqués dans d'autres pays et importés au Canada

Second hand products sold in stores or at garage sales

Produits d'occasion vendus dans les magasins ou les ventes de garage

Other (specify)

Autre (préciser)

INTERVIEWER READ:

INTERVIEWER, LIRE :

From this point on within this survey, when we refer to products, we are referring to household products that you and your family might use, we are not referring to food products, medication, electrical products or automotive products.

Pour le reste de l'entrevue, lorsque nous parlerons de produits, nous ferons référence aux produits pour la maison que vous et votre famille utilisez peut-être, à l'exception des produits alimentaires, des médicaments, des produits électriques et des produits automobiles.

ASK QUESTION 3 OF PARENTS ONLY AND QUESTION 4 OF ADULTS ONLY
POSER LA QUESTION 3 AUX PARENTS SEULEMENT ET LA QUESTION 4 AUX ADULTES SEULEMENT

3. Using a scale from '0' to '10', where '0' means you are not concerned at all and '10' means you are very concerned, please tell me how concerned you are about the following. How about the safety of [READ AND RANDOMIZE] Next, how about the safety of [PARENTS MAY SAY N/A]...?

3. Sur une échelle de « 0 » à « 10 », où « 0 » signifie que vous n'êtes pas du tout préoccupé, et « 10 », que vous êtes très préoccupé, veuillez me dire dans quelle mesure vous êtes préoccupé par ce qui suit. Pour ce qui est de la sécurité [LIRE AU HASARD]? Et de la sécurité [LES PARENTS PEUVENT RÉPONDRE NE S'APPLIQUE PAS]...?

(Items)

(Énoncés)

Baby cribs, strollers, car seats

Des lits d'enfants, des poussettes et des sièges d'auto

Children's clothing regarding drawstrings

Des vêtements d'enfants en ce qui concerne les cordons

Children's outside play equipment such as play structures, etc

De l'équipement de jeux d'extérieur pour enfants, comme les structures de jeux, etc.

Children's products in general

Des produits pour enfants en général

Children's toys

Des jouets

Cosmetics or personal care products such as shampoo, deodorant, shaving cream or lipstick

Des cosmétiques ou des produits d'hygiène personnelle comme le shampoing, le désodorisant, la crème à raser ou le rouge à lèvres

Flammability of children's clothing

De l'inflammabilité des vêtements pour enfants

Household chemicals used at home such as home cleaners or solvents

Des produits chimiques pour la maison, comme les nettoyeurs ou les solvants

Lead content in children's jewellery

Du contenu en plomb des bijoux pour enfants

Second hand products in garage sales

Des produits d'occasion vendus dans les ventes de garage

Second hand products sold in stores

Des produits d'occasion vendus dans les magasins

Window blind or drapery cords

Des stores à ressort ou des cordons de rideaux ou de tentures

4. Using a scale from '0' to '10', where '0' means you are not concerned at all and '10' means you are very concerned, please tell me how concerned you are about the safety of the following. How about the safety of [READ AND RANDOMIZE] Next, how about the safety of ...?

4. Sur une échelle de « 0 » à « 10 », où « 0 » signifie que n'êtes pas du tout préoccupé et « 10 », que vous êtes très préoccupé, veuillez me dire dans quelle mesure vous êtes préoccupé par la sécurité des produits suivants. Pour ce qui est de la sécurité [LIRE AU HASARD]? Et de la sécurité...?

(Items)

(Énoncés)

Candles

Des chandelles

Children's products (General)

Des produits pour enfants (en général)

Children's toys

Des jouets

Cosmetics or personal care products such as shampoo, deodorant, shaving cream or lipstick

Des cosmétiques ou des produits d'hygiène personnelle comme le shampoing, le désodorisant, la crème à raser ou le rouge à lèvres

Flammability of textiles found in the home

De l'inflammabilité des tissus qui se trouvent dans la maison

Household chemicals used at home such as home cleaners or solvents

Des produits chimiques pour la maison, comme les nettoyeurs ou les solvants

Ingredients found in cosmetics

Des ingrédients contenus dans les cosmétiques

Lead content in children's jewellery

Du contenu en plomb des bijoux pour enfants

Products produced and sold in Canada.

Des produits fabriqués et vendus au Canada

Products produced outside North America, and imported into Canada.

Des produits fabriqués à l'extérieur de l'Amérique du Nord et importés au Canada

Second hand products sold in garage sales

Des produits d'occasion vendus dans les ventes de garage

Second hand products sold in stores

Des produits d'occasion vendus dans les magasins

Window blinds and drapery cords

Des stores à ressort et des cordons de rideaux et de tentures

5. Now thinking about product safety, how do you as a consumer determine whether or not, a product that you are thinking of buying is safe or not? (OPEN – ACCEPT UP TO THREE RESPONSES – RECORD FIRST, SECOND AND THIRD MENTION) Anything else?

5. Veuillez maintenant songer à la sécurité des produits. À titre de consommateur, comment déterminez-vous si un produit que vous pensez acheter est sécuritaire ou non? (QUESTION OUVERTE – ACCEPTER JUSQU'À TROIS RÉPONSES – INSCRIRE LA PREMIÈRE, LA DEUXIÈME ET LA TROISIÈME RÉPONSE) Y a-t-il autre chose?

