



# HEALTHY HOME ENVIRONMENTAL HEALTH SURVEY

Final Report

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For more information on this report, please contact Health Canada at:

[hc.cpab.por-rop.dgcap.sc@canada.ca](mailto:hc.cpab.por-rop.dgcap.sc@canada.ca)

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Canada 

# Healthy Home Environmental Health Survey

## Final Report

**Prepared for:** Health Canada  
**Supplier:** The Strategic Counsel  
March 2025

This public opinion research report presents the results of an online survey conducted by The Strategic Counsel on behalf of Health Canada. The research study was conducted with 2,908 Canadians between December 14<sup>th</sup>, 2024, and January 14<sup>th</sup>, 2025. 1,999 respondents were drawn to be reflective of the general population of Canadians by gender, age, region and household income. The remaining respondents (n=909) included oversample boosts for each of the following target groups: pregnant people or those planning to become pregnant within the next six months (n=310), parents of children aged 6 and under (n=278), newcomers to Canada (in Canada for less than five years) (n=285), and seniors (aged 65+) (n=36).

Cette publication est aussi disponible en français sous le titre: Sondage Maison saine sur la santé environnementale

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Health Canada, CPAB  
200 Eglantine Driveway, Tunney's Pasture  
Jeanne Mance Building, AL 1915C  
Ottawa, Ontario K1A 0K9

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## Table of Contents

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<b>I.</b>	<b>Executive Summary</b>	<b>1</b>
A.	Background	2
B.	Research Objectives	2
1.	Purpose	2
2.	How the Research Will Be Used	2
3.	Objectives	3
4.	Key Research Questions	3
C.	Methodology in Brief	3
D.	Total Contract Value	4
E.	Key Findings	4
1.	Overview	4
2.	Target Groups	11
F.	Conclusions and Recommendations	14
<b>II.</b>	<b>Detailed Findings</b>	<b>17</b>
A.	Associations with a Healthy Home Environment: Key Associations and Ratings	18
B.	Awareness and Knowledge of Home Environmental Health Risks	22
1.	Overall Awareness of Home Environmental Health Risks	22
2.	Product-related Health Risks	26
3.	Environmental Health Risks	28
4.	Chemical-related Health Risks	30
5.	Top Health Concerns	33
C.	Home Cleaning Behaviours	37
D.	Renovation Behaviours	40
E.	Food Preparation, Cooking and Storage Behaviours	44
F.	Personal Care Products Behaviours	46
G.	Protective and Environmental Health Behaviours	51
H.	Barriers and Motivators for Maintaining a Healthy Home	56
1.	Barriers to Maintaining a Healthy Home	56
2.	Motivation for Maintaining a Healthy Home	59
I.	Information Preferences	62
J.	Respondent Profile	74
<b>III.</b>	<b>Detailed Methodology</b>	<b>83</b>
A.	Sample Design	84
B.	Questionnaire Design	86
C.	Pre-test	86
D.	Fieldwork and Length of Survey	87
E.	Final Dispositions	87
F.	Study Limitations	87
<b>IV.</b>	<b>Appendix</b>	<b>89</b>
A.	Questionnaire (English and French)	90

---

## List of Tables

---

TABLE 1. KEY ASSOCIATIONS WITH A HEALTHY HOME ENVIRONMENT .....	19
TABLE 2. RATING OF THE HEALTH OF HOME ENVIRONMENT .....	20
TABLE 3. AWARENESS OF HOME ENVIRONMENTAL HEALTH RISKS .....	24
TABLE 4. PRODUCT-RELATED HEALTH RISKS .....	27
TABLE 5. ENVIRONMENT-RELATED HEALTH RISKS .....	29
TABLE 6. CHEMICAL-RELATED HEALTH RISKS.....	31
TABLE 7. TOP HEALTH CONCERNS – FIRST MENTIONS .....	33
TABLE 8. TOP HEALTH CONCERNS – TOP 3 MENTIONS.....	35
TABLE 9. HOME CLEANING BEHAVIOURS .....	38
TABLE 10. PREVIOUS HOME RENOVATIONS .....	40
TABLE 11. HOME RENOVATION BEHAVIOURS .....	42
TABLE 12. FOOD PREPARATION, COOKING AND STORAGE BEHAVIOURS.....	44
TABLE 13. PERSONAL CARE PRODUCTS BEHAVIOURS .....	46
TABLE 14. INGREDIENTS AVOIDED IN PERSONAL CARE PRODUCTS .....	48
TABLE 15. INGREDIENTS AVOIDED IN PERSONAL CARE PRODUCTS FOR CHILDREN AGED 12 OR UNDER.....	50
TABLE 16. INCIDENCE OF UNDERTAKING PROTECTIVE AND ENVIRONMENTAL HEALTH BEHAVIOURS.....	52
TABLE 17. FREQUENCY OF UNDERTAKING PROTECTIVE BEHAVIOURS.....	54
TABLE 18. BARRIERS TO MAINTAINING A HEALTHY HOME.....	58
TABLE 19. MOTIVATIONS FOR MAINTAINING A HEALTHY HOME .....	60
TABLE 20. LAST TIME LOOKED FOR INFORMATION ON HEALTH RISKS.....	63
TABLE 21. SOURCE OF INFORMATION ON HEALTH RISKS .....	65
TABLE 22. SOCIAL MEDIA PLATFORMS USED.....	68
TABLE 23. PREFERRED FORMAT FOR INFORMATION ON HEALTH RISKS .....	70
TABLE 24. TRUSTED SOURCES FOR INFORMATION .....	72
TABLE 25. AGE.....	74
TABLE 26. AGE OF CHILDREN .....	74
TABLE 27. CURRENTLY PREGNANT.....	75
TABLE 28. PLANNING TO BECOME PREGNANT IN THE NEXT SIX MONTHS.....	75
TABLE 29. BORN IN CANADA .....	75
TABLE 30. YEARS IN CANADA.....	75
TABLE 31. TARGET GROUPS .....	76
TABLE 32. PROVINCE.....	76
TABLE 33. GENDER.....	76
TABLE 34. TYPE OF DWELLING .....	77
TABLE 35. HOME OWNERSHIP STATUS .....	77
TABLE 36. AGE OF HOME.....	77
TABLE 37. HOUSEHOLD INCOME .....	78
TABLE 38. PERSON WITH A DISABILITY .....	78
TABLE 39. PERSON WITH A PRE-EXISTING HEALTH CONDITION.....	78
TABLE 40. LEVEL OF EDUCATION .....	79
TABLE 41. ETHNICITY .....	79
TABLE 42. EMPLOYMENT STATUS .....	80
TABLE 43. TYPE OF EMPLOYMENT.....	81
TABLE 44. LANGUAGE SPOKEN AT HOME.....	82

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# I. Executive Summary



## Executive Summary

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### A. Background

The Chemicals Management Plan (CMP) is a horizontal initiative which is jointly managed by Health Canada and Environment and Climate Change Canada. It is aimed at reducing the risks posed by chemicals to Canadians and their environment. Health Canada works to increase the public's awareness of the risks associated with chemicals and pollutants, as well as proposing actions that could be taken by people living in Canada to reduce their exposures.

In 2017, a nationwide online survey of Canadian adults was undertaken to assess their knowledge, awareness and behaviours on environmental health issues. Results from this survey helped to shape the Healthy Home campaign which was launched in 2019. The campaign provides science-based information to Canadians with the goal of motivating them to take action to protect themselves and their families from chemicals and pollutants in and around the home.

A key objective of the campaign has been to move from heightened awareness to actual behaviour change. In 2021-22, another national online survey was conducted to determine people's awareness and understanding of chemicals and pollutants, as well as their actual behaviours related to these risks. Results from this survey established a baseline to help the program measure its effectiveness under a renewed CMP. It also provided guidance to program managers with respect to effectively tailoring engagement with and outreach to Canadians, including the most vulnerable.

### B. Research Objectives

#### 1. Purpose

The 2024-25 survey updates information and data collected in the previous iteration, with the primary purpose of tracking and measuring the overall effectiveness of the program's outreach and engagement efforts. In addition to assessing the effectiveness of the work undertaken by the Government of Canada, this research is also vital to ensuring its ongoing ability to address key government priorities such as keeping Canadians safe and healthy. Public opinion research studies like this are an important means of fulfilling on the Government of Canada's requirement to engage a wide swath of Canadians and a broad range of voices as part of its commitment to evidence-based decision-making.

#### 2. How the Research Will Be Used

Findings and insights from the current survey will provide input into the development of the next phase of the Healthy Home campaign to inform Canadians about the potential risks from chemicals in and around their home environment, as well as the actions they can take to protect their health. In addition, results will identify evidence-based tools and practices to effectively tailor engagement and outreach activities and initiatives with Canadians, including the most vulnerable.



### 3. Objectives

The primary objective of this research was to identify changes in Canadians awareness and understanding of chemicals and pollutants, as well as their actual behaviours related to these risks since the last survey which was completed in 2022. Specifically, the 2025 survey was designed to:

- Assess knowledge of environmental health issues;
- Determine which environmental health issues are of concern to Canadians;
- Identify Canadians' current environmental health protective behaviours;
- Identify barriers and motivators to taking action to reduce the health risks from possible contaminants in the home;
- Discover how Canadians prefer to receive their information on this topic; and
- Compare results, where possible, with the previous research studies conducted in 2016-2017 and 2021-2022.

### 4. Key Research Questions

The key research questions which this study addressed included the following:

- What do Canadians know about maintaining a healthy home environment?
- To what extent are they aware of and concerned about specific items, issues, chemicals and products that could pose a health risk in and around their homes to themselves and their families?
- To what extent do they take steps to protect themselves and their families from potential environmental health risks in and around the home?
- What are the key barriers preventing Canadians from maintaining a healthier home and, conversely, the main motivators which would encourage them to take positive steps?
- Where do Canadians get information on health risks that could be present in their home and what topics are they most interested in knowing more about?
- How do Canadians' views and behaviours differ on all the above questions across the regions and by demographic, socio-economic, and home ownership status?
- How can the campaign better target specific sub-groups of the population to enhance their understanding of potential health risks and ways in which they could mitigate these risks?

### C. Methodology in Brief

To address the above-noted research objectives, a 19-minute nationwide online survey was administered to 2,908 Canadians, aged 18 and older, between December 13th, 2024, and January 14th, 2025.

The sample for this research study consisted of the general public (n=1,999) and oversample boosts for four specific target groups (n=909) including:



- Those who are currently pregnant/have someone in their house who is pregnant and those who are planning to become /spouse/partner planning to become pregnant in the next 6 months;
- Parents or guardians of children aged 6 and under;
- Newcomers to Canada (who have been in Canada for five years or less); and
- Seniors, aged 65 and older.

Monitoring was undertaken while the survey was in field to ensure soft quotas were met. For the general public, a disproportionate sampling plan was employed, including oversampling in Atlantic Canada, the Prairies, and Pacific Canada to ensure sufficiently robust regional analysis could be performed. Additional soft quotas were set by gender, age and household income to ensure the sample was reflective of the population. A weighting scheme was applied to the general population to bring the final sample back into line with the distribution of the population in Canada by region and income. For target groups, no weighting was applied to the sample.

Given the reliance on an online panel for the methodology, the study utilized a non-probability approach to sampling. As such, a margin of error cannot be applied to the final sample and no inferences can be made to the broader target population.

More detail on the methodology can be found in Section III – Detailed Methodology.

## D. Total Contract Value

The contract value was \$124,977.77 including HST.

## E. Key Findings

### 1. Overview

#### **General Views Regarding a Healthy Home Environment**

Taking into consideration the design and construction of their home, as well as the way in which it is maintained, overall, a large majority of Canadians rate the health of their home environment as excellent or good (76%). Respondents most commonly associate cleanliness (87%), safety (79%), good indoor air quality (78%) and proper ventilation (70%) with a healthy home environment. A healthy home is also considered by many to be one that is pest-free, well insulated, contaminant-free and has good natural lighting (mentioned by 60%-67% of respondents).

#### **Awareness of Home Environmental Health Risks**

Canadians exhibit moderate to high levels of awareness of a broad array of home environmental health risks. Depending on the number of items they report having heard of, from a list of 24 in total which were shown to respondents, 40% of the general public demonstrate higher awareness, while another 35% exhibit moderate awareness, and 25% lower awareness of products, chemicals and substances that could



pose a health risk. Higher numbers of Canadians say they have heard of carbon monoxide (88%), mercury and lead (83% each), aluminum (82%), essential oils (79%), and asbestos (78%). By contrast, awareness is much lower for products and chemicals such as petrolatum (32%), phthalates (24%), PFAS (17%), dimethicone (12%), and triclosan (10%).

### Concern about Various Health Risks in the Home Environment

The top 5 health risks in each of three areas as identified by respondents are shown in Table A below, along with the frequency with which they were cited. As in 2022, the vast majority of Canadians are able to identify that some common household products pose a health risk in each of 3 broad areas examined:

- 97% identified one or more items from a list of environmental health risks;
- 95% did the same within the category of product-related health risks; and
- 91% for chemical-related health risks.

Among product-related health concerns, large proportions (57%-83% of Canadians) continue to focus primarily on pesticides, herbicides and insecticides, products containing lead, paint strippers/thinners, household chemicals/cleaners, and building materials as was the case in 2022. Notably, the numbers citing each as posing a health risk have increased (by 5-12 points) over the last 3 years. By contrast, fewer express concern for single-use plastics, home fragrance products or personal care products, materials used in hobbies or crafts, composite wood products, essential oils or natural health products (cited by 16% to 42% of respondents), as was the case in 2022.

The most frequently mentioned environmental health concerns include carbon monoxide, cigarette smoke, mould/humidity and asbestos, each of which are cited by about three-quarters or more respondents (74%-81%). Radon gas and radiation round out the top 5 list of environmental health concerns with just over two-thirds (68%) mentioning each. The top 5 concerns within this category are the same items which were cited in 2022, although there has been a modest increase in the frequency with which each is mentioned (5-9 points).

Lead and mercury continue to be mentioned most frequently (by more than 75% of respondents) among a list of possible chemical-related health concerns, similar to findings in 2022. Fewer, although still a majority/near majority (44%-58%), cite formaldehyde, benzene and flame retardants as chemicals they feel could pose a risk to themselves and their family. The top 5 items of concern are in line with those mentioned in 2022, with little to no change in the frequency with which they are mentioned. Fewer than one-third (19%-32%) mention items such as talc, PSAS, phthalates, triclosan or essential oils.

**TABLE A. TOP 5 PERCEIVED HEALTH RISKS (% CITING EACH, WITHIN THE 3 CATEGORIES)**

Product-related Health Risks			Environmental Health Risks			Chemical-related Health Risks		
Item	2025 (%)	2022 (%)	Item	2025 (%)	2022 (%)	Item	2025 (%)	2022 (%)
Pesticides, herbicides, insecticides	83	73	Carbon monoxide	85	76	Lead	77	73
Products that may contain lead (e.g., paint, costume jewelry, crystal)	74	69	Cigarette smoke	81	76	Mercury	75	70



Turpentine, paint, paint strippers/thinners	71	59	Mould/humidity	81	72	Formaldehyde	58	59
Household chemicals such as kitchen and bathroom cleaners	70	58	Asbestos	74	71	Benzene	48	48
Building materials such as adhesives, sealants or insulation products	57	47	Radon gas	68	63	Flame retardants	44	40
			Radiation (including electromagnetic radiation)	68	62			

When asked to select their main health concerns, based on the items which respondents cited in relation to each of the lists noted above, about one-third or more identified mould/humidity (38%), carbon monoxide (37%) and pesticides, herbicides or insecticides (32%) within their top three.

### Current Behaviours Aimed at Reducing Health Risks

The survey included a series of questions intended to gauge Canadians' habits and practices related to home maintenance, including cleaning and renovations, and food preparation, cooking and storage. Data was also collected on the type of preventive measures Canadians most commonly engage in with respect to managing environmental health risks in and around their home.

When it comes to cleaning their homes, Canadians generally follow most safety precautions. Many (67%-88%) usually or always use mattress and pillow covers, remove outdoor shoes when inside, wash hands after using household products, clean floors and surfaces, follow instructions on product labels when using household cleaning products, keep chemicals out of reach of children, and ensure their home is properly ventilated. However, as in 2022, about one-in-ten (9%) commonly mix household chemical products together leading to a potentially hazardous situation if toxic fumes and/or extremely corrosive products are created.

During interior renovations, which many Canadians (85%) have undertaken, most (over 60%) usually/always take precautions such as wearing protective gear, keeping vulnerable people away from the worksite, and ensuring work areas are ventilated. By comparison, relatively few of those who have renovated their home say that they have usually/always consulted a professional to test for or remove asbestos (25%) or tested for lead-based paint before removal (23%). Of note, those residing in homes built before 1976 are the least likely to take these types of safety precautions with just 18% testing for lead-based paint and 23% consulting a professional to test for or remove asbestos. The proportion of those taking these safety measures is somewhat higher among those living in homes built between 1976 and 1989 (around one-third) and among those in homes built in 1990 or later (about two-in-five). Given that lead and asbestos may be present in homes built before 1990-91, the data suggests that a significant number of homeowners residing in older homes may be exposing themselves to higher health risks during renovations.

Canadians also generally follow good food preparation, cooking and storage practices. Many (58%-81%) usually/always discard or recycle cracked plastics and containers, look for 'microwave-safe' labeling on containers, store food in food-grade containers, use their range hood when cooking, and let tap water run



before drinking water. At the same time, sizeable numbers (13%-29%) store or heat food in plastic single-use containers such as yogurt or margarine tubs or pour hot liquids into these types of containers.

In terms of protective and environmental behaviours, most Canadians (54%) have installed a carbon monoxide alarm in their home. However, relatively few have ever checked the Air Quality Health Index (AQHI) during wildfires (24%) or heat waves (21%) affecting their area. Fewer still have had their water tested for lead or other contaminants, have tested for radon in the home, or tested the paint in their house for lead (7% to 17%). Overall, 30% of respondents to the survey acknowledged not having done any of these things.

Keeping indoor moisture and humidity levels low to prevent mould from building up, turning on exhaust fans/opening windows when showering, or disposing of chemical products using municipal guidelines are practices that many Canadians follow regularly (68%-72% say they usually or always do). Cleaning up small amounts of mould with water and dish soap and taking unused pharmaceuticals to a pharmacy for disposal are also relatively common (49%-59%). By contrast, annual inspections of fireplaces, water heaters, air conditioners and furnaces occur less frequently (32%-44%).

Since 2022, there has been a slight but notable shift in consumer behaviours regarding personal care products. More Canadians now say they usually or always read ingredient lists (up 6 points, from 40% to 46%) and make an effort to avoid specific ingredients when purchasing products for themselves (up 14 points, from 30% to 44%). The number of people who avoid certain ingredients when purchasing products for children who are 12 years of age or younger is even higher (61%). A wide range of ingredients are avoided to varying degrees (and more so when purchasing products for children). Among the most commonly cited, whether purchasing for one's self or for children, are aluminum and formaldehyde (cited by 41% to 48% of respondents). Other ingredients consumers generally avoid when purchasing for children include sulfates, parabens, fragrance and acetone (cited by 41% to 46%).

#### **KPI #1: Actions Taken to Minimize Health Risks of Harmful Chemicals**

A series of key performance indicators (KPIs) were produced based on the results of the 2022 survey and have been replicated in 2024-25, with some modifications. The results for the first KPI are shown in Table B below and indicate there has been little change over the last three years. Roughly similar proportions of Canadians report undertaking the recommended actions to protect themselves from chemicals, pollutants and other hazards in their environment in 2025 (51%) as was found in 2022 (52%). There are little to no differences in these overall results across key demographics (such as gender, age and health status). Averages of subgroups suggest that there has been a decline in taking recommended actions in categories related to personal care products (by 14 percentage points) and cleaning (by six percentage points), while other categories have remained fairly stable over the last three years.

**TABLE B. KPI #1 - ACTIONS TAKEN TO MINIMIZE HEALTH RISKS OF HARMFUL CHEMICALS**

		2022 TOTAL	2022 AVERAGE	2025 TOTAL	2025 AVERAGE
	n=	2187	2187	2909	2909
	%	%	%	%	%
<b>PERCENTAGE OF CANADIANS WHO TOOK RECOMMENDED ACTIONS TO MINIMIZE HEALTH RISK OF HARMFUL CHEMICALS</b>			<b>52</b>		<b>51</b>



Personal Care Products	<b>Q.20 When purchasing personal care products such as shampoo, deodorants, cosmetics, or hand soaps, how often do you do the following?</b>	<b>Never/ Seldom*</b>	<b>58</b>		<b>44</b>
	a. Read the ingredients list*	58		44	
	b. Avoid specific ingredients in products for yourself*				
Cleaning Behaviours	<b>Q.18 When cleaning or maintaining your home, how often do you do the following?</b>	<b>Always/ Usually</b>	<b>70</b>		<b>64</b>
	Wash your hands with soap and water after using a household product	87		86	
	Use a pillow cover or mattress cover on your bed	85		87	
	Remove your outdoor shoes when inside the home	84		88	
	Clean floors and household surfaces with a wet cloth or mop	77		78	
	Follow the instructions on the label every time you use a household cleaner	74		71	
	Keep household chemical products out of reach and sight of young children	70		66	
	Ensure proper ventilation by opening windows or doors and/or running exhaust fans during and after using household cleaners or chemical products	68		69	
	Wash bedding on a weekly basis	59		55	
	Choose low volatile organic compound (VOC) cleaning products	50		41	
	Regularly check chemical product containers for leaks or damage	48		44	
	Use a vacuum with a HEPA filter	46		45	
	Replace your furnace filter approximately every three months	43		40	
	Food Preparation, Cooking and Storage Behaviours	<b>Q.19 When preparing, cooking, and/or storing food, how often do you do the following?</b>		<b>66</b>	
Discard or recycle stained, chipped or cracked plastics and containers		79		80	
Look for a “microwave safe” label on glass, ceramic and plastic containers before putting in the microwave		74		73	
Store food in food-grade containers, such as glass or stainless steel		62		60	
Use your range hood when cooking		60		60	
Let your taps run until the water is cold before drinking, cooking or making baby food		57		59	
Renovation Behaviours	<b>Q.17 To what extent did you do each of the following during your renovations?</b>	<b>Always/ Usually</b>	<b>52</b>		<b>52</b>
	Keep your work areas well ventilated, let in fresh, clean air	78		79	
	Keep vulnerable people such as children, pregnant people and seniors away from the worksite or room under renovation	67		62	
	Wear protective gear such as gloves, a mask, and/or safety glasses	64		61	
	Ventilate (open a window or turn on an exhaust fan) when using composite wood products such as plywood, particle board or medium-density fibreboard	64		67	
	Use low-emission products such as low-volatile organic compounds (VOC) paint or adhesives	55		45	
	Consult a professional to test for or remove asbestos	35		26	
	Test for lead-based paint before removing or stripping paint from the walls	31		25	
Environmental Health Behaviours	<b>Q.23 Have you ever done any of the following? Select all that apply.</b>	<b>Selected + Always**</b>	<b>16</b>		<b>17</b>
	<b>Q.24 How often do you undertake the following activities?*</b>				



	Tested your water for other potential contaminants	15		18	
	Tested for lead in your drinking water	13		16	
	Tested for radon in your home	9		9	
	Tested the paint in your house for lead	7		8	
	Annual inspection of your furnace **	27		24	
	Annual inspection of your air conditioner **	23		25	
	Annual inspection of your water heater **	19		18	
	Annual servicing or inspection of your gas or wood burning fireplace **	17		19	
	Regularly checked the Air Quality Health Index (AQHI) during heat waves	18		20	
<b>Protective Behaviours</b>	<b>Q.24 How often do you undertake the following activities? Q.23 Have you ever done any of the following? Select all that apply.***</b>	<b>Always/ Usually + Selected**</b>	<b>62</b>		<b>59</b>
	Keep indoor moisture and humidity levels low to prevent mould	74		70	
	Dispose of chemical products using municipal guidelines	69		65	
	Turn on exhaust fans or open a window while showering	65		68	
	Clean up small amounts of mould with water and dish soap	62		58	
	Take unused pharmaceuticals to a pharmacy for disposal (both prescription and over the counter)	54		46	
	Installed a carbon monoxide alarm in your home****	47		48	

Q.17-Q.20, Q.23-Q.24

Base: Total sample. Includes general population sample and four target groups combined and weighted.

\*In 2022: Asked as a 'select all that apply'. Calculated by subtracting the 'none' category from 100 (100-42=58). In 2025: Asked as a frequency scale question. Calculated by taking the percentage of respondents who said 'never' or 'seldom' to either or both statements a and b.

\*\* In 2022: Asked as a 'select all that apply'. Calculated by % who selected this option. In 2025: Improved to be asked as a frequency scale question (as part of Q.24). Calculated by taking the percentage of respondents who said 'always' for these statements related to annual inspections.

\*\*\* In 2022: Asked as frequency scale question. Calculated by taking the percentage of respondents who said 'usually/always' for this statement. In 2025: Improved to be asked as a 'select all that apply' (as part of Q.23). Calculated by % who selected this response (i.e., they had installed a carbon monoxide alarm in their home).

## Barriers and Motivators for Maintaining a Healthy Home

Just under one-third of Canadians say they have no barriers and are currently able to maintain a healthy home (29%), just slightly below the percentage who said the same in 2022 (33%). Seniors, men, those with higher household incomes and homeowners (versus renters) are more inclined to hold this view.

Others feel that as renters they do not have much control over this issue (27%) or that it would cost too much to address it (24%), roughly similar to the proportions who said the same in the previous survey. These are the most common barriers cited, although additional challenges include the age of the home, accessing reliable and clear information on the topic, lack of time and energy, and having to deal with clutter which are mentioned less often (11%-17%) but to varying degrees depending on one's circumstances. For example, renting presents a particular challenge in terms of maintaining and healthy home for newcomers, younger people, and those with lower household incomes and lower levels of education. Cost tends to be an issue more so for women and parents of young children; among others. While access to information on healthy homes is not a particularly significant barrier, relative to cost, it is



one that is more of an issue for women, those who are pregnant or planning a pregnancy, newcomers, and those with higher levels of education.

When it comes to encouraging Canadians to maintain a healthy home, personal health continues to be a key motivator (56%). Related to this, significant numbers are prompted to take some action to ensure the health of their family and children (42%) or due to fear of illness (37%). A range of other motivators are also in play including having a better understanding of the risks and how to address them, government funding and/or incentives to offset or negate any associated costs involved, and environmental concerns (mentioned by 30%-49%). The efficacy of these various motivators varies across sub-groups of the population, although the top motivators are fairly consistent across all groups – to reduce any health issues (personal/family/children), obtaining offsets to costs, and making it easy for people to understand and address the risks.

### Connecting with Canadians about Health Risks in the Home Environment

Many Canadians (53%) have looked for information on health risks in the last two years (21% within the last 6 months; 18% within the last year; 14% within the last two years), although interest varies across sub-groups of the population. Younger people, parents and those who are pregnant or planning a pregnancy, as well as newcomers are most proactive in this regard.

Most rely on a variety of online sources to access this information, predominantly search engines such as Google or Bing (53%). Many also rely on government websites including those for the Government of Canada (43%), public health units (41%), provinces/territories (30%) or municipal governments (27%). This reflects a slight shift from 2022 when, in addition to search engines and government websites, Canadians also looked to manufacturers' product labels as a key source of information on health risks. The 2024-25 results do however indicate that about one-in-five (21%) seek out information on manufacturer websites. The main sources of information vary across life stages – seniors are more reliant on government websites while younger people, those who are pregnant or planning to become pregnant, as well as parents and newcomers are more likely to seek out information on YouTube and social media. For those using social media platforms regularly, the most popular are Facebook (70%) and Instagram (69%), followed by TikTok (44%) and Snapchat (35%).

### KPI #2: Consulted Government of Canada Webpages

The second KPI was created to assess the percentage of those surveyed who have consulted Government of Canada webpages to learn more about how to minimize the health risks of harmful chemicals. Results indicate there has been a substantial increase (by 16 percentage points) over the last three years, with 41% Canadians now indicating that they would use the Government of Canada websites when looking for information on health risks. There are no significant differences in results by gender or health status. However, results by age indicate that older people (45%) are more likely to cite this as an information source compared to younger people (36%).

TABLE C. SOURCES OF INFORMATION ON HEALTH RISKS

	2022 TOTAL	2025 TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	HEALTH CONDITION	NO HEALTH CONDITION
n=	2187	2909	1383	1511	961	1041	907	570	2244
	%	%	%	%	%	%	%	%	%
Government of Canada website	25	41	43	39	36	40	45	44	44



Q28. If you were looking for information on health risks (e.g., household chemicals, lead, carbon monoxide poisoning, radon, etc.) that may be present in your home, where would you look?

Base: Total sample. Includes general population sample and four target groups combined and weighted.

When looking for information on health risks that could be present in the home, almost three-quarters of Canadians prefer the format of websites (73%). Although websites were also heavily preferred over other formats in 2022, results show an increase in the last three years. YouTube has also seen significant growth as a preferred format (45%). While websites are the preferred format across virtually all segments of the population, newcomers and those who are pregnant or who are planning a pregnancy are almost equally likely to choose websites as they are to choose YouTube. By contrast, seniors have a very clear preference for websites, followed by pamphlets/postcards. This group is less inclined to select YouTube as a desired format.

## 2. Target Groups

Certain sub-groups are particularly vulnerable to health risks in the home environment – older adults, younger children, those who are pregnant, and people with pre-existing health conditions. Some clear patterns emerge from the data in terms of the extent to which these groups may be priority for information and education on this topic based on their levels of awareness, understanding of the risks, and their practices related to maintaining a healthy home.

### Pregnant People and/or Those Planning a Pregnancy

For anyone who is pregnant or planning a pregnancy within the next six months it is vital to maintain a clean and safe home environment, minimizing exposure to harmful chemicals and other substances and optimizing both personal and fetal health. Results of this survey show that while a high proportion of this group rates the health of their home as good or excellent (83%), they are also generally less aware of many home health risks compared to the general population. About half (49%) demonstrate low overall awareness of health risks, compared to 25% among the general public. Relatively few have heard of boric acid (38% vs. 61% for the general public), radon gas (35% vs. 58%) or talc (30% vs. 51%), for example. Equally, this group exhibits modest levels of awareness of petrolatum (30%), although this is in line with the general population (32%).

These respondents are generally less likely to cite a wide array of items as being health risks to themselves or their families, whether product-related, chemical or environmental in nature. This may be due to their apparent diligence in terms of home cleaning and maintenance. Many do undertake the range of practices recommended by Health Canada for a healthy home, although a significant proportion, well above the average for the general public, say they store (54%) or heat foods (45%) in single-use containers. Similarly, many admit to mixing household chemicals together (39%).

And, while this group is more likely to have renovated within the last 5 years, they are also much more likely to keep vulnerable people (including themselves and children) away from worksites (84% vs. 63% among the general population). When it comes to other safety behaviours, they are either similar to or demonstrate heightened vigilance compared to the general public (e.g., reading ingredients lists, avoiding certain ingredients, testing for lead or other contaminants in water, checking the AQHI during wildfires and



heat waves, taking steps to prevent mould, and inspecting their furnace, water heater, air conditioner and fireplace).

Cost is a key barrier for those who are pregnant or planning a pregnancy (33% vs. 24% among the general population) along with not having enough time (24% vs. 14%). When looking for information on health risks in the home environment, this group relies more heavily on YouTube relative to the general public (37% vs. 23%) and social media (29% vs. 14%). Instagram, Facebook, TikTok and Snapchat are all used more regularly by this group relative to the general population.

### **Parents of Children Aged Six and Under**

Young children are more at risk from pollutants and chemicals around the home given their smaller body size and because their bodies are still developing. Parents of young children are generally aware of many of the risks in the home environment and are taking steps to ensure they are properly addressed.

Parents point to a wide range of issues as being health risks, in line with the general population and often in higher numbers as compared to newcomers and those who are pregnant or planning a pregnancy. Their top 3 health concerns are mould/humidity, carbon monoxide and pesticides, mentioned by 29% to 36% among this group. By comparison, relatively few (15%) cite cigarette smoke as a personal health concern, although large numbers continue to identify it as an environmental health risk (79%).

This group reports following many of the practices which help to minimize risks and exposure to certain harmful chemicals and toxins within their home environment, roughly in line with or more so than the general population. For example, as was the case in 2022, higher numbers within this group continue to report keeping chemical products out of reach and sight of young children as compared to the general public (92% vs. 67%). At the same time, roughly one-in-five (20%) say they mix household chemical products.

Regarding other safety behaviours, there are opportunities for additional awareness-raising and education to mitigate risks such as storing or heating food in single-use plastic containers (24%-42% say they usually/always do this). Similarly, and as is the case among the population at large, relatively few regularly check the AQHI.

