

1. How often do you typically have your home's air ducts cleaned?

		Gender		AGE	
	Total	Male	Female	27-39	40-54
		A	B	C	D
Base: All Respondents (unwtd)	805	375	430	350	455
Base: All Respondents (wtd)	805	390	415	357	448
Once A Year Or More Often (Net)	182	86	96	101	81
	23%	22%	23%	28%	18%
				D	
Twice a year	57	25	33	34	23
	7%	6%	8%	10%	5%
				D	
About once a year	125	61	63	67	58
	15%	16%	15%	19%	13%
				D	
About once every few years	176	87	89	74	102
	22%	22%	21%	21%	23%
Not since five or more years ago	116	62	54	48	68
	14%	16%	13%	13%	15%
I've never had the ducts cleaned	331	155	176	134	197
	41%	40%	42%	38%	44%
Sigma	805	390	415	357	448
	100%	100%	100%	100%	100%

EDUCATION			
<HS	HS	Post Sec	Univ Grad
E	F	G	H
24	106	351	324
23	105	351	326
7	14	74	88
29%	13%	21%	27%
**			F
4	3	22	28
17%	3%	6%	9%
**			F
3	11	52	59
12%	10%	15%	18%
**			F
-	19	71	86
-	18%	20%	27%
**			
3	15	52	45
13%	15%	15%	14%
**			
14	57	154	107
58%	54%	44%	33%
**	H	H	
23	105	351	326
100%	100%	100%	100%

2. Do you know where the air ducts are located in your home?

		Gender		AGE	
	Total	Male	Female	27-39	40-54
		A	B	C	D
Base: All Respondents (unwtd)	805	375	430	350	455
Base: All Respondents (wtd)	805	390	415	357	448
Yes	581	303	279	246	336
	72%	78%	67%	69%	75%
		B			
No	224	88	136	111	113
	28%	22%	33%	31%	25%
			A		
Sigma	805	390	415	357	448
	100%	100%	100%	100%	100%

EDUCATION			
<HS	HS	Post Sec	Univ Grad
E	F	G	H
24	106	351	324
23	105	351	326
15	64	251	252
62%	61%	71%	77%
**		F	F
9	41	100	73
38%	39%	29%	23%
**	GH		
23	105	351	326
100%	100%	100%	100%

3. Approximately how much waste is removed from the average home's air ducts with a duct cleaning?

	Total	Gender		AGE	
		Male	Female	27-39	40-54
		A	B	C	D
Base: All Respondents (unwtd)	805	375	430	350	455
Base: All Respondents (wtd)	805	390	415	357	448
About 1 lb	43	26	16	13	29
	5%	7%	4%	4%	7%
About 2 lbs	53	32	21	23	30
	7%	8%	5%	6%	7%
About 5 lbs	67	33	35	34	34
	8%	8%	8%	9%	8%
About 8 lbs	58	33	25	29	29
	7%	8%	6%	8%	6%
About 12 lbs	33	20	13	19	14
	4%	5%	3%	5%	3%
I have no idea	550	246	304	238	312
	68%	63%	73%	67%	70%
Sigma	805	390	415	357	448
	100%	100%	100%	100%	100%

EDUCATION			
<HS	HS	Post Sec	Univ Grad
E	F	G	H
24	106	351	324
23	105	351	326
1	4	20	18
5%	4%	6%	6%
**			
-	4	22	27
-	4%	6%	8%
**			
2	8	29	29
8%	8%	8%	9%
**			
4	7	24	22
19%	7%	7%	7%
**			
1	5	17	11
4%	5%	5%	3%
**			
15	77	240	219
64%	74%	68%	67%
**			
23	105	351	326
100%	100%	100%	100%

4. Have you ever had the quality of your tap water tested?

		Gender		AGE	
	Total	Male	Female	27-39	40-54
		A	B	C	D
Base: All Respondents (unwtd)	805	375	430	350	455
Base: All Respondents (wtd)	805	390	415	357	448
Yes (Net)	220	112	108	104	116
	27%	29%	26%	29%	26%
Yes, within the last year	94	48	46	48	46
	12%	12%	11%	13%	10%
Yes, but more than a year ago	126	64	62	56	70
	16%	16%	15%	16%	16%
No, but I would if I knew how	289	127	161	149	140
	36%	33%	39%	42%	31%
No, and I wouldn't have this done because I trust the quality of my tap water	296	151	145	104	193
	37%	39%	35%	29%	43%
					C
Sigma	805	390	415	357	448
	100%	100%	100%	100%	100%

EDUCATION			
<HS	HS	Post Sec	Univ Grad
E	F	G	H
24	106	351	324
23	105	351	326
8	21	92	99
33%	20%	26%	30%
**			
5	12	38	40
20%	11%	11%	12%
**			
3	10	54	59
13%	9%	16%	18%
**			F
10	38	130	110
42%	36%	37%	34%
**			
6	45	128	117
25%	43%	37%	36%
**			
23	105	351	326
100%	100%	100%	100%

5. Which of the following do you use in your household to purify the water?

		Gender		AGE	
	Total	Male	Female	27-39	40-54
		A	B	C	D
Base: All Respondents (unwtd)	805	375	430	350	455
Base: All Respondents (wtd)	805	390	415	357	448
Reverse-osmosis systems	55	38	16	27	28
	7%	10%	4%	8%	6%
		B			
Water purifier installed on our taps	95	49	46	51	44
	12%	13%	11%	14%	10%
				D	
Water-filter pitchers	260	121	139	129	131
	32%	31%	34%	36%	29%
Other	62	30	32	21	41
	8%	8%	8%	6%	9%
I don't do anything to purify our tap water	386	183	203	157	228
	48%	47%	49%	44%	51%
Sigma	858	421	437	385	472
	107%	108%	105%	108%	105%

EDUCATION			
<HS	HS	Post Sec	Univ Grad
E	F	G	H
24	106	351	324
23	105	351	326
1	5	22	26
4%	5%	6%	8%
**			
2	8	39	46
10%	7%	11%	14%
**			
3	21	112	124
12%	21%	32%	38%
**		F	F
2	13	30	17
8%	12%	9%	5%
**	H		
15	64	167	140
65%	61%	48%	43%
**	GH		
23	111	370	353
100%	106%	105%	109%