(Hard code list - Do not read)

(Liste de Hard codes – Ne pas lire)

All products for sale in Canada have been tested and are safe

Tous les produits en vente au Canada ont été testés et sont sécuritaires

Ask friends or family for recommendations

Je demande conseil à mes amis ou à ma famille

Don't really think about it

Je n'y pense pas vraiment

Look for safety features

Je regarde s'il y a des dispositifs de sécurité

Look for safety warnings

Je regarde s'il y a des avertissements de sécurité

Read label

Je lis les étiquettes

Read product instructions

Je lis les directives d'utilisation du produit

Rely on brand name/reputation

Je me fie à la marque/à sa réputation

Research product in Consumer Reports

Je fais des recherches sur le produit dans le magazine Protégez-vous

Research product on Consumer Advocate Web sites

Je fais des recherches sur le produit en visitant les sites Web de protection du consommateur

Research product on Health Canada's Web site

Je fais des recherches sur le produit en visitant le site Web de Santé Canada

Health Canada information

Je m'informe auprès de Santé Canada

Research product on the Internet (unspecified)

Je fais des recherches sur le produit par Internet (non précisé)

None

Aucun

Other specify

Autre préciser

Risk Assessment/Product Safety Verification Behaviours**Comportements en ce qui concerne l'évaluation des risques/de la sécurité des produits**

6.a) Do you always, sometimes, rarely, or never check the safety of the products that you buy?

6. a) Est-ce que vous vérifiez toujours, parfois, rarement ou jamais la sécurité des produits que vous achetez?

Always

Toujours

Sometimes

Parfois

Rarely

Rarement

Never

Jamais

None (Volunteered)

Aucun (spontanée)

INTERVIEWER READ:

INTERVIEWER LIRE:

Just to remind you, when we refer to products, we are referring to household products that you and your family might use, we are not referring to food products, medication, electrical products or automotive products.

Juste pour vous rappeler, lorsque nous parlerons de produits, nous ferons référence aux produits pour la maison que vous et votre famille utilisez peut-être, à l'exception des produits alimentaires, des médicaments, des produits électriques et des produits automobiles.

FOR EACH MENTION IN Q6B IMMEDIATELY ASK Q6C AND Q6D

POUR CHAQUE RÉPONSE À LA Q6B, POSER IMMÉDIATEMENT LES Q6C ET Q6D

b) And, which products do you check the safety of? [RECORD FIRST AND SECOND MENTIONS]

b) De quels produits vérifiez-vous la sécurité? [INSCRIRE LA PREMIÈRE ET LA DEUXIÈME RÉPONSE]

(Hard code list – Do not read)

(Liste de Hard codes – Ne pas lire)

Baby cribs

Lits d'enfants

Baby walkers

Marchettes

Baby/child strollers

Poussettes

Bunk beds

Lits superposés

Candles

Chandelles

Children's car seats

Sièges d'auto

Children's clothing
Vêtements pour enfants
Children's furniture
Mobilier pour enfants
Children's outside play equipment (play structures, etc)
Équipement de jeux d'extérieur pour enfants (structures de jeux, etc.)
Children's products (General)
Produits pour enfants (en général)
Children's toys
Jouets
Cosmetics or personal care products (shampoo, deodorant, shaving cream)
Cosmétiques ou produits d'hygiène personnelle (shampooing, désodorisant, crème à raser)
Household appliances.
Appareils électroménagers
Household chemicals used at home (such as home cleaners or solvents)
Produits chimiques pour la maison (comme des nettoyeurs ou des solvants à usage domestique)
Lead based jewellery
Bijoux à base de plomb
None
Aucun
Play pens
Parcs pour enfants
Products produced and sold in Canada.
Produits fabriqués et vendus au Canada
Products produced in other countries, and imported into Canada.
Produits fabriqués dans d'autres pays et importés au Canada
Second hand products sold in stores or at garage sales
Produits d'occasion vendus dans les magasins ou les ventes de garage
Other (specify)
Autre (préciser)
None
Aucun

FIX INSTRUCTIONS

c) *Would that be before or after purchase?*

c) *Le faites-vous avant ou après l'achat?*

Before

Avant

After

Après

Both (Volunteered)

Les deux (réponse spontanée)

d) And, how do you check the safety?? [OPEN RECORD FIRST AND SECOND RESPONSE] Any other way?

d) Et comment *vérifiez-vous la sécurité*? [QUESTION OUVERTE. INSCRIRE LA PREMIÈRE ET LA DEUXIÈME RÉPONSE.] Y a-t-il d'autres manières?

(Hard codes – Do not read)

(Hard codes – Ne pas lire)

Common sense

Bon sens

Family and friends

Membres de la famille et amis

Government web sites

Sites Web gouvernementaux

Looking for safety features

En regardant s'il y a des dispositifs de sécurité

Looking for safety warnings

En regardant s'il y a des avertissements de sécurité

Manufacturer 1-800 telephone numbers

Numéros 1 800 de fabricants

Manufacturer web sites

Sites Web de fabricants

Media coverage

Nouvelles dans les médias

On-line forums

Groupes de discussion en ligne

Personal experience

Expérience personnelle

Physical inspection

Inspection matérielle

Product labels

Étiquettes du produit

Products researched on internet

Recherche sur le produit par Internet

Reading product instructions

En lisant les directives d'utilisation du produit

Reliance on brand name or reputation

Confiance à la marque ou à la réputation

Research in consumer reports

Recherche dans le magazine Protégez-vous

Web site searches

Recherches sur des sites Web

Other specify

Autre préciser

Investigation of product safety

Enquête sur la sécurité des produits

7. Now, thinking about product safety, I am going to read you a series of statements and using a scale of '0' to '10', where '0' means strongly disagree and '10' means strongly agree, please tell me the extent to which you agree or disagree. How about [READ AND RANDOMIZE] Next, how about?

7. Je vais maintenant vous lire une série d'énoncés sur la sécurité des produits et j'aimerais savoir dans quelle mesure vous êtes d'accord ou en désaccord avec chacun d'eux, sur une échelle de « 0 » à « 10 », où « 0 » signifie fortement en désaccord, et « 10 », fortement d'accord. En ce qui concerne l'énoncé [LIRE AU HASARD]? Et l'énoncé...?

(Statements)

(Énoncés)

I do not have the time to check the safety of all the products I buy.

Je n'ai pas le temps de vérifier si chaque produit que j'achète est sécuritaire.

I rely on family and friends for recommendations on the safety of products I am considering buying.