Cost is one of the main barriers for parents in undertaking activities aimed at mitigating risks in the home environment (cited by 31%), in addition to insufficient time (23%), and fatigue (20%). Understandably, they are highly motivated to address concerns to ensure the health of their family and children (69% vs. 42% among the general public). While search engines, like Google or Bing, are a key source for information on health risks (identified by 49%), parents are among those groups which are more likely to seek out information via social media (24%), relative to the general public. Of note, a higher proportion of parents report using Instagram, compared to the general population (79% vs. 69%).

### **Seniors, Aged 65+**

In line with findings in 2022, seniors' views and habits in regard to addressing risks in the home environment vary considerably from their younger counterparts. Having said this, there is little variation between those aged 55+ and those who are slightly older, aged 65+.



Seniors are among the most likely to express awareness of the wide range of potential health risks examined in this research study. In particular, compared to the general public, they are more likely to have heard of asbestos (94% vs. 78%), radon gas (86% vs. 58%), formaldehyde (79% vs. 60%) and talc (67% vs. 51%). Equally, a higher proportion within this group associates various products examined in the survey as posing a health risk, in particular asbestos (87% vs. 74% among the general public), radon gas (83% vs. 68%), formaldehyde (74% vs. 58%), and cannabis smoke (70% vs. 59%).

Seniors adhere to many of the recommended protective behaviours to a much greater degree relative to other groups and to the general public. This group, like others, could nevertheless benefit from reminders about the risks related to storing food in plastic single-use containers (24% say they usually/always do this). Notably, they are less likely relative to the other target groups to read the ingredients list (41%) and to avoid specific ingredients in products for themselves (39%), another possible area of focus for educational initiatives.

Of particular note, over half of seniors (54%) don't face any significant barriers to maintaining a healthy home. When considering outreach strategies and tactics, it is important to be aware that seniors are the most likely to rely on search engines (59%) and government websites, particularly the Government of Canada (54%). Websites are vastly preferred as the format for sharing information on health risks (82% vs. 73% among the general public), although they are also more likely to cite pamphlets/brochures/postcards (44% vs. 30%).

### Newcomers

As in 2022, newcomers differ from the general population and from the other target groups in a number of important ways that would support development of a more targeted approach to communicating with this group about home environmental health risks and mitigation steps. Compared to the general public, newcomers are:

- Less likely to have heard of a number of chemicals and pollutants that could pose a risk such as lead (57% vs. 83%), asbestos (44% vs. 78%), boric acid (44% vs. 61%), formaldehyde (34% vs. 60%), flame retardants (26% vs. 57%), and radon gas (21% vs. 58%), among others. Among newcomers 44% are classified as having low awareness of possible health risks whereas this segment is smaller within the general population (25%).
- Less likely to identify many of the various chemicals and pollutants examined in the survey as potentially posing a health risk to themselves or their family, particularly carbon monoxide (68% vs. 84%), asbestos (44% vs. 74%), lead (57% vs. 77%), and formaldehyde (31% vs. 58%).
- Less likely to have installed a carbon monoxide alarm in their home (29% vs. 54%) or to take unused pharmaceutical products to a pharmacy for disposal (39% vs. 49%).
- More likely to undertake certain actions which could present other risks, including storing food in single-use plastic containers (40% usually/always do vs. 29%), heat foods (27% vs. 14%) or pour hot liquids into these types of containers (25% vs. 13%), or mix household chemicals (25% vs. 9%).
- Overall, somewhat more likely to indicate not having ever undertaken a series of protective and environmental behaviours which would mitigate risks (35% vs. 30%).



As in 2022, newcomers are however more likely to read ingredients lists (64% vs. 46%) and to avoid certain ingredients (58% vs. 44%).

Compared to the general public, a much higher proportion of newcomers identify their status as renters as a barrier preventing them from taking actions to address home health risks (42% vs. 27%). Additionally, one-in-five within this group also cite not knowing where to find reliable information (20% vs. 16%). This group appears to respond to a wider range of motivators to a greater degree than is found among the general public, including personal health (62% vs. 56%), family health (58% vs. 42%), as well as having a better understanding of the risks (46% vs. 39%). Environmental concerns are also a motivating factor (38% vs. 30%). When it comes to seeking information about this topic, many newcomers rely on search engines but are also more inclined to look to social media (29% vs. 14%), with Instagram being one of the platforms they use regularly (88% vs. 69%). Over half (57%) also cite YouTube as a preferred format, higher as compared to the general population (45%).

## F. Conclusions and Recommendations

Results of the 2024-25 research study suggest that many Canadians exhibit either modest or higher levels of awareness of chemicals and pollutants. Moreover, awareness of product, chemical and environmental health risks has increased since 2022. At the same time, Canadians may not fully appreciate the spectrum of risks to which they could be exposed in the home environment. As such, there are continued opportunities to address possible gaps in the public's knowledge, not only in terms of their understanding of risks, but also mitigating actions that should be taken. Elements of a future Healthy Home Campaign should incorporate the following:

- *Forging more direct connections between environmental health risks and simple, cost-effective approaches to reduce exposure for Canadians and their families, especially young children and developing fetuses* – While many identify carbon monoxide, lead and radon as risks, relatively few have installed a carbon monoxide alarm or tested for lead, radon or other contaminants in the home. Similarly, conducting an annual inspection of furnaces, air conditioners, water heaters or fireplaces is not done on a regular basis and checking the AQHI is also not a common practice.
- *Reminders about standard home cleaning and maintenance practices* – Canadians are generally quite conscientious about home cleanliness and maintenance (e.g., using pillow and mattress covers, removing outdoor shoes when coming indoors, handwashing, etc.). However, reminders to change furnace filters every 3 months, check chemical product containers for leaks, and choose low volatile compound (VOC) cleaning products could be useful. Additional messaging underscoring the danger associated with mixing household chemical products together would also be beneficial for certain sub-groups – those who are pregnant or planning a pregnancy, newcomers, and parents of young children.
- *Reinforcing good food preparation, cooking and storage practices while also highlighting the risks associated with single-use plastics* – Most Canadians are adhering to safe and healthy food preparation, cooking and storage practices and these behaviours should continue to be reinforced. However, reusing single-use plastics are not necessarily a top concern in terms of any health risk they may pose, compared to products such as pesticides or herbicides, paint thinners, household



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chemicals and products containing lead. Efforts should be made to underscore the risks in reusing single-use plastic containers to store, heat or reheat food and hot liquids, especially among newcomers and those with young children or who are pregnant/planning a pregnancy.

- *Taking a targeted or customized approach to improve outreach to 'at-risk' groups* – As has been noted, parents of young children and those who are pregnant/planning to become pregnant are concerned about and do take appropriate steps to minimize environmental and other health risks in their home. This is a group which is highly motivated to address these issues in order to reduce exposures to risks for their children and for themselves during pregnancy. Any advice should broach the relevant barriers which include costs, time constraints and fatigue. Beyond this, outreach strategies should effectively leverage YouTube and social media platforms such as Facebook, Instagram, TikTok and Snapchat.
- *Increasing the focus on newcomers* – The results for newcomers underscore an ongoing need for additional supports to assist them in fully understanding and addressing risks that are present in the home environment. Connecting with newcomer communities should be done in ways that directly speak to their main barriers (rental status) and motivators (personal and family health, environmental concerns, and knowing more about the risks). As with the 'at-risk' groups, social media and YouTube should be part of the mix of channels used to reach newcomers.

In addition to the above recommendations, the next iteration of the Campaign should consider issues faced by renters, many of whom feel that they lack any agency to address the risks. Specific messaging to renters should stress the various actions that are within their control to create and maintain a healthier home environment. Given that significant proportions of newcomers and those with disabilities or health conditions are renters, additional information directed at the rental community would also benefit these two groups.

### Note to the Reader

Unless otherwise noted, results shown in this report are expressed as percentages and may not add up to 100% due to rounding and/or multiple responses to a given question.

Throughout the report, the findings presented are reflective of the general population weighted sample (n=1,999). The results from each target group (pregnant, parents of children under 6, newcomers, and seniors) are unweighted and include initial quota completes and any additional completes from respondents within the main target audience of Canadians aged 18+ that met the defined criteria for each group. More details on this can be found in Section III - Detailed Methodology.

Only statistically significant differences between sub-groups, according to the Z-test at a 95% confidence interval, are presented throughout the report.



**Statement of Political Neutrality**

I hereby certify as Senior Officer of *The Strategic Counsel* that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Government of Canada’s Policy on Communications and Federal Identity and Directive on the Management of Communications. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, party standings with the electorate, or ratings of the performance of a political party or its leaders.

Signed:

A handwritten signature in black ink, appearing to read "Donna Nixon", written over a horizontal line.

Donna Nixon, Partner



## II. Detailed Findings



## Detailed Findings

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Maintaining a healthy home environment that minimizes exposure to chemicals and pollutants is essential for both physical and mental well-being. Current guidance offered by Health Canada focuses on actions one can take to reduce the risk and protect health.

### A. Associations with a Healthy Home Environment: Key Associations and Ratings

Two questions were included at the outset of the survey to assess the key factors or characteristics that respondents feel contribute to a healthy home and how they would rate their own home in this respect. Canadians most commonly associate a healthy home with cleanliness, safety, good indoor air quality, and ventilation. Women, seniors, and those with higher incomes tend to prioritize these factors more than other groups. When rating the health of their own home environment, seniors, newcomers, and pregnant individuals consistently report higher satisfaction (rating their home as excellent or good). Additionally, homeowners, higher-income households, and those in newer homes are more likely to rate their homes quite positively.

For context and prior to soliciting more specific views and behaviours regarding healthy homes, respondents were asked to indicate what they tend to associate most closely with a 'healthy home environment.' Presented with a list of options from which to choose, as well as the opportunity to offer additional suggestions, the table below shows that most Canadians associate a healthy home with one that is clean (87%), safe (79%), has good indoor air quality (78%) and is well ventilated (70%). Significant proportions would also describe a healthy home as being pest-free (67%), well insulated (62%), contaminant-free (61%) and with good natural lighting (60%). Fewer, although still a majority/near-majority, think of a healthy home environment as one which is decluttered (52%) and energy efficient (48%).

#### By gender:

- More women than men tend to associate a healthy home environment as being clean (88% vs. 85%, respectively), safe (82% vs. 76%), and decluttered (57% vs. 47%).

#### By age:

- Compared to those in other age groups, higher proportions of seniors associate the full range of items listed with a healthy home environment. The exception is 'safe,' an association which is strongly held across all age groups.

#### Across the target groups:

- The main difference is among seniors, as noted above. All other target groups do not vary significantly relative to the general population in terms of what they tend to most closely associate with a healthy home environment.



TABLE 1. KEY ASSOCIATIONS WITH A HEALTHY HOME ENVIRONMENT

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Clean	87	85	88	88	82	89	78	85	84	91
Safe	79	76	82	81	77	79	73	79	76	81
Good indoor air quality	78	77	78	73	75	84	68	70	73	87
Well ventilated	70	70	70	64	66	79	61	64	66	80
Pest-free	67	65	68	62	65	72	60	62	60	75
Well insulated	62	60	63	55	57	71	53	55	50	77
Contaminant-free	61	60	63	54	59	69	53	56	49	73
Good natural lighting	60	59	61	55	57	67	60	57	65	71
A decluttered environment	52	47	57	49	50	57	45	48	37	61
Energy efficient	48	49	47	39	46	58	45	42	44	63
Peaceful/quiet/harmonious/ stress-free	<1	<1	<1	<1	1	<1	<1	1	-	-
Well maintained/appliances in working order	<1	<1	<1	-	<1	<1	-	-	-	<1
Good neighbours	<1	<1	<1	<1	<1	<1	-	-	-	<1
Mentally healthy/free from abuse and addiction	<1	<1	<1	-	<1	<1	-	-	-	-
Affordable	<1	-	<1	-	-	<1	<1	-	-	<1
OTHER	<1	<1	<1	<1	-	1	-	-	<1	<1

Q9. Which of the following do you associate most closely with a 'healthy home environment'?

Base: Total sample

Examining the top four items that respondents most closely associated with a healthy home, the key variations across demographic, socio-economic, and home ownership status as well as by region are as follows:

- Respondents who focus more on safety as being key to a healthy home include:
  - People living in the Prairies (83%), compared to those residing in all other regions (72%-78%) with the exception of Atlantic Canada (79%); and
  - Respondents with a disability (85%) relative to others (78%), and those with a pre-existing health condition (84% versus 77% for others).
- Good indoor air quality is more likely to be cited by respondents:
  - With annual household incomes over \$60,000 (84% for those earning \$100,000+; 80% for those earning \$60,000-\$99,999) relative to households with incomes under \$60,000 (73%);
  - Those living in the Prairies (81%) as compared to those in other regions (73%-76%), with the exception of Atlantic Canada (79%); and
  - Who are homeowners (78%), compared to renters (74%).
- Good ventilation is viewed as being associated with a healthy home environment by a larger share of:



- Households with higher household incomes (72% for those earning \$100,000+; 75% for those earning \$60,000-\$99,999) relative households with incomes under \$60,000 (66%).
- There are no differences by demographics among those who view cleanliness as being associated with a healthy home environment.

Survey respondents were also asked how they would rate the health of their own home environment, considering design, construction and maintenance as well as any potential hazards in and around their home. A large proportion rate their home environment as *excellent/good* (76%). Over half of respondents rate their home as *good* (55%), with the balance offering a rating of either *excellent* (20%) or *fair* (19%). Very few (5%) describe their home as *very poor/poor* in this regard.

By gender:

- Similar proportions of men and women rate the health of their home environment as *excellent/good*, although a larger share of men are more inclined to offer a rating of *excellent* as compared to women (23% vs. 19%). By contrast, women are more likely to rate their homes as *fair* (21% vs. 17%).

By age:

- Younger and older respondents are more inclined to rate the health of their homes as *excellent/good* (80% among those 55+; 78% among those 18-24), compared to those aged 35-54 (68%).

Across the target groups:

- Seniors (87%), newcomers (83%) and those who are pregnant or planning to become pregnant (83%) are more likely, as compared to the general population, to rate the health of their home environment as *excellent/good*. Seniors, in particular, are much more likely to rate their homes as *excellent* (30%), while a higher proportion of newcomers and those who are pregnant/planning to become pregnant rate their homes as *good* (61% in each of these two groups).

**TABLE 2. RATING OF THE HEALTH OF HOME ENVIRONMENT**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
TOTAL EXCELLENT/GOOD	76	78	74	78	68	80	83	77	83	87
Excellent	20	23	19	20	16	25	22	21	21	30
Good	55	55	55	58	52	55	61	57	61	57
Fair	19	17	21	17	26	15	14	18	15	10
Poor	4	5	4	3	5	4	2	4	2	3
Very poor	1	1	1	1	1	1	1	1	-	<1
TOTAL VERY POOR/POOR	5	6	5	5	6	5	3	5	2	3

Q10. Thinking about the design, construction and maintenance of your home in addition to any potential hazards in and around your home, how would you rate the health of your home environment?

Base: Total sample



### Demographic and Socio-Economic Variations

- Health – The proportion rating their home as *excellent/good* is higher among those who do not have a disability (79%) compared to those who do (63%). This is also the case for those who do not have a pre-existing health condition (79%), relative to those who do (63%).
- Household Income – Those with higher annual household incomes are more likely to rate their homes as either *excellent* or *good* compared to those with lower income levels (85% for those earning \$100,000+; 80% for those earning \$60,000-\$99,999; 69% for those earning less than \$60,000).
- Level of Education – Respondents with a university education (80%) are more likely to give the top rating of *excellent/good*, compared to those with some college/university/apprenticeship (75%) and those with high school or less (70%).

### Variations by Home Ownership and Type of Dwelling

- Type of Dwelling – People who live in detached, single-family homes (83%) are more likely than those in attached, single-family homes (76%) and those living in an apartment (74%) to rate their homes as *excellent/good*.
- Own vs. Rent – Homeowners, compared to renters, are more likely to offer the top rating (84% vs. 72%).
- Age of Home – Those residing in newer homes, built in 1990 or later (88%), are more inclined to rate the health of their home environment as *excellent/good*, compared to those whose homes were built in 1976-1989 (78%) or prior to 1976 (66%).

There are no regional variations of note.



## B. Awareness and Knowledge of Home Environmental Health Risks

A series of questions were then asked to respondents to better understand their overall awareness of home environmental health risks, to gauge perceived risk associated with household products, environmental elements, and chemicals, as well to evaluate Canadians' top health concerns as they relate to the home environment.

Overall awareness of home environmental health risks is moderate to high, with strong recognition of common pollutants like carbon monoxide, metals, and asbestos. General awareness is more moderate for household and industrial chemicals and lower for cosmetic-related substances. Through segmentation, survey results revealed that those with lower awareness overall are more likely to be part of three of four target groups: pregnant/planning to become pregnant in the next six months, newcomers and parents with young children (under six years of age). Seniors, on the other hand, tend to exhibit higher awareness of all chemicals and pollutants presented.

- The awareness of risks associated with household products has increased, both overall and across many individual products, since 2022. The data highlights strong concern related to the health risks from pesticides, products containing lead, cleaning supplies, and paint/building materials, while risks associated with personal care products, craft materials, composite wood, and natural items are perceived as relatively low.
- Similarly, when it comes to environmental health risks, perceived risk has consistently increased since 2022 for all environmental-related concerns. Results show that Canadians perceive airborne pollutants, indoor environmental hazards and radiation as primary health risks, with less concern for environmental factors like water and soil contamination.
- Regarding chemical substances, more Canadians now recognize the health risks of aluminum, lead, mercury, flame retardants, with formaldehyde being the most acknowledged. Concerns about benzene, boric acid, and BPA are moderate, while fewer worry about talc, PFAS, and phthalates. Notably, about 10% of Canadians see no risk at all with chemical substances.

Canadians' top health concerns regarding household products, chemicals, and environmental risks remain consistent with 2022, with carbon monoxide, pesticides, and mould/humidity ranking highest, while concern for cigarette smoke has declined.

### 1. Overall Awareness of Home Environmental Health Risks

Survey results indicate that, among the general public, overall awareness of the chemicals or pollutants that can pose potential health risks is moderate to high and varies by type of substance.

Overall, there is strong awareness among Canadians when it comes to the following chemicals and pollutants: carbon monoxide (88%), metals including mercury (83%), lead (83%), and aluminum (82%), essential oils (79%), and asbestos (78%).

More moderate awareness exists among industrial or household chemicals including sulfates (69%), acetone (68%), glycerin (64%), boric acid (61%), formaldehyde (60%), flame retardants (57%), benzene (53%) and environmental pollutants such as radon gas (58%).



There are lower levels of awareness when it comes to many chemicals commonly found in cosmetic products including talc (51%), salicylic acid (49%), parabens (47%), petrolatum (32%), phthalates (24%), dimethicone (12%), and triclosan (10%).

Two-in-five Canadians have heard of the Air Quality Health Index (AQHI) (40%), BPA (35%), but awareness is lower for PFAS (17%).

Note that this was a new question in 2025, therefore no tracking analysis is provided.

By gender:

- Women are more aware of a wider range of chemicals and substances listed, specifically related to household products and cosmetics, compared to men.
  - Commonly found in household products: sulfates (74% vs. 63% of men) and boric acid (66% vs. 56% of men).
  - Commonly found in cosmetic products: essential oils (83% vs. 73% of men), acetone (73% vs. 62% of men), glycerin (68% vs. 60% of men), talc (57% vs. 45% of men), salicylic acid (59% vs. 38% of men), parabens (61% vs. 31% of men), petrolatum (35% vs. 28% of men), phthalates (27% vs. 20% of men), and dimethicone (15% vs. 9% of men).
- The one exception is that men are more likely to be aware of radon gas relative to women (65% vs. 53%, respectively).

By age:

- Older people, aged 55+, are more likely to be aware of many of the chemicals and substances listed, compared to younger people. This includes:
  - Carbon monoxide (93% vs. 88% aged 35-54 and 81% aged 18-34);
  - Lead (92% vs. 81% aged 35-54 and 73% aged 18-34);
  - Asbestos (91% vs. 79% aged 35-54 and 62% aged 18-34);
  - Mercury (87% vs. 83% aged 35-54 and 78% aged 18-34);
  - Radon gas (79% vs. 58% aged 35-54 and 33% aged 18-34);
  - Aluminum (85% vs. 80% aged 35-54 and 79% aged 18-34);
  - Acetone (73% vs. 66% aged 35-54 and 64% aged 18-34); and
  - Talc (63% vs. 53% aged 35-54 and 35% aged 18-34).
- A higher proportion of younger people (aged 18-34) are aware of salicylic acid (56%), compared to those in the older age cohorts (47% aged 34-54 and 46% aged 55+).

Across the target groups:

- Those who are pregnant or planning a pregnancy in the next 6 months are less likely to be aware of *all* of the listed home environmental health risks, compared to the general population, with a few exceptions. The exceptions include the AQHI (38%), petrolatum (30%), and PFAS (15%), where awareness is on par with the results for the general population.



- Results for seniors follow a similar pattern to the age results mentioned above. Those aged 65+ have higher awareness of several chemicals and substances, compared to the general public.

**TABLE 3. AWARENESS OF HOME ENVIRONMENTAL HEALTH RISKS**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Carbon monoxide	88	88	88	81	88	93	64	80	73	94
Mercury	83	83	84	78	83	87	64	77	68	90
Lead	83	83	82	73	81	92	55	71	57	95
Aluminum	82	81	82	79	80	85	65	75	73	86
Essential oils	79	73	83	77	81	78	58	74	70	79
Asbestos	78	79	77	62	79	91	44	67	44	94
Sulfates	69	63	74	67	69	71	57	63	55	71
Acetone	68	62	73	64	66	73	49	63	56	77
Glycerin	64	60	68	59	66	67	50	62	64	70
Boric acid (borax, boron or borate)	61	56	66	54	60	67	38	55	44	71
Formaldehyde	60	58	61	43	59	73	40	47	34	79
Radon gas	58	65	53	33	58	79	35	46	21	86
Flame retardants	57	57	56	44	57	66	32	46	26	73
Benzene	53	56	51	43	56	60	39	48	44	64
Talc	51	45	57	35	53	63	30	45	37	67
Salicylic acid	49	38	59	56	47	46	42	46	52	47
Parabens	47	31	61	49	51	42	39	50	43	39
Air Quality Health Index (AQHI)	40	39	42	37	44	40	38	39	42	40
Bisphenol A (BPA)	35	31	39	23	42	39	26	38	22	40
Petrolatum	32	28	35	33	33	30	30	32	32	32
Phthalates	24	20	27	24	29	19	20	23	16	16
PFAS	17	18	16	14	21	16	15	18	11	16
Dimethicone	12	9	15	13	14	10	14	12	14	10
Triclosan	10	9	11	6	14	10	12	13	14	9
I haven't heard of any of these before	3	3	2	3	2	3	1	2	3	2

Q11. Which of the following have you heard of?

Base: Total sample

Undertaking a segmentation of respondents is helpful to understand more about the discrete subgroups of the Canadian population. Of particular interest in this survey was to learn more about those who have different levels of overall awareness of chemicals and pollutants and how this then correlates with how likely one is to perceive these items as risky and to take appropriate actions to reduce their exposure.

In that regard, question 11 was used to create a simple awareness index – lower, moderate and higher awareness – based on the number of items they selected from the provided list. A cluster analysis was run with the general population sample and the resulting segmentation created three ‘awareness bands’ or segments which follow a normal distribution.



As per below, there is a fairly even distribution with the plurality of respondents being classified as having ‘higher awareness’ (40%), one third of respondents having ‘moderate awareness’ (35%) and one quarter (25%) are considered to have ‘lower awareness’.

#### Awareness Segments

- **High awareness: 16 to 24 chemicals selected (40%)**
- **Moderate awareness: 9 to 15 chemicals selected (35%)**
- **Lower awareness: 0 to 8 chemicals selected (25% of the total)**

Utilizing demographic, sociodemographic, region, and home environment data, a profile of the ‘higher awareness’ segment is outlined below, based on cross tabular analysis. This segment is predominantly:

- Seniors (aged 65+) (51%) and older Canadians (aged 55+) (48%);
- Those who have a pre-existing health condition (51%) and/or a disability (49%);
- Those residing in the Prairies (48%) and Atlantic Canada (46%);
- Those living in older homes built prior to 1976 (48%);
- Women (44%); and
- Homeowners (41%), compared to renters (32%).

A description of the ‘lower awareness’ segment is provided below, highlighting that this group primarily consists of:

- Those who belong to any of the three target groups listed below:
  - Those who are pregnant/planning to become pregnant in the next six months (49%);
  - Newcomers to Canada (44%); and
  - Parents with children under the age of 6 (34%).
- Those residing in Quebec (39%) and Ontario (32%);
- Younger Canadians (aged 18-34) (32%);
- Those who rent (32%), compared to homeowners (27%);
- Men (29%); and
- Those who do not have a pre-existing health condition (27%).



## 2. Product-related Health Risks

Respondents were then asked a question to evaluate the perceived risks of common household products. Most Canadians were able to identify that some household products pose health risks (95%), up 8 percentage points from 2022 (87%). Survey results indicate that Canadians' perceptions of health risks of many of the household chemicals and products listed has also increased since 2022, as described in the analysis below.

From the list provided, Canadians perceive pesticides, herbicides, and insecticides (83%; 73% in 2022) as the most significant health risks, followed closely by products containing lead (74%; 69% in 2022), paint-related chemicals (71%; 59% in 2022), and household cleaners (70%; 58% in 2022). Building materials like adhesives, sealants, and insulation (57%; 47% in 2022) and single-use plastics (42%; 34% in 2022) are also seen as moderate risks. About two-in-five say that home fragrance products (40%; 35% in 2022%), as well as certain personal care products (37%; 27% in 2022), pose risks to their health.

On the lower end of the spectrum, craft materials (30%; 24% in 2022), composite wood products (25%; 23% in 2022), and essential oils (24%; not asked in 2022) are perceived as posing less risk. Natural health products like herbal remedies and vitamins (16%; 14% in 2022) are largely seen as safe.

Notably, only 5% of respondents felt that none of these products posed any health risks, suggesting that most people recognize at least some level of potential hazard in everyday household items.

By gender:

- A higher proportion of women (44%) suggest that home fragrance products could pose health risks, compared to men (36%).

By age:

- Younger people (aged 18-34) are less likely to perceive *all* of the listed household products as health risks to themselves and their families, relative to the other age cohorts.
  - The only exception is that younger adults view single-use plastics with a similar amount of risk as the rest of the population (42%).

Across the target groups:

- Comparatively, seniors (aged 65+) are more likely to associate almost *all* of the listed products with posing higher risk, compared to younger age cohorts.
  - The exceptions, where perceived risk is similar to the general population, is for single-use plastics (39%), essential oils (25%), and natural health products (17%).
- Newcomers and those who are pregnant/looking to become pregnant in the next six months, are less likely to associate *many* of products below with posing higher risk, compared to the general public.
  - The only exception for newcomers is that this group views single-use plastics with a similar amount of risk as the rest of the population (41%).



- The exceptions for those who are pregnant/planning a pregnancy is that they perceive composite wood products (30%), craft materials (27%), essential oils (21%), and natural health products (16%) with a similar amount of risk as the rest of the population.

**TABLE 4. PRODUCT-RELATED HEALTH RISKS**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW- COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Pesticides, herbicides, insecticides	83	82	83	73	82	91	65	75	71	92
Products that may contain lead (e.g. paint, costume jewelry, crystal)	74	72	75	62	74	83	54	63	50	86
Turpentine, paint, paint strippers/thinners	71	69	72	55	71	83	51	60	47	85
Household chemicals such as kitchen and bathroom cleaners	70	70	70	63	72	74	55	66	55	76
Building materials such as adhesives, sealants or insulation products	57	56	57	47	57	65	47	49	41	68
Single-use plastics	42	42	41	42	45	39	35	41	41	40
Home fragrance products such as scented candles, room sprays or air fresheners	40	36	44	33	41	46	29	41	26	46
Certain personal care products such as cosmetics, skincare or hair products	37	36	39	32	38	41	32	35	29	42
Materials used in hobbies or craft projects	30	31	29	23	31	35	27	29	16	39
Composite wood products such as plywood, particle board or medium-density fibreboard	25	25	24	20	24	29	30	22	18	33
Essential oils and their diffusers	24	23	25	19	25	27	21	27	15	25
Natural health products such as herbal remedies, vitamins and minerals, probiotics	16	16	15	13	16	17	16	16	10	17
None of the above	5	5	4	6	3	4	2	5	3	3

Q12. Which of the following products, if any, do you think could pose health risks to you and your family?

Base: Total sample

Examining the top five household products that respondents most felt could pose risks to themselves and their families, the key variations (based on frequency) across demographic, socio-economic, and home ownership status, and region are as follows:

- Perceived risk of pesticides, herbicides and insecticides is higher among:
  - Those with annual household incomes over \$60,000 (87%);
  - Those with a pre-existing health condition or a disability (86% for both); and
  - Those residing in the Prairies (86%), Quebec (86%), and Atlantic Canada (85%).



- Perceived risk of products containing lead is higher among:
  - Those with a pre-existing health condition (80%) or a disability (78%);
  - Those residing in Atlantic Canada (77%), the Prairies (74%), and Quebec (73%); and
  - Homeowners (71%) vs. renters (62%).
- Perceived risk of paint strippers/thinners is higher among:
  - Those with a pre-existing health condition (77%) or a disability (76%);
  - Those with annual household incomes over \$100,000 (77%) or between \$60,000-\$99,999 (76%);
  - Those residing in the Prairies (74%), Quebec (74%), and Atlantic Canada (74%); and
  - Homeowners (70%) vs. renters (62%).
- Perceived risk of household chemicals is higher among:
  - Those residing in the Prairies (74%); and
  - Those with annual household incomes over \$100,000 (74%).
- Perceived risk of adhesives, sealants or insulation products is higher among:
  - Those with a pre-existing health condition (64%) or a disability (62%);
  - Those residing in Atlantic Canada (61%) and the Prairies (60%);
  - Those who have university levels of education (60%); and
  - Homeowners (57%) compared to renters (50%).

### 3. Environmental Health Risks

Airborne pollutants and indoor environmental hazards are viewed as the primary environmental health concerns that would pose risks to Canadians. Perceived risk has increased since 2022 across the board for *all* of the environmental health risks listed in Table 5 below.

Carbon monoxide (84%; 76% in 2022), cigarette smoke (81%; 76% in 2022), and mould/humidity (81%; 72% in 2022) top the list in terms of what respondents perceive as high risk. Other significant concerns include asbestos (74%; 71% in 2022), radon gas (68%; 63% in 2022), and radiation (68%; 62% in 2022).

More moderate concerns are noted for cannabis smoke (59%; 50% in 2022) and wood smoke (51%; 38% in 2022), whereby over half of respondents believe these could pose health risks to humans in 2025. Indoor air (27%; 23% in 2022) and outdoor air quality (25%; 19% in 2022) are seen as similar risks, indicated by about one quarter of Canadians.

Overall, drinking water (23%; 16% in 2022) and soil exposure (13%; 11% in 2022) are perceived as safe.

By gender:

- Women are more likely to cite radiation (70%) as health risk compared to men (65%).



- In contrast, a higher proportion of men are likely to perceive wood smoke (51%) as risky, relative to women (48%).

By age:

- Relative to the average, older people (aged 55+) are significantly more likely to associate *all* the environmental factors listed as posing higher risk to themselves and their family. Survey data also suggests a similar trend is true for seniors, aged 65 and older.

Across the target groups:

- Those who are pregnant or planning a pregnancy within the next six months and newcomers are less likely to perceive *all* of environmental factors listed as health risks to themselves and their families, relative to the general population.
  - The only exception for those who are pregnant/planning a pregnancy is that they associate 'soil from a garden' (11%) with a similar amount of risk as the rest of the population.
  - The exception for newcomers is that they associate cigarette and cannabis smoke (80% and 60%; respectively) with a similar amount of risk as the rest of the population.

**TABLE 5. ENVIRONMENT-RELATED HEALTH RISKS**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Carbon monoxide	84	85	83	75	86	90	64	78	68	89
Cigarette smoke	81	82	81	75	84	84	68	79	80	84
Mould/humidity	81	79	82	70	81	90	52	72	54	89
Asbestos	74	74	74	57	74	87	43	65	44	87
Radon gas	68	70	67	53	68	81	49	60	45	83
Radiation (including electromagnetic radiation)	68	65	70	63	67	71	53	66	57	69
Cannabis smoke	59	58	59	56	54	65	53	63	60	70
Wood smoke	51	54	48	41	49	60	40	49	42	64
Indoor air	27	28	26	17	27	34	19	24	13	35
Outdoor air	25	25	25	17	28	29	21	26	11	27
Drinking water	23	23	24	15	25	29	18	20	16	28
Soil from your garden or lawn	13	13	12	8	15	15	11	15	8	15
None of the above	3	4	3	4	3	3	1	2	4	4

Q13. Which of the following, if any, do you think could pose health risks to you and your family?

