



BC Public Affairs Omnibus Survey

April 12, 2007

CONFIDENTIAL

Report for

Labour Environmental Alliance Society (LEAS)

A Note on Reading Polling Data

In the appendix to this report you have received both the ‘topline,’ or simple frequency distributions, and crosstabulations (‘crosstabs’).

The crosstabs allow you to distinguish how responses to your polling question(s) differ across different sections of the population. The crosstabs give important information about how strategies are working or may work with different target audiences or constituencies within the population.

We provide basic crosstabs on demographics (gender, age, income, union households, and region). In addition we offer to our clients extended crosstab information on a number of social/political indicators. These indicators can be important in terms of determining how issues may interrelate, or again in how strategies are working or may work.

Results and Interpretation

We fielded one question dealing with mandatory labeling of household and consumer products that contain carcinogens or toxic chemicals. This poll was conducted among eligible voters in British Columbia for the Labour Environmental Alliance Society, and fielded March 15 – 27, 2007.

This question is reproduced below, with results:

		Count	Col %
Q1. There is growing concern that some everyday consumer and household products contain chemicals and toxins that have been linked to cancer and other diseases and disorders in humans. Some governments, such of those in the European Union, have passed legislation requiring mandatory labeling to tell consumers when there are carcinogens and toxic chemicals in everyday household products. Other governments have not passed such legislation because they say more research is needed before such legislation can be enforced. What about you? Would you support or oppose the mandatory labeling of carcinogens and toxic chemicals in household and consumer products?	Strongly support	480	79.2%
	Somewhat support	86	14.1%
	Neither support nor oppose	7	1.1%
	Somewhat oppose	18	2.9%
	Strongly oppose	11	1.8%
	Don't Know/Refused	5	.8%
Total		606	100.0%

These data show that a large majority of BC eligible voters (93.3%) support the mandatory labeling of these products, with over 79% saying they “strongly support” mandatory labeling. Only a very small fraction of BC eligible voters (4.7%) said they either “somewhat” or “strongly” opposed mandatory labeling.

Though the support for mandatory labeling is great across all demographic sub-groups, the crosstabulations do show that women, and households with an annual income of less than \$30,000 are the most likely to support mandatory labeling of household and consumer products that contain toxic or carcinogenic substances.

The difference between union and non-union households is marginal, as is the difference between households with children and those without.

The cross tabulations also demonstrate that there is overwhelming support for mandatory labeling across all age groups, with overall support hovering between

92% and 94%. The only significant difference is one of magnitude; those who are 50-64 are the most likely to “strongly support” mandatory labeling (84%).

Similarly, the response of those living in the GVRD compares closely to the response of those living in the rest of BC (not including Vancouver Island), with 93.3% overall support and 93.2% overall support respectively. Vancouver Island is the most likely to “strongly support” mandatory labeling (84.1%), while only 78.2% of the GVRD responders and 78.4% of the responders from the rest of BC said they “strongly supported” mandatory labeling.

Those most likely to *oppose* mandatory labeling are men (6.5%), compared to 1.2% of female respondents. As well, those households with an annual income greater than \$100,000 were most likely to oppose mandatory labeling (6.1%) when compared to all other income groups.

There is negligible difference between households with an annual income of \$30,000 - \$100,000 (ranges from 4.8 – 4.9% only), and the least likely to oppose mandatory labeling are the households under \$30,000 with no households expressing strong opposition to mandatory labeling and only 2.9% saying they “somewhat oppose” mandatory labeling.

Methods and Sampling

These results are compiled from a Strategic Communications telephone poll conducted between March 15-27, 2007. Interviews were conducted with 606 adult Canadian citizens (eligible voters) who reside in BC. Respondents were selected by the random-household sampling method proportional to actual regional populations. The overall results are considered accurate to within $\pm 4.0\%$, 19-times-in-20, of what they would have been had the entire British Columbia adult population been polled.

The margin of error will be larger for sub-groups of the survey population.

These data were statistically weighted to ensure that the sample's gender and age composition reflects that of the actual BC population according to the 2001 Census.

About Strategic Communications

Strategic Communications Inc. (Stratcom) is an innovative Canadian consulting firm that specializes in services to enhance the effectiveness of Canada's non-profit community. Stratcom offering services in the fields of opinion research, communications, and campaign strategy. The company has two full-service offices in Toronto and Vancouver.

Stratcom has conducted public opinion and specialized research for clients such as The Law Society of Upper Canada, the BC Federation of Labour, and the United Nations High Commission for Refugees (UNHCR). The company's research has been noted in *The Toronto Star*, *Vancouver Sun*, *Globe & Mail* and Stratcom is the exclusive pollster for *24 Hours* in Vancouver.

Stratcom will soon start publication of an in-depth newsletter focusing on exclusive data from the company's ten years of public affairs research on behalf of Canadian civil society.

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