Je compte sur ma famille et mes amis pour me faire des recommandations sur la sécurité des produits que je pense acheter.

I only check out the product safety of more expensive products such as furniture

Je vérifie seulement si un produit est sécuritaire lorsqu'il s'agit d'un produit plus cher comme un meuble.

I rely on the brand name and reputation when I buy products.

Je me fie à la marque et à sa réputation lorsque j'achète des produits.

I find the product safety information on products labels to be very useful.

Je trouve que les renseignements sur la sécurité figurant sur les étiquettes de produits sont très utiles.

I thoroughly read the labels on all the products I purchase.

Je lis attentivement les étiquettes de tous les produits que j'achète.

Most of the problems that people face with the safety of consumer products could be avoided if they simply took the time to investigate the product's safe use and assembly instructions.

En ce qui concerne la sécurité des produits, les gens pourraient éviter la plupart des problèmes en prenant simplement le temps de bien se familiariser avec les directives d'assemblage et d'utilisation sécuritaire d'un produit.

Reporting – Do not read

Signalement - Ne pas lire

8. Now, thinking about product safety, I am going to read you a series of statements and using the same scale of '0' to '10', where '0' means strongly disagree and '10' means strongly agree, please tell me the extent to which you agree or disagree. How about [READ AND RANDOMIZE] Next, how about

8. Je vais maintenant vous lire une série d'énoncés sur la sécurité des produits et j'aimerais savoir dans quelle mesure vous êtes d'accord ou en désaccord avec chacun d'eux, sur la même échelle de « 0 » à « 10 », où « 0 » signifie fortement en désaccord, et « 10 », fortement d'accord. En ce qui concerne l'énoncé [LIRE AU HASARD]? Et l'énoncé...?

(Statements)

(Énoncés)

I don't know where to report an unsafe product.

Je ne sais pas à qui m'adresser pour signaler qu'un produit n'est pas sécuritaire.

I wouldn't report an unsafe product to anyone; I would just return it to the retailer.

Je ne signalerais à personne qu'un produit n'est pas sécuritaire; je le retournerais tout simplement au détaillant.

I don't think that anything would be done if I reported an unsafe product.

Je ne crois pas que le fait de signaler qu'un produit n'est pas sécuritaire changerait quoi que ce soit.

I would only report an unsafe product if I thought it was a risk to others.

Je signalerais qu'un produit n'est pas sécuritaire seulement si je croyais qu'il pourrait comporter des risques pour les autres.

Attitudinal Section: Safety, Testing, Information

Section sur les attitudes : Sécurité, test, information

9. I am going to read you a series of statements about product safety and for each using a scale from '0' to '10', where '0' means strongly disagree and '10' means strongly agree, please tell me the extent to which you agree or disagree. How about [READ AND RANDOMIZE] Next, how about

9. Je vais maintenant vous lire une série d'énoncés sur la sécurité des produits et j'aimerais savoir dans quelle mesure vous êtes d'accord ou en désaccord avec chacun d'eux, sur une échelle de « 0 » à « 10 », où « 0 » signifie fortement en désaccord, et « 10 », fortement d'accord. En ce qui concerne l'énoncé [LIRE AU HASARD]? Et l'énoncé...?

(Statements)

(Énoncés)

READ THE ADULT AND PARENT SPECIFIC STATEMENTS IN THIS SECTION FIRST
LIRE LES ÉNONCÉS DESTINÉS AUX ADULTES ET AUX PARENTS DANS LA PREMIÈRE SECTION

[ADULTS] I am aware of the safety of products I buy.

[ADULTES] Je suis conscient de la sécurité des produits que j'achète.

[PARENTS] I am aware of the safety of the products I buy for my children.

[PARENTS] Je suis conscient de la sécurité des produits que j'achète pour mes enfants.

I am not concerned about selling second hand products to other consumers; it is a case of buyer beware.

Cela ne m'ennuie pas de vendre des produits d'occasion à un autre consommateur; il faut simplement que le consommateur se conduise en acheteur averti.

I am not overly concerned about product safety because no product is totally risk free

Je ne suis pas trop inquiet de la sécurité des produits étant donné qu'aucun produit n'est entièrement sans risque.

If a product is for sale to the public, I am confident that it is safe.

J'estime que si un produit est en vente au public, c'est qu'il est sécuritaire.

Most of the time, the benefits of using a product outweigh any risks involved in using the product

La plupart du temps, les avantages d'utiliser un produit l'emportent sur les risques que pourrait entraîner l'utilisation du produit.

Most of the time, the risks associated with various products and activities are overstated

La plupart du temps, les risques associés aux divers produits et activités sont exagérés.

[EXACT QUOTAS FOR THE "I am not concerned... from garage sales/ second hand stores]

[QUOTAS EXACTS POUR L'ÉNONCÉ « Cela m'ennuie... dans les ventes de garages/magasins d'articles d'occasion]

I am concerned about buying second hand products from garage sales because I don't know what the vendor has done to ensure that they are safe for sale. Half sample

Cela m'ennuie d'acheter des produits d'occasion dans les ventes de garage étant donné que je ne sais pas comment le vendeur s'est assuré qu'ils sont encore sécuritaires. Moitié de l'échantillonnage

I am concerned about buying second hand products from second hand stores because I don't know what the vendor has done to ensure that they are safe for sale. Half sample

Cela m'ennuie d'acheter des produits d'occasion dans les magasins d'articles d'occasion étant donné que je ne sais pas comment le vendeur s'est assuré qu'ils sont encore sécuritaires. Moitié de l'échantillonnage

Cosmetics

Cosmétiques

10. Now, I would like to read you some statements about cosmetics and personal care products. Again, using a scale from '0' to '10', where '0' means strongly disagree and '10' means strongly agree, please tell me the extent to which you agree or disagree. How about [READ AND RANDOMIZE] Next, how about

10. J'aimerais maintenant vous lire quelques énoncés sur les cosmétiques et les produits d'hygiène personnelle. Encore une fois, sur une échelle de « 0 » à « 10 », où « 0 » signifie fortement en désaccord, et « 10 », fortement d'accord, veuillez me dire dans quelle mesure vous êtes d'accord ou en désaccord avec chacun d'eux. En ce qui concerne l'énoncé [LIRE AU HASARD]? Et l'énoncé...?