Base: Total sample

The following highlights key differences for the top five environmental health risks (based on frequency) which respondents indicate they perceive to pose the most risk.

- Perceived risk of carbon monoxide is higher among:
  - Those residing in older homes built prior to 1976 (87%);
  - Those with annual household incomes \$60,000+ (87%); and



- Those residing in the Prairies (86%) and Quebec (85%).
- Perceived risk of cigarette smoke is higher among:
  - Those residing in Quebec (86%) and the Prairies (82%);
  - Those with annual household incomes between \$60,000-\$99,999 (84%); and
  - Those residing in apartments (83%), compared to those in single-family homes (78%).
- Perceived risk of mould/humidity is higher among:
  - Those residing in Quebec (86%), Atlantic Canada (81%) and the Prairies (80%);
  - Those residing in older homes built prior to 1976 (86%);
  - Those with annual household incomes \$100,000+ (86%);
  - Those with a college level of education (84%); and
  - Homeowners (77%) vs. renters (72%).
- Perceived risk of asbestos is higher among:
  - Those with annual household incomes between \$60,000-\$99,999 (82%) or \$100,000 or more (78%);
  - Those residing in older homes built prior to 1976 (80%);
  - Those residing in Quebec (79%) and the Prairies (76%); and
  - Homeowners (71%) vs. renters (64%).
- Perceived risk of radon gas is higher among:
  - Those residing in Atlantic Canada (76%), the Prairies (74%) and Quebec (73%);
  - Those residing in older homes built prior to 1976 (75%);
  - Those with annual household incomes \$60,000+ (75%);
  - Those with a college/trades level of education (71%); and
  - Homeowners (70%) vs. renters (58%).

#### 4. Chemical-related Health Risks

Relative to 2022, there has been a small uptick in the number of Canadians who recognize the health risks associated with lead (77% in 2024 vs. 73% in 2022), mercury (75% in 2024 vs. 70% in 2022), and flame retardants (44% in 2024 vs. 40% in 2022). Notably, there has been a 9-point increase among the general population who say aluminum poses a risk to them and their family (39% in 2024 vs. 30% in 2022).

A majority of Canadians (58%) identify formaldehyde as a health risk, while fewer than half but over one-third say the following chemicals pose a health risk:

- Benzene (48%);
- Flame retardants (44%);
- Boric acid (42%);
- Bisphenol A (41%); and
- Aluminum (39%).

Even fewer Canadians view talc (32%), PFAS (31%), phthalates (30%), triclosan (24%), and essential oils (19%) as a risk to them and their family. Of note, just under one-in-ten (9%) say none of the chemicals listed below in Table 6 pose a health risk.



By gender:

- Women are more likely than men to indicate the following chemicals pose a health risk:
  - Bisphenol A (44% vs. 39%)
  - Aluminum (41% vs. 35%)
  - Talc (37% vs. 26%)
  - Phthalates (35% vs. 26%)
  - Triclosan (28% vs. 21%)

By age:

- Younger respondents, aged 18-34, are less likely to cite most chemicals as a health risk, relative to those who are older. These chemicals include:
  - Lead (66% vs. 87% for those aged 55+ and 77% for those aged 35-54);
  - Mercury (63% vs. 83% for those aged 55+ and 76% for those aged 35-54);
  - Formaldehyde (42% vs. 70% for those aged 55+ and 58% for those aged 35-54);
  - Flame retardants (39% vs. 47% for those aged 55+ and 45% for those aged 35-54);
  - Benzene (34% vs. 56% for those aged 55+ and 51% for those aged 35-54);
  - Bisphenol A (31% vs. 44% for those aged 55+ and 48% for those aged 35-54); and
  - PFAS (25% vs. 31% for those aged 55+ and 37% for those aged 35-54).

Among the target audiences:

- Seniors, relative to the general population, are most likely to indicate lead (88% vs. 77%), mercury (84% vs. 75%), formaldehyde (74% vs. 58%), benzene (58% vs. 48%), and flame retardants (50% vs. 44%) pose a chemical health risk for them and their families.

**TABLE 6. CHEMICAL-RELATED HEALTH RISKS**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Lead	77	78	77	66	77	87	52	70	57	88
Mercury	75	76	74	63	76	83	58	68	63	84
Formaldehyde	58	56	59	42	58	70	40	46	31	74
Benzene	48	49	47	34	51	56	38	44	38	58
Flame retardants	44	42	46	39	45	47	33	40	31	50
Boric acid (borax, boron or borate)	42	40	43	40	44	41	39	44	34	37
Bisphenol A (BPA)	41	39	44	31	48	44	29	43	27	43
Aluminum	39	35	41	35	40	41	40	37	31	36
Talc	32	26	37	29	32	33	19	33	18	31
PFAS	31	30	32	25	37	31	24	30	20	30



Phthalates	30	26	35	28	37	26	26	33	21	22
Triclosan	24	21	28	23	31	20	20	24	18	17
Essential oils	19	18	20	16	21	20	17	21	12	20
None of the above	9	11	8	13	8	8	3	8	9	7

Q14. Which of the following chemicals, if any, do you think could pose risks to you and your family?

Base: Total sample

### Demographic and Socio-Economic Variations

- Health – Those with a disability are more likely to identify lead (83% vs. 77%), formaldehyde (67% vs. 56%), flame retardants (50% vs. 43%), boric acid (49% vs. 40%), and essential oils (26% vs. 17%) as a potential health risk when compared to those without a disability. Similarly, a larger proportion of respondents with a pre-existing health condition indicate some of the same chemicals as a health risk (in addition to a few others), relative to those without a pre-existing health condition. These chemicals include:
  - Formaldehyde (65% vs. 56%);
  - Flame retardants (50% vs. 43%);
  - Bisphenol A (48% vs. 40%);
  - PFAS (37% vs. 30%); and
  - Essential oils (28% vs. 16%).
- Household income – Relative to respondents with a household income of \$60,000 or more, those with a household income of less than \$60,000 are least likely to say lead (72% vs. 83% and 81%, respectively), mercury (70% vs. 80% and 78%, respectively), and BPA (36% vs. 45% and 47%, respectively) pose a risk to them and their family.
- Level of education – A higher proportion of university educated respondents and those with some college or university education (respectively) indicate the following chemicals pose a health risk, relative to those with a high school education less:
  - Benzene (51% and 51% vs. 40%)
  - BPA (48% and 43% vs. 31%)
  - Flame retardants (45% and 47% vs. 38%)
  - PFAS (34% and 33% vs. 24%)
  - Phthalates (33% and 32% vs. 24%)

### Regional Variations

- Those residing in Quebec are more likely to say lead (82%) and PFAS (39%) pose a health risk, relative to those residing in the Atlantic (75% and 31%, respectively), Ontario (65% and 24%, respectively), or BC/North (70% and 29%, respectively).



- Respondents living in the Prairies are more likely to view a number of chemicals as a health risk, relative to those in Ontario. These include:
  - Mercury (79% vs. 65%)
  - Lead (79% vs. 65%)
  - Formaldehyde (65% vs. 48%)
  - Benzene (52% vs. 43%)
  - Flame retardants (48% vs. 39%)
  - BPA (44% vs. 35%)
  - Aluminum (41% vs. 36%)
  - Talc (35% vs. 26%)
  - PFAS (30% vs. 24%)

## 5. Top Health Concerns

To further understand Canadians' primary concerns related to household products, chemicals and environmental risks, respondents were asked a follow-up question to identify their top three concerns among those items they had previously identified as a health risk.

In line with 2022, carbon monoxide (13% in 2024-25; 17% in 2022), pesticides, herbicides, and insecticides (13% in 2024-25; 8% in 2022) and mould/humidity (12% in 2024-25; 11% in 2022) are top concerns for Canadians. Most notably, concern for cigarette smoke has dropped by 5-points from 9% in 2022 to 4% in 2024-25.

Due to small cell sizes, statistical differences by demographics have not been noted.

**TABLE 7. TOP HEALTH CONCERNS – FIRST MENTIONS**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW- COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Carbon monoxide	13	12	14	12	13	15	11	10	9	14
Pesticides, herbicides, insecticides	13	14	11	9	12	17	8	11	11	18
Mould/humidity	12	10	14	12	14	11	6	14	6	8
Asbestos	9	9	10	10	8	11	4	7	7	11
Household chemicals such as kitchen and bathroom cleaners	7	7	7	8	7	6	10	9	8	6
Products that may contain lead (e.g. paint, costume jewelry, crystal)	6	6	5	6	6	5	8	5	6	6
Radiation (including electromagnetic radiation)	5	4	5	5	5	4	5	5	9	3
Cigarette smoke	4	5	3	5	5	2	7	3	7	3



Radon gas	4	5	3	2	2	7	4	4	3	9
Turpentine, paint, paint strippers/thinners	3	4	3	2	3	4	4	3	2	5
Single-use plastics	3	3	3	4	4	2	6	2	6	2
Certain personal care products such as cosmetics, skincare or hair products	2	1	4	3	3	2	3	4	3	1
Lead	2	2	2	2	3	2	1	2	1	2
Building materials such as adhesives, sealants or insulation products	2	2	2	2	2	2	1	3	1	2
Drinking water	2	2	2	2	1	2	3	2	2	2
Outdoor air	2	2	2	2	2	1	1	3	<1	1
Home fragrance products such as scented candles, room sprays or air fresheners	2	2	2	2	2	1	3	3	2	1
Cannabis smoke	2	1	2	3	2	1	3	2	4	1

Q15. Which of the following are you most concerned with?

Base: Total sample, mentions of 2% and above shown, based on Total

Examining all mentions within the top three that were identified as a concern, the items and issues which surface at the top of the list remain the same. Almost two-in-five identified mould/humidity (38%) as one of their three top concerns, along with carbon monoxide (37%). One third mentioned pesticides/herbicides/insecticides (32%) and about one quarter identified asbestos (24%).

Other items identified by over one-in-ten, but fewer than one-in-five, include: household chemicals such as kitchen and bathroom cleaners (16%), cigarette smoke (16%), radon gas (14%), products that might contain lead (13%), radiation (12%) and lead (11%). All other items were mentioned by fewer than 10 percent of respondents (e.g., turpentine and paint strippers/thinners, single-use plastics, cannabis smoke, mercury, building materials such as adhesives, sealants or insulation products, drinking water, home fragrance products, certain personal care products, formaldehyde, etc.).

Examining the four items that are mentioned most frequently as top concerns, there are some variations by gender, age and among the four target groups.

By gender:

- Women are more likely to identify mould/humidity as a top concern (41%) compared to men (34%).

By age:

- Older people (aged 55+) are more likely than those aged 18-54 to mention the following:
  - Pesticides, herbicides, insecticides (38%) compared to those aged 35-54 (30%) and those 18-34 (26%); and
  - Asbestos (29%) compared to those aged 35-54 (22%) and those aged 18-34 (21%).
- Carbon monoxide is more likely to be mentioned by respondents aged 35 and older (40%) compared to their younger counterparts (31%).



Across the target groups:

- In line with results noted above, seniors are more likely relative to the average and to the other target groups to mention pesticides/herbicides/insecticides (42%) and asbestos (29%).

**TABLE 8. TOP HEALTH CONCERNS – TOP 3 MENTIONS**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Mould/humidity	38	34	41	35	40	38	19	36	21	35
Carbon monoxide	37	37	37	31	40	39	27	32	27	39
Pesticides, herbicides, insecticides	32	33	30	26	30	38	27	29	32	42
Asbestos	24	23	26	21	22	29	16	20	16	29
Household chemicals such as kitchen and bathroom cleaners	16	16	17	18	16	15	20	18	15	15
Cigarette smoke	16	18	13	21	14	13	23	15	28	12
Radon gas	14	16	12	7	12	22	11	13	8	24
Products that may contain lead (e.g. paint, costume jewelry, crystal)	13	14	11	12	12	13	17	12	13	15
Radiation (including electromagnetic radiation)	12	10	15	15	12	11	15	15	22	8
Lead	11	12	10	11	11	10	9	7	8	10
Turpentine, paint, paint strippers/thinners	8	10	7	6	8	11	10	9	8	12
Single-use plastics	8	9	7	10	8	5	10	9	15	6
Cannabis smoke	7	6	7	12	5	4	9	7	16	3
Mercury	7	7	6	7	6	7	6	7	8	8
Building materials such as adhesives, sealants or insulation products	5	5	5	6	6	5	8	7	5	5
Drinking water	5	5	6	4	7	5	7	5	6	4
Home fragrance products such as scented candles, room sprays or air fresheners	5	4	6	6	5	3	5	7	5	3
Certain personal care products such as cosmetics, skincare or hair products	4	3	5	6	5	3	5	7	5	2
Outdoor air	4	5	4	3	5	4	4	6	2	4
Formaldehyde	4	3	5	4	4	5	6	3	3	5
Indoor air	4	4	4	5	5	3	4	4	4	2
Wood smoke	2	3	2	3	2	3	3	3	4	2
PFAS	2	2	2	2	3	2	1	3	1	2
Bisphenol A (BPA)	2	2	2	2	3	1	2	2	1	1
Essential oils and their diffusers	2	1	2	2	2	1	4	4	2	1

Q15. Which of the following are you most concerned with?

Base: Total sample, mentions of 2% and above shown, based on Total



There is some variability across demographic and socio-economic groups, particularly among those with higher household incomes and education as well as based on ethnicity. Differences are also apparent between those with newer versus older homes. Regional differences are also evident, although to a lesser extent.

The sub-groups which are more likely to mention mould/humidity among their top 3 concerns include:

- Persons with a disability (43%) relative to others (37%) as well as those with a pre-existing health condition (45%) compared to others (36%);
- People living in the Prairies (43%) and in Atlantic Canada (41%), compared to those in other regions of the country (31%);
- Those residing in households with annual incomes of \$100,000+ (42%), compared to those with lower household incomes (\$60,000-\$99,999 (37%); under \$60,000 (35%)); and
- People living in homes built prior to 1976 (41%), compared to those whose homes were built between 1976 and 1989 (34%) or after that (34%).

Carbon monoxide is mentioned more frequently as a top concern by:

- Residents in the Prairies (44%) relative to those in Ontario (34%), British Columbia (31%), Quebec (29%) and Atlantic Canada (29%);
- Those with a high school education or less (40%) versus those with a university education (33%); and
- Homeowners (36%) versus renters (32%).

Pesticides/herbicides/insecticides are a top 3 concern for:

- Those with household incomes of \$60,000 or more (36%) as compared to those whose annual household income is less than that (28%); and
- Those with some university or college education (33%) relative to those whose highest level of education is high school or less (27%).

Asbestos is mentioned more often among:

- Those with household incomes of \$60,000 or more (28%) as compared to those whose annual household income is less than that (21%); and
- Respondents whose homes were built prior to 1990 (27%) relative to others residing in newer homes built in 1990 or later (21%).



## C. Home Cleaning Behaviours

The following section explores the frequency with which Canadians undertake various home cleaning and maintenance practices, including hygiene habits, chemical safety measures, and ventilation practices. Overall there has been little change over the last three years in terms of the proportion of people who consistently follow healthy home cleaning practices. Most individuals report engaging in common hygiene habits, such as using pillow/mattress covers, removing outdoor shoes indoors, and washing hands after handling household products. However, fewer than half of respondents say they regularly replace furnace filters, check chemical containers for leaks, or choose low VOC cleaning products. Demographic differences reveal that older adults (aged 55 and over) are more likely to follow healthy cleaning behaviors, such as reading labels and ensuring proper ventilation. Pregnant individuals/those planning a pregnancy and parents of young children demonstrate both a higher adherence to healthy practices and an increased likelihood of mixing chemicals, an unsafe behaviour. Newcomers report higher adherence to several healthy practices compared to the general population, including proper ventilation and the use of protective equipment.

Since 2022, the proportion of the general population who say they *always/usually* observe healthy practices when cleaning or maintaining their home has not changed. The vast majority use a pillow cover or mattress cover on their bed (88%), remove their outdoor shoes when inside the home (87%), and wash their hands with soap and water after using household products (85%). Over two-thirds say they *always or usually* clean their floors with a wet cloth or mop (77%), follow label instructions on household cleaners (72%), keep chemicals out of reach and sight of young children (67%), and ensure proper ventilation when using household cleaners or chemical products (67%). A smaller majority indicate they *always/usually* use protective equipment (56%) or wash their bedding on a weekly basis (55%). Fewer than half of respondents say they *always/usually* do the following when cleaning or maintaining their home:

- Replace their furnace filter every three months (43%);
- Regularly check chemical product containers for leaks or damage (43%); and
- Choose low volatile organic compound (VOC) cleaning products (43%).

About one-in-ten (9%) say they *always* (4%) or *usually* (5%) mix household chemical products together, a practice that is considered unsafe as it can produce toxic fumes or products corrosive in nature.

By age:

- Older respondents, aged 55 or older, are more likely to say they *always/usually*:
  - Use a pillow cover or mattress cover (92% vs. 85% for those aged 35-54 and 87% for those younger than 35);
  - Clean floors and household surfaces with a wet cloth or mop (81% vs. 76% for those aged 35-54 and 74% for those younger than 35); and
  - Follow the instructions on the label (75% vs. 70% for those aged 35-54 and 69% for those younger than 35).



Across the target groups:

- Relative to the general population, those who are pregnant or planning to become pregnant (39%), newcomers (25%), and parents of children under the age of six (20%) are all more likely to say they *always/usually* mix household chemical products together.
- Although those who are pregnant or planning to become pregnant are more likely to indicate they practice an unsafe cleaning behaviour (as noted above), they are also more likely to *always/usually* follow a number of 'good' cleaning behaviours – ranging from a 6-point difference for cleaning floors with a wet cloth or mop (83% vs. 77% for general population) to a 22-point difference for regularly checking chemical containers for leaks or damages (65% vs. 43% for the general population).
- Parents of children under the age of six are also more likely, relative to the general population, to say they *always/usually* follow most 'good' practices when cleaning or maintaining their home – ranging from a 4-point difference for removing outdoor shoes inside the home (91% vs. 87%) to a 25-point difference for keeping household chemicals away from young children (92% vs. 67%).
- Of the 13 healthy home cleaning behaviours, newcomers are more likely (compared to the general population) to say they *always/usually* follow a number of them, including:
  - Ensuring proper ventilation when using household cleaners (78% vs. 67%);
  - Keeping household chemicals away from young children (74% vs. 67%);
  - Using protective equipment (66% vs. 56%);
  - Washing bedding on a weekly basis (65% vs. 55%);
  - Regularly checking chemical containers for leaks or damage (55% vs. 43%); and
  - Choosing low VOC cleaning products (51% vs. 43%).

**TABLE 9. HOME CLEANING BEHAVIOURS**

% *Always/Usually*

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW- COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Use a pillow cover or mattress cover on your bed	88	87	89	87	85	92	87	88	87	94
Remove your outdoor shoes when inside the home	87	85	89	87	87	88	89	91	88	86
Wash your hands with soap and water after using a household product	85	85	86	83	85	87	87	88	88	85
Clean floors and household surfaces with a wet cloth or mop	77	75	80	74	76	81	83	82	81	81
Follow the instructions on the label every time you use a household cleaner	72	72	72	69	70	75	80	71	73	78



Keep household chemical products out of reach and sight of young children	67	67	67	66	71	65	85	92	74	67
Ensure proper ventilation by opening windows or doors and/or running exhaust fans during and after using household cleaners or chemical products	67	67	66	70	68	63	80	73	78	60
Use protective equipment such as goggles, mask, or rubber gloves as required	56	56	55	58	53	56	72	60	66	59
Wash bedding on a weekly basis	55	57	53	53	53	58	72	59	65	60
Use a vacuum with a HEPA filter	47	48	46	39	52	49	61	59	51	50
Replace your furnace filter approximately every three months	43	43	43	39	44	45	60	51	45	46
Regularly check chemical product containers for leaks or damage	43	43	43	43	44	41	65	56	55	42
Choose low volatile organic compound (VOC) cleaning products, that is products that have less odour or off-gas less	43	42	43	38	43	46	60	51	51	50
Mix household chemical products together	9	9	9	13	10	4	39	20	25	3

Q18. When cleaning or maintaining your home, how often do you do the following?

Base: Total sample

There are no demographic or socio-economic variations for responses to this question. There are, however, several regional variations to note.

- A larger proportion of those residing in Ontario and British Columbia say they *always/usually*:
  - Ensure proper ventilation when using household products (74% and 75%, respectively);
  - Use protective equipment (64% and 65%); and
  - Replace their furnace filter approximately every 3 months (52% and 42%). However, those residing in the Prairies are most likely to say they do this (62%).
- Notably, residents of Ontario and British Columbia are also more likely to indicate they *always/usually* mix household chemicals together (18% and 21%, respectively), when compared to other regions (ranges from 10%-11%).



## D. Renovation Behaviours

In 2025, the majority of Canadians have completed home interior renovations, showing an increase from 2022. Renovations continue to be spread across various time frames: some in the last year, others in the past five years, and the rest more than five years ago. Overall, healthy renovation practices remain strong, with many consistently ventilating work areas, keeping vulnerable individuals away from worksites, and wearing protective gear. However, there has been noticeable drop in practices related to hazardous materials, such as consulting professionals about asbestos and testing for lead-based paint.

The majority of Canadians (87%) have completed a minor or major interior renovation to their home, up from 81% in 2022. In terms of the timing of their last project, there are equal amounts of people whose renovation had occurred within the last 12 months (29%; 28% in 2022), within the last 5 years (29%; 25% in 2022), or more than five years ago (28%; 28% in 2022).

By gender:

- In 2025, women (31%) are more likely to say that they completed a renovation in the last 12 months compared to men (26%).

By age:

- Older people (aged 55+) are the most likely of all age cohorts to have conducted their last renovation more than five years ago (36%).
- Middle-aged Canadians (35-54 years of age) (34%) are more likely to indicate that they have completed a renovation in the past 12 months, relative to seniors (55+ years of age) (25%).
- Younger people (aged 18-34) are more likely to have never renovated (19%) compared to older people (aged 55+) (11%).

Across the target groups:

- Those going through major life transitions including those who are pregnant/planning to become pregnant (48%), parents of young children (44%), and newcomers (38%) are more likely to say they renovated in the past 12 months, relative to the average.
- Seniors are more likely to report renovating more than five years ago (38%) compared to the average and the other four target groups.
- Newcomers are the most likely of the four target groups to have never renovated (19%).

**TABLE 10. PREVIOUS HOME RENOVATIONS**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
In the past 12 months	29	26	31	29	34	25	48	44	38	22
In the past 5 years	29	29	28	31	27	28	33	30	29	32
More than 5 years ago	28	29	26	21	24	36	11	13	14	38
Never	15	15	14	19	15	11	8	13	19	8

Q16. When was the last time, if ever, interior renovations were completed in your home, by you or someone else?

Base: Total sample



### Demographic and Socio-Economic Variations

- Household Income – Those who make less than \$60,000 in annual household income are more likely to have never renovated (18%), compared to higher income earners (12% \$60,000-\$99,999 and 11% \$100,000+).
- Education – In line with household income, those with lower levels of education (high school or lower) are more likely to have never renovated (19%), compared to those with a university (14%) or college level education (12%).

### Variations by Home Ownership and Type of Dwelling

- Type of Dwelling – Those residing in detached, single-family homes (38%) are more likely to have renovated in the last year, compared to those in single-family attached homes (32%), apartments (25%), or mobile home/trailers (19%). Those living in apartments are more likely to say they have never renovated (25%), compared to those in single-family homes (14% attached and 8% detached).
- Own vs. Rent – In general, homeowners are more likely to have renovated either in the past 12 months (36%) or within the past five years (32%), compared to renters (30% and 27% respectively). A higher proportion of renters say they have never renovated (21%) relative to homeowners (8%).
- Age of Dwelling – Perhaps not surprisingly, those who live in newer homes (built in 1990 or later), are more likely to say they have never renovated (16%) compared to those with older homes (8% built between 1976-1989 and 7% prior to 1976).

### Regional Variations

- A higher proportion of Ontarians (37%) say they have renovated in the past 12 months, relative to those in Quebec (32%), the Prairies (31%), and British Columbia/the North (30%).
- Those residing in Quebec are more likely to have last renovated 5 or more years ago (30%) compared to Ontarians (18%) and residents of British Columbia (23%).

Those living in British Columbia are more likely to have never renovated (17%), compared to those residing in Atlantic Canada (11%) and Quebec (9%).

Recent renovators (i.e., those who had a renovation completed at their home in the last five years) were then asked to what extent they undertook healthy renovation practices during their renovations. Similar to 2022 results, Canadians are taking many positive measures during the process of renovating their home.

On the positive side, the behaviours taken frequently (*usually or always*) by about two thirds or more respondents include:

- keeping work areas properly ventilated during the reno (78% vs. 77% in 2022);
- ventilating work areas when using composite wood products (66% vs. 61% in 2022);
- keeping the vulnerable away from the worksite (63% vs. 65% in 2022); and
- wearing protective gear (62% vs. 63% in 2022).



Additionally, half of those who recently renovated use low-emissions products (50% vs. 54% in 2022).

More troubling data, which has also declined since 2022, suggests only one quarter of respondents in 2025 say that *usually or always* consult a professional to test /remove asbestos (25% vs. 33% in 2022) or test for lead-based paint in advance of removing/stripping paint from home walls (24% vs. 31% in 2022).

By gender:

- Women (27%) are more likely than men (20%) to say they *usually/always* test for lead based paint.

By age:

- Older people (aged 55+) are less likely to say they *usually/always* undertake the complete list of home renovation behaviours relative to those under 55 years of age. The one exception is keeping work areas ventilated, where results are on par with the other age cohorts.

By target groups:

- Relative to the average (and to other target audiences in many cases), those who are currently pregnant or are planning to become pregnant generally tend to be more vigilant regarding renovation safety. The data shows that higher proportions of this group *usually/always* undertake all of the healthy renovation practices below.

**TABLE 11. HOME RENOVATION BEHAVIOURS**

% Always/Usually

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	1154	528	618	355	398	400	286	297	270	270
	%	%	%	%	%	%	%	%	%	%
Keep your work areas well ventilated, let in fresh, clean air	78	76	79	74	80	78	85	79	79	77
Ventilate (open a window or...) when using composite wood products such as plywood, particle board or medium-density fibreboard	66	64	68	68	72	59	82	71	72	58
Keep vulnerable people such as children, pregnant people and seniors away from the worksite or room under renovation	63	62	63	65	69	55	84	82	73	56
Wear protective gear such as gloves, a mask, and/or safety glasses	62	62	62	62	67	56	78	67	72	57
Use low-emission products such as low-volatile organic compounds (VOC) paint or adhesives	50	49	50	40	55	53	65	52	50	59
Consult a professional to test for or remove asbestos	25	23	27	35	31	11	63	38	49	11
Test for lead-based paint before removing or stripping paint from the walls	23	20	27	34	29	9	60	38	44	11



Q17. To what extent did you do each of the following during your renovations?  
 Base: Have completed a home renovation in the past 5 years

#### Demographic and Socio-Economic Variations

- Health – A higher proportion of those who have a pre-existing health condition (57%) are more likely to use low emissions products in their interior renovations relative to those without a health condition (48%).
- Household Income – Lower income earners (those with less than \$60,000 in annual household income) are more likely to *usually/always* consult a professional to test/remove asbestos (31%) and to test for lead based paint before removing from walls (33%).
- Level of Education – A higher proportion of respondents who have completed post-secondary education say they *usually/always* wear protective gear (65% college educated, 64% university educated) relative to those who have lower levels of education (54% high school or less).

#### Variations by Home Ownership and Type of Dwelling

- Type of Dwelling – Those living in detached single-family homes are more likely to *usually/always* undertake all of the healthy home renovation practices compared to those living in apartments.
- Own vs. Rent – A higher proportion of renters say they would consult a professional to test/remove asbestos (40%) and to test lead-based paint (34%) relative to homeowners (32% and 30% respectively).
- Age of Dwelling – Those living in homes built before 1976 are less likely than those whose homes were built between 1976 and 1989 or 1990 or later to wear protective gear (61%; 67%; 68%, respectively), consult a professional to test for or remove asbestos (23%; 36%; 40%), or test for lead-based paint before removing or stripping paint from walls (18%; 31%; 39%).

#### Regional Variations

- Residents of British Columbia and Ontario are more likely to be vigilant across a few different renovation safety practices, compared to other regions of the country, including:
  - Wearing protective gear (71% Ontario; 74% BC; Other regions 54-63%); and
  - Ventilating when using composite wood products (75% Ontario; 74% BC; Other regions 60-68%).



## E. Food Preparation, Cooking and Storage Behaviours

In order to further examine habits related to preparing, cooking and/or storing food, respondents were asked how often they undertake various behaviours. In line with the findings from 2022, most Canadians conduct themselves in a safe manner when it comes to keeping harmful chemicals out of their food, with a few exceptions.

On the positive side, disposing of damaged plastics/containers (81%; 79% in 2022) and looking for 'microwave safe' labels on containers before microwaving (75%; 73% in 2022) continue to be fairly routine, with more than three quarters of respondents say they *usually or always* undertake these practices. The majority of Canadians also store food in food-grade safe containers (63%; 61% in 2022) and many use their range hood when cooking (62%; 58% in 2022).

Just over half of respondents (58%) are letting tap water run cold before drinking/cooking as, suggesting this is as a potential area for further education for Canadians. Survey results also continue to show that a small, but still concerning, number of people continue to store food in plastic single-use containers (29%) (although this is a notable decline from 36% in 2022).

### By gender:

- In 2025, women are more likely than men to *usually or always* ensure a container has a 'microwave safe' label before microwaving (78% vs. 72% men), whereas men are more likely to discard damaged plastics (83% vs. 79% women) and use their hood fan during cooking (66%, vs 59% women).

### By age:

- By age, a higher proportion of young people (aged 18-34) say they *usually or always* engage in the three 'poor' behaviours listed, whereas the opposite is true for older adults (aged 55+).

### Across the target groups:

- Those who are pregnant/planning a pregnancy are much more likely to undertake most of the positive behaviours related to preparing, cooking and/or storing food compared to the general population. However, they are also more likely to engage in 'poor' practices that may risk exposure to chemicals in their food including storing (54%) and heating (45%) food and pouring hot liquids (44%) in plastic single-use containers.
- The same is true for parents of children under six years of age and newcomers to Canada, who are also more likely to *usually or always* undertake the three 'poor' behaviours listed.

**TABLE 12. FOOD PREPARATION, COOKING AND STORAGE BEHAVIOURS**

% Always/Usually

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
<b>GOOD</b> Behaviours										
Discard or recycle stained, chipped or cracked plastics and containers	81	83	79	72	80	90	82	80	78	93



Look for a “microwave safe” label on glass, ceramic and plastic containers before putting in the microwave	75	72	78	74	72	79	82	78	78	82
Store food in food-grade containers, such as glass or stainless steel	63	63	63	66	58	65	76	66	72	64
Use your range hood when cooking	62	66	59	59	60	66	74	67	65	69
Let your taps run until the water is cold before drinking, cooking or making baby food	58	59	57	54	58	60	69	68	59	59
<b>POOR</b> Behaviours										
Store food in plastic single-use containers such as margarine or yogurt tubs	29	32	26	34	29	24	54	42	40	24
Pour hot liquids into plastic containers, such as margarine or yogurt containers	13	15	12	16	15	9	44	24	25	10
Heat food in plastic single-use containers, such as margarine or yogurt tubs, styrofoam take-out containers, etc.	13	14	13	20	15	7	45	24	27	5

Q19. When preparing, cooking and/or storing food, how often do you do the following?

Base: Total sample

Those more likely to engage in poor food preparation, cooking and storage behaviours, compared to the average, that may put them at risk of having chemicals in their food include the following:

- Lower income households (under \$60,000 annually) - store food in plastic single use containers (34%), pour hot liquids into plastic containers (15%), heat food in plastic single-use containers (18%); and
- Those residing in Ontario (38%, 22%, 24% respectively) and British Columbia/the North (34%, 22%, 21%, respectively).



## F. Personal Care Products Behaviours

Since 2022, there has been a notable shift in consumer behaviours regarding personal care products, with more people reading ingredient lists (up 6 points from 2022) and making an effort to avoid specific ingredients (up 14 points). Avoidance is even more prevalent when purchasing products for children versus for oneself. Women, younger individuals and those with higher levels of education tend to be more conscientious about ingredient choices. Specific ingredients like formaldehyde, aluminum, sulfates, and parabens are most commonly avoided, although the list of ‘top’ ingredients avoided for children is more extensive and includes fragrance, acetone and talc. Notably, those with pre-existing health conditions and those in Ontario and British Columbia show higher vigilance in product selection and avoidance of certain harmful ingredients.

In the last three years the proportion of the general population who typically read the ingredients list prior to purchasing personal care products such as shampoo, deodorants, cosmetics or hand soap has increased modestly. Just under half (46%) now say they do so *usually* or *always* peruse the product ingredient list compared with 40% in 2022. Over the same time period, avoidance of specific ingredients when purchasing products for oneself has increased more dramatically (from 30% to 44% who say they do so *usually/always*). Even higher numbers (61%) avoid specific ingredients in personal care products which are being purchased for children aged 12 or under (note that this question was not asked in 2022).

By gender:

- Women (49%) are more likely than men (40%) to say they *usually/always* avoid certain ingredients when purchasing products for themselves.

By age:

- Younger respondents, aged 18-34, are more likely to read the list of ingredients (51% do so *usually/always*) and to avoid specific ingredients in products purchased for themselves (50%). Among those 55 and older, the proportion who do the same is about 10 points lower (42% and 40%).

Across the target groups:

- Relative to the average and to other target audiences, those who are currently or are planning to become pregnant generally tend to be more vigilant – 84% *usually/always* avoid specific ingredients in products being purchased for children aged 12 and under, 75% regularly read the list of ingredients, and 73% avoid specific ingredients when purchasing products for themselves.

**TABLE 13. PERSONAL CARE PRODUCTS BEHAVIOURS**

% Always/Usually

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Avoid specific ingredients in products for children aged 12 or under	61	55	65	67	59	54	84	69	80	-
Read the ingredients list	46	45	47	51	47	42	75	57	64	41



Avoid specific ingredients in products for yourself	44	40	49	50	44	40	73	54	58	39
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Q20. When purchasing personal care products such as shampoo, deodorants, cosmetics, or hand soaps, how often do you do the following?

Base: Total sample for two of the three items. 'Avoid specific ingredients for children aged 12 and under' was asked only of those with children in this age group as identified at Q2.

### Demographic and Socio-Economic Variations

- Health – Respondents who indicate having a pre-existing health condition are more likely than others to both read the ingredients list (54% versus 44%) and avoid specific ingredients when purchasing products for themselves (52% versus 42%).
- Level of Education – A higher proportion of university educated respondents (49%) and those with some college or university education (47%) report regularly reading the ingredients list relative to those with a high school education or less (40%).

### Regional Variations

Relative to most other regions, residents of Ontario and British Columbia are generally more likely to undertake each of the three actions:

- Ontarians (60%) and residents of British Columbia (58%) are more likely to *usually/always* read the ingredients list compared to those in the Prairies (49%), Atlantic Canada (42%) and Quebec (40%).
- This is also the case when it comes to avoiding specific ingredients for themselves – British Columbia (58%), Ontario (56%), the Prairies (45%), Quebec (43%), and Atlantic Canada (42%).
- Ontarians are the most likely to say they avoid certain ingredients when considering the purchase of products for children aged 12 and under (79%). This is about the same as in British Columbia (74%), but higher than the proportion who report doing so in the Prairies (67%), Quebec (61%), and in Atlantic Canada (59%).

Respondents who report abstaining from purchasing personal care products for themselves which contain certain ingredients were shown a list and asked to indicate those that they attempt to avoid. The results are in line with findings from 2022 and continue to indicate that formaldehyde, aluminum, sulfates, parabens and acetone are the most common ingredients of concern.

The table below shows that about two in five Canadians avoid formaldehyde (42%), aluminum (41%), sulfates (38%) and parabens (37%). Anywhere from one quarter to one third report avoiding acetone (33%), fragrance (28%) and talc (23%). One in five say they avoid PFAS and petrolatum (20% each). Other ingredients which much lower proportions report avoiding include salicylic acid (16%), triclosan (13%), essential oils (12%), dimethicone (12%), and glycerin (12%). One percent or fewer indicate avoiding ingredients such as certain chemicals, allergens, SLS, food additives/preservatives and palm oil.

By gender:

- Women are more much more likely than men to avoid several ingredients, including:
  - Parabens (47% vs. 26%)



- Sulfates (45% vs. 30%)
- Aluminum (44% vs. 38%)
- Fragrance (32% vs. 24%)
- Talc (28% vs. 17%)
- By contrast, twice as many men (22%) as women (11%) say they do not avoid any of the ingredients listed.

By age:

- Those 55 and older are more likely than the two younger age cohorts (35-54 and 18-34) to avoid:
  - Formaldehyde (54%; 43%; 29%, respectively)
  - Aluminum (49%; 40%; 34%)
  - Acetone (40%; 31%; 27%)
  - Fragrance (34%; 26%; 24%)
  - Petrolatum (24% vs. 17% for respondents in the two younger age groups)

Across the target groups:

- Seniors are more likely than the other target groups, and as compared to the average, to report avoiding ingredients such as:
  - Formaldehyde (60%)
  - Acetone (45%)
  - Fragrance (41%)

**TABLE 14. INGREDIENTS AVOIDED IN PERSONAL CARE PRODUCTS**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW- COMERS	SENIORS
n=	1611	746	855	500	539	571	332	350	353	374
	%	%	%	%	%	%	%	%	%	%
Formaldehyde	42	40	44	29	43	54	27	30	29	60
Aluminum	41	38	44	34	40	49	41	38	38	46
Sulfates	38	30	45	40	35	40	40	35	44	38
Parabens	37	26	47	35	40	36	32	40	41	34
Acetone	33	31	35	27	31	40	28	27	28	45
Fragrance	28	24	32	24	26	34	22	27	27	41
Talc	23	17	28	18	23	27	16	24	18	29
PFAS	20	20	20	15	22	23	15	17	16	23
Petrolatum	20	18	21	17	17	24	25	19	24	25
Salicylic acid	16	17	16	16	15	18	21	15	19	17
Triclosan	13	11	14	9	13	16	14	13	13	16
Essential oils, e.g. rose oil	12	13	12	12	11	14	11	11	8	15
Dimethicone	12	12	13	10	13	14	17	14	14	14
Glycerin	12	13	11	13	13	10	18	18	13	13



Chemicals (e.g., copper, pesticides)	<1	<1	<1	<1	<1	<1	-	-	-	1
Allergens/anything I'm allergic to	<1	-	<1	<1	<1	-	-	-	-	-
Sodium Lauryl Sulfate (SLS)	<1	-	<1	-	<1	<1	-	<1	-	-
Food additives/preservatives	<1	<1	<1	-	<1	<1	<1	1	<1	1
Palm oil	<1	<1	-	<1	-	<1	-	-	-	<1
OTHER	1	<1	1	1	1	<1	1	<1	1	1
DK/NA/REF	<1	<1	-	-	-	<1	<1	<1	-	<1
None of the above	16	22	11	14	17	17	8	13	13	16

Q21. Which of the following ingredients, if any, do you try to avoid when purchasing personal care products for yourself?  
Base: Those who avoid specific ingredients in personal care products

### Demographic and Socio-Economic Variations

The following highlights key differences for the top five ingredients (based on frequency) which respondents indicate they avoid when purchasing products for themselves. Note that there are no significant variations for sulfates, aluminum or acetone.

- Avoidance of formaldehyde is higher among people with a disability (52%) or a pre-existing health condition (49%).
- Avoidance of parabens is higher among those with a university degree (43%) versus others with a high school education or less (24%).

### Regional Variations

There are relatively few regional variations:

- Respondents in the Prairies are more inclined to identify formaldehyde (48%) as an ingredient they try to avoid when purchasing products for themselves. This is similar to the proportion found in Atlantic Canada (45%) and British Columbia (41%), but higher than in Ontario (34%) and Quebec (29%).

Respondents who report avoiding purchasing personal care products for children aged 12 and under that contain certain ingredients were similarly asked to identify which specific ingredients from a list shown.

Those most identified align with what respondents say they also avoid for themselves – aluminum (48%), sulfates (46%), parabens (45%) and formaldehyde (41%). There are, however, some differences in the level of avoidance of certain ingredients when buying products for children rather than oneself. Higher numbers tend to avoid fragrance (41%) and acetone (41%) for children, compared to the proportion who do the same when purchasing products for themselves (28% and 33%, respectively).

Other ingredients which are avoided by about one third or fewer when purchasing personal care products for children include talc (36%), PFAS (32%), salicylic acid (31%), petrolatum (30%), triclosan (28%), dimethicone (27%), glycerin (24%), and essential oils (16%).

Given the small number of respondents who answered this question further sub-cell analysis for any demographic, socio-economic and regional variations is precluded.

**TABLE 15. INGREDIENTS AVOIDED IN PERSONAL CARE PRODUCTS FOR CHILDREN AGED 12 OR UNDER**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW- COMERS	SENIORS
n=	259	103	156	73	178	BTS (8)	205	365	100	-
	%	%	%	%	%	%	%	%	%	%
Aluminum	48	47	48	37	52		47	47	39	
Sulfates	46	41	50	44	47		46	44	42	
Parabens	45	31	55	40	49		33	48	35	
Formaldehyde	41	38	43	34	44		35	39	32	
Fragrance	41	37	43	34	45		28	44	23	
Acetone	41	35	44	38	43		34	44	35	
Talc	36	32	38	33	38		23	35	30	
PFAS	32	32	32	22	38		24	31	28	
Salicylic acid	31	28	33	35	29		33	36	31	
Petrolatum	30	30	29	25	32		32	29	28	
Triclosan	28	21	33	24	31		20	26	25	
Dimethicone	27	23	29	23	28		23	25	27	
Glycerin	24	23	24	21	26		20	30	18	
Essential oils, e.g. rose oil	16	16	16	19	15		17	18	12	
OTHER	<1	1	-	-	<1		-	-	-	
None of the above	14	19	11	12	15		6	12	11	

Q22. Which of the following ingredients, if any, do you try to avoid when purchasing personal care products for children aged 12 and under?

Base: Those who avoid specific ingredients in personal care products for children aged 12 or under

BTS Base size too small to report



## G. Protective and Environmental Health Behaviours

The Government of Canada's Healthy Home Guide<sup>1</sup> offers tips to Canadians on protecting themselves and their families from chemicals and pollutants in the air, water, food and products that are used in and around the home. The guide includes information on the importance of reading product labels, preventing the spread of mould, installing a carbon monoxide alarm, and testing for asbestos during renovations, among other advice.

The survey highlights various protective and environmental health behaviors Canadians engage in to ensure a healthy home. The most common action is installing a carbon monoxide alarm, with current results indicating a slight increase from 2022. However, far fewer people undertake other activities like checking the Air Quality Health Index during situations such as heat waves or wildfires or testing water for radon. Pregnant people as well as those planning to become pregnant or who are already parents of young children tend to be more proactive in these types of behaviors. Gender, age, health challenges, and socio-economic factors like income and education influence these actions, with higher-income and university-educated individuals more likely to engage in protective practices. Homeownership, dwelling type, and regional variations also impact participation, with homeowners in detached homes more likely to take protective actions. Additionally, upwards of two-thirds of Canadians regularly maintain their homes by controlling humidity and disposing of chemicals properly, but fewer conduct annual inspections of appliances like furnaces or water heaters. These practices also vary by demographic factors, with higher participation among seniors, individuals who are pregnant or planning to become pregnant, and those with higher incomes or educational levels.

Two questions were included in the survey to assess Canadians' protective and environmental health behaviours. The first asked respondents to identify from a list they were shown what, if any, actions or activities they had ever undertaken. As highlighted in the table below, just over half (54%) have installed a carbon monoxide alarm in their home, slightly more than was found in 2022 (47%). Far fewer have undertaken any of the remaining items listed, including checking the Air Quality Health Index (AQHI) during situations when wildfires are active in their area (24%) or during heat waves (21%), testing drinking water for lead (16%) or other potential contaminants (17%), testing for radon in the home (11%) or for lead in paint used in the home (7%). Almost one-third (30%) say they have not undertaken any of these protective behaviours.

By gender:

- Women (27%) are more likely than men (21%) to have regularly checked the AQHI during an active wildfire situation in their area. There are no other variations by gender in terms of respondents' propensity to undertake the various protective behaviours.

By age:

- People aged 55 and older (61%) are more likely to have installed a carbon monoxide alarm compared to those aged 35-54 (55%) and those aged 18-34 (42%).

Across the target groups:

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<sup>1</sup> <https://www.canada.ca/en/health-canada/services/healthy-home/guide.html>



- Respondents who are currently pregnant or planning to become pregnant are more likely to have undertaken many of the protective behaviours, including testing drinking water for lead (39%) and for other contaminants (37%), testing paint for lead (28%), and testing for radon in the home (22%). This group is also more likely to have regularly checked the AQHI during situations when wildfires are active in their area (31%) and during heat waves (30%).
- Of note, newcomers are more likely to indicate never having undertaken any of the activities listed (35%), compared to seniors (26%), parents with children under the age of 6 (22%), or those currently/planning to become pregnant (14%).

**TABLE 16. INCIDENCE OF UNDERTAKING PROTECTIVE AND ENVIRONMENTAL HEALTH BEHAVIOURS**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW- COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Installed a carbon monoxide alarm in your home	54	54	53	42	55	61	46	55	29	63
Regularly checked the Air Quality Health Index (AQHI) during situations where wildfires are active in your area	24	21	27	23	25	24	31	29	23	25
Regularly checked the Air Quality Health Index (AQHI) during heat waves	21	20	21	21	20	20	30	29	21	22
Tested your water for other potential contaminants	17	16	18	19	18	14	37	25	24	14
Tested for lead in your drinking water	16	15	17	19	20	11	39	27	22	11
Tested for radon in your home	11	12	10	7	13	13	22	16	9	15
Tested the paint in your house for lead	7	7	8	11	8	4	28	14	15	4
None of the above	30	31	29	35	29	27	15	22	35	26

Q23. Have you ever done any of the following?

Base: Total sample

#### Demographic and Socio-Economic Variations

- Health – Respondents with health challenges are more likely than others to have regularly checked the AQHI:
  - During an active wildfire situation – 33% of people with disabilities versus 22% for others; 36% of those with a pre-existing health condition versus 21% for others; and
  - During heat waves – 27% among those with disabilities versus 20% for others; 30% among those with a pre-existing health condition versus 18% for others.
- Household Income – Those with an annual household income of \$100,000+ are more likely to report having installed a carbon monoxide alarm in their home (63%), compared to those with household incomes of \$60,000 to just under \$100,000 (56%) and those earning less than \$60,000 annually (48%).



By contrast, a larger proportion of respondents in lower income households (less than \$60,000 annually) report not having taken any of the actions assessed (34%) relative to their counterparts in higher income households.

- Level of Education – Respondents with a university degree are more likely than those with a high school education to report regularly checking the AQHI during wildfires (27% vs. 18%) or heat waves (24% vs. 14%). A higher proportion of high school educated respondents report not having undertaken any of the actions listed (37%).

#### Variations by Home Ownership and Type of Dwelling

- Type of Dwelling – In general, those residing in detached single-family homes are more likely to have undertaken all of the actions listed. Conversely, apartments dwellers (40%) are more likely not to have done any of these things compared to those living in attached (27%) or detached (20%) single family homes.
- Own vs. Rent – Homeowners, compared to renters, are more likely to report having installed a carbon monoxide alarm (61% vs. 38%), tested their water for contaminants other than lead (22% vs. 19%), and tested for radon (17% vs. 7%). By contrast, renters (36%) are almost twice as likely as owners (20%) not to have undertaken any of the protective actions evaluated.
- Age of Home – Respondents who are unsure when their home was built are more likely not to have done any of the activities listed. Additionally, those whose homes were built in 1990 or later (24%) are more likely than others to have tested their water for contaminants other than lead (19% among those whose homes were built between 1976 and 1989; 17% among those living in homes built before 1975).

#### Regional Variations

There are several regional variations to note:

- Residents of the Prairies are the most likely to say they have installed a carbon monoxide alarm (65%), compared to those in other regions of the country where the incidence ranges from 40%-54%.
- The propensity to check the AQHI is higher in western Canada – a higher proportion of residents in the Prairies and British Columbia regularly check during wildfires (39% and 36%, respectively) and heat waves (30% and 31%, respectively). This compares with 11%-23% who report having done so in other regions of the country.
- Quebecers are most likely to report not taking any of the actions listed (40%) compared to Atlantic Canada (28%), British Columbia (27%), Ontario (24%), and the Prairies (19%).

Just over two-thirds or more report regularly keeping their moisture and humidity levels low to prevent mould (72%), turning on exhaust fans or opening a window while showering (71%), and disposing of chemical products according to municipal guidelines (68%). Well over half also say they clean up small amounts of mould with water and dish soap (59%) on a regular basis. By contrast, just under half take their unused pharmaceuticals to a pharmacy for disposal (49%) or have their furnace (44%) or air conditioner (43%) inspected annually. Fewer report having an annual inspection of their water heater (37%) or fireplace (32%). Results are relatively unchanged from 2022.



By gender:

- There are few differences in the frequency with which these activities are undertaken based on gender, the exception being that men (46%) are more likely than women (41%) to say they regularly undertake an annual inspection of their air conditioner.

By age:

- Older people, aged 55+, (80%) are more likely than those aged 35-54 (70%) or 18-34 (64%) to keep moisture and humidity levels low. They are also more likely than their younger counterparts to dispose of chemical products according to municipal guidelines (80%; 66%; 55%) or return unused pharmaceuticals to a pharmacy for disposal (61%; 47%; 38%).

Across the target groups:

- Consistent with other behaviours, those who are currently/planning to become pregnant are among the most likely to report undertaking each of the activities as compared to both the average and most other target audiences. Relatively high proportions say they turn on exhaust fans or open windows to reduce humidity and prevent mould (81%), clean up small amounts of mould with water and dish soap (78%), and schedule annual inspections of their furnace (64%), water heater (62%), air conditioner (62%) or gas or wood burning fireplace (60%).

**TABLE 17. FREQUENCY OF UNDERTAKING PROTECTIVE BEHAVIOURS**

% Always/Usually

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW- COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Keep indoor moisture and humidity levels low to prevent mould	72	74	71	64	70	80	81	77	65	83
Turn on exhaust fans or open a window while showering	71	71	71	71	69	72	81	76	69	71
Dispose of chemical products using municipal guidelines	68	69	67	55	66	80	74	69	61	83
Clean up small amounts of mould with water and dish soap	59	59	59	58	59	61	78	71	67	62
Take unused pharmaceuticals to a pharmacy for disposal (both prescription and over-the-counter)	49	49	50	38	47	61	60	52	39	66
Annual inspection of your furnace	44	44	43	41	44	46	64	52	48	46
Annual inspection of your air conditioner	43	46	41	37	43	48	62	49	49	47
Annual inspection of your water heater	37	37	36	39	35	36	62	45	47	37
Annual servicing or inspection of your gas or wood burning fireplace	32	33	32	34	32	32	60	45	43	34

Q24. How often do you undertake the following activities?

Base: Total sample



### Demographic and Socio-Economic Variations

- Household Income – Respondents earning \$100,000 or more annually (79%) are more likely than those with household incomes of \$60,000 to just under \$100,000 (72%) and those with incomes under \$60,000 (66%) to turn on exhaust fans or open a window while showering. Higher income households are also more likely than those in the lowest income cohort (under \$60,000) to keep indoor moisture and humidity levels low (80% vs. 67%), dispose of chemical products per municipal guidelines (73% vs. 62%), clean up small amounts of mould (64% vs. 56%), and dispose of unused pharmaceuticals at a pharmacy (54% vs. 45%).
- Level of Education – University educated respondents are more likely to turn on exhaust fans/open windows while showering (75%), compared to those with some college or university education and/or an apprenticeship (69%) and those who have some/completed high school education (66%). They are also more likely to regularly dispose of chemicals based on municipal guidelines as compared to those with a high school education (71% vs. 60%) and to clean up small amounts of mould using dish soap and water (61% vs. 54%).

### Variations by Home Ownership and Type of Dwelling

- Type of Dwelling – Respondents residing in detached single-family homes are more likely, relative to others living in an attached home or an apartment, to undertake five of the nine activities assessed:
  - Keeping moisture levels low indoors (78%; 72%; 68%, respectively);
  - Disposing of chemical products using guidelines (74%; 69%; 62%);
  - Taking unused pharmaceuticals back to a pharmacy for disposal (54%; 49%; 46%);
  - Annually inspecting their furnace (55%; 47%; 34%); and
  - Annually inspecting or servicing their fireplace (42%; 36%; 29%).
- Own vs. Rent – Owners are more likely than renters to report doing all of the activities, ranging from 41% who say they have their fireplace serviced or inspected annually to 79% who keep their indoor moisture levels low to prevent mould. By comparison significantly fewer renters do the same (33% inspect fireplaces annually; 69% keep indoor moisture levels low).
- Age of Home – Across the board, those who are unsure of the year in which their home/dwelling was built are less likely to regularly undertake any of the activities (ranging from 29% to 69%), particularly when compared with those residing in newer homes built in the '90s or later (44% to 77%).

### Regional Variations

- Atlantic Canadians (78%) are more likely than those in other provinces and regions to dispose of household chemical products according to guidelines (Prairies (72%), British Columbia (69%), Ontario (68%), and Quebec (66%). Residents of this region (83%) are also more likely to keep indoor moisture and humidity levels low to prevent mould, compared to 72% to 76% in other parts of the country.
- In British Columbia (81%) there is a greater likelihood to turn on exhaust fans or open a window while showering, relative to the Prairies (72%), Ontario (72%), and Quebec (69%). Results on this item are not significantly different between British Columbia and Atlantic Canada (78%).



## H. Barriers and Motivators for Maintaining a Healthy Home

On average, Canadians spend about 90% of their time indoors<sup>2</sup>. Much of that time is spent at home. Time at home may increase further in the coming years in line with trends to working remotely and employers becoming more comfortable with hybrid work models. Given this scenario, creating a healthy home environment is increasingly important as is understanding what could prevent or encourage Canadians from taking appropriate steps to maintain a healthier home.

Cost, lack of control for renters, living in older homes, and having insufficient time or energy to address these issues are some of the most common obstacles. These challenges are experienced differently based on age, gender, and income. For example, younger people are more likely to feel they lack control as renters and cite financial concerns as major barriers. Women also tend to report higher barriers than men, especially regarding cost and the feeling of being too tired to take action. Additionally, those with lower household incomes are more likely to face financial constraints, while higher-income individuals feel more empowered to maintain a healthy home.

Motivators for maintaining a healthy home also vary across different groups. Personal health is the top motivator for most people, followed by government incentives and easy, low-cost solutions. Women are more likely than men to be motivated by government support and the fear of illness. Younger adults are particularly motivated by solutions that are easy and free, while older adults are less driven by these factors. Parents with young children and newcomers tend to prioritize the health of their family, reflecting a strong concern for family well-being. People with disabilities or pre-existing health conditions are often more motivated by government funding and the fear of illness. Regional differences also exist, with people in Atlantic Canada being more motivated by government incentives than those in other areas.

### 1. Barriers to Maintaining a Healthy Home

Almost one-in-three respondents say they do not face any barriers to maintaining a healthy home (29%) which is in line with 2022 survey results (33%). Similar numbers say that, as renters, they have little control over this issue (27% vs. 30% in 2022). Other barriers identified include the following and results are generally on par with 2022:

- Costs (24% vs. 20% in 2022);
- Challenges associated with an older home (17%) – note this is a new item which was not included in 2022;
- Not knowing where to find reliable information (16%, same as in 2022);
- Being too tired to address the issue (15% – new item in 2022);
- Not having adequate time to address the issue (14% vs. 12% in 2022);
- Information that is confusing, complicated, or contradictory (12% vs. 16% in 2022); and
- Having a cluttered home which complicates addressing the issue (11% – new item in 2022).

<sup>2</sup> <https://www.canada.ca/en/environment-climate-change/campaigns/canadian-environment-week/clean-air-day/indoor-quality.html>



By gender:

- Men (34%) are more likely to say that they are able to maintain a healthy home compared to women (26%).
- Women, on the other hand, are more likely to cite the following as barriers compared to men:
  - Not having control over the issue as a renter (31% vs. 22%);
  - Cost (28% vs. 19%);
  - Having an older home (20% vs. 14%);
  - Not knowing where to find reliable information (19% vs. 12%); and
  - Feeling too tired (17% vs. 12%).

By age:

- Younger people are generally more likely to indicate that, as renters, they have no control over the issue (36%), compared to older people (16%). They also cite a range of other issues as barriers in larger proportions relative to older people, aged 55+:
  - Cost (30% versus 14%);
  - Not knowing where to find reliable information (22% vs. 11%);
  - Living in an older home (19% vs. 13%); and
  - Available information being too confusing, complicated or contradictory (16% vs. 8%).

Across the target groups:

- Compared to the average, a higher proportion of those who are pregnant/planning to become pregnant cite a number of barriers to maintaining a healthy home, including:
  - Cost (33%);
  - Information that is confusing, complicated, or contradictory (27%);
  - Not having sufficient time (24%); and
  - Feeling too tired to address the issue (23%).
- Parents with young children, under the age of 6, are also more likely to cite cost (31%), insufficient time (23%), fatigue (20%), and a home that is overly cluttered (16%).
- Newcomers are the most likely of the four target groups to say that the issue is not within their control as renters (42%) and that they don't know where to find reliable information (20%).
- Seniors are far more likely, relative to all other target groups; to say they do not face any significant barriers and are able to maintain a healthy home (54%).

**TABLE 18. BARRIERS TO MAINTAINING A HEALTHY HOME**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
I am currently able to maintain a healthy home	29	34	26	17	23	45	13	20	19	54
I rent my house/apartment, so I don't have control of the issue of concern	27	22	31	36	31	16	24	27	42	12
It costs too much to address the issue	24	19	28	30	29	14	33	31	22	11
I live in an older home which makes this more challenging	17	14	20	19	20	13	21	19	17	11
I don't know where to find reliable information	16	12	19	22	16	11	15	17	20	9
I often feel too tired to address the issue	15	12	17	23	15	8	23	20	15	6
Not enough time to address	14	12	15	22	17	4	24	23	16	2
The information available is confusing, complicated or contradictory	12	11	13	16	12	8	27	14	14	8
My home is fairly cluttered which makes this more challenging	11	9	12	13	12	7	21	16	11	6
Other people do it (e.g., family members, condo management)	<1	<1	<1	<1	<1	<1	-	<1	<1	<1
Procrastination/too lazy	<1	<1	<1	<1	-	<1	-	-	-	<1
I don't know how/I don't know what I'm supposed to do and how often	<1	<1	<1	<1	<1	<1	<1	<1	-	<1
Don't see the need/don't care	<1	<1	<1	-	-	<1	-	-	-	<1
Disability/I'm disabled	<1	-	<1	-	<1	<1	-	-	-	<1
Not something I think about/haven't thought about it before	<1	<1	<1	-	<1	<1	-	-	-	<1
Other	<1	<1	<1	<1	<1	<1	-	1	-	<1
None of the above	7	10	4	5	6	9	3	4	5	8

Q25. Which of the following, if any, prevent you from maintaining a healthier home?

Base: Total sample

#### Demographic and Socio-Economic Variations

- **Health Status** – Those with a disability and/or a pre-existing health condition cite a range of barriers, most particularly the issue not being within their control as renters (39% and 32%, respectively), cost (29% and 22%), and living in an older home (26% and 22%). Persons with a disability are also more likely to cite fatigue (21%) as a barrier. By contrast, those without a disability and/or a health condition are more likely to say they are able to maintain a healthy home (31% in each of these two sub-groups).
- **Household Income** – Cost is also a barrier more so for those with lower annual household incomes of less than \$60,000 (27%). This group is also more likely to identify their rental status (40%) and living in



an older home (23%) as issues impacting their ability to maintain a healthy home. By contrast, those with household incomes of \$60,000+ are more likely to say they are able to maintain a healthy home (38%), compared to those in households earning less than this (21%).

- Level of Education – Rental of their home is identified more frequently as a barrier among those with high school education or less (32%). By contrast, those with a university education are more likely to cite inability to find reliable information (19%) as well as information that is conflicting or confusing (15%).

#### Variations by Home Ownership and Type of Dwelling

- Type of Dwelling – In general, those residing in detached, single-family homes (33%) are more inclined than others to say they are currently able to maintain a healthy home. Respondents in single-family homes, whether detached or attached, are more likely than those residing in an apartment to cite cost (25%; 29%; 18%, respectively), living in an older home (21%; 16%; 11%), confusing or contradictory information (15%; 16%; 11%), and clutter (13%; 14%; 9%) as barriers.
- Own vs. Rent – Renters (59%) are vastly more likely to cite their rental status as a barrier, compared to those who own their home (4%). By contrast, homeowners (37%) are more likely than renters (15%) to say they are able to maintain a healthy home. Cost is cited as a key barrier more frequently by homeowners (26%) compared to renters (21%).
- Age of Dwelling – Perhaps not surprisingly, those residing in homes which were built prior to 1976 (31%) are more likely than those living in homes built between 1976 and 1989 (20%) or after that (9%) to cite the age of the home as a barrier.

#### Regional Variations

- The proportion of those saying they are able to maintain a healthy home varies from 21% in Ontario to 40% in Atlantic Canada. This may be correlated with the higher proportion of respondents in Ontario who are renters. One-third (33%) of those in Ontario say that their rental status is an impediment, compared to 17%-25% in other areas of the country.
- Cost is less likely to be cited as a barrier in Quebec (16%) relative to those in other regions (23%-27%).

## 2. Motivation for Maintaining a Healthy Home

As in 2022, personal health continues to be the main motivator for maintaining a healthy home (56% vs. 60% in 2022). Almost half of respondents also pointed to:

- Easy and free ways to address risks (49% vs. 41% in 2022);
- Government funding, incentives, tax credits or rebate programs (48%) – higher than the proportion in 2022 who cited government funding (32%) or government incentives (29%); and
- The health of their family and children (42% vs. 46%).

Other motivators mentioned by 30%-40% of respondents include:

- Understanding/knowledge of the risks (39% vs. 42% in 2022);



- Fear of illness due to unaddressed risk (37% for both years); and
- Environmental concerns (30% vs. 35%).

By gender:

- Women are more likely than men to say they would be motivated by easy and free ways to address risks (54% vs. 45%), government funding, incentives, tax credits or rebates (52% vs. 45%), and the fear of illness if risks are left unaddressed (40% vs. 33%).

By age:

- Younger adults, aged 18-34 (53%), are more likely to cite easy and free ways to address risks, compared to those aged 55+ (46%). Government funding is a stronger motivator for those under age 55 (51%) compared to those 55+ (44%).

Across the target groups:

- Parents of young children, under 6 years of age (69%), newcomers (58%), and those who are pregnant/planning to become pregnant (54%) are all more likely compared to cite the health of their family/children as a primary motivator, compared to the general population (42%).
- Newcomers are also more likely to cite a wider array of motivators in addition to family health, including personal health (62%), understanding/knowledge of the risks (46%), and environmental concerns (38%) relative to the average.

**TABLE 19. MOTIVATIONS FOR MAINTAINING A HEALTHY HOME**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Personal health	56	54	57	53	55	59	53	55	62	60
Easy and free ways to address risks	49	45	54	53	50	46	42	48	48	44
Government funding, incentives, tax credits or rebate programs	48	45	52	51	51	44	37	52	37	45
Health of my family/children	42	40	43	42	46	38	54	69	58	40
Understanding/knowledge of the risks	39	38	40	41	39	37	41	42	46	39
Fear of illness due to unaddressed risk	37	33	40	39	35	36	34	39	37	38
Environmental concerns	30	28	31	31	27	30	34	31	38	32
Support from landlord/assistance for tenants	1	<1	1	<1	1	<1	1	1	<1	<1
If I owned where I live (I rent)	<1	-	<1	-	<1	<1	<1	-	<1	<1
I am currently able to maintain a healthy home	<1	<1	<1	-	-	<1	-	-	-	1
Money/lower prices	<1	<1	<1	-	<1	<1	-	1	-	<1
Time/if I had the time	<1	<1	-	-	<1	-	-	-	-	-
Other	1	<1	1	<1	1	1	<1	-	-	1
None of the above	9	11	6	5	8	12	1	5	1	13



Q26. Which of the following, if any, would help or motivate you to maintain a healthier home?  
Base: Total sample

#### Demographic and Socio-economic Variations

- Health – People with a disability are more likely than others to point to government funding (55% vs. 47%) and fear of illness (47% vs. 34%) as key motivators. This is also the case for those with a pre-existing health condition – government funding is mentioned by 54% and fear of illness is mentioned by 50%. This group is also more motivated by easy and free ways to address risks (57%).
- Household Income – Compared to those in lower income households, people with annual household incomes of \$60,000+ are more motivated to maintain a healthier home by:
  - The health of their family/children – 50% (\$100,000+); 43% (\$60,000-\$99,999); 37% (Under \$60,000); and
  - Understanding/knowledge of the risks – 44% (\$100,000+); 42% (\$60,000-\$99,999); 35% (Under \$60,000).
- Level of Education – Those with a university degree indicate they would be more encouraged to maintain a healthier home, relative to those with lower levels of education, if there were easy and free ways to address the risks (54%), as well as a better understanding of the risks (47%), the health of their families (46%), and environmental concerns (33%).