It is important to replace personal care products and cosmetics every 6 months.

Il est important de remplacer les produits d'hygiène personnelle et les cosmétiques tous les six mois.

If a cosmetic or personal care product is for sale to the public I believe that it is safe to use.

J'estime que si un cosmétique ou un produit d'hygiène personnelle est en vente au public, c'est que son utilisation est sécuritaire.

Testing/Regulation

Test/Réglementation

11. Now, I would like to read you some statements about consumer products and using the same scale of '0' to '10', where '0' means strongly disagree and '10' means strongly agree, please tell me the extent to which you agree or disagree. How about [READ AND RANDOMIZE] Next, how about?

11. Je vais maintenant vous lire quelques énoncés sur les produits de consommation et j'aimerais savoir dans quelle mesure vous êtes d'accord ou en désaccord avec chacun d'eux, sur la même échelle de « 0 » à « 10 », où « 0 » signifie fortement en désaccord, et « 10 », fortement d'accord. En ce qui concerne l'énoncé [LIRE AU HASARD]? Et l'énoncé...?

(Statements)

(Énoncés)

I believe that all products for sale in Canada have been tested to ensure that they are safe.

Je crois que tous les produits en vente au Canada ont été testés pour s'assurer qu'ils sont sécuritaires.

All manufacturers must ensure that products they sell to consumers are safe.

Tous les fabricants doivent s'assurer que les produits qu'ils vendent aux consommateurs sont sécuritaires.

I believe that all products that are sold in Canada have been safety-tested.

Je crois que tous les produits vendus au Canada ont été testés pour s'assurer qu'ils sont sécuritaires.

If there are potentially harmful substances in products the public should be made aware of them.

Si un produit contient des substances potentiellement nocives, le public devrait en être avisé.

If we just had better rules and regulations in place, we would be able to lower the risks to Canadians' health substantially.

Si les règlements actuels étaient meilleurs, les risques pour la santé des Canadiennes et des Canadiens pourraient être sensiblement réduits.

We should leave it up to government agencies to assess risks associated with the use of consumer products and decide on acceptable levels on behalf of the Canadian public.

On devrait laisser aux organismes gouvernementaux le soin d'évaluer les risques associés à l'utilisation des produits de consommation et de déterminer les seuils acceptables pour le public canadien.

Information

Information

12. Which of the following is closest to your own point of view. When I think about the safety of consumer products.. [READ STATEMENTS]

12. Lequel des énoncés suivants se rapproche le plus de votre point de vue personnel? En ce qui concerne la sécurité des produits de consommation... [LIRE LES ÉNONCÉS]

I have more than enough information

Je suis bien assez informé.

I have the right amount of information

Je suis bien informé.

I don't have enough information.

Je ne suis pas assez informé.

13. Which level of government do you think is most responsible for setting and enforcing product safety standards: federal, provincial , or municipal government?

13. D'après vous, quel niveau de gouvernement est le plus responsable pour mettre en place et imposer les normes de sécurité de produits : est-ce le gouvernement fédéral, le gouvernement provincial , ou le gouvernement municipal?

Federal [ASK Q13A]

Fédéral [ASK Q13A]

Provincial [SKIP TO Q14]

Provincial [SKIP TO Q14]

Municipal [SKIP TO Q14]

Municipal [SKIP TO Q14]

DK/RF [SKIP TO Q14]

NSP/REF [SKIP TO Q14]

13a. And which department within the federal government do you think is most responsible for setting and enforcing product safety standards? [OPEN ENDED, RECORD ONE RESPONSE]

13a. Et d'après vous, quel département au-dedans du gouvernement fédéral est le plus responsable pour mettre en place et imposer les normes de sécurité de produits? [QUESTION OUVERTE, INSCRIRE UNE RÉPONSE]

14. Again thinking about information on consumer products and using the scale of '0' to '10', where '0' means strongly disagree and '10' means strongly agree, please tell me the extent to which you agree or disagree with each of the following statements. How about [READ AND RANDOMIZE] Next, how about?

14. Toujours en ce qui concerne l'information sur les produits de consommation, j'aimerais savoir dans quelle mesure vous êtes d'accord ou en désaccord avec les énoncés suivants, sur la même échelle de « 0 » à « 10 », où « 0 » signifie fortement en désaccord, et « 10 », fortement d'accord. En ce qui concerne l'énoncé [LIRE AU HASARD]? Et l'énoncé...?

Health Canada does a good job of providing the information on consumer products so that the public can easily understand it.

Santé Canada fait un bon travail pour ce qui est de renseigner le public sur les produits de consommation d'une manière facile à comprendre.

I believe that only the experts can verify the safety of consumer products that I buy.

Je crois que seuls des spécialistes peuvent vérifier la sécurité des produits de consommation que j'achète.

It's too difficult to assess whether a consumer product would be risky to my family or me because the information I get changes so often.

Il est trop difficile d'évaluer si un produit de consommation peut présenter un risque pour ma famille ou pour moi-même parce que l'information que je reçois change trop souvent.

More and more risks to our safety stemming from consumer products are caused by factors we don't know much about.

De plus en plus des risques que présentent pour notre sécurité les produits de consommation sont causés par des facteurs que nous ne connaissons pas très bien.

There is enough information out there for consumers who want to check the safety of the products that they buy.

Les consommateurs qui veulent vérifier la sécurité des produits qu'ils achètent disposent d'une quantité suffisante de renseignements.

15. Please rate the usefulness of the following types of information on product safety to you personally. Using a scale from '0' to '10', where '0' means not at all useful and '10' means very useful. How about information on[READ AND RANDOMIZE] Next, how about information on?