#### Variations by Home Ownership and Type of Dwelling

- Type of Dwelling – People living in single family homes (50%) are more likely to be motivated by government funding and incentives as compared to apartment dwellers (38%).
- Age of Dwelling – Respondents residing in homes built prior to 1976 are more likely to cite government funding (53%) relative to those residing in homes built after that (46% in homes built between 1976 and 1989; 44% in homes built in 1990 or later).

#### Regional Variations

- There are few variations across the regions other than that a higher proportion of Atlantic Canadians (54%) say they would be motivated by government funding, relative to those in other regions of Canada (42%-48%).



## I. Information Preferences

The following examines when Canadians last sought information on health risks in their homes, where they look for this information, and which sources are most trustworthy. Just over half of respondents have recently searched for information related to home environmental health risks, with younger individuals, newcomers, pregnant people, and parents of young children being the most proactive. In contrast, older Canadians and those with lower education levels are more likely to have never sought this information.

Search engines, government websites, and public health unit websites are the most commonly used sources, with reliance on government and public health information increasing since 2022. Younger respondents and newcomers are more likely to turn to social media, YouTube, and influencers when searching for details about potential health risks. Websites remain the most preferred format for accessing this type of information, followed by YouTube and pamphlets. Social media platforms, including Instagram and TikTok, are particularly popular among younger individuals, newcomers, and expectant parents.

When it comes to trust, the Health Canada website is considered the most reliable source, followed by the Government of Canada and healthcare professionals. Trust in social media remains low overall but is higher among younger respondents and newcomers.

The findings highlight the varying information preferences among Canadians and how they consume health-related information. Notably, digital platforms are playing an increasingly central role. Younger demographics and those from diverse backgrounds tend to prefer social media and video-based content. This trend suggests that accessibility, convenience, and engagement drive these preferences, as platforms like YouTube and Instagram offer visually engaging, easy-to-digest content.

Most respondents (53%) say they have recently looked for information on health risks within their home – 21% within the last 6 months, 18% within the last year, and 14% within the last two years. A smaller proportion indicate that some time has passed since they last looked for information – 9% within the last 5 years, 4% within the last 10 years, and 3% who say that it has been more than 10 years. Of note, three-in-ten report they have never looked for information on health risks in their home.

### By age:

- Younger respondents, aged 18-34 (28%), are most likely to say they have looked for information within the last 6 months, relative to those who are older (22% for those aged 35-54 and 15% for those aged 55 and older).
- In contrast, older respondents, aged 55 years or older (34%), are most likely to say they have never looked for information on health risks in their home when compared to those who are younger – 28% each for those aged 18-34 and those aged 35-54.

### Across the target groups:

Relative to the general population (21%), newcomers (41%), those who are currently pregnant or planning to get pregnant (35%), and parents of children under the age of 6 (35%) are all more likely to say they have looked for this type of information very recently (within the last 6 months). Further to this, respondents



who are pregnant or planning to get pregnant (39%) and parents of children (26%) are also more likely, relative to the general population (18%), to say they have looked for information within the last year.

**TABLE 20. LAST TIME LOOKED FOR INFORMATION ON HEALTH RISKS**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Within the last 6 months	21	19	22	28	22	15	35	35	41	14
Within the last year	18	17	20	21	20	15	39	26	22	17
Within the last 2 years	14	16	12	13	14	14	9	10	12	13
Within the last 5 years	9	9	10	7	10	11	5	7	5	9
Within the last 10 years	4	4	4	3	4	5	2	2	1	6
More than 10 years ago	3	5	2	1	2	7	1	2	<1	8
I have never looked for information on health risks in my home	30	30	30	28	28	34	9	19	18	32

Q27. When was the last time you looked for information on health risks (e.g., household chemicals, lead, carbon monoxide poisoning, radon, etc.) in your home?

Base: Total sample

### Demographic, Socio-Economic, Dwelling Type and Home Ownership Variations

Respondents more likely to report having looked for information within the last 6 months are:

- Those who rent (32%) versus those who own their home (21%);
- Persons with a disability (28%), when compared to those without (20%);
- Those whose home was built within the last 50 years (28% for homes built in 1990 or later and 25% for homes built between 1976 and 1989), relative to those whose home was built prior to 1976 (18%);
- Those with a pre-existing health condition (26%), relative to those without (20%); and
- Households with an income of less than \$60,000 (25%), when compared to those with a household income of \$60,000 to just under \$100,000 (18%) and those with a household income of \$100,000 or more (17%).

In contrast, those more likely to report never having looked for information are:

- Those who don't know the age of their home (37%) and those whose home was built prior to 1976 (27%), when compared to those whose home was built after 1975 (22% each for those with a home built between 1976 and 1989 and those with a home built after 1989);
- Those with a high school education or less (37%), relative to those with a college degree or some university (29%) and those with a university level education (25%);
- Older, aged 55+ (34%), versus younger respondents under 55 years of age (28%); and
- Respondents living in an apartment (32%), relative to those in detached (22%) or attached (23%) single-family homes.

### Regional Variations



- A higher proportion of respondents residing in Ontario (30%), the Prairies (29%), and British Columbia (26%) say they have looked for information on health risks in their home within the last 6 months, when compared to those residing in the Atlantic provinces (16%) or Quebec (15%).
- Furthermore, those living in Quebec (33%) are most likely to indicate they have never looked for this information (26% for those living in the Prairies; 22% for those living in Ontario; 20% for those living in British Columbia).

Just over half of respondents (53%) say they would use a search engine such as Google or Bing when searching for information on potential health risks in their home. Other top sources of information include the Government of Canada website (43%) and public health unit websites (41%). One-in-five or more say they would consult:

- Provincial/Territorial government websites (30%);
- Health professional websites (30%);
- Municipal government websites (27%);
- YouTube (23%); or
- Manufacturers websites (21%).

Where Canadians look for information has changed since 2022. Although search engines remain the most frequently consulted source for health risk information, it is mentioned by a much larger proportion – up by 16-points from 37% in 2022 to 53% in 2025. The sources that saw the largest uptick in mentions for 2025 are Government of Canada websites (up by 19-points from 24% in 2022) and public health unit websites (up by 18-points from 23% in 2022).

By gender:

- Women are more likely to use social media, relative to men (17% vs. 12%).

By age:

- Relative to those who are younger (aged 18 to 34 and aged 35 to 54, respectively), older Canadians, aged 55 and older, are more likely to cite the following sources when looking for information:
  - Public health unit websites (50% vs. 33% and 39%)
  - Government of Canada website (48% vs. 38% and 41%)
  - Provincial/Territorial government websites (40% vs. 22% and 27%)
  - Municipal government websites (34% vs. 20% and 25%)
  - Manufacturers websites (25% vs. 18% and 20%)
- In comparison, younger respondents, aged 18 to 34, more frequently look to YouTube (32%) and social media (26%) when compared to those who are 35 to 54 years of age (25% and 13%, respectively) or 55 years of age or older (13% and 6%, respectively).



Across the target groups:

- Relative to the average and all other target audiences, seniors more frequently cite:
  - Search engines (59%);
  - Government of Canada website (54%);
  - Public health unit websites (49%);
  - Provincial/Territorial government websites (43%); and
  - Municipal government websites (35%).
- In contrast, when compared to the average, newcomers, those who are pregnant or planning to become pregnant, and parents of children under 6 are more likely to say they look to:
  - Social media (29%; 29%; 24%, respectively); and
  - Social media influencers/personalities for information (18%; 16%; 15%).
- Additionally, newcomers and those who are pregnant or planning to become pregnant also cite:
  - News media (22% and 23%, respectively); and
  - Newspapers (14% and 17%, respectively) more frequently, when compared to the average.

**TABLE 21. SOURCE OF INFORMATION ON HEALTH RISKS**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW- COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Search engine such as Google or Bing	53	54	53	46	54	58	34	49	43	59
Government of Canada website	43	44	42	38	41	48	28	39	30	54
Public health unit website	41	39	43	33	39	50	33	37	33	49
Provincial/Territorial government website	30	32	28	22	27	40	20	27	18	43
Health professional website	30	31	29	30	29	29	33	28	28	29
Municipal government website	27	26	27	20	25	34	19	26	18	35
YouTube	23	24	21	32	25	13	37	27	43	9
Manufacturer's website	21	23	20	18	20	25	16	19	17	26
Health group website	17	19	16	16	18	18	23	22	21	19
News media	16	17	15	17	16	15	23	15	22	17
Social media (e.g., Facebook, Instagram, X, Tik Tok, etc.)	14	12	17	26	13	6	29	24	29	6
Consumer group website	11	12	11	8	12	13	9	12	9	15
Newspapers	7	8	6	6	6	7	17	8	14	9
Home renovation magazines or books	6	6	6	6	6	5	8	7	9	7
1-800 O-Canada phone line	6	5	6	4	6	7	6	6	4	7
Social media influencers/personalities	5	5	6	10	6	1	16	15	18	2
Home/Lifestyle magazines or books	4	4	4	6	3	3	6	4	7	4



Blog	3	2	4	5	4	1	10	7	10	1
Friends and family/landlord/neighbours	1	1	1	1	1	1	-	1	-	<1
Product labels/read labels	<1	<1	<1	-	<1	<1	-	-	-	<1
Other	1	1	1	1	1	2	1	1	<1	2
None	<1	<1	<1	<1	-	<1	-	-	<1	<1
DK/NA/REF	<1	<1	<1	-	<1	<1	1	<1	<1	1

Q28. If you were looking for information on health risks (e.g., household chemicals,... etc.) that may be present in your home, where would you look?

Base: Total sample

### Demographic and Socio-Economic Variations

- Household Income – When compared to those earning \$60,000 or more a year, respondents earning less than \$60,000 a year are most likely to mention:
  - YouTube (30% vs. 16%-17%); and
  - Social media (19% vs. 10%-11%);
  - And are least likely to look to:
    - Government of Canada website (39% vs. 45%-49%);
    - Public health unit websites (38% vs. 44%); and
    - Provincial/Territorial websites (24% vs. 36%).
- Level of Education – Those with a high school education or less are least likely, relative to those with a college education/apprenticeship/some university and those with a university level education, to say they turn to:
  - Public health unit websites (36% vs. 43% and 43%);
  - Provincial/Territorial government websites (24% vs. 32% and 34%); and
  - Municipal government websites (22% vs. 27% and 30%).

### Variations by Home Ownership and Type of Dwelling

- Type of Dwelling – Respondents residing in attached single-family homes (28%) or apartments (28%) are more likely to mention YouTube when compared to those who live in a detached single-family home (23%).
- Own vs. Rent – Renters, relative to those who own, are more likely to turn to YouTube (30% vs. 20%), social media (23% vs. 14%), influencers (11% vs. 7%), and blogs (7% vs. 3%). In contrast, homeowners more frequently mention provincial/territorial government websites (31% vs. 26%) and manufacturers websites (22% vs. 19%).
- Age of Home – A larger proportion of respondents with older homes (built before 1976) say they look to:



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- The Government of Canada website (47%, relative to 39% for those with homes built between 1976 and 1989 and 39% for those with homes built after 1989);
  - Provincial/Territorial government websites (36% vs. 26% and 28%); and
  - Municipal government websites (32% vs. 23% and 25%).
- Age of Home – Those who own homes built after 1989 are more likely to say they look for information on YouTube (29%) compared to those with older homes (21% for those with homes built between 1976 and 1989 and 18% for those with homes built before 1976).

#### Regional Variations

- Quebecers are most likely to cite public health unit websites (52%), relative to all other regions (ranges from 36% to 43%).
- A larger proportion of residents in the Atlantic provinces and Quebec say they look to the Government of Canada website (49% and 48%, respectively) or provincial/territorial government websites (41% and 38%, respectively) when compared to other regions.
- Residents of Ontario (32%) and British Columbia (32%) cite YouTube at higher rate than other provinces (ranging from 15% to 20%).
- Those residing in the Atlantic provinces (26%) or the Prairies (24%) more frequently say they look to manufacturers websites, relative to other regions (ranging from 18% to 19%).

Among those who indicated they get information on health risks from social media or social media influencers/personalities, a follow-up question was asked to better understand the platforms they most regularly use. A majority of respondents indicate they use Facebook (70%) or Instagram (69%) regularly, while less than half say they use TikTok (44%) or Snapchat (35%). Although X (formerly Twitter) and Reddit are mentioned less frequently, they are still cited by about one-in-four respondents (25% and 24%, respectively).

Due to small base sizes, only variations in the propensity to use Facebook, Instagram, TikTok or Snapchat are noted. That being said, there are some clear trends by gender, age and target audience.

Those more likely to use Facebook regularly are:

- Seniors (94%), when compared to the average (70%);
- Middle-aged (aged 35-54) (82%) and older (aged 55+) respondents (92%), relative to those who are younger (18-34) (56%); and
- Those who are currently pregnant or planning to become pregnant (79%), relative to the average (70%).

Respondents who say they use Instagram regularly are more likely to be:

- Younger, aged 18 to 34 (88%), relative to those who are between the ages of 35 and 54 (65%);
- Newcomers (88%), relative to the average (69%);



- Pregnant persons or those planning to become pregnant (87%), when compared to the average (69%);
- Parents of children under the age of 6 (79%), relative to the average (69%); and
- Women (76%) versus men (60%).

TikTok is more frequently mentioned by:

- Those who are currently pregnant or planning to become pregnant (60%), relative to the average (44%); and
- Women (51%), relative to men (34%).

Pregnant people and those planning to become pregnant are more likely to say they use Snapchat regularly (52%), when compared to the average (35%).

**TABLE 22. SOCIAL MEDIA PLATFORMS USED**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	342	139	202	181	109	53	130	119	155	33c
	%	%	%	%	%	%	%	%	%	%
Facebook	70	73	67	56	82	92	79	77	68	94
Instagram	69	60	76	88	65	15	87	79	88	18
TikTok	44	34	51	63	27	17	60	44	39	6
Snapchat	35	29	39	51	20	9	52	43	40	6
X (formerly Twitter)	25	33	20	24	27	25	48	38	26	24
Reddit	24	28	21	30	19	12	19	24	17	3
Bluesky	2	2	2	1	3	1	5	3	-	3
YouTube	<1	1	-	1	-	-	-	1	1	-
Other	<1	1	<1	-	-	3	-	-	1	3

Q29. Which social media platforms do you use regularly?

Base: Those who get information on health risks from social media or social media influencers/personalities

c Caution, small base size

There are no demographic or socio-economic variations for this question.

#### Variations by Home Ownership and Type of Dwelling

- Own vs. Rent – Renters are more likely to indicate they use Instagram (80%) and TikTok (51%) when compared to those who own their home (73% and 40%, respectively). In contrast, owners are more likely to use Facebook (78%), relative to renters (71%).

In line with 2022, websites top the list as the most preferred format when looking for information on health risks (73% in 2025 vs. 56% in 2022). Just under half (45%) say they prefer YouTube, which is up 19-points from 26% in 2022. Other preferred formats which have seen a boost in 2025 include:



- Pamphlets/brochures/postcards – up 15-points from 15% in 2022 to 30%; and
- Videos – up 18 points from 10% in 2022 to 28%.

Other formats preferred by at least one-in-ten are:

- Facebook (17%);
- Virtual webinars/presentations (14%);
- Mobile apps (13%);
- In person webinars/presentations (12%);
- Instagram (11%);
- Blogs (10%); and
- Trade shows/community events (10%).

By gender:

- The propensity to prefer information via YouTube is higher among men (51%), relative to women (40%). In contrast, women (17%) are more likely to say they prefer to get their information via virtual webinars or presentations when compared to men (10%).

By age:

- Younger respondents, aged 18 to 34, are least likely to prefer information from websites (64%) or pamphlets (16%) when compared to those who are older (ranges from 72% to 82% for websites and 29% to 41% for pamphlets).

Across the target groups:

- Relative to the average, seniors are more likely to prefer information from:
  - Websites (82%);
  - Pamphlets/brochures/postcards (44%);
  - In person webinars/presentations (20%); and
  - Trade shows/community events (18%).
- Social media sources are cited more often among those who are pregnant or planning to become pregnant – 23% prefer Facebook, 22% prefer Instagram, and 22% say they prefer TikTok.
- Similarly, newcomers are more likely to say they prefer Facebook (23%) and Instagram (24%). A larger proportion also indicate a preference for YouTube (57%).



TABLE 23. PREFERRED FORMAT FOR INFORMATION ON HEALTH RISKS

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Websites	73	74	72	64	72	82	45	64	54	82
YouTube	45	51	40	52	50	35	48	45	57	33
Pamphlets/brochures/postcards	30	28	31	16	29	41	16	23	14	44
Videos	28	30	27	31	31	24	24	21	27	27
Facebook	17	17	17	17	18	16	23	21	23	13
Virtual webinars/presentations	14	10	17	11	14	16	15	13	9	17
Mobile apps	13	15	12	11	15	14	13	16	12	13
In person webinars/presentations	12	12	12	8	8	18	15	14	9	20
Instagram	11	10	12	21	11	3	22	19	24	3
Blogs	10	9	11	12	13	6	11	13	15	5
Trade shows/community events	10	11	9	3	7	17	3	6	5	18
Tik Tok	9	4	13	23	5	2	22	12	11	1
Podcasts	7	7	8	8	8	6	9	7	9	6
X (formerly Twitter)	4	5	3	6	5	2	11	6	6	1
WhatsApp	4	4	4	5	5	2	12	11	14	2
LinkedIn	2	2	3	3	2	2	5	4	5	1
Pinterest	2	2	3	3	2	2	4	3	2	2
Bluesky	1	2	1	1	2	1	1	1	1	1
Google	1	1	1	1	1	2	-	1	<1	2
Government websites (e.g., Health Canada)	1	1	1	-	<1	2	-	<1	-	3
News sources (e.g., news sites, newspapers)	1	1	<1	<1	<1	1	<1	-	-	1
Reddit	<1	<1	1	1	<1	<1	-	<1	<1	-
Word of mouth/friends and family/neighbours	<1	<1	1	-	<1	1	-	1	-	<1
TV/radio	<1	<1	<1	-	<1	<1	-	-	-	1
Email	<1	-	<1	<1	-	<1	-	-	<1	1
Books/magazines	<1	<1	<1	-	<1	<1	-	-	-	<1
Mailings	<1	<1	<1	-	-	<1	-	<1	-	<1
Other	1	1	1	1	1	2	1	-	-	1
None	<1	1	<1	-	<1	1	-	1	<1	1
DK/NA/REF	1	1	<1	1	<1	1	-	1	-	1

Q30. If you were looking for information on health risks (e.g., household chemicals,... etc.) that may be present in your home, what format would you prefer?

Base: Total sample

#### Demographic and Socio-Economic Variations

- Household Income – When compared to those earning \$60,000 or more a year, respondents earning less than \$60,000 a year are most likely to indicate a preference for:
  - YouTube (53% vs. 39%);
  - And are least likely to prefer:



- Websites (68% vs. 77%-80%); and
  - Pamphlets/brochures/postcards (24% vs. 33%-36%).
- Level of Education – Those with a high school education or less (22%) are most likely, relative to those with a college education/apprenticeship/some university (17%) and those with a university level education (14%), to say they prefer Facebook.

#### Variations by Home Ownership and Type of Dwelling

- Own vs. Rent – Similar to trends noted above regarding where one would look for information on health risks, renters, relative to those who own, are more likely to prefer social media formats including YouTube (49% vs. 42%), Instagram (16% vs. 12%), TikTok (13% vs. 8%), and blogs (12% vs. 9%). In contrast, a higher proportion of owners say they prefer websites (69% vs. 65%), pamphlets (31% vs. 23%), and trade shows/community events (11% vs. 6%).
- Age of Home – Those with older homes built before 1976, relative to those with newer homes, are more likely to prefer:
  - Websites (78% vs. 63%-71%);
  - Pamphlets (35% vs. 26%-27%); and
  - Trade shows/community events (14% vs. 8%-9%).

#### Regional Variations

- Quebecers are least likely to prefer YouTube (33%) and more likely to prefer Facebook (22%), relative to other regions (ranges from 16%-17%; 42%-53%, respectively).
- Residents of Ontario and British Columbia are least likely to prefer websites (60% and 62%, respectively) and pamphlets (21% and 26%, respectively).

Lastly, respondents were asked to identify their three most trusted sources in terms of providing information about a healthier home environment. Notably, the Health Canada website topped the list with over half of respondents (56%) indicating it as one of the most trusted sources. This was followed by the Government of Canada website (40%) and healthcare professionals (36%), each mentioned by one third or more. Other trusted sources include:

- Google search (26%);
- Scientists (24%);
- Friends or family (15%);
- Non-governmental health organizations (15%);
- Research publications (15%);
- Home audit experts (14%); and
- News (online, radio, television) (13%).



By gender:

- Men, relative to women, are more likely to trust scientists (28% vs. 21%) and social media (9% vs. 6%), whereas a higher proportion of women say they trust friends or family (17% vs. 13%).

Across the target groups:

- Relative to the average, there is a higher propensity for seniors to say they trust:
  - The Health Canada website (68%);
  - Government of Canada website (46%);
  - Non-governmental health organizations (19%); and
  - The news (16%).
- Newcomers (23%), parents of children under the age of 6 (22%), and those who are pregnant or planning to become pregnant (21%) are more likely to say they trust their friends or family, when compared to the average.

**TABLE 24. TRUSTED SOURCES FOR INFORMATION**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW- COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Health Canada website	56	55	57	53	52	62	45	47	45	68
Government of Canada website (Canada.ca)	40	38	41	38	37	44	31	39	33	46
Healthcare professionals	36	37	36	38	35	36	34	35	41	40
Google search	26	27	25	27	29	23	26	28	32	20
Scientists	24	28	21	22	28	23	21	23	21	24
Friends or family	15	13	17	18	17	12	21	22	23	8
Non-governmental health organizations such as national or provincial lung associations	15	14	16	13	13	18	11	15	11	19
Research publications	15	15	14	14	15	15	16	14	19	15
Home audit experts/inspectors	14	13	15	13	12	16	12	14	8	16
News (online, radio, television)	13	12	14	9	12	17	14	9	16	16
Product manufacturer or retailer	9	9	9	8	9	9	10	8	7	8
Social media	7	9	6	12	8	3	19	12	16	1
Building contractors/developers	5	5	5	5	6	4	8	8	5	3
USA Government website (USA.gov)	5	6	4	7	5	3	9	6	8	3
Internet message platforms such as Reddit or Quora	3	4	2	5	4	1	8	6	4	<1
Realtors	2	2	2	4	1	1	4	5	2	1
I don't trust any of these...	3	3	3	2	3	3	2	2	1	2
Other	1	1	<1	1	<1	1	<1	1	-	1

Q31. Please indicate which three you trust the most when it comes to providing information about a healthier home environment?

Base: Total sample



### Demographic and Socio-Economic Variations

- Health – Respondents with a disability (42%) are more likely to trust healthcare professionals, when compared to those without a disability (35%). In contrast, a larger proportion of those without a disability indicate they trust the Government of Canada website, relative to those with a disability (41% vs. 34%).
- Level of Education – Those with a high school education or less (31%) are most likely, relative to those with a college education/apprenticeship/some university (25%) and those with a university level education (24%), to say they trust the information provided by Google search.

### Variations by Home Ownership and Type of Dwelling

- Own vs. Rent – Renters are less likely to say they trust the Health Canada website, relative to owners (50% vs. 55%).
- Age of Home – A higher proportion of those with older homes built before 1976 (59%) say they trust the Health Canada website, when compared to those with newer homes (51%-52%).

### Regional Variations

- Residents of the Atlantic provinces (66%) are most likely to indicate they trust the Health Canada website, when compared to all other regions (ranges from 48%-56% in other regions).



## J. Respondent Profile

**TABLE 25. AGE**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
18-24	12	8	16	42	-	-	17	5	16	-
25-44	37	34	39	58	60	-	76	86	65	-
45-64	30	31	30	-	40	45	7	9	14	-
65+	21	26	15	-	-	55	<1	<1	4	100
18-34	30	22	36	100	-	-	59	42	48	-
35-54	33	34	31	-	100	-	41	54	43	-
55+	38	43	33	-	-	100	<1	4	10	100
18-24	12	8	16	42	-	-	17	5	16	-
25-34	17	14	20	58	-	-	43	37	31	-
35-44	20	20	19	-	60	-	34	49	33	-
45-54	13	14	13	-	40	-	7	5	9	-
55-64	17	17	17	-	-	45	-	3	5	-
65+	21	26	15	-	-	55	<1	<1	4	100

Q1. In what year were you born?

Q1a. Would you be willing to indicated in which of the following age categories you belong?

Base: Total sample

**TABLE 26. AGE OF CHILDREN**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Age 6 or under	6	5	7	8	12	<1	42	100	6	-
7-12 years of age	10	8	11	7	22	1	23	33	21	-
13-17 years of age	11	10	11	9	21	3	15	10	18	1
18 years of age or older	14	13	15	9	14	17	4	3	13	13
I do not have any children living in the household	68	71	65	73	49	80	30	-	52	87

Q2. Do you have children in your household in any of the following age categories?

Base: Total sample

**TABLE 27. CURRENTLY PREGNANT**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Yes	<1	1	<1	1	1	-	28	-	2	-
No	99	99	98	98	98	100	67	98	97	100
Not sure	1	<1	1	2	1	-	5	2	2	-

Q3. Are you or anyone in your house currently pregnant?

Base: Total sample

**TABLE 28. PLANNING TO BECOME PREGNANT IN THE NEXT SIX MONTHS**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Yes	2	2	2	4	2	-	87	-	3	-
No	93	93	92	87	91	99	12	83	81	100
Not sure	6	5	6	9	8	1	1	18	16	-

Q4. Are you, or a spouse or partner, planning to become pregnant within the next 6 months?

Base: Total sample

**TABLE 29. BORN IN CANADA**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Yes	78	79	77	72	76	85	55	66	-	89
No	22	21	23	28	24	15	45	34	100	11

Q5. Were you born in Canada?

Base: Total sample

**TABLE 30. YEARS IN CANADA**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	439	196	243	168	157	114	156	135	401	53
	%	%	%	%	%	%	%	%	%	%
5 years or less	37	32	40	56	40	5	65	63	100	-
6-9 years	11	12	10	20	9	-	12	13	-	-
10 years or more	53	56	49	24	52	95	23	24	-	100

Q6. How many years have you lived in Canada?

Base: No at Q5

**TABLE 31. TARGET GROUPS**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Currently/Planning Pregnant	2	2	2	4	2	-	100	-	-	-
Parents of kids under 6	6	5	7	7	11	<1	-	100	-	-
New to Canada	7	6	8	14	8	1	-	-	100	-
Seniors	20	26	15	-	-	54	-	-	-	100
GenPop	65	61	68	75	80	45	-	-	-	-

QGROUP.

Base: Total sample

**TABLE 32. PROVINCE**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Atlantic	6	7	5	4	5	10	6	8	6	16
Newfoundland	1	2	1	1	1	2	1	3	1	3
New Brunswick	2	2	2	1	2	3	2	2	3	5
Nova Scotia	3	3	2	1	2	4	3	4	2	6
PEI	<1	<1	<1	<1	<1	1	-	1	<1	2
Quebec	23	27	19	15	23	30	12	19	11	27
Ontario	39	33	43	56	43	21	48	38	47	10
Manitoba/Saskatchewan	7	8	6	3	5	11	8	8	9	15
Alberta	12	12	12	6	10	17	13	13	9	19
British Columbia/YK	14	12	15	16	14	11	13	15	18	13

Q7. Please enter the first three characters of your postal code.

Q7a. In which province or territory do you currently reside?

Base: Total sample

**TABLE 33. GENDER**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Male	47	100	-	35	50	55	55	36	40	59
Female	52	-	100	64	50	45	44	64	60	41
Prefer to self-identify:	1	-	-	1	1	-	<1	-	<1	-
Prefer not to answer	<1	-	-	<1	-	<1	-	-	-	-

Q8. What gender do you identify as?

Base: Total sample



TABLE 34. TYPE OF DWELLING

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
A single-family home detached from any other house	52	55	49	47	52	55	63	60	36	61
A single-family home attached to one or more houses (e.g., a townhouse or duplex)	17	16	19	20	16	17	18	19	22	15
An apartment building	28	27	29	30	30	25	18	21	40	21
A mobile home or trailer	1	1	2	1	1	1	1	-	<1	1
A condo	1	1	1	<1	<1	1	-	<1	-	2
Basement/basement apartment	<1	<1	<1	<1	-	<1	-	1	1	<1
OTHER	<1	<1	<1	-	<1	<1	-	-	-	<1
Don't know	<1	<1	1	1	-	<1	-	-	<1	-

Q32. Which of the following best describes your home?

Base: Total sample

TABLE 35. HOME OWNERSHIP STATUS

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Own	56	62	51	36	52	76	66	54	27	82
Rent	41	35	46	58	46	24	33	45	71	17
None of the above	3	2	3	6	3	<1	1	1	1	1

Q33. Do you own or rent your home?

Base: Total sample

TABLE 36. AGE OF HOME

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Prior to 1976	28	29	27	16	32	34	7	20	9	34
1976-1989	22	22	22	19	24	24	22	25	15	22
1990 or later	38	39	37	39	35	39	64	43	50	41
Don't know	13	10	15	27	10	4	7	11	25	2

Q34. Approximately, when was your home built?

Base: Total sample

**TABLE 37. HOUSEHOLD INCOME**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
< \$40K	27	23	31	37	30	17	11	25	28	7
\$40K-\$59K	17	16	19	20	14	18	9	10	17	9
\$60K-\$99K	30	33	27	19	27	42	27	32	28	56
\$100K +	20	24	15	15	23	20	51	29	18	23
Don't know/Prefer not to answer	6	4	7	8	6	4	2	5	8	4

Q35. Which of the following categories best describes your total household income last year, before taxes, from all sources for all household members?

Base: Total sample

**TABLE 38. PERSON WITH A DISABILITY**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Yes	18	15	20	20	17	19	8	12	6	18
No	79	83	76	76	81	79	89	85	91	82
Don't know	2	1	2	3	1	1	1	2	2	<1
Prefer not to answer	1	1	1	2	1	1	1	1	<1	-

Q36A. Do you identify as either of the following? - A person with a disability – a person who has a long-term or recurring visible or invisible impairment (such as vision, hearing,...) ...

Base: Total sample

**TABLE 39. PERSON WITH A PRE-EXISTING HEALTH CONDITION**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Yes	21	16	25	20	19	22	19	20	12	19
No	75	81	71	74	77	75	79	78	85	79
Don't know	3	2	3	3	3	2	1	2	3	2
Prefer not to answer	1	1	1	2	1	1	1	1	1	<1

Q36B. Do you identify as either of the following? - A person with a pre-existing health condition – such as someone who has asthma,... who may be at greater risk of exposure to chemicals and pollutants in the home

Base: Total sample



TABLE 40. LEVEL OF EDUCATION

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW- COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Grade 8 or less	1	1	1	1	1	1	<1	<1	-	1
Some high school	3	4	3	5	2	3	1	3	1	2
High school diploma or equivalent	22	22	21	27	19	20	11	13	9	18
Registered Apprenticeship or other trades certificate or diploma	6	9	4	3	6	9	4	5	2	9
College, CEGEP, or other non-university certificate or diploma	23	22	25	18	26	26	27	19	11	22
University certificate or diploma below bachelor's level	7	6	8	8	6	6	12	9	13	8
Bachelor's degree	24	23	24	27	23	22	34	32	35	25
Post graduate degree above bachelor's level	13	13	12	10	15	12	10	19	28	14
Prefer not to answer	1	1	1	1	1	1	-	<1	-	1
HS or less	26	27	26	32	22	25	12	16	10	21
College/some university/apprenticeship	36	36	37	29	39	40	43	33	26	39
University degree or higher	36	36	37	37	38	34	45	51	63	40

Q37. What is the highest level of formal education that you have completed?

Base: Total sample

TABLE 41. ETHNICITY

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW- COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Western European (UK, Spain, Portugal, France, Germany, Austria, Switzerland, etc.)	45	50	40	30	42	59	23	32	9	63
Canadian	11	11	12	6	11	16	2	8	-	17
Eastern European (Poland, Hungary, Romania, Ukraine, Russia, etc.)	11	10	12	10	11	12	6	8	4	12
South Asian (India, Afghanistan, Pakistan, Sri Lanka, etc.)	7	5	8	14	7	1	12	10	41	1
East Asian (China, Korea, Japan, Taiwan, etc.)	6	6	6	11	5	3	15	6	7	1
Caucasian/White/European (general)	5	4	5	3	6	6	2	2	<1	6
Indigenous (First Nations, Métis, Inuit (Inuk), etc.)	3	3	4	4	5	2	13	15	-	1
Southeast Asian (Thailand, Vietnam, Singapore, the Philippines, Indonesia, Cambodia, etc.)	3	3	4	6	3	1	2	3	10	<1
African (Nigeria, Ethiopia, Tanzania, etc.)	3	3	3	6	2	1	7	9	14	<1



Middle Eastern (Israel, Syria, Jordan, Egypt, Iran, Iraq, etc.)	3	3	3	5	4	<1	12	4	8	<1
South/Central/Latin American (Argentina, Mexico, Brazil, etc.)	2	2	2	3	2	1	3	4	6	<1
West Indian (Caribbean)	2	1	2	3	2	1	3	2	1	<1
North American	1	1	<1	1	<1	<1	-	1	-	1
American/USA	<1	1	<1	<1	-	1	-	-	-	<1
Mixed race/biracial	<1	<1	<1	<1	1	<1	1	<1	-	<1
OTHER	<1	<1	1	-	1	1	1	<1	<1	1
None	<1	<1	<1	<1	<1	<1	-	-	-	-
DK/NA/REF	<1	-	<1	1	-	-	-	<1	-	-
Prefer not to answer	6	5	6	7	6	4	3	7	2	3
Visible Minority	25	22	27	47	25	7	54	37	86	3
Indigenous	3	3	4	4	5	2	13	15	-	1
European	53	57	49	37	50	67	28	37	13	72

Q38. Which of the following ethnicity(ies) do you identify as?  
Base: Total sample

**TABLE 42. EMPLOYMENT STATUS**

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW-COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
Working full-time, that is, 35 or more hours per week	39	42	37	41	61	18	78	63	53	5
Working part-time, that is, less than 35 hours per week	10	8	12	16	8	7	9	9	15	5
Self-employed	6	6	6	5	8	6	3	4	6	3
Unemployed, but looking for work	7	6	7	8	9	3	3	6	7	<1
A student attending school full-time	7	5	10	24	1	-	2	2	11	-
Retired	23	28	20	<1	2	60	<1	1	3	86
Not in the workforce (full-time homemaker, unemployed, not looking for work)	5	3	6	3	8	3	5	13	4	<1
Disabled/LTD	1	1	1	-	2	1	<1	<1	-	-
Parental leave/maternity leave	<1	<1	<1	<1	<1	-	-	2	-	-
OTHER	<1	<1	1	1	<1	<1	-	1	-	-
Prefer not to answer	1	1	1	2	2	<1	1	1	1	-
Employed	55	56	54	62	76	31	89	76	73	13
Unemployed	7	6	7	8	9	3	3	6	7	<1
Not employed/not in workforce	28	31	26	3	10	64	5	14	7	86
Other	9	6	11	25	3	1	3	4	11	-

Q39. Which of the following best describes your current employment status?  
Base: Total sample



TABLE 43. TYPE OF EMPLOYMENT

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW- COMERS	SENIORS
n=	1099	526	566	367	499	233	312	303	294	66
	%	%	%	%	%	%	%	%	%	%
Technical/Professional	24	22	26	22	25	24	24	25	22	18
Service	22	14	29	23	21	20	15	20	19	26
Professional (doctor, nurse, lawyer, teacher, engineer)	18	13	22	17	18	18	15	19	16	15
Labour/Trades+D16:N46	17	29	7	13	18	23	12	16	12	18
Service or clerical worker (salesclerk, hair stylist, bank teller)	17	11	22	19	15	16	8	12	14	23
Management	14	14	13	15	15	10	18	17	20	5
Sales and Business	13	14	13	17	10	16	27	13	19	24
Middle management (restaurant, public service, office/retail)	10	11	10	12	10	9	11	12	16	3
General labourer (construction worker, taxi driver)	9	17	3	9	10	10	5	6	7	9
Skilled trades person (carpenter, electrician, plumber)	8	12	4	4	9	12	5	9	4	5
Sales (sales rep, wholesaler)	7	7	6	11	5	4	19	6	11	6
Technical worker (lab technician, surveyor, air traffic controller, software programmer)	6	8	4	5	7	6	9	7	6	3
Skilled service worker (police officer, firefighter, childcare)	5	3	7	5	6	4	7	9	6	3
Business owner (store owner, self-employed with employees)	4	3	5	4	3	7	5	3	4	6
Senior management/executive (President, VP, CEO, Principal)	3	4	3	3	5	1	7	4	4	2
Consultant (self-employed with no employees)	3	3	3	2	3	5	3	4	4	12
Creative/Artistic	2	2	2	2	3	1	1	3	3	2
Artistic, literary, recreation (actor, writer, photographer, musician)	2	2	2	2	3	1	1	3	3	2
Farmer or fisherman	<1	<1	<1	-	-	1	1	1	-	5
Other	4	4	5	4	4	5	2	4	2	8
Government	1	1	1	1	1	1	-	<1	-	-
Management/supervisory (other)	1	1	<1	<1	1	<1	-	1	-	3
Military or armed forces	<1	1	<1	-	1	1	<1	1	-	-
Administrative/admin	<1	<1	1	1	-	1	1	<1	1	-
Security/loss prevention	<1	<1	<1	<1	-	1	-	<1	<1	2
Healthcare	<1	<1	<1	-	<1	1	<1	<1	<1	2
Education (no mention of "teacher")	<1	-	<1	1	-	<1	-	1	<1	2
Hospitality	<1	-	<1	<1	<1	-	-	-	-	-
Freelance/contractor	<1	-	<1	-	<1	<1	<1	-	-	-
Other	1	1	1	1	1	1	-	-	<1	-
Prefer not to answer	4	2	5	5	4	1	2	3	3	-

Q40. What type of work do you do?

Base: Those who are employed.



TABLE 44. LANGUAGE SPOKEN AT HOME

	TOTAL	MALE	FEMALE	AGE 18-34	AGE 35-54	AGE 55+	PREGNANT	PARENTS	NEW- COMERS	SENIORS
n=	1999	946	1041	592	657	750	350	400	401	500
	%	%	%	%	%	%	%	%	%	%
English	72	69	75	77	73	67	87	78	76	71
French	23	27	19	15	22	30	9	19	6	28
Cantonese	1	<1	1	1	1	<1	-	<1	2	-

Q41. Which language do you speak most often at home?

Base: Total sample, Mentions of 1% and above shown, based on Total



### III. Detailed Methodology



## Detailed Methodology

### A. Sample Design

Overall, a final sample of n=2,908 completes was achieved. The target audience for this survey consisted of the general public of Canadians (n= 1,999), 18 years of age and older, and included boost oversamples for the following four priority audiences:

- Those who are currently pregnant/have someone in their house who is pregnant and those who are planning to become /spouse/partner planning to become pregnant in the next six months (n=350 - combined completes from general public natural fallout and boost oversample);
- Parents or guardians of children aged 6 and under (n=400);
- Seniors, aged 65 and older (n=401); and
- Newcomers to Canada (who have been in Canada for five years or less) (n=500).

#### General Public

For the general population (GP), soft quotas by household income were set. To ensure the final sample was representative of the Canadian population by household income, the following weights were initially applied.

#### WEIGHTING SCHEME OF GENERAL PUBLIC AUDIENCE BY HOUSEHOLD INCOME

Household Income	% of population (Source: Statistics Canada, 2021 Census)	Unweighted Sample Size (n)	Weight	Weighted Sample Size (n)	% of Total Sample
> \$60,000	46%	566	1.529541	890	47%
\$60,000- <\$100,000	33%	758	0.81934	601	32%
\$100,000+	21%	558	0.70828	391	21%
<b>Total</b>	<b>100%</b>	<b>1,882*</b>		<b>1,882*</b>	<b>100%</b>

\* 118 respondents answered 'Don't know' to this question and have therefore been excluded from the weighting.

In addition to weighting for household income, light weighting was also then undertaken by region. An initial disproportionate sample plan was implemented during fieldwork to ensure a robust regional analysis could be undertaken in regions such as Atlantic Canada, the Prairies and Pacific Canada. However, to ensure the final sample was representative of the Canadian population by region, the following weights were applied to the general population sample (excluding boosts obtained for priority groups).

#### WEIGHTING SCHEME OF GENERAL PUBLIC AUDIENCE BY REGION

Region	Province	% of population (Source: Statistics Canada, 2021 Census)	Unweighted Sample Size (n)	Weight	Weighted Sample Size (n)	% of Total Sample
Atlantic		6.5%			129	6.5%



	Newfoundland	1.4%	40	0.7	28	1.4%
	PEI	<1%	17	0.470588	8	0.4%
	Nova Scotia	2.6%	62	0.838709	52	2.6%
	New Brunswick	2.1%	55	0.763636	42	2.1%
Quebec	Quebec	23%	365	1.260273	460	23.0%
Ontario	Ontario	38%	701	1.098430	770	38.5%
Prairies		19%				
	Manitoba/Saskatchewan	7%	182	0.747252	136	6.8%
	Alberta	12%	260	0.892307	232	11.6%
Pacific	British Columbia/North	13%	319	0.852664	272	13.6%
<b>Total</b>		<b>100%</b>	<b>2,000</b>		<b>1,999</b>	<b>100%</b>

Quotas were also set to aim for a 50/50 gender split and to be reflective of the population by age.

#### RESULTS OF GENERAL PUBLIC AUDIENCE BY GENDER AND AGE

	% of population (Source: Statistics Canada, 2021 Census)	Sample Size Achieved (n)	% of Total Sample
<b>Gender</b>			
Male	49.6%	946	47.3%
Female	50.4%	1041	52.1%
<b>Age</b>			
18-24	10.9%	250	12.5%
25-44	34.9%	735	36.8%
45-64	31.0%	604	30.2%
65+	23.2%	410	20.5%

#### Priority Audiences

To boost the sample size of each priority audience, additional oversamples of n=909 survey completions (above and beyond what was obtained naturally from the main GP survey) were achieved as per the table below. While no specific quotas were set for these groups, best attempts were made to ensure representation by region, age and gender (as applicable).

#### QUOTAS BY PRIORITY AUDIENCE

Target Audience	Incidence within the Population	Natural Fall-out from GP Sample of 2,000	Oversample	Total (n)
Seniors (aged 65+)	23.2%	464	36	500
Parents/guardians of children aged 6 or under	6.1%	122	278	400



Newcomers (who have been in Canada for 5 years of less)	5.8%	116	285	401
Pregnant people and/or those planning on becoming pregnant in the next 6 months	<2%	40	310	350
<b>Total Boost (n)</b>			<b>909</b>	

### Additional Information on Online Panel

Our online panel partner for this study, Logit, has extensive experience managing panels for online research across Canada. The panels are recruited through various online portals to ensure demographically balanced respondents. Logit manages all aspects of the panel, from recruitment, registration, survey administration and removal of those who would like to retire from the panel. Strict guidelines are also enforced ensuring that each panelist only participates in research surveys no more than twice a month. However, to be a respondent to this type of Government of Canada survey, panel members may not have participated in any Government of Canada survey as a member of Logit’s panel, or a survey on similar subject matter, within the past 30 days.

## B. Questionnaire Design

The Strategic Counsel worked with Health Canada to develop a questionnaire that ensured all research objectives were met and that it adhered to Government of Canada Standards for Public Opinion Research. All research materials (i.e.; questionnaires) can be found in the Appendix.

## C. Pre-test

Following the Government of Canada’s Standards for Public Opinion Research for Online Surveys, The Strategic Counsel conducted a pre-test on December 13, 2024, prior to launching the survey. In total, the survey was pre-tested among n=22 respondents (12 in English and 10 in French). Based on the 22 completes obtained, the average length of completion was approximately 20 minutes.

Overall, the findings from the pre-test were very positive. All respondents who completed the survey agreed (100%), either somewhat or strongly, that the questions were:

- Easy to complete;
- Straightforward and easy to understand; and
- The survey was of a reasonable length.

Moreover, the majority of respondents also found the topic interesting (86%) and stated that they had learned something from the survey (82%). Any additional feedback, in terms of comments in the open-ends, were generally positive such as “I enjoyed it” or indicated some degree of learning from the survey, including “[I was] unaware there were so many harmful additives.”



Given the positive findings, TSC recommended to Health Canada that the online survey be fully launched with no additional changes to the content.

## D. Fieldwork and Length of Survey

Following the pre-test, the fieldwork for this survey was conducted from December 14<sup>th</sup>, 2024, to January 14<sup>th</sup>, 2025. On average, the survey took 19 minutes to complete.

## E. Final Dispositions

A total of 9,182 people entered the survey online. Among those, 2,909 individuals qualified and completed the survey (2,000 completes from the main sample and 909 completes from the oversamples for the four priority audiences). The overall completion rate was 95% and the overall response rate was 7%, according to the calculations shown below.

$$\begin{array}{l} \text{Response Rate} = \frac{\text{Interviews Started}}{\text{Respondents E-mailed}} \\ 7\% = \frac{9,182}{131,171} \end{array} \qquad \begin{array}{l} \text{Completion Rate} = \frac{\text{Completes + Screen outs + Quota full}}{\text{Total \# of Click Ins}} \\ 95\% = \frac{(2,909 + 1,325 + 4,449) = 8,683}{9,182} \end{array}$$

### ONLINE DISPOSITIONS

Dispositions	N
Respondents E-mailed	
Total Entered Survey	9,182
Completed	2,909
Not Qualified/Screen Outs	1,325
Quota Full	4,449
Suspend/Drop-Off	499

## F. Study Limitations

The use of an online opt-in panel means that only those who have volunteered to participate in online surveys were asked to complete the survey. In addition, online surveys by nature only include respondents with the basic literacy skills to navigate the Internet. As such, a margin of error cannot be applied to the final sample and no inferences can be made to the broader target population.

Additionally, nonresponse bias can exist when respondents refuse, are unable or unwilling to complete the survey. With nonresponse bias, those who willingly participate in a survey and nonrespondents may differ in their attitudes and behaviours. Therefore, the sample may not be representative of the target population as a whole. Furthermore, those without internet access or even reduced internet access would have been excluded from this study.



## G. KPI Calculations and Weighting

### How the KPIs were Calculated

#### ***KPI #1: Actions Taken to Minimize Health Risks of Harmful Chemicals***

To calculate the percentage of Canadians surveyed who took recommended actions to minimize the health risks of harmful chemicals, Health Canada proposed to use a combination of results from a series of questions in this survey related to undertaking healthy home behaviours/actions. This included 40 different data points taken from six key survey questions including: personal care products (Q.20 in 2025), cleaning (Q.18), food preparation, cooking and storage (Q.19), renovations (Q.17), environmental health (Q.23/Q.24), and protective behaviours (Q.23/Q.24). A full list of the responses included in Table A of the report. In order to create a single metric, an average was created by adding the sum of all responses and dividing it by the number of recommended actions (40).

#### ***KPI #2: Consulted Government of Canada Webpages***

The second KPI was created to assess the percentage of Canadians surveyed who have consulted Government of Canada webpages to learn more about how to minimize the health risks of harmful chemicals. Similar to 2022, the 2025 Healthy Home Environmental Health survey included a question (Q.28) which asked, 'If you were looking for information on health risks (e.g., household chemicals, lead, carbon monoxide poisoning, radon, etc.) that may be present in your home, where would you look?'. Respondents were provided with a prompted list of potential information sources and the KPI is taken from the percentage of those who selected 'Government of Canada' websites.

### Weighting

At Health Canada's request, unlike the remainder of the report, the data for the KPIs are based on a weighted total (n=2,909) which combines the general population and target groups samples. The GP total columns presented throughout the rest of the tables in the report include the weighted general population sample (n=1,999), as described earlier in this section.

Instructions were not provided in the 2022 report as to how the weighting was undertaken for the 2022 'total' data (n=2,187). The 2022 data file demonstrates multi-layer complex weighting scheme. In order to ensure trackability between 2022 and 2025, weighting was undertaken on a cell-by-cell basis for each key demographic (gender, age, region, and household income) to match as closely as possible to the 2022 composition.



## IV. Appendix



## Appendix

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### A. Questionnaire (English and French)

#### Healthy Home Environmental Health (2025 Survey) FINAL

##### Introduction

The Government of Canada is conducting a survey on the knowledge, attitudes and behaviours of Canadians about **health issues and risks in and around the home**. The Strategic Counsel has been hired to administer this survey. Si vous préférez répondre au sondage en français, veuillez cliquer sur français [**Direct the respondent to the French language version**]. The survey takes **about 15-20 minutes** to complete, and your participation is voluntary and confidential.

Your answers will not be attributed to you and the information you provide will be administered according to the requirements of the *Privacy Act*, the *Access to Information Act*, and any other pertinent legislation. Your decision to participate or not is yours alone and there will be no consequences if you decide not to participate.

Review the questions below for more information about how any personal information collected in this survey is handled.

##### **How will your personal information be handled? [PN: COLLAPSIBLE PARAGRAPH – ONLY SHOW TEXT IF RESPONDENT CLICKS ON THE QUESTION]**

The personal information you provide to Health Canada is handled in accordance with the *Privacy Act* and is being collected under the authority of Section 4 of the *Department of Health Act* and in accordance with the Treasury Board Directive on Privacy Practices. We only collect the information we need to conduct the research project.

##### **Why are we collecting your personal information? [PN: COLLAPSIBLE PARAGRAPH – ONLY SHOW TEXT IF RESPONDENT CLICKS ON THE QUESTION]**

The aim of this survey is to understand your views on various health issues related to the home environment. We require your personal information such as demographic information to better understand the topic of the research. However, your responses are always combined with the responses of others for analysis and reporting; you will never be directly identified.

We will not ask you to provide us with any information that could directly identify who you are, such as your name, or full date of birth. However, it's possible the responses you provide could be used alone, or in combination with other available information, to identify you. The protection of your personal information is very important to us, and we will make every effort to safeguard it and reduce the risk that you are identified.

##### **Will we use or share your personal information for any other reason? [PN: COLLAPSIBLE PARAGRAPH – ONLY SHOW TEXT IF RESPONDENT CLICKS ON THE QUESTION]**

The survey firm, The Strategic Counsel, will be responsible for collecting survey data from all participants. Once data collection is complete, The Strategic Counsel will provide Health Canada with a dataset that will not include any directly identifying responses to reduce the risk that you could be identified. All the responses received will be grouped for analysis and presented in grouped form. The dataset may also be available to federal and provincial governments, organizations, and researchers across Canada, if requested. Any reports or publications produced based on this research will use grouped data and will not identify you or link you to these survey results.



**What are your rights? [PN: COLLAPSIBLE PARAGRAPH – ONLY SHOW TEXT IF RESPONDENT CLICKS ON THE QUESTION]**

You have a right to complain to the Privacy Commissioner of Canada if you feel your personal information has been handled improperly. For more information about these rights, or about how we handle your personal information, please contact Trista Heney, Associate, The Strategic Counsel, at 416-975-4465 ext. 272.

To verify the authenticity of this survey, click here. **[POP UP IN NEW BROWSER WINDOW]**

This research is sponsored by Health Canada. Note that your participation will remain completely confidential and it will not affect your dealings with the Government of Canada, including Health Canada, in any way.

To verify the legitimacy of this survey please [click here](#) and enter the Project Code 20241205-TH078.

If you would like to request an alternative format of the survey, please contact:

Trista Heney  
Phone: 416-975-4465 ext. 272  
Email: [theney@thestrategiccounsel.com](mailto:theney@thestrategiccounsel.com)

**Screening and Quota Monitoring Questions**

1. In what year were you born? **[PN: RECORD YEAR – YYYY. TERMINATE THOSE BORN 2007 OR LATER. MONITOR QUOTAS BY AGE GROUP]**

Prefer not to answer  **[CONTINUE TO 1A]**

- 1a. Would you be willing to indicate in which of the following age categories you belong?

18-24	<input type="checkbox"/>	<b>CONTINUE</b>
25-34	<input type="checkbox"/>	<b>CONTINUE</b>
35-44	<input type="checkbox"/>	<b>CONTINUE</b>
45-54	<input type="checkbox"/>	<b>CONTINUE</b>
55-64	<input type="checkbox"/>	<b>CONTINUE</b>
65 or older	<input type="checkbox"/>	<b>CONTINUE (MONITOR FOR QUOTA)</b>
Prefer not to answer	<input type="checkbox"/>	<b>TERMINATE</b>

2. Do you have children in your household in any of the following age categories? Please select all that apply.

Age 6 or under	<input type="checkbox"/>	<b>CONTINUE (MONITOR FOR QUOTA)</b>
7-12 years of age	<input type="checkbox"/>	<b>CONTINUE</b>
13-17 years of age	<input type="checkbox"/>	<b>CONTINUE</b>
18 years of age or older	<input type="checkbox"/>	<b>CONTINUE</b>
I do not have any children living in the household	<input type="checkbox"/>	<b>CONTINUE</b>
Prefer not to answer	<input type="checkbox"/>	<b>TERMINATE</b>

3. Are you or anyone in your house currently pregnant?



Yes	<input type="checkbox"/>	<b>CONTINUE (MONITOR FOR QUOTA)</b>
No	<input type="checkbox"/>	<b>CONTINUE</b>
Not sure	<input type="checkbox"/>	<b>CONTINUE</b>
Prefer not to answer	<input type="checkbox"/>	<b>TERMINATE</b>

4. Are you, or a spouse or partner, planning to become pregnant within the next 6 months?

Yes	<input type="checkbox"/>	<b>CONTINUE (MONITOR FOR QUOTA)</b>
No	<input type="checkbox"/>	<b>CONTINUE</b>
Not sure	<input type="checkbox"/>	<b>CONTINUE</b>
Prefer not to answer	<input type="checkbox"/>	<b>TERMINATE</b>

5. Were you born in Canada?

Yes	<input type="checkbox"/>	<b>CONTINUE</b>
No	<input type="checkbox"/>	<b>CONTINUE</b>
Prefer not to answer	<input type="checkbox"/>	<b>TERMINATE</b>

6. **[IF 'NO' AT Q.5, ASK]** How many years have you lived in Canada?

5 years or less	<input type="checkbox"/>	<b>CONTINUE (MONITOR FOR QUOTA)</b>
6-9 years	<input type="checkbox"/>	<b>CONTINUE</b>
10 years or more	<input type="checkbox"/>	<b>CONTINUE</b>
Prefer not to answer	<input type="checkbox"/>	<b>TERMINATE</b>

7. Please enter the first three characters of your postal code. **[PN: MONITOR QUOTAS BY PROVINCE/REGION]**

Prefer not to answer

7a. **[ASK ONLY OF THOSE WHO SAY 'PREFER NOT TO ANSWER' AT Q.7]** In which province or territory do you currently reside? **[PN: MONITOR QUOTAS BY PROVINCE/REGION]**

Alberta	<input type="checkbox"/>
British Columbia	<input type="checkbox"/>
Manitoba	<input type="checkbox"/>
New Brunswick	<input type="checkbox"/>
Newfoundland and Labrador	<input type="checkbox"/>
Northwest Territories	<input type="checkbox"/>
Nova Scotia	<input type="checkbox"/>
Nunavut	<input type="checkbox"/>
Ontario	<input type="checkbox"/>
Prince Edward Island	<input type="checkbox"/>
Quebec	<input type="checkbox"/>
Saskatchewan	<input type="checkbox"/>
Yukon	<input type="checkbox"/>
Outside of Canada <b>[PN: TERMINATE]</b>	<input type="checkbox"/>
Prefer not to answer <b>[PN: TERMINATE]</b>	<input type="checkbox"/>



8. What gender do you identify as? **[PN: AIM FOR APPROX. 50/50 GENDER SPLIT]**

Male	<input type="checkbox"/>
Female	<input type="checkbox"/>
Prefer to self-identify:	<input type="checkbox"/>
Prefer not to answer	<input type="checkbox"/>

9. Which of the following do you associate most closely with a 'healthy home environment'? Please select all that apply. **[PN: RANDOMIZE ITEMS]**

Good indoor air quality	<input type="checkbox"/>
A decluttered environment	<input type="checkbox"/>
Good natural lighting	<input type="checkbox"/>
Well ventilated	<input type="checkbox"/>
Clean	<input type="checkbox"/>
Safe	<input type="checkbox"/>
Contaminant-free	<input type="checkbox"/>
Pest-free	<input type="checkbox"/>
Energy efficient	<input type="checkbox"/>
Well insulated	<input type="checkbox"/>
Other, please specify <b>[PN: ANCHOR TO BOTTOM OF LIST]</b>	<input type="checkbox"/>

10. Thinking about the design, construction and maintenance of your home in addition to any potential hazards in and around your home, how would you rate the health of your home environment?

Excellent	<input type="checkbox"/>
Good	<input type="checkbox"/>
Fair	<input type="checkbox"/>
Poor	<input type="checkbox"/>
Very poor	<input type="checkbox"/>

11. Which of the following have you heard of? Please select all that apply. **[PN: RANDOMIZE ITEMS]**

Boric acid (borax, boron or borate)	<input type="checkbox"/>
Flame retardants	<input type="checkbox"/>
Formaldehyde	<input type="checkbox"/>
Phthalates	<input type="checkbox"/>
Talc	<input type="checkbox"/>
Mercury	<input type="checkbox"/>
Triclosan	<input type="checkbox"/>
Aluminum	<input type="checkbox"/>
Lead	<input type="checkbox"/>
Benzene	<input type="checkbox"/>
Bisphenol A (BPA)	<input type="checkbox"/>
Essential oils	<input type="checkbox"/>
PFAS	<input type="checkbox"/>
Radon gas	<input type="checkbox"/>
Air Quality Health Index (AQHI)	<input type="checkbox"/>
Carbon monoxide	<input type="checkbox"/>



Asbestos	<input type="checkbox"/>
Parabens	<input type="checkbox"/>
Salicylic acid	<input type="checkbox"/>
Petrolatum	<input type="checkbox"/>
Acetone	<input type="checkbox"/>
Dimethicone	<input type="checkbox"/>
Sulfates	<input type="checkbox"/>
Glycerin	<input type="checkbox"/>
I haven't heard of any of these before [PN: ANCHOR TO BOTTOM OF LIST]	<input type="checkbox"/>

12. Which of the following products, if any, do you think could pose health risks to you and your family? Please select all that apply. [PN: RANDOMIZE ITEMS]

Certain personal care products such as cosmetics, skincare or hair products	<input type="checkbox"/>
Home fragrance products such as scented candles, room sprays or air fresheners	<input type="checkbox"/>
Essential oils and their diffusers	<input type="checkbox"/>
Household chemicals such as kitchen and bathroom cleaners	<input type="checkbox"/>
Turpentine, paint, paint strippers/thinners	<input type="checkbox"/>
Products that may contain lead (e.g. paint, costume jewelry, crystal)	<input type="checkbox"/>
Building materials such as adhesives, sealants or insulation products	<input type="checkbox"/>
Materials used in hobbies or craft projects	<input type="checkbox"/>
Pesticides, herbicides, insecticides	<input type="checkbox"/>
Natural health products such as herbal remedies, vitamins and minerals, probiotics	<input type="checkbox"/>
Composite wood products such as plywood, particle board or medium-density fibreboard	<input type="checkbox"/>
Single-use plastics	<input type="checkbox"/>
None of the above [PN: ANCHOR TO BOTTOM OF LIST]	<input type="checkbox"/>

13. Which of the following, if any, do you think could pose health risks to you and your family? Please select all that apply. [PN: RANDOMIZE ITEMS]

Drinking water	<input type="checkbox"/>
Outdoor air	<input type="checkbox"/>
Indoor air	<input type="checkbox"/>
Soil from your garden or lawn	<input type="checkbox"/>
Radiation (including electromagnetic radiation)	<input type="checkbox"/>
Radon gas	<input type="checkbox"/>
Asbestos	<input type="checkbox"/>
Mould/humidity	<input type="checkbox"/>
Carbon monoxide	<input type="checkbox"/>
Cigarette smoke	<input type="checkbox"/>
Cannabis smoke	<input type="checkbox"/>



Wood smoke	<input type="checkbox"/>
None of the above [PN: ANCHOR TO BOTTOM OF LIST]	<input type="checkbox"/>

14. Which of the following chemicals, if any, do you think could pose risks to you and your family? Please select all that apply. [PN: RANDOMIZE ITEMS]

Boric acid (borax, boron or borate)	<input type="checkbox"/>
Flame retardants	<input type="checkbox"/>
Formaldehyde	<input type="checkbox"/>
Phthalates	<input type="checkbox"/>
Talc	<input type="checkbox"/>
Mercury	<input type="checkbox"/>
Triclosan	<input type="checkbox"/>
Aluminum	<input type="checkbox"/>
Lead	<input type="checkbox"/>
Benzene	<input type="checkbox"/>
Bisphenol A (BPA)	<input type="checkbox"/>
Essential oils	<input type="checkbox"/>
PFAS	<input type="checkbox"/>
None of the above [PN: ANCHOR TO BOTTOM OF LIST]	<input type="checkbox"/>

15. Which of the following are you most concerned with? Please select your top three in order of concern. [PN: POPULATE WITH RESPONSES SELECTED FROM Q.12, Q.13, AND Q.14. RESPONDENT TO SELECT 3 ITEMS FROM LIST ONLY, WITH 1<sup>st</sup> BEING ITEM OF MOST CONCERN, FOLLOWED BY 2<sup>nd</sup> AND 3<sup>rd</sup> .]

16. When was the last time, if ever, interior renovations were completed in your home, by you or someone else? This could include minor projects such as painting furniture or walls to more major projects such as finishing a basement.

In the past 12 months	<input type="checkbox"/>
In the past 5 years	<input type="checkbox"/>
More than 5 years ago [PN: SKIP TO Q.18]	<input type="checkbox"/>
Never [PN: SKIP TO Q.18]	<input type="checkbox"/>

17. [IF 'PAST 12 MONTHS/PAST 5 YEARS' AT Q.16, ASK] To what extent did you do each of the following during your renovations?

RANDOMIZE ITEMS A-G	Always	Usually	About half the time	Seldom	Never	Not Applicable
a. Wear protective gear such as gloves, a mask, and/or safety glasses	<input type="checkbox"/>					
b. Keep your work areas well	<input type="checkbox"/>					



ventilated, let in fresh, clean air						
c. Ventilate (open a window or turn on an exhaust fan) when using composite wood products such as plywood, particle board or medium-density fibreboard	<input type="checkbox"/>					
d. Use low-emission products such as low-volatile organic compounds (VOC) paint or adhesives	<input type="checkbox"/>					
e. Consult a professional to test for or remove asbestos	<input type="checkbox"/>					
f. Test for lead-based paint before removing or stripping paint from the walls	<input type="checkbox"/>					
g. Keep vulnerable people such as children, pregnant people and seniors away from the worksite or room under renovation	<input type="checkbox"/>					

18. When cleaning or maintaining your home, how often do you do the following?

<b>RANDOMIZE ITEMS A-N</b>	<b>Always</b>	<b>Usually</b>	<b>About half the time</b>	<b>Seldom</b>	<b>Never</b>	<b>Not Applicable</b>
a. Follow the instructions on the label every time you use a household cleaner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Mix household chemical products together	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Ensure proper ventilation by opening windows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



or doors and/or running exhaust fans during and after using household cleaners or chemical products						
d. Use protective equipment such as goggles, mask, or rubber gloves as required	<input type="checkbox"/>					
e. Wash your hands with soap and water after using a household product	<input type="checkbox"/>					
f. Choose low volatile organic compound (VOC) cleaning products, that is products that have less odour or off-gas less	<input type="checkbox"/>					
g. Clean floors and household surfaces with a wet cloth or mop	<input type="checkbox"/>					
h. Use a vacuum with a HEPA filter	<input type="checkbox"/>					
i. Regularly check chemical product containers for leaks or damage	<input type="checkbox"/>					
j. Keep household chemical products out of reach and sight of young children	<input type="checkbox"/>					
k. Remove your outdoor shoes when inside the home	<input type="checkbox"/>					
l. Use a pillow cover or mattress cover on your bed	<input type="checkbox"/>					
m. Wash bedding on a weekly basis	<input type="checkbox"/>					
n. Replace your furnace filter	<input type="checkbox"/>					



approximately every three months						
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19. When preparing, cooking and/or storing food, how often do you do the following?