15. Je vous demanderais maintenant d'évaluer l'utilité de certains types de renseignements sur la sécurité des produits pour vous personnellement. Pour ce faire, veuillez utiliser une échelle de « 0 » à « 10 », où « 0 » signifie pas du tout utile et « 10 », très utile. Pour ce qui est de l'information sur... [LIRE AU HASARD]? Et sur...?

(Items)

(Énoncés)

[ADULTS]

[ADULTES]

Flammability hazards

Les risques d'inflammation

How to report an unsafe product

La façon de procéder pour signaler qu'un produit n'est pas sécuritaire

How to understand safety information on product labels

Comment comprendre les renseignements sur la sécurité qui figurent sur les étiquettes des produits

Ingredients found in cosmetics and personal care products

Les ingrédients contenus dans les cosmétiques et les produits d'hygiène personnelle

Product testing and regulation in Canada

Les tests et la réglementation des produits au Canada

Product recalls on products such as candles and shampoo

Les rappels de produits comme les chandelles et le shampoing.

Safety advisories on products

Les avis de sécurité concernant des produits

Safety practices in the home.

Les règles de sécurité à respecter à la maison

[PARENTS]

[PARENTS]

Children's toys

Les jouets

Flammability hazards

Les risques d'inflammation

How to report an unsafe product

La façon de procéder pour signaler qu'un produit n'est pas sécuritaire

How to understand safety information on product labels

Comment comprendre les renseignements sur la sécurité qui figurent sur les étiquettes des produits

Ingredients found in cosmetics and personal care products

Les ingrédients contenus dans les cosmétiques et les produits d'hygiène personnelle

Product testing and regulation in Canada

Les tests et la réglementation des produits au Canada

Recalls on baby/child strollers, car seats, children's furniture

Les rappels du marché, de sièges d'auto ou de mobilier pour enfants

Safety of children's protective sports wear

La sécurité de l'équipement de protection pour enfants pour le sport

Safety practices in the home.

Les règles de sécurité à respecter à la maison

The safety of children's outside play equipment

La sécurité des équipements de jeu d'extérieur pour enfants

16. Thinking of the different ways that you could receive information on product safety, and using a scale of 0 to 10, where 0 means not at all effective and 10 means very effective, please tell me whether or not each of the following is an effective way to receive information on product safety. How about...[READ AND RANDOMIZE]

16. Veuillez songer aux différentes manières dont vous pourriez obtenir des renseignements sur la sécurité des produits et me dire, sur une échelle de 0 à 10, où 0 signifie pas du tout efficace et 10, très efficace, dans quelle mesure chacune des manières suivantes d'obtenir des renseignements sur la sécurité des produits est efficace ou non. Que pensez-vous... [LIRE AU HASARD]

(Items)

(Énoncés)

Consumer advocate publications

Des publications de groupes chargés de la protection du consommateur

Health Canada's email notification.

A vis électronique de Santé Canada.

Health Canada publications

Des publications de Santé Canada

Health Canada's web site

Du site Web de Santé Canada

Internet

D'Internet

Magazines

Des magazines

Manufacturer product information and instructions

Des renseignements et des directives du fabricant

Newspapers

Des journaux

Pamphlets and brochures

Des dépliants et des brochures

Radio shows on products

Des émissions de radio portant sur les produits

Television shows on products

Des émissions de télévision portant sur les produits

Through retailers

Des détaillants

From family and friends.

Provenant d'un membre de la famille et d'amis

DEMOGRAPHICS**DONNÉES DÉMOGRAPHIQUES**

I have a few more questions to ask you. I would just like to remind you that the information you provide will be kept strictly confidential.

Il ne me reste que quelques questions à poser. Je tiens à vous rappeler que tous les renseignements que vous nous donnerez seront tenus strictement confidentiels.

17. What is the highest level of education that you have completed? Please stop me when I reach your category.

17. Quel est le plus haut niveau de scolarité que vous avez terminé? Veuillez m'arrêter lorsque j'atteindrai votre catégorie.

Grade school or some high school

École primaire ou études secondaires en partie

Completed high school

Diplôme d'études secondaires

Technical, vocational post-secondary school

Diplôme d'études postsecondaires techniques ou professionnelles

Some College

Études collégiales en partie

Some university

Études universitaires en partie

Completed university degree

Diplôme d'études universitaires

Post graduate degree

Diplôme d'études universitaires de deuxième ou de troisième cycle

18. Please tell me how many people there are living in your household? [RECORD NUMBER]

18. Veuillez me dire combien de personnes vivent dans votre foyer? [INSCRIRE LE NOMBRE]

19. What was the total combined family income for your household last year? That is the total amount earned by all household members before taxes. Please stop me when I reach your category.

19. Quel a été votre revenu familial total l'an dernier, c'est-à-dire le montant total gagné par tous les membres de votre foyer avant impôts? Veuillez m'arrêter lorsque j'atteindrai votre catégorie.

Under \$10,000

Moins de 10 000 \$

\$10 000 to just under \$25000

10 000 \$ à un peu moins de 25 000 \$

\$25 000 to just under \$40 000

25 000 \$ à un peu moins de 40 000 \$

\$40 000 to just under \$60 000

40 000 \$ à un peu moins de 60 000 \$

\$60 000 to just under \$80 000

60 000 \$ à un peu moins de 80 000 \$

Over \$80 000

Plus de 80 000 \$

20. Did either you or your parents immigrate to Canada from another country? [ACCEPT THREE RESPONSES]

20. Est-ce que vous-même ou vos parents avez immigré au Canada en provenance d'un autre pays? [ACCEPTER TROIS RÉPONSES]

Yes (me)

Oui (moi-même)

Yes one parent

Oui, mon père ou ma mère

Yes both parents

Oui, mon père et ma mère

No

Non

21. Would you mind disclosing whether you consider yourself part of any of the following groups? [CHECK ALL THAT APPLY]

21. Pourriez-vous nous dire si vous faites partie de l'un ou l'autre des groupes suivants? [COCHER TOUT CE QUI S'APPLIQUE.]