<b>RANDOMIZE ITEMS A-H</b>	<b>Always</b>	<b>Usually</b>	<b>About half the time</b>	<b>Seldom</b>	<b>Never</b>	<b>Not Applicable</b>
a. Look for a “microwave safe” label on glass, ceramic and plastic containers before putting in the microwave	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Heat food in plastic single-use containers, such as margarine or yogurt tubs, styrofoam take-out containers, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Pour hot liquids into plastic containers, such as margarine or yogurt containers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Store food in food-grade containers, such as glass or stainless steel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Store food in plastic single-use containers such as margarine or yogurt tubs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Discard or recycle stained, chipped or cracked plastics and containers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Use your range hood when cooking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Let your taps run until the water is cold before	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



drinking, cooking or making baby food						
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20. When purchasing personal care products such as shampoo, deodorants, cosmetics, or hand soaps, how often do you do the following?

RANDOMIZE ITEMS A-C	Always	Usually	About half the time	Seldom	Never	Not Applicable
a. Read the ingredients list	<input type="checkbox"/>					
b. Avoid specific ingredients in products for yourself	<input type="checkbox"/>					
c. [IF '6 OR UNDER' AND/OR '7-12' AT Q.2, ASK] Avoid specific ingredients in products for children aged 12 or under	<input type="checkbox"/>					

21. [IF 'SELDOM, HALF THE TIME, USUALLY, ALWAYS' AT Q.20B, ASK] Which of the following ingredients, if any, do you try to avoid when purchasing personal care products for yourself? Please select all that apply. [PN: RANDOMIZE ITEMS]

Parabens	<input type="checkbox"/>
Talc	<input type="checkbox"/>
Essential oils, e.g. rose oil	<input type="checkbox"/>
Salicylic acid	<input type="checkbox"/>
Triclosan	<input type="checkbox"/>
Aluminum	<input type="checkbox"/>
Petrolatum	<input type="checkbox"/>
PFAS	<input type="checkbox"/>
Fragrance	<input type="checkbox"/>
Acetone	<input type="checkbox"/>
Formaldehyde	<input type="checkbox"/>
Sulfates	<input type="checkbox"/>
Dimethicone	<input type="checkbox"/>
Glycerin	<input type="checkbox"/>
Other, please specify: [PN: ANCHOR SECOND FROM BOTTOM OF LIST]	<input type="checkbox"/>
None of the above [PN: ANCHOR TO BOTTOM OF LIST]	<input type="checkbox"/>



22. [IF 'SELDOM, HALF THE TIME, USUALLY, ALWAYS' AT Q.20C, ASK] Which of the following ingredients, if any, do you try to avoid when purchasing personal care products for children aged 12 and under? Please select all that apply. [PN: RANDOMIZE ITEMS]

Parabens	<input type="checkbox"/>
Talc	<input type="checkbox"/>
Essential oils, e.g. rose oil	<input type="checkbox"/>
Salicylic acid	<input type="checkbox"/>
Triclosan	<input type="checkbox"/>
Aluminum	<input type="checkbox"/>
Petrolatum	<input type="checkbox"/>
PFAS	<input type="checkbox"/>
Fragrance	<input type="checkbox"/>
Acetone	<input type="checkbox"/>
Formaldehyde	<input type="checkbox"/>
Sulfates	<input type="checkbox"/>
Dimethicone	<input type="checkbox"/>
Glycerin	<input type="checkbox"/>
Other, please specify: [PN: ANCHOR SECOND FROM BOTTOM OF LIST]	<input type="checkbox"/>
None of the above [PN: ANCHOR TO BOTTOM OF LIST]	<input type="checkbox"/>

23. Have you ever done any of the following? Please select all that apply. [PN: RANDOMIZE ITEMS A-G]

a. Tested for radon in your home	<input type="checkbox"/>
b. Tested for lead in your drinking water	<input type="checkbox"/>
c. Tested your water for other potential contaminants [PN: THIS ITEM SHOULD ALWAYS FOLLOW ITEM B]	<input type="checkbox"/>
d. Installed a carbon monoxide alarm in your home	<input type="checkbox"/>
e. Tested the paint in your house for lead	<input type="checkbox"/>
f. Regularly checked the Air Quality Health Index (AQHI) during heat waves	<input type="checkbox"/>
g. Regularly checked the Air Quality Health Index (AQHI) during situations where wildfires are active in your area	<input type="checkbox"/>
h. None of the above [PN: ANCHOR TO BOTTOM OF LIST]	<input type="checkbox"/>

24. How often do you undertake the following activities?

RANDOMIZE ITEMS A-I	Always	Usually	About half the time	Seldom	Never
a. Dispose of chemical products using municipal guidelines	<input type="checkbox"/>				



b. Take unused pharmaceuticals to a pharmacy for disposal (both prescription and over-the-counter)	<input type="checkbox"/>				
c. Turn on exhaust fans or open a window while showering	<input type="checkbox"/>				
d. Keep indoor moisture and humidity levels low to prevent mould	<input type="checkbox"/>				
e. Clean up small amounts of mould with water and dish soap	<input type="checkbox"/>				
f. Annual inspection of your furnace	<input type="checkbox"/>				
g. Annual inspection of your water heater	<input type="checkbox"/>				
h. Annual inspection of your air conditioner	<input type="checkbox"/>				
i. Annual servicing or inspection of your gas or wood burning fireplace	<input type="checkbox"/>				

25. Which of the following, if any, prevent you from maintaining a healthier home? Please select all that apply.

**[PN: RANDOMIZE ITEMS]**

It costs too much to address the issue	<input type="checkbox"/>
The information available is confusing, complicated or contradictory	<input type="checkbox"/>
I don't know where to find reliable information	<input type="checkbox"/>
I rent my house/apartment, so I don't have control of the issue of concern	<input type="checkbox"/>
Not enough time to address	<input type="checkbox"/>
I live in an older home which makes this more challenging	<input type="checkbox"/>
My home is fairly cluttered which makes this more challenging	<input type="checkbox"/>
I often feel too tired to address the issue	<input type="checkbox"/>
Other, please specify: <b>[PN: ANCHOR THIRD FROM BOTTOM OF LIST]</b>	<input type="checkbox"/>



I am currently able to maintain a healthy home [PN: ANCHOR SECOND FROM BOTTOM OF LIST]	<input type="checkbox"/>
None of the above [PN: ANCHOR TO BOTTOM OF LIST]	<input type="checkbox"/>

26. Which of the following, if any, would help or motivate you to maintain a healthier home? Please select all that apply. [PN: RANDOMIZE ITEMS]

Understanding/knowledge of the risks	<input type="checkbox"/>
Easy and free ways to address risks	<input type="checkbox"/>
Personal health	<input type="checkbox"/>
Health of my family/children	<input type="checkbox"/>
Environmental concerns	<input type="checkbox"/>
Fear of illness due to unaddressed risk	<input type="checkbox"/>
Government funding, incentives, tax credits or rebate programs	<input type="checkbox"/>
Other, please specify: [PN: ANCHOR SECOND FROM BOTTOM OF LIST]	<input type="checkbox"/>
None of the above [PN: EXCLUSIVE. ANCHOR TO BOTTOM OF LIST]	<input type="checkbox"/>

27. When was the last time you looked for information on health risks (e.g., household chemicals, lead, carbon monoxide poisoning, radon, etc.) in your home?

Within the last 6 months	<input type="checkbox"/>
Within the last year	<input type="checkbox"/>
Within the last 2 years	<input type="checkbox"/>
Within the last 5 years	<input type="checkbox"/>
Within the last 10 years	<input type="checkbox"/>
More than 10 years ago	<input type="checkbox"/>
I have never looked for information on health risks in my home	<input type="checkbox"/>

28. If you were looking for information on health risks (e.g., household chemicals, lead, carbon monoxide poisoning, radon, etc.) that may be present in your home, where would you look? Please select all that apply. [PN: RANDOMIZE ITEMS. WEBSITES AND SOCIAL MEDIA ITEMS SHOULD BE RANDOMIZED, WITH 'OTHER' OPTION ANCHORED AT END OF THIS LIST OF ITEMS. THIS BLOCK THEN RANDOMIZED WITH OTHER ITEMS.]

Search engine such as Google or Bing	<input type="checkbox"/>
Government of Canada website	<input type="checkbox"/>
Provincial/Territorial government website	<input type="checkbox"/>
Municipal government website	<input type="checkbox"/>
Public health unit website	<input type="checkbox"/>
Health group website	<input type="checkbox"/>
Consumer group website	<input type="checkbox"/>
Manufacturer's website	<input type="checkbox"/>
Health professional website	<input type="checkbox"/>
Blog	<input type="checkbox"/>
YouTube	<input type="checkbox"/>



Social media (e.g., Facebook, Instagram, X, Tik Tok, etc.)	<input type="checkbox"/>
Social media influencers/personalities	<input type="checkbox"/>
Other website or internet source, please specify	<input type="checkbox"/>
1-800 O-Canada phone line	<input type="checkbox"/>
Home renovation magazines or books	<input type="checkbox"/>
Home/Lifestyle magazines or books	<input type="checkbox"/>
Newspapers	<input type="checkbox"/>
News media	<input type="checkbox"/>
Other, please specify: <b>[PN: ANCHOR TO BOTTOM OF LIST]</b>	<input type="checkbox"/>

29. **[IF ‘SOCIAL MEDIA’ OR ‘SOCIAL MEDIA INFLUENCERS’PERSONALITIES’ CHECKED AT Q.28, ASK]** Which social media platforms do you use regularly? **[PN: RANDOMIZE ITEMS]**

Facebook	<input type="checkbox"/>
Instagram	<input type="checkbox"/>
X (formerly Twitter)	<input type="checkbox"/>
TikTok	<input type="checkbox"/>
Bluesky	<input type="checkbox"/>
Snapchat	<input type="checkbox"/>
Reddit	<input type="checkbox"/>
Other, please specify: <b>[PN: ANCHOR TO BOTTOM OF LIST]</b>	<input type="checkbox"/>

30. If you were looking for information on health risks (e.g., household chemicals, lead, carbon monoxide poisoning, radon, etc.) that may be present in your home, what format would you prefer? Please select your **top 3 preferences.**

Websites	<input type="checkbox"/>
Pamphlets/brochures/postcards	<input type="checkbox"/>
Videos	<input type="checkbox"/>
Podcasts	<input type="checkbox"/>
Mobile apps	<input type="checkbox"/>
Facebook	<input type="checkbox"/>
X (formerly Twitter)	<input type="checkbox"/>
Bluesky	<input type="checkbox"/>
Pinterest	<input type="checkbox"/>
WhatsApp	<input type="checkbox"/>
YouTube	<input type="checkbox"/>
Instagram	<input type="checkbox"/>
LinkedIn	<input type="checkbox"/>
Tik Tok	<input type="checkbox"/>
Blogs	<input type="checkbox"/>
Trade shows/community events	<input type="checkbox"/>
Virtual webinars/presentations	<input type="checkbox"/>
In person webinars/presentations	<input type="checkbox"/>
Other, please specify: <b>[PN: ANCHOR TO BOTTOM OF LIST]</b>	<input type="checkbox"/>



31. From the list below, please indicate which **three** you trust the most when it comes to providing information about a healthier home environment? **[PN: RANDOMIZE LIST. ACCEPT UP TO 3 RESPONSES.]**

Government of Canada website (Canada.ca)	<input type="checkbox"/>
USA Government website (USA.gov)	<input type="checkbox"/>
Health Canada website	<input type="checkbox"/>
News (online, radio, television)	<input type="checkbox"/>
Non-governmental health organizations such as national or provincial lung associations	<input type="checkbox"/>
Research publications	<input type="checkbox"/>
Scientists	<input type="checkbox"/>
Social media	<input type="checkbox"/>
Internet message platforms such as Reddit or Quora	<input type="checkbox"/>
Google search	<input type="checkbox"/>
Friends or family	<input type="checkbox"/>
Healthcare professionals	<input type="checkbox"/>
Home audit experts/inspectors	<input type="checkbox"/>
Product manufacturer or retailer	<input type="checkbox"/>
Building contractors/developers	<input type="checkbox"/>
Realtors	<input type="checkbox"/>
Other, please specify: <b>[PN: ANCHOR SECOND TO BOTTOM OF LIST]</b>	<input type="checkbox"/>
I don't trust any of these when it comes to providing information about a healthier home environment <b>[PN: EXCLUSIVE. ANCHOR TO BOTTOM OF LIST]</b>	<input type="checkbox"/>

This final set of questions will be used for statistical purposes only.

32. Which of the following best describes your home?

A single-family home detached from any other house	<input type="checkbox"/>
A single-family home attached to one or more houses (e.g., a townhouse or duplex)	<input type="checkbox"/>
An apartment building	<input type="checkbox"/>
A mobile home or trailer	<input type="checkbox"/>
Other, please specify:	<input type="checkbox"/>
Don't know	<input type="checkbox"/>

33. Do you own or rent your home?

Own	<input type="checkbox"/>
Rent	<input type="checkbox"/>
None of the above	<input type="checkbox"/>

34. Approximately, when was your home built?

Prior to 1976	<input type="checkbox"/>
1976-1989	<input type="checkbox"/>
1990 or later	<input type="checkbox"/>
Don't know	<input type="checkbox"/>



35. Which of the following categories best describes your total household income last year, before taxes, from all sources for all household members?

Under \$20,000	<input type="checkbox"/>
\$20,000 to just under \$40,000	<input type="checkbox"/>
\$40,000 to just under \$60,000	<input type="checkbox"/>
\$60,000 to just under \$80,000	<input type="checkbox"/>
\$80,000 to just under \$100,000	<input type="checkbox"/>
\$100,000 to just under \$150,000	<input type="checkbox"/>
\$150,000 and above	<input type="checkbox"/>
Don't know/Prefer not to answer	<input type="checkbox"/>

36. Do you identify as either of the following? Please select all that apply.

<b>RANDOMIZE</b>	Yes	No	Don't know	Prefer not to answer
a. A person with a disability – a person who has a long-term or recurring visible or invisible impairment (such as vision, hearing, mobility, flexibility, dexterity, pain, learning, developmental, memory or mental health-related) which limits their daily activities inside or outside the home (such as school, work, or in the community in general)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. A person with a pre-existing health condition – such as someone who has asthma, allergies, or is immunocompromised who may be at greater risk of exposure to chemicals and pollutants in the home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

Grade 8 or less	<input type="checkbox"/>
Some high school	<input type="checkbox"/>
High school diploma or equivalent	<input type="checkbox"/>
Registered Apprenticeship or other trades certificate or diploma	<input type="checkbox"/>
College, CEGEP, or other non-university certificate or diploma	<input type="checkbox"/>
University certificate or diploma below bachelor's level	<input type="checkbox"/>
Bachelor's degree	<input type="checkbox"/>
Post graduate degree above bachelor's level	<input type="checkbox"/>
Prefer not to answer	<input type="checkbox"/>

38. Which of the following ethnicity(ies) do you identify as? Select all that apply.



Western European (UK, Spain, Portugal, France, Germany, Austria, Switzerland, etc.)	<input type="checkbox"/>
Eastern European (Poland, Hungary, Romania, Ukraine, Russia, etc.)	<input type="checkbox"/>
African (Nigeria, Ethiopia, Tanzania, etc.)	<input type="checkbox"/>
Middle Eastern (Israel, Syria, Jordan, Egypt, Iran, Iraq, etc.)	<input type="checkbox"/>
South Asian (India, Afghanistan, Pakistan, Sri Lanka, etc.)	<input type="checkbox"/>
Southeast Asian (Thailand, Vietnam, Singapore, the Philippines, Indonesia, Cambodia, etc.)	<input type="checkbox"/>
East Asian (China, Korea, Japan, Taiwan, etc.)	<input type="checkbox"/>
South/Central/Latin American (Argentina, Mexico, Brazil, etc.)	<input type="checkbox"/>
West Indian (Caribbean)	<input type="checkbox"/>
Indigenous (First Nations, Métis, Inuit (Inuk), etc.)	<input type="checkbox"/>
Other, please specify: _____	<input type="checkbox"/>
Prefer not to answer	<input type="checkbox"/>

39. Which of the following best describes your current employment status? **[PN: ACCEPT ONE RESPONSE ONLY]**

Working full-time, that is, 35 or more hours per week	<input type="checkbox"/>
Working part-time, that is, less than 35 hours per week	<input type="checkbox"/>
Self-employed	<input type="checkbox"/>
Unemployed, but looking for work	<input type="checkbox"/>
A student attending school full-time	<input type="checkbox"/>
Retired	<input type="checkbox"/>
Not in the workforce (full-time homemaker, unemployed, not looking for work)	<input type="checkbox"/>
Other, please specify: _____	<input type="checkbox"/>
Prefer not to answer	<input type="checkbox"/>

40. **[PN: IF 'FULL-TIME,' 'PART-TIME,' OR 'SELF-EMPLOYED' AT Q.39, ASK:]** What type of work do you do? Please select the category from the list below that best describes your work. **[PN: ONE RESPONSE ONLY]**

General labourer (construction worker, taxi driver)	<input type="checkbox"/>
Service or clerical worker (sales clerk, hair stylist, bank teller)	<input type="checkbox"/>
Farmer or fisherman	<input type="checkbox"/>
Military or armed forces	<input type="checkbox"/>
Skilled trades person (carpenter, electrician, plumber)	<input type="checkbox"/>
Skilled service worker (police officer, firefighter, child care)	<input type="checkbox"/>
Technical worker (lab technician, surveyor, air traffic controller, software programmer)	<input type="checkbox"/>
Sales (sales rep, wholesaler)	<input type="checkbox"/>
Artistic, literary, recreation (actor, writer, photographer, musician)	<input type="checkbox"/>
Middle management (restaurant, public service, office/retail)	<input type="checkbox"/>



Senior management/executive (President, VP, CEO, Principal)	<input type="checkbox"/>
Business owner (store owner, self-employed with employees)	<input type="checkbox"/>
Consultant (self-employed with no employees)	<input type="checkbox"/>
Professional (doctor, nurse, lawyer, teacher, engineer)	<input type="checkbox"/>
Other, please specify: _____	<input type="checkbox"/>
Prefer not to answer	<input type="checkbox"/>

41. Which language do you speak most often at home? [PN: ACCEPT ONE RESPONSE ONLY]

English	<input type="checkbox"/>
French	<input type="checkbox"/>
Other, please specify: _____	<input type="checkbox"/>
Prefer not to answer	<input type="checkbox"/>

42. Language in which survey was completed [PN: CODE]

English	<input type="checkbox"/>
French	<input type="checkbox"/>

Note: Pre-test questions will be added to the pre-test version of this questionnaire.



## Sondage 2025 sur la santé environnementale pour maison saine FINAL

### **Introduction**

Le gouvernement du Canada mène un sondage pour évaluer les connaissances, les attitudes et les comportements des Canadiens relativement aux **problèmes de santé et aux risques pour la santé trouver à la maison et sur le terrain**. Le cabinet de recherche **The Strategic Counsel** a été sélectionné pour développer et mettre en place ce sondage. If you would like to complete the survey in English, please click on English [**DONNER ACCÈS À LA VERSION ANGLAISE DU SONDAJE**]. La durée du sondage est d'environ 15 à 20 minutes et votre participation est volontaire et confidentielle.

Vos réponses ne vous seront pas attribuées et les renseignements que vous fournirez seront traités conformément aux exigences de la *Loi sur la protection des renseignements personnels*, de la *Loi sur l'accès à l'information* et de toute autre loi applicable. La décision de participer ou non au sondage vous appartient et il n'y aura aucune conséquence à ne pas y participer.

Les questions ci-dessous vous fourniront plus d'information sur le traitement des renseignements personnels recueillis à votre sujet.

### **À quelles fins vos renseignements personnels seront-ils utilisés? [NP : PARAGRAPHE RÉDUCTIBLE – MONTRER LE TEXTE UNIQUEMENT SI LE RÉPONDANT CLIQUE SUR LA QUESTION]**

Les renseignements personnels que vous fournissez à Santé Canada sont régis par la *Loi sur la protection des renseignements personnels* et sont recueillis en vertu de l'article 4 de la *Loi sur le ministère de la Santé* et conformément à la directive du Conseil du Trésor sur les pratiques relatives à la protection de la vie privée. La collecte porte uniquement sur les renseignements nécessaires à la réalisation du projet de recherche.

### **Pourquoi recueillons-nous vos renseignements personnels? [NP : PARAGRAPHE RÉDUCTIBLE — MONTRER LE TEXTE UNIQUEMENT SI LE RÉPONDANT CLIQUE SUR LA QUESTION]**

Le présent sondage est réalisé dans le but de comprendre vos opinions concernant divers problèmes de santé liés à l'environnement domestique. Nous avons besoin de vos renseignements personnels, incluant vos données démographiques, afin de mieux comprendre le sujet de la recherche. Cependant, vos réponses seront toujours regroupées avec celles des autres répondants au moment de l'analyse et des rapports; vous ne serez jamais directement identifié(e).

Aucun renseignement permettant de vous identifier directement, comme votre nom ou votre date de naissance complète, ne vous sera demandé. Il se pourrait toutefois que les réponses que vous nous fournirez soient utilisées seules ou en combinaison avec d'autres renseignements disponibles, afin de vous identifier. Nous accordons une grande importance à la protection de vos renseignements personnels et nous ferons tout notre possible afin de les préserver et réduire les risques potentiels liés à votre identification.

### **Allons-nous utiliser ou divulguer vos renseignements personnels à d'autres fins? [NP : PARAGRAPHE RÉDUCTIBLE – MONTRER LE TEXTE UNIQUEMENT SI LE RÉPONDANT CLIQUE SUR LA QUESTION]**

La société de sondage The Strategic Counsel se chargera de recueillir les données du sondage auprès des participants. Une fois la collecte terminée, The Strategic Counsel remettra à Santé Canada un ensemble de données ne comportant aucune réponse individuelle, afin de réduire le risque que l'on puisse vous identifier. Les réponses reçues seront regroupées aux fins d'analyse et de présentation des résultats. L'ensemble de données sera également accessible, sur demande, aux gouvernements fédéral et provinciaux, à des organisations et au milieu de la recherche canadien. Les rapports et autres publications découlant de cette étude présenteront des données agrégées ainsi que des résultats du sondage qui garantiront votre anonymat et votre confidentialité par rapport à tout résultat spécifique.



**Quels sont vos droits? [NP : PARAGRAPHE RÉDUCTIBLE – MONTRER LE TEXTE UNIQUEMENT SI LE RÉPONDANT CLIQUE SUR LA QUESTION]**

Vous avez le droit de porter plainte auprès du Commissariat à la protection de la vie privée du Canada si vous estimez que vos renseignements personnels n'ont pas été traités de manière appropriée. Pour plus d'information sur ces droits ou sur nos pratiques en matière de protection de la vie privée, veuillez communiquer avec Trista Heney, associée, The Strategic Counsel, au 416-975-4465, poste 272.

Pour vérifier l'authenticité du présent sondage, cliquer ici. **[AFFICHER DANS UNE NOUVELLE FENÊTRE DU NAVIGATEUR]**

La présente étude est commanditée par Santé Canada. Veuillez noter que votre participation demeurera strictement confidentielle et qu'elle n'affectera en rien vos interactions avec le gouvernement du Canada, y compris avec Santé Canada.

Pour vérifier l'authenticité du présent sondage, veuillez [cliquer ici](#) et saisir le code de projet suivant : 20241205-TH078.

Pour obtenir le sondage sous un autre format, veuillez communiquer avec :

Trista Heney  
Téléphone : 416-975-4465, poste 272  
Courriel : [theney@thestrategiccounsel.com](mailto:theney@thestrategiccounsel.com)

**Questions aux fins de la sélection et du suivi des quotas**

1. En quelle année êtes-vous né(e)? **[NP : NOTER L'ANNÉE — AAAA. METTRE FIN AU SONDAJE POUR LES PERSONNES NÉES EN 2007 OU APRÈS. SURVEILLER LES QUOTAS EN FONCTION DU GROUPE D'ÂGE]**

Je préfère ne pas répondre  **[PASSER À LA Q1A]**

- 1a. Seriez-vous prêt(e) à indiquer à quelle tranche d'âge vous appartenez parmi les suivantes?

18 à 24 ans	<input type="checkbox"/>	<b>CONTINUER</b>
25 à 34 ans	<input type="checkbox"/>	<b>CONTINUER</b>
35 à 44 ans	<input type="checkbox"/>	<b>CONTINUER</b>
45 à 54 ans	<input type="checkbox"/>	<b>CONTINUER</b>
55 à 64 ans	<input type="checkbox"/>	<b>CONTINUER</b>
65 ans ou plus	<input type="checkbox"/>	<b>CONTINUER (SURVEILLER LE QUOTA)</b>
Je préfère ne pas répondre	<input type="checkbox"/>	<b>METTRE FIN AU SONDAJE</b>

2. Votre ménage compte-t-il des enfants appartenant à l'une des tranches d'âge suivantes? Veuillez sélectionner toutes les réponses pertinentes.

6 ans et moins	<input type="checkbox"/>	<b>CONTINUER (SURVEILLER LE QUOTA)</b>
7 à 12 ans	<input type="checkbox"/>	<b>CONTINUER</b>
13 à 17 ans	<input type="checkbox"/>	<b>CONTINUER</b>
18 ans et plus	<input type="checkbox"/>	<b>CONTINUER</b>
Mon ménage ne compte aucun enfant	<input type="checkbox"/>	<b>CONTINUER</b>
Je préfère ne pas répondre	<input type="checkbox"/>	<b>METTRE FIN AU SONDAJE</b>

3. Êtes-vous enceinte ou l'une des personnes de votre ménage l'est-elle actuellement?



Oui	<input type="checkbox"/>	<b>CONTINUER (SURVEILLER LE QUOTA)</b>
Non	<input type="checkbox"/>	<b>CONTINUER</b>
Je ne suis pas certain(e)	<input type="checkbox"/>	<b>CONTINUER</b>
Je préfère ne pas répondre	<input type="checkbox"/>	<b>METTRE FIN AU SONDAGE</b>

4. Est-ce que vous ou votre épouse ou partenaire prévoyez de devenir enceinte dans les 6 prochains mois?

Oui	<input type="checkbox"/>	<b>CONTINUER (SURVEILLER LE QUOTA)</b>
Non	<input type="checkbox"/>	<b>CONTINUER</b>
Je ne suis pas certain(e)	<input type="checkbox"/>	<b>CONTINUER</b>
Je préfère ne pas répondre	<input type="checkbox"/>	<b>METTRE FIN AU SONDAGE</b>

5. Êtes-vous né(e) au Canada?

Oui	<input type="checkbox"/>	<b>CONTINUER</b>
Non	<input type="checkbox"/>	<b>CONTINUER</b>
Je préfère ne pas répondre	<input type="checkbox"/>	<b>METTRE FIN AU SONDAGE</b>

6. **[SI 'NON' À LA Q.5, DEMANDER]** Depuis combien d'années vivez-vous au Canada?

5 ans ou moins	<input type="checkbox"/>	<b>CONTINUER (SURVEILLER LE QUOTA)</b>
6 à 9 ans	<input type="checkbox"/>	<b>CONTINUER</b>
10 ans ou plus	<input type="checkbox"/>	<b>CONTINUER</b>
Je préfère ne pas répondre	<input type="checkbox"/>	<b>METTRE FIN AU SONDAGE</b>

7. Veuillez saisir les trois premiers caractères de votre code postal. **[NP : SURVEILLER LES QUOTAS PAR PROVINCE OU RÉGION]**

Je préfère ne pas répondre

7a. **[QUESTION À POSER UNIQUEMENT À CEUX QUI ONT RÉPONDU « JE PRÉFÈRE NE PAS RÉPONDRÉ » À LA Q7]**  
 Dans quelle province ou territoire habitez-vous actuellement? **[NP : SURVEILLER LES QUOTAS PAR PROVINCE OU RÉGION]**

Alberta	<input type="checkbox"/>
Colombie-Britannique	<input type="checkbox"/>
Manitoba	<input type="checkbox"/>
Nouveau-Brunswick	<input type="checkbox"/>
Terre-Neuve-et-Labrador	<input type="checkbox"/>
Territoires du Nord-Ouest	<input type="checkbox"/>
Nouvelle-Écosse	<input type="checkbox"/>
Nunavut	<input type="checkbox"/>
Ontario	<input type="checkbox"/>
Île-du-Prince-Édouard	<input type="checkbox"/>
Québec	<input type="checkbox"/>
Saskatchewan	<input type="checkbox"/>
Yukon	<input type="checkbox"/>



À l'extérieur du Canada [NP : METTRE FIN AU SONDAGE]	<input type="checkbox"/>
Je préfère ne pas répondre [NP : METTRE FIN AU SONDAGE]	<input type="checkbox"/>

8. À quel genre vous identifiez-vous? [NP : VISER UNE RÉPARTITION APPROXIMATIVEMENT ÉGALE D'HOMMES ET DE FEMMES (50-50)]

Homme	<input type="checkbox"/>
Femme	<input type="checkbox"/>
Je préfère m'auto-identifier	<input type="checkbox"/>
Je préfère ne pas répondre	<input type="checkbox"/>

9. Parmi les éléments suivants, quels sont ceux que vous associez le plus à un « environnement maison saine » ? Veuillez sélectionner toutes les réponses pertinentes. [NP : RANDONISER LES ÉLÉMENTS]

Bonne qualité de l'air intérieur	<input type="checkbox"/>
Un milieu de vie désencombré	<input type="checkbox"/>
Bonne luminosité naturelle	<input type="checkbox"/>
Bien aérée	<input type="checkbox"/>
Propre	<input type="checkbox"/>
Sécuritaire	<input type="checkbox"/>
Exempte de contaminants	<input type="checkbox"/>
Exempte d'organisme nuisible	<input type="checkbox"/>
Écoénergétique	<input type="checkbox"/>
Bien isolée	<input type="checkbox"/>
Autre (veuillez préciser) : [NP : ANCRER AU BAS DE LA LISTE]	<input type="checkbox"/>

10. En pensant à la conception, à la construction et à l'entretien de votre maison, ainsi qu'aux risques potentiels à l'intérieur et autour de votre maison, comment évalueriez-vous la santé environnementale de votre maison?