Member of a visible minority

Minorités visibles

An aboriginal person

Autochtones

A disabled person
Personnes handicapées
NO/NONE OF THESE
NON/AUCUN DE CES GROUPES

[If Aboriginal in Q21 Ask q22 and if First Nation in Q24, ASK Q25]

[If Aboriginal in Q21 Ask q223 and if First Nation in Q24, ASK Q25]

22. Would you describe yourself as First Nations, Métis, and Inuit?

22. Vous décririez-vous comme un membre des Premières nations, un Métis ou un Inuit?

First Nations
Premières nations
Métis
Métis
Inuit
Inuit
Other specify
Autre préciser

23. Do you live on or off reserve?

23. Vivez-vous dans une réserve ou hors réserve?

On reserve
Dans une réserve
Off reserve
Hors réserve

24. What are the first 3 digits of your postal code?

24. Quels sont les trois premiers caractères de votre code postal?

RECORD GENDER
INSCRIRE LE SEXE
RECORD REGION
INSCRIRE LA RÉGION

APPENDIX III: SCREENER AND MODERATOR'S GUIDE

PHASE THREE

Screeners Phase Three: "Ambivalent and Uninformed" and "Complacent and Optimistic"

INTERVIEWER NOTE: READ SCREENER EXACTLY AS WRITTEN; SHOULD THERE BE ANY PROBLEMS, CONSULT YOUR SUPERVISOR IMMEDIATELY.

NOTE TO RECRUITERS (DO NOT READ): Explanation of Group Composition				
	I am not overly concerned about product safety because no product is totally risk free	Most of the time, the risks associated with various products and activities are overstated	I do not have the time to check the safety of all the products I buy	I only check out the product safety of more expensive products such as furniture
Ambivalent / Uninformed	(Recruit responses 4-6)	(Recruit responses 4-6)	(Recruit responses 4-6)	(Recruit responses 4-6)
Complacent / Optimistic	(Recruit responses 7-10)	(Recruit responses 7-10)	(Recruit responses 7-10)	(Recruit responses 7-10)
Aboriginal Groups	For information purposes	For information purposes	For information purposes	For information purposes

Good morning/afternoon/evening, my name is _____ and I am calling from Ipsos-Reid, a national marketing research organization. WE ARE NOT SELLING ANYTHING. We are a professional public opinion research firm that gathers opinions from people. From time to time, we solicit opinions by sitting down and talking with a group of people. We are preparing to conduct a series of these discussions on behalf of Health Canada, on issues of interest to people like yourself, and we are calling to see if you would be willing to participate. The discussion will take about two hours and those who qualify and attend will receive \$60.00 as a token of our appreciation. Your participation is voluntary and your responses will be kept strictly confidential. Would you be interested in participating in this discussion, which will be held at a location in _____ on _____?

Yes **[CONTINUE]**

No **[THANK AND TERMINATE]**

Location	Halifax	Quebec City	Winnipeg	Vancouver
Date	March 19	March 20	March 21	March 22
Address	Focal Research Consultants Limited The Village at Bayers Rd 7071 Bayers Rd Suite 326 Halifax, NS B3L 2C2 902-454-8856	S.O.M. Inc. 2136 Sainte Foy Rd Suite 200 Sainte Foy, Quebec G1V 1R8 418-687-8025	Pele Research & Consulting 205 - 90 Garry Street, Winnipeg, MB R3C 4H1 204-489-3336	Ipsos - Reid 1100-1199 West Hastings Vancouver, BC V6E 3T5 604-257-3200
5:30 (Adults)	Ambivalent / Uninformed (Do not read)	Complacent / Optimistic (Do not read)	General Pop	Ambivalent / Uninformed (Do not read)
7:30 (Parents)	Complacent / Optimistic (Do not read)	Ambivalent / Uninformed (Do not read)	Parents	Complacent / Optimistic (Do not read)

Now, I would like to ask you a few questions to see if you qualify to attend.

[ASK QA & QB IN WINNIPEG ONLY, OTHERWISE SKIP TO Q1]:

QA) Are you a member of the Aboriginal community?

Yes – Continue to QB

No – THANK AND TERMINATE

QB) Which of the following best describes you?

- I am First Nation
- I am Metis
- I am Inuit

IF NONE OF THE ABOVE – THANK AND TERMINATE, OTHERWISE CONTINUE

[INTERVIEWER RECORD GENDER, DO NOT ASK: AIM FOR 50/50 MIX]

Male **[CONTINUE FOR POSSIBLE RECRUIT]**

Female **[CONTINUE FOR POSSIBLE RECRUIT]**

1. Do you, or does anyone in your household, work in any of the following areas?
[READ LIST: IF "YES" OR "DK/RF" TO ANY, THANK AND TERMINATE]

An advertising agency
A market research company
The media, that is for TV, Radio or a Newspaper
The Government of Canada
Dk/Rf

2. When was the last time that you participated in a market research discussion group or interview?

Over 12 months ago/Never **[CONTINUE]**
Less than 12 months ago **[THANK AND TERMINATE]**

3. Are you a parent or guardian of a child aged 10 years or under?

Yes **[CONTINUE FOR 7:30 GROUP]**
No **[SKIP TO Q5, CONTINUE FOR 5:30 GROUP]**

[ASK Q4 IF "YES" AT Q3, RECRUIT FOR 7:30 GROUP]

4. What are the ages of your children? RECORD AGE -[ENSURE GROUP HAS A GOOD MIX BY AGE OF CHILD/CHILDREN]

5. I am going to read you a series of statements and using a scale of '0' to '10', where '0' means strongly disagree and '10' means strongly agree, please tell me the extent to which you agree or disagree. [RANDOMIZE STATEMENTS] How about...

THE FOLLOWING IS FOR INFORMATION PURPOSES ONLY FOR WINNIPEG GROUP; NO ATTITUDINAL QUOTAS ARE SET FOR WINNIPEG

IF GEN POP AND 0 – 3 AFTER FIRST STATEMENT – THANK AND TERMINATE

Statements	Ambivalent / Uninformed	Complacent / Optimistic
I am not overly concerned about product safety because no product is totally risk free	(Recruit responses 4-6)	(Recruit responses 7-10)
Most of the time, the risks associated with various products and activities are overstated	(Recruit responses 4-6)	(Recruit responses 7-10)
I do not have the time to check the safety of all the products I buy	(Recruit responses 4-6)	(Recruit responses 7-10)
I only check out the product safety of more expensive products such as furniture	(Recruit responses 4-6)	(Recruit responses 7-10)
Group Designation (Depending upon location and type of participant)	Adults @ 5:30 in Halifax and Van Parents @ 7:30 in QC City	Parents @ 7:30 in Halifax and Van Adults @ 5:30 in QC City

6. I am going to read you a series of age categories, please stop me when I get to the one that applies to you.

Under 18 years [THANK AND TERMINATE]

18 to 25 years

26 to 35 years

36 to 45 years

46 to 55 years

55 to 65 years

65 to 75 years

76 plus [THANK YOU, THAT AGE CATEGORY HAS BEEN FILLED]

[SELECT A GOOD MIX OF AGES, THESE CATEGORIES SHOULD BE CONSIDERED SOFT QUOTAS]

7. Which of the following categories describes your total household income before taxes? [READ LIST]:

\$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 and over

Dk/Rf [THANK AND TERMINATE]

[SELECT A GOOD MIX OF INCOME GROUPS, THESE CATEGORIES SHOULD BE CONSIDERED SOFT QUOTAS]

8. What is the highest level of formal education that you have completed? [READ LIST]:

Grade 8 or less

Some high school

Completed high school

Technical, vocational post-secondary, college

Some university

Complete university degree (e.g. Bachelors)

Post-graduate degree (e.g. Masters or Ph.D)

DK/RF

[SELECT A GOOD MIX OF EDUCATION GROUPS, THESE CATEGORIES SHOULD BE CONSIDERED SOFT QUOTAS]

IMPORTANT: The session is two hours in length, but we ask that all participants arrive 10 minutes prior to the start time of the session. There is a great deal of material to cover, and we need you ready to start at the specified time. Are you able to be at the research facility 10 minutes prior to the session time?

Yes [CONTINUE]

No [THANK AND TERMINATE]

Sometimes participants are also asked to read certain ideas or to write out their answers to a questionnaire during the discussion. If you require reading glasses or a hearing aid you should bring them to the group.

[NOTE: TERMINATE IF RESPONDENT MENTIONS A VERBAL LANGUAGE PROBLEM, OR A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY]

At the facility, you will be asked to produce photo identification, so please remember to bring something with you. **Only those with photo ID will be able to participate in the discussion group. [PLEASE STRESS THIS POINT IN WINNIPEG]**

[INTERVIEWER NOTE: If respondent says they do not have photo ID, then any other form of ID will do.]

[RECORD GENDER AND ASSIGN PARTICIPANTS TO GROUPS AS PER THE FOLLOWING GRID]

Thank you. You qualify to attend the discussion group. **This group will involve discussion of the safety of consumer products, *not including drugs or food*.** As I mentioned earlier, the group will last about two hours, and you will receive \$60 as a token of our appreciation, and refreshments will be served. The session will be recorded for our records, but the tapes will not be shared with anyone outside the research team. The session will be held on:

NOTE: RECRUIT 10 PER GROUP

Location	Halifax	Quebec City	Winnipeg	Vancouver
Date	March 19	March 20	March 21	March 22
Address	Focal Research Consultants Limited The Village at Bayers RD 7071 Bayers RD Suit 326 Halifax, NS B3L 2C2 902-454-8856	S.O.M. Inc. 2136 Sainte Foy RD Suite 200 Sainte Foy, Quebec G1V 1R8 418-687-8025	Pele Research & Consulting 205 - 90 Garry ST, Winnipeg, MB R3C 4H1 204-489-3336	Ipsos - Reid 1100-1199 West Hastings Vancouver, BC V6E 3T5 604-257-3200
5:30 (Adults)	Ambivalent / Uninformed (Do not read)	Complacent / Optimistic (Do not read)	Adults	Ambivalent / Uninformed (Do not read)
7:30 (Parents)	Complacent / Optimistic (Do not read)	Ambivalent / Uninformed (Do not read)	Parents	Complacent / Optimistic (Do not read)

We are reserving a special place for you at this session. There will only be 8 or 10 people attending, so if for any reason you cannot attend, please call **(FIELD SUPERVISOR NUMBER, PHONE NUMBER)** as soon as possible so that we can select someone else to take your place.

Also, someone from our office will be calling you back to confirm these arrangements. Could I please have your name and phone number where we can reach you during the evening and during the day?

NAME: _____

DAYTIME PHONE NUMBER: _____

EVENING PHONE NUMBER: _____

THANK YOU VERY MUCH!
WE LOOK FORWARD TO SEEING YOU THERE.

Moderator's Guide Phase Three: Ambivalent and Uninformed" and "Complacent and Optimistic"

INTRODUCTION – 5 MINUTES

Explain to participants:

- Introduction to Ipsos-Reid
- The length of the session (2 hours)
- Taping of the discussion (audio and video)
- Some colleagues will be viewing but *not* taking part in the discussion
- Results are confidential and will be reported only in aggregate; individuals will not be identified and participation is voluntary
- The Government of Canada is sponsoring the group
- The role of the moderator is to ask questions, be a timekeeper, to be objective; the moderator has no vested interest in the discussion
- The role of the participants is to speak openly and frankly about their opinions; there are no right or wrong answers, and there is no need to reach a consensus

WARM-UP: TOP OF MIND ON CONSUMER PRODUCT SAFETY [5 MINS]

- We'd like to get your opinions about some issues related to the safety of consumer products. Throughout this discussion, when I refer to products, I am referring to consumer products such as household products, personal care products (cosmetics) and children's products, even if they are second hand, that you and your family might use, and not to food products, vehicles, electronics or medication. 
- So, to begin, what comes to mind when you think about the safety of consumer products? 