Excellente	<input type="checkbox"/>
Bonne	<input type="checkbox"/>
Assez bonne	<input type="checkbox"/>
Passable	<input type="checkbox"/>
Très mauvaise	<input type="checkbox"/>

11. Parmi les éléments suivants, quels sont ceux dont vous avez entendu parler? Veuillez sélectionner toutes les réponses qui s'appliquent. [NP : RANDONISER LES ÉLÉMENTS]

Acide borique (borax, bore ou borate)	<input type="checkbox"/>
Substances ignifuges	<input type="checkbox"/>
Formaldéhyde	<input type="checkbox"/>
Phtalates	<input type="checkbox"/>
Talc	<input type="checkbox"/>
Mercure	<input type="checkbox"/>
Triclosane	<input type="checkbox"/>
Aluminium	<input type="checkbox"/>



Plomb	<input type="checkbox"/>
Benzène	<input type="checkbox"/>
Bisphénol A (BPA)	<input type="checkbox"/>
Huiles essentielles	<input type="checkbox"/>
Substances perfluoroalkylées et polyfluoroalkylées (PFAS)	<input type="checkbox"/>
Gaz radon	<input type="checkbox"/>
Cote air santé (CAS)	<input type="checkbox"/>
Monoxyde de carbone	<input type="checkbox"/>
Amiante	<input type="checkbox"/>
Parabènes	<input type="checkbox"/>
Acide salicylique	<input type="checkbox"/>
Pétrolatum	<input type="checkbox"/>
Acétone	<input type="checkbox"/>
Diméthicone	<input type="checkbox"/>
Sulfates	<input type="checkbox"/>
Glycérine	<input type="checkbox"/>
C'est la première fois que j'en entends parler <b>[NP : ANCRER AU BAS DE LA LISTE]</b>	<input type="checkbox"/>

12. Parmi les produits suivants, lesquels pourraient, selon vous, présenter des risques pour votre santé et celle de votre famille? Veuillez sélectionner toutes les réponses qui s'appliquent. **[NP : RANDONISER LES ÉLÉMENTS]**

Certains produits de soins personnels comme les cosmétiques, les soins de la peau ou les produits capillaires	<input type="checkbox"/>
Produits d'ambiance comme les bougies parfumées, les vaporisateurs d'ambiance ou les désodorisants d'air	<input type="checkbox"/>
Huiles essentielles et diffuseurs associés	<input type="checkbox"/>
Produits chimiques ménagers comme les nettoyeurs pour cuisine et salle de bain	<input type="checkbox"/>
Térébenthine, peinture, décapants/diluants pour peinture	<input type="checkbox"/>
Produits pouvant contenir du plomb (p. ex. peinture, bijouterie de fantaisie, crystal)	<input type="checkbox"/>
Matériaux de construction comme les adhésifs, les scellants ou les produits d'isolation	<input type="checkbox"/>
Matériaux utilisés pour les loisirs ou les projets d'artisanat	<input type="checkbox"/>
Pesticides, herbicides, insecticides	<input type="checkbox"/>
Produits de santé naturels comme les remèdes à base de plantes, les vitamines et les minéraux, les probiotiques	<input type="checkbox"/>
Produits en bois composite comme le contreplaqué, les panneaux de particules ou les panneaux de fibres à densité moyenne	<input type="checkbox"/>
Plastiques à usage unique	<input type="checkbox"/>
Aucun des éléments ci-dessus <b>[PN: ANCRER AU BAS DE LA LISTE]</b>	<input type="checkbox"/>



13. Lesquels des éléments suivants, le cas échéant, pourraient, selon vous, présenter des risques pour votre santé et celle de votre famille? Veuillez sélectionner toutes les réponses qui s'appliquent. **[NP : RANDONISER LES ÉLÉMENTS]**

Eau potable	<input type="checkbox"/>
Air extérieur	<input type="checkbox"/>
Air intérieur	<input type="checkbox"/>
Terre de votre jardin ou de votre pelouse	<input type="checkbox"/>
Radiation (y compris le rayonnement électromagnétique)	<input type="checkbox"/>
Gaz radon	<input type="checkbox"/>
Amiante	<input type="checkbox"/>
Moisissure/humidité	<input type="checkbox"/>
Monoxyde de carbone	<input type="checkbox"/>
Fumée de cigarette	<input type="checkbox"/>
Fumée de cannabis	<input type="checkbox"/>
Fumée de bois	<input type="checkbox"/>
Aucun des éléments ci-dessus <b>[NP : ANCRER AU BAS DE LA LISTE]</b>	<input type="checkbox"/>

14. Parmi les produits chimiques suivants, quels sont ceux qui, selon vous, pourraient présenter des risques pour vous et votre famille? Veuillez sélectionner toutes les réponses qui s'appliquent. **[NP : RANDONISER LES ÉLÉMENTS]**

Acide borique (borax, bore ou borate)	<input type="checkbox"/>
Substances ignifuges	<input type="checkbox"/>
Formaldéhyde	<input type="checkbox"/>
Phtalates	<input type="checkbox"/>
Talc	<input type="checkbox"/>
Mercure	<input type="checkbox"/>
Triclosane	<input type="checkbox"/>
Aluminium	<input type="checkbox"/>
Plomb	<input type="checkbox"/>
Benzène	<input type="checkbox"/>
Bisphénol A (BPA)	<input type="checkbox"/>
Huiles essentielles	<input type="checkbox"/>
Substances perfluoroalkylées et polyfluoroalkylées (PFAS)	<input type="checkbox"/>
Aucun des éléments ci-dessus <b>[NP : ANCRER AU BAS DE LA LISTE]</b>	<input type="checkbox"/>



THE  
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COUNSEL

15. Parmi les éléments suivants, lesquels vous préoccupent le plus? Veuillez sélectionner vos trois premiers par ordre de préoccupation. **[NP : INTÉGRER LES RÉPONSES SÉLECTIONNÉES AUX Q.12, Q.13, ET Q.14 LES RÉPONDANTS CHOISIRONT SEULEMENT 3 ITEMS FIGURANT DANS LA LISTE, LE PREMIER ITEM ÉTANT LE PLUS PRÉOCCUPANT, SUIVI DU 2e ET DU 3e ITEM.]**
16. À quand remonte la dernière fois, s'il y en a eu, que des rénovations intérieures ont été effectuées dans votre maison, par vous-même ou par quelqu'un d'autre? Il peut s'agir de projets mineurs, comme la peinture de meubles ou de murs, ou de projets plus importants, comme la finition d'un sous-sol.

Au cours des douze derniers mois	<input type="checkbox"/>
Au cours des cinq dernières années	<input type="checkbox"/>
Il y a plus de cinq ans <b>[NP: PASSER À LA Q.18]</b>	<input type="checkbox"/>
Jamais <b>[NP : PASSER À LA Q.18]</b>	<input type="checkbox"/>

17. **[SI ON A RÉPONDU « AU COURS DES DOUZE DERNIERS MOIS/CINQ DERNIÈRES ANNÉES » À LA Q.16, POSER LA QUESTION SUIVANTE :]** À quelle fréquence avez-vous effectué chacune des actions suivantes au cours de vos travaux de rénovation?

<b>RANDOMISER LES ÉLÉMENTS A à G</b>	<b>Toujours</b>	<b>La plupart du temps</b>	<b>Environ la moitié du temps</b>	<b>Rarement</b>	<b>Jamais</b>	<b>Ne s'applique pas</b>
a. Porter des équipements de protection comme des gants, un masque et/ou des lunettes de sécurité	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Veiller à ce que vos aires de travail soient bien aérées, laisser entrer de l'air frais et pur	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Ventiliter (ouvrir une fenêtre ou mettre en marche un ventilateur) aspirant lorsque vous utilisez des produits en bois composite comme le contreplaqué, les panneaux de particules ou les panneaux de fibres à densité moyenne	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Utiliser des produits à faibles émissions, comme des peintures ou des adhésifs à faible teneur en composés organiques volatils (COV)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Consulter un professionnel pour vérifier la présence d'amiante ou pour un désamiantage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



f. Procéder à un test de détection des peintures à base de plomb avant d'enlever ou de décaper de la peinture sur les murs	<input type="checkbox"/>					
g. Tenir les personnes vulnérables, comme les enfants, les personnes enceintes et les personnes âgées, à l'écart du chantier ou de la pièce en cours de rénovation	<input type="checkbox"/>					

18. Lorsque vous effectuez le nettoyage ou l'entretien ménager de votre maison, à quelle fréquence posez-vous les gestes suivants?

<b>RANDONISER LES ÉLÉMENTS A à N</b>	<b>Toujours</b>	<b>La plupart du temps</b>	<b>Environ la moitié du temps</b>	<b>Rarement</b>	<b>Jamais</b>	<b>Ne s'applique pas</b>
a. Suivre le mode d'emploi figurant sur l'étiquette chaque fois que vous utilisez un nettoyant ménager	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Mélanger des produits chimiques ménagers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Assurer une bonne ventilation en ouvrant les fenêtres ou les portes et en faisant fonctionner des ventilateurs d'extraction, pendant et après l'utilisation de produits de nettoyage domestiques ou de produits chimiques	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Utiliser des équipements de protection tel que des lunettes de protection, masques et gants en caoutchouc, selon les besoins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Vous laver les mains à l'eau et au savon après avoir utilisé un produit ménager	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Choisir des produits de nettoyage à faible teneur en composés organiques volatils (COV), c'est-à-dire des produits qui dégagent moins d'odeurs ou de gaz	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Nettoyer les sols et les surfaces de la maison à l'aide d'un chiffon ou d'une vadrouille humide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Utiliser un aspirateur avec un filtre HEPA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Vérifier régulièrement les contenants de produits chimiques pour détecter les fuites ou les dommages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



THE  
STRATEGIC  
COUNSEL

j. Garder les produits chimiques ménagers hors de portée et de vue des jeunes enfants	<input type="checkbox"/>					
k. Enlever vos chaussures d'extérieur lorsque vous êtes à l'intérieur de la maison	<input type="checkbox"/>					
l. Utilisez une housse d'oreiller ou une housse de matelas sur votre lit	<input type="checkbox"/>					
m. Laver la literie chaque semaine	<input type="checkbox"/>					
n. Remplacer le filtre de votre appareil de chauffage tous les trois mois environ	<input type="checkbox"/>					

19. Lorsque vous préparez, cuisinez ou conservez des aliments, à quelle fréquence faites-vous les choses suivantes?

RANDONISER LES ÉLÉMENTS A à H	Toujours	La plupart du temps	Environ la moitié du temps	Rarement	Jamais	Ne s'applique pas
a. Rechercher l'étiquette « va au micro-ondes » avant de mettre les récipients en verre, en céramique et en plastique au micro-ondes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Faire chauffer les aliments dans des récipients en plastique à usage unique, comme les récipients de margarine ou de yogourt, les récipients en polystyrène pour emporter, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Verser les liquides chauds dans des récipients en plastique, comme les récipients de margarine ou de yogourt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Conserver les aliments dans des récipients de qualité alimentaire, comme le verre ou l'acier inoxydable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Conserver les aliments dans des récipients en plastique à usage unique, comme les récipients de margarine ou de yogourt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Jeter ou recycler les plastiques et les récipients tachés, ébréchés ou fissurés	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Utiliser la hotte de la cuisinière lorsque vous cuisinez	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Laisser couler les robinets jusqu'à ce que l'eau soit froide avant de boire, de cuisiner ou de préparer des aliments pour bébé	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20. Lorsque vous achetez des produits de soins personnels comme des shampoings, des déodorants, des cosmétiques ou des savons pour les mains, à quelle fréquence faites-vous les choses suivantes?



RANDONISER LES ÉLÉMENTS A à C	Toujours	La plupart du temps	Environ la moitié du temps	Rarement	Jamais	Ne s'applique pas
a. Lisez la liste des ingrédients	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Éviter certains ingrédients contenus dans des produits achetés pour vous-même	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. [SI « 6 ANS OU MOINS » ET/OU « 7 à 12 ANS » À LA Q.2, POSER LA QUESTION SUIVANTE :] Éviter certains ingrédients contenus dans des produits achetés pour vos enfants						

21. [SI « RAREMENT », « LA MOITIÉ DU TEMPS », « LA PLUPART DU TEMPS », OU « TOUJOURS » HALF THE TIME, À LA Q.20b, POSER LA QUESTION SUIVANTE :] Lesquels des ingrédients suivants, le cas échéant, essayez-vous d'éviter lorsque vous achetez des produits de soins personnels pour vous-même? Veuillez sélectionner toutes les réponses qui s'appliquent. [NP : RANDONISER LES ÉLÉMENTS]

Parabènes	<input type="checkbox"/>
Talc	<input type="checkbox"/>
Huiles essentielles, p.ex. huile, de rose	<input type="checkbox"/>
Acide salicylique	<input type="checkbox"/>
Triclosane	<input type="checkbox"/>
Aluminium	<input type="checkbox"/>
Pétrolatum	<input type="checkbox"/>
Substances perfluoroalkylées et polyfluoroalkylées (PFAS)	<input type="checkbox"/>
Parfum	<input type="checkbox"/>
Acétone	<input type="checkbox"/>
Formaldéhyde	<input type="checkbox"/>
Sulfates	<input type="checkbox"/>
Diméthicone	<input type="checkbox"/>
Glycérine	<input type="checkbox"/>
Autre (veuillez préciser) : [NP : ANCRER DEUXIÈME AU BAS DE LA LISTE]	<input type="checkbox"/>
Aucun des éléments ci-dessus [NP: ANCRER AU BAS DE LA LISTE]	<input type="checkbox"/>

22. [SI « RAREMENT », « LA MOITIÉ DU TEMPS », « LA PLUPART DU TEMPS », OU « TOUJOURS » HALF THE TIME, À LA Q.20c, POSER LA QUESTION SUIVANTE :] Lesquels des ingrédients suivants, le cas échéant, essayez-vous d'éviter lorsque vous achetez des produits des produits de soins personnels pour enfants de 12 ans et moins? Veuillez sélectionner toutes les réponses qui s'appliquent. [NP : RANDONISER LES ÉLÉMENTS]

Parabènes	<input type="checkbox"/>
Talc	<input type="checkbox"/>
Huiles essentielles, p.ex. huile, de rose	<input type="checkbox"/>
Acide salicylique	<input type="checkbox"/>



Triclosane	<input type="checkbox"/>
Aluminium	<input type="checkbox"/>
Pétrolatum	<input type="checkbox"/>
Substances perfluoroalkylées et polyfluoroalkylées (PFAS)	<input type="checkbox"/>
Parfum	<input type="checkbox"/>
Acétone	<input type="checkbox"/>
Formaldéhyde	<input type="checkbox"/>
Sulfates	<input type="checkbox"/>
Diméthicone	<input type="checkbox"/>
Glycérine	<input type="checkbox"/>
Autre (veuillez préciser) : <b>[NP : ANCRER DEUXIÈME AU BAS DE LA LISTE]</b>	<input type="checkbox"/>
Aucun des éléments ci-dessus <b>[NP: ANCRER AU BAS DE LA LISTE]</b>	<input type="checkbox"/>

23. Avez-vous déjà fait l'une des choses suivantes? Veuillez sélectionner toutes les réponses qui s'appliquent. **[NP : RANDONISER LES ÉLÉMENTS A à H]**

a. Détection du radon dans votre maison	<input type="checkbox"/>
b. Analyse de la présence de plomb dans l'eau potable	<input type="checkbox"/>
c. Test de votre eau pour d'autres contaminants potentiels <b>[NP : CET ÉLÉMENT DEVRAIT TOUJOURS SUIVRE L'ÉLÉMENT B]</b>	<input type="checkbox"/>
d. Installation d'un détecteur de monoxyde de carbone dans votre maison	<input type="checkbox"/>
e. Test de dépistage du plomb dans la peinture de votre maison	<input type="checkbox"/>
f. Vérification régulière de la Cote air santé (CAS) pendant les vagues de chaleur	<input type="checkbox"/>
g. Vérification régulière de la Cote air santé (CAS) dans des situations lorsque des feux de forêts sévissent dans votre région	<input type="checkbox"/>
h. Aucun des éléments ci-dessus <b>[NP: ANCRER AU BAS DE LA LISTE]</b>	<input type="checkbox"/>

24. À quelle fréquence posez-vous les gestes suivants?

<b>RANDONISER LES ÉLÉMENTS A à I</b>	<b>Toujours</b>	<b>La plupart du temps</b>	<b>Environ la moitié du temps</b>	<b>Rarement</b>	<b>Jamais</b>
a. Éliminer les produits chimiques en suivant les directives municipales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Apporter les produits pharmaceutiques inutilisés à une pharmacie pour qu'elle les élimine (qu'ils soient sur ordonnance ou en vente libre)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



c. Allumer les ventilateurs d'extraction ou ouvrir une fenêtre pendant la douche	<input type="checkbox"/>				
d. Maintenir un faible taux d'humidité à l'intérieur pour éviter les moisissures	<input type="checkbox"/>				
e. Nettoyer les petites quantités de moisissures avec de l'eau et du savon à vaisselle	<input type="checkbox"/>				
f. Inspection annuelle de votre système de chauffage	<input type="checkbox"/>				
g. Inspection annuelle de votre chauffe-eau	<input type="checkbox"/>				
h. Inspection annuelle de votre climatiseur	<input type="checkbox"/>				
i. Entretien annuel ou inspection annuelle de votre foyer au gaz ou au bois	<input type="checkbox"/>				

25. Lesquels des éléments suivants, le cas échéant, vous empêchent de maintenir une maison plus saine? Veuillez sélectionner toutes les réponses qui s'appliquent. **[NP : RANDONISER LES ÉLÉMENTS]**

Cela coûte trop cher de s'attaquer au problème	<input type="checkbox"/>
Les informations disponibles portent à confusion, sont difficiles à comprendre ou contradictoires	<input type="checkbox"/>
Je ne sais pas où trouver des informations fiables	<input type="checkbox"/>
Je loue ma maison ou mon appartement, je n'ai donc pas le contrôle du problème qui me préoccupe	<input type="checkbox"/>
Pas assez de temps pour régler le problème	<input type="checkbox"/>
Je vis dans un foyer pour personnes âgées ce qui complique les choses	<input type="checkbox"/>
Mais maison est passablement encombrée ce qui complique les choses	<input type="checkbox"/>
Je me sens souvent trop fatigué(e) pour remédier au problème	<input type="checkbox"/>
Autre (veuillez préciser) : <b>[NP : ANCRER TROISIÈME AU BAS DE LA LISTE]</b>	<input type="checkbox"/>
Je suis actuellement en mesure de veiller à ce que ma maison soit toujours saine. <b>[PN: ANCRER DEUXIÈME AU BAS DE LA LISTE]</b>	<input type="checkbox"/>
Aucun des éléments ci-dessus <b>[PN: ANCRER AU BAS DE LA LISTE]</b>	<input type="checkbox"/>

26. Parmi les éléments suivants, lesquels vous aideraient ou vous inciteraient à faire en sorte que votre maison soit plus saine. Veuillez sélectionner toutes les réponses qui s'appliquent. **[NP : RANDONISER LES ÉLÉMENTS]**

Compréhension/connaissance des risques	<input type="checkbox"/>
Moyens simples et gratuits pour faire face aux risques	<input type="checkbox"/>
Santé personnelle	<input type="checkbox"/>
Santé de ma famille/de mes enfants	<input type="checkbox"/>
Préoccupations environnementales	<input type="checkbox"/>



Peur de la maladie en raison d'un risque non traité	<input type="checkbox"/>
Aide financière gouvernement, incitations, crédits d'impôt ou programmes de remise	<input type="checkbox"/>
Autre (veuillez préciser) : <b>[NP : ANCRER DEUXIÈME AU BAS DE LA LISTE]</b>	<input type="checkbox"/>
Aucun des éléments ci-dessus <b>[PN: EXCLUSIVE. ANCRER AU BAS DE LA LISTE]</b>	<input type="checkbox"/>

27. Quand avez-vous recherché pour la dernière fois de l'information sur les risques pour la santé (produits chimiques ménagers, plomb, intoxication au monoxyde de carbone, radon, etc.) présents dans votre maison.

Au cours des 6 dernier mois	<input type="checkbox"/>
Au cours de la dernière année	<input type="checkbox"/>
Au cours des deux dernières années	<input type="checkbox"/>
Au cours des cinq dernières années	<input type="checkbox"/>
Au cours des dix dernières années	<input type="checkbox"/>
Il y a plus de dix ans	<input type="checkbox"/>
Je n'ai jamais recherché d'information sur les risques pour la santé dans ma maison.	<input type="checkbox"/>

28. Si vous recherchez de l'information sur les risques pour la santé (par exemple, les produits chimiques ménagers, le plomb, l'empoisonnement au monoxyde de carbone, le radon, etc.) qui peuvent être présents dans votre maison, où chercheriez-vous? Veuillez sélectionner toutes les réponses qui s'appliquent. **[NP : RANDONISER LES ÉLÉMENTS. LES SITES WEB ET ÉLÉMENTS DE MÉDIAS SOCIAUX DEVRAIENT ÊTRE RANDONISÉS, EN ANCRANT L'OPTION « AUTRE » AU BAS DE CETTE LISTE D'ÉLÉMENTS. CE BLOC SERA ENSUITE RANDONISÉ AVEC LES AUTRES ITEMS.]**

Moteur de recherche comme Google ou Bing	<input type="checkbox"/>
Site Web du gouvernement du Canada	<input type="checkbox"/>
Site Web du gouvernement provincial ou territorial	<input type="checkbox"/>
Site Web du gouvernement municipal	<input type="checkbox"/>
Site Web de la santé publique	<input type="checkbox"/>
Site Web d'un groupe de santé	<input type="checkbox"/>
Site Web d'un groupe de consommateurs	<input type="checkbox"/>
Site Web d'un fabricant	<input type="checkbox"/>
Site Web de professionnels de la santé	<input type="checkbox"/>
Blogue	<input type="checkbox"/>
YouTube	<input type="checkbox"/>
Médias sociaux [p. ex., Facebook, Instagram, X, Tik Tok, etc.]	<input type="checkbox"/>
Influenceurs des médias sociaux ou personnalités des médias sociaux	<input type="checkbox"/>
Autre site Web ou autre source numérique, veuillez spécifier	<input type="checkbox"/>
Ligne téléphonique 1-800-O-Canada	<input type="checkbox"/>
Magazines ou livres sur la rénovation domiciliaire	<input type="checkbox"/>
Magazines ou livres vie moderne ou sur la maison	<input type="checkbox"/>
Journaux	<input type="checkbox"/>
Médias d'information	<input type="checkbox"/>



Autre [veuillez préciser] : [NP : ANCRER AU BAS DE LA LISTE]	<input type="checkbox"/>
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29. [SI « MÉDIAS SOCIAUX » ou « INFLUENCEURS DES MÉDIAS SOCIAUX OU PERSONNALITES DES MEDIAS SOCIAUX » a été choisi à la Q.28, poser la question suivante] Quelle plateformes de médias sociaux utilisez-vous régulièrement? [NP : RANDONISER LES ÉLÉMENTS]

Facebook	<input type="checkbox"/>
Instagram	<input type="checkbox"/>
X [anciennement Twitter]	<input type="checkbox"/>
TikTok	<input type="checkbox"/>
Bluesky	<input type="checkbox"/>
Snapchat	<input type="checkbox"/>
Reddit	<input type="checkbox"/>
Autre [veuillez préciser] : [NP : ANCRER AU BAS DE LA LISTE]	<input type="checkbox"/>

30. Si vous recherchez de l'information sur les risques pour la santé [p. ex., les produits chimiques ménagers, le plomb, l'empoisonnement au monoxyde de carbone, le radon, etc.] pouvant être présents dans votre maison, quel format privilégieriez-vous? Veuillez sélectionner vos **3 principales préférences.**

Sites Web	<input type="checkbox"/>
Dépliants, brochures ou cartes postales	<input type="checkbox"/>
Vidéos	<input type="checkbox"/>
Baladodiffusions	<input type="checkbox"/>
Applications mobiles	<input type="checkbox"/>
Facebook	<input type="checkbox"/>
X [anciennement Twitter]	<input type="checkbox"/>
Bluesky	<input type="checkbox"/>
Pinterest	<input type="checkbox"/>
WhatsApp	<input type="checkbox"/>
YouTube	<input type="checkbox"/>
Instagram	<input type="checkbox"/>
LinkedIn	<input type="checkbox"/>
Tik Tok	<input type="checkbox"/>
Blogues	<input type="checkbox"/>
Salons professionnels, événements communautaires	<input type="checkbox"/>
Webinaires et présentations virtuelles	<input type="checkbox"/>
Webinaires et présentations en personne	<input type="checkbox"/>
Autre [veuillez préciser] : [NP : ANCRER AU BAS DE LA LISTE]	<input type="checkbox"/>

31. Dans la liste ci-dessous, veuillez indiquer les **trois** sources d'information auxquels vous faites le plus confiance lorsqu'il s'agit d'obtenir de l'information sur les moyens de rendre l'environnement domestique plus sain. [NP : RANDONISER LA LISTE. ACCEPTER UN MAXIMUM DE TROIS RÉPONSES.]

Site Web du gouvernement du Canada [Canada.ca]	<input type="checkbox"/>
Site Web du gouvernement des É.-U. [USA.gov]	<input type="checkbox"/>
Site Web de Santé Canada	<input type="checkbox"/>



THE  
**STRATEGIC  
COUNSEL**

Nouvelles d'actualité [en ligne, à la radio, à la télévision]	<input type="checkbox"/>
Organismes de santé non gouvernementaux comme les associations pulmonaires nationales ou provinciales	<input type="checkbox"/>
Publications de recherche	<input type="checkbox"/>
Scientifiques	<input type="checkbox"/>
Médias sociaux	<input type="checkbox"/>
Plateformes de messagerie Internet, sont Reddit et Quora	<input type="checkbox"/>
Moteur de recherche Google	<input type="checkbox"/>
Amis ou membres de la famille	<input type="checkbox"/>
Professionnels de la santé	<input type="checkbox"/>
Spécialistes ou inspecteurs en matière de vérification domiciliaire	<input type="checkbox"/>
Détaillant ou fabricant de produits	<input type="checkbox"/>
Entrepreneurs en bâtiment/promoteurs immobiliers	<input type="checkbox"/>
Agents immobiliers	<input type="checkbox"/>
Autre source [veuillez préciser] : <b>[NP : ANCRER DEUXIÈME AU BAS DE LA LISTE]</b>	<input type="checkbox"/>
Je ne fais confiance à aucune de ces sources d'information pour obtenir de l'information portant sur un environnement domiciliaire plus sain. <b>EXCLUSIF. ANCRER AU BAS DE LA LISTE]</b>	<input type="checkbox"/>

Cette dernière série de questions ne servira qu'à des fins statistiques.

32. Lequel des éléments suivants décrit le mieux votre domicile?

Une maison unifamiliale détachée de toute autre maison	<input type="checkbox"/>
Une maison unifamiliale rattachée à une ou plusieurs maisons [par exemple, une maison en rangée ou un duplex]	<input type="checkbox"/>
Un immeuble d'appartements	<input type="checkbox"/>
Une maison mobile ou une caravane	<input type="checkbox"/>
Autre [veuillez préciser] :	<input type="checkbox"/>
Je ne sais pas	<input type="checkbox"/>

33. Êtes-vous propriétaire ou locataire?

Propriétaire	<input type="checkbox"/>
Locataire	<input type="checkbox"/>
Aucune de ces réponses	<input type="checkbox"/>

34. Approximativement, quand votre maison a-t-elle été construite?

Avant 1976	<input type="checkbox"/>
Entre 1976 et 1989	<input type="checkbox"/>
1990 ou plus tard	<input type="checkbox"/>
Je ne sais pas	<input type="checkbox"/>



35. Laquelle des propositions suivantes décrit le mieux le revenu total de votre foyer l'année dernière, avant impôts, toutes sources confondues, pour tous les membres du foyer?

Moins de 20 000 \$	<input type="checkbox"/>
De 20 000 \$ à un peu moins de 40 000 \$	<input type="checkbox"/>
De 40 000 \$ à un peu moins de 60 000 \$	<input type="checkbox"/>
De 60 000 \$ à un peu moins de 80 000 \$	<input type="checkbox"/>
De 80 000 \$ à un peu moins de 100 000 \$	<input type="checkbox"/>
De 100 000 \$ à un peu moins de 150 000 \$	<input type="checkbox"/>
150 000 \$ et plus	<input type="checkbox"/>
Je ne sais pas/Je préfère ne pas répondre	<input type="checkbox"/>

36. Vous identifiez-vous à l'une ou l'autre des personnes suivantes? Veuillez sélectionner toutes les réponses pertinentes.

<b>RANDONISER</b>	Oui	Non	Je ne sais pas	Je préfère ne pas répondre
a. Une personne en situation de handicap — une personne qui présente une déficience durable ou récurrente [liée à la vision, à l'audition, à la mobilité, à la flexibilité, à la dextérité, à la douleur, à l'apprentissage, au développement, à la mémoire ou à la santé mentale] qui limite ses activités quotidiennes à l'intérieur ou à l'extérieur du domicile [comme à l'école, au travail ou dans la communauté en général]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Une personne souffrant d'un problème de santé préexistant — comme une personne asthmatique, allergique ou immunodéprimée — pouvant être plus exposée à des produits chimiques et à des polluants présents dans la maison.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

École primaire	<input type="checkbox"/>
Études secondaires partielles	<input type="checkbox"/>
Diplôme d'études secondaires ou l'équivalent	<input type="checkbox"/>
Certificat ou diplôme d'apprenti inscrit ou d'une école de métiers	<input type="checkbox"/>
Certificat ou diplôme d'un collège, d'un CÉGEP ou d'un autre établissement non universitaire	<input type="checkbox"/>
Certificat ou diplôme universitaire inférieur au baccalauréat	<input type="checkbox"/>
Baccalauréat	<input type="checkbox"/>
Diplôme universitaire supérieur au baccalauréat	<input type="checkbox"/>



Je préfère ne pas répondre	<input type="checkbox"/>
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38. À quel(s) groupe(s) ethnique(s) vous identifiez-vous? Veuillez choisir toutes les réponses pertinentes.

Européen(ne) de l'Ouest [Royaume-Uni, Espagne, Portugal, France, Allemagne, Autriche, Suisse, etc.]	<input type="checkbox"/>
Européen(ne) de l'Est [Pologne, Hongrie, Roumanie, Ukraine, Russie, etc.]	<input type="checkbox"/>
Africain(e) [Nigeria, Éthiopie, Tanzanie, etc.]	<input type="checkbox"/>
Ressortissant(e) du Moyen Orient [Israël, Syrie, Jordanie, Égypte, Iran, Irak, etc.]	<input type="checkbox"/>
Sud-Asiatique [Inde, Afghanistan, Pakistan, Sri Lanka, etc.]	<input type="checkbox"/>
Asiatique du Sud-Est [Thaïlande, Vietnam, Singapour, Philippines, Indonésie, Cambodge, etc.]	<input type="checkbox"/>
Asiatique de l'Est [Chine, Corée, Japon, Taïwan, etc.]	<input type="checkbox"/>
Sud-américain(e), ressortissant(e) d'Amérique centrale, latino-américain(e) [Argentine, Mexique, Brésil, etc.]	<input type="checkbox"/>
Antillais(e) [Caraïbes]	<input type="checkbox"/>
Autochtone [Premières nations, Métis, Inuits (Inuk), etc.]	<input type="checkbox"/>
Autre, (veuillez préciser) :	<input type="checkbox"/>
Je préfère ne pas répondre	<input type="checkbox"/>

39. Laquelle des catégories suivantes décrit le mieux votre situation d'emploi actuelle? **[NP : UNE RÉPONSE SEULEMENT]**

Emploi à temps plein [30 heures ou plus par semaine]	<input type="checkbox"/>
Emploi à temps partiel [moins de 30 heures par semaine]	<input type="checkbox"/>
Travail autonome	<input type="checkbox"/>
Sans emploi, mais à la recherche d'un travail	<input type="checkbox"/>
Aux études à temps plein	<input type="checkbox"/>
À la retraite	<input type="checkbox"/>
Pas sur le marché du travail [au foyer à temps plein, sans emploi et ne cherchant pas de travail]	<input type="checkbox"/>
Autre, (veuillez préciser) :	<input type="checkbox"/>
Je préfère ne pas répondre	<input type="checkbox"/>

40. **[NP : SI ON A RÉPONDU « TEMPS PLEIN », « TEMPS PARTIEL » OU « TRAVAIL AUTONOME À LA Q31, POSER LA QUESTION SUIVANTE]** : Quel type de travail exercez-vous? Veuillez choisir, dans la liste suivante, la catégorie qui décrit le mieux votre travail. **[NP : UNE RÉPONSE SEULEMENT]**

Manœuvre général(e) (travailleur(euse) de la construction, chauffeur de taxi)	<input type="checkbox"/>
Travailleur(euse) du secteur des services ou employé(e) de bureau (commis vendeur(euse), coiffeur(euse), caissier(ière) de banque)	<input type="checkbox"/>
Agriculteur(trice) ou pêcheur(euse)	<input type="checkbox"/>



THE  
**STRATEGIC  
COUNSEL**

Militaire ou membre des forces armées	<input type="checkbox"/>
Ouvrier qualifié (charpentier, électricien, plombier)	<input type="checkbox"/>
Travailleur qualifié du secteur des services (agent de police, pompier, garde d'enfants)	<input type="checkbox"/>
Technicien (ienne) (technicien (enne) de laboratoire, géomètre, contrôleur aérien, programmeur de logiciels)	<input type="checkbox"/>
Vente (représentant(e) de commerce, grossiste)	
Domaine artistique, littéraire, divertissement (acteur, écrivain, photographe, musicien [enne])	
Cadre intermédiaire (restaurant, fonctionnariat, bureau/commerce de détail)	<input type="checkbox"/>
Cadre supérieur (président[e], vice-président[e], directeur[trice] général[e], directeur[trice])	<input type="checkbox"/>
Propriétaire d'entreprise (propriétaire de magasin, travailleur indépendant avec employés)	<input type="checkbox"/>
Consultant (indépendant sans employés)	<input type="checkbox"/>
Professionnel (médecin, infirmier[ière], avocat[e], enseignant[e], ingénieur[e])	<input type="checkbox"/>
Autre travail, veuillez préciser : _____	<input type="checkbox"/>
Je préfère ne pas répondre	<input type="checkbox"/>

41. Quelle langue parlez-vous le plus souvent à la maison? **[NP : [N'ACCEPTER QU'UNE SEULE RÉPONSE]**

Anglais	<input type="checkbox"/>
Français	<input type="checkbox"/>
Autre (veuillez préciser) :	<input type="checkbox"/>
Je préfère ne pas répondre	<input type="checkbox"/>

42. Langue dans laquelle le sondage a été effectué **NP : CODE]**

Anglais	<input type="checkbox"/>
Français	<input type="checkbox"/>

Note: Des questions du prétest seront ajoutées à la version prétest du présent questionnaire.