CONSUMER PRODUCT SAFETY AND SAFETY VERIFICATION BEHAVIOURS [25 MINS]

- Which kinds of products are you most likely to be concerned about in terms of safety? Least concerned with
 - **[MAKE A LIST ON FLIP CHART]** and probe: products for babies and children, cosmetics, household chemicals, candles, outdoor play equipment, play pens. Are any of them second hand from family, friends or garage sales or second hand stores? 
- Is this something that you think about when you choose what products you bring into your home? 

- How do you, as consumers, determine whether a product that you are thinking of buying is safe or not? What kinds of information do you look for? [PROBE]: Price? Store? Company reputations? Product labels, instructions? [PROBE]: For safe use warnings?¹¹ If something is second hand, where do you get the instructions?



Parents' Product List	Adults' Product List
Diapers	Sunscreen
Baby bottle	Facial moisturizer
Sunscreen	Hair dryer
Toy dolls	Kitchen blender
Baby mobile (affixes to a crib and plays music)	Microwave
Baby crib	Washing machine

For each product in each group, ask the following:

- What kind of safety information would you want before buying any of these products? [PROBE: specific information, "none" may be the response]
- Where would you find this safety information?
- How many of you have bought these products? Of those who have bought them, how many of you checked the products for safety information? Why/why not?



PERCEPTIONS OF PRODUCT SAFETY IN CANADA [30 MINS]

- If a product were available for sale to the public, would you generally assume that the product has been tested and is safe? Why/why not? By whom?
- Do you think that products sold in Canada, but manufactured in other countries are safe? Is there any country whose products you consider to be unsafe?
- Do you believe that all products in Canada are tested?



¹¹ MODERATOR NOTE: Safe use instructions and safe use warnings are separate things, and should be probed separately.

NOTE TO MODERATOR: The chart below sets out the attitudinal statements used to recruit the participants.

Ambivalent/uninformed	(Recruit responses 4-6)	(Recruit responses 4-6)	(Recruit responses 4-6)	(Recruit responses 4-6)
Complacent /Optimistic	(Recruit responses 7-10)	(Recruit responses 7-10)	(Recruit responses 7-10)	(Recruit responses 7-10)
Location	Halifax/Vancouver		Montreal	
5:30 (Adults)	Ambivalent/uninformed (Do not read)		Complacent/Optimistic (Do not read)	
7:30 (Parents)	Complacent/Optimistic (Do not read)		Ambivalent/uninformed (Do not read)	

For each group: When we recruited you, you indicated that READ EACH STATEMENT AND FOLLOW- UP:

I am not overly concerned about product safety because no product is totally risk free

Most of the time, the risks associated with various products and activities are overstated

- And, why did you say that? 
- What does risk mean to you? 
- How do you determine level of risk? [PROBE: gut instincts versus statistics] 
- Where do you get your information? 

***I do not have the time to check the safety of all the products I buy
I only check out the product safety of more expensive products such as furniture***

- And, why did you say that? 
- Is product safety something you think about? 
- What would make it important to check the safety of the products that you use? [PROBE] Are there specific criteria that make you more likely to check product safety (for example, particular types of products, children's products, cost, size)? 
- If you do not check the safety of the products that you use, how do you know whether they are safe? 
- Do you own any products that have been declared, or that you determined were unsafe after you bought them? 

INTRODUCE STATISTICAL INFORMATION [15 MINS]

- FACTS FROM HEALTH CANADA
 - What is your first reaction to the information you just heard? 
 - Which types of information is the most surprising to you? How does it make you feel about the products that you buy? 
 - Have you ever seen information such as this? 
 - Would you use information like this? How? 
 - Would this information change your behaviour regarding product safety? If yes, how? If no, why not? 
- Imagine for a moment that you had to convince your neighbour of the need to check for safety information. What would you say to your neighbour? 

POTENTIAL SOURCES OF INFORMATION [15 MINS]

- What organizations do you think are most responsible for providing information about the safety of consumer products? 
- What about the federal government, should it play a role in the safety of consumer products? Which departments/agencies? How should it play a role? How about Health Canada? Web site? Advisories/warnings/recalls about the safety of consumer products? 
- When you think about getting information about the safety of household products, what do you think is the most *effective* way of getting that information? Why? 
 - [PROBE]: Consumer advocate publications? Health Canada? Internet/websites? Magazines? Newspapers? Manufacturers? Labels? Pamphlets and brochures? Television? Through retailers?
- How would you *prefer* to receive information about the safety of products that you are thinking of buying? Why? 

BOOKLET (15 Mins)

I would like you to take a few minutes to read through this booklet. Please feel free to write in it. [PROBE PERCEPTIONS OF BOOKLET AS TIME ALLOWS]

- What do you think of the brochure? Is it useful? Interesting? Informative? Believable? Appropriate? 
- Do you think this is a good way to get information to people about the safety of products that they might buy? 
- Would you call the phone number/go to the website listed on the pamphlet for the Product Safety Office to get more information? Why/why not? 
- Does this brochure reflect your expectations for the Government of Canada in dealing with consumer product safety? 
- Do you think there is anything missing from this brochure? 

- How do you think a brochure like this should be given out? At the doctor's office? At schools? Through the mail?

**CONCLUSION [5 MINS]**

Is there anything else you would like to add to the discussion of consumer product safety today?



Thank you very much for your